

# Appendix C

## MetroQuest Phase 2

# Survey Summary & Results

*A summary of the second (of two) online public surveys was prepared by AECOM for the Metropolitan Interstate Council (MIC). This is the edited version which includes revisions made by MIC staff.*

# Duluth LRTP

Duluth-Superior Metropolitan Interstate Council

## MetroQuest Survey Results

January 2019

**DRAFT**

Sustainable Choices 2045

Progress

Phase 2 - Transportation Survey

WELCOME

**Sustainable Choices 2045: Many Needs, Limited Resources**

We are building off the responses from the Phase 1 survey to dig deeper: What are your priorities? What tradeoffs would you accept? Your answers will help shape our community's vision for our transportation system, now and for the next 25 years.

About Us

Begin

2 PRIORITIES

3 TRADEOFFS

4 LIMITED RESOURCES

5 STAY INVOLVED

Its Getting More Expensive to Maintain. The costs of building and maintaining transportation infrastructure are rising every year. Between 2003 and 2016 construction costs increased nationally by 68%.

# Phase 2 Survey Overview

- Demo Link: <https://sustainable2045-demo.metroquest.com>
- Run time
  - November 8, 2018 to January 2, 2018 (56 days)
- Survey Participants / Visitors
  - 275 participants (40%)
  - 411 visitors
  - 686 total impressions
- Platform
  - 244 web
  - 31 mobile

## **NOTE**

- *Participants* are the people who open the site and enter some data.
- *Visitors* are the people who open the site but don't provide any input.



# Screen 1 – Welcome

Sustainable Choices 2045

Progress

## Phase 2 - Transportation Survey

WELCOME

### Sustainable Choices 2045: Many Needs, Limited Resources

We are building off the responses from the Phase 1 survey to dig deeper: What are your priorities? What tradeoffs would you accept? Your answers will help shape our community's vision for our transportation system, now and for the next 25 years.

About Us

Begin

- 2 PRIORITIES
- 3 TRADEOFFS
- 4 LIMITED RESOURCES
- 5 STAY INVOLVED



**Its Getting More Expensive to Maintain.** The costs of building and maintaining transportation infrastructure are rising every year. Between 2003 and 2016 construction costs increased nationally by 68%.



# Screen 2 – Priorities

Sustainable Choices 2045

Progress 

WELCOME

2

## What is most important to you?

Order your top 5 items above this line

- Provide Choices for All
- Community Needs and Wants
- Induce Economic Activity
- Evidence-Based Decisions
- Maintain Infrastructure
- Address Inefficiencies
- Ensure Access
- Reduce Environ. Problems

The Twin Ports area has many transportation system needs, but limited financial resources. From the following list of top options selected in our Phase 1 survey, please rank your top five priorities.



*Please drag 5 of the items above the line in your preferred order.*

3

TRADEOFFS

4

LIMITED RESOURCES

5

STAY INVOLVED

What to do

Next Task

# Screen 3 – Tradeoffs

Sustainable Choices 2045

Progress

WELCOME

PRIORITIES

TRADEOFFS

LIMITED RESOURCES

STAY INVOLVED

## 3 What is more important?

Tradeoff #1

Tradeoff #2

Tradeoff #3

Tradeoff #4

**Prioritize Multiple Modes vs Prioritize Automobiles**  
*Choose the option that best represents which tradeoff you prefer*

Prioritize Multiple Modes

←

⏪

⏩

Neutral

⏪

⏩

→

Prioritize Automobiles

**Prioritize Multiple Modes**

**Prioritize Automobiles**

- ✓ Consider the needs of all people – those walking, biking, taking transit, and driving
- ✓ Would rather reduce auto-oriented infrastructure to accommodate a multi-modal network

- ✓ Primarily consider the needs of people who drive or ride in automobiles
- ✓ Would rather not reduce auto-oriented infrastructure to accommodate a multi-modal network

Previous

Next Tradeoff

# Screen 4 – Limited Resources

Sustainable Choices 2045

Progress

WELCOME

PRIORITIES

3 TRADEOFFS

4 LIMITED RESOURCES

## How would you spend the money?

5 STAY INVOLVED

What to do

Next Task

The Twin Ports area has many transportation system needs, but limited resources to address them. Which of the five primary community issues impacted by transportation would you invest our limited resources into?

*Drag the stars to invest our limited resources*

<p>Moving Fast and Efficiently</p> <p><a href="#">Details</a></p> <div style="text-align: center;"> <p>0</p> </div>	<p>Building the Economy</p> <p><a href="#">Details</a></p> <div style="text-align: center;"> <p>0</p> </div>	<p>Supporting Great Places</p> <p><a href="#">Details</a></p> <div style="text-align: center;"> <p>0</p> </div>	<p>Health of People and Environment</p> <p><a href="#">Details</a></p> <div style="text-align: center;"> <p>0</p> </div>
<p>Reducing Injuries and Crashes</p> <p><a href="#">Details</a></p> <div style="text-align: center;"> <p>0</p> </div>			

3

# Screen 5 – Stay Involved

Sustainable Choices 2045

Progress

? What to do

## 5 Tell us a bit about yourself

WELCOME

PRIORITIES

3 TRADEOFFS

4 LIMITED RESOURCES

5 STAY INVOLVED

### About You (Optional)

Home Zip Code

Age

Employment Status

Household Income

Gender

I'm interested in more information

?

### Thank You!

Your input will help develop long-range goals, strategies, and policies for the Twin Ports transportation system.

To learn more please visit [dsmic.org/planning/long-range](http://dsmic.org/planning/long-range) or [Facebook](#).

**Sustainable Choices 2045**

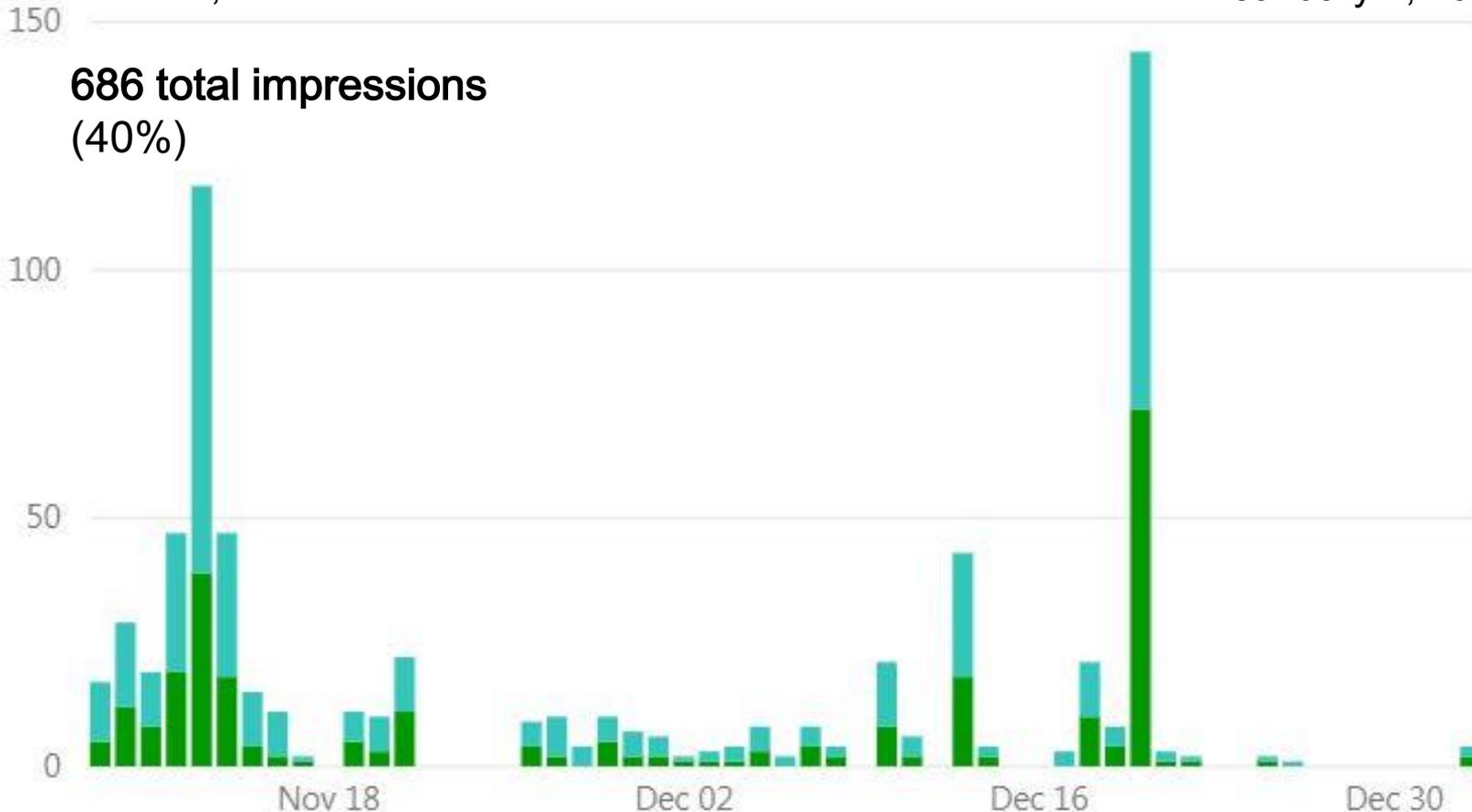
Duluth-Superior Long-Range Transportation Plan

# Results Overview

The screenshot displays the 'Sustainable Choices 2045' survey interface. At the top, it shows 'Sustainable Choices 2045' and a 'Progress' bar. The main heading is 'Phase 2 - Transportation Survey'. On the left, a vertical sidebar contains the word 'WELCOME' and a question mark icon. The central content area features a title 'Sustainable Choices 2045: Many Needs, Limited Resources' and a paragraph: 'We are building off the responses from the Phase 1 survey to dig deeper: What are your priorities? What tradeoffs would you accept? Your answers will help shape our community's vision for our transportation system, now and for the next 25 years.' Below this text are 'About Us' and 'Begin' buttons. The background is a scenic view of a bridge over a river. On the right, a vertical navigation bar lists five items: '2 PRIORITIES', '3 TRADEOFFS', '4 LIMITED RESOURCES', and '5 STAY INVOLVED'. At the bottom, a text box states: 'Its Getting More Expensive to Maintain. The costs of building and maintaining transportation infrastructure are rising every year. Between 2003 and 2016 construction costs increased nationally by 68%.' A small 'Sustainable Choices 2045' logo is visible in the bottom left corner of the interface.

# Survey Overview

**Start Date** ..... **End Date**  
 November 8, 2018 January 2, 2019



**NOTE**

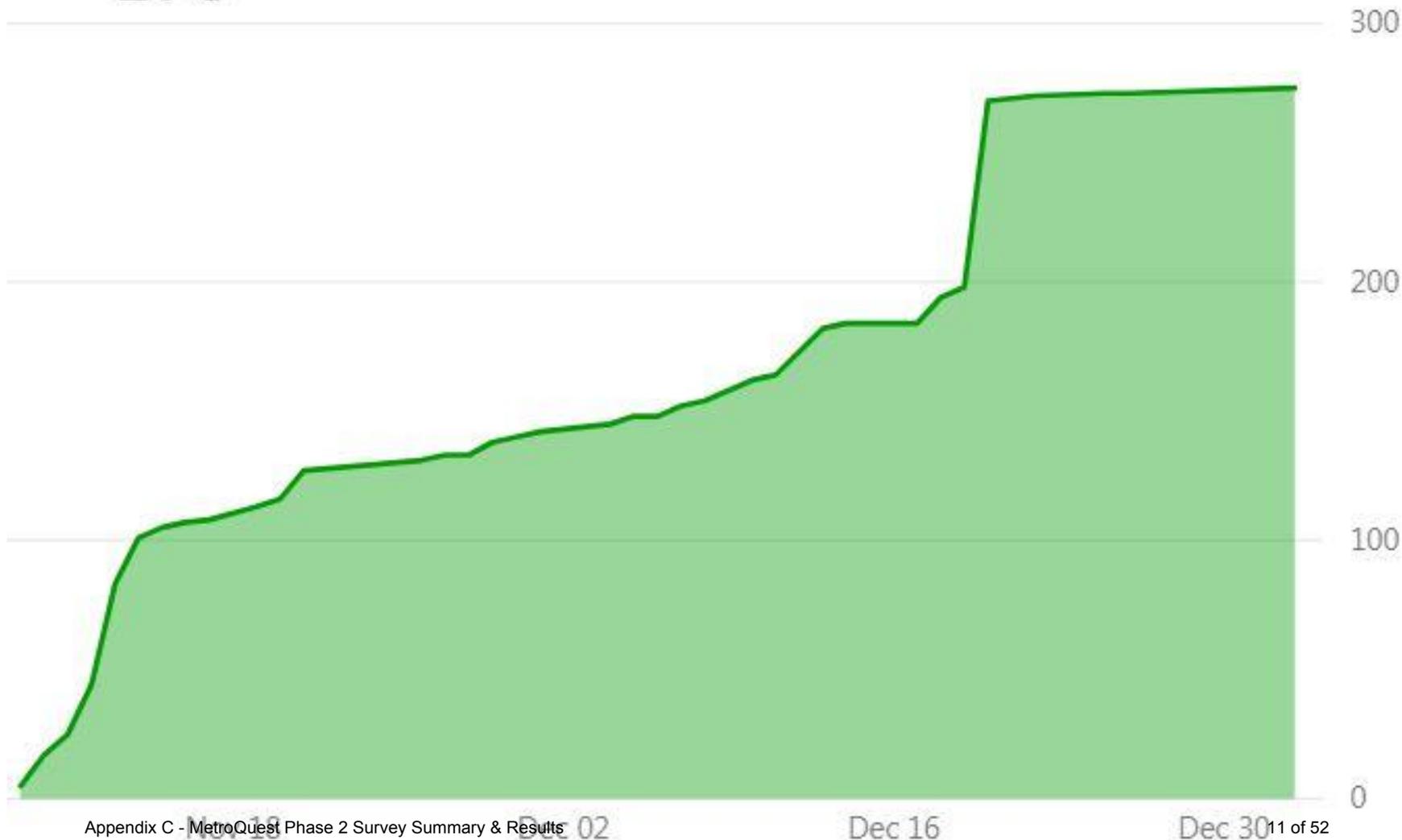
- *Participants* are the people who open the site and enter some data.
- *Visitors* are the people who open the site but don't provide any input.

 <span style="font-size: 2em; font-weight: bold;">275</span> Participants	 <span style="font-size: 2em; font-weight: bold;">411</span> Visits
----------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------

