

# Technical Memorandum: Initial Survey



## 2040 Plan – NC Statewide Transportation Plan Update

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To: Tyler Bray, NCDOT; Terry Arellano, NCDOT; Nicole Meister, NCDOT

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From: Judy Meyer, PIA (Atkins Team)

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Date: July 15, 2011

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Subject: 2040 Plan Initial Survey Response Final Report Executive Summary

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A survey was made available in both electronic and hard copy form for the 2040 Plan. The survey intended to generate thought about transportation and the future, and to collect thoughts on various aspects of transportation.

Notice of the availability of the survey was sent to 2040 Plan SSG and ACG members and Regional Contacts via email with a request to distribute the notice of the survey to others. The survey was discussed during follow-up calls made to regional contacts. A link to the survey was displayed prominently on the web page dedicated to the 2040 Plan. Notice of the survey also was included in media releases, and a Public Service Announcement sent to local access cable stations. And a Tweet, and Facebook message were posted when the survey was first made available.

The survey was made available beginning April 20 and the online version was removed on June 30, 2011.

A total of 4,153 survey responses were submitted during this time period. This includes surveys submitted in both English and Spanish. An estimated 5 percent of respondents were students, the majority of which were college students.

Highlights of feedback from the survey include:

- The top three benefits NCDOT should consider when prioritizing transportation efforts are
  - Reducing congestion
  - Strengthening local/state/regional economies
  - Reducing accidents
- Federal and state governments and developers should pay for transportation investments (top three choices).
- The top response to a question about what a transportation network should do was “be predictable and dependable.”
- Maintaining a balanced budget is most important regarding financial investments.
- Safety & security and access to jobs & healthcare top two quality of life factors impacted by transportation.
- The modes that will be most important to respondents personally in 2040 will be:
  - Motor vehicle
  - Light rail
  - Walking
- The modes that will be most important to respondents’ loved ones in 2040 will be:
  - Motor vehicle
  - Light rail
  - Airplanes
- If availability of gas becomes limited, the top three transportation modes of choice are:
  - Bus
  - Walking
  - Bicycle

- The biggest challenges to creating a successful transportation system that will serve North Carolina are:
  - Funding
  - Attitudes toward transportation
- The top three issues NCDOT should consider as the 2040 Plan develops are:
  - Funding
  - Aging roads and bridges
  - Easing congestion
- Clean water and air, and protecting the environment are most important when considering how to retain North Carolina’s natural assets.
- The top three categories (besides “other”) of additional comments are:
  - Funding
  - Rail
  - Bicycles and pedestrians

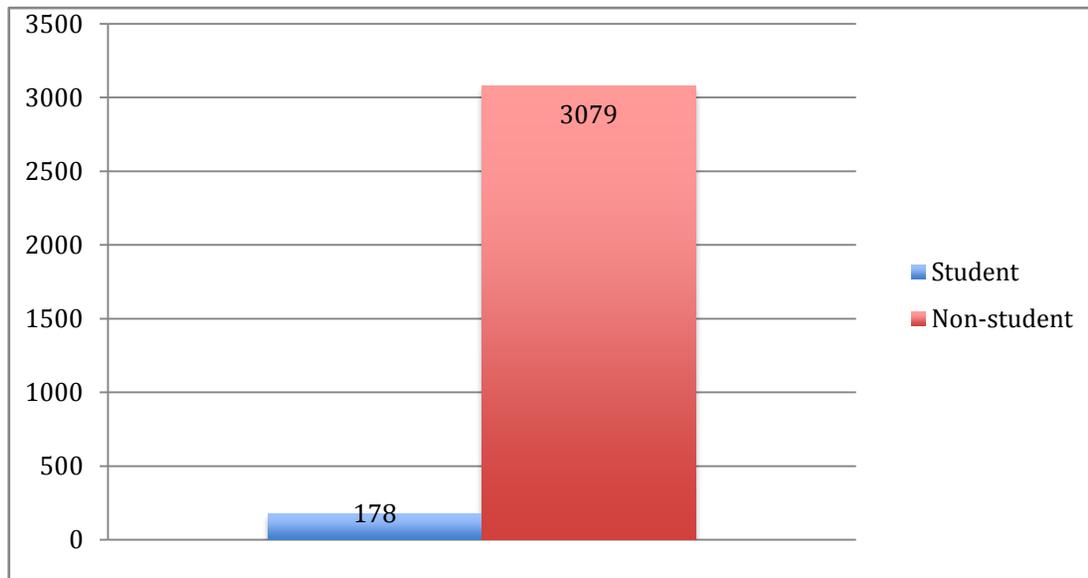
Copies of the more detailed survey results are available at [www.ncdot.gov/performance/reform/2040Plan](http://www.ncdot.gov/performance/reform/2040Plan)

All comments submitted as part of the “additional comments” field are available as a separate document on request.

