

# Winston-Salem Department of Transportation

## Transportation Services Survey 2006

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### Introduction

The Winston-Salem Department of Transportation (WSDOT) is currently in the process of evaluating the transportation needs for the citizens of the City of Winston-Salem and the surrounding areas. As a way to help with the process, a survey was utilized to collect data. The target areas of: The City of Winston-Salem, Forsyth County, King (Stokes County), Bermuda Run (Davie County), and Northern Davidson County were selected to be the direct focus groups.

The purpose of this survey was to give citizens an opportunity to share their thoughts about our transportation services and to encourage more citizen participation in the transportation planning and development process. Example questions: How do you travel everyday? What do you like and dislike? What needs to be improved? What can the WSDOT do to help you travel better? The data from this survey will help our staff make improvements to the transportation system's facilities, programs, and services. Our goal is to provide a safe and efficient transportation system that meets daily travel needs.

### Survey Development

The form utilized for this survey was developed by WSDOT Staff, based upon citizen concern gathered through many years of interacting with the public. Ideas, questions and methods were also researched using the 1996 Travel Survey Manual produced by the U.S. Department of Transportation, the U.S. Environmental Protection Agency and the Bureau of Transportation Statistics: National Household Travel Survey webpage. This project identified numerous issues of concern throughout the Winston-Salem Urban Area. The survey questions were designed to obtain maximum input regarding both short-range and long-range concerns of citizens.

### Design of Survey-

- Four (4) page newspaper format, printed on 11" by 17" paper
  - First Page contains cover letter explaining the purpose of the survey with the final approval of survey
  - Second and Third pages-Consists of 13 transportation questions, a table and 5 demographic questions (19 questions total)
  - Fourth page- Mailing address on the top third with presorted postage permit. Middle third lists contacts for Winston-Salem Department of Transportation for questions and comments. Bottom third was designed by U.S. Postal Service with business reply mail address and return postage

- Every Survey includes a space indicating a survey reference number to show how the survey was collected and to keep a count on how many surveys came from one particular location/event

## **Participation**

The survey was distributed via mail, web page, and targeted on-site venues. A sample of the entire Winston-Salem Urban Area was selected to receive the survey in the mail. The survey was advertised in local publications and staff was interviewed by a local news station. The Adaptables, a not-for-profit group headquartered in Winston-Salem, NC, mailed over 4000 surveys to persons with disabilities

We were pleased that a number of locations allowed us to distribute the survey on site. Many businesses were eager to help, even providing personnel to assist with preparations. We were able to obtain participation in the survey project from Forsyth Technical Community College (FTCC) and The Winston-Salem Transit Authority (WSTA). The WSTA transit center location provided the most responses because of the number of willing participants waiting for buses, while FTCC provided a captive audience because student registration had just begun.

The survey was conducted between June and August of 2006. The survey was mailed to 8000 residents and placed on the City of Winston-Salem website. The 8000 residents were randomly selected with the help of GIS software. We personally distributed surveys at 10 scheduled locations and 9 interest groups aided in distribution. The use of incentives, such as Harris Teeter gift certificates, Tanglewood golf passes, and cold drinks aided the distribution efforts. Special outreach was provided to minority and low income populations due to low participation in previous efforts. We received 1617 surveys representing 48 different zip codes. The 1617 surveys exceeded our goal of 1200.

### Total Surveys Received by Location-

	<b>Number of Surveys</b>
Mailed	552
Winston-Salem Transit Authority	234
Online	125
The Adaptables Organization	106
City Employees	100
Parkway Plaza Shopping Center	79
Hanes Mall	75
Hispanic Festival	63
Forsyth Technical Community College	50
Casa di Guadeloupe	40
Accessible Festival	38
Rock the Block Festival	30
St. John CME Church	30
Hispanic Counseling and Family Services	25
Northside Shopping Center	24
Printed/Downloaded & Mailed	20
Sam's Club	14
King's Plaza Shopping Center	5
Elegant Tresses	5
St. Marks Church	1
Winston Lake Apartments	1
Total Amount of Surveys	1617

## 2006 Transportation Services Survey Results

### 1. Aware of WSDOT

Yes	1406	88%
No	195	12%

### 2a. Received meeting notices?

Yes	416	25%
No	1245	75%

### 2b. If Yes, what form

Newspaper	225	54%
Mailed	152	37%
TV Ads	116	28%
Radio	71	17%
Other	38	9%
E-mail	26	6%
No Response	24	6%

