



FINAL

Kentucky Transportation Cabinet

Your Turn Transportation Survey

REPORT

2013 Long Range Plan Update - Your Turn Survey Results

In late fall of 2012, the Kentucky Transportation Cabinet (KYTC) began the process to update the Statewide Long-Range Transportation Plan. The updated plan, with a horizon year of 2035, will be an overarching policy guide that establishes the goals, objectives and the strategies to address the core challenges and opportunities facing Kentucky in the next 20 years. When completed, the plan will include a comprehensive inventory, forecast, and analysis of the trends and issues affecting transportation throughout Kentucky and will set the stage for KYTC transportation policies and investment strategies for the coming years.

During the first three months of 2013, the Kentucky Transportation Cabinet conducted the “Your Turn” survey to collect citizens’ concerns, issues and comments with the transportation system in the Commonwealth of Kentucky. The “Your Turn” survey served as the first public involvement activity in conjunction with the update of the Kentucky Long-Range Transportation Plan. The survey was available through on-line access and also paper copy in both English and Spanish language versions. An awareness campaign was conducted through print, social, and broadcast media, and through community contacts to guarantee a wide response that reflected the demographics of the state. A total of 16,185 individuals participated in the survey. Responses were received from every county in Kentucky. This was the first campaign of its kind for the Kentucky Transportation Cabinet that achieved such widespread participation. The following pages provide a summary of those responses.



YOUR TURN

Kentucky Transportation Survey

Resident and Employment Location

Question 1, “*In which Kentucky County do you live?*” is summarized in **Figure 1**. Rates varied across the state, however residents of every county in the state made their voices heard. While metropolitan areas exhibit a higher number of responses, comparing response rates to population in each county reveals that participation was more fairly balanced.

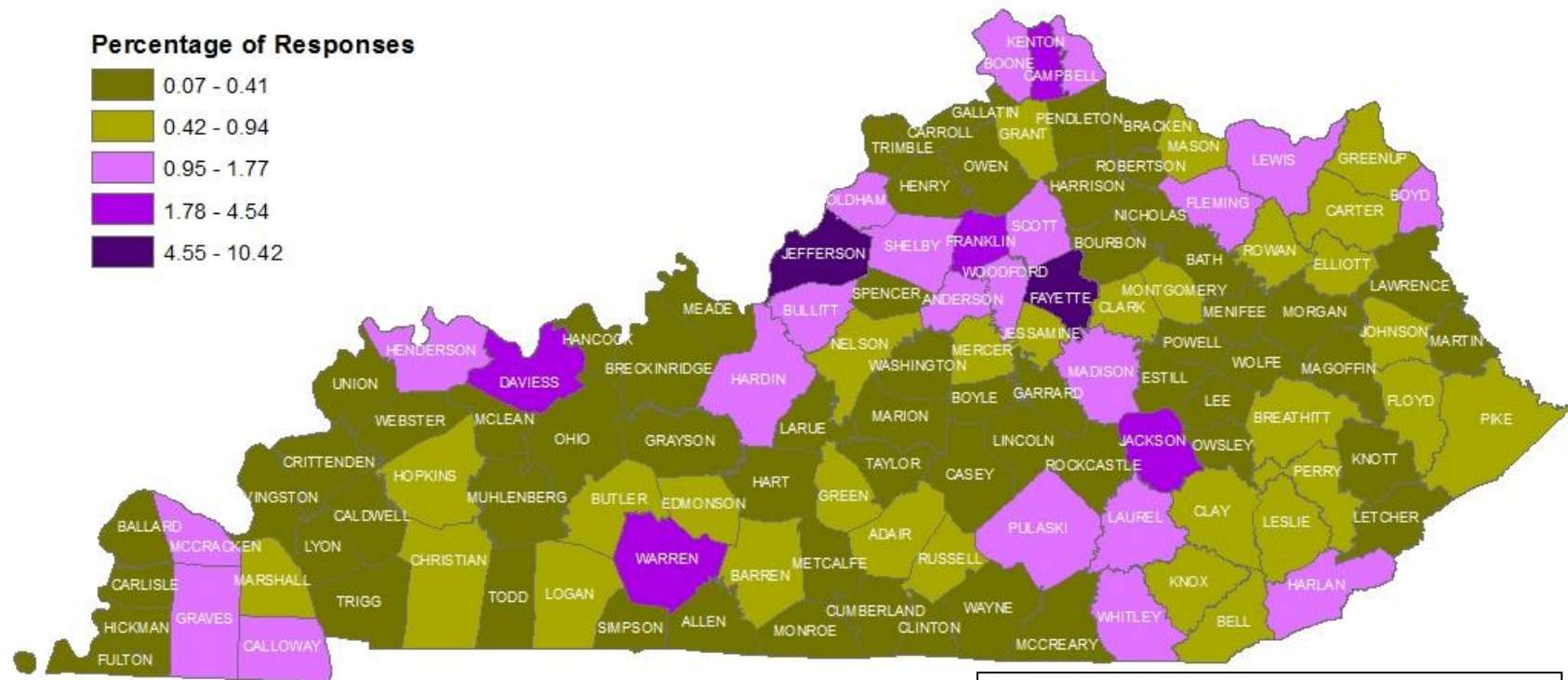


Figure 1: “*In which Kentucky County do you live?*”

With **Question 2**, “In which Kentucky County do you work (or attend school)?”, KYTC hoped to ascertain the connection between where we live versus where we work. 11,015 respondents live and work in the same county. The remainder of respondents were *commuters, retired, disabled, unemployed, or lived/worked out of state*. As can be expected, metropolitan areas exhibit a higher number of responses, however when comparing population to response rates in each county, it reveals that participation was consistent. **Figure 2** displays the response rates for each county.

