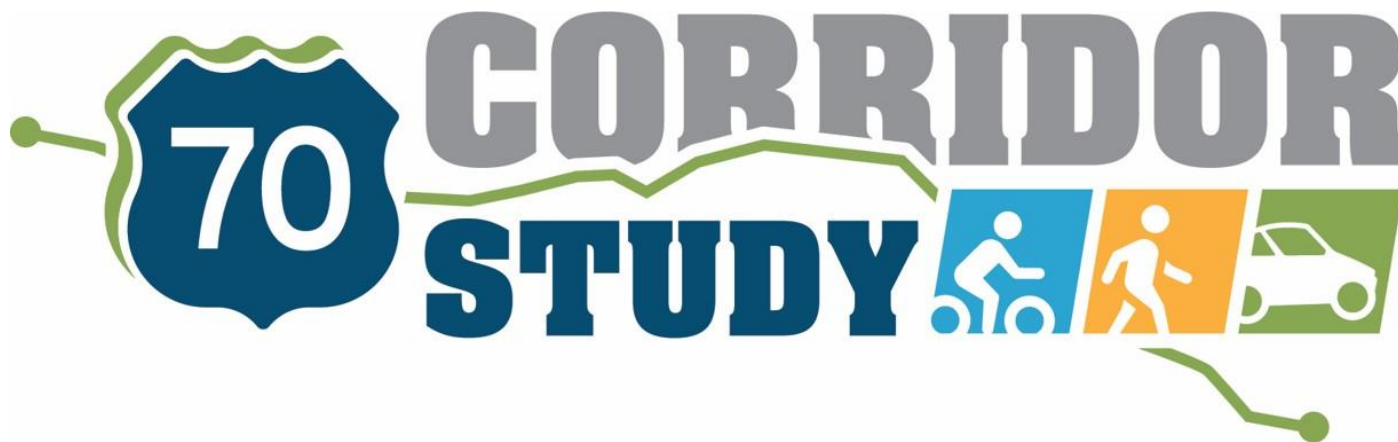


# Findings from Online Survey & Community Meetings

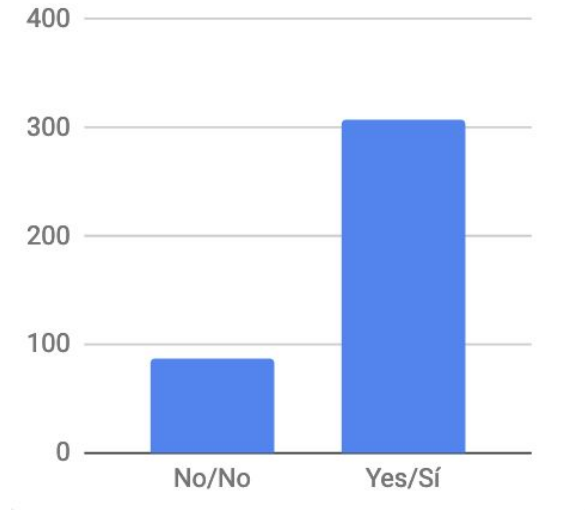


Survey open in late November 17, 2022 to January 6, 2023

396 Survey Responses

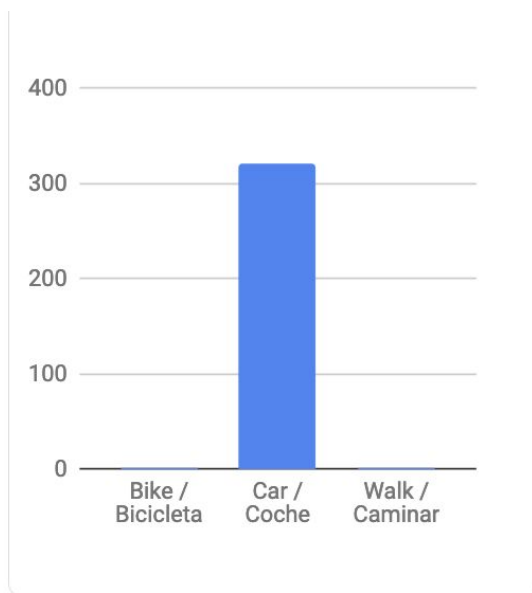
How do you currently use the US 70 East Corridor? / ¿Cómo utiliza actualmente el Corredor Este de la US 70?	
SHOPPING	217
COMMUTE TO WORK	173
LIVE IN THE CORRIDOR	172
TRAVEL INTO/OUT OF AREA	75
COMMUTE TO SCHOOL	36
ATTEND FAITH BASED SERVICES	28
WORK IN CORRIDOR	16
RECREATION/VISIT FRIENDS	11
DON'T USE THIS CORRIDOR	8
	736

Do you visit the businesses along the shaded portion of the corridor? /  
¿Visita los comercios de la parte sombreada del corredor?



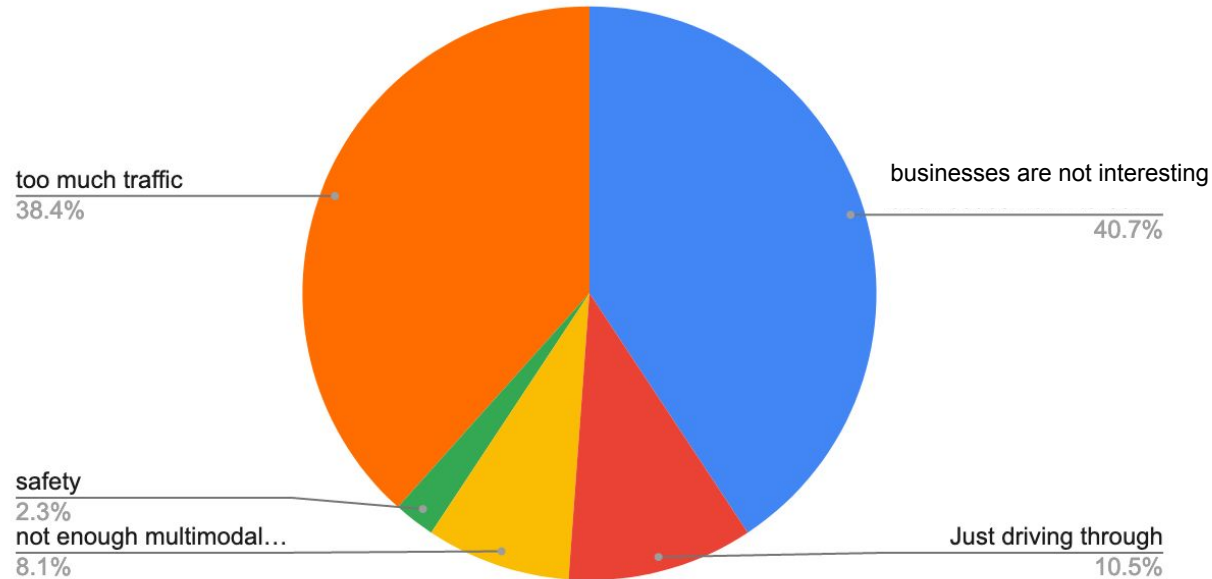
VALUE	FREQUENCY
Yes/Sí	308
No/No	88
	396

If yes, how do you travel to the businesses? /  
En caso afirmativo, ¿cómo se desplaza a las empresas?

