

ST. JOSEPH AREA

Long Range Transportation Plan



Year 2035 Long Range Transportation Plan

Regional Public Opinion Survey

*Prepared for the
St. Joseph Area Transportation Study Organization
(SJATSO)*

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Background

The Metropolitan Planning Organization (MPO) for the St. Joseph, Missouri, Urbanized Area contracted with URS Corporation and NuStats, LLC, to conduct a scientific survey of area residents to inform the update the St. Joseph long-term transportation plan. The survey goal was to complete 350 interviews with the overall reliability of 95% confidence level with a margin of error of +/- 5.3%. The study conducted in August 2008 reflected many of the same specifications used in the 2004 survey, with the survey design specifications outlined by St. Joseph MPO. URS provided NuStats with a framework questionnaire which was refined by both team members and the St. Joseph MPO. The tabulations for each question can be found in Appendix A while the survey instrument can be found in Appendix B. Overall, 352 interviews were completed. All interviews were conducted in English, with the average survey taking approximately 12 minutes.

Purpose

The Public Involvement Plan for the St. Joseph Area 2030 Long Range Transportation Plan has identified several outreach techniques (i.e., focus groups, stakeholder interviews) to help the project's 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 Steering Committee prioritize potential short-term and long-term transportation solutions.

Survey Methods

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. Sample was drawn according to Census 2000 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, sample was purchased from Marketing Systems Group (MSG), a nationally known survey sample vendor.

With the initial sample order, NuStats obtained phone numbers from exchanges that were 80% or more contained within the ten-zip code area. During data collection, NuStats closely monitored the number of completes obtained in each zip code versus the census distribution. For those zip codes that were lagging, NuStats made an additional sample order from only those exchanges where those zip codes were either the primary or secondary zip code. Finally,

NuStats made one additional order of 50 records from the exchange that was the most prominent in the one zip code that was still under goal, 64443.

Table 1. Location of Respondents Residences

Zip Code	Primary Municipality	Percent of Respondents	2000 Census Proportion
64401	Agency, MO	1.4 %	1%
64443	Easton, MO	0.3 %	1%
64485	Savannah, MO	5.4 %	5%
64501	Saint Joseph, MO	14.8 %	15%
64503	Saint Joseph, MO	13.4 %	13%
64504	Saint Joseph, MO	11.6 %	12%
64505	Saint Joseph, MO	13.1 %	13%
64506	Saint Joseph, MO	22.7 %	23%
64507	Saint Joseph, MO	14.5 %	15%
66090	Wathena, KS	2.8 %	3%

A similar study was conducted by the St. Joseph MPO in 2004 as part of updating the LRTP for the St. Joseph area through the year 2030. Some of the questions from the previous study's questions – or their likenesses – were posed a second time in the most recent study. For those questions that appeared in both studies, the results are compared and discussed in this report. In some cases, there are questions from a 1997 survey with which comparisons can also be made.

Unlike the 2004 survey, the 2008 survey asked the age of the participant. 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 meant that there were a large number of respondents who indicated their employment status as "Retired" or "Other" (e.g. disabled).

In an attempt to determine if this affected the results of the survey, these populations were compared to the results of the survey as a whole. For the most part, the results were similar, but there were some key differences whereby the older population was more likely to use transit for health care related trips and less likely to use transit for work related trips. Other items that should be noted are that this group of people thought that safety should be a higher priority than the general population. They go to Kansas City/Kansas City International Airport less frequently but are just as likely to take a shuttle if it were available. They are less likely to travel to Shoppes at North Village once a week than the general population.

Because the travel patterns of this population may differ from those of the people in the community, it does not mean that their responses are any less valid. It is important to remember that these individuals members of the St. Joseph Area community; and responses by an older population may foreshadow future trends as the baby boomers enter retirement over the coming years. It is important to note that, for comparison purposes, we do not know if the age distribution of the 2004 survey differs from that of the current one.

Survey Results

Accessibility

The following table shows public opinion with regard to perceptions of difficulty, or ease, of access to areas throughout the region. There is an across the board increase in perceptions of difficulty, though changes in how the question was asked may contribute to these differences. The question in 2004 related to ease of access specifically by automobile, whereas the 2008 and 1997 questions did not. Most notably, public perception of the difficulty to access Elwood/Wathena Area and Savannah has changed significantly.

