APPENDIX I

METROQUEST SURVEY #1

MetroQuest Summary

Rev. 2018-12-19

OVERVIEW

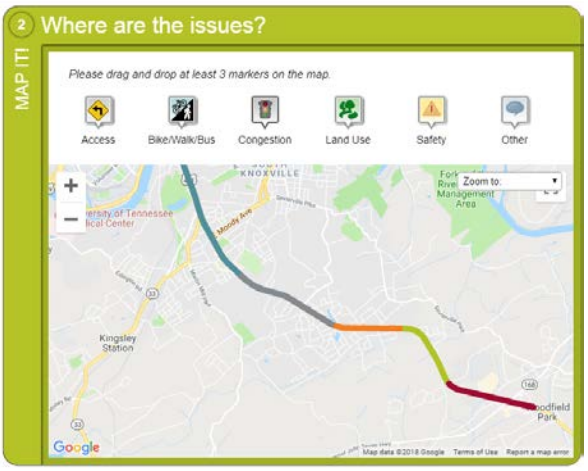
To ensure a broad range of perspectives was involved in the early phases of the Chapman Highway Implementation Plan, an online survey was designed to provide a tool for community input. The survey launched on September 5, 2018 at the first public workshop and was available online through October 19, 2018. Through the MetroQuest survey platform, the survey allowed participants to identify transportation issues, prioritize topics that are most important to them, and suggest projects they would like to see completed.

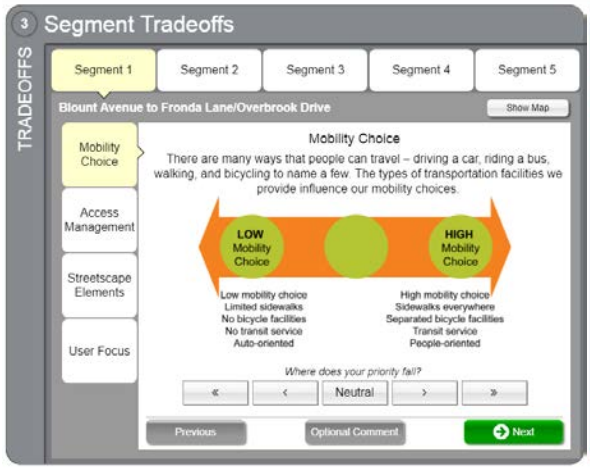
The MetroQuest survey included five screens that guided participants through the process of learning about the project and providing input. The overall purpose of the survey is to gain insight into the priorities and preferences to better align the potential design alternatives with the community's vision and needs.

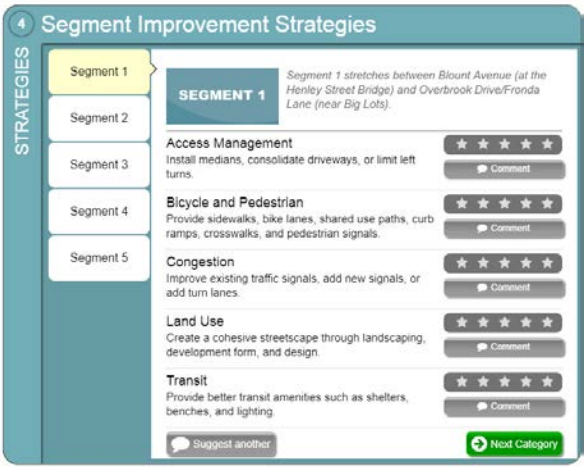
This summary includes the following major elements:

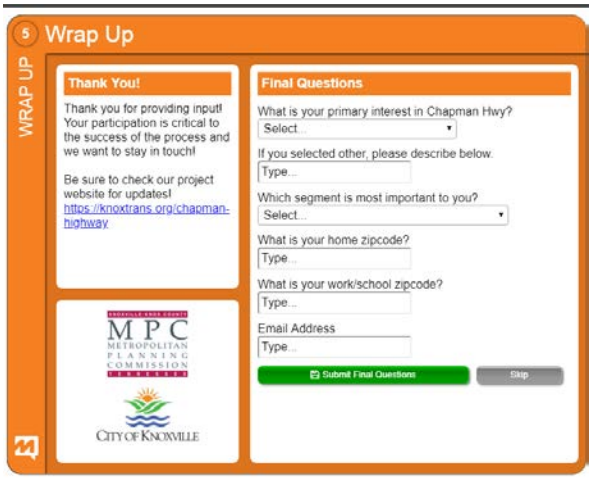
- Screenshots of Survey Slides
- Participation Recap
- Map Participation
- Segment 1
  - Tradeoffs
  - Investment Strategies
  - Map Markers
- Segment 2
  - Tradeoffs
  - Investment Strategies
  - Map Markers
- Segment 3
  - Tradeoffs
  - Investment Strategies
  - Map Markers
- Segment 4
  - Tradeoffs
  - Investment Strategies
  - Map Markers
- Segment 5
  - Tradeoffs
  - Investment Strategies
  - Map Markers
- Wrap Up Questions
- Home and Work Locations of Respondents by Zip Code

SCREENSHOTS OF SURVEY SLIDES





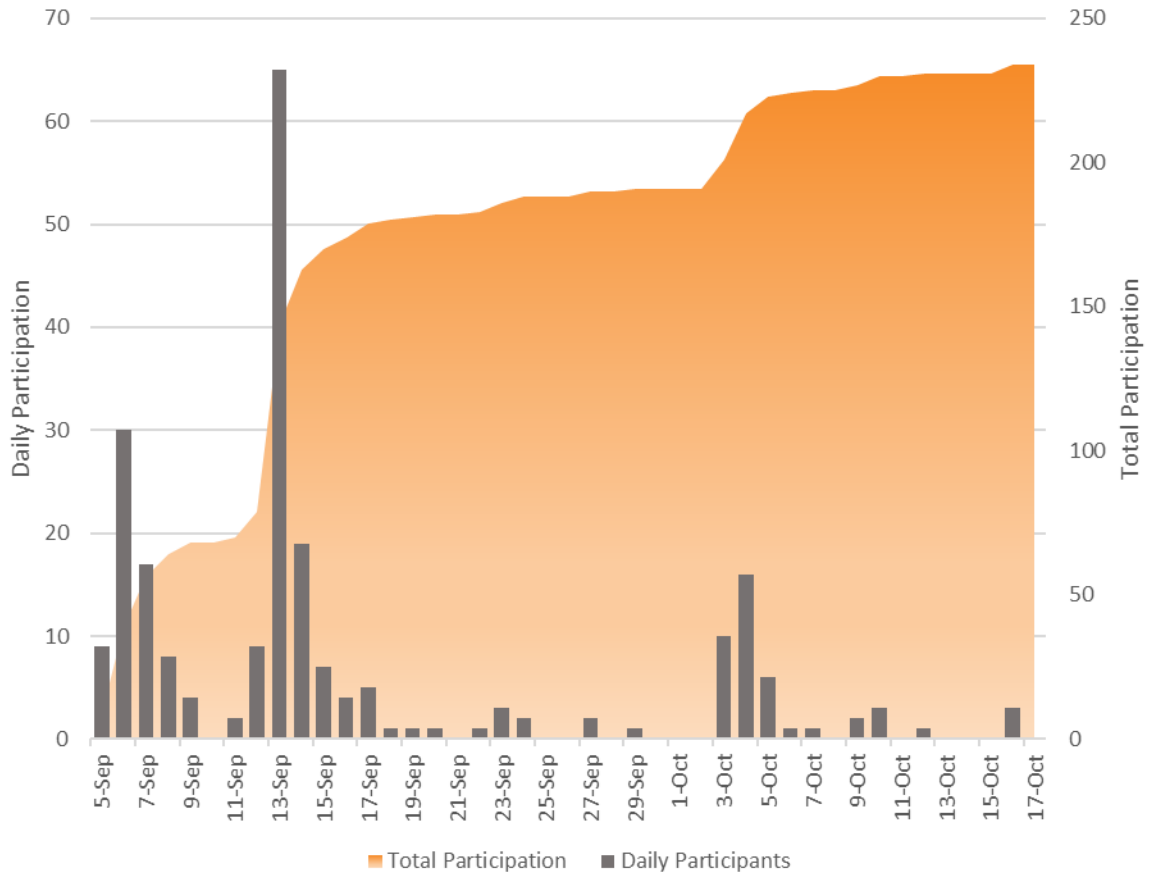




PARTICIPATION RECAP

In total, 232 people participated in the survey between September 5, 2018 and October 19, 2018. Participants provided more than 7,500 data points for analysis and 117 written comments. Three major activity spikes – September 5, September 11, and October 1 – correspond with the survey's initial launch, a release in the City's Office of Neighborhoods newsletter, and the mayor's weekly E-letter.

Survey Participation Overview



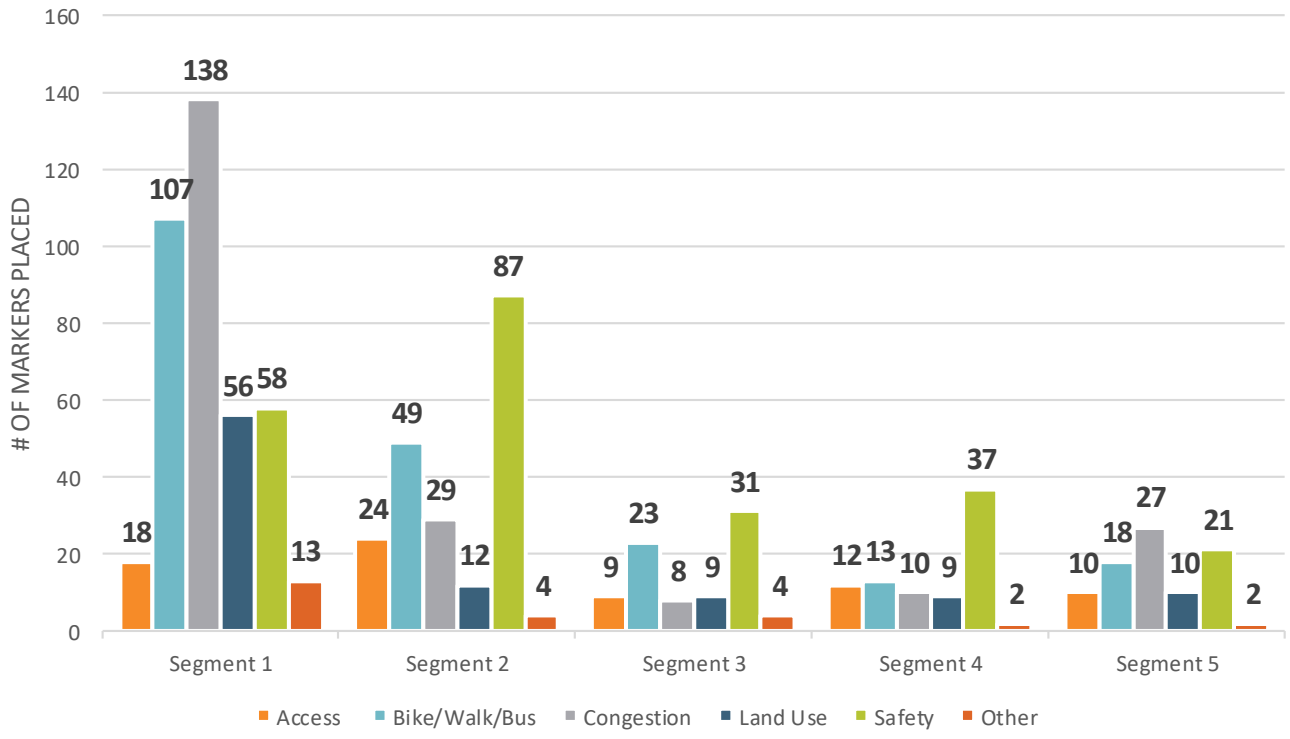
MAP PARTICIPATION

The first step of the online survey asked participants to place markers on a map to show locations of desired improvement using the categories below:

- Access
- Bike/Walk/Bus
- Congestion
- Land Use
- Safety
- Other

In total, participants placed 1,004 markers along Chapman Highway. The safety category garnered the most responses; however, it was followed closely by congestion and bike/walk/bus. The chart below shows the breakdown of marker types placed along the corridor.

Count of Marker Types Placed Along Chapman Highway by Segment

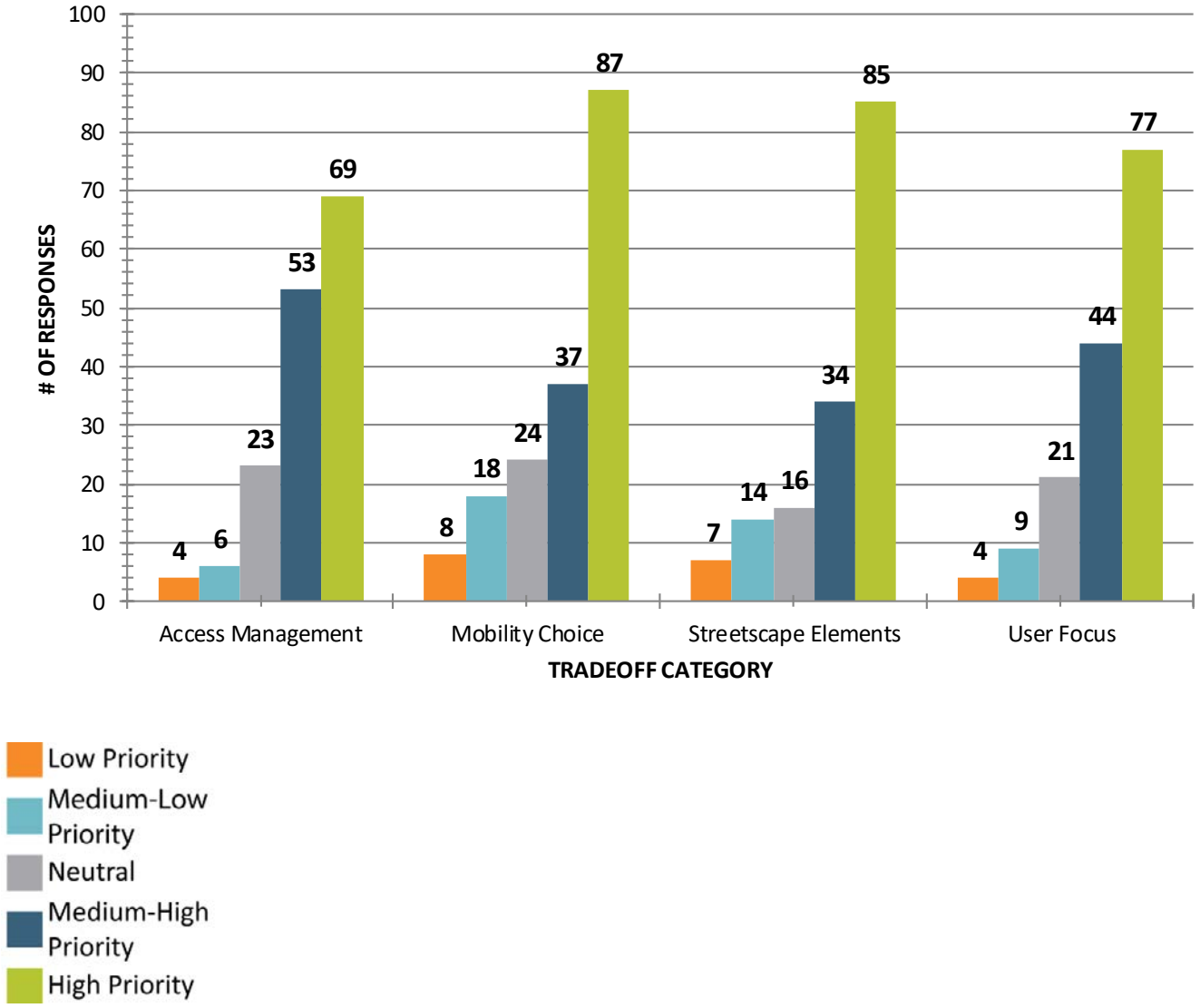


SEGMENT 1: BLOUNT AVENUE TO FRONDA LANE

Tradeoffs

For each segment, survey respondents were asked to consider tradeoffs associated with user focus, streetscape, mobility choices, and access management. This activity helped participants understand that tradeoffs are inevitable when considering transportation improvements. The figure below shows the results of this exercise for Segment 1. Survey responses show that participants were very interested in Segment 1 having a predominately local user-focused roadway with high mobility options, improved access management, and heavy streetscaping.

Segment 1 – Tradeoffs Results by Category



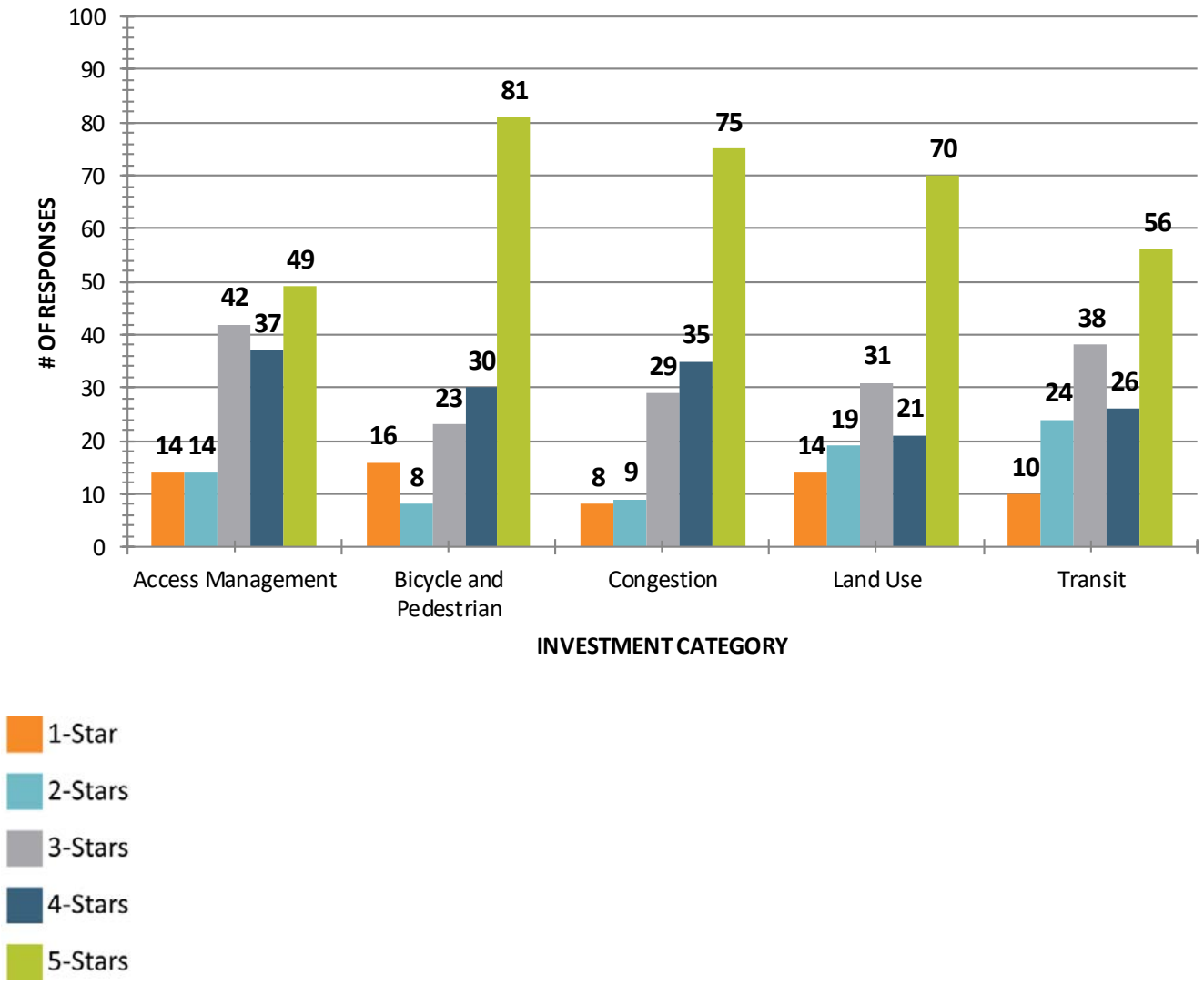
Investment Strategies

For each segment, survey respondents were asked to rank various investment strategies from 1 to 5 stars with 1 being lowest and 5 being highest. For Segment 1 the total count of each strategies' rating is shown in the figure below. The table below shows the total number of times each strategy was ranked and the average rank.