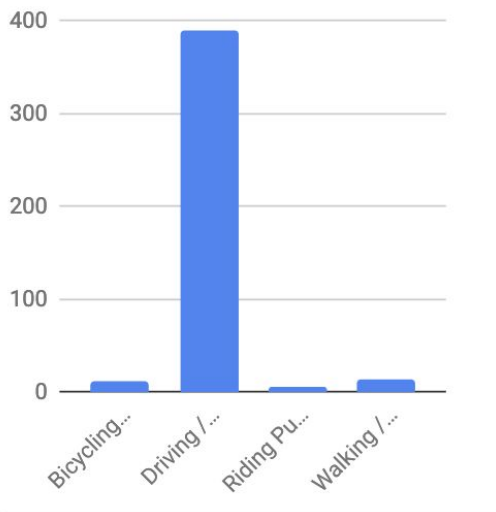


VALUE	FREQUENCY
<b>Car / Coche</b>	<b>321</b>
<b>Walk / Caminar</b>	<b>2</b>
<b>Bike / Bicicleta</b>	<b>1</b>

If no, why don't you access the businesses along this corridor? /  
Si no es así, ¿por qué no se accede a las empresas de este corredor?



What activities do you currently do on the highlighted portion of this road? /  
 ¿Qué actividades realiza actualmente en la parte destacada de esta carretera?

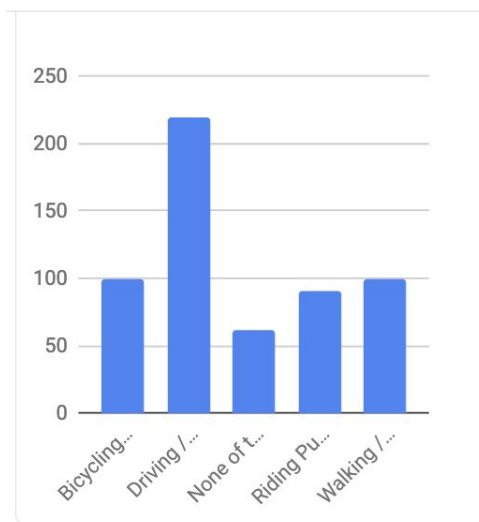


VALUE	FREQUENCY
<b>Driving / Conducien...</b>	<b>389</b>
<b>Walking / Caminando</b>	<b>13</b>
<b>Bicycling / Bicicleta,</b>	<b>12</b>
<b>Riding Public Trans...</b>	<b>5</b>

419 selections were made for  
 this question

If the design of the highlighted road supported it, which of these activities would you LIKE TO DO MORE of along this route? /

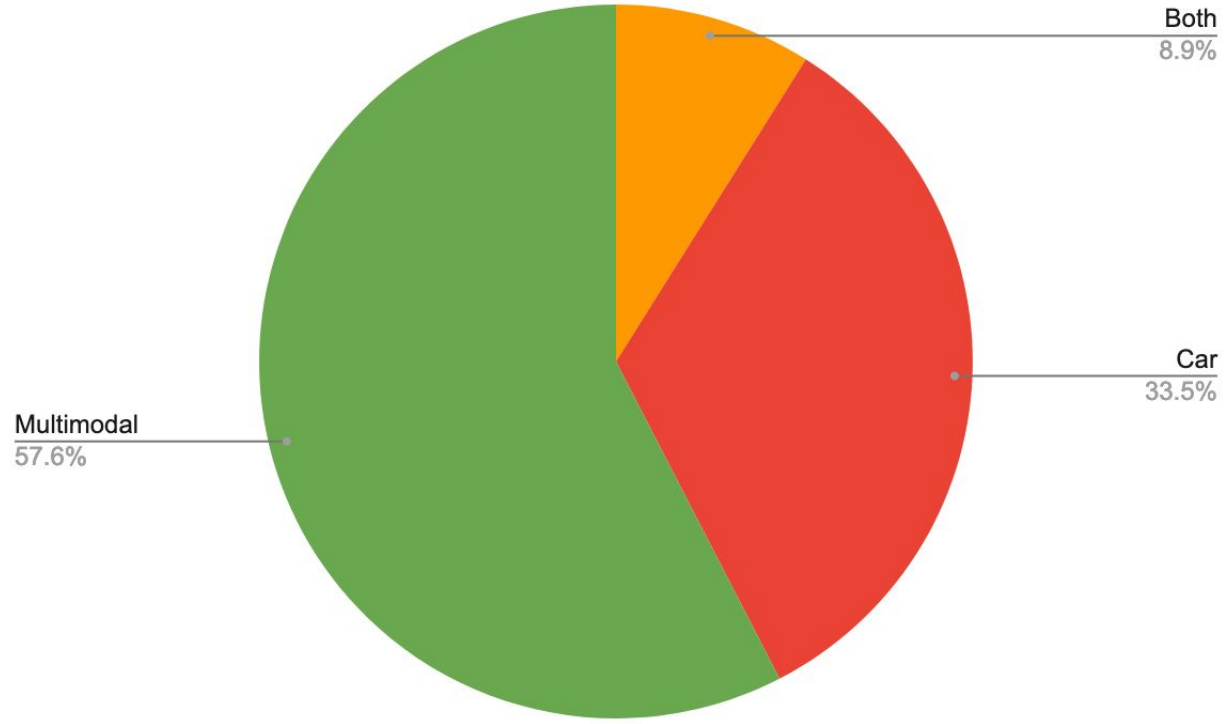
Si el diseño de la carretera destacada lo permitiera, ¿cuál de estas actividades le gustaría hacer más a lo largo de esta ruta?



VALUE	FREQUENCY
Driving / Conducien...	219
Walking / Caminando	99
Bicycling / Bicicleta	99
Riding Public Trans...	90
None of the above / ...	62