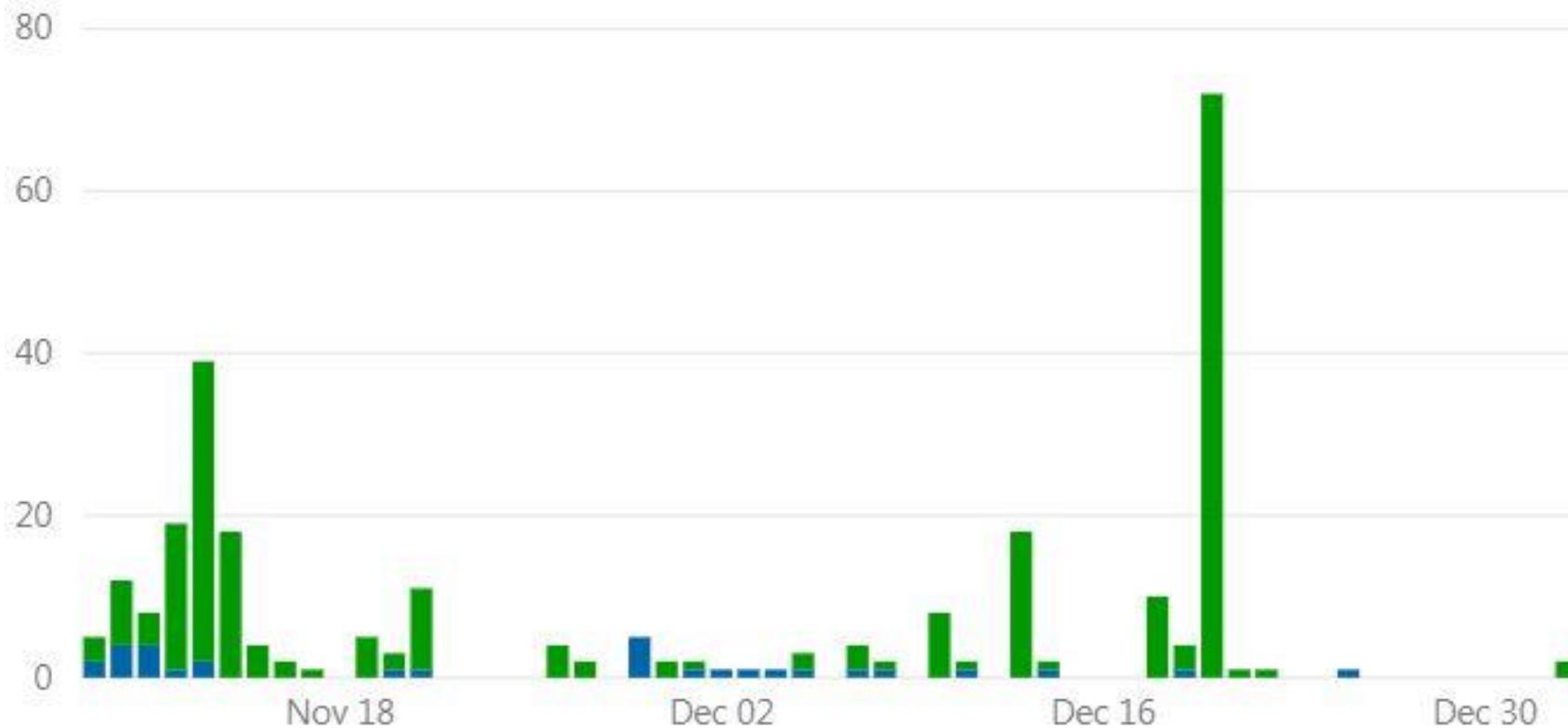
# Survey Participants

Participants

275



# Participants by Platform



Web

89%

244

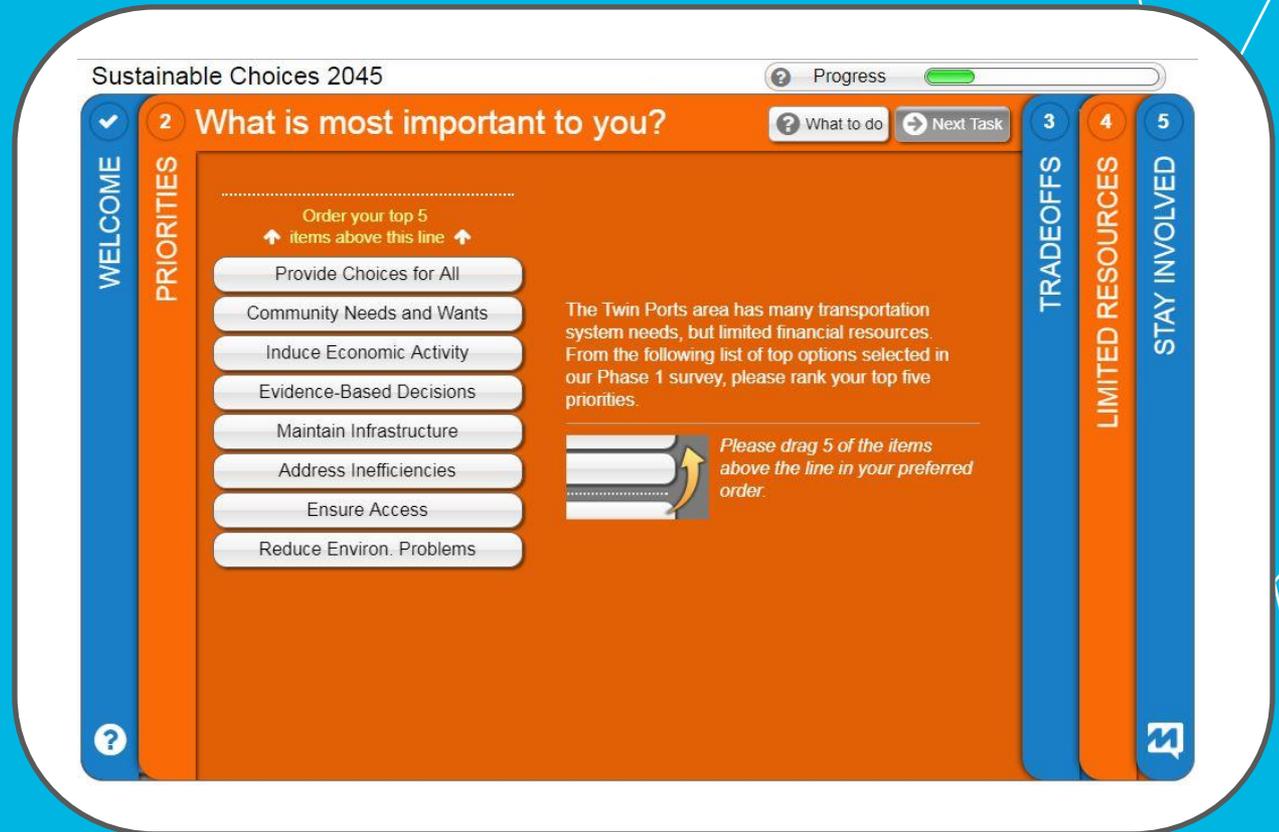
Mobile

11%

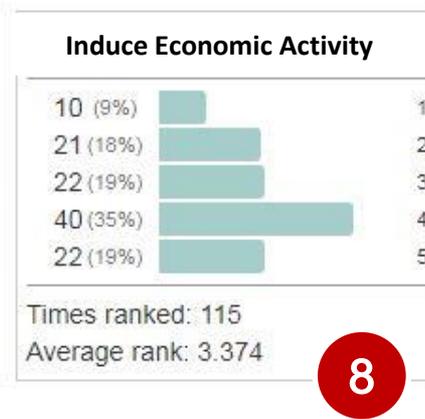
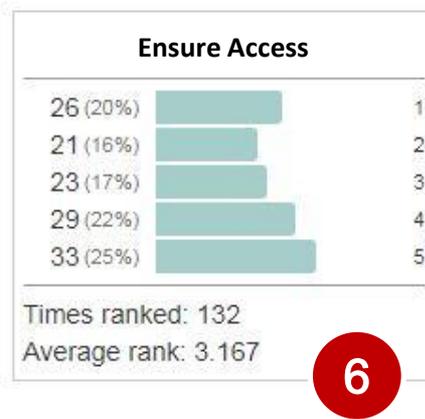
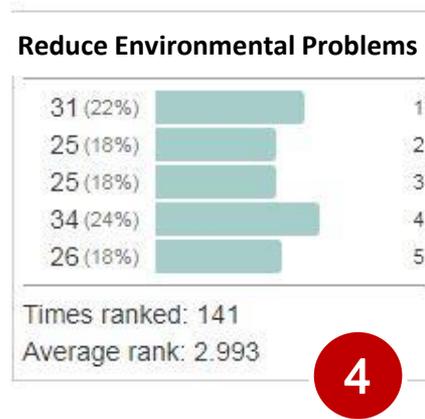
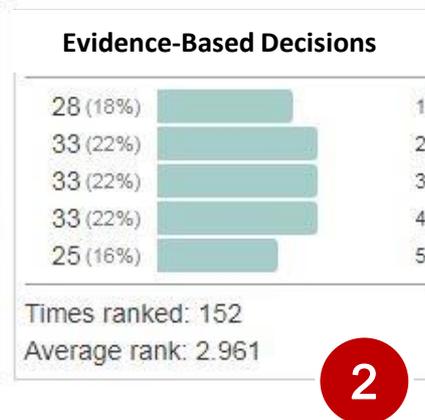
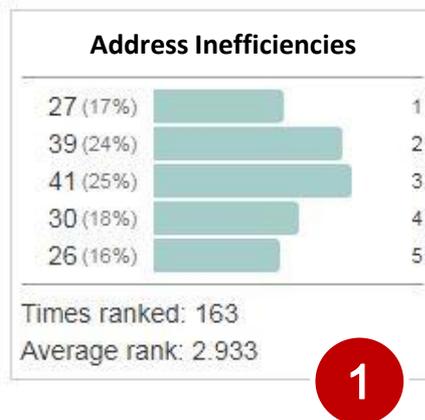
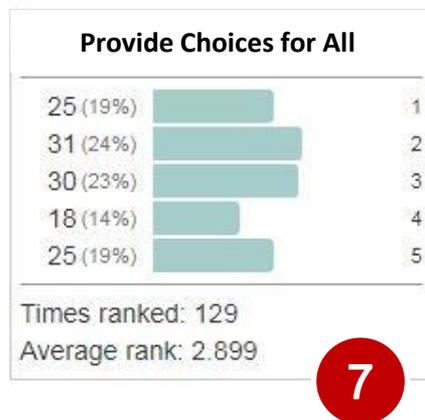
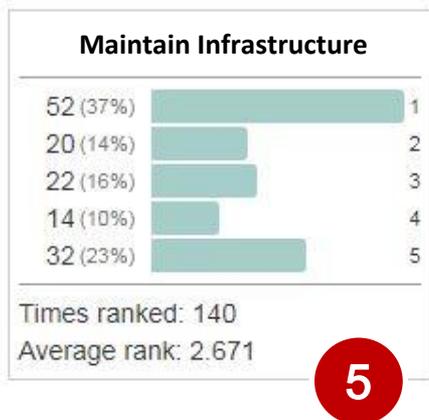
31

# Results

## Priorities (screen 2)

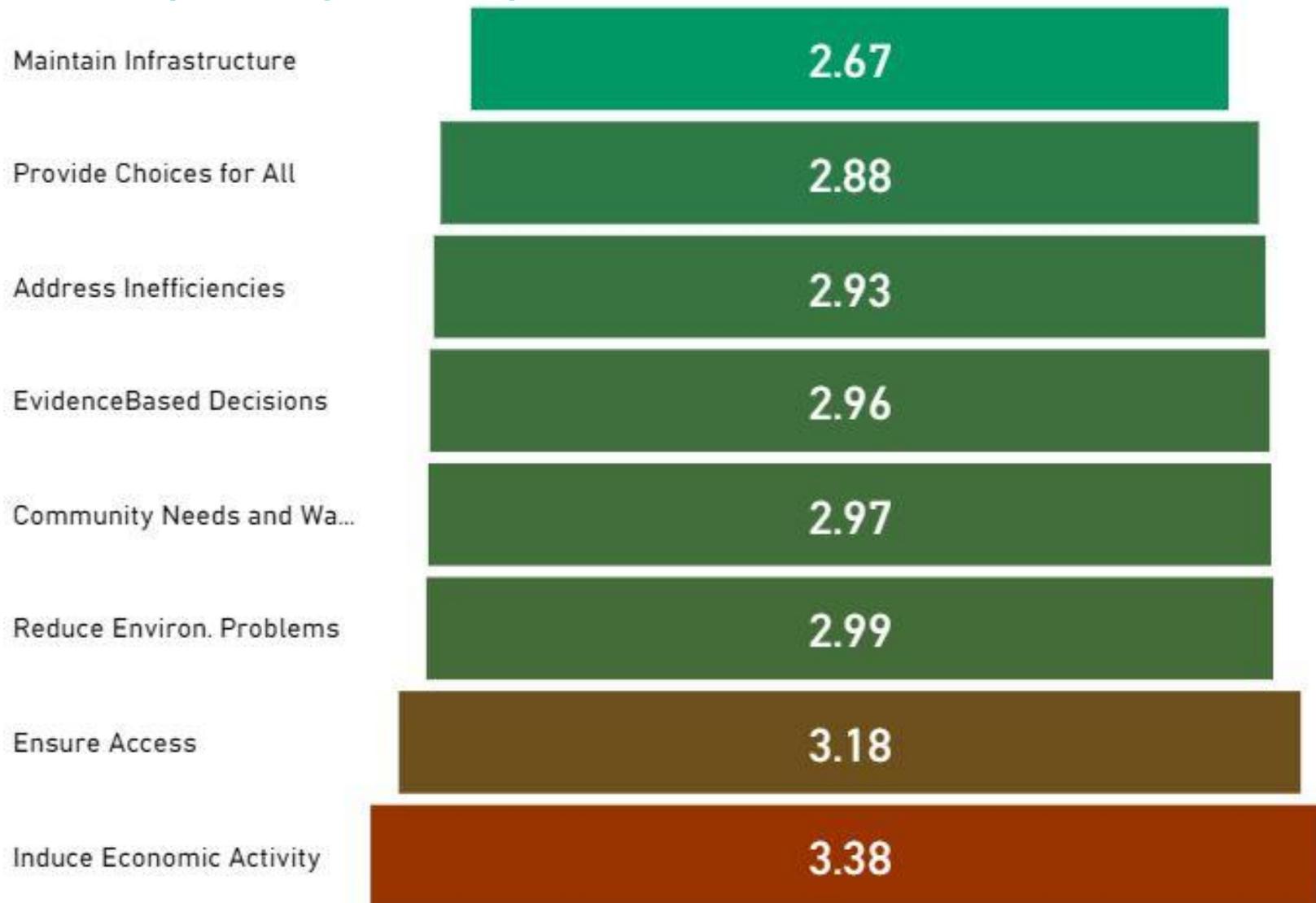


# Priorities (Summary of Rankings)



**X** Rank, by total count.

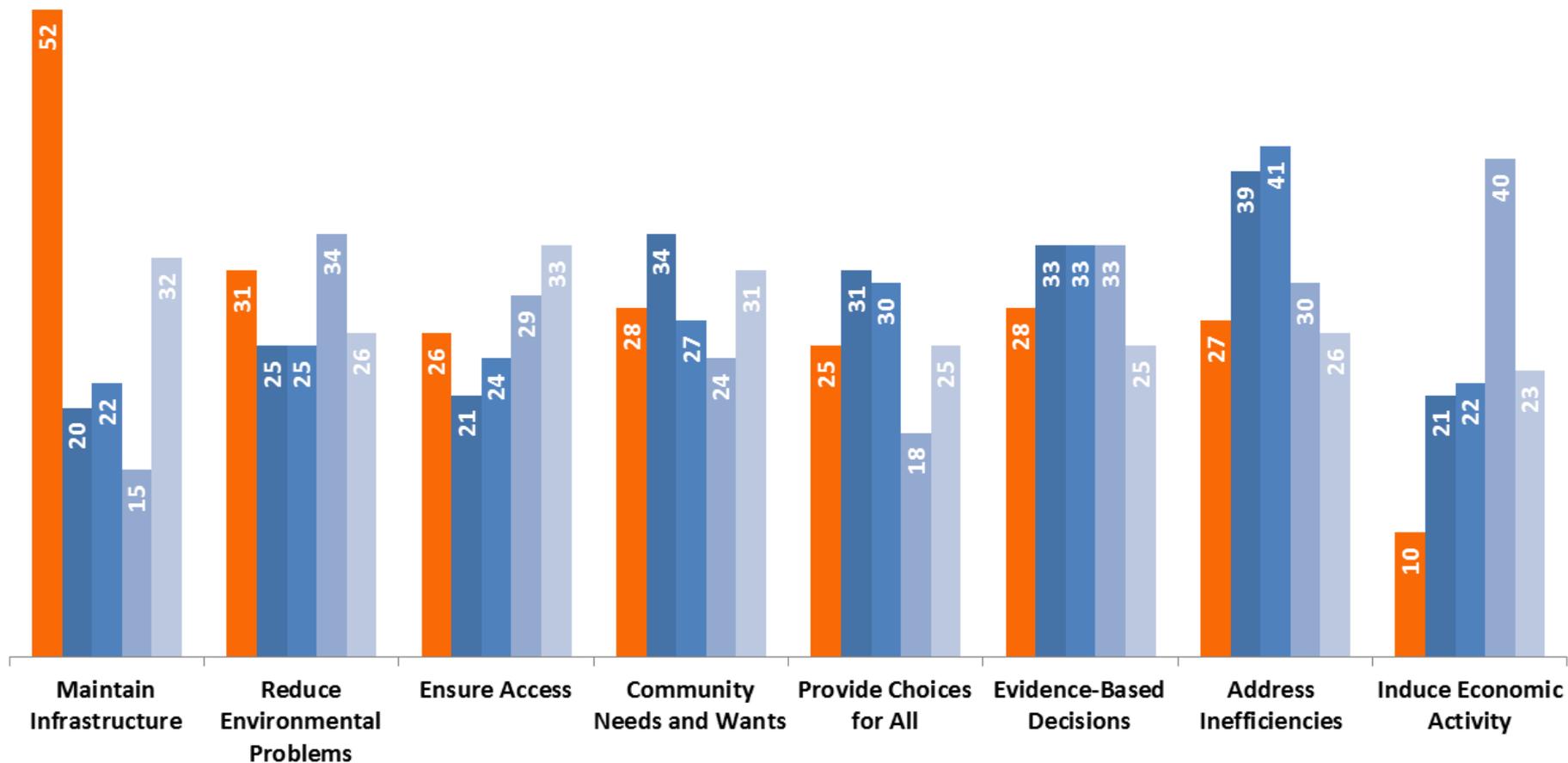
## Priorities (Average Rank)



\* Note that the highest priority for some rankings and averages are better than high ones.

