

Orchard Avenue Traffic Calming Pilot Project Survey Findings

Staff released a survey about the Orchard Avenue Traffic Calming pilot on March 20, 2025 and closed the survey on April 22, 2025. Notifications were sent to residents of Orchard Avenue, the surrounding area in the Jackson Triangle neighborhood, and the Hayward Highland neighborhood. In addition, the survey was published in the Stack and on the City's social media platforms.

Staff received 527 responses to the survey with most of the responses coming from the Hayward Highland neighborhood (Figure 1). Staff were able to track how residents got to the survey, whether it was from the postcard mailer, the City's website, social media, or a unique email that was sent to Cal State University staff and students. Nearly all responses came from the postcard mailer or the City's webpage (Figure 2).

Figure 1 – Survey Responses by Location

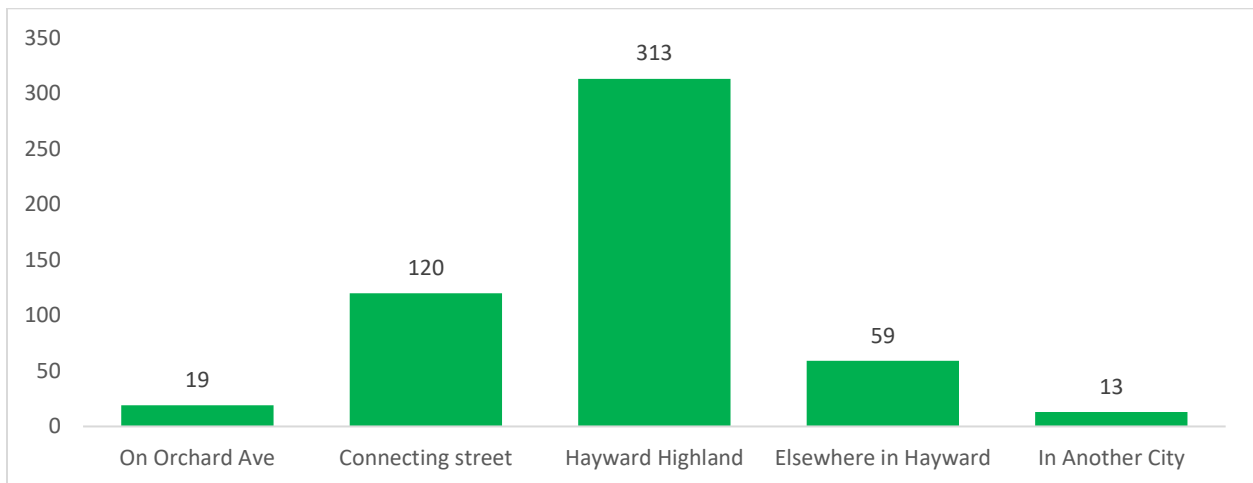
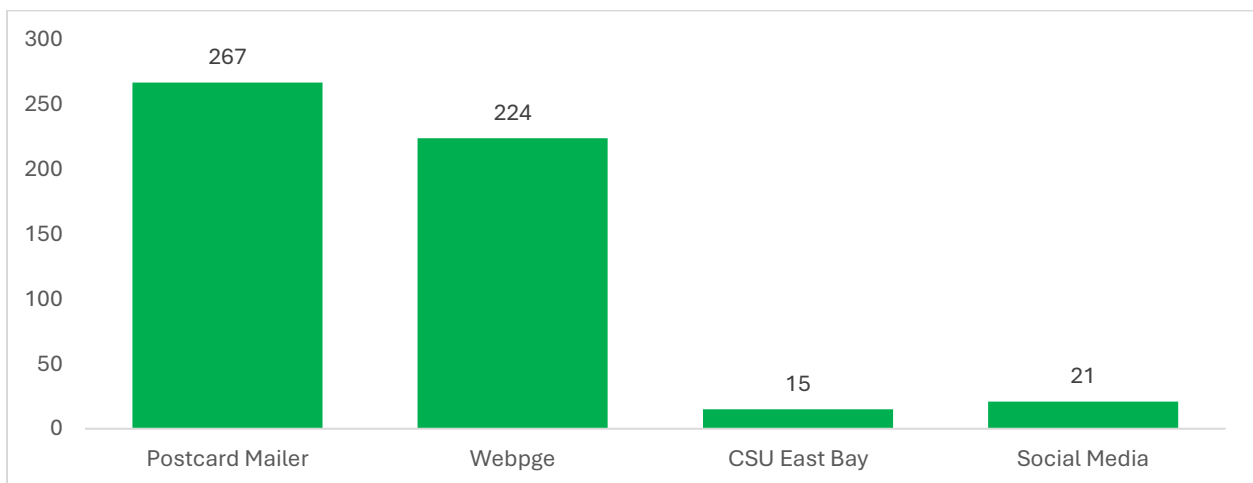
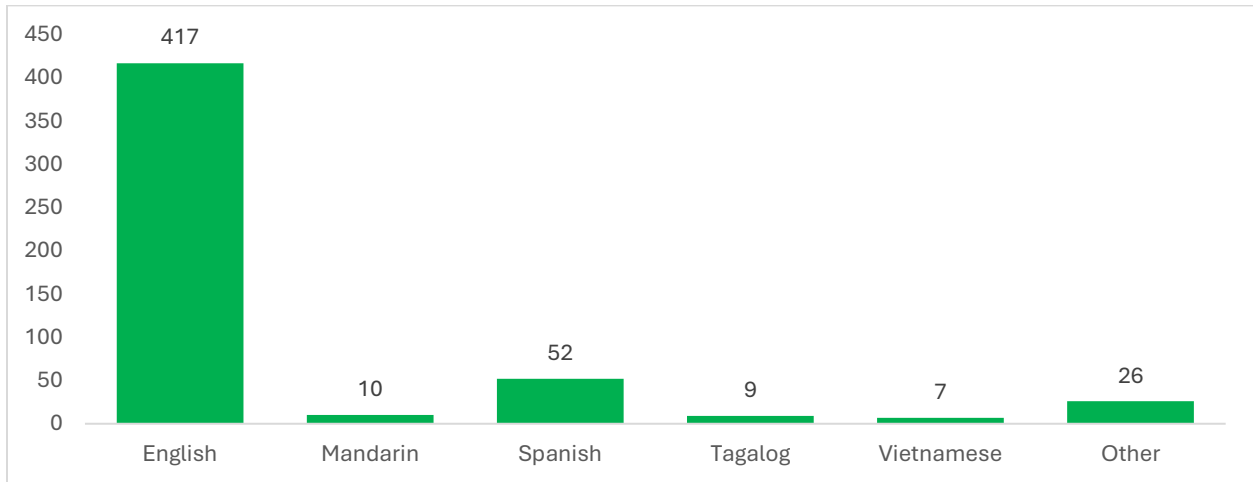


