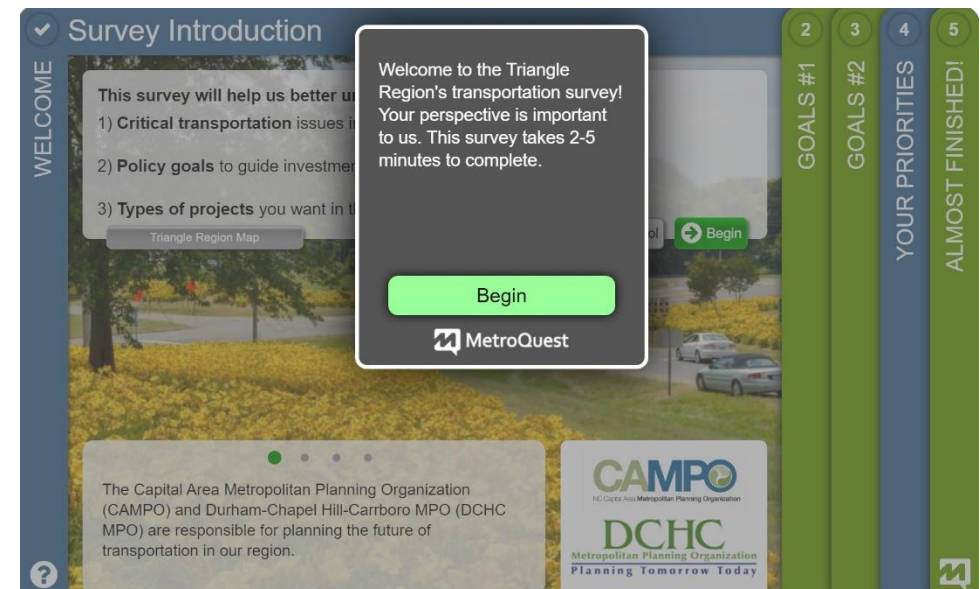


# 2050 MTP – Goals Survey

Work Group – August 5, 2020

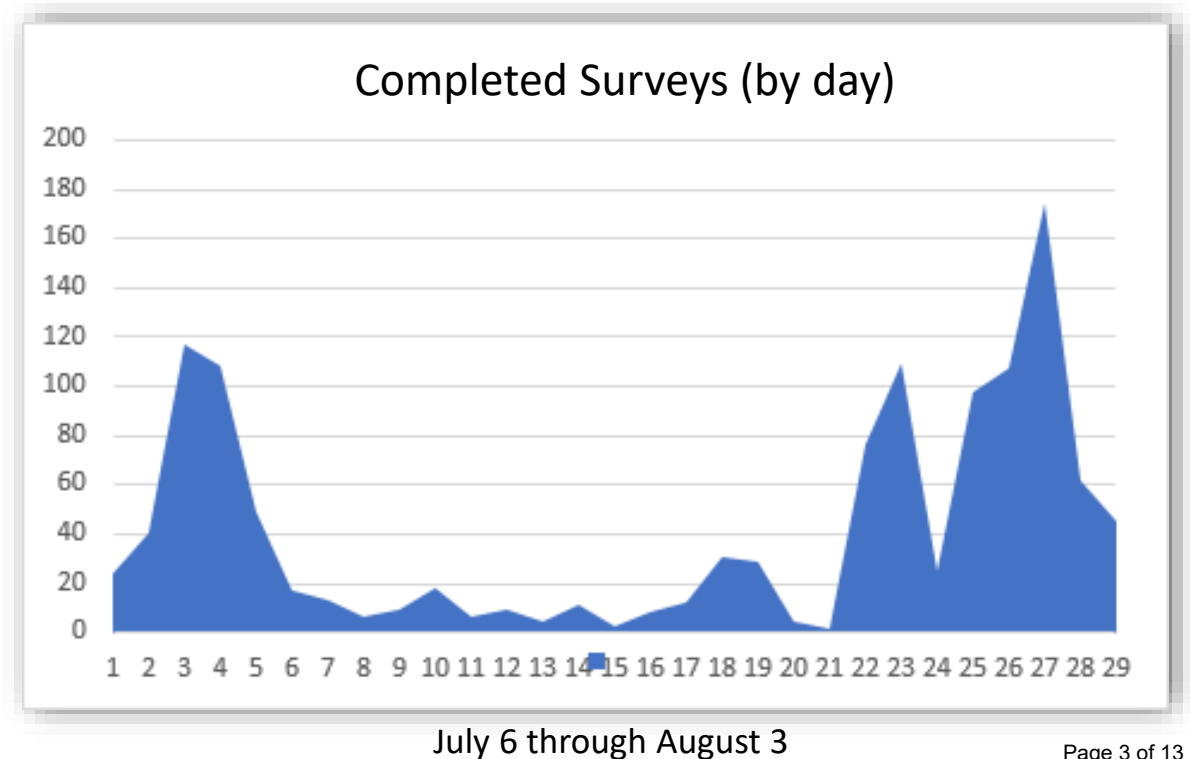
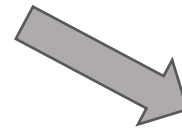


