



Town of Moraga	Agenda Item
Ordinances, Resolutions, Requests for Action	11. B.

Meeting Date: April 13, 2016

**TOWN OF MORAGA**

**STAFF REPORT**

**To: Honorable Mayor and Councilmembers**

**From: Ellen Clark, Planning Director  
Coleman Frick, Assistant Planner  
Charles Hester, Vice President of Godbe Research**

**Subject: Receive Results of Community-Wide Survey Regarding Options for the Livable Moraga Road Project Segment 3 (Donald Drive to Corliss Drive) and Provide Direction to Staff**

**Request**

Based on direction from the Town Council in March 2015, Godbe Research Associates was retained to conduct a community-wide survey of various options for the configuration of Moraga Road between Donald Drive and Corliss Drive (also described as "Segment 3") as part of the Livable Moraga Road project. A series of Focus Groups were held in August 2015, and a mail survey was conducted in December 2015, including all Moraga residential addresses. The Town Council is requested to receive and consider the results of the survey, and to provide direction to staff on the preferred configuration for Segment 3. The Council's direction will be incorporated into the overall Livable Moraga Road corridor plan, which the Council will consider at a later meeting.

**Background**

The Livable Moraga Road project was initiated mid-2013 as a community-based planning effort funded by a Measure J Transportation for Livable Communities Grant, with the project's overarching goal to improve the function, character and connectivity of Moraga Road between Campolindo High School and St. Mary's Road. A particular focus of the effort is to identify ways to improve Moraga Road as a "complete street" that can safely accommodate all modes of transportation, including vehicles, bicycles, pedestrians and transit. The project study area, which is divided into four subareas or segments, is illustrated in Figure 1.



**FIGURE 1**

The first and current phase of the project is to develop a preferred concept for the corridor. In the next phase, the consultant team will develop design drawings and prepare the necessary CEQA document, with the entire design package then brought back to the Town Council for adoption as the final corridor plan.

The Livable Moraga Road project was initiated in 2013 with work to gather background data and information, including initial site visits and physical survey, meetings with stakeholders, a walking tour and public workshop, and preparation of a detailed existing conditions report. Based on the information gathered in the first phase in early 2014 the consultant team developed a series of three alternative concepts for the corridor, ranging from a series of relatively modest improvements and upgrades, to more extensive pedestrian and bicycle facilities.

These alternatives were discussed by the project's Advisory Committee (TAC)<sup>1</sup>, and at a public workshop in March 2014. Based on the input from the TAC and community feedback, staff presented an initial preferred concept to the Town Council on May 14, 2014. Among other improvements, the then recommended alternative included an end-to-end multi use path along Moraga Road, connecting from the High School up to the existing trail adjacent to Moraga Commons Park. The Town Council also considered options for the segment of Moraga Road, between Donald Drive and Corliss Drive, which is the most physically constrained within the study area. A multi-use path and sidewalk in this segment was proposed, along with reduction of the number of vehicle through lanes from four to two, and addition of a new two-way turn lane. Traffic analysis indicated that there is currently sufficient capacity in the segment such that no immediate major traffic impacts would result; however, with traffic increases over time, in the long term a drop in level of service (an increase in vehicle delay) at peak periods could

<sup>1</sup> Town Advisory Committee includes representatives from the Planning Commission, Design Review Board, Park and Recreation Commission, former Traffic Safety Advisory Committee, and Moraga Youth Involvement Committee.

1 occur. While lower than Moraga’s adopted standard, the level of delay would remain in  
2 a range considered acceptable by many communities, and would be limited to this  
3 approximately half-mile stretch of Moraga Road.  
4

5 At the May 2014 meeting, discussion focused on the potential configuration of Segment  
6 3 changes, and particularly the pros and cons of a potential vehicle lane reduction.  
7 While recognizing the clear importance of and need for improved pedestrian and bicycle  
8 facilities along Moraga Road, there was significant concern expressed about potentially  
9 negative traffic impacts associated with reducing the number of vehicle lanes. At the  
10 conclusion of the meeting Town Council requested that staff and the consultant team  
11 further study right-of-way conditions; and to continue to work with the community to  
12 ensure all of the details of proposed changes were well understood and appropriately  
13 vetted, and all options fully explored.  
14

15 Based on Town Council’s feedback, the project team conducted additional research into  
16 the right-of-way condition with focus on Segment 3, based on available Town and other  
17 documents. The research found that right-of-way width varies between 80 and 105 feet  
18 in Segment 3, compared to a current pavement width of approximately 65 feet.  
19 Although there appears to be adequate right-of-way, many private improvements such  
20 as stairs, walls and mailboxes have been constructed in the right-of-way, and Laguna  
21 Creek comes close to the roadway on the west side, constraining the ability to expand  
22 the pavement width in this area.  
23

24 Options for the configuration of Segment 3 were also further developed and refined,  
25 including creation of a pair of “short term” and “long term” designs for each option.  
26 Short-term changes could be implemented within the existing 65 foot pavement width,  
27 with simple modifications such as striping and installation of separators. The long-term  
28 changes could be accommodated within the Town’s right-of-way, but would also require  
29 widening of the existing pavement, and thus more complex and costly engineering and  
30 construction.  
31

32 The revised corridor concept and Segment 3 options were presented at a community  
33 workshop on September 29, 2014 and at a Town Advisory Committee meeting on  
34 October 14, 2014 followed by a Joint Planning Commission, Design Review Board and  
35 Park and Recreation Commission meeting in November, and additional TAC meetings  
36 in November and December to finalize a recommendation to the Town Council.  
37

38 On January 14, 2015, staff and the project consultants presented overall concept for the  
39 entire corridor, including the three short-term and long-term options for configuration of  
40 Segment 3. They included a range of configurations for vehicle lanes, pedestrian and  
41 bicycle facilities, including an option that would maintain the existing four travel lanes;  
42 an option that would maintain only one through lane in each direction, plus a center turn  
43 lane; and an option that would maintain two through lanes northbound, but only one  
44 through lane southbound, and a center turn lane. While all three options include  
45 pedestrian and bike facilities, options with fewer vehicle lanes also provide more room  
46 for enhanced pedestrian and bicycle facilities, such as a multi-use path, rather than a  
47 basic sidewalk, or buffered (separated) bike lanes.

1 The recommendation based on TAC, Board, Commission input, and feedback provided  
2 at the public workshops supported the option including one southbound and two  
3 northbound lanes, which could also accommodate a multi-use path, sidewalk and bike  
4 lanes.

5  
6 At the January 14 meeting, some members of the public in attendance expressed  
7 strong support for the option recommended to Town Council; others felt more  
8 substantial facilities should be provided for pedestrian and cyclists; while others were  
9 concerned about a reduction in vehicle lanes and capacity. Among the Town Council  
10 there was not consensus on whether to support the staff recommendation as proposed.  
11 Instead, the Town Council agreed that the change proposed was an important enough  
12 question that additional and more extensive outreach, in the form of a community-wide  
13 survey should be conducted on the Segment 3 proposals.

14  
15 Subsequently, the Town commissioned Godbe Research to conduct a mail survey of  
16 Moraga households to help inform and support the Livable Moraga Road Project and  
17 specifically, the preferred configuration of Segment 3. The survey process and  
18 outcomes are presented in the discussion section, below.

19  
20 **Discussion**  
21  
22 Godbe's scope included first conducting a series of focus groups, which helped to  
23 define and refine the topics and issues tested in the mail survey. These focus groups  
24 were held in August 2014, and included two groups of randomly-selected residents, who  
25 engaged in a facilitated discussion of the overall project and Segment 3 options.

26  
27 The final mail survey (Attachment A), which incorporated review and comments from a  
28 subcommittee including Councilmembers Trotter and Wykle was designed to evaluate  
29 three potential short-term options<sup>2</sup> developed through the Livable Moraga Road  
30 planning process, and the existing conditions of Segment 3 for all users. The three  
31 options evaluated in the survey, in the form of conceptual cross sections, along with a  
32 cross section to illustrate existing conditions, correspond to those presented to the  
33 Town Council in January 2014, and are illustrated in Figure 2.

34  
35 Some of the specific research objectives of the mail survey of households included:  
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37

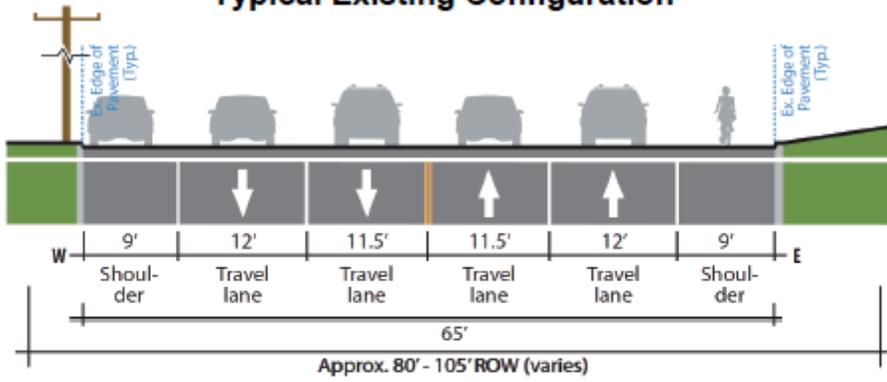
- Evaluating the desire to balance the needs of drivers with those of bicyclists,  
pedestrians, and other non-drivers for Segment 3
- Assessing the likes and dislikes of the specific features of the existing conditions  
38 of Segment 3 and each of the three potential short-term options
- Evaluating perceived safety and convenience for drivers for the Segment 3  
39 existing conditions as well as for each of the three potential short-term options

40  
41

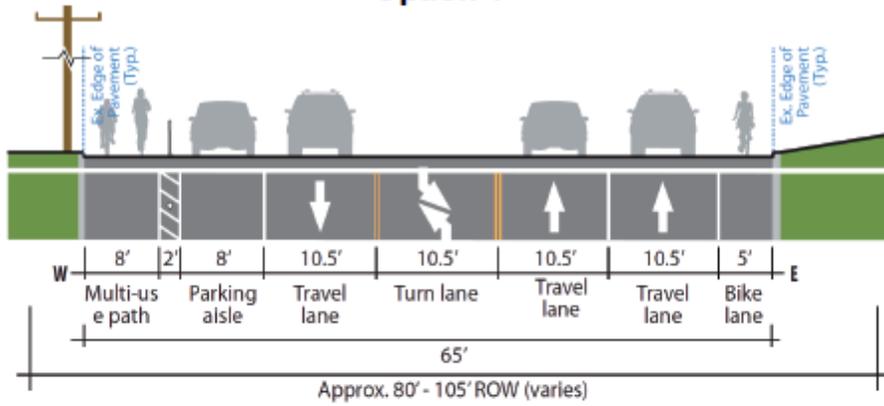
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<sup>2</sup> Due to the complexity of the topic and the options under consideration, Godbe recommended focusing only on the "short-term" version of the three options (changes made within the existing pavement width). Although this means that public opinion on the long-term configurations was not specifically tested, because the short-term and long-term version of each option are parallel in terms of their basic configuration of vehicle lanes, and corresponding pedestrian and bicycle facilities, the results of the survey for the short term options can reasonably be translated to the long-term options.

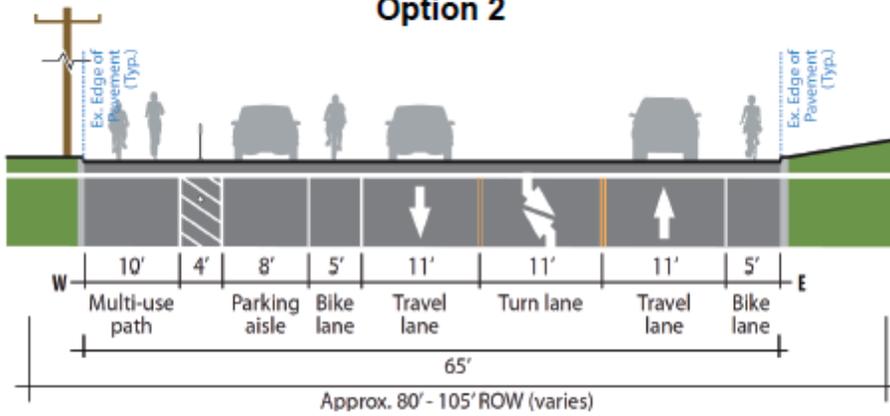
## Typical Existing Configuration



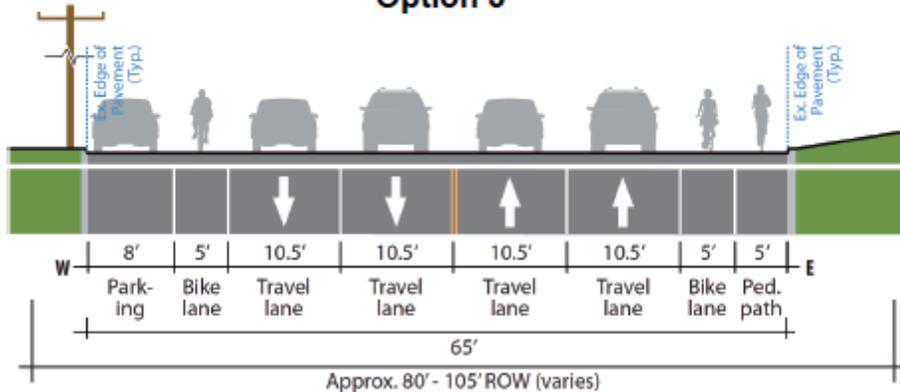
## Option 1



## Option 2



## Option 3



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- Evaluating perceived safety and convenience for pedestrians, bicyclists, and other non-drivers for the existing conditions of Segment 3 as well as for each of the three potential short-term options
- Determining which of the three potential short-term options best meet the needs of Moraga residents, or if existing conditions are preferred
- Evaluating if a potential future change in level of service for two of the potential short-term options would impact support for these specific options

The complete survey report is included as Attachment B, with key findings summarized below.

Survey Methodology:

The mail survey of approximately 5,700 households was conducted from December 17, 2015 through January 8, 2016, and a survey packet was mailed to each household in the Town of Moraga, including residences at Saint Mary’s College. The survey included 26 questions. 1,108 returned surveys were received prior to the survey closing date, which represented an approximate response rate of 19%. The margin of error for the survey process was between +/-2.6% to +/-3.0% (at the 95% confidence level) based on the number of responses to individual questions within the actual survey. Limited demographic information (age, gender, and ethnicity) was also collected to compare to known Town demographics.

Summary of Findings:

The high survey response rate and comparison of respondents’ demographics to the community as a whole provides a high degree of confidence that the survey is representative of the opinions of the community as a whole.

Overall, when asked to select the option that they feel works best as a solution for drivers, bicyclists, pedestrians, and public transit (including the option to maintain existing conditions) the responses ranked as follows:

- Option 3 (43%)
- Existing Conditions (22%)
- Option 1 (22%)
- Option 2 (13%)

The survey revealed that more than 75 percent of respondents favored some sort of change in the roadway configuration for Segment 3 of the Livable Moraga Road Project, where less than 25 percent of respondents favored leaving things the way they are now.

Respondents showed a desire to improve safety and convenience for bicyclists and pedestrians through infrastructure improvements, but not to the extent of reducing the number of travel lanes within the limited existing right-of-way in exchange for more robust non-motorized facilities. Although Option 1 and 2 were not selected as the most preferred options by survey respondents, some elements of those options that would enhance bicycle and pedestrian safety and convenience were popular with respondents. These included the dedicated multi-use path, and barriers between the parking aisle and multi-use path.

1 The survey also revealed what types of improvements included in the proposed options  
2 were most preferred, and what characteristics influenced the choice selected by  
3 residents. Respondents were asked in an open-ended format why they chose the option  
4 that they selected. Each response was then coded, revealing 17 distinct categories. The  
5 two most popular responses were ‘two lanes in both directions’ (25%) and ‘traffic flow  
6 vs. bicyclists and pedestrians’ (24%), with about one-quarter of respondents indicating  
7 each of these two reasons for choosing the option selected. The next four most  
8 common responses represented over one-third of responses. These included ‘dedicated  
9 pedestrian/bicycle path’ (13%), ‘center/dedicated turn lane’ (10%), ‘keep the same  
10 [existing conditions]’ (9%), ‘Safest [option]’ (8%).  
11

12 The dedicated center turn lane was also something that respondents felt was missing  
13 from the existing conditions with 42% of respondents mentioning this feature as  
14 something they dislike about the current configuration. In general, more respondents  
15 liked the idea of a center turn lane than disliked it (Option 1: 54% liked dedicated turn  
16 lane, 27% disliked; Option 2: 52% liked dedicated turn lane, 26% disliked). However, in  
17 reviewing the options and features, respondents ultimately felt this was something that  
18 could be sacrificed to keep four travel lanes, while incorporating some of the more  
19 important bike and pedestrian features such as dedicated paths or lanes.  
20

21 Although removing on-street parking in limited areas was included in each of the three  
22 options, no more than 24 percent of respondents listed it as a dislike for Options 1-3,  
23 with removal of parking never ranking higher than 4th or 5th in the list of dislikes. In  
24 general, parking appeared to be a less significant concern than other factors. For  
25 example, based on the survey results, on Segment 3, respondents would much rather  
26 have wider travel lanes than on-street parking.  
27

#### 28 Other Key Findings:

- 29
- 30 • 78% of residents feel that it is important to ease traffic congestion on major  
31 thoroughfares within Moraga.  
32
- 33 • 81% of residents feel that it is important to balance the needs of drivers with the  
34 needs of pedestrians and bicyclists in Town.  
35
- 36 • 60% of residents feel that the conditions on Moraga Road between Campolindo  
37 Drive and St. Mary’s Road (the Livable Moraga Road project corridor) are either  
38 good or excellent specifically for drivers; however, only 27% of residents feel that  
39 the conditions on that same part of Moraga Road are good or excellent for  
40 pedestrians, bicyclists, and other non-drivers.  
41
- 42 • 87% of residents indicated that two travel lanes in each direction were something  
43 they liked about the current conditions of Segment 3, and 42% of residents  
44 disliked the fact there is no center turn lane on Segment 3.  
45
- 46 • 89% of residents feel that the current conditions of Segment 3 are safe for  
47 drivers, but only 32% of residents feel that the current conditions are safe for  
48 pedestrians, bicyclists, and other non-drivers.  
49

1 Key Results for Each Option:

2  
3 *Option 1*

- 4
- 5 • 74% of residents felt that Option 1 is safe for drivers, and 80% of residents felt  
6 that Option 1 is safe for pedestrians, bicyclists, and other non-drivers.  
7
  - 8 • The most liked of this option's features were a dedicated center turn lane for  
9 traffic (54% liked), dedicated multi-use path southbound (54% liked), two travel  
10 lanes for traffic northbound (49% liked), barrier/buffer between multi-use path  
11 and parking (48% liked), and dedicated bike path northbound (48% liked).  
12
  - 13 • The most disliked features included the single travel land for traffic southbound  
14 (65% disliked) and narrowed travel lanes (47% disliked).  
15

16 *Option 2*

- 17
- 18 • 58% of residents feel that this option is safe for drivers, and 70% of residents feel  
19 that Option 2 is safe for pedestrians, bicyclists, and other non-drivers.  
20
  - 21 • The most liked features of this option included a dedicated center turn lane for  
22 traffic (52% liked), dedicated multi-use path southbound (51% liked), barrier  
23 between the multi-use path and parking (46% liked), dedicated bike lanes in both  
24 directions (45% liked), and dedicated pedestrian path northbound (41% liked).  
25
  - 26 • The most disliked features included one travel lane for traffic in both directions  
27 (78% disliked) and narrowed travel lanes (53% disliked).  
28

29 *Option 3*

- 30
- 31 • For Option 3, 76% of residents feel that the design is safe for drivers, and 68% of  
32 residents feel that Option 3 is safe for pedestrians, bicyclists, and other non-  
33 drivers.  
34
  - 35 • The most liked features were two travel lanes for traffic in both directions (80%  
36 liked), dedicated bike lanes in both directions (52% liked), and dedicated  
37 pedestrian path northbound (48% liked).  
38
  - 39 • The most disliked features included narrowed travel lanes (45% disliked) and no  
40 dedicated center turn lane for traffic (43% disliked).  
41

42 Comparison Among Options

43 Despite not being viewed as the safest option for pedestrians, bicyclists, and other non-  
44 drivers, 43% of residents feel that Option 3 best represents the intersection of safety  
45 and convenience for drivers and non-drivers for Segment 3, while 22% of residents  
46 each prefer the existing conditions or Option 1, and 13% of residents prefer Option 2.  
47 As noted above, in looking at support for any change to Segment 3, versus maintaining

1 the existing condition or status quo, 78% of residents support some sort of change to  
2 Segment 3 in comparison to the 22% of residents who support the existing conditions.

3  
4 When provided information about a potential long-term change in the vehicle level of  
5 service (increased vehicle delay) for Option 1 and Option 2, about half of the  
6 respondents changed their opinion to either Option 3 or existing conditions, which  
7 strengthened support for Option 3 as the preferred option among residents as well as  
8 existing conditions as the second most preferred option, however, support for Option 3  
9 is still twice that of the existing conditions.

### 10 11 **Next Steps**

12  
13 Based on discussion and direction from tonight's meeting, comments previously  
14 provided at the January 2015 meeting, and other new information that has emerged  
15 since that time, the consultant team will revise and update the Livable Moraga Road  
16 overall corridor concept.

17  
18 Staff expects to be able to present the revised concept to the Council in late May, for its  
19 consideration and comments. The consultant team will then use the preferred concept  
20 as the basis to develop more detailed design drawings for key areas of the corridor, and  
21 to complete CEQA review, and will also develop recommendations for project details  
22 such as landscaping palette and street furniture, and streetscape treatments in  
23 consultation with the TAC and/or Design Review Board and potentially, the newly  
24 formed Art in Public Spaces Committee. Finally, the complete design package and  
25 CEQA document will be brought back to the Town Council, in late summer or early fall,  
26 for adoption as the Final Livable Moraga Road plan.

### 27 28 **Fiscal Impact**

29  
30 The Livable Moraga Road project is grant funded. Since the grant scope of work did not  
31 include the community survey, the Town Council separately authorized \$40,000 in  
32 funding from Measure J (Transportation Sales Tax Revenues) to cover these costs.  
33 The costs for implementation of the Livable Moraga Road project will be estimated  
34 based on the final preferred concept, and considered by the Town Council as part of the  
35 overall project approval.

### 36 37 **Recommendation**

38  
39 Receive results of the community-wide survey regarding options for the Livable Moraga  
40 Road Project Segment 3 (Donald Drive to Corliss Drive) and provide direction to staff on  
41 the preferred segment configuration to be included in the Livable Moraga Road corridor  
42 plan.

