



# **2016-2045 Metropolitan Transportation Plan Update**

## **Community Survey Report (Draft)**

Prepared for  
2016-2045 Metropolitan Transportation Plan Update  
Steering Committee

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The Morgantown Monongalia MPO conducted a community survey from September 1<sup>st</sup> to November 1<sup>st</sup> for the 2016 Metropolitan Transportation Plan Update. During this two-month period, the MPO received 725 responses, including 705 online surveys and 20 paper surveys. The survey contained 20 questions covering demographics, transportation preference, existing transportation system evaluation, and transportation facility improvement preference.

The purpose of this report is to document the surveys outcome and to provide information for the Metropolitan Transportation Plan Update. The preference or priority identified in the report were derived exclusively from the survey responses and do not constitute the recommendations of the MPO staff.

## **SURVEY DISTRIBUTION PROCESS**

The survey was developed by MPO staff and approved by the Metropolitan Transportation Plan Update Steering Committee. The survey was first released to the public on September 1<sup>st</sup> on the MPO's website ([www.plantogether.org](http://www.plantogether.org)), and distributed in three forms: hard copy, electronic copies, and online survey link. The online survey was hosted by the Survey Monkey on (<https://www.surveymonkey.com/r/MTPUpdate>)

The MPO staff used the following channels to distribute the survey:

- MPO website and Facebook page
- Morgantown Pedestrian Safety Board and Bicycle Board
- City of Morgantown public media
- Mountain line transit public media
- WVU transportation
- Dominion Post Advertisements
- Radio stations
- Hard Copy Distribution

Paper copies and survey posters were distributed to the public libraries and major grocery stores. Survey posters were also posted at the neighborhood convenience stores in the minority/low income neighborhoods.

## **SURVEY ANALYSIS METHOD**

There were two types of data collected. The first type consists of multiple choice questions, including questions on demographics, evaluation of existing transportation system, and transportation patterns. The data from these questions was summarized automatically by SurveyMonkey and then combined with the data from completed paper-based surveys by MPO staff.

The second type was text-based questions on preferred location for improvements. The data from these questions was transferred into Excel spreadsheets by MPO staff who used a "Community Preference Score" to rank the locations identified for improvements. The Community Preference Score was calculated through the following steps:

1. Identified locations were counted and categorized into three groups: Corridor/Area, Street/Street Segment, and Intersections.
2. Each record of street/street segment and intersection preference was assigned to the appropriate corridor/area.
3. The Community Preference Score was calculated by using the following formula:
  - Road and Intersection:  
 $Priority\ one \times 5\ points + Priority\ two \times 4\ points + Priority\ three \times 3\ point + Priority\ four \times 4\ point + Priority\ five \times 1\ point = Community\ Preference\ Score$
  - Pedestrian, bicycle, and transit improvements:  
 $Priority\ one \times 3\ points + Priority\ two \times 2\ points + Priority\ three \times 1\ point = Community\ Preference\ Score$

## **GENERAL CONCERNS**

The MPO staff has identified several general concerns from the comments made by survey respondents. Those concerns are overarching and not linked to specific roads or projects. They are summarized in the following table.

<b>Cars</b>	<b>Transit</b>	<b>Pedestrian</b>	<b>Bicycle</b>	<b>Concerns</b>
		X	X	Improve accessibility to trails from adjacent neighborhood
		X	X	Safe routes to schools
X		X		Alternative truck routes
	X	X	X	The accessibility of the University Towne Centre and Suncrest Towne Centre
	X	X	X	The accessibility of major grocery stores and parks
	X			Extend bus service hours
	X			Increase service to student housing (West Run, Pineview)
X	X	X	X	Improve accessibility and traffic near the hospital areas
X			X	Improve road pavement and sight distance
X	X	X	X	Connectivity between the Evansdale and Downtown Campus
X				Improve accessibility to I-79 and I-68
		X		Improve walkability of the Downtown area
X				Improve the road condition in the western part of the County
		X		Provide crosswalks on major intersection in the Urban area
	X	X		Improve accessibility to Bartlet House (homeless shelter)

## TOP PREFERRED LOCATIONS FOR COMPLETE STREET IMPROVEMENTS

The top preferred locations for complete street improvements were identified by adding the preference scores for cars, pedestrians, and bicycles. The top 10 locations were shown in the table below.

