Pierce County
Transportation Plan Update (TPU)

First Phase Public Involvement
Summary Report

December 2008

Prepared by EnviroIssues
for
Pierce County Public Works and Utilities Department

Table of Contents

I.   Background and Purpose

Pierce County is updating its 20-year Transportation Plan, which will be integrated into the Transportation Element of its Comprehensive Plan. This document will map out the County's strategies for meeting its transportation needs through the year 2030. In addition to meeting the legal requirements of the State Growth Management Act (GMA), a major objective of this update is to develop a plan that addresses all of the different elements of the transportation system. The Public Works and Utilities Department is using a data-driven approach to prepare a plan that groups transportation activities into five categories: maintenance; operations; preservation; improvements; and administration (collectively referred to as MOPIA). A description of the MOPIA categories is included in Appendix A.

Within this MOPIA framework, the Public Works and Utilities Department is looking to understand community priorities for transportation needs and expenditures. County staff and its consultant (EnviroIssues) decided to use a variety of public involvement tools to gain input on these priorities and to educate the public about the challenges of transportation planning (e.g., limited funding, competing needs, etc.). This community input, when considered with the information from technical reports and other data-driven analyses, will help guide the development of the different components (e.g. funding alternatives) for the Transportation Plan Update (TPU).

II. Overview of Public Involvement Strategies

As part of this first phase of public involvement, the County and EnviroIssues used a number of different strategies to solicit input from Pierce County residents and other stakeholders. The methods for collecting input included: individual and group interviews; a phone survey; and a Web (online) survey. The County also used an informational brochure, a countywide postcard mailing, and a Web page to educate the public and to solicit feedback. These combined strategies were intended to provide a preliminary assessment of public priorities on a wide variety of transportation issues while attempting to ensure that a well-rounded segment of the population was represented.

A second phase of public involvement activities will occur as the County develops the draft plan update and its environmental documentation.

A) Interviews

From May to July 2007, EnviroIssues conducted 33 interviews with county and city officials and representatives from key stakeholder groups. A list of interview participants and their affiliations is included in Appendix B. County staff and EnviroIssues carefully selected the participants based on their interests and involvement in transportation planning and county activities.

The interview participants included a broad selection of representatives from the public and private sectors as follows (number of individuals):
- Pierce County Executive and Councilmembers (8)
- City Mayors (8)
- Other Agency Directors/Managers (4)
- Industry/Business Leaders (6)
- Pierce County Department Heads/Managers (3)
- Non-Profit/Other Representatives (4)

County staff and EnviroIssues developed a detailed interview script consisting of 17 questions using MOPIA categories as a guide. The list of interview questions is included in Appendix C. Each series of questions about the MOPIA categories were preceded by information describing the individual activities that make up each category. The interviews were less than one hour in length and provided insight into transportation priorities from a wide range of county perspectives. The input was also used to help develop questions for the phone survey.

B) Phone Survey

EnviroIssues contracted a sub-consultant (EMC Research) to conduct a survey of randomly selected Pierce County registered voters. The County worked with the consultant team to develop a 66-question, 15-minute survey using the interview questions and responses as a guide. The phone calls included a carefully crafted, but short, education component to help survey participants provide informed answers to questions.

The team initially hoped to conduct phone surveys in each of the seven council districts; however, two series of early pre-tests demonstrated that city residents were generally ambivalent or reluctant about participating in a survey focusing on the unincorporated area. Because some council districts are predominately incorporated while others are predominantly unincorporated, the team redefined the sample design to focus on unincorporated residents.

The phone survey was conducted from November 8th - 19th, 2007 and ultimately consisted of 550 registered voters living primarily in unincorporated Pierce County. The number of surveys completed in each district is proportional to the total registered voters in the unincorporated areas of that district. Appendix D details the sample design.

C) Web (Online) Survey

After completing the stakeholder interviews and phone surveys, the Public Works and Utilities Department developed a Web page (www.piercecountywa.org/tpu) for interested citizens to learn more about the update process and to sign up for the e-mail notification list. The Web page also provided an opportunity to collect additional public feedback, using the phone survey as a model.

Using SurveyMonkey.com, County staff developed a shorter version of the phone survey as a Web survey (total of 28 questions) and used a countywide postcard mailer to announce the new Web page and to encourage citizens to complete the Web survey. Although Web surveys do not provide a random sampling of Pierce County residents, they can provide supplementary information for discretionary use and comparison purposes. The Web surveys were collected from February to June 2008.

Web surveys were initiated by 649 individuals (with each survey limited to a unique e-mail address). Of those, nearly 97% completed the survey. The majority of respondents were male (67%), mostly ages 45-59 (43%), and primarily single-occupant drivers (74%). About 96% of respondents were Pierce County registered voters.

III. Results and Analysis

A) Interviews

The results of the 33 stakeholder interviews are summarized below. Because of the open-ended and general nature of the interview questions, these data cannot be validated using statistical analyses. However, using a more qualitative approach to summarize the interview responses, a number of major themes were identified. The collective responses are summarized below; however, it should be noted that not all individual responses could be categorized.

Importance of Transportation

Transportation was considered "very important" to many of the interview participants. The interview participants used terms like "critical", "paramount", "extraordinarily" and "enormous". Nearly all interview participants considered transportation at least somewhat important. No interview participant believed transportation to be unimportant.

General Opinion of the Transportation System

The interview participants provided a range of answers, using terms like "terrible", "poor", "inadequate", "ill-conceived", "abysmal" and "ready to explode". Similar terms were common throughout the interviews. In fact, more than half of the interview participants used descriptive terms that can only be described as unfavorable. Only three interview participants expressed a favorable opinion of the transportation system.

Most Important Transportation Issue

The range of responses to this question was more diverse and therefore made it more difficult to identify any overwhelmingly strong themes. However, a number of more subtle themes occurred, including addressing congestion/concurrency concerns (12 interviews) and improving mobility options/transit (seven). The need for improved roadway connectivity was also mentioned by a few interview participants. While none of these themes represented a majority of interview participants, it is important to note that no other response occurred more than twice.

Ratings for the MOPIA Categories

The interview participants were asked to rate each of the five MOPIA categories using a scale of "excellent", "good", "fair", or "poor". As with the other interview questions, the responses may be used to infer common themes but are subject to interpretation.