### 3a. Attended meetings?

Yes	181	13%
No	1188	87%

### 3b. If No, why not?

Not directly affected	550	46%
Meeting date/time	299	25%
No Response	252	21%
Do not trust Government	192	16%
Not interested	185	16%
Opinion wouldn't count	163	14%
Meeting location	148	12%
Lack of child care	50	4%
Lack of transportation	28	2%

### 4. Transportation used?

Auto/Truck	1238	46%
Bus	439	16%
Walking	411	15%
Bicycle	174	7%
Taxi	156	6%
Carpool/Vanpool	111	4%
Trans-Aid	78	3%
Motorcycle	38	2%
Other	20	1%

### 5. Enough transportation options?

Yes	626	42%
No	879	58%

### 6a. Traffic congestion

Minor, rush hourly	979	64%
Major, rush hourly	550	36%

### 6b. Delays

Constant delays	543	35%
Few delays	999	65%

### 7. Current bus routes/location meet needs?

Yes	761	55%
No	618	45%

### 8. Rating transportation system

Excellent	105	7%
Very Good	283	19%
Good	528	35%
Fair	403	27%
Poor	116	8%
Very Poor	62	4%

### 9. Projects affected your traffic pattern?

Yes	342	23%
No	1168	77%

### 9b. If Yes, Good or Bad?

Good	131	41%
Bad	185	59%

### 9c. If Bad, List the Locations

Total comments	148
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### 9d. Was the change intentional/unfair?

Yes	111	39%
No	177	61%

## 2006 Transportation Services Survey Results (Continued)

### 9e. How did it affect you?

Loss of access	84	72%
Increased traffic	78	67%
Increased noise	33	28%
Decreased property value	27	23%
Decreased appearance	27	23%
Property buyout	26	22%
Decreased air quality	24	21%
Decrease in property	13	11%

### 10. Travel time satisfactory?

#### Baptist Hospital

Yes	1130	89%
No	135	11%

#### Downtown Health Center

Yes	904	86%
No	147	14%

#### County Health Department

Yes	872	86%
No	137	14%

#### Forsyth Medical Center

Yes	1057	88%
No	149	12%

#### Hanes Mall

Yes	1026	82%
No	221	18%

#### Other Major Shopping Centers

Yes	988	81%
No	224	19%

### 11. Fair share of tax dollars

Yes	748	54%
No	642	46%

### 12. Received fair share of projects?

Yes	704	47%
No	807	53%

### 13. Satisfied with condition of services

Yes	754	50%
No	747	50%

## Important Transportation Issues-

	<b>Not Important</b>	<b>Somewhat Important</b>	<b>Important</b>	<b>Very Important</b>	<b>Don't Know</b>
Create public bus service between Greensboro, Winston-Salem and High Point	9%	14%	28%	43%	6%
Build new sidewalks	10%	15%	29%	41%	5%
Improve traffic signal timing	7%	16%	31%	39%	7%
Improve bus system	7%	15%	31%	39%	8%
Improve appearance of streets and highways	7%	18%	32%	38%	5%
Provide Sunday public bus service	15%	16%	23%	37%	9%
Provide more options to travel to PTI Airport	12%	16%	30%	34%	8%
Build new major roads	13%	21%	31%	28%	7%
Provide bicycle lanes on more streets	14%	21%	28%	32%	5%
Provide more crosswalks	9%	20%	32%	32%	7%
Widen existing major roads	10%	21%	33%	31%	5%
Install traffic signal	10%	20%	34%	30%	6%
Reduce traffic and/or speed on my street	24%	17%	25%	29%	5%
Add more turning lanes at intersections	13%	22%	38%	21%	6%
Improve facilities to move packages and freight	15%	21%	29%	19%	16%

**The highest rated “Very Important” Transportation Issues:** *Create Public Bus Service between Greensboro, High Point, Winston-Salem (43% response) and Build new sidewalks (41% response).*

**The highest rated “Not Important” Transportation Issues:** *Reduce traffic and/or speed on my street (24% response), Provide Sunday public bus service (15% response) and Improve facilities to move packages and freight (15% response).*

Note: Percentages are based on total responses for that particular category.

