

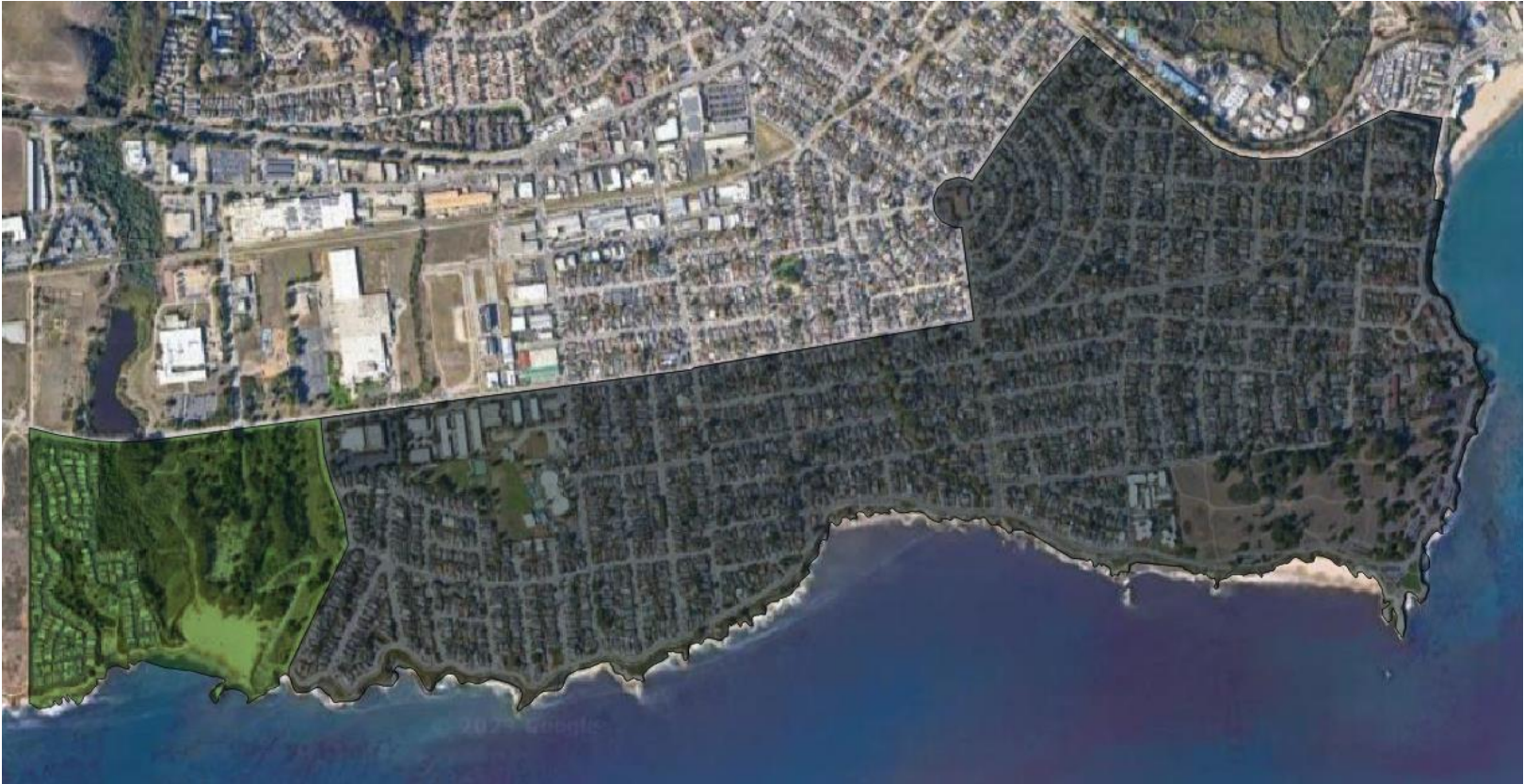


**West Cliff Survey  
City of Santa Cruz  
Dec 2023 - Jan 2024**

- ▶ Online survey of Santa Cruz voters
- ▶ Survey invitations sent to registered voters via postcard, email, and text messages
  - Postcards included link and QR code to survey along with a unique survey ID code for each voter
  - Email and text invites and reminders also included a unique link to the survey
- ▶ Survey was available in English and Spanish
- ▶ Survey was open from December 7, 2023 – January 10, 2024
- ▶ 1120 interviews; overall margin of error  $\pm 2.93$  percentage points
  - 392 from postcards, 114 from email, and 614 from text message
  - 186 respondents were identified as Impacted Neighbors based on their proximity to West Cliff  
*(See region map on next slide)*

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

# West Cliff: Impacted Neighbors Region



*\*Most residences within the green shaded area are within the De Anza Mobile Home Park*

# Key Findings

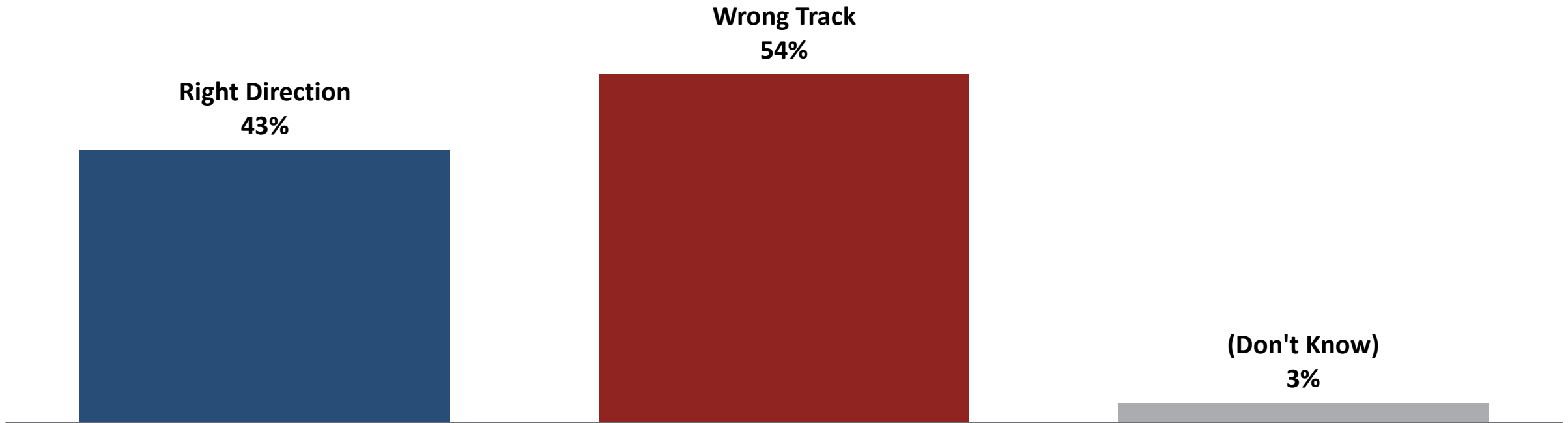
- ▶ Santa Cruz voters rate the quality of life in the city highly, and see West Cliff as contributing to that high quality of life.
- ▶ Awareness of current news/happenings around West Cliff is high, especially among those who live nearby.
- ▶ Voters who responded to the survey report frequent use of West Cliff for many types of recreation. When it comes to future uses of the area, enjoying the view and walking or jogging along West Cliff Drive are rated most important, with beach recreation also highly important.
- ▶ In keeping with these use priorities, among potential future elements of West Cliff, maintaining beach access and having a separate pedestrian path are the most widely supported.
- ▶ When asked to choose between having two-way vehicle access along West Cliff or one-way access with separate pedestrian and bike paths, a majority of voters prefer the one-way option. After additional information on benefits and drawbacks—including possible neighborhood impacts—those living nearby end up divided.



**Issue Environment**

# Right Direction/Wrong Track

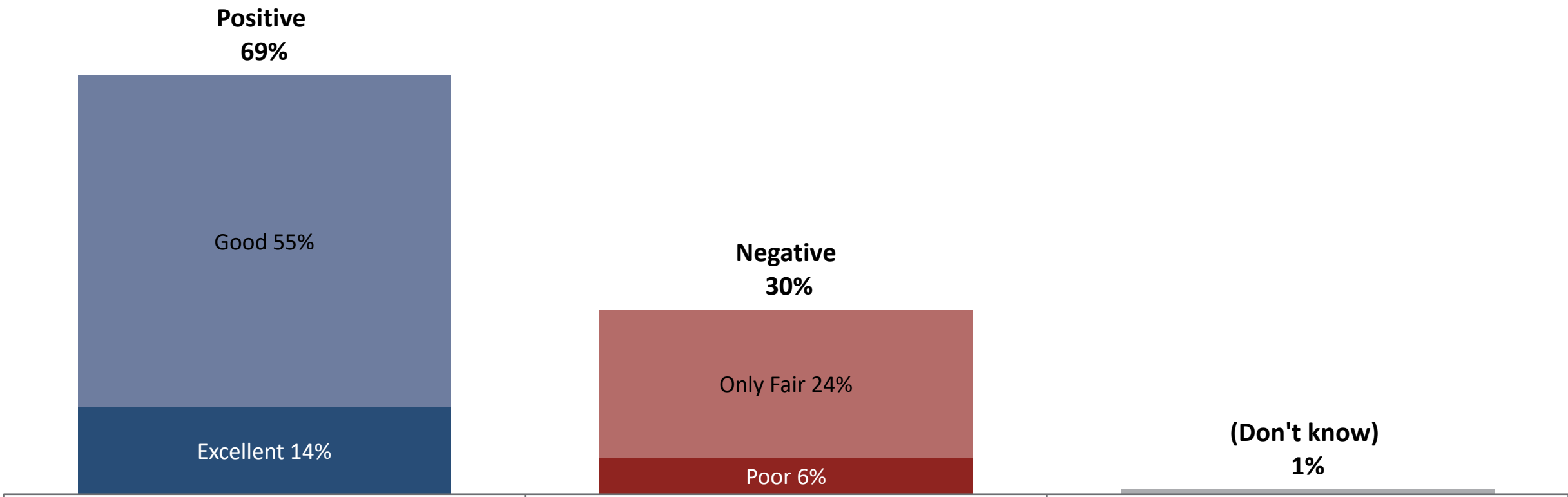
*There is some pessimism about the direction of Santa Cruz overall, but four-in-ten voters remain optimistic.*



Q2. Do you feel that things in Santa Cruz are going in the right direction or are they pretty seriously off on the wrong track?