Table 2. Difficulty of Access¹

	1997	2004	2008
Location	Accessibility difficulty	Difficult to reach by automobile	Difficult / very difficult to travel there
Downtown St. Joseph	26%	7 %	18.1%
Elwood/Wathena Area	n/a	6 %	16%
South End of St. Joseph	16%	11 %	14.4%
Savannah	n/a	4 %	12.5%
North End of St. Joseph/ Village of Country Club	15%	7 %	12.2%
Riverside Road	n/a	6 %	11.5%
East End of St. Joseph	14%	6 %	7.9%

Congestion

Survey respondents were asked to evaluate their perceived levels of 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”. More than 60% of the respondents considered the Belt Highway to be congested. Frederick Avenue was identified as congested or very congested by the second most survey respondents (43.4%).

¹ In 2004, respondents had a choice of “difficulty” “no difficulty” or “don’t know”. In 2008, respondents ranked difficulty on a scale of 1 (very difficult) to 5 (very easy). These tabulations are responses of either 1 or 2.

Table 3. Congestion Levels on Roadways

Roadway	2008	
	Very Congested	Congested
Belt Highway	42.6 %	20.6 %
Frederick Avenue	22.0 %	21.4 %
Downtown St. Joseph	14.6 %	17.4 %
Interstate 29	11.8 %	17.6 %
St. Joseph Avenue	5.6 %	14.8 %
Faraon Street	4.6 %	10.7 %
Riverside Road	5.6 %	8.9 %
Highway 36	5.1 %	9.0 %
Jules Street	5.0 %	9.0 %
Interstate 229	6.0 %	6.7 %
Highway 71	3.6 %	9.1 %

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 for safety. In 2008, 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 2008 survey with a comparison to the 2004 survey. The most notable changes are that perceptions of safety have worsened for downtown St. Joseph, Jules, Faraon and Highway 71.

Destinations

Downtown St. Joseph is the traditional center of the metropolitan area. Although downtown St. Joseph is still a major destination for many people, the Shoppes at North Village is now generating an equal number of trips as downtown St. Joseph. Of all respondents, 57.7% and 57.5%, respectively, travel to these areas at least once a week. The following table shows the percentage of respondents that visit the different areas in the St. Joseph metropolitan area at least once a week.

Table 4. Roadways Perceived to be Unsafe

Roadway	2004	2008
	Percent "Poor"	"Unsafe" or "Very Unsafe"
Downtown St. Joseph	22 %	32.2%
Belt Highway	29 %	29.8%
Jules Street	10 %	15.8%
St. Joseph Avenue	13 %	14.9%
Frederick Avenue	16 %	13.0%
Faraon Street	9 %	13.0%
Highway 36	11 %	10.3%
Highway 71	6 %	10.0%
Riverside Road	11 %	9.0%
Interstate 29	7 %	8.0%
Interstate 229	4 %	7.3%

Table 5. Destinations by Frequency of Visits

Location	Percent that visit at least once a week
Shoppes at North Village	57.7 %
Downtown St. Joseph	57.5 %
Downtown Savannah	13.1 %
Downtown Wathena	8.2 %

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 survey 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 (44.1%) while difficulty parking remained a concern (21.4%). 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. The following table 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

Reason	Percent of All Survey Respondents	Percent of Survey Respondents Who Visit Downtown at Least Once Per Week
Not enough shopping or entertainment	44.1 %	45.7 %
Difficulty parking	21.4 %	22.8 %
Downtown is too far away	4.9 %	5.1 %
Concern about crime	4.1 %	4.1 %
Difficulty finding my way around	3.5 %	1.0 %
Traffic congestion	1.7 %	2.5 %
Bus service is not frequent enough	1.2 %	1.5 %
Some other reasons	19.1 %	17.3 %

Public Transportation

The percentage of survey respondents who are transit users doubled in the last four years and is higher than that reported in the 1997 survey. This is likely due to increased gas prices, an aging population and changing demographics. Almost half, 49 percent, of the survey respondents in 2008 were 55 years old or older. That group had a higher proportion using transit than the sample as a whole (15.6%). Because the 2004 survey did not ask the age of participants, and could very well have had a similar age distribution, it is not possible to make a direct comparison in this regard.

Table 7. Change in Transit Use: 1997 to 2008

	1997	2004	2008
Transit Users	7%	5 %	10.8 %
Non-Transit Users	93%	95 %	89.2 %

Survey respondents were asked what they think should be done to improve transit service in the St. Joseph area. Those who currently use transit service highlighted areas that would improve the current rider experience (e.g. more shelters at bus stops and more convenient/reliable service). Those who currently do not use public transit felt that expanding the service area and providing more information about services would be the biggest improvement to the transit service. The most significant change between 2004 and 2008 is an expanding desire for more and expanded service.

