

Appendix A

Public Outreach

The Horizon 2040 process included a robust public engagement process throughout all phases of the project. This process and the data that resulted t is documented on the following pages. Intentional efforts were made to reach a broad spectrum of audiences, and to incorporate the community's input and comments into the final project recommendations where possible.

Public Participation Plan

Identifying a list of funded transportation improvements should occur, in part, through a community engagement process that generates information equal in value to technical data. It is important to explain why decisions were made and to point to milestones in the planning process that led to the resulting decisions. The following Public Participation Plan helps ensure the plan outcomes are defensible and implementable.

Project Branding

To distinguish this planning process from previous and ongoing plans and studies within the region, the Horizon 2040 LRTP includes a branding theme (e.g. project moniker, color scheme, and design templates) for use in all project deliverables. The purpose is to create a unifying theme now that will carry on the region's transportation vision and recommendations during implementation and be revisited during future LRTP updates.

Targeted Outreach

Creating a robust and implementable plan requires a continuous and inclusive process that brings residents, business owners, and other stakeholders to the table with local staff and elected officials. The underlying principle for understanding local dynamics is collaborative planning and consensus-building through a process that recognizes the intimate knowledge of these groups and the current and expected issues facing the Greenville region. Key interests that should be targeted or invited to participate in outreach activities include:

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • GPATS staff • Municipal staff • Greenville and Pickens County staff • SCDOT • FHWA • Elected officials | <ul style="list-style-type: none"> • State and Federal agencies • Public transportation providers • Public transportation users • Freight operators • Public service officials • Major employers | <ul style="list-style-type: none"> • Chambers of Commerce • Economic development agencies • Bicycle and pedestrian advocates • Community leaders • Minority and low income communities |
|---|--|---|

A variety of community events, meetings, surveys, and media channels should be used. Each technique targets specific stakeholders and/or the community at-large. Special consideration has been given to reaching a balanced cross-section of the community with the intent to accomplishing the following objectives:

- Engaging key community leaders
- Offering decision points for citizens
- Ensuring representation from a wide range of demographics
- Sequencing engagement activities to build support and participation
- Using the engagement process to raise awareness to regional transportation issues

Elements for Participation

The table below provides additional detail on the various elements for public participation.

Outreach Summary		
Event	Target Audience	Objective/Description
Policy Committee Meetings (up to 3)	<ul style="list-style-type: none"> Policy Committee 	Offer hands-on work sessions to engage the committee about the process, outcomes, and recommendations
Focus Group Meetings (two meetings with three focus groups)	<ul style="list-style-type: none"> Advocates and thought leaders 	Provide task-oriented workshop-style meetings to provide direct input into the creation of the LRTP
Regional Workshops (two events)	<ul style="list-style-type: none"> Community at large Project committees 	Create widespread interest and participation in the plan by engaging participants in active and meaningful ways
Sub-Regional Community Meetings	<ul style="list-style-type: none"> Community at large Project committees Elected officials 	Engage smaller subsets of the region through targeted workshop-style meetings
Stakeholder and Small Group Interviews	<ul style="list-style-type: none"> Community at large Project committees Elected officials 	Focused participation by individuals and small groups
Statistically-Valid Survey	<ul style="list-style-type: none"> Community at large Project committees Elected officials 	Collect data on issues, needs, and travel trends
MetroQuest	<ul style="list-style-type: none"> Community at large Project committees Elected officials 	Gather feedback on potential projects and priorities
Project Webpage	<ul style="list-style-type: none"> Community at large Project committees 	Serve as a portal for plan information; Highlight upcoming events, news, documents, resources, and meeting summaries
Social Media	<ul style="list-style-type: none"> Community at large Project committees Elected officials 	Educate the public; Engage in conversations about issues
E-Blast	<ul style="list-style-type: none"> Community at large Project committees Elected officials 	Educate the community on the purpose, process, milestones, and project activities.

Regional & Sub-Regional Workshop Summary

Introduction

Community engagement for the GPATS Horizon 2040 Long-Range Transportation Plan (Horizon 2040) kicked off on Wednesday, September 7, 2016 with a Regional Workshop at the TD Convention Center in Greenville. This event was supplemented with a series of meetings (i.e. Sub-Regional Community Meetings) throughout the Upstate. These events offered a welcoming environment in which community members could provide input to the visioning and issues identification phase of the Horizon 2040. The long-range transportation plan, sponsored by the Greenville-Pickens Area Transportation Study, seeks to understand the region's existing and future transportation needs and identify viable solutions. When completed, Horizon 2040 will identify transportation improvements that can be funded through the year 2040.

This document summarizes the Regional Workshop and Sub-Regional Community Meetings, which were designed as drop-in workshops with interactive stations providing information and collecting input. Feedback collected at the workshops was combined with information received from stakeholder meetings and the online survey to inform the initial phase of the planning process, including the creation of goals and objectives and the understanding of existing conditions.

Regional Kickoff Workshop

- Greenville – Sep. 7

Sub-Regional Workshops

- Easley – Oct. 3
- Williamston – Oct. 10
- Mauldin – Oct. 11
- Fountain Inn – Oct. 12
- Clemson – Oct. 13
- Greer – Oct. 17
- Travelers Rest – Oct. 18
- Greenville – Oct 20

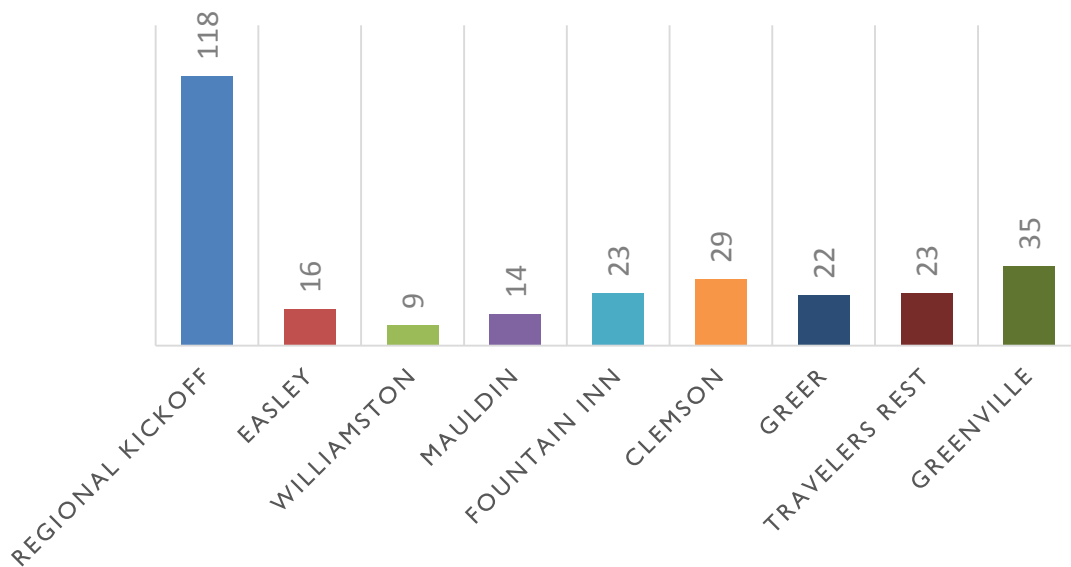
Workshop Agenda

- Info Wall
- One Word
- Priority Pyramid
- Thought Wall
- More or Less
- Mapping Exercises
 - Transit
 - Roadway
 - Bicycle & Pedestrian
- Exit Questionnaire

Participation

Based on the sign-in sheets, 289 participants attended one of the Horizon 2040 workshops. While nearly half of this participation occurred at the regional workshop on September 7, 2016, many of the sub-regional meetings were well attended and generated feedback specific to individual communities. As expected, municipalities with the highest population (e.g., Greenville and Clemson) had the highest turnout at their local meetings.


WORKSHOP PARTICIPATION



Participants at the Greenville workshop enjoying the Priority Pyramid exercise. Combined, the data from the nine kickoff workshops provided over 600 individual mapping data points and 1,000 written comments, in addition to 200 priority pyramid gameboards.

Information Wall

This station was the first station that attendees visited after signing in. A series of boards and maps were set up on easels to describe the purpose of the plan, study area, and provide background on the long-range transportation planning process. Additional maps and exhibits provided highlights from the State of the Region Report.



WHAT IS A LONG RANGE TRANSPORTATION PLAN?

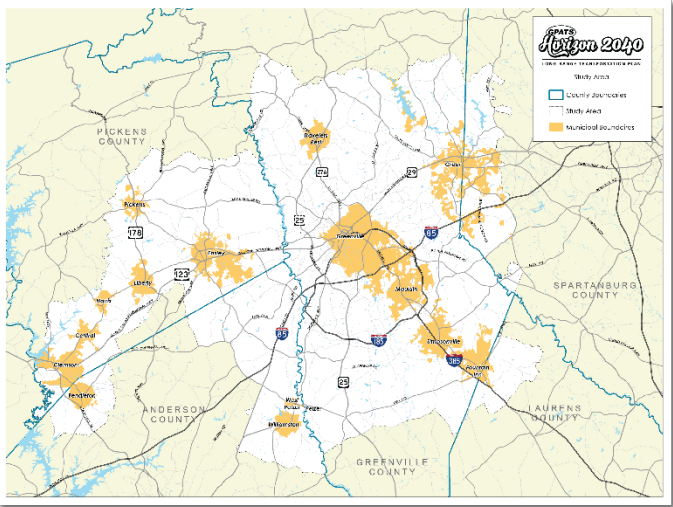
Horizon 2040, the Greenville-Pickens area's new Long Range Transportation Plan, seeks to understand the region's existing and future transportation needs and identify viable solutions. The plan considers all travel modes, including automobiles, bicycle, pedestrian, transit, and freight. When completed, Horizon 2040 will identify transportation improvements that can be funded through the year 2040.

As a federal requirement, all metropolitan regions with a population over 50,000 must complete an LRTP to plan for future transportation spending. GPATS, the Greenville-Pickens Area Transportation Study, is leading the development of the latest update to the region's plan, called Horizon 2040.

WHAT IS GPATS?

GPATS stands for the Greenville-Pickens Area Transportation Study, the Metropolitan Planning Organization (MPO) for the Greenville Area, which includes a significant portion of Greenville and Pickens Counties, and smaller portions of Anderson, Laurens, and Spartanburg Counties. GPATS is responsible for conducting regional transportation planning for a 777-square-mile area that's home to more than 500,000 residents. GPATS is leading the development of this plan.

Go to GPATS.org to learn more about the process and stay updated.



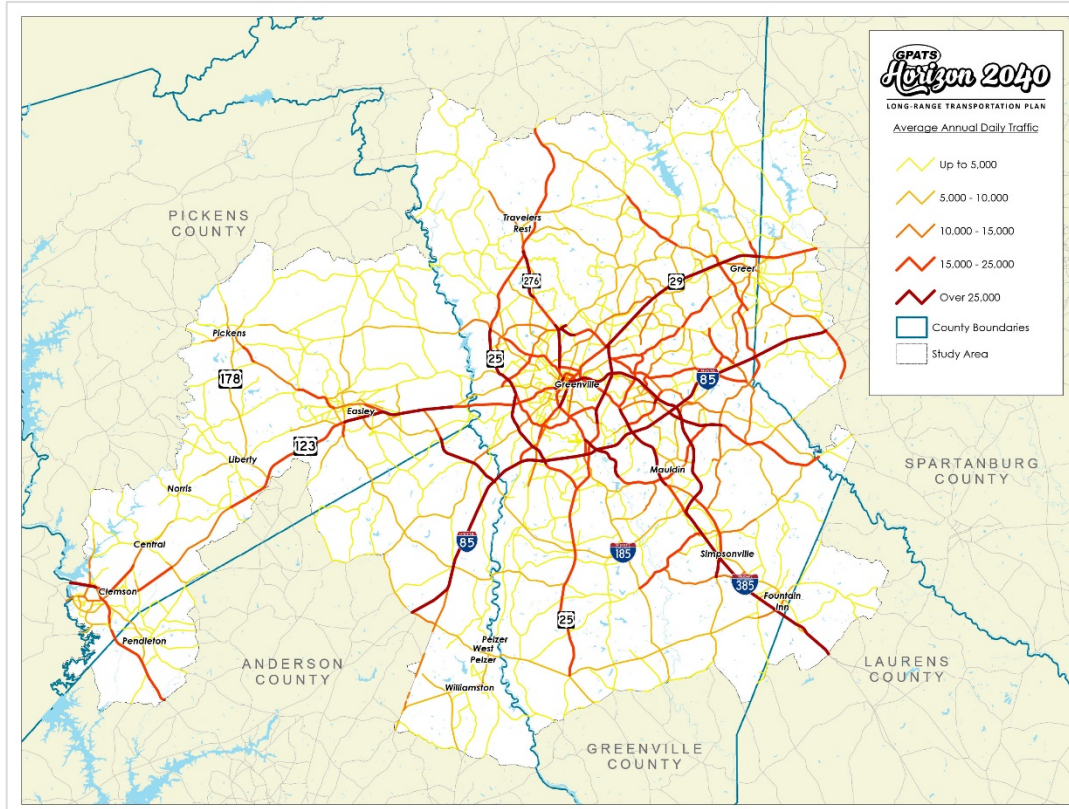
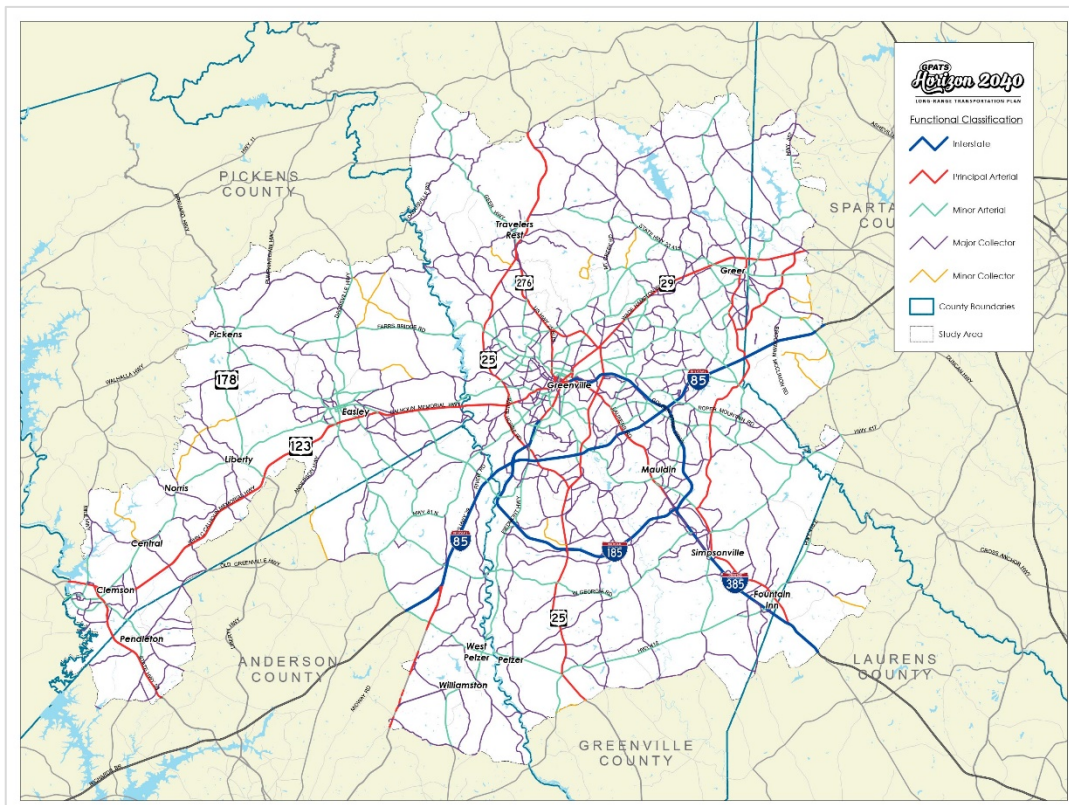
HORIZON 2040 SCHEDULE

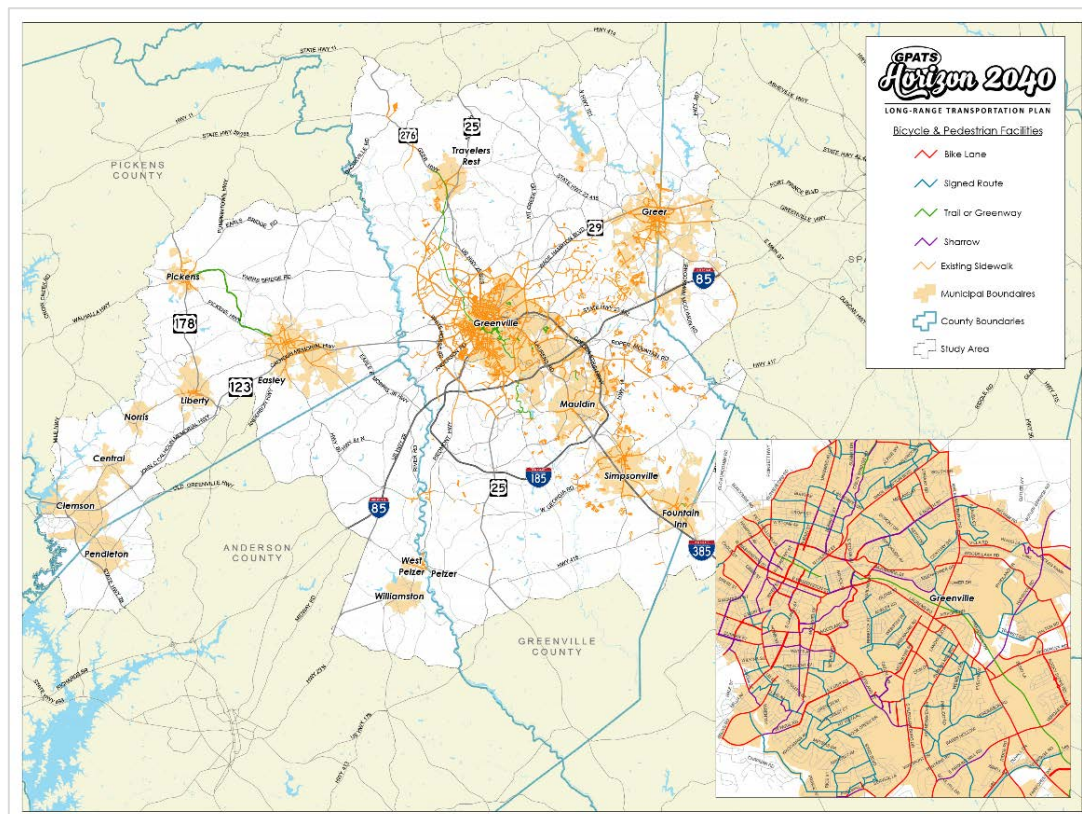
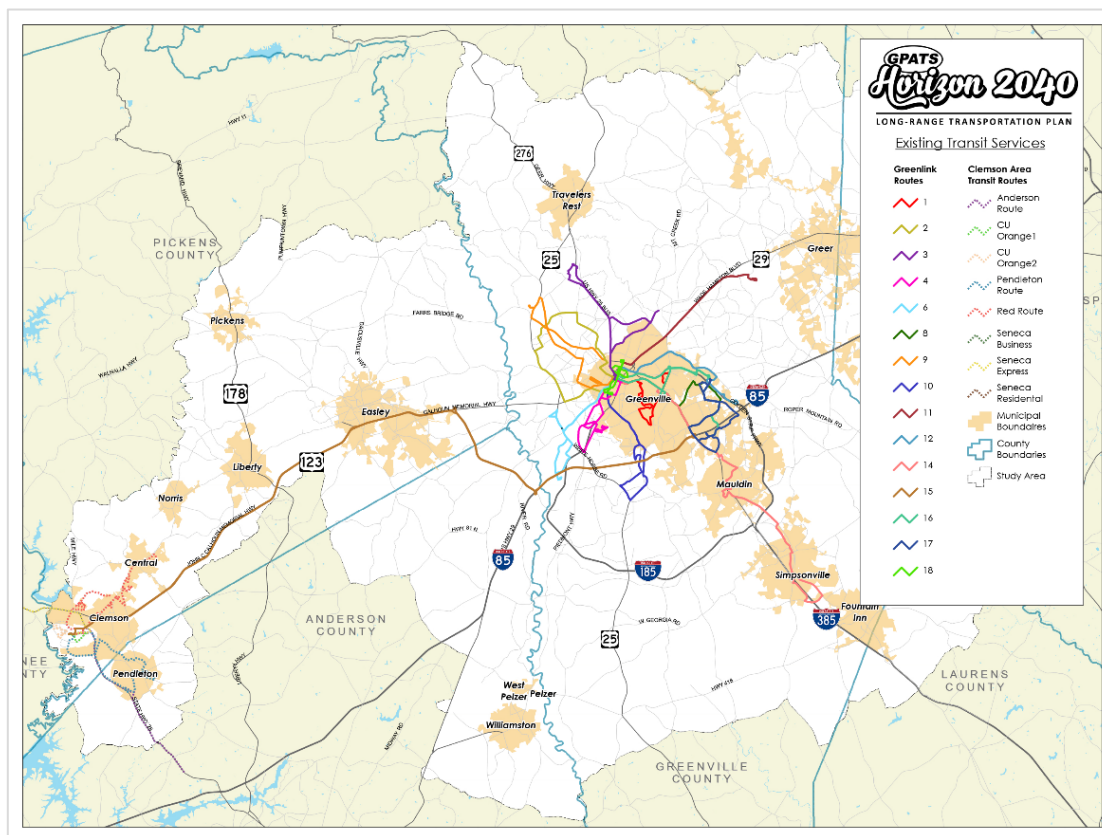
Activity	Date
Kickoff Workshop and Survey Launch	SEP. 2016
Community Workshops	OCT. 2016
State of the Region Report	NOV. 2016
Draft Recommendations	JAN. 2017
Second Round Regional Workshop	APR. 2017
Final Report	OCT. 2017

