



Community Transportation Plan

Appendix D: Phone Survey Analysis



Appendix D: Public Survey Analysis

ANALYSIS

SURVEY OF DECATUR ADULTS REGARDING TRANSPORTATION ISSUES

MAY 14-21, 2007

This survey of 300 residents in the City of Decatur, conducted May 14-21, 2007, shows that there are a number of points of agreement in dealing with transportation and traffic issues in the City, despite some regional differences regarding the intersections and corridors that should be top priorities. Residents support a "Complete Streets" policy by a nearly two-to-one margin, while a majority agrees that signal timing is the most important improvement for intersections and a plurality agrees that adding sidewalks and crosswalks is the most important improvement for corridors. Not surprisingly, residents focus on the intersections and corridors in their region of the City when asked which are the top priorities, meaning no consensus emerges on those questions.

Summary of Findings

- 1. Two-thirds of commuters drive by themselves to get to work or school.** Sixty-seven percent of commuters drive alone to get to work or school, and 61 percent of residents drive alone to run errands or engage in leisure activities. While that means the dominate form of transportation is driving alone, these levels are lower than we have seen in regional surveys, where 90 percent drive alone to commute.
- 2. A plurality of commuters commutes seven miles or more.** Forty-three percent of commuters travel at least seven miles to get to work or school, while 29 percent travel three to six miles and 23 percent travel up to two miles.
- 3. Four-fifths of residents have walked or ridden a bike to downtown Decatur.** Seventy-nine percent of residents have done this, with the most mentioned reasons for not doing so are that the respondent is too old or that it is too far.
- 4. A third of commuters would be much more likely to walk or ride a bike to work if sidewalks were improved and bike lanes were added to roads, and two-fifths of residents would be much more likely to walk or ride a bike for errands or leisure activities.** Thirty-one percent of commuters say these changes would make them much more likely to walk or ride a bike for their commute (13 percent somewhat more likely and 56 percent no effect). Thirty-nine percent of residents say these changes would make them much more likely to walk or ride a bike for errands or leisure activities (22 percent somewhat more likely and 37 percent no effect).
- 5. Three-fifths of residents say it is very or somewhat easy to get around the City.** Twenty-six percent of residents say it is very easy to get around the City and 35 percent say it is

somewhat easy, while 29 percent say it is somewhat difficult and 7 percent say it is very difficult.

6. Residents split between wait times at lights and roadway congestion as the biggest transportation problem in the City. Thirty-one percent of residents name wait times as the biggest problem and 28 percent name congestion, while 13 percent name a lack of sidewalks and bike lanes.

7. Regional differences mean there is no real consensus on the highest priority intersection for improvement. Not surprisingly, residents tend to choose an intersection in their region as the highest priority, leading to a five-point spread between the top four intersections: 24 percent say Commerce at Clairemont, 22 percent say College at McDonough, and 19 percent each say College at Candler and Commerce at Church. Adding the responses for the highest and second-highest priority adds a little more clarity, with 47 percent naming Commerce at Clairemont, 40 percent naming Commerce at Church, 39 percent naming College at Candler, and 37 percent naming College at McDonough.

8. A majority of residents chooses signal timing if they could only make one improvement at the intersections they see as priorities. Fifty-five percent of residents say signal timing is the most important improvement, with 19 percent naming improved crosswalks and medians.

9. No single corridor receives a fifth of the mentions as the highest priority. Similar to the question about intersections, regional differences drive responses on corridors and only three points separate the most-mentioned corridor (College Avenue, with 18 percent) from the fourth-most-mentioned corridor (Clairemont Avenue, with 15 percent). Including second-highest priorities actually muddles the priorities further: 31 percent combined name Clairemont, 30 percent name College, 29 percent each name Church Street and Scott Boulevard, and 25 percent name Commerce Drive.

10. Despite differences on the top priority corridors, a strong plurality names improving sidewalks and crosswalks as the most important improvement. Forty-three percent of residents say sidewalks and crosswalks are the most important improvement over adding bicycle lanes (30 percent) and adding on-street parking (14 percent).

11. Presented with a choice of options and being asked to pick the one that would provide the biggest benefit to the City overall, a plurality of residents names redesigning intersections. Thirty-seven percent of residents say redesigning intersections would provide the biggest benefit, while 18 percent say adding bike lanes to major streets, 17 percent say improving major traffic corridors, and 14 percent say citywide sidewalk and pedestrian improvements.

12. Three-fifths of residents support a "Complete Streets" policy. Residents support a policy "that would require all streets to have bicycle and pedestrian features, which would likely entail managing automobile use through measures such as speed restrictions, narrower lanes, and reduced right-hand turn capabilities" by a 61 to 31 percent margin, including 37 percent who strongly support the policy.

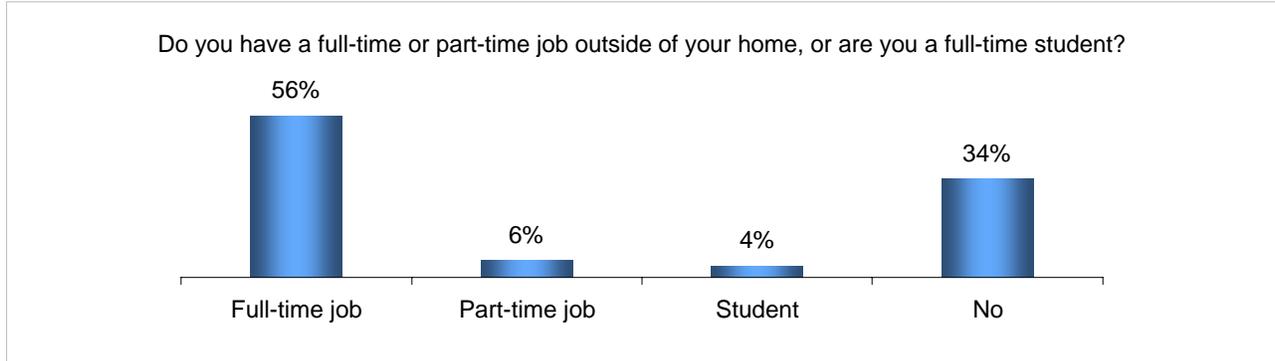
13. Residents support three additional proposals regarding traffic and transportation, but split on implementing a Rail Road Quiet Zone. Residents support encouraging developers to

provide bicycle and vehicle parking by an 85 to 11 percent margin, using City funds to implement a trolley or circulator bus system by a 73 to 21 percent margin, and asking neighborhoods to help pay for additional traffic-calming measures by a 58 to 36 percent margin. But residents split 46 to 44 percent on "[i]mplementing a Rail Road Quiet Zone that would restrict train engineers from blowing their horns when traveling through Decatur."

CURRENT TRAVEL IN THE CITY

Work/Study Outside the Home

Two-thirds of the City's adult residents work outside the home or attend school full-time.

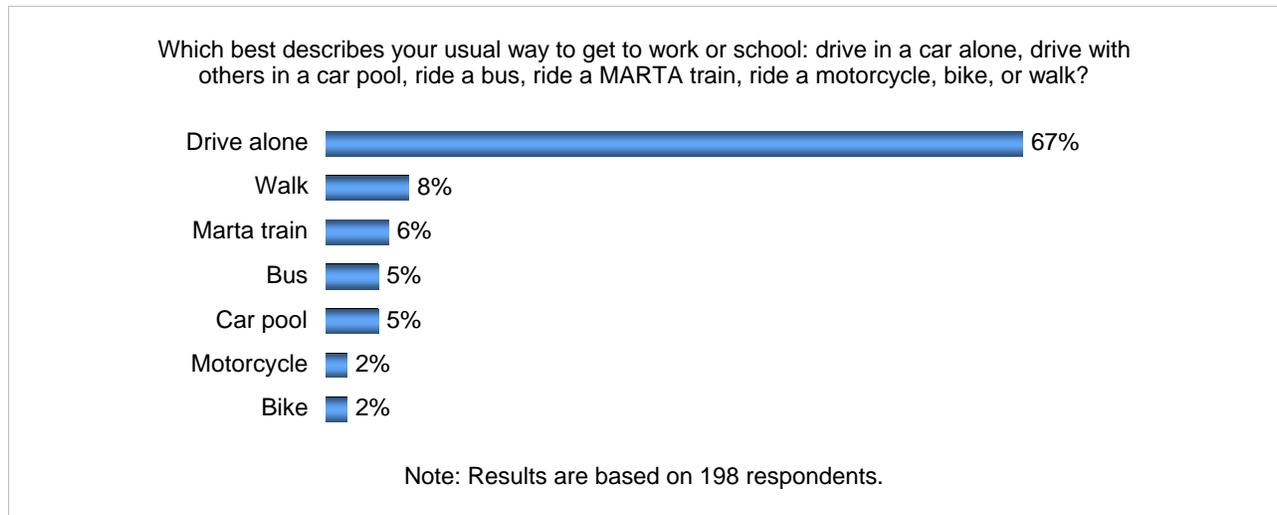


It is striking that half of the Downtown region residents do not work or study outside the home (49 percent), compared to roughly a third of residents in other regions (28 percent in the Northwest region, 32 percent in the Northeast region, and 33 percent each in the Southeast and Southwest regions).

