



**plan
southeast
greenway**

Survey Summary
November 1, 2016

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



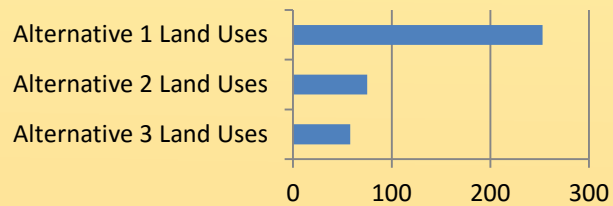
| | | | | | | | | | |
|------------------|-----------------------|--------------------------|-----------------------------------|----------------------|---------------------|------------------------------|----------------------------------|--------------|-------------------------------|
| Multi-use Path | Mid-block Crossing | P Public Plaza Trailhead | G Greenway, Picnics & Playgrounds | AR Active Recreation | S School Facilities | L Lodging | 2AH 2-3 Stories Attached Housing | TH Townhomes | CGA Community Gathering Space |
| Vehicular Access | Intersection Crossing | CR Creek Restoration | OS Open Space Restoration | UA Urban Agriculture | SC Small Cafe | VEC Visitor/Education Center | 3AH 3-4 Stories Attached Housing | MU Mixed-Use | |

Land Use Preferences

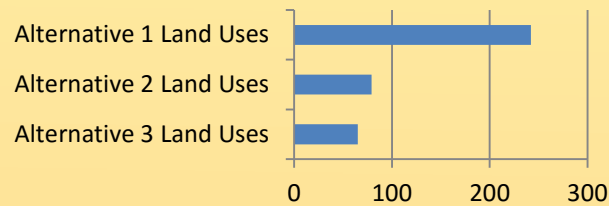


Comparing all 398 Surveys

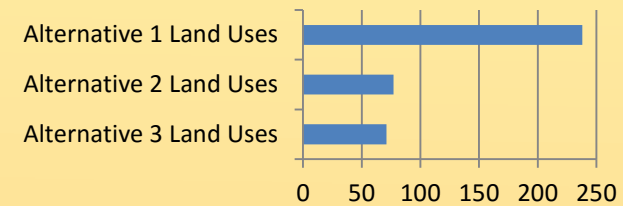
West Segment Preferred Land Uses



Central Segment Preferred Land Uses



East Segment Preferred Land Uses

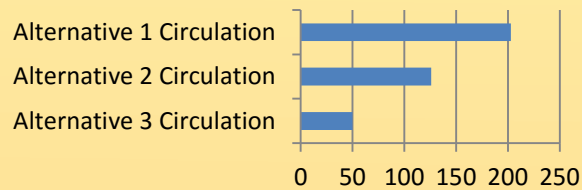