43  
44 **Report reviewed by: Robert Priebe, Interim Town Manager**

### 45 46 **Attachments:**

- 47 **A.** Community-Wide Mail Survey
- 48 **B.** Godbe Research Survey Results Report

# ATTACHMENT A

Community-Wide Mail Survey



Dear Moraga Resident,

**RE: Livable Moraga Road Project Segment 3 – Mail Survey of Households**

The Town of Moraga has commissioned GRA, an independent marketing research firm, to conduct research on potential modifications to a section of Moraga Road between Donald Drive and Corliss Drive, described as "Segment 3", as part of the Livable Moraga Road Project. More information on the Livable Moraga Road Project can be found at [www.moraga.ca.us/livablemoragaroad](http://www.moraga.ca.us/livablemoragaroad).

We hope that you will respond to this brief survey. Your individual responses are entirely confidential and will be used for research purposes only. Your personal data will not be sold or shared with anyone. You will also not be approached for any other reason - we are only interested in your opinions.

Please return one completed survey in the enclosed, postage-paid envelope. Your completed survey must be postmarked on or before January 8, 2015. Thank you in advance for your participation. If you have questions about the Town of Moraga, the Livable Moraga Road Project, or purpose of this survey please contact me at [eclark@moraga.ca.us](mailto:eclark@moraga.ca.us) or (925) 888-7041.

Best regards,  
Ellen Clark, Planning Director  
Town of Moraga

- 
1. How long have you lived in the Town of Moraga and are you a student at St. Mary's College?  
 One year or less  
 2 to 3 years  
 4 to 6 years  
 7 to 10 years  
 More than 10 years  
 St. Mary's College Student
  2. How important is it to ease traffic congestion on major thoroughfares **within** the Town of Moraga?  
 Very important  
 Somewhat important  
 Somewhat unimportant  
 Not important at all  
 Not sure
  3. How important is it to balance the needs of drivers with the needs of pedestrians and bicyclists on major thoroughfares in the Town of Moraga?  
 Very important  
 Somewhat important  
 Somewhat unimportant  
 Not important at all  
 Not sure
  4. How often (if at all) do you use Moraga Road?  
 Everyday  
 3 to 5 times per week  
 1 to 2 times per week  
 A few times a month  
 Once a month or less  
 Never  
 Not sure
  5. How would you rate the traffic on Moraga Road between Campolindo Drive and Saint Mary's Road for **drivers**?  
 Excellent  
 Good  
 Fair  
 Poor  
 Not sure
  6. How would you rate the conditions on Moraga Road between Campolindo Drive and Saint Mary's Road for **pedestrians, bicyclists, and other non-drivers**?  
 Excellent  
 Good  
 Fair  
 Poor  
 Not sure
  7. Before taking this survey, were you aware of the Livable Moraga Road Project?  
 Yes  
 No

The Livable Moraga Road Project is a community-based planning effort for Moraga Road, looking at ways to improve the function, character and livability of the corridor between Campolindo High School and St. Mary’s Road. Key issues to be addressed in the Livable Moraga Road Project include traffic flow, safety and connectivity along the corridor for all uses – drivers, bicycles, pedestrians and transit.

Segment 3 of the Livable Moraga Road Project is the approximately half mile long section of the project (one of four study segments), located between Donald Drive and Corliss Drive, where the Town is currently evaluating three potential options intended to improve safety and balanced use of the corridor for cars, public transit, pedestrians, and bicycles. Options being considered all use the existing roadway (curb-to-curb) area, and involve simple changes like re-striping without widening the existing pavement. Some of the options include reducing the number of vehicle through lanes to provide a dedicated left turn lane and accommodate improved pedestrian and bike facilities. All options meet required traffic design and safety standards, and would provide acceptable traffic operating conditions for approximately the next ten years based on existing and projected traffic volumes. After this date, options that reduce the number of through lanes would moderately worsen traffic conditions such that vehicle speeds might be reduced by 3-5 miles per hour (MPH) at peak periods, compared to retaining the current configuration.

The maps on Page 1 of the attached sheet shows an overview of Segment 3 in the context of the larger Livable Moraga Road Project, and the Typical Existing Conditions for Segment 3 between Donald Drive and Corliss Drive are shown as the first diagram at the top of Page 2 of the attached sheet.

8. In looking at the Typical Existing Conditions diagram, what do you **like** about the current configuration of Segment 3? *(check all that apply)*

- Two travel lanes in each direction for cars
- No dedicated center turn lane
- Wide travel lanes for cars
- Shoulder with shared use for parking, bicyclists and pedestrians
- Other *(Please specify:)* \_\_\_\_\_  Not Sure

9. In looking at the Typical Existing Conditions diagram, what do you **dislike** about the current configuration of Segment 3? *(check all that apply)*

- Two travel lanes in each direction for cars
- No dedicated center turn lane
- Wide travel lanes for cars
- Shoulder for use for parking, and bicyclists and pedestrians
- Other *(Please specify:)* \_\_\_\_\_  Not Sure

10. How safe and convenient do you find the current configuration of Segment 3 for **drivers**?

- |  |  |
|--|--|
| <input type="checkbox"/> Very safe       | <input type="checkbox"/> Very convenient       |
| <input type="checkbox"/> Somewhat safe   | <input type="checkbox"/> Somewhat convenient   |
| <input type="checkbox"/> Somewhat unsafe | <input type="checkbox"/> Somewhat inconvenient |
| <input type="checkbox"/> Very unsafe     | <input type="checkbox"/> Very inconvenient     |
| <input type="checkbox"/> Not sure        | <input type="checkbox"/> Not sure              |

11. How safe and convenient do you find the current configuration of Segment 3 for **pedestrians, bicyclists, and other non-drivers**?

- |  |  |
|--|--|
| <input type="checkbox"/> Very safe       | <input type="checkbox"/> Very convenient       |
| <input type="checkbox"/> Somewhat safe   | <input type="checkbox"/> Somewhat convenient   |
| <input type="checkbox"/> Somewhat unsafe | <input type="checkbox"/> Somewhat inconvenient |
| <input type="checkbox"/> Very unsafe     | <input type="checkbox"/> Very inconvenient     |
| <input type="checkbox"/> Not sure        | <input type="checkbox"/> Not sure              |

Now we are going to review three potential restriping options for this Segment 3 of the Livable Moraga Road Project that are under consideration by the Town. These options are presented as Options 1 through 3 on the same attached sheet included with this mail survey that contains the Typical Existing Conditions.

Option 1 on the attached sheet shows the first option under consideration by the Town. This includes the addition of a dedicated center turn lane; the addition of a bike lane (northbound) and a buffered multi-use path to be shared by bicycles and pedestrians (southbound) on one side of the road; and reconfiguration of the existing continuous on-street parking to be allowed in more limited areas along both sides of the road. These changes would be accommodated by converting one of the two existing through-lanes of travel for drivers on the southbound side of Segment 3 into a turn lane, and by slightly narrowing all travel lanes.

12. In looking at Option 1 as a potential option for Segment 3, what do you **like** about this configuration? *(check all that apply)*

- Dedicated center turn lane for traffic
- Dedicated multi-use path southbound
- Dedicated bike path northbound
- Two travel lanes for traffic northbound
- One travel lane for traffic southbound
- Narrowed travel lanes
- Allows parking in more limited areas along both sides of Moraga Road
- Physical barrier/buffer between multi-use path and parking aisle
- Other *(Please specify:)* \_\_\_\_\_  Not Sure

13. In looking at Option 1 as a potential option for Segment 3, what do you **dislike** about this configuration? (*check all that apply*)

- Dedicated center turn lane for traffic
- Dedicated multi-use path for southbound
- Dedicated bike path for northbound
- Two travel lanes for traffic northbound
- One travel lane for traffic southbound
- Narrowed travel lanes
- Allows parking in some more limited areas along both sides of Moraga Road
- Physical barrier/buffer between multi-use path and parking aisle
- Other (*Please specify:*) \_\_\_\_\_  Not Sure

14. How safe and convenient do you find this potential option for **drivers** for Segment 3?

- |  |  |
|--|--|
| <input type="checkbox"/> Very safe       | <input type="checkbox"/> Very convenient       |
| <input type="checkbox"/> Somewhat safe   | <input type="checkbox"/> Somewhat convenient   |
| <input type="checkbox"/> Somewhat unsafe | <input type="checkbox"/> Somewhat inconvenient |
| <input type="checkbox"/> Very unsafe     | <input type="checkbox"/> Very inconvenient     |
| <input type="checkbox"/> Not sure        | <input type="checkbox"/> Not sure              |

15. How safe and convenient do you find this potential option for **pedestrians, bicyclists, and other non-drivers** for Segment 3?

- |  |  |
|--|--|
| <input type="checkbox"/> Very safe       | <input type="checkbox"/> Very convenient       |
| <input type="checkbox"/> Somewhat safe   | <input type="checkbox"/> Somewhat convenient   |
| <input type="checkbox"/> Somewhat unsafe | <input type="checkbox"/> Somewhat inconvenient |
| <input type="checkbox"/> Very unsafe     | <input type="checkbox"/> Very inconvenient     |
| <input type="checkbox"/> Not sure        | <input type="checkbox"/> Not sure              |

Option 2 on the attached sheet shows a second option under consideration by the Town. This includes the addition of a dedicated center turn lane; addition of a buffered multi-use path (southbound) on one side of the road, and a pedestrian path on the northbound side; addition of bike lanes on both sides of the road; and reconfiguration of the existing continuous on-street parking to be allowed in more limited areas along both sides of the road. These changes would be accommodated by reducing the two lanes of travel for drivers to one lane in each direction on each side of Segment 3 of Moraga Road, and by slightly narrowing travel lanes.

16. In looking at Option 2 as a potential option for Segment 3, what do you **like** about this configuration? (*check all that apply*)

- Dedicated center turn lane for traffic
- Dedicated multi-use path southbound
- Dedicated pedestrian path northbound
- Dedicated bike lanes in both directions
- One travel lane for traffic in both directions
- Narrowed travel lanes
- Parking in some more limited areas along both sides of Moraga Road
- Physical barrier between multi-use path and parking aisle
- Other (*Please specify:*) \_\_\_\_\_  Not Sure

17. In looking at Option 2 as a potential option for Segment 3, what do you **dislike** about this configuration? (*check all that apply*)

- Dedicated center turn lane for traffic
- Dedicated multi-use path southbound
- Dedicated pedestrian path northbound
- Dedicated bike lanes in both directions
- One travel lane for traffic in both directions
- Narrowed travel lanes
- Parking in some more limited areas along both sides of Moraga Road
- Physical barrier between multi-use path and parking aisle
- Other (*Please specify:*) \_\_\_\_\_  Not Sure

18. How safe and convenient do you find this potential option for **drivers** for Segment 3?

- |  |  |
|--|--|
| <input type="checkbox"/> Very safe       | <input type="checkbox"/> Very convenient       |
| <input type="checkbox"/> Somewhat safe   | <input type="checkbox"/> Somewhat convenient   |
| <input type="checkbox"/> Somewhat unsafe | <input type="checkbox"/> Somewhat inconvenient |
| <input type="checkbox"/> Very unsafe     | <input type="checkbox"/> Very inconvenient     |
| <input type="checkbox"/> Not sure        | <input type="checkbox"/> Not sure              |

19. How safe and convenient do you find this potential option for **pedestrians, bicyclists, and other non-drivers** for Segment 3?

- |  |  |
|--|--|
| <input type="checkbox"/> Very safe       | <input type="checkbox"/> Very convenient       |
| <input type="checkbox"/> Somewhat safe   | <input type="checkbox"/> Somewhat convenient   |
| <input type="checkbox"/> Somewhat unsafe | <input type="checkbox"/> Somewhat inconvenient |
| <input type="checkbox"/> Very unsafe     | <input type="checkbox"/> Very inconvenient     |
| <input type="checkbox"/> Not sure        | <input type="checkbox"/> Not sure              |

Option 3 on the attached sheet shows the final option under consideration by the Town. This includes the addition of a bike lane on both sides of Segment 3; the addition of a pedestrian path on only one side of the road; and the addition of on-street parking on alternating sides of the road. This option would retain the existing two through lanes of traffic in each direction, although it would narrow lanes slightly, and would not add a dedicated center turn lane on Segment 3 of Moraga Road.

20. In looking at Option 3 as a potential option for Segment 3, what do you **like** about this configuration? (check all that apply)

- No dedicated center turn lane for traffic
- Dedicated pedestrian path northbound
- No dedicated pedestrian path southbound
- Dedicated bike lanes in both directions
- Two travel lanes for traffic in both directions
- Narrowed travel lanes
- Parking in some limited areas along both sides of Moraga Road
- Other (Please specify: ) \_\_\_\_\_  Not Sure

21. In looking at Option 3 as a potential option for Segment 3, what do you **dislike** about this configuration? (check all that apply)

- No dedicated center turn lane for traffic
- Dedicated pedestrian path northbound
- No dedicated pedestrian path southbound
- Dedicated bike lanes in both directions
- Two travel lanes for traffic in both directions
- Narrowed travel lanes
- Parking in some limited areas along both sides of Moraga Road
- Other (Please specify: ) \_\_\_\_\_  Not Sure

22. How safe and convenient do you find this potential option for **drivers** for Segment 3?

- |  |  |
|--|--|
| <input type="checkbox"/> Very safe       | <input type="checkbox"/> Very convenient       |
| <input type="checkbox"/> Somewhat safe   | <input type="checkbox"/> Somewhat convenient   |
| <input type="checkbox"/> Somewhat unsafe | <input type="checkbox"/> Somewhat inconvenient |
| <input type="checkbox"/> Very unsafe     | <input type="checkbox"/> Very inconvenient     |
| <input type="checkbox"/> Not sure        | <input type="checkbox"/> Not sure              |

23. How safe and convenient do you find this potential option for **pedestrians, bicyclists, and other non-drivers** for Segment 3?

- |  |  |
|--|--|
| <input type="checkbox"/> Very safe       | <input type="checkbox"/> Very convenient       |
| <input type="checkbox"/> Somewhat safe   | <input type="checkbox"/> Somewhat convenient   |
| <input type="checkbox"/> Somewhat unsafe | <input type="checkbox"/> Somewhat inconvenient |
| <input type="checkbox"/> Very unsafe     | <input type="checkbox"/> Very inconvenient     |
| <input type="checkbox"/> Not sure        | <input type="checkbox"/> Not sure              |

24. Now that you've had a chance to review the existing conditions and potential options for Segment 3, which roadway configuration do you feel works best as a solution for drivers, bicyclists, pedestrians, and public transit for Segment 3 of the Livable Moraga Road Project?

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> Existing Conditions | <input type="checkbox"/> Option 2 |
| <input type="checkbox"/> Option 1            | <input type="checkbox"/> Option 3 |

25. Why did you choose that road way configuration as the best solution for Segment 3?

\_\_\_\_\_

26. If you selected Option 1 or Option 2 in Question 24 above, and if you knew that in approximately 10 years these two options would moderately reduce traffic speeds by 3 to 5 MPH for Segment 3 in comparison to the Existing Conditions or Option 3, please indicate if you would change your preferred option by selecting a new preferred option below.

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> Existing Conditions | <input type="checkbox"/> Option 3 |
|--|-----------------------------------|

Now just a few questions for comparison purposes.

A. What is your gender?

- |                               |                                 |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

B. What is your age?

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 18-29 years | <input type="checkbox"/> 50-64 years |
| <input type="checkbox"/> 30-39 years | <input type="checkbox"/> 65+ years   |
| <input type="checkbox"/> 40-49 years |                                      |

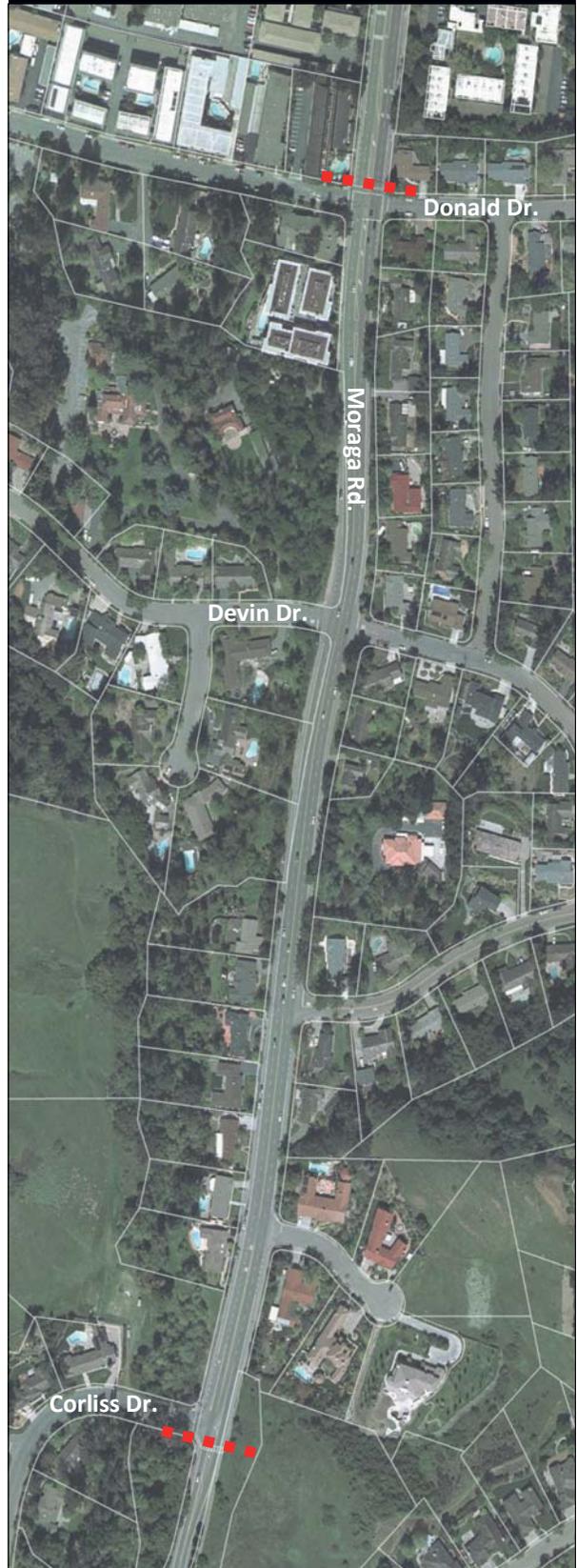
C. What is your racial or ethnic background? (check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> African-American / Black          | <input type="checkbox"/> Native American                           |
| <input type="checkbox"/> American Indian or Alaskan Native | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> Anglo / White / Caucasian         | <input type="checkbox"/> Two or more races                         |
| <input type="checkbox"/> Asian                             | <input type="checkbox"/> Other (Please specify: ) _____            |
| <input type="checkbox"/> Latino / Latina / Hispanic        |  |

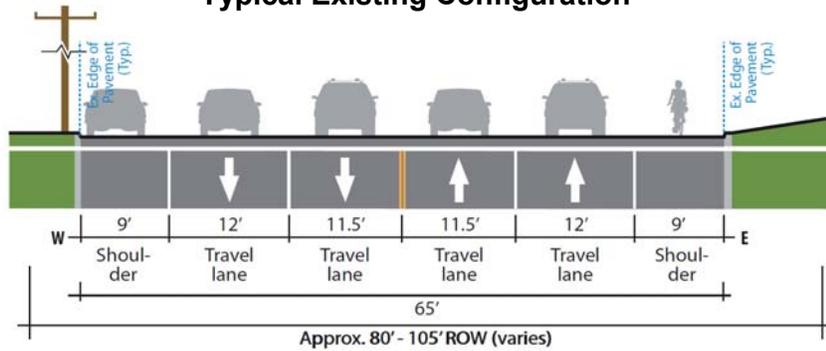
# Livable Moraga Road Project Area



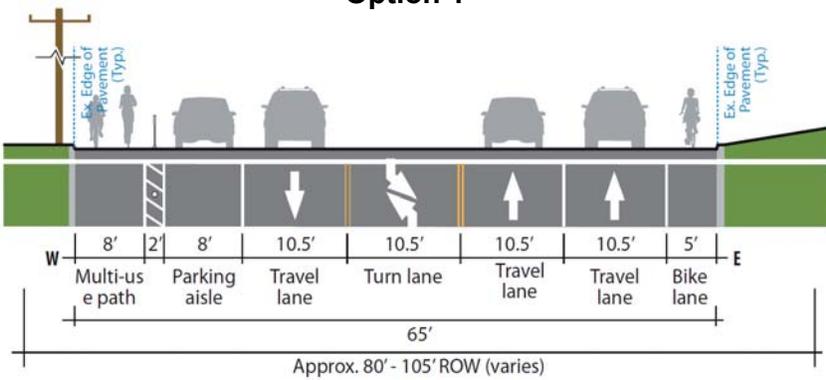
# Segment 3 Detail



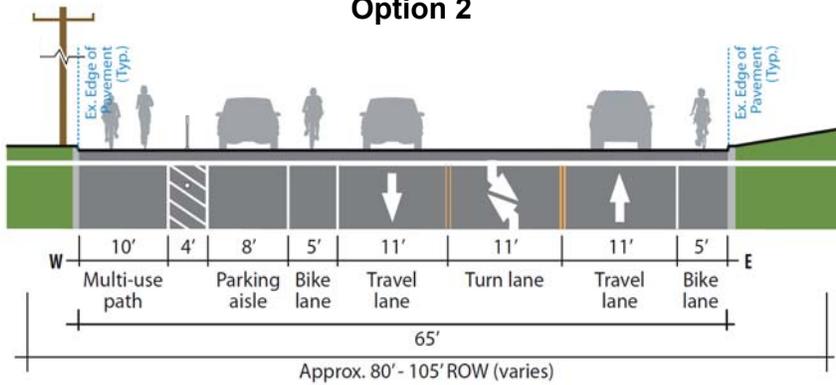
### Typical Existing Configuration



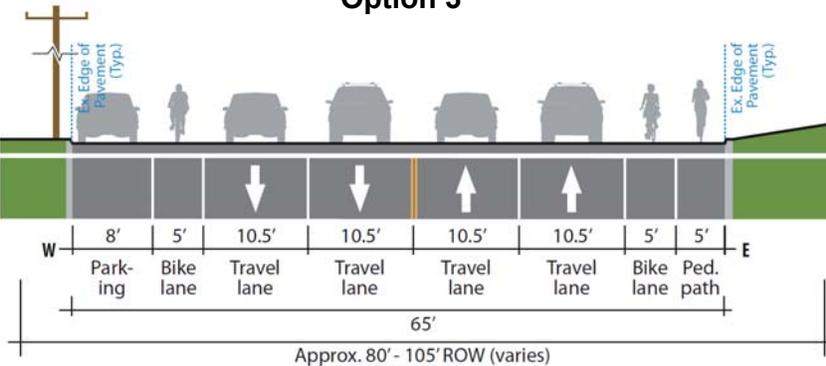
### Option 1



### Option 2



### Option 3



# ATTACHMENT B

Godbe Research Survey Results



GODBE RESEARCH  
Gain Insight



## Town of Moraga: 2015 Livable Moraga Road Project Segment 3 – Mail Survey of Households

March 2016

The Town of Moraga commissioned Godbe Research to conduct a mail survey of all Town residential households to help support the Livable Moraga Road Project – Segment 3, with the following research objectives:

- Evaluating traffic congestion on major Moraga thoroughfares and specifically on Moraga Road between Campolindo Drive and Saint Mary's Road;
- Assessing opinions on the need to balance the needs of drivers with the needs of bicyclists, pedestrians, and other non-drivers;
- Determining unaided awareness of the Livable Moraga Road Project in general;
- Evaluating the existing conditions and three potential short-term options for Segment 3 of the Livable Moraga Road Project;
- Assessing the likes and dislikes of individual features of the existing conditions and the three potential short-term options for Segment 3;

- Evaluating the perceived safety of the three potential short-term options and existing conditions of Segment 3 for drivers
- Assessing the perceived convenience of the three potential short-term options and existing conditions of Segment 3 for pedestrians, bicyclists and other non-driver uses,
- Determining which of the three potential short-terms options best meet the needs of Town residents or if existing conditions are adequate, and;
- Evaluating if a potential long-term moderate reduction in level of service (LOS) or traffic flow would have an impact on support for Option 1 or Option 2.