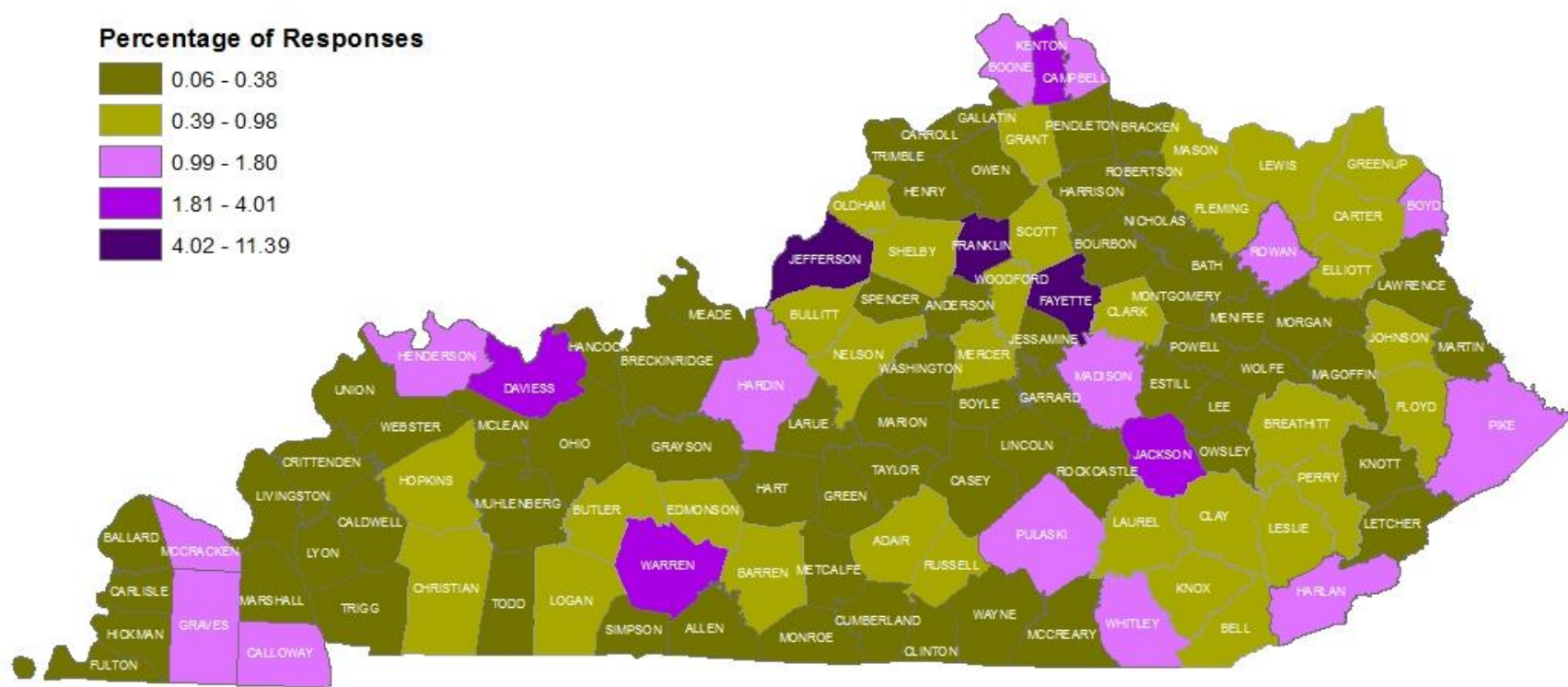


Figure 2: “In which Kentucky County do you work?”

In an effort to be inclusive of our neighboring states, and realizing that several of our Metropolitan areas may draw heavily from across state lines, KYTC made the decision to utilize and include responses from those living, working, or attending school outside our borders. This resulted in responses from 674 individuals fitting said criteria. As expected, our bordering states showed a higher percentage of responses than those farther away. The appearance of the many outlier states can likely be attributed to friends and family of the respondents as well as long haul truck drivers. **Figure 3** displays the spatial distribution of survey responses.

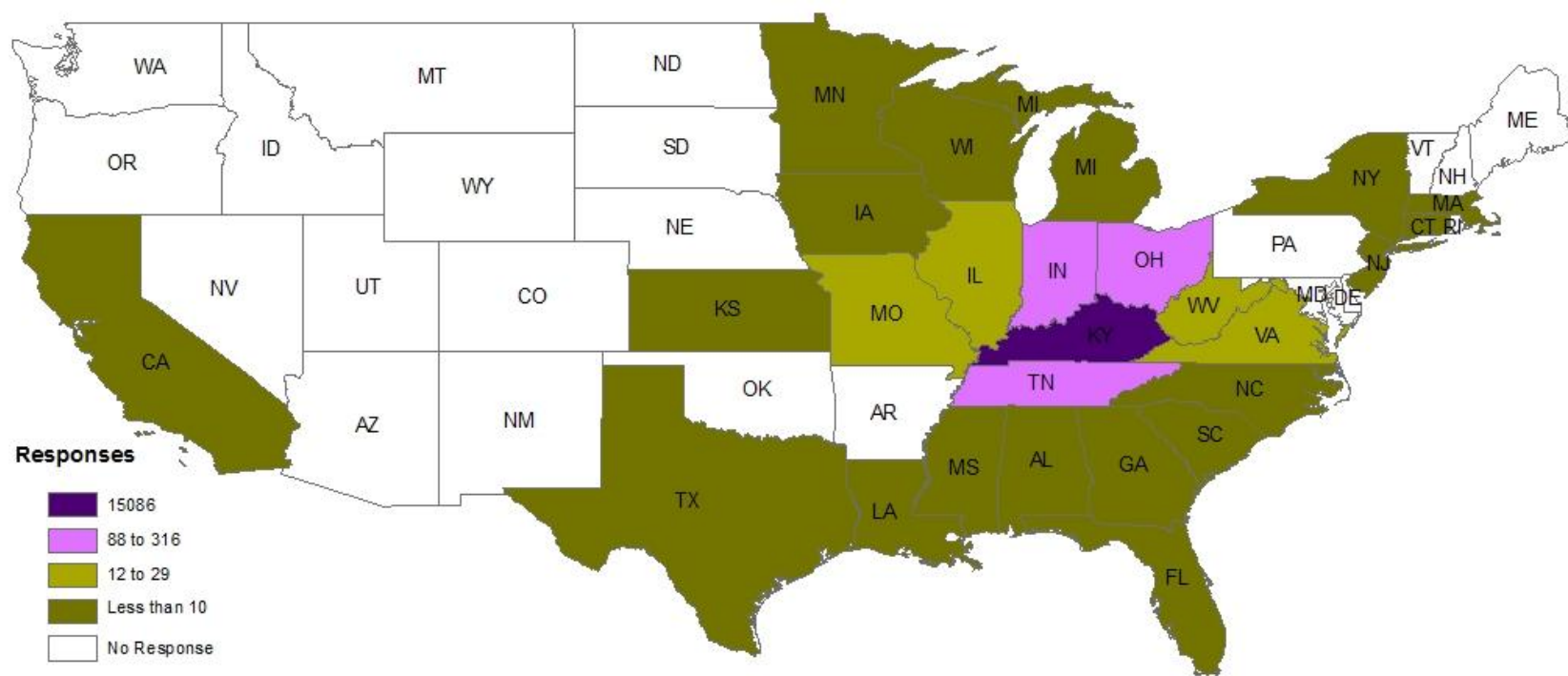


Figure 3: Respondents residing outside of Kentucky

Transportation Habits

Question 4 begins the portion of the survey focusing on respondents' transportation habits by asking *"What's your primary method of transportation?"* Not surprisingly the majority of respondents indicated "driving alone". KYTC targeted the survey toward the entire driving age population. This wide swath explains why *"Parents"* was often listed in the *"Other"* category, likely indicating responses from school age drivers. **Figure 4** displays the distribution of responses.

