

City of Sunnyvale
Transportation Opinion Study
Conducted for Sunnyvale Silicon Valley
Chamber of Commerce
December 2015

Methodology

- ▶ Live telephone survey including landlines and cell phones
- ▶ Registered voters in Sunnyvale, California
- ▶ Conducted December 14th – 20th, 2015
- ▶ 400 total interviews; Margin of Error \pm 4.9 percentage points
- ▶ Interviews were conducted by trained, professional interviewers
- ▶ Interviews were conducted in English and Chinese

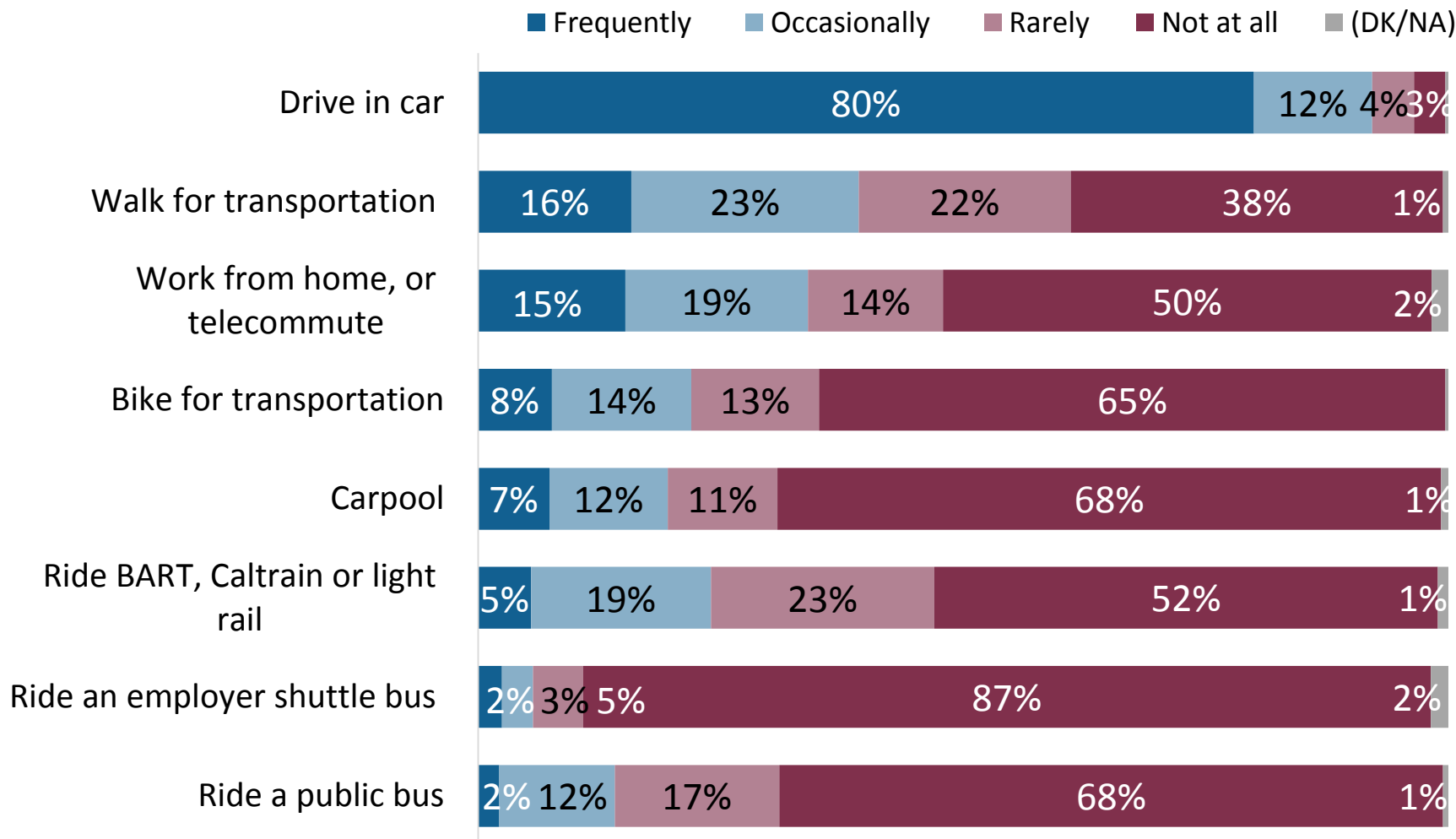
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Driving is by far the most common mode of transportation in Sunnyvale
- ▶ Congestion is seen as the highest priority for the city and there is strong desire for traffic improvements
- ▶ Community desires are aligned with high priority projects for the City, with strong support for improvements to the Mathilda/237/101 Interchange, the Lawrence Expressway, and a new Mary Avenue overpass

Transportation Mode Usage

Eight in ten drive frequently. Very few are non-car users.



Q37-44. Now I'm going to read you a short list of activities you might do. For each one, please tell me if you do it frequently, occasionally, rarely or not at all during an average week

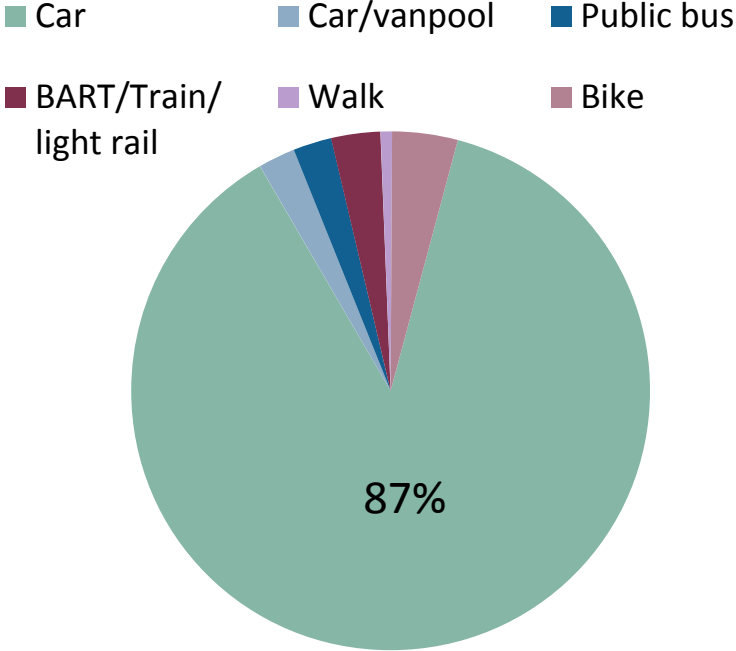
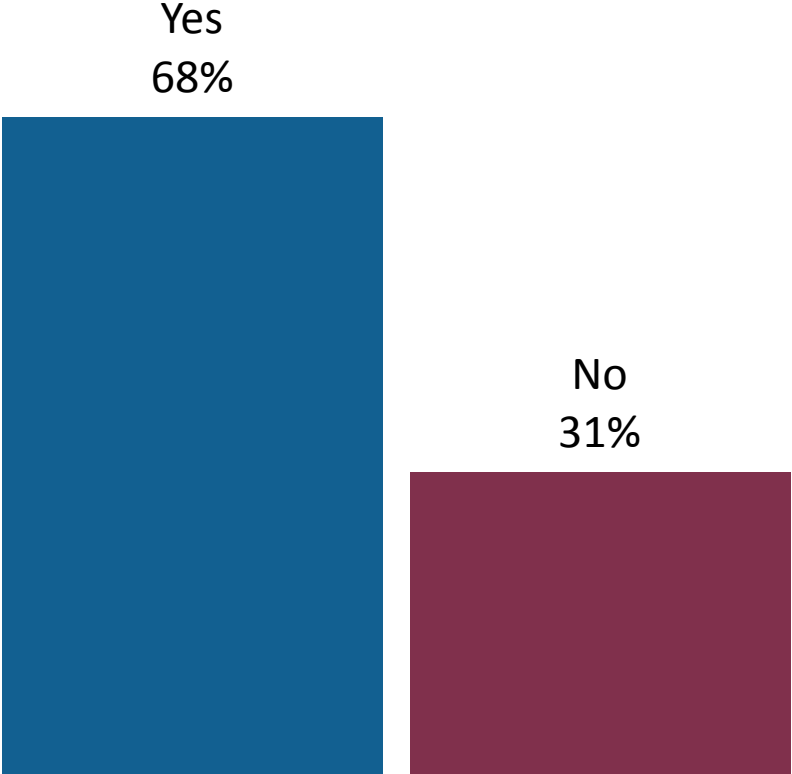


