

2019 Northwest Arkansas Regional Transportation Survey

Final Findings Report

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2019

Submitted to the NWA Regional Planning Commission

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Northwest Arkansas Regional Planning Commission (NWARPC) *2019 Regional Transportation Survey* Executive Summary

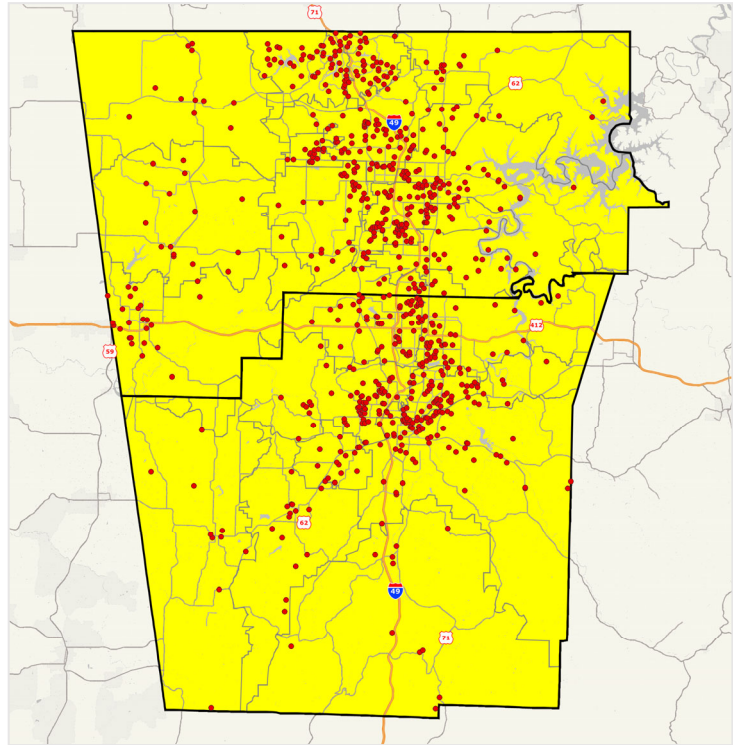
Overview and Methodology

During September 2019, ETC Institute administered a regional transportation survey for the Northwest Arkansas Regional Planning Commission (NWARPC). The purpose of the survey was to gather input from residents to better understand the level of satisfaction with the region's transportation system and attitudes toward prioritizing transportation improvements.

A five-page survey was mailed to a random sample of households in the Northwest Arkansas planning area, which includes Benton and Washington Counties. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online. Seven to ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage their participation.

The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the Northwest Arkansas Region from participating, everyone who completed the survey online was required to enter their home address prior to submission of the survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match a selected sampled address, the online survey was excluded. More than 800 households (15.8% response rate) in Washington and Benton Counties completed the survey, with a minimum of 365 surveys completed in Washington County and 469 completed in Benton County. The overall results for the random sample of 834 households have a 95% level of confidence with a precision of at least +/- 3.53%. The results for Benton County have a 95% level of confidence with a precision of at least +/- 4.6% and the results for Washington County have a 95% level of confidence with a precision of at least +/- 5.1%. Of the 834 households that responded, 370 were completed and returned in the mail and 464 were completed online.

Location of Respondents. To better understand how well the regional transportation system functions in different parts of the Northwest Arkansas (NWA) planning area, the home address of each respondent to the survey was geocoded. The map showing the location of respondents of this survey is provided to the right.



Don't knows. Since the number of “don't know” responses often reflects the utilization and awareness of regional services, the percentage of “don't know” responses, in most cases, has been included with the tabular data in Section 4 of this report. When the “don't know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase, “those who expressed an opinion.”

This report contains:

- A summary of the methodology for administering the survey and its major findings.
- Charts illustrating the overall results for most questions on the survey (Section 1).
- GIS Maps showing the overall results for selected questions (Section 2).
- An Importance-Satisfaction Analysis (I-S) identifying potential priorities for regional investment (Section 3).
- Tabular results for all survey questions (Section 4).
- The Survey Instrument (Section 5).

Crosstabulations by Income, Major City, County, and Trip Type have been provided in Appendix 1 - Crosstabulations. The City level results have a 95% level of confidence with a precision of at least +/- 7% to +/-10%.

Major Findings

Survey data collected which addresses major transportation issues specific to the Northwest Arkansas (NWA) region are assessed below and on the following pages.

Respondents' Perceptions of the NWA Regional Transportation System

- **Overall Satisfaction Levels with NWA Transportation System**

The highest levels of satisfaction expressed about any aspect of the NWA area transportation system, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion were: “Availability of off-street paths/trails (60%) and “Flow of traffic on streets at non-peak times” (53%). Respondents who expressed an opinion were least satisfied, based upon the combined percentage of “Dissatisfied” and “Very Dissatisfied” responses with the “Flow of traffic during peak times of day” (77%), “Availability of Public Transit in NWA area” (73%) and “Ease of travel by Public Transportation” (70%). Those who expressed an opinion rated the overall quality of the transportation system in the NWA area as follows: Excellent 2%; Good 27%; Average 42%; Poor 28%.

- **Traffic Congestion in the NWA Area**

Ninety-four percent of those who expressed an opinion said that compared to five years ago, traffic congestion in the NWA region had “increased a great deal” (73%) or “increased somewhat” (21%). However, more than half of those who expressed an opinion said traffic congestion at rush hour in the NWA region was “better” (16%) or “the same” (36%) as other cities of comparable size they had visited. Respondents were asked to assess traffic congestion between their homes and each of five NWA area communities: Bentonville, Rogers, Fayetteville, Springdale and Lowell. Those who expressed an opinion were most concerned with traffic congestion between their homes and Bentonville, where 54% said traffic congestion was a “current problem,” and an additional 27% of respondents described the area's congestion as an “emerging problem”. Traffic in the Rogers area was considered a “current problem” by 40%, and an “emerging problem” by 29% of those who expressed an opinion. Fifty-seven percent of respondents to the question, “Which transportation issues do you think should be most important?” selected “relieve traffic congestion” as one of their top three choices. In fact, more respondents made this response their first choice, than selected any of the other thirteen choices among their top three.

- **Other Current and Emerging Transportation Problems in the NWA Area**

In addition to traffic congestions issues referenced above, 50% of respondents considered “Capacity of major roads not keeping up with new development” to be a “current problem,” while an additional 34% said it was an “emerging problem”. “Lack of public transportation/bus service” was deemed to be a current problem by 37% of those expressing an opinion, and an emerging problem by 23%. “Lack of safe and accessible pedestrian facilities” was considered a current problem by 20%, and an emerging problem by 21% of respondents. “Lack of bicycle trails/bike facilities” was considered a current problem by only 10% of respondents, and an emerging problem by the same number (10%). “Air quality”: 5% current; 31% emerging, and “Traffic delays caused by trains”: 4% current; 7% emerging were the issues least likely to be selected as a current or emerging transportation problem in the NWA Area.

Non-Auto Transportation Issues in the NWA Area

- **Public Transportation**

A significant percentage of survey respondents who expressed an opinion indicated a lack of satisfaction with a number of public transportation related issues, including: "Availability of public transportation services on weekends" (2% Very Satisfied, 3% Satisfied, 64% Dissatisfied/Very Dissatisfied); "The frequency of bus service where you live" (3% Very Satisfied, 5% Satisfied, 65% Dissatisfied/Very Dissatisfied); "Number of destinations served by public transportation" (2% Very Satisfied, 7% Satisfied, 66% Dissatisfied/Very Dissatisfied); "Days and times when the bus service is provided" (3% Very Satisfied, 7% Satisfied, 60% Dissatisfied/Very Dissatisfied); "Speed of travel by bus in the region" (3% Very Satisfied, 9% Satisfied, 49% Dissatisfied/Very Dissatisfied); "Distance to the nearest bus stop from your home" (4% Very Satisfied, 8% Satisfied, 65% Dissatisfied/Very Dissatisfied); "Availability of information about public transportation services in the region" (3% Very Satisfied, 10% Satisfied, 61% Dissatisfied/Very Dissatisfied); and, "Availability of park and ride facilities" (5% Very Satisfied, 13% Satisfied, 46% Dissatisfied/Very Dissatisfied). In answer to the question, "Which best describes your past experience with public transit?" only 10% of respondents who expressed an opinion said they used bus and/or rail public transit regularly. Thirty-one percent indicated they used bus or rail occasionally, while 58% indicated they had no experience with using either bus or rail transit. Additionally, between 46% and 64% of such respondents indicated they were at least "somewhat interested" in using various expanded bus service options, including bus rapid transit and passenger rail service.

- **Air Travel/XNA**

Survey respondents who expressed an opinion were generally more satisfied with current transportation issues in the NWA area related to air travel. Thirty-six percent said they were either Very Satisfied or Satisfied with "Convenient flight times provided by XNA," while 35% indicated dissatisfaction. Respondents were slightly less positive regarding "Adequate flight routes provided by XNA" (32% Very Satisfied or Satisfied; 48% Dissatisfied/Very Dissatisfied). Respondents indicated their highest level of dissatisfaction with the "Affordability of flights in the region," where 67% answered "Dissatisfied/Very Dissatisfied."

- **Bike Travel**

Survey respondents expressed a relatively high level of satisfaction with the "Availability of safe biking facilities/lanes where you live" (38% Very Satisfied or Satisfied), and "Availability of bikeshare service" (23% Very Satisfied or Satisfied), although 53% of respondents answered "Neutral" to the bikeshare question, which may indicate a lack of experience with, or exposure to, such services.

- **Ride Share/Car Pool**

When asked to assess their satisfaction with the "Availability of carpooling service (rideshare)" in the NWA area, 13% of respondents who expressed an opinion indicated they were "Very Satisfied" or "Satisfied." Forty-three percent indicated dissatisfaction. A relatively high percentage of respondents (44%) answered "Neutral".

- **Seniors/Disabled Residents**

More than half of respondents who expressed an opinion (54%) said they were "Dissatisfied/Very Dissatisfied" with the "Availability of transportation services for seniors and persons with disabilities". Only 17% indicated satisfaction in answer to the question.

Funding Priorities of NWA Area Residents

- **Public Transportation**

Seventy-four percent of respondents who expressed an opinion indicated they believed that during the next five years the current level of funding for public transportation in the Northwest Arkansas region should be "much greater" (30%) or "somewhat greater" (44%) than it is now. Only 4% said such funding should be reduced. Eighty-one percent of respondents indicated it is "very important" (55%) or "somewhat important" (26%) for local agencies in the region to support and fund public transportation, while just 6% responded such support was "not important" to them. Seventy-eight percent of respondents thought expanded public transportation services are needed in Benton and Washington Counties and 72% indicated they would be "very supportive" or "somewhat supportive" of paying an increase in taxes to support expanded public transportation services in the NWA Area.

- **Road & Highway**

When asked to assess how the current level of funding for road and highway improvements in the Northwest Arkansas region should change over the next five years, 72% of respondents indicated the level of funding should be "much greater" (25%) or "somewhat greater" (47%). Twenty-five percent said the funding levels should remain the same, while only 3% felt the funding should be reduced. Sixty-six percent of respondents indicated they would support a highway program that would generate additional revenue. Sixteen percent said they would not support such a program, while 18% indicated they were "satisfied with current highway conditions." Respondents also indicated that "Widening freeways by adding lanes" (33%) and "Rerouting truck traffic or finding another solution to keep freight traffic separate" (29%) were among their four highest priorities for improving transportation in the NWA region.

Transportation Priorities

Recommended Priorities. In order to help the Northwest Arkansas Regional Planning Commission (NWARPC) identify future priorities, ETC Institute conducted an Importance-Satisfaction (I-S) Analysis. This analysis examined the importance residents placed on each element of the NWA area's transportation system and the expressed level of survey respondent satisfaction with each. By identifying transportation issues of high importance and low satisfaction, the analysis identified which among these concerns have the greatest potential impact on the overall satisfaction of NWA residents with the regional transportation system in the future. The overall satisfaction rating is most likely to increase if the NWARPC is able to prioritize and address improvements in elements of the area's transportation system which are identified by the I-S Analysis as having the very highest Importance Satisfaction (I-S) ratings. Details regarding the methodology employed in this analysis are provided in Section 3 of this report.

Based on the results of the I-S Analysis, the public transportation issues which are recommended as top priorities overall in order to raise the overall satisfaction ratings of NWA Area residents with their regional transportation system are listed below:

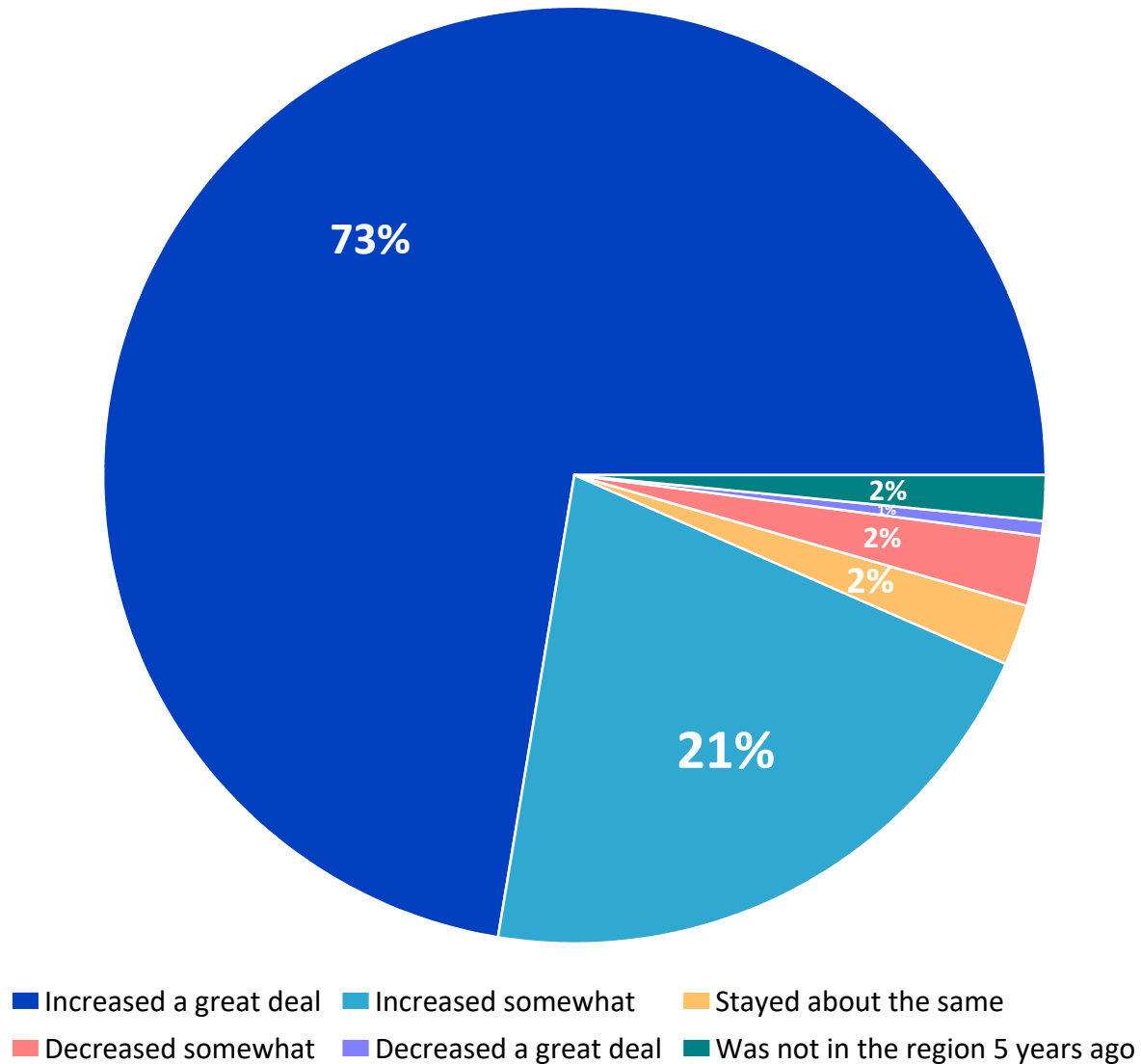
- Relieve traffic congestion (IS=0.4495)
- Flow of traffic on streets during peak times of day ("rush hours") (IS=0.4251)
- Affordability of flights in the region (IS=0.4023)
- Availability of public transit in NWA (IS=0.2809)
- Number of destinations served by public transportation (IS=0.2466)
- Maintain existing roads and highways (IS=0.2385)
- Provide travel choices other than automobiles (IS=0.2138)

By investing attention, study and resources in these seven areas to the extent it is feasible, the NWARPC will increase the probability that overall satisfaction with the area's transportation system among NWA residents will improve in future years.

Section 1
Charts and Graphs

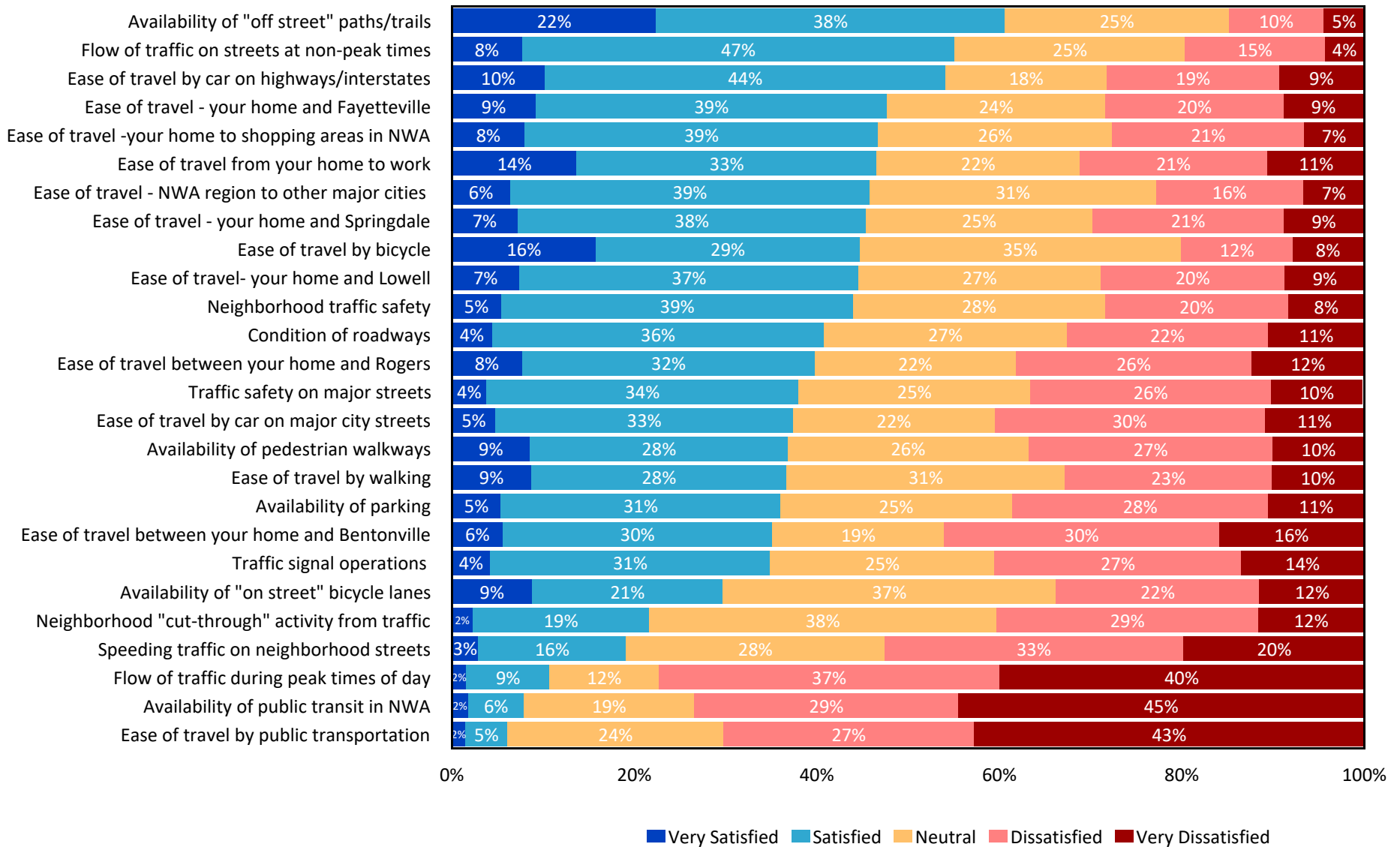
Q1. Compared to five years ago, would you say that traffic congestion in the Northwest Arkansas (NWA) region area has...

by percentage of respondents (without "don't know")



Q2. How satisfied are you with following aspects of transportation in the Northwest Arkansas region?

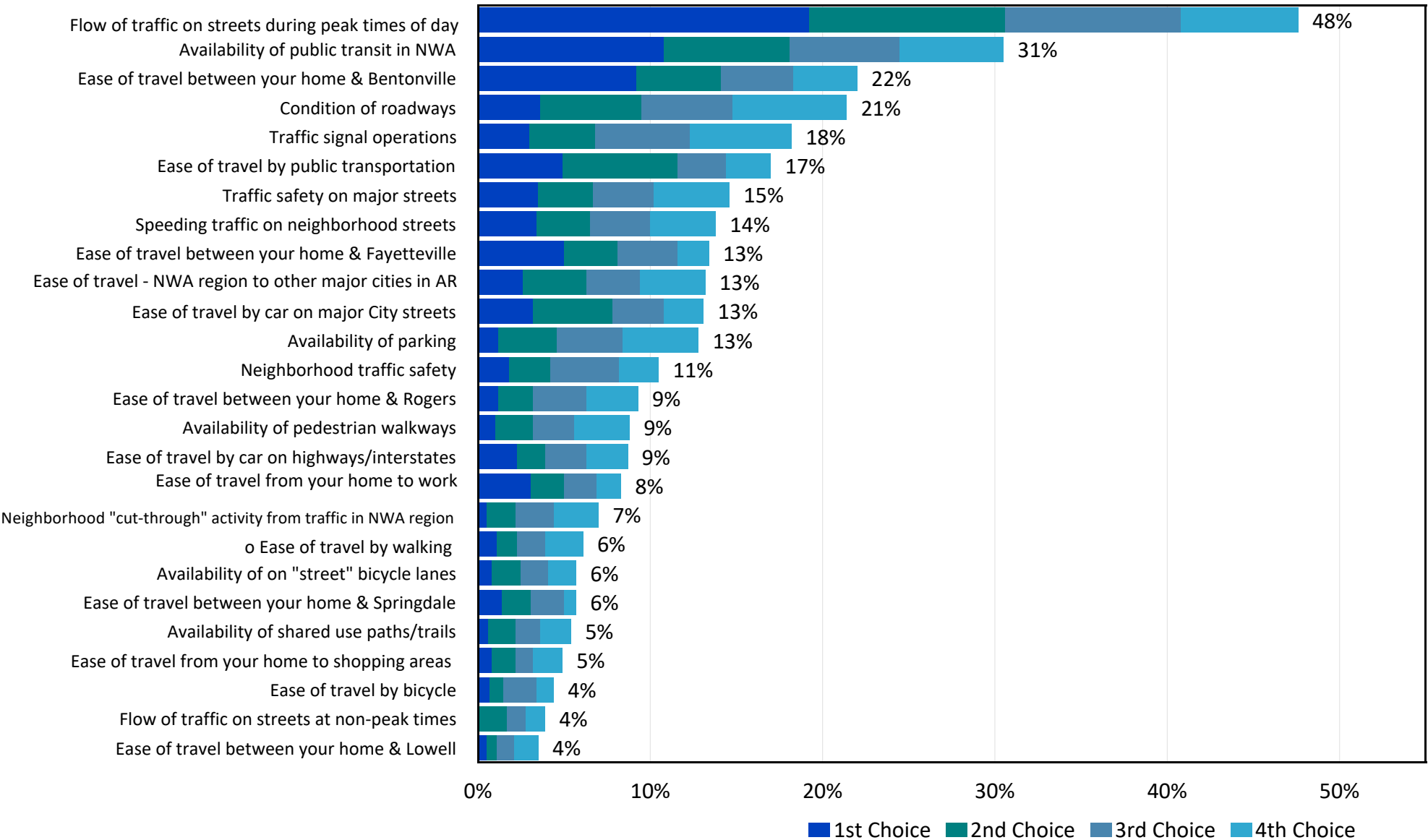
by percentage of respondents (without "don't know")



Source: ETC Institute (2019)

Q3. Which aspects of transportation do you think community leaders should emphasize most over the next 10 years?

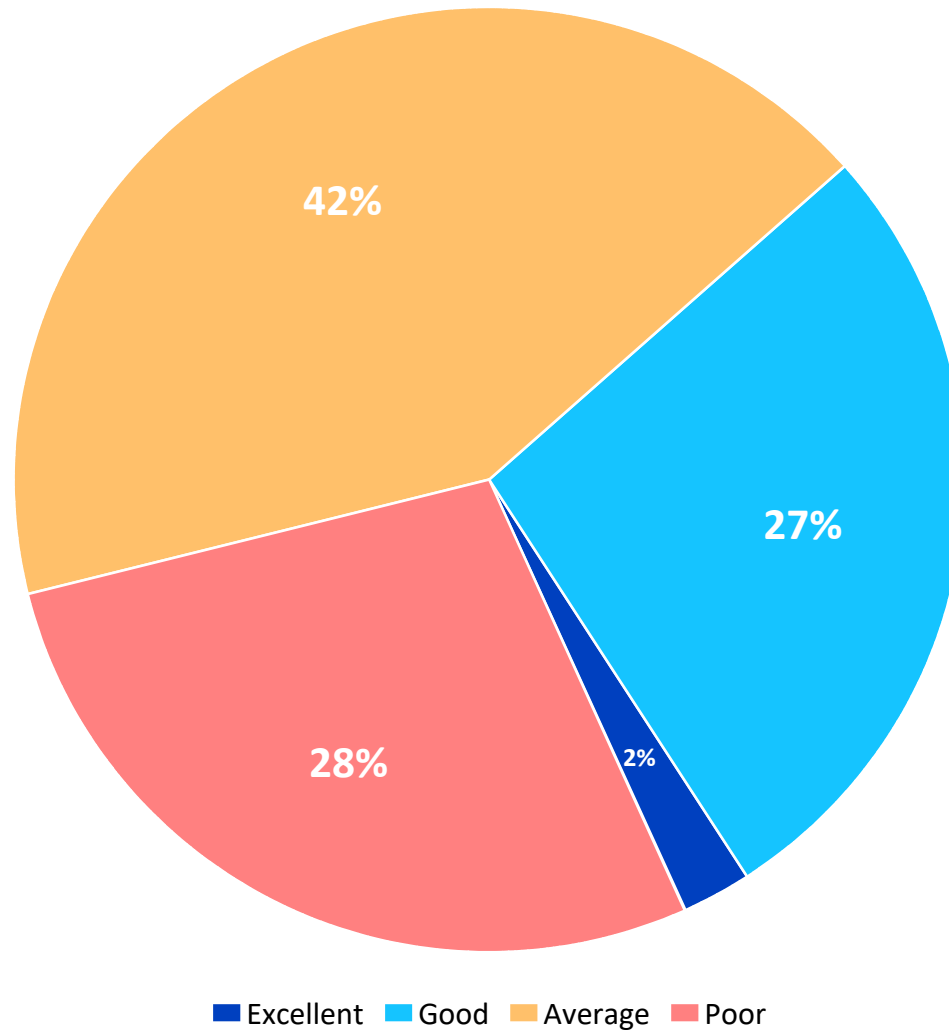
by percentage of respondents who selected the aspect as one of their top four choices



Source: ETC Institute (2019)

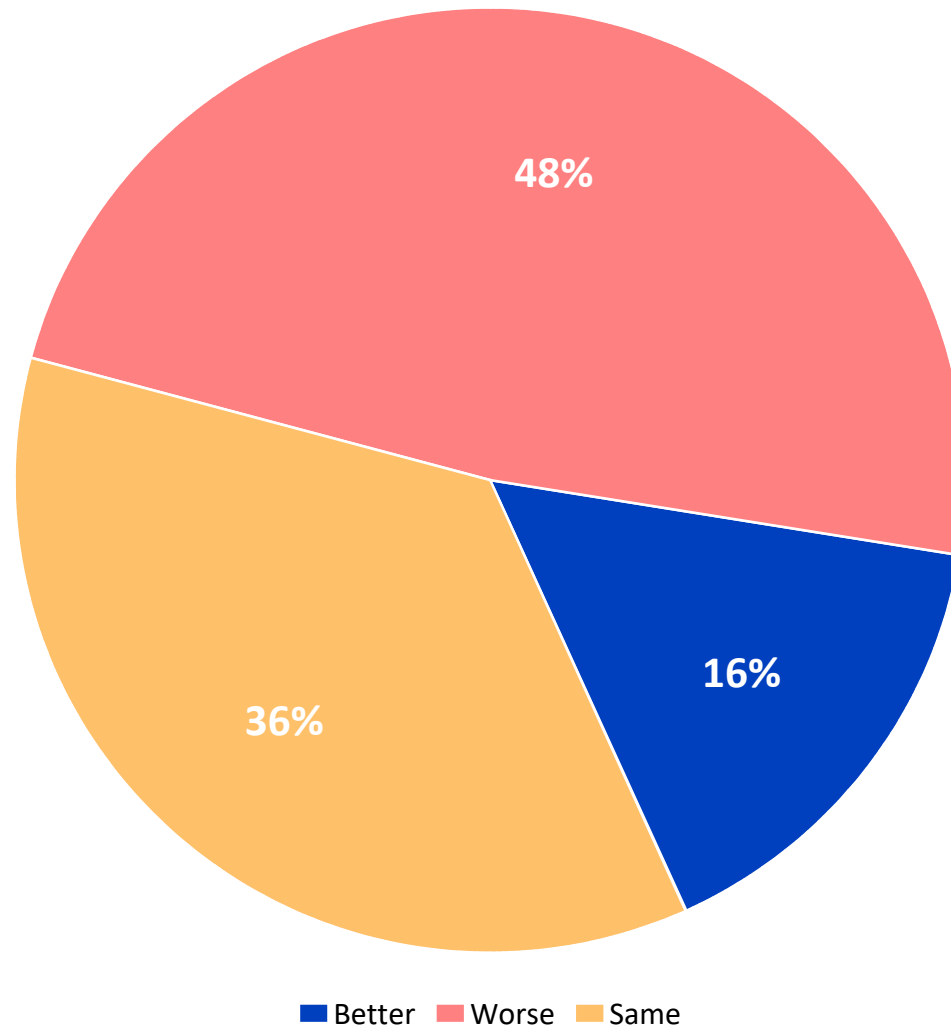
Q4. Overall, how would you rate the transportation system in the NWA region?

by percentage of respondents (without "don't know")



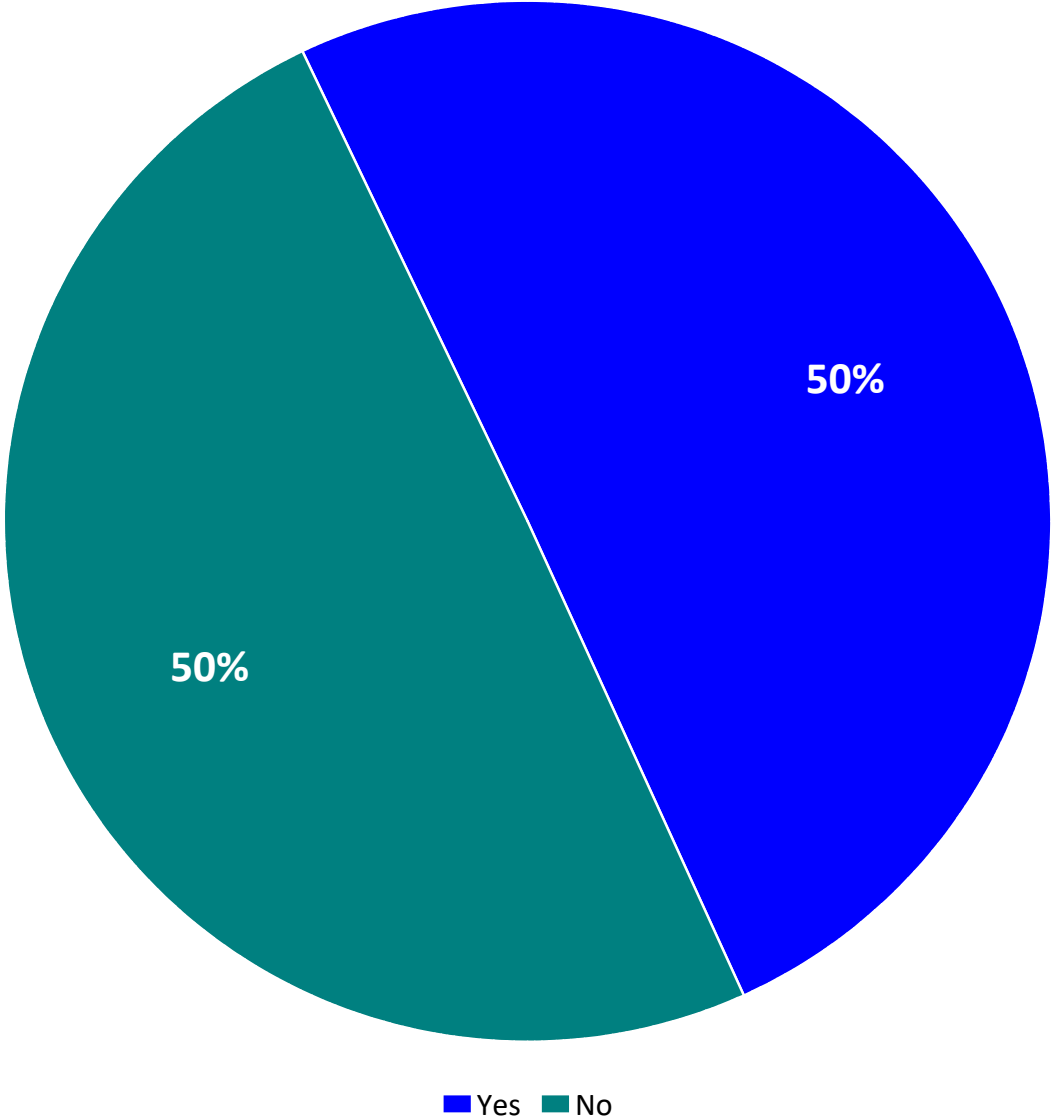
Q5. How does traffic congestion at rush hour in the NWA region compare to other cities of comparable size that you have visited?

by percentage of respondents (without "don't know")



Q6. Are you satisfied with the condition of the existing Arkansas highway system?

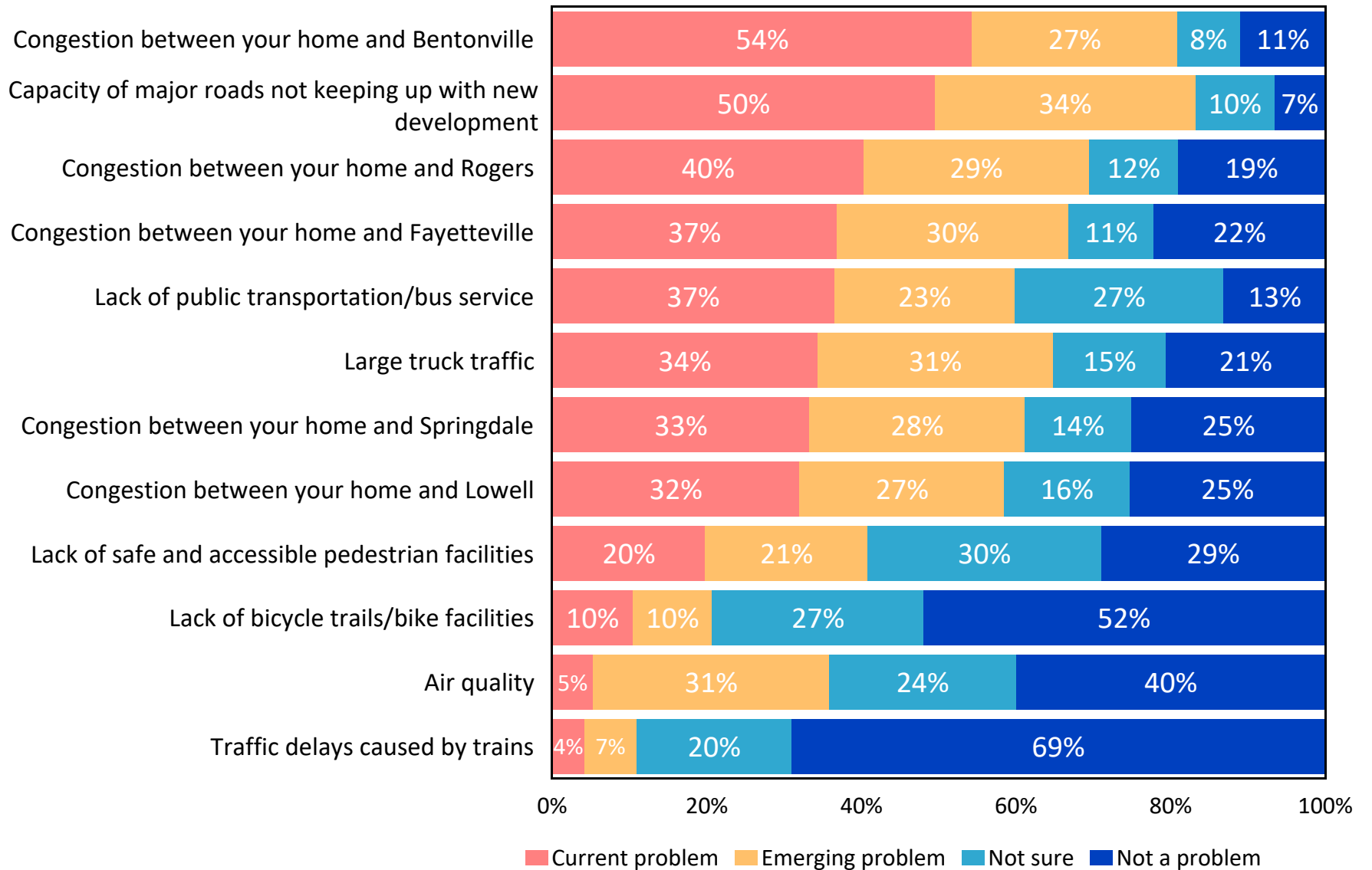
by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

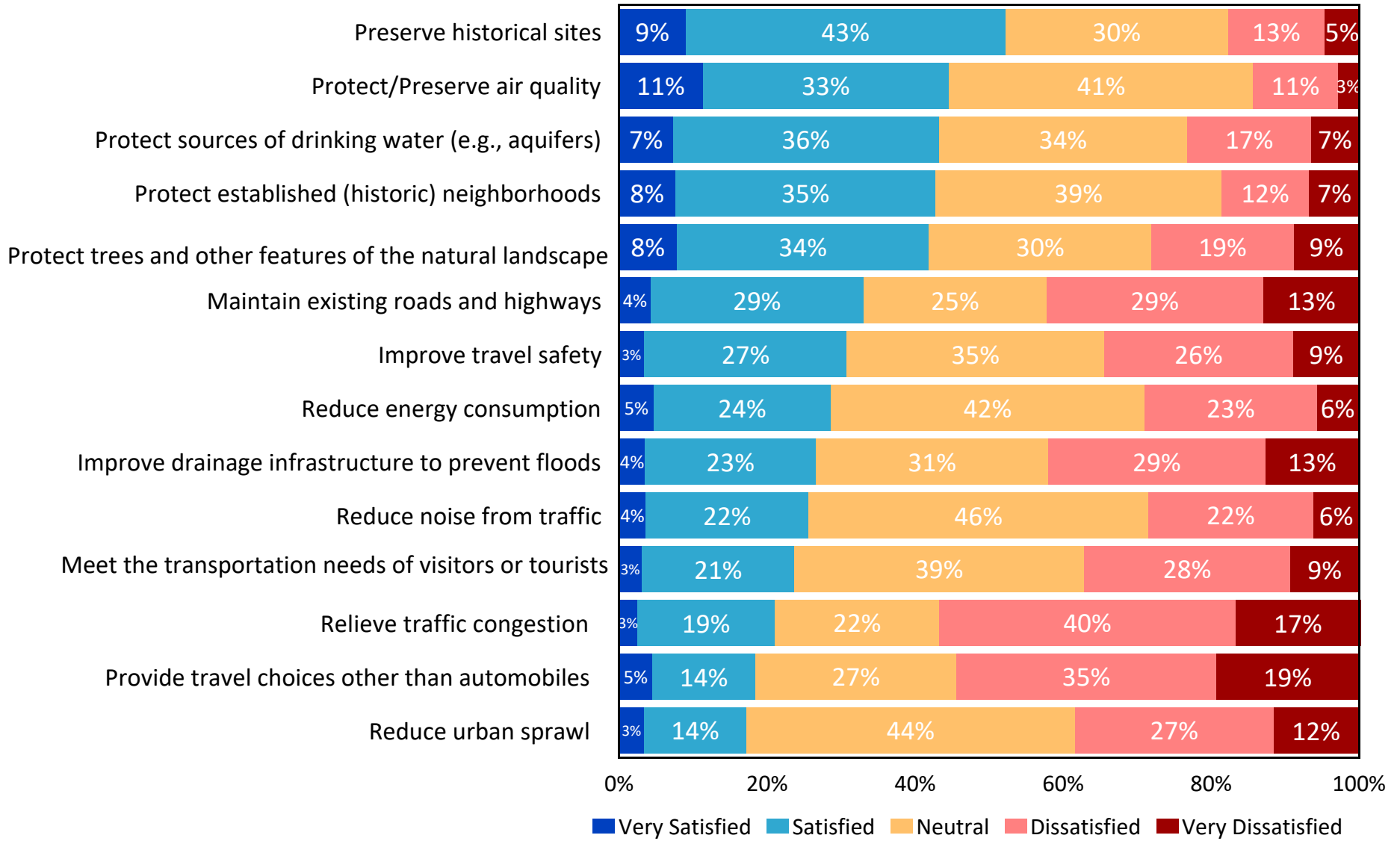
Q7. Current and Emerging Transportation Problems

by percentage of respondents



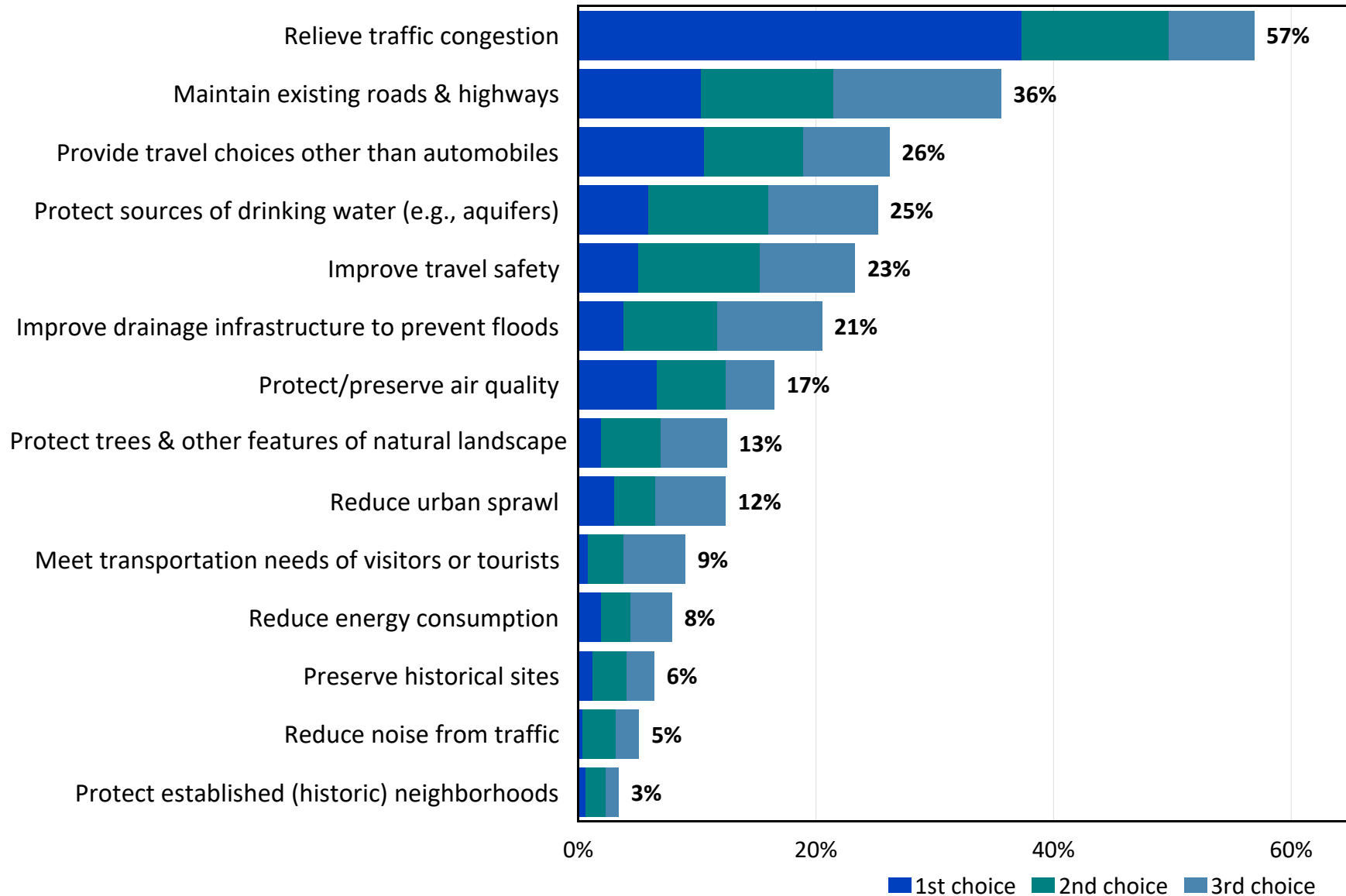
Q8. How satisfied are you with efforts in the region to...

by percentage of respondents (without "don't know")



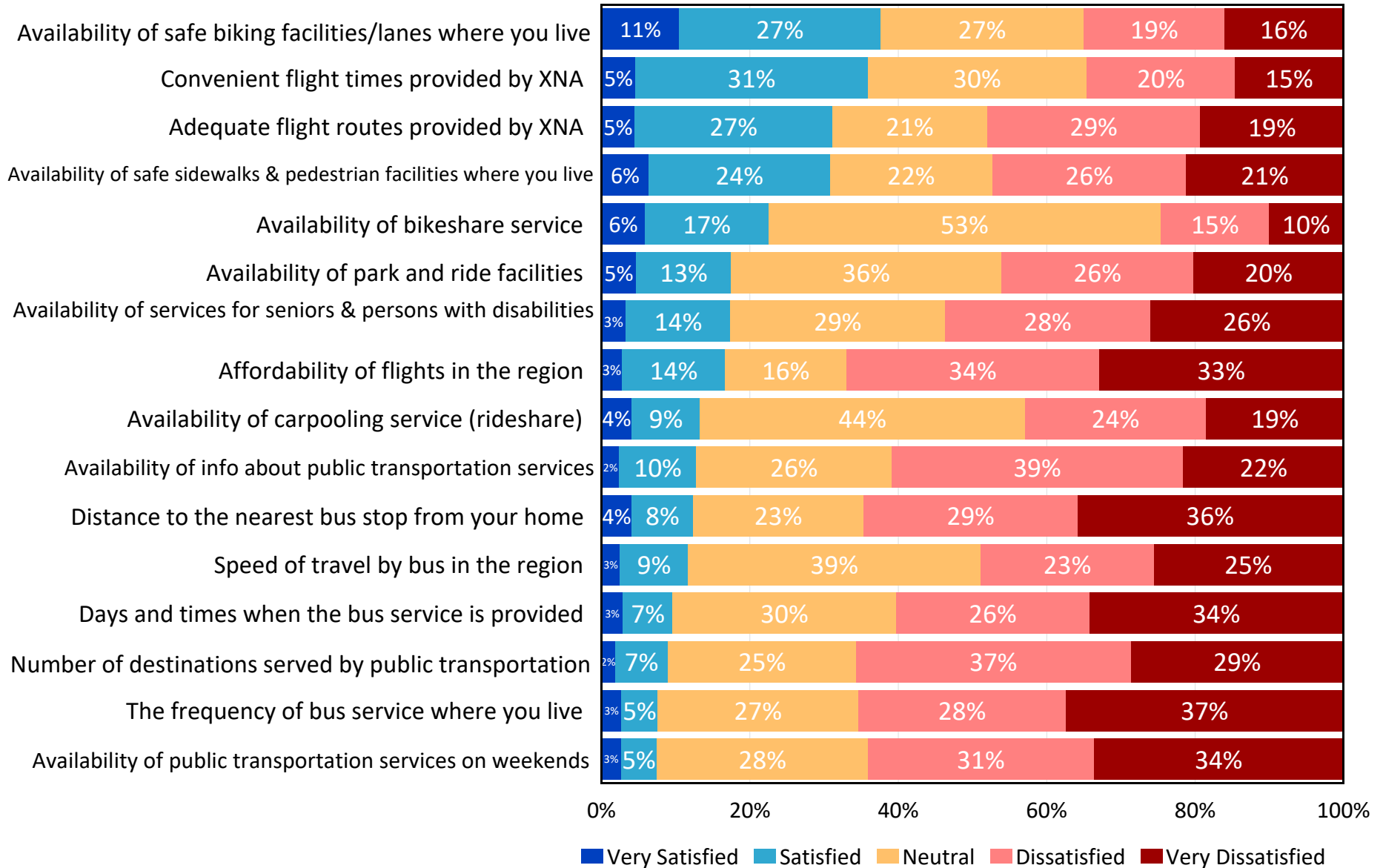
Q9. Which transportation issues do you think should be most important?

by percentage of respondents who selected the transportation issue as one of their top three choices



Q10. Satisfaction with Non-Auto Transportation Issues

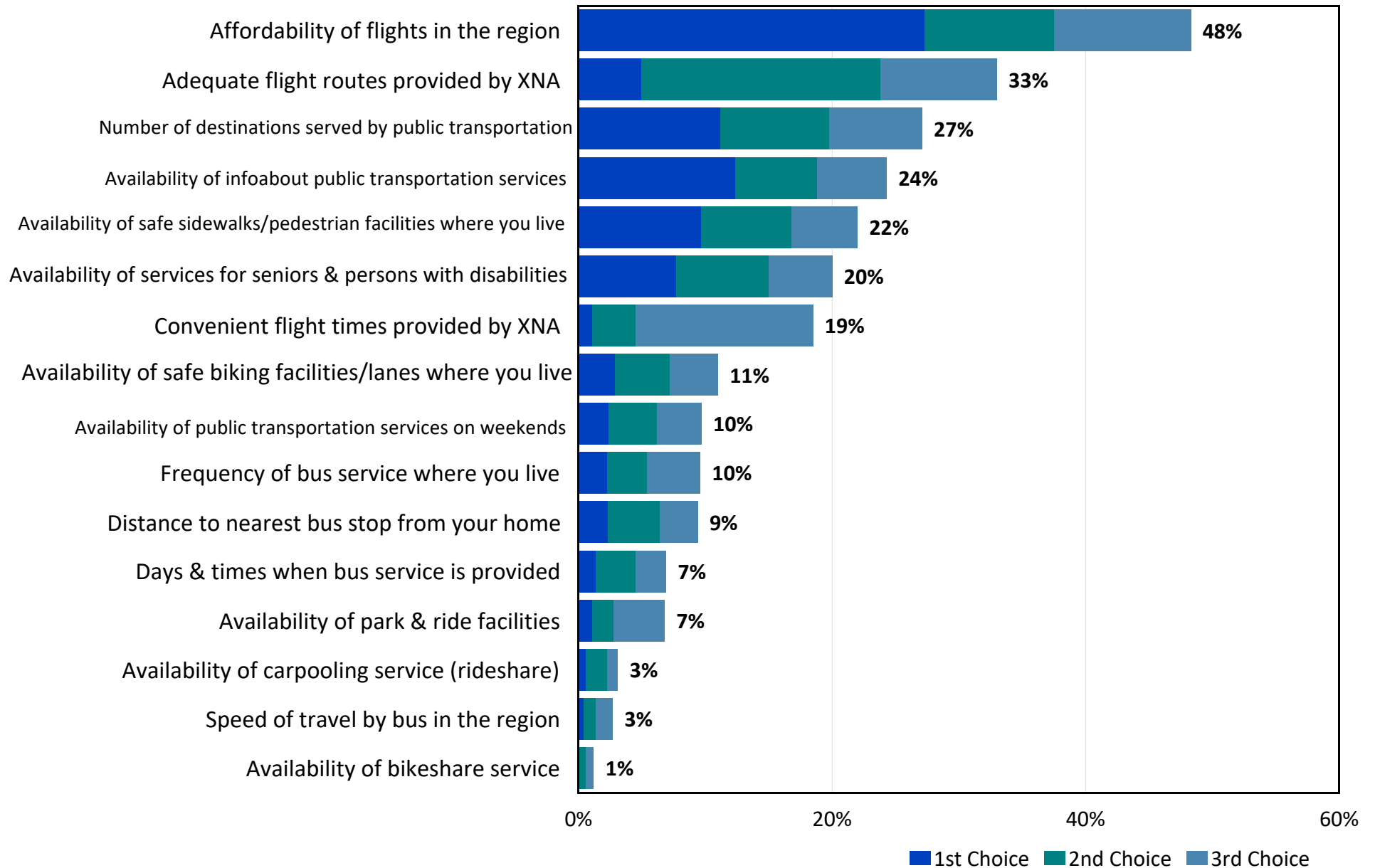
by percentage of respondents (without "don't know")



Source: ETC Institute (2019)

Q11. Which transportation issues do you think are most important?

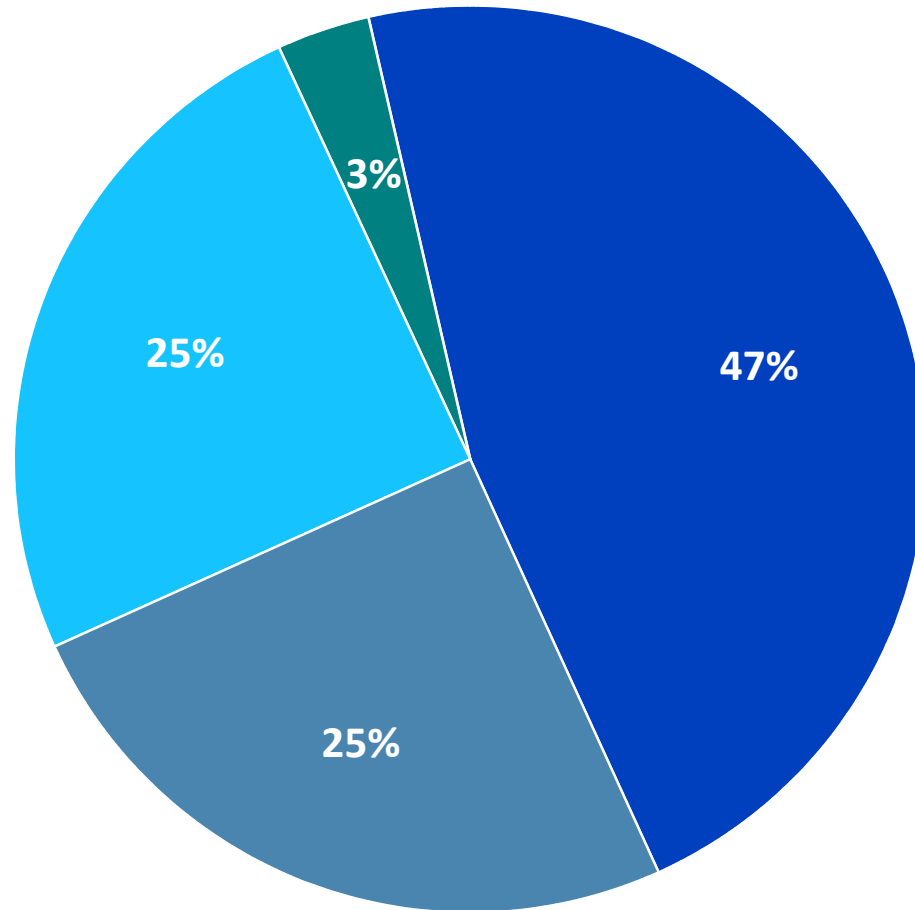
by percentage of respondents who selected the transportation issue as one of their top three choices



Source: ETC Institute (2019)

Q12. How do you think the current level of funding for road and highway improvements in the Northwest Arkansas region should change over the next FIVE years?

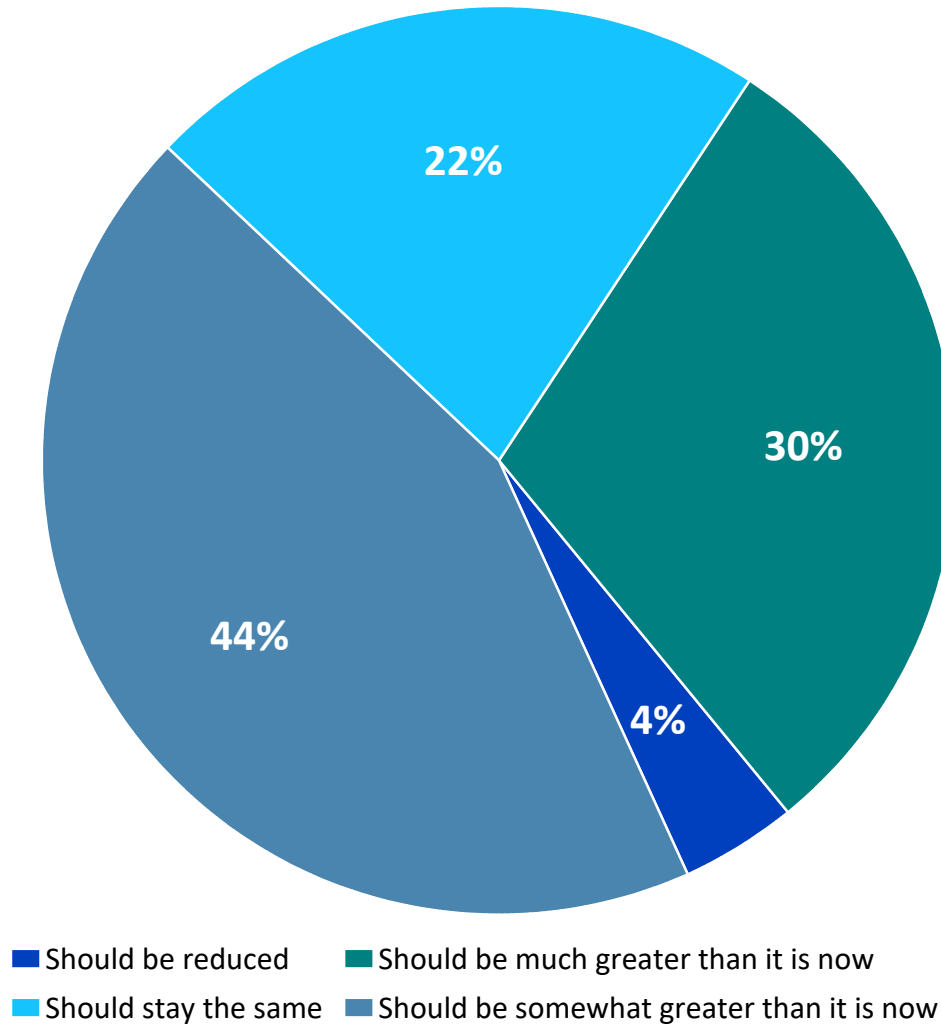
by percentage of respondents (without "not provided")



■ Should be somewhat greater than it is now ■ Should be reduced
■ Should be much greater than it is now ■ Should stay the same

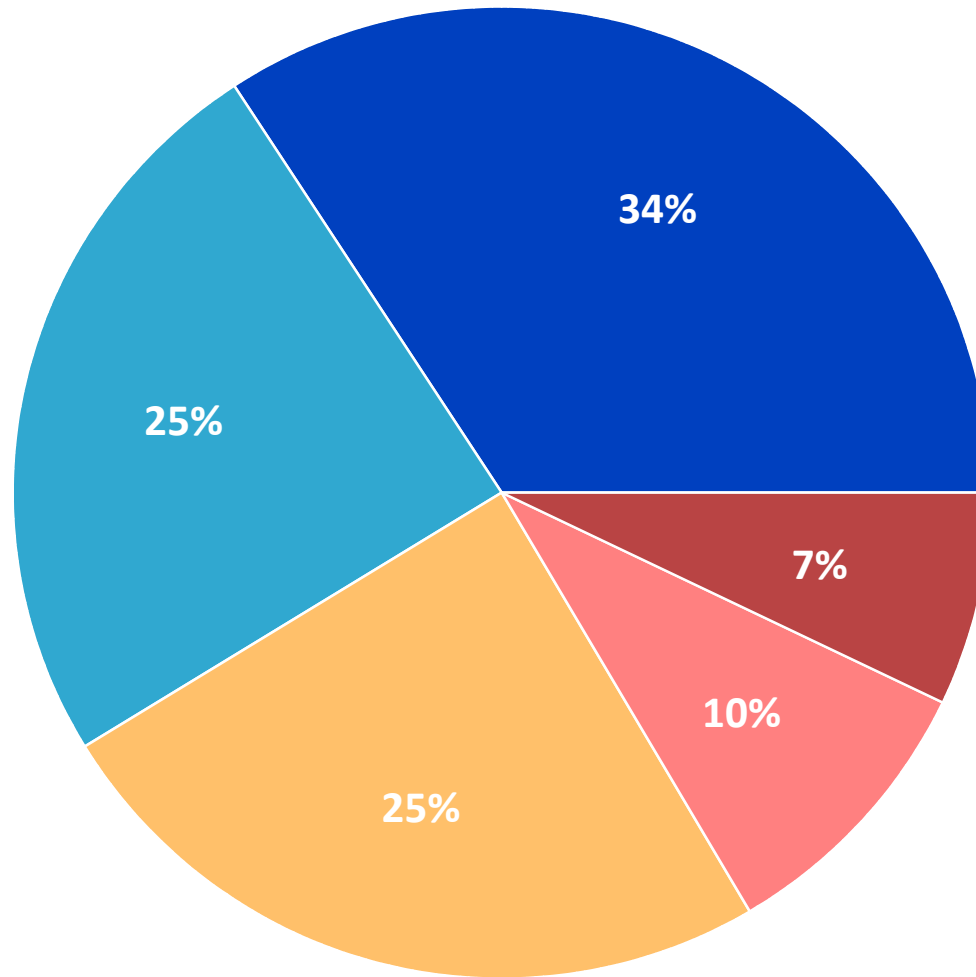
Q13. How do you think the current level of funding for public transportation in the Northwest Arkansas region should change over the next TEN years?

by percentage of respondents (without "not provided")



Q14. To what degree do you favor or oppose developing a regional passenger rail project?

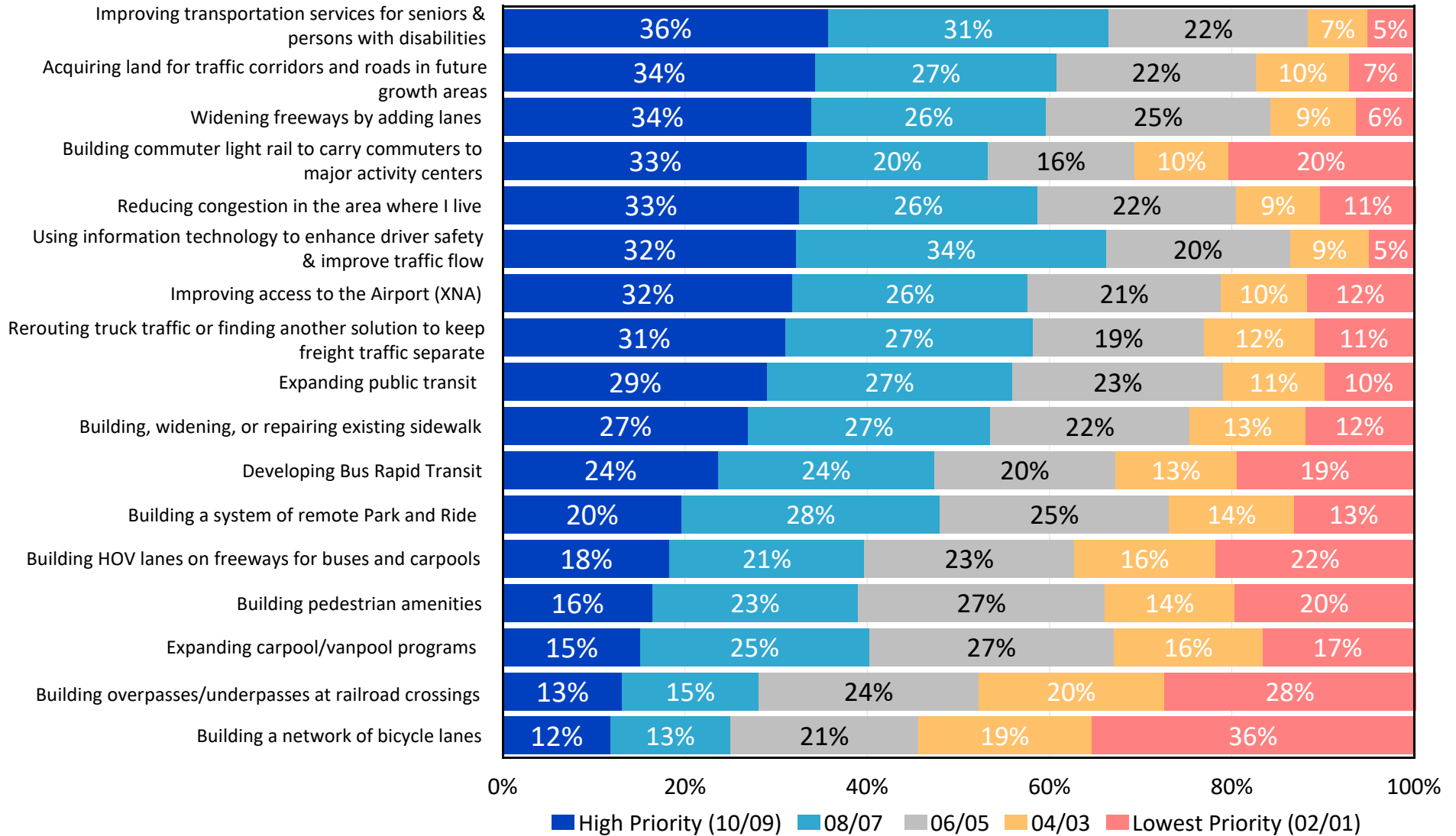
by percentage of respondents (without "not provided")



■ Strongly favor ■ Favor ■ Neither favor nor oppose ■ Oppose ■ Strongly oppose

Q15. What priority should be placed on the following transportation improvements in the Northwest Arkansas region?

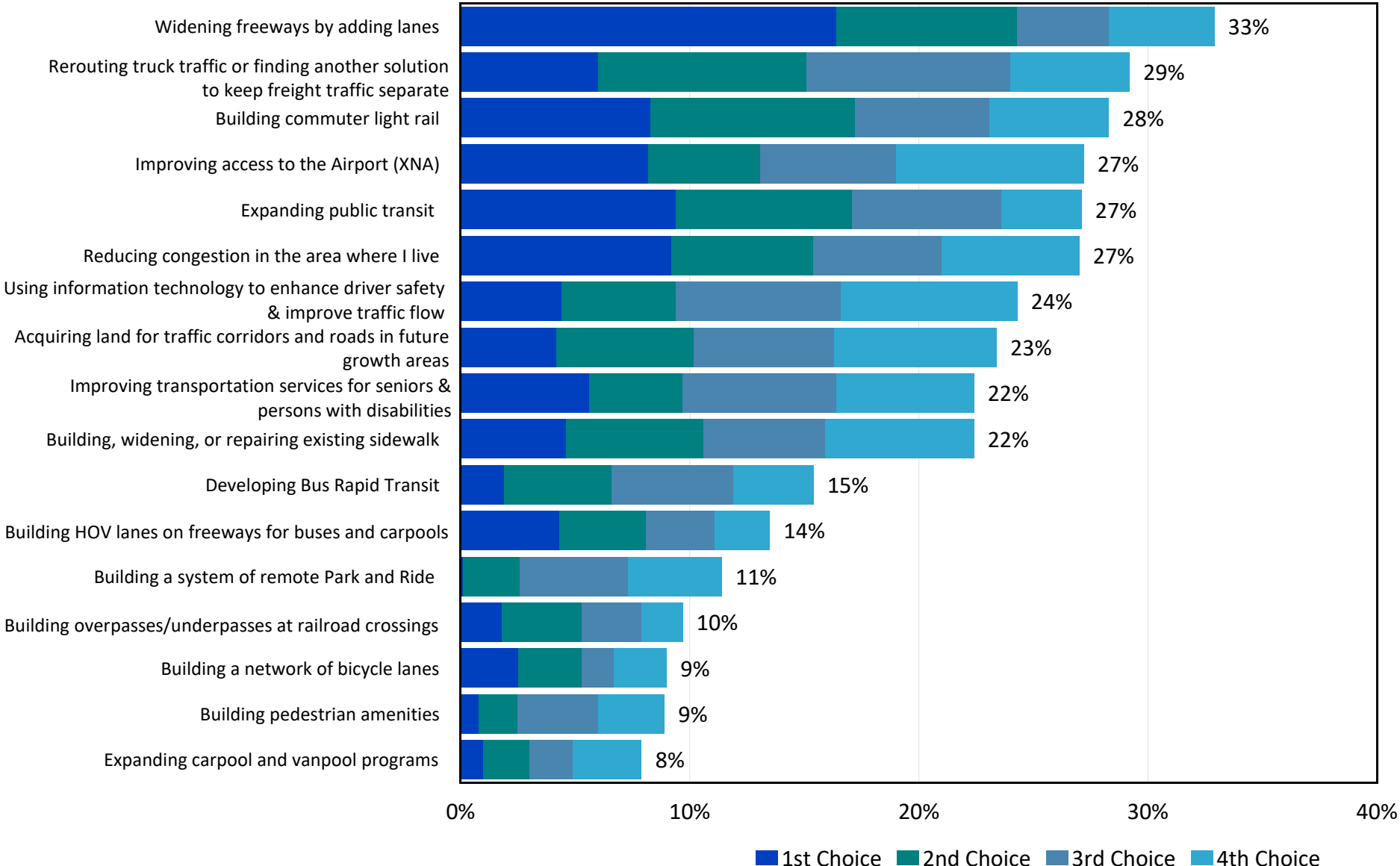
by percentage of respondents (without "don't know")



Source: ETC Institute (2019)

Q16. Which of the transportation improvement listed do you think should be MOST IMPORTANT?

