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
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.
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.

It's 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

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.
Screen 3 – Tradeoffs

What is more important?

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
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?

- Moving Fast and Efficiently
- Building the Economy
- Supporting Great Places
- Health of People and Environment

Drag the stars to invest our limited resources:

- Moving Fast and Efficiently: 1 star
- Building the Economy: 0 stars
- Supporting Great Places: 0 stars
- Health of People and Environment: 0 stars
Screen 5 – Stay Involved

Sustainable Choices 2045

**Tell us a bit about yourself**

**About You (Optional)**

- **Home Zip Code**
  - Type...

- **Age**
  - Select...

- **Employment Status**
  - Select...

- **Household Income**
  - Select...

- **Gender**
  - Select...

- 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](https://www.facebook.com).

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Appendix C - MetroQuest Phase 2 Survey Summary & Results
Results

Overview
Survey Overview

Start Date: November 8, 2018
End Date: January 2, 2019

686 total impressions (40%)

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.
Survey Participants

Participants

275
Participants by Platform

Web
89%

Mobile
11%

Appendix C - MetroQuest Phase 2 Survey Summary & Results
Results

Priorities
(screen 2)
Priorities (Summary of Rankings)

Rank, by total count.

1. Maintain Infrastructure
   - 52 (37%)
   - 20 (14%)
   - 22 (16%)
   - 14 (10%)
   - 32 (23%)
   Times ranked: 140
   Average rank: 2.671

2. Provide Choices for All
   - 25 (19%)
   - 31 (24%)
   - 30 (23%)
   - 18 (14%)
   - 25 (19%)
   Times ranked: 129
   Average rank: 2.899

3. Address Inefficiencies
   - 27 (17%)
   - 39 (24%)
   - 41 (25%)
   - 30 (18%)
   - 26 (16%)
   Times ranked: 163
   Average rank: 2.933

4. Evidence-Based Decisions
   - 28 (18%)
   - 33 (22%)
   - 33 (22%)
   - 33 (22%)
   - 25 (16%)
   Times ranked: 152
   Average rank: 2.961

5. Community Needs & Wants
   - 28 (19%)
   - 34 (24%)
   - 27 (19%)
   - 24 (17%)
   - 31 (22%)
   Times ranked: 144
   Average rank: 2.972

6. Reduce Environmental Problems
   - 31 (22%)
   - 25 (18%)
   - 25 (18%)
   - 34 (24%)
   - 26 (18%)
   Times ranked: 141
   Average rank: 2.993

7. Ensure Access
   - 26 (20%)
   - 21 (16%)
   - 23 (17%)
   - 29 (22%)
   - 33 (25%)
   Times ranked: 132
   Average rank: 3.167

8. Induce Economic Activity
   - 10 (9%)
   - 21 (18%)
   - 22 (19%)
   - 40 (35%)
   - 22 (19%)
   Times ranked: 115
   Average rank: 3.374

Appendix C - MetroQuest Phase 2 Survey Summary & Results
Priorities (Average Rank)

- Maintain Infrastructure: 2.67
- Provide Choices for All: 2.88
- Address Inefficiencies: 2.93
- Evidence-Based Decisions: 2.96
- Community Needs and Wants: 2.97
- Reduce Environ. Problems: 2.99
- Ensure Access: 3.18
- Induce Economic Activity: 3.38
Top-Ranked Priorities (# all participants)

* Ordered based on priorities ranked first

Appendix C - MetroQuest Phase 2 Survey Summary & Results
Top-Ranked Priorities (% all participants)

- Maintain Infrastructure: 36.9%
- Reduce Environmental Problems: 22.0%
- Ensure Access: 18.4%
- Community Needs and Wants: 19.5%
- Provide Choices for All: 19.4%
- Evidence-Based Decisions: 18.1%
- Address Inefficiencies: 16.1%
- Induce Economic Activity: 34.5%

* Ordered based on priorities ranked first
Ranked Priorities (# by Age)

* 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)

* Top 5 votes by each participant and their income group.
Ranked Priorities (% by Income)

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

Appendix C - MetroQuest Phase 2 Survey Summary & Results

21 of 52
**Ranked Priorities (# by Gender)**

* Top 5 votes by each participant and their gender.

