

# Goals, Objectives and Performance Measures

## Survey Summary

---

### Background

The DCHC MPO released the Goals, Objectives and Performance Measures for a public comment period from February 12, 2016 through April 1, 2016, and provided several options for citizens to provide comments. The MPO provided an online survey to collect respondents' preferences on transportation investment and policy. This document provides a summary of the survey responses – there were 813 respondents. This survey is not scientifically sampled.

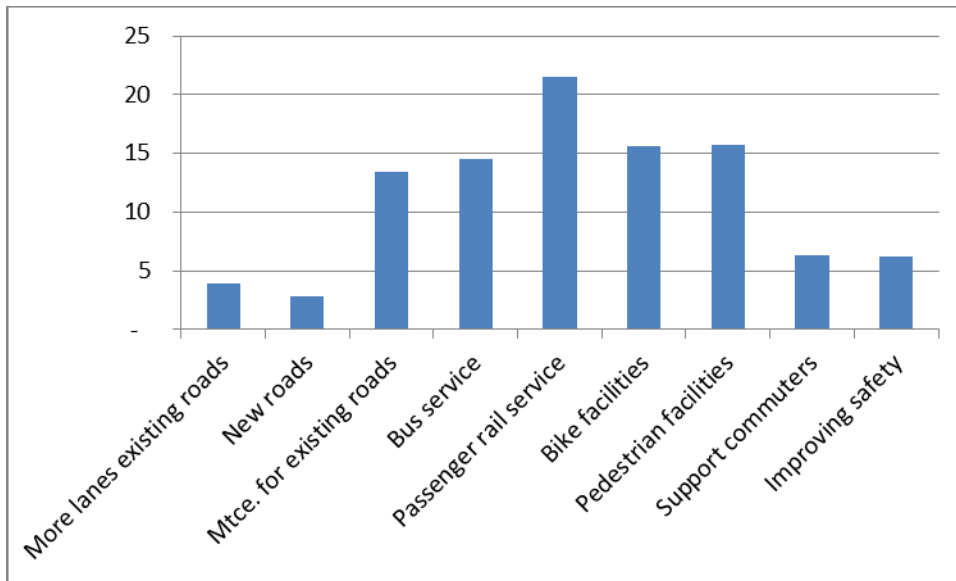
---

### Transportation Investments

Question 1:

If you had \$100 to invest in transportation, how would you allocate that investment?

#### Results



## Considerations for Policy and Investment Decisions

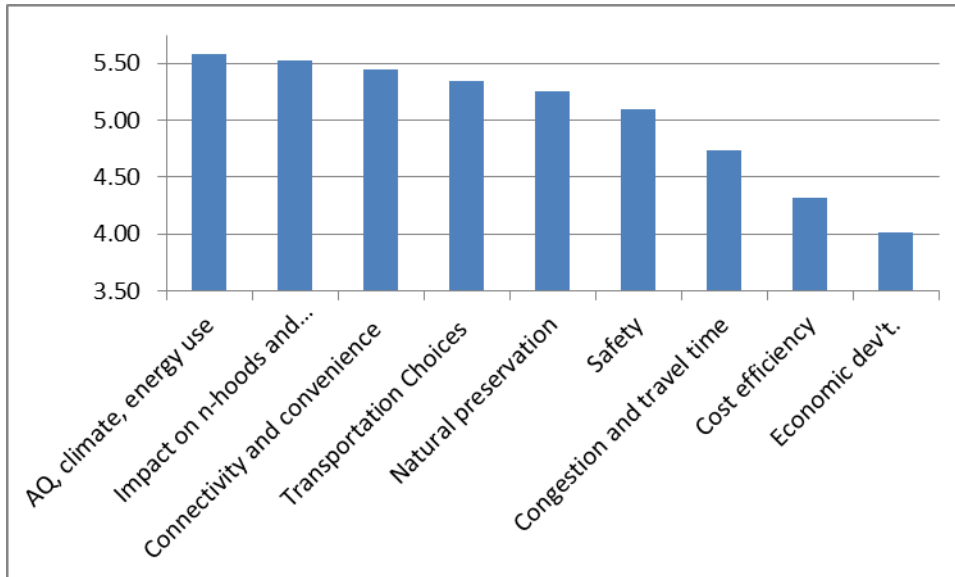
Question 2:

How important is it that we consider the following in making our transportation policy and investment decisions? Please RANK in order of importance from 1 to 9 (1 being most important; 9 being least)

