

Colma Serramonte Blvd. and Collins Ave. Master Plan



Online Survey Summary Report

April 2018

Prepared by

DYETT & BHATIA

Urban and Regional Planners



Colma Serramonte Blvd. and Collins Ave. Master Plan

Online Survey Summary Report

April 2018

Prepared by

DYETT & BHATIA

Urban and Regional Planners



Table of Contents

- 1 Introduction..... 1**
- 2 Survey Results3**
 - 2.1 Analysis of Survey Responses.....3
 - 2.2 Next Steps 14
- Appendix A: Open-Ended Responses 15**

List of Figures

Figure 1-1: Question 9 - “How old are you?”	2
Figure 2-1: Question 1 - “What is your connection to the Serramonte/Collins area?”	4
Figure 2-2: Question 2 - “How often do you come to the area?”	5
Figure 2-3: Question 3 - “What mode of transportation do you most frequently use when coming to the area?”	6
Figure 2-4: Question 4 - “If you drive to the area, select all that apply.”	7
Figure 2-5: Question 5 - “Do you agree or disagree on the following statements having to do with your general impression about Serramonte Boulevard and Collins Avenue?”	8
Figure 2-6: Question 6 - “Please rate the desirability of the following amenities or attractions you would like to see in the area.”	9
Figure 2-7: Question 8 - “Please pin to the map the types of improvements that you believe should be made along Serramonte Boulevard and Collins Avenue.” ...	12
Figure 2-8: Visitor Responses to Question 8	13
Figure 2-9: Worker Responses to Question 8	13

I Introduction

In 2017, the Town of Colma began a master planning process for the Serramonte Boulevard and Collins Avenue corridors. The plan will outline a vision for this key commercial district and provide guidance for strategic improvements to circulation, streetscape, infrastructure, and aesthetics to improve the overall design and function of this important business center in the years to come.

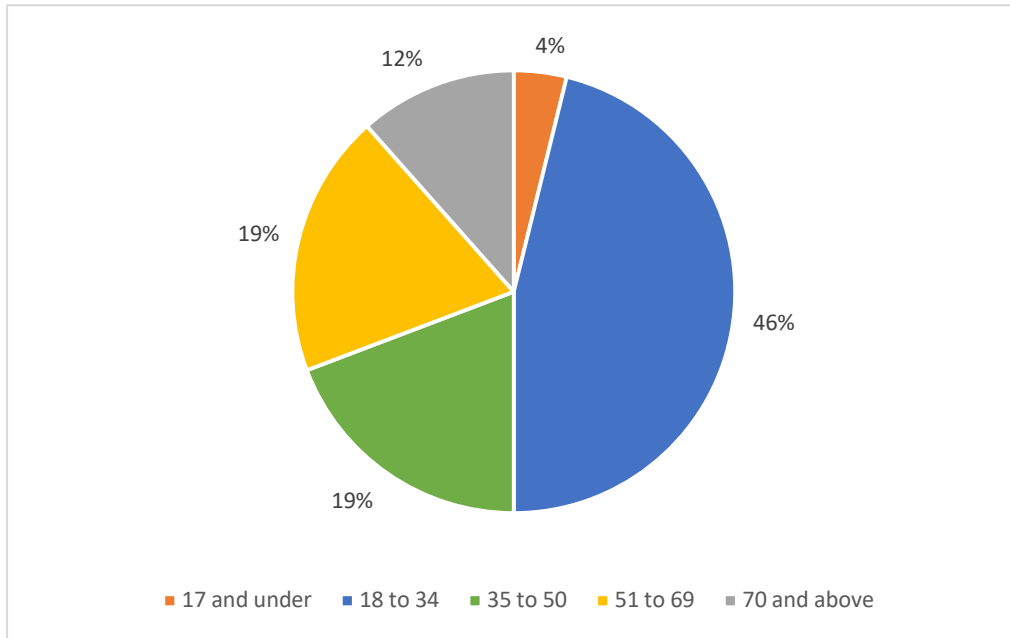
Community outreach represents a pivotal part of the master planning process, and an exciting opportunity for community members, visitors and employees of the area to envision the future of the two corridors and identify challenges and opportunities that will provide direction for their development. For more information on the Serramonte Boulevard and Collins Avenue Master Plan, please visit: <https://www.colma.ca.gov/current-projects/>.

The Serramonte Boulevard and Collins Avenue Survey focused on the community's overall impressions of the corridors and potential improvements that could be made to the corridors in terms of ameliorating aesthetics, multimodal access and safety and overall enjoyment of one's time spent in the area. The survey was developed using Maptionnaire, an online survey tool, and made available on the project website from February 2, 2018 to March 31, 2018. The survey was promoted through various sources: on the Town of Colma website, through flyers delivered to community members and left at employers and retailers throughout the area, through the Town of Colma business newsletter and resident newsletter, and by asking community members to complete hard copies of the survey at the Colma senior lunch. A total of 34 completed responses were received.