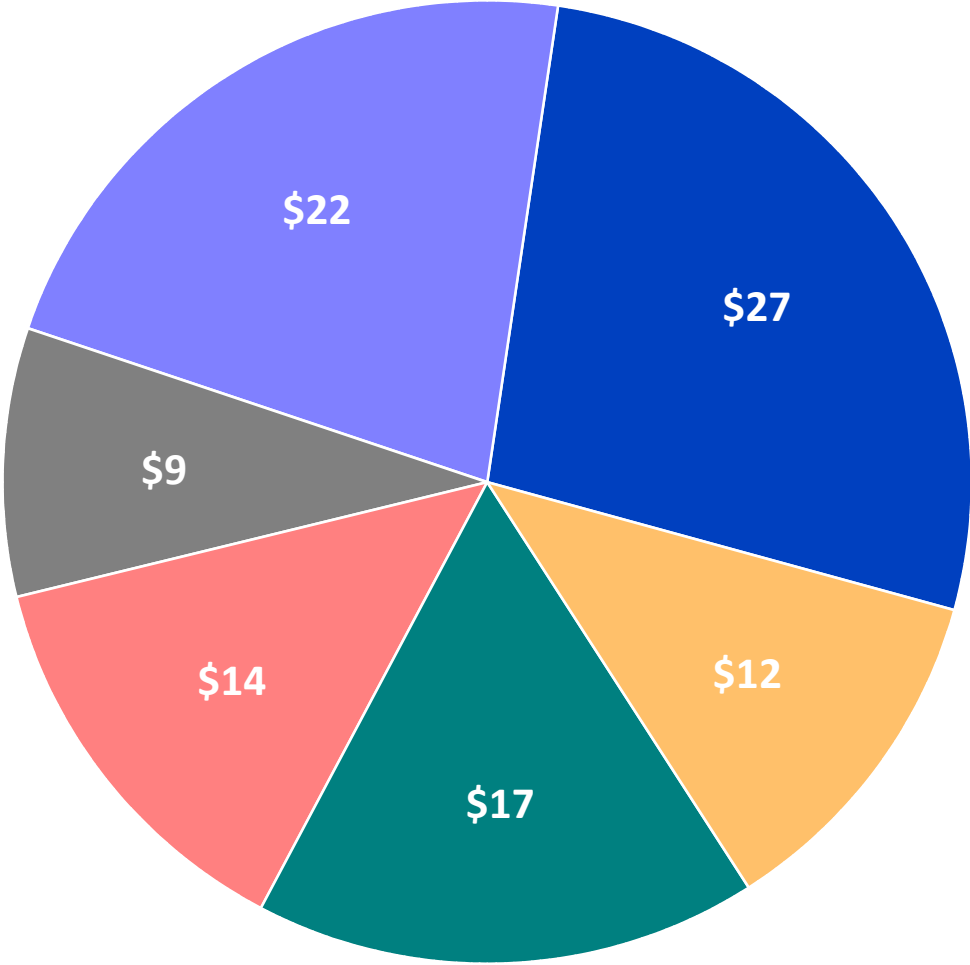
by percentage of respondents who selected the transportation improve,emtas one of their top four choices



Source: ETC Institute (2019)

Q17. How would you allocate \$100 of transportation funding among these six major categories?

by percentage of respondents

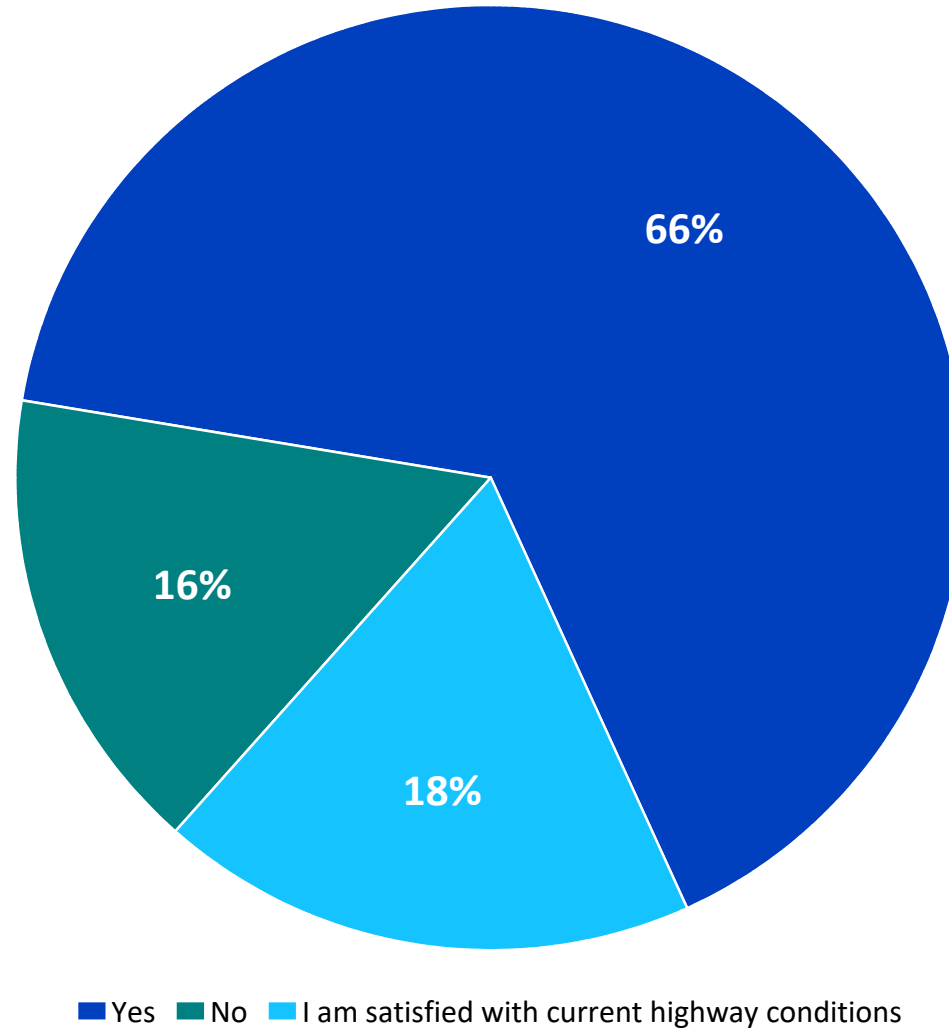


- Building new or adding capacity to existing streets & highways in the region
- Maintaining existing streets & highways in the region
- Building/improving bicycle & pedestrian facilities
- Expanding/improving public bus service
- Building/improving/implementing passenger rail service
- Improving airport & freight facilities in the area

Source: ETC Institute (2019)

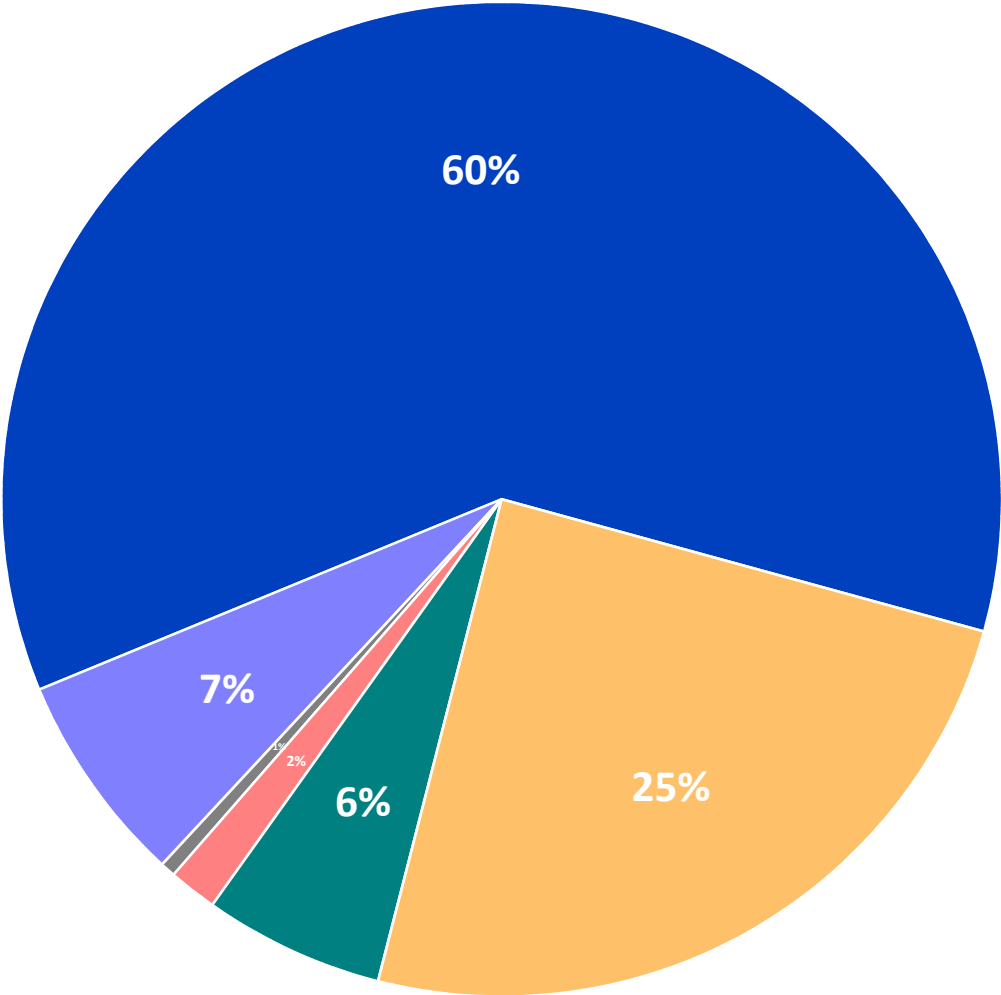
Q18. Would you support a highway program that would generate additional revenue?

by percentage of respondents



Q19. What best describes your current employment status?

by percentage of respondents (without "not provided")

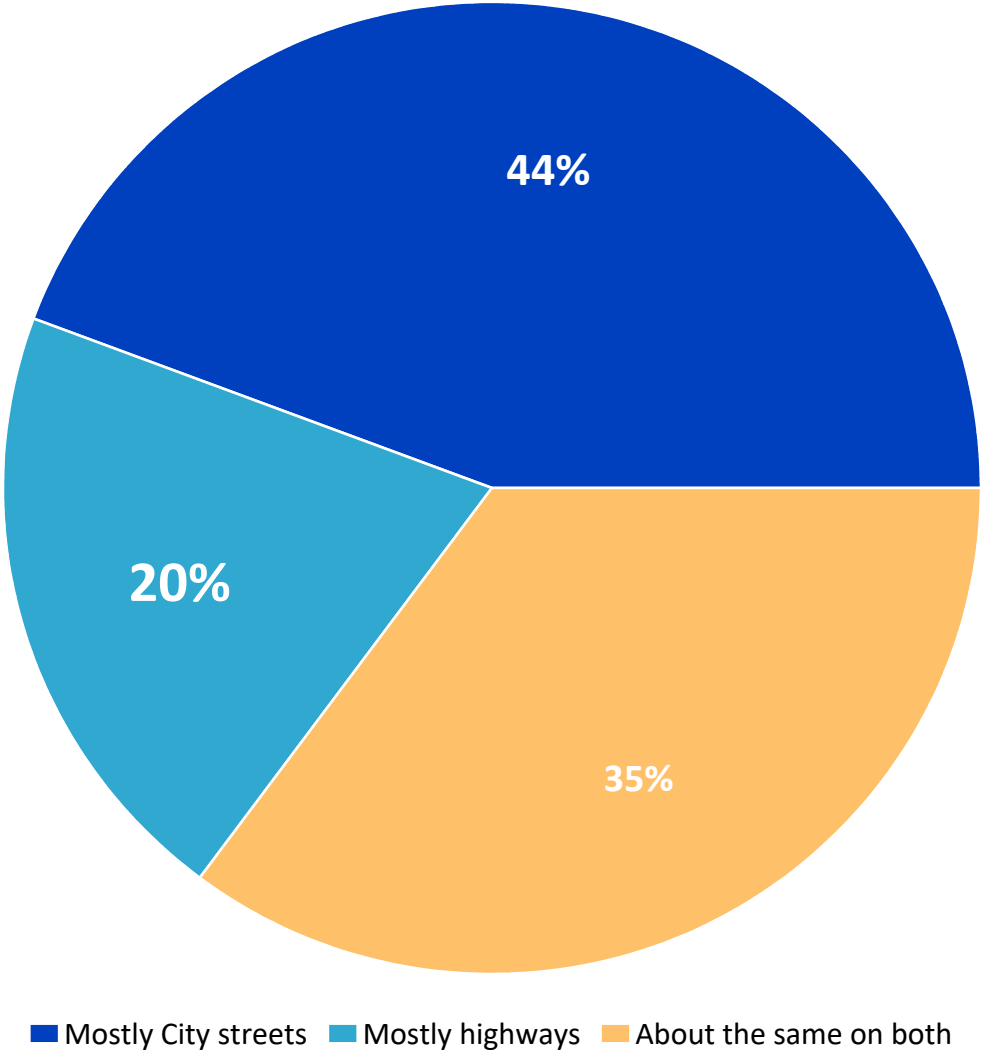


■ Employed full time ■ Employed part time ■ Student ■ Unemployed, seeking work ■ Homemaker ■ Retired/disabled

Source: ETC Institute (2019)

Q19b. Do you make most of your trips to/from work and school on city streets or highways?

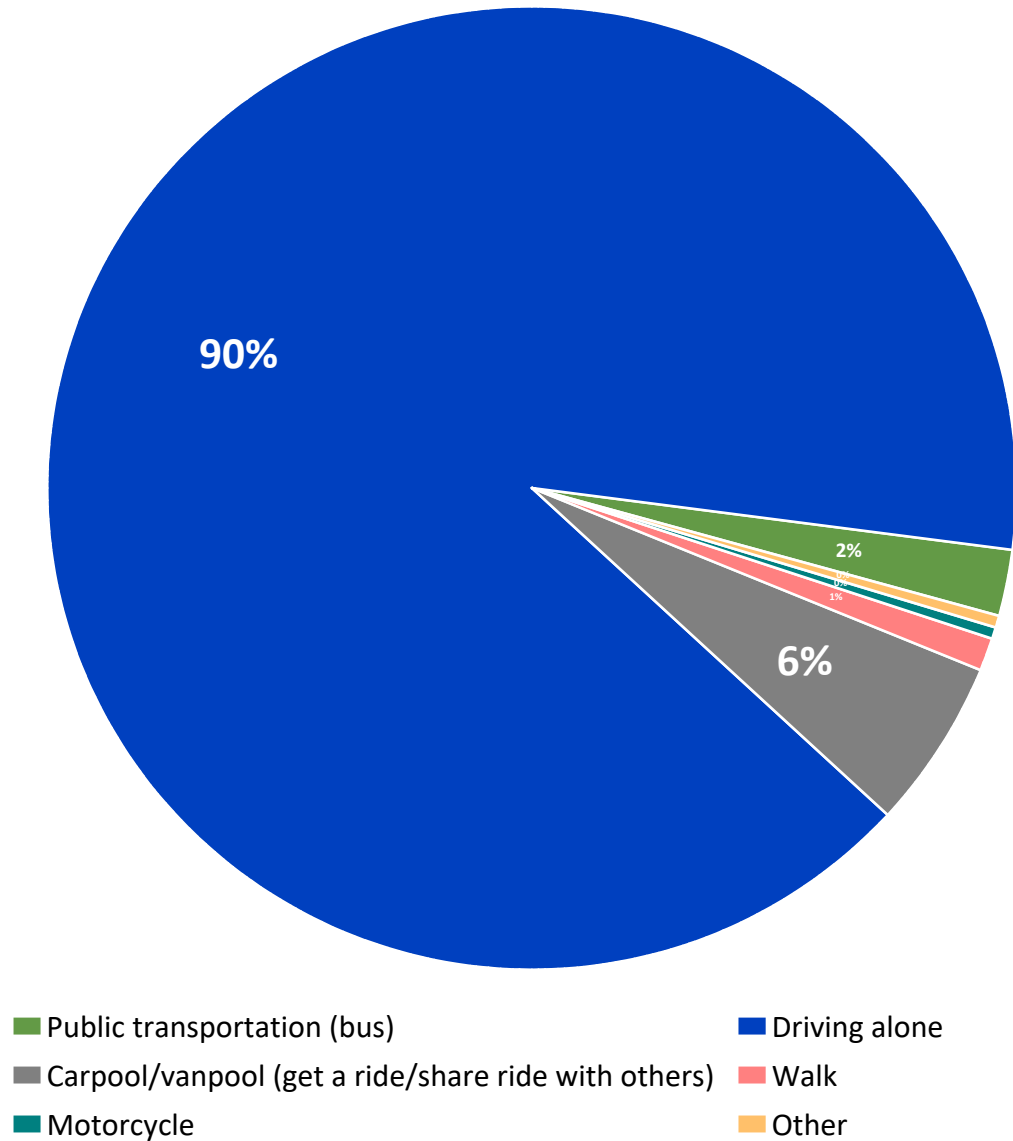
by percentage of respondents who are currently employed or a student



Source: ETC Institute (2019)

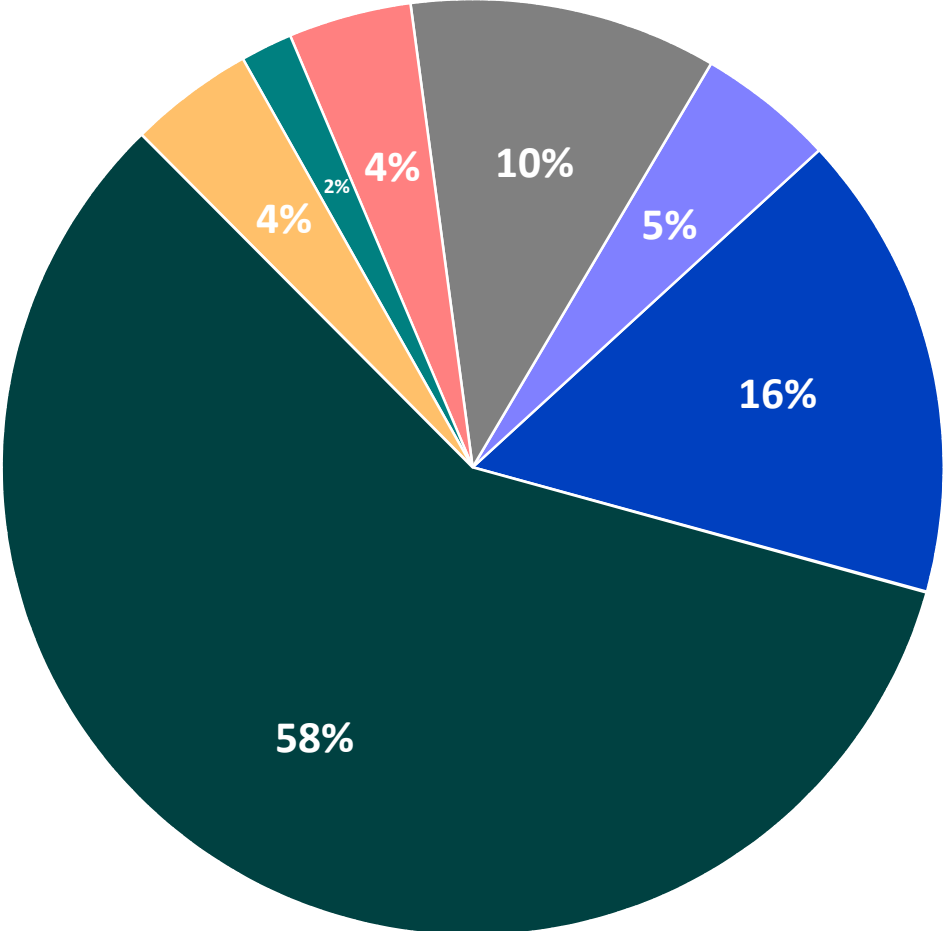
Q19c. How do you travel to school or work MOST OFTEN?

by percentage of respondents who are currently employed or a student



Q19d. Which best describes your past experience with public transit?

by percentage of respondents (without "not provided")



- Occasionally bus transit only
- Occasionally rail transit only
- Occasionally bus & rail transit
- Regularly bus transit only
- Regularly rail transit only
- Regularly bus & rail transit
- None

Source: ETC Institute (2019)

Q20. How Interested would you be in using...

by percentage of respondents (without "don't know")

A ridesharing or carpool program where participants are picked up at their home and then use dedicated carpool lanes that allow them to travel faster than cars with single passengers

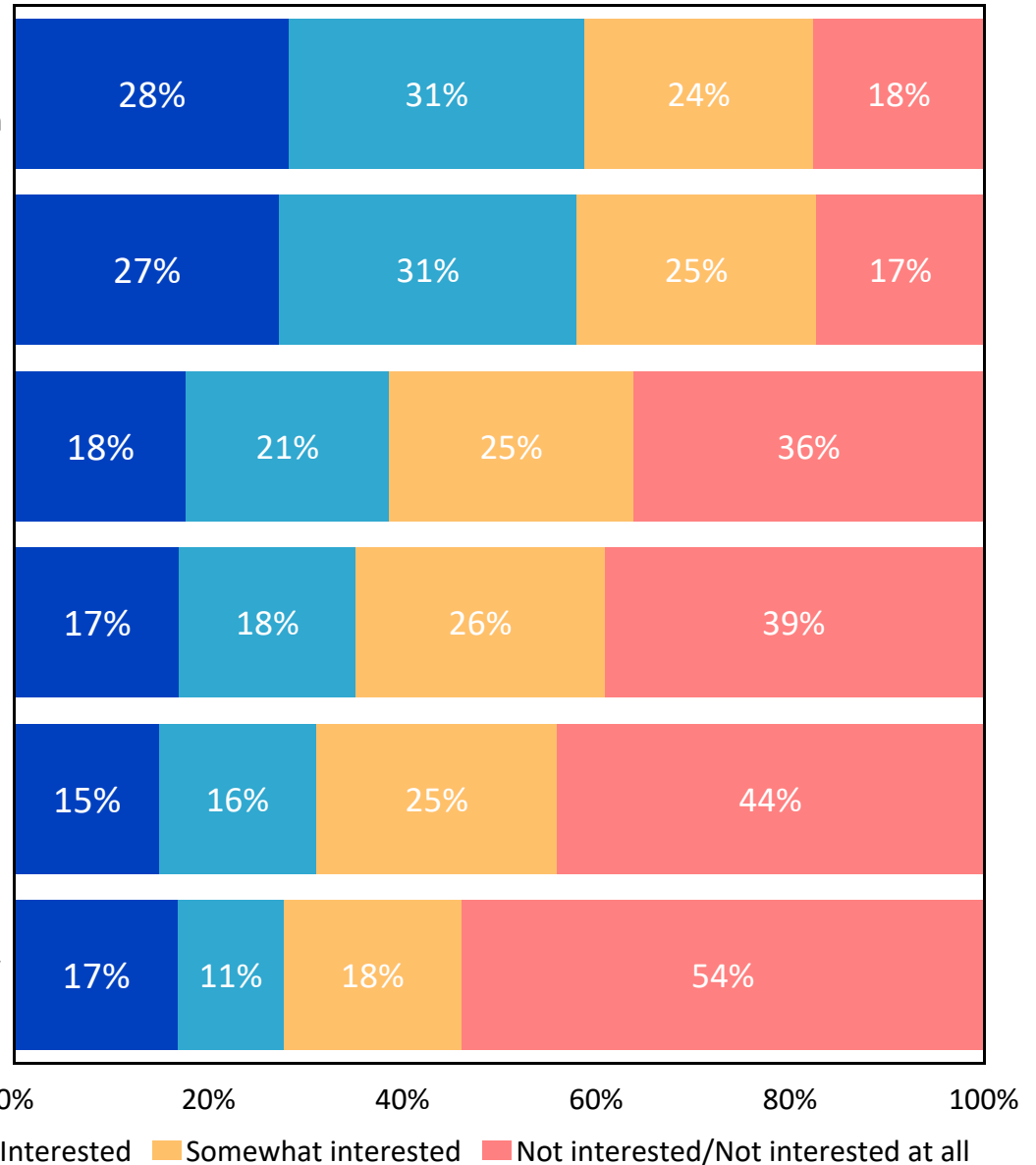
A ridesharing or carpool program where people who live and work near one another would meet at a designated parking lot and then use dedicated carpool lanes that would allow them to travel faster than cars with single passengers

Expanded bus service where residents would go to a stop or lot near their home to catch a bus that would travel in the same lanes as cars and drop them off within 2 blocks of their destination

Expanded bus service where residents would go to a stop or lot near their home to catch a bus that would travel on dedicated bus lanes, which would be faster than travel by car; the bus would drop residents off within 2 blocks of their destination

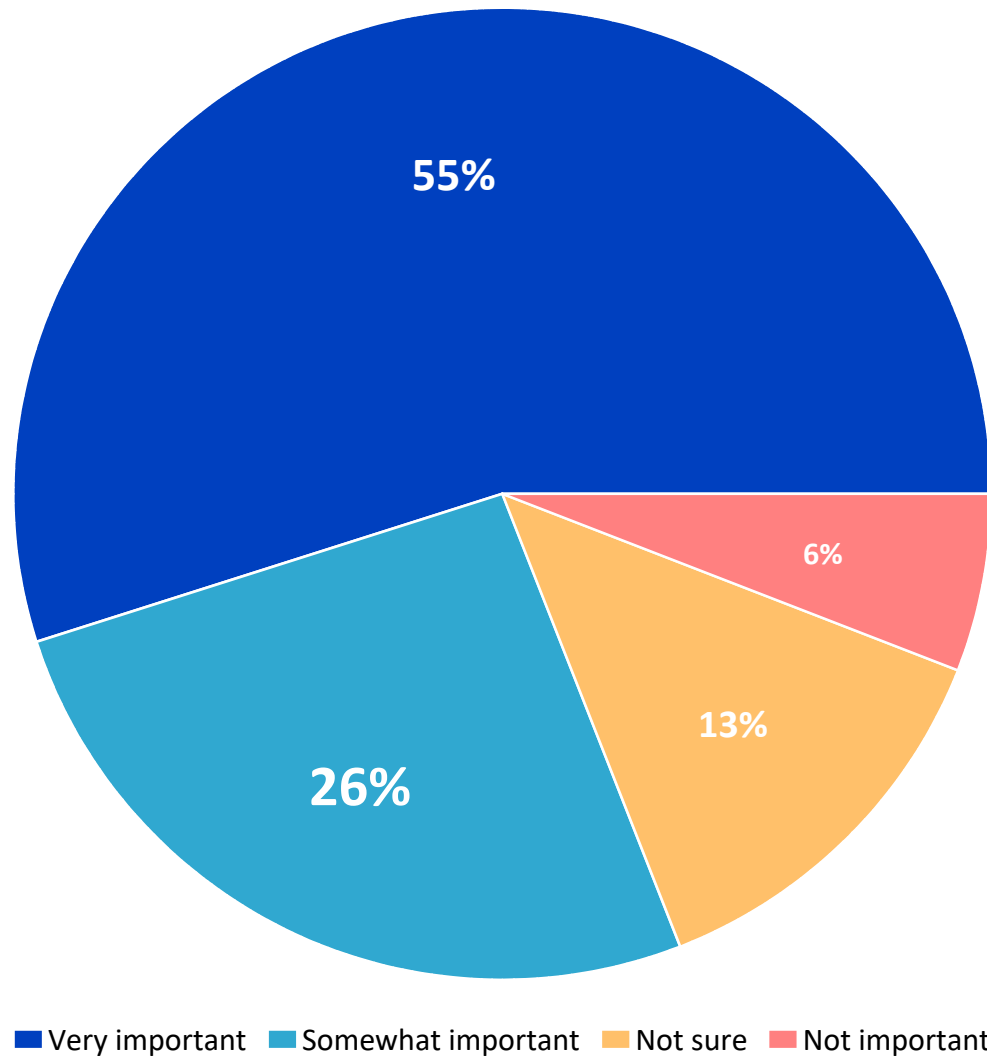
Bus Rapid Transit, which operates like light rail but using rubber tired vehicles, that would come by stops every 15 minutes and cost less than travel by car

Passenger rail service that would come by stops every 15 minutes and cost less than travel by car



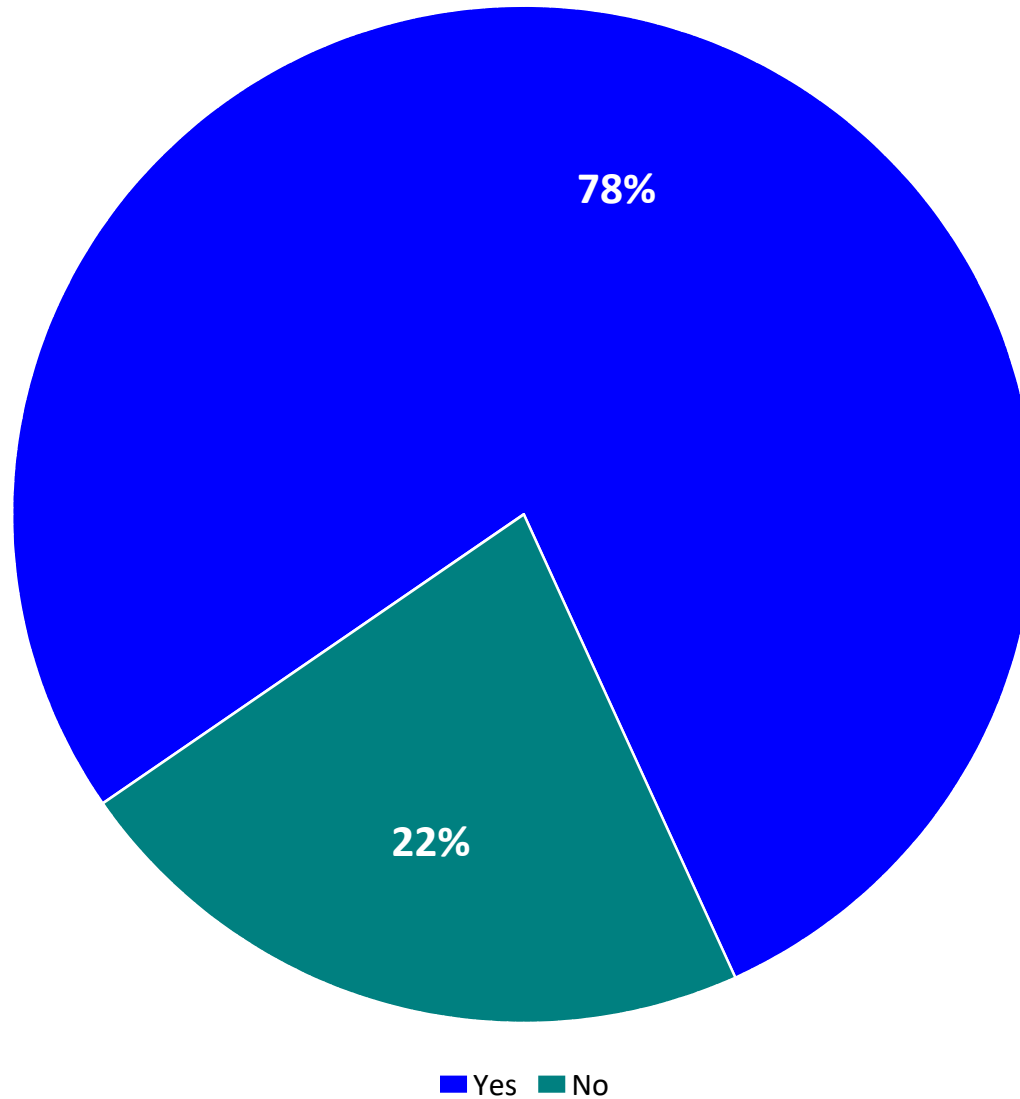
Q21. Overall, how important do you think it is for local governments in the region to support and fund public transportation?

by percentage of respondents



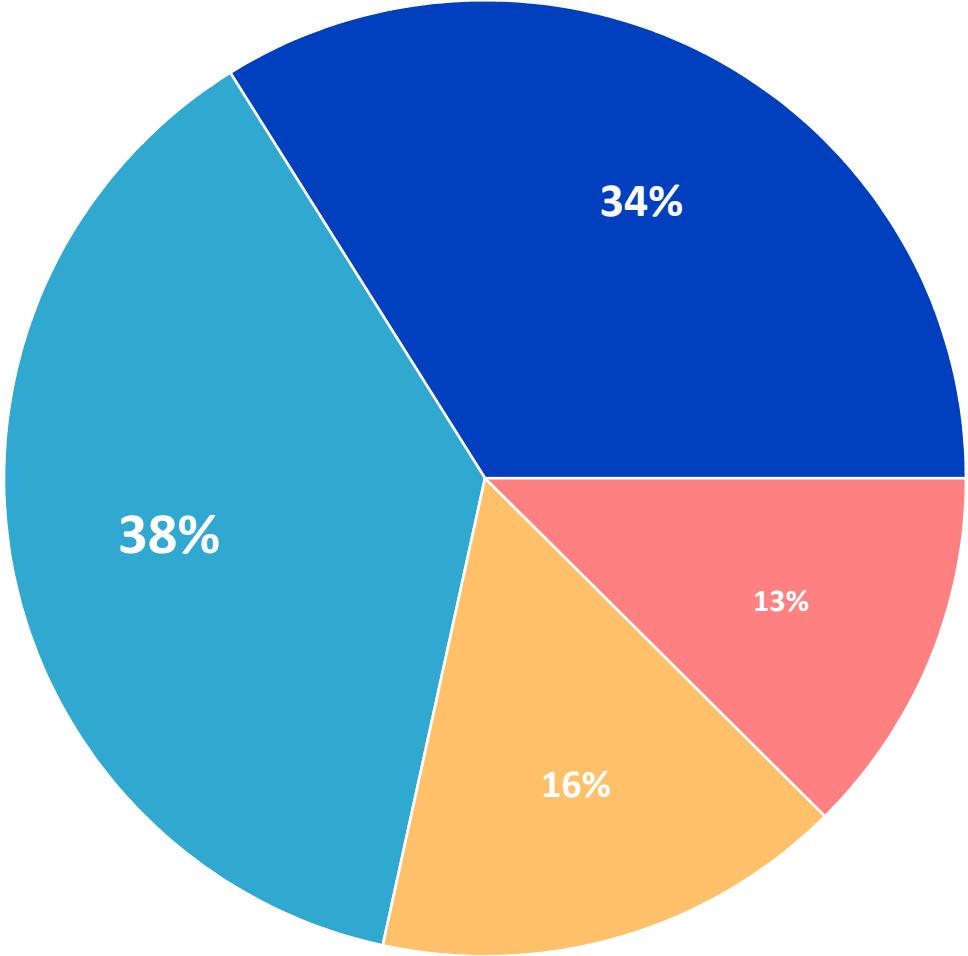
Q22. Do you think expanded public transportation services are needed in Benton and Washington Counties?

by percentage of respondents (without "not provided")



Q22a. How supportive would you be of paying an increase in taxes to support expanded public transportation services in Benton and Washington Counties?

by percentage of respondents who think there is a needed to expand public transportation services

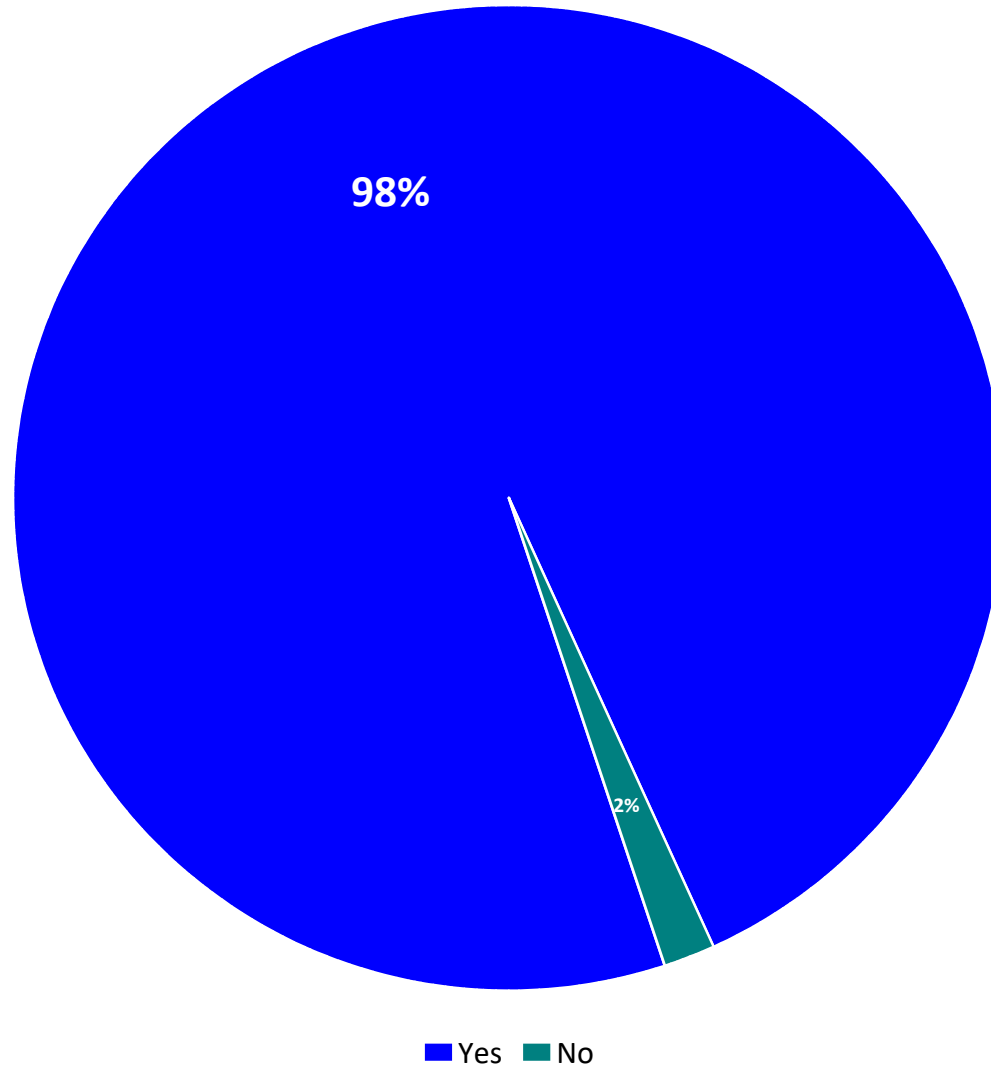


■ Very supportive ■ Somewhat supportive ■ Not sure ■ Not supportive

Source: ETC Institute (2019)

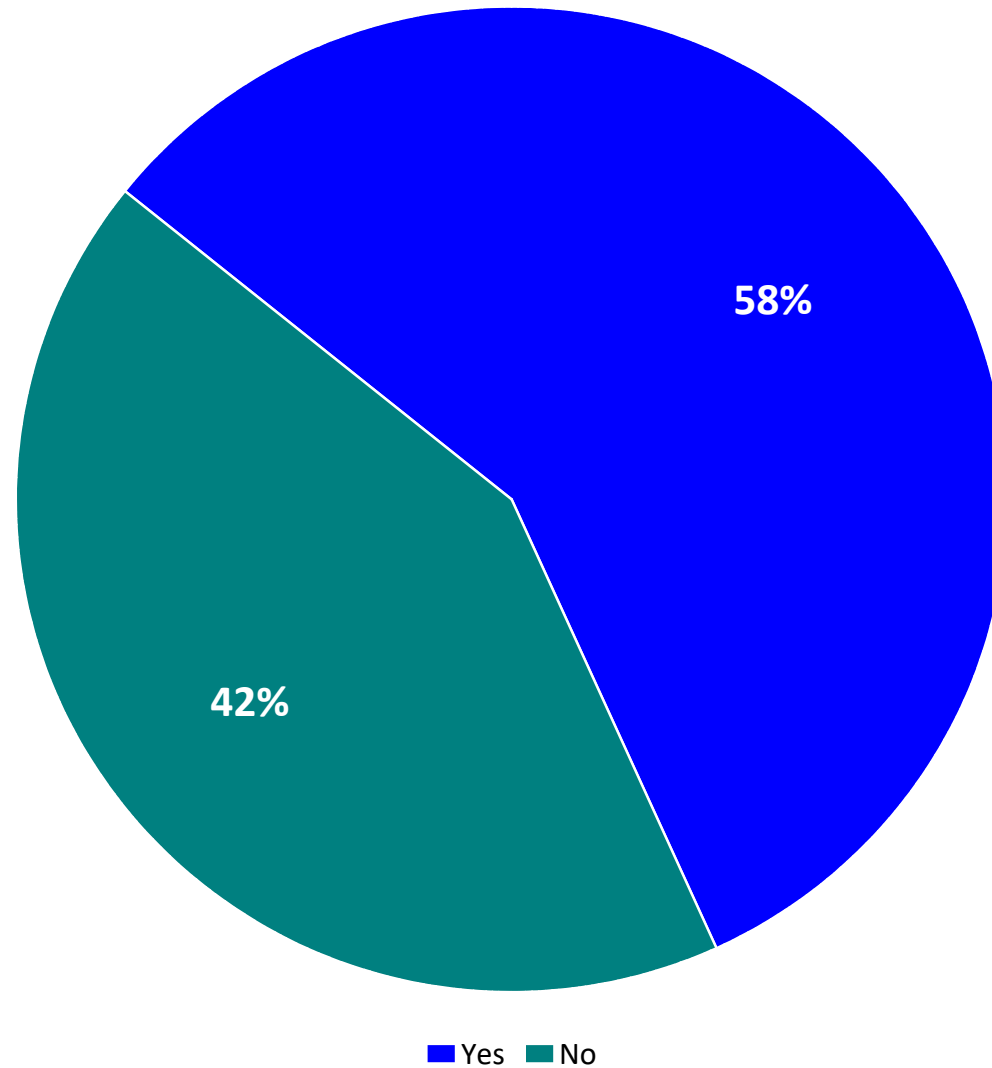
Q23. Demographics: Do you own a car?

by percentage of respondents (without "not provided")



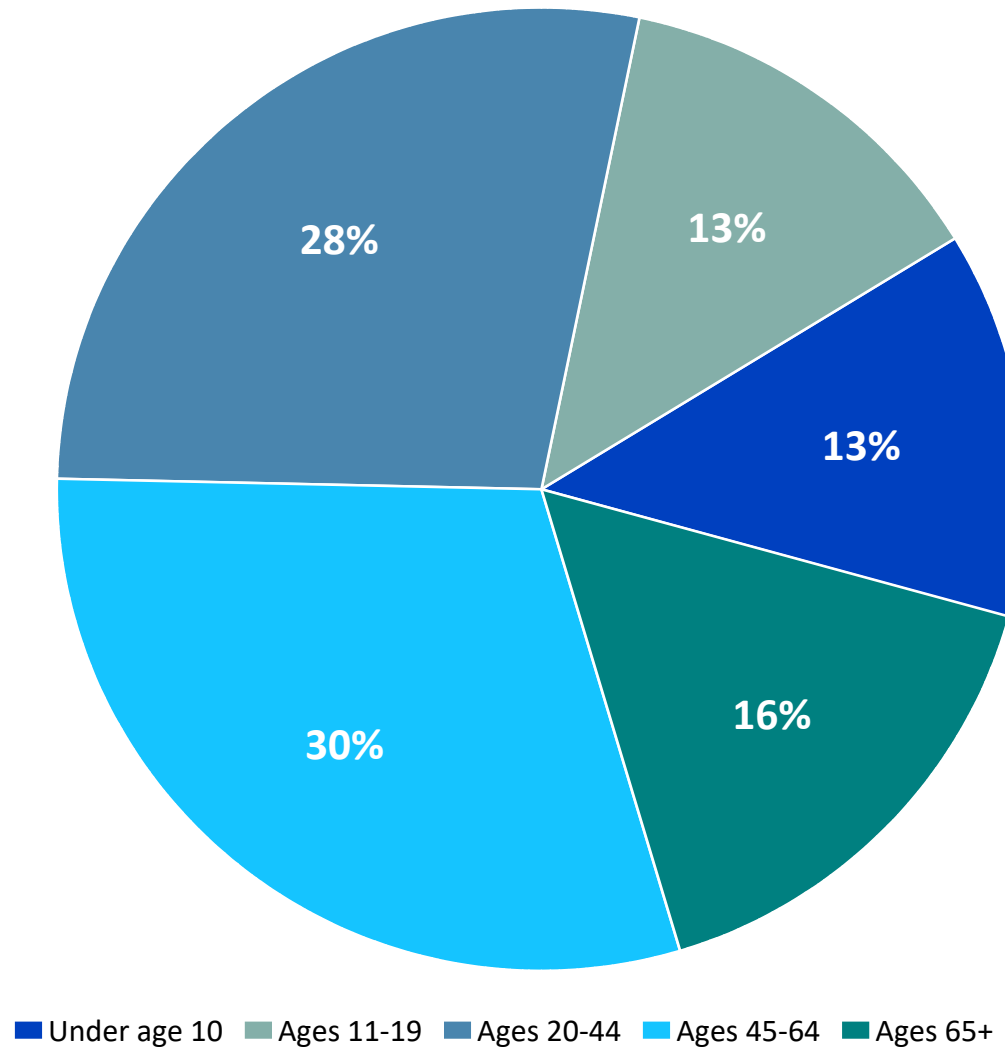
Q24. Demographics: Do you own a bicycle?

by percentage of respondents (without "not provided")



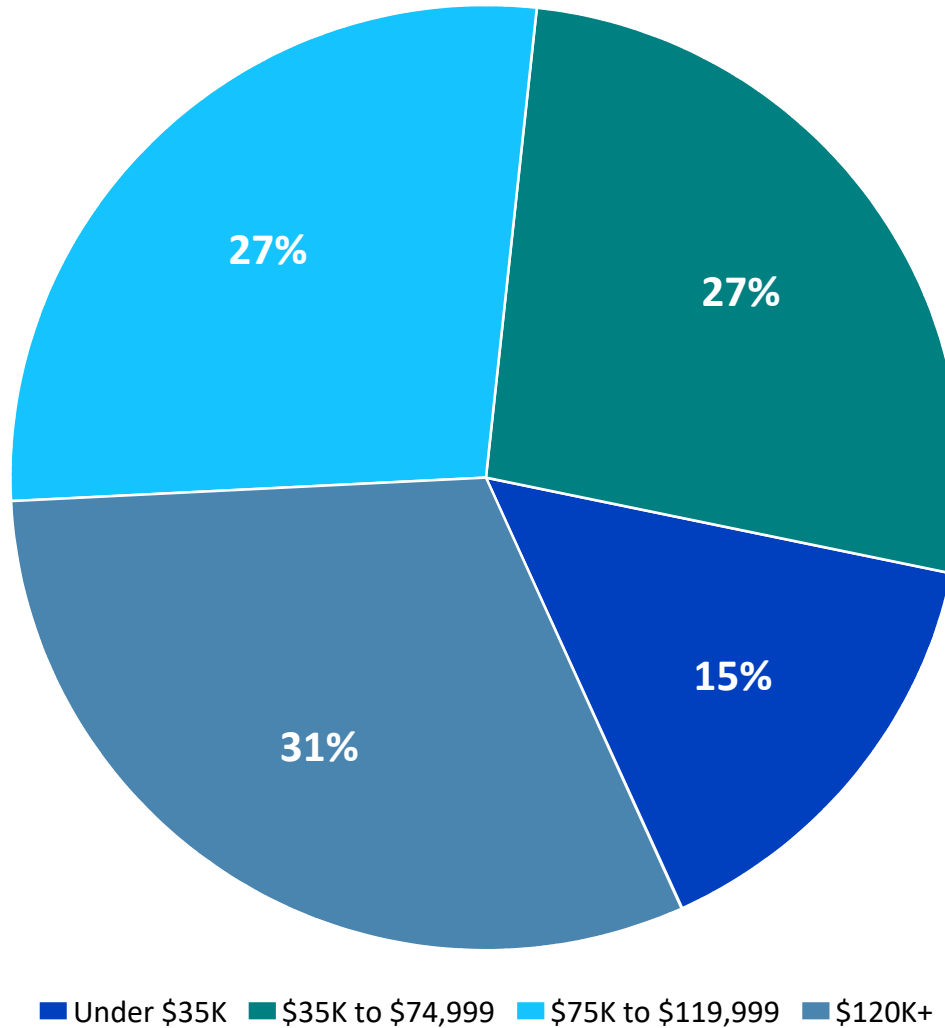
Q25. Demographics: How many persons, including yourself, are currently living in your household?

by percentage of household occupants (without "not provided")



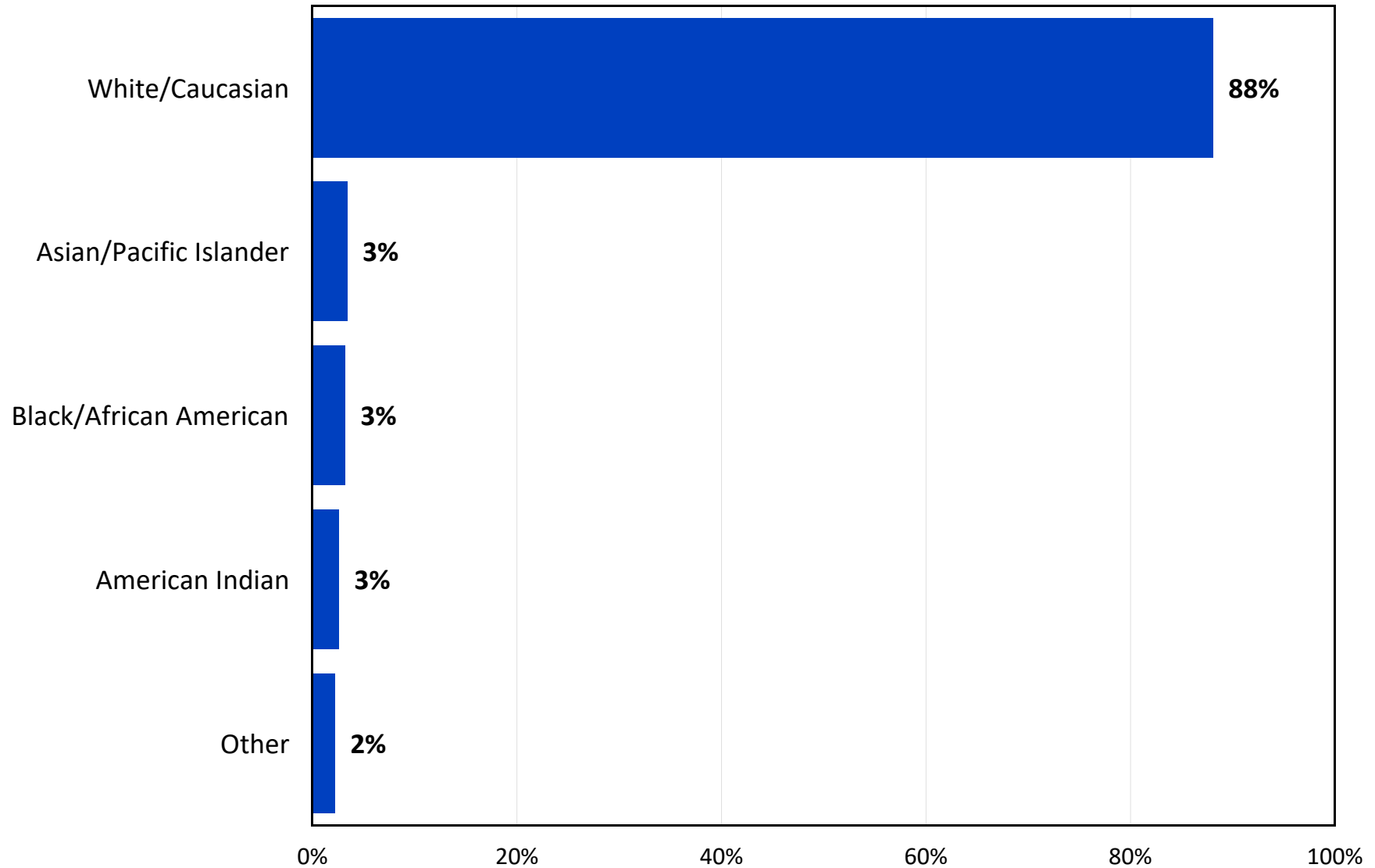
Q26. Demographics: Would you say your total annual household income is...

by percentage of respondents (without "not provided")



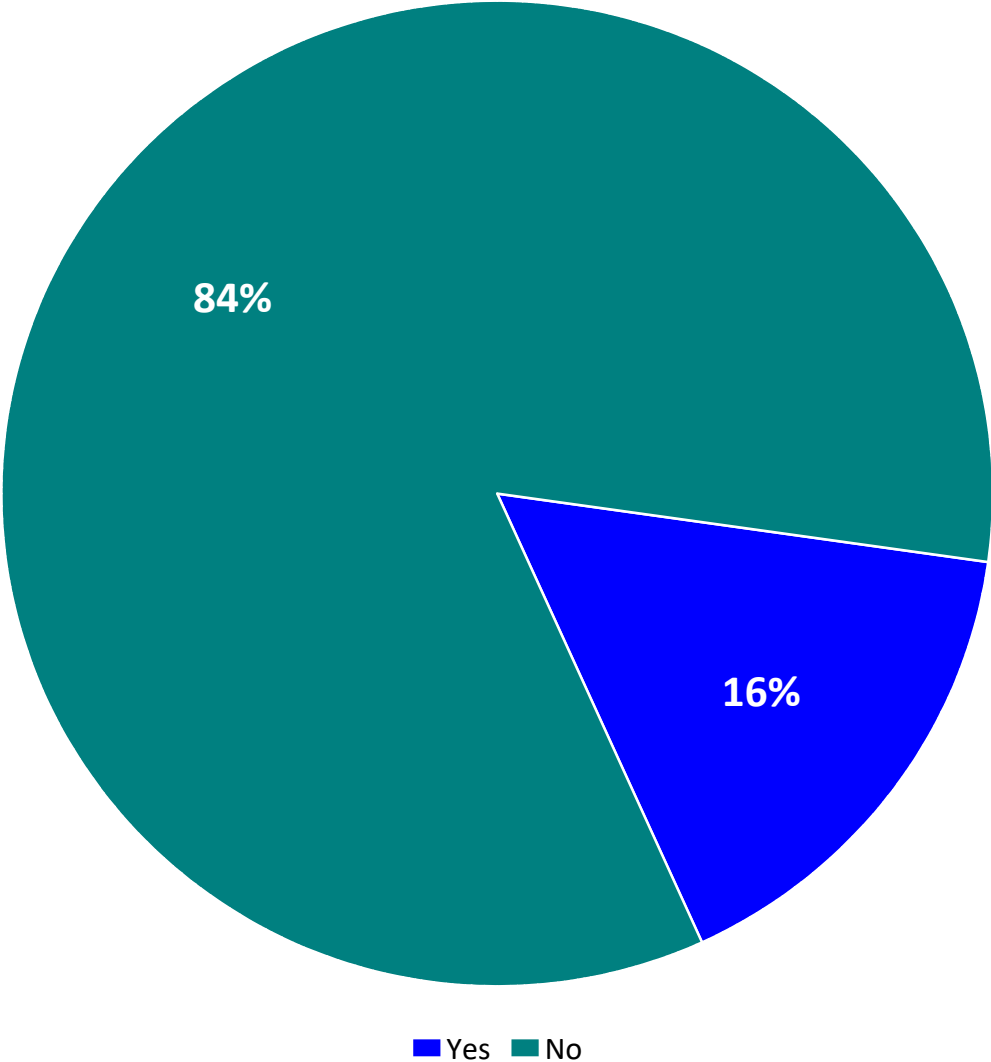
Q27. Demographics: What best describes your race?

by percentage of respondents (multiple choices could be made) (without "not provided")



Q28. Demographics: Are you of Hispanic, Latino, or other Spanish ancestry?

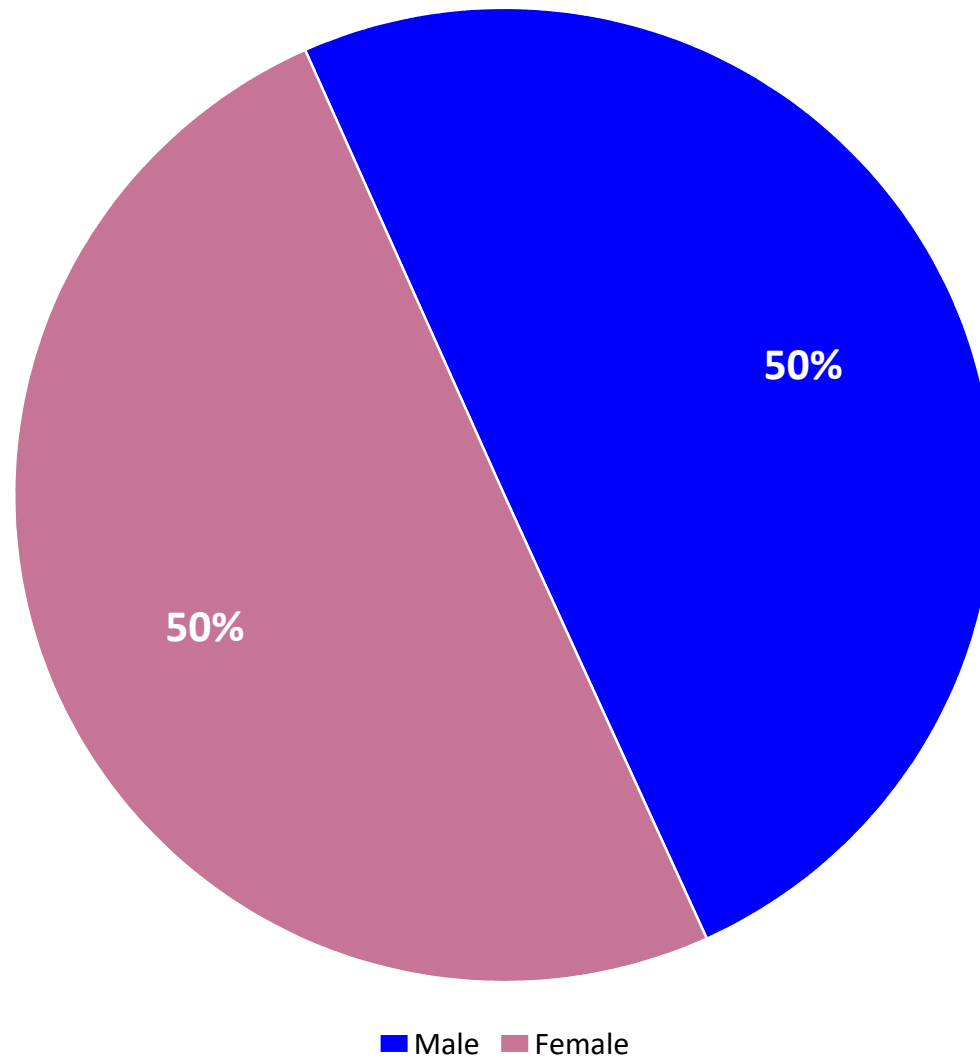
by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

Q29. Demographics: What is your gender?

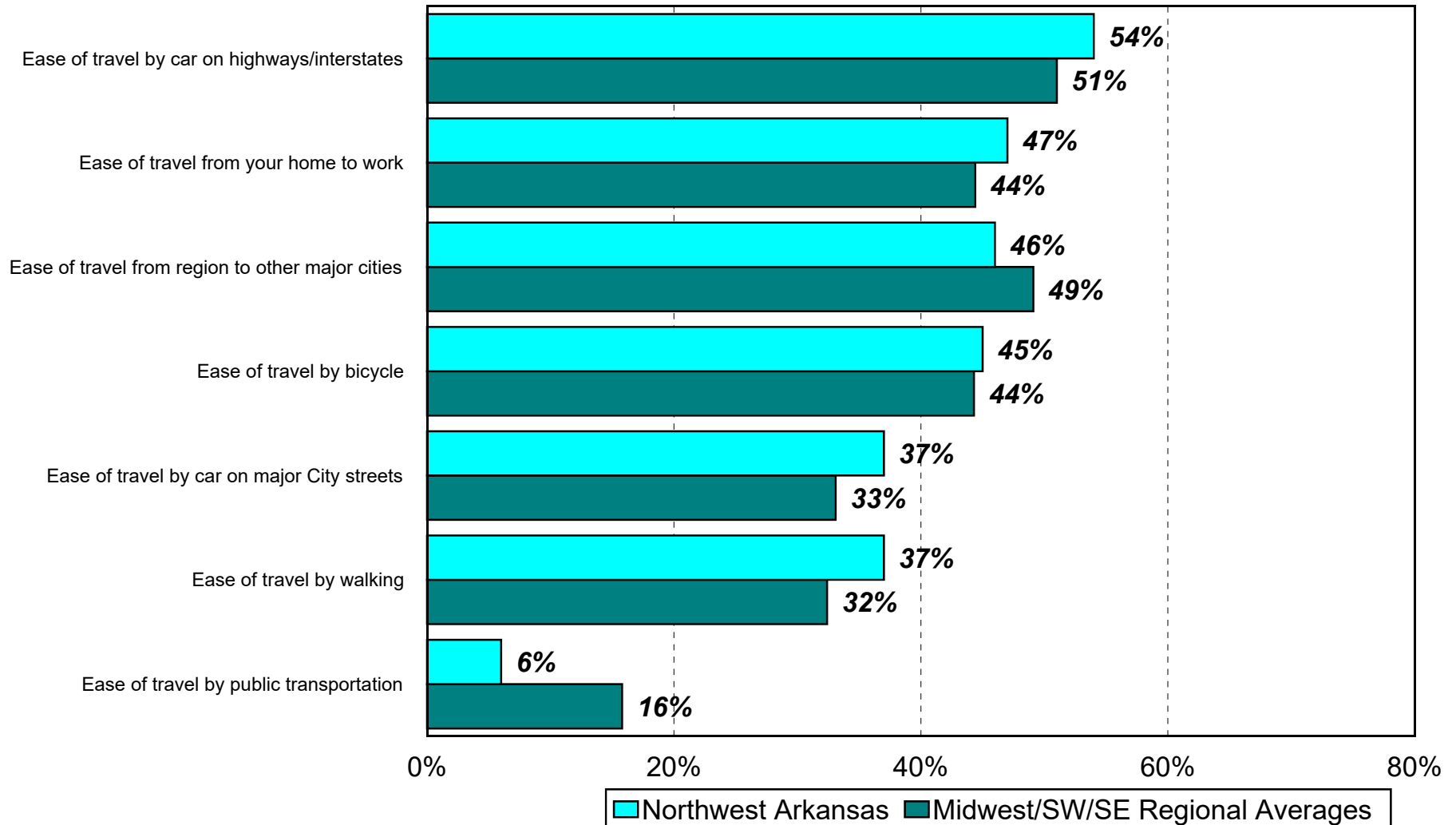
by percentage of respondents (without "not provided")



Benchmarking Analysis

Satisfaction with Various aspects of Transportation- *Benchmarking Data*

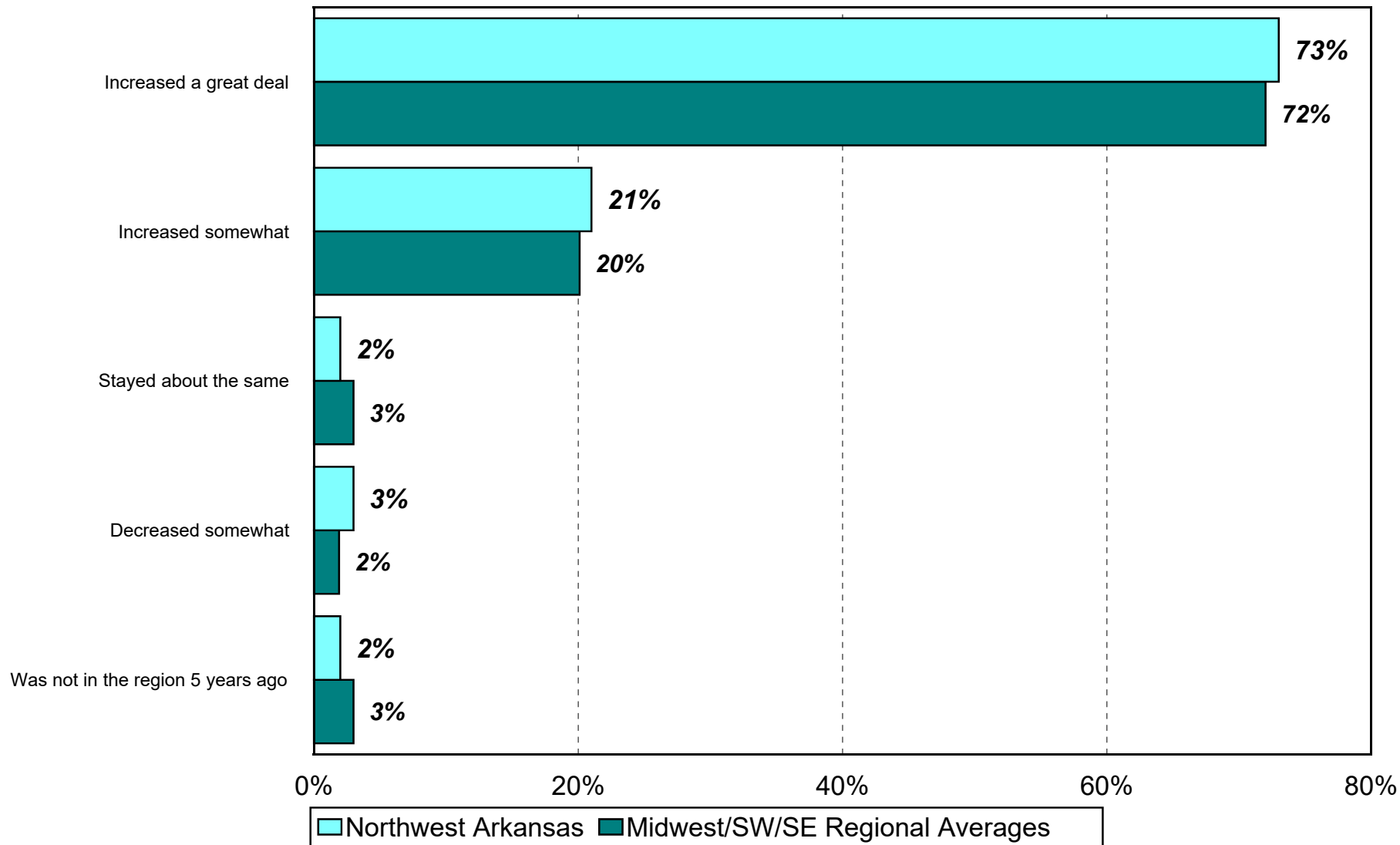
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Traffic Congestion compared to five years ago- *Benchmarking Data*

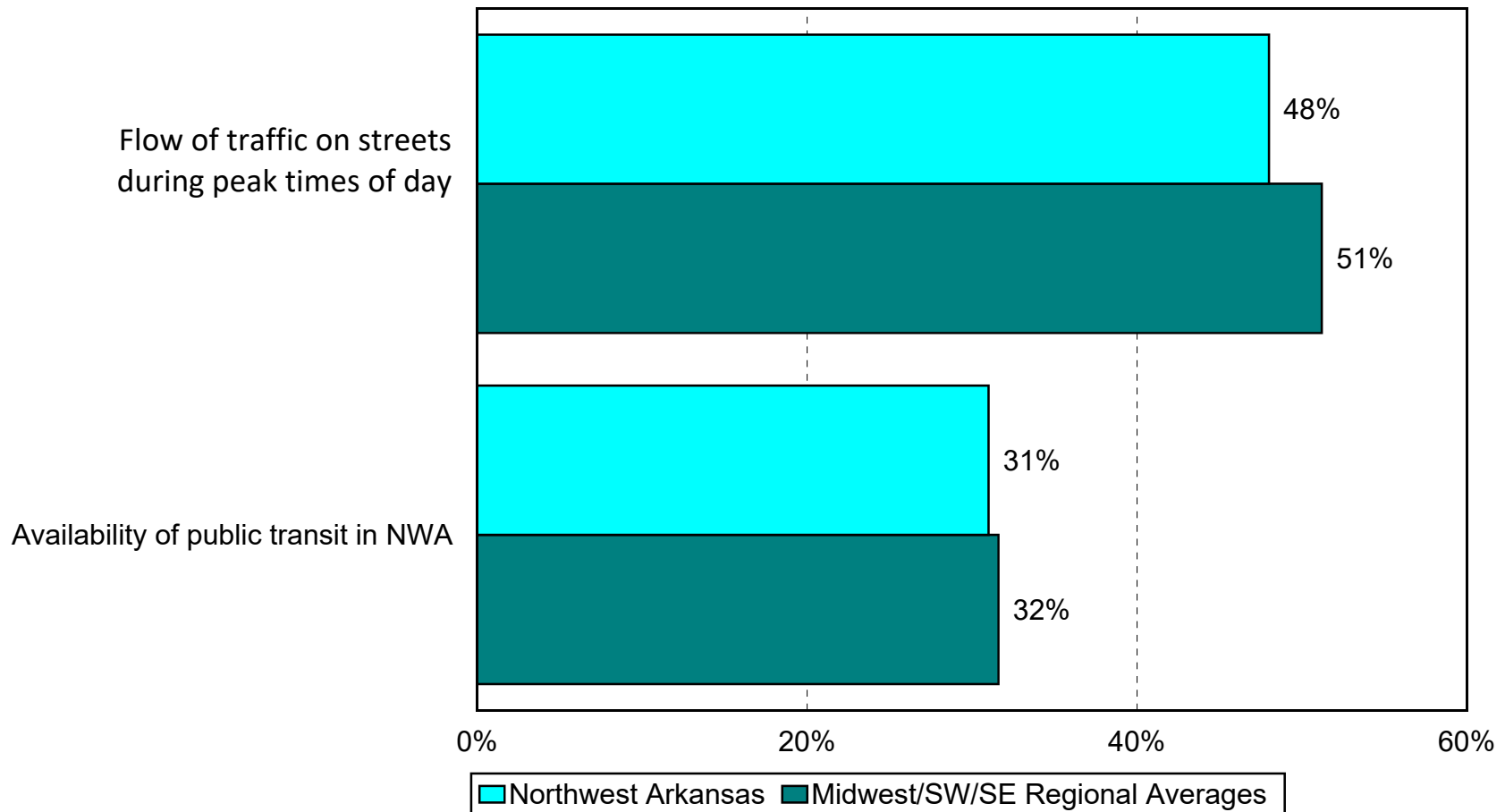
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

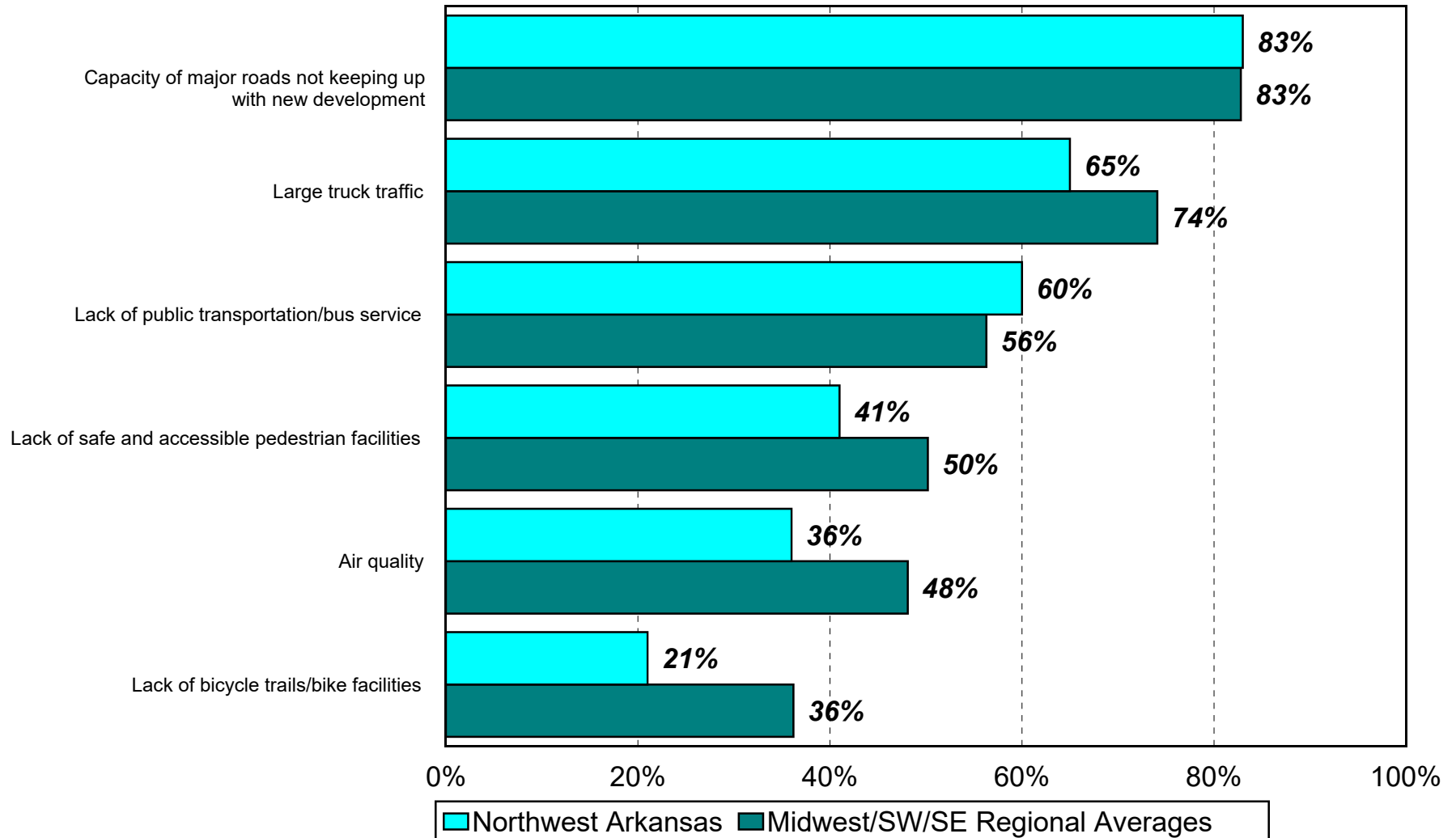
Most Important Transportation Aspects to Emphasize the Next 10 Years- *Benchmarking Data*

by percentage of respondents who selected the aspect as one of their top four choices
(excluding don't knows and not applicable)



Current & Emerging Transportation Problems- *Benchmarking Data*

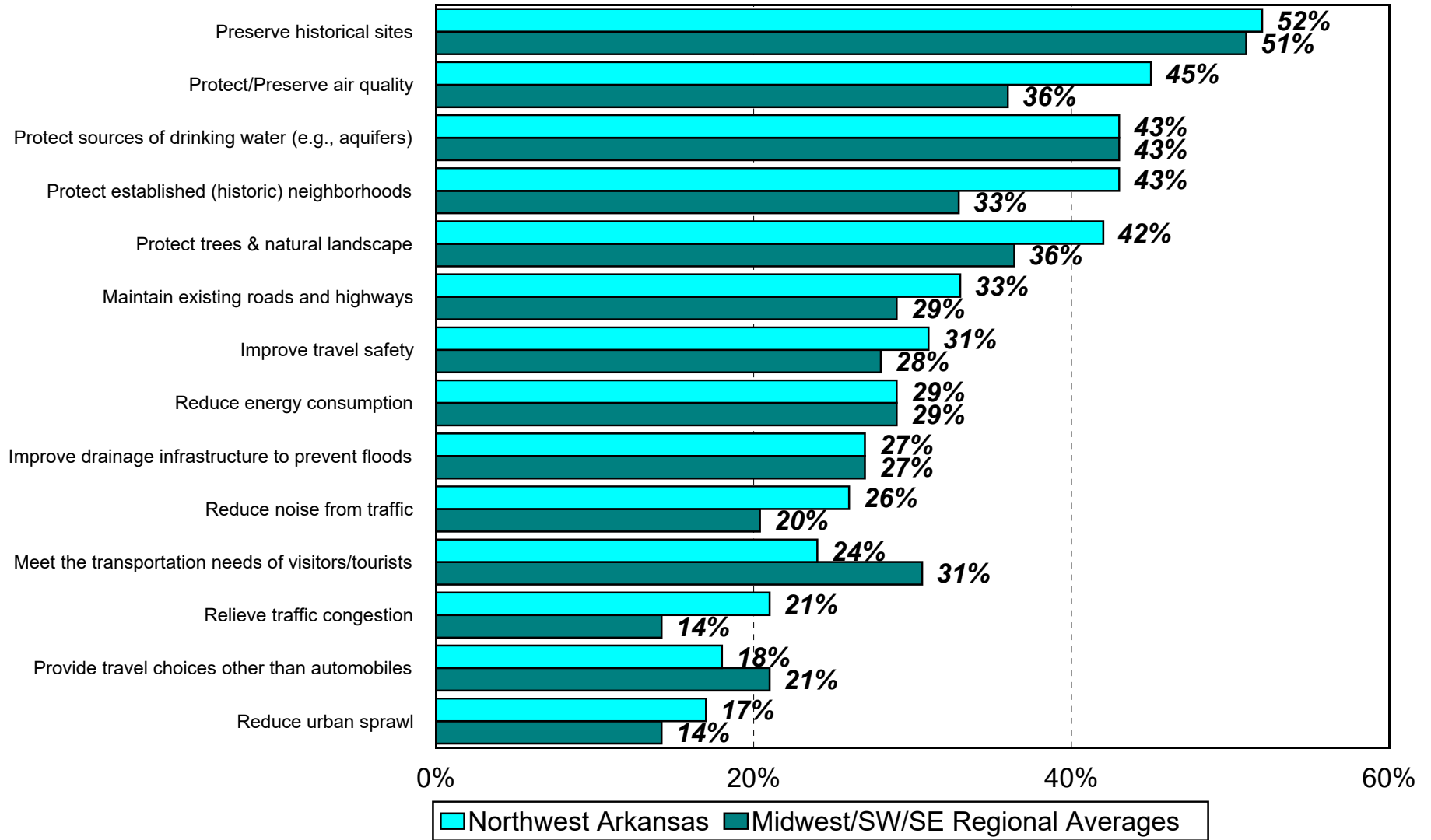
by percentage of respondents who rated the item as a current or emerging problem (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Satisfaction with efforts in the region - *Benchmarking Data*