# Background

- Joint DCHC MPO and CAMPO survey
  - Designed in MetroQuest
  - Content:
    - Support for Proposed Goals
    - Policy Priorities
    - Demographics of Respondents
  - Available in English & Spanish
  - Opportunity for more detailed analysis for next MTP milestones
- Promoted
    - *News and Observer* article
    - DCHC MPO contact list (~1,600 contacts); two waves
    - CAMPO e-newsletter
    - Partners and Stakeholders (i.e. GoTriangle, EngageDurham, RTA)
    - Digital Posts and Ads:
      - Social Media Twitter, Facebook, Instagram
      - *News & Observer; Que Pasa* (printed ads in both, as well)
    - Websites of MPOs, Jurisdictions
    - Jurisdictions' public affairs announcements (Durham, Raleigh)
    - Press Release in English & Spanish

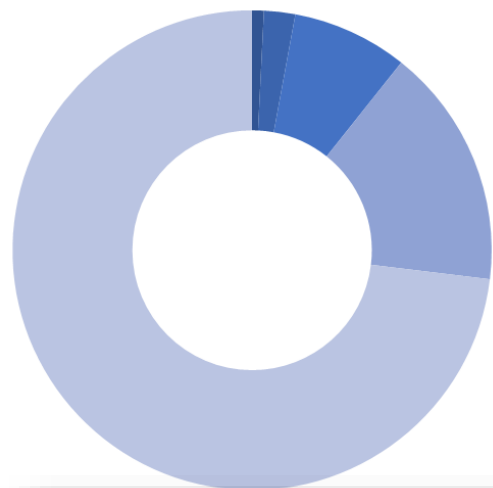
# Participation

- Released July 2<sup>nd</sup>
- Will be open until August 13
- Activity:
  - Visitors: 2,118
  - Completed surveys: 1,221  
(updated: 8/4 = 1,362)



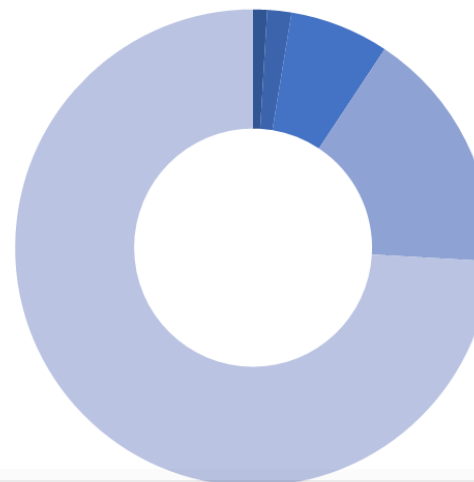
# Results – Goals (highest support)