This report summarizes the feedback provided by the online survey. Feedback from the online survey, in addition to feedback from other outreach efforts and analysis in the Existing Conditions Report, will serve as a valuable reference to guide City staff, the Planning Commission, the City Council, the consultant team, and others in formulating design and policy concepts and options for the Serramonte Boulevard and Collins Avenue Master Plan.

Of the respondents that provided their zip code, almost half indicated Colma zip codes for their home addresses (94014 and 94080). The remaining respondents hailed from a range of Bay Area communities, including Pacifica, Daly City, San Bruno Redwood City, and San Francisco. Nearly half of respondents were between the ages 18 and 34, followed by equal numbers of respondents belonging to both the 35 to 50 age group and 51 to 69 group (Figure 1-1).

Figure I-1: Question 9 - "How old are you?"



2 Survey Results

Highlights of the online survey are discussed and summarized below. The full set of responses to open-ended questions is included in Appendix A.

2.1 Analysis of Survey Responses

Online survey participants were asked eight questions about their ideas, priorities, and concerns about the Serramonte Boulevard and Collins Avenue corridors. Some questions were open-ended while others provided multiple choices, prompting respondents to select one or multiple answers. Open-ended responses were synthesized and summarized to reveal broader patterns of responses.

The percentages below refer to the number of responses for that particular question, or named the given subject in their response to an open-ended question. In many cases, participants gave multiple responses or did not fully answer a question, thus totals may not add up, or may add to more than 100 percent.

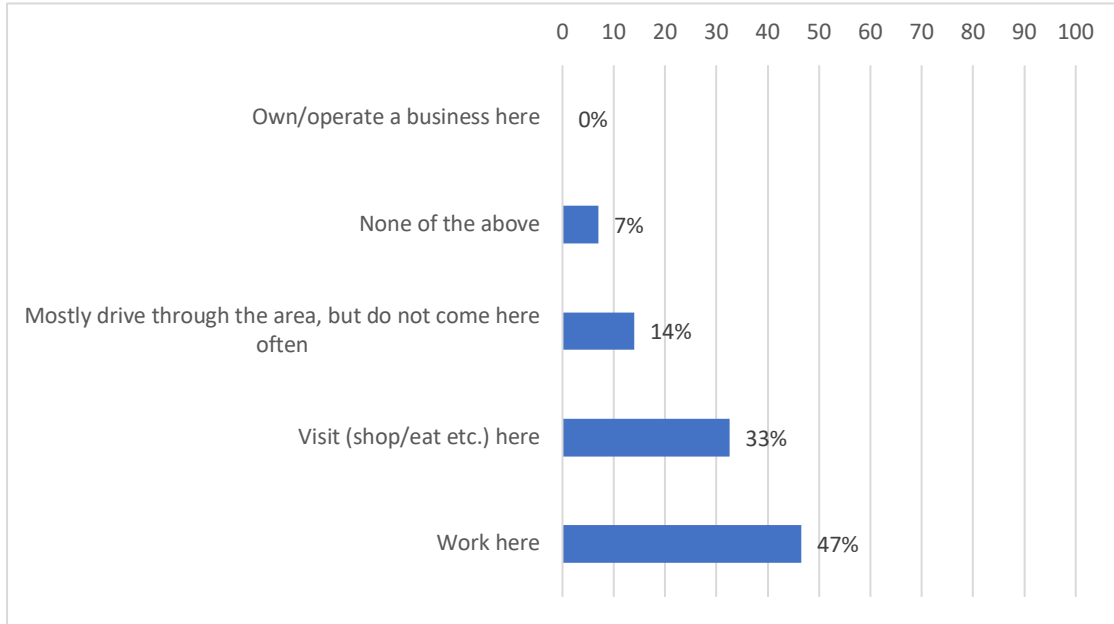
INTERACTION WITH THE CORRIDORS

The survey began with five questions that addressed the community's connection with and overall impression of the Corridors.

Question 1: What is your connection to the Serramonte/Collins area?

Nearly half of respondents work in the Serramonte/Collins area, while a little over 30 percent visit the Corridors to shop or eat. Almost 14 percent of respondents indicated that they tend to drive through the area occasionally. None of the survey participants owned or operated a business in the area, and just three people had a connection to the Serramonte/Collins area that was not listed as an option.

