

Survey Results – Online Survey

May 7-28, 2018

OVERVIEW

1,014 online surveys were collected to seek input on transportation needs and priorities. The survey was promoted via email, website and social media posts. Respondents were asked 9 questions and results are based on total responses received per question (unless noted otherwise). An overview of the online survey is shown below.

SURVEY RESULTS

1) What is your age range? (Total responses = 1,014)

Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
1	10	146	281	231	212	104	23	6
0%	0%	14%	28%	23%	21%	10%	2%	0%

Of those surveyed, 72% of participants ranged from 35-64 years old.

2) When traveling around Delaware to work, shop, or for any other purpose that's not for exercise only, please indicate how you travel and how often you travel this way. (Total responses = 1,013)

Walk (857)			Ride a bike (811)			Drive (1,003)			Ride DATA (794)			Carpool (818)			Uber (788)		
Often	Some	Never	Often	Some	Never	Often	Some	Never	Often	Some	Never	Often	Some	Never	Often	Some	Never
148	484	225	24	219	568	934	56	13	9	25	760	98	367	353	6	86	696
17%	56%	26%	3%	27%	70%	93%	6%	1%	1%	3%	96%	12%	45%	43%	0%	11%	88%

NOTE: Percentages are based on response totals for each mode of travel (shown in parentheses in above table).

Nearly all respondents surveyed (93%) said they often drive when they travel in Delaware. Other modes include sometimes walking (56%) or carpooling (45%). 96% of respondents never ride a bus, nor do they hail an Uber (88%), or ride a bike (70%).

Respondents were also given an option to specify "other" transportation modes which resulted in 38 responses. Of these only four were actual modes and include 1) Motorcycle, 2) Lyft, 3) Electric scooter and 4) Wheelchair. Other comments focused on the following themes:

- Unaware of ridesharing service/more ridesharing services needed
- Limited DATA transit routes/service
- Not enough safe pedestrian routes/access (no sidewalks, etc.)
- Lack of parking

3) Of the following options, how would you describe the current transportation system in Delaware? Pick all that apply. (Total responses = 1,011)

Roads are well-maintained	Roads could be better maintained	Not enough options for people who walk or ride bikes	Not enough public transportation	Don't know
176	775	320	232	11
17%	77%	32%	23%	1%

NOTE: Because respondents could choose multiple answers, percentages do not total one-hundred percent. Most respondents said that roads could be better maintained in Delaware (77%), while 32% believe there are not enough options for people who walk or ride bikes.

4) How would you describe the ease of driving in and around Delaware? Pick one. (Total responses = 1,012)

A major problem	A little bit of a problem	Not a problem	Don't know
237	587	180	8
23%	58%	18%	1%

Those surveyed thought the ease of driving in and around Delaware was a little bit of a problem (58%) or a major problem (23%).

5) See the list of transportation issues facing Delaware below. Rank your priorities with 1 being top priority. (Total responses = 1,006)

Transportation Issue (Total)	Priority								RANK
	1	2	3	4	5	6	7	8	
Making streets safer for car, bike and pedestrian travel (938)	14% 128	17% 156	25% 232	22% 208	13% 122	5% 46	4% 39	1% 7	#3
Improving condition of roads (961)	27% 258	33% 318	16% 153	10% 94	6% 53	6% 53	3% 27	1% 5	#2
Reducing roadway congestion and delay (957)	41% 388	24% 230	14% 135	9% 90	6% 55	3% 32	3% 24	0% 3	#1
Availability of sidewalks, bike lanes and trails (936)	7% 70	12% 113	17% 155	27% 255	19% 177	11% 107	5% 47	1% 12	#4
Improved connections between sidewalks and transit stops (902)	1% 6	2% 21	5% 42	10% 88	30% 275	28% 250	22% 198	2% 22	#7
Availability of public transit (e.g., DATA Bus) (923)	5% 48	3% 32	6% 58	7% 65	11% 103	31% 286	30% 279	6% 52	#6

Transportation Issue (Total)	Priority								RANK
	1	2	3	4	5	6	7	8	
Maintaining adequate funding for transportation maintenance and improvements (950)	8% 76	11% 109	18% 175	13% 123	12% 118	11% 106	24% 232	1% 11	#5
Other (682)	3% 22	0% 3	1% 9	1% 10	1% 10	1% 10	3% 10	88% 597	#8

Of the transportation issues facing Delaware those surveyed thought reducing congestion, improving road conditions and safety were the most important issues.

