

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.

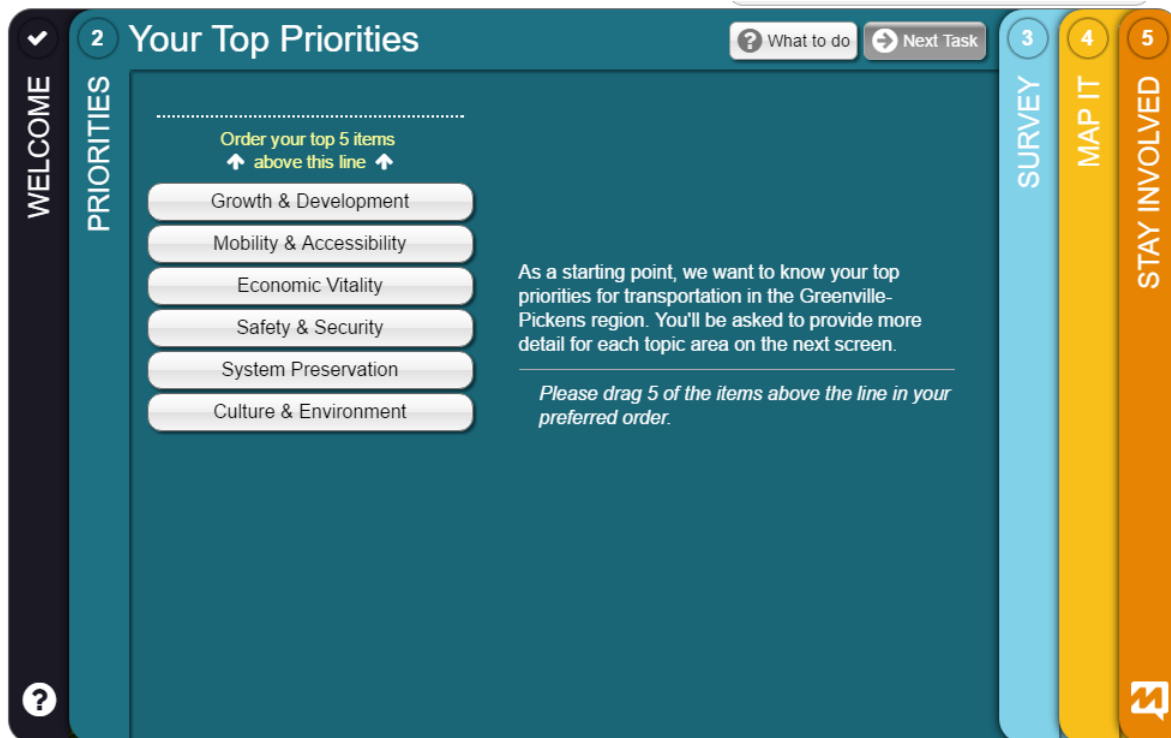
In addition to the MetroQuest survey, a statistically valid survey was distributed to 525 households in the region during the same time period. These surveys were designed with similar language, with the intention of comparing the results to develop a community consensus after compiling the results. 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