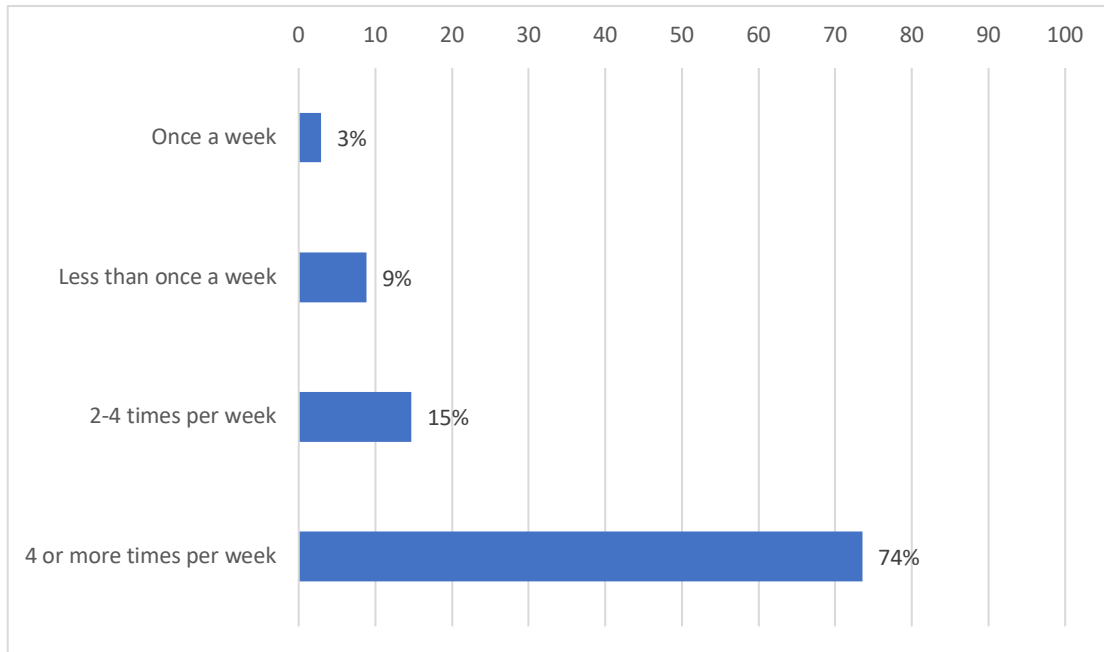
Figure 2-1: Question 1 – “What is your connection to the Serramonte/Collins area?”



Question 2: How often do you come to the area?

Almost three-quarters of respondents indicated that they come to the Corridors four or more times a week. A much smaller number of survey participants reported visiting the Colma/Serramonte area anywhere from once a week to 3 times per week.

Figure 2-2: Question 2 - “How often do you come to the area?”



Question 3: What mode of transportation do you most frequently use when coming to the area?

Out of the 34 respondents, 82 percent reported that they drive alone in order to access the Colma/Serramonte area; 22 individuals within this group also indicated that they come to the Corridors more than four times per week. Three of the 34 survey participants indicated that they carpool into the area, and just one person utilizes a taxi service. A follow up question on parking was asked of those that indicated they drove to access the corridors. The majority of these respondents reported that their employer provides parking; however more than a quarter indicated that they park on the street (Figure 2-4).

Nearly six percent of participants bike or walk to the area, and all of these respondents in this group indicated that they visit the area more than four days per week. None of the survey respondents reported using BART or another form of public transit to access the corridors.

Figure 2-3: Question 3 - “What mode of transportation do you most frequently use when coming to the area?”

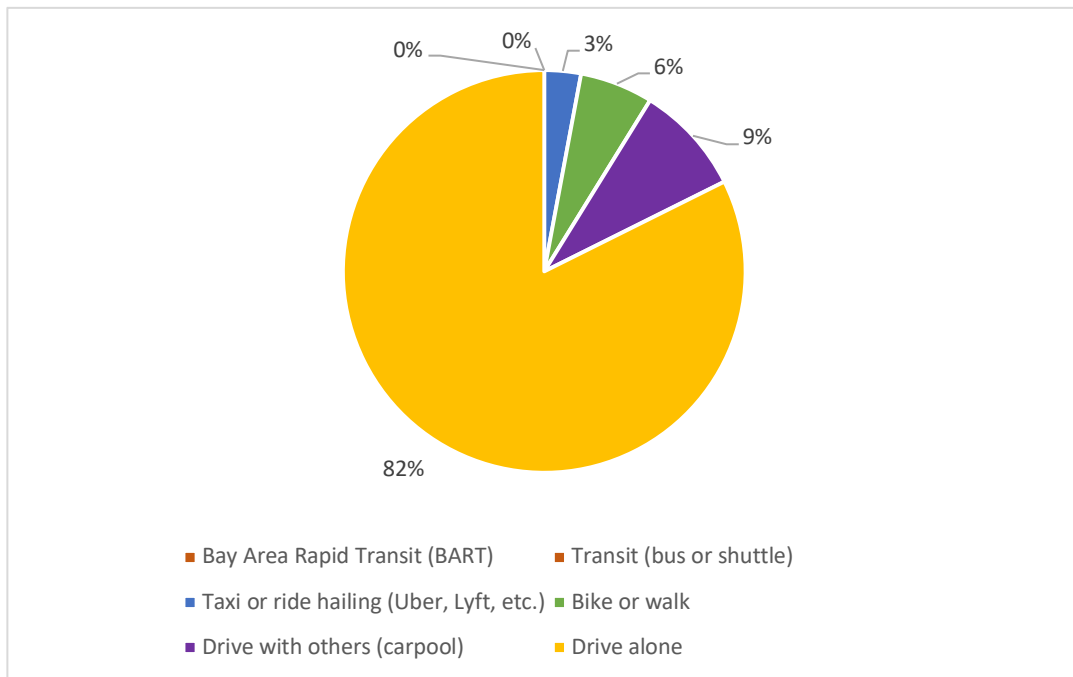
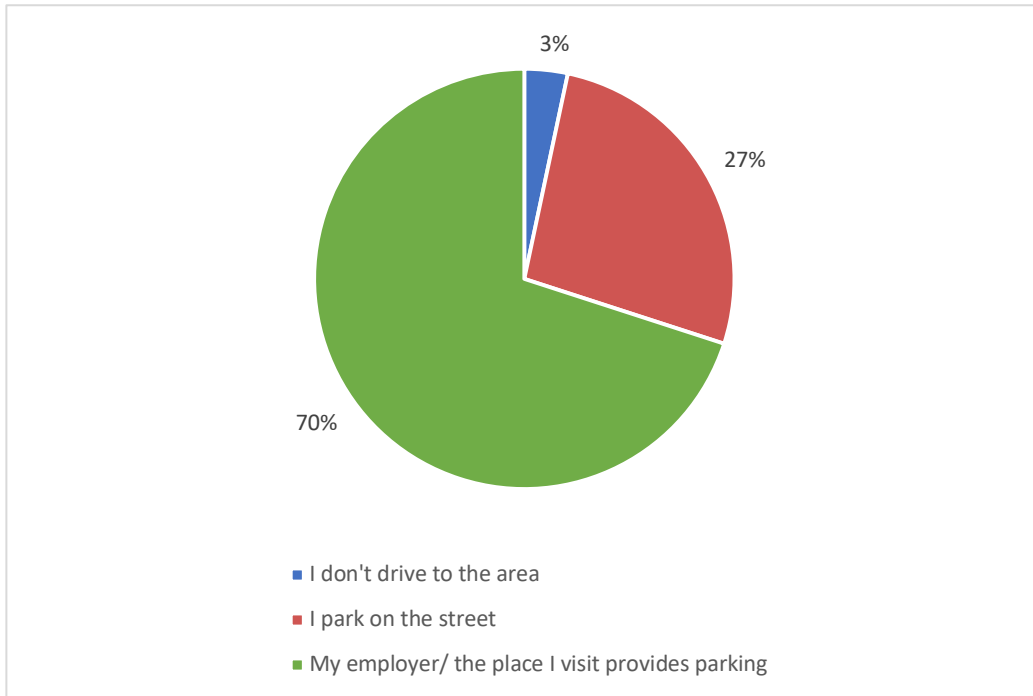