# Methodology Overview

- Data Collection Mail Survey
- Universe Approximately 5,700 residential households in the Town of Moraga, including residences at Saint Mary's College.
- Fielding Dates December 17, 2015 through January 8, 2016
- Interview Length 26 questions
- Sample Size 1,108 returned surveys
- Margin of Error  $\pm 2.6\%$  to  $\pm 3.0\%$  at the 95% confidence level based on responses to specific questions



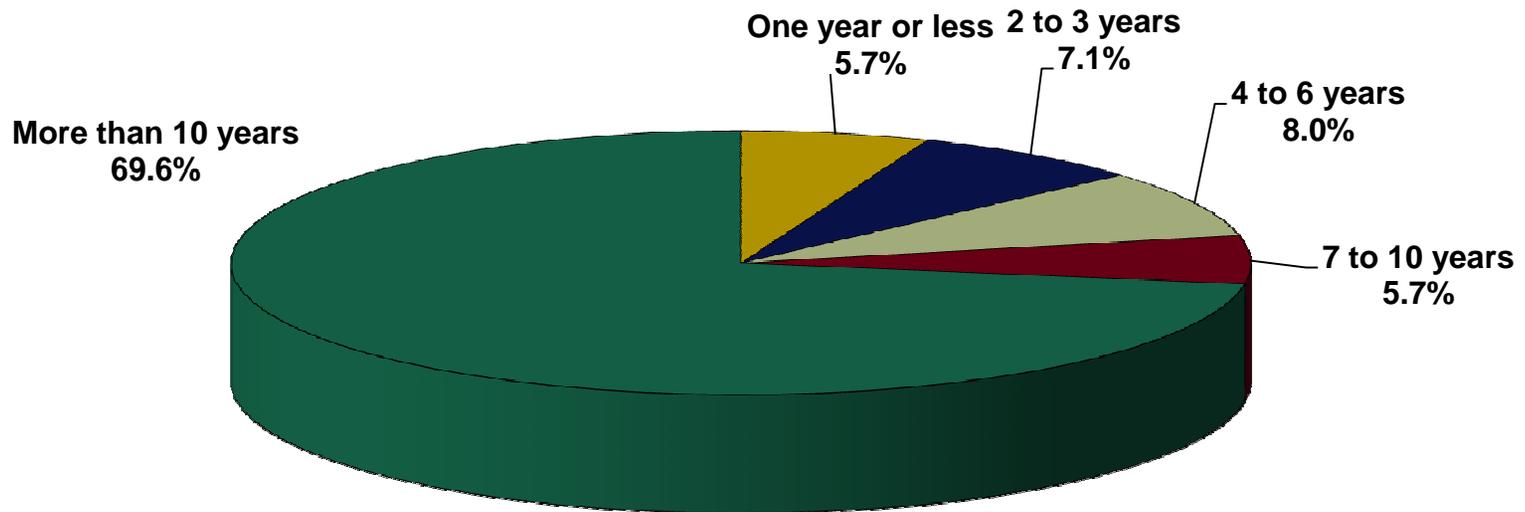
GODBE RESEARCH  
Gain Insight



## Key Findings

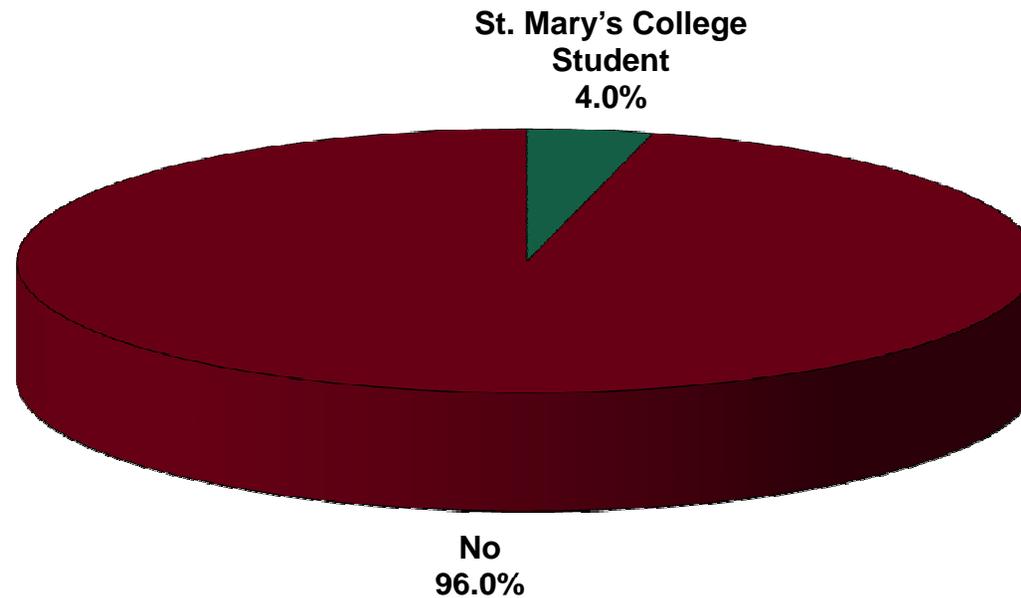
# Q1a. Length of Residence in Moraga (n=1,108)

As the first question in the survey, respondents were asked how long they have lived in the Town of Moraga. Seventy percent (70%) of residents indicated that they have lived in the Town for at least 10 years and seventy-five (75%) of residents stated they have lived in Moraga for at least 7 years.



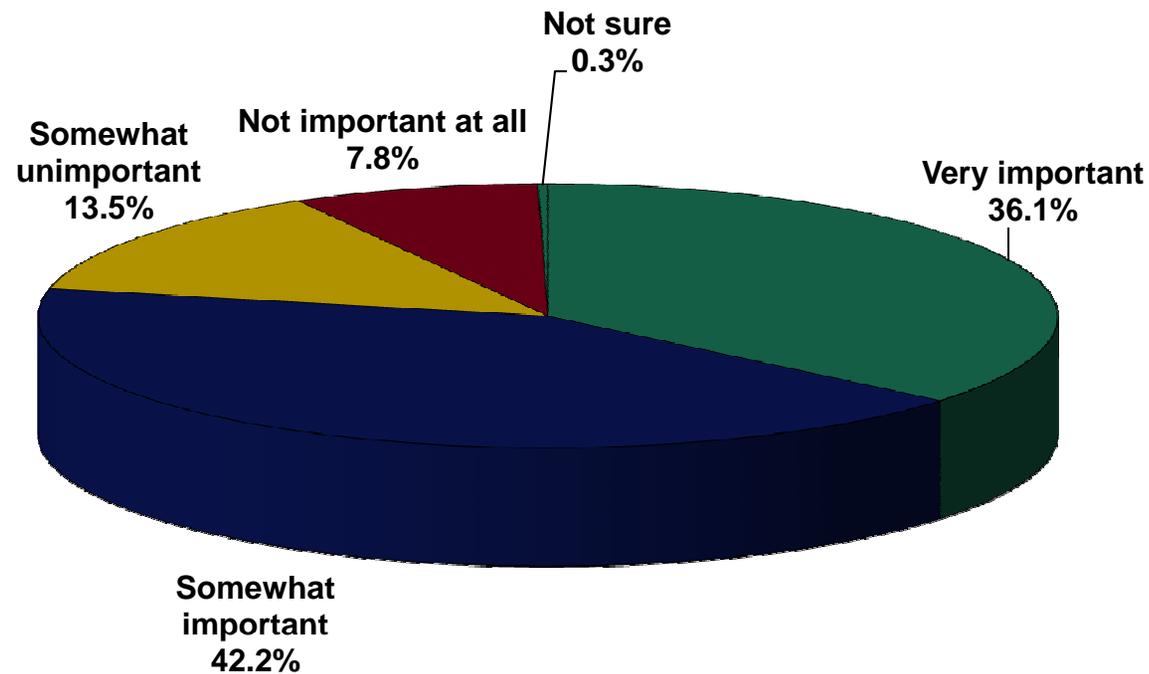
## Q1b. Student at St. Mary's College (n=1,108)

Within the same question, respondents were also asked if they were a student at Saint Mary's College, although we did not ask if they live 'on' or 'off campus'. Only four percent (4%) of residents indicated being a student at Saint Mary's College, although we did not specifically ask if this was 'on' or 'off' campus.



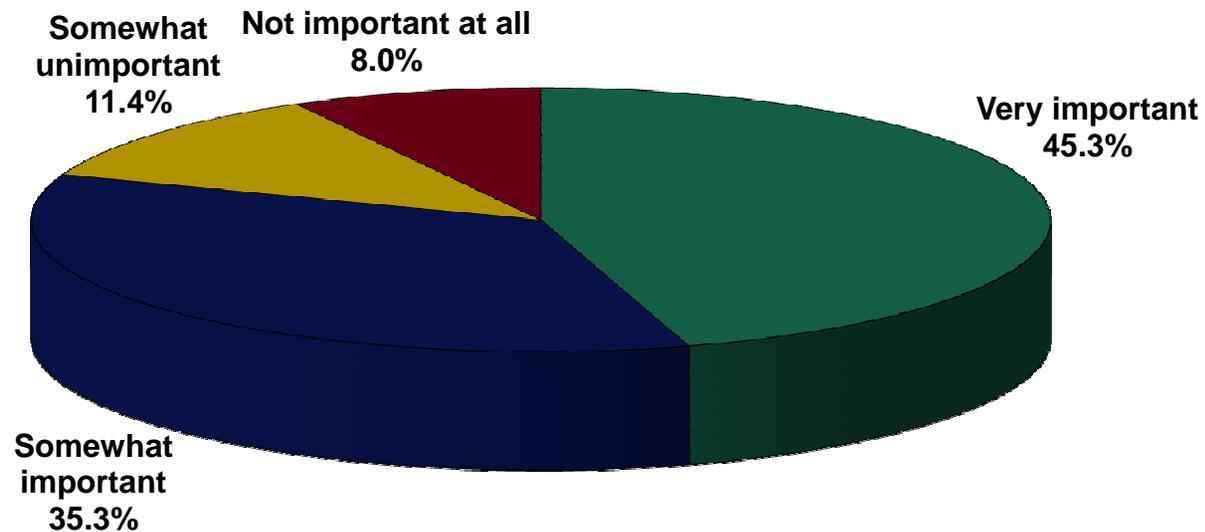
## Q2. Importance of Easing Traffic Congestion Within Moraga (n=1,099)

Next, survey respondents were asked about the importance of easing traffic congestion on major thoroughfares within the Town of Moraga. More than three-quarters (78%) of respondents indicated that it was 'important' (somewhat important or very important) to ease traffic congestion, and more than a third (36%) of respondents indicated it was 'very important'.



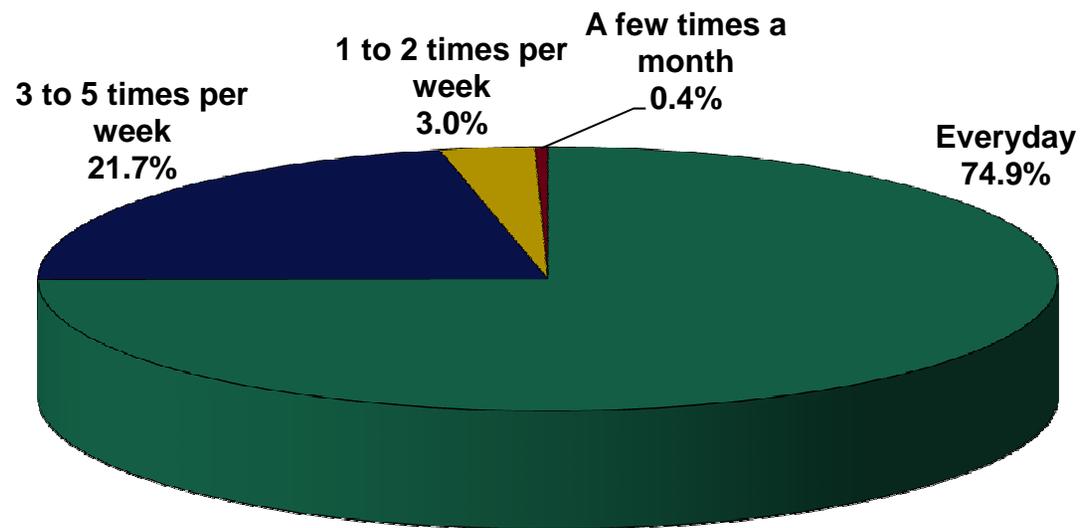
# Q3. Importance of Balancing Needs of Drivers With Pedestrian and Bicyclists (n=1,100)

Question 3 in the survey asked respondents about the importance of balancing the needs of drivers with the needs of pedestrians and bicyclists on major thoroughfares in Town. More than eight in ten (81%) respondents indicated it was 'important' (somewhat important or very important) to balance these needs, with more than four in ten (45%) indicating it was 'very important'.



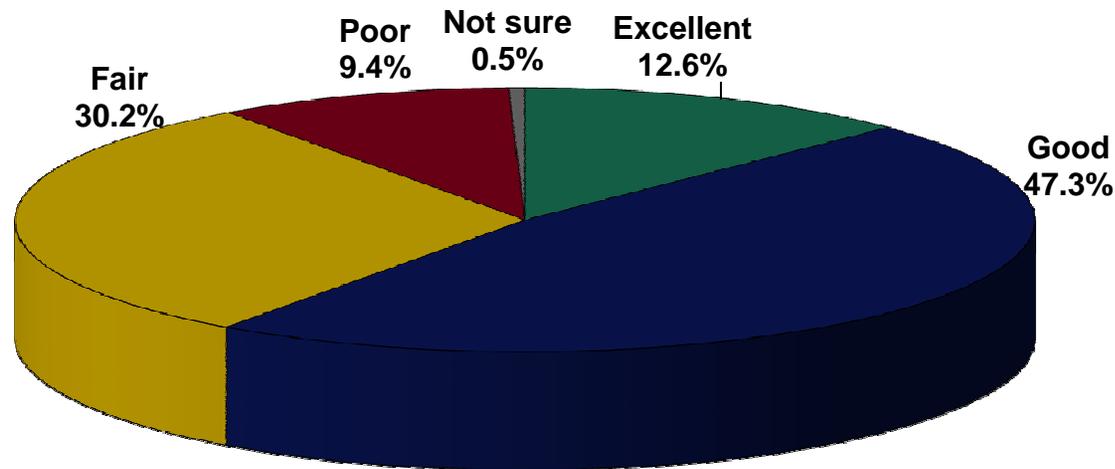
## Q4. Frequency of Using Moraga Road (n=1,108)

The next survey question asked respondents about their frequency of usage of Moraga Road in general. Not surprisingly, three-quarters (75%) of respondents indicated using Moraga Road 'everyday', with more than ninety-five percent (97%) of respondents indicating that they used Moraga Road at least three times per week.



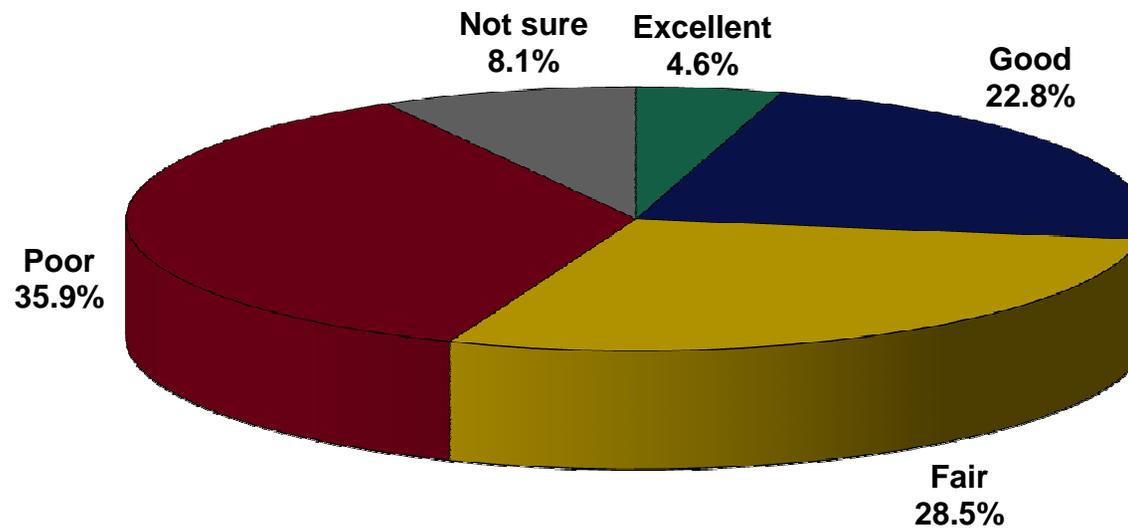
# Q5. Rating of Traffic on Moraga Rd. Between Campolindo Dr. and St. Mary's Rd for Drivers (n=1,093)

Question 5 of the survey asked respondents to rate traffic on Moraga Road specifically between Campolindo Drive and Saint Mary's Road specifically for **drivers**. Six in ten (60%) respondents indicated that traffic for drivers was either 'good' or 'excellent', with nine in ten (90%) respondents indicating that traffic was at least 'fair'. Conversely, fewer than ten percent (9%) of respondents indicated that traffic conductions for drivers are 'poor'.



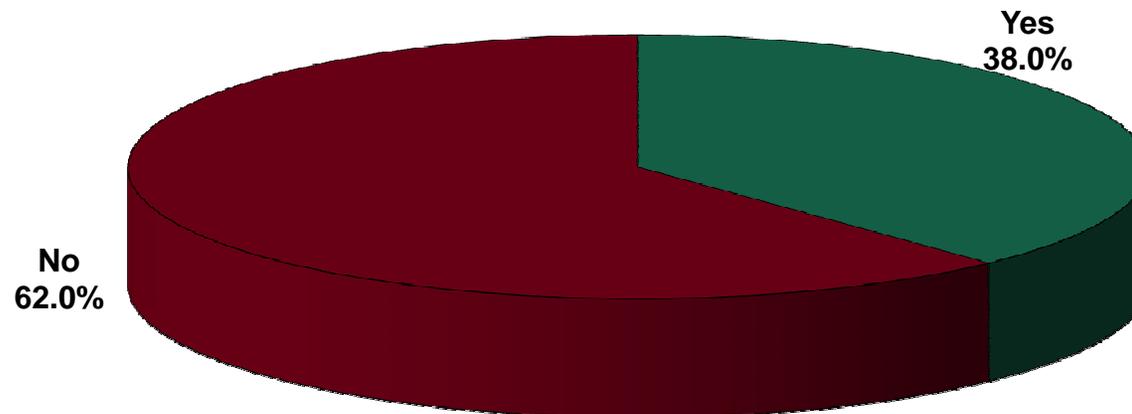
## Q6. Rating of Conditions on Moraga Rd. Between Campolindo Dr. and Saint Mary's Rd. for Non-Drivers (n=1,100)

Next, survey respondents were asked to rate the conditions on the same portion of Moraga Road for **pedestrians, bicylists, and other non-drivers**. Diverging from the same question for drivers, only slightly more than one-quarter (27%) of respondents indicated that conditions were 'good' or 'excellent' for non-drivers, and more than one third (36%) of respondents indicated that conditions were 'poor' for non-drivers. It is clear that respondents feel that conditions on this specific section of Moraga Road are better for drivers than non-driving uses.



## Q7. Awareness of Livable Moraga Road Project (n=1,103)

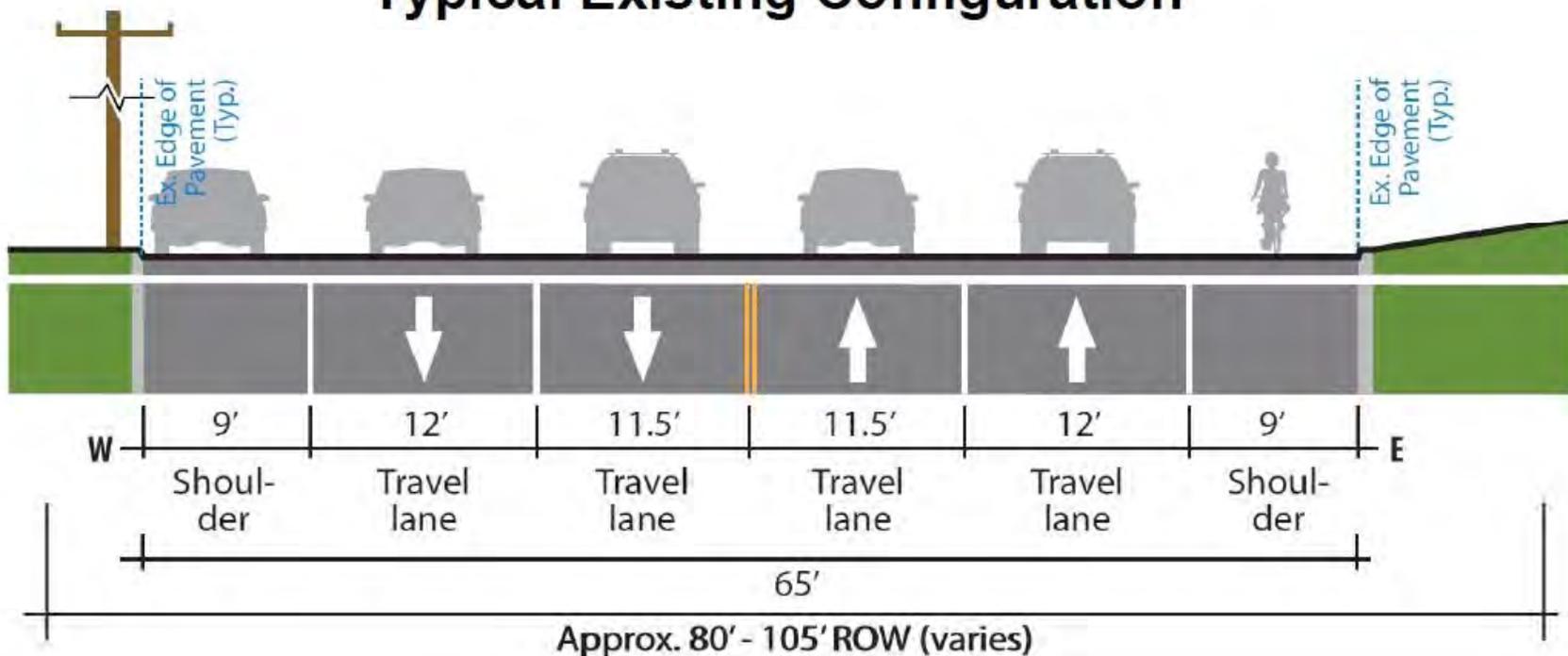
As the next survey question, Question 7 asked respondents about their awareness of the Livable Moraga Road Project in general. This question was asked in an unaided format or before any specific information was presented about the Project or Segment 3 of the Livable Moraga Road Project. Slightly less than forty percent (38%) of respondents indicated that they were 'aware' of the project, where more than 6 in 10 (62%) respondents were 'unaware' of the Project.