Answer Choices Included

- Air quality, climate change and energy use
- Economic development
- Preservation (wetlands, woodlands, wildlife habitat)
- Connectivity and convenience to destinations (shopping, employment, etc.)
- Congestion and travel time
- Impact on neighborhoods and livability
- Cost efficiency ("Bang for Your Buck")
- Transportation Choices (a variety of modes to choose from: automobile, bus, biking, walking)
- Safety

**Results** (weighted by order of preference) (higher value = higher preference)



(Note: The range of the data display is reduced to 3.5 – 5.5 to help distinguish data differences)

## Considerations for Policy and Investment Decisions (continued)

Question 2 had an “other” option in which respondents could specify their choice. The text of those choices is shown below.

- Stop prioritizing automobiles moving quickly!
- Economic development will flow from keeping the other factors in mind
- Equity
- traffic calming on N. Roxboro St
- Traffic calming. Some roads (i.e. N. Roxboro st.), through neighborhoods and near businesses, are TOO WIDE encouraging speeding and endangerment of pedestrians and bicyclists.
- This town needs connected bike lanes. Not "share the road" lanes. It is by far too dangerous at the moment. Impossible.
- Health
- Being able to get to the airport from Chapel Hill on public transportation
- Affordability, impact on low-income communities
- For some of these it is hard to tease out their relative importance, as things like connectivity and convenience to destinations are directly tied to others, like impacts on livability, which in turn is directly related to air quality, etc. In ranking, I tried to consider what are the upstream causes, and have ranked these highest. Lower ranked items, while I believe are still important, I feel would be consequences of the higher ranked items (ex. connectivity, etc).
- water quality is implicit here but needs to be explicit. this is an oversight
- enforcement of traffic laws
- I work off shifts. So in considering public transportation options, scheduling is important, otherwise I can't even consider it.
- I moved to Chatham County because it is mostly rural. That is the most important factor to me.
- ROI for density vs. sprawl with all infrastructure investments
- Obviously, these are all related. Don't have to be either/or. We need to develop comprehensive master plans that address all issues at once. Dense, mixed use, walkable communities will address all of the issues above.
- This is hard to prioritize. Needs to be done, but still hard,
- Smart design of public places to cater to vision impaired and other persons with disabilities
- Bicycle network in particular -- Durham is shamefully behind in building its bike network.
- Don't make our rural highways desirable truck routes and shortcuts
- Desegregation NOT 2-tier system like BCC/Light Rail...
- Traffic calming of major streets running through neighborhoods. (i.e. N. Roxboro St.)
- SLOW traffic on neighborhood/city streets
- Walkability=1
- High Speed Train
- MAKING THESE CHANGES HAPPEN QUICKLY

- any light rail MUST include access to RDU
- Safety for users that are NOT in motor vehicles
- An effective, connected SYSTEM, ie transportation network
- Bus route from central Durham to RTP
- facilitating economic opportunity for underserved populations
- You are missing the most disruptive technological change since the invention of the automobile and that is automated driverless cars and the emergence of the sharing economy
- Wow, tough choices and all of importance to me.
- Walkability
- lower income availability
- Cost of a bicycle path is less and bang for buck is beyond this survey
- public transportation 7 days a week.
- THIS IS A BEDROOM COMMUNITY THAT IS YOUR TAX BASE THE SCHOOL FUNDING PROVES THAT
- now I know how hard this will be
- Integration of bicycle lanes/trails/access with road development (not as afterthought)
- Equity!
- Development of Complete Streets
- access to active transportation for EVERYONE (e.g. walk, bicycle) or public transit (light rail, bus, streetcar)
- balance environmental issues with development issues
- Usability and design is crucial. Huge stretches of downtown Durham sidewalks have ZERO shade. We live in the south, c'mon!
- Employee Parking Garage for ALL staff that work 12hr days, bus adds 1hr to travel a DAY
- Safety of women on public transit, especially at night
- Most important if not already tied to impact on neighborhoods & livability is the now more measureable happiness and quality of life
- want to give several of these equal status
- please note, would have put 15% of dollars on trails (bicycle/pedestrian) build and maintenance in first exercise, 10% each to safety/sidewalks/road maintenance and remainder to passenger/light rail build/maintenance in prior exercise. Shame on you for not having an entry for trails work! VERY Important amenity!!!
- Value of trails is missing in this survey. They are important for health, commuting, property value, etc.
- These type questions are crazy; all items are important and must be balanced.
- mandatory death penalty for hit and run drivers!!!!!!
- Proximity of mass transit to affordable housing