## NCDOT 2040 Plan First Public Survey Response Summary (July 28, 2011)

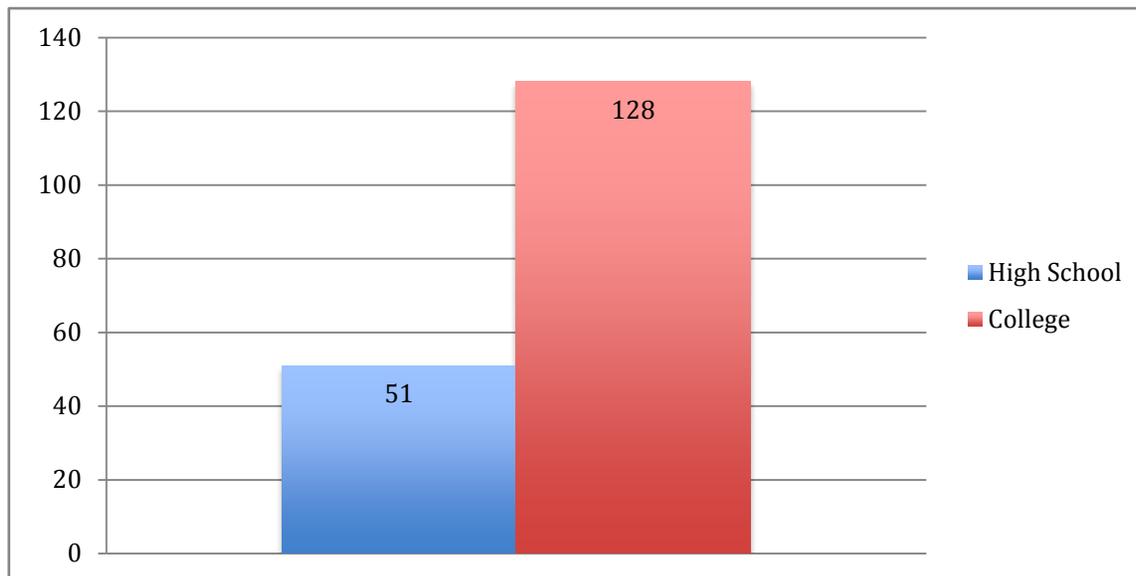
The following pages provide a summary of the responses received to the initial 2040 Plan public survey. This report represents the results of an estimated 4,153 responses to the English and Spanish surveys. This report provides the results in two formats for each multiple choice question - written and graphic. The “other” responses and the additional comments allowed for in the last question have been categorized or grouped as much as possible. There were many responses that could not be grouped. A separate file that contains all additional comments received is available on request.

1. Are you a student?		
Answer Options	Response Percent	Response Count
Yes	5.5%	178
No	94.5%	3,079



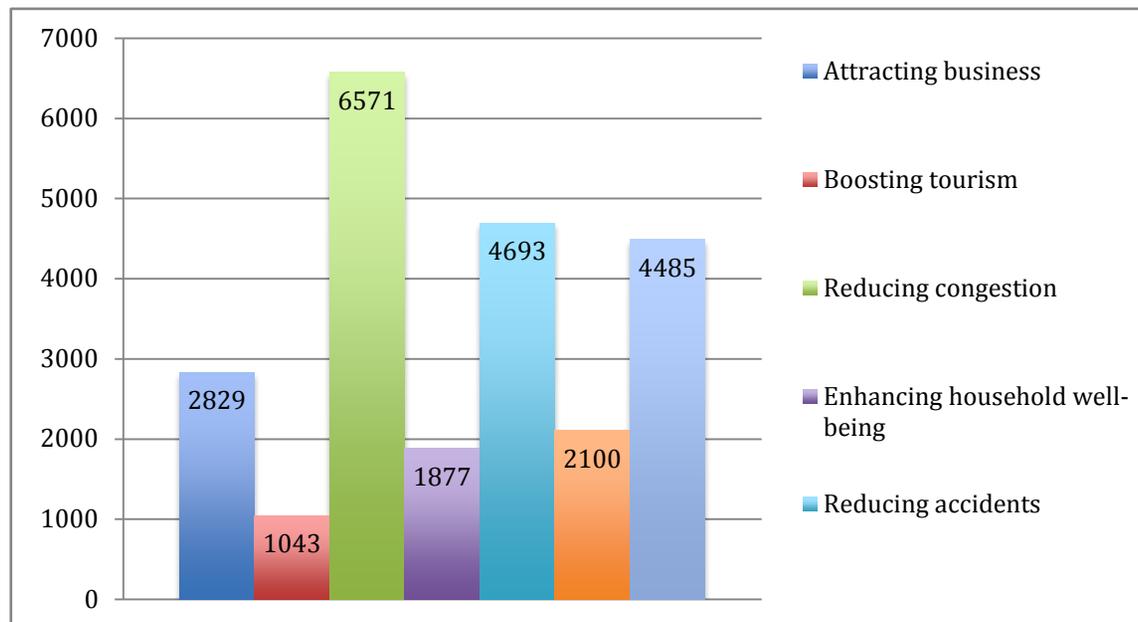
2. Since you are a student, what level of school do you attend?

Answer Options	Response Percent	Response Count
High School	28.5%	51
College	71.5%	128



