City of Medford

Planning Department

Working with the community to shape a vibrant and exceptional city

MEMORANDUM

Subject	2018-2038 Transportation System Plan (TSP) Update – Community Survey Data Summary
File no.	CP-16-036
To	TSP Project Team, Associated Commissions & Committees, City Council
From	Kyle Kearns, Planner II – Long Range Division
Date	September 21, 2017

TSP COMMUNITY SURVEY SUMMARY

Continuing through the outreach plan of the 2018-2038 Transportation System Plan (TSP) update, the Planning Department hosted a second round of public outreach. Having had success in using an online forum with the online workshop (See Appendix A) it was decided that a community survey through Surveymonkey, an online survey hosting website, would be used for the second round. The survey was available for input from August 1 – September 13, 2017 and in that time frame 1,042 surveys were gathered (26 of them taken in Spanish). The City used several avenues to advertise the survey including flyers, email chains, announcements at community meetings, the City website, news articles, and a traditional open house (held on August 29, 2017). It is the intent of the memorandum to summarize the results of the City of Medford Transportation survey.

### DATA SUMMARY- DEMOGRAPHIC INFORMATION

Participants of the survey were provided with a brief overview of the survey and its relation to the Medford TSP Update project. Below are the three questions that were asked of survey respondents pertaining to demographic information.

Question 1 – Locational Information

What part of Medford or the region do you live in?

- 750 of 1,042 answered
- 292 of 1,042 skipped
- 20% of the respondents did not live in Medford and 23% skipped the question

Medford Respondents
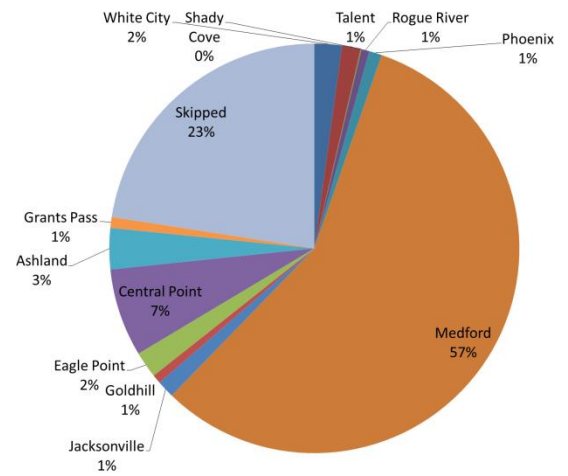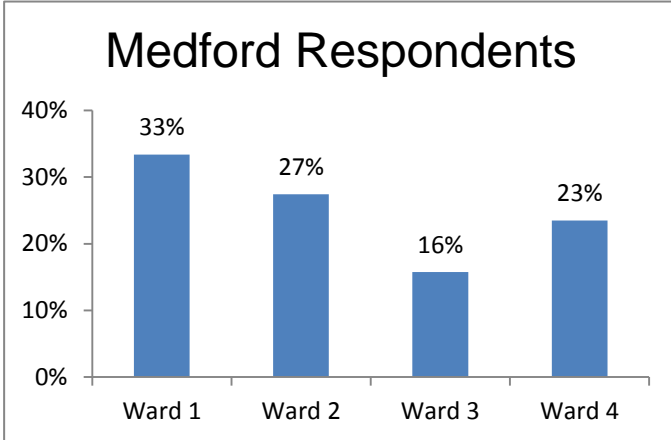
The respondents who did live in Medford, which consisted of 57% of the total responses, were asked in which ward they live. Given Medford's role as a regional hub for commerce and employment it would be expected to have a large variety of survey respondents be from outside Medford city limits.

Question 2 – Age Groups

*What is your age? (*1,036 answered, 6 Skipped)

The age groups who completed the survey are consistent with age characteristics of the Medford Comprehensive Plan Population Element, adopted in 2007. It states that the largest increase in population since 2000 was in the under age 44 group, which is reflected in the age demographics of the survey results with the largest group being ages 31-45.
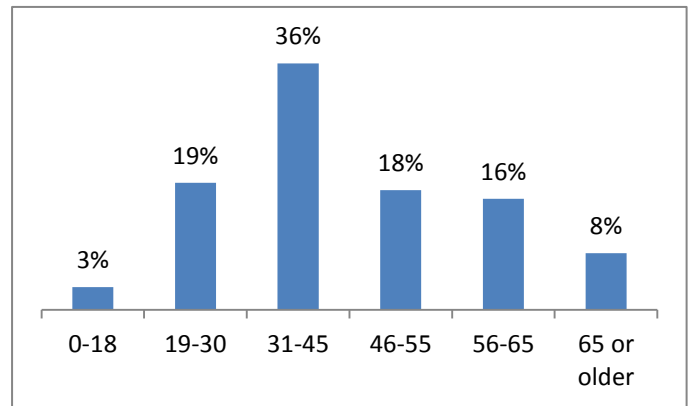
Question 3 – Employment Status

*Which of the following best describes yourself?* (982 answered, 60 skipped)
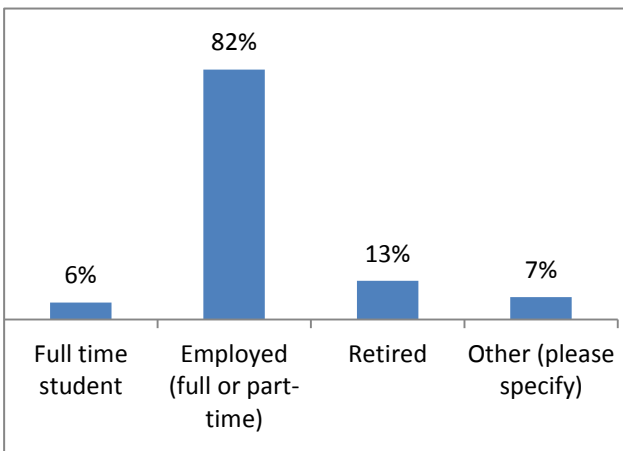
982 of the 1,042 respondents provided an answer regarding their employment status, the largest percentage of which identified as either employed (full and part-time).