- **Just a quarter of men do not work or study outside the home.** Twenty-four percent of men and 42 percent of women do not work or study outside the home.
- **Two-thirds of married residents work full-time.** Sixty-nine percent of married residents work outside the home (23 percent do not work or study outside the home) compared to 45 percent of single or divorced residents (39 percent do not work or study outside the home).
- **A quarter of the seniors in the survey work outside the home.** Sixteen percent of seniors work full-time and 9 percent work part-time.

Way to Get to Work/School

Two-thirds of the residents who work or study outside the home drive by themselves in their commute.

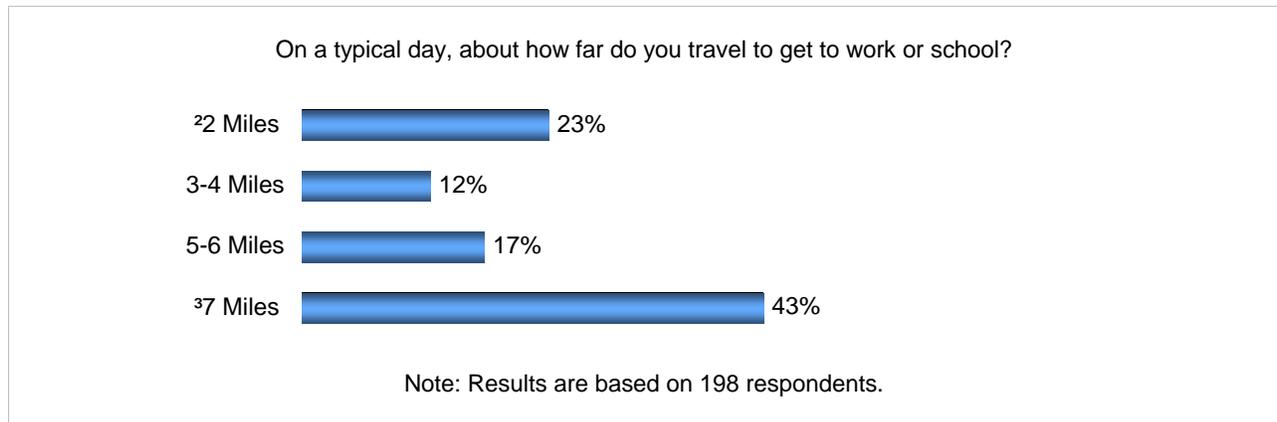


Southeast residents appear to be much less likely to drive alone (50 percent) and more likely to use transit (20 percent). But some caution should be used in drawing conclusions from these subgroup numbers, as the regional numbers among workers yield some of the smallest samples in the analysis. Similarly, non-white residents appear to be more likely to use transit (20 percent, compared to 7 percent among white residents) and less likely to drive alone (58 percent compared to 70 percent).

- **Over a quarter of the residents who commute up to two miles say they walk to get to work or school.** Twenty-eight percent of these residents say they usually walk to commute, while 52 percent drive alone. Seventy-two percent of residents who commute three to six miles drive alone (3 percent car pool and 12 percent use transit) and 74 percent of residents who commute seven miles or more drive alone (8 percent car pool and 10 percent use transit).

Distance Traveled to Work/School

A plurality of residents who work or study outside the home commutes seven miles or more.

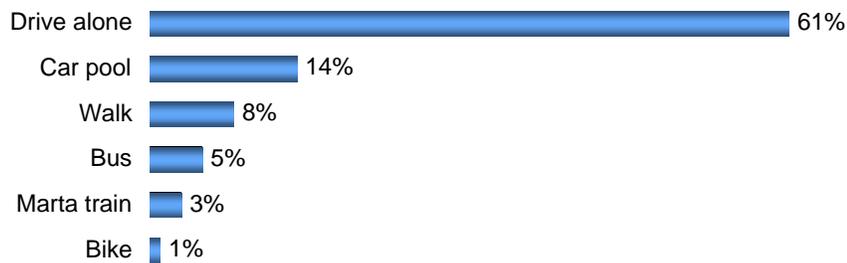


In each region, pluralities or majorities commute seven miles or more (52 percent in Downtown, 48 percent in Southwest, 47 percent in Southeast, 41 percent in Northeast, and 36 percent in Northwest); the results in Northwest approach a split, however, with 34 percent saying they commute up to two miles.

Travel Method for Errands/Leisure

Three-fifths of Decatur residents drive alone for errands and leisure activities.

When you go out to run errands or engage in leisure activities outside your home, how do you most often travel, do you: drive in a car alone, drive with others in a car pool, ride a bus, ride a MARTA train, ride a motorcycle, bike, or walk?

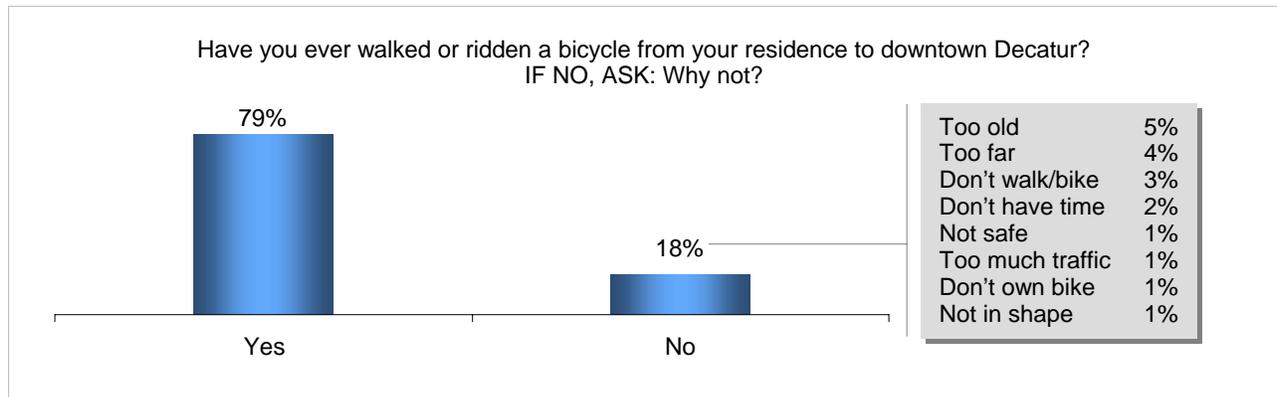


Downtown residents are more likely to walk to run errands and engage in leisure activities (18 percent, compared to 7 percent each among Northeast and Southwest residents, 5 percent among Northwest residents, and 4 percent among Southeast residents) while Northwest residents are more likely to drive alone (74 percent compared to 69 percent among Southeast residents, 58 percent among Southwest residents, 56 percent among Northeast residents, and 49 percent among Downtown residents).

- **White residents are more likely to drive alone to run errands.** Sixty-six percent of white residents say they drive alone to run errands (14 percent car pool, 6 percent use transit, and 6 percent walk) compared to 50 percent of non-white residents (15 percent car pool, 12 percent use transit, and 12 percent walk).
- **Residents who commute seven miles or more are more likely to walk to run errands and engage in leisure activities.** Fifteen percent of these residents walk to run errands and engage in leisure activities, compared to 5 percent of residents who commute three to six miles and 7 percent of residents who commute up to two miles. Residents who commute up to two miles are more likely to use transit for errands and leisure activities (20 percent, compared to 4 percent of those who commute three to six miles and 1 percent of those who commute seven miles or more).
- **The sample sizes are very small, but residents who commute by means other than a car still drive for errands and leisure activities.** Thirty-two percent of residents who commute by transit drive alone for errands and leisure activities (32 percent use transit, 18 percent car pool, and 9 percent walk) and 53 percent of those who bike or walk drive alone (21 percent car pool, 16 percent walk, and 11 percent use transit).

Walked/Biked to Downtown Decatur

Nearly four-fifths of residents have walked or ridden a bike to downtown.



