



CHITTENDEN COUNTY RPC
Communities Planning Together

2018 Transportation Survey Report

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Prepared by:

 **wba** RESEARCH



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Table of Contents

	<u>Page</u>
Background & Objectives	2
Methodology	3
Data Collection	3
Margin of Error	3
Comparisons to Previous Years	3
Statistical Differences	4
Overview of Key Driver Analysis	4
Overview of Conversion Scoring (<i>New for 2018</i>)	5
Explanation of Positive and Negative Attributes	6
Weighting	6
Overview of Subgroups	7
Executive Summary	8
Detailed Findings	10
Transportation Use	10
Chittenden County's Transportation System Overall	12
Attitudinal: Public Transportation Systems	13
Attitudinal: Driving, Traffic Congestion, and Parking	17
Attitudinal: Walking	22
Attitudinal: Bicycling	25
Attitudinal: General Transportation	28
Likelihood to Follow-Through	30
Attitudinal: Quality of Life, the Environment, and Economy	31
Trade-Off Analysis (<i>New for 2018</i>)	32
Importance: Preserving the Condition of Existing Roads, Bridges, Sidewalks, Bike Paths, and Public Transportation Services and Facilities	34
Importance: Improved Bike/Walk Facilities	35
Importance: Improved Safety	36
Importance: Expanded Public Transportation Service	37
Importance: Highway Initiatives	39
Importance: Incentives to Use Transportation Alternatives	40
Importance: Minor Highway Efficiency Projects	42
Additional Transportation Related Comments	43
Demographic Profile	44
Appendix	47
Bibliography	48
Weighting	49
Census Tracts	50
Transportation Related Comments	51
Invitation	54
Questionnaire	55

Background & Objectives

Since 2000, the Chittenden County Regional Planning Commission (CCRPC) has been conducting a countywide public opinion survey on transportation and related issues. This research has been used to support short and long-range transportation planning and to note historical shifts. The primary purposes of this study are to measure satisfaction with the region's transportation system among those who live and work in the region and to gather public opinion on where future transportation investments should be made.

In 2018, WBA Research, in conjunction with Steadman Hill Consulting, collected surveys from 500 residents of Chittenden County. What follows is a summary of the results of this research.

Methodology

Data Collection

A random sample of 8,500 mailing addresses was drawn from within Chittenden County. Each address was then sent a letter on CCRPC letterhead encouraging them to participate in an online study “to help develop future transportation options in the region.” To encourage participation, those who participated were entered into a drawing for one of four \$100 gift cards.

- To prevent people from completing the survey multiple times and/or sharing the survey with others outside the random sample, each letter included a password that became inactive once the survey was completed. This helped to ensure the integrity of the sample.

A total of 500 residents completed the survey. The survey, which was programmed and hosted by WBA, took an average of 21 minutes for each respondent to complete.

Margin of Error

A sample size of 500 will yield data that has a maximum fluctuation of ± 4.4 percentage points at the 95% confidence level for single response questions. However, the actual confidence interval may be smaller, depending on the data being examined. Confidence intervals are shown in the table below. For example, if the results of a question yielded a result of 50%, we can be sure that 95 times out of 100, that question would have a result of between 45.6% and 54.4% ($50\% \pm 4.4$ percentage points); whereas if the result was 20%, we would be sure it is between 16.5% and 23.5% (± 3.5) percentage points.

	40%	30%	20%	10%	1%	
	or	or	or	or	or	
If the data are around:	50%	60%	70%	80%	90%	99%
Then, the confidence interval in percentage points for the groups listed below is:						
TOTAL SAMPLE (n=500)	±4.4	±4.3	±4.0	±3.5	±2.6	±0.9

Comparisons to Previous Years

Throughout this report, comparisons are made between the results from the 2006, 2012, and 2018 surveys. In all three waves, questions were asked using four-point agreement and importance scales. In the Year 2000 survey, five-point scales were used.

Agreement Scales Used by Year	
<u>2000</u>	<u>2006 to 2018</u>
5-Strongly disagree	4-Strongly disagree
4-Somewhat disagree	3-Somewhat disagree
3-No opinion	2-Somewhat agree
2-Somewhat agree	1-Strongly agree
1-Strongly agree	

When asked to respond to questions using a scale, some respondents will react to the numbers on a scale and others the verbiage (or ‘anchors’). With the five-point scale used in 2000, this means some respondents were saying they had no opinion while others were giving a rating of 3 out of 5. Furthermore, comparing the results from scales of different types can be misleading – for example, a 4 on a five-point scale lies somewhere in between a 3 and a 4 on a four-point scale.

Based upon these concerns, it was decided not to directly compare the 2000 results to those from subsequent surveys.

Statistical Differences

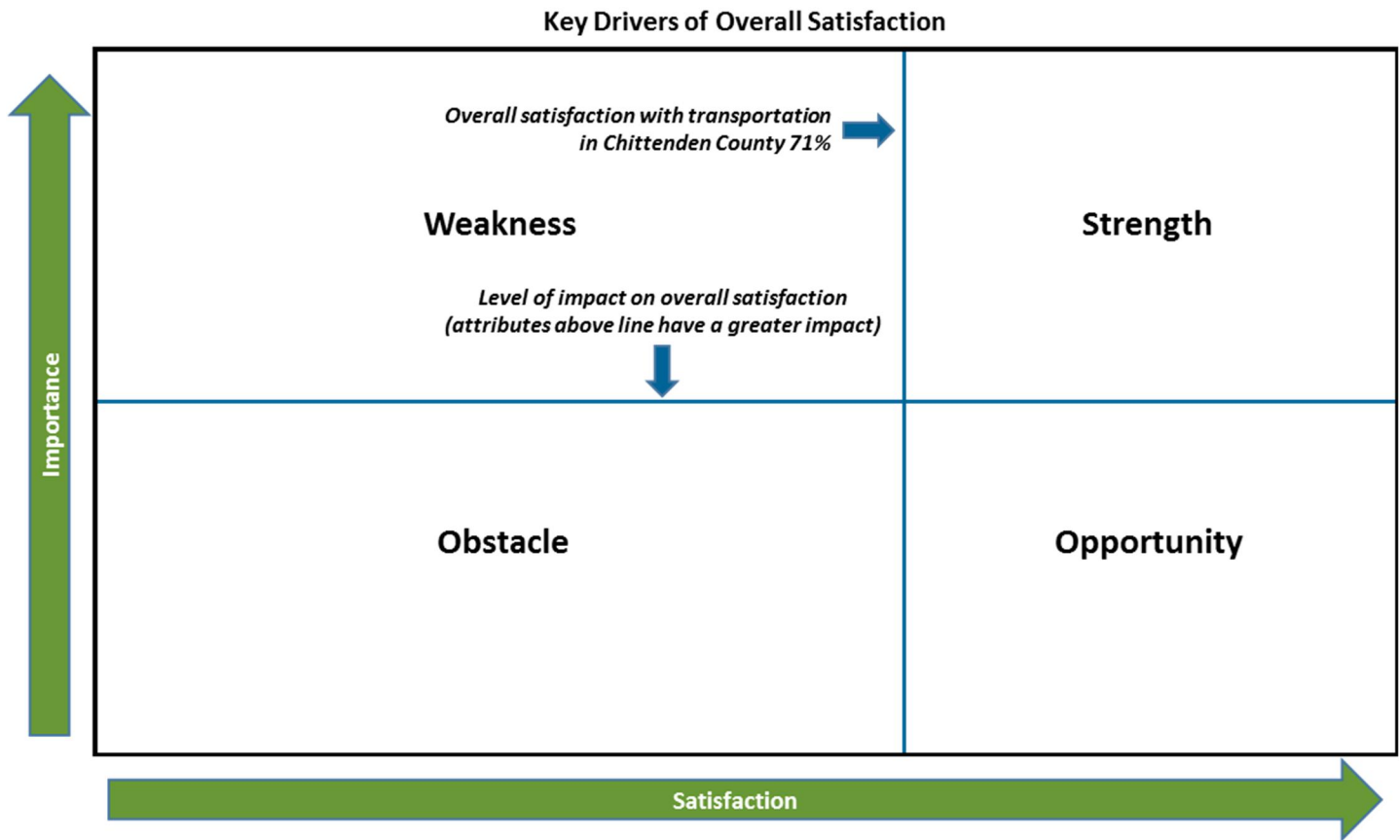
Within the charts and graphs of the supporting tables comparing 2012 versus 2018 results, arrows denote statistically significant differences at the 95% confidence level. Up arrows (↑) indicate a significant increase in 2018 versus 2012, while down arrows (↓) show a significant decrease.

Overview of Key Driver Analysis

For each set of attributes used to describe a mode of transportation (driving, public transportation, walking, and bicycling), correlation analysis was utilized in an effort to better understand what drives satisfaction and where opportunities lie for each mode. This shows the impact each attribute has on overall satisfaction with transportation in Chittenden County.

To identify priorities for improving attitudes toward transportation in Chittenden County, these results were plotted on a chart. The chart is laid out as follows:

- Weaknesses – These are attributes that have a significant impact on attitudes, but for which residents give relatively low ratings, meaning that the mode is not delivering on this important need.
- Strengths – These are attributes that receive relatively higher ratings from residents and have a significant impact on attitudes. These are what drive residents to use this mode.
- Obstacles – These attributes receive lower ratings from residents and have a moderate to low impact on their perception of that mode. If other modes can better deliver on these attributes, there is an opportunity for mode switch.
- Opportunity – These attributes have a moderate to low impact on resident attitudes, while receiving moderate to high ratings. These secondary attributes can be used as a means to retain usage.



Those attributes with a large impact on satisfaction (a strong correlation with overall satisfaction) appear above the **horizontal line**, whereas those with a lesser impact on satisfaction appear below the horizontal line.

- The scale for impact on satisfaction runs from 0.0 (absolutely no impact) to 1.0 (perfect correlation). **Scores of 0.33 or greater** are considered to have a large impact.

Overview of Conversion Scoring (New for 2018)

Experience has shown that although a survey respondent may report they are likely to change their travel behavior, they will not necessarily do so. Therefore, the results for their likelihood to drive less, or use public transportation, car sharing, or walk more have been factored down using industry accepted variables (Ipsos, 2016) in order to estimate the true proportion who might ride if the service were available. (Jamieson, 1989) (Morwitz, 2001)

Specifically, the proportion of people who indicate they strongly agree has been adjusted, assuming only 60% of area residents giving that rating would seriously consider changing their behavior if the circumstances changed as described in the questionnaire. Similarly, this conversion scoring assumes 20% of those saying they somewhat agree would actually do so.

- Note that the factors used by WBA are more conservative than those frequently used by others. This is done to give us a greater degree of confidence in our results.

Explanation of Positive and Negative Attributes

Respondents were asked to give their level of agreement with a series of attitudinal statements. Agreeing with many of the statements shows a positive reaction. However, for some, agreement indicated a negative opinion. For example, the greater the level of agreement with the statement *“traveling by car is safe in Chittenden County”* the more positive their attitude toward the safety of driving, whereas agreeing that *“traffic congestion becomes worse every year”* indicates greater negativity.



To make this clear to readers, positive and negative attributes are separated on each chart, with positive attributes being indicated with a green arrow and black text, and negative attributes a blue arrow and **red text**.



Weighting

To ensure the results of the research are representative of Chittenden County's population, the final data was weighted to be representative of the population at the Census Tract level. It was determined that the results of the data were reasonably representative of Chittenden County as a whole (United States Census Bureau) so as not to necessitate further weighting. Note that weighting by population at the Census Tract level is very difficult due to limited current available data. Furthermore, excessive use of weighting can result in reduced accuracy as the sampling variance and standard error both increase.

The weights used are included in the *Appendix* of this report.

Overview of Subgroups

Throughout this report the differences between various population groups are examined. The common subgroups analyzed include:

Characteristic	Subgroup
Age	18 to 34 (n=115) 35 to 54 (n=185) 55 or older (n=200)
Employment Status	Employed (n=378): Employed full- or part-time Not employed (n=122): Unemployed, students, homemakers, or retired
Household Income ¹	Less than \$40,000 per year (n=59) \$40,000 per year or more (n=354)
Locale (self-reported) ²	City (n=161): Downtown with a mix of offices, apartments, or shops, or a city residential neighborhood Suburban (n=213): Suburban neighborhood with a mix of houses, shops, and businesses, or with houses only Rural (n=126): A small town, village, or rural area
Residence	Own (n=134) Rent (n=366)
Children in Household	Those with a child under 16 years of age in their household Yes (n=131) No (n=369)
Gender	Women (n=256) Men (n=244)

¹ Based on the low income threshold for the Burlington-South Burlington, VT MSA of \$45,900 for a 4-person household (U.S. Department of Housing and Urban Development , 2018).

² When compared to land use types as defined by the federal government (Geverdt, 2015), about two-thirds of residents define their land use type the same way, with no one defining where they live as drastically different. For this report, self-reported land use definitions will be used as a) federal definitions have limited precision, and b) how people perceive where they live may impact their lifestyle and transportation choices.

For more information on land use types, see the *Demographic Profile* section of this report.

Executive Summary

Overall

Overall, 71% of area residents are satisfied with Chittenden County's transportation system. Its greatest strength is its walkability. Drivability and the quality of service provided by Green Mountain Transit are also key drivers of overall satisfaction; however, these are also areas where the County could increase satisfaction and should be seen as opportunities for improvement.

Walking, a Strength

80% Satisfaction

Walking is seen as a strength by city residents, who feel safe when crossing the road, generally agree there are enough sidewalks where they live, and live close enough to walk to work, school, shopping, services, or recreational and entertainment opportunities.

Based on the results, it can be estimated that 40% of residents would walk to work, school, shopping, or other activities if they were close enough. Furthermore, even though many residents feel there are enough sidewalks, 22% would walk more often if more sidewalks were provided. A lack of sidewalks is particularly an issue among renters and suburban/rural residents.

Opportunities for Improvement

Providing enough sidewalks
Improving condition of sidewalks
Leveraging the number of people who can currently walk to work school or other places

After maintaining current infrastructure, improving biking and walking facilities is one of the key areas where residents would like to see resources allocated. Fixing existing sidewalks that are in poor condition is of specific importance. City and/or younger residents especially would like to see resources put into this area.

Driving, a Weakness

61% Satisfaction

More than seven in ten (73%) say their car is the only safe, convenient, and affordable mode available to them. The greatest upside to driving in the region is that it is seen as safe. However, there are issues with the condition of neighborhood streets, roads and bridges, as well as traffic congestion. Maintaining current infrastructure is where residents would like to see the most resources invested, and to improve driving in the region this would include fixing bridges in poor condition, fixing dangerous intersections, repaving existing roads, and repainting road lines.

Opportunities for Improvement

Improving condition of neighborhood streets
Fixing roads and bridges
Reducing traffic congestion

Of less importance to residents are new highway initiatives and minor highway efficiency projects. Furthermore, there is little support for increasing gas taxes if they were only to pay for highway projects.

Public Transportation Systems, an Opportunity

70% Satisfaction

Green Mountain Transit is also seen as a safe and clean form of transportation with reasonable fares, courteous operators, and accessible route information.

City residents are particularly satisfied with the system, also citing it for providing efficient connections to other travel modes and services, operating where they need to travel, and its on-time performance. However, city residents are unusual in this, as these are not seen as strengths by residents who live in suburban and rural parts of the region.

Based on the results, it is estimated that:

- About one in four (23%) would take the bus if routes and schedules were convenient;
- One in six (16%) would take the bus if they felt safe and comfortable walking to and from bus stops; and/or
- One in ten (11%) would take the bus if there were passenger facilities at bus stops throughout the system.

While residents support some investment in public transportation, they are unsure as to where it should be targeted. There is support for offering real-time bus information about the next bus arrival times and encouraging development that provides housing, employment, and services within walking distance of transit stops (i.e., transit oriented development). After these, however, residents are more indistinct in their support for other upkeep or initiatives. Yet, there is slightly more, though still limited, support for increasing gas taxes if they will help pay for transit, bicycle, and sidewalk projects as well as highways rather than simply raising these taxes to only pay for road work.

Opportunities for Improvement

Improving on-time performance
Providing efficient connections
Operating when needed
Operating where needed
Providing more bus shelters

Bicycling, an Area to Watch

59% Satisfaction

City residents are more satisfied than are suburban or rural residents with bicycling in the region. However, residents on the whole would like to see several improvements to bicycle amenities in the region. Providing separated bike paths, improving the condition of bike paths, offering more bike racks, and general improvements to the safety of bicycling for both adults and children are all areas that have a significant impact on residents' attitudes toward bicycling in the region, but are also areas where they see the region not performing as well as it could.

There is room for growth, as it is estimated that 26% of area residents would bike more often if bike paths were provided. This growth would come predominantly from those 18 to 34 years old, and/or those employed.

After maintaining current infrastructure, which includes bike paths, residents would like to see the most resources allocated to improving bicycle and walking facilities. Providing bike paths that are separate from roadways is the initiative receiving the most support from area residents.

Opportunities for Improvement

Making bicycling safe for children
Making bicycling safe for teens and adults
Having enough separated bike paths
Improving condition of bike paths
Providing enough bike racks

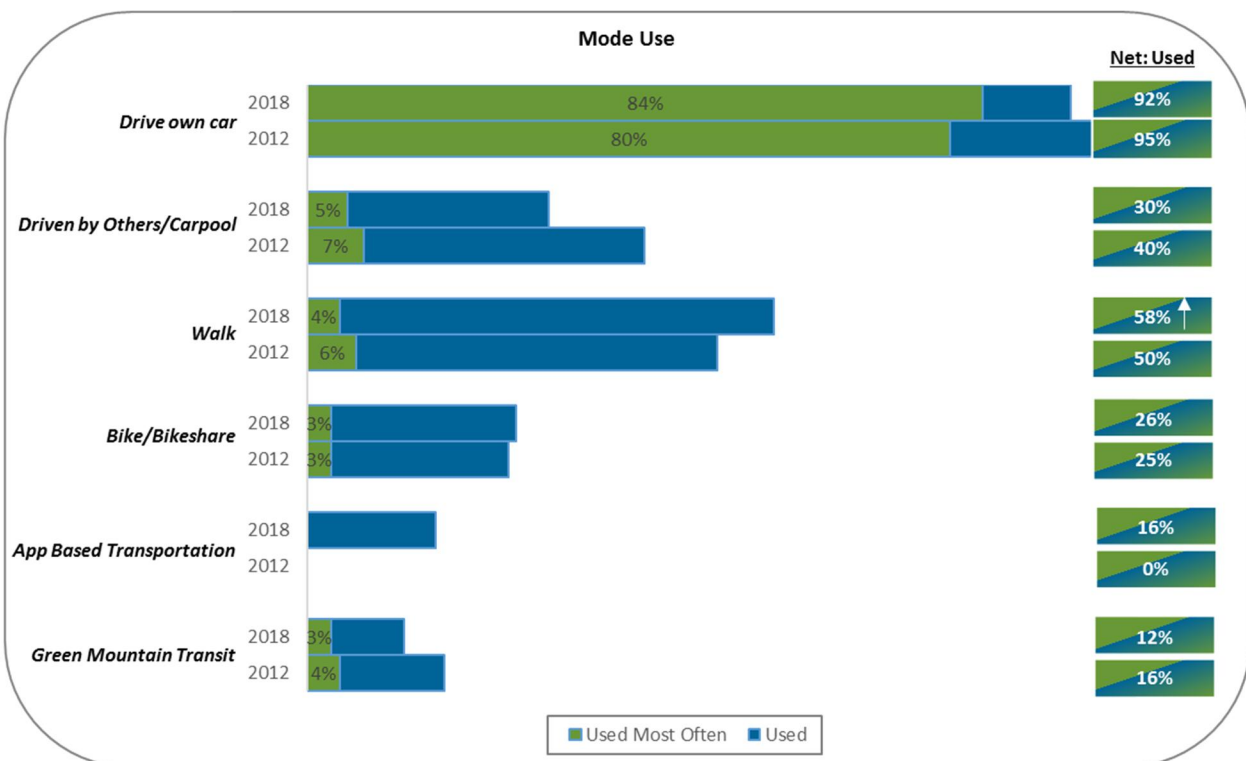
Detailed Findings

Transportation Use

The car continues to be the #1 mode of transportation for most area residents, with 84% saying it is their primary mode. Combining cars and motorcycles, these privately owned vehicles account for almost everyone's primary mode (92%). Suburban or rural residents are more likely to be drivers (91% vs. 71% of city residents).

App based transportation companies have made significant inroads in the region. While no respondents considered it to be their primary mode of transportation, 16% of residents have used one in the past month.

- The younger a resident is, the more likely they are to have used an app based transportation system (35% of those 18-34 vs. 15% of those 35-44 vs. 7% of those 55 or older). City residents and those employed are also more likely to have used such a system.



Q1. Which transportation option do you use most often?