Promote Multimodal & Affordable Choices



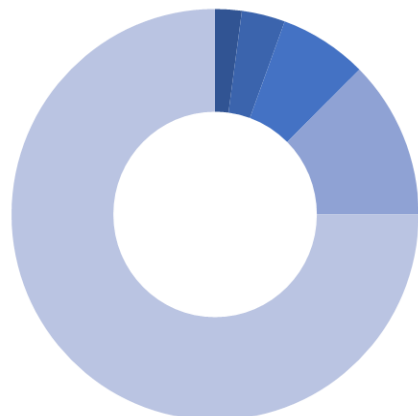
**4.6**

Connect People and Places



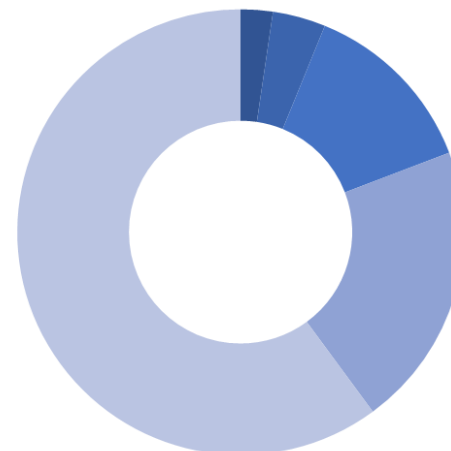
**4.6**

Protect the Human and Natural Environment & Minimize Climate Change



**4.5**

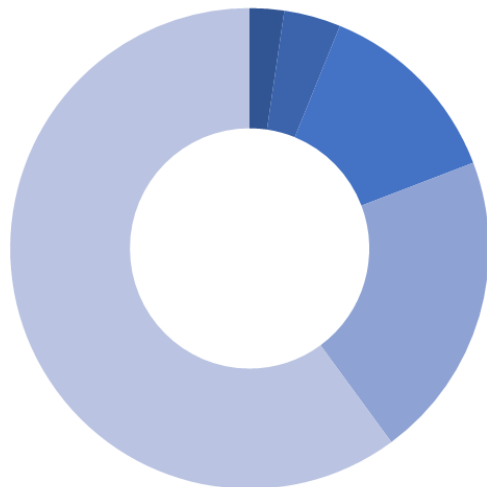
Ensure Equity & Participation



**4.4**

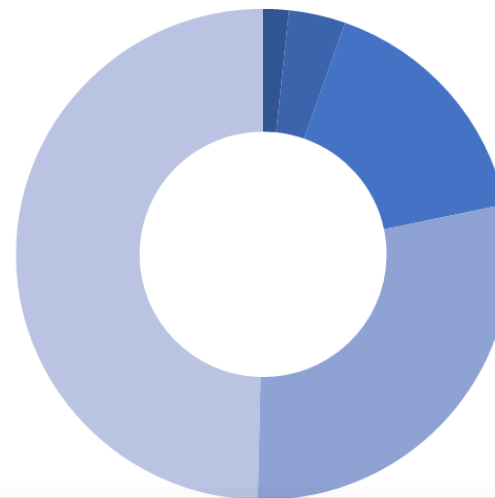
# Results – Goals (not so highly supported)