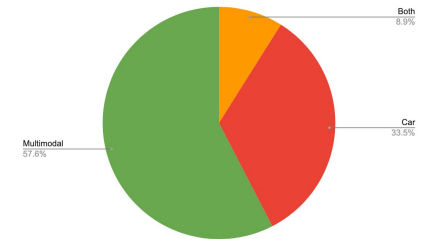
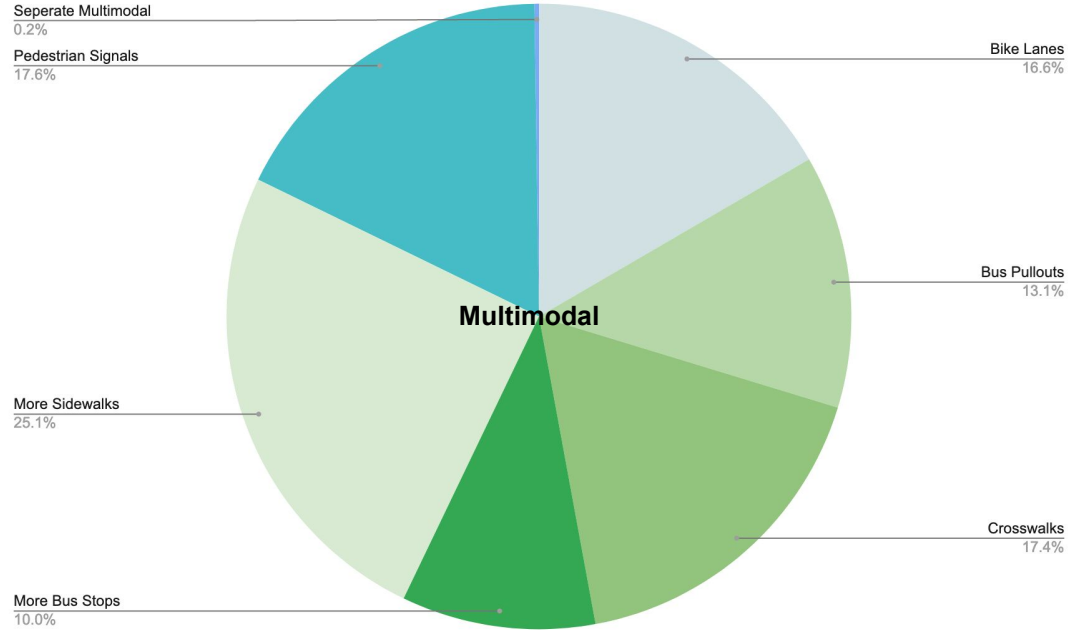
569 selections were made for this question

What do you think could be improved about the road highlighted in the map above? /  
¿Qué cree que se podría mejorar en la carretera señalada en el mapa anterior?

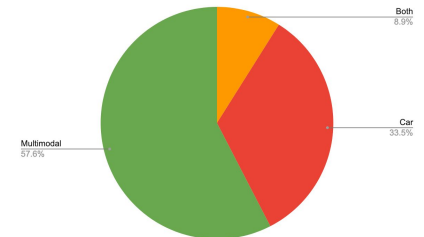
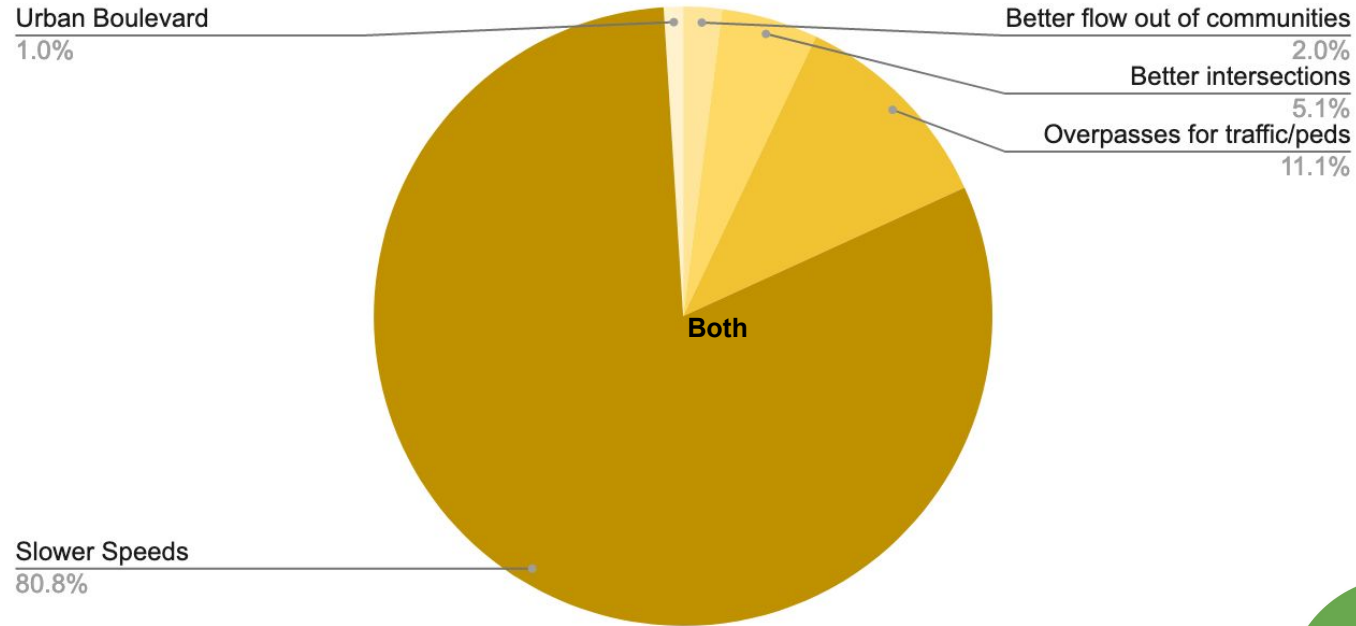




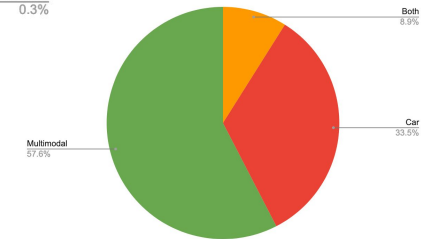
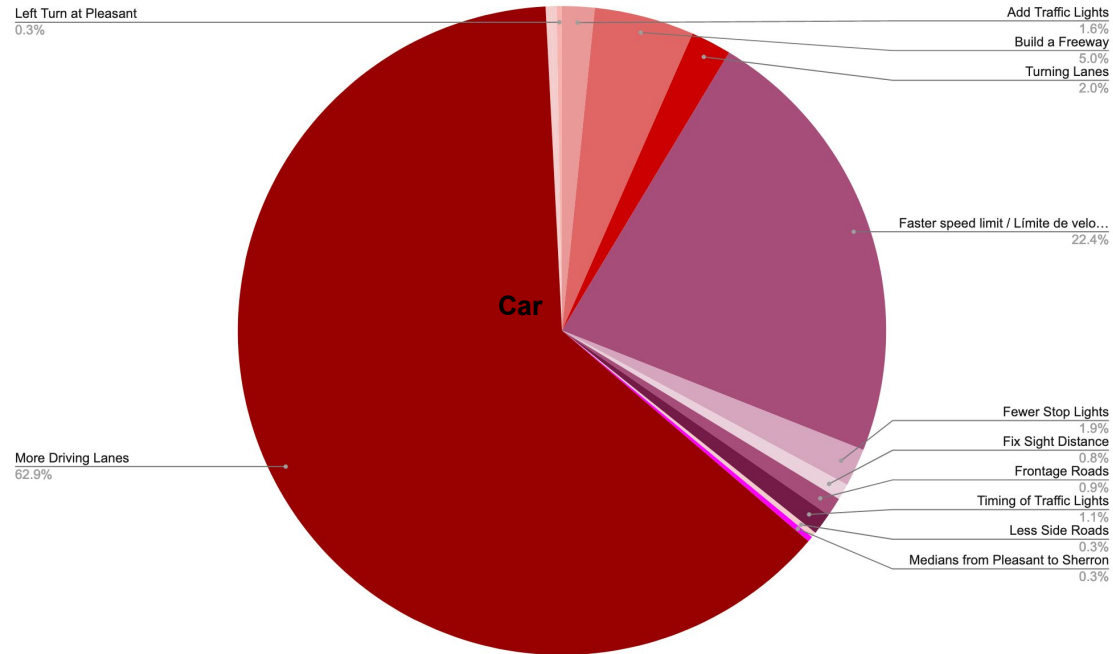
# What do you think could be improved about the road highlighted in the map above? / ¿Qué cree que se podría mejorar en la carretera señalada en el mapa anterior?