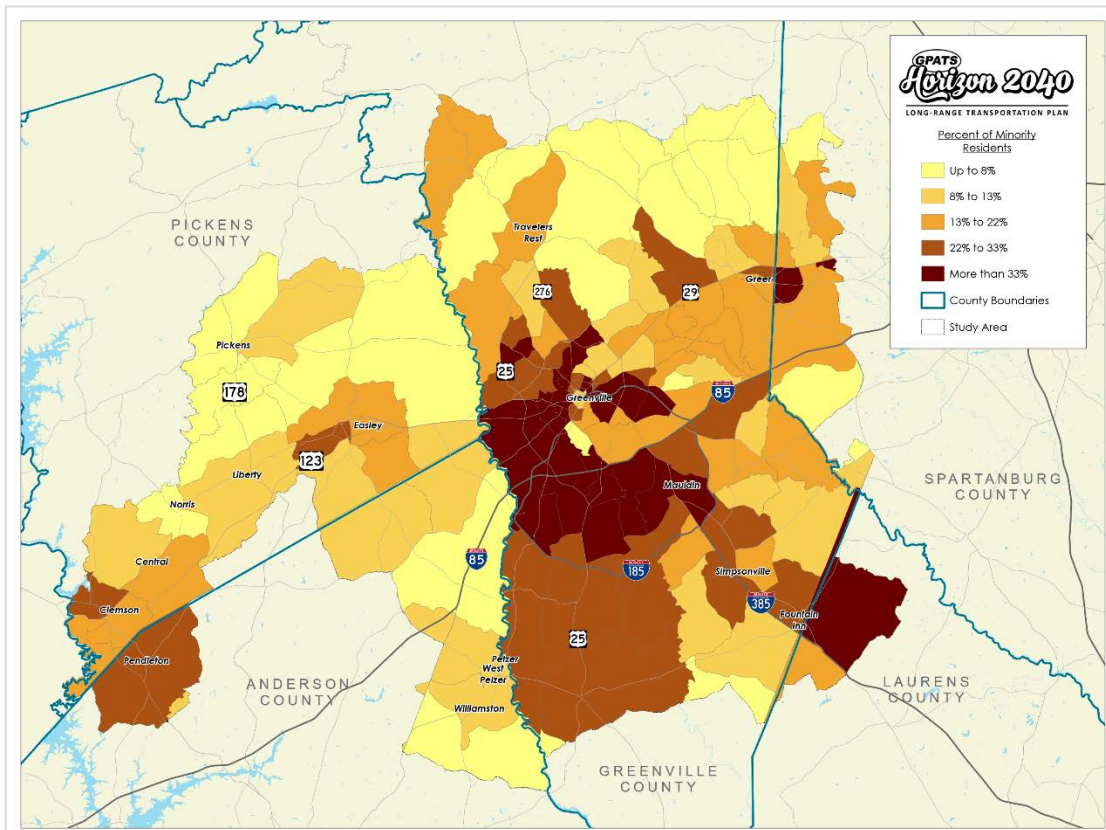
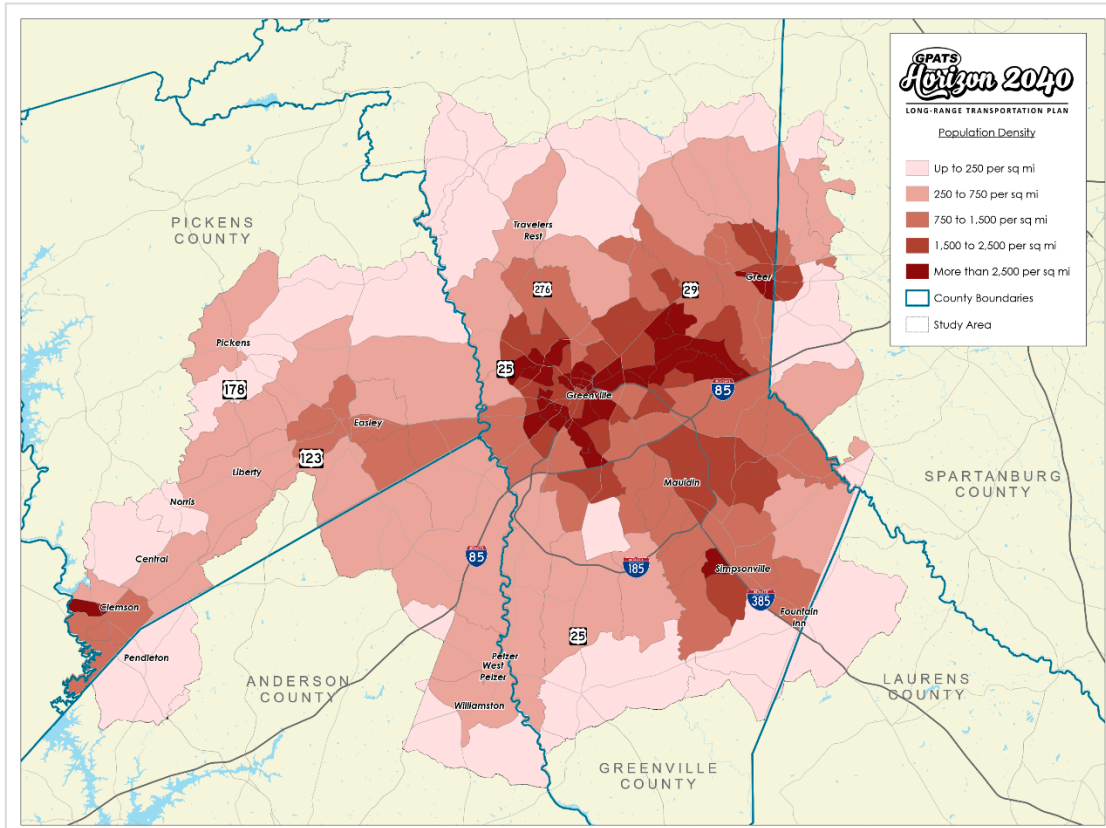
WHAT CAN I DO?

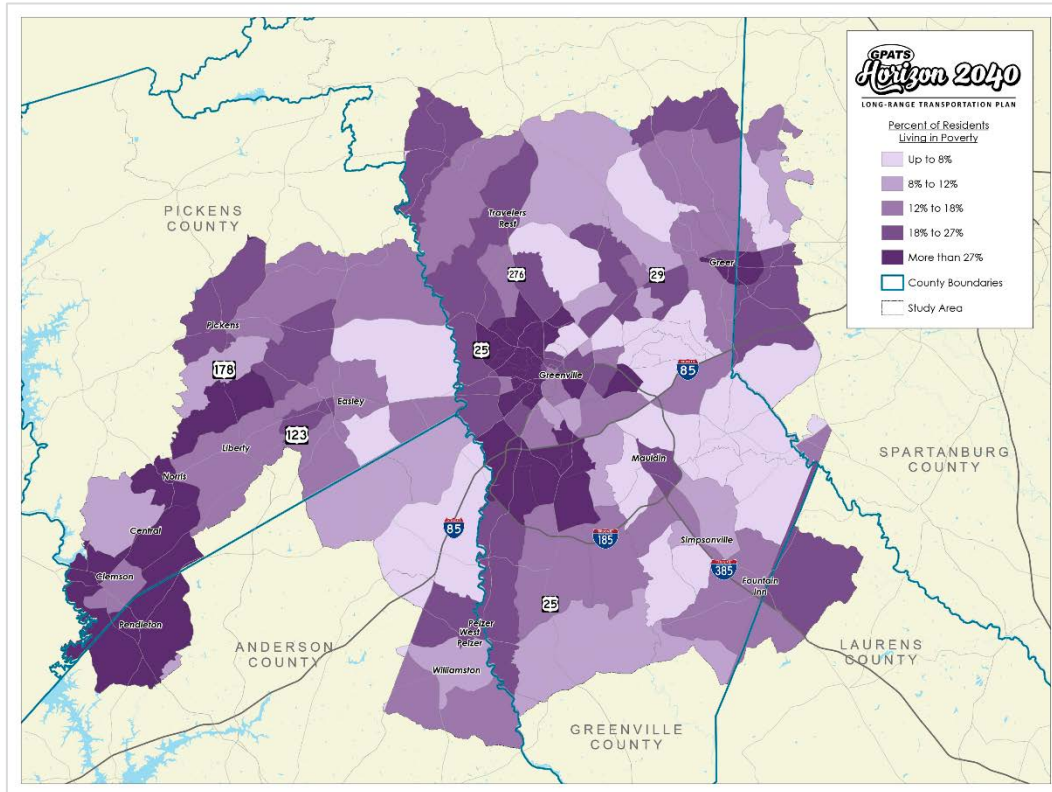
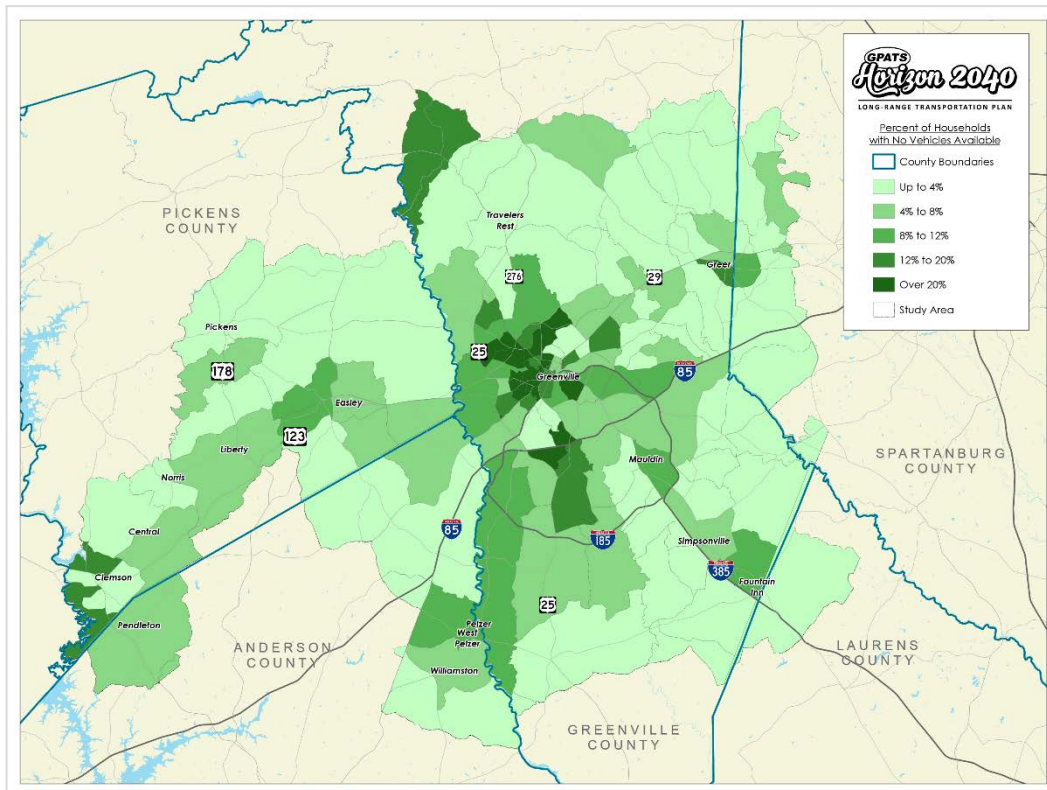
By taking part in the planning process, you can help shape the direction of the plan and the region's transportation projects over the coming decades. The beginning part of the planning process is all about setting priorities, and we want to know what's important to you.

Throughout this workshop, there are many chances for you to provide input. By taking part in the planned activities, completing the MetroQuest survey, and talking to our staff about what you'd like to see, you're an important part of the process.















Priority Pyramid



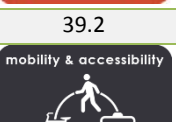
Participants were introduced to the projects six guiding statements and asked to rank the relative importance of each, with the understanding that all are important. Their finalized game board was then posted beneath the station banner representing their top priority, to allow participants to view the workshop's overall outcome at a glance. The results of this exercise provide valuable insight into the community's values and will assist in project prioritization.

When combining data from all workshops to calculate an aggregate score, Safety and Security scored as the overall highest priority, with a weighted average of 245.3. Growth and Development was second with a score of 222.3, followed by Mobility and Accessibility with 199.5. System Preservation and Efficiency, Economy Vitality, and Culture and Environment trailed, though each received votes as a top priority.

Rank	1 st	2 nd	3 rd	4 th	5 th	6 th
						
Weighted Average	245.3	222.3	199.5	142.6	127.6	111.7
Percent Responses by Tier	1 st : 29% 2 nd : 40% 3 rd : 31%	1 st : 21% 2 nd : 42% 3 rd : 37%	1 st : 23% 2 nd : 31% 3 rd : 46%	1 st : 9% 2 nd : 33% 3 rd : 58%	1 st : 10% 2 nd : 27% 3 rd : 63%	1 st : 7% 2 nd : 26% 3 rd : 67%







However, the results from each municipality differ slightly, depending on the differing values of each city or town. For instance, participants from Clemson and Greenville ranked Mobility and Accessibility as their highest priority, while Williamston and Mauldin ranked Growth and Development highest. Following are the top three priorities and their weighted average scores broken down by municipality.

Top Priorities by Workshop

Rank	1 st	2 nd	3 rd
Regional Kickoff			
Weighted Score	101.2	70.5	55.5
Easley			
Weighted Score	21.1	18.3	15.5
Williamston			
Weighted Score	4.6	7.4	
Mauldin			
Weighted Score	19.1	14.3	13.3
Fountain Inn			
Weighted Score	56.1	32.4	26.5
Clemson			
Weighted Score	60.2	56.1	37.5
Greer			
Weighted Score	39.1	34.3	22.6
Travelers Rest			
Weighted Score	39.2	35.2	22.5
Greenville			
Weighted Score	53.2	41.4	41.4

Thought Wall

Participants at the Thought Wall station were given four pieces of paper and asked to write one issue, concern, topic, need, or challenge on each sheet. One sheet was reserved for their most important thought. Participants were then asked to place each of their comments under the planning theme posted on the designated “Thought Wall”. This exercise collected numerous thoughts that will inform the plan’s understanding of existing conditions. By having participants self-select a planning theme for each of their thoughts, a frequency of priority (sheets per theme) and an intensity of priority (most important thoughts per theme) were determined.

THEME						
FREQUENCY RANK	1	2	3	4	5	6
INTENSITY RANK	1	2	4	5	3	6
COMMENTS						
PRIORITY	59	45	31	25	19	15
GENERAL	57	57	61	50	37	40

Overall, 496 individual comments were collected, with the most attention being paid to Mobility and Accessibility (116 comments overall).

Common themes among the individual thoughts included the following:

- A wish to preserve and add green space throughout the study area.
- Reducing congestion from recent growth and development along key corridors (i.e. Woodruff Rd).
- Maintaining a viable transportation system as one tool in an economic development tool kit.
- Reducing road visibility hazards and crash risks in certain corridors.
- Expanding the public transportation system to further destinations throughout the region.

More or Less

Participants were given a game board that displayed five topic areas: roadways; bicycle and pedestrian; transit; freight, rail and aviation; and intelligent transportation systems (ITS and transportation demand management (TDM). Participants were asked to write down any each topic area that they would like to see more of or less of in the community. These topics relate directly to recommendations that will be developed as part of *Horizon 2040*.

The greatest number of comments related to roadway design elements, an unsurprising phenomenon since that is the element of the transportation network people are most familiar with. Bicycle and Pedestrian elements elicited the second highest response rate.

	+	-
<i>Roadways</i>	88	64
<i>Bicycle/Pedestrian</i>	90	41
<i>Transit</i>	77	25
<i>Freight, Rail & Aviation</i>	62	24
<i>ITS & TDM</i>	62	20

The following represents common answers.

- **Roadway:** Participants would like to see fewer potholes, less congestion, more turn lanes, and widening on key congested corridors (Woodruff Rd.)
- **Bicycle and Pedestrian:** Participants would like to see more bike lanes and sidewalks, but less bike traffic in heavily traveled areas
- **Transit:** Participants would like to see more public transit connecting to smaller communities.
- **Freight, Rail and Aviation:** In general, participants would like to see more emphasis on rail and aviation, taking truck traffic off local highways.
- **ITS & TDM:** Many participants would like to see better synchronization between traffic lights.

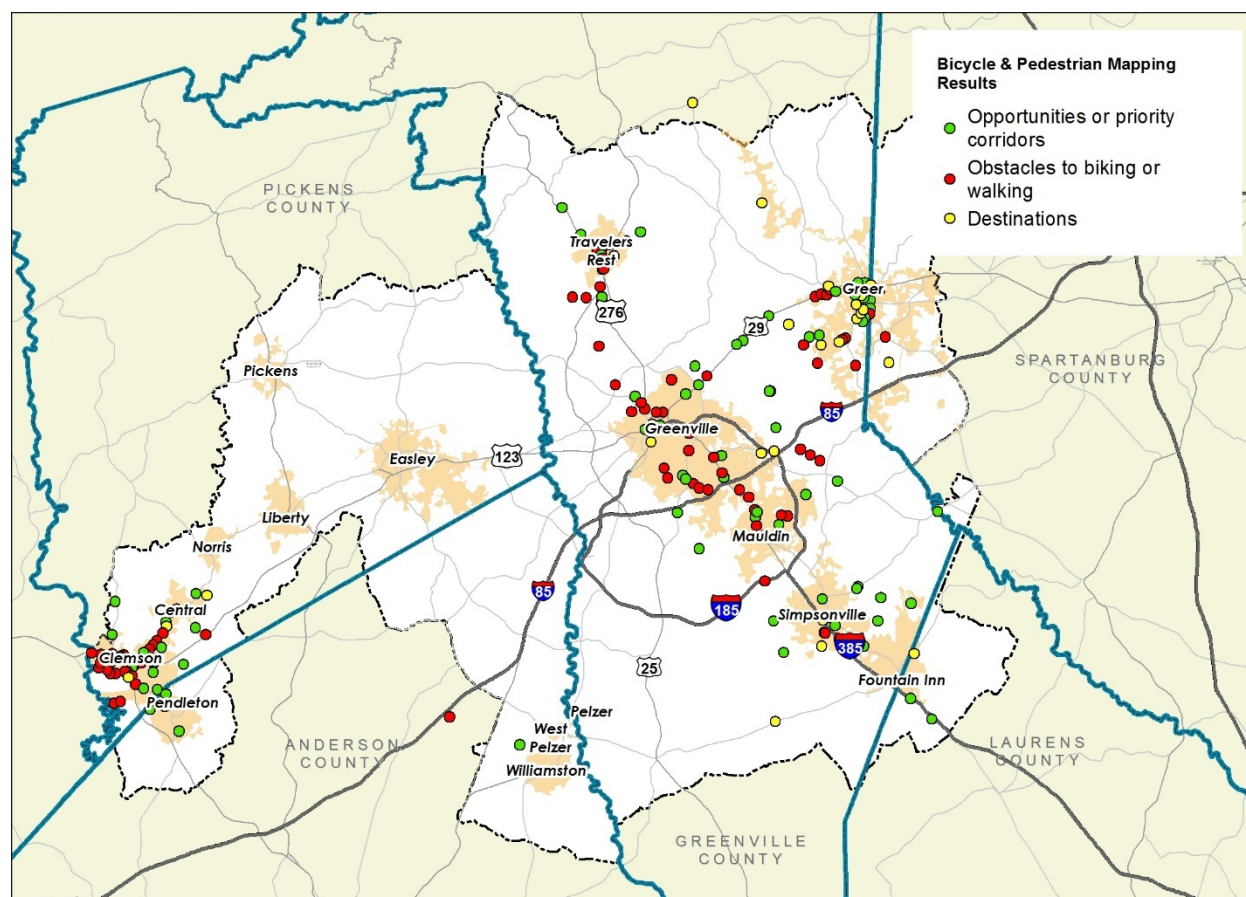
Mapping

For these activities, participants viewed large maps of the study area and placed different colored dots to denote areas of concern or opportunities.