Promote Safety & Health



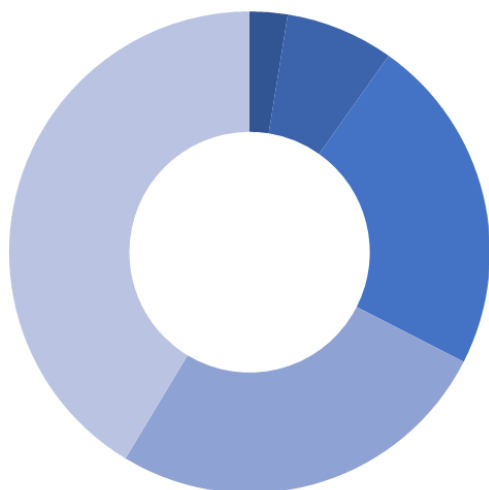
**4.3**

Improve Infrastructure Condition & Resilience



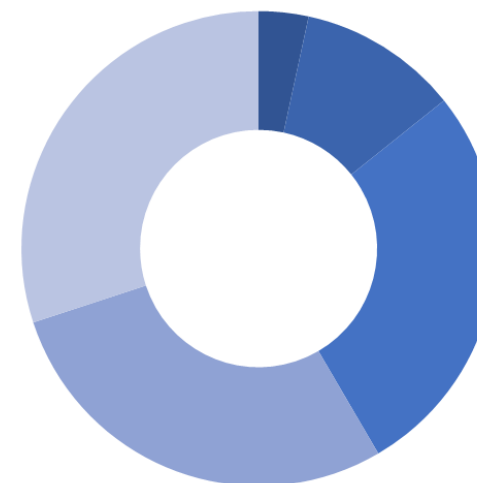
**4.2**

Manage Congestion and System Reliability



**4.0**

Stimulate Economic Vitality



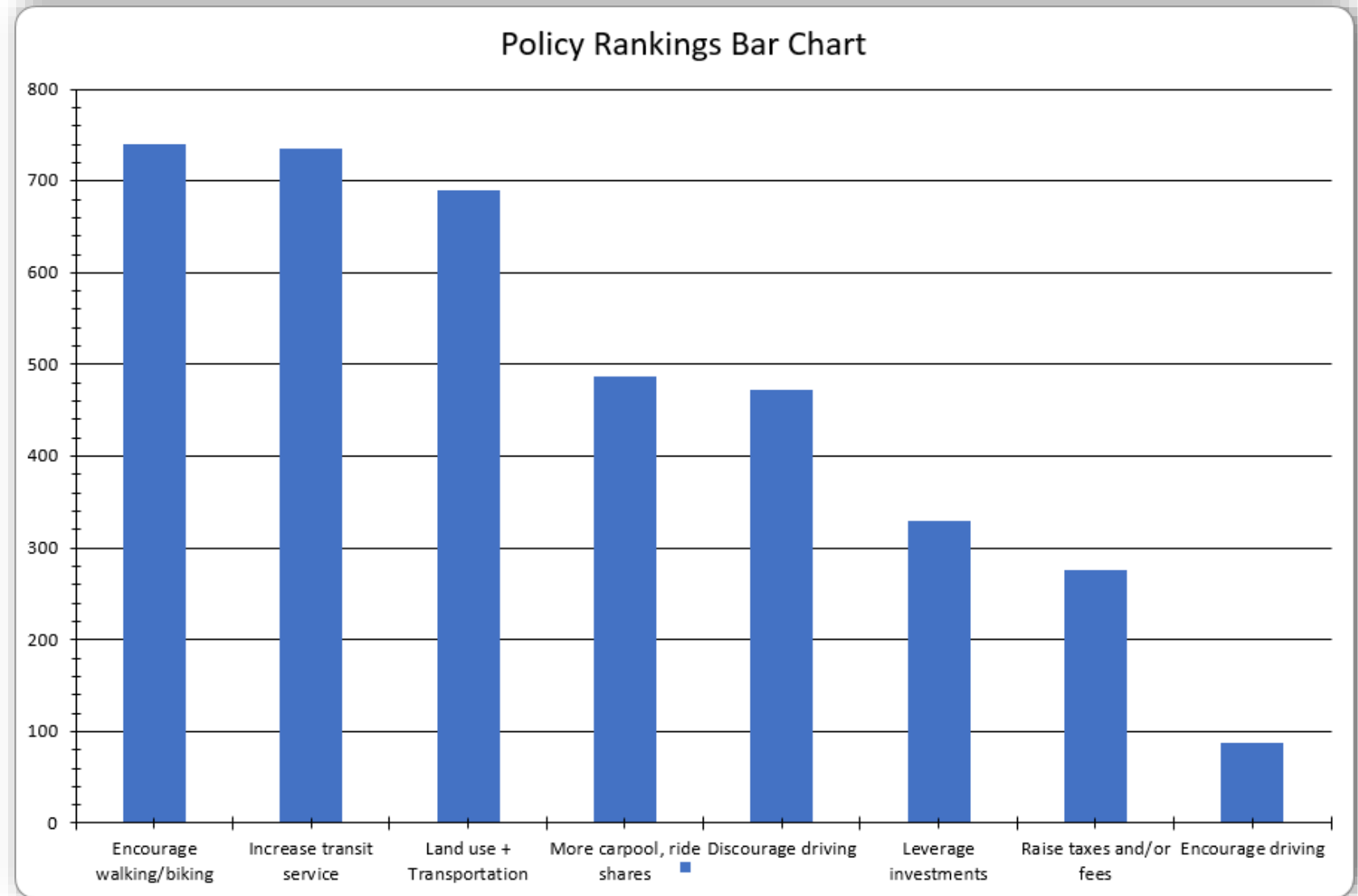
**3.6**

## Which policies are most important to serve growing Triangle population?

# 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.



Graph shows number of times that a policy was ranked in the top five.