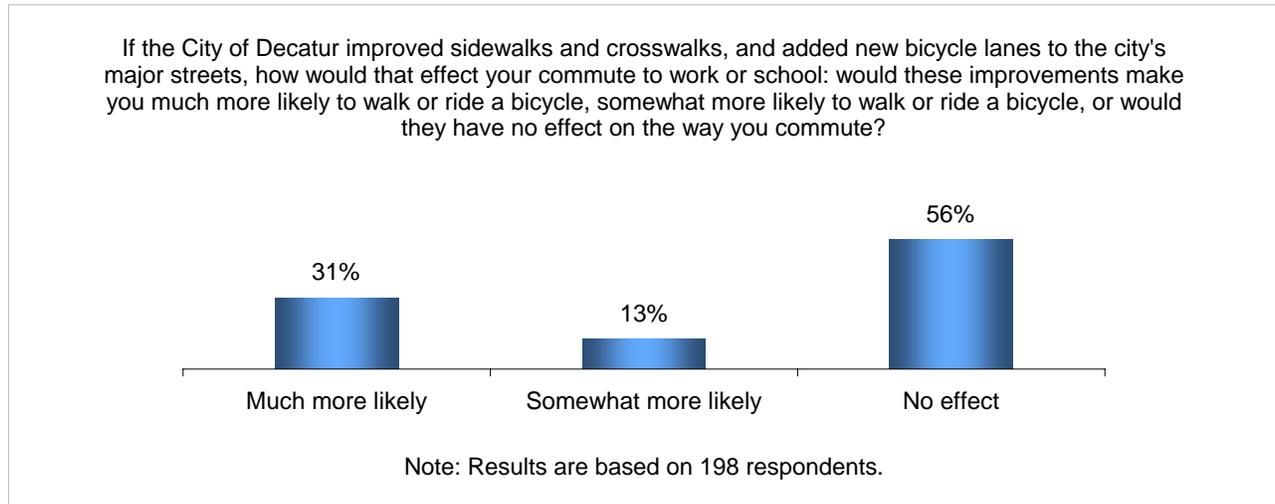
The most common reasons for not walking or riding downtown are that it is too far or that the resident feels they are too old. By region, Southwest residents are the least likely to say they have walked or biked downtown (65 percent have, though, compared to 73 percent of Downtown residents and more than 80 percent of Northeast, Northwest, and Southeast residents) with 10 percent saying it is too far.

- **There is a notable difference by race and ethnicity on this question.** While 86 percent of white residents say they have walked or biked downtown, that drops to 63 percent among non-white residents (9 percent say it is too far, 7 percent say they don't walk or bike, and 4 percent each say there is too much traffic or they are too old).
- **A majority of seniors have walked or biked to downtown Decatur.** But the 55 percent of seniors who have done so is far below the 82 percent of residents 50 to 64 and 88 percent of residents 18 to 49. Nineteen percent of seniors say they are too old to walk or bike to downtown, while 8 percent say it is too far.

OPINIONS REGARDING POTENTIAL CHANGES AND PROJECTS

Effect of Improved Sidewalks and Bicycle Lanes on Commute

Just under a third of commuters say they would be much more likely to ride a bike or walk to work with these improvements.



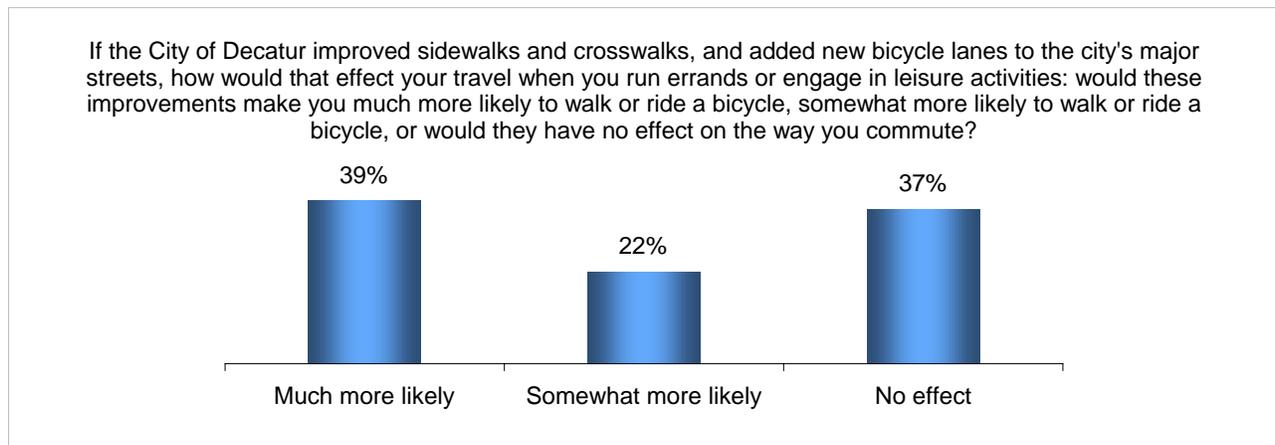
We have found that "somewhat" more likely responses tend to be too equivocal to indicate likely actions; focusing on more enthusiastic responses typically gives a better indication of potential changes in behavior.

- **Commuters in the Northwest appear to be the least likely to start walking or biking to work.** While remaining mindful of the small sample sizes, the 15 percent of Northwest residents who say they would be much more likely to walk or bike in response to improvements is notably lower than the 33 percent of Northeast residents, the 35 percent each of Downtown and Southwest residents, and the 43 percent of Southeast residents.
- **Non-white residents appear to be more willing to commute by walking or biking with these changes.** Thirty-eight percent of non-white residents say they would be much more likely to walk or bike, compared to 28 percent of white residents.
- **Commuters with minor children are more likely to say these improvements might effect their commute.** Forty-one percent of these commuters say they would be much more likely to commute by walking or biking if sidewalks and bicycle lanes are improved, compared to 25 percent of commuters without young children.
- **A quarter of the residents who commute seven miles or more say these improvements would make them much more likely to commute by walking or biking.** Twenty-four percent of these residents would be much more likely to commute by walking or biking, compared to 40 percent of those who commute three to six miles and 35 percent of those who commute up to two miles.

- **A quarter of the residents who currently drive alone to work say they are much more likely to walk or bike if these improvement are made.** Twenty-seven percent of those who commute by driving alone say they would be much more likely to walk or bike if sidewalks and bicycle lanes are improved.
- **A third of commuters who say it is difficult to get around Decatur say these improvements would make them much more likely to commute by walking or biking.** Thirty-six percent of these residents would be much more likely to commute by walking or biking, compared to 27 percent of commuters who say it is somewhat easy to get around Decatur and 31 percent of commuters who say it is very easy to get around Decatur.
- **Half the commuters who say bike lanes are the project with the biggest benefit say they would be much more likely to commute by walking or biking following these improvements.** Fifty percent of these residents say they would be much more likely to commute by walking or biking, compared to 33 percent of those who say improving corridors would yield the biggest benefit, 23 percent of those who say pedestrian improvements would yield the biggest benefit, and 22 percent of those who say improving intersections would yield the biggest benefit.
- **Half the commuters who strongly support the "Complete Streets" policy would be much more likely to walk or bike to work.** With these improvements, 49 percent of the strong supporters of Complete Streets would be much more likely to walk or bike to work, compared to 19 percent of those who somewhat support or oppose the policy.

Effect of Improved Sidewalks and Bicycle Lanes on Travel for Errands and Leisure

Two-fifths of the City's residents say these improvements would make them much more likely to walk or bike for errands and leisure activities.



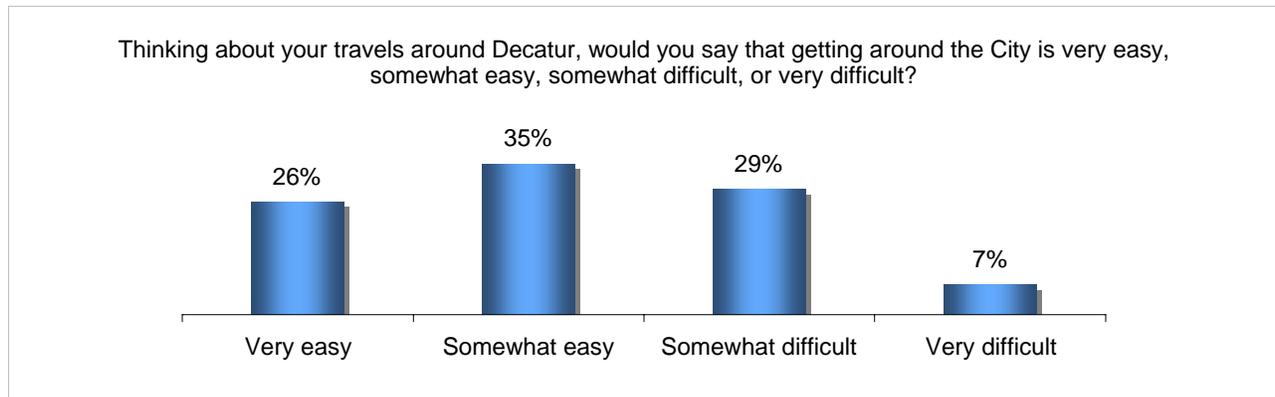
While commuters in the Northwest are the least likely to say they would walk or bike to work or school, Northwest residents fall in the middle on this question (40 percent much more likely, compared to 31 percent for Downtown residents, 32 percent for Northeast residents, 43 percent for Southwest residents, and 56 percent for Southeast residents).