# Overall Quality of Life

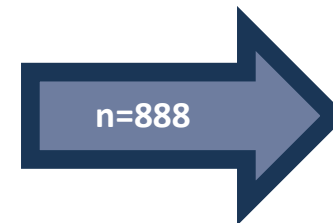
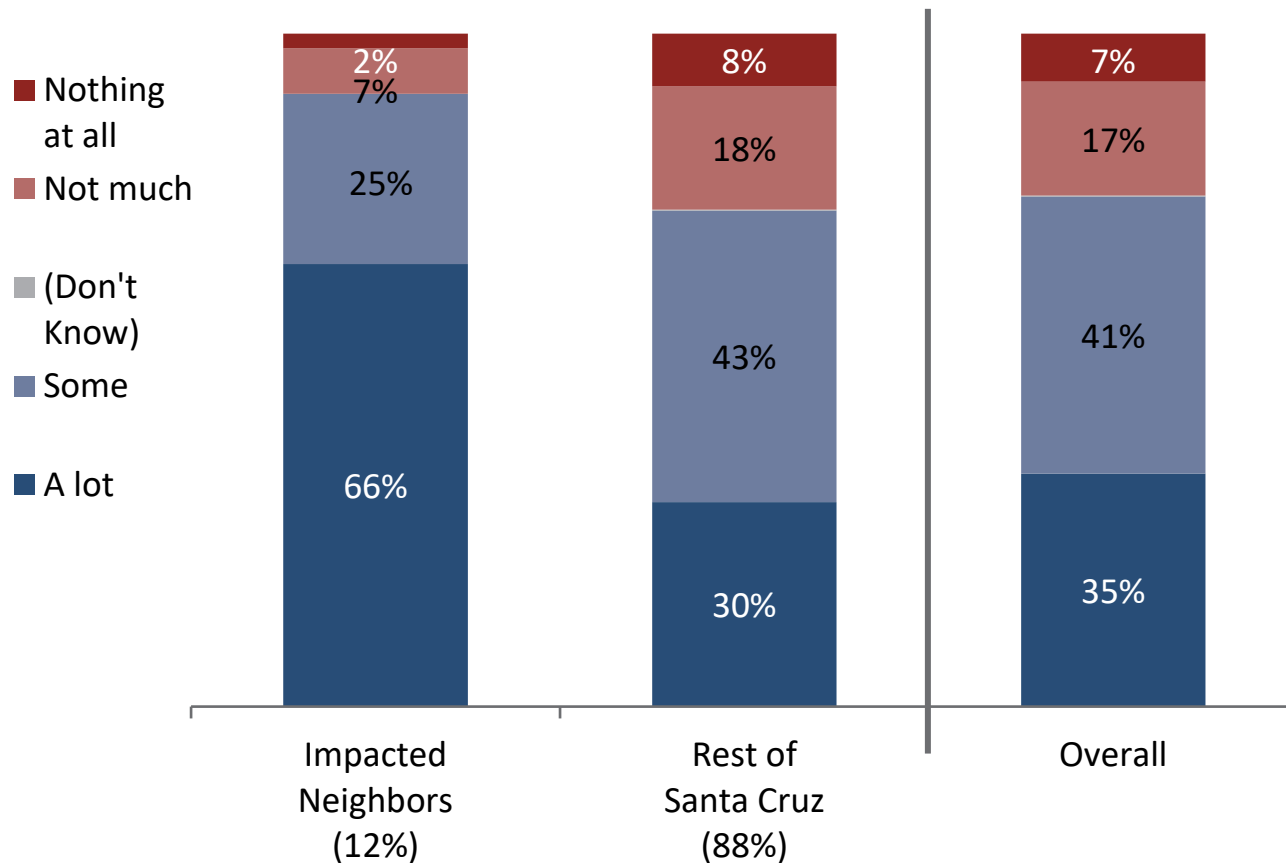
*Santa Cruz voters are overwhelmingly positive when it comes to the quality of life in Santa Cruz.*



# West Cliff Awareness

*Most have heard or seen something about West Cliff recently, with Impacted Neighbors especially likely to be aware. Specifically, most recall having heard something about rebuilding efforts, storm damage, or road modifications.*

**How much, if anything, have you heard or seen recently about West Cliff?**

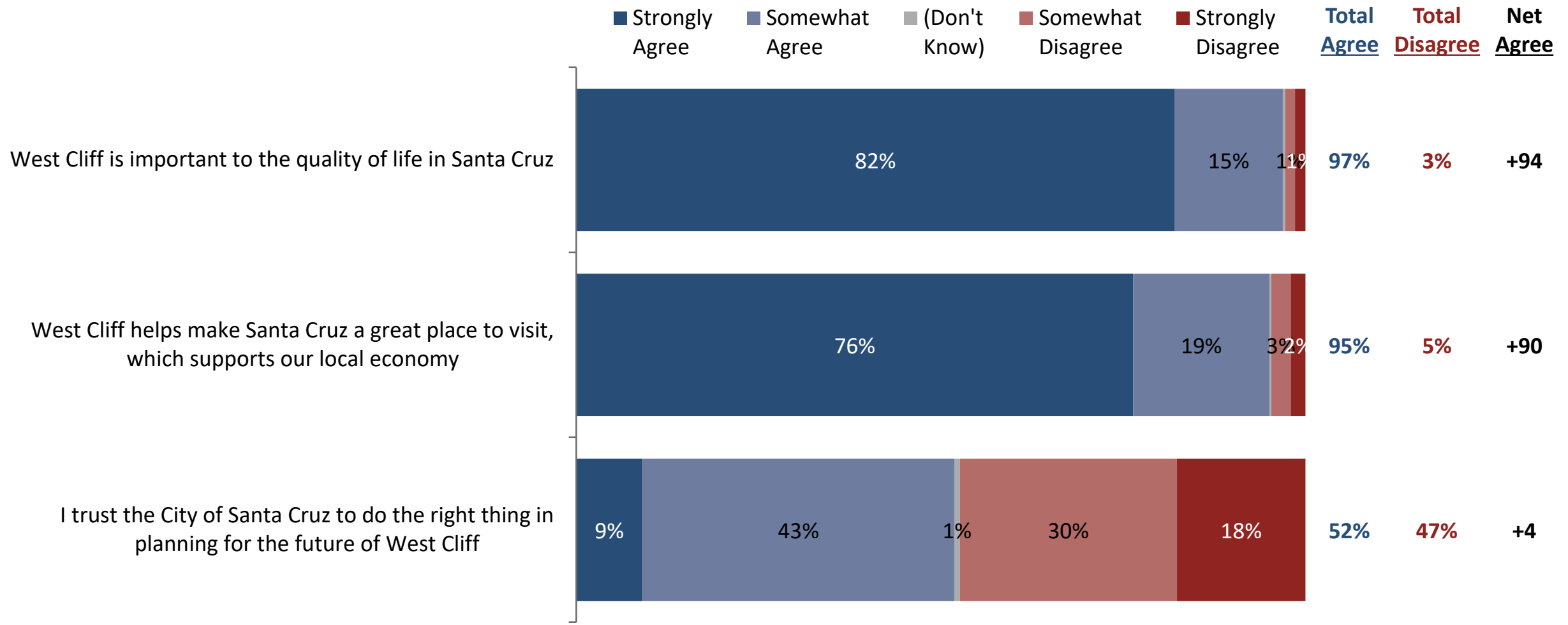


Response	%
Construction/Repairs/Rebuilding	40%
Damage from the storms	19%
Road closure/Modifying lane laws/Detours	13%
Plans/Planning/Discussions	7%
Erosion/Environmental issues	6%
Have seen it/Know about it in general	4%
Seen from the news/articles/newsletter/TV/Mail/Online	3%
Traffic concerns	1%
Debates	1%
Taking too long to repair	1%
Dislike it/Don't agree/No good/Dissatisfaction	1%
Other	3%
Nothing/Don't know	1%



# West Cliff Attitudes

*There is nearly unanimous agreement that West Cliff is important to the quality of life in Santa Cruz and impacts the local economy. Just over half of voters trust the City in planning for the future of West Cliff.*