# Comments Themes - Suggestions for Goals

416 comments

## Transportation System in General – Focus on:

- 12% Reduce Personal Vehicle Dependence (SOVs; use of VMT as measure) (51)
- 10% Protect Environment/Sustainability = (43)
- 7.5% Equity (Low-income; Minority; Geography) = (31)
- 6% Multi-modal/System with Mode Choices = (25 suggestions)
- 5% Technology - Plan for Electric, Autonomous Vehicles, E-bikes = (20)
- 4% Technology - General Investments in Technology = (16)
- 3% Safety Across System = (11)
- 2% Disabled Access = (8)

## Connectivity – Support for:

- 13% Regional Connectivity via Transit = (54)
- 5% Regional Connectivity via Bike lanes/Greenways = (21)

## Growth – Support for:

- 6% More Targeted, Oriented to Density and Developed Areas = (25)
- 3% Slower Growth = (14)

# Suggestion Themes cont.

## Modes

### Transit/Rail – Support for:

- 21% Fixed Guideways/Rail = (87)
- 19% Transit Investments in General = (78)
- 2% On-demand Service = (9)

### Bicycle/Pedestrian:

- 19% Increase Bike/Ped Infrastructure in General = (78)
- 10% Safety - Focus on Bike/Ped Safety; Vision Zero = (40)

### Roadways

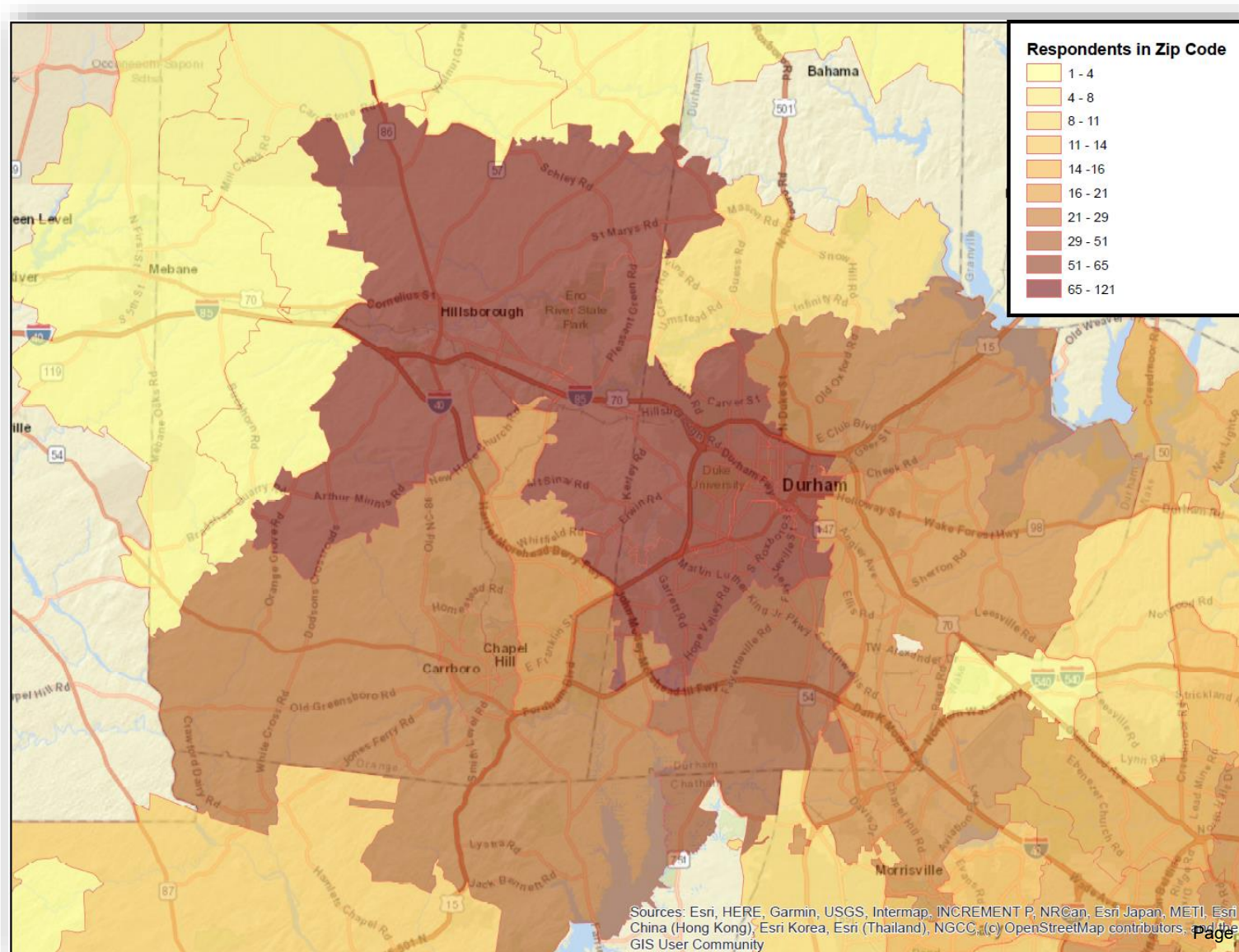
- 4% Focus on Roadway improvements, traffic congestion locations = (16)