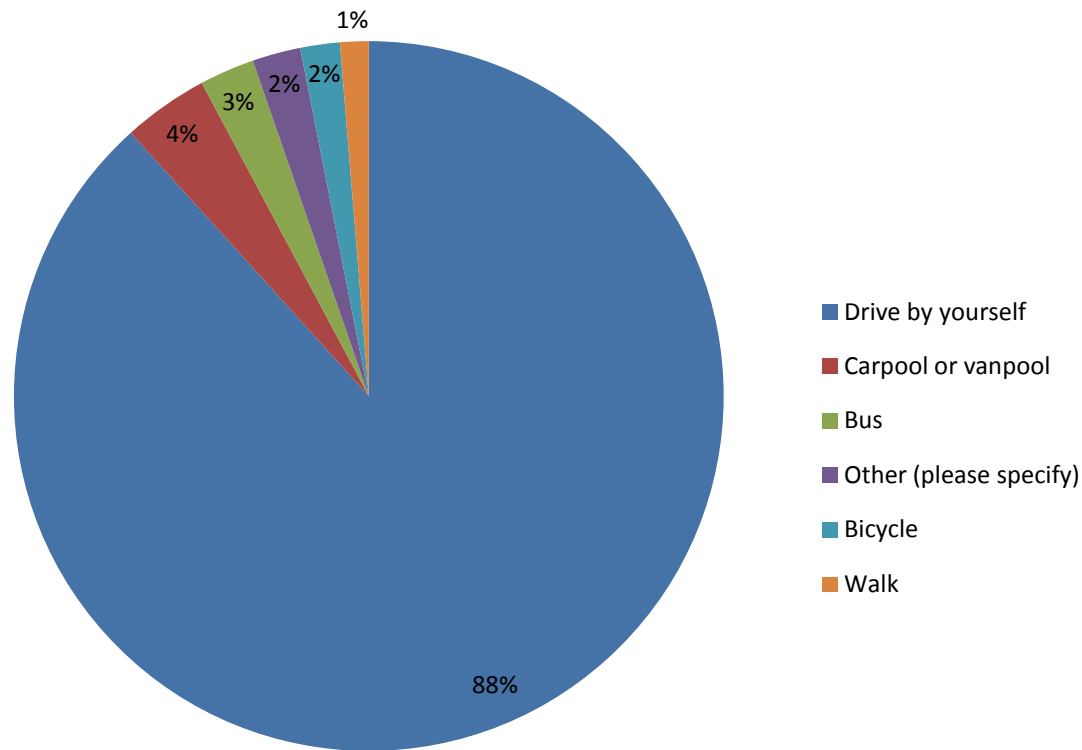


Figure 4: *"What's your primary method of transportation?"*

Question 5, “Based on your primary method of transportation, how many miles do you drive in an average day?” and **Question 6**, “How much time does it usually take to travel to and from work/school (round trip)?” are closely related. The slight difference in responses between the two may reveal that the traveling public has some misconceptions as to how far they actually travel. Many people place more emphasis on travel time and may provide a more accurate response. **Figure 5** and **Figure 6** display the results to each respectively.

Figure 5: “Based on your primary method of transportation, how many miles do you drive in an average day?”

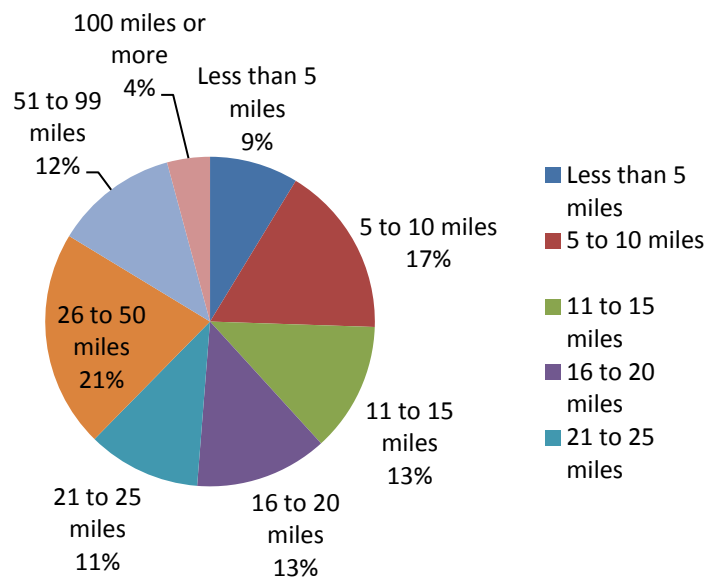
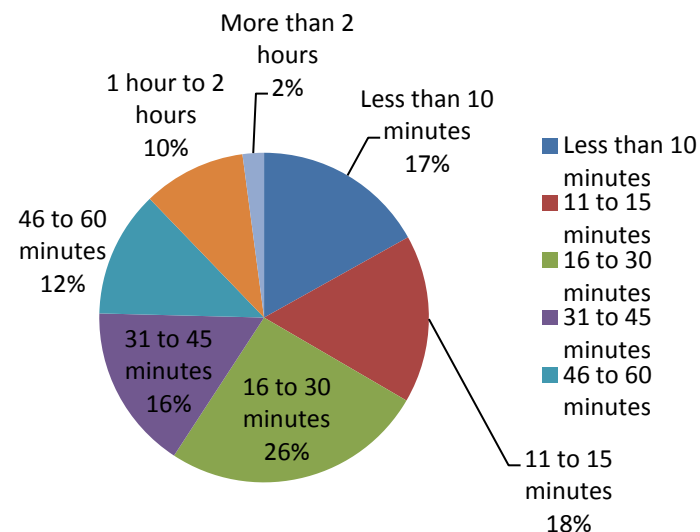


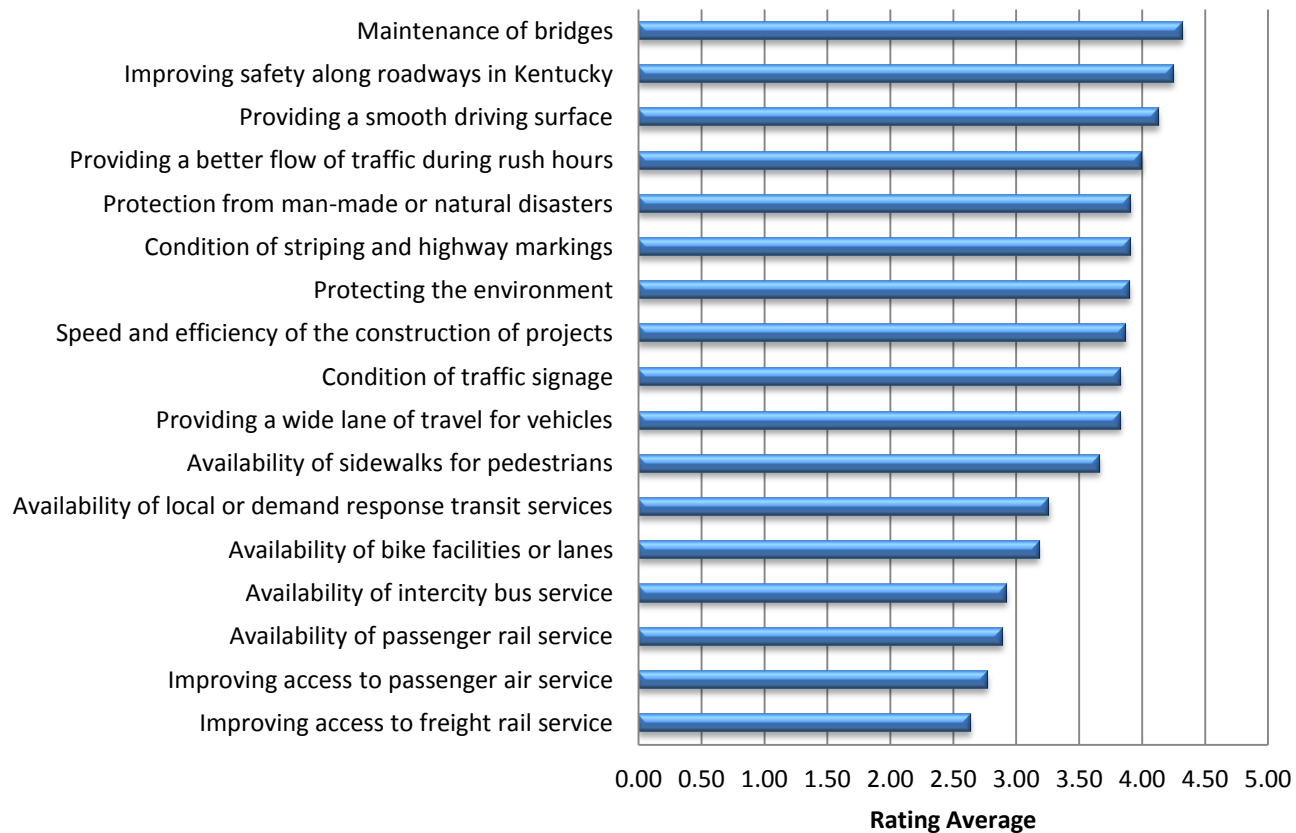
Figure 6: “How much time does it usually take to travel to and from work/school (round trip)?”