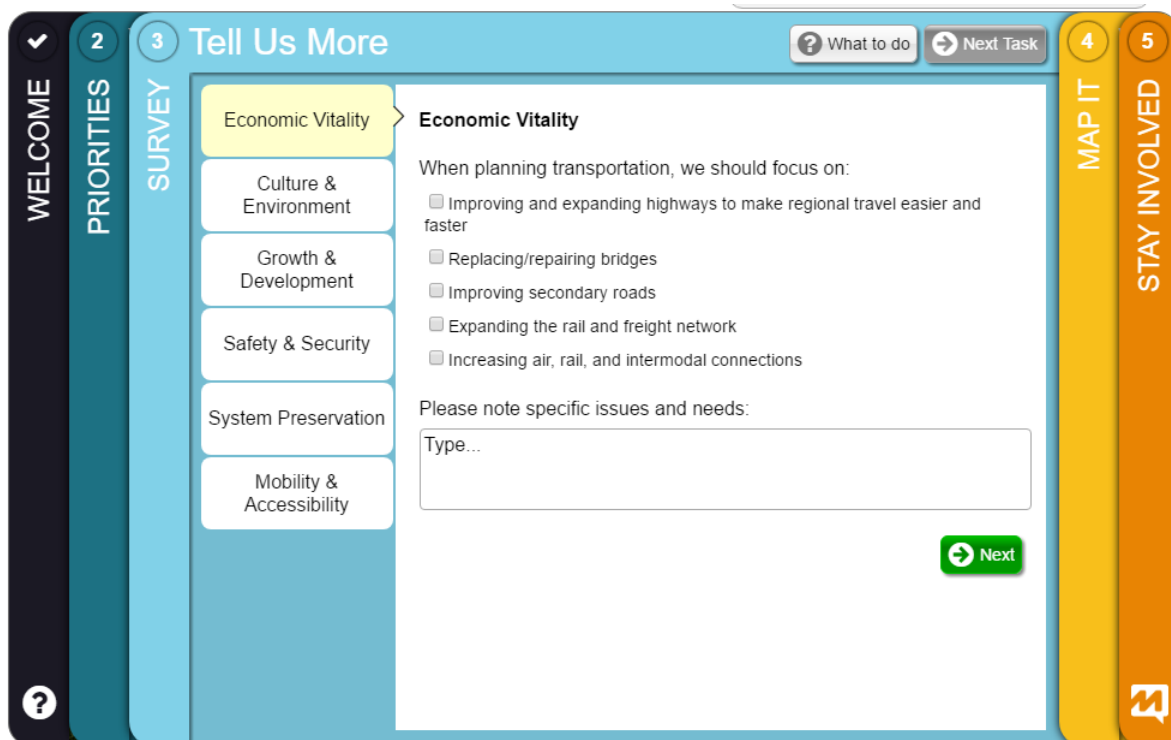
Screen I: Introduction



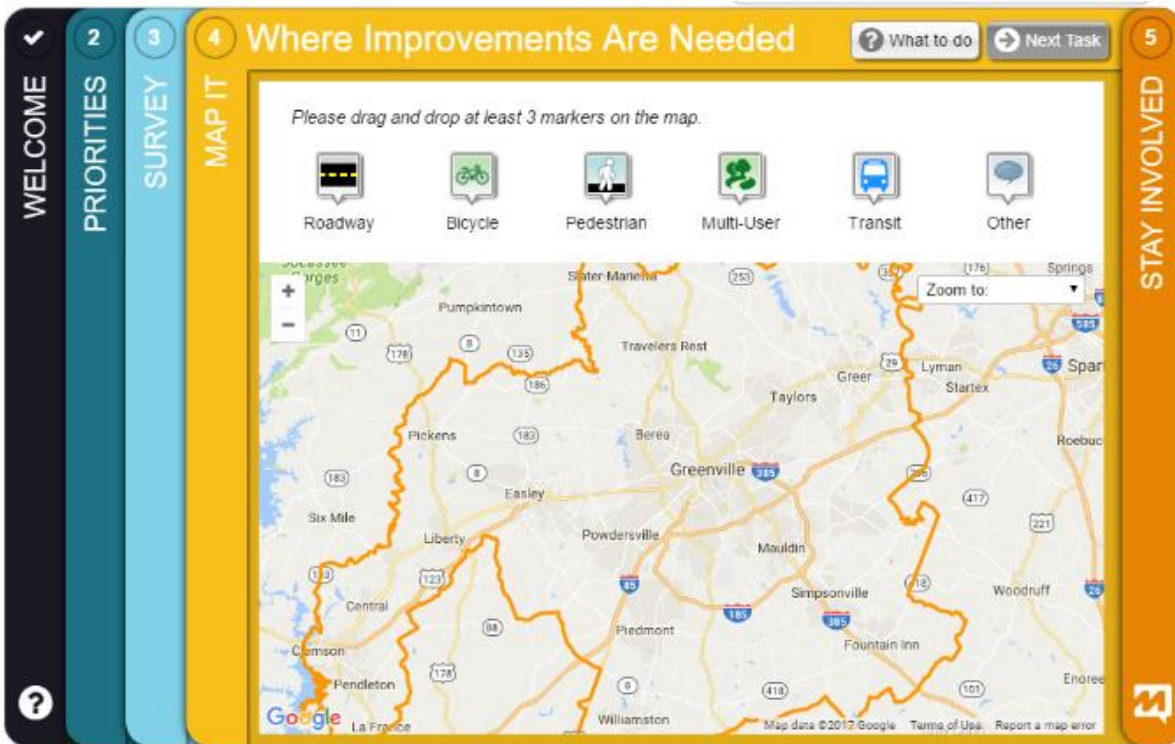
Screen 2: Priority Ranking



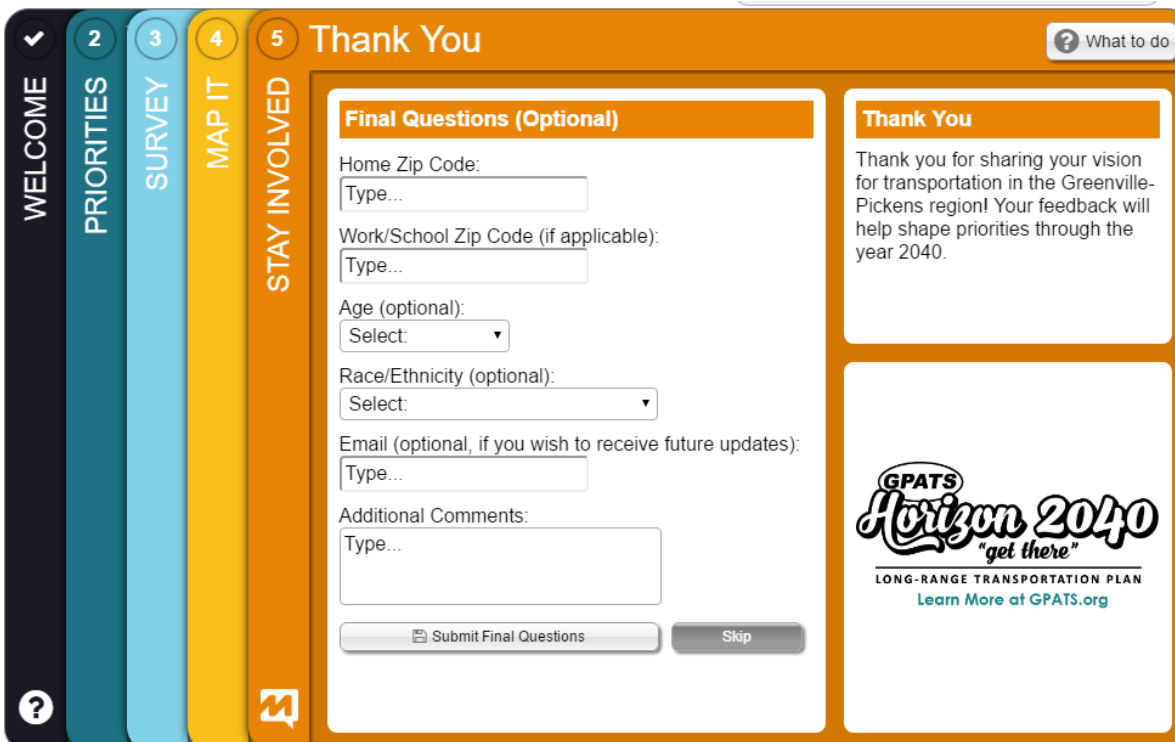
Screen 3: Priority Survey



Screen 4: Mapping Exercise



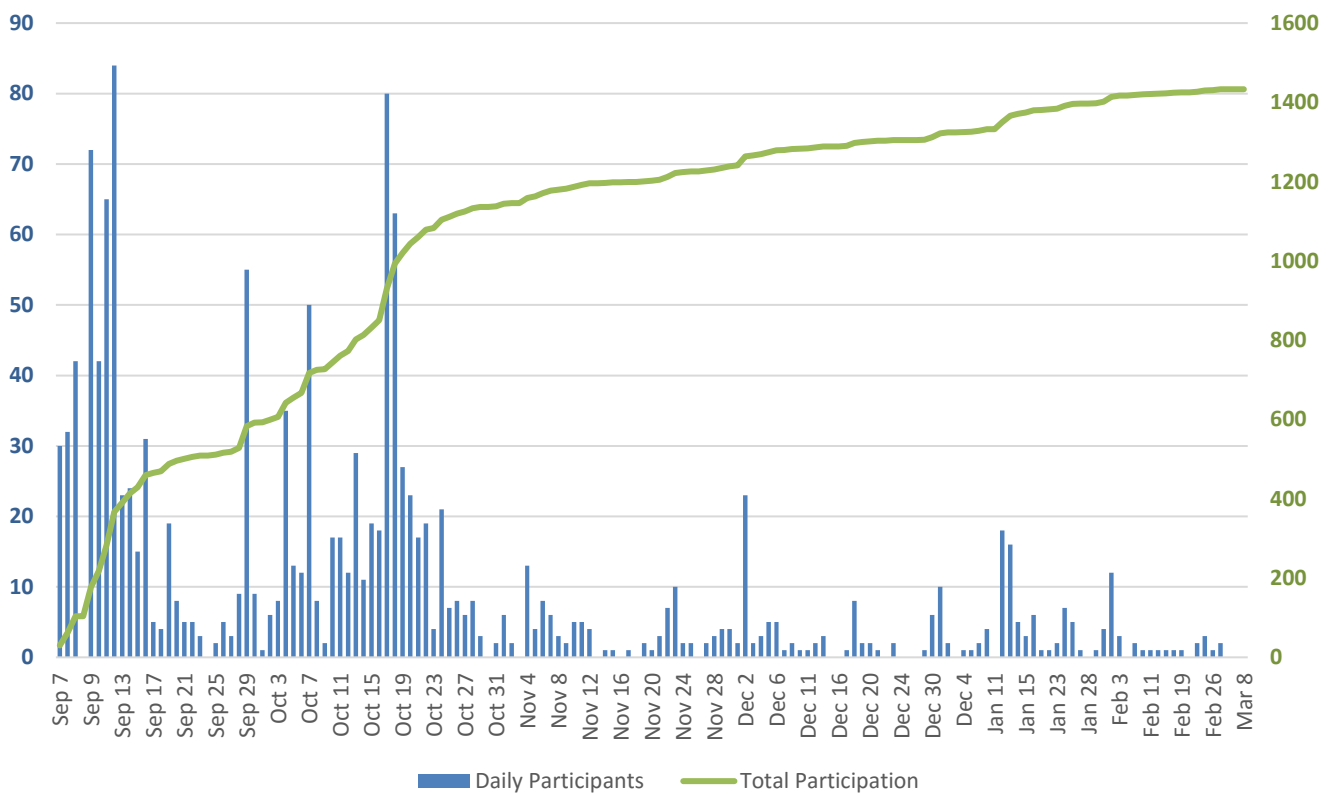
Screen 5: Demographic Survey



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.

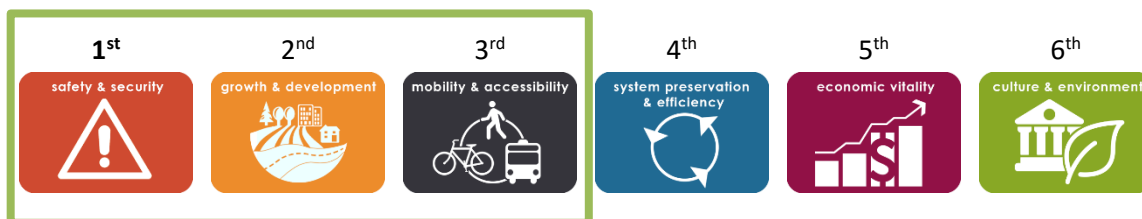
In total, more than 5,000 data points associated with the priority rankings offered a more comprehensive overview of the community's