

INTERCEPT SURVEY RESULTS REPORT

Stride Forward – Regional Transportation Plan



INTRODUCTION

Stride Forward is Metroplan’s mandated update to the regional transportation plan. This plan is unique coming on the heels of a City of Flagstaff declared climate emergency and subsequent [Carbon Neutrality Plan](#) (CNP). The CNP calls for the maintenance of vehicle miles traveled at 2019 levels.

Stride Forward includes a robust public involvement plan including online surveys as well as a paper survey such as this one. This survey intended to delve deeper into public attitudes toward various vehicle miles traveled reduction strategies including increased density and shifting modes away from single occupancy car travel.

Survey Outreach & Respondent Demographics

The survey was conducted at the end of April and into May 2022 using paper surveys distributed across multiple community centers, libraries, and the Downtown Connection Transit Center, 53 responses were received. These results are a combination of surveys [one](#) and [two](#).

The libraries and community centers received a combined survey which consisted of questions from surveys one and two, the combined survey was too long for people to fill out while waiting for a bus at the Downtown Connection Center (DCC). For this reason, only survey one was provided while conducting public outreach at the DCC. The questions were primarily multi-parts in nature discussing transportation preferences, demographics, and an opportunity to leave comments at the end. Even though the shorter survey one format was used at the DCC there were still incomplete responses to the demographic and comments section due to lack of time based on bus arrival. An announcement about the survey dates and locations was made on

Metroplan’s website and to our stakeholders who were asked to publicize surveys across their various organizations and clients.

While conducting public outreach at the DCC a high percentage of working-class minorities were observed in the morning time commuting to work. In the afternoons there was a greater amount of college students riding route 10 due to the DCC’s proximity to The Jack student housing. In the afternoons there were also several elementary and middle school-age students riding the bus.

It is important to note that this is not a random sample survey, that results are not statistically valid, and that the results reported here have not been normalized to reflect a more normal distribution across demographic characteristics of the region. There were also many people who were unable to complete the demographic section due to time constraints. Offered here is a comparison of the demographics of the *Stride Forward* surveys to date.

DEMOGRAPHIC OR CHARACTERISTIC	RANDOM SAMPLE SURVEY (JAN. 2022)	ONLINE SURVEY #1 (MAR. 2022)	ONLINE SURVEY #2 (APR. 2022)	INTERCEPT SURVEY (April-May)
Primary Travel Mode - Bike	5%	14%	11%	10%
Transportation system service Somewhat well / Not well	63%	84%	N/A	50%
Age 65+	24%	38%	21%	20%
Education Bachelor / Post-Graduate	74%	82%	85%	35%
Income Over \$100k	29%	40%	42%	5%
Race White	80%	87%	75%	38%
City / County City residents	61%	84%	83%	84%
<i>Total Number of Participants</i>	<i>674</i>	<i>640</i>	<i>579</i>	<i>53</i>

ANALYSIS GROUP	N = NUMBER OF RESPONDENTS
ALL	53
AGE 65 AND OLDER	11
COUNTY RESIDENT	6
DISABLED	1
MINORITY	16
LOW AND MODERATE-INCOME (<\$49,900 ANNUAL)	17
LOW INCOME (<\$25,000 ANNUAL)	12

How This Information Will Be Used

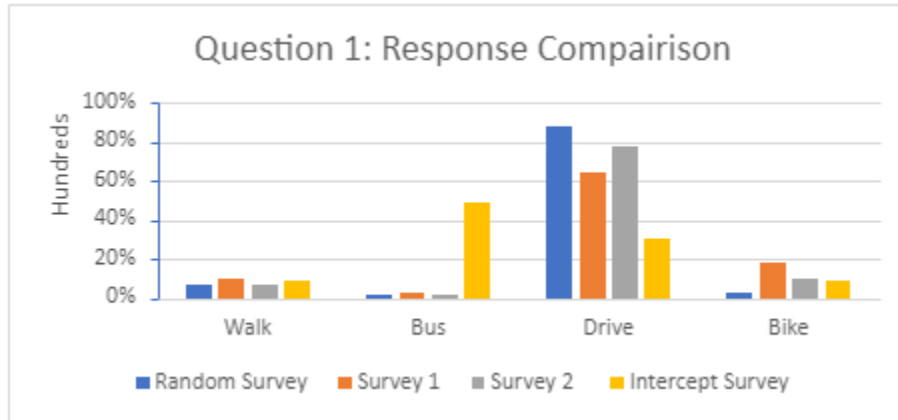
Survey results will be used to shape proposed development patterns, particularly in the Upward scenario, and the transportation facilities, services, and programs to serve them. In addition, it will be used to understand public support or opposition to those proposals and respond to public questions about them. For instance, knowing the public's attitude toward multi-story, multi-family homes may result in scenario alternatives with more acceptable levels of such development. Conversely, if meeting carbon neutrality goals requires more multi-story housing than is publicly acceptable, we can legitimately say we listened, heard, and tried to avoid this outcome. Likewise, knowing preferences and deterrents to different travel modes allows us to design systems that capitalize and mitigate accordingly and then explain that to the public and decision-makers.

