



MOVE CULVER CITY MID-PILOT REPORT

Intercept Survey Results

October 19, 2022



Introduction

The Sam Schwartz and Street Plans consultant team has prepared the following memorandum to summarize the results of an intercept survey conducted along the MOVE Culver City Downtown corridor. The purpose of the survey was to evaluate pedestrian and bicyclist experiences on the corridor at the mid-point of the project: approximately 8 months after the project launched in January 2022. Key survey results will be included in the Mid-Pilot Report, set to be published in Fall 2022.

The survey was designed to identify information relevant to the project goals and needs, including but not limited to users' travel behavior, origin-destination, challenges along the corridor, and demographics of users. The consultant team collaborated with Culver City Transportation Department to develop the survey questions, a total of 14 questions were included in the survey. Questions were designed to be objective and to be repeated in another survey following 12 months of the Move Culver City project.

Approach

Culver City staff conducted an intercept survey of cyclists and pedestrians from August 18 to September 1, 2022. The team collected a total of 109 responses, which included 60 pedestrians and 49 cyclists. Culver City staff was able to satisfy the sampling strategy which aimed to reach a survey sample size that is statistically significant at a 95% confidence level with a $\pm 10\%$ margin of error.

Surveyors interviewed respondents at four different locations along the corridor. Most of the interviews took place in Downtown Culver City (40%) and at the Farmers Market (27%) on Main Street. The rest were conducted in the Arts District at Helms Bakery (20%) and at the Expo Line rail station (13%). The survey was administered using google forms and hand-held tablets over 5 days in August and September 2022:

- Helms Bakery on 08/18/2022 12:00 – 2:00 PM
- Culver and Main Street on 08/18/2022 3:30 – 4:30 PM
- Expo Line rail station on 08/18/2022 4:30 – 5:30 PM

- Culver and Main Street on 08/25/2022 2:00 – 3:00 PM
- Expo Line rail station on 08/25/2022 3:00 – 4:00 PM

- Culver and Main Street on 08/27/2022 10:00 AM – 12:00 PM
- Expo Line rail station on 08/27/2022 1:00 – 3:00 PM
- Helms Bakery on 08/27/2022 1:00 – 3:00 PM

- Culver and Main Street on 08/30/2022 2:00 – 4:30 PM
- Farmers Market on 08/30/2022 2:00 – 4:30 PM

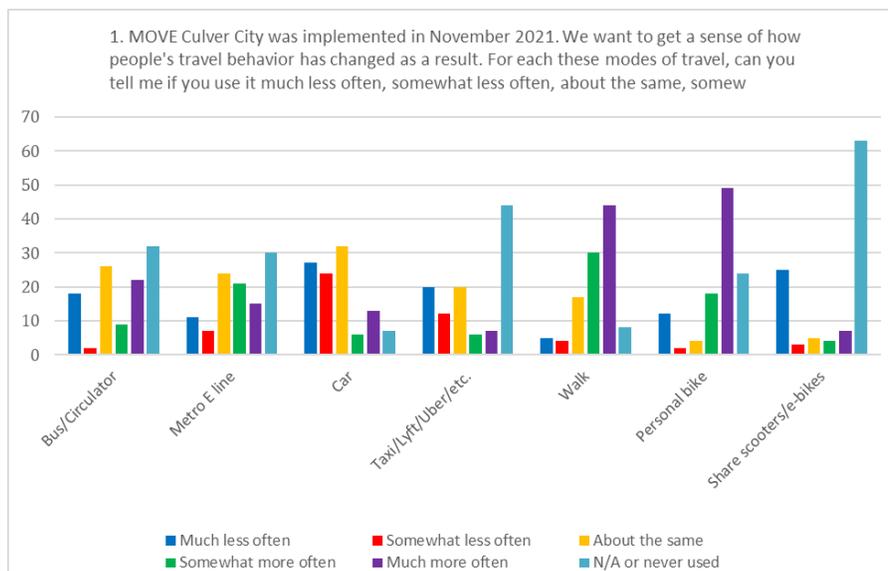
- Helms Bakery on 09/01/2022 10:00 AM – 12:00 PM
- Expo Line rail station on 09/01/2022 12:00 – 2:00 PM

Additionally, surveyors attended a Bike Culver City meet-up at City Hall on 08/30/2022 at 5:00pm to collect responses.