Circulation Preferences

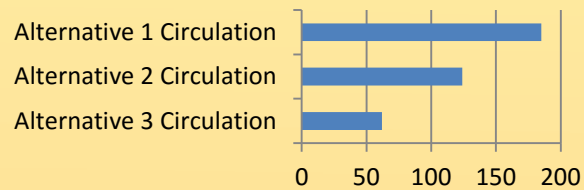


Comparing all 398 Surveys

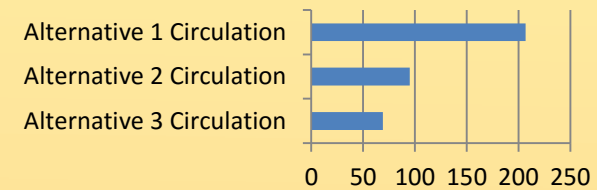
West Segment Preferred Circulation



Central Segment Preferred Circulation



East Segment Preferred Circulation

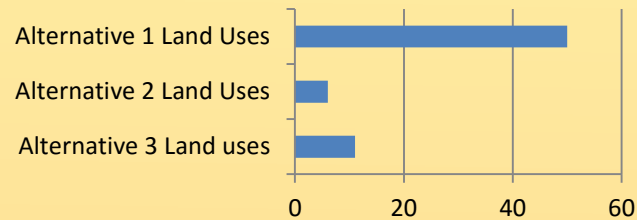


Land Use Preferences Compared

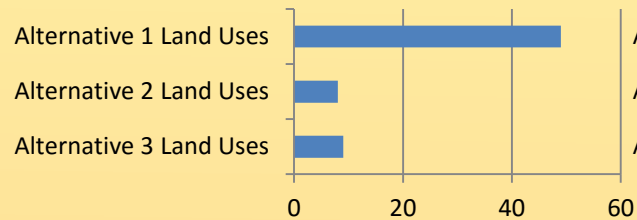


Workshop Surveys

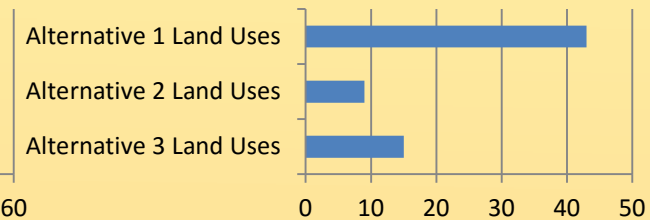
West Segment Preferred Land Uses



Central Segment Preferred Land Uses

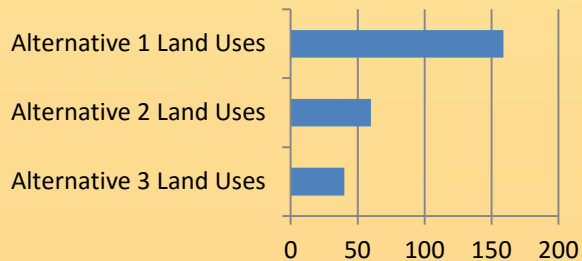


East Segment Preferred Land Uses

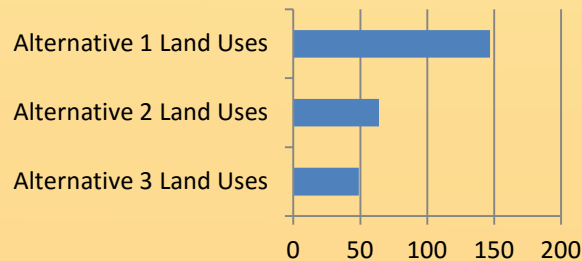


Online Surveys

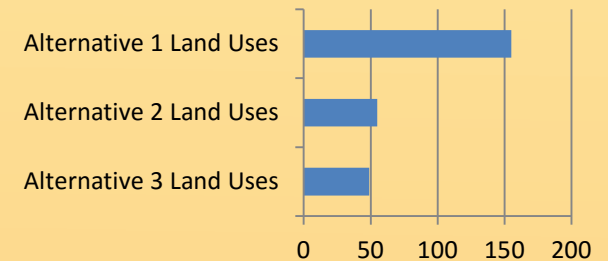
West Segment Preferred Land Uses



Central Segment Preferred Land Uses



East Segment Preferred Land Uses

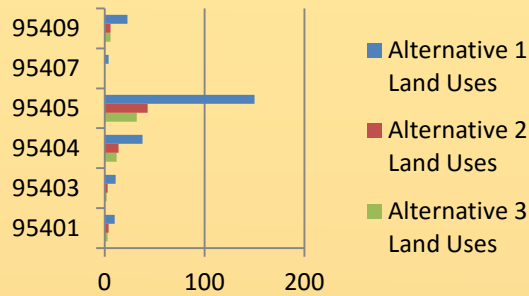


Land Use Preferences Compared

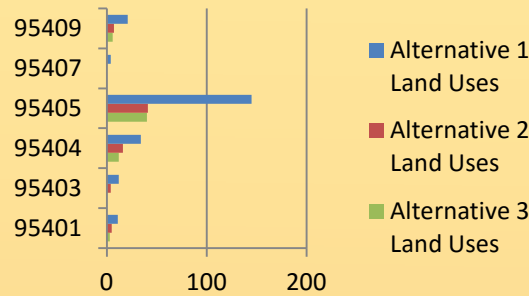


- Of the surveys received, 371 were from Santa Rosa zip codes
- 230 surveys were submitted by residents in the 95405 zip code (next to Greenway)

West Segment Preferred Land Uses



Central Segment Preferred Land Uses



East Segment Preferred Land Uses