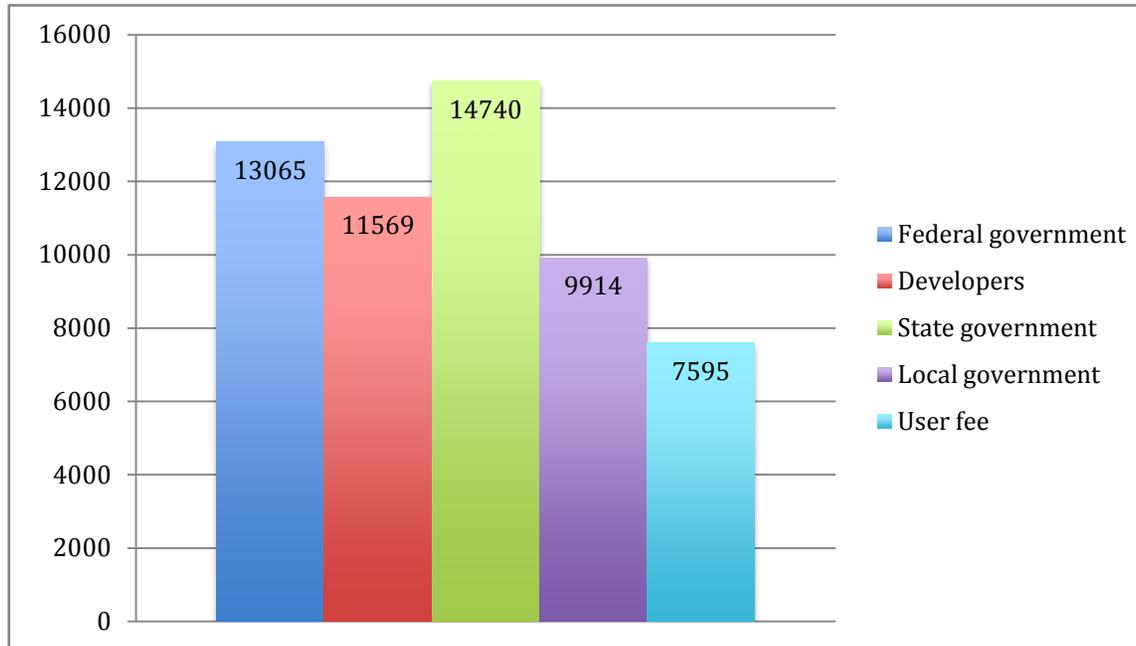
3. What do you think are the top three benefits that NCDOT should consider when prioritizing transportation investments and improvements? (From the following list, please rank your top three responses to this statement with 1 being most important, 2 being second most important, and 3 being third most important.)

Answer Options	1	2	3	Response Count	% of Total Responses	Aggregate Response
Attracting businesses	411	493	610	1514	38.5%	2829
Boosting tourism	98	201	347	646	16.4%	1043
Reducing congestion	1410	896	549	2855	72.6%	6571
Enhancing household well-being	292	299	403	994	25.3%	1877
Reducing accidents	818	908	423	2149	54.6%	4693
Creating jobs	255	445	445	1145	29.1%	2100
Strengthening local/state/regional economies	649	691	1156	2496	63.5%	4485



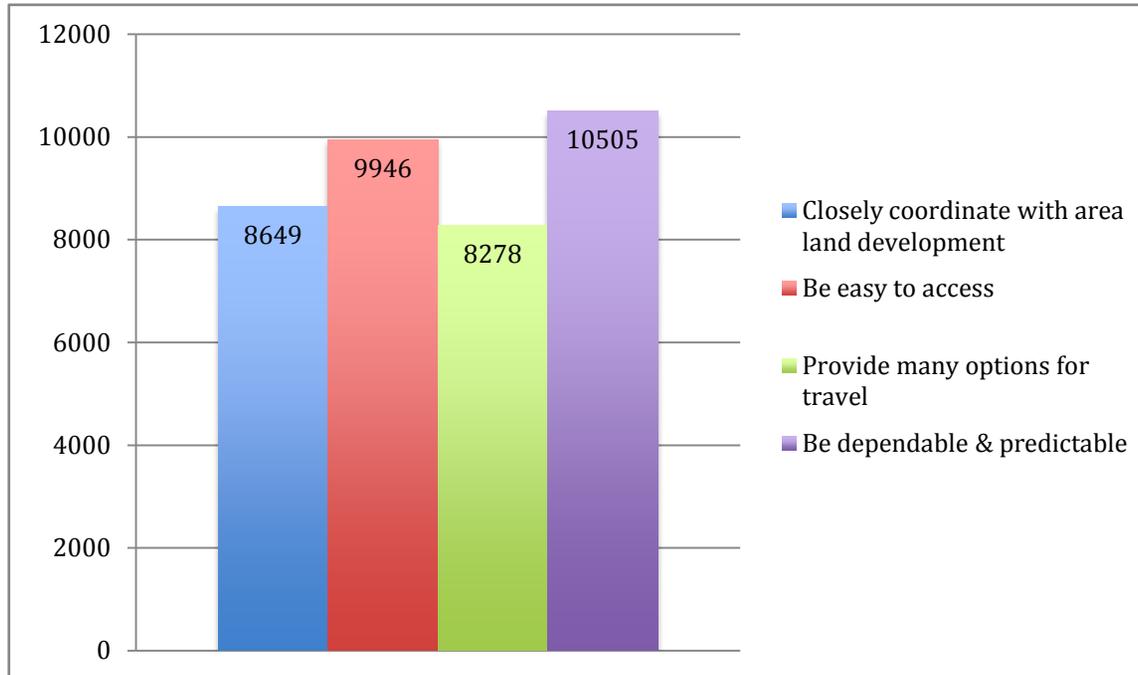
4. Who do you think should pay for transportation investments? From the following list, please rank your responses to this statement: (Please mark the top choice as 1, the next choice as 2, and so on.)

Answer Options	1	2	3	4	5	Response Count	% of Total Responses	Aggregate Response
Federal government	1227	843	659	517	547	3793	23.0%	13065
Developers	826	595	779	1132	458	3793	20.3%	11569
State government	1175	1456	758	363	41	3793	25.9%	14740
Local government	196	593	1197	1165	641	3793	17.4%	9914
User fee	369	306	399	613	2103	3793	13.4%	7595