Results

Overall, the results of the survey show that people’s behavior has changed as a result of the MOVE Culver City project. The results are summarized online at the following link: [Survey Results](#). The following provides additional narrative around each question and subsequent results.

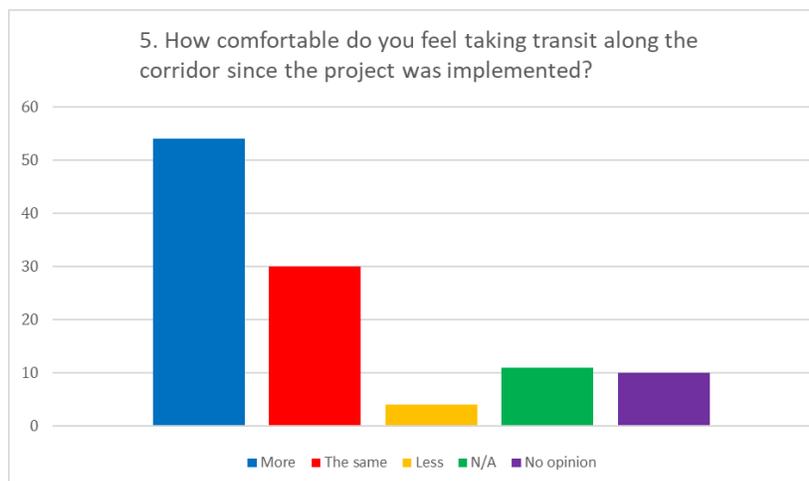
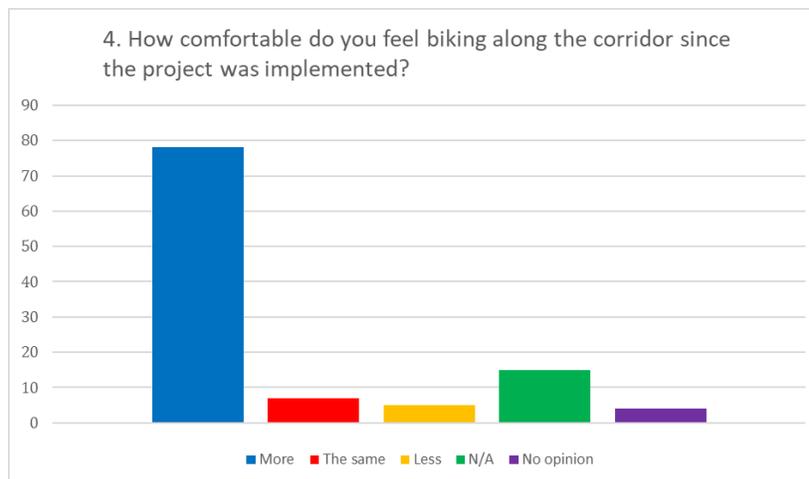
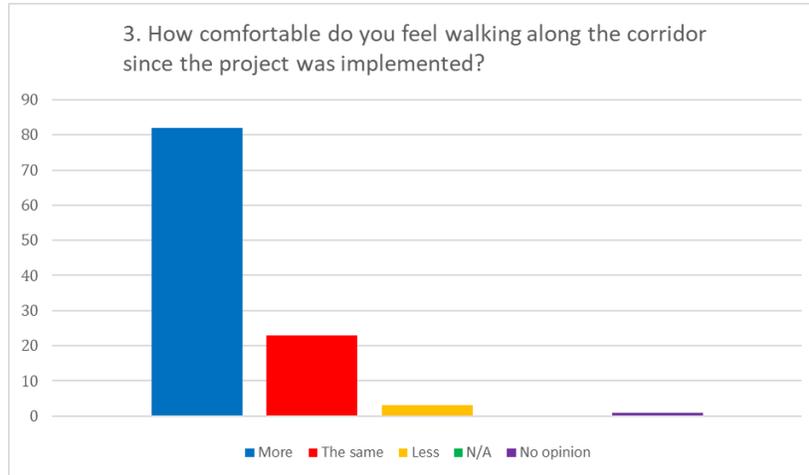
Respondents were asked if the project has influenced the frequency by which they choose a mode of transportation. A majority of users choose to walk or use a personal bike much more often since the project’s implementation.



