

Survey Summaries

BACKGROUND

As part of the community engagement and corridor understanding process three surveys were administered during the spring of 2015 which asked residents to provide responses to a variety of questions related to how they used the West Elizabeth Corridor, what the key issues were, and how the study area might be improved.

Survey Instrument	Date	Responses
Paper Survey #1—CSU Classes	March, 2015	32
Intercept Survey/Paper Survey #2	March 31 & April 10, 2015/ April, 2015	101/45
Online Survey	Mid-April through Mid-May, 2015	274
	Total	452

While the content of all three surveys were similar in concept, some of the questions varied and evolved between survey instruments. All questions, including demographic information, were optional. However, most respondents did complete the entire survey, which is helpful for understanding the experience of respondents from different viewpoints.

Paper Survey #1

The first of the surveys to be administered was created and distributed by City staff to students at Colorado State University (CSU). The survey consisted of 7 questions: 4 multiple choice questions, 1 ranking question, and 2 open-ended questions.

Intercept Survey/Paper Survey #2

The second survey was refined by students as part of a class project for the Center for Conservation Leadership through Learning (CLTL). The survey was administered at various locations across the West Elizabeth Corridor, such as the King Soopers shopping center and bus stops. The intercept survey consisted of 11 multiple choice questions. Several of the questions allowed multiple responses as well as an “Other” option through which participants could

provide a write-in response. Students also had the opportunity to take a paper copy of the survey to complete at home and submit later at the CSU Transit Center.

Online Survey

Survey questions from the paper survey were further refined and incorporated into an online survey which was open from mid-April through mid-May and accessed via the West Elizabeth ETC website. The online survey consisted of 11 multiple choice questions and 1 ranking question. Several of the questions allowed for multiple responses as well as an “Other” option with a write-in response. In addition, three questions asked why the user didn’t use specific modes (bike, bus, walking) in the corridor more often. These had logic built in that prompted an additional question if a safety-related response was chosen and provide a deeper understanding of safety concerns related to specific modes.

A comparison of the survey questions is shown in the Table 1 below. Key topic areas include:

- Background
- Travel Behavior
- Barriers to Active Transportation
- Potential Improvements
- Demographics
- Other Comments

Responses to these questions are summarized in the sections that follow (text and charts).

Questions with charts depicting responses are bold and include “**Q#**,” which indicates the chart number.

Table 1

Question	Paper Survey #1	Intercept Survey / Paper Survey #2	Online Survey
BACKGROUND			
Q1. Which of the following apply to you? (Please select all that apply)	✓	✓	✓
<i>If answered "None of the above" in previous question: Why do you not use West Elizabeth Street?</i>			✓
TRAVEL BEHAVIOR			
Frequency in Corridor			
<i>On average, how often do you use the West Elizabeth corridor (between Overland Trail and Shields)?</i>	✓		
Modes Used/Primary Mode			
Q2. Which travel mode(s) do you use in this corridor? (Please select all that apply)		✓	✓
<i>Which travel mode(s) do you typically use in this corridor? Rank the modes as 1 for the most frequent, 2 for next, and so on; only rank the modes you use.</i>	✓		
Q3. Which travel mode do you use most often in this corridor? (Please select one)	*	✓	✓
Corridor Likes			
<i>What do you like about traveling in the West Elizabeth corridor?</i>	✓		
Frequency of Active Transportation			
Q4. On average, how often do you use active transportation (biking, walking, buses) in this Corridor? (Please select one)		✓	✓
BARRIERS TO ACTIVE TRANSPORTATION			
Transit			
Q5. What keeps you from using buses more in this corridor?		✓	✓
<i>If chose "safety concerns" in previous question: What are your specific safety concerns about taking the bus in West Elizabeth corridor? Please provide specific locations/origins/destinations.</i>			✓