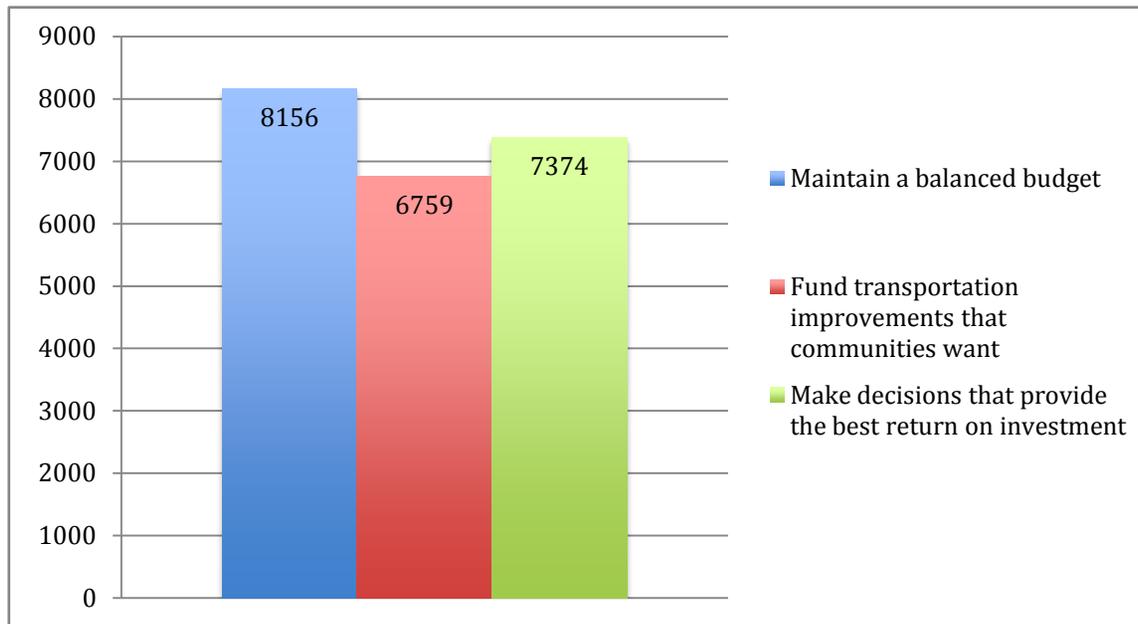
5. A transportation network should: (Please mark the top response as 1, the next choice as 2, and so on.)

Answer Options	1	2	3	4	Response Count	% of Total Responses	Aggregate Response
Closely coordinate w/ area land development	945	636	804	1353	3738	23.1%	8649
Be easy to access	861	1227	1171	479	3738	26.6%	9946
Provide many options for travel	707	778	865	1386	3738	22.1%	8278
Be dependable & predictable	1225	1097	898	518	3738	28.1%	10505

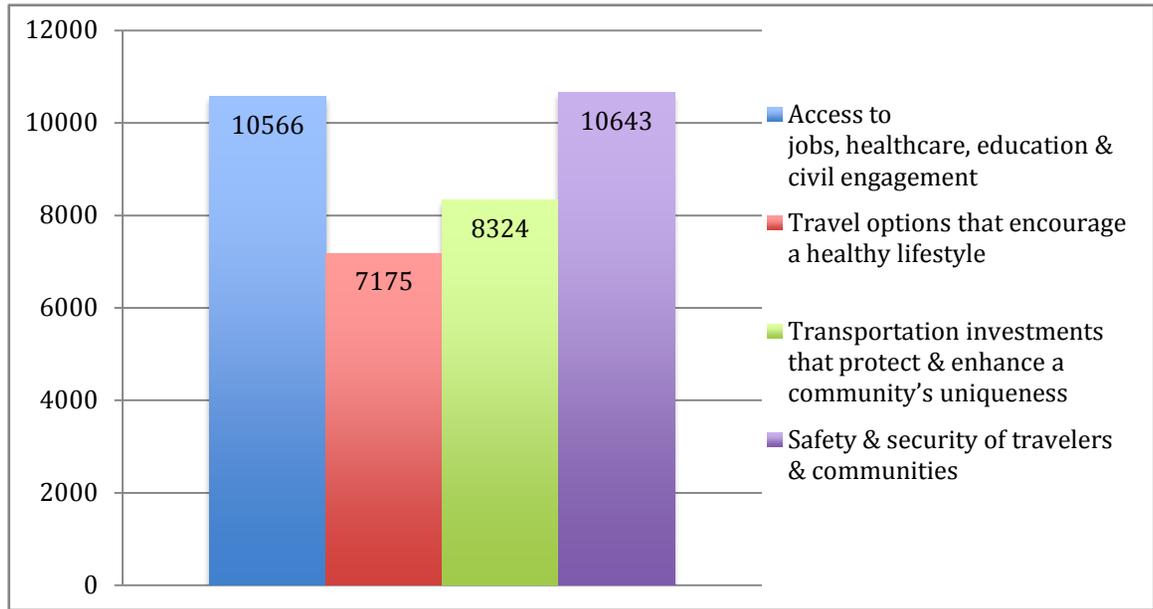


6. Regarding financial investments, it is important to: (Please mark the top response as 1, the next choice as 2, and so on.)

Answer Options	1	2	3	Response Count	% of Total Responses	Aggregate Response
Maintain a balanced budget	1655	1132	927	3715	36.6%	8156
Fund transportation improvements that communities want	1030	984	1701	3715	30.3%	6759
Make decisions that provide the best return on investment	1030	1599	1086	3715	33.1%	7374

