



4 COMMUNITY PERSPECTIVES

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INTRODUCTION

The City of Carlsbad designed and implemented a Communications Plan to guide outreach to the wide range of stakeholders and community members and inform the development of the SMP.

Importantly, the community outreach approach included multiple activities tailored to address the unique needs and interests of each stakeholder group, and to promote meaningful engagement in the planning process. The overall goals for community outreach included the following:

- Educate the community on the SMP need, purpose, benefits, process and engagement options
- Design and implement engaging activities to provide clear and easily accessible opportunities for community input about the SMP
- Build relationships with partners and neighboring jurisdictions that can extend the reach of public engagement efforts
- Utilize community input to inform context-specific mobility solutions

This chapter provides a summary of the community outreach activities for the SMP. The draft Communications Plan is provided in Appendix D.

IN THIS CHAPTER

- Summary of the community engagement approach and key findings
- Conceptual priorities to help guide project identification and prioritization efforts

INITIAL RESEARCH

The City and project team members conducted initial research activities at the early stage of the SMP process to inform development and implementation of the Communications Plan. Initial research activities included a business survey, message development, focus groups and field intercepts.

Business Survey: The City's Transportation Department conducted a survey of businesses and their employees, focusing on specific mobility behaviors and choices, including the following:

- Reasons for choosing a transportation option other than driving alone to work
- Benefits experienced from commuting to work using an option other than driving alone
- Barriers to using options other than driving alone

Message Development: City staff from multiple departments and project consultants collaborated in reviewing messaging from existing plans and public information to develop a unified messaging platform.

NV5, communications consultants to the City, led efforts to study options for refined messaging, program names and branding to support public awareness of sustainable mobility.

Focus Groups and Field Intercepts: Action Research, evaluation consultants to the City, led efforts to engage residents, employees and visitors through focus groups and field intercepts. The purpose of these activities was to understand transportation habits and preferences, as well as public understanding of sustainable mobility.

Collectively, these research activities provided City staff and project team

members with a strong mix of qualitative and quantitative data that highlight levels of public awareness, understanding and support for sustainable mobility in Carlsbad.

Importantly, this data provides the City with perspectives about how public communications and outreach can be most meaningful and engaging for the range of stakeholders and community members in developing the SMP, and for future implementation.

City staff and project team collaborating



STAKEHOLDERS AND TARGET AUDIENCES

Overall, the Communication Plan focused on reaching all stakeholders and community members in the City, as well as in neighboring jurisdictions. For the purposes of organizing efforts and activities, categories of stakeholders and communities of interest included the following:

- General Public
- Planning Groups
- Professional and Community Associations
- Businesses and Corporations (small and large) and Business Groups/Organizations
- Business Parks
- Education and School Districts (elementary to college, including teachers, students, parents, scouts and other groups)
- Environmental Groups/Organizations
- Transportation Groups/Organizations
- Medical and Public Health Groups and

Professionals

- Recreation Groups/Organizations
- Housing Groups/Organizations
- Internal (managers, staff, consultants, etc.)
- Local Government (staff, city councils)
- Media (local, state, national and international)

- Regional Elected Officials (and staff)
- Regional Transportation Boards
- Civic Groups and Clubs
- Tourists

The following sections summarize key outreach and engagement activities undertaken by the project team.

Brian Gaze leading outreach plan



Project Webpage

The City developed a SMP webpage on its website with a high-level overview of the project purpose and goals. Project team members updated the content during the planning process after each SWG meeting to provide access to meeting materials, background information and other related reference materials.

Online Survey

An online survey was conducted to better understand needed mobility improvements for walking, biking, taking transit and getting to school.

Community Meetings and Presentations

Project team members conducted community meetings and presentations with key stakeholders during the planning process to explain the purpose of the project, and focus discussion on specific topics of interest and concern. Community meetings and presentations occurred as requested by the following groups:

- Agua Hedionda Lagoon Foundation
- Carlsbad Chamber of Commerce
- Carlsbad Unified School District

superintendent and principals

- ViaSat Sustainability Team

Farmer's Market Booth

Project team members engaged community members regarding the SMP at the State

Street Farmers Market in Carlsbad Village on December 12 and 19, 2018 and January 9, 2019. The purpose of these engagements was to conduct direct public education and receive input using the project survey, via the web or print versions.

