APPENDIX C

COMMUNITY SURVEY

SUMMARY AND ANALYSIS
SEP 24, 2021 TO NOV 22, 2021

FREEPORT BOULEVARD
TRANSPORTATION PLAN

City of SACRAMENTO
Survey became available on September 24, 2021 and closed on November 22, 2021.

It was available in English, Spanish, and Chinese.

The online version of the survey was created using Maptionnaire, which is a map-based survey tool used to facilitate simple and effective public participation.
The **online** and **paper** versions of the survey were distributed using the following methods:

- Shared on the project webpage
- Flyering and Business Cards
- Pop-Events
- Door-to-Door Canvassing
- Community Walk Audits
- Community Workshop

*Outreach photos where the survey was distributed*
OVERALL RESPONSE

- Over 376 respondents
  - 374 online survey submissions
  - 2 paper survey submissions
  - 3 responses in Chinese
  - Over 279 respondents completed the entire survey

- This analysis examines all the responses collected and summarizes key findings to present a clear vision on what the community wants to see for the future of Freeport Blvd.
About **276** people who responded to the survey **live around Freeport Blvd.**
About 151 people who responded to the survey work around Freeport Blvd.
DEMOGRAPHICS
The age of survey respondents ranged from 18 – 65+ years old. **35 – 44-year-olds** made up most of respondents.
Most survey respondents identified as **female**. Males make up the second largest group, but it is important to note that 4 respondents identified as non-binary.
**RACE/ETHNICITY**

*Caucasian/White* makes up the largest racial/ethnic group of survey respondents. Minorities and those who prefer not to answer or to self-identify, make up less than 50% of respondents.

![Pie chart showing race/ethnicity distribution]

- **Caucasian/White**: 61% (160)
- **Asian or Asian American**: 15% (39)
- **Hispanic/Latino**: 10% (25)
- **Multi-Racial**: 4% (10)
- **Native American**: 2% (5)
- **African American/Black**: 2% (5)
- **Prefer Not to Answer**: 8% (22)
- **I Would Prefer to Self-Identify**: 5% (13)

Fig E: Race/ethnicity of survey respondents
A majority of survey respondents have lived or worked in and around the area for more than 10 years.
About **1773 destinations** were identified by the survey respondents.
COMMUNITY VISION
The vision elements shown to the right were identified through the common themes found in responses from the survey. This included looking at the overall responses for the questions asked and the open-ended comments that were received.
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Over 80% of responses from people surveyed said they would like to **improve safety for people walking, biking, taking transit and drive.**

![Bar chart showing community vision responses]

- **Reduce traffic congestion for better traffic flow.** 42% (135)
- **Strengthen business and economic development.** 54% (173)
- **Improve neighborhood identity.** 47% (149)
- **Enhance and incorporate the natural environment.** 66% (209)
- **Improve the natural environment and overall shade and comfort for all users.** 75% (239)
- **Improve transit efficiency and convenience.** 50% (158)
- **Manage traffic speed to allow for more safe walking and biking connections to adjoining neighborhood, destinations, and trail connections.** 74% (235)
- **Improve safety for people walking, biking, taking transit and driving.** 83% (266)

*Respondents were able to choose more than 1 answer choice*
“Create safe pedestrian commute/walk areas/routes that don’t have car traffic.”

“Supporting existing small businesses. Keeping the multicultural nature of the restaurants and businesses”

“Slowing speeding traffic would help us all.”

“Continue the green bike lanes.”

“Install crosswalks with a light so families can’t walk to school safely.”

“Beautify the corridor by burying power lines, add plants to medians and sidewalk areas”

“Need wide sidewalks and interesting shops or landmarks near the sidewalk”

“ADA compliant sidewalks. Safe crossings across Freeport Blvd.”

“Better lighting through the corridor for all who use it”

“Prioritize neighborhood access, from and across both sides of Freeport, by adding back and enhancing the ability for peds and bikes to access and cross Freeport.”

“Preserve the area’s mid-century identity - architecture and neon signage”
MULTI-MODAL MOBILITY IMPROVEMENTS
A mode shift analysis was performed using responses from the survey to compare current and preferred modes of travel along Freeport Blvd. Overall, there was a desire to decrease the amount of driving and increase the use of other modes of transportation such as walking, biking, and riding the bus.