Segment 1 – Investment Strategy Ranking Summary

Investment Strategy	Number of Time Ranked	Average Rank
Access Management	158	3.589
Bicycle and Pedestrian	160	3.956
Congestion	158	4.032
Land Use	157	3.726
Transit	156	3.603

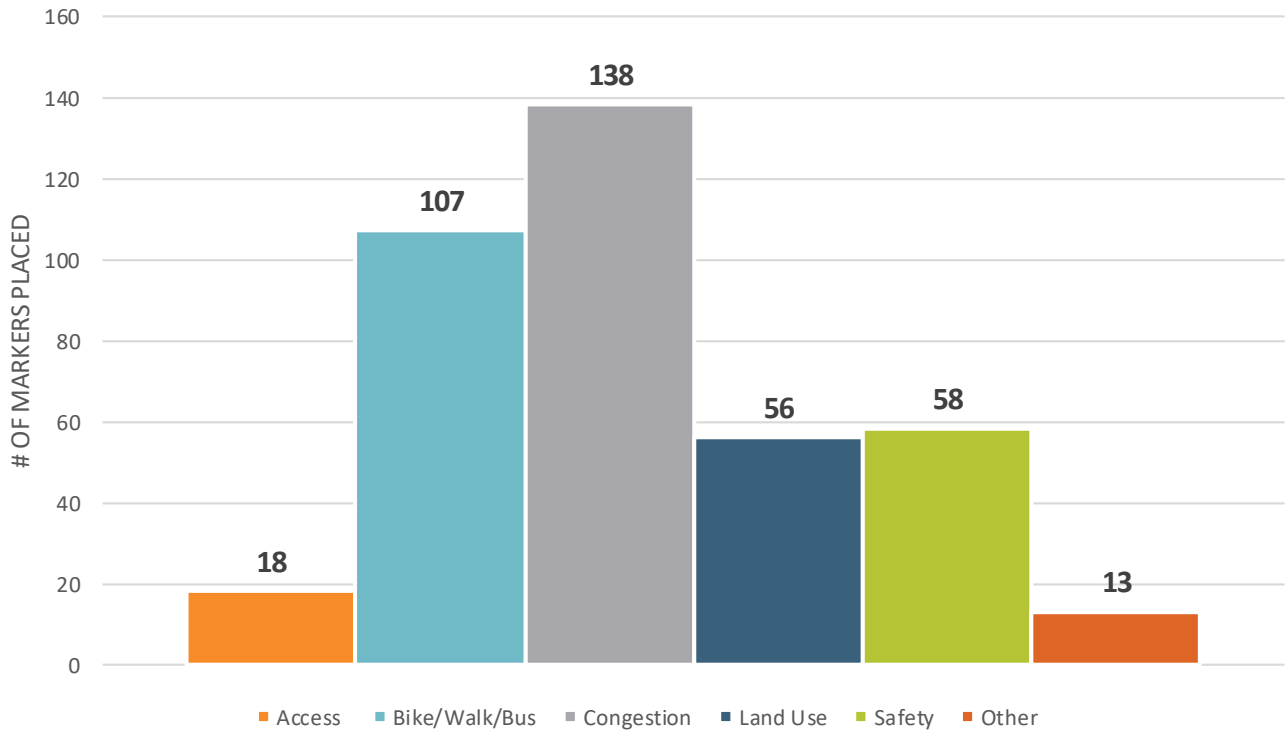
Segment 1 – Investment Strategies



Map Markers

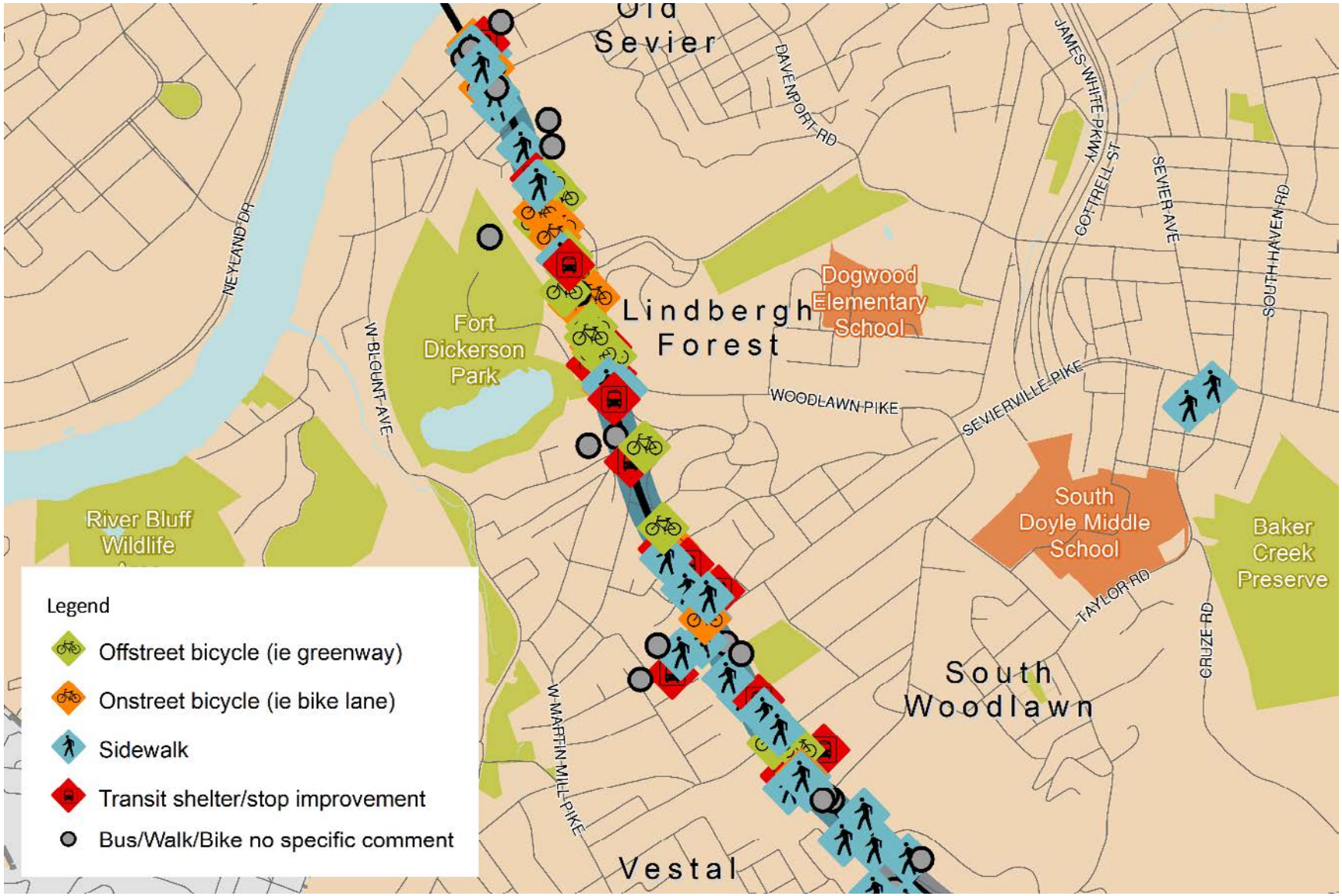
Segment 1, from Blount Avenue to Fronda Lane, accounted for 44% of all map markers placed in the mapping exercise. The most popular marker type was congestion, followed by bike/walk/bus. The chart below shows the full breakdown of marker types placed. The pages that follow outline where markers were placed along segment 1. All comments are provided as an appendix to this document.

Count of Marker Types Placed Along Segment 1

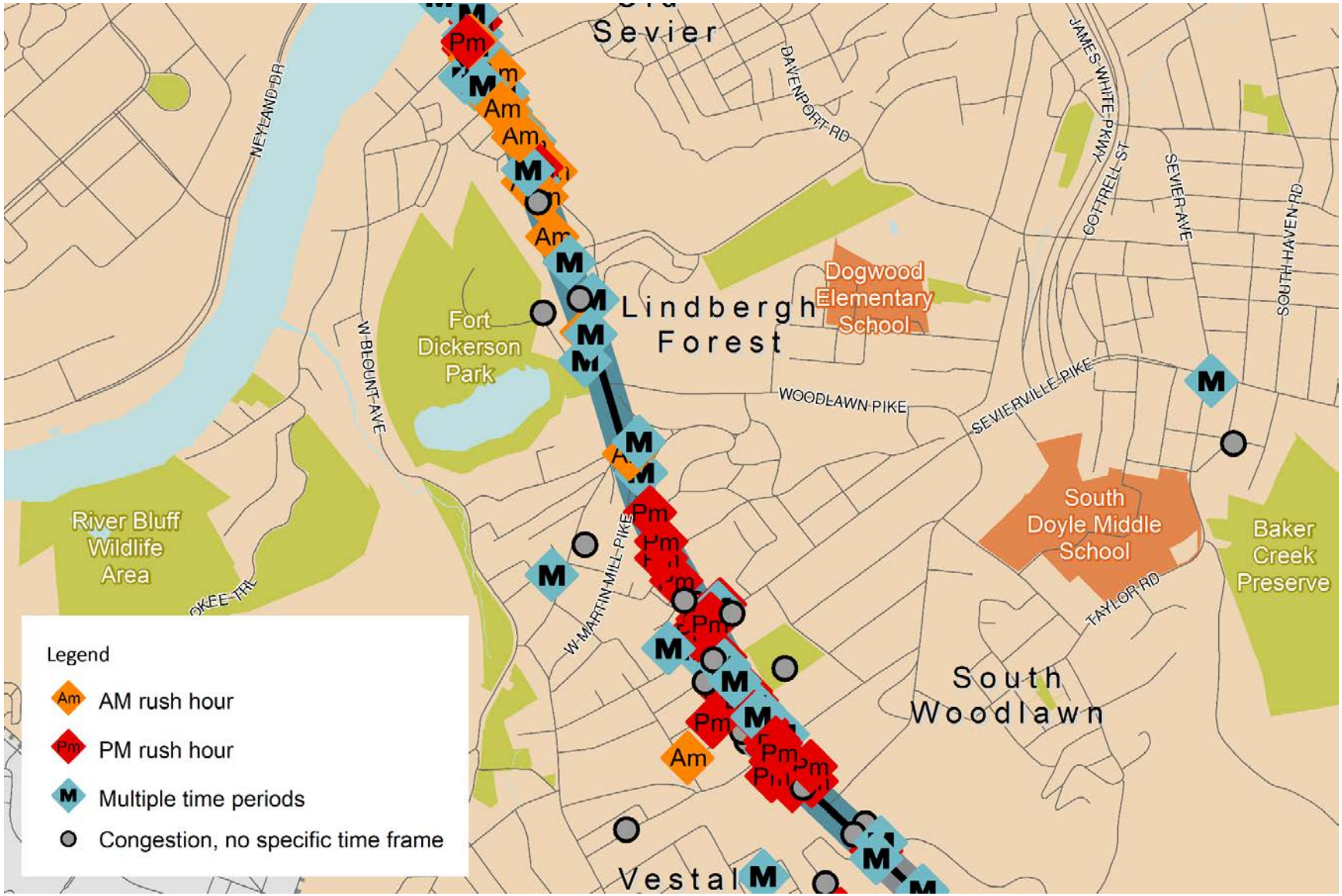


Segment 1 - Access Map Markers and Comments

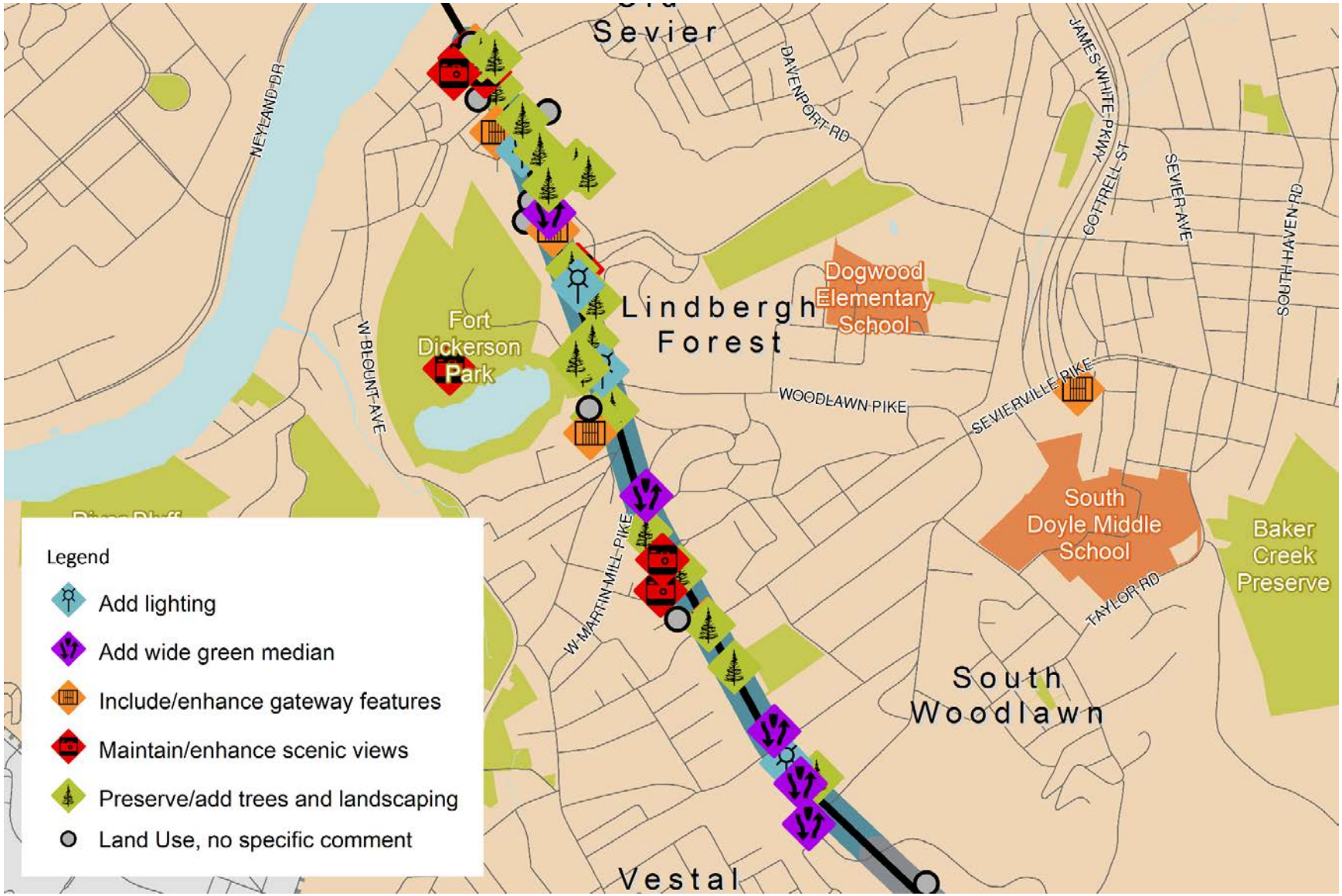
Segment 1 – Bike/Walk/Bus Map Markers and Comments



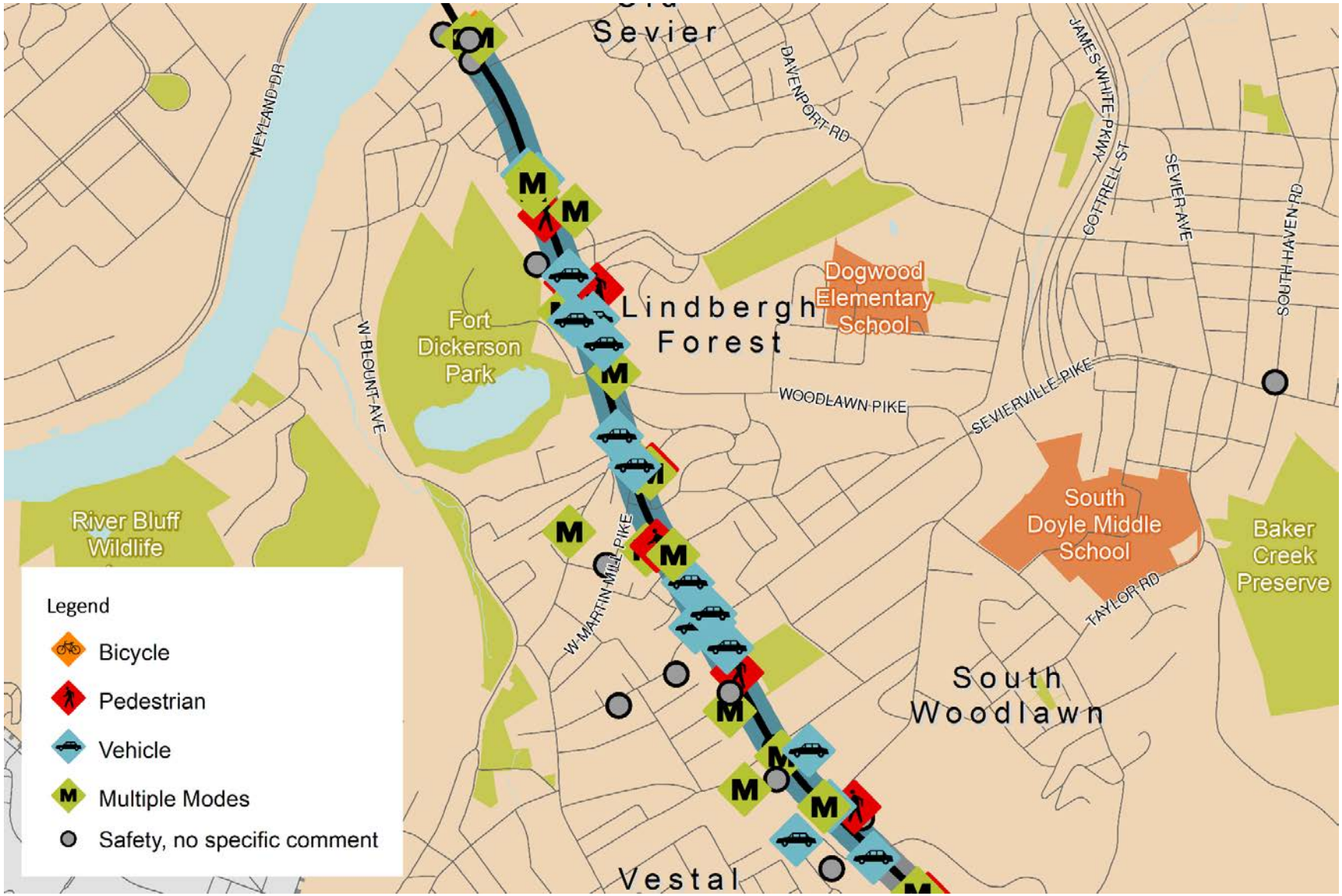
Segment 1 –Congestion Map Markers and Comments



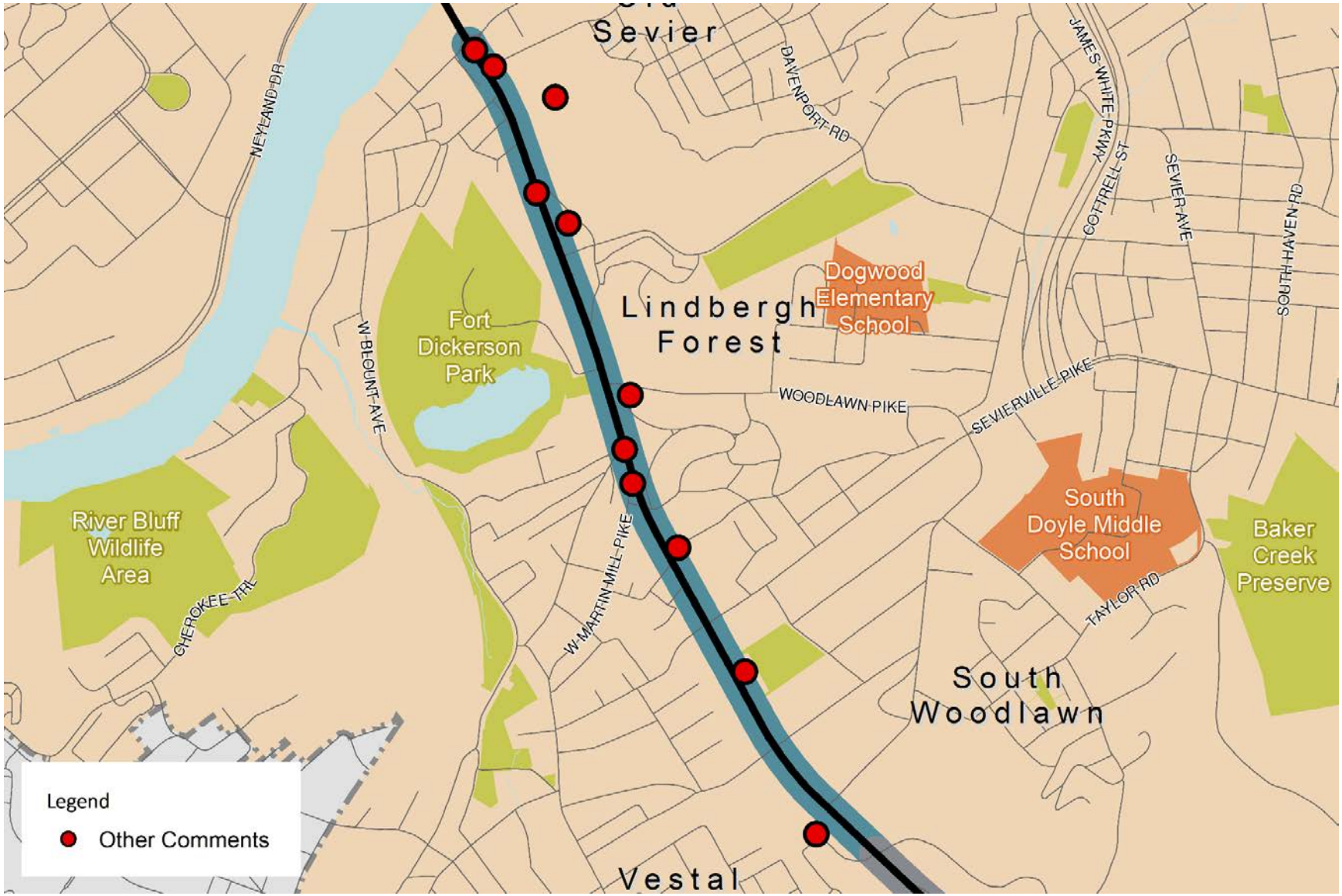
Segment 1 –Land Use Map Markers and Comments