Carlsbad residents participating in an outreach activity at the local Farmer's Market



Extended Public Review Period

The Transportation & Mobility Commission requested that the SMP project team implement an extended public review period that included posting the October 2020 Draft SMP on the City’s project website, providing an extended review period from November 9, 2020 to December 7, 2020, and soliciting input via an online survey about community members’ perceptions of the plan. A summary of the input received during this extended public review period is provided in Appendix E.

Additional Activities

Project team members conducted additional activities as follows:

- **Social Media:** SWG members and City departments assisted in promoting the SMP through their social media platforms
- **Cyclist Outreach:** Project team members distributed customized

“Carlsbad does a great job with the bike paths, keep up the good work!”

information materials as “handle-bar flyers” and at organized cycling rides to encourage public input via the survey

- **Tours:** As part of SWG meetings, project team members and select community partners provided tours of workspaces that promote sustainable mobility

METROQUEST ONLINE QUESTIONNAIRE

The Metroquest-hosted online questionnaire included an introductory page with an overview of the SMP effort and five landing pages. The questionnaire was linked from the City webpage with a number of collateral materials. The first page was an introductory page and provided an overview of the SMP effort.

Prioritization Exercise

The second page of the questionnaire asked people to rank their priorities for the SMP. The SWG recommended eight possible priorities for the City to emphasize in future project development efforts. Each priority included a brief description and photo of the priority. Respondents were asked to rank their top five priorities, using a “1” to reflect

“Keep doing what you are doing - the long-range planning and saving, creating reserves for sound investments, is appreciated.”

their highest and “5” to reflect their lowest priority.

The eight priorities listed were:

- **Gap Closure -** Improvements that create connectivity by removing gaps or barriers in places people walk or bike - for example, completing a sidewalk.
- **Innovation -** Technological innovations can enhance convenience and safety, and innovative designs can make it safer to walk and bike throughout Carlsbad.
- **Location -** Scope of Benefit prioritizes projects that benefit the greatest number of residents and employees.
- **Short-term Implementation -** Refers to “quick-build” projects that could occur within the City’s existing right-of-way and would not require extensive design or additional studies.

“It would be nice to have a shuttle service from downtown to the outlet mall, Costco, etc.”

- First/Last Mile Services - Refers to the beginning or end of an individual trip, primarily on transit or via other means such as biking or walking, in order to access job sites.
- Regional Significance - Any project that ties into, or is a piece of a larger regional project. An example is San Diego County’s Coastal Rail Trail.
- Cost Effectiveness - Looks at project cost compared to return on investment. For example, in terms of new users, improved safety, or other benefits
- Social Equity - Helps ensure people of all ages, abilities and backgrounds would benefit from new projects and investments.

Results of Priority Rankings

Count - From a total of 131 respondents ranking their top five priorities, Innovation was ranked first (31 respondents), followed by Location, Gap Closure, Cost Effectiveness and First-Last Mile Services. See Figure 4-1.

Average Score - The highest-ranked priority from respondents was First-Last Mile services, followed by Innovation and Gap Closure. In the exhibit at lower right, an average score closer to “1” indicates a priority more likely to be ranked first by the respondent. See Figure 4-2.

While not scientific, these findings helped shape the recommendations of this report by guiding the project team toward a focus on innovative solutions designed to

FIGURE 4-1 ALL COMMENTS RECEIVED BY CATEGORY (COUNT)

