



Stride Forward – Regional Transportation Plan

Online Survey #3 Results Report

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 travelled at 2019 levels.

Stride Forward will include a robust public involvement plan including online surveys such as this one. Some of the questions delve into public attitudes toward various vehicle miles travelled reduction strategies including increased density and shifting modes away from single occupancy car travel.

Survey Outreach & Respondent Demographics

The survey was issued in August 2022 using the City of Flagstaff Community Forum. 194 responses were received from 292 site visitors. It is composed of 5 survey questions, many multi-part in nature, and 9 demographic questions. An opportunity to leave comments is provided after several questions. An announcement was made to the 3000+ registered site users at the beginning and near the end of the open period. Also, the 230+ *Stride Forward* stakeholder were encouraged by email to take the survey and encourage their constituents and/or members to do so as well.

It is important to note that this is not a random sample survey, that results are not statistically valid, and that results reported here have not been normalized to reflect a more normal distribution across demographic characteristics of the region. Offered here is a comparison of the demographics of the online survey compared to the random sample survey:

| Demographic or Characteristic | Random Sample Survey | Online Survey #3 | Online Skew |
|---|-----------------------------|-------------------------|----------------------|
| Primary Travel Mode Bike | 14% | 19% | Strong bike |
| Transportation system service Somewhat well / Not well | 84% | N/A | N/A |
| Age 55+ | 38% | 22% | Younger |
| Education Bachelor / Post Graduate | 82% | 87% | Strong more educated |
| Income Over \$100k | 40% | 41% | Similar |
| Race White | 87% | 77% | Less white |
| City / County City | 84% | 89% | Strong City |

Survey Overview

This third online survey mimics a field event where people were asked which vehicle miles traveled (VMT) strategies they would support for themselves personally and for regional governments to pursue.

In the field, participants were asked to pick three out of seven personal and government strategies. In this survey, people were asked to rate the strength for the strategies. These are:

| Personal Action Strategies | Government Action Strategies |
|---|--|
| Work from home (2/3) | Increase bus service (1/3) |
| Shop online (1/3) | Add bus only lanes (1/3) |
| Take the bus (1 ½ /3) | Add separated bike lanes (2/3) |
| Ride or Walk (2/3) | Complete the trail network (1/3) |
| Trade for an electric vehicle (2/3) | Charge more for parking (3/3) |
| Rideshare (2/3) | Create neighborhoods where I can walk or bike to most destinations (3/3) |
| Choose closer activity destinations (1 1/2/3) | Provide electric vehicle charging stations |

The question about primary means of transportation from the random sample survey was repeated for comparison purposes.

How This Information Will Be Used

Survey results will be reported to decisions makers about preferred VMT reduction strategies. Preferences could influence incentives, disincentives, infrastructure and services that may be offered by regional governments.

Round 3 Analysis and Findings

Comparisons are generally made to several Title VI relevant groups including Minority, Low Income (or low to moderate), Age 65 and older, and Disabled. Comparisons are also made to residents of the region to residents of the County within the region.

The 194 respondents for Round 3 is much lower than the nearly 600 received in the first two rounds. Consequently, the subgroups are so small that drawing strong conclusions is tenuous.

| Analysis Group | N = Number of respondents |
|--|---------------------------|
| All | 194 |
| Minority | 21 |
| Low and Moderate Income (<\$49,900 annual) | 33 |
| Low Income (<\$25,000 annual) | 12 |
| Age 65 and older | 44 |
| Disabled | 18 |
| County Resident | 21 |

As a result, only when the difference in response rate between the subgroup and the entire pool of respondents is greater than plus or minus 10% is the difference noted. As a base line against the random sample survey we asked respondents about their primary means of travel. Like the earlier online surveys, the respondents skewed toward more bicyclists. When looking at the subgroups, only the County diverged from the full population with greater selection of driving and no walking or bus use.

Q1 On a typical day, what is your primary means of travel? (select one)

| | All | Minority | Low/Mod | Low | 65+ | Disabled | County |
|-----------------------|-----|----------|---------|-----|-----|----------|--------|
| N = Population | 194 | 21 | 33 | 13 | 44 | 18 | 21 |
| Walking | 10% | 14% | 9% | 15% | 14% | 11% | 0% |
| Bicycling | 18% | 10% | 24% | 15% | 9% | 11% | 10% |
| Driving | 69% | 76% | 61% | 62% | 73% | 72% | 90% |
| Bus | 1% | 0% | 0% | 0% | 2% | 0% | 0% |
| Other | 3% | 10% | 6% | 8% | 2% | 6% | 0% |

>=10% over "All"
 <=-10% under "All"

Question 2 was prefaced with a statement about the region pursuing carbon neutrality. Participants were then asked to rate their willingness to participate in a range of strategies. The effectiveness of the strategies in reducing vehicle miles travelled was rated on a three-star system. Riding a bike or walking was the highest rated strategy with 62% of respondents responding that they “Already do” or are “Very willing” to participate. Minorities, those over 65, and the disabled were less likely to select this strategy. Working from home was second at 44%, followed closely by shopping online at 43%. The disabled were more likely to choose these strategies. County residents were more likely to choose work from home. Minorities more likely to choose shop online. Low to moderate income individuals and those over 65

were less likely to choose the fourth rated strategy, trading for an electric vehicle. Low to moderate income individuals were more likely to take the bus, with 54% of those in the lowest category rating this highly versus 26% overall. Choosing a closer destination was the lowest rated strategy at 13%. Notably, minorities rate this at 48%, their second highest strategy.