<b>Rank</b>	<b>Locations</b>	<b>Percentage of Respondents</b>	<b>Preference Score</b>			
			<b>All Modes</b>	<b>Pedestrian Specific</b>	<b>Bicycle Specific</b>	<b>Total</b>
1	WV 705	39%	1,107	301	109	1,517
2	University Ave	41%	840	471	183	1,494
3	Mileground Rd	30%	1,143	72	55	1,270
4	Beechurst Ave	17%	583	55	74	712
5	Van Voorhis Rd	13%	323	132	66	521
6	West Run Rd	11%	400	25	5	430
7	WV 7 (Eastbound)	11%	387	8	15	410
8	Stewartstown Rd	9%	213	72	20	305
9	Collins Ferry Rd	4%	90	22	25	137
10	Pineview-Riddle Ave	2%	41	18	4	63

## SURVEY RESULTS BY TOPICS

### *1. Demographics and Transportation Preferences*

The majority of respondents (64.9%) have lived in the Morgantown area for more than 5 years. 11.4% of the respondents have an annual household income of less than \$35,000, [County: 33% (2015)], and nearly half of the respondents (49.9%) have an annual household income of more than \$75,000. [County: 32% (2015)]. 87.6% of the respondents are white. [County: 90.4% (2015)]

71.6% of the respondents have 1-2 registered motor vehicles. 9.5% of them walk or ride a bicycle to go to work or school and 11.2% of them walk or ride a bicycle for recreational purposes. 64.9% of the respondents spend 10-40 minutes for commute.

### *2. Evaluation of the Existing Transportation System*

The survey shows that

- 75% of the respondents consider the trails system in the MPO area as good or excellent.
- 82% of the respondents consider the transit service in the MPO area as fair or good.
- A high percentage of the respondents consider some major transportation elements are fair or poor in the MPO area. Those elements are:
  - Speed of traffic (79%)
  - Traffic safety (71%)
  - Convenience to get to work and shopping (72%)
  - Bicycle traveling (81%)
  - Pedestrian facility (74%)
- The vast majority of respondents consider road condition (93%) as fair or poor.

The survey results of the evaluation on the existing transportation system area are shown in the the following table.

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Speed of traffic</b>	0.79%	19.69%	44.72%	34.80%
<b>Traffic safety</b>	1.42%	27.33%	44.23%	27.01%
<b>Sidewalks/crosswalks</b>	1.28%	24.60%	37.06%	37.06%
<b>Bicycle traveling</b>	1.97%	16.72%	32.13%	49.18%
<b>Trails</b>	22.13%	52.50%	21.16%	4.20%
<b>Transit</b>	3.29%	38.82%	44.74%	13.16%
<b>Traffic signal system</b>	1.90%	28.59%	39.18%	30.33%
<b>Road conditions</b>	0.16%	6.93%	32.44%	60.47%
<b>Convenience to get to work and shopping</b>	1.74%	26.47%	40.73%	31.06%

**3. Transportation Investment Preferences (Percentage of Funding, Total = 100%)**

Ranking	Overall Preference
1	Improving Traffic Flow (26%)
2	Road Condition Improvements (23%)
3	New Roads/Bridges (14%)
4	Sidewalks/crosswalks (10%)
5	Roadway widening (9%)
6	Public Transit (7%)
7	Bicycle Facility (5%)

**4. Multimodal Transportation Improvement Preferences (The percentage of respondents who consider it is somewhat likely or very likely for them to increase their use of alternative transportations if certain improvements were made)**

