

# LADERA RANCH TRANSPORTATION CLUB

## 2007 ANNUAL TRAFFIC AND TRANSPORTATION SURVEY



PRESENTATION OF FINDINGS  
APRIL 2007

# **SURVEY METHODOLOGY & SAMPLE**

- ➔ **Ladera Ranch Residents**
- ➔ **January 1st – January 31st, 2007**
- ➔ **Recruited via email, [laderalife.com](http://laderalife.com), newspapers, random mailings**
- ➔ **Online survey (option to complete via hard copy)**
- ➔ **364 responses**



# SURVEY TOPICS

- ➞ Background and Demographics
- ➞ Traffic Issues
- ➞ Streets with Speeding Concerns
- ➞ Traffic Controls
- ➞ Traffic Solutions
- ➞ Neighborhood Electric Vehicles (NEV's)
- ➞ Open-Ended Comments



# WHY SURVEY?

- ⇒ Obtain perceptions of residents
- ⇒ Identify acceptable solutions
- ⇒ Identify needs for further study
- ⇒ Acquire insight for:
  - Strategic planning
  - Actions



# DETAILED FINDINGS



**SPEEDING**

# SPEEDING

**RESIDENTS CLEARLY FIND SPEEDING  
TO BE ONE OF THE MOST CONCERNING  
BEHAVIORS WITHIN THE COMMUNITY**



## ➔ **Number one rated traffic issue:**

Speed at which vehicles travel on smaller/neighborhood streets

## ➔ **Also appearing among top issues:**

Speed at which vehicles travel in school zones (#3)

Disregard for traffic rules and regulations (#4)

Speed at which vehicles travel on main streets (#5)

# SPEEDING

**ADDITIONALLY, RATINGS OF TRAFFIC CONTROLS/SOLUTIONS AGAIN POINT TO CONCERNS ABOUT SPEEDING**



➔ **Traffic control that the greatest number of residents feel we need more of:**

Law enforcement for speeding (60% want to see more)

➔ **Appearing among top solutions:**

Additional traffic law enforcement (#2 desired solution)