Figure 2-4: Question 4 - “If you drive to the area, select all that apply.”



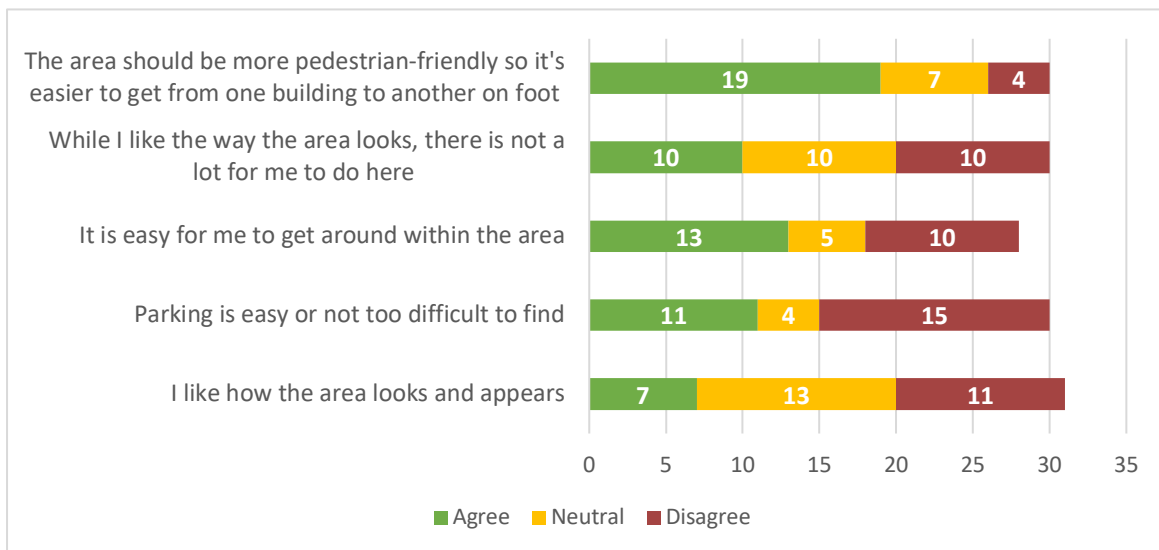
IMPRESSION OF THE CORRIDORS

Question 5: Do you agree or disagree on the following statements having to do with your general impression about Serramonte Boulevard and Collins Avenue?

In order to gauge respondents' overall impression of the corridors, respondents were instructed to mark their level of agreement with five statements involving the Serramonte Boulevard and Collins Avenue area's look, feel, and ease of access.