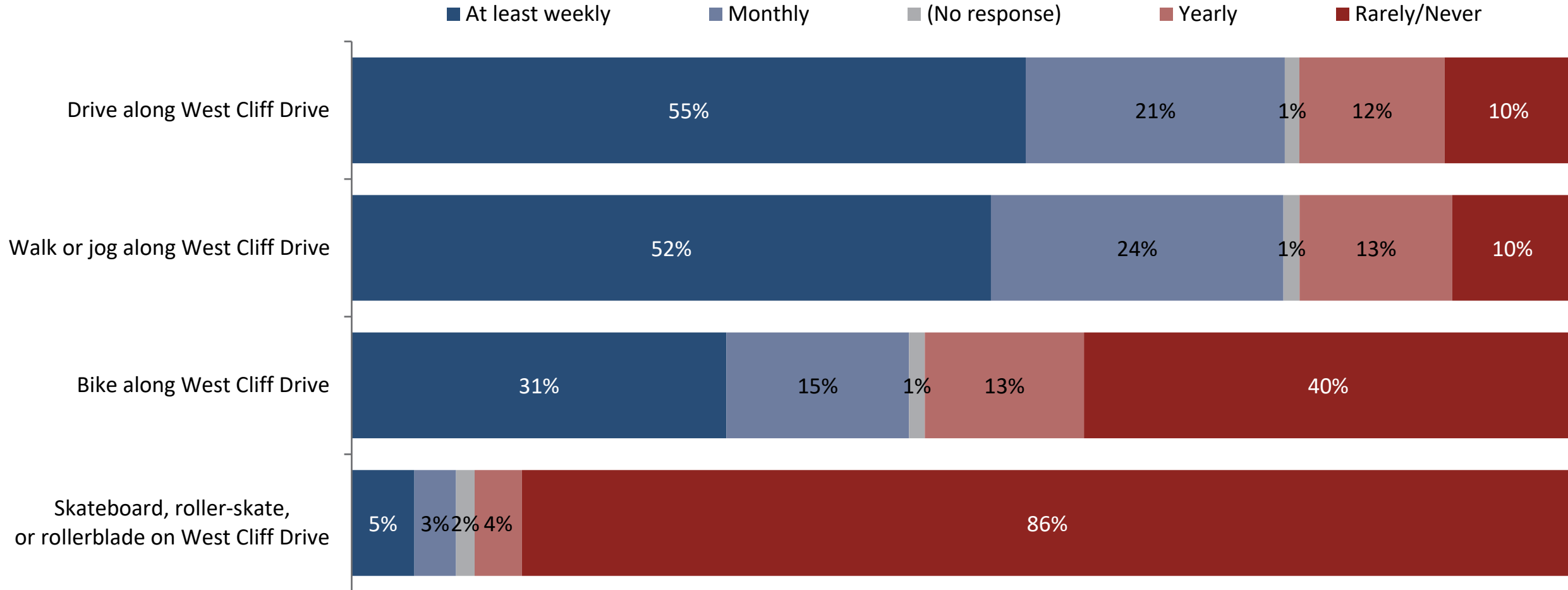




## Current and Past West Cliff Use

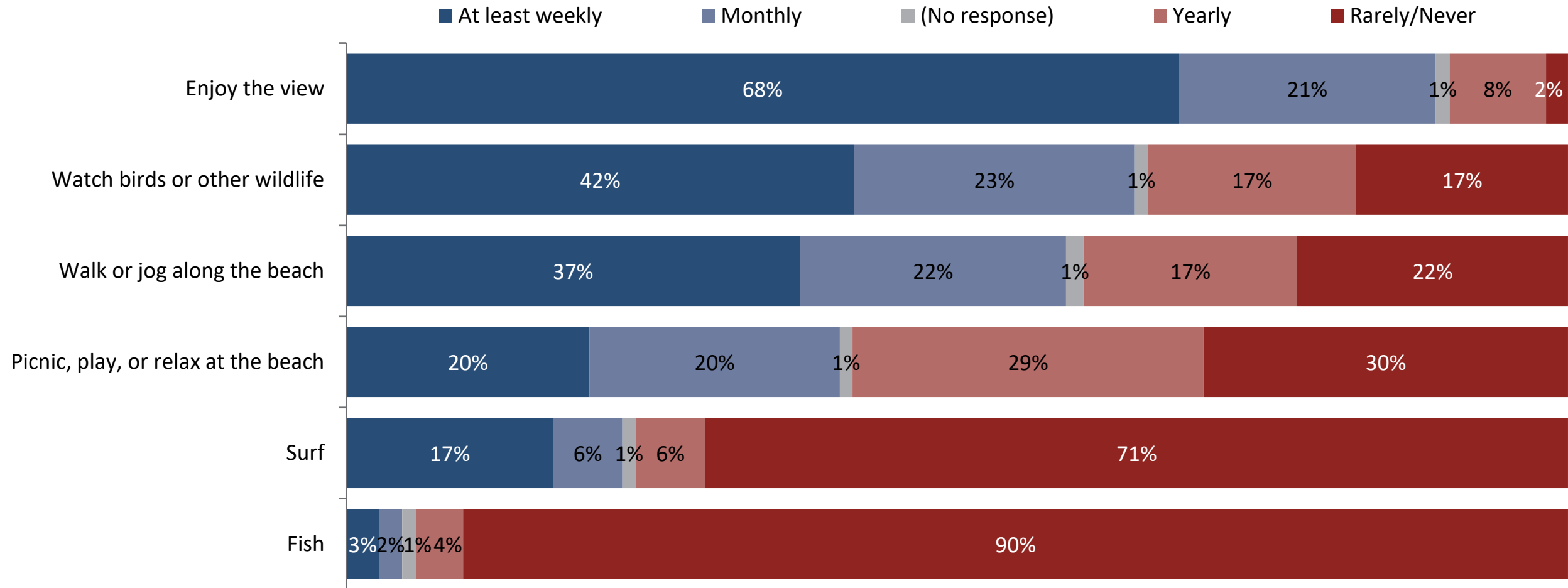
# West Cliff Drive Use Before Damage

*Prior to last winter's damage, respondents report similarly frequent use of West Cliff Drive for both driving and walking/jogging, with over half estimating they used West Cliff for that activity weekly.*



# Other West Cliff Uses

*Enjoying the view, watching wildlife, and walking or jogging along the beach are common uses of the broader West Cliff area.*

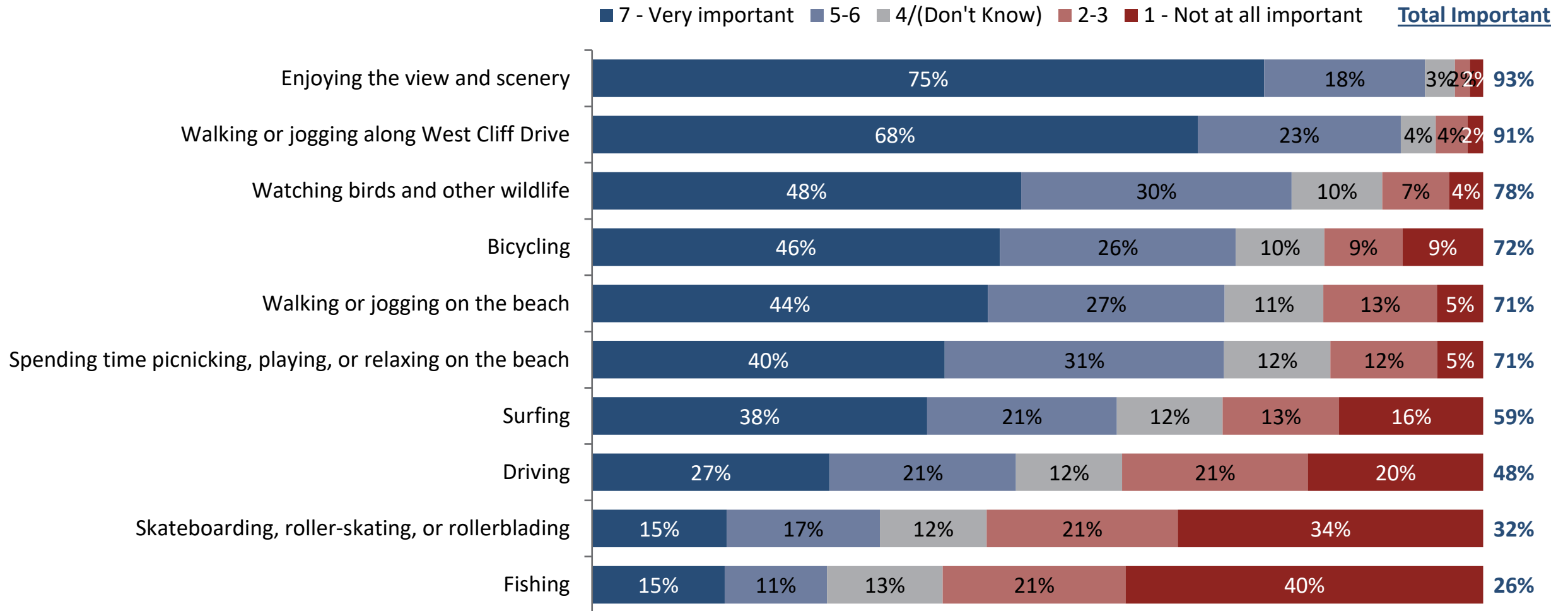




**Future Uses and Proposals**

# Future Uses of West Cliff

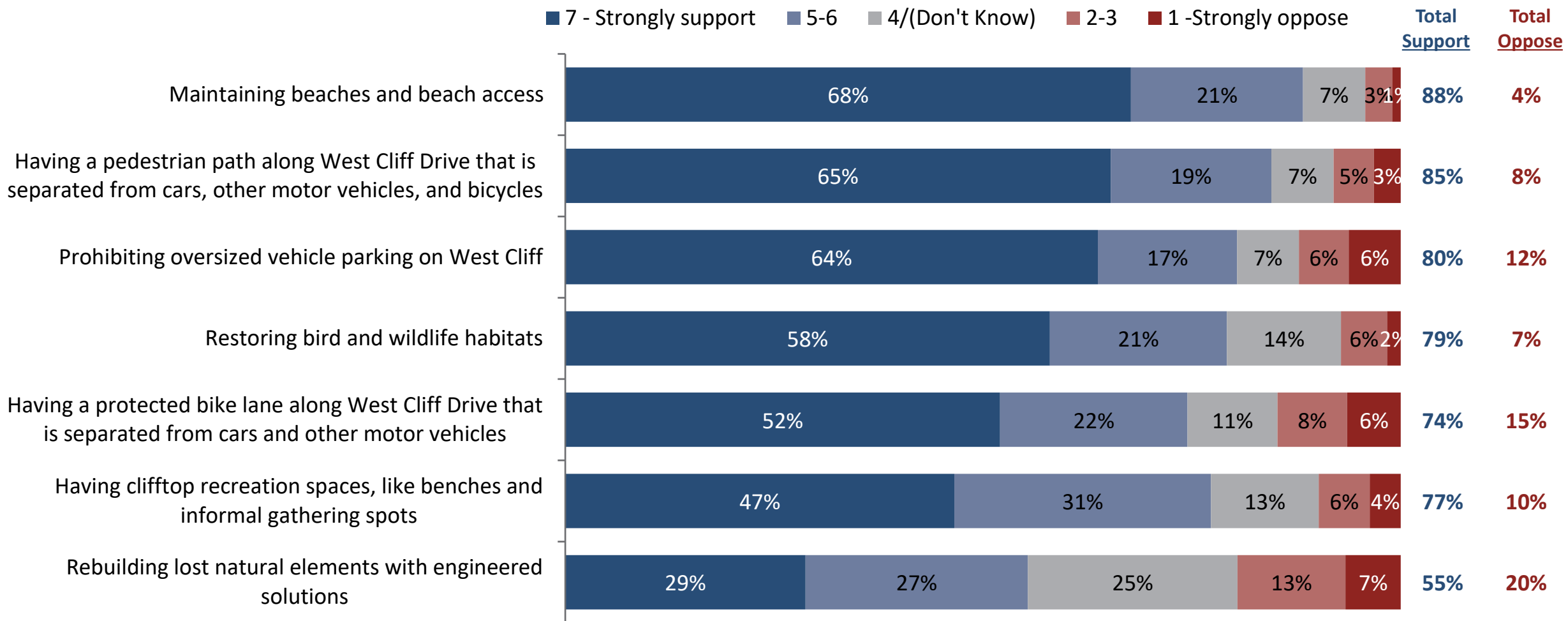
*When it comes to future uses of West Cliff, enjoying the view and walking or jogging along the road are rated as the most important. Watching wildlife, bicycling, and beach activities including surfing are also important to majorities.*



Q6-15. First, you will read a list of ways that West Cliff Drive and the surrounding area could be used in the future. For each one, please indicate how important that use is to you.

# Future Proposals for West Cliff

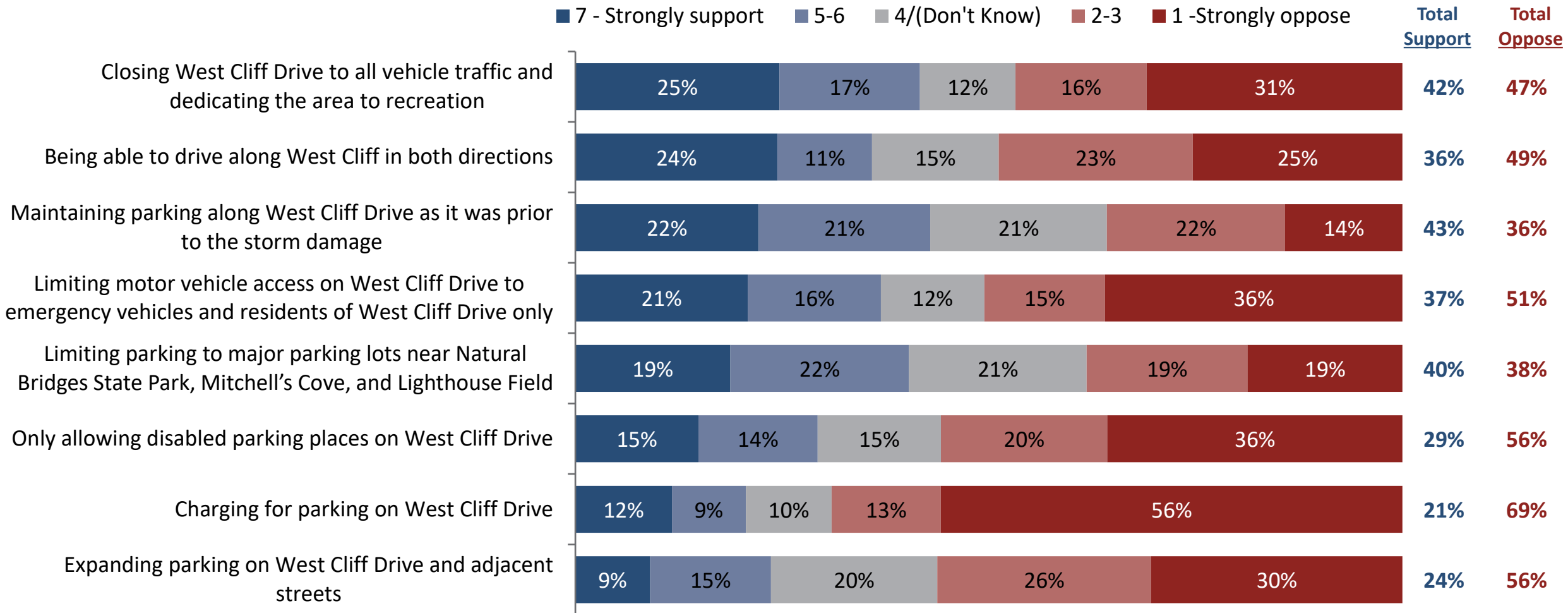
*Maintaining beach access is the most broadly-supported potential future element, followed by a separate pedestrian path and prohibiting oversized vehicle parking.*



Q16-30. Next, you will see a list of items that some people have proposed could be a part of the future of West Cliff. For each one, please indicate whether you support or oppose that proposal.