priorities. The results from these rankings are shown below. **Safety & Security** was the top ranked priority by a narrow margin, with **Mobility & Accessibility** following 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



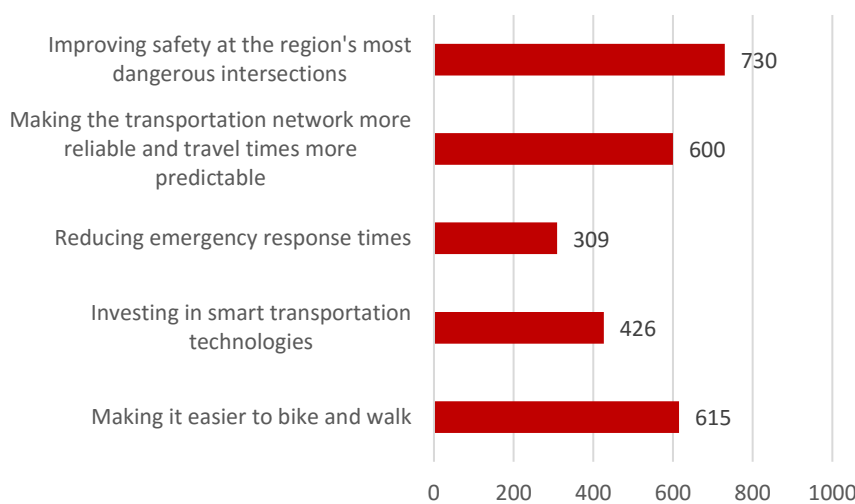
Note: To avoid confusing participants, the statistically valid survey did not ask the priority ranking question.

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

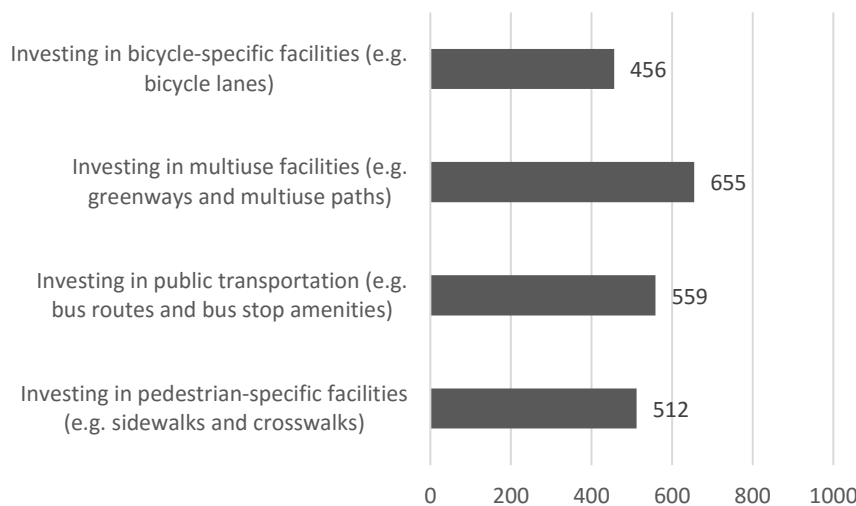
When planning transportation, we should focus on...