Q2. Which other transportation option(s) have you used in the past month? (Multiple Responses Accepted)

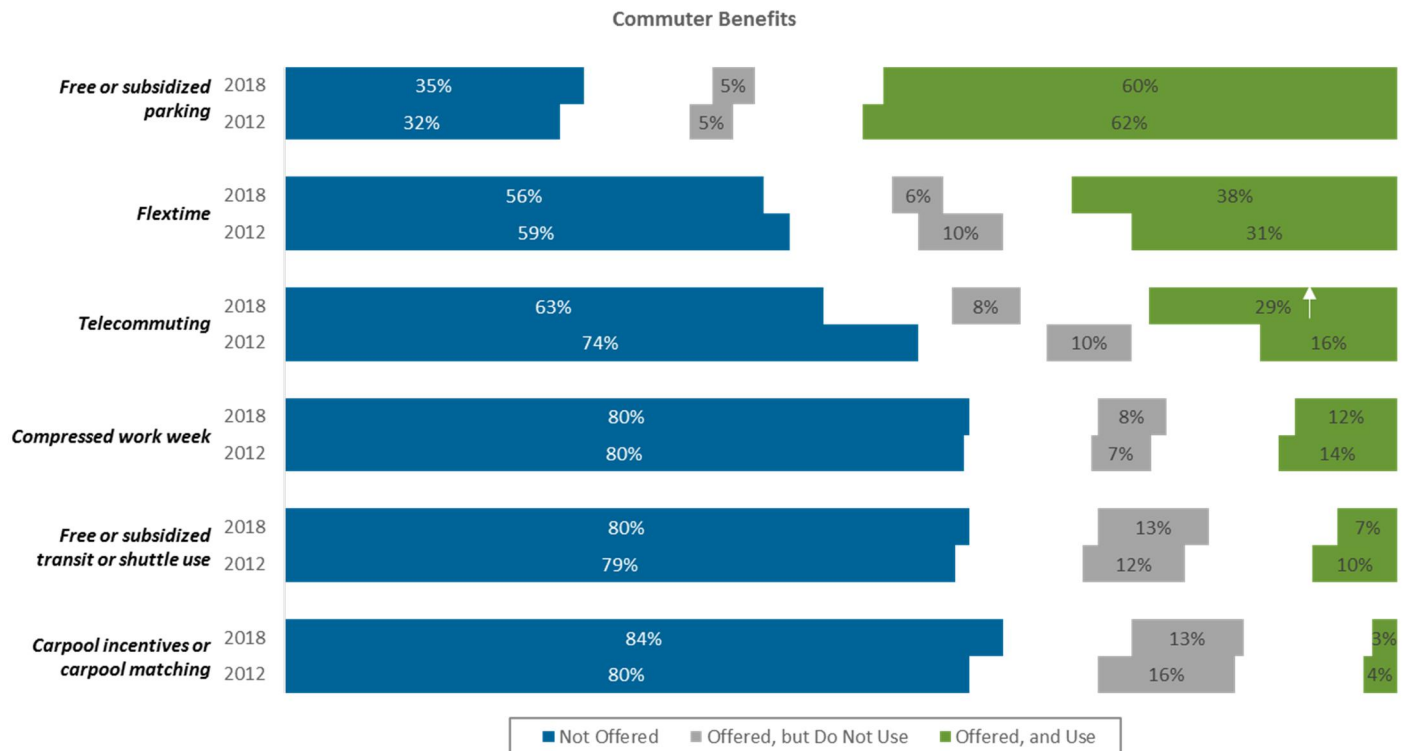
Base=Those Answering (2012 n=493-494; 2018 n=499-500)

Top Mentions

While there has been little change in the proportion of residents who consider Green Mountain Transit to be their primary mode, fewer are saying they have used it in the past 30 days (12% in 2018 vs. 16% in 2012). Recent ridership declines at GMT may reflect there being fewer occasional users of the bus system, and that the vast majority of current riders are regular users who have few other transportation options.

The most frequently offered commuter benefit is free or subsidized parking (65% offered, 60% use), followed by flextime (44% offered, 38% used).

- Carpooling has also seen a slight decline in the proportion who say their employer offers it, from 20% to 16%.
- The proportion of those telecommuting has almost doubled since 2012, from 16% to 29%

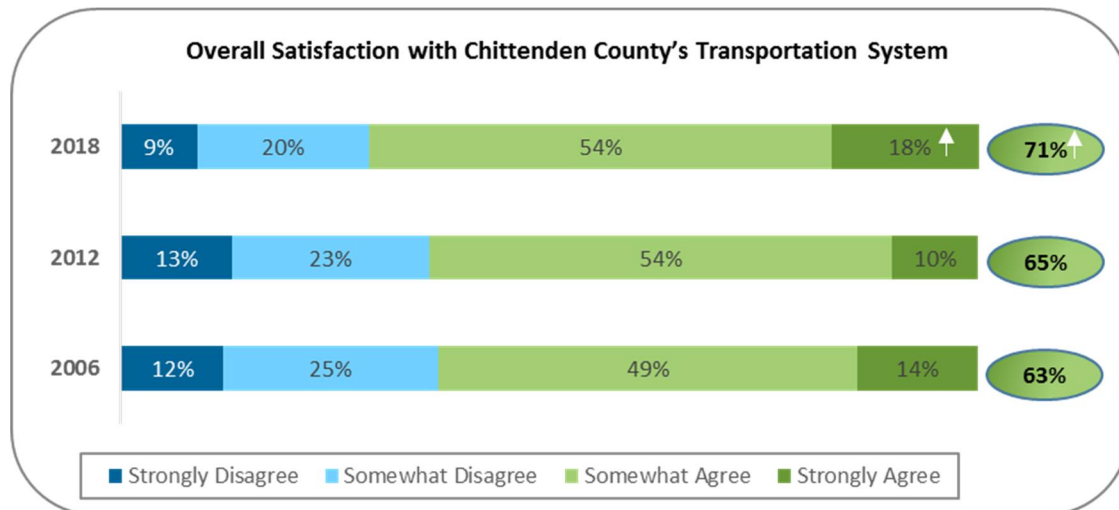


Q27. Which of the following commuter benefits does your employer offer? Which do you personally use?
Base=Those Who Are Employed and Answering (2012 n=290-322; 2018 n=330-359)

Chittenden County's Transportation System Overall

Overall satisfaction with Chittenden County's transportation system has improved in the past decade. In 2018, about seven in ten (71%) agree that *Chittenden County's transportation system enhances the quality of my life by allowing me to travel to work and other daily activities in a safe and efficient manner*, up from 65% in 2012.

- While most residents, regardless of who they are or where they live, agree that the system enhances their quality of life, non-SOV users are more likely to *strongly agree* (38% vs. 17% of SOV users).

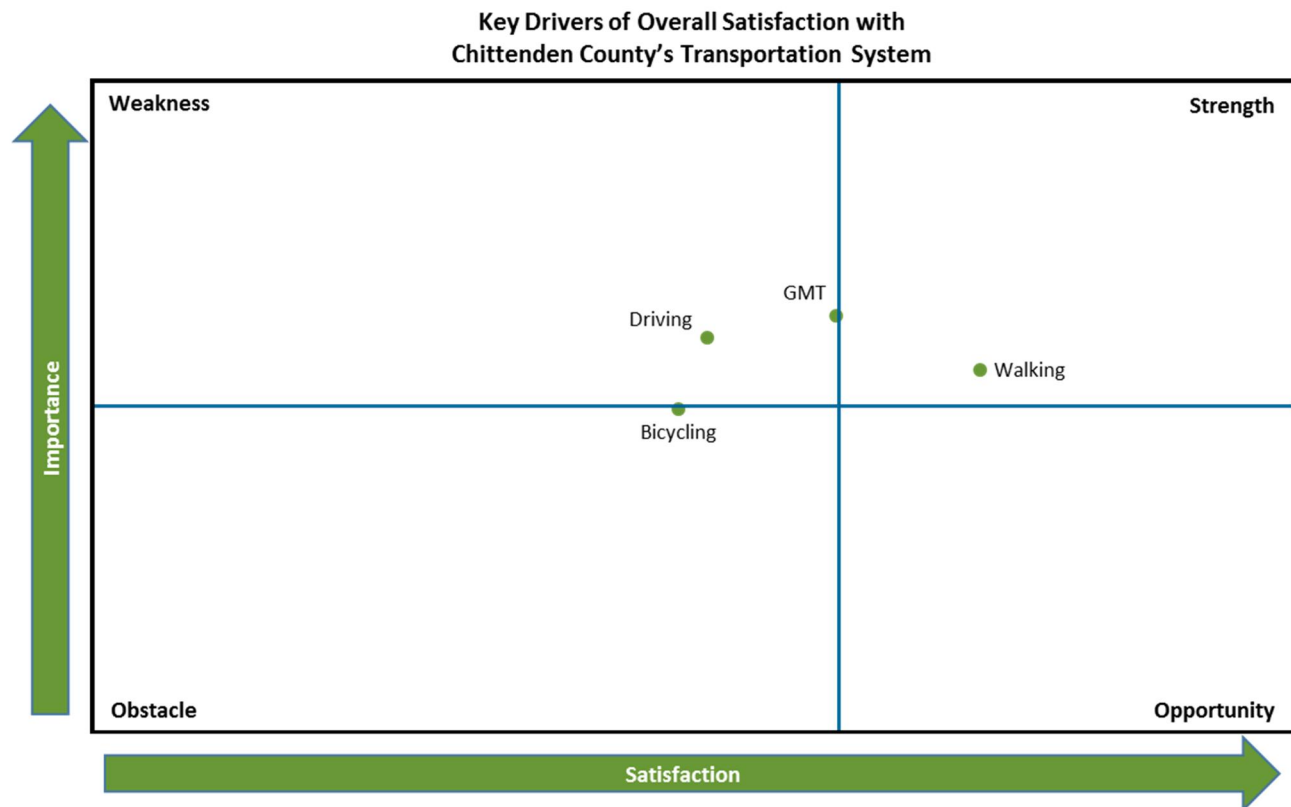


Q18A. How strongly do you agree or disagree with the following statement: Overall, Chittenden County's transportation system enhances the quality of my life by allowing me to travel to work and other daily activities in a safe and efficient manner?
Base=Those Answering (2006 n=567; 2012 n=430; 2018 n=465)

When looking at what key factors drive overall satisfaction, attributes related to driving and Green Mountain Transit have the greatest effect, followed by walking, while bicycling related attributes have a more modest impact.

- Walking is the transportation system's greatest strength, as it has a significant impact on satisfaction and residents feel positively about it.
- Driving is a weakness and GMT is on the border between weakness and strength. People are less satisfied with these, compared to walking. These should be key areas of focus for the region.

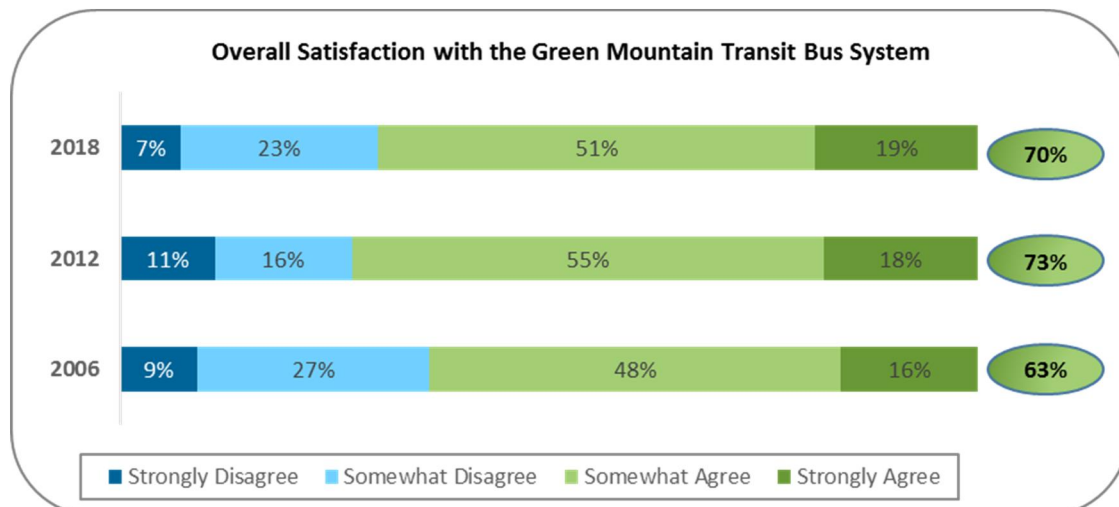
What drives satisfaction with each will be explained later in this report.



Attitudinal: Public Transportation Systems

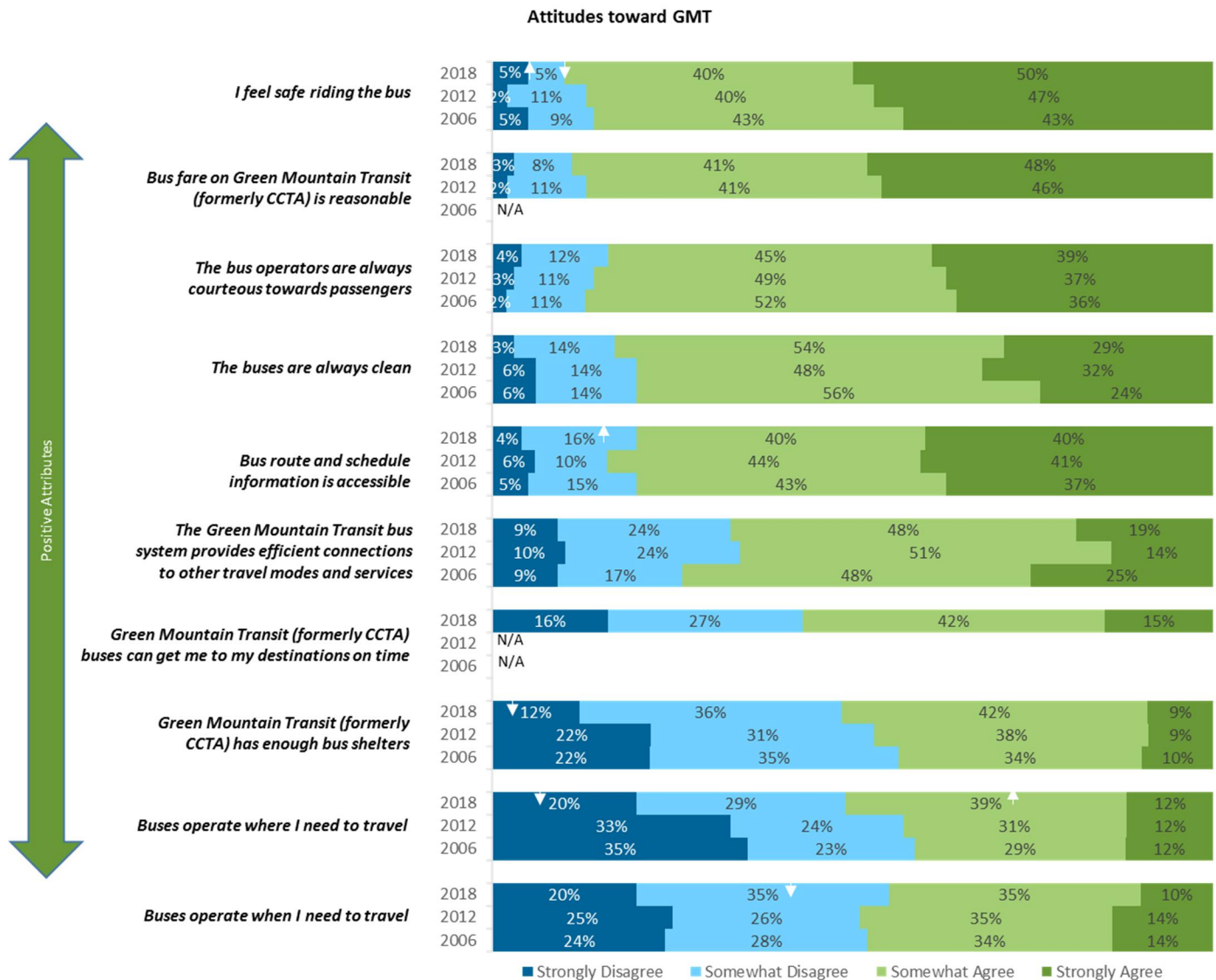
Overall, seven in ten (70%) are satisfied with GMT. This was similar to the results reported in 2012, and an increase from 63% satisfaction reported in 2006.

Not surprisingly, city residents are the most likely to be satisfied (77% vs. suburban/rural 65%).



Q6K. How strongly do you agree or disagree with each of the following statement: Overall, I am very satisfied with the Green Mountain Transit (formerly CCTA) bus system?

Base=Those Answering (2006 n=319; 2012 n=241; 2018 n=241)



Q6. How strongly do you agree or disagree with each of the following statements?
Base=Those Answering (2006 n=239-479; 2012 n=193-390; 2018 n=191-309)

GMT is seen as a safe and clean form of transportation with reasonable fares, courteous operators, and with accessible route information. However, more residents than not believe it does not operate when they want to travel (55% disagree vs. 45% agree). Furthermore, residents are split as to whether it goes where they need to travel or provides enough bus shelters.

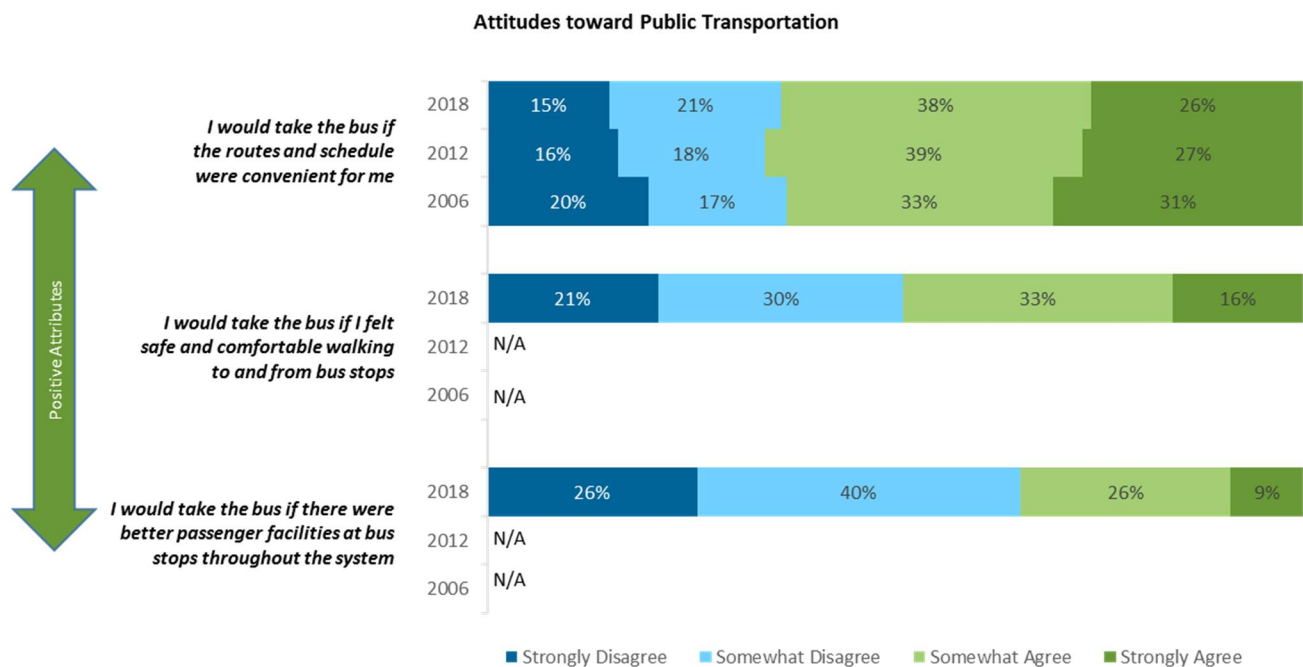
- Satisfaction with the number of bus shelters has increased since 2006-2012, from about 40% to now about one-half agreeing that there are enough shelters.
- Satisfaction with most other attributes has remained relatively consistent since 2006.

As for how particular types of residents view GMT:

- Those with **lower incomes** (household incomes below \$40,000) are more likely to agree that
 - GMT offers reasonable fares (97% vs. 86% of higher income residents);
 - Has accessible route and schedule information (89% vs. 77%);

- Operates where they need to travel (79% vs. 46%); and
- Provides efficient connections to other travel modes and services (78% vs. 61%).
- **City residents** are more likely than their suburban or rural counterparts to agree that GMT:
 - Provides efficient connections to other travel modes and services (75% vs. 62%);
 - Operate where they need to travel (71% vs. 41%); and
 - Would get them to their destinations on time (66% vs. 51%).
- Those **employed** are more likely to agree that route and schedule information is accessible (84% vs. 67% of those not employed).
- Those **18 to 34 years old** are more likely than those who are older to agree that GMT operates where they need to travel (67% vs. 47%).
- **Homeowners** are more likely than renters to agree that GMT provides efficient connections to other travel modes and services (78% vs. 63%) and it operates where they need to travel (70% vs. 45%).
- **Men are more likely than women** to say they would take the bus if they felt safe and comfortable walking to and from bus stops (58% vs. 45%).

Residents are likely to agree that they would take the bus if the routes and schedule were convenient for them (64%), though this stands out with no particular group of residents.



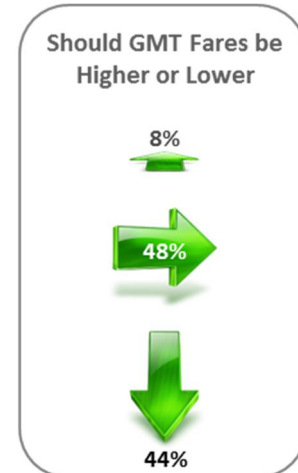
Q8. How strongly do you agree or disagree with each of the following statements?
Base=Those Answering (2006 n=589; 2012 n=461; 2018 n=369-452)

Almost one-half of residents (48%) think **bus fares are reasonable** where they are now, while almost as many (44%) think they should be lower.

There is a moderate to strong correlation between many of the attributes that were used to describe GMT and overall satisfaction with the system. That said, **reasonable fares are seen as the system's biggest strength**, followed by safety, route information being accessible, operators being courteous, and onboard cleanliness.

