

Town of Los Gatos

Student Travel Survey

Draft Report

December 5, 2018



A. Survey Background

Background

The Town of Los Gatos, in partnership with the Los Gatos – Monte Sereno Safe Routes to School (SR2S), conducted a Student Travel Survey in the fall of 2018. The purpose of the survey was to solicit parent's and student's input of what improvements will be beneficial to school students who walk and bike to school.

The survey leveraged the annual data collection conducted by SR2S on the current student travel choices, asked about parent's and student's concerns related to active transportation, and further inquired about what improvements would be most desired to support their choices in active transportation modes.

The information collected will assist in assessing demand and guiding funding decisions for infrastructure improvements.

Survey Period

October 24 – November 26, 2018

Survey Mechanism

Town staff consulted with regional and local agencies on the survey questionnaire and design. The survey was further improved through tests and additional reviews by SR2S, school representatives, the Bicycle and Pedestrian Advisory Commission and the Transportation and Parking Commission. The survey questionnaire and flow chart are included in Appendix A.

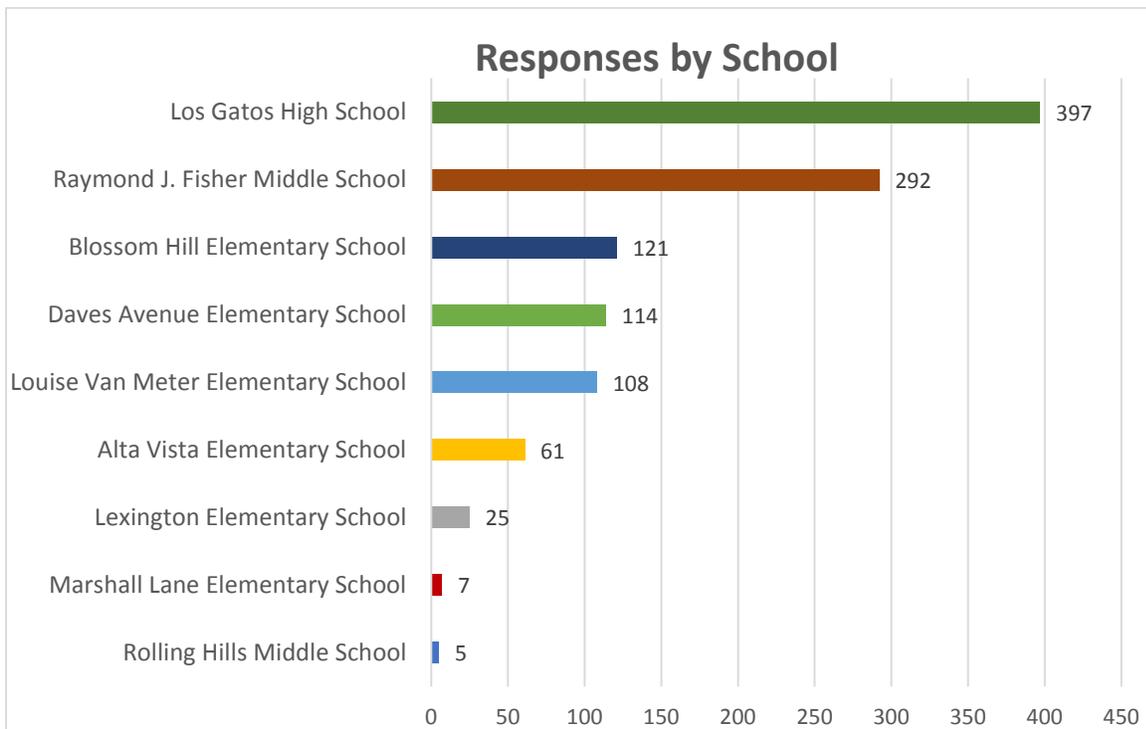
This was an online survey through SurveyMonkey. The survey link was sent via email by Los Gatos Union School District and Los Gatos High School to approximately 6,000 addresses. In addition, the survey link was promoted through the SR2S email list and social media (NextDoor). Parents were asked to fill out one survey for each student attending a public school in Los Gatos.

B. Survey Responses

This section of the report presents the results from each question. More in-depth analyses are described in Section C.