# Future Proposals for West Cliff

*Some possible elements, including closing West Cliff Drive to all vehicle traffic and having two-way vehicle traffic, are more divisive. Charging for parking draws the most intense opposition by far, with over half strongly opposed.*

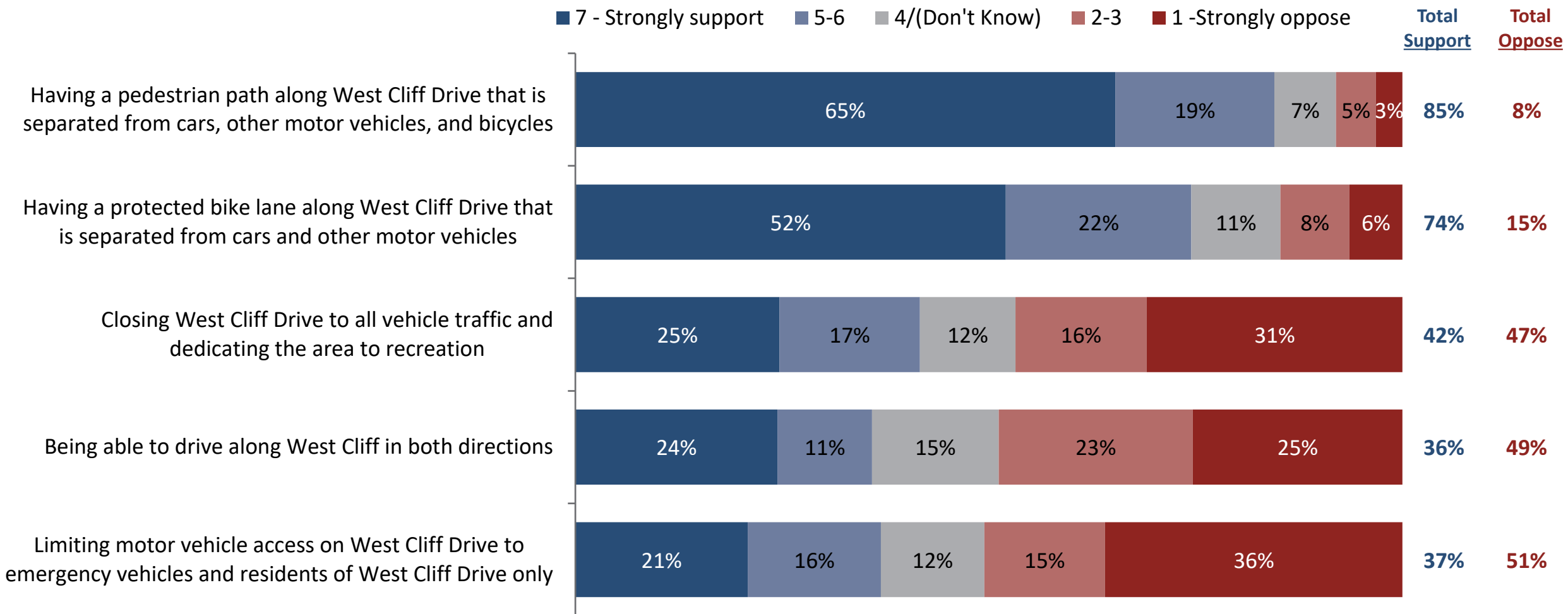


Q16-30. Next, you will see a list of items that some people have proposed could be a part of the future of West Cliff. For each one, please indicate whether you support or oppose that proposal.



# Future Proposals: West Cliff Drive

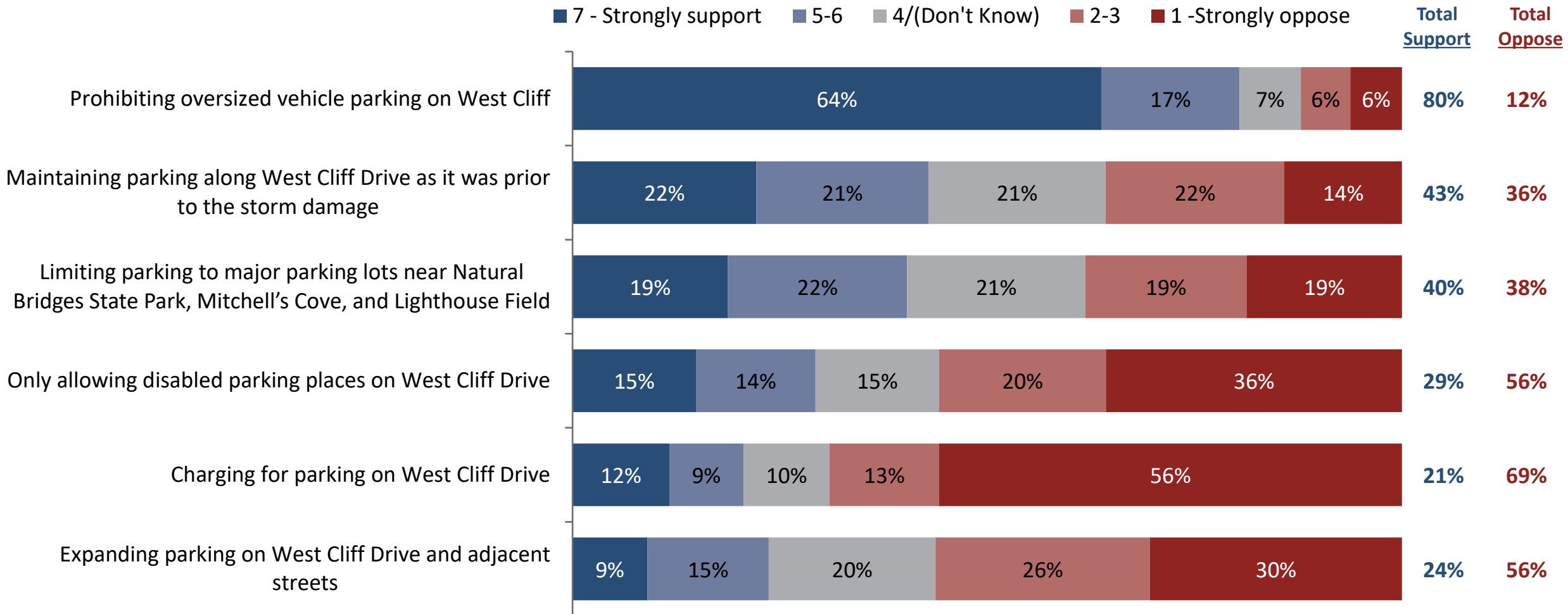
*Proposals to have a separate pedestrian path and a protected bike lane see strong support, while voters are more split over other road-related proposals.*



Q16-30. Next, you will see a list of items that some people have proposed could be a part of the future of West Cliff. For each one, please indicate whether you support or oppose that proposal.

# Future Proposals: Parking

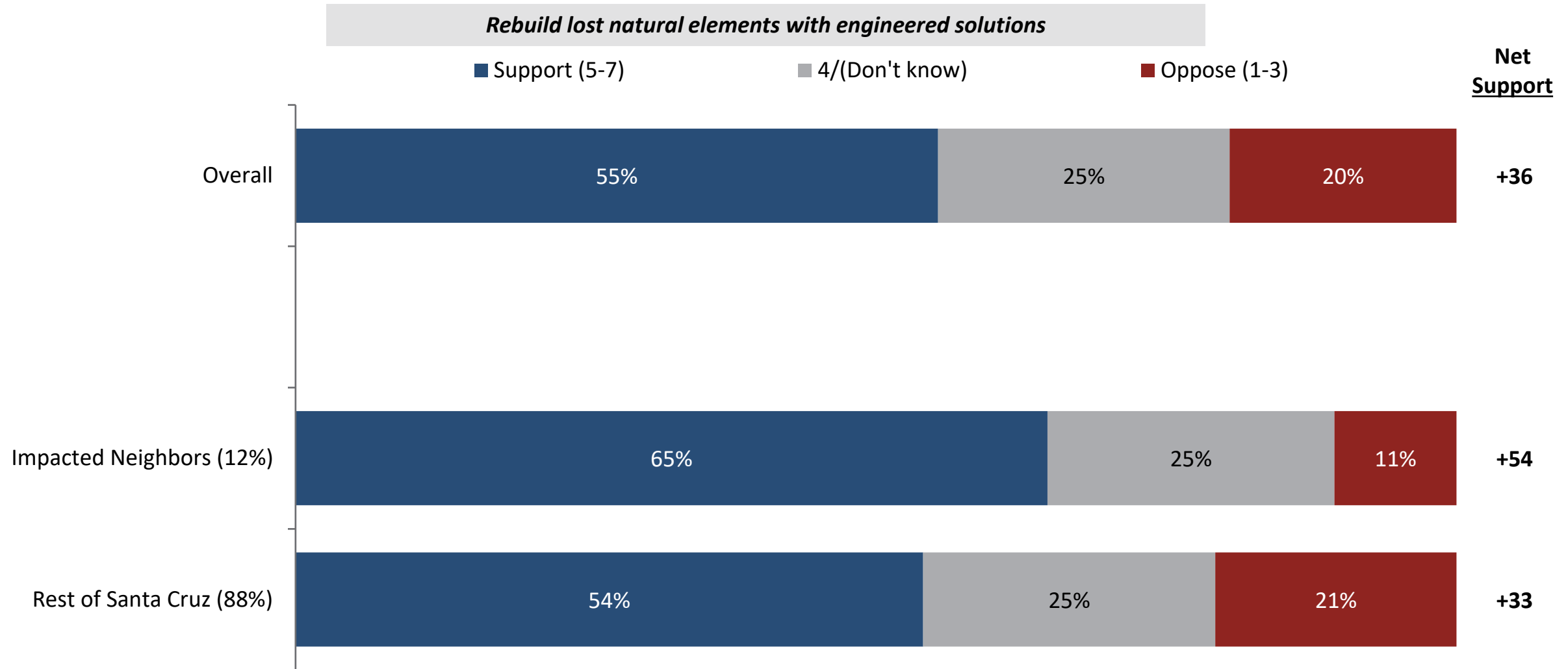
*Prohibiting oversized vehicle parking has strong support, while the proposal to charge for parking on West Cliff Drive is strongly opposed by a majority.*



Q16-30. Next, you will see a list of items that some people have proposed could be a part of the future of West Cliff. For each one, please indicate whether you support or oppose that proposal.