Figure 2 – Survey Responses by Location



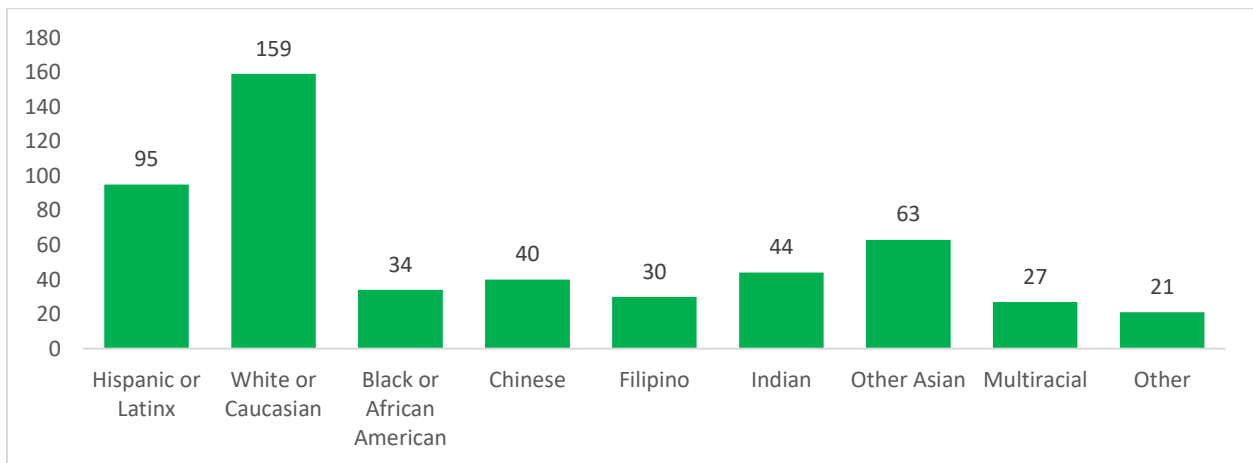
Survey respondents were also asked to identify their race and languages spoken at home. The questions were optional, but several respondents used the space to object to providing this type of information. Staff asked this question to help understand who was being reached by the survey. Overall, most of the survey respondents indicated that English was spoken at home, with much smaller numbers indicating Spanish, Mandarin, Tagalog, and Vietnamese (Figure 3).