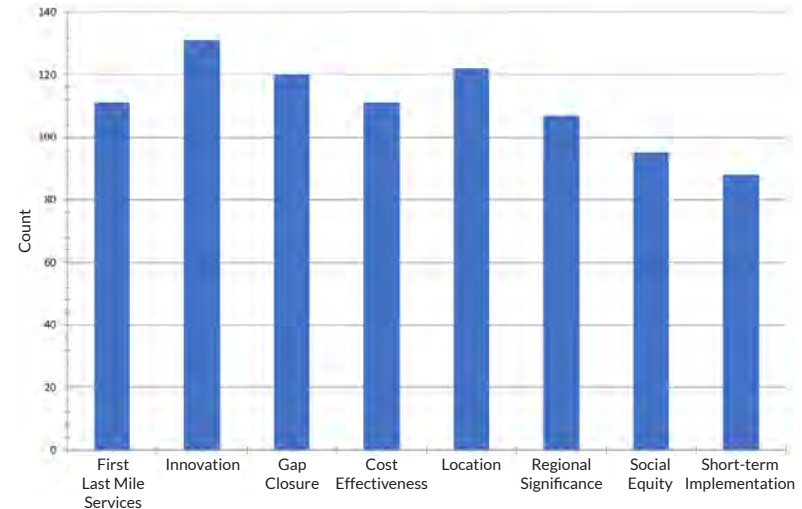
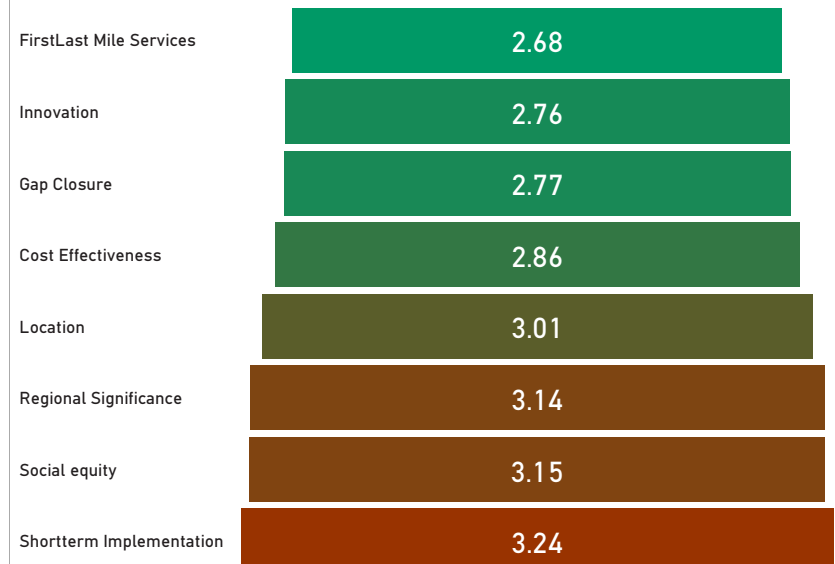


FIGURE 4-2 ALL COMMENTS RECEIVED BY CATEGORY (AVERAGE)



close travel network gaps, particularly gaps in the journey to and from key destinations such as schools, job centers, and other popular locations.