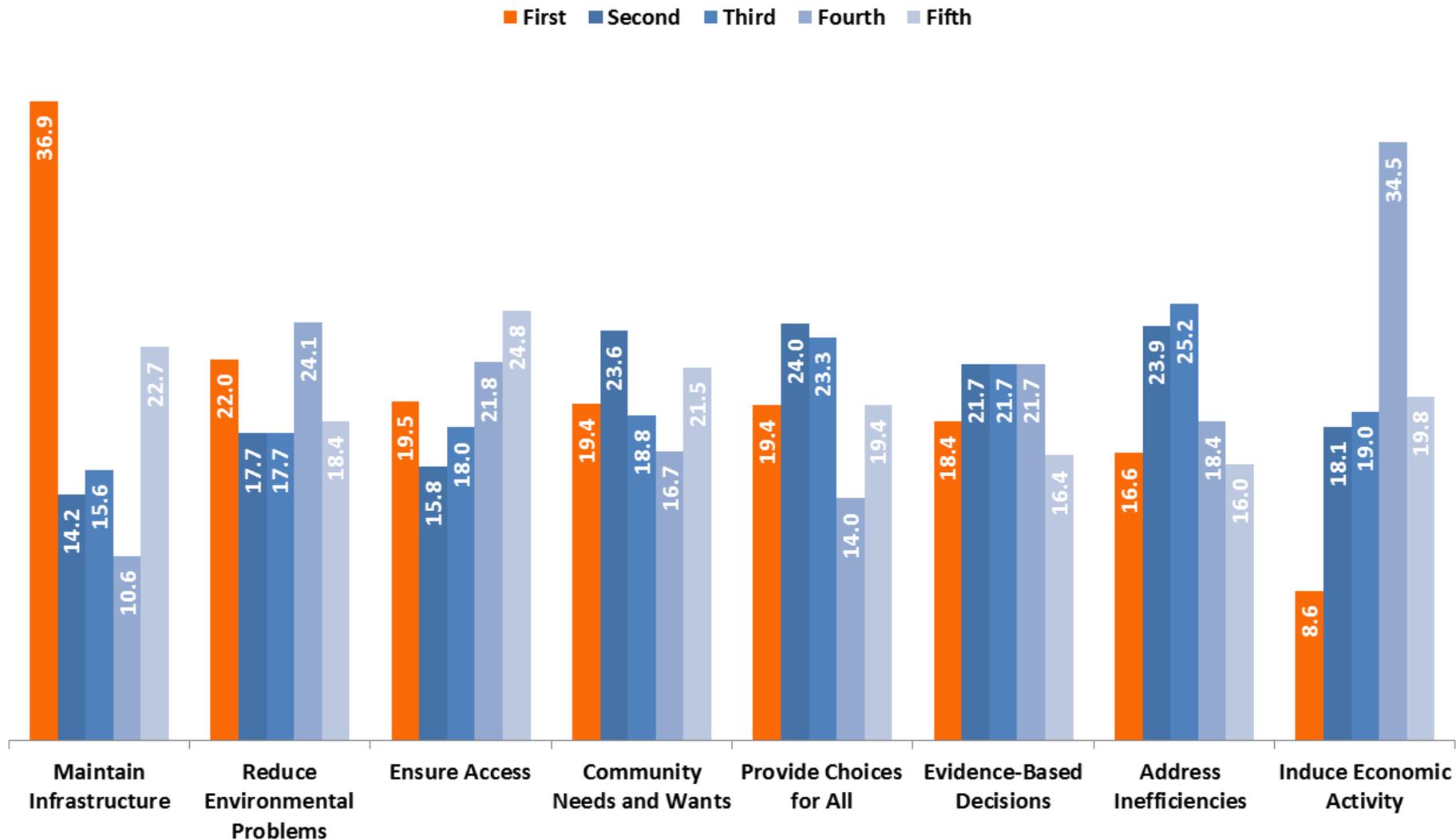
# Top-Ranked Priorities (# all participants)

■ First ■ Second ■ Third ■ Fourth ■ Fifth



\* Ordered based on priorities ranked first

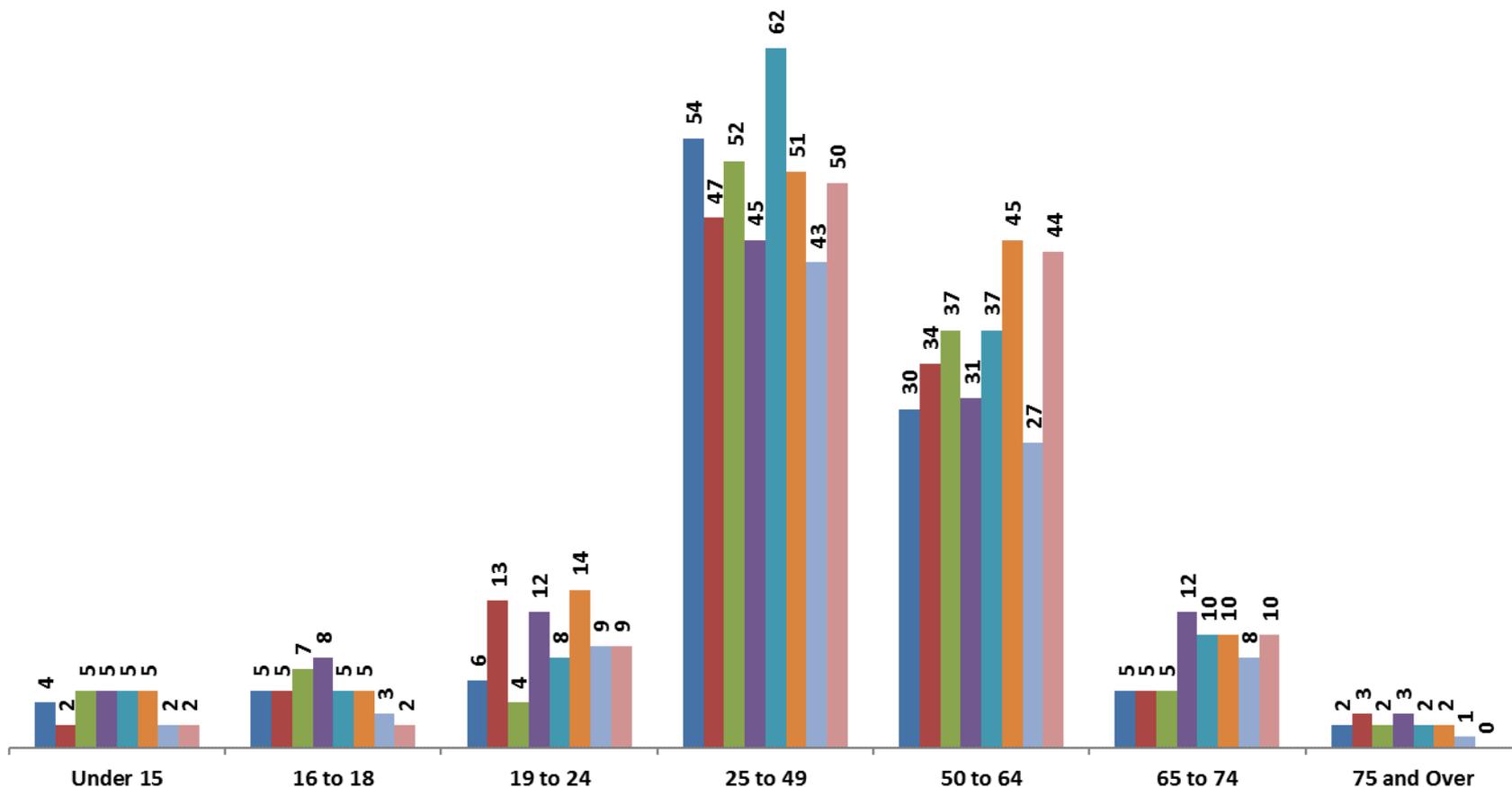
# Top-Ranked Priorities (% all participants)



\* Ordered based on priorities ranked first  
 Appendix C - MetroQuest Phase 2 Survey Summary & Results

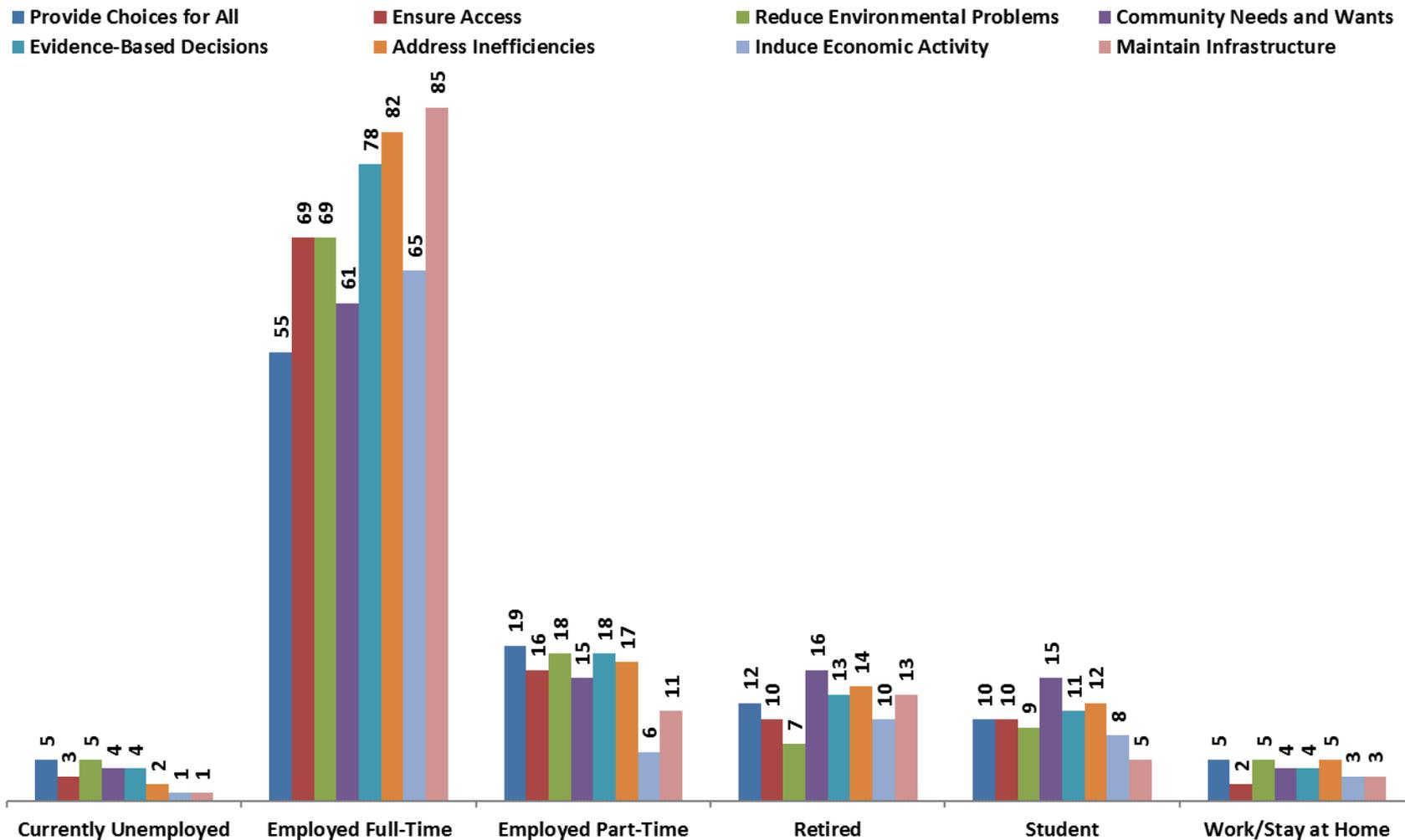
# Ranked Priorities (# by Age)

- Provide Choices for All
- Ensure Access
- Reduce Environmental Problems
- Community Needs and Wants
- Evidence-Based Decisions
- Address Inefficiencies
- Induce Economic Activity
- Maintain Infrastructure



\* Top 5 votes by each participant and their age group.

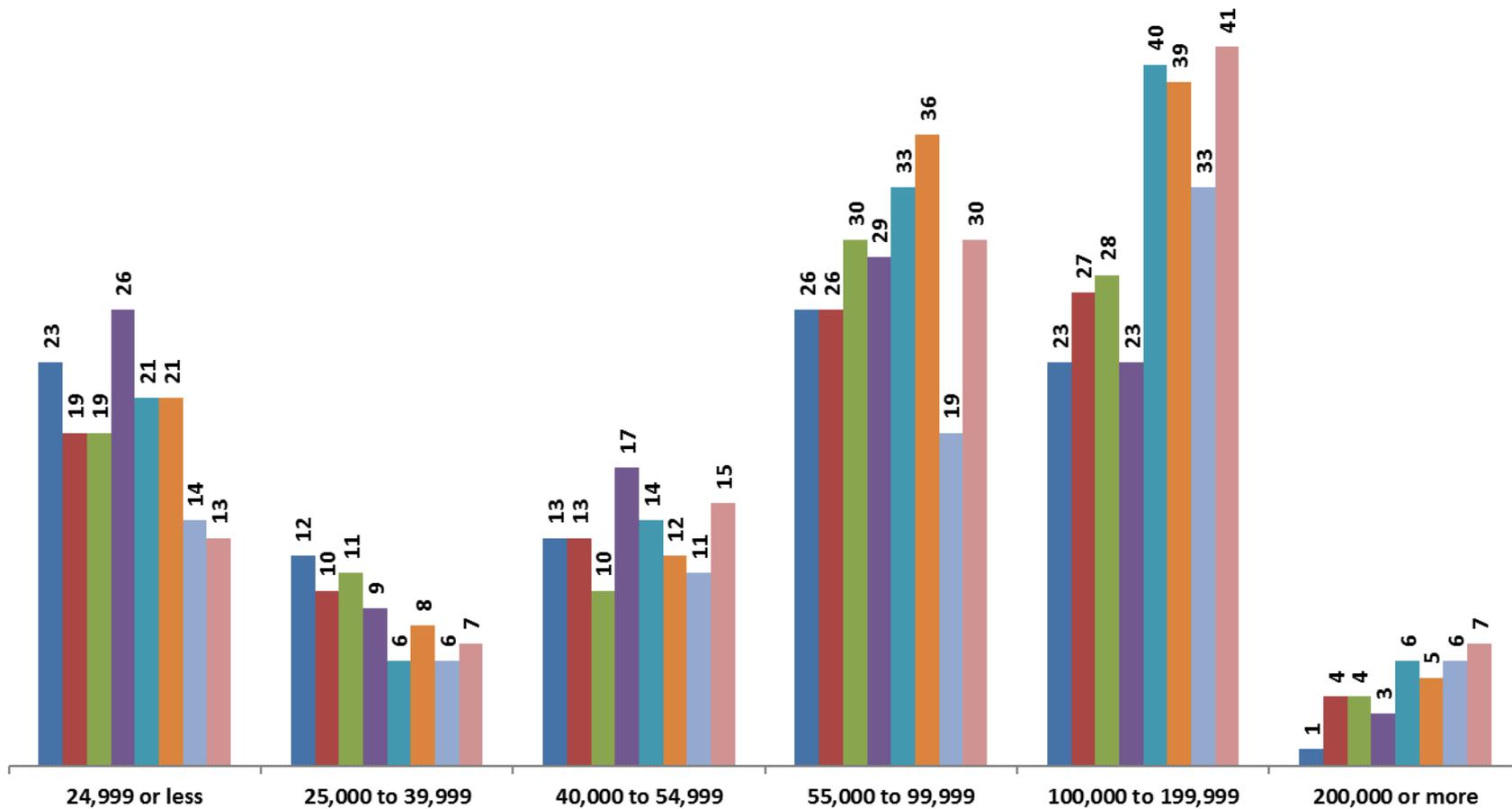
# Ranked Priorities (# by Employment Status)



\* Top 5 votes by each participant and their employment status.

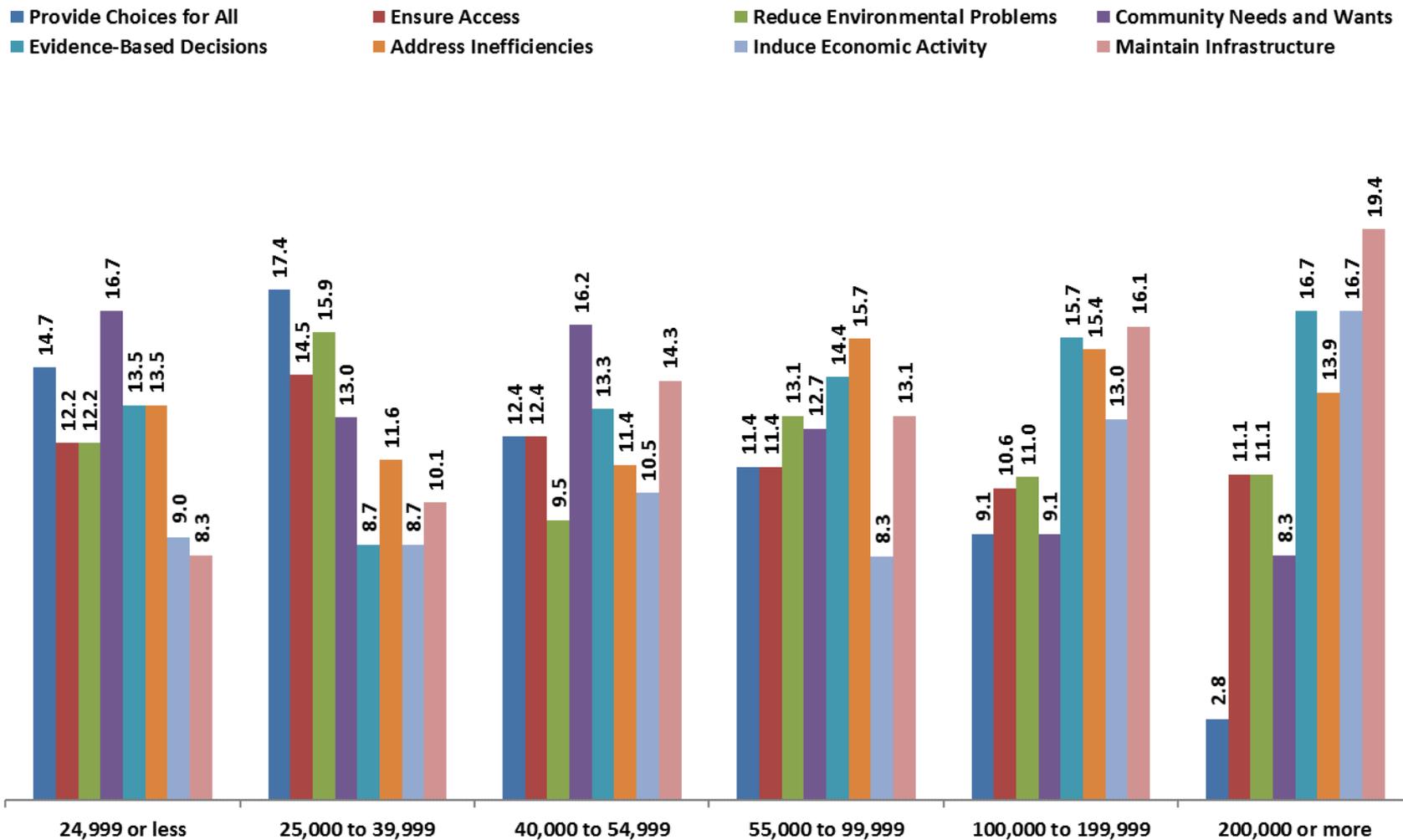
# Ranked Priorities (# by Income)

- Provide Choices for All
- Ensure Access
- Reduce Environmental Problems
- Community Needs and Wants
- Evidence-Based Decisions
- Address Inefficiencies
- Induce Economic Activity
- Maintain Infrastructure