Table 8. What Would Improve Transit Service

Strategy	2008			2004
	Transit User	Non-Transit User	All Respondents	All Respondents
More convenient/reliable service	15.8 %	13.7 %	14.0%	10%
Expanded service to other areas	10.5 %	18.6 %	17.5%	8%
More information about service	2.6 %	33.5 %	29.4%	30%
More shelters at stops	26.3 %	14.9 %	16.4%	15%
Other	44.7 %	19.4 %	22.7%	41%

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. The following table shows how frequently people travel to Kansas City or Kansas City International Airport and their willingness to take a shuttle. 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.

Table 9. Frequency of Trips to KC / KCI

	Percent of Survey Respondents	Consider Riding Shuttle
Four or more times a week	3.1 %	36.4 %
Two to three times a week	4.5 %	62.5 %
Once a week	8.5 %	66.7 %
Twice a month	18.5 %	65.6 %
Once a month or less	65.3 %	58.1 %

Pedestrian and Bicycle Facilities

Survey respondents were asked to rate bicycle trails and sidewalks in the St. Joseph Area. Three quarters of survey respondents rated the bicycle trails and sidewalks as “Good” or “Excellent.” Overall, there is an increase in positive perceptions of the trail and sidewalk system. They were also asked what portion of the city should receive priority in pedestrian and bicycle infrastructure decisions. The South and East Ends remain the perceived priority for new investments. A change in question reveals that a large percentage of people think that new trails/sidewalks are not needed.

Table 10. Rating of Bicycle Trails and Sidewalks

	2004 Percent	2008 Percent
Excellent	35%	40.5 %
Good	35%	35.2 %
Fair	9%	13.2 %
Poor	16%	11.2 %

Table 11. Areas Needing Bicycle Trails or Sidewalks

Part of Region	2004 Percent	2008 Percent
Don't need new trails or sidewalks		30.9 %
Don't know	31%	
South End	18%	18.9 %
East End	17%	16.1 %
North End/Country Club	12%	13.7 %
Some other area	7%	12.3 %
Downtown St. Joseph	9%	4.9 %
Savannah	4%	2.1 %
Elwood/Wathena Area	1%	1.1 %

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 to “What changes have you made because of the increase in gas prices?” The following tables compare what respondents said they would do to what they have actually done. It appears that, rather than carpool or take transit, more are driving less and reducing other expenses.

Table 12. Anticipated Response to Gas Price Increase - 2004

Transportation Option	2004 Survey
Carpool	42 %
Use Public Transit	26 %
Other/Don't Know	19 %
Bicycle or Walk	11 %
Taxi	1 %

Table 13. Response to Increase in Gas Prices -- 2008

Transportation Option	2008 Survey
Drive less	39.0 %
Reduce other expenses	17.1 %
No change	15.4 %
Bicycle or Walk	8.6 %
Buy more fuel efficient car	8.5 %
Carpool	5.3 %
Use Public Transit	3.1 %
Work from home	2.9 %

Transportation Improvements

Survey respondents were asked if various portions of the St. Joseph area should be considered as a high priority for transportation improvements. Significant differences since the 2004 survey show that the South End and the East End have become higher priorities for more people. Downtown St. Joseph remains a high priority, but little has changed in this perception.

Table 14. High Priority Locations for Improvements

Location	2004 High Priority	2008 High Priority
South End	20%	35.3 %
Downtown St. Joseph	34%	35.0 %
East End	17%	27.8 %
North End/Country Club	21%	27.3 %
Riverfront	n/a	23.3 %
Savannah	5%	11.4 %
Elwood/Wathena	9%	9.5 %

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. When asked for suggestions on how to pay for transportation improvements, only 10.2% chose "increase taxes of some kind". It appears that there is some tacit support for tax increases, preferably the sales tax, but there is significant opposition to any tax increase. Prioritization of existing funds and requiring developer contributions accounted for 65.7% of the responses.

Table 15. Support for Tax Increases

Tax	Percent
Sales tax increase	17.0 %
Gas tax increase	7.1 %
Property tax increase	6.0 %
No tax is acceptable	66.7 %
Some other tax	3.3 %

Table 16. How Improvements Should Be Funded

	Percent
Prioritize existing funding	39.1 %
Require developers to pay for improvements	26.6 %
Toll roads	11.5 %
Increase taxes of some kind	10.2 %
Some other way	12.5 %

Next Steps

The 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 distributed to the study's Steering Committee and policy makers to help refine the focus of the plan. 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.

Appendix A: Survey Results

The following is a compilation of responses to survey questions.