Three MOPIA categories (maintenance, operations, and preservation) received positive responses with a majority of interview participants selecting "excellent" or "good" ratings. Administration also rated well; however, some interview participants were either unfamiliar with the Administration category or declined to answer. Only the Improvements category rated poorly overall with the majority of interview participants choosing "fair" or "poor" ratings.

Highest Priority MOPIA Category

Responses to this question were divided between three MOPIA categories: improvements (13); maintenance (10); and preservation (4). Since interview participants sometimes confused activities within the Maintenance and Preservation categories, it may be appropriate to consider these two categories collectively.

Funding Choices

When asked to make a choice between "spending less" or "raising more money" given the County's funding shortfall to pay for future transportation needs, the interview participants overwhelmingly supported increasing revenue for transportation instead of cutting spending. A few interview participants believed that better uses of existing transportation funds should be utilized while other participants either could not or chose not to respond to this question.

B) Phone and Web (Online) Surveys

Because the questions in the phone and Web (online) surveys were virtually identical and produced very similar responses, the results from these two surveys are reported together here. Although Web surveys do not provide a random sampling of Pierce County residents, they do provide supplementary data for discretionary use and comparison purposes.

Although the responses varied between phone and Web survey results, the themes found in these two public surveys closely mirrored those found in the stakeholder interviews. Given the magnitude of the input received, it was not practical to summarize the similarities and differences between all of the survey responses. The complete results from both surveys are summarized in Appendix E (Phone Survey Results) and Appendix F (Web Survey Results). EMC Research also prepared a more detailed summary report of the phone survey results with a demographic breakdown of the responses to specific questions.

The range of responses to a number of survey questions used a rating scale of "excellent", "good", "fair", or "poor". For analysis purposes in this summary report, "excellent" and "good" ratings were considered positive responses, while "fair" and "poor" ratings were considered negative responses. While a "fair" rating may be regarded as a positive response, it was treated as a negative response in these surveys since other more positive responses (e.g. "excellent" and "good" ratings) were available to the survey participants among the range of possible responses.

The graphics in the following pages reflect phone survey results, unless noted otherwise. Some of the notable differences between the phone and Web survey results are highlighted in the text.

Importance of Transportation

In terms of countywide issues, a majority of the phone survey participants (64%) regarded transportation as either "very important" or "most important". By comparison, nearly 90% of the Web survey participants considered transportation as either "very important" or "most important".

General Opinion of the Transportation System

As shown in the graphic below, a majority of survey participants (74% – phone, 81% – online) rated the unincorporated transportation system in Pierce County negatively.
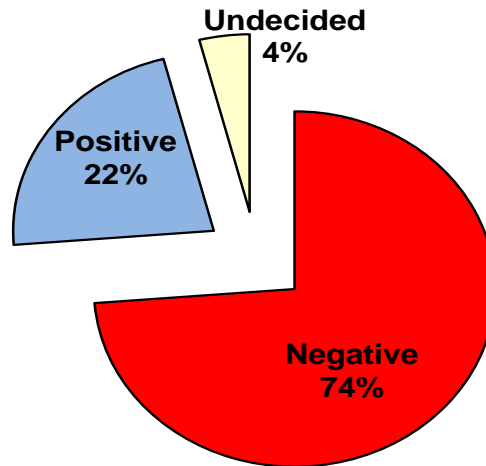
Perceptions of Traffic Congestion

Using a scale of 1-not serious to 5-very serious, a majority of phone survey participants (61%) rated traffic congestion in the unincorporated areas as a "4" or "5", indicating congestion is perceived as a "very serious problem". By comparison, nearly 89% of the Web survey participants considered congestion levels in the unincorporated areas as "somewhat serious" or "very serious". When asked to assess the performance of the County in making sure that its roadway system has kept pace with growth in the unincorporated areas, a majority of survey participants (82% – phone, 88% – online) responded with mostly negative ratings (see below).

Are county roads keeping pace with growth?
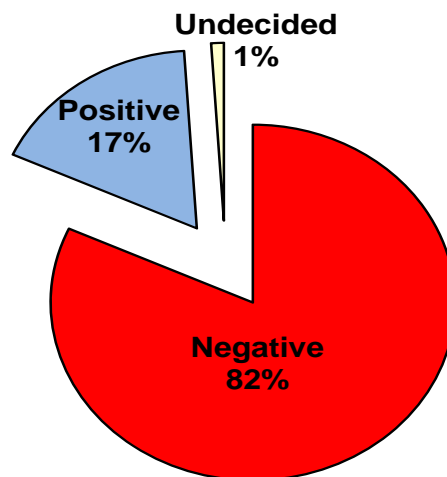
Ratings for Other Transportation Modes

As shown in the graph below, the majority of survey participants used negative ratings to assess transit service in the unincorporated areas (67% – phone, 75% – online). A much higher majority of survey participants rated both walking conditions and bicycling conditions in the unincorporated areas as "poor". Overall, more than 80% of survey participants (phone and online) rated these elements negatively.

Negative Ratings

	Phone	Online
Transit service	67%	75%
Walking conditions	82%	88%
Bicycling conditions	91%	90%
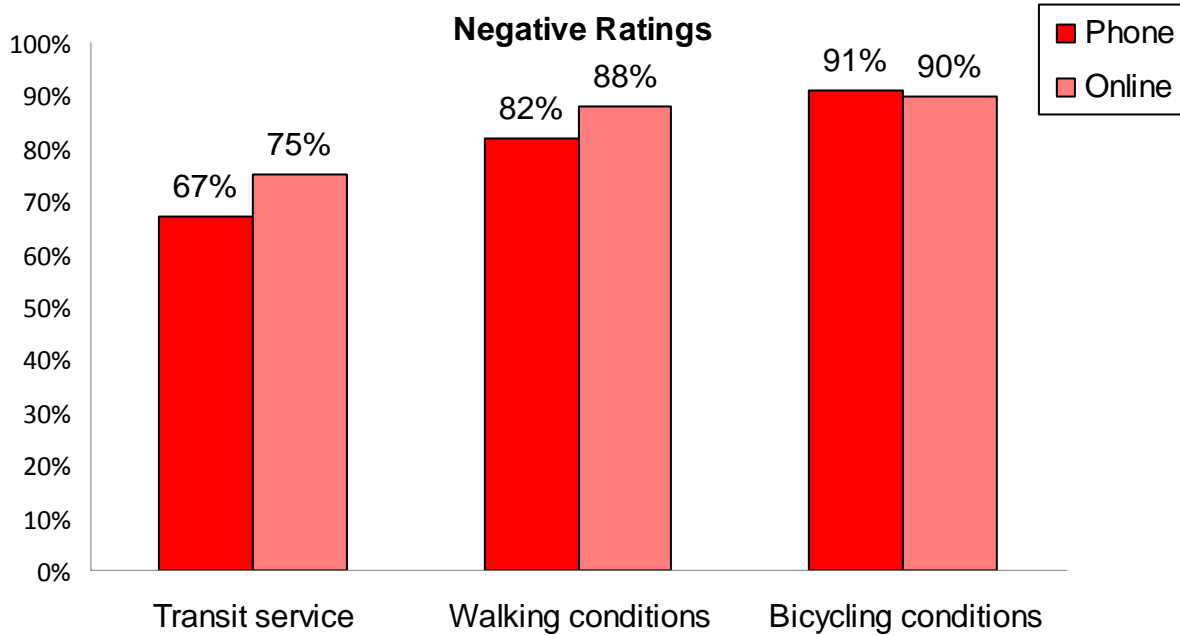
Ratings for Specific MOPIA Activities