DATA SUMMARY- TRANSPORTATION HABITS/USEAGE

The next 14 of 19 questions pertained to the transportation habits and system usage of the 1,042 respondents. In order to aid in guiding policy decisions and project selection within the TSP, staff felt it necessary to garner a baseline of the community's transportation desires and usage. Below are the remaining questions and their associated answers.
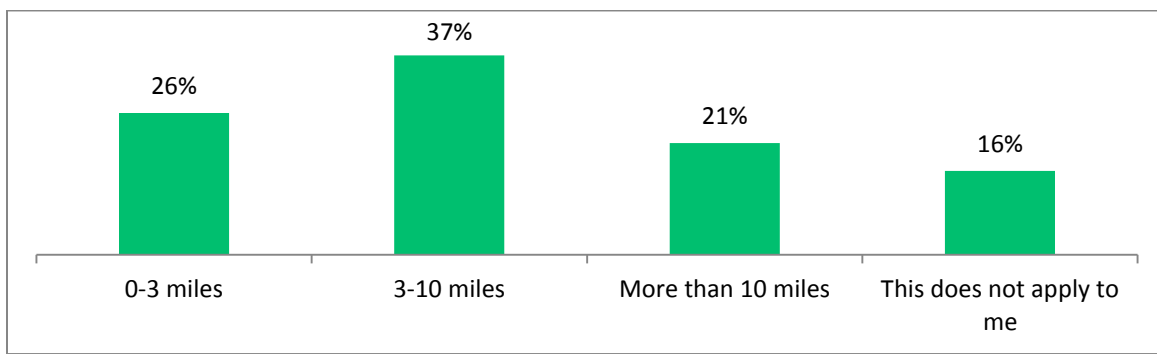
Question 4 – Transportation Modes (1,037 answered, 5 skipped)

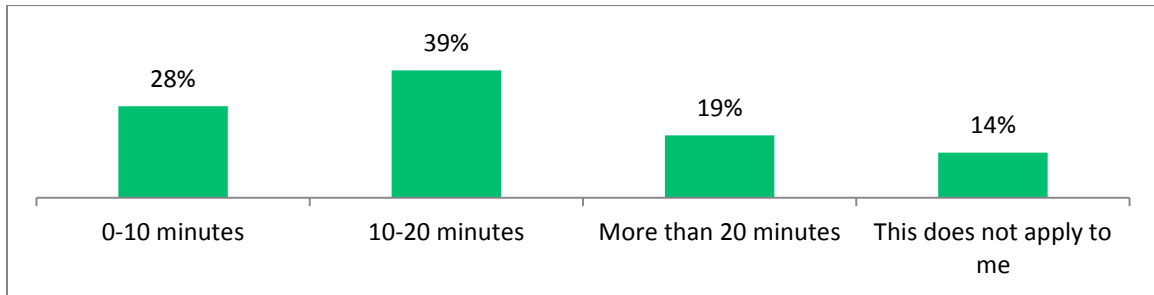*Select up to 3 transportation modes you use most often on a daily basis.*
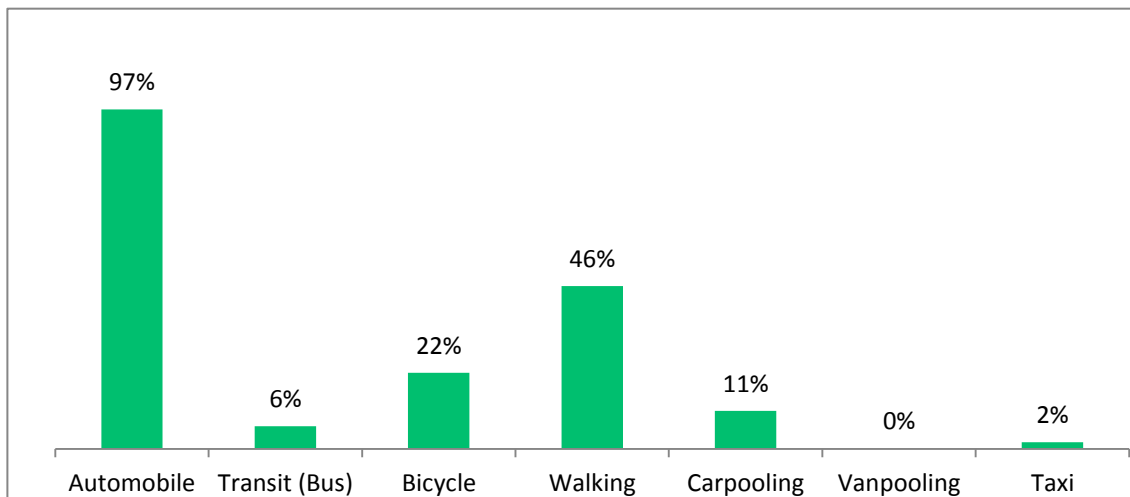
Question 5 – Commute Distance (1,037 answered, 5 skipped)

How many miles do you travel to work?