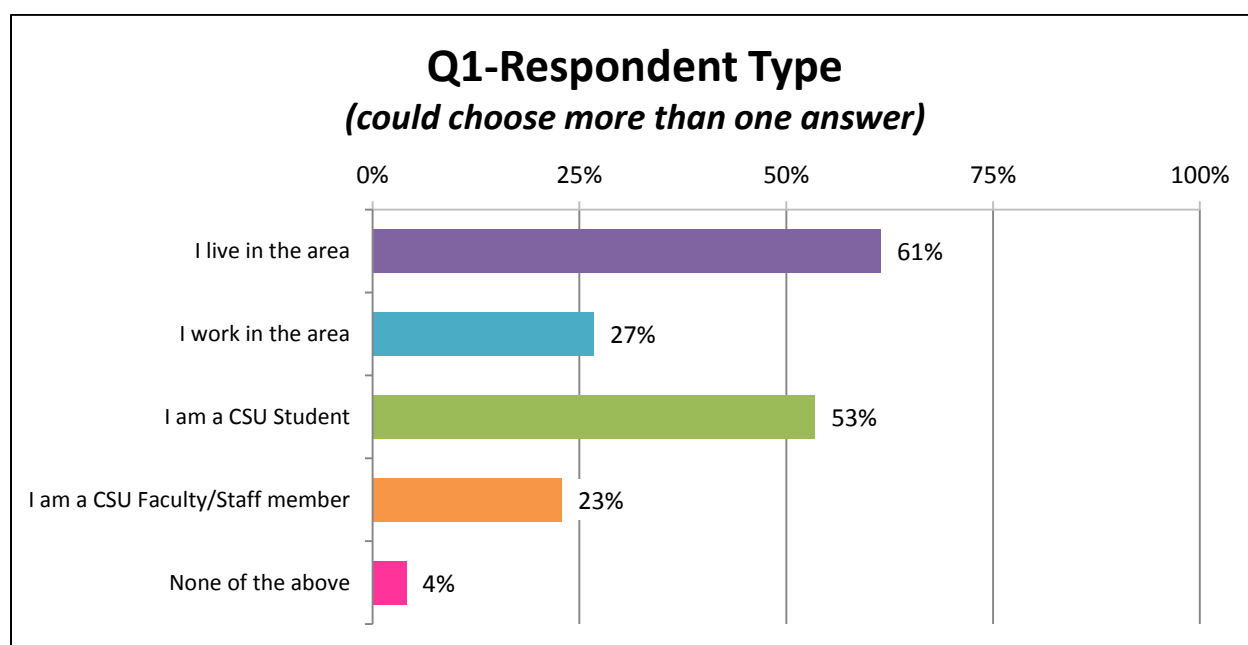
Question	Paper Survey #1	Intercept Survey / Paper Survey #2	Online Survey
Biking			
Q6. What keeps you from biking more in the corridor? (Please select all that apply)		✓	✓
<i>If chose "safety concerns" in previous question: What are your specific safety concerns about biking in West Elizabeth corridor? Please provide specific locations/origins/destinations.</i>			✓
Walking			
Q7. What keeps you from walking more in this corridor? (Please select all that apply)		✓	✓
<i>If chose "safety concerns" in previous question: What are your specific safety concerns about walking in West Elizabeth corridor? Please provide specific locations/origins/destinations.</i>			✓
POTENTIAL IMPROVEMENTS			
<i>What could be improved?</i>	✓		
Q8. What improvements, if any, would you like to see in this corridor? (Please select all that apply)		✓	
<i>Please rank the potential improvements in this corridor described below. Top priority is ranked "1".</i>			✓
DEMOGRAPHICS			
Gender			
Q9. What is your gender?/With what gender do you identify?	✓	✓	✓
Age			
Q10. What is your age?	✓	✓	✓
Ethnicity			
Q11. With what ethnicity do you identify?		✓	✓
Rent v. Own			
<i>Do you own or rent your residence?</i>			✓
OTHER COMMENTS			
<i>Please share any comments or suggestions related to the West Elizabeth Corridor or the West Elizabeth ETC Plan.</i>			✓

