



INNOVATE 680

IMAGINE THE POSSIBILITIES



REACH

3 languages	English, Spanish, Chinese
survey invitations sent	50,000
surveys completed	1,533

RESPONSES

Clayton	30
Unincorporated	85
Pleasant Hill	125
Pittsburg	128
Martinez	145
Danville	155
San Ramon	224
Concord	305
Walnut Creek	336

DEMOGRAPHICS

male/female	50%/50%
disabled	11%
age 18-35	8%
age 35-44	13%
age 45-54	20%
age 55-65	26%
age 65+	33%

TRANSPORTATION HABIT SURVEY

SUMMARY OF RESULTS

From November 2020 through January 2021, CCTA conducted a survey of corridor residents about their transportation habits. This survey was specifically designed to provide helpful information to the INNOVATE 680 program and its suite of six ground-breaking projects that, when implemented, will reduce congestion and smooth traffic flow throughout the corridor.

We are now pleased to share insights into what we learned from our corridor neighbors and how that information will help shape the future of transportation along I-680.





TIME FOR CHANGE

Within Contra Costa County, the average weekday delay on I-680 reached an alarming 90 minutes in 2019. CCTA is dedicated to reducing congestion to improve the travel experience for all in the corridor. To create travel solutions that are meaningful, we need to learn more about our corridor households and our regular corridor drivers. Our travel habit survey provided helpful insights on all fronts.

70% of our corridor residents said they drive once per week or more in the corridor and **91%** of these drivers said that their preferred mode of travel is **driving alone in a personal vehicle** (also known as single occupancy vehicle or SOV).

68% of corridor drivers said they are **interested in driving less!** And **44%** of these drivers use the **corridor daily**. These drivers are our ticket to change. We are calling these daily drivers our **CHAMPIONS OF CHANGE**.



Single occupancy vehicles (SOVs) are major contributors to greenhouse gas emissions and poor air quality. A typical passenger vehicle emits about 4.6 metric tons of carbon dioxide per year.* By getting more cars off the road we will reduce congestion and improve air quality.

*epa.gov



If **CHAMPIONS OF CHANGE** were willing to reduce SOV driving by 50%, and try another mode of travel such as carpooling, telecommuting, transit, or bicycling, we could reduce the number of cars on the road by 22%! This translates to roughly

37,000[✓]
CARS OFF THE ROAD PER DAY!

Many households have approximately 2 of everything (except bikes!)

-  **2.65** people
-  **2.14** cars
-  **2.0** driver's licenses
-  **2.31** smartphones
-  **1.4** bicycles

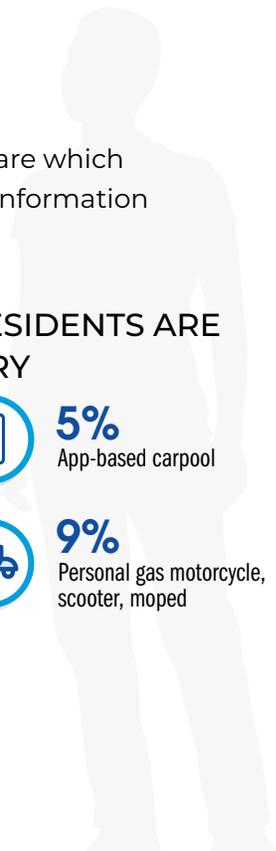


With these facts in mind, the INNOVATE program is focused on how to provide multiple travel options so that it's **EASY** to get to where you need to go using alternative modes. Do you want to be a **CHAMPION OF CHANGE**?

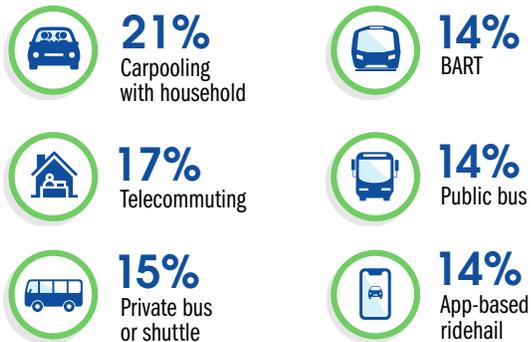


EXPLORING MODE SHIFT

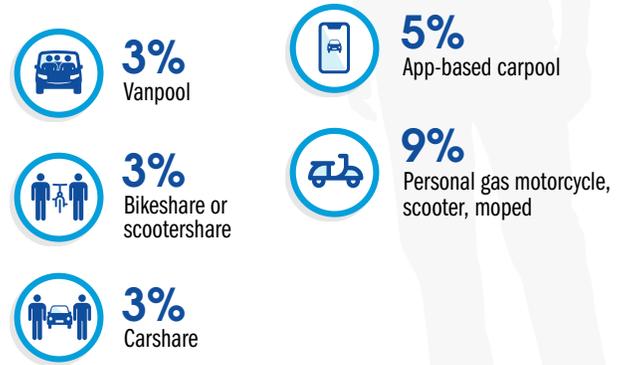
Recognizing that changing travel habits can be hard, we asked survey takers to share which modes they are most likely to try and which modes they are least likely to try. This information will help us prioritize projects that align with how residents actually want to travel.