Question 6 – Morning Commute Times (1,039 answered, 3 skipped)

How many minutes (on average) is your daily commute in the morning?

28%	39%	19%	14%
0-10 minutes	10-20 minutes	More than 20 minutes	This does not apply to me

Question 7 – Evening Commute Times (1,040 answered, 2 skipped)

How many minutes (on average) is your daily commute in the evening?

23%	39%	23%	14%
0-10 minutes	10-20 minutes	More than 20 minutes	This does not apply to me
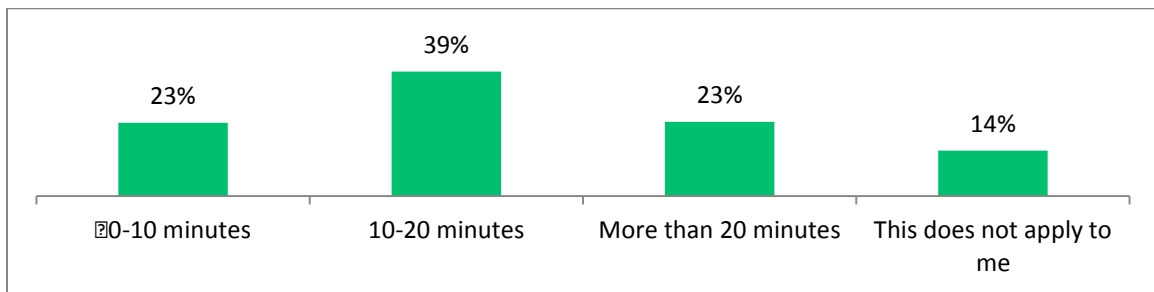
Question 8 – Reasoning for Driving Alone (992 answered, 50 skipped)

If/When you drive alone to work, what is your main reason for doing so?

33%	37%	22%	18%
Need my car at work for company/personal business	Prefer to drive my own car	No reasonable transit option	This does not apply to me
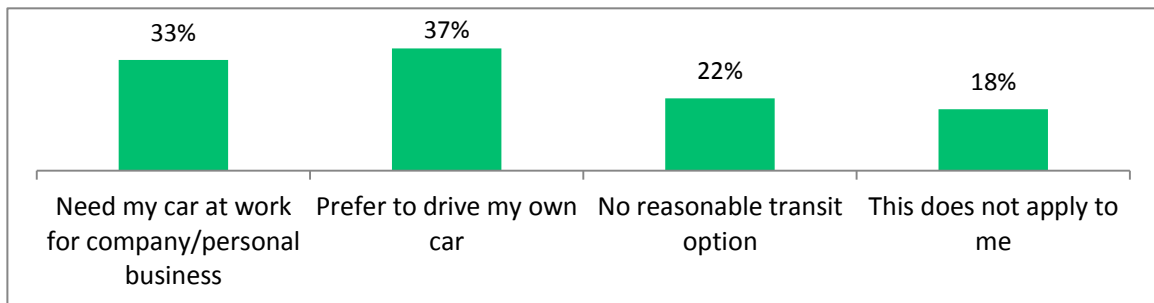
Question 9 – Streets Used Most Often (1,027 answered, 15 skipped)

Which major streets in Medford do you use most frequently for daily activities (e.g. work, school, errands, etc.)? Examples of major streets include: Columbus, Crater Lake Ave., Foothill, McAndrews, Biddle, Main, Springbrook, Cherry.

Respondents were not limited to the number of streets they could insert as an answer for question 9. Staff reviewed the raw data available and determined the frequency at which a street name was provided for as an answer. In addition, staff also accounted for misspellings and road names with multiple names (i.e. Crater Lake Highway/Hwy 62). A threshold minimum of 30 comments was assigned to the data in order to create a list of the most "talked about" streets.