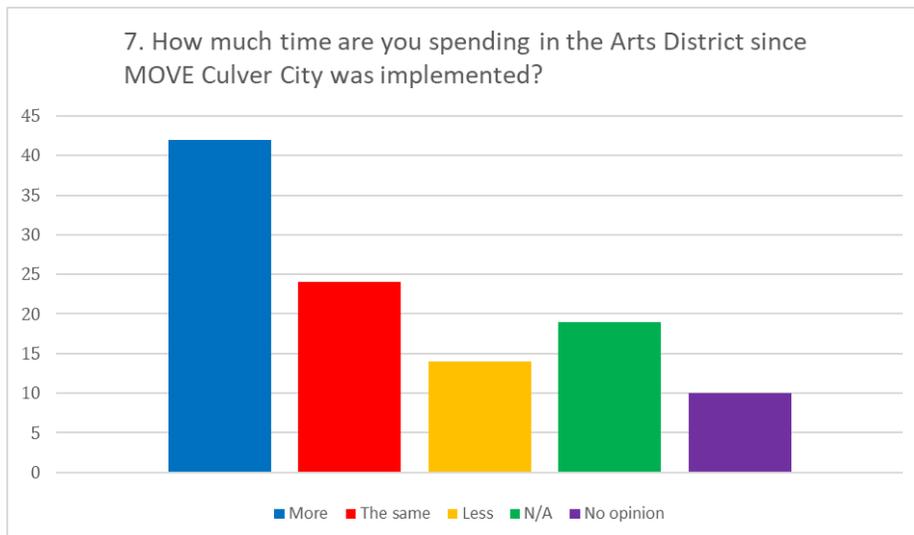
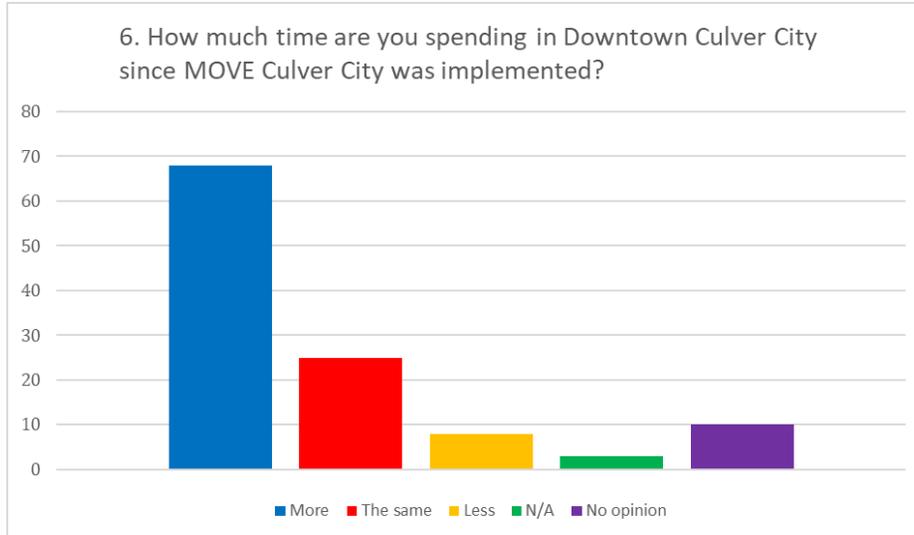
Following the first question, respondents were asked to follow-up with a reason if they indicated they experienced no change to walking, biking, or taking transit. This question was not applicable to many respondents (47%). All reasons provided can be found in the online results; a selection is listed below:

- Walking yes. No biking
- Always have my bike and like using the green bus
- Biking is too dangerous
- Easier to use a car. Don't know how to use bike
- Too much commute for biking
- It is hard to commute to work by walking
- Don't know how to use a bike