Participants were not required to respond to every statement, therefore totals do not add up to 34 for each statement. Most respondents agreed that the area needs to be more pedestrian-friendly to make walking between destinations easier. There were equal numbers of people in agreement, disagreement, and with neutral reactions in response to the statement indicating that the area looks nice, though it does not offer many activities or things to do. Participants were divided regarding the ease of getting around within the area. Half of respondents did not think parking is easy to find. Finally, most participants responded neutrally to a statement regarding the area's look and appearance, while about almost one third of those that responded to this statement indicated that they did not like it.

Figure 2-5: Question 5 - "Do you agree or disagree on the following statements having to do with your general impression about Serramonte Boulevard and Collins Avenue?"



IMPROVEMENTS TO THE CORRIDORS

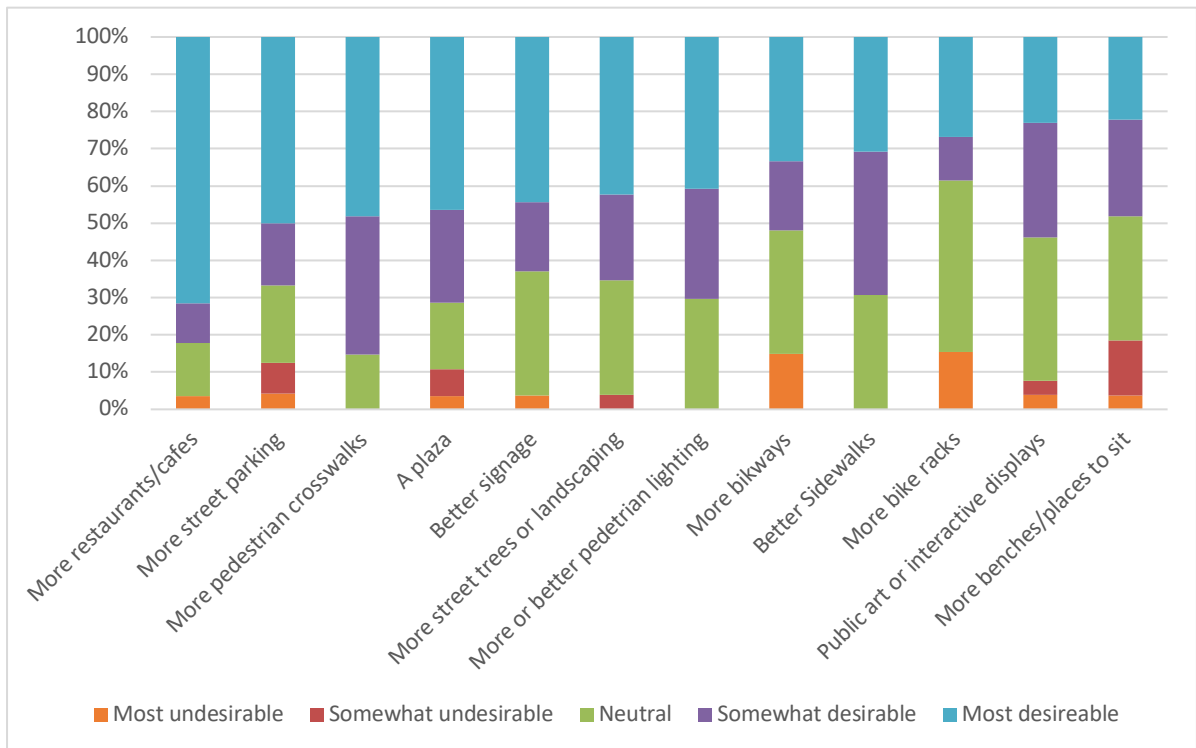
The last 3 questions in the survey addressed specific needs and improvements to the Corridors.

Question 6: Please rate the desirability of the following amenities or attractions you would like to see in the area.

Respondents were asked to rate each amenity or attraction on a scale from “most undesirable” to “most desirable.” Out of all the categories, more bikeways and bike racks received the highest number of “most undesirable” ratings, though each of these amenities received higher numbers of neutral rankings.

The majority of respondents chose “most desirable” for over half of the categories, including more restaurants and cafés (71%), more street parking (50%), more pedestrian crosswalks (48%), a plaza (46%), better signage (46%), more trees and landscaping (42%), and better pedestrian lighting (41%).

Figure 2-6: Question 6 - “Please rate the desirability of the following amenities or attractions you would like to see in the area.”



Question 7: Do you have any additional priorities, thoughts, or ideas about potential improvements to Serramonte Boulevard and Collins Avenue?

Open-ended responses to this question tended to focus on employee parking, safety along both roadways, and uses along the corridors. The majority of respondents noted the need for more parking, particularly for employees. There was also support for carving out space for a turn lane on Serramonte Boulevard as a way to reduce the traffic that builds up due to the amount of turns being made to enter the dealerships. Concerns were raised regarding pedestrian safety and jaywalking along Serramonte Boulevard, and it was suggested that additional pedestrian crossings may be necessary. The Serramonte Boulevard and Collins Avenue intersection was flagged as an unsafe intersection by one respondent, and another indicated that Collins Avenue is faced with a perennial speeding issue. Finally, some respondents expressed a desire for more activity along Serramonte Boulevard. To this end, more dining and entertainment establishments, public art, a plaza, and better connectivity between retail destinations were proposed.