Street	Count
Tenth (10th)	32
I-5	33
E. Main	33
Highland Dr	36
Black Oak Dr.	38
Hillcrest	40
N. Pheonix	49
Table Rock Rd	51
Garfield St.	56
Delta Waters	60
Springbrook	79
Stewart	93
Columbus	121
Hwy 99	125
Jackson	131
Foothill	141
Central Ave.	180
Riverside	182
Hwy 62/Crater Lake Hwy	222
Main St.	230
Barnett	275
Biddle	299
Crater Lake Ave.	314
McAndrews	326
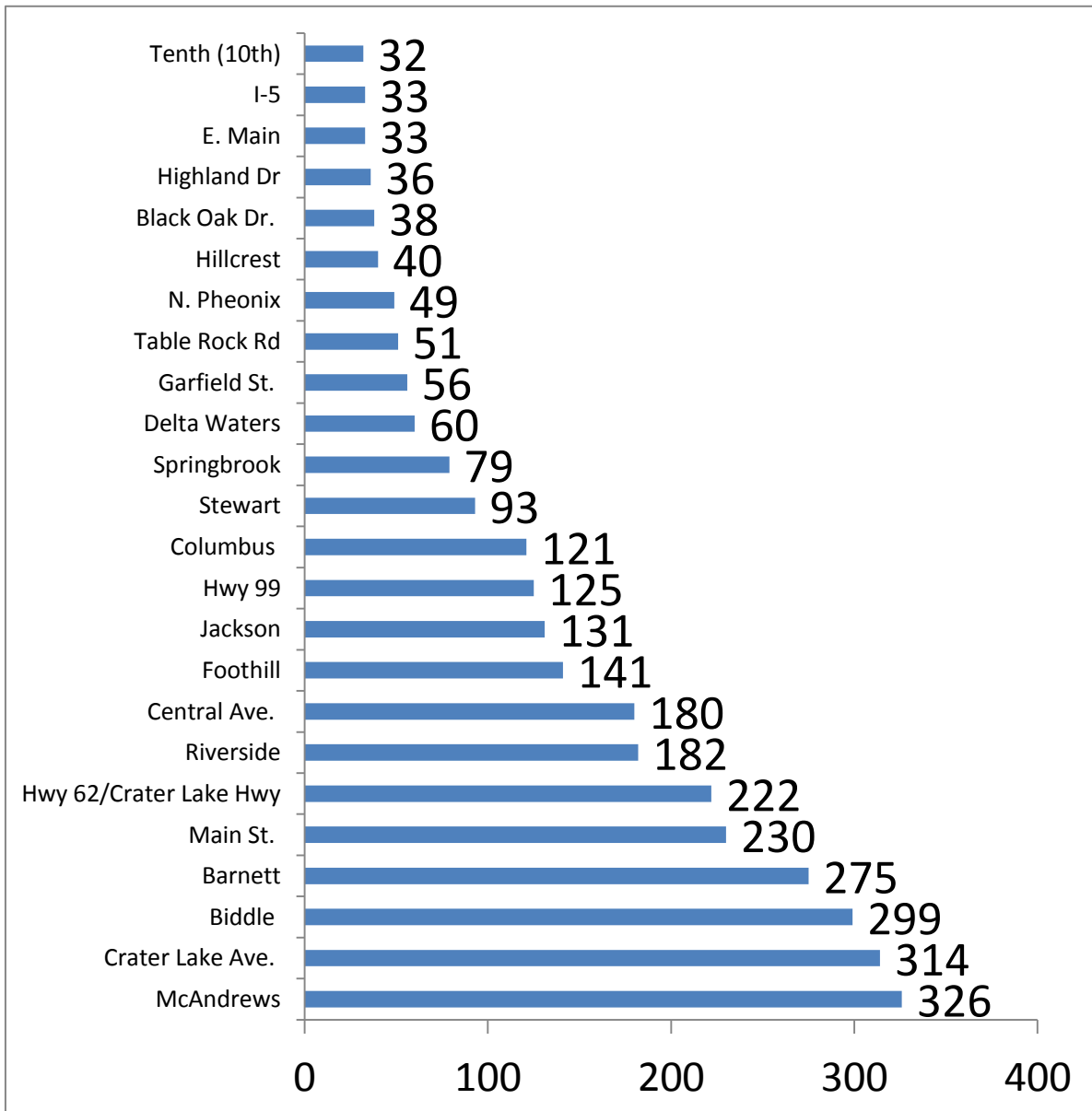
Question 10 – Streets to Avoid (977 answered, 65 skipped)