The phone survey participants were asked to rate the importance of specific transportation activities associated with the MOPIA categories using a scale from 1-not important to 5-extremely important. Because the individual scoring for some activities often deviated significantly, mean scores were used instead of average scores to determine the ratings. While the ratings were very similar within the MOPIA categories, certain transportation activities emerged as either "very important" or "very unimportant".

Among the MOPIA categories, the ratings given by the phone survey participants for maintenance, operations, and preservation activities were slightly higher than the ratings for roadway (non-safety) and transit improvements. Among the specific transportation activities, pothole repairs (4.03) and safety improvements (3.95) received the highest ratings while landscaped medians (2.39) and ferry service (2.61) received the lowest ratings. Within the improvements (non-safety) category, adding traffic lanes to existing roadways and turn lanes at intersections received the highest ratings.

Funding Choices – Spending Priorities

Survey participants were provided a series of transportation funding questions where they were asked to make a choice between two spending options. The results for all of the questions about spending priorities are summarized in Appendix E (Section IV) and in Appendix F (Section II). The following graphics illustrate the phone survey results to the following key questions **[For comparison, the results from the online survey are also shown in parentheses]**:

Raising revenue for high-priority needs
vs.
Cutting spending for low-priority needs
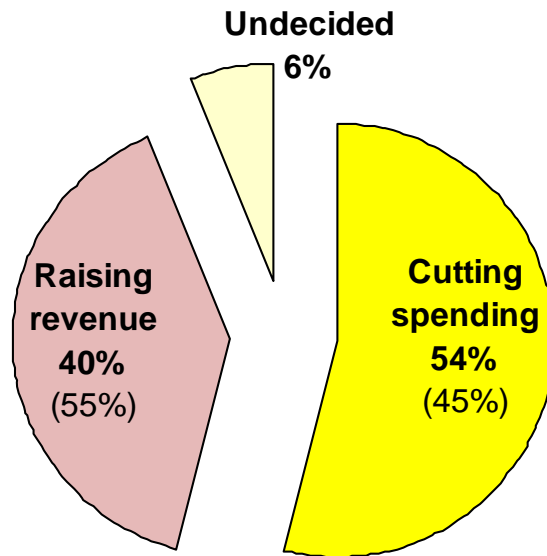
While the phone survey participants preferred "cutting spending", the online survey participants favored "raising revenue". It should be pointed out that this was the only survey question where there was a contradiction between the phone survey and the online survey results. Additional surveys are suggested to reconcile these results or to obtain further public input on this issue.

Maintaining/preserving roads vs. Improving/expanding roads

Undecided
2%

Maintaining and preserving 38% (32%)

Improving system 60% (68%)
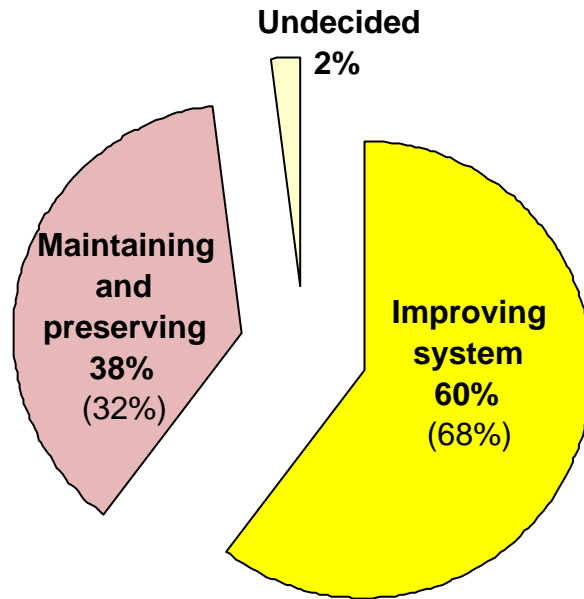
Building new roads vs. Adding lanes to existing roads

Undecided
5%

New roads 18% (28%)
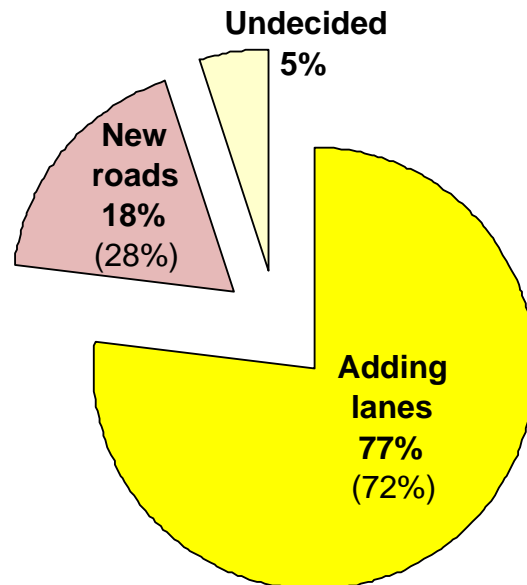
Adding lanes 77% (72%)

The top graphic shows that there was higher support in both surveys for "improving the road system" (by adding lanes and new roads) over "maintaining and preserving the road system". When asked to choose between Improvement options, the bottom graphic shows that both survey participants clearly favored improving existing roads (by adding lanes) over building new roads.