Speeding also #1 concern mentioned in open-ends asking for further solutions

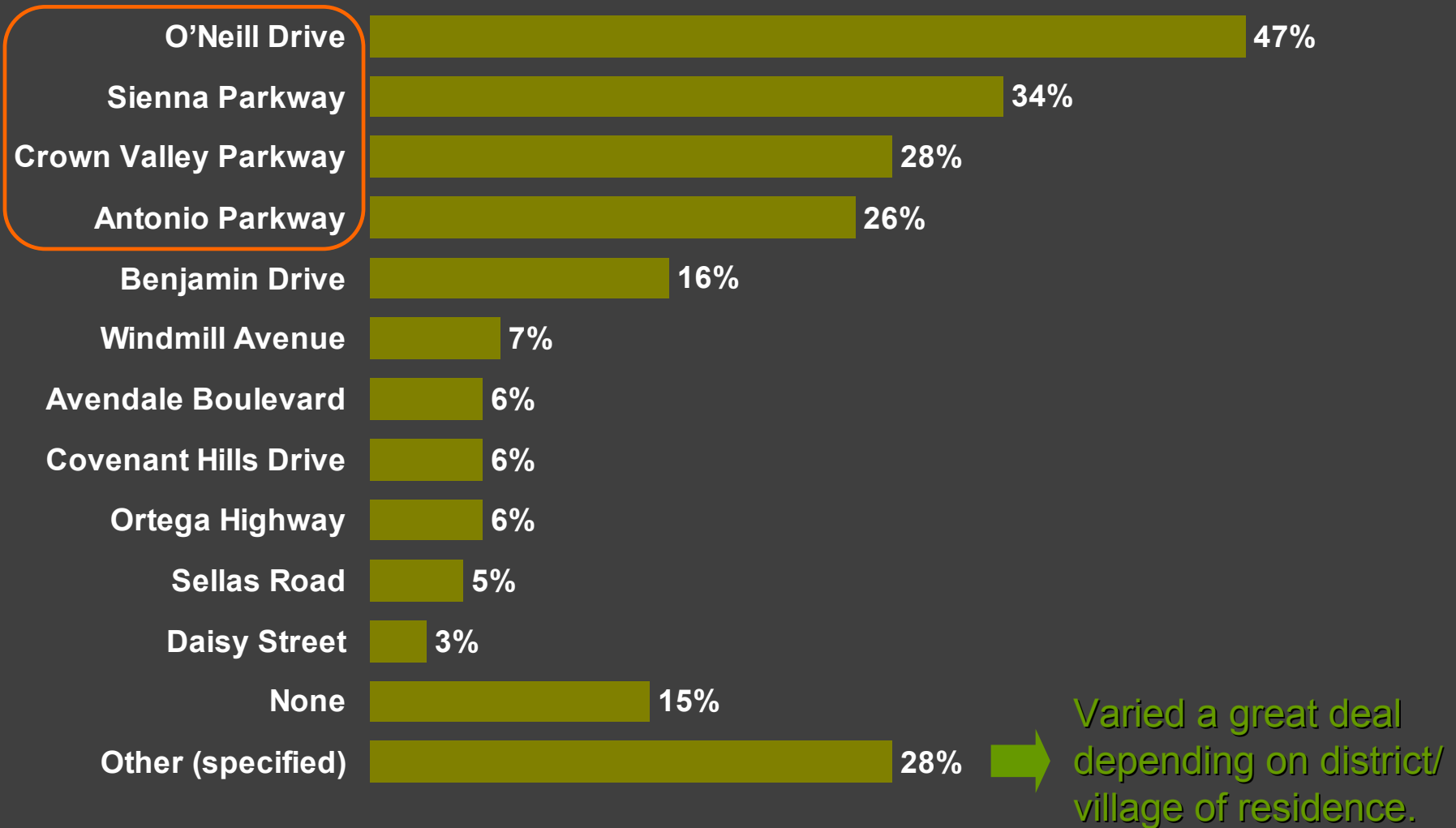


# SPEEDING CONCERNS – STREET BY STREET

**RESIDENTS ARE MOST CONCERNED ABOUT SPEEDING ON 4 KEY MAIN STREETS.**



# SPEEDING CONCERNS – STREET BY STREET



# SPEEDING CONCERNS – VILLAGE BY VILLAGE

O'Neill  
(Cecil Pasture)



Sienna  
O'Neill  
(Flintridge)  
(Roanoke)



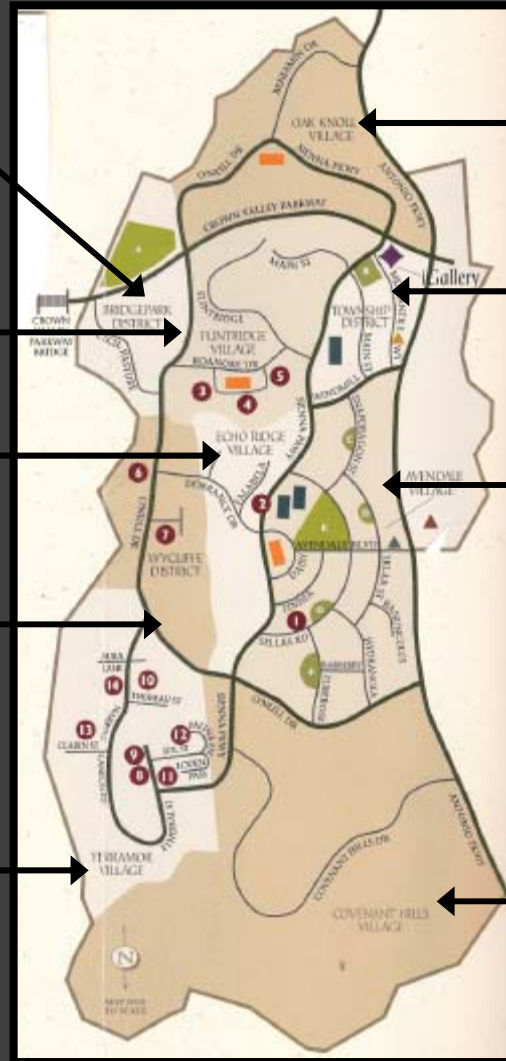
O'Neill  
Sienna  
Crown Valley  
(Dorrance)



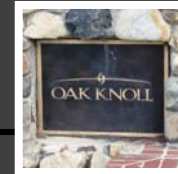
O'Neill  
Crown Valley



O'Neill  
(Narrow Canyon)



Benjamin  
O'Neill  
Sienna



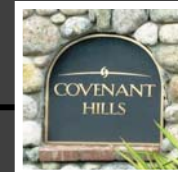
Crown Valley  
Antonio  
(Mercantile)



Antonio  
O'Neill



Covenant Hills  
O'Neill  
Antonio

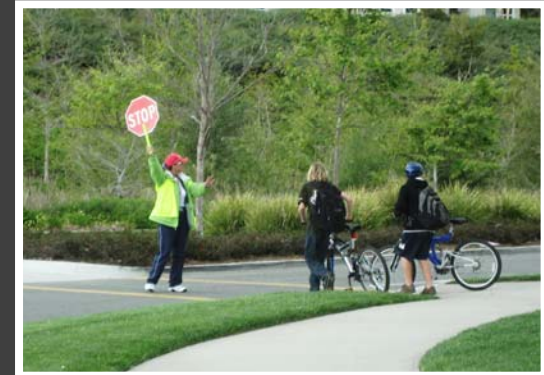


(Write-In responses)  
Small Sample; directional only

# **PEDESTRIAN & CHILD SAFETY, SCHOOL ZONES**

# PEDESTRIAN & CHILD SAFETY/SCHOOL ZONES

**CONCERN FOR THE SAFETY OF  
PEDESTRIANS AND CHILDREN WAS  
EVIDENT**



## ➞ **Concern in traffic issues ratings:**

Pedestrian safety in the roundabouts (#10)

Child and pedestrian safety in school zones (#11)

Highly-charged topic... most frequently mentioned topic in “open forum”  
qualitative comments, especially in reference to speeding in school areas