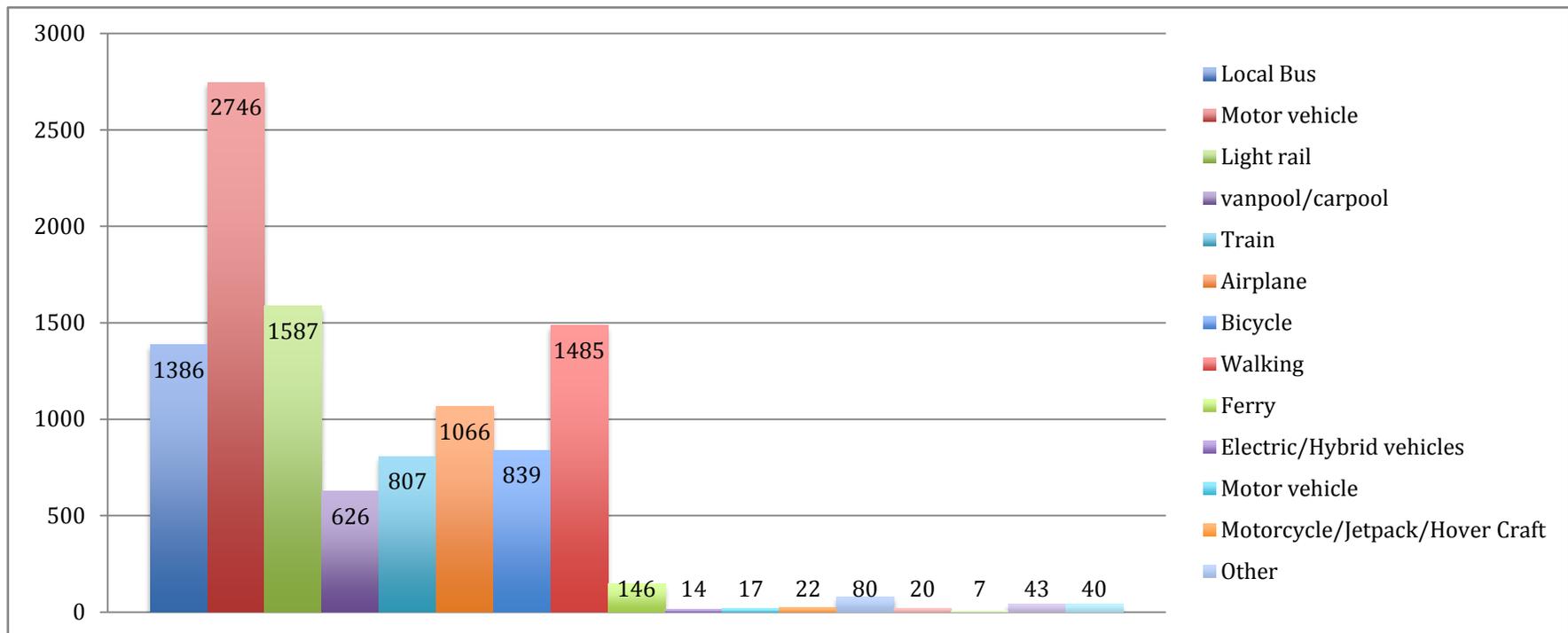


7. Regarding quality of life factors, NCDOT should consider: (Please mark the top response as 1, the next choice as 2, and so on.)							
Answer Options	1	2	3	4	Response Count	% of Total Responses	Aggregate Response
Access to jobs, healthcare, education & civil engagement	1306	1125	727	513	3671	28.8%	10566
Travel options that encourage a healthy lifestyle	482	568	923	1697	3671	19.5%	7175
Transportation investments that protect & enhance a community's uniqueness	486	930	1336	918	3671	22.7%	8324
Safety & security of travelers & communities	1397	1048	685	541	3671	29.0%	10643



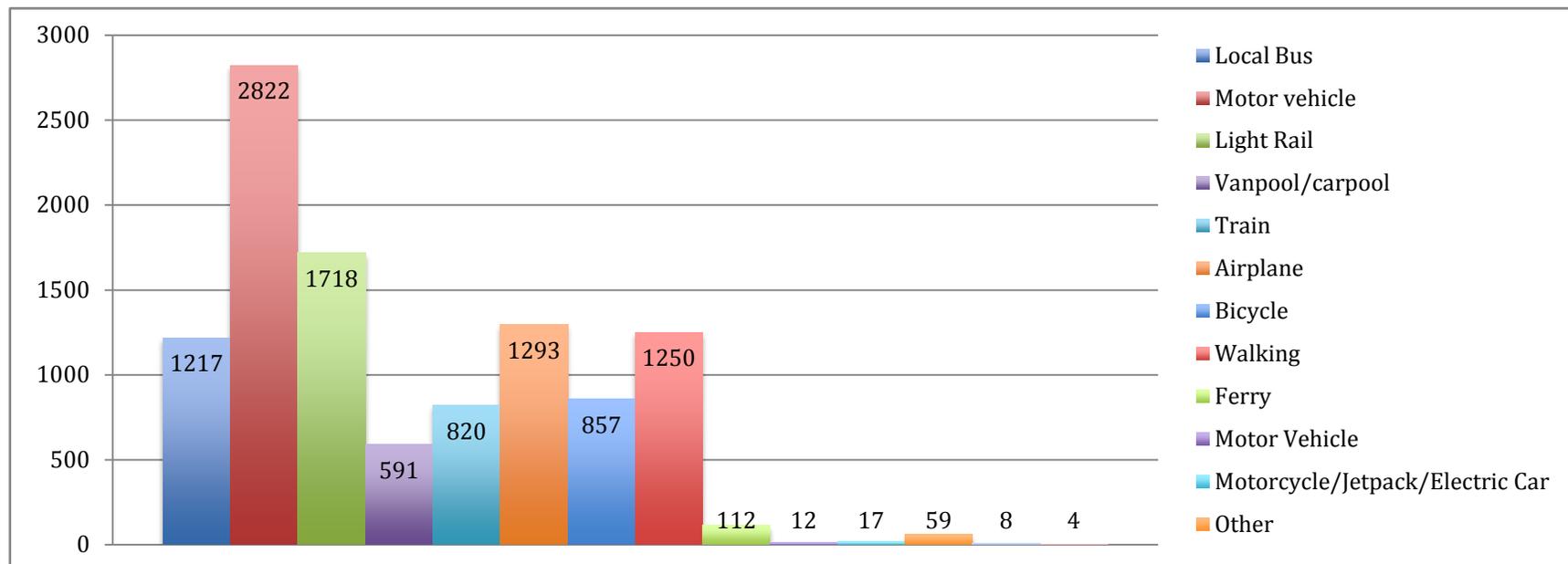
8. What three methods of transportation do you believe will be most important to you personally in 2040? (Please check your top three methods.)