# Rebuilding Lost Natural Elements by Region

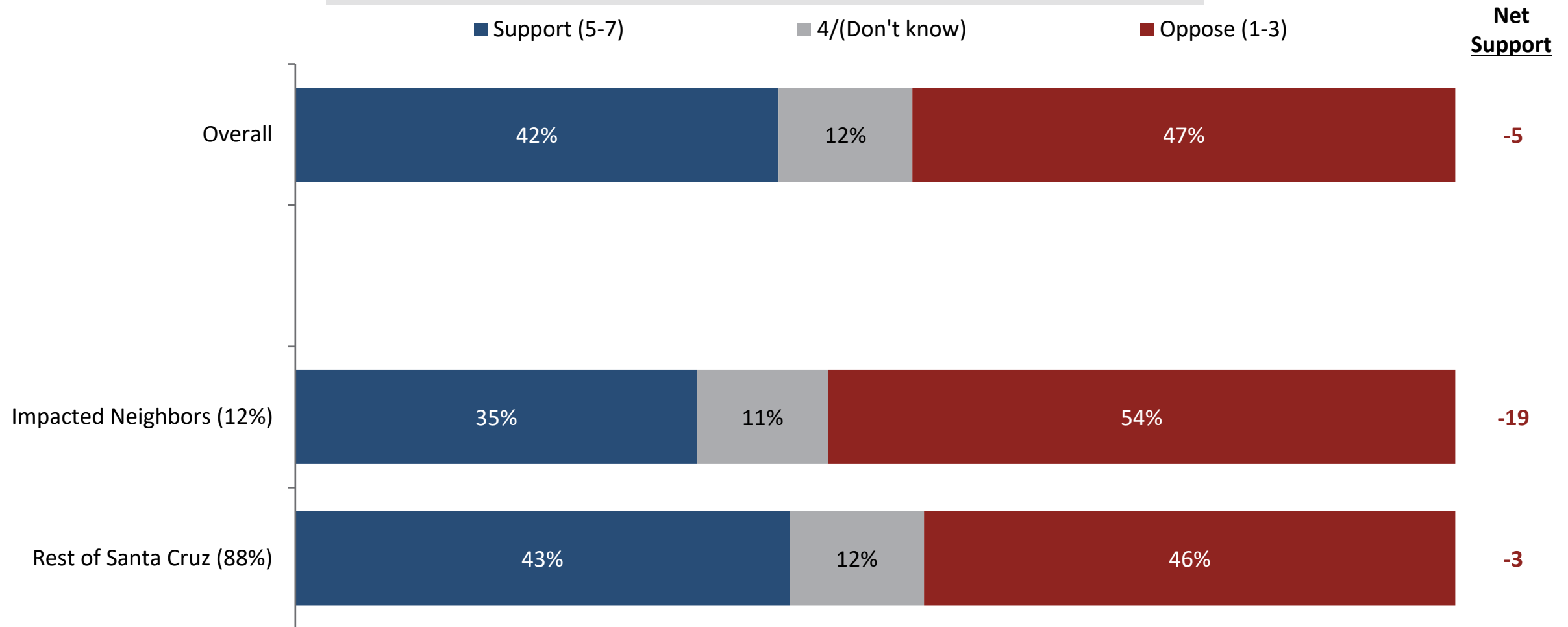
*Two-thirds of Impacted Neighbors support rebuilding lost natural elements with engineered solutions.*



# Dedicating to Recreation by Region

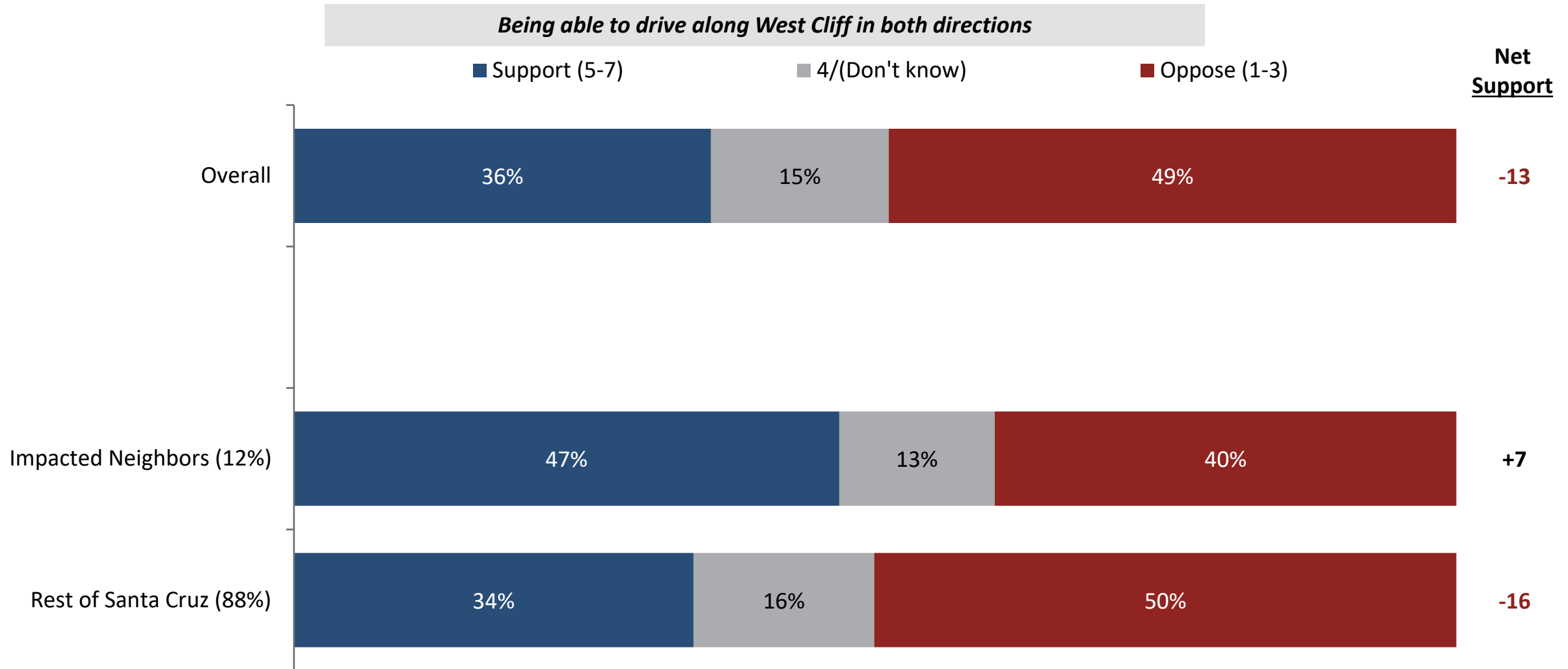
*Dedicating the area fully to recreation is opposed by just over half of Impacted Neighbors, while others are about split.*

**Closing West Cliff Drive to all vehicle traffic and dedicating the area to recreation**



# Being Able to Drive in Both Directions by Region

*Being able to drive in both directions is supported more by impacted neighbors than those elsewhere in the city.*



# Expanding Parking by Region

*Impacted Neighbors are largely opposed to expanding parking on West Cliff Drive and adjacent streets.*

*Expanding parking on West Cliff Drive and adjacent streets*

■ Support (5-7)

■ 4/(Don't know)

■ Oppose (1-3)

**Net Support**

Overall

24%

20%

56%

**-33**

Impacted Neighbors (12%)

12%

14%

75%

**-63**

Rest of Santa Cruz (88%)

25%

21%

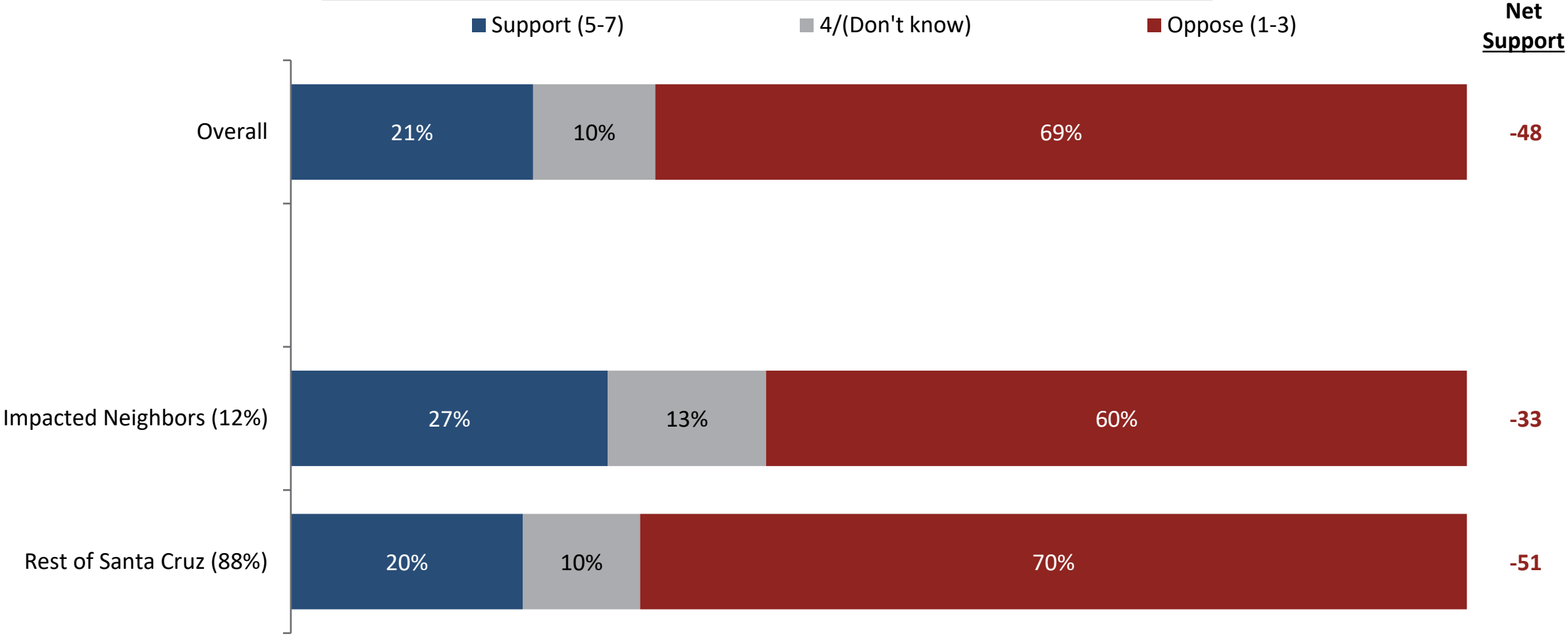
54%

**-28**

# Charging for Parking by Region

*Charging for parking is opposed by majorities both near West Cliff and elsewhere in the City.*