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**Female**

- **Provide Choices for All**: 54
- **Ensure Access**: 51
- **Evidence-Based Decisions**: 58
- **Address Inefficiencies**: 53
- **Reduce Environmental Problems**: 53
- **Induce Economic Activity**: 55
- **Community Needs and Wants**: 44
- **Maintain Infrastructure**: 31

**Male**

- **Provide Choices for All**: 49
- **Ensure Access**: 55
- **Evidence-Based Decisions**: 51
- **Address Inefficiencies**: 61
- **Reduce Environmental Problems**: 72
- **Induce Economic Activity**: 71
- **Community Needs and Wants**: 61
- **Maintain Infrastructure**: 69

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Appendix C - MetroQuest Phase 2 Survey Summary & Results
Ranked Priorities (% by Gender)

* Top 5 votes by each participant and their gender.

Appendix C - MetroQuest Phase 2 Survey Summary & Results
Results

Tradeoffs (screen 3)
Tradeoff #1: Prioritize Multiple Modes vs Prioritize Automobiles

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

![Chart showing percentage of respondents]

- **45.1%** Choose Prioritize Multiple Modes
- **20.6%** Neutral
- **12.8%** Prioritize Automobiles
- **10.1%**
- **11.3%**

**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...

- **Percentage of Respondents**
  - Maintain All Infrastructure: 8.7%
  - Maintain Critical Infrastructure: 34.1%
  - Neutral: 11.9%
  - Greater: 31.7%

**Maintain All Infrastructure**
- Maintain the entire system as is
- Maintain all portions of the system regardless of level of use

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

**Note**
This does not imply being completed all at once, which is financially impossible. It would be completed over many years.
Tradeoff #3: Data, Analysis, & Research vs Political & Societal Factors

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

<table>
<thead>
<tr>
<th>Community Investment Opportunities</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health of People and Environment</td>
<td>190</td>
<td>25.2%</td>
</tr>
<tr>
<td>Reducing Injuries and Crashes</td>
<td>152</td>
<td>20.2%</td>
</tr>
<tr>
<td>Supporting Great Places</td>
<td>142</td>
<td>18.9%</td>
</tr>
<tr>
<td>Building the Economy</td>
<td>140</td>
<td>18.6%</td>
</tr>
<tr>
<td>Moving Fast and Efficiently</td>
<td>129</td>
<td>17.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>753</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
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...

* 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.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>0 Stars</th>
<th>1 Star</th>
<th>2 Stars</th>
<th>3 Stars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 15</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>16 to 18</td>
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<td>0</td>
<td>4</td>
</tr>
<tr>
<td>19 to 24</td>
<td>2</td>
<td>4</td>
<td>12</td>
<td>37</td>
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<td>25 to 49</td>
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<td>50 to 64</td>
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<td>65 to 74</td>
<td>0</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>75 and Over</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Supporting Great Places (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.
* 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...

* 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...

* 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.
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.
Supporting Great Places (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.
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.

<table>
<thead>
<tr>
<th>Income Group</th>
<th>3-Stars</th>
<th>2-Stars</th>
<th>1-Star</th>
<th>Zero Stars</th>
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<td>24,999 or less</td>
<td>0</td>
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<td>1</td>
<td>0</td>
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<tr>
<td>25,000 to 39,999</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>40,000 to 54,999</td>
<td>34</td>
<td>13</td>
<td>13</td>
<td>29</td>
</tr>
<tr>
<td>55,000 to 99,999</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>28</td>
</tr>
<tr>
<td>100,000 to 199,999</td>
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<td>1</td>
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</tr>
<tr>
<td>200,000 or more</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>
Reducing Injuries and Crashes (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.
Moving Fast and Efficiently (by Gender)

Total Stars Allocated by Gender...

- 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.