* Used responses for Rank = 1 from previous question in chart

WHAT WE HEARD – KEY THEMES

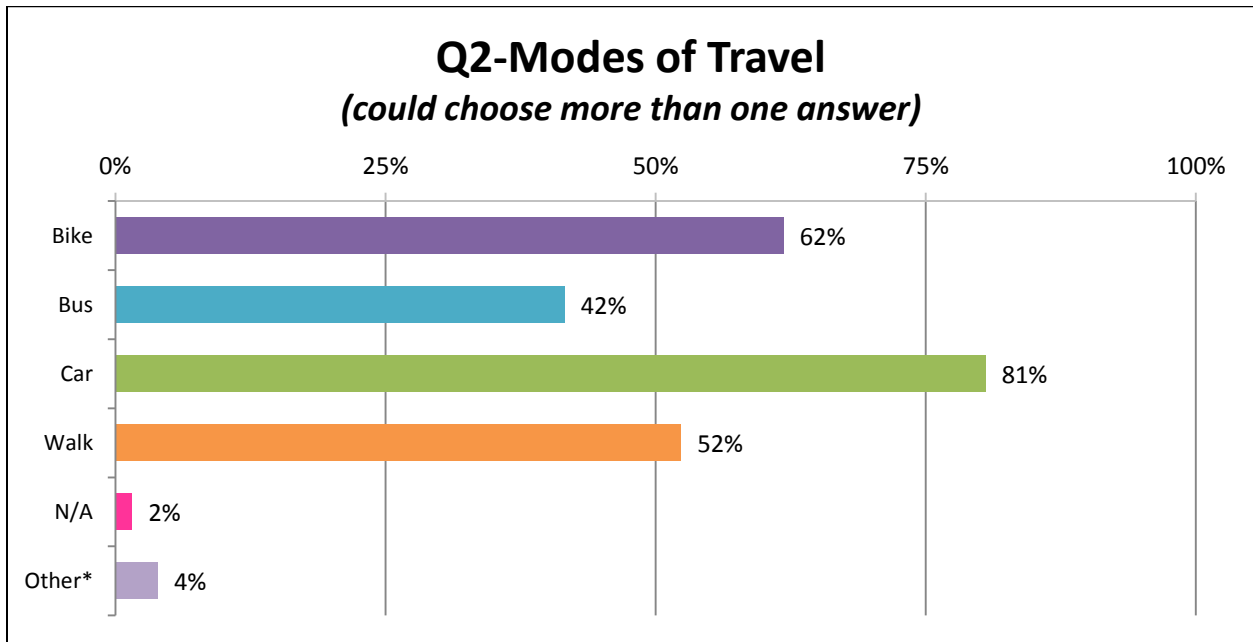
Background

- A total of 452 people participated in various West Elizabeth corridor understanding surveys.
- The majority of respondents lived in the study area (61%), and a high percentage of participants were CSU students (53%).

