Year 2040
Metropolitan Transportation Plan

Regional
Public Opinion Survey

Prepared for the
St. Joseph Area Transportation Study Organization
(SJATSO)
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Background
The St. Joseph Area Transportation Study Organization (SJATSO), the Metropolitan Planning Organization (MPO) for the region, contracted with URS Corporation and ETC Institute, to conduct a scientific survey of area residents in June/July 2013. The purpose of the survey was to inform the update the SJATSO 2040 Metropolitan Transportation Plan (MTP). The MTP has been previously referred to as the Long Range Transportation Plan (LRTP).

The goal was to complete 400 surveys, providing a 95% level of confidence with a margin of error of +/- 5%. The goal was achieved with 406 completed surveys from the three-county MPO area. The survey instrument included the same questions as those used in the 2008 survey. The results from this survey are compared to the 2008 survey results, and when possible are compared to the 2004 survey (note, the 2004 survey contained different questions from the 2008 and 2013 surveys). The results for each survey question, and survey instrument, are provided in a detailed ETC survey report.

Purpose
The Public Involvement Plan (PIP) for the St. Joseph Area 2040 Metropolitan Transportation Plan has identified several outreach techniques (i.e., focus groups, stakeholder interviews) to help the MTP Steering Committee members gain more insight into the transportation issues affecting the three-county MPO area. This Public Opinion Survey has been designed to:

- Scientifically gather information from the public regarding the existing transportation system and future transportation needs;
- Identify new insight relative to improving transportation services in the St. Joseph MPO area, and
- Help the MTP Steering Committee prioritize potential short-term and long-term transportation solutions.

Survey Methodology
The study area, as defined by Census, included the Missouri cities of St. Joseph, Country Club Village, Agency, Easton and Savannah, as well as the Kansas cities of Elwood and Wathena. The survey sample was drawn according to Census data and was proportionate to the populations of the ten study area zip codes - 64401, 64443, 64485, 64501, 64503, 64504, 64505, 64506, 64507, and 66090. Once the sampling plan was approved, the sample was purchased from Marketing Systems Group (MSG), a nationally known survey sample vendor. The surveys were conducted by phone in June/July 2013. Table 1 summarizes the 2010 Census data and 2013 survey sample size.
The 2013 survey included the same questions as the 2008 survey which was used to update the 2035 LRTP. Previous surveys were also completed in 2004 and 1997 are part of the LRTP updates; however, these survey questions varied from the 2008 and 2013 surveys. When possible, comparisons that can be made to the 2004 and 1997 surveys are provided in this summary. The following symbols are used to show the trend between the 2008 and 2013 surveys.

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Primary Municipality</th>
<th>Survey Respondents</th>
<th>Percent of Respondents</th>
<th>2010 Census Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>64401</td>
<td>Agency, MO</td>
<td>6</td>
<td>1.5%</td>
<td>1.4%</td>
</tr>
<tr>
<td>64443</td>
<td>Easton, MO</td>
<td>5</td>
<td>1.2%</td>
<td>1.1%</td>
</tr>
<tr>
<td>64485</td>
<td>Savannah, MO</td>
<td>28</td>
<td>6.9%</td>
<td>8.1%</td>
</tr>
<tr>
<td>64501</td>
<td>Saint Joseph, MO</td>
<td>57</td>
<td>14.0%</td>
<td>12.5%</td>
</tr>
<tr>
<td>64503</td>
<td>Saint Joseph, MO</td>
<td>48</td>
<td>11.8%</td>
<td>12.9%</td>
</tr>
<tr>
<td>64504</td>
<td>Saint Joseph, MO</td>
<td>49</td>
<td>12.1%</td>
<td>10.7%</td>
</tr>
<tr>
<td>64505</td>
<td>Saint Joseph, MO</td>
<td>52</td>
<td>12.8%</td>
<td>13.1%</td>
</tr>
<tr>
<td>64506</td>
<td>Saint Joseph, MO</td>
<td>93</td>
<td>22.9%</td>
<td>24.0%</td>
</tr>
<tr>
<td>64507</td>
<td>Saint Joseph, MO</td>
<td>57</td>
<td>14.0%</td>
<td>13.7%</td>
</tr>
<tr>
<td>66090</td>
<td>Wathena, KS</td>
<td>11</td>
<td>2.7%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