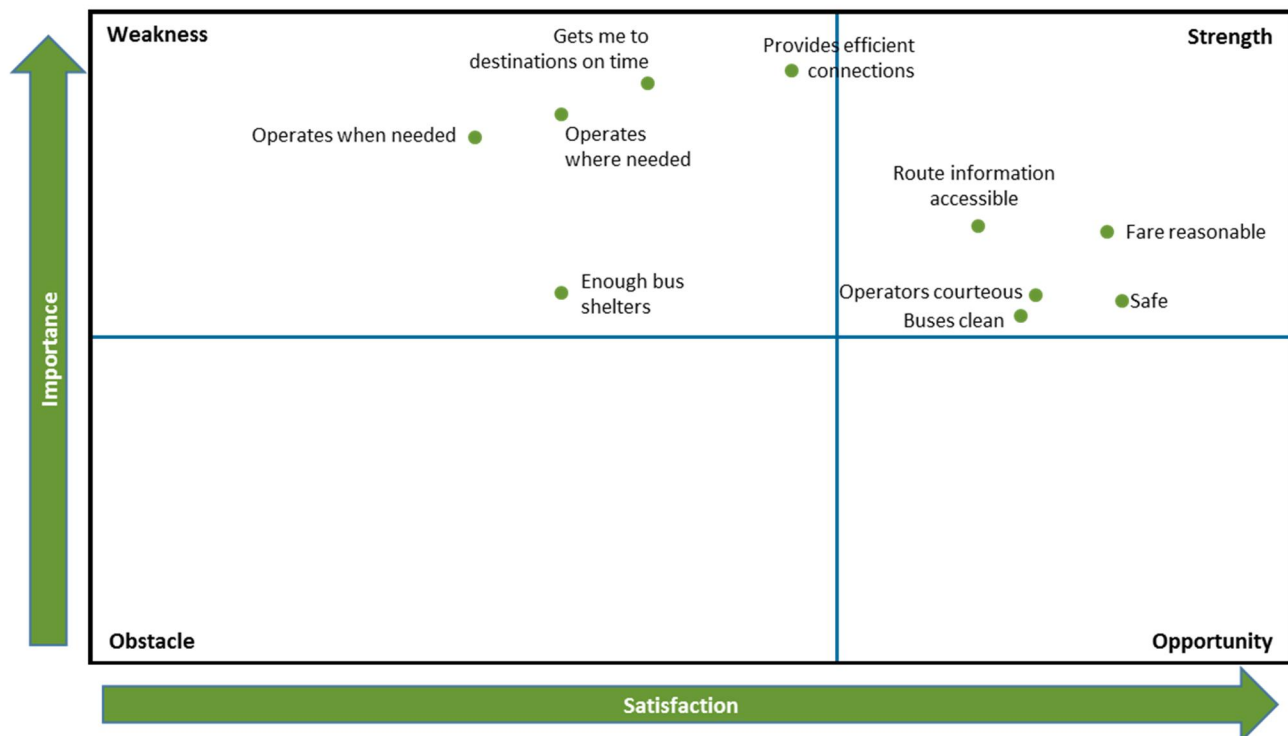
Getting residents to their destination on time and operating when & where needed are the key areas the system should focus on to improve satisfaction, followed by providing efficient connections and providing enough bus shelters.

- It is worth noting that all public transportation attributes were shown to be important, in that they all correlated with overall satisfaction. This is likely due to limited knowledge of the system among non-riders, so they are rating most or all of the individual attributes similarly, unable to differentiate between attributes.
- With that, the attributes with the strongest correlation – getting to destinations on time and providing efficient connections and operating where and when needed – can be combined into a single most important factor: **time efficiency**.



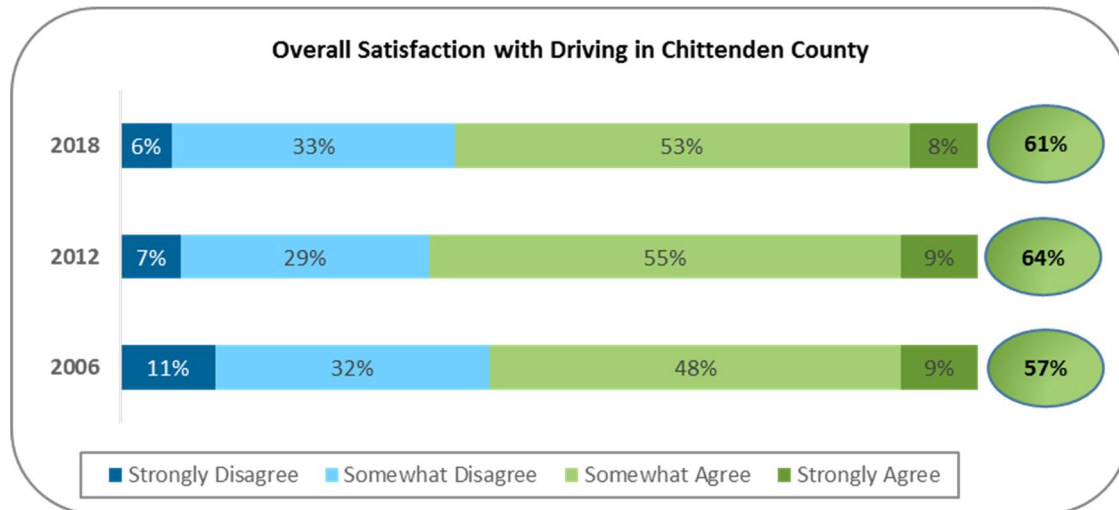
Q61A. Do you think that the bus fare should be higher or lower?
Base=Those Answering
(2018 n=229)

Key Drivers of Overall Satisfaction with GMT



Attitudinal: Driving, Traffic Congestion, and Parking

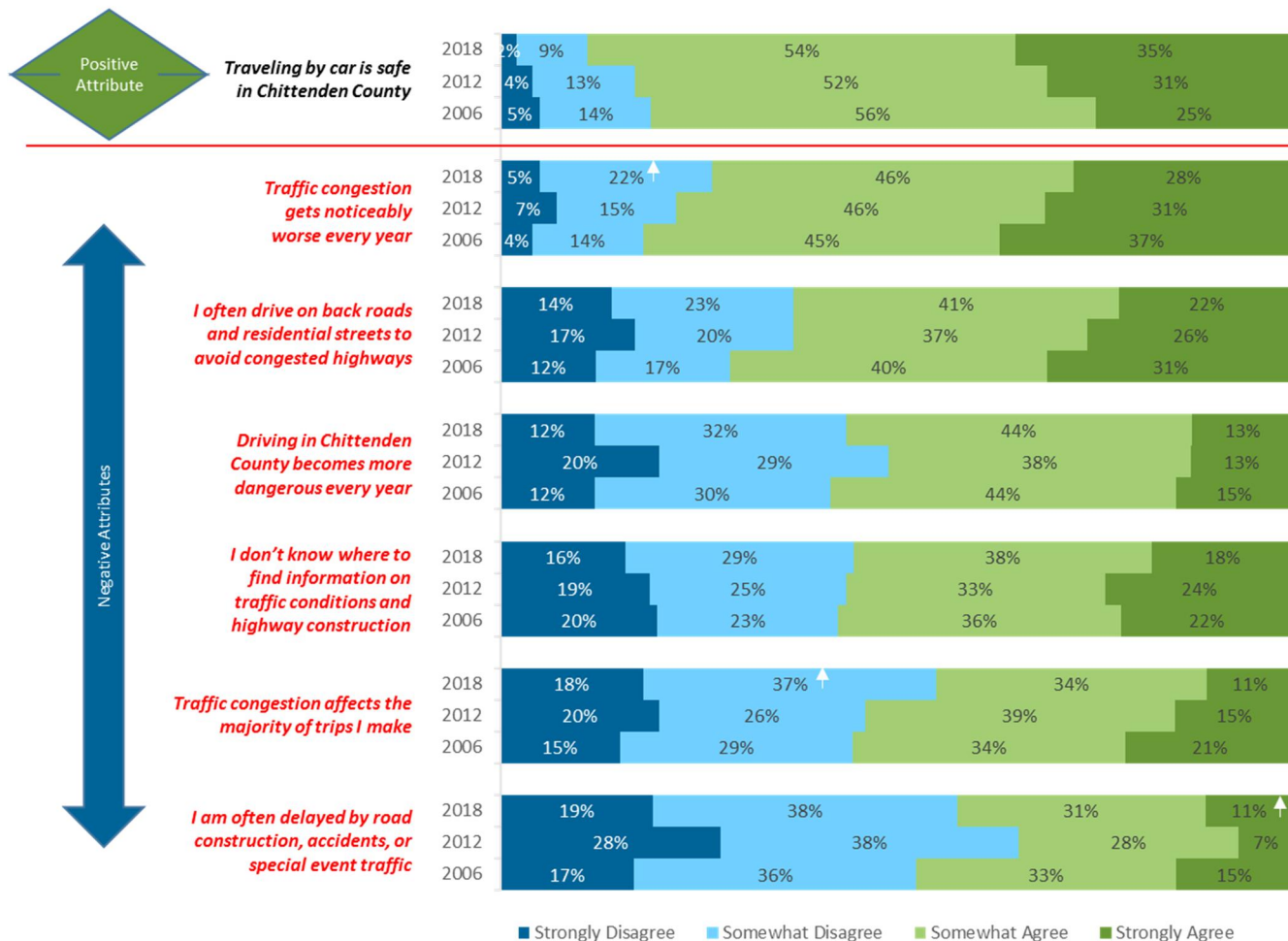
Overall, six in ten (61%) consider driving to be a pleasant experience in Chittenden County, though only 8% strongly agree with this statement. No individual group stood out in terms of how satisfied they were with the driving experience. Furthermore, there has been little change in residents' attitudes toward this in the past 12 years.



Q4F. How strongly do you agree or disagree with the following statement: Overall, driving is a pleasant experience in Chittenden County?

Base=Those Answering (2006 n=637; 2012 n=513; 2018 n=493)

Attitudes toward Current Driving, Roadway, and Parking Conditions



Q3. How strongly do you agree or disagree with each of the following statements?
Base=Those Answering (2006 n=593-644; 2012 n=458-508; 2018 n=449-498)

Most residents (89%) consider driving to be safe in Chittenden County. Traffic delays are a moderate issue. A slight majority say they are not often delayed by road construction, accidents, or special event traffic (57%) and/or that either traffic congestion does not affect the majority of trips they make (55%). With this, more than six in ten say traffic congestion gets worse every year (75%) and/or that, because of this, they often drive on back roads and residential streets to avoid congested highways (63%).

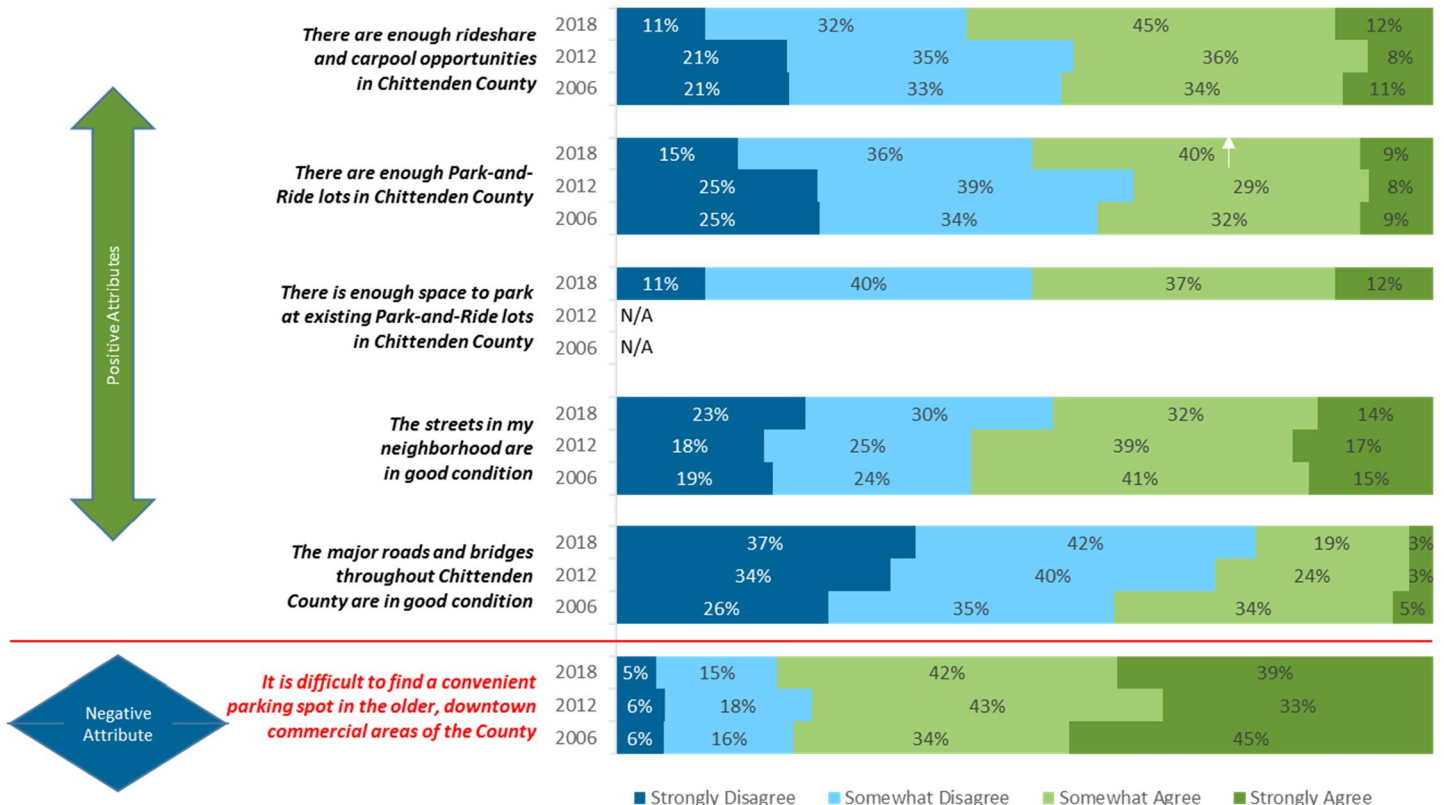
- While still a negative, traffic congestion and its forcing people to use back roads are both measures on which Chittenden County has improved since 2006.

As for how particular residents view current driving, roadway, and parking conditions:

- Those **55 or older** are more likely to say that traffic congestion gets worse every year (80% vs. 68%) and that they often drive on back roads and residential streets to avoid congested highways (69% vs. 59%).

- **Renters** are more likely than homeowners to say traffic congestion gets noticeably worse every year (77% vs. 63%) and driving in the region becomes more dangerous every year (59% vs. 47%).
- **Suburban & rural residents** are more likely than their city counterparts to say they often drive on back roads and residential streets to avoid traffic congestion (67% vs. 54%).
- Those with **household incomes below \$40,000** are more likely to say they do not know where to find information on traffic conditions and highway construction (71% vs. 55%).

Attitudes toward Driving and Parking Options

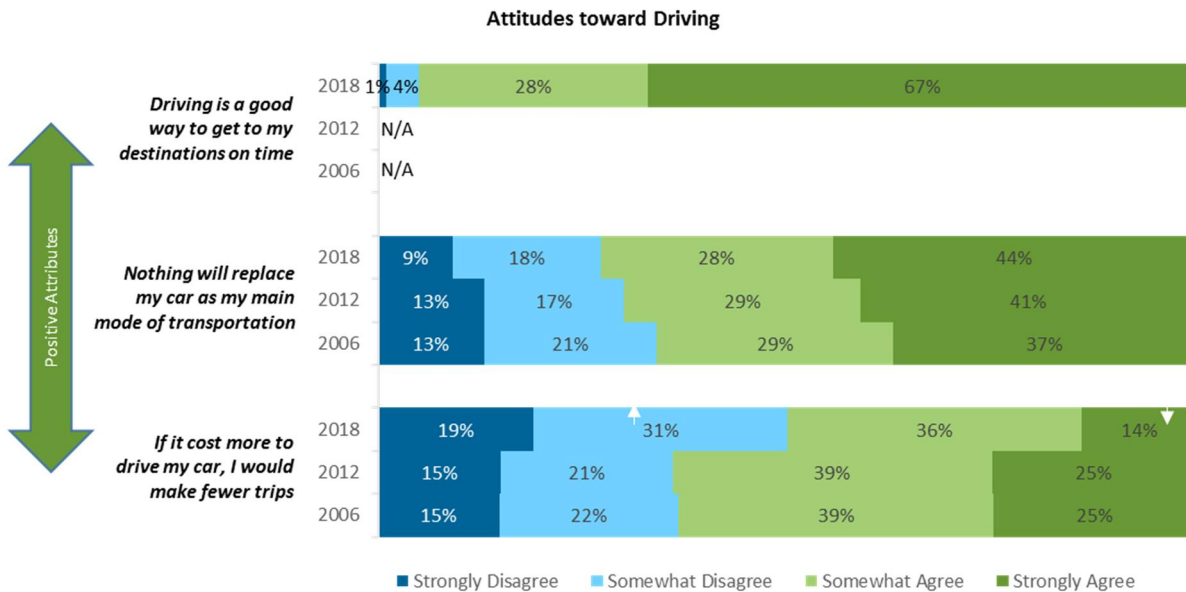


Q4. How strongly do you agree or disagree with each of the following statements?
Base=Those Answering (2006 n=365-645; 2012 n=266-515; 2018 n=222-498)

When it comes to driving and parking options in Chittenden County, residents' attitudes are not very positive. While a slight majority of residents (57%) say there are enough rideshare and carpool opportunities in the region, parking options are seen as limited, while highway and street conditions are viewed as fair to poor. Opinions of the condition of roads and bridges in Chittenden County are also trending to be more negative, with the proportion who strongly disagree that they are in good condition increasing from 26% in 2006 to 37% in 2018.

- The biggest difference in attitudes are income driven. Those with **household incomes below \$40,000** are more likely to have positive attitudes toward park-and-rides...
 - 78% agree there are enough park-and-ride lots in the region versus 46% of those with household incomes of \$40,000 or more, and

- 71% agree that there is enough space to park at park-and-ride lots (vs. 46%)
...while having more negative attitudes toward the availability of parking in downtown areas and the condition of major roads and bridges in the region.
- **Homeowners and those living in city neighborhoods** are more likely to take issue with the streets in their neighborhood, with half saying they are not in good condition
 - 62% of homeowners vs. 50% of renters.
 - 70% of city residents vs. 45% of suburban/rural residents.



Q8. How strongly do you agree or disagree with each of the following statements?
Base=Those Answering (2006 n=627-635; 2012 n=487-494; 2018 n=478-492)

Almost everyone (95%) agrees that driving is a good way to get to destinations on time, and more than seven in ten (72%) agree that nothing will replace their car as their main mode of transportation.

- It is worth noting that 94% of those who currently only drive say nothing will replace their car as their main mode of transportation.
- There appears to be a gradual hardening in the opinion that nothing will replace residents' cars, with 72% now agree that nothing will replace their car, up from 66% in 2006.

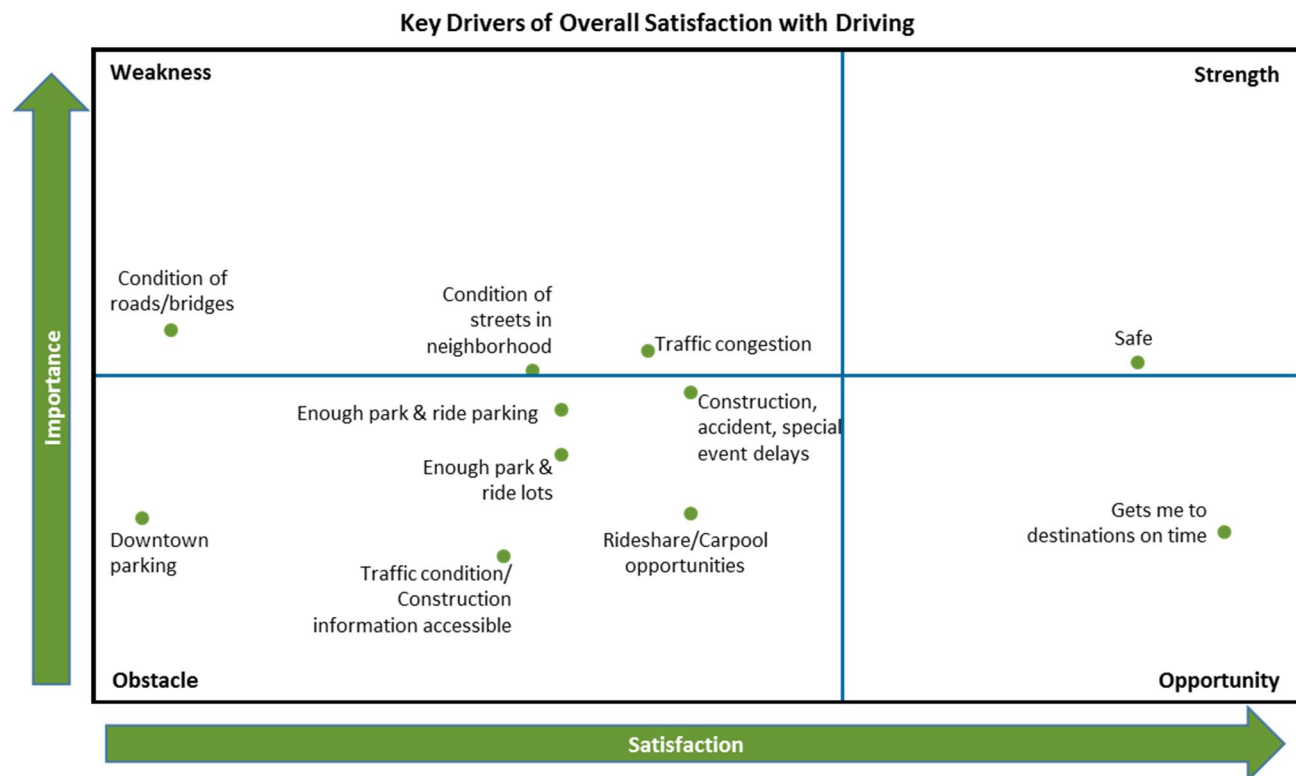
In 2018, one-half of area residents said that if it cost more to drive, they would make fewer trips. This is down from 64% in both 2006 and 2012. It is possible that they may be saying they'll make fewer trips because there are more options now available, such as rideshare services. Residents may also have been more sensitive to gas prices in 2012, when it averaged \$3.88 per gallon in Vermont versus \$2.84 per gallon in May 2018, when these respective surveys were conducted (Vermont Agency of Transportation, 2018).

Attitudes toward driving vary depending on whom you speak with:

- **Suburban and rural residents** are more likely than city residents to say nothing will replace their car as their main mode of transportation (91% vs. 78%).