6) In 2016 a levy asked voters to increase the income tax by 0.15 percent (about \$75 per year on household income of \$50,000) to help the City keep up with transportation needs. If you voted no, why? Pick all that apply. (Total responses = 926)

I voted yes	I didn't vote	It was not explained well enough	It was too broad	It didn't go far enough	I don't like the projects it was going to fund	I don't want to pay more taxes	I don't think a tax increase is needed to aid transportation improvements	I don't want to pay taxes where I work and in Delaware
434	168	73	86	26	86	159	105	89
47%	18%	8%	9%	3%	9%	17%	11%	10%

NOTE: Because respondents provided multiple responses, percentages are based on the number of responses (926). Nearly half of the respondents (47%) noted they voted for the 2016 levy, though 18% did not vote. Of those that voted against the levy, those respondents were given seven choices why they voted no. Respondents revealed that the 2016 levy failed because people don't want to pay more taxes (17%), a tax increase was not needed (11%), and residents that commute to work and pay taxes in another municipality don't want to pay additional taxes (10%).

Respondents were also given an option to specify "other" reasons why the 2016 levy failed which resulted in 121 responses. The most common themes heard include:

- Permanent tax compared to temporary/renewal
- Tax money must be spent more responsibly
- Didn't include option for bypass
- Confusing, misleading and vague message
- Lack of tax reciprocity

7) At 1.85%, Delaware's income tax is among the lowest in Central Ohio. Do you think it's a good idea to increase the income tax to improve roads, bridges, sidewalks and bike treatments (e.g., lanes, paths) in Delaware? (Total responses = 763)

Yes	Yes, but I have concerns...	No	Don't know
230	182	236	115
30%	24%	31%	15%

Responses to this question were varied. Thirty percent of respondents think it is a good idea to increase income taxes to support transportation improvements, and another 24% also agree, but with concerns. Though 30% of those surveyed did not want to increase taxes, 15% weren't sure.

Respondents that support increasing the tax but had concerns and those that were opposed to a tax were also given an option to further explain their thoughts. The 374 responses were summarized into 22 themes. Listed below are the top three concerns most heard:

- Need for better accountability, responsibility and efficiency in handling of financial resources
 - Cut excess spending/salaries/waste, more accountable decision-making city-wide, better planning/saving of money, make do with what you have, implement a strategic vision for the city – including all city departments and functions – from Point projects to partnerships with locating businesses to staff salary increases
- Over-taxation
 - Residents feel they are over-taxed already and cannot afford additional property or income taxes
- Reciprocity of taxed income
 - Many residents work outside of Delaware and feel they are being penalized twice on their taxed income

A list of other concerns follows:

- City should have used a different type of funding (i.e. sales tax, mill levy, bonds, federal and/or state funding, funding from businesses, gas tax)
- Need for a bypass of Delaware
- Would like to see future funds labeled, designated and specifically set aside for transportation needs and not used for other purposes
- Residents want to see more specific information on how funds would be used and well-defined plans
- Residents prefer low income taxes and while also not preferring a permanent tax, they would rather see a special one-time or renewable tax
- Maintenance/upgrade of existing roads is needed first before other pet projects (like the Point, bike paths)
- Transportation initiatives should include non-car needs (transit, complete streets, sidewalks etc.)
- Businesses/warehousing utilizing heavy trucks and new developments utilizing roads should pay for improvements; or a toll should be set in place for heavy trucks using roads in Delaware
- Some residents felt that bike paths are not a priority, while a smaller group wanted to see more bike paths and sidewalks
- Residents wouldn't mind a small one-time tax increase

- Previous fixes to roadways have been band-aid approaches
- More focus on downtown parking
- Previous levy message was confusing, misleading and vague
- Residents felt that the existing roadway conditions are currently maintained and handle the traffic flow

8) With limited funding, what transportation priorities should the City focus on? Rank your priorities with 1 being top priority. (Total responses = 805)