Which major streets in Medford do you avoid for daily activities (e.g. work, school, errands, etc.)? Examples of major streets include: Columbus, Crater Lake Ave., Foothill, McAndrews, Biddle, Main, Springbrook, Cherry.
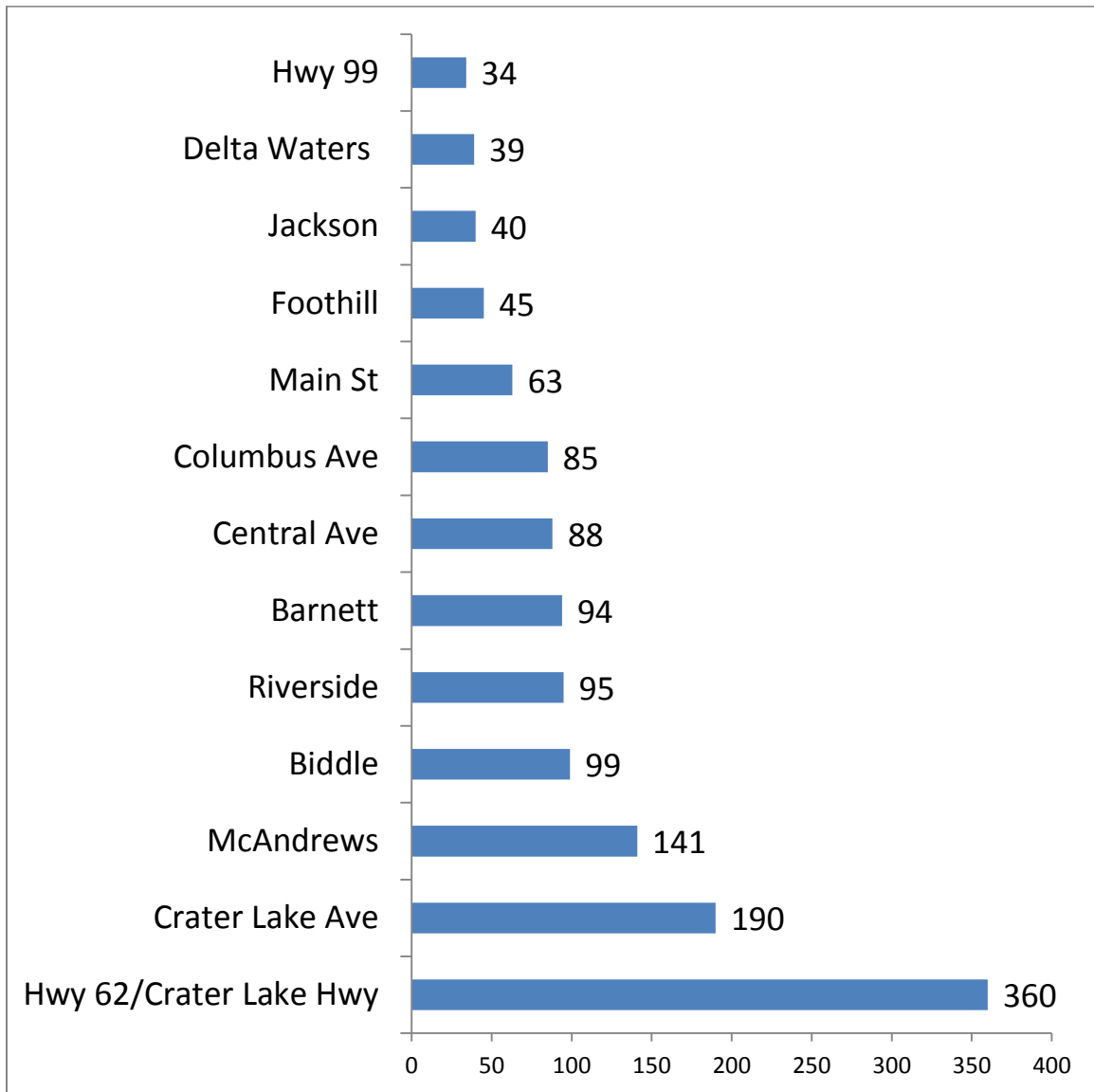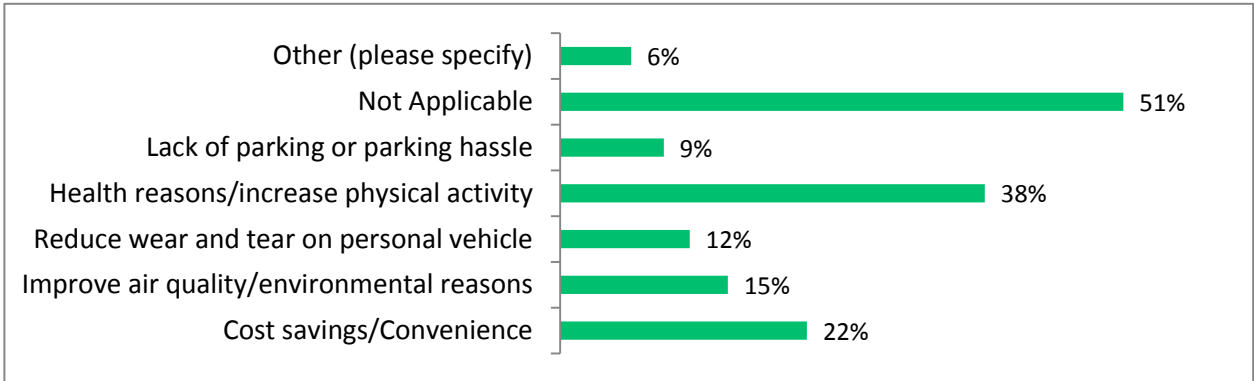
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| Street	Count
Hwy 99	34
Delta Waters	39
Jackson	40
Foothill	45
Main St	63
Columbus Ave	85
Central Ave	88
Barnett	94
Riverside	95
Biddle	99
McAndrews	141
Crater Lake Ave	190
Hwy 62/Crater Lake Hwy	360

Question 11 – Reasons for Non-Auto Use (995 answered, 47 skipped)

If you frequently use a means of transportation other than a car (such as bike, bus, walk, car pool), what is your motivation to do so? Select all that apply.
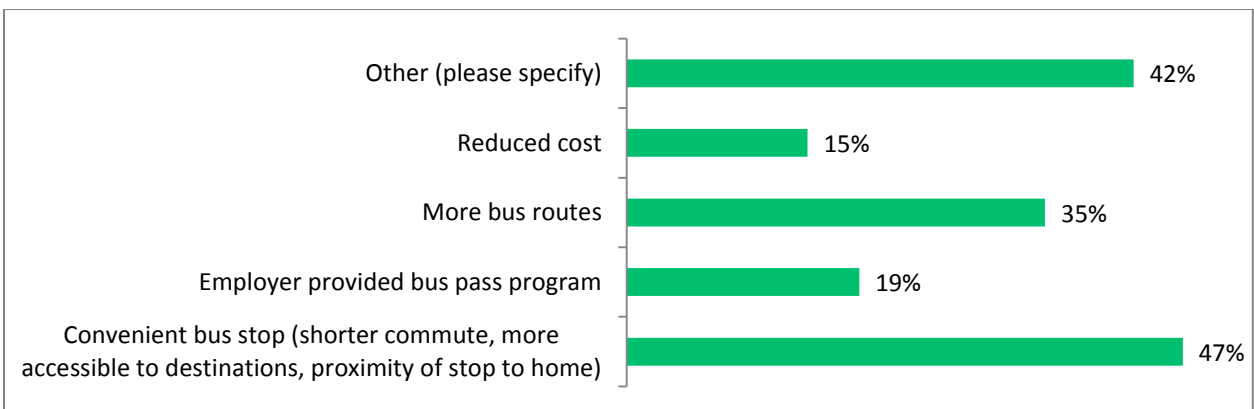
Response	Percentage
Other (please specify)	6%
Not Applicable	51%
Lack of parking or parking hassle	9%
Health reasons/increase physical activity	38%
Reduce wear and tear on personal vehicle	12%
Improve air quality/environmental reasons	15%
Cost savings/Convenience	22%

Question 12 – Public Transit Use (1,030 answered, 12 skipped)

How often do you use public transportation in Medford?