# Demographics – Home Zip Code of Survey Participant

## DCHC Area

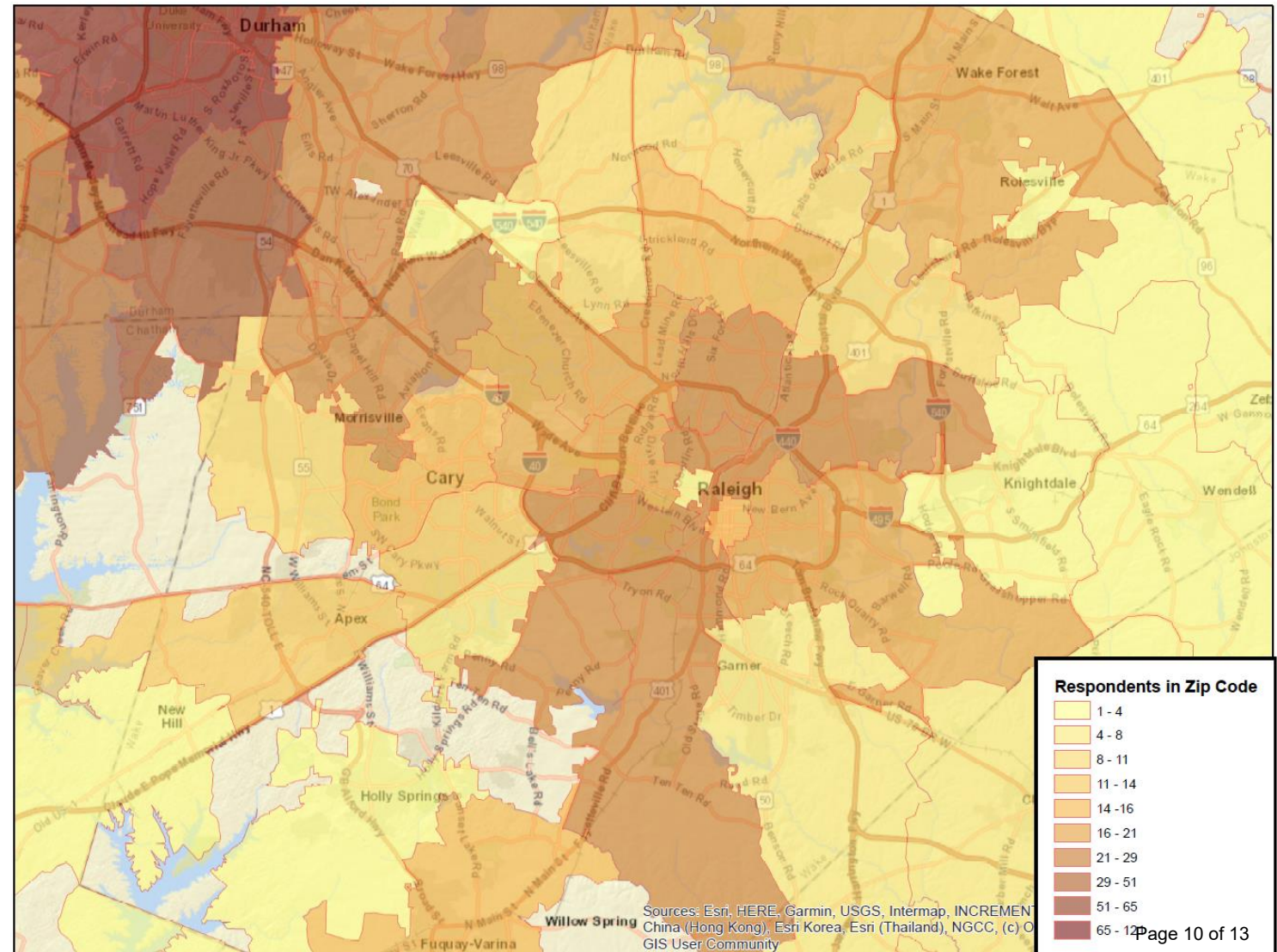
- Central Durham, zip code 27701, is highest
- No adjustment (normalization) for zip code size; rural zip codes are larger, but less dense.
- Zip codes are too big to get clear picture of participant geography.