# PEDESTRIAN & CHILD SAFETY/SCHOOL ZONES

**IN RESPONSE TO THEIR CONCERNS,  
RESIDENTS ARE SEEKING SAFETY  
MEASURES FOR PEDESTRIANS/  
CHILDREN AND IN SCHOOL ZONES**

**➞ Residents want to see more:**

- Law enforcement in school zones (49%)
- Crossing guards (29%)
- Pedestrian crosswalks (28%)
- Pedestrian bridges (28%)



# PEDESTRIAN & CHILD SAFETY/SCHOOL ZONES

**MOST OF THE TOP-TEN MOST  
HIGHLY RATED SOLUTIONS SPOKE  
TO PEDESTRIAN SAFETY**

## ➞ **Highly-rated solutions:**

- Lighted crosswalks (#1)
- Additional traffic law enforcement (#2)
- Additional pedestrian paths (#5)
- Additional crosswalks (#6)
- Additional crossing guards (#8)
- Additional pedestrian bridges (#9)



**PARKING**



# PARKING

**RESIDENTS EXPRESS FRUSTRATION  
WITH PERCEIVED DISREGARD FOR  
PARKING RULES & REGULATIONS...**



## ➞ Traffic issues:

Disregard for parking rules and regulations (#6)

# PARKING

**...AND WITH THE SCARCITY OF  
PARKING IN NEIGHBORHOODS, AND  
AT SPECIAL EVENTS**



## ➞ **Desired traffic controls:**

Parking within neighborhoods (59% want more)

Parking at special events (56% want more)

Law enforcement for parking (51% want more)

# PARKING

**NATURALLY, THE SOLUTIONS THAT WOULD SOLVE THESE PERCEIVED PARKING ISSUES WERE WELL RATED**



## ➞ Solutions:

- Additional traffic law enforcement (#2)
- Additional parking within neighborhoods (#3)
- Additional parking at special events (#4)
- Internal tram system (#11)

# PARKING

**HOWEVER, RESIDENTS ARE PLEASED WITH THE AMOUNT OF PARKING AVAILABLE FOR SHOPPING CENTERS AND RESTAURANTS**



## ➞ Traffic control amounts:

#1 Highest rated as “just about right” – amount of parking for shopping centers and restaurants (79%)

# ROUNDABOUTS

# ROUNDABOUTS

**RESIDENTS ALSO HAVE STRONG —  
AND MIXED — OPINIONS ABOUT  
ROUNDABOUTS**



## ➔ **Rated as a major traffic issue:**

Failure to yield right of way in the roundabouts (#2)

## ➔ **Other related concerns:**

Speed at which vehicles travel in the roundabouts (#8)

Pedestrian safety in the roundabouts (#10)

# ROUNDABOUTS

**RESIDENTS ALSO HAVE STRONG –  
AND MIXED – OPINIONS ABOUT  
ROUNDABOUTS**



## ➞ **No desire for additional roundabouts:**

While 18% feel there are too few roundabouts in the community, 16% feel there are already too many

Additional roundabouts – rated least helpful of all potential solutions

# **OTHER ISSUES AND SOLUTIONS**



## OTHER ISSUES

### TRAFFIC VOLUME – A CONCERN DURING DAILY RUSH HOURS



- ➔ Residents reported concerns with traffic volume in Ladera Ranch, during both morning and evening rush hours

Traffic volume on main streets during morning rush hour (#7 concern)

Traffic volume on main streets during evening rush hour (#9)

Traffic volume on main streets during weekends was the least concerning to residents of all the issues rated

## OTHER SOLUTIONS

**OTHER SOLUTIONS WERE ALSO  
RATED WITHIN THE TOP TEN...**



### ➞ **Child safety and car seat education**

Rated #7 among potential solutions

### ➞ **Digital speed feedback signs**

Rated #10 among potential solutions

# **NEIGHBORHOOD ELECTRIC VEHICLES (NEV's)**

# NEV's

## VERY LOW REPORTED OWNERSHIP OF NEV'S AMONG RESIDENTS



⇒ **4% reported ownership**

Therefore, data among owners could not be analyzed

# NEV's

**NO MAJOR CHANGES IN OWNERSHIP LEVELS WOULD BE EXPECTED**



## ➞ **Future purchases of NEV's:**

Most (71%) have never considered one

Most (88%) somewhat or extremely unlikely to purchase

## ➞ **Reasons for lack of interest:**

Does not meet personal/family needs (55%)

Expense (53%)

No place to store a NEV (frequent open-ended response)