Funding Choices – Revenue Options

Survey participants were also asked a series of funding questions to gauge their support for different revenue options. The results for all of the questions about revenue options are summarized in Appendix E (Section IV) and in Appendix F (Section II). The following graphics illustrate the phone survey results to the following key questions **[For comparison, the results from the online survey are also shown in parentheses]**:

Raising more revenue for congestion relief projects
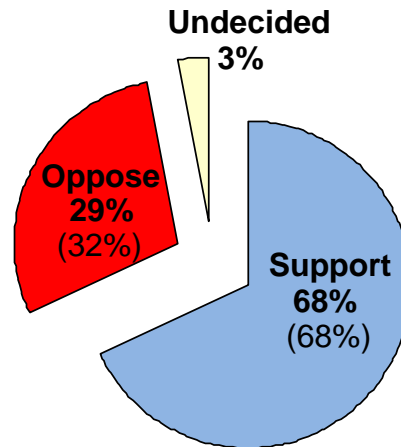
Paying a special levy for a specific project
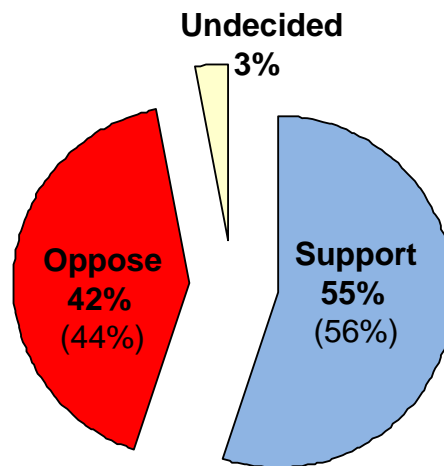
The above graphics show that there was majority support in both surveys for "raising more revenue for congestion relief projects" and "paying a special assessment or levy for a specific transportation project".

Raising more revenue for pedestrian/bike improvements

Undecided
3%

Oppose
50%
(56%)

Support
47%
(44%)
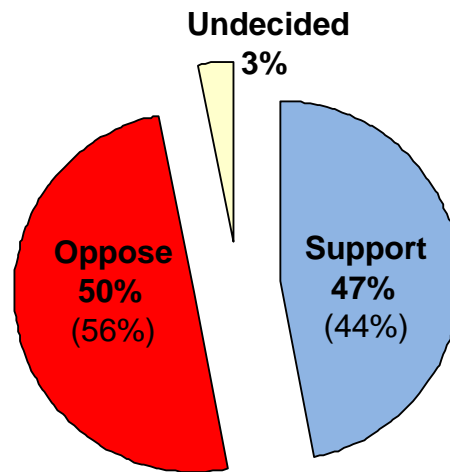
Although a majority of the survey participants rated walking and bicycling conditions in the unincorporated areas as "poor", the above graphic indicates that a plurality of the survey participants are opposed to raising revenue for pedestrian and bicycle improvements.

The graph below compares phone and online survey results when participants were asked to select between three potential funding sources. Of the choices, "issuing bonds" (borrowing) received the highest support, followed by a "new local tax" (dedicated to transportation) and "increasing existing local taxes". But none of the choices received more than 50% support.

Phone: Green
Online: Orange

	Phone	Online
None of the above	42%	31%
Issuing bonds	35%	31%
New local tax	13%	28%
Increase existing local tax	10%	10%
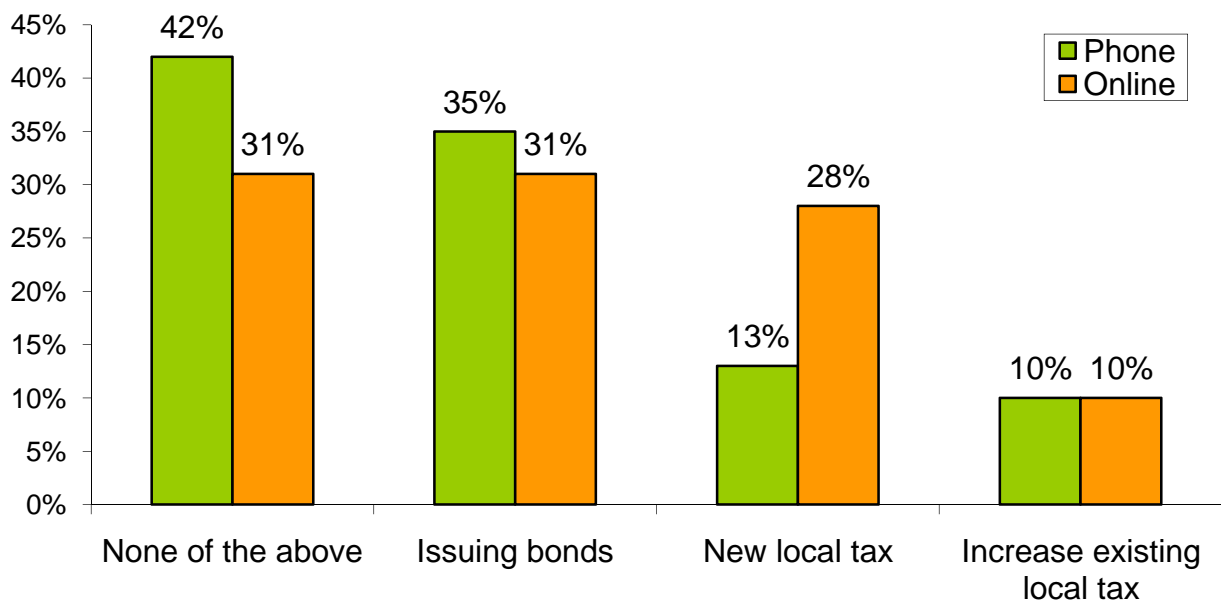
IV. Conclusions

Transportation was considered "very important" by most of the participants in the interviews and in both public surveys (phone and online). A majority of the interview and survey participants rated the current transportation system in the unincorporated areas of Pierce County as either "fair" or "poor". Traffic congestion in the unincorporated areas was considered a serious problem by both interview and survey participants while walking and bicycling conditions received very negative ratings from the survey participants.

There was apparent agreement among the interview and survey participants that maintenance, preservation, and improvements are all high priorities. Although a majority of the participants in both surveys favored spending on roadway improvements over maintaining or preserving the roadway system, the phone survey participants rated maintenance/preservation activities and safety improvements slightly higher in importance than other roadway (non-safety) improvements. Therefore, it would seem appropriate to prioritize maintenance/preservation activities and safety improvements in the funding alternatives in the Transportation Plan Update.

