

City of Watsonville Clean Mobility Options Community Transportation Needs Assessment 2021



Prepared by:



The Watsonville Community Transportation Needs Assessment of the Clean Mobility Options Voucher Pilot Program is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities. <http://www.caclimateinvestments.ca.gov>



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- The City of Watsonville
- Pajaro Valley Health Trust El Mercado (Farmer's Market)
- Watsonville Plaza Farmers Market
- All of the community partners who distributed the survey through their networks

We especially would like to thank the volunteers who took the time to shape and participate in the needs assessment process, conducting outreach, performing data entry, completing the survey, and giving feedback on the summary report. Local residents will continue to provide ongoing input on the project.

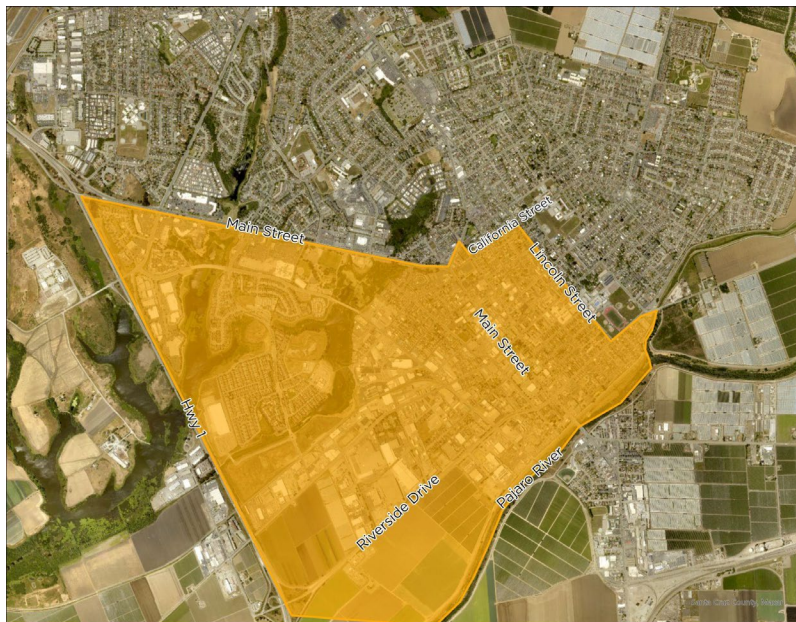
Thank you to the California Air Resources Board (CARB) for providing essential funding toward clean transportation investments in disadvantaged communities through the California Climate Investments (CCI) program. CMO is part of California Climate Investments ([CCI](#)), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.

Executive Summary

Social Good Fund project Regeneración received a Clean Mobility Options Community Transportation Needs Assessment (CMO - CTNA) \$50,000 grant from the California Air Resources Board to carry out community-based research in Watsonville, California. The project seeks to understand residents' current travel behavior in Watsonville and nearby areas and identify their transportation needs and challenges. CARB's Senate Bill 350 Low-Income Barriers Report highlighted a needs assessment as a critical first step in identifying barriers, opportunities, and solutions best suited to meet the unique needs of residents in each community. This needs assessment also included a study of neighborhood demographics and explored residents' interest in various potential mobility options (e.g. bike-sharing, shared cars) to determine which options to prioritize for these areas. CMO - CTNA is funded by California Climate Investments ([CCI](#)), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.

Project Area

Social Good Fund project Regeneración was awarded a grant to survey two Census tracts within Watsonville. Census tract 1103 largely encompasses downtown Watsonville with 6,710 residents. Census tract 1104 borders tract 1103 on Rodriguez Street west of downtown and is home to 7,976 residents.



Project Goals and Objectives

The goals of this project were to:

- Understand project area residents' current transportation habits and needs.
- Understand challenges faced by residents in accessing and utilizing various mobility options for themselves and their families.
- Gauge residents' current knowledge of shared clean mobility options, and their interest in learning about and using new shared mobility options.
- Understand the demographic profile of the residents.
- Collect baseline data to enable future measurement of progress for Watsonville City Climate Action and Adaptation 2030 Plan goals, e.g., mode shift and awareness of various transportation options.

Project Team

The project team consisted of staff and volunteers from Regeneración - Pájaro Valley Climate Action, a fiscally sponsored project of Social Good Fund, and Ecology Action staff, in consultation with people from other organizations and City of Watsonville staff. The team developed the needs assessment, conducted surveys through online and door-to-door outreach, conducted the analysis of the survey results, and wrote the summary report.

Purpose of this Report

This report was prepared to detail the steps taken by the project team to complete the needs assessment, summarize key findings, and share lessons learned. This report is intended to serve as a helpful resource for City of Watsonville staff and other community-based organizations.

Key Findings and Lessons Learned

The team administered the survey both online and in-person, with the goal of collecting 200 responses. They distributed the links to the survey through multiple channels and went door to door within the Census tracts on multiple dates with bilingual staff and volunteers.

The team collected 230 total responses, with a total of 137 paper surveys completed in-person by staff and volunteers and ninety-three surveys completed online by individuals within the project area. Responses from outside the project area are not included in this report.

The results include the following key findings and potential actions/next steps. Support for these findings is detailed in the “Discussion, Solutions and Lessons Learned” section.

- Many transportation challenges were identified in the survey responses, related to the built environment, lack of options, lack of awareness of options, affordability, lack of driver’s license, and inconvenience.
- Together these challenges comprise significant barriers for use of anything except cars, walking, and the bus, and even those options present barriers to participation for some respondents.
- These barriers disproportionately impact Spanish speakers: 19% of Spanish speakers are not able to get around easily, versus 9% of English speakers.
- Providing additional transportation options is critical to address transportation barriers in the community as well as the negative health and environmental impacts of car dependency. Successful transportation options for Watsonville must be affordable, convenient, reliable, and efficient.
- There is a tremendous opportunity for new transportation programs in Watsonville: 38% of Spanish-speaking respondents did not drive a car, which indicates a large potential audience for new, accessible modes of transportation.
- Given the overall low level of familiarity with the majority of transportation options, education must be a significant component of any new program.
- Given the high numbers of people already accustomed to sharing rides as well as the high rate of car dependence, some kind of shared ride service might be a very viable place to start, perhaps centered on neighborhood networks.
- When asked what new transportation options respondents would consider using for their commute trips, the top responses were shuttles, carpool services like Waze and Scoop, and driving alone. However, all transportation options except tricycle share (driving with others, bus, light rail, bicycle, walk/roll, Uber/Lyft, taxi, car-share, bike-share, scooter-share, and microtransit) received at least 20% interest for commute trips, indicating interest in a broad range of new transportation options in Watsonville.

I. Introduction

This summary report links the mobility needs found in the Clean Mobility Options (CMO) Community Transportation Needs Assessment (CTNA) with potential mobility solutions.

This report is structured as follows: the first section supplies background information on CMO, the CTNA, and the organizations conducting the assessment, followed by methodologies used to conduct the transportation access data analysis and community engagement, a discussion of observations and findings from the assessment, and proposed solutions. The report concludes with a list of recommended next steps.

II. Project Background

Why this Project

The entire City of Watsonville, including the two targeted disadvantaged communities (Census tract 1104 and 1103), has limited access to clean, shared micro-mobility services compared to the City of Santa Cruz. Santa Cruz, a city similar in size, is located just 16 miles north of Watsonville. At the time of application for the voucher, Santa Cruz had an electric bike-share program, Zipcar car-sharing, a greater number of bike lanes and higher rates of bicycling, and more electric vehicle (EV) charging stations. Watsonville has a high rate of pedestrian and bike injuries and deaths due to traffic crashes, and several state highways and busy arterial roads bisect the city.

As a variety of clean, shared mobility options have emerged across California and the nation, Watsonville has not had access to these new forms of sustainable transportation. This is in part because private vendors aren't sure those services would be profitable, and there has not been specific engagement and evaluation to determine if residents want these shared modes of transportation or how they would meet their travel needs.

This additional interaction with the community is timely as COVID-19 social distancing requirements have altered sustainable transportation user preferences and choices. Standard public transit and carpool options, such as farmworker vanpools/carpools, are currently severely limited or create a high risk of exposure to COVID-19.

Project Team

Regeneración

Regeneración - Pájaro Valley Climate Action is a fiscally sponsored project of the Social Good Fund (referred to in the remainder of this report as “Regeneración”). Regeneración is dedicated to engaging the community in a coordinated response to climate change and to ensuring that local adaptation and strategic plans include addressing impacts on the socially vulnerable farmworker communities. It is the only nonprofit organization of its kind on the Central Coast. Regeneración sparks and elevates local solutions concerning climate change from the perspective of those people in the Pájaro Valley most vulnerable to climate change’s effects, such as farm workers. Farmworkers and Pájaro Valley residents are and will be affected both personally and economically by climate change impacts, especially heat waves, increased pesticide use, and crop losses related to changing growing conditions.

To achieve its mission, Regeneración’s strategies are designed to:

1. Empower and educate tomorrow’s leaders by training youth and community members
2. Promote sustainable choices by and for all
3. Emphasize climate change as a human rights/justice issue
4. Drive ecologically beneficial policy implementation through grassroots engagement
5. Catalyze reduction of carbon emissions and eventually eliminate the use of fossil fuels in the Pájaro Valley
6. Build bridges between individuals and groups to activate and engage a diverse, unified, local coalition onto the international climate justice movement

Regeneración survey team: Nancy Faulstich, Regeneración Director; Natalie Olivas, Regeneración Organizer; and several volunteers.

Ecology Action

Ecology Action is a Santa Cruz County-based environmental nonprofit that has implemented programs serving Watsonville’s disadvantaged communities (DACs) for over two decades. Ecology Action’s mission is to provide innovative energy, water, and transportation solutions to communities across California to reduce greenhouse gas emissions, at scale.

Ecology Action’s previous work in Watsonville includes Safe Routes to School education and planning, which provides community members with lifelong bike and pedestrian skills and knowledge and catalyzes active transportation improvements to make biking and walking safer

and more convenient. Ecology Action staff managed the Watsonville Complete Streets to School Plan, which conducted extensive outreach and engagement with elementary, middle, and high school parents in the project area.

Ecology Action survey team: Amelia Conlen, Alejandra Belalcazar-Salce, Danny Ordaz

Project Area Overview

Watsonville is located in southern Santa Cruz County on the central coast of California and is both an SB 535 Disadvantaged and AB 1550 Low-Income Community. The majority of residents (81.2%) of residents identify as Hispanic/Latinx.¹

The Santa Cruz metro area has the fifth-highest cost of living in the US. MIT's Living Wage Calculator estimates a family needs to earn \$96,000 per year, while the Watsonville metro area median income is \$55,470 per year.² Most of Watsonville's Latinx families are Spanish-dominant, have limited formal education, and work in low-wage seasonal jobs in the agriculture, hospitality, or service industries.

According to DataShare Santa Cruz County, 20.8% of Santa Cruz County Latinx children lived below the poverty line between 2015 and 2019.³ In terms of educational achievement, only 12.3% of residents have a 4-year degree, meaning that many of the community's youth that go on to college are first-generation college students.⁴

Watsonville's Story of Immigration

Throughout its history, Watsonville has received waves of immigrants from all over the world. This includes people from Denmark, China, Japan, Croatia, and Latin America. They often brought plants and crops from their homeland and planted them in this community. For example, the Dutch farmed potatoes, and Croatians led the boom of the apple industry.

Today, Watsonville residents are predominantly Latinx. Watsonville is a self-designated sanctuary city, a community that welcomes residents of all immigration statuses and limits its cooperation with national agencies to enforce immigration law.

Watsonville's Economy

Watsonville had a population of 52,590 people and 14,717 households in 2020. Though 67% of the population participates in the labor force, 65% of households do not have enough cash

¹ (US Census Bureau, 2019)

² (US Census Bureau, 2019)

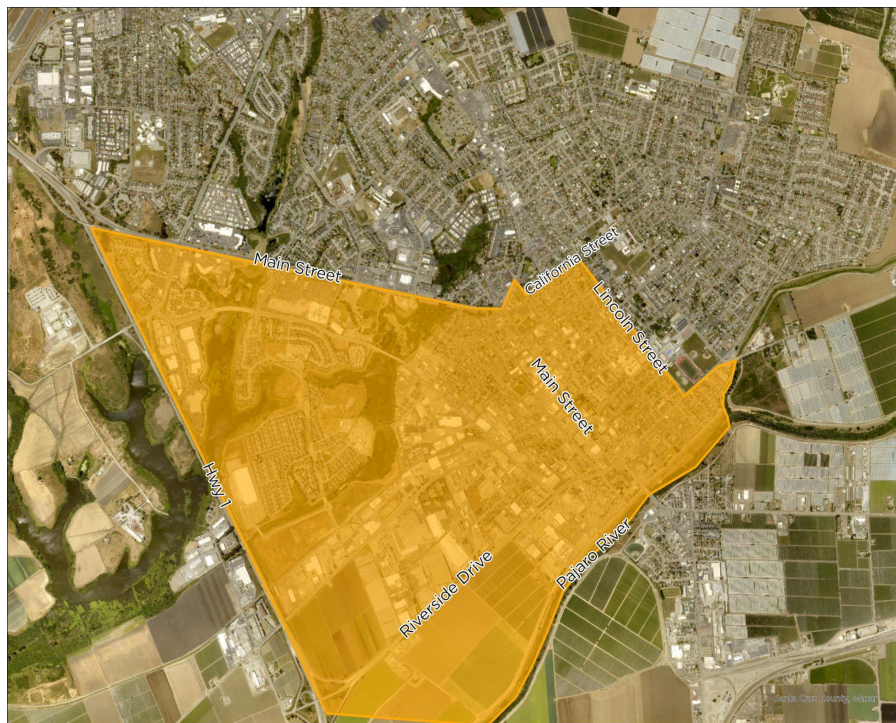
³ (American Community Survey, 2021)

⁴ (American Community Survey, 2021)

(liquid assets) to live at the poverty level for three months without income. 27% of the population lives below the federal poverty line.⁵

The median household income in Santa Cruz is \$77,921 while the median household income in Watsonville is just \$55,470.⁶ Across Santa Cruz County, 70% of households spend at least 30% of their income on rent (with 50% spending 50% or more of income). Rent in Santa Cruz County is 55% higher than the national average, preventing savings and wealth accumulation. High rent leads to overcrowding⁷, with ramifications for transportation options. Forty percent of Watsonville/Freedom respondents lived in overcrowded conditions, and while only 12% of whites in Santa Cruz County faced overcrowding, 39% of Latinx renters did.⁸

Furthermore, 50% of the Watsonville population is unbanked or underbanked, meaning that half of the population is excluded from credible banking institutions and the US financial system. This creates an overreliance on predatory lenders to meet financial needs and gaps. Watsonville has three times as many predatory lending services as compared to its wealthier North County counterparts.⁹



⁵ (Santa Cruz Community Ventures & UCSC Blum Center, 2016)

⁶ (US Census Bureau, 2019)

⁷ (Santa Cruz Community Ventures & UCSC Blum Center, 2016)

⁸ (Miriam Greenberg et al., 2021)

⁹ (Santa Cruz Community Ventures & UCSC Blum Center, 2016)

Neighborhoods in this Study

The neighborhoods surveyed in this project are in two Census tracts located in downtown Watsonville, continuing north on the west side of Rodriguez Street and around the Watsonville Slough.

Census Tract 1103 largely encompasses downtown Watsonville where the 6,710 residents are 92% Latinx and 5% white. According to CalEnviroScreen Draft 4.0, this Census tract has a high percentile of poverty (93%), housing (81%), education (98%), and pollution (65%) burden. The population has a very high percentage of those 19 years old or younger (38%) and those 25 to 44 years old (31%). The gender mix is male (54.5%) and female (45.5%). The median household income is \$46,773.

Census Tract 1104 borders Tract 1103 on Rodriguez Street west of downtown. The 7,976 residents are 82% Latinx, 12% white, and 5% Asian. According to CalEnviroScreen Draft 4.0, this tract has a high pollution (89%), housing (89%), education (88%), and poverty (69%) burden, as well as troublingly high pesticide burden (99%) from being near agricultural fields.

The majority of the population is divided between those who are 19 years of age or younger (36.9%) and those who are between 20 years of age and 55 years old (52.8%). The gender mix is fairly balanced between males (54.5%) and females (45.5%). The household median income is \$57,650 with an average household size of 4.58.

Seasonal, low-paid, migrant workers have limited opportunities for financial advancement and have many barriers to participation in transportation and community planning processes, including language, scheduling availability, childcare, and transportation.

Socially, this largely Spanish-speaking population from Mexico and other Central and South American countries has been hampered by language and cultural barriers that have isolated them and left them out of important social networks, positions of business, community, and political power.

Although historical factors have created significant inequalities, there is a recent trend towards a more equitable and inclusive path of advancement for disinvested community members. This trend also applies to mobility options as there are increasing options for sustainable, clean, and affordable transportation in these communities, including a current pilot of an all-electric bus on a new circular route that will be free to ride for one year (launched after the close of the survey).

Current Transportation Options

Watsonville residents have access to fewer transportation options than residents of other communities in Santa Cruz County. According to the 2040 Santa Cruz County Regional

Transportation Plan, northern Santa Cruz County has the highest concentration of jobs, which are focused around the University of California Santa Cruz, downtown Santa Cruz, and Capitola.¹⁰

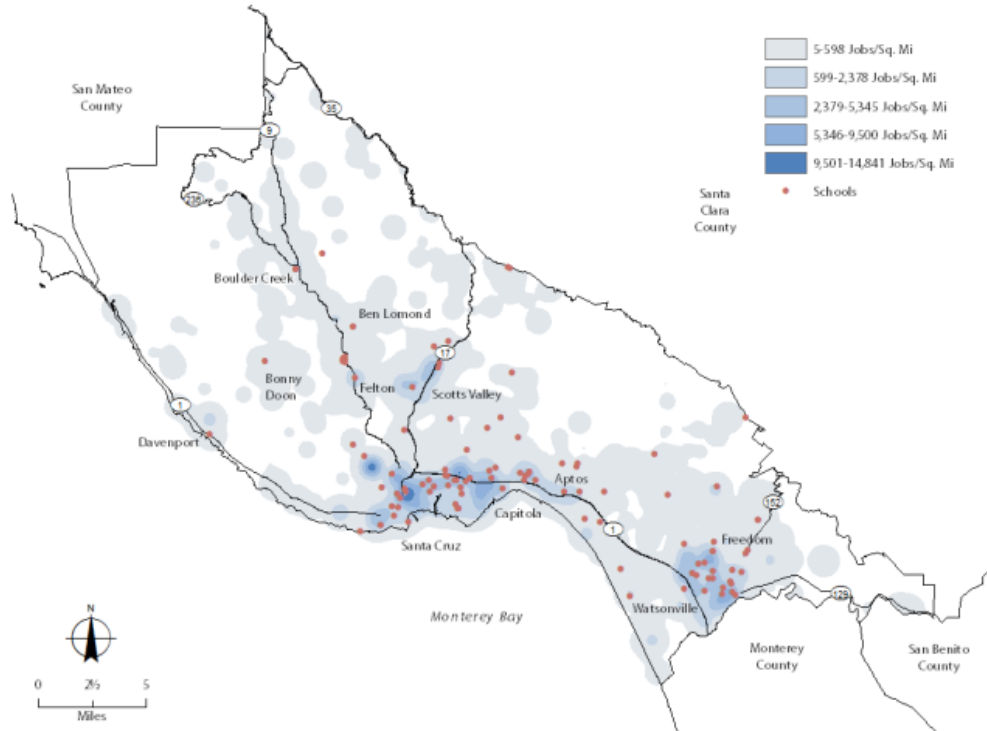


Figure 3.6 – Job Destinations in Santa Cruz County
 Source: U.S Census Bureau (On the Map), Center for Economic Studies⁴

Source: Santa Cruz County Regional Transportation Plan <https://sccrtc.org/funding-planning/long-range-plans/rtp/2040-plan/>

Watsonville is 18 miles from Santa Cruz, which makes daily bicycle commuting challenging even for experienced cyclists. Watsonville commuters have two basic options to access jobs in North County; driving or using the Santa Cruz METRO bus service. The main corridor for both drivers and transit riders is Highway 1, which is increasingly congested during the morning and afternoon peak hours. Driving between Santa Cruz and Watsonville takes around 25 minutes without traffic, but commuters traveling during peak hours typically spend 45-80 minutes each way for the same trip. The fastest METRO bus route, the 91 Express (with limited stops between Watsonville and Santa Cruz), takes a minimum of 45 minutes and faces the same Highway 1 congestion during peak hours. The result is an inconveniently long commute,

¹⁰ (Santa Cruz County Regional Transportation Commission, 2018)

especially when the time to get from home to the bus stop and bus stop to the final destination is factored in.

Watsonville residents experience the ongoing impact of missed opportunities due to the lack of an adequate public transit system. Although difficult to quantify, one can imagine how much better off Watsonville residents would be if they could take advantage of the education and employment opportunities available in northern Santa Cruz County without having to fight traffic, waste time, and pay the high costs of vehicle ownership and maintenance.

Options are also limited for Watsonville residents traveling within the city. In 2020, Watsonville had bike lanes on approximately 10 miles of roadway. The City of Santa Cruz, by comparison, had approximately 25 miles of bike lanes.¹¹ Most major corridors in Watsonville do not have bicycle facilities, including East Lake Avenue, Riverside Drive, Main Street, and most of Freedom Boulevard, and there are few bicycle lanes on neighborhood streets. This disparity in available facilities is reflected in travel patterns - 3% of Watsonville residents biked or walked to work per 2019 American Community Survey data, while nearly 20% of Santa Cruz residents walked or bike to work during the same period.¹²

In September 2021, Santa Cruz METRO launched a new “circulator” route that travels between key destinations within Watsonville including downtown, the Watsonville Transit Center, shopping centers on Main Street and Green Valley Road, and Freedom Boulevard. The program features electric buses and will be free for residents for one year. This program was launched after the CTNA survey was completed, but it provides another valuable option for transportation within Watsonville.

Other Santa Cruz County jurisdictions have pursued on-demand transportation services, such as bike and car-sharing programs. The City of Santa Cruz and UC Santa Cruz partnered with Zipcar to offer car-sharing starting in 2008, and the number of cars has grown over time. The City of Santa Cruz also launched a bike-sharing program with Jump Bikes in 2018, though that program has since ceased operations. The Jump Bikes program offered on-demand electric bikes for short trips within Santa Cruz and the system was well-used.

Watsonville does not currently offer shared transportation options such as bike-share, car-share, or scooter-share. The City of Watsonville has partnered with the City of Santa Cruz and other local jurisdictions on an RFP for a regional bike share program, which creates opportunities for future bike-share service in Watsonville.

¹¹ (Santa Cruz County Regional Transportation Commission, 2021)

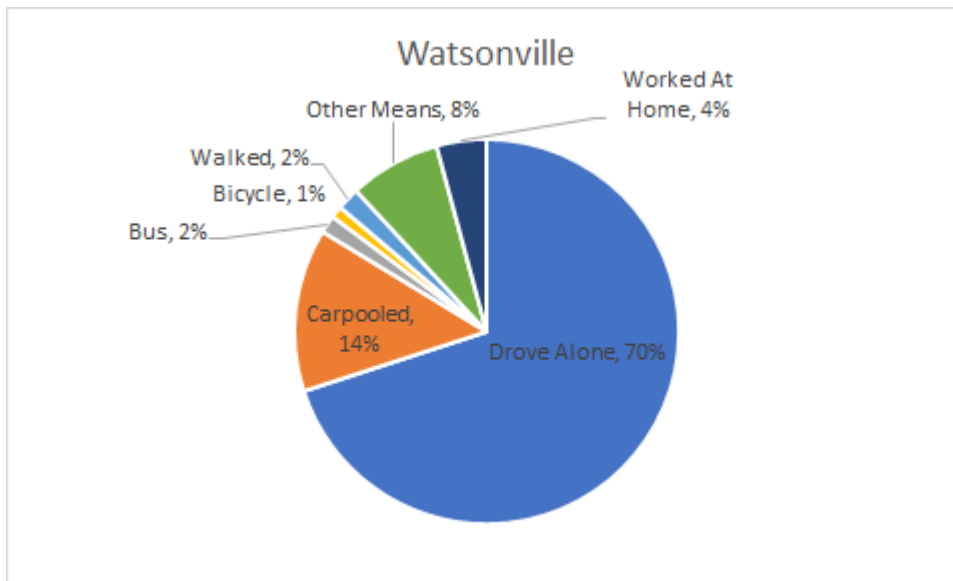
¹² (American Community Survey, 2020, Table S0801)

III. Transportation Access Data Analysis

The project team utilized several data sources to learn more about existing conditions within the project area, including Census data, CalEnviroScreen data, and collision data. Data was collected in spring 2021 through a review of existing plans, the Census data website, and the Transportation Injury Mapping System (TIMS). The goal was to learn about current travel patterns within the City of Watsonville and to study neighborhood demographics to provide insight into what types of new transportation options would benefit the community.

Current Travel Behavior

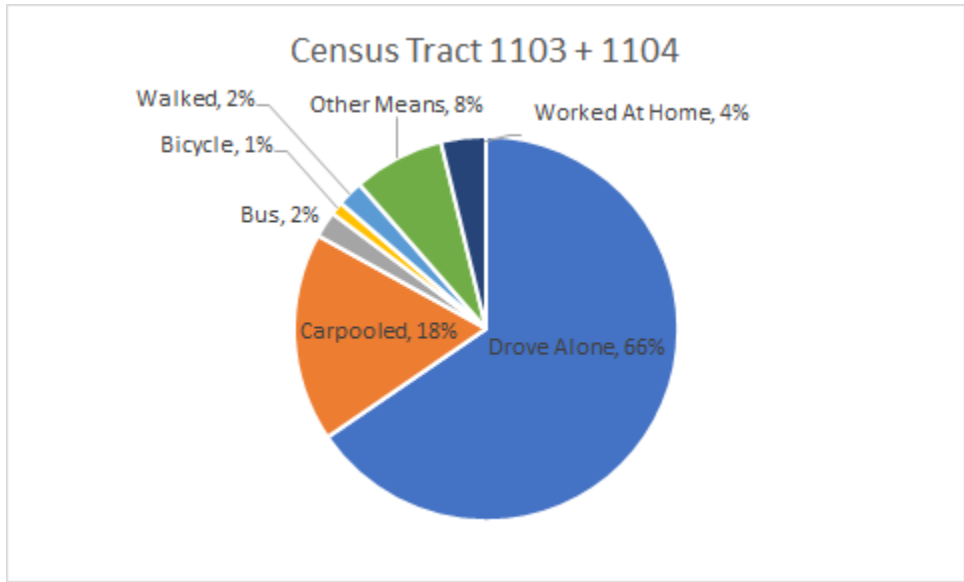
The majority of Watsonville residents drive alone to work. However, Watsonville has the highest rate of carpooling to work of any city in Santa Cruz County. Rates of walking and bicycling to work are substantially lower than in neighboring Santa Cruz, where nearly 20% of residents walk or bike to work per 2019 American Community Survey data.¹³



Source: Census American Community Survey 2015–2019, Commuting Characteristics by Sex, Table S0801.

The two Census tracts within the project area have even higher carpooling rates than the city as a whole and lower rates of driving alone. Rates of walking and bicycling are consistent with citywide rates.

¹³ (American Community Survey, 2020, Table S0801)



Source: Census American Community Survey 2015–2019, Commuting Characteristics by Sex, Table S0801.

Among the two Census tracts in the project area, 17% had a commute time of fewer than 10 minutes, and 49% had a commute time of 19 minutes or less. One-third of respondents had a commute time of 30 minutes or more, with 16% of respondents commuting for 45 minutes or more each day.

Only 4% of respondents within the two Census tracts had no access to a vehicle. Twenty percent had access to one vehicle, and 77% had access to two vehicles or more.¹⁴

Citywide Collision Data

Watsonville has relatively high rates of collisions involving both bicyclists and pedestrians. The California Office of Traffic Safety ranked the city as the worst in the state among cities of a similar size for pedestrian collisions in 2015 and 2016, and Watsonville has ranked among the top five cities for pedestrian collisions since 2013.¹⁵ Watsonville also ranked worst for collisions involving pedestrians under 15 in 2014, and it was in the top five cities for youth pedestrian collisions in 2010, 2011, and 2013. Between 2011 and 2017, there were 209 pedestrian collisions and 130 bicyclist collisions.¹⁶

¹⁴ (American Community Survey, 2020, Table S0801)

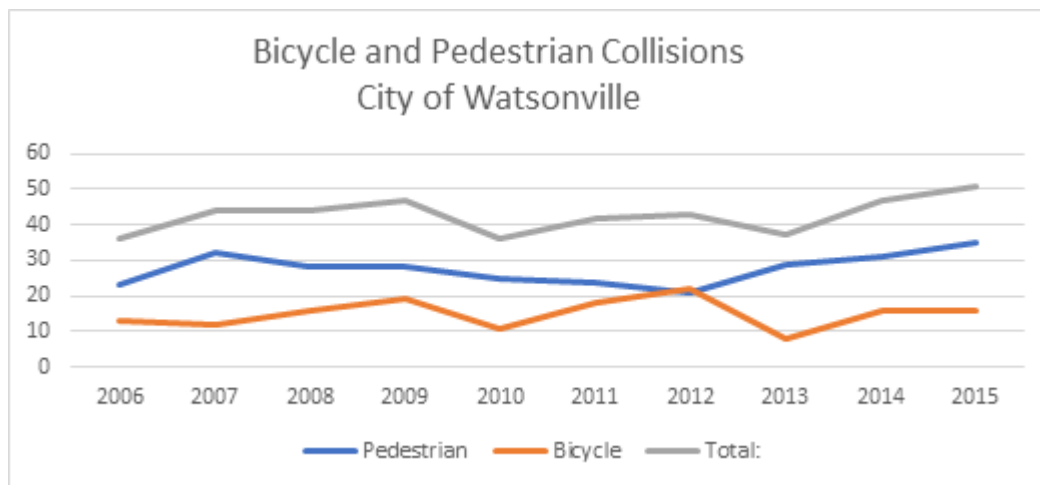
¹⁵ (California Office of Traffic Safety, 2018)

¹⁶ (Santa Cruz County Health Services Agency, 2018)

People walking and bicycling in Watsonville are disproportionately involved in collisions. Through its Vision Zero initiative, the Community Traffic Safety Coalition/County Public Health reports that 65% of serious injury and fatality collisions in Watsonville involve bicycles and pedestrians, while people riding bicycles and walking account for only 3%* of work trips.¹⁷

To address these high collision rates, the Watsonville City Council adopted a Vision Zero Action Plan in 2021 that outlines how the City can implement a Vision Zero policy. Vision Zero is a strategy to eliminate traffic injuries and fatalities while increasing safe, healthy, and equitable mobility, and it has been implemented in cities across the world. The Vision Zero Action Plan contains nearly 50 action steps to improve traffic safety, including education and outreach programs, policy changes, engineering projects, and targeted enforcement.

Collision data for the 10-year period between 2006 and 2015 shows high rates of bicycle and pedestrian injury and fatality collisions in Watsonville. While the pattern of bicycle collisions is less consistent, pedestrian collisions have been on the rise since 2012.



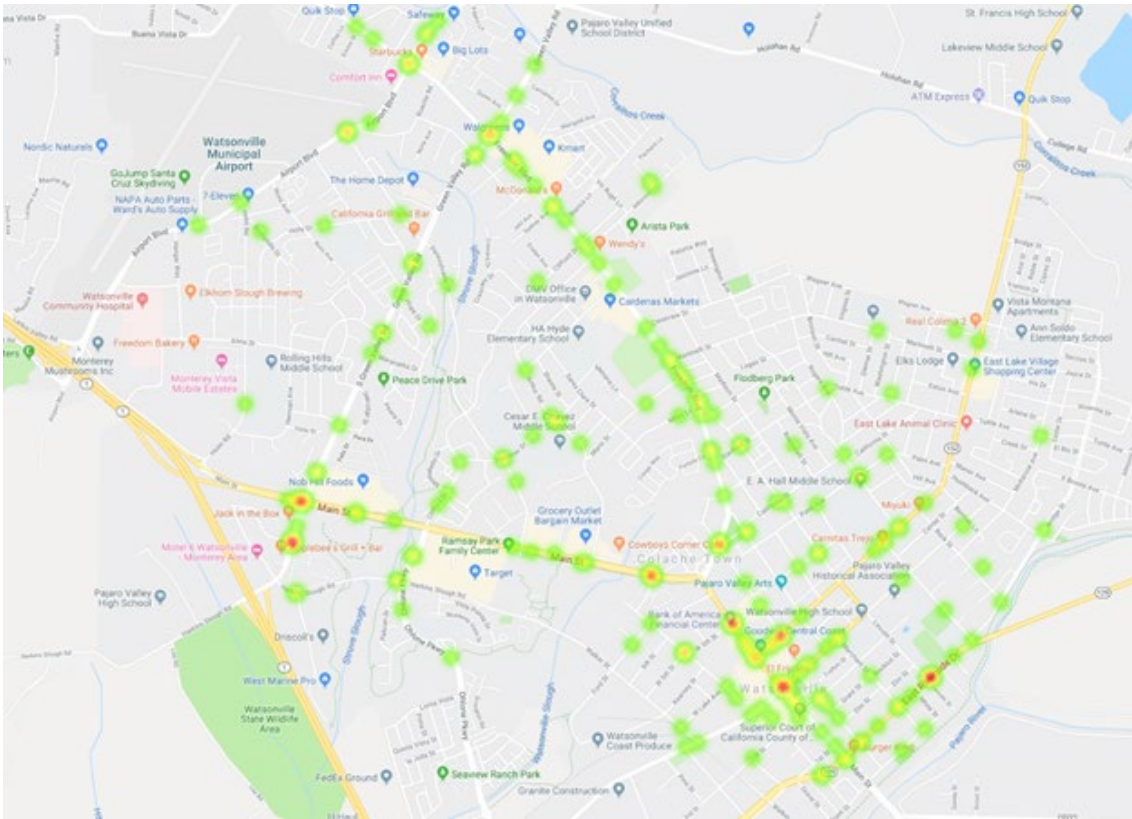
Source: Transportation Injury Mapping System (TIMS), Safe Transportation Research and Education Center, University of California, Berkeley. 2019.

The map on the following page shows all bicyclist and pedestrian collisions that led to injuries and fatalities within the City of Watsonville from 2011 to 2015. Highways and major road

¹⁷ (Community Traffic Safety Coalition, 2018)

*It should be noted that the number of work trips underestimates the total number of biking and walking trips made within the City of Watsonville.

corridors are the site of most collisions in Watsonville, including Main Street, Freedom Boulevard, Green Valley Road, East Lake Avenue, and Riverside Drive.



Source: Transportation Injury Mapping System (TIMS), Safe Transportation Research and Education Center, University of California, Berkeley.

Pollution Burden

According to CalEnviroScreen Draft 4.0, Census tract 1104 has a pollution burden of 84% out of 100% with an overall CalEnviroScreen ranking of 90th percentile. This community is exposed to pollution from pesticides, toxic cleanup sites, groundwater threats, hazardous waste, and impaired water bodies such as the sloughs (City drinking water is carefully monitored and is safe). At 98% the pesticide exposure rate is particularly high, as this Census tract is directly adjacent to agricultural fields. Census tract 1103 has a pollution burden score of 79% out of 100% with an overall CalEnviroScreen ranking of 83rd percentile and has exposure to the same issues of pesticides, contaminated water bodies, and toxic cleanup sites. Diesel particulate matter exposure ranks 86% and 80% respectively, with both tracts registering asthma rates at the 65th percentile. Both Census tracts score very high on linguistic isolation, at 84 and 99

percent.¹⁸ There are high rates of poverty and unemployment (or underemployment with many seasonal jobs) and Santa Cruz County has one of the highest costs of housing in the United States.¹⁹

The very fertile agricultural fields are a source of environmental harm for low-income neighborhoods as the air is adversely impacted by the extensive use of chemical fertilizers, herbicides, and pesticides that have been shown to have personal health impacts. Large agricultural industries also require regular diesel truck traffic which further negatively impacts the community's health.

¹⁸ (California Environmental Protection Agency & Office of Environmental Health Hazard Assessment, 2021)

¹⁹ (Santa Cruz County Workforce Development Board & BW Research, 2018)

IV. Survey Development and Administration

The survey team assembled in January 2021 to begin the survey process. Between February and May, the team collected background transportation access data, developed the survey and accompanying outreach materials, and planned for community engagement. Between June and August, the online survey was available and the team went door to door beginning on July 1 to conduct the survey in person. The summary report was written in August and September 2021.

Survey Development Process

The project team took the example offered from CARB as a starting point and drew on both organizations' prior experience conducting surveys. The team reviewed the questions and made recommendations about which questions to retain, modify, or eliminate. The team consulted with Regeneración volunteers, the CMO team from the LEAP institute, and City of Watsonville staff members as they finalized the questions. They reviewed the Spanish translation multiple times and brought in additional people to suggest changes in the translation, in order to ensure that the survey language was accessible and appropriate for the community.

The team eliminated questions which they believed were too intrusive, such as income levels and educational levels, which in the teams' experience make people uncomfortable and less likely to participate. According to CalEnviroScreen, between 84-95% of people in the Census tracts are Hispanic so it seemed unnecessary to request ethnic identity;²⁰ instead, the team chose to ask about the primary language spoken at home by respondents. The team eliminated several other questions which seemed unnecessary to keep the survey to a manageable length and encourage participation. The team began this project with the understanding that most people are car-dependent in this semi-rural community but hoped to gain a fuller understanding of peoples' current transportation habits, as well as their interest in utilizing new options and perceived barriers to options other than cars.