Three separate maps were available to map attributes of the roadway network, transit system, and bicycle and pedestrian infrastructure.

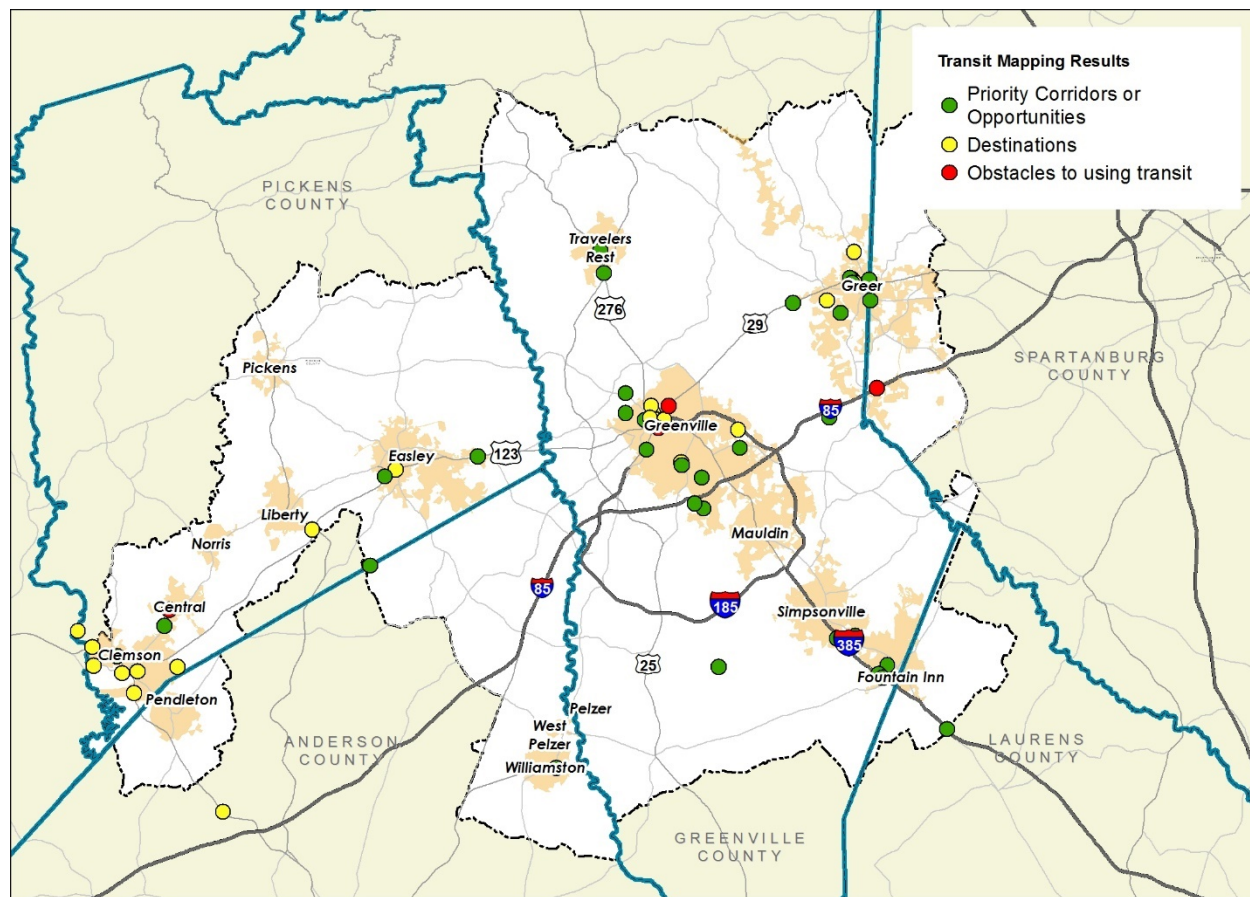
The result of this exercise yields special areas and corridors within the region to focus planning efforts around. Clusters of green and red dots were analyzed to show these locations as cohesive areas. In total, over 600 individual data points were placed on the maps during the nine workshops.

Bicycle & Pedestrian Results



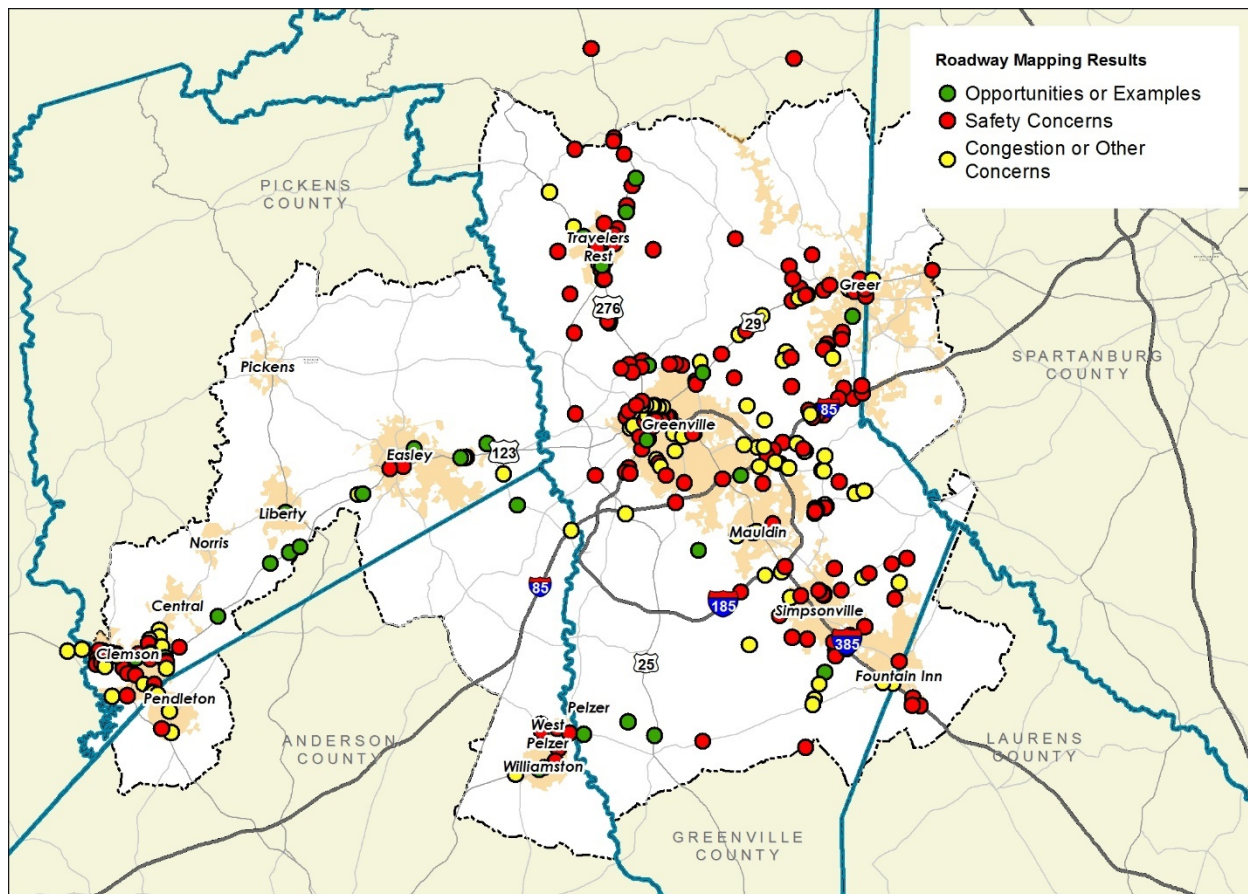
In the map above, the vast majority of the dots are located surrounding Greenville, Greer and Clemson, mirroring the area's current bicycle and pedestrian infrastructure network. The map shows what the community deems to be priority corridors, such as US Hwy 29, as well as a cluster of obstacles around Clemson University, which is also a prime destination.

Transit Mapping Results



The transit mapping results above show a much smaller network, commensurate with the reach of the region's current public transportation system. Though participants did not identify many obstacles to riding transit, many destinations and priority corridors were identified which may be outside the reach of the current system.

Roadway Mapping Results

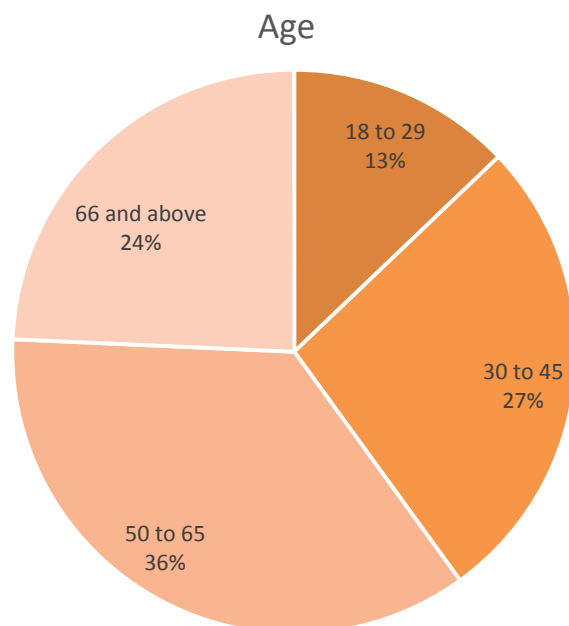
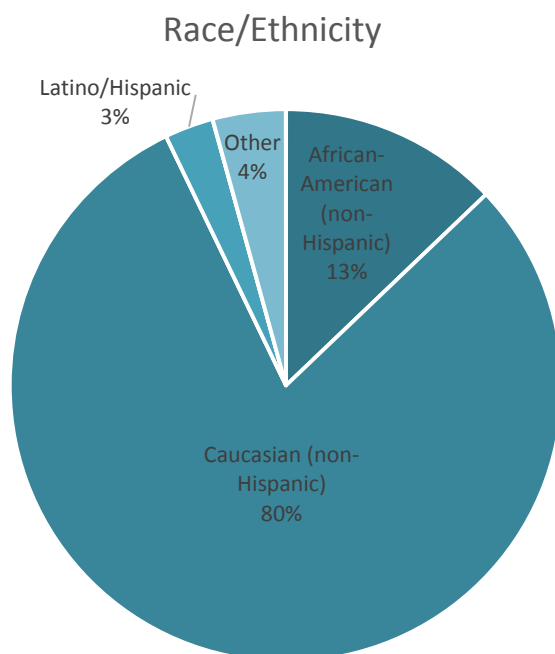
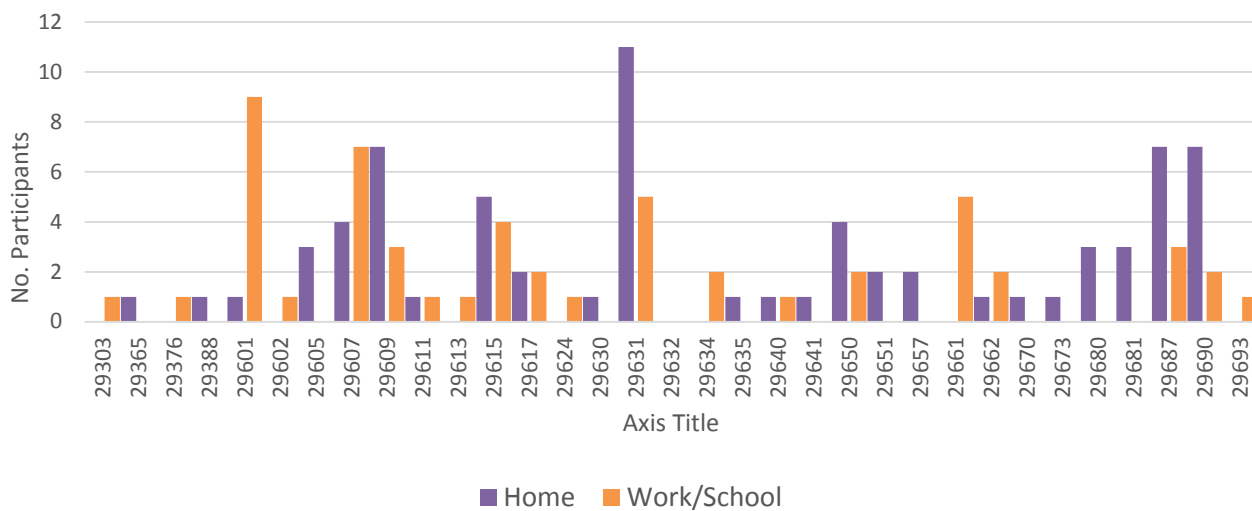


Many roadway safety and congestion concerns were identified throughout the study area, as shown in the map above. These concerns are mainly located in downtown Greenville and along the most congested corridors, including US Hwy 25, 29, and I-85. Many safety concerns and congestion also exists in Clemson, at the far west end of the study area.

Exit Questionnaire

As part of the event, participants were also asked to complete a brief exit questionnaire to gather brief demographic information. Because the survey was not required, only 70 responses were received from the 118 participants who attended the meeting. However, these responses can provide a good insight into the demographics of those who provided input.

Participant Home and Work/School Zip Codes



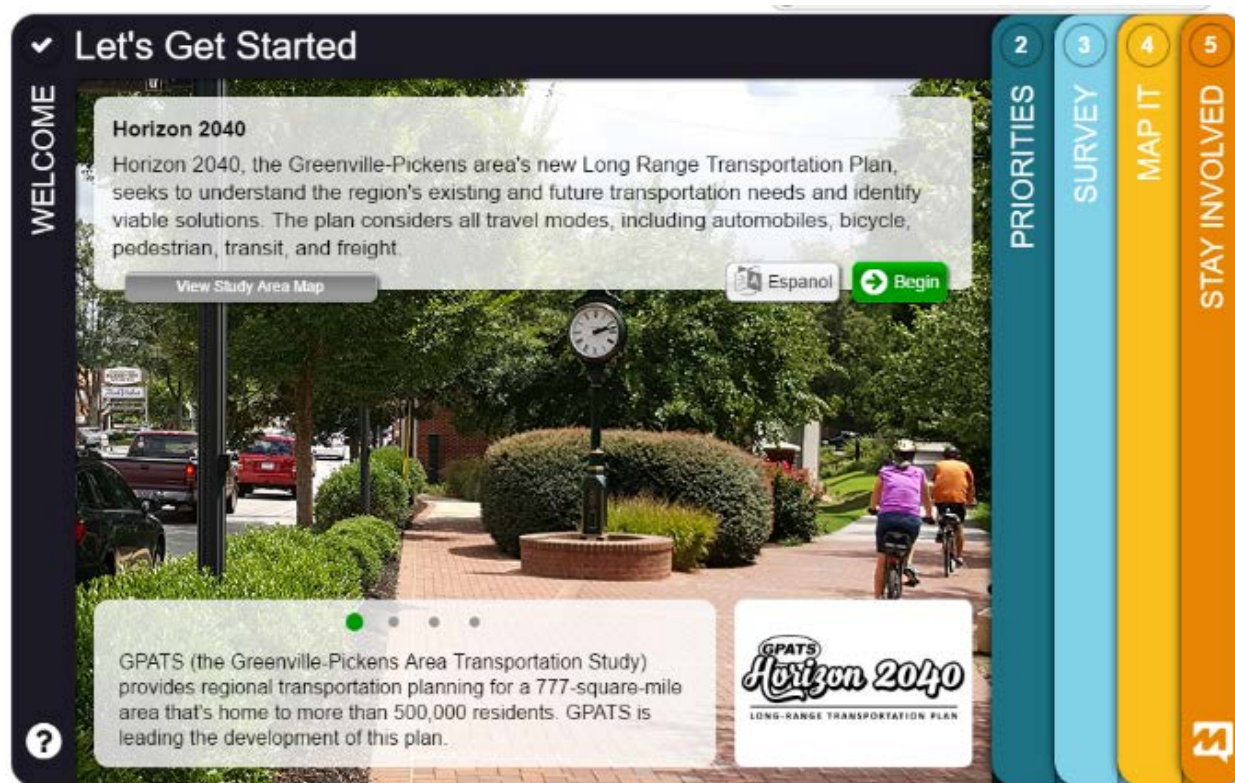
Metroquest Survey Summary

To ensure a broad range of perspectives was involved in the early phases of the *Horizon2040 Long-Range Transportation Plan*, an online survey was designed to provide a tool for substantial community input. The survey launched on September 7, 2016 at the Regional Kickoff Workshop and was available online through March 9, 2017. Through the MetroQuest survey platform, the survey allowed participants to identify local and regional transportation issues, prioritize topics that are most important to them, and suggest projects they would like to see completed. The survey was available in both English and Spanish.

In addition to the MetroQuest survey, a statistically valid survey was distributed to 525 households in the region during the same time period. These surveys were designed with similar language, with the intention of comparing the results to develop a community consensus after compiling the results. Where relevant, these results are discussed below. The MetroQuest survey results will be combined with information received from the regional workshop, sub-regional community meetings, stakeholder meetings, focus group work sessions, and the statistically-valid survey.

Screen Shots

Screen 1: Introduction



Screen 2: Priority Ranking

2 Your Top Priorities ? What to do Next Task

WELCOME PRIORITIES SURVEY MAP IT STAY INVOLVED

Order your top 5 items
↑ above this line ↑

- Growth & Development
- Mobility & Accessibility
- Economic Vitality
- Safety & Security
- System Preservation
- Culture & Environment

As a starting point, we want to know your top priorities for transportation in the Greenville-Pickens region. You'll be asked to provide more detail for each topic area on the next screen.

Please drag 5 of the items above the line in your preferred order.

Screen 3: Priority Survey

3 Tell Us More ? What to do Next Task

WELCOME PRIORITIES SURVEY MAP IT STAY INVOLVED

Economic Vitality

Economic Vitality

When planning transportation, we should focus on:

- ☐ Improving and expanding highways to make regional travel easier and faster
- ☐ Replacing/repairing bridges
- ☐ Improving secondary roads
- ☐ Expanding the rail and freight network
- ☐ Increasing air, rail, and intermodal connections

Please note specific issues and needs:

Type...