“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

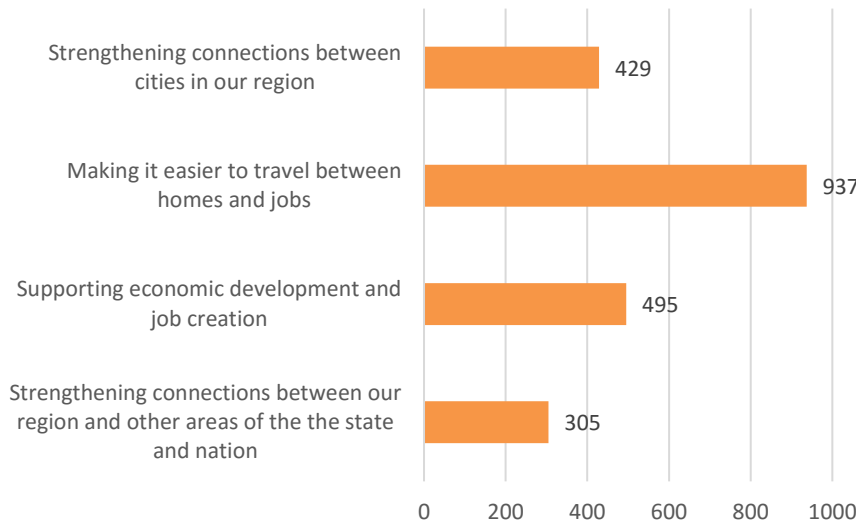
When planning transportation, we should focus on...



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

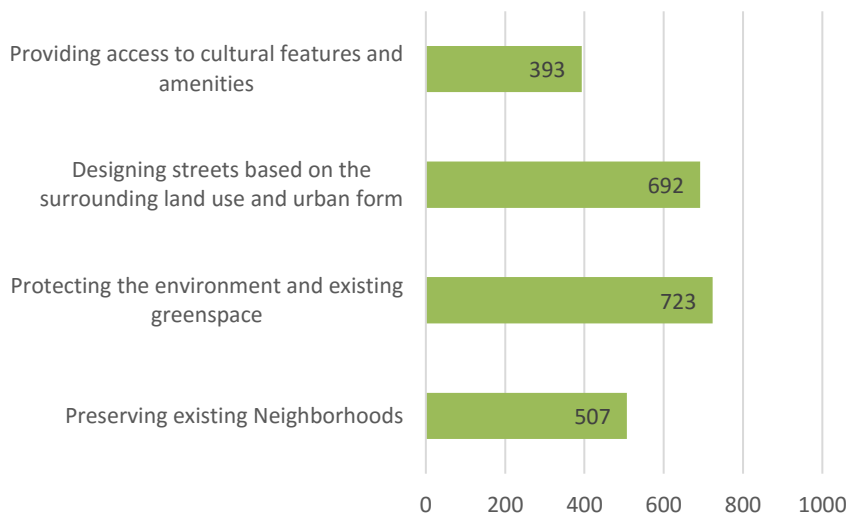
When planning transportation, we should focus on...



“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

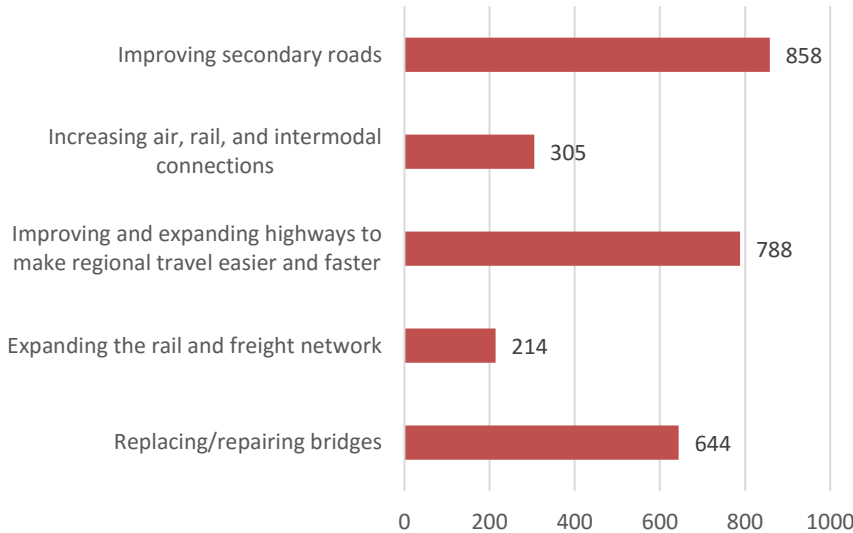
When planning transportation we should focus on...



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

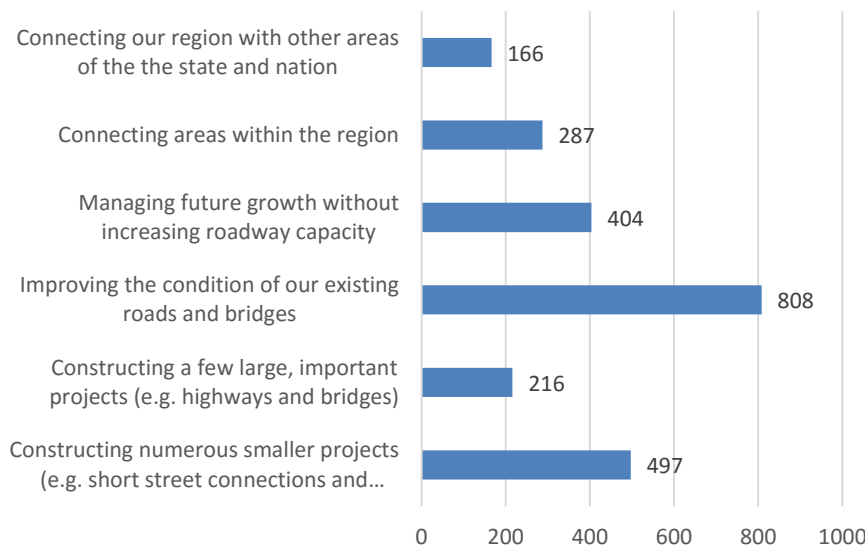
When planning transportation, we should focus on...



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...