Survey Administration

The team administered the survey both online and in-person, with a goal of collecting 200 responses. They distributed the links to the survey through email newsletters, community partner networks, posters, flyers distributed at farmers' markets, a mailer to all households in the two Census tracts, social media posts, and word of mouth.

²⁰ (California Environmental Protection Agency & Office of Environmental Health Hazard Assessment, 2021)

The survey team went door to door within the project area with bilingual staff and volunteers. Before knocking on doors, the team mailed a postcard to all households and left flyers at each home indicating the date/time they would return to a particular neighborhood to conduct surveys. These efforts were meant to increase awareness of the survey project and establish trust and recognition with residents before the team knocked on their doors.



The team used one version of the survey throughout the project. The team repeated a final summary question at the end of the survey, asking again “Is there anything else you want to tell us about what transportation options you want for our community?”

To compensate people for their time the team offered \$20 gift cards as an incentive for the first 200 people to participate. Participants who took the survey in person were given a gift card on the spot.

Data Cleaning

Hundreds of people took the survey who did not live within the designated Census tracts, so staff sorted these responses and mailed gift cards only to the households within the project area. Staff changed the settings on Alchemer (the online survey tool) to only qualify surveys within the City of Watsonville. Staff then went through the data to verify which addresses were within the two Census tracts. Staff kept a running spreadsheet that documented which addresses were given a gift card in person and which addresses needed a gift card mailed. The project team made the decision early on to allow multiple people from one household to take the survey, in order to include varying opinions within households and because of the high-density nature of the project area.

The survey contained two open text responses that asked participants about their challenges related to mobility. Responses were coded by the mode of transportation that the respondents were referring to, as well as general medical reasons and disabilities that made multiple modes of mobility difficult. Other open text responses were the demographic questions which asked age, gender, and the places that people commuted to. Gender was broken down into men, women, and those who chose not to answer. Age demographics were categorized into under 18, 18-24, 25-34, 50-64, and 65+.

Community Engagement Efforts

With CARB approval, the survey team shifted their engagement strategy away from the in-person group events that had originally been planned and instead focused on door-to-door outreach. The team pivoted to this engagement strategy due to the impacts of COVID-19 in the community. In spring 2021, in-person gatherings were banned by the City of Watsonville and online events were not typically engaging people who represented the demographics of the project area. In addition, many people were wary of Zoom or had multiple competing needs for limited bandwidth in their homes. The team believed that people would not be ready to attend an event in person given the substantial transmission of the virus in Watsonville. Multiple people commented to the survey team that they were no longer taking public transportation due to fears of contracting COVID and it appeared that many people were avoiding unnecessary public gatherings of any kind.

Instead, the team engaged people at home or on the street in their neighborhood. Multiple people from a household were often engaged at the same time, as people called to their relatives to participate in the survey. The team was thus able to speak with people of different generations within households. They went to where people were instead of trying to bring them somewhere else, either online or in-person, and this strategy proved very effective.

In-person canvassing included a one-page laminated sheet showing transportation options that were used to educate people during the survey (see appendix). This information was also available in the online survey. Information on transportation options was converted into social media posts to use as educational tools, which reached 269 accounts on Instagram. The team also talked with people informally about transportation needs and options while tabling at farmers' markets and area events, and during individual conversations.

Over 350 people were engaged regarding clean mobility options while tabling at farmers' markets, a rail-trail ribbon-cutting event, and a City-sponsored event on disaster preparedness. The team's canvassing efforts resulted in 137 people taking the survey in person. Additional people that were notified directly about the survey may have taken the survey online.

The survey team used the following strategies to ensure community engagement that was clear, accessible, representative of the community, and transparent:

- The purpose of the engagement was made clear through consistent messaging in social media, outreach materials, and introductory statements while surveying. The team also wore Regeneración t-shirts while surveying to clearly display their affiliation.
- People were engaged at home at times convenient to them or when they approached the team at local events.
- The team reached a representative sample of the community by locating survey team members within neighborhoods, rather than inviting residents to go somewhere else.

- Survey team staff and volunteers were primarily from native Spanish-speaking Latinx backgrounds.
- All households were mailed a postcard before door-to-door outreach began, and leave-behind flyers were left at homes a day or two before knocking on doors to make the survey process and goal transparent to community members.

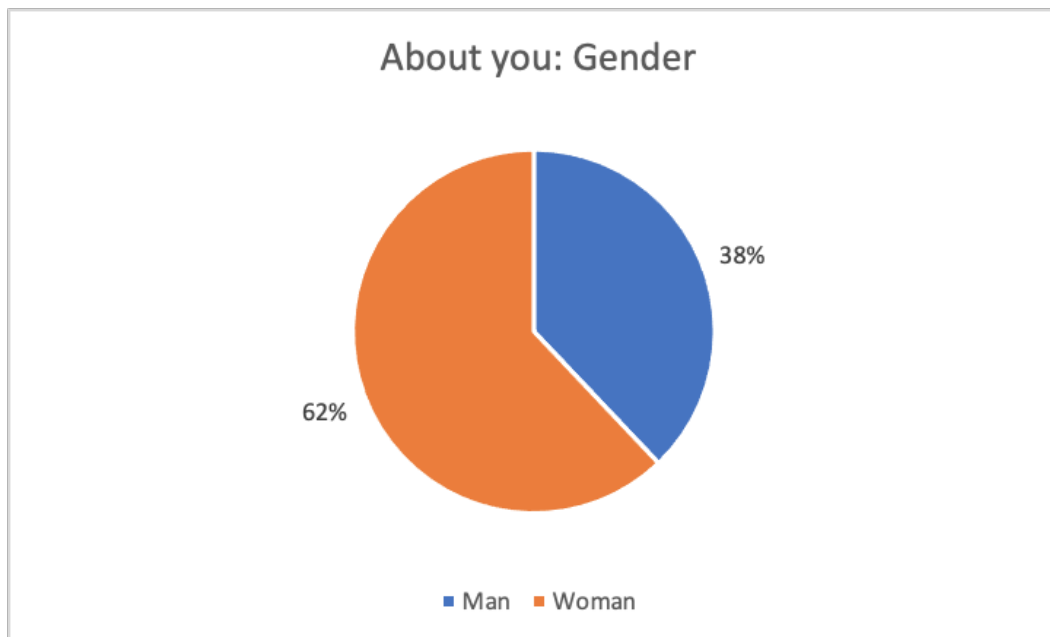


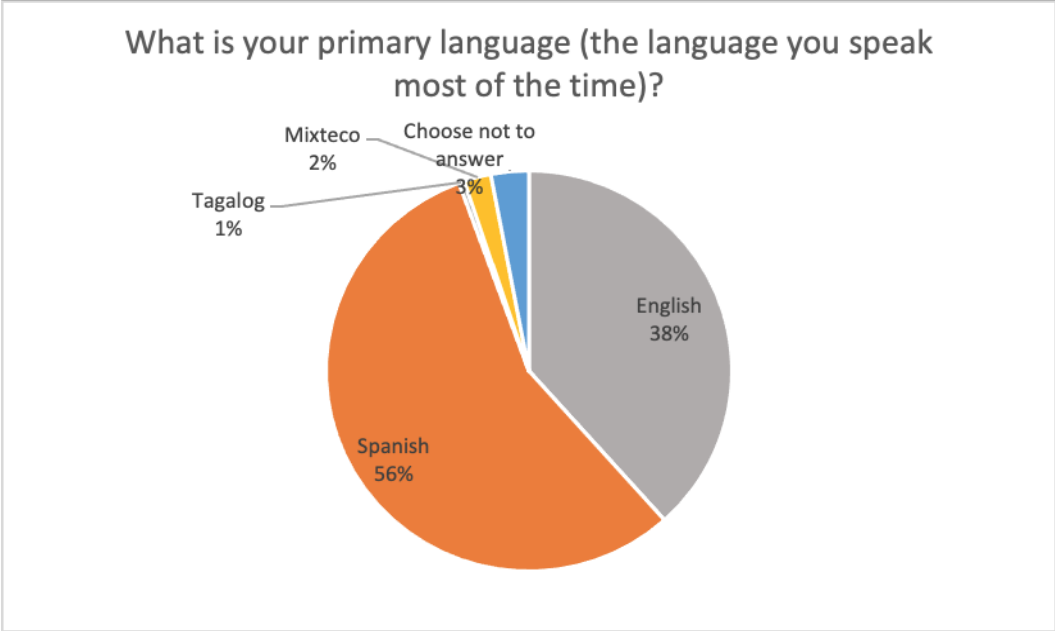
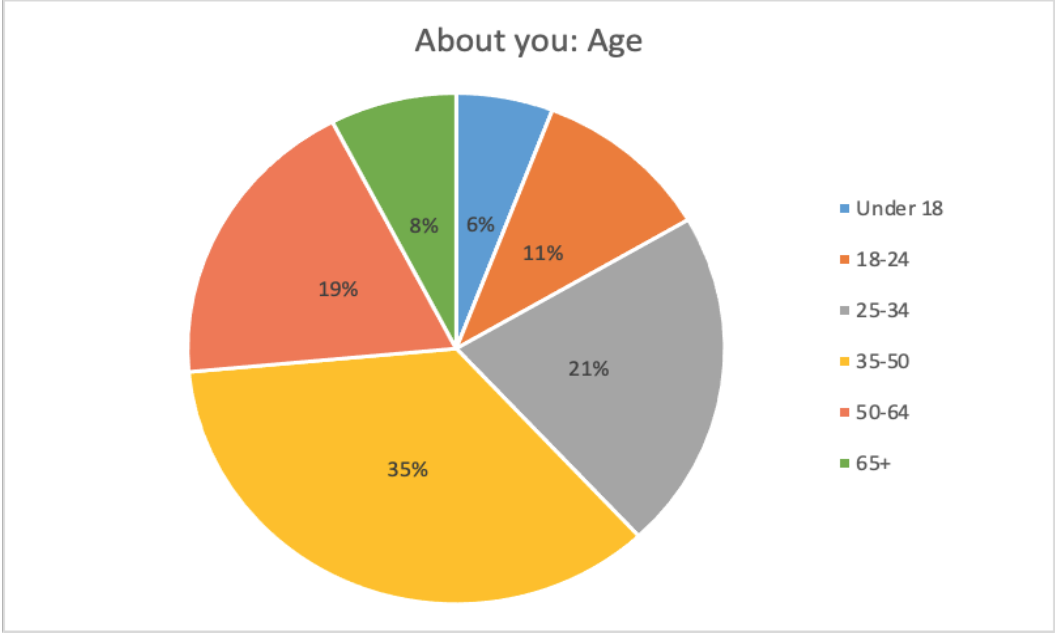
V. CMO Survey Results and Analysis

The team received 230 survey responses from the two designated Census tracts. The majority of surveys (137) were completed in-person by staff and volunteers. Ninety-three surveys were completed online by individuals. Throughout the remainder of this report, survey data will be referred to as Clean Mobility Options (CMO) survey data.

Demographics of Survey Respondents

The survey allowed respondents to enter their gender in an open text format. After coding the results it was found that 136 women and 84 men took the survey, and 9 respondents chose not to answer. Survey respondents ranged from 16 to 80 years old, with the largest response rates from the 35-50 age group. The majority of survey respondents (130) identified Spanish as their primary language. 89 participants stated that English is their primary language at home. Other responses included Tagalog, Mixteco, and respondents who chose not to answer. The team chose not to ask about race, income, or education levels in order to increase trust with survey respondents.



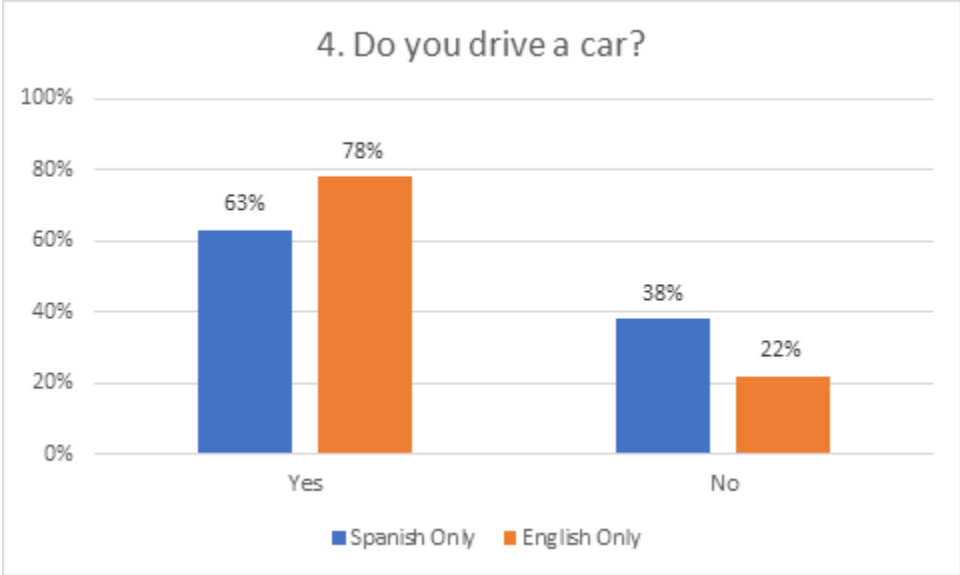


Current Travel Patterns

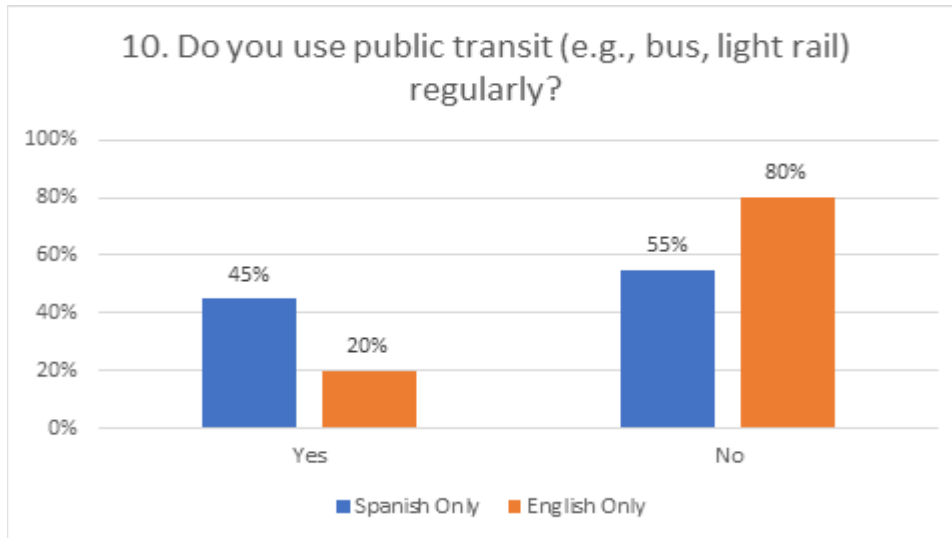
CMO survey data provides insights into the current transportation habits of project area residents beyond what has previously been available through Census data. The survey asked about how frequently people used various transportation modes and which types of trips they

used each mode for. Responses were analyzed separately for English and Spanish speakers, as well as by age and gender.

First, participants were asked whether or not they drive a car. The results show that the majority of both English and Spanish speakers drive a car, though there were significant differences between English and Spanish speakers. 38% of Spanish speakers and 22% of English speakers reported that they do not drive.



There were also significant differences between English and Spanish speakers in rates of transit use. Spanish speakers were twice as likely to take the bus and were nearly evenly split between people who use transit regularly and those who do not.



The survey also asked participants how often they use various transportation modes. The list of options included several that are not found in Watsonville or Santa Cruz County, including carpool services, microtransit, and tricycle share programs. According to CMO survey results, driving alone, driving with others, and walking were the most-used methods of transportation. When broken down between English and Spanish speakers, the results are strikingly different from the American Community Survey (ACS) data.

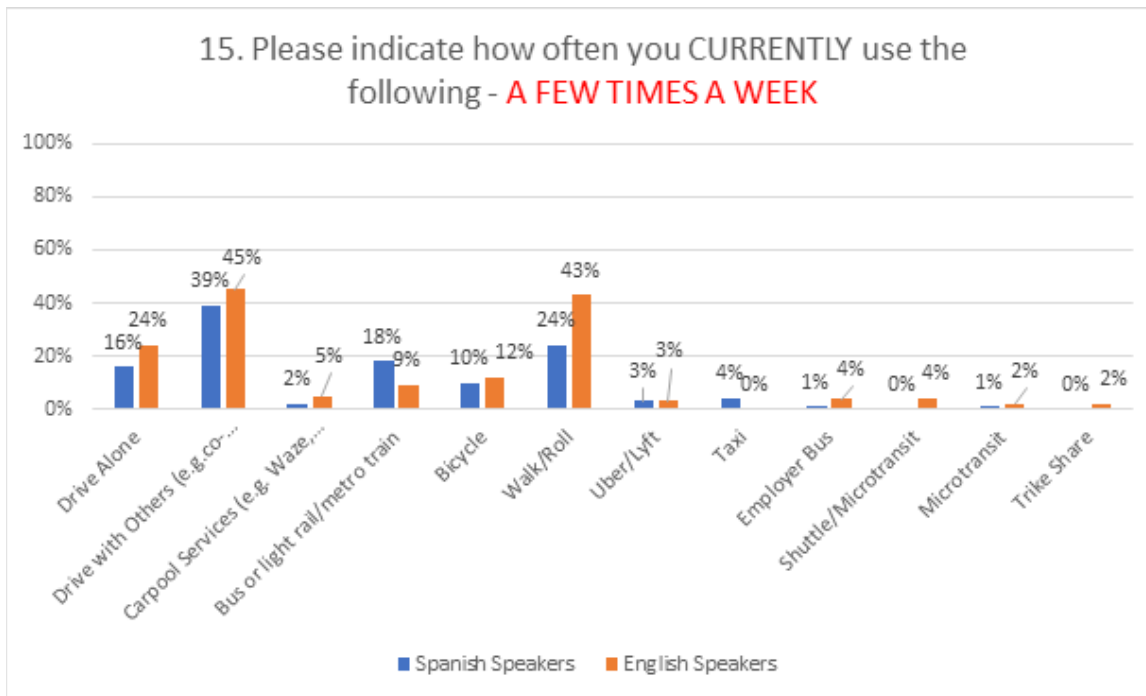
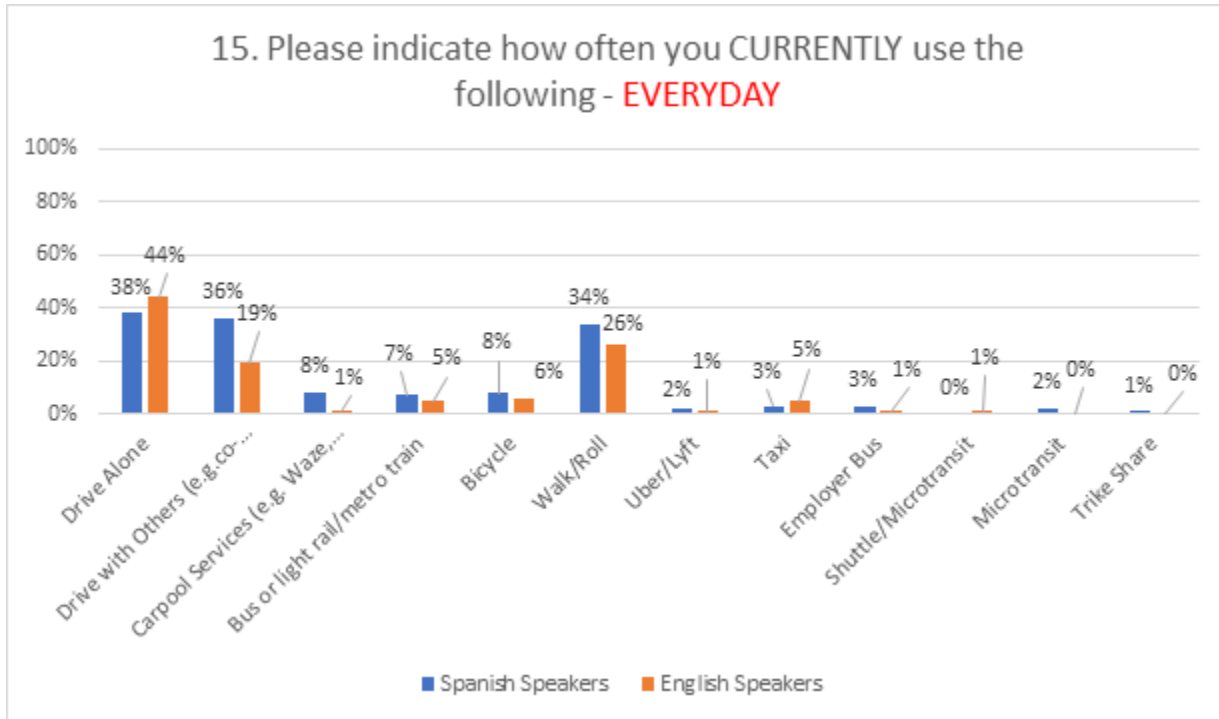
According to ACS data, 66% of project area residents drive alone to work, and 18% drive with others.²¹ According to CMO survey data, only 38% of Spanish speakers drive alone every day, and 36% drive with others daily. This data suggests that roughly equal numbers of Spanish-speaking residents are carpooling and driving alone on a daily basis, which suggests much higher rates of carpooling among this community than Watsonville as a whole and other local jurisdictions.

Nearly 40% of Spanish-speaking respondents said they carpooled a few times a week, which suggests that 75% of Spanish-speaking respondents carpool a few times a week or daily. This data provides a more complete picture of the importance of carpooling within the project area.

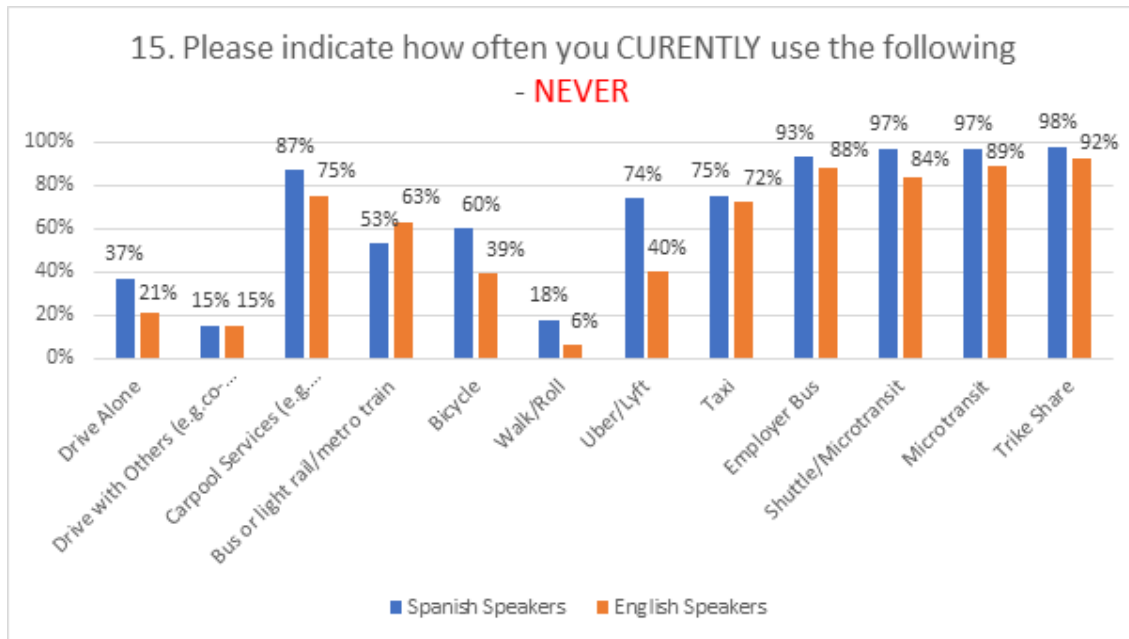
Rates of biking and walking among survey respondents were also much higher than indicated in ACS data. A limitation of the ACS is that it asks about trips to work only and does not include data on trips for other purposes. According to ACS data, 3% of respondents within the project area walk or bike to work. According to CMO survey data, 62% of respondents walk every day or a few times a week, and 18% of respondents bike at least a few times a week. While

²¹ (American Community Survey, 2020)

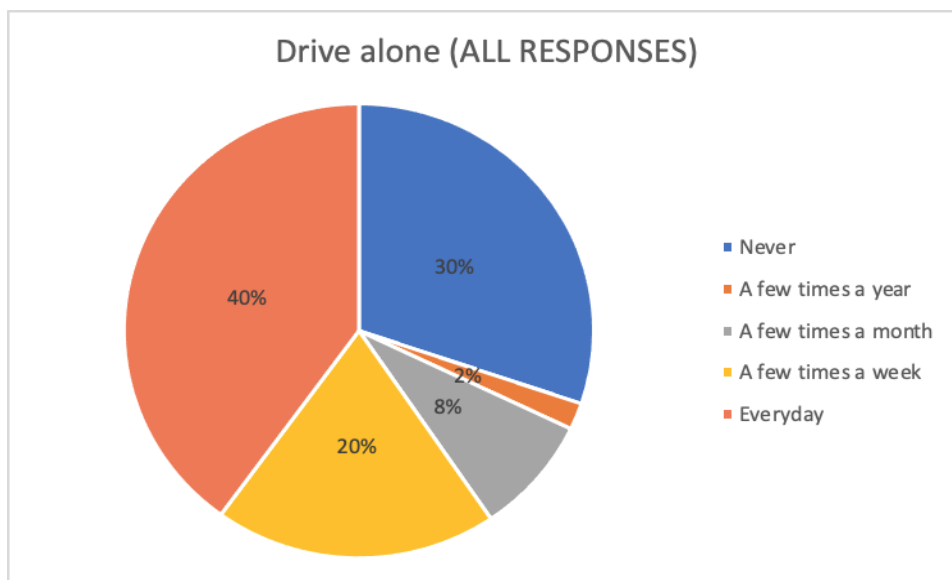
residents may not walk or bike to work, these transportation modes are still very common in the community.



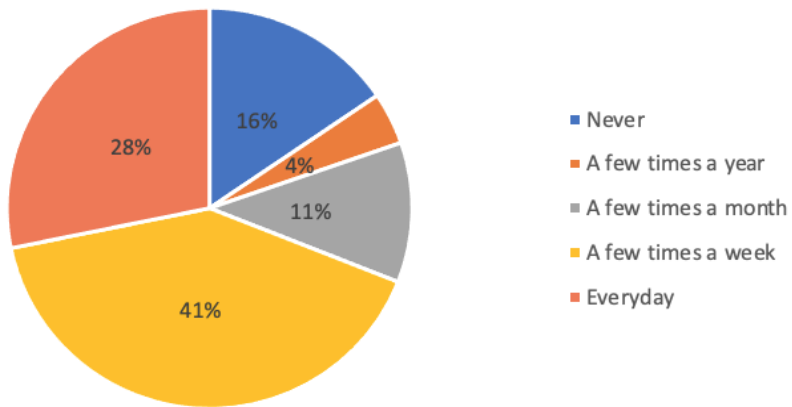
The remaining modes of transportation were found to not be commonly used within the project area. Many of these results are unsurprising, since carpool services, microtransit, and tricycle share programs are not currently offered in Watsonville or Santa Cruz County. Even options that are offered locally, like Uber/Lyft, were found to not be commonly used methods of transportation. Employer-sponsored shuttles or buses were also never used by the vast majority of respondents.



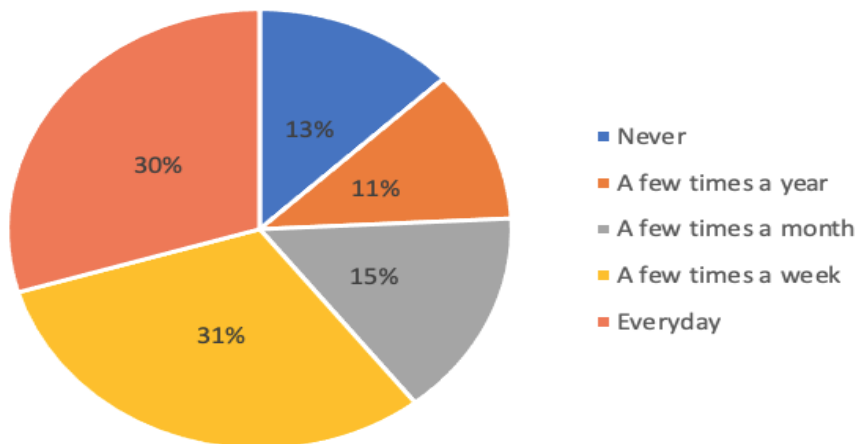
Survey Data by Mode: Drive Alone, Drive with Others, Walk/Roll, and Bus/Train

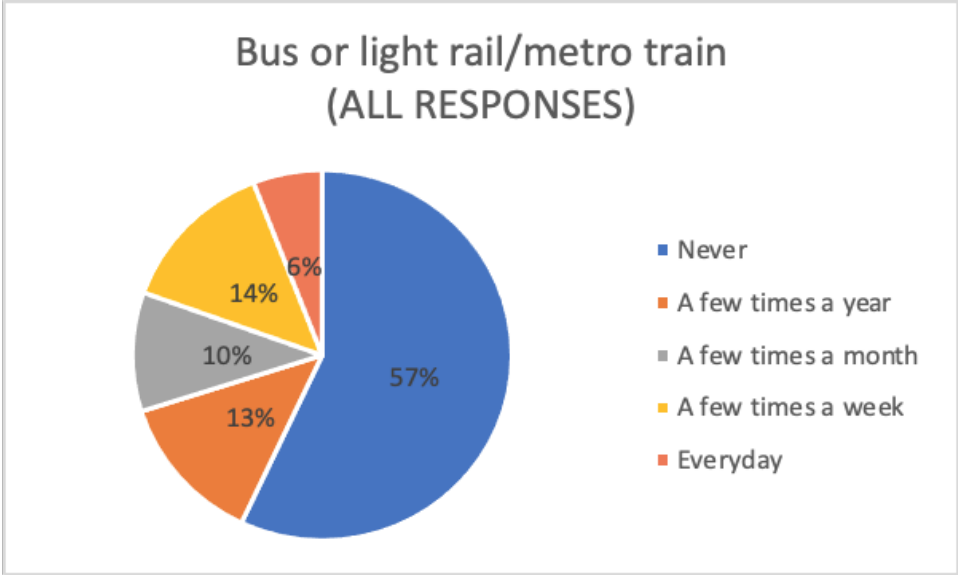


Drive with others (e.g., co-workers, family, friends) ALL RESPONSES

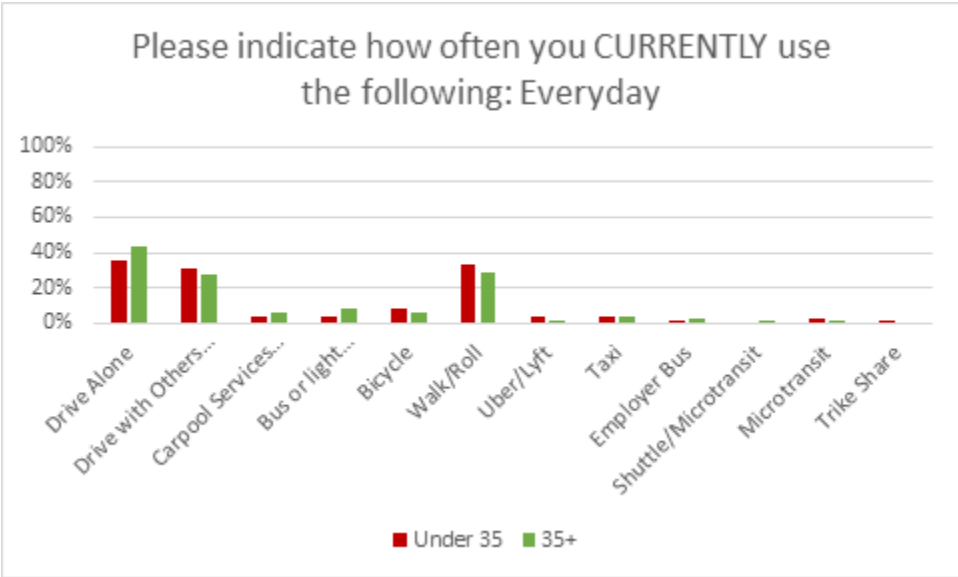


Walk/roll (ALL RESPONSES)

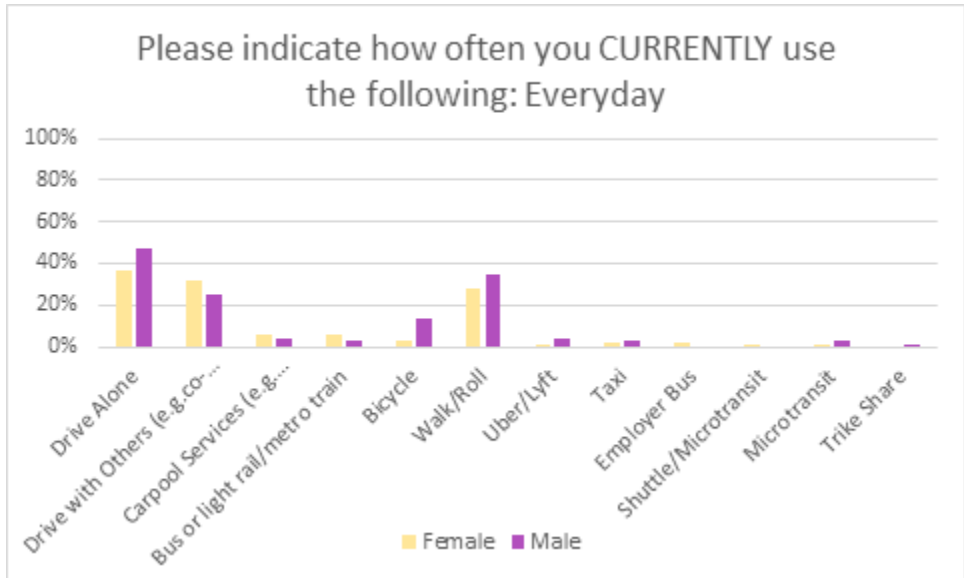




Current travel pattern data was also analyzed by the age and gender of survey respondents. Respondents aged 35 or younger were less likely to drive alone every day, and more likely to carpool, walk, and bike daily.

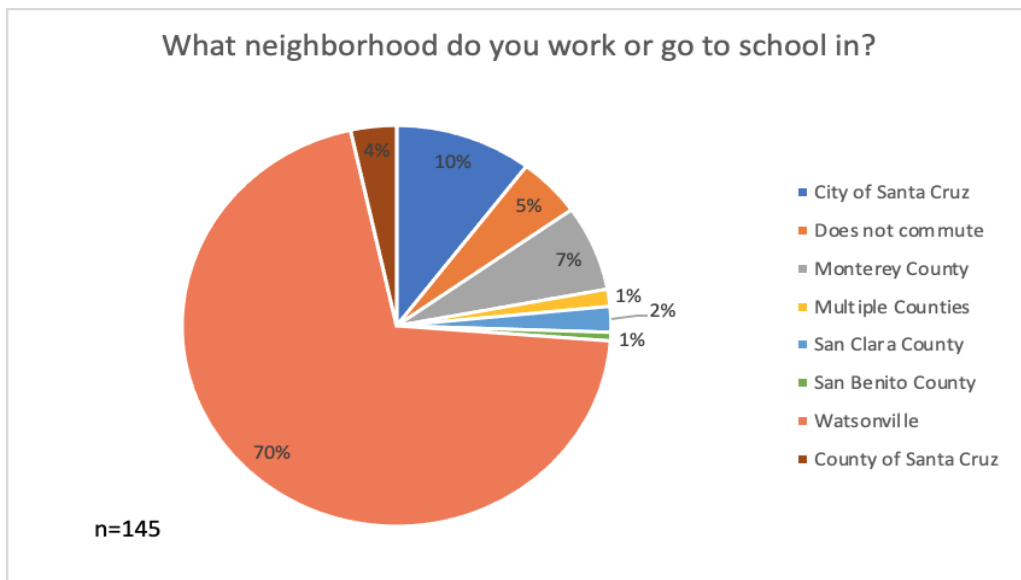


Male respondents were more likely to drive alone daily, and less likely to carpool. Men were also more likely to walk and bike on a daily basis.