Commute Mode

Over two-thirds commute somewhere regularly, and almost all commute by car.

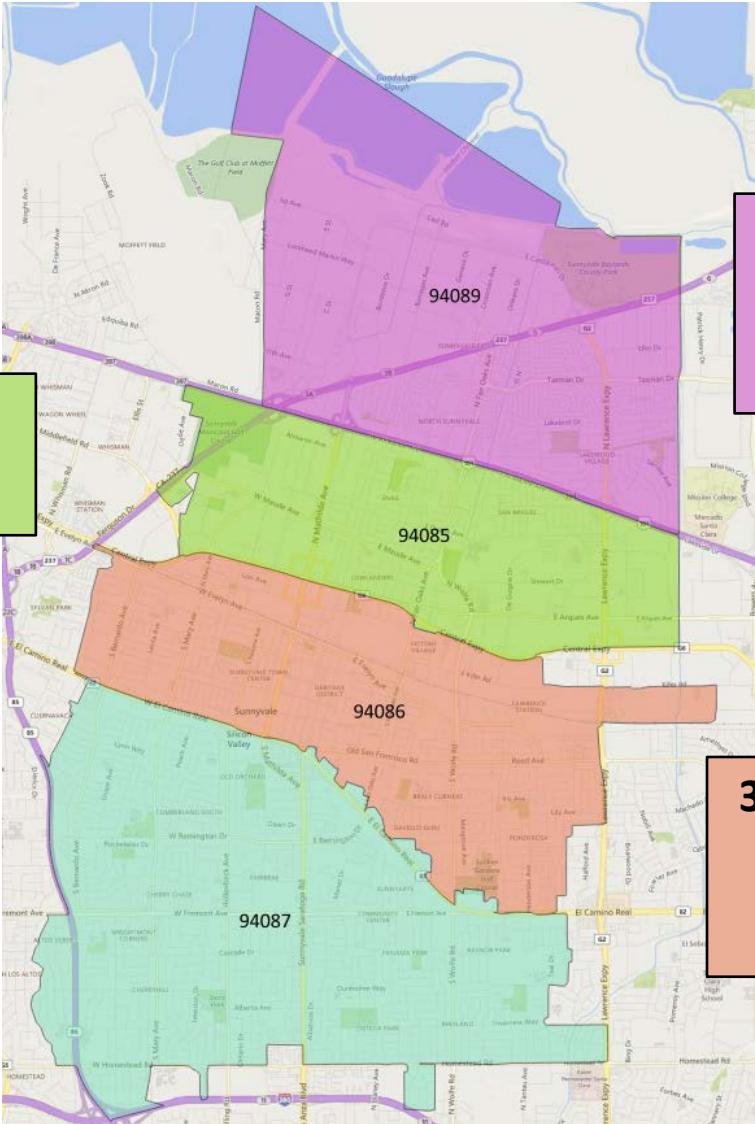
On average, do you commute three or more days a week to one location, like work or school?

(IF YES) What is your primary commute mode?



Commute Origin

The majority of commuters live south of 101.