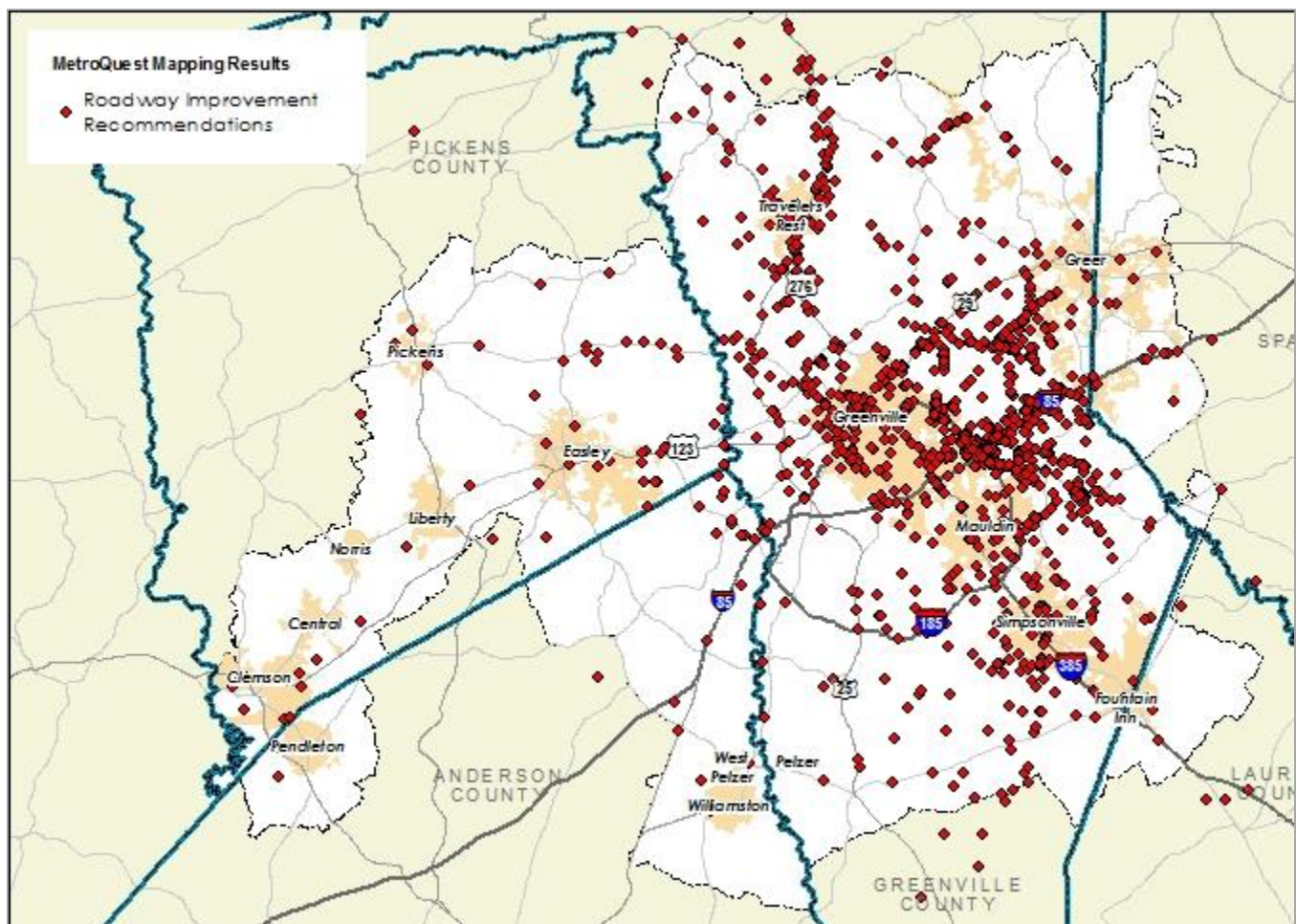
By a wide margin, participants favor “improving the condition of our existing roads and bridges” over other options within this category. **This mirrors the results from the statistically valid survey, in which that option captured 59% of the total responses.**

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

	Project Categories	Points
1,408 points	Intersection Improvement	302
	Road Widening	273
950 comments	Repaving	136
	Safety	124
	Other	80