HOME ZIP CODE

	Frequency	Percent
64401	5	1.4%
64443	1	0.3%
64485	19	5.4%
64501	52	14.8%
64503	47	13.4%
64504	41	11.6%
64505	46	13.1%
64506	80	22.7%
64507	51	14.5%
66090	10	2.8%
Total	352	100.0%

GENDER

	Frequency	Percent
Male	122	34.7%
Female	230	65.3%
Total	352	100.0%

QUESTION 1A:

EASE OF TRAVELING TO SOUTH END OF ST. JOSEPH

	Frequency	Percent
1 – Very difficult	31	10.6%
2	11	3.8%
3	29	9.9%
4	38	13.0%
5 – Very easy	183	62.7%
Total	292	100.0%

QUESTION 1B:

EASE OF TRAVELING TO EAST END OF ST. JOSEPH

	Frequency	Percent
1 – Very difficult	18	5.7%
2	7	2.2%
3	26	8.2%
4	47	14.8%
5 – Very easy	219	69.1%
Total	317	100.0%

QUESTION 1C:

EASE OF TRAVELING TO DOWNTOWN ST. JOSEPH

	Frequency	Percent
1 – Very difficult	24	7.5%
2	34	10.6%
3	60	18.8%
4	59	18.4%
5 – Very easy	143	44.7%
Total	320	100.0%

QUESTION 1D:

EASE OF TRAVELING TO NORTH END OF ST. JOSEPH/COUNTRY CLUB VILLAGE

	Frequency	Percent
1 – Very difficult	18	5.8%
2	20	6.4%
3	46	14.8%
4	47	15.1%
5 – Very easy	180	57.9%
Total	311	100.0%

**QUESTION 1E:
EASE OF TRAVELING TO RIVERSIDE ROAD**

	Frequency	Percent
1 – Very difficult	18	5.9%
2	17	5.6%
3	31	10.2%
4	42	13.8%
5 – Very easy	197	64.6%
Total	305	100.0%

**QUESTION 1F:
EASE OF TRAVELING TO SAVANNAH**

	Frequency	Percent
1 – Very difficult	27	9.9%
2	7	2.6%
3	32	11.8%
4	44	16.2%
5 – Very easy	162	59.6%
Total	272	100.0%

**QUESTION 1G:
EASE OF TRAVELING TO ELWOOD/WATHENA AREA**

	Frequency	Percent
1 – Very difficult	29	11.3%
2	12	4.7%
3	33	12.8%
4	49	19.1%
5 – Very easy	134	52.1%
Total	257	100.0%

**QUESTION 2A:
SAFETY OF THE BELT HIGHWAY**

	Frequency	Percent
1 – Very unsafe	48	13.9%
2	55	15.9%
3	139	40.2%
4	57	16.5%
5 – Very safe	47	13.6%
Total	346	100.0%

**QUESTION 2B:
SAFETY OF ST. JOSEPH AVENUE**

	Frequency	Percent
1 – Very unsafe	21	6.8%
2	25	8.1%
3	102	33.0%
4	105	34.0%
5 – Very safe	56	18.1%
Total	309	100.0%

**QUESTION 2C:
SAFETY OF RIVERSIDE ROAD**

	Frequency	Percent
1 – Very unsafe	12	4.0%
2	15	5.0%
3	61	20.2%
4	101	33.4%
5 – Very safe	113	37.4%
Total	302	100.0%

**QUESTION 2D:
SAFETY OF FREDERICK**

	Frequency	Percent
1 – Very unsafe	20	5.9%
2	51	15.0%
3	113	33.2%
4	83	24.4%
5 – Very safe	73	21.5%
Total	340	100.0%

**QUESTION 2E:
SAFETY OF JULES**

	Frequency	Percent
1 – Very unsafe	14	4.9%
2	31	10.9%
3	101	35.4%
4	91	31.9%
5 – Very safe	48	16.8%
Total	285	100.0%

**QUESTION 2F:
SAFETY OF FARAON**

	Frequency	Percent
1 – Very unsafe	11	3.5%
2	30	9.5%
3	99	31.4%
4	111	35.2%
5 – Very safe	64	20.3%
Total	315	100.0%

**QUESTION 2G:
SAFETY OF DOWNTOWN ST. JOSEPH**

	Frequency	Percent
1 – Very unsafe	42	13.0%
2	62	19.2%
3	106	32.8%
4	67	20.7%
5 – Very safe	46	14.2%
Total	323	100.0%