10% of commuters
11% all respondents

15% of commuters
18% of all respondents

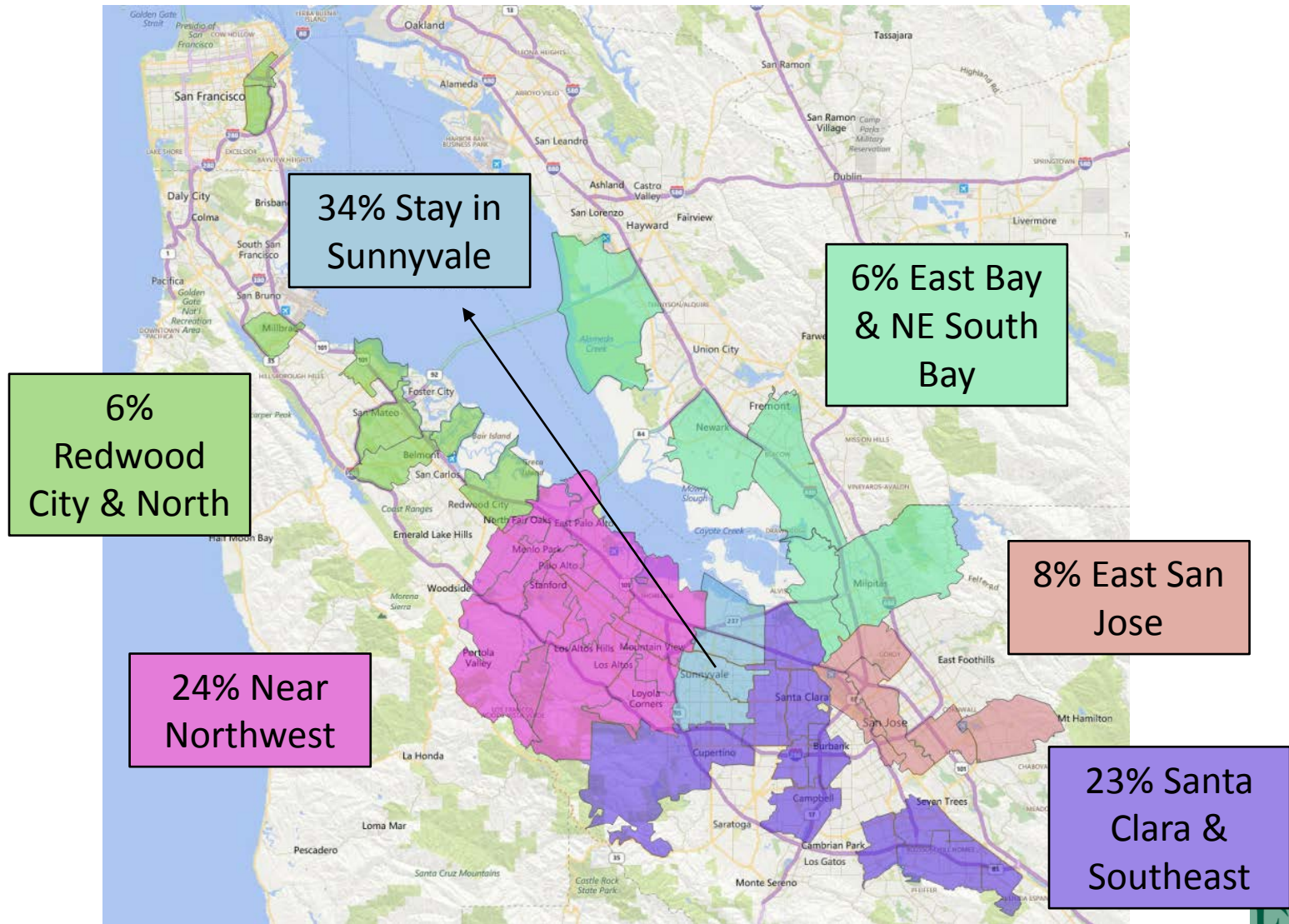
34% of commuters
40% of all respondents

31% of commuters
32% of all respondents



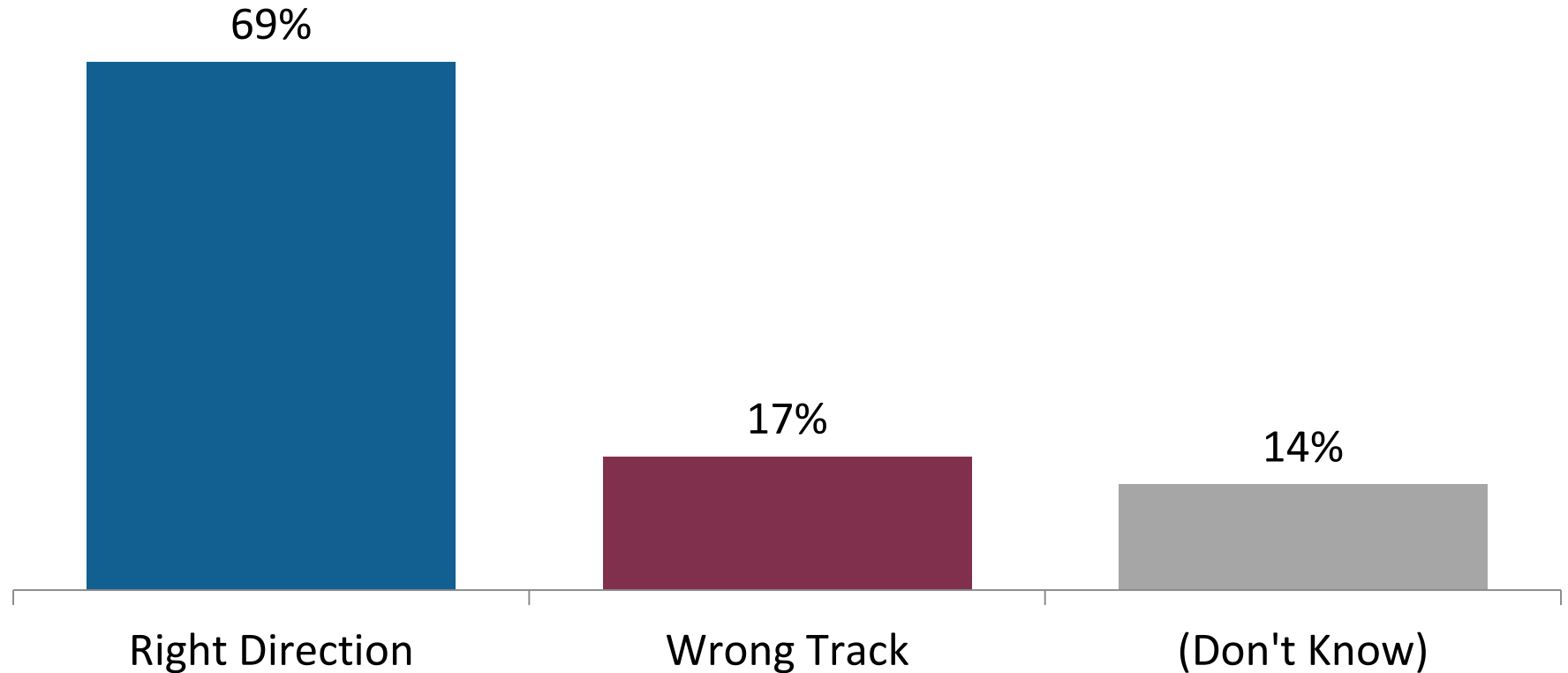
Commute Destinations

A third of commuters stay in Sunnyvale. Most others commute to nearby communities.



Direction of Sunnyvale

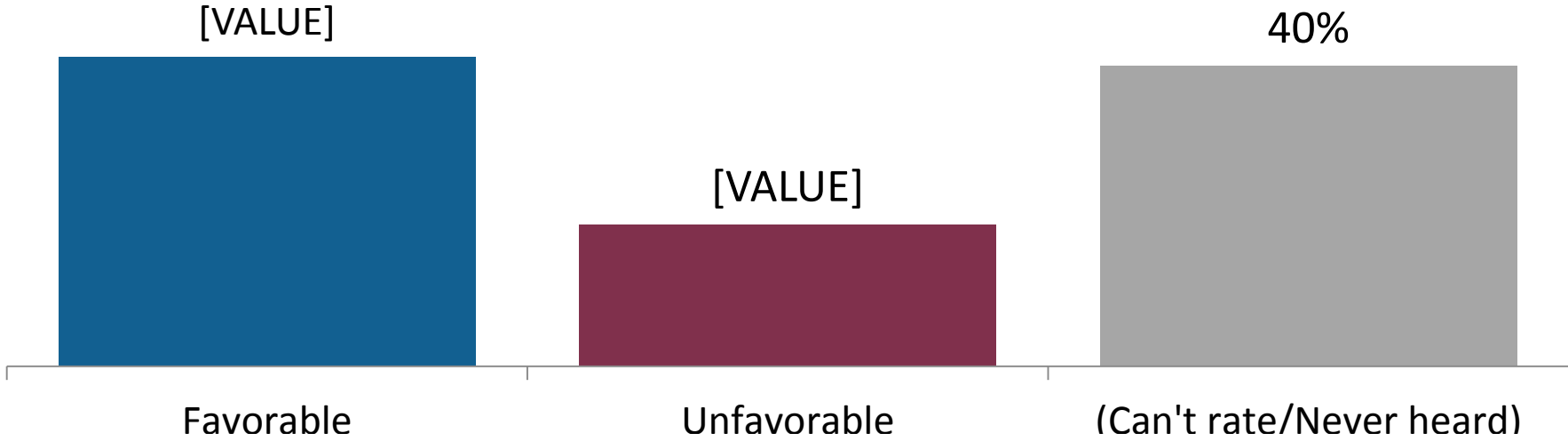
Voters in Sunnyvale are optimistic about the direction of the City.



Q3. Do you think things in Sunnyvale are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

City Council Favorability

Many are unable to rate the City Council, but those who are have mostly favorable views.