Transportation Destinations

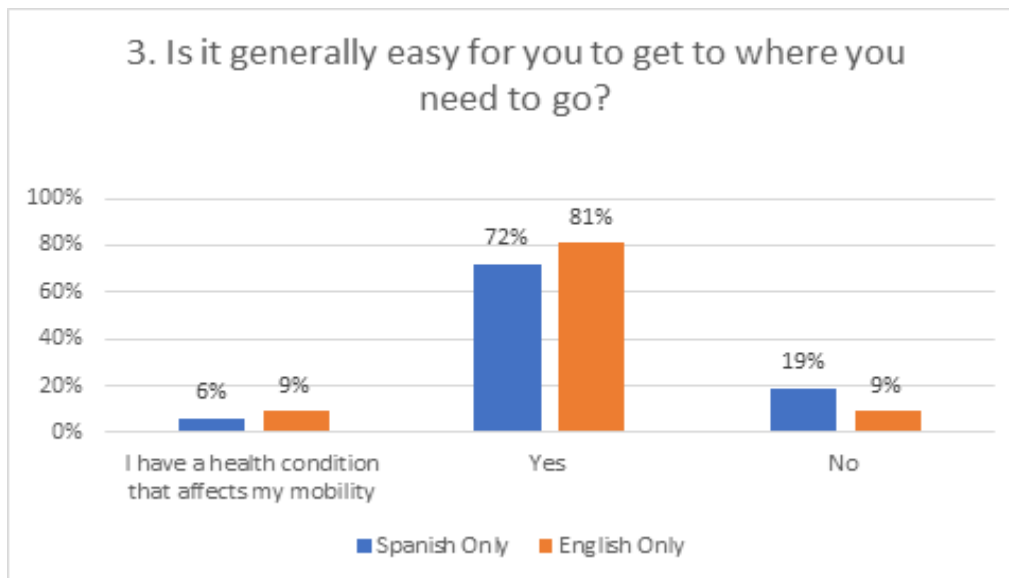
To determine specific travel patterns, participants were asked in what neighborhood they worked or went to school. Respondents entered the cross streets or city of their regular commute destination. Responses were grouped into the following locations: the cities of Watsonville and Santa Cruz, Monterey County, Santa Clara County, San Benito County, Santa Cruz County, and multiple counties. Nearly two-thirds of respondents listed a location within the City of Watsonville as their regular commute destination. This aligns with Census data - according to the ACS, 61% of people within the project area have commute times of 24 minutes or less. This data points to the need for community-based transportation options for in-town trips within Watsonville.



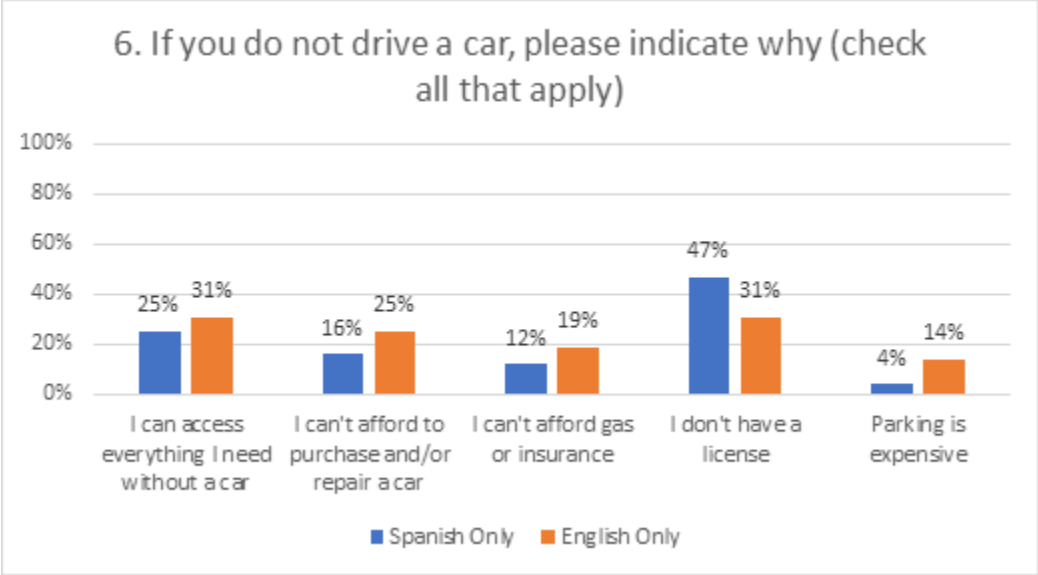
Transportation Challenges and Barriers

One key goal of the CMO survey was to develop a more nuanced picture of the transportation challenges and barriers faced by project area residents. This information was captured through a question about whether it is easy for people to get around as well as questions about challenges with specific transportation modes.

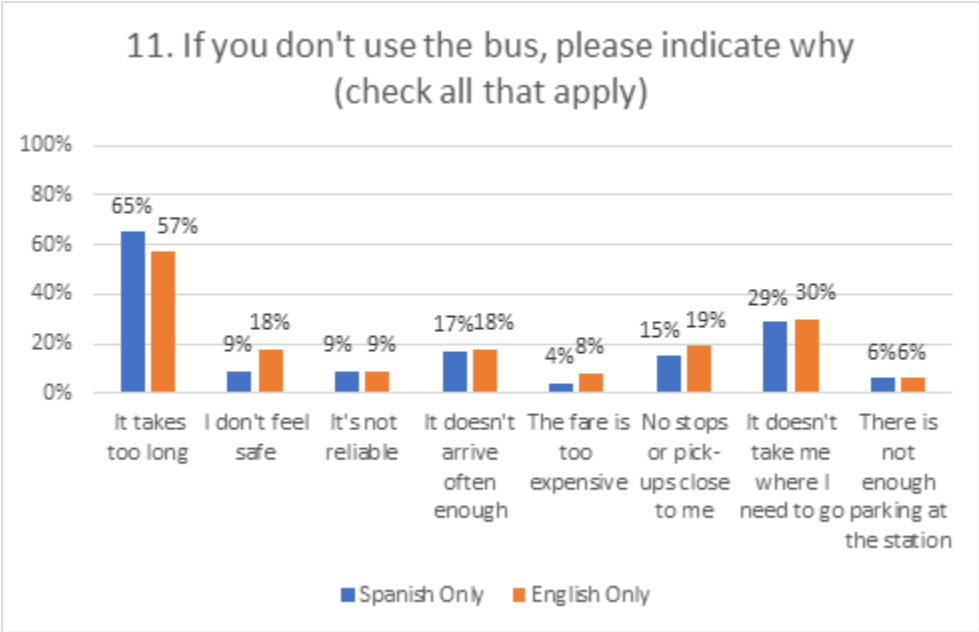
Spanish speakers reported more transportation challenges than English speakers, with one-quarter of Spanish speakers reporting some type of mobility challenge. 19% of Spanish speakers compared to just 9% of English speakers reported that it is not generally easy for them to get where they want to go, and 6% have health conditions that affect their mobility. There was not a disparity in responses by gender: men and women answered similarly to this question, with 15% of women and 14% of men answering no.



The survey asked about specific barriers to driving and taking the bus. Affordability was not the biggest barrier to driving—instead, not having a driver’s license was the biggest barrier for Spanish speakers. For English speakers, not having a license and not needing a car were the top reason they did not drive, indicating that English-speaking respondents may have more choice in whether or not to drive.

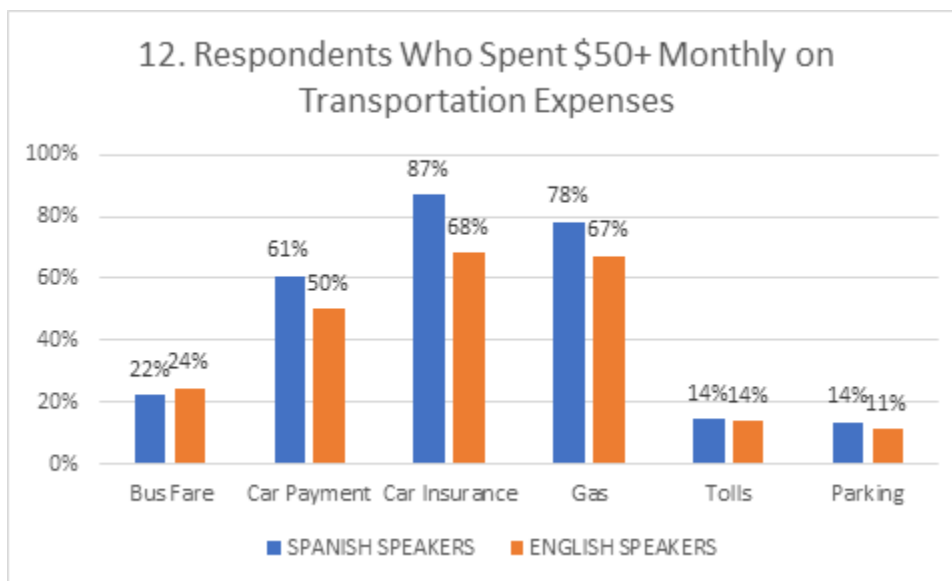


When asked why respondents did not use the bus, 'It takes too long' was the top response for both English and Spanish speakers, followed by 'It doesn't take me where I need to go'. Interestingly, English speakers were twice as likely to list safety as a reason they did not use public transportation.



Transportation Costs

While affordability was not listed as a top barrier to driving, the high cost of driving could contribute to lower adoption of other modes by leaving little room for additional transportation expenses. Car payments, car insurance, and gas were the highest transportation costs for the majority of respondents. Spanish speakers were more likely to have higher vehicle-related costs, with more Spanish-speaking people reporting expenses of \$50+/month in all three categories (car payment, car insurance, and gas). The graph below reveals a nearly 20% difference between Spanish speakers and English speakers who spent \$50 or more on car insurance.



Open-Ended Responses

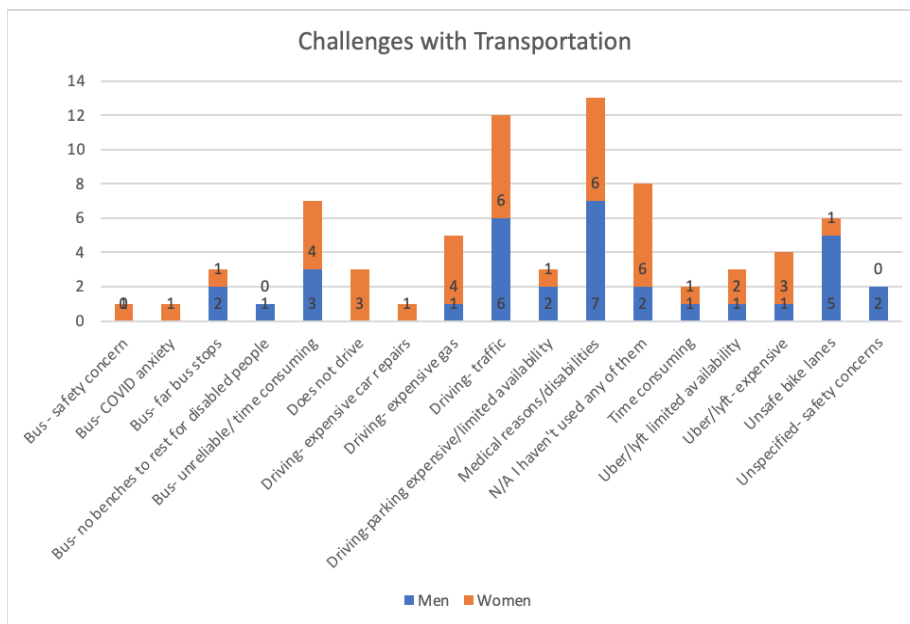
The survey also asked respondents to explain the challenges they experienced. These responses were combined with responses regarding challenges with specific transportation modes.

Responses related to driving included traffic, limited or expensive parking, and costly car repairs. One survey team member noted barriers for people without a license or who were unable to drive due to advanced age or a medical condition, who may be dependent on rides from others:

“Their biggest barrier is the amount of time it takes to get to their destination or coordinating carpooling with friends or family.”

Responses related to the bus included lack of seating at bus stops, concerns about safety, lack of reliability, bus stops spaced too far apart, anxiety around COVID, and the amount of time it takes to use the bus.

The most commonly mentioned challenge was traffic for people who are driving. The second most common response was medical reasons and disabilities affecting mobility, followed by the challenges of using the bus. Six respondents also emphasized challenges regarding the inconveniences and hazards of biking. Participants did not indicate barriers to other transportation options because they are not familiar with them or they do not exist in the project area. Four respondents shared the difficulties of traveling between Watsonville and the rest of Santa Cruz County, which are connected by the heavily trafficked Highway 1.



The following quotes illustrate some of the transportation challenges faced by residents:

“Biking in town is stressful. Drivers do not look out for cyclists nor seem to know how to drive around them. There are also few bike lanes and even less bike racks and other facilities needed for where I'd like to go.”

“I have a disability and I'm older. It is unfortunate that I can't mobilize around my town. Ever since I have lived in Watsonville I have heard of the rail trail. I don't go to Santa Cruz, because there is so much traffic, so I just move around when I'm able to and family can take me. Why hasn't the rail trail been put in? Where are the 150 million dollars?”

“I would like to say that public transportation including Para Cruz have location restrictions. It's a challenge when I think I can go to Pinto Lake and watch a baseball game, go to the Santa Cruz Fairgrounds on the weekend, go have lunch at the Gizdich Ranch or go to a business I would like to work at only to find out there's no available transportation. The only transportation would be the taxi that has a minimum charge of \$20 for disabled persons...”

Possible Future Travel Patterns

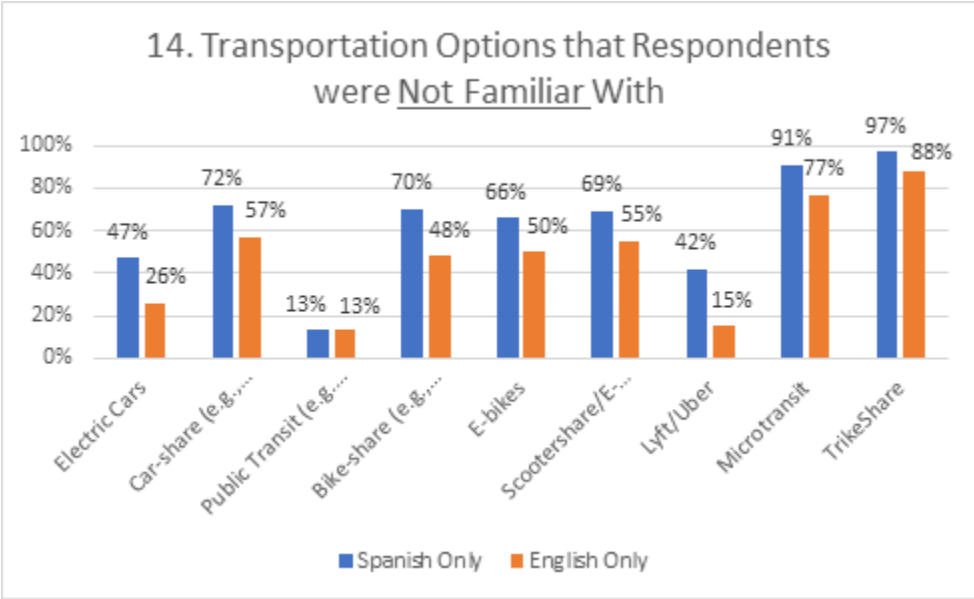
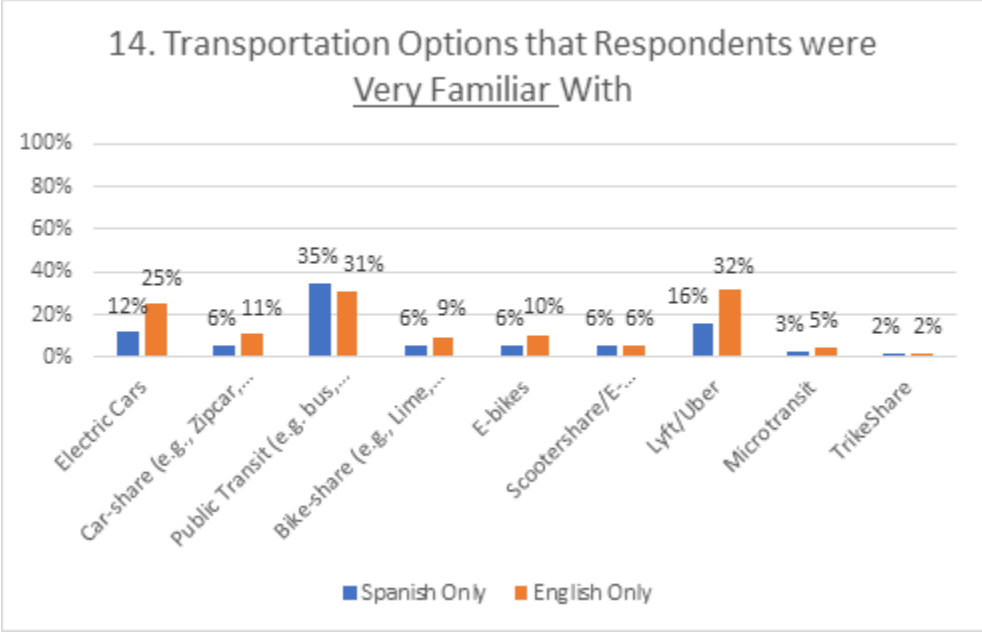
The final goal of the CMO survey was to gauge community interest in new transportation options. Respondents were asked how familiar they were with various transportation options, and whether they would consider using new transportation options if they were safe, available, and affordable. Finally, respondents were asked about desired education programs related to transportation.

Respondents were asked to rate how familiar they were with nine different transportation options using a four-point scale including not familiar, somewhat familiar, moderately familiar, and very familiar. The options were:

- Electric cars
- Car-share
- Public transit
- Bike-share
- E-bikes
- Scootershare/E-scooters
- Lyft/Uber
- Microtransit
- Tricycle Share

The team found an overall low level of familiarity with these transportation options. Public transit was the option that respondents were most familiar with, with 32% of all respondents indicating that they were very familiar with public transit. Spanish speakers had a slightly higher rate of familiarity with public transit than English speakers. English speakers were twice as likely to be very familiar with Uber/Lyft services than Spanish speakers, and English speakers were also more likely to be very familiar with electric vehicles.

These trends continued with the transportation options that respondents said they were not familiar with. Spanish speakers were more likely to not be familiar with every transportation option other than public transit. This data indicates a need for education programs to accompany any new transportation option within the project area.



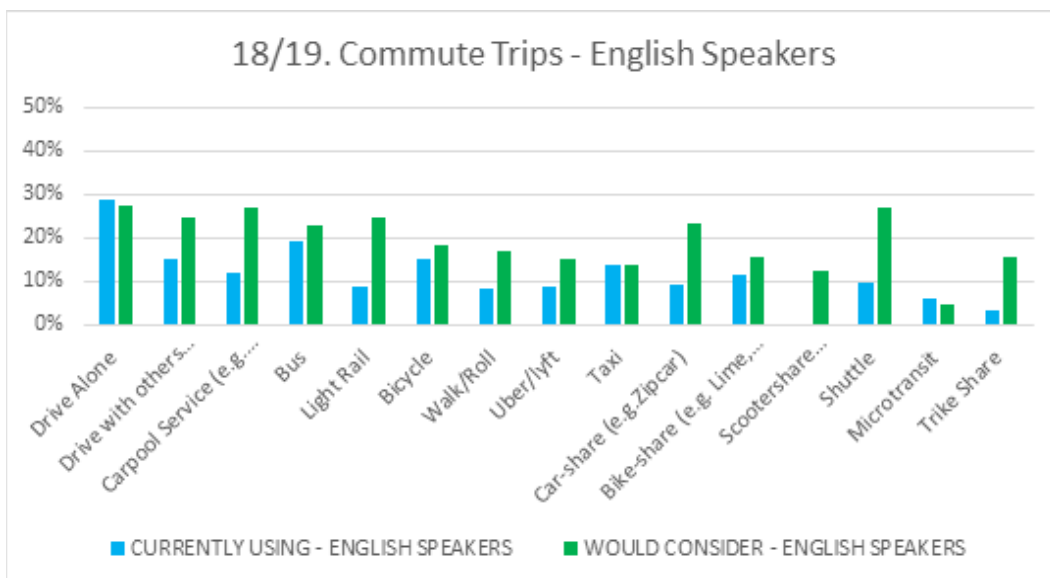
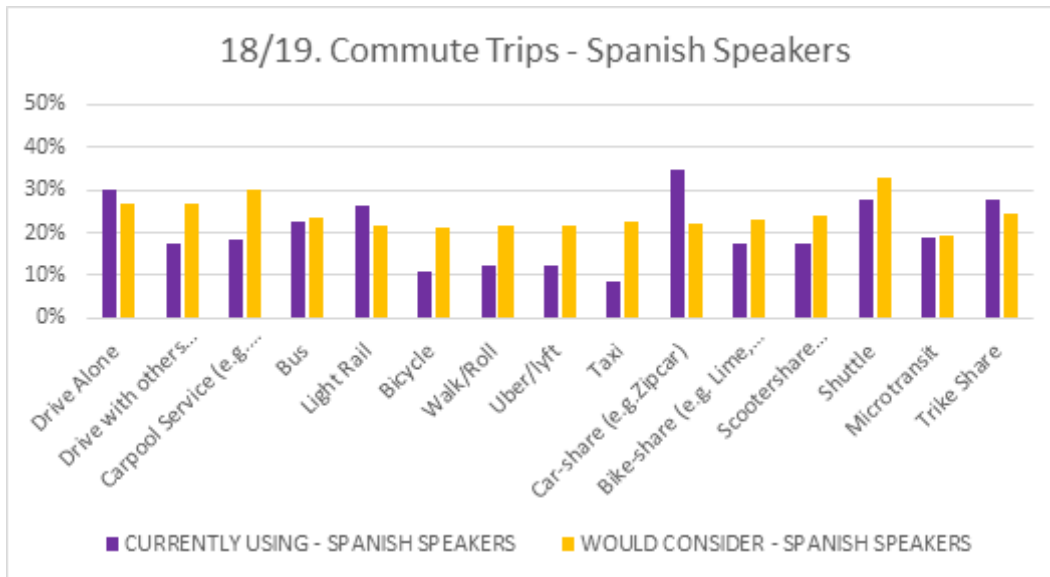
Current Use and Possible Future Use

Survey respondents were asked which transportation modes they were currently using and which options they would consider using if they were safe, available, and affordable. Respondents were asked what they are doing now and what they would consider doing in the future for various types of trips, including their daily commute, trips for groceries or errands, trips to drop off or pick up children, and social or recreational trips. This data was analyzed by primary language as well as by gender and age.

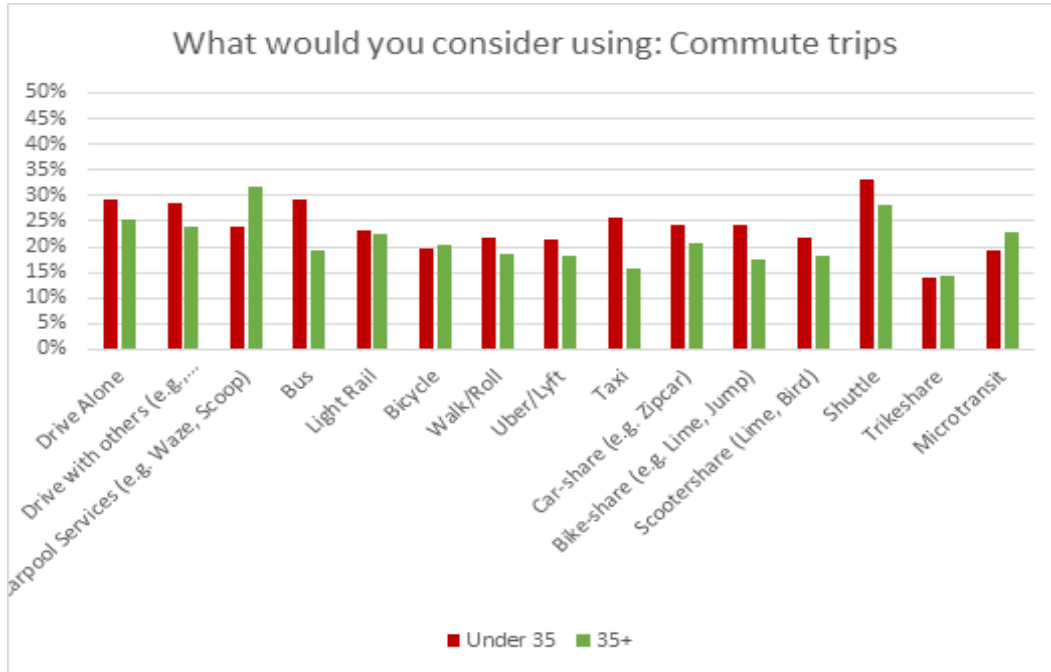
All respondents are slightly less inclined to drive alone to work if other options are readily available, with close to 12% of all respondents showing an increased interest in driving with others and carpool services.

The options that most Spanish speakers expressed interest in for commuting were shuttles, carpool services, driving with others, and driving alone. However, there was broad interest in each transportation option presented for commute trips, with all options receiving at least 20% interest except for microtransit.

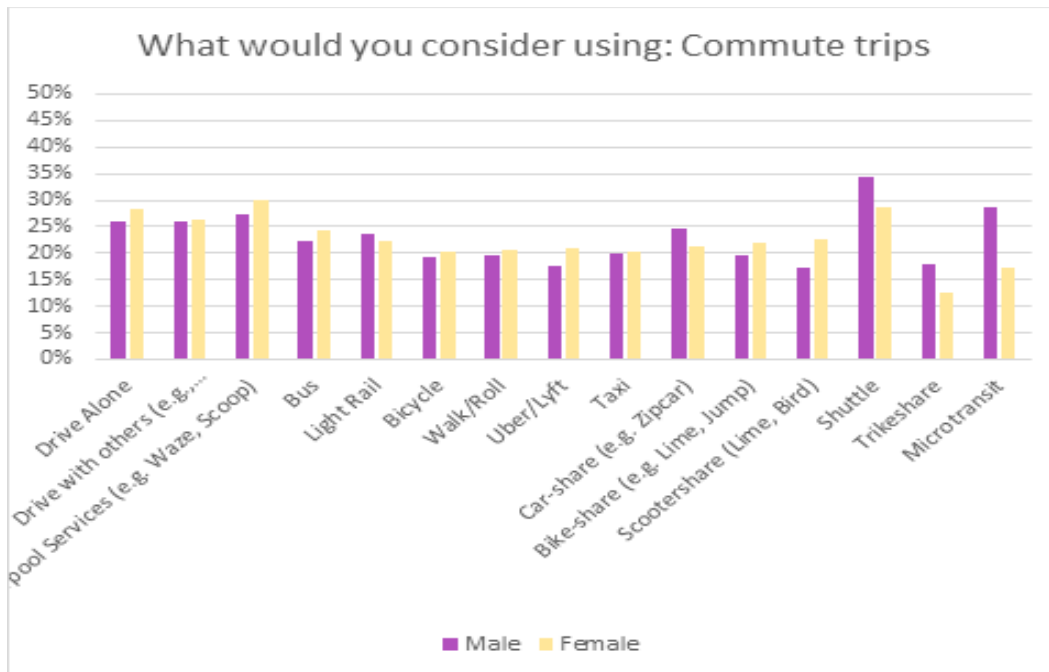
English speakers showed interest in nearly every alternative to driving alone for commute purposes and indicated slightly less interest in driving alone if other options were available. Options most appealing to English speakers include shuttle and light rail, followed by carpool services, scooter-share, trike share, car share, and walking.



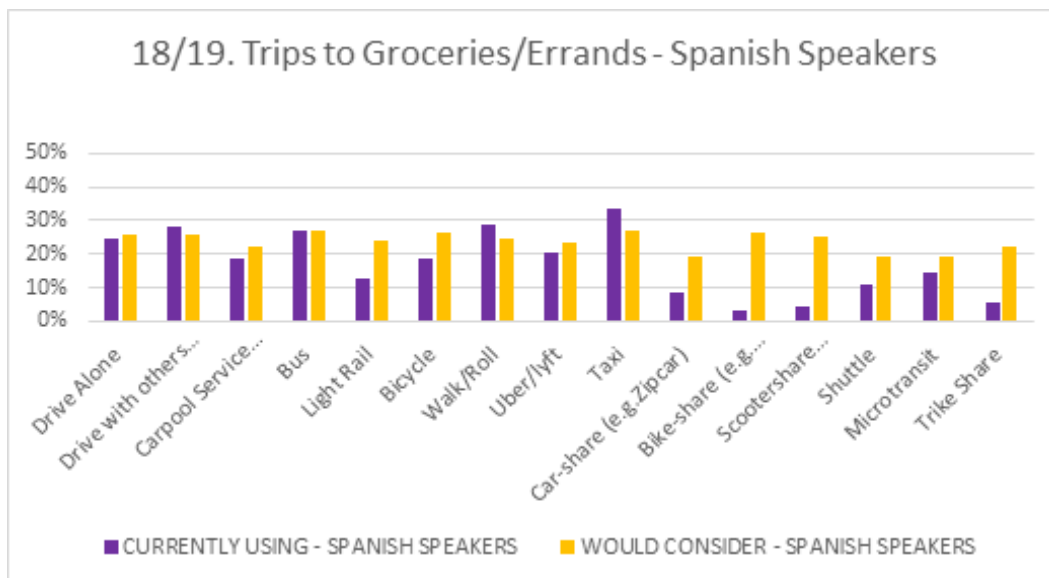
Respondents aged 35 and under showed more interest in many of the transportation options than respondents over 35, including driving alone, carpooling, bus, taxis, car-share and bike-share programs, and shuttles. Younger respondents were less interested in carpool services and microtransit than older residents.

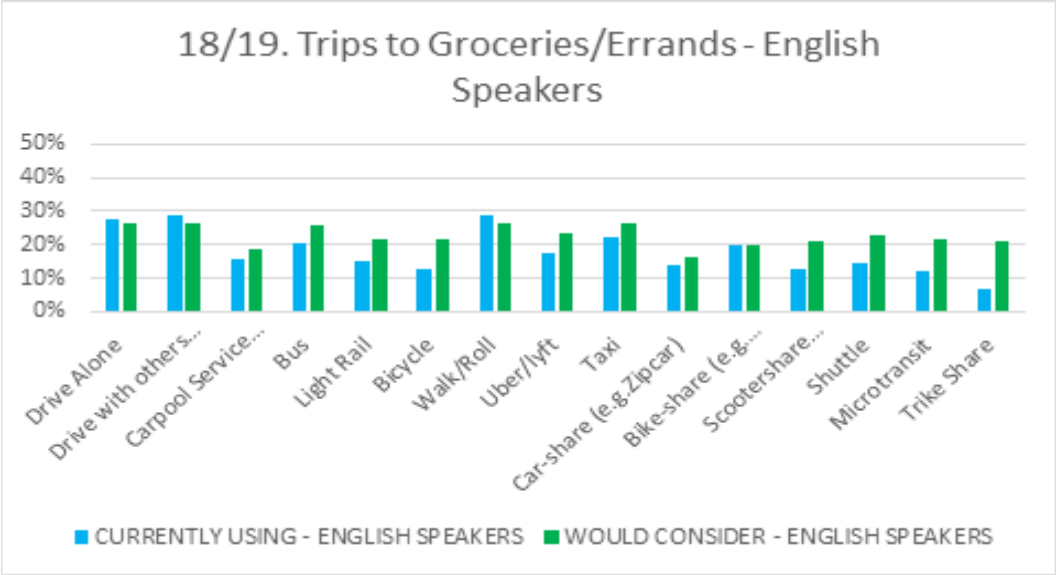


Men and women had similar rates of interest in many of the transportation options for their daily commute. Women were slightly more interested in driving alone, carpool services, and bike-share, while men were more interested in car-sharing, shuttles, and microtransit.



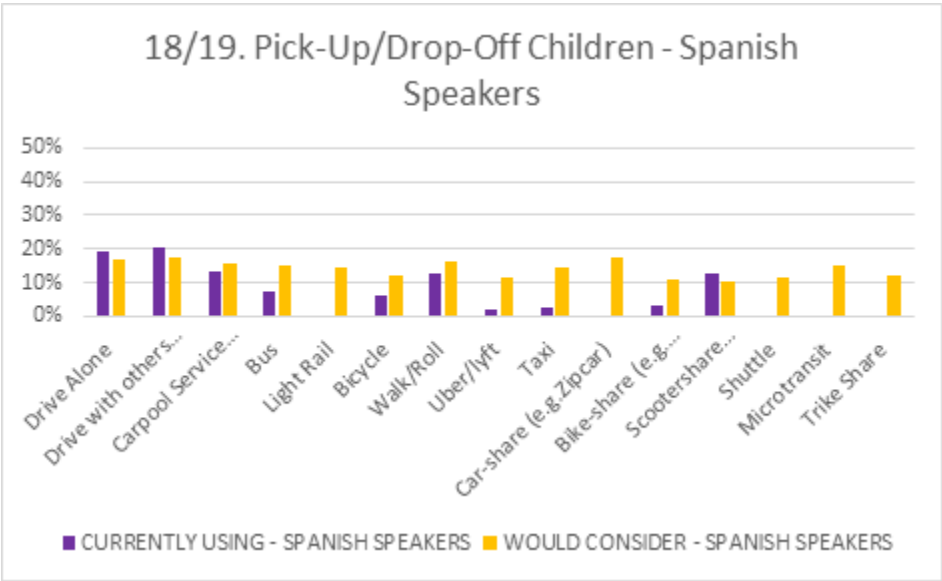
For running errands, Spanish speakers showed the most interest in several shared e-mobility options including bikes, scooters, and trike share. English speakers show interest in options including the bus, carpooling, walking, and taxis.

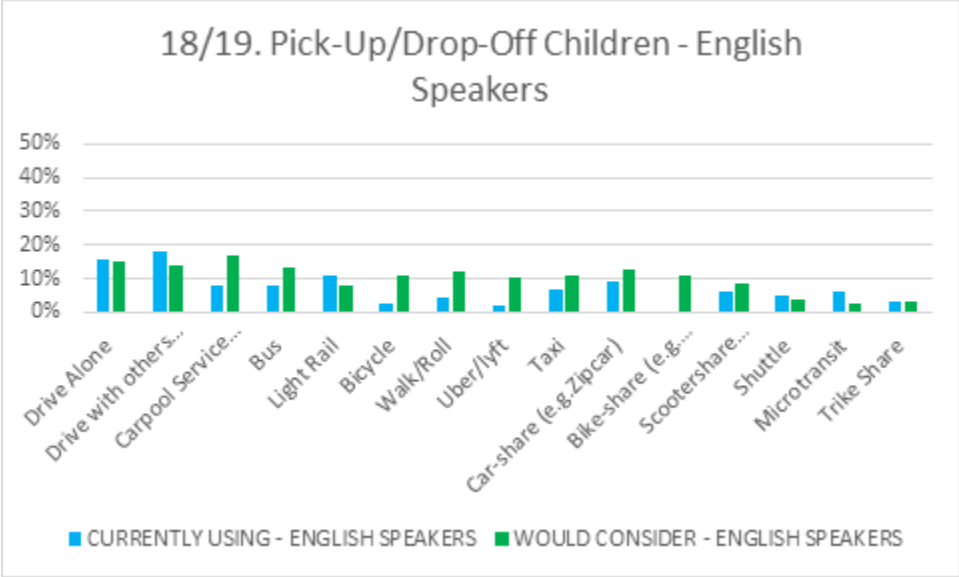




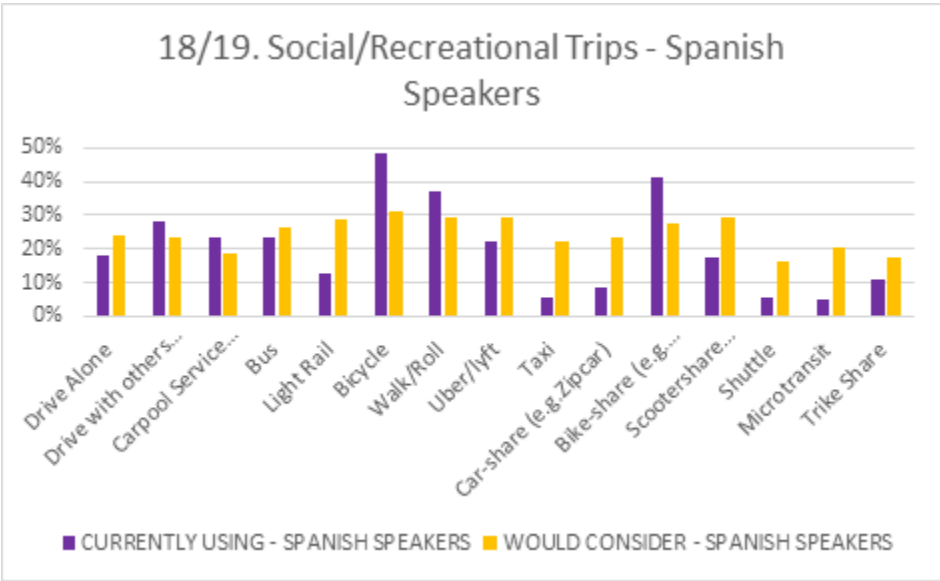
Compared to current use, when traveling with children Spanish speakers show increased interest of 15 points or more in car-share programs, microtransit, light rail, and trike share along with significant interest in shuttles, Uber/Lyft, taxi, bus, or biking.

