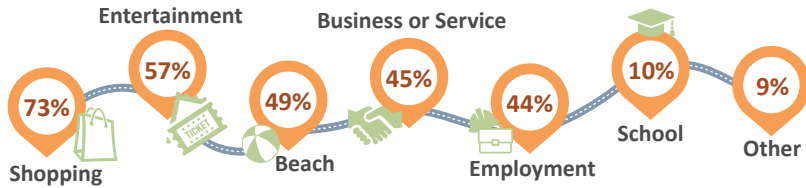


BEACH BLVD

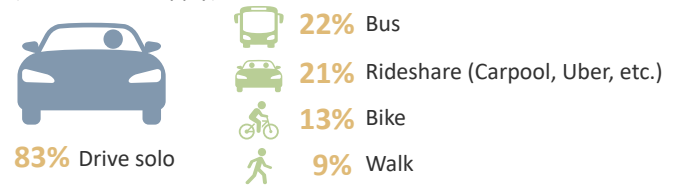
Beach Boulevard Corridor Study Outreach and Survey Results

Corridor Survey Results

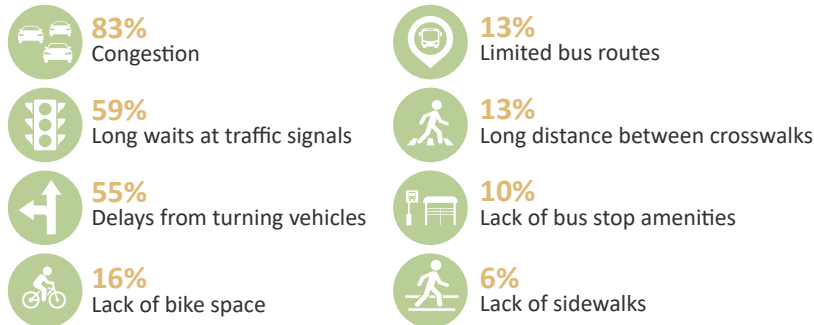
Why do you travel on Beach Boulevard? (Check all that apply)



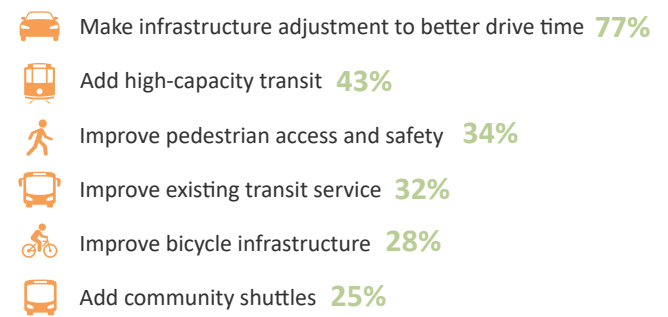
How do you currently travel on Beach Boulevard? (Check all that apply)



What challenges do you experience while traveling on Beach Boulevard? (Select up to 3)

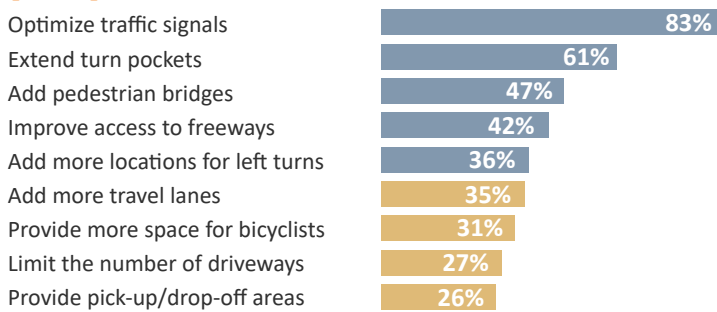


What would you do to enhance travel conditions on Beach Boulevard? (Select up to 3)