Figure 3 – Survey Responses by Language Spoken at Home



Respondents were most likely to identify their race as white (30%), but substantial numbers self-identified as Hispanic (almost 20%), Indian (9%) Chinese (8%), Black or African-American (7%), Filipino (6%), or multiracial or other race. There were large numbers of individuals who identified as another Asian or Southeast Asian race other than Chinese, Filipino or Indian (12%) with each individual group identified as less than a percent (Figure 4).

Figure 4 – Survey Responses by Race of Respondent

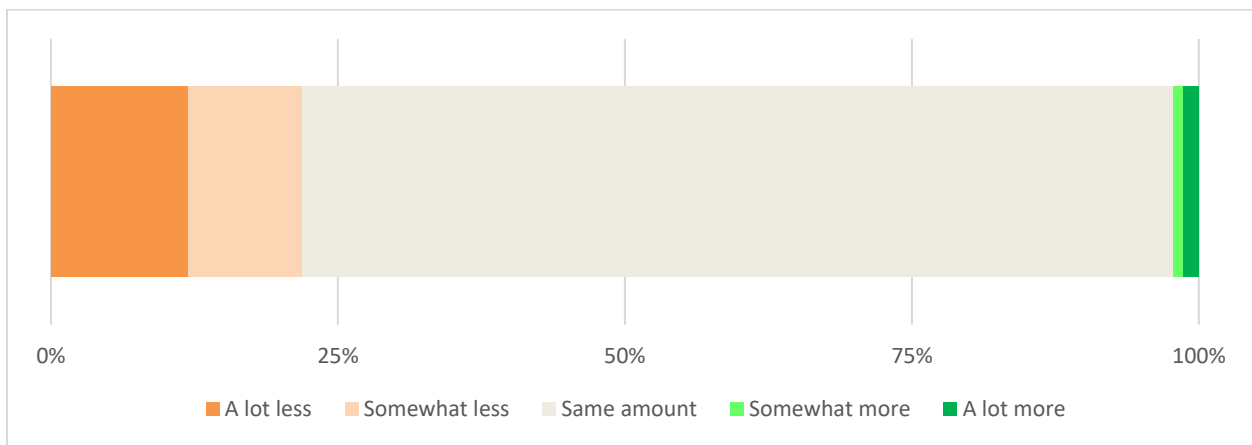


The survey included questions about how frequently respondents use Orchard Avenue and how it has impacted speeds, cut-through traffic, heavy vehicle traffic, and congestion at the Mission Boulevard intersection.

Frequency of Use

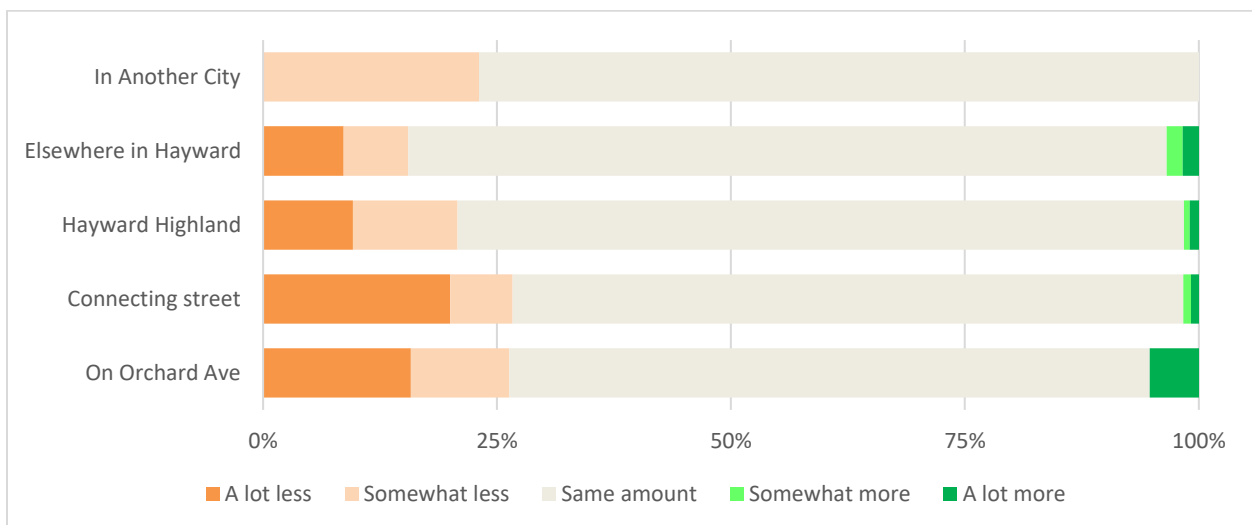
Overall, most respondents indicated that they use Orchard Avenue as much during the pilot as they did before the pilot, with about 75% indicating that they use the same as before (Figure 5). While 20% of respondents indicated that they use it somewhat or a lot less, traffic volumes on Orchard Avenue were generally unchanged.