- **There is no significant difference on this question by race.** Forty percent of white residents say these improvements would make them much more likely to walk or bike for errands and leisure activities, similar to the 38 percent among non-white residents.
- **Married residents are more likely to say these changes would affect their travel for errands and leisure activities.** Forty-eight percent of residents would be much more likely to bike or walk, compared to 35 percent of single and divorced residents.
- **A majority of residents with minor children would be much more likely to bike or walk for errands and leisure activities.** Fifty-seven percent of these residents say these improvements would make them much more likely to bike or walk, compared to 31 percent of residents without minor children.
- **Older residents are less likely to say these improvements would make them more likely to walk or bike.** While 49 percent of residents 18 to 49 say these improvements would make them much more likely to walk or bike for errands and leisure activities, there is a drop to 38 percent of residents 50 to 64 and to 22 percent of residents 65 and older.

- **Wealthier residents are more likely to say they would walk or ride a bike after these improvements.** Fifty percent of residents who earn \$100,000 or more say they would be much more likely to walk or ride a bike for errands and leisure if improvements are made, compared to 41 percent of residents earning \$50,000 to \$100,000 and 35 percent of residents earning up to \$50,000.
- **A quarter of the residents who say these improvements would have no effect on their commute say the improvements would make them much more likely to walk or bike for their errands and leisure activities.** Twenty-six percent of these residents would be much more likely to walk or bike for errands and leisure activities, compared to 38 percent of those who say the improvements would make them somewhat more likely to walk or bike for work and 77 percent of those who say the improvements would make them much more likely to walk or bike for work.
- **Two-thirds of the residents who say a lack of sidewalks and bike lanes are the biggest transportation problem would be much more likely to walk for errands and leisure.** Sixty-eight percent of these residents say improving sidewalks and bike lanes would make them much more likely to walk or bike for errands and leisure, compared to 36 percent of residents who name another problem.
- **A majority of residents who strongly support Complete Streets would be much more likely to walk or ride a bike if these improvements are made.** Fifty-six percent of these residents say they would be much more likely to walk or ride a bike for errands and leisure, compared to 33 percent of those who somewhat support Complete Streets and 28 percent of those who oppose Complete Streets.

Ease of Getting Around Decatur

A majority of residents says it is at least somewhat easy to get around the City.



By region, residents in the Southeast (58 to 43 percent easy to difficult) and Northwest (60 to 36 percent easy to difficult, including 18 to 11 percent very easy to very difficult) are the least likely to say it is easy to get around, with residents in Downtown most likely to say it is easy to get around (67 to 31 percent easy to difficult, including 40 to 0 percent very easy to very difficult). Residents in the Northeast (62 to 34 percent easy to difficult, including 28 to 5 percent very easy to very difficult) and Southwest (62 to 39 percent, including 27 to 12 percent very easy to very difficult) fall into a middle range on this question.

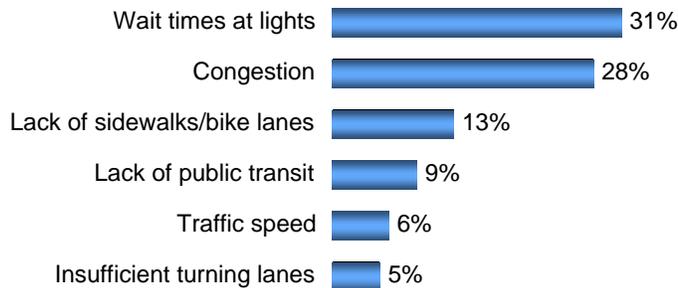
- **Residents who work or study outside of the home are less likely to say it is very easy to get around Decatur.** Twenty-four percent of these residents say it is very easy to get around the City, compared to 30 percent of those who do not work or study outside of the home. Not surprisingly, the commuting residents are more likely to say it is very easy to get around if they have a shorter commute (35 percent among those commuting up to two miles, 26 percent among those commuting three to six miles, and 17 percent among those commuting seven miles or more).
- **Non-white residents are more likely to say it is very easy to get around Decatur.** Thirty-six percent of non-white residents say it is very easy to get around Decatur, compared to 22 percent of white residents.
- **Single and divorced residents are more likely to say it is very easy to get around the City.** Thirty-four percent of these residents say it is very easy to get around (28 percent say it is difficult), compared to 19 percent of married residents (43 percent say it is difficult).
- **Residents who cite Commerce and Church as the top priority intersection are more likely to say it is very easy to get around the City.** Thirty-nine percent of these residents say it is very easy to get around Decatur, compared to 22 percent of those who say College and Candler is the top priority and 20 percent each of those who say College and McDonough or Commerce and Clairemont is the top priority.

- **Residents who cite Clairemont or College as the top priority corridors are the *least* likely to say it is very easy to get around the City.** Just 18 percent of residents who cite Clairemont and 19 percent of residents who cite College say it is very easy to get around Decatur, compared to 27 percent of residents who cite either Commerce or Scott and 31 percent of residents who cite Church.
- **Residents who oppose Complete Streets are less likely to say it is easy to get around Decatur.** These residents say it is easy to get around by a 56 to 42 percent margin, compared to a 63 to 36 percent margin among those who somewhat support Complete Streets and a 66 to 32 percent margin among those who strongly support Complete Streets.

Single Biggest Transportation Problem

Wait times at lights and roadway congestion are the most cited transportation problems.

Which of the following would you say is the single biggest transportation problem in the City of Decatur: roadway congestion, the speed of traffic, wait times at traffic lights, insufficient turning lanes, a lack of public transit options, or a lack of sidewalks and bicycle lanes?



While residents split evenly between wait times and congestion as the biggest problem, there are double-digit differences in most regions, with residents naming wait times in Downtown (38 to 18 percent margin), Southeast (33 to 22 percent margin), and Southwest (38 to 28 percent margin) and residents in Northwest naming congestion (40 to 23 percent). Northeast residents split with 28 percent citing congestion and 26 percent citing wait times. Lack of sidewalks and bicycle lanes draws the third-most mentions both overall and within the Northeast, Northwest, and Southeast regions.

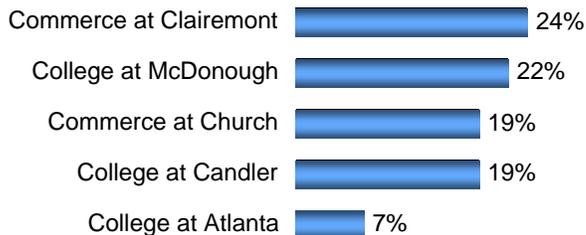
- **Men are more likely to name a lack of sidewalks and bicycle lanes as the most important problem.** Nineteen percent of men say a lack of sidewalks and bicycle lanes is the biggest transportation problem (31 percent say wait times and 24 percent say congestion), compared to 9 percent of women (32 percent say congestion and 31 percent say wait times).
- **Residents with minor children are twice as likely to say a lack of sidewalks and bicycle lanes is the biggest problem.** Twenty percent of these residents say a lack of sidewalks and bicycle lanes is the biggest problem (30 percent say wait times and 27 percent say congestion), compared to 10 percent of residents without minor children (30 percent say wait times and 28 percent say congestion).
- **A quarter of the residents who say they would be much more likely to walk or ride a bike for errands and leisure activities cite a lack of sidewalks and bike lanes as the biggest transportation problem.** Twenty-three percent of these residents say a lack of sidewalks and bicycle lanes is the biggest problem, while 27 percent say congestion and 28 percent say wait times.

- **Residents who say it is difficult to get around Decatur are particularly likely to say wait times and congestion are the biggest problem.** Forty percent of these residents say wait times are the biggest problem and 35 percent say congestion is the biggest problem. No single problem is mentioned by as many as a third of residents who say it is somewhat easy to get around (29 percent say congestion, 21 percent say wait times, and 21 percent say a lack of sidewalks and bicycle lanes), while wait times just reaches this threshold among those who say it is very easy to get around (33 percent say wait times, 18 percent say congestion, and 11 percent say traffic speed).
- **Residents who say College is the highest priority corridor are less likely to cite congestion as the biggest problem.** Nineteen percent of these residents cite congestion, compared to 29 to 36 percent of residents who cite other corridors as the top priority, while traffic speed (11 percent) and insufficient turning lanes (11 percent) are relatively more important to these residents.
- **Residents who oppose Complete Streets are more concerned about wait times.** Forty-three percent of these residents say wait times are the biggest problem while 30 percent say congestion, compared to a 32 to 27 percent margin for congestion among those who somewhat support Complete Streets. Residents who strongly support Complete Streets split with 25 percent saying a lack of sidewalks and bicycle lanes, 24 percent saying congestion and 24 percent saying wait times.