Everyday	Once a week	Several times a week	Once a month	Never
1%	1%	2%	6%	89%
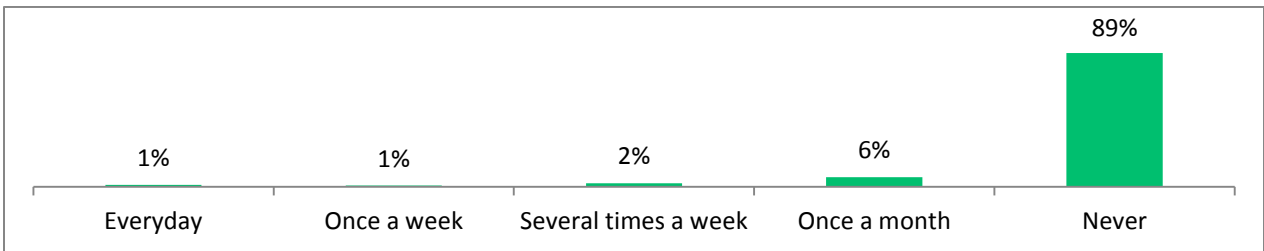
Question 13 – Encouraging Public Transit Use (983 answered, 59 skipped)

What would encourage you to use public transit (bus) more? Select all that apply.

| Response	Percentage
Other (please specify)	42%
Reduced cost	15%
More bus routes	35%
Employer provided bus pass program	19%
Convenient bus stop (shorter commute, more accessible to destinations, proximity of stop to home)	47%

Question 13 – Other (please specify) Data Trends

In reviewing the comments staff noticed common trends in the comments regarding the encouragement of transit use, which included:

- Most feel as though they wouldn't use transit due to:
  - Need for car/freedom of using car
  - Unsafe perception of transit
  - Inconvenient commuting option
- Longer hours of operation
- More frequency along routes
- More regional routes
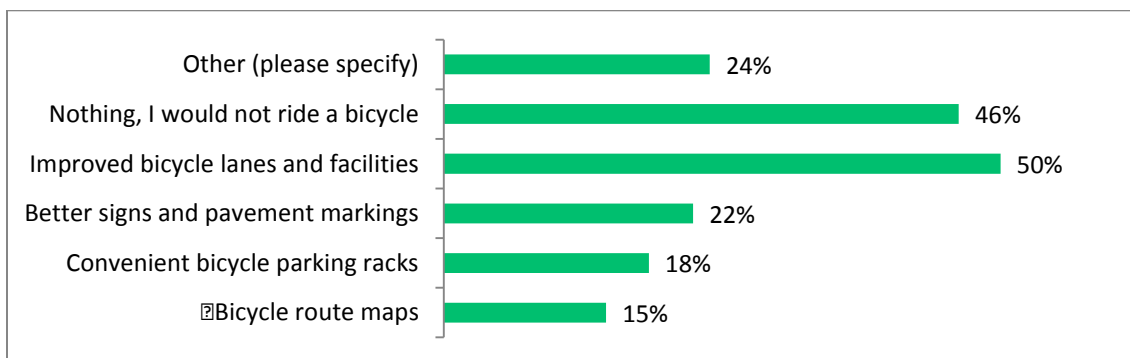- More accessible maps/route info
- More amenities on the buses

Question 14 – Bicycle Use (1,031 answered, 11 skipped)

How often do you ride your bike for transportation?
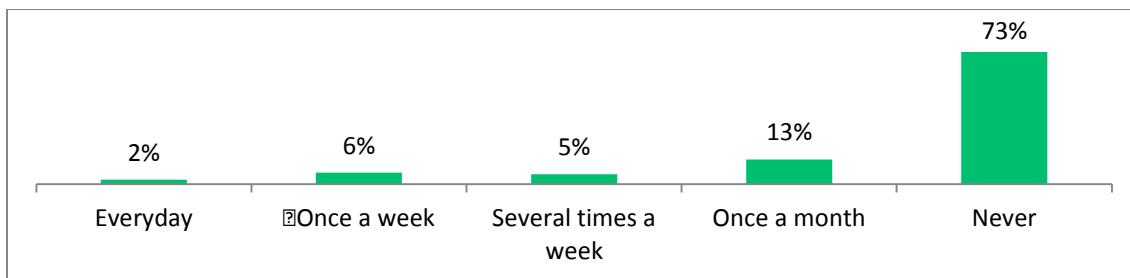
Question 15 – Encouraging Bicycle Use (947 answered, 95 skipped)

