KY STATEWIDE TRANSPORTATION SURVEY #1

WHAT WE HEARD

MORE THAN 8,000 KENTUCKY RESIDENTS PARTICIPATED

In October 2021, an online survey to identify the issues that matter most for the future of Kentucky’s transportation system. The input provided will help shape the direction of statewide transportation planning between now and 2045.

TRANSPORTATION

TRAVEL BEHAVIOR
What types of transportation do you use weekly to get to where you want to go?

- 69% Drive Yourself
- 15% Bicycle
- 7% Walk

ROAD PRIORITIES
What are your top priorities for road improvements in Kentucky?

- 30% Well-Maintained roads & bridges
- 20% Increased safety with fewer crashes
- 18% Better traffic flow during rush hour

MUTIMODAL PRIORITIES
What are your top priorities for improvements to other types of transportation in Kentucky?

- 19% More options for pedestrians & bicycles
- 17% Additional rail, air, or port for passenger travel
- 14% Safe & easy transition between different types of transportation

FUNDING OPTIONS
Which of the following options would you most support as funding sources for transportation improvements?

- 66% Partnership between public sector & private investors
- 20% Government bonds (borrowing)
- 14% Tolls on roads or bridges

INVESTING IN THE FUTURE

HOW WOULD YOU SPEND THE TRANSPORTATION BUDGET?

Given $100... respondents on average would spend it on:

<table>
<thead>
<tr>
<th>Project</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-Maintained Roads/Bridges</td>
<td>$34</td>
</tr>
<tr>
<td>Safety and Health for All Users</td>
<td>$13</td>
</tr>
<tr>
<td>Pedestrian and Bicycle Facilities</td>
<td>$11</td>
</tr>
<tr>
<td>Bus Services</td>
<td>$10</td>
</tr>
<tr>
<td>Railways, Airports, and Riverports</td>
<td>$14</td>
</tr>
<tr>
<td>Improved Traffic Flow</td>
<td>$18</td>
</tr>
</tbody>
</table>

$100

YOUR VISION OF THE FUTURE

WHAT ARE THE MOST IMPORTANT PROJECT OUTCOMES TO YOU?

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-maintained Roads/Bridges</td>
<td></td>
</tr>
<tr>
<td>Increased Safety</td>
<td></td>
</tr>
<tr>
<td>Improved Traffic Flow</td>
<td></td>
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<tr>
<td>Economic Opportunities &amp; Jobs</td>
<td></td>
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<tr>
<td>Improved Quality of Life</td>
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<tr>
<td>Improved Travel Choices</td>
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<tr>
<td>Healthy Natural Environment</td>
<td></td>
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<tr>
<td>Alternative Fuels Infrastructure</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

$100

GET THERE TOGETHER
SURVEY METHODOLOGY

SURVEY OVERVIEW
The initial engagement with the statewide public involved the Kentucky Statewide Transportation Survey (Survey #1) designed to capture the issues, needs, and priorities across all modes of the transportation system. A web-based tool was used to obtain public and stakeholder input on the project. Survey #1 was prepared to determine transportation issues, needs, and preferences, and collect comments from the public. This survey collected input to inform the decision-making for the next two steps of the Long-Range Planning process – 1) Vision, Goals & Objectives, and Performance Measures, and 2) Scenario Planning of the LRSTP. The survey provided an opportunity for the public to communicate general information about the existing system and how it is funded. The survey questions fell into three categories of the type of info collected: Participant Demographics and their Transportation Behaviors, Transportation Issues / Needs / Priorities, and Survey Performance.

SURVEY PURPOSE
Survey #1 had two overall purposes as shown below:

1. Inform the population of the entire state and other system users of the importance of the LRSTP, the process and schedule for its development, and how input will be used in the creation of the Draft and Final LRSTP and Implementation Plan.

2. Involve the population of the entire state and other system users in meaningful ways to generate useful input that will support the decision-making for the LRSTP development.