Next

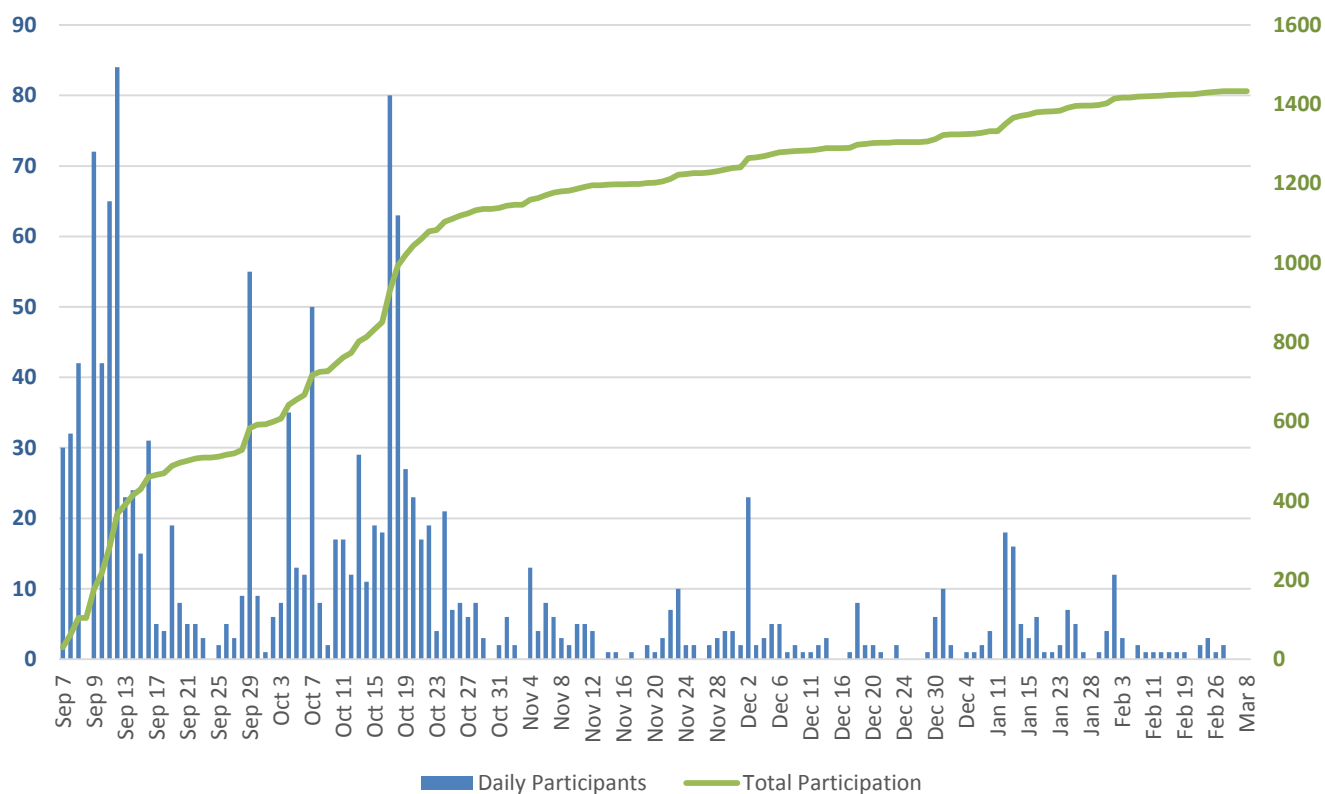
Screen 4: Mapping Exercise

Screen 5: Demographic Survey

Participation

In total, 1,436 people participated in the six-month survey and provided more than 33,000 individual data points for analysis 1,800 written comments. Two major activity spikes, in mid-September and mid-October, coincide with the survey launch at the regional workshop and the “Fall in Greenville” event at which GPATS staff promoted the project and the survey to the local community.

Survey Participants



1,436

participants

1,800

written comments

33,110

data points

Priority Ranking

As the survey's first exercise, participants were shown six different project themes and asked to select and prioritize their top five. This exercise was designed to mirror the Priority Pyramid exercise from the September and October workshops. The results from the two activities were compared to create a large dataset to inform the plan's general objectives and priorities. The six planning themes are shown below.



Culture and Environment

Enhance the region's quality of life by preserving and promoting its valued places and natural assets.



Economic Vitality

Support regional economic vitality by making it easier to move people and freight within and through the region.



Growth and Development

Make traveling more efficient by coordinating transportation investments with land use decisions.



Mobility and Accessibility

Provide a balanced transportation system that makes it easier to bike, walk, and take transit.



Safety and Security

Promote a safe and secure transportation system by reducing crashes, making travel reliable and predictable, and improving emergency response.









System Preservation and Efficiency

Extend the life of the transportation system and promote fiscal responsibility by emphasizing maintenance and operational efficiency.

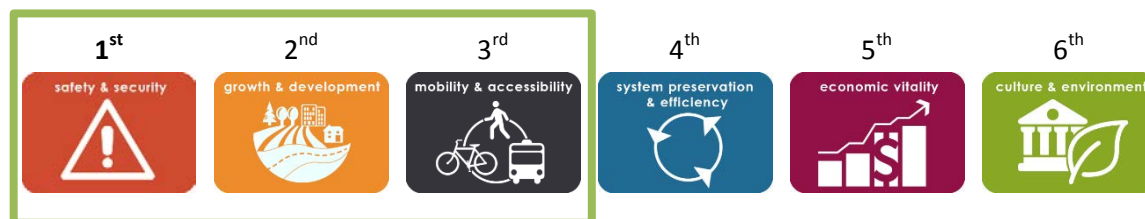
In total, more than 5,000 data points associated with the priority rankings offered a more comprehensive overview of the community's priorities. The results from these rankings are shown below. **Safety & Security** was the top ranked priority by a narrow margin, with **Mobility & Accessibility** following as a close second. *Note, the highest possible rank is 1, so smaller average rankings indicate higher priorities than larger averages.*

MetroQuest Rank

	1 st	2 nd	3 rd	4 th	5 th	6 th
						
Average Ranking	2.43	2.45	3.04	3.30	3.38	3.43
Times Ranked (TOTAL)	963	908	904	823	819	705
Times Ranked (FIRST)	341 (55%)	285 (31%)	138 (15%)	109 (13%)	112 (14%)	74 (10%)

When compared with the results from the regional workshop exercises, consensus begins to emerge. **Safety & Security** also was ranked as the top-ranked priority in the workshops, and **Growth & Development** and **Mobility & Accessibility** round out the top three priorities in both cases. This consensus provides a solid picture of the community's most important priorities. Most of the other priorities were ranked in different places by each group.

Regional Workshop Priority Rankings



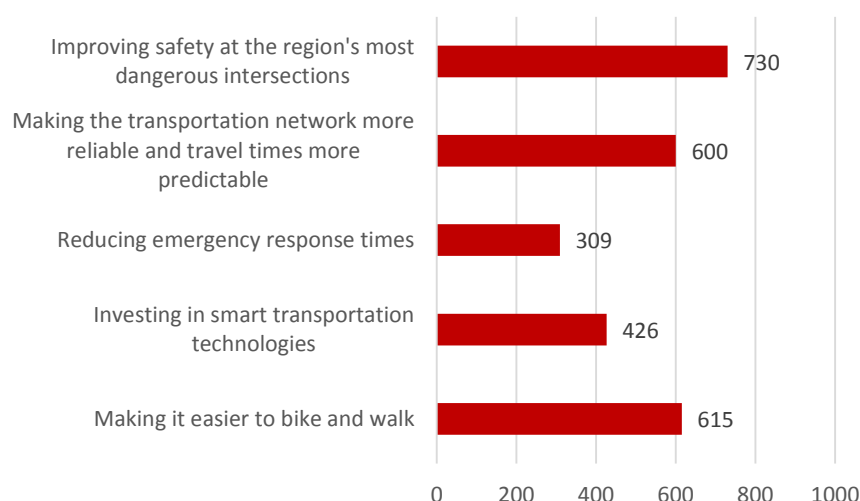
Note: To avoid confusing participants, the statistically valid survey did not ask the priority ranking question.

Priority Survey

After ranking their top five priorities, participants navigated to Screen 2 which asked them to identify what the plan should focus on within each of those priorities. They were only shown the five categories they selected on the previous screen, and could select as many answers as they liked within each question. The results are shown below. Additionally, each question offered the opportunity to provide written feedback. Over 1,600 comments were provided. These comments can be provided under separate cover.

Safety & Security

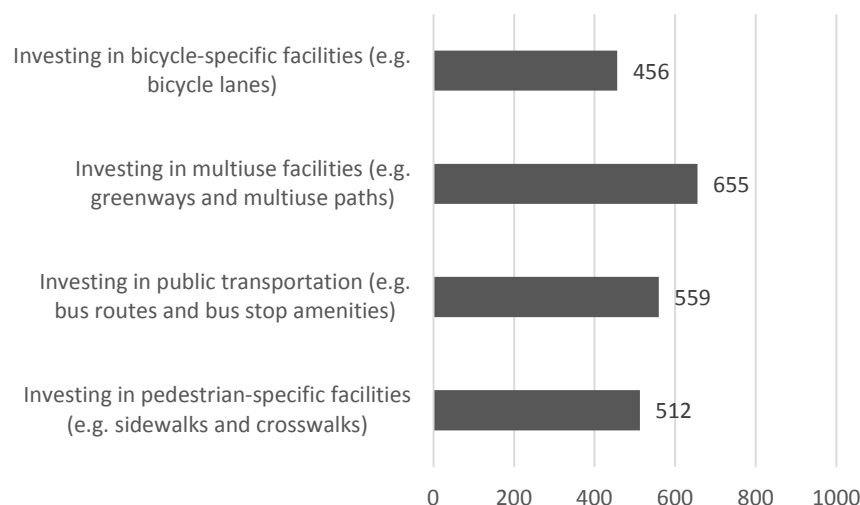
When planning transportation, we should focus on...



“Improving safety at dangerous intersections” was the most popular choice within Safety & Security. However, “making the transportation network more reliable” and “making it easier to bike and walk” were close followers, highlighting the fact that transportation safety has a wide variety of meanings to different groups.

Mobility & Accessibility

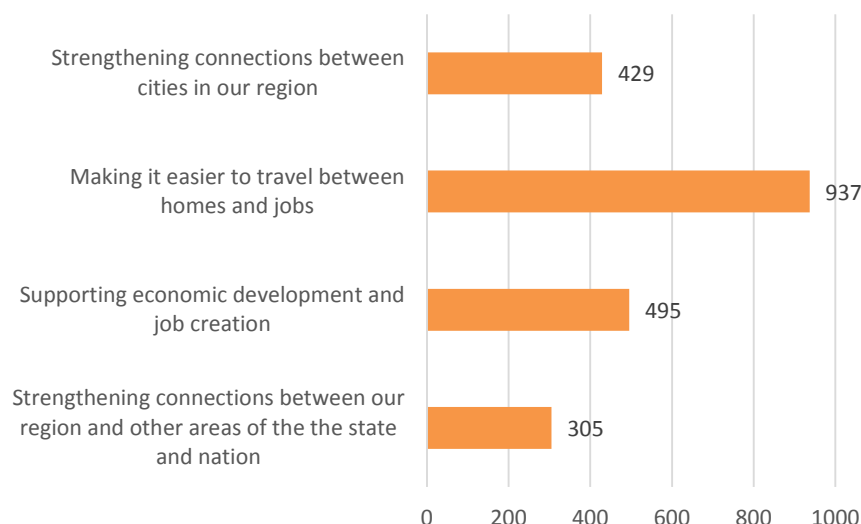
When planning transportation, we should focus on...



Multiuse facilities (such as trails and greenways) were more popular than either dedicated bicycle or pedestrian facilities. Overall, the popularity of the selections in this category were relatively evenly spread. **Off-street trails were also noted as the most important bicycle improvement in the statistically valid survey, outranking on-street bicycle facilities 52% to 48%.**

Growth & Development

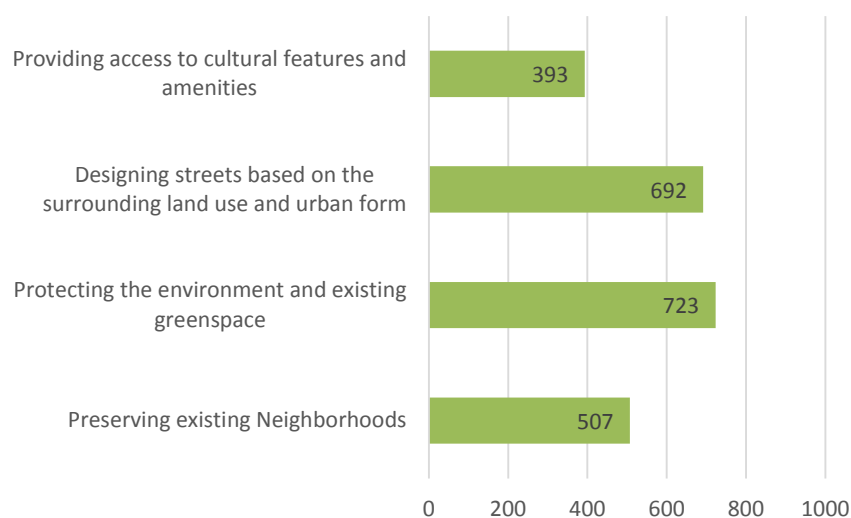
When planning transportation, we should focus on...



“Making it easier to travel between home and jobs” far outpaced the other options within this category. **This closely mirrors the statistically valid survey, in which making commutes easier received 48% of responses.** Similarly, “supporting economic development and job creation” was the second-most popular priority in each survey.

Culture & Environment

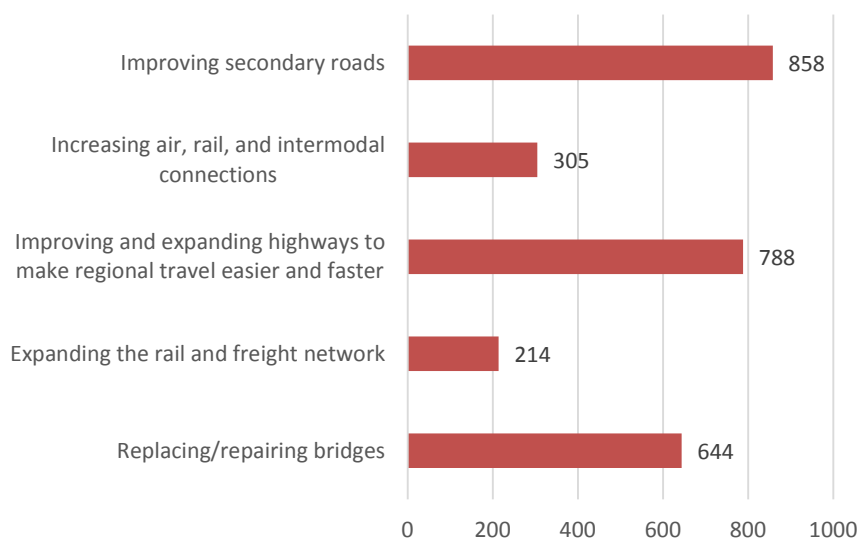
When planning transportation we should focus on...



In each survey, the responses in this category were relatively evenly split among the choices. “Protecting the environment and existing greenspace” narrowly outranked “designing streets based on the surrounding land use” as the top choice among MetroQuest participants. **In the statistically valid survey, these top choices were switched, but remained the top two selections.**

Economic Vitality

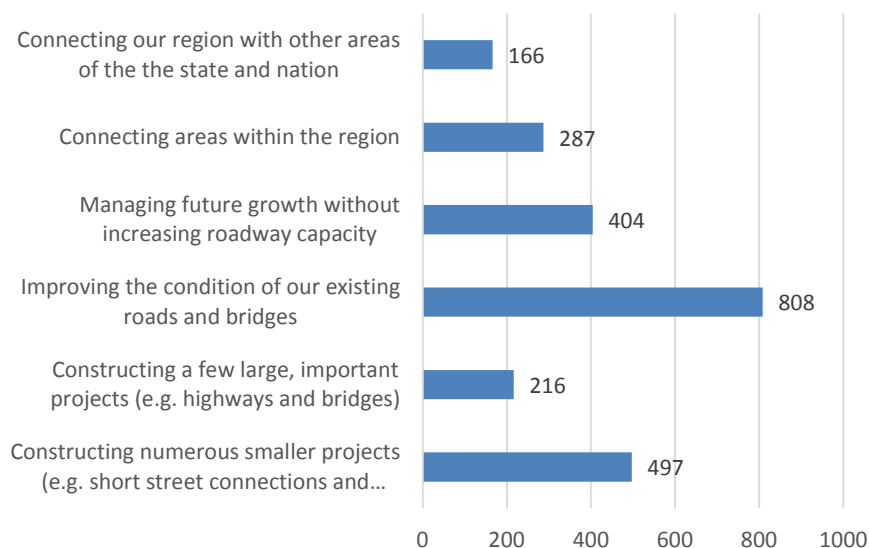
When planning transportation, we should focus on...



The top three selections, “improving secondary roads,” “improving and expanding highways,” and “replacing/repairing bridges” far outranked the remaining two selections as the clear top choices. **These were also the top choices in the statistically valid survey when asked “Which transportation improvements would have the most positive impact on our region’s economy?”**

System Preservation & Efficiency

When planning for transportation, we should focus on...



By a wide margin, participants favor “improving the condition of our existing roads and bridges” over other options within this category. **This mirrors the results from the statistically valid survey, in which that option captured 59% of the total responses.**

Mapping Exercise

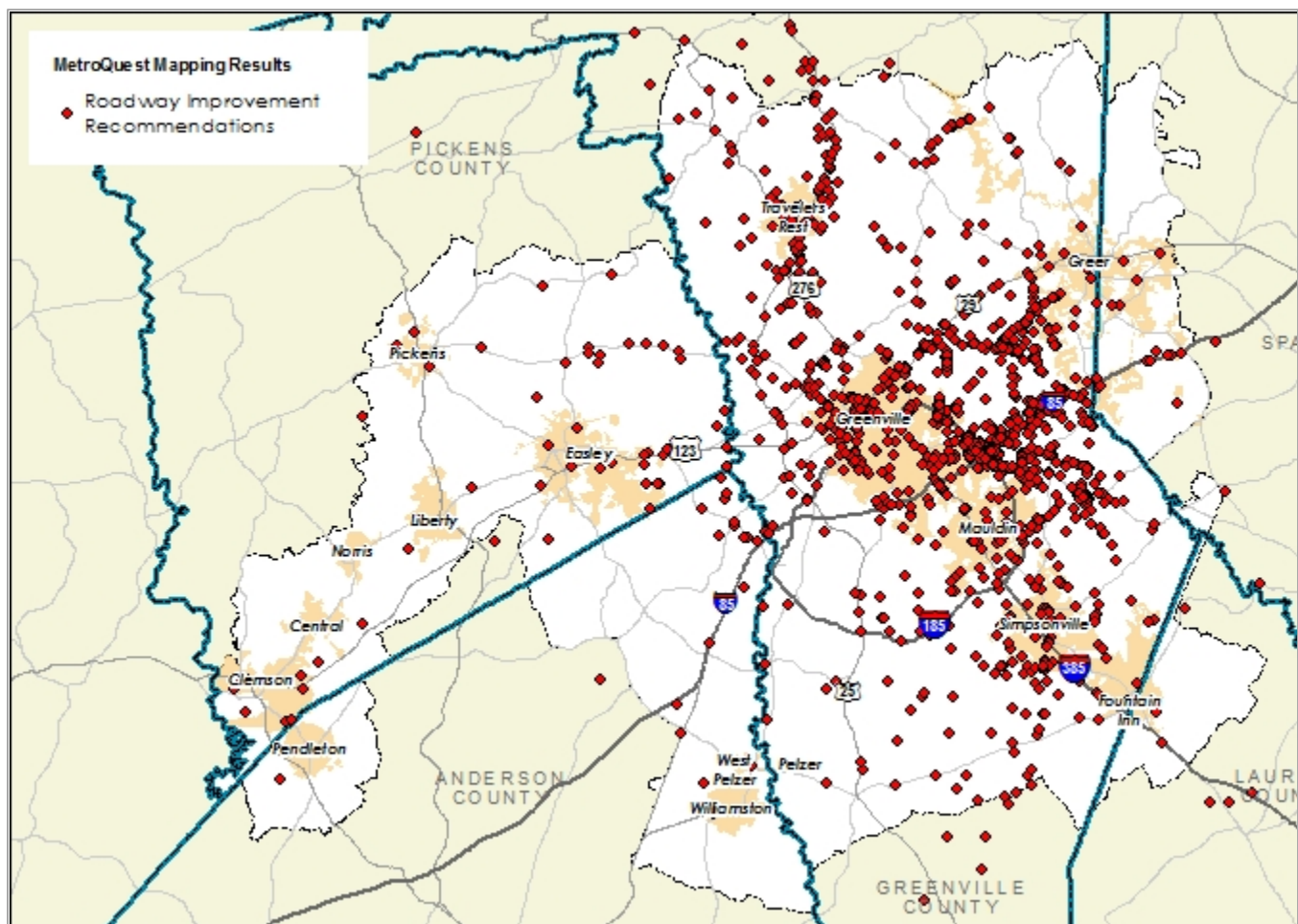
Finally, participants were asked to show specific locations throughout the study area they would like to see considered for transportation improvement projects. They were given the option to drop markers on a map of the GPATS area, categorize each marker as a roadway, bicycle, pedestrian, multi-user, transit or other project, and provide additional information. Each of these markers was captured, and maps have been created to show the general areas that participants would like to see improvement projects.