Question 8: Please pin to the map the types of improvements that you believe should be made along Serramonte Boulevard and Collins Avenue.

By far the largest number of pins was dedicated to crosswalks, shown in the figures below as turquoise pins. Although crosswalks pins were spread out across Serramonte Boulevard and Collins Avenue, there were a few key places in which people felt strongly about. Two respondents noted a need for a crosswalk in front of Enterprise Rent-A-Car. Three respondents pinned a crosswalk on Serramonte Boulevard in front of the Subaru dealership, which would be connected to the Nissan and Hyundai dealerships.

There were a number of respondents that pinned sidewalks to Collins Avenue, where the sidewalk is not continuous on the north side of the street. Two survey participants indicated the need for an intersection where the Kohl's parking lot meets Serramonte Boulevard, as people are often left waiting to exit for some time. Six respondents pinned bikeways, which were mostly spread out along Serramonte Boulevard.

Responses to this question were further broken down by participants' main interaction with the corridors as indicated in the first question of the survey. Visitors who shop and eat in the area pinned more intersections near the Ford dealership on Serramonte Boulevard than any other group (Figure 2-8). They also indicated a desire for more crosswalks strictly along Serramonte Boulevard, especially in front of the Subaru dealership, however those who work in Colma pinned crosswalks much more frequently along both Collins Avenue and Serramonte Boulevard (Figure 2-9). Five bikeways were pinned by employees, four of which were along Serramonte Boulevard.

Figure 2-7: Question 8 - “Please pin to the map the types of improvements that you believe should be made along Serramonte Boulevard and Collins Avenue.”

