

## 2008 Park & Ride Lot Survey Report

### Overview

During the second week in September 2008, Rideshare and SLOCOG staff distributed surveys to all of the formal Park-and-Ride (PNR) Lots in San Luis Obispo County. The surveys were distributed Tuesday, Wednesday and Thursday of that week and were also made available online at [rideshare.org](http://rideshare.org). A copy of the survey is attached in Appendix A. Distribution methods included placing the surveys under windshield wipers or in car doors of all vehicles in and around the lots. To increase the return rate, each survey included a pre-addressed, postage paid envelope and offered three drawing incentives of \$50, \$75 and \$100 Visa Cash Cards. Individuals had two weeks to respond. In all, an estimated 750 surveys were distributed and 240 of these were returned, concluding a successful return rate of 32%.

### Park & Ride Lot Data

Listed below is a chart of formal PNR Lots and the number of spaces in each lot. The table also indicates the average usage rates that were determined from vehicle counts preceding the survey in July and September.

Official Park & Ride Lots	Region	Marked Spaces	Jul-08		Sep-08	
			# of cars	% capacity	# of cars	% capacity
El Morro Church of the Nazarene	North Coast	12	0	0.0%	0	0.0%
Los Osos Vons	North Coast	15	0	0.0%	0	0.0%
Pismo Beach Outlets	South County	20	34	170.0%	32	160.0%
Halcyon Road	South County	49	65	122.6%	93	175.5%
WalMart Arroyo Grande	South County	26	7	26.9%	7	26.9%
Bob Jones Trail	South County	27		0.0%	17	63.0%
Paso Robles Multi Modal Station	North County	20	33	165.0%	30	150.0%
Walmart Paso Robles	North County	28	90	321.4%	50	178.6%
Las Tablas - Templeton	North County	42	64	139.1%	63	137.0%
St. Williams Church	North County	48	33	97.1%	58	170.6%

Hwy 41 alignment	North County	38	31	81.6%	30	78.9%
Curbaril Ave	North County	34	48	145.5%	42	127.3%
Santa Rosa Road	North County	15	13	86.7%	13	86.7%
Santa Barbara Road	North County	12	21	175.0%	17	141.7%
Hwy 58 - Santa Margarita	North County	16	21	131.3%	13	81.3%
<b>Total &amp; % of spaces used</b>		<b>422</b>	<b>460</b>	<b>116.5%</b>	<b>149</b>	<b>37.7%</b>

### Survey Data

Listed below is the 2008 PNR Survey data (by question) along with all applicable open field comments. Major spikes or dips in user responses are highlighted in yellow.

#### Question 1: Which Park & Ride Lot in San Luis Obispo County do you use most frequently?

As indicated below, the PNR Lot with the most usage from survey respondents is Halcyon in Arroyo Grande and Las Tablas in Templeton. This correlates with PNR Lot count data, as these two lots are the most heavily impacted overall. It should be noted that plans are underway to expand both the Arroyo Grande Halcyon Road PNR and the Templeton Las Tablas Road PNR in FY 09/10.

Answer Options	Response Percent	Response Count
Paso Robles: Multi-Modal Center	6.3%	15
Paso Robles: Walmart Parking Lot	9.6%	23
Templeton: Las Tablas Road	14.2%	34
Atascadero: Highway 41	6.3%	15
Atascadero: St. Williams Church	9.2%	22
Atascadero: Curbaril	6.7%	16
Atascadero: Santa Rosa	1.3%	3
Atascadero: Santa Barbara Road	5.8%	14
Santa Margarita: Highway 58/101	0.4%	1
Los Osos: El Morro Church	0.0%	0
Los Osos: Vons Parking Lot	0.0%	0
Avila Beach: Bob Jones Trail	2.5%	6
Pismo Beach: Prime Outlet Center	12.1%	29
Arroyo Grande: Walmart Parking Lot	0.8%	2
Arroyo Grande: Halcyon Road	25.0%	60
<i>answered question</i>		240
<i>skipped question</i>		0