Answer Options	Response Percent	Response Count
Local Bus	38.0%	1386
Motor vehicle	75.4%	2746
Light Rail	43.6%	1587
Vanpool/carpool	17.2%	626
Train	22.2%	807
Airplane	29.3%	1066
Bicycle	23.0%	839
Walking	40.8%	1485
Ferry	4.0%	146
Other (please specify)	6.6%	239
Electric/Hybrid Vehicles	14	
Motor Vehicle	17	
Motorcycle/Jetpack/Hover Craft	22	
Other	80	
Public Transportation	20	
Rail	7	
Wheelchair/Elderly Trans	43	
Will Not Be Here/Too Old	40	



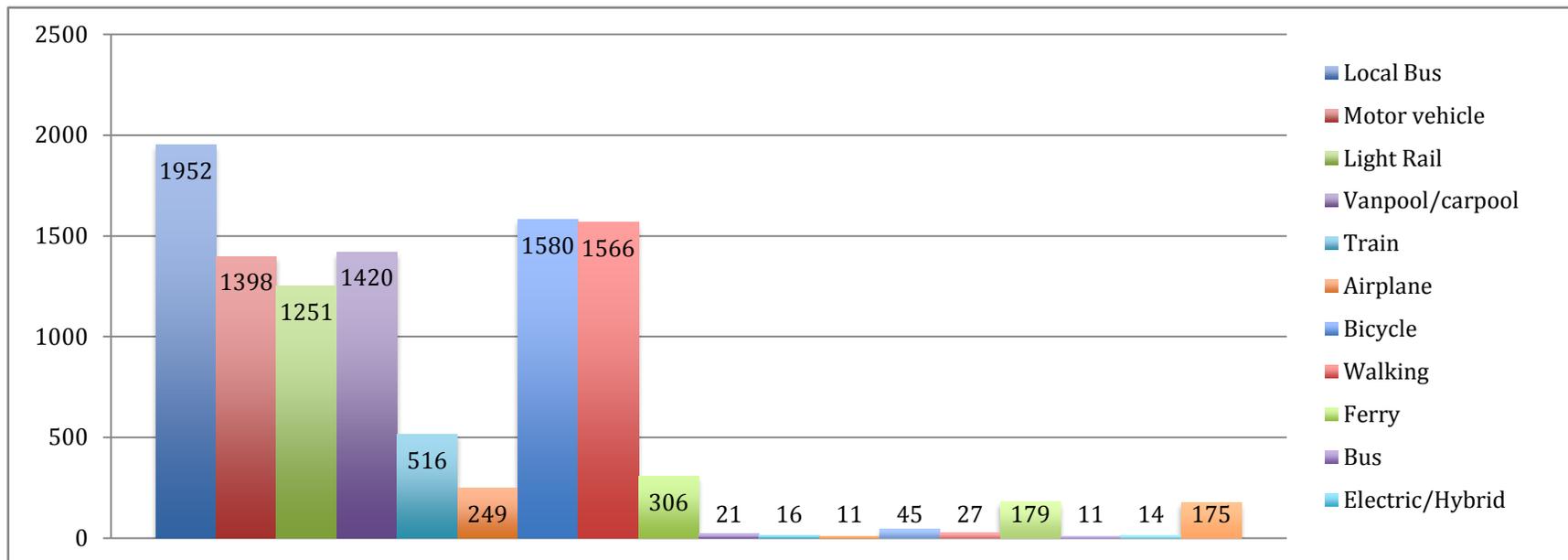
9. What three methods of transportation do you believe will be most important to your loved ones in 2040? (Please check your top three methods.)

Answer Options	Response Percent	Response Count
Local Bus	33.9%	1217
Motor vehicle	78.5%	2822
Light Rail	47.8%	1718
Vanpool/carpool	16.4%	591
Train	22.8%	820
Airplane	36.0%	1293
Bicycle	23.8%	857
Walking	34.8%	1250
Ferry	3.1%	112
Other (please specify)	2.8%	100
Motor Vehicle	12	
Motorcycle/Jetpack/Electric Car	17	
Other	59	
Public Transportation	8	
Rail	4	