Roadway Project Suggestions

1,408 points

950 comments

Project Categories	Points
Intersection Improvement	302
Road Widening	273
Repaving	136
Safety	124
Other	80

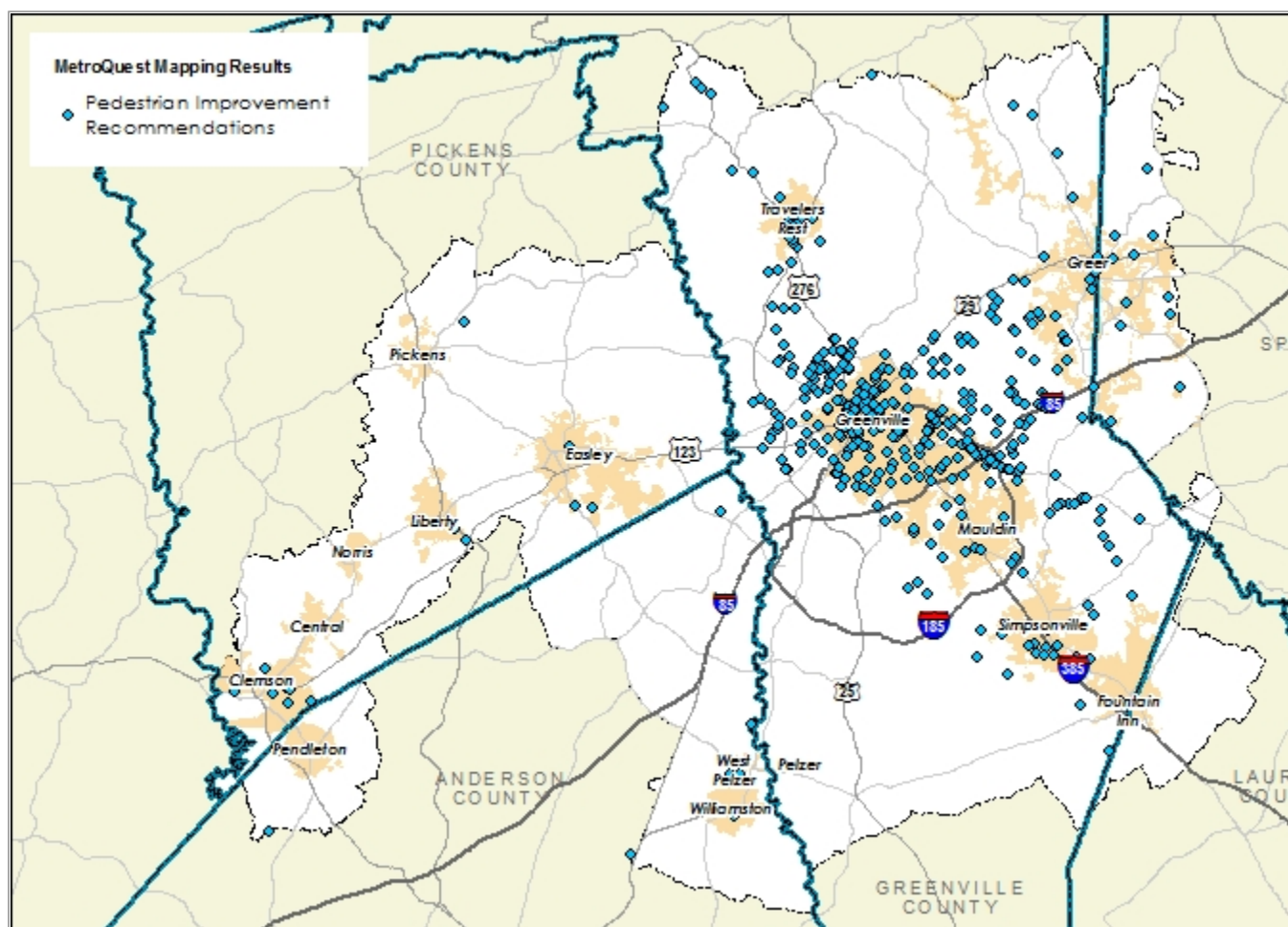


Pedestrian Project Suggestions

456 points

251 comments

Project Categories	Points
Safety	24
Crosswalk	21
Pedestrian Sign/Signal	13
Other	9
Maintenance/Repair	5
Sidewalk	1

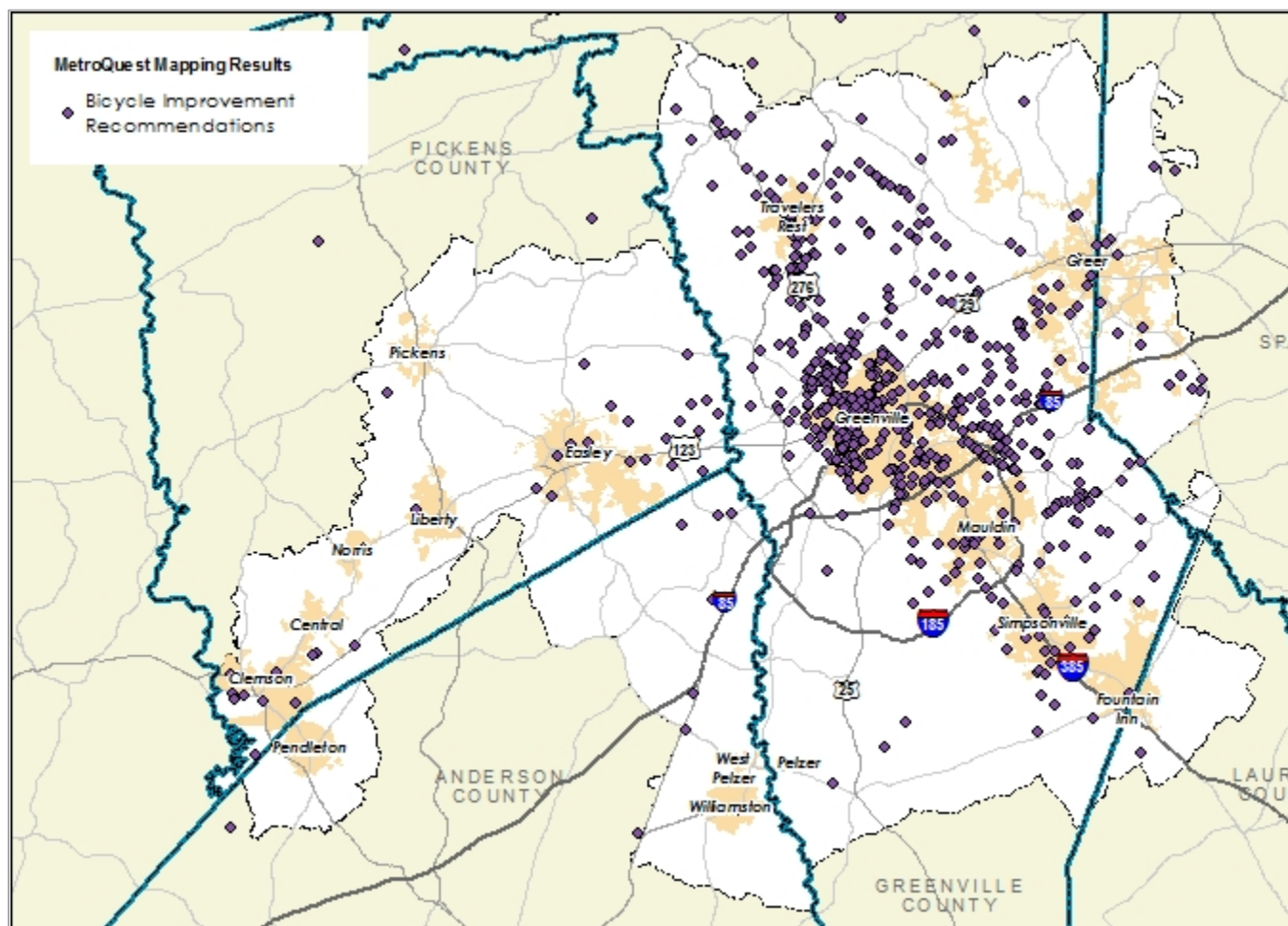


Bicycle Project Suggestions

702 points

342 comments

Project Categories	Points
Safety	30
Other	17
Bike Parking	3
Bike Lane	2

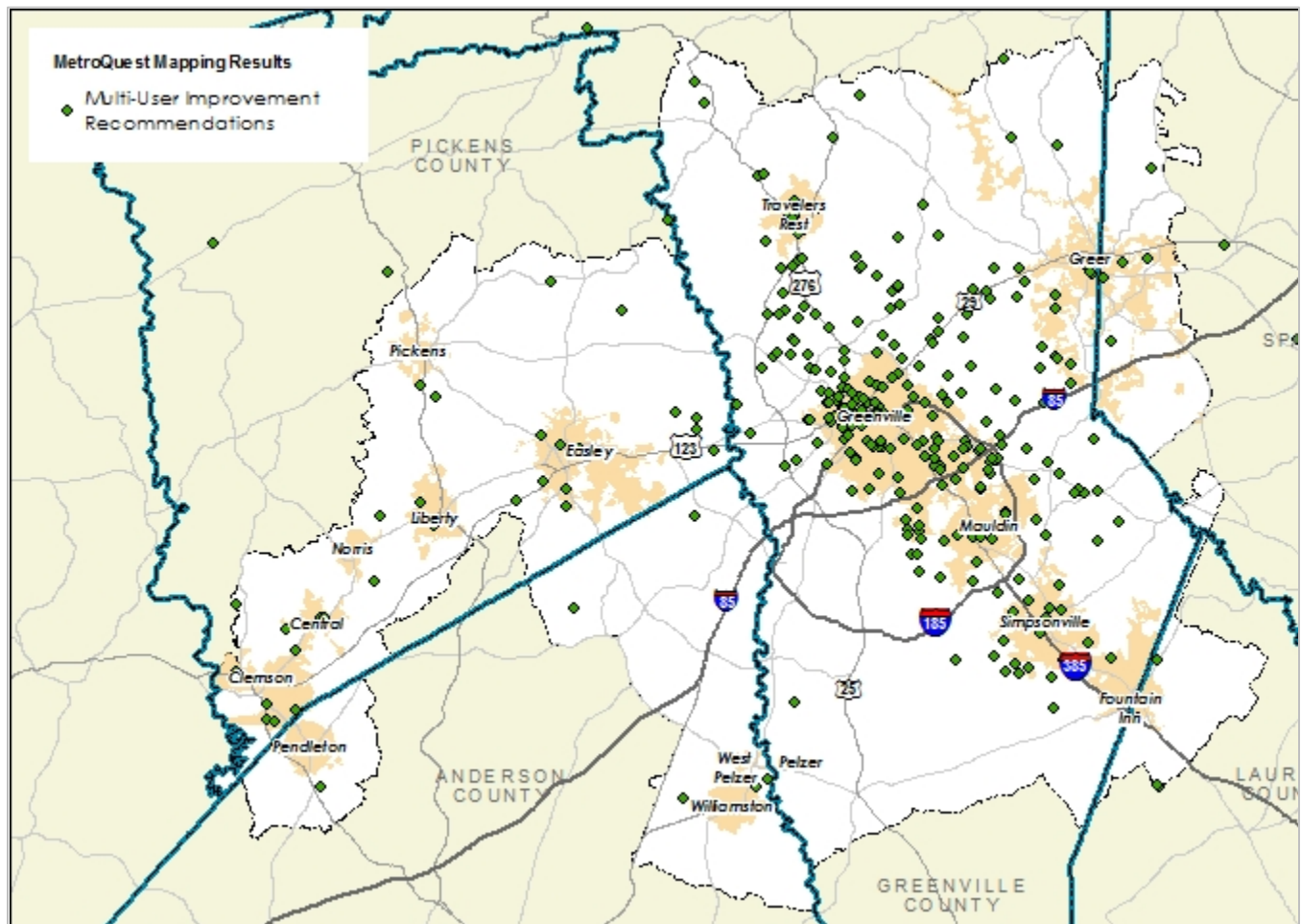


Multi-user Project Suggestions

317 points

156 comments

Project Categories	Points
Off Street Greenways	91
Trail Amenities	11
Trailhead	5
On-Street Path	1

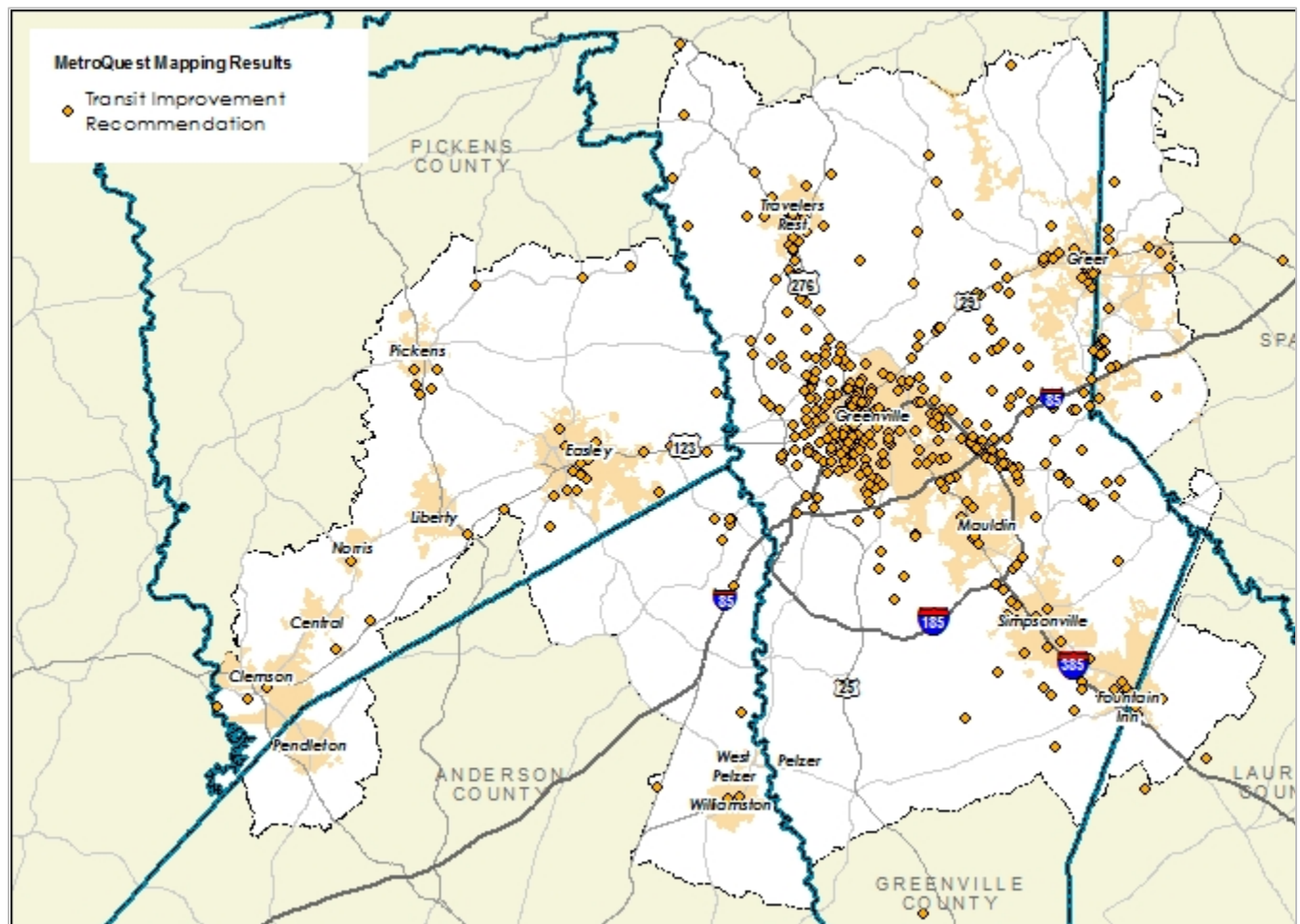


Transit Project Suggestions

516 points

260 comments

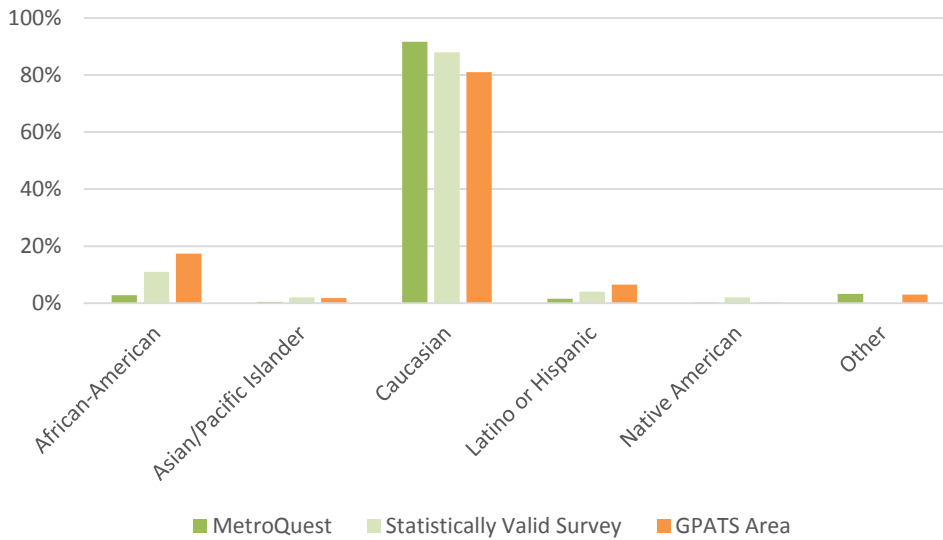
Project Categories	Points
Other	89
Bus Route Modification	20
Bus Stop	16
New Bus Route	4



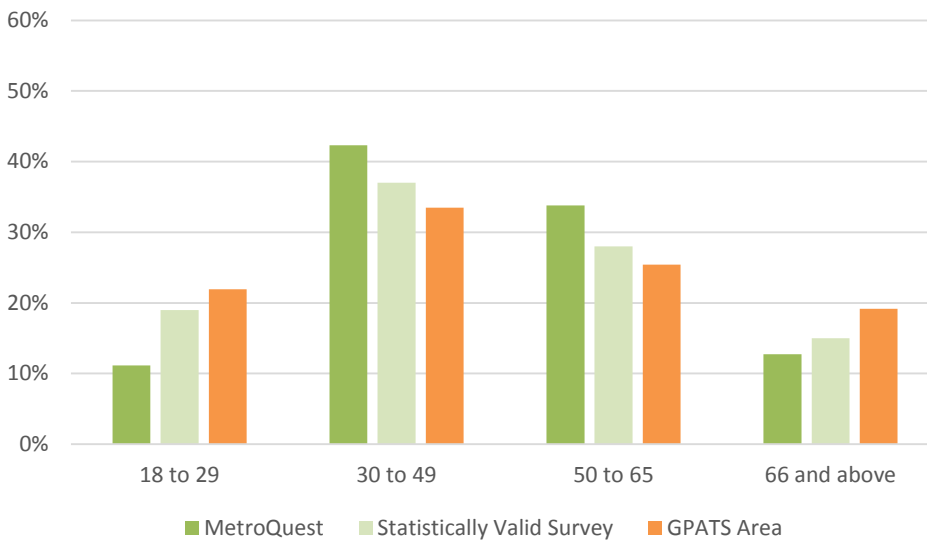
Survey Demographics

On the final screen of the survey, participants were asked several optional demographic questions. The results of these questions shown below have been compared with results from the ETC statistically valid survey and census data for the Greenville metro area where applicable.