**Question 2:** Why do you prefer this Park & Ride Lot over others?

This question was asked to determine lot usage patterns. It should be noted that this question allowed multiple responses; therefore the response count total of 367 is far over the 233 individuals who answered the question. This table clearly indicates that the designation as a carpool/vanpool meeting point, proximity to a starting location and freeway entrance have a large impact on PNR use. The alarming amount of users who chose their lot because it is a designated carpool/vanpool meeting point indicates the opportunity to encourage these groups to use other lots, freeing up spaces for transit users and bicycle commuters. Only one location showed a majority of use because of proximity to a bus route; Paso Robles Multi-Modal Center.

Answer Options	Response Percent	Response Count
Cleanliness	8.6%	20
Capacity	10.3%	24
Bike locker storage	0.4%	1
Safety	10.3%	24
Proximity to bus route	14.6%	34
Proximity to starting location	33.5%	78
Proximity to freeway entrance	24.5%	57
Proximity to retail stores	1.7%	4
Designated carpool/vanpool meeting point	53.6%	125
Other (please specify)		16
<i>answered question</i>		<b>233</b>
<i>skipped question</i>		<b>7</b>

Other user survey comments include:

- Easy access
- It was a designated vanpool stop until you made the parking so limited that we've been forced to use the Highway 41 stop much more than I would like. (This individual uses the Santa Barbara P&R Lot in Atascadero)
- Proximity to Bob Jones Trail
- Restroom (Avila Beach: Bob Jones P&R Lot)
- Train Station (Paso Robles: Multi-Modal Center)

Response by PNR Lot:

Q2: Why do you prefer this Park & Ride Lot over others?									
Park & Ride Lot	Cleanliness	Capacity	Bike locker storage	Safety	Proximity to bus route	Proximity to starting location	Proximity to freeway entrance	Proximity to retail stores	Designated carpool/vanpool meeting point
Arroyo Grande: Halcyon Road	2	4	1	3	8	26	20	1	30
Arroyo Grande Wal-Mart	0	0	0	0	0	0	0	0	2
Atascadero: Curbaril	0	1	0	0	0	4	3	0	11
Atascadero: Highway 41	3	5	0	3	0	5	2	0	9
Atascadero: Santa Barbara Road	0	0	0	0	1	6	1	0	9

Atascadero: Santa Rosa	0	0	0	0	0	1	2	1	1
Atascadero: St. Williams Church	6	7	0	3	1	6	13	0	13
Avila Beach: Bob Jones Trail	0	0	0	0	0	4	2	0	1
Paso Robles: Multi-Modal Center	3	3	0	3	9	4	1	0	2
Paso Robles: Walmart Parking Lot	1	1	0	4	0	5	2	1	17
Pismo Beach: Prime Outlet Center	4	2	0	6	7	7	4	1	14
Santa Margarita: Highway 58/101	0	0	0	0	0	0	0	0	0
Templeton: Las Tablas Road	1	1	0	2	8	10	7	0	16
<b>Total</b>	<b>20</b>	<b>24</b>	<b>1</b>	<b>24</b>	<b>34</b>	<b>78</b>	<b>57</b>	<b>4</b>	<b>125</b>

**Question 3:** What improvements would you like to see at the Park and Ride Lot identified in question number one above?

This question was asked to determine what improvements should be made at the PNR Lots. It should be noted that this question allowed multiple responses. About 144 responses indicated the need for increased parking, of these responses 50 came from Halcyon users, 20 from Pismo Prime Outlet users and 23 from Las Tablas users. In addition, 19 of the 50 responses from Halcyon users requested increased lighting and 10 out of 36 Santa Barbara Road users requested improved pavement.