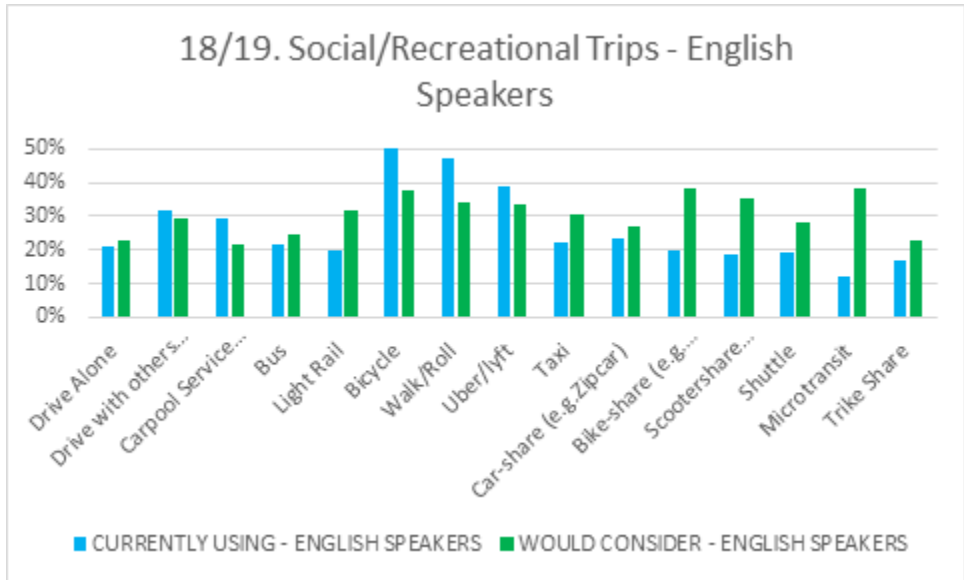
English speakers showed the most interest in bike share, Uber, and carpool services when transporting children, as well as a slight increase in interest in bicycling, using the bus, and walking if it were safe, accessible, and affordable to do so, with a 4% reduction in-car use.





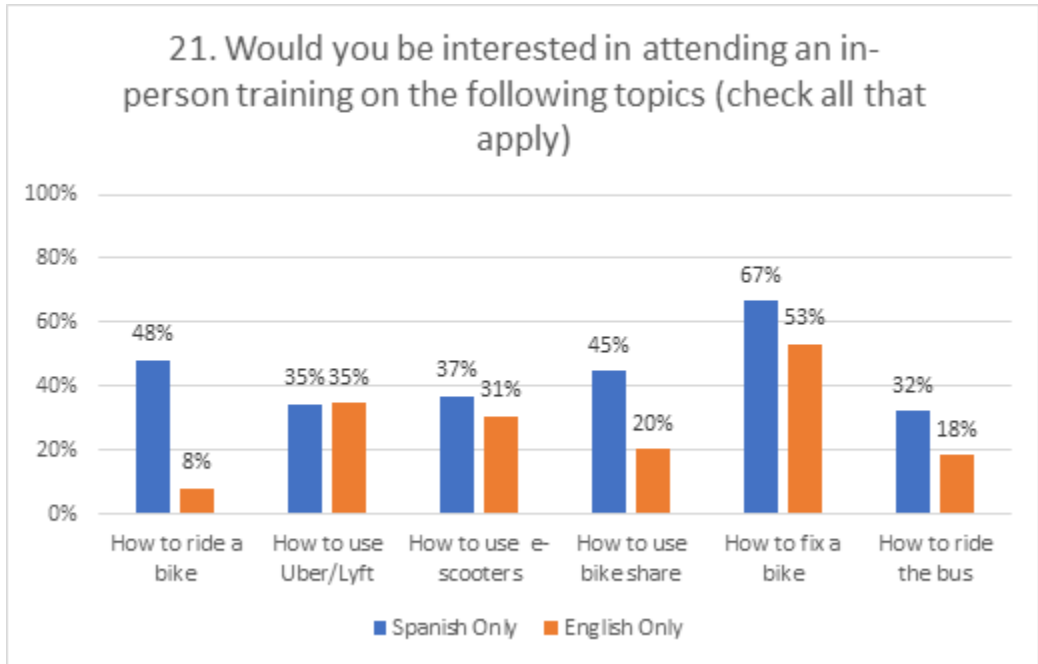
Spanish speakers show modest increased interest in driving alone for recreation, suggesting that at this point it's a luxury they can't afford. Similarly, they show less interest in using bikes, bike share, walking, carpooling for optional trips, with the most increased interest in light rail, taxi, and microtransit. Microtransit, bike-share programs, and bicycling sparked the most interest for English speakers, along with 11% of English speakers indicating they would consider using light rail for recreational purposes.





Desired Education Programs

There is strong interest in various trainings, particularly among Spanish speakers, with bike repair workshops topping the list for all respondents.



VI. Limitations

Limitations of the Overall Project

The voucher for carrying out the community transportation needs assessment was awarded during the COVID-19 pandemic. It became clear that the original plans for community engagement activities would need to be changed, given the prolonged shut-down and high rates of infection in Watsonville. Because of this, engagement occurred during the door-to-door surveying process or while Regeneración was tabling at farmers' markets and other local events. While this was effective at engaging large numbers of people representative of the project area population, these methods tended to produce shorter interactions. Tabling and door-to-door surveying did not allow time for longer, more relaxed conversations and information exchanges that would have occurred during the planned pop-up events that the team had envisioned, specifically focused on transportation needs and clean mobility options, and with food and children's activities provided.

Another limitation of survey data was that women were overrepresented in the survey sample (62% women, 38% men) in comparison to people in the Census tracts (45.5% women, 54.5% men). The team did not see significant differences where data analysis was sorted by gender so they did not attempt to compensate for this discrepancy in representation.

Responses were also limited to those who were motivated to participate in the survey. This could present a bias in the data.

Limitations of the Survey Instrument

The following issues were identified during the implementation of the survey which provides insight into future iterations of the survey:

- People were not asked the total amount spent per month on transportation—in retrospect, it would have been useful to learn actual total costs. Anecdotes were shared of well over \$50/month on certain transportation expenses. Even at roughly \$.56 per mile (the figure allowed by the IRS), total monthly commuting expenses to and from Santa Cruz for someone working or going to school five days per week would be \$470 (40 miles per day round trip x \$.56 x 21 working days per month) with no allowance for parking permit costs. Furthermore, these figures are for one commuter - if there are two commuters in a family, the figures double.
- It could have been prudent to ask how much people would be willing to pay for various shared transportation options, such as bike-share and shuttles.

- At the end of the survey, it could have been useful to ask a question to rate peoples' level of concern about climate change. Conversely, the survey could have asked whether people were motivated by environmental, health, cost-savings, or other reasons to change their transportation behaviors. This information could be used for future engagement and educational campaigns.
- Some respondents didn't find the descriptions of the various transportation options that were linked to question 16 when taking the survey on mobile devices.
- There appeared to be misunderstandings of some questions leading to discrepancies in the data. For example, in question 18 some respondents answered affirmatively about using programs that don't exist in Watsonville, such as trike share.
- There were too many unfamiliar transportation options to be able to clearly define them for respondents. The survey was lengthy and supplying all the needed background information would have made it much longer.
- It was challenging to provide good Spanish translations for the various transportation options, which magnified the lack of familiarity with various options among Spanish speakers.
- The survey team has questioned whether collecting information about the purpose for each transportation mode was necessary. In retrospect, collecting detailed information about commuting seemed most important.
- It could have been simpler to ask a question restricted to modes of transportation people were already using and then asking for what purpose they were used.

VII. Discussion, Solutions & Lessons Learned

Transportation challenges identified in the survey responses are related to the built environment, lack of options, lack of awareness of options, affordability, lack of driver's license, and inconvenience. Together these challenges comprise significant barriers for use of anything except cars, walking, and the bus, and even those options present barriers to participation for some respondents. These barriers disproportionately impact Spanish speakers: 19% of Spanish speakers are not able to get around easily, vs. 9% of English speakers. Providing additional transportation options is critical to address transportation barriers in the community as well as the negative health and environmental impacts of car dependency.

Built Environment

Most major corridors in Watsonville do not have bicycle facilities, including East Lake Avenue, Riverside Drive, Main Street, and most of Freedom Boulevard, and there are few bicycle lanes on neighborhood streets. There is also a lack of bicycle parking facilities which makes it more difficult to use bicycles for daily trips. Complete sidewalks are also missing in some parts of Watsonville and become scarce in neighborhoods outside of Watsonville city limits. These issues surfaced in this survey as well as other community surveys.

Quotes from survey respondents illustrate the challenges with the built environment:

"No public transportation or safe path of travel for walking or bicycling between Watsonville and the South Santa Cruz County Shoreline."

"Extreme traffic congestion. Lack of dedicated bike lanes. Geography (steep hills) discourages bike commute. Potential for bike theft also discourages riding to non-work destinations."

"Sometimes it's hard for the car to see the bike lanes. They don't respect them and all crossing lines are faded. Especially at night, you can't see the crossing lines."

Lack of Options

Driving or riding the bus are the only real options for many people, and if their workplace isn't on a bus route, driving is effectively the only option. Nearly one-third of English and Spanish speakers shared that the bus does not take them where they need to go, leaving them with no option other than driving. There is no public transit available to most farms in the areas surrounding Watsonville, or to the local beaches. The lack of bike facilities and the dangers of walking and biking contributes to the lack of options, and many children are driven to school. Half of the Spanish-speaking respondents did not own a bicycle, and 21% indicated that they do not feel safe bicycling.

“There were limited Uber drivers available in Watsonville the last time I tried to use this service.”

“Other than riding my bicycle, none of the other options are convenient or reliable.”

Lack of Awareness of Different Options

People cannot use an option that they don't know exists. Lack of awareness leads to a lack of advocacy for new transportation options and results in a delay of implementation of new options that are already available in other communities. This tends to fall out along lines of race and class, with wealthier, whiter areas having the most information available followed by the most options and accompanied by the most people advocating for options.

There were significant disparities between English and Spanish speakers in their awareness of different transportation options. Nearly half of Spanish speakers were not familiar with electric cars, vs. 26% of English speakers. Nearly three-quarters of Spanish speakers were not familiar with car-sharing programs, vs. 57% of English speakers. These trends continue for nearly every transportation option, including bike share, e-bikes, scooter-share, and Lyft/Uber.

Historic Underinvestment

The requirement of initial investment to build infrastructure presents a barrier to communities that have historically been and continue to be underinvested in. The community is beginning to receive outside investments from entities such as Electrify America, which is installing electric vehicle chargers throughout California, including at a popular shopping center in Watsonville.

“I use a walker and there are no bus benches to rest on. Also, there is no bus stop going to Santa Cruz on my side of the street. I have to walk to the Watsonville Metro (transit center) to go to Santa Cruz.”

Affordability

According to CMO survey data, more Spanish speakers are spending \$50+ on car payments, car insurance, and gas than English speakers. The survey team also observed that for people already spending a lot of money on transportation by car, it's difficult to consider adding further expenses by spending money on another transportation option. The team did not collect data of exact amounts spent, but in conversations during the surveys, they heard about monthly gas bills of hundreds of dollars.

Thus, car dependency is reinforced. Even though other options would likely result in cost savings, having to spend money on a different method may be too big a barrier for most people to overcome.

The experience of Regeneración in engaging the community while tabling and at events reveals the perception that electric vehicles are only for the wealthy. Shared rides also felt too expensive to respondents as reported by one survey team member:

“English speakers were more likely to know about Uber and Lyft but many reported rarely using them because of high prices.”

Lack of Driver’s License or Fear of Driving

Lack of a driver’s license was the biggest barrier to driving for Spanish speakers. This may be true especially among more recent immigrants who may not be aware of the options for obtaining a license that exist in California. The experience of women stood out. According to one survey team member:

“I spoke to a handful of women who did not drive or have a license. These women cited general anxiety around driving and/or anxiety because of a previous car accident.”

Inconvenience/Impossibility

The stress of driving surfaced many times in the results:

“I often feel annoyed when driving because of traffic jams and (being) unable to find a parking space.”

Many people mentioned the inconvenience of using anything but a car.

“It's easiest to drive, everything else takes too long.”

The top response among English and Spanish speakers to why they don’t use the bus was ‘It takes too long’, with 65% of Spanish speakers sharing that view.

“The bus takes too long to get to where I want and it's hard to figure out the schedule.”

A survey team member commented:

“A common theme surrounding the bus was the unreliability. One person recounted waiting for the bus for hours on several occasions and it never showed up.”

Long wait or travel times are difficult for an individual and more so for anyone traveling with children. Lack of service to different areas makes public transportation inconvenient for many. For people with limited personal mobility, it can be almost impossible to go anywhere. The

elderly and people with disabilities are a small but significant part of the population and contribute to the 20% of respondents for whom it is not easy to get around.

“Soy invalido, es muy difícil moverme, no hay buses, no tengo autonomía.” (“I’m disabled, it’s very difficult to move around, there aren’t buses, I have no autonomy.”

“There is no communication to know if the ride will be late or not show up at all. (Call a Car is less dependable). Lift Line is a bit more reliable.”

The need to get to multiple destinations increased the challenge of managing transportation without personal cars. One respondent appeared motivated to use public transit to accommodate different needs within a one-car family:

“A veces ambos adultos necesitamos ir a lugares diferentes en el mismo horario y teniendo un solo carro se nos dificulta así que uno de los dos debemos usar el transporte público. (“Sometimes both adults need to go to different places at the same time and having one car makes that difficult. So one of us should use public transportation.”

A survey team member echoed this point:

“People without cars preferred to get rides from friends and family because of how long it takes to take the bus, particularly to multiple places.”

Ingredients for Successful Transportation Options in Watsonville

Successful transportation options for Watsonville must be affordable, convenient, reliable, and efficient. Successful options might be aimed at certain segments of the population such as people under 35, people who are homebound, or Spanish speakers. One surveyor specified:

“One specific demographic that stood out to me were the elderly and handicapped. These folks in particular were not able to move about on their wheelchair due to the lack of sidewalks or distance from their home to essentials. They mentioned their lack of autonomy to move around unless a family member takes them to places.”

Given the high rate of people already accustomed to sharing rides as well as the high rate of car dependence, some kind of shared ride service might be a very viable place to start, perhaps centered on neighborhood networks.

There is tremendous opportunity for new transportation programs in Watsonville. Among Spanish-speaking respondents, 38% did not drive a car, which indicates a large potential audience for new, accessible modes of transportation.

VIII. Recommended Actions and Next Steps

Several key actions could be taken to address barriers to transportation and enhance clean mobility options in the community. All new transportation options should be free or low-cost and be accompanied by culturally relevant education and ongoing programming.

Public Awareness Campaigns

The lack of familiarity with car share, bike share, scooter share, electric bikes, microtransit, and trike share programs expressed by a majority of Spanish speakers reveals the need for extensive public awareness campaigns through channels accessed by this population.

Any new program that is implemented should be accompanied by a public education campaign to share information on how to use the new service. There are also existing programs that could benefit the community. Public awareness campaigns could promote the countywide Cruz511 carpool matching program and the Go Santa Cruz County incentive programs.

The draft City of Watsonville Climate Action Plan includes a goal to conduct outreach to 50% of households by 2030 to discuss transportation options and incentives and provide customized information on available routes and destinations. This individualized outreach, in combination with broad public awareness campaigns, could address the knowledge gap around current and future transportation options.

Public Workshops

The knowledge gap could also be addressed by providing trainings on how to ride and fix a bike, how to use public transit, how to use Lyft/Uber, and other topics. Working through neighborhood groups and community centers is an effective way to reach community members. Safety concerns about public transit could be addressed by partnering with an agency to offer self-defense workshops for different segments of the population including women, LGBTQI residents, youth, and the elderly.

Shuttle Programs

Among Spanish-speaking respondents, shuttles were the top response for options they would consider using for their daily commute, and shuttles were among the most preferred options for English speakers as well.

Santa Cruz METRO recently received funding for a new “circulator” route that travels between key destinations within Watsonville including downtown, the Watsonville Transit Center, shopping centers on Main Street and Green Valley Road, and Freedom Boulevard. The program

features electric buses and will be free for residents for one year. This program will provide valuable information on the transportation needs of the community, and if successful, could be expanded to a permanent program.

More research is needed to determine the need for other shuttle programs, and to learn more about common trip origins and destinations. Working with large employers to encourage shuttles to the workplace, especially for agriculture workers who cannot use public transit to get to work, could be an effective strategy to provide alternatives to driving alone.

Demonstrations or Pilot Programs

The top three programs that Spanish speakers were interested in using for their daily commute were shuttles (33%), carpool services (30%), driving with others (27%), and driving alone (27%). However, there was broad interest in all of the transportation options presented. All transportation options were of interest to at least 19% of Spanish-speaking respondents.

At least 18% of Spanish-speaking respondents indicated that they currently carpool and that interest could be built upon through employer-sponsored carpool or vanpool programs. Additional incentives for carpooling could also increase adoption of the existing Cruz511 carpool matching program.

The majority of respondents stayed within Watsonville for their daily commute trip, and additional car-share, tricycle share, and scooter-share programs could help fill transportation gaps and provide options to make getting rid of a car more feasible for families. The draft Climate Action Plan includes a goal of permitting one shared car per every 2,000 residents, and if adopted the City will work towards bringing car-share programs to the community. Education and outreach programs, along with incentives for use, could encourage adoption of a future car-sharing program by project area residents.

Some demonstration projects are already happening in Watsonville, including the new “circulator” bus route referenced above. There will also be a demonstration of electric streetcars on the rail corridor from October 16-17, located a mile or less from the project area. This event can be promoted widely so residents of the project area can try a free ride.

One surveyor noted:

“The portion of residents who commuted to Santa Cruz expressed desire for enhanced, affordable public transportation to cut down on time spent traveling and money spent on gas.”

Expansion of Public Transit Options

Investing in a more robust public transportation system offers the potential to provide Watsonville residents with a realistic alternative to travel by car and reduce the amount of money and time families spend on transportation. One survey team member commented that:

“From what I gathered, some potential mobility solutions for folks was better public transportation, and a favorite was using light rail (so as) to not have to idle in traffic....the idea of having a light rail or a rail trail to connect Watsonville to Santa Cruz, or having a way to mobilize through the state came up in some of my conversations.”

Efforts to improve and expand public transit options have been underway for many years in Santa Cruz County. The Santa Cruz County Regional Transportation Commission (SCCRTC) purchased the Santa Cruz Branch Rail Line in 2012, with the goal of expanding transportation options in the community. Since then, the SCCRTC has conducted a variety of studies of public transit in the rail corridor, including the 2015 Santa Cruz County Passenger Rail Study, the 2019 Unified Corridors Investment Study, and the 2021 Transit Corridor Alternatives Analysis and Rail Network Integration Study. In February 2021, the SCCRTC Board accepted the Transit Corridor Alternatives Analysis and Rail Network Integration Study, which selects Electric Passenger Rail as the locally preferred alternative.²²

The future of electric passenger rail in Santa Cruz County is uncertain, and significant additional funding would need to be secured to make this option a reality. A new local tax dedicated to this service would be needed as a local match to regional, state, and federal funding. If passenger rail were implemented, it would provide an alternative to driving for trips between Watsonville and Santa Cruz, which are currently challenging because of heavy traffic during peak hours.

CMO survey data shows interest in light rail, especially for social and recreational trips. Light rail was among the top modes that respondents would consider using for social and recreational trips, with 29% of Spanish speakers and 32% of English speakers indicating they would use this option. Interest in passenger rail for commute trips was in line with other transportation options, with 22% of Spanish speakers and 25% of English speakers expressing that they would use passenger rail to commute if it were available and affordable.

In 2016, Monterey-Salinas Transit and Santa Cruz METRO hired CDM Smith to prepare a study of the feasibility of operating buses on highway shoulders. This option would allow buses to bypass vehicle traffic on Highway 1 during peak hours, and significantly reduce the travel time for transit riders. Unfortunately, the study found that Highway 1 shoulders lack the width to

²² (Santa Cruz County Regional Transportation Commission, 2021)

support bus-on-shoulder service without significant construction. The SCCRTC is working to construct auxiliary lanes on Highway 1, and the design will accommodate buses driving on the shoulder in the vicinity of each interchange. SCCRTC is in discussions with Caltrans and Santa Cruz METRO to implement this hybrid bus-on-shoulder service.

Accessible Bike-Share Programs

The City of Santa Cruz recently released an RFP for a countywide electric bike-share program. The RFP is modeled after the City of Santa Cruz's previous bike share program, which offered electric bike-share through the vendor Jump. Equity is a key goal of the future bike-share program, and the RFP calls for an operations plan to make bike share accessible to all county residents.

CMO survey findings indicate that additional education and public awareness campaigns, as well as additional incentives, may be needed to overcome the barriers to adoption identified in survey data. Only 6% of Spanish-speaking survey respondents were very familiar with bike-share programs, and 70% were not at all familiar. Half of the Spanish-speaking respondents do not currently own bikes, and 13% do not know how to ride. Additional outreach and education on how to ride a bike, how to ride safely in traffic, and how to use a bicycle share system should accompany the launch of a new bike-share program.

Incentives to provide free rides or free monthly passes may also be needed to encourage the adoption of a new bike-share program. Pre-pandemic per capita income in Watsonville was just \$20,869/year and CMO survey data indicates that most respondents are spending at least \$150 monthly on car-related transportation costs.²³ This may limit people's ability to take on new transportation-related expenses for short trips. Incentives to provide free or very low-cost bike share trips will make this option more accessible to project area residents.

Finally, many bike-share programs do not allow youth under the age of 18 to use the system. California law requires that youth wear helmets while riding, and it is a logistical challenge for bike share systems to provide helmets to users. Youth under the age of 18 are also in need of more transportation options and could benefit from a shared bike program. If the future bike share program does not include youth under 18, this gap could be addressed through an additional bike library program to provide bikes and safety training to youth.

²³ (US Census Bureau, 2019)

Electric Vehicle Adoption

There are many low and moderate-income-qualified financial incentives for electric vehicle (EV) purchases that are currently available and can reduce the cost of owning or leasing an EV. Ecology Action and Regeneración are currently working to share information on EV incentives with Watsonville residents and offer personalized assistance with the purchase and rebate process. Low-income residents should not be left out of the cost savings and health benefits of driving electric vehicles especially since they have access to more rebates. However, it is currently extremely difficult for people to navigate the maze of different incentives and rebates and make informed decisions about the right electric vehicle for their particular needs. Assistance from knowledgeable people from the same linguistic and cultural background as the potential EV driver is critical to facilitating EV adoption.

Expanding personalized guidance assistance and public awareness programs can help change the perception that electric vehicles are only for the wealthy and encourage adoption among project area residents by removing at least some of the current barriers to making the transition to electric vehicles.

Electric vehicle charging is the other necessary component to EV adoption. The draft City of Watsonville Climate Action Plan includes goals around installing public EV charging facilities at common destinations within Watsonville and finding ways to bring EV chargers to existing multi-family and low-income households. Ecology Action is working with several potential funders to implement a low-cost EV charging solution for multi-family housing units that tend to have higher rates of low-income renters. Also, Central Coast Community Energy, the community-based electricity provider, offers financial incentives to install public and home charging. The environmental benefits of an EV are significant in Watsonville, as Central Coast Community Energy provides carbon-free electricity. The GHG emission reduction gains are high when shifting from a gasoline vehicle to a battery-powered car.

Any future shared vehicle programs (shuttles, carshare, and carpooling) should require EVs to not only reduce the number cars on the road but also reduce tailpipe pollution.

Infrastructure Projects

Expanding the network of safe bike routes within Watsonville is critical for encouraging more bicycle trips. Separated facilities, such as off-street paths or Class IV separated bikeways, have been shown to be most successful in encouraging more bike ridership. Installing bike parking facilities at homes and businesses is another critical component of the bicycle network and installing bike racks is a low-cost opportunity to make biking a better option for residents. Completing the sidewalk network in areas of the city where sidewalks are lacking, such as the area around Walker Street, is also important to encourage more walking trips. The existing

Watsonville Slough Trail network provides safe pedestrian access around several parts of the city, and there are plans to expand the trail network as funding becomes available.

The City of Watsonville has completed a variety of planning efforts that identify needed bike and pedestrian projects, including the Trails and Bicycle Master Plan, the Downtown Complete Streets Plan, and the Complete Streets to Schools Plan. This report recommends the implementation of priority projects identified within these plans to expand Watsonville's network of bicycle and pedestrian facilities.

The Monterey Bay Sanctuary Scenic Trail, or Coastal Rail Trail, is a planned 32-mile bike and pedestrian path along the Santa Cruz Branch Rail Line corridor. The majority of the corridor is outside of Watsonville city limits, and construction of the trail will have limited benefit for trips within Watsonville. Once completed, the trail will provide a walking and biking route between Watsonville and the neighboring communities of La Selva Beach, Rio Del Mar, Aptos, Capitola, and Santa Cruz.

Ongoing Engagement with Survey Results

Survey results can be shared through social media, community meetings, press releases, reports to Watsonville City Council and Santa Cruz County Regional Transportation Commission, hosted on Data Share Santa Cruz, and disseminated through partners. Interested partners include the Watsonville Planning Commission, the Climate Change Committee of the Watsonville City Council, the Watsonville Public Works Department, Santa Cruz County Board of Supervisors, State Assemblymember Rivas, Representative Panetta, Pajaro Valley Unified School District (Green Team, high school teachers/clubs like SAVE), Community Bridges, and Watsonville Wetlands Watch.

Coalition Development and Regional Coordination

The Santa Cruz County Regional Transportation Commission and the Transportation Agency for Monterey County have each developed tools to facilitate carpooling. Commute trips that cross between the two counties are common, and efforts to consolidate programs and promote them on a regional basis could enable more widespread adoption and create more efficient programs for both agencies.

There are several new housing projects currently in development, and housing developers could be approached to share results and ask about how transportation options are being integrated into new developments. The draft Watsonville Climate Action Plan also includes several goals around building transportation options into future development projects, such as reducing parking requirements, requiring parking for car-share vehicles, and requiring electric vehicle charging in multi-family households.

Outreach efforts could be coordinated with organizations like Ecology Action, which provides youth bike and pedestrian safety training in local schools and adult bike encouragement programs; Bike Santa Cruz County, which advocates for better bicycle facilities throughout the county and hosts events like Watsonville Open Streets; and the Community Bike Collective, which takes youth on bike rides and hosts family-focused bicycling events. Each of these organizations could be engaged around future partnership opportunities.

Further Research

Future research topics could include investigation of current carpooling structures to determine if or how they can be expanded upon. Options might include grassroots programs, vanpools, or carpooling services to schools or workplaces. Programs could be based in Watsonville or county-wide, or even the tri-county Monterey Bay region. More research is also needed to clarify potential carpool or shuttle services, in order to understand where people are starting their commute from, where their key destination is, and whether people need to transport children, stop at stores, and so on.

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Community Transportation Needs Assessment – Resident Survey

Regeneración and Ecology Action are conducting a transportation needs assessment survey to hear from Watsonville residents on their current travel behavior and preference for future transportation enhancements and projects. This survey is an effort to improve transportation options in Watsonville.

Please answer the following questions about your personal and household transportation needs. This survey takes about 10 minutes to complete, and all personally identifiable information will be confidential. You are free to skip questions you do not feel comfortable answering.

This survey is adapted from a template developed through the State of California’s Clean Mobility Options program, part of the “California Climate Investments” (CCI) program. Clean Mobility Options will invest approximately \$32 million in funding and capacity-building for clean mobility projects in disadvantaged and low-income communities throughout California over the next several years.

Key Terms

Public Transportation

The system of travel options on public vehicles, such as buses, trains, and ferries. Local examples include [list local examples here such as bus, light rail, shuttle options, etc.]

Carshare

A service that allows you to rent a car by the minute or hour. Some examples are ZipCar, Getaround, and GIG [insert local examples if applicable]. You are charged by time and/or distance. Car sharing provides most of the benefits of owning a car, without many of the costs, like insurance, repairs, and gas.

Electric Cars

Cars that run on electricity, rather than gas. They are an environmentally-friendly option to traditional cars, and help reduce air pollution. They need to be charged periodically at designated charging stations.

Electric Bicycles

An electric bicycle, or e-bike, looks a lot like a traditional bicycle, but has an electric motor that provides a boost when you pedal. The motor makes it possible to use the bike with less effort, especially up steep hills.

Bikeshare

Bicycles that are available around the city to rent by the minute or hour. To ride, either check out the bike from a dock, or use your smartphone to locate and unlock the bikes wherever they’re available (as with Jump or Lime). They are usually found at bike racks or on sidewalks. Some services offer electric bikes as well as regular bikes.

Microtransit

Microtransit is a flexible routing/scheduling transit option that connects people and places to existing transit systems. This transit service is similar to a bus and uses minibuses or shuttle services with pick-up and drop-off at a designated stop or curbside meeting area.

Light Rail

A rail transportation system involving trolleys, streetcars, or other, usually electrified methods, whose rails are primarily on surface streets that are shared with other forms of transportation.

Scotershare

Electric scooters, or e-scooters, that are available to rent by the minute or hour. Scooters are parked around the city, usually on sidewalks. They can be located and unlocked using a smartphone – some examples are Bird, Lime, Skip, and Scoot.

Carpool/Vanpool

An arrangement between people to make a regular journey in a single vehicle, typically with each person taking turns to drive the others. Carpooling usually involves 5 or less people, while vanpooling typically includes 5 or more people riding together, usually to work.

Rideshare

An arrangement in which a passenger travels in a private vehicle driven by its owner, for free or for a fee, especially as arranged by means of a website or app.

We are giving out \$20 gift cards to people who take the survey who live in the following neighborhoods of Watsonville (include map). Are you interested in taking the survey, and if so, what street do you live on?

1) Street Name: _____ Cross Street: _____

City: _____ Zip Code: _____

2) It is generally easy for me to get to where I need to go:

Yes No My mobility is hindered by a health condition

Why or why not?

3) Do you drive a car?

Yes No

4) How many cars does your household (family members/roommates) own or lease?

0 1 2 or more

5) If you do not drive a car, please indicate why (check all that apply):

I can access everything I need without a car I can't afford to purchase and/or repair a car

I can't afford gas or insurance I don't have a license

Parking is expensive

Other _____

6) Is it hard to find a parking spot on the street where you live?

Always Most of the time Sometimes Rarely Never I don't know

7) How many working bicycles do you own?

0 1 2 or more

8) If you don't ride a bicycle, please indicate why (check all that apply):

- I don't own a bike I don't know how to ride a bike It takes too long to get where I need to go
 I don't feel safe biking There are not enough places to lock my bike I do not use my bike for transportation

Other _____

9) Do you use public transit (e.g., bus, light rail) regularly?

- Yes No

10) If not, please indicate why (check all that apply):

- It takes too long It doesn't arrive often enough It doesn't take me where I need to go
 I don't feel safe The fare is too expensive There is not enough parking at the station
 Its not reliable No stops or pick-ups close to me

Other _____

11) On average, how much do you spend per month total on transportation (bus fare, car payment, car insurance, gas, tolls, parking, etc.)?

Bus Fare	Car Payment	Car Insurance	Gas	Tolls	Parking
<input type="checkbox"/> \$0-\$10	<input type="checkbox"/> \$0-50	<input type="checkbox"/> \$0-50	<input type="checkbox"/> \$0-50	<input type="checkbox"/> \$0-\$10	<input type="checkbox"/> \$0-\$10
<input type="checkbox"/> \$10- \$30	<input type="checkbox"/> \$50-100	<input type="checkbox"/> \$50-100	<input type="checkbox"/> \$50-100	<input type="checkbox"/> \$10- \$30	<input type="checkbox"/> \$10- \$30
<input type="checkbox"/> \$30-\$50	<input type="checkbox"/> \$100-200	<input type="checkbox"/> \$100-200	<input type="checkbox"/> \$100-200	<input type="checkbox"/> \$30-\$50	<input type="checkbox"/> \$30-\$50
<input type="checkbox"/> \$50+	<input type="checkbox"/> \$200+	<input type="checkbox"/> \$200+	<input type="checkbox"/> \$200+	<input type="checkbox"/> \$50+	<input type="checkbox"/> \$50+

12) What neighborhood do you work or go to school in? Share the street name if you can (if you currently do not work or do not go to school, please leave blank):

_____ and _____, city: _____

13) How familiar are you with each of the following? Circle one answer for each:

	Not Familiar	Somewhat Familiar	Familiar	Very Familiar
Electric Cars	1	2	4	5
Car-Share (e.g. Zipcar, Getaround)	1	2	4	5
Public Transit (eg, bus, light rail)	1	2	4	5
Bike-share	1	2	4	5
E-bikes	1	2	4	5
Scootershare/E-scooters (e.g. Lime, Bird)	1	2	4	5
Lyft/Uber	1	2	4	5

14) Please indicate how often you CURRENTLY use the following:

	Never	A Few Times a Year	A Few Times a Week	A Few Times a Month	Everyday
Drive Alone					
Drive with other (e.g., co-workers, family, friends, etc.)					
Bus or light rail					
Bicycle					
Walk/roll					
Uber/Lyft					
Taxi					
Carshare (e.g. Zipcar) if yes, which? _____					
Bikeshare (e.g. Lime, Jump, if yes, which? _____)					
Scootershare (e.g., Lime, Bird) If yes, which? _____					
Vanpool/Private bus					
Other: _____					

15) Did you experience any challenges using any of the mobility options listed in the table above?

Yes No N/A – I haven't used any of them

Please explain the challenges you experienced:

For example: required a driver's license or smartphone, I am under 18 and can't drive/use bike share

16) Based on your responses to question #13 please indicate which transportation options you CURRENTLY use for each of the purposes below (check all that apply):

	Commute to/from work/school	Groceries/ errands	Pick up/ drop off children	Social/ Recreational	Other
Drive Alone					
Drive with others (e.g., co-workers, family friends, etc.)					
Carpool Service (e.g. Waze, Scoop) If yes, which? _____					
Bus					
Light Rail					
Bicycle					
Walk/Roll					
Uber/lyft					
Taxi					
Car-share (e.g. Zipcar_ if yes, which? _____					
Bike-share (e.g. Lime, Jump) if yes, which? _____					
Scootershare (e.g., Lime, Bird) If yes, which? _____					
Shuttle if yes, which? _____					
Other					

17) Please indicate which transportation options you would CONSIDER using, if they were safe, available, and affordable, for each of the purposes below (check all that apply):

	Commute to/from work/school	Groceries / errands	Pick up/drop off children	Social/ Recreational	Other
Drive Alone					
Drive with others (e.g.,co-workers, family friends,etc.)					
Carpool Service (e.g. Waze, Scoop) If yes, which? _____					
Bus					
Light Rail					
Bicycle					
Walk/Roll					
Uber/lyft					
Taxi					
Car-share (e.g.Zipcar_ if yes, which? _____					
Bike-share (e.g. Lime, Jump) if yes, which? _____					
Scootershare (e.g.,Lime, Bird) If yes, which? _____					
Shuttle if yes, which? _____					
Other					

18) What would you be willing to pay to rent a car for one hour?