Mapping Exercise

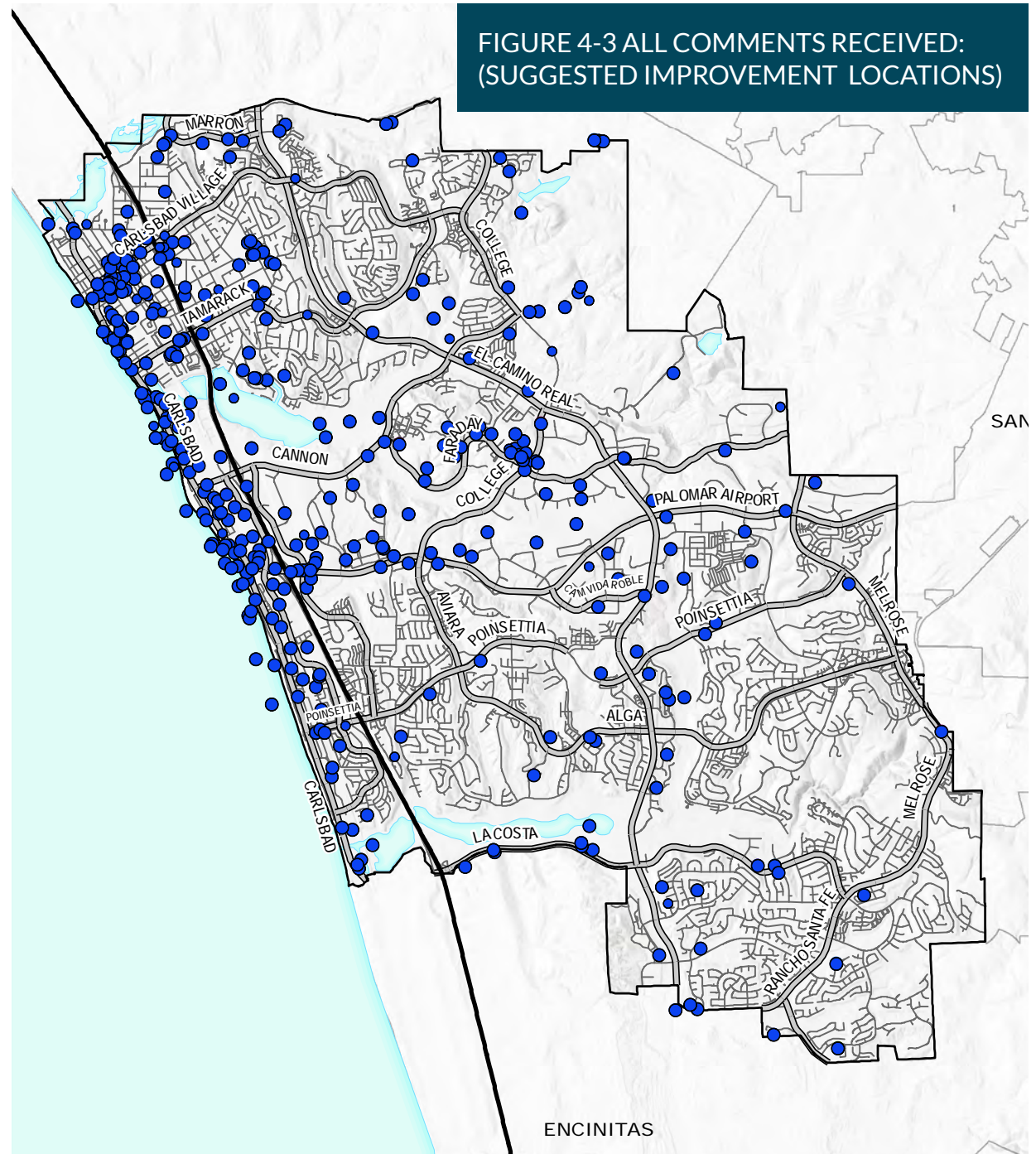
Screen three of the online survey asked respondents to identify locations where they thought the City of Carlsbad could make mobility improvements for walking, biking, taking transit or getting to school. There was an additional icon representing parking, which people could use to express concerns regarding parking at specific locations.

The results of these mapping exercises can be seen on the following pages. Figure 4-3 shows all comments received and the location of the issue for recommended improvement.

Visioning Exercise

The fourth screen asked respondents about their vision for the future of Carlsbad. Respondents were asked to complete the sentence, "In ten years, I want Carlsbad to be a place where" This question received 126 responses. Selected responses are included throughout the body of this chapter. A complete listing of all comments received can be found in Appendix F of this report.

The fifth and final page thanked respondents for participating, asked for basic demographic information (such as age, gender and zip code) and requested a contact email address if they wanted to stay in touch throughout the process.



“In ten years, I want Carlsbad to be a place where automobile usage is optional.”

Comments By Mode

Figure 4-4 shows each of the comments received online by comment type.