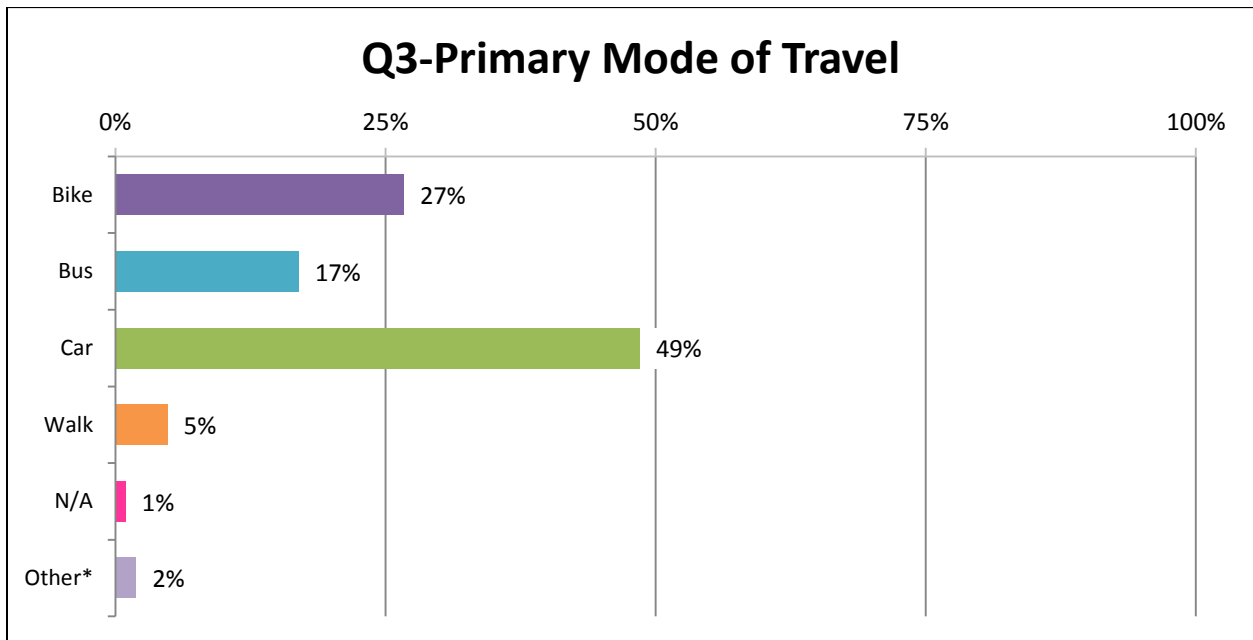


Travel Behavior

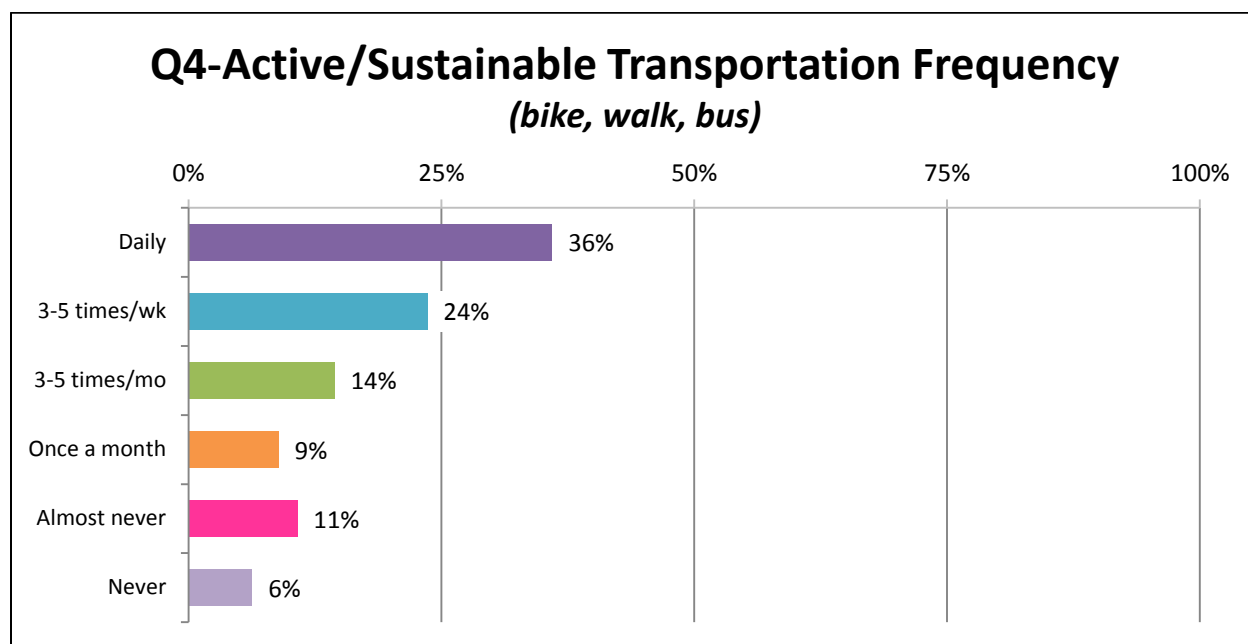
- Over half of the respondents already use multiple modes in the corridor (respondents were able to select all options that applied to them):
 - 81% - Drive
 - 62% - Bike
 - 52% - Walk
- The primary mode currently used is car (49%), followed by bike (27%).
- Over one-third of respondents (36%) use active transportation (biking, walking, buses) on a daily basis, while 17% of respondents never or almost never use active modes.