Issues, Concerns and Preferences

Question 7 asked respondents to rate a listing of transportation issues utilizing five possible responses ranging from “*Not Important (0.00)*” to “*Extremely Important (5.00)*.” While the graph below displays the rating average for each response with the top responses focusing on maintaining and improving the existing highway system, respondents also indicated a significant desire for multi-modal options where possible. **Figure 7** displays the range of results.

Figure 7: *Importance of Transportation Issues*



Question 8, “How strongly would you support the following options as additional funding sources for transportation improvements?” This question seeks to gauge the openness of the respondent to possible funding options. KYTC provided a range of five responses varying from “Would Not Support (0.00)” to the highest response of “Strongly Support (4.00)”. While raising taxes is never a popular topic of discussion, there interestingly- seems to be growing sentiment that tolls on roads or bridges may be acceptable in certain situations. With the most popular response being “Government Bonds,” it reveals that the public does not understand those bonds are generally repaid using the existing revenue generated from fuel and motor vehicle taxes. **Figure 7** displays the range of responses.

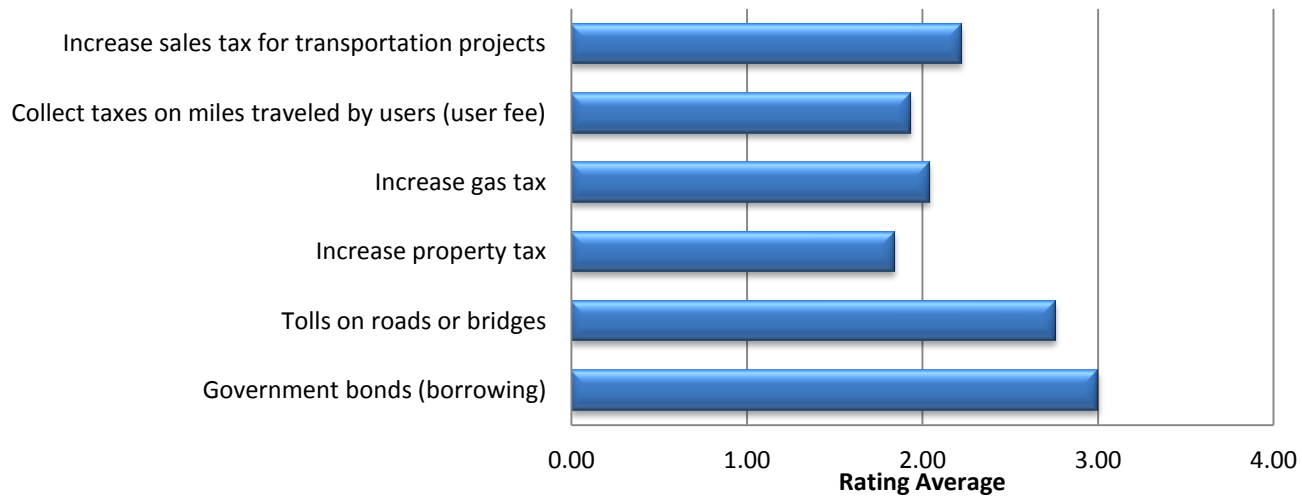


Figure 8: “How strongly would you support the following options as additional funding sources for transportation improvements?”

Question 9 asked respondents “What do you think should be considered when selecting transportation projects?” Respondents were given a scale utilizing a range of 5 responses varying from “Not Important (0.00)” to “Extremely Important (5.00)”. “Safety” is identified as a logical top priority, however respondents also showed a propensity for supporting “Economic Development” and a willingness to consider the costs associated with achieving certain levels of improvement. **Figure 9** displays the full range of results.

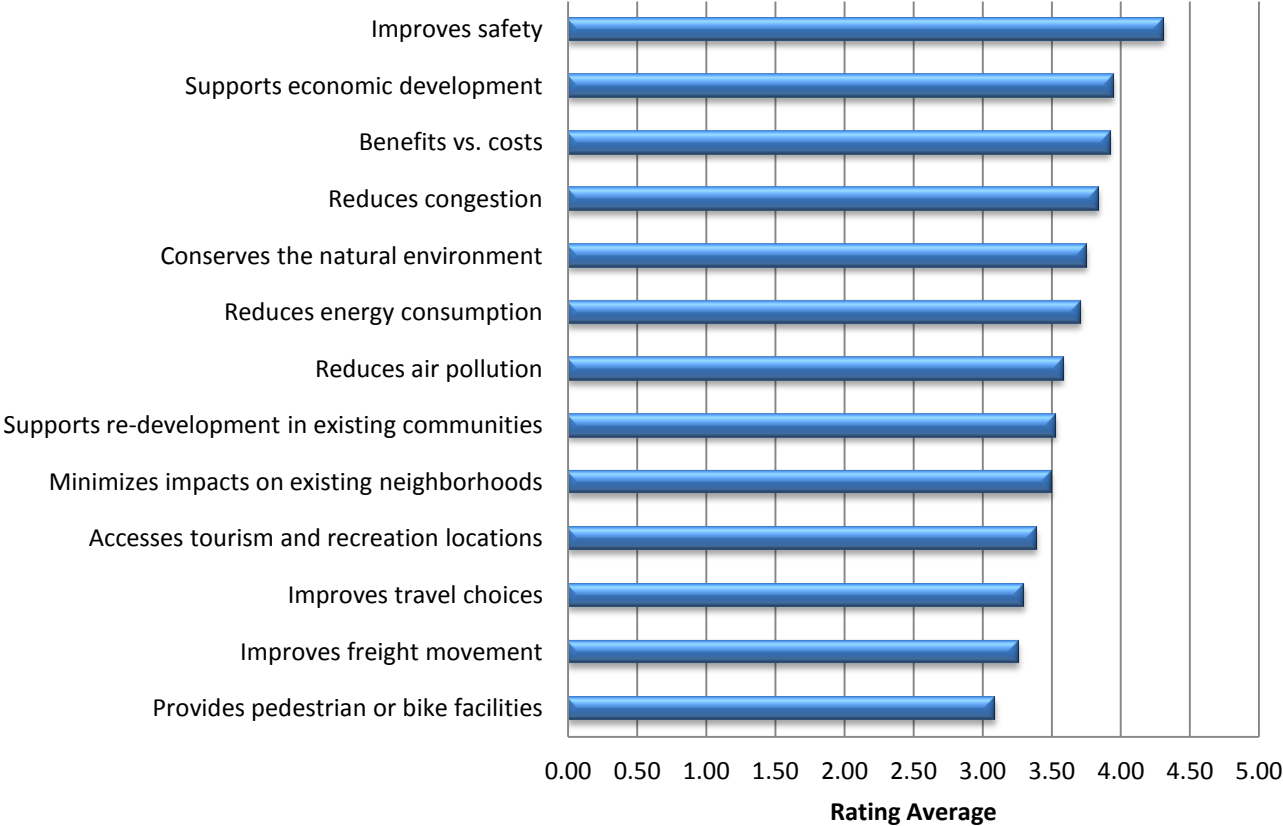


Figure 9: “What do you think should be considered when selecting transportation projects?”