Figure 5 – How Has Your Use of Orchard Avenue Changed During the Pilot



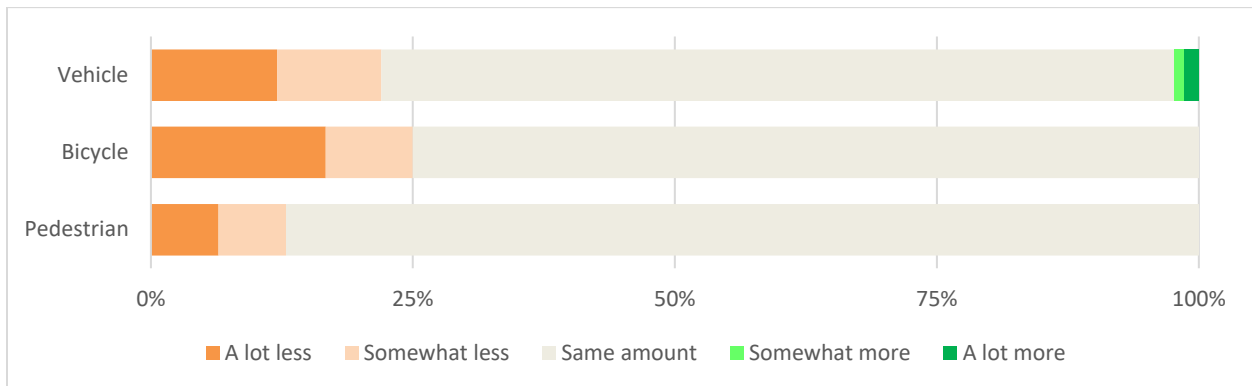
Frequency of use varied somewhat by location, with residents who live closer to Orchard Ave somewhat more likely to say they used Orchard Avenue less, but also somewhat more likely to say they use Orchard Avenue more (Figure 6).

Figure 6 – Frequency of Use by Location



Respondents who walk were slightly less likely to say they travel on Orchard Ave less, with respondents who drive or bicycle slightly more likely to say they use Orchard Ave less (Figure 7). Notably, some respondents who drive indicated they use Orchard Ave more than before the pilot. The mode of travel question allowed for multiple selections and all but 4 respondents selected travel by vehicle as one of the options.