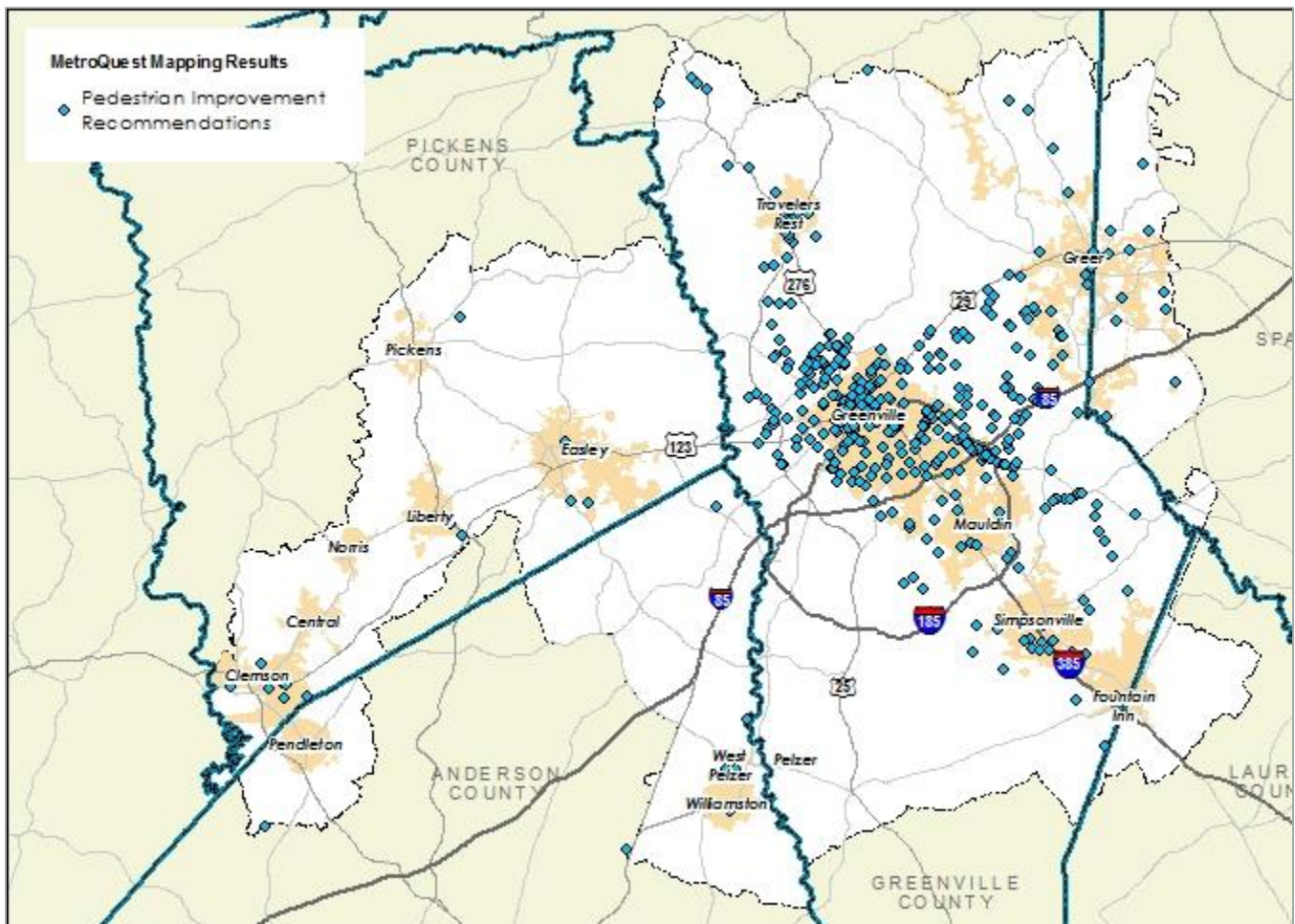


Pedestrian Project Suggestions

456 points

251 comments

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

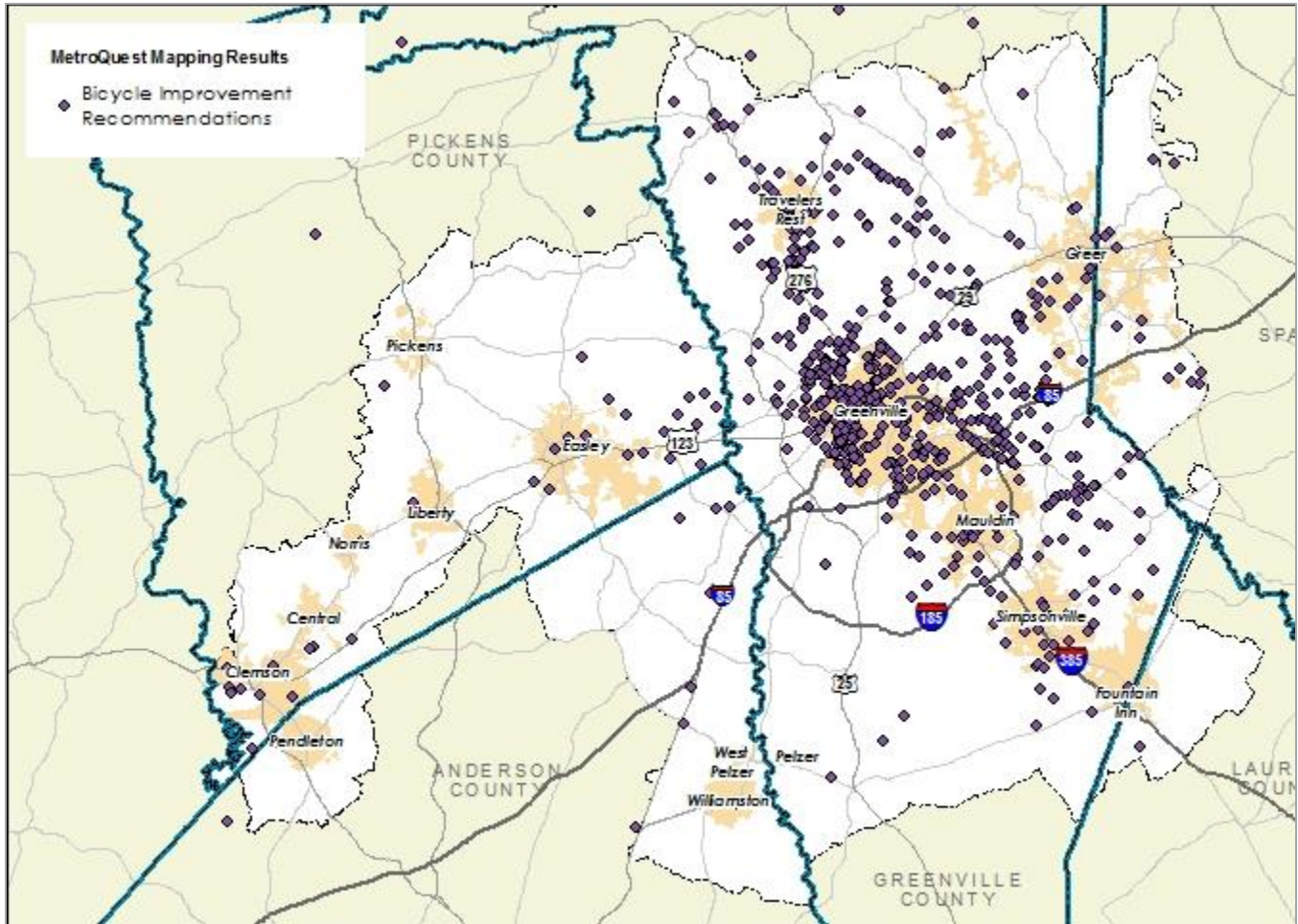


Bicycle Project Suggestions

702 points

342 comments

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

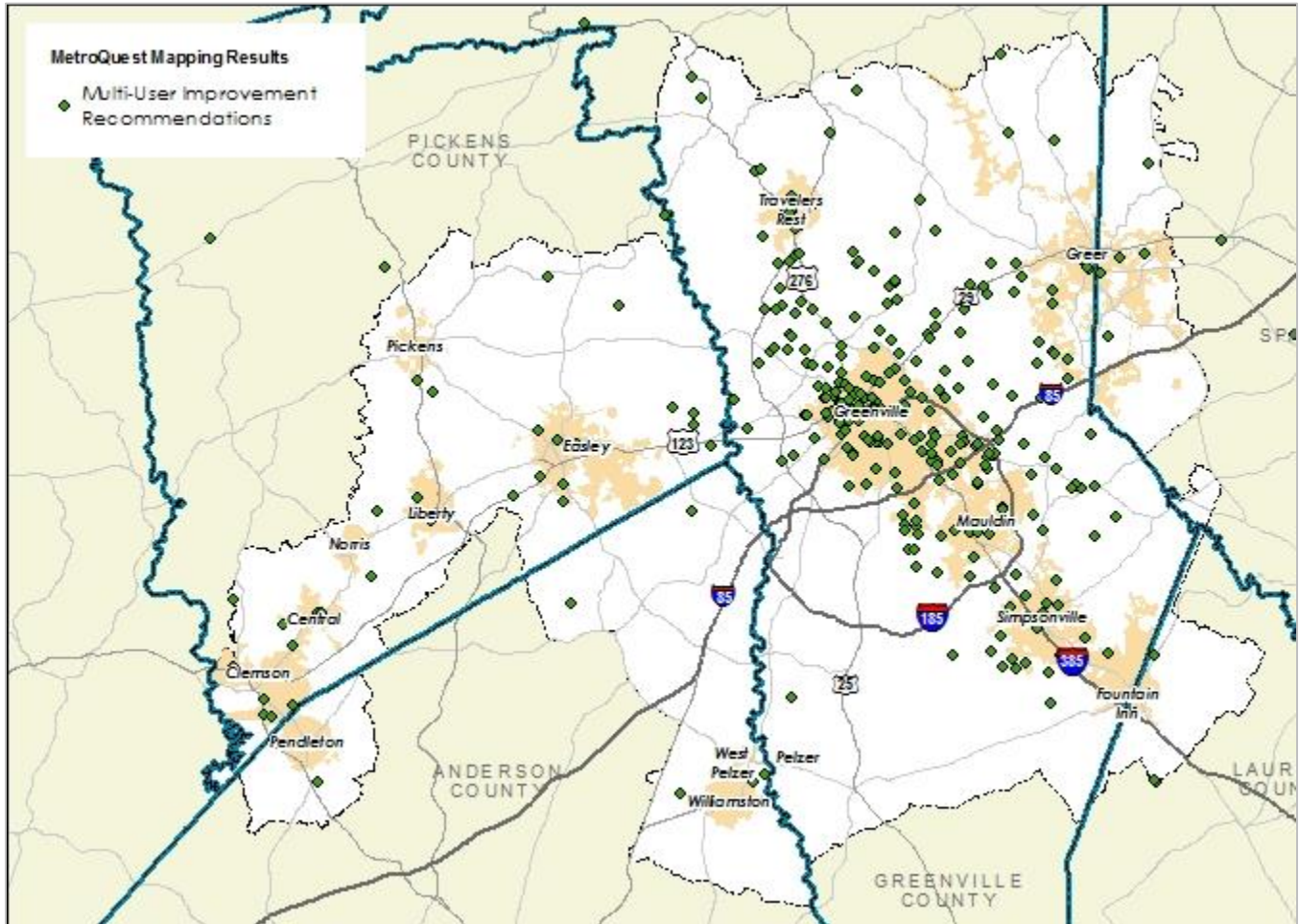


Multi-user Project Suggestions

317 points

156 comments

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

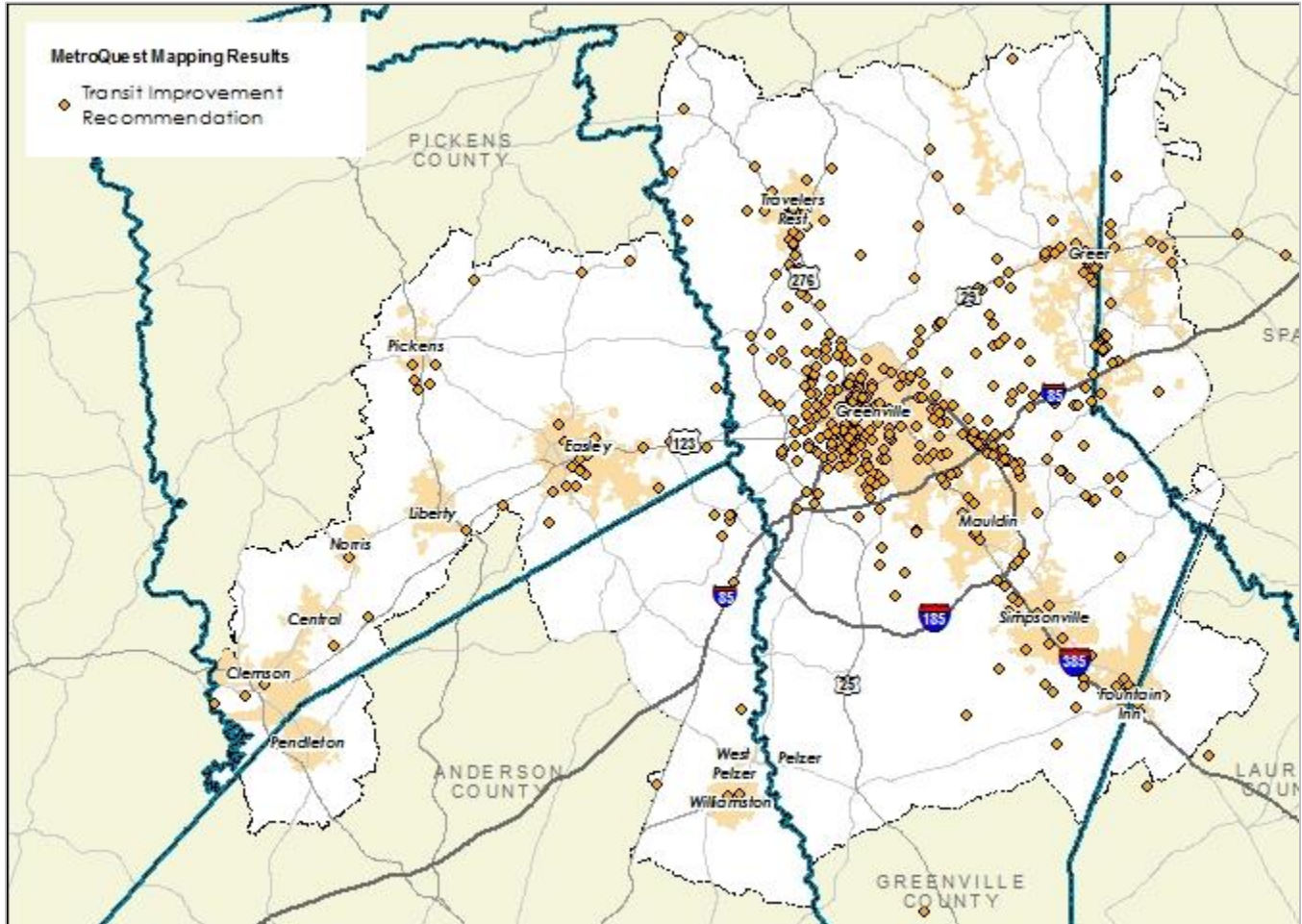