Top Priority Intersection

Four intersections are named the top priority by a fifth or more of residents.

The City of Decatur is considering a number of projects that would improve major intersections in the City by improving traffic signal timing, and adding bicycle and pedestrian enhancements such as sidewalks, bike lanes, crosswalks, and medians. I am going to read you a list of major intersections in the City of Decatur, and have you tell me which one you consider to be the highest priority for improvement: (ROTATE: College Avenue at Atlanta Avenue, College Avenue at Candler Street, College Avenue at McDonough Boulevard, Commerce Drive at Clairemont Avenue, or Commerce Drive at Church Street).



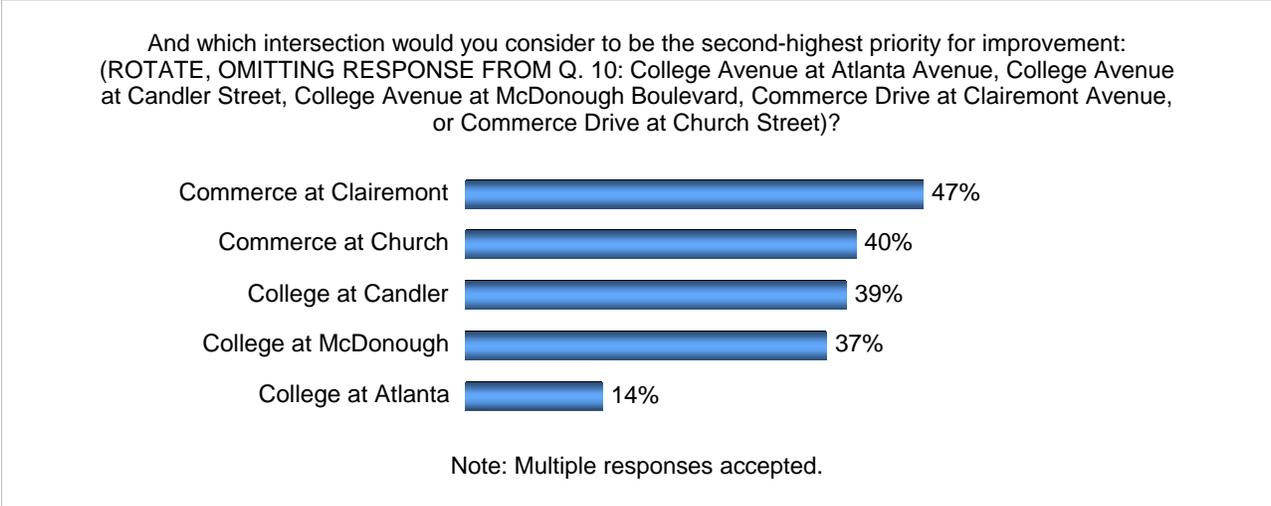
Commerce at Clairemont and College at McDonough receive the most mentions on this question, with College at Candler and Commerce at Church well within the margin of error. These close overall results obscure strong regional differences, however. Thirty-six percent of Downtown residents name Commerce at Church (College at Candler and Commerce at Clairemont receive 16 percent of mentions each), 34 percent of Northeast residents name Commerce at Clairemont (26 percent name Commerce at Church), 43 percent of Northwest residents name Commerce at Clairemont (14 percent name Commerce at Church), 56 percent of Southeast residents name College at Candler (20 percent name College at McDonough), and 53 percent of Southwest residents name College at McDonough (15 percent name College at Atlanta).

- **Residents who work or study outside the home are more likely to cite College at McDonough as the highest priority intersection.** Twenty-five percent of these residents cite College at McDonough, compared to 16 percent of those who do not work or study outside the home.
- **Residents who say congestion is the biggest transportation problem are somewhat more likely than others to say Commerce at Church is the highest priority intersection.** While Commerce at Clairemont is their highest priority intersection (26 percent), the 24 percent who name Commerce at Church is higher than the result seen for residents who say wait times are the biggest problem (16 percent), residents who say a lack of sidewalks and bicycle lanes are the biggest problem (18 percent), and residents who name something else as the biggest problem (19 percent).
- **Residents who oppose Complete Streets say College at Candler is the highest priority intersection.** These residents name College at Candler as the top priority (26

percent), while residents who somewhat support Complete Streets name Commerce at Clairemont (27 percent) and residents who strongly support Complete Streets split between College at McDonough (26 percent), Commerce at Clairemont (25 percent), and Commerce at Church (25 percent).

Aggregate Mentions of Priority Intersection

Nearly half the City's residents mention Commerce at Clairemont as the highest or second-highest priority intersection.



Somewhat more clarity emerges on this question after residents are asked their second-highest priority intersection. While Commerce at Church (40 percent), College at Candler (39 percent), and College at McDonough (37 percent) still cluster together, Commerce at Clairemont emerges with a slightly wider lead. The table below shows the overlap between the top four intersections; only residents who name College at Candler as the highest priority fall well short of giving 50 percent of their second-highest priority mentions to a single intersection. Commerce at Clairemont emerges as the most mentioned intersection with at least a quarter of the residents who name another intersection initially choosing it as the second-highest priority.

Table: Overlap between top four intersections

Second-Highest Priority	Highest Priority Intersection			
	College at Candler	College at McDonough	Commerce at Clairemont	Commerce at Church
College at Candler	--	47%	21%	13%
College at McDonough	33%	--	14%	20%
Commerce at Clairemont	28%	26%	--	57%
Commerce at Church	22%	17%	51%	--

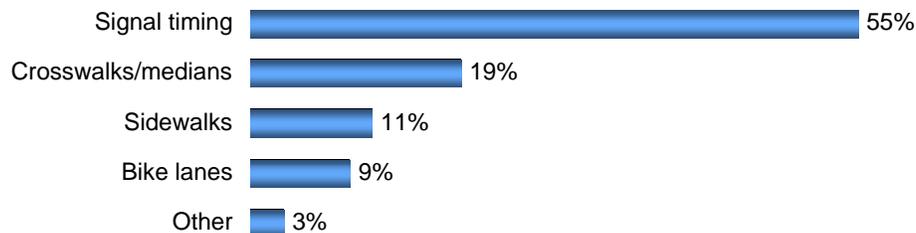
The combined highest and second-highest responses echo the regional differences for the highest priority intersection: 53 percent of Downtown residents naming Commerce at Church, 63 percent of Northwest and 66 percent of Northeast residents naming Commerce at Clairemont, 71 percent of Southeast residents naming College at Candler, and 63 percent of Southwest residents naming College at McDonough. The only close result comes in the Southwest, with 60 percent naming College at Candler, compared to spreads of at least 15 points in the other regions.

- **Including second-highest priority intersections, residents who oppose Complete Streets split between Commerce at Clairemont and College at Candler.** These results split 47 to 46 percent between Commerce at Clairemont and College at Candler, while residents who somewhat support Complete Streets split 45 to 42 percent between the same intersections and residents who strongly support Complete Streets split with 50 percent for Commerce at Clairemont, 45 percent for Commerce at Church, and 45 percent for College at McDonough.

Most Important Improvement for Intersections

A majority of residents says signal timing is the most important improvement for the City's intersections.

Thinking about the intersections you consider to be the highest priorities, if you could make only one improvement to those intersections would you choose (ROTATE: improved signal timing, improved sidewalks, bicycle lanes, or improved crosswalks and medians)?



In each of the subgroups analyzed, a plurality of residents chooses signal timing as the most important improvement for intersections, including the small subgroup of residents who walk or bike for errands and leisure activities. But there is variation, and combining sidewalks, bicycle lanes, and crosswalks and medians finds instances with the three tested pedestrian and bicycle measures garnering more support than signal timing.

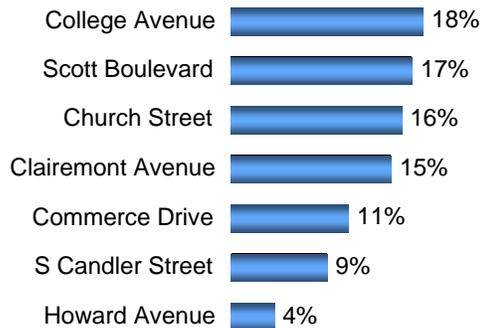
- **Residents in the Southeast region split between signal timing and crosswalks and medians.** Forty percent of Southeast residents name signal timing as the most important improvement and 38 percent name crosswalks and medians (11 percent say sidewalks and 4 percent say bike lanes, for a combined 53 percent pedestrian and bicycle measures total). Downtown residents favor signal timing over crosswalks and medians by a 49 to 20 percent margin (16 percent say bike lanes and 11 percent say sidewalks), Northwest residents favor signal timing over crosswalks and medians by a 57 to 20 percent margin (9 percent sidewalks and 8 percent bike lanes), Northeast residents favor signal timing over crosswalks and medians by a 60 to 13 percent margin (12 percent sidewalks and 11 percent bike lanes) and Southwest residents favor signal timing over sidewalks by a 62 to 12 percent margin (10 percent crosswalks and medians and 8 percent bike lanes).
- **Men are more likely to say signal timing is most important.** Sixty-four percent of men say signal timing is the most important improvement (12 percent say sidewalks) compared to 48 percent of women (26 percent say crosswalks and medians, 11 percent say sidewalks and 8 percent say bike lanes).
- **Residents who work or study outside the home are more likely to say signal timing is most important.** Fifty-nine percent of residents who work or study outside of the home say signal timing is most important (16 percent say crosswalks and medians) compared to 48 percent of residents who do not work or study outside of the home (24 percent say crosswalks and medians).