Figure 7 – Frequency of Use by Mode of Travel

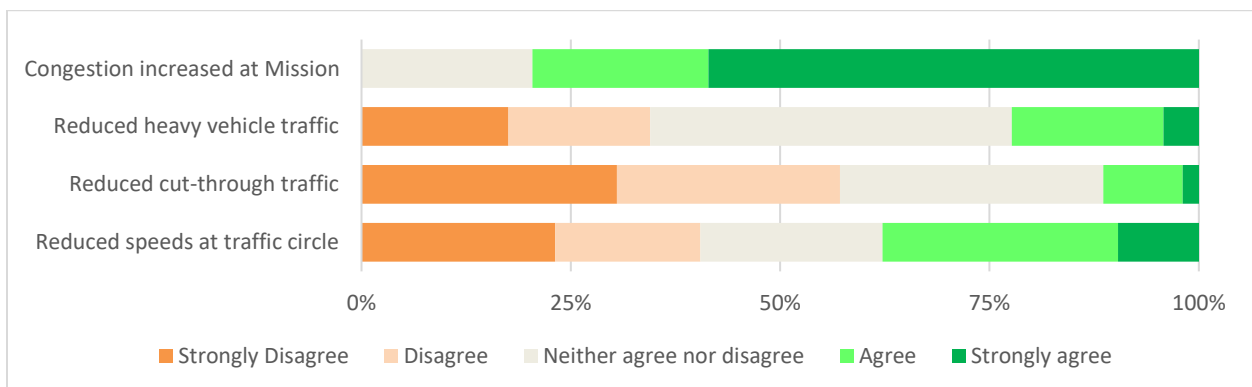


Overall Impacts of Project

The survey included four questions about the potential impacts of the pilot, including speed reduction, cut-through traffic, heavy vehicle traffic, and congestion at the Mission Blvd intersection (Figure 8). Key findings include:

- Over 75% of respondents indicated that congestion increased at the Mission Blvd intersection.
- Fewer than 25% of respondents thought that heavy vehicle traffic was reduced.
- Few respondents thought that the pilot reduced cut-through traffic.
- Around 40% of respondents indicated that speeds were reduced near the traffic circle.

Figure 8 – Respondent Feedback on Potential Impacts of the Pilot



Reduced Speeds at the Traffic Circle

Respondents who lived closer to Orchard Avenue were slightly more likely to believe that speeds were reduced near the traffic circle (Figure 9). People who took the survey from the Cal State link were much more likely to say that speeds were reduced, keeping in mind that only 15 people took the survey from this link (Figure 10). People who walked and bicycled were more likely to say that the pilot reduced speeds than those who drive (Figure 11).