Beginning with the 2008 survey, the age of the survey participant was recorded. Almost half, 49%, of the survey respondents in 2008 were 55 years old or older. This is likely due to a number of factors: 1) the aging of the population; 2) federal telecommunication laws banning cold calling of wireless devices, which are often the sole means of telephone communication for younger people; and 3) younger people may screen calls. This also resulted in a large number of respondents who indicated their employment status as “Retired” or “Other” (e.g. disabled). As part of the 2013 survey, an effort was made to control the response rate of 55 years old or older to be more consistent with the regional age distribution. The 2013 survey response rate of 55 years old or older was 33% which provided a better distribution of survey respondents.
Survey Results

Accessibility

Table 2 shows public opinion with regard to perceptions of difficulty, or ease, of access to areas throughout the region. The question in 2004 related to ease of access specifically by automobile, whereas the 2013, 2008 and 1997 questions did not. While 2004 and 1997 results are provided, the best comparison is between the 2013 and 2008 results.

Generally speaking, the 2013 survey results regarding accessibility remained the same, or slightly improved, from the 2008 survey. The one exception is the East End of St. Joseph, which increased two percentage points in terms of being difficult or very difficult to access. While this response falls within the margin of error, it begins to show a growing concern about mobility issues in the east side of St. Joseph which is reflected in other survey responses.

Table 2 – Difficulty of Access

<table>
<thead>
<tr>
<th>Location</th>
<th>1997 Accessibility Difficulty</th>
<th>2004 Difficult to Reach by Auto</th>
<th>2008 Difficult / very difficult to travel there</th>
<th>2013 Difficult / very difficult to travel there</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown St. Joseph</td>
<td>26%</td>
<td>7%</td>
<td>18%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Elwood/Wathena Area</td>
<td>n/a</td>
<td>6%</td>
<td>16%</td>
<td>13%</td>
<td>↑</td>
</tr>
<tr>
<td>South End of St. Joseph</td>
<td>16%</td>
<td>11%</td>
<td>14%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Savannah</td>
<td>n/a</td>
<td>4%</td>
<td>13%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>North End of St. Joseph / Village of Country Club</td>
<td>15%</td>
<td>7%</td>
<td>12%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>East End of St. Joseph</td>
<td>14%</td>
<td>6%</td>
<td>8%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Riverside Road</td>
<td>n/a</td>
<td>6%</td>
<td>12%</td>
<td>7%</td>
<td>↑</td>
</tr>
</tbody>
</table>

NOTE: In 2004, respondents had a choice of “difficulty” “no difficulty” or “don’t know”. In 2008 and 2013, respondents ranked difficulty on a scale of 1 (very difficult) to 5 (very easy). These tabulations reflect those survey responses that were either 1 or 2.

Roadway Safety

Survey respondents were asked about their perceived levels of safety on various roadways in the St. Joseph area and in Downtown St. Joseph. In the 2004, survey respondents were asked to evaluate roadways as good, average, or poor in terms of safety. In 2008 and 2013, respondents were asked to evaluate roadways on a scale of 1 to 5 with 1 being “very unsafe” and 5 being “very safe.” Table 3 presents the results of the 2013 and 2008 surveys (2004 survey results provided for informational purposes but do not allow for a direct comparison to the 2013 and 2008 survey results).
A comparison of the 2013 and 2008 survey results shows the Belt Highway remains a high priority roadway perceived as being unsafe or very unsafe. In 2013, 27% of survey respondents rated the Belt Highway as unsafe or very unsafe compared to 30% in 2008. Downtown St. Joseph was previously identified as the highest concern in the 2008 survey (32%) but improved ten percentage points (22%) in the 2013 survey. This improvement could reflect that survey respondents are becoming more comfortable over time with the conversion of one-way streets that took place in the downtown area.

Frederick Avenue also showed improvement between 2008 and 2013. In 2008, 21% indicated this corridor was unsafe or very unsafe while 16% responded the same way in 2013. Riverside Road was the only corridor that showed any significant decrease in safety perception. In 2008, 9% felt this corridor was unsafe or very unsafe compared to 13% in 2013. I-29 also showed a slight decrease from 8% in 2008 to 10% in 2013. Table 3 provides a comparison of the 2004, 2008 2013 survey responses.