Answer Options	Response Percent	Response Count
Additional spaces	73.5%	144
Telephone access	5.1%	10
Additional landscaping	3.1%	6
Shady trees	15.8%	31
Removal of weeds	1.5%	3
Improved pavement	10.7%	21
Bike lockers	9.7%	19
Improved lighting	21.4%	42
Other (please specify)		50
<i>answered question</i>		<b>196</b>
<i>skipped question</i>		<b>44</b>

Other user survey comments include:

- A covered shelter (Arroyo Grande: Halcyon Road)
- Do not want trees that pour sap on our cars X 2(Arroyo Grande: Halcyon Road)
- Increased surveillance and vehicle safety (Arroyo Grande: Halcyon Road)
- Place for people to wait for a bus that is outside of roadway! (Arroyo Grande: Halcyon Road)
- More people use this lot because of proximity to freeway. Need more parking, running out of spaces by 6am (Arroyo Grande: Halcyon Road)
- Clean up of garbage and removal of shopping carts (Atascadero: Curbaril)
- Fill in around bike lockers (Atascadero: Curbaril)
- Street sweeper needs to clean entire lot (Atascadero: Highway 41)

- This lot is heavily used and doesn't have nearly enough spaces, especially since you posted the no parking sign on the other side of SB Road. (Atascadero: Santa Barbara Road)
- The new medium on Santa Rosa taken out (Atascadero: Santa Rosa)
- Gate preventing people driving through to bypass stop sign. People drive through really fast!!! (Atascadero: St. Williams Church)
- Fake security cameras (Avila Beach: Bob Jones Trail)
- Keep it clean - There's a lot of litter and loose shopping carts (Paso Robles: Wal-Mart Parking Lot)
- I have had three cars vandalized. A door lock pried, fuses removed and a long dent in the side. (Paso Robles: Wal-Mart Parking Lot)
- Trash can X 7 (Templeton: Las Tablas Road)

Response by PNR Lot:

Q3: What improvements would you like to see at the Park and Ride Lot identified in question number one above?									
PNR Lot	Additional spaces	Telephone access	Additional landscaping	Shady trees	Removal of weeds	Improved pavement	Bike lockers	Improved lighting	Total
Arroyo Grande: Halcyon Road	50	1	2	1	0	4	3	19	80
Arroyo Grande: Walmart Parking Lot	1	0	0	1	0	0	0	0	2
Atascadero: Curbaril	12	0	1	3	1	2	1	0	20
Atascadero: Highway 41	6	1	0	1	1	1	2	4	16
Atascadero: Santa Barbara Road	12	1	2	2	1	10	2	4	34
Atascadero: Santa Rosa	3	0	0	2	0	0	0	1	6
Atascadero: St. Williams Church	11	1	0	3	0	1	4	5	25
Avila Beach: Bob Jones Trail	1	0	0	2	0	0	0	0	3
Paso Robles: Multi-Modal Center	3	1	0	3	0	0	3	3	13
Paso Robles: Walmart Parking Lot	1	2	0	5	0	2	0	1	11
Pismo Beach: Prime Outlet Center	21	1	0	2	0	0	3	5	32
Santa Margarita: Highway 58/101	0	0	0	0	0	0	0	0	0
Templeton: Las Tablas Road	23	3	1	6	1	1	2	1	38
<b>Total</b>	<b>144</b>	<b>11</b>	<b>6</b>	<b>31</b>	<b>4</b>	<b>21</b>	<b>20</b>	<b>43</b>	<b>280</b>

**Question 4:** How often do you use this Park & Ride Lot?

This question clearly indicates that PNR Lots are used almost daily during the work week. Very few users accessed the lots less than four times per week, with a majority using the lots five times per week. The split of use between four and five days per week was equally distributed amongst the lots.

Answer Options	Response Percent	Response Count
Less than one time per week	1.3%	3
One time per week	1.3%	3
Two times per week	2.1%	5
Three times per week	8.4%	20

Four times per week	35.7%	85
Five or more times per week	51.3%	122
	<i>answered question</i>	238
	<i>skipped question</i>	2

**Question 5:** What is your home zip code?

This question was asked to determine the point of origin for PNR Lot users. When analyzed by region, 60% of the users commute from North County, 37% commute from South County and 2% commute from San Luis Obispo. As indicated below, the largest use occurred by Atascadero and Paso Robles residents.