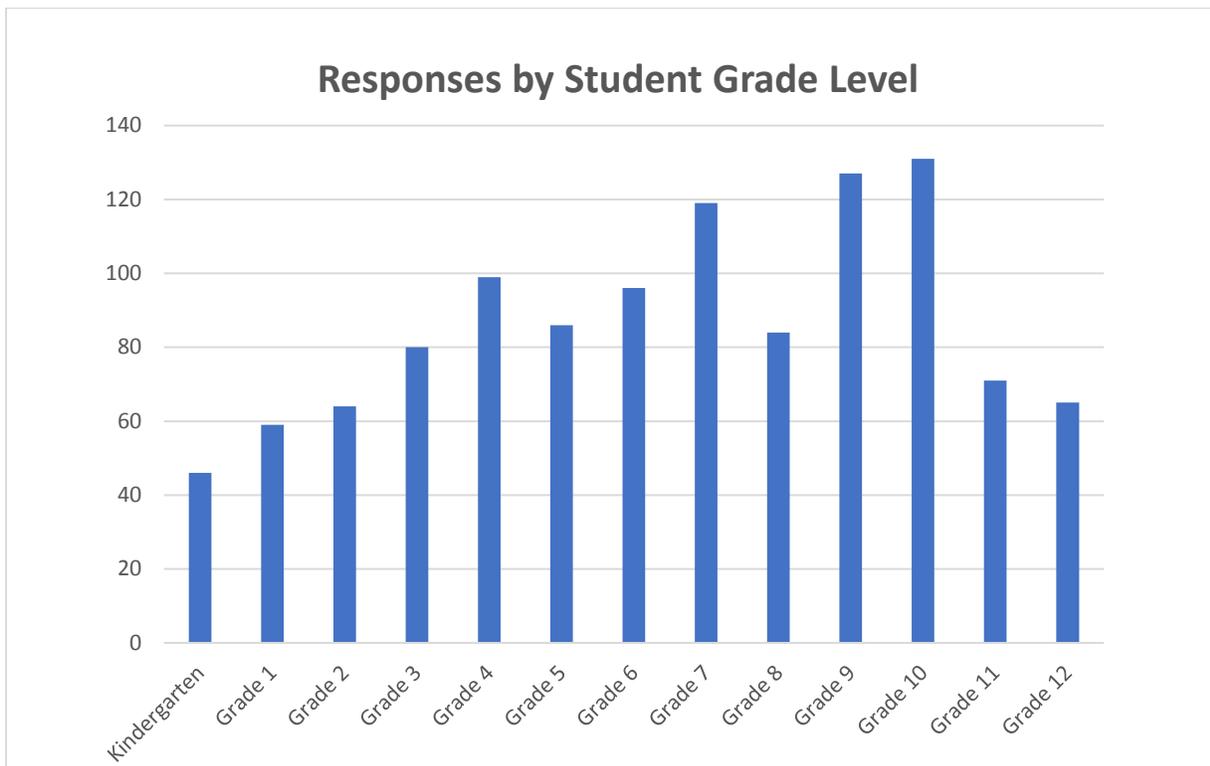
Q1 What school does your child attend?

ANSWER CHOICES	RESPONSES
Los Gatos High School	397
Raymond J. Fisher Middle School	292
Blossom Hill Elementary School	121
Daves Avenue Elementary School	114
Louise Van Meter Elementary School	108
Alta Vista Elementary School	61
Lexington Elementary School	25
Marshall Lane Elementary School	7
Rolling Hills Middle School	5
TOTAL	1,130



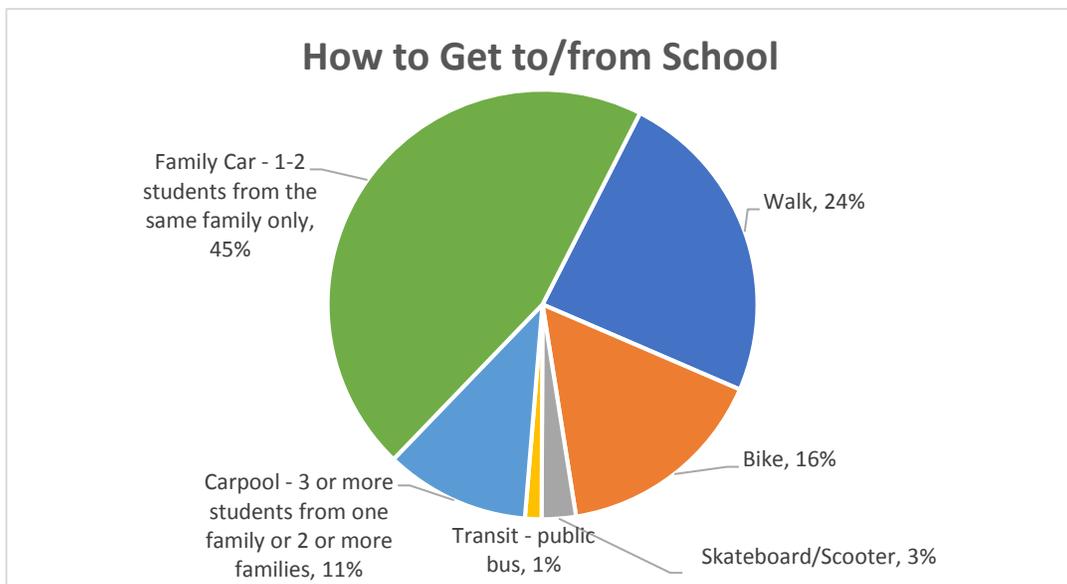
Q2 What grade is your child in?