What would encourage you to ride a bicycle for transportation not just recreation? Select all that apply.
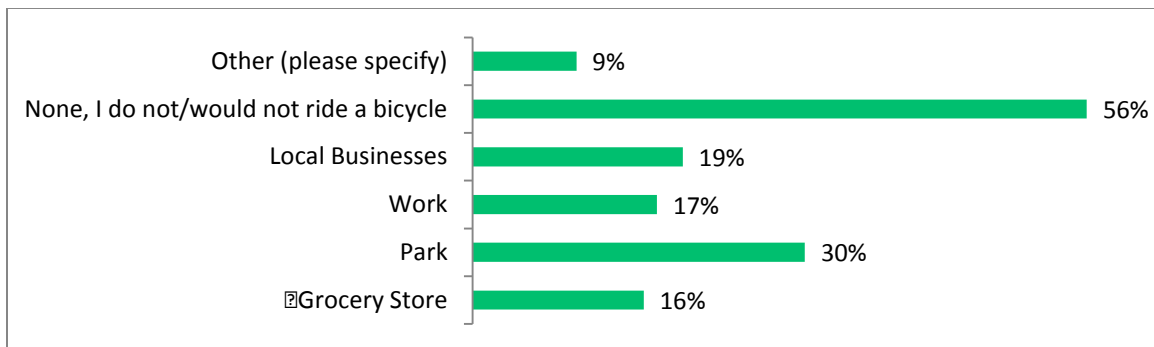
Question 15 – Other (please specify) Data Trends

In reviewing the comments staff noticed common trends in the comments regarding the encouragement of bicycle use, which included:

- A safer and cleaner Bear Creek Greenway
- More East to West connections
- Increased education of bike safety for bicyclist and drivers
- Cleaner bike lanes
- Increased amenities for bikes
  - Secure bike racks, showers
- Shorter commutes

Question 16 –Bicycle Travel Patterns (992 answered, 50 skipped)

What destinations do you travel to on a bicycle? Select all that apply.
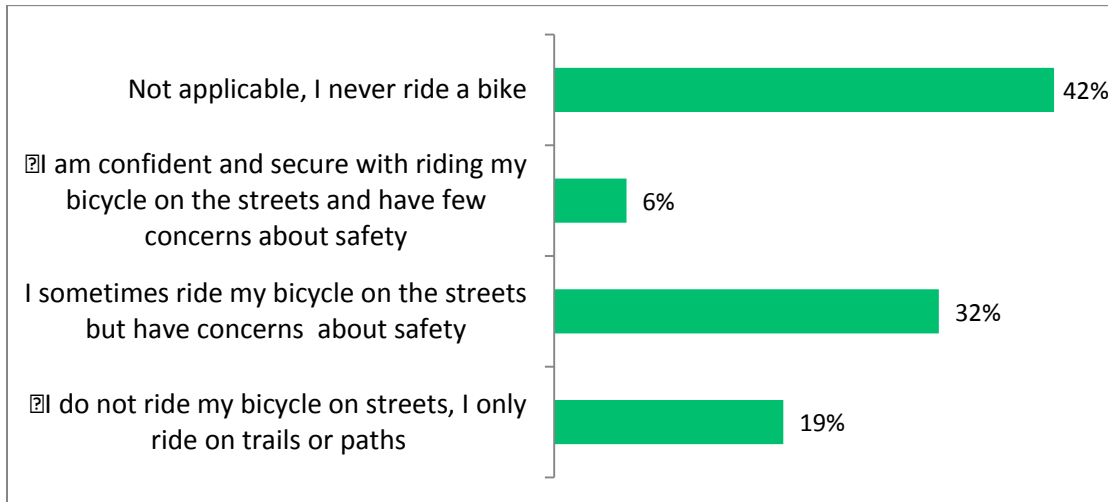

Question 16 – Other (please specify) Data Trends

In reviewing the comments staff noticed common trends in the comments regarding the locations Medford residents commute to, which included:

- Bike path use for recreation
  - i.e. trails, greenway, mountain biking
- Gym
- Downtown
- Restaurants
- School

Question 17 –Bicycle Use Comfort Levels (1,033 answered, 9 skipped)

Which of the following best describes how you feel about bicycling on the streets in Medford?

Not applicable, I never ride a bike — 42%

I am confident and secure with riding my bicycle on the streets and have few concerns about safety — 6%

I sometimes ride my bicycle on the streets but have concerns about safety — 32%

I do not ride my bicycle on streets, I only ride on trails or paths — 19%

DATA SUMMARY- DEMOGRAPHIC INFORMATION

The final two questions of the survey were designed to garner the respondent's opinions in a more broad sense. Whereas the previous questions were specific and targeted transportation habits, which could be quantified through observations, the final two questions are specifically opinion based and cannot be easily observed. To make policy decisions representative of Medford's population it is important to understand both the facts and the desires of the community. Below is a summary of the final two questions and the reasoning behind their use.

Question 18 – Transportation System/Infrastructure Opinions

On a scale of 1-3, how important do you think each of the following priorities should be for the City of Medford as we update our Transportation System Plan?

The data gathered from the survey provided a weighted average of the various responses, giving a number between one and three. The closer a weighted average scored to three, the more important the community perceived that item.

With the scores averaged, the highest priority items were the "maintenance of streets/fixing potholes," (2.71) and "building sidewalks that connect to schools," (2.71); the least important items from question 18 were "considering a reduction in vehicle lanes to improve sidewalks, bike lanes, & vehicle safety," (1.61) and "improving safety by reducing vehicle speeds," (1.76).