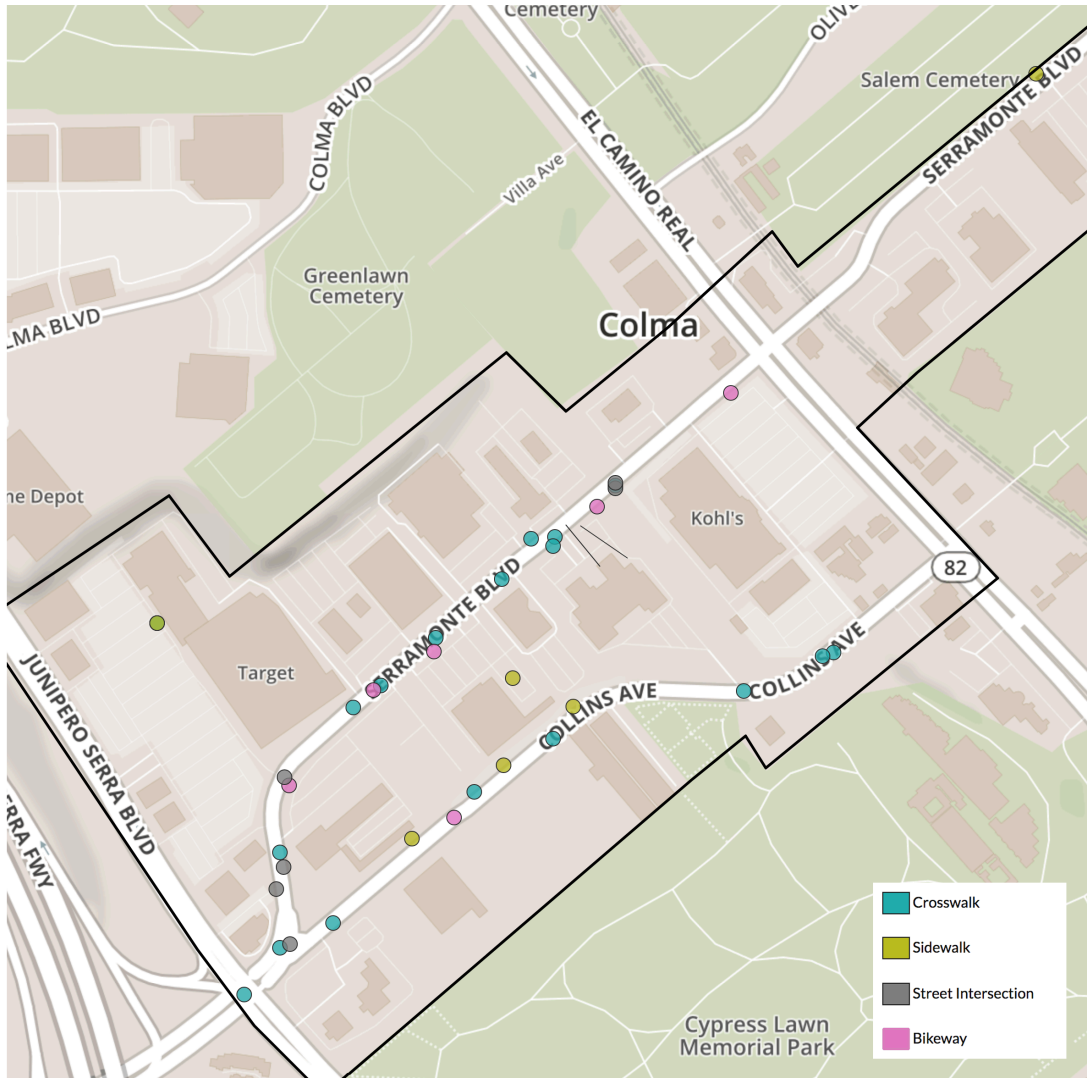


Figure 2-8: Visitor Responses to Question 8

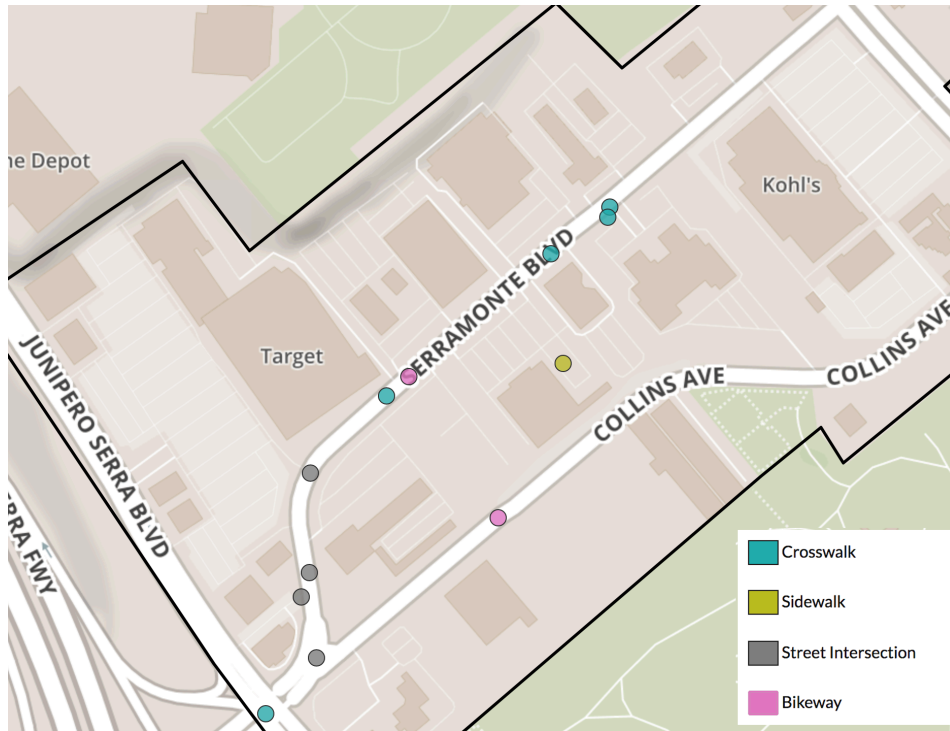
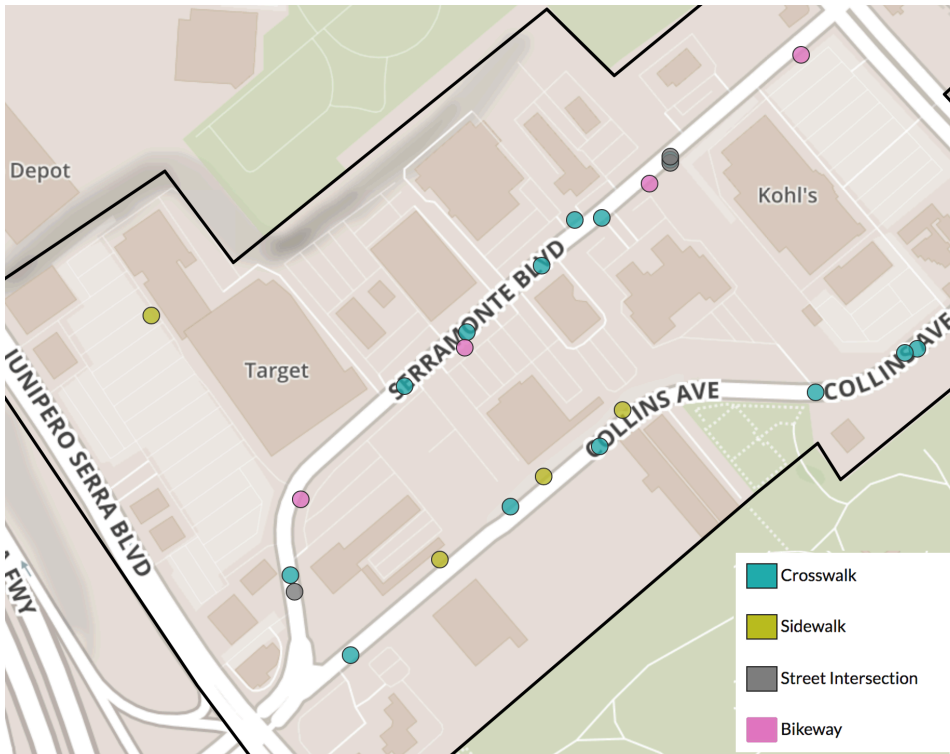


Figure 2-9: Worker Responses to Question 8



2.2 Next Steps

Together with existing conditions research and input from other community outreach activities, the survey results will inform the development of preliminary roadway concept alternatives for both Serramonte Boulevard and Collins Avenue, and subsequent steps in the planning process. Alternatives will represent ways in which the overall design and function of this important commercial area could be improved in the years to come.