Answer Options	Response Percent	Response Count
93401: San Luis Obispo	3%	6
93420: Arroyo Grande	14%	31
93422: Atascadero	26%	60
93426: Bradley	0%	1
93432: Creston	0%	1
93433: Grover Beach	10%	22
93442: Morro Bay	0%	1
93444: Nipomo	1%	3
93445: Oceano	7%	16
93446: Paso Robles	21%	49
93449: Pismo Beach	5%	11
93451: San Miguel	1%	3
93453: Santa Margarita	0%	1
93454: Santa Maria	0%	1
93465: Templeton	10%	23
	<i>answered question</i>	229
	<i>skipped question</i>	11

**Question 6:** How do you usually travel from home to this Park & Ride Lot?

This question was asked to determine what mode choices are made prior to arriving at the PNR Lots. As is indicated below, an overwhelming majority of individuals drive alone to the lots (90.8%). A majority of the individuals who carpool did so with one other passenger. By decreasing the number of individuals who drive alone to the lots, parking spaces could be maximized. Only 6.3% of users identified carpool as their mode choice when traveling to the lot.

Answer Options	Response Percent	Response Count
Drive alone	90.8%	216
Walk	1.3%	3
Bike	0.4%	1

Vanpool	0.0%	0
Carpool	6.3%	15
Public Transit	1.3%	3
Other (please specify)		19
<i>answered question</i>		<b>238</b>
<i>skipped question</i>		<b>2</b>

Other comments: Would like to take bike but no locker available (Templeton: Las Tablas Road)

**Question 7:** What is the usual purpose of your destination after leaving the Park & Ride Lot?

Findings indicate that a majority of PNR Lot users are commuting from home to work. This is a key indicator that the working population of San Luis Obispo County is the target market for PNR outreach and marketing. It also indicates that very few users are students or recreational users. Of the three individuals traveling to school, two use the Pismo Prime Outlets lot and one uses the Halcyon lot in Arroyo Grande. The two shoppers use the Halcyon lot in Arroyo Grande and the Bob Jones Trail lot in Avila Beach.

Answer Options	Response Percent	Response Count
Work	97.8%	226
School	1.3%	3
Shopping	0.9%	2
Other (please specify)		12
<i>answered question</i>		<b>231</b>
<i>skipped question</i>		<b>9</b>

Other user survey comments include:

- Recreation, senior center (Arroyo Grande: Halcyon Road)
- Biking exercise (Avila Beach: Bob Jones Trail)

**Question 8:** What is the zip code of your destination after leaving the Park & Ride Lot?

Findings indicate that 67% of PNR Lot users commute to the city of San Luis Obispo. The second largest commute destination was Santa Maria at 11%. When analyzed by individual PNR Lot, the majority of users commuting to San Luis Obispo came from Templeton and Arroyo Grande. It should be noted that only zip codes reflecting areas located on the Central Coast are reflected in the chart below.

Answer Options	Response Percent	Response Count
93401,05,06,07,08,09,10: San Luis Obispo	67%	149
93402: Los Osos	2%	4
93420: Arroyo Grande	1%	3
93422: Atascadero	1%	3
93424: Avila Beach	9%	21
93444: Nipomo	2%	5

93445: Oceano	0%	1
93446: Paso Robles	1%	2
93449: Pismo Beach	1%	2
93451: San Miguel	2%	4
93454: Santa Maria	11%	25
Other (please specify)	0%	1
<i>answered question</i>		<b>223</b>
<i>skipped question</i>		<b>17</b>

Response by PNR Lot:

	93401,05,06,07,08,09,10	93409	93420	93422	93424	93445	93446	93449	93451	93454
Arroyo Grande: Halcyon Road	34	1		1	9			1		12
Arroyo Grande: Walmart Parking Lot	0			1						1
Atascadero: Curbaril	5	1			4					1
Atascadero: Highway 41	13								1	1
Atascadero: Santa Barbara Road	11				1				1	
Atascadero: Santa Rosa	2									
Atascadero: St. Williams Church	13	2	1	1	3					
Avila Beach: Bob Jones Trail	0				2			1	2	2
Paso Robles: Multi-Modal Center	13									
Paso Robles: Walmart Parking Lot	19	3					1			
Pismo Beach: Prime Outlet Center	15	3	1			1				8
Santa Margarita: Highway 58/101	0				1					
Templeton: Las Tablas Road	24		1		1		1			
<b>Total</b>	<b>149</b>	<b>10</b>	<b>3</b>	<b>3</b>	<b>21</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>25</b>

**Question 9:** How do you usually travel from this Park & Ride Lot to your destination?

The majority of PNR Lot users travel from the lots by vanpool. Of these users, most indicated that they vanpool with 8-15 others when leaving the lot. The second largest group was carpoolers, who indicated they left the lot with an average of 2 others. When the survey data is analyzed by PNR Lot, vanpool is indicated as the preferred mode at the Paso Robles Wal-Mart Lot, Templeton Las Tablas Lot and Pismo Beach Prime Outlet Center. Conversely, carpool is the preferred mode at the Atascadero St. Williams Church Lot and the Arroyo Grande Halcyon Lot. The most popular lots for transit include the Templeton Las Tablas Lot, Pismo Beach Prime Outlet Center and Arroyo Grande Halcyon Lot.

Answer Options	Response Percent	Response Count
Vanpool with _____ others	47.4%	100
Carpool with _____ others	31.8%	67

Public Transit	20.9%	44
Vanpool	0.0%	0
Carpool	6.3%	15
Public Transit	1.3%	3
Other (please specify)		164
<i>answered question</i>		<b>211</b>
<i>skipped question</i>		<b>29</b>

Response by PNR Lot:

Answer Options	Vanpool	Carpool	Transit	Other	Total
Paso Robles: Multi-Modal Center	3	1	9	0	13
Paso Robles: Walmart Parking Lot	21	0	0	1	22
Templeton: Las Tablas Road	15	7	10	0	32
Atascadero: Highway 41	12	1	0	0	13
Atascadero: St. Williams Church	10	11	0	0	21
Atascadero: Curbaril	10	6	0	0	16
Atascadero: Santa Rosa	0	3	0	0	3
Atascadero: Santa Barbara Road	6	6	1	0	13
Santa Margarita: Highway 58/101	1	0	0	0	1
Los Osos: El Morro Church	0	0	0	0	0
Los Osos: Vons Parking Lot	0	0	0	0	0
Avila Beach: Bob Jones Trail	0	2	0	0	2
Pismo Beach: Prime Outlet Center	11	5	8	0	24
Arroyo Grande: Walmart Parking Lot	0	2	0	0	2
Arroyo Grande: Halcyon Road	11	23	16	0	50
<i>answered question</i>					<b>211</b>
<i>skipped question</i>					<b>29</b>

**Question 10:** How did you find out about this Park & Ride Lot?

Most individuals learned about the PNR Lots from highway signs and vanpool partners. This is an important indicator as we begin to move/replace current Rideshare signs with 511 signs. In addition, since the largest majority found their PNR Lot through vanpool partners, there is opportunity to move these groups to less impacted lots by working with vanpool operators.