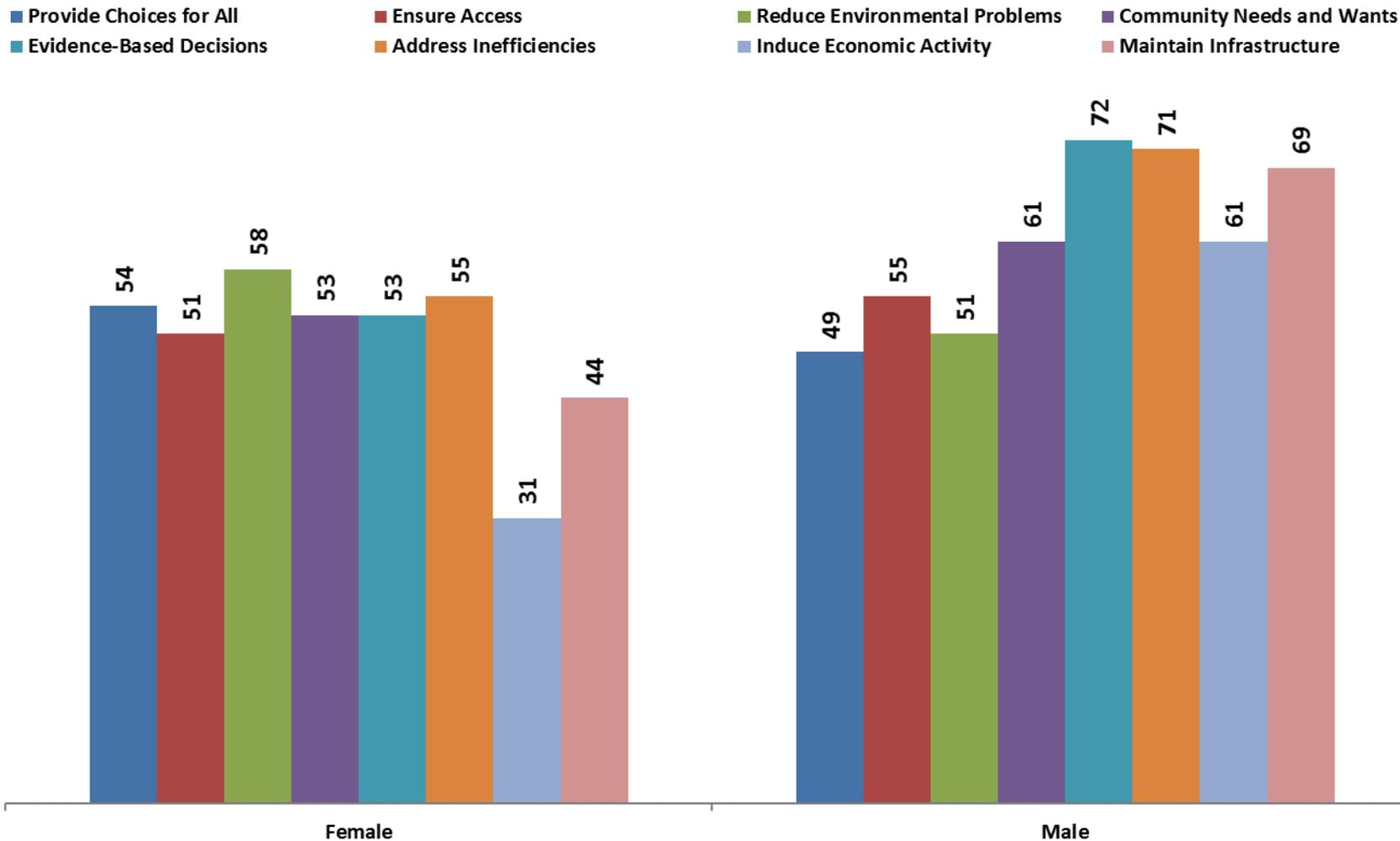
\* Top 5 votes by each participant and their income group.

# Ranked Priorities (% by Income)



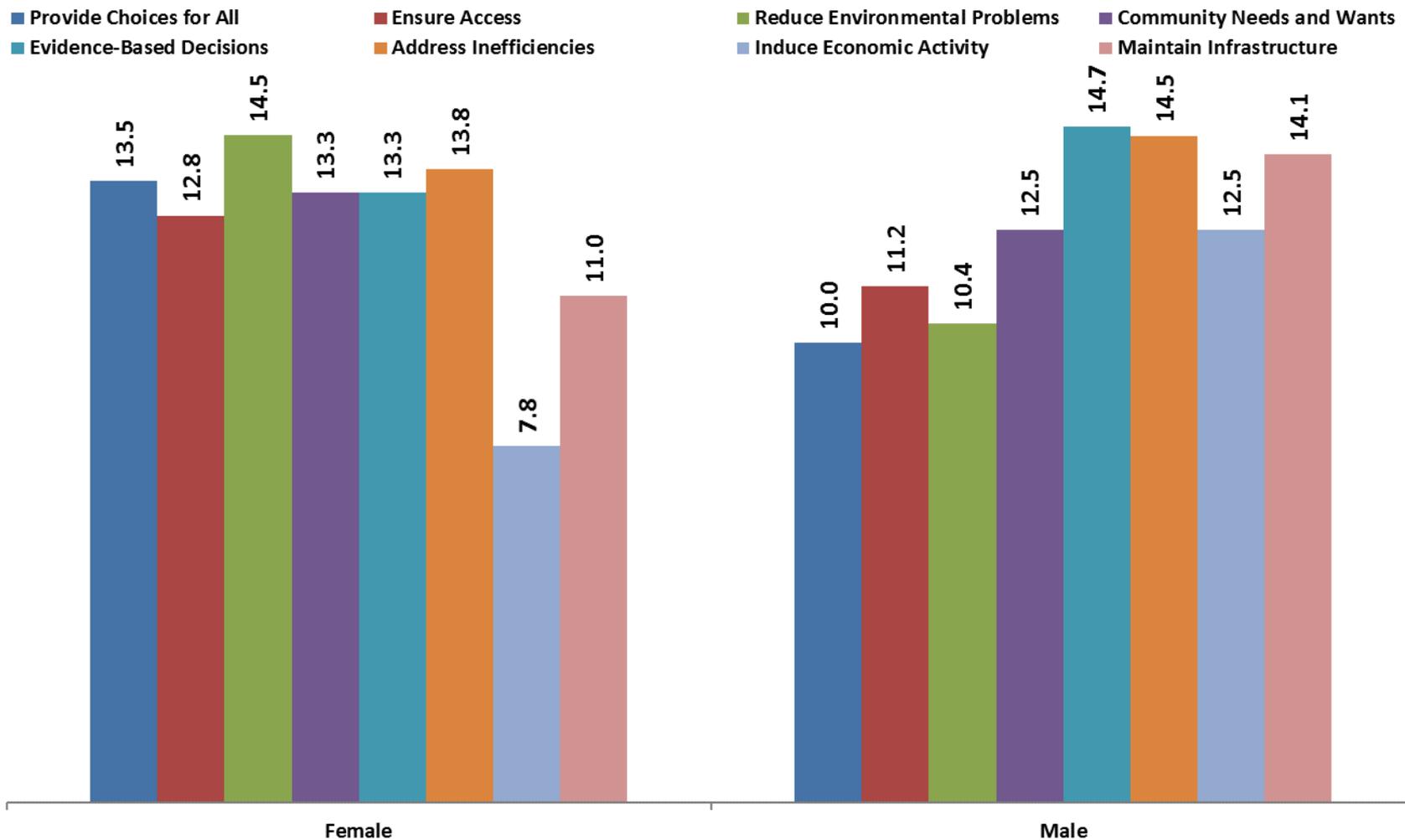
\* Top 5 votes by each participant and their income group.

# Ranked Priorities (# by Gender)



\* Top 5 votes by each participant and their gender.

# Ranked Priorities (% by Gender)



\* Top 5 votes by each participant and their gender.

# Results

## Tradeoffs (screen 3)

Sustainable Choices 2045

Progress

3 What is more important?

Tradeoff #1 Tradeoff #2 Tradeoff #3 Tradeoff #4

Prioritize Multiple Modes vs Prioritize Automobiles  
Choose the option that best represents which tradeoff you prefer

Prioritize Multiple Modes << < Neutral > >> Prioritize Automobiles

**Prioritize Multiple Modes**

- ✓ Consider the needs of all people – those walking, biking, taking transit, and driving
- ✓ Would rather reduce auto-oriented infrastructure to accommodate a multi-modal network

**Prioritize Automobiles**

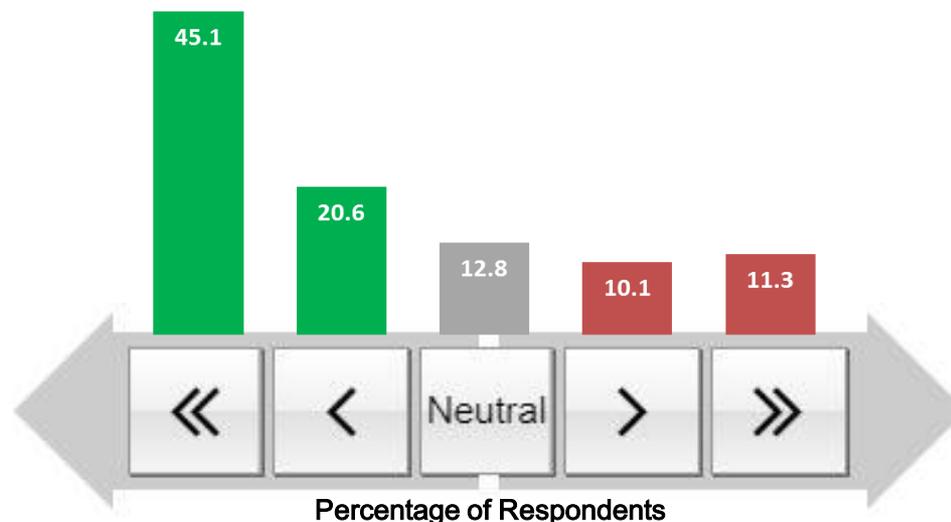
- ✓ Primarily consider the needs of people who drive or ride in automobiles
- ✓ Would rather not reduce auto-oriented infrastructure to accommodate a multi-modal network

Previous Next Tradeoff

WELCOME PRIORITIES TRADEOFFS LIMITED RESOURCES STAY INVOLVED

## Tradeoff #1: Prioritize Multiple Modes vs Prioritize Automobiles

- Choose the option that best represents which tradeoff you prefer...



### Prioritize Multiple Modes

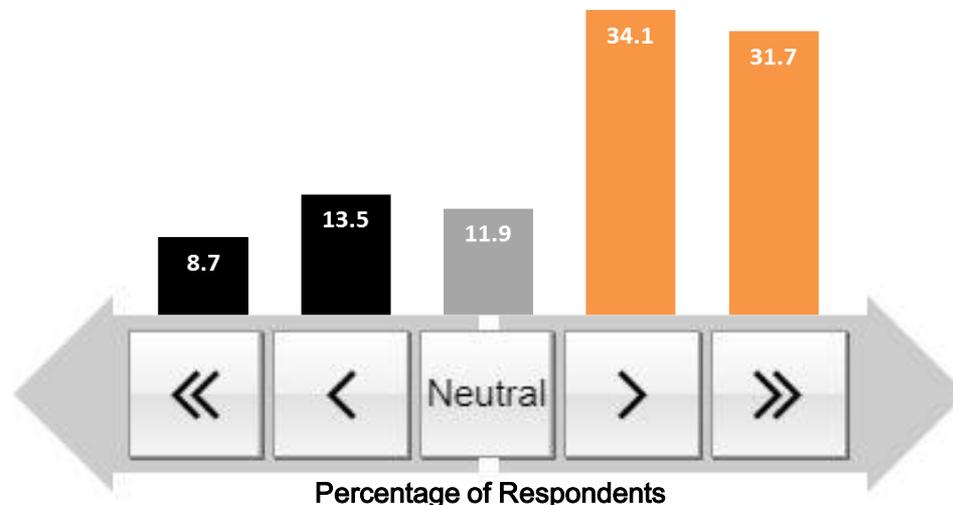
- ✓ Consider the needs of all people – those walking, biking, taking transit, and driving
- ✓ Would rather reduce auto-oriented infrastructure to accommodate a multi-modal network

### Prioritize Automobiles

- ✓ Primarily consider the needs of people who drive or ride in automobiles
- ✓ Would rather not reduce auto-oriented infrastructure to accommodate a multi-modal network

## Tradeoff #2: Maintain All Infrastructure vs Maintain Critical Infrastructure

- Choose the option that best represents which tradeoff you prefer...



### Maintain All Infrastructure

- ✓ Maintain the entire system as is
- ✓ Maintain all portions of the system regardless of level of use

**NOTE**

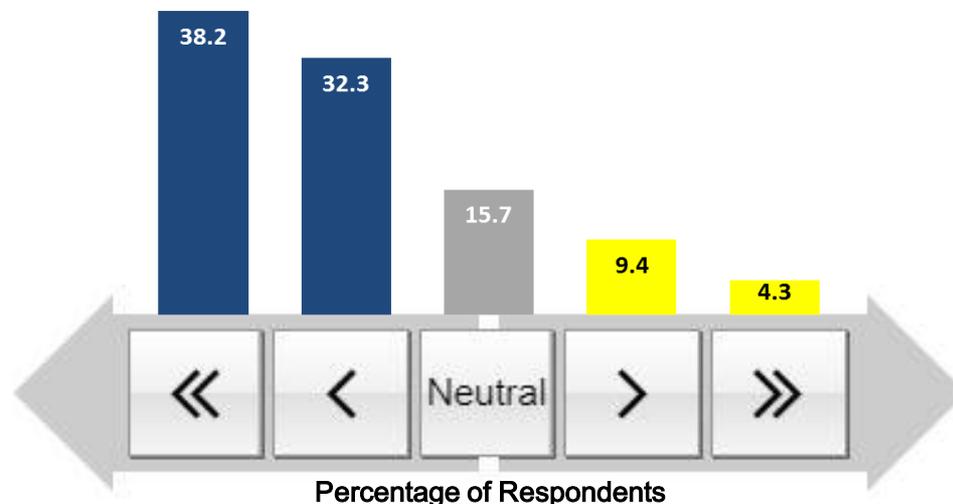
This does not imply being completed all at once, which is financially impossible. It would be completed over many years.

### Maintain Critical Infrastructure

- ✓ Maintain the system to what is anticipated or needed
- ✓ Focus maintenance on critical, higher priority portions of the system

## Tradeoff #3: Data, Analysis, & Research vs Political & Societal Factors

- Choose the option that best represents which tradeoff you prefer...



### Data Driven Decisions

Base Decisions More on:

***Data, Analysis, & Research***

✓ More objective

### Decisions Consider Other Factors

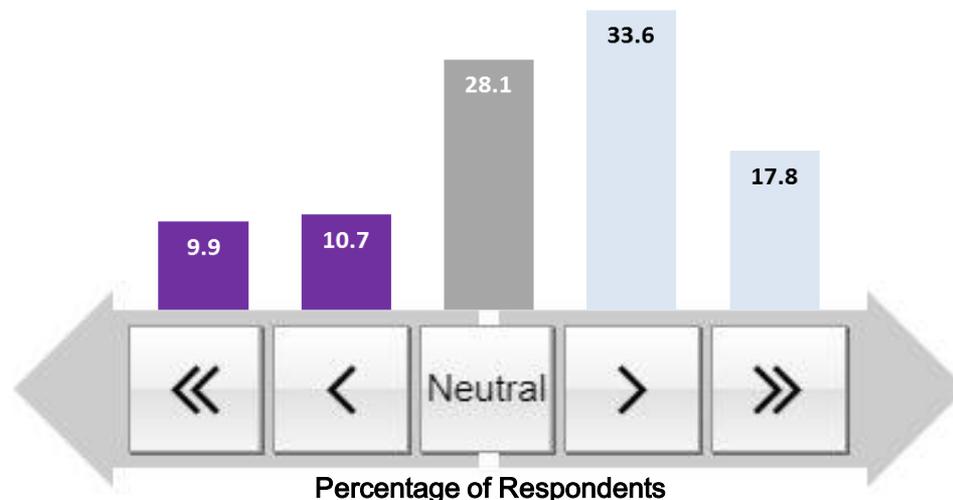
Base Decisions More on:

***Political & Societal Factors***

✓ More subjective

## Tradeoff #4: Few Large-scale Projects vs Many Small-scale Projects

- Choose the option that best represents which tradeoff you prefer...



### Focus On Few Large-scale Projects

- ✓ Each project is more expensive to build and maintain
- ✓ Meets regional mobility needs

#### Examples

Big projects, such as bridges, interchanges, highways, and tunnels

### Focus On Many Small-scale Projects

- ✓ Each project is less expensive to build and maintain
- ✓ Meets local neighborhood mobility needs

#### Examples

Small projects, such as street resurfacing, crosswalks, sidewalks, protected bike lanes, and street trees

# Results

## Limited Resources (screen 4)

Sustainable Choices 2045

Progress

WELCOME < > ?

PRIORITIES < >

TRADEOFFS 3

4 How would you spend the money? ? What to do Next Task 5

STAY INVOLVED

1  
3

The Twin Ports area has many transportation system needs, but limited resources to address them. Which of the five primary community issues impacted by transportation would you invest our limited resources into?