ANSWER CHOICES	RESPONSES	
Kindergarten	4.08%	46
Grade 1	5.24%	59
Grade 2	5.68%	64
Grade 3	7.10%	80
Grade 4	8.78%	99
Grade 5	7.63%	86
Grade 6	8.52%	96
Grade 7	10.56%	119
Grade 8	7.45%	84
Grade 9	11.27%	127
Grade 10	11.62%	131
Grade 11	6.30%	71
Grade 12	5.77%	65
TOTAL		1,127



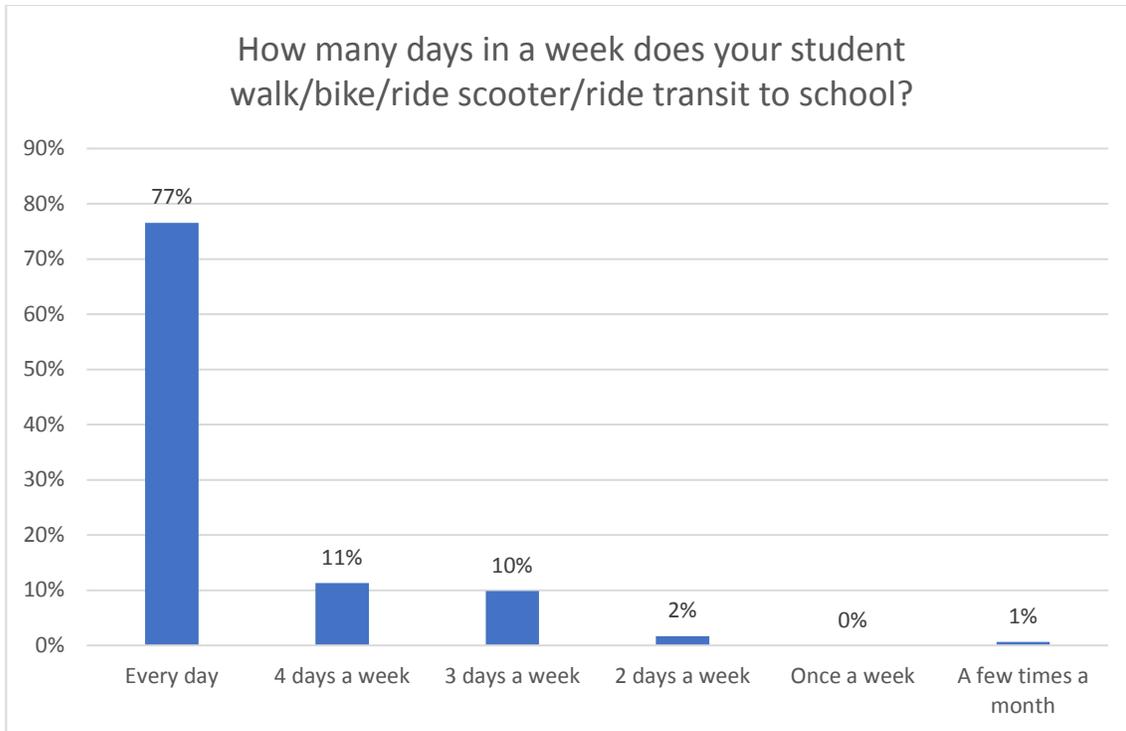
Q3 How does your child typically get to school (3 or more times a week)? Select only 1.

ANSWER CHOICES	RESPONSES	
Walk	23.98%	271
Bike	16.02%	181
Skateboard/Scooter	2.57%	29
Transit - public bus	1.24%	14
Carpool - 3 or more students from one family or 2 or more	10.88%	123
Family Car - 1-2 students from the same family only	45.31%	512
TOTAL		1,130



Q4 How many days in a week does your student walk/bike/ride scooter/ride transit to school?

ANSWER CHOICES	RESPONSES	
Every day	76.57%	366
4 days a week	11.30%	54
3 days a week	9.83%	47
2 days a week	1.67%	8
Once a week	0.00%	0
A few times a month	0.63%	3
TOTAL		478



Q5 Do you have concerns about your student walking/biking/skating/riding scooter to/from school? - Check all choices apply.

ANSWER CHOICES	RESPONSES	
Unsafe path to walk or bike	34.40%	161
Distance	4.70%	22
Unsafe intersections	42.09%	197
Streets are too busy with many cars	62.82%	294
Bike security at school	11.75%	55
Neighborhood safety	11.11%	52
Disability or limited mobility	0.00%	0
No concerns	17.95%	84
Total Respondents		468

Q6 Which improvements would support your child walk or bike to school more often (almost every day)? - Choose all options that apply.

ANSWER CHOICES		
Sidewalk gaps were repaired	19.18%	89
Crosswalks were improved	27.59%	128

Sidewalks were widened	23.49%	109
Onsite protected bike storage	11.21%	52
Green bike lanes	28.66%	133
Bike/walking paths separate from cars	50.43%	234
Ways to slow down cars (traffic calming)	59.05%	274
Crossing guard present	30.39%	141
None of the above	9.70%	45
Total Respondents		464

Q7 If your child is driven to school by car, what concern primary hinders you from encouraging them to walk/bicycle/skate/scooter to/from school? - Choose all options that apply.