### Table 3 – Roadways Perceived to be Unsafe

<table>
<thead>
<tr>
<th>Roadway</th>
<th>2004</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belt Highway</td>
<td>29%</td>
<td>30%</td>
<td>27%</td>
<td>↑</td>
</tr>
<tr>
<td>Downtown St. Joseph</td>
<td>22%</td>
<td>32%</td>
<td>22%</td>
<td>↑</td>
</tr>
<tr>
<td>Frederick Avenue</td>
<td>16%</td>
<td>21%</td>
<td>16%</td>
<td>↑</td>
</tr>
<tr>
<td>Jules Street</td>
<td>10%</td>
<td>16%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>St. Joseph Avenue</td>
<td>13%</td>
<td>15%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Riverside Road</td>
<td>11%</td>
<td>9%</td>
<td>13%</td>
<td>↓</td>
</tr>
<tr>
<td>Faraon Street</td>
<td>9%</td>
<td>13%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Highway 71</td>
<td>6%</td>
<td>10%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Interstate 29</td>
<td>4%</td>
<td>8%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Highway 36</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Interstate 229</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

* Trend compares 2008 and 2013 survey results.

**Levels of Congestion**

Survey respondents were asked in 2013 and 2008 to evaluate their perceived levels of traffic congestion on various roadways in the St. Joseph area and in downtown St. Joseph. Respondents were asked to evaluate the roadways on a scale of 1 to 5, with 1 being “very congested” and 5 being “not at all congested.”
Generally speaking, the perceived level of congestion on all the area roadway corridors improved or stayed the same between 2008 and 2013. In 2008, 63% of the respondents considered the Belt Highway to be congested while in 2013 this dropped to 59%. Frederick Avenue was identified as somewhat congested or very congested by the second most survey respondents (44%) in 2008 but improved to 37% in 2013. Riverside Road was the only corridor that showed a slight increase (15% to 16%) in traffic congestion between 2008 and 2013. Considering the margin of error, this increase is not significant. Table 4 summarizes the 2008 and 2013 survey responses.

**Table 4 – Congestion Levels on Roadways**

<table>
<thead>
<tr>
<th>Roadway / Area</th>
<th>2008 (%)</th>
<th>2013 (%)</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belt Highway</td>
<td>63%</td>
<td>59%</td>
<td>↑</td>
</tr>
<tr>
<td>Frederick Avenue</td>
<td>44%</td>
<td>37%</td>
<td>↑</td>
</tr>
<tr>
<td>Interstate 29</td>
<td>30%</td>
<td>25%</td>
<td>↑</td>
</tr>
<tr>
<td>Downtown St. Joseph</td>
<td>32%</td>
<td>24%</td>
<td>↑</td>
</tr>
<tr>
<td>St. Joseph Avenue</td>
<td>21%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Riverside Road</td>
<td>15%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Highway 36</td>
<td>14%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Jules Street</td>
<td>14%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Highway 71</td>
<td>13%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Faraon Street</td>
<td>16%</td>
<td>11%</td>
<td>↑</td>
</tr>
<tr>
<td>Interstate 229</td>
<td>13%</td>
<td>10%</td>
<td>↑</td>
</tr>
</tbody>
</table>

**Frequency of Travel To or Within Downtown**

Downtown St. Joseph is the traditional center of the metropolitan area. Generally speaking, the frequency of travel to downtown St. Joseph has remained relatively the same. Table 5 shows the frequency of travel to downtown St. Joseph.

**Table 5 – Frequency of Travel to Downtown St. Joseph**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2008 (%)</th>
<th>2013 (%)</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four or more times per week</td>
<td>23%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Two to three times per week</td>
<td>21%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Once a week</td>
<td>14%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Twice a month</td>
<td>15%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Once a month or less</td>
<td>27%</td>
<td>24%</td>
<td></td>
</tr>
</tbody>
</table>
Reasons for Not Travelling to Downtown St. Joseph More Often

The 2004 survey asked questions related to travel and parking in downtown. Expectedly, many expressed complaints about confusing one-way streets (30%) and limited parking (17%), while 25% said that there was not enough to do. Taking a cue from this latter response, the 2008 and 2013 surveys asked respondents the main reason that they do not go downtown more often. The results were clear that people would go downtown more if there were more shops and entertainment in downtown St. Joseph (42% in 2013 and 44% in 2008) while difficulty parking remained a concern (19% in 2013 and 21% in 2008). These results held for both among the population as a whole and those who travel downtown at least once a week. This potential means that there is latent demand for more shops and entertainment in downtown St. Joseph. Table 6 shows the main reasons why people do not go downtown more often.