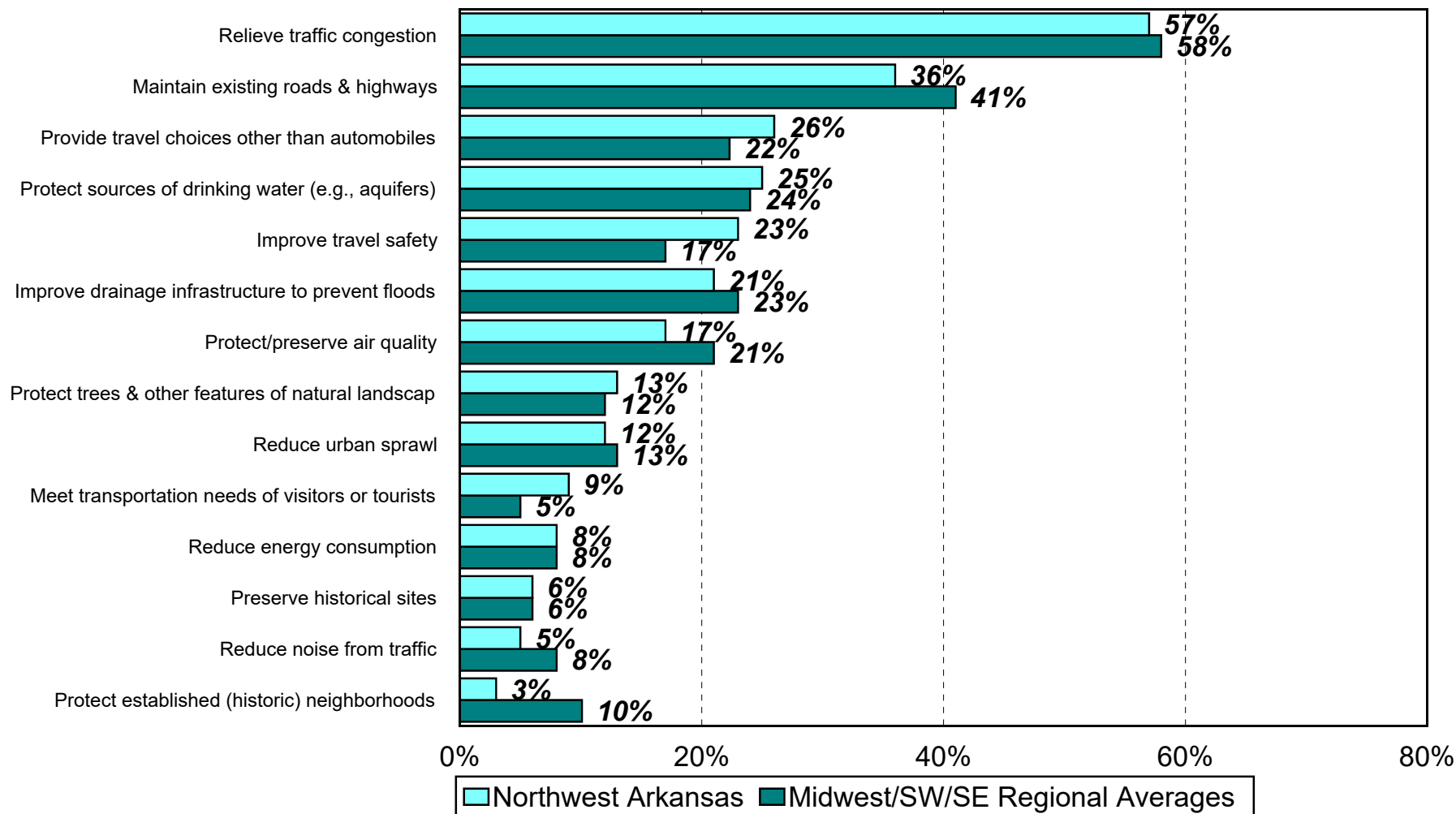
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Most important transportation issues- *Benchmarking Data*

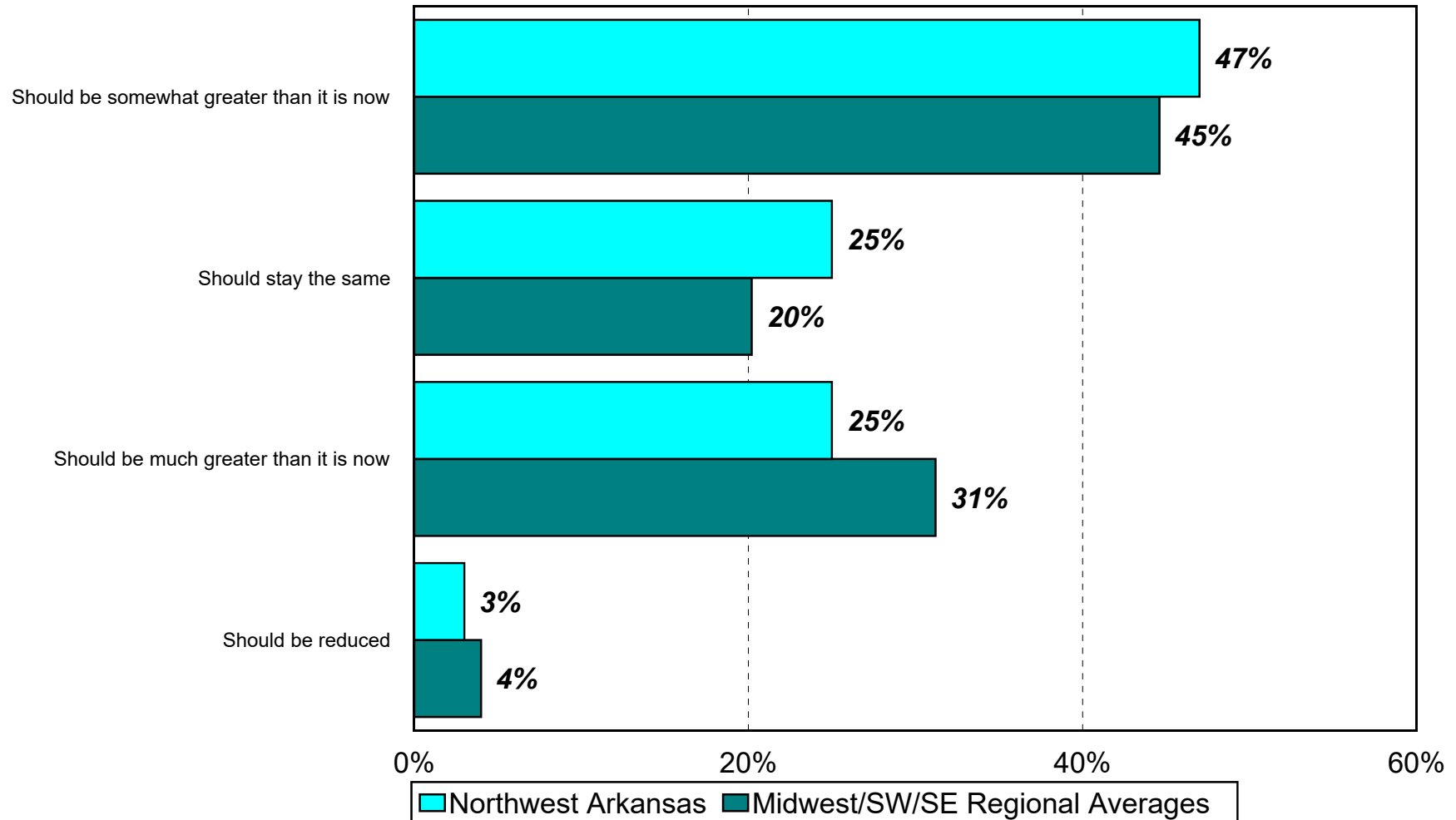
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

How current level of funding for road and highway improvements should change over the next 5 years- *Benchmarking Data*

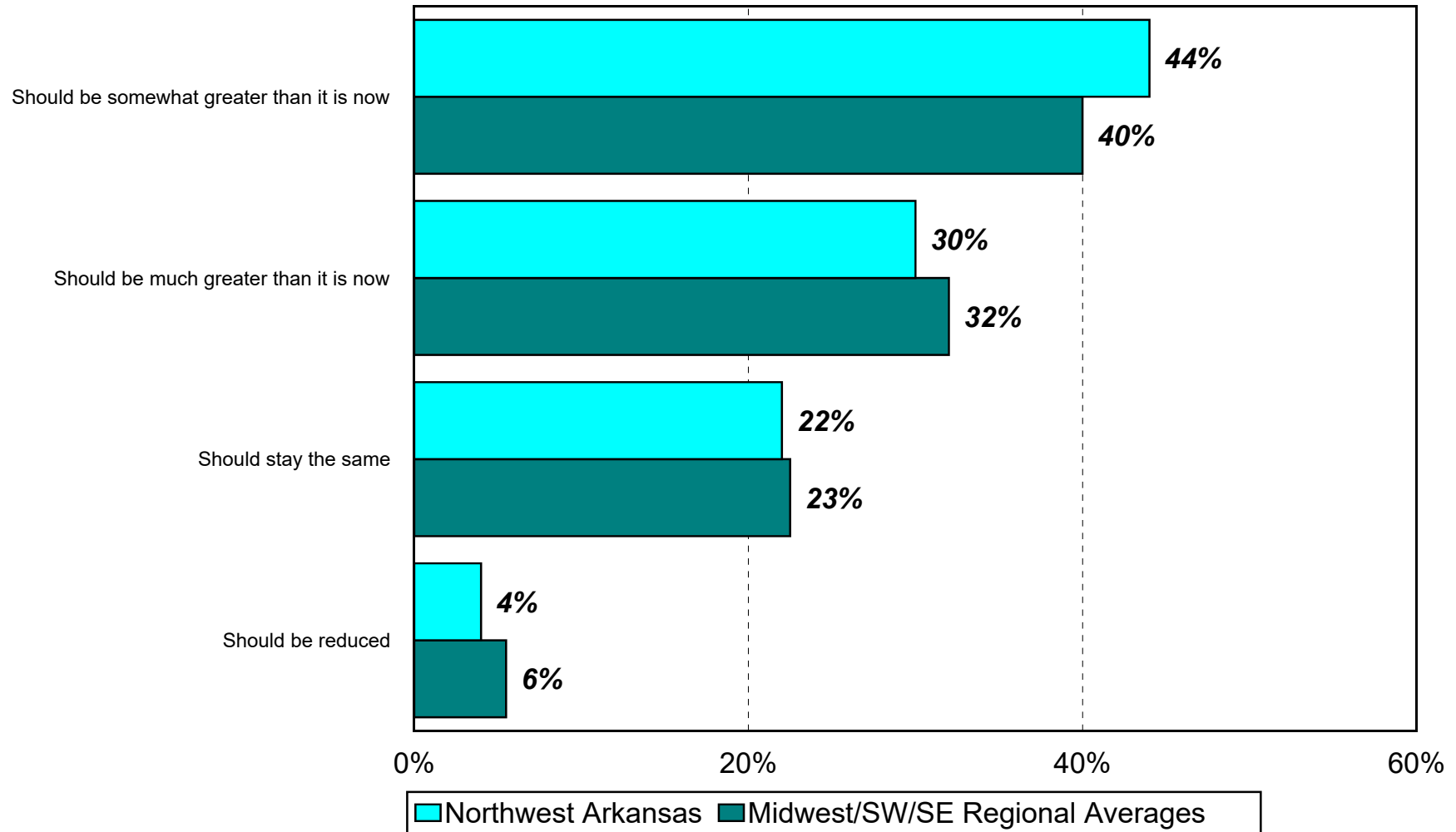
by percentage of respondents (excluding don't knows and not applicable)



Source: ETC Institute (2019)

How current level of funding for public transportation should change over the next 10 years- *Benchmarking Data*

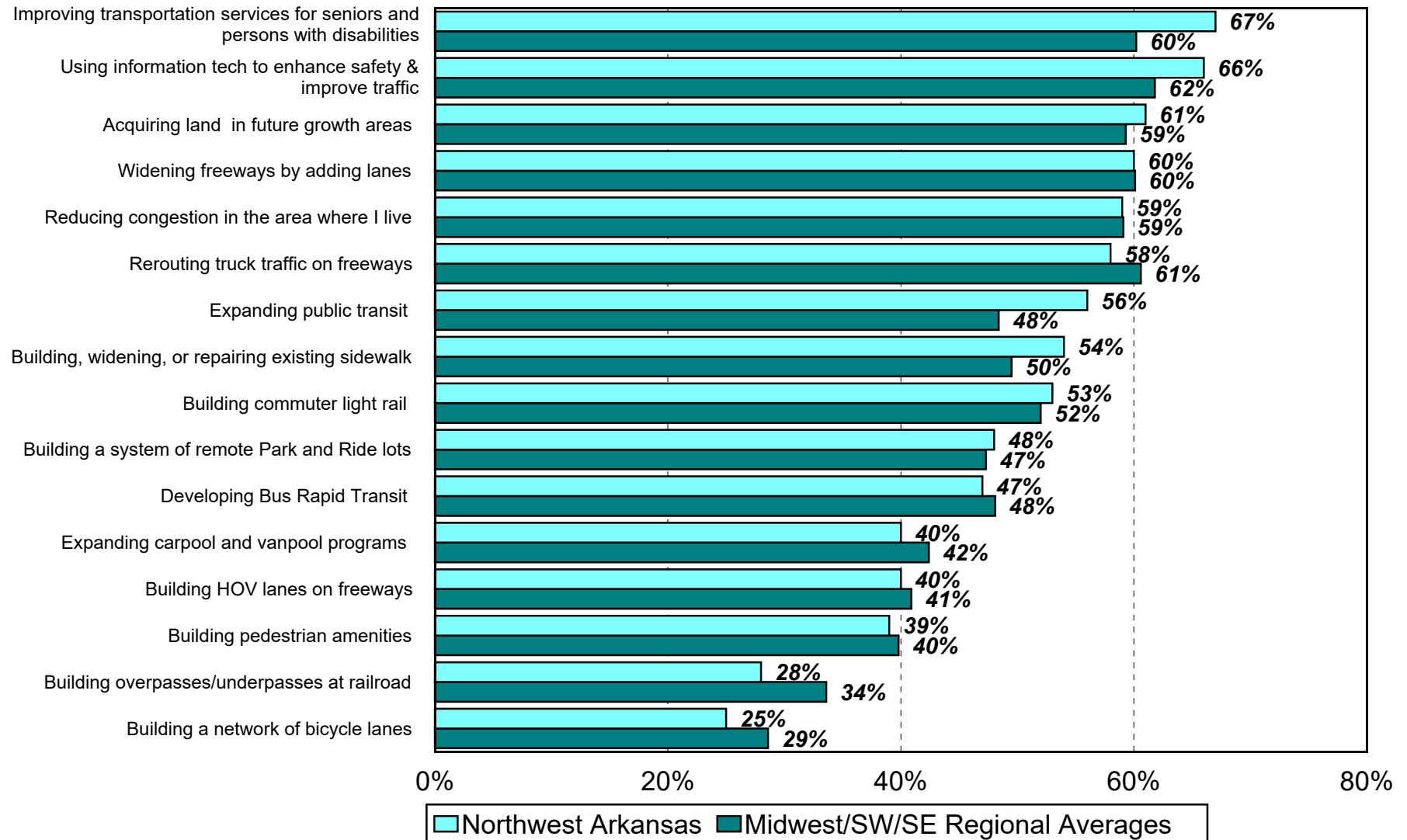
by percentage of respondents (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Transportation priority for improvements- *Benchmarking Data*

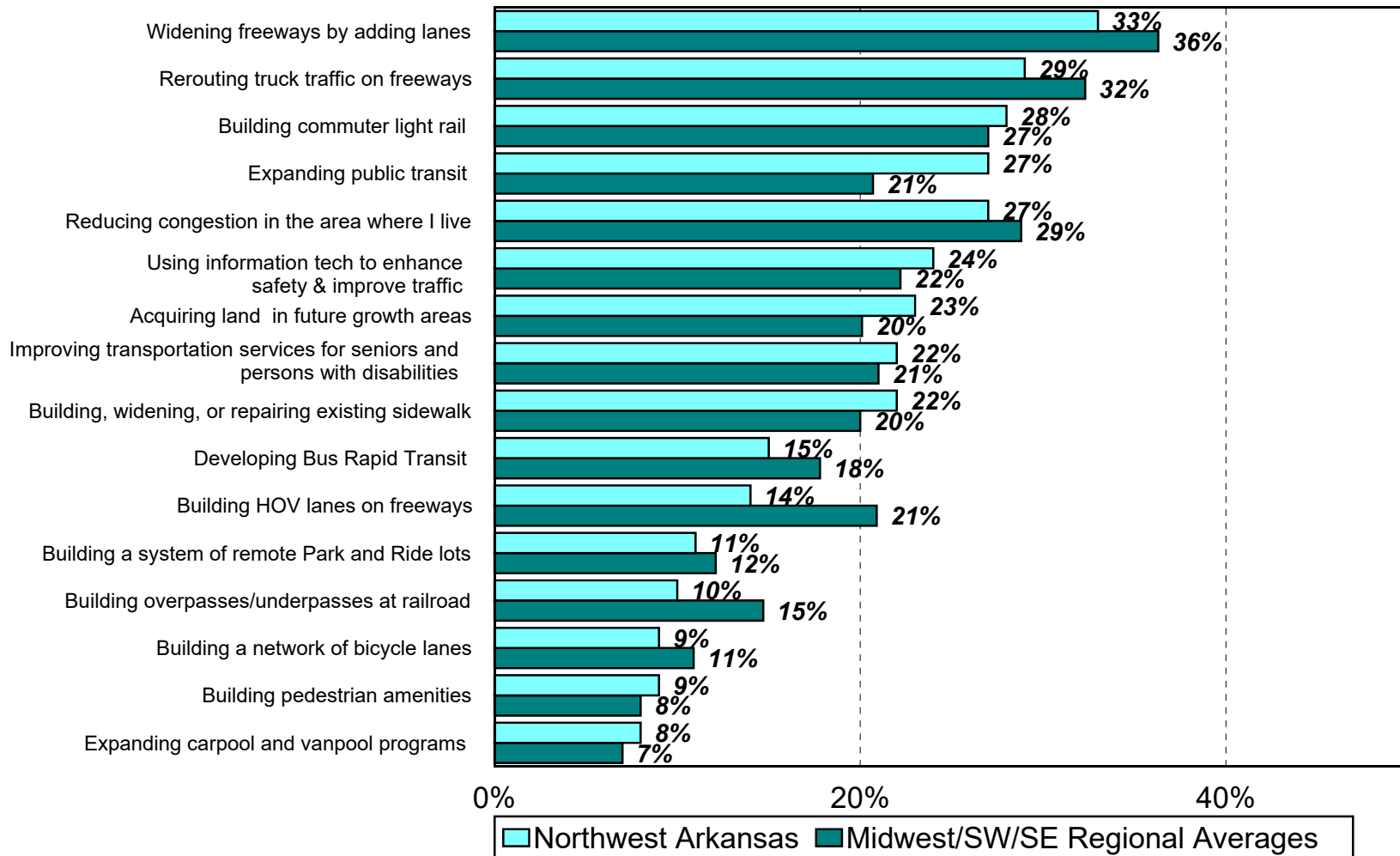
by percentage of respondents who rated the item as a priority (excluding don't knows and not applicable)



Source: ETC Institute (2019)

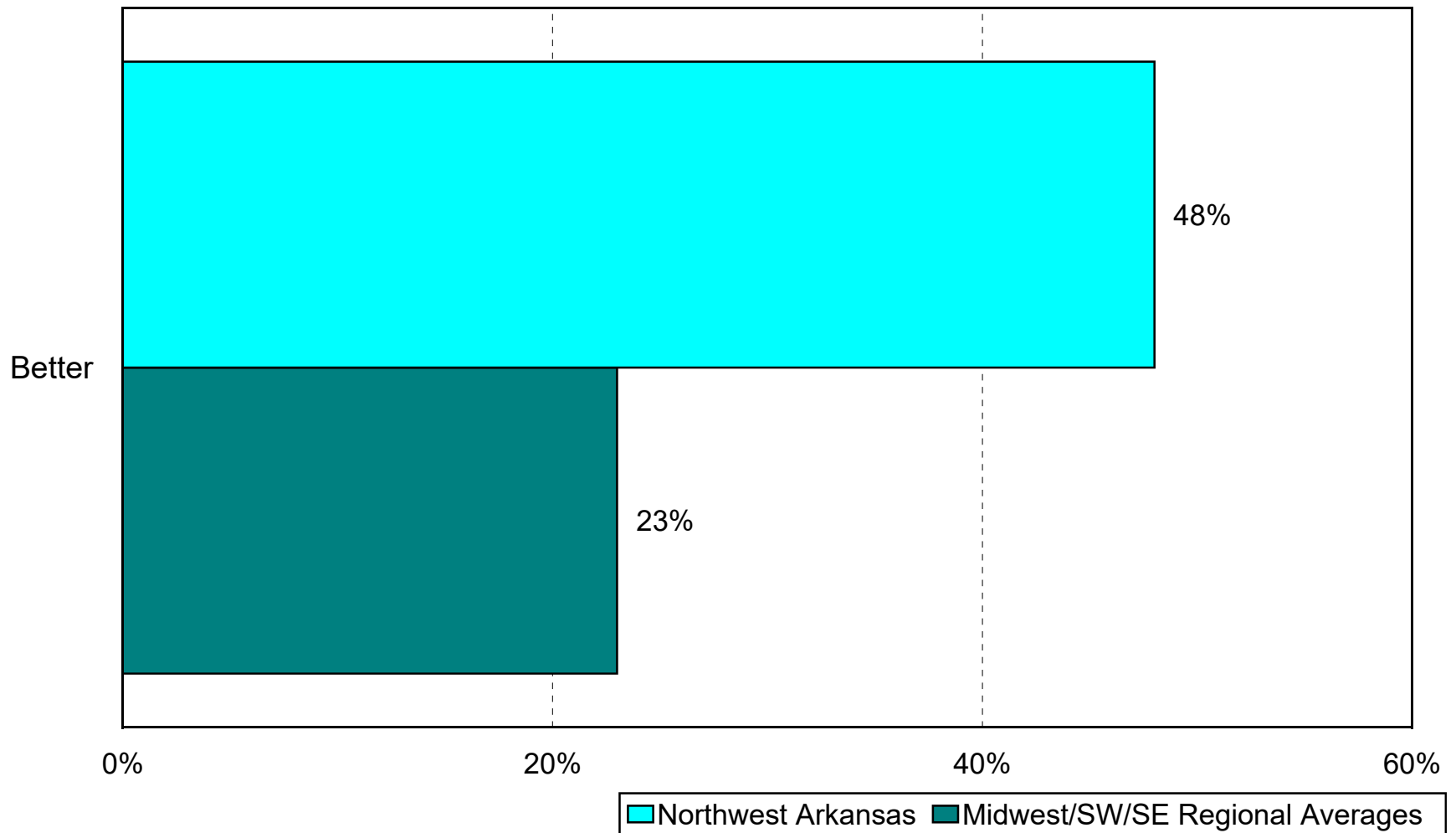
Top Transportation priority for improvements- *Benchmarking Data*

by percentage of respondents who selected the transportation improvements as one of their top four choices



How Traffic Congestion at Rush Hour Compare to Other Cities You have Visited- *Benchmarking Data*

by percentage of respondents
(excluding don't knows and not applicable)

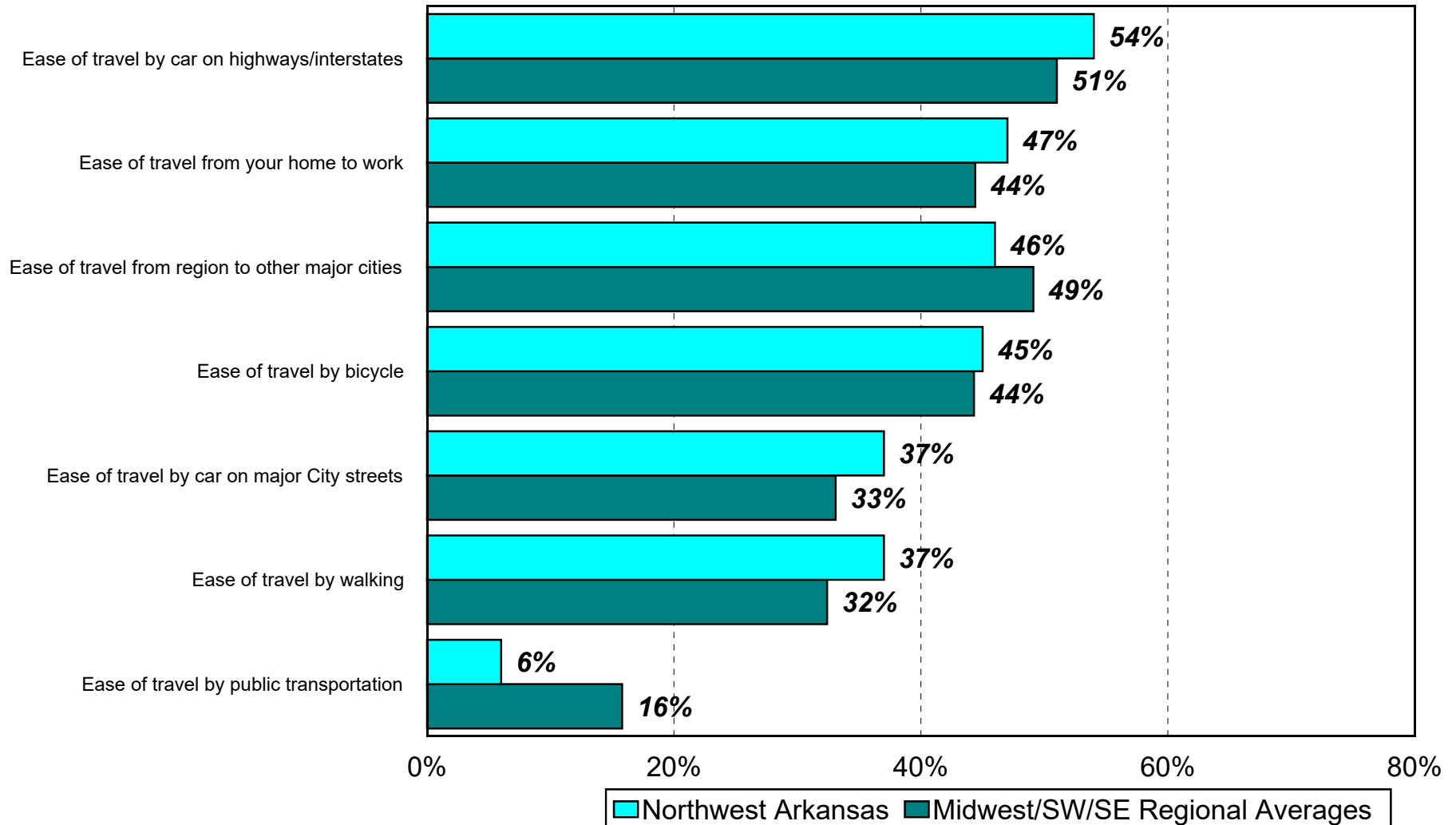


Source: ETC Institute (2019)

Benchmarking Analysis

Satisfaction with Various aspects of Transportation- *Benchmarking Data*

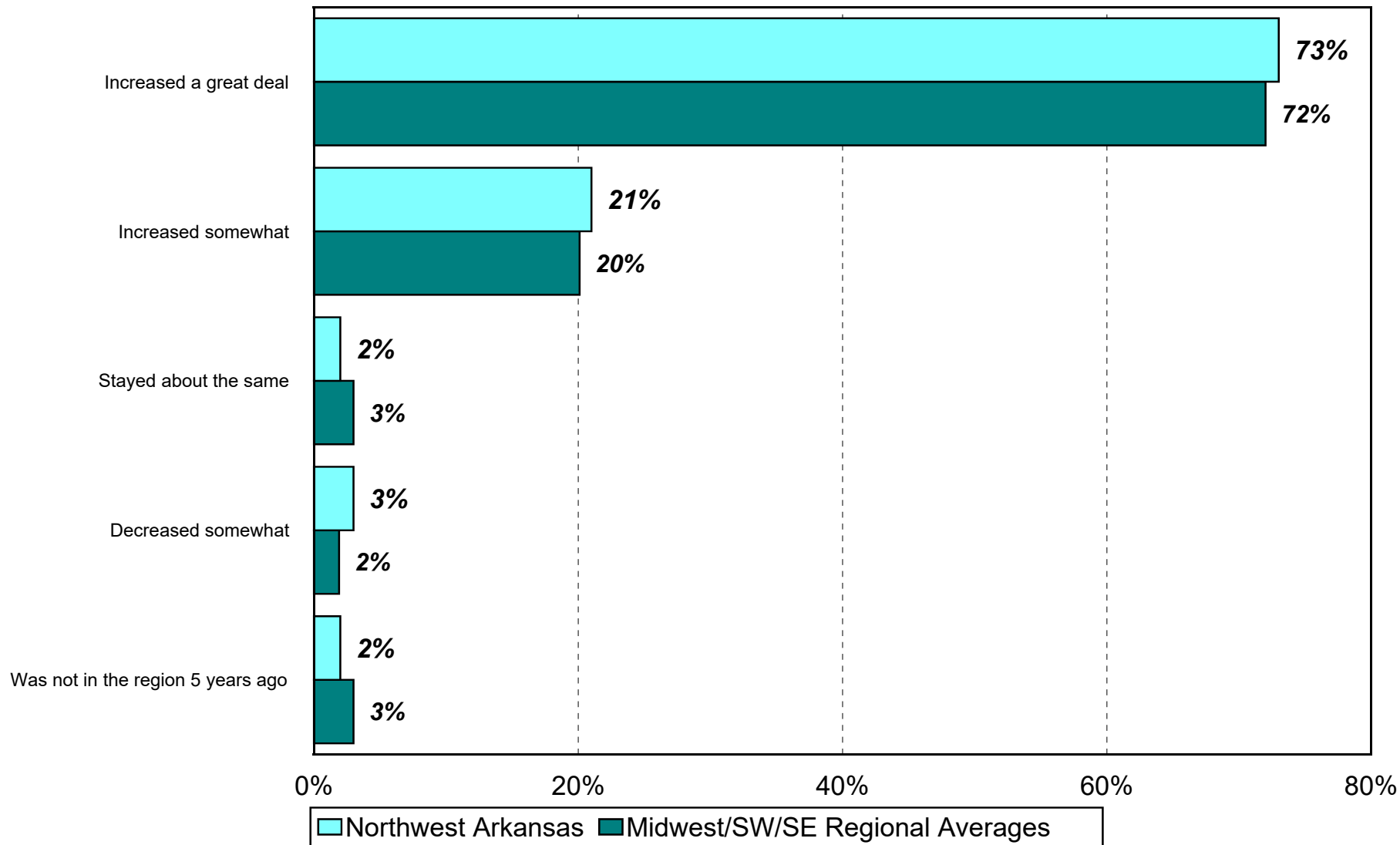
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Traffic Congestion compared to five years ago- *Benchmarking Data*

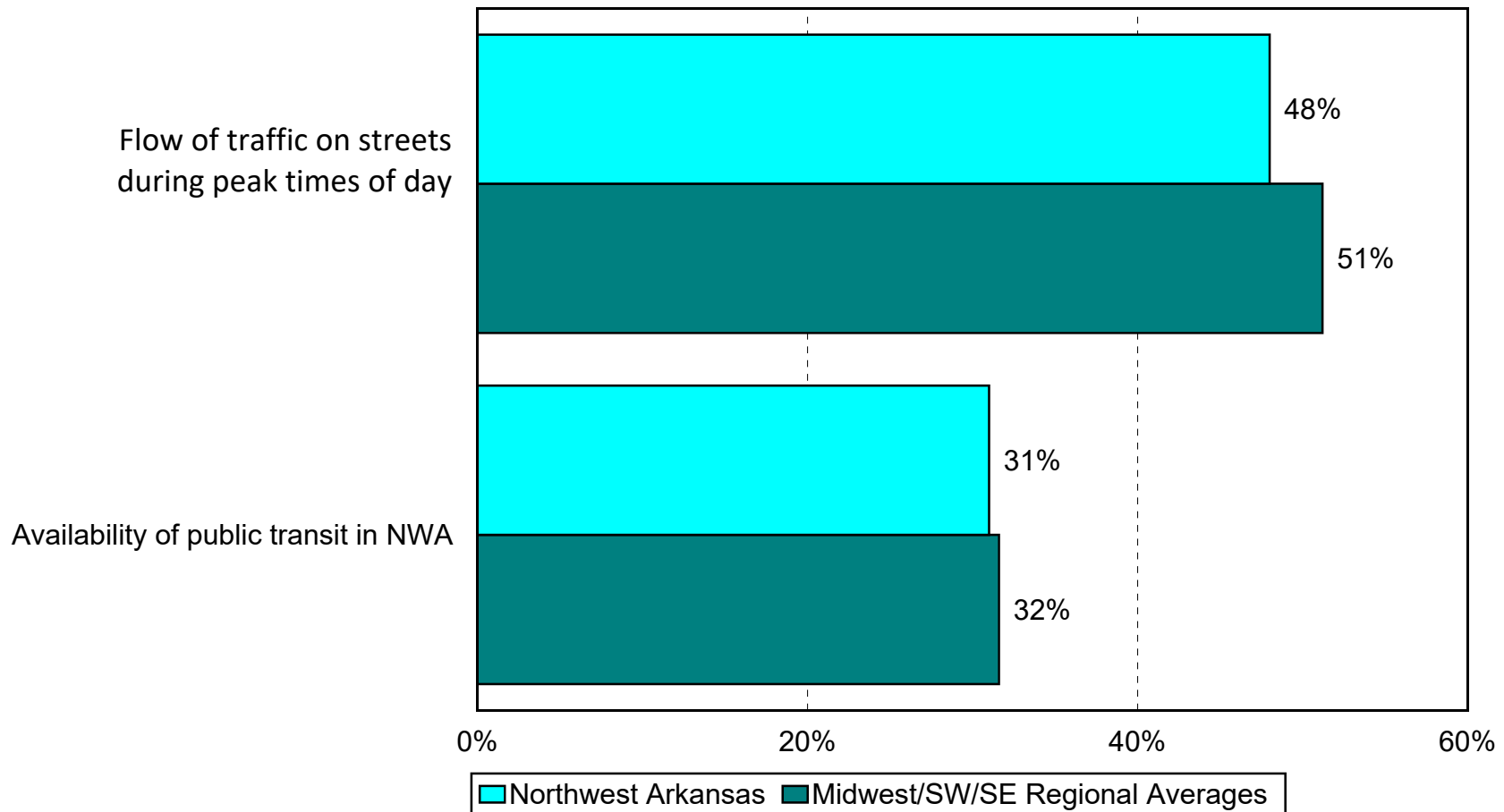
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

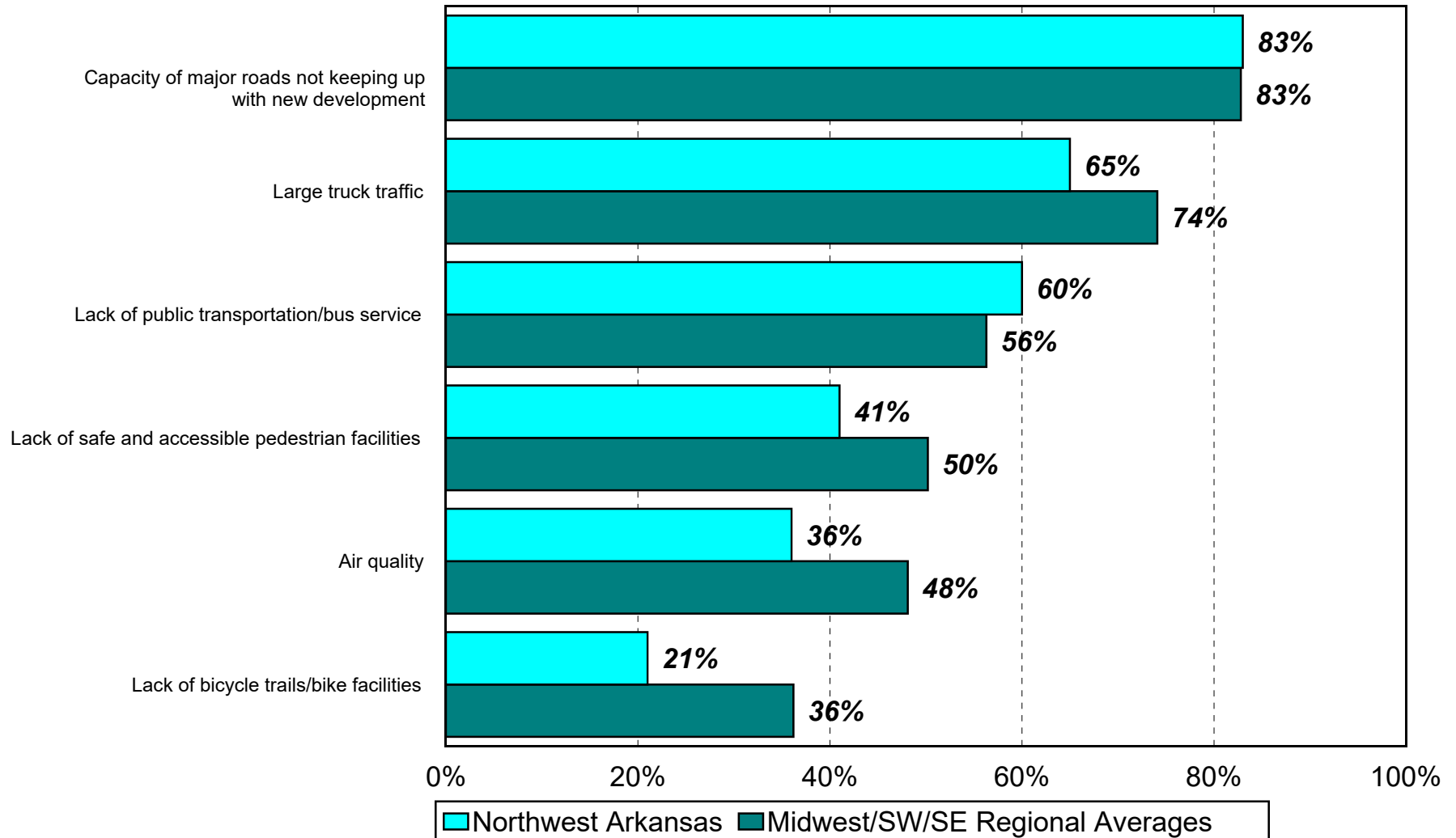
Most Important Transportation Aspects to Emphasize the Next 10 Years- *Benchmarking Data*

by percentage of respondents who selected the aspect as one of their top four choices
(excluding don't knows and not applicable)



Current & Emerging Transportation Problems- *Benchmarking Data*

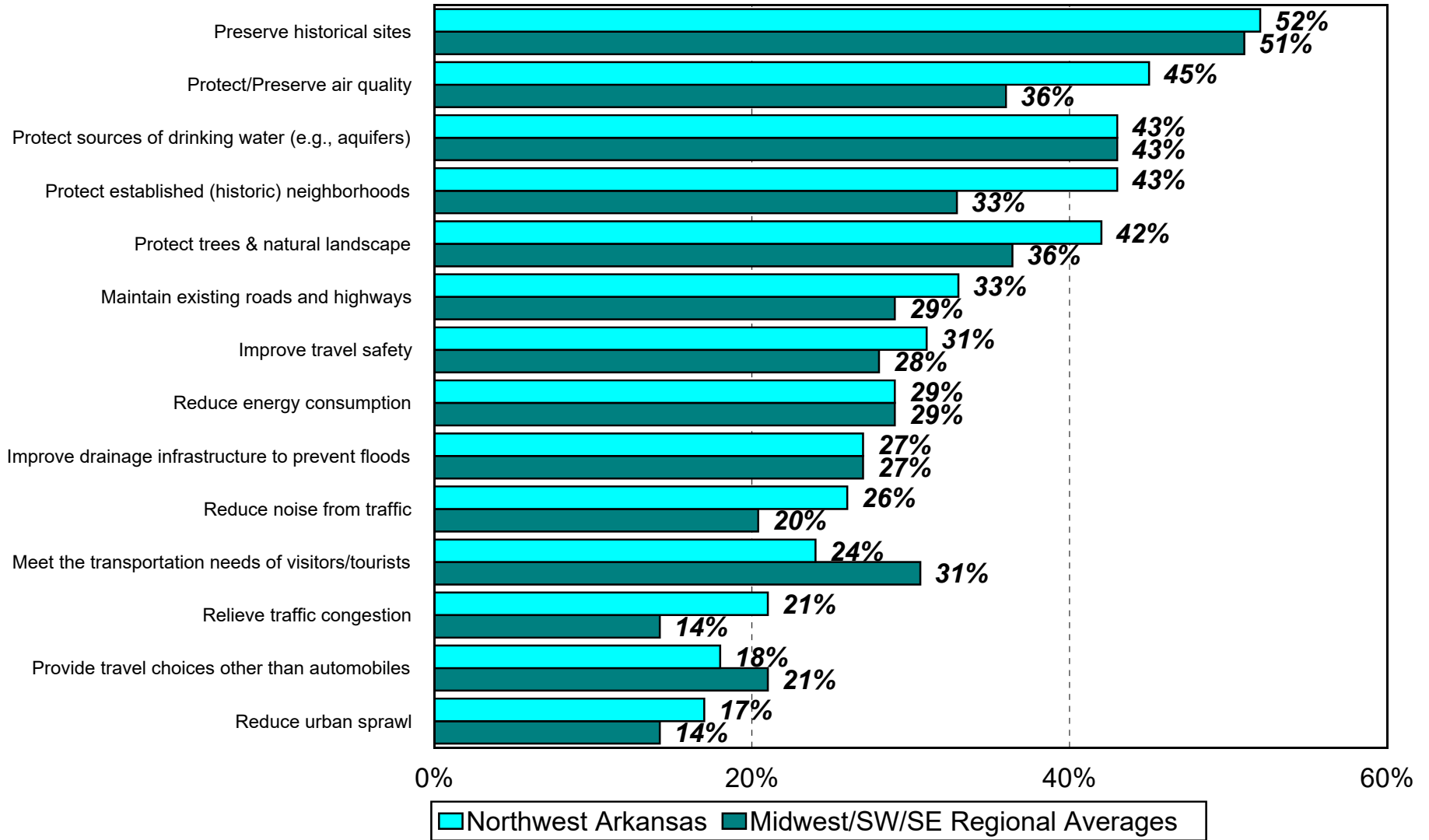
by percentage of respondents who rated the item as a current or emerging problem (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Satisfaction with efforts in the region - *Benchmarking Data*

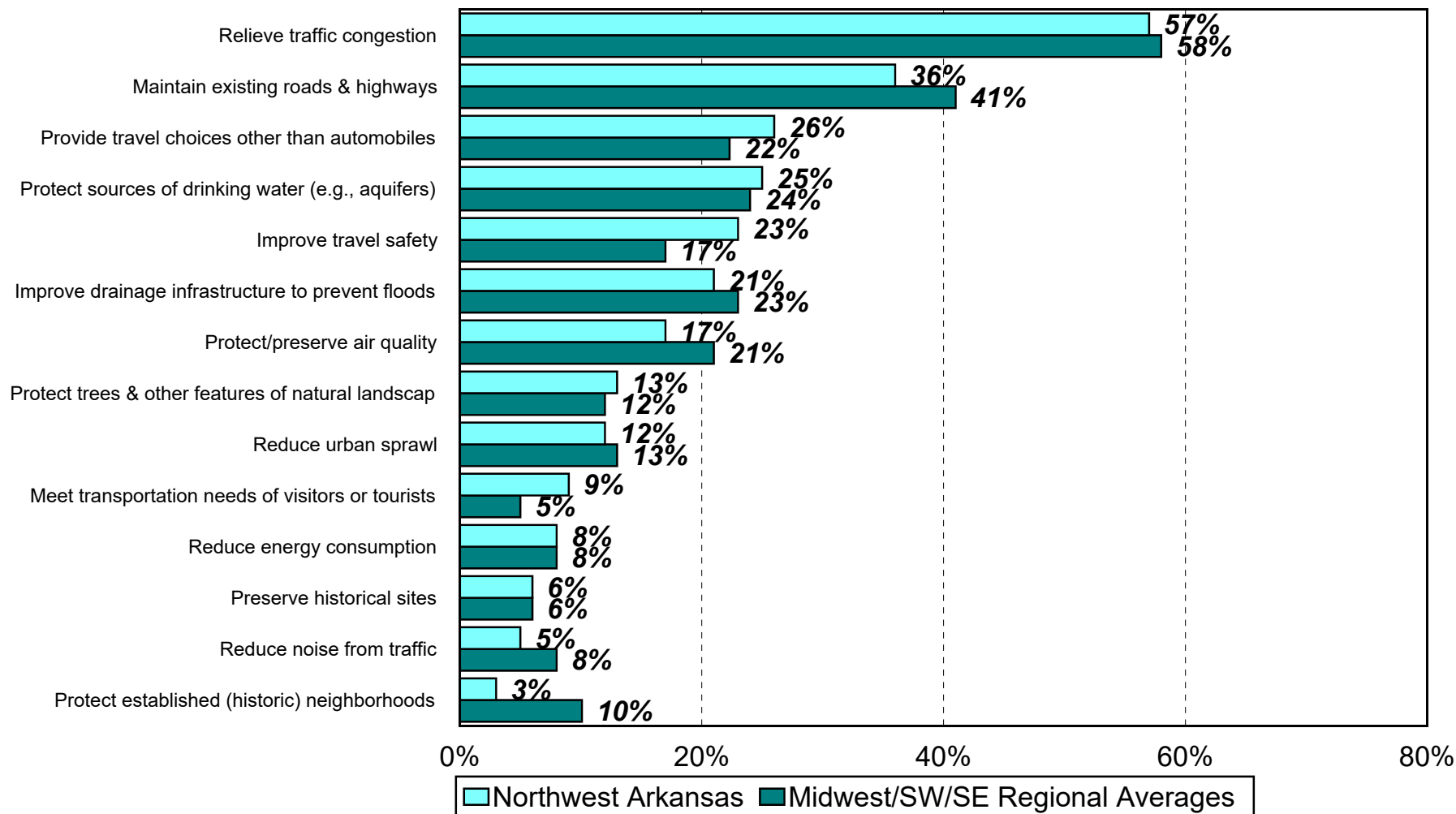
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Most important transportation issues- *Benchmarking Data*

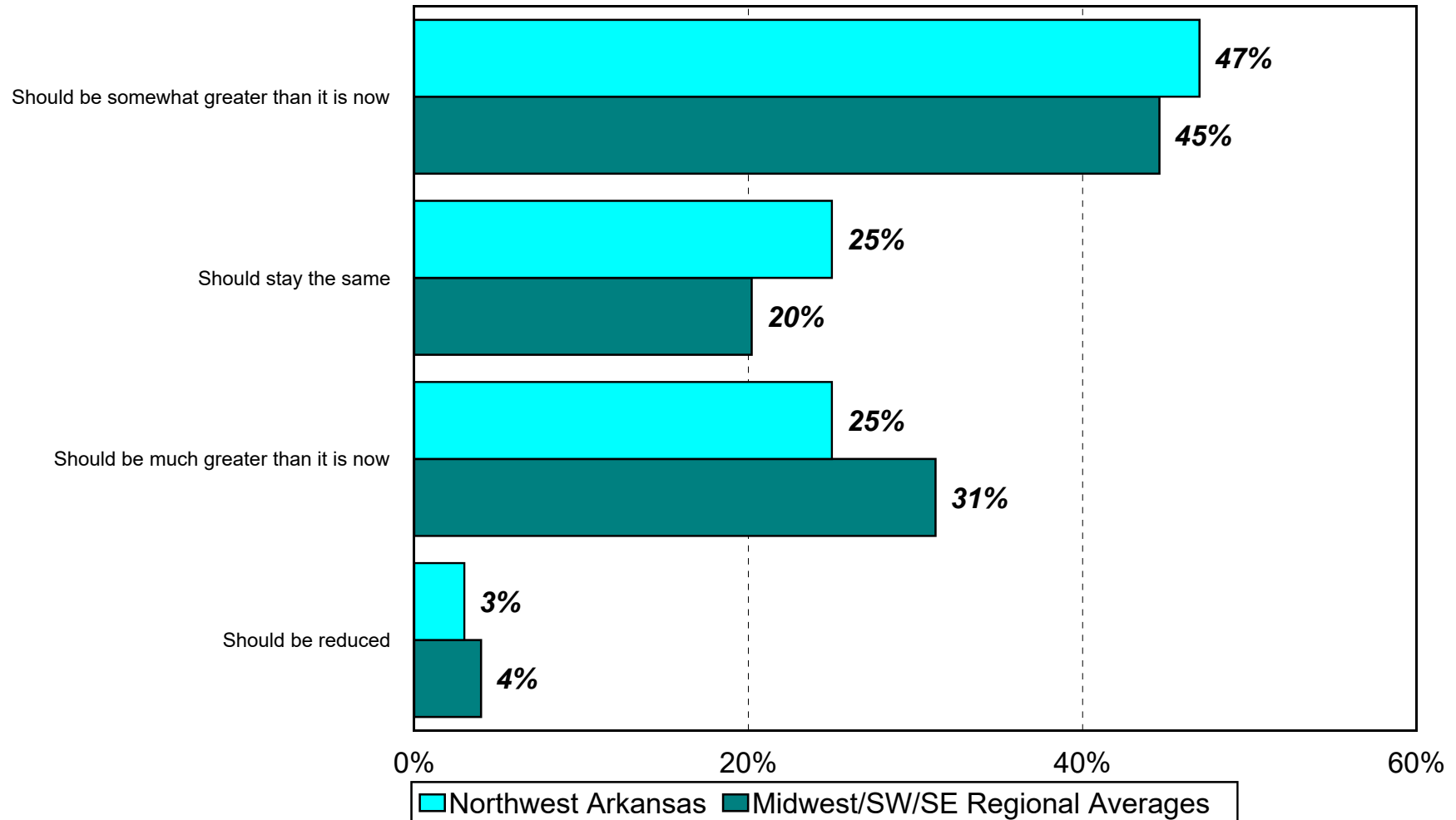
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

How current level of funding for road and highway improvements should change over the next 5 years- *Benchmarking Data*

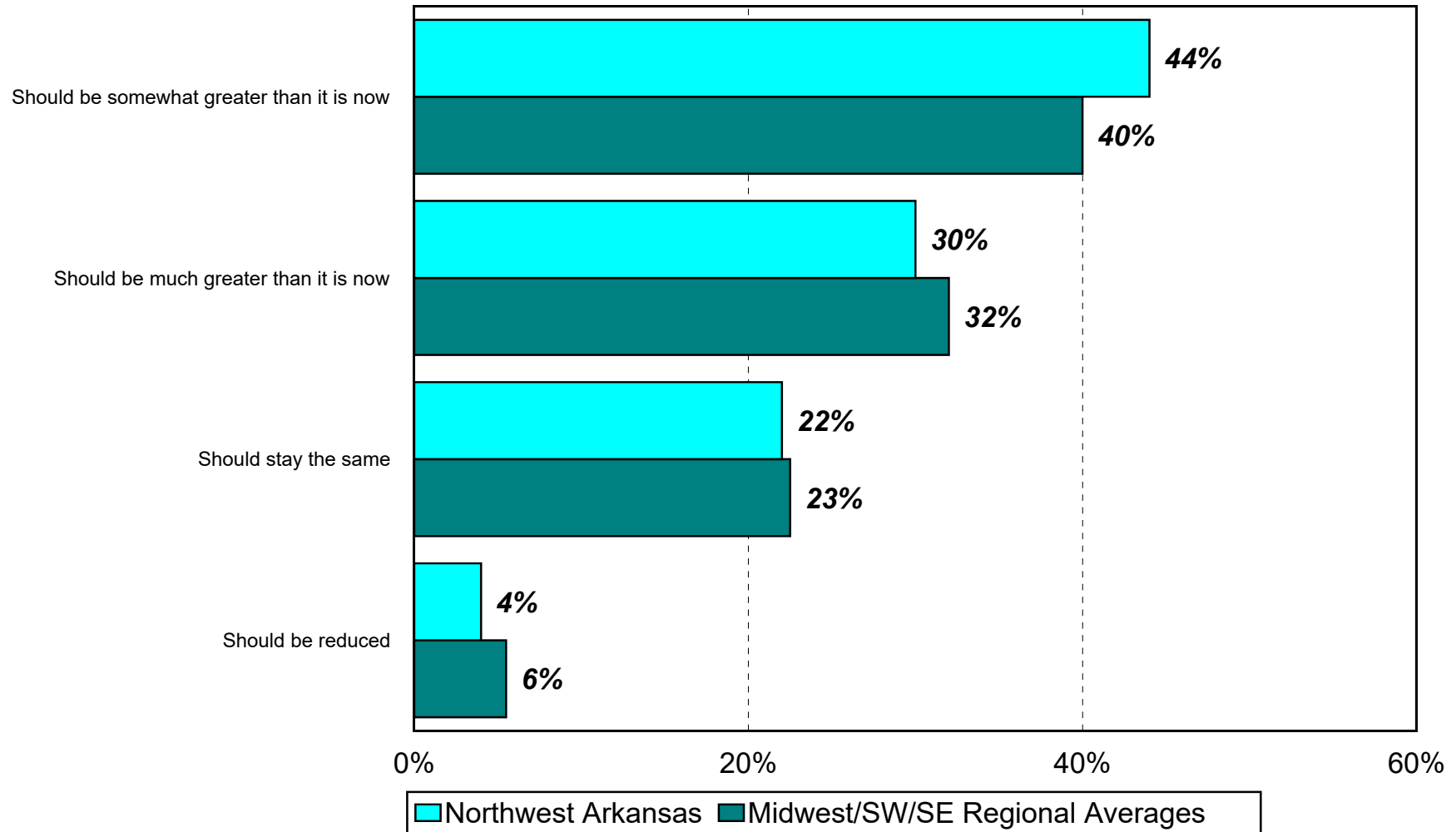
by percentage of respondents (excluding don't knows and not applicable)



Source: ETC Institute (2019)

How current level of funding for public transportation should change over the next 10 years- *Benchmarking Data*

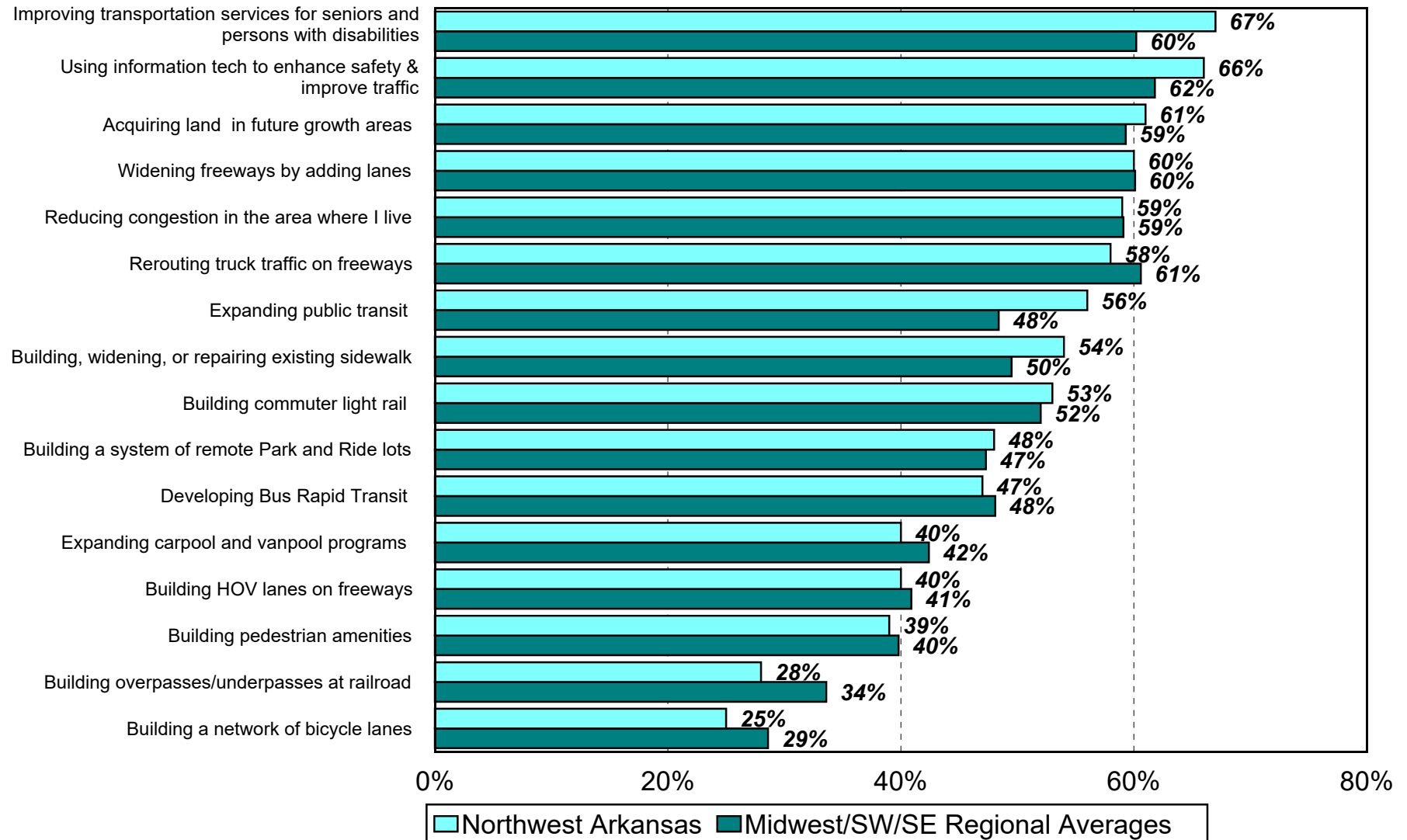
by percentage of respondents (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Transportation priority for improvements- *Benchmarking Data*

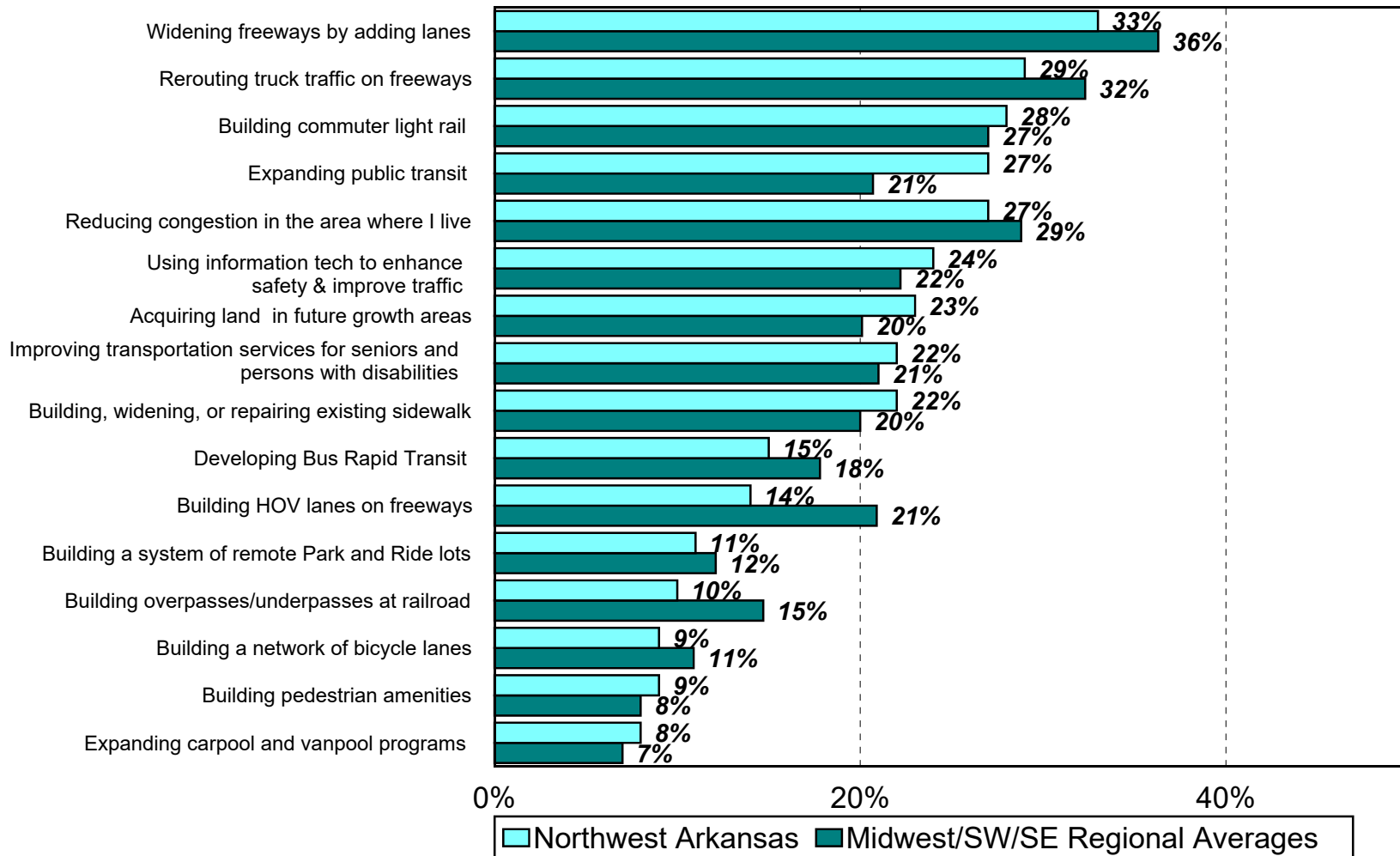
by percentage of respondents who rated the item as a priority (excluding don't knows and not applicable)



Source: ETC Institute (2019)

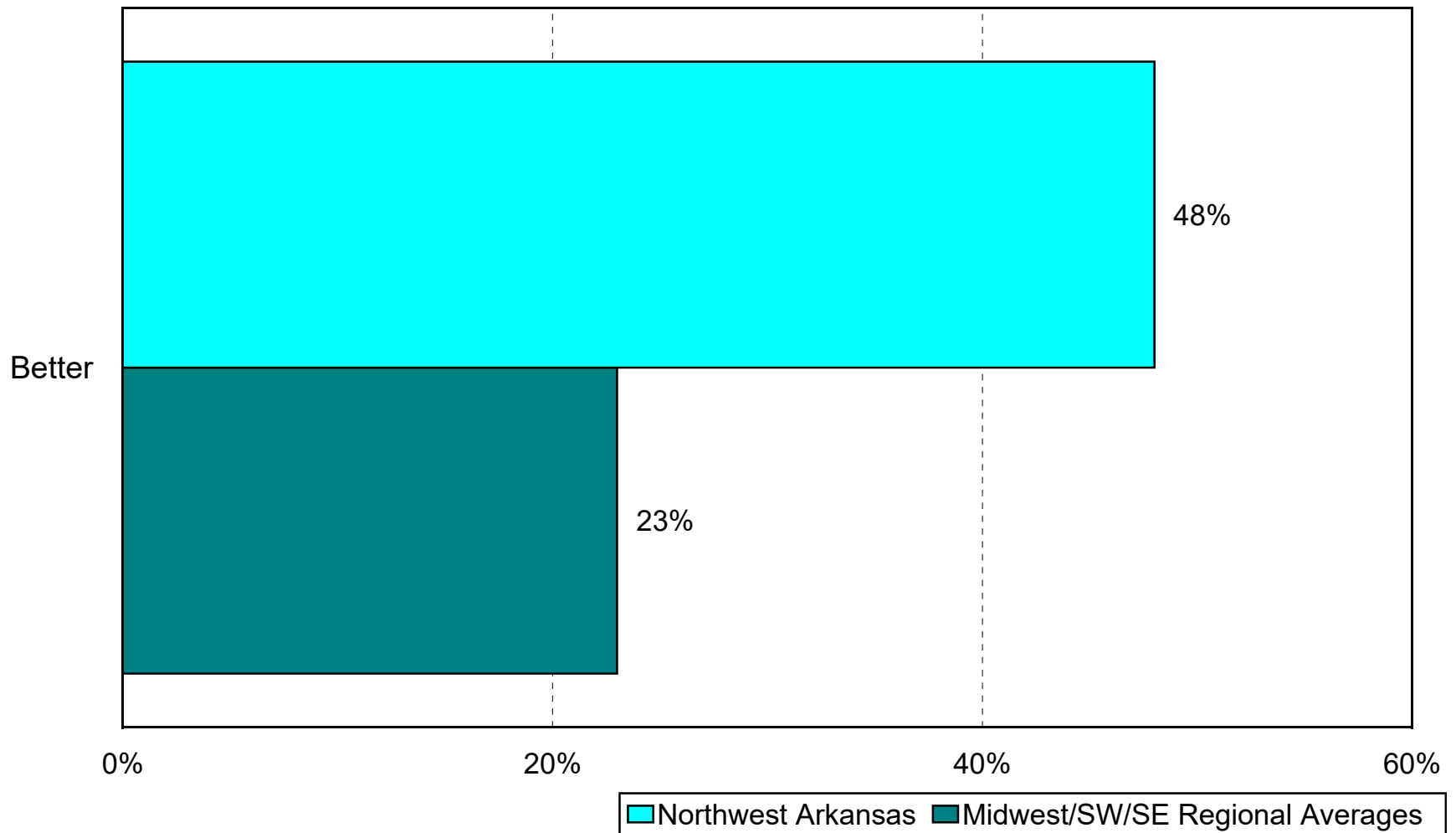
Top Transportation priority for improvements- *Benchmarking Data*

by percentage of respondents who selected the transportation improvements as one of their top four choices



How Traffic Congestion at Rush Hour Compare to Other Cities You have Visited- *Benchmarking Data*

by percentage of respondents
(excluding don't knows and not applicable)



Source: ETC Institute (2019)

Benchmarking Analysis

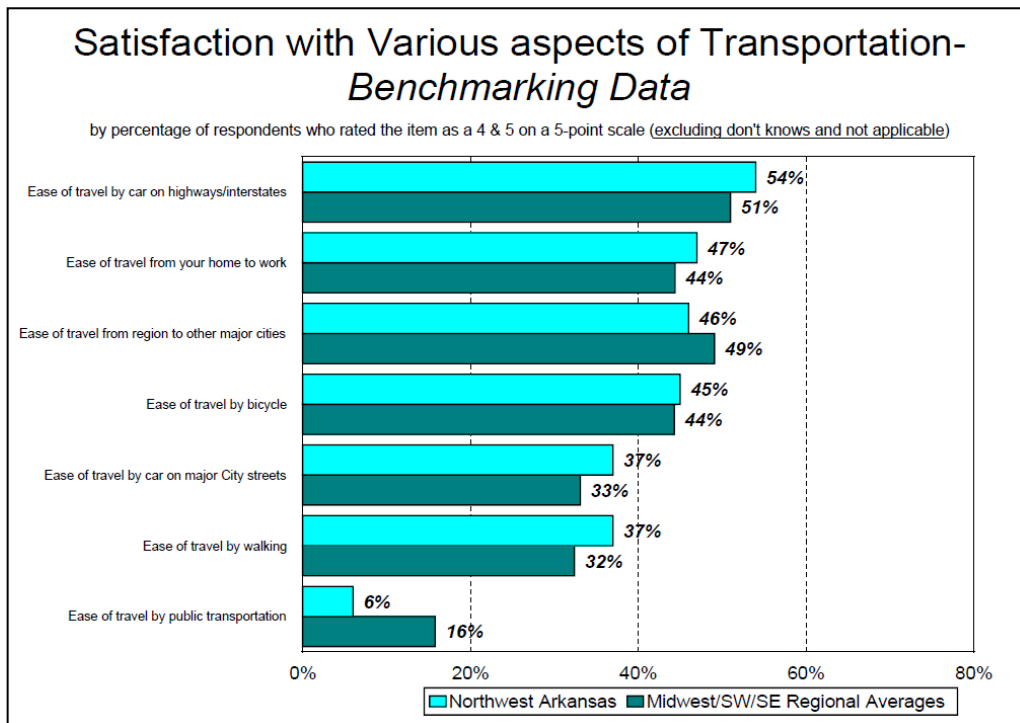
2019 Regional Transportation Survey Benchmarks

Overview

ETC Institute's *regional benchmark* program was originally developed in 2010 to help agency leaders across the United States use statistically valid onboard rider survey data as a tool for making better decisions. Since 2010, similar versions of transportation/transit surveys have been administered in more than 75 cities and counties in 38 states. Most participating agencies conduct their surveys on an annual or biennial basis.

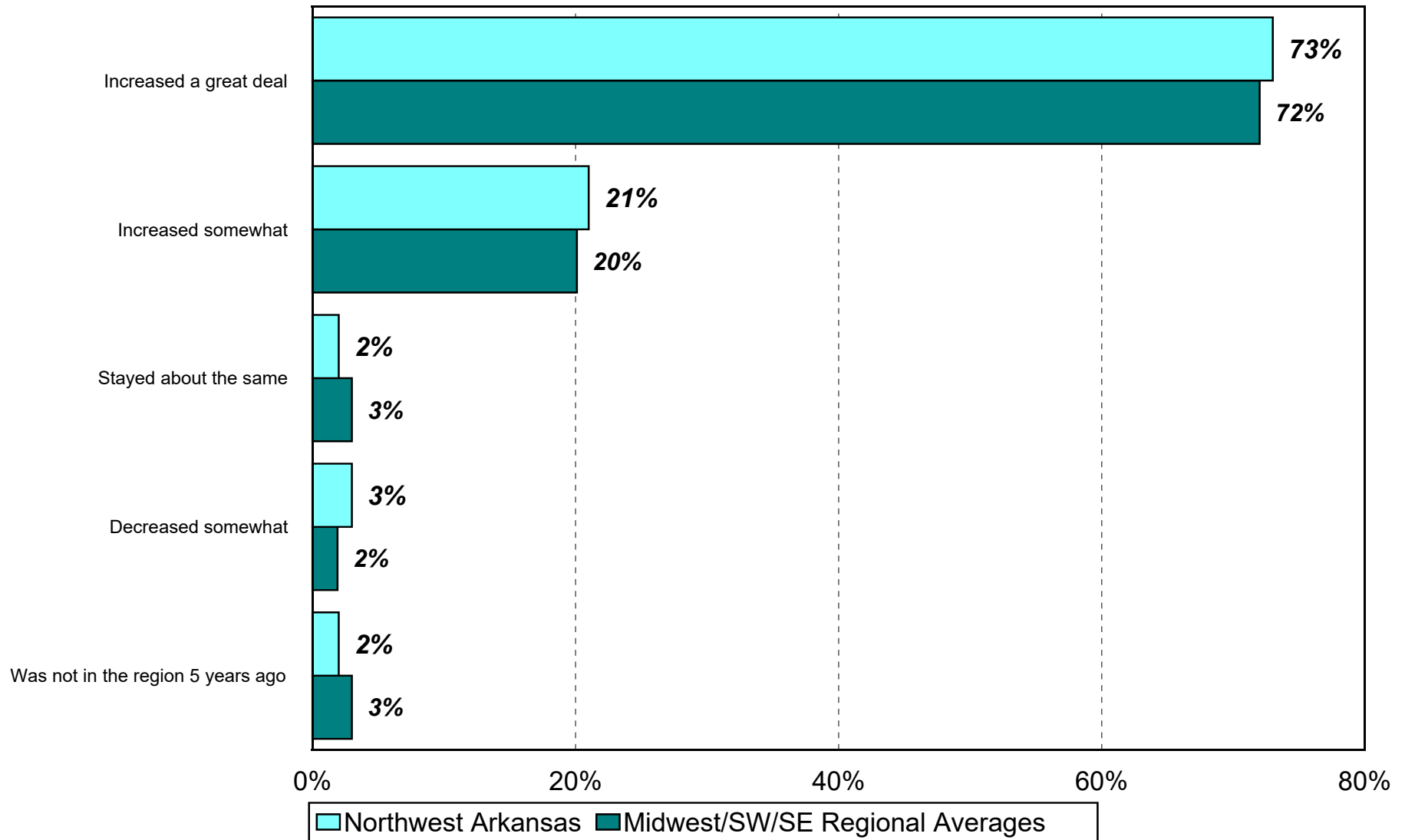
This report contains benchmarking data from individual cities/counties/regions/statewide study areas where ETC Institute has administered a transportation survey since **2014**; the cities included in this regional performance comparison are all located in either the Midwest, Southwest or Southeast region. This performance data includes similar sized counties/cities in the following states.