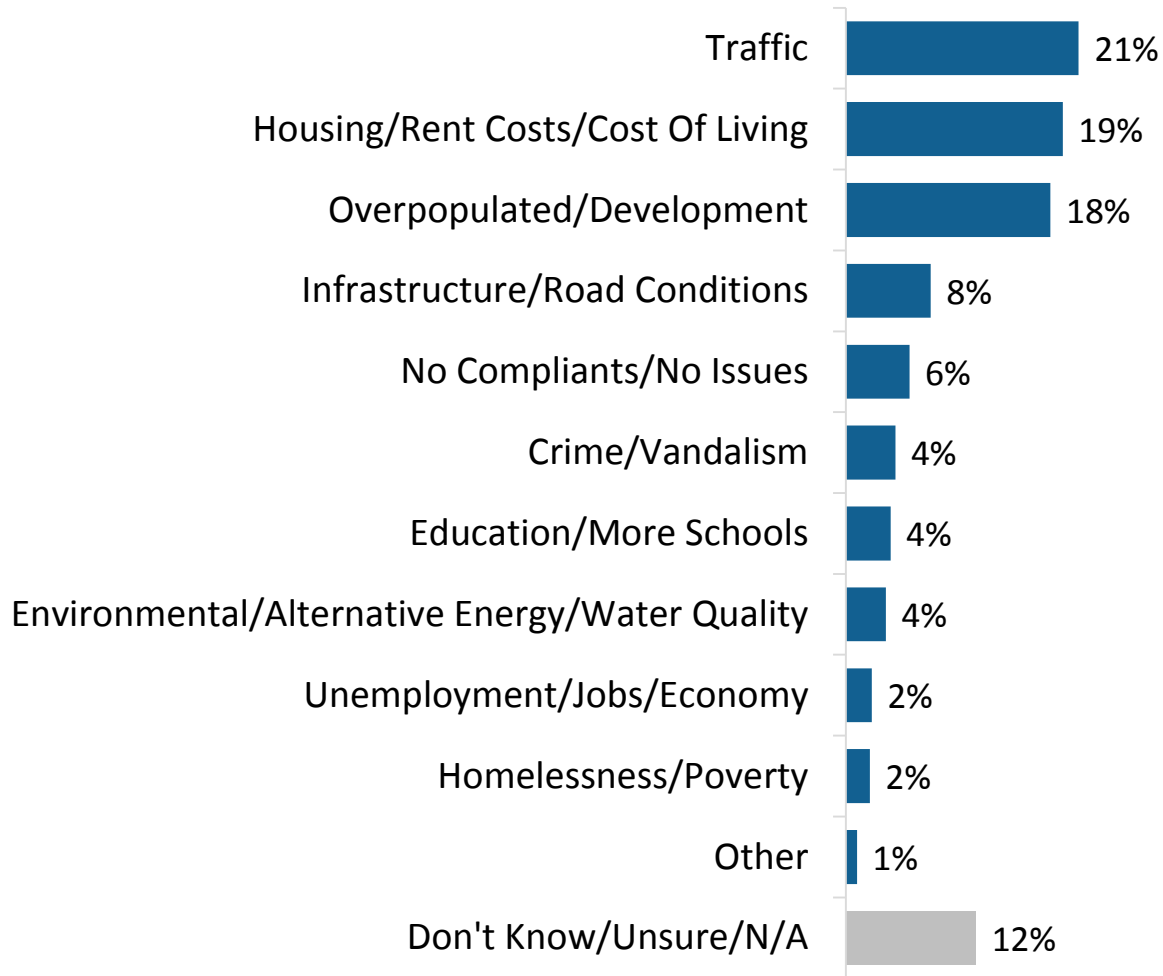


Q5. Do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of the Sunnyvale City Council? (IF DON'T KNOW): Would you say you have heard of the Sunnyvale City Council but cannot rate it, or have you never heard of it?



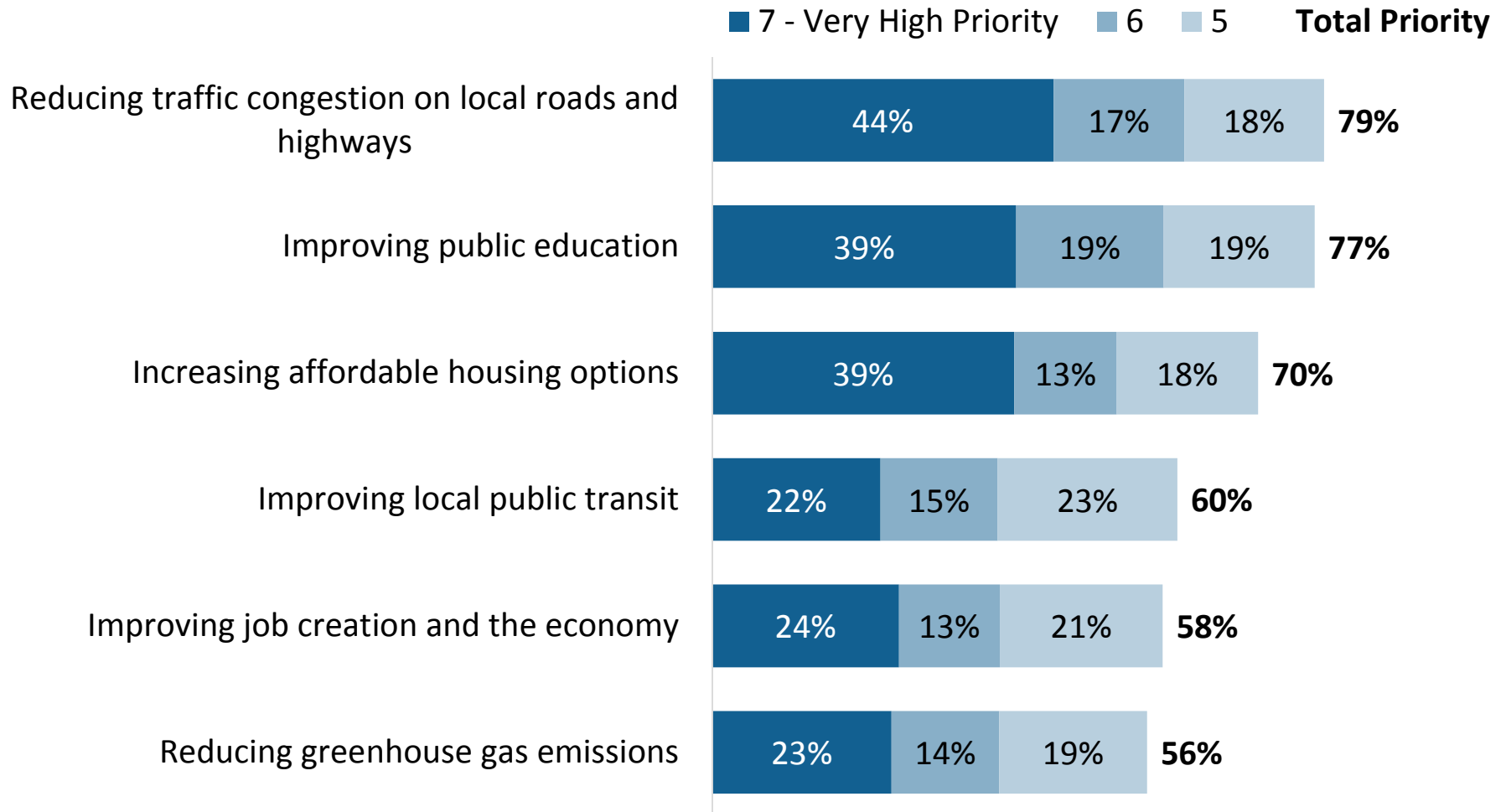
Most Important Problem in Sunnyvale

Unprompted, traffic is named as Sunnyvale's most important problem.