- \$0-\$10
- \$10- \$20
- \$20-\$30
- \$30-\$40
- \$40-\$50

19) Would you be interested in attending an in-person training on the following? (check all that apply):

- | | | |
|---|--|--|
| <input type="checkbox"/> How to ride a bike | <input type="checkbox"/> How to use e-scooters | <input type="checkbox"/> How to fix a bike |
| <input type="checkbox"/> How to use Uber/Lyft | <input type="checkbox"/> How to use bike share | <input type="checkbox"/> How to ride the bus |

About You

20) Age: _____ **Gender:** _____

21) How would you describe your race/ethnicity? (check all that apply):

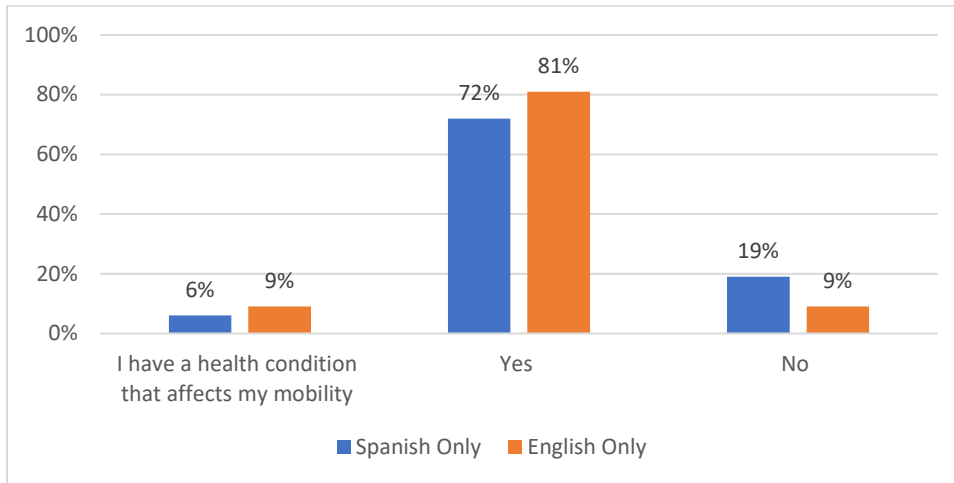
- | | |
|--|--|
| <input type="checkbox"/> American Indian or Alaskan Native | <input type="checkbox"/> Middle Eastern |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Native Hawaiian or Pacific Islander |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> South Asian (e.g., Indian, Pakistani, etc.) |
| <input type="checkbox"/> Caucasian/White | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Hispanic or Latino | |

22) What is your primary language (i.e., the language you speak most of the time)? _____

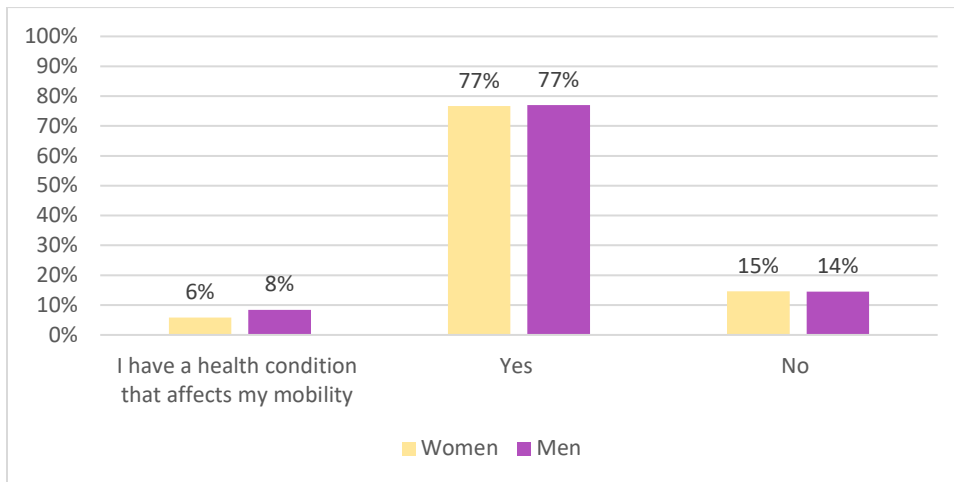
City of Watsonville Community Transportation Needs Assessment Survey Data

2. Is it generally easy for you to get to where you need to go?

1. Spanish/English Speakers

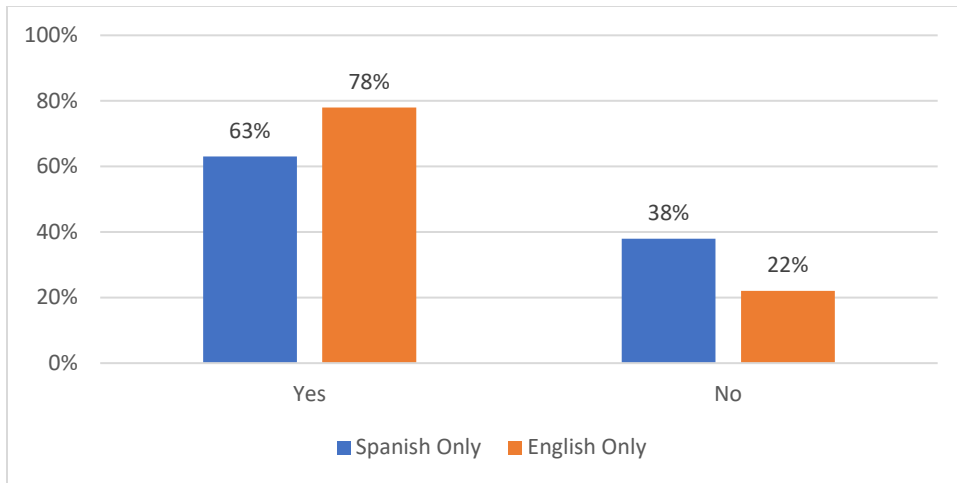


2. Women/Men



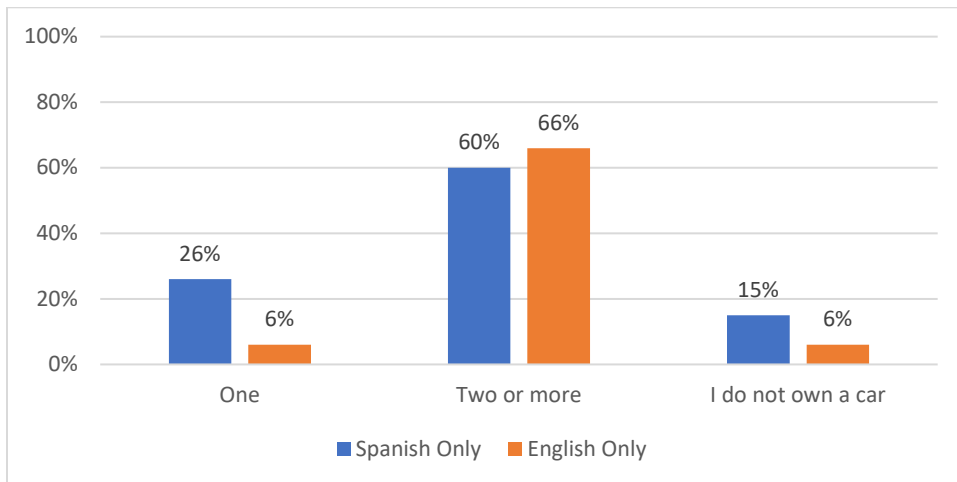
3. Do you drive a car?

1. Spanish/English Speakers



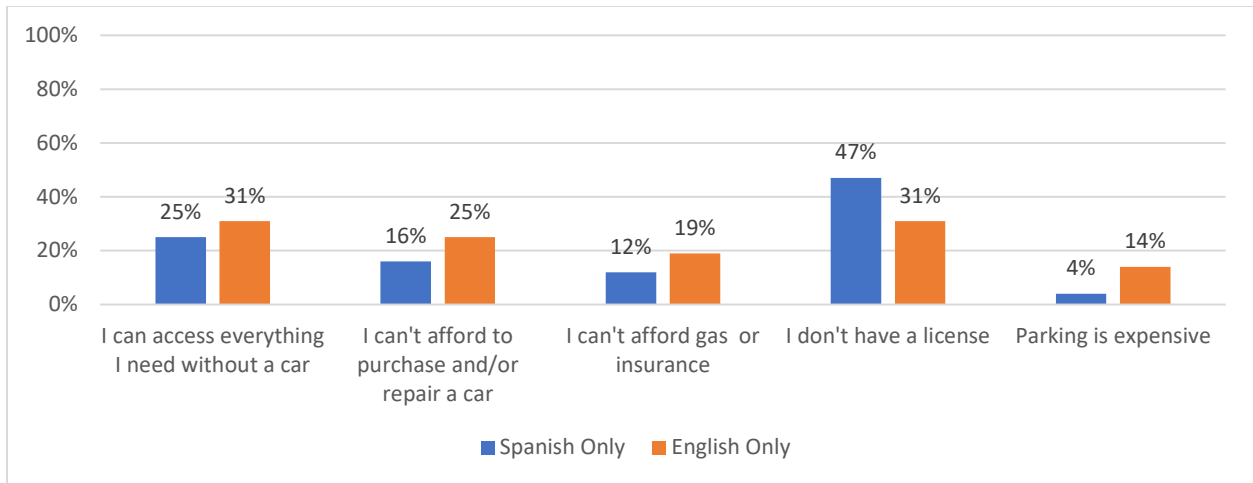
4. How many cars does your household (family members/roommates) own or lease?

1. Spanish/English Speakers



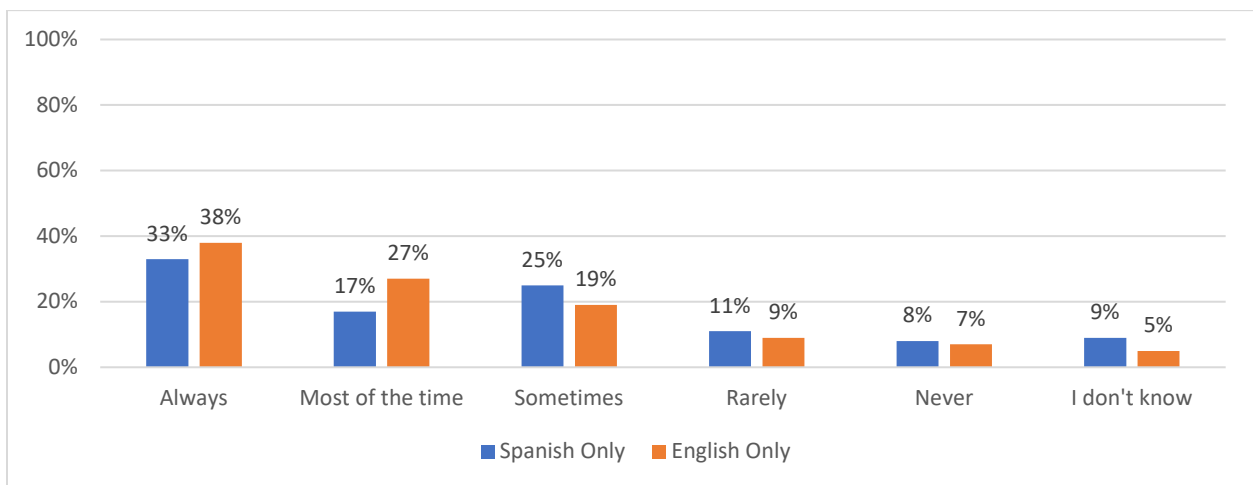
5. If you do not drive a car, please indicate why (check all that apply)

1. Spanish/English Speakers



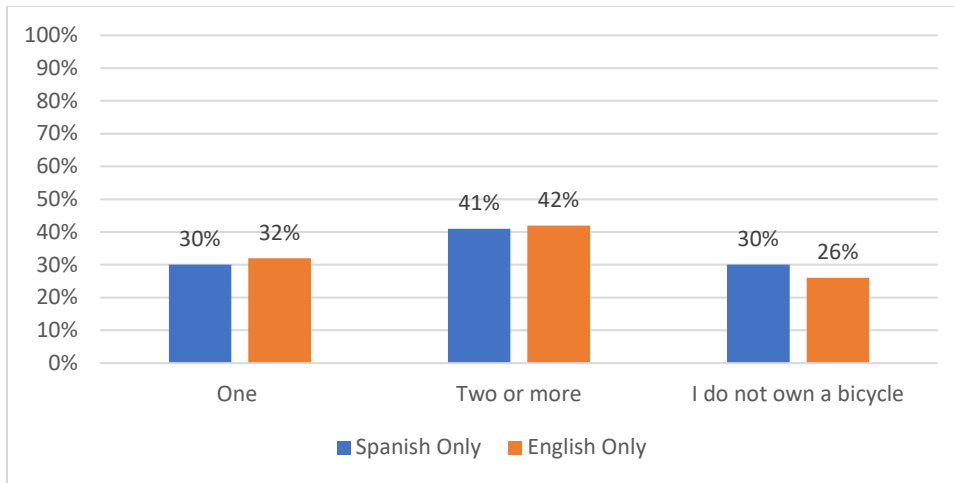
6. Is it hard to find a parking spot on the street where you live?

1. Spanish/English Speakers



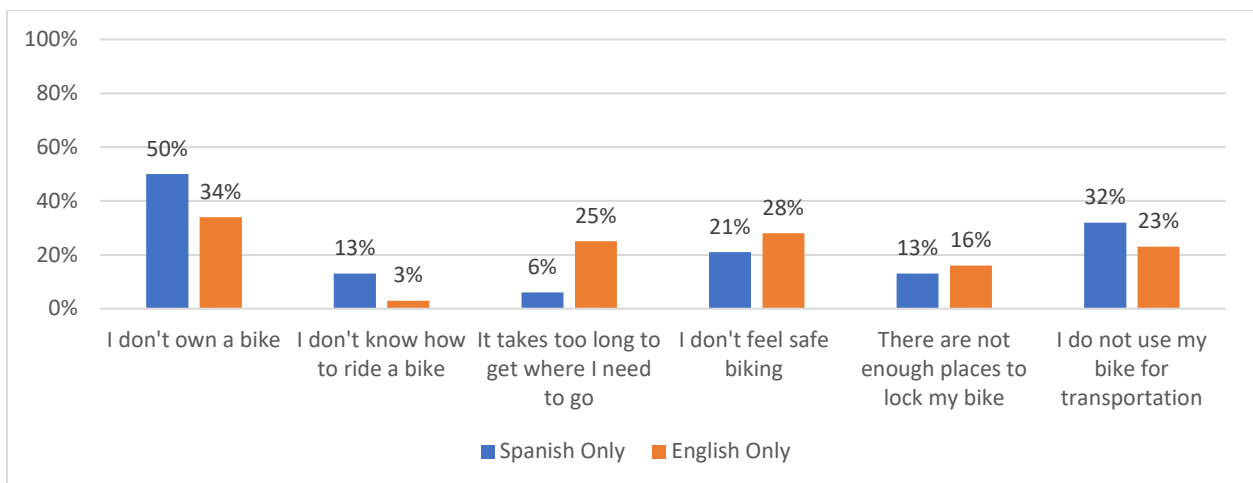
7. How many working bicycles do you have in your household?

1. Spanish/English Speakers



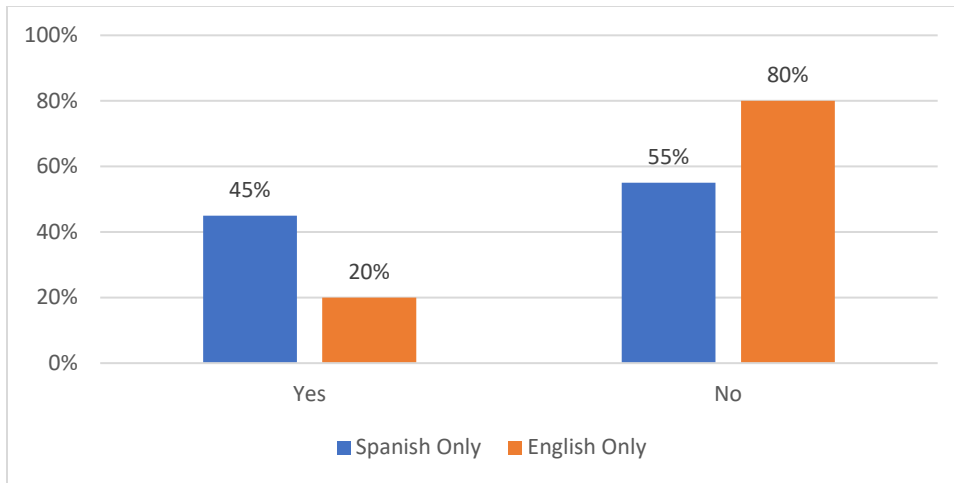
8. If you don't ride a bicycle, please indicate why (check all that apply)

1. Spanish/English Speakers



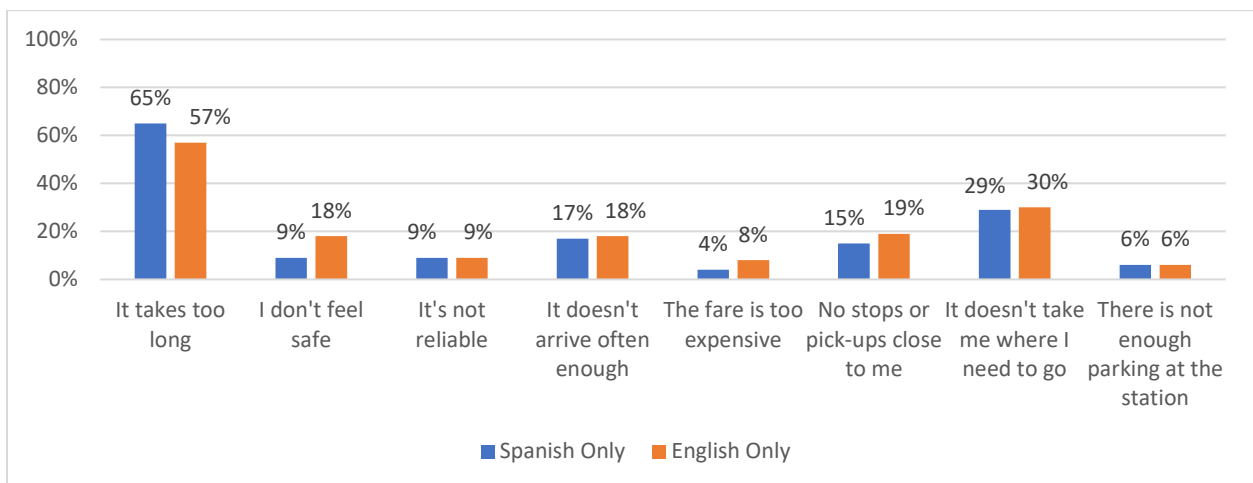
9. Do you use public transit (e.g., bus, light rail) regularly?

1. Spanish/English Speakers



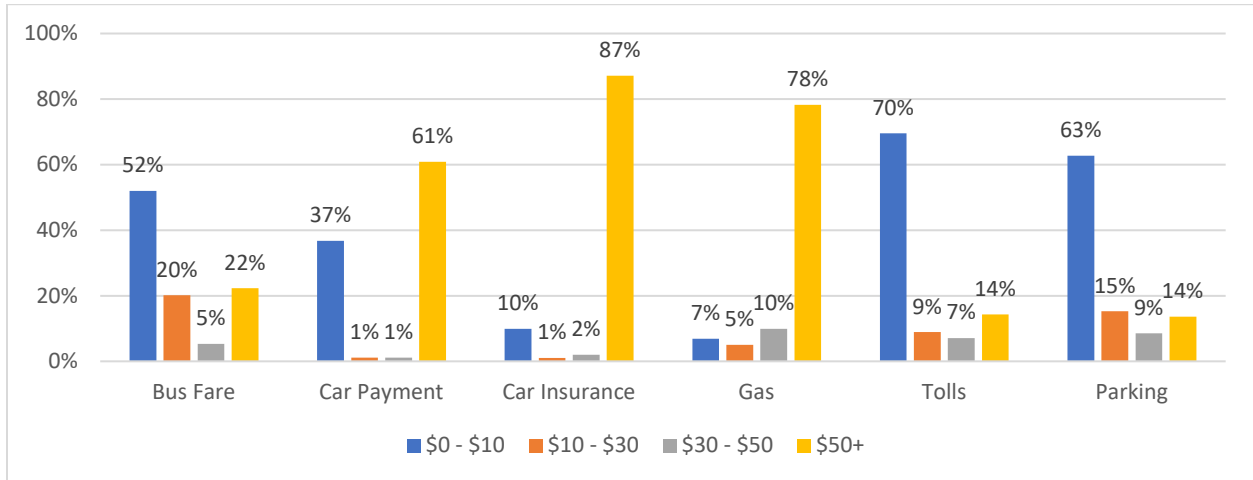
10. If not, please indicate why (check all that apply)

1. Spanish/English Speakers

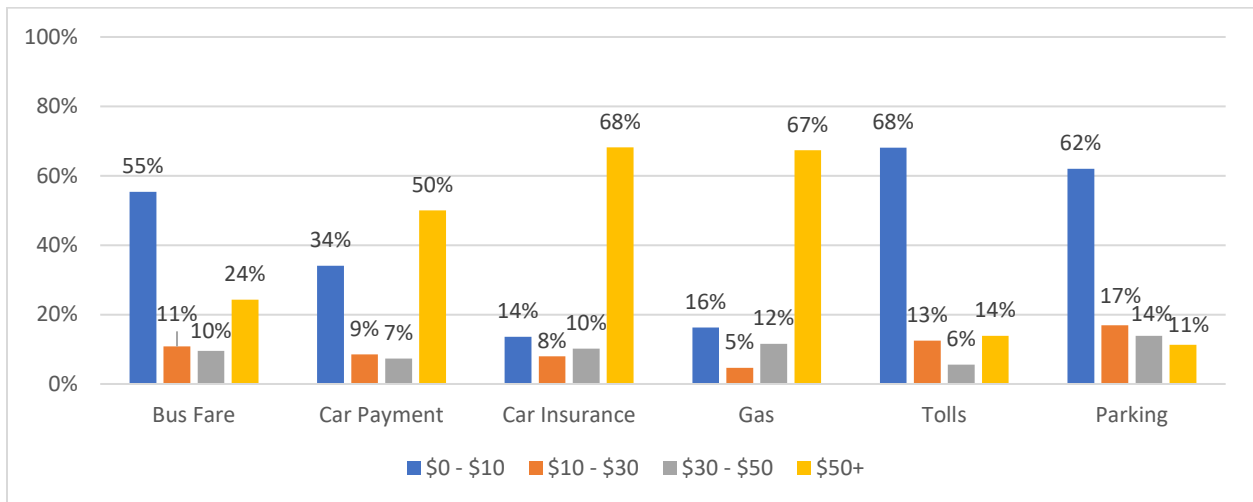


11. On average, how much do you spend per month total on transportation (bus fare, car payment, car insurance, gas, tolls, parking, etc.)?

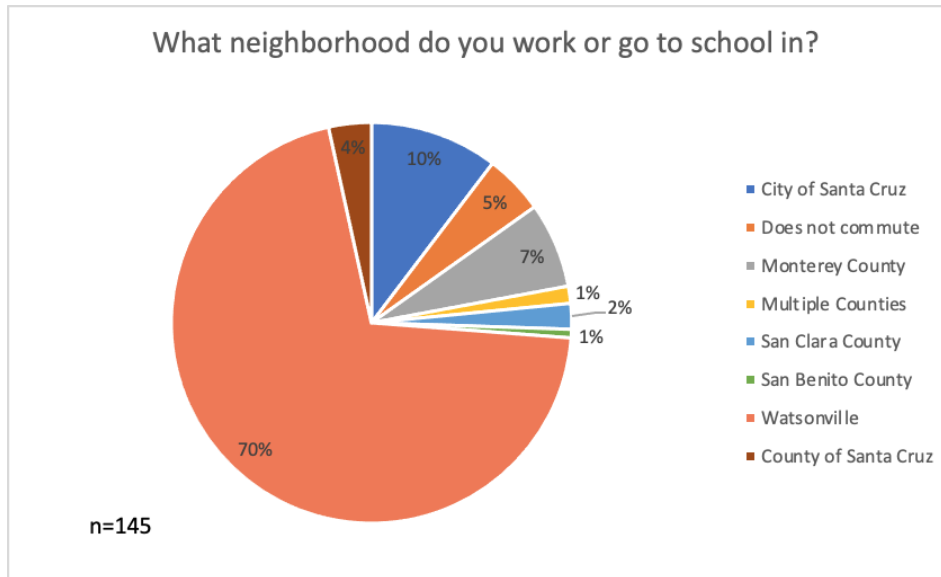
1. Spanish Only



2. English only

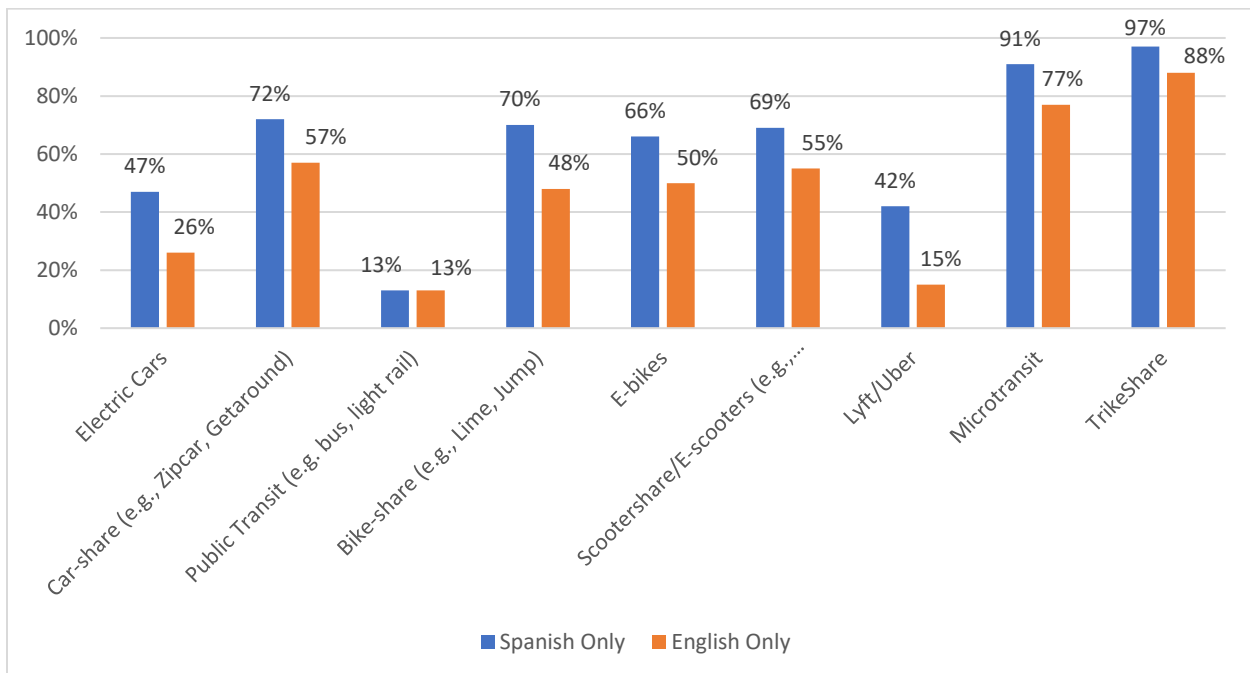


12. What neighborhood do you work or go to school in?



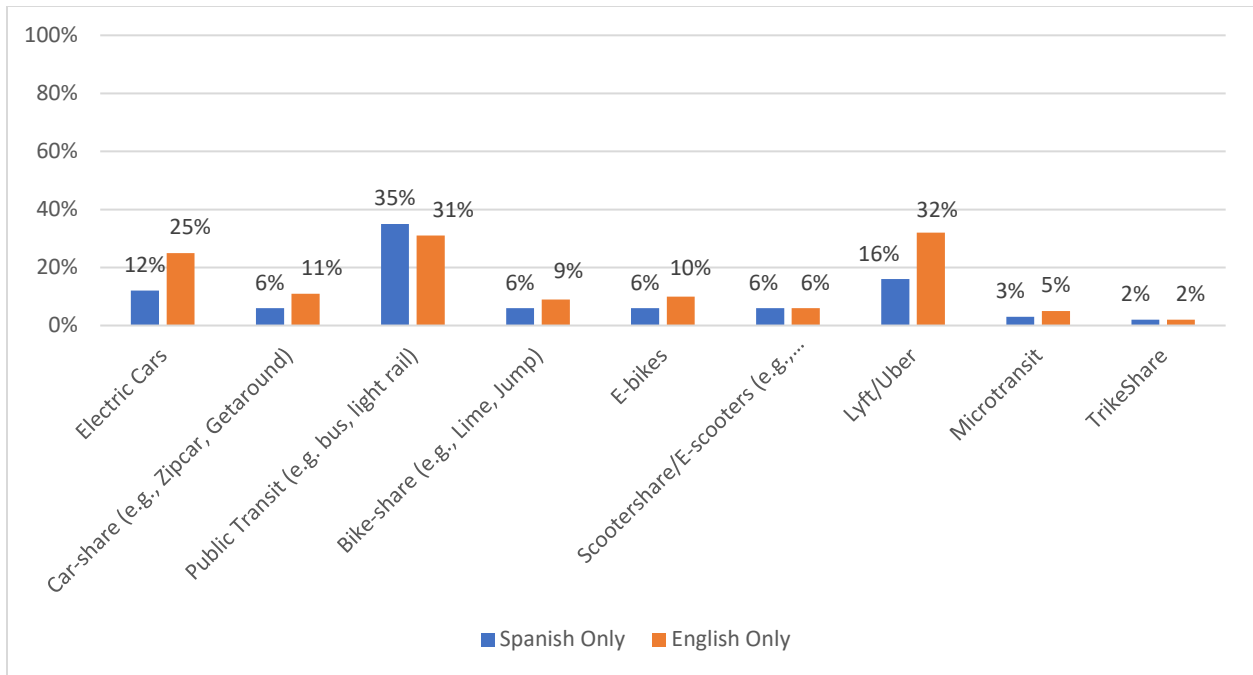
13.1 Transportation Options that Respondents were Not Familiar With:

1. Spanish/English Speakers



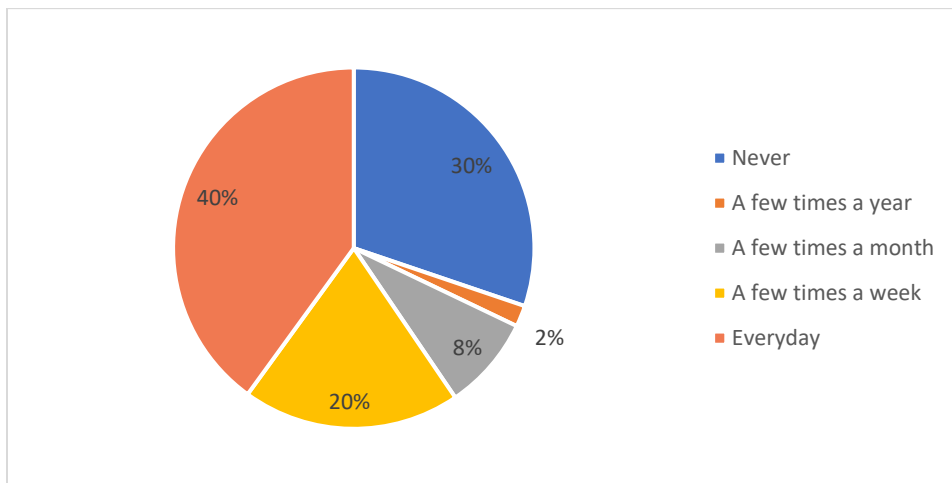
13.2 Transportation Options that Respondents were Very Familiar With:

1. Spanish/English Speakers

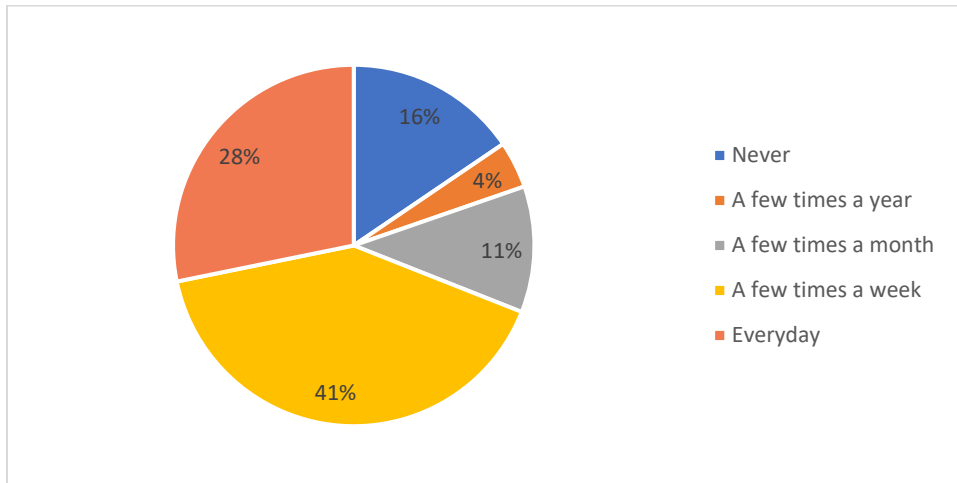


14.1 Please indicate how often you CURRENTLY use the following:

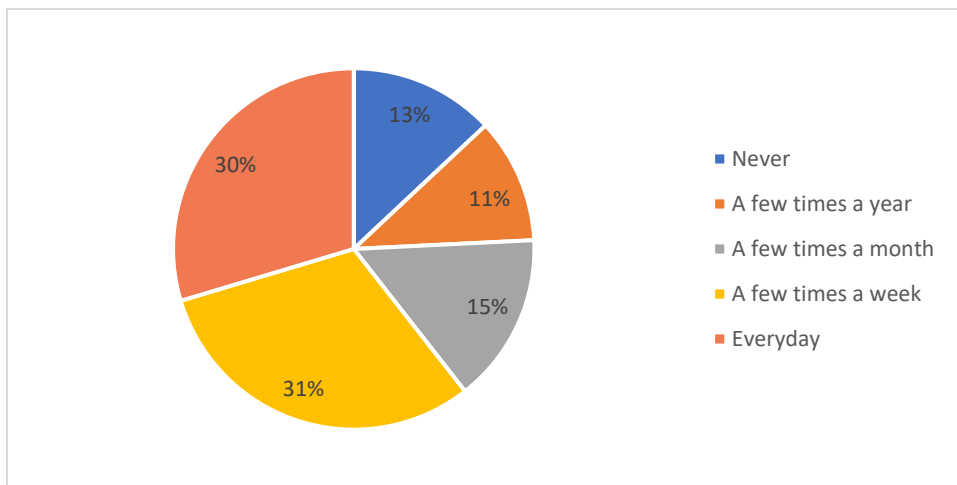
1. Drive Alone



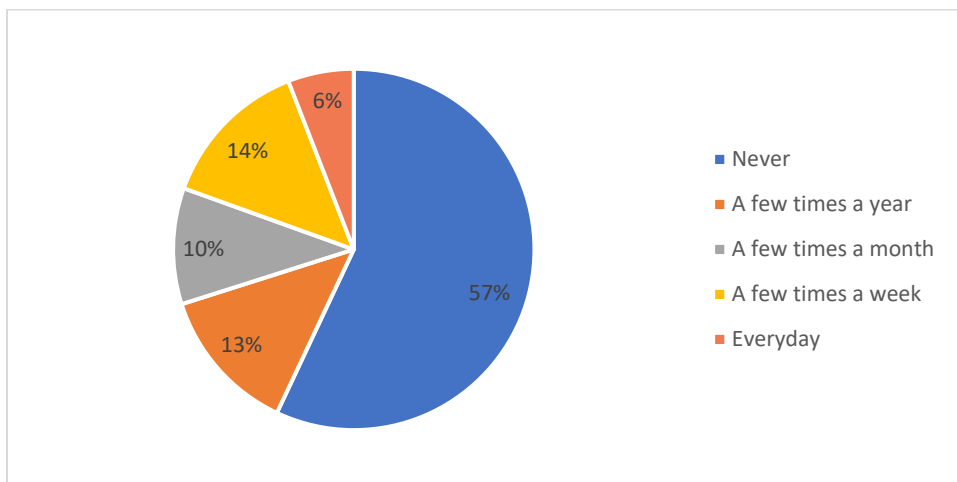
2. Drive with others (e.g., co-workers, family, friends)