## Transportation Priorities

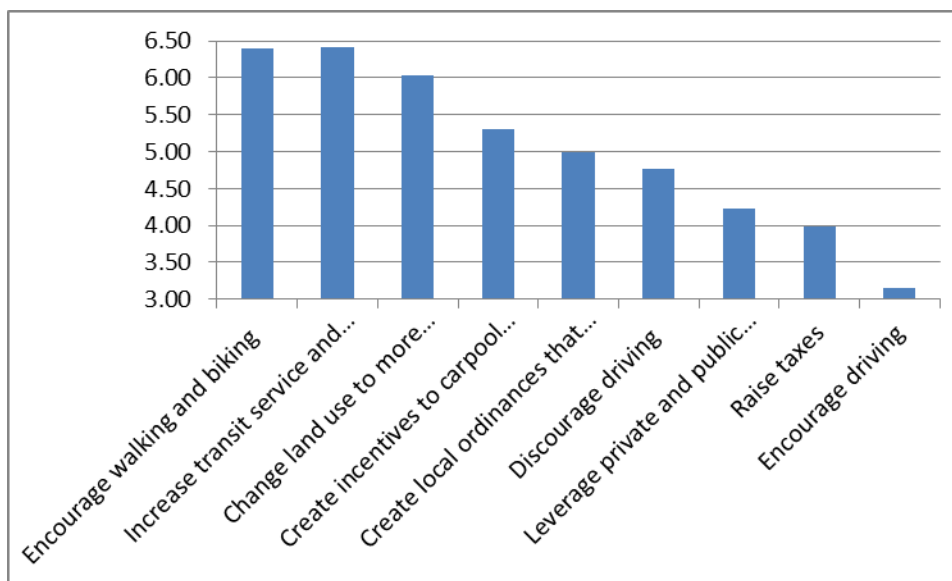
### Question 3:

The Triangle Area is expected to grow by nearly 1 million new residents over the next 25 years. Please RANK the importance of the following policies in serving this growing population. (1 being most important; 9 being least important)

Answer choices included:

- Leverage private and public investment (private investment in toll roads, etc.).
- Raise taxes (such as property, sales or motor fuels) to increase revenues.
- Discourage driving (build fewer highways and increase driving costs such as fuel taxes, tolls or parking).
- Change land use to more mixed-use and denser developments to reduce trip lengths and make transit more efficient.
- Encourage driving (reallocate funding to build more roadway capacity).
- Encourage walking and biking (reallocate funding to build more sidewalks, bike facilities and trails).
- Create incentives to carpool and take transit (such as toll roads and park-and-ride lots)
- Increase transit service and amenities.
- Create local ordinances that require major employers to develop strategies that reduce congestion and increase transportation efficiency.

### Results (weighted by order of preference) (higher value = higher preference)



(Note: The range of the data display is reduced to 3.5 – 6.5 to help distinguish data differences)

## Transportation Priorities (continued)

Question 3 had an “other” option in which respondents could specify their choice. The text of those choices is shown below.

- Stop parking requirements and slow traffic
- Speed limit enforcement and speed traps. You would generate a lot of new revenue!
- Finally build the long-promised Duke-Beltline extension of the American Tobacco Trail. Pay more attention to the North and East of downtown. We are cut off because of N. Roxboro and Mangum St.
- don't support toll roads or its lumping in with other things here--why is not making transit more attractive through connectivity not on here?
- more affordable housing re: land use, for people who do not drive
- I am opposed to tolls on roads paid for by tax payer dollars or subsidized by tax payers in any way. So chose not to rank anything that involves tolls highly because of the way you aggregate data but I would support some of the bundles measures
- Do not waste taxpayer money on light rail. Implement most cost effective methods such as bus rapid transit. Research more state of the art options - not light rail
- Encourage faster broadband to support telecommuting
- I am in favor of transit service but not LIGHT RAIL IN DURHAM. THAT IS A TOTAL BOONDOGGLE.
- Develop a rail service for the triangle, state, nation.
- price pricing and direct revenues to improve ped/bike access and safety.
- BUILD A LIGHT RAIL TO CONNECT OUTLYING AREAS!
- Make developers contribute substantially to the building of schools and the utilities infrastructure so more money is available for improving transportation. The ordinary citizen is paying for this development rather than those receiving the profit. Transportation should be routed around the town so that the character of the town is not lost with the influx people due to the addition of 22,000 new homes.
- I would rather you raise my taxes than continue developing the rural areas.
- Locate new schools within a walkable distance to neighborhoods and with sufficient facilities to actively commute
- Town planners need to plan, and not just react to private developers. We should use form based zoning to decide what we want our cities to look like and how they should function, then ask private developers to invest in those plans. That's how the great cities of the world evolved. Savannah started with a plan, then they built it.
- Very Liberal one sided survey
- Wish they took these issues to heart 3@ years ago when they were brought up.
- Build infrastructure/ use smart architectural design of public places to promote healthy living
- Light Rail for all of Triangle
- Promote More & Better Desegregated Bus Services.