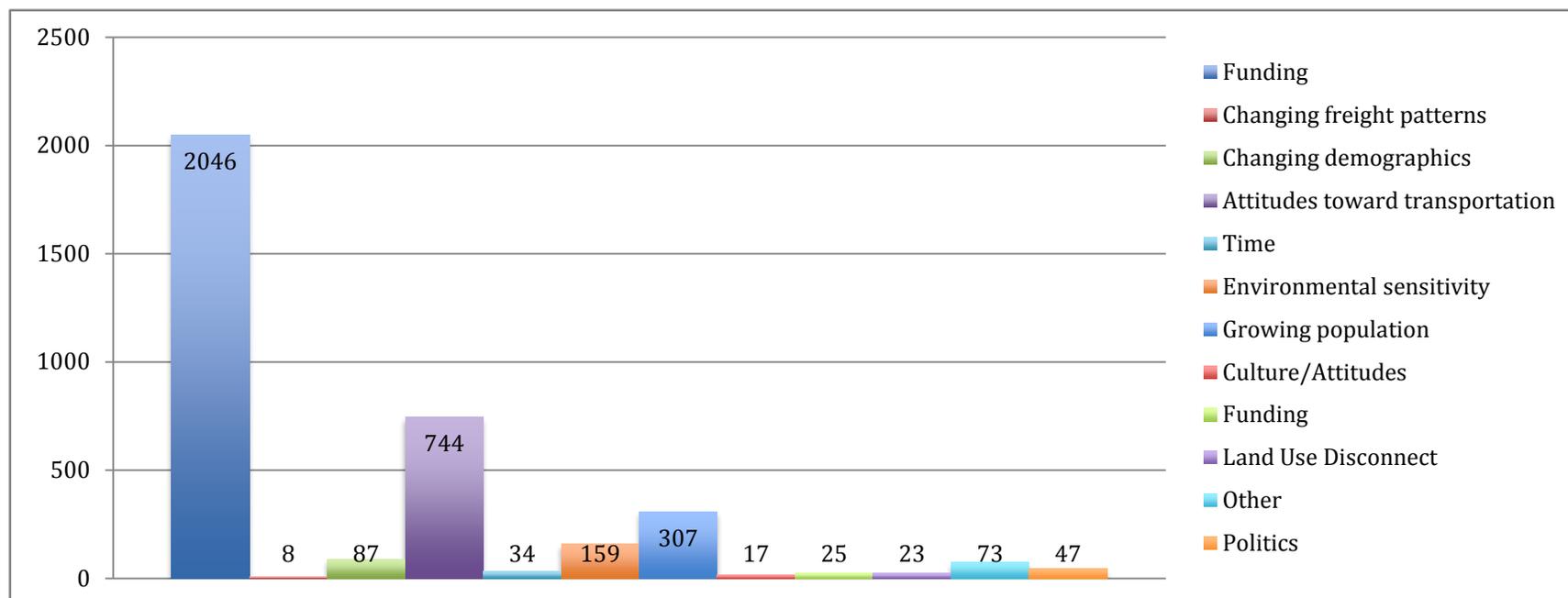
10. If the availability of gas is limited to you for any reason in the future, what do you anticipate would be your primary method of transportation? (Please check your top three methods.)

Answer Options	Response Percent	Response Count
Local Bus	54.6%	1952
Motor vehicle	39.1%	1398
Light Rail	35.0%	1251
Vanpool/carpool	39.7%	1420
Train	14.4%	516
Airplane	7.0%	249
Bicycle	44.3%	1580
Walking	43.8%	1566
Ferry	8.6%	306
Other (please specify)	13.4%	481
Bus	21	
Electric/Hybrid	16	
Motor Vehicle	11	
Motorcycle/Scooter	45	
No option - Rural	27	
Other	179	
Rail	11	
Stay Home - No Options	14	
Survey	175	



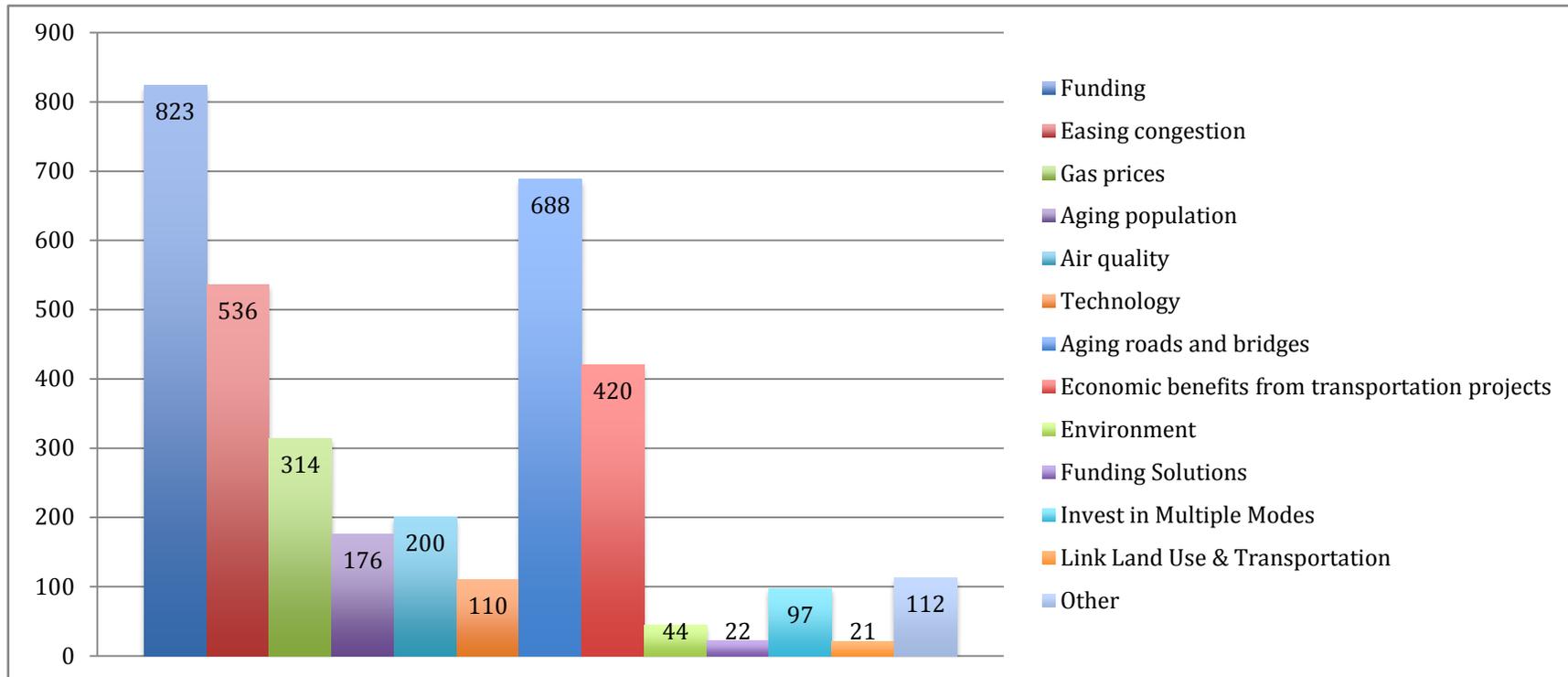
11. What do you think is the biggest challenge to creating a transportation system that can best serve North Carolina in 2040? (Please select only one.)