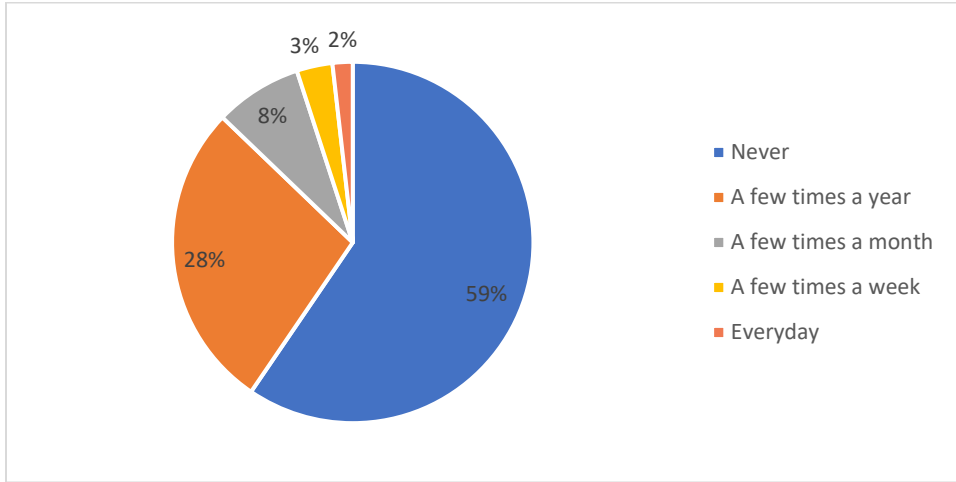
3. Walk/roll



4. Bus or light rail/metro train

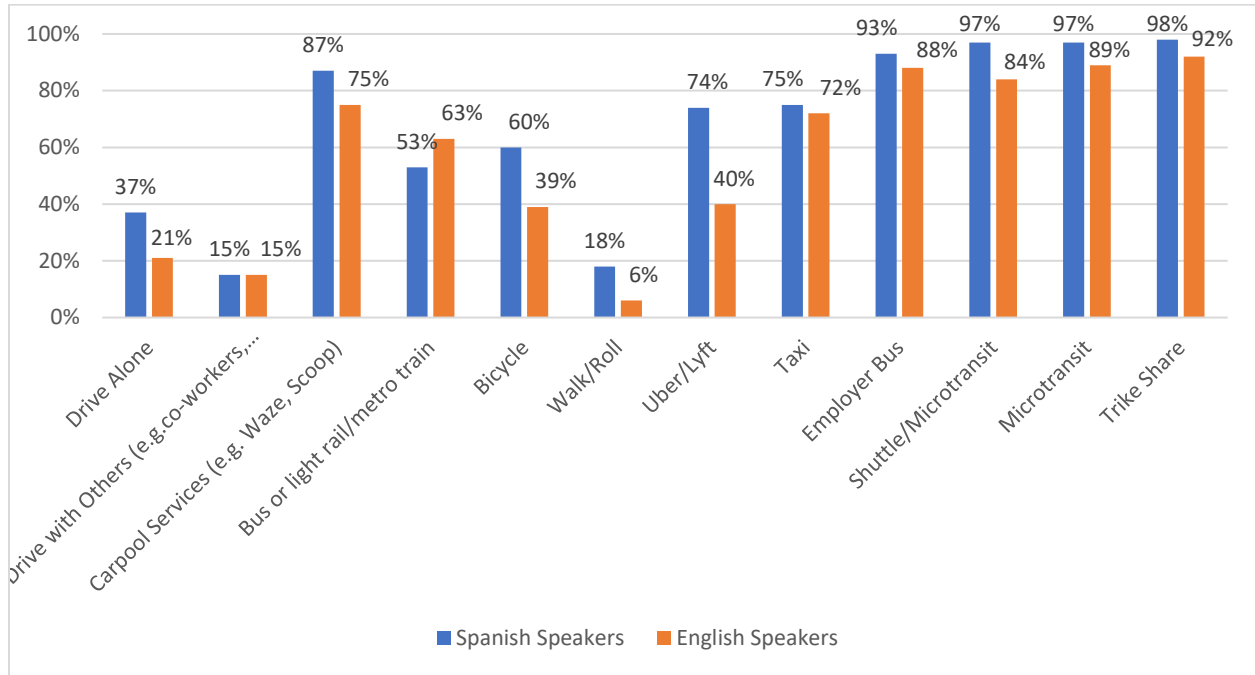


5. Uber/Lyft

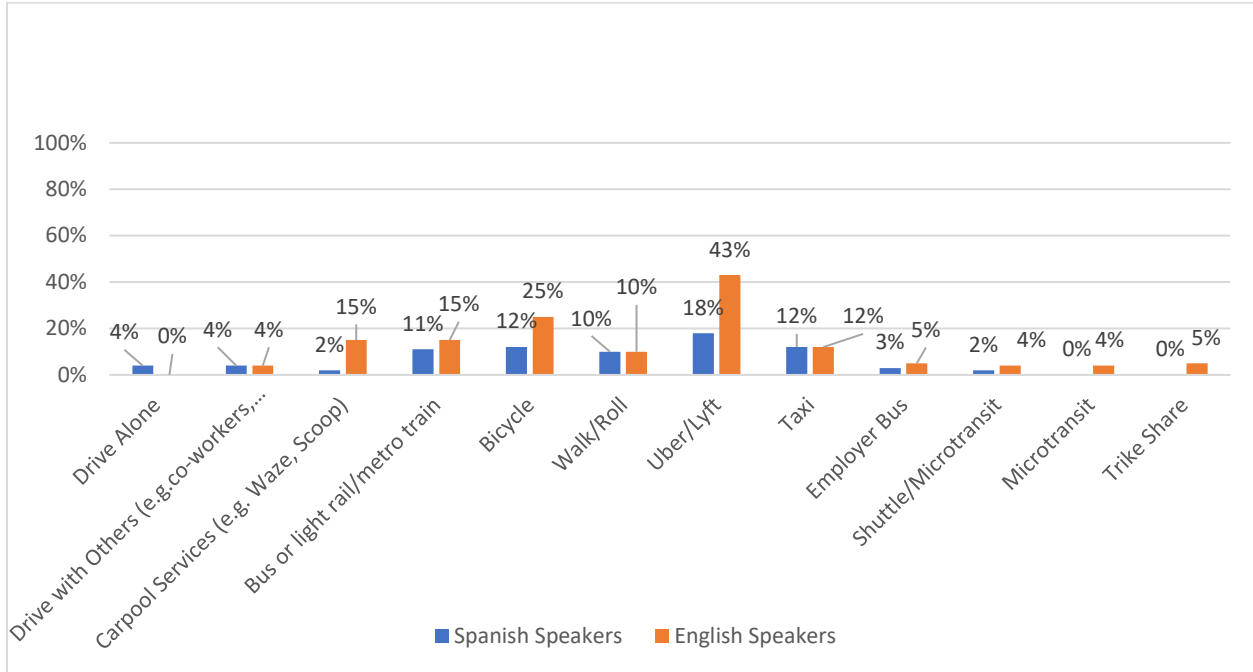


14.2 Please indicate how often you CURENTLY use the following:

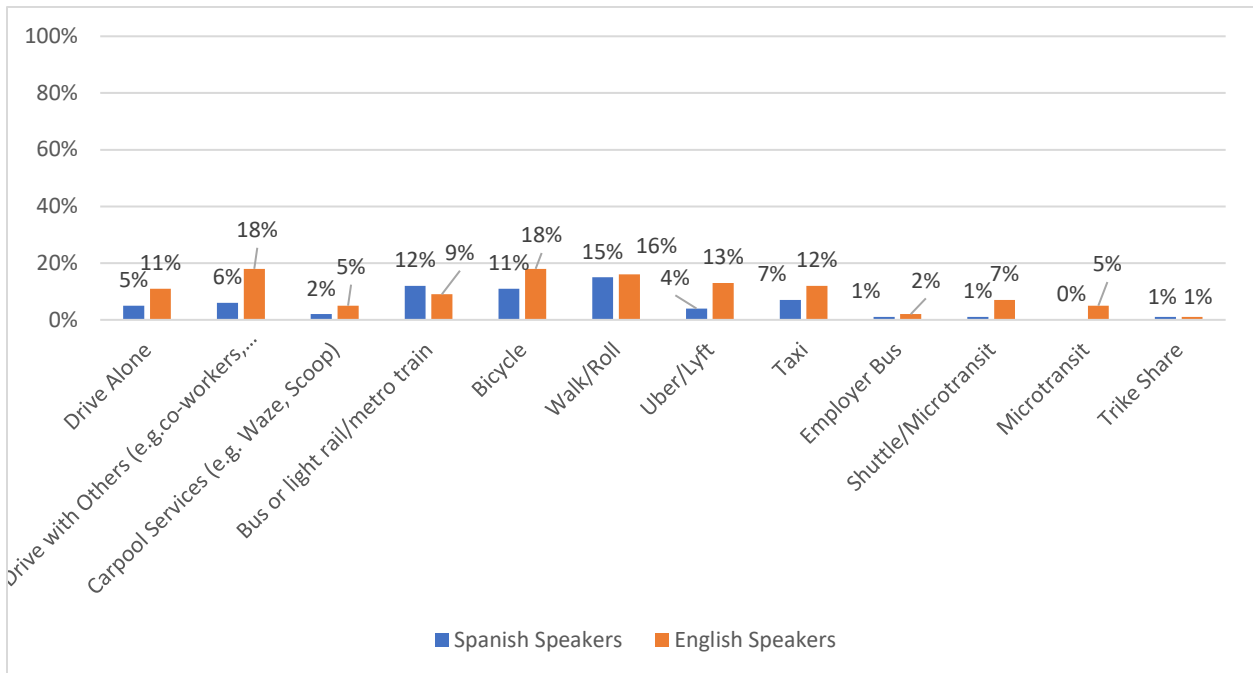
1. NEVER use - Spanish/English Speakers



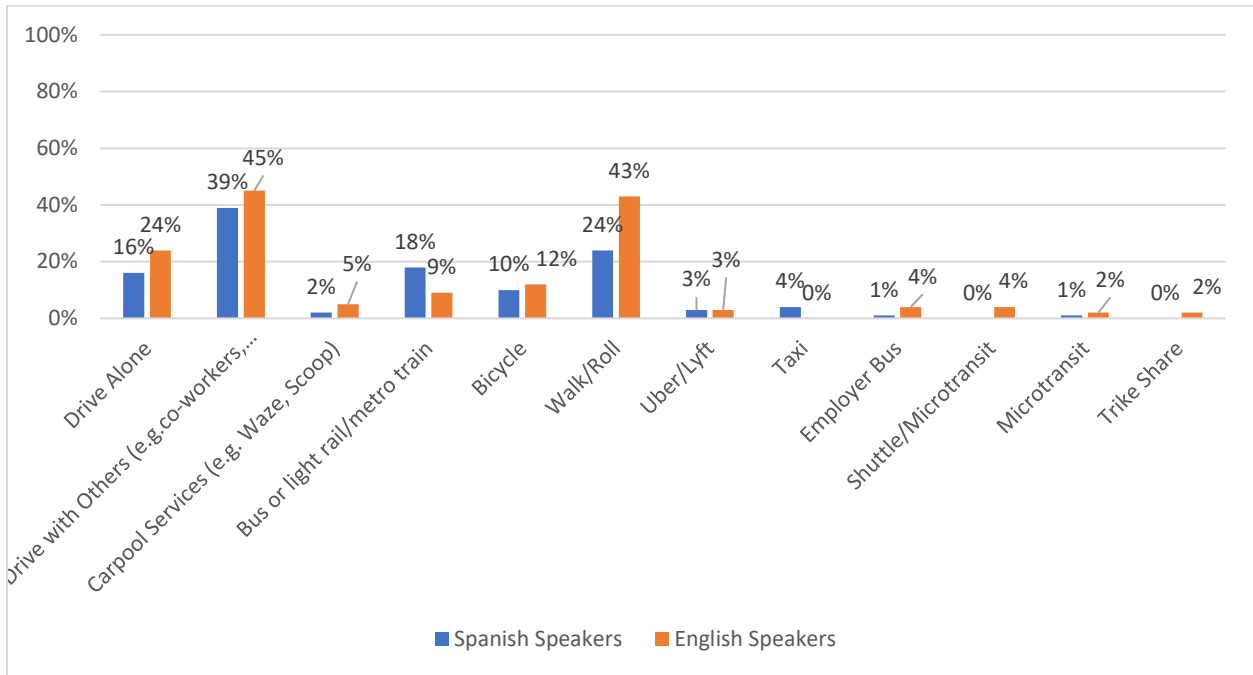
2. Use A FEW TIMES A YEAR - Spanish/English Speakers



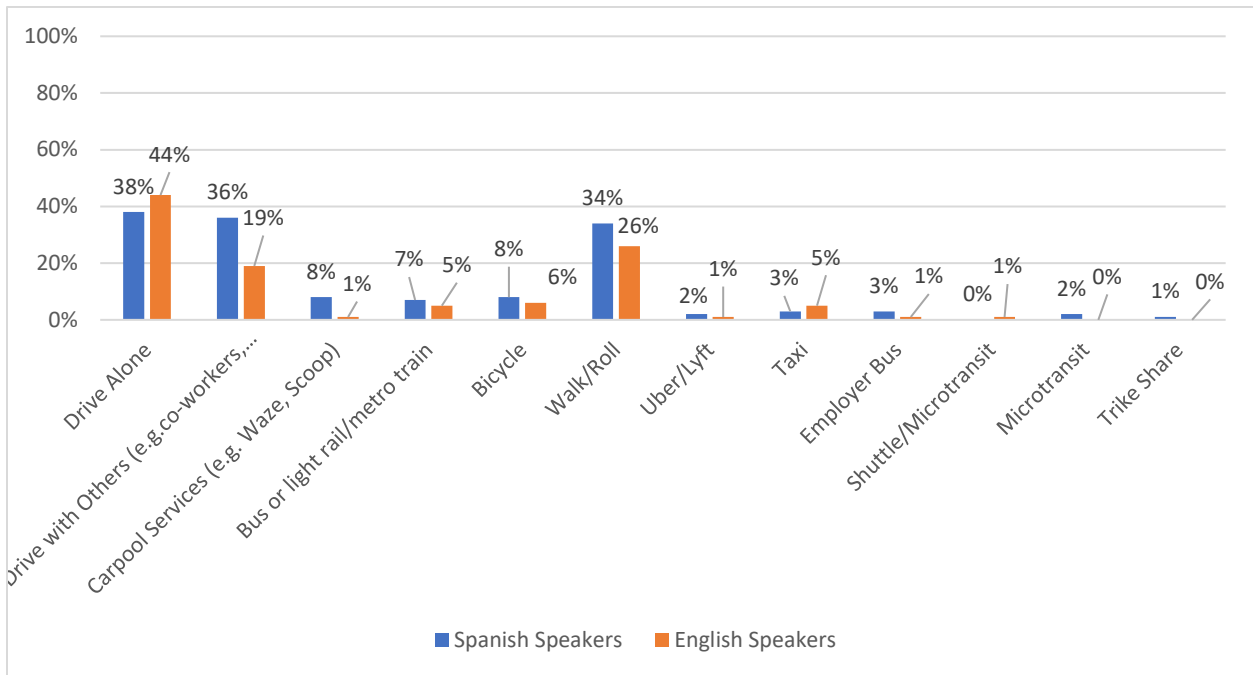
3. Use A FEW TIMES A MONTH - Spanish/English Speakers



4. Use A FEW TIMES A WEEK - Spanish/English Speakers

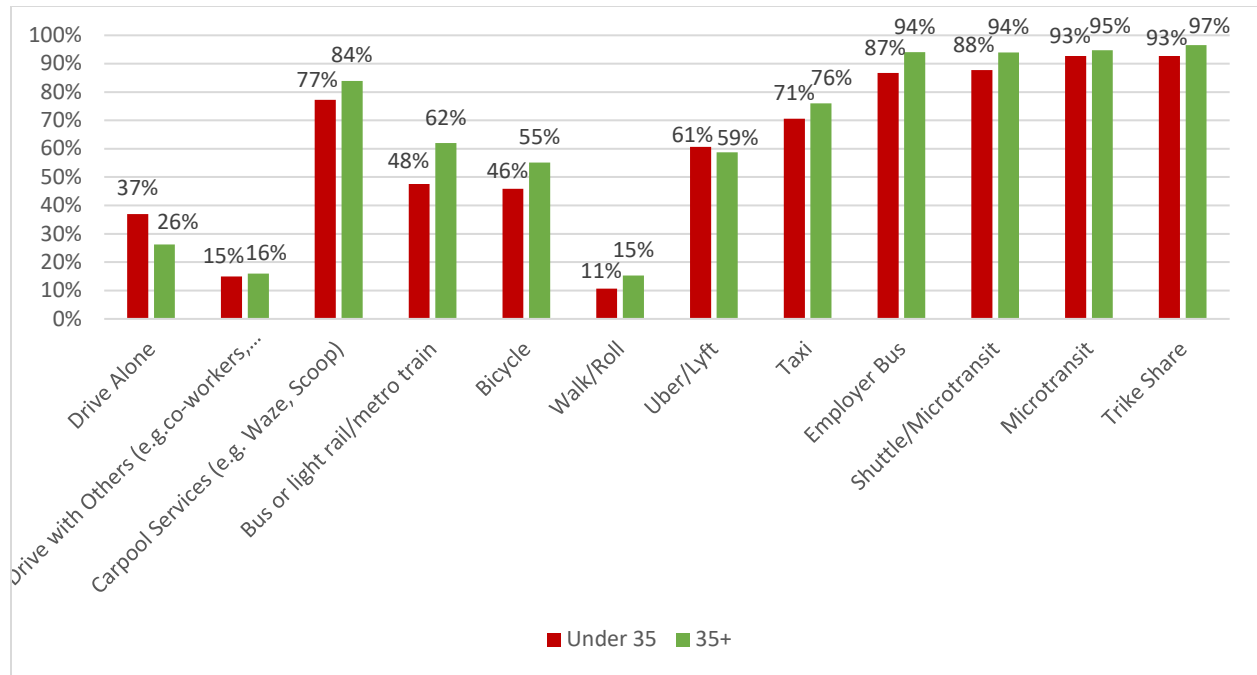


5. Use EVERYDAY - Spanish/English Speakers

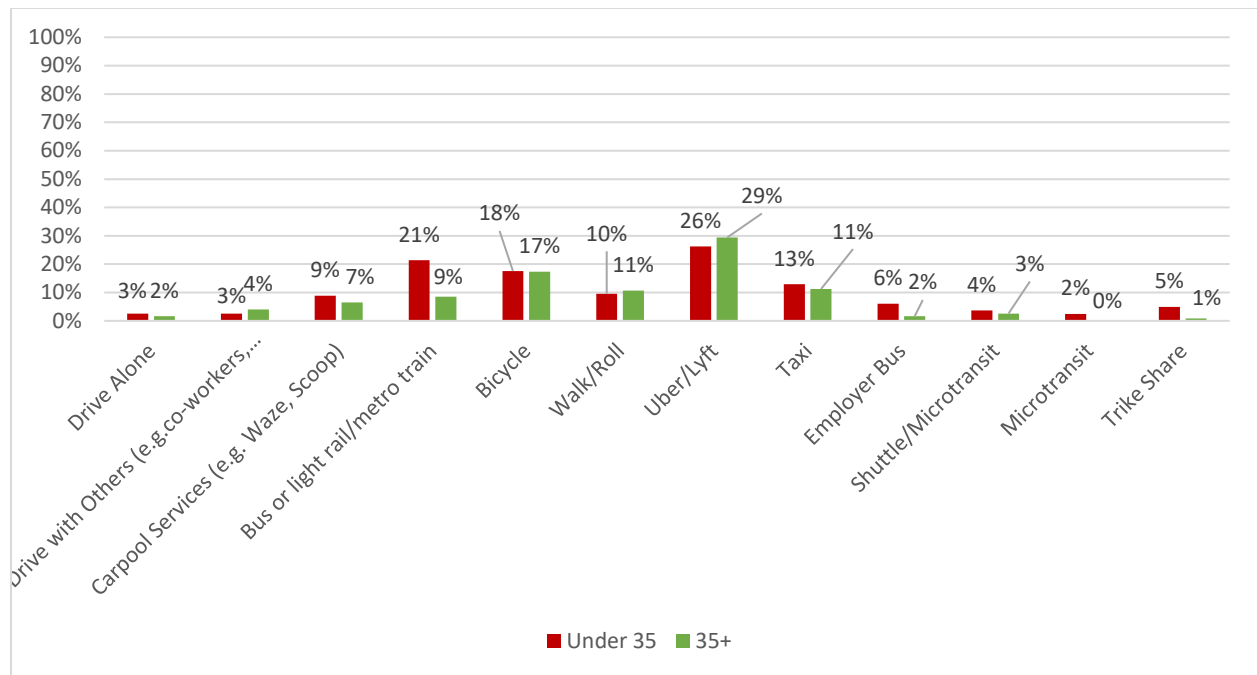


14.3 Please indicate how often you CURRENTLY use the following:

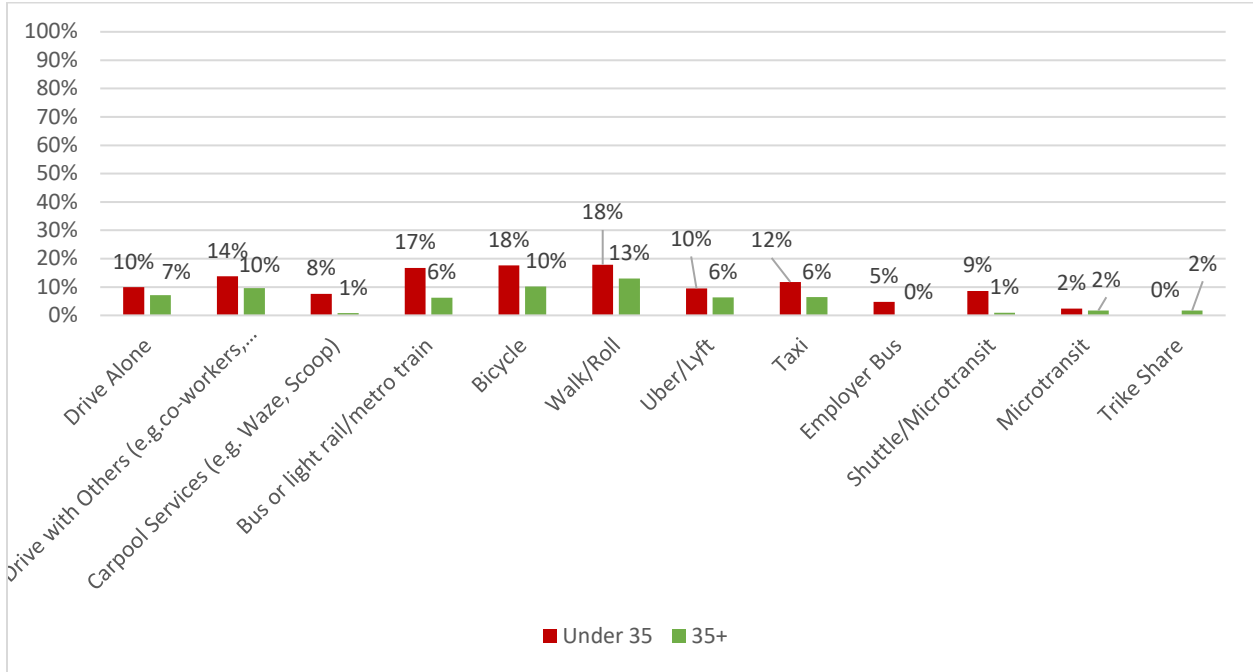
1. NEVER use - Under 35/35+



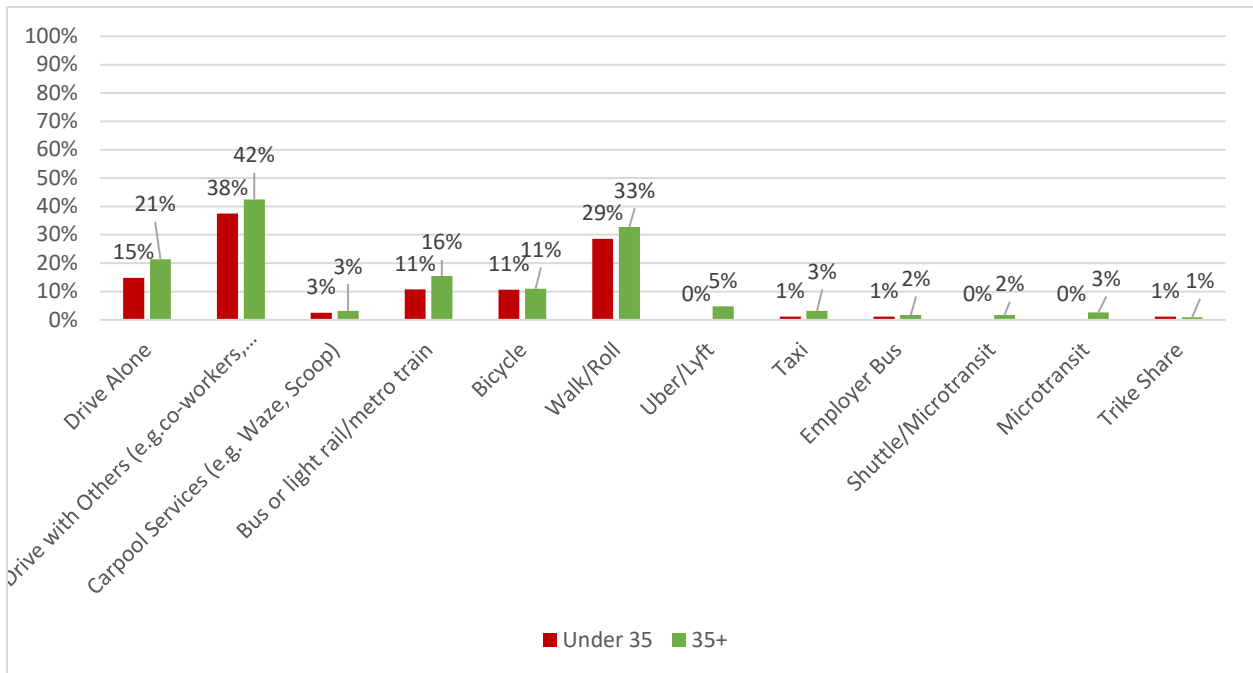
2. Use A FEW TIMES A YEAR - Under 35/35+



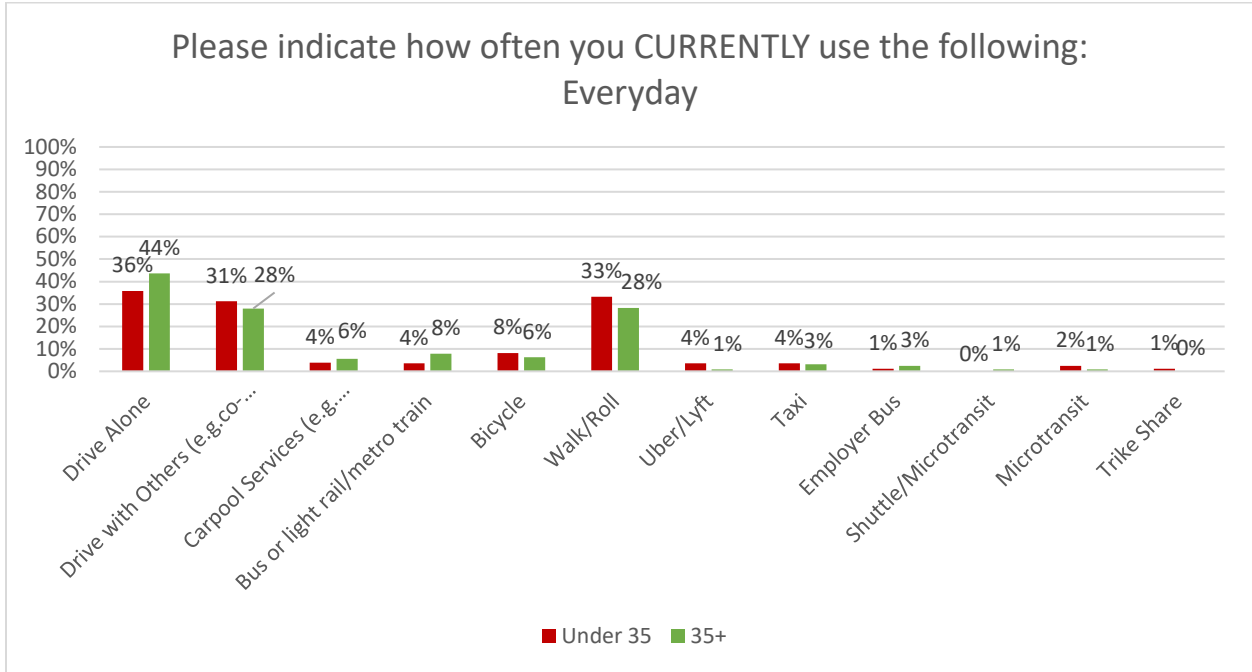
3. Use A FEW TIMES A MONTH - Under 35/35+