## Total Written Comments by Category-

<u>Category</u>	<u>Count</u>	<u>Percent</u>
Transit	458	52
Sidewalks	54	6
Public Meetings	33	4
Non-Transportation	32	4
Pavement Conditions	31	3
Signals	31	3
Traffic Calming	30	3
General	29	3
Interstate/Highway	29	3
Survey Design	27	3
Rail	25	3
Beltways	22	3
Bike	22	3
Congestion	21	2
Road Widening	17	2
Appearance	11	1
Signs	7	1
Greenways	4	0.4
Stormwater	4	0.4
Airport	2	0.2
<b>Total</b>	<b>889</b>	

## Who Filled Out the Survey-

The following is based on demographic information that was collected from questions 15-19. This data was used for statistical purposes and was requested under the optional portion of the survey.

### Age Group:

Out of those who filled out the survey, the leading age group was the 41-60 year old group with 45% of all surveys completed, followed by a nearly equal amount of returned survey from the 26-40 age group (23%) and the over 60 group (22%). The youngest age group (16-25) is the group with the least responses (10%).

### Ethnicity:

African-Americans made up just over half of all surveys completed (53%), with Caucasians making up the second most (36%). Other ethnic groups who filled out the survey made up less than 12% with Hispanics at 7%, Asian American at 1%, American Indian/Alaskan Native at 1% and those ethnicities not listed or mixed ethnicities making up 2% of the sample population.

Place of Residence:

The majority of the zip codes were 27105, 27107, 27101, 27106, 27127, and 27103, which comprised 81% of all zip codes selected. Zip codes 27104, 27284, 27012, 27045, 27040, and 27023 were 12% of all zip codes, while 37 additional zip codes make up the remaining 7% of all zip code responses.

Locations:

<b>Zip Code</b>	<b>Location</b>
27012	Clemmons
27023	Lewisville
27040	Pfafftown
27045	Rural Hall / Stanleyville
27101	New Walkertown Rd
27103	Ardmore / Stratford Rd South of Business 40
27104	Peacehaven / Country Club Rd
27105	East of Hwy 52 around Smith-Reynolda Airport
27106	Reynolda Rd near Bethania / Silas Creed Rd
27107	Sprague St / Waughtown St near I-40 / Hwy 311
27127	Peter’s Creek Pkwy south of I-40
27284	Kernersville

Annual Income:

This survey question was used to identify a sample of the low income population to ensure their participation. Persons who produced an annual income less than \$20,000 filled out 39% of the surveys, while persons within the \$20,001 to \$60,000 bracket filled out slightly more surveys 46%. The rest of the surveys were filled out by 15% of those with incomes higher than \$60,001.

Level of Education:

More than half, 51%, of those who completed the survey earned an Associate degree or higher. Those with a High School Diploma have responses slightly higher than a quarter 27%, while those who never graduated high school rounded out the remaining responses at 22%.

**Cost Estimate**

The cost of this project was approximately \$26,000 with the cost for staff hours contributing to over three quarters of the total amount. The additional costs included items such as printing \$940; postage \$3,470; translation services \$1,424; advertising \$210; beverages \$100; and give-a-way donations \$195. Beverages included sodas and water given as a courtesy at the various locations to those who filled out the survey. The give away donations were store certificates used in drawings to encourage persons to fill out the survey.

## **Final Remarks**

The purpose of this survey was to give citizens an opportunity to share their thoughts about our transportation services and to encourage more citizen participation in the transportation planning and development process. The data from this survey will help make improvements to the transportation system's facilities, programs, and services. Our goal is to provide a safe and efficient transportation system that meets daily travel needs. From the survey data, numerous issues emerged as concerns to transportation system users in the City of Winston-Salem and the surrounding areas. The levels of interest in the issues vary as much as the travel characteristics of the survey respondents and the costs that might be involved with resolving each of these issues. The WSDOT feels that no individual concern should go overlooked and trends in responses indicate the need for follow-up courses of action.

The top 5 transportation related concerns are: (1) WSTA transit routes, (2) Sidewalks, (3) Signals, (4) Public Meetings, and (5) Pavement Conditions. The WSTA transit route concerns were requests for Nighttime, Saturday, and Sunday service. The sidewalk comments brought attention to areas that need sidewalks. The sidewalk comments will be incorporated into the Draft Pedestrian Facility Plan. Traffic Signal comments consisted mostly of signal installation requests and signal timing issues. Public meeting comments expressed the need for more diverse advertisement methods and these concerns will be used in developing a revised Public Involvement Policy. The condition of roadways was of major concern. Specific problem areas were cited, such as potholes and areas in need of repaving. The WSDOT will take direct action on all the comments, by coordinating with the appropriate departments in examining and addressing specific concerns cited by the citizens of the City of Winston-Salem and the surrounding areas.