In regard to transportation funding, the interview participants overwhelmingly favored "raising more money" for transportation instead of "spending less". While the phone survey participants preferred "cutting spending", the online survey participants favored "raising revenue". Although general support for raising revenue for transportation was not high among survey participants, a strong majority in both surveys supported raising revenue for congestion relief projects.

Appendices

Appendix A – Description of MOPIA Categories

Maintenance (M) – generally refers to the day-to-day upkeep and repair of the transportation system. Examples of maintenance activities include:

– Pavement repair like pot holes
– Re-grading shoulders
– Repairing drainage basins, pipes, etc
– Repairing bridges and walls
– Repairing damaged guardrail, signs, signals, etc
– Cutting roadside vegetation

– Preventative maintenance on signals and illumination
– Restriping roads and replacing pavement markings
– Regular ferry vessel cleaning and repair
– Regular ferry facility cleaning and repair
– Ferry vessel dry-docking

Operations (O) – generally refers to the day-to-day 24/7 running of the transportation system. Examples of operational activities include:

– Roadside mowing
– Drain cleaning
– Sweeping
– Snow and ice control
– Litter pickup
– Retiming traffic signals
– Utility costs
– Preparing and reviewing traffic studies

– Ferry fuel cost
– Operating the ferry vessels
– Ferry terminal staffing contract
– Ferry insurance
– Ferry customer service and accounting
– Responding to constituent concerns
– Utilities
– Emergency response and security

Preservation (P) – generally refers to extending the life of the current transportation system. Examples of preservation activities include:

– Repaving and chip sealing roads
– Replacing bridges, walls, and sidewalks
– Replacing pipes, culverts and basins
– Replacing traffic signals, beacons, signs, markings, and luminaries

– Replacing guardrail
– Replacing ferry vessels
– Rehabilitating ferry terminals

Improvements (I) – generally refers to expanding or enhancing the transportation system to serve long-term needs. Examples of improvements include:

– Traffic signals
– Turn lanes
– Sidewalks and pedestrian crossings
– Illumination
– Roadside slope flattening and obstacle removal
– Guardrail
– Traffic enforcement and education
– Widen arterials
– Extend arterials

– Traffic signals and turn lanes
– Expand key economic corridors (e.g. 176th Street, Canyon Road)
– Build arterial corridors and connectors (e.g. Rhodes Lake Road)
– Sidewalks
– Separated paths
– Widen or pave shoulders
– Designated bike lanes

Administration (A) – generally refers to the day-to-day external customer service and internal organizational support. Examples of administration activities include:

– Management
– Long-range and strategic planning
– Project programming
– Budget and fiscal activities

– Records
– County indirect expenses
– Communication and accountability

Appendix B – List of Interview Participants

Name	Title	Agency/Organization
Pierce County Executive and Council		
Ladenburg, John	Pierce County Executive	Pierce County
Bunney, Shawn	Councilmember, District #1	Pierce County Council
Goings, Calvin	Councilmember, District #2	Pierce County Council
Bush, Roger	Councilmember, District #3	Pierce County Council
Farrell, Timothy	Councilmember, District #4	Pierce County Council
Gelman, Barbara	Councilmember, District #5	Pierce County Council
Muri, Dick	Councilmember, District #6	Pierce County Council
Lee, Terry	Councilmember, District #7	Pierce County Council
Mayors		
Baarsma, Bill	Mayor	City of Tacoma
Deal, Mike	Mayor	City of Puyallup
Enslow, Dave	Mayor	City of Sumner
Gehring, Gerald	Mayor	City of University Place
Hunter, Chuck	Mayor	City of Gig Harbor
Johnson, Neil	Mayor	City of Bonney Lake
Temple, Cheryl	Mayor	City of Orting
Thomas, Claudia	Mayor	City of Lakewood
Agencies		
Farrell, Tim	Executive Director	Port of Tacoma
Griffith, Lynne	Chief Executive Officer	Pierce Transit
Jones, Bob	Transportation Planning Manager	WSDOT Olympic Region
Uberuaga, Dave[*]	Superintendent	Mount Rainier National Park
Industry/Business		
Collins, Van	Southern District Manager	Associated General Contractors
Graybill, David	President & CEO	Tacoma-Pierce County Chamber
Kendall, Bruce	President & CEO	Economic Development Board
Lappenbusch, Charles	President	Cascadia Development Corporation
Norris, Mick	Director, Frederickson Site	The Boeing Company
Speir, Tiffany	Government Affairs Director	Master Builders Association
Pierce County		
Kleeberg, Chuck	Director	Pierce County Planning & Land Services
Pastor, Paul[*]	Pierce County Sheriff	Pierce County
Stacy, Brian	County Engineer	Pierce County Public Works & Utilities
Non-profit/Other		
Berejikian, Marian	Executive Director	Friends of Pierce County
Farrell, Jessyn	Executive Director	Transportation Choices Coalition
Flint, Bryan[*]	Executive Director	Tahoma Audubon Society
Wessels, Ralph	President	Bicycle Alliance of Washington
Tribes		
Ramos, Raul**	Director, Planning and Land Services	Puyallup Tribe of Indians

[*]designated staff to participate in interview
**interview requested but not accepted/conducted

Appendix C – List of Interview Questions

1) In terms of countywide issues, how important is transportation to you?

2) What is your general opinion of the transportation system in Pierce County?

3) What do you see as the most important transportation issue in the county?

4) Using the scale of "excellent", "good", "fair", or "poor", how would you rate the County's roadway maintenance efforts? Why?

5) Are there any particular areas of roadway maintenance that we could do better?

6) Using the scale of "excellent", "good", "fair", or "poor", how would you rate the County's traffic operations? Why?

7) Are there any particular areas of traffic operations that we could do better?

8) Using the scale of "excellent", "good", "fair", or "poor", how would you rate the County's roadway preservation efforts? Why?

9) Are there any particular areas of roadway preservation that we could do better?

10) Using the scale of "excellent", "good", "fair", or "poor", how would you rate the way the County provides transportation improvements? Why?

11) If you were to rank the different types of transportation improvements in order of priority, which improvements would be your highest priority? Why?

12) Using the scale of "excellent", "good", "fair", or "poor", how would you rate the County's transportation administration efforts? Why?

13) Are there any particular areas of transportation administration that we could do better?

14) How would you rank order the five transportation categories (maintenance, operations, preservation, improvements or administration)? Which transportation category would be your highest priority and why?