What do you think could be improved about the road highlighted in the map above? /  
¿Qué cree que se podría mejorar en la carretera señalada en el mapa anterior?



# What do you think could be improved about the road highlighted in the map above? / ¿Qué cree que se podría mejorar en la carretera señalada en el mapa anterior?



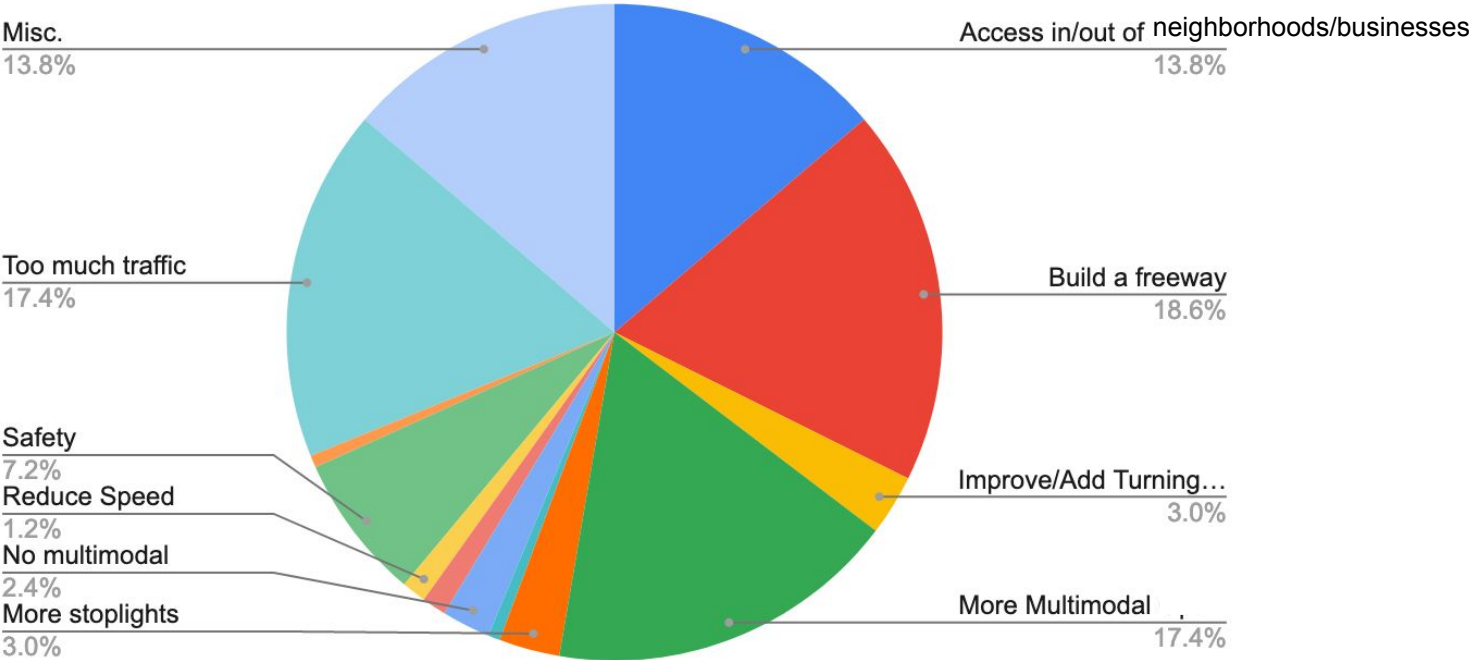
What is your greatest concern about this portion US 70. East Corridor? Rank from 1 to 3 with your choice for greatest concern being in Rank 1 and least concern being in Rank 3.

¿Cuál es su mayor preocupación sobre esta porción US 70. Corredor Este? Clasifique del 1 al 3, eligiendo la mayor preocupación en el Rango 1 y la menor en el Rango 3.



# Do you have anything else you'd like to share? / ¿Tiene algo más que quiera compartir?

## Count

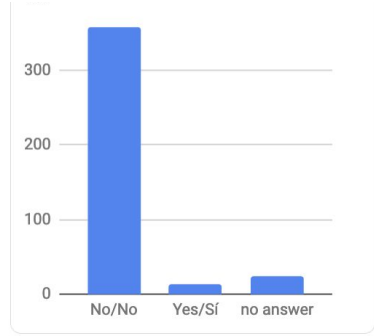
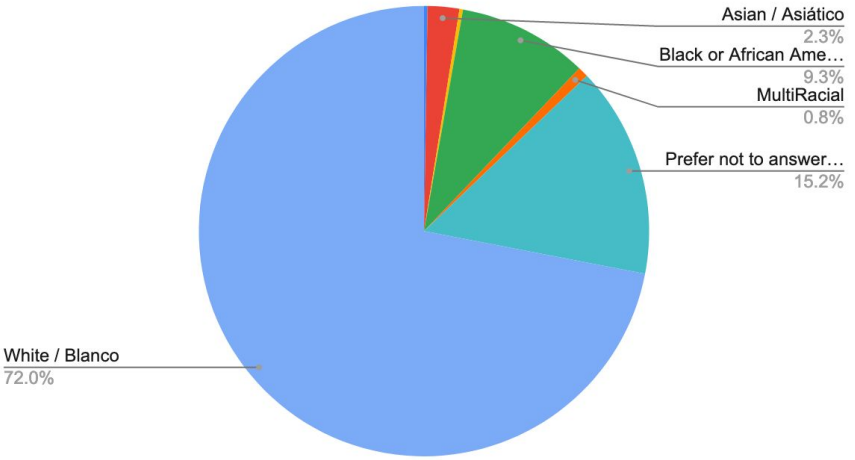


# DEMOGRAPHICS

How do you identify racially? /  
¿Cómo se identifica racialmente?

Do you identify as Latino/Hispanic? /  
¿Te identificas como latino/hispano?