Segment 1 –Safety Map Markers and Comments



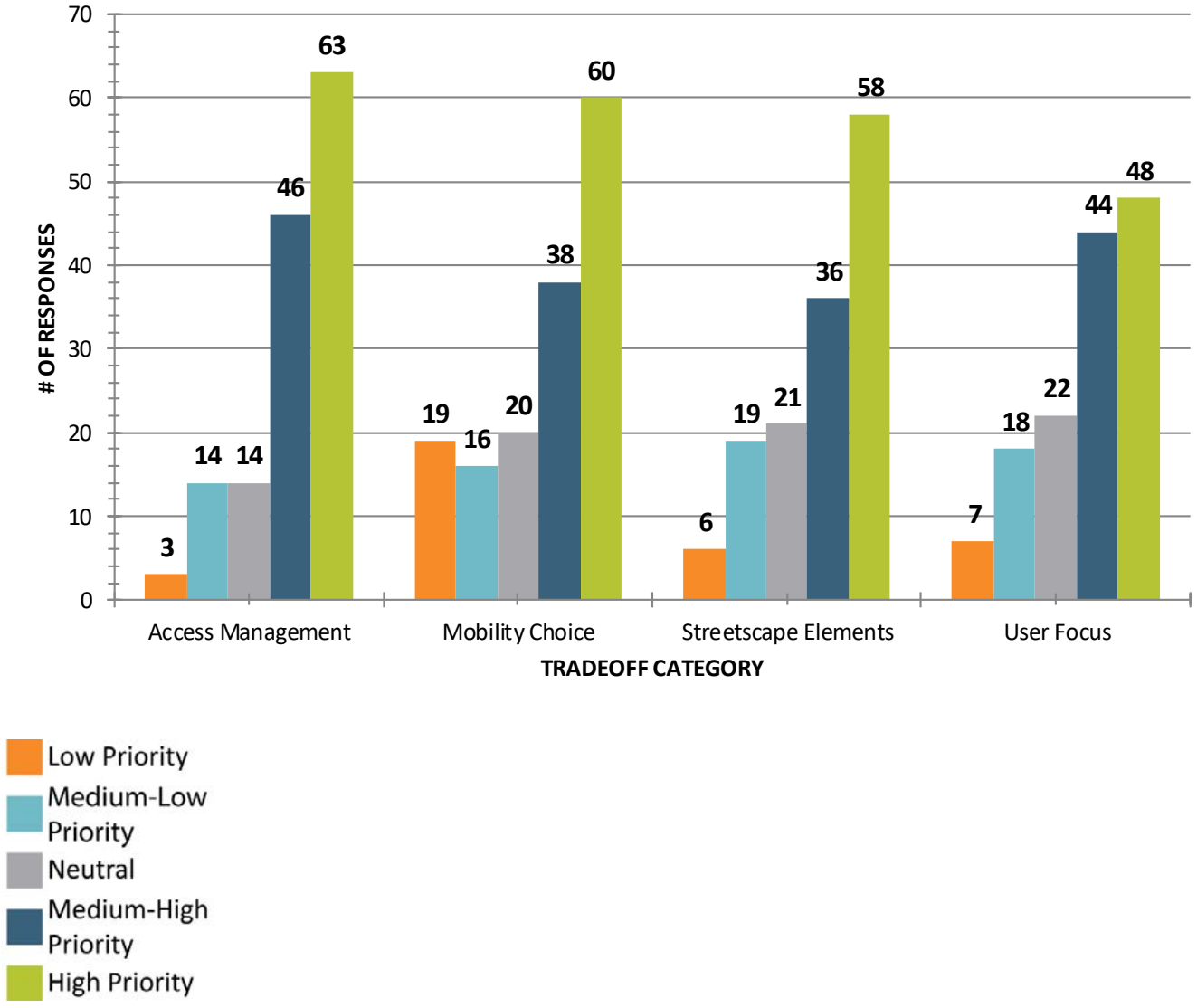
Segment 1 – Other Map Markers and Comments



SEGMENT 2: FRONDA LANE TO LAKEVIEW DRIVE

Tradeoffs

For each segment, survey respondents were asked to consider tradeoffs associated with user focus, streetscape, mobility choices, and access management. This activity helped participants understand that tradeoffs are inevitable when considering transportation improvements. The figure below shows the results of this exercise for Segment 2. While not as stark as the skew of segment 1, the majority of participants strongly favor high access management, mobility choice, and streetscape elements, with a more moderate focus on local users.



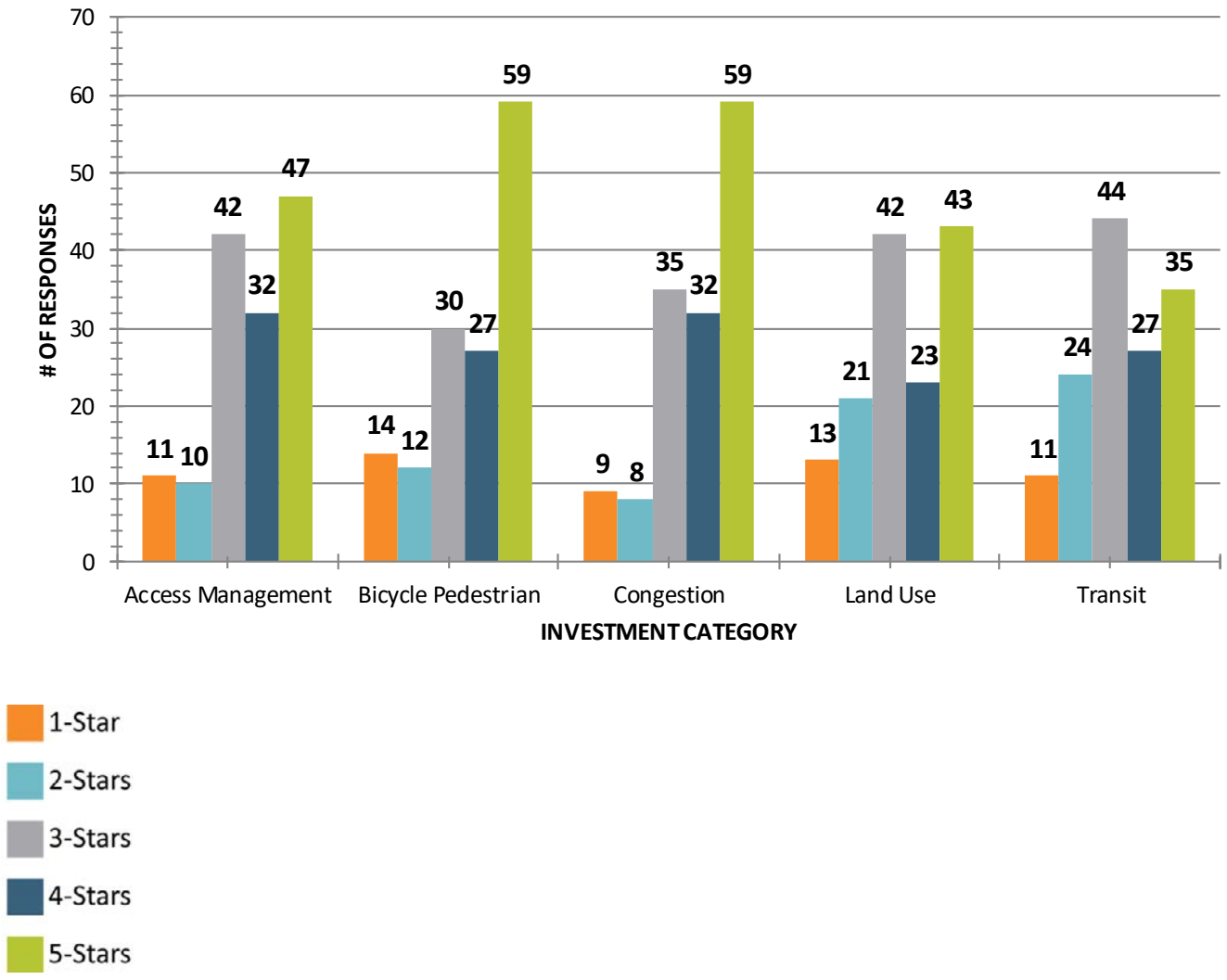
Investment Strategies

For each segment, survey respondents were asked to rank various investment strategies from 1 to 5 stars with 1 being lowest and 5 being highest. For Segment 2 the total count of each strategies' rating is shown in the figure below. The table below shows the total number of times each strategy was ranked and the average rank.

Segment 2 – Investment Strategy Ranking Summary

Investment Strategy	Number of Time Ranked	Average Rank
Access Management	143	3.357
Bicycle and Pedestrian	144	3.736
Congestion	145	3.883
Land Use	144	3.431
Transit	143	3.357

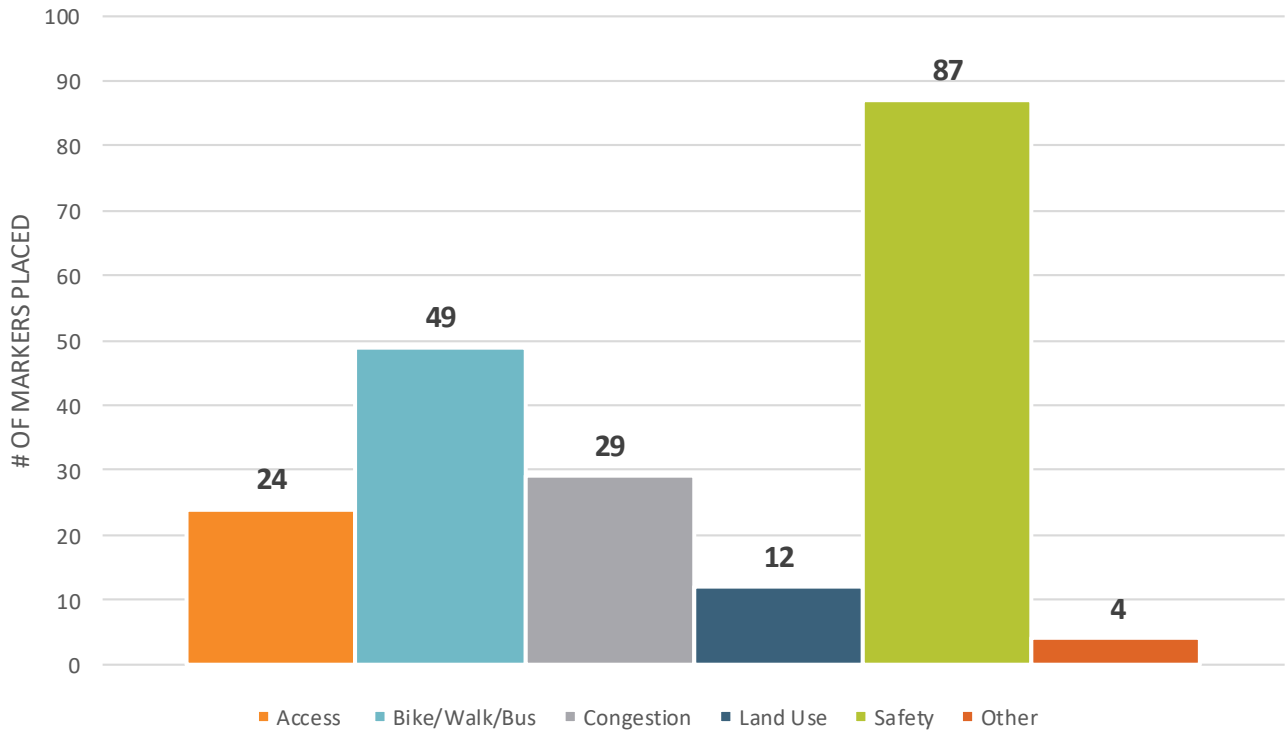
Segment 2 – Investment Strategies



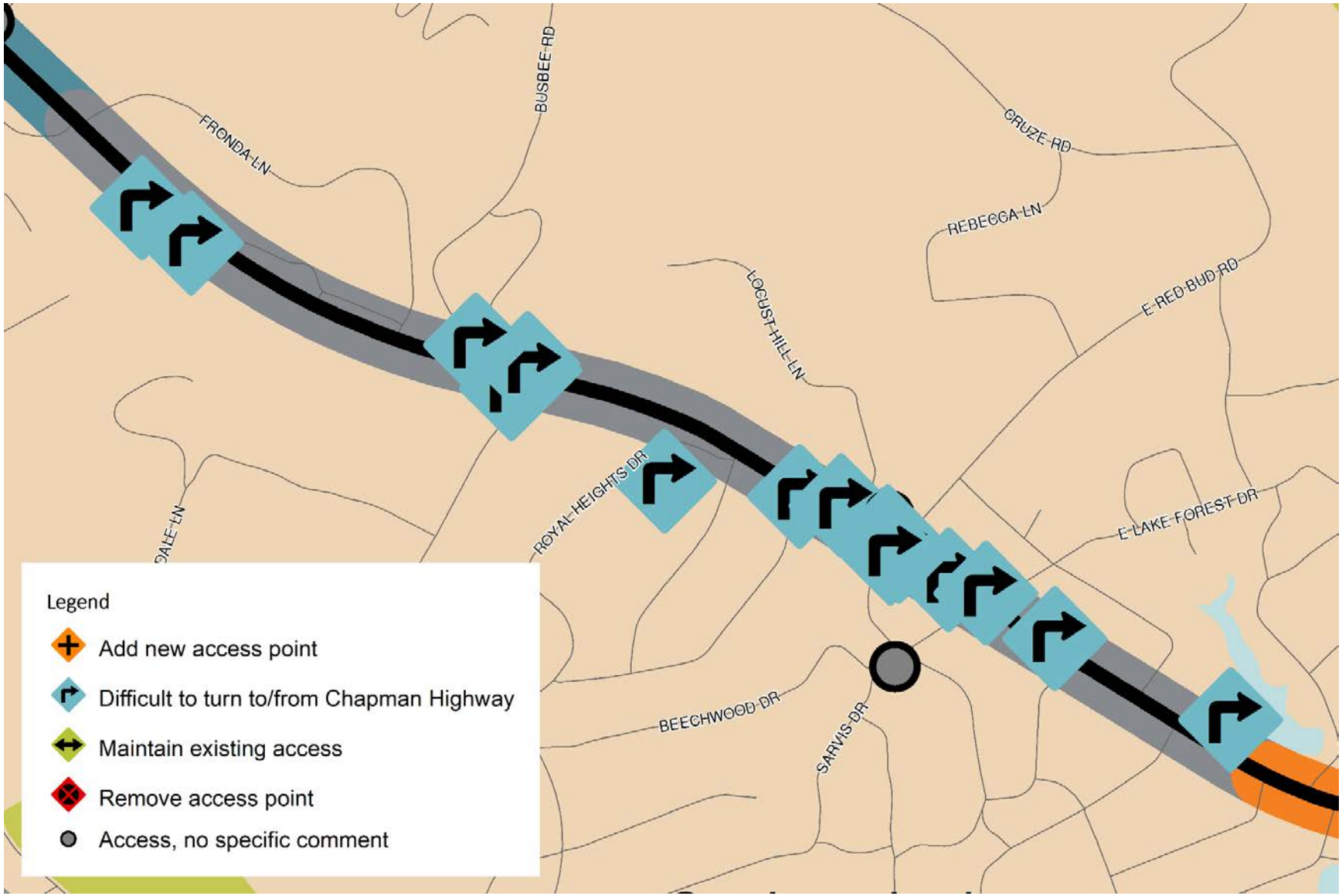
Map Markers

Segment 2, from Fronda Lane to Lakeview Drive, accounted for 23% of all map markers placed in the mapping exercise. The most popular marker type was safety, followed by bike/walk/bus. The chart below shows the full breakdown of marker types placed. The pages that follow outline where markers were placed along segment 1. All comments are provided as an appendix to this document.