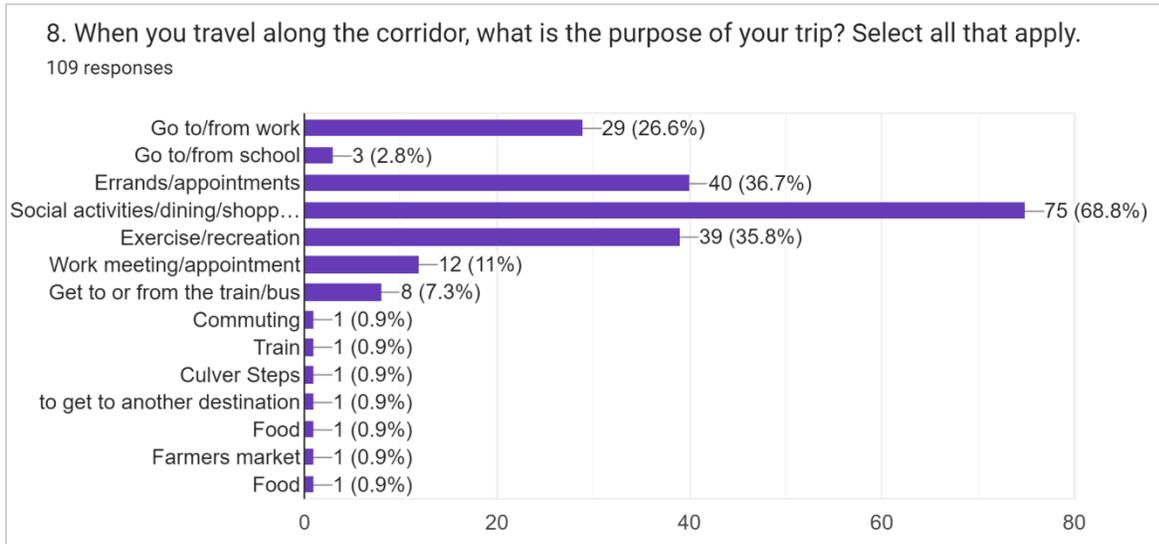
The project has increased levels of comfort for users of the corridor. All of the respondents answered this question and most feel more comfortable walking (75.2%), biking (71.6%), and taking transit (49.5%) along the corridor.



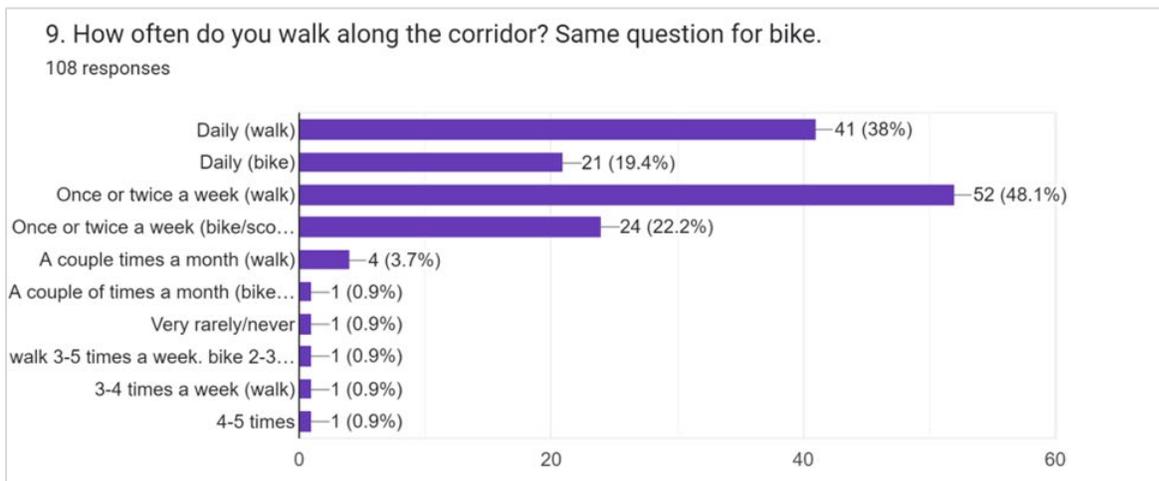
The survey shows that users spend more time in downtown Culver City and in the Arts District since the project was implemented. Of the all the respondents, 62.4% spend more time downtown and 38.5% spend more time in the Arts District.