Question 10 asks the respondent to “Please rate the necessity of the following projects that may be used to improve transportation in Kentucky.” This question provides an insight into what respondents feel is a necessity regarding types of transportation projects. Respondents were given a range of 10 options varying from “Not Necessary” to “Extremely Necessary (8.00)” as well “Not Applicable (0.00).” Respondents chose to focus on the need to improve or maintain the existing highway and bridge conditions. **Figure 10** displays the full range of results.

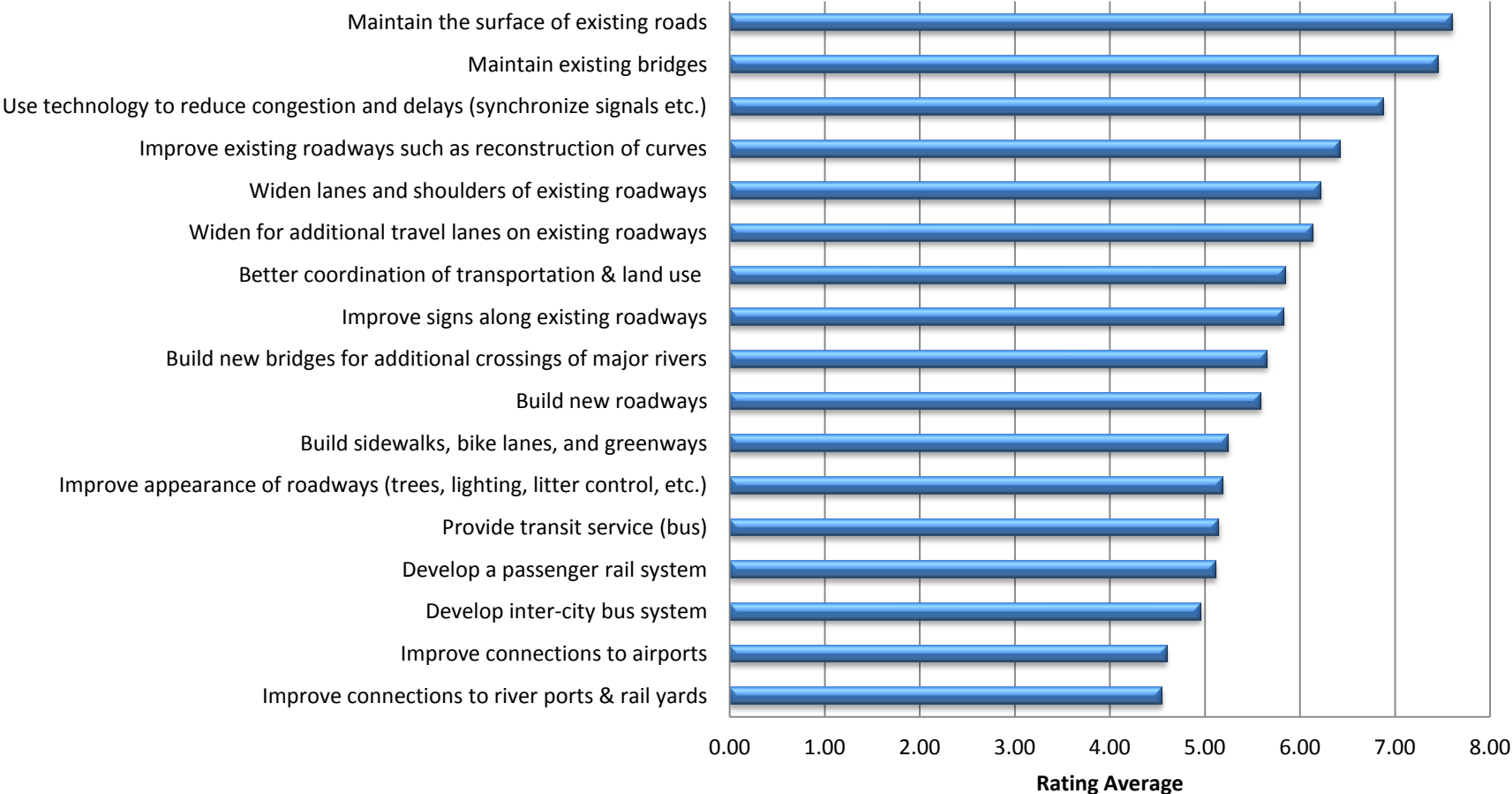


Figure 10: “Please rate the necessity of the following projects that may be used to improve transportation in Kentucky.”

Respondent Comments

Question 11 allowed respondents to offer opinions on topics both present and not present in the survey with over one-third of respondents taking the time to enter their comments. KYTC partnered with the Kentucky Transportation Center to further aggregate and analyze the abundance of comments. The most numerous comments were placed into one of the main categories displayed in **Table 1**. It should be noted that some comments referenced multiple categories. When this situation arose, those comments were split out and attributed to each relevant category resulting in over 10,000 distinct comments.

Table 1: YOUR TURN: Comment Analysis

| COMMENT CATEGORY | TOTAL | | RANK |
|---|-------|-------------------------------|-----------|
| <i>Highway - General Roadway Surface Conditions</i> | 736 | <i>Highway Conditions</i> | <i>1</i> |
| <i>Highway- Other General Maintenance Issues</i> | 753 | | |
| <i>Highway - Specific "spot or corridor" Issues;</i> | 1167 | | <i>2</i> |
| <i>Rail Transportation: Light Rail (urban system)</i> | 228 | <i>RAIL total</i> | <i>3</i> |
| <i>Rail Transportation: Intercity Passenger</i> | 542 | | |
| <i>Rail Transportation: Freight</i> | 21 | | |
| <i>Transit: Urban Bus Systems</i> | 275 | <i>TRANSIT total</i> | <i>4</i> |
| <i>Transit: Intercity Bus Service</i> | 399 | | |
| <i>Transit: Demand Response Services</i> | 71 | | |
| <i>Safety</i> | 672 | | <i>5</i> |
| <i>Bicycle/Walk</i> | 645 | | <i>6</i> |
| <i>Project Selection Process</i> | 624 | | <i>7</i> |
| <i>KYTC Staff Resources</i> | 620 | | <i>8</i> |
| <i>Congestion</i> | 408 | | <i>9</i> |
| <i>Funding Issues</i> | 391 | | <i>10</i> |
| <i>Environmental Concerns - Human Environment</i> | 160 | <i>ENVIRONMENT total</i> | <i>11</i> |
| <i>Environmental Concerns - Natural Environment</i> | 147 | | |
| <i>Air Quality</i> | 49 | | |

The map displayed in **Figure 11** depicts county specific results of aggregation based on category types. The top two categories in each county are displayed with the category depicted in black receiving the most responses while the category in purple received the second most. Ties are depicted by the number of comments displayed in parentheses. “Spot Issues” and “Road Conditions” were the categories most cited as the first or second priority in 62 and 49 of 120 counties respectively. Site specific comments shall be forwarded to Highway District Personnel for further investigation.