Race and Ethnicity



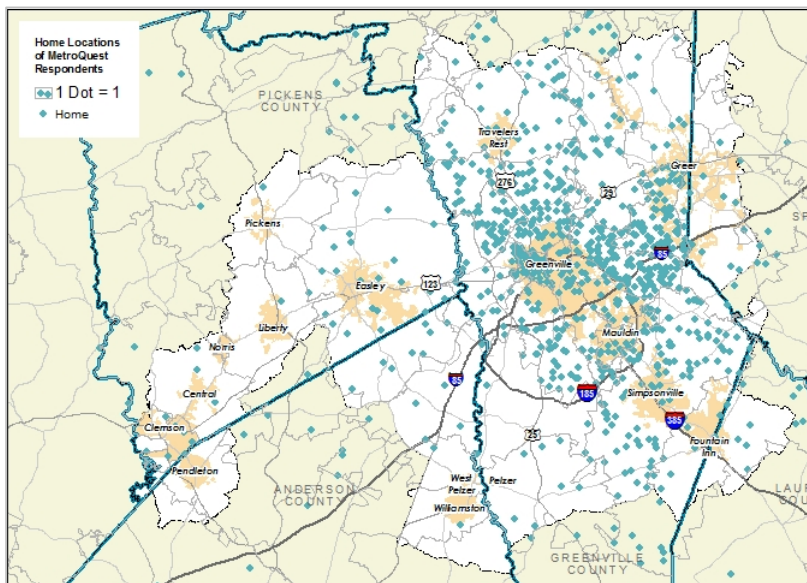
Age Distribution



The area's working age adult population (30-65) is strongly represented in both surveys, but those under 29 and over age 65 are slightly under-represented.

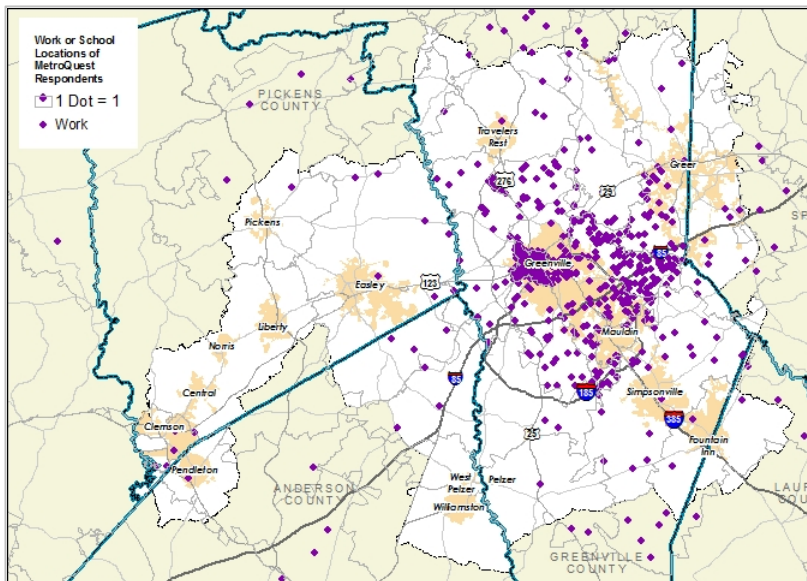
Home Locations of Respondents

Survey respondents were asked to provide their home zip code to help the study team better understand the survey results. Most of the 1,400 people who took the online survey live in Greenville County. The dot density map to the right shows the home locations reported, with dots randomly placed within each zip code to represent the number of people who reported that location.



Work or School Locations

Similarly, respondents were asked to provide their work or school locations. The distribution of these locations is much different, with most clustered in downtown Greenville. Again, the map to the right shows the distribution of responses by zip code, with dots placed randomly within each zip code to represent the number of responses.



Horizon 2040 Long Range Transportation Plan Survey

...helping organizations make better decisions since 1982

Findings
Report

Submitted by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

February 2017





Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Tabular Data	11
Section 3: Survey Instrument	28



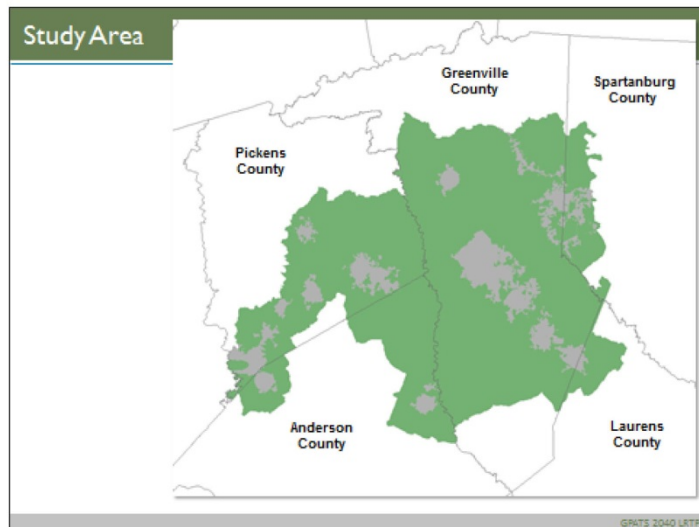
Horizon 2040 Long Range Transportation Plan Survey

Purpose and Methodology

ETC Institute administered a survey to residents of the Greenville-Pickens area during the winter of 2016. The purpose of the survey was to help the Greenville-Pickens area update the region's transportation plan. Horizon 2040, the Greenville-Pickens area's new long range transportation plan, considers all travel modes, including automobiles, bicycle, pedestrian, transit, and freight. Public outreach is an essential component of understanding the region's existing and future transportation needs and identifying viable solutions. Survey responses will be used to help shape the direction of the plan.

The three-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the Greenville-Pickens area. The map below shows the study area from which respondents were selected for the random sample. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the area from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey





completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

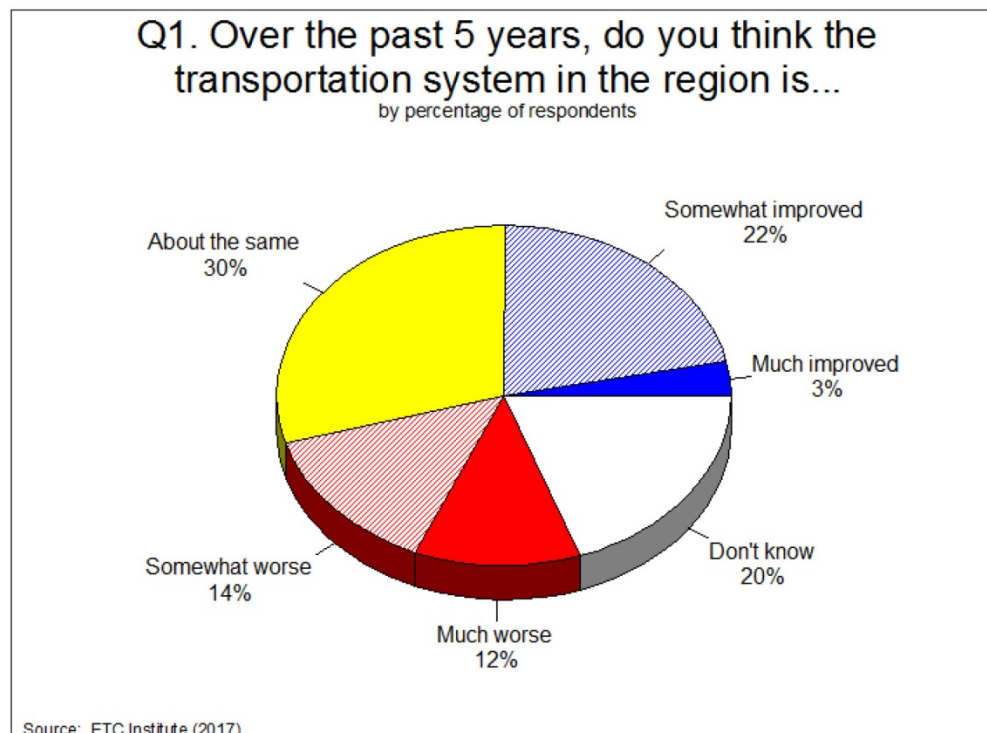
The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 525 residents completing the survey. The overall results for the sample of 525 households have a precision of at least +/-4.3% at the 95% level of confidence.

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey,
- tables that show the results of the random sample for each question on the survey,
- and a copy of the survey instrument.

Major Findings

Overall Perceptions. A quarter (25%) of respondents indicated the transportation system in the region is either "much improved" (3%) or "somewhat improved" (22%). Thirty percent (30%) of respondents indicated the transportation system has stayed "about the same", and 26% indicated it was either "somewhat worse" (14%), or "much worse" (12%). One out of every five respondents did not know if the system had improved or gotten worse.





Public Transportation. A majority of respondents (63%) indicated they believe the region needs more public transportation, only 2% indicated that the region has more bus service than is needed, and 6% indicated the region has the right amount of bus service. Twenty-nine percent (29%) of respondents indicated they don't know if there is a need or not for additional service in the region.

When asked to indicate which public transportation improvements they would most like to see 51% of respondents indicated they would like to see rapid transit (e.g. rail), 39% would like to see better local bus service, 22% would like to see better options for persons with disabilities, and 20% would like to see better express bus service. Although a majority (51%) of respondents would like to see rapid transit, it is not an overwhelming majority which indicates further studies are needed to gain more insight into public perceptions regarding the need of rapid transit in the region.

Pedestrian. Eighty-two percent of respondents indicated that the improvement of pedestrian facilities in the region is either "very important" (42%) or "important" (40%). Only 11% gave a "neutral" response, 6% indicated it was "not a priority", and 1% indicated it was "not at all important".

When asked to indicate which pedestrian improvements are most important to them 72% of respondents indicated sidewalks, 44% indicated greenways and trails, 26% indicated crosswalks, and 22% indicated pedestrian signals. Overwhelmingly sidewalks were the pedestrian improvement most important to respondents, however crosswalks and pedestrian signals are a big part of a good sidewalk system in any region. Although these items, crosswalks and pedestrian signals, did not garner as much attention from respondents, they are still vital to successful sidewalk infrastructure.

Bicycle. Sixty-two percent of respondents indicated that the improvement of bicycle facilities in the region is either "very important" (29%) or "important" (33%). Twenty-one percent (21%) gave a "neutral" response, 11% indicated it was "not a priority", and 6% indicated it was "not at all important". Respondents are clearly more interested in improvements to pedestrian facilities, but there is good support for improved bicycle facilities as well. The most important bicycle improvements are off street trails (52%) and on-street bicycle facilities (48%), bicycle parking and better directional signage along trails both received minimal responses.

Driving. Respondents were asked to think only about driving and indicate which improvements they would most like to see in the region. Sixty-three percent (63%) of respondents indicated they would like to see existing roads repaved, 40% would like to see existing roads widened, 35% would like coordinated traffic signals, 21% would like improved intersections, 11% would like to see new roads built, and 8% would like medians to be built to improve safety. A major trend among respondents throughout the nation is the desire to see the surface of roads and highways improve, the residents of the Greenville-Pickens area uphold the national trend.

Improvements. When respondents were asked to indicate which transportation improvements would have the most positive impact on the region's economy 70% selected the improvement of local roads, 54% indicated improving and expanding highways and interstates, and 28% indicated replacing and repairing bridges. The three most selected responses are all centered on improving the roadways in the region. Only 11% of respondents selected building new roads and only 8% of



respondents selected building medians to improve safety. Thirteen-percent (13%) of respondents selected focusing on rail and freight movements when asked to select which improvement would have the most positive impact on the region's economy.

When considering transportation safety and security 37% of respondents indicated they believe the region should focus on improving safety, 12% believe the region should focus on making travel times more predictable, 12% would like to see a reduction in emergency response times, 15% would like to see an investment in transportation technologies, and 19% would like to see improvements making it easier to bike and walk.

Transportation Decisions. Respondents were asked to indicate what the region should consider when making transportation decisions. They were asked this question three times using different responses for each iteration of the question. All together there are 12 total options that respondents could have chosen from.

The three items respondents most believe the region should consider when making transportation decisions are: improving the condition of existing roads and bridges (56%), making it easier to travel between home and work (46%), and designing streets based on nearby land use (41%). The second most selected responses include: economic development and job creation (32%), using technology to manage congestion (26%), and protecting the environment (24%).

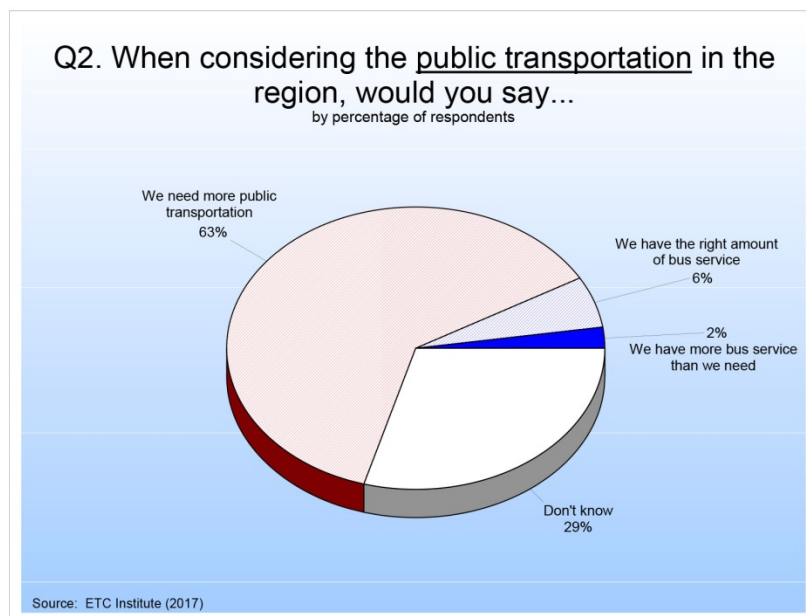
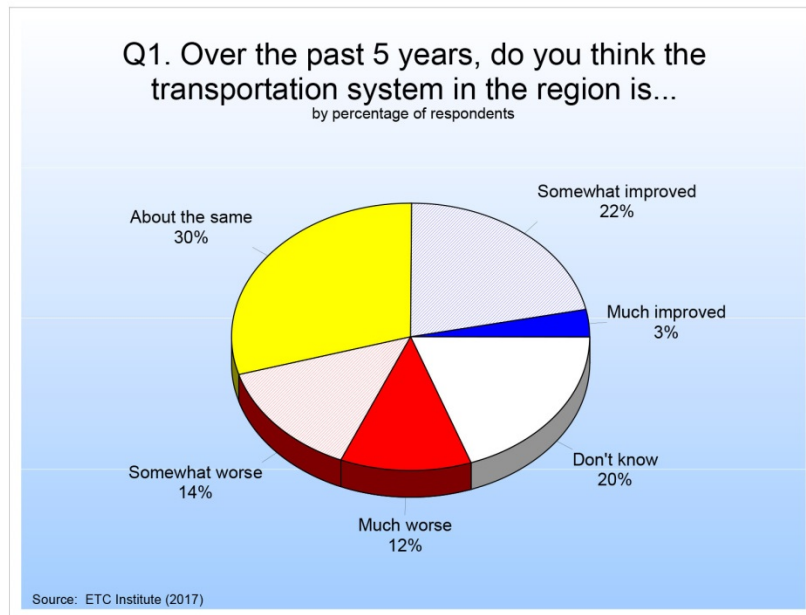
Conclusions

Respondents in the region have indicated they would like to see the improvement of the condition of existing roads, highways, interstates, and bridges in the region above all else, 63% of respondents indicated they would like to see existing roads repaved in the region. The same overarching theme is discovered whenever discussing transportation improvements nationally. The second most important item is typically traffic and congestion management on roads and highways. This is also a major theme in the Greenville-Pickens region as evidenced by 46% of respondents indicating the region should consider making it easier to travel between home and work and 70% believe the improvement of local road would lead to the most positive impact in the region's economy.

A strong number (51%) of respondents did indicate they would like to see some form of rapid transit in the area. However, this number indicates there is support, but much more insight is needed if the region is to make any major decisions regarding this topic. To further the case for regional rapid transit 63% of respondents did indicate the region does need more public transportation. Although these survey results do show potential support for future public transportation development, there is not overwhelming evidence to suggest a majority of residents would be in favor of improved or increased services in the region.

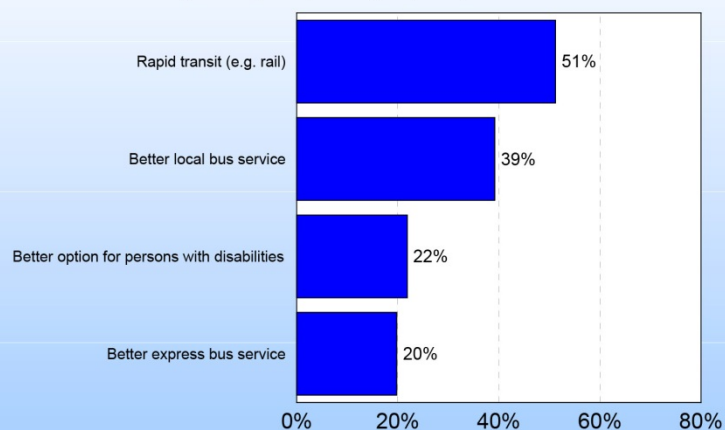
Section 1

Charts and Graphs



Q3. What public transportation improvements would you like to see in the region?