The Alternatives will be evaluated for their impacts on fiscal conditions and transportation. Results of this evaluation will be shared with the public, and Colma community members and stakeholders will have the opportunity to share which alternative or which aspects of various alternatives would be best for the corridors in the future. City Council will provide direction on a preferred concept design plan, which will serve as the foundation for the final Master Plan.

Appendix A: Open-Ended Responses

7. Do you have any additional priorities, thoughts, or ideas about potential improvements to Serramonte Boulevard and Collins Avenue? (14 Responses Total)

1. A parking structure would be nice so we do not have to fight to find parking.
2. even out the dips on Serramonte Blvd, widen Collins Avenue. it would be great to have a bigger plaza with a small movie theater. Move Starbucks to different location, their drive through traffic is horrible.
3. Left turn on westbound Collins is an obvious problem. Parking shortage for Starbucks and Chipolte is a disaster as well as the driveway transition to Serramonte Blvd. This area needs traffic planning.
4. Love this area and all the businesses! Would be great to have more quick-casual eateries for families. But doing a great job already
5. More parking available for people that work in the area. More signs for Collins RD for drivers, people drive double the 25 MPH speed limit. Pedestrian crossing.
6. Parking is one of the main issues around Serramonte area when it comes to the employees that work around .
7. Please provide more parking
8. Special lane for all of the cars making left turns into dealerships. Many of these improvements depend on what is in the master plan. If there is a plaza and public art, then bike racks would be important. Don't need bike racks at dealerships. Don't need street parking for what is on the street now.
9. The focus on car dealerships is really heavy and dealerships are located on both sides of the street, often causing a build-up when visitors are trying to cross traffic to turn into a dealership.

Also, while it would be nice to have more connections between buildings, the retail stores are so far apart from each other it would be hard to connect them all. Additionally, I feel like the current retail offerings (Babies "R" Us, Dollar Tree, and Kohl's) are not exactly stores that people would want to casually browse or walk through like you would at the mall. Perhaps build a plaza connecting all of the stores together and add more desirable stores not already offered nearby? (though the Volkswagen/Subaru dealership is right in between Dollar Tree and Kohl's..)

10. The hills are too steep in that area to ever have much pedestrian traffic. Only people who absolutely need to walk will; you won't attract more walkers with benches or a plaza. Investing in pedestrian improvements doesn't seem like a priority for the area. However, I do think adding a crosswalk or two would help with the jaywalking issue.
11. The intersection at Serramonte and Collins feels dangerous
12. There absolutely needs to be better parking for us employees. I work at Serramonte Subaru and everyday we have to park in the Kohl's parking lot where we, everyday, have the possible circumstance of being towed. It is not good and this should be improved. We should have a safe spot to leave our vehicles for the work day.
13. There should be one stop sign between the Target at Junipero Serra Blvd and EL Camino Real on Serramonte Blvd, it's a very long street.

14. We have a lot of businesses here and it would be nice to have a parking lot/structure for us. I work at Serramonte VW and it would save me a lot of time to park close by. I also work until 8 pm, and the walk to my car can be a bit intimidating. So something close would be ideal . We have talked to stores that are closer by if we can share parking lots, although they agree, we get towed.

10. What is your home zip code? (20 Responses Total)

1. 94014
2. 94014
3. 94014
4. 94014
5. 94014
6. 94014
7. 94014
8. 94015
9. 94015
10. 94044
11. 94044
12. 94044
13. 94061
14. 94066
15. 94080
16. 94080
17. 94080
18. 94124
19. 94137
20. 95123

11. Before you go, please let us know if you have any additional inputs about the project or comments about the survey itself. (6 Responses Total)

1. I am happy to hear you are making improvements. Like I mentioned employee parking needs to be improved.
2. I would like to see: " Colma Riverwalk Plaza "Above and below the ground. Small boutique shops, fine dinning, coffee shops, children playground with movable sky sealing, art displays specially about Colma's History. On top floor: small plant botanical garden of California with nice coffee shop and few restaurant . Maybe a Cinema, or a small Theater for young artist, working with local schools. Actually that would be great to give a place for young adults a place to express their talent.
Free transportation from the Colma Bart, so people can visit us from the City.

Create something that people would come to see from all over the World.

Let' put the City of the Soul on the World Map!

This is the most organized City I ever lived. I'm strongly believe you can create something extraordinary .

3. It was simply and fast.
4. MORE PARKING!!!
5. Please don't close any current businesses! My family and I use this shopping area as our main place to get things.
6. Please make Collins and Serramonte Blvd. safer

This page intentionally left blank.

DYETT & BHATIA
Urban and Regional Planners

755 Sansome Street, Suite 400
San Francisco, California 94111
☎ 415 956 4300 📠 415 956 7315
www.dyettandbhatia.com