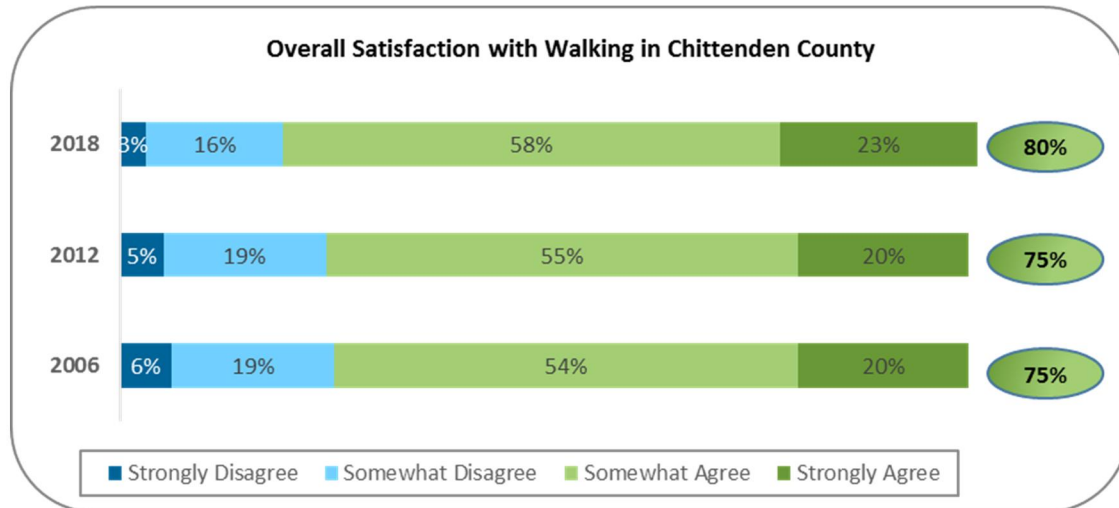
- Those with **household incomes of less than \$40,000** are more likely to say they would make fewer trips if it cost more to drive (69% vs. 49% of those with higher incomes).
- Interestingly, **renters** are slightly more likely than owners to say driving is a good way to get to their destinations on time (97% vs. 91%) and that nothing will replace their car as their main mode of transportation (76% vs. 64%).

As an area to drive, safety is Chittenden County's greatest strength, and it is also seen as a place where drivers can get to their destinations on time. However, the conditions of roads, bridges, and streets, as well as traffic congestion, are priority areas to address.



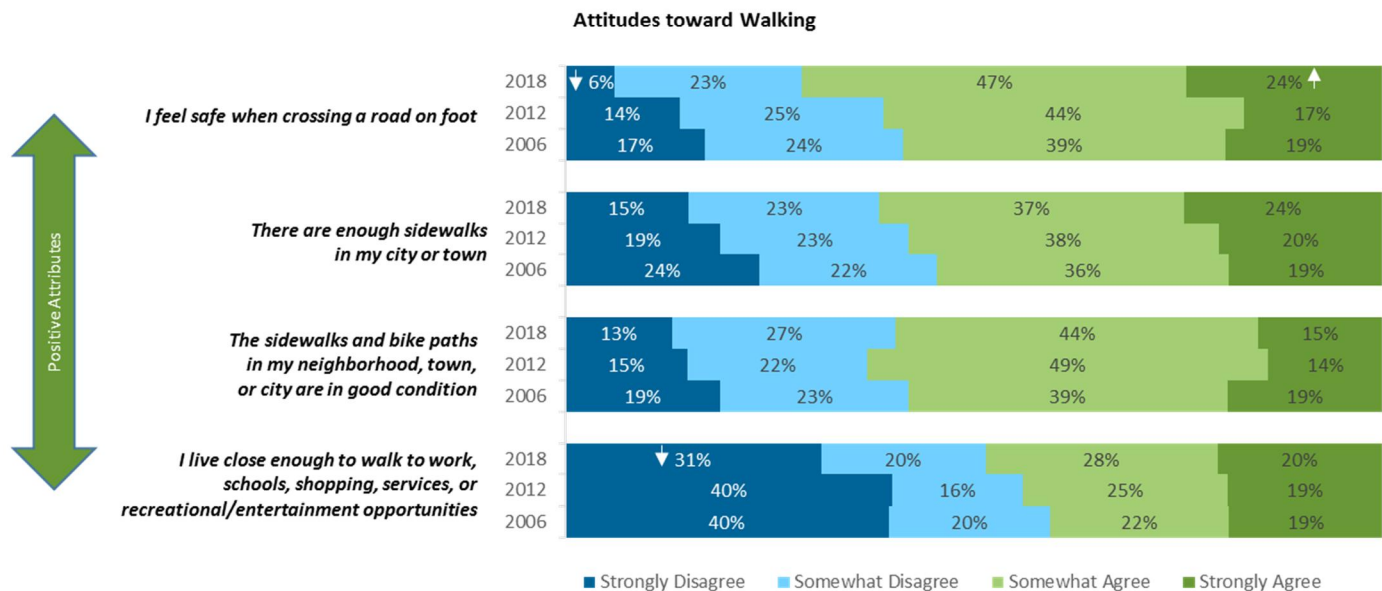
Attitudinal: Walking

Eight in ten (80%) consider walking in Chittenden County to be a pleasant experience. City residents in particular are likely to agree with this (87% vs. 77% of suburban/rural residents).



Q7I. How strongly do you agree or disagree with each of the following statement: Overall, walking is a pleasant experience in Chittenden County?

Base=Those Answering (2006 n=627; 2012 n=474; 2018 n=487)



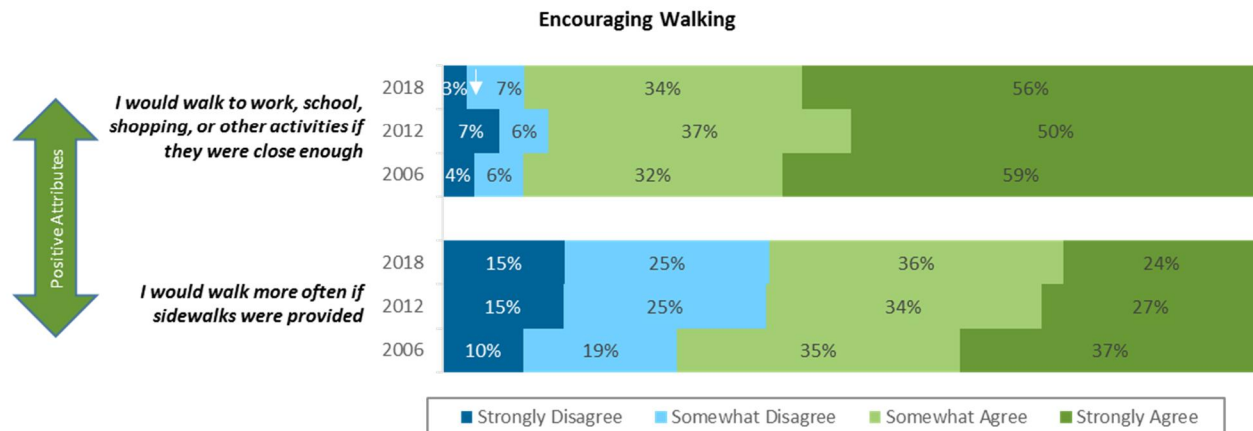
Q7. How strongly do you agree or disagree with each of the following statements?

Base=Those Answering (2006 n=596-643; 2012 n=471-502; 2018 n=444-499)

Residents have generally positive attitudes toward pedestrian facilities in Chittenden County. About seven in ten (71%) agree they feel safe when crossing the road on foot, a measure on which Chittenden County has steadily improved since 2000. Furthermore, **almost one-half of area residents (48%) agree they live close enough to walk to work, schools, shopping, services or recreational, entertainment opportunities**, with 20% strongly agreeing with this statement.

Among specific segments of the population:

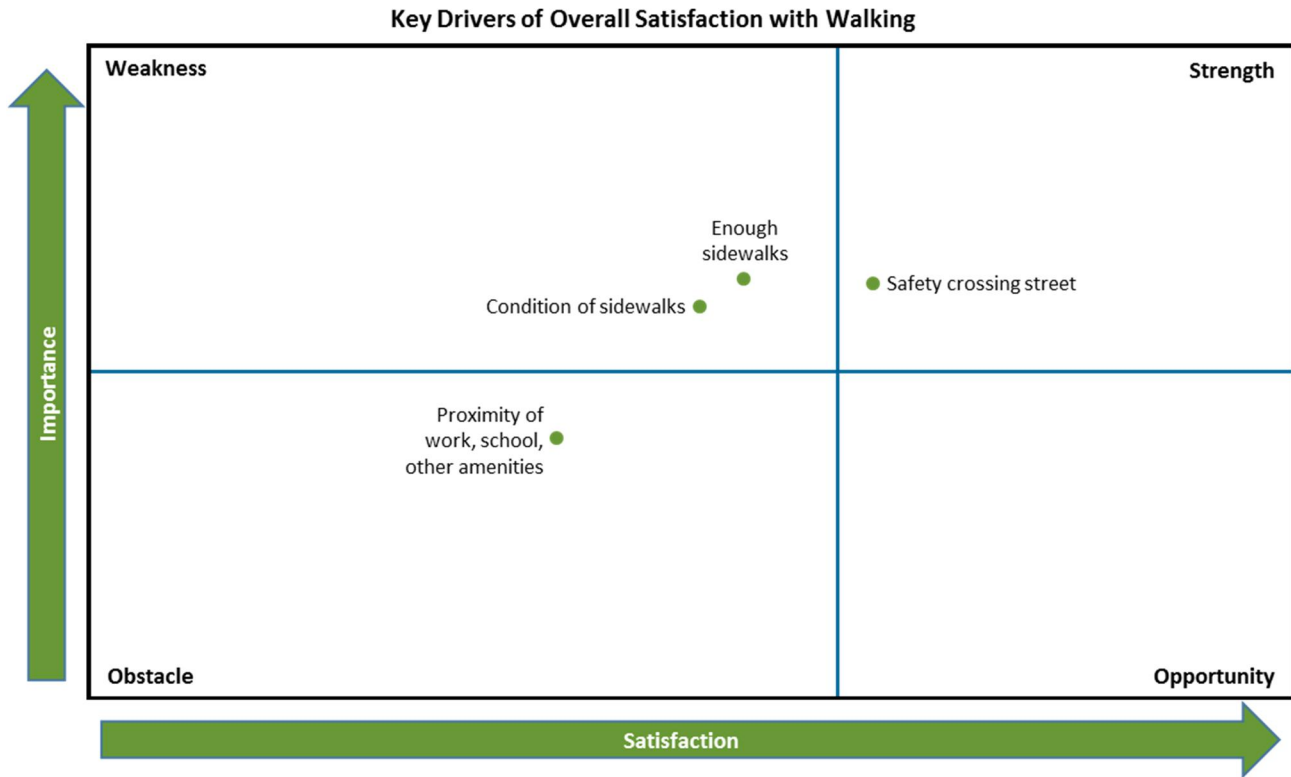
- Not surprisingly, **city residents** are more likely than their suburban counterparts to agree there are enough sidewalks where they live (81% vs. 58%) while saying they live close enough to walk to work, school, or for discretionary trips (78% vs. 44%). Rural residents were the least likely to agree with either of these.
- **Suburban residents** were more likely than those living in more urban areas to say the sidewalks and bike paths where they live are in good condition (65% vs. 54%). Though, with there being typically fewer sidewalks in suburban areas, and those sidewalks having less foot traffic, this should not be surprising.
- **Homeowners** are more likely than renters to say there are enough sidewalks where they live (75% vs. 57%), while also living in a more walkable area (65% vs. 43%).
- Residents with **household incomes of less than \$40,000** were more likely than those with higher incomes to say they live close enough to walk to work, school, or for discretionary trips (71% vs. 49%).



Q8. How strongly do you agree or disagree with each of the following statements?
Base=Those Answering (2006 n=586-624; 2012 n=462-481; 2018 n=466-487)

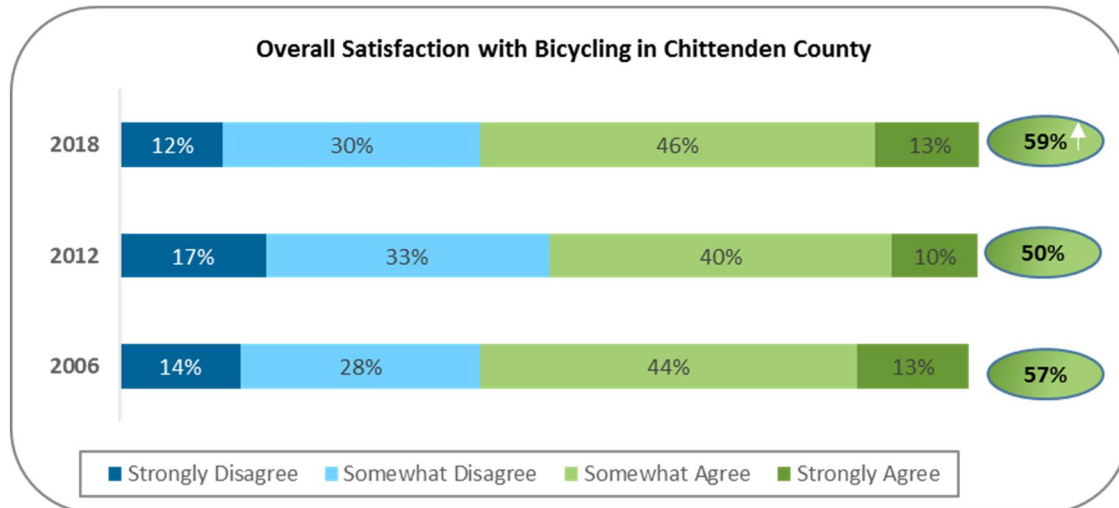
Nine in ten (90%) say they would walk to school, work, or for discretionary trips if they lived close enough, with 56% strongly agreeing they would, notable considering most residents live in areas they do not consider to be very walkable. In addition, six in ten (60%) say they would walk more if sidewalks were provided.

As a walkable area, Chittenden County's biggest strength is that its streets are considered safe to walk, an important attribute to residents. However, the supply of sidewalks as well as the condition of those sidewalks could be further improved to increase satisfaction.



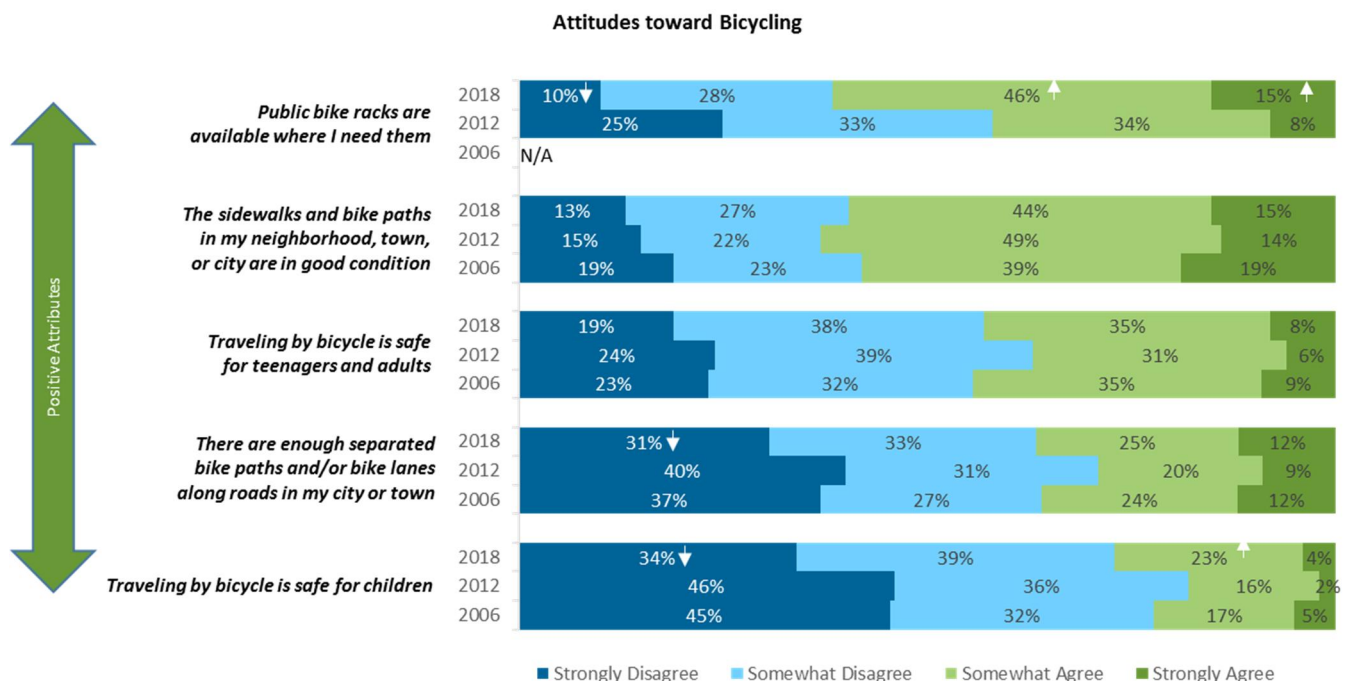
Attitudinal: Bicycling

While the majority of residents (59%) say traveling by bicycle is a pleasant experience in Chittenden County, only 13% strongly agree with this. Still, this is an increase from 50% in 2012. **City residents** are more likely than their suburban or rural counterparts to agree with this (65% vs. 56%).



Q7J. How strongly do you agree or disagree with each of the following statement: Overall, traveling by bicycle is a pleasant experience in Chittenden County?

Base=Those Answering (2006 n=548; 2012 n=385; 2018 n=397)



Q7. How strongly do you agree or disagree with each of the following statements?

Base=Those Answering (2006 n=596-643; 2012 n=293-471; 2018 n=444-499)

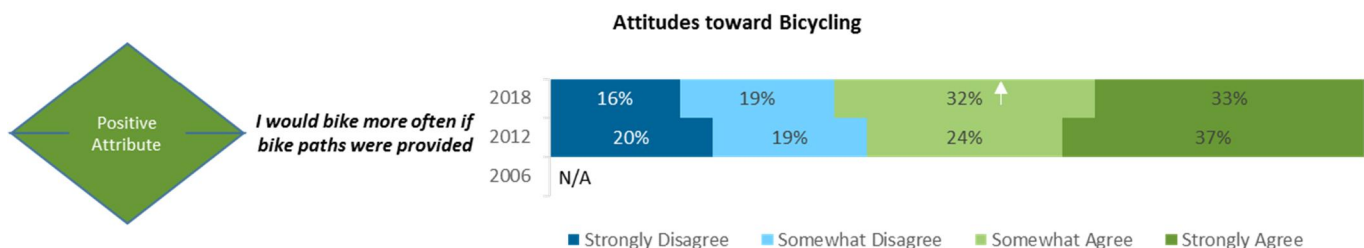
About six in ten (61%) agree there are public bike racks available where they need them, an increase from 42% in 2012.

However, fewer than four in ten agree there are either enough separated bike paths and/or lanes (37%) or that traveling by bicycle is safe for children (27%).

- A key difference is between **city residents** and those living in suburban or rural areas. City residents are more likely to agree that there are enough public bike racks (70% vs. 56%) and traveling by bicycle is safe for teenagers and adults (54% vs. 43%).
- **Homeowners and those with household incomes greater than \$40,000** are less likely to agree there are enough separated bike paths or lanes (69% disagree vs. 50% with lower incomes).
- Interestingly, **whether someone has a child in their household makes little difference in how likely they are to agree that traveling by bicycle is safe for children**, with only about one-fourth (27%) agreeing with this.

With that, almost two-thirds (65%) say they would bike more if bike paths were provided. Notably, these include:

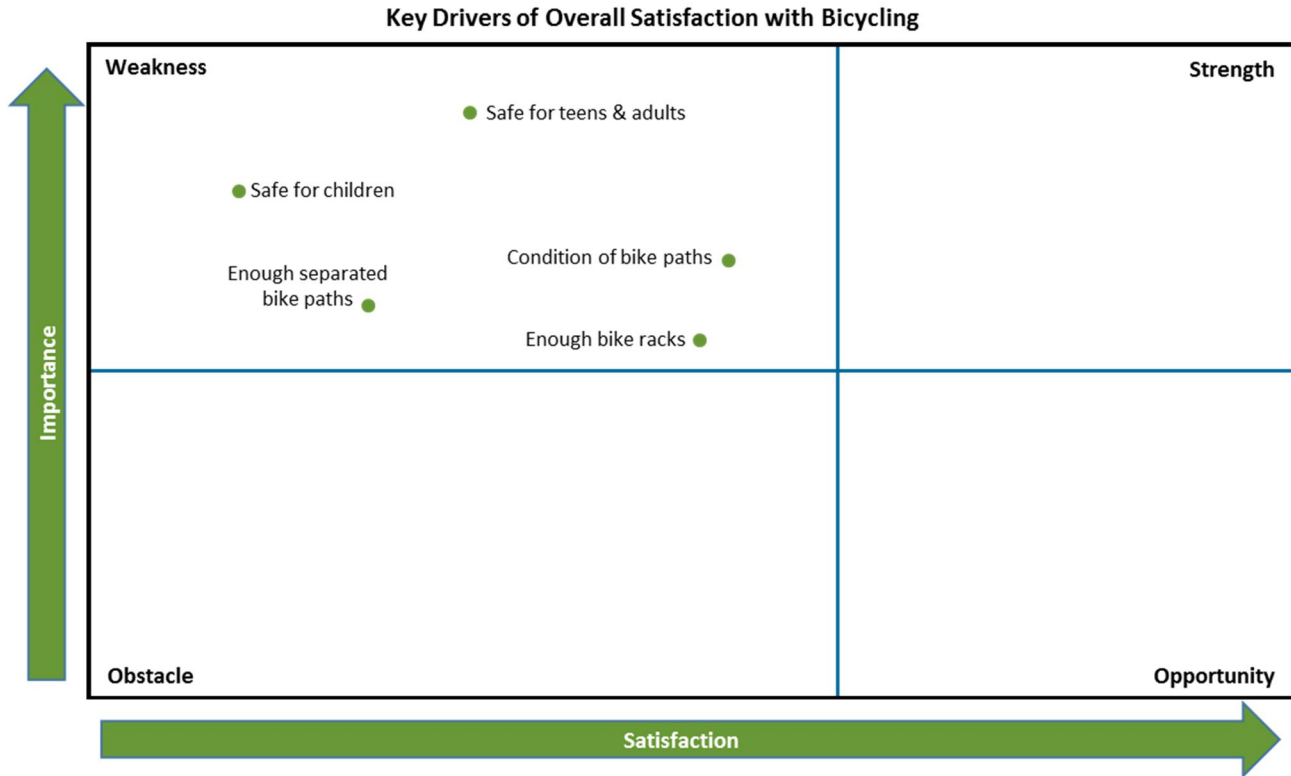
- Those 18 to 34 years old (75% vs. 62% of those 35 or older); and
- Those employed (68% vs. 54% of those not employed).