# Questions on the Existing Conditions of Segment 3

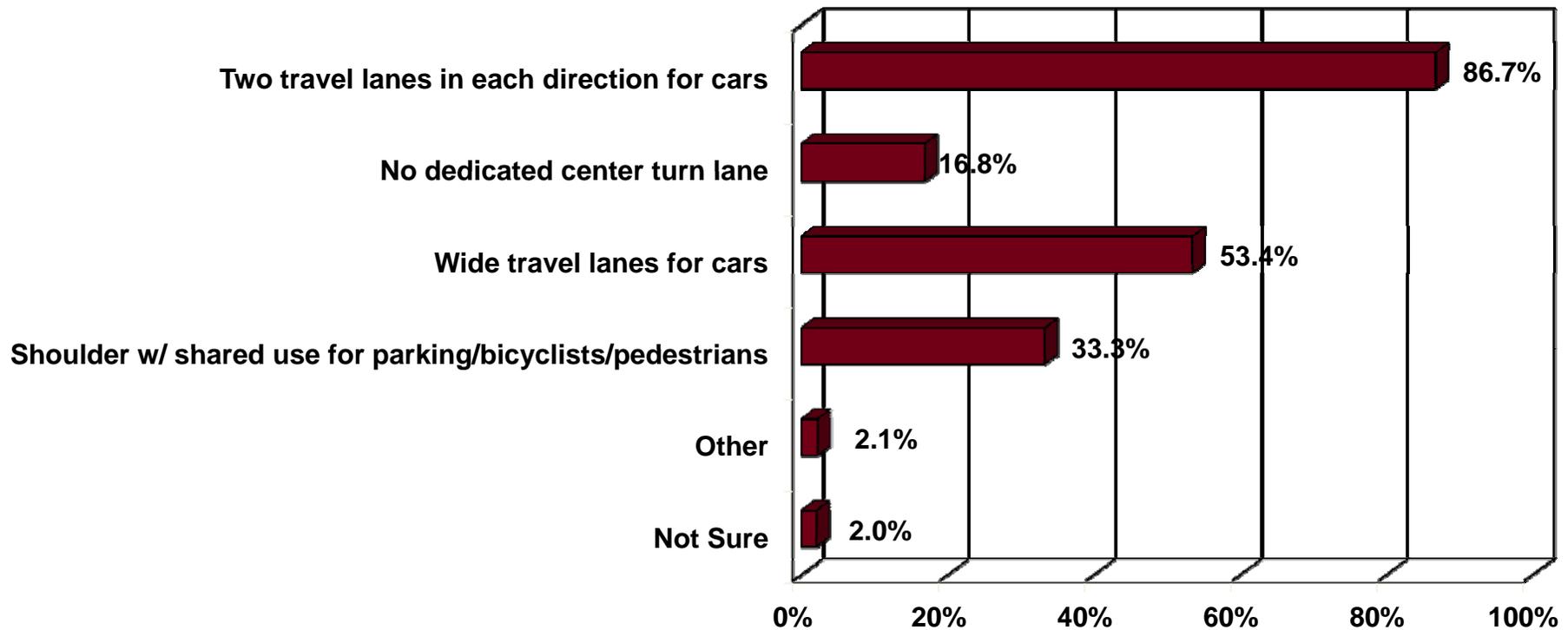
Before the next set of questions, respondents were provided with a description of the Livable Moraga Road Project in general and specifically regarding Segment 3 of the Project. This included a map of the overall Project and a diagram of the Typical Existing Conditions, both of which were used previously by the Town for community outreach for the Project. Below is the diagram of the Typical Existing Conditions diagram included in the survey packet.

## Typical Existing Configuration



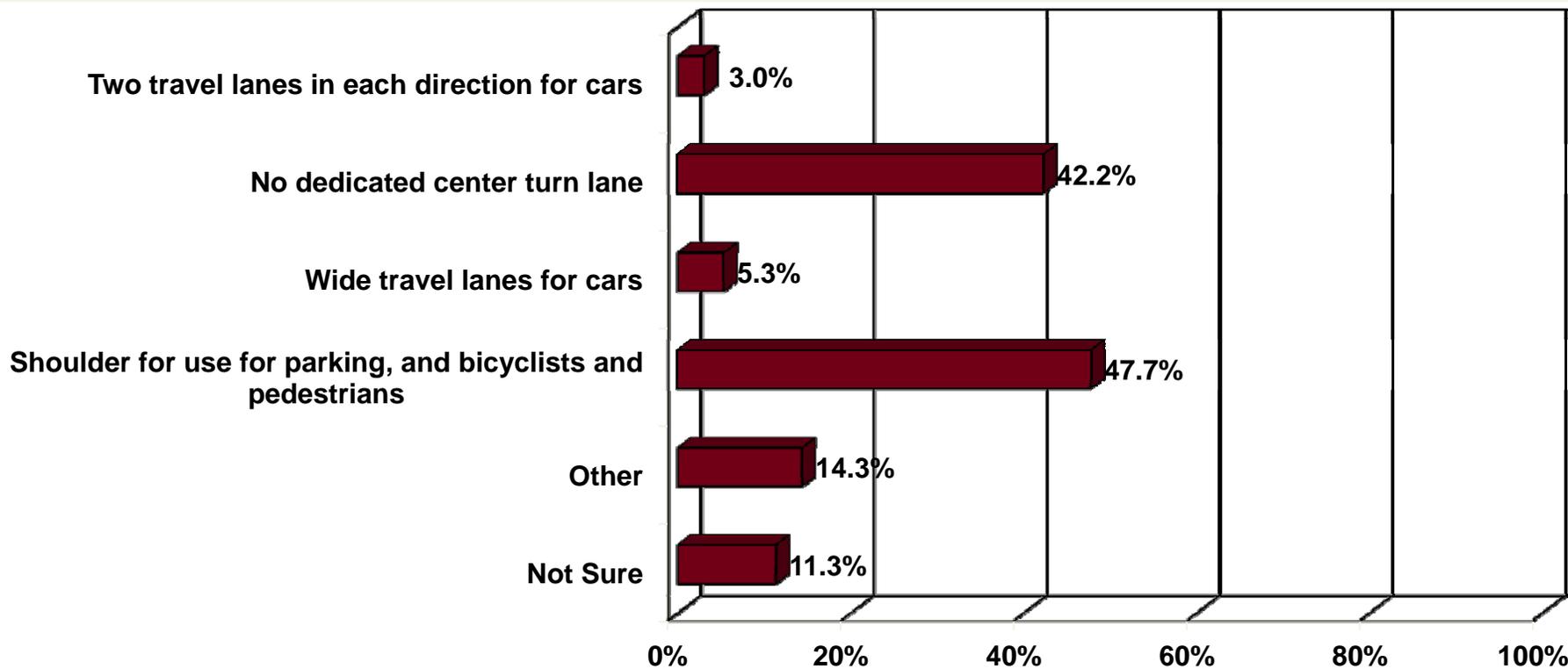
# Q8. Liked Features of the Existing Conditions of Segment 3

After being asked to review the Typical Existing Conditions diagram, respondents were asked what they **liked** about the existing conditions for Segment 3. By far, the most popular feature of the Typical Existing Conditions were the 'two travel lanes in each direction' with more than eighty-five percent (87%) of respondents indicating this feature as their preferred feature. The 'wide travel lanes for cars' was also a very popular feature with more than fifty percent (53%) of respondents selecting this feature. Please note that respondents could select more than one feature in this question, thus the cumulative percentages are greater than one-hundred percent (100%).



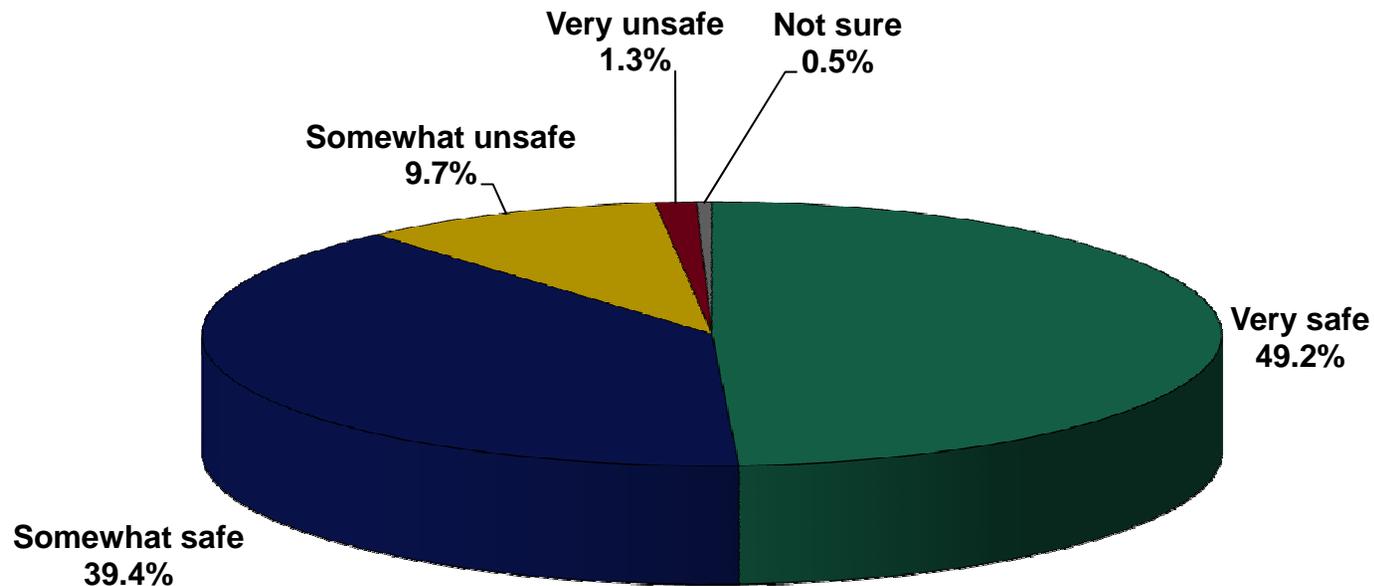
# Q9. Disliked Features of the Existing Conditions of Segment 3

Next, using the same Typical Existing Conditions diagram, respondents were asked what they **disliked** about the existing conditions for Segment 3. 'Shoulder for use for parking, bicyclists, and pedestrians' was the least popular feature of the existing conditions of Segment 3 with slightly less than 50% (48%) of respondents selecting this feature. In addition, 'no dedicated center turn lane' was the second least popular feature of the current configuration of Segment 3, with slightly more than forty percent (42%) of respondents selecting this feature. Again, respondents could select more than one feature, thus the cumulative results are greater than one-hundred (100%) percent.



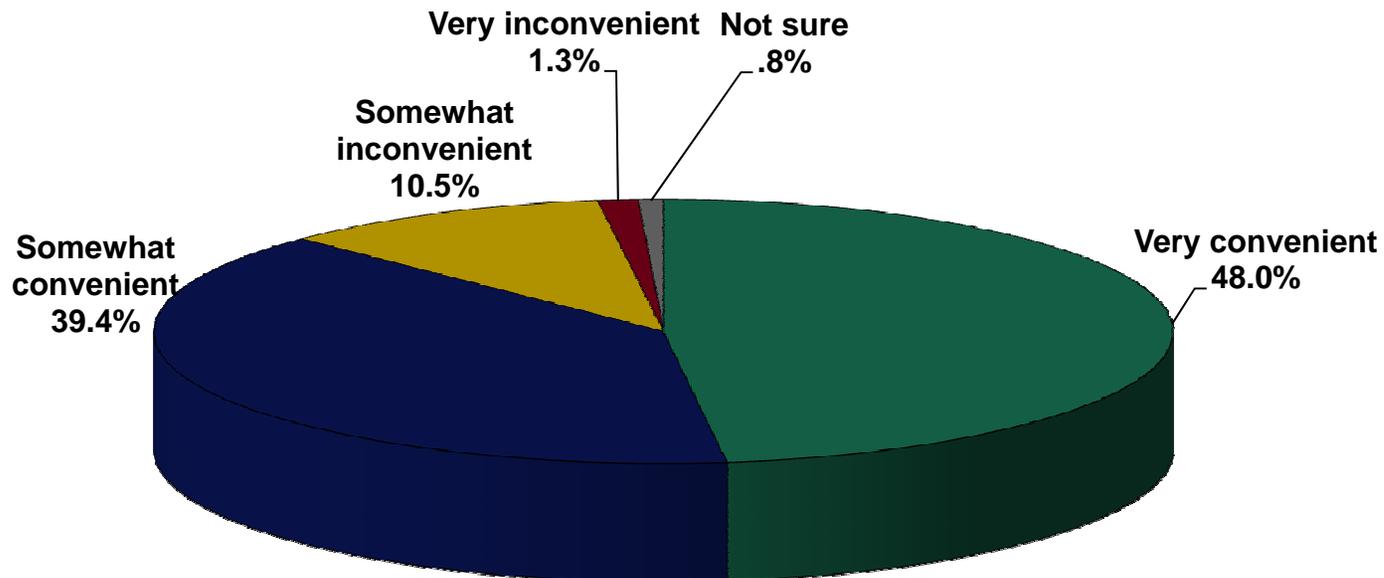
# Q10a. Perception of Safety of the Existing Conditions of Segment 3 for Drivers (n=1,087)

Question 10 next asked respondents about their perceived safety of the Typical Existing Conditions of Segment 3 for **drivers** specifically. Almost ninety percent (89%) feel that the existing conditions are 'safe' (somewhat safe or very safe), with just under half (49%) of respondents indicating that they feel the existing conditions are 'very safe' for **drivers**.



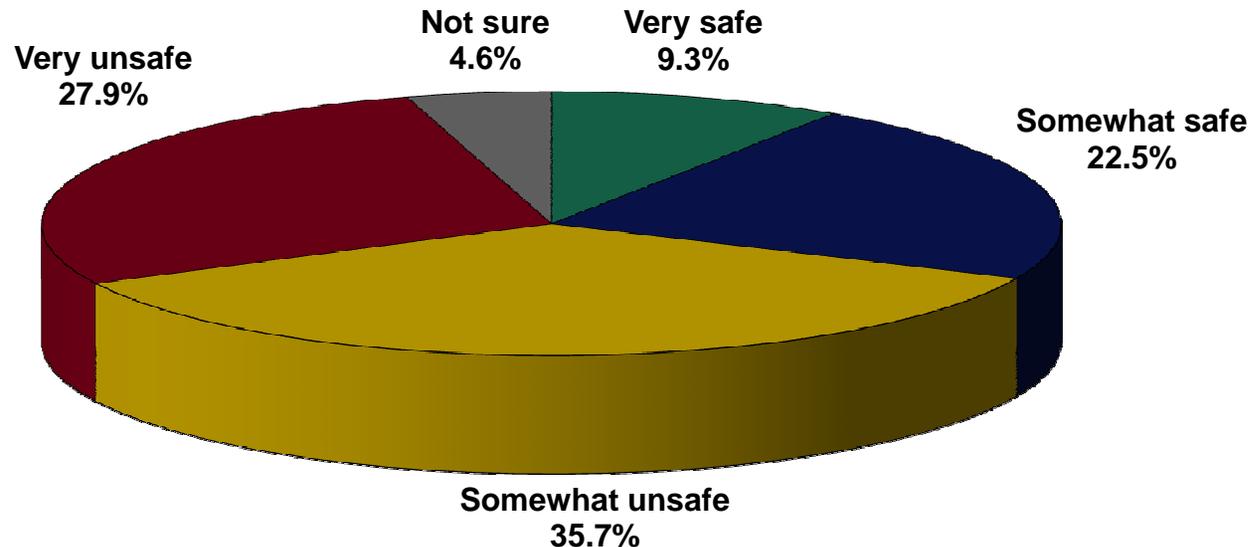
# Q10b. Perception of Convenience of the Existing Conditions of Segment 3 for Drivers (n=1,087)

The second part of Question 10 asked respondents about their perceived convenience of the Typical Existing Conditions of Segment 3 specifically for **drivers**. Similar to the safety portion of this question, slightly less than ninety percent (88%) of respondents indicated that they feel the Typical Existing Conditions are 'convenient' (somewhat convenient or very convenient) for **drivers**, and just under fifty percent (48%) of respondents feel the Typical Existing Conditions are 'very convenient'. In comparison, just over ten percent (12%) of respondents feel that the existing conditions are 'inconvenient' (somewhat inconvenient or very inconvenient) for drivers.



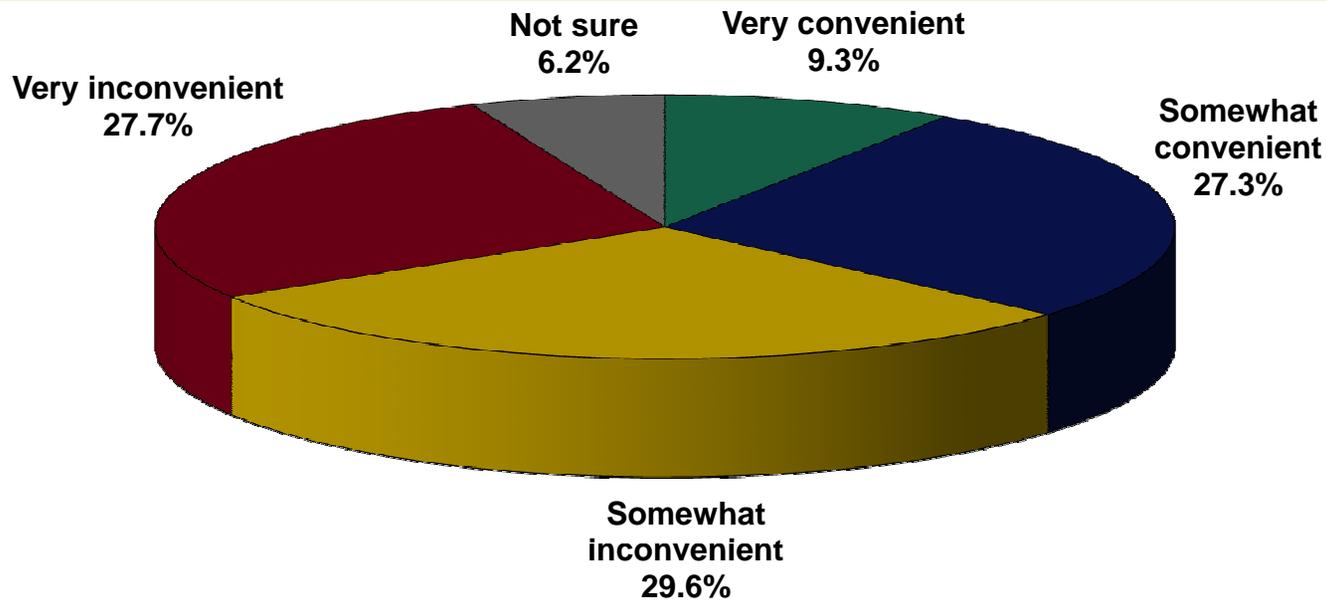
# Q11a. Perception of Safety of the Existing Conditions of Segment 3 for Non-Drivers (n=1,086)

As the second part of Question 11, respondents were asked about their perceived safety on Segment 3 of Moraga Road specifically for **pedestrians, bicyclists, and other non-driver users**. Diverging from the opinion of safety for drivers, slightly less than one-third (32%) of respondents feel that the existing conditions on Segment 3 are 'safe' (somewhat safe or very safe) for **pedestrians, bicyclists, and other, non-drivers**, where about two-thirds (64%) of respondents feel that that the existing conditions are 'unsafe' (somewhat unsafe or very unsafe). Moreover, more than a quarter (28%) of respondents feel that the existing conditions on Segment 3 are 'very unsafe' for non-drivers.