COMMENTS RECEIVED



125
COMMENTS



89
COMMENTS



68
COMMENTS



62
COMMENTS



23
COMMENTS

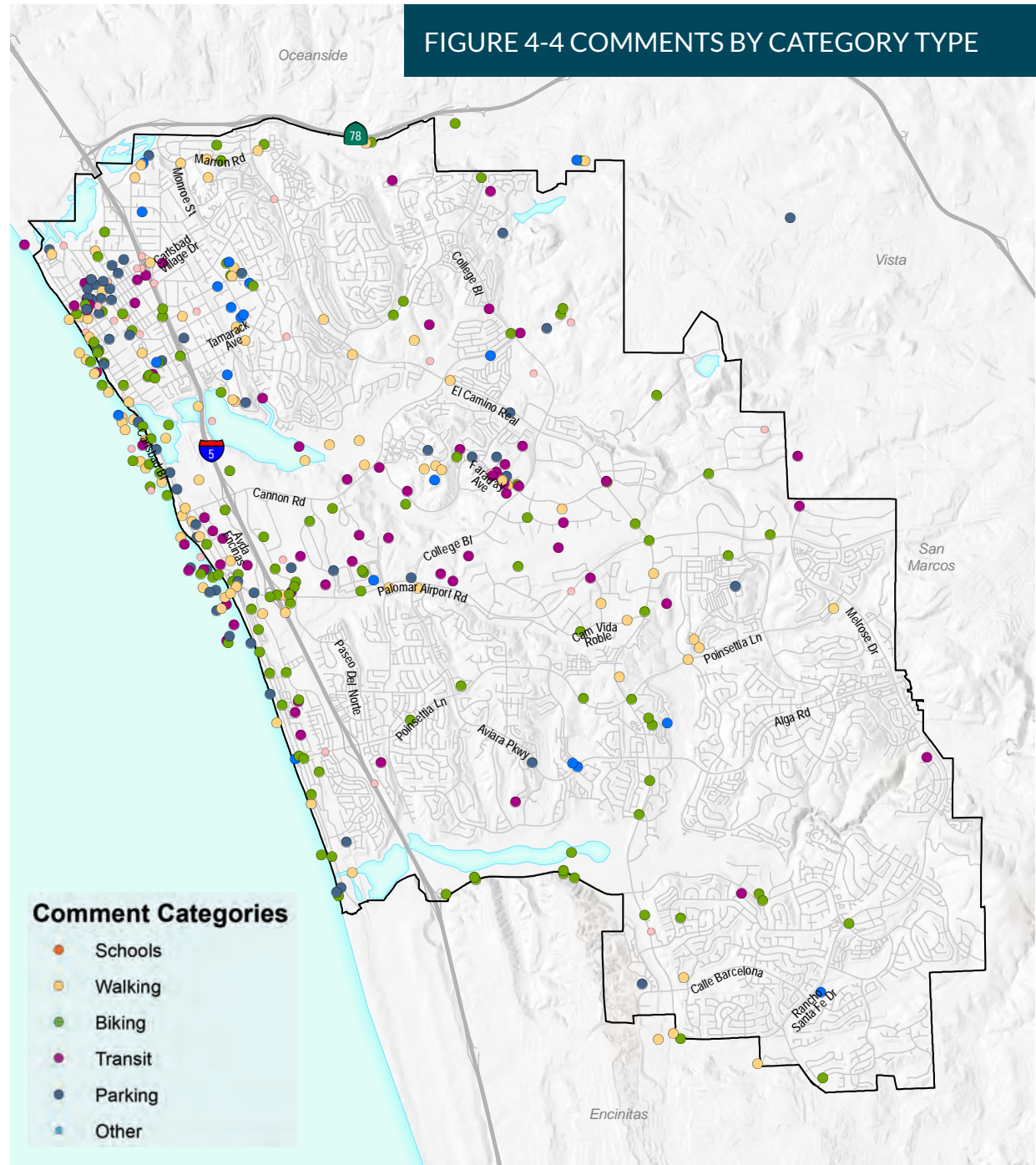
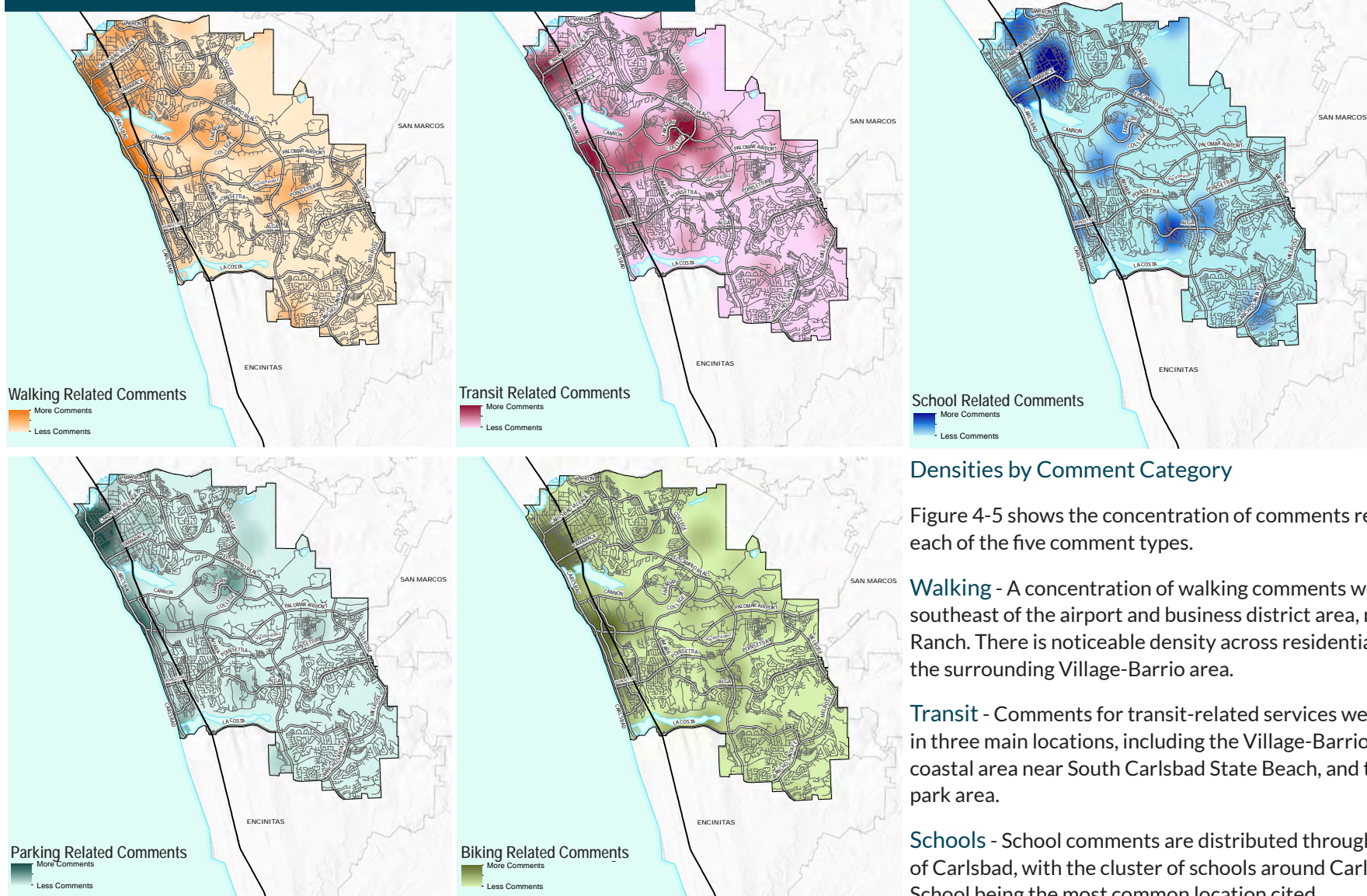