Q8. How strongly do you agree or disagree with each of the following statements?
Base=Those Answering (2012 n=435; 2018 n=460)

Safety for those of all ages, the quantity and condition of bike paths, and the number of bike racks are each having a significant negative impact on the satisfaction of area residents with the quality of transportation in Chittenden County.

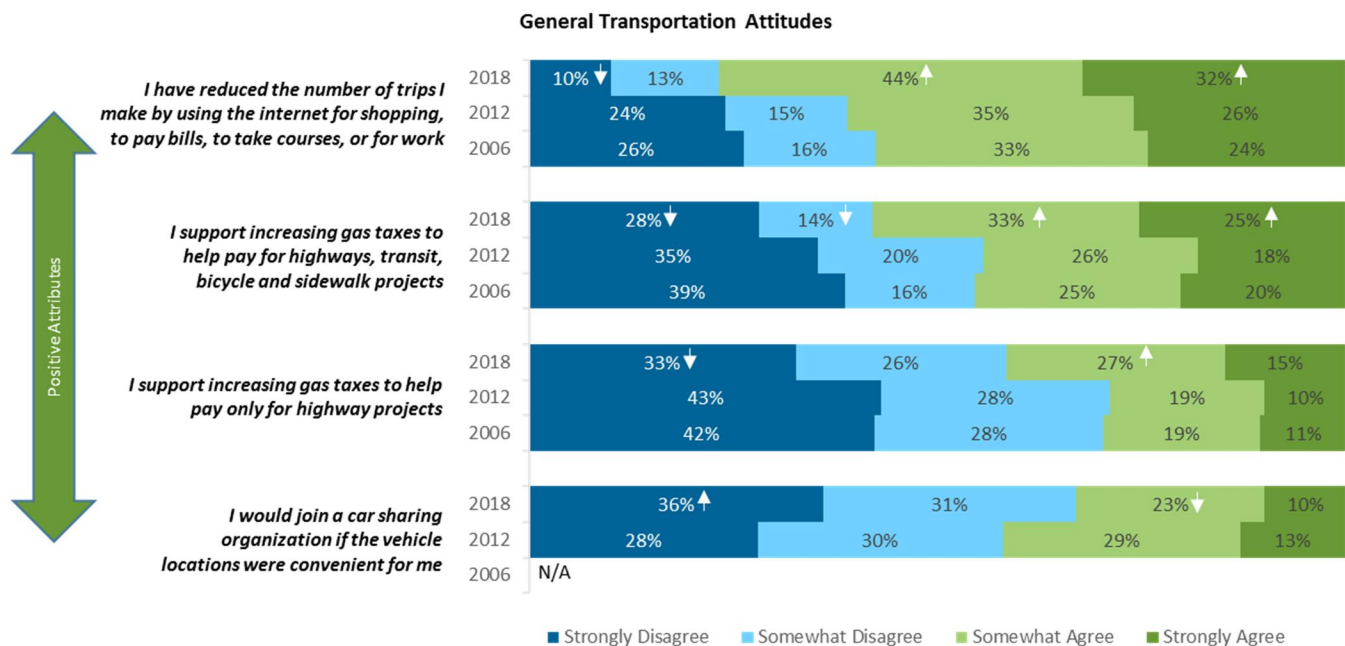
- As with public transportation, analysis shows that responses to all attributes are correlated moderately to strongly with overall satisfaction. Again, this is likely due to limited familiarity with bicycling issues among those who do not currently bike. They may not be able to fully differentiate various attributes. They simply have a lack of satisfaction and want to see things generally improved, hence the lower satisfaction/higher importance result.



Attitudinal: General Transportation

Respondents were asked a series of questions regarding general transportation issues in terms of what they would do or support.

- About three-fourths (76%) strongly or somewhat agree they have **reduced the number of trips they make by using the Internet** for shopping, to pay bills, take courses, or for work, an increase from 61% in 2012 and 58% in 2006. Those with household incomes greater than \$40,000 are particularly likely to say they use the Internet in lieu of trips (81% vs. 66% of those with lower incomes).
- One-third (33%) say they **would join a car sharing organization** if the vehicle locations were convenient, with 10% saying they strongly agree. This was down from 42% who agreed in 2012.



Q8. How strongly do you agree or disagree with each of the following statements?
Base=Those Answering (2006 n=619-632; 2012 n=427-493; 2018 n=434-494)

When considering a sensitive issue such as raising taxes, where survey responses can be particularly susceptible to social acceptability bias (respondents saying what they think is the acceptable response rather than how they really feel) it is better to focus on those who strongly agree or disagree.

- One in four (25%) strongly agree they would support **increasing gas taxes to help pay for highways, transit, bicycle, and sidewalk projects**; whereas 28% strongly disagree. Support is strongest among city residents.

Support increasing gas taxes to help pay for highways, transit, bicycle, and sidewalk projects		
	Locale	
	City	Suburban/Rural
Strongly agree	37%	19%
Strongly disagree	21%	32%



- Support is not as strong when ***raising gas taxes to only pay for highway projects***. In this scenario, one in seven (15%) strongly agree, whereas 33% strongly disagree. Furthermore, there are no subgroups among whom more residents agree than disagree with raising gas taxes for this purpose.
- Support for increasing gas taxes has increased from 2006 and 2012.

Likelihood of Follow-Through

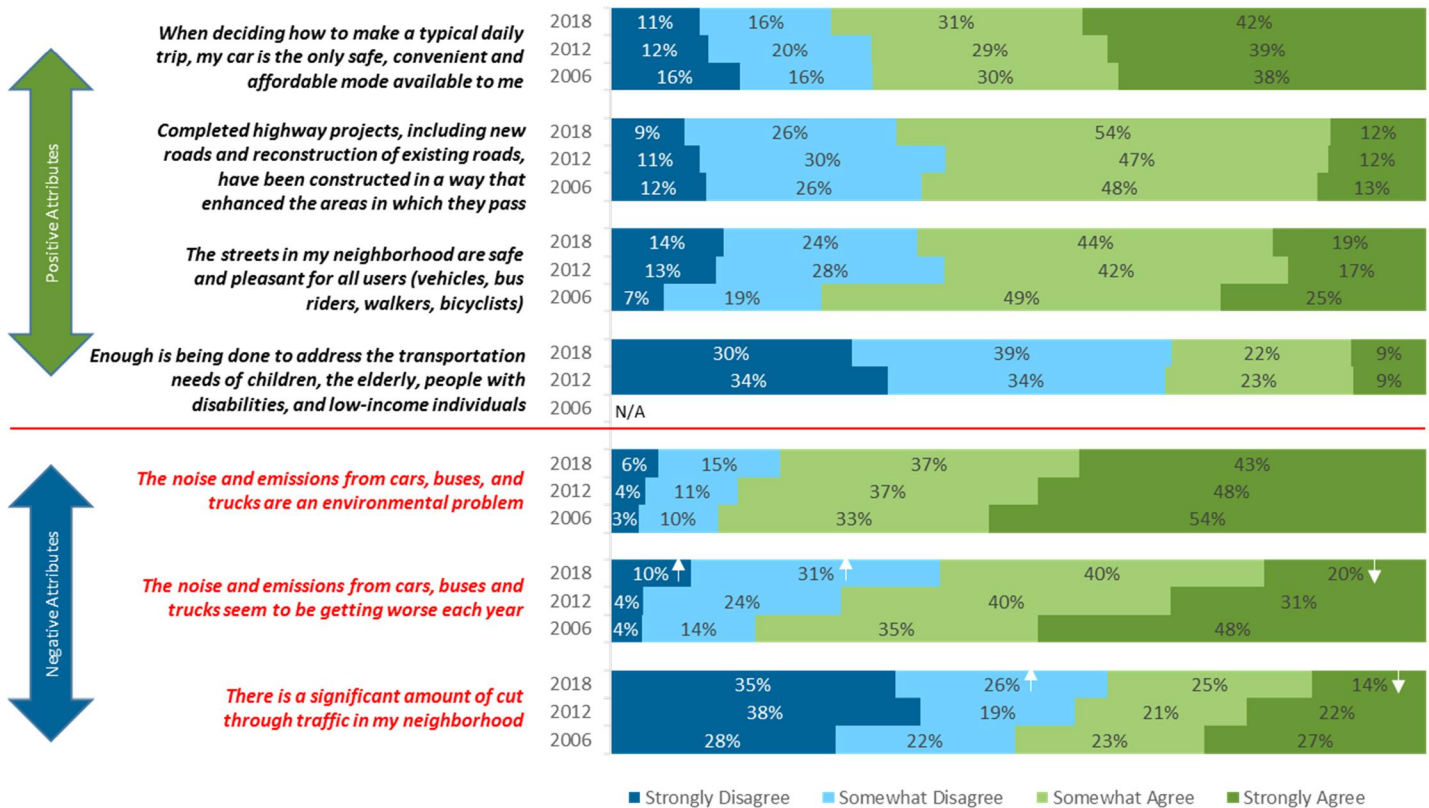
Experience has shown that although a survey respondent may report they are likely to change their travel behavior, they will not necessarily do so. Therefore, the results for their likelihood to drive less, or use public transportation, car sharing, or walk more have been factored down, as shown in the table below, using industry accepted variables in order to estimate the true proportion who might ride if the service were available.

Specifically, the proportion of people who indicate they strongly agree has been adjusted, assuming only 60% of area residents giving that rating would seriously consider changing their behavior if the circumstances changed as described in the questionnaire. Similarly, this conversion scoring assumes 20% of those saying they somewhat agree would actually do so.

Estimated Likelihood to Follow Through on Travel Behavior Change					
			FACTOR		
			Strongly Agree	Somewhat Agree	
	Strongly Agree	Somewhat Agree	0.6	0.2	Estimate Follow Through
I would take the bus if the routes and schedule were convenient for me	26%	38%	16%	8%	23%
I would take the bus if I felt safe and comfortable walking to and from bus stops	16%	33%	10%	7%	16%
I would take the bus if there were better passenger facilities at bus stops throughout the system	9%	26%	5%	5%	11%
If it cost more to drive my car, I would make fewer trips	14%	36%	8%	7%	16%
I would join a car sharing organization if the vehicle locations were convenient for me	10%	23%	6%	5%	11%
I would walk to work, school, shopping, or other activities if they were close enough	56%	34%	34%	7%	40%
I would walk more often if sidewalks were provided	24%	36%	14%	7%	22%
I would bike more often if bike paths were provided	33%	32%	20%	6%	26%

Attitudinal: Quality of Life, the Environment, and Economy

Attitudes toward Current Quality of Life, the Environment, and Economy



Q9. How strongly do you agree or disagree with each of the following statements?
Base=Those Answering (2006 n=553-639; 2012 n=376-502; 2018 n=366-488)

Almost three-quarters of area residents (73%) view their car as the only safe, convenient, and affordable mode of transportation for them, though only 42% strongly agree with this statement, indicating some flexibility in this opinion. Those more likely to hold this opinion include:

- Suburban and rural residents (82% vs. 52% of city residents);
- Those 55 or older (82% vs. 66% of younger residents);
- Renters (76% vs. 62% of homeowners); and
- Those with household incomes of \$40,000 or more (72% vs. 58% of lower income residents).

Two-thirds (66%) agree that completed highway projects have been done in a way that enhances the area in which they pass.

Residents are also likely to agree the streets in their neighborhood are safe and pleasant for all users (63%) while also saying there is not a significant amount of cut through traffic in their neighborhood (61%).

- Those **most likely to have issues with cut through traffic in their neighborhood** include those with lower incomes, those 35 or younger, homeowners, and/or city residents.

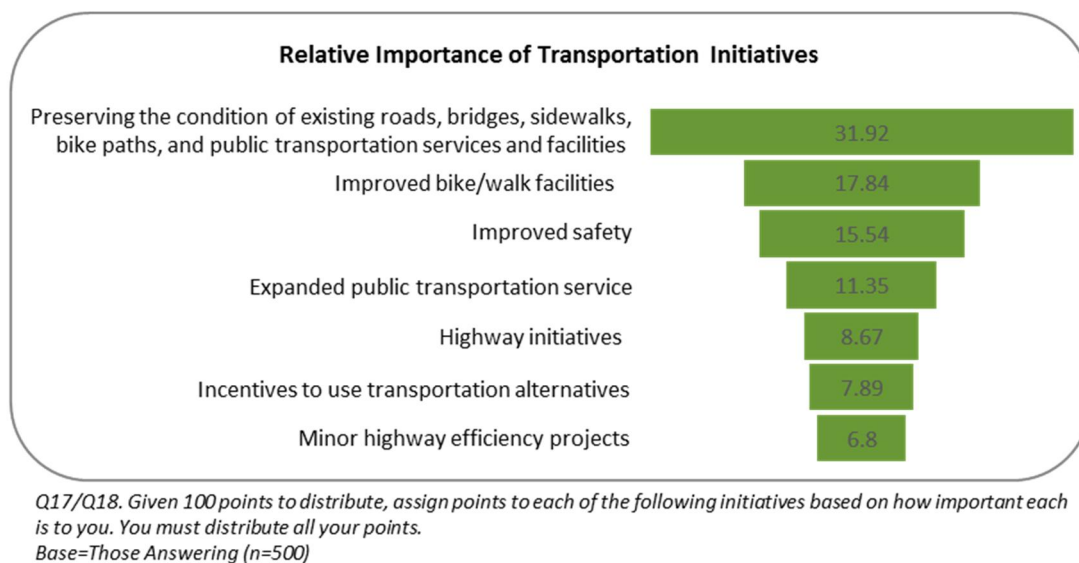
However, there are some issues. Eight in ten area residents consider the noise and emissions from cars, trucks, and buses to be an environmental problem (80%) while six in ten say it seems to be getting worse every year (60%). City residents and/or women, in particular, are more likely to have issues with each of these

- City vs. suburban and rural residents – 86% vs. 76% as an environmental problem and 68% vs. 56% as a growing problem.
- Women vs. men– 85% vs. 74% as an environmental problem and 68% vs. 51% as a growing problem.
- It should be noted that the proportion of residents who say traffic noise is getting worse every year has been decreasing since 2006, while the proportion who say there is a significant amount of through traffic in their neighborhood decreased from 2012.

Trade-Off Analysis (*New for 2018*)

To determine the relative importance of various areas in which transportation could be improved, respondents were asked to allocate 100 points across each of seven areas.

Residents give the greatest weight to preserving what the region currently has. Interestingly, they also give greater weight to improving biking and walking facilities and expanding public transportation than they do to initiatives that would improve driving, such as highway initiatives or minor highway efficiency projects.



Constituencies across the region agree that the greatest weight should be put on preserving the condition of current services, facilities, and infrastructure.

- Improving biking and walking facilities is particularly important to **those 18 to 34 years old and/or city residents**.

In 2006 and 2012, respondents were asked how important each of these initiatives were on a four-point scale. While this makes it less clear how important these initiatives are relative to one another, the general order of importance was very similar to what it is now.

Order of Importance		
<u>2006</u>	<u>2012</u>	<u>2018</u>
1. Preserving the condition of existing roads, bridges, sidewalks, bike paths, and public transportation services and facilities	1. Preserving the condition of existing roads, bridges, sidewalks, bike paths, and public transportation services and facilities	1. Preserving the condition of existing roads, bridges, sidewalks, bike paths, and public transportation services and facilities
2. Improved safety	2. Improved safety	2. Improved bike/walk facilities
3. Improved bike/walk facilities	3. Improved bike/walk facilities	3. Improved safety
4. Highway initiatives	4. Expanded public transportation service	4. Expanded public transportation service
5. Expanded public transportation service	5. Incentives to use transportation alternatives	5. Highway initiatives
6. Incentives to use transportation alternatives	6. Highway initiatives	6. Incentives to use transportation alternatives
7. Minor highway efficiency projects	7. Minor highway efficiency projects	7. Minor highway efficiency projects

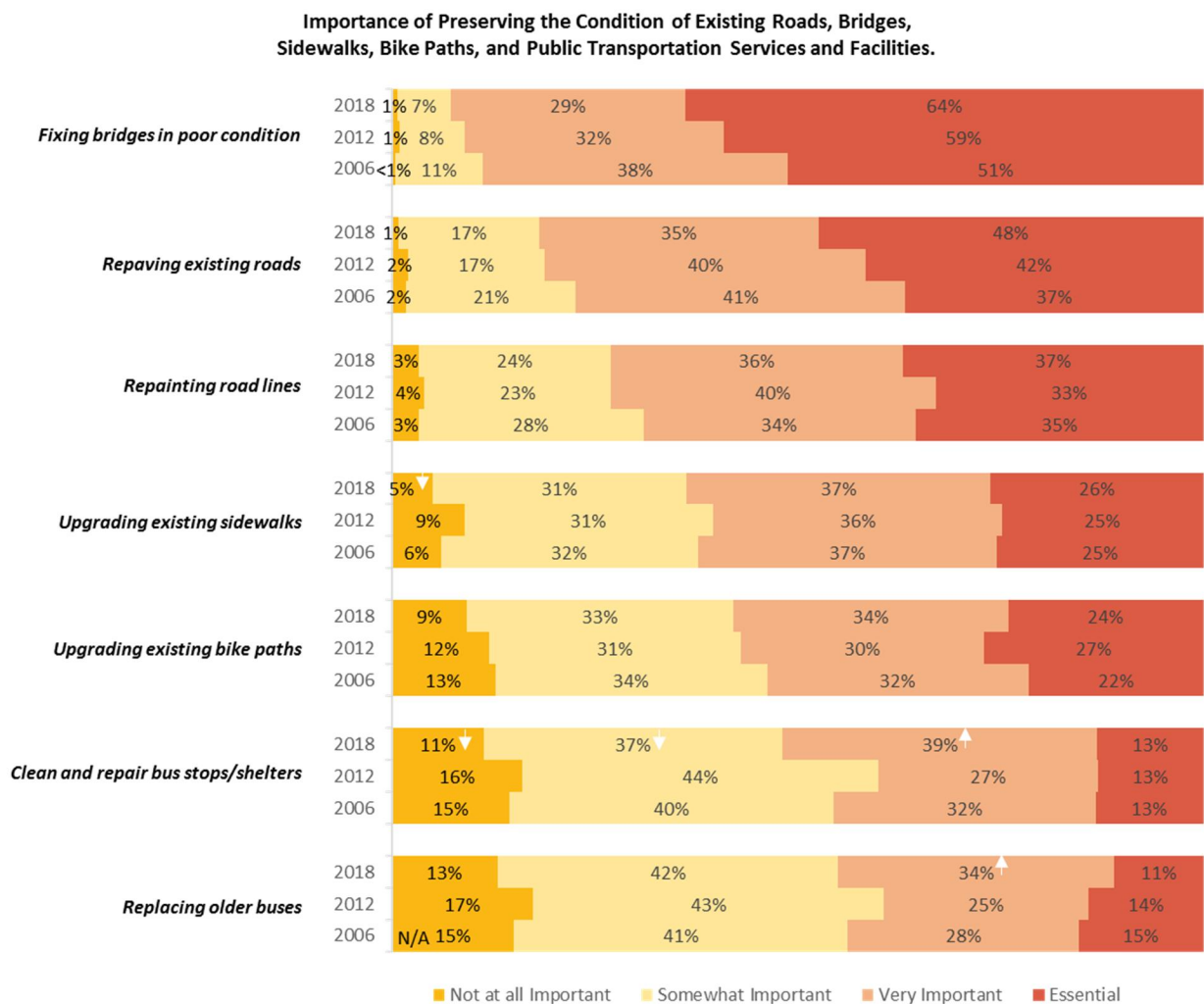
Importance: Preserving the Condition of Existing Roads, Bridges, Sidewalks, Bike Paths, and Public Transportation Services and Facilities

Fixing bridges that are in poor condition is the most important infrastructure preservation project to area residents (93% consider this to be at least very important, with 64% saying it is essential). Repaving roads and repainting road lines are also higher priorities (82% and 73% consider these at least very important, respectively).

While still being seen as of less importance than other amenities, the proportion who say it is important to clean and repair bus stops and shelters and replacing older buses has increased since 2012.

- Cleaning and repairing bus stops and shelters (52% in 2018 vs. 40% in 2012).
- Replacing older buses (45% in 2018 vs. 39% in 2012).

Women are more likely than men to support fixing bridges in poor condition (95% vs. 90%), upgrading existing bike paths (63% vs. 54%), and cleaning and repairing bus stops and shelters (59% vs. 44%).