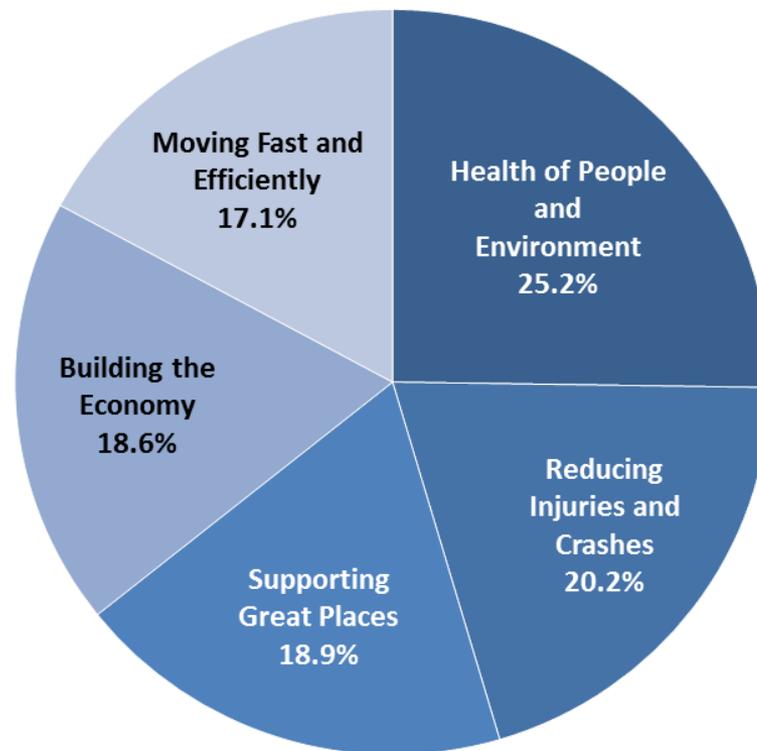
Drag the stars to invest our limited resources

Moving Fast and Efficiently Details ★ 0	Building the Economy Details ★ 0	Supporting Great Places Details ★ 0	Health of People and Environment Details ★ 0
Reducing Injuries and Crashes Details ★ 0			

# Limited Resources

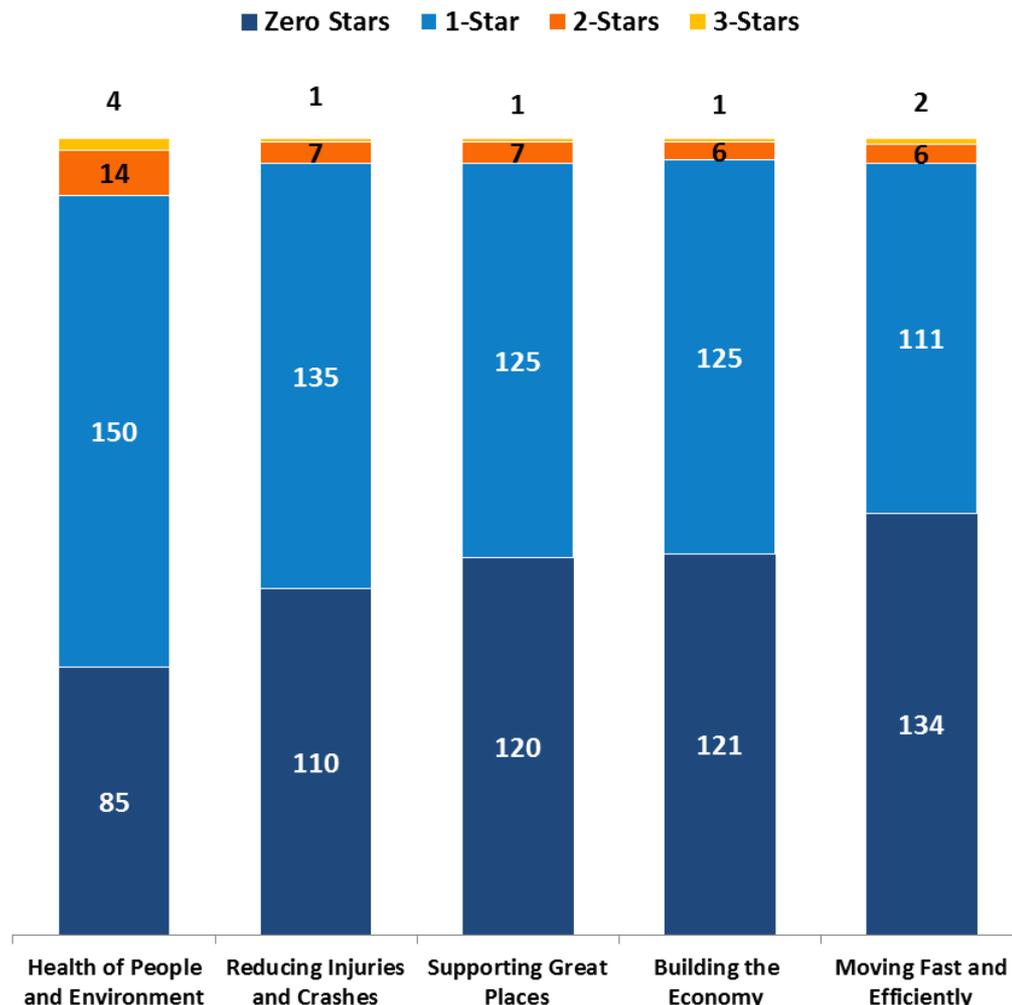
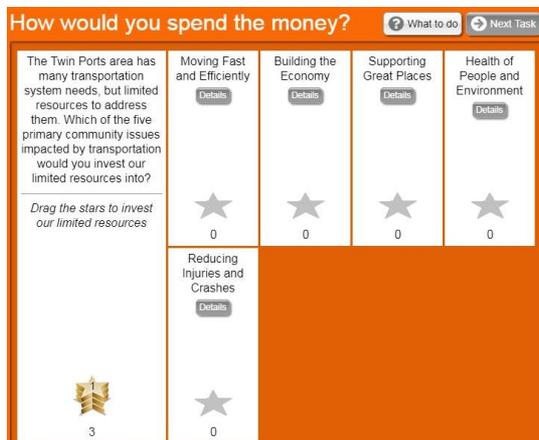
- The Twin Ports area has many transportation system needs, but limited resources to address them. Which of the five primary community issues impacted by transportation would you invest our limited resources into?

<b>Community Investment Opportunitites</b>	<b>Count</b>	<b>Percent</b>
Health of People and Environment	190	25.2%
Reducing Injuries and Crashes	152	20.2%
Supporting Great Places	142	18.9%
Building the Economy	140	18.6%
Moving Fast and Efficiently	129	17.1%
<b>Total</b>	<b>753</b>	<b>100.0%</b>



# Limited Resources – Vote Allocation

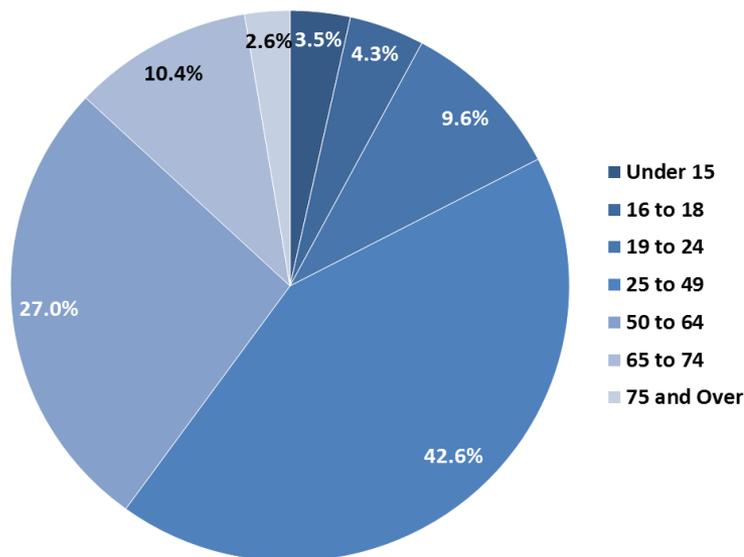
- The following provides an overview of each survey participant’s allocation of stars among each of the five primary community issues:



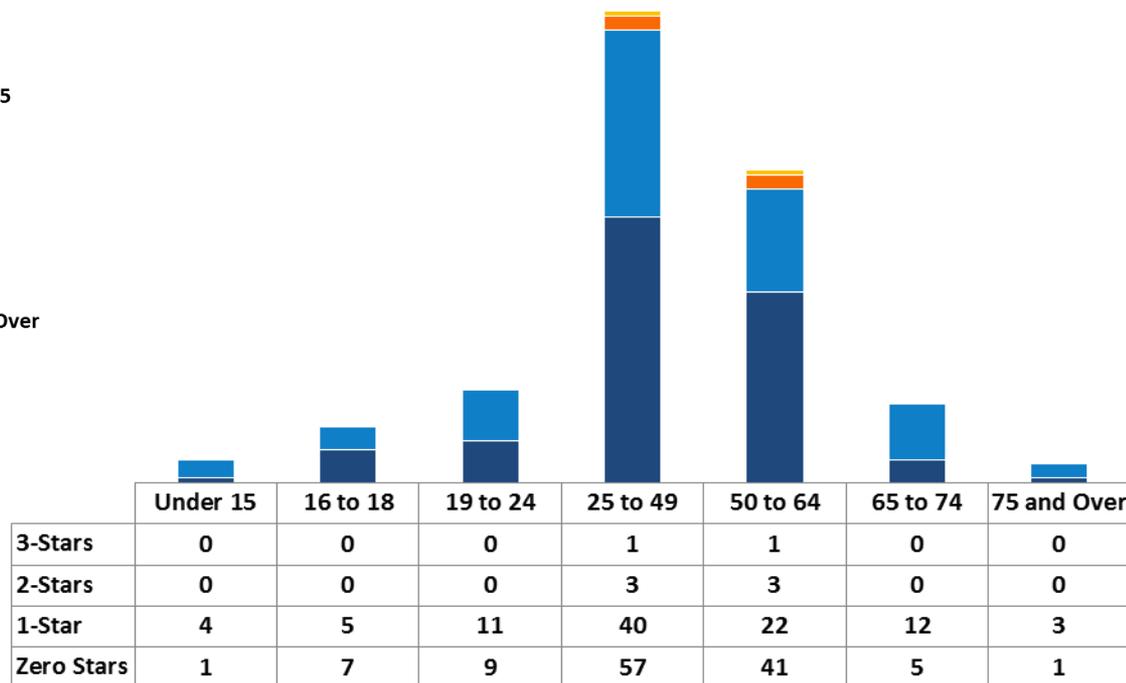
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Moving Fast and Efficiently (by Age)

Total Stars Allocated by each Age Group...



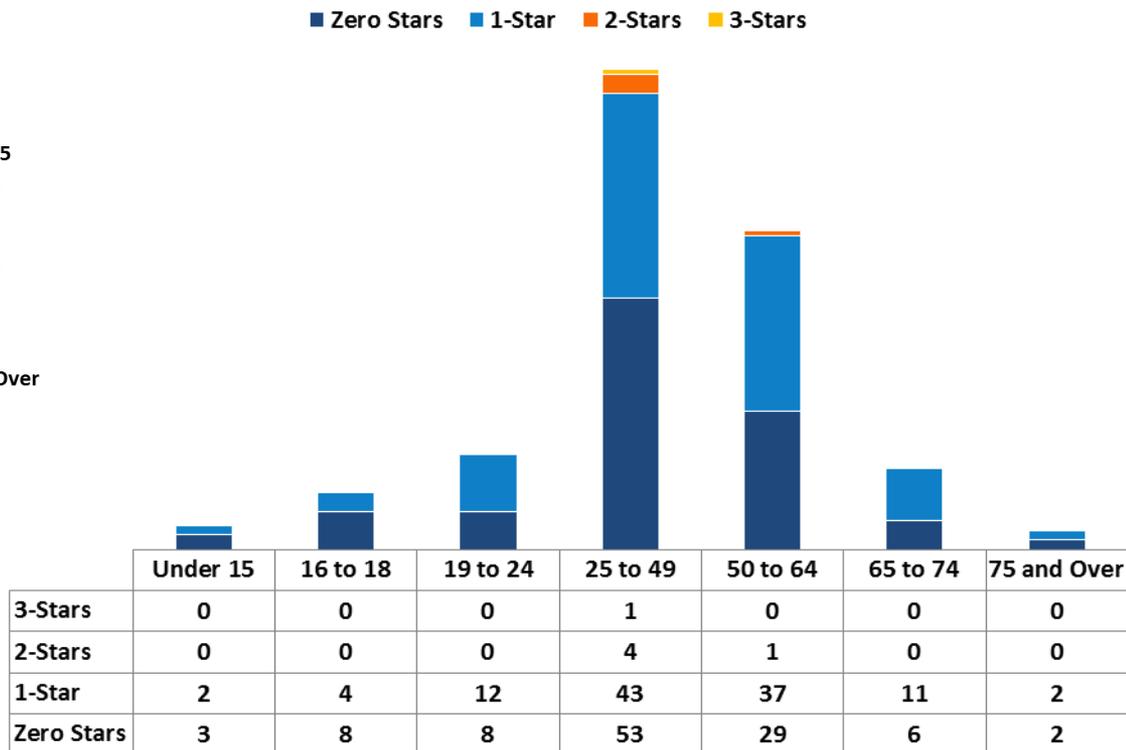
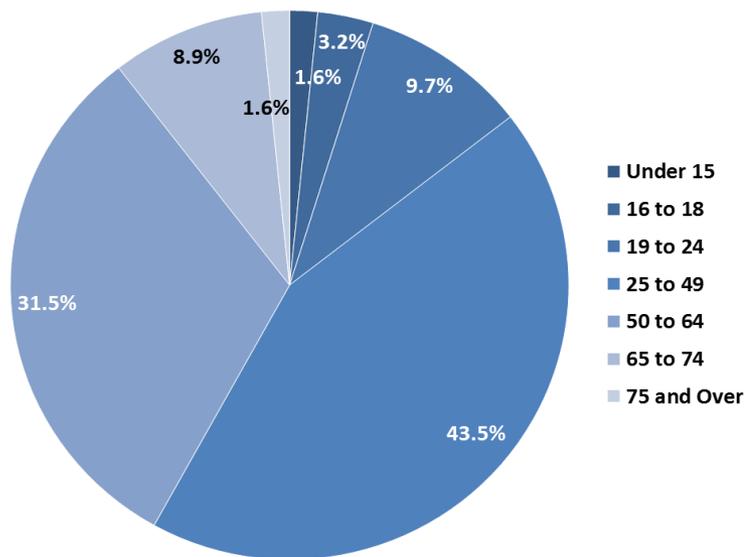
■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Building the Economy (by Age)

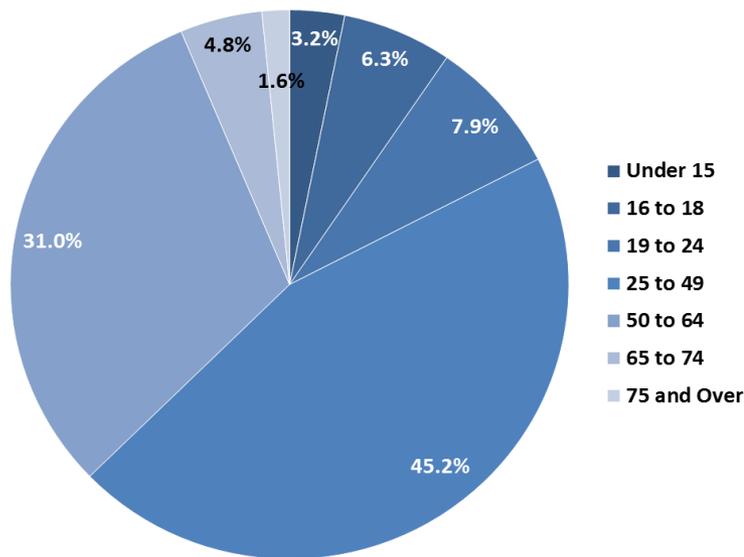
Total Stars Allocated by each Age Group...



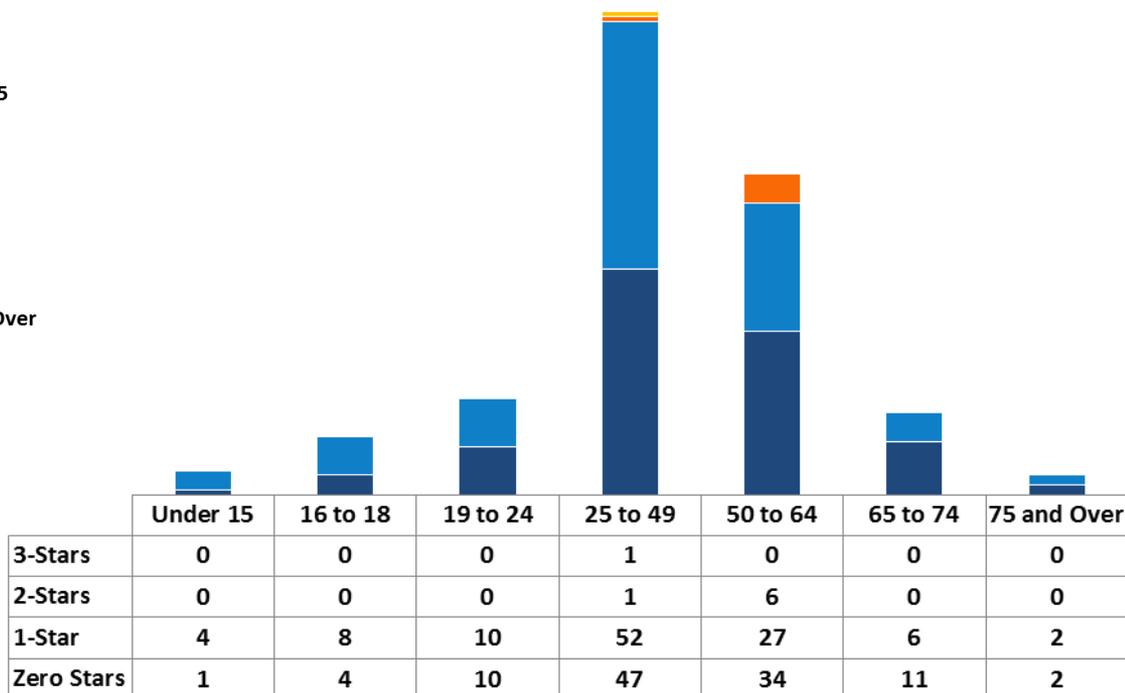
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Supporting Great Places (by Age)

Total Stars Allocated by each Age Group...