Transit Project Suggestions

516 points

260 comments

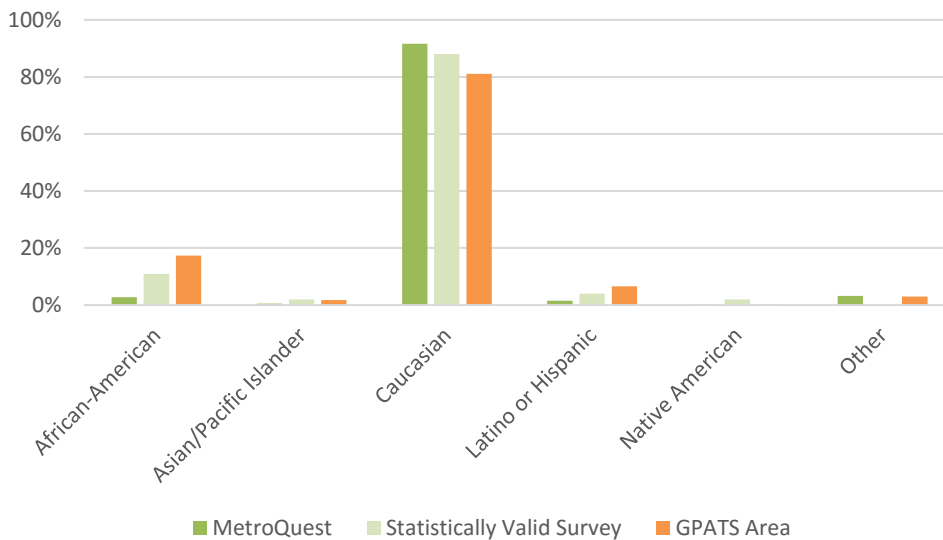
Project Categories	Points
Other	89
Bus Route Modification	20
Bus Stop	16
New Bus Route	4



Survey Demographics

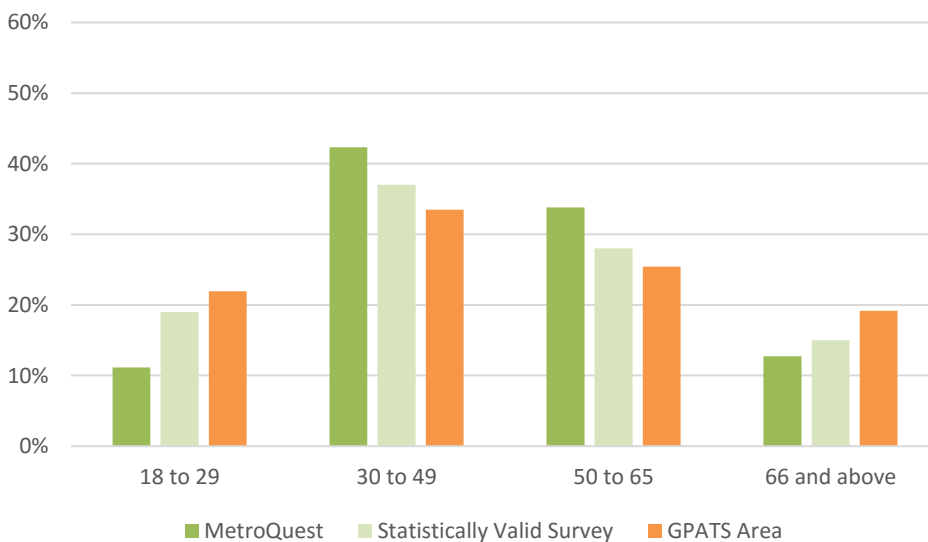
On the final screen of the survey, participants were asked several optional demographic questions. The results of these questions shown below have been compared with results from the ETC statistically valid survey and census data for the Greenville metro area where applicable.