# Q11b. Perception of Convenience of the Current Configuration of Segment 3 for Non-Drivers (n=1,086)

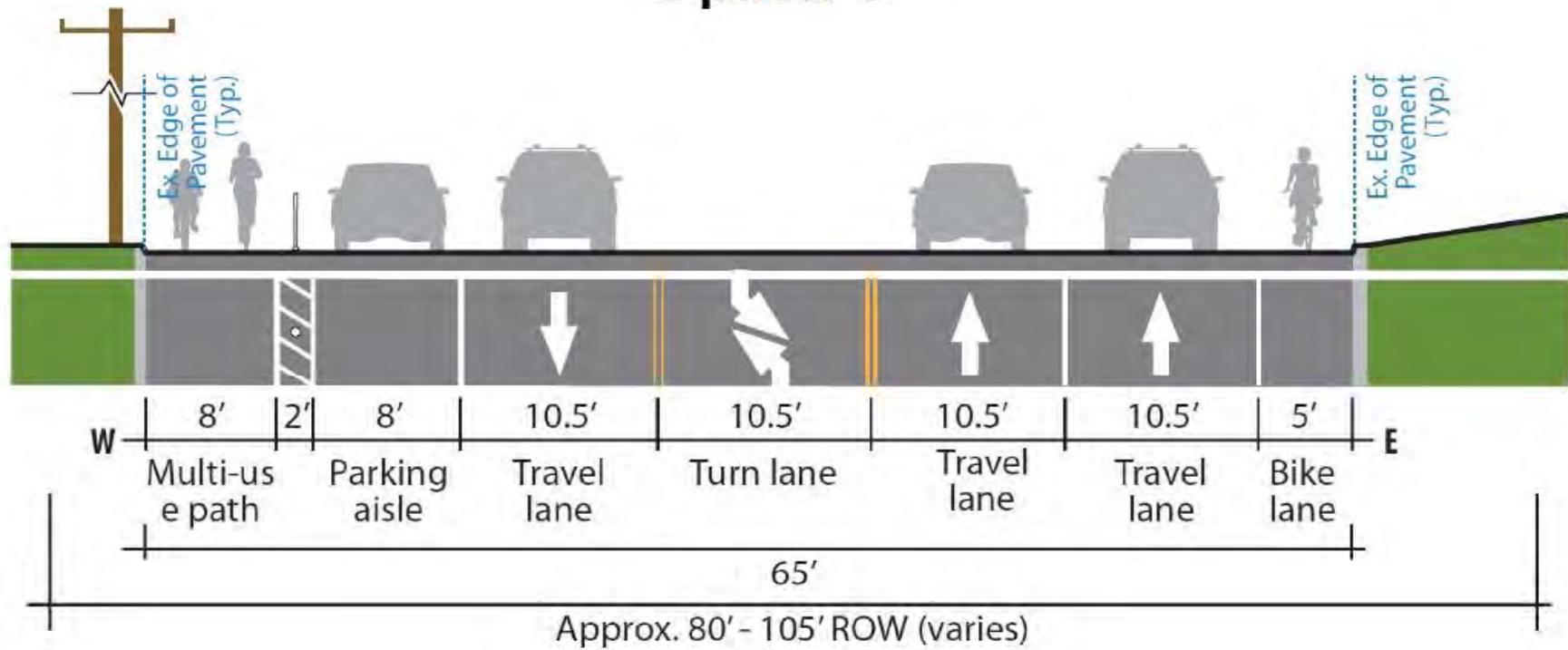
The second part of Question 11 asked respondents about their perceived convenience for **pedestrians, bicyclists, and other non-drivers** for Segment 3 of Moraga Road. Similar to the safety portion of this question for non-drivers, fewer than four in ten (37%) respondents indicated that they feel that the Typical Existing Conditions are 'convenient' (somewhat convenient or very convenient) for non-drivers, where more than half (57%) of respondents feel that the existing conditions are 'inconvenient' (somewhat inconvenient or very inconvenient) for **pedestrians, bicyclists, and other non-drivers**. Moreover, more than a quarter (28%) of respondents feel that the existing conditions are 'very inconvenient' for non-drivers. It is clear that residents feel that the current configuration of Segment 3 is much more safe and convenient for drivers than for pedestrians, bicyclists, and other non-drivers.



# Questions on the Option 1 Configuration of Segment 3

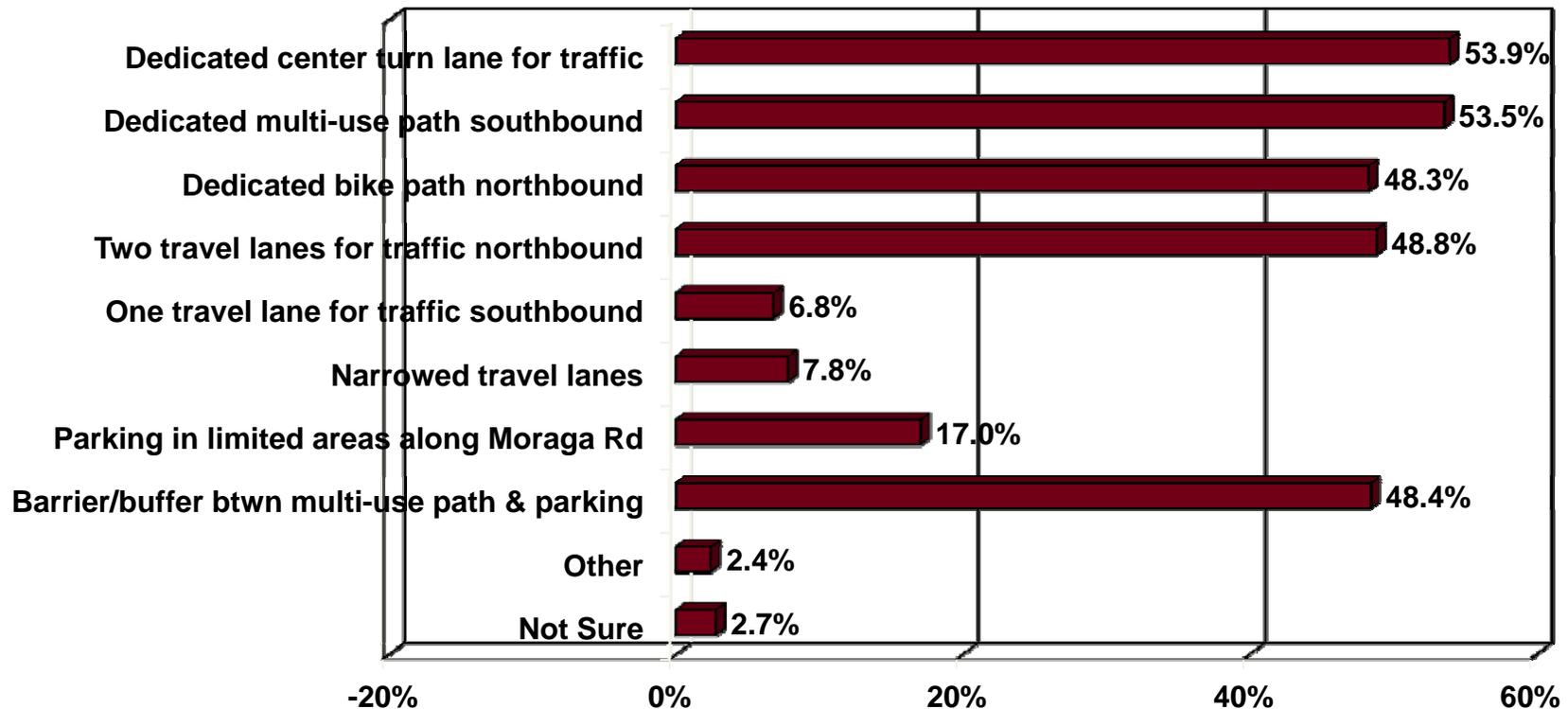
Similar to the questions on the Typical Existing Conditions, respondents were next provided with a description for potential Option 1 for Segment 3 as well as a diagram of Option 1 based on a diagram previously used by the Town for community outreach for the Livable Moraga Road Project. Below is a diagram of Option 1, which was labeled short-term Option B for previous community outreach to the Moraga community for the Livable Moraga Road Project.

## Option 1



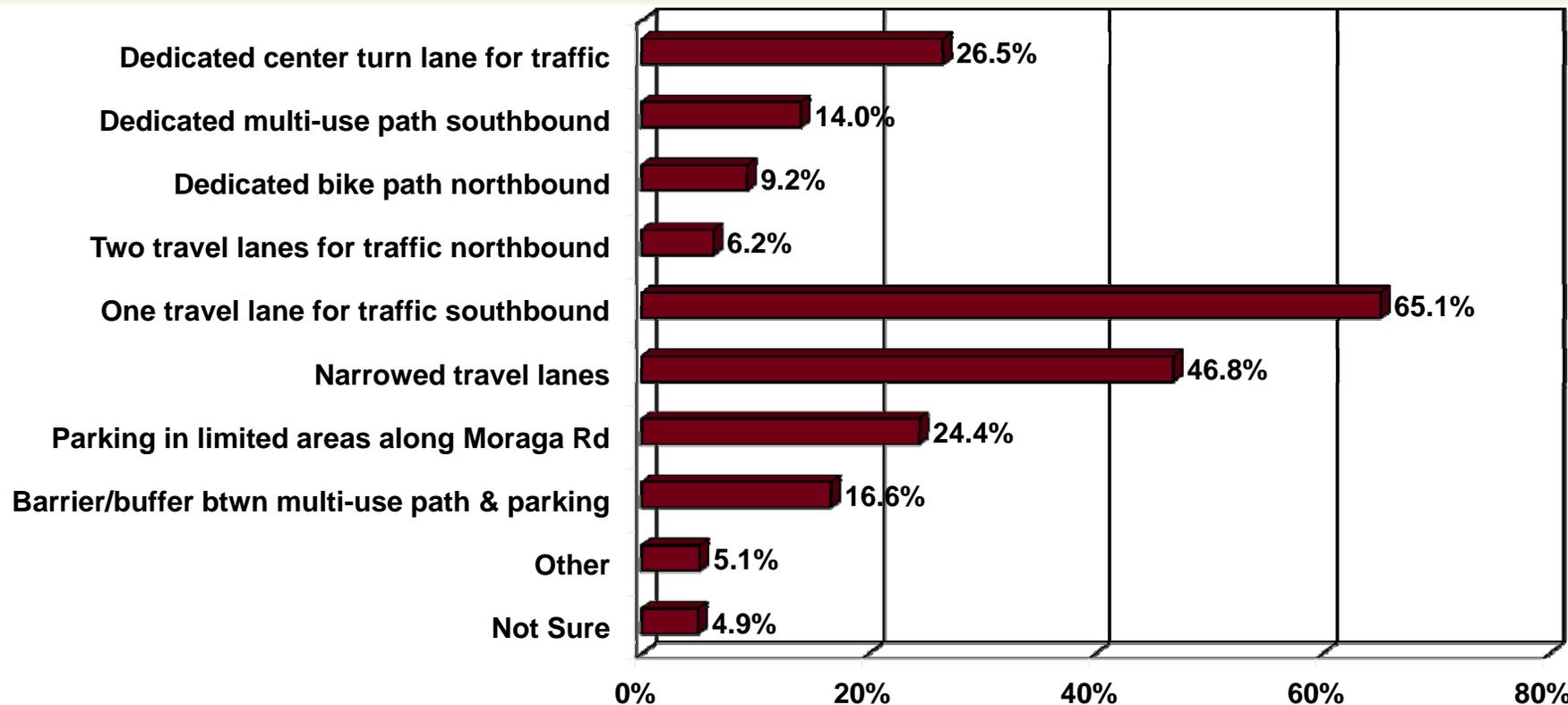
# Q12. Liked Features About the Option 1 Configuration

The top two features of Option 1 that were liked by respondents include the 'dedicated center turn lane for traffic' and 'dedicated multi-use path southbound' with more than fifty percent (54% each) of respondents selecting these two features. 'Two travel lanes northbound', 'physical barrier/buffer between multi-use path and parking aisle', and 'dedicated bike path northbound' were next three most popular features, with slightly less than half of respondents selecting each of these features. Similar to the same question regarding the Typical Existing Conditions, respondents could chose more than one feature, thus results add up to greater than one-hundred percent (100%).



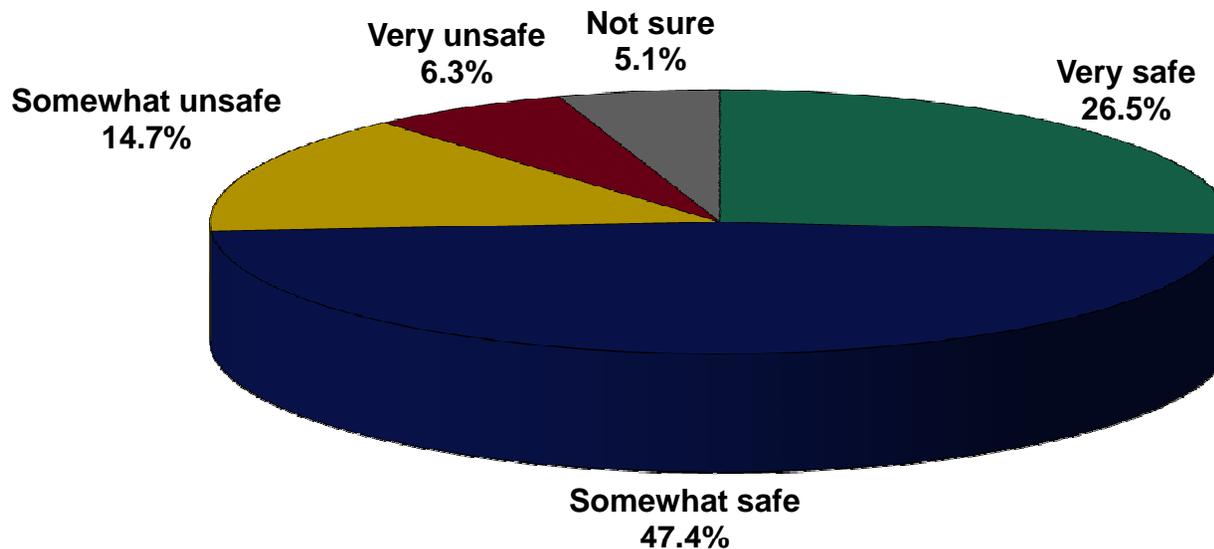
# Q13. Disliked Features About the Option 1 Configuration

Using the same diagram, respondents were next then asked which features they **disliked** for Option 1 of Segment 3 of Moraga Road. 'One travel lane for traffic southbound' was the least popular feature, with slightly less than two-thirds (65%) of respondents selecting this feature. 'Narrowed travel lanes' was the next least popular feature with slightly less than half (47%) of respondents selecting this feature as something they **disliked**. 'Parking in limited areas along Moraga Road' was the fourth least popular feature with slightly less than one-quarter (24%) of respondents selection this feature as something they **disliked**. Again, respondents could select more than one feature, thus cumulative results are greater than one-hundred percent (100%).



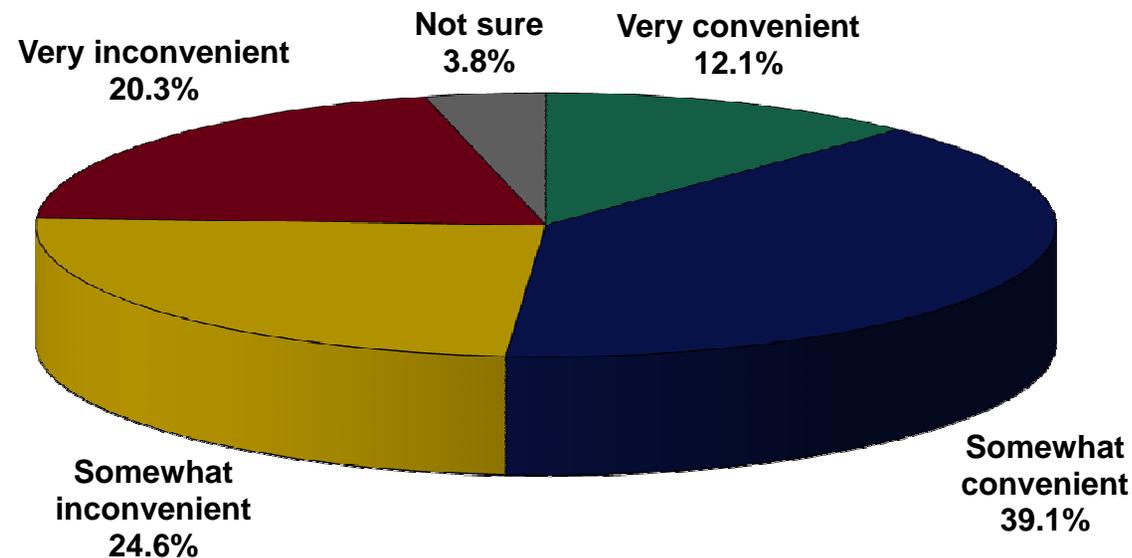
# Q14a. Perception of Safety of the Option 1 Configuration for Drivers (n=1,024)

Similar to the questions asked of the Typical Existing Conditions for Segment 3, respondents were next asked about their perception of safety for Option 1 specifically for **drivers**. Slightly less than three-quarters (74%) of respondents indicated that they feel that Option 1 is 'safe' (somewhat safe or very safe) for **drivers**. In comparison, nearly ninety percent (89%) of respondents feel that the Typical Existing Conditions are 'safe' for **drivers**.



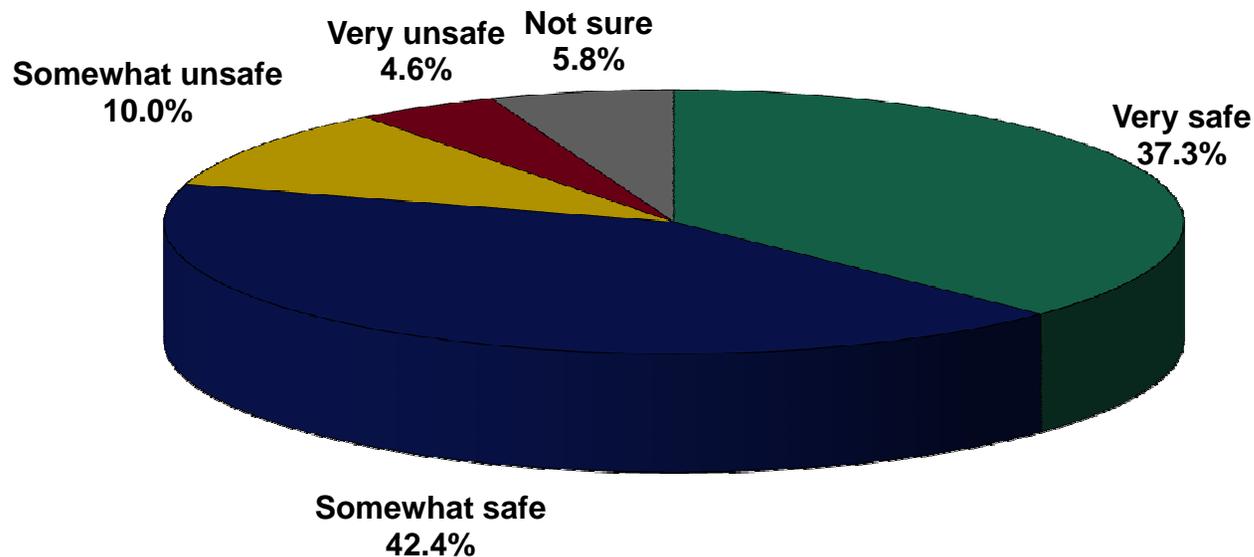
## Q14b. Perception of Convenience of the Option 1 Configuration for Drivers (n=927)

As the second part of Question 14, only slightly more than fifty percent (51%) percent of respondents feel that Option 1 is 'convenient' (somewhat convenient or very convenient) for **drivers**. This is in comparison to the slightly less than ninety percent (88%) of respondents who indicated that they feel that the Typical Existing Conditions are 'convenient' for **drivers**. In addition, forty-five percent (45%) of respondents indicated that Option 1 is 'inconvenient' (somewhat inconvenient or very inconvenient) for **drivers**, in comparison to the slightly less than nine in ten (88%) respondents who feel that the Typical Existing Conditions are 'convenient' for drivers.



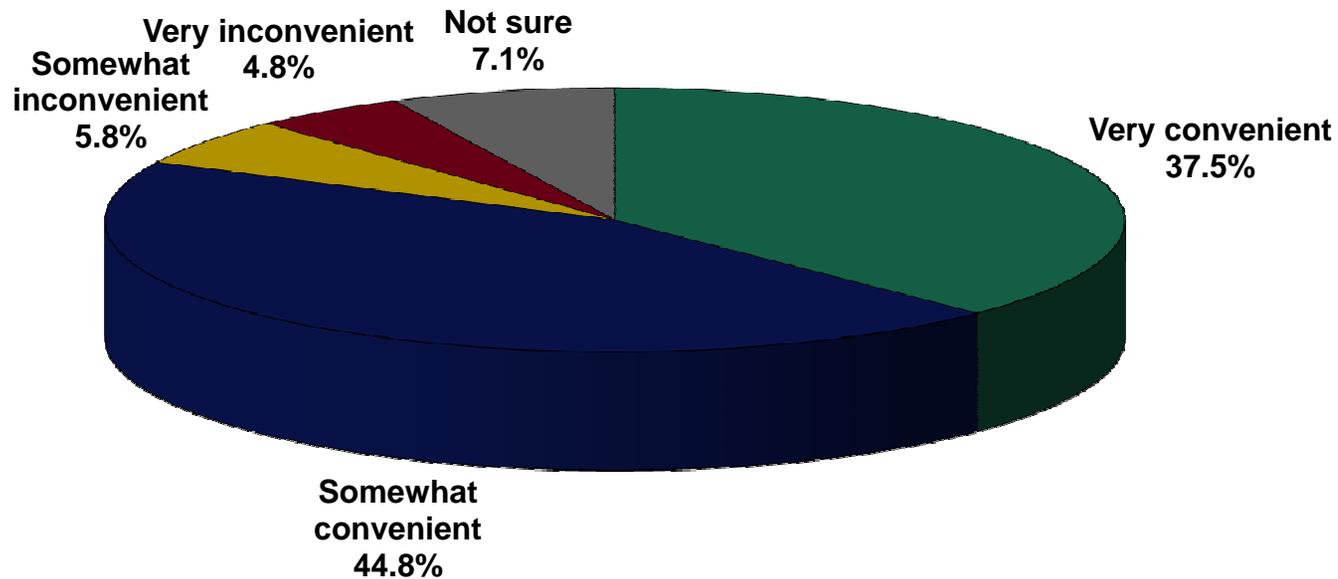
# Q15a. Perception of Safety of the Option 1 Configuration for Non-Drivers (n=1,045)

The next question asked respondents about their perception of safety of Option 1 for pedestrians, bicyclists, and other non-drivers. Eight in ten (80%) respondents feel that Option 1 is 'safe' (somewhat safe or very safe) for non-drivers. This is much greater than the fewer than one-third (32%) of respondents who feel the Typical Existing Conditions are 'safe' for pedestrians, bicyclists, and other non-drivers.