Answer Options	Response Percent	Response Count
Highway Signs	4.0%	8
Park & Ride Lot Signs	34.7%	70
Vanpool partners	41.1%	83
Carpool partners	18.3%	37
Bike locker rental	0.0%	0
SLO Rideshare Website (rideshare.org)	10.9%	22
Other (please specify)		29
<i>answered question</i>		<b>202</b>
<i>skipped question</i>		<b>38</b>

Response by PNR Lot:

Answer Options	Highway Signs	Park & Ride Lot Signs	Vanpool partners	Carpool partners	Bike locker rental	SLO Rideshare website	Other	Total
Paso Robles: Multi-Modal Center	0	5	1	0	0	4	4	14
Paso Robles: Walmart Parking Lot	0	0	18	1	0	2	2	23
Templeton: Las Tablas Road	1	12	12	2	0	3	2	32
Atascadero: Highway 41	1	0	8	0	0	2	3	14
Atascadero: St. Williams Church	0	2	8	9	0	2	2	23
Atascadero: Curbaril	0	0	8	5	0	0	2	15
Atascadero: Santa Rosa	1	3	0	1	0	0	0	5
Atascadero: Santa Barbara Road	2	7	5	2	0	1	1	18
Santa Margarita: Highway 58/101	0	0	1	0	0	0	0	1
Los Osos: El Morro Church	0	0	0	0	0	0	0	0
Los Osos: Vons Parking Lot	0	0	0	0	0	0	0	0
Avila Beach: Bob Jones Trail	0	1	0	1	0	0	0	2
Pismo Beach: Prime Outlet Center	1	11	8	4	0	3	4	31
Arroyo Grande: Walmart Parking Lot	0	1	0	1	0	0	0	2
Arroyo Grande: Halcyon Road	2	13	13	11	0	4	6	49
<i>answered question</i>								202
<i>skipped question</i>								38

**Question 11:** Would you bike to this Lot if bike lockers/additional bike lockers were available?

When analyzed by lot, the highest interest in bike lockers came from: Paso Robles Wal-Mart Parking Lot (5), Templeton Las Tablas (6), Atascadero St. Williams Church (5), Pismo Beach Prime Outlet Center (7) and Arroyo Grande Halcyon Road (12). Although the majority of PNR users are not interested in bike lockers, providing lockers for these specified lots can decrease the amount of individuals who travel to and from the lot by single occupant vehicle. Through assessment, we can determine if it is more cost effective to provide bike lockers to PNR Lot users or create additional spaces. It should be noted that since this survey, the bike lockers from the Atascadero Curbaril PNR have been moved to Atascadero Santa Rosa PNR.

Answer Options	Response Percent	Response Count
Yes	22.7%	53
No	77.3%	180
<i>answered question</i>		233
<i>skipped question</i>		7

Response by PNR Lot:

Answer Options	Yes	No	Total
Paso Robles: Multi-Modal Center	4	10	14

Paso Robles: Walmart Parking Lot	5	18	23
Templeton: Las Tablas Road	6	28	34
Atascadero: Highway 41	3	10	13
Atascadero: St. Williams Church	5	16	21
Atascadero: Curbaril	3	13	16
Atascadero: Santa Rosa	0	3	3
Atascadero: Santa Barbara Road	2	12	14
Santa Margarita: Highway 58/101	1	0	1
Los Osos: El Morro Church	0	0	0
Los Osos: Vons Parking Lot	0	0	0
Avila Beach: Bob Jones Trail	1	5	6
Pismo Beach: Prime Outlet Center	7	19	26
Arroyo Grande: Walmart Parking Lot	1	1	2
Arroyo Grande: Halcyon Road	12	46	58
<i>answered question</i>			<b>233</b>
<i>skipped question</i>			<b>7</b>

**Question 12:** Does the use of this Park & Ride Lot influence where you shop?

At first glance, this question indicates that lots have no influence on shopping behavior. When analyzed further, PNR users who answered “yes” to the question and were influenced to shop comprised of 55.2% of Pismo Prime Outlet users and 33.3% Paso Robles Multi-Modal Center users. These two lots are located in the vicinity of prime shopping centers, concluding that providing PNR Lots at retail locations can drive revenue to local stores.