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### Appendix C - MetroQuest Phase 2 Survey Summary & Results

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* Zero Stars  | 1-Star  | 2-Stars  | 3-Stars  |
---|---|---|---|
**Female** | | | |
3-Stars | 0 | | |
2-Stars | 4 | | |
1-Star | 39 | | |
Zero Stars | 57 | | |
**Male** | | | |
3-Stars | | 2 | |
2-Stars | | 2 | |
1-Star | | 54 | |
Zero Stars | | 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.

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
</tr>
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<tbody>
<tr>
<td>3-Stars</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>2-Stars</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>1-Star</td>
<td>37</td>
<td>73</td>
</tr>
<tr>
<td>Zero Stars</td>
<td>62</td>
<td>42</td>
</tr>
</tbody>
</table>

Total Stars Allocated by Gender...
Supporting Great Places (by Gender)

Total Stars Allocated by Gender...

* 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.

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
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<tbody>
<tr>
<td>3-Stars</td>
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<td>1</td>
</tr>
<tr>
<td>2-Stars</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>1-Star</td>
<td>45</td>
<td>60</td>
</tr>
<tr>
<td>Zero Stars</td>
<td>54</td>
<td>54</td>
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</tbody>
</table>

Appendix C - MetroQuest Phase 2 Survey Summary & Results
* 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.

### Total Stars Allocated by Gender

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
</tr>
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<tbody>
<tr>
<td>Zero Stars</td>
<td>24</td>
<td>50</td>
</tr>
<tr>
<td>1-Star</td>
<td>62</td>
<td>65</td>
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<tr>
<td>3-Stars</td>
<td>3</td>
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</tr>
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</table>

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**Note:** The pie chart indicates the distribution of participants by gender: 44.3% female and 55.7% male.
Reducing Injuries and Crashes (by Gender)

Total Stars Allocated by Gender...

* 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.

<table>
<thead>
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<td>5</td>
<td>1</td>
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<tr>
<td>1-Star</td>
<td>61</td>
<td>58</td>
</tr>
<tr>
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<td>33</td>
<td>60</td>
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Results

Stay Involved (screen 5)
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<th>55807</th>
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<th>55808</th>
<th>55810</th>
<th>55616</th>
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<th>Total</th>
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<td>16</td>
<td>9</td>
<td>9</td>
<td>8</td>
<td>6</td>
<td>26</td>
<td>229</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>13.1</td>
<td>10.0</td>
<td>10.0</td>
<td>10.0</td>
<td>8.7</td>
<td>7.9</td>
<td>7.9</td>
<td>7.0</td>
<td>3.9</td>
<td>3.9</td>
<td>3.5</td>
<td>2.6</td>
<td>11.4</td>
<td>100.0</td>
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Age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Count</th>
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</thead>
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<tr>
<td>Under 15</td>
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</tr>
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<td>16 to 18</td>
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<td>5.2</td>
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<td>75 and Over</td>
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<td>1.7</td>
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<td><strong>Total</strong></td>
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Employment Status

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<td>Employed Part-Time</td>
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<td>Retired</td>
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<td>3.9</td>
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<td>Currently Unemployed</td>
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<tr>
<td><strong>Total</strong></td>
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### Income

<table>
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<tr>
<th>Income Range</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
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<td>24,999 or less</td>
<td>45</td>
<td>21.0</td>
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<td>25,000 to 39,999</td>
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<td>9.3</td>
</tr>
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<td>40,000 to 54,999</td>
<td>23</td>
<td>10.7</td>
</tr>
<tr>
<td>55,000 to 99,999</td>
<td>54</td>
<td>25.2</td>
</tr>
<tr>
<td>100,000 to 199,999</td>
<td>64</td>
<td>29.9</td>
</tr>
<tr>
<td>200,000 or more</td>
<td>8</td>
<td>3.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>214</td>
<td><strong>100.0</strong></td>
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</table>
Gender

<table>
<thead>
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<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
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<td>Female</td>
<td>101</td>
<td>45.3</td>
</tr>
<tr>
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