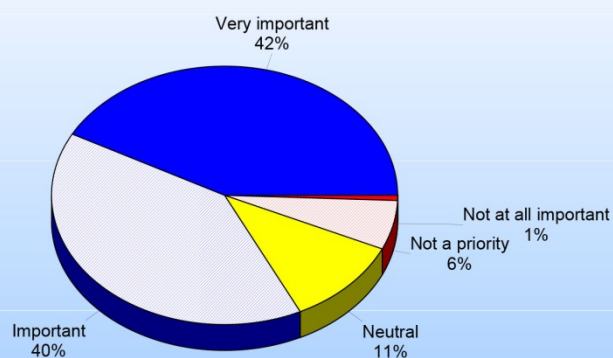
by percentage of respondents, multiple responses allowed



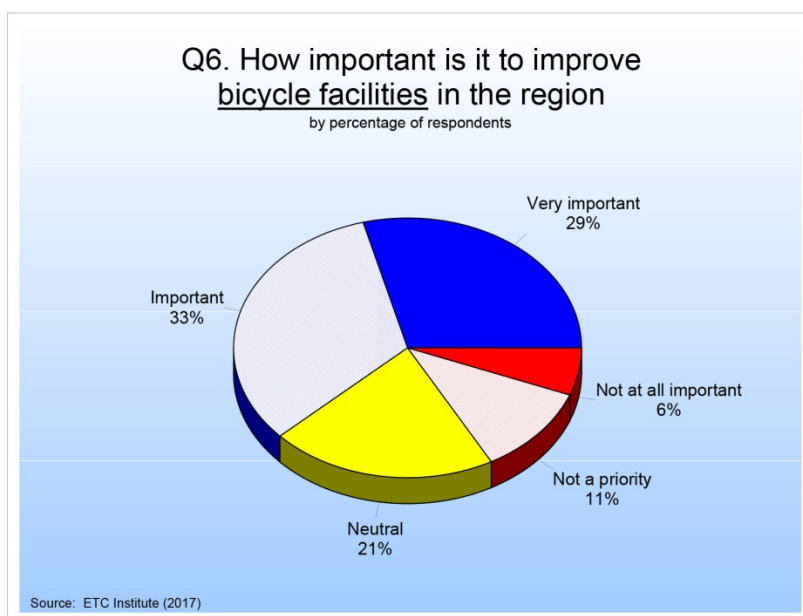
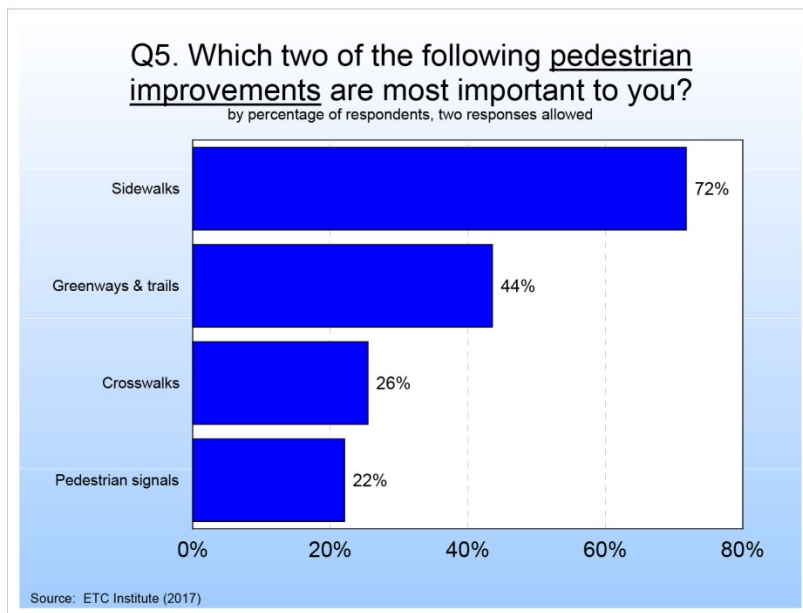
Source: ETC Institute (2017)

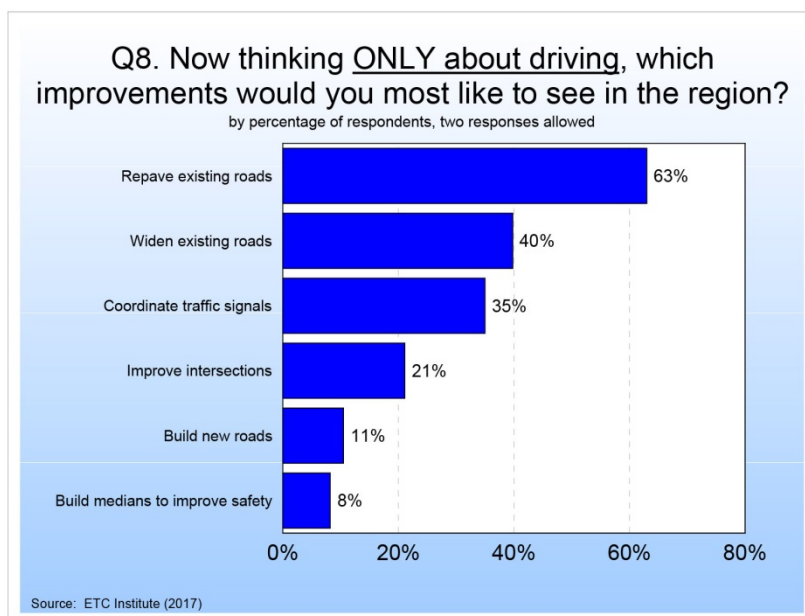
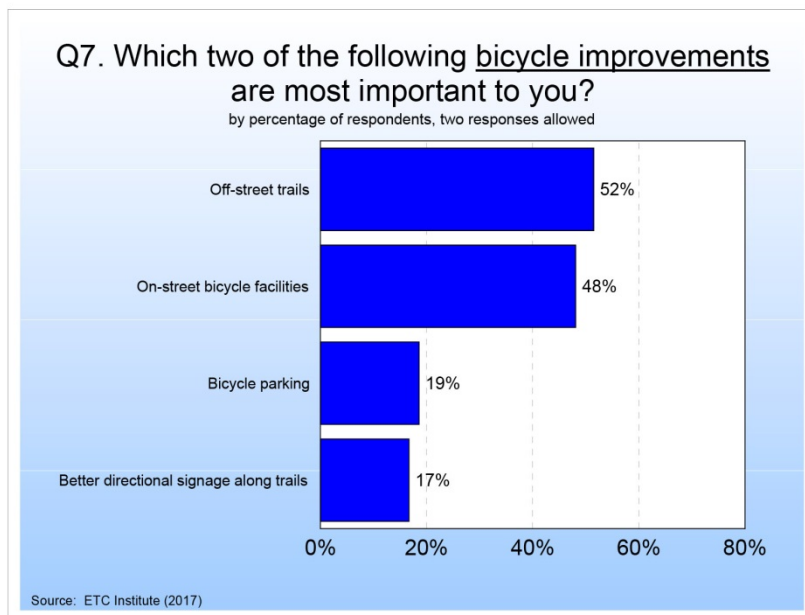
Q4. How important is it to improve pedestrian facilities in the region

by percentage of respondents



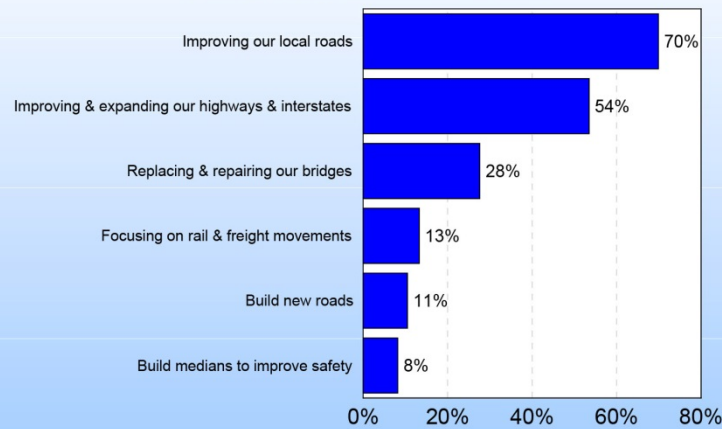
Source: ETC Institute (2017)





Q9. Which transportation improvements would have the MOST positive impact on our region's economy?

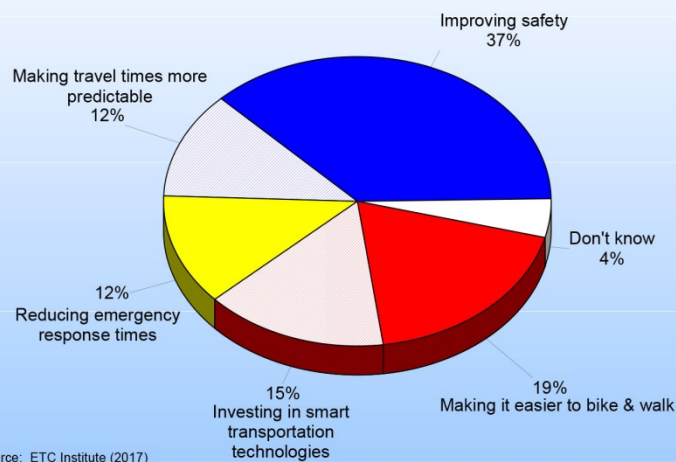
by percentage of respondents, two responses allowed



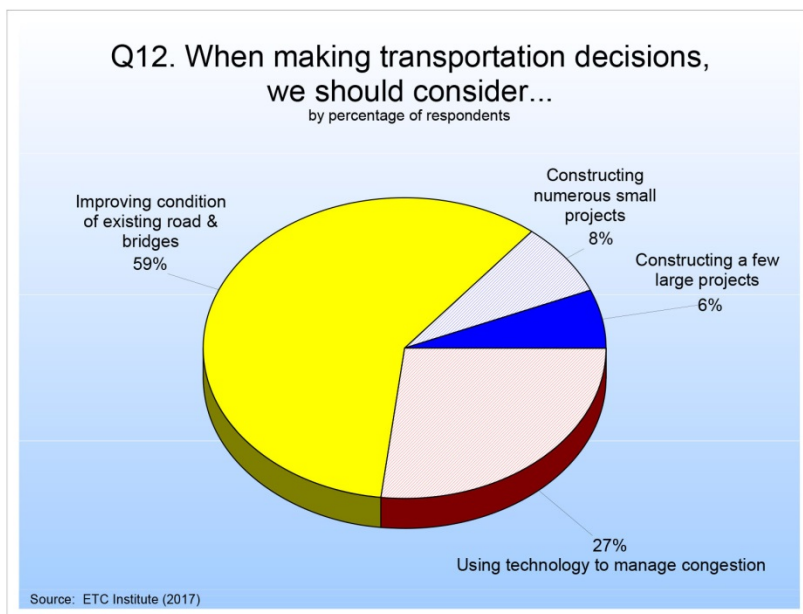
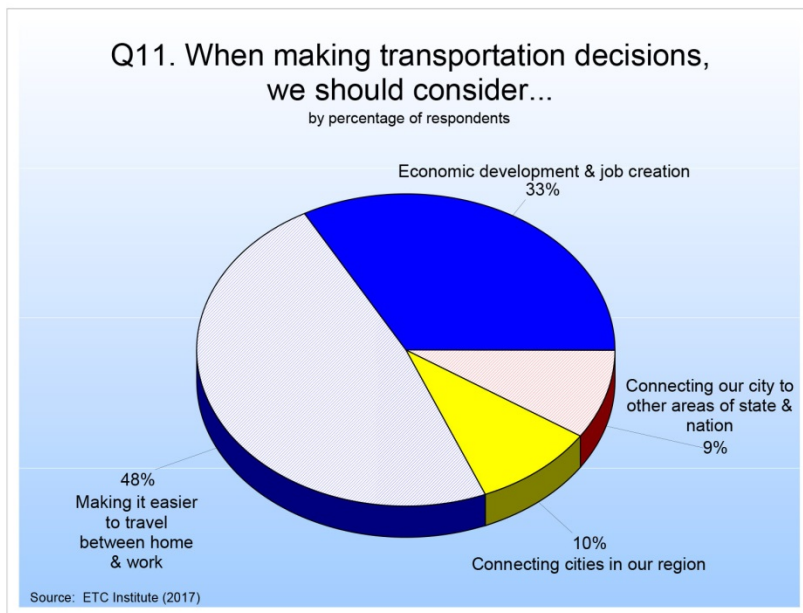
Source: ETC Institute (2017)

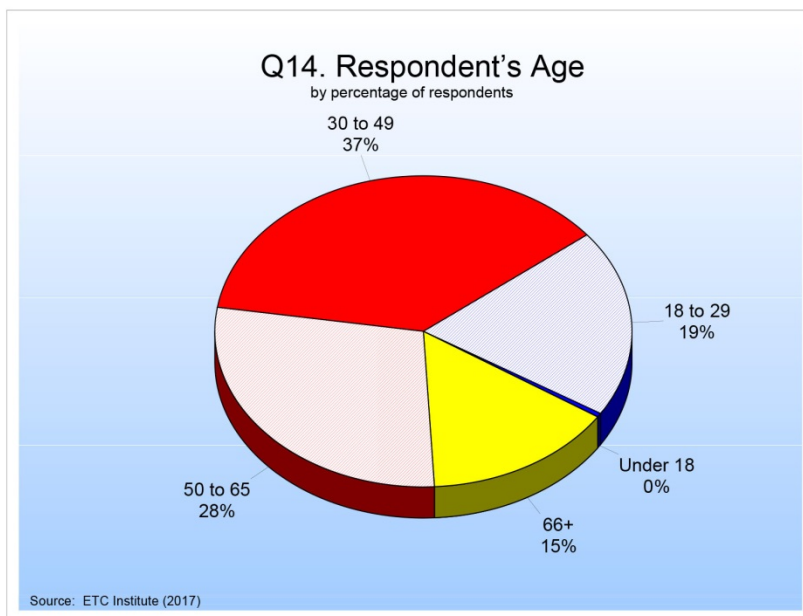
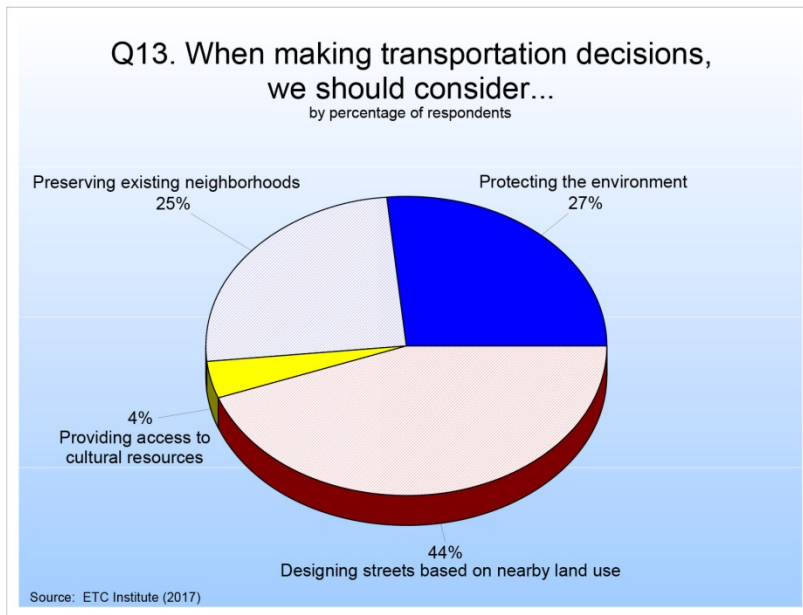
Q10. When considering transportation safety and security, we should be focusing on...

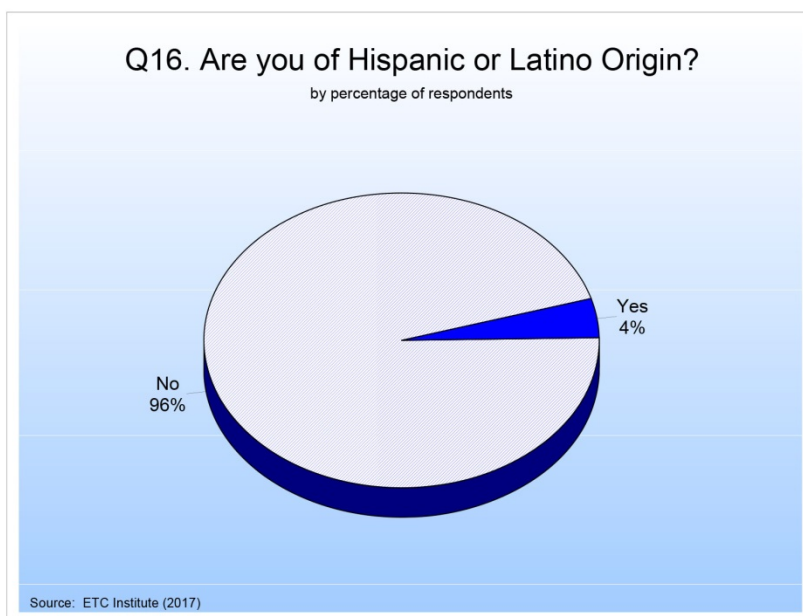
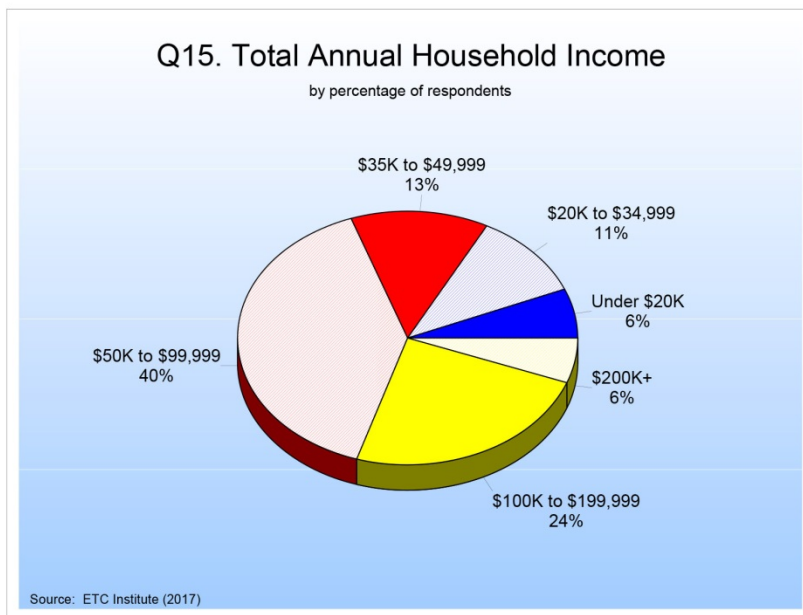
by percentage of respondents

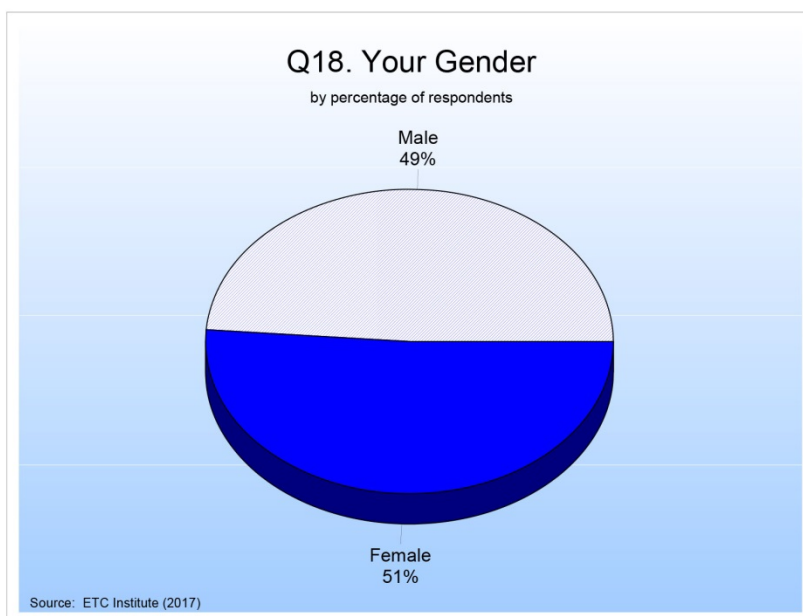
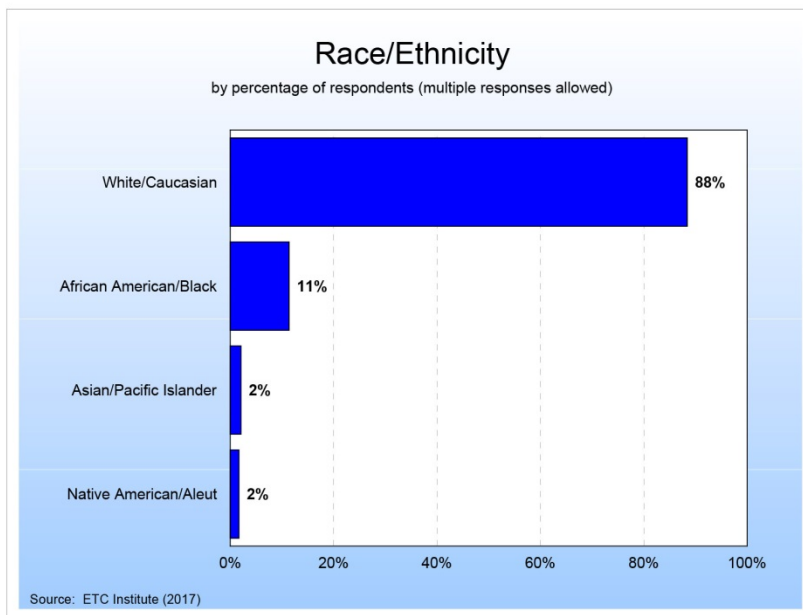


Source: ETC Institute (2017)









Section 2

Tabular Data

Q1. Over the past 5 years, do you think the transportation system in the region is...