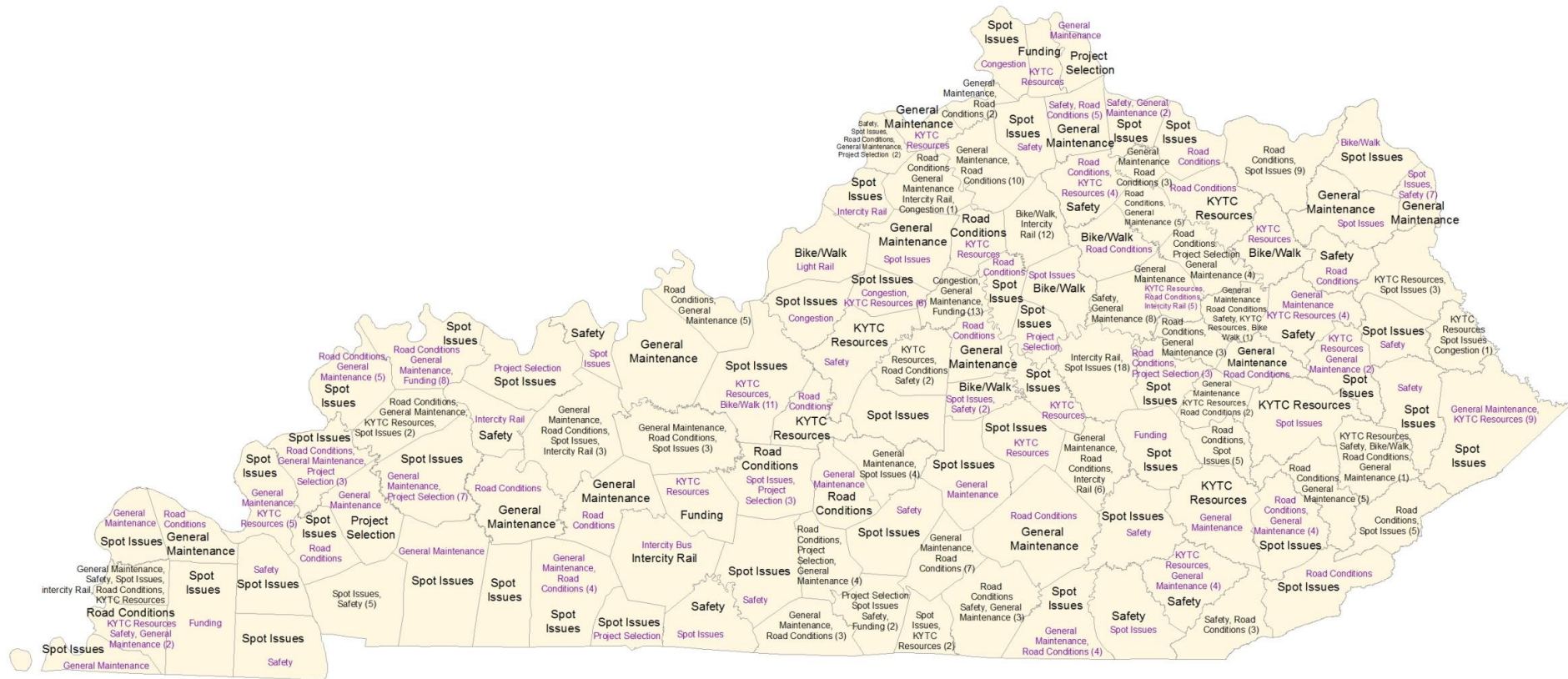


Figure 11: Top Two Comment Categories by County

Respondent Comments Continued

The map titled “In a Word...” depicted in **Figure 12**, displays the results from a keyword analysis of the individual survey response comments. The keywords or phrases listed occurred most frequently in the text of responses from **Question 11**. Words like “*pedestrian*”, “*pot holes*,” and “*congestion*” all show up as expected. Some emotional words tend to show up as well, possibly the most interesting being “*Desperately Needs.*” This specific phrase was cited in twelve separate counties in distinct areas of the state.

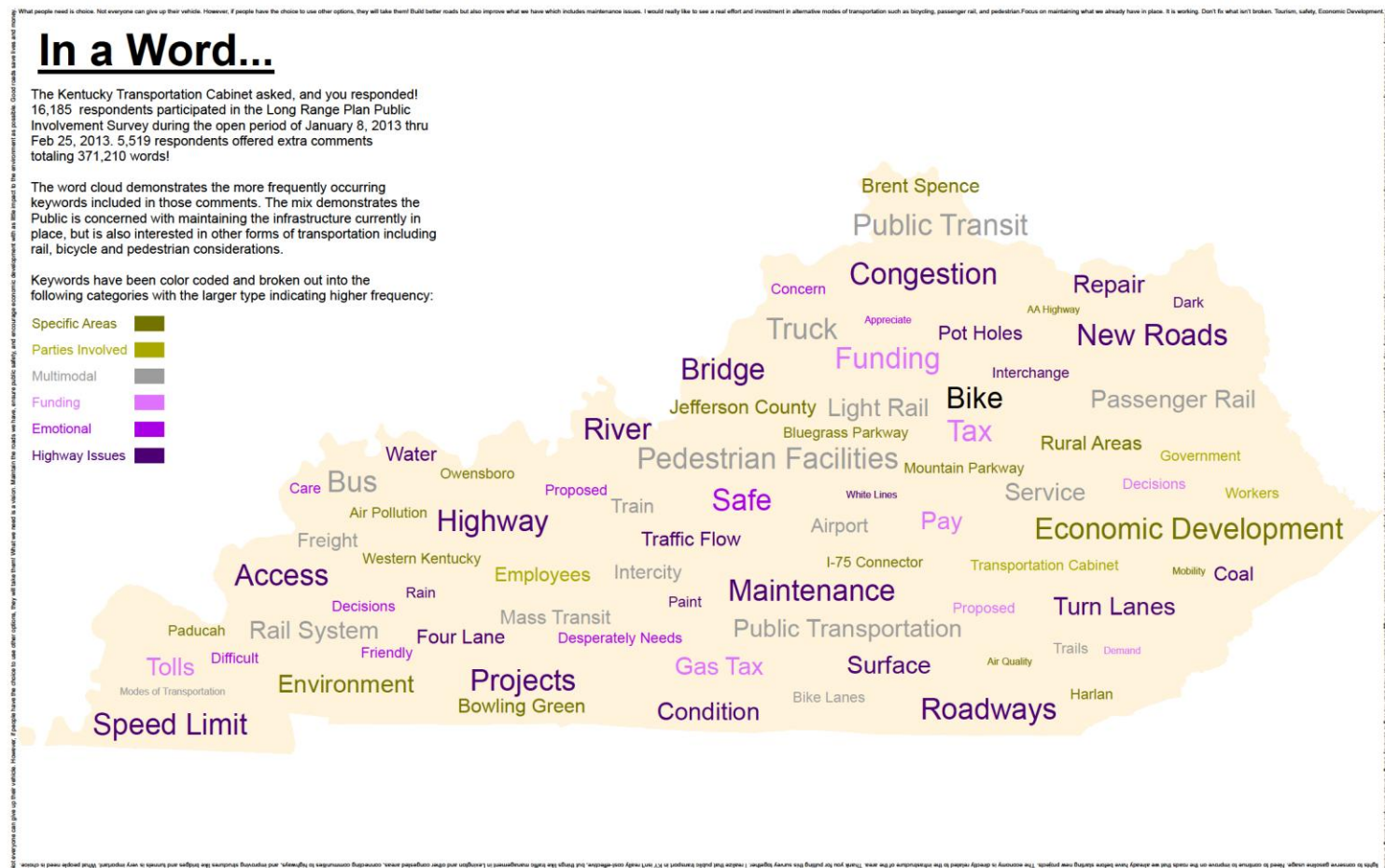


Figure 12 *Keyword Analysis*

Respondent Demographics

Question 12 asks, “*What is your gender?*” When compared to the 2011 American Community Survey Five Year Data, the response rate based on gender is comparable to expected rates. **Figure 13** displays the full results.