- *South Dakota*
- *Oklahoma*
- *Kansas*
- *Iowa*
- *Missouri*
- *Tennessee*
- *Arizona*
- *Ohio*
- *Texas*
- *Arkansas*
- *Illinois*
- *Louisiana*



Traffic Congestion compared to five years ago- *Benchmarking Data*

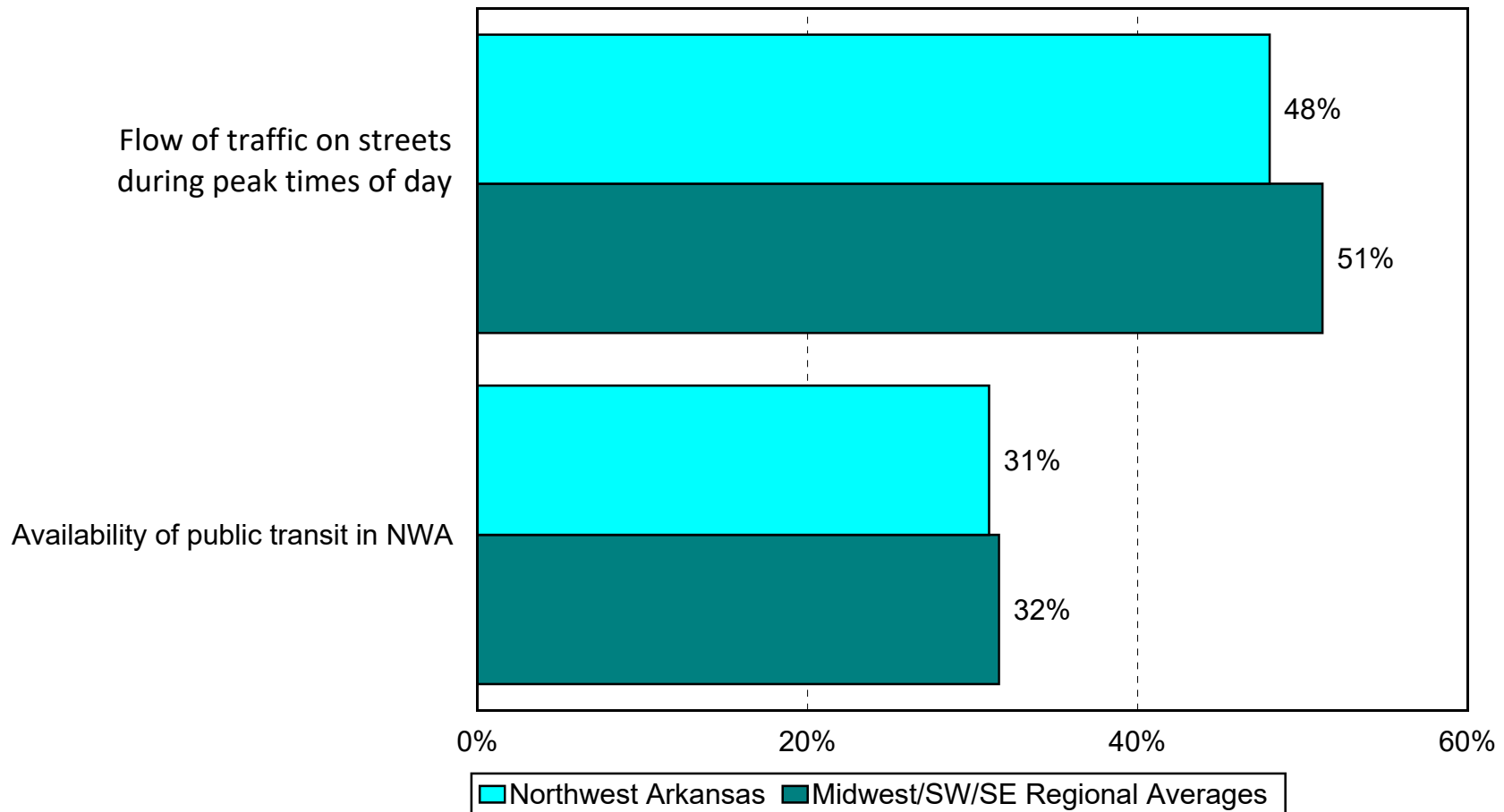
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

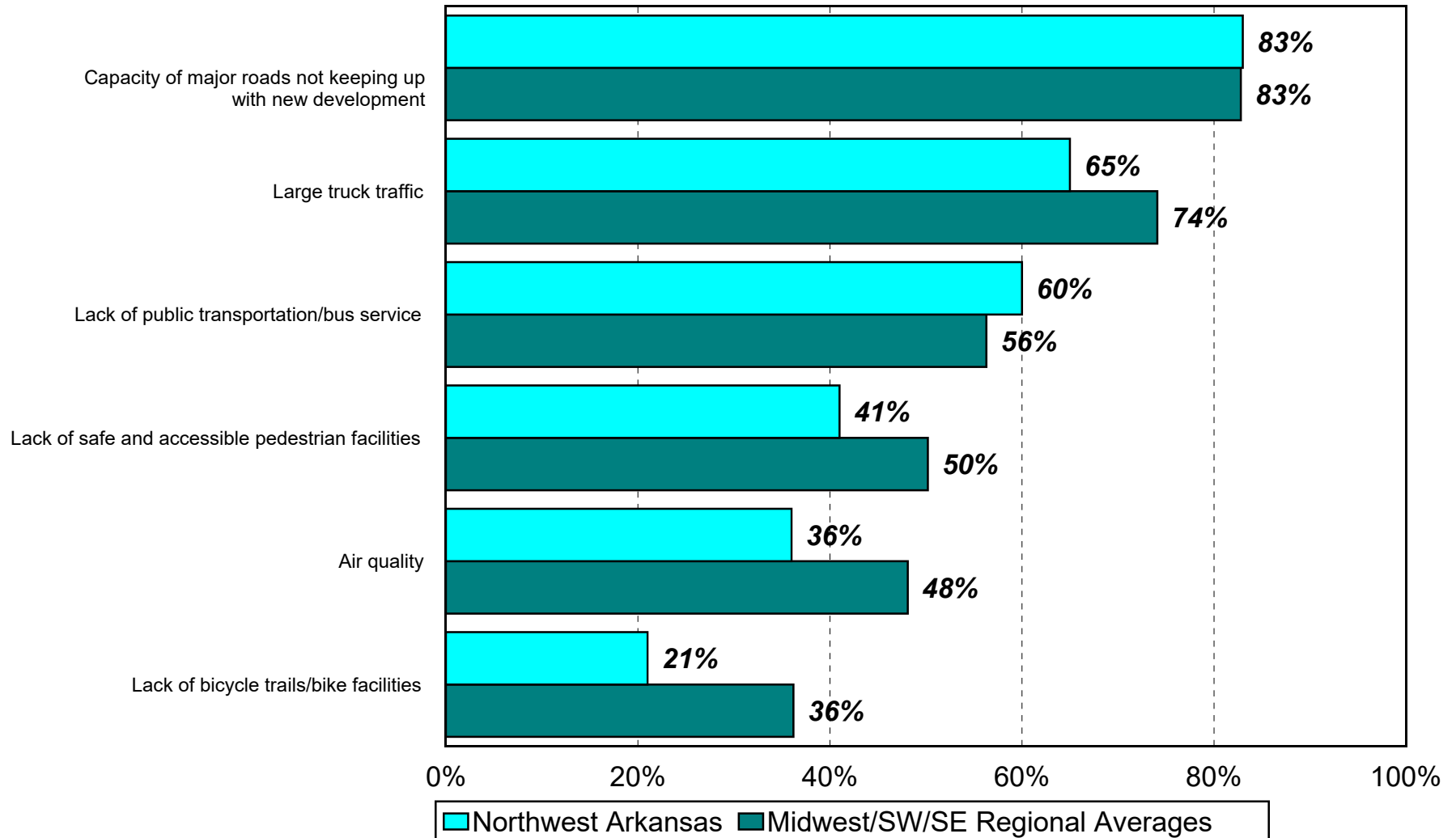
Most Important Transportation Aspects to Emphasize the Next 10 Years- *Benchmarking Data*

by percentage of respondents who selected the aspect as one of their top four choices
(excluding don't knows and not applicable)



Current & Emerging Transportation Problems- *Benchmarking Data*

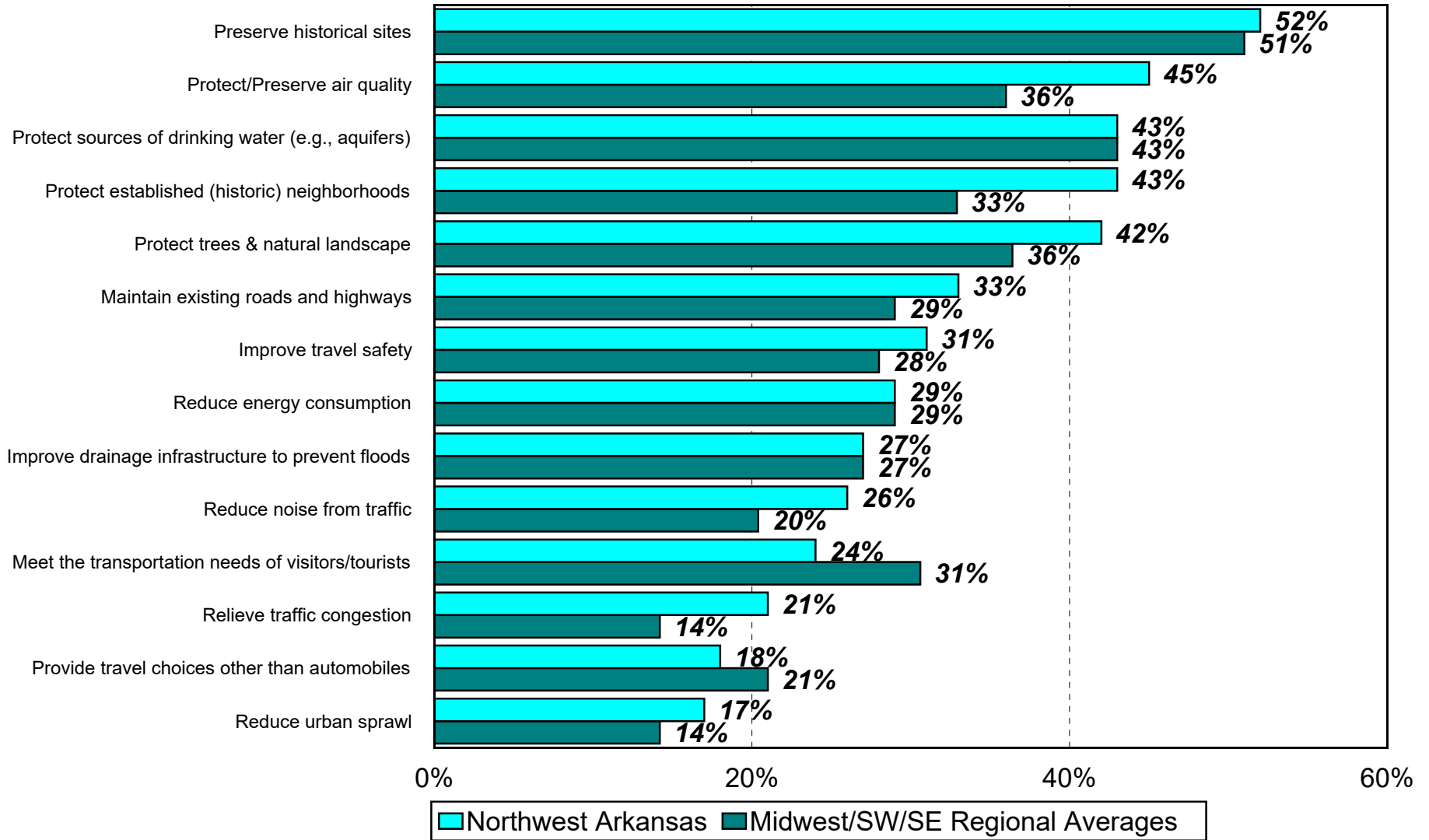
by percentage of respondents who rated the item as a current or emerging problem (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Satisfaction with efforts in the region - *Benchmarking Data*

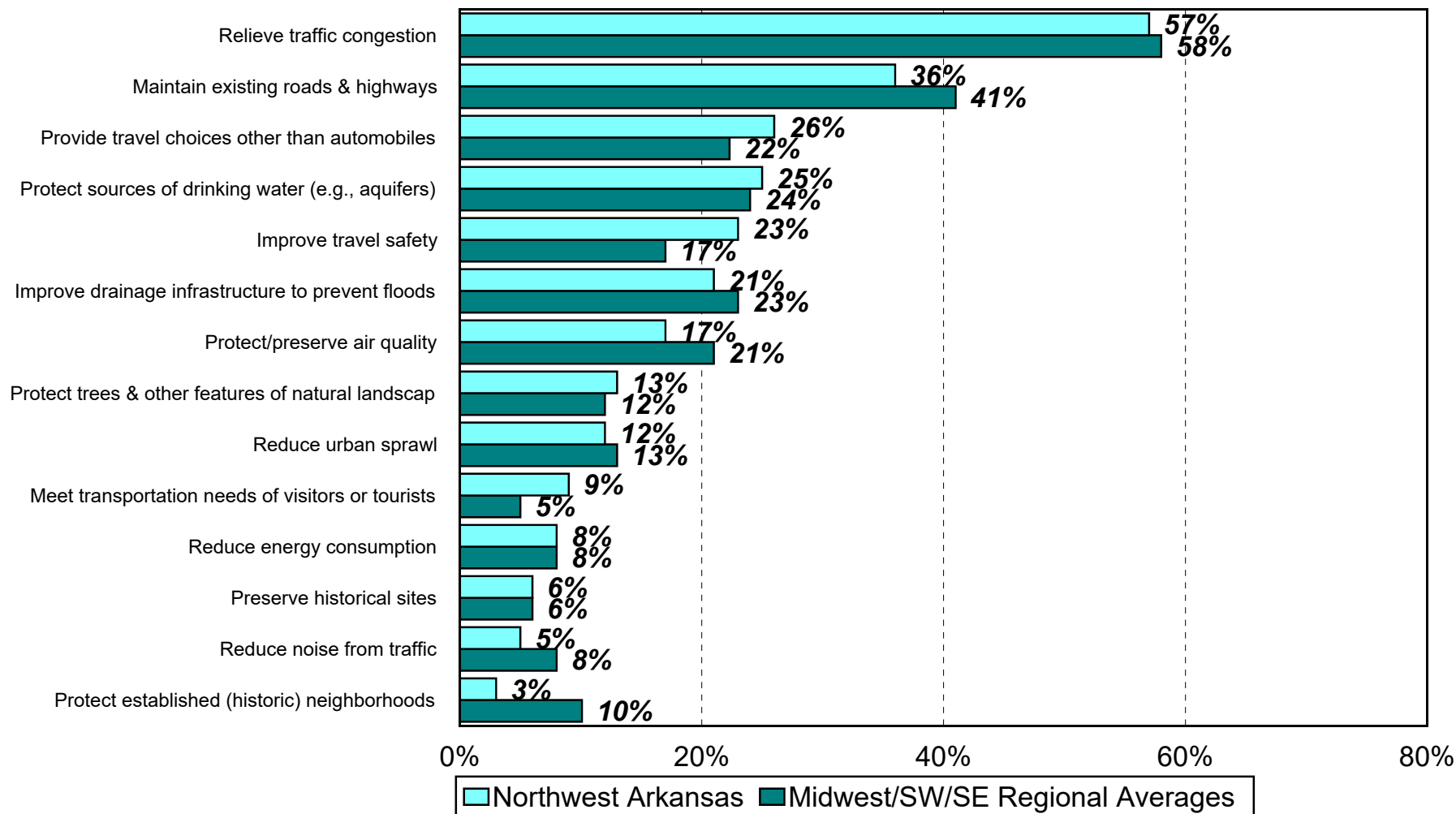
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Most important transportation issues- *Benchmarking Data*

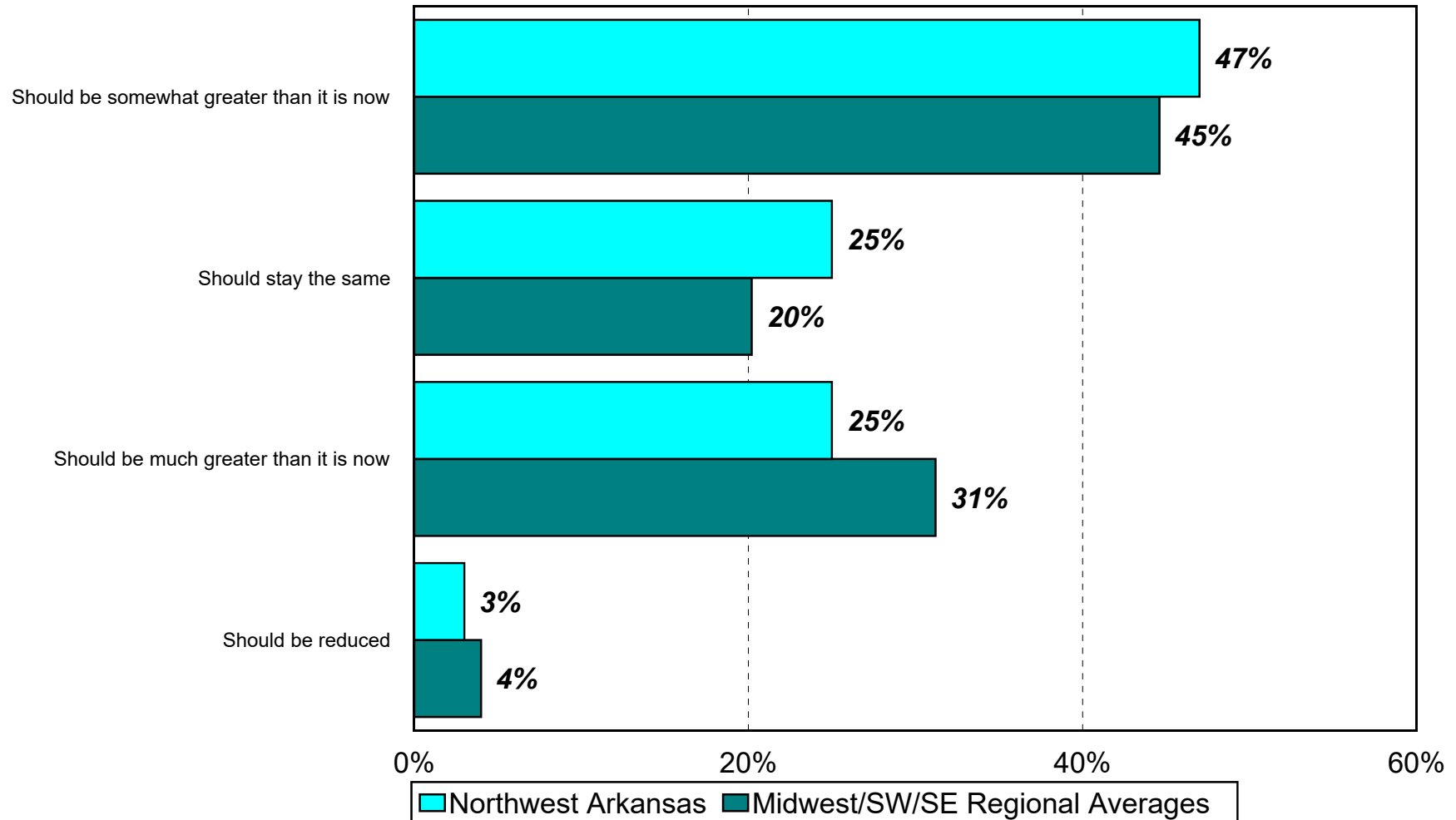
by percentage of respondents who rated the item as a 4 & 5 on a 5-point scale (excluding don't knows and not applicable)



Source: ETC Institute (2019)

How current level of funding for road and highway improvements should change over the next 5 years- *Benchmarking Data*

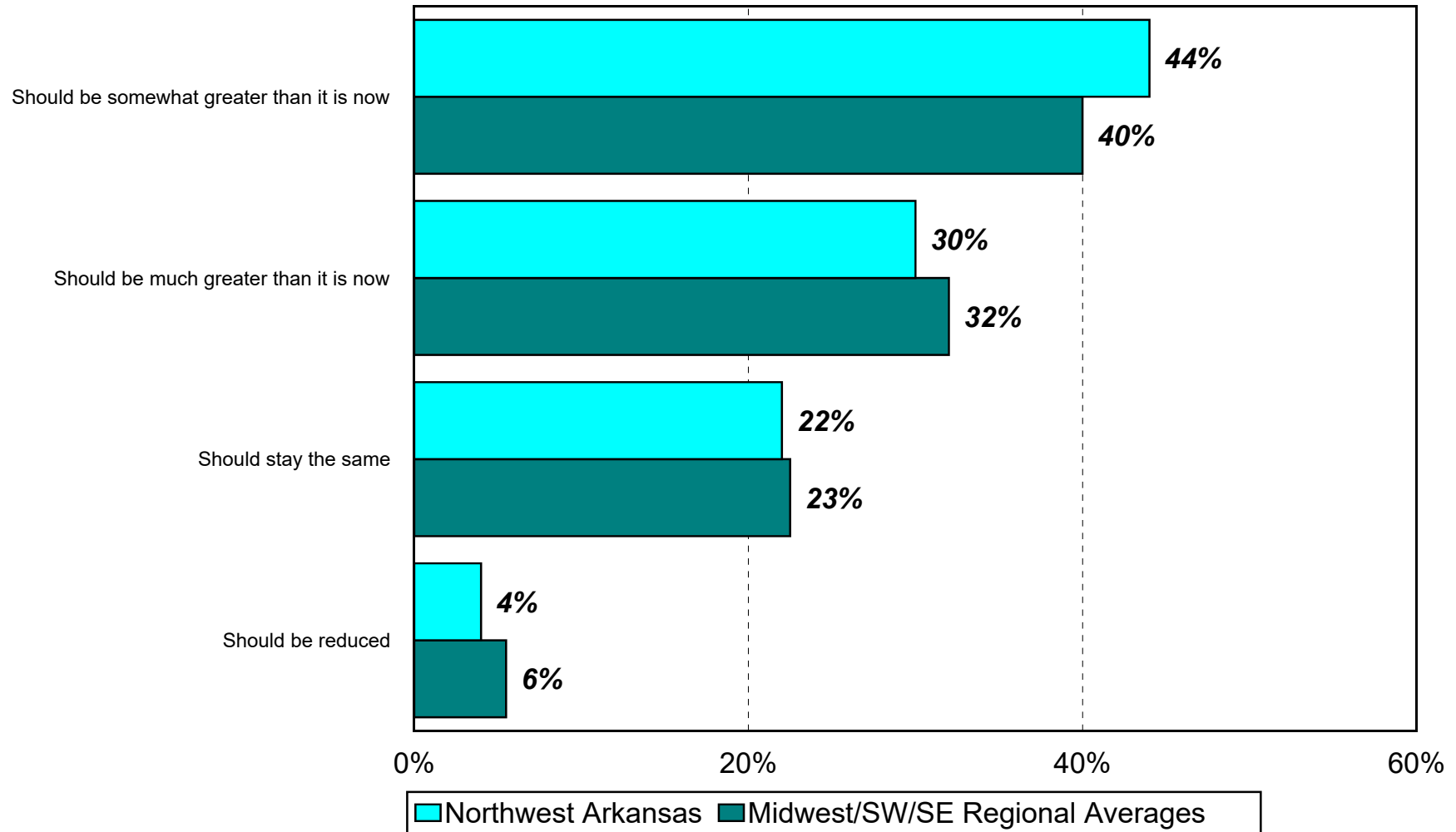
by percentage of respondents (excluding don't knows and not applicable)



Source: ETC Institute (2019)

How current level of funding for public transportation should change over the next 10 years- *Benchmarking Data*

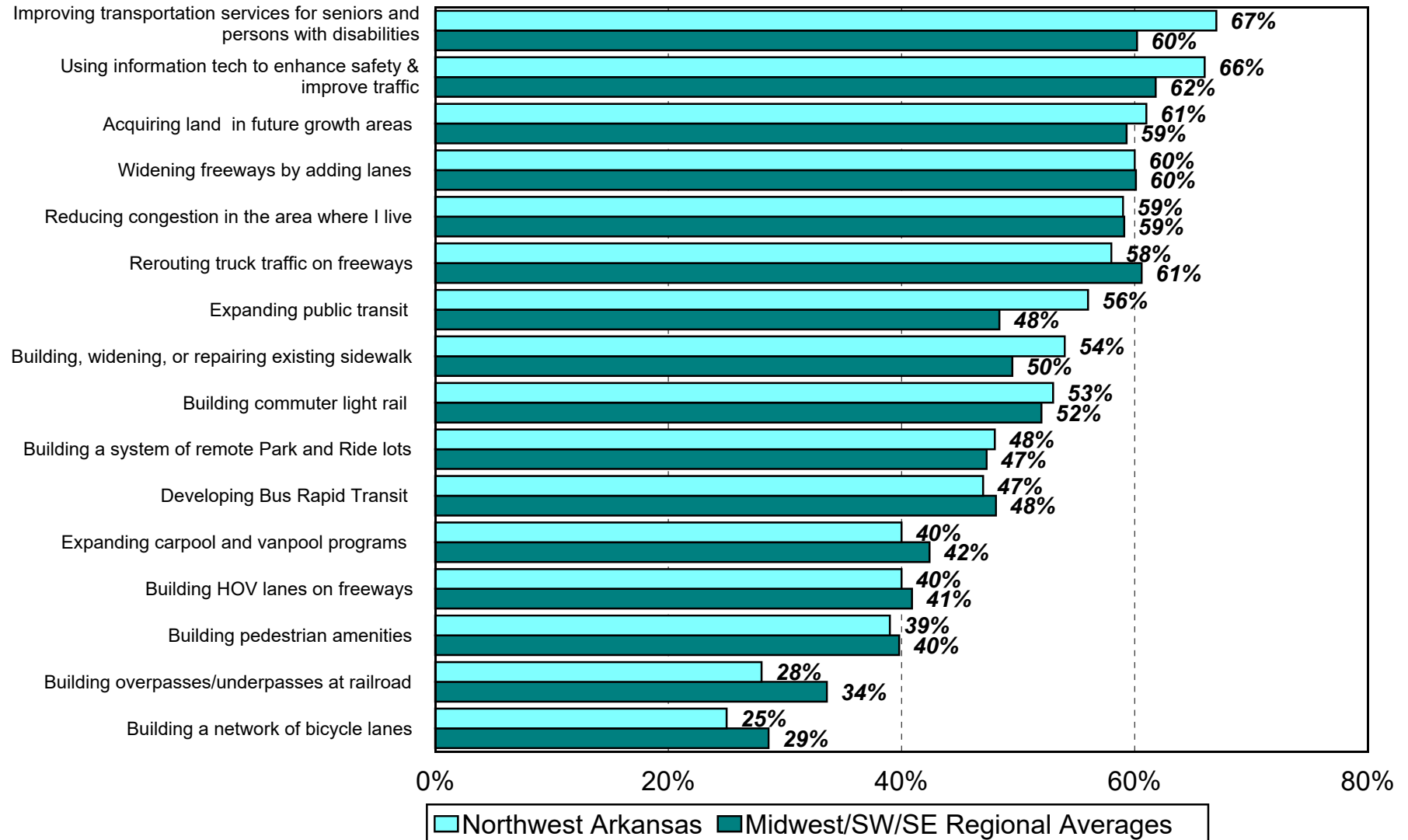
by percentage of respondents (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Transportation priority for improvements- *Benchmarking Data*

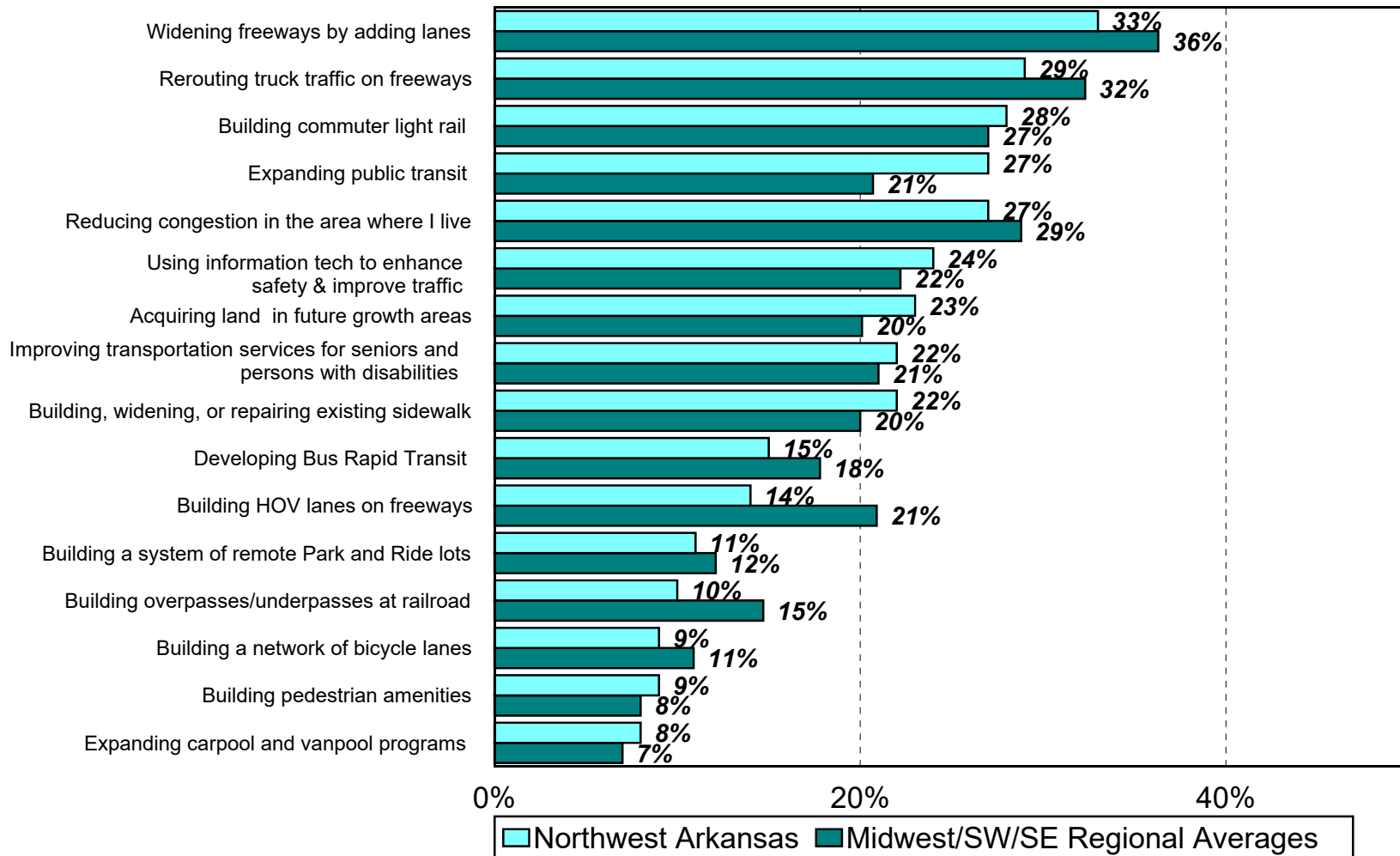
by percentage of respondents who rated the item as a priority (excluding don't knows and not applicable)



Source: ETC Institute (2019)

Top Transportation priority for improvements- *Benchmarking Data*

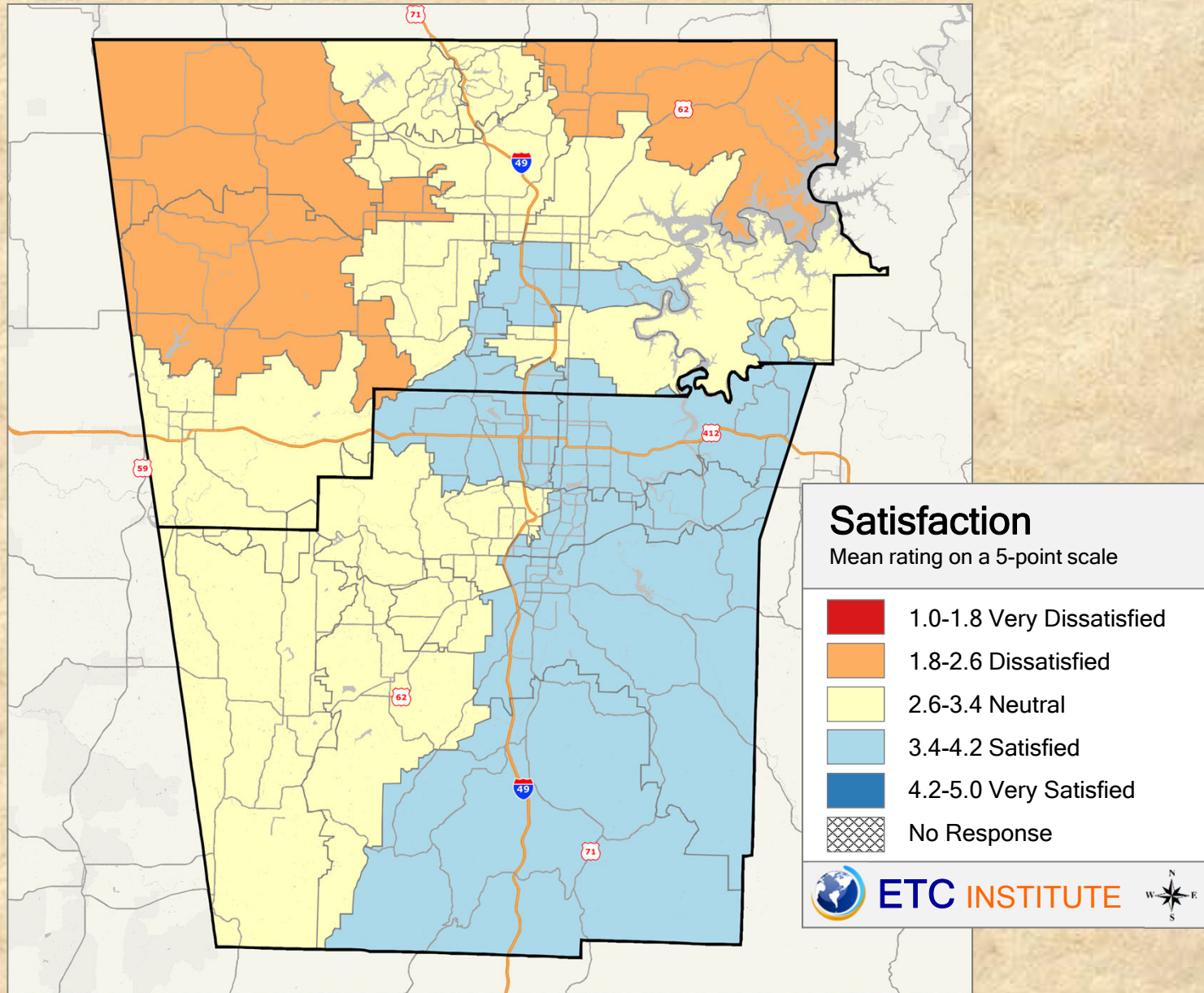
by percentage of respondents who selected the transportation improvements as one of their top four choices



Section 2

GIS Maps

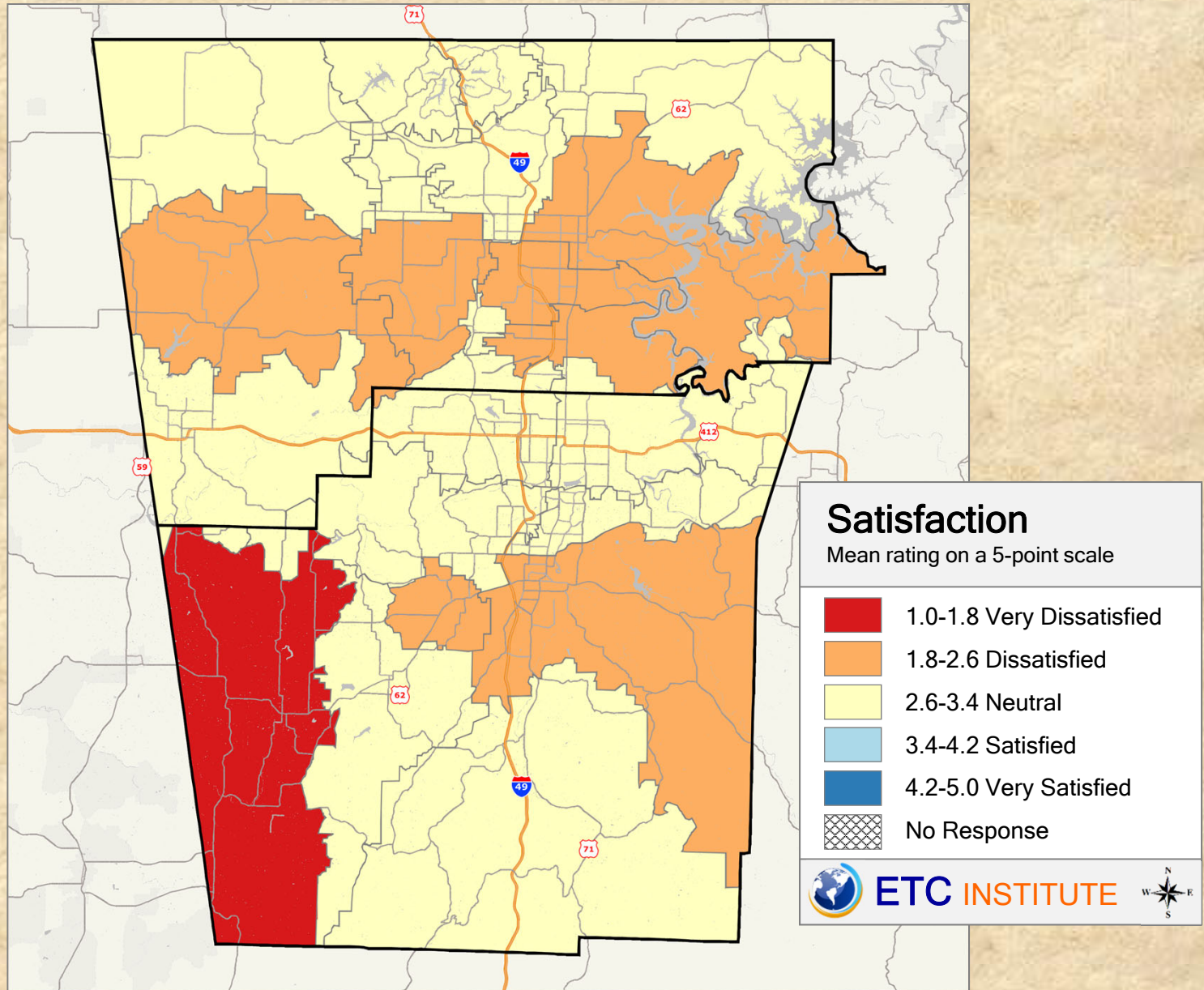
Q2.1 Satisfaction with Ease of travel between your home and Fayetteville



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

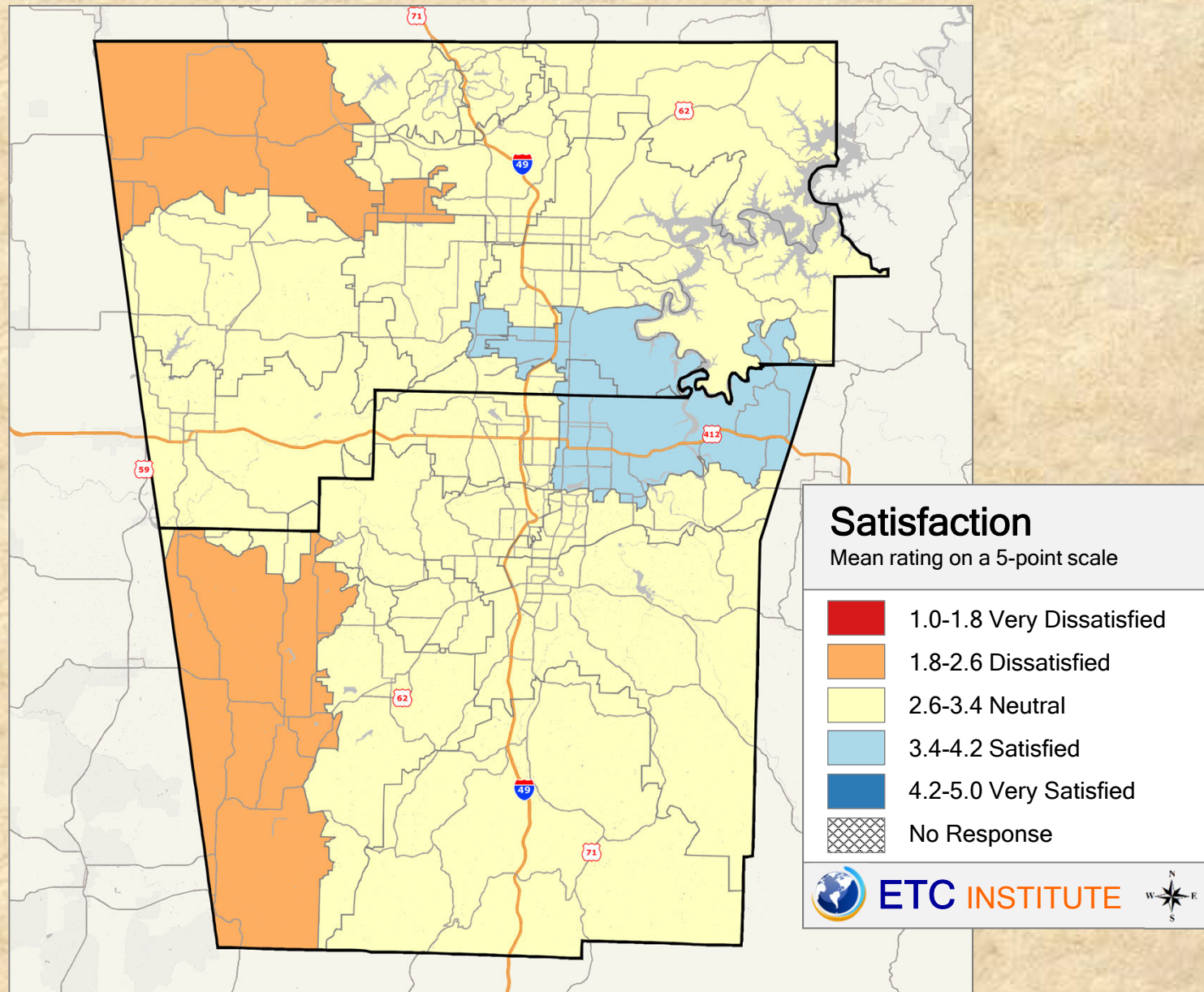
Q2.2 Satisfaction with Ease of travel between your home and Bentonville



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

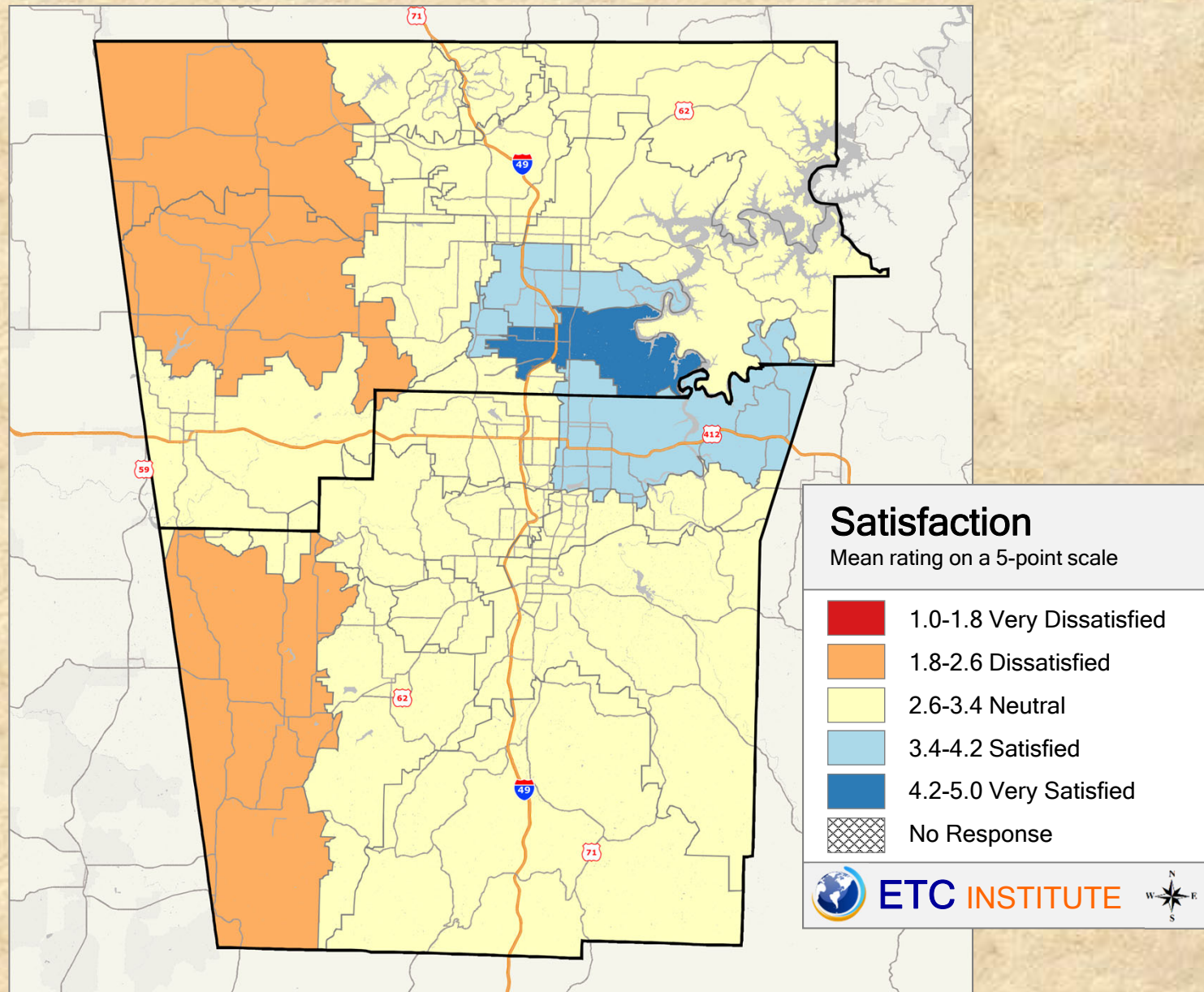
Q2.3 Satisfaction with Ease of travel between your home and Springdale



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

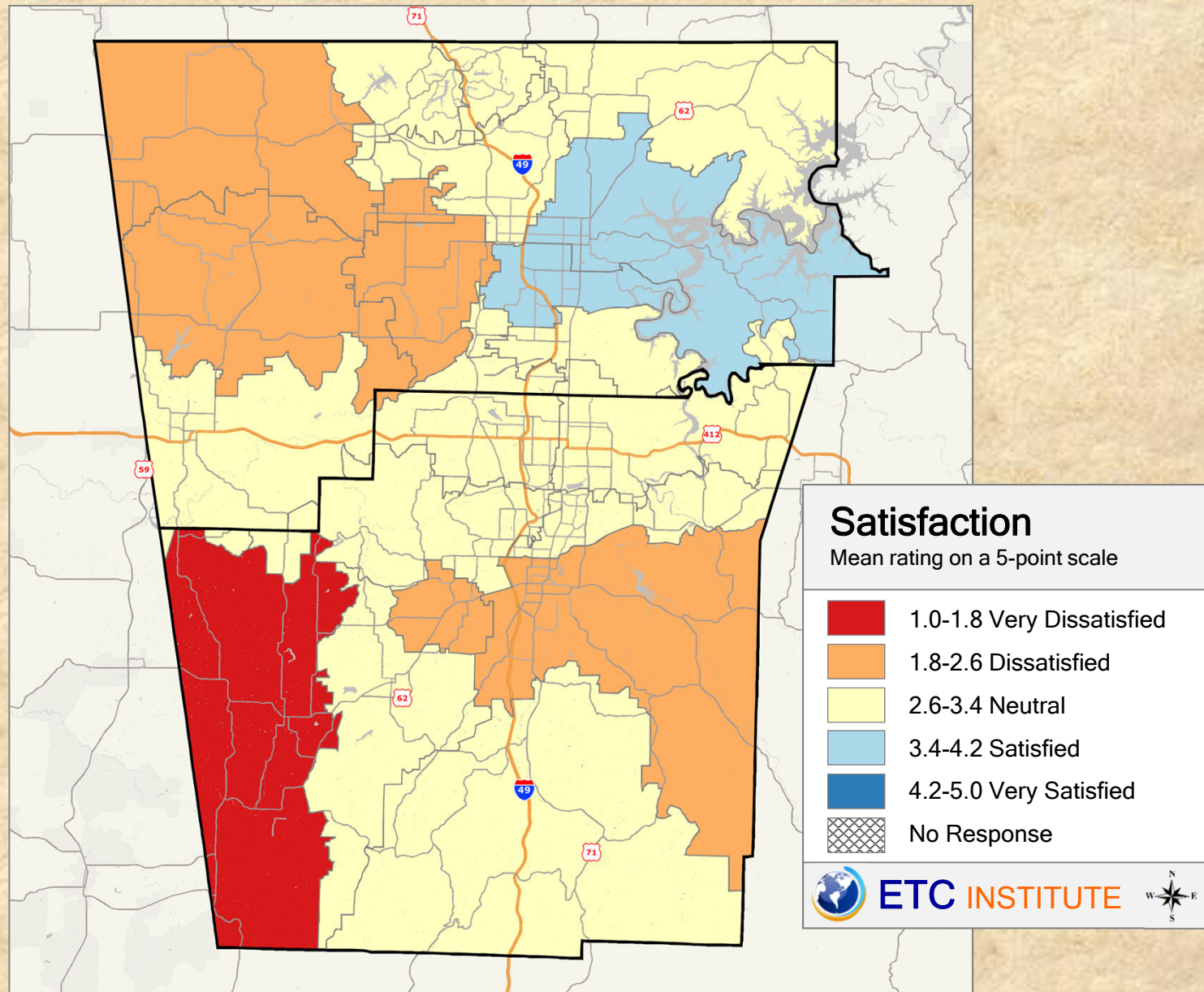
Q2.4 Satisfaction with Ease of travel between your home and Lowell



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

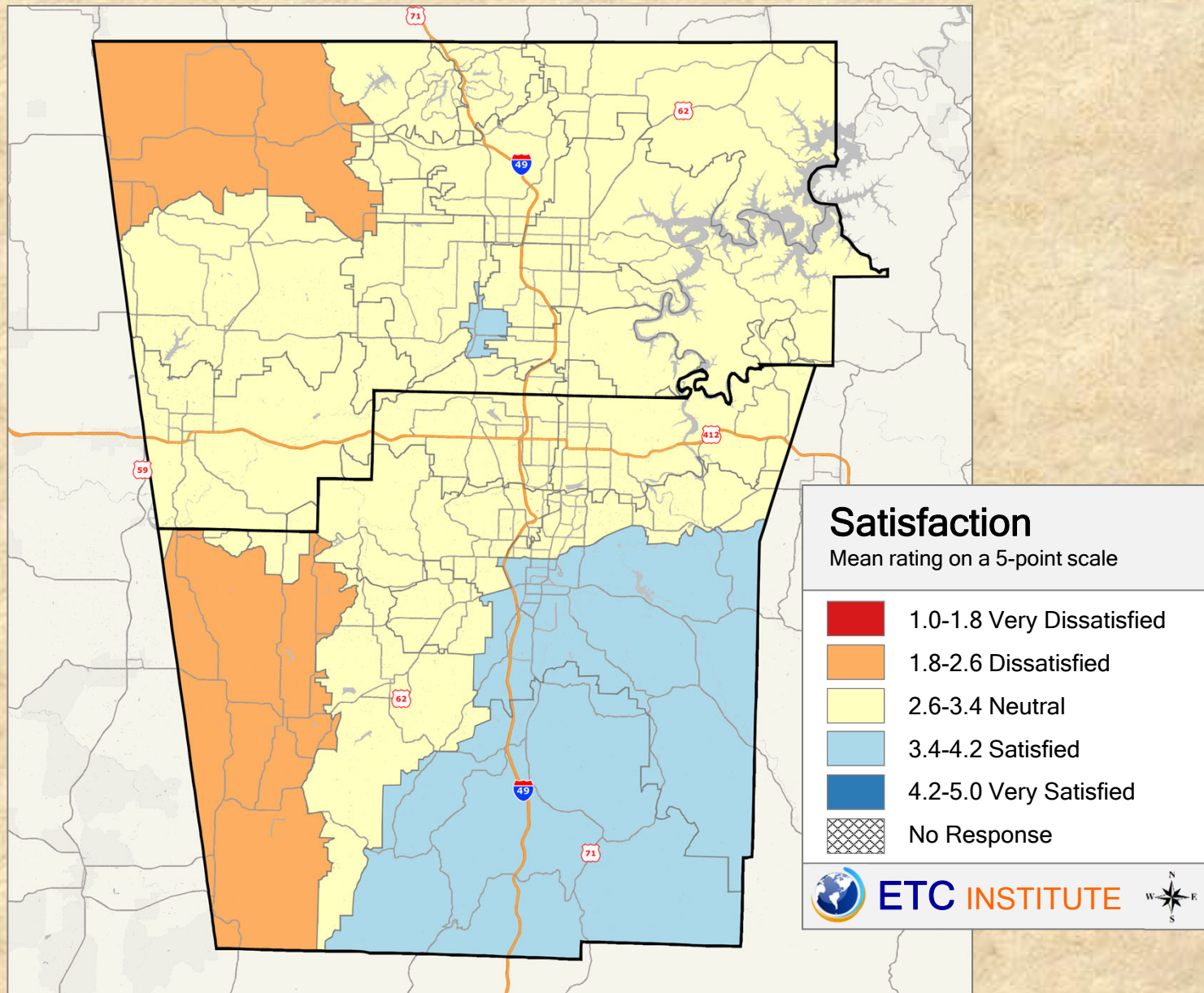
Q2.5 Satisfaction with Ease of travel between your home and Rogers



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

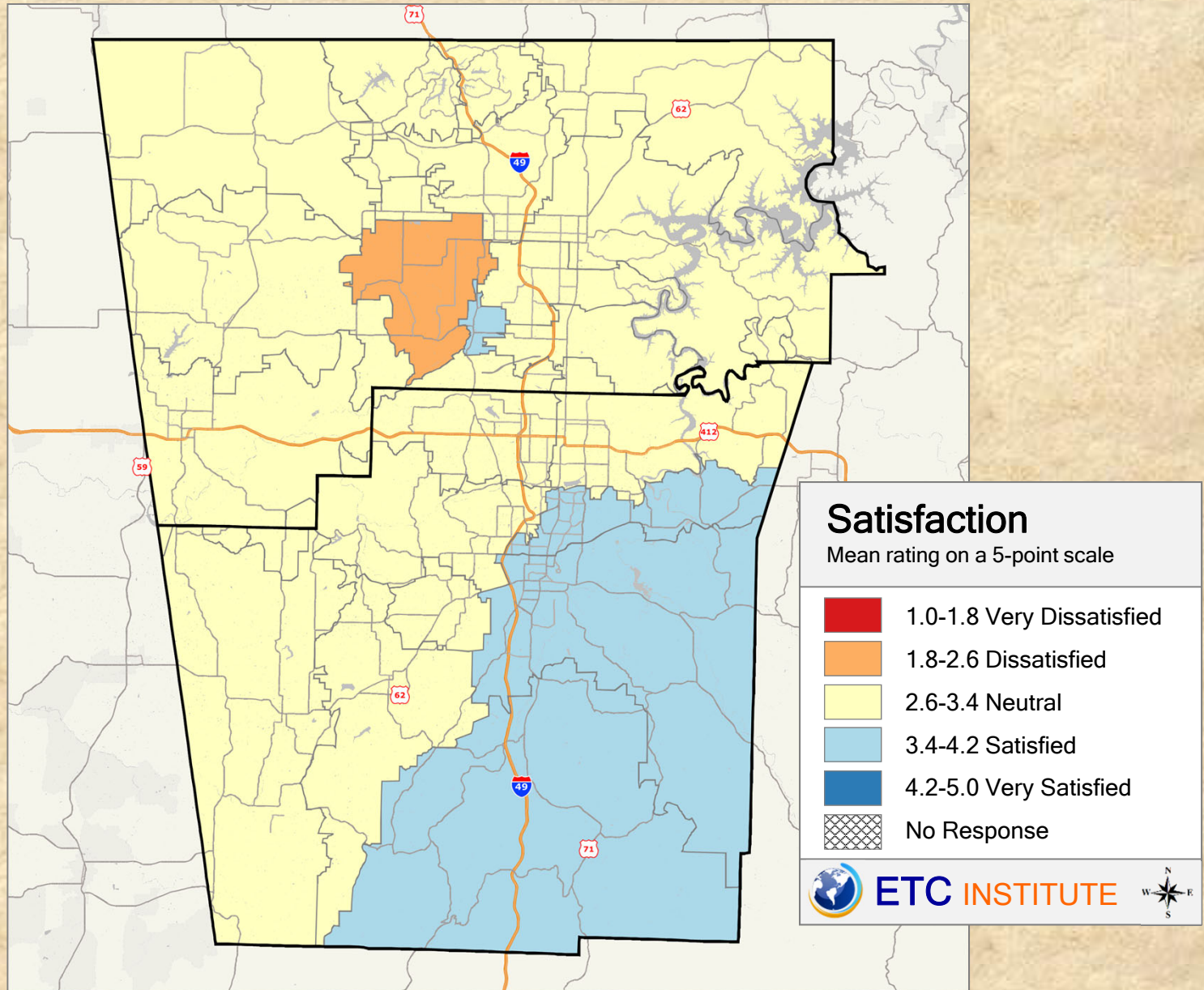
Q2.6 Satisfaction with Ease of travel from the NWA region to other major cities in Arkansas



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

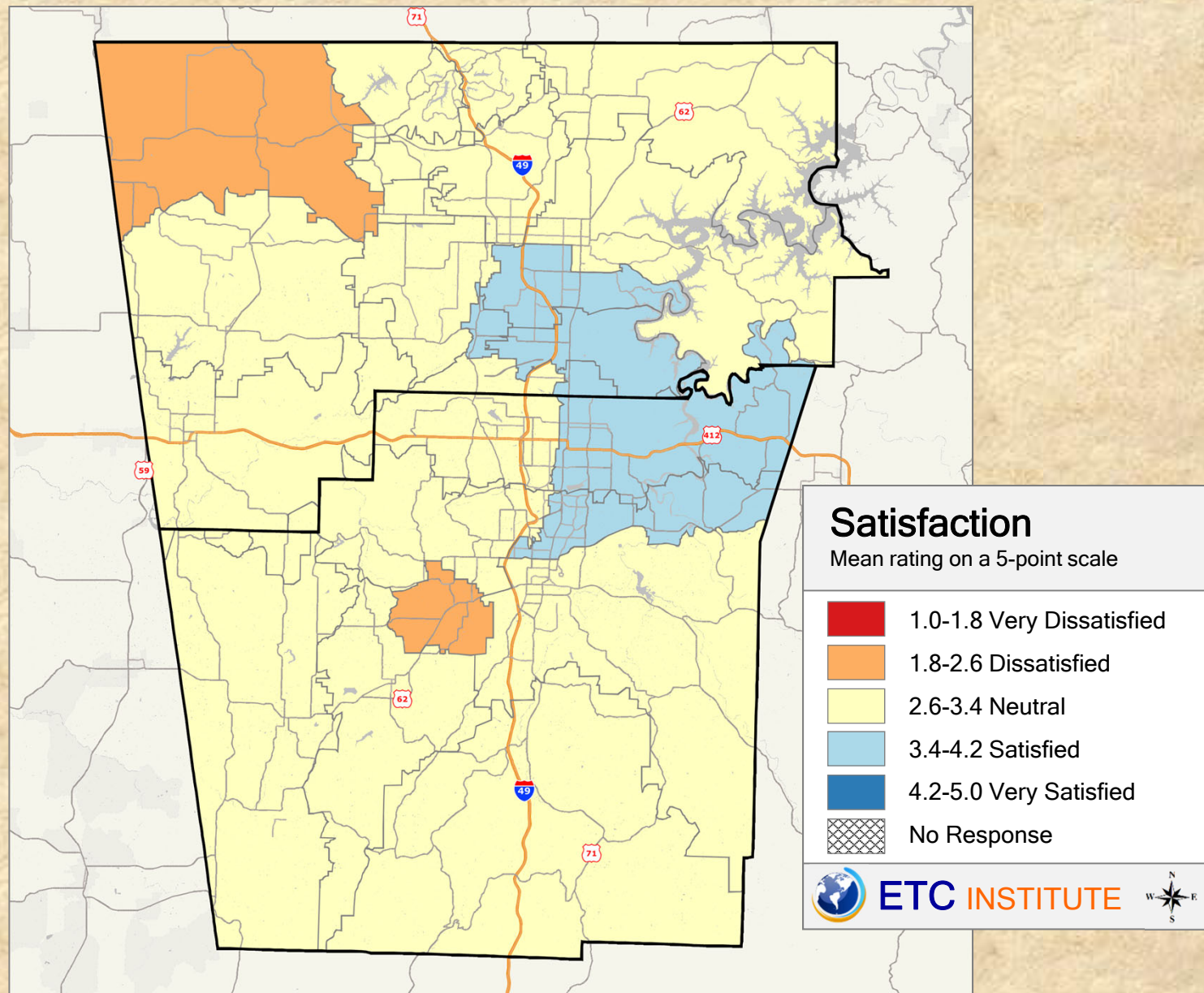
Q2.7 Satisfaction with Ease of travel from your home to work



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

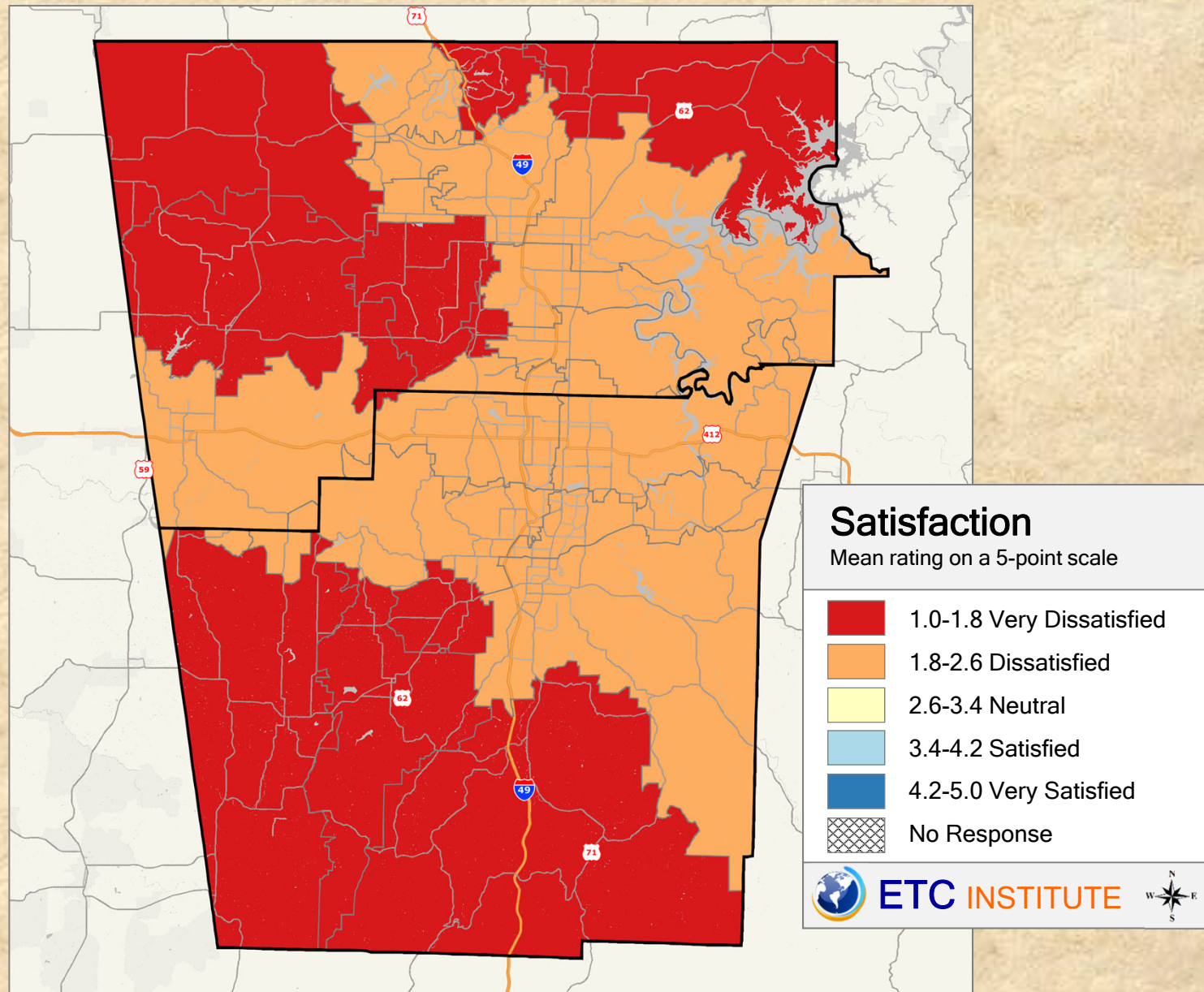
Q2.8 Satisfaction with Ease of travel from your home to shopping areas in NWA



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

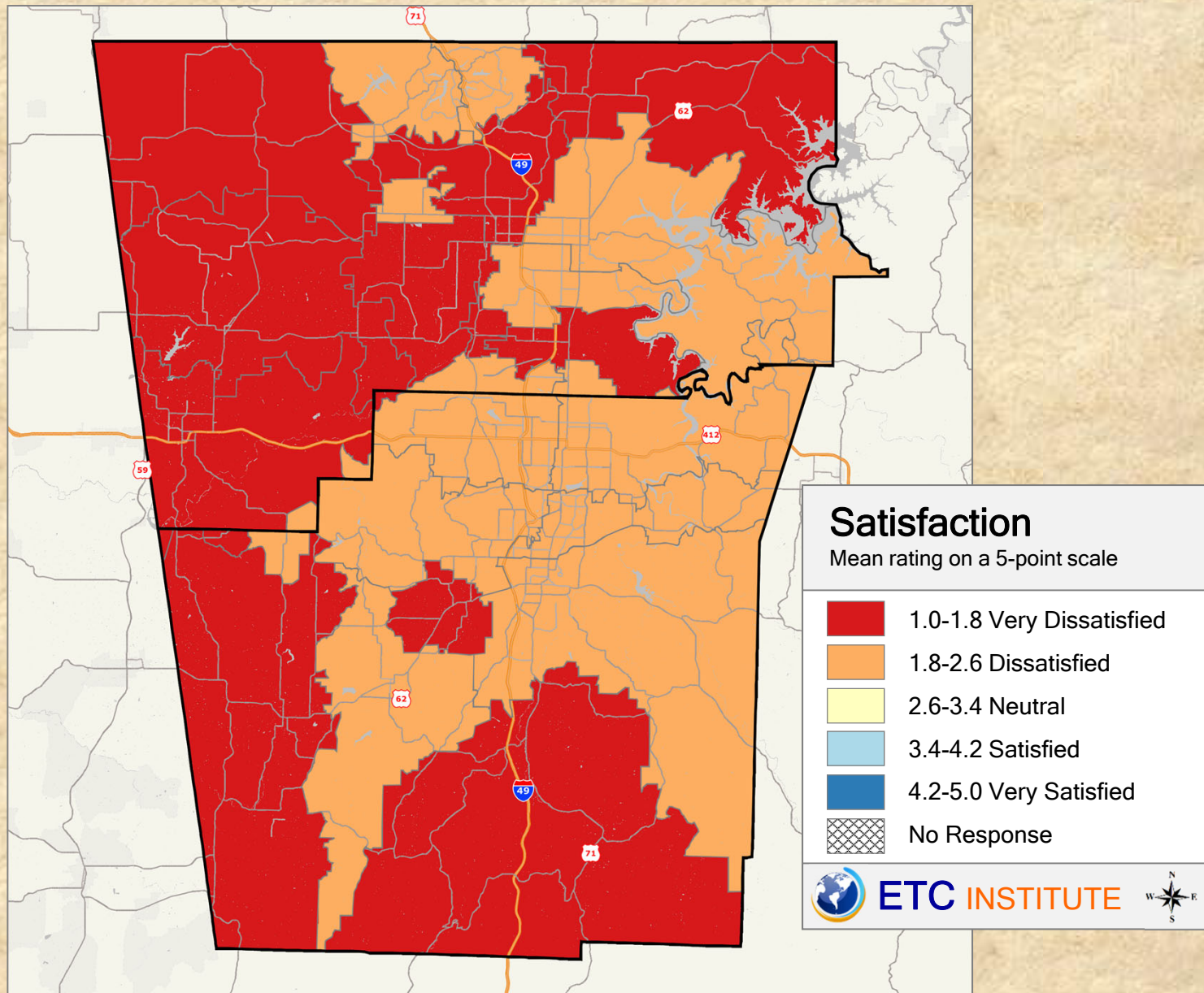
Q2.9 Satisfaction with Ease of travel by public transportation



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

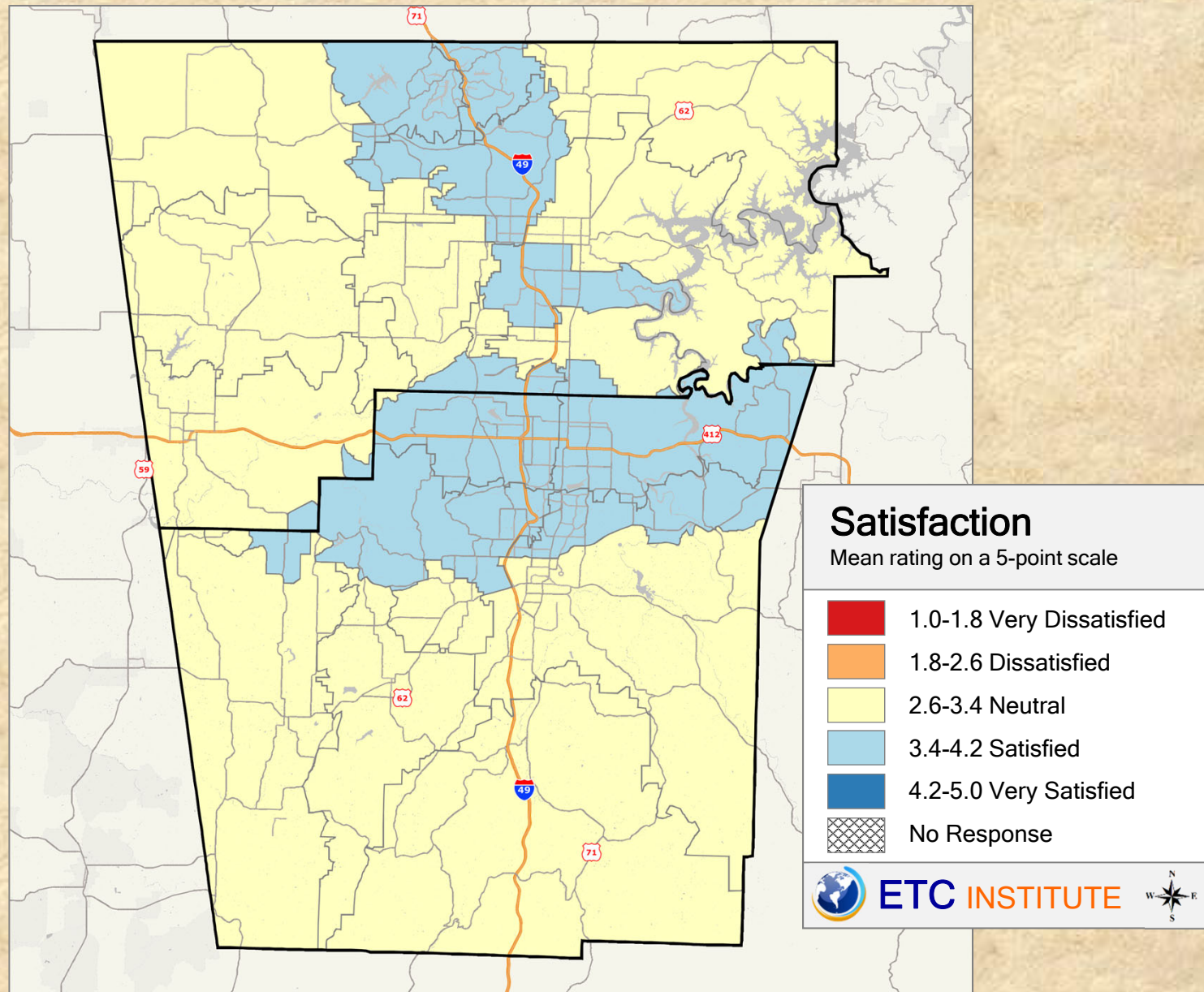
Q2.10 Satisfaction with Availability of public transit in NWA



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

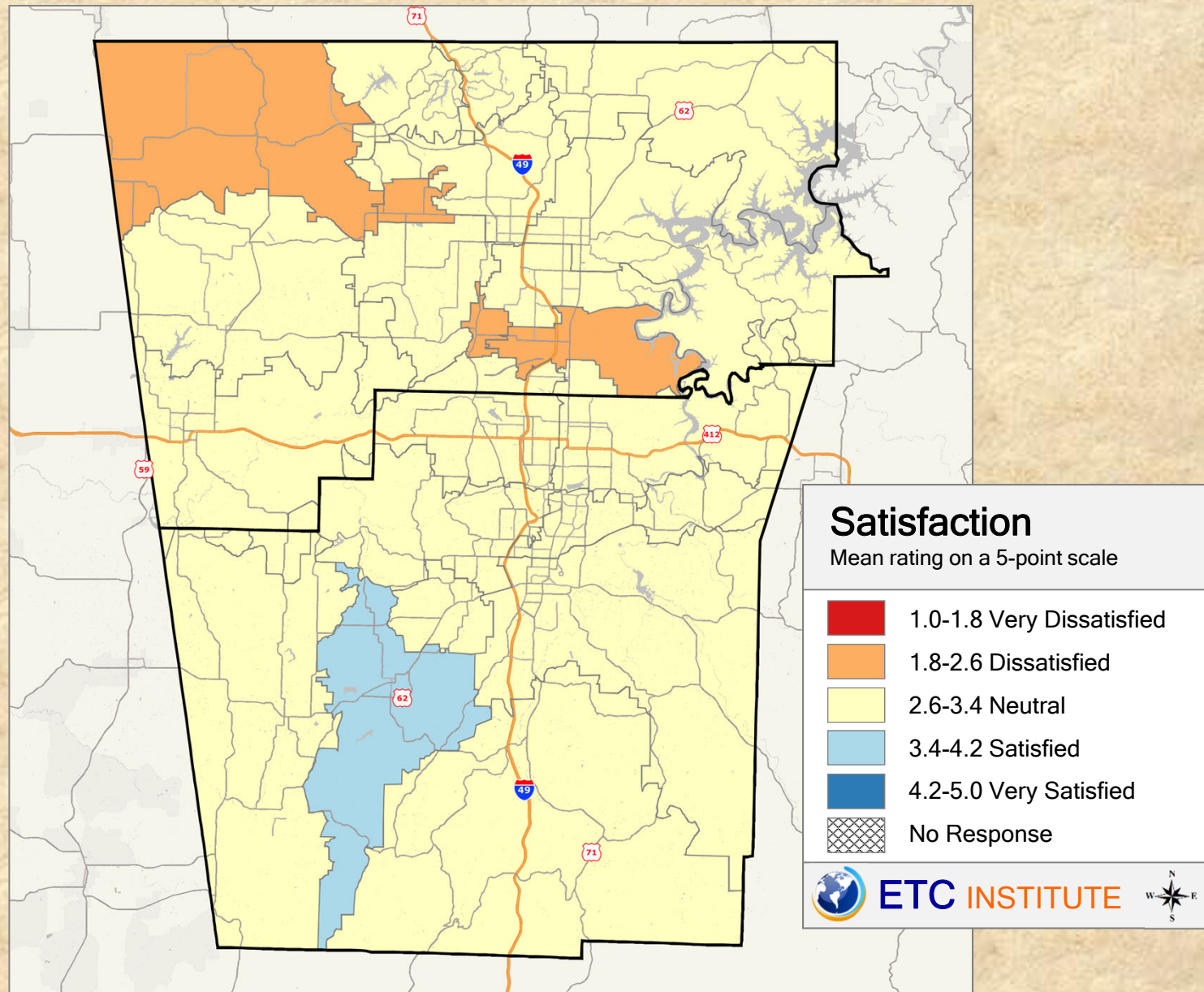
Q2.11 Satisfaction with Ease of travel by bicycle



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

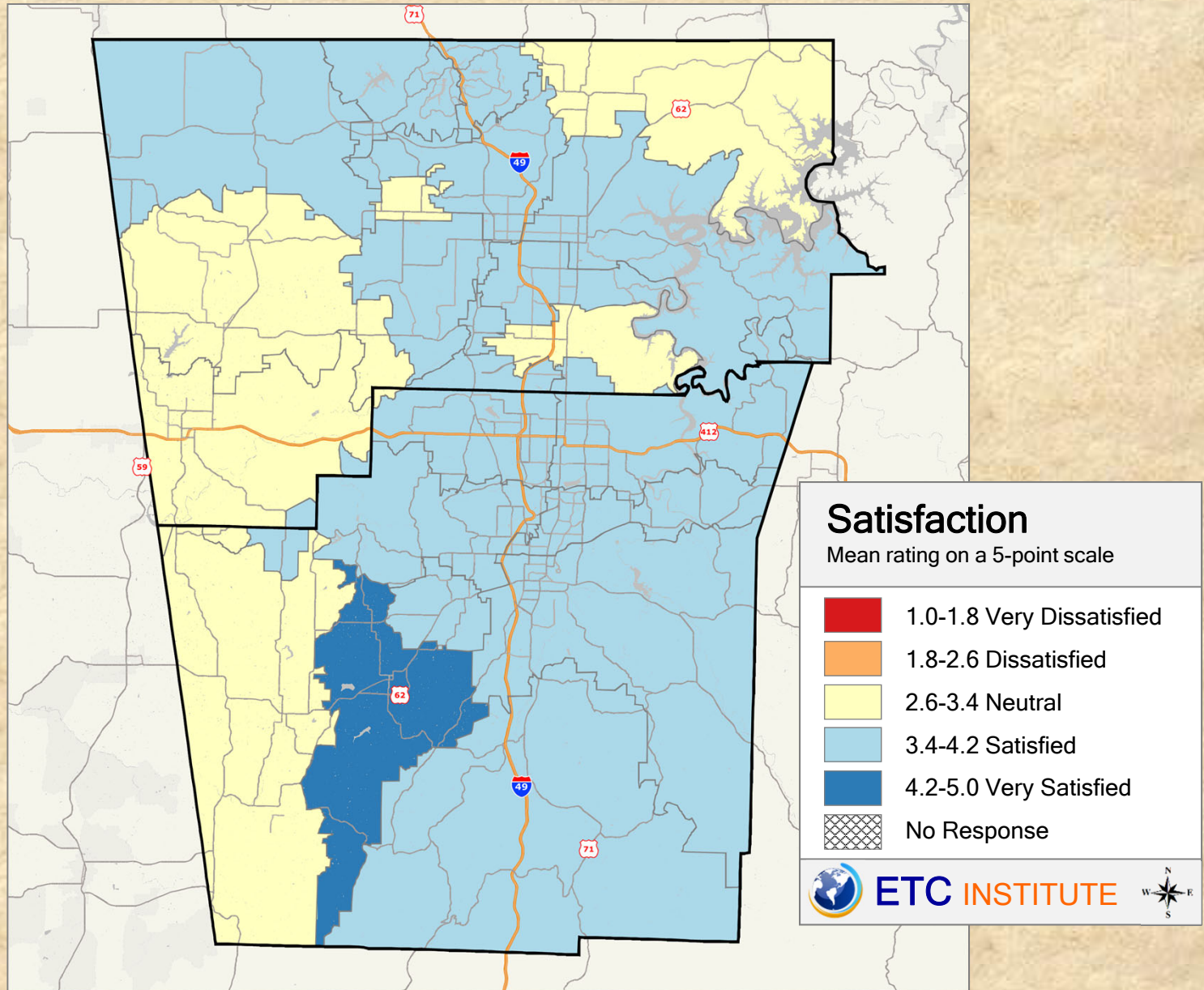
Q2.12 Satisfaction with Availability of "on street" bicycle lanes