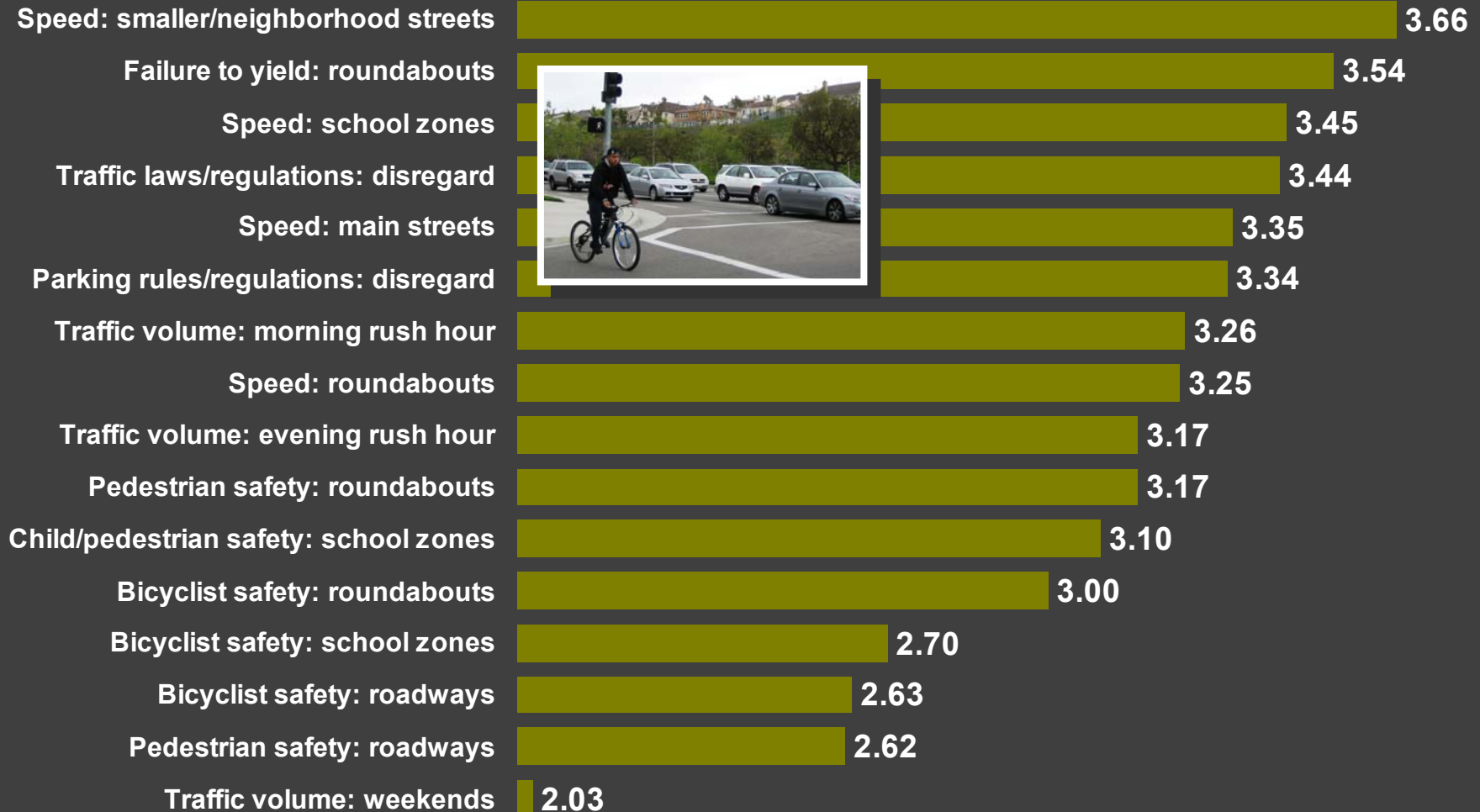
**“Each institution has to do its own work the way each instrument in an orchestra plays only its own part. But there is also a score, the community. And only if each individual instrument contributes to the score is there music.”**