15) Given the County's transportation demands and limited funding for transportation, would you support spending less or raising more money? Why?

16) What types of questions would you like to see included in the public surveys?

Appendix D – Phone Survey Sample Design

District	Total Voters	Total Voters (%)	Total interviews	Total interviews (%)
1	34,442	24%	134	24%
2	17,304	12%	68	12%
3	43,118	30%	167	30%
4	0	0%	0	0%
5	8,642	6%	33	6%
6	6,234	4%	19	3%
7	32,424	23%	129	23%
Total	**224,577**	**100%**	**550**	**100%**

Appendix E – Phone Survey Questions and Results

November 8th-19th, 2007
N = 550; M.O.E. ± 4.2%

All numbers are reported as percentages unless otherwise noted. Some questions may add up to more/less than 100% due to rounding.

2. SEX (RECORD FROM OBSERVATION)

Male	47%
Female	53%

May I speak to **(NAME ON LIST)**?

Hello, my name is _____ with EMC Research and I'm conducting a survey for Pierce County. Your input will be used to help the County update its Transportation Plan. We're trying to find out how people feel about transportation issues. This is not a sales or telemarketing call, and I am not asking for a donation of any kind. Your answers to this survey are strictly confidential and will be used for research purposes only. It should take less than 15 minutes to complete this survey. Can we begin?

3. To start, are you registered to vote in Pierce County?

Yes	100%

SECTION I

I would like to begin by asking you a series of questions about the existing transportation system:

4. In terms of countywide issues, how important is transportation to you?

Most important	16%
Very important	48%
Somewhat important	28%
Not important	7%
(Don't Know)	1%

This survey is focused on the transportation system in the unincorporated areas of Pierce County that are located outside the limits of cities and towns. So the focus will be on the County roadway system rather than City roadways or the State highways, such as SR-7 Pacific Avenue and SR-161 Meridian **(mur-ID-ee-in)**.

5. Overall, how would you rate the transportation system in the unincorporated areas of Pierce County – would you say it is excellent, good, fair, or poor?

Excellent	1%
Good	21%
Fair	37%
Poor	36%
(Don't Know)	4%

6. How would you rate the job the County does coordinating its transportation planning activities with the cities and other agencies – excellent, good, fair, or poor?

Excellent	1%
Good	22%
Fair	35%
Poor	26%
(Don't Know)	16%

7. How would you rate the job the County has done making sure the roadway system has kept pace with the rate of development growth in the unincorporated areas – excellent, good, fair, or poor?

Excellent	2%
Good	15%
Fair	28%
Poor	53%
(Don't Know)	1%

8. Using a scale of one to five, with one being not at all a problem and five being a very serious problem, how much of a problem is traffic congestion in the unincorporated areas?

Scale	1-Not a Problem	2	3	4	5-Very Serious Problem	(DK)	(Ref)	Mean
	4%	10%	24%	31%	31%	0%		**3.76**

Again using a scale of excellent, good, fair, or poor, please rate each of the following elements in the unincorporated areas of Pierce County:

(RANDOMIZE)

Scale	Exc.	Good	Fair	Poor	DK	Ref
9. Walking conditions	2%	14%	28%	54%	2%	0%
10. Bicycling conditions	2%	10%	28%	53%	6%	0%
11. Transit service	3%	21%	36%	31%	10%	0%
12. Roadway safety	2%	31%	45%	21%	1%	0%

(END RANDOMIZE)

SECTION II

I'm going to read you a list of transportation activities associated with the maintenance, operation, preservation, and improvement of the transportation system in the unincorporated areas of Pierce County. Remember, we are not discussing City roadways or the State highways like SR-7 Pacific Avenue and SR-161 Meridian (**mur-ID-ee-in**). On a scale of 1 to 5, where "1" means it is "not important at all" and "5" means it is "extremely important", how would you rate the following activities:

(RANDOMIZE)

Scale	1- Not imp. at all	2	3	4	5-Ext. imp.	(DK)	(Ref)	Mean
13. Filling potholes and cracks								
	4%	5%	17%	33%	41%	0%	0%	**4.03**
14. Cutting roadside vegetation								
	8%	19%	37%	20%	14%	1%	0%	**3.13**
15. Sweeping streets and removing litter								
	8%	19%	33%	22%	18%	0%	0%	**3.23**
16. Providing lane striping and other pavement markings								
	4%	8%	30%	29%	29%	0%	0%	**3.70**
17. Removing snow and ice								
	5%	8%	22%	26%	37%	1%	0%	**3.83**
18. Repaving roads so they last longer								
	4%	6%	24%	32%	33%	0%	0%	**3.84**
19. Replacing or retrofitting bridges								
	6%	8%	26%	28%	31%	1%	0%	**3.70**
20. Adding additional lanes to existing roads								
	7%	7%	26%	23%	36%	1%	0%	**3.75**
21. Building new roads								
	9%	11%	25%	21%	32%	1%	0%	**3.57**
22. Adding pedestrian improvements like sidewalks to existing roads								
	7%	11%	25%	27%	30%	1%	0%	**3.61**
23. Adding bicycle improvements like paved shoulders to existing roads								
	12%	11%	26%	23%	27%	1%	0%	**3.42**
24. Adding landscaped medians or buffers to existing roads								
	29%	25%	29%	10%	6%	1%	0%	**2.39**
25. Adding traffic signals at intersections								
	7%	12%	29%	28%	23%	0%	0%	**3.46**
26. Adding turn lanes at intersections								
	4%	8%	24%	31%	32%	1%	0%	**3.81**

Scale	**1-Not imp. at all**	**2**	**3**	**4**	**5-Ext. imp.**	**(DK)**	**(Ref)**	**Mean**
27. Expanding the number of bus routes								
	9%	9%	29%	25%	24%	3%	0%	**3.46**
28. Expanding specialized bus service for rural areas								
	11%	12%	29%	22%	24%	3%	0%	**3.39**
29. Expanding specialized bus service for the disabled and seniors								
	8%	12%	24%	25%	30%	2%	0%	**3.58**
30. Expanding the number of transit centers								
	11%	15%	30%	26%	14%	4%	0%	**3.17**
31. Expanding the number of park-and-ride lots								
	12%	15%	33%	21%	16%	2%	0%	**3.15**
32. Expanding ridesharing and vanpooling								
	11%	11%	27%	25%	24%	2%	0%	**3.43**
33. Expanding ferry service								
	25%	18%	28%	13%	9%	7%	1%	**2.61**
34. Expanding commuter and/or light rail service								
	21%	14%	20%	13%	30%	2%	0%	**3.19**
35. Making the current road system safer								
	3%	8%	22%	26%	41%	0%	0%	**3.95**