Issue Priority Ratings

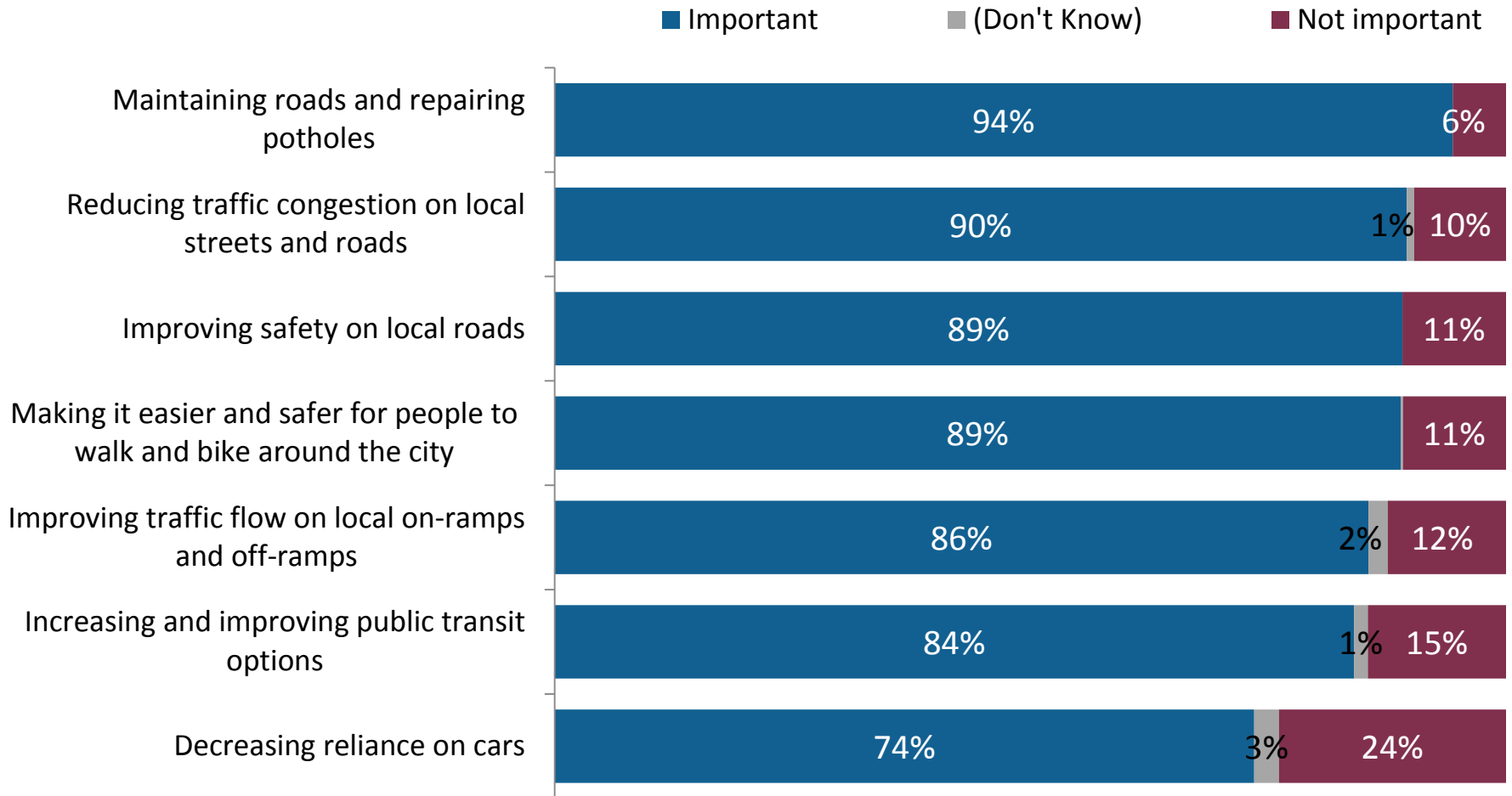
Reducing traffic congestion is rated as a higher priority than education, housing, transit, job creation and the environment.



Q6-11: For each of the following, please tell me how high a priority that should be for the city of Sunnyvale using a scale from 1 to 7, where one is not at all a priority and seven is a very high priority. You may use any number from 1 through 7.

Transportation Improvement Importance

When prompted about transportation improvements, addressing maintenance and traffic rise to the top, but all are important.

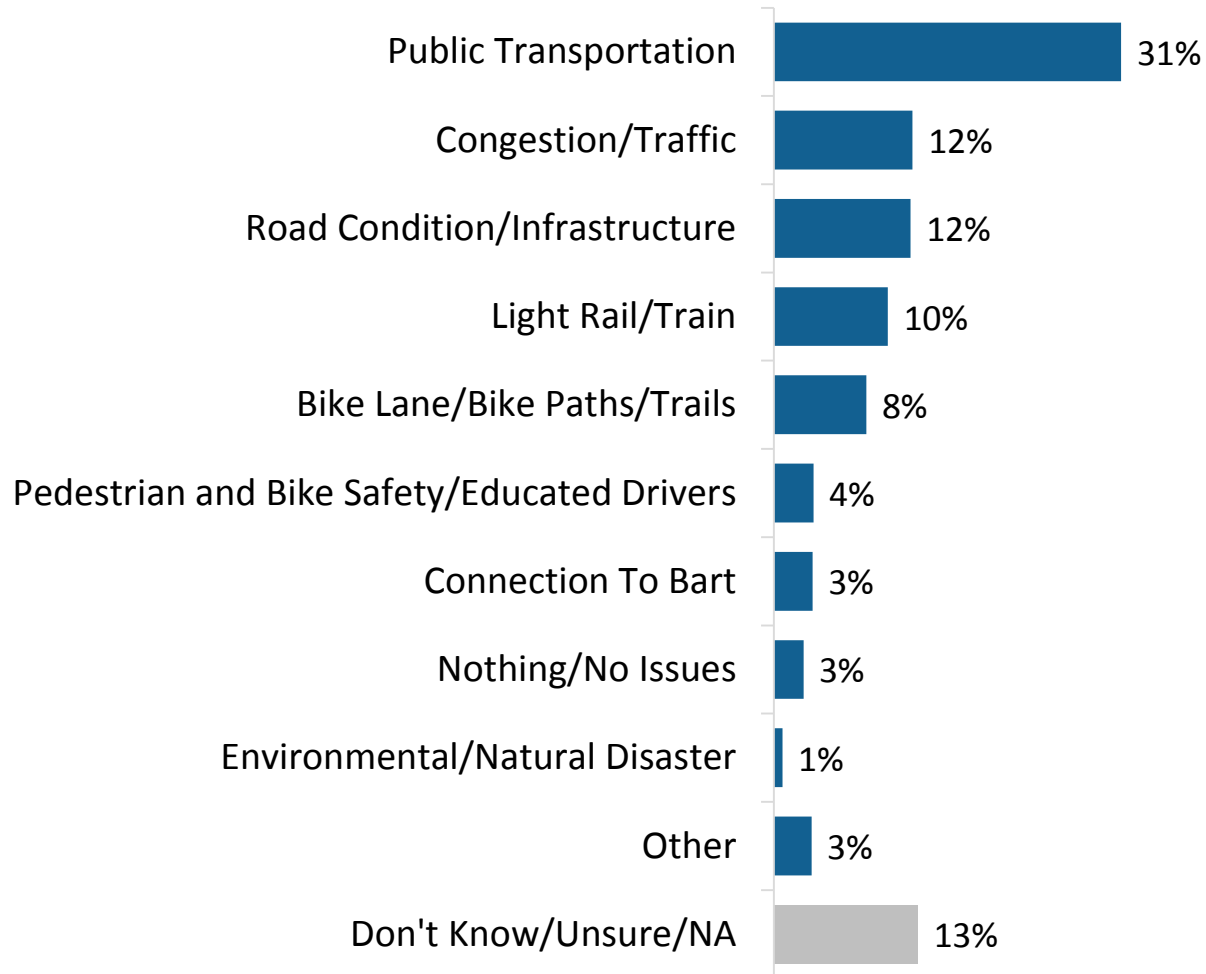


Q12-18: Now, thinking specifically about transportation in Sunnyvale, I'm going to read you a list of possible improvements. For each one, please tell me if that item is very important, somewhat important, not very important, or not at all important for the city of Sunnyvale.