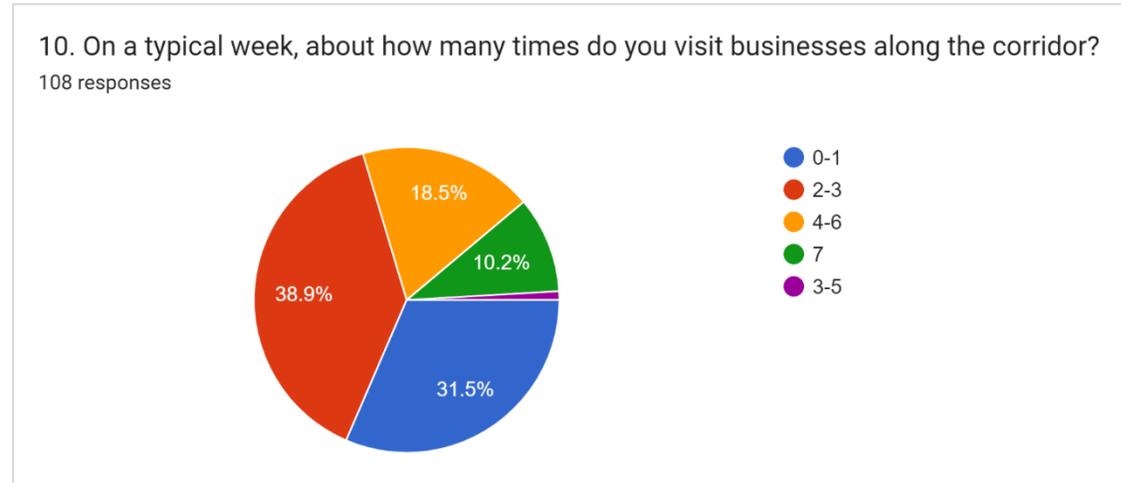
Respondents were asked about the purpose of their trips along the corridor. Most use the corridor to do social activities, dining, or shopping (68.8%). Some users run errands or have appointments (36.7%), exercise (35.8%), or are going to and from work (26.6%).



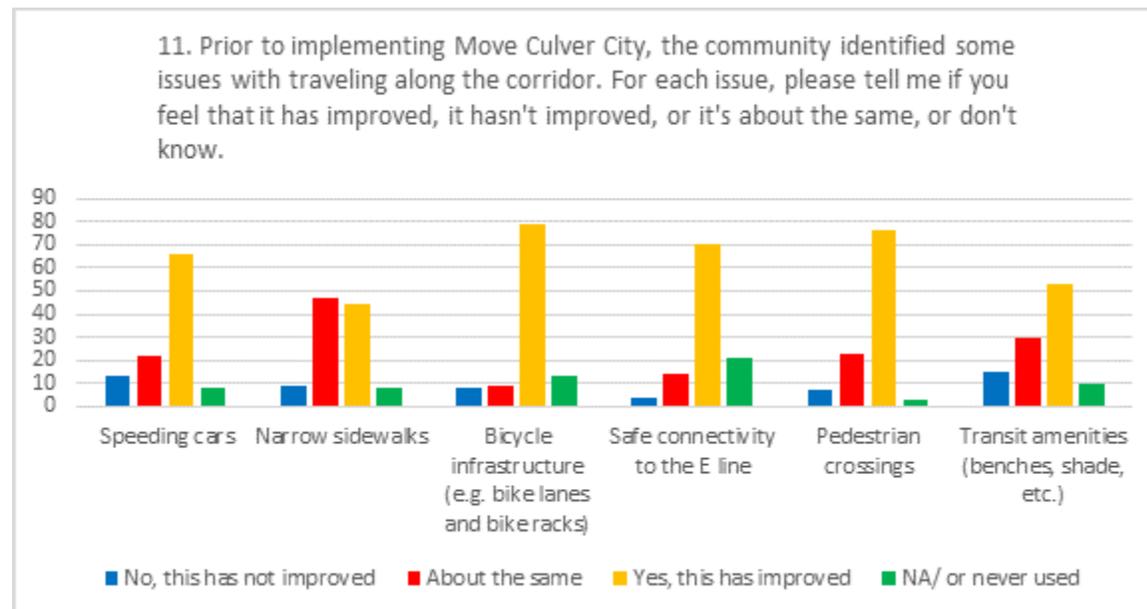
Surveyors asked how often the users walk or bike along the corridor. Of the 108 responses, 48.1% of users walk once or twice a week, 38% of users walk daily, 22.2% of users bike/scooter once or twice a week, and 19.4% of users bike daily.