PUBLIC COMMENT PERIOD
Survey #1 was open for 45 days to provide a reasonable time period for participants to learn about the feedback opportunity. The survey was open from October 22 through December 6, 2021.

The response rate to Survey #1 is considered to be highly successful compared to similar efforts according to MetroQuest. Respondents represented all 120 counties and provided feedback on issues and preferences across all modes of transportation.

SURVEY PROCESS
The survey was created using MetroQuest due to the user-friendly format and was offered both online and in printed copies. To encourage broad participation, a variety of tools were used to increase the public’s general awareness of the survey. A website was developed that included information about the LRSTP, a link to the survey, a video from KYTC Secretary Jim Gray encouraging survey participation, and a sign-up form for future information. Press releases were distributed to media outlets across the state, along with a major outreach effort through social media platforms. Posters and fact sheets were developed and mailed to businesses. Emails from the project team were sent to elected officials in all counties and all cities with populations over 20,000 as well as key leaders representing modal areas and interests. To track the effectiveness of the outreach methods, participants were asked how they learned about Survey #1. In addition, about halfway through the survey period, the project team identified the geographic regions with the lowest responses and then targeted those areas with paid Facebook advertisements.
Kentucky has a diverse population in terms of race, age, education, and income, and Survey #1 captured the responses and preferences that reflected that diversity.

**Participants by Age**

- Under 24: 5%
- 25 - 34: 16%
- 35 - 54: 42%
- 55+: 36%
- Prefer Not to Say: 1%

**Participants by Race**

- White: 86%
- Prefer Not to Say: 8%
- Black or African American: 2%
- Asian: 1%
- Hispanic or Latino: 1%
- Other: 1%
- American Indian or Alaska Indian: 0.5%
- Native Hawaiian or Pacific Islander: 0.5%

**Yearly Household Income**

- Under $20,000: 4%
- $21,000 - $40,000: 10%
- $41,000 - $60,000: 13%
- $61,000 - $80,000: 15%
- $81,000 - $100,000: 15%
- Over $100,000: 31%
- Prefer Not to Say: 12%

**Education Level**

- Bachelor’s Degree: 42%
- Master’s Degree/PhD: 29%
- High School Diploma/GED: 23%
- Prefer Not to Say: 5%
- No High School Diploma: 1%

**How Do You Learn About This Survey?**

- Social Media: 49%
- Email: 24%
- Friend/Colleague: 12%
- TV/Radio: 6%
- Newspaper: 4%
- Prefer Not to Say: 3%
- Flyer/Poster: 2%

**How Do You Travel?**

- Drive: 69%
- Walk: 15%
- Bicycle: 7%
- Bus: 3%
- Carpool/Rideshare: 4%
- Other: 2%

**Participants with Disabilities**

- Visually Impaired: 4.1%
- Mobility Impaired: 3.4%
- Hearing Impaired: 3.4%
A series of questions within the survey were developed to gain a better understanding of the public’s preferences on roadway improvements and other modal transportation options. Participants also shared their preferences regarding the funding mechanisms which they believe should be used for transportation projects.

**OVERVIEW OF TRANSPORTATION PRIORITIES**

When it comes to Kentucky roads, survey respondents expressed a desire to maintain roads and bridges, increase safety, and improve traffic flow as their top three priorities. For other forms of transportation, there was no alternate mode of transportation provided that received more than 19% of responses. Priorities were fairly evenly distributed among all options with the exception of additional bus routes between cities receiving less than 10%. In terms of funding mechanisms, public-private partnerships and government bonds received the most responses, at 22% and 20%, respectively, but there was not a general consensus on the best alternative.