Answer Options	Response Percent	Response Count
Funding	57.4%	2046
Changing freight patterns	0.2%	8
Changing demographics	2.4%	87
Attitudes toward transportation	20.9%	744
Time	1.0%	34
Environmental sensitivity	4.5%	159
Growing population	8.6%	307
Other (please specify)	5.0%	180
Culture/Attitudes		17
Funding		25
Land Use Disconnect		23
Other		73
Politics		47



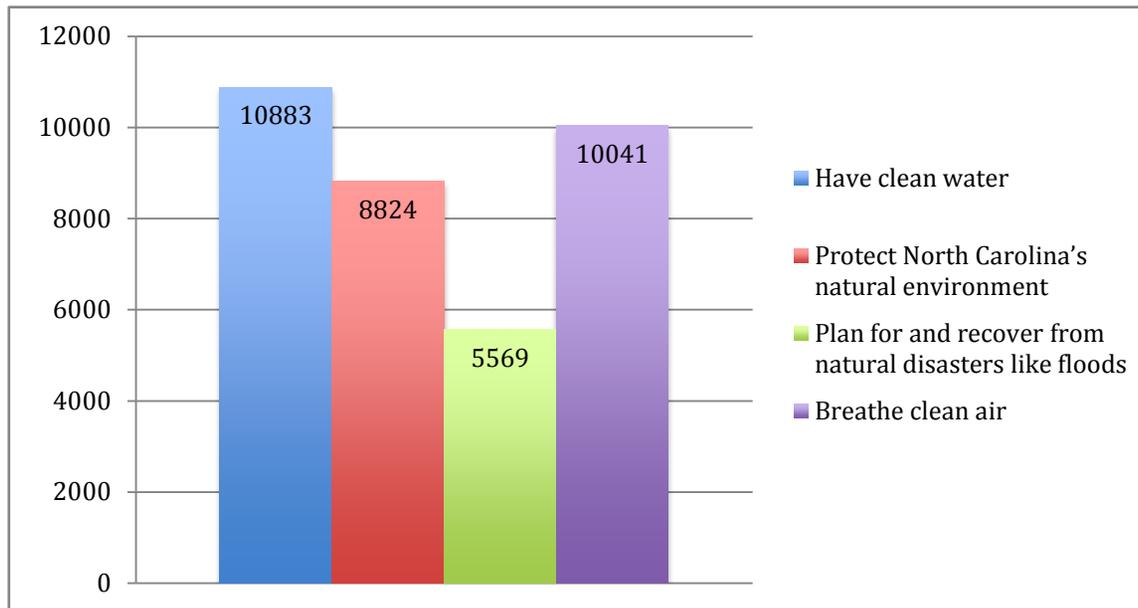
12. What issue do you feel is most important for NCDOT to consider as it proceeds with the 2040 Plan? (Please select only one.)

Answer Options	Response Percent	Response Count
Funding	23.2%	823
Easing congestion	15.1%	536
Gas prices	8.8%	314
Aging population	5.0%	176
Air quality	5.6%	200
Technology	3.1%	110
Aging roads and bridges	19.4%	688
Economic benefits from transportation projects	11.8%	420
Other (please specify)	8.0%	286
Environment	44	
Funding Solutions	22	
Invest in Multiple Modes	97	
Link Land Use & Transportation	21	
Other	112	



13. When considering how to retain North Carolina's natural assets it is important to: (Please mark the top response as 1, the next choice as 2, and so on.)

Answer Options	1	2	3	4	Response Count	% of Total Responses	Aggregate Response
Have clean water	1289	1397	690	156	3532	30.8%	10883
Protect North Carolina's natural environment	985	454	1430	662	3532	25.0%	8824
Plan for and recover from natural disasters like floods	295	287	579	2370	3532	15.8%	5569
Breathe clean air	963	1394	832	343		28.4%	3532



14. Please provide any additional comments about the future of transportation and your ideas of how to help create a transportation system that can best serve North Carolina in 2040. Please indicate how and where we can find more information about ideas or suggestions.

Answer Options

Category	# of Responses	% of Total
Response Count	1357	
Accessibility	43	3%
Alternative Fuel Sources	30	2%
Balancing Needs	74	5%
Bicyclists & Pedestrians	191	14%
Bus	77	5%
Contact Information	17	1%
Environmental	76	5%
Funding	214	15%
Future Growth	22	1%
Improvement/Maintenance	73	5%
Needs of Aging Population	29	2%
Non Specific Mass Transit	87	6%
Other	297	21%
Other Resources/Examples	96	7%
Political	27	1%
Process	47	3%
Rail	249	18%
Roads	112	8%
Rural Community	64	4%
Safety	36	2%