When and Where This Information Was Collected

Location	Dates	# of surveys collected
Main Library	April 26 - May 4	5
East Library	April 26 - May 4	0
Downtown Connection Center (DCC)	May 10 - 11	32
Montoya Senior Center	May 12-19	12
Murdoch Center	May 12-19	0
Hal Jensen Center	May 12-19	4

Transportation Trends

Question 1: On a typical day, what is your primary means of travel? (Select one)



The intercept surveys had the highest percentage (50%) of bus ridership by far compared to the previous three surveys. This could be because of the surveys taken at the DCC as well as the non-driving seniors that frequent the community centers. Similarly, to the other surveys, the intercept survey results had a high percentage of driving as their primary means of travel while the percentage of walking and riding a bicycle dropped off significantly.

Housing Trends

A high percentage (%) of respondents selected that they would choose to move to a community where houses are smaller and closer together with stores and restaurants within walking distance.

About a third of these respondents already live in a neighborhood like this but are deterred by the presence of tall 3+ story housing complexes. People are however attracted by the presence of duplexes, fourplexes, and townhomes as well as frequent small parks, wide landscaped sidewalks, and bus stops that are easy to get to. The distance to fire and police stations was fairly neutral.

Regarding the question “insert question title”, they were positive overall. Again, features like gyms and playgrounds attract more people as well as stores within walking distance. These results were very similar to that of question 19 (question title) in the fact that 3+ story buildings were a big deterrent, but multi-family rental housing is essential for affordable housing.

Unanimously, results show that people support affordable safe housing less than 3 stories tall that is walkable or convenient to access via public transit and has community spaces such as gyms, parks, and shopping.

Comments

Safety	Quality/Quantity < Safety above all.
	The bike lane on butler is a terrible design. The white plastic dividers are a danger to riders and traffic driving parallel. Please change the speed limit to 25 mph Butler/Milton intersection and beyond. * Also, Beaver St. is equally as unstable and dangerous but there is only one-way traffic so it's less noticeable.
	Would Love a crosswalk across Milton at Phoenix Ave, similar to the one at Blackbird & Rte. 66!
	Add a bridge across Milton for pedestrians
	Bus drivers need to watch more closely when people are getting on and off the bus
Increase in hours/area of service	Move stop & Routes earlier in the am for people who must work 5 am-6 am
	Also, frequent schedules for nights (theater, dining) and weekend service.
	Thanks for providing a survey-transit to the airport might be helpful
Mobility challenged citizens	I love public transportation for mobility-challenged citizens, less traffic, less pollution, and reliability. Barrier to using buses more frequently are the time it takes to get from point A to point B and the distance from Dr's office (though great for most medical services through spital). Distance to bus stops when carrying groceries is also a barrier. I love to share roads with bikers. Very helpful to have hiking/biking trails.
	Highest goal: reliable timely transportation options for the public with disabilities, college students
Positive comments	Thank you and maybe a transit bus or more cab service. Thanks for your concern :)
	Ryann, Andy, and Jennifer are great drivers
	Have a great day

Lessons Learned

There are opportunities to promote the paper survey with more advanced notification. The centers and libraries that serve Title VI communities were not as successful in collecting responses. Opportunities to incentives participation should be considered along with other methods to ensure future participation.

Intercept surveys at the DCC were challenging given the ebb and flow of transit users. Metroplan staff adjusted their tactics on the spot by only implementing survey one instead of the combined survey. Even after implementing the shorter survey people still had a difficult time finishing the survey due to time constraints. Different approaches to public outreach could be considered. Such as paper surveys and drop boxes at the connection centers much like the ones used at the community centers. Surveys have also been given on buses during a person's

trip, but this too has a constraint on time and the number of people you can survey. Another approach that Mountain Line used recently was having the survey administered online via an iPad when doing outreach in person as well as having a handout with the web address and QR code for people to take the survey at their convenience.