Survey Overview

- Survey on draft guiding principles and land use and circulation alternatives
- Attendees at Community Workshop 2 on October 8, 2016 completed surveys
- The survey was available online (Oct 10 - 26)
- Intercept surveys also conducted in several Santa Rosa locations on three days
Survey Feedback

- Received 398 complete survey responses:
  - 71 at workshop
  - 16 at intercept locations
  - 52 mailed, dropped off, or faxed
  - 259 online
- 23 were incomplete
Guiding Principles Feedback

- Respondents ranked the draft guiding principles in order of highest priority.
- Were also able to write in changes/additions to the principles.
- The following page shows how the guiding principles were prioritized by the survey respondents.
Guiding Principles Prioritized

1. The Greenway provides a continuous, non-motorized transportation connection from Spring Lake Regional Park to Farmers Lane, as well as to downtown Santa Rosa, surrounding neighborhoods and schools, and the regional trail system. (246 votes for highest priority)

2. The Greenway provides open space and active and passive recreation for local residents and visitors. (228 votes for highest priority)

3. The Greenway is developed sustainably to enhance and protect natural resources, promote economic vitality and encourage social equity, and minimize negative impacts on neighbors. (174 votes for highest priority)

4. The community, public agencies and private partners work together on the Greenway’s planning, acquisition, development, maintenance, stewardship, safety, and funding. (161 votes for highest priority)

5. Uses on the Greenway are designed to face the Greenway, provide easy access to pathways, maximize views of the hills, promote safety, and preserve the privacy of surrounding neighbors. (147 votes for highest priority)
Alternative 1: **Minimal Footprint**
Alternative 2: Active To Tranquil
Alternative 3: **Nodes of Activity**
Circulation Preferences

Comparing all 398 Surveys

**West Segment Preferred Circulation**

- Alternative 1 Circulation
- Alternative 2 Circulation
- Alternative 3 Circulation

**Central Segment Preferred Circulation**

- Alternative 1 Circulation
- Alternative 2 Circulation
- Alternative 3 Circulation

**East Segment Preferred Circulation**

- Alternative 1 Circulation
- Alternative 2 Circulation
- Alternative 3 Circulation
Land Use Preferences Compared

Workshop Surveys

West Segment
Preferred Land Uses
- Alternative 1 Land Uses
- Alternative 2 Land Uses
- Alternative 3 Land Uses

Central Segment
Preferred Land Uses
- Alternative 1 Land Uses
- Alternative 2 Land Uses
- Alternative 3 Land Uses

East Segment
Preferred Land Uses
- Alternative 1 Land Uses
- Alternative 2 Land Uses
- Alternative 3 Land Uses

Online Surveys

West Segment
Preferred Land Uses
- Alternative 1 Land Uses
- Alternative 2 Land Uses
- Alternative 3 Land Uses

Central Segment
Preferred Land Uses
- Alternative 1 Land Uses
- Alternative 2 Land Uses
- Alternative 3 Land Uses

East Segment
Preferred Land Uses
- Alternative 1 Land Uses
- Alternative 2 Land Uses
- Alternative 3 Land Uses
Land Use Preferences Compared

- Of the surveys received, 371 were from Santa Rosa zip codes
- 230 surveys were submitted by residents in the 95405 zip code (next to Greenway)