# 2050 MTP – Goals Survey

Results as of August 4, 2020

# Background

- Joint DCHC MPO and CAMPO survey
- Designed in MetroQuest
- Content:
  - Support for proposed Goals
  - Policy priorities
  - Demographic of respondents
- Promoted
  - *News and Observer* article
  - MPO contact list (~1,600 contacts); two waves
  - CAMPO invite and newsletter
  - Partner agencies promoting, e.g., GoTriangle, EngageDurham
  - MPOs, jurisdictions and county websites, Twitter and Facebook
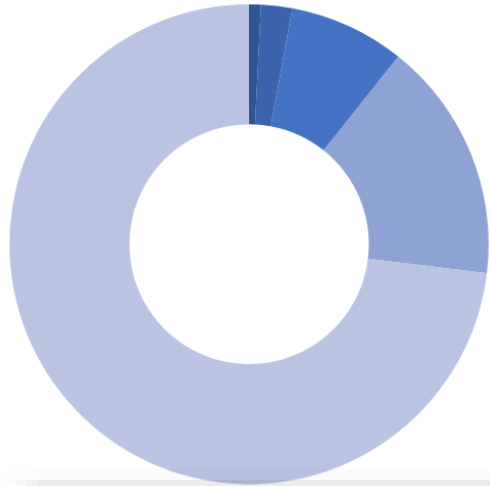  - Jurisdictions' public affairs announcement

# Participation

- Released July 2nd
- Will be open until August 13
- Activity:
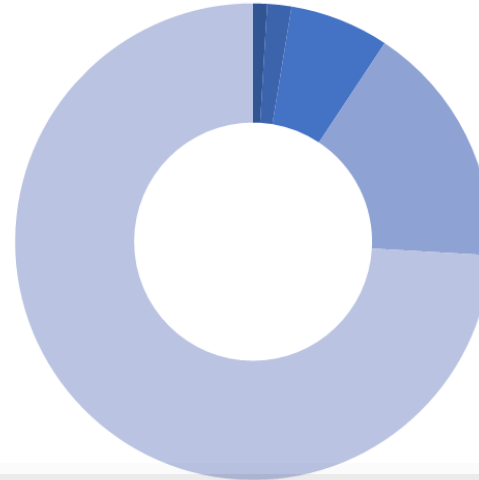  - Visitors: 2,118
  - Completed surveys: 1,221



Completed Surveys (by day)