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

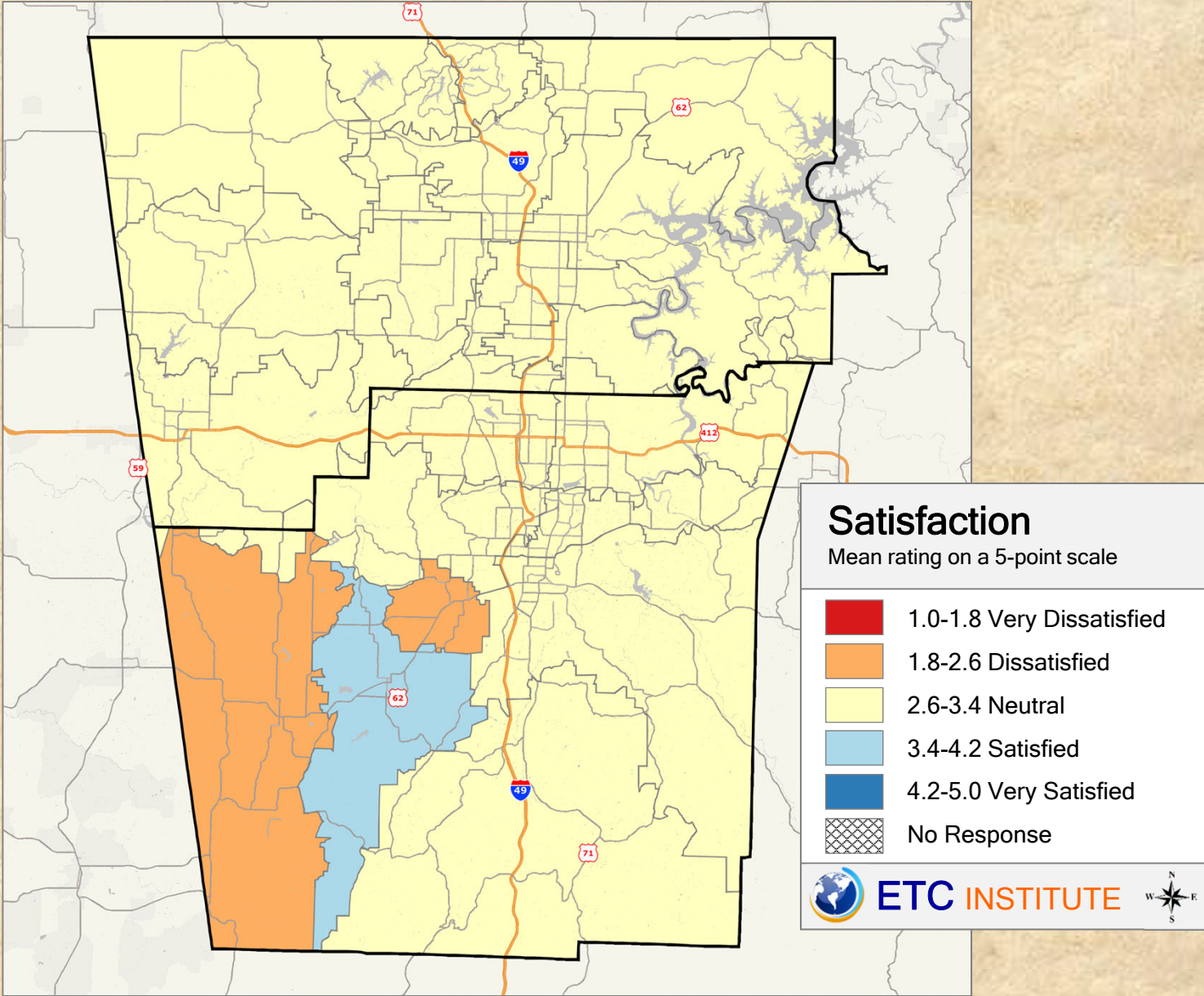
Q2.13 Satisfaction with Availability of "off street" shared use paths/trails



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

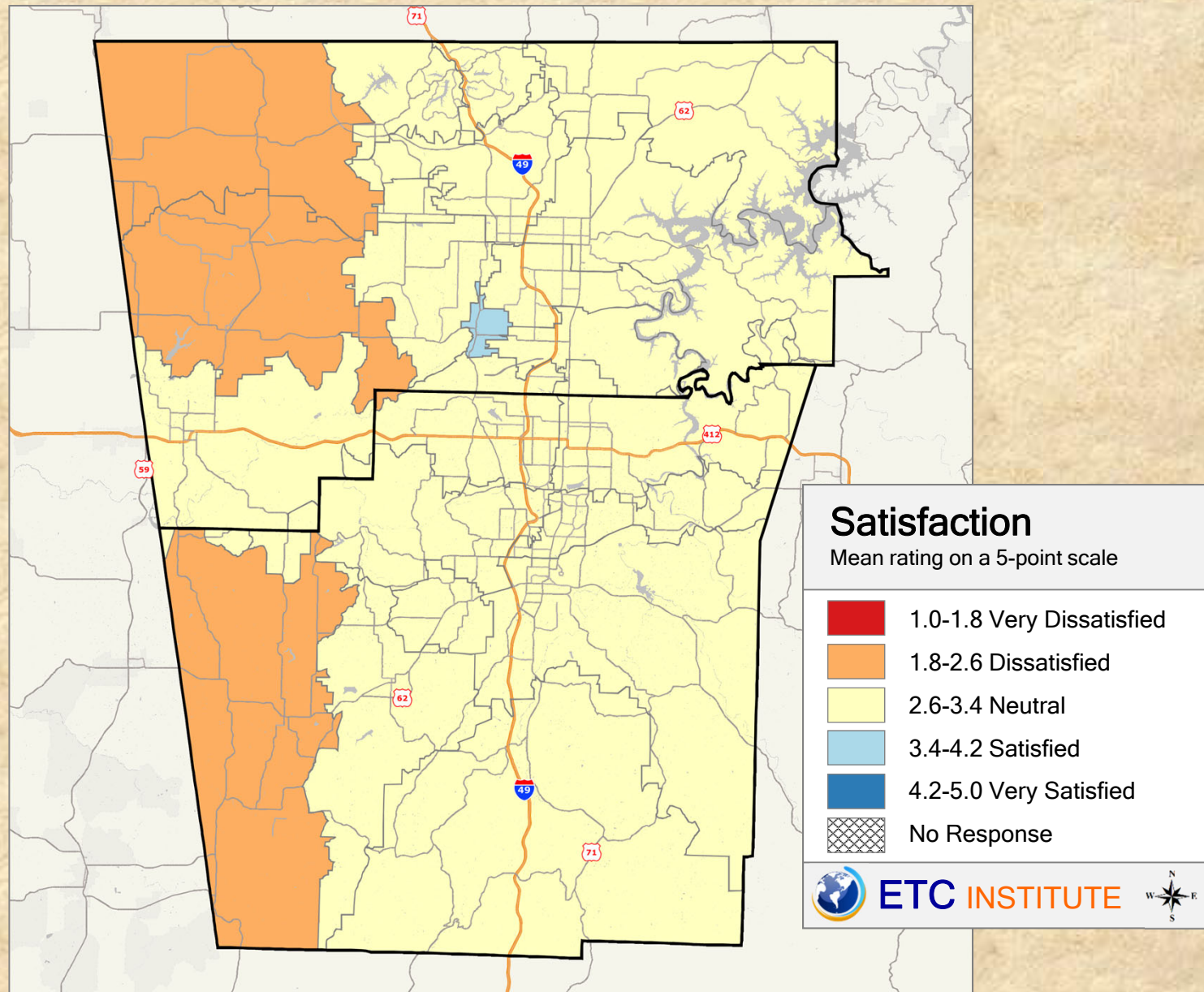
Q2.14 Satisfaction with Ease of travel by walking



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

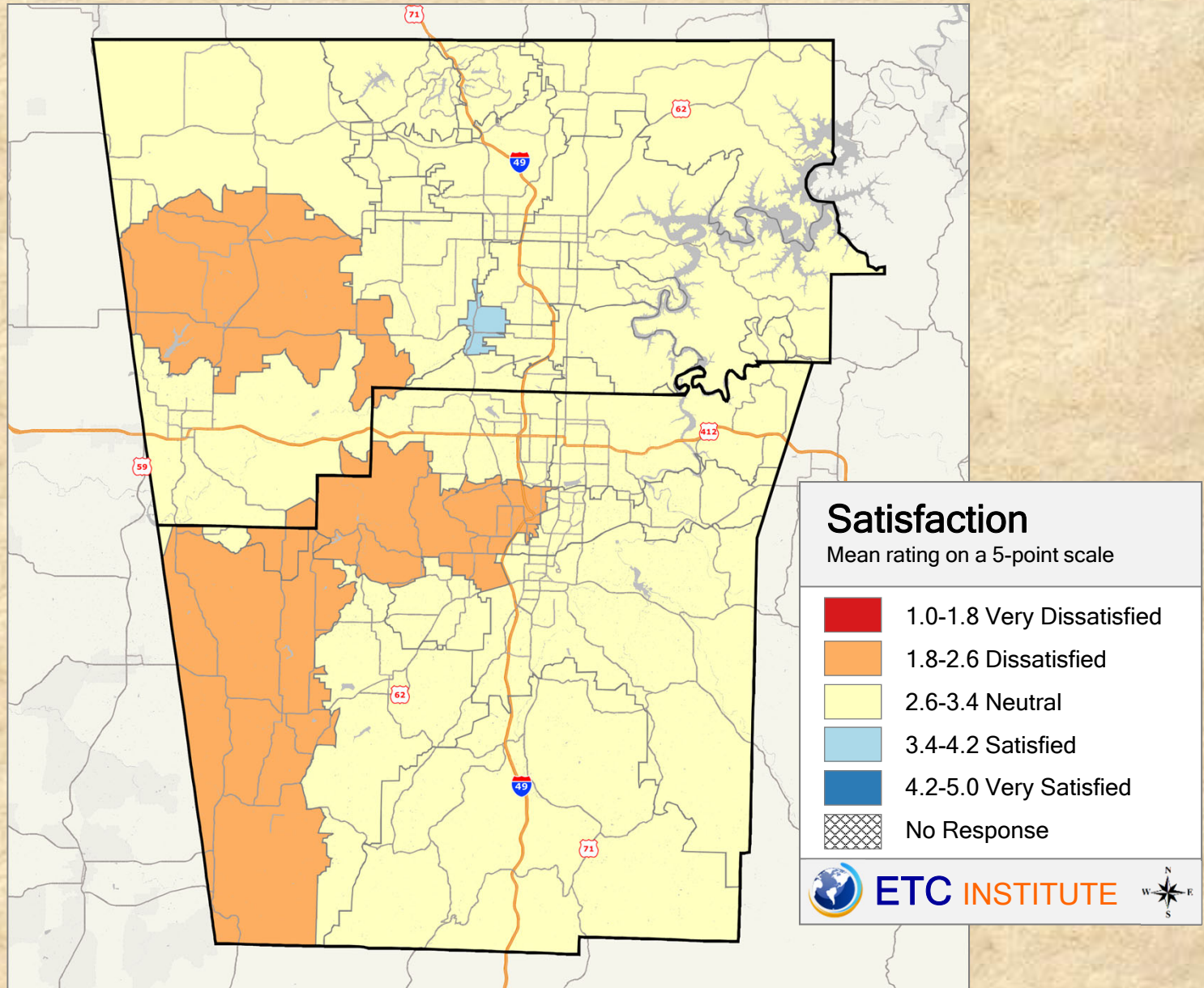
Q2.15 Satisfaction with Availability of pedestrian walkways



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

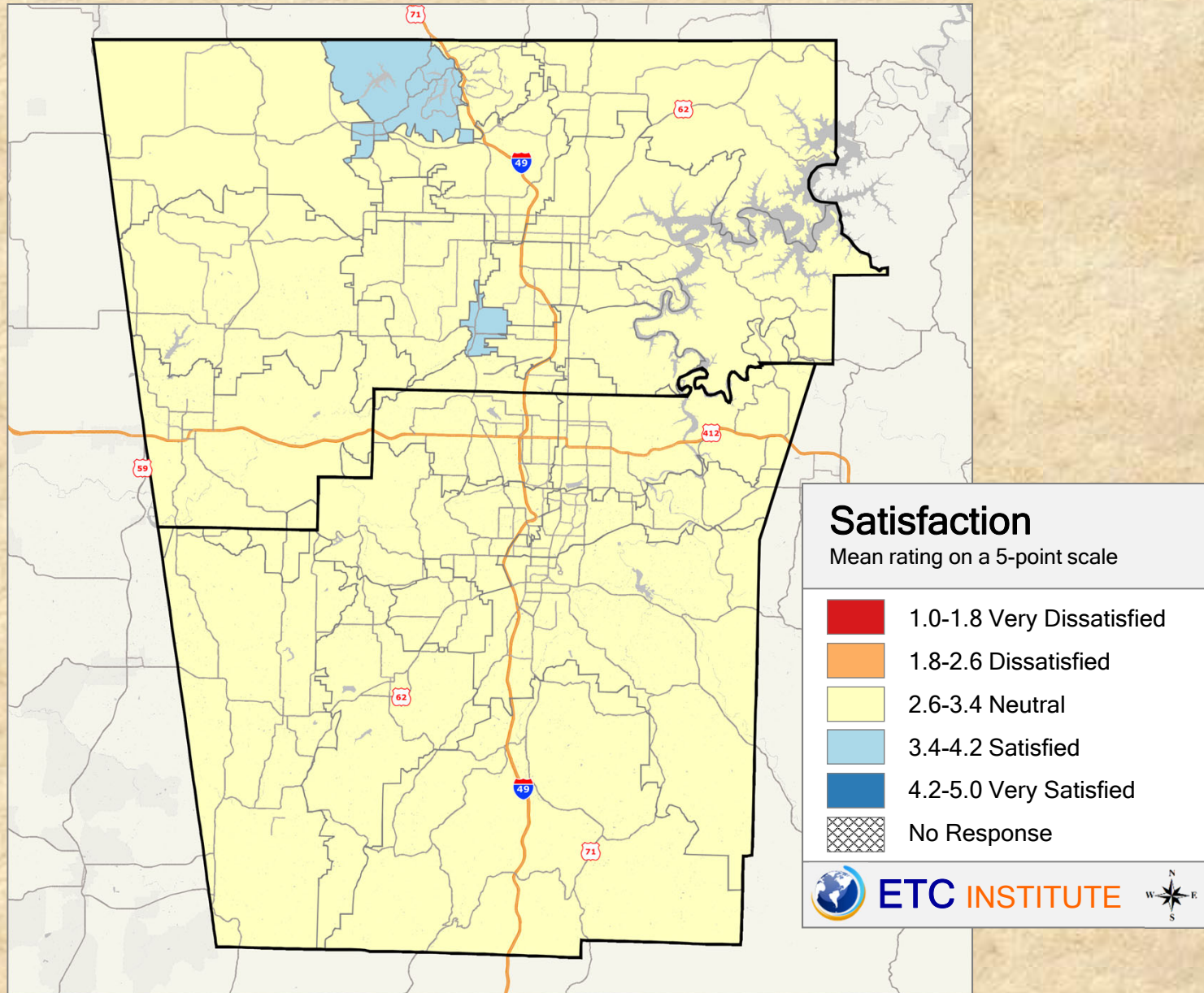
Q2.16 Satisfaction with Availability of parking



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

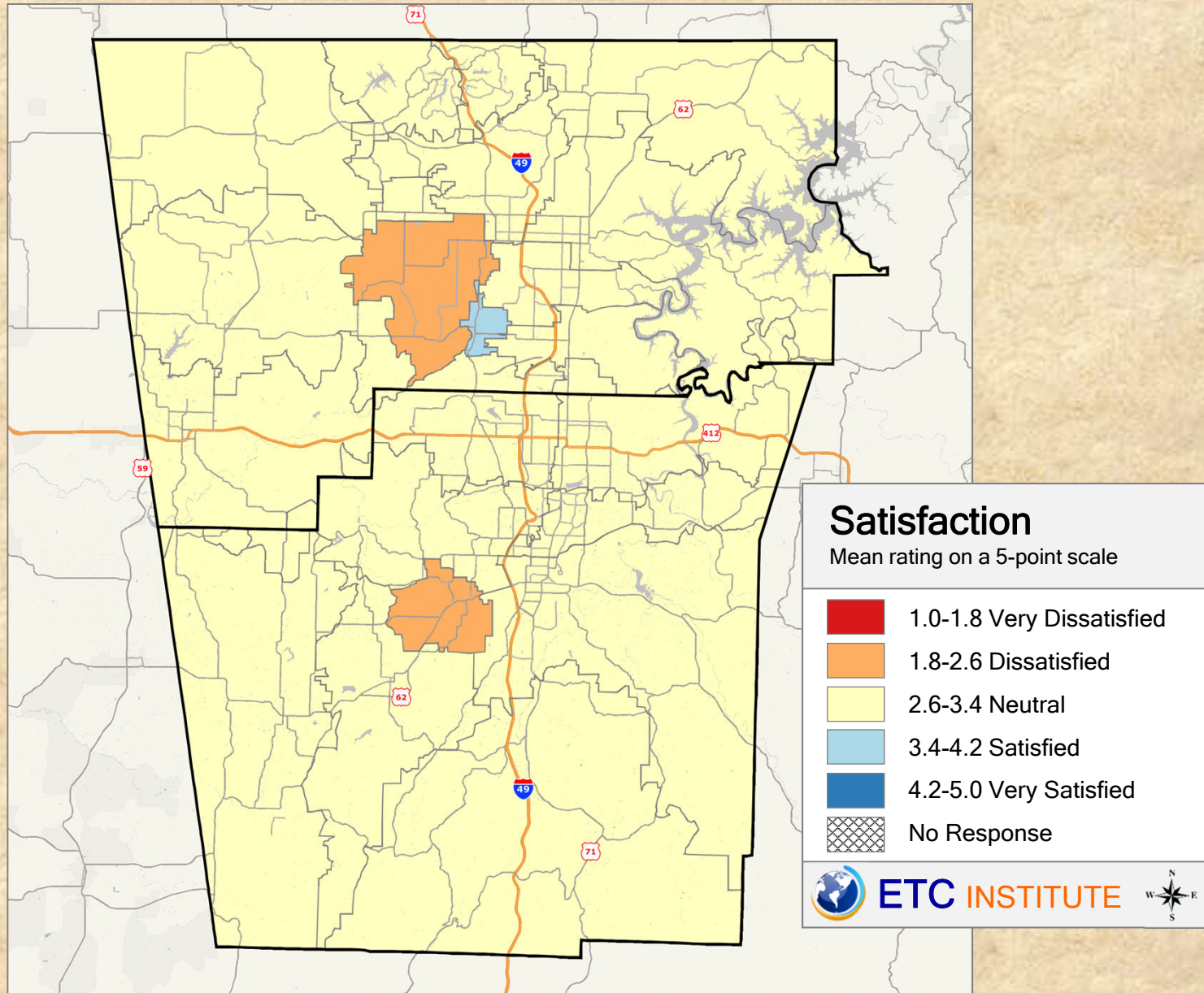
Q2.17 Satisfaction with Neighborhood traffic safety



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

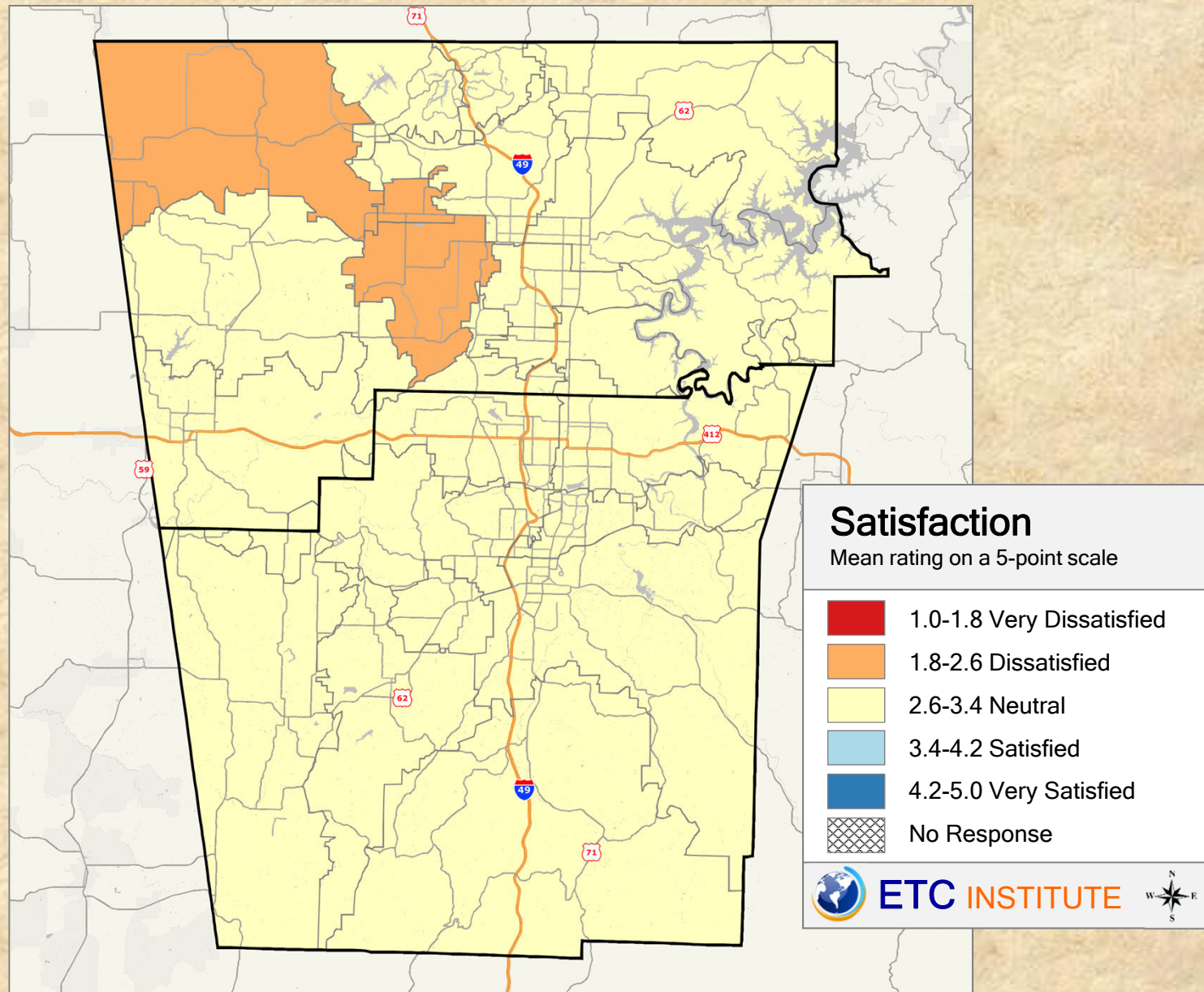
Q2.18 Satisfaction with Traffic safety on major streets



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

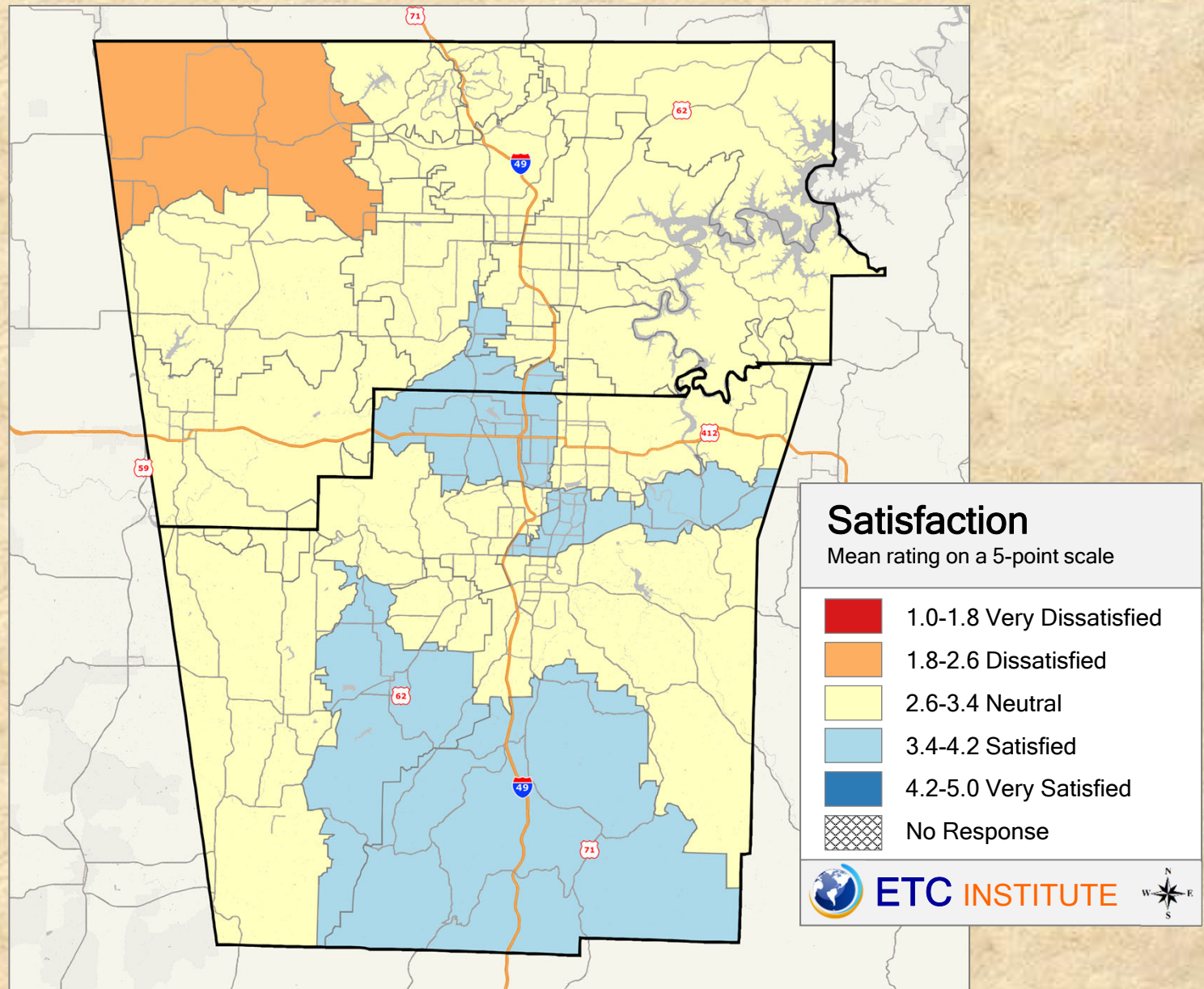
Q2.19 Satisfaction with Ease of travel by car on major city streets



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

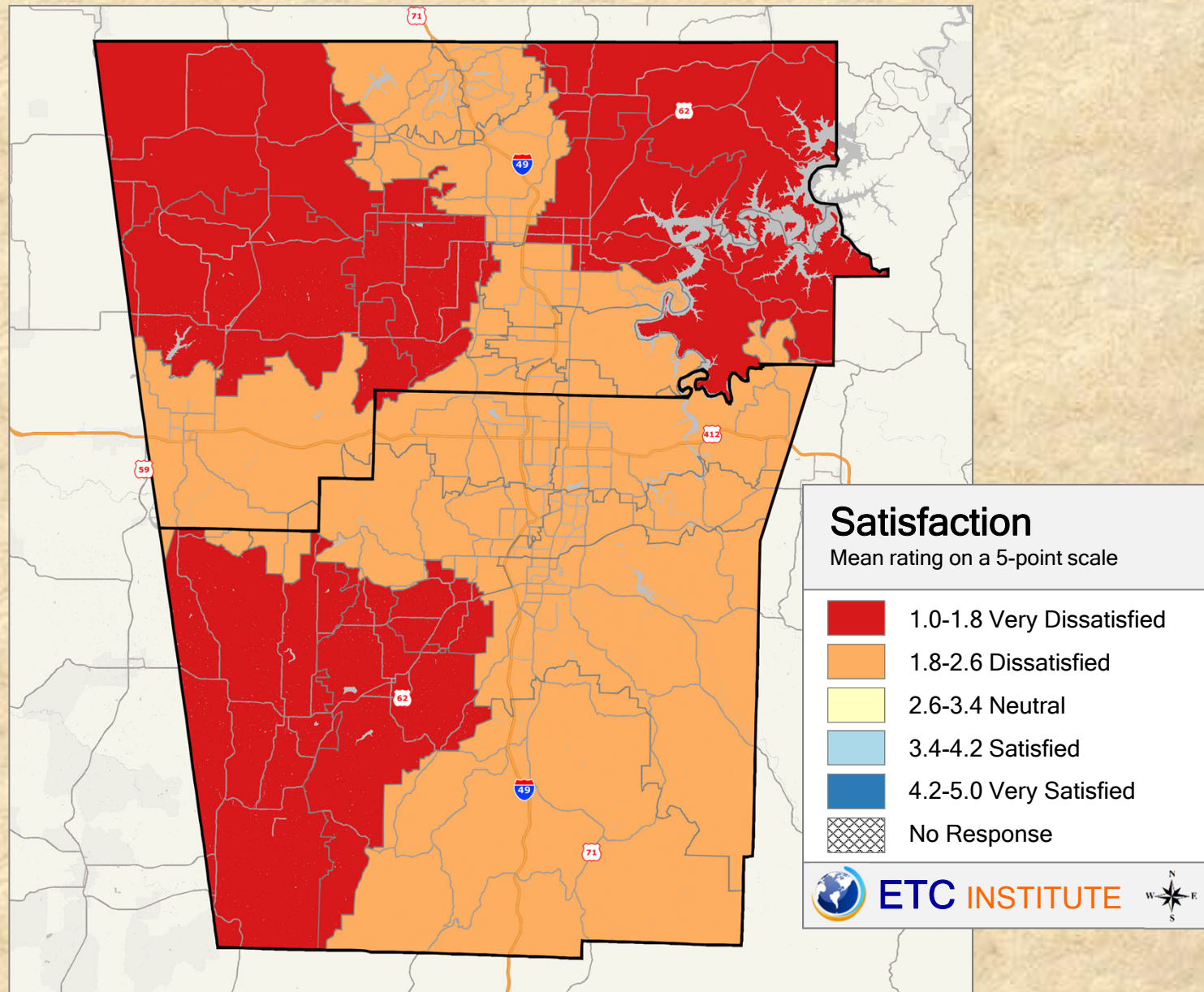
Q2.20 Satisfaction with Ease of travel by car on highways/interstates



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

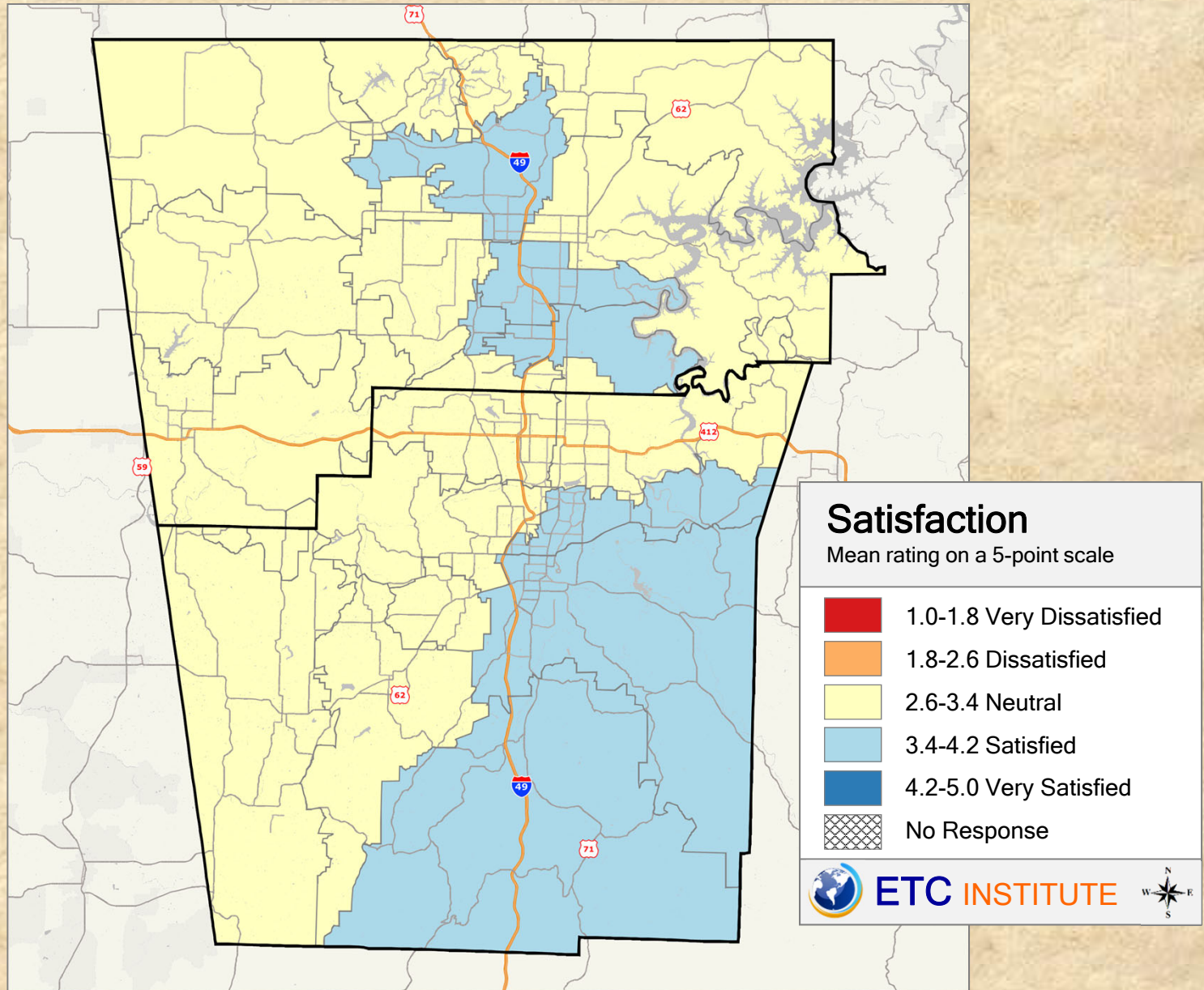
Q2.21 Satisfaction with Flow of traffic on streets during peak times of day



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

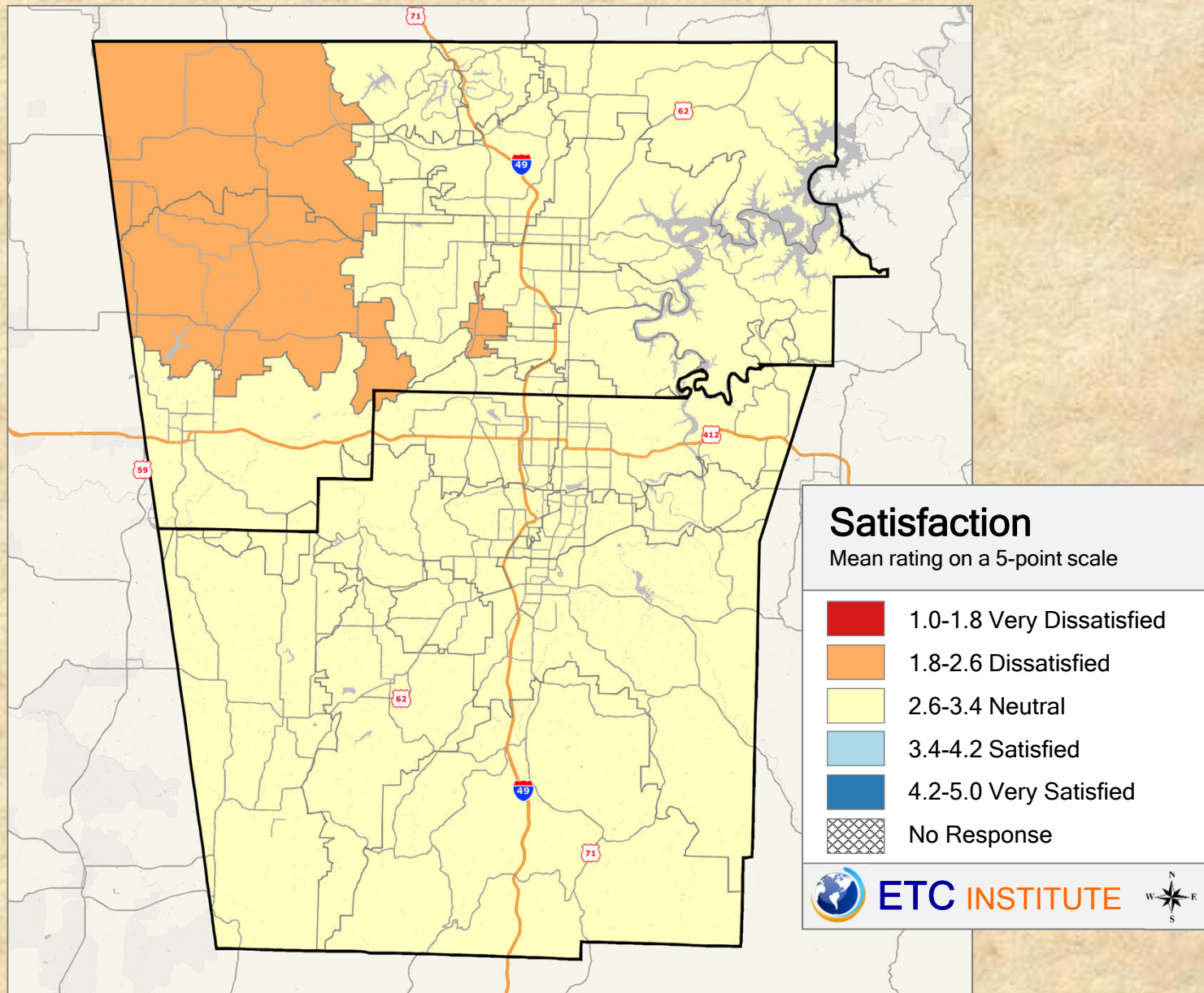
Q2.22 Satisfaction with Flow of traffic on streets at non-peak times



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

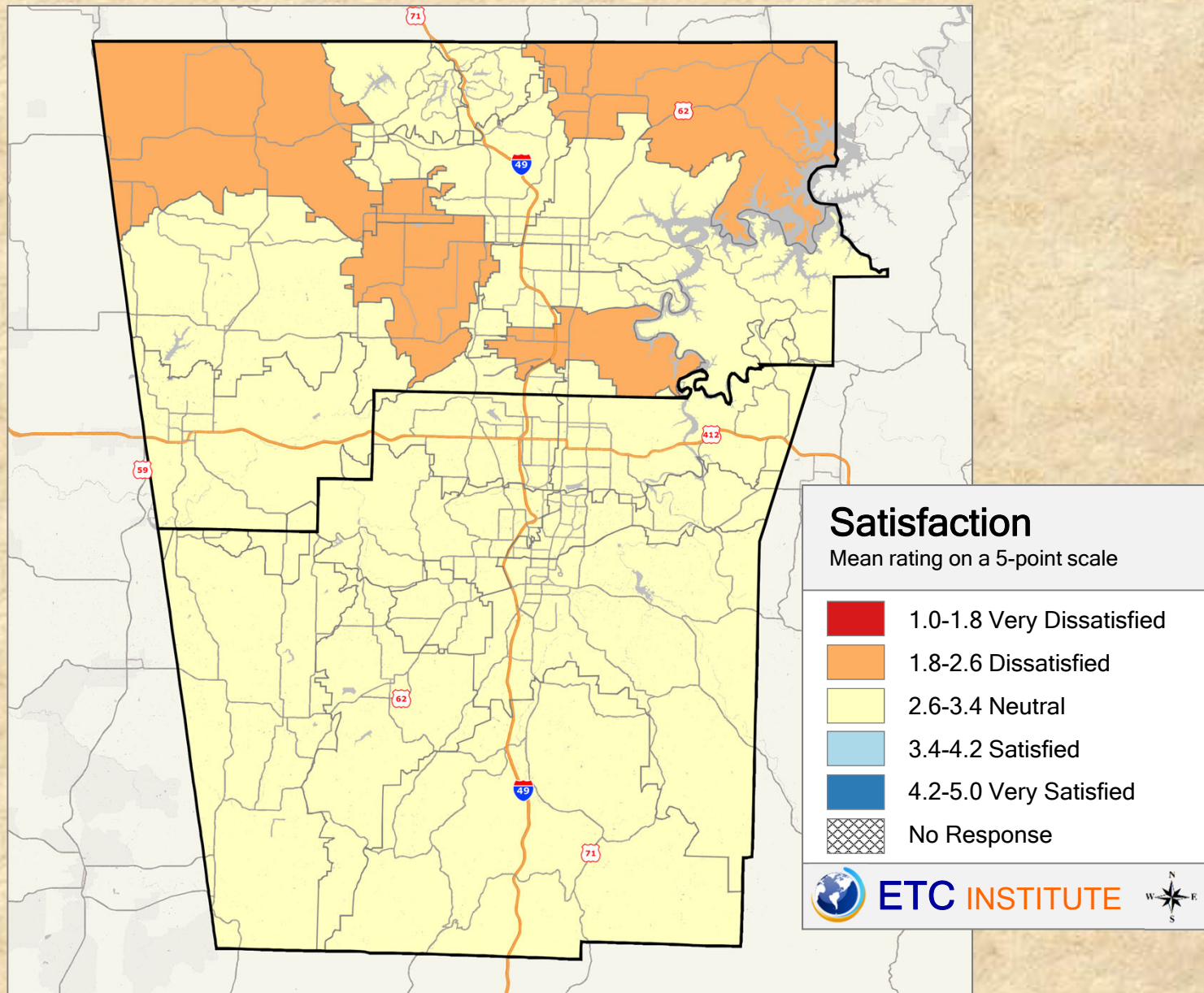
Q2.23 Satisfaction with Condition of roadways



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

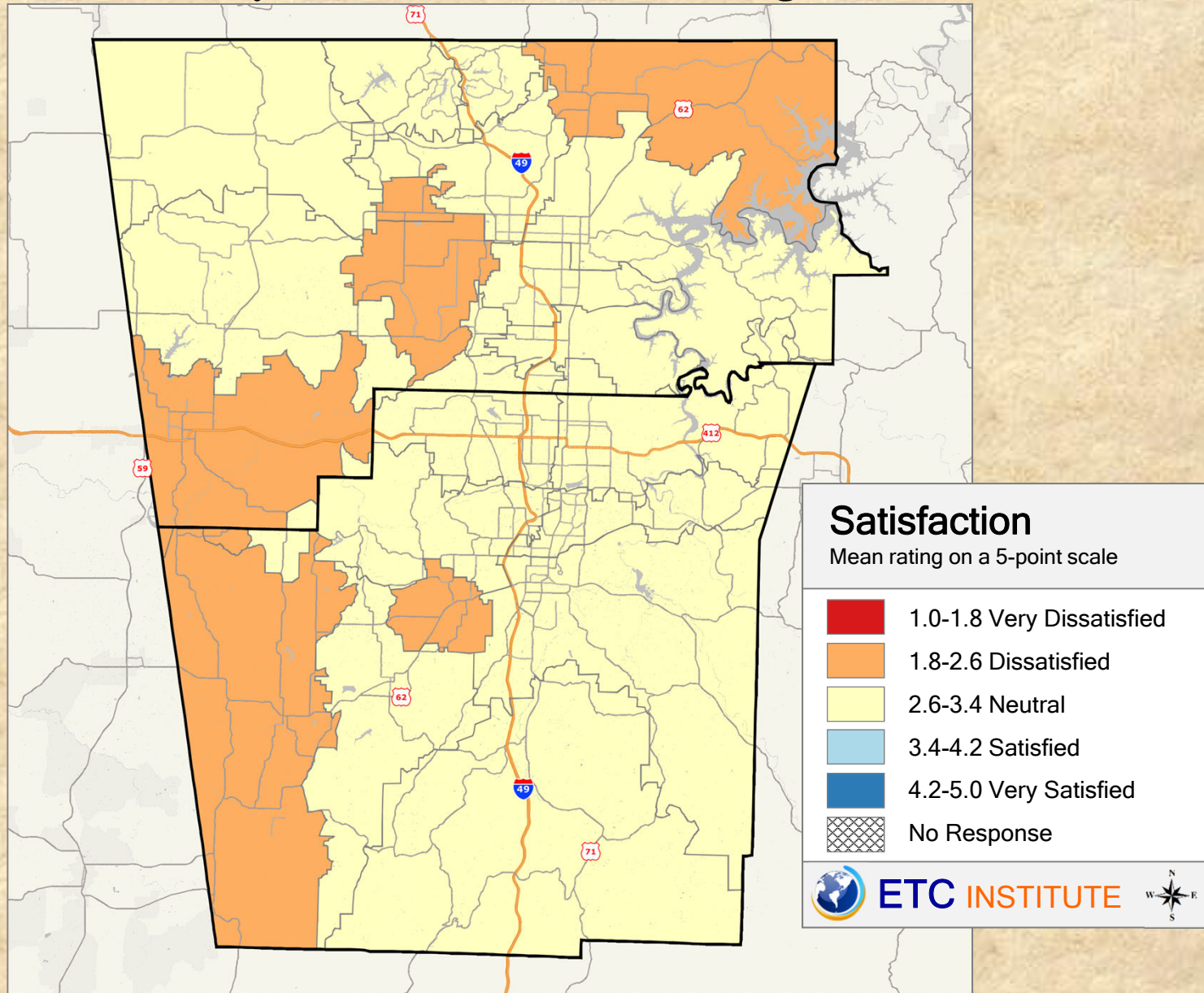
Q2.24 Satisfaction with Traffic signal operations



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

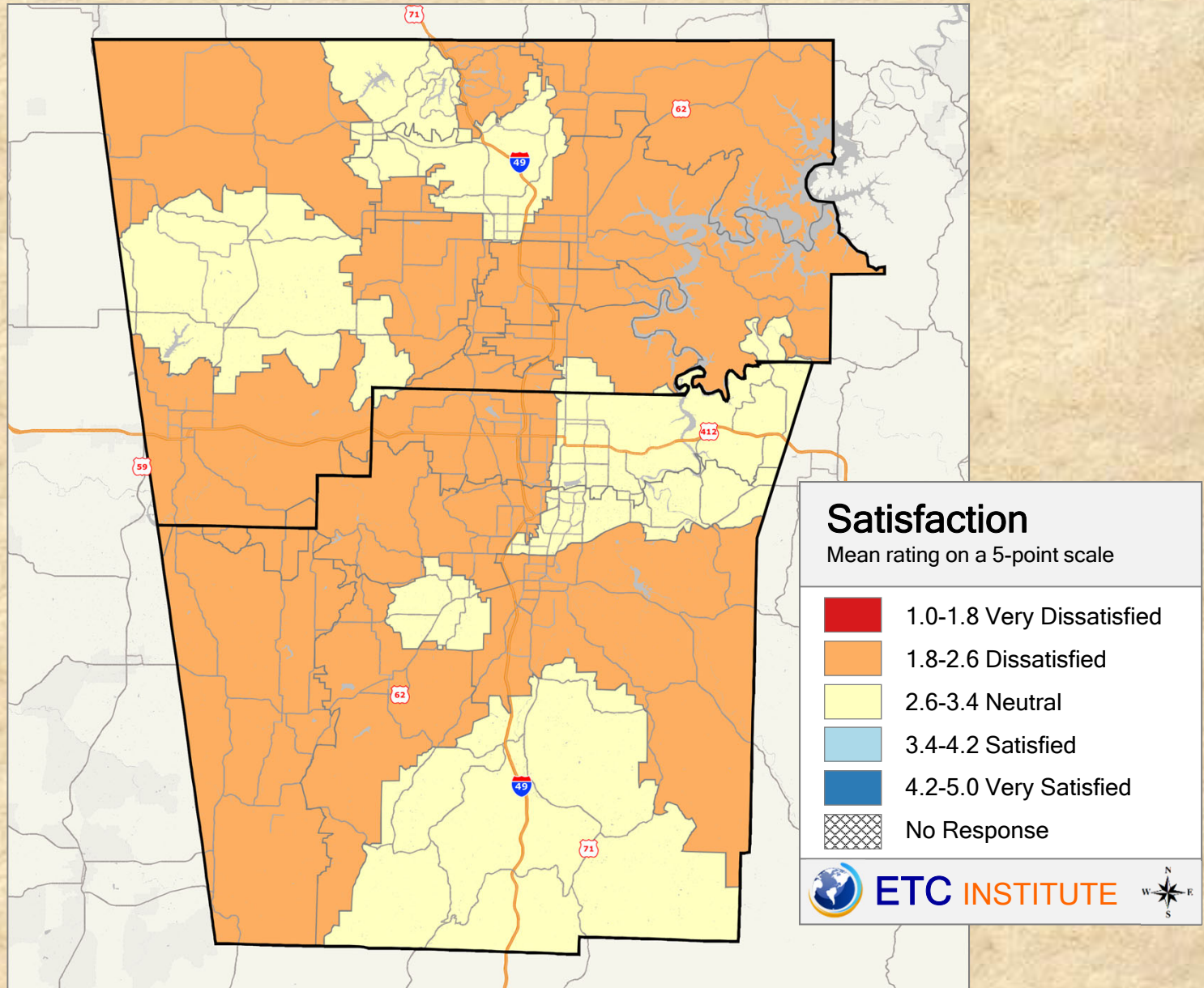
Q2.25 Satisfaction with Neighborhood "cut-through" activity from traffic in the NWA region



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

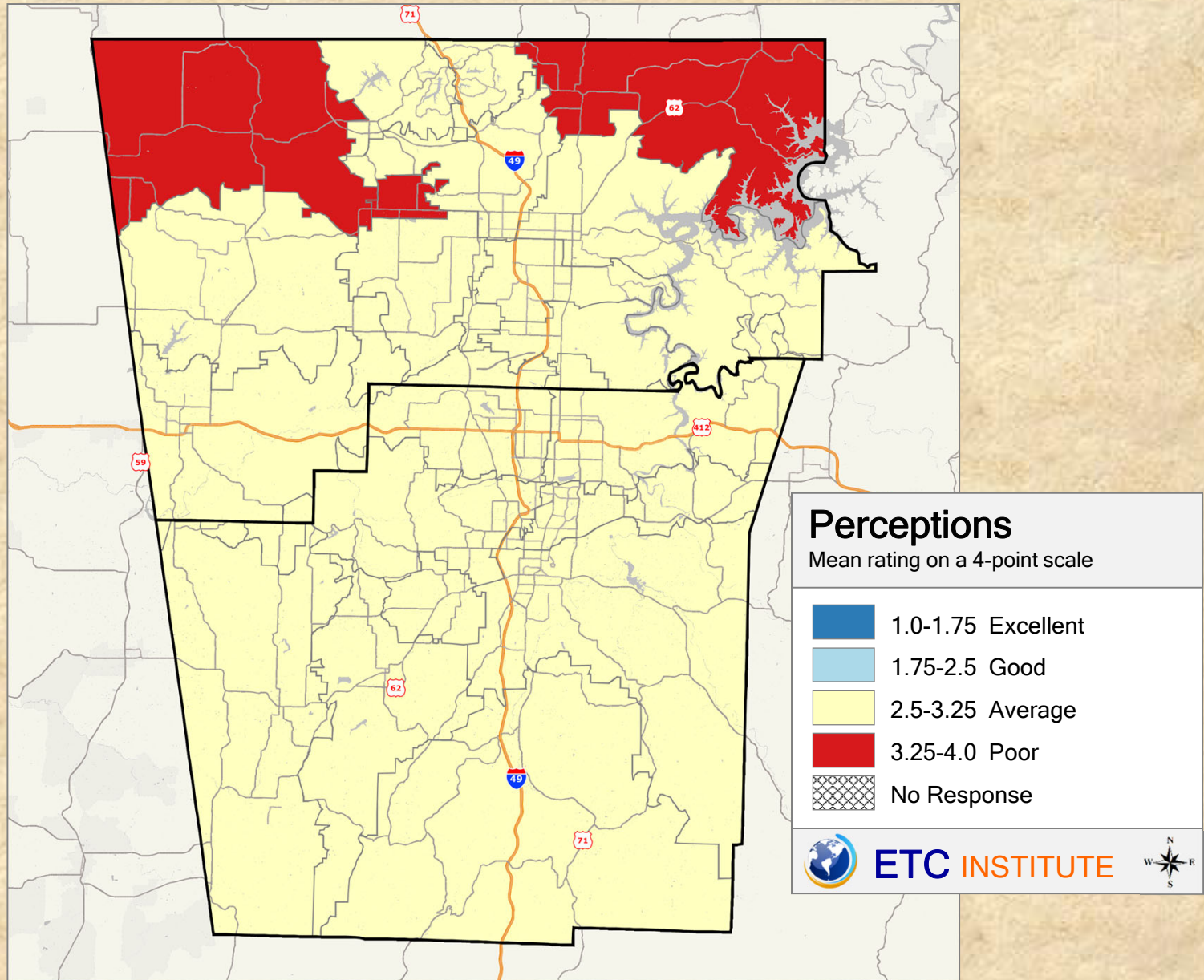
Q2.26 Satisfaction with Speeding traffic on neighborhood streets



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

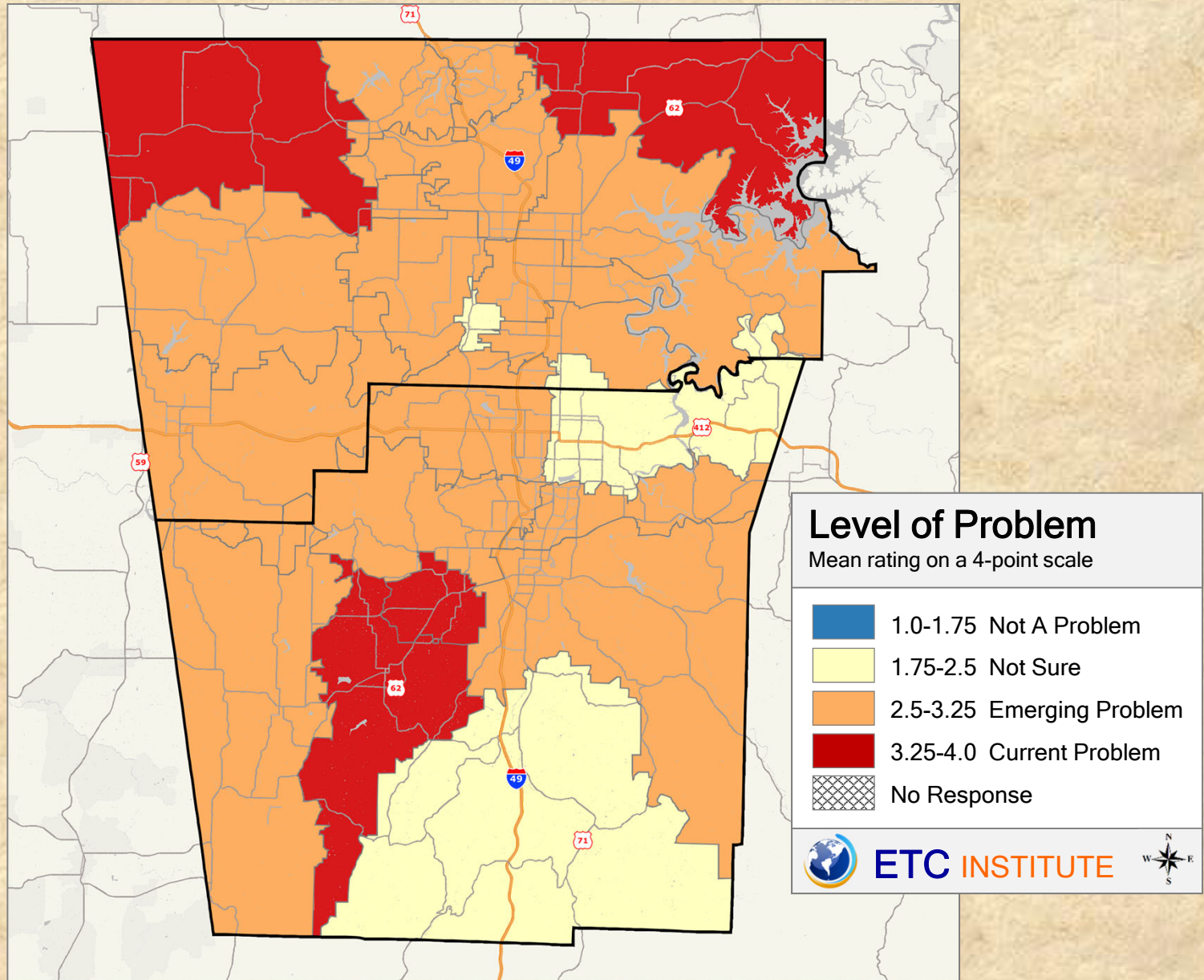
Q4. Overall rating of the transportation system in the NWA region



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

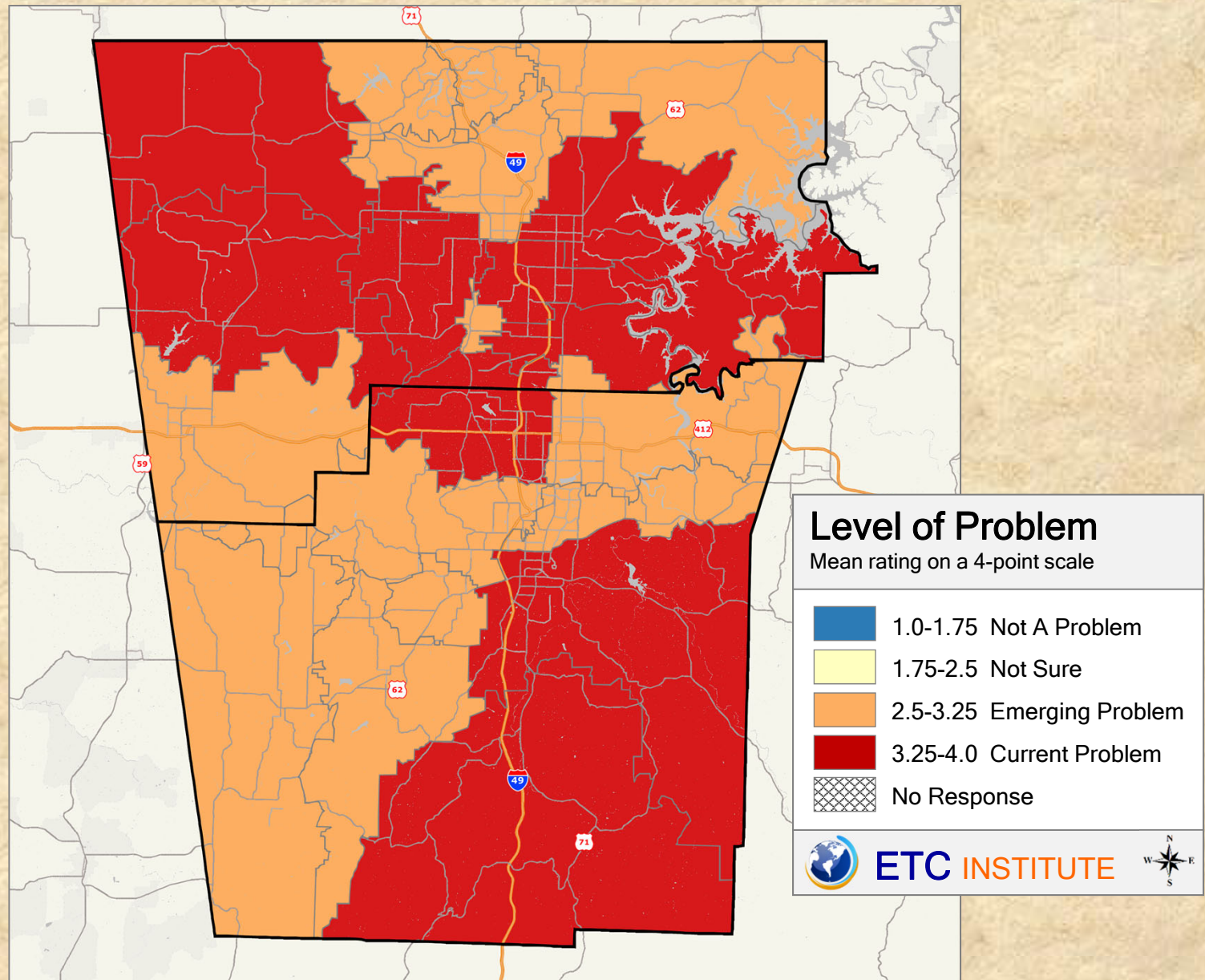
Q7.1 Congestion between your home and Fayetteville



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

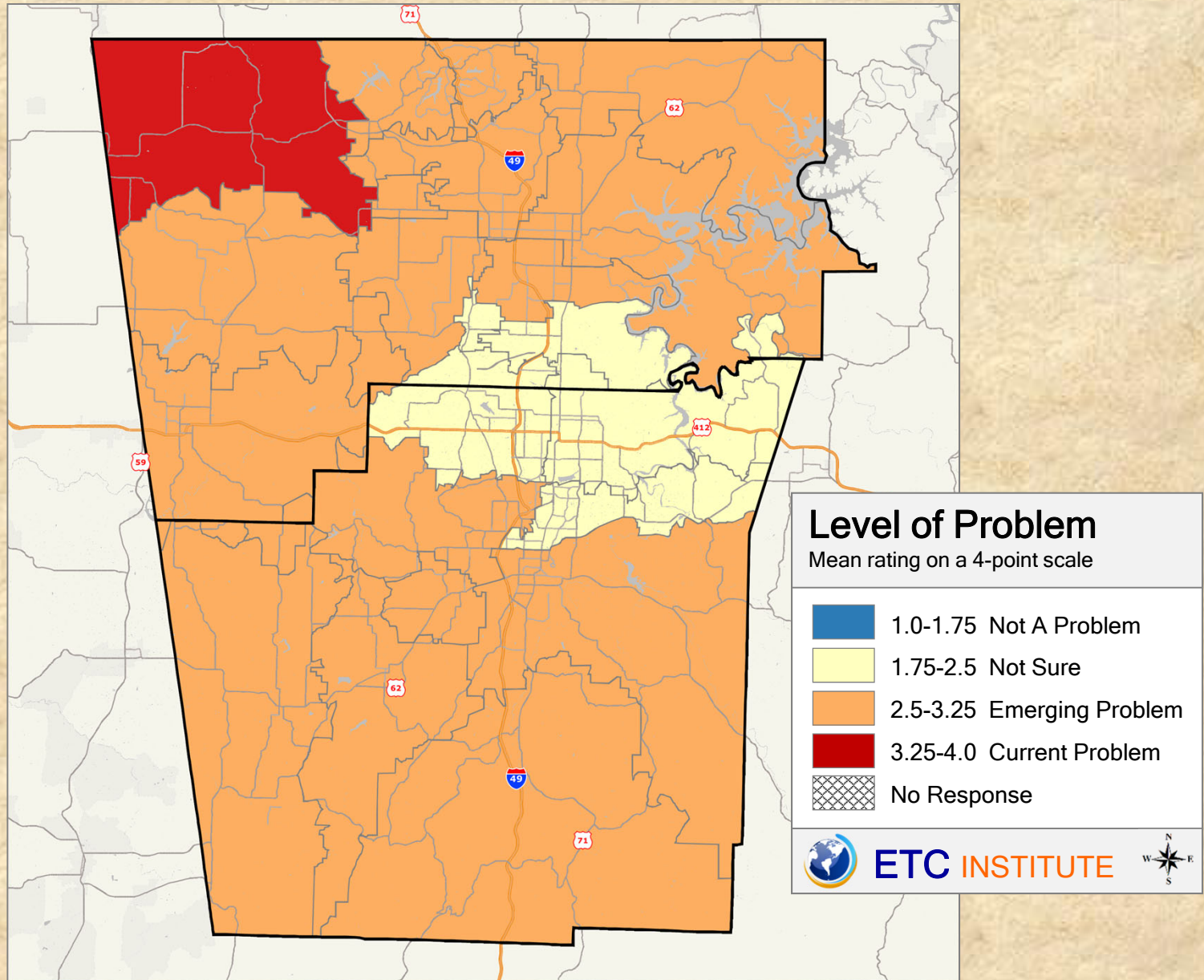
Q7.2 Congestion between your home and Bentonville



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

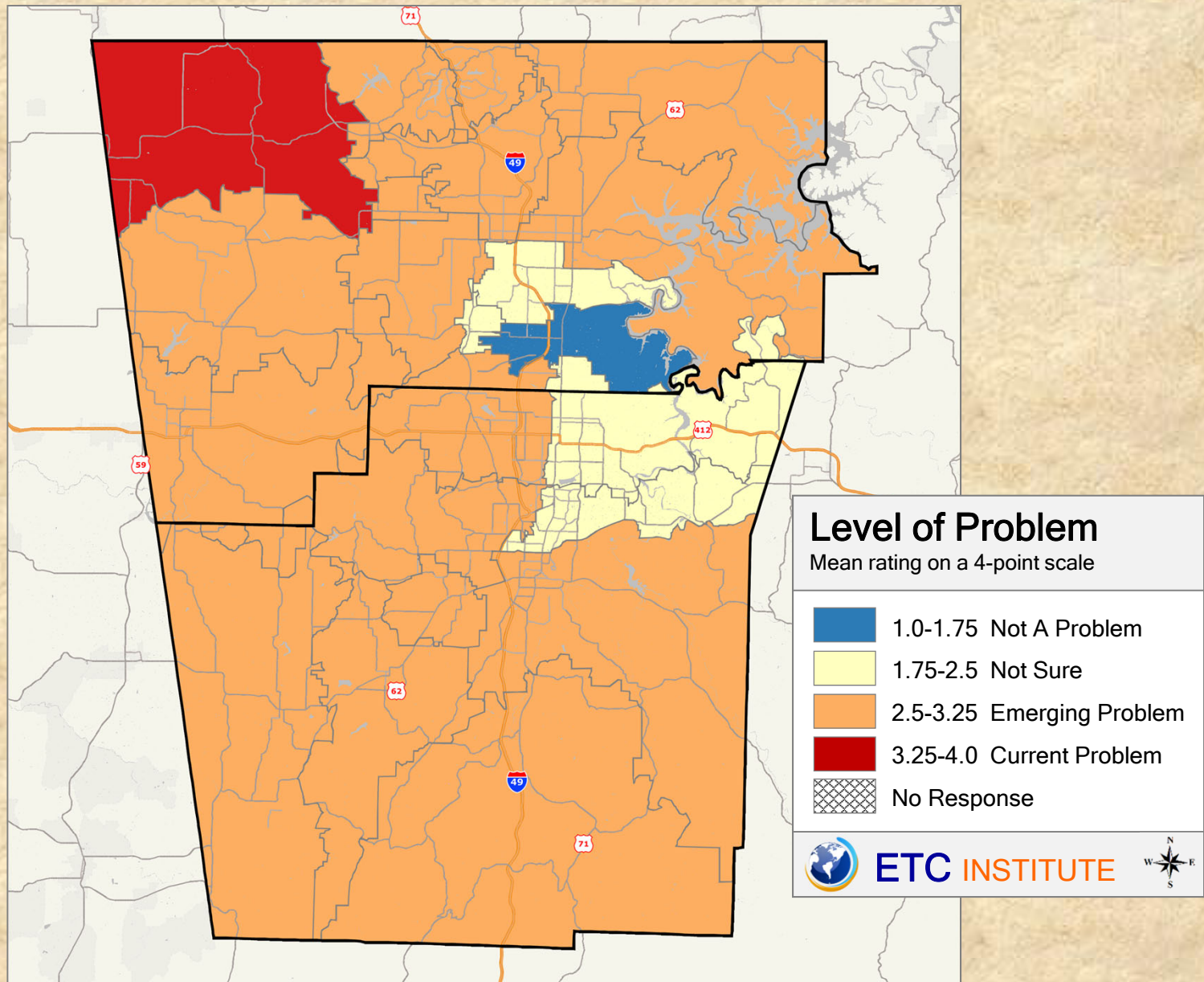
Q7.3 Congestion between your home and Springdale



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

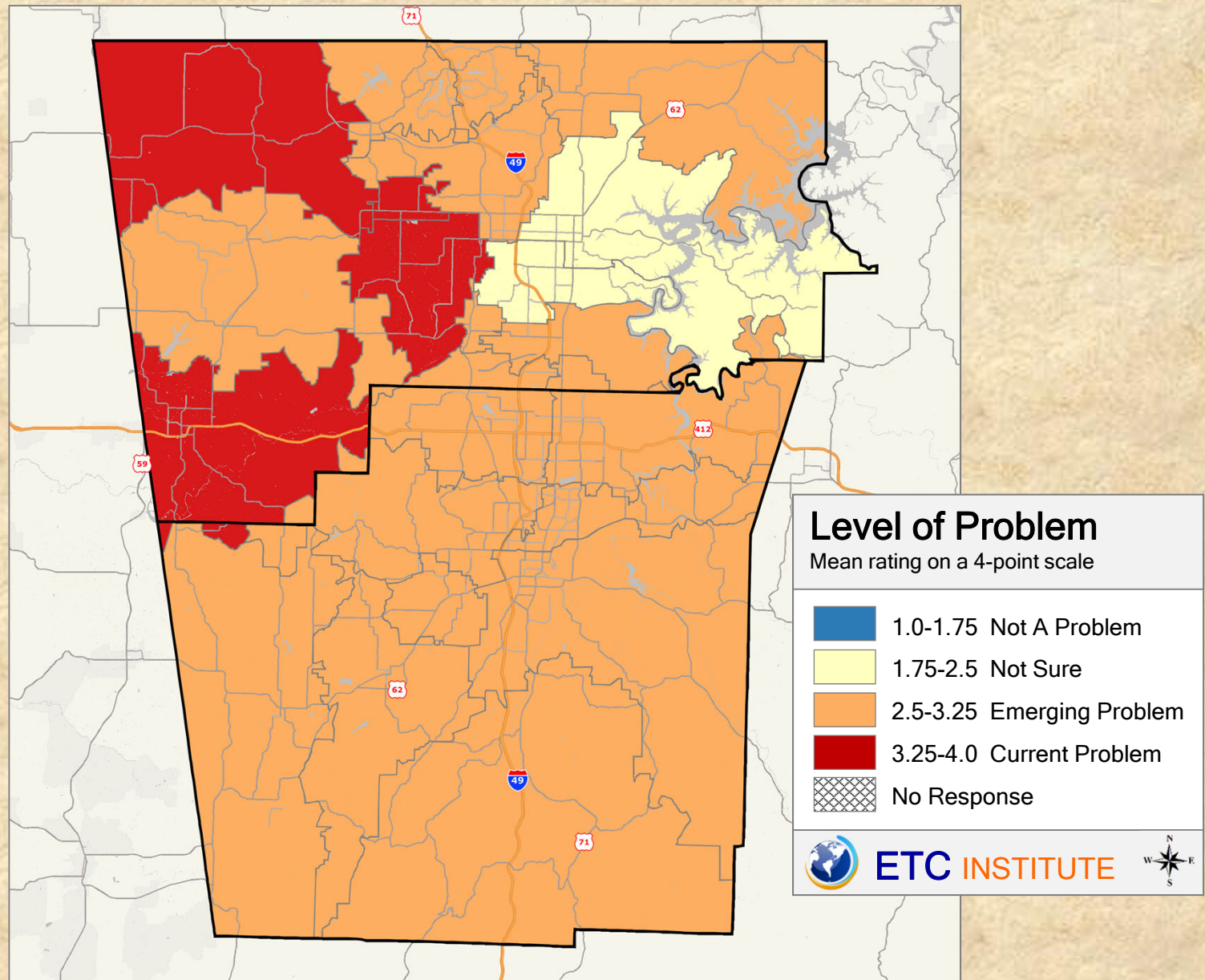
Q7.4 Congestion between your home and Lowell



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

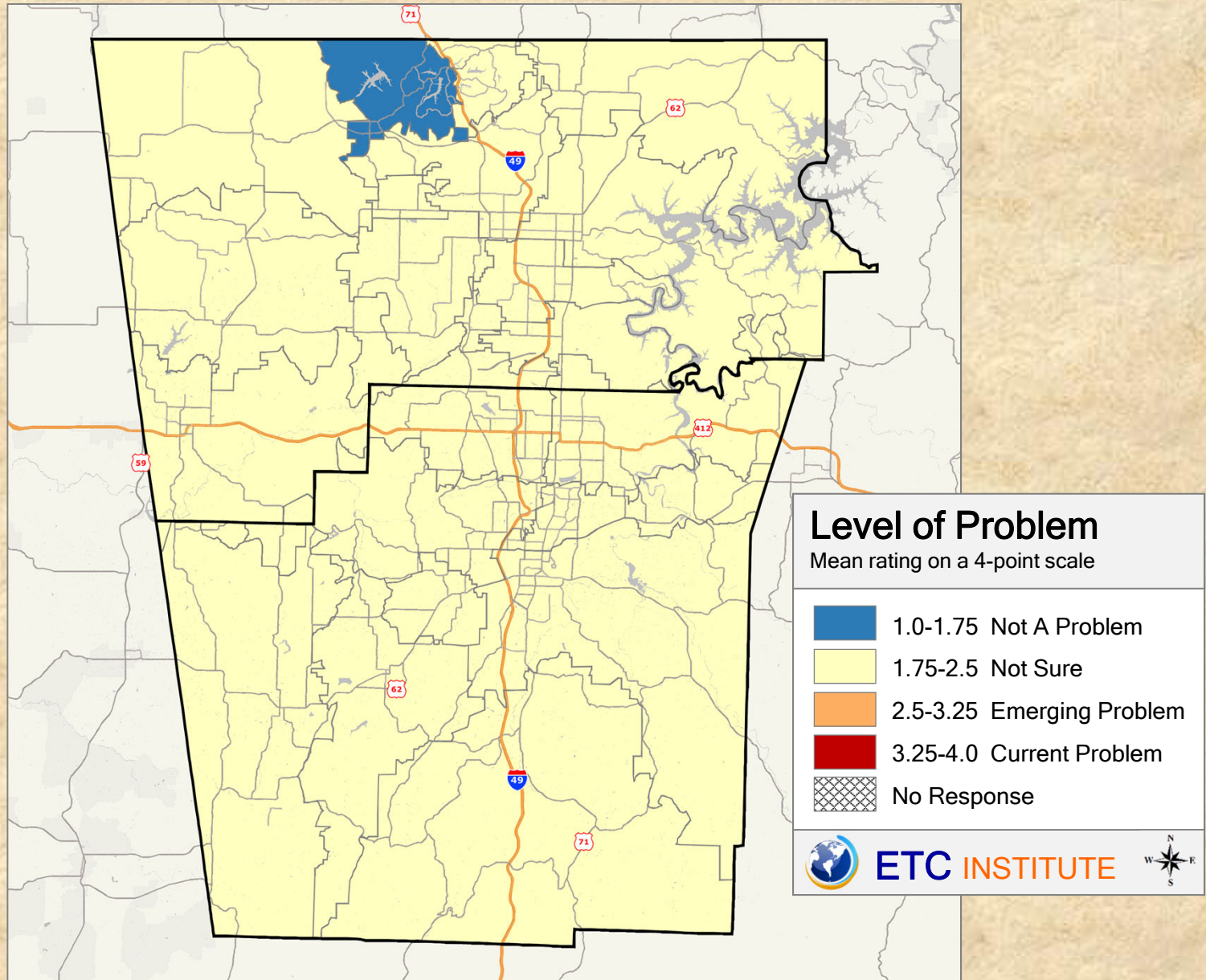
Q7.5 Congestion between your home and Rogers