*Includes longboard/skateboard



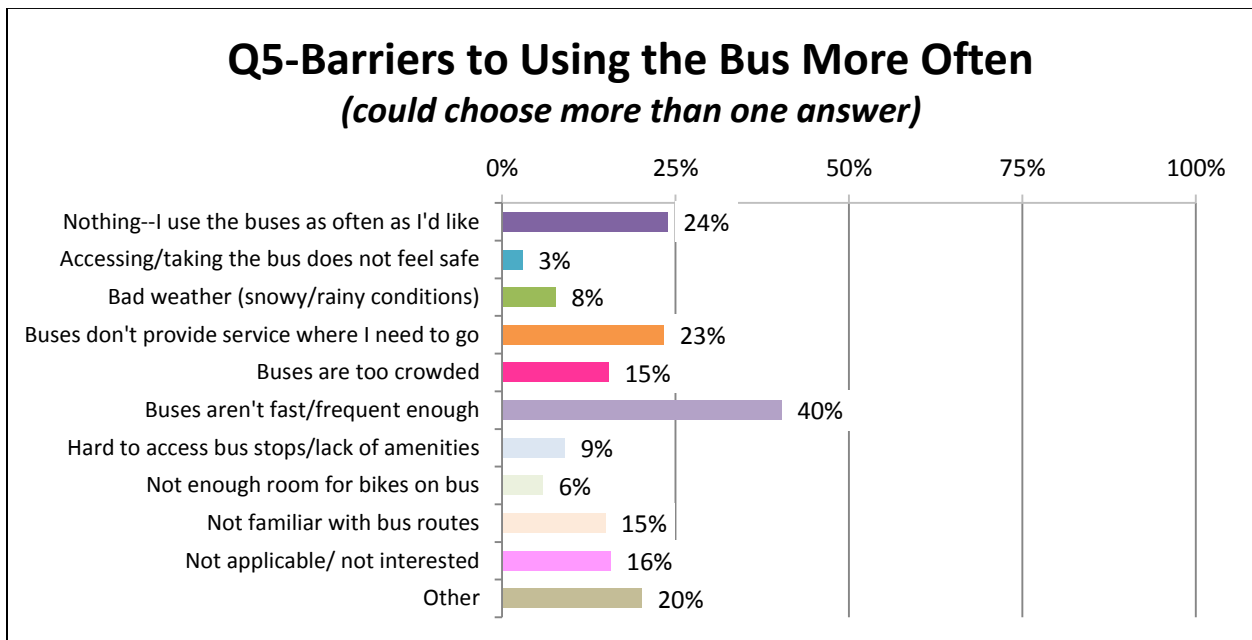
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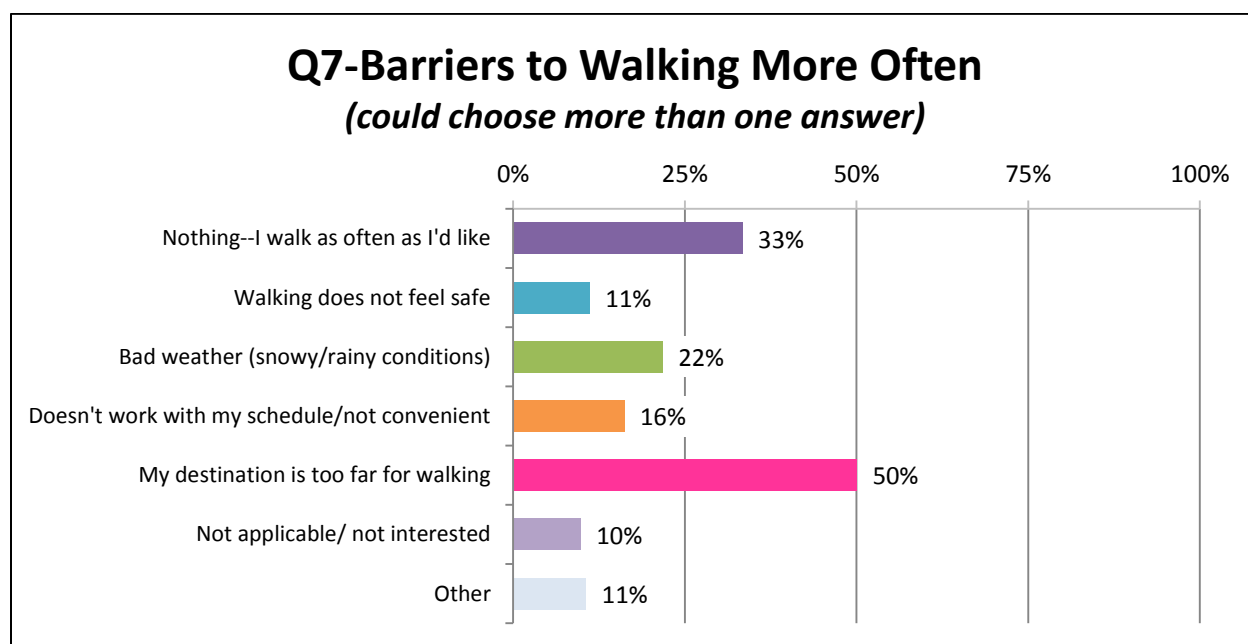
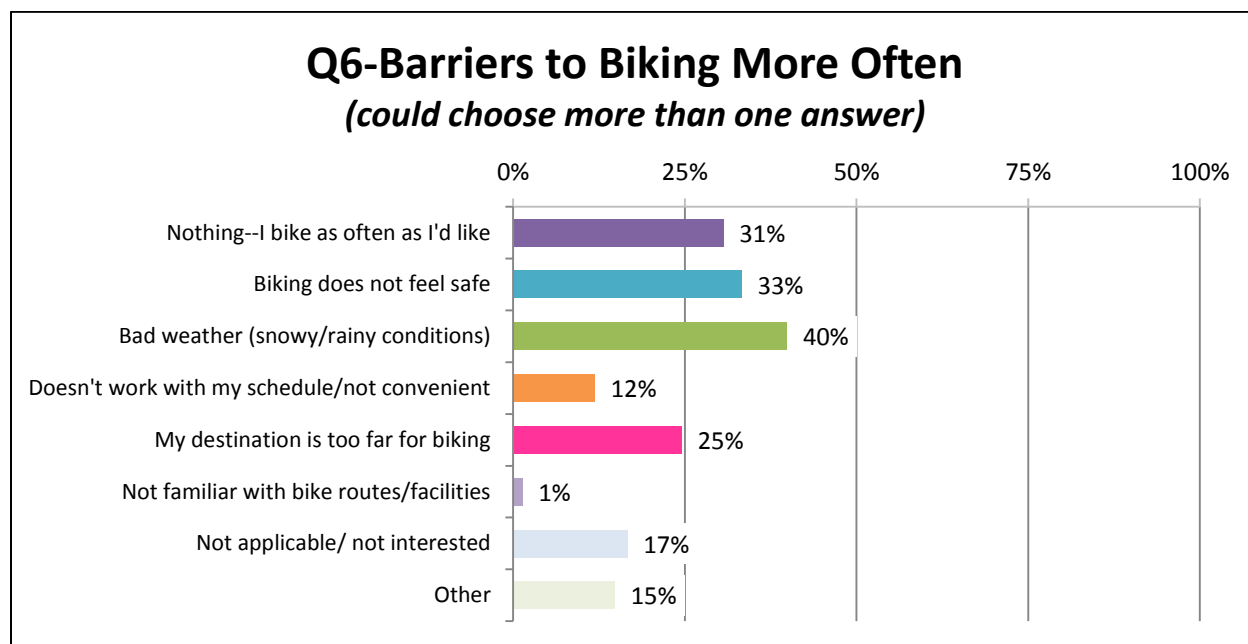