Figure 13: “*What is your gender?*”

| | 2011 American Community Survey | Your Turn Results |
|---------------|---|-------------------------|
| Male | 49.2% | 50.1% |
| Female | 50.8% | 49.9% |

Question 13 asks respondents, “*What is your race?*” **Figure 14** displays the percentage comparison between 2011 American Community Survey Five Year Data and survey responses.

Figure 14: “*What is your race?*”

| | 2011 American Community Survey | Your Turn Results |
|--|---|-------------------------|
| American Indian or Alaska Native | 0.23% | 1.1% |
| Asian | 1.13% | 0.8% |
| Black or African American | 7.78% | 2.3% |
| Hispanic | 3.06% | 0.8% |
| Native Hawaiian or Other Pacific Islander | 0.06% | 0.1% |
| White | 87.79% | 93.0% |
| Other | | 1.9% |

Question 14 asks, “What is your age?” While direct comparison cannot be made between the Your Turn survey results and 2011 American Community Survey Five Year Data, the general distribution among the age groups displays a similar trend. **Figure 15** and **Figure 16** display the results of each respectively.

Your Turn Survey

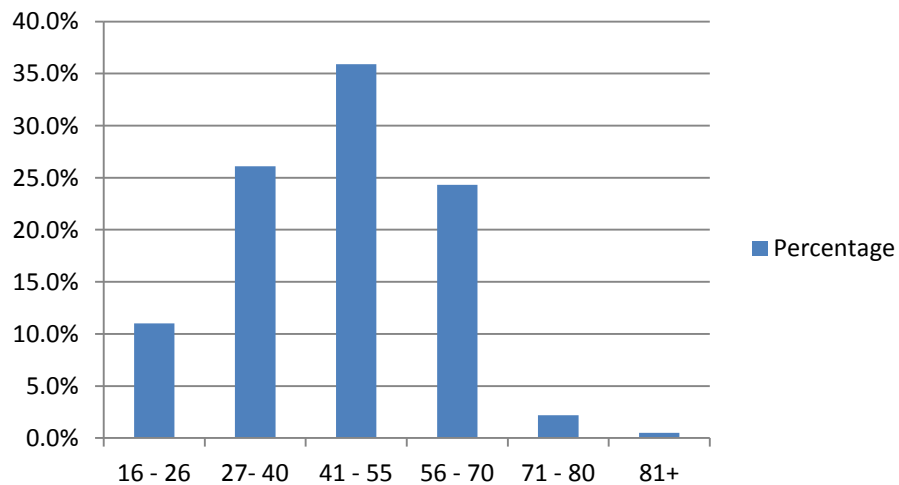


Figure 15: American Community Survey Age

American Community Survey

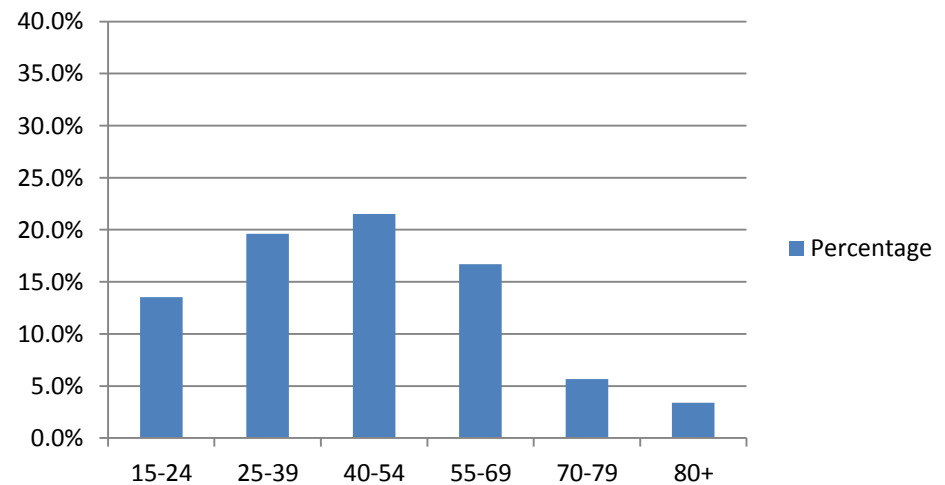


Figure 16: “What is your age?”

Question 15 asks respondents to provide their approximate annual household income. Again direct comparison cannot be made between the Your Turn survey results (**Figure 17**) and 2011 American Community Survey Five Year (**Figure 18**) Data, however, the general distribution among the income groups displays a similar trend. KYTC allowed respondents to opt out of this question which could account for some variation in distribution.

Your Turn Survey

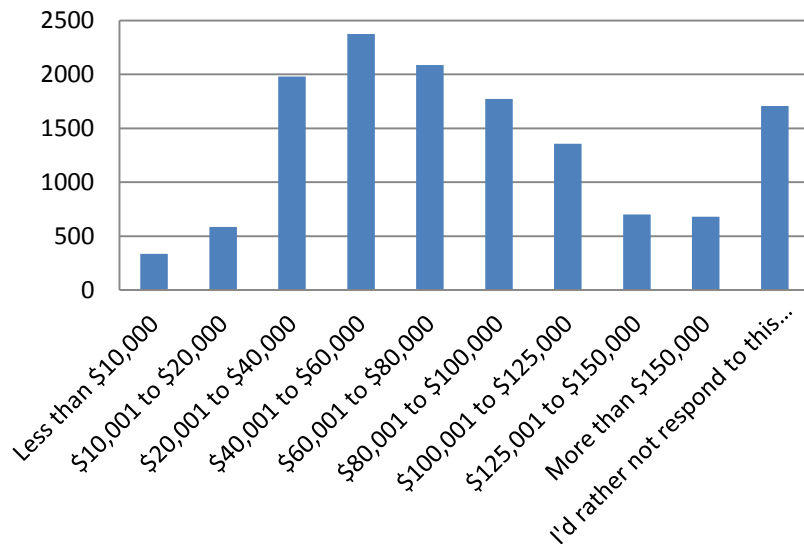


Figure 17: "What is your household income?"