Table 6 – Main Reason for Not Traveling to Downtown St. Joseph More Often

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough shopping or entertainment</td>
<td>44%</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>Difficulty parking</td>
<td>21%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Difficulty finding my way around</td>
<td>4%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Concern about crime</td>
<td>4%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Traffic congestion</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Downtown St. Joseph is too far away</td>
<td>5%</td>
<td>2%</td>
<td>↑</td>
</tr>
<tr>
<td>Bus service is not frequent enough</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Some other reason</td>
<td>19%</td>
<td>28%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Weekly Travel Frequency to Various Destinations

Approximately two out of three (68%) respondents indicated that they travel to the Shops in North Village on a weekly basis. This is up ten percentage points from the 2008 survey when 58% of respondents traveled to the shops on a weekly basis. Travel to downtown St. Joseph is up slightly to 61% but by comparison did not increase as much as the Shops in North Village. In 2008, survey responses indicated an equal likelihood of traveling to downtown St. Joseph and the Shops in North Village (both at 58%). Table 7 provides a comparison of the 2008 and 2013 survey responses regarding weekly travel frequency to various destinations (multiple selections could be made).
Table 7 – Weekly Travel Frequency to Certain Destinations

<table>
<thead>
<tr>
<th>Destination</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Savannah</td>
<td>13%</td>
<td>16%</td>
<td>↑</td>
</tr>
<tr>
<td>Downtown Wathena</td>
<td>8%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Shops in North Village</td>
<td>58%</td>
<td>68%</td>
<td>↑</td>
</tr>
<tr>
<td>Downtown St. Joseph</td>
<td>58%</td>
<td>61%</td>
<td>↑</td>
</tr>
</tbody>
</table>

Priority for Transportation-Related Improvements
Survey respondents were asked to identify priorities for transportation-related improvements. Generally speaking, there was little change between the 2013 and 2008 survey responses. The South End of St. Joseph remained the highest priority (sum of high and medium priority) at 67%. Downtown St. Joseph dropped slightly from 67% to 63% between 2008 and 2013. Table 8 summarized the 2008 and 2013 survey results. 2004 results are also included; however, the question was phrased differently.

Table 8 – Priority for Transportation-Related Improvements

<table>
<thead>
<tr>
<th>Areas for Transportation-Related Improvements</th>
<th>2004</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>South End of St. Joseph</td>
<td>20%</td>
<td>68%</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>Downtown St. Joseph</td>
<td>34%</td>
<td>67%</td>
<td>63%</td>
<td>↑</td>
</tr>
<tr>
<td>East End of St. Joseph</td>
<td>17%</td>
<td>61%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>North End of St. Joseph</td>
<td>21%</td>
<td>60%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Joseph/Country Club Village</td>
<td>21%</td>
<td>60%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Riverfront</td>
<td>n/a</td>
<td>55%</td>
<td>45%</td>
<td>↑</td>
</tr>
<tr>
<td>Savannah</td>
<td>5%</td>
<td>34%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Elwood/Wathena area</td>
<td>9%</td>
<td>30%</td>
<td>27%</td>
<td>↑</td>
</tr>
</tbody>
</table>

* Trend compares 2008 and 2013 survey results.
Use of Public Transportation to Get Around St. Joseph Area
Since 2004, survey respondents have been asked if they use public transportation to get around the St. Joseph area. In 2004, 5% of survey respondents indicated that they used public transportation. This spiked in 2008 to 11% and was at 8% in 2013. Overall, the 5% to 11% transit usage range is generally higher than similar sized metropolitan areas and reflects a long history of transit usage, and support, in the area.

One possible explanation for the difference between 2008 and 2013 is that the 2008 survey had a higher percentage of older adults (over age 55). In many cases, older adults tend to have higher transit ridership. Another possibility is that the ridership in 2008 simply fell within the 5% margin of error as the total transit ridership was relatively the same between 2008 and 2013. Table 9 summarizes the use of public transportation since the 2004 survey.

### Table 9 – Use of Public Transportation

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ride Public Transportation</td>
<td>5%</td>
<td>11%</td>
<td>8%</td>
<td>↓</td>
</tr>
</tbody>
</table>

* Trend compares 2008 and 2013 survey results.

Types of Trips where Transit is Used
Table 10 summarizes the types of transit trips by those survey respondents who indicated that they used public transportation (survey respondents could provide multiple responses). Overall, the survey responses for all trip types increased between 2008 and 2013. The most significant increases were for hospital/medical trips which increased from 26% in 2008 to 59% in 2013. Another significant increase was for other trips which increased from 6% in 2008 to 59% in 2013. Work trips also increased (18% to 32%) but represent a low percentage compared to the other trip types.