Barriers to Active Transportation

- The top barrier to using the bus more often was that the buses aren't fast or frequent enough (40%).
- Key safety concerns related to taking the bus:
 - Accessing bus service (e.g., not feeling safe walking to/from and waiting at the bus stops in early morning or evening hours when it was dark out)
 - Navigating the corridor to access the bus amidst busy traffic
- Nearly one-third (31%) of respondents don't perceive any barriers to biking in the corridor. Conversely, 40% said bad weather keeps them from biking more, and 33% said biking does not feel safe enough.
- Key safety concerns related to biking:
 - Biking alongside high levels of vehicular traffic
 - Distracted drivers not paying attention to bicyclists on the roadway; several respondents commenting on witnessing or nearly being involved in bicycle/auto accidents

- Quality of bicycle infrastructure in the area (e.g., narrow bicycle lanes, discontinuous and disconnected bicycle lanes, debris in the roadway, and challenging intersections)
- Similarly, one-third (33%) of respondents don't perceive any barriers to walking in the corridor, and 50% said the distance to their destination is too far to walk.
- Key safety concerns related to walking:
 - Nighttime safety (e.g., poor lighting in the area)
 - Perception of lack of protection from traffic along segments of the roadway with discontinuous or missing sidewalks and at intersections

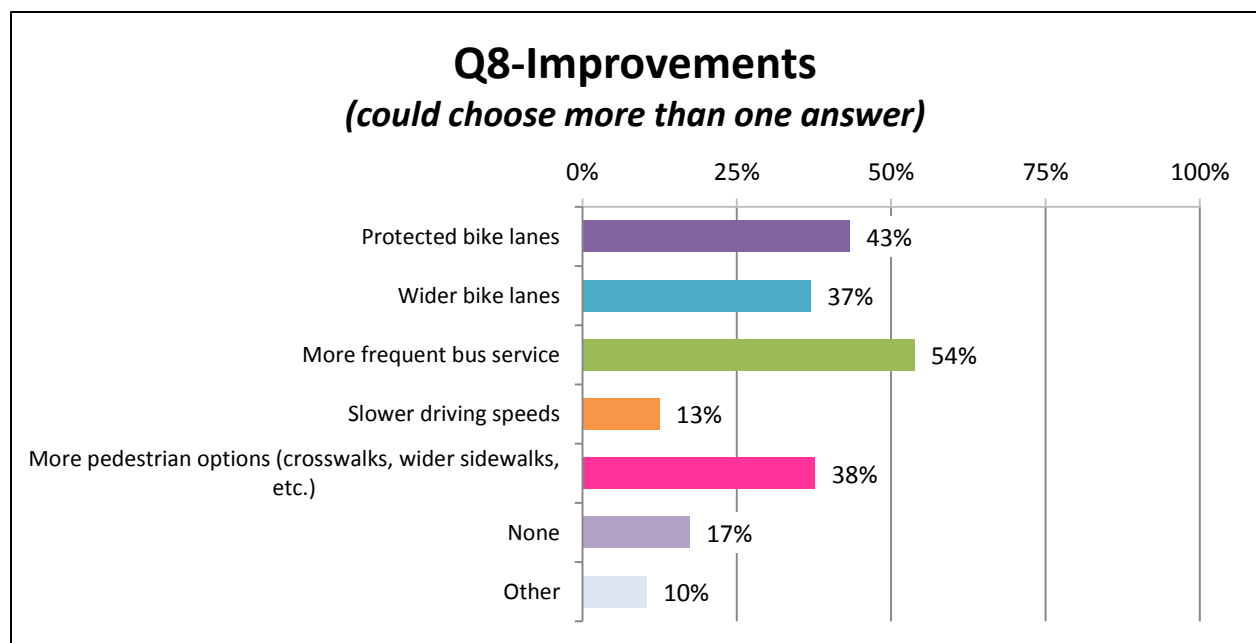




Potential Improvements

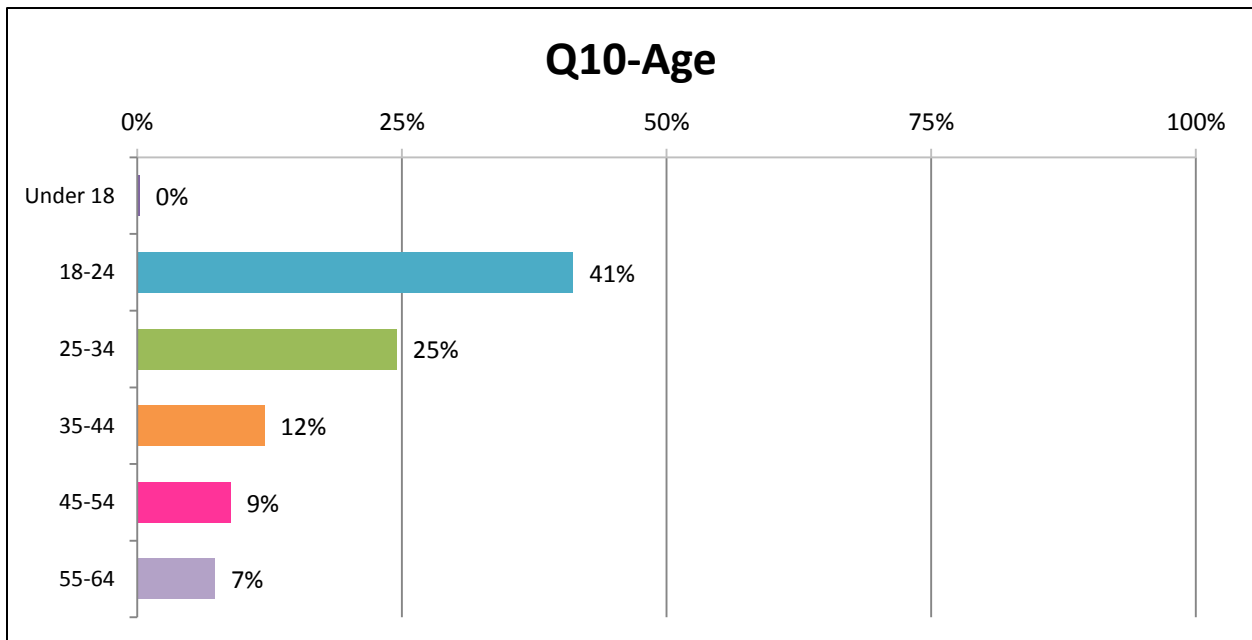
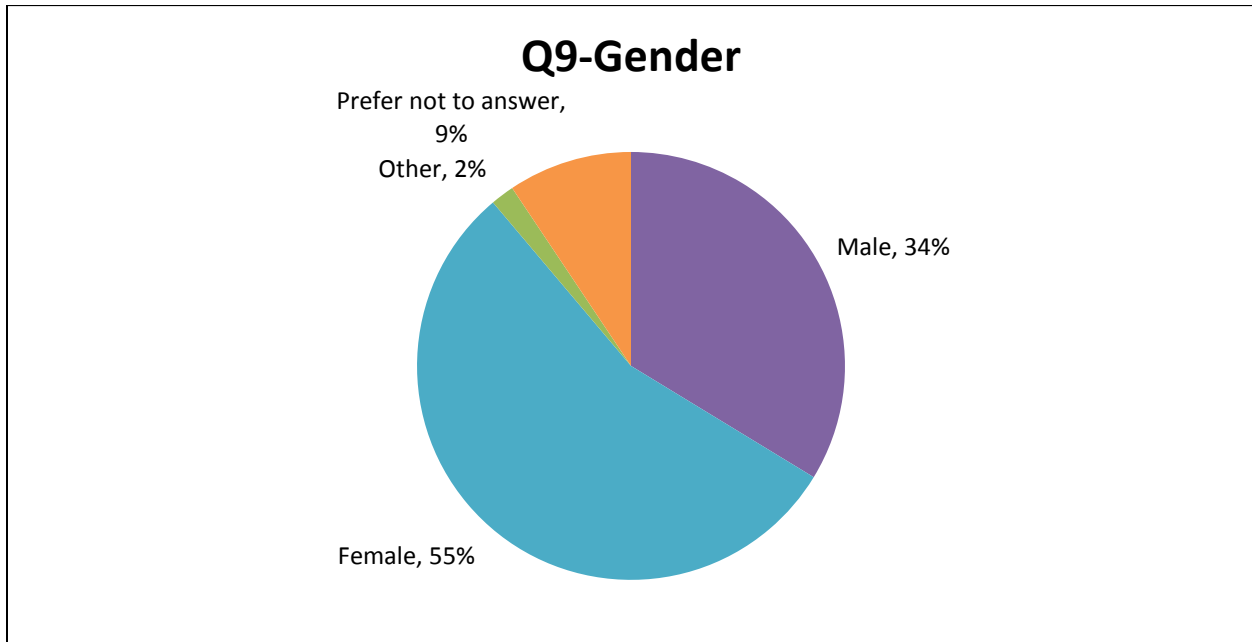
- Paper Survey #1 – Key themes:
 - Improved bicycle infrastructure (e.g., protected bike lanes, improved lane design at intersections, and better plowing of bike lanes)