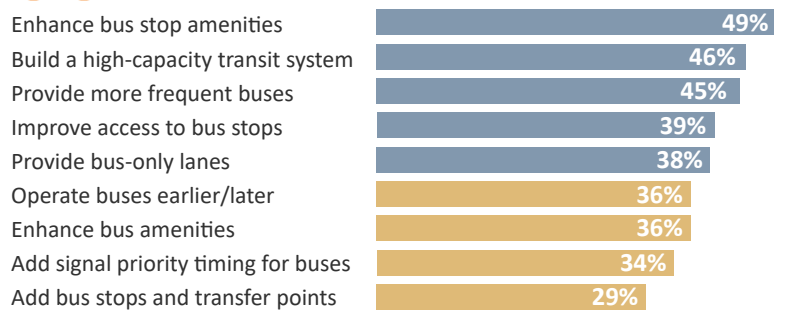


What would you do to improve:

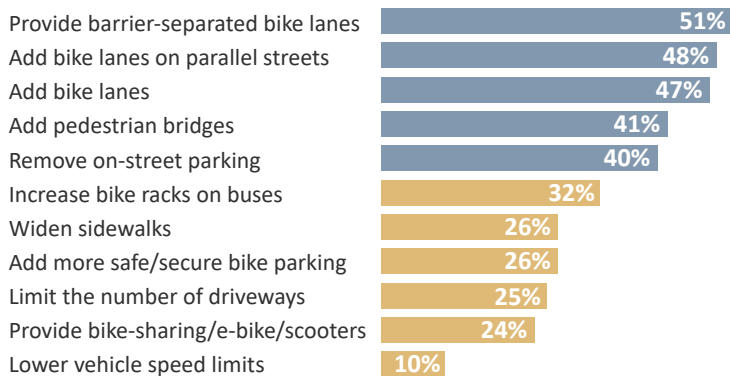
Driving on Beach Blvd (Select up to 5)



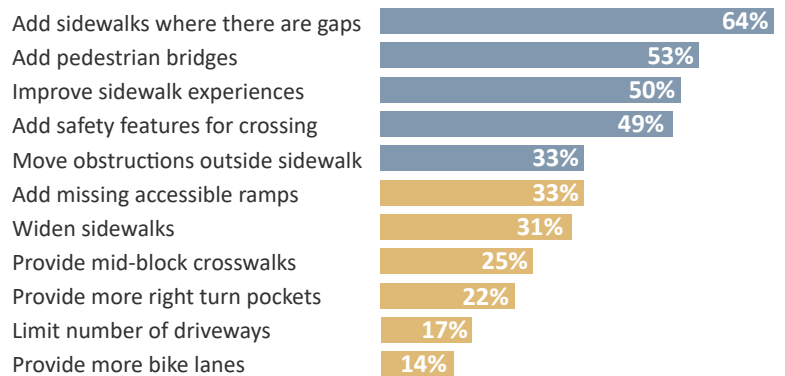
Transit service on Beach Blvd (Select up to 5)



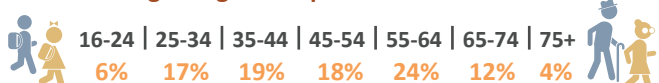
Bicycling on Beach Blvd (Select up to 5)



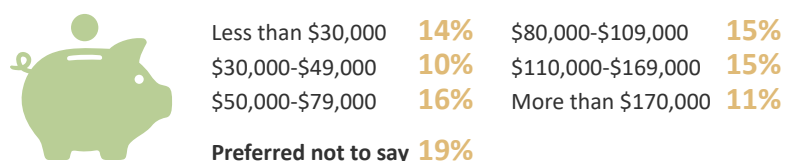
Walking on Beach Blvd (Select up to 5)



What is the age range of respondents?



What is the combined annual household income?