Count of MultiRacial

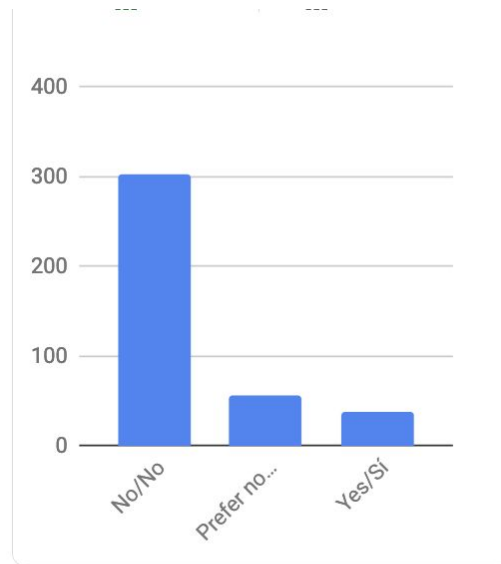


VALUE	FREQUENCY
No/No	358
no answer	24
Yes/Sí	14

Total rows 396

## DEMOGRAPHICS

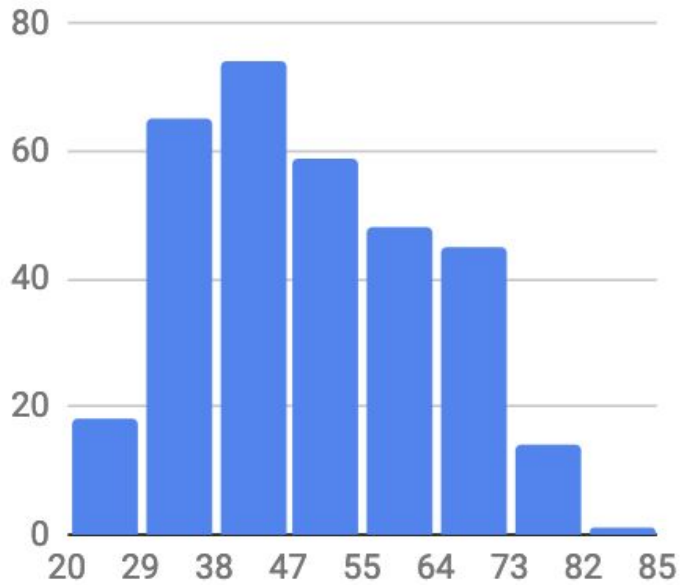
Do you identify as part of the LGBTQIA+ community?  
¿Te identificas como parte de la comunidad LGBTQIA+?



VALUE	FREQUENCY
No/No	303
Prefer not to answe...	56
Yes/Sí	37
Total rows	396

# DEMOGRAPHICS

What is your age? / ¿Cuál es su edad?

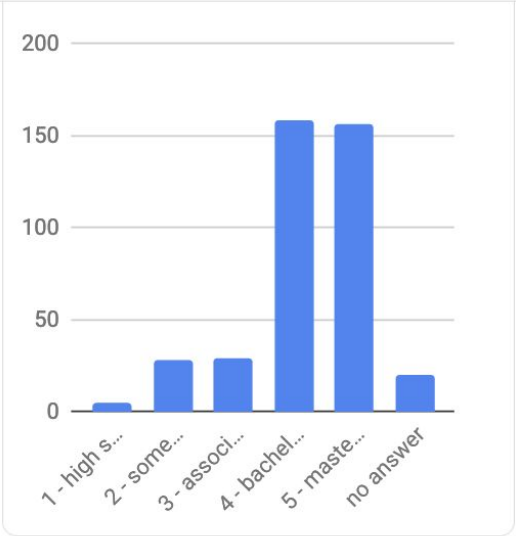


\*\*Distribution



# DEMOGRAPHICS

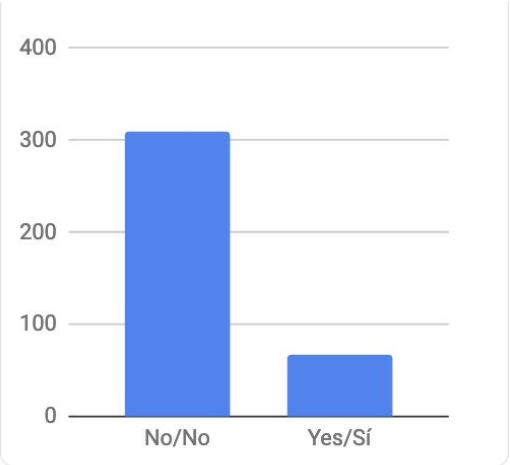
What level of education or training have you completed? /  
¿Qué nivel de educación o formación ha completado?



VALUE	FREQUENCY
3- bachelor's degr...	158
5 - master's degree ...	156
2 - associate's degr...	29
4 - some college / a...	28
no answer	20
<b>Total rows</b>	<b>396</b>

# DEMOGRAPHICS

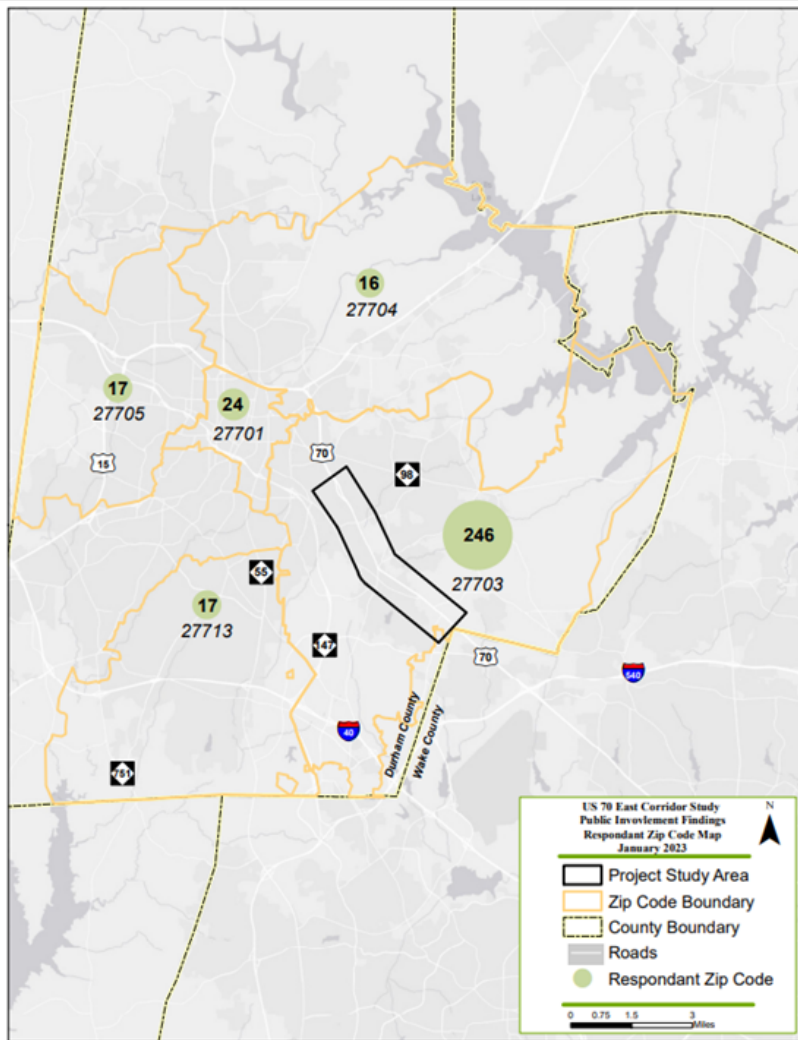
Does anyone in your household have a disability? /  
¿Hay alguien en su casa que tenga una discapacidad?