ANSWER CHOICES	RESPONSES	
Unsafe path to walk or bike	42.42%	238
Distance	63.46%	356
Unsafe intersections	39.04%	219
Streets are too busy with many cars and/or cars traveling at a high speed	60.07%	337
Bike security at school	7.13%	40
Other: please describe	0.00%	0
Disability or limited mobility	1.78%	10
Total Respondents		561

Q8 How far do you live from your child's school? (Link to SR2S Walk & Roll Maps for reference)

ANSWER CHOICES	RESPONSES	
Within walking distance?	18.00%	110
Within biking distance?	40.26%	246
Too far to walk or bike	41.73%	255
TOTAL		611

Q9 If one of the following improvements is implemented, would you encourage your child to walk or bike to school? - choose all improvements that apply.

ANSWER CHOICES		RESPONSES
Sidewalk gaps were repaired	19.09%	67
Crosswalks were improved	26.21%	92
Sidewalks were widened	27.35%	96
Onsite protected bike storage	10.83%	38
Green bike lanes	27.92%	98
Biking/walking paths separate from cars	60.97%	214
Ways to slow down cars (traffic calming)	52.42%	184
Crossing guard present	31.05%	109
None of the above	16.24%	57
TOTAL		351

Q10 Would you be interested in having your child ride the school bus to and from School?

ANSWER CHOICES		RESPONSES
Yes	50.00%	127
No	21.65%	55
Maybe	28.35%	72
TOTAL		254

C. Data Summary and Analysis

This section of the report provides additional analyses by cross-referencing survey results from different questions and comparing to additional information.

1. Response Rates by School

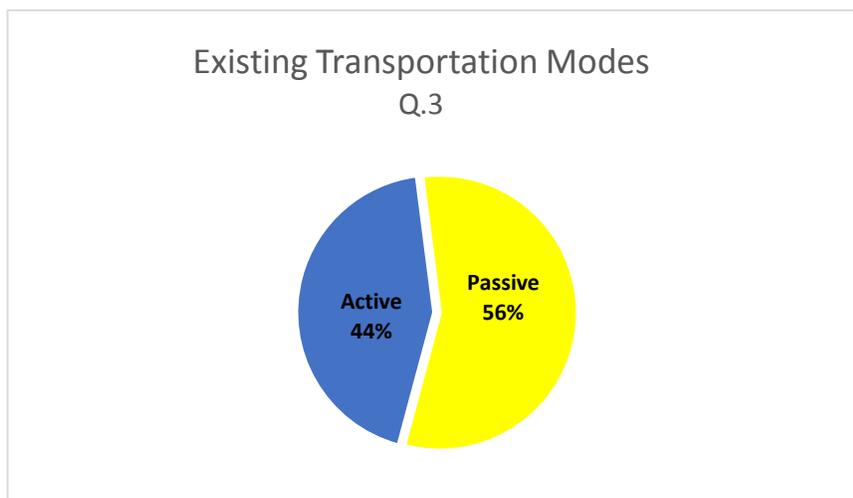
	Enrollment	Responses	Rate
Blossom Hill Elementary School	583	121	21%
Daves Avenue Elementary School	490	114	23%
Lexington Elementary School	144	25	17%
Louise Van Meter Elementary School	539	108	20%
Alta Vista Elementary School	651	61	9%
Marshall Lane Elementary School	N/A	7	N/A
Raymond J. Fisher Middle School	1,267	292	23%
Rolling Hills Middle School	N/A	5	N/A
Los Gatos High School	2,132	397	19%
Average	5,806	1,130	19%

Note: School year 2018/19 enrollment information was provided by Alta Vista Elementary School, Los Gatos Union School District and Los Gatos – Saratoga Union High School District.

The average response rate was 19%. Due to the small numbers of responses, Marshall Lane and Rolling Hills Schools were excluded from the response rate calculation.

2. Existing travel modes

Question 3 asked the students' current travel modes to and from schools and branched out the respondents in two categories. All active modes, including biking, walking, skating and using transit, accounted for 44% of the respondents. Carpool and family car are considered "passive" transportation modes in this report.

