

Background

- This survey, conducted by The Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO), will be used to help design the *2040 Long-Range Transportation Plan (LRTP)*.
- Survey was designed in Survey Monkey and made available online and in printed form.
- The survey will be accessible until May 31st.
- This document presents the results up to 6/15/12.

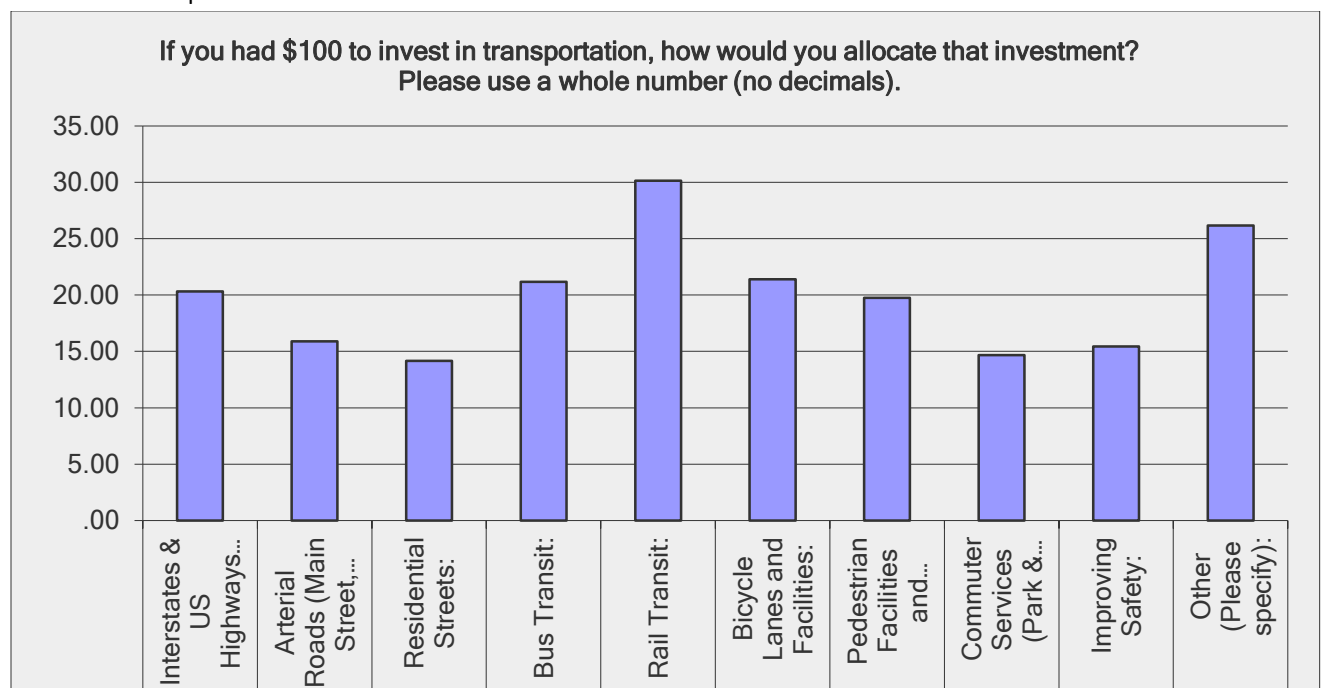
Results

The following sections present the results by each survey question.

Transportation Investment:

In order to gain input on how individuals would allocate transportation funds, we presented a question that “gave” them \$100 to invest in transportation as they saw fit. *Rail Transit* received the highest response average of **30**, while *Bus Transit* and *Bicycle Lanes and Facilities* trailed at **21** each, and Interstates and US Highways at **20**.

*Note: As an oversight, there was no room provided for survey takers to specify what they would have rather had as the “Other” option.