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

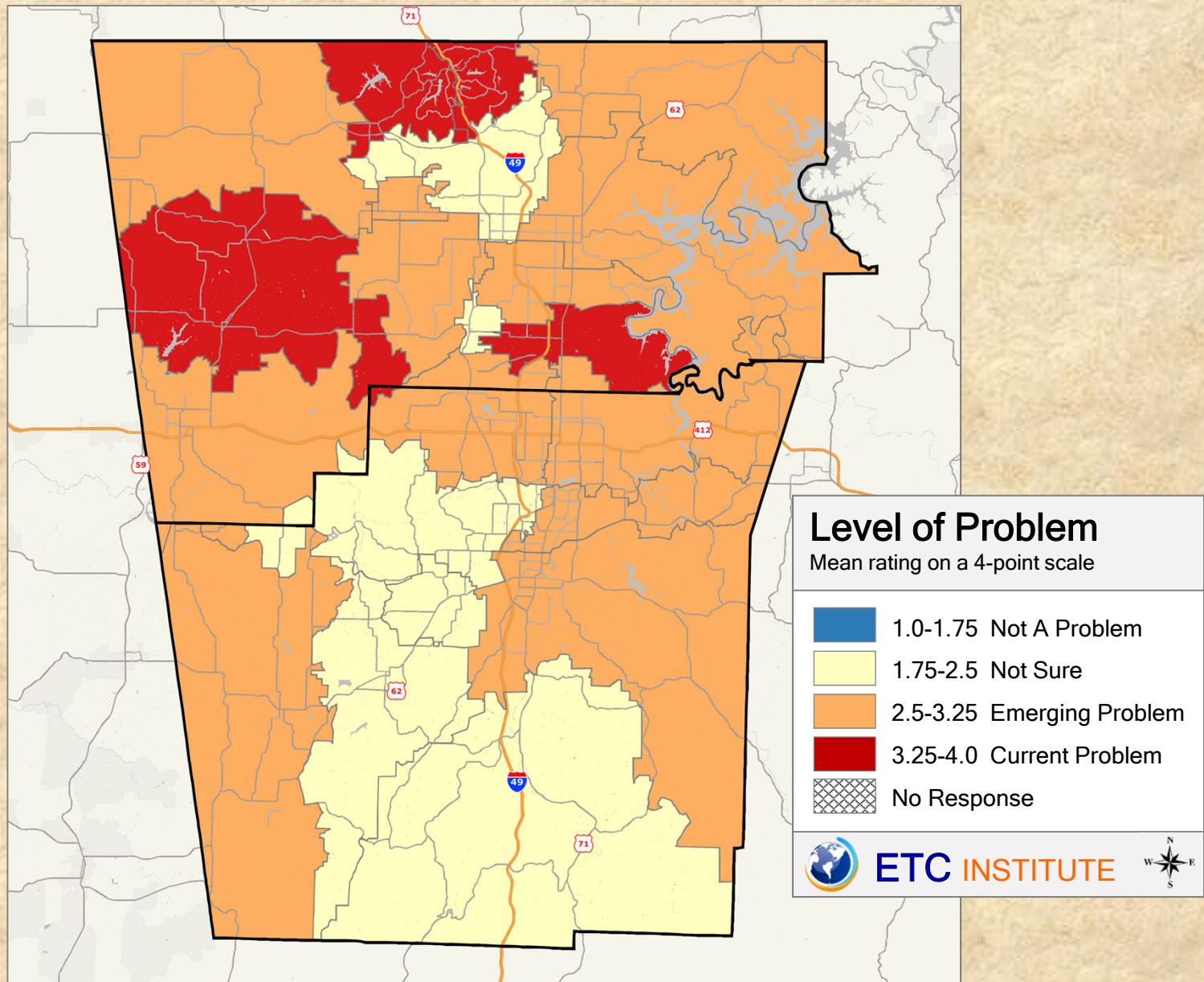
Q7.6 Air quality



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

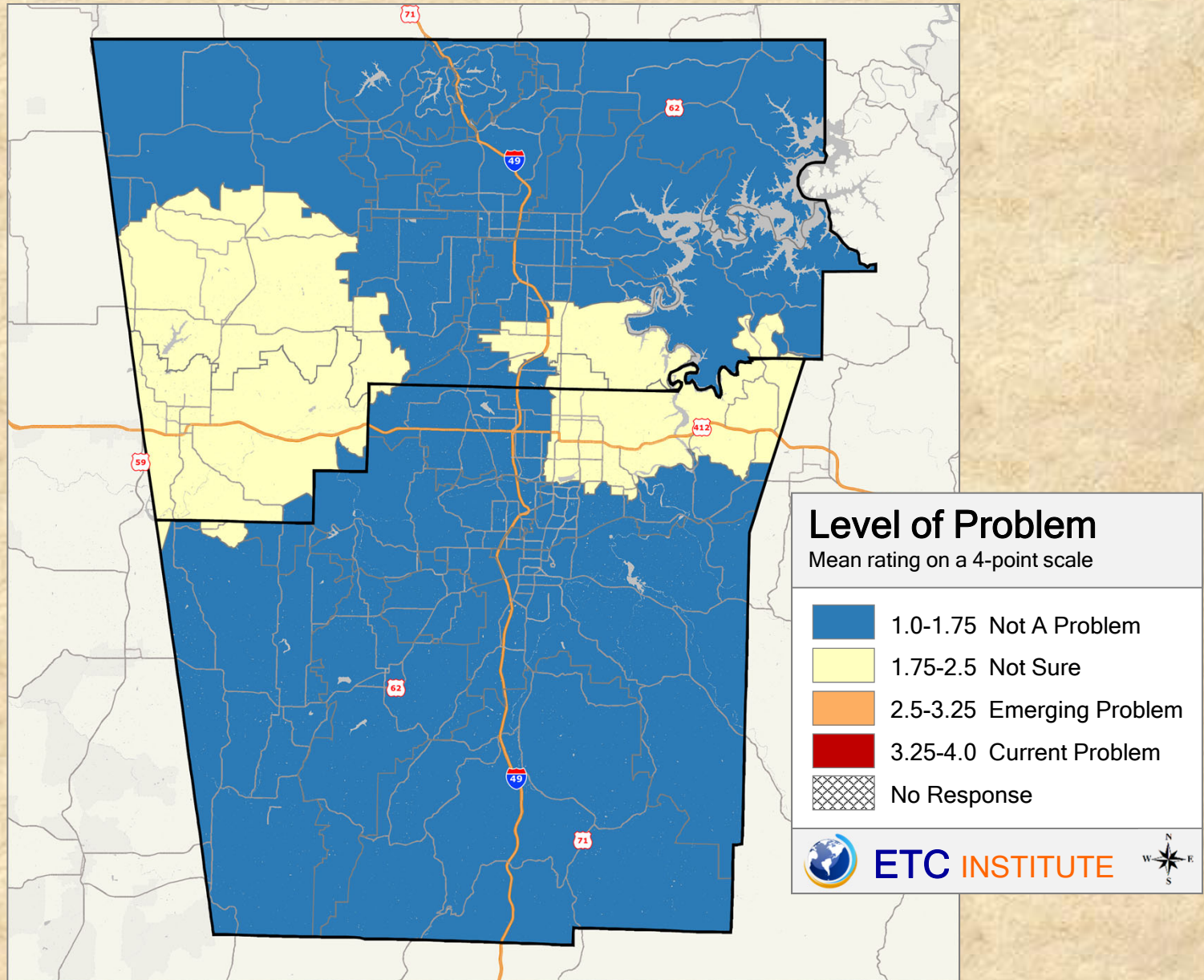
Q7.7 Large truck traffic



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

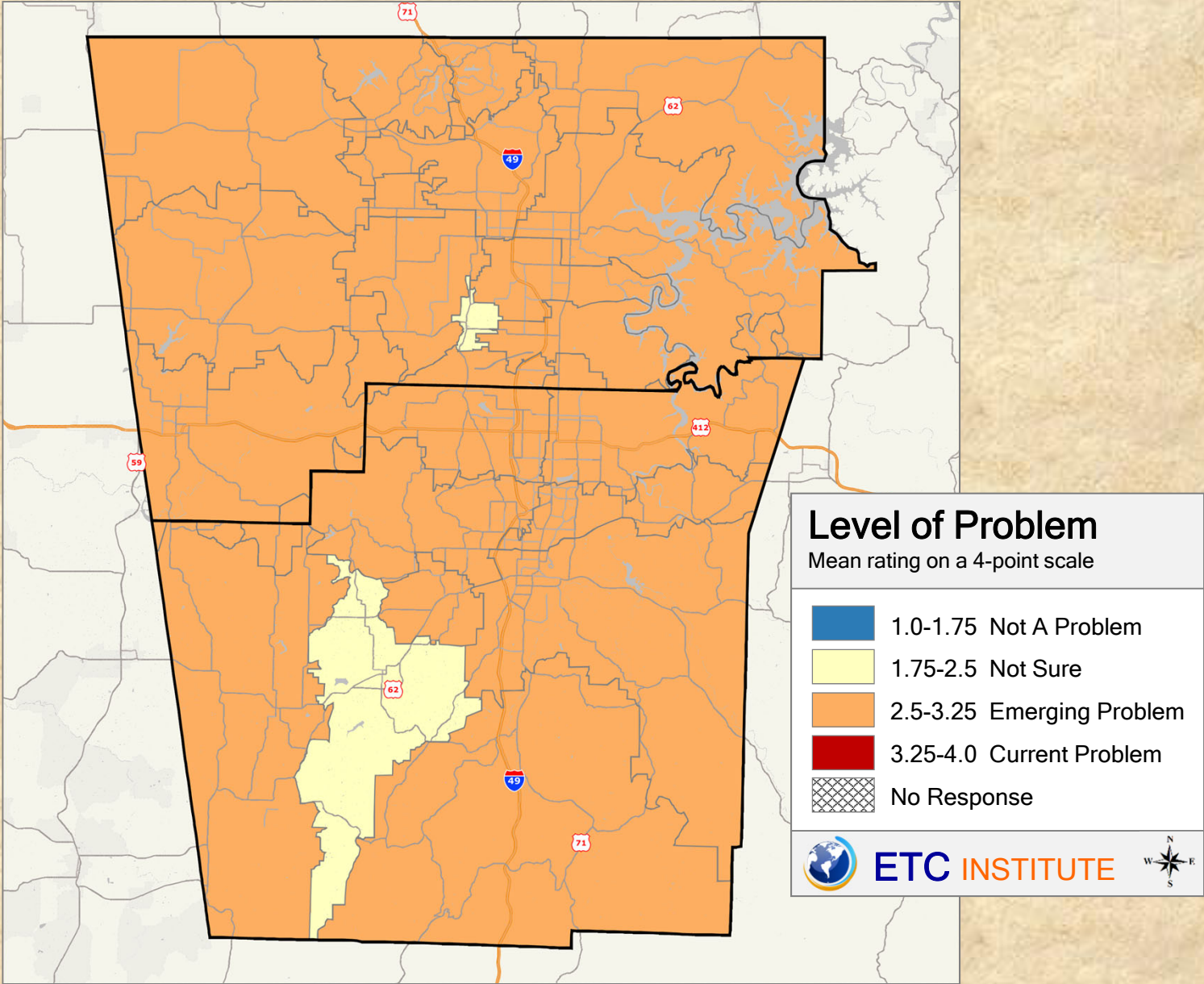
Q7.8 Traffic delays caused by trains



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

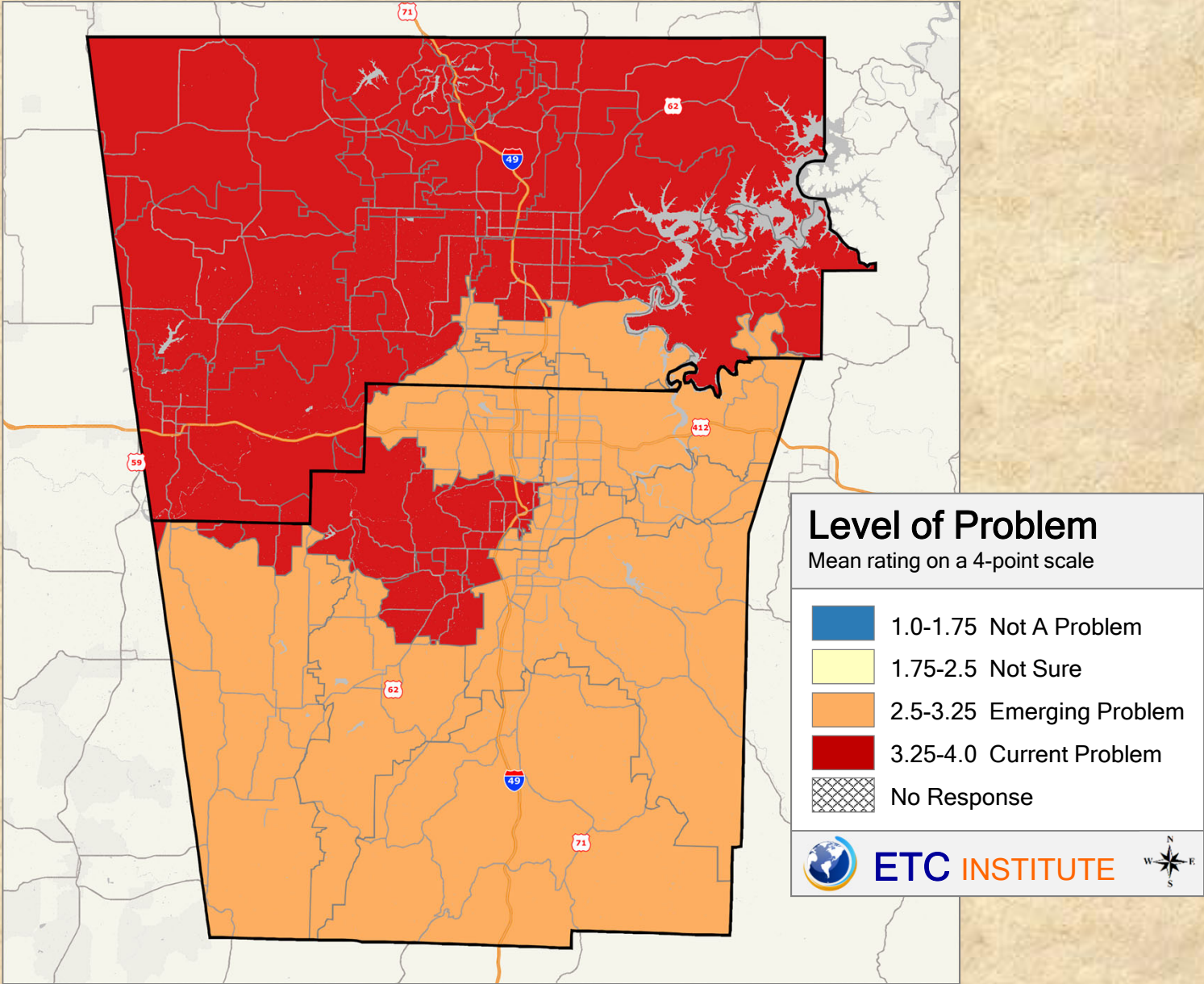
Q7.9 Lack of public transportation/bus service



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

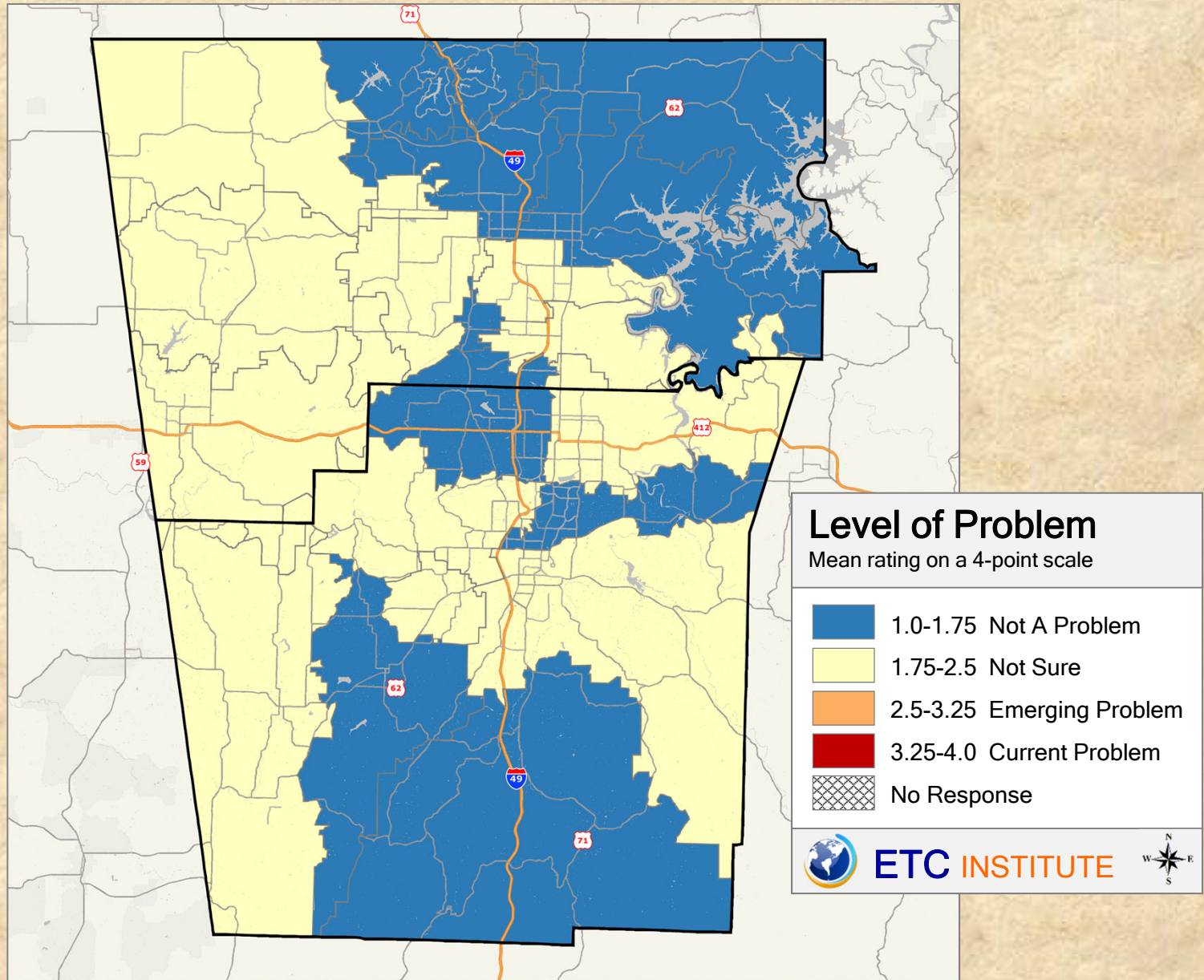
Q7.10 Capacity of major roads not keeping up with new development



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

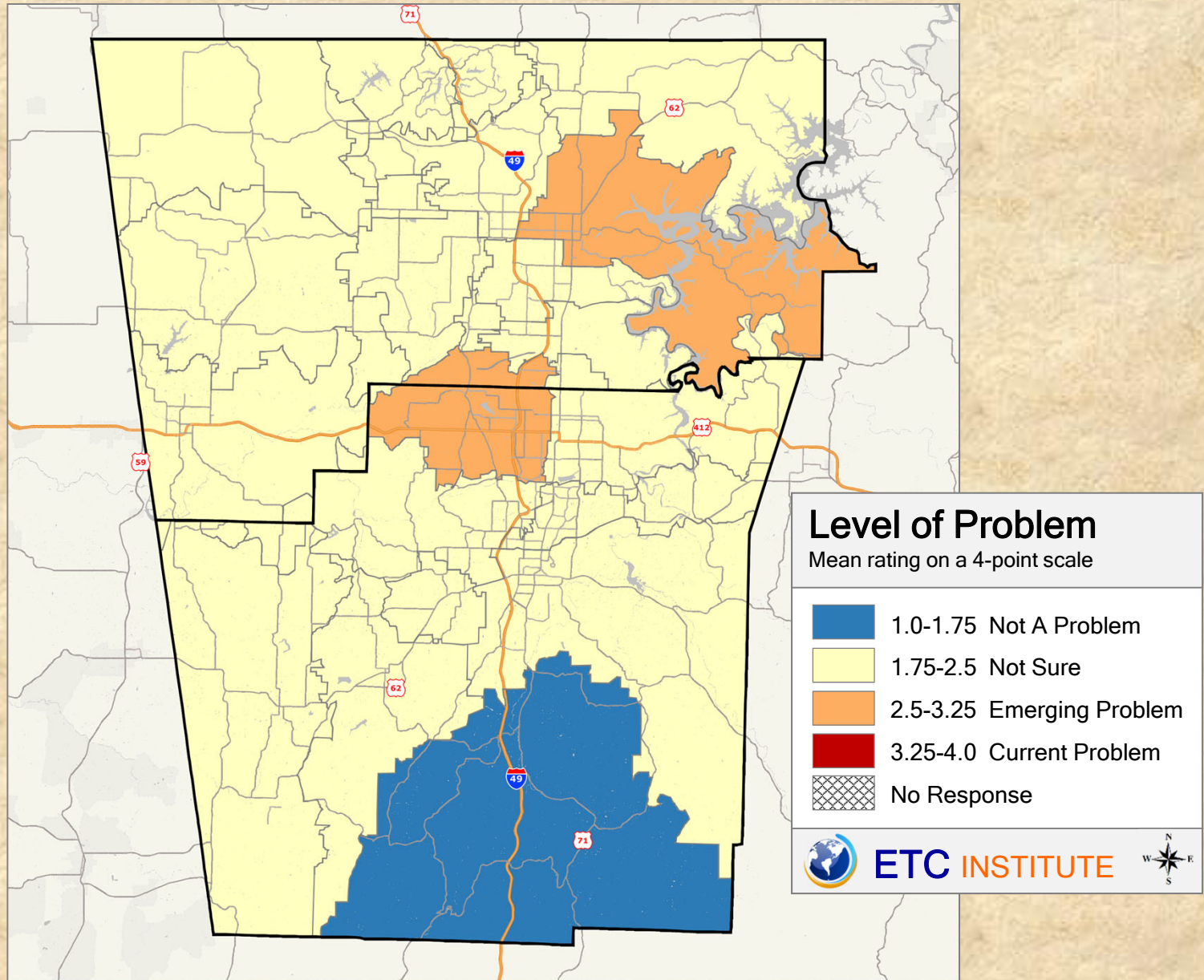
Q7.11 Lack of bicycle trails/bike facilities



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

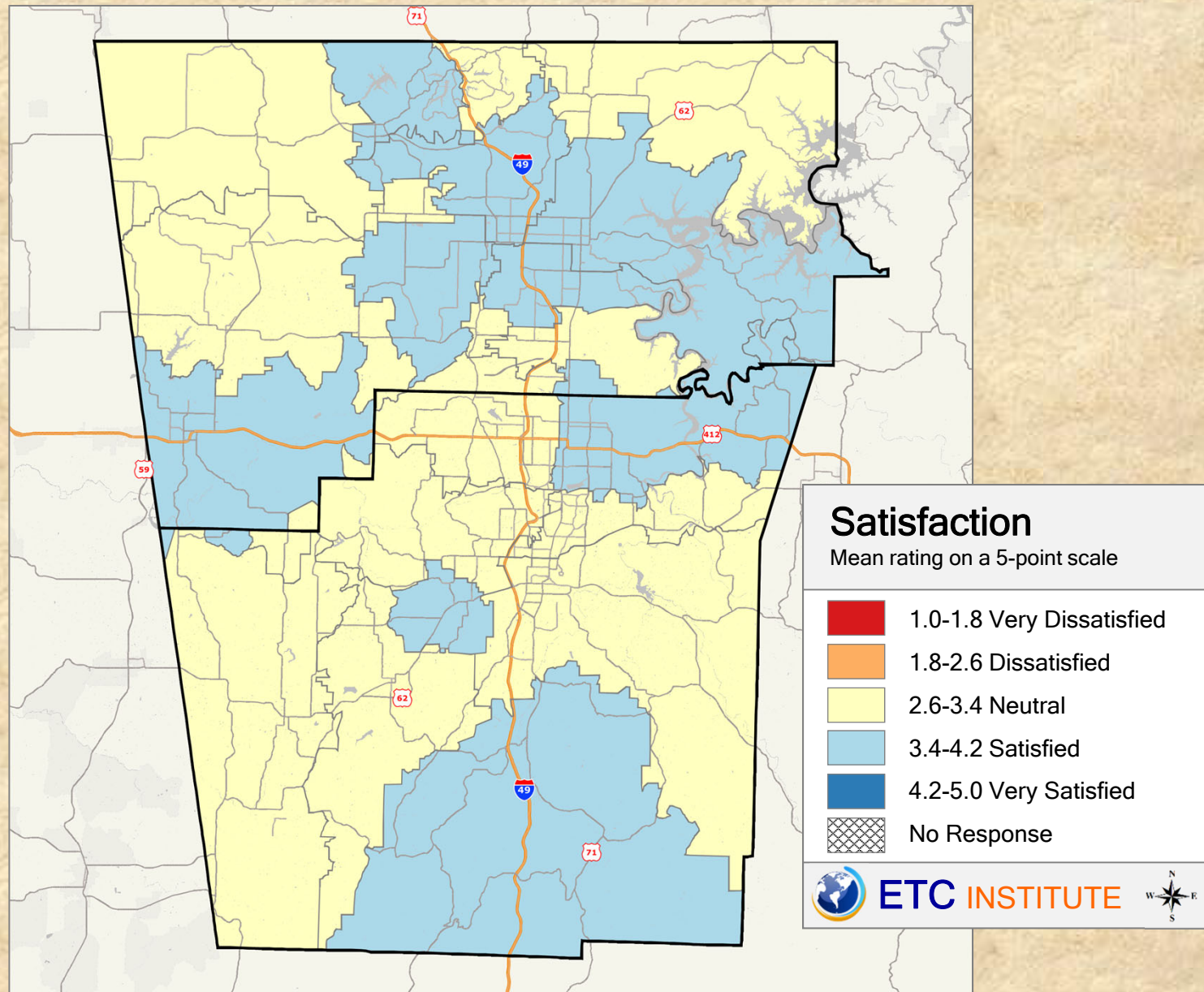
Q7.12 Lack of safe and accessible pedestrian facilities



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

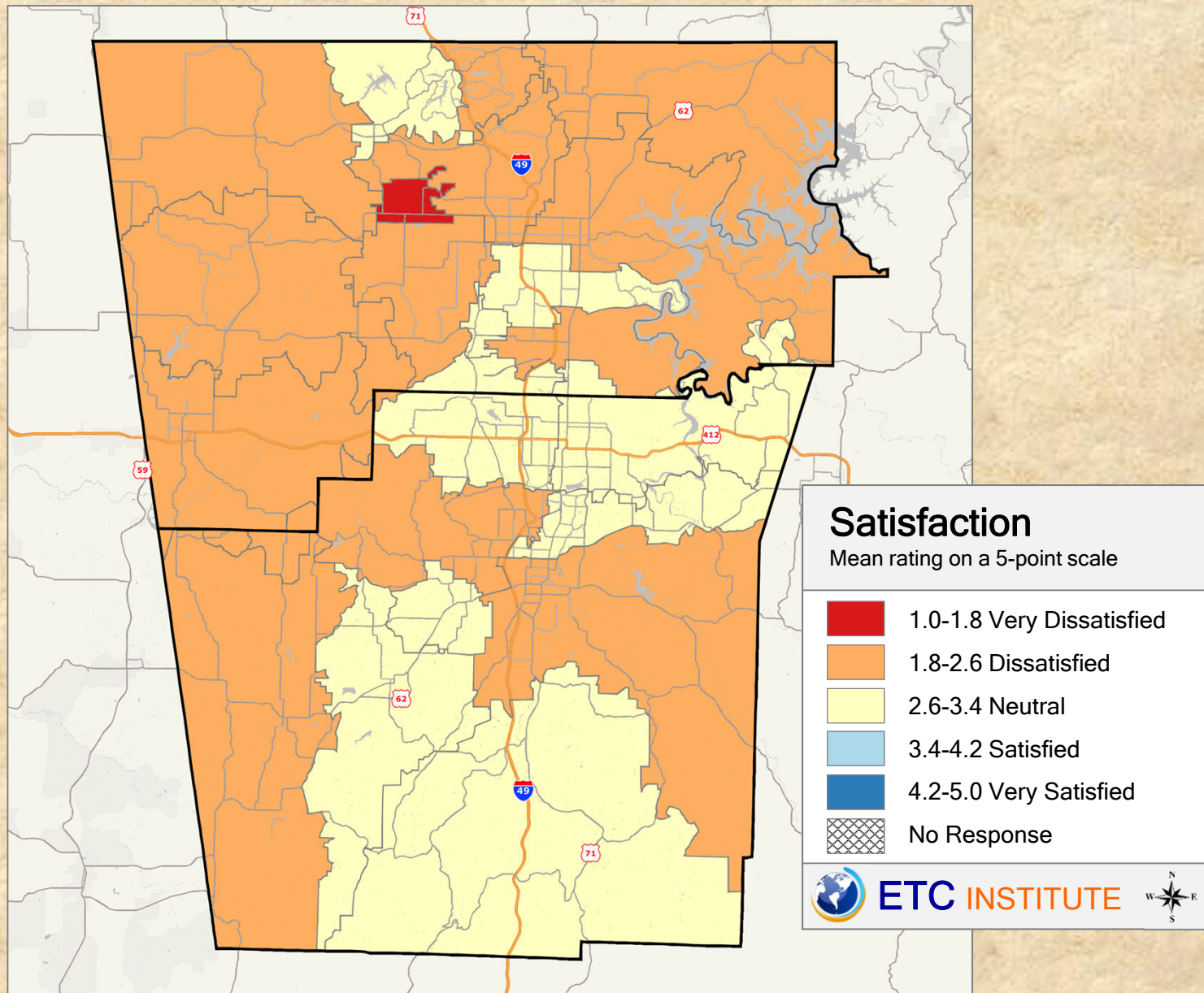
Q8.1 Satisfaction with efforts to Protect/Preserve air quality



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

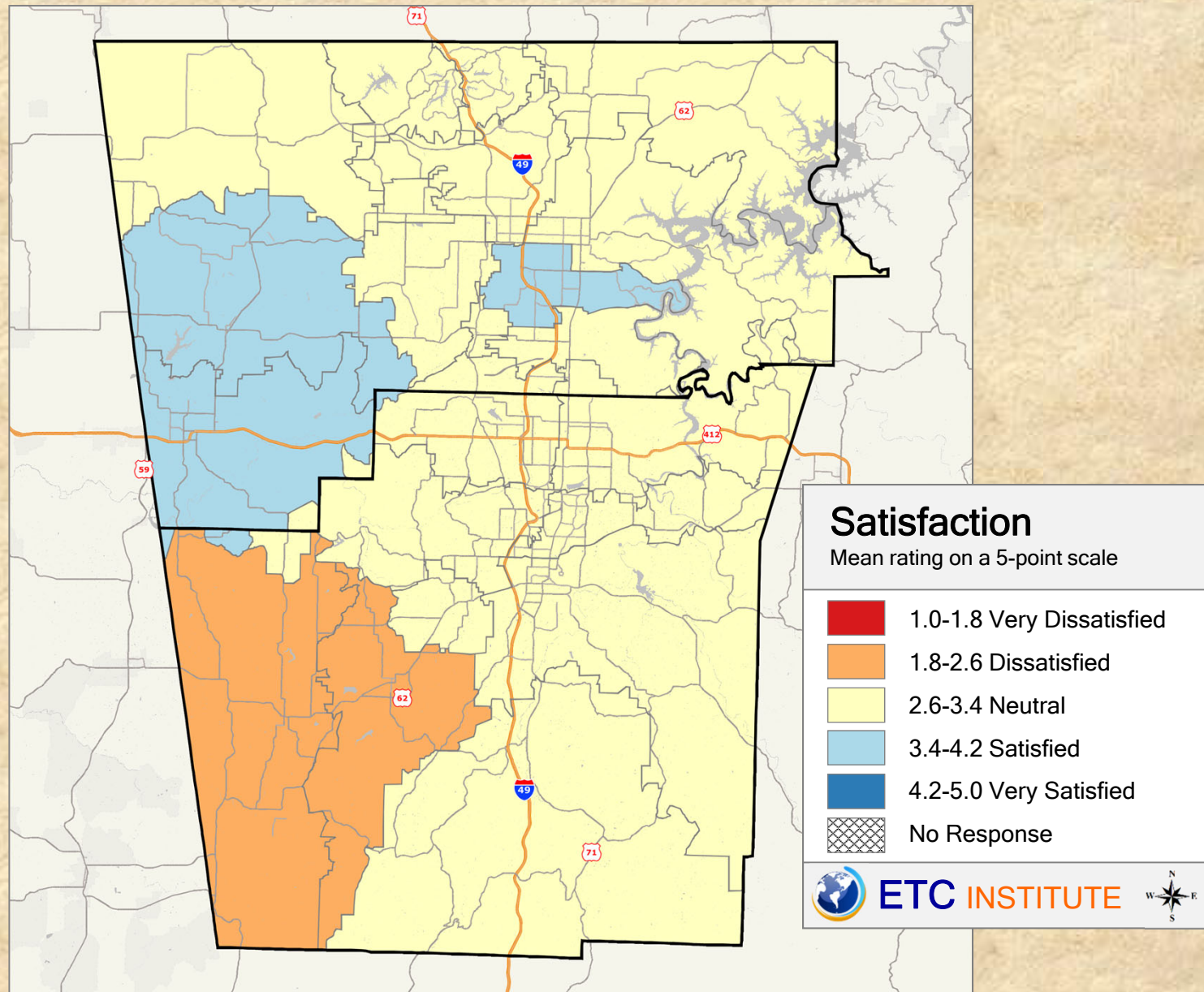
Q8.2 Satisfaction with efforts to Relieve traffic congestion



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

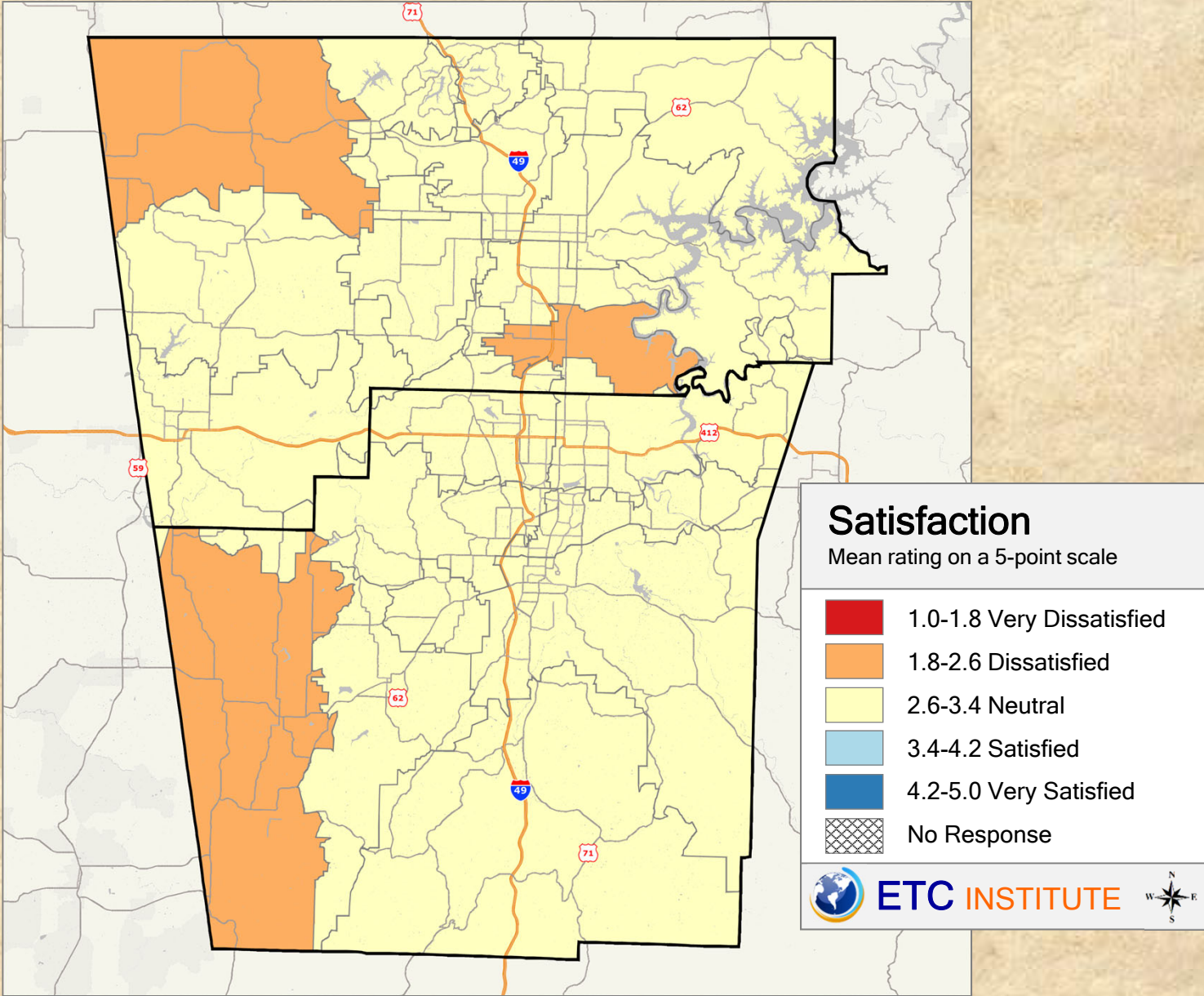
Q8.3 Satisfaction with efforts to Protect sources of drinking water (e.g., aquifers)



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

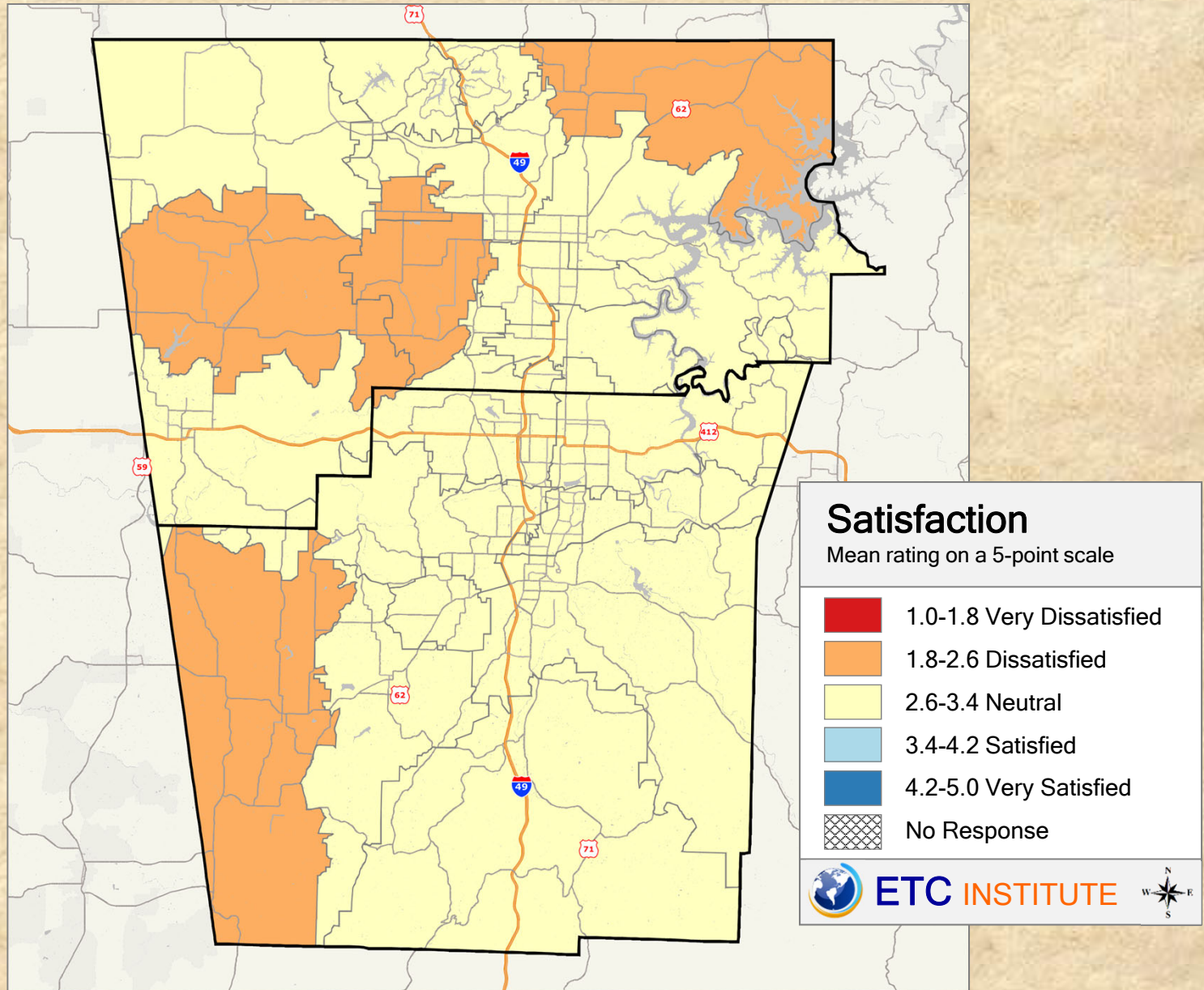
Q8.4 Satisfaction with efforts to Reduce energy consumption



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

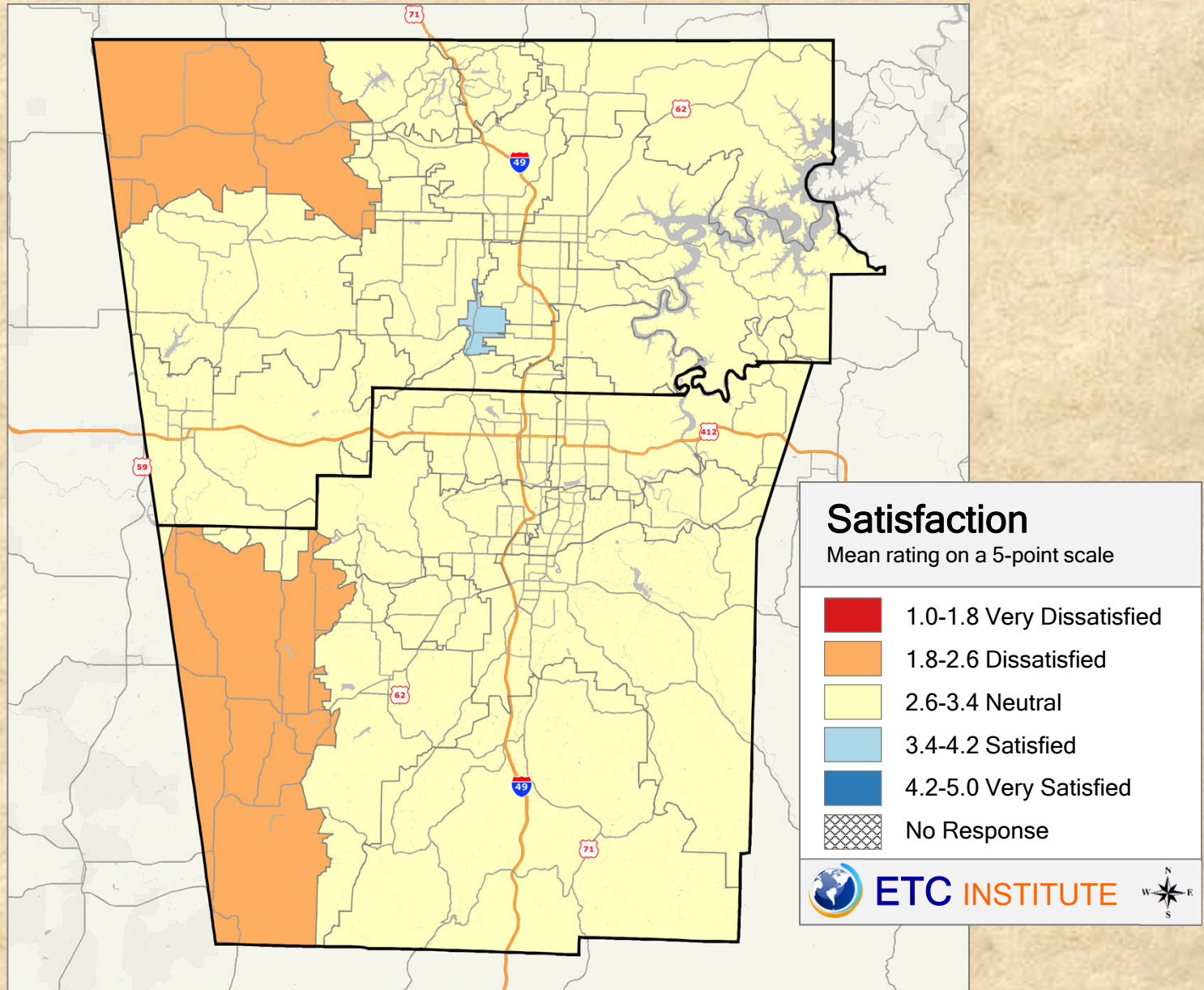
Q8.5 Satisfaction with efforts to Improve travel safety



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

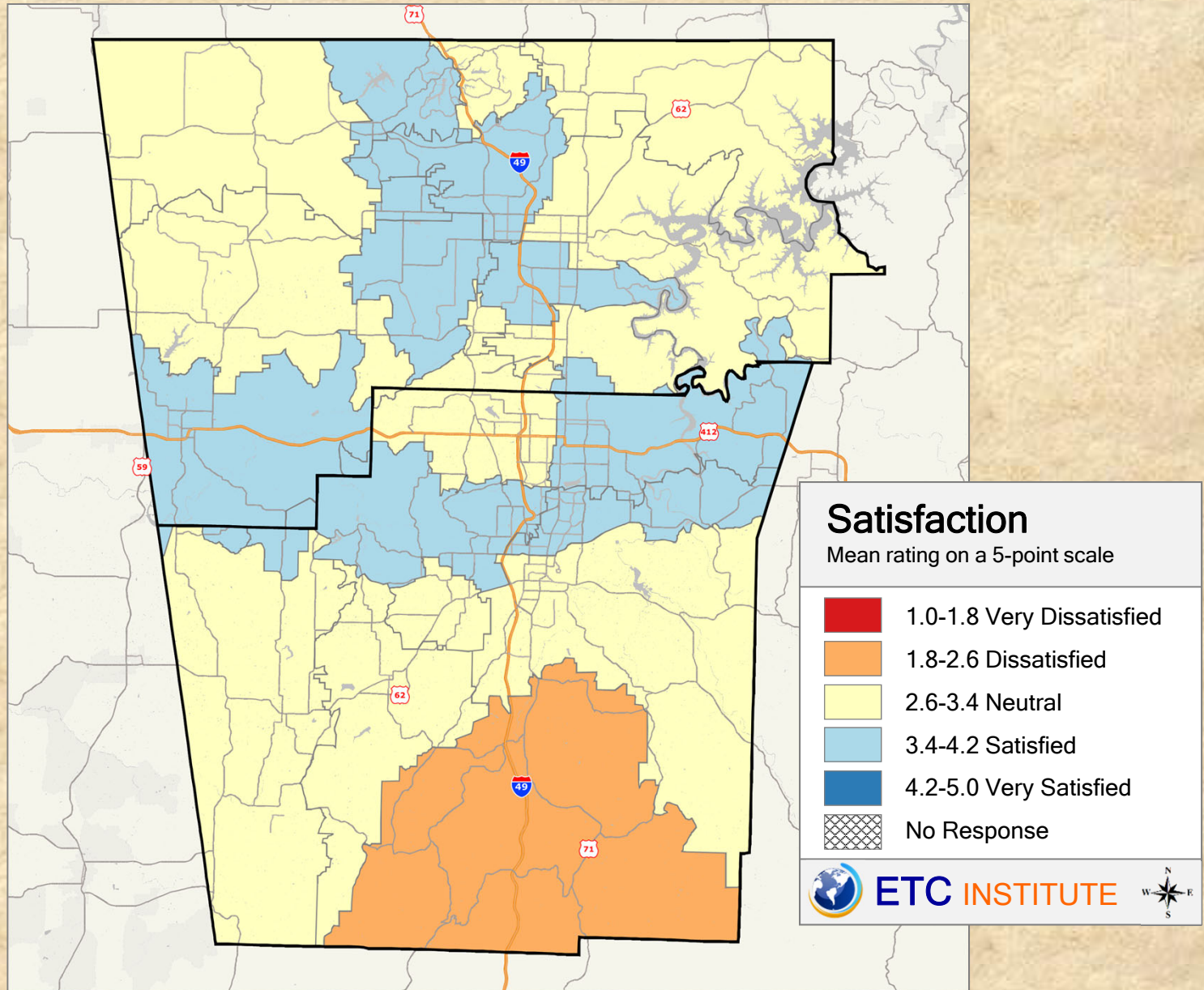
Q8.6 Satisfaction with efforts to Reduce noise from traffic



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

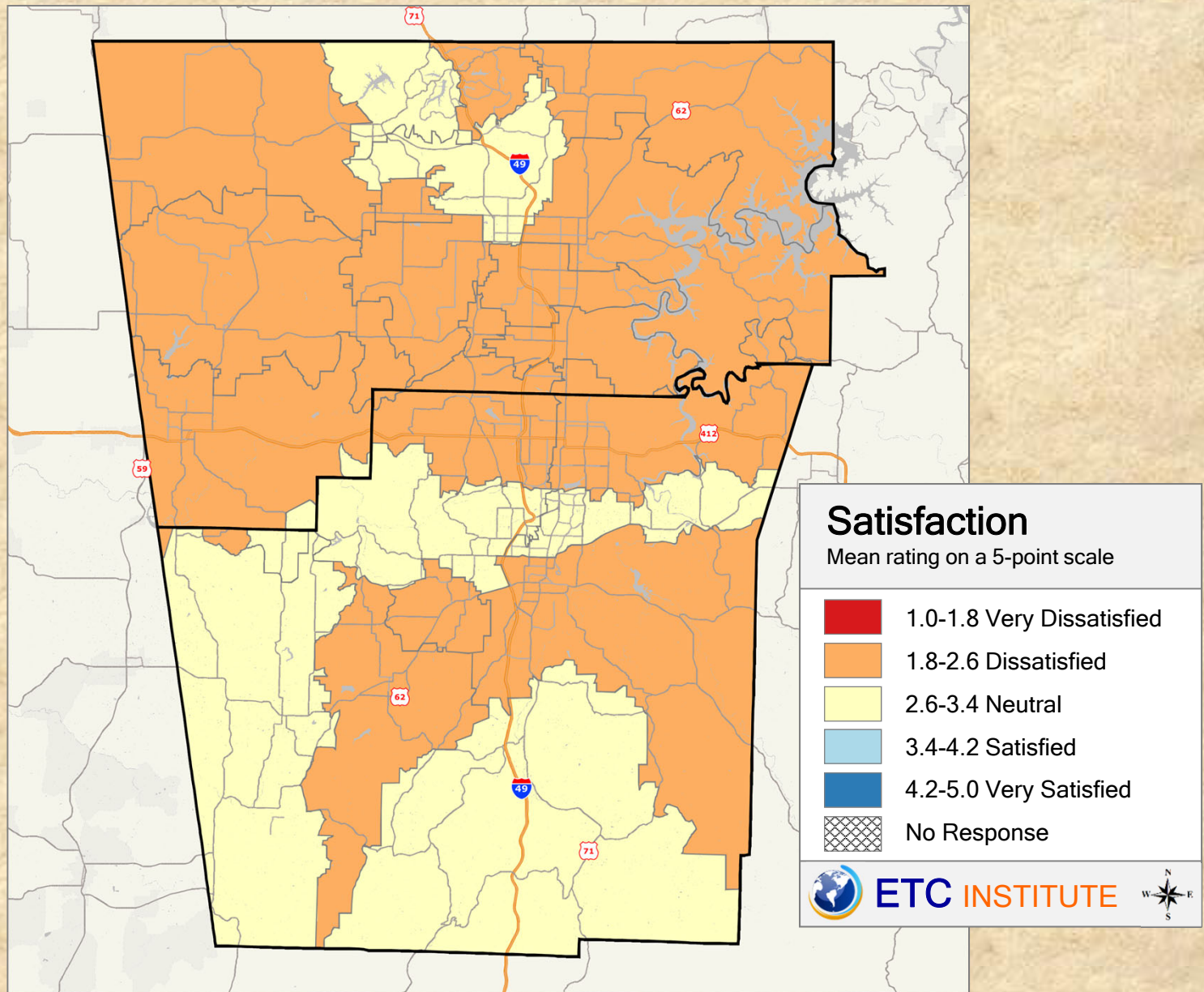
Q8.7 Satisfaction with efforts to Preserve historical sites



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

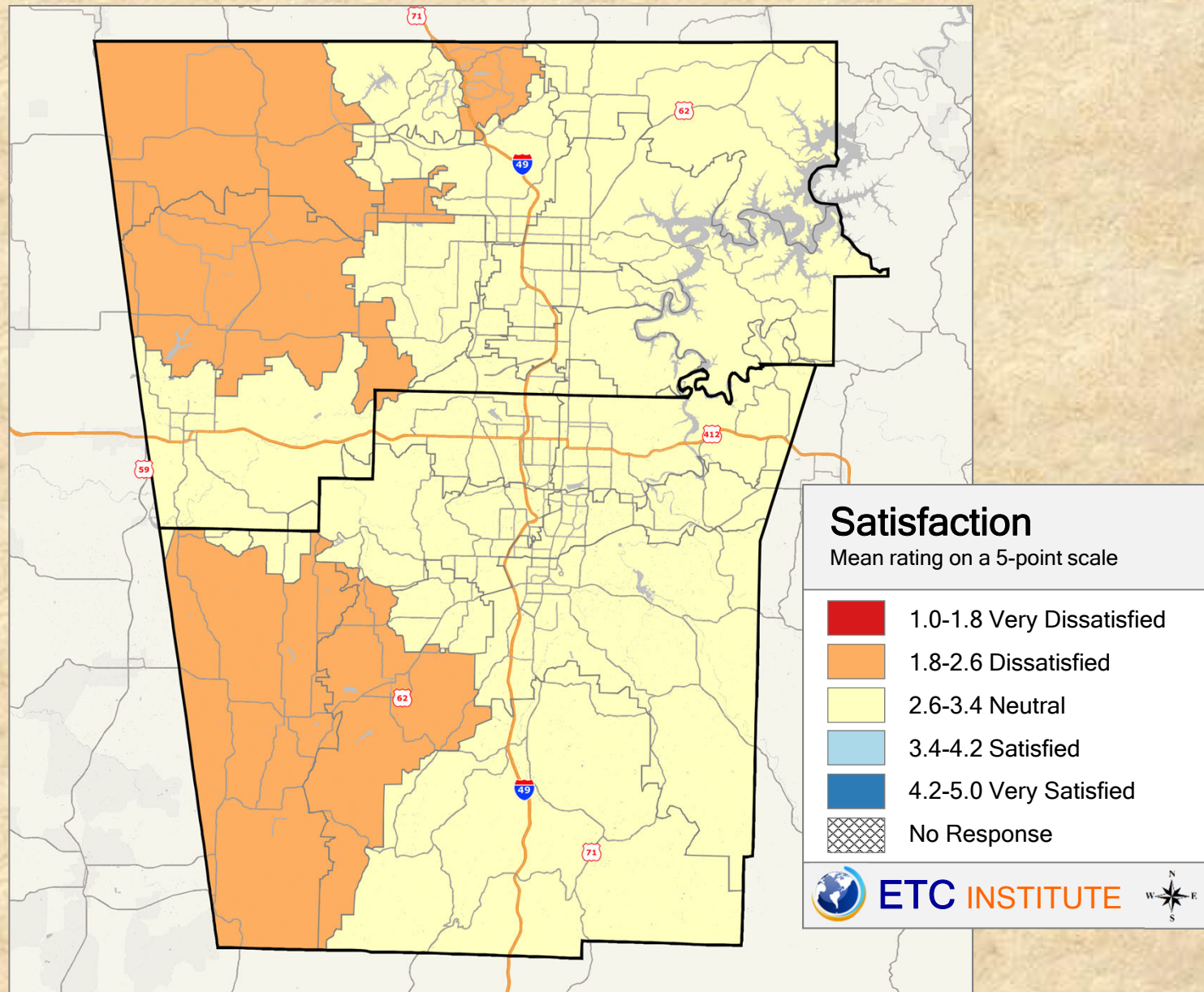
Q8.8 Satisfaction with efforts to Provide travel choices other than automobiles



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

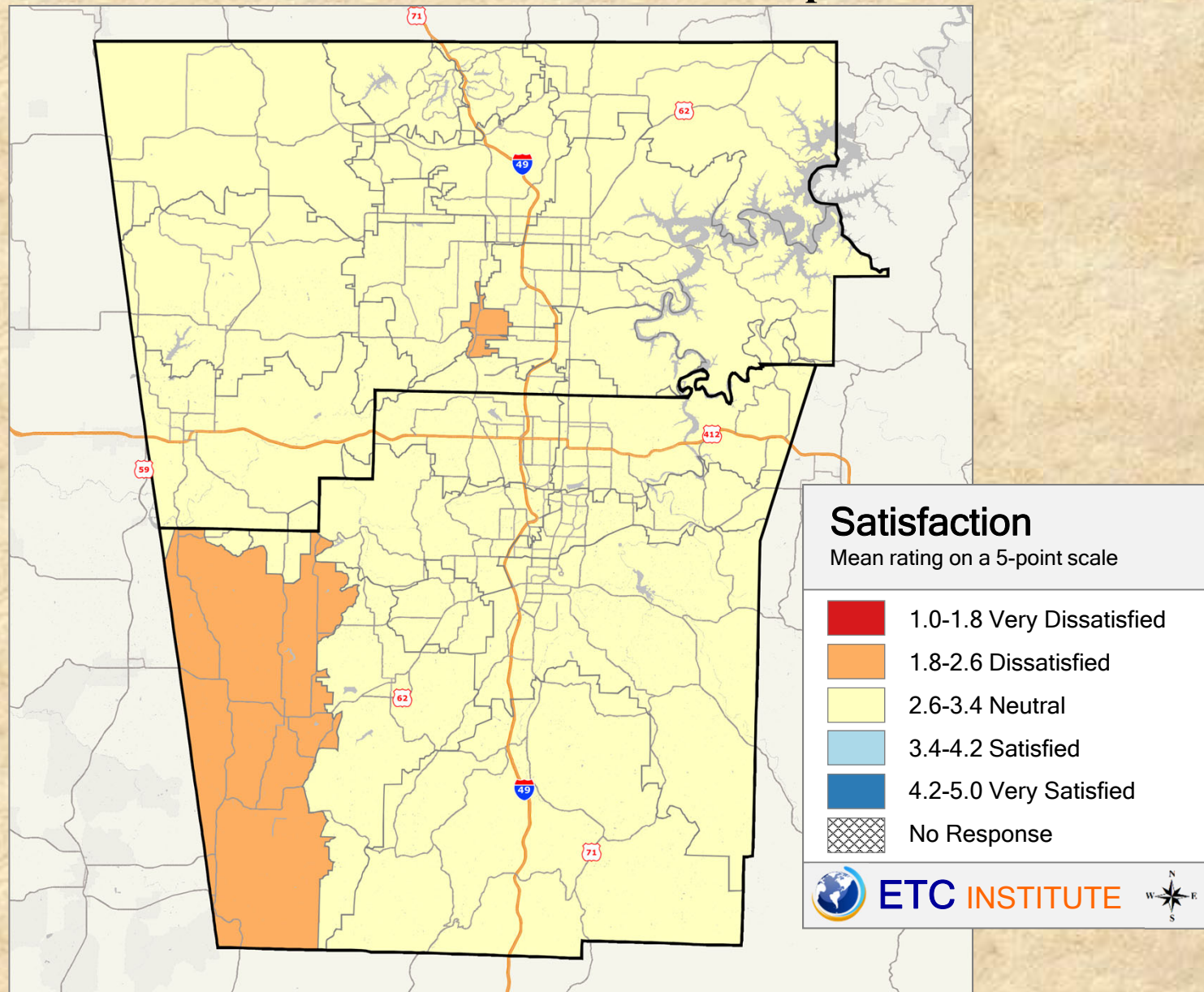
Q8.9 Satisfaction with efforts to Improve drainage infrastructure to prevent floods



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

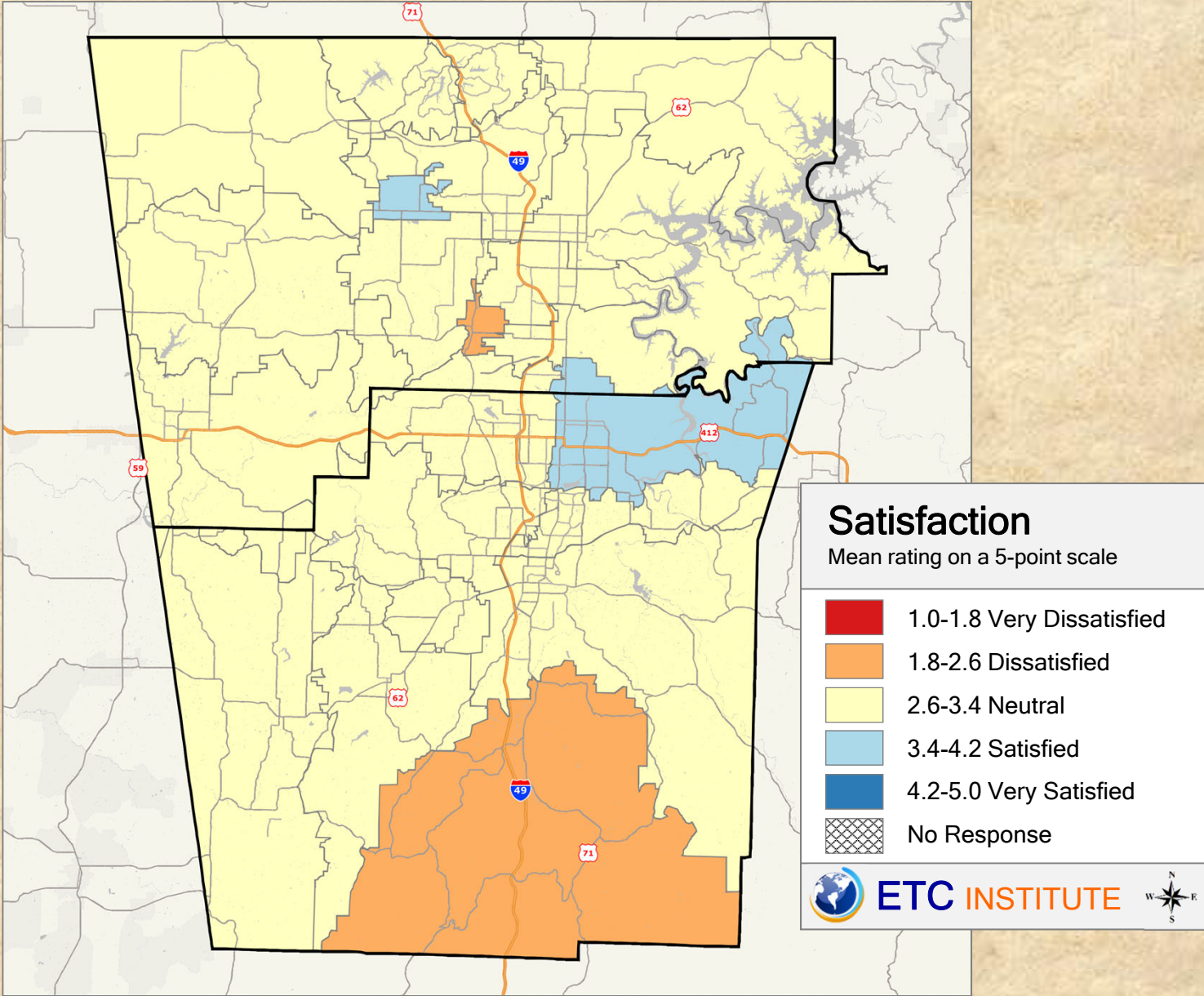
Q8.10 Satisfaction with efforts to Protect trees and other features of the natural landscape



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

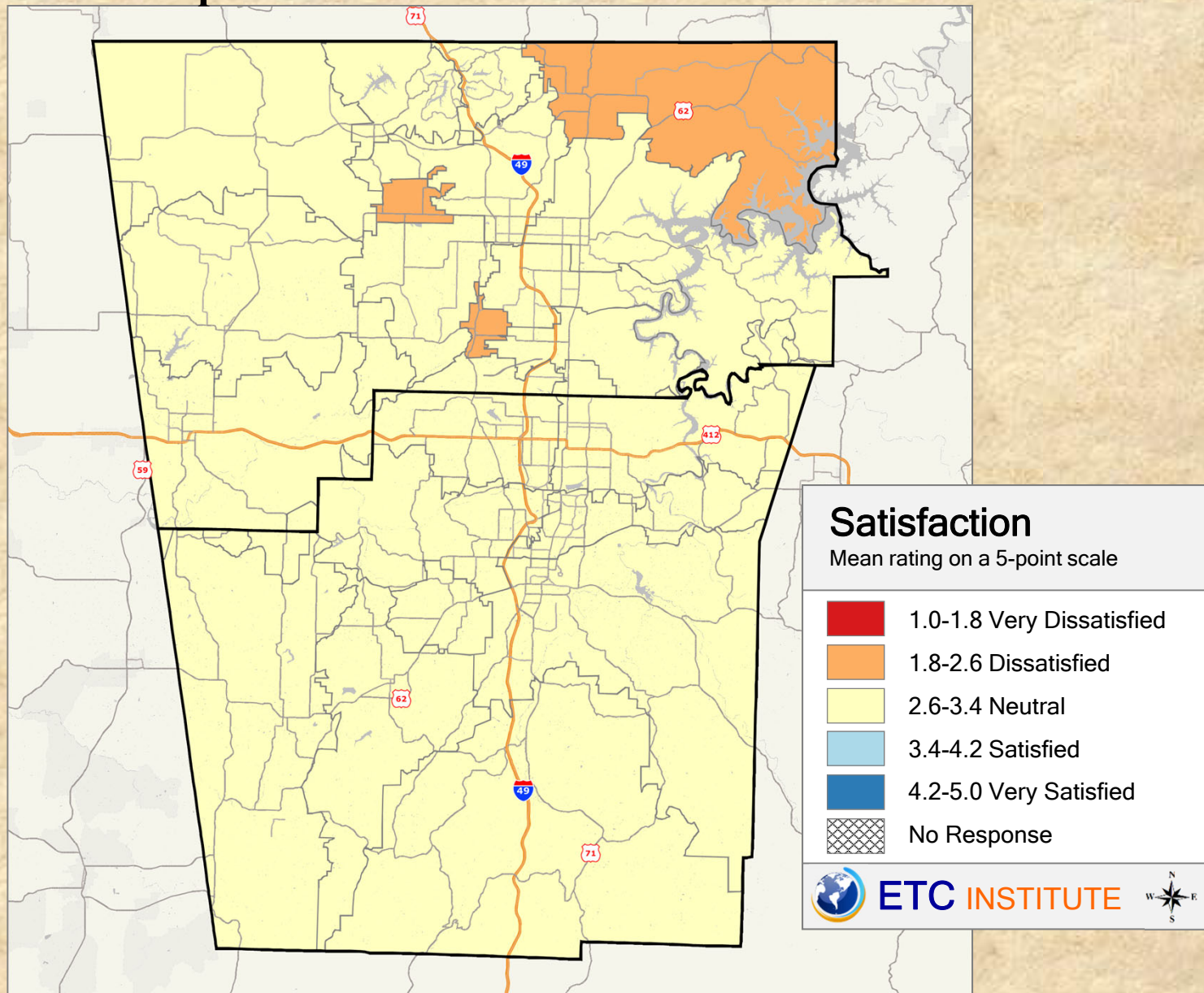
Q8.11 Satisfaction with efforts to Protect established (historic) neighborhoods



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

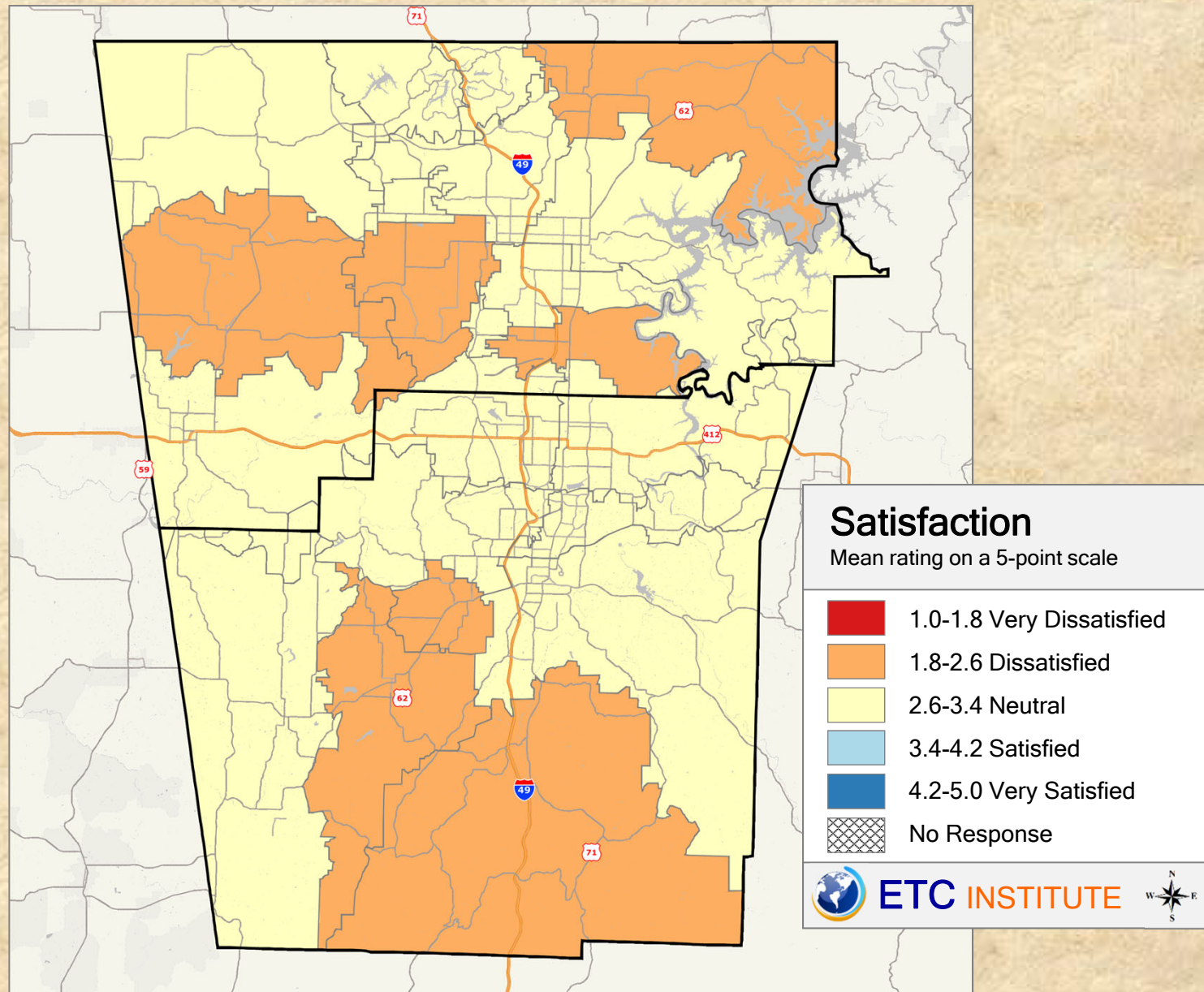
Q8.12 Satisfaction with efforts to Meet the transportation needs of visitors or tourists



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

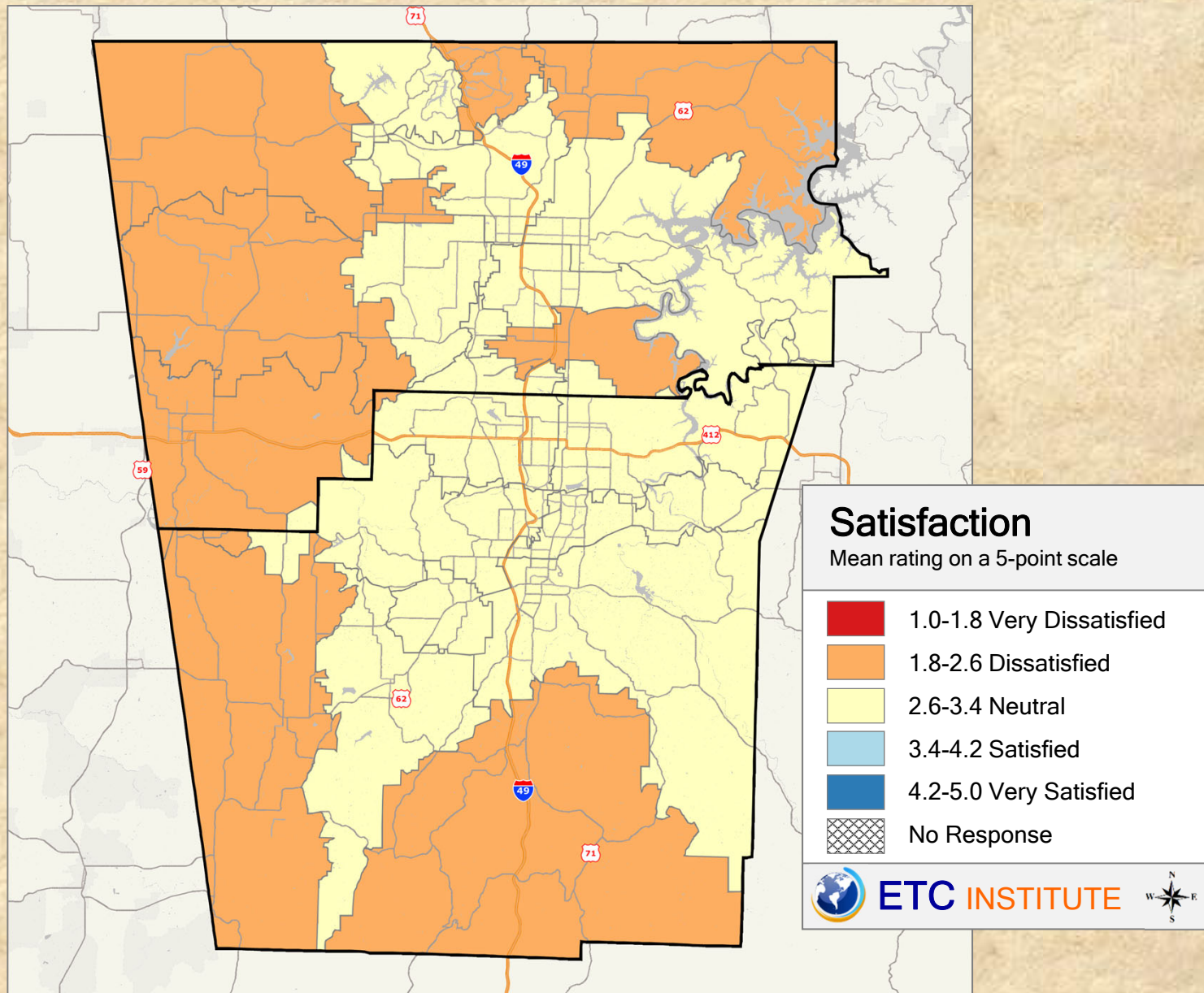
Q8.13 Satisfaction with efforts to Reduce urban sprawl