**Charging for parking on West Cliff Drive**





# Future Traffic Pattern Options

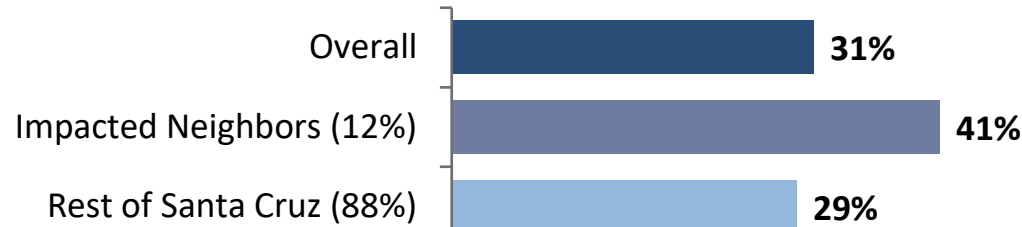


# One-Way vs Two-Way Forced Choice

*When asked to choose between two-way vehicle access and one-way access with separate bike and pedestrian access, around two-thirds of voters overall choose the one-way option, as do a majority of Impacted Neighbors.*

**In the future, I would prefer that...**

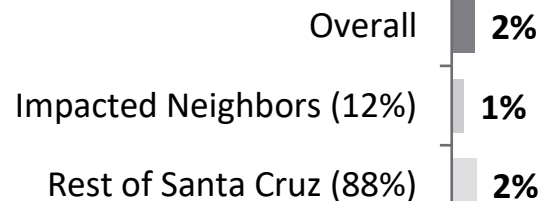
**All of West Cliff Drive be open to two-way vehicle traffic**



**West Cliff Drive be open to one-way vehicle traffic only, with the other lane dedicated to two-way bicycle access and a separate pedestrian path**

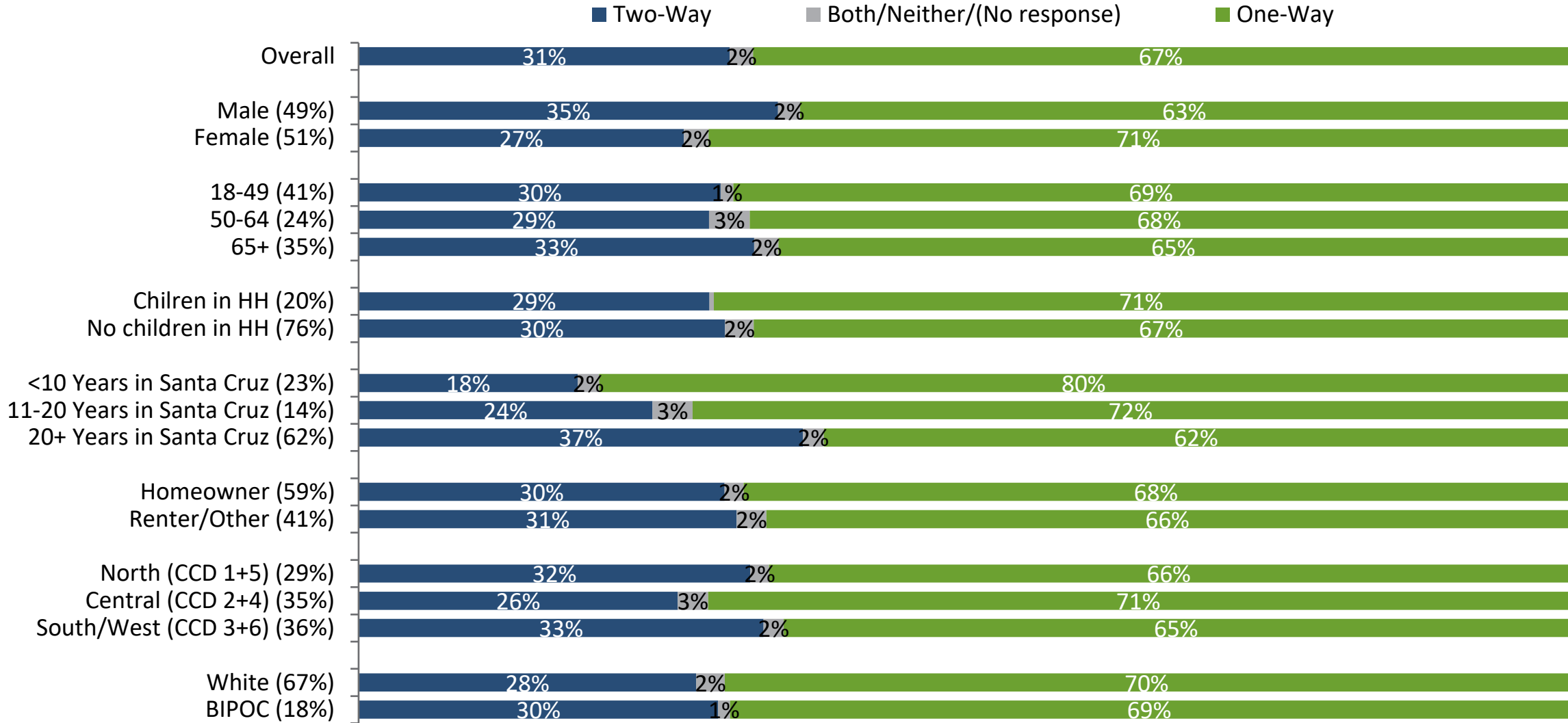


**(Both/Neither/Don't Know)**



# Forced Choice by Subgroups

*One-way vehicle access is preferred across demographic groups.*



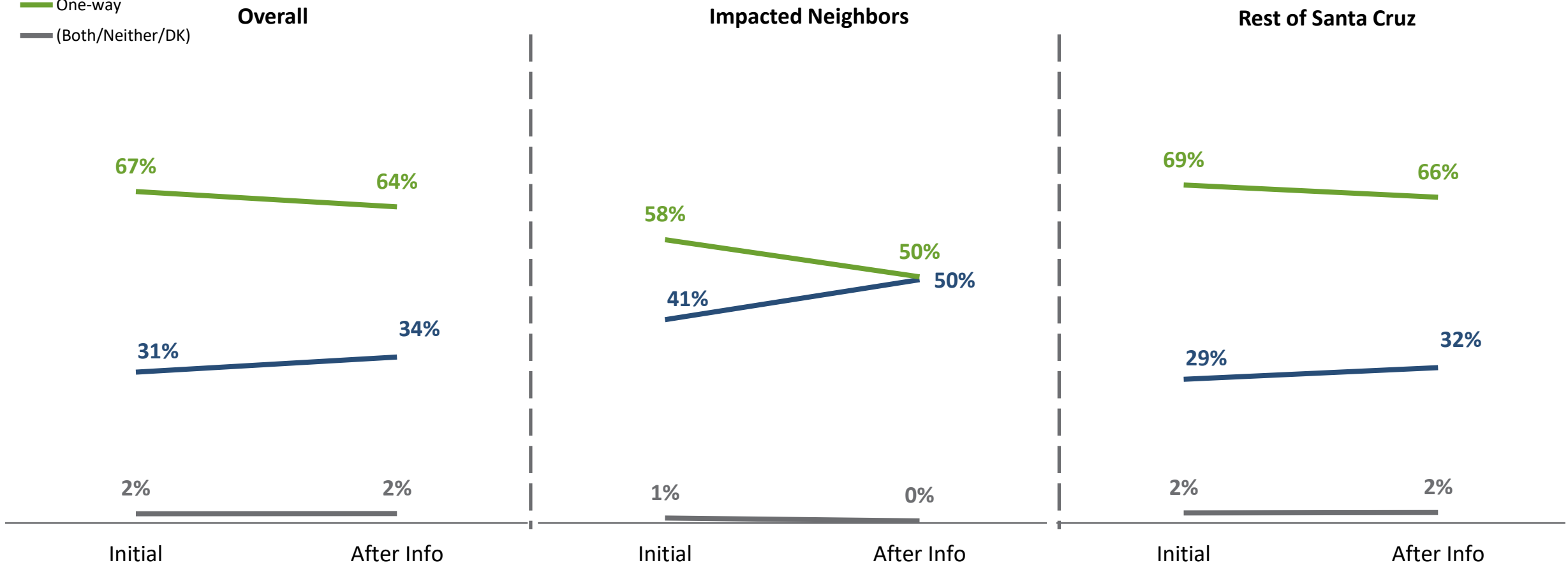
**Some people say that having West Cliff Drive be open to one-way vehicle traffic only, with the other lane dedicated to two-way bicycle access and a separate pedestrian path, would make it more accessible for families and safer for everyone trying to share the road. It would also allow for more natural features and be better for the environment.**

**Other people say that having West Cliff Drive be open to one-way vehicle traffic only will result in more traffic and congestion, with people parking and driving on neighborhood streets, making nearby neighborhoods less safe for families. They also say that two-way traffic is important so drivers can enjoy the view from both directions.**

# Forced Choice After Information

*After information presenting arguments both for and against one-way vehicle access, preference for a one-way vehicle option drops some, particularly among Impacted Neighbors.*

- Two-way
- One-way
- (Both/Neither/DK)