Most Desired Improvement

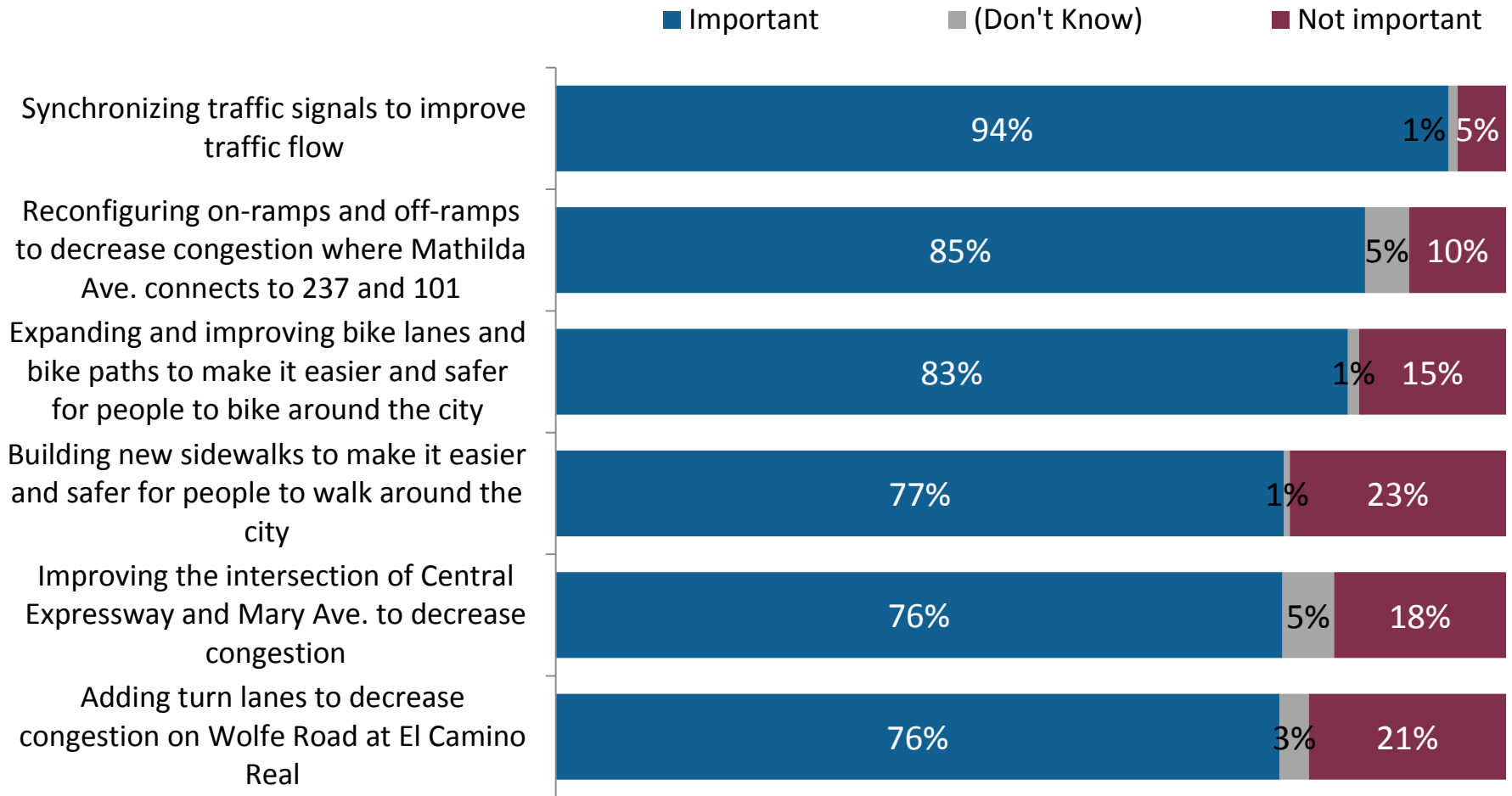
Although pothole repair and traffic are rated as highest priorities, when forced to name one priority for local funding, public transportation rises to the top.



Q19. If Sunnyvale had funding for ONE local transportation improvement, what would you like to see?

Specific Project Importance

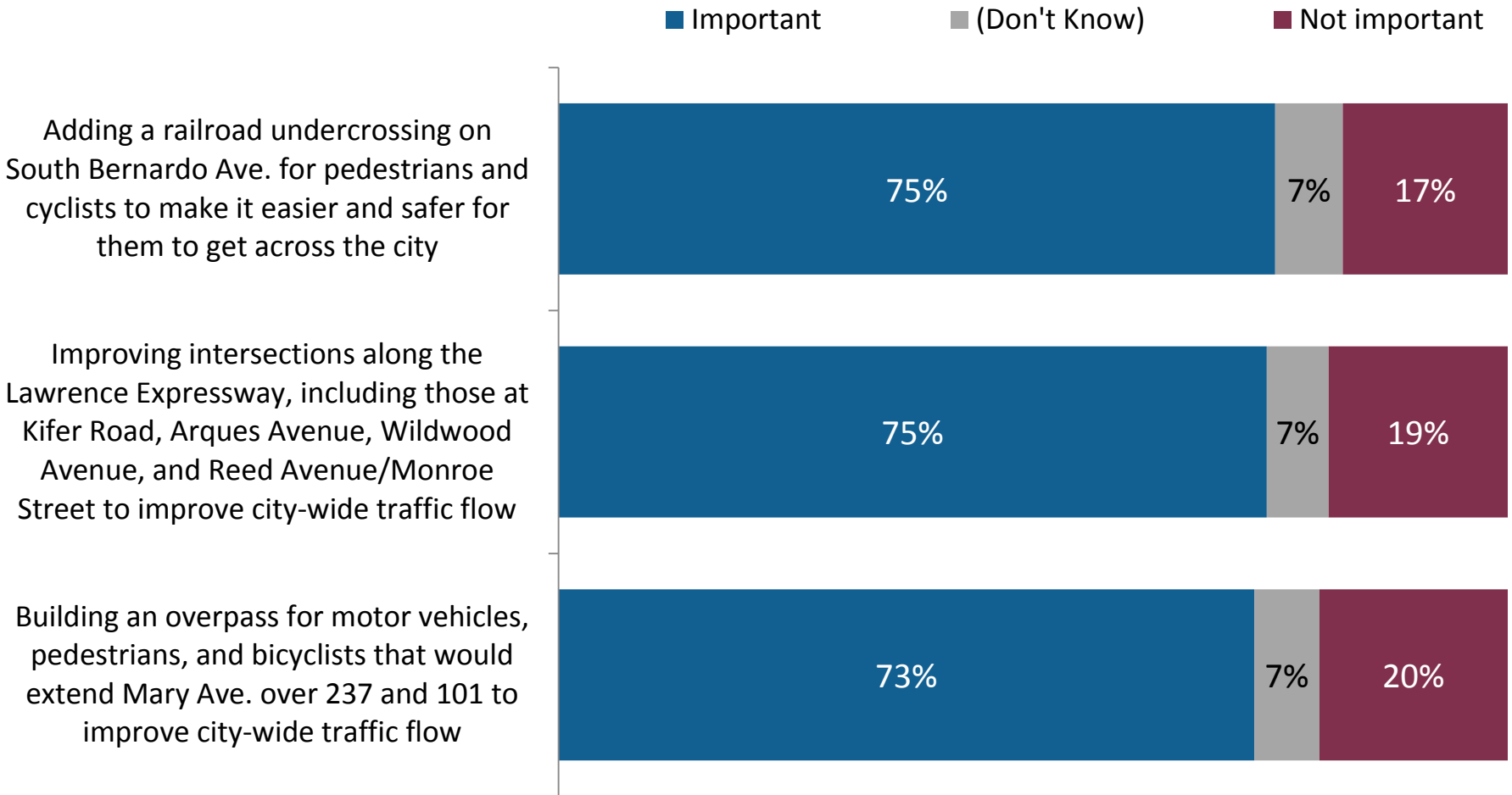
General improvements, like synchronizing traffic signals and improving bike lanes, as well as projects targeting specific streets are all rated as important.