**QUESTION 2H:
SAFETY OF HIGHWAY 71**

	Frequency	Percent
1 – Very unsafe	6	2.2%
2	21	7.8%
3	74	27.6%
4	96	35.8%
5 – Very safe	71	26.5%
Total	268	100.0%

**QUESTION 2I:
SAFETY OF HIGHWAY 36**

	Frequency	Percent
1 – Very unsafe	10	3.2%
2	22	7.1%
3	54	17.3%
4	122	39.1%
5 – Very safe	104	33.3%
Total	312	100.0%

**QUESTION 2J:
SAFETY OF INTERSTATE 229**

	Frequency	Percent
1 – Very unsafe	12	4.0%
2	10	3.3%
3	37	12.4%
4	103	34.4%
5 – Very safe	137	45.8%
Total	299	100.0%

**QUESTION 2K:
SAFETY OF INTERSTATE 29**

	Frequency	Percent
1 – Very unsafe	13	4.0%
2	13	4.0%
3	54	16.8%
4	106	33.0%
5 – Very safe	135	42.1%
Total	321	100.0%

**QUESTION 3A:
CONGESTION ON BELT HIGHWAY**

	Frequency	Percent
1 – Very congested	147	42.6%
2	71	20.6%
3	72	20.9%
4	40	11.6%
5 – Not at all congested	15	4.3%
Total	345	100.0%

**QUESTION 3B:
CONGESTION ON ST. JOSEPH AVENUE**

	Frequency	Percent
1 – Very congested	17	5.6%
2	45	14.8%
3	125	41.1%
4	79	26.0%
5 – Not at all congested	38	12.5%
Total	304	100.0%

**QUESTION 3C:
CONGESTION ON RIVERSIDE ROAD**

	Frequency	Percent
1 – Very congested	17	5.6%
2	27	8.9%
3	70	23.1%
4	103	34.0%
5 – Not at all congested	86	28.4%
Total	303	100.0%

**QUESTION 3D:
CONGESTION ON FREDERICK**

	Frequency	Percent
1 – Very congested	74	22.0%
2	72	21.4%
3	115	34.1%
4	57	16.9%
5 – Not at all congested	19	5.6%
Total	337	100.0%

**QUESTION 3E:
CONGESTION ON JULES**

	Frequency	Percent
1 – Very congested	14	5.0%
2	25	9.0%
3	128	46.0%
4	68	24.5%
5 – Not at all congested	43	15.5%
Total	278	100.0%

**QUESTION 3F:
CONGESTION ON FARAON**

	Frequency	Percent
1 – Very congested	14	4.6%
2	33	10.7%
3	140	45.6%
4	77	25.1%
5 – Not at all congested	43	14.0%
Total	307	100.0%

**QUESTION 3G:
CONGESTION IN DOWNTOWN ST. JOSEPH**

	Frequency	Percent
1 – Very congested	47	14.6%
2	56	17.4%
3	107	33.3%
4	71	22.1%
5 – Not at all congested	40	12.5%
Total	321	100.0%

**QUESTION 3H:
CONGESTION ON HIGHWAY 71**

	Frequency	Percent
1 – Very congested	10	3.6%
2	25	9.1%
3	80	29.1%
4	91	33.1%
5 – Not at all congested	69	25.1%
Total	275	100.0%

**QUESTION 3I:
CONGESTION ON HIGHWAY 36**

	Frequency	Percent
1 – Very congested	16	5.1%
2	28	9.0%
3	95	30.4%
4	101	32.4%
5 – Not at all congested	72	23.1%
Total	312	100.0%

**QUESTION 3J:
CONGESTION ON INTERSTATE 229**

	Frequency	Percent
1 – Very congested	18	6.0%
2	20	6.7%
3	68	22.7%
4	93	31.0%
5 – Not at all congested	101	33.7%
Total	300	100.0%

**QUESTION 3K:
CONGESTION ON INTERSTATE 29**

	Frequency	Percent
1 – Very congested	38	11.8%
2	57	17.6%
3	88	27.2%
4	78	24.1%
5 – Not at all congested	62	19.2%
Total	323	100.0%

**QUESTION 4:
TRAVEL TO OR WITHIN DOWNTOWN ST. JOSEPH**

	Frequency	Percent
Four or more times per week	80	22.9%
Two to three times per week	73	20.9%
Once a week	48	13.7%
Twice a month	52	14.9%
Once a month or less	97	27.7%
Total	350	100.0%