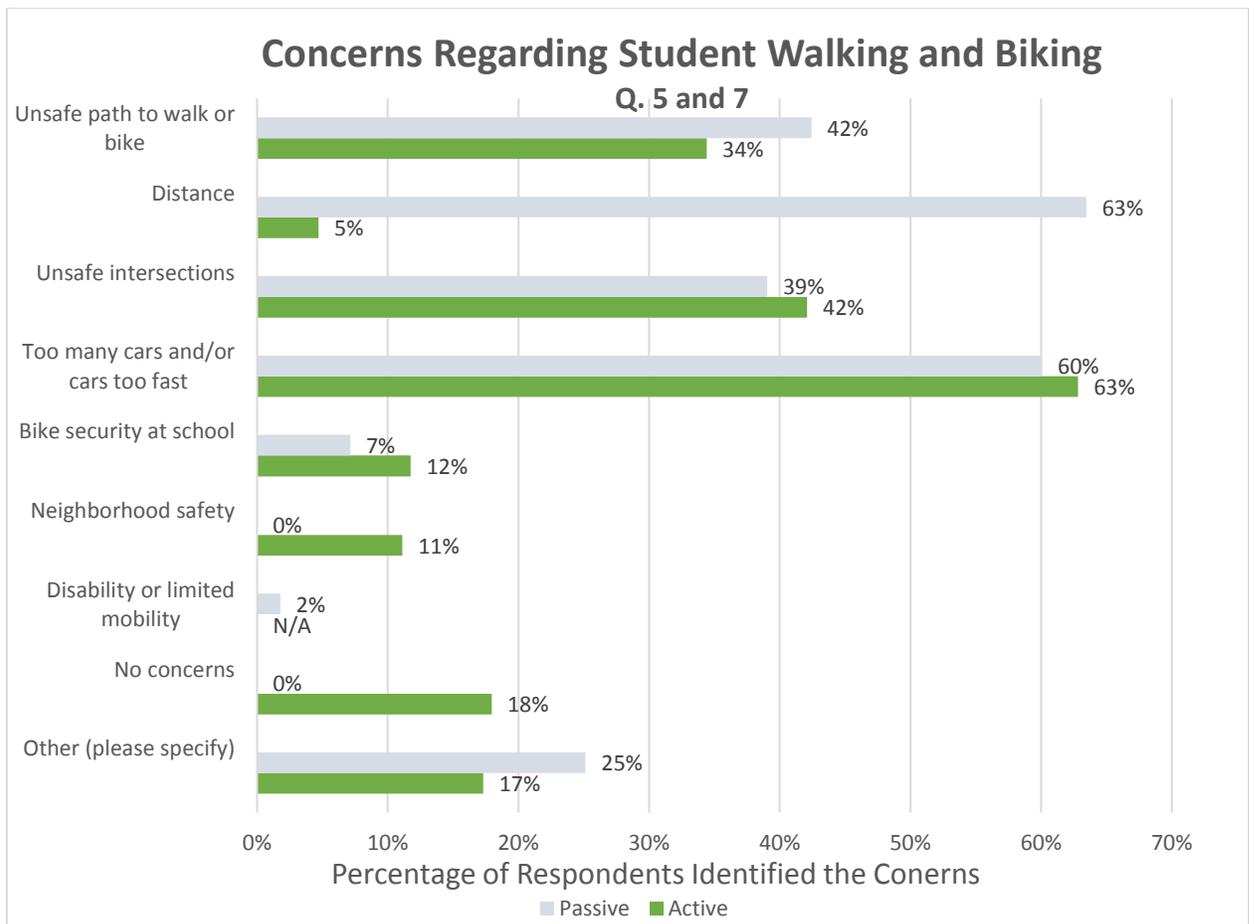


The active transportation share is a slightly higher rate than the results from the survey conducted by the Los Gatos-Monte Sereno SR2S, which is at 39%. The SR2S survey and result summary are included in Appendix B. It should be noted that the methodologies were different in these two surveys.

This question started the segmentation on the student population by different markets, current active and passive travelers, geographic groups depending on distance to schools, openness to active transportation modes, etc. Responses to the subsequent questions 6 through 10 provide additional insights to how and why families make different transportation decisions and what are the triggers that may potentially change their decisions.

3. Existing Student Travel Market Segments and Concerns

Questions 5 and 7 targeted the active and passive travelers separately but were structured similarly to allow a reasonable comparison. The results show that the highest concerns these two groups had, such as car volumes and speed, unsafe paths and intersections, were consistent. The exception was that distance was cited as a factor among 65% of the passive travelers, compared to 5% of the active travelers.



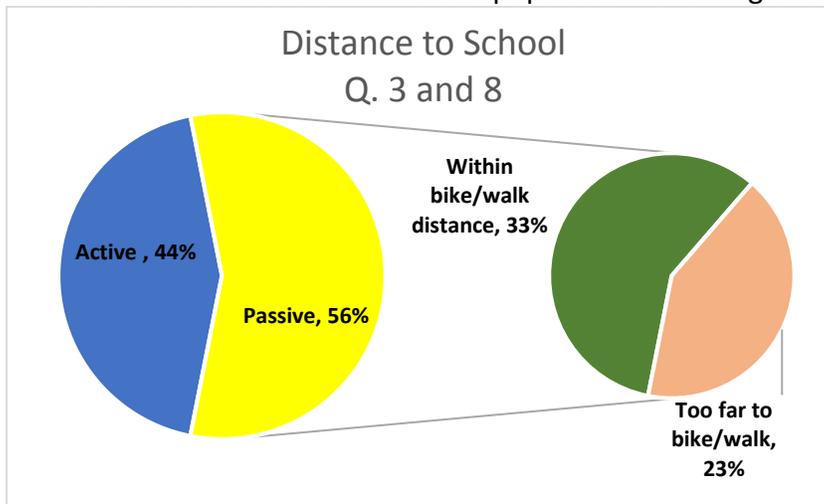
Note: Multiple choices were allowed so total percentages added up to over 100.

4. Potential Active Transportation Growth

Questions 7, 8 and 9 were the core questions in this survey. They were designed to answer the questions why families choose driving over active transportation modes and what improvements can be made to change these families' travel decisions.