Q20-29: Now I'm going to read you a list of some specific transportation projects that have been discussed in Sunnyvale. For each one, please tell me if that item is very important, somewhat important, not very important, or not at all important for the city of Sunnyvale.

Specific Project Importance, Cont.

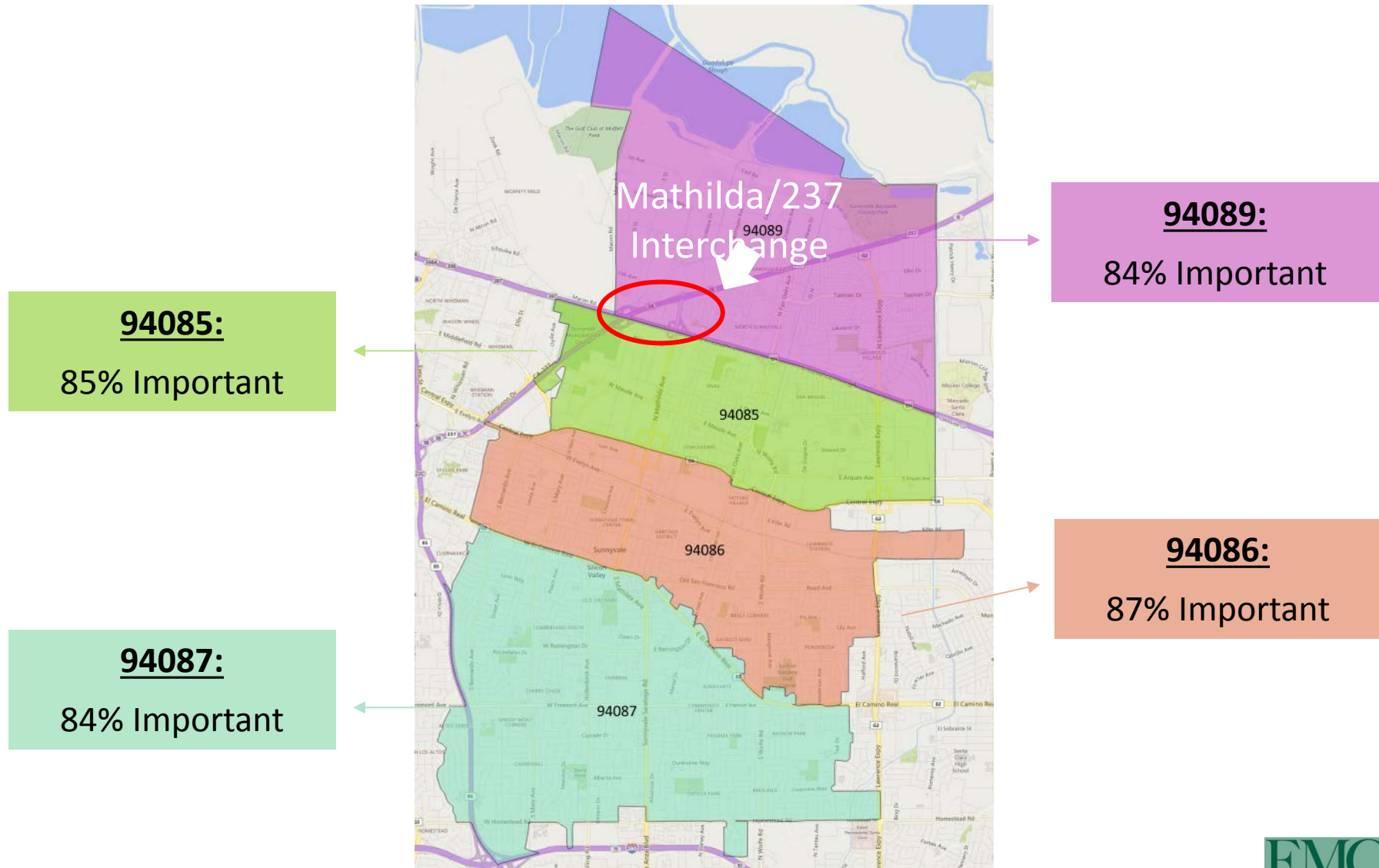
Improvements to the Lawrence Expressway, a new railroad undercrossing on Bernardo Avenue, and the Mary Avenue extension are all rated as important by over two-thirds.



Q20-29: Now I'm going to read you a list of some specific transportation projects that have been discussed in Sunnyvale. For each one, please tell me if that item is very important, somewhat important, not very important, or not at all important for the city of Sunnyvale.