Ranking	Pedestrian Facility Total Respondents: 619	Bicycle Facility Total Respondents: 582	Transit Service Total Respondents: 586
1	Pedestrian friendly land use (71%)	Extended trail system (54%)	Extended PRT lines (54%)
2	More sidewalks (69%)	Bicycle friendly land use (51%)	Route information (47%)
3	Open public spaces (68%)	Paved shoulders (50%)	Frequent bus service (47%)
4	Safer pedestrian crossing (66%)	Bicycle lanes (48%)	Extended PRT time (45%)
5	Extended trail system (58%)	Bicycle parking (41%)	Extended bus lines (43%)
6	n/a	Bicycle route map (39%)	Bus shelters (30%)
7	n/a	Bicycle signage (39%)	Park-&-rides location (26%)
8	n/a	Share the road marking (35%)	Vanpool (16%)
9	n/a	Bicycle traffic skill course (26%)	n/a

**5. Preferred Locations for Road and Intersection Improvements (Preference Score)**

Ranking	Major Corridor/Area	Percentage of Respondents	Key Intersections in the Corridor
1	Mileground Rd (1,143)	54%	Mileground Rd/Cheat Rd (204)
			Mileground Rd/Hartman Run Rd (129)
			Mileground roundabout (123)
2	WV 705 (1,107)	54%	WV 705/Burroughs St (292)
			WV 705/University Ave (121)
			WV 705/Elmer Prince Dr (33)
			WV 705/Willowdale Dr (32)
3	University Ave (840)	40%	University Ave/Collins Ferry Rd (164)
			University/Pleasant St/Westover Bridge (145)
			University Ave/Beechurst Ave (114)
			Grumbein's Island (102)
			University Ave/Walnut St (33)
4	Beechurst Ave (583)	27%	Beechurst Ave/Campus Dr (53)
5	West Run Rd (400)	21%	West Run/Stewartstown Rd (19)
			West Run/Point Marion (17)
6	Van Voorhis Rd (323)	16%	WV 705/Burroughs St (292)
7	WV 7-Eastbound (387)	22%	WV 7/Greenbag Rd (144)
			WV 7/Hartman Run (13)
8	Stewartstown Rd (213)	12%	Stewartstown Rd/Pt. Marion (63)
			WV 705/Stewartstown (43)
			Stewartstown/West Run Rd (19)
9	Monongahela Blvd (152)	9%	Mon Blvd/Boyers Ave (40)
			Mon Blvd/Patteson Dr (37)
10	Greenbag Rd (130)	7%	Greenbag Rd/WV 119 (35)
			Greenbag Rd/Dorsey Ave (31)

Ranking	Street/Street Segment
1	Patteson Dr (233)
2	Collins Ferry Rd (90)
3	Brockway Ave (75)
4	US 119 at I-68 Exit (58)
5	Grafton Rd (47)
6	Willowdale Rd (42)
7	Pineview-Riddle Ave (41)
8	Valley View Ave (33)
9	Chestnut Ridge Rd (31)
10	Darst St (31)

Ranking	Intersection
1	WV 705/Burroughs St (292)
2	Mileground Rd/Cheat Rd (204)
3	Collins Ferry Rd/University Ave (164)
4	Pleasant St/Westover Bridge (145)
5	WV 7/Greenbag Rd (144)
6	Mileground Rd/Hartman Run Rd (129)
7	Mileground roundabout (123)
8	University Ave/Patteson Dr (121)
9	University Ave/Beechurst Ave (114)
10	Grumbein's Island (102)