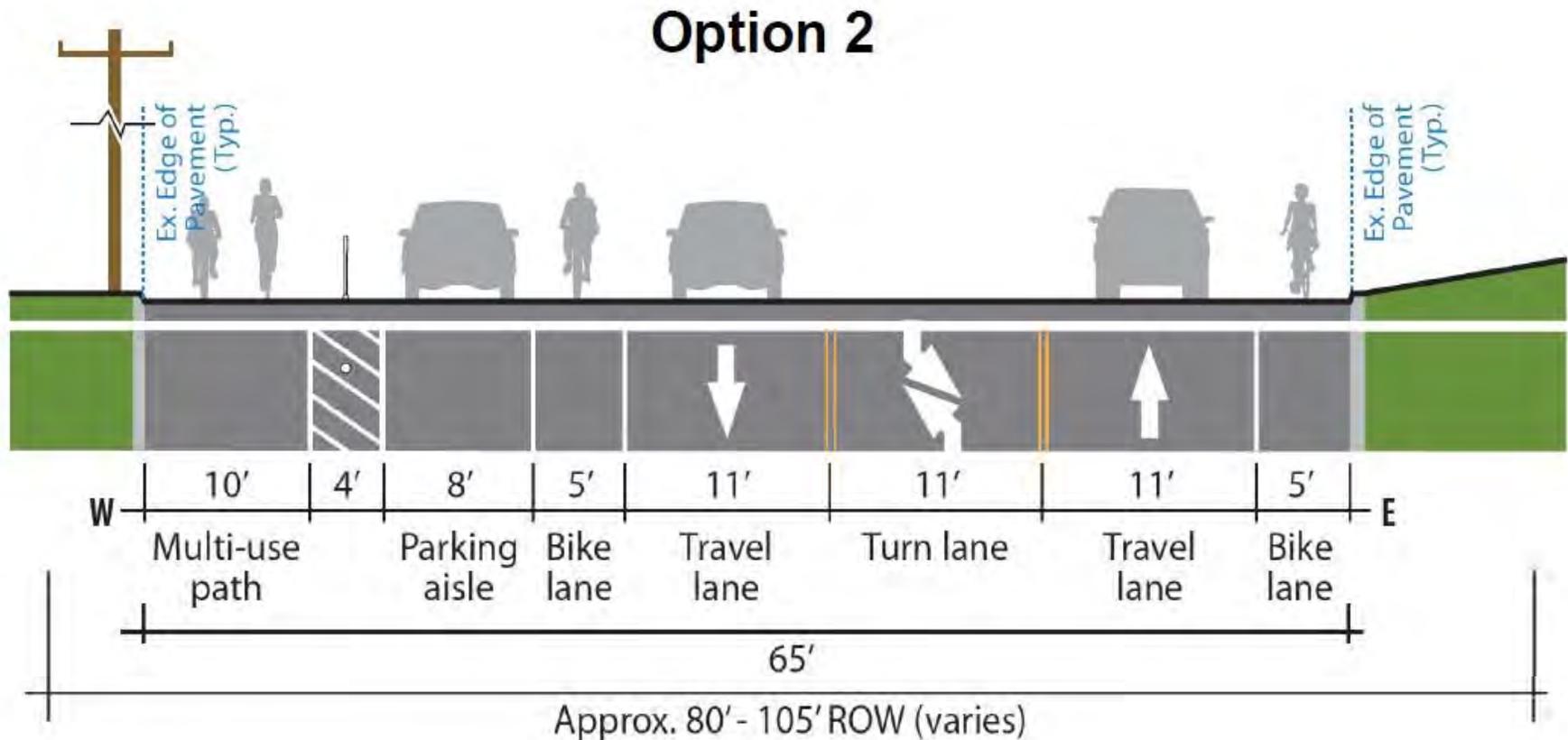
# Q15b. Perception of Convenience for the Option 1 Configuration for Non-Drivers (n=921)

Regarding perceived convenience for pedestrians, bicyclists, and other non-drivers for Option 1, more than eight in ten (82%) of respondents feel that this option is 'convenient' (somewhat convenient or very convenient), in comparison to the slightly more than one-third (37%) of respondents who feel that the Typical Existing Conditions are 'safe' for non-drivers. Moreover, only slightly more than ten percent (11%) of respondents felt that Option 1 is 'inconvenient' (somewhat inconvenient or very inconvenient) for pedestrians, bicyclists, and other non-drivers.



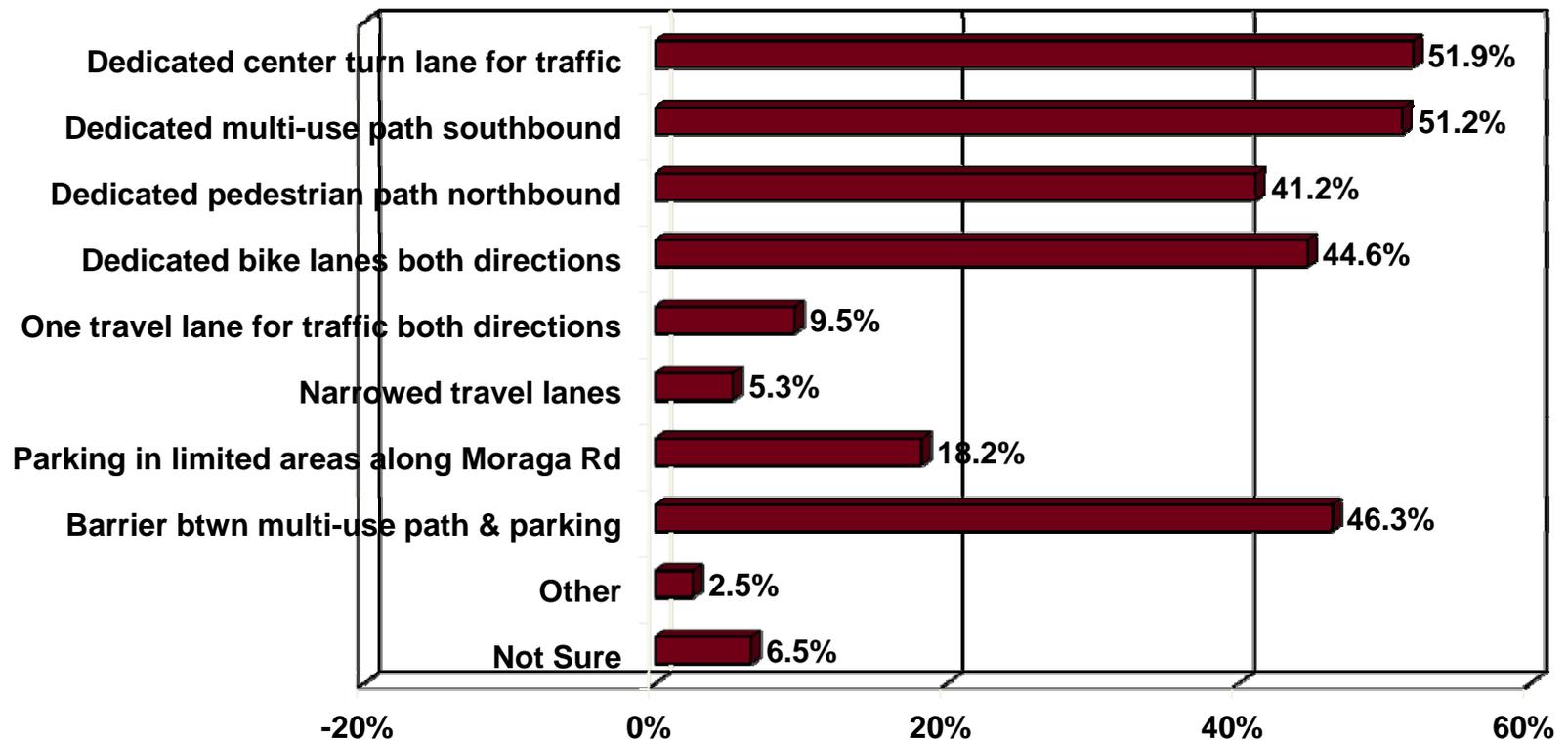
# Questions on the Option 2 Configuration of Segment 3

Next, respondents were provided with a diagram for potential Option 2 for Segment 3 of Moraga Road, similar to the diagrams provided for Option 1 and the Typical Existing Condition. Below is the diagram for Option 2, which was labeled short-term Option C for previous community outreach to the Moraga community for the Livable Moraga Road project.



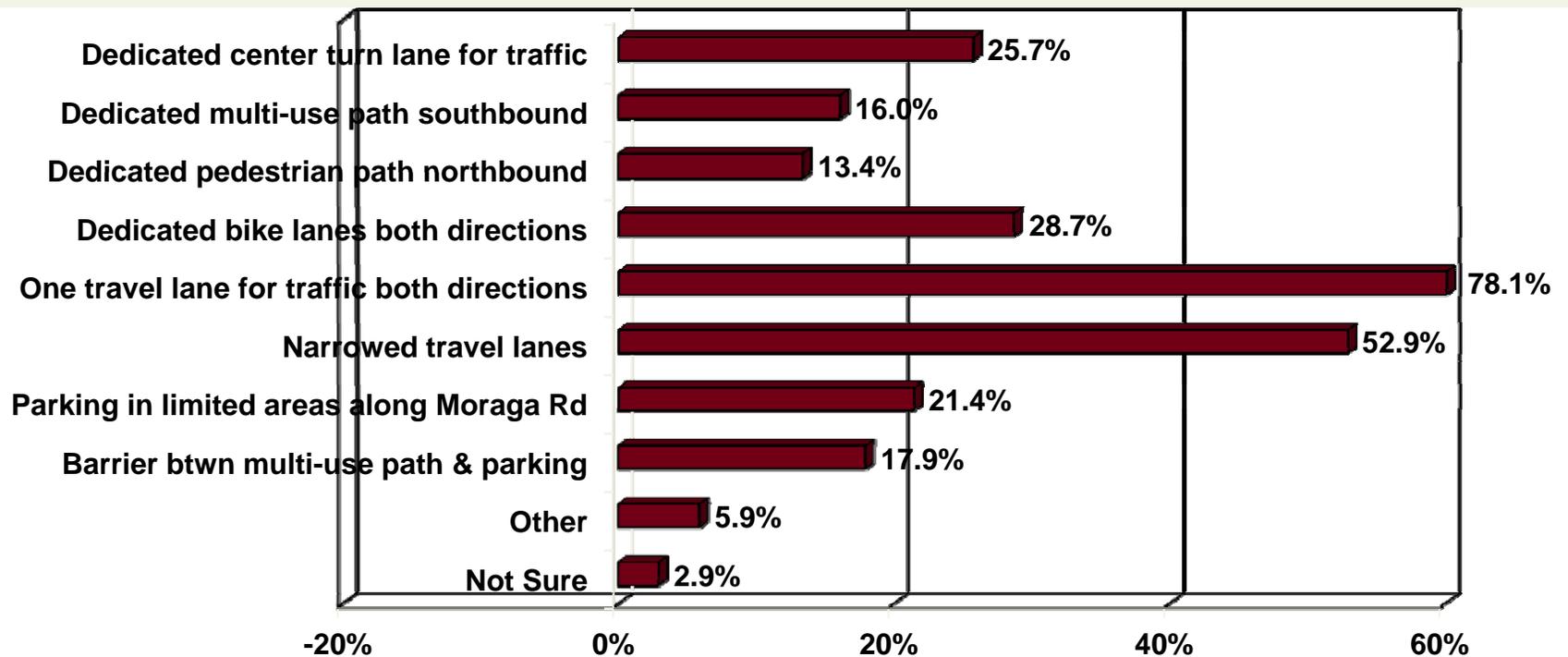
# Q16. Liked Features About the Option 2 Configuration

The top two features that were **liked** by respondents for Option 2 included ‘dedicated center turn lane for traffic’ (52%) and ‘dedicated multi-use path southbound’ (51%) with more than fifty percent of respondents selecting these two features. This closely follows the features respondents **liked** about Option 1. ‘Physical barrier between multi-use path and parking aisle’ (46%) and ‘dedicated bike lanes in both directions’ (45%) were the next two most features, with close to four in ten respondents selecting these features as ones they **liked**. Similar to previous like and dislike questions, respondents could select more than one feature, thus cumulative results are greater than one-hundred percent (100%).



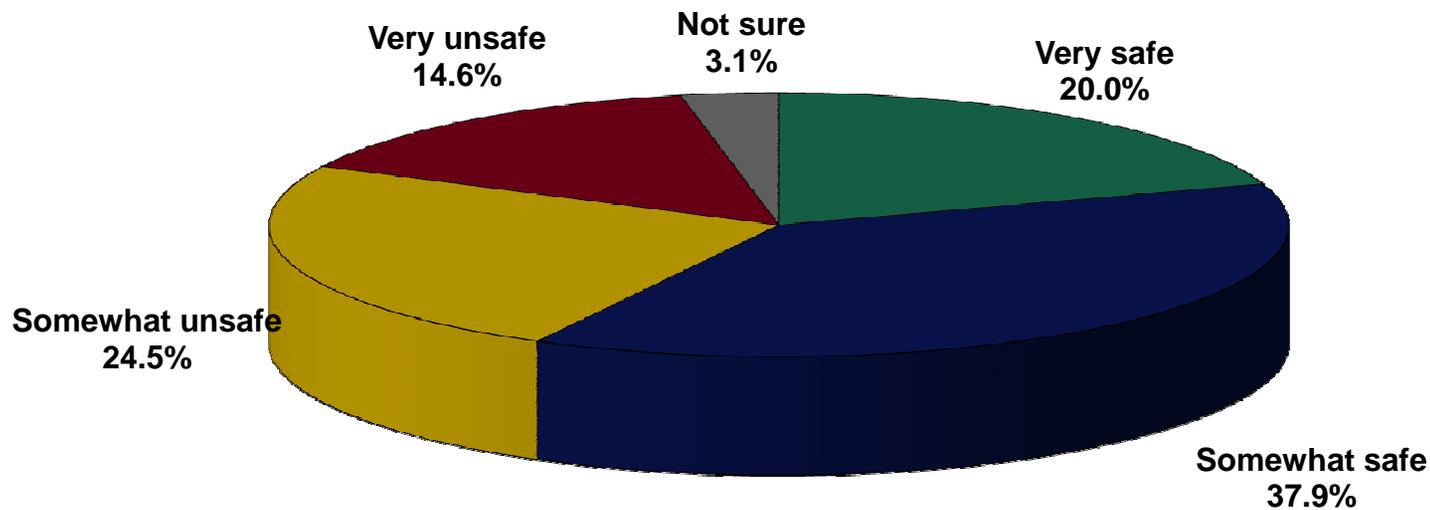
# Q17. Disliked Features About the Option 2 Configuration

Using the same Diagram for Figure 2, respondents were next asked which features they **disliked** for potential Option 2 of Segment 3. 'One travel lane for traffic in both directions' was the least popular feature, with more than three-quarters (78%) of respondents selecting this feature as one they **disliked**. 'Narrowed travel lanes' was the next least popular feature with slightly more than half (53%) of respondents selecting this feature as something they **disliked**. 'Parking in limited areas along Moraga Road' was the fifth least popular feature of Option 2 with slightly more than one-fifth (21%) of respondents selection this feature as something they **disliked**. Again, respondents could select more than one feature, thus results add up to greater than one-hundred (100%) percent.



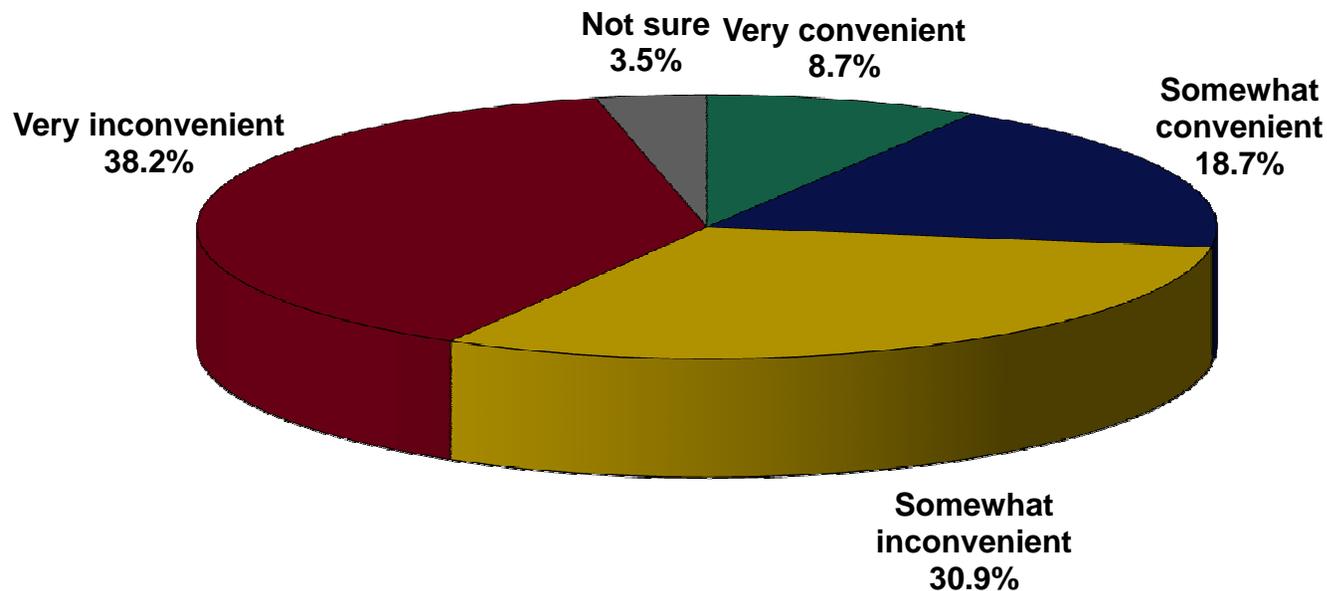
# Q18a. Perception of Safety of the Option 2 Configuration for Drivers (n=1,141)

Similar to the questions for the Typical Existing Conditions and Option 1, respondents were next asked about their perceived safety of Option 2 specifically for **drivers**. Almost sixty percent (58%) of respondents feel that Option 2 is 'safe' (somewhat safe or very safe) for **drivers** in comparison to the slightly less than three-quarters (74%) of respondents who indicated that they feel that Option 1 is 'safe' for **drivers** and the nearly ninety percent (89%) of respondents that feel the Typical Existing Conditions are 'safe' for **drivers**.



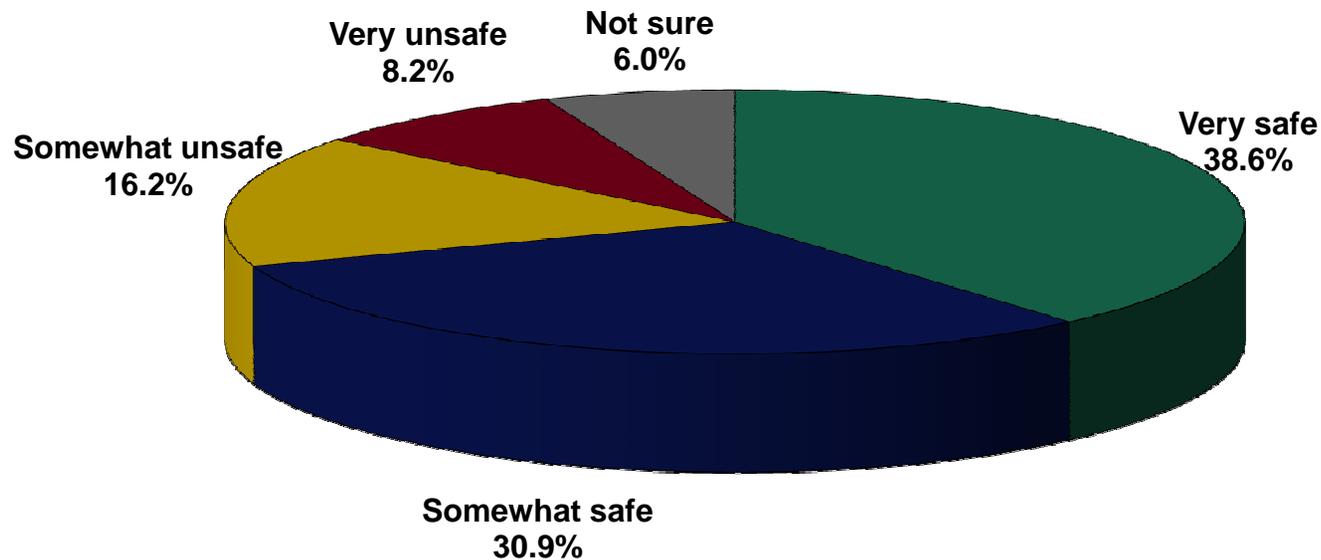
## Q18b. Perception of Convenience of the Option 2 Configuration for Drivers (n=941)

As the second part of Question 18, respondents were asked about their perceived convenience of Option 2 for **drivers**. Only slightly more than one-quarter (27%) of respondents feel that Option 2 is 'convenient' (somewhat convenient or very convenient) for **drivers**, in comparison to the slightly more than fifty percent (51%) of respondents feel that Option 1 is 'convenient' for **drivers** and the slightly less than ninety percent (88%) of respondents who indicated that they feel that the Typical Existing Conditions were 'convenient' for **drivers**.



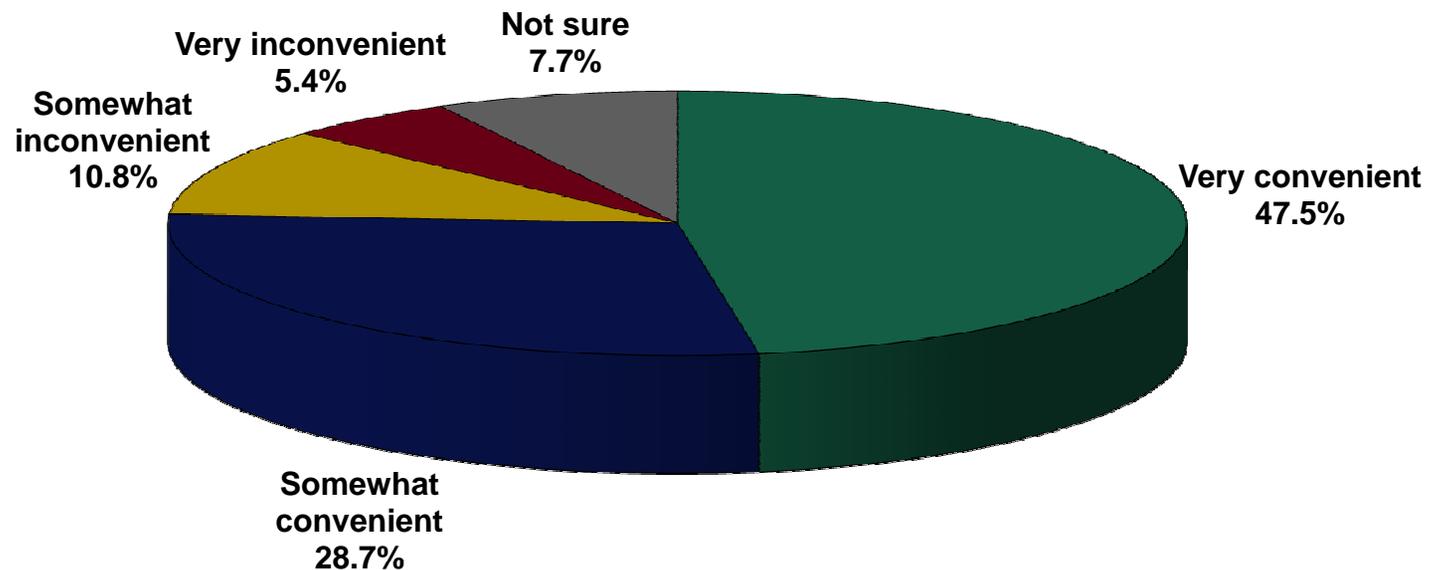
# Q19a. Perception of Safety of the Option 2 Configuration for Non-Drivers (n=1,043)

The first part of Question 19 then asked respondents about their perception of safety for Option 2 specifically for **pedestrians, bicyclists, and other non-drivers**. Seventy percent (70%) of respondents feel that Option 2 is 'safe' (somewhat safe or very safe) for non-drivers in comparison to the eighty percent (80%) of respondents who feel that Option 1 is 'safe' and the less than one-third (32%) of respondents who feel that the Typical Existing Conditions are 'safe' for **pedestrians, bicyclists, and other non-drivers**.