- **Residents who say the College at Candler intersection is the most important fall below a majority saying signal timing is the most important improvement.** Forty-one percent of these residents say signal timing is the most important (28 percent say crosswalks and medians, 19 percent say sidewalks, and 9 percent say bike lanes), compared to 62 percent of residents who name College at McDonough, Commerce at Clairemont, or Commerce at Church (16 percent say crosswalks and medians, 9 percent say bike lanes, and 9 percent say sidewalks).
- **Residents are more likely to say signal timing is most important when they say it is more difficult to get around the City.** While 46 percent of residents who say it is very easy to get around Decatur think signal timing is the most important improvement (19 percent each say sidewalks and crosswalks and medians), that increases to 55 percent among those who say it is somewhat easy to get around (23 percent say crosswalks and medians) and to 63 percent of those who say it is difficult to get around (15 percent say crosswalks and medians).
- **Residents who support Complete Streets are less likely to name signal timing as the most important improvement.** While 47 percent of these residents say signal timing is most important, 47 percent say either sidewalks, bike lanes, or crosswalks and medians are most important. Residents who oppose Complete Streets choose signal timing by a 72 to 25 percent margin over the other tested options.
- **By age, seniors are the least likely to name signal timing as the most important improvement.** Forty-four percent of seniors say signal timing is most important (20 percent say crosswalks and medians and 17 percent say sidewalks), compared to 53 percent of residents 18 to 34 (23 percent say crosswalks and medians and 13 percent say sidewalks), 56 percent of residents 35 to 49 (20 percent say crosswalks and medians and 13 percent say bike lanes), and 63 percent of residents 50 to 64 (14 percent say crosswalks and medians and 11 percent say sidewalks).

Top Priority Corridor

Five corridors receive double-digit mentions as the highest priority for improvement.

The City of Decatur is also considering a number of projects that would improve major traffic corridors in the City by relieving congestion, adding on-street parking, adding bicycle lanes, and improving sidewalks and crosswalks for pedestrians. I am going to read you a list of major traffic corridors in the City of Decatur, and have you tell me which one you consider to be the highest priority for improvement: (ROTATE: Church Street, Clairemont Avenue, College Avenue, Commerce Drive, Howard Avenue, Scott Boulevard, or South Candler Street).



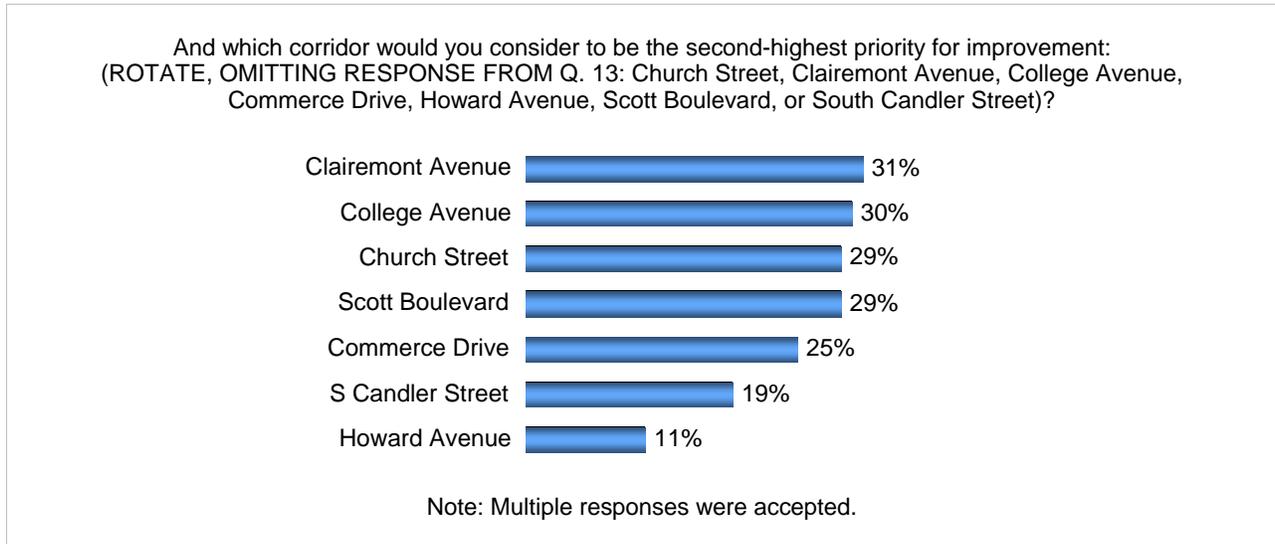
As with the question on intersections, no single corridor emerges as the top priority, but there are notable regional differences. Downtown residents name Commerce and Church as the top priorities (22 and 18 percent, respectively), Northeast residents name Church (27 percent, with 19 percent for Scott and 18 percent for Clairemont), Northwest residents name Scott (37 percent, with 20 percent naming Clairemont), Southeast residents name College (31 percent, with 24 percent naming South Candler), and Southwest residents name College (40 percent).

- **Residents with minor children say College is the highest priority corridor.** Twenty-six percent of these residents say College is the highest priority (18 percent say Clairemont and 17 percent say Scott) compared to 13 percent of residents without minor children (18 percent say Scott, 17 percent say Church, and 13 percent say Clairemont).
- **Residents who work or study outside the home cite College and Scott as the highest priorities.** Twenty percent of commuters say College is the highest priority and 19 percent say Scott is the highest priority. Twenty percent of non-commuters say Church is the highest priority, while 14 percent each say College and Scott.
- **Residents with the longest commutes split between College and Church as the top priority corridor.** Twenty-one percent of residents who commute seven miles or more say College is the top priority and 20 percent say Church. Residents who commute three to six miles split between Scott (24 percent), Clairemont (22 percent) and College (21 percent), while residents who commute up to two miles say Scott is the top priority (24 percent, with 17 percent saying College).

- **Residents who say improving traffic corridors would be the project with the biggest benefit say Church Street should be the top priority.** Twenty-two percent of these residents say Church is the highest priority, while 18 percent say College and 16 percent say Commerce.
- **Strong supporters of Complete Streets split between College and Church as the top priority corridor.** Twenty-one percent of these residents say College should be the top priority and 20 percent say Church. Residents who somewhat support Complete Streets name Clairemont (23 percent) and Scott (18 percent) as their top priority, while residents who oppose Complete Streets split between Scott and College (18 percent each).
- **A fifth of seniors say Church should be the highest priority.** Twenty percent of seniors name Church as the highest priority, while 19 percent of residents 50 to 64 name College as the highest priority, 25 percent of residents 35 to 49 name College, and 33 percent of residents 18 to 34 name Scott.

Aggregate Mentions of Priority Corridor

Even allowing a second choice yields four corridors within a point of thirty percent.



While the addition of a second choice helped clarify priorities for intersections, no consensus emerges when including a second choice for corridors. The table below shows the overlap between the top five corridors (with South Candler included because nearly a quarter of the residents who cite College name South Candler as the second-highest priority). But even when two corridors lie in the same region, the overlap is not complete. For example, 42 percent of the residents who name Scott as the highest priority name Clairemont as the second-highest priority; of those who name Clairemont as the highest priority, 34 percent name Scott as the second-highest priority. And these examples are the strongest cases of overlap, joined by the 33 percent of residents naming Church as the highest priority that name Commerce as the second-highest priority.

Table: Overlap between top five corridors

Second-Highest Corridor	Highest-Priority Corridor				
	Church	Clairemont	College	Commerce	Scott
Church	--	14%	17%	24%	10%
Clairemont	15%	--	15%	21%	42%
College	17%	20%	--	6%	15%
Commerce	33%	14%	11%	--	13%
Scott	13%	34%	11%	12%	--
S. Candler	10%	11%	23%	12%	6%

Combining the highest and second-highest responses for corridor priorities reinforce the regional responses for the Southwest and Southeast regions (62 and 47 percent, respectively, name College Avenue as a priority). In the case of the other regions, however, the combination muddles the picture. In the Northwest, Clairemont surpasses Scott as a priority if both responses

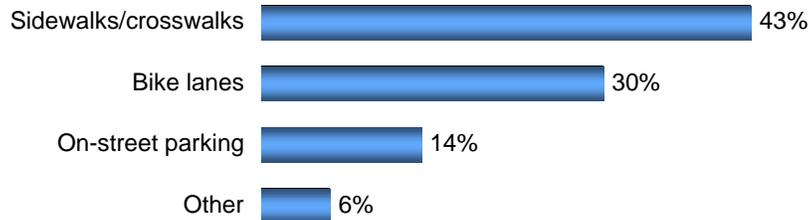
are counted (51 to 48 percent), while Church and Scott are virtually tied in the Northeast (39 and 38 percent), and Church and Commerce are virtually tied in Downtown (38 and 36 percent).