Count of Marker Types Placed Along Segment 2

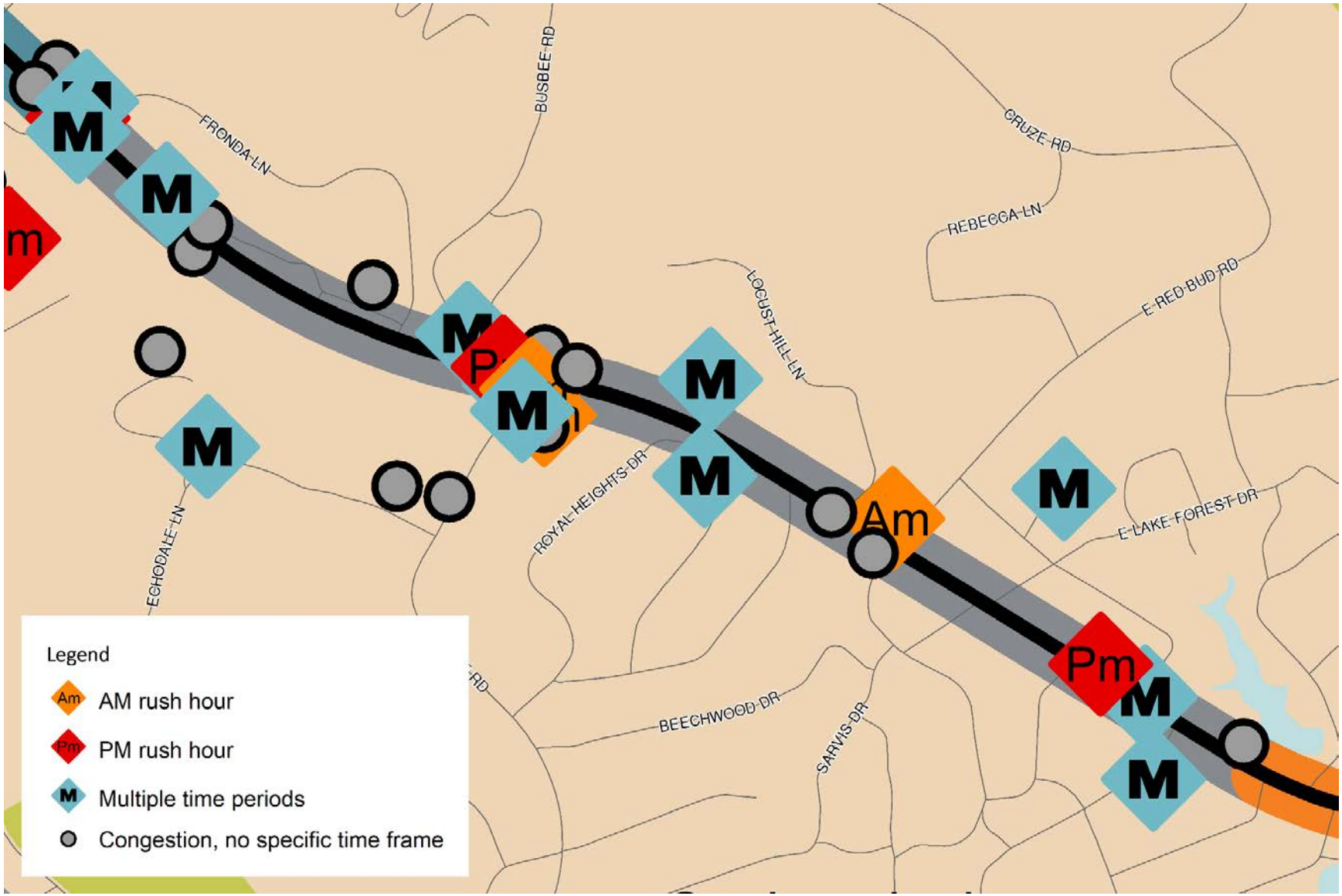


Segment 2 - Access Map Markers and Comments

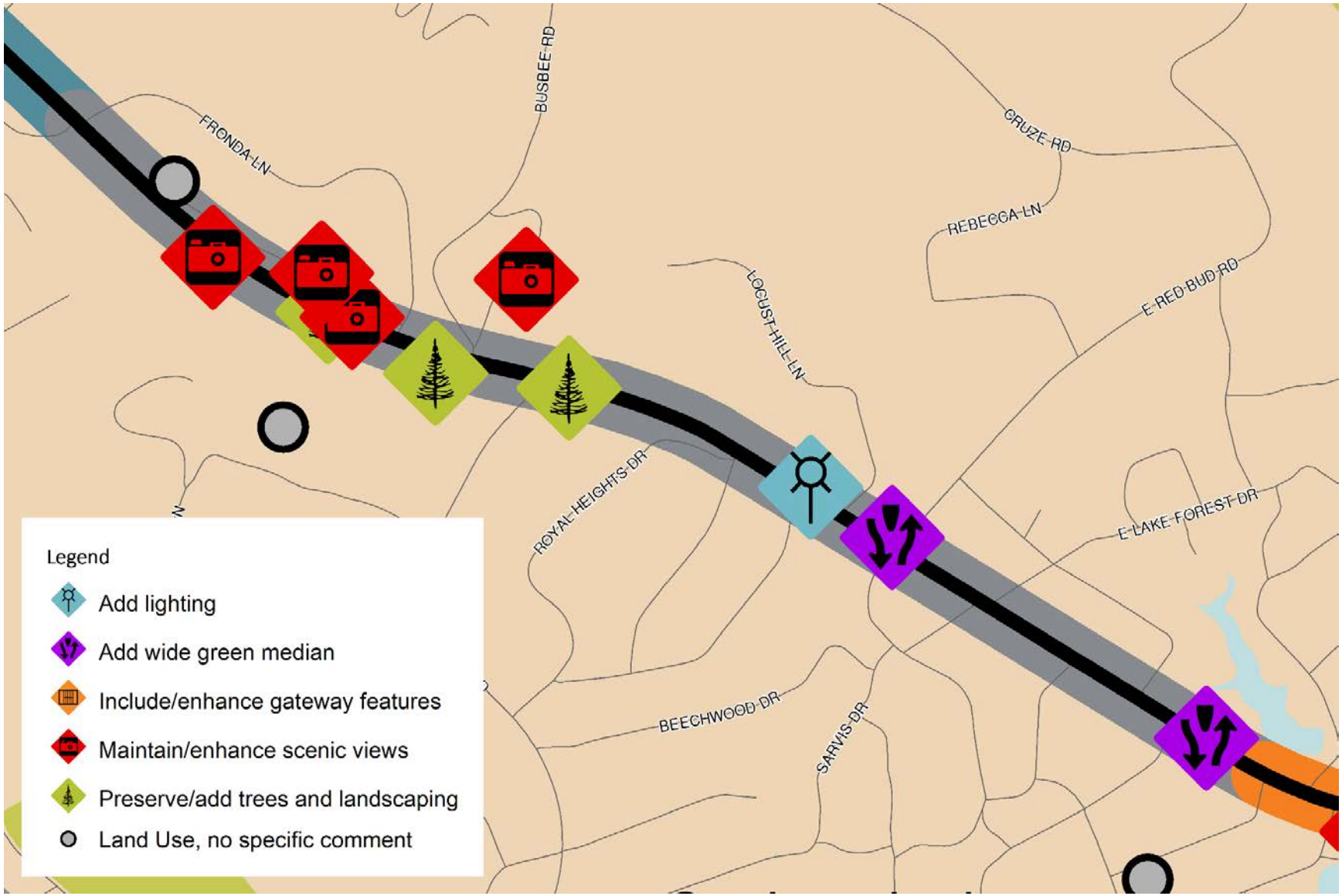


Segment 2 – Bike/Walk/Bus Map Markers and Comments

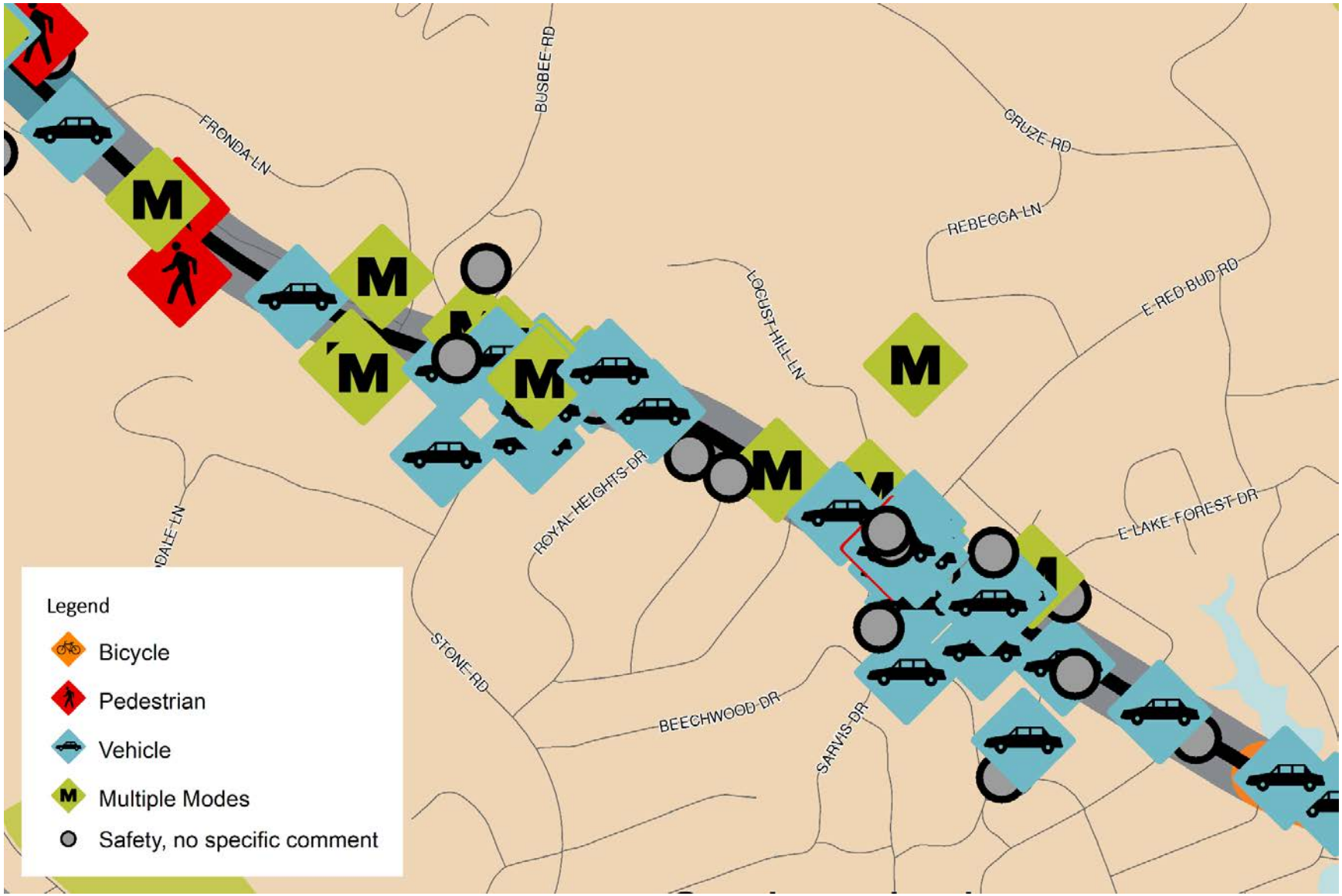
Segment 2 –Congestion Map Markers and Comments



Segment 2 –Land Use Map Markers and Comments



Segment 2 –Safety Map Markers and Comments

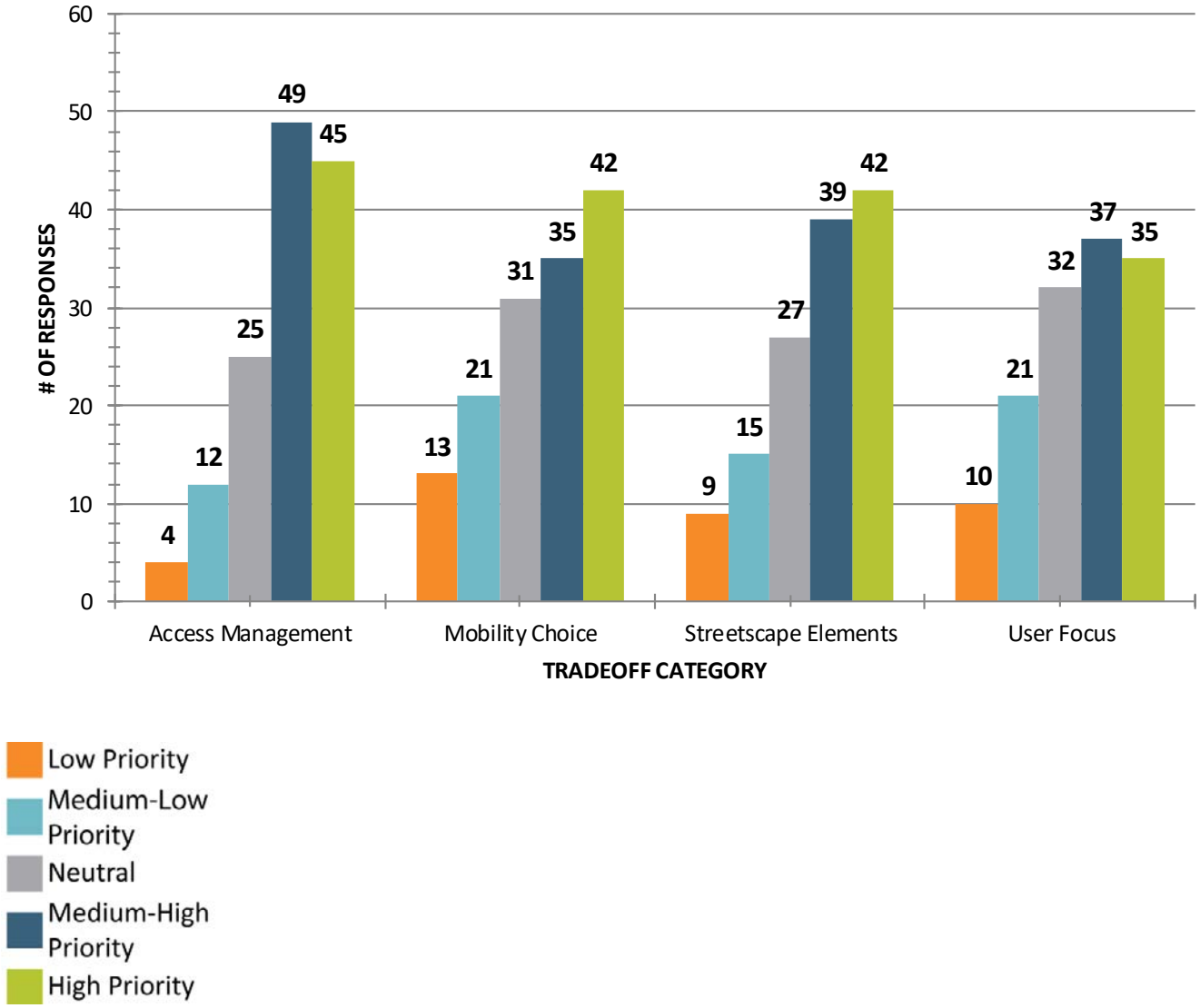


Segment 2 – Other Map Markers and Comments

SEGMENT 3: LAKEVIEW DRIVE TO CHAPMAN FORD CROSSING

Tradeoffs

For each segment, survey respondents were asked to consider tradeoffs associated with user focus, streetscape, mobility choices, and access management. This activity helped participants understand that tradeoffs are inevitable when considering transportation improvements. The figure below shows the results of this exercise for Segment 3.



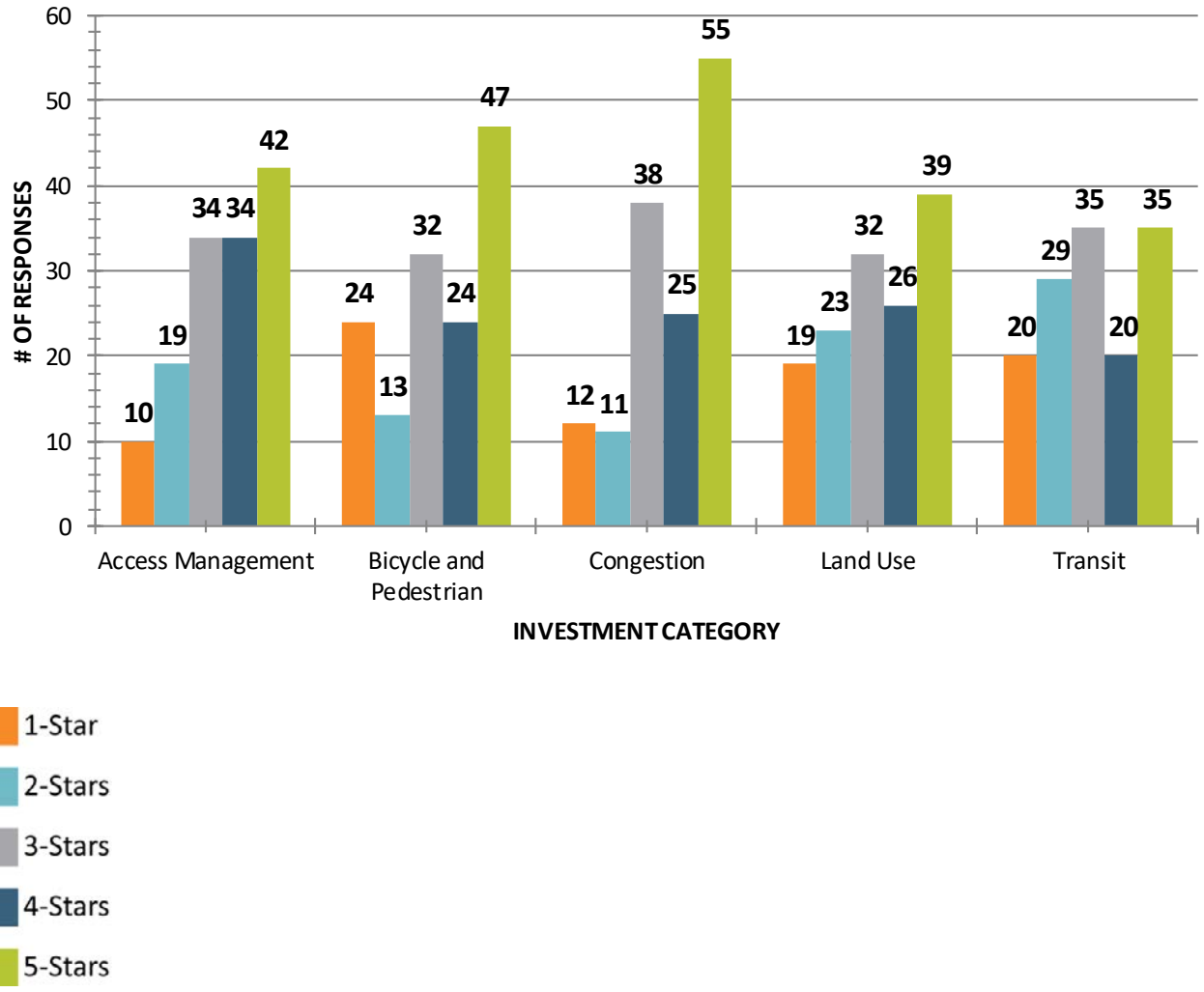
Investment Strategies

For each segment, survey respondents were asked to rank various investment strategies from 1 to 5 stars with 1 being lowest and 5 being highest. For Segment 3 the total count of each strategies' rating is shown in the figure below. The table below shows the total number of times each strategy was ranked and the average rank.

Segment 3 – Investment Strategy Ranking Summary

Investment Strategy	Number of Time Ranked	Average Rank
Access Management	140	3.550
Bicycle and Pedestrian	141	3.397
Congestion	142	3.718
Land Use	140	3.293
Transit	140	3.136

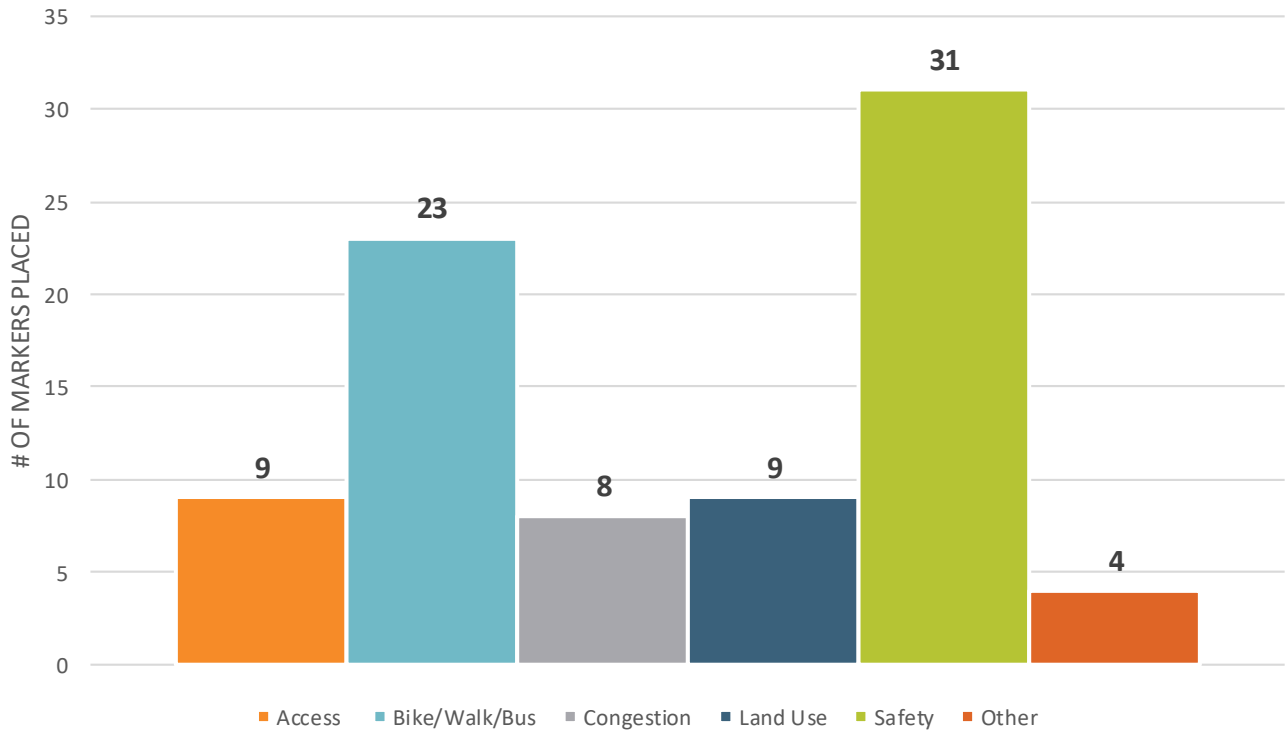
Segment 3 – Investment Strategies



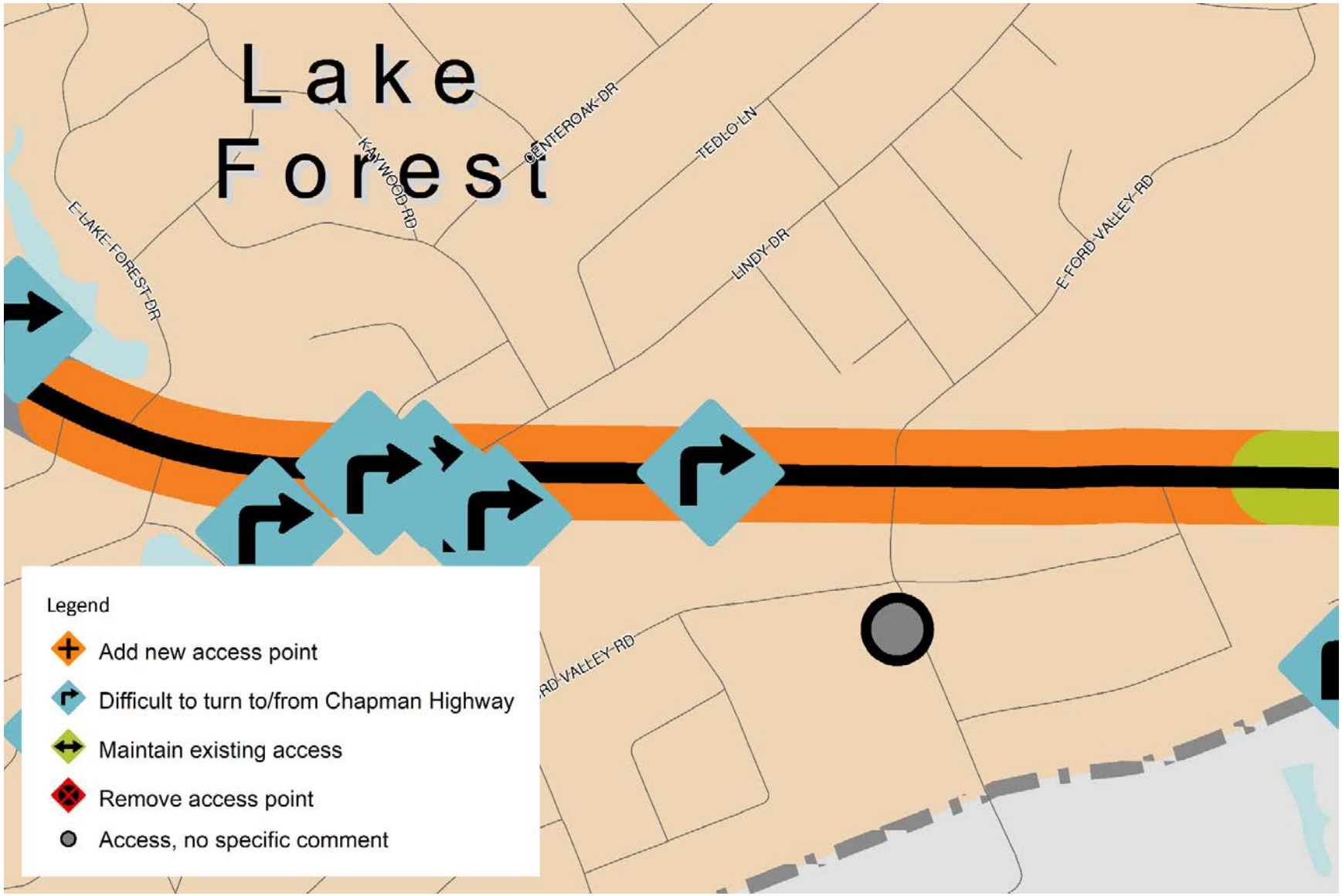
Map Markers

Segment 3, from Lakeview Drive to Chapman Ford Crossing, accounted for 9% of map markers placed in the mapping exercise. The most popular marker types were safety and bike/walk/bus. The chart below shows the full breakdown of marker types placed. The pages that follow outline where markers were placed along segment 3. All comments are provided as an appendix to this document.