THE MODES OUR RESIDENTS ARE MOST LIKELY TO TRY



THE MODES OUR RESIDENTS ARE LEAST LIKELY TO TRY



What Keeps Drivers from Shifting Modes

LEARNING ABOUT BARRIERS

Our survey took a deep dive into what is keeping people from leaving their cars at home. We learned that availability of alternative modes and issues related to time were the most important factors, along with the quality of the travel experience. **Cost of using alternative modes was one of lowest ranked barriers, along with safety, comfort and personal circumstances.**



about

40%

of drivers see availability and travel quality as barriers

about

10%

of drivers see cost as a barrier

It takes planning ahead of time.

Not an efficient use of time

Not sure I'll find a parking spot at BART

Station was too far from my house

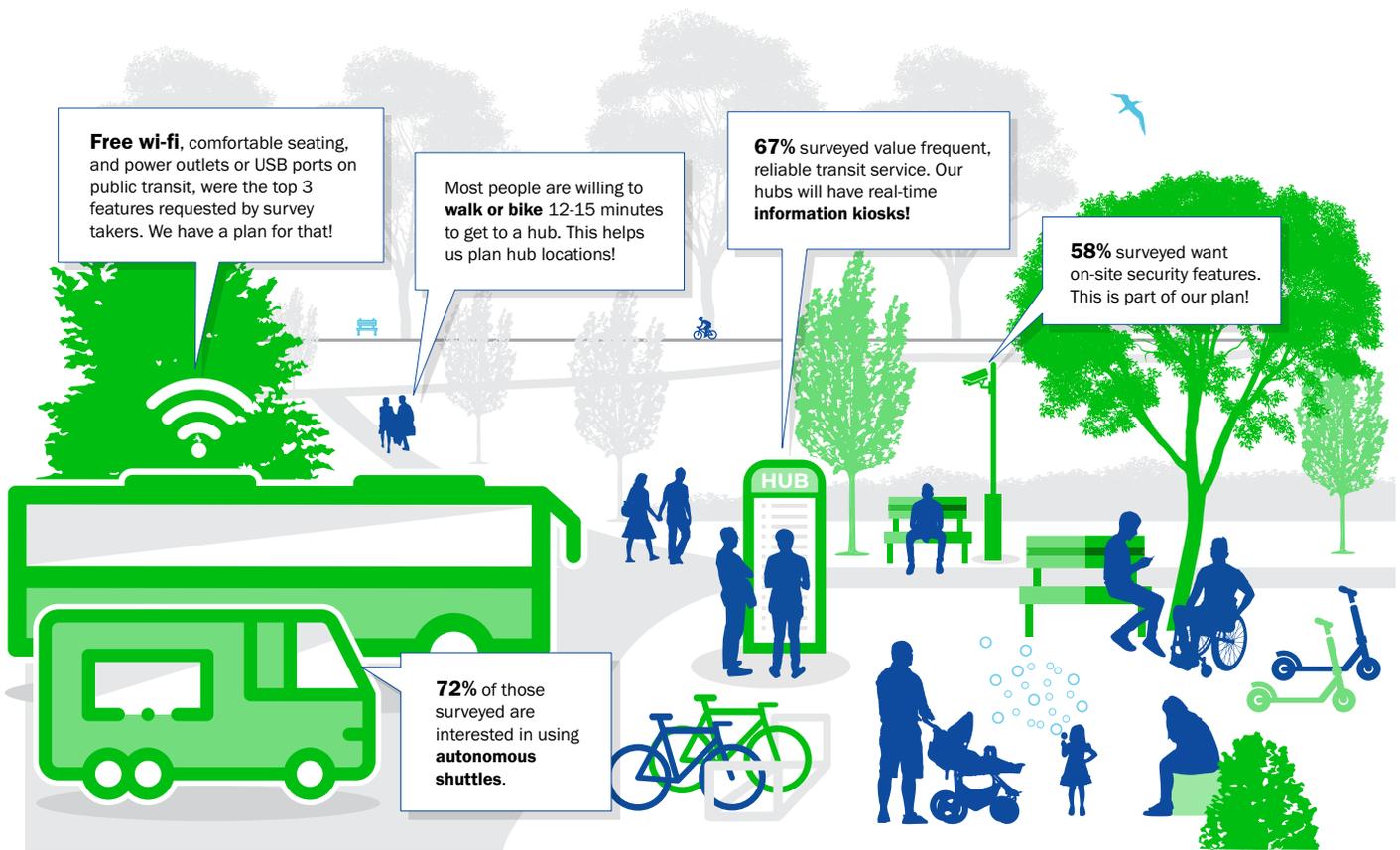


This feedback on mode shift and barriers, is helping us build better projects!



PEOPLE-CENTERED PLANNING

Shared mobility hubs are a cornerstone piece of the INNOVATE 680 program and are key to connecting neighborhoods to alternative transportation options like public transit, carpooling, biking, ride sharing, and microtransit. To make sure that the hubs meet the needs of our travelers, we asked our survey takers which features and amenities are most important. This feedback will help us plan better shared mobility hubs!



There are many ways our travel behavior research can help inform a new way to plan transportation in Contra Costa. We know that changing a travel routine can be difficult. Our goal is to make it easier, and even fun!

Go to ccta.net/INNOVATE680 to see a 3D visual simulation of a shared mobility hub, learn more about the six projects, and see a video presentation of our survey results! Please stay in touch to learn more about how INNOVATE 680 is shaping the future of transportation in your neighborhood.