FIGURE 4-5 DENSITIES BY COMMENT CATEGORY TYPE



Densities by Comment Category

Figure 4-5 shows the concentration of comments received for each of the five comment types.

Walking - A concentration of walking comments were received southeast of the airport and business district area, near Bressi Ranch. There is noticeable density across residential areas and the surrounding Village-Barrio area.

Transit - Comments for transit-related services were received in three main locations, including the Village-Barrio area, the coastal area near South Carlsbad State Beach, and the business park area.

Schools - School comments are distributed throughout the City of Carlsbad, with the cluster of schools around Carlsbad High School being the most common location cited.

Parking - Parking comments are similar to that of transit, with a greater concentration near the Village-Barrio area.

Biking - There are concentrations of cycling related comments near the coast and in the Village-Barrio.

“La Costa. Get it done!”



150 COMMENTS BY WOMEN

26% WALKING-RELATED
(most common category for women)



183 COMMENTS BY MEN

40% BIKING-RELATED
(most common category for men)

“In ten years, I want Carlsbad to be a place that prioritizes people over vehicles, where transit options create vibrant, walkable and bike-friendly places.”

Comments By Gender

The top map shows the density of female comments, reflecting a concentration of comments in the business park district.

The bottom map shows the density of male comments, which are more dispersed across the City. Males show higher rates of comments in the residential areas compared to females.

Both male and female respondents had comments addressed towards the coastal and Village-Barrio area as a whole.

“In ten years, I want Carlsbad to be a place where motor vehicles were phased to second place; personal mobility was moved to forefront.”

“We love sidewalks to be complete and provide easy access to restaurants and grocery stores.”