Count of Marker Types Placed Along Segment 3

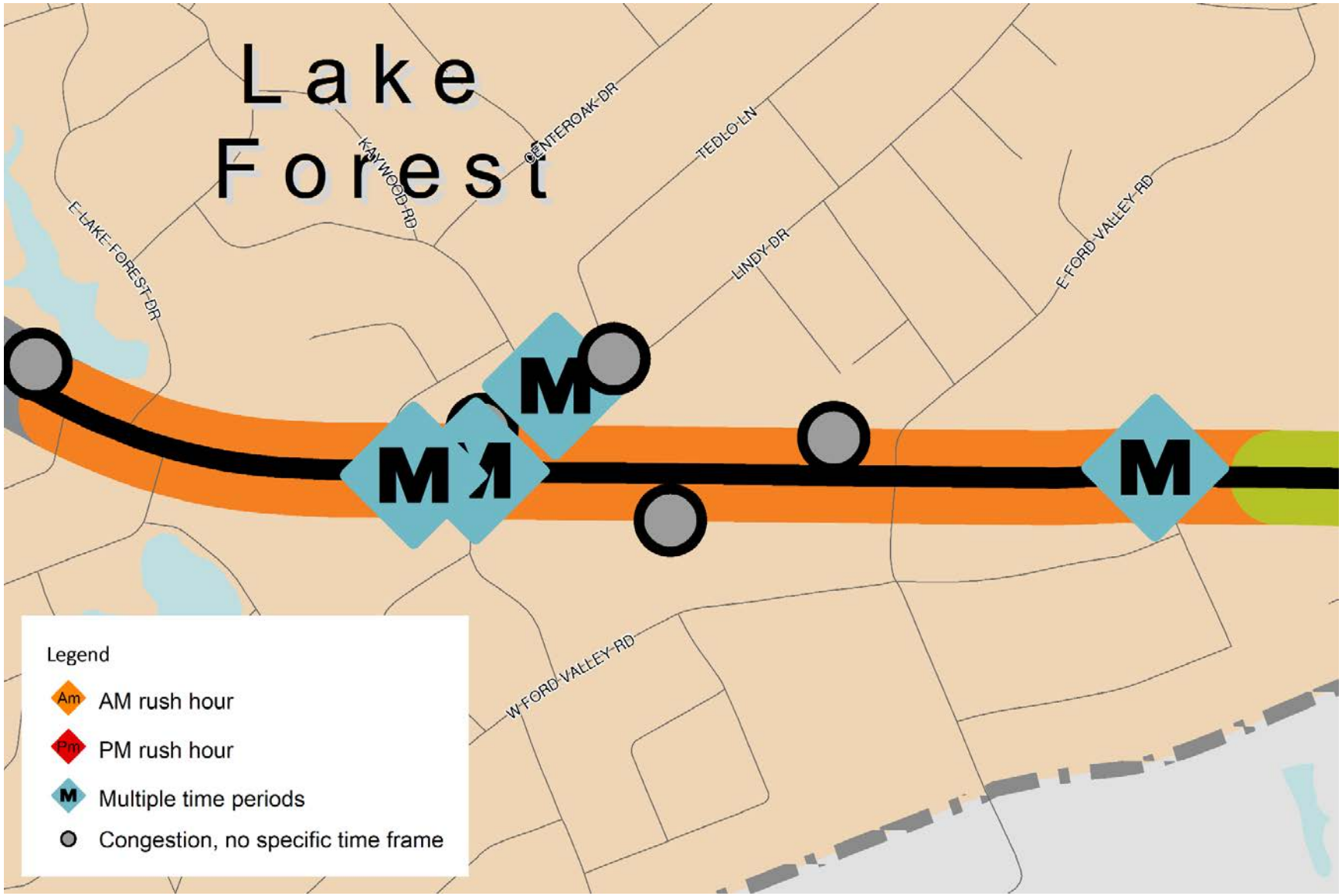


Segment 3 - Access Map Markers and Comments

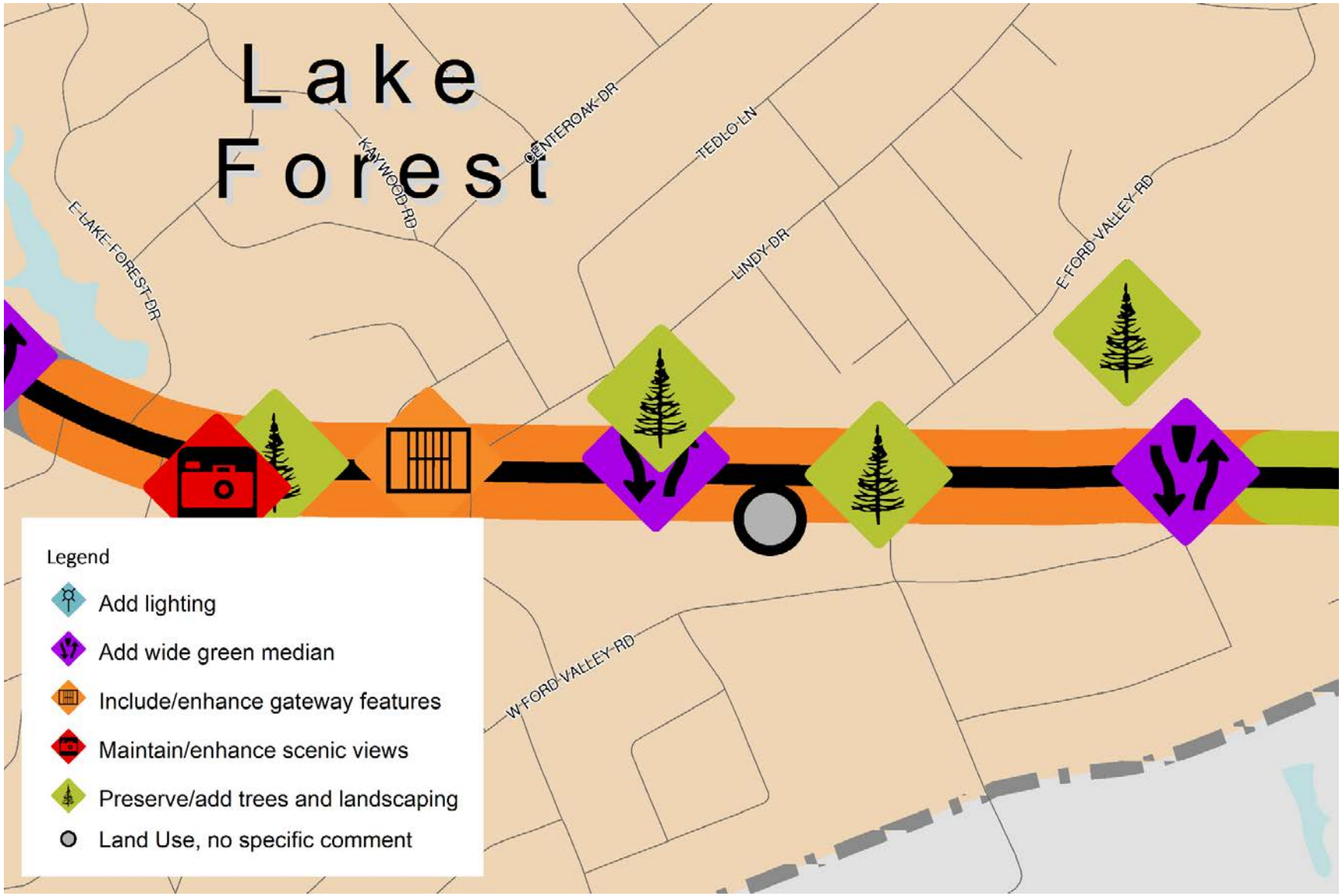


Segment 3 – Bike/Walk/Bus Map Markers and Comments

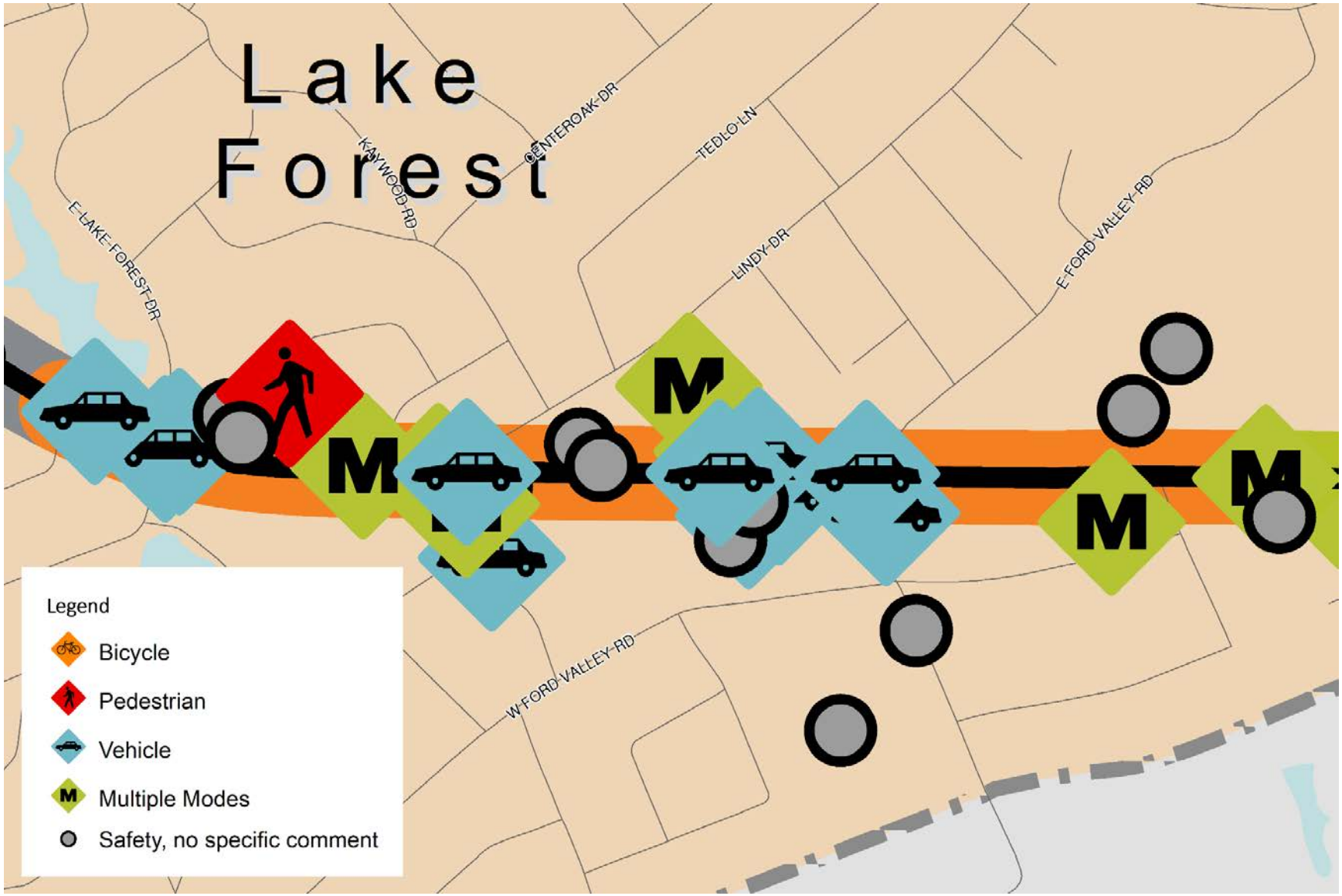
Segment 3 –Congestion Map Markers and Comments



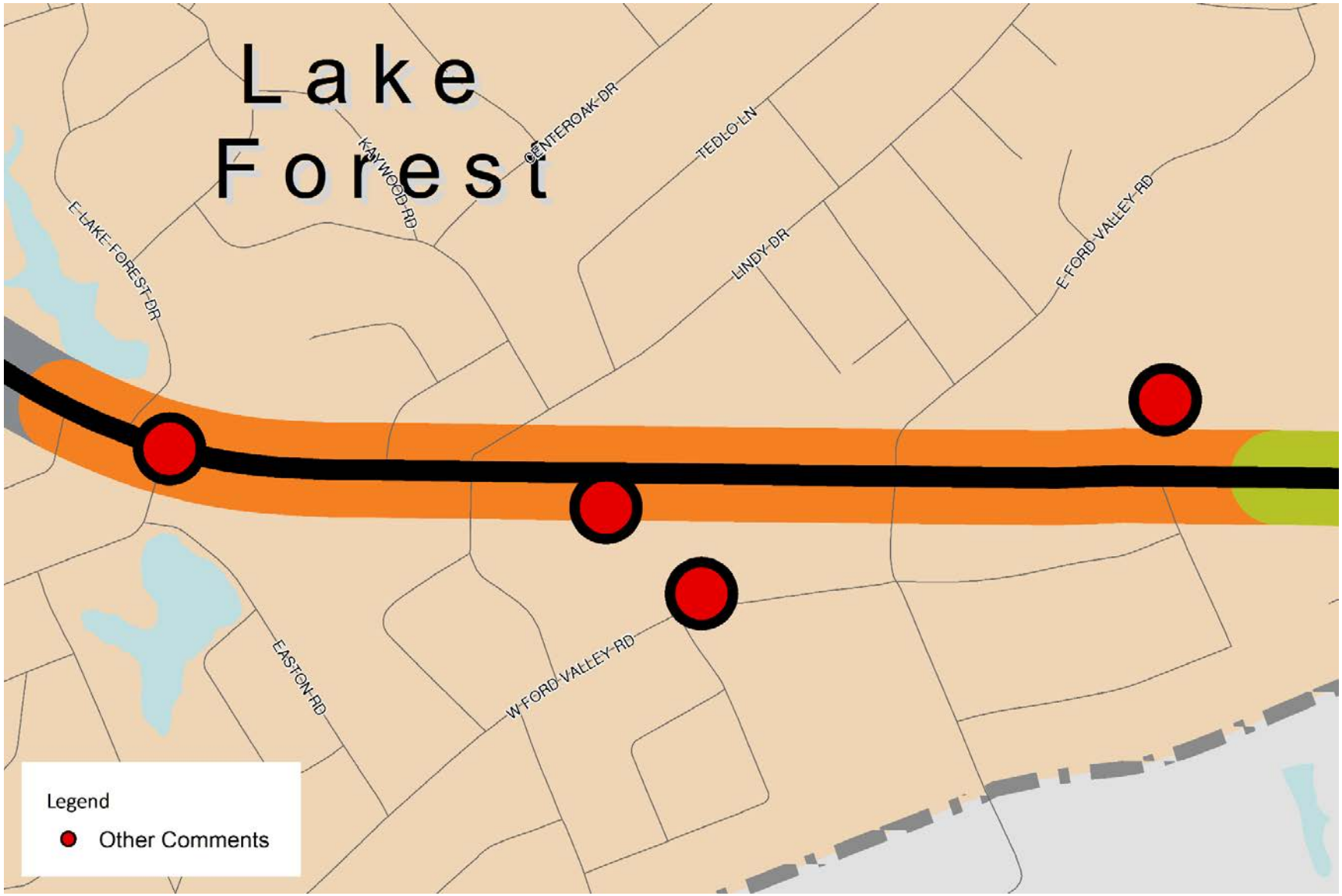
Segment 3 –Land Use Map Markers and Comments



Segment 3 –Safety Map Markers and Comments



Segment 3 – Other Map Markers and Comments

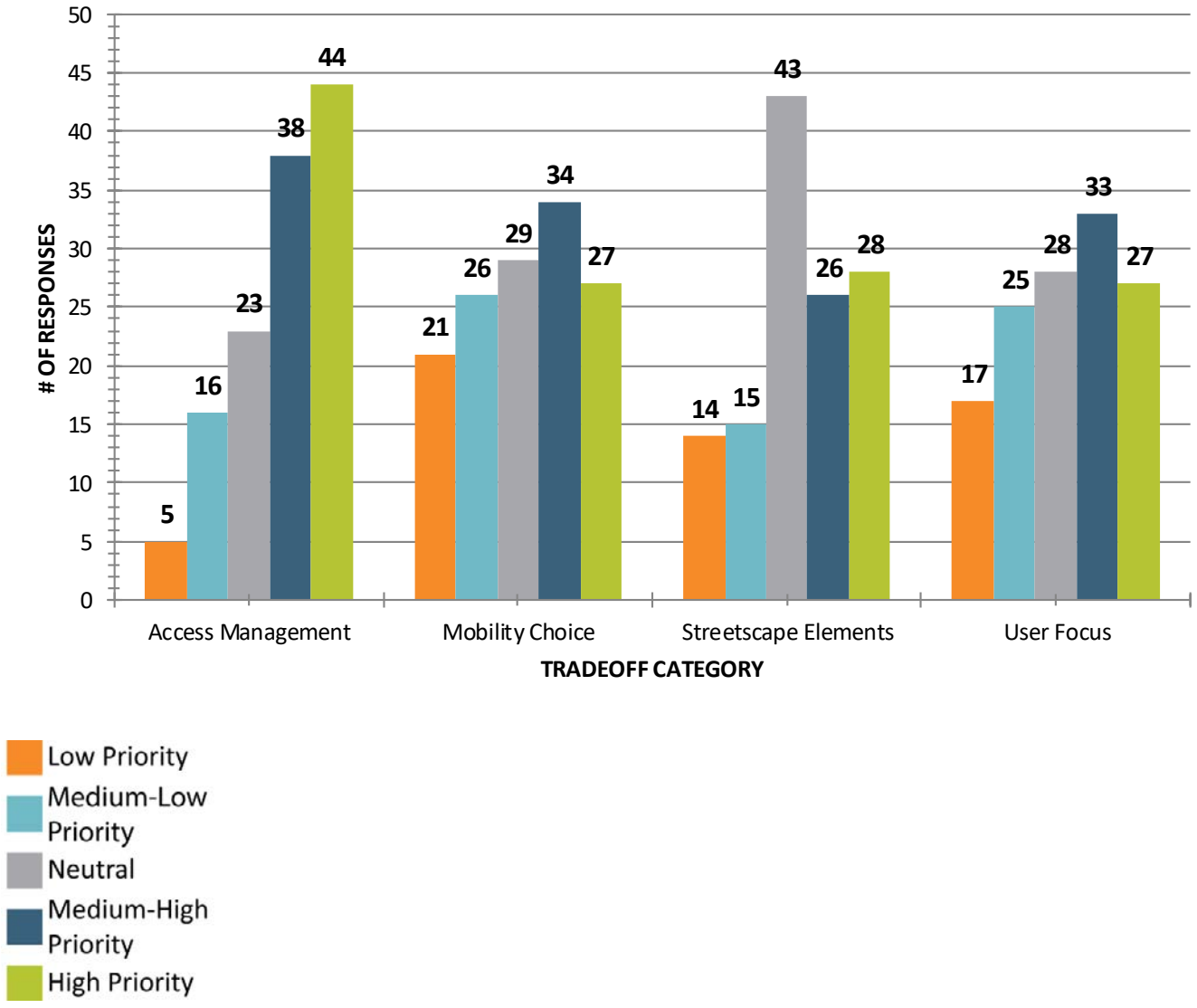


SEGMENT 4: CHAPMAN FORD CROSSING TO NIXON ROAD

Tradeoffs

For each segment, survey respondents were asked to consider tradeoffs associated with user focus, streetscape, mobility choices, and access management. This activity helped participants understand that tradeoffs are inevitable when considering transportation improvements. The figure below shows the results of this exercise for Segment 4.

Segment 4 – Tradeoffs Results by Category



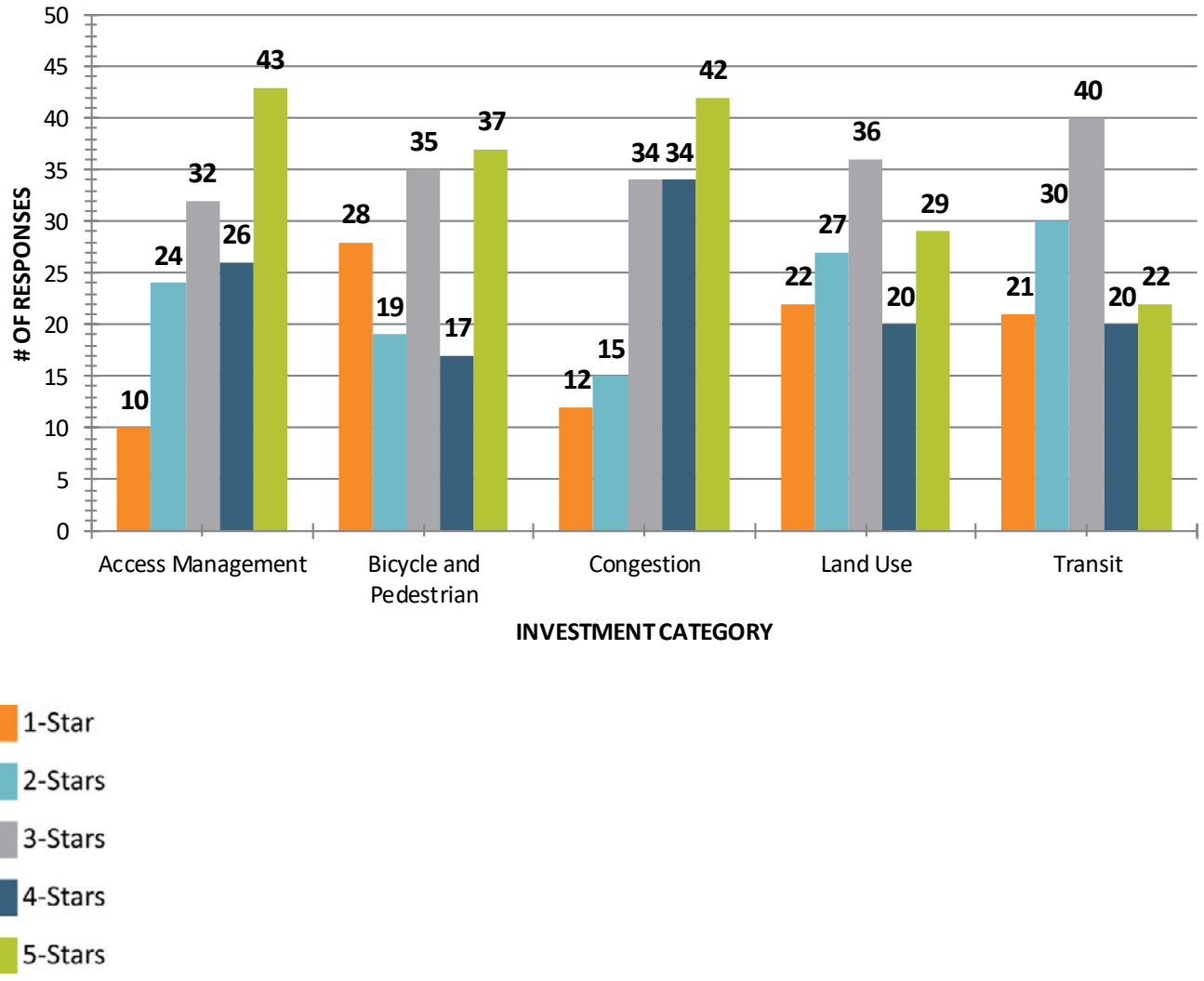
Investment Strategies

For each segment, survey respondents were asked to rank various investment strategies from 1 to 5 stars with 1 being lowest and 5 being highest. For Segment 1 the total count of each strategies' rating is shown in the figure below. The table below shows the total number of times each strategy was ranked and the average rank.