July 2 through August 4
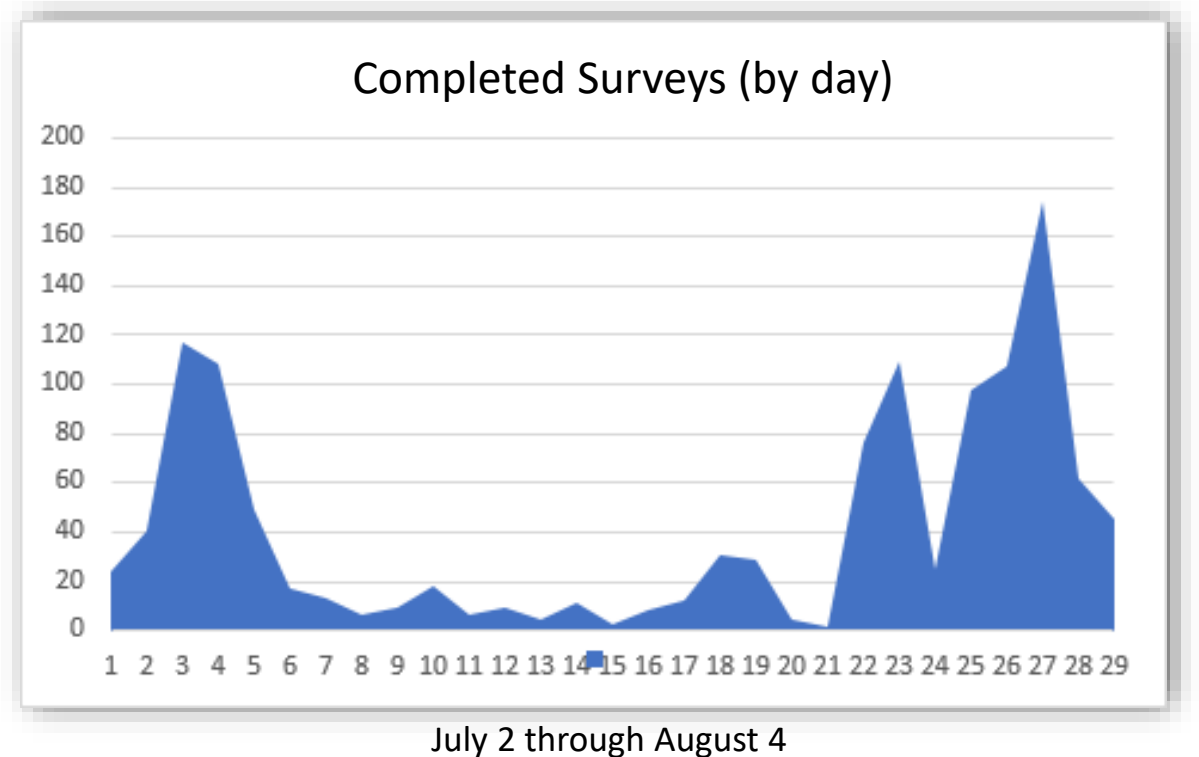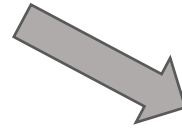
# Results – Goals (highest support)



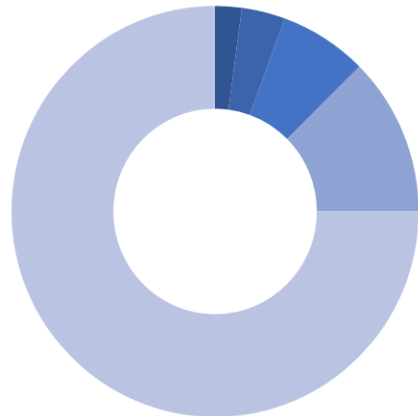**Promote Multimodal & Affordable Choices**