Beach Boulevard Corridor Study Outreach and Survey Results

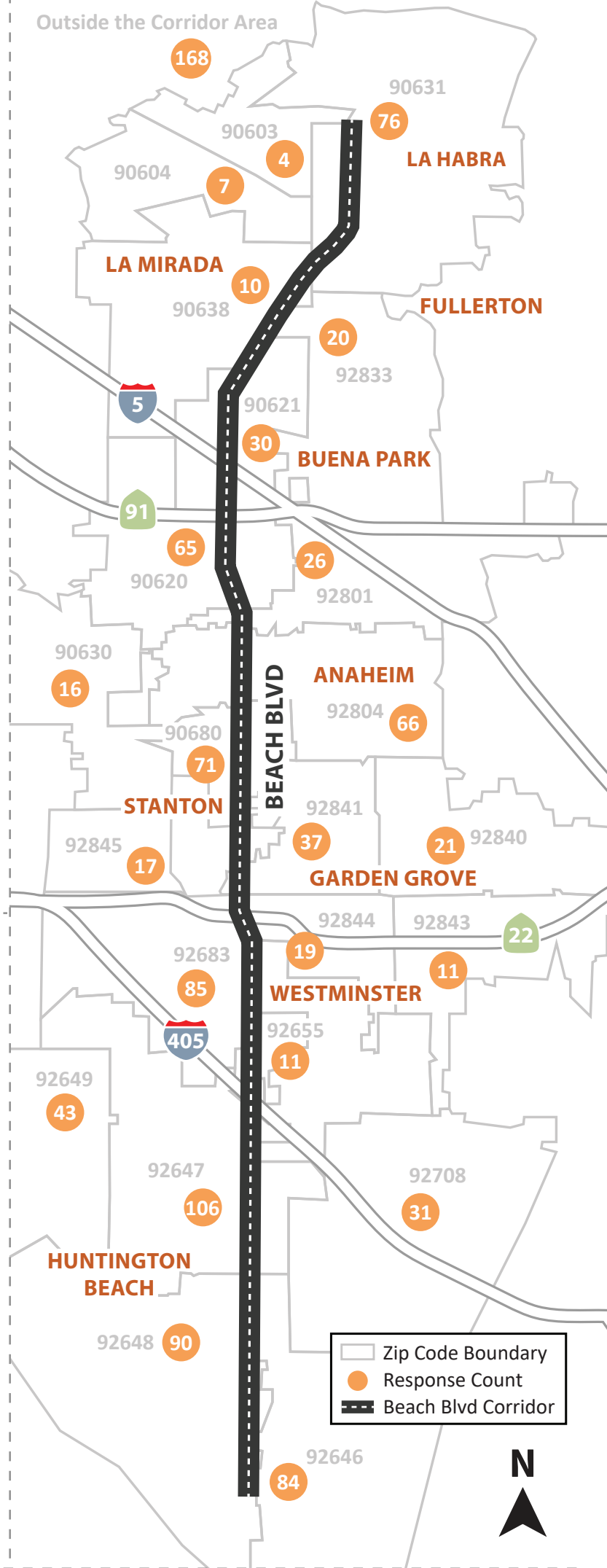
First Steps to Transforming Beach Boulevard

-  Hosted **8** pop-up/community events, attracting **350** participants
-  Mailed **453** postcards and E-mailed **16,000+** bus riders and stakeholders
-  Distributed flyers to **45** libraries, city halls, and senior and community centers
-  Shared e-communication tool-kits with **9** corridor cities and **18** public committees/stakeholder organizations
-  Advertised in **1** Spanish and **1** Vietnamese newspaper
-  Shared **100's** of fact sheets and frequently asked questions
-  Conducted bus surveying on-board **3** buses
-  Promoted the project and survey with **2** Facebook ad boosts, **4** OCTA Facebook posts, and **1** OCTA Twitter post
-  Announced the project through **OCTA On-the Move** blog and the press resulting in **5** additional news articles
-  Collected **1,133** completed surveys from May 1 - June 1, 2019
-  All materials were shared in **English, Spanish, and Vietnamese**

What is being said about the study?



Where are the responses coming from?



Stay Connected

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 octa.net/beachstudy



As of June 2019