



# 2024 MARC Long Range Transportation Plan Survey Results

---

PRESENTED BY ETC INSTITUTE

**Since 2006,  
ETC Institute  
Has,  
In More Than  
1,000 Cities  
&  
49 States,  
Surveyed  
More Than  
3,000,000  
Persons.**

**ETC Institute is a National Leader  
in Market Research for Local  
Governmental Organizations**

*For more than 35 years, our mission has  
been to help municipal governments  
gather and use survey data to enhance  
organizational performance.*



# Purpose

To assist in the update of local transportation plans that will guide investments through 2050

To objectively assess resident perceptions and opinions on regional transportation issues

To better understand community needs and what transportation investments should be used to respond

# Methodology

## Survey Description

- 5-page survey made available in English and Spanish

## Method of Administration

- By mail and online to a random sample of households in the 9-county metro area
- On average, each survey took approximately 17-18 minutes to complete

## Sample Size

- 1,770 completed surveys

## Margin of Error

- +/- 2.33% at the 95% level of confidence

# Sampling and Weighting

---

The goal was to complete a total of 1,500 surveys with residents in the 9-county metro area

Goals were set for each county to ensure a statistically valid sample size

The goal was exceeded with a total of 1,770 completed surveys collected

The overall sample of 1,770 completed surveys were then weighted to the actual proportional population of each county within the sampling plan

Cross-tabulations have been provided that show the results by each sub area using the unweighted data to ensure statistically significant comparisons

The overall report, and this presentation are based on the weighted results

# Agenda

---

- ❖ **Regional Priorities**
- ❖ **Electric Vehicles**
- ❖ **Funding and Sources**
- ❖ **Questions**

# Regional Priorities

---

# Prioritization Tiers

---

Tier 1: Very high priority, significantly increase emphasis

Tier 2: High priority, increase emphasis

Tier 3: Medium priority, maintain current emphasis



# Importance of Issues – Regional Needs

---

## Tier 1

- Healthy Environment
- Road and bridge construction
- Affordable Housing

## Tier 2

- Safety

# Importance of Issues – Regional Needs

---

## Tier 3

- Jobs access via public transportation
- Housing Choice
- Walkable and bikeable communities
- Transportation choices
- Resilience
- Regional Travel Time
- Bikeways
- Freight truck travel time

# Priority of Transportation Strategies

---

## Tier 1

- Nature-based solutions to reduce flooding
- High-demand area public transportation
- Address disadvantaged populations
- Improve travel safety through education, engineering
- Improve air quality

# Priority of Transportation Strategies

---

## Tier 2

- Reduce pollution and greenhouse gases
- Connected trails & greenways
- Connected system – locally and internationally
- Accommodate all travelers
- Integrated solutions to achieve multiple goals
- Intelligent transportation systems
- Prepare communities for changing climate
- Improve weather event response
- Transportation hubs in key activity centers