(END RANDOMIZE)

SECTION III

Now, I would like to get your opinion about what the future transportation system and land use patterns in unincorporated Pierce County should look like. On a scale of 1 to 5, where "1" means you "strongly disagree" and "5" means you "strongly agree", how would you rate the following statements:

(RANDOMIZE)

Scale	1-Strongly Disagree	2	3	4	5-Strongly Agree	(DK)	(Ref.)	Mean
36. The transportation system should support many ways of travel.								
	4%	8%	22%	24%	41%	0%	0%	**3.91**
37. The transportation system should focus on accommodating automobile travel.								
	3%	9%	27%	26%	33%	1%	0%	**3.79**
38. The transportation system should have more roadway connections.								
	5%	8%	26%	27%	30%	3%	0%	**3.72**
39. The transportation system should support economic development.								
	5%	5%	21%	32%	36%	2%	0%	**3.90**
40. The transportation system should be designed to look visually pleasing and attractive.								
	12%	21%	36%	21%	11%	0%	0%	**2.97**
41. The transportation system should reduce emissions that contribute to global warming.								
	14%	8%	16%	21%	40%	1%	0%	**3.65**
42. The transportation system should be made safer.								
	4%	10%	24%	27%	34%	1%	0%	**3.77**
43. Pierce County should improve conditions for walking.								
	6%	11%	25%	24%	33%	0%	0%	**3.66**
44. Pierce County should improve conditions for bicycling.								
	11%	12%	27%	22%	26%	1%	0%	**3.40**
45. Future development should be more compact to support walking, biking, and transit.								
	11%	11%	22%	24%	33%	0%	0%	**3.58**
46. Future development should mix housing with other types of land uses to reduce auto trips.								
	7%	8%	31%	25%	26%	3%	0%	**3.58**
47. Future development should be located in close proximity to public transit.								
	9%	10%	25%	27%	29%	1%	0%	**3.59**

(END RANDOMIZE)

SECTION IV

Now I'd like to ask you about transportation funding. Before we begin, you should know that Pierce County has previously identified a shortfall of $650 million to pay for transportation needs over the next twenty years and must now make some difficult funding choices. In some questions, you will be asked to make a choice between just two options. With this mind, I would like to ask you the following funding questions:

48. Given the County's limited funding resources for its transportation needs, which of the following strategies is more favorable to you?

Cutting spending for lower priority transportation needs	54%
Raising revenue for higher priority transportation needs	40%
(Neither)	2%
(Other)	0%
(Don't Know)	3%
(Refused)	1%

49. Which of the following spending priorities is more favorable to you?

Maintaining and preserving the existing road system	38%
Improving the road system by adding lanes and new roads	61%
(Neither)	1%
(Other)	0%
(Don't Know)	1%
(Refused)	0%

50. Which of the following spending priorities is more favorable to you?

Adding lanes to existing roads	77%
Building new roads	18%
(Neither)	2%
(Don't Know)	2%
(Refused)	1%

Do you support or oppose reallocating funding away from other transportation projects and services for:

Scale	**Support**	**Oppose**	**(Neither)**	**(Other)**	**(DK)**	**(Ref.)**
51. Educational programs on traffic safety?						
	31%	63%	0%	0%	5%	1%
52. Traffic enforcement?						
	48%	49%	1%	0%	1%	0%
53. Sidewalks and pedestrian facilities?						
	60%	36%	1%	0%	2%	1%
54. Paved road shoulders and other bicycle facilities?						
	60%	37%	0%	0%	1%	1%

55. Which of the following spending priorities for bicycle improvements is most favorable to you?

Adding striped paved shoulders on some roads	30%
Signing some roads as bike routes	11%
Adding bicycle-only lanes on some roads	30%
None of the above	28%
(Don't Know)	1%

Do you support or oppose each of the following funding options:

Scale	Support	Oppose	(Neither)	(Other)	(DK)	(Ref)

56. Paying a special assessment or levy for a specific transportation project in your community?

Support	Oppose	(Neither)	(Other)	(DK)	(Ref)
55%	42%	0%	0%	2%	0%

57. Raising more revenue for additional pedestrian and bicycle improvements?

Support	Oppose	(Neither)	(Other)	(DK)	(Ref)
47%	50%	1%	0%	1%	0%

58. Raising more revenue for congestion relief projects?

Support	Oppose	(Neither)	(Other)	(DK)	(Ref)
68%	29%	0%	0%	2%	0%

59. If additional revenue for congestion relief can not be raised, which of the following actions would you be most willing to support?

Stop or suspend new development in congested areas only	25%
Reduce the rate of new development in congested areas only	51%
Allow higher levels of congestion in some areas so development	17%
(Neither)	2%
(Don't Know)	4%
(Refused)	1%

60. In general, which of the following options for raising revenue would you be most willing to support?

A new local tax dedicated to transportation	13%
Increasing existing local taxes	10%
Issuing bonds (borrowing)	35%
None of the above	39%
(Don't Know)	1%

SECTION V

62. Where is your primary residence located?

Within a city or town in Pierce County	15%
Within an unincorporated area in Pierce County	78%
Outside of Pierce County	3%
(Other)	1%
(Don't Know)	1%
(Refused)	1%

63. Where is your primary place of employment located?

Within a city or town in Pierce County	27%
Within an unincorporated area in Pierce County	17%
Outside of Pierce County	22%
(Unemployed **SKIP to Q65**)	6%
(Retired **SKIP to Q65**)	24%
(Other)	3%
(Refused)	1%

64. How do you usually get to work or school?

Drive alone	75%
Carpool or vanpool	12%
Public transit	5%
Walk or bike	3%
(Other)	4%
(Refused)	2%

65. What is your age?

18-24	6%
25-34	12%
35-44	19%
45-54	22%
54-59	12%
60-75	20%
75 or older	8%
(Refused)	1%

66. Please stop me when I read the income group that approximates your household's total yearly income:

Less than $25,000	8%
$25,000 to $49,999	18%
$50,000 to $74,999	22%
$75,000 to $99,999	15%
$100,000 or more	22%
(Refused)	14%