* Respondents were able to choose more than 1 answer choice
Currently 29% of people walk on the corridor, but there is a desire to increase the amount of people walking to 51%.

* Respondents were able to choose more than 1 answer choice
Currently 25% of people bike on the corridor, but there is a desire to increase the amount of people biking to 59%.

* Respondents were able to choose more than 1 answer choice
Currently 6% of people ride the bus, but there is a desire to increase the amount of people taking transit to 18%.
Currently 92% of people drive on the corridor, but there is a desire to decrease the amount of people driving to 62%.

* Respondents were able to choose more than 1 answer choice
EMERGING OPPORTUNITIES
About 76% of responses from people surveyed said they would like to see more **street trees and shade**. 71% people also desire for **street and pedestrian lighting**.
As you walk along Freeport Blvd., are there other issues or challenges that you experience that you would like to improve?

- Add continuous sidewalks at all crossings.
- All along Freeport there are various signs poles that extend into the sidewalks and are too narrow for wheelchairs to go through.
- At Fruitridge the right turn lane design for vehicles is dangerous for people walking and biking. Slow turning vehicles by proving 90 degree turns, not broad free-flow-like turns.
- People drive WAY too fast. It's not safe to be on foot, especially with kids.
- Poor landscaping in some areas and streets need to upgrade raised dividers between different sides of traffic.
- Some areas do not have real sidewalks - they are part of horrible parking lots.
- Would like to see more crosswalks with flashing lights or stop signs similar to those on Sutterville and Freeport by City College.
Survey results showed that more responses supported **improved existing crosswalks** (83%) than adding **new and more opportunities to cross the street** (65%).
**Priority Crosswalk Improvements**

Existing Intersections:
- Both Sutterville Intersections
- Meer Way Intersection
- Stacia Way Intersection
- Irvin Way Intersection
- Fruitridge Intersection
- Claudia Intersection

New Proposed Intersections:
- 35th Intersection
- Blair Intersection
Connectivity was a common theme found in all responses from the survey. 87% of responses supported **continuous bike facilities** to planned destinations.
When it comes to a preferred bike facility, 76% of responses supported **separated, dedicated, bike facilities**.
When biking along Freeport Blvd, are there other issues or challenges that you experience that you would like to improve?

• A safe route for bikes to McClatchy high school. Students go on the wrong side of the street in the mornings because there isn’t a good place to cross Freeport—it’s dangerous.

• Using Freeport to get to downtown by bike would be ideal but we would need the city to commit to cleaning the streets from debris and ideally protected bike lanes both vertically and horizontally.

• Better separation from traffic, better paint indication on the asphalt, I would also like to see improved signage and connection to the Sacramento River bike trail.

• Freeport is scary to bike on. We use the sidewalk, but it’s pretty narrow!

• Vehicles drive too fast and don’t look out for bikes. There are too many driveways and other dangerous crossings for Freeport to be bike friendly right now.
According to survey, there is a **desire to use more transit** if it was more convenient and efficient. 85% of responses supported **improving existing bus stops**.
Priority Transit Improvements

Existing Bus Stops:

• Bus stops in front of Raley’s
• Bus stops located north of Harian Way
• Bus stop at the 35th intersection

New Proposed Bus Stops:

• Both Sutterville intersections
As you move through the corridor using transit, are there other issues or challenges that you experience with transit that you would like to improve?

• Add back stops on the 11 for kids coming from California Middle School towards Freeport and Kitchner. To avoid having to cross the intersections at Sutterville and Freeport.

• Adding new bus stops probably isn't necessary and would even slow down the existing service. However, existing stops should all receive lighting and shelters. I am in favor of any increase and improvement of public transit.

• An unhoused person was using the bench for the bus stop in front of Airway Market so the bench was removed.

• Automated times and information for riders at stations.