Figure 8 – Reduction in Speeds by Location of Respondent

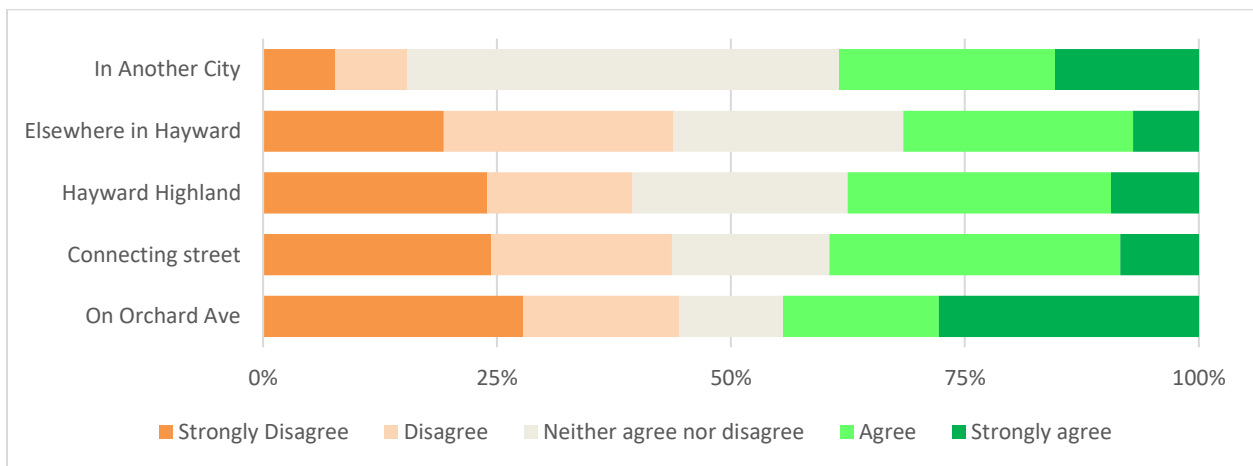


Figure 9 – Reduction in Speed by Survey Source

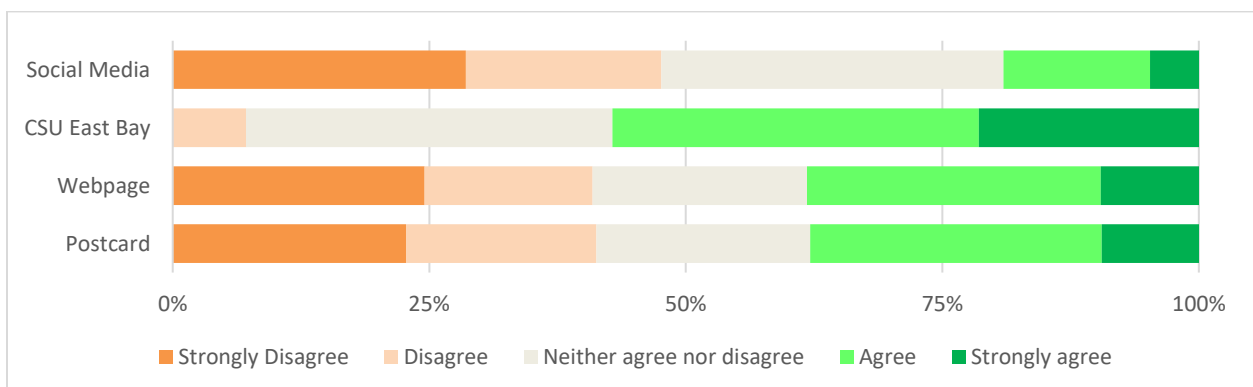
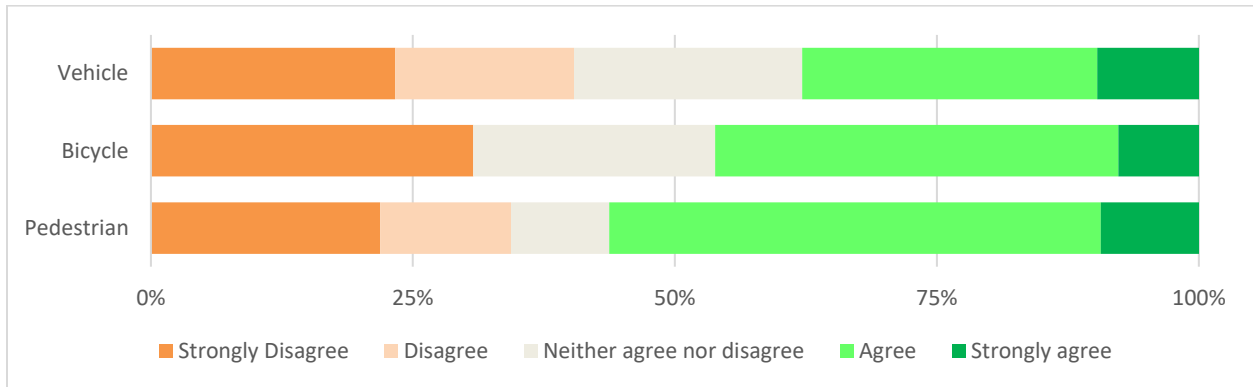


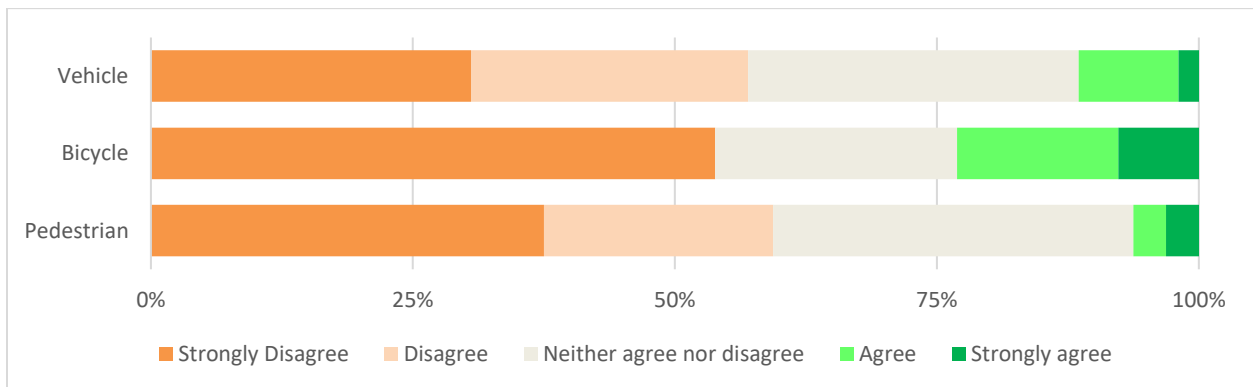
Figure 10 – Reduction in Speed by Mode of Travel



Cut Through Traffic

There was little variation in the overall survey finding that respondents do not believe that the project reduced cut through traffic. People who bicycle were somewhat more likely to indicate that it did (Figure 11), but staff did not see significant variation by where people live, how they got the survey, or other factors.