# Priority of Transportation Strategies

---

## Tier 3

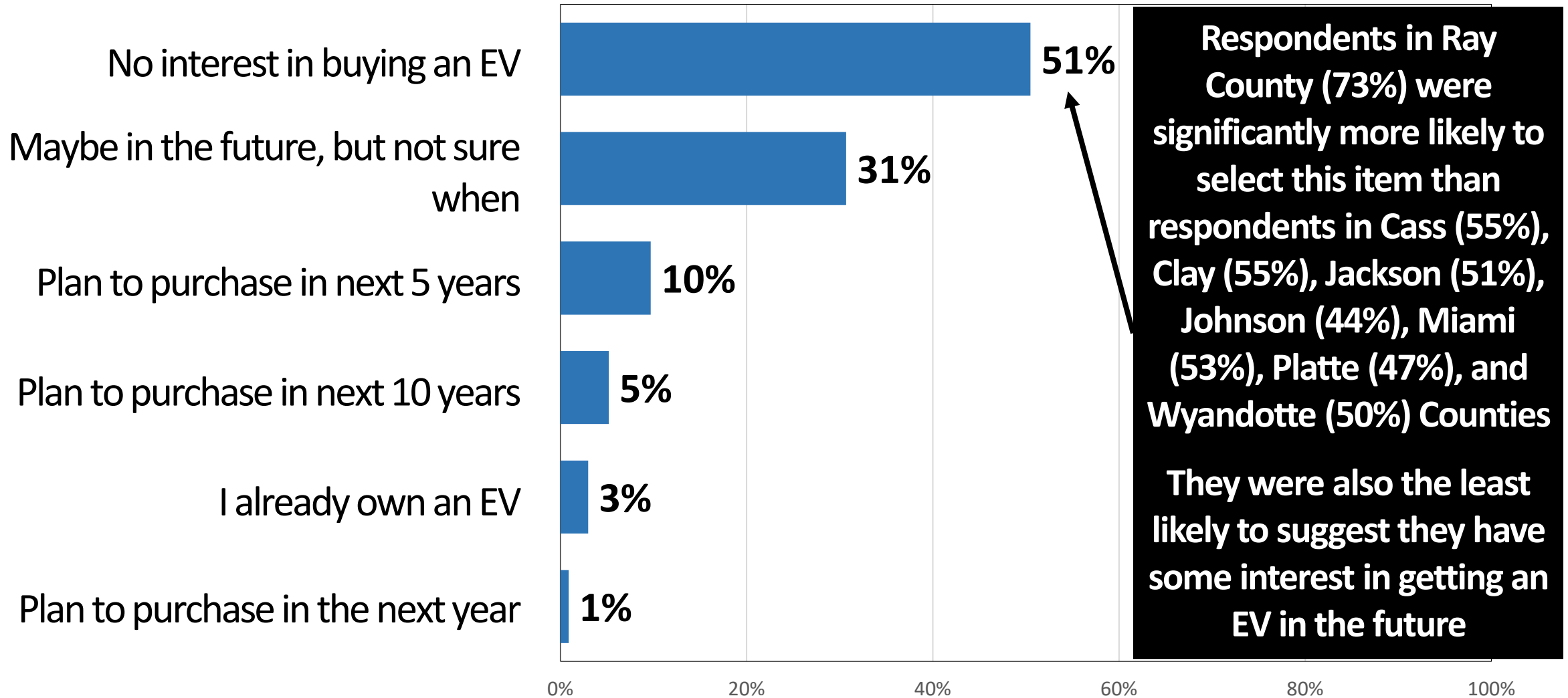
- Alternative transportation options
- Innovative technologies
- Multi-modal movement of goods
- Reduce heat-absorbing infrastructure
- Encourage purchase of electric and no-emission vehicles

# Electric Vehicles

---

# Q6. How Likely Are You To Purchase An Electric Vehicle?

by percentage of respondents (excluding not provided)



Regional differences in behaviors and perceptions are not always common, but in this instance one county stands alone

# Barriers to EV Purchase

---

## Top 3 Barriers

- Vehicle purchase price
- Insufficient driving range
- Long charging times

## Lowest Barrier

- Education/Awareness: Don't know enough about EVs to buy one



# Funding and Sources

---

# Funding Priorities

---

## Tier 1

- Maintenance/rehab of existing highway system

## Tier 2

- Congestion management projects
- Transportation for older adults and disabled
- Rebuild roadways for growth and local needs
- Bike paths, bike lanes, and sidewalks
- Enhance system safety

# Funding Priorities

---

## Tier 3

- Bus transit service
- New public transit infrastructure
- Help infrastructure hold up to extreme weather
- New roadways
- Electric vehicle charging stations
- Technology systems (KC Scout, traffic signal coordination)
- Incorporate nature-based solutions
- Driving along alternatives: carpool lanes, bus lanes, park & ride
- EVs for city/county fleets
- Public Electric (E)-bike share

# New Funding Sources

---

- 61% support regional or county-based transit funding
- 57% oppose road user charges

# Summary

---

- Nearly all respondents support the following:
  - Healthy environment
  - Road and bridge maintenance
  - Increase safety on all types of transportation in the region
- EV conversion/usage was met with skepticism
  - Top barriers: purchase price, insufficient driving range, and long charge times
  - Half in the region expressed interest in purchasing an EV while half suggest they have no interest

# Summary

---

- Most believe we should prioritize or support projects and programs that address the needs of disadvantaged populations
- Most respondents support regional or county by county investments in public transportation to expand options across the region

# Questions?

---

THANK YOU