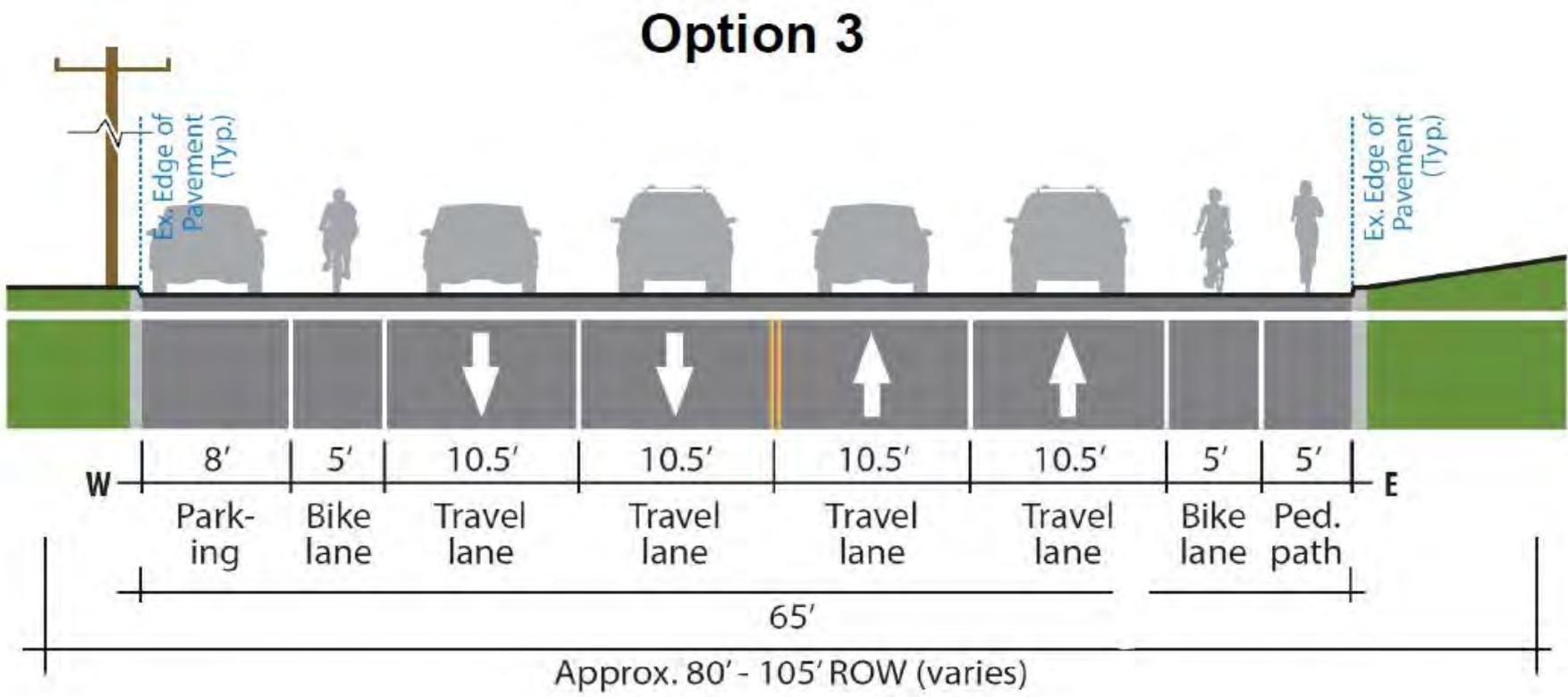
## Q19b. Perception of Convenience of the Option 2 Configuration for Non-Drivers (n=933)

Regarding perceived convenience for pedestrians, bicyclists, and other non-drivers for Option 2, slightly more than three-quarters (76%) of respondents feel that this option is 'convenient' (somewhat convenient or very convenient) for non-drivers, where more than eighty percent (82%) feel that Option 1 is convenient and slightly more than one-third (37%) of respondents feel that the Typical Existing Conditions are convenient for pedestrians, bicyclists, and other non-drivers.



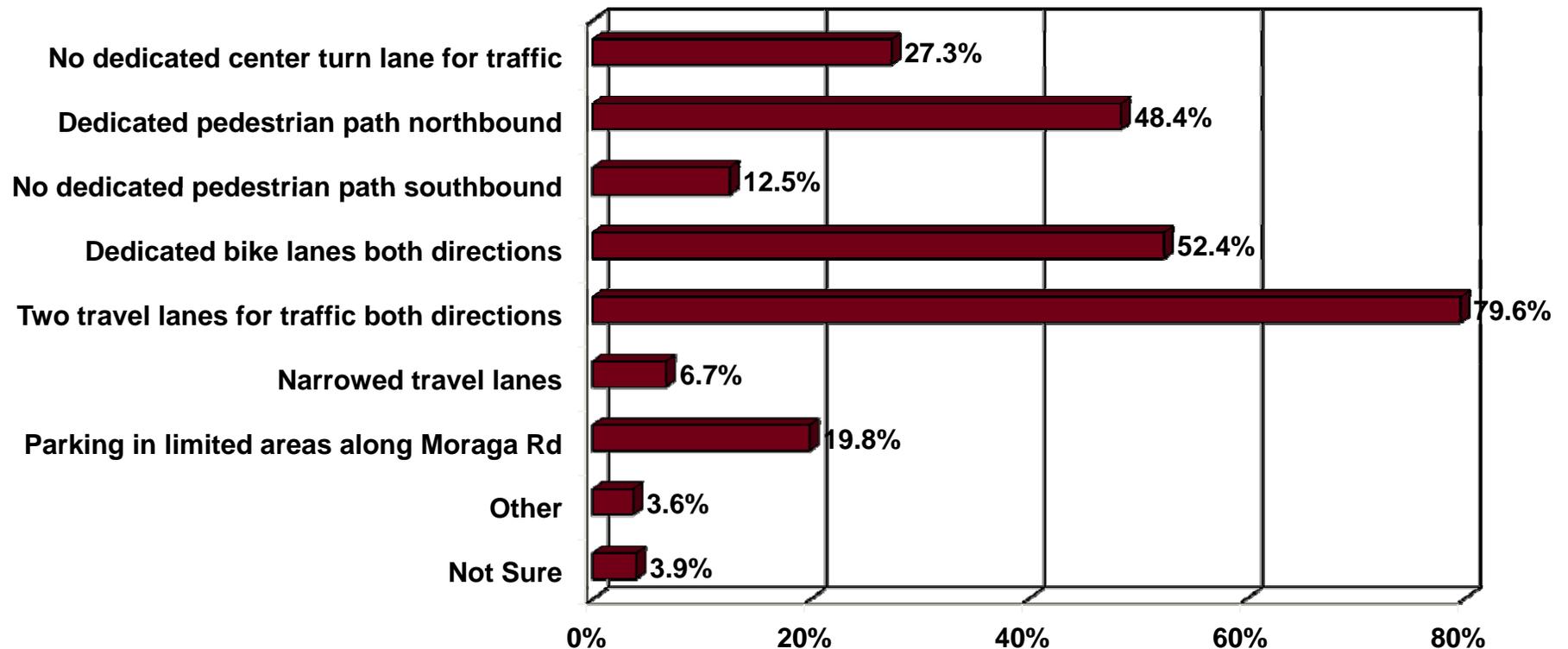
# Questions on the Option 3 Configuration of Segment 3

Similar to the other Options and Typical Existing Conditions sections of the survey, respondents were provided with a final diagram for Option 3. Below is the diagram for Option 3, which was labeled short-term Option A for previous community outreach for the Livable Moraga Road project.



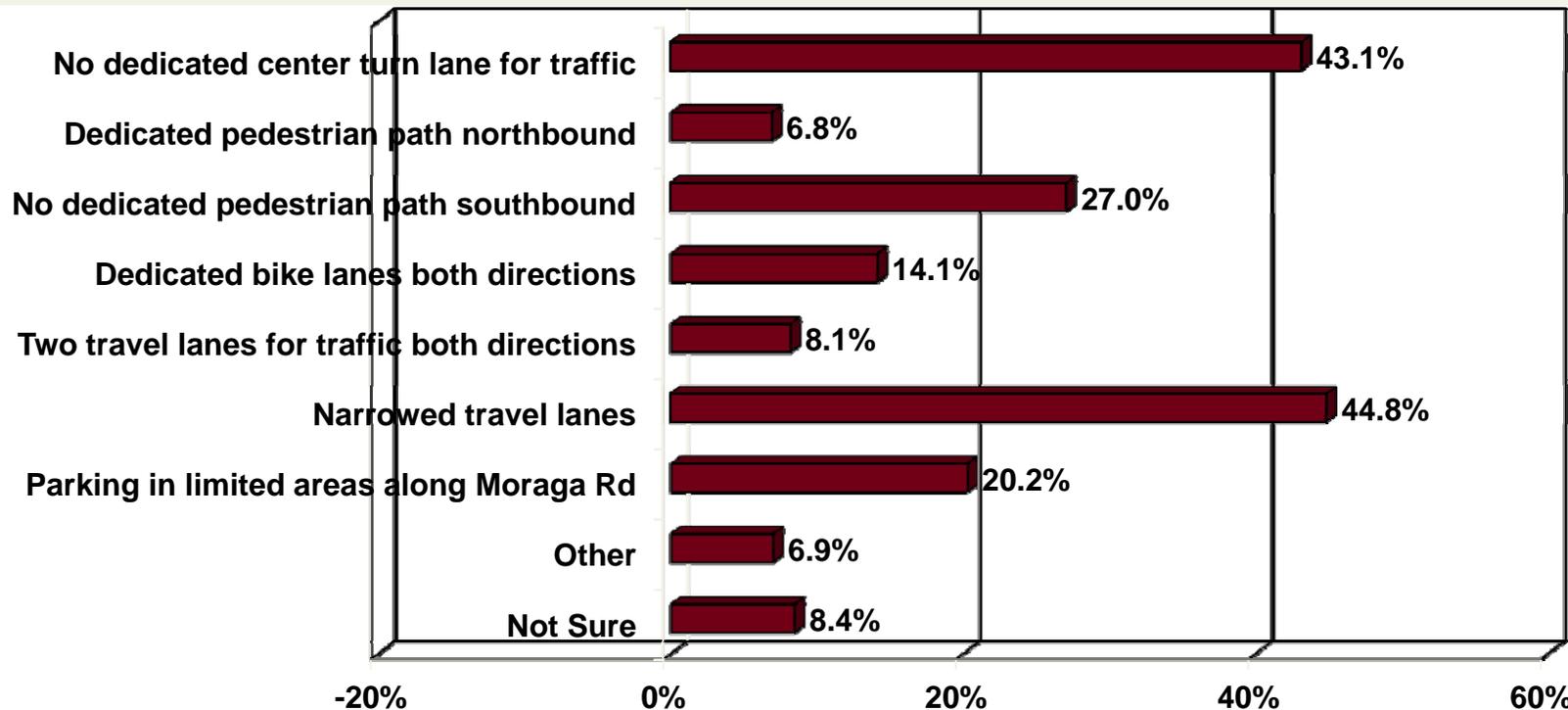
# Q20. Liked Features About the Option 3 Configuration

The top feature that was **liked** by respondents for Option 3 was the ‘two travel lanes in both directions’ with more than three-quarters (80%) of respondents selecting this feature. ‘Dedicated bike lanes in both directions’ was the second most popular feature with more than fifty percent (52%) of respondents selecting this feature as one they **liked**. ‘Dedicated pedestrian path northbound’ was the third most popular feature with just under fifty percent (48%) of respondents selecting this feature for Option 3. Similar to previous like/dislike questions, respondents could select more than one option, thus cumulative results are greater than one-hundred percent (100%).



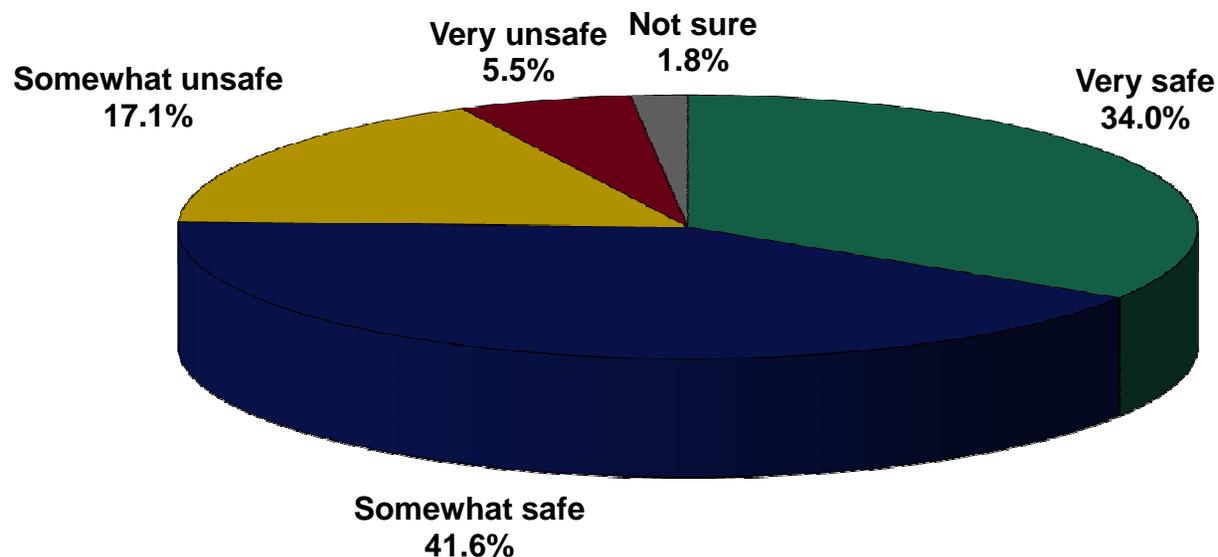
# Q21. Disliked Features About the Option 3 Configuration

Respondents were next asked which features they **disliked** for Option 3 of Segment 3 as the last Option tested in the survey. 'Narrowed travel lanes' (45%) and 'no dedicated center turn lane for traffic' (43%) were the least popular features, with more than four in ten respondents selecting these features as something they **disliked** regarding Option 3. The only other feature **disliked** by more than a quarter of respondents was "no dedicated pedestrian path southbound" with 27% of respondents selecting this feature. Consistent with Options 1 and 2, 'parking in limited areas along Moraga Road' was the fourth least popular feature of Option 3 with one-fifth (20%) of respondents selection this feature as something they **disliked**. Again, respondents could select more than one response, thus cumulative results are greater than one-hundred percent (100%).



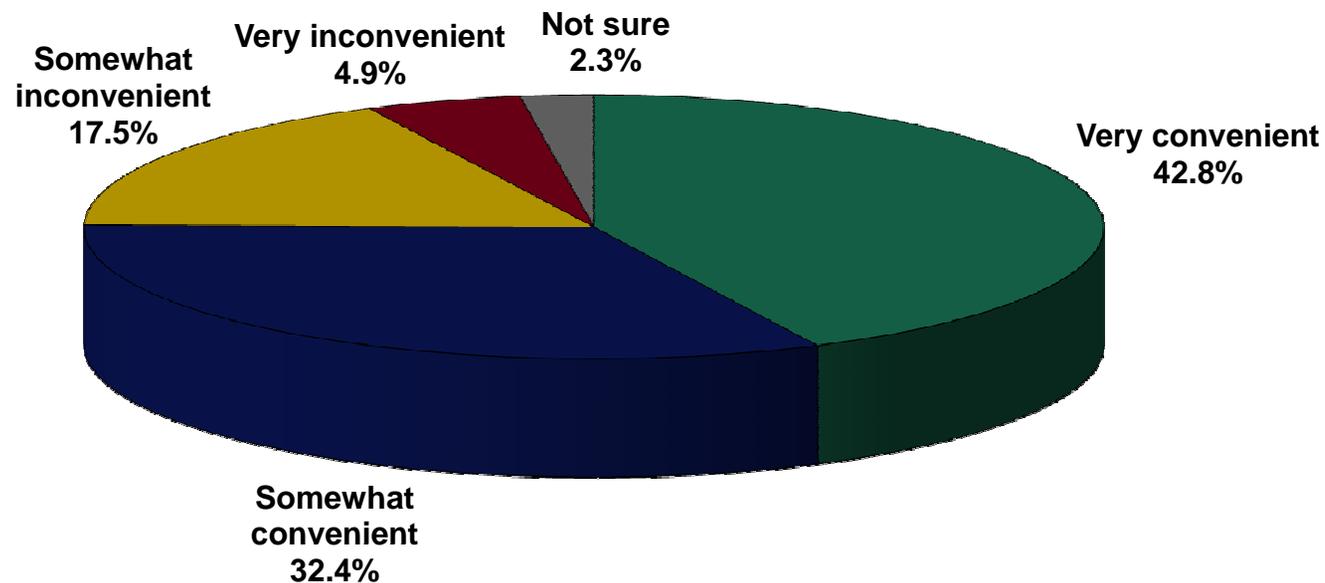
## Q22a. Perception of Safety of the Option 3 Configuration for Drivers (n=1,044)

As the last Option tested and similar to previous options, respondents were asked about their perceived safety of Option 3 specifically for **drivers**. Slightly more than seventy-five percent (76%) of respondents indicated that they feel Option 3 is 'safe' (somewhat safe or very safe) for **drivers**, in comparison to the slightly more than fifty-five percent (58%) of respondents that feel that Option 2 is 'safe', the slightly less than three-quarters (74%) of respondents who indicated that they feel that Option 1 is 'safe', and the nearly ninety percent (89%) of respondents that feel the Typical Existing Conditions are 'safe' for **drivers**.



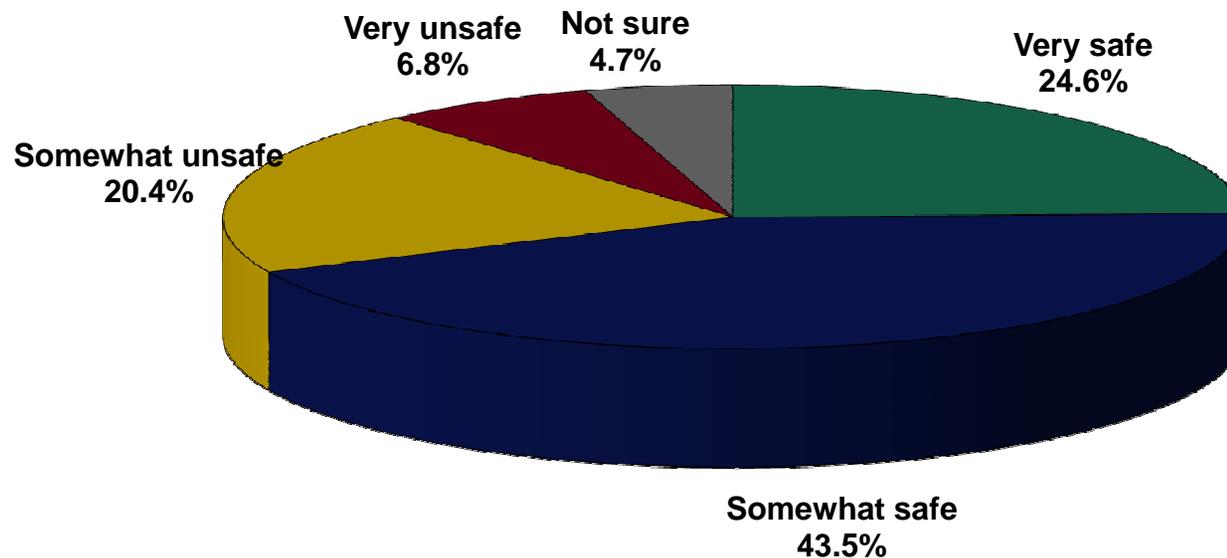
## Q22b. Perception of Convenience of the Option 3 Configuration for Drivers (n=924)

As the second part of Question 22, respondents were asked about their perceived convenience of Option 3 specifically for **drivers**. Mirroring the safety portion of this question, seventy-five percent (75%) of respondents feel that this Option is 'convenient' (somewhat convenient or very convenient) for **drivers**. In comparison, only slightly more than one-quarter (27%) of respondents feel that Option 2 is 'convenient', slightly more than half (51%) of respondents feel that Option 1 is 'convenient', and slightly less than ninety percent (88%) of respondents feel that the Typical Existing Conditions are 'convenient' for **drivers**.



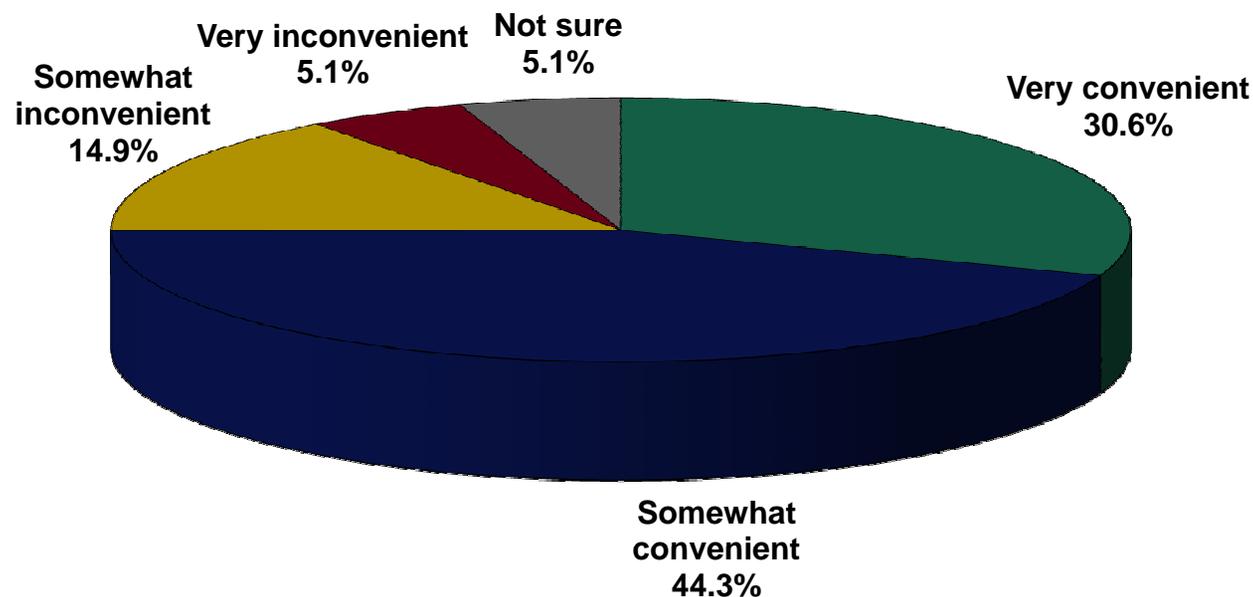
## Q23a. Perception of Safety of the Option 3 Configuration for Non-drivers (n=1,059)

Similar to the other Options tested, respondents were next about their perception of the safety of Option 3 specifically for **pedestrians, bicyclists, and other non-drivers**. Slightly more than two-thirds (68%) of respondents feel that Option 3 is 'safe' (somewhat safe or very safe) for non-drivers. In comparison, seventy percent (70%) of respondents feel that Option 2 is 'safe', eighty percent (80%) of respondents feel that Option 1 is 'safe', and less than one-third (32%) of respondents feel that the Typical Existing Conditions are 'safe' for **pedestrians, bicyclists, and other non-drivers**.