Segment 4 – Investment Strategy Ranking Summary

Investment Strategy	Number of Time Ranked	Average Rank
Access Management	136	3.485
Bicycle and Pedestrian	137	3.109
Congestion	138	3.587
Land Use	135	3.037
Transit	134	2.925

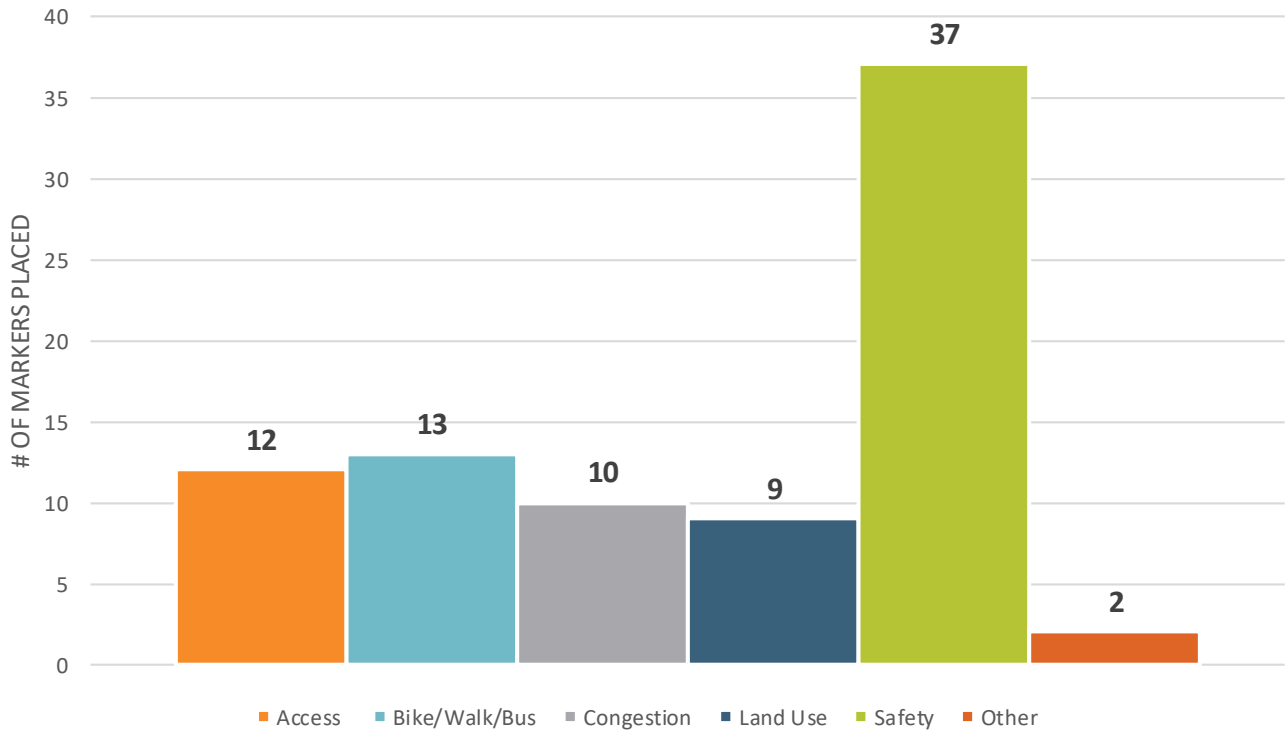
Segment 4 – Investment Strategies



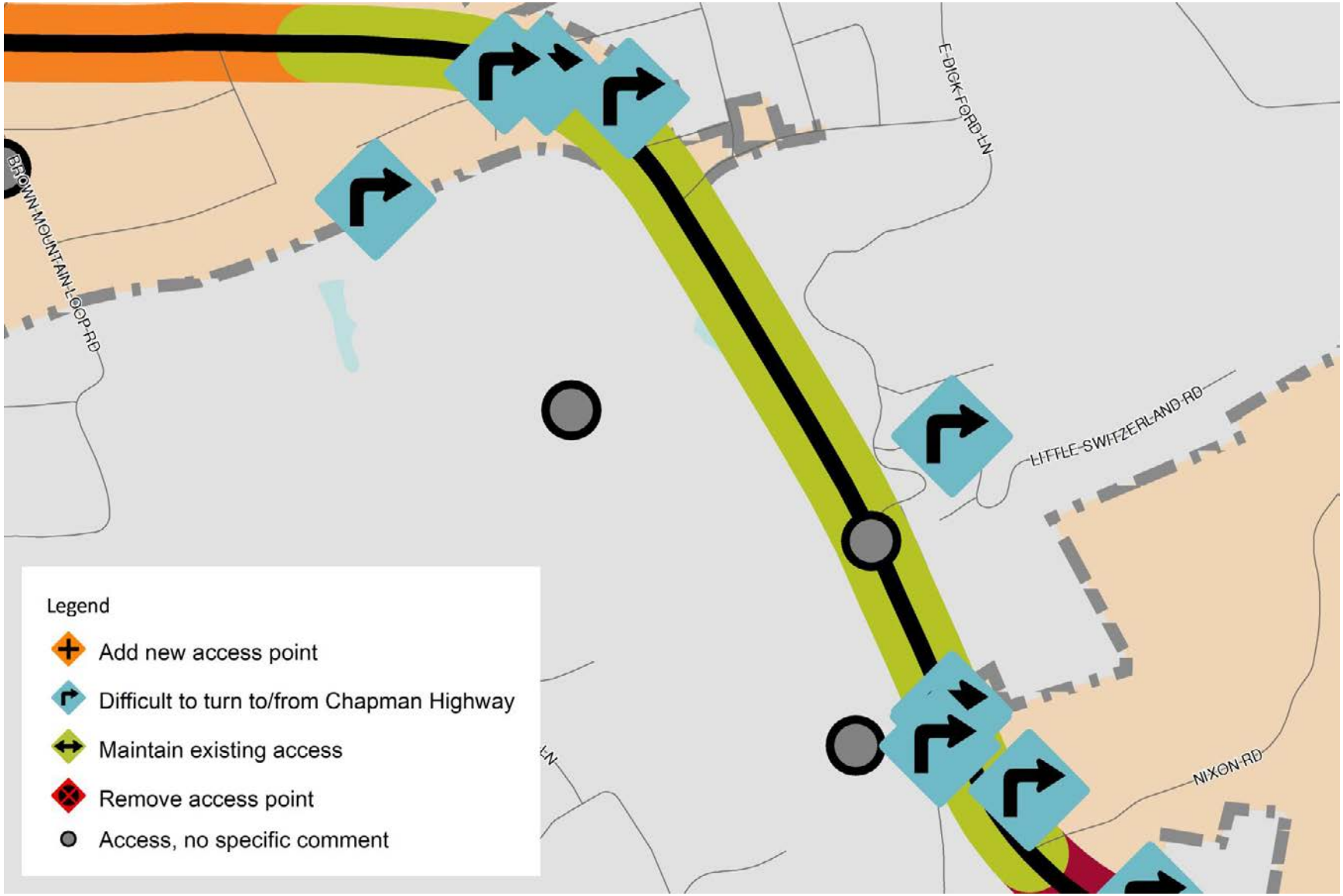
Map Markers

Segment 4, Chapman Ford Crossing to Nixon Road, accounted for 9% of all map markers placed in the mapping exercise. The most popular marker was safety, with all other categories being significantly lower. The chart below shows the full breakdown of marker types placed. The pages that follow outline where markers were placed along segment 4. All comments are provided as an appendix to this document.

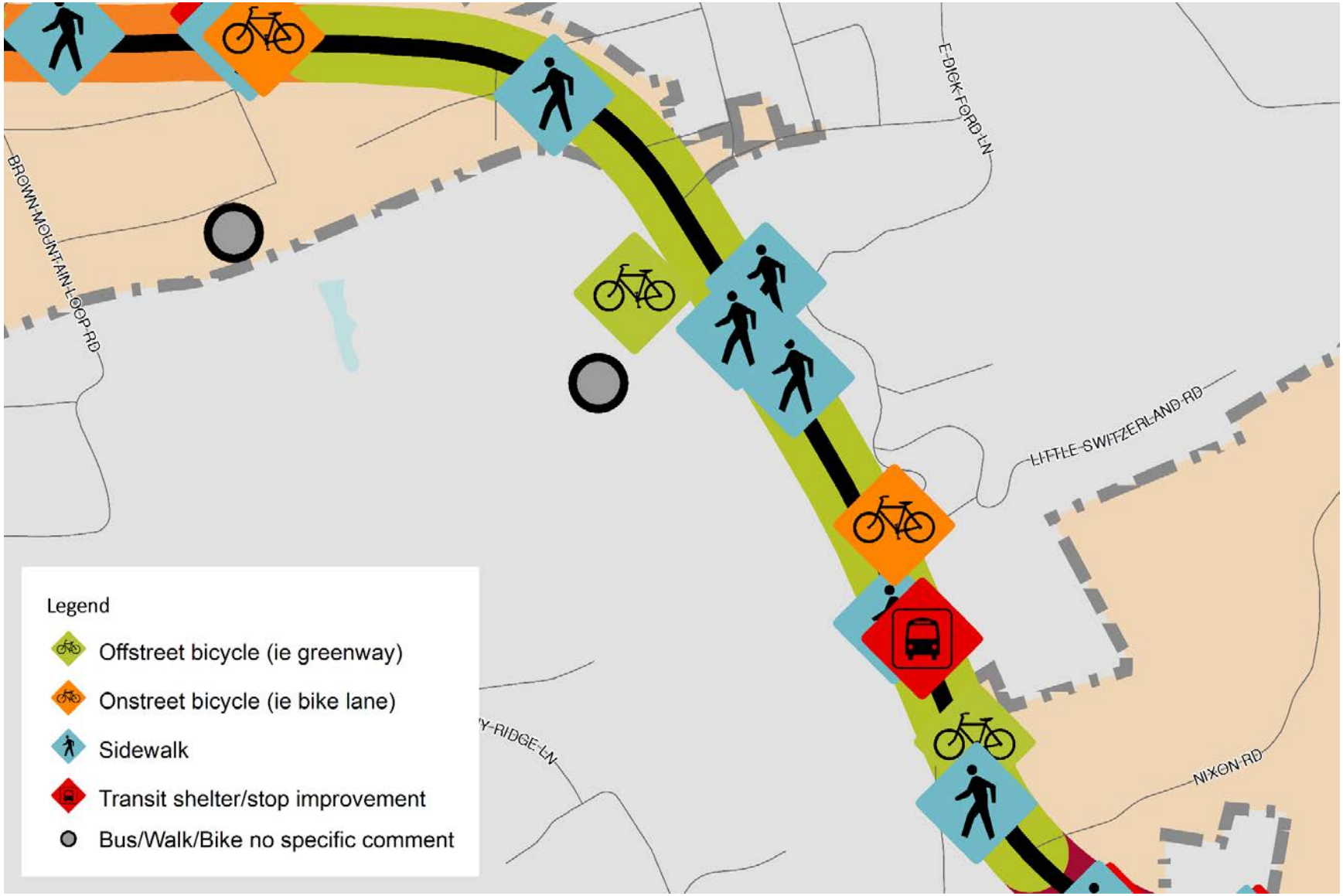
Count of Marker Types Placed Along Segment 4



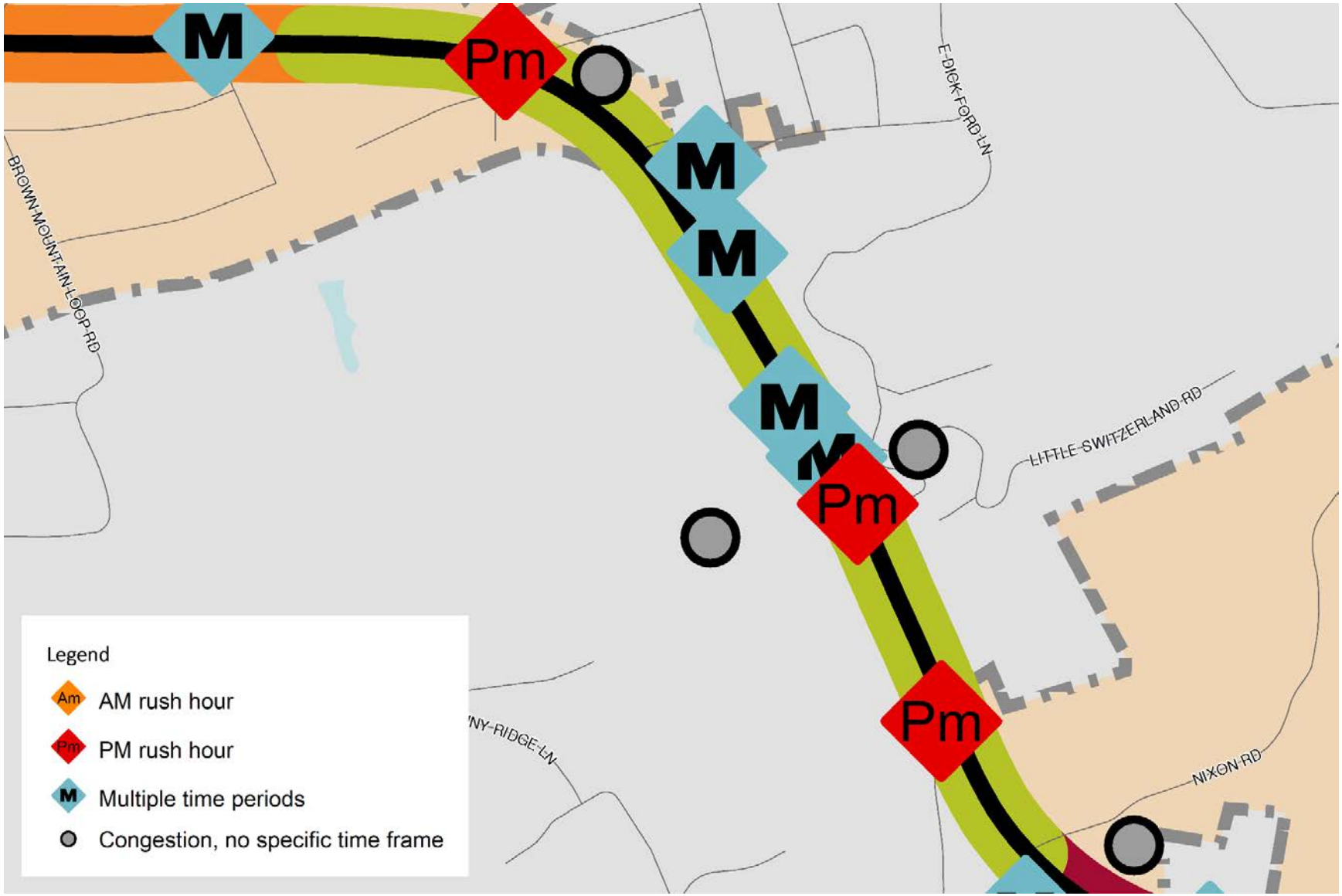
Segment 4 - Access Map Markers and Comments



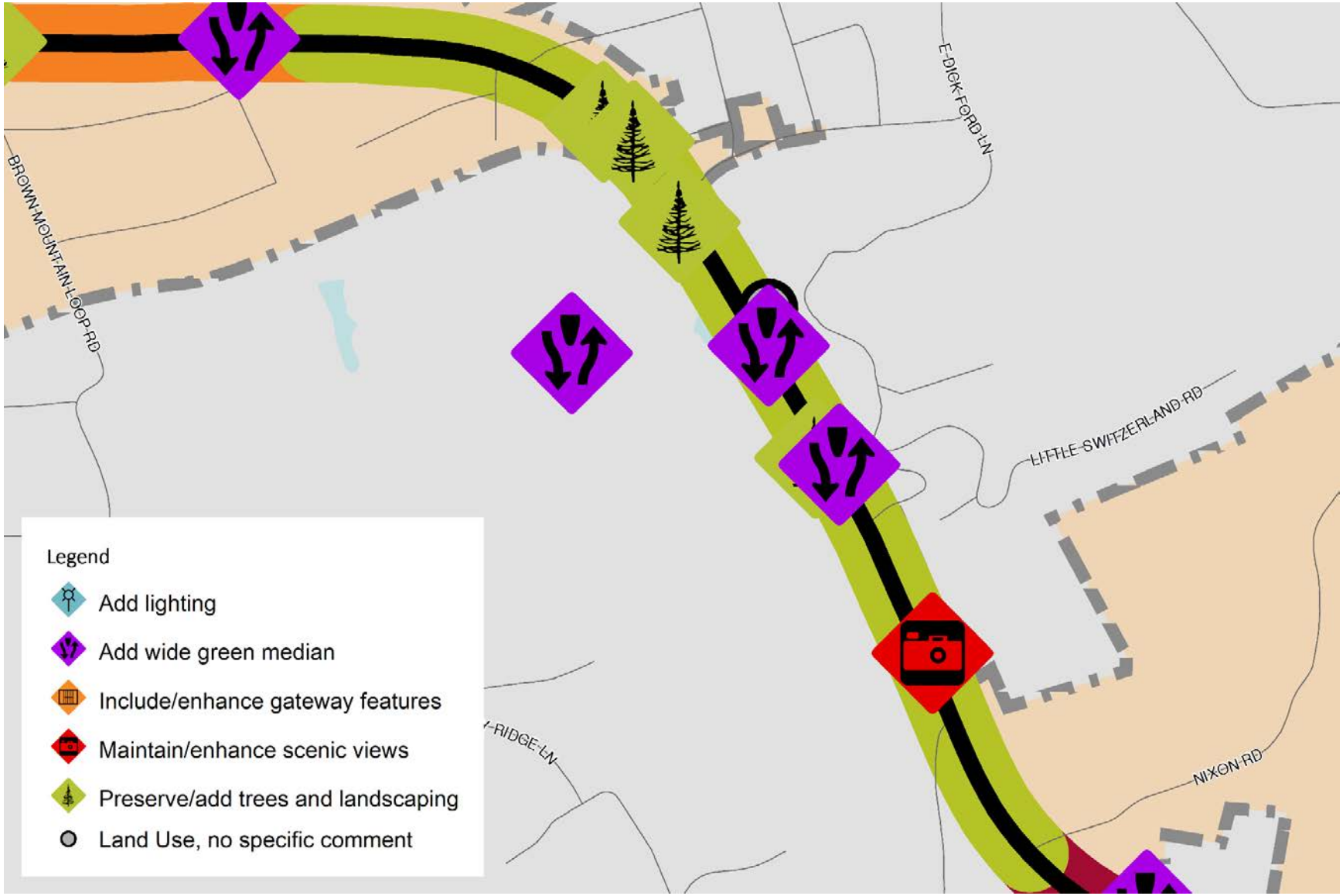
Segment 4 – Bike/Walk/Bus Map Markers and Comments



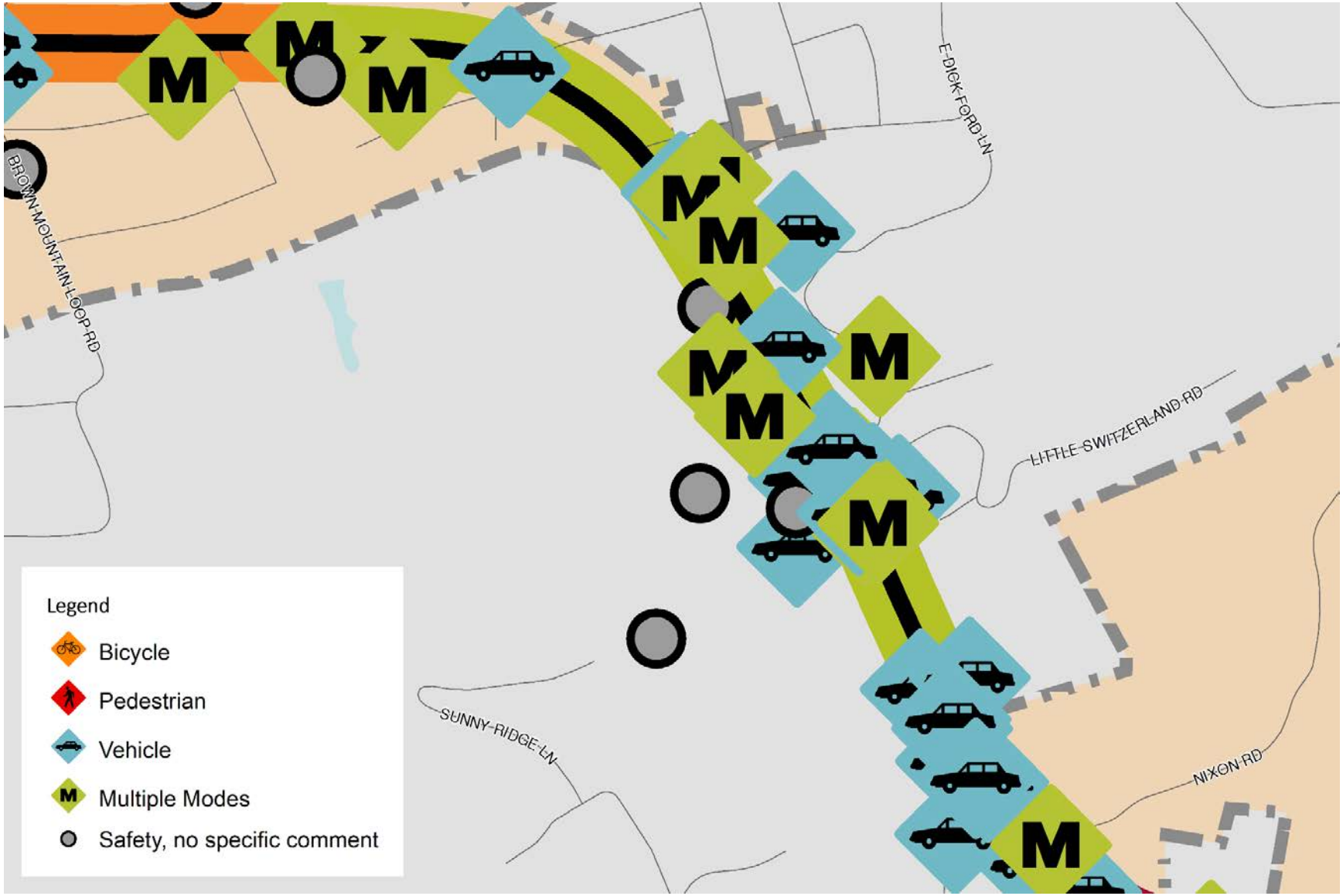
Segment 4 –Congestion Map Markers and Comments