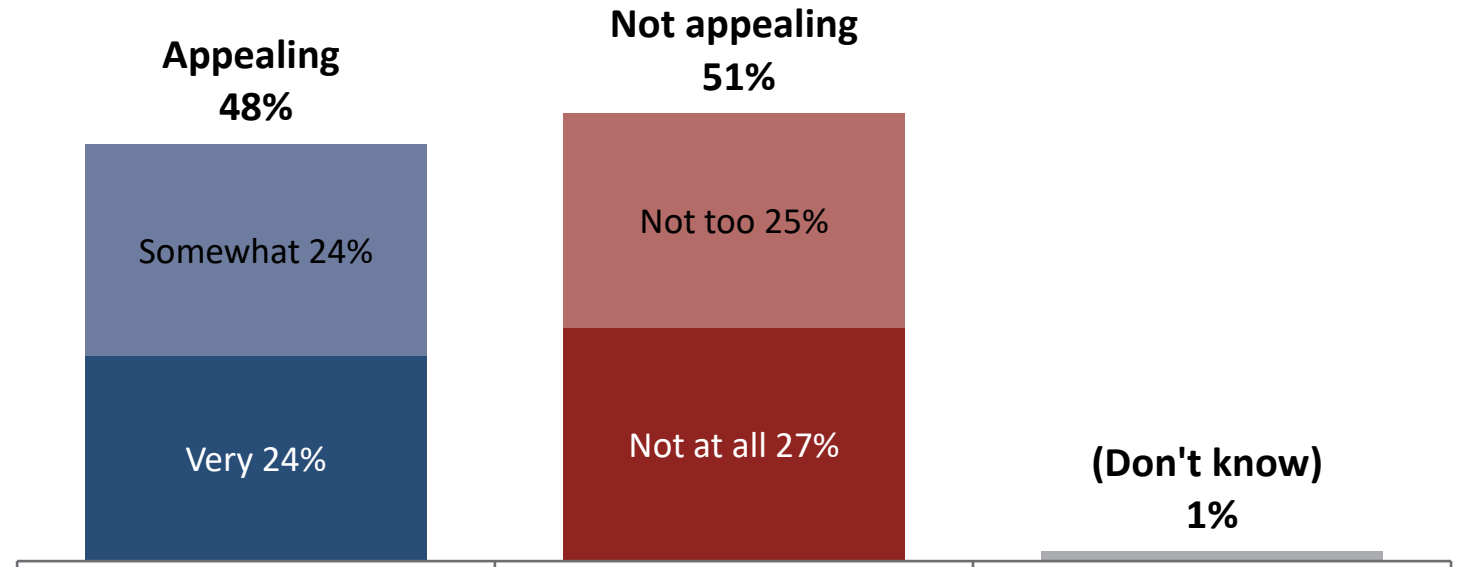


# Reaction to Visual Concepts

# Two-Way Traffic Concept

*Opinions are divided over whether or not a two-way concept is appealing.*

*How appealing is this concept for what West Cliff Drive could look like in the future?*



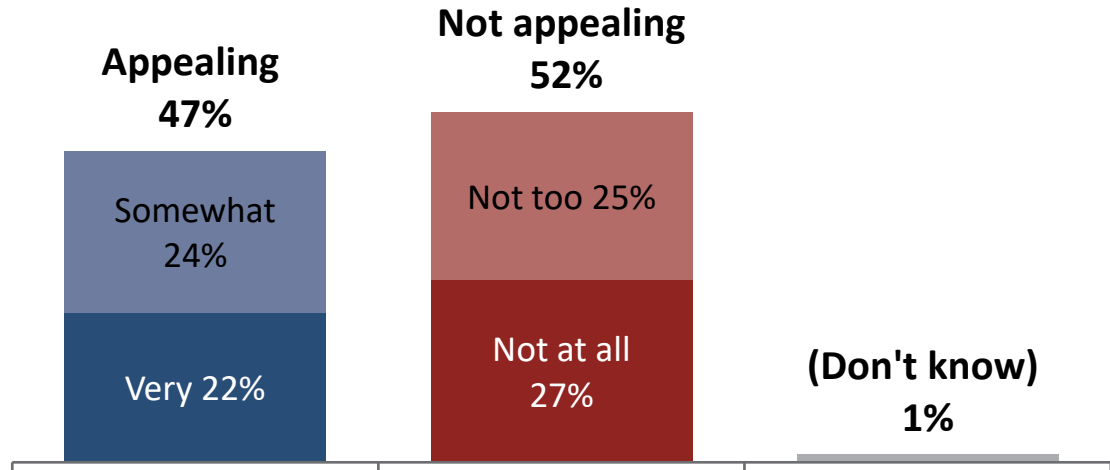
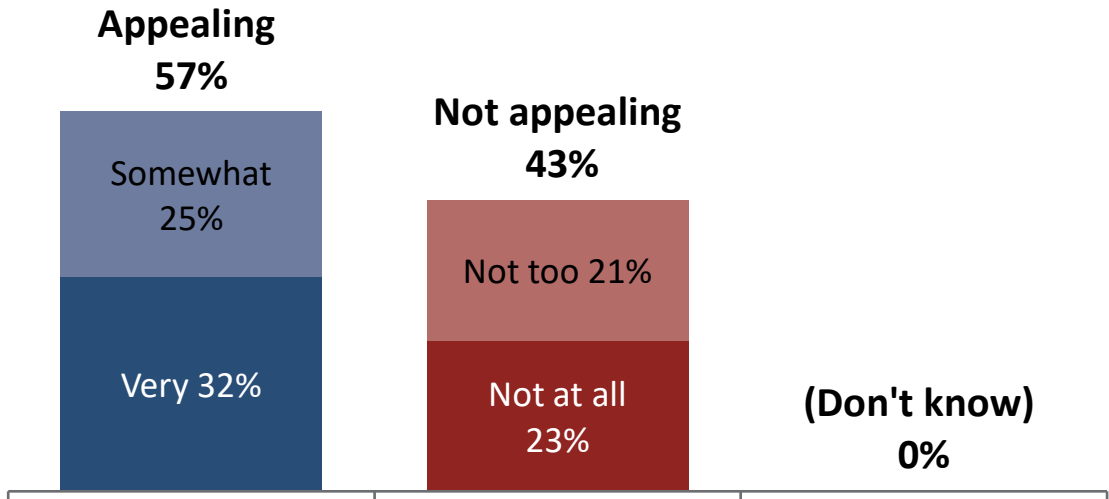
# Two-Way Traffic Concept

*Impacted Neighbors find the two-way visual to be more appealing than those elsewhere in Santa Cruz.*

**Impacted Neighbors  
(12%)**



**Rest of Santa Cruz  
(88%)**



Q36. This is a draft image of how West Cliff Drive could look if it was open to two-way vehicle traffic. How appealing is this concept for what West Cliff Drive could look like in the future?

# Two-Way Traffic Concept Open Response

*Among those who provided a response as to why they liked the concept, keeping the status quo was the top response. The top mentioned concern was lack of room for walking and biking/being too car-centric.*

What do you like about this concept?	%
Keep it the way it's been/Same/No change/Status quo	15%
Convenience/Easy/Accessible/Openness	12%
Two-way traffic/Two lanes	12%
Beautiful views/Scenery	5%
Good traffic flow/Less traffic	4%
Parking availability	3%
Like it/Good/Beneficial (General)	2%
Works/Efficient	1%
Car-centric/Focused on cars	1%
Other	2%
Nothing/Dislike it/Negative mention	43%
Don't Know	0%

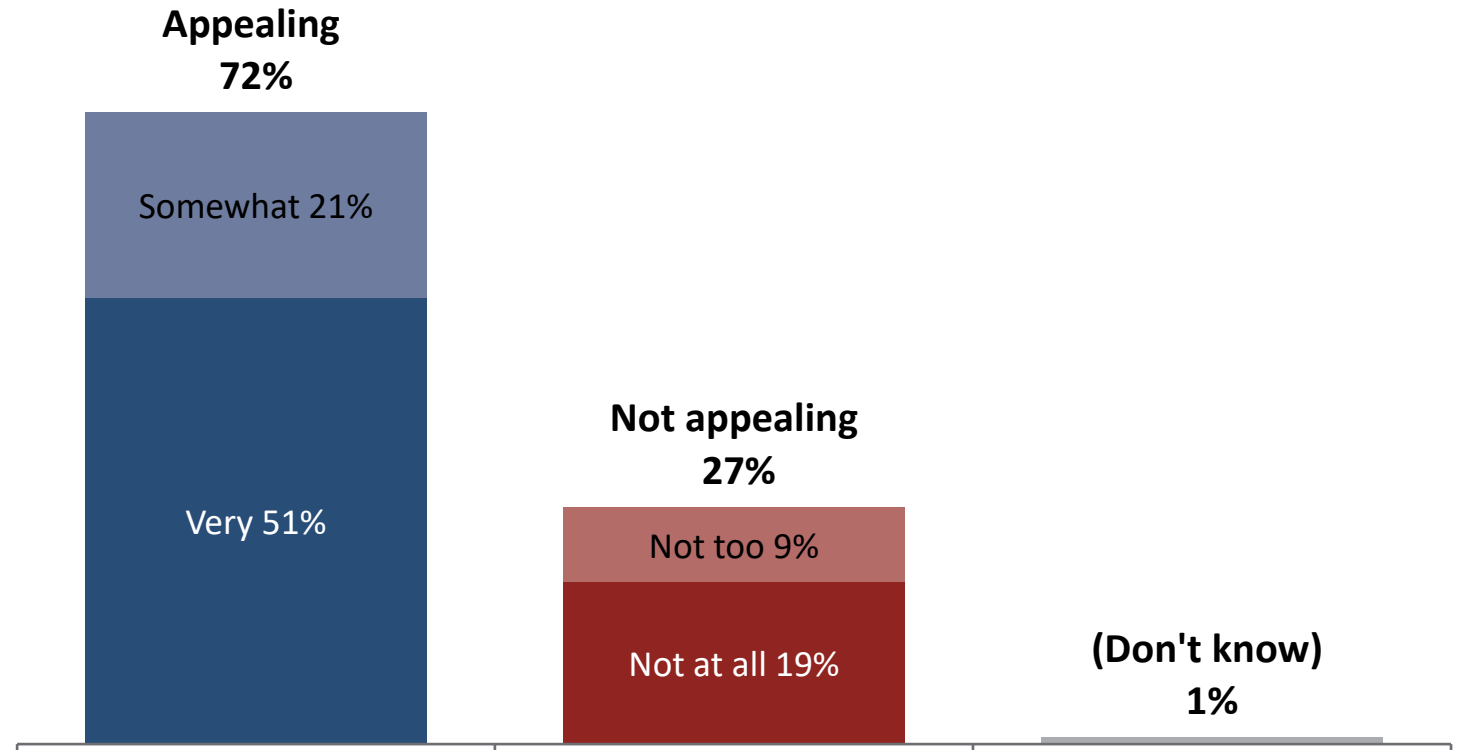
What concerns do you have about this concept?	%
No room for walking and biking/Car-centric/Too much pavement	26%
Traffic concerns/Too many cars/Congestion	6%
Unsustainable/Erosion/Will cause damage again eventually	6%
General safety concerns/Unsafe/Changes needed for safety	5%
Road concept/rules and laws concerns	3%
No changes/No improvements	3%
Ugly/Not aesthetically pleasing/Area doesn't look good	3%
Parking concerns	2%
Dislike picture/example shown/bias	2%
Maintenance/Repair concerns	2%
Don't like it/Not beneficial	1%
Not environment friendly	1%
Campers/Homeless	1%
Expenses/Costs mentions	1%
Planning/Discussions for the future of West Cliff	1%
Unrealistic	1%
Other	2%
Nothing/No Concerns	35%



# One-Way Traffic Concept

Nearly two-thirds found the one-way vehicle concept to be appealing.

How appealing is this concept for what West Cliff Drive could look like in the future?



Q39. This is a draft image of how West Cliff Drive could look if it was open to one-way vehicle traffic only, with the other lane dedicated to two-way bicycle access and a separate pedestrian path...