VALUE	FREQUENCY
No/No	310
Yes/Sí	68

# DEMOGRAPHICS

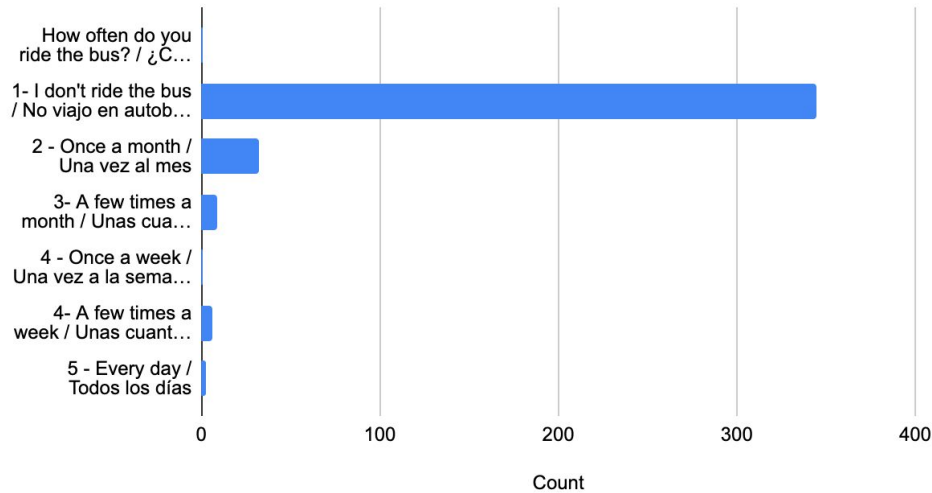
What zip code do you live in? / ¿En qué código postal vive?



# DEMOGRAPHICS

## How often do you ride the bus? / ¿Con qué frecuencia viaja en autobús?

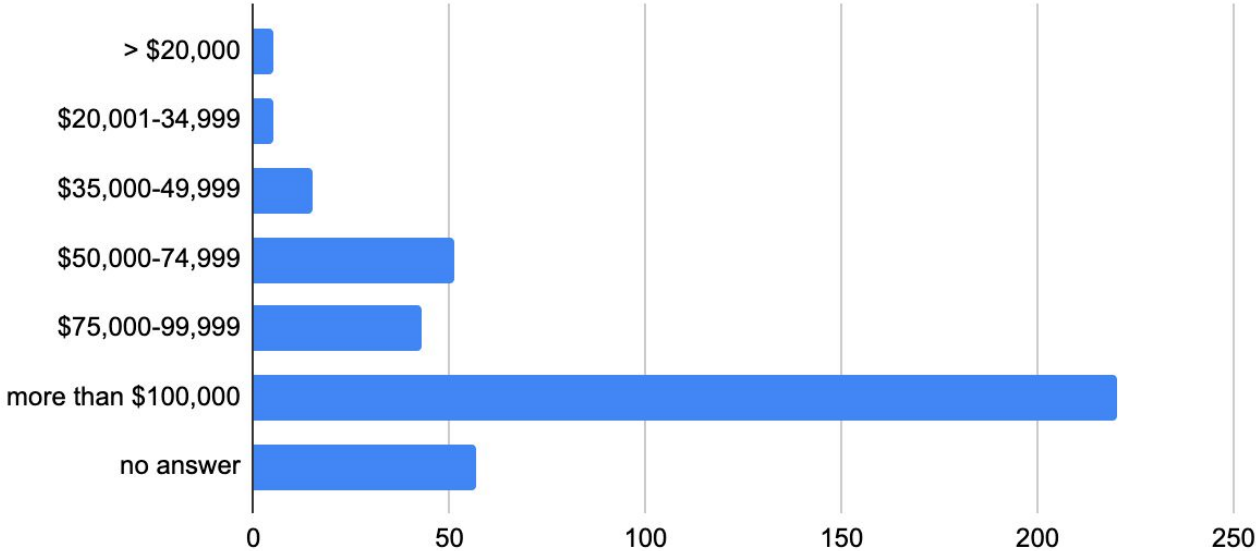
Count



VALUE	FREQUENCY
I don't ride the bus ...	345
Once a month / Una...	32
A few times a mont...	9
A few times a week...	6
Every day / Todos l...	3

# DEMOGRAPHICS

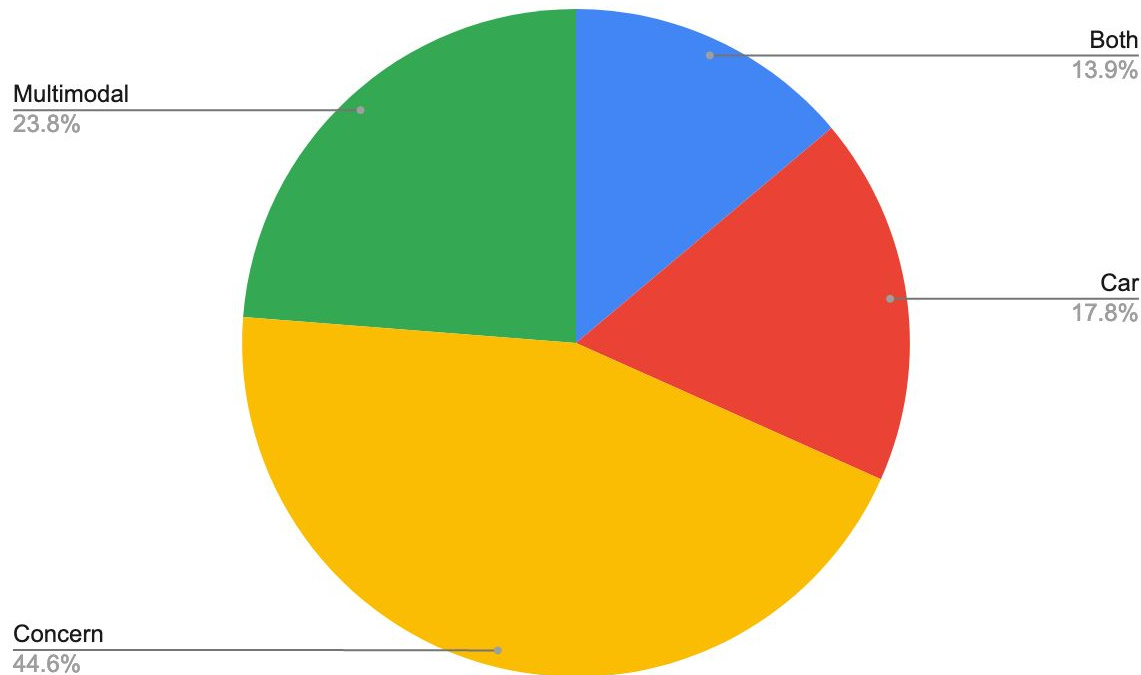
What range of income does your household fall into?  
¿En qué rango de ingresos se encuentra tu hogar?