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

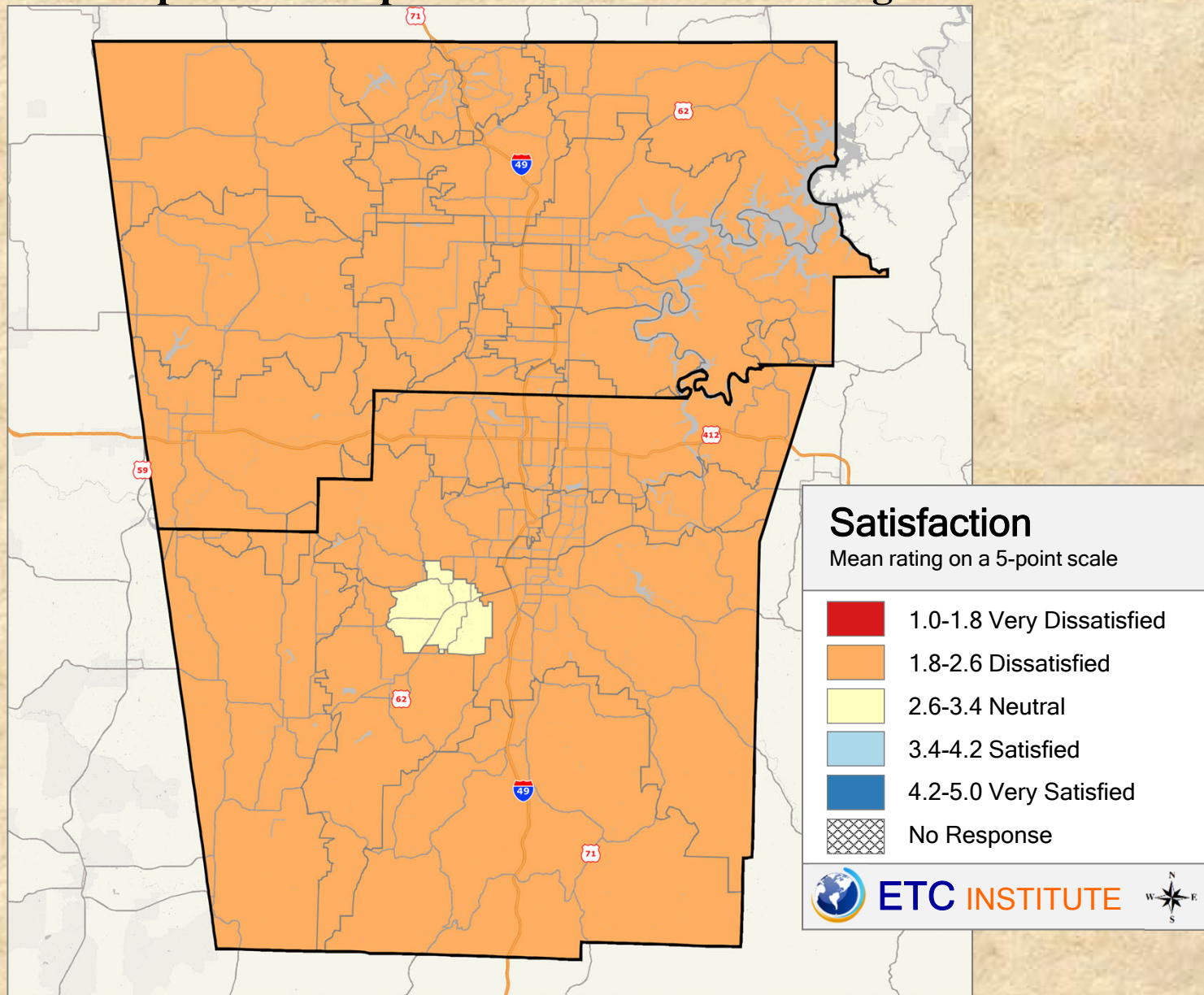
Q8.14 Satisfaction with efforts to Maintain existing roads and highways



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

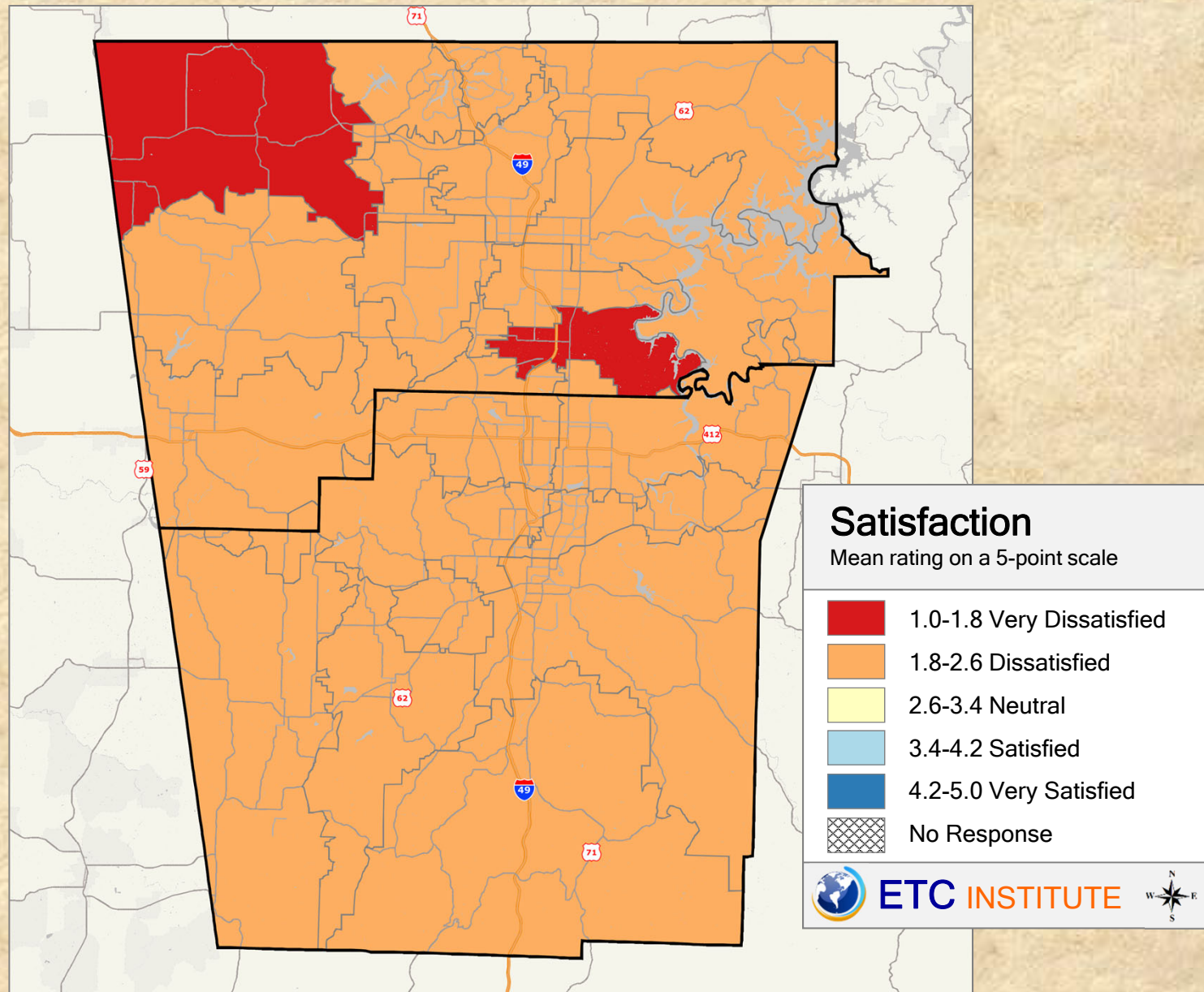
Q10.1 Satisfaction with the Availability of information about public transportation services in the region



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

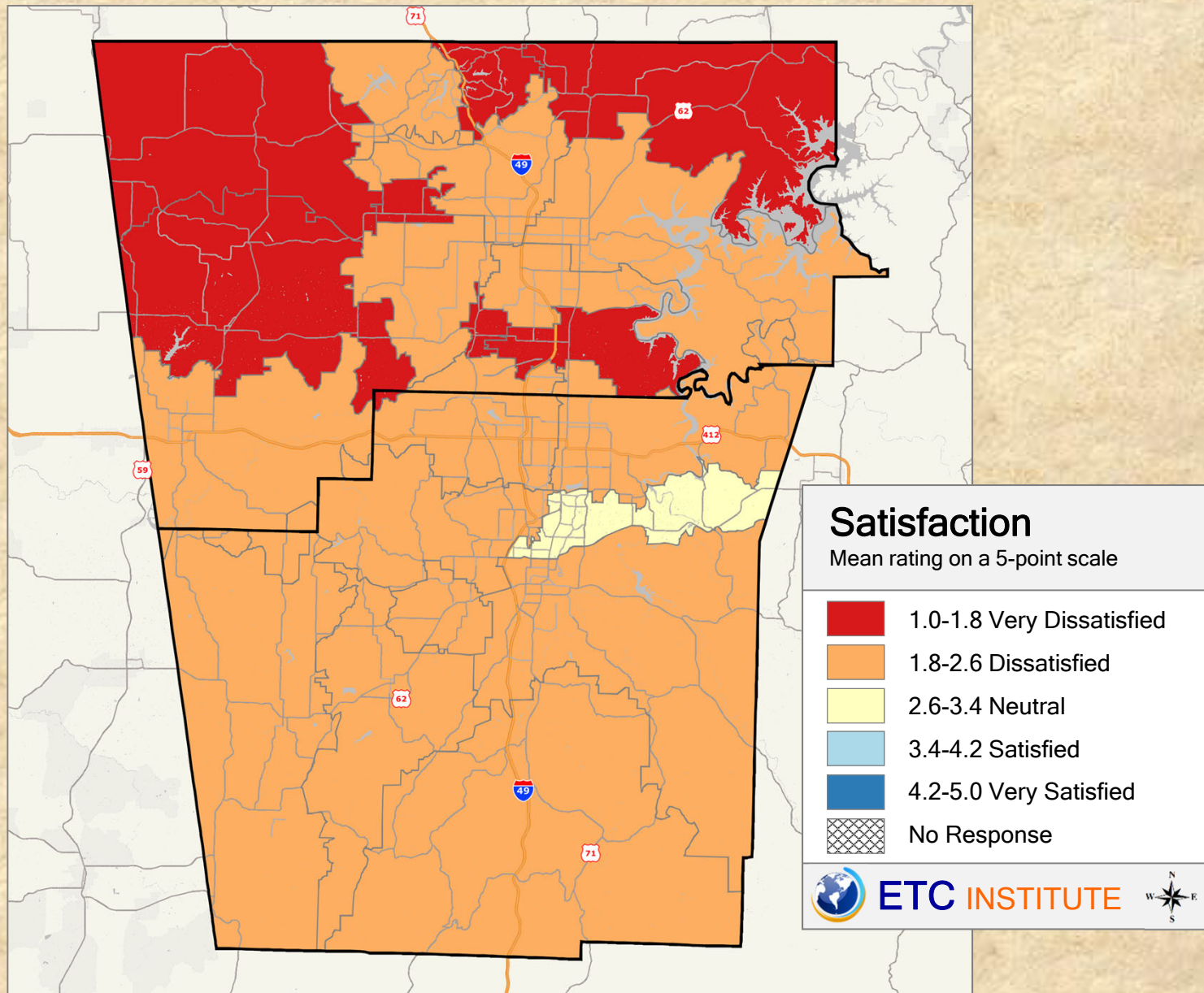
Q10.2 Satisfaction with the Number of destinations served by public transportation



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

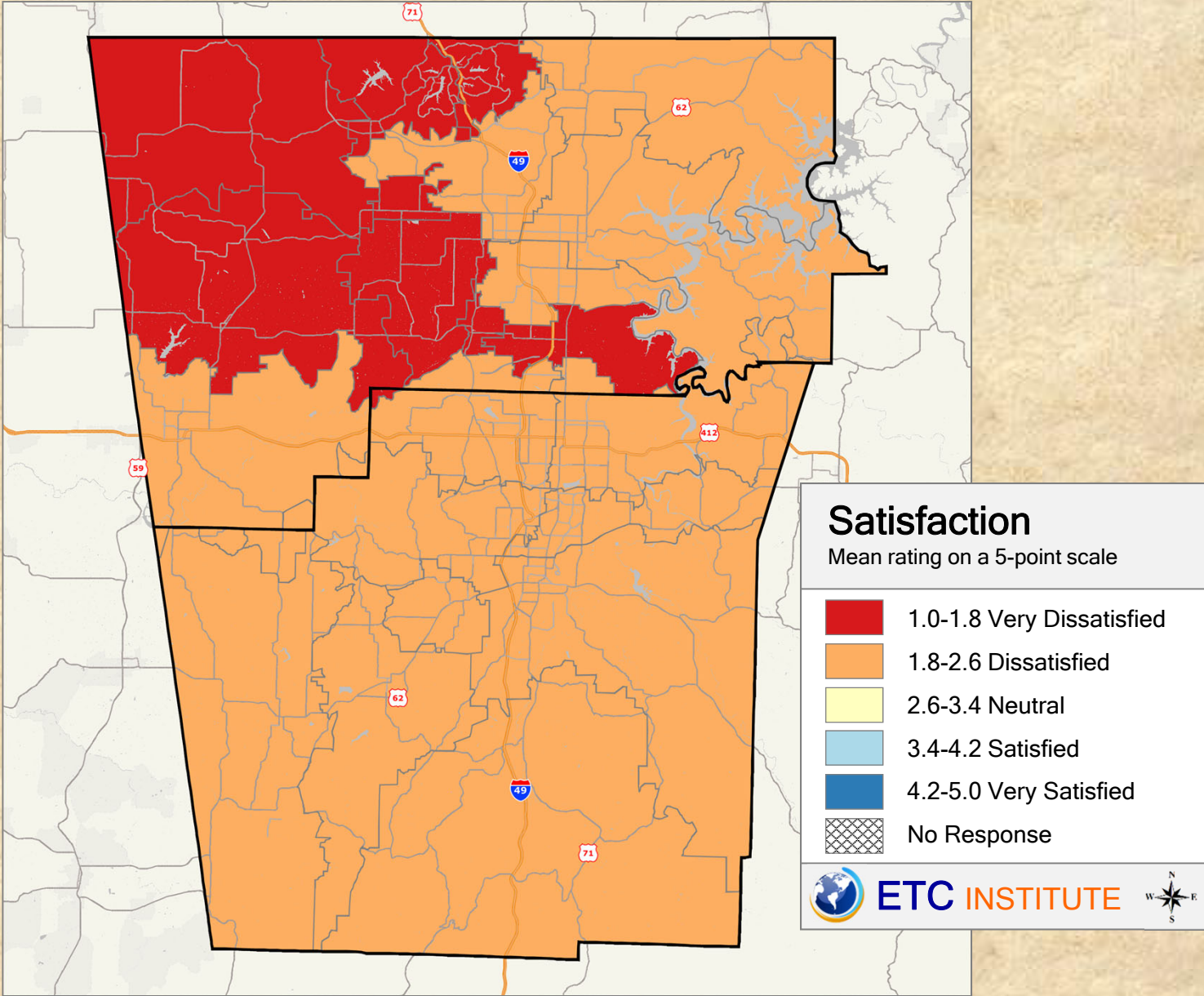
Q10.3 Satisfaction with the Distance to the nearest bus stop from your home



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

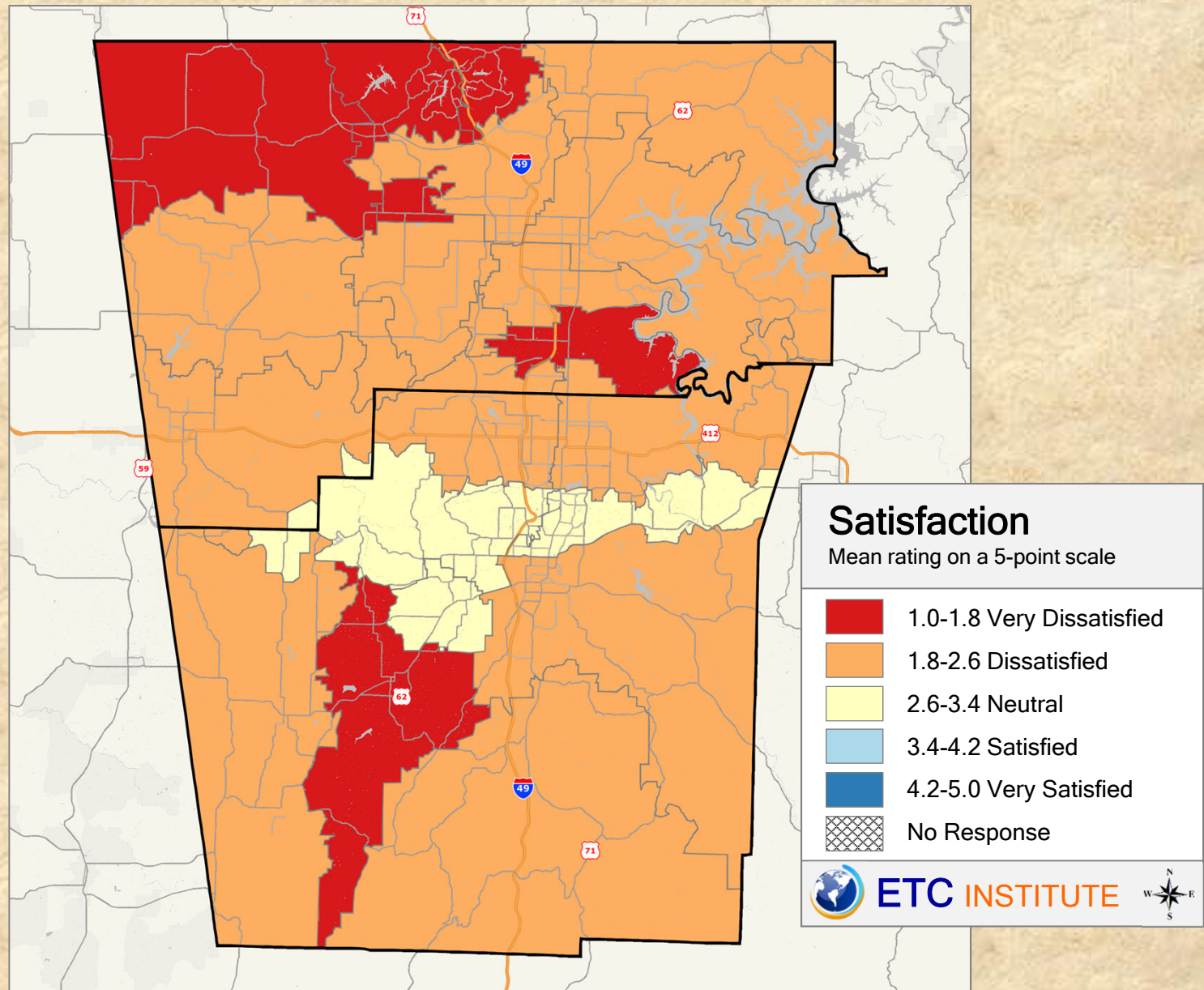
Q10.4 Satisfaction with the frequency of bus service



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

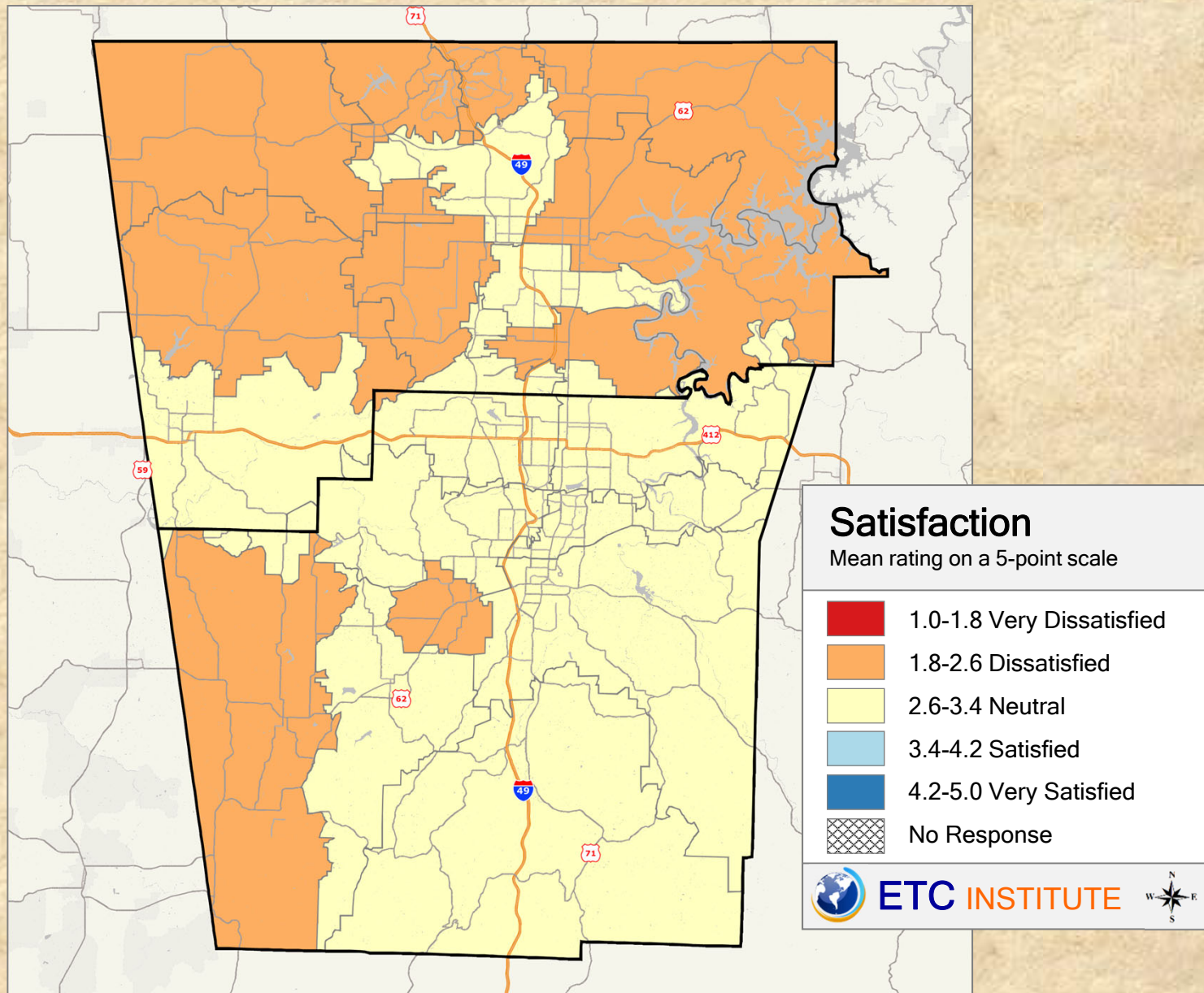
Q10.5 Satisfaction with the Days and times when the bus service is provided



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

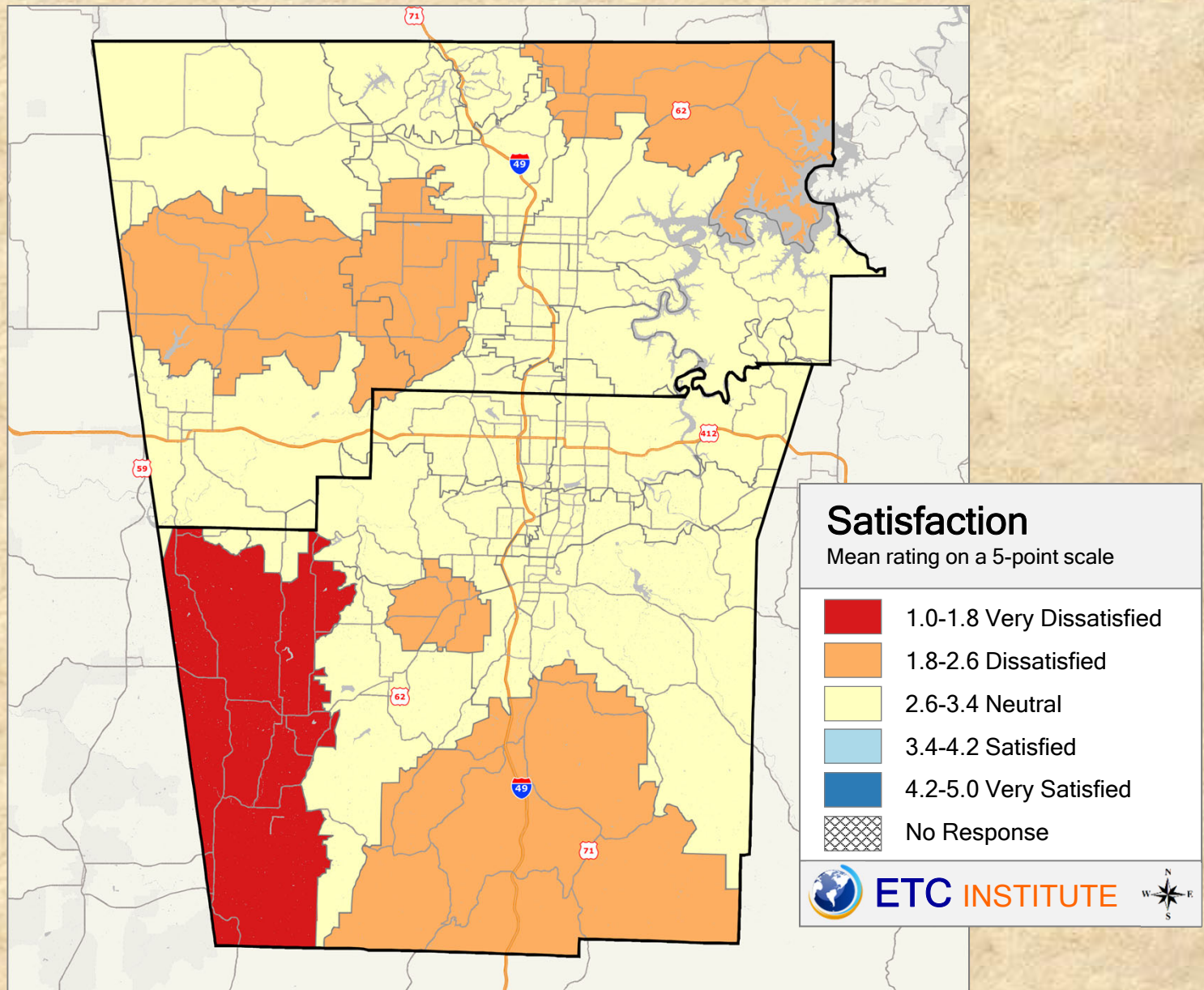
Q10.6 Satisfaction with the Availability of safe sidewalks and pedestrian facilities



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

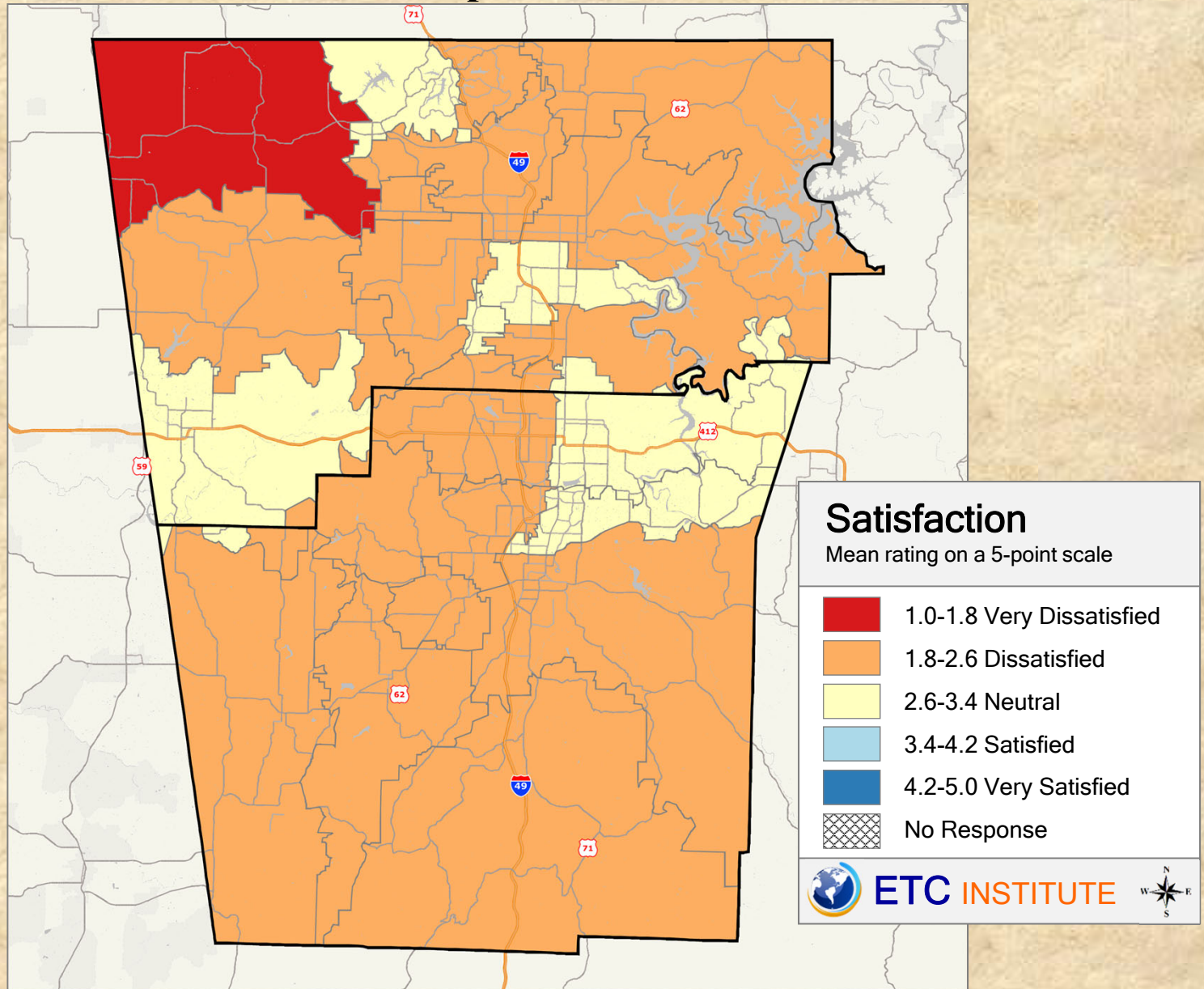
Q10.7 Satisfaction with the Availability of safe biking facilities/lanes



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

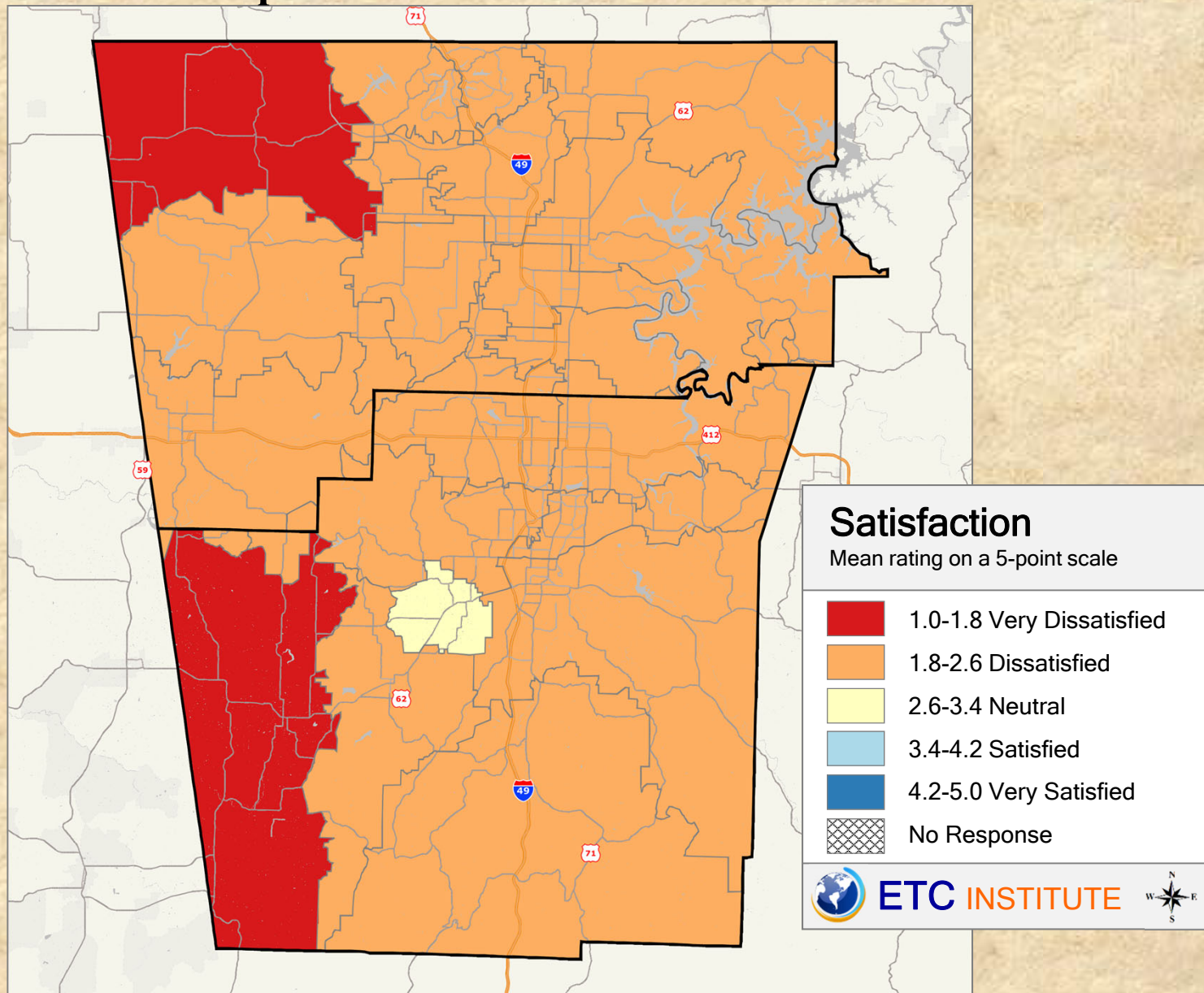
Q10.8 Satisfaction with the Availability of transportation services for seniors and persons with disabilities



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

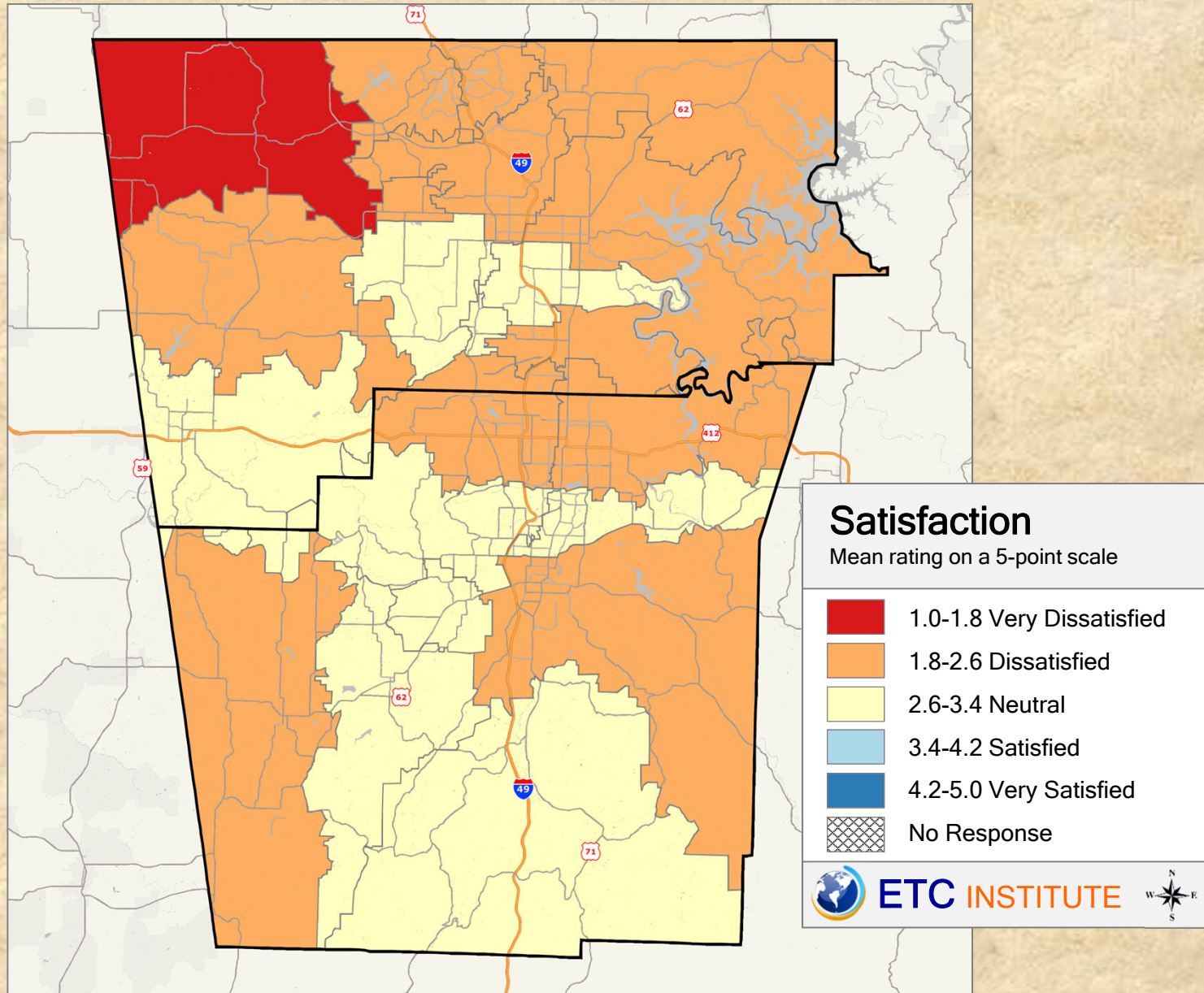
Q10.9 Satisfaction with the Availability of public transportation services on weekends



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

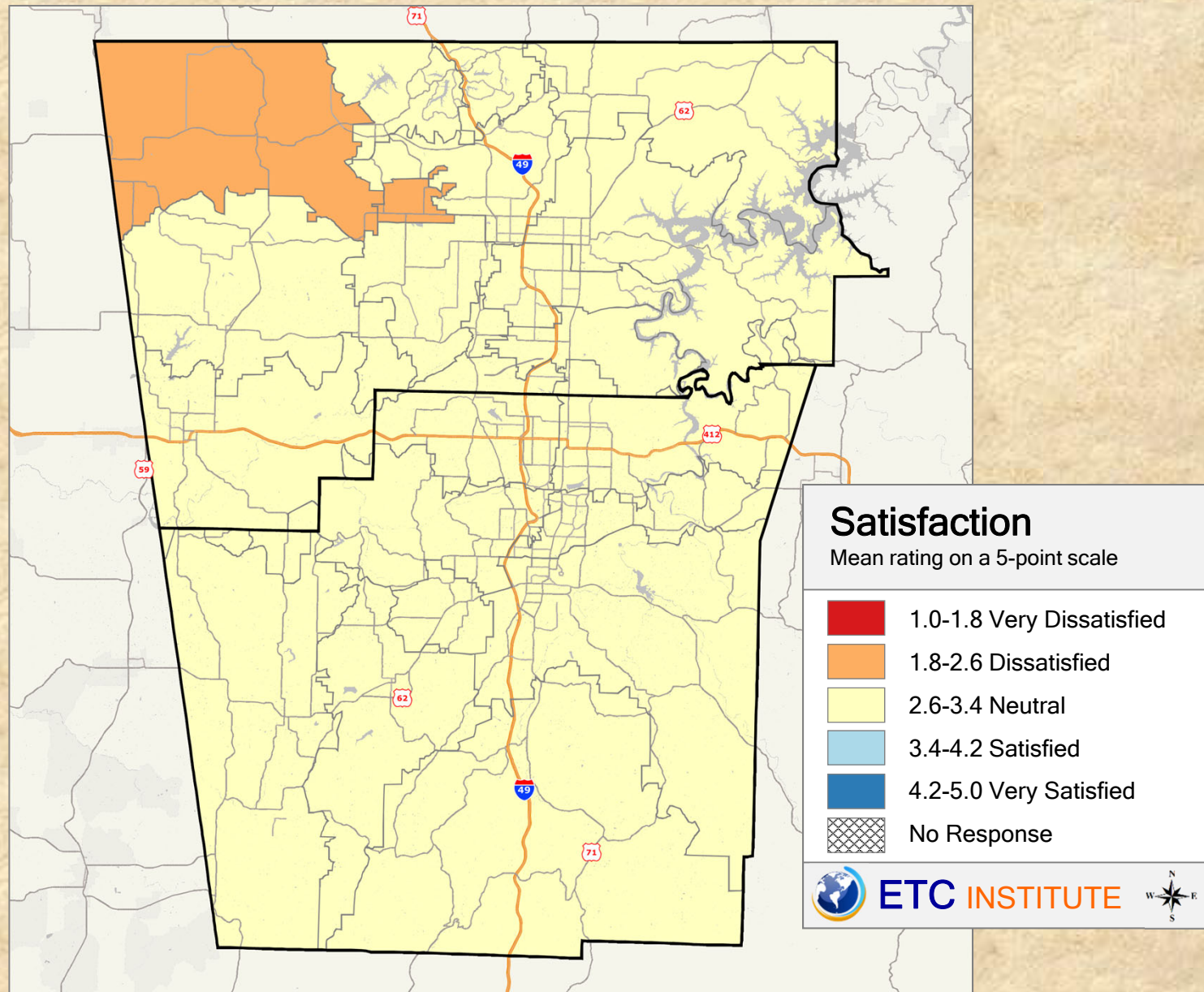
Q10.10 Satisfaction with the Availability of carpooling service (rideshare)



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

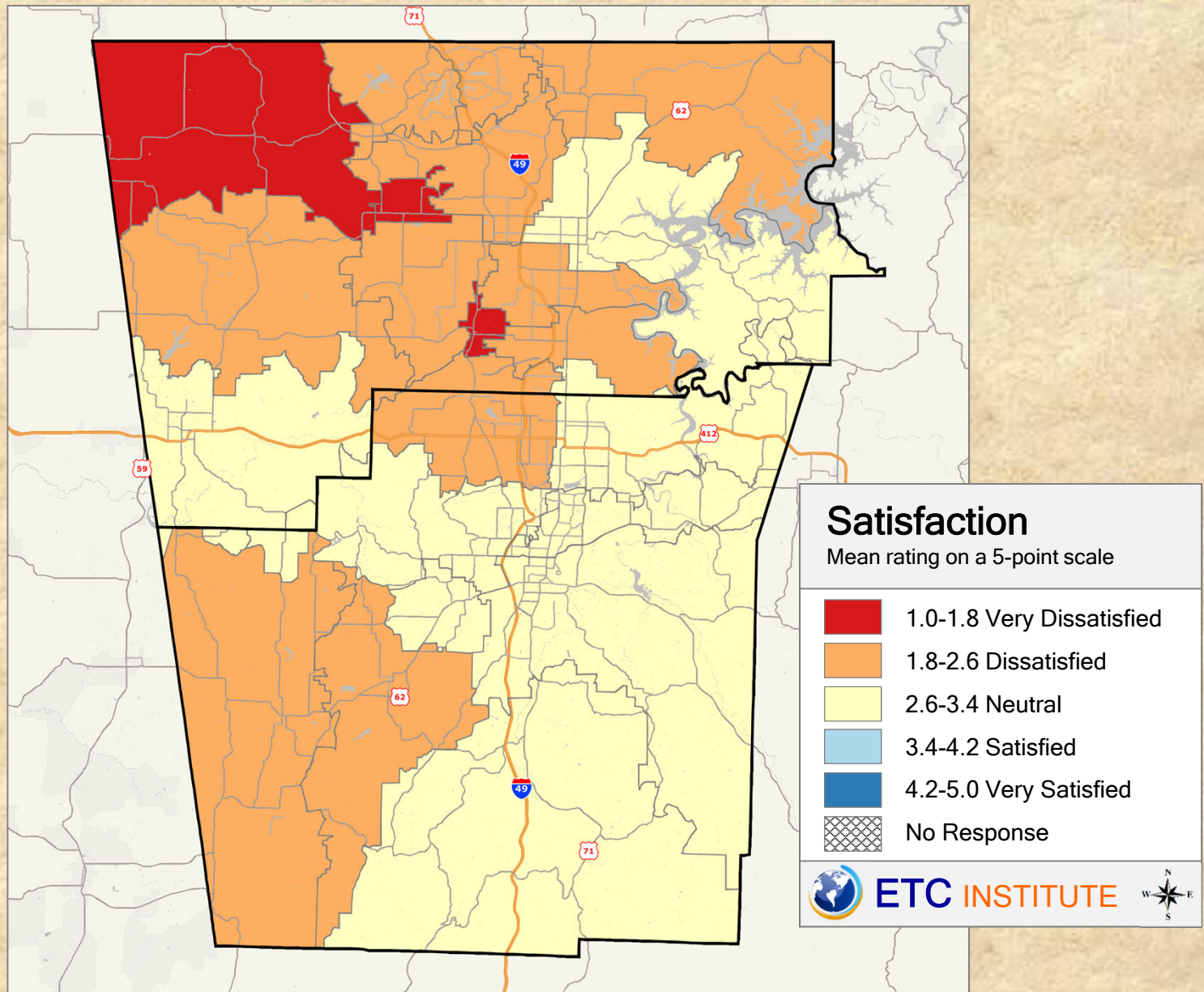
Q10.11 Satisfaction with the Availability of bikeshare service



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

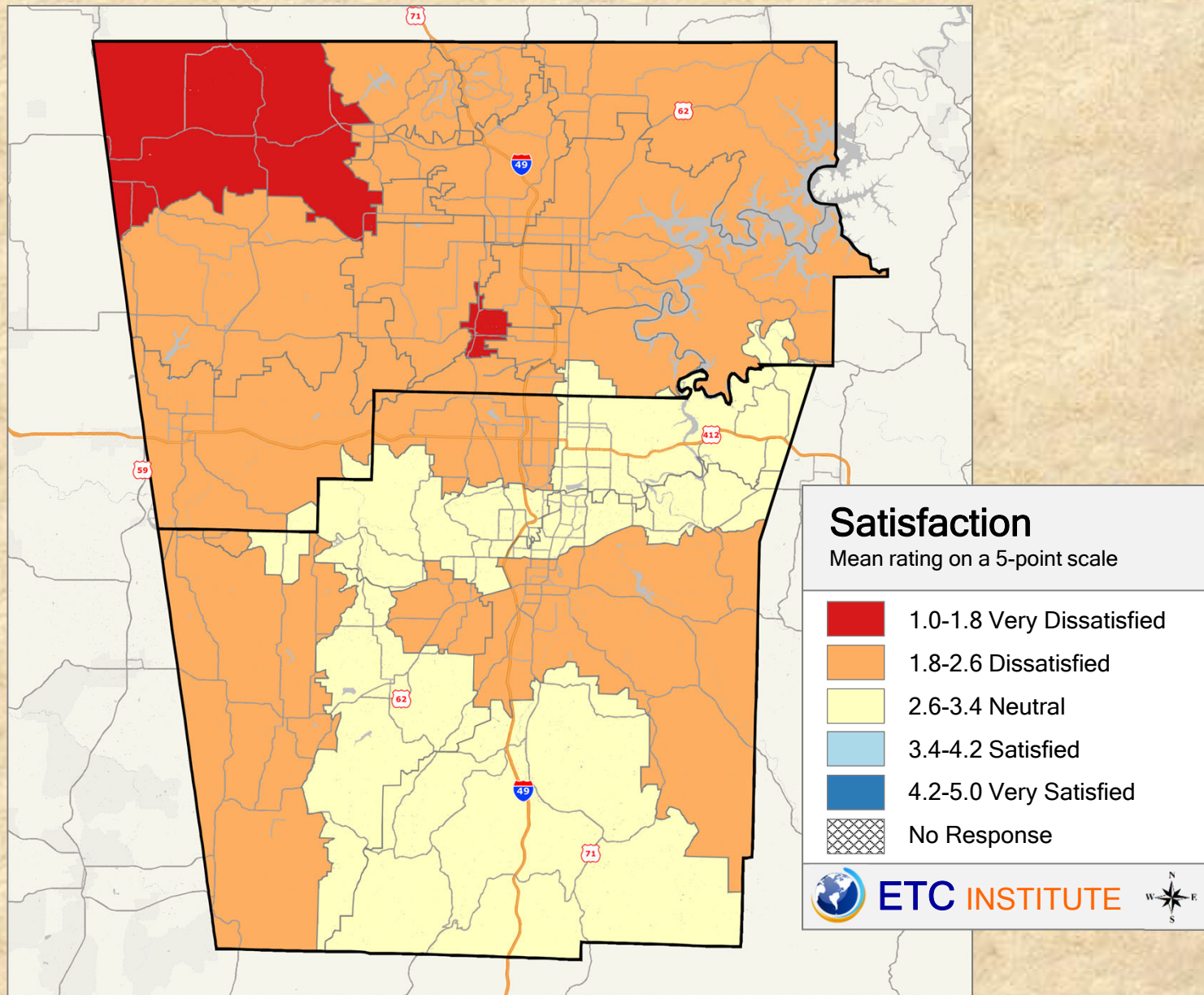
Q10.12 Satisfaction with the Availability of park and ride facilities



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

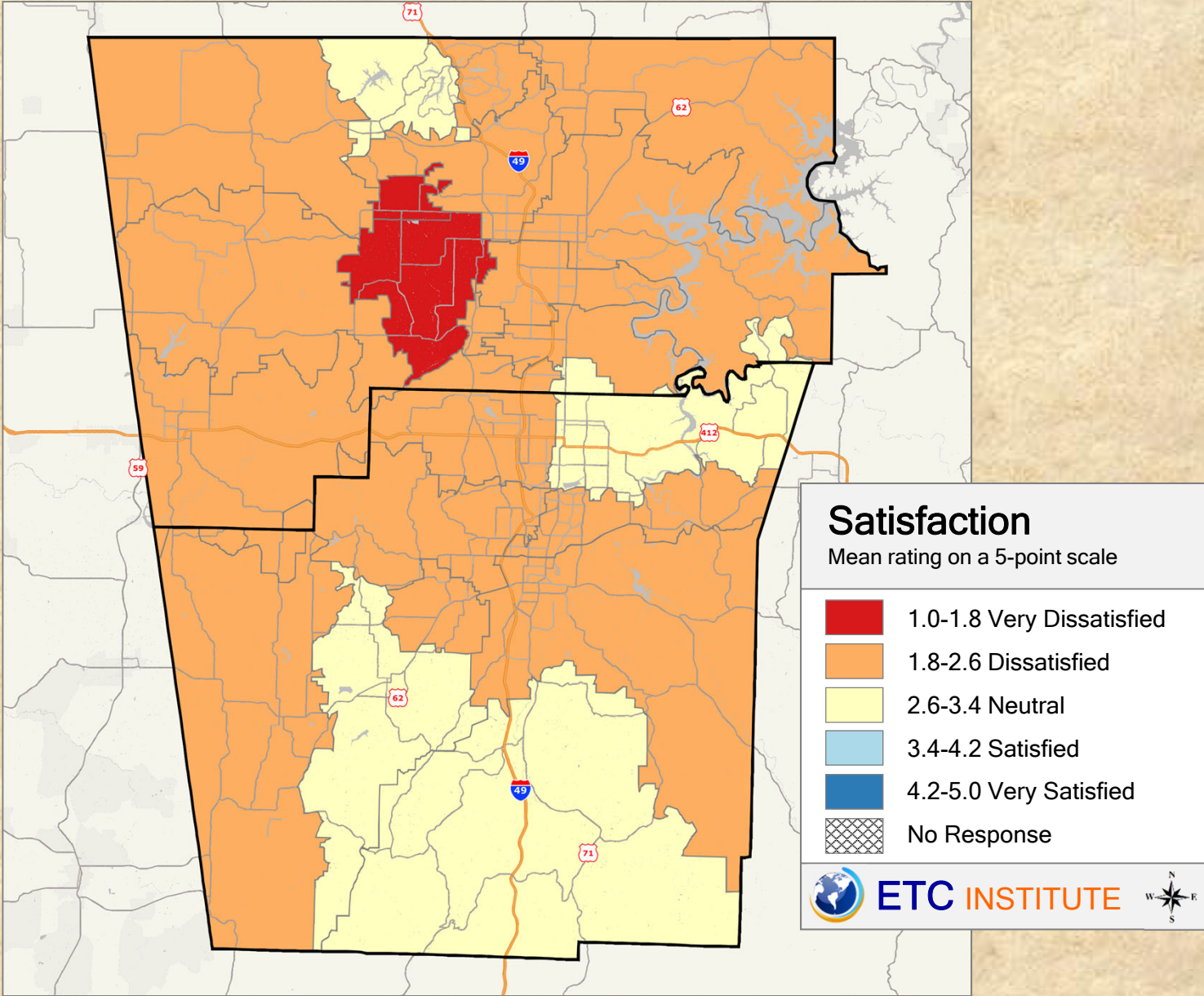
Q10.13 Satisfaction with the Speed of travel by bus in the region



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

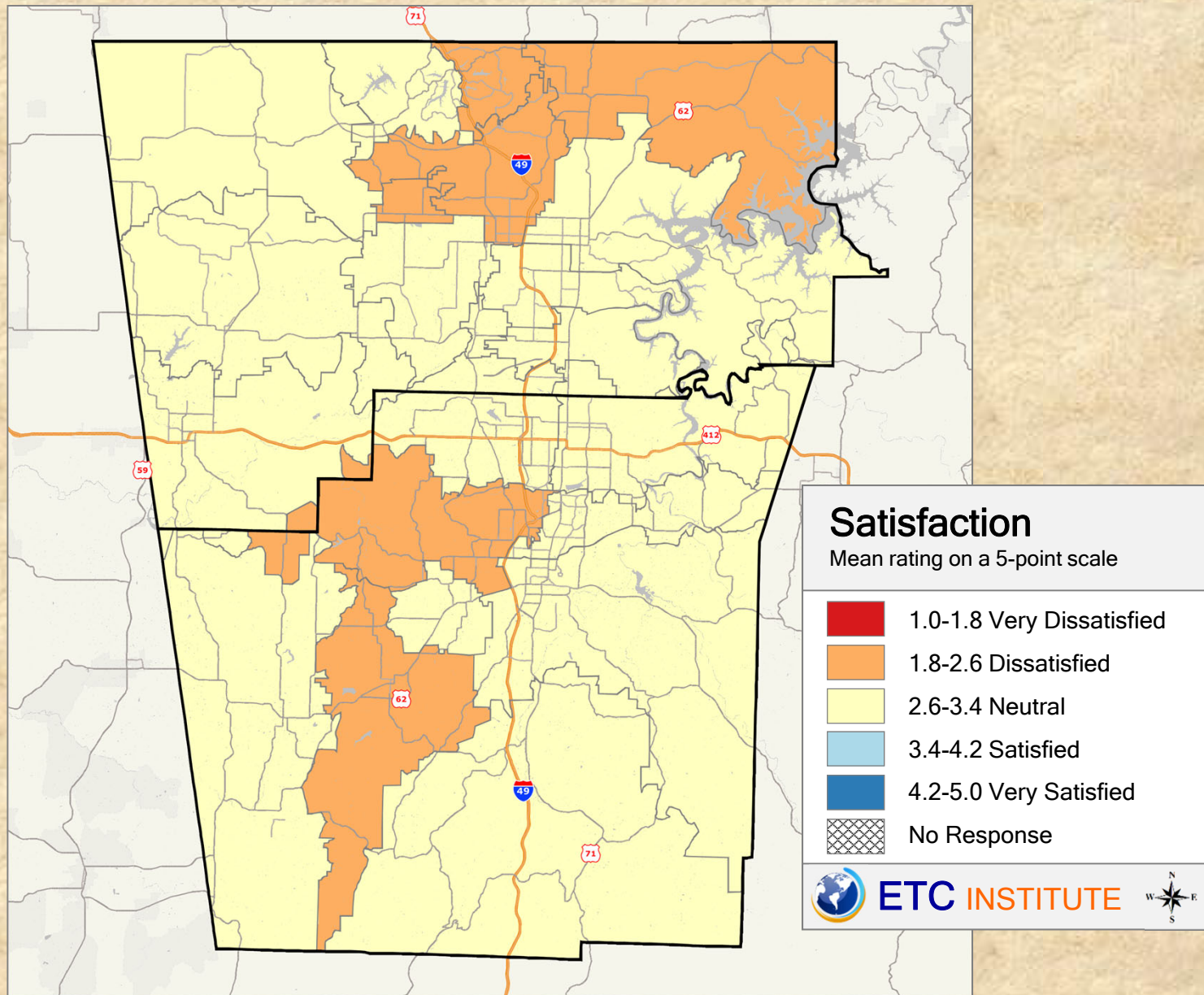
Q10.14 Satisfaction with the Affordability of flights in the region



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

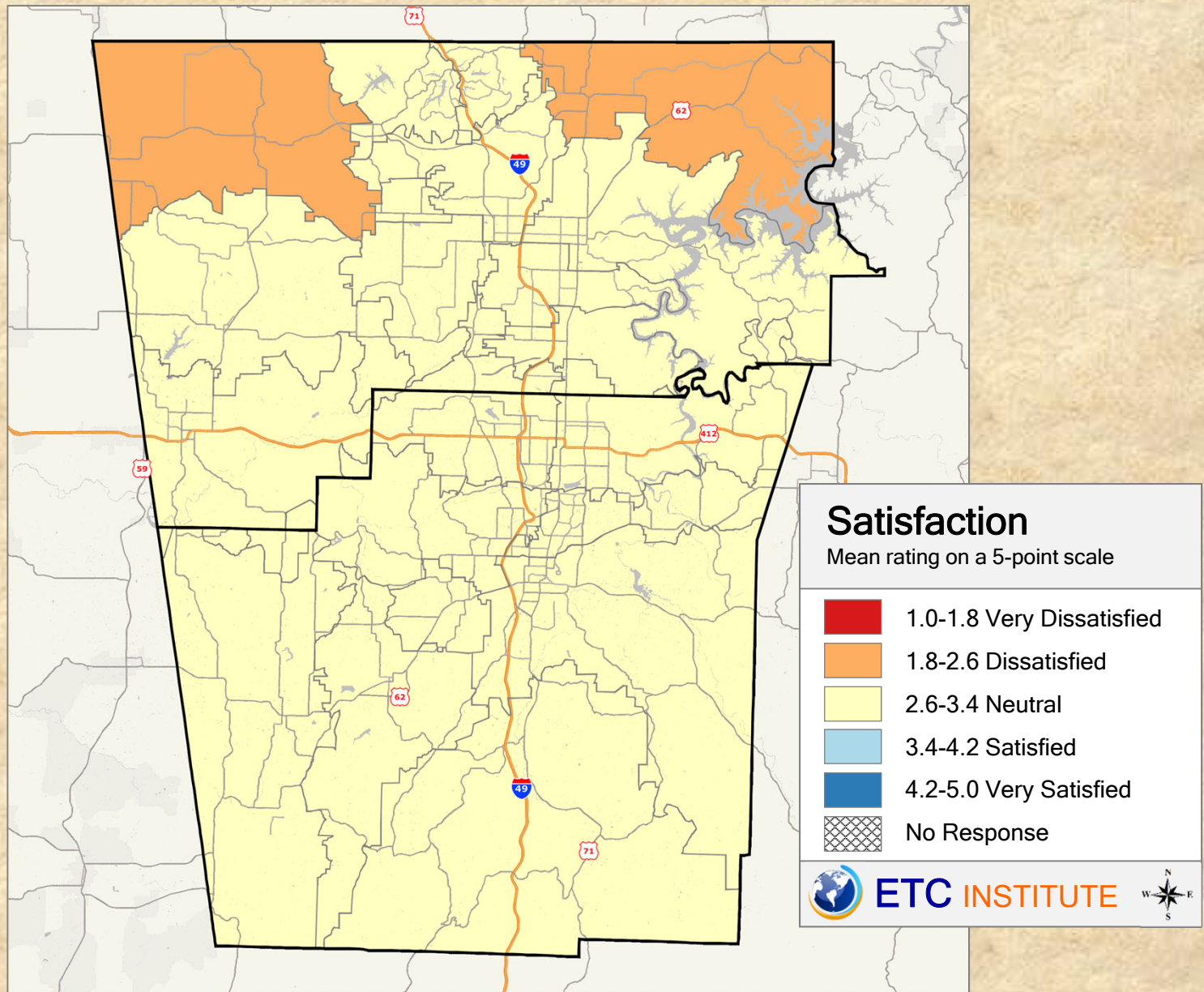
Q10.15 Satisfaction with the Adequate flight routes provided by XNA



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

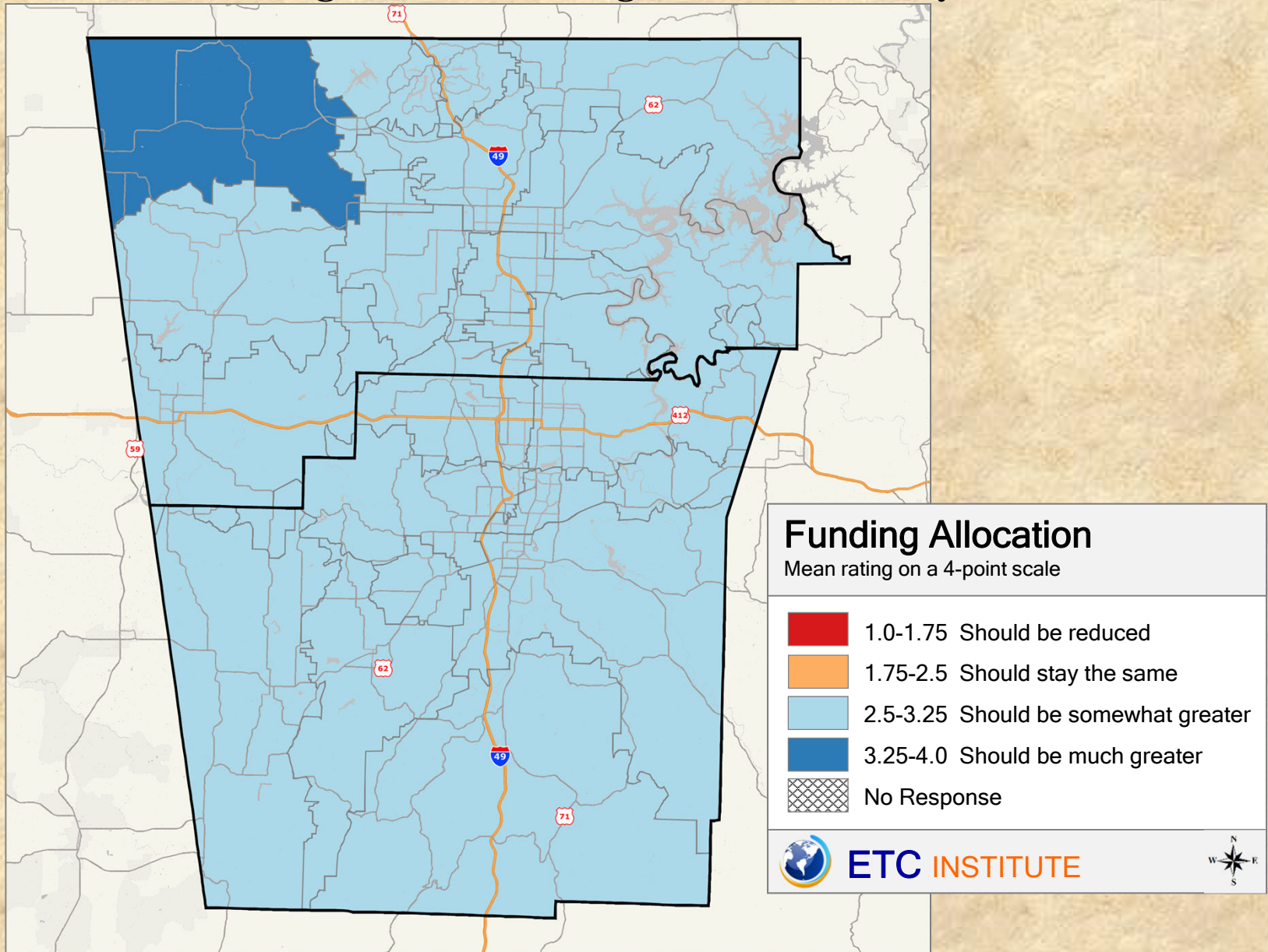
Q10.16 Satisfaction with the Convenient flight times provided by XNA



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

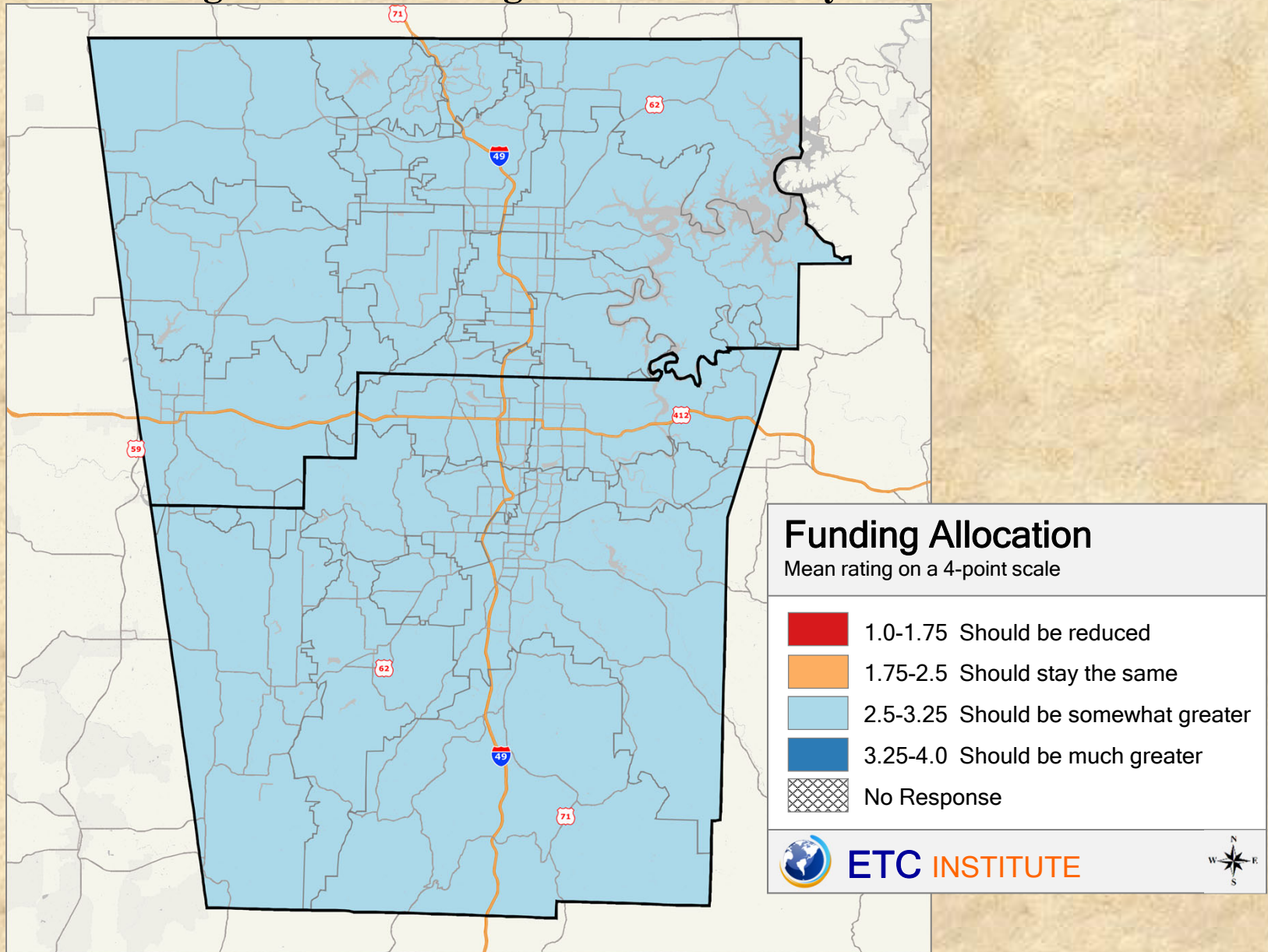
Q12. How the current level of funding for road and highway improvements in the region should change over the next 5 years



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

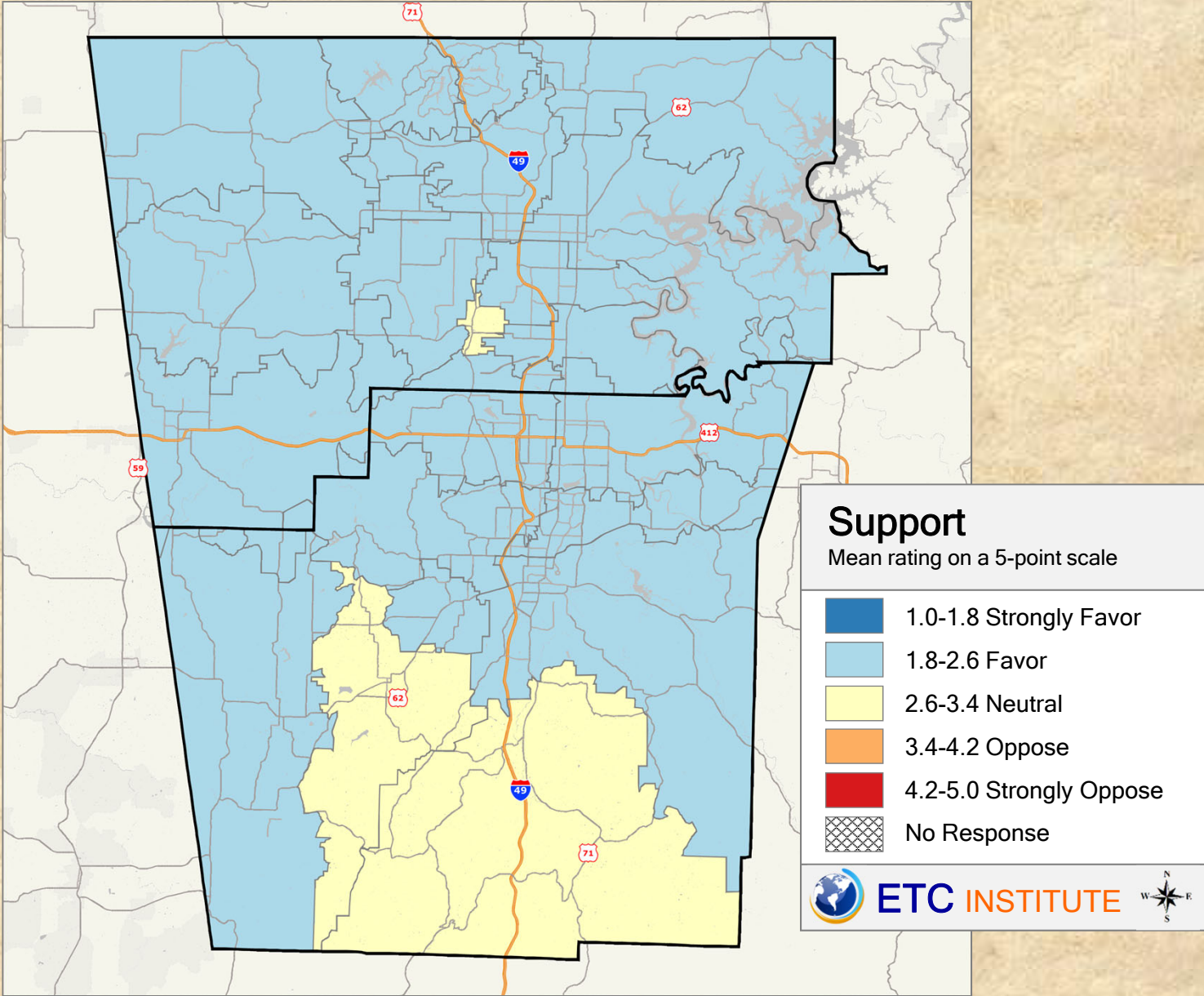
Q13. How the current level of funding for public transportation in the region should change over the next 5 years