**4.6**

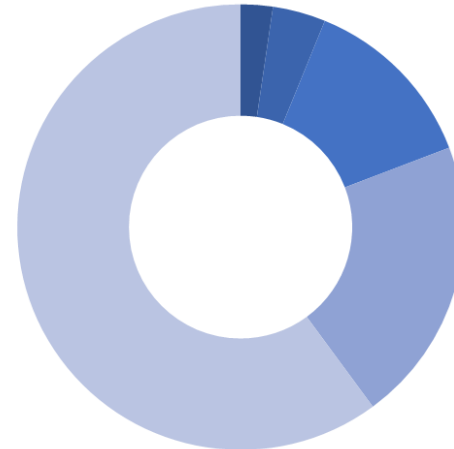**Connect People and Places**

**4.6**

**Protect the Human and Natural Environment & Minimize Climate Change**
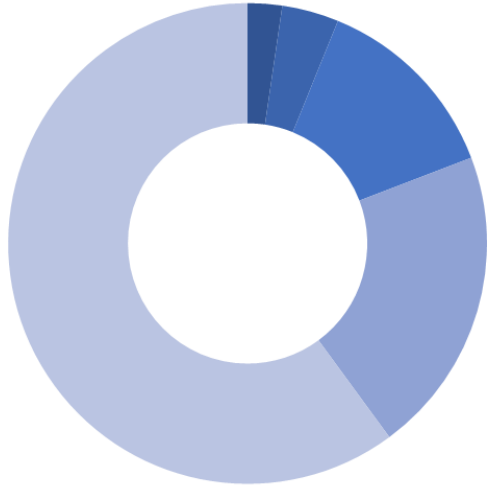
**4.5**

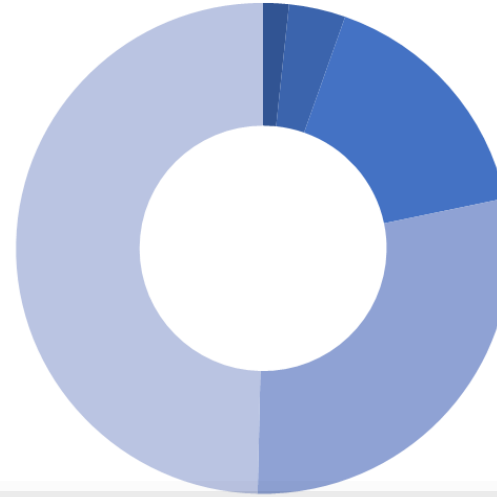**Ensure Equity & Participation**

**4.4**

# Results – Goals (not so highly supported)



Promote Safety & Health

4.3

Improve Infrastructure Condition & Resilience

4.2

Manage Congestion and System Reliability
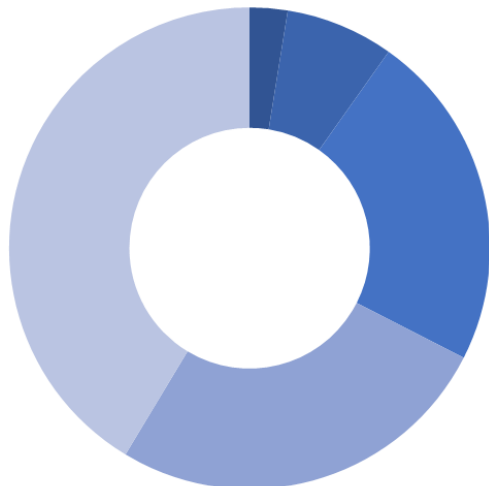
4.0

Stimulate Economic Vitality

3.6

# Results – Policy Rankings

Policies that support non-auto modes and more dense, mixed land uses have most support.

Encouraging driving has by far the least support.
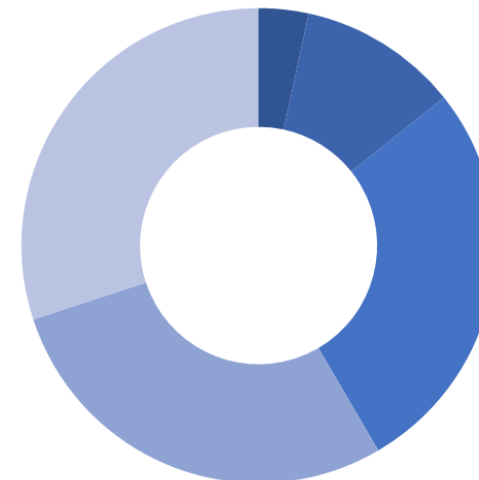
Which policies are most important to serve growing Triangle population?