**WHAT ARE YOUR TOP PRIORITIES FOR ROAD IMPROVEMENTS IN KENTUCKY?**

- **18%** Better Flow of Traffic During Rush Hour
- **17%** Improved Routes for Health and Security
- **16%** Increased Safety with Fewer Crashes
- **15%** Well-Maintained Roads and Bridges
- **12%** Healthy Environment
- **12%** Improved Direction Signs, Traffic Signals, and Pavement Markings
- **9%** Other
- **5%** Better Delivery of Our Goods and Supplies
- **3%** Other

**WHAT ARE YOUR TOP PRIORITIES FOR IMPROVEMENTS TO OTHER TYPES OF TRANSPORTATION IN KENTUCKY?**

- **20%** Access to Bus Services within Communities
- **19%** More Options for Pedestrians and Bicycles
- **17%** Improved Direction Signs, Traffic Signals, and Pavement Markings
- **13%** Well-Maintained Roads and Bridges
- **13%** Healthy Environment
- **9%** Additional Railways, Airports, or Riverports for Passenger Travel
- **7%** Safe and Easy Transition Between Different Types of Transportation
- **5%** Better Delivery of Our Goods and Supplies
- **3%** Other

**WHICH OF THE FOLLOWING OPTIONS WOULD YOU MOST SUPPORT AS FUNDING SOURCES FOR TRANSPORTATION IMPROVEMENTS?**

- **22%** Government Bonds (Borrowing)
- **14%** Partnerships Between Public Sector and Private Investors
- **10%** Collect Taxes on Miles Traveled by User
- **7%** Tolls on Roads or Bridges
- **6%** Increase Property Taxes
- **6%** Other
- **5%** Increase Fuel Taxes
- **3%** Increase Vehicle Tax and Registration Fees
- **6%** Other
- **3%** Other
The investment preferences for improvements were captured through questions within the survey that allowed participants to share how they would like to see transportation funds spent and the outcomes they would like to receive from transportation investment.

**OVERVIEW OF TRANSPORTATION SPENDING**

Survey respondents would prefer to see that a third of transportation funds be spent on maintaining the existing roads and bridges followed by one-fifth of funds to improve traffic flow and congestion. Similarly, the most important project outcomes participants wanted to see were well-maintained roads and bridges, improved safety, and improved traffic flow.

**HOW WOULD YOU SPEND THE TRANSPORTATION BUDGET?**

**GIVEN $100...**

average respondent would spend it on:

- **Well-Maintained Roads & Bridges** $34
- **Improved Traffic Flow** $18
- **Raiways, Airports, and Riverports** $14
- **Safety & Health For All Users** $13
- **Pedestrian & Bicycle Facilities** $11
- **Bus Services** $10
- **Economic Opportunities & Jobs** 13%
- **Improved Quality of Life** 12%
- **Improved Travel Choices** 11%
- **Increased Safety** 14%
- **Healthy Natural Environment** 10%
- **Alternative Fuels Infrastructure** 8%

**SURVEY COMMENTS**

Over 4,100 comments were received with the survey. The Kentucky Speaks word cloud on the following page illustrates the most frequent key words and phrases submitted.
SEPARATED AND SAFER BIKE LANES

IMPROVED MASS TRANSIT

MORE BIKE LANES

MAINTENANCE

WIDEN ROADS

more train services

SEPARATED AND SAFER BIKE LANES

BETTER TRANSPORTATION

better lighting

MAINTENANCE & SAFER ROADS

more hiking trails

NEED LIGHT RAIL

improved interstates and parkways

TRUCK LANES

crosswalks

SAFETY

transportation options for disabled

IMPROVEMENT TO RURAL ROADS

content

more guard rails

More rest areas/travel centers

FEWER TRUCK LANES

more hiking trails

improve truck lanes

congestion

branched

POTHOLES

safety

safer sidewalks

road markings

travel to medical appointments

SAFETY

improved interstates and parkways

IMPROVED MASS TRANSIT

running paths for healthier lifestyle

NEW BRIDGES

better truck lighting

IMPROVED MASS TRANSIT

reflective road markings

truck parking

MAINTENANCE & SAFER ROADS

better lighting

Feet and more hiking trails

MAINTENANCE & SAFER ROADS

IMPROVED MASS TRANSIT

Hikes and more hiking trails

MAINTENANCE & SAFER ROADS

more hiking trails