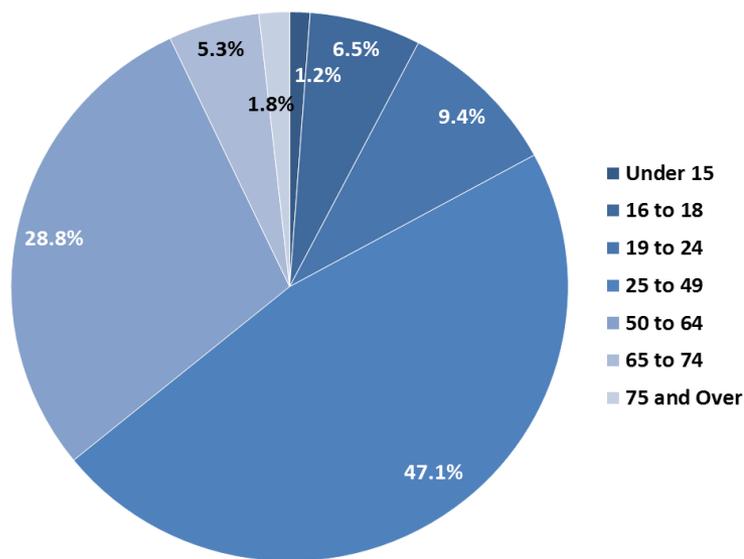
■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



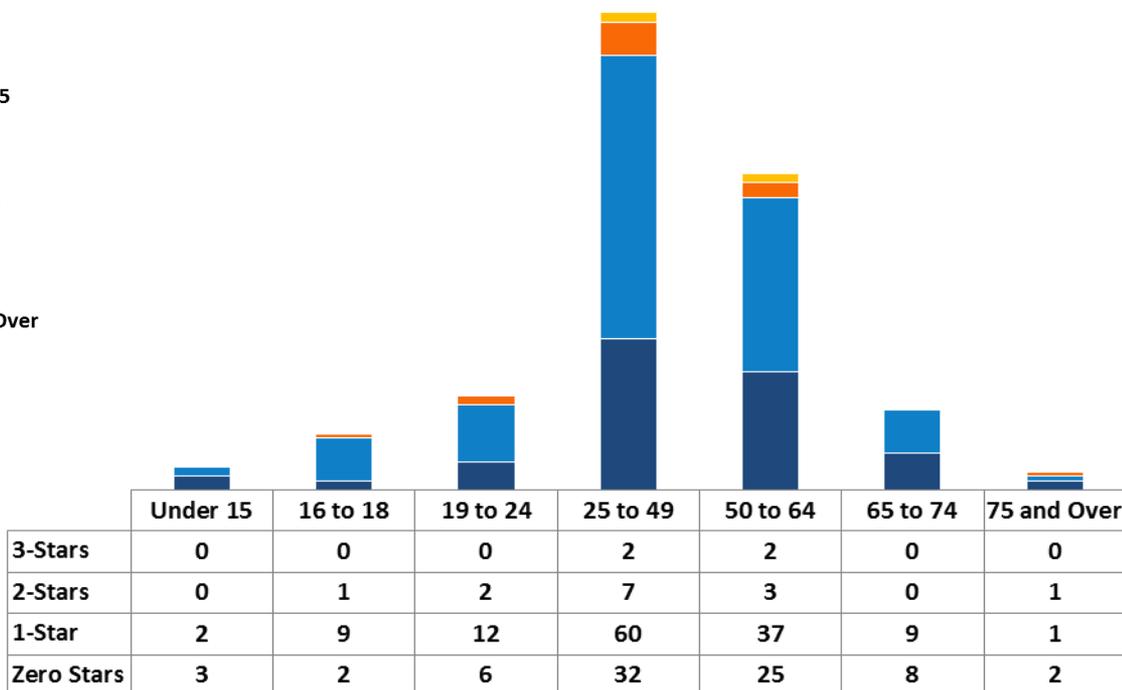
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Health of People and Environment (by Age)

Total Stars Allocated by each Age Group...



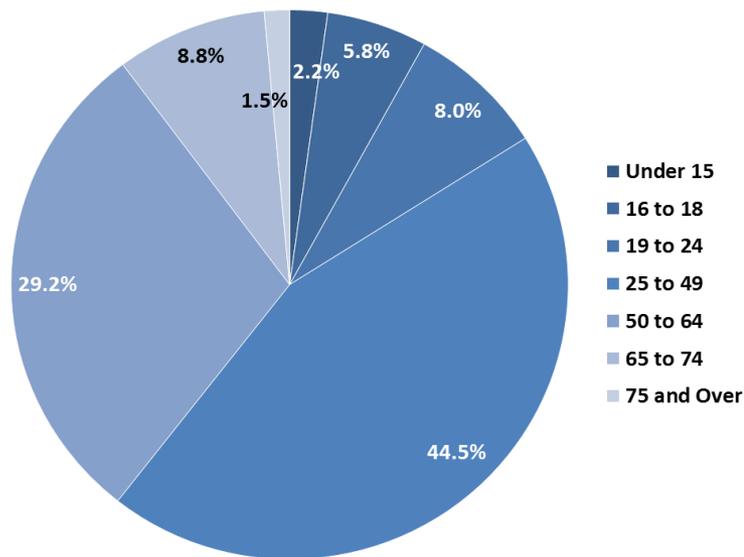
■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



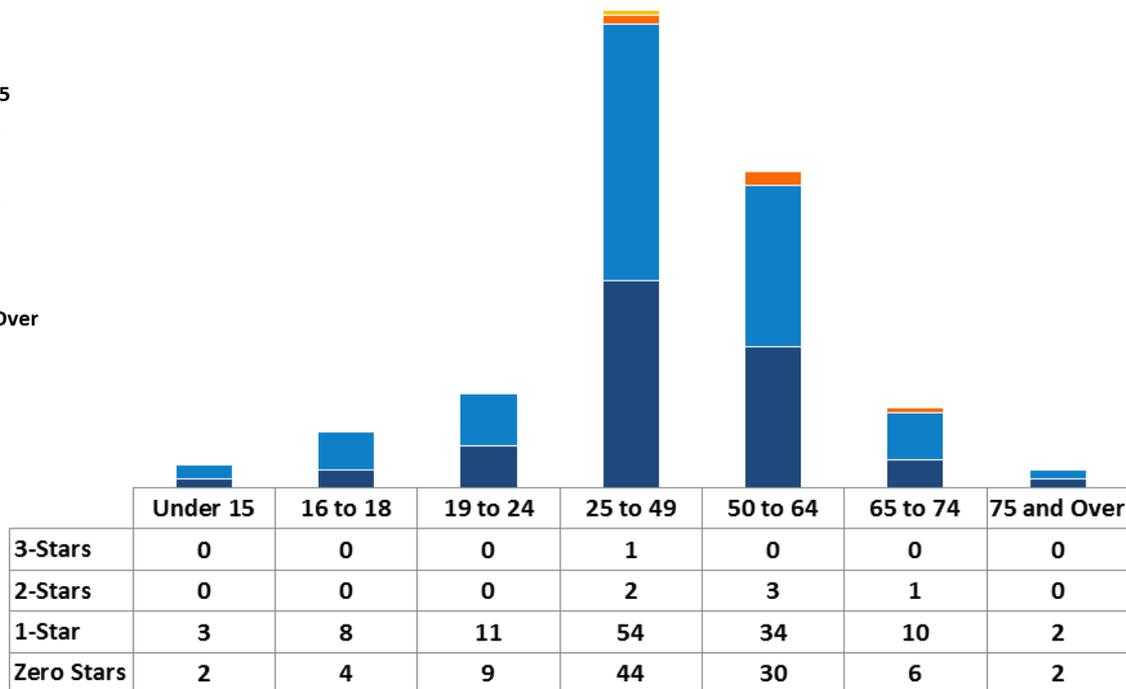
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Reducing Injuries and Crashes (by Age)

Total Stars Allocated by each Age Group...



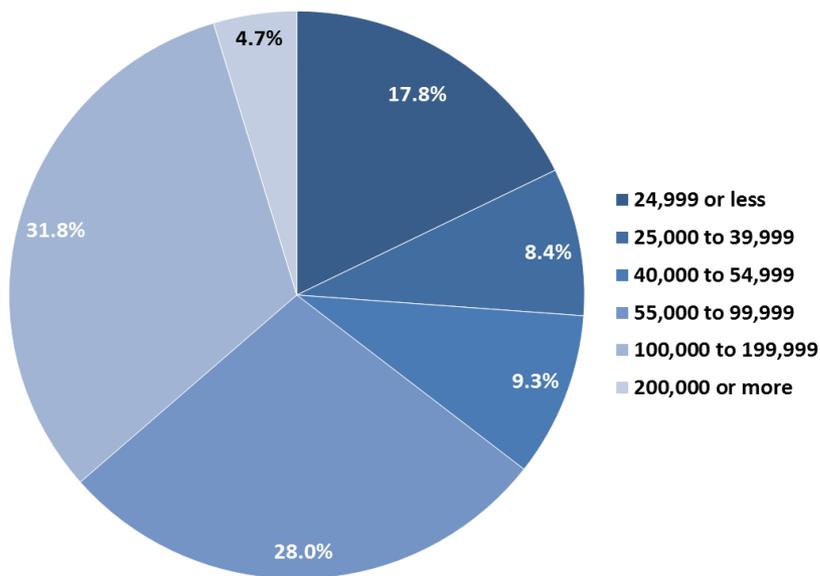
■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



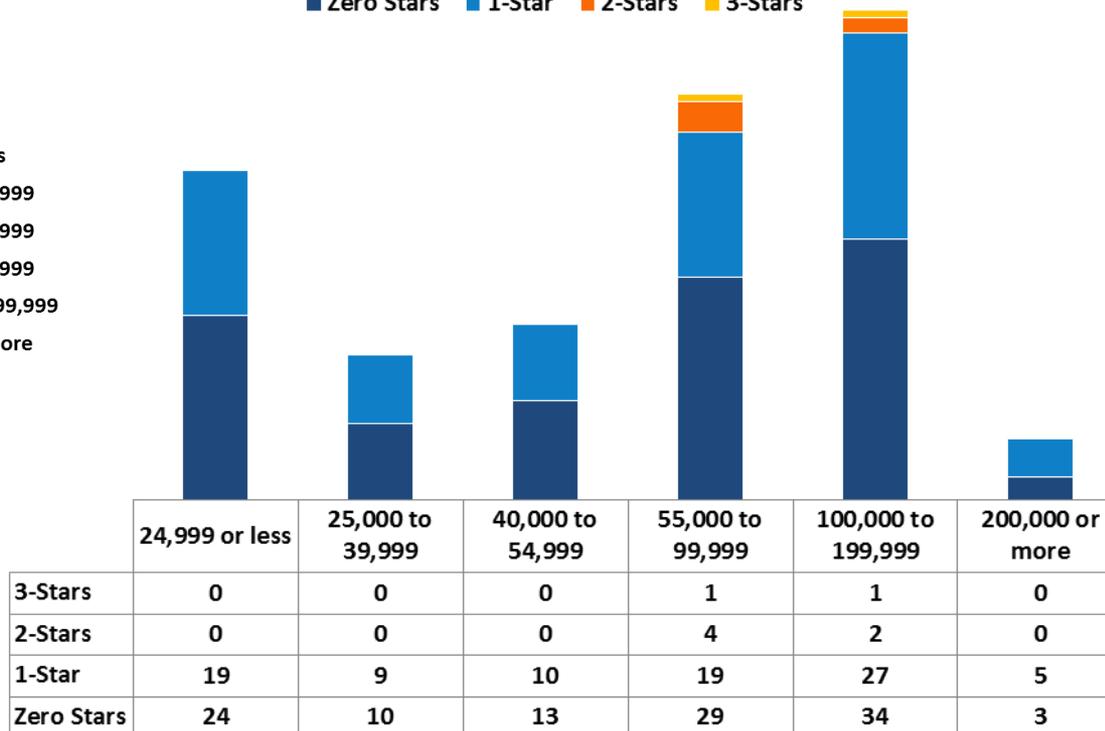
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Moving Fast and Efficiently (by Income)

Total Stars Allocated by each Income Group...



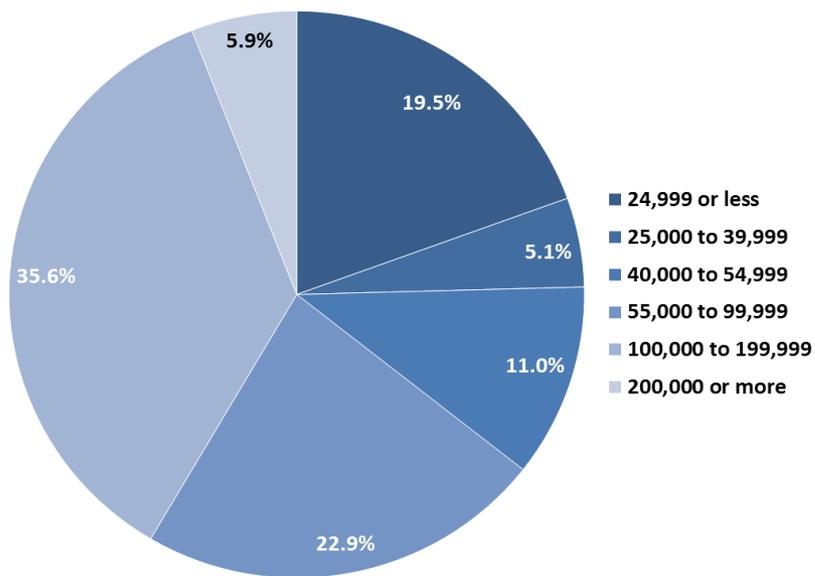
■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



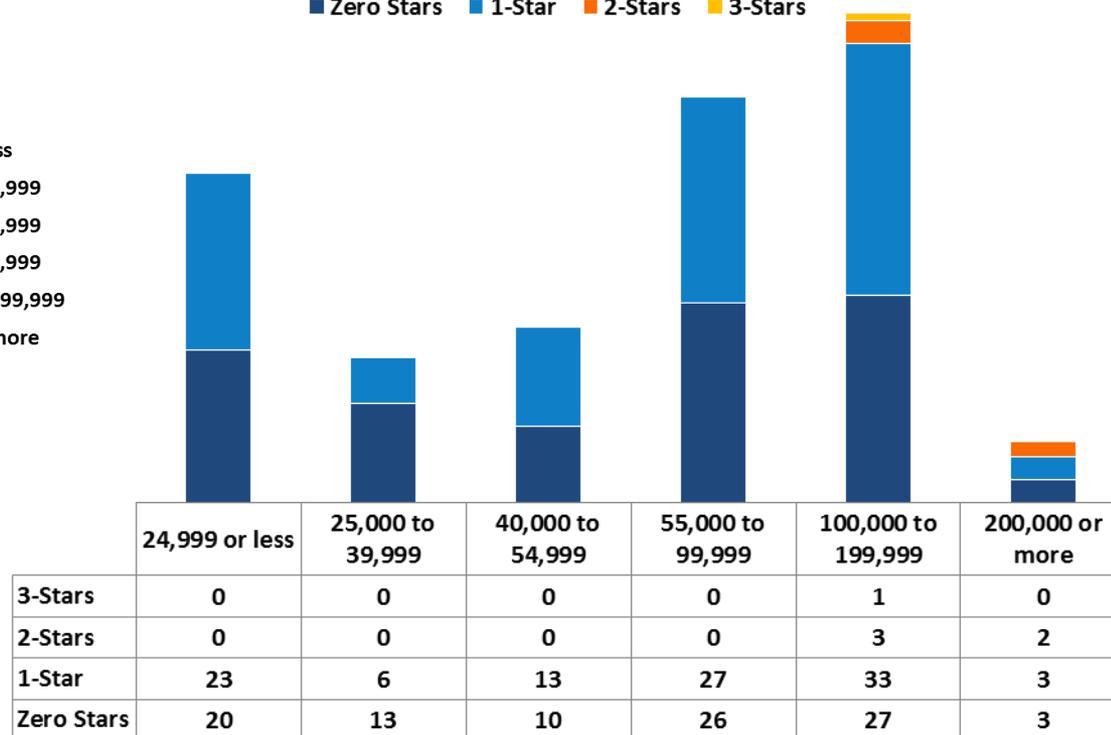
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Building the Economy (by Income)

Total Stars Allocated by each Income Group...



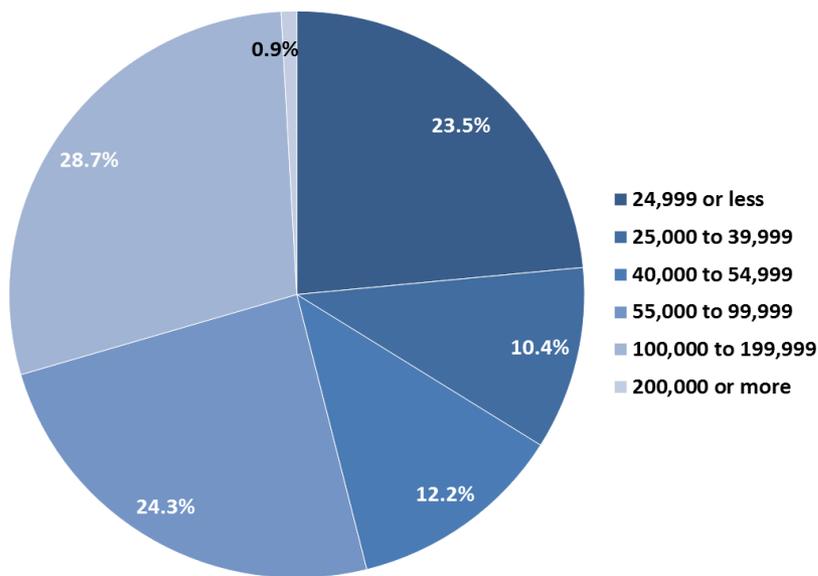
■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



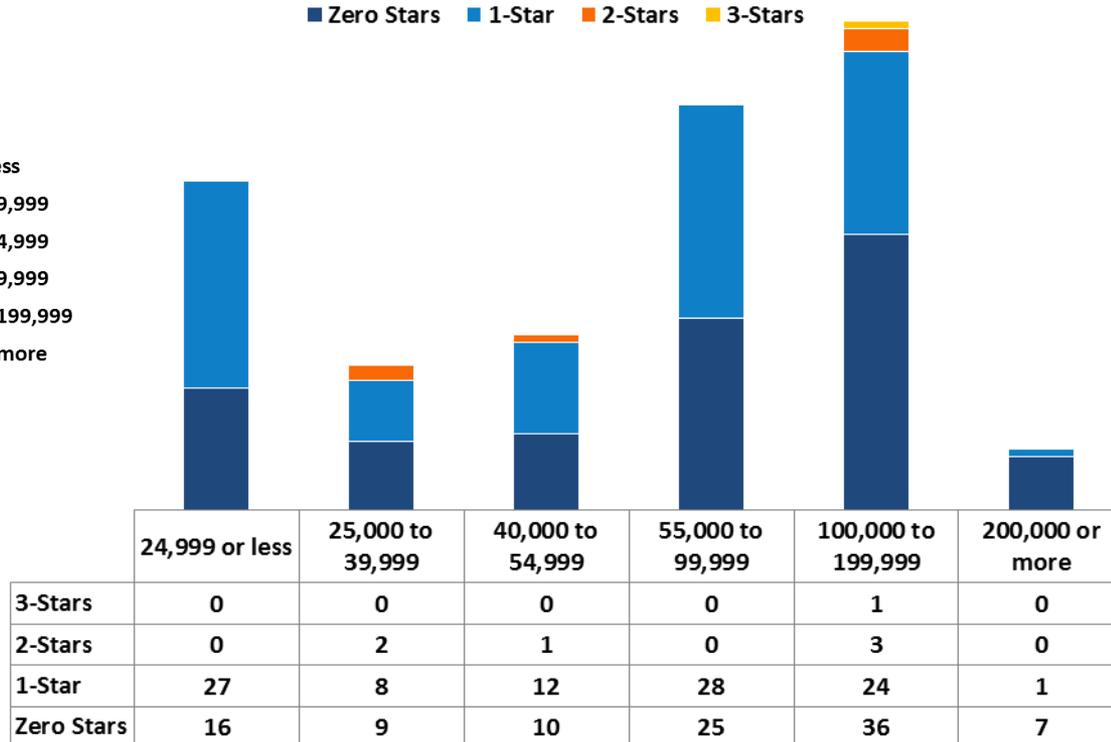
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Supporting Great Places (by Income)

Total Stars Allocated by each Income Group...