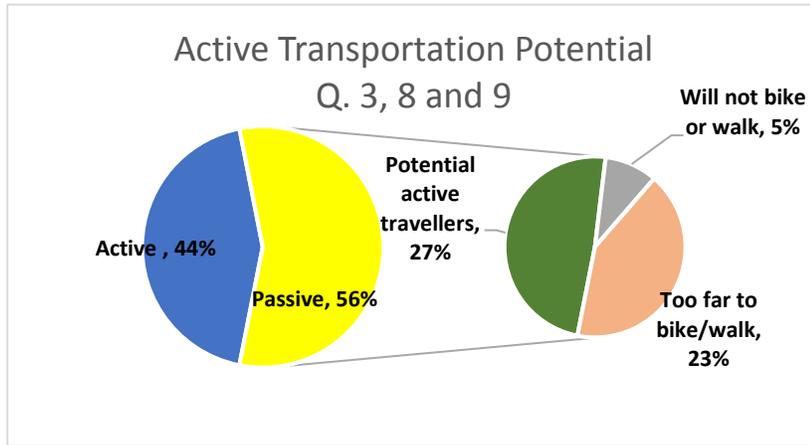
Question 8 helps to distinguish students who live within walking/biking distance from the ones who live too far. Respondents were asked to make a self-determination with the aid of the Walk n Roll maps. The reason to separate these two groups, is that ones live too far to walk or bike, biking and walking would not be feasible regardless of infrastructure or program improvements. This group represents 23% of the student population. Other improvements may be more appropriate for this group.

Those that identified as living within walking/biking distance were directed to answer Question 9. They can be considered as the "winnable" population for biking and walking.



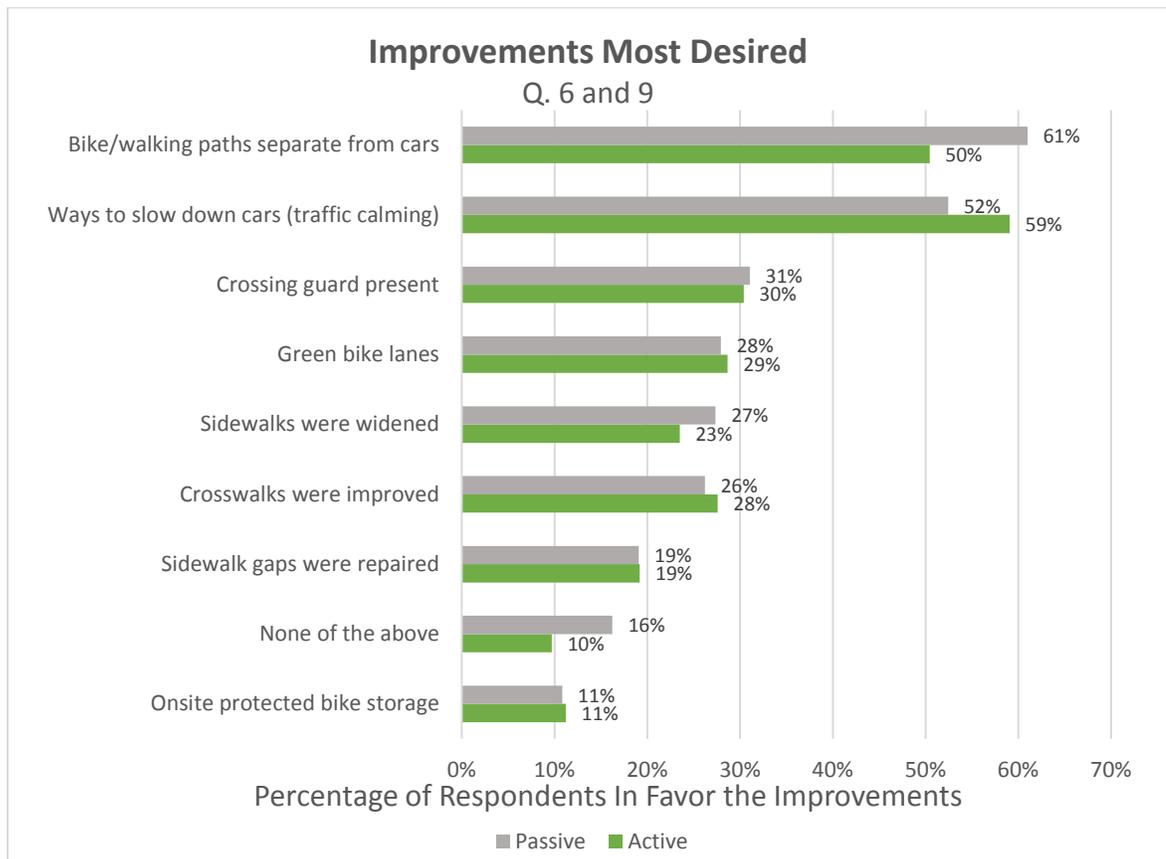
Question 9 targeted only the current passive transportation students who live within walking/biking distance. The responses will help the Town better understand what improvements are most desired by the "winnable" population.