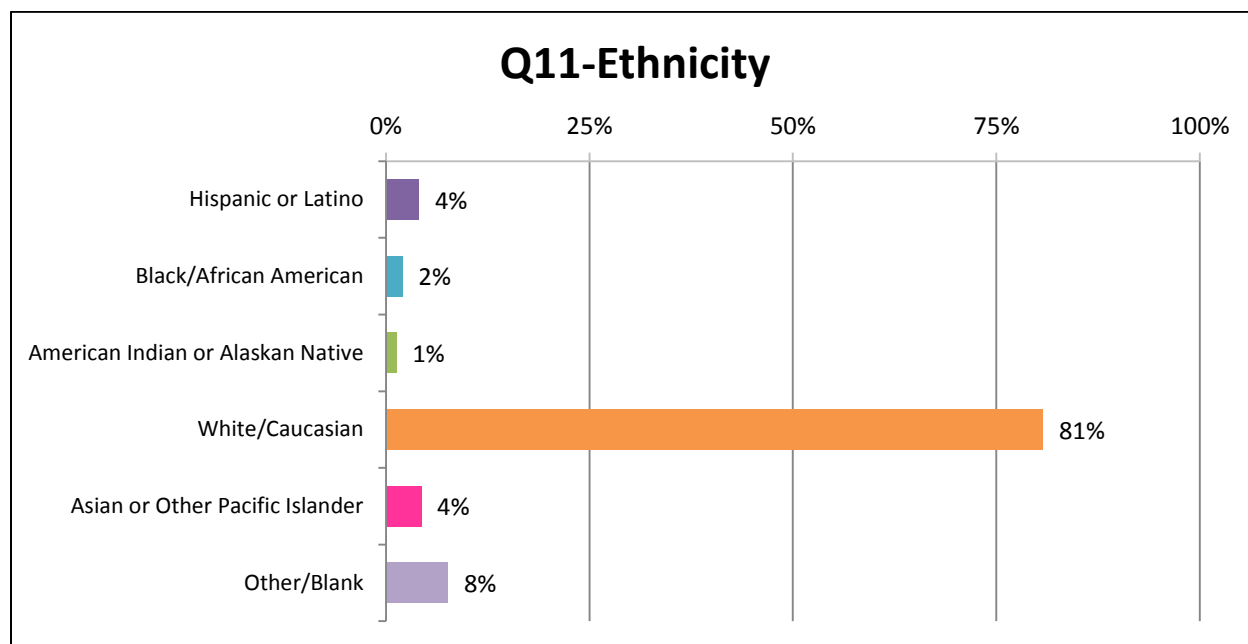
- Improved pedestrian facilities (e.g., an underpass crossing Shields and improved intersection design and timing)
- Additional bus routes, additional space on buses
- Traffic/congestion management
- Intercept Survey/Paper Survey #2 – The most frequently chosen types of improvements supported included:
 - 54% - More frequent bus service
 - 43% - Protected bike lanes
 - 38% - More pedestrian options
 - 37% - Wider bike lanes
- Online survey – Ranking of improvements:
 - #1 – Bike-related improvements (weighted score: 763)
 - #2 – Transit-related improvements (668)
 - #3 – Pedestrian-related improvements (619)
 - #4 – Motor vehicle-related improvements (605)
 - #5 – Urban design-related improvements (489)



Demographics

- Overall, a majority of survey respondents were female (55%) and between the ages of 18 and 34 (66%) which is generally representative of the study area.





Other Comments

Comments were wide ranging due to the nature of the question; however responses tended to focus on a few key issues similar to comments on other survey questions.

- Suggestions for improved bicycle infrastructure, including protected bike lanes and improved lane design at intersections.
- Improved bus service (e.g., MAX-type bus system on Elizabeth, extended service hours, more bus stops, and better connections to the rest of the city).
- Additional speed enforcement, improved intersection design and signal timing, and suggestions for a traffic light at the King Soopers entrance on West Elizabeth Street.
- Concerns about the increased development and density in the corridor and the impacts that changes to the corridor may have on the surrounding neighborhoods.