**– Peter Drucker**



# DETAILED CHARTS

# TRAFFIC ISSUES – SIGNIFICANCE



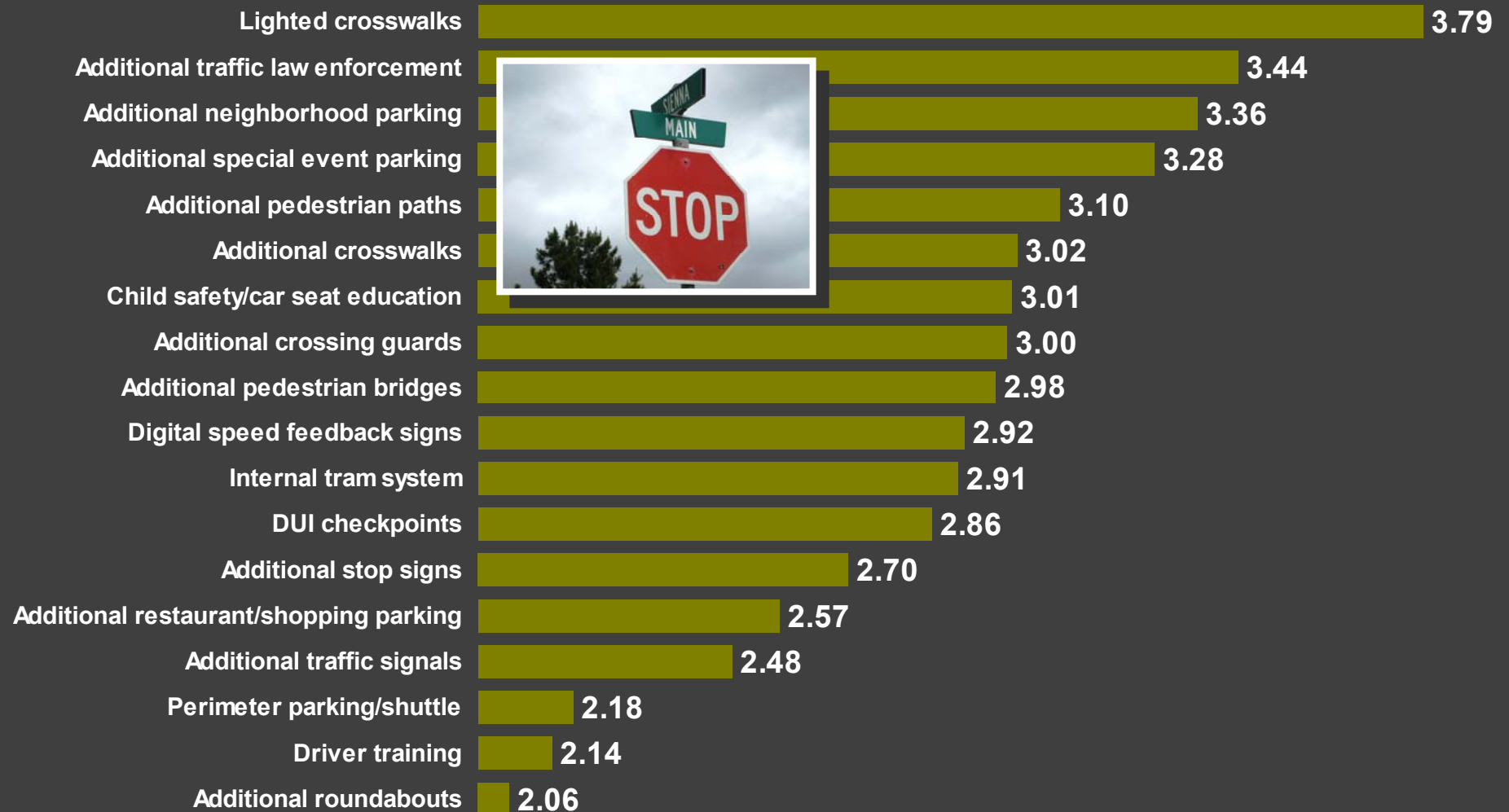
Rated on 5-point scale where "1" means not a problem at all, and "5" means very significant problem within Ladera Ranch



# TRAFFIC CONTROLS – AMOUNT

	<u>Too Little</u>	<u>Just About Right</u>	<u>Too Much</u>
Parking: shopping/restaurants		79%	
Traffic signals		75%	
Pedestrian bridges	28%	72%	
Stop signs	28%	69%	
Pedestrian crosswalks	28%	69%	
Crossing guards	29%	68%	
Roundabouts	18%	65%	16%
Law enforcement: school zones	49%	48%	
Law enforcement: parking	51%	44%	
Parking: special events	56%	42%	
Parking: within neighborhoods	59%	35%	
Law enforcement: speeding	60%	34%	