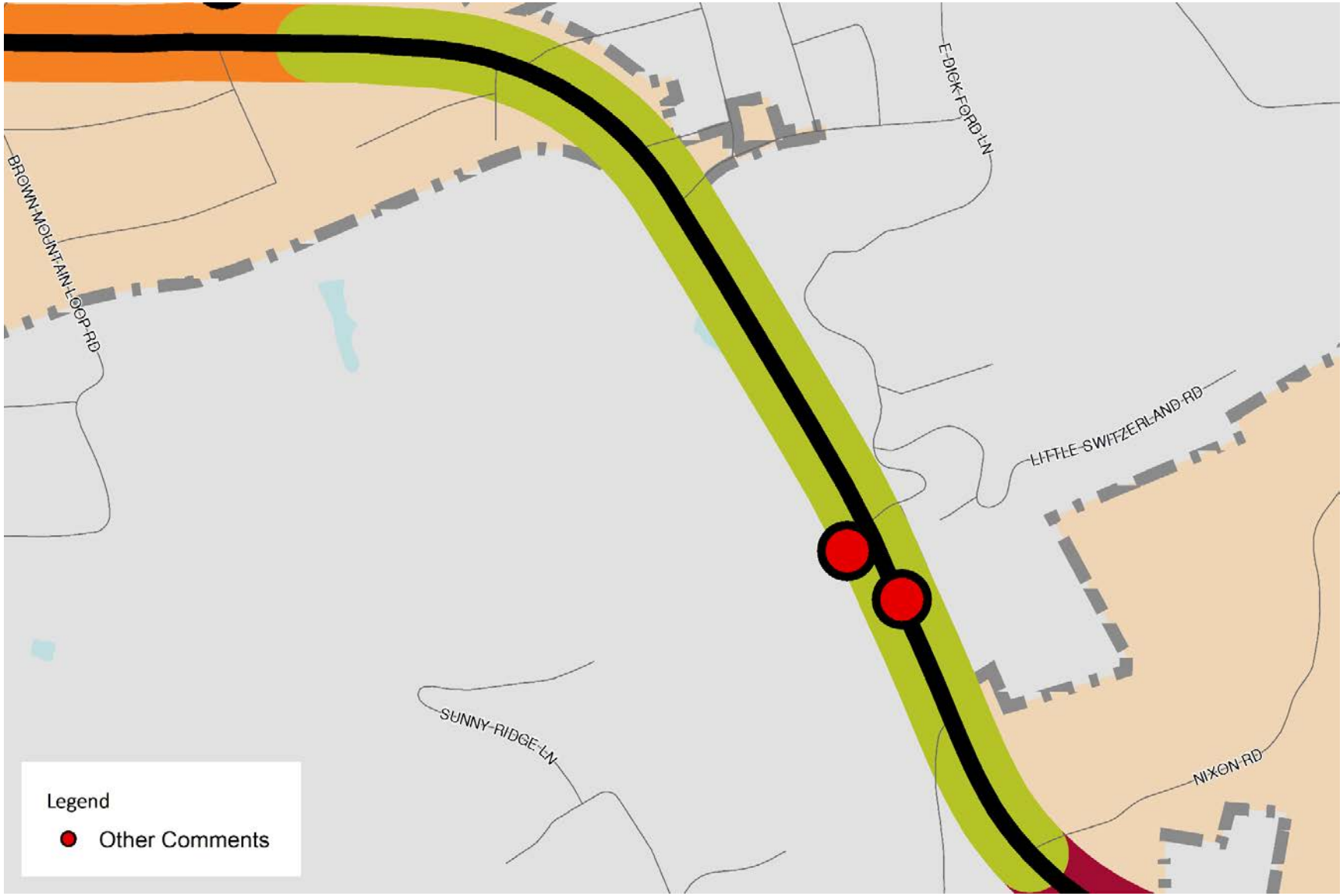
Segment 4 –Land Use Map Markers and Comments



Segment 4 –Safety Map Markers and Comments



Segment 4 – Other Map Markers and Comments

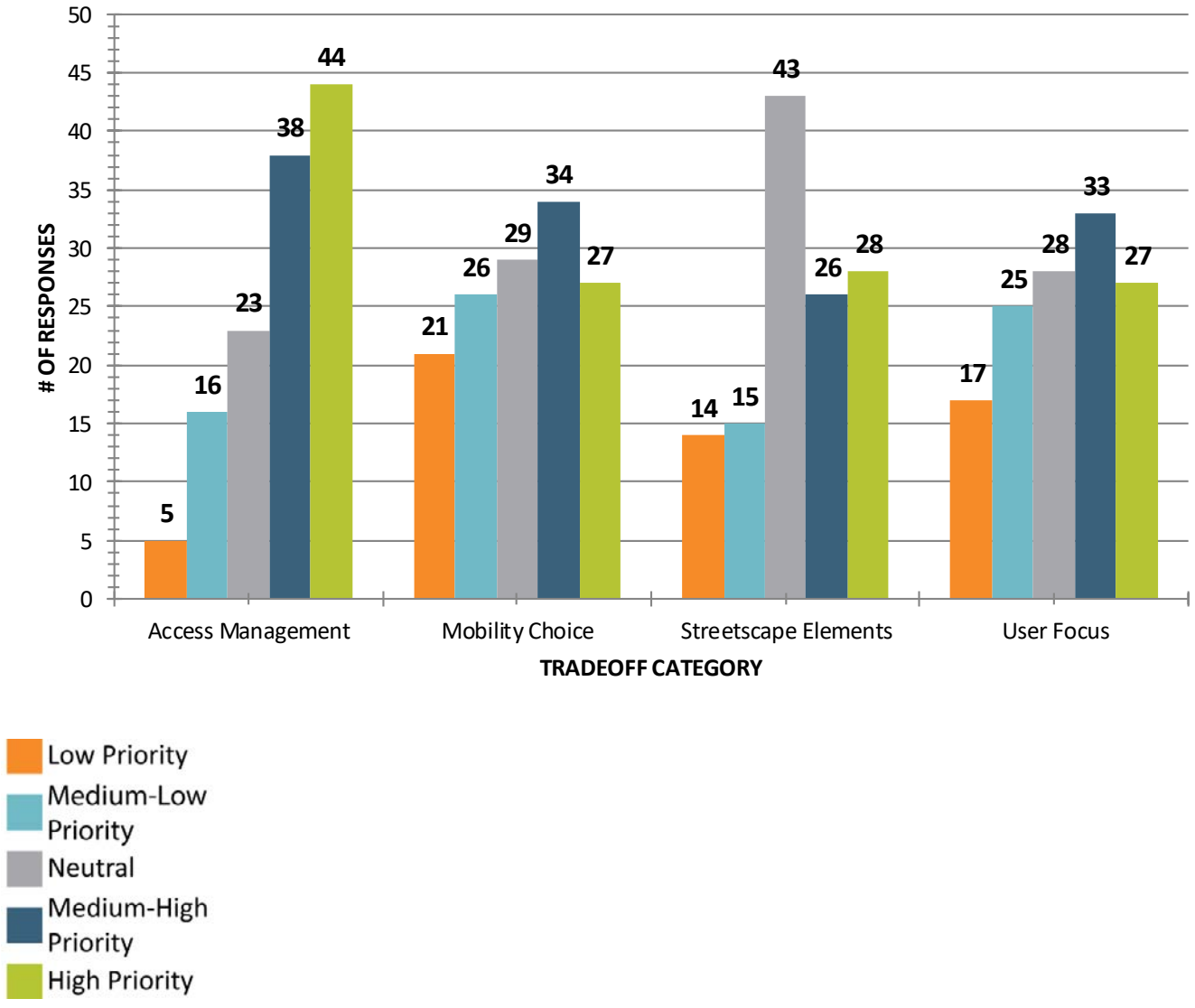


SEGMENT 5: NIXON ROAD TO MOUNTAIN GROVE DRIVE

Tradeoffs

For each segment, survey respondents were asked to consider tradeoffs associated with user focus, streetscape, mobility choices, and access management. This activity helped participants understand that tradeoffs are inevitable when considering transportation improvements. The figure below shows the results of this exercise for Segment 5.

Segment 5 – Tradeoffs Results by Category



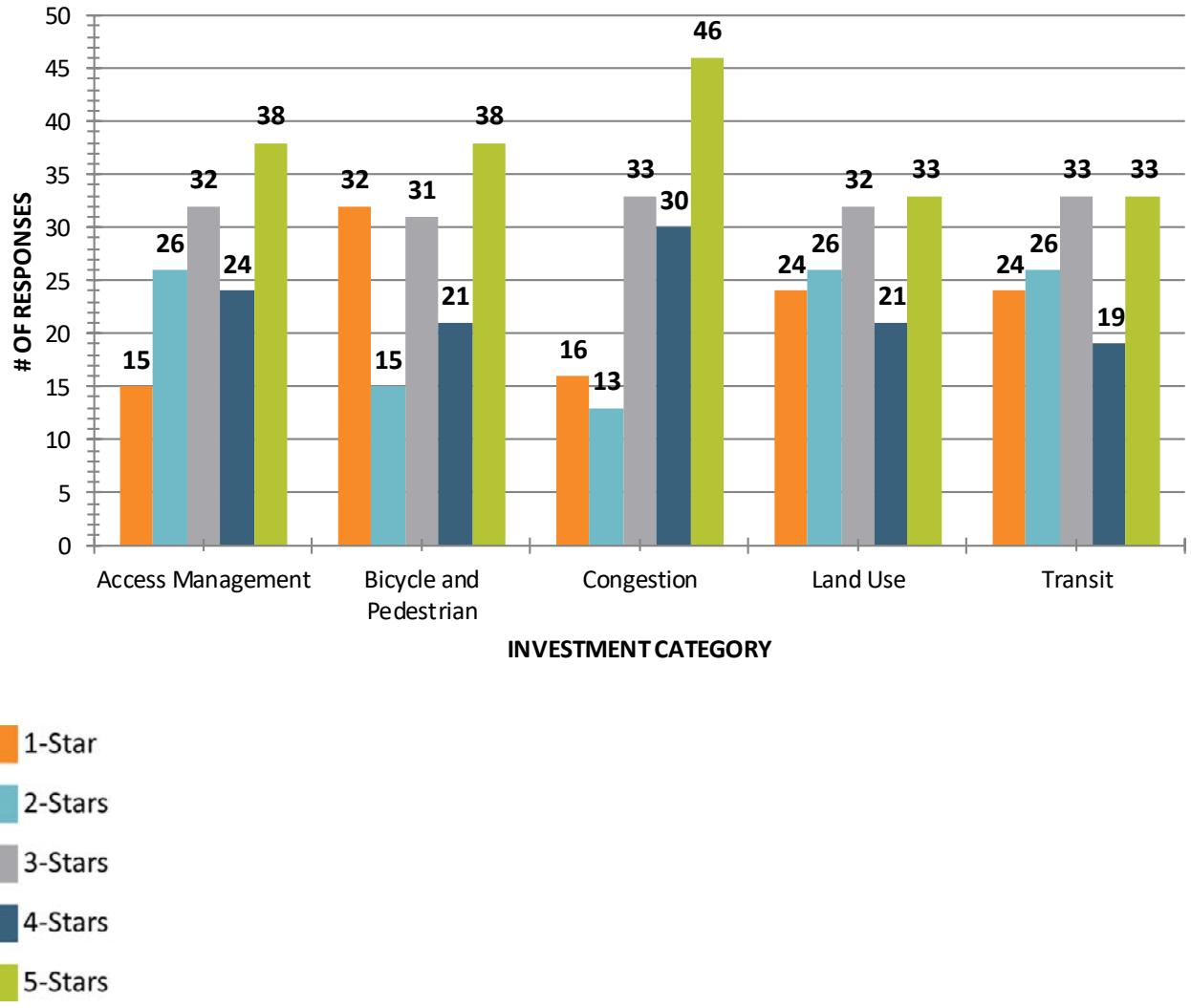
Investment Strategies

For each segment, survey respondents were asked to rank various investment strategies from 1 to 5 stars with 1 being lowest and 5 being highest. For Segment 5 the total count of each strategies' rating is shown in the figure below. The table below shows the total number of times each strategy was ranked and the average rank.

Segment 5 – Investment Strategy Ranking Summary

Investment Strategy	Number of Time Ranked	Average Rank
Access Management	136	3.309
Bicycle and Pedestrian	138	3.123
Congestion	139	3.568
Land Use	137	3.080
Transit	136	3.066

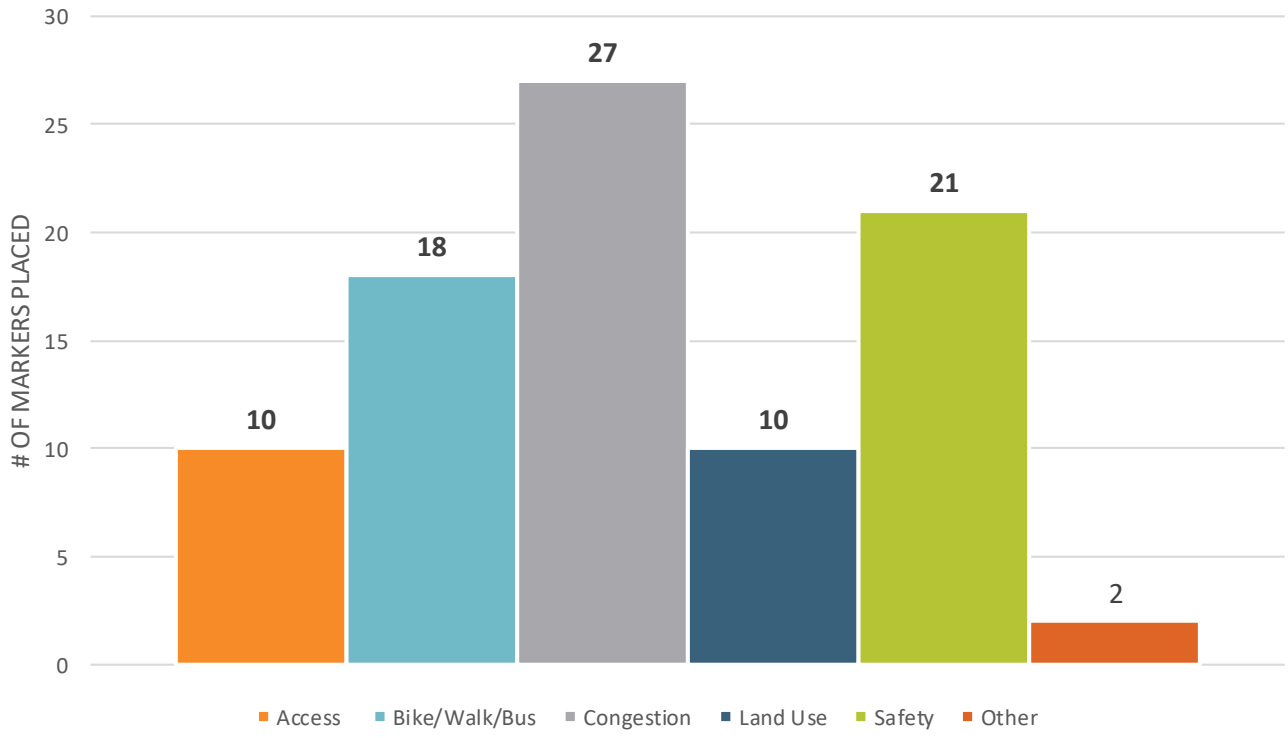
Segment 5 – Investment Strategies



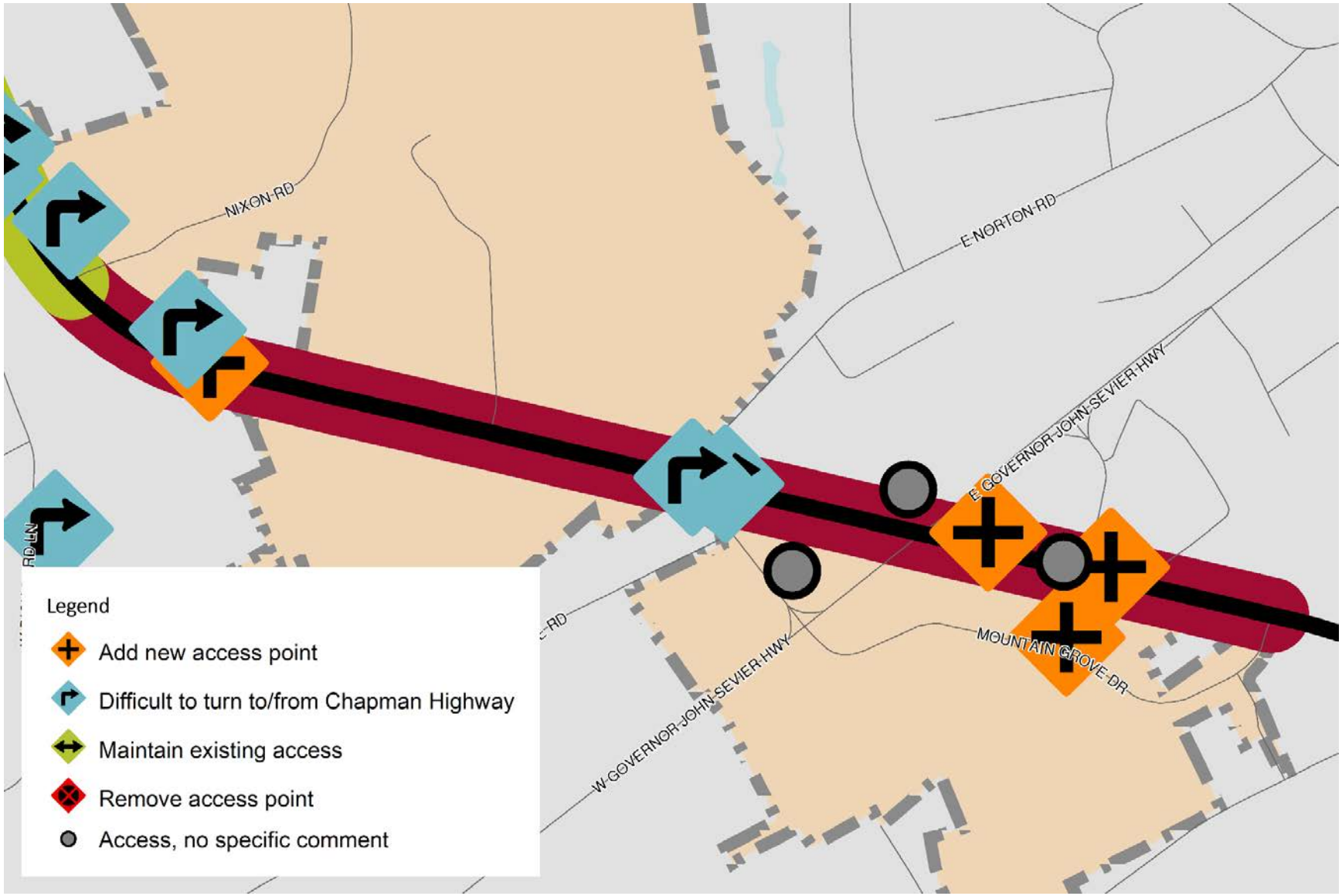
Map Markers

Segment 5, from Nixon Road to Mountain Grove Drive, accounted for 10% of all map markers placed in the mapping exercise. The most popular marker types were congestion and safety, followed closely by bike/walk/bus. The chart below shows the full breakdown of marker types placed. The pages that follow outline where markers were placed along segment 4. All comments are provided as an appendix to this document.