- Traffic calming. Curb extensions, Roadway Greening, bike lanes, road narrowing. (on N. Roxboro St. and Mangum)
- Create better public transportation options: light rail, express buses that run later, etc.
- Forget the light rail boondoggle and put more buses on the roads.
- Wouldn't vote for doing any of these!
- High Speed Trains with stops at least every half mile and less than 7 min. wait times.
- create incentives (ex:company tax breaks for co.s that provide employee alternatives to commutes) vs. penalties to encourage participation
- Do NOT subsidize the cost of driving a personal motor vehicle.
- start putting utility lines underground, one street at the time
- NC pays tolls at the gas pumps
- Prefer taxes to come out of the most damaging to the environment: gas guzzling vehicles, gas, all dirty energy
- light rail is my #1
- Eliminate barriers to the effective use of transit (cost, reliability, opportunity cost)
- I dispute the DCHC MPO numbers used in the justification of DOLRT
- Build light rail with hub and spoke bus service.
- Require new infrastructure to be built to handle future growth
- Deliberate integration of pedestrian/bicycle and roadways.
- raise taxes if they go directly to fund schools.
- not waste money on projects only a limited number of people will use (light rail)
- Density, flexibility, and frequency. The reason Durham is growing is because downtown isn't an empty wasteland. Continue supporting our local businesses and make it safe.
- Progressive taxes indexed to income, not flat taxes
- I am opposed to the light rail planned for Durham-Chapel Hill. Trains to Raleigh via Hillsborough are fine since the existing rails would be used. But a light rail from Chapel Hill to Durham is too costly and ridiculous.
- Water?
- I'm not sure that some of these so-called string priorities can't be grouped and fostered simultaneously. I'm not sure this exercise is elegant or useful in aiding policy or gaining truly useful response from members of the public like me. Maybe a little more synergistic and less dualistic thinking would achieve better outcomes?
- A comprehensive trails policy is critical to serve as a vital transportation corridor for walking and trails, which helps to reduce traffic congestion while supporting improved personal health and environmental health.
- Last item: Perhaps encourage and inform employers but naye with the ordinances.
- This is a false statement: Durham and Chapel Hill are NOT projected to increase in population by 1 Mil
- Misleading because Wake Co. will not be linked to Orange/Durham Counties
- the poll would only let me selection one option on this page. I'd rank question 2 as a 1, q3 as a 1, q4

as a 3, q5 as 5, q6 as a 5, q7 as a 2, q8 as a 1, q9 as a 4

- Affordable housing & increased density near transit options
- ensure affordable housing near transit stops and downtown
- Impact fees for new development



# Transportation System Improvements

Question 4:

What are the three most important improvements you want in our transportation system? (Please list in order of importance.)

This is an open-ended question. Over eight hundred respondents wrote-in their responses, which produced over 12,000 words. The next few pages show a quick analysis of the most frequent words and phrases. Directly below are lists of the most frequent words and phrases. The next page is a Wordle, which is a randomly generated graphic that increases the word size based on its frequency in the responses.

Single Word		
Rank	Word	Frequency
1	bicycle	286
2	rail	267
3	bus/buses	250
4	transit	226
5	lanes	182
6	roads	180
7	light	166
8	sidewalks	147
9	public	147
10	transportation	141
11	service	167
12	safety/safe	102
13	options	87
14	durham	83
15	pedestrian	79

Two-word Phrase		
Rank	Phrase	Frequency
1	light rail	157
2	bicycle lanes	129
3	public transportation	76
4	public transit	57
5	bus service	55
6	chapel hill	53
7	mass transit	49
8	more bicycle	47
9	more sidewalks	31
10	transit options	29
11	sidewalks and	26
12	and pedestrian	25
13	bicycle and	25
14	and bicycle	23
15	lanes and	21
16	bus routes	20
17	existing roads	20
18	more frequent	19
19	better bus	19
20	rail service	19