Policy Rankings Bar Chart
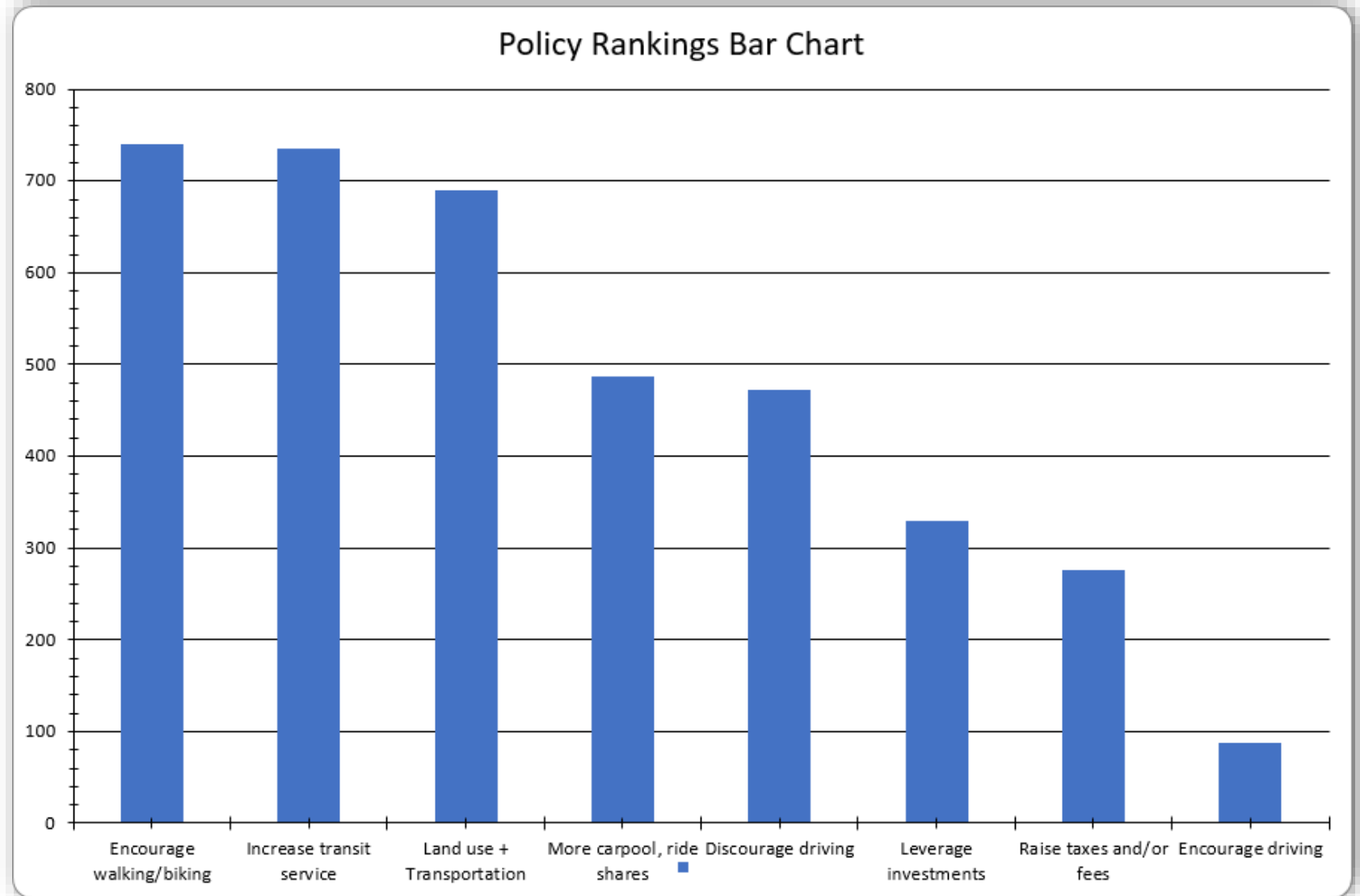
Graph shows number of times that a policy was ranked in the top five.

# Demographics – Home Zip Code of Survey Participant

## DCHC Area

- Central Durham, zip code 27701, is highest
- No adjustment (normalization) for zip code size; rural zip codes are larger, but less dense.
- Zip codes are too big to get clear picture of participant geography.