**QUESTION 5:
MAIN REASON FOR NOT TRAVELING TO DOWNTOWN ST. JOSEPH MORE OFTEN**

	Frequency	Percent
Not enough shopping or entertainment	152	44.1%
Difficulty parking	74	21.4%
Difficulty finding my way around	12	3.5%
Traffic congestion	6	1.7%
Downtown St. Joseph is too far away	17	4.9%
Bus service is not frequent enough	4	1.2%
Concern about crime	14	4.1%
Some other reason	66	19.1%
Total	345	100.0%

QUESTION 7A:

TRAVEL TO DOWNTOWN SAVANNAH ONCE PER WEEK

	Frequency	Percent
Yes	46	13.1%
No	306	86.9%
Total	352	100.0%

QUESTION 7B:

TRAVEL TO DOWNTOWN WATHENA ONCE PER WEEK

	Frequency	Percent
Yes	29	8.2%
No	323	91.8%
Total	352	100.0%

QUESTION 7C:

TRAVEL TO SHOPPES AT NORTH VILLAGE ONCE PER WEEK

	Frequency	Percent
Yes	203	57.7%
No	149	42.3%
Total	352	100.0%

QUESTION 8A:

TRANSPORTATION IMPROVEMENTS IN SOUTH END OF ST. JOSEPH

	Frequency	Percent
Not needed	31	11.0%
Low priority	55	19.4%
Medium priority	97	34.3%
High priority	100	35.3%
Total	283	100.0%

QUESTION 8B:

TRANSPORTATION IMPROVEMENTS IN EAST END OF ST. JOSEPH

	Frequency	Percent
Not needed	47	15.7%
Low priority	69	23.1%
Medium priority	100	33.4%
High priority	83	27.8%
Total	299	100.0%

QUESTION 8C:

TRANSPORTATION IMPROVEMENTS IN NORTH END OF ST. JOSEPH/COUNTRY CLUB VILLAGE

	Frequency	Percent
Not needed	45	14.8%
Low priority	62	20.4%
Medium priority	114	37.5%
High priority	83	27.3%
Total	304	100.0%

QUESTION 8D:

TRANSPORTATION IMPROVEMENTS IN DOWNTOWN ST. JOSEPH

	Frequency	Percent
Not needed	41	13.3%
Low priority	63	20.4%
Medium priority	97	31.4%
High priority	108	35.0%
Total	309	100.0%

QUESTION 8E:

TRANSPORTATION IMPROVEMENTS IN RIVERFRONT

	Frequency	Percent
Not needed	59	21.9%
Low priority	62	23.0%
Medium priority	86	31.9%
High priority	63	23.3%
Total	270	100.0%

QUESTION 8F:

TRANSPORTATION IMPROVEMENTS IN SAVANNAH

	Frequency	Percent
Not needed	64	27.9%
Low priority	88	38.4%
Medium priority	51	22.3%
High priority	26	11.4%
Total	229	100.0%

QUESTION 8G:

TRANSPORTATION IMPROVEMENTS IN ELWOOD/WATHENA AREA

	Frequency	Percent
Not needed	60	27.0%
Low priority	96	43.2%
Medium priority	45	20.3%
High priority	21	9.5%
Total	222	100.0%

QUESTION 9:

USE PUBLIC TRANSPORTATION TO GET AROUND THE ST. JOSEPH AREA

	Frequency	Percent
Yes	38	10.8%
No	314	89.2%
Total	352	100.0%

QUESTION 10:

TYPES OF TRIPS WHEN USING TRANSIT – MULTIPLE RESPONSE

	Frequency	Percent
Work trip	13	18.1%
Shopping	23	31.9%
Entertainment	13	18.1%
Hospital/Medical	19	26.4%
Some other trip	4	5.6%
Total	72	100.0%

QUESTION 11:

WHAT WOULD IMPROVE TRANSIT SERVICE THE MOST

	Frequency	Percent
More convenient/reliable service	40	14.0%
Expanded service to other areas	50	17.5%
More information made available about service	84	29.4%
More shelters at the bus stops	47	16.4%
Something else	65	22.7%
Total	286	100.0%

QUESTION 12:

RATE THE BICYCLE TRAILS AND SIDEWALKS IN THE ST. JOSEPH AREA

	Frequency	Percent
Excellent	123	40.5%
Good	107	35.2%
Fair	40	13.2%
Poor	34	11.2%
Total	304	100.0%

**QUESTION 13:
AREA THAT NEEDS BICYCLE TRAILS OR SIDEWALKS THE MOST**

	Frequency	Percent
South End	54	18.9%
East End	46	16.1%
North End/Country Club Village	39	13.7%
Downtown St. Joseph	14	4.9%
Savannah	6	2.1%
Elwood/Wathena Area	3	1.1%
Don't need new trails/sidewalks	88	30.9%
Some other area	35	12.3%
Total	285	100.0%