### Table 10 – Types of Trips where Transit is Used

<table>
<thead>
<tr>
<th>Trip Purpose</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Trip</td>
<td>18%</td>
<td>32%</td>
<td>↑</td>
</tr>
<tr>
<td>Shopping</td>
<td>32%</td>
<td>41%</td>
<td>↑</td>
</tr>
<tr>
<td>Entertainment</td>
<td>18%</td>
<td>35%</td>
<td>↑</td>
</tr>
<tr>
<td>Hospital/Medical</td>
<td>26%</td>
<td>59%</td>
<td>↑</td>
</tr>
<tr>
<td>Some other trip</td>
<td>6%</td>
<td>59%</td>
<td>↑</td>
</tr>
</tbody>
</table>
The 2013 survey included one new question which asked survey respondents to indicate a reason for not using public transportation. 81% of survey respondents indicated that they prefer to drive. 9% indicated there was no transit stop near their location while 7% indicated that the bus took too long to get to their destination.

**Bicycle Trails and Sidewalks in St. Joseph**
Survey respondents were asked in 2004, 2008 and 2013 to rate bicycle trails and sidewalks in the St. Joseph Area. Fewer respondents rated bicycle trails and sidewalks in “Good” or “Excellent” condition in 2013 as compared to 2004. Satisfaction with the trails and sidewalks was highest in 2008 when more than three quarters of survey respondents rated the bicycle trails and sidewalks as “Good” or “Excellent.” Reasons for the decline shown in the most recent results should be explored. Table 11 provides a comparison of the 2008 and 2013 data.

<table>
<thead>
<tr>
<th>Areas Most Needing Bicycle Trails and Sidewalks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents were asked what areas of the region should receive priority regarding pedestrian and bicycle infrastructure improvements. Areas to the south and east remain the perceived priority for new investments. The East End of St. Joseph increased from 16% in 2008 to 23% in 2013. This is likely indicating a need for improved bicycle trails and sidewalks for this developing area. Table 12 summarizes the survey results.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 11 – Rating of Bicycle Trails and Sidewalks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent/Good</td>
</tr>
<tr>
<td>Excellent/Good</td>
</tr>
</tbody>
</table>

**Areas Most Needing Bicycle Trails and Sidewalks**
Respondents were asked what areas of the region should receive priority regarding pedestrian and bicycle infrastructure improvements. Areas to the south and east remain the perceived priority for new investments. The East End of St. Joseph increased from 16% in 2008 to 23% in 2013. This is likely indicating a need for improved bicycle trails and sidewalks for this developing area. Table 12 summarizes the survey results.
Table 12. Areas Most Needing Bicycle Trails and Sidewalks

<table>
<thead>
<tr>
<th>Area</th>
<th>2004</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>East End of St. Joseph</td>
<td>17%</td>
<td>16%</td>
<td>23%</td>
<td>↓</td>
</tr>
<tr>
<td>South End of St. Joseph</td>
<td>18%</td>
<td>19%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>North End of St. Joseph/Country Club Village</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Downtown St. Joseph</td>
<td>9%</td>
<td>5%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Savannah</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Elwood/Wathena area</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Don't need new sidewalks</td>
<td>31%</td>
<td>24%</td>
<td></td>
<td>↑</td>
</tr>
<tr>
<td>Some other area</td>
<td>7%</td>
<td>12%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

* Trend compares 2008 and 2013 survey results.

Travel to Kansas City and Kansas City Airport

The frequency of travel to Kansas City (KC) and Kansas City Airport (KCI) is increasing. More respondents stated that they travel once or twice a week to the KC/KCI area in 2013 than in 2008 while the number of respondents traveling just once a month went down more than ten percentage points in the last five years. Table 13 summarizes the 2008 and 2013 survey results.

Table 13 – Travel for Kansas City and Kansas City Airport

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four or more times per week</td>
<td>3%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Two to three times per week</td>
<td>5%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Once a week</td>
<td>9%</td>
<td>12%</td>
<td>↑</td>
</tr>
<tr>
<td>Twice a month</td>
<td>18%</td>
<td>25%</td>
<td>↑</td>
</tr>
<tr>
<td>Once a month or less</td>
<td>65%</td>
<td>54%</td>
<td>↑</td>
</tr>
</tbody>
</table>

Shuttle to the Kansas City Airport

The survey also asked about the frequency of trips to Kansas City or Kansas City International Airport and whether or not they would take a shuttle to either. Table 14 shows the willingness to take a shuttle to KCI. It appears that there may be significant demand for such a service among those who frequently make this trip, but less among those who may commute on a more daily basis. 56% of 2013 survey respondents would consider riding a shuttle bus to KCI which
is down slightly from the 2008 survey response of 60%. However, these percentages support the desire of area residents to enhance connections between St. Joseph and the KC area.