Answer Options	Response Percent	Response Count
Yes	24.1%	57
No	75.9%	180
<i>answered question</i>		<b>237</b>
<i>skipped question</i>		<b>3</b>

Response by PNR Lot:

Answer Options	Yes	No	Total
Paso Robles: Multi-Modal Center	6	9	15
Paso Robles: Walmart Parking Lot	11	11	22
Templeton: Las Tablas Road	7	27	34
Atascadero: Highway 41	4	11	15
Atascadero: St. Williams Church	1	20	21
Atascadero: Curbaril	2	13	15
Atascadero: Santa Rosa	1	2	3
Atascadero: Santa Barbara Road	1	13	14
Santa Margarita: Highway 58/101	0	1	1
Los Osos: El Morro Church	0	0	0
Los Osos: Vons Parking Lot	0	0	0
Avila Beach: Bob Jones Trail	2	3	5
Pismo Beach: Prime Outlet Center	16	13	29
Arroyo Grande: Walmart Parking Lot	0	2	2
Arroyo Grande: Halcyon Road	6	54	60

<i>answered question</i>	237
<i>skipped question</i>	3

**Question 13:** If so, how often do you shop at the surrounding retail locations?

This question was asked to determine the frequency of shopping at surrounding retail locations by PNR users. Overall, 47.3% of users shopped less than one time per week. However, when analyzed by lot, users of the Paso Robles Wal-Mart Parking Lot shopped up to three times per week (6), the majority of users at the Pismo Beach Prime Outlets Center shopped between 1-2 times per week (9) and a majority of users at the Arroyo Grande Halcyon Road PNR Lot shopped over two times per week (6).

Answer Options	Response Percent	Response Count
Less than one time per week	47.3%	62
One time per week	20.6%	27
Two times per week	16.8%	22
Three times per week	12.2%	16
Four times per week	1.5%	2
Five or more times per week	1.5%	2
<i>answered question</i>		131
<i>skipped question</i>		109

Response by PNR Lot:

Answer Options	Less than one time per week	One time per week	Two times per week	Three times per week	Four times per week	Five or more times per week	Total
Paso Robles: Multi-Modal Center	0	3	2	2	0	0	7
Paso Robles: Walmart Parking Lot	0	4	1	6	0	0	11
Templeton: Las Tablas Road	0	3	2	2	0	0	7
Atascadero: Highway 41	0	4	2	2	0	0	8
Atascadero: St. Williams Church	0	0	4	0	1	0	5
Atascadero: Curbaril	0	1	0	1	1	0	3
Atascadero: Santa Rosa	0	0	1	0	0	0	1
Atascadero: Santa Barbara Road	0	1	0	1	0	0	2
Santa Margarita: Highway 58/101	0	0	0	0	0	0	0
Los Osos: El Morro Church	0	0	0	0	0	0	0
Los Osos: Vons Parking Lot	0	0	0	0	0	0	0
Avila Beach: Bob Jones Trail	0	0	0	0	0	0	0
Pismo Beach: Prime Outlet Center	0	5	4	1	0	0	10
Arroyo Grande: Walmart Parking Lot	0	0	0	0	0	0	0
Arroyo Grande: Halcyon Road	0	5	6	1	0	0	12
<i>answered question</i>							131
<i>skipped question</i>							109

**Question 14:** On average, how much do you spend at the surrounding retail locations?

This question was asked to estimate the amount of retail dollars spent at stores surrounding PNR Lots. Overall, just under half of users spent \$0-\$50 dollars at surrounding retail locations. If the lowest dollar amount on the survey scale is used, it can be estimated that the Paso Robles Wal-Mart PNR Lot receives a minimum of \$1,600 from PNR users and the Pismo Beach Prime Outlet Center receives a minimum of \$1,150 from PNR users. Such calculations are not made for the other lots, as the surround retail locations are not as centrally located.