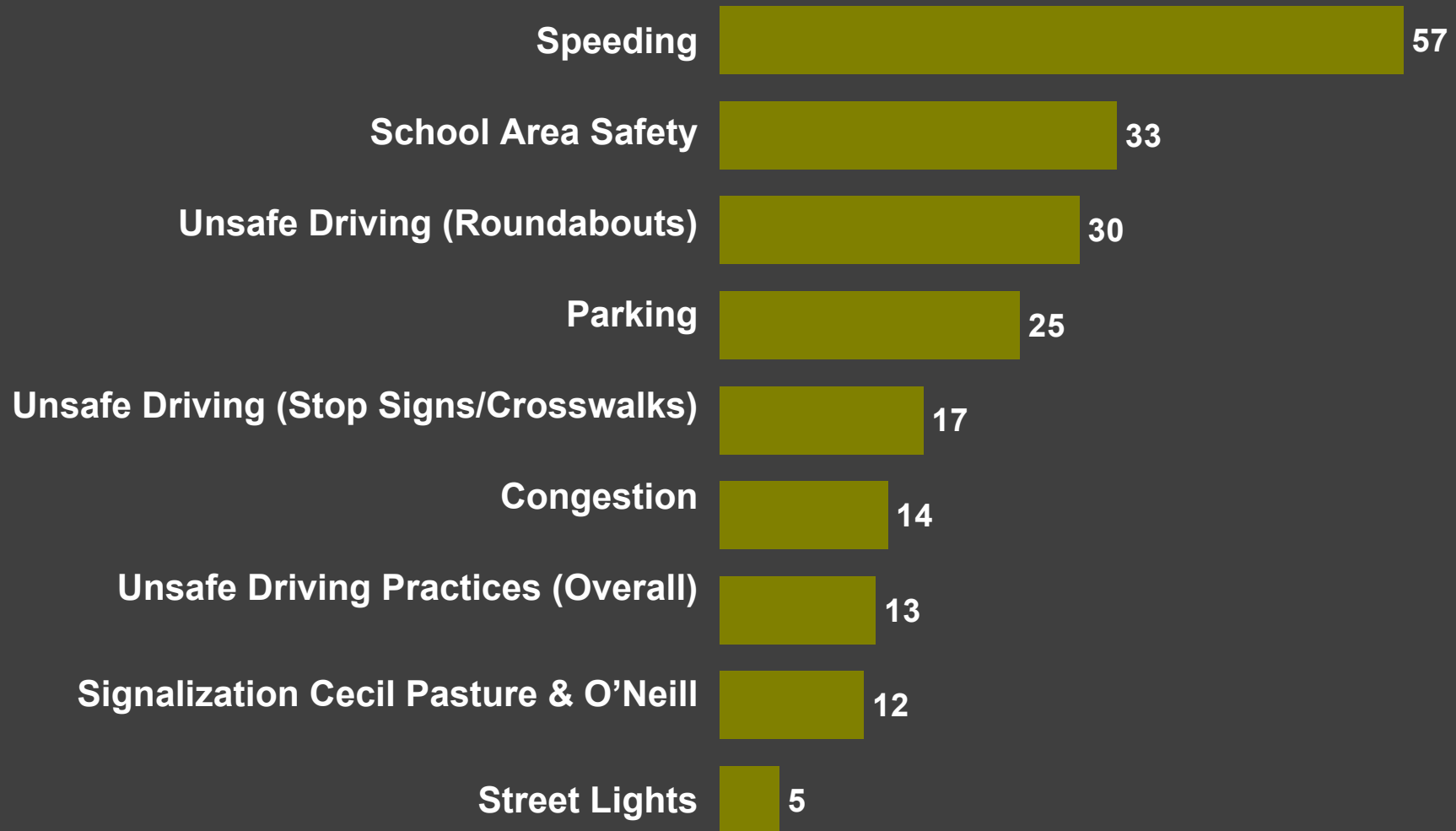
# TRAFFIC SOLUTIONS



Rated on 5-point scale where "1" means not at all helpful in solving current traffic/transportation issues in Ladera Ranch, and "5" means extremely helpful

## Q16: OPEN-ENDED COMMENTS (MORE SOLUTIONS)

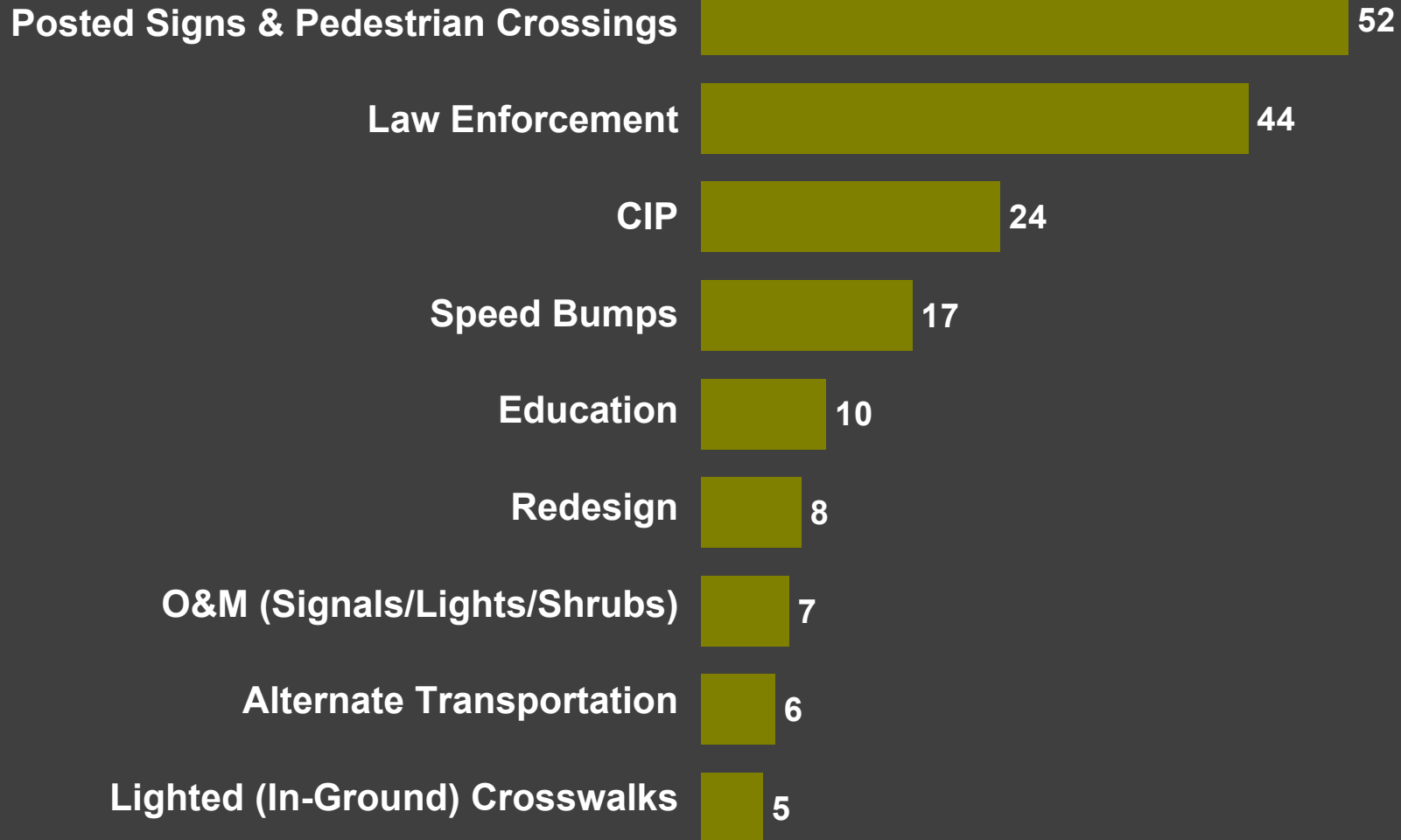
**\* ISSUES ADDRESSED \***



Indicates number of people who mentioned a solution related to each of the above traffic and transportation issues