Respondents in Zip Code
- 1 - 4
- 4 - 8
- 8 - 11
- 11 - 14
- 14 - 16
- 16 - 21
- 21 - 29
- 29 - 51
- 51 - 65
- 65 - 121

Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community
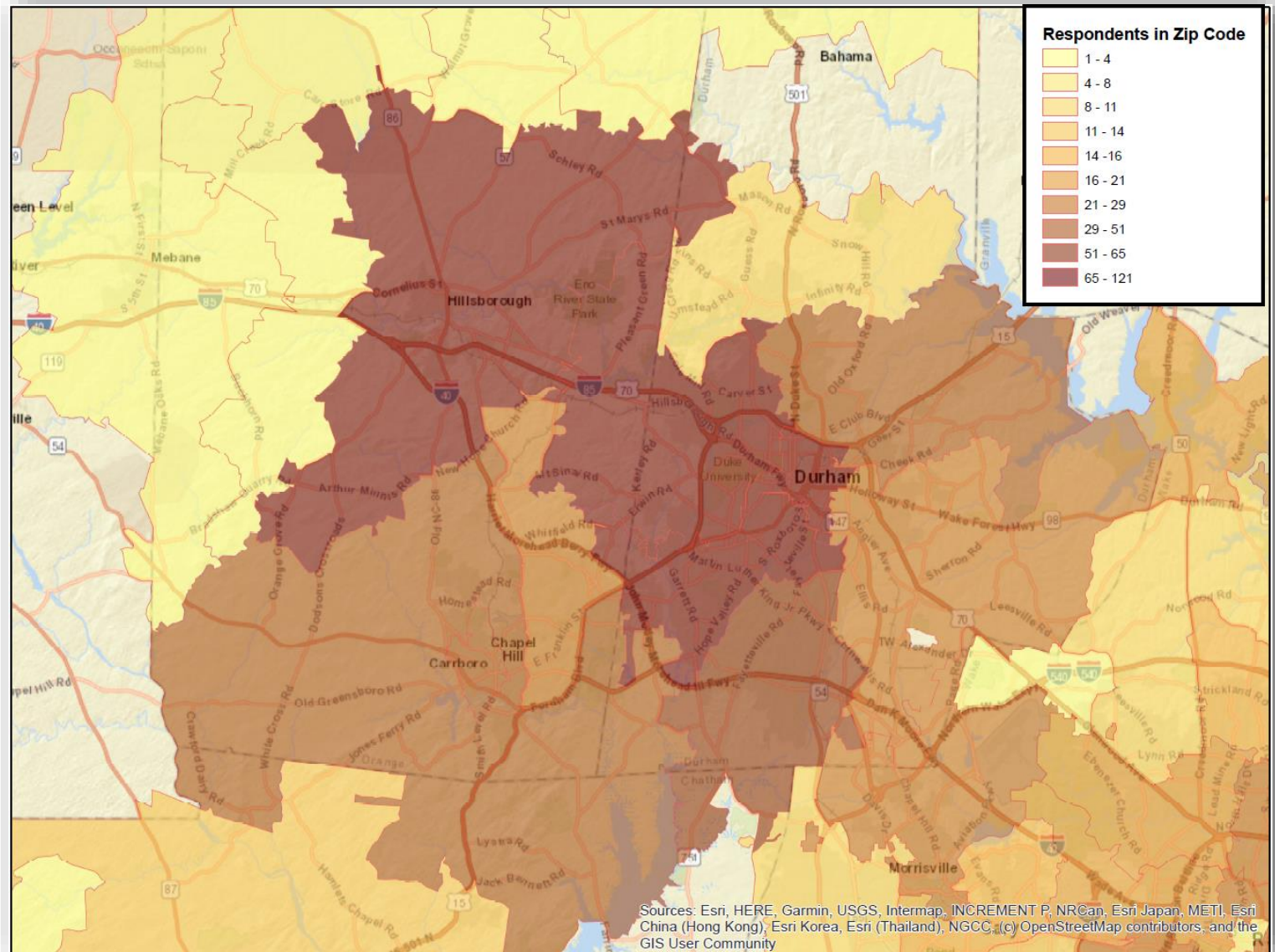
# Demographics