4. Use A FEW TIMES A WEEK - Spanish/English Speakers

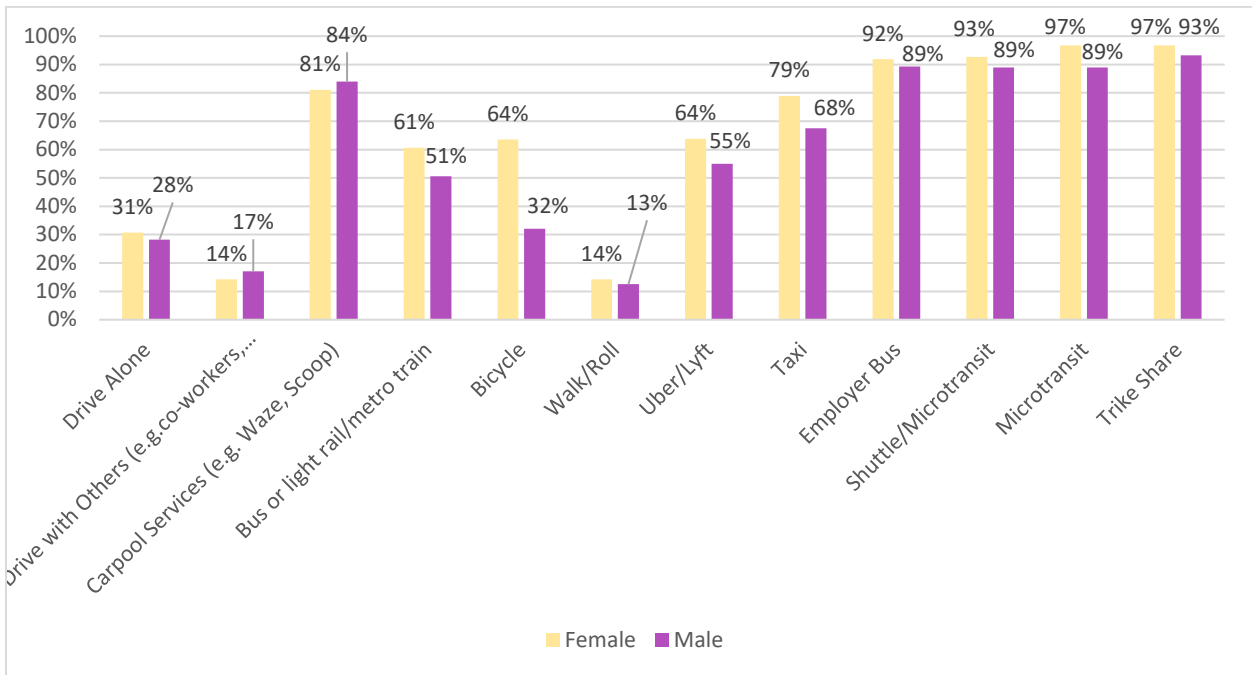


5. Use EVERYDAY - Spanish/English Speakers

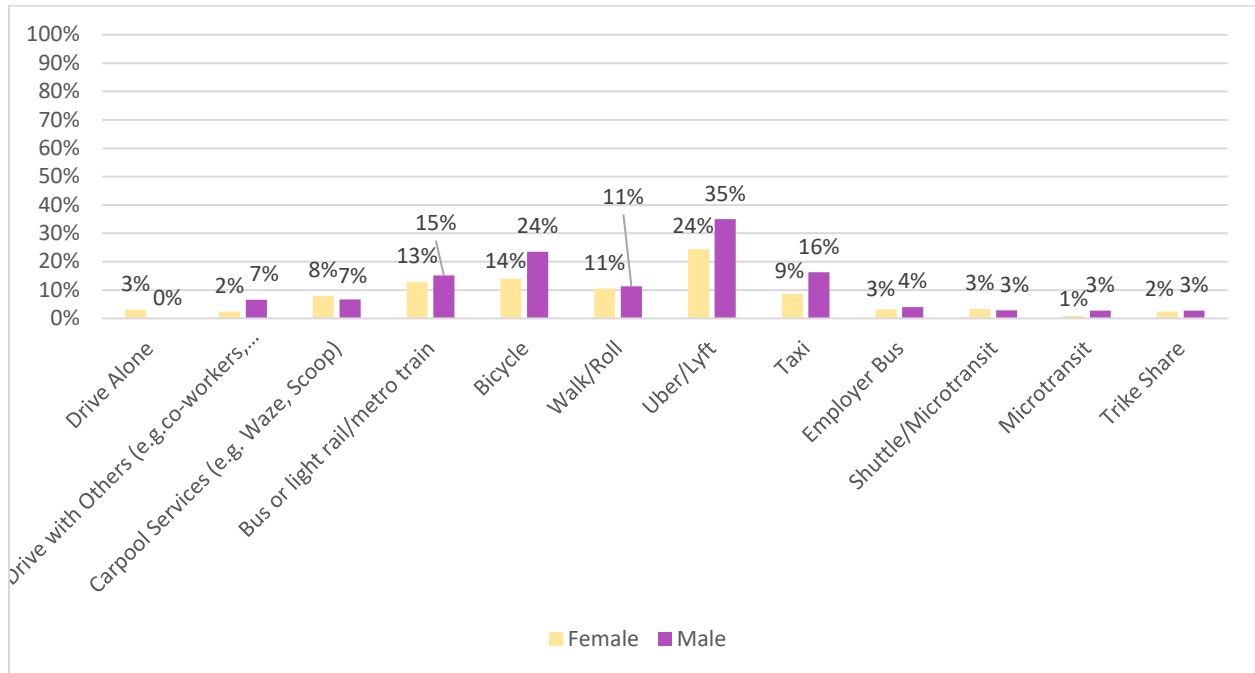


14.4 Please indicate how often you CURRENTLY use the following:

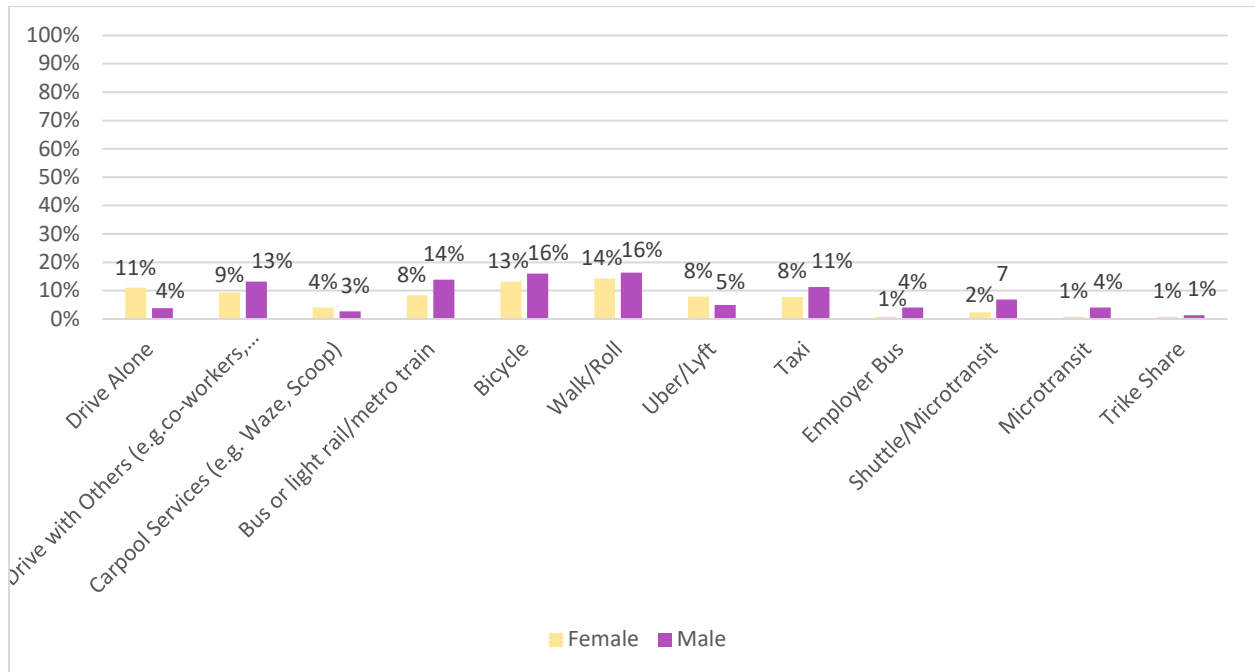
1. NEVER use - Women/Men



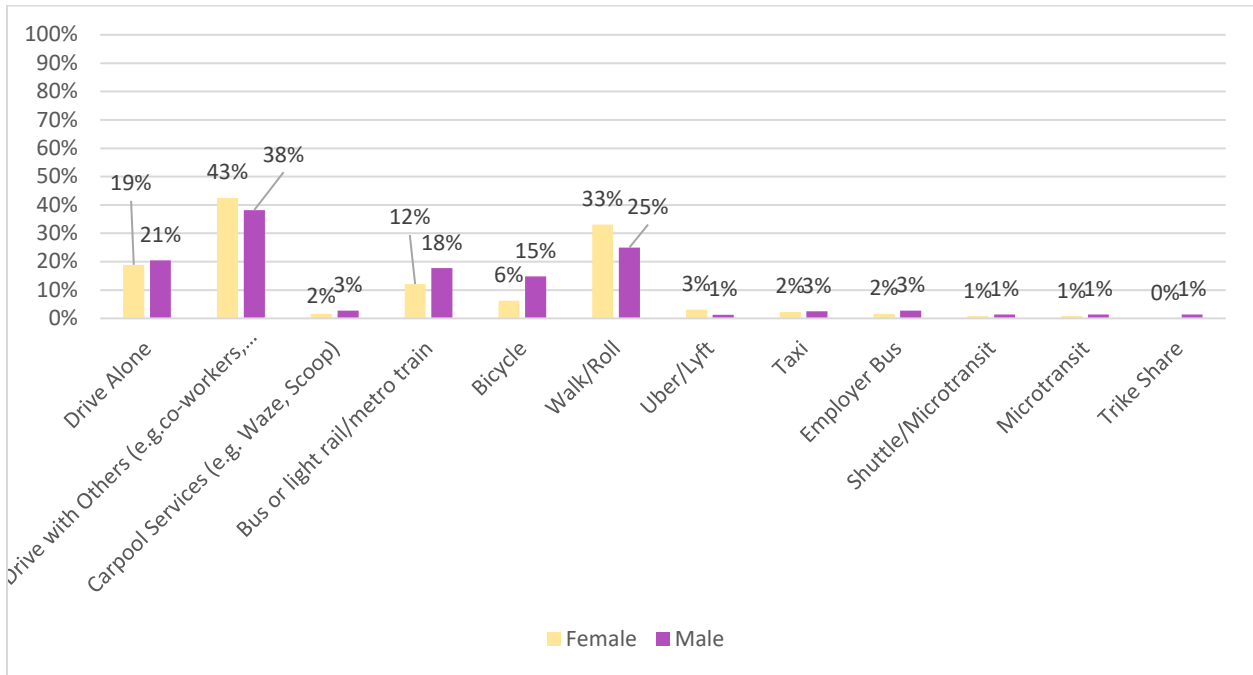
2. Use A FEW TIMES A YEAR - Women/Men



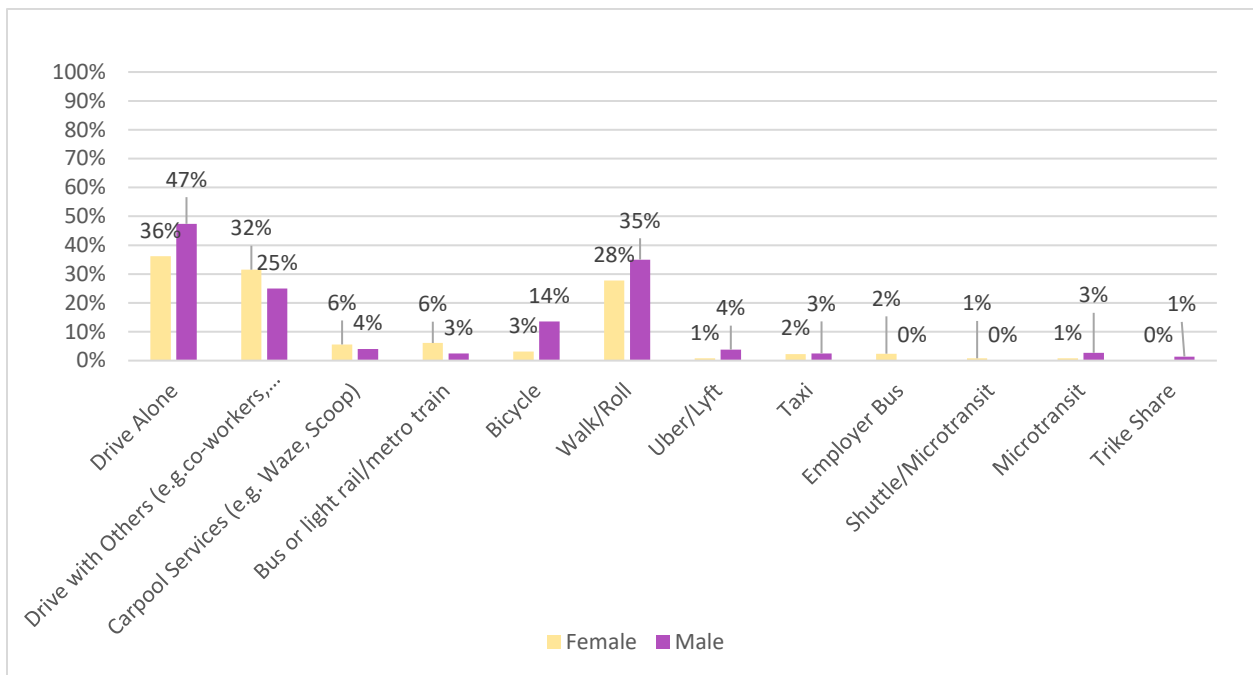
3. Use A FEW TIMES A MONTH - Women/Men



4. Use A FEW TIMES A WEEK - Women/Men

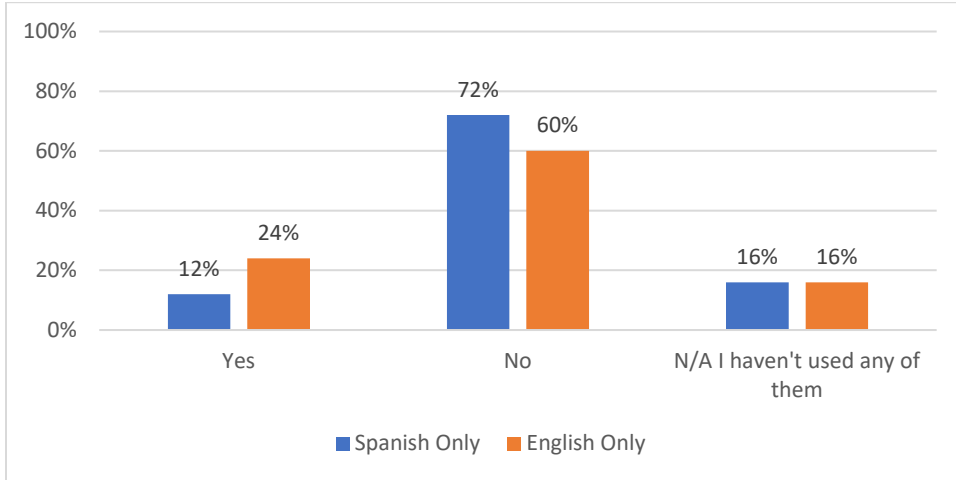


5. Use EVERYDAY - Women/Men

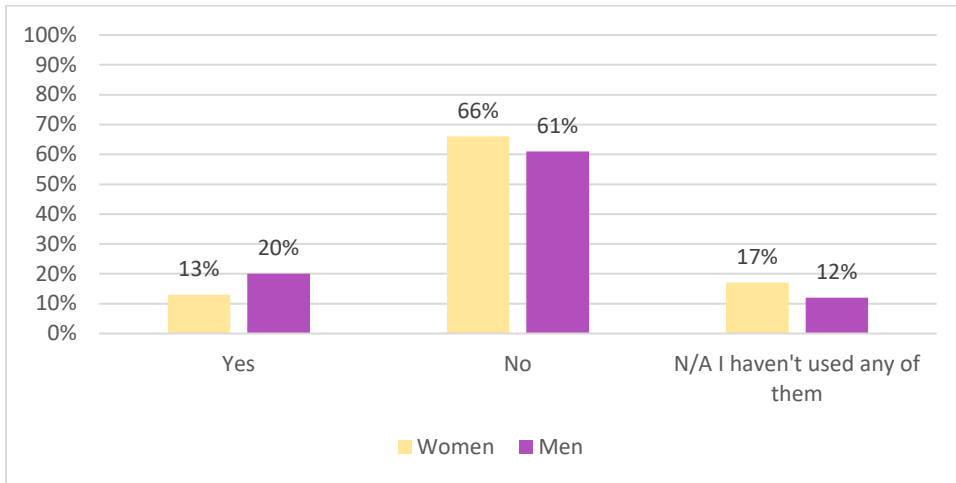


15. Did you experience any challenges using any of the mobility options listed in the table above:

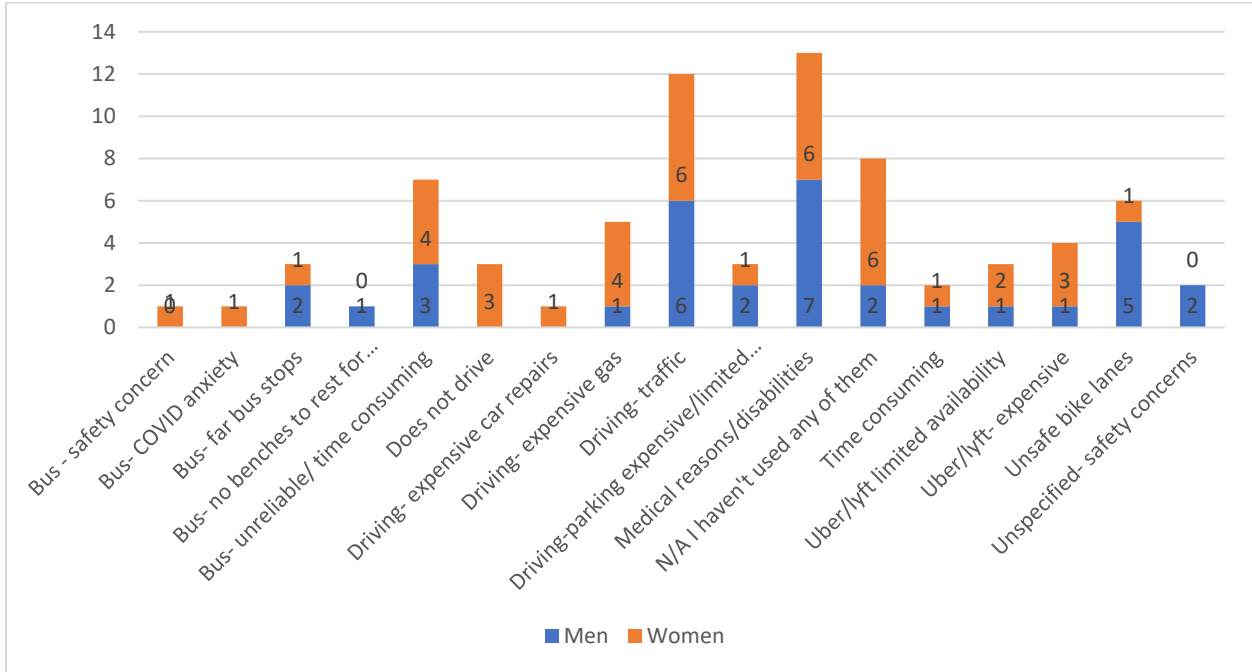
1. Spanish/English Speakers



2. Women/Men

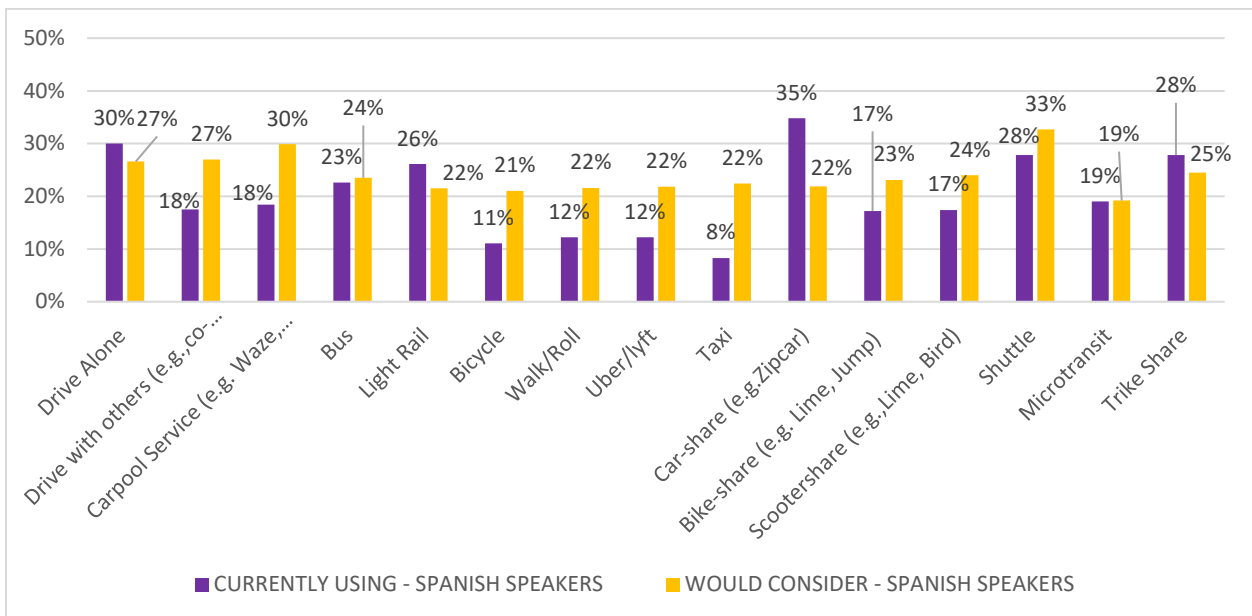


3. Specific Challenges with Transportation - Women/Men

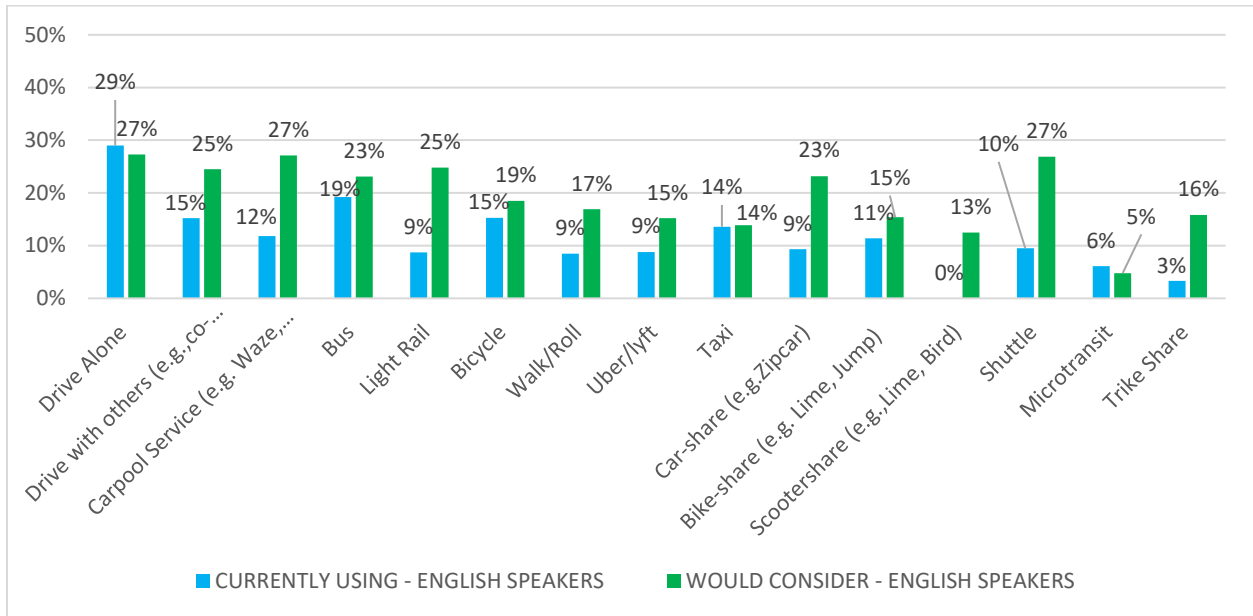


16/17.1 Which transportation options do you CURRENTLY use - and which would you CONSIDER using, if they were safe, available, and affordable? - for each of the purposes below - English/Spanish Speakers

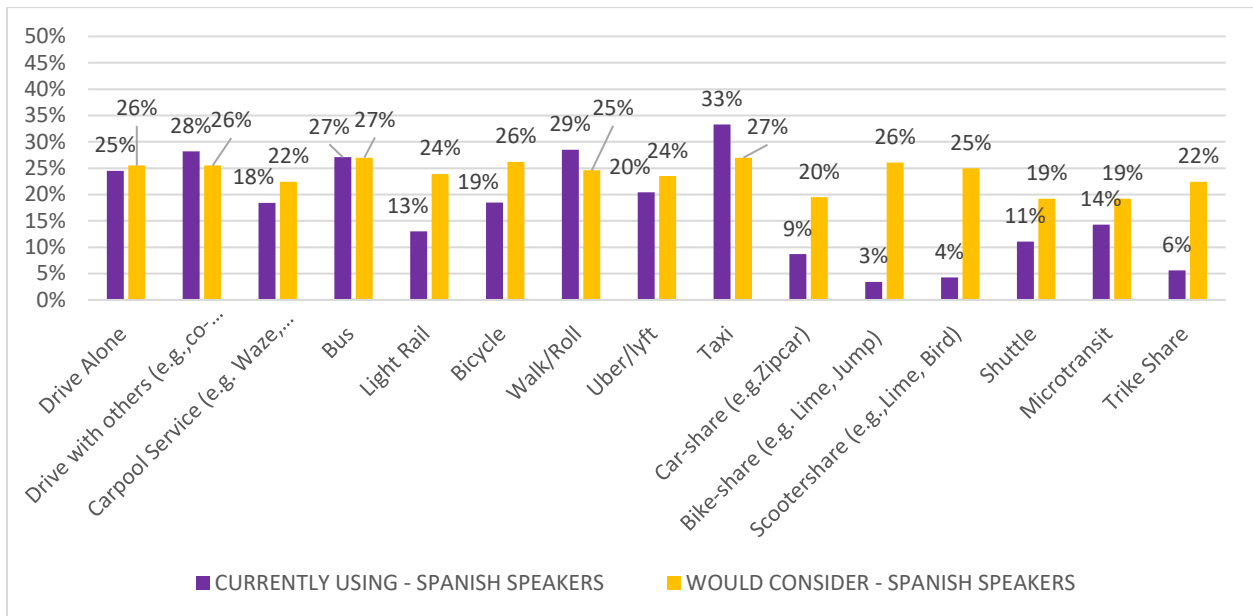
1. Commuting - Spanish Speakers



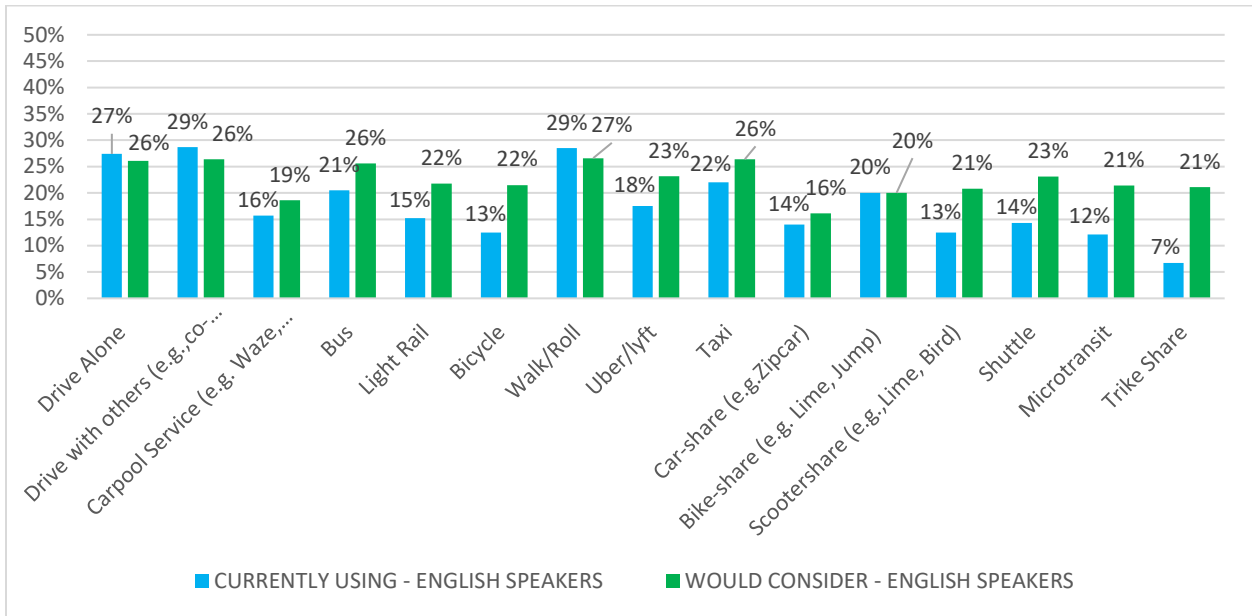
2. Commuting - English Speakers



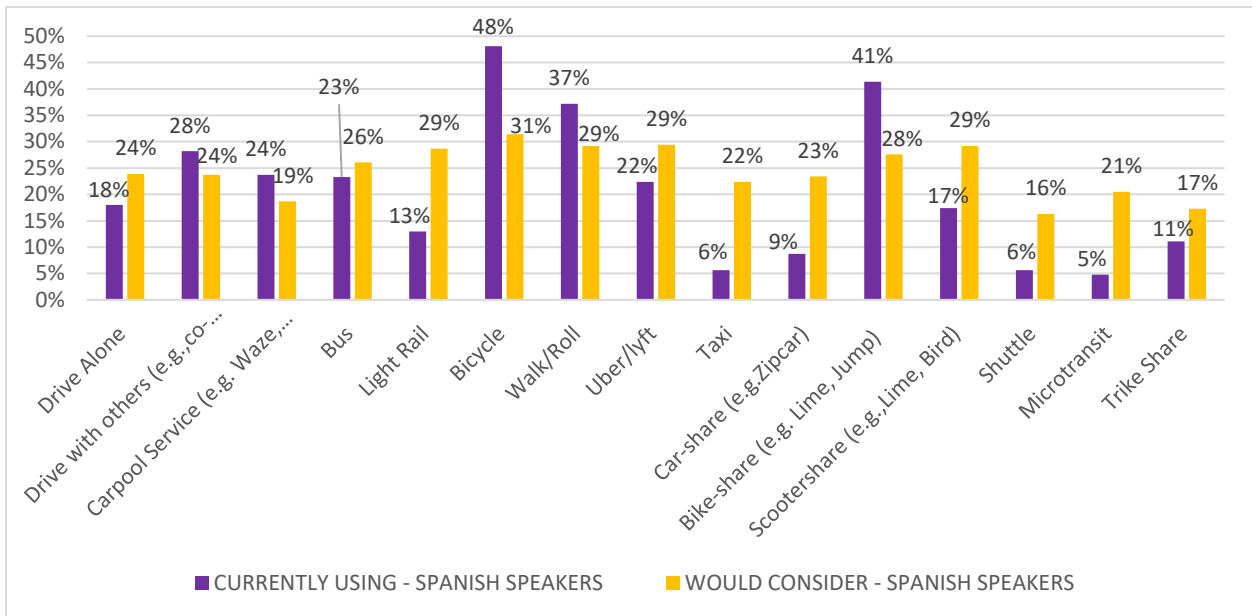
3. Groceries/Errands - Spanish Speakers



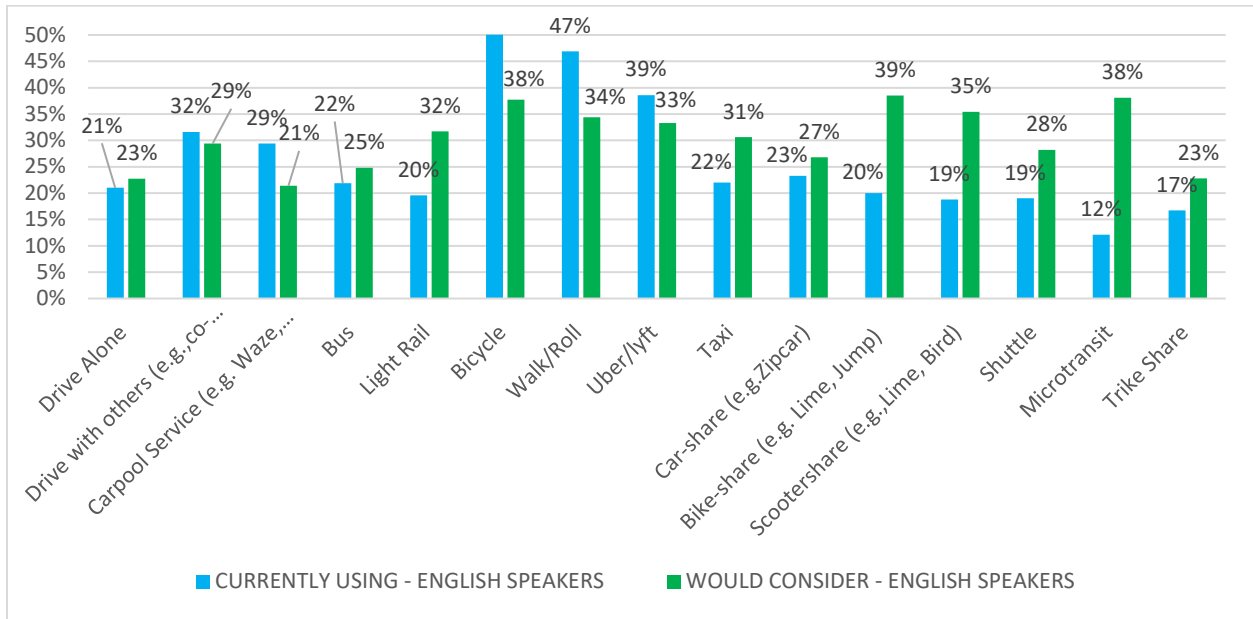
4. Groceries/Errands - English Speakers



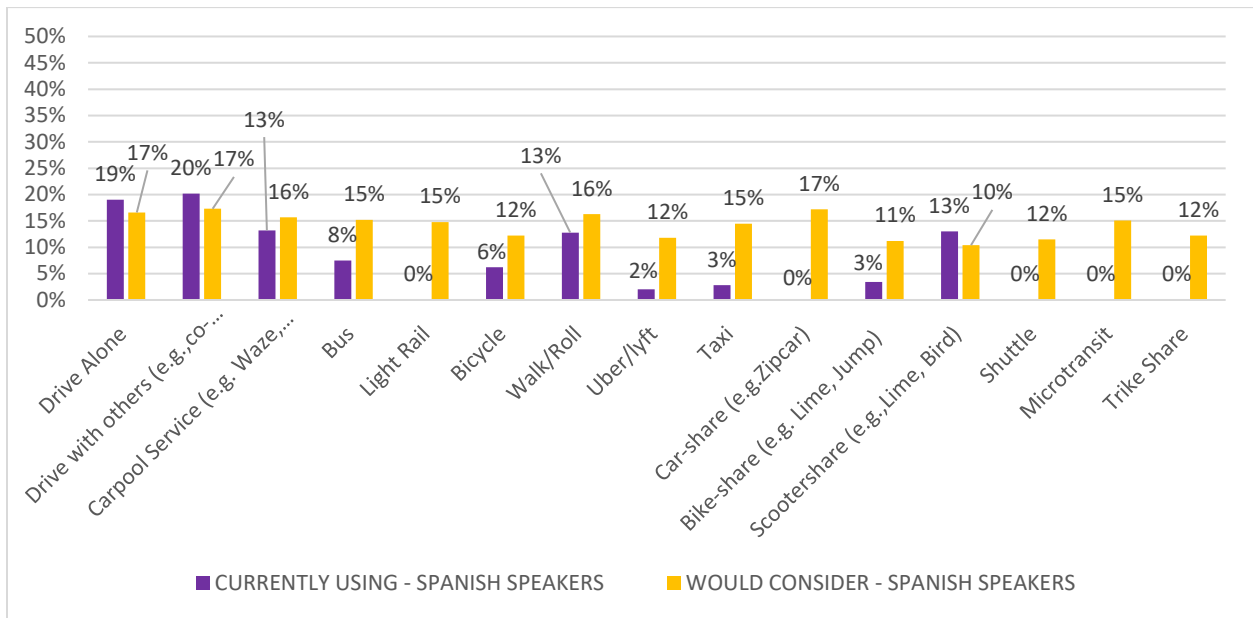
5. Social/Recreational Trips - Spanish Speakers



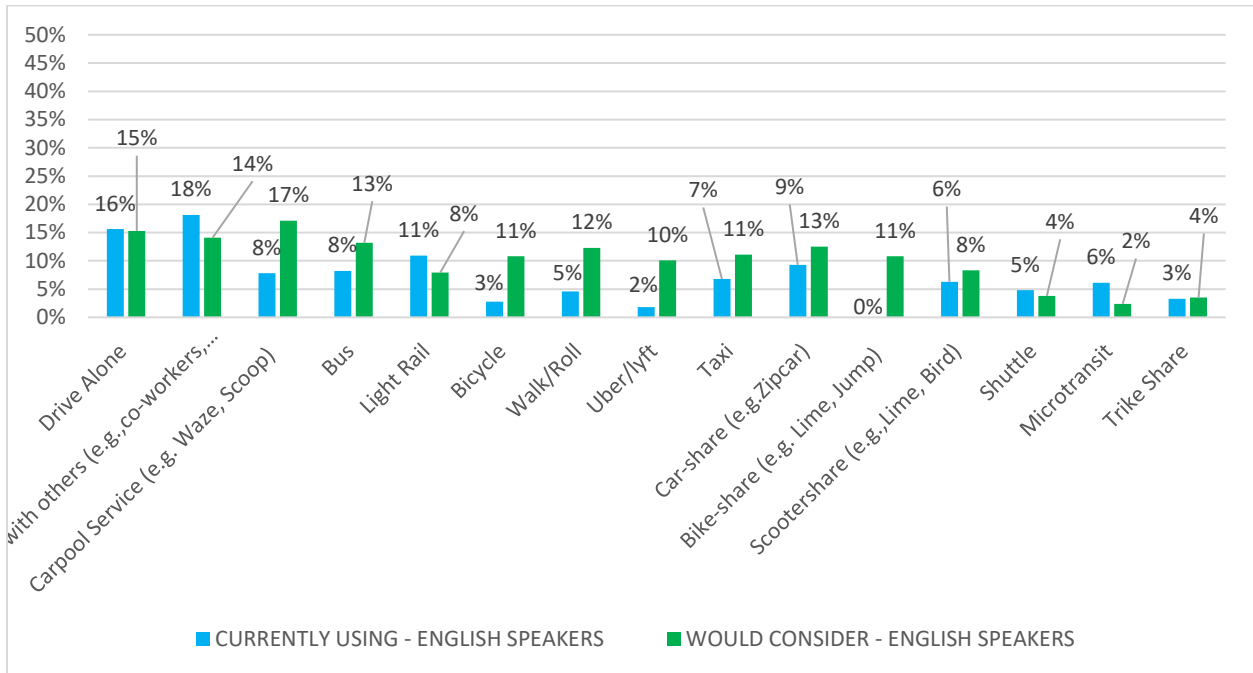
6. Social/Recreational Trips - English Speakers



7. Pick-Up/Drop-Off Children - Spanish Speakers

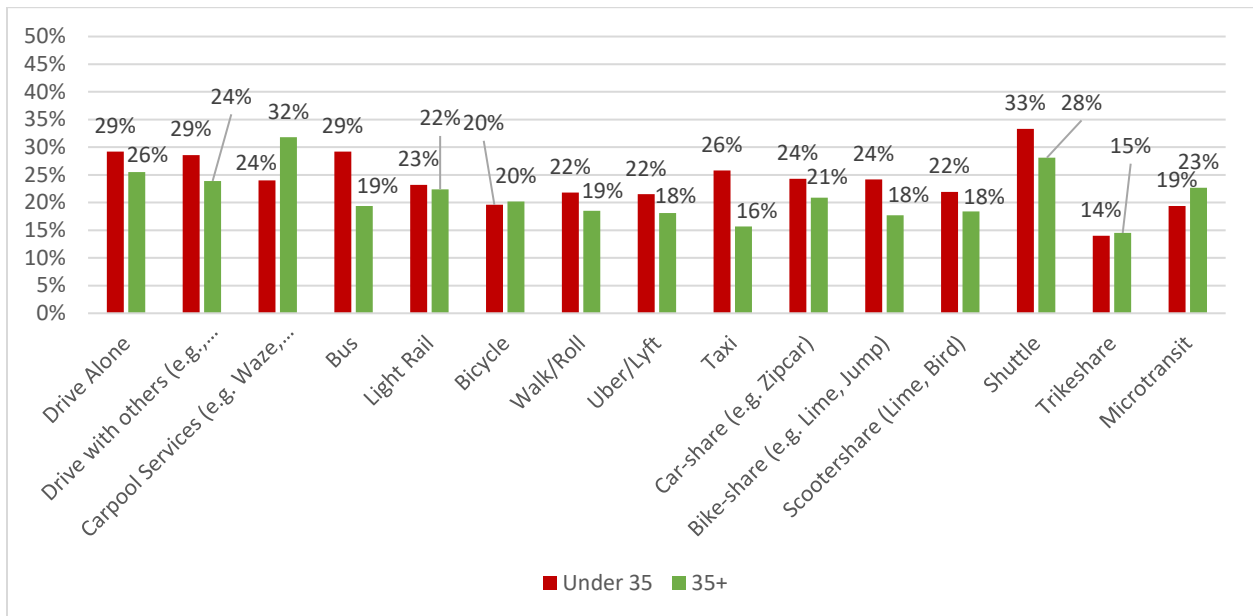


8. Pick-Up/Drop-Off Children - English Speakers

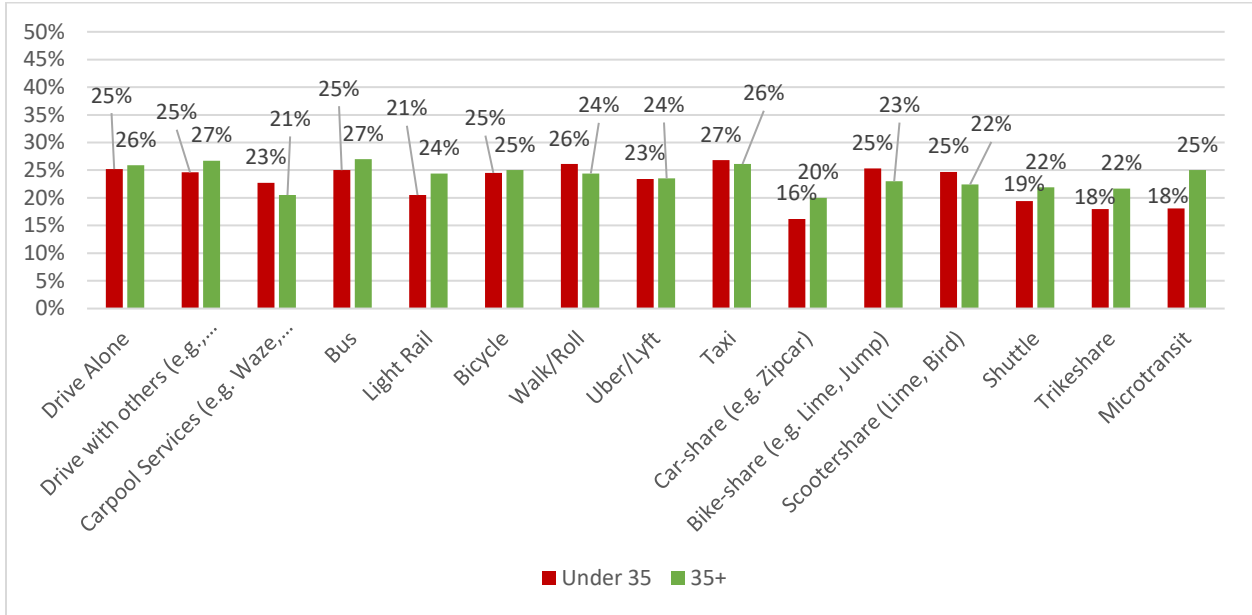


16/17.2 Which transportation options you CURRENTLY use - and which would you CONSIDER using, if they were safe, available, and affordable? - for each of the purposes below - Under 35/35+