The responses indicated that 5% of the student population would not change their transportation mode due to bike and pedestrian improvements by choosing "none of the above". Over half the passive transportation students, or 27% of the student population, would change to an active transportation mode if their desired bike and pedestrian improvement(s) is implemented.



5. Improvements Most Desired for Active Transportation Growth

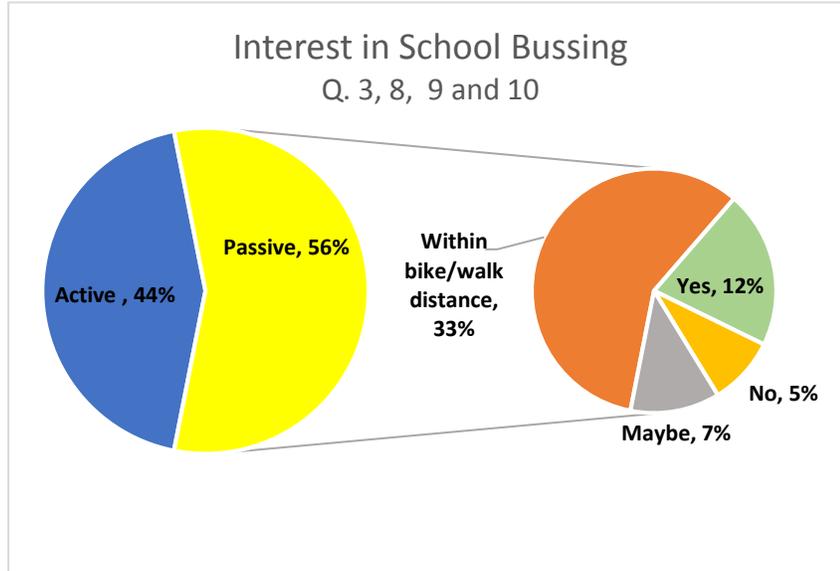
Questions 6 and 9 targeted the active and passive travelers separately but were structured similarly to allow a reasonable comparison. The results show two improvements were rated highly in these two groups, biking/walking paths separate from cars and traffic calming. The input is also consistent with the concerns expressed in Questions 5 and 7. Sixteen percentage (16%) of the passive travelers indicated that no improvements presented in the survey would affect their transportation decisions, which account for 5% of the total student population.



Note: Multiple choices were allowed so total percentages added up to over 100.

6. Interest in School Bussing

Question 10 asked the interest in school bussing in a generic way. It targeted only the current passive transportation students who live too far to walk or bike to school. Approximately 12% of the total student population said “yes” to school bussing.



Town of Los Gatos

Student Travel Survey



Appendix A

Survey Questionnaire and Flow Chart



Town of Los Gatos Student Travel Survey – 2018

The Town of Los Gatos, in partnership with Safe Routes to School, is soliciting your input of what improvements will be beneficial to school students to walk and bike to school. Please answer the following questions. Your input will contribute to the Town's efforts in competing in grant funding and designing better projects.

Please complete one survey per student. We encourage you to fill out multiple surveys if you have more than one students in the public school(s) in Los Gatos. Thank you in advance for your time.

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1. What school does your child attend?
 - a. Blossom Hill Elementary School
 - b. Daves Avenue Elementary School
 - c. Lexington Elementary School
 - d. Louise Van Meter Elementary School
 - e. Alta Vista Elementary School
 - f. Marshall Lane Elementary School
 - g. Raymond J. Fisher Middle School
 - h. Rolling Hills Middle School
 - i. Los Gatos High School

2. What grade is your child in?
 - a. Kindergarten
 - b. Grade 1
 - c. Grade 2
 - d. Grade 3
 - e. Grade 4
 - f. Grade 5
 - g. Grade 6
 - h. Grade 7
 - i. Grade 8
 - j. Grade 9
 - k. Grade 10
 - l. Grade 11
 - m. Grade 12

3. How does your child typically get to school (3 or more times a week)? Select only 1.



- a. Walk
- b. Bike
- c. Skateboard/Scooter
- d. Transit - public bus
- e. Carpool - 3 or more students from one family or 2 or more families
- f. Family Car - 1-2 students from the same family only

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4. How many days in a week does your student walk/bike/ride scooter/ride transit to school?
5. Do you have concerns about your student walking/biking/skating/riding scooter to/from school? Check all choices apply.
 - a. Unsafe path to walk or bike
 - b. Distance
 - c. Unsafe intersections
 - d. Streets are too busy with many cars and/or cars traveling at a high speed
 - e. Bike security at school
 - f. Other: please describe
 - g. No concerns

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6. Which improvements would support your child walk or bike to school more often (almost every day)? - choose all options that apply.
 - a. Sidewalk gaps were repaired
 - b. Crosswalks were improved
 - c. Sidewalks were widened
 - d. Onsite protected bike storage
 - e. Green bike lanes
 - f. Bike/walking paths separate from cars
 - g. Ways to slow down cars (traffic calming)
 - h. Crossing guard present
 - i. None of the above

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7. If your child is driven to school by car, what concern primary hinders you from encouraging them to walk/bicycle/skate/scooter to/from school?
 - a. Unsafe path to walk or bike