• Stops need to be closer to intersections.
More than 90% of people currently drive along the corridor. There is support from 77% of responses for **synchronizing existing signals**.
There is also support for adding **new signalized intersections** (36%).
Priority Automobile Improvements
Existing Intersection Improvements:

- Both Sutterville Intersections
- Wentworth/Stacia Way Intersection
- Potrero/Virginia Way Intersection
- Harian/Irvin Way Intersection
- Oregon Intersection

- Fruitridge Intersection
- 35th Intersection
- Blair Intersection
As you drive along Freeport Blvd, are there other issues or challenges that you experience while driving that you would like to improve?

- The signals need to move traffic more efficiently during commute hours. When Delta Shores is fully populated, the traffic will be a nightmare. Sync the lights to keep cars moving North/South.

- The portion of Freeport in front of the new Raleys has a much different feel than the rest of Freeport. Although it looks aesthetically nice, traffic by the driveway to the shopping center gets congested and it’s hard to distinguish where the driveway is located since there are no obvious visual cues (e.g. no signage) indicating the entrance.

- Speeds needs to be reduced, curb cuts on Frutridge need to be removed. Due to induced demand "Improving traffic flow" will only make the corridor more dangerous for everyone not in a car.
DRIVING IMPROVEMENTS

• The visibility of pedestrians and cyclists to drivers - really tough to see. Also, because Freeport Blvd. is at an angle and how the neighborhood streets are developed, pedestrians spend LOTS of time in the street... meaning a feeling of unease in crossing. Also, creating a slower speed for drivers entering neighborhoods *from* Freeport Blvd. It's too easy for a car to maintain the 40MPH speed limit well into the neighborhood.

• The southern portion of this street looks blighted and uninviting. When people want to shop their money will flow to fund the improvements. However, the visitors must come first.

• Freeport would be a way better street if you made the speed limit (and all the traffic flow stuff) for ~20 mph.

• Remove car lanes and curb cuts. Add traffic calming devices. Enforce speed laws and take away drivers licenses from people who speed.

• More lighting outside of the businesses for people to see.
DRIVING IMPROVEMENTS

• When lights are closer together such as near Sac City it would be helpful if they were synchronized. I don’t always feel safe as a driver on Freeport either. The roads are narrow at the intersection of Fruitridge and Freeport going towards downtown. Also, bike infrastructure REALLY needs to be built on Blair Ave in order to connect to Freeport.

• Better lighting at night. "smarter" traffic signals that detect when there are no coming cars in the lanes that have a green light.

• Need to have bikes physically separated and protected from vehicles. As a driver, having bicyclists at risk is very stressful.

• Reduce speeds. One lane each way would be great as far as I am concerned. Also Fruitridge is a crazy. Road diet on that place too please.
There is a strong interest in supporting economic development and local businesses. About 85% of respondents supported **wider sidewalks for outdoor retail and commerce**.
Priority Wayfinding and Signage Improvements

- Both Sutterville Intersections
- In front of Riley’s
- Oregon Intersection
- Fruitridge Intersection
- North of the Blair Intersection
Are there other improvements or opportunities to support local businesses, destinations, and guide economic development that you think are important?

- Buffer parking lots from the street with landscaping.
- Businesses should add good bike racks and place them in places that actually feel safe for the cyclist.
- Consider dining parklets for existing restaurants; work with strip mall owners to address entry/exit points to make safer.
- Get rid of the huge, ugly and dangerous parking lots and street parking that face the street. Parking should be in the rear of buildings or used as a bike lane buffer. The street side of buildings should be for walking, sitting, eating, and enjoying the outdoors. It shouldn't be an asphalt wasteland like it unfortunately is now.
- Create a slower pace of traffic and incentive to stop.
- Events to highlight local restaurants.
Additional Comments

• Active transportation is more crucial than ever. We need to drastically improve the safety and accessibility of walking, cycling, and transit options. Cycling in particular has the potential to change long stretches of urban streets like Freeport if it is given proper safety measures and connection to a continuous, widespread network of routes connecting neighborhoods.

• Trees, shrubs and flower beds, please!

• This corridor is nominated as a Green Zone to encourage infill development. Reducing the automobile orientation of this corridor will support Green Zone goals. More info on Green Zones is available at https://www.sacog.org/greenmeansgo.

• My kids walk across freeport everyday on their way to school. I'd like them to be able to bike, but the road is too dangerous.
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