Q2 To reduce your transportation carbon footprint, how willing are you to take the following actions?

Answers: "Already do" or "Very willing"

| | All | Minority | Low/Mod | Low | 65+ | Disabled | County |
|--|-----|----------|---------|-----|-----|----------|--------|
| N = Population | 194 | 21 | 33 | 13 | 44 | 18 | 21 |
| 1 (**) Work from home | 44% | 43% | 39% | 38% | 48% | 61% | 62% |
| 2 (*) Shop online | 43% | 62% | 42% | 46% | 36% | 61% | 43% |
| 3 (* 1/2) Take the bus | 26% | 29% | 39% | 54% | 14% | 17% | 19% |
| 4 (**) Ride or Walk | 62% | 43% | 61% | 62% | 41% | 50% | 52% |
| 5 (**) Trade for Electric Vehicle | 39% | 33% | 27% | 23% | 25% | 33% | 48% |
| 6 (**) Rideshare (carpool/vanpool) | 22% | 19% | 24% | 15% | 14% | 17% | 19% |
| 7 (* 1/2) Choose closer activity destinations | 13% | 48% | 15% | 15% | 18% | 11% | 19% |

 >=10% over "All"  <=-10% under "All"


Question 3 focused on support for different government strategies to counter vehicle miles traveled in support of carbon neutrality. Completing the trail network scored highest at 91% rating it as Strongly support or Support, followed by separated bike lanes (85%), walkable neighborhoods (84%), and increasing bus service (78%). Providing electric vehicle charging stations received 70%. Two strategies fell below 50% support – Add bus only lanes (48%) and increasing parking fees (40%).

Minorities were more supportive of increasing bus service and the low to moderate income respondents supported bus only lanes in greater numbers. This contrasts to the disabled and county residents who are less supportive of bus only lanes. Low income respondents are the only group where a majority favored higher parking fees. A majority of low income, people over 65 and disabled respondents supported walkable neighborhoods, just not as strong as the overall population.

Q3 To help residents and visitors lower their transportation carbon emissions, how strongly do you support the following government actions?

Answers: "Strongly support" or "Support"

| | All | Minority | Low/Mod | Low | 65+ | Disabled | County |
|---|-----|----------|---------|-----|-----|----------|--------|
| N = Population | 194 | 21 | 33 | 13 | 44 | 18 | 21 |
| 1 (*) Increase bus service | 78% | 95% | 88% | 85% | 77% | 72% | 76% |
| 2 (*) Add bus only lanes | 48% | 43% | 67% | 62% | 39% | 33% | 38% |
| 3 (**) Add separated bike lanes | 85% | 76% | 88% | 92% | 82% | 83% | 86% |
| 4 (*) Complete the trail network | 91% | 90% | 88% | 92% | 84% | 78% | 100% |
| 5 (***) Charge more for parking | 40% | 33% | 39% | 54% | 23% | 28% | 38% |
| 6 (***) Create neighborhoods where I can walk or bike to most destinations | 84% | 81% | 79% | 69% | 73% | 72% | 81% |
| 7 (**) Provide electric vehicle charging stations | 70% | 62% | 67% | 54% | 66% | 72% | 71% |

 >=10% over "All"  <=-10% under "All"

Survey participants were then informed of the future gap in reaching our carbon neutrality goals that will be created by pursuing our current community plans and asked if they would consider changing their answers to questions 2 and 3. Only 22% of respondents said they would be willing to change. A lower percentage of low income, those over 65 and the disabled were willing to change. Though not reported, respondents generally increased their support for one to three strategies by one support category.

Will you consider changing your answers? If "No" please skip this next section and answer a few questions about you.

Q4 How willing are you to participate in the following strategies?
Q5 How much do you support the following government actions in support of reducing transportation carbon emissions?

| | All | Minority | Low/Mod | Low | 65+ | Disabled | County |
|-----------------------|-----|----------|---------|-----|-----|----------|--------|
| N = Population | 194 | 21 | 33 | 13 | 44 | 18 | 21 |
| Answered "Yes" | 22% | 14% | 12% | 8% | 7% | 11% | 24% |

 >=10% over "All"  <=-10% under "All"

Closing comments

People were also invited to make closing comments of which 52 were received. A scan of responses revealed many comments on the need for safer bicycling, more walkable neighborhoods, and expanded transit service. Comments about the separated bike lane experiment on Butler and Beaver are split. As

in other surveys people like the effort but not how it was executed – with lanes being too narrow, cluttered, and the delineators too insubstantial. Several stated general support for climate action and gratitude for the outreach. Finally, one reply was simply, “Good luck.”