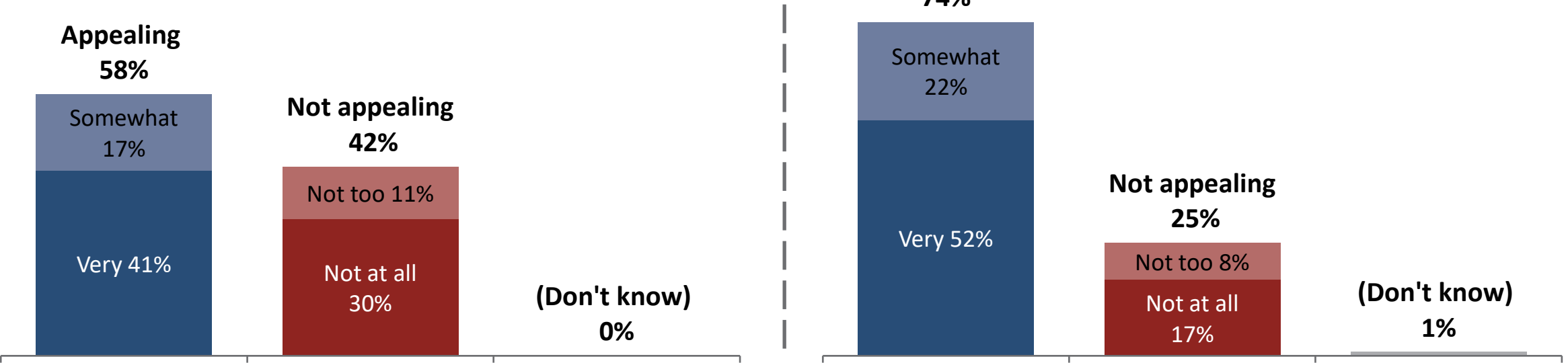
# One-Way Traffic Concept

*A majority of Impacted Neighbors also find the one-way concept appealing, but a larger share found it unappealing.*

**Impacted Neighbors  
(12%)**



**Rest of Santa Cruz  
(88%)**



Q36. This is a draft image of how West Cliff Drive could look if it was open to two-way vehicle traffic. How appealing is this concept for what West Cliff Drive could look like in the future?

# One-Way Traffic w/Bike Lane Concept Open Response

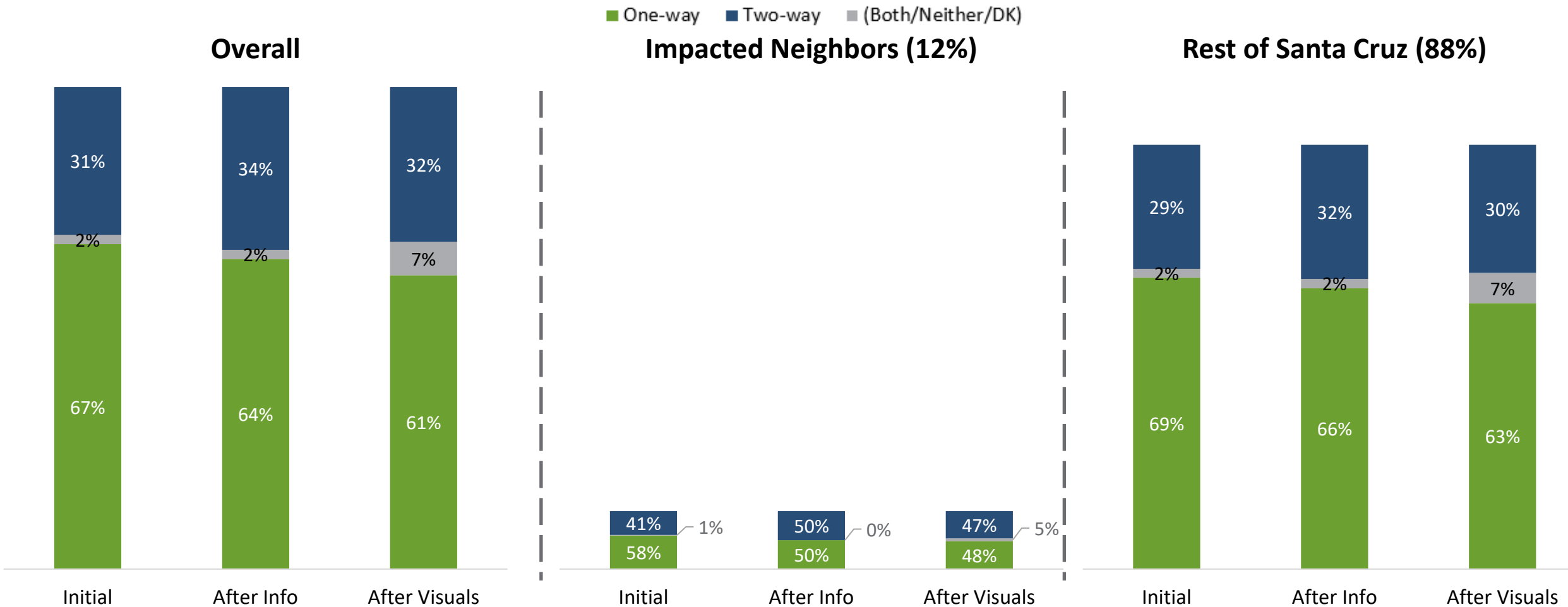
*Among those who provided a response about why they liked the concept, nearly half pointed to the separated lanes.*

What do you like about this concept?	%
Separated lanes/spaces for bike, pedestrians and cars/Safety for all	46%
User-friendly/Convenience/Accessibility/Openness	6%
Less cars/traffic/No congestion/Less pollution	5%
Aesthetically pleasing/Clean/Looks good	4%
Like it/Good/Beneficial (General)	2%
One-way traffic/Single car lane	2%
Beautiful views/Scenery	1%
Recreational activities mentions	1%
Other	2%
Nothing/Dislike it/Negative mention	31%
Don't Know	0%

What concerns do you have about this concept?	%
Traffic concerns/Too many cars/Dislike cars	17%
Road concept/rules and laws concerns	12%
Dangerous/Unsafe/Dislike lanes for cars, pedestrians and bikers	6%
Aesthetics concerns/Landscape and infrastructure changes	5%
Parking concerns	4%
Spacing concerns/Road is too narrow	3%
Limited access/accessibility mentions	3%
Crowdedness/Congestion	2%
Don't like it/Not beneficial/Dislike concept	2%
Inconvenience/Negative experience	2%
Expenses/Costs mentions	2%
Public discipline/People not obeying the laws	2%
Unsustainable/Erosion/Will cause damage again eventually	1%
Community/City voting/Debates	1%
Confusing/Unclear/Questions	1%
Unrealistic/Not implementable	1%
Campers/Homeless	1%
Dislike picture/example shown/bias	1%
Other	2%
Nothing/No concerns	33%
Don't Know	0%

# Final Forced Choice

*After considering both visuals, a strong majority continue to prefer one-way vehicle access overall, but Impacted Neighbors are divided, and a larger share decline to make a choice between the two options.*



*Impacted Neighbors and Rest of Santa Cruz shown proportionally*  
 Q34/35/42. Given everything you've read and seen, please indicate which of the following is closer to your opinion

# Conclusions

- ▶ It is important to voters that the future of West Cliff allow for the enjoyment and recreational opportunities that make it a contributor to Santa Cruz's high quality of life.
- ▶ When it comes to future scenarios for West Cliff Drive itself, a majority of voters across the city, including those living nearby, initially prefer one-way vehicle access with separate bike and pedestrian access over two-way vehicle access.
- ▶ When presented with arguments on both sides—including potential impacts on surrounding neighborhoods—and asked to consider what they like and dislike about each option, some revert to the pre-damage status quo, softening the preference for a one-way. Even with this softening, however, about half of impacted neighbors and a strong majority of those elsewhere in the city maintain their preference for one-way vehicle access.



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**Appendix**

# Invitation Postcard

## YOUR PARTICIPATION IS IMPORTANT!

The City of Santa Cruz needs your input on local issues. You have been randomly selected to participate in this important research effort. Please take a few minutes to share your opinions. This survey is being conducted on a statistical basis and your responses will be used for research purposes only.



You can complete the survey online at [SantaCruzSurvey.com](http://SantaCruzSurvey.com) using the six-character code on the other side of this card. Public internet access is available at your nearest Santa Cruz Public Library branch.

La ciudad de Santa Cruz necesita saber su opinión sobre los asuntos locales. Usted ha sido seleccionado al azar para participar en esta importante investigación. Tómese unos minutos para compartirnos su opinión. Esta encuesta se está llevando a cabo con fines estadísticos y sus respuestas se utilizarán únicamente con fines de investigación.

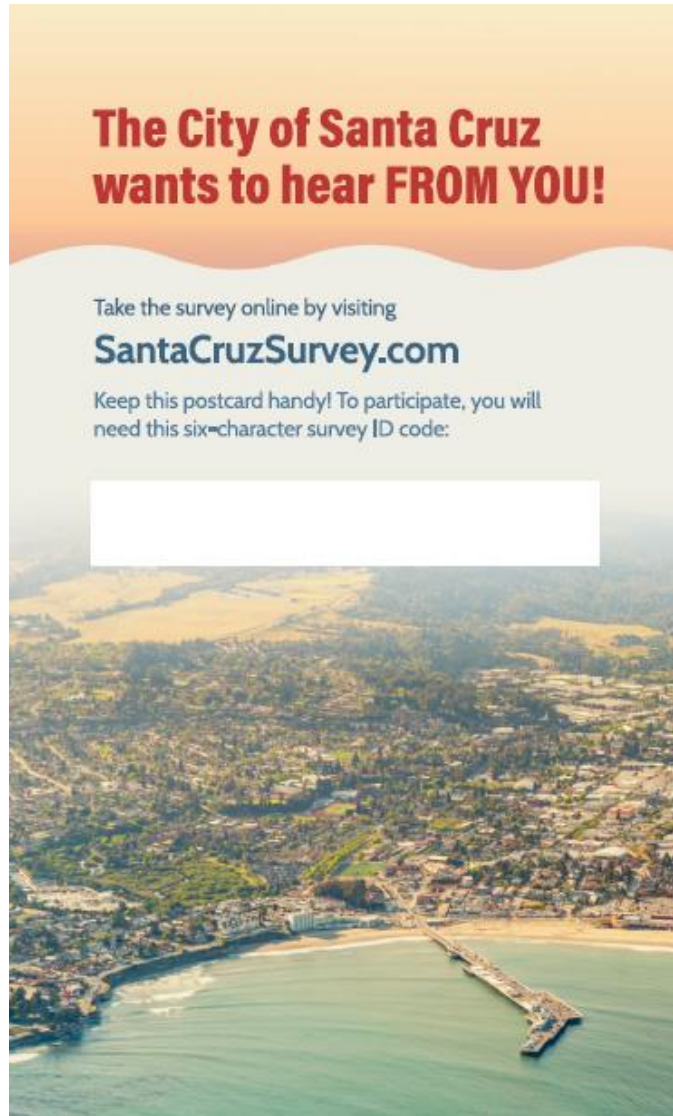


Puede contestar la encuesta en línea en [SantaCruzSurvey.com](http://SantaCruzSurvey.com) utilizando el código de seis dígitos que aparece al reverso de esta tarjeta. El acceso público a internet está disponible en la sucursal de la Biblioteca Pública de Santa Cruz más cercana.





# Invitation Postcard



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Oakland, CA 94612