**QUESTION 14:
TRAVEL TO KANSAS CITY/KANSAS CITY INTERNATIONAL AIRPORT**

	Frequency	Percent
Four or more times per week	11	3.1%
Two to three times per week	16	4.5%
Once a week	30	8.5%
Twice a month	65	18.5%
Once a month or less	230	65.3%
Total	352	100.0%

**QUESTION 15:
CONSIDER RIDING SHUTTLE TO KCI**

	Frequency	Percent
Yes	208	59.8%
No	140	40.2%
Total	348	100.0%

QUESTION 16:

CHANGES MADE BECAUSE OF INCREASE IN GAS PRICE – MULTIPLE RESPONSE

	Frequency	Percent
Drive less	212	39.0%
Use public transit	17	3.1%
Carpool	29	5.3%
Bicycle or walk	47	8.6%
Buy more fuel efficient car	46	8.5%
Work from home	16	2.9%
Reduce other expenses	93	17.1%
No change	84	15.4%
Total	544	100.0%

QUESTION 17:

HOW SHOULD THE REGION FUND TRANSPORTATION IMPROVEMENTS

	Frequency	Percent
Prioritize existing funds	119	39.1%
Increase taxes of some kind	31	10.2%
Require developers to pay for improvements	81	26.6%
Toll roads	35	11.5%
Some other way	38	12.5%
Total	304	100.0%

QUESTION 18:

TAX INCREASE FOR TRANSPORTATION IMPROVEMENTS

	Frequency	Percent
Gas sales tax	24	7.1%
Sales tax increase	57	17.0%
Property tax increase	20	6.0%
No tax is acceptable	224	66.7%
Some other tax	11	3.3%
Total	336	100.0%

QUESTION 19:

AGE

	Frequency	Percent
18-24	11	3.1%
25-29	18	5.1%
30-39	40	11.4%
40-49	55	15.7%
50-54	55	15.7%
55+	172	49.0%
Total	351	100.0%

QUESTION 20:

MOST COMMON MODE USED TO GET AROUND

	Frequency	Percent
Car/truck/van driver	281	79.8%
Car/truck/van passenger	37	10.5%
Walk or bike	10	2.8%
Public transit (the Ride)	16	4.5%
Some other mode	8	2.3%
Total	352	100.0%

QUESTION 21:

EMPLOYMENT STATUS

	Frequency	Percent
Work outside home full-time	150	42.9%
Work outside home part-time	18	5.1%
Work from home	16	4.6%
Homemaker	19	5.4%
Unemployed	18	5.1%
Retired	107	30.6%
Other	22	6.3%
Total	350	100.0%

Appendix B: Survey Instrument

Hi – my name is _____ and I’m calling on behalf of the St. Joseph Area Transportation Study Organization which coordinates transportation funding for local governments in the region. St. Joseph Area Transportation Study Organization is updating the region’s Long Range Transportation Plan, and public input is an important part of the process. We’d like to take 10 minutes of your time to obtain your opinions about transportation conditions and priorities for the area to help with this effort. Your answers will remain confidential and will be combined with the opinions of other area households.

May I please speak to a member of the household who is at least 18 years old?

Record Gender (do not read)

- Male
- Female

Main Survey Questions

1. First, we’d like to know how easy it is for you to travel to different parts of the region. I’m going to read a list of specific areas. Please tell me your opinion about how easy it is to travel there using a scale of one to five, with one meaning very difficult and five meaning very easy. If you have no opinion or don’t travel there, say that.

- South End of St. Joseph (King Hill Area)
- East End of St. Joseph (Gene Field Road/Belt Highway/Frederick)
- Downtown St. Joseph
- North End of St. Joseph/Country Club Village
- Riverside Road
- Savannah
- Elwood/Wathena area

2. Now we’d like to know about roadway safety. I’m going to read the names of some specific roadways. Please tell me your opinion about the safety of the road using a scale of one to five, with one meaning very unsafe and five meaning very safe.