Respondents were asked the importance of the following items:

Total Answered: 1,027 Skipped: 22	Not Important		Somewhat Important		Very Important		Total # Responses	Weighted Average
Considering a reduction in vehicle lanes to improve sidewalks, bike lanes, & vehicle safety	54.94%	556	29.55%	299	15.51%	157	1012	1.61
Improving safety by reducing vehicle speeds	43.28%	438	37.15%	376	19.57%	198	1012	1.76
Improving the appearance of streets with street trees and landscaping	34.48%	351	40.86%	416	24.66%	251	1018	1.9
Improving signage to destinations such as trails, parks, & downtown	33.96%	343	42.28%	427	23.76%	240	1010	1.9
Considering alternative street designs in order to reduce construction on acquired property	31.83%	317	42.57%	424	25.60%	255	996	1.94
Using traffic calming methods on neighborhood streets	29.84%	302	43.58%	441	26.58%	269	1012	1.97
Providing covered bus stop shelters	27.73%	282	43.56%	443	28.71%	292	1017	2.01
Using roundabouts in place of traffic signals where appropriate	29.79%	303	34.12%	347	36.09%	367	1017	2.06
Improving public transportation service	24.63%	250	38.72%	393	36.65%	372	1015	2.12
Adding/Improving new bicycle lanes on busy streets	23.21%	237	33.69%	344	43.10%	440	1021	2.2
Building new trails/multi-use paths separated from automobile traffic	20.00%	204	34.51%	352	45.49%	464	1020	2.25
Reducing travel times during morning and evening rush hour	18.08%	183	38.24%	387	43.68%	442	1012	2.26
Building sidewalks in residential neighborhoods	13.08%	133	42.38%	431	44.54%	453	1017	2.31
Partnering with local, regional, and state agencies to improve the transportation system in the Rogue Valley	15.78%	160	37.08%	376	47.14%	478	1014	2.31
Reducing delays at intersections	12.67%	128	40.10%	405	47.23%	477	1010	2.35
Increasing resiliency in the event of a natural disaster to move freight, materials, and resources	11.08%	112	38.48%	389	50.45%	510	1011	2.39
Reducing automobile congestion	11.86%	120	36.17%	366	51.98%	526	1012	2.4
Striping and maintaining cross walks	9.55%	97	39.67%	403	50.79%	516	1016	2.41
Installing signals or other improvements to make crossing busy streets safer	9.12%	93	30.29%	309	60.59%	618	1020	2.51
Building sidewalks on busy streets (arterials and collectors)	6.19%	63	28.42%	289	65.39%	665	1017	2.59
Building sidewalks that connect to schools	4.53%	46	19.51%	198	75.96%	771	1015	2.71
Maintaining streets and fixing potholes	2.06%	21	24.49%	250	73.46%	750	1021	2.71

The intent of question 18 was to gather community input regarding broad policy decisions that reside within the draft vision, goals, objectives (VGO), and action items of the TSP. Staff had used the draft VGOs as a framework for question 18 in order to guide future edits and decisions made regarding the overall vision of the TSP.

Question 19 – Open Ended Question (452 answered, 590 skipped)

Please provide any other transportation comments below.

To disseminate the 452 open ended responses received through the community survey staff determined a method for reviewing comments using reoccurring themes within the comments. Through the review 30 individual categories materialized creating groups in which each comment would reside. Staff assigned comments each of the applicable categories and determined the frequency at which each category was discussed. Reference the chart below for each category and its frequency.

Category	Frequency/ (Comment #)	Category	Frequency/ (Comment #)
Safety (100	22.1% (100)	Connectivity (*i.e. local, regional, roads, bike paths*)	2.9% (13)
Transit	14.6% (66)	Vulnerable Populations (*i.e. children, elderly, disabled*)	2.7%
Policy Disagreement	14.2% (64)	Pedestrians in the Right-of-Way	2.7% (12)
Enforcement/Policy	13.7% (62)	Interstate-5	2.2% (10)
Design	13.7% (62)	Technology (*i.e. Uber, futuristic*)	14.6% (9)
Traffic Signals (*timing*)/ Intersections (*design*)	7.7% (35)	Lane/Parking Addition	1.5% (7)
Road Diet	7.1% (32)	Flashing Beacon	1.3% (6)
Safer Bike Facilities (*i.e. separate paths, bike education*)	6.2% (28)	Greenway	1.1% (5)
Traffic/Congestion	6.0% (27)	Education	1.1% (5)
Bike Lane Additions	6.0% (27)	Motorcycles	0.9% (4)
Downtown	5.3% (24)	Turn Lanes (*i.e. the need for*)	7.1% (3)
Sidewalks	3.5% (16)	ADA	0.4% (2)
Maintenance	3.3% (15)	Lane/Parking Reduction	0.2% (1)
Bike Lane Reductions	3.1% (14)	Landscaping	0.2% (1)
Roundabouts	3.1% (14)	----	----

Question 19 – Data Trends

In reviewing the comments staff noticed correlations among the various comments. Below is a high-level review of the trends that developed within the comments:

- 30 of the 100 comments received regarding safety also referenced a need for a larger enforcement of policies
- 30 of the 32 comments received regarding road diets disagreed with the use of road diets
- 60 of the 64 comments regarding transit asked for improved efficiency, extended hours, more regional connections, and more frequency
- The category "Policy Disagreement" was used to organize comments against recent infrastructure project, policy decisions, and overall discomfort with transportation development
- The "Design" category was the most varied category with no clear trend usually pertaining to specific locations
- Comments pertaining to the separation of bikes from traffic outnumbered the comments regarding bike lanes
  - i.e. the use of bike/multi-use paths is preferred to bike lanes
- The removal of bike lanes was minimally discussed
- Parking was minimally discussed

APPENDIXES

For a summary of the all of the data received through the community survey please email Kyle Kearns, Planner II at kyle.kearns@cityofmedfor.org.