Transportation Issue (Total)	Priority										RANK
	1	2	3	4	5	6	7	8	9	10	
Improving safety (707)	16% 111	13% 90	25% 175	23% 162	10% 71	5% 36	3% 23	4% 27	2% 11	0% 1	#3
Reducing traffic congestion and delay (754)	32% 245	37% 277	14% 105	7% 52	3% 22	3% 23	2% 15	1% 10	0% 1	1% 4	#2
Taking care of our existing roadways such as fixing potholes, re-paving more streets (772)	38% 297	25% 194	22% 168	7% 52	4% 33	1% 11	1% 10	1% 5	0% 1	0% 1	#1
Building new roads in and around Delaware (724)	5% 37	10% 71	19% 136	29% 207	9% 65	6% 47	6% 47	8% 59	6% 42	2% 13	#4
Increasing public transportation options (e.g., DATA Bus) (700)	4% 31	4% 28	5% 36	7% 50	34% 235	16% 112	11% 74	10% 71	4% 45	3% 18	#6
Building more bicycle and pedestrian accommodations (sidewalks, bike lanes and trails) (713)	4% 30	9% 61	5% 36	11% 76	15% 105	34% 241	13% 92	5% 38	4% 28	1% 6	#5
Improving connections between different types of transportation (e.g., walking, bicycling, riding transit, driving) (706)	1% 8	4% 30	6% 43	6% 40	9% 65	18% 125	42% 295	11% 81	2% 17	0% 2	#7
Ensuring roadways are capable of accommodating new technologies such as self-driving vehicles (693)	0% 0	1% 4	2% 12	2% 16	2% 17	4% 26	7% 48	42% 289	31% 217	9% 64	#9
Improving access of people to jobs, health care, education and other services (716)	4% 31	3% 25	5% 39	8% 60	11% 81	8% 54	10% 69	12% 89	37% 265	0% 3	#8
Other Issue (558)	2% 11	0% 1	1% 7	1% 3	1% 6	1% 5	1% 6	1% 7	7% 38	85% 474	#10

Because respondents were asked to rank their priorities, percentages are based on the number of responses to each issue. Many respondents believe the city should focus on 1) Taking care of our existing roadways, 2) Reducing traffic congestion, and 3) Improving safety.

9) How could City of Delaware officials do more to earn your trust regarding transportation needs? Pick all that apply. (Total responses = 975)

Convene a community task force	Provide more public education	Seek more input on transportation priorities through public meetings	Seek more input on transportation priorities through online surveys	Do nothing more, I'm satisfied with the way things are	Other
300	458	456	543	81	163
31%	47%	47%	56%	8%	17%

Because respondents provided multiple responses, percentages are based on the number of responses (926). Respondents would like to see the city provide more online surveys in collecting their input to better earn their trust (56%). Other ways this can be accomplished are through more public education and public meetings (both 47%).

Of the 17% of respondents that chose “Other” – 163 comments were collected and summarized into 17 themes. Listed below are the top three concerns most heard:

- Keep community frequently informed
 - Provide transparent, detailed information, plans and education on city initiatives (through multiple platforms - online, social, print and mailings)
- Be good stewards of our tax dollars
 - Spend existing tax money more responsibly and transparently, and adequately fix our roads
- Listen, consider, respond and act on resident input

A list of other ways officials can earn citizen trust regarding transportation needs follows:

- Take care of existing roadway needs before addressing new development concerns
- Work with county and state officials to build an outer belt around the city/ route traffic around city
- Address/increase downtown parking issues (i.e. more 10-hour parking spots) and build a downtown parking garage
- Reduce taxation; stop asking people for more money they cannot afford to give
- Provide public transportation for all ages/people; increase DATA ridership
- Fix issues at the Point/Central Avenue/Can Opener/SR 36
- Make better decisions and/or elect new representatives and hire city new officials
- Work with consultants to create an evidence-based comprehensive master plan (long term strategy)
- Improve pedestrian and driver safety through sidewalk improvements, signage and driver education
- Limit unnecessary projects (like at the Point/Railroad, infrastructure for new development, bike paths)
- Don't waste money on engineering/planning studies and consultants
- Offer full reciprocity for those who work elsewhere
- Educate via online social platforms like Facebook Live and Nextdoor

Access Delaware

Let's get there together

In addition to citizen's concerns, there was some feedback in support of the current efforts/improvements, tax levy, and outreach mechanisms like the Citizens Academy.