FIGURE 4-6 COMMENTS BY GENDER

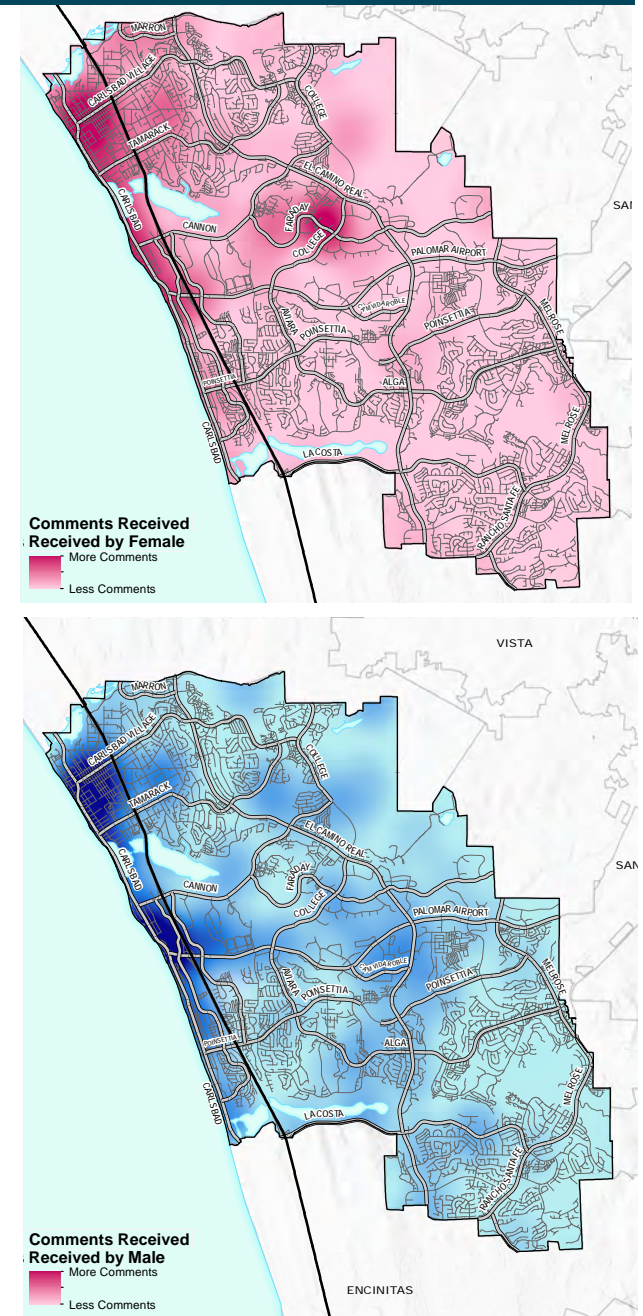
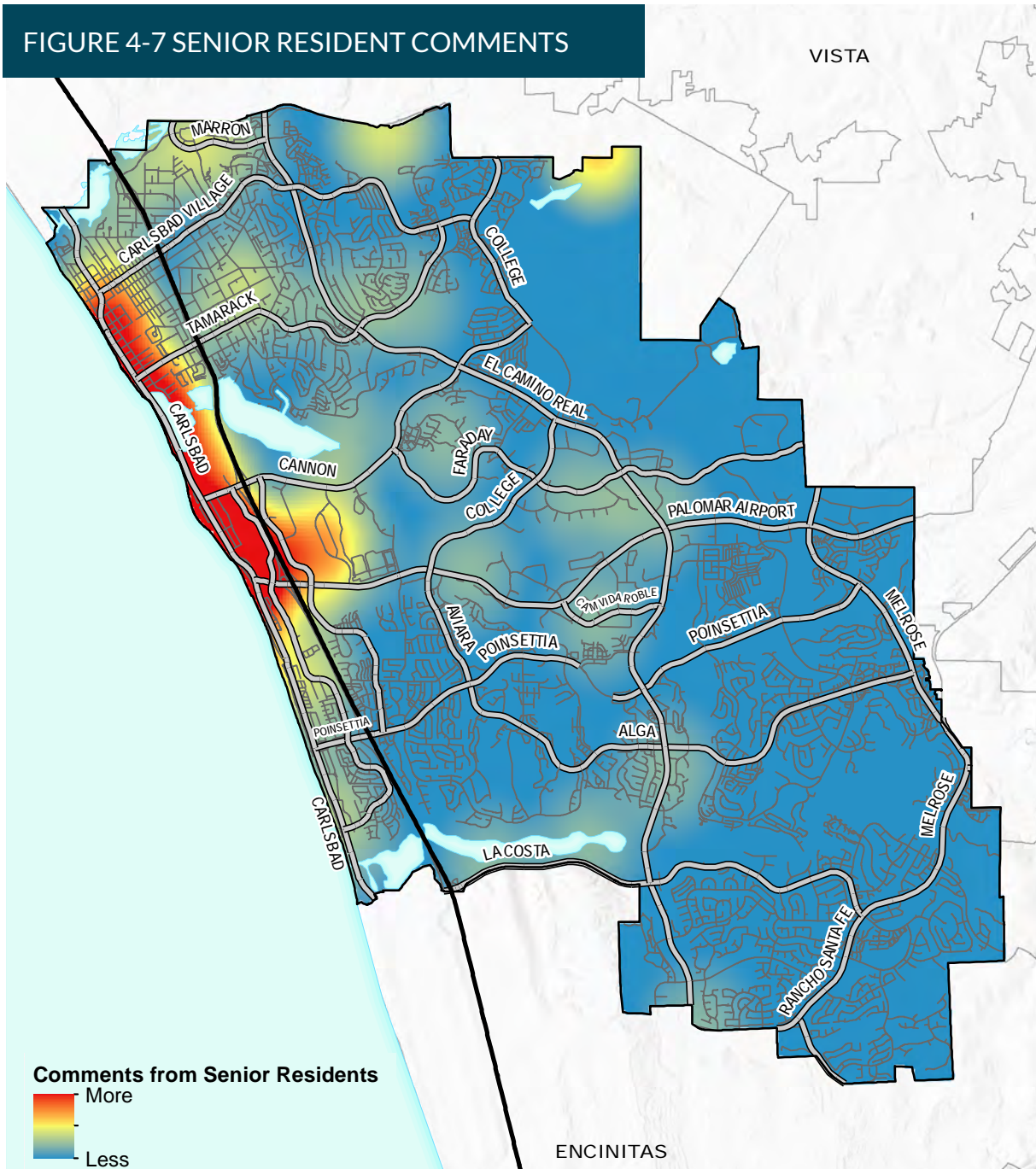


FIGURE 4-7 SENIOR RESIDENT COMMENTS



Comments From Seniors

Figure 4-7 displays the distribution of 70 comments received by seniors - those who stated they were 66 years or older. A majority of the comments were directed to the coast, specifically the area around North Ponto and South Carlsbad State beaches.

“[The] built environment has been made to prioritize cars. We should generally invest more in public transportation, bike lanes, and walkable areas. This is an issue of social equity and climate.”

“It would be amazing to have more frequent buses or a trolley along major thoroughfares toward the beach so people can access the beach without driving.”

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