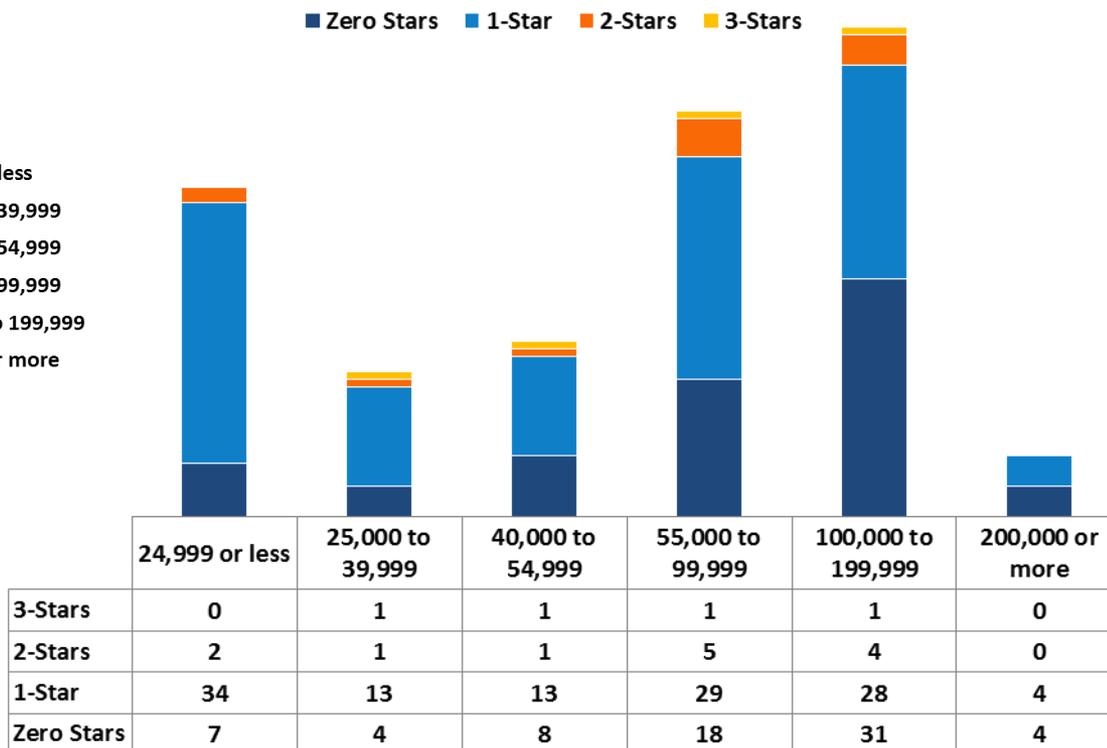
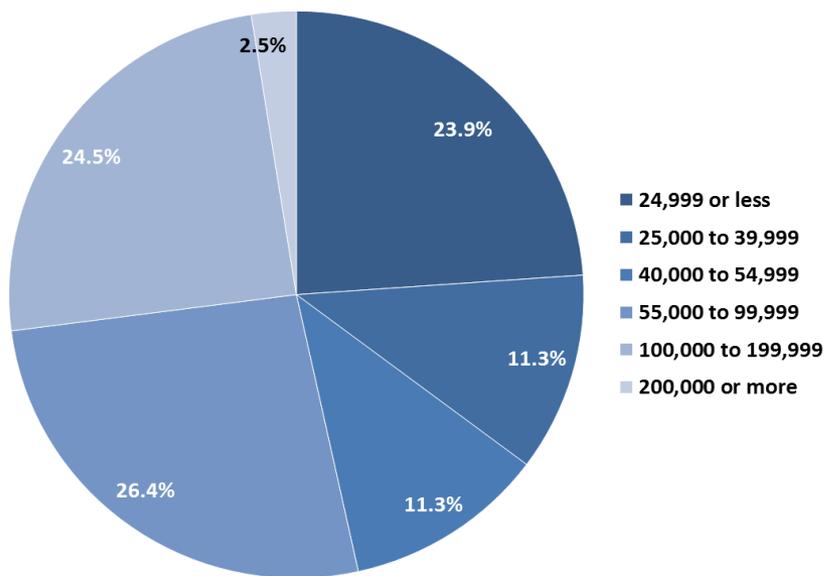
■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Health of People and Environment (by Income)

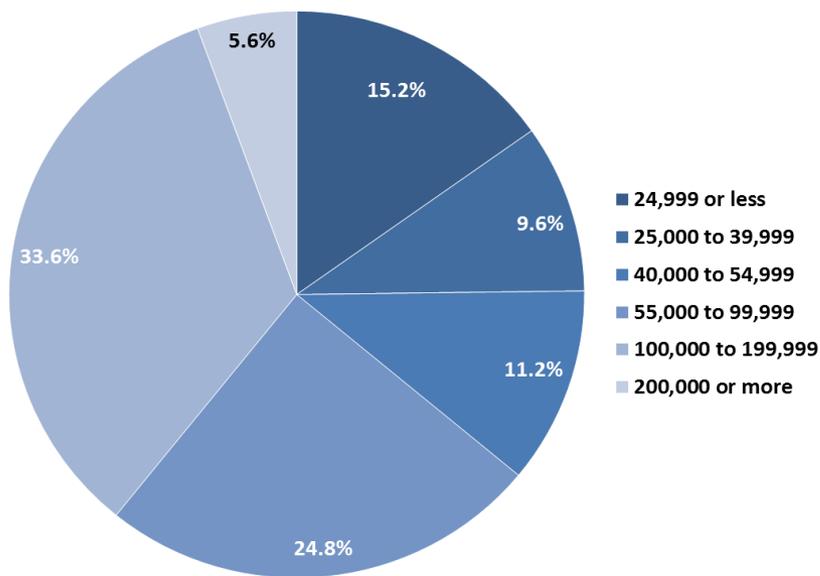
Total Stars Allocated by each Income Group...



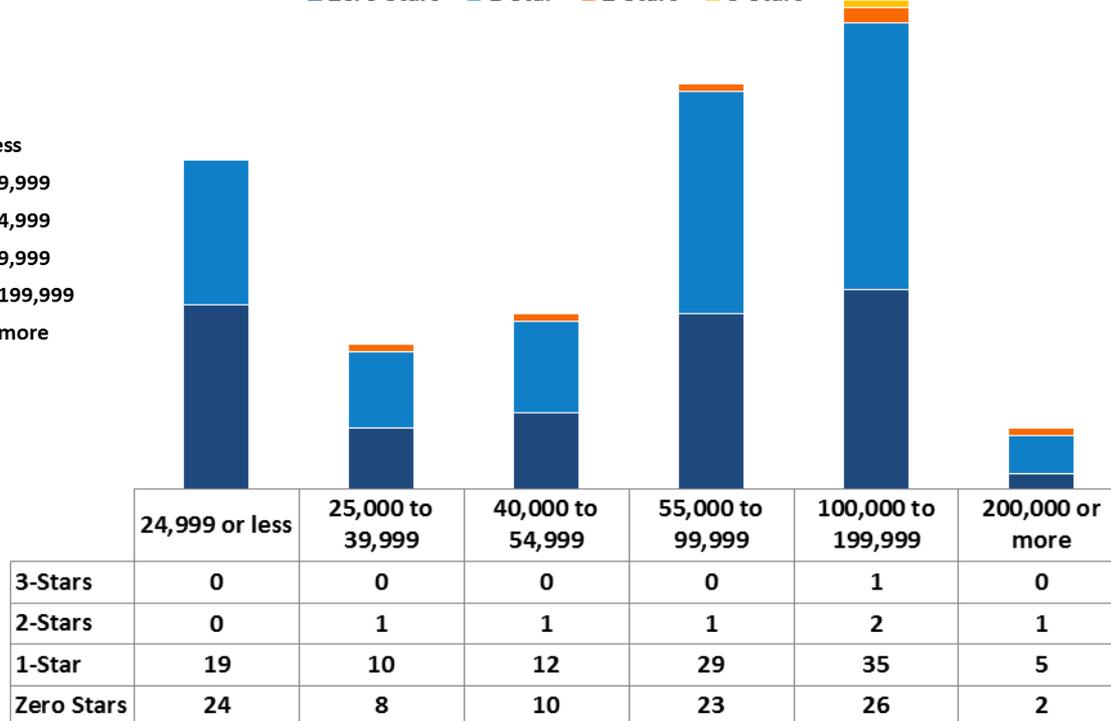
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Reducing Injuries and Crashes (by Income)

Total Stars Allocated by each Income Group...



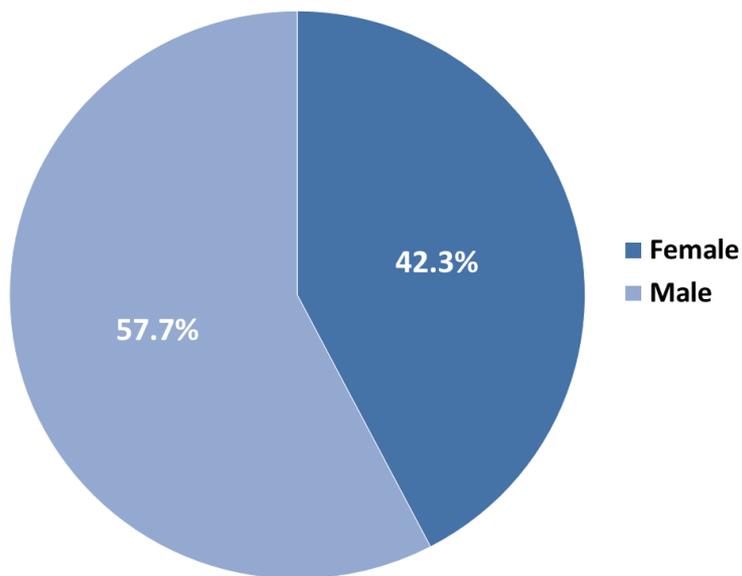
■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



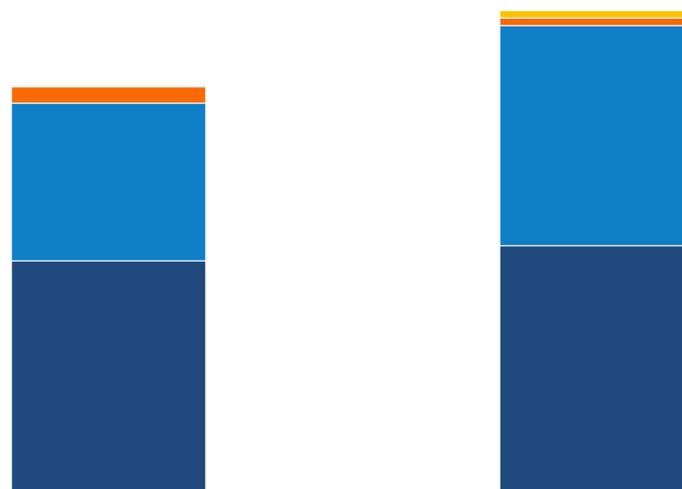
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Moving Fast and Efficiently (by Gender)

Total Stars Allocated by Gender...



■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars

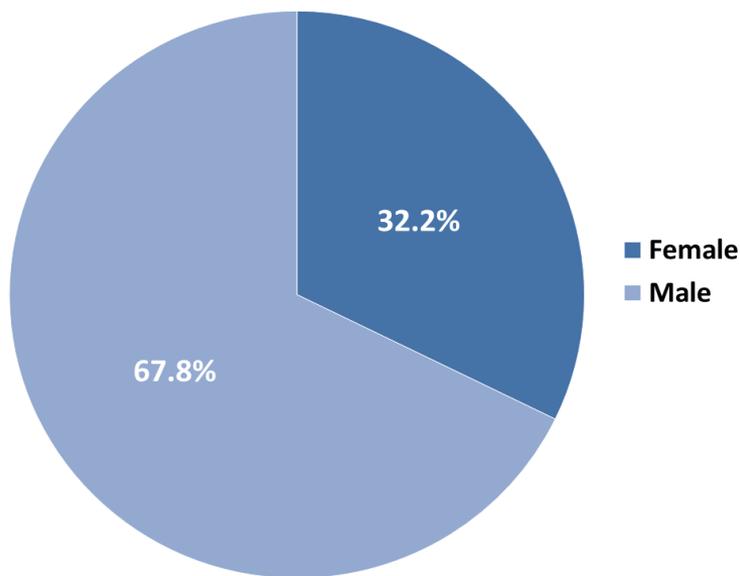


	Female	Male
3-Stars	0	2
2-Stars	4	2
1-Star	39	54
Zero Stars	57	61

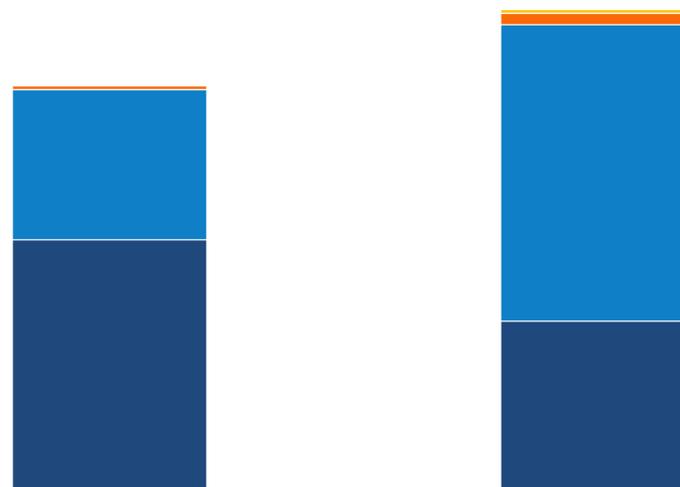
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Building the Economy (by Gender)

Total Stars Allocated by Gender...



■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars

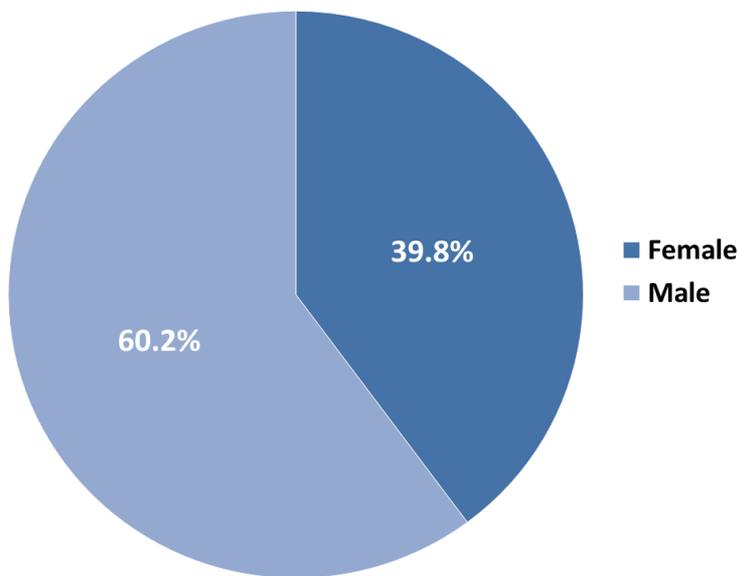


	Female	Male
3-Stars	0	1
2-Stars	1	3
1-Star	37	73
Zero Stars	62	42

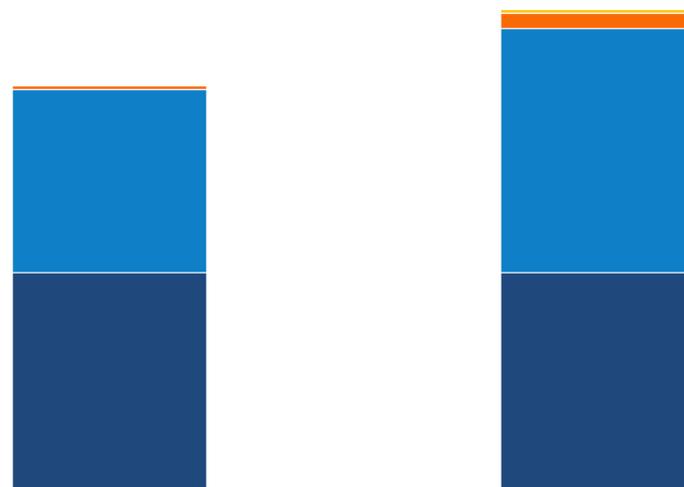
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Supporting Great Places (by Gender)

Total Stars Allocated by Gender...