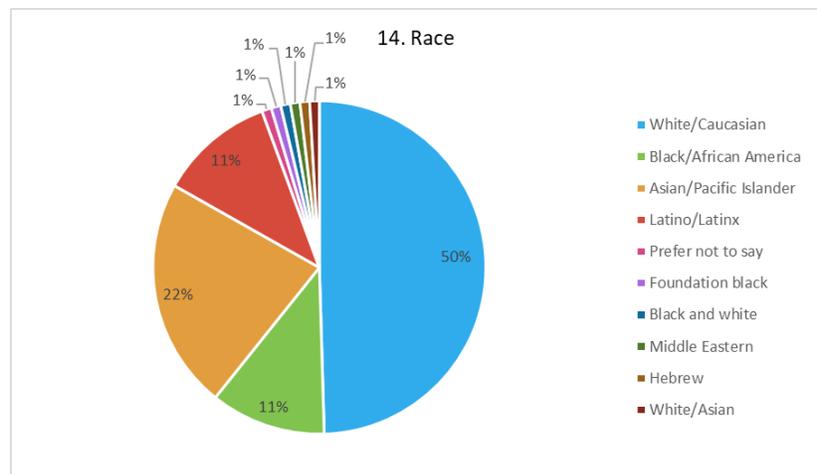
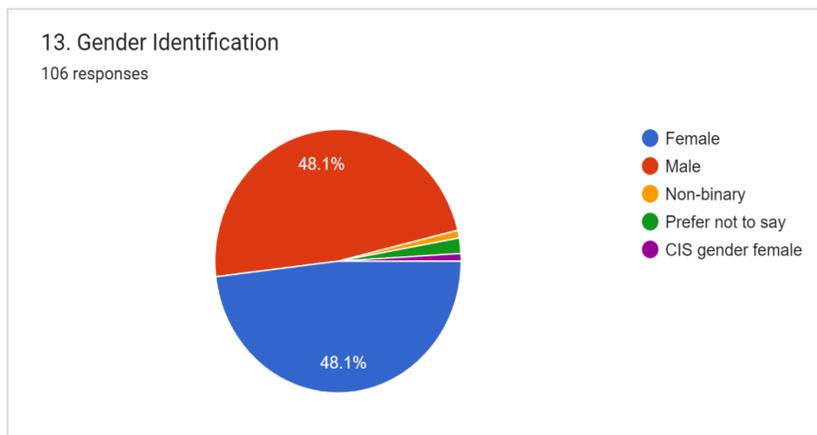
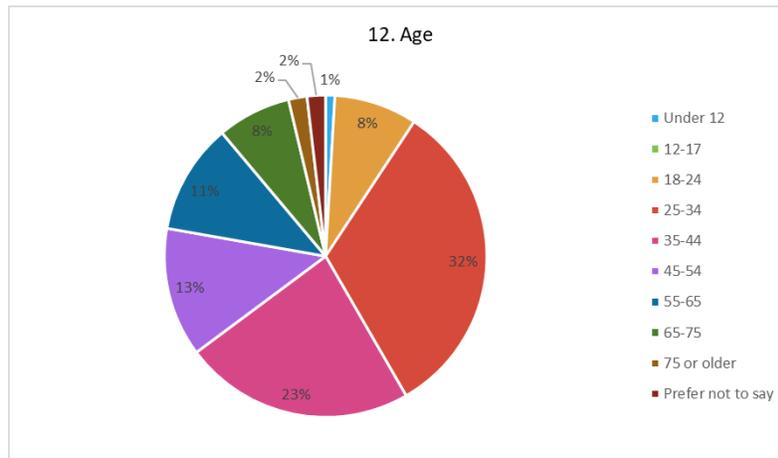
Respondents were asked to identify how many businesses they visit along the corridor. 108 responses were given to this question. 31.5% of users visit 0-1 business, 38.9% visit 2-3 businesses, 1% visit 3-5 businesses, 18.5% visit 4-6 businesses, and 10.2% visit 7 businesses.



Respondents were asked if prior issues about traveling along the corridor have improved since the implementation of MOVE Culver City. The results show that almost all the issues identified prior to the project have improved. Most users identified a reduction in speeding cars, an improvement or no change in sidewalk width, an improvement in bicycle and transit infrastructure, improved connectivity to the E line, and safer pedestrian crossings.



The results of this survey show a diverse demographic among the respondents. Information was collected about their age, gender, and race. There was significant representation from all age groups; respondent ages ranged from under 12 to over 75 years old. The results were gender-balanced, with an even split of respondents identifying as male or female. The respondents were 50% white, 22% Asian, 11% black, and 11% Latino/Latinx.



Conclusion

The consultant and City teams were overall pleased with the results of the August/September 2022 bicyclist and pedestrian intercept survey. Key findings are included in the Mid-Pilot Report. Another round of this survey will be conducted in Winter 2023, after the project has been in place for one year.