Answer Options	Response Percent	Response Count
\$0-\$50	48.9%	90
\$50-\$100	23.9%	44
\$100-\$150	10.9%	20
\$200 and above	16.3%	30
<i>answered question</i>		184
<i>skipped question</i>		56

Response by PNR Lot:

Answer Options	\$0-\$50	\$50-\$100	\$100-\$150	\$200 & above	Total
Paso Robles: Multi-Modal Center	8	1	3	1	13
Paso Robles: Walmart Parking Lot	12	0	4	6	22
Templeton: Las Tablas Road	11	7	2	4	24
Atascadero: Highway 41	2	5	1	2	10
Atascadero: St. Williams Church	10	4	1	2	17
Atascadero: Curbaril	7	1	0	4	12
Atascadero: Santa Rosa	2	1	0	0	3
Atascadero: Santa Barbara Road	0	3	0	3	6
Santa Margarita: Highway 58/101	0	0	0	0	0
Los Osos: El Morro Church	0	0	0	0	0
Los Osos: Vons Parking Lot	0	0	0	0	0
Avila Beach: Bob Jones Trail	2	1	0	0	3
Pismo Beach: Prime Outlet Center	13	7	4	2	26
Arroyo Grande: Walmart Parking Lot	0	1	0	1	2
Arroyo Grande: Halcyon Road	27	10	5	5	47
<i>answered question</i>					184
<i>skipped question</i>					56

**Conclusion**

The above data provides guidance on how to provide better service to PNR Lot users. Knowing that most users choose their lot because it is a designated vanpool meeting point indicates that outreach and education opportunities are important tools in persuading these groups to use less popular lots, thereby freeing up much needed spaces at impacted lots. In the case of the over occupied Arroyo Grande Halcyon Road Lot, vanpool users should be persuaded to use the less occupied Arroyo Grande Wal-Mart Parking Lot, leaving room at Halcyon for transit and bike locker users.

An overwhelming majority of PNR users indicated a need for more spaces to meet demand. Currently plans are underway to increase spaces at the Arroyo Grande Halcyon Lot and the Templeton Las Tablas Lot in 09/10. While constructing new spaces is one way to meet demand, it is also recommended that users be encouraged to carpool or bike to the lot, thereby maximizing spaces without construction. Two PNR Lots did not request an increase in spaces; the Avila Beach Bob Jones Trail would like shady trees and Paso Robles Multi-Modal Center users equally requested shady trees, improved lighting and bike lockers.

The survey data confirmed that a majority of users drive to and from the lots alone. Therefore, it is recommended that a marketing program be created to encourage users to carpool to, and from, the lots. In the short term, this could be easily coordinated through TripLink, Rideshare's online carpool matching system and advertised by flyers cars parked at the lots. In the long term, a public outreach campaign should be designed to specifically address the issue. The impacts of such a program could be financially viable, as it may free up more spaces and allow PNR Lots to meet demand without constructing new spaces.

The importance of PNR Lot signage was also confirmed through the survey results. It is critical that we have clear signage indicating the boundaries of the lot and directing users from the major corridors. In addition, the results indicated that a majority of users discovered the lots through vanpool groups. Therefore, regional vanpool operators and users should be informed of PNR changes, additional lots and encouraged to use less occupied lots in the future.

Although a majority of users stated no interest in bike lockers, there were a few respondents that expressed enough interest to warrant increased bike locker placement. Such lots include the Paso Robles Wal-Mart Parking Lot, the Templeton Las Tablas Lot, Atascadero St. Williams Church, Pismo Beach Prime Outlet Center and Arroyo Grande Halcyon Road.

The concluding questions of the survey indicate that the PNR Lots do influence users to shop at surrounding retail locations. Areas that have the largest retail benefit include the Paso Robles Wal-Mart Center and the Pismo Prime Outlets. It is estimated that these two shopping centers receive between \$1,150 and \$1,600 worth of retail revenue from PNR users. Therefore, if the need arises, retail locations should be encouraged to provide PNR spaces and thus benefit from the additional revenue by PNR users.