Policy and Investment Decisions:

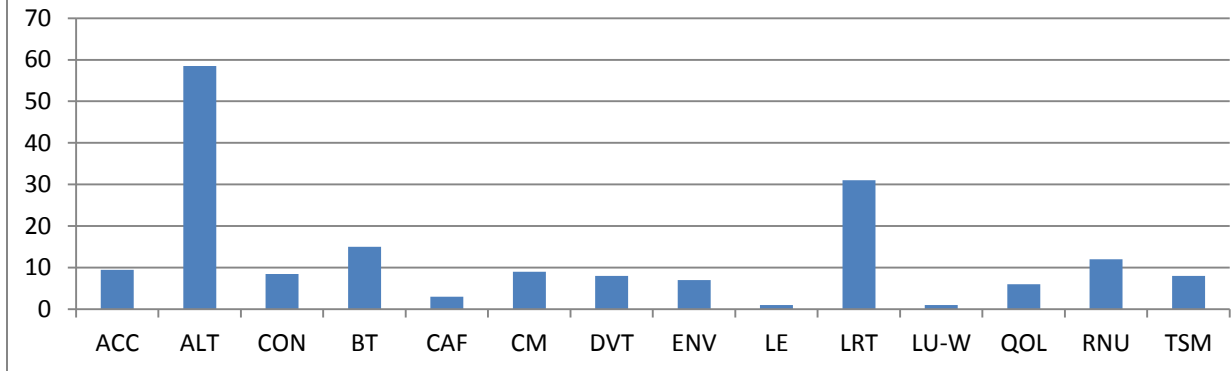
We had survey takers rank in order of importance (1 being most important, 10 being least important) the following transportation policies in our investment decisions. Since 1 was the HIGHEST designation, the LOWER the Rating Average, the MORE IMPORTANT the category was to the public. Therefore, *Impact on Neighborhoods and Livability*, *Preservation*, and *Transportation Choices* were the three MOST IMPORTANT policies. *Congestion and Travel Time* and *Economic Development* were the two LEAST IMPORTANT. There was not a large spread in the total score between the policy choices, signifying that all the policies appear to have some support from the respondents.

Air Quality	5.08
Economic Development	6.73
Preservation	4.92
Connectivity and Convenience to Destinations	5.43
Congestion and Travel Time	6.16
Impact on Neighborhoods and Livability	4.59
Efficiency ("Bang for Your Buck")	5.99
Energy Use	5.33
Transportation Choices	5.19
Safety	5.48

Important Transportation Option:

Alternate Transportation (ALT) was designated the "Most Important" aspect of the transportation that needs improvement, with **33%** of the survey population agreeing. We categorized answers into the *Alternate Transportation* category if they included more than one transportation mode that was not the dominant highway mode (i.e., bus transit and bicycle/pedestrian). Further, we had categories for those who answered just one mode. The "Most Important" designations were **BT- Bus Transit** and **LRT-Light Rail Transit**.

Category Designation vs. Frequency of Referral



LEGEND:	
ACC: Accessibility	ALT: Alternate Transportation (Bike/ped, bus, rail, etc.)
CON: Connectivity	CM: Congestion Management
BT: Bus Transit	DVT: Development
CAF: Costs and Funding	ENV: Environment
LE: Law Enforcement	QOL: Quality-of-Life
LRT: Light Rail Transit	RNU: Road Network Update
LU-W: Land Use-	TSM: Transportation System Management

How to Accommodate Future Growth:

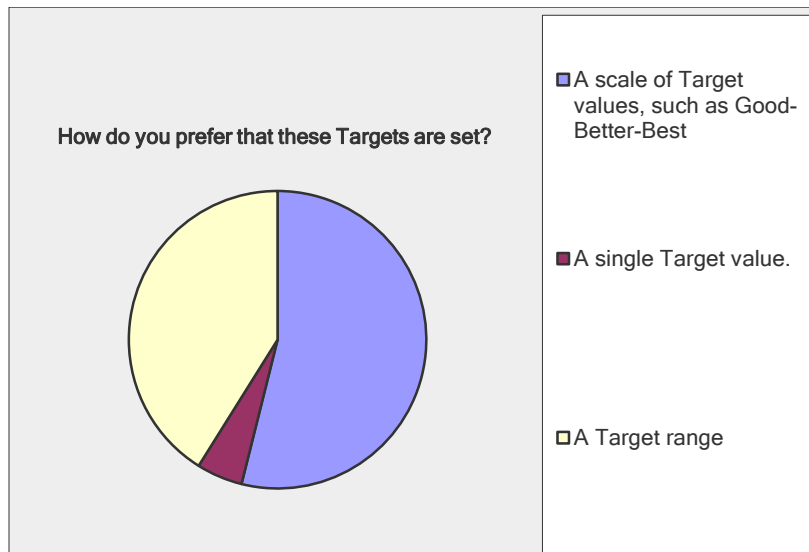
After explaining that the Triangle Area is expected to grow by nearly 1 million new residents over the next 30 years, we had respondents rank in order of importance (1 being most important, 10 being least important) the following policies to address the growing population's needs. Since 1 was the HIGHEST designation, the LOWER the Rating Average, the MORE IMPORTANT the category was to the public. The three MOST IMPORTANT policies are in bold in the following table. Those policies relate to land use, alternative transportation and transit. Policies related to highway improvements and highway funding (i.e., motor fuels tax) were the LEAST IMPORTANT.

Category	Rating Average
<i>Leveraging:</i> Leveraging private and public investment (private investment in roads, toll roads, etc.)	6.4
<i>Raise the motor fuels tax</i> to increase revenue	5.38
Encourage the use of <i>more fuel efficient vehicles</i> and <i>discourage driving.</i>	4.88
Land use changes that implement <i>more mixed-use and denser developments</i> to reduce trip lengths.	4.86
Focus on <i>increasing road capacity</i> and <i>reduce spending on bicycle, pedestrian and transit.</i>	7.54

Category	Rating Average
Permit land use design elements that support alternative transportation modes such as <i>sidewalks and grid street patterns with shorter block lengths.</i>	4.61
Support infrastructure that creates incentives to carpool and take transit.	4.62
Permit <i>more concentrated residential and employment development along key travel corridors</i> to reduce trip lengths and make transit more efficient.	5.29
Increase transit capacity and investment.	4.81
Create local ordinances that <i>require major employers to develop strategies that reduce congestion and increase transportation efficiency.</i>	5.85

Transportation System Targets:

When asked about the preference of a target system for our transportation system, the majority of the survey population (**53.9%**) reported wanting “A scale of Target values, such as Good-Better-Best”, while **41.1%** reported wanting “A Target range.”

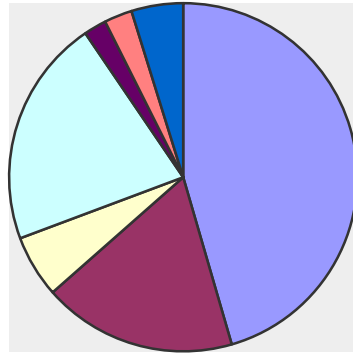


Survey Population:

RESIDENCE

The majority of our survey population reported residing in Durham County (**63.5%**). **45.5%** of our survey population indicated residing in the City of Durham, **21.2%** reported living in Chapel Hill, and **18%** reported living in Durham County, but outside the City of Durham.

Please tell us where you currently live.

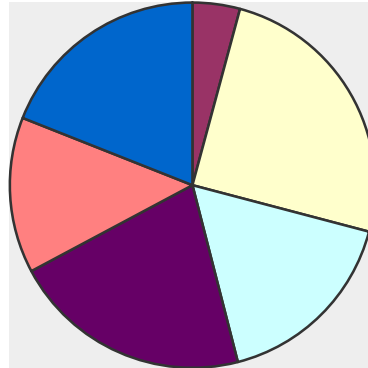


- In the City of Durham
- In Durham County, but outside the City of Durham
- In Carrboro
- In Chapel Hill
- In Hillsborough
- In Orange County, but not in Chapel Hill, Carrboro or Hillsborough
- In Chatham County

AGE

The age of our survey population was evenly distributed among the age categories above 25 years old. To date, we have not had any survey takers report that they were under the age of 15.

Please identify your age group:



- 15 and under
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 +