Appendix F – Web (Online) Survey Questions and Results

Question/Response	Response Percent	Response Count
1. In terms of countywide issues, how important is transportation to you?		
Most important	23.1%	149
Very important	66.4%	429
Somewhat important	10.2%	66
Not important	0.3%	2
	answered question	646
	skipped question	3
2. Overall, how would you rate the transportation system in the unincorporated areas of Pierce County?		
Excellent	1.1%	7
Good	18.0%	115
Fair	51.3%	328
Poor	29.7%	190
	answered question	640
	skipped question	9
3. How would you rate the job the County does coordinating its transportation planning activities with the cities and other agencies?		
Excellent	1.2%	7
Good	27.5%	167
Fair	53.2%	323
Poor	18.1%	110
	answered question	607
	skipped question	42
4. How would you rate the job the County has done making sure the roadway system has kept pace with the rate of development growth in the unincorporated areas?		
Excellent	0.3%	2
Good	11.8%	75
Fair	30.6%	195
Poor	57.3%	365
	answered question	637
	skipped question	12
5. How much of a problem is traffic congestion in the unincorporated areas?		
Not at all a problem	1.3%	8
Not too serious	10.2%	65
Somewhat serious	44.4%	283
Very Serious	44.2%	282
	answered question	638
	skipped question	11

Question/Response	Response Percent	Response Count
6. How would you rate walking conditions in the unincorporated areas of Pierce County?		
Excellent	1.4%	9
Good	10.4%	66
Fair	28.0%	177
Poor	60.1%	380
	answered question	632
	skipped question	17
7. How would you rate bicycling conditions in the unincorporated areas of Pierce County?		
Excellent	2.2%	14
Good	8.0%	50
Fair	28.4%	178
Poor	61.4%	385
	answered question	627
	skipped question	22
8. How would you rate transit service in the unincorporated areas of Pierce County?		
Excellent	1.8%	11
Good	23.4%	145
Fair	43.9%	272
Poor	31.0%	192
	answered question	620
	skipped question	29
9. How would you rate roadway safety in the unincorporated areas of Pierce County?		
Excellent	0.8%	5
Good	25.2%	159
Fair	46.8%	296
Poor	27.2%	172
	answered question	632
	skipped question	17
10. Given the County's limited funding resources for its transportation needs, which of the following strategies is more favorable to you?		
Cutting spending for lower-priority transportation needs	45.2%	276
Raising revenue for higher-priority transportation needs	55.0%	336
	answered question	611
	skipped question	38
11. Which of the following spending priorities is more favorable to you?		
Maintaining and preserving the existing road system	32.2%	201
Improving the road system by adding lanes and new roads	68.0%	425
	answered question	625
	skipped question	24

Question/Response	Response Percent	Response Count

12. Which of the following spending priorities is more favorable to you?

Adding lanes to existing roads	71.9%	442
Building new roads	28.3%	174
answered question		615
skipped question		34

13. Do you support or oppose reallocating funding away from other transportation projects and services for spending on educational programs on traffic safety?

Support	14.2%	89
Oppose	85.9%	538
answered question		626
skipped question		23

14. Do you support or oppose reallocating funding away from other transportation projects and services for spending on traffic enforcement?

Support	27.0%	168
Oppose	73.0%	455
answered question		623
skipped question		26

15. Do you support or oppose reallocating funding away from other transportation projects and services for spending on sidewalks and other pedestrian facilities?

Support	51.5%	322
Oppose	48.5%	303
answered question		625
skipped question		24

16. Do you support or oppose reallocating funding away from other transportation projects and services for spending on paved road shoulders and other bicycle facilities?

Support	55.1%	344
Oppose	44.9%	280
answered question		624
skipped question		25

17. Which of the following spending priorities for bicycle improvements is most favorable to you?

Adding striped paved shoulders on some roads	40.6%	255
Signing some roads as bike routes	7.5%	47
Adding bicycle-only lanes on some roads	24.4%	153
None of the above	27.5%	173
answered question		628
skipped question		21

Question/Response	Response Percent	Response Count

18. Do you support or oppose paying a special assessment or levy for a specific transportation project in your community?

Support	56.0%	348
Oppose	44.0%	273
	answered question	621
	skipped question	28

19. Do you support or oppose raising more revenue for additional pedestrian and bicycle improvements?

Support	44.2%	276
Oppose	55.8%	348
	answered question	624
	skipped question	25

20. Do you support or oppose raising more revenue for congestion relief projects?

Support	67.9%	420
Oppose	32.1%	199
	answered question	619
	skipped question	30

21. If additional revenue for congestion relief can not be raised, which of the following actions would you be most willing to support?

Stop or suspend new development in congested areas only	38.9%	240
Reduce the rate of new development in congested areas only	35.0%	216
Allow higher levels of congestion in some areas so development can proceed	9.7%	60
None of the above	16.4%	101
	answered question	617
	skipped question	32

22. In general, which of the following options for raising revenue would you be most willing to support?

Answer Options	Response Percent	Response Count
A new local tax dedicated to transportation	28.4%	176
Increasing existing local taxes	9.0%	56
Issuing bonds (borrowing)	31.3%	194
None of the above	31.3%	194
	answered question	620
	skipped question	29

23. What is your gender?

Male	66.9%	414
Female	33.1%	205
	answered question	619
	skipped question	30

Question/Response	Response Percent	Response Count
24. Are you registered to vote in Pierce County?		
Yes	95.5%	590
No	4.5%	28
	answered question	618
	skipped question	31
25. Where is your primary place of employment located?		
Within a city or town in Pierce County	30.6%	185
Within an unincorporated area in Pierce County	20.7%	125
Outside of Pierce County	23.5%	142
Unemployed	2.8%	17
Retired	21.5%	130
Student	0.8%	5
	answered question	604
	skipped question	45
26. How do you usually get to work or school?		
Drive alone	73.8%	374
Carpool or vanpool	13.4%	68
Ride the bus or train	11.0%	56
Walk or bike	9.7%	49
	answered question	507
	skipped question	142
27. What is your age?		
Under 18	0.5%	3
18-24	1.5%	9
25-34	6.5%	40
35-44	19.5%	121
45-59	42.5%	263
60 or older	29.6%	183
	answered question	619
	skipped question	30
28. What is your household's total yearly income before taxes?		
Less than $25,000	4.5%	26
$25,000 to $49,999	14.2%	82
$50,000 to $74,999	28.9%	167
$75,000 to $99,999	20.1%	116
$100,000 or more	32.4%	187
	answered question	578
	skipped question	71