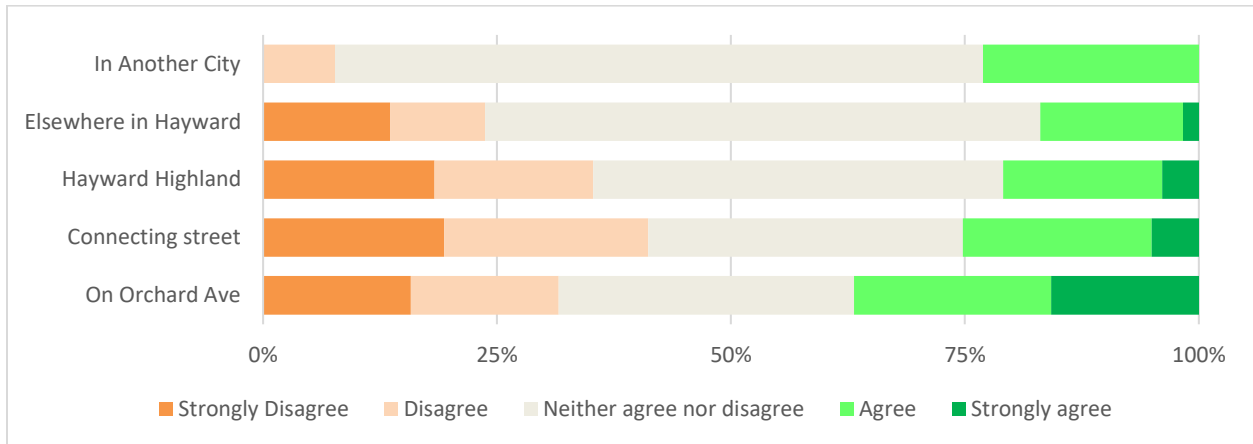
Figure 11 – Reduction in Cut Through Traffic by Mode of Travel



Heavy Vehicle Traffic

Respondents who live on Orchard or nearby streets were somewhat more likely to say that heavy vehicle traffic was reduced on Orchard Ave (Figure 12). With data showing nearly a 50% drop in heavy vehicle traffic, it makes sense that people who live in the area would more likely to perceive that change, compared to people who only pass through the area.

Figure 12 – Reduction in Heavy Vehicle Traffic by Location



Similarly people who traveled by bicycle or foot were more likely to say that heavy vehicle traffic had reduced (Figure 13). Finally, younger respondents were much more likely to say that heavy vehicle traffic had reduced (Figure 14).