## Q16: OPEN-ENDED COMMENTS (MORE SOLUTIONS)

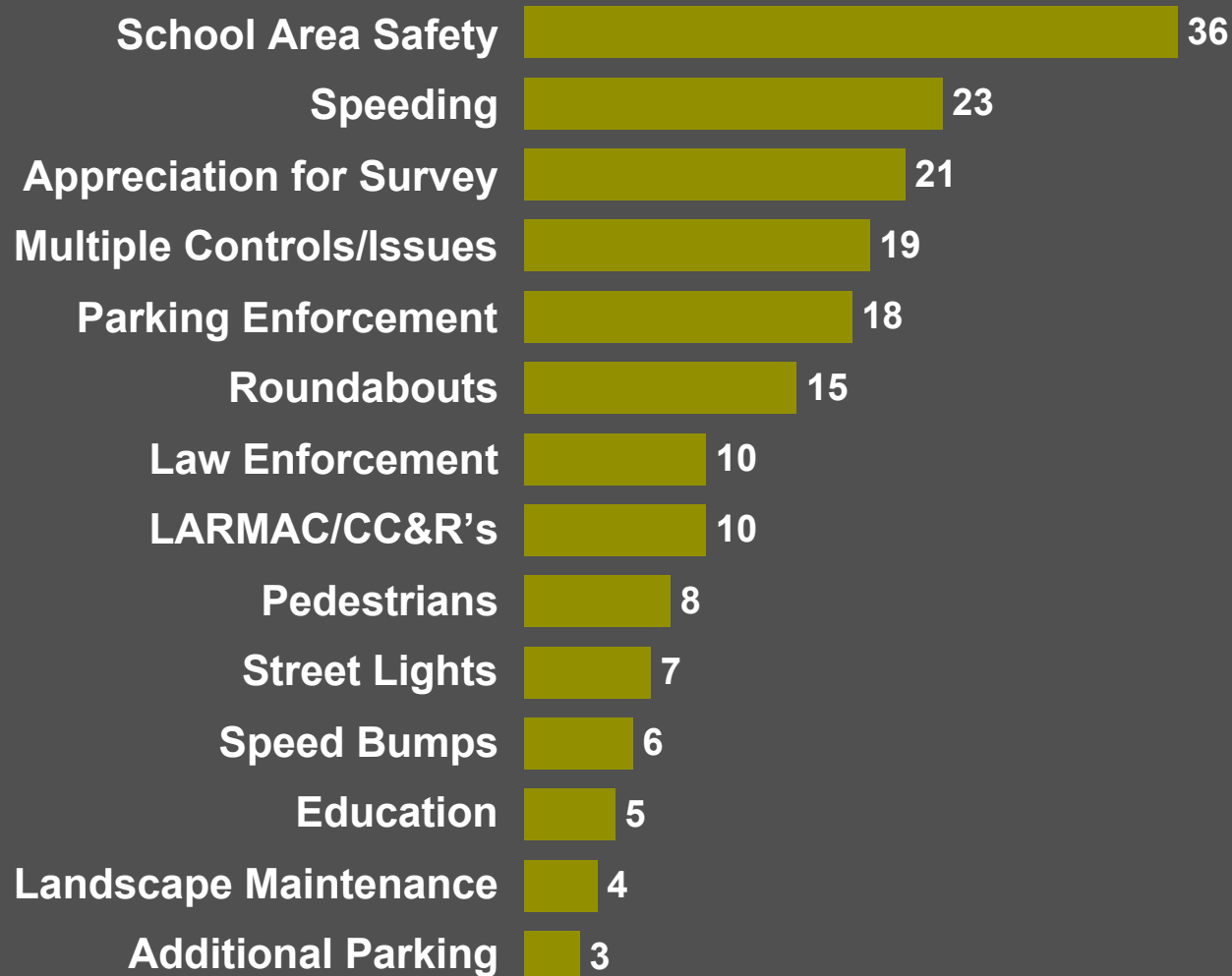
**\* SOLUTIONS ADDRESSED \***



Indicates number of people who mentioned each solution

## Q32: OPEN-ENDED COMMENTS (OPEN FORUM)

### \* TOPICS ADDRESSED \*



Indicates number of people who mentioned each topic

# APPENDIX

# RESPONDENT PROFILES

- Majority (77%) ages 25 to 44
- Distribution of respondents mirrors actual distribution of homes
- Tended to skew:
  - Married (85%)
  - Living in single-family detached home (71%)
  - Children under age 18 in the home (66%)
  - Work full-time outside the home (56%)