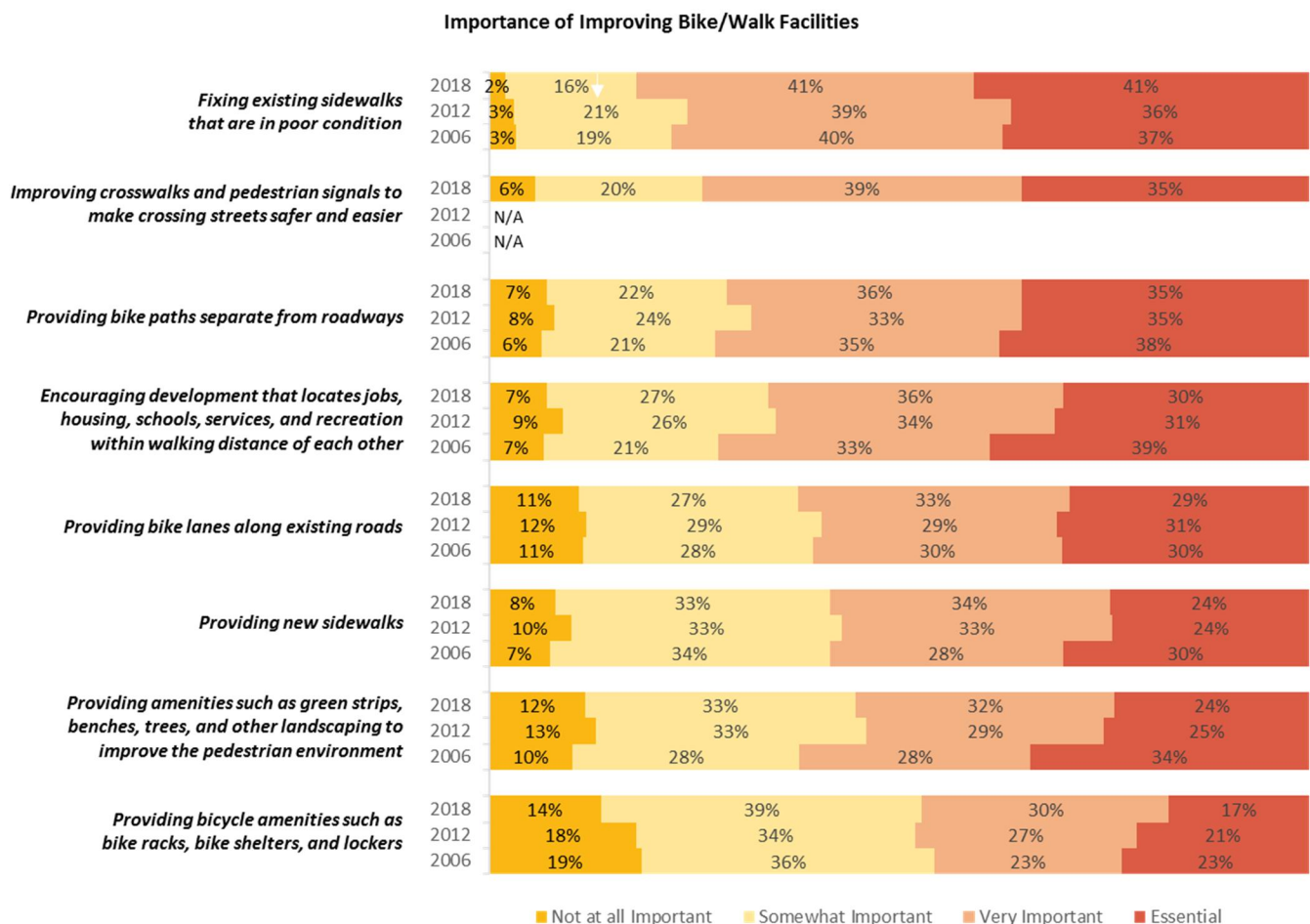
Q14. Please rate the importance to you of each of the following means of preserving the condition of existing roads, bridges, sidewalks, bike paths, and public transportation services and facilities?
Base=Those Answering (2006 n=548-639; 2012 n=442-514; 2018 n=446-498)

Importance: Improved Bike/Walk Facilities

When it comes to improving biking and walking facilities, once again maintaining what the region currently has is viewed as the top priority. More than eight in ten (82%) say it is at least very important to fix existing sidewalks. After that, two safety related issues are seen as the next most important – improving crosswalks and pedestrian signals to make streets safer and easier to cross (74%), and providing bike paths separate from roadways (71%).

Most improvements to biking and walking facilities are seen as at least very important. In fact, when presented with various potential improvements, only one – providing bicycle amenities – was viewed as being at least very important by less than half (47%) of area residents. Even with this, more than half of those 18 to 34 (59%), homeowners (58%), city residents (55%), and/or women (53%) see bicycle amenities as at least very important.

- Women in particular are very supportive of improving biking and walking facilities, with a large majority in favor of fixing existing sidewalks (87% vs. 77%), improving crosswalks and pedestrian signals (82% vs. 65% of men), Providing separate bike paths (77% vs. 65%), and providing new sidewalks (67% vs. 49%).



Q12. Please rate the importance to you of each of the following means of improving bike/walk facilities?
Base=Those Answering (2006 n=611-630; 2012 n=473-499; 2018 n=481-498)

Importance: Improved Safety

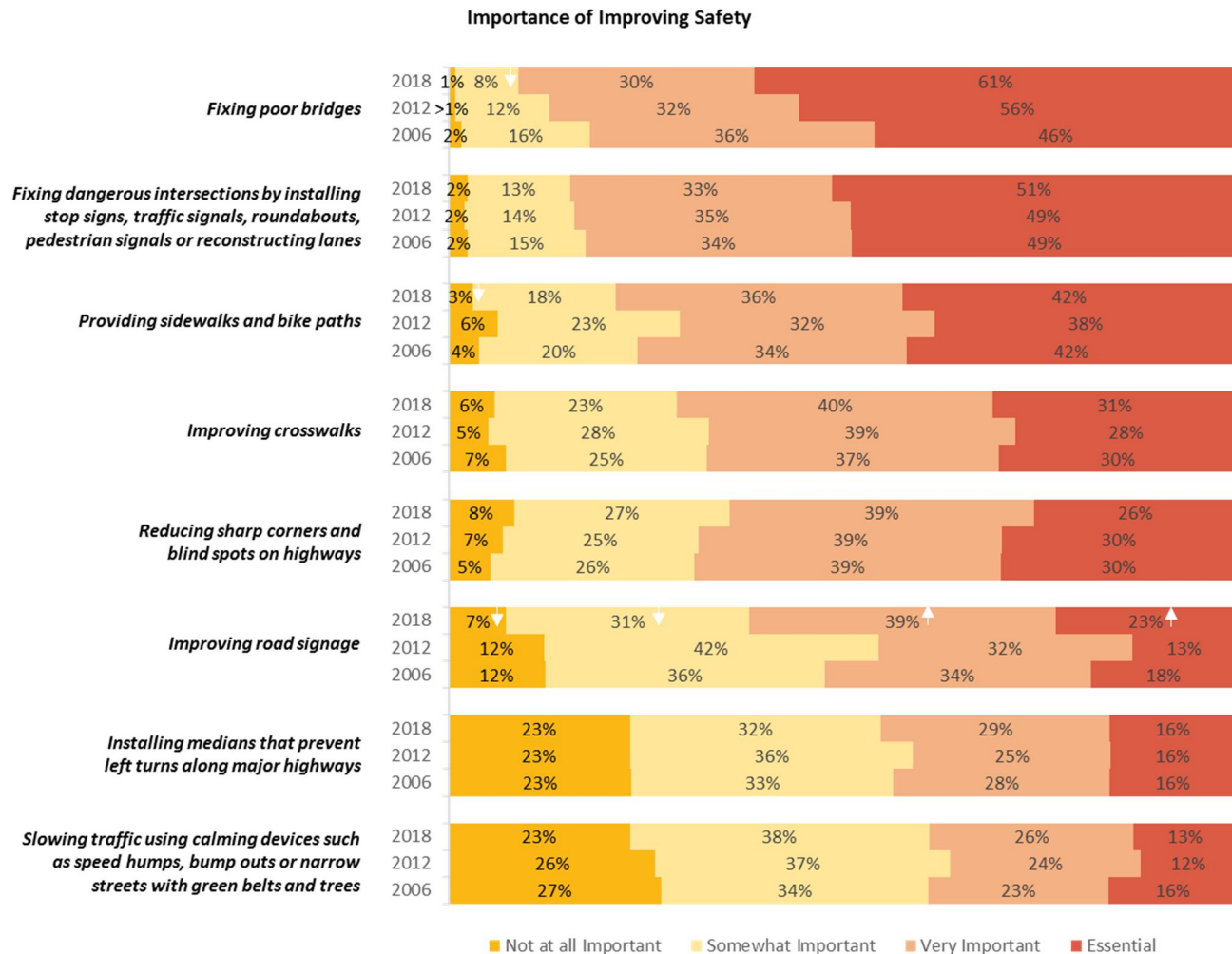
As it was with maintaining current infrastructure, most residents consider it important that the County fix bridges in poor condition in order to improve safety (91% at least very important, 61% essential). Fixing dangerous intersections (84% at least very important, 51% essential), followed by providing sidewalks and bike paths (78% at least very important, 42% essential) are next on residents' safety priority list.

- The perceived importance of fixing poor bridges has steadily increased since 2006.
- Women are more likely than men to support each of these improvements.

While only of moderate importance, the proportion who said improving road signage is important has increased significantly since 2006-2012 (62% in 2018 vs. 52% in 2006 and 46% in 2012).

What is of far less importance to residents is the use of calming devices to slow traffic and the addition of medians to prevent left turns along major highways. In each case, a greater proportion of residents consider these to be not at all important than consider them to be essential.

- Suburban/rural residents and those employed are particularly likely to say adding traffic calming devices are not at all important.



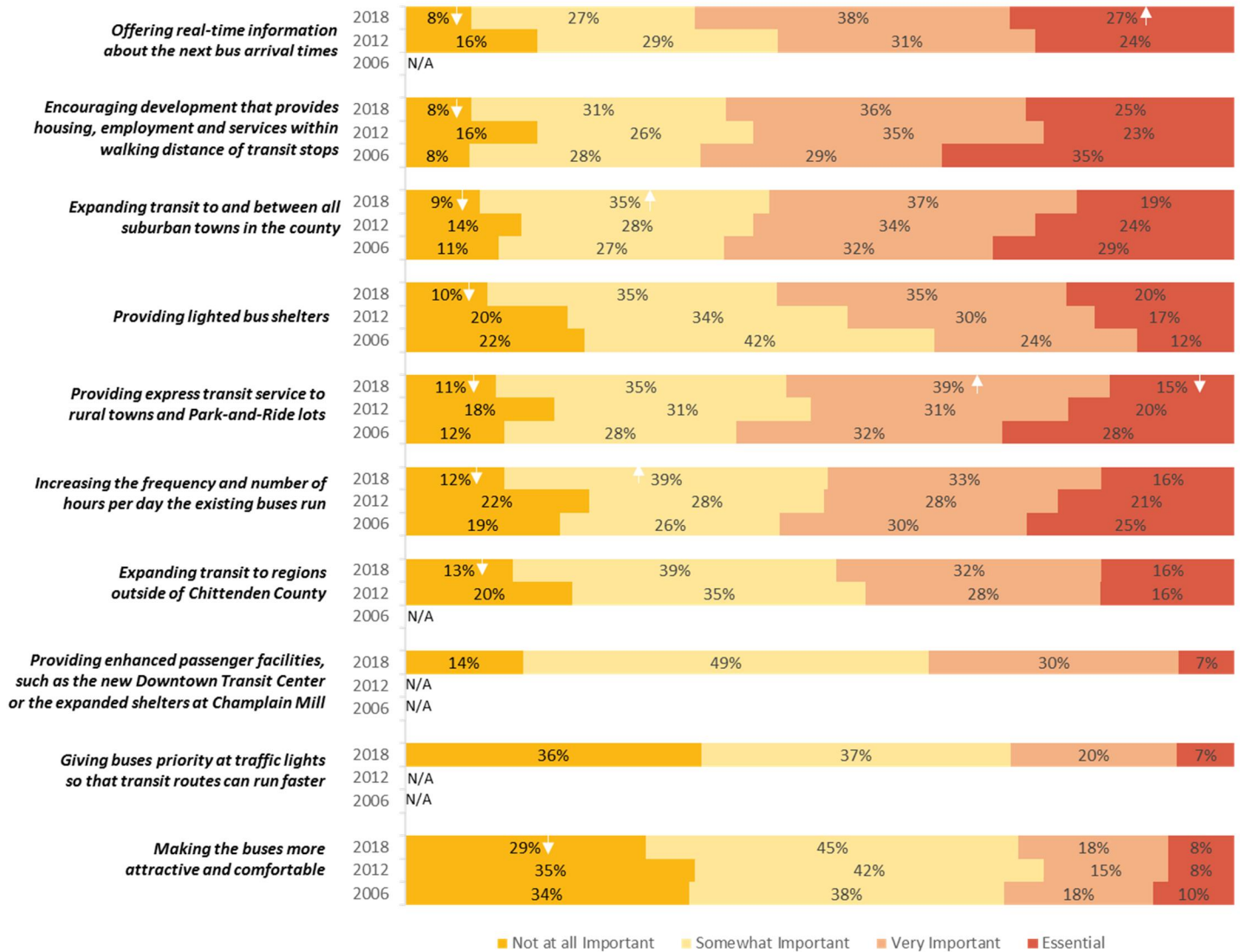
Q15. Please rate the importance to you of each of the following means of improving safety?
Base=Those Answering (2006 n=581-640; 2012 n=463-511; 2018 n=444-497)

Importance: Expanded Public Transportation Service

When expanding public transportation options, the two areas considered to be most important are offering real-time information on bus arrival times and encouraging development that provides housing, employment, and services within walking distance of transit stops (i.e., transit oriented development), with more than six in ten saying each is at least very important (65% and 61%, respectively).

- Mixed use development is most appealing to **city residents** (73% vs. 55% of suburban/rural residents).
- Interestingly, **women** are more likely than men to say they would like to see real-time bus information (72% vs. 52%), lighted bus shelters (68% vs. 41%), and transit expanded to regions outside Chittenden County (55% vs. 41%).

Importance of Expanding Public Transportation Services/Facilities

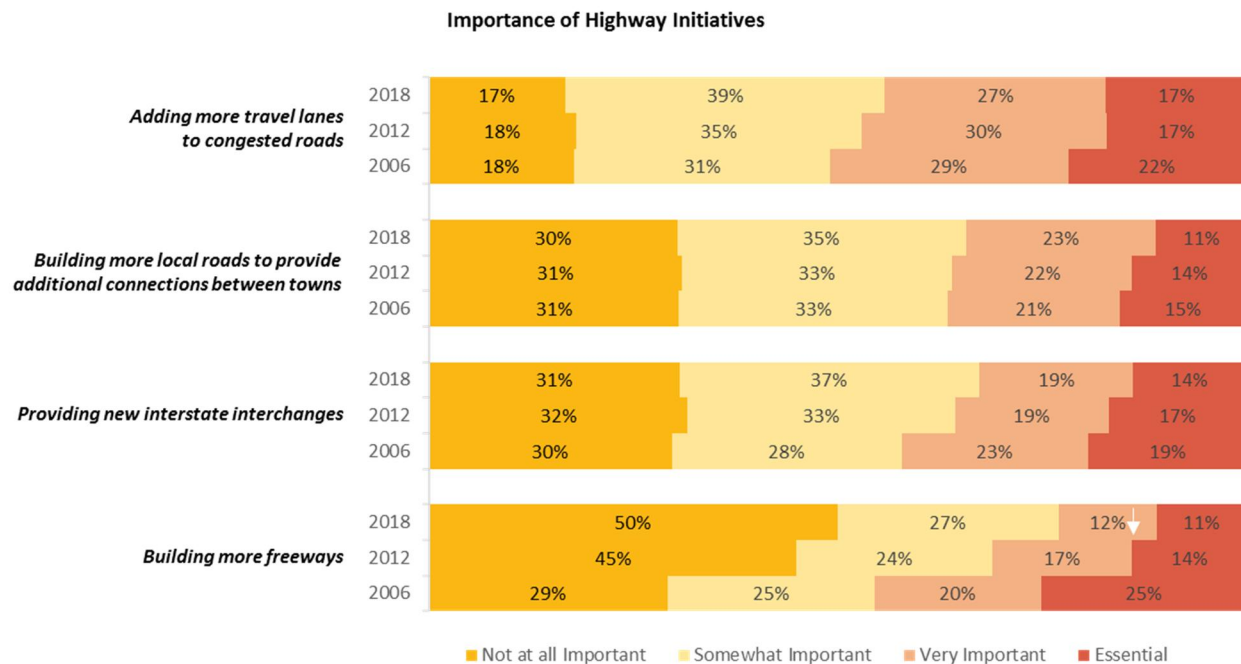


Q11. Please rate the importance to you of each of the following means of expanding public transportation services/facilities?
Base=Those Answering (2006 n=464-558; 2012 n=397-438; 2018 n=403-472)

Importance: Highway Initiatives

The various highway initiatives presented in the questionnaire received relatively lukewarm support, and most have steadily decreased in their perceived importance to residents in the past 12 years. Only adding more travel lanes to congested roads is considered at least very important by more than four in ten (44%).

Suburban residents were the only two population groups examined for whom at least half said adding more travel lanes was very important (52% and 50%, respectively).



Q10. Please rate the importance of each of the following highway initiatives to you?
Base=Those Answering (2006 n=579-621; 2012 n=455-481; 2018 n=461-491)

Conversely, one-half (50%) of all residents said building more freeways is not at all important, and another 27% said it is only somewhat important. The proportion of residents who feel it's very important or essential that more freeways are built has dropped from 45% in 2006 to 23% today. Residents who are 55 or older are particularly opposed to the idea of building more freeways, though there is little support among residents across the spectrum.

Importance: Incentives to Use Transportation Alternatives

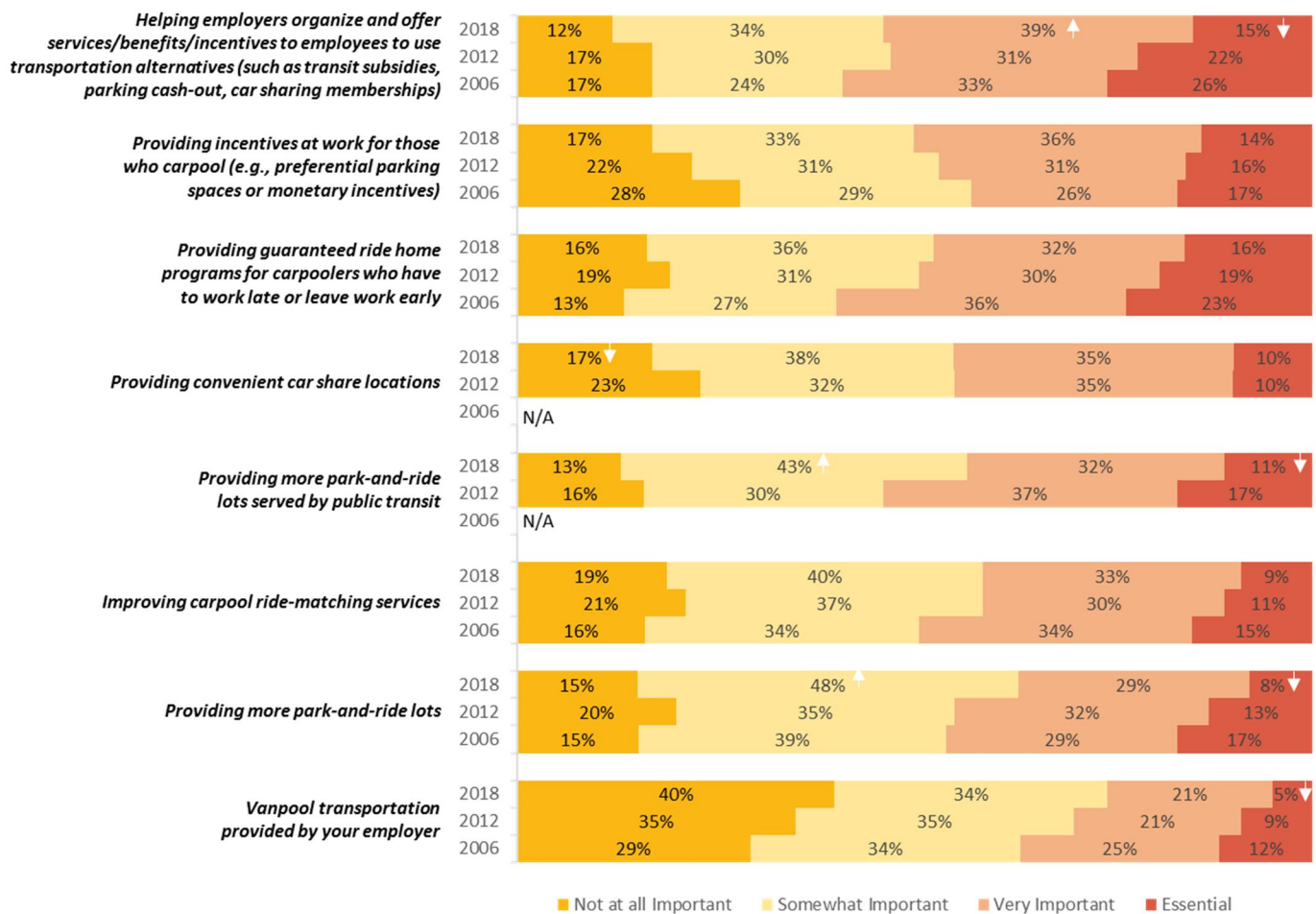
The incentives presented to use transportation alternatives received limited interest. The three that were seen as most important were:

- Helping employers organize and offer services, benefits, and/or incentives to employees to use transportation alternatives (54% very important/essential);
- Providing incentives at work for those who carpool (50%); and
- Providing guaranteed ride home programs for carpoolers who have to work late or leave work early (48%).

Guaranteed ride home programs, along with employer provided vanpool services, and providing more park-and-ride lots and lots served by public transit have all decreased in importance to area residents over the past few years.

- Interestingly, there is very little difference in the attitudes toward these transportation alternatives between those who are and those who are not employed.