## Key Take Aways - ONLINE SURVEY

- US 70 is a vital commuter corridor.
- Most respondents shop in the corridor, and many commute and live in this corridor
  - \*Not sure if some of those who mentioned shopping included visits to Brier Creek for why they answered yes to shopping in the corridor
- Most were interested in car travel and congestion issues. Too much traffic on the corridor is a concern often linked to awareness of a current and future increase in residential development.
- There is support for multimodal transportation options.
- In an open ended question, accessing local businesses and neighborhoods were about 1/5 of the responses and about 1/5 concerned about wanting more multimodal travel options
  - a. Some responses were specific about ways to safely cross US 70 at key intersections utilizing crosswalks, bridges, or signal lights.
- Survey respondents were mostly affluent, educated, non-minority, and auto centric.

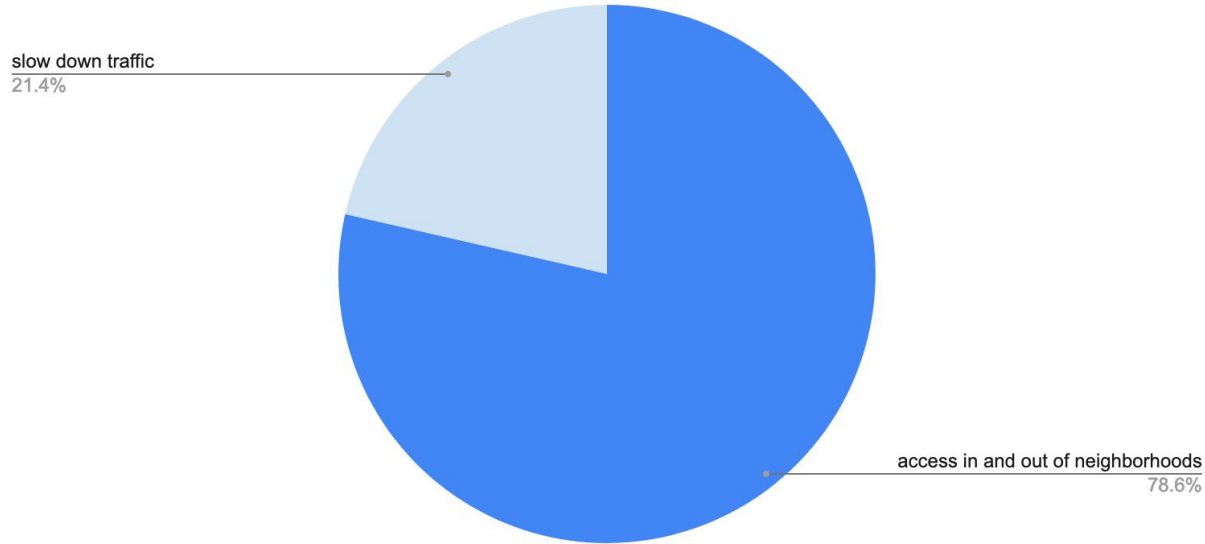
## Key Take Aways - Two Online Meetings and One In-Person Meeting



Feedback from community meetings fell into four major categories.

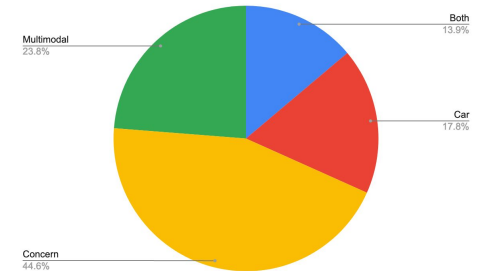
- 1) Concerns about the current conditions
- 2) Support for multimodal design options
- 3) Support for auto-centric design options
- 4) Support for design features that benefit both cars, bike, pedestrian, and public transit

# Key Take Aways from Two Online Meetings and One In-Person Meeting



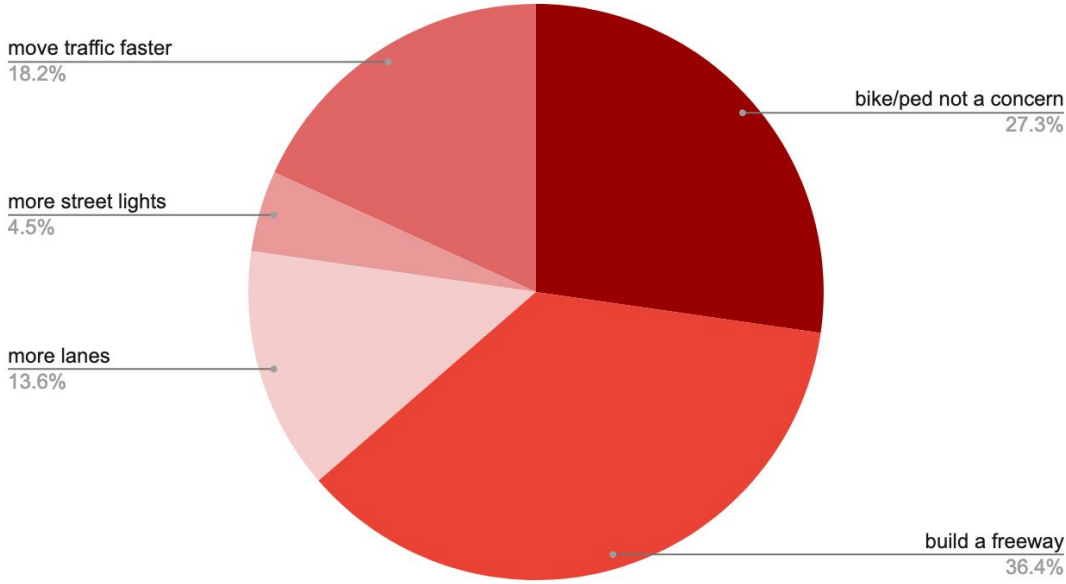
## BOTH

Participants who support design features that benefit both cars and multimodal transportation options cited that slowing down traffic and being able to access areas in and out of neighborhoods as important.