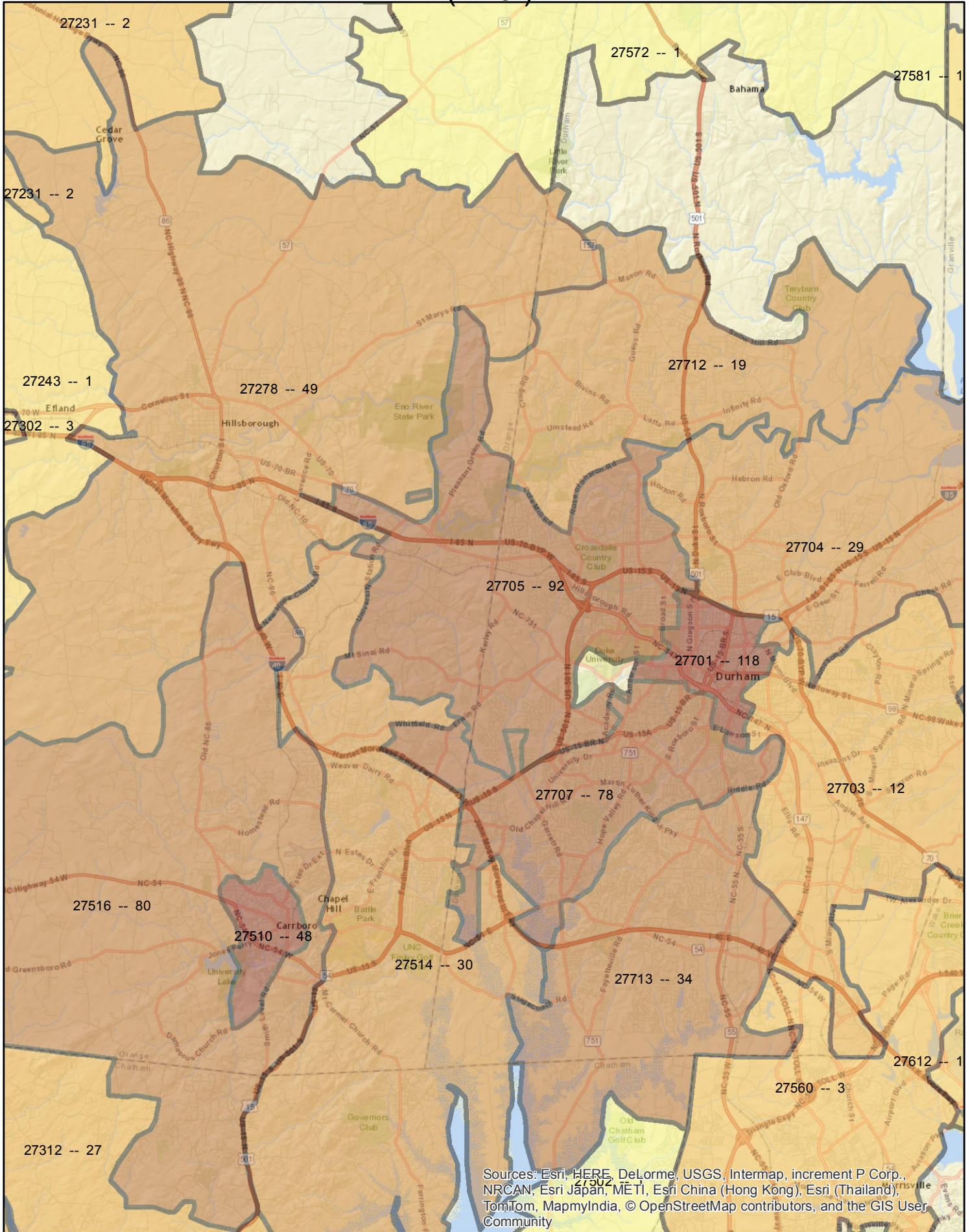
## Zip Code of Respondent

Question 5:

In what ZIP code do you live?

The map on the following page shows the number of responses by zip code. Then number of responses is normalized by zip code area, thus showing the response density. The darker the color, the higher the number of responses there are for the given area of the zip code. The zip code and actual number of responses is labeled in the center of each zip code area.

# Goals Survey Responses by Zip Code (Final)



Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community