Q1. What do you think the transportation system in the region over the past 5 years	Number	Percent
Much improved	17	3.2 %
Somewhat improved	114	21.7 %
About the same	155	29.5 %
Somewhat worse	75	14.3 %
Much worse	61	11.6 %
Don't know	103	19.6 %
Total	525	100.0 %

WITHOUT "DON'T KNOW"

Q1. Over the past 5 years, do you think the transportation system in the region is... (without "don't know")

Q1. What do you think the transportation system in the region over the past 5 years	Number	Percent
Much improved	17	4.0 %
Somewhat improved	114	27.0 %
About the same	155	36.7 %
Somewhat worse	75	17.8 %
Much worse	61	14.5 %
Total	422	100.0 %

Q2. When considering the public transportation in the region, would you say...

Q2. What would you say when considering the public transportation in the region	Number	Percent
We have more bus service than we need	12	2.3 %
We have the right amount of bus service	31	5.9 %
We need more public transportation	328	62.5 %
Don't know	154	29.3 %
Total	525	100.0 %

WITHOUT "DON'T KNOW"

Q2. When considering the public transportation in the region, would you say... (without "don't know")

Q2. What would you say when considering the public transportation in the region	Number	Percent
We have more bus service than we need	12	3.2 %
We have the right amount of bus service	31	8.4 %
We need more public transportation	328	88.4 %
Total	371	100.0 %

Q3. What public transportation improvements would you most like to see in the region?

Q3. What public transportation improvements would you most like to see in the region	Number	Percent
Better local bus service	204	39.2 %
Better express bus service	103	19.8 %
Rapid transit (e.g. rail)	267	51.2 %
Better option for persons with disabilities	114	21.9 %
Don't know	100	19.2 %
Total	788	

WITHOUT "DON'T KNOW"

Q3. What public transportation improvements would you most like to see in the region? (without "don't know")

Q3. What public transportation improvements would you most like to see in the region	Number	Percent
Better local bus service	204	48.5 %
Better express bus service	103	24.5 %
Rapid transit (e.g. rail)	267	63.4 %
Better option for persons with disabilities	114	27.1 %
Total	688	

Q4. On a scale of 1 to 5, with 1 being "not at all important" and 5 being "very important," how important is it to improve pedestrian facilities in the region?

Q4. How important is it to improve pedestrian facilities in the region	Number	Percent
Not at all important	3	0.6 %
Not a priority	31	5.9 %
Neutral	57	10.9 %
Important	203	38.7 %
Very important	215	41.0 %
Don't know	16	3.0 %
Total	525	100.0 %

WITHOUT "DON'T KNOW"

Q4. On a scale of 1 to 5, with 1 being "not at all important" and 5 being "very important," how important is it to improve pedestrian facilities in the region? (without "don't know")

Q4. How important is it to improve pedestrian facilities in the region	Number	Percent
Not at all important	3	0.6 %
Not a priority	31	6.1 %
Neutral	57	11.2 %
Important	203	39.9 %
Very important	215	42.2 %
Total	509	100.0 %

Q5. Which two of the following pedestrian improvements are MOST IMPORTANT to you?

Q5. Most important pedestrian improvements	Number	Percent
Sidewalks	377	71.8 %
Crosswalks	134	25.5 %
Pedestrian signals	116	22.1 %
Greenways & trails	229	43.6 %
Don't know	15	2.9 %
Total	871	

WITHOUT "DON'T KNOW"

Q5. Which two of the following pedestrian improvements are MOST IMPORTANT to you? (without "don't know")

Q5. Most important pedestrian improvements	Number	Percent
Sidewalks	377	73.9 %
Crosswalks	134	26.3 %
Pedestrian signals	116	22.7 %
Greenways & trails	229	44.9 %
Total	856	

Q6. On a scale of 1 to 5, with 1 being "not at all important" and 5 being "very important," how important is it to improve bicycle facilities in the region?

Q6. How important is it to improve bicycle facilities in the region	Number	Percent
Not at all important	29	5.5 %
Not a priority	57	10.9 %
Neutral	106	20.2 %
Important	166	31.6 %
Very important	146	27.8 %
Don't know	21	4.0 %
Total	525	100.0 %

WITHOUT "DON'T KNOW"

Q6. On a scale of 1 to 5, with 1 being "not at all important" and 5 being "very important," how important is it to improve bicycle facilities in the region? (without "don't know")

Q6. How important is it to improve bicycle facilities in the region	Number	Percent
Not at all important	29	5.8 %
Not a priority	57	11.3 %
Neutral	106	21.0 %
Important	166	32.9 %
Very important	146	29.0 %
Total	504	100.0 %

Q7. Which two of the following bicycle improvements are MOST IMPORTANT to you?

Q7. Most important bicycle improvements	Number	Percent
On-street bicycle facilities	251	48.1 %
Off-street trails	269	51.5 %
Bicycle parking	97	18.6 %
Better directional signage along trails	87	16.7 %
Don't know	84	16.1 %
Total	788	

WITHOUT "DON'T KNOW"

Q7. Which two of the following bicycle improvements are MOST IMPORTANT to you? (without "don't know")

Q7. Most important bicycle improvements	Number	Percent
On-street bicycle facilities	251	57.3 %
Off-street trails	269	61.4 %
Bicycle parking	97	22.1 %
Better directional signage along trails	87	19.9 %
Total	704	

Q8. Now thinking ONLY about driving, which improvements would you most like to see in the region?

Q8. What improvements would you most like to see in the region about driving	Number	Percent
Repave existing roads	331	63.0 %
Widen existing roads	209	39.8 %
Build new roads	55	10.5 %
Build medians to improve safety	43	8.2 %
Coordinate traffic signals	184	35.0 %
Improve intersections	111	21.1 %
Don't know	9	1.7 %
Total	942	

WITHOUT "DON'T KNOW"

Q8. Now thinking ONLY about driving, which improvements would you most like to see in the region? (without "don't know")

Q8. What improvements would you most like to see in the region about driving	Number	Percent
Repave existing roads	331	64.1 %
Widen existing roads	209	40.5 %
Build new roads	55	10.7 %
Build medians to improve safety	43	8.3 %
Coordinate traffic signals	184	35.7 %
Improve intersections	111	21.5 %
Total	933	

Q9. Which transportation improvements would have the MOST positive impact on our region's economy?

Q9. What transportation improvements would have most positive impact on our region's economy	Number	Percent
Improving & expanding our highways & interstates	281	53.5 %
Replacing & repairing our bridges	145	27.6 %
Improving our local roads	367	69.9 %
Focusing on rail & freight movements	70	13.3 %
Don't know	14	2.7 %
Total	877	

WITHOUT "DON'T KNOW"

Q9. Which transportation improvements would have the MOST positive impact on our region's economy? (without "don't know")

Q9. What transportation improvements would have most positive impact on our region's economy	Number	Percent
Improving & expanding our highways & interstates	281	55.0 %
Replacing & repairing our bridges	145	28.4 %
Improving our local roads	367	71.8 %
Focusing on rail & freight movements	70	13.7 %
Total	863	

Q10. When considering transportation safety and security, we should be focusing on...

Q10. What should we be focusing on when considering transportation safety & security	Number	Percent
Improving safety	195	37.1 %
Making travel times more predictable	63	12.0 %
Reducing emergency response times	65	12.4 %
Investing in smart transportation technologies	80	15.2 %
Making it easier to bike & walk	100	19.0 %
Don't know	22	4.2 %
Total	525	100.0 %

WITHOUT "DON'T KNOW"

Q10. When considering transportation safety and security, we should be focusing on... (without "don't know")

Q10. What should we be focusing on when considering transportation safety & security	Number	Percent
Improving safety	195	38.8 %
Making travel times more predictable	63	12.5 %
Reducing emergency response times	65	12.9 %
Investing in smart transportation technologies	80	15.9 %
Making it easier to bike & walk	100	19.9 %
Total	503	100.0 %

Q11. When making transportation decisions, we should consider...

Q11. What should we consider when making transportation decisions	Number	Percent
Economic development & job creation	166	31.6 %
Making it easier to travel between home & work	242	46.1 %
Connecting cities in our region	49	9.3 %
Connecting our city to other areas of state & nation	46	8.8 %
Don't know	22	4.2 %
Total	525	100.0 %

WITHOUT "DON'T KNOW"

Q11. When making transportation decisions, we should consider... (without "don't know")

Q11. What should we consider when making transportation decisions	Number	Percent
Economic development & job creation	166	33.0 %
Making it easier to travel between home & work	242	48.1 %
Connecting cities in our region	49	9.7 %
Connecting our city to other areas of state & nation	46	9.1 %
Total	503	100.0 %

Q12. When making transportation decisions, we should consider...

Q12. What should we consider when making transportation decisions	Number	Percent
Constructing a few large projects	31	5.9 %
Constructing numerous small projects	40	7.6 %
Improving condition of existing road & bridges	295	56.2 %
Using technology to manage congestion	134	25.5 %
Don't know	25	4.8 %
Total	525	100.0 %

WITHOUT "DON'T KNOW"

Q12. When making transportation decisions, we should consider... (without "don't know")

Q12. What should we consider when making transportation decisions	Number	Percent
Constructing a few large projects	31	6.2 %
Constructing numerous small projects	40	8.0 %
Improving condition of existing road & bridges	295	59.0 %
Using technology to manage congestion	134	26.8 %
Total	500	100.0 %

Q13. When making transportation decisions, we should consider...

Q13. What should we consider when making transportation decisions	Number	Percent
Protecting environment	127	24.2 %
Preserving existing neighborhoods	120	22.9 %
Providing access to cultural resources	19	3.6 %
Designing streets based on nearby land use	213	40.6 %
Don't know	46	8.8 %
Total	525	100.0 %

WITHOUT "DON'T KNOW"

Q13. When making transportation decisions, we should consider... (without "don't know")

Q13. What should we consider when making transportation decisions	Number	Percent
Protecting environment	127	26.5 %
Preserving existing neighborhoods	120	25.1 %
Providing access to cultural resources	19	4.0 %
Designing streets based on nearby land use	213	44.5 %
Total	479	100.0 %

Q14. What is your age?

Q14. Your age	Number	Percent
Under 18	2	0.4 %
18 to 29	101	19.2 %
30 to 49	193	36.8 %
50 to 65	147	28.0 %
66+	78	14.9 %
Refused	4	0.8 %
Total	525	100.0 %

WITHOUT "REFUSED"

Q14. What is your age? (without "refused")

Q14. Your age	Number	Percent
Under 18	2	0.4 %
18 to 29	101	19.4 %
30 to 49	193	37.0 %
50 to 65	147	28.2 %
66+	78	15.0 %
Total	521	100.0 %

Q15. Would you say your total Household income is:

Q15. Your total household income	Number	Percent
Under \$20K	29	5.5 %
\$20K to \$34,999	52	9.9 %
\$35K to \$49,999	60	11.4 %
\$50K to \$99,999	186	35.4 %
\$100K to \$199,999	112	21.3 %
\$200K+	26	5.0 %
Refused	60	11.4 %
Total	525	100.0 %

WITHOUT "REFUSED"

Q15. Would you say your total Household income is: (without "refused")

Q15. Your total household income	Number	Percent
Under \$20K	29	6.2 %
\$20K to \$34,999	52	11.2 %
\$35K to \$49,999	60	12.9 %
\$50K to \$99,999	186	40.0 %
\$100K to \$199,999	112	24.1 %
\$200K+	26	5.6 %
Total	465	100.0 %

Q16. Are you of Hispanic or Latino origin?

Q16. Are you of Hispanic or Latino origin	Number	Percent
Yes	21	4.0 %
No	476	90.7 %
Refused	28	5.3 %
Total	525	100.0 %

WITHOUT "REFUSED"

Q16. Are you of Hispanic or Latino origin? (without "refused")

Q16. Are you of Hispanic or Latino origin	Number	Percent
Yes	21	4.2 %
No	476	95.8 %
Total	497	100.0 %

Q17. Which of the following best describes your race?

Q17. Your race	Number	Percent
African American/Black	54	10.3 %
Native American/Aleut	8	1.5 %
Asian/Pacific Islander	10	1.9 %
White/Caucasian	419	80.1 %
Refused	49	9.4 %
Total	540	

WITHOUT "REFUSED"

Q17. Which of the following best describes your race? (without "refused")

Q17. Your race	Number	Percent
African American/Black	54	11.4 %
Native American/Aleut	8	1.7 %
Asian/Pacific Islander	10	2.1 %
White/Caucasian	419	88.4 %
Total	491	

Q18. Your gender:

Q18. Your gender	Number	Percent
Male	254	48.4 %
Female	267	50.9 %
Prefer not to answer	4	0.8 %
Total	525	100.0 %

WITHOUT "PREFER NOT TO ANSWER"

Q18. Your gender: (without "prefer not to answer")

Q18. Your gender	Number	Percent
Male	254	48.8 %
Female	267	51.2 %
Total	521	100.0 %

Section 3

Survey Instrument



December 2016

The Greenville-Pickens Area Transportation Study (GPATS) is updating the region's long range transportation plan. Horizon 2040, the Greenville-Pickens area's new long range transportation plan, considers all travel modes, including automobiles, bicycle, pedestrian, transit, and freight. Public outreach is an essential component of understanding the region's existing and future transportation needs and identifying viable solutions. You can help shape the direction of the plan by providing input through this survey.

This survey should take approximately 5-10 minutes to complete. Your responses to this survey will be kept confidential, and only used for transportation planning purposes. Your participation in this survey is extremely valuable to the development of the Plan.

We have selected ETC Institute, an independent consulting company that specializes in transportation and community based research, to administer this survey. They will compile the data received and present the results to GPATS.

Please complete and return the enclosed survey, using the provided postage-paid envelope, within the next **X** weeks. You may also complete the survey online at **Horizon2040survey.com**.

Thank you in advance for sharing your vision for transportation in the Greenville-Pickens region.

Sincerely,

Brennan Hansley
Transportation Planner
GPATS – Greenville Pickens Area Transportation Study
301 University Ridge, Suite 3800
(864) 467-7270
bhansley@greenvillecounty.org



Horizon 2040 Long Range Transportation Plan Survey

Horizon 2040, the Upstate region's new Long Range Transportation Plan, seeks to understand the region's existing and future transportation needs and identify viable solutions. The plan considers all travel modes, including automobiles, bicycle, pedestrian, transit, and freight. GPATS (the Greenville-Pickens Area Transportation Study) provides regional transportation planning for a 777-square-mile area that's home to more than 500,000 residents. GPATS is leading the development of this plan. When completed, Horizon 2040 will identify transportation improvements that can be funded through the year 2040. You can help shape the direction of the plan by providing input through this survey. Your input will be collected as you go and used to help develop goals and priorities for the future of transportation in the region.

1. Over the past 5 years, do you think the transportation system in the region is...

(Check only one response)

- | | |
|--|---|
| <input type="checkbox"/> (1) much improved | <input type="checkbox"/> (5) much worse |
| <input type="checkbox"/> (2) somewhat improved | <input type="checkbox"/> (9) don't know |
| <input type="checkbox"/> (3) about the same | |
| <input type="checkbox"/> (4) somewhat worse | |

2. When considering the public transportation in the region, would you say...

(Check only one response)

- ☐ (1) we have more bus service than we need
- ☐ (2) we have the right amount of bus service
- ☐ (3) we need more public transportation
- ☐ (9) don't know

3. What public transportation improvements would you most like to see in the region? (Check all that apply)

- ☐ (1) better local bus service
- ☐ (2) better express bus service
- ☐ (3) rapid transit (e.g. rail)
- ☐ (4) better option for persons with disabilities
- ☐ (9) don't know

4. On a scale of 1 to 5, with 1 being not at all important and 5 being very important, how important is it to improve pedestrian facilities in the region? (Check only one response)

- | | |
|---|---|
| <input type="checkbox"/> (1) not at all important | <input type="checkbox"/> (4) important |
| <input type="checkbox"/> (2) not a priority | <input type="checkbox"/> (5) very important |
| <input type="checkbox"/> (3) neutral | <input type="checkbox"/> (9) don't know |

5. Which two of the following pedestrian improvements are most important to you? (Check only two improvements)

- ☐ (1) sidewalks
- ☐ (2) crosswalks
- ☐ (3) pedestrian signals
- ☐ (4) greenways and trails
- ☐ (9) don't know

6. On a scale of 1 to 5, with 1 being not at all important and 5 being very important, how important is it to improve bicycle facilities in the region? (*Check only one response*)

- | | |
|---|---|
| <input type="checkbox"/> (1) not at all important | <input type="checkbox"/> (4) important |
| <input type="checkbox"/> (2) not a priority | <input type="checkbox"/> (5) very important |
| <input type="checkbox"/> (3) neutral | <input type="checkbox"/> (9) don't know |

7. Which two of the following bicycle improvements are most important to you? (*Check only two improvements*)

- ☐ (1) on-street bicycle facilities
- ☐ (2) off-street trails
- ☐ (3) bicycle parking
- ☐ (4) better directional signage along trails
- ☐ (9) don't know

8. Now thinking **ONLY about driving**, which improvements would you most like to see in the region? (*Check only two improvements*)

- ☐ (1) repave existing roads
- ☐ (2) widen existing roads
- ☐ (3) build new roads
- ☐ (4) build medians to improve safety
- ☐ (5) coordinate traffic signals
- ☐ (6) improve intersections
- ☐ (7) no improvements
- ☐ (9) don't know

9. Which transportation improvements would have the MOST positive impact on our region's economy? (*Check only two improvements*)

- ☐ (1) improving and expanding our highways and interstates
- ☐ (2) replacing and repairing our bridges
- ☐ (3) improving our local roads
- ☐ (4) focusing on rail and freight movements
- ☐ (9) don't know

10. When considering transportation safety and security, we should be focusing on... (*Check only ONE item*)

- ☐ (1) improving safety
- ☐ (2) making travel times more predictable
- ☐ (3) reducing emergency response times
- ☐ (4) investing in smart transportation technologies (e.g. web-based travel information, variable message signs, etc.)
- ☐ (5) making it easier to bike and walk
- ☐ (9) don't know

11. When making transportation decisions, we should consider... (*Check only ONE item*)

- ☐ (1) economic development and job creation
- ☐ (2) making it easier to travel between home and work
- ☐ (3) connecting cities in our region
- ☐ (4) connecting our city to other areas of the state and nation
- ☐ (9) don't know

12. When making transportation decisions, we should consider...

(Check only ONE item)

- ☐ (1) constructing a few large projects
- ☐ (2) constructing numerous small projects
- ☐ (3) improving the condition of existing road and bridges
- ☐ (4) using technology to manage congestion
- ☐ (9) don't know

13. When making transportation decisions, we should consider...

(Check only ONE item)

- ☐ (1) protecting the environment
- ☐ (2) preserving existing neighborhoods
- ☐ (3) providing access to cultural resources
- ☐ (4) designing streets based on nearby land use (e.g. residential, commercial, industrial, etc.)
- ☐ (9) don't know

To ensure our survey is representative of the region, please provide the following:

14. What is your age?

- ☐ (1) under 18
- ☐ (2) 18 to 29
- ☐ (3) 30 to 49
- ☐ (4) 50 to 65
- ☐ (5) 66 and above
- ☐ (9) Refused

15. Would you say your total Household income is:

- | | |
|---|---|
| <input type="checkbox"/> (1) Under \$20,000 | <input type="checkbox"/> (5) \$100,000 to \$199,999 |
| <input type="checkbox"/> (2) \$20,000 to \$34,999 | <input type="checkbox"/> (6) \$200,000 or more |
| <input type="checkbox"/> (3) \$35,000 to \$49,999 | |
| <input type="checkbox"/> (4) \$50,000 to \$99,999 | <input type="checkbox"/> (9) Refused |

16. Are you of Hispanic or Latino origin?

- ☐ (1) Yes
- ☐ (2) No
- ☐ (9) Refused

17. Which of the following best describes your race? (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> (1) African American/Black | <input type="checkbox"/> (4) White/Caucasian |
| <input type="checkbox"/> (2) Native American/Aleut | <input type="checkbox"/> (9) Refused |
| <input type="checkbox"/> (3) Asian/Pacific Islander | |

18. Your gender: ☐ (1) Male ☐ (2) Female ☐ (3) prefer not to answer

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061