# Demographics – Home Zip Code of Survey Participant

## CAMPO Area

- Central Raleigh, unincorporated Wake Co. (south along 401 corridor) zip codes are highest



Approximately 700/450 count; DCHC/CAMPO

# 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)

<b>Black</b>	<b>28%</b>
Hispanic	12%
All minorities	48%

Staff will discuss having a more detailed plan to address race/ethnicity imbalance in subsequent public engagement efforts.

# 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

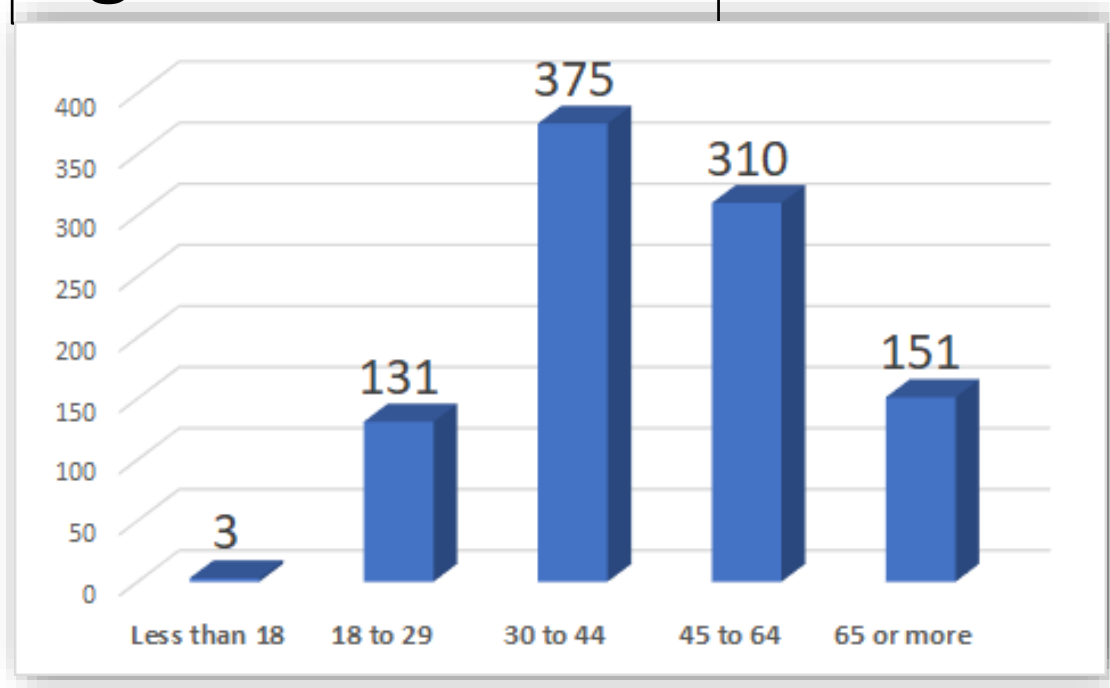
## Disability

	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