**6. Preferred Locations for Pedestrian Facility Improvements (Preference Score)**

Ranking	Major Corridor/Area	Percentage of Respondents	Key Intersections in the Corridor
1	University Ave (471)	47%	Grumbein's Island (169)
			University Ave/Patteson Dr (64)
			University Ave/Westover Bridge/Pleasant St (70)
			University Ave/Walnut St (22)
2	WV 705 (301)	31%	WV 705/Burroughs (67)
			WV 705/Don Nehlen Dr (24)
			WV 705/Pineview Dr (23)
			WV 705/Suncrest Towne Centre (21)
3	Downtown Area (225)	23%	Willey St/High St (12)
			Spruce St/Walnut (19)
			Walnut St/Chestnut St (12)
4	Van Voorhis Rd (132)	12%	Van Voorhis Rd/West Run Rd (5)
5	Patteson Dr (131)	15%	WV 705/Laurel St (3)
			Patteson/Kroger (10)
			Mon Blvd/Patteson Dr (19)
6	Coliseum Area (95)	10%	Mon Blvd/Evansdale Dr/CAC (31)
7	Mileground Rd (72)	9%	No specific intersection identified
8	Stewartstown Rd (72)	7%	WV 705 and Stewartstown Rd (13)
			Stewartstown Rd/Bon Vista Apartment (1)
9	Start City Suncrest Area (64)	7%	University/Boyers (9)
			University Ave/Collins Ferry Rd (20)
			University/Junior St (3)
			Collins Ferry/Junior (2)
			Collins Ferry/the New Suncrest School (3)
10	Beechurst Ave (55)	6%	Campus/Beechurst (2)
			University/Beechurst (16)

Ranking	Street Segment
1	Valley View Ave (54)
2	Willowdale Rd (29)
3	Collins Ferry Rd (22)
4	Pineview-Riddle Ave (18)
5	WV 705 from Stewartstown to Mileground (17)
6	High St (16)
7	WV 705 from Suncrest Towncenter to Hospital (13)
8	Cheat Rd (10)
9	Falling Run Rd (10)
10	Killarney Dr (10)

Ranking	Intersection
1	Grumbein's Island (169)
2	Pleasant St/Westover Bridge (70)
3	WV 705/Burroughs St (67)
4	WV 705/University Ave (64)
5	Mon Blvd and Evansdale Dr (31)
6	WV 705/Don Nehlen Dr (24)
7	WV 705/Pineview Dr (23)
8	University Ave/Walnut St (22)
9	WV 705/Suncrest Towncenter (21)
10	University Ave/Collins Ferry Rd (20)



**7. Preferred Locations for Bicycle Facility Improvements (Preference Score)**

Ranking	Major Corridor/Area	Percentage of Respondents	Ranking	Intersection/Street Segment
1	University Ave (183)	30%	1	Chestnut Ridge Rd (32)
2	WV 705 (109)	20%	2	High St (27)
3	Downtown Area (91)	14%	3	Collins Ferry Rd (25)
4	Beechurst Ave (74)	14%	4	Dorsey Ave (12)
5	Van Voorhis Rd (66)	10%	5	Willowdale Rd (12)
6	Mileground Rd (55)	10%	6	University Ave/Beechurst Ave (11)
7	Patteson Dr (55)	12%	7	Brockway Ave (9)
8	Monongahela Blvd (42)	7%	8	WV 705 from Hospital to Mileground (9)
9	Greenbag Rd (21)	4%	9	Valley View Ave (9)
10	Stewartstown Rd (20)	4%	10	WV 705/Burroughs St (9)

**8. Preferred Locations for Transit Improvements (Preference Score)**

Ranking	Major Corridor/Area	Percentage of Respondents
1	Hospital Area (69)	13%
1	University Towncenter/I-79 New Interchange Area (69)	15%
3	Downtown Area (64)	13%
4	Suncrest Area (48)	10%
5	South Park/Greenmont Area (42)	9%
5	Suncrest Towncenter (42)	10%
7	Cheat Lake Area (30)	7%
8	Evansdale Campus Area (30)	6%
9	Van Voorhis Rd (29)	6%
10	Star City (28)	5%