American Community Survey

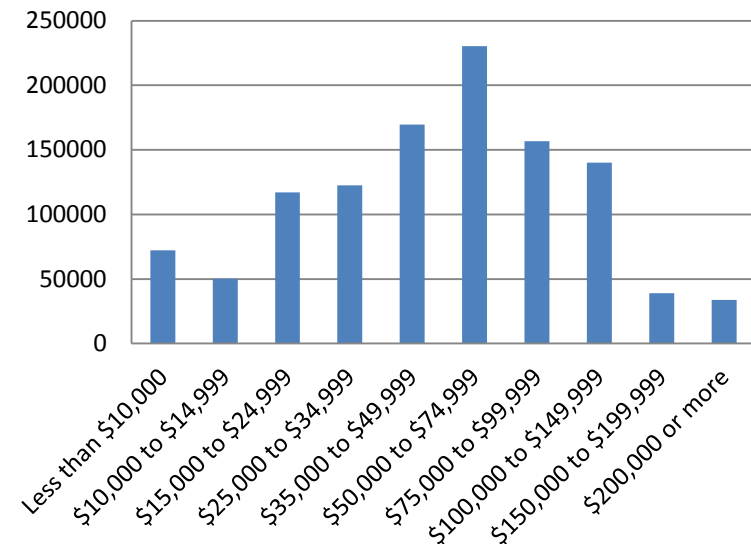


Figure 18: Household Income

Respondent Information Sources

Question 16 asked, “How did you learn about this survey?” This was both an effort to check the viability of the methods KYTC utilized in publicizing the survey, as well as for use in future public involvement efforts. Not surprisingly, many people chose Newspaper or Facebook as KYTC ran paid advertisements in each of those media outlets. “Other” and “Word of Mouth,” however, were chosen often as KYTC utilized its network of ADD, MPO and HDO planners as well as Public Involvement Personnel to garner widespread public input. **Figure 19** displays the full results. **Question 17** sought to understand how KYTC can better reach its intended audience in future endeavors and asked, “What is your most commonly used source for news and information?” The full results are displayed in **Figure 20**.

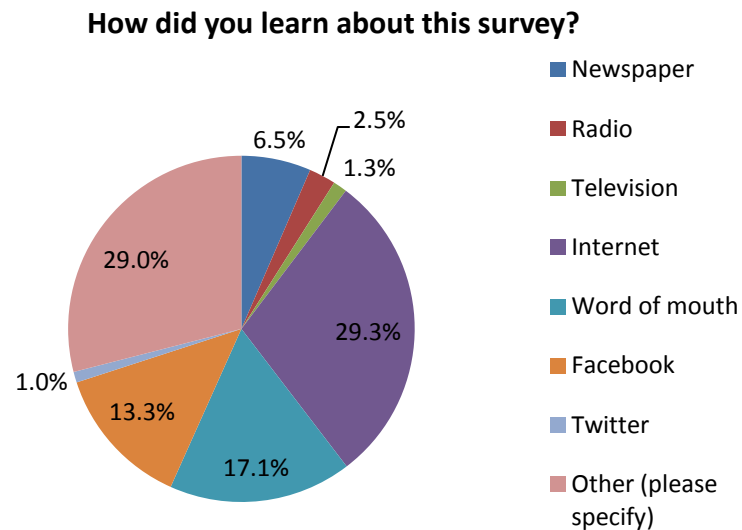


Figure 19

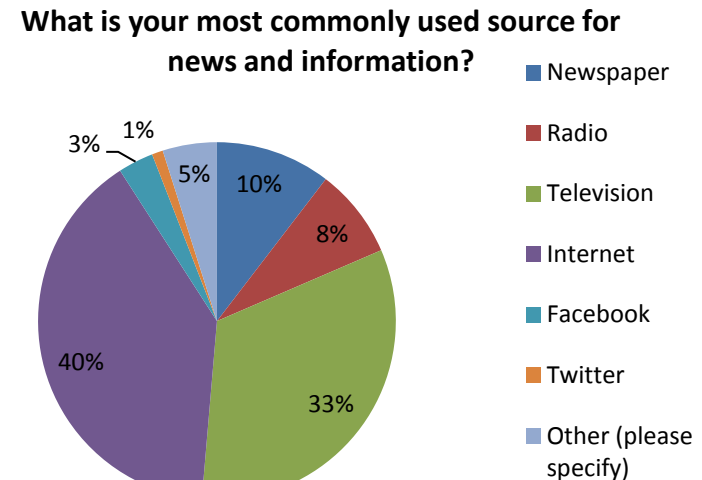


Figure 20

While the “Internet” response is chosen most in both questions 16 and 17, and Twitter was chosen last, the similarities between results from the two questions stops there. Television is currently the medium of choice for receiving news, but ranked low with regards to the survey as it can be quite expensive. As such, the survey received only moderate television play in the southeast region of the state. Conversely, The Cabinet was aggressive in utilizing newspapers in each county as well as a paid advertising campaign on Facebook as a cost effective way of reaching the masses. Additionally efforts were made to reach the Hispanic population by providing survey materials and links in Spanish where possible.

Respondent Satisfaction

The final two questions relate to the user experience in taking the survey. **Question 18** asks, “How would you rate the difficulty of this survey?” While **Question 19** asks, “How would you rate the length of this survey?” The preponderance of respondents felt that the survey was an adequate length as well as easy to complete. The combined results are displayed in **Figure 21**.

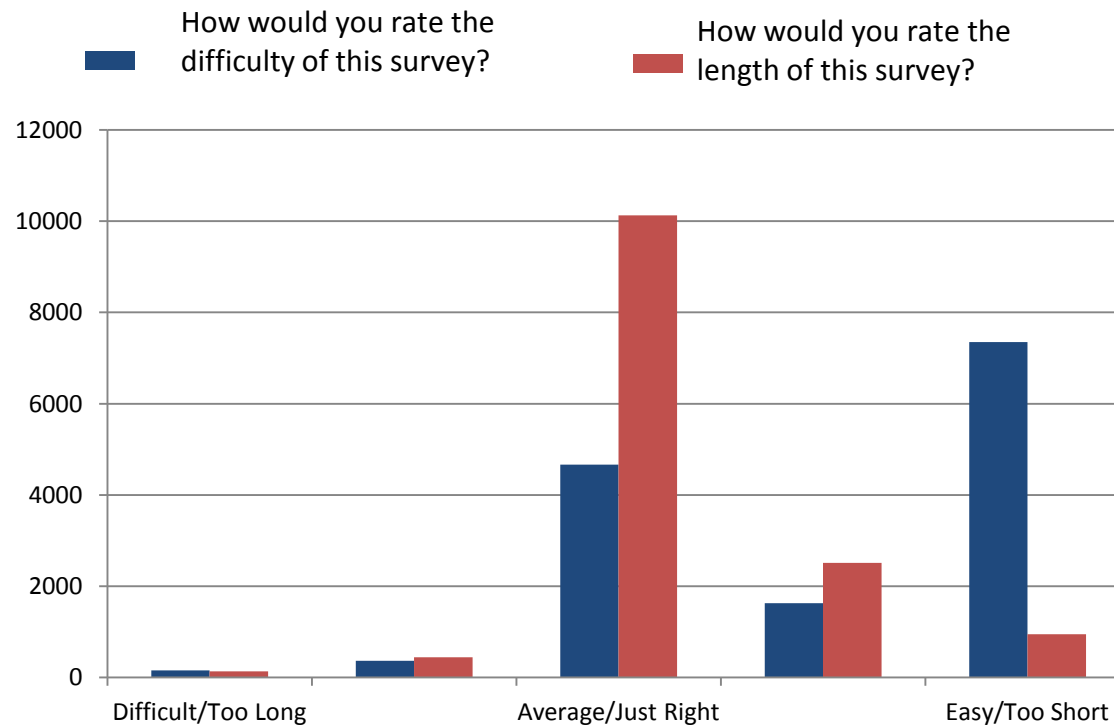


Figure 21: Respondent Satisfaction Summary