

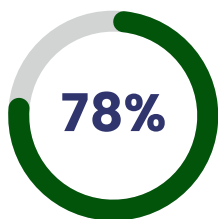


## SOCIAL MEDIA OUTREACH: FACEBOOK + INSTAGRAM

  521,000+ IMPRESSIONS & 4,800+ CLICK-THRU TO SURVEY



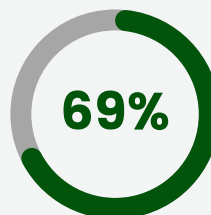
# 1,500+ SURVEYS



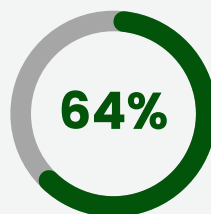
**78%** USE THE BAY TRAIL NEAR SFO



**86%** WOULD USE FUTURE BAY TRAIL NEAR SFO



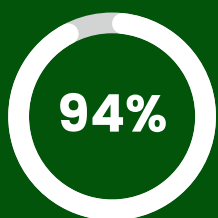
**69%** BICYCLE THE BAY TRAIL NEAR SFO



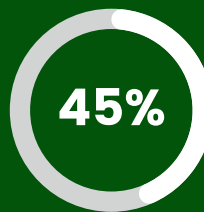
**64%** WALK-RUN THE BAY TRAIL NEAR SFO

## REASONS WHY PEOPLE USE THE BAY TRAIL NEAR SFO

(could select more than 1)



**94%** EXERCISE / RECREATION



**45%** COMMUTE / UTILITARIAN



(work, school, errands, etc.)

## WHAT IS MOST IMPORTANT?

People want a new Bay Trail segment near SFO that is safe, comfortable, connected where people can experience nature and the Bay.

Safety was the most important factor, followed by comfort, connected, nature and the Bay.