Importance of Incentives to Use Transportation Alternatives



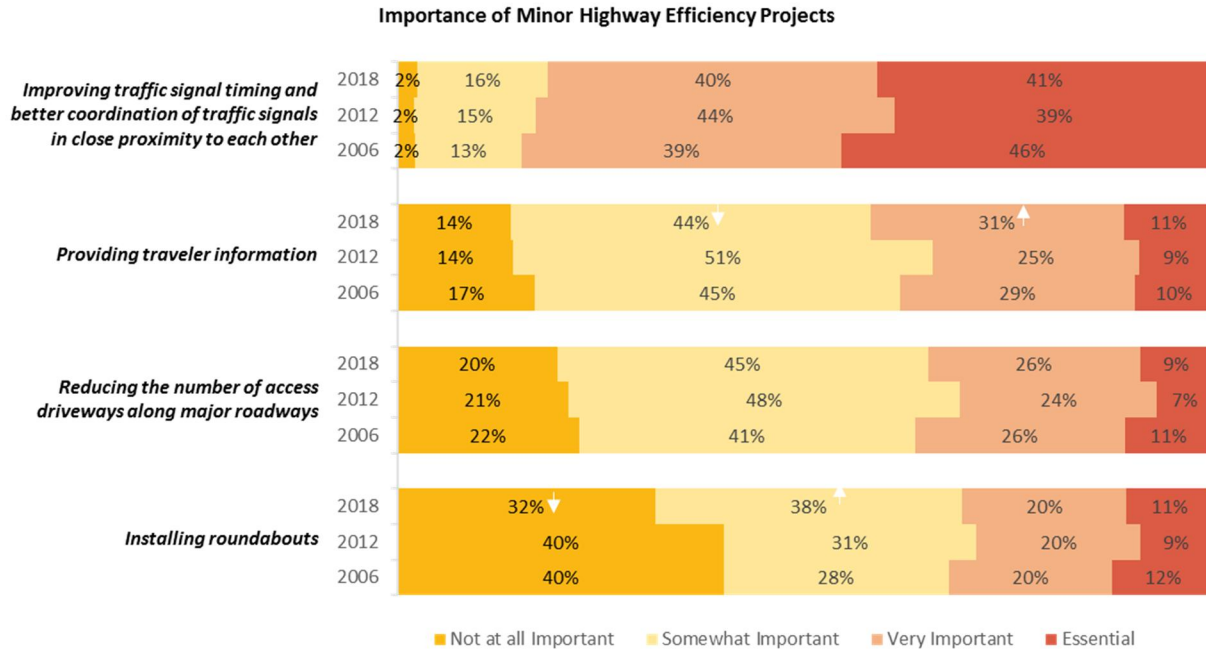
Q13. Please rate the importance to you of each of the following incentives to use transportation alternatives?
Base=Those Answering (2006 n=524-591; 2012 n=406-445; 2018 n=382-462)

It should be noted that many of these are niche offerings, and while they may not be appealing to the greater population, they can appeal to certain groups.

Transportation Alternatives with Particular Appeal		
	Age 18 to 34	City Residents
Helping employers organize and offer services/benefits/incentives to employees to use transportation alternatives	✓	
Providing guaranteed ride home programs for carpoolers who have to work late or leave work early		
Providing convenient car share locations		✓
Improving carpool ride-matching services		✓
Vanpool transportation provided by your employer	✓	

Importance: Minor Highway Efficiency Projects

Improving traffic signal timing and better coordination of traffic signals is one of the more appealing transportation projects overall, with 41% saying it is essential and another 40% saying it is very important (81% combined). This is another project that holds appeal across audiences.



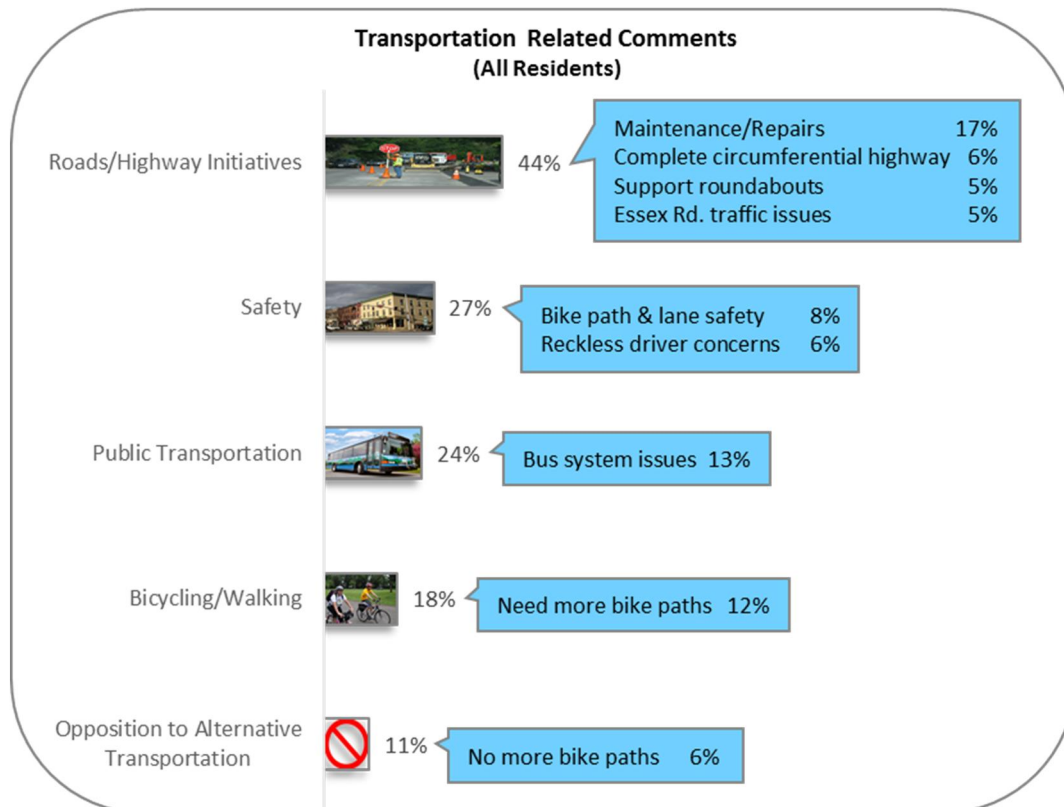
Q16. Please rate the importance to you of each of the following minor highway efficiency projects?
Base=Those Answering (2006 n=559-626; 2012 n=448-508; 2018 n=408-489)

Additional Transportation Related Comments

When asked to provide any additional comments they may have regarding transportation in the region, issues related to roads and highway repairs were the most common (44%). These most frequently included:

- Road and highway issues, such as general maintenance, repairs, major potholes, etc. (17%);
- Support for the completion of the circumferential highway (6%);
- Supporting roundabouts, seeing roundabouts as a good solution if they are built correctly (5%); and
- Traffic issues on Essex Road (VT 2A) in Williston (5%).

It is worth noting that residents were mixed as to their attitudes toward bike paths. One in eight (12%) said there need to be more bike paths, while 6% said no more bike paths should be added.



Q19. If you have any additional transportation-related comments, please include them below

Base=Those Answering (n=220)

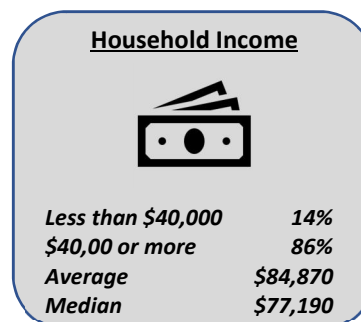
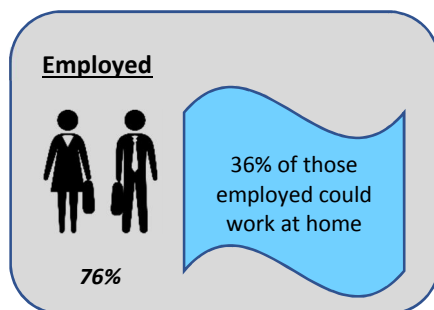
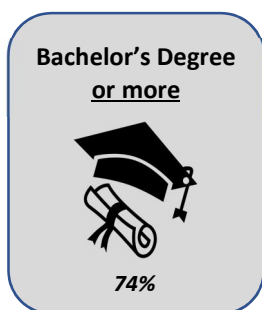
Multiple Responses Accepted; Top Mentions

Demographic Profile (Current Transportation)

Most residents have a vehicle available, with an average of two in each household. About seven in ten (71%) have a bicycle available when they need it.

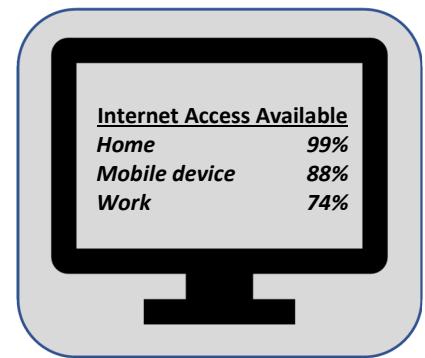
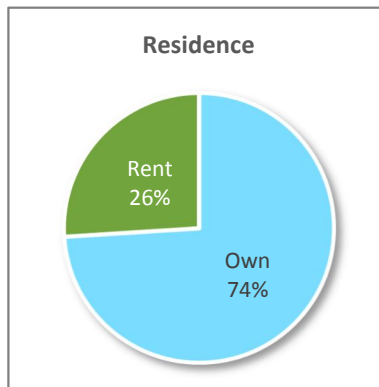
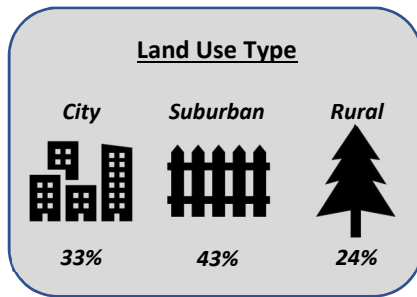
Demographic Profile				
		<u>2006</u>	<u>2012</u>	<u>2018</u>
Vehicles in Household	n=	655	514	500
None		3%	3%	3%
Any		95%	97%	97%
1		31%	32%	27%
2		44%	48%	54%
3 or more		20%	17%	16%
Mean		1.9	1.9	1.9
Median		2.0	2.0	2.0
Car Available when Needed	n=	655	519	500
Yes		92%	94%	95%
Bicycle Available	n=	655	518	500
Yes		64%	61%	71%↑

Demographic Profile (Employment & Education)



Note that the 36% who say they can work at home is up from 27% in 2012.

Demographic Profile (Household Profile)



When comparing how residents define where they live as being a city, suburban, or small town/rural area, about two-thirds define their area similarly to the definition used by the federal government (Geverdt, 2015). Suburban residents were the most divided in how to best define where they live, as 'suburbia' can be a nebulous concept.

Land Use Type (Self-Reported vs. Federal Definitions)				
Self-Reported	n=	Federal Definition		
		City	Suburban	Rural
	City	183 70%	174 20%	137 -
	Suburban	30%	65%	35%
	Rural	-	15%	65%

Demographic Profile				
		2006	2012	2018
Gender	n=	655	519	500
Female		52%	50%	51%
Male		47%	50%	49%
Household Occupancy	n=	649	518	500
1		23%	24%	20%
2		37%	47%	41%
3		17%	15%	16%
4 or more		23%	14%	23%
<i>Average</i>		2.5	2.3	2.5
<i>Median</i>		2.0	2.0	2.0
Occupants 16 Years & Older	n=	501	390	389
1		3%	2%	3%
2		73%	77%	73%
3		16%	17%	15%
4 or more		8%	4%	9%
<i>Average</i>		2.3	2.3	2.3
<i>Median</i>		2.0	2.0	2.0
Occupants Under 16 Years of Age	n=	504	393	398
0		62%	75%	66%
1		16%	11%	11%
2		18%	10%	17%
3		4%	2%	5%
4 or more		1%	1%	1%
<i>Average</i>		0.7	0.4	0.6
<i>Median</i>		0.0	0.0	0.0

APPENDIX

Bibliography

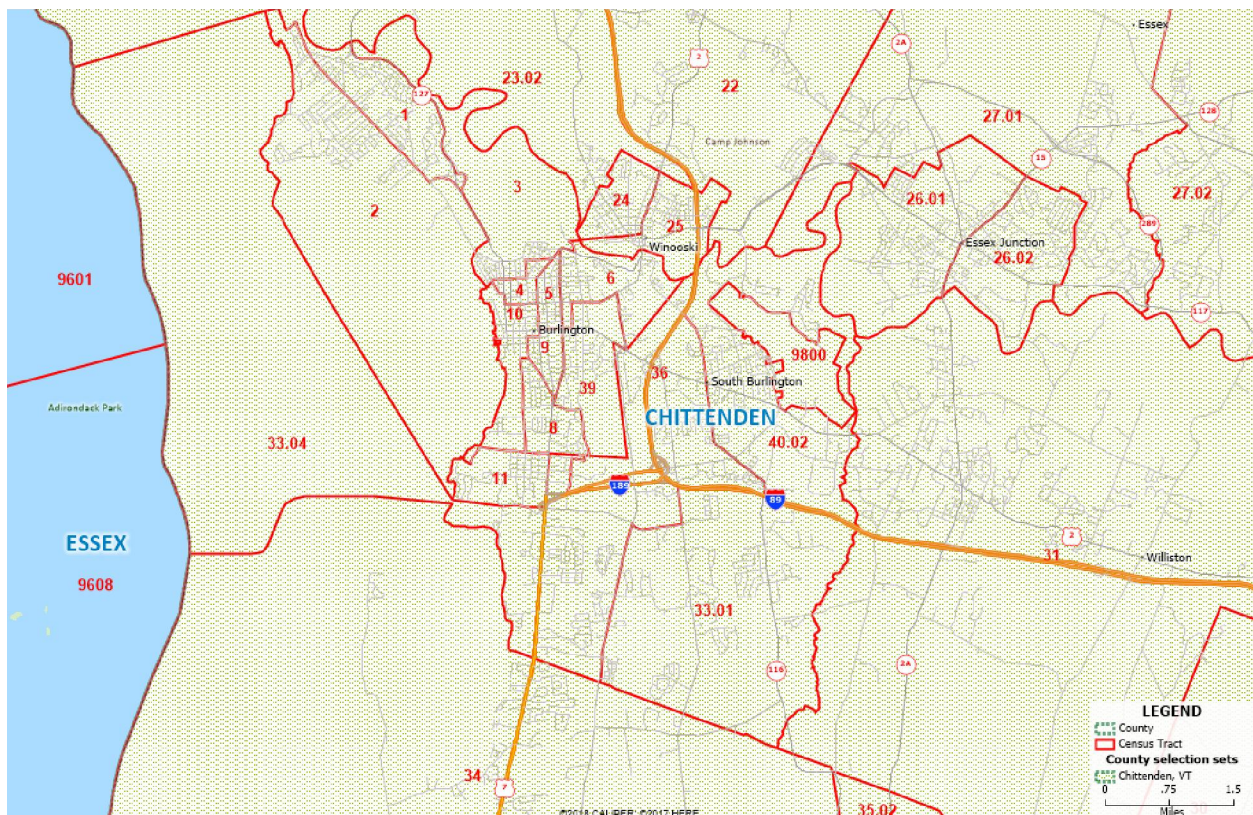
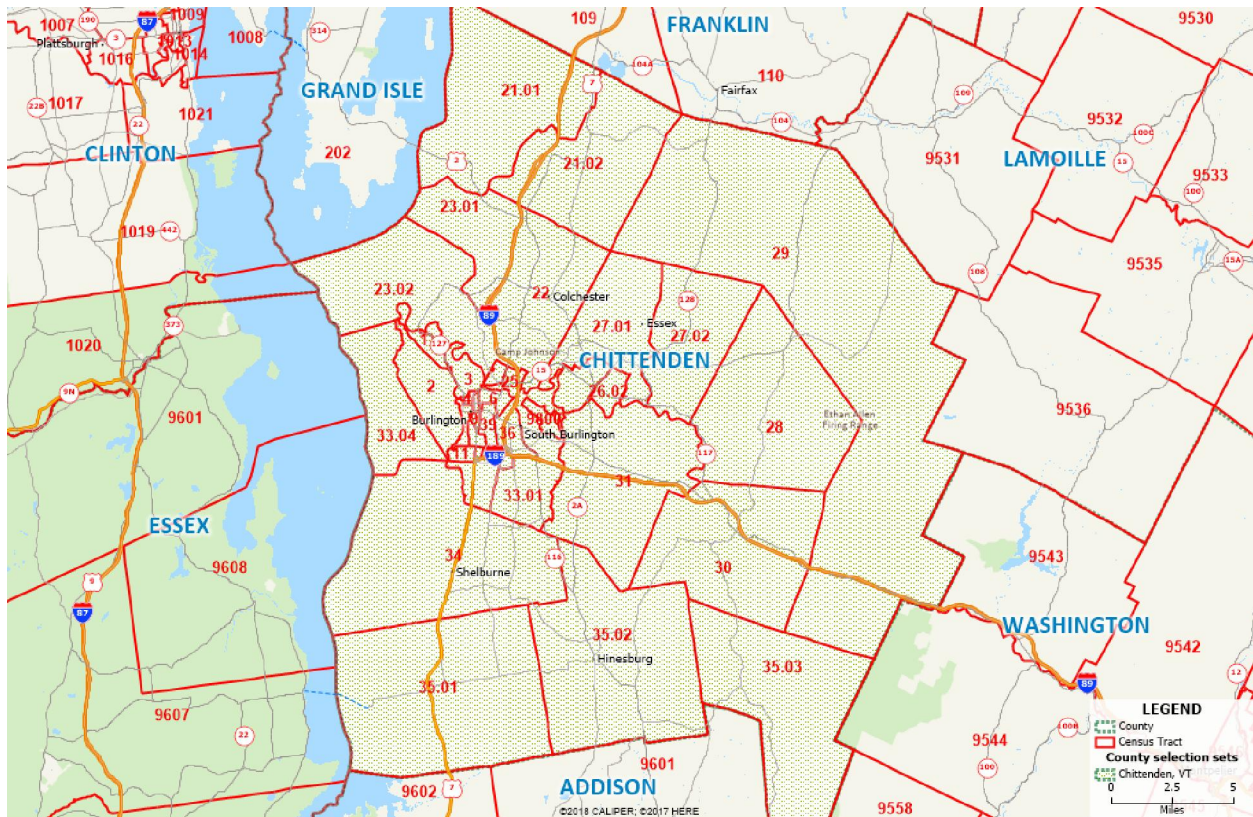
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Weighting

The weights used are shown in the table below.

Census Tract	Completes	% Completes of Total	Census Tract Population	% Population of Total	Anticipated Completes	Weight
1	14	2.80%	4,257	2.67%	13	0.95194
2	18	3.60%	5,624	3.52%	18	0.97816
3	10	2.00%	3,589	2.25%	11	1.12359
4	19	3.80%	3,333	2.09%	10	0.54918
5	11	2.20%	4,461	2.79%	14	1.26962
6	7	1.40%	5,121	3.21%	16	2.29030
8	11	2.20%	2,723	1.70%	9	0.77498
9	9	1.80%	2,627	1.64%	8	0.91380
10	13	2.60%	2,398	1.50%	8	0.57749
11	9	1.80%	2,178	1.36%	7	0.75762
21.01	7	1.40%	2,728	1.71%	9	1.22006
21.02	16	3.20%	7,882	4.94%	25	1.54224
22	27	5.40%	8,308	5.20%	26	0.96331
23.01	4	0.80%	2,319	1.45%	7	1.81500
23.02	21	4.20%	6,666	4.17%	21	0.99376
24	8	1.60%	3,093	1.94%	10	1.21039
25	12	2.40%	4,130	2.59%	13	1.07747
26.01	15	3.00%	5,448	3.41%	17	1.13705
26.02	19	3.80%	4,261	2.67%	13	0.70209
27.01	14	2.80%	5,685	3.56%	18	1.27127
27.02	12	2.40%	5,025	3.15%	16	1.31096
28	23	4.60%	5,043	3.16%	16	0.68643
29	21	4.20%	6,310	3.95%	20	0.94069
30	12	2.40%	4,115	2.58%	13	1.07355
31	44	8.80%	9,054	5.67%	28	0.64420
33.01	12	2.40%	3,794	2.38%	12	0.98981
33.04	17	3.40%	6,038	3.78%	19	1.11193
34	23	4.60%	7,566	4.74%	24	1.02985
35.01	13	2.60%	3,822	2.39%	12	0.92041
35.02	14	2.80%	5,236	3.28%	16	1.17086
35.03	8	1.60%	1,914	1.20%	6	0.74901
36	12	2.40%	4,095	2.56%	13	1.06834
39	9	1.80%	6,259	3.92%	20	2.17720
40.02	16	3.20%	4,609	2.89%	14	0.90182

Census Tracts



Transportation Related Comments	
	n= 220
Road/Highway issues (maintenance, repair, major potholes, etc.)	17%
Bus system issues (safety, additional routes, expanded schedules, reliability, etc.)	13%
Need more bike paths/Make Chittenden more bike-friendly/support bike paths	12%
Bike path/lane safety (need protected/wider bike lanes, barriers between bike paths and roads, have dangerous potholes, etc.)	8%
Support for the completion of the circumferential highway	6%
Reckless driver concerns (speeding, not obeying traffic rules, not stopping for pedestrians, etc.)	6%
No more bike paths/bike paths go unused/not the best use of limited funding/focus on roads not bike paths	6%
Support for environmental issues and alternate transportation	5%
Support roundabouts/roundabouts work well if built correctly	5%
Essex rd./junction traffic issues	5%
Rail system (expansion, revitalization, etc.)	4%
Traffic light synchronization/timed to allow more than 4 cars through at a time/get through more than one light at a time would help traffic congestion	4%
Need better enforcement of traffic laws	4%
Add sidewalks to more roads	4%
Sidewalk concerns (dangerous, unsafe for walking, flood in the winter, etc.)	4%
A light rail should be considered/would be ideal for Chittenden	4%
Bicyclists need to obey the rules of the road/traffic laws/get ticketed if not obeyed	4%
Connectivity/More roads/bridges to connect towns	4%
Need wider roads with more lanes	4%

Transportation Related Comments	
Separate bike paths from existing roadways/pedestrian paths	3%
Expand public transportation (not specific)	3%
Do not support gas tax/raising gas tax is not the answer	3%
Concerns related to traffic congestion (not specific)	3%
Texting is a major traffic safety concern	3%
Faded lane markers/lines need to be redone	3%
Crosswalk safety (lights don't give enough time to cross/need more crosswalk lights, reckless drivers don't stop, etc.)	3%
There is a lack of public parking	3%
Safety concerns (not specific)	3%
See a lot of buses that are near empty/are a waste of money	3%
Congestion on the on/off ramp to I89 is one of the biggest problems	2%
Potholes are destroying our cars/causing safety hazards	2%
Need to educate the public/advertise public transportation/offer incentives	2%
Concerns regarding roundabouts (not specific)	2%
Bike lanes on n. Union are terrible (road too narrow, dangerous, reflectors gone, too much traffic, etc.)	2%
More/bigger park and rides needed	2%
Bus drivers drive recklessly/speed/slam on brakes	2%
Stop reducing car lanes/adding bike lanes to already narrow roads	2%
Tax-related concerns (not specific)	2%
Support gas tax for bike paths	1%
Need better snow removal/salting of roads in the winter	1%

Transportation Related Comments	
Large/cumbersome buses block lanes/have a negative impact on traffic	1%
Reduce traffic lights on major roads	1%
Bicyclist issues (not specific)	1%
Need more turn lanes	1%
Need more streetlights	1%
Chittenden is a rural county/if people need public transportation they should move to where those services are available	1%
Other	9%
Thank you for your work/doing a great job/making improvements	5%

Q19. If you have any additional transportation related comments, please include them below.