- **Residents who commute up to two miles split between three priority corridors.** Scott, Commerce, and College all garner mentions as a priority from 30 percent of these commuters, while Clairemont is a dominant response from those who commute three to six miles (50 percent, compared to 34 percent for Scott and 33 percent for College) and College and Church share top billing among those who commute seven miles or more (34 and 33 percent,).
- **Residents who say improving traffic corridors is the project with the biggest benefit are more likely to name Church Street as a priority.** Forty percent of these residents name Church, while 34 percent name Commerce and 32 percent name Clairemont.

Most Important Improvement for Corridors

A plurality of residents says adding sidewalks and crosswalks is more important than adding on-street parking or bicycle lanes.

Thinking about the corridors you consider to be the highest priorities, if you could make only one improvement to those corridors would you choose (ROTATE: adding on-street parking, adding bicycle lanes, or improving sidewalks and crosswalks)?



A plurality of residents in Northeast chooses bike lanes as most important (39 percent to 31 percent for sidewalks and crosswalks), while residents in the other regions choose sidewalks and crosswalks over bike lanes (47 to 33 percent in Southeast, 43 to 23 percent in Southwest with 22 percent saying on-street parking, 52 to 28 percent in Northwest, and 51 to 22 percent in Downtown).

- **Residents say sidewalks and crosswalks are the most important improvement, regardless of which corridor they say is the top priority.** Residents who say Commerce is the top priority corridor say sidewalks and crosswalks are more important than bike lanes by a 52 to 27 percent margin, compared to a 50 to 25 percent margin among those who say Scott is the top priority corridor, a 42 to 31 percent margin among those who say Church is the top priority corridor, a 39 to 30 percent margin among those who say Clairemont is the top priority corridor, and a 43 to 38 percent margin among those who say College is the top priority corridor.
- **Residents with minor children split on the most important improvement for corridors.** Forty-one percent of residents with minor children say sidewalks and crosswalks are most important, while 40 percent say bicycle lanes are most important. Residents without minor children say sidewalks and crosswalks are most important by a 45 to 24 percent margin.
- **Commuters split on this question as well.** Residents who work or study outside the home split with 38 percent preferring sidewalks and crosswalks and 37 percent preferring bicycle lanes. Residents who do not work or study outside the home have a strong preference for sidewalks and crosswalks (53 percent versus 19 percent for on-street parking and 16 percent for bicycle lanes).
- **Residents who say it is easier to get around Decatur are more likely to say sidewalks and crosswalks are most important.** Fifty-one percent of the residents who say it is

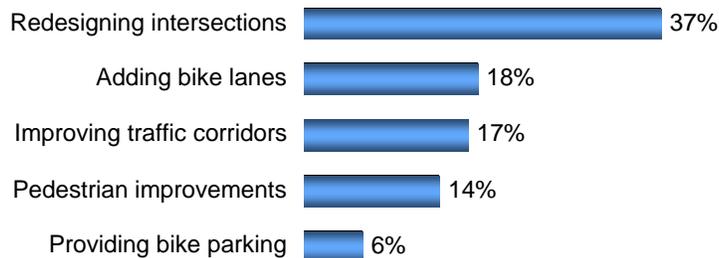
very easy to get around the City say sidewalks and crosswalks are the most important improvement for corridors (19 percent say bike lanes), compared to 44 percent of those who say it is somewhat easy to get around (36 percent say bike lanes) and 36 percent of those who say it is difficult (32 percent say bike lanes).

- **Strong supporters of Complete Streets say bike lanes are the most important improvement.** These residents choose bike lanes over sidewalks and crosswalks by a 43 to 39 percent margin, while residents who somewhat support Complete Streets choose sidewalks and crosswalks by a 53 to 27 percent margin, and residents who oppose Complete Streets choose sidewalks and crosswalks by a 40 to 20 percent margin.

Type of Project with the Biggest Benefit

A plurality of residents says redesigning intersections would provide the biggest benefit to the City overall.

If the City of Decatur could spend its transportation budget on only one type of project, which of the following projects do you think would provide the biggest benefit to the city overall (ROTATE: redesigning problem intersections, improving major traffic corridors, adding bike lanes to major streets, citywide sidewalk and pedestrian improvements, or providing citywide bicycle parking)?



While the margin over other projects varies by region (with a low margin of 29 to 24 percent over improving traffic corridors in Downtown), a plurality in each region says redesigning intersections would provide the biggest benefit. Southwest residents choose redesigning intersections by a 33 to 18 percent margin over pedestrian improvements, Northeast residents choose intersections by a 40 to 25 percent margin over adding bike lanes, Northwest residents choose intersections by a 37 to 20 percent margin over pedestrian improvements, and Southeast residents choose intersections by a 42 to 18 percent margin over both adding bike lanes and pedestrian improvements.

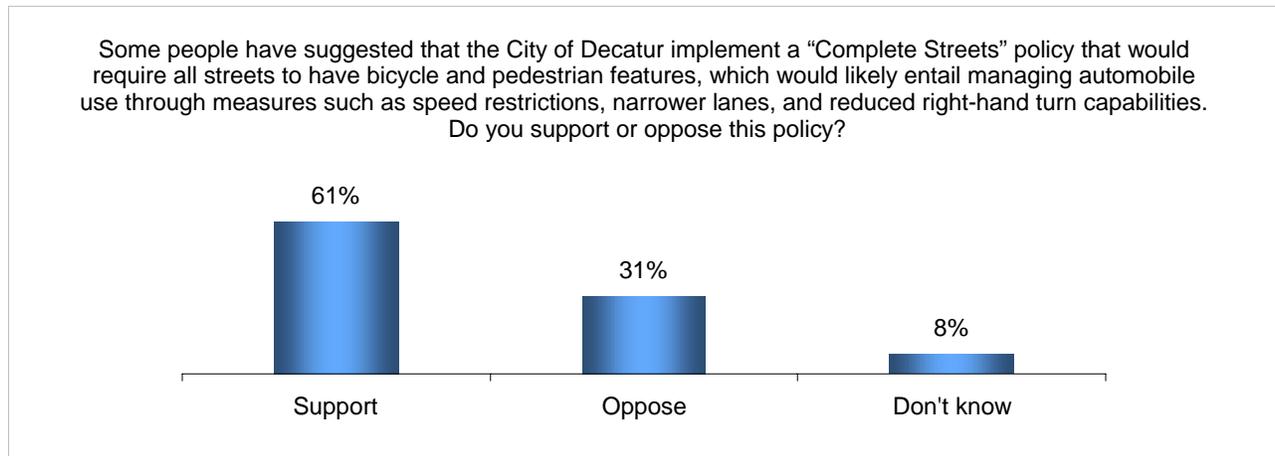
- **Non-white residents are less likely to say redesigning intersections would provide the biggest benefit.** Non-white residents say redesigning intersections would provide the biggest benefit, but by a 28 to 20 percent margin over pedestrian improvements, compared to the 40 to 18 percent margin over bike lanes seen among white residents.
- **Residents with the longest commutes are more likely to say redesigning intersections would provide the biggest benefit.** Residents who commute seven or more miles say redesigning intersections would provide the biggest benefit by a 44 to 24 percent margin over adding bike lanes, compared to a 31 to 22 percent margin over improving traffic corridors among those who commute three to six miles and a 35 to 17 percent margin over improving traffic corridors and pedestrian improvements among those who commute up to two miles.
- **Residents who say congestion is the biggest traffic problem say redesigning intersections would provide the biggest benefit.** These residents say redesigning intersections would provide the biggest benefit by a 35 to 24 percent margin over improving traffic corridors, while residents who say wait times at traffic lights are the biggest problem say redesigning intersections would provide the biggest benefit by a 48

to 18 percent margin over improving traffic corridors, residents who say a lack of sidewalks and bike lanes say adding bike lanes would provide the biggest benefit by a 48 to 25 percent margin over redesigning intersections (15 percent say pedestrian improvements), and residents who name another traffic problem as most important say redesigning intersections would provide the biggest benefit by a 36 to 20 percent margin over pedestrian improvements.