Figure 13 – Reduction in Heavy Vehicle Traffic by Mode of Travel

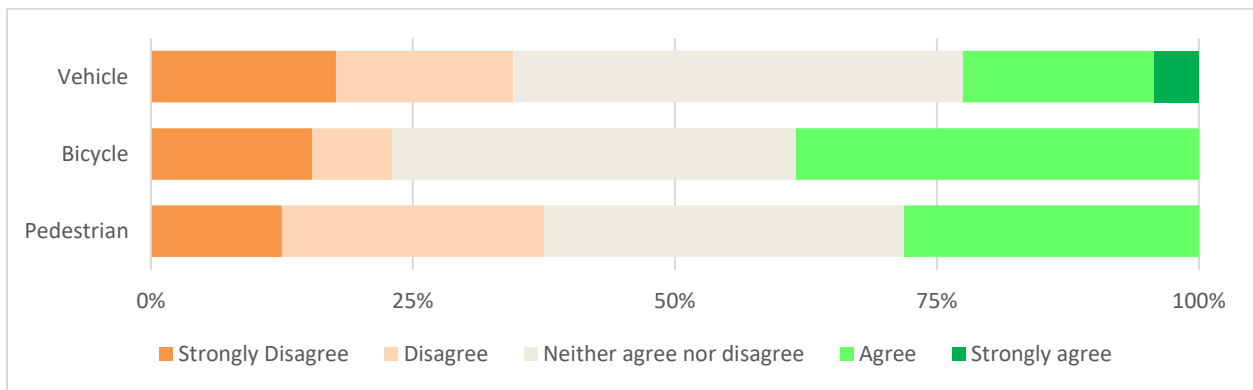
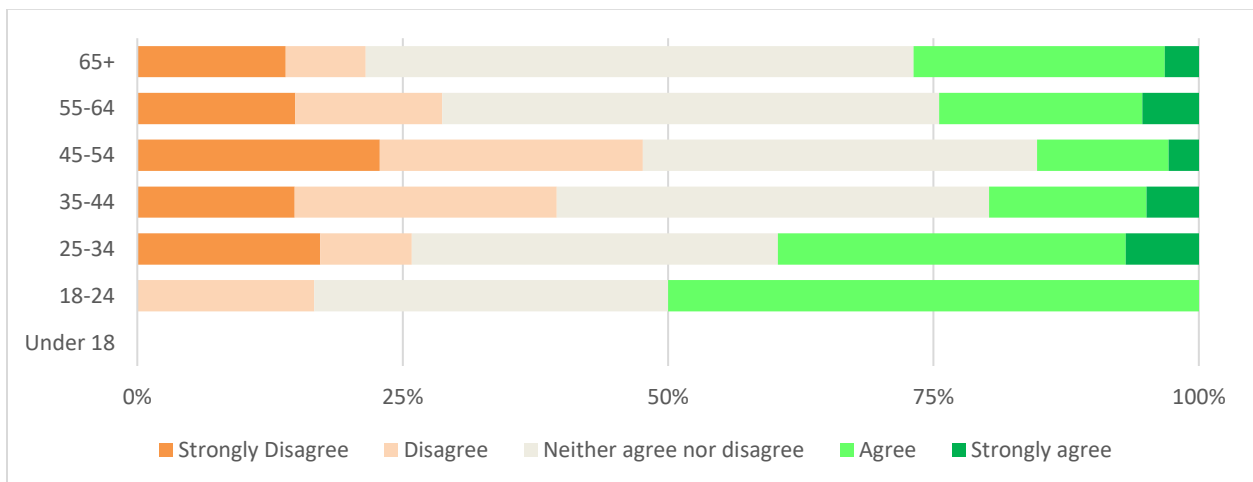


Figure 14 – Reduction in Heavy Vehicle Traffic by Age of Respondent



Congestion at Mission Boulevard

All groups were likely to say that congestion had increased at Mission Blvd, with slightly more indicating significant increase in congestion for people living in the Hayward Highland neighborhood or on Orchard Ave (Figure 15). People who said they drive were also more likely to note an increase in congestion.

Figure 15 – Increase in Congestion at Mission Blvd by Location

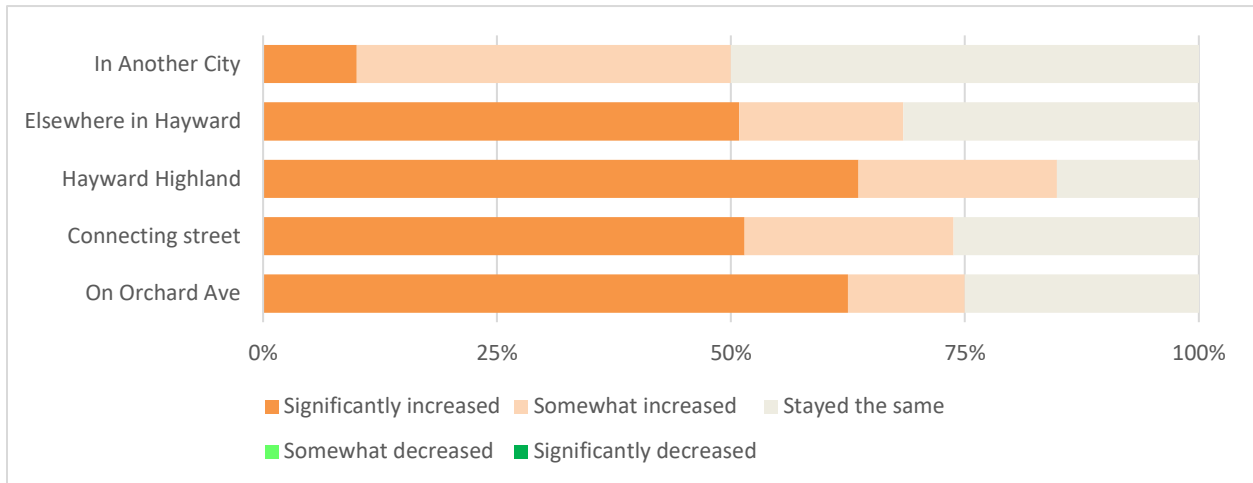


Figure 16 – Increase in Congestion at Mission Blvd by Mode