Base=Those Answering

Multiple Responses Accepted



CHITTENDEN COUNTY RPC

Communities Planning Together

April 2018

Dear Area Resident,

The Chittenden County Regional Planning Commission is conducting a study of the transportation preferences of Chittenden County residents. Your opinions are important to help develop future transportation options in the region.

To ensure confidentiality, CCRPC has hired WBA Research, an outside research firm, to solicit your feedback. Your answers and identity are absolutely confidential and will not be disclosed.

Those who qualify for and complete the survey will be entered into a drawing for 4 gift cards worth \$100 each from the Outdoor Gear Exchange, Phoenix Books and Café, or Gardener's Supply, all located in Burlington.

To participate online please visit: survey.wbanda.com/CCRPC. You will need the ***unique password*** below to access the web survey.

PASSWORD

If you have any questions about the survey, please call 1-800-985-0744.

We look forward to your participation.

Sincerely,

Charlie Baker
CCRPC Executive Director



WBA Research

Job # 18-438

March 2018

INTRODUCTION:

Welcome and thank you for your participation! The purpose of the Chittenden County Transportation Survey is to learn about your opinions, attitudes, and experiences on transportation in the area. The Chittenden County Regional Planning Commission (CCRPC) is primarily interested in knowing what you think of the current transportation system and how you think it could be improved.

After completing the survey, you can enter the raffle to win one of four \$100 gift cards to the Outdoor Gear Exchange (Burlington), Phoenix Books and Café (Essex or Burlington), or Gardener's Supply (Williston or Burlington).

Your privacy will be protected. If you have any questions or concerns, please email us at hhounkanrin@wbaresearch.com.

Here are some tips for navigating through this survey:

- Please use the "Next" button in the lower right corner of the screen to go forward.
- Should you need to go back to a previous question, use the "Back" button in the lower left corner of the screen.
- Answering all of the questions should take about 19 minutes.

Now, please click "Next" to get started!

ASK EVERYONE:

S1. In which category is your age?

- 01 Under 18 → **THANK AND TERMINATE**
- 02 18-24 years
- 03 25-34 years
- 04 35-44 years
- 05 45-54 years
- 06 55-64 years
- 07 65 years or older
- 99 Prefer not to respond → **THANK AND TERMINATE**

Transportation Use

Q1. Which transportation option do you use most often?

- 01 Drive alone in a car you own/lease
- 02 Motorcycle
- 03 Dropped off/Carpool
- 04 Vanpool
- 05 Green Mountain Transit (formerly CCTA)
- 06 Taxi
- 07 Bike
- 08 Walk
- 09 An app based transportation service, such as Uber or Lyft
- 10 Drive a carshare vehicle, such as Zipcar or CarShare Vermont
- 95 Some other way **(specify)**
- 97 None of the above

Q2. Which other transportation option(s) have you used in the past month? *Please select all that apply.*
(PROGRAMMING NOTE: EXCLUDE RESPONSE FROM Q1)

- 01 Drive alone in a car you own/lease
- 02 Motorcycle
- 03 Dropped off/Carpool
- 04 Vanpool
- 05 Green Mountain Transit (formerly CCTA)
- 06 Taxi
- 07 Bike
- 08 Walk
- 09 An app based transportation service, such as Uber or Lyft
- 10 Drive a carshare vehicle, such as Zipcar or CarShare Vermont
- 95 Some other way **(specify)**
- 97 None of the above

Attitudinal Questions

Q3. How strongly do you agree or disagree with each of the following statements? **(RANDOMIZE)**

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
A. Traffic congestion affects the majority of trips I make	01	02	03	04	99
B. Traffic congestion gets noticeably worse every year	01	02	03	04	99
C. I don't know where to find information on traffic conditions and highway construction	01	02	03	04	99
D. I often drive on back roads and residential streets to avoid congested highways	01	02	03	04	99
E. I am often delayed by road construction, accidents, or special event traffic	01	02	03	04	99
F. Traveling by car is safe in Chittenden County	01	02	03	04	99
G. Driving in Chittenden County becomes more dangerous every year	01	02	03	04	99

Q4. How strongly do you agree or disagree with each of the following statements? **(RANDOMIZE A-E AND G. KEEP F LAST.)**

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
A. The major roads and bridges throughout Chittenden County are in good condition (few potholes, smooth surfaces, stable shoulders, good drainage, etc.)	01	02	03	04	99
B. The streets in my neighborhood are in good condition.	01	02	03	04	99
C. It is difficult to find a convenient parking spot in the older, downtown commercial areas of the County.	01	02	03	04	99
D. There are enough Park-and-Ride lots in Chittenden County.	01	02	03	04	99
E. There are enough rideshare and carpool opportunities in Chittenden County.	01	02	03	04	99
F. Overall, driving is a pleasant experience in Chittenden County.	01	02	03	04	99
G. There is enough space to park at existing Park-and-Ride lots in Chittenden County	01	02	03	04	99

Q5. REMOVED IN 2018

Public Transportation Systems

Q6. How strongly do you agree or disagree with each of the following statements? **(RANDOMIZE A-J, KEEPING K LAST.)**

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
A. Bus route and schedule information is accessible	01	02	03	04	99
B. Buses operate <u>when</u> I need to travel.	01	02	03	04	99
C. Buses operate <u>where</u> I need to travel	01	02	03	04	99
D. Green Mountain Transit (formerly CCTA) has enough bus shelters.	01	02	03	04	99
E. The buses are always clean.	01	02	03	04	99
F. I feel safe riding the bus.	01	02	03	04	99
G. The bus operators are always courteous towards passengers.	01	02	03	04	99
H. The Green Mountain Transit (formerly CCTA) bus system provides efficient connections to other travel modes and services such as Burlington International Airport/Greyhound terminal, Amtrak station, Lake Champlain ferry, and Park-and-Ride lots and bike paths.	01	02	03	04	99
I. Bus fare on Green Mountain Transit (formerly CCTA) is reasonable.	01	02	03	04	99
J. Green Mountain Transit (formerly CCTA) buses can get me to my destinations on time	01	02	03	04	99
K. Overall, I am very satisfied with the Green Mountain Transit (formerly CCTA) bus system.	01	02	03	04	99

ASK THOSE WHO DO NOT STRONGLY AGREE THAT BUS FARE IS REASONABLE (Q6I (02-04)):

Q6IA. You said that you [INSERT RATING FROM Q6I] that the bus fare on Green Mountain Transit (formerly CCTA) is reasonable. Do you think that the bus fare should be higher or lower?

01 Higher

02 Lower

ASK EVERYONE:

Bicycling and Walking

Q7. How strongly do you agree or disagree with each of the following statements? **(RANDOMIZE A-H AS A GROUP AND I AND J AS A GROUP, KEEPING I AND J LAST.)**

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
A. The sidewalks and bike paths in my neighborhood, town, or city are in good condition.	01	02	03	04	99
B. There are enough sidewalks in my city or town.	01	02	03	04	99
C. There are enough separated bike paths and/or bike lanes along roads in my city or town.	01	02	03	04	99
D. I live close enough to walk to work, schools, shopping, services, or recreational/entertainment opportunities.	01	02	03	04	99
E. I feel safe when crossing a road on foot.	01	02	03	04	99
F. Traveling by bicycle is safe for teenagers and adults.	01	02	03	04	99
G. Traveling by bicycle is safe for children.	01	02	03	04	99
H. Public bike racks are available where I need them.	01	02	03	04	99
I. Overall, walking is a pleasant experience in Chittenden County.	01	02	03	04	99
J. Overall, traveling by bicycle is a pleasant experience in Chittenden County.	01	02	03	04	99

Transportation Behavior

Q8. How strongly do you agree or disagree with each of the following statements? **(RANDOMIZE)**

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
A. If it cost more to drive my car, I would make fewer trips.	01	02	03	04	99
B. Nothing will replace my car as my main mode of transportation.	01	02	03	04	99
C. I support increasing gas taxes to help pay for highways, transit, bicycle and sidewalk projects.	01	02	03	04	99
D. I support increasing gas taxes to help pay only for highway projects.	01	02	03	04	99
E. I would take the bus if the routes and schedule were convenient for me.	01	02	03	04	99
F. I would join a car sharing organization if the vehicle locations were convenient for me.	01	02	03	04	99
G. I would walk to work, school, shopping, or other activities if they were close enough.	01	02	03	04	99
H. I would walk more often if sidewalks were provided.	01	02	03	04	99
I. I would bike more often if bike paths were provided.	01	02	03	04	99
J. I have reduced the number of trips I make by using the internet for shopping, to pay bills, to take courses or for work.	01	02	03	04	99
K. I would take the bus if there were better passenger facilities at bus stops throughout the system.	01	02	03	04	99
L. I would take the bus if I felt safe and comfortable walking to and from bus stops.	01	02	03	04	99
M. Driving is a good way to get to my destinations on time	01	02	03	04	99

Quality of Life, the Environment, and Economy

Q9. How strongly do you agree or disagree with each of the following statements?
(RANDOMIZE)

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
A. The noise and emissions from cars, buses, and trucks are an environmental problem.	01	02	03	04	99
B. The noise and emissions from cars, buses and trucks seem to be getting worse each year.	01	02	03	04	99
C. There is a significant amount of cut through traffic in my neighborhood.	01	02	03	04	99
D. Completed highway projects, including new roads and reconstruction of existing roads, have been constructed in a way that enhanced the areas in which they pass.	01	02	03	04	99
E. The streets in my neighborhood are safe and pleasant for all users (vehicles, bus riders, walkers, bicyclists).	01	02	03	04	99
F. When deciding how to make a typical daily trip, my car is the only safe, convenient and affordable mode available to me.	01	02	03	04	99
G. Enough is being done to address the transportation needs of children, the elderly, people with disabilities, and low-income individuals.	01	02	03	04	99

Importance Rating Questions

In the next section you will be presented with seven transportation topics relevant to Chittenden County. For each topic you will be asked to rate the importance of several proposed measures for improving that area of the transportation system. Click “Next” to continue.

Highway Initiatives (PROGRAMMING NOTE: SHOW ON SCREEN)

Q10. Please rate the importance of each of the following *highway initiatives* to you: **(RANDOMIZE)**

	Essential	Very Important	Somewhat Important	Not at all Important	Don’t know
A. Adding more travel lanes to congested roads.	01	02	03	04	99
B. Building more freeways (interstate type highways).	01	02	03	04	99
C. Building more local roads to provide additional connections between towns.	01	02	03	04	99
D. Providing new interstate interchanges.	01	02	03	04	99

Expanding Public Transportation Services/Facilities (PROGRAMMING NOTE: SHOW ON SCREEN)

Q11. Please rate the importance to you of each of the following *means of expanding public transportation services/facilities*: (RANDOMIZE)

	Essential	Very Important	Somewhat Important	Not at all Important	Don't know
A. Increasing the frequency and number of hours per day the existing buses run.	01	02	03	04	99
B. Making the buses more attractive and comfortable.	01	02	03	04	99
C. Providing lighted bus shelters.	01	02	03	04	99
D. Expanding transit to and between all suburban towns in the county.	01	02	03	04	99
E. Expanding transit to regions outside of Chittenden County.	01	02	03	04	99
F. Providing express transit service to rural towns and Park-and-Ride lots.	01	02	03	04	99
G. Encouraging development that provides housing, employment and services within walking distance of transit stops.	01	02	03	04	99
H. Offering real-time information about the next bus arrival times.	01	02	03	04	99
I. Giving buses priority at traffic lights so that transit routes can run faster.	01	02	03	04	99
J. Providing enhanced passenger facilities, such as the new Downtown Transit Center or the expanded shelters at Champlain Mill.	01	02	03	04	99

Improved Bike/Walk Facilities (PROGRAMMING NOTE: SHOW ON SCREEN)

Q12. Please rate the importance to you of each of the following *means of improving bike/walk facilities*:
(RANDOMIZE)

	Essential	Very Important	Somewhat Important	Not at all Important	Don't know
A. Providing bike paths separate from roadways.	01	02	03	04	99
B. Providing bike lanes along existing roads.	01	02	03	04	99
C. Providing bicycle amenities such as bike racks, bike shelters, and lockers.	01	02	03	04	99
D. Fixing existing sidewalks that are in poor condition.	01	02	03	04	99
E. Providing new sidewalks.	01	02	03	04	99
F. Encouraging development that locates jobs, housing, schools, services, and recreation within walking distance of each other.	01	02	03	04	99
G. Providing amenities such as green strips, benches, trees, and other landscaping to improve the pedestrian environment.	01	02	03	04	99
H. Improving crosswalks and pedestrian signals to make crossing streets safer and easier.	01	02	03	04	99

Incentives to Use Transportation Alternatives (PROGRAMMING NOTE: SHOW ON SCREEN)

Q13. Please rate the importance to you of each of the following ***incentives to use transportation alternatives: (RANDOMIZE)***

	Essential	Very Important	Somewhat Important	Not at all Important	Don't know
A. Providing more Park-and-Ride lots.	01	02	03	04	99
B. Providing more Park-and-Ride lots served by public transit.	01	02	03	04	99
C. Improving carpool ride-matching services.	01	02	03	04	99
D. Providing convenient care share locations.	01	02	03	04	99
E. Helping employers organize and offer services/benefits/incentives to employees to use transportation alternatives (such as transit subsidies, parking cash-out, car sharing memberships).	01	02	03	04	99
F. Providing guaranteed ride home programs for carpoolers who have to work late or leave work early.	01	02	03	04	99
G. Vanpool transportation provided by your employer.	01	02	03	04	99
H. Providing incentives at work for those who carpool (e.g., preferential parking spaces or monetary incentives).	01	02	03	04	99

Preserving the Condition of Existing Roads, Bridges, Sidewalks, Bike Paths, and Public Transportation Services and Facilities (PROGRAMMING NOTE: SHOW ON SCREEN)

Q14. Please rate the importance to you of each of the following ***means of preserving the condition of existing roads, bridges, sidewalks, bike paths, and public transportation services and facilities:***
(RANDOMIZE)

	Essential	Very Important	Somewhat Important	Not at all Important	Don't know
A. Repaving existing roads.	01	02	03	04	99
B. Upgrading existing sidewalks.	01	02	03	04	99
C. Upgrading existing bike paths.	01	02	03	04	99
D. Fixing bridges in poor condition.	01	02	03	04	99
E. Repainting road lines.	01	02	03	04	99
F. Clean and repair bus stops/shelters.	01	02	03	04	99
G. Replacing older buses.	01	02	03	04	99

Improved Safety (PROGRAMMING NOTE: SHOW ON SCREEN)

Q15. Please rate the importance to you of each of the following *means of improving safety* :
(RANDOMIZE)

	Essential	Very Important	Somewhat Important	Not at all Important	Don't know
A. Providing sidewalks and bike paths.	01	02	03	04	99
B. Slowing traffic using calming devices such as speed humps, bump outs or narrow streets with green belts and trees.	01	02	03	04	99
C. Improving road signage.	01	02	03	04	99
D. Fixing poor bridges.	01	02	03	04	99
E. Fixing dangerous intersections by installing stop signs, traffic signals, roundabouts, pedestrian signals or reconstructing lanes.	01	02	03	04	99
F. Reducing sharp corners and blind spots on highways.	01	02	03	04	99
G. Improving crosswalks.	01	02	03	04	99
H. Installing medians that prevent left turns along major highways.	01	02	03	04	99

Minor Highway Efficiency Projects (PROGRAMMING NOTE: SHOW ON SCREEN)

Q16. Please rate the importance to you of each of the following *minor highway efficiency projects*:
(RANDOMIZE)

	Essential	Very Important	Somewhat Important	Not at all Important	Don't know
A. Improving traffic signal timing and better coordination of traffic signals in close proximity to each other.	01	02	03	04	99
B. Installing roundabouts.	01	02	03	04	99
C. Providing traveler information.	01	02	03	04	99
D. Reducing the number of access driveways along major roadways.	01	02	03	04	99

Q17/Q18. Given 100 points to distribute, assign points to each of the following initiatives based on how important each is to you. You must distribute all your points. (RANDOMIZE)

	POINTS
A. Highway initiatives	
B. Expanded public transportation service	
C. Improved bike/walk facilities	
D. Incentives to use transportation alternatives	
E. Preserving the condition of existing roads, bridges, sidewalks, bike paths and public transportation services and facilities	
F. Improved safety	
G. Minor highway efficiency projects	
TOTAL	[PROGRAMMING NOTE: MUST ADD TO 100]

Q18A. How strongly do you agree or disagree with the following statement: Overall, Chittenden County's transportation system enhances the quality of my life by allowing me to travel to work and other daily activities in a safe and efficient manner?

- 01 Strongly Agree
- 02 Somewhat Agree
- 03 Somewhat Disagree
- 04 Strongly Disagree
- 99 Don't know

Q19. If you have any additional transportation-related comments, please include them below. ***(Please be as specific as possible.)***

Demographics

About You

The last few questions are about you and your household. Your responses are confidential and will only be used to classify your previous answers.

Q20. How many motor vehicles does your household operate? *Please include all motor vehicles that your household regularly uses during the week. Include cars, trucks, SUVs, vans, RVs, and motorcycles (whether owned, leased, or a company vehicle).*

- 01 0 vehicles
- 02 1 vehicle
- 03 2 vehicles
- 04 3 vehicles
- 05 4 vehicles
- 06 5 vehicles
- 07 More than 5 vehicles

Q21. Is a car or other motor vehicle usually available to you for your transportation needs?

- 01 Yes
- 02 No

Q22. Is a bicycle usually available to you for your transportation needs?

- 01 Yes
- 02 No

Q23. Where can you access the Internet? *Please select all that apply.* **(MULTIPLE RESPONSES ACCEPTED.)**

- 01 At home
- 02 At work
- 03 On my mobile device
- 96 None of the above

Q24. What is your employment status?

- 01 Employed full-time
- 02 Employed part-time
- 03 Unemployed
- 04 Student
- 05 Homemaker
- 06 Retired

THOSE ARE EMPLOYED [Q24(01,02)], ASK:

Q25. Which of the following best describes your position? *Select one.*

- 01 Clerical/Secretarial
- 02 Executive/Managerial
- 03 Professional/Technical
- 04 Mechanical/Maintenance
- 05 Teacher/Professor
- 06 Retail/Service
- 07 Sales/Buyer

Q26. Do you have the type of job that could be done at home?

- 01 Yes
- 02 No

Q27. Which of the following commuter benefits does your employer offer? Which do you personally use? **(RANDOMIZE)**

	Not offered	Offered, but I don't use	Offered and I use	I Don't know
A. Telecommuting	01	02	03	99
B. Flextime	01	02	03	99
C. Compressed work week	01	02	03	99
D. Free or subsidized parking	01	02	03	99
E. Free or subsidized transit or shuttle use	01	02	03	99
F. Carpool incentives or carpool matching	01	02	03	99

ASK EVERYONE:

Q28a. How many people currently live in your household? Please include yourself. **(PROGRAMMING NOTE: RANGE 1-20.)**

Total People: _____

THOSE WHO DO NOT LIVE ALONE [Q28A>1], ASK:

Q28b. How many people currently live in your household who are 16 years of age or older? **(PROGRAMMING NOTE: RANGE 0-[Q28A RESPONSE].)**

People 16 and older: _____

Q28c. How many people currently live in your household who are *under* 16 years old? **(PROGRAMMING NOTE: RANGE 0-[Q28A RESPONSE].)**

People Under 16: _____

PROGRAMMING NOTE: Q28B+Q28C MUST EQUAL Q28A.

ASK EVERYONE:

Q29. Do you rent or own your housing unit?

- 01 Rent
- 02 Own

Q30. Which of the following best describes the place where you live? *(Please select one.)*

- 01 City, downtown with a mix of offices, apartments, and shops
- 02 City, residential neighborhood
- 03 Suburban neighborhood, with a mix of houses, shops, and businesses
- 04 Suburban neighborhood, with houses only
- 05 Small town/village
- 06 Rural area

Q31. What was your household's total income before taxes in 2017? Please include income from all sources for all persons living in your household.

- 01 Less than \$10,000
- 02 \$10,000 to \$19,999
- 03 \$20,000 to \$29,999
- 04 \$30,000 to \$39,999
- 05 \$40,000 to \$49,000
- 06 \$50,000 to \$74,999
- 07 \$75,000 to \$99,999
- 08 \$100,000 to \$149,999
- 09 \$150,000 or more
- 99 Prefer not to respond

Q32. What is the highest level of education you have completed?

- 01 0-11 years, no diploma
- 02 High school graduate or GED
- 03 Some college, no degree
- 04 Associate's degree
- 05 Bachelor's degree
- 06 Graduate degree

Q34. What is your gender?

- 01 Female
- 02 Male

If you would like to be entered in the raffle to win one of four \$100 gift cards to the Outdoor Gear Exchange, Phoenix Books and Café, or Gardener's Supply, please provide your name and email address below.

Note: this information will only be used to contact the raffle winner. Also note that employees of the Chittenden County Regional Planning Commission are not eligible.

Name: _____

Email address: _____

If you would not like to be entered into the drawing, simply click "Next" to finish the survey.

Thank you for completing this survey!