- b. Distance
 - c. Unsafe intersections
 - d. Streets are too busy with many cars and/or cars traveling at a high speed
 - e. Bike security at school
 - f. Other: please describe
8. How far do you live from your child's school? (Link to SR2S Walk & Roll Maps for reference)
- a. Within walking distance?
 - b. Within biking distance?
 - c. Too far to walk or bike

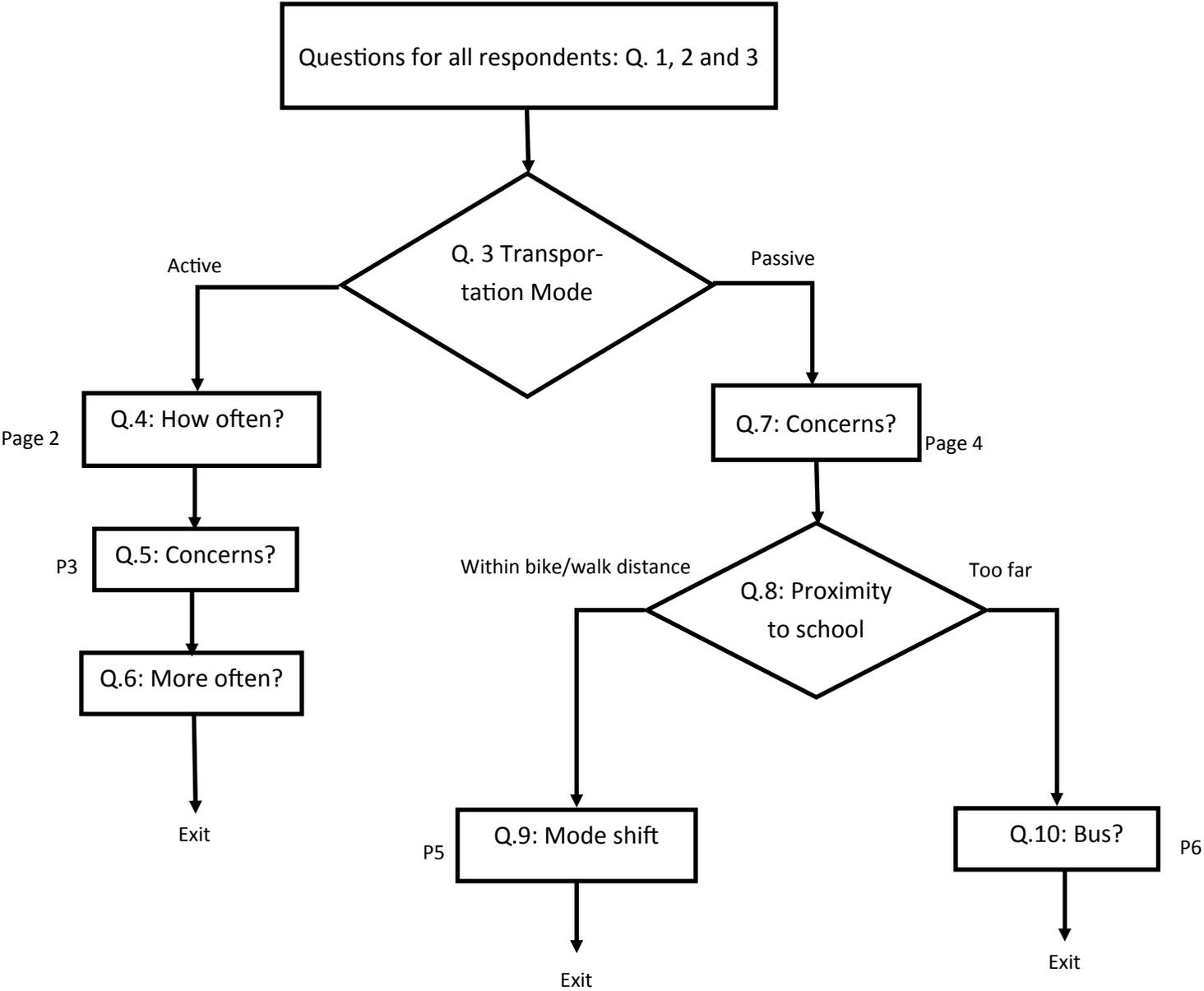
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9. If one of the following improvements is implemented, would you encourage your child to walk or bike to school? - choose all improvements that apply.
- a. Sidewalk gaps were repaired
 - b. Crosswalks were improved
 - c. Sidewalks were widened
 - d. Onsite protected bike storage
 - e. Green bike lanes
 - f. Bike/walking paths separate from cars
 - g. Ways to slow down cars (traffic calming)
 - h. Crossing guard present
 - i. None of the above

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10. Would you be interested in having your child ride the school bus to and from School?
- a. Yes
 - b. No
 - c. Maybe

Town of Los Gatos Student Travel Survey Flow Chart



Town of Los Gatos

Student Travel Survey



Appendix B

Los Gatos – Monte Sereno Safe Routes to School

Fall Travel Survey - 2018