## Race/Ethnicity

| | Percent | No. |
|---|---|---|
| American Indian or Alaska Native | 2% | 18 |
| Asian | 4% | 41 |
| Black or African American | 5% | 49 |
| Hispanic or Latino | 3% | 36 |
| Native Hawaii or Pacific Islands | 0.5% | 5 |
| White | 86% | 883 |

How does survey participation by race compare with DCHC MPO demographics (from draft 2020 Environmental Justice report)

| Black | 28% |
|---|---|
| Hispanic | 12% |
| All minorities | 48% |

# Demographics

## Household Income

| | Percent | No. |
|---|---|---|
| < $25 | 3% | 30 |
| $25 to $45 | 7% | 67 |
| $45 to $75 | 20% | 184 |
| $75 to 100 | 17% | 156 |
| $100 to $150 | 25% | 233 |
| $150+ | 27% | 253 |

Note: Annual household income in thousands

## Language

| | Percent | No. |
|---|---|---|
| English | 93% | 1,005 |
| Other | 3.8% | 41 |
| Spanish | 3.5% | 38 |

Note: Language spoken at home

## Disability

| | Percent | No. |
|---|---|---|
| No | 94% | 922 |
| Yes | 6% | 59 |

Note: Persons who consider themselves disabled.

# Demographics

## Age (number of respondents)
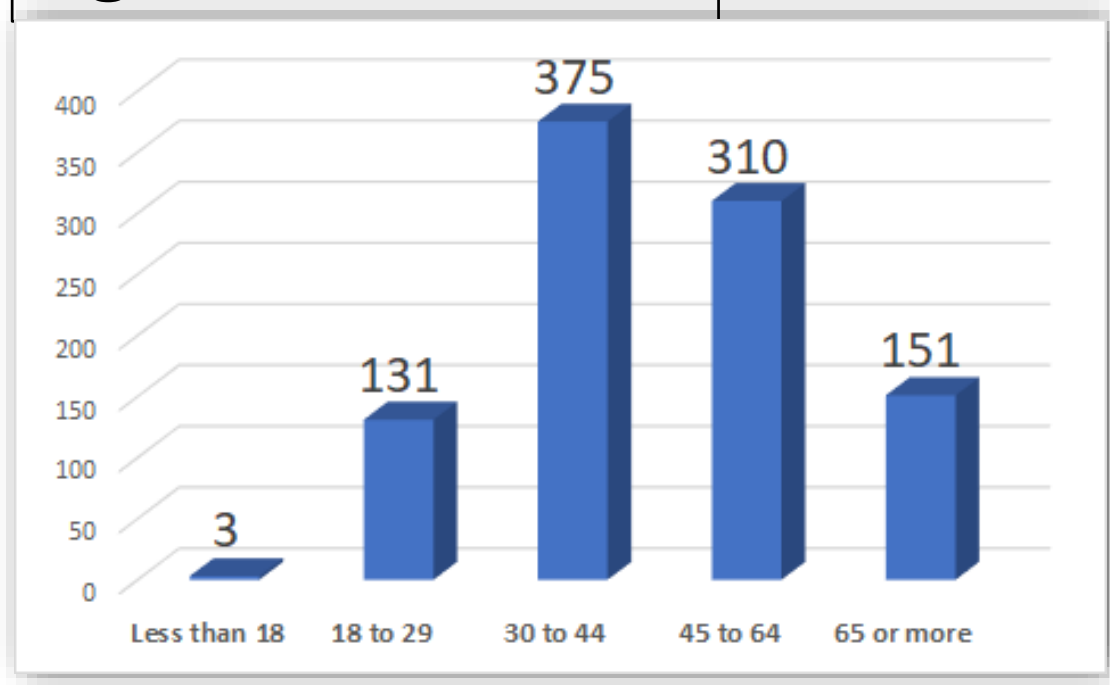


| Gender | | |
|---|---|---|
| | **Percent** | **No.** |
| Female | 48% | 467 |
| Male | 51% | 495 |
| NonBinary | 1.1% | 11 |
| Other | 0.6% | 6 |