**SAFETY**

traffic and other hazards

**COMFORT**

all ages and abilities facilities

**CONNECTED**

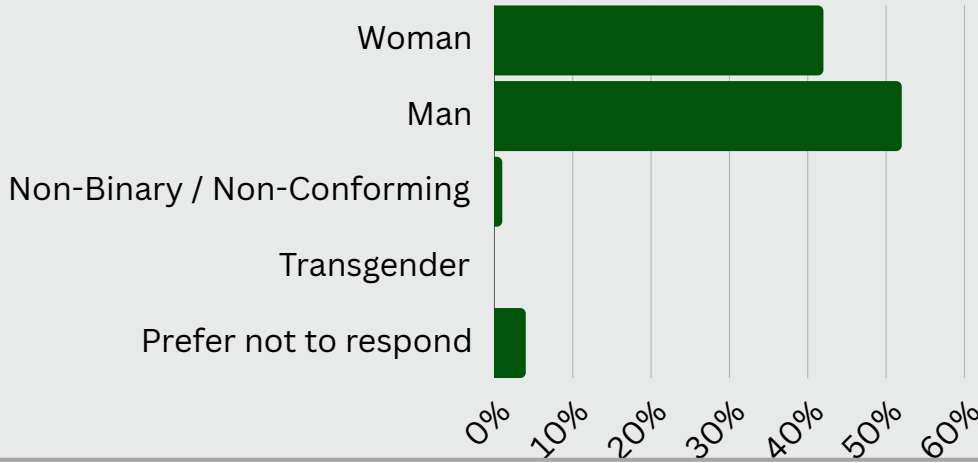
walking/biking/transit routes

**NATURE + BAY**

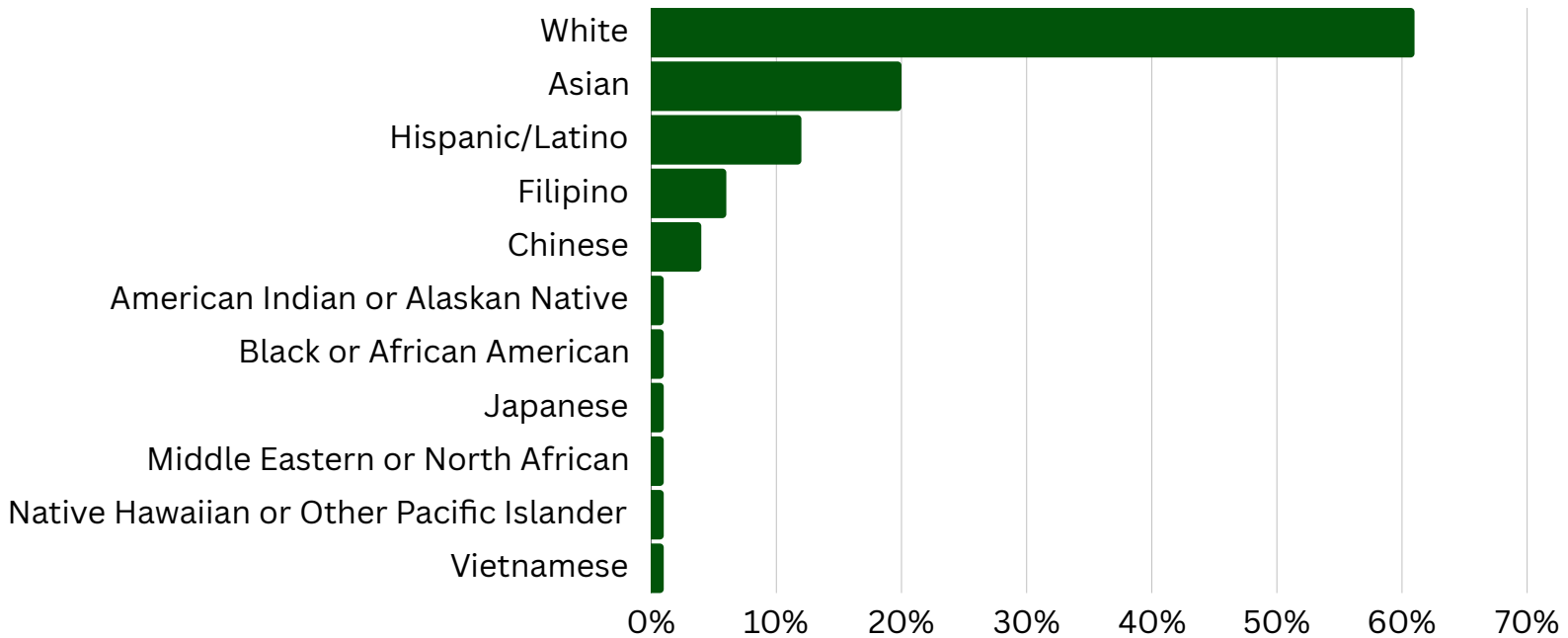
experience nature and the Bay

Most map survey respondents want Bay Trail along the water's edge or near the open space west of Highway 101.

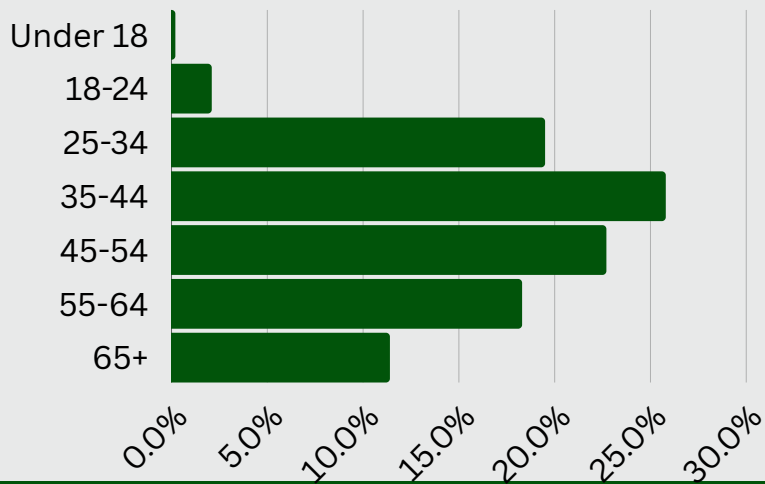
## GENDER



## RACE / ETHNICITY (could select more than 1)



## AGE



## INCOME