Race and Ethnicity



Both surveys slightly over-represent the study area's white population, while not capturing a representative share of the black and Latino/Hispanic population.

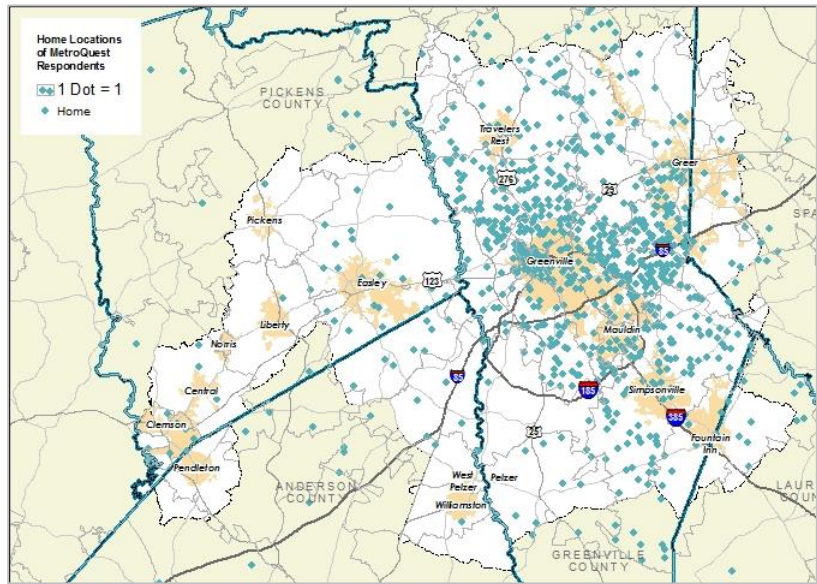
Age Distribution



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 below 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 below shows the distribution of responses by zip code, with dots placed randomly within each zip code to represent the number of responses.