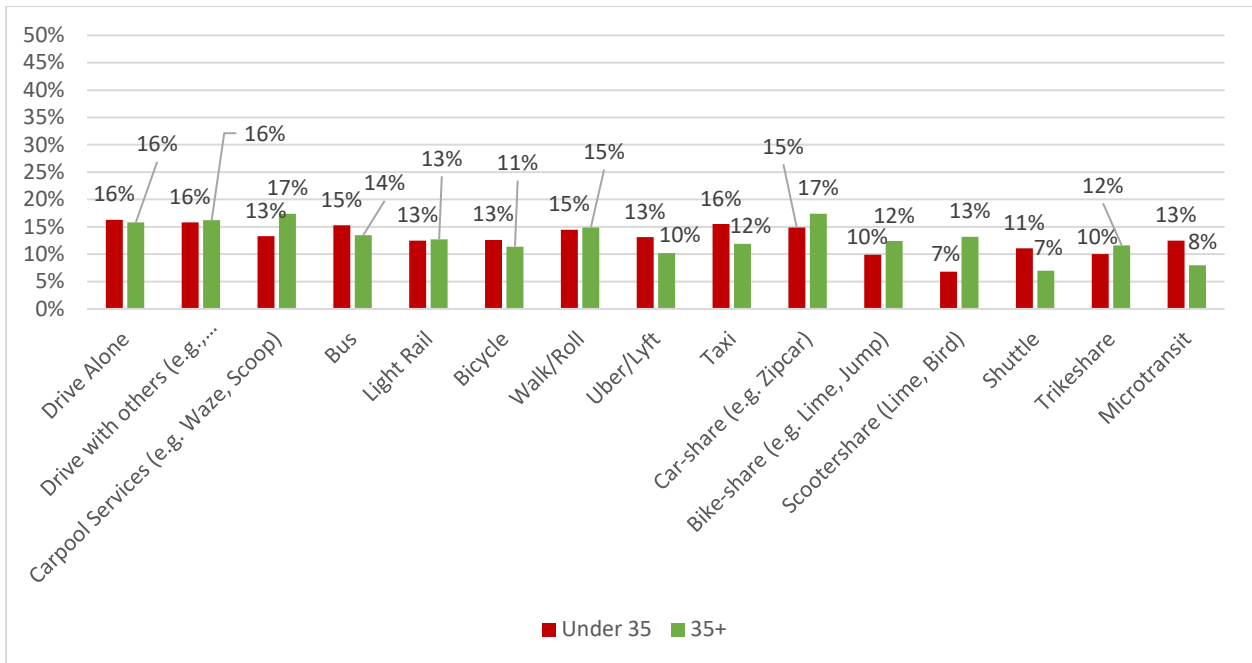
1. Commuting - Under 35/35+



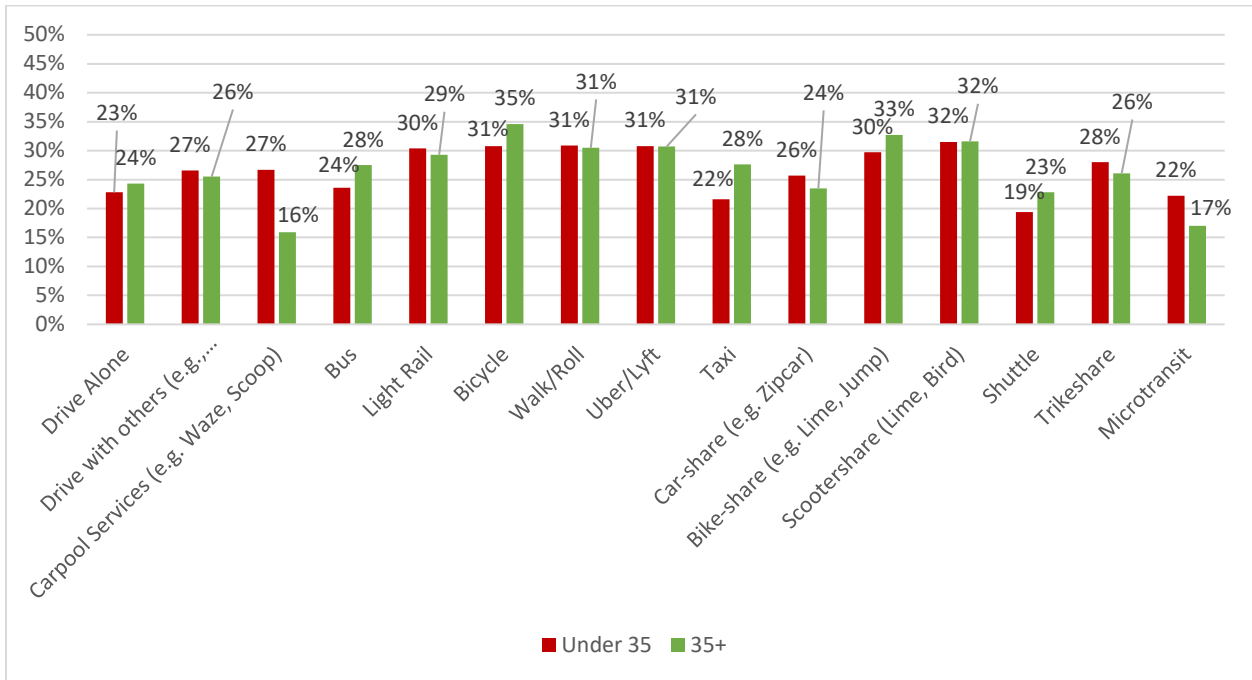
2. Groceries/Errands - Under 35/35+



3. Pick-up/Drop-off Children - Under 35/35+

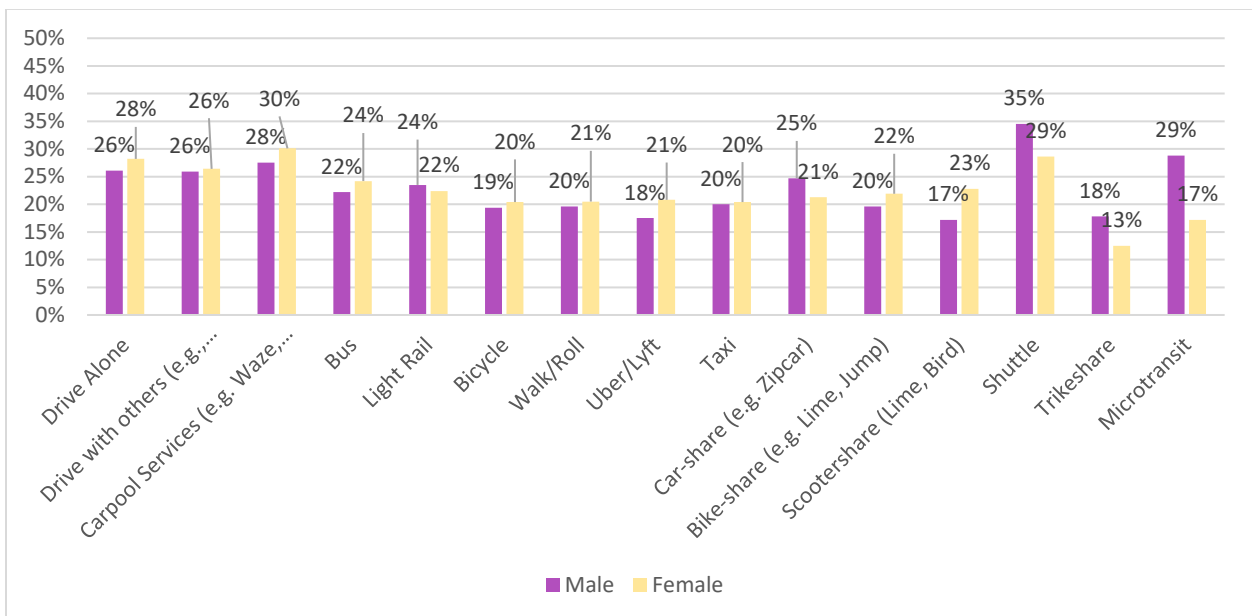


4. Social/Recreational Trips - Under 35/35+

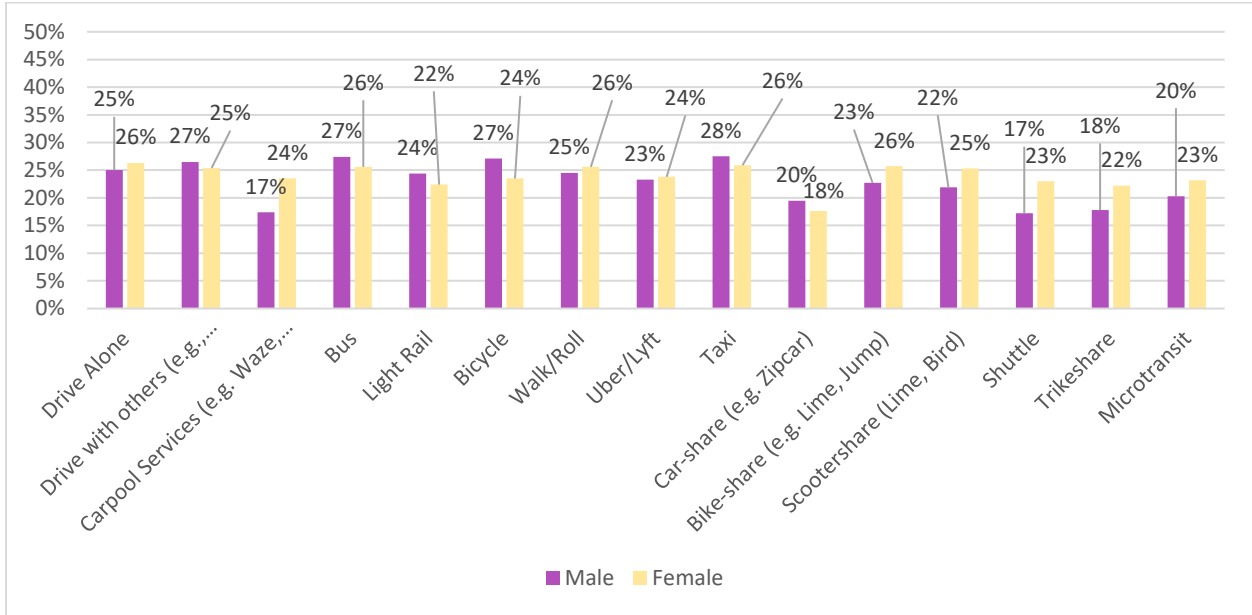


16/17.3 Which transportation options you CURRENTLY use - and which would you CONSIDER using, if they were safe, available, and affordable? - for each of the purposes below - Women/Men

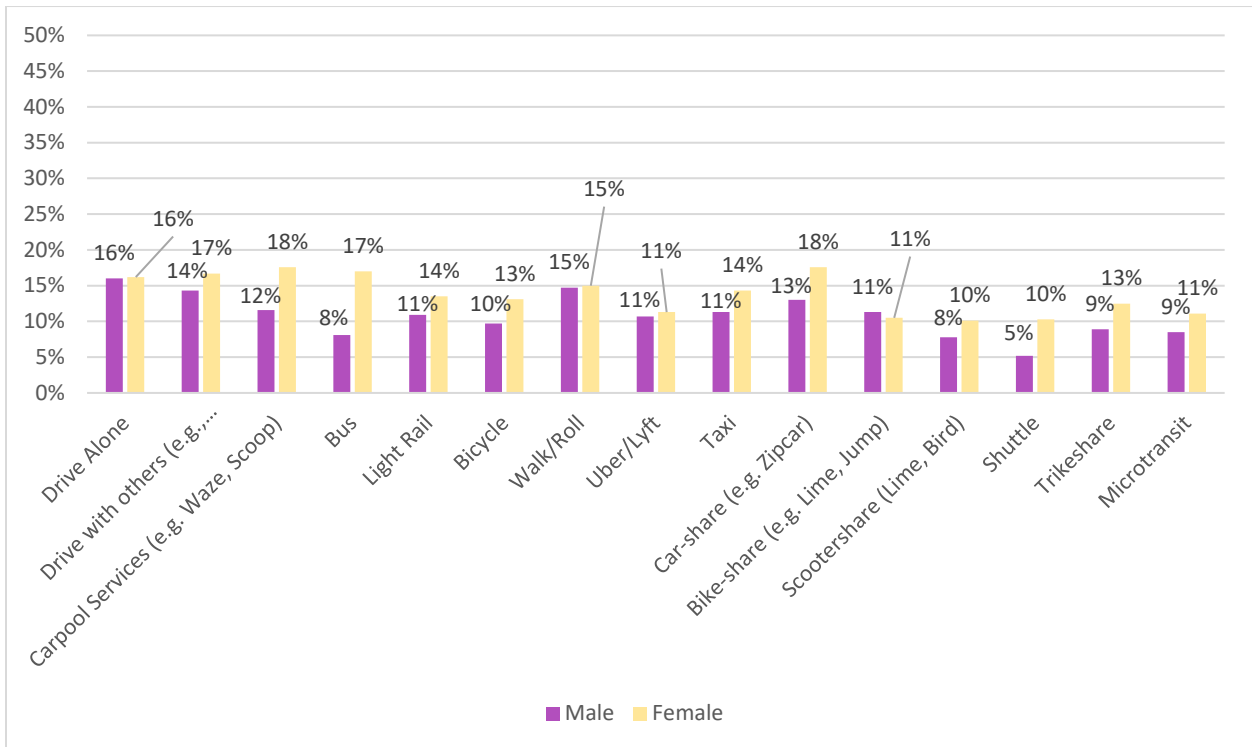
1. Commuting - Women/Men



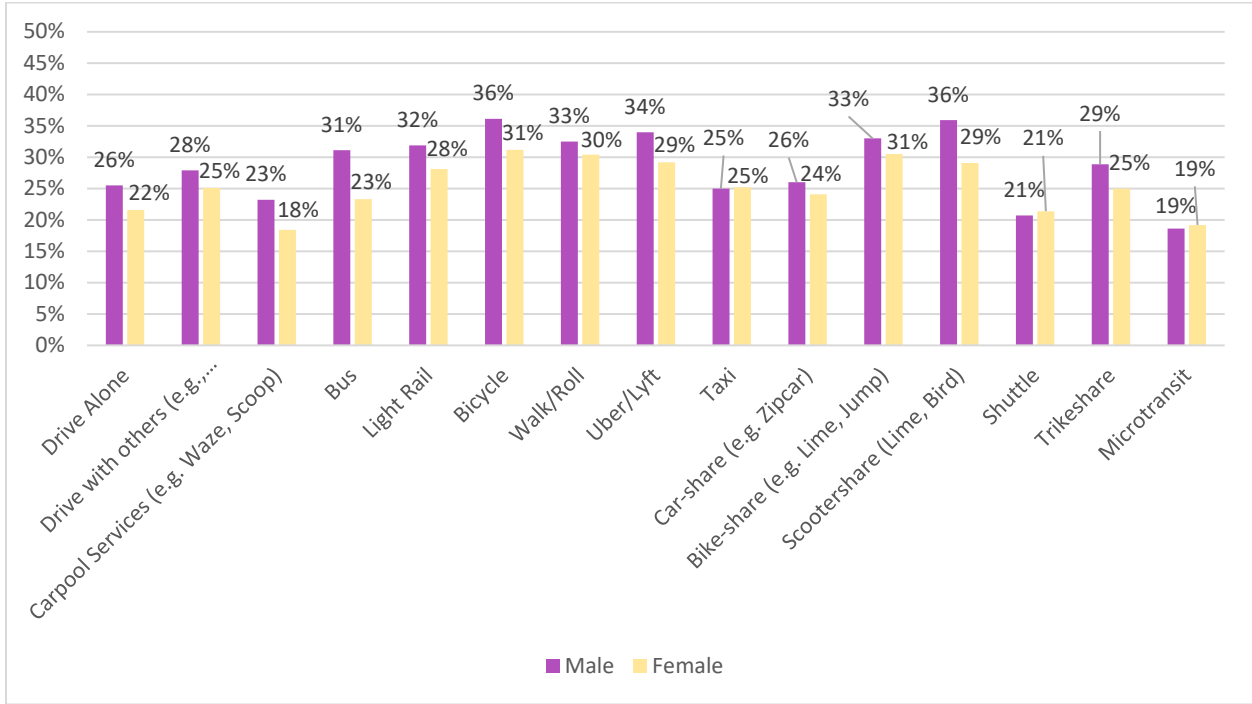
2. Groceries/Errands – Women/Men



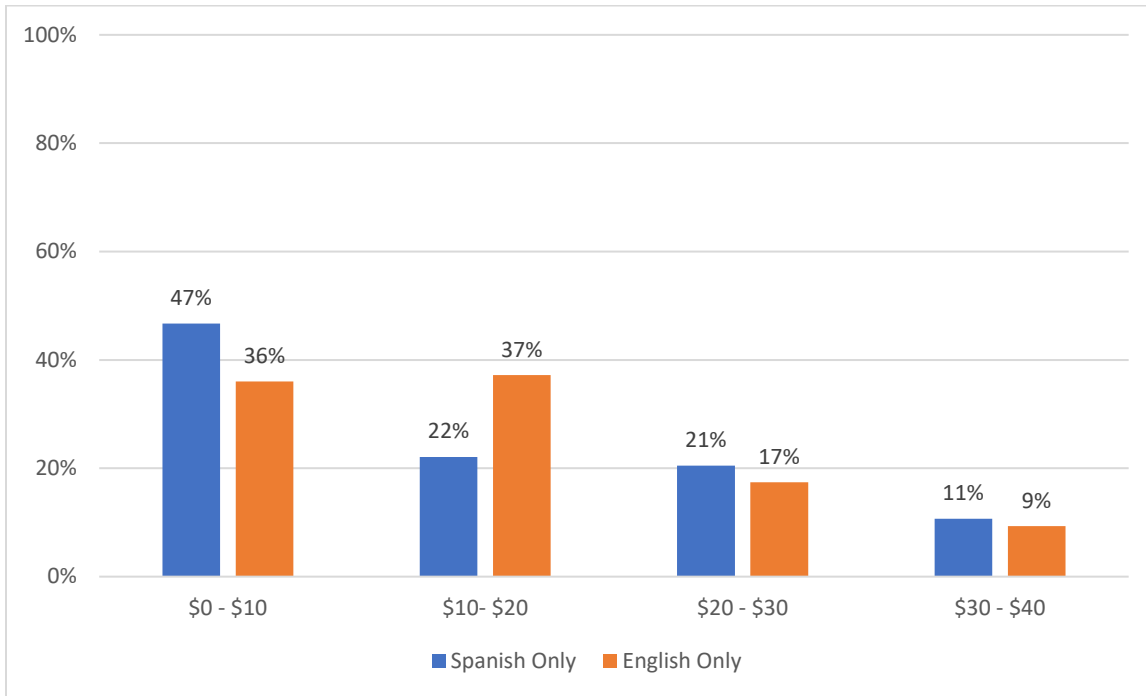
3. Pick-up/Drop-off Children – Women/Men



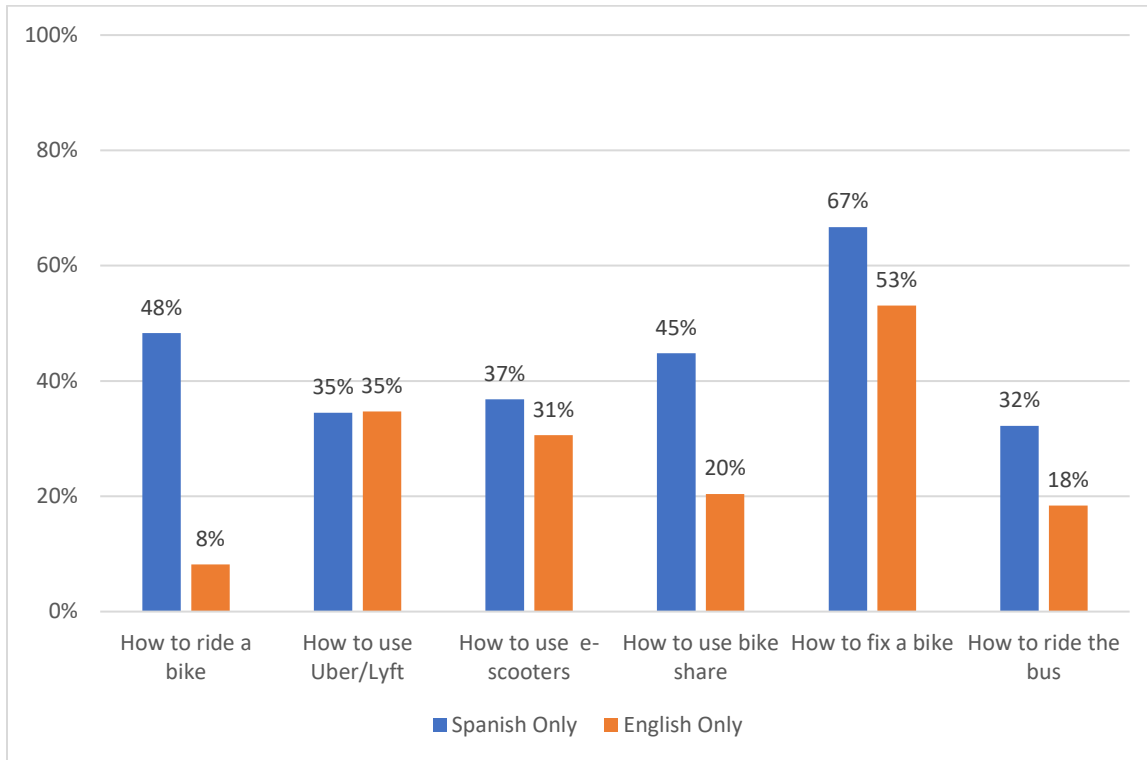
4. Social/Recreational trips – Women/Men



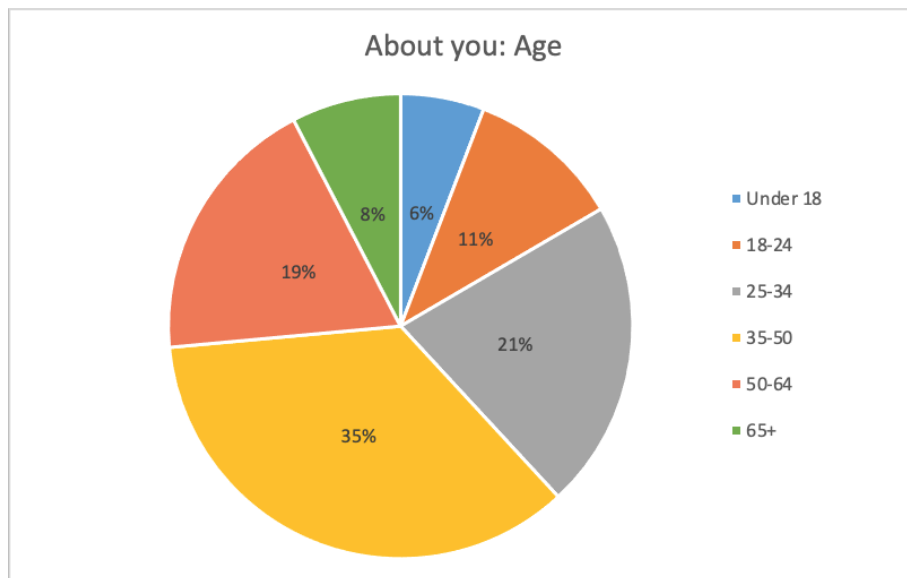
20. What would you be willing to pay to rent a car for one hour?



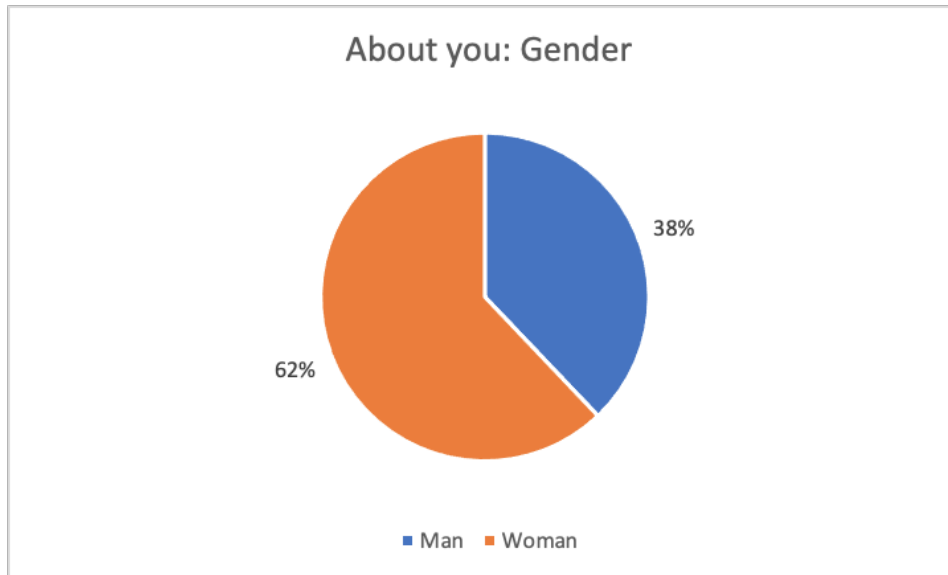
21. Would you be interested in attending an in-person training on the following topics: (check all that apply)



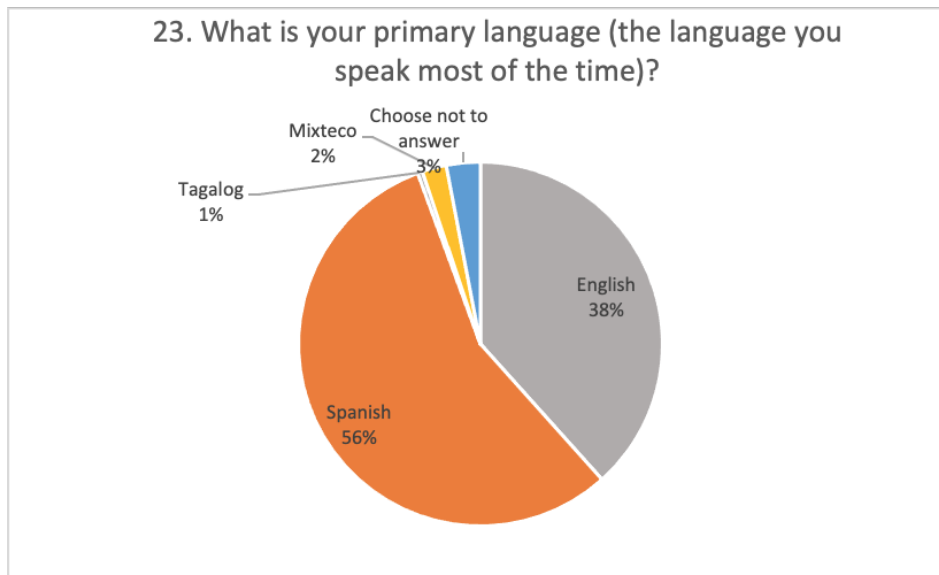
20.1 About you: Age



20.2 About you: Gender



22. What is your primary language (i.e., the language you speak most of the time)?



¿Vives en el centro de Watsonville o cerca de las escuelas primarias Radcliff o Landmark?

¡Responda una encuesta y cuéntenos cuáles nuevas opciones de transporte desea para su comunidad! Los residentes elegibles recibirán una tarjeta de regalo de \$20 después de completar la encuesta.

ENCUESTA EN LÍNEA:
Escanee el código QR o visite el <http://bit.ly/watstransport>

ENCUESTA TELEFÓNICA:
Para realizar la encuesta por teléfono, llame al **(831) 288-7755**.

Para obtener más información:
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La Evaluación de Transporte para la comunidad de Watsonville del Programa Piloto de Opciones de Movilidad Limpia forma parte de las Inversiones del Clima de California, una iniciativa estatal que destina miles de millones de dólares de Cap-and-Trade para la reducción de gases de efecto invernadero, fortalecimiento de la economía y mejoramiento de la salud pública y el medio ambiente – especialmente en comunidades en desventaja.
<http://www.caclimateinvestments.ca.gov>

Do you live in downtown Watsonville or near Radcliff or Landmark Elementary Schools?


Take a survey and tell us what new transportation options you want for your neighborhood! Eligible residents will receive a \$20 gift card after taking the survey.

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The Watsonville Community Transportation Needs Assessment of the Clean Mobility Options Voucher Pilot Program is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.
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!Cuéntenos cuáles nuevas opciones de transporte desea para su comunidad!

Tome una encuesta y reciba una tarjeta de regalo de \$20.

Tell us what new transportation options you want for your neighborhood!

Take a survey and receive a \$20 gift card.



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abajo para participar en
la encuesta.

(Apunte la cámara de
su teléfono aquí)



Scan the QR code to
take the survey.

(Point your phone
camera here)

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Tell us what new transportation options you want for your neighborhood!



Take a survey and receive a \$20 gift card.

Our staff will stop by on the day and time below to ask questions about your transportation needs. If you prefer, you can also scan the QR code to take the survey online. We will mail you a \$20 gift card in 5-7 business days.

Staff will be in your neighborhood on

DAY: _____ TIME: _____

ONLINE SURVEY:

Scan the QR code or visit <http://bit.ly/watstransport>

PHONE SURVEY:

To take the survey over the phone please call **(831) 288-7755**.

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Scan the QR code to take the survey.
(Point your phone camera here)



!Cuéntenos cuáles nuevas opciones de transporte desea para su comunidad!



Tome una encuesta y reciba una tarjeta de regalo de \$20.

Nuestro personal pasará el día y la hora a continuación para hacer preguntas sobre sus necesidades de transporte. Pero si prefiere, usted puede escanear el código QR para tomar la encuesta por el internet y le mandaremos por correo una tarjeta de regalo de \$20 dentro de 5-7 días.

Nuestro personal visitara su vecindario el

DIA: _____ HORA: _____

ENCUESTA EN LÍNEA:

Escanee el código QR o visite el <http://bit.ly/watstransport>

ENCUESTA TELEFÓNICA:

Para realizar la encuesta por teléfono, llame al **(831) 288-7755**.

Para obtener más información:

Por favor llame **(831) 288-7755** o envíenos un correo electrónico directamente a info@regenerationpajarovalley.org

La Evaluación de Transporte para la comunidad de Watsonville del Programa Piloto de Opciones de Movilidad Limpia forma parte de las Inversiones del Clima de California, una iniciativa estatal que destina miles de millones de dólares de Cap-and-Trade para la reducción de gases de efecto invernadero, fortalecimiento de la economía y mejoramiento de la salud pública y el medio ambiente – especialmente en comunidades en desventaja. <http://www.caclimateinvestments.ca.gov>

Escanee el código QR abajo para participar en la encuesta.

(Apunte la cámara de su teléfono aquí)



Clean Mobility Options Voucher Pilot Program (CMO): Eligible Project Models

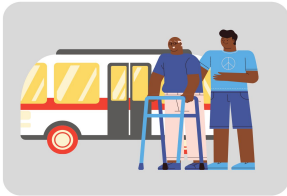


103
Helping people act now.



CMO funds the following zero-emission shared mobility options:

INNOVATIVE TRANSIT SERVICES



Example: Via, Circuit

Commonly referred to as microtransit, this option includes on-demand services and flexible routes that are determined

by customer demand. This option typically services multiple riders at once rather than a single rider.

CARSHARING

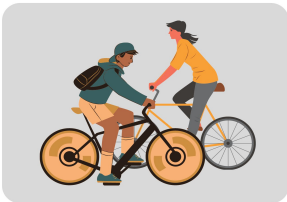


Example: Zipcar, GIG

A service that allows you to rent a car by the minute or hour. You are charged by time and/or distance. Car sharing provides

most of the benefits of owning a car, without many of the costs, like insurance, repairs, and gas.

BIKESHARING/TRIKE SHARE



Example: Lime, Jump

Electric bicycles or tricycles that are available throughout the community to rent by the minute or hour. To ride, either

check out the bike from a dock, or use your smartphone to locate and unlock the bikes wherever they're available.

SCOOTER-SHARING



Example: Lime, Bird

Electric scooters, or e-scooters, that are available to rent by the minute or hour. Scooters are parked around the community,

usually on sidewalks. They can be located and unlocked using a smartphone.

CARPPOOLING / VANPOOLING

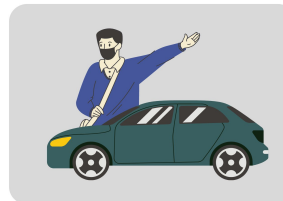


Example: Waze, Scoop

An arrangement between people to make a regular journey in a single vehicle, typically with each person

taking turns to drive. Carpooling usually involves 5 or less people, while vanpooling includes 5 or more.

UBER/LYFT



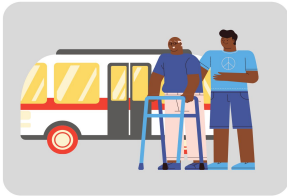
Example: Uber, Lyft

An arrangement in which a passenger travels in a private vehicle driven by its owner, for free or for a fee, especially as

arranged by means of an app or phone call.

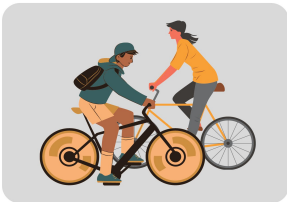
CMO funds the following zero-emission shared mobility options:

Micro movilidad



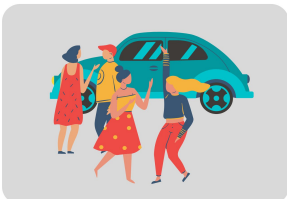
Example: Via, Circuit
Micro movilidad es una opción de transporte con rutas y horarios flexibles que conecta a gente y lugares con existentes redes de transporte. Este servicio de transporte es similar a un autobús y utiliza minibuses o servicios de lanzadera para abordaje y descarga en zonas designadas o áreas específicas en la banqueta.

Sistema de bicicletas/triciclos compartidos



Example: Lime, Jump
Un servicio que le permite alquilar una bicicleta o triciclo por minuto u hora. Para conducir, puede reservar la bicicleta desde una estación o usar tu teléfono inteligente para ubicar y desbloquear las bicicletas donde sea que estén disponibles.

Servicio de viajes en carro compartidos



Example: Waze, Scoop
Un acuerdo entre gente que hacen viajes regularmente en solo un vehículo, típicamente cada persona manejando a los demás. Viajes compartidos suelen tener menos de 5 personas mientras las camionetas de transporte suelen incluir más de 5 personas, típicamente yendo a trabajar.

Sistema de carro compartido



Example: Zipcar, GIG

Un servicio que le permite alquilar un coche por minutos o por horas. Se cobra por tiempo y/o distancia. El servicio de compartir carros ofrece la mayoría de las beneficios de tener un coche, sin muchos de los costes, como el seguro, las reparaciones y la gasolina.

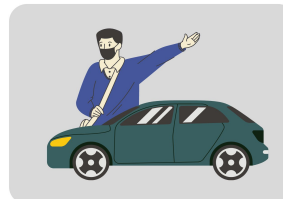
Patinetas Eléctricas Compartidos



Example: Lime, Bird

Un servicio que le permite alquilar patinetas eléctricas (también conocidos como "escooters") por minuto o por hora. Escoters están estacionados alrededor de la ciudad, generalmente en las aceras. Se pueden localizar y desbloquear utilizando un teléfono inteligente.

UBER/LYFT



Example: Uber, Lyft

Un acuerdo donde el pasajero viaja en un automóvil privado manejado por el dueño del automóvil, usualmente por una tarifa o gratis, que está organizado por una aplicación o por el internet.

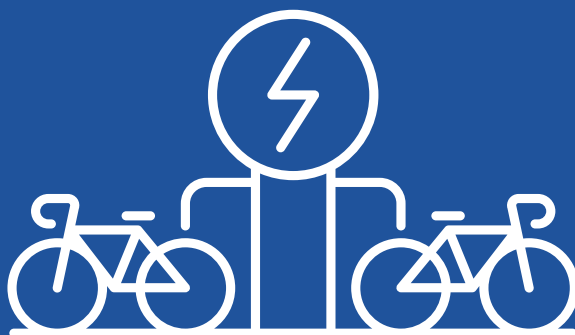
Do you live in downtown Watsonville or near Radcliff or Landmark Elementary Schools?



Take a survey and tell us what new transportation options you want for your neighborhood!

Eligible residents will receive a \$20 gift card after taking the survey.

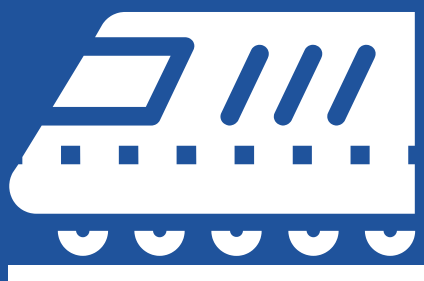




ONLINE SURVEY: bit.ly/watstransport
OR linked in @regenerationpv bio

PHONE SURVEY: To take the survey over the phone please call (831) 288-7755.

LEARN MORE: For more information please call (831) 288-7755 or email us directly at info@regenerationpajarovalley.org

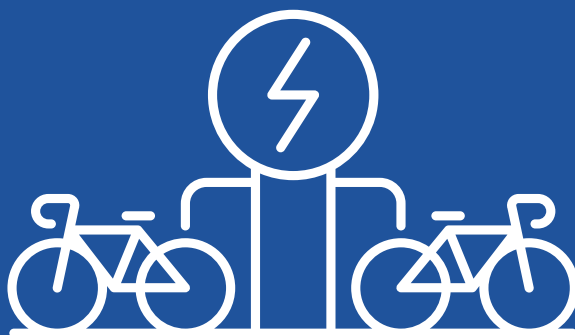


¿Vives en el centro de Watsonville o cerca de las escuelas primarias Radcliff o Landmark?

¡Responda una encuesta y cuéntenos cuáles nuevas opciones de transporte desea para su comunidad!

Los residentes elegibles recibirán una tarjeta de regalo de \$20 después de completar la encuesta.

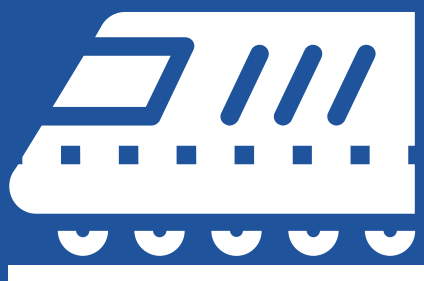


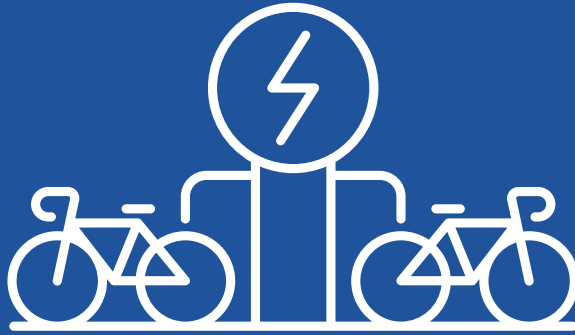


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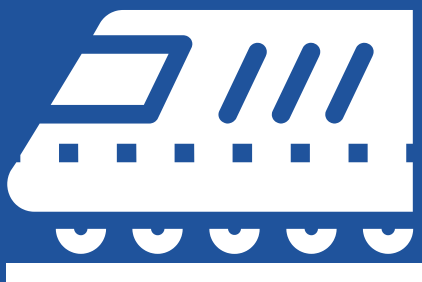
PARA MÁS INFORMACIÓN: Llame (831) 288-7755 o envíenos un correo electrónico a info@regenerationpajarovalley.org





Clean Mobility Options

Learn more about what low emission
transportation can look like in our
community!



CARSHARING

A service that allows you to rent a car by the minute or hour. You are charged by time and/or distance. Car sharing provides most of the benefits of owning a car, without many of the costs, like insurance, repairs, and gas.

Examples: Car2go, Zipcar, and Getaround



+Saves money on gas, car payments, and maintenance

+Practical for those who don't need cars everyday

MICROTRANSIT

This option includes on-demand services and flexible routes that are determined by customer demand. This option typically services multiple riders at once rather than a single rider.

Examples: Lift Line, UberPOOL, Circuit, and Via

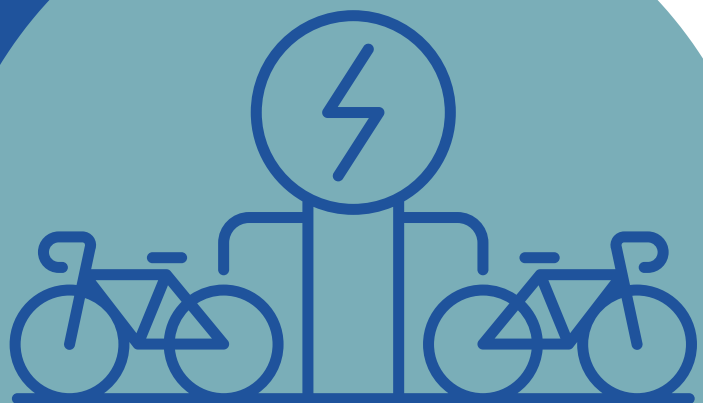


+Reduced cost per trip
+Service in response to demand

E-BIKESHARE

Electric bicycles or tricycles that are available throughout the community to rent by the minute or hour. To ride, either check out the bike from a dock, or use your smartphone to locate and unlock the bikes wherever they're available.

Examples: Jump and Lime



+Increases the visibility of cyclists

+leads to improved bicycling and walking infrastructure

E-SCOOTERSHARE

Electric scooters, or e-scooters, that are available to rent by the minute or hour. Scooters are parked around the community, usually on sidewalks. They can be located and unlocked using a smartphone.

Examples: Lime, Bird, and Spin



- + Don't need a driver's license**
- + Can lead to improved bicycling and walking infrastructure**