



304 12th Street, Suite 2A
Oakland, CA 94607
(510) 540-5008 | altago.com

January 18, 2022

Teresa Spade
City of Mt. Shasta
305 N. Mt. Shasta Boulevard
Mt. Shasta, California 96067

Re: Results of Public Outreach for City Transportation Planning

Dear Ms. Spade:

On January 17, 2022, Michael Williams sent a letter to you, the Planning Commission, and the City Council regarding summary results of the outreach conducted to date for the Walk Bike Ride Mt. Shasta Mobility Plan. Mr. Williams serves as a member of the Technical Advisory Committee for this plan. The purpose of this letter is to clarify our outreach efforts to date and provide a more comprehensive analysis of the results.

Our goal with conducting outreach is to collect input from residents and visitors who have a wide variety of transportation needs and aspirations in Mt. Shasta. We designed our process to hear from people who may walk or bicycle infrequently but might be encouraged to do so if new or improved infrastructure or support programs were provided. With input from the Technical Advisory Committee, we crafted an outreach strategy aimed at engaging a wide range of voices.

To hear from as wide an audience as possible, we installed 30 yard signs and 10 sidewalk decals in highly trafficked areas, we raffled \$800 in prizes (donated by local businesses) for participating in the survey, we created a project website with an interactive map tool for people to share input, we designed and purchased social media advertisements, we distributed 700 flyers around town and to school students to take home, we also designed and mailed a postcard to every residential and business address in the study area (4,174 postcards).

In his letter, Mr. Williams focuses solely on the results of the online survey, which is only one element of the engagement activities. This is why the survey is not our only engagement method. We have included the list of other types of engagement below.

- Focus Groups and Interviews
 - Older adults/people with disabilities interviews (11 interviews)
 - Business Leaders Lunch (12 participants)
 - Parent/caregivers interviews (16 interviews)
 - Community Bike Ride (10 participants)
- Mobile Outreach (8 events) – Staff spoke with 10-20 people at each event
 - Rays Food Place
 - Concerts in the Park
 - Farmers Market
 - Berryvale Grocery

In our next phase of outreach, we will create a virtual open house for members of the public to review draft recommendations and help prioritize them. We will also host a community meeting to share the draft recommendations.

To clarify a few points in Mr. Williams' letter, I will address the age and income of survey respondents, the type of cyclist surveyed, and the meeting with the Mt. Shasta Trails Association.

1. Age and Income Representation in Online Survey



304 12th Street, Suite 2A
 Oakland, CA 94607
 (510) 540-5008 | altago.com

The online survey is not statistically significant nor do we claim it is. To be truly representative, the survey would need to be distributed randomly. Specialized polling firms can provide this service, but the scope for conducting a random poll and the additional cost was not included in the grant provided by Caltrans. We have attempted to mitigate selection bias (from people self-selecting into the survey), by casting as wide of a net as possible. See the robust noticing efforts I listed above.

Our survey reached 12% of the city residents (just looking at city limits, not the larger planning area). If you add in the other people we interviewed, chatted with at a table, or engaged via email, we reached approximately 540 people or about 16% of city residents.

Age

Overall, our survey was very representative of Mt. Shasta's age profile. Our survey over-represents 40-59-year-olds, and under-represents children under 10, which makes sense as they were not a target for the survey. Fortunately, we received a representative sample of older adults, which was a top priority of the outreach strategy. We can compare the results of this survey with the most recently available population data from the U.S. Census as part of the 2019 American Community Survey.¹

Age Group	2021 Walk Bike Ride Survey	U.S. Census (American Community Survey 2019)
0-9-Years-Old	NA	13%
10-19-Year-Olds	1%	1%
20-39-Year-Olds	17%	22%
40-59-Year-Olds	38%	17%
60-79-Year-Olds	41%	42%
Over-80-Year-Olds	2%	3%
Prefer not to say	2%	NA

¹ Percentages do not add up to 100% due to rounding.



304 12th Street, Suite 2A
 Oakland, CA 94607
 (510) 540-5008 | altago.com

Income

Our survey respondents skew wealthier than what was reported in 2019, but not as much as stated in the letter.²

Income Group	2021 Walk Bike Ride Survey	U.S. Census (American Community Survey 2019)
Less than \$50,000	28%	62%
\$50,000-\$99,999	32%	27%
Greater than \$100,000	24%	12%
Prefer Not to Say	17%	N/A

2. Level of Experience and Interest in Bicycling

Mr. Williams conflates how often people say they bike with the four types of bicyclists. The four types of bicyclist model is meant to remind us that a large portion of the population is interested in bicycling more frequently for transportation, but is concerned and does not do so regularly. In his footnote, Mr. Williams says that respondents who describe themselves as riding a bicycle daily, a few times a week, or a few times a month are considered to fall into the “Strong and Fearless” or “Enthusiastic and Confident” categories. The remaining respondents, those describing themselves as riding rarely or never comprise 43% in the survey as the “Interested, but Concerned” category rather than the approximate 90% found in other communities. The survey does not specify if the respondent bicycles on-road for transportation or is bicycling for recreation off-road. There could be a large portion of Mt. Shasta residents who are comfortable riding on trails, but not on street. The creator of the four types of cyclist model did not include recreational bicycling in the “Interested, but Concerned” grouping.

Additionally, from what we can tell, we reached far more people who do not bike regularly than the 2009 Bicycle Plan, which Mr. Williams uses for reference. According to a survey done in 2007 by the Alternative Transportation Advisory Committee (ATAC) that included nearly 326 respondents, nearly 80 percent of households reported having at least one adult who walks regularly and nearly 70 percent reported one or more adults bicycling regularly. The results for adults closely match the walk and bike patterns of children – about 70 percent of households reported having one or more children that walk and/or bike regularly. For the same time period, about 80 percent reported biking at least once a week for recreation or fitness, but only 25 percent report cycling to work and 30 percent ran errands or went shopping by bike.

We believe that the response rates for this plan and the 2009 Bicycle Plan are still likely higher than the general population. That is why we made sure to conduct other means of outreach such as focus groups and tabling events beyond the survey.

More importantly, we are also tailoring infrastructure, programmatic, and policy recommendations to increase the level of comfort for a wide range of ages and abilities. We know that standard bicycle lanes on high-speed streets are not comfortable for the “Interested, but Concerned” user. Wherever possible, we will recommend bicycle facilities that appeal to this category of users to help overcome their concerns.

² Percentages do not add up to 100% due to rounding.



304 12th Street, Suite 2A
Oakland, CA 94607
(510) 540-5008 | altago.com

3. Meeting with the Mt. Shasta Trails Association

The City and Alta met with the Mt. Shasta Trails Association following the most recent Technical Advisory Committee meeting to clarify their input and suggestions. This is one of many stakeholder/partner interviews and meetings we are having to make sure our recommendations align with past and ongoing planning efforts, such as the Mt. Shasta Trails Plan.

Sincerely,

Jeff Knowles, Principal

Alta Planning + Design