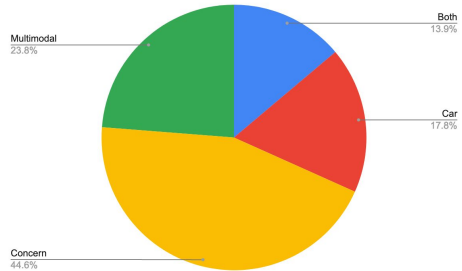


# Key Take Aways from Two Online Meetings and One In-Person Meeting

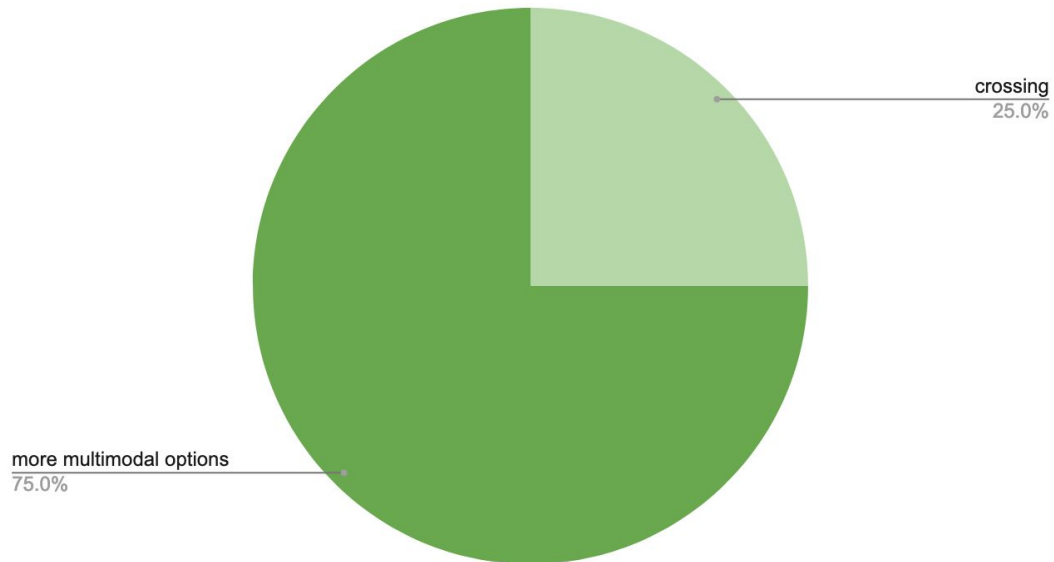


## CAR

Participants who support auto-centric design features offered a variety of solutions to improve their experience on the corridor. Most people in support of a more car centered future on the corridor support that building US 70 East Corridor as a freeway.

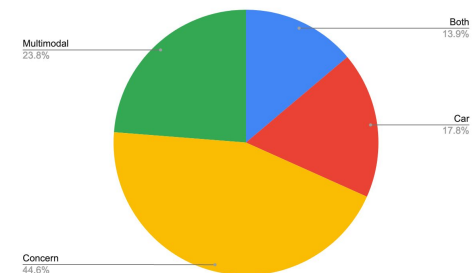


# Key Take Aways from Two Online Meetings and One In-Person Meeting

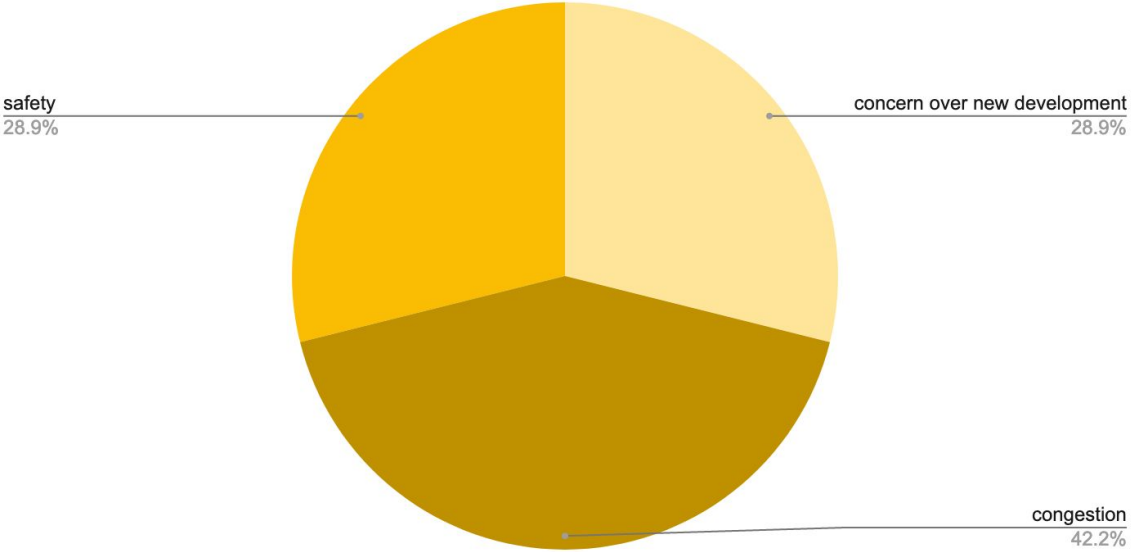


## MULTIMODAL

Participants who support multi-modal design features focused mostly on wanting a way for bicyclists and pedestrians can cross the US 70 East Corridor and having facilities to bike or walk safely as well as have access to public transit.

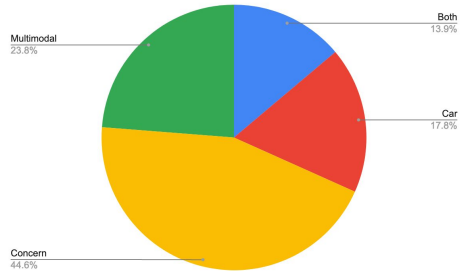


# Key Take Aways from Two Online Meetings and One In-Person Meeting



## CONCERNS

Meeting participants overall had concerns that fell into three categories. Current and future congestion, the impact of new upcoming developments pushing the infrastructure past being able to serve residents well and safety for those who would drive, walk, or bike in this corridor.



## Challenges in Engagement

### **Few Engagement Ambassadors Live Near the Corridor**

The current roster of Engagement Ambassadors have few people that reside and have connections within communities along the corridor. Many of the local neighborhoods are organized through their respective Home Owner Associations (HOA's) and are made up of predominantly White and wealthier residents who are mostly able to connect digitally and pre-existing listserv memberships.

### **Few Businesses on the Corridor Were Engaged**

All the local businesses that could be found on Google maps were catalogued in a contact list and called directly to query for an email. Some of the businesses were not interested in hearing about the project and others gave an email address to be contacted digitally. Information about meetings and the survey have been shared with the businesses who volunteered their contact information to us.

### **Not Enough Representation By Low Income Residents**

The neighborhoods where most of these residents reside are not as digitally organized as wealthier residents in this corridor. The holidays and colder weather happening during the survey made it hard to do in-person pop up events in these communities. These neighborhoods also don't have centralized community centers or publicized event calendars that can be utilized to connect with residents.

**\*\*We are willing to work more diligently with NIS to identify more diverse contacts in this corridor. We also anticipate that the next round of outreach will allow us to do in-person outreach more visibly since the weather will be more supportive of residents gathering outside.**