- Belt Highway
- St. Joseph Avenue
- Riverside Road
- Frederick
- Jules
- Faraon
- Downtown St. Joseph
- Highway 71
- Highway 36
- Interstate 229
- Interstate 29

3. We'd also like to know your opinion about the levels of congestion on these same roadways. Please tell me your opinion about the congestion of each roadway, using a scale of one to five, with one meaning very congested and five meaning not at all congested.
 - Belt Highway
 - St. Joseph Avenue
 - Riverside Road
 - Frederick
 - Jules
 - Faraon
 - Downtown St. Joseph
 - Highway 71
 - Highway 36
 - Interstate 229
 - Interstate 29

4. How often do you travel to or within downtown St. Joseph?
 - Four or more times per week
 - Two to three times per week
 - Once a week
 - Twice a month
 - Once a month or less

5. There are many positive things about downtown St. Joseph, but there may be reasons why you don't go there more often. I'm going to read a list of likely reasons. Please choose what the main reason is for you. *(Pick one)*
 - Not enough shopping or entertainment
 - Difficulty parking
 - Difficulty finding my way around
 - Traffic congestion
 - Downtown St. Joseph is too far away
 - Bus service is not frequent enough
 - Concern about crime
 - OTHER (SPECIFY)
 - NO OPINION

6. What is your main concern about growth and development in the region?
 - [OPEN ENDED RESPONSE]

7. Do you travel to any of the following areas at least once per week?
 - Downtown Savannah (yes/no)
 - Downtown Wathena (yes/no)
 - Shoppes at North Village (yes/no)

8. Please tell us whether transportation-related improvements in the following areas are a high priority, medium priority, low priority or not needed. (*'Don't know/no opinion' may also be selected*)
- South End of St. Joseph (King Hill Area)
 - East End of St. Joseph (Gene Field Road/Belt Highway/Frederick Boulevard)
 - North End of St. Joseph/County Club Village
 - Downtown St. Joseph
 - Riverfront
 - Savannah
 - Elwood/Wathena area
 - OTHER (SPECIFY)
9. Do you currently use public transportation to get around the St. Joseph region?
- Yes (Go to Question 10.)
 - No (Go to Question 11.)
10. For what types of trips do you typically use transit? (*Choose all that apply.*)
- Work trip
 - Shopping
 - Entertainment (casino, museums)
 - Hospital/Medical Clinic
 - OTHER (SPECIFY)
11. What do you think would improve transit service the most? (*Pick only one.*)
- More convenient/reliable service
 - Expanded service to other areas
 - More information made available about services
 - More shelters at bus stops
 - Other
 - Don't know
12. How would you rate the bicycle trails and sidewalks located in the St. Joseph Area?
- Excellent
 - Good
 - Fair
 - Poor
 - DON'T KNOW
13. What area needs bicycle trails or sidewalks the most? (*Pick only one.*)
- South End (King Hill Area)
 - East End (Gene Field Road/Belt Highway/Frederick Boulevard)
 - North End/Country Club Village

- Downtown St. Joseph
- Savannah
- Elwood/Wathena area
- Don't need new trails/sidewalks
- OTHER (SPECIFY)
- DON'T KNOW

14. About how often do you travel to Kansas City and/or Kansas City International Airport?

- Four or more times per week
- Two to three times per week
- Once a week
- Twice a month
- Once a month or less

15. Would you consider riding a shuttle that would take you to/from the St. Joseph area to downtown Kansas City and/or Kansas City International Airport?

- Yes
- No
- DON'T KNOW

16. What changes have you made because of the increase in gas prices? *(Pick only one.)*

- Drive less
- Use public transportation
- Carpool
- Bicycle or walk
- Buy more fuel efficient car
- Work from home
- Reduce other expenses
- No changes

17. How should the region fund transportation improvements? *(Pick one or more.)*

- Prioritizing existing funds
- Increasing taxes of some kind
- Requiring developers to pay for improvements
- Toll roads
- OTHER (SPECIFY)
- DON'T KNOW

18. What type of tax increase, if any, would be most acceptable for transportation improvements?

- Gas tax increase
- Sales tax increase
- Property tax increase

- No tax increase is acceptable
- OTHER (SPECIFY)
- No opinion

Demographic Questions:

19. Which of the following groups includes your age? (Read groups)

- 18-24
- 25-29
- 30-39
- 40-49
- 50-54
- 55+

20. Which of the following best describes how you get around most of the time?

- Car/truck/van – driver
- Car/truck/van – passenger
- Walk or bike
- Public Transit (“the Ride”)
- OTHER (SPECIFY)

21. What best describes your employment status?

- Work outside the home full-time (30+ hours per week)
- Work outside the home part-time (less than 30 hours per week)
- Work from home (full-time or part-time)
- Homemaker (e.g., “housewife”, “stay-at-home mom/dad”)
- Unemployed
- Retired
- OTHER (SPECIFY)

That concludes the survey. Thank you very much for your time. Would you like to be added to our mailing list so that you can stay informed about progress on the Long Range Transportation Plan? If yes, confirm name, address, and obtain email.