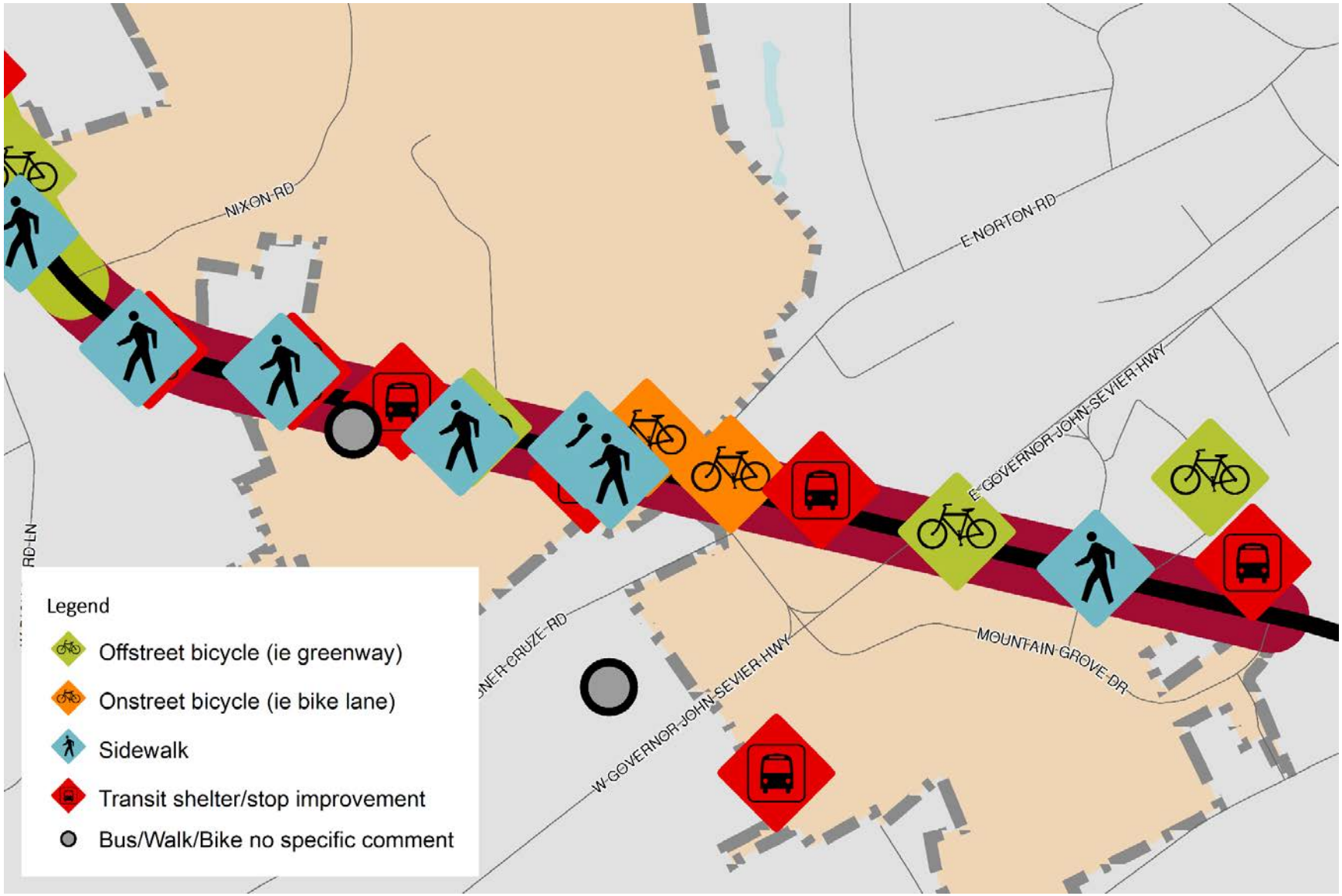
Count of Marker Types Placed Along Segment 5



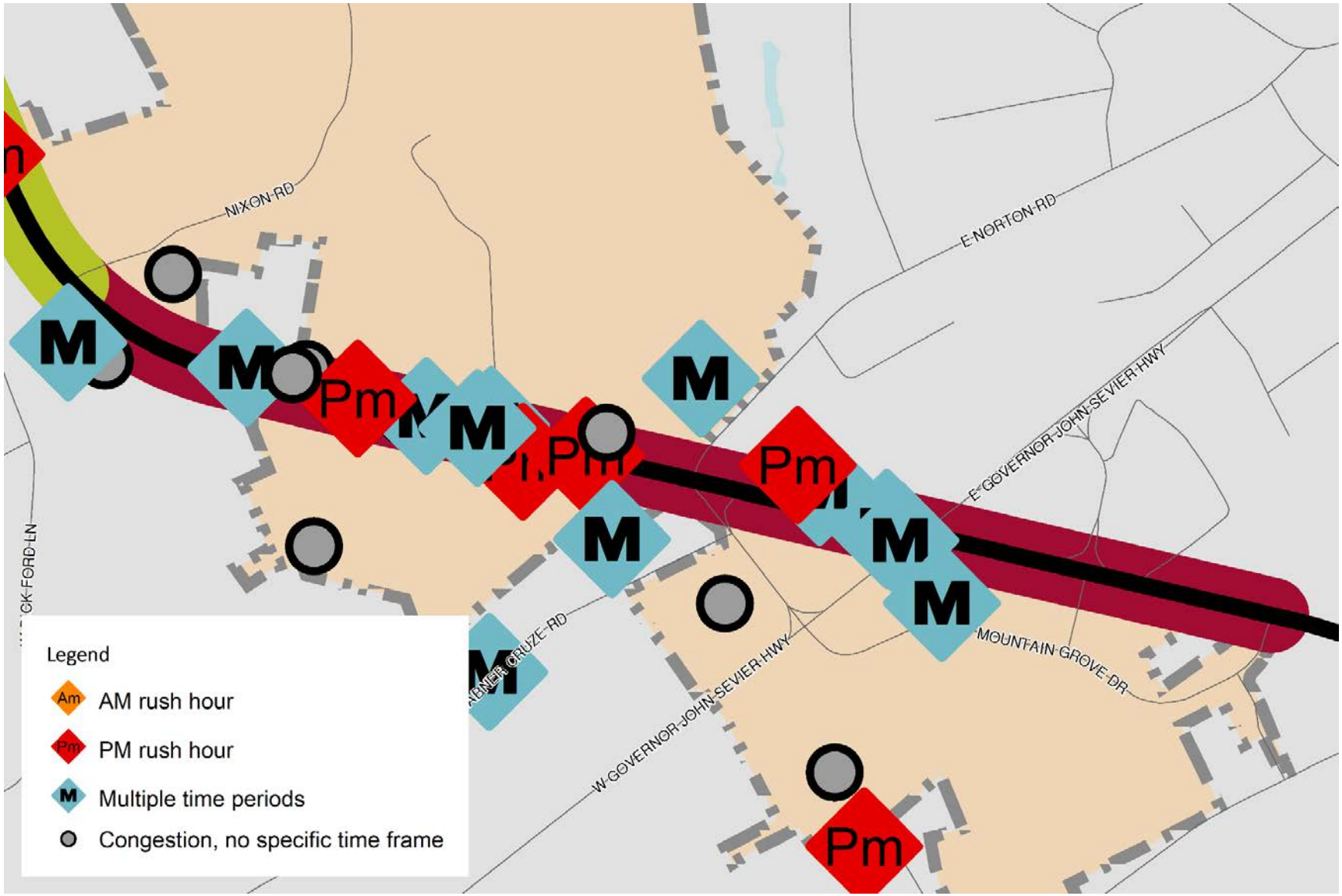
Segment 5 - Access Map Markers and Comments



Segment 5 – Bike/Walk/Bus Map Markers and Comments

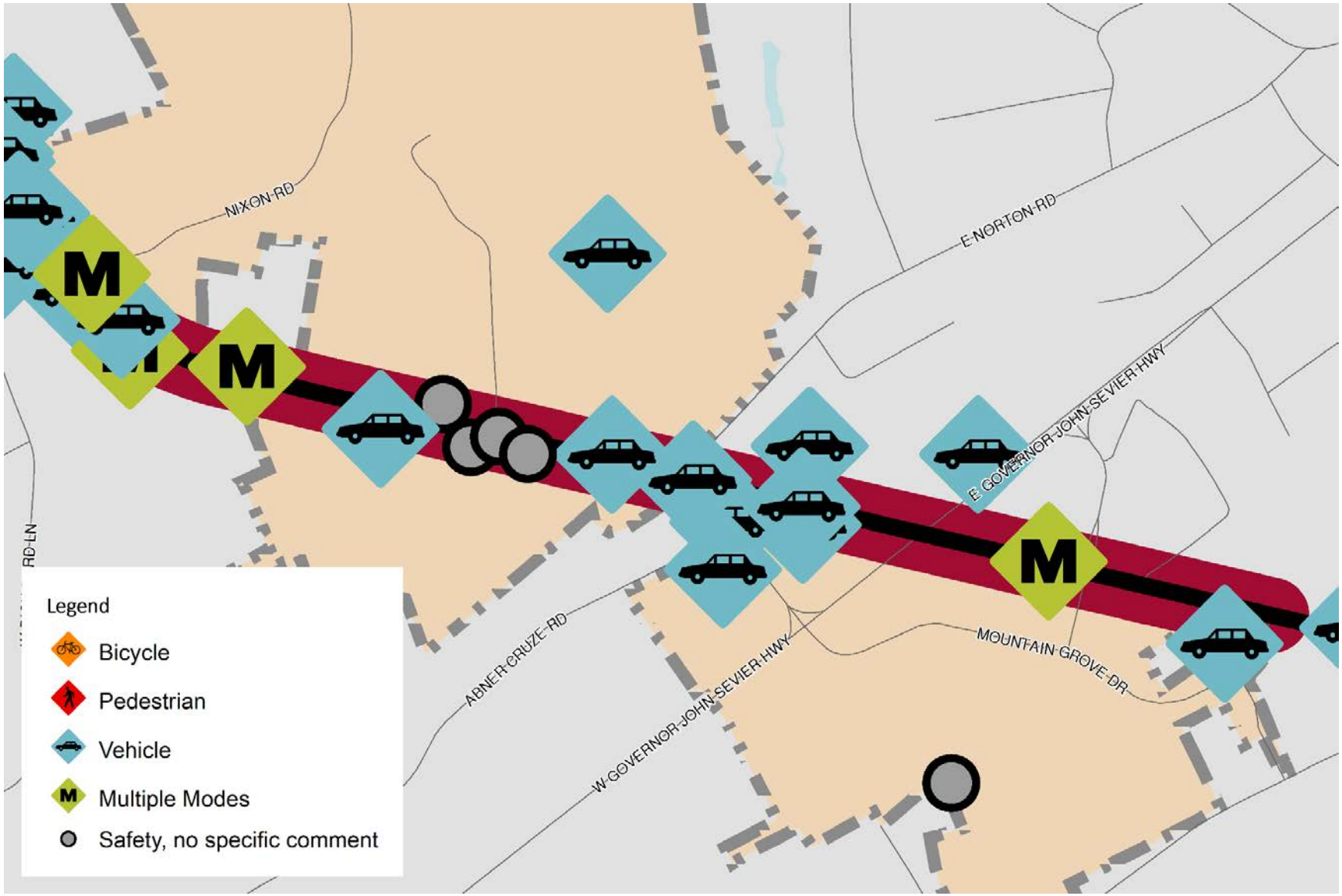


Segment 5 –Congestion Map Markers and Comments

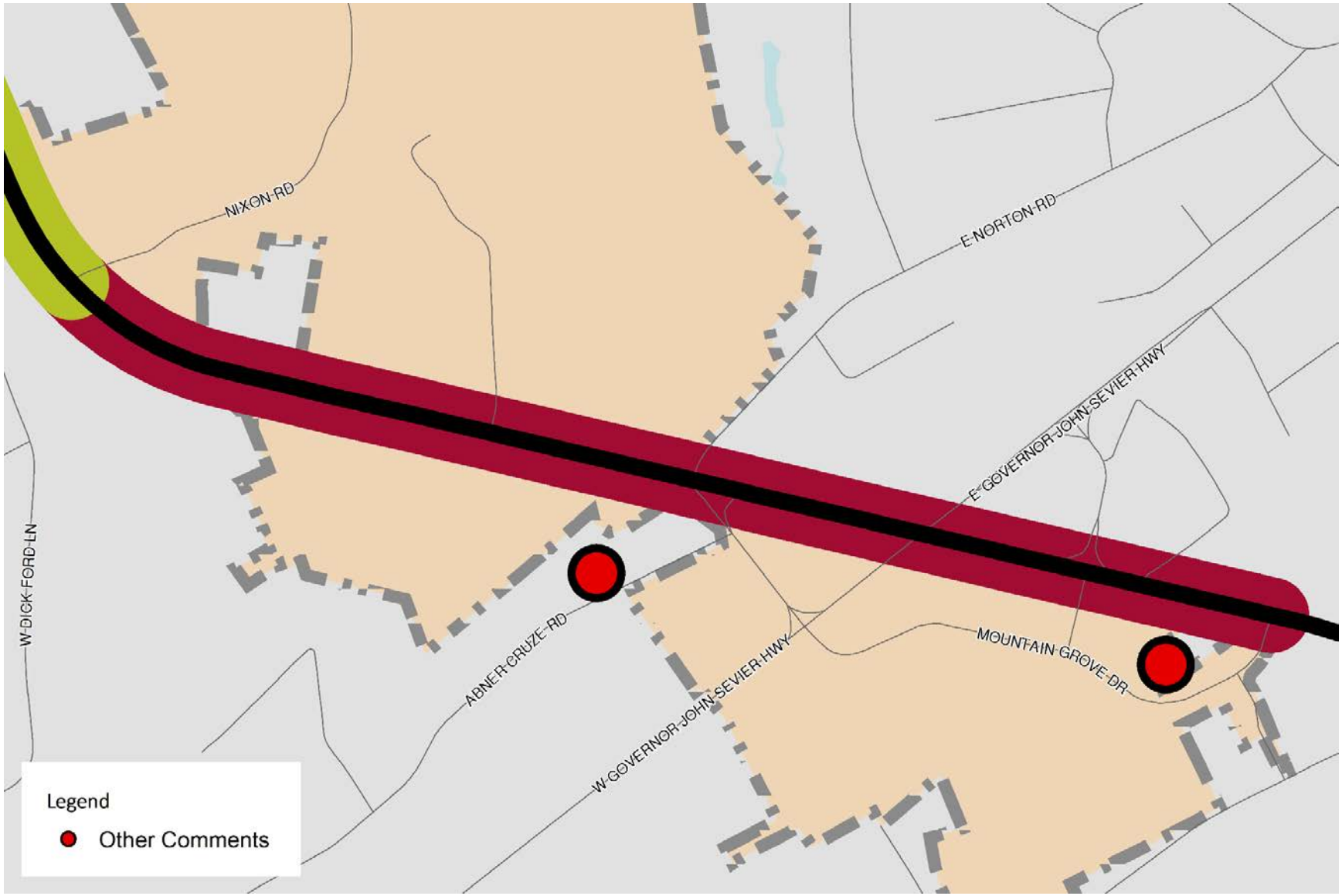


Segment 5 –Land Use Map Markers and Comments

Segment 5 –Safety Map Markers and Comments

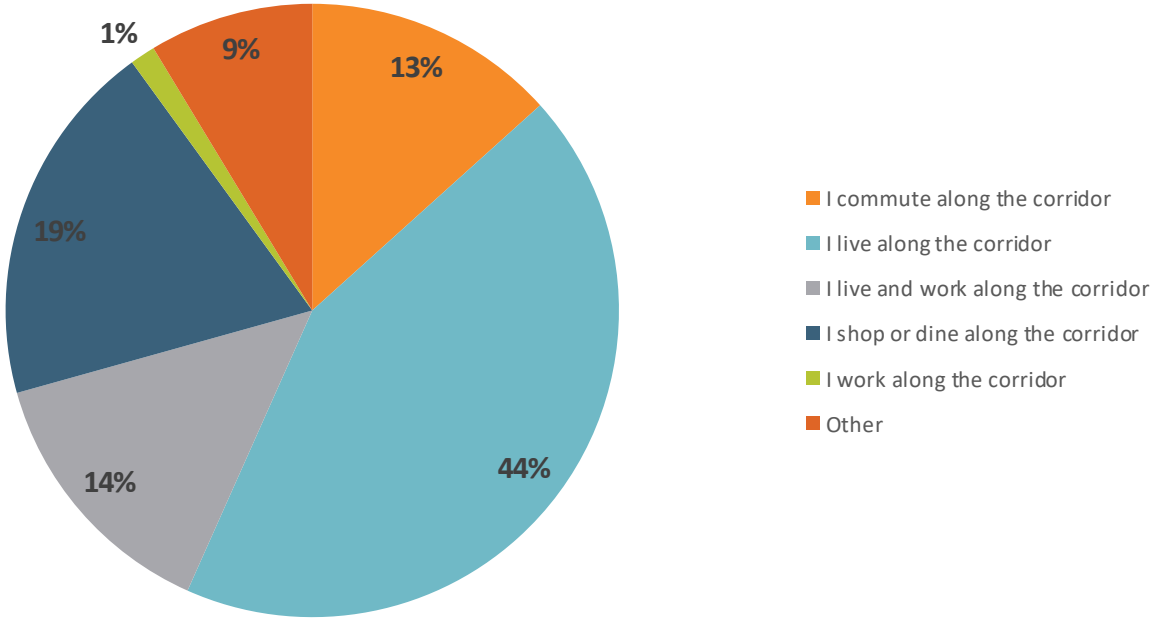


Segment 5 – Other Map Markers and Comments

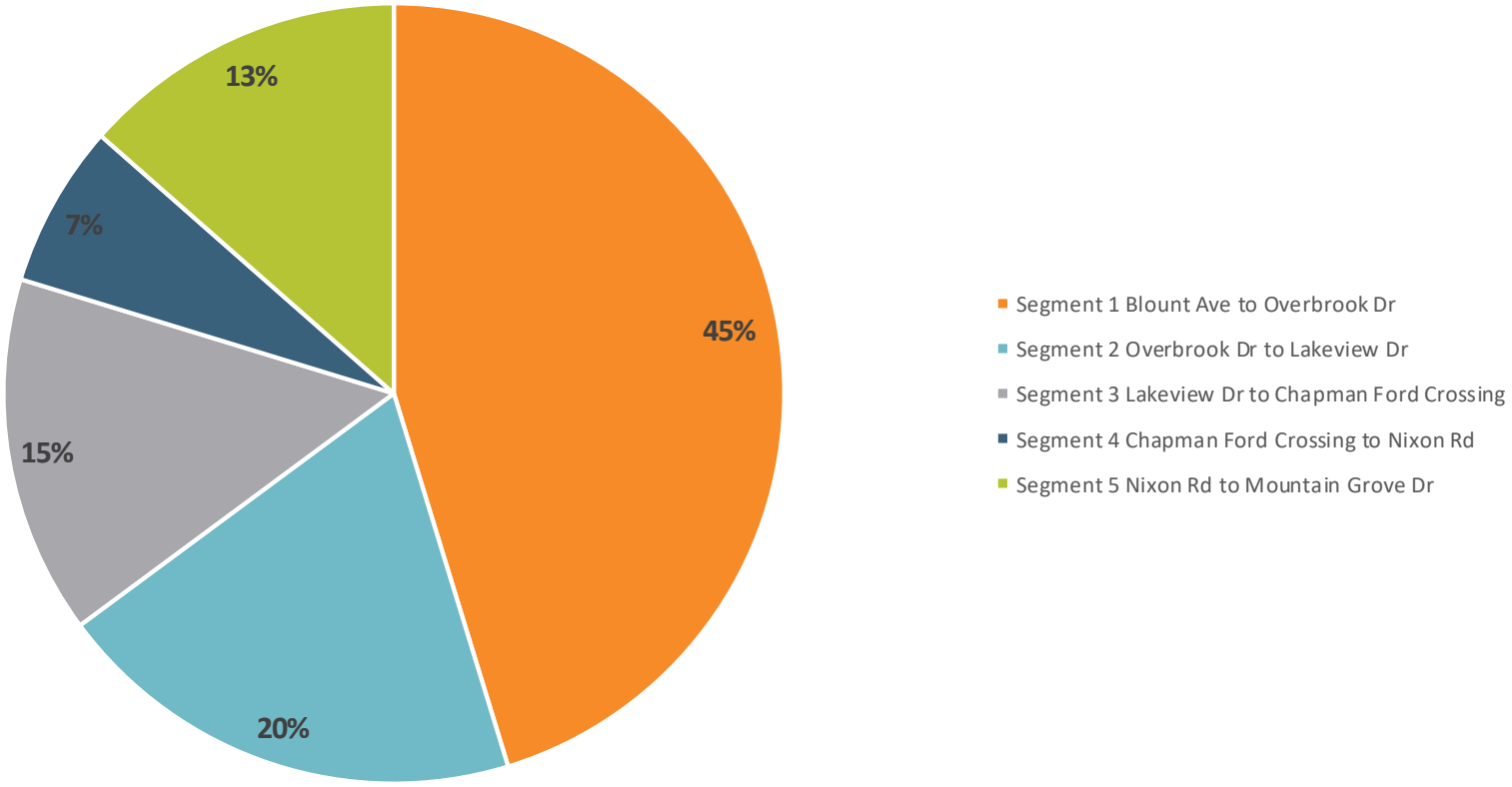


WRAP UP QUESTIONS

What is your primary interest in Chapman Highway?



Which segment is most important to you?



What is your work/school zip code?

Zip Code	Count
37920	35
37902	18
37919	10
37917	10
37922	8
37921	8
37996	7
37909	6
37914	5
37916	4
37923	3
37901	3
37932	2
37912	2
37865	2
37863	2
39191	1
38909	1
37931	1
37924	1
37915	1
37876	1
37868	1
37830	1
37738	1

What is your home zip code?

Zip Code	Count
37920	122
37917	5
37919	5
37865	3
37915	2
37820	1
37875	1
37876	1
37902	1
37912	1
37914	1
37934	1