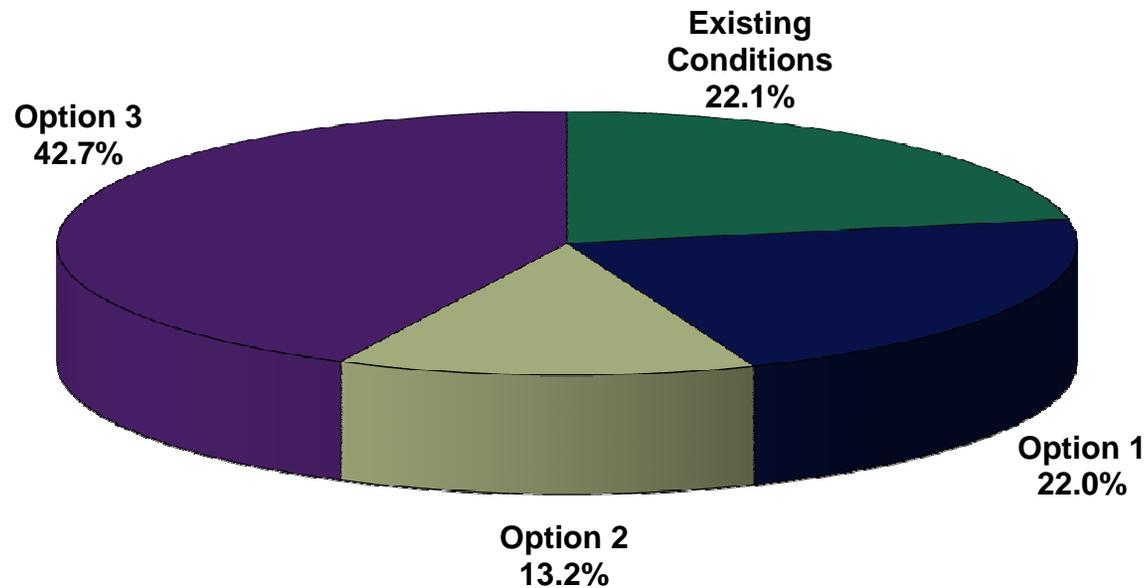
## Q23b. Perception of Convenience of the Option 3 Configuration for Non-drivers (n=942)

The second part of Question 23 asked respondents about their perception of convenience for **pedestrians, bicyclists, and other non-drivers** for Option 3. Seventy-five percent (75%) of respondents indicated that Option 3 was 'convenient' (somewhat convenient or very convenient) for non-drivers. In comparison, more than three-quarters (76%) of respondents feel that Option 2 is 'convenient', more than eighty percent (82%) feel that Option 1 is 'convenient', and slightly more than one-third (37%) of respondents feel that the Typical Existing Conditions are 'convenient' for **pedestrians, bicyclists, and other non-drivers**.



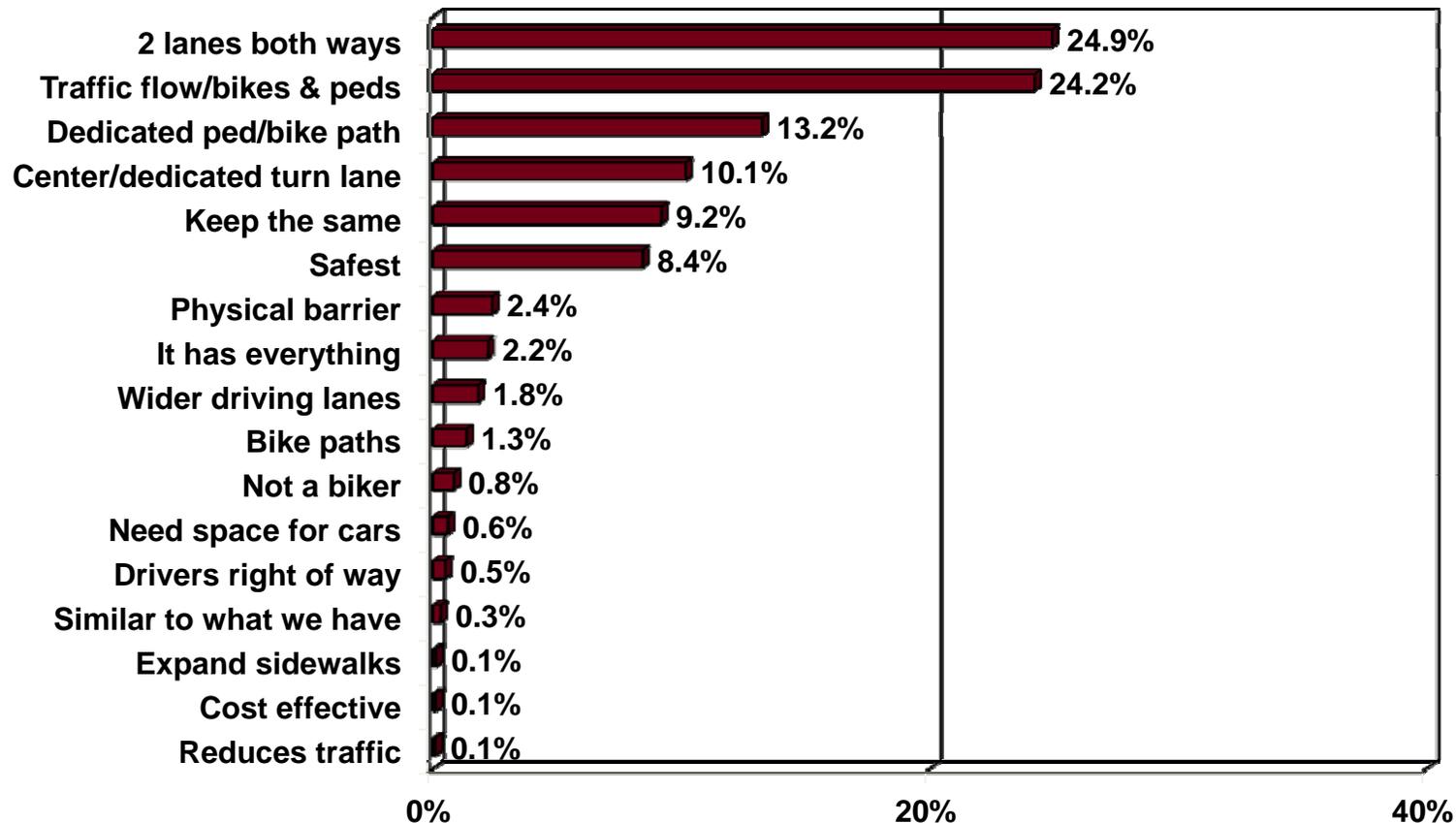
# Q24. Preferred Roadway Configuration (n=1,050)

After presenting respondents with information, diagrams, and questions regarding the Typical Existing Conditions and the three potential short-term options for Segment 3 of the Livable Moraga Road Project, they were asked to select the option that they feel works best as a solution for drivers, bicyclists, pedestrians, and public transit. By far, Option 3 was the most popular Option among respondents (43%), with the Typical Existing Conditions (22%) and Option 1 (22%) being second choices with no statistical difference between these two Options. Option 2 (13%) was clearly the least popular option among respondents. It should also be noted that more than seventy-five percent of respondents favored some sort of change in the roadway configuration for Segment 3 of the Livable Moraga Road Project (selected a short-term option), where less than twenty-five percent of respondents favored leaving things the way they are now (selected existing conditions).



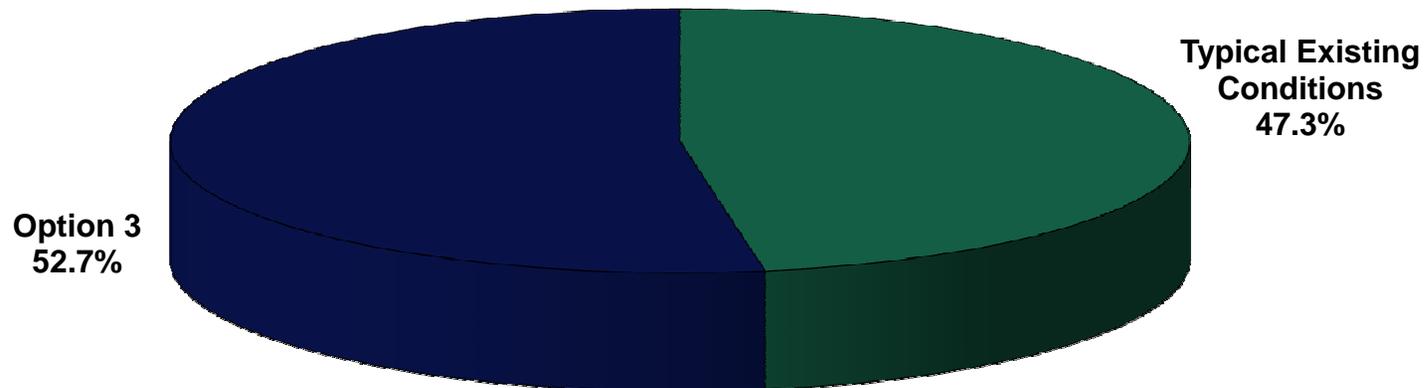
# Q25. Reasons for Preferred Roadway Configuration Choice (n=737)

As a follow-up to Question 24, respondents were asked in an open-ended format why they chose the option that they selected. The two most popular responses were 'two lanes in both directions' and 'traffic flow vs. bicyclists and pedestrians' with about one-quarter of respondents indicating each of these two reasons for their specific choice.



## Q26. Change of Preferred Option (n=165)

As the final substantive question in the survey, respondents were provided with information that traffic speeds could be reduced moderately (3 to 5 MPH) on Segment 3 in approximately 10 years, specifically for Option 1 and Option 2, and if this would change their opinion regarding these two Options. Of the respondents who indicated that they would change their opinion (45% of the respondents who selected Option 1 or Option 2), slightly more than half (53%) indicated they would change to Option 3 where slightly less than half (47%) indicated that they would now prefer the Typical Existing Conditions. While this makes the Typical Existing Conditions the clear second choice among all the options tested, Option 3 is still the preferred choice for Segment 3 among survey respondents.



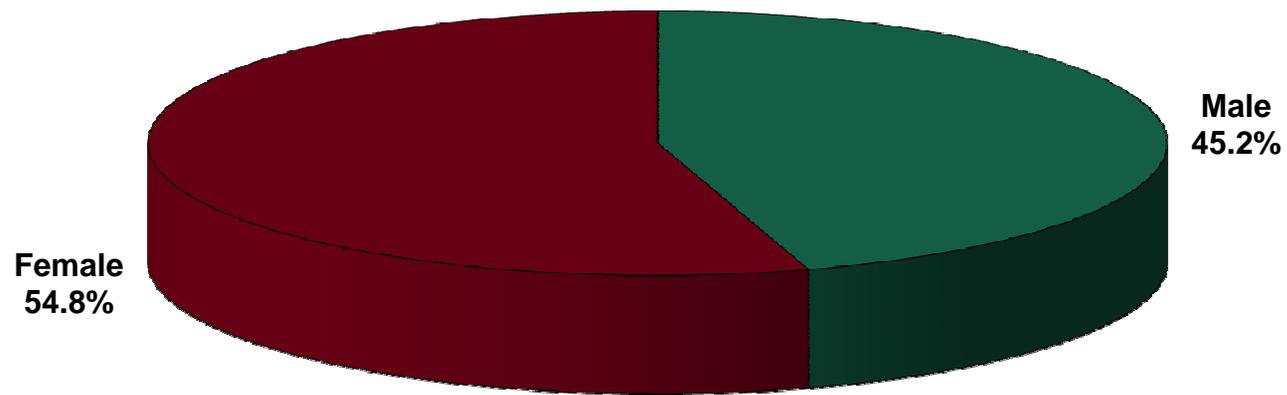


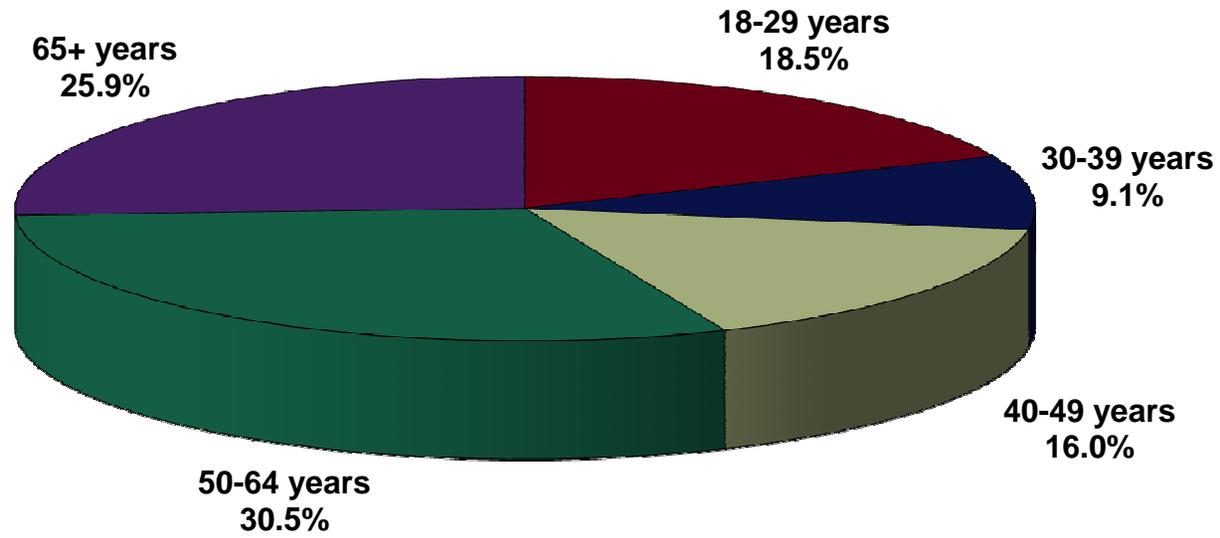
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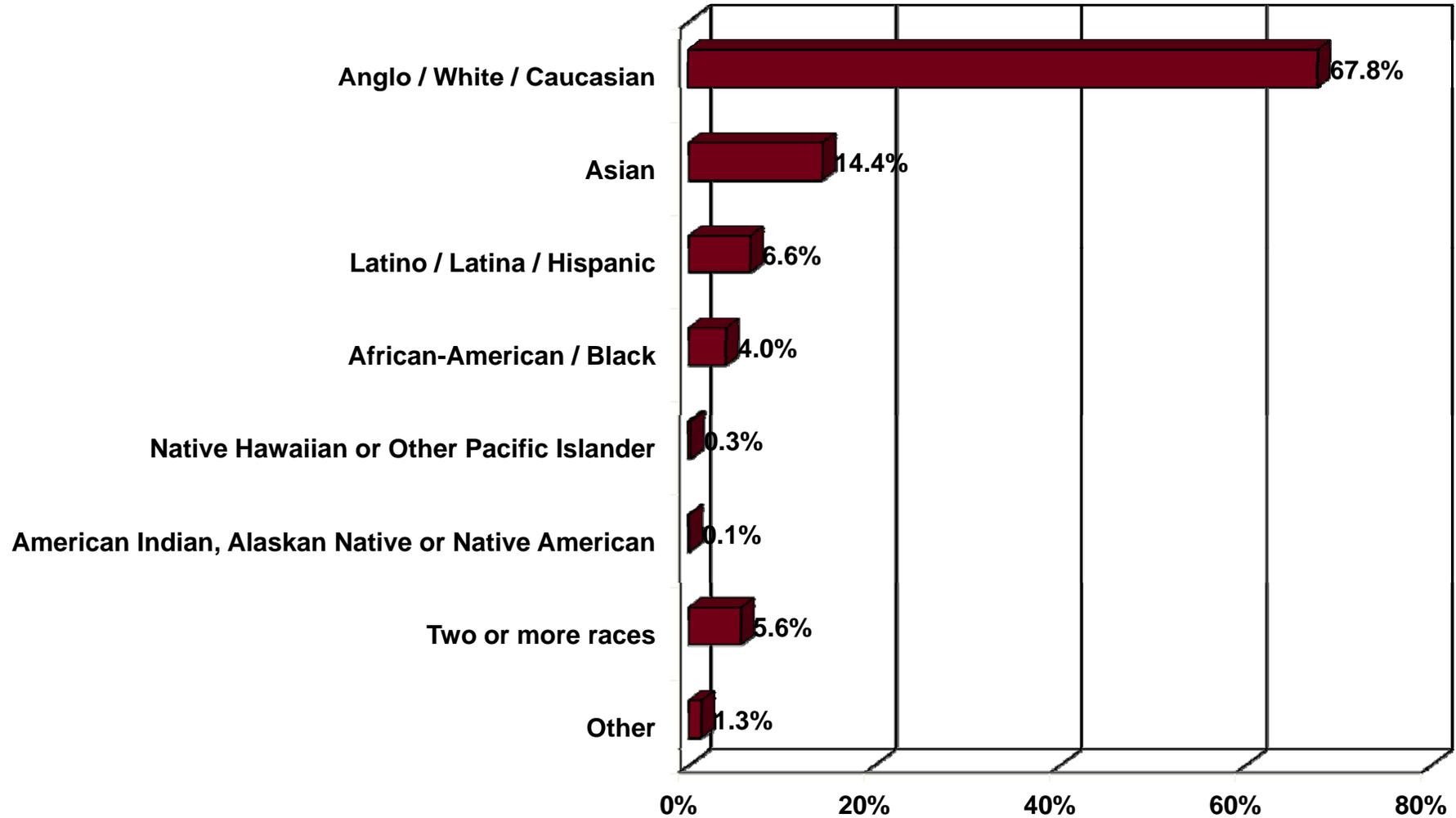
## Appendix A: Additional Demographic Information

# QA. Gender





# QC. Ethnicity





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## Appendix B: Detailed Methodology

## Survey Parameters

As part of the survey process for the Livable Moraga Road Project Segment 3 – Mail Survey of Households, Godbe Research collected a total of 1,108 surveys from Town of Moraga households, although not every respondent answered every question in the survey. Surveys were mailed to each household in the Town of Moraga including Saint Mary's College. The error rate is plus or minus 2.6% to 3.0% for the survey process based on the number of responses to each specific question in the survey. Surveys were collected from December 17, 2015 through January 8, 2016.

## Sample and Weighting

Once collected, the limited demographic information in the survey was compared with the respective resident population in the Town to examine possible differences between the demographics of the survey respondents and the actual universe of Town of Moraga residents. The data were weighted to correct these differences, and the results presented are representative of the voter characteristics of the Town in terms of gender, age, and ethnicity. While crosstabulations were produced based on demographics and other questions in the survey, results were not reported on by demographic variables given the nature and research objectives for this specific survey process.

# Reading Crosstabulation Tables

The questions discussed and analyzed in this report comprise a subset of various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix E. These crosstabulation tables provide detailed information on the responses to each question by demographic and behavioral groups that were assessed in the survey. A typical crosstabulation table is shown here.

A short description of the item appears on the left-hand side of the table. The item sample size (n = 600) is presented in the first column of data under “Total.”

The results to each possible answer choice of all respondents are presented in the first column of data under “Total.” The aggregate number of respondents in each answer category is presented as a whole number, and the percent of the entire sample that this number represents is just below the whole number. In this example, among the total respondents, 268 residents reported their “Yes” response, and this number of respondents equals 44.7% of the total sample size of 600. Next to the “Total” column are the other columns representing responses men and women. The data from these columns are read in exactly the same fashion as the data in the “Total” column, although each group makes up a smaller percent of the entire sample.

EXAMPLE OF DATA CROSTABULATION TABLE		Total	Male	Female
Have you visited City offices or interacted with City Staff in the last 12 months?	Total	600	273	327
	Yes	268	114	154
		44.7%	41.8%	47.1%
	No	331	159	172
		55.2%	58.2%	52.6%
	DK/NA	1	0	1
0.2%		0.0%	0.3%	

# Subgroup Comparisons

To test whether or not the differences found in percent results among subgroups are likely due to actual differences in opinions or behaviors – rather than the results of chance due to the random nature of the sampling design – a “z-test” was performed. In the headings of each column are labels, “A,” “B,” “C,” etc. along with a description of the variable. The “z-test” is performed by comparing the percent in each cell with all other cells in the same row within a given variable (within Gender in the pictured table, for example).

The results from the “z-test” are displayed in a separate table below the crosstabulation table. If the percent in one cell is statistically different from the percent in another, the column label will be displayed in the cell from which it varies significantly. For instance, in the adjacent table, a significantly higher percent of women (47.1%) reported “Yes” than men (41.8%). Hence, the letter “A,” which stands for men, appears under Column “B,” which stands for women. The letters in the table indicate the differences where one can be 95% confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

It is important to note that the percent difference among subgroups is just one piece in the equation to determine whether or not two percentage figures are significantly different from each other. The variance and sample size associated with each data point is integral to determining significance.

Therefore, two calculations may be different from each other, yet the difference may not be statistically significant according to the “z” statistic.

EXAMPLE OF DATA CROSSTABULATION TABLE		Total	Male	Female
Have you visited City offices or interacted with City Staff in the last 12 months?	Total	600	273	327
	Yes	268	114	154
		44.7%	41.8%	47.1%
	No	331	159	172
		55.2%	58.2%	52.6%
	DK/NA	1	0	1
0.2%		0.0%	0.3%	

EXAMPLE OF DATA FOR Z-TEST		Total	Male (A)	Female (B)
Have you visited City offices or interacted with City Staff in the last 12 months?	Total	600	273	327
	Yes			A
	No			
	DK/NA			



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## Appendix C: Topline Report



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## Appendix D: Questionnaire



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## Appendix E: Crosstabulation Tables



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