# RESPONDENT PROFILES

## AGE

Under 18	2%
18 to 24	2%
25 to 34	36%
35 to 44	41%
45 to 54	11%
55 to 64	5%
65 and Over	4%

## GENDER

Male	45%
Female	55%

## KIDS UNDER 18

Yes	66%
No	34%

## MARITAL STATUS

Married	85%
Single	8%
Divorced/Separated	4%
Living with S.O.	3%

## EMPLOYMENT STATUS

Work Full-Time Outside the Home	56%
Homemaker	21%
Work Within the Home/Self-Employed	12%
Retired	5%
Work Part-Time Outside the Home	4%
Student	2%



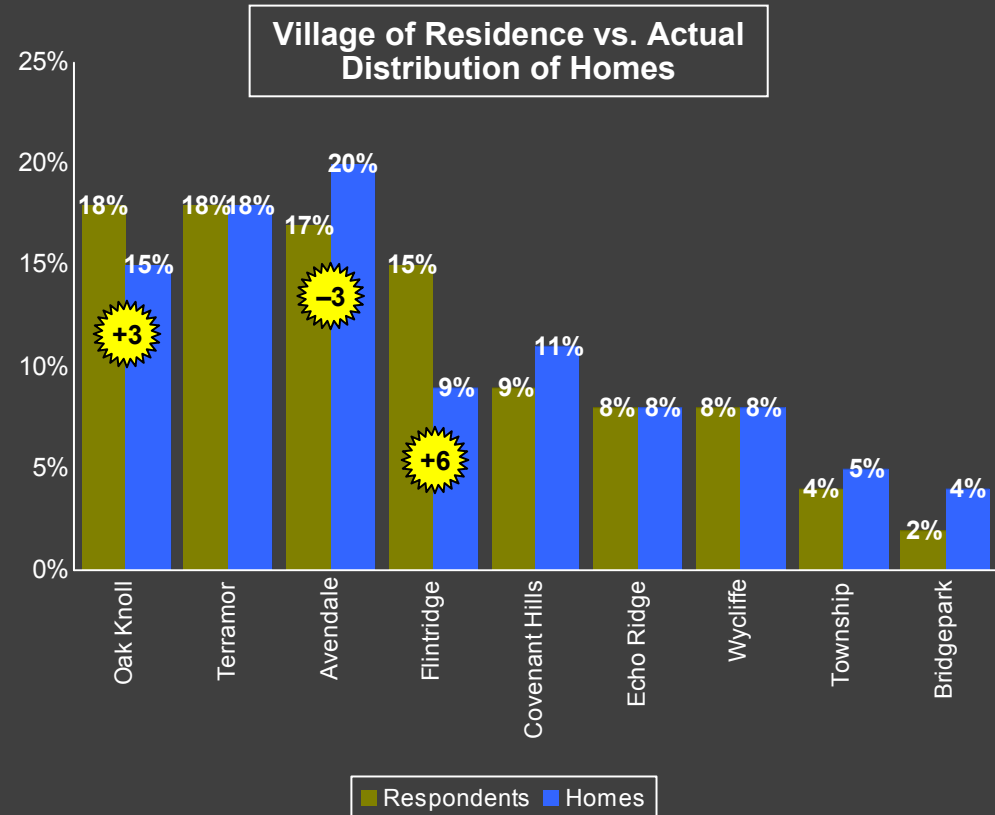
# RESPONDENT PROFILES

## VILLAGE/DISTRICT

DISTRICT	SURVEYS	HOMES
Oak Knoll	18%	15%
Terramor	18%	18%
Avendale	17%	20%
Flintridge	15%	9%
Covenant Hills	9%	11%
Echo Ridge	8%	8%
Wycliffe	8%	8%
Township	4%	5%
Bridgepark	2%	4%

## TYPE OF HOME

Single-Family/Detached	71%
Townhouse/Condo	25%
Apartment	4%



Note: Breakdown of homes included 2% apartments not categorized by village

# TRANSPORTATION BACKGROUND

- ➔ Driving is most common mode of transportation (98%)
- ➔ Walking (54%) not far behind, as community was designed
- ➔ Very few (9%) use Metrolink
- ➔ Roughly the same number of cars (2.10) and drivers (2.06) per household

# TRANSPORTATION BACKGROUND

## TRANSPORTATION IN LADERA RANCH

Driving (motorized vehicle)	98%
Walking	54%
Biking	19%
Driving (Electric/NEV)	3%
Other	3%



Vespa (2), Running (2), Motorcycle (2), Hybrid (2), Electric Scooter (1)

## HH USE OF METROLINK

Use Metrolink	9%
Do not use Metrolink	91%

## NUMBER OF CARS IN HH

Average	2.10
0 cars	<1%
1 car	12%
2 cars	71%
3 cars	13%
4 cars	3%
5 cars	1%

## NUMBER OF DRIVERS IN HH

Average	2.06
0 drivers	<1%
1 driver	7%
2 drivers	82%
3 drivers	9%
4 drivers	2%
5 drivers	1%