- **A narrow plurality of residents who strongly support Complete Streets says adding bike lanes would provide the biggest benefit.** These residents say adding bike lanes would provide the biggest benefit by a 27 to 25 percent margin over redesigning intersections, compared to a 45 to 19 percent margin for redesigning intersections over adding bike lanes among those who somewhat support Complete Streets and a 47 to 19 percent margin for redesigning intersections over improving traffic corridors among those who oppose Complete Streets.
- **Seniors approach a split between redesigning intersections and pedestrian improvements.** Twenty-five percent of seniors say redesigning intersections would provide the biggest benefit and 22 percent say pedestrian improvements. Among residents younger than 65, 40 percent say redesigning intersections would provide the biggest benefit and 21 percent say bike lanes.
- **Wealthier residents are more likely to say redesigning intersections would provide the biggest benefit.** Residents earning \$100,000 or more choose redesigning intersections over bike lanes by a 53 to 18 percent margin, compared to a 29 to 24 percent margin among residents earning \$50,000 to \$100,000, and a 27 to 21 percent margin among residents earning up to \$50,000.

Support/Oppose "Complete Streets"

Three-fifths of the City's residents support a "Complete Streets" policy.



Residents support a Complete Streets policy by a 61 to 31 percent margin overall, with remarkable consistency by region as support in each region ranges from 60 to 64 percent. As important as the overall number, strong support is twice as large as strong opposition, indicating that the support seen should be fairly stable.

- **Residents with minor children are more likely to support Complete Streets.** These residents support Complete Streets by a 72 to 24 percent margin, compared to a 55 to 36 percent margin among residents without minor children.
- **Commuters are more likely to say they support Complete Streets.** Residents who work or study outside the home support Complete Streets by a 63 to 31 percent margin, compared to a 57 to 30 percent margin among those who do not work or study outside the home. Among commuters, those with shorter commutes are more likely to support Complete Streets, including a 70 to 28 percent margin among those who commute up to two miles, a 66 to 28 percent margin among those who commute three to six miles, and a 60 to 36 percent margin among those who commute seven miles or more.
- **Not surprisingly, residents who say they are much more likely to walk or ride a bike if improvements are made are more supportive of Complete Streets.** For example, residents who are much more likely to walk or ride a bike for errands and leisure activities support Complete Streets by a 73 to 22 percent margin, compared to a 58 to 30 percent margin among those who are somewhat more likely to walk or ride a bike and a 52 to 40 percent margin among those who say improvements would have no effect on their decision to walk or ride a bike.
- **Residents who say a lack of sidewalks and bike lanes are the biggest transportation problem are the biggest supporters of Complete Streets.** These residents support Complete Streets by an 83 to 10 percent margin, compared to a 58 to 33 percent margin

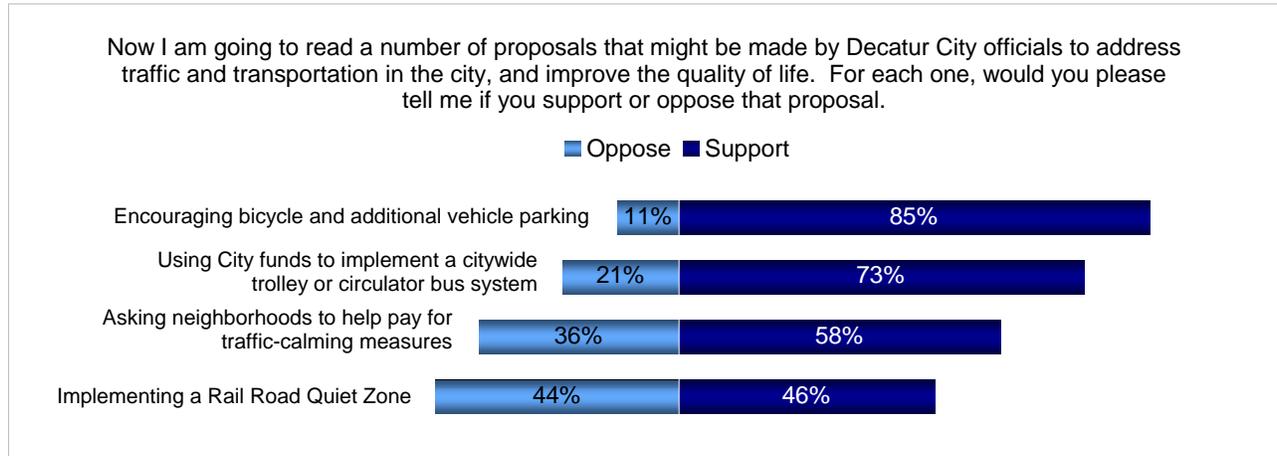
among those who say congestion is the biggest problem, a 50 to 43 percent margin among those who say wait times at lights are the biggest problem, and a 66 to 27 percent margin among those who say another issue is the biggest problem.

Similarly, residents who say bike lanes or pedestrian improvements would provide the biggest benefit support Complete Streets by a 79 to 16 percent margin, compared to a 54 to 39 percent margin among those who say improving intersections or corridors would provide the biggest benefit.

- **Residents who say Clairemont is the top priority corridor are especially likely to support Complete Streets.** These residents support Complete Streets by an 80 to 14 percent margin, compared to a 69 to 23 percent margin among residents who say Church is the highest priority corridor, a 62 to 33 percent margin among those who say Scott is the highest priority corridor, a 57 to 32 percent margin among those who say College is the highest priority corridor, and a 52 to 42 percent margin among those who say Commerce is the highest priority corridor.
- **Residents younger than 50 are more supportive of Complete Streets.** Residents 18 to 49 years old support Complete Streets by a 69 to 23 percent margin, compared to a 52 to 40 percent margin among residents 50 and older.

Support/Oppose Proposals

Residents are most supportive of encouraging bicycle and vehicle parking and implementing a citywide trolley or circulator bus, with lower levels of support for other proposals.



Residents give strong levels of overall support to encouraging developers to provide bicycle and vehicle parking and using City funds to implement a citywide trolley or circulator bus system and also give majority support to asking neighborhoods to pay for traffic-calming measures they request. But one of the most surprising findings in the survey may be that just a plurality of residents supports implementing a Rail Road Quiet Zone. **Residents with younger children** opposing the proposal by a 49 to 42 percent margin, and it may well be a safety issue for these residents. Residents without young children support the proposal, but by a fairly narrow 48 to 42 percent margin. **Women** disagree with men only on this proposal as well, opposing it by a 49 to 42 percent margin while men support it by a 52 to 36 percent margin.

There is little **regional** variation of note. The two exceptions are that residents in the Southeast are the only ones to oppose a Rail Road Quiet Zone (and do so by a 69 to 22 percent margin, with a 45 to 39 percent margin of support in Northeast the next closest margin), and that residents in the Northwest split on asking neighborhoods to pay for additional traffic-calming measures (48 percent support and 46 percent oppose, with the next closest margin 58 to 33 percent in Downtown).

Commuters are similar to non-commuters in their narrow support for a Rail Road Quiet Zone and asking neighborhoods to pay for additional traffic-calming measures, but are more supportive of a trolley or circulator bus (by a 75 to 21 percent margin, compared to a 68 to 23 percent margin among non-commuters) and encouraging additional bicycle and vehicle parking (89 to 7 percent compared to a 77 to 19 percent margin among non-commuters). There is a difference in attitudes by **length of commute** regarding the Rail Road Quiet Zone; those who commute up to six miles oppose the proposal by a 49 to 43 percent margin and those who commute seven miles or more support the proposal by a 50 to 37 percent margin.

Seniors are the least supportive by age group of each proposal tested. While they are joined in opposing a Rail Road Quiet Zone by residents 35 to 49 (seniors oppose it by a 45 to 42 percent margin and residents 35 to 49 oppose it by a 45 to 43 percent margin, while residents 50 to 64 support it by a 49 to 43 percent margin and residents 18 to 34 support it by a 50 to 45 percent margin), they stand out in their mild support for asking neighborhoods to pay for calming measures (48 to 39 percent, compared to 60 to 36 percent among younger residents) and lower support for a trolley or circulator bus (61 to 27 percent versus 76 to 20 percent among younger residents) and for encouraging bicycle and vehicle parking (70 to 23 percent versus 90 to 7 percent among younger residents).

Residents who oppose Complete Streets oppose a Rail Road Quiet Zone (by a 47 to 44 percent margin compared to a 51 to 40 percent margin of support among those who support Complete Streets) and oppose asking neighborhoods to pay for additional traffic-calming measures (by a narrow 48 to 47 percent margin, compared to a 66 to 29 percent margin of support among those who support Complete Streets). While opponents of Complete Streets support a trolley or circulator bus system (58 to 33 percent) and encouraging bicycle and vehicle parking (78 to 17 percent), it is by smaller margins than those seen among Complete Streets supporters (80 to 16 percent and 91 to 7 percent, respectively).