Mathilda/237 Interchange Among Key Subgroups

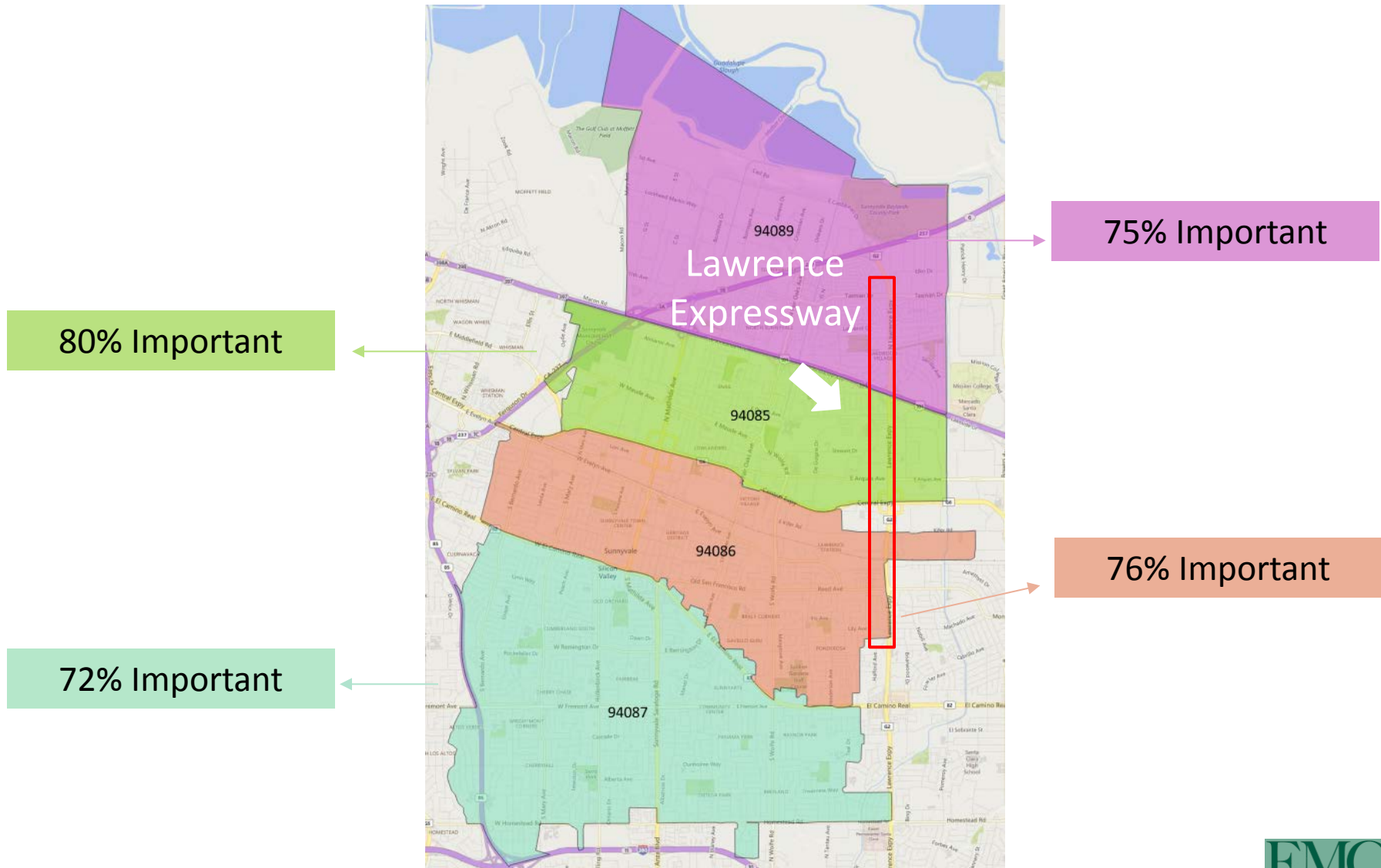
Interest in improvements to "the monster" is high across the city.



Q20. Reconfiguring on-ramps and off-ramps to decrease congestion where Mathilda Avenue connects to 237 and 101.

Lawrence Intersection Improvements Among Key Subgroups

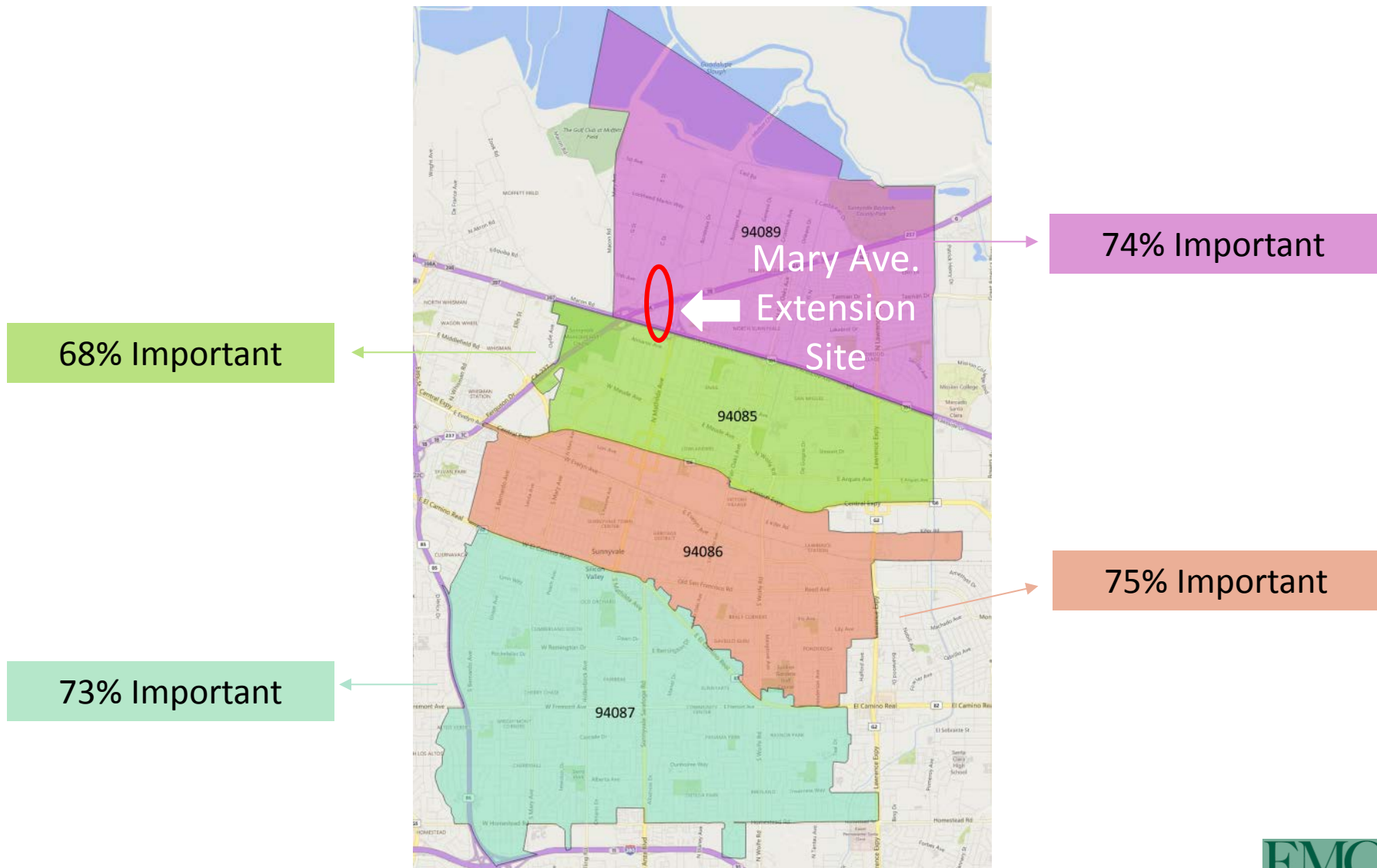
Desire to improve the expressway is high throughout the city.



Q23. Improving intersections along the Lawrence Expressway... to improve city-wide traffic flow.

Mary Avenue Extension Among Key Subgroups

Support for the new Mary Avenue overpass is geographically widespread.



68% Important

74% Important

Mary Ave.
Extension
Site

75% Important

73% Important

Q22. Building an overpass for motor vehicles, pedestrians, and bicyclists that would extend Mary Avenue over 237 and 101 to improve city-wide traffic flow.

Conclusions

- ▶ Traffic is a high priority
- ▶ The Sunnyvale community would like to see improvements that ease traffic flow, including:
 - Reconfiguring ramps along the Mathilda/237/101 Interchange
 - Improving intersections along the Lawrence Expressway
 - Building a new Mary Avenue overpass

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