■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars

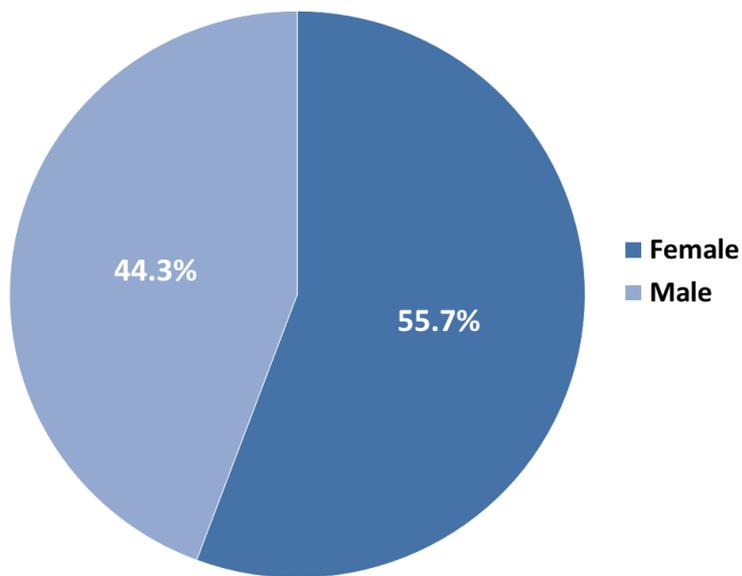


	Female	Male
3-Stars	0	1
2-Stars	1	4
1-Star	45	60
Zero Stars	54	54

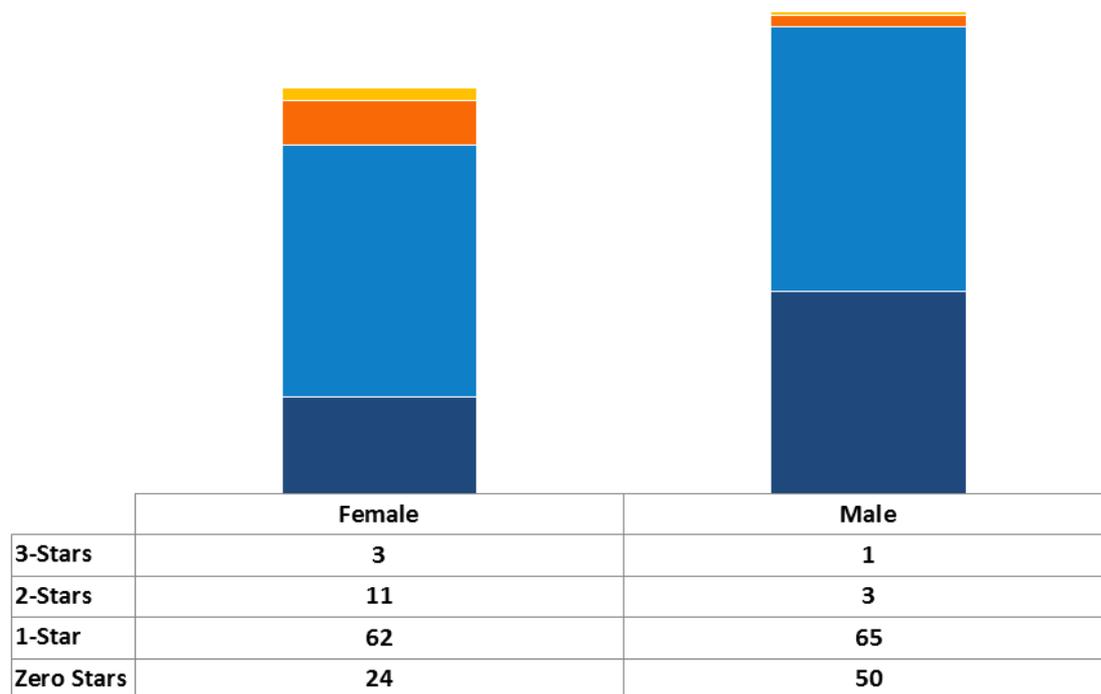
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Health of People and Environment (by Gender)

Total Stars Allocated by Gender...



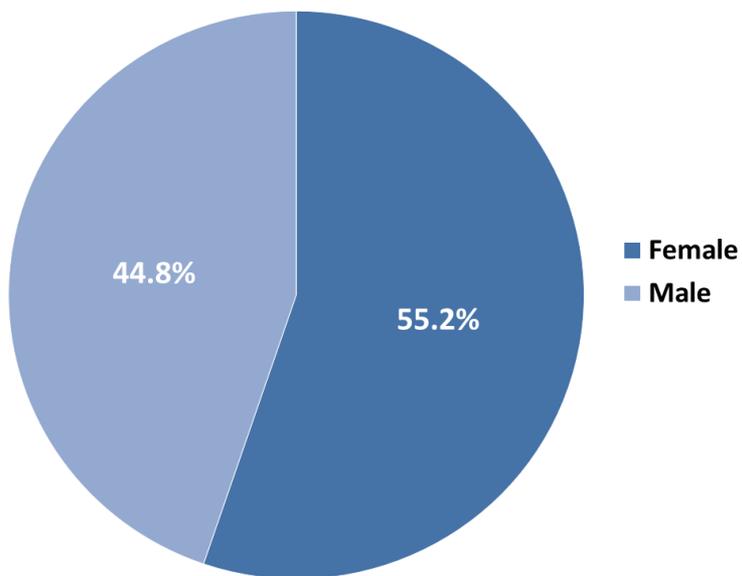
■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



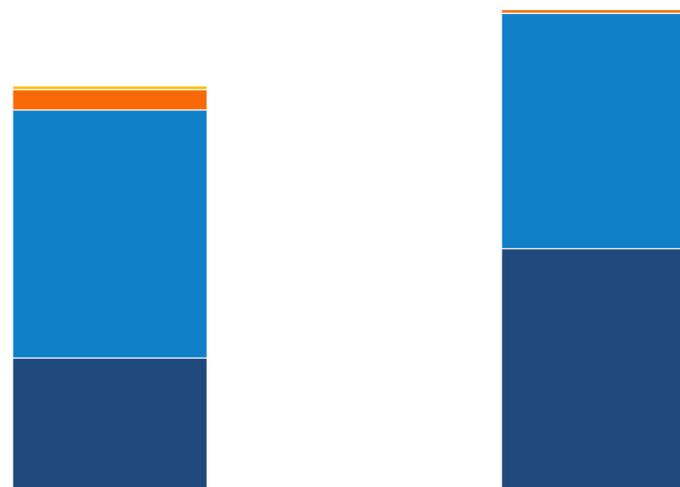
\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Reducing Injuries and Crashes (by Gender)

Total Stars Allocated by Gender...



■ Zero Stars ■ 1-Star ■ 2-Stars ■ 3-Stars



	Female	Male
3-Stars	1	0
2-Stars	5	1
1-Star	61	58
Zero Stars	33	60

\* Each survey participant had three votes to distribute among five primary community issues impacted by transportation. Participants could allocate their votes (stars) to multiple categories, or they could allocate all three stars to just one category.

# Results

## Stay Involved (screen 5)

Sustainable Choices 2045 Progress 

5 Tell us a bit about yourself What to do

WELCOME PRIORITIES TRADEOFFS LIMITED RESOURCES STAY INVOLVED

**About You (Optional)**

Home Zip Code

Age

Employment Status

Household Income

Gender

I'm interested in more information  
Your Email Address

**Thank You!**

Your input will help develop long-range goals, strategies, and policies for the Twin Ports transportation system.

To learn more please visit [dsmic.org/planning/long-range](http://dsmic.org/planning/long-range) or [Facebook](#).

  
**Sustainable Choices 2045**  
Duluth-Superior Long-Range Transportation Plan

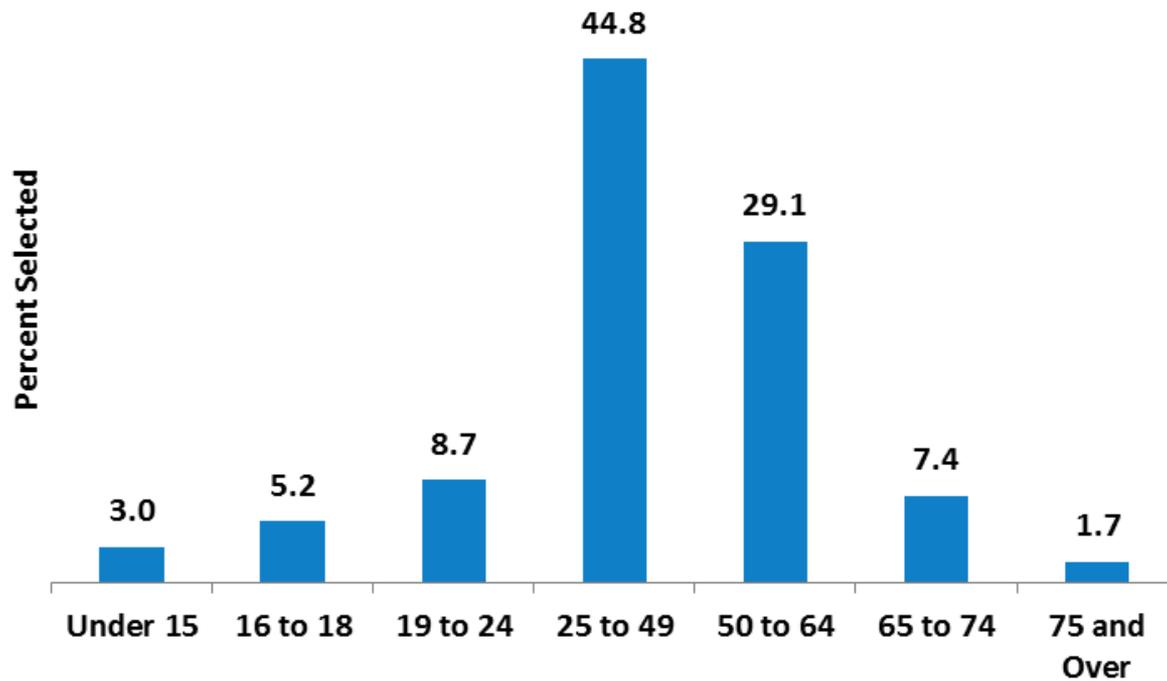


# Home Zip Code



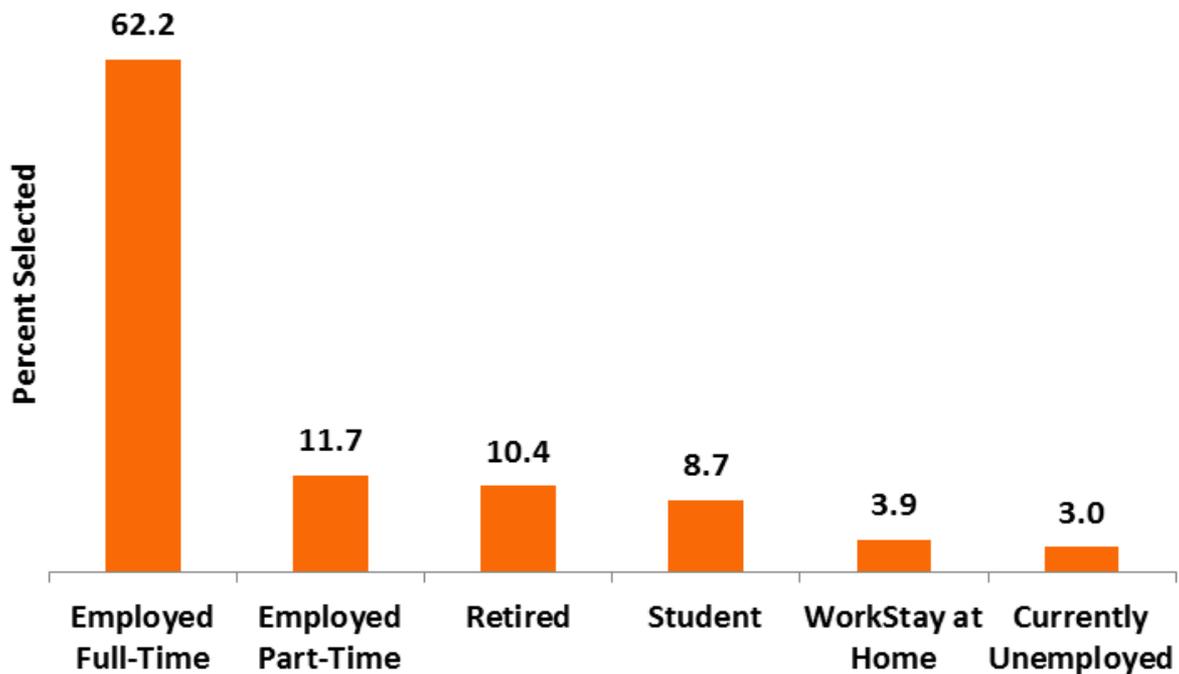
Home Zip Code	55812	55804	55807	55811	55806	54880	55805	55803	55802	55808	55810	55616	Other	Total
Count	30	23	23	23	20	18	18	16	9	9	8	6	26	229
Percentage	13.1	10.0	10.0	10.0	8.7	7.9	7.9	7.0	3.9	3.9	3.5	2.6	11.4	100.0

# Age Group

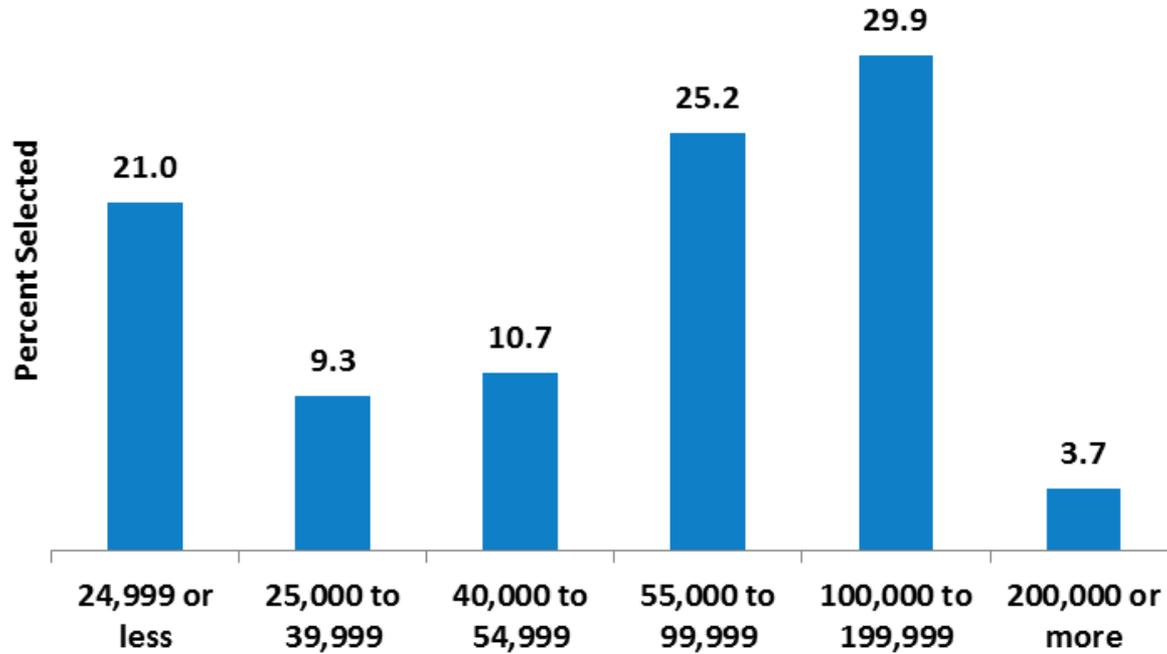


	Count	Percentage
Under 15	7	3.0
16 to 18	12	5.2
19 to 24	20	8.7
25 to 49	103	44.8
50 to 64	67	29.1
65 to 74	17	7.4
75 and Over	4	1.7
<b>Total</b>	<b>230</b>	<b>100.0</b>

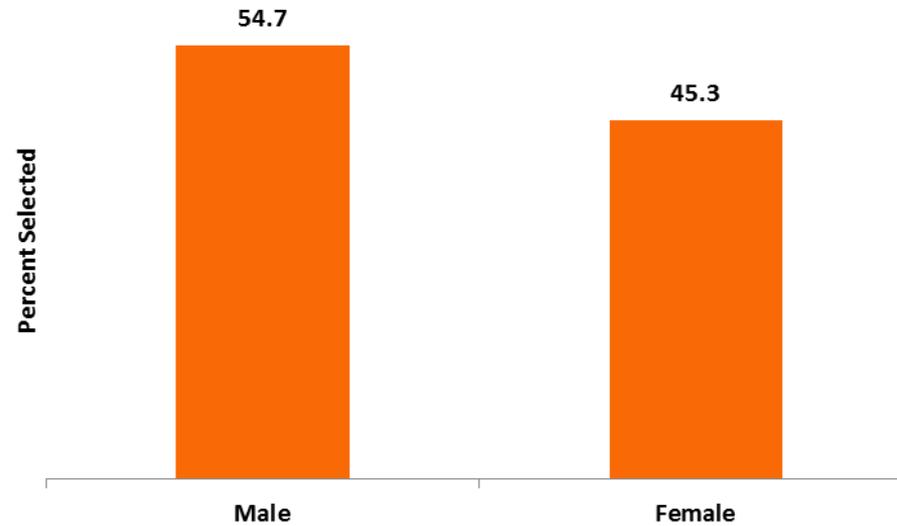
# Employment Status



	Count	Percentage
Employed Full-Time	143	62.2
Employed Part-Time	27	11.7
Retired	24	10.4
Student	20	8.7
WorkStay at Home	9	3.9
Currently Unemployed	7	3.0
<b>Total</b>	<b>230</b>	<b>100.0</b>



	Count	Percentage
24,999 or less	45	21.0
25,000 to 39,999	20	9.3
40,000 to 54,999	23	10.7
55,000 to 99,999	54	25.2
100,000 to 199,999	64	29.9
200,000 or more	8	3.7
<b>Total</b>	<b>214</b>	<b>100.0</b>



	<b>Count</b>	<b>Percentage</b>
<b>Male</b>	122	54.7
<b>Female</b>	101	45.3
<b>Total</b>	<b>223</b>	<b>100.0</b>