Table 14 – Percent of Respondents who Would Take a Shuttle to KCI

<table>
<thead>
<tr>
<th>Would Take Shuttle to KCI</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>60%</td>
<td>56%</td>
<td>↓</td>
</tr>
</tbody>
</table>

**Gas Prices**

The 2004 survey asked “If gasoline prices made your car too expensive to operate, how might you get around?” With dramatic increases in gas prices over the last four years, the question was changed in 2008 to “What changes have you made because of the increase in gas prices?” Table 15 summarizes the results. Generally speaking, the percentage of respondents who would drive less increased from 39% to 47%. Those survey respondents who would bike or walk declined from 9% to 2%. The most significant decline was in reducing other expenses which declined from 17% to 5%. Those survey respondents who indicated no change increased from 15% to 27%. This could indicate that people who made travel changes in 2008 have continued to stick with those changes and as a result would now respond “no change.”

Table 15 – Changes as a Result of Higher Gas Prices

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive less</td>
<td>39%</td>
<td>47%</td>
<td></td>
<td>↑</td>
</tr>
<tr>
<td>Use public transit</td>
<td>26%</td>
<td>3%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Carpool</td>
<td>42%</td>
<td>5%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Bicycle or walk</td>
<td>11%</td>
<td>9%</td>
<td>2%</td>
<td>↓</td>
</tr>
<tr>
<td>Buy more fuel efficient car</td>
<td>9%</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work from home</td>
<td>3%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduce other expenses</td>
<td>17%</td>
<td>5%</td>
<td></td>
<td>↓</td>
</tr>
<tr>
<td>No change(2008, 2013) / Other or Don’t Know (2004)</td>
<td>19%</td>
<td>15%</td>
<td>27%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

* Trend compares 2008 and 2013 survey results.

**Funding**

Respondents were asked how the region should fund the transportation improvements. These questions were asked slightly differently than in 1997 or 2004. In those years, opposition to tax increases to fund transportation improvements increased from 40% to 45%, respectively. In
2008, when asked what type of tax increase would be most acceptable for transportation improvements, 66.7% responded that no increase is acceptable. In contrast, 2013 numbers show this has declined to 54%. The region might be reaching a tipping point in favor of using gas and sales tax increases to fund transportation improvements. There was a slight decrease in support for property tax increases to fund transportation improvements. Tables 16 and 17 breakdown the data.

### Table 16 – How Should the Region Fund Transportation Improvements?

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritize existing funding</td>
<td>39%</td>
<td>43%</td>
<td>↑</td>
</tr>
<tr>
<td>Increase taxes of some kind</td>
<td>10%</td>
<td>11%</td>
<td>—</td>
</tr>
<tr>
<td>Require developers to pay for improvements</td>
<td>27%</td>
<td>28%</td>
<td>—</td>
</tr>
<tr>
<td>Toll roads</td>
<td>11%</td>
<td>11%</td>
<td>—</td>
</tr>
<tr>
<td>Some other way</td>
<td>12%</td>
<td>7%</td>
<td>↓</td>
</tr>
</tbody>
</table>

### Table 17 – Tax Increase for Transportation Improvements

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2013</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gas sales tax</td>
<td>7%</td>
<td>15%</td>
<td>↑</td>
</tr>
<tr>
<td>Sales tax increase</td>
<td>17%</td>
<td>21%</td>
<td>↑</td>
</tr>
<tr>
<td>Property tax increase</td>
<td>6%</td>
<td>5%</td>
<td>—</td>
</tr>
<tr>
<td>No tax is acceptable</td>
<td>67%</td>
<td>54%</td>
<td>↓</td>
</tr>
<tr>
<td>Some other tax</td>
<td>3%</td>
<td>4%</td>
<td>—</td>
</tr>
</tbody>
</table>

**Next Steps**

The 2013 Public Opinion Survey was conducted to scientifically measure the pulse of the region by identifying transportation challenges and opportunities, suggesting potential transportation improvements, distinguishing low priority improvements from those more urgently needed, and identifying potential revenue source to pay for such improvements.

The results of the survey will be presented to the MTP Steering Committee and policy makers to help refine the focus of the plan update. The ultimate product (i.e. recommendations) will reflect both the technical requirements of the area and the preferences of the residents. Policy recommendations, as well as recommendations aimed at specific modes of travel, will be formulated and presented to the public for review.