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

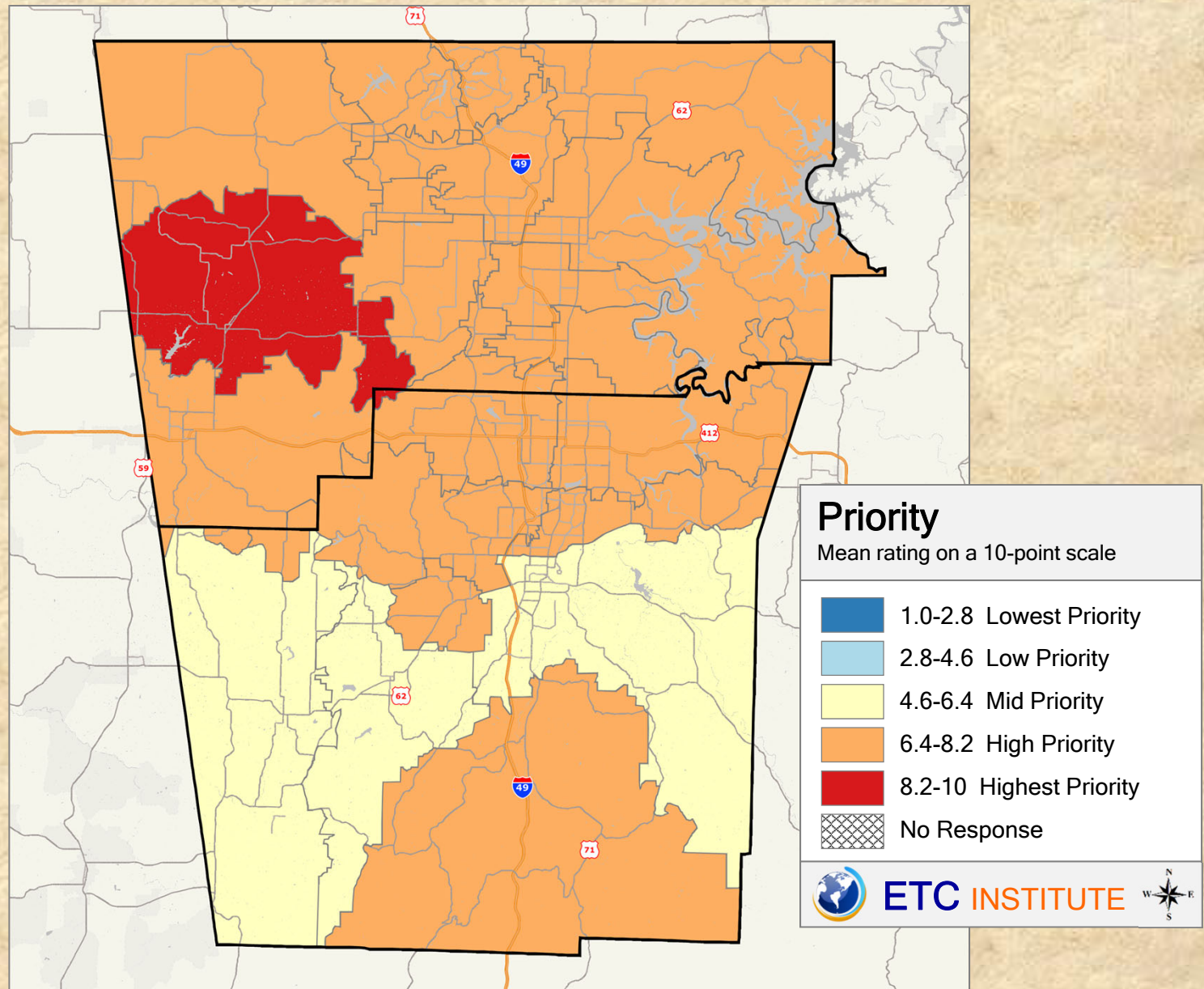
Q14. Level of support for developing a regional passenger rail project



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

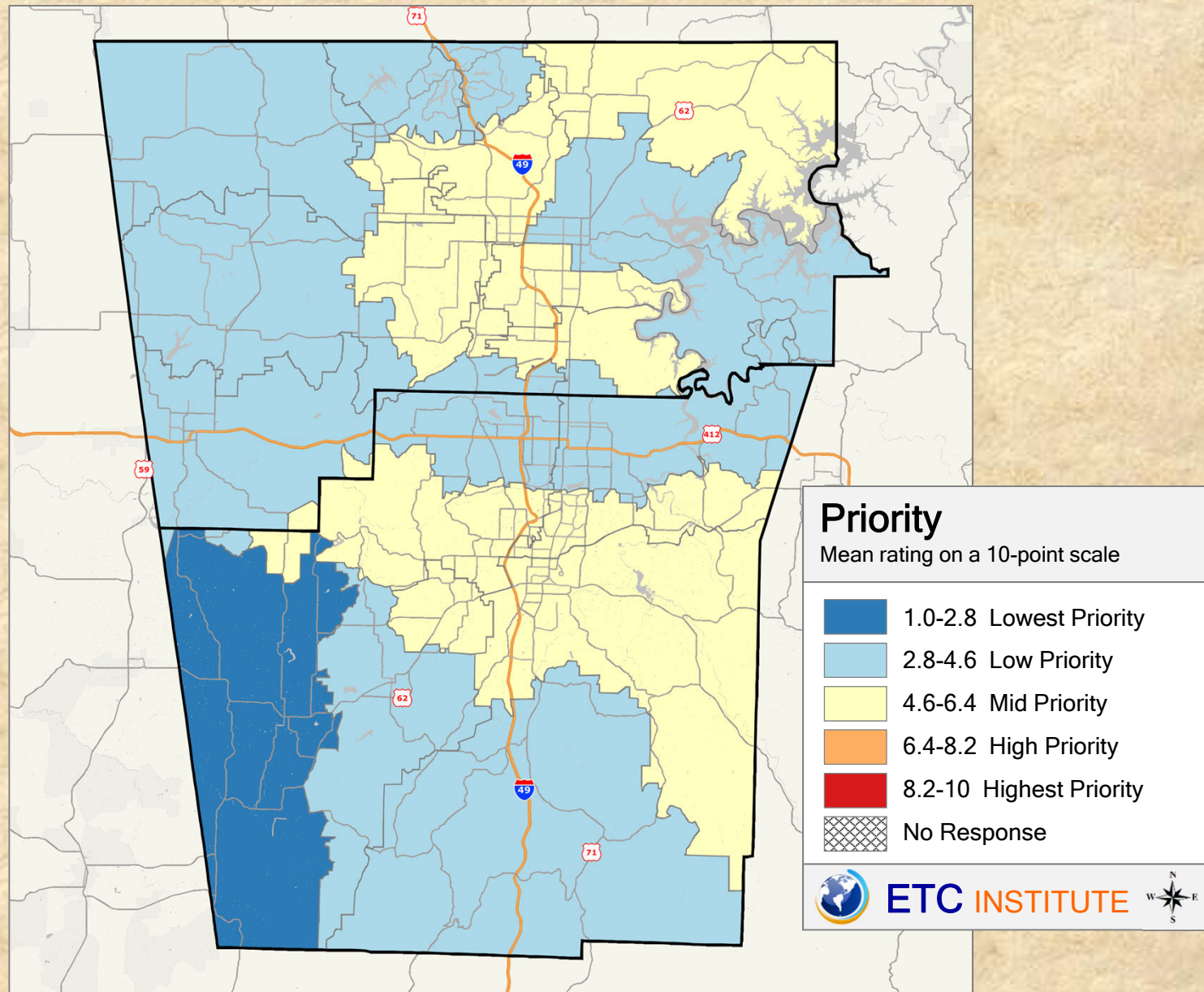
Q15.1 Level of priority that should be placed on Widening freeways by adding lanes



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

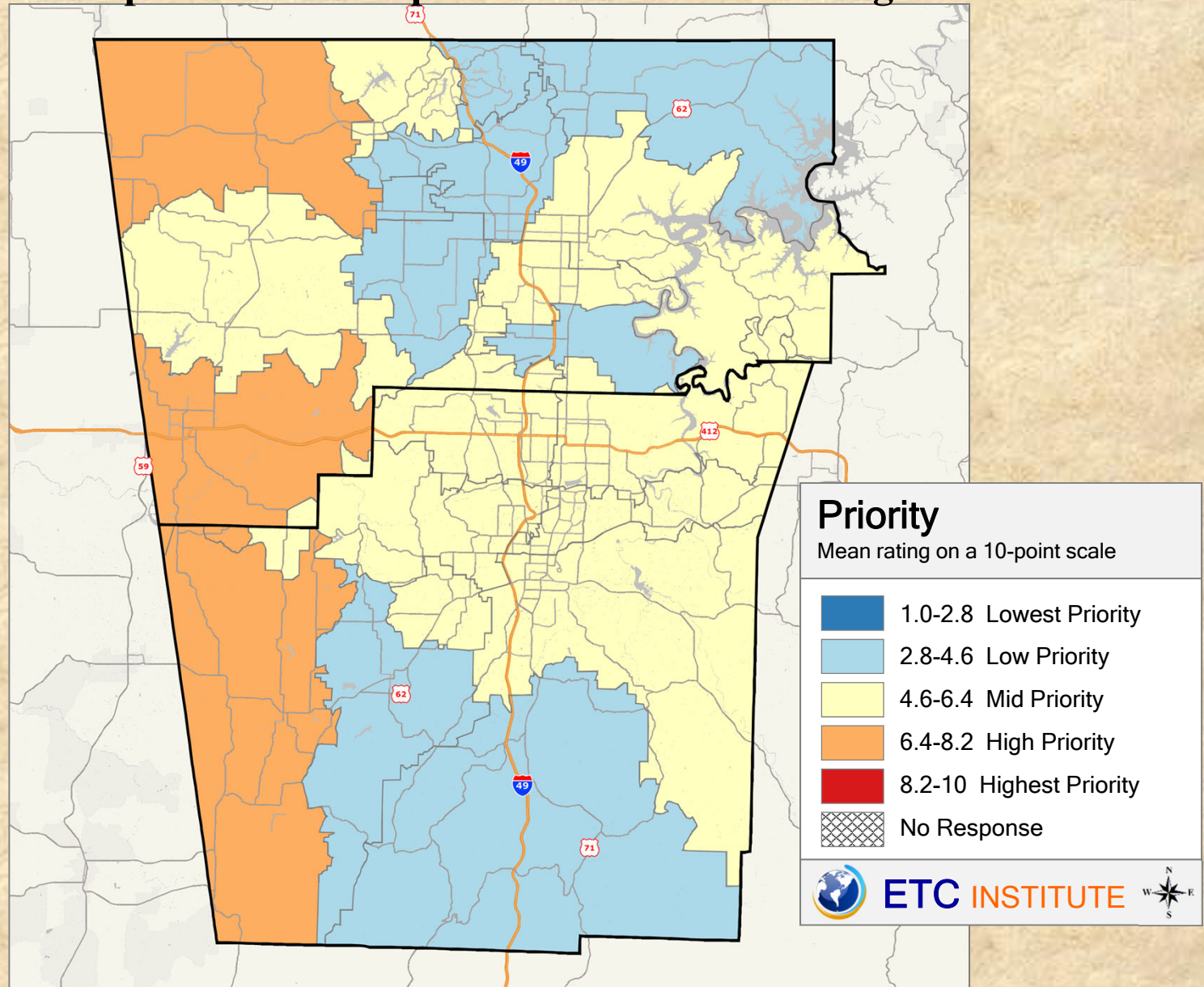
Q15.2 Level of priority that should be placed on Building a network of bicycle lanes



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

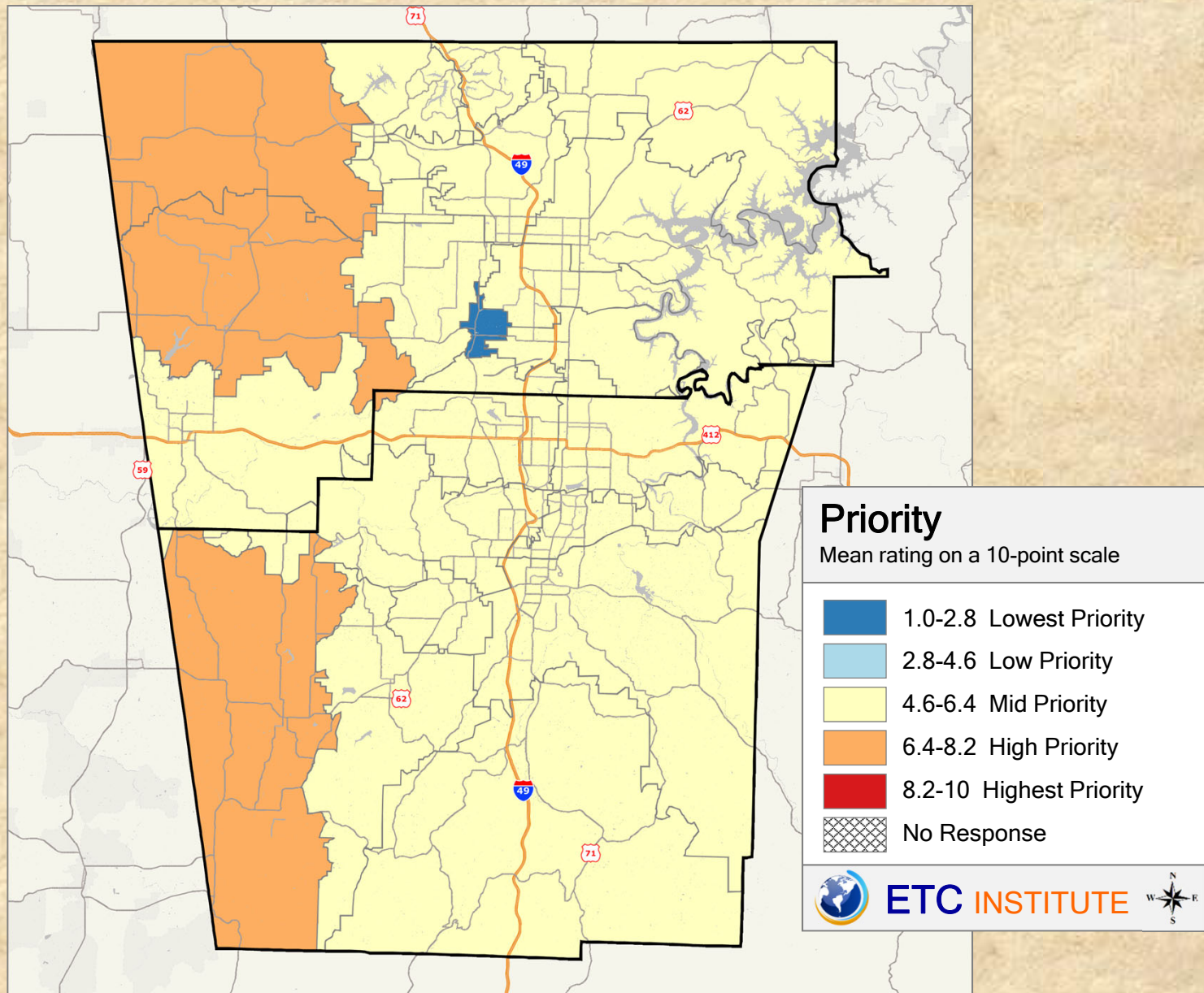
Q15.3 Level of priority that should be placed on Building overpasses or underpasses at railroad crossings



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

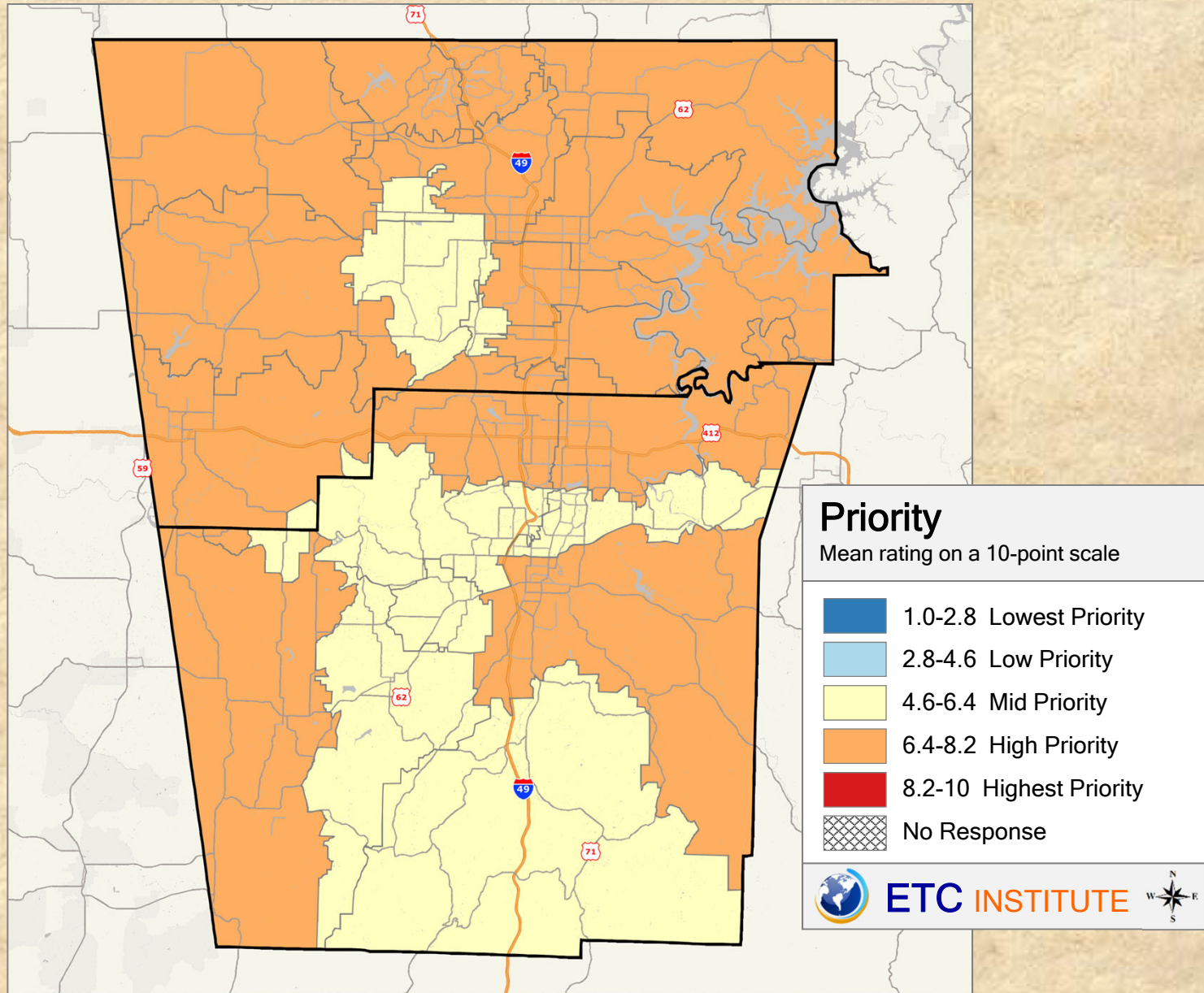
Q15.4 Level of priority that should be placed on Building (HOV) lanes on freeways for buses and carpools



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

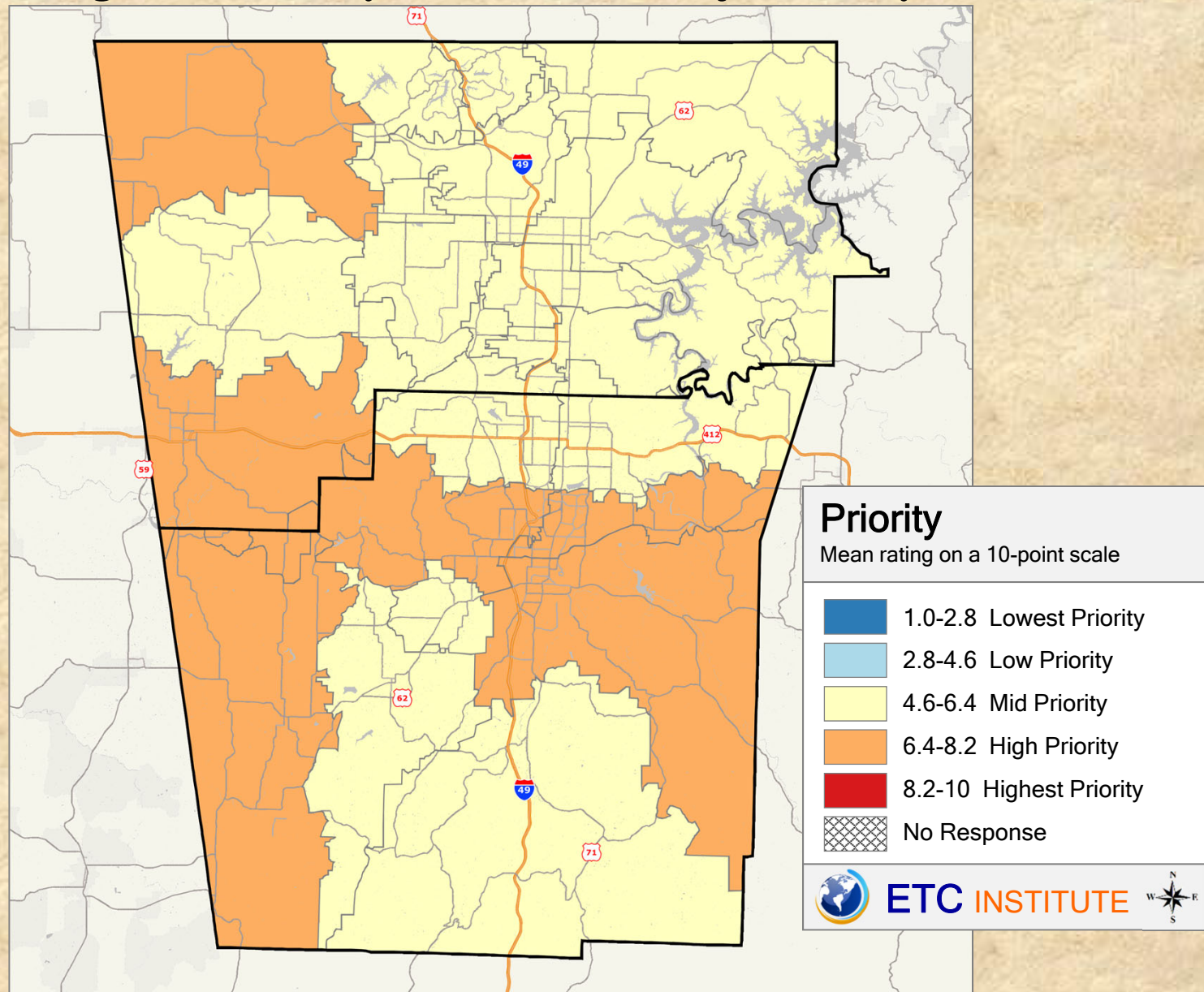
Q15.5 Level of priority that should be placed on Expanding public transit with more bus routes, expanded service hours, and more frequent service



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

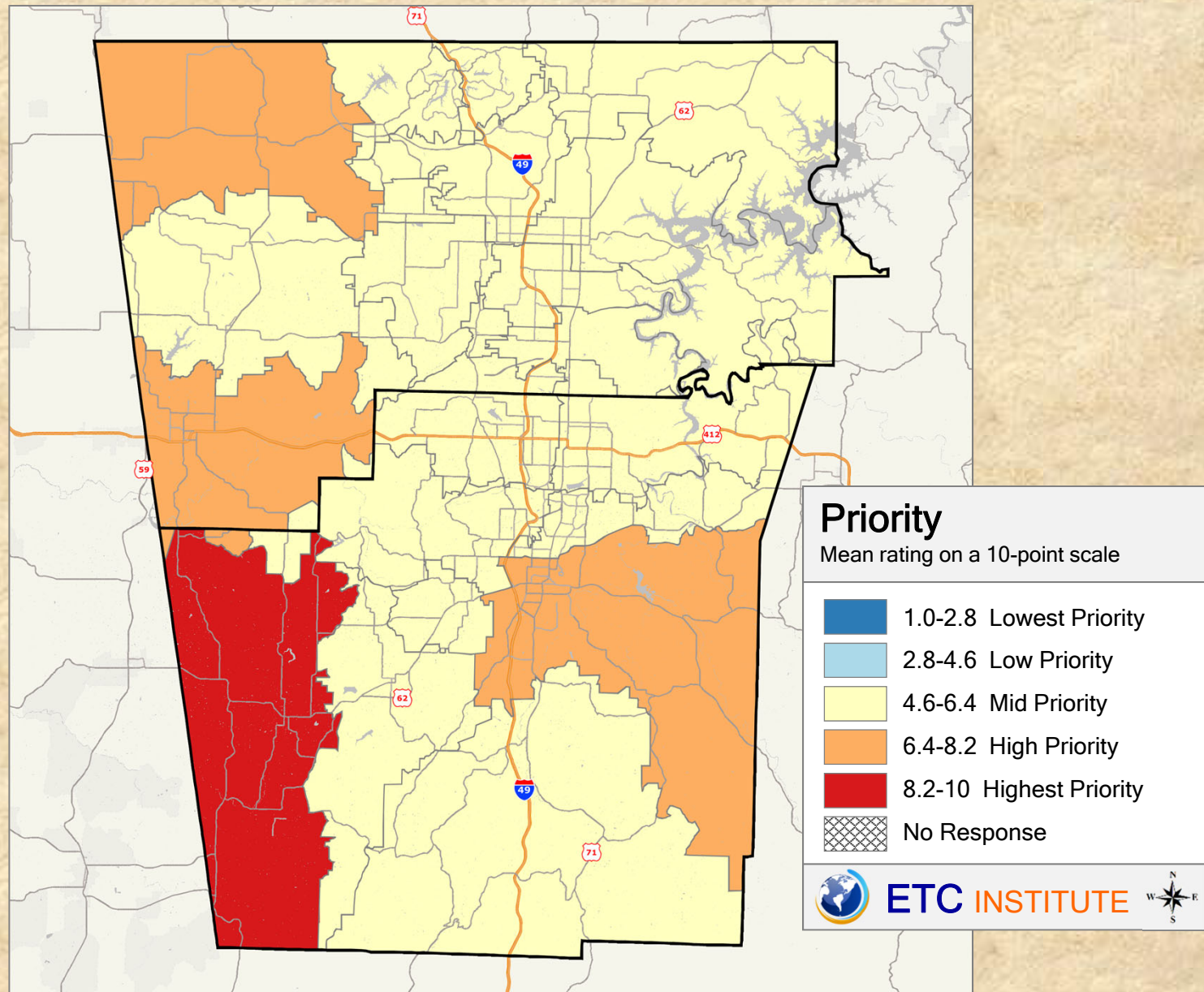
Q15.6 Level of priority that should be placed on Building commuter light rail to carry commuters to major activity centers



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

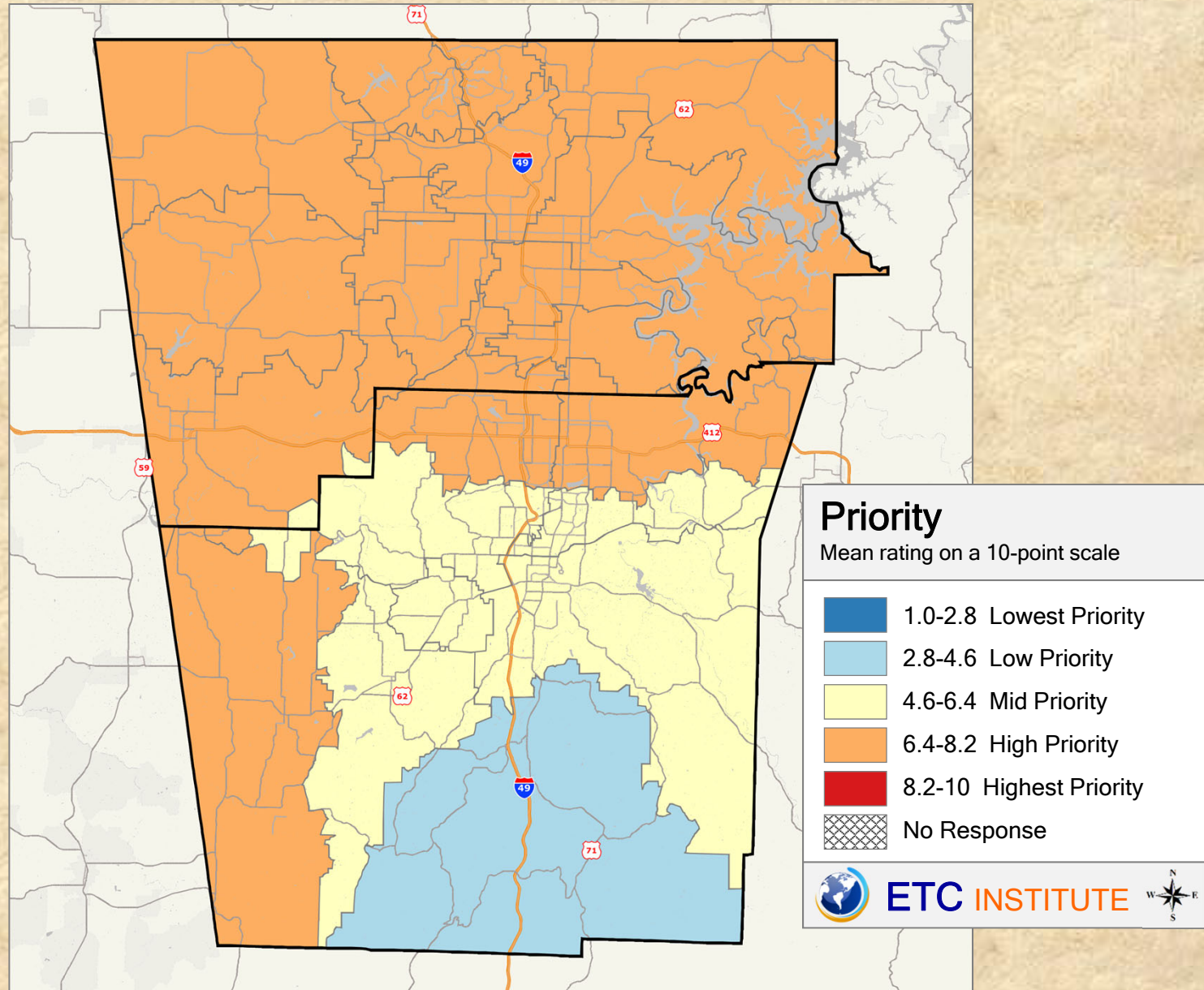
Q15.7 Level of priority that should be placed on Developing Bus Rapid Transit



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

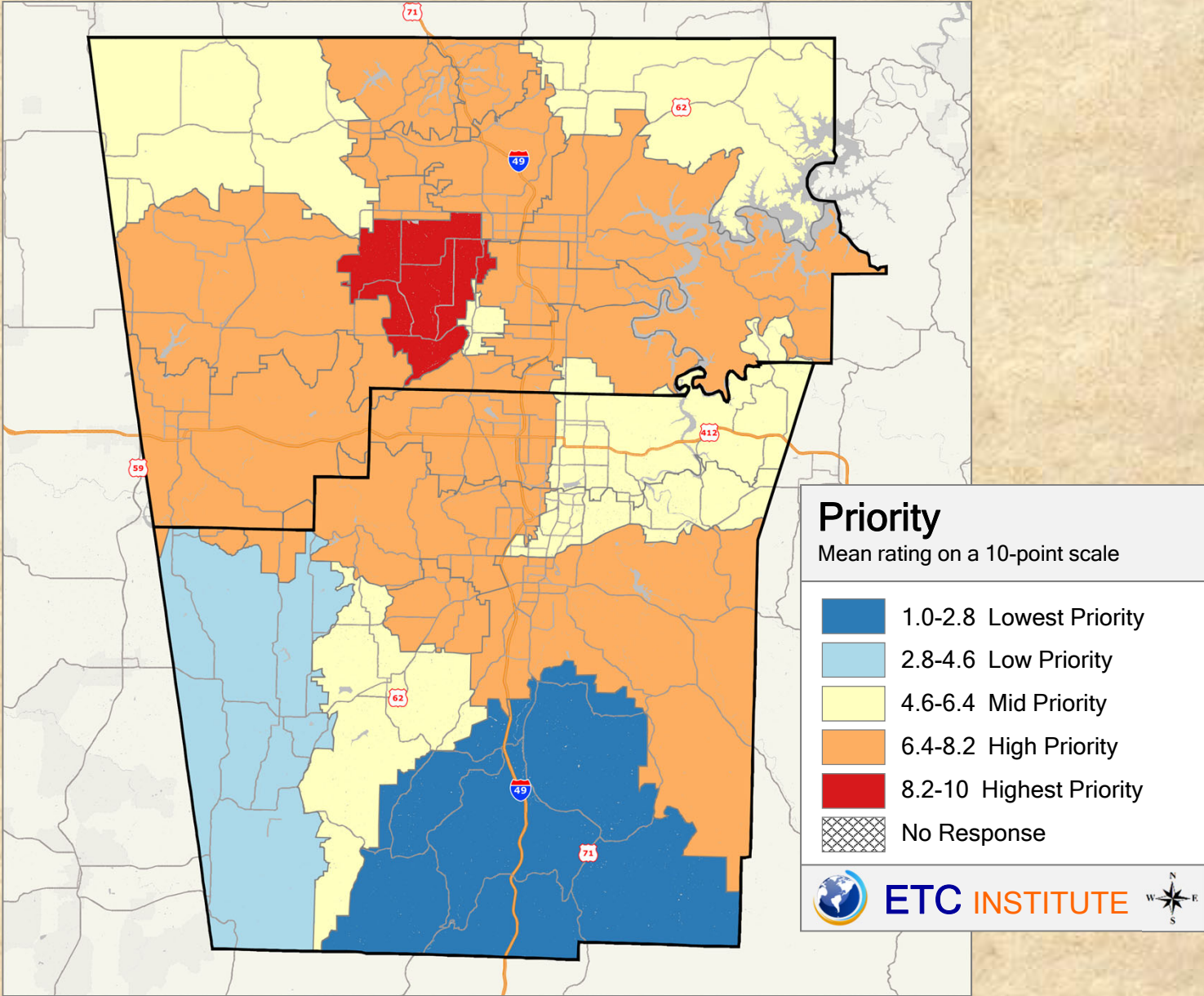
Q15.8 Level of priority that should be placed on Rerouting truck traffic or finding another solution to keep freight traffic separate from local traffic on freeways



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

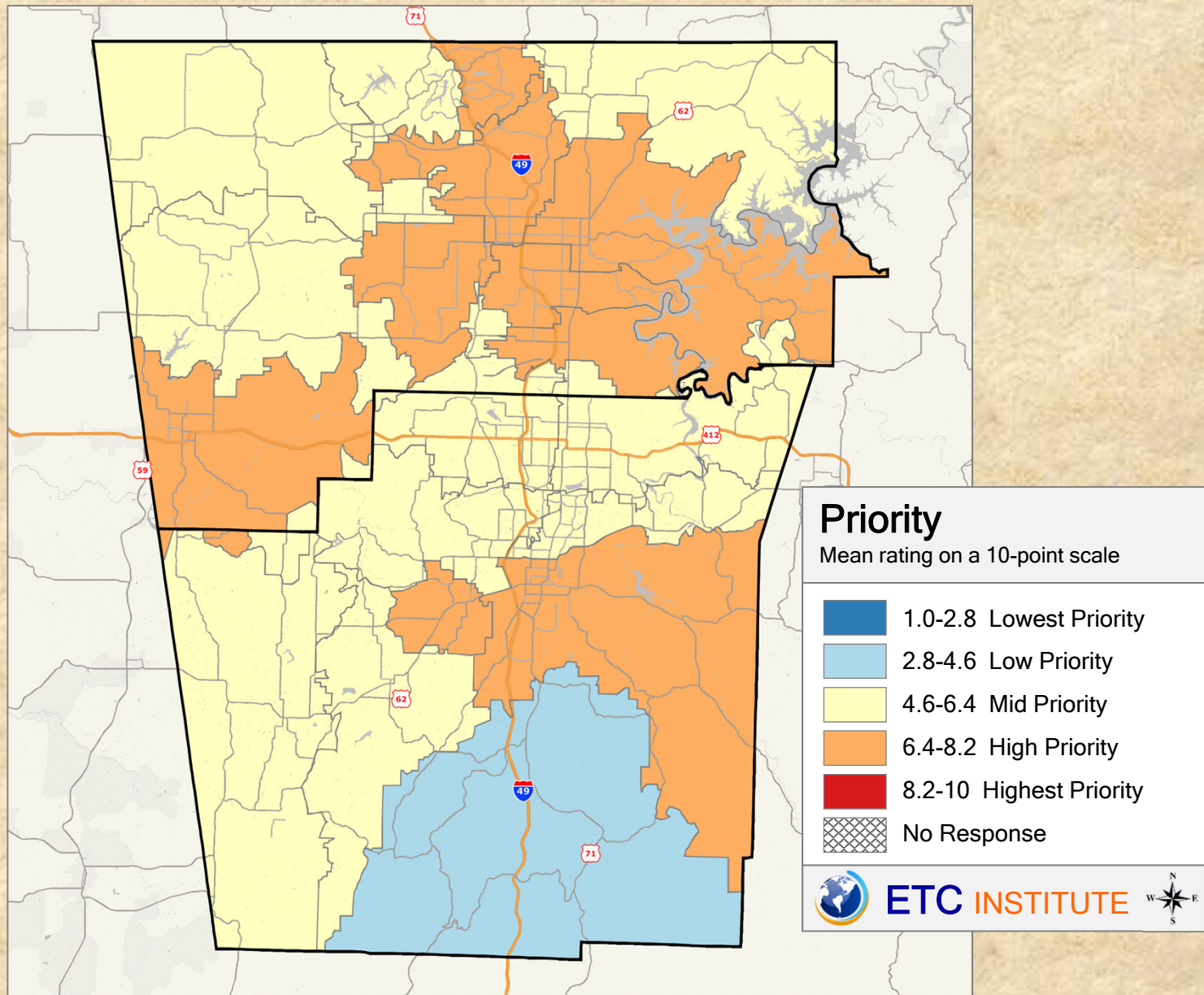
Q15.9 Level of priority that should be placed on Reducing congestion



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

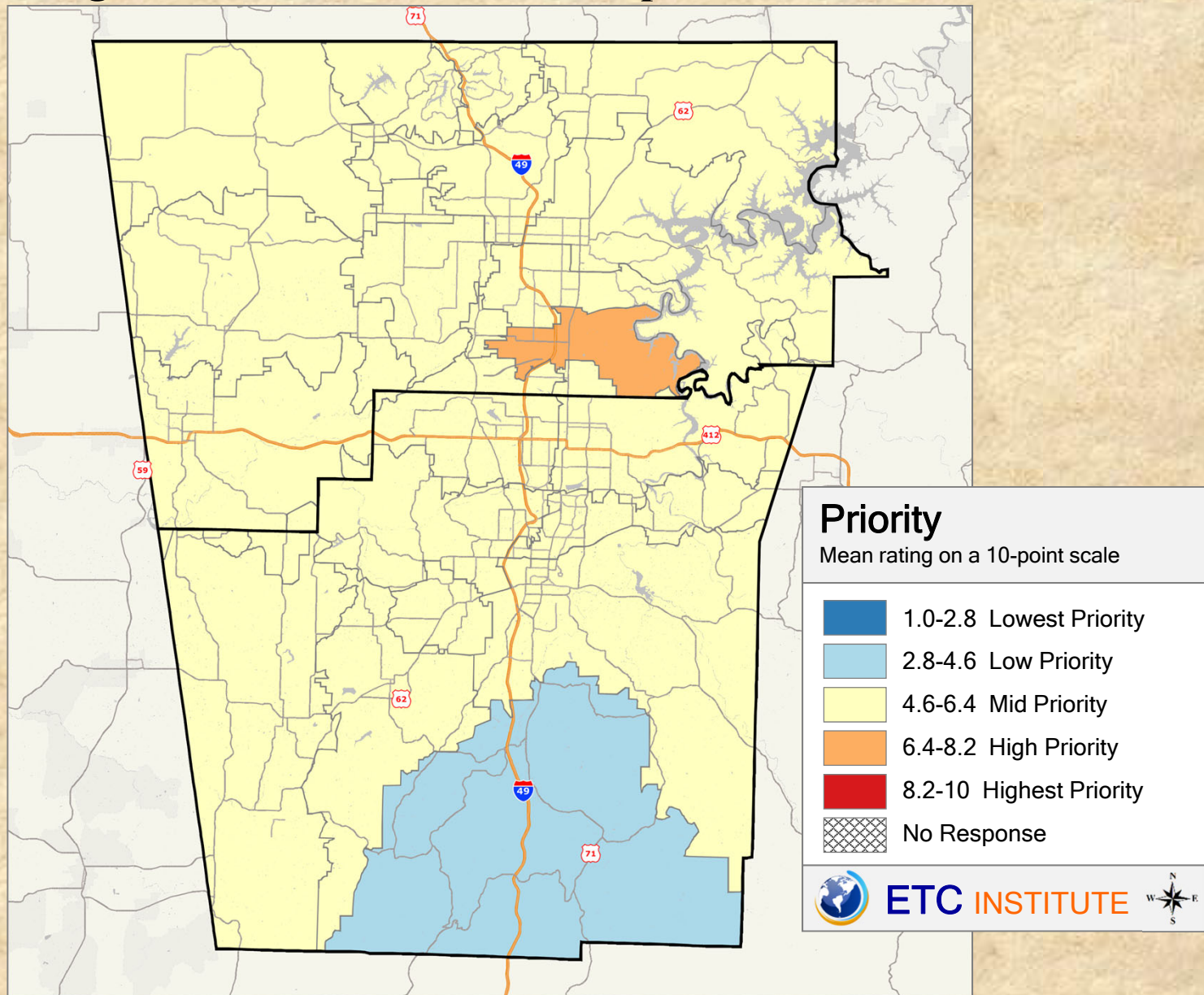
Q15.10 Level of priority that should be placed on Building, widening, or repairing existing sidewalks



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

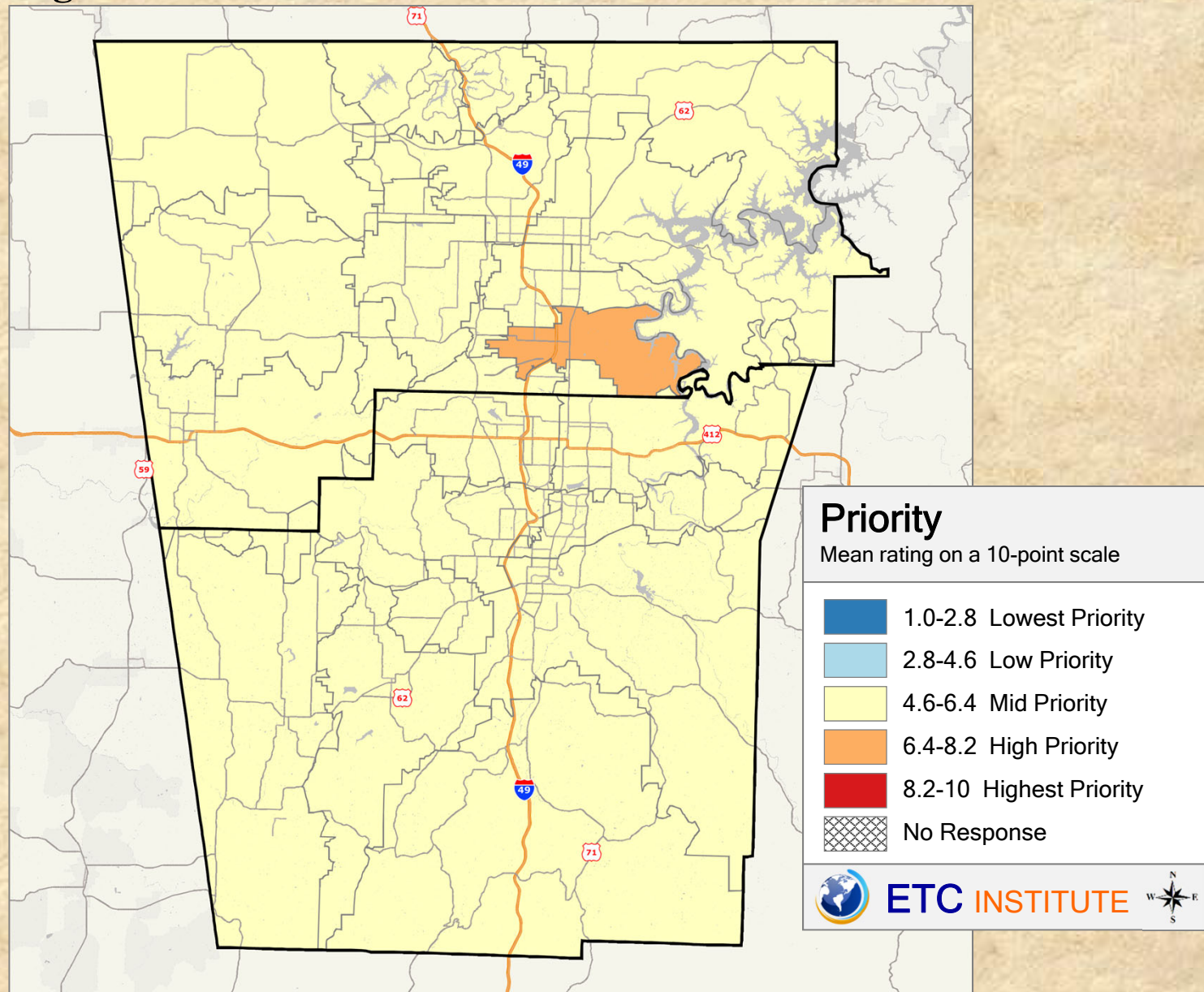
Q15.11 Level of priority that should be placed on Building shelters, benches, and other pedestrian amenities



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

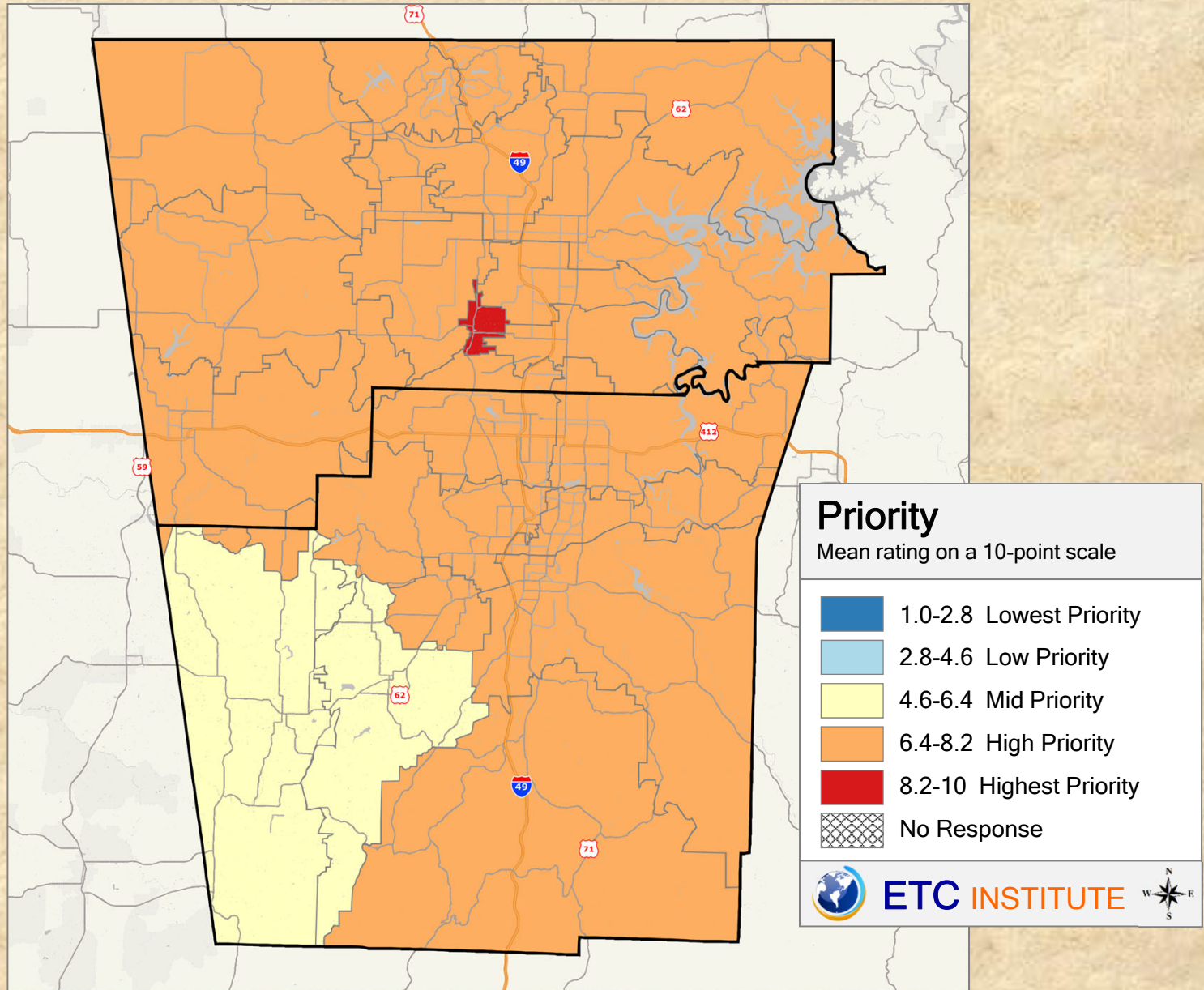
Q15.12 Level of priority that should be placed on Expanding carpool and vanpool programs to reduce the number of vehicles on the road



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

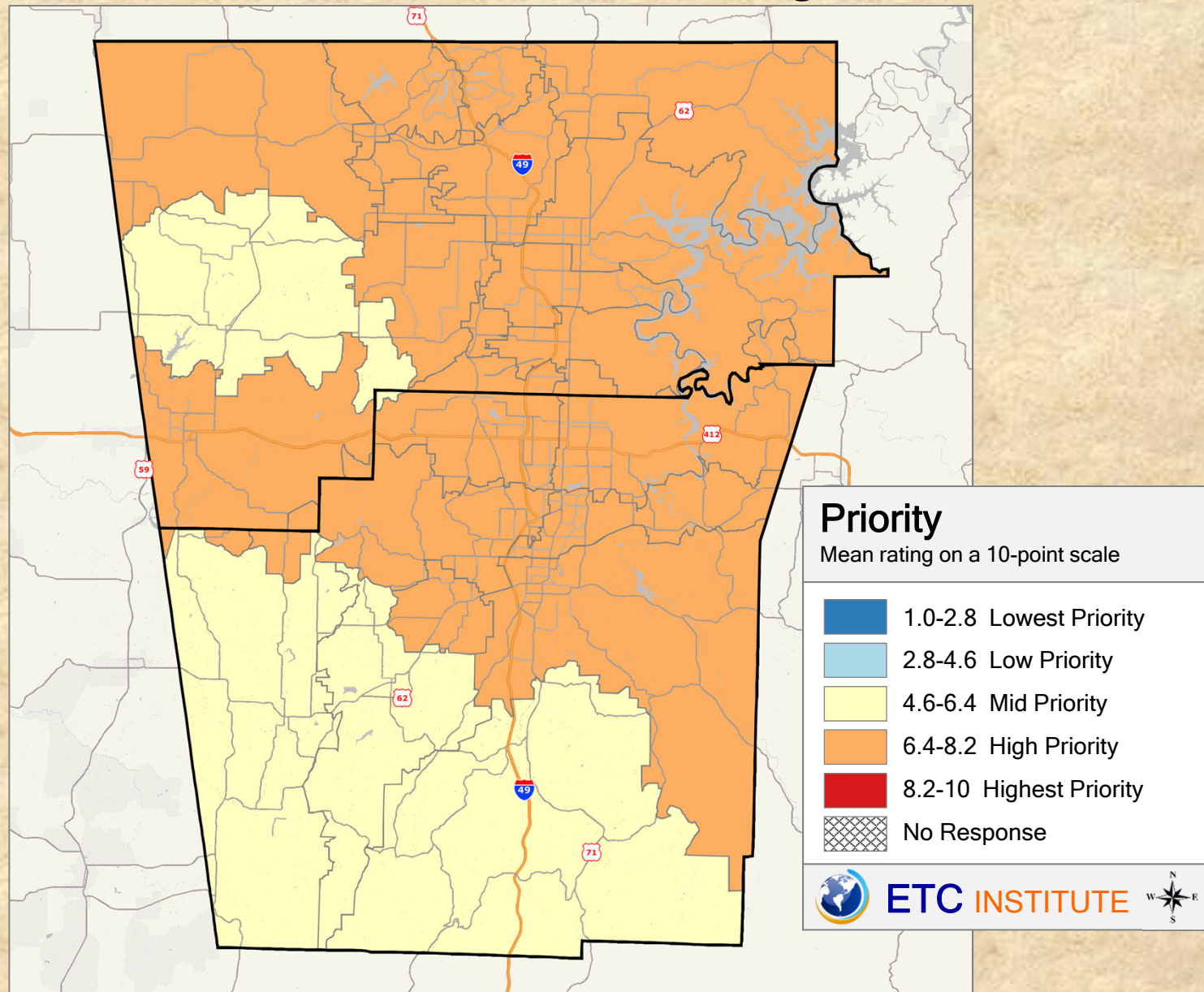
Q15.14 Level of priority that should be placed on Using information technology to enhance driver safety and improve traffic flow



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

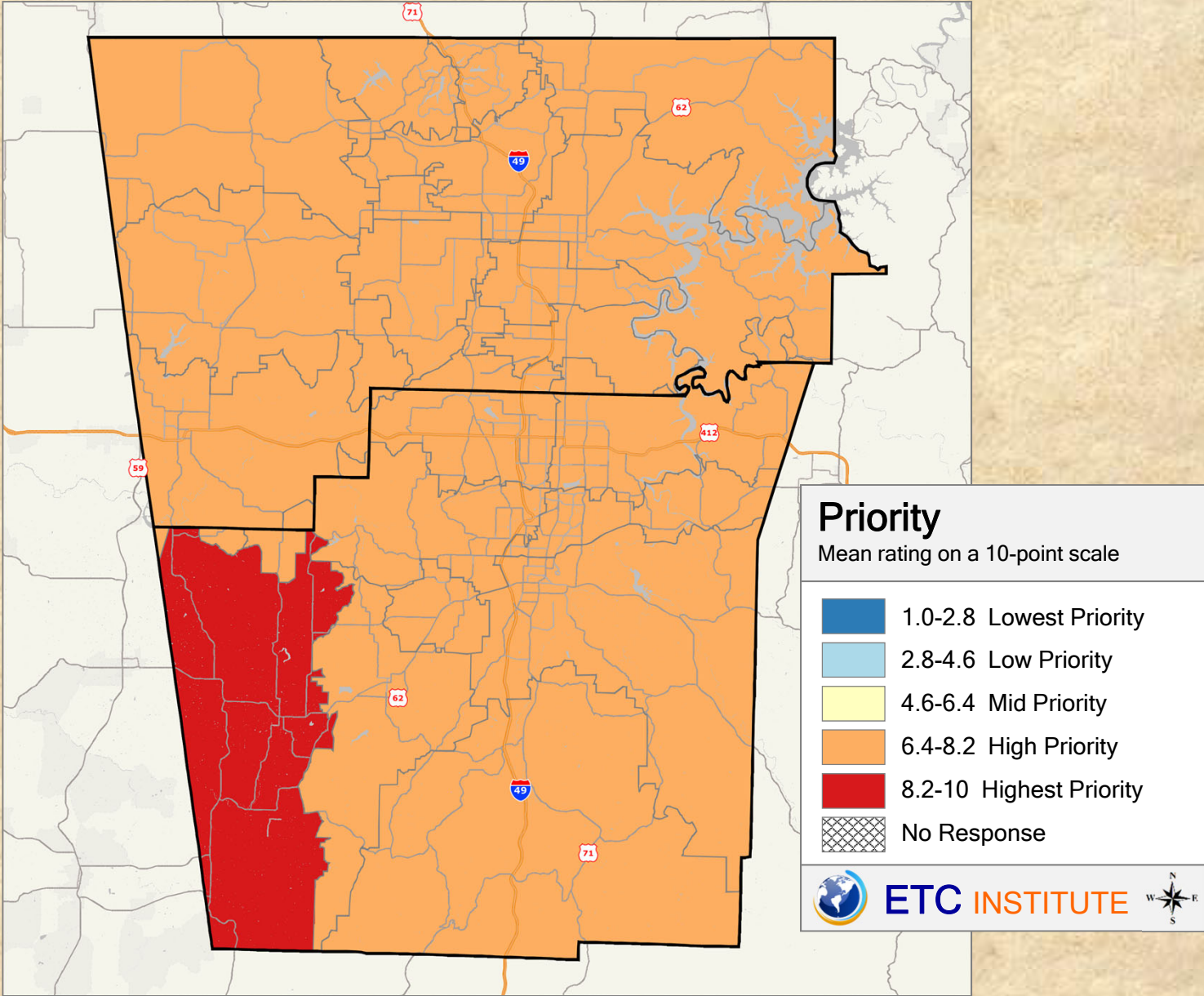
Q15.15 Level of priority that should be placed on Acquiring land for traffic corridors and roads in future growth areas



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

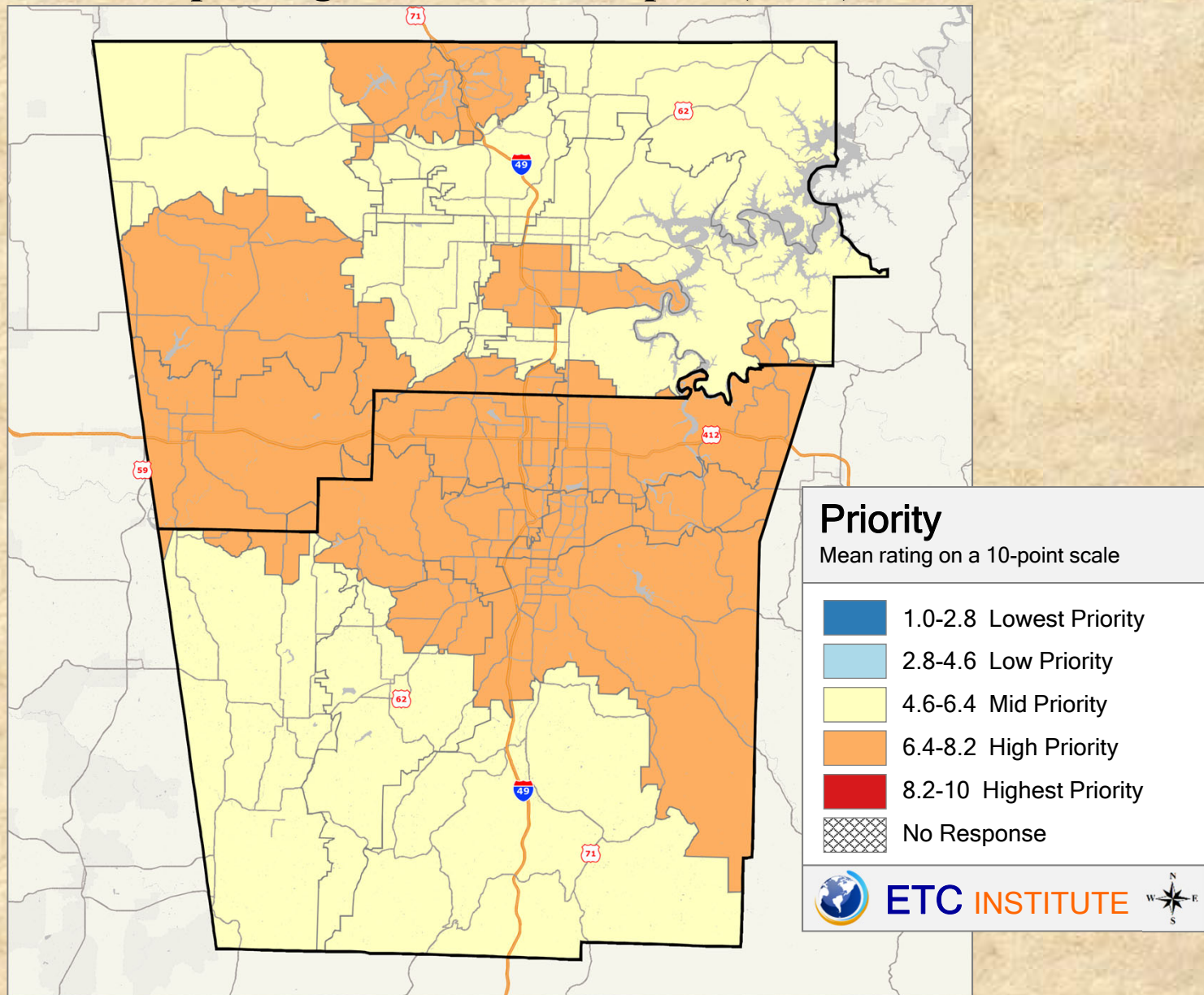
Q15.16 Level of priority that should be placed on Improving transportation services for seniors and persons with disabilities



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

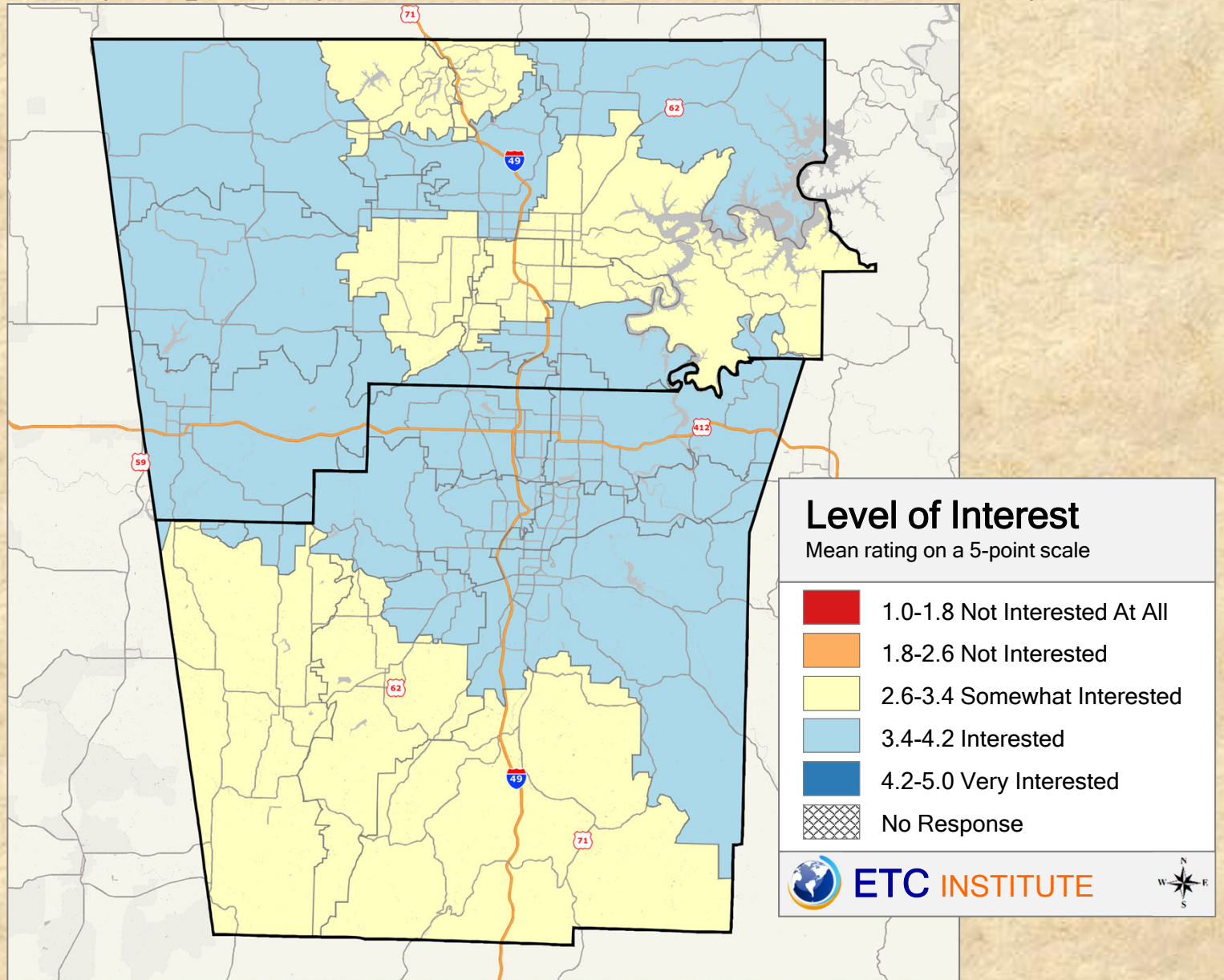
Q15.17 Level of priority that should be placed on Improving access to the Airport (XNA)



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

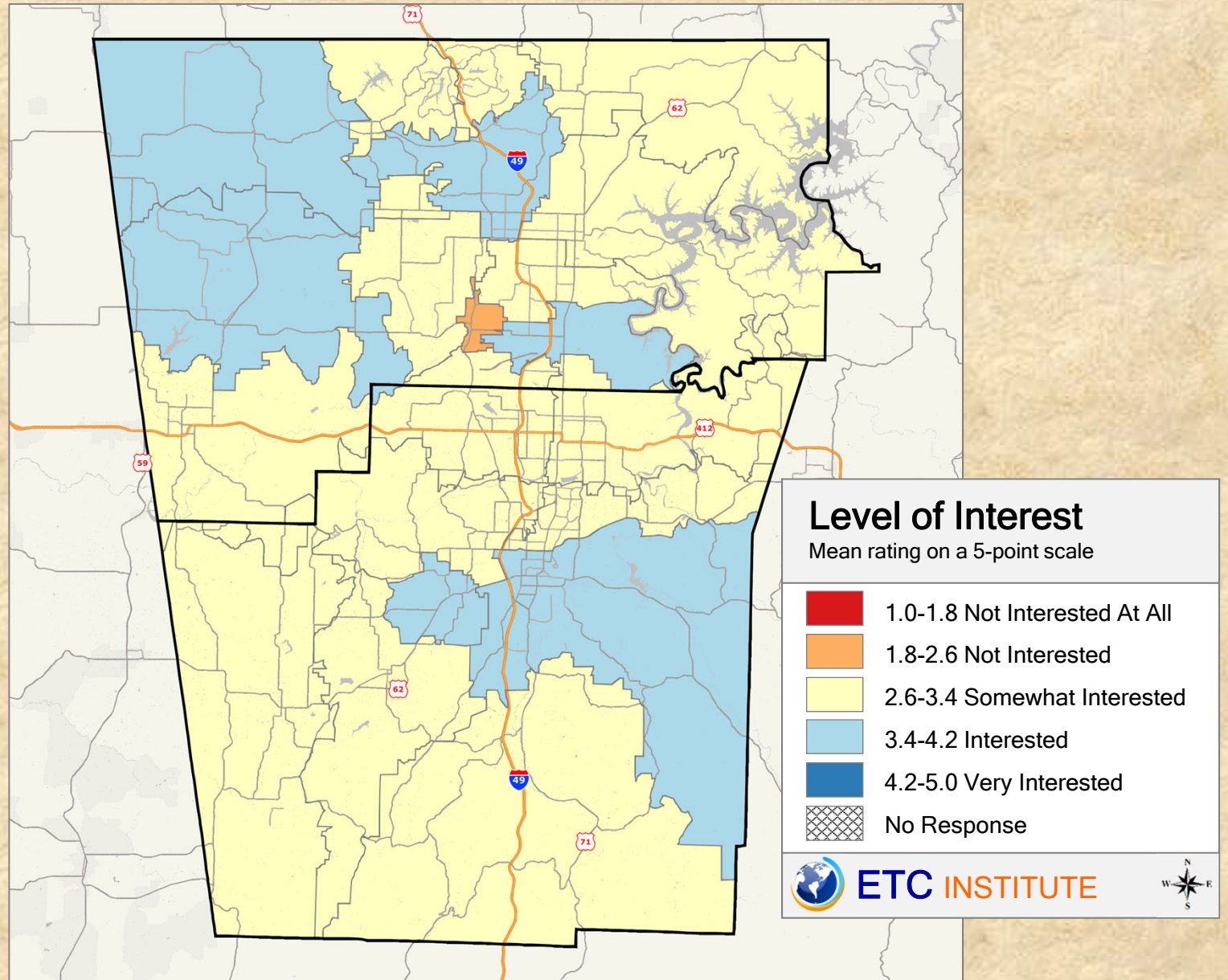
Q20.1 Level of interest in using Passenger rail service that would come by stops every 15 minutes and cost less than travel by car



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

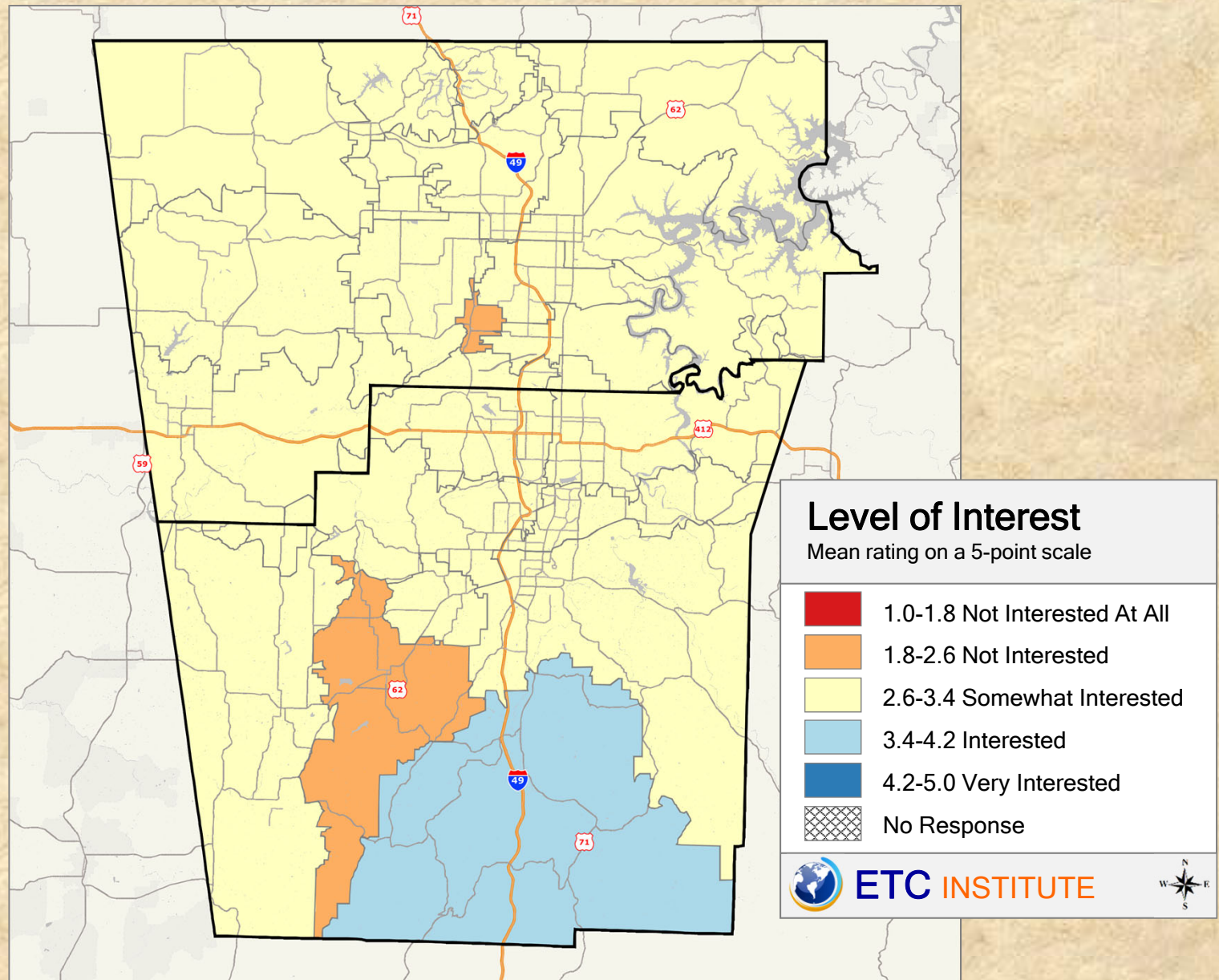
Q20.2 Level of interest in using Bus Rapid Transit, that would come by stops every 15 minutes and cost less than travel by car



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

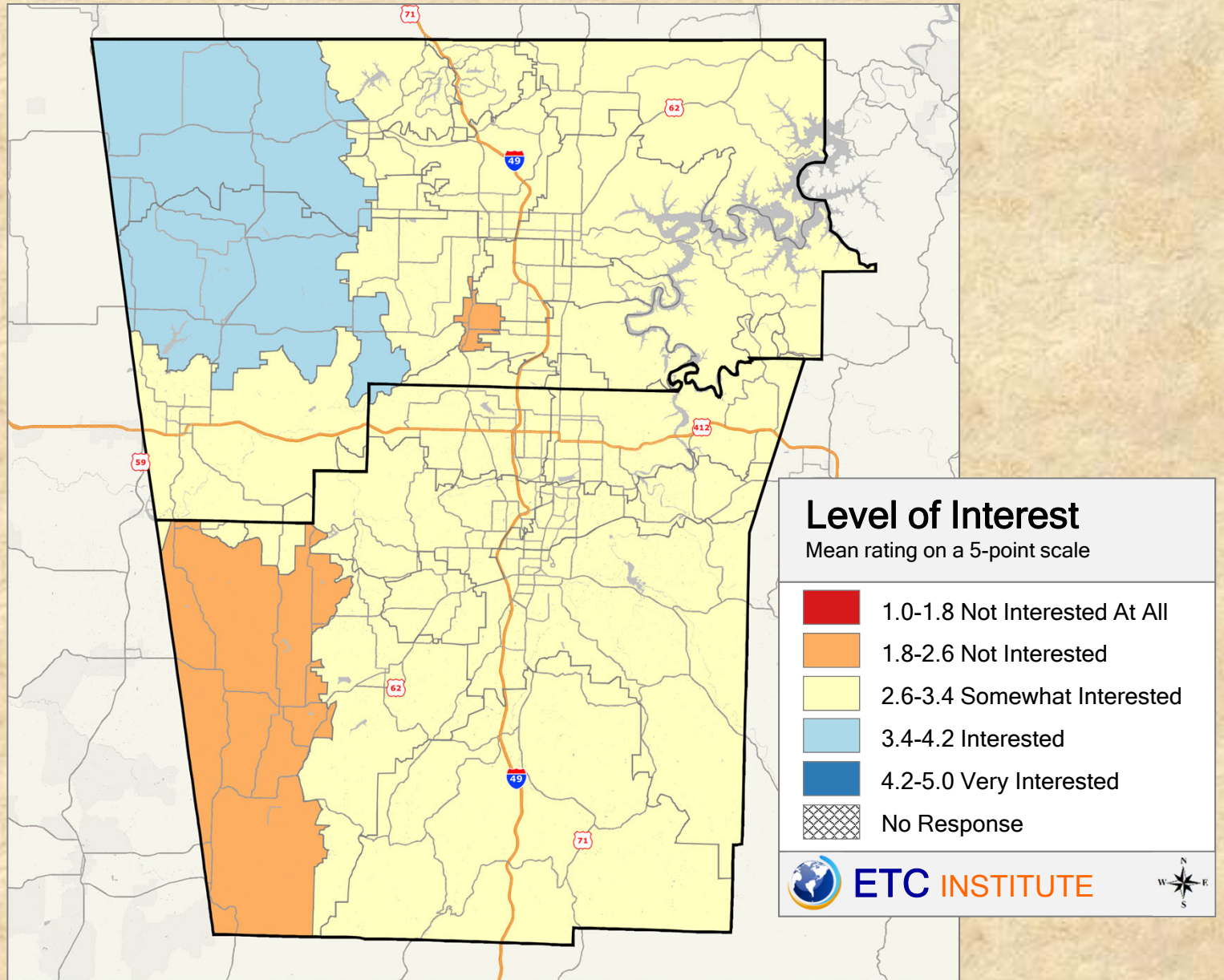
Q20.3 Level of interest in using Expanded bus that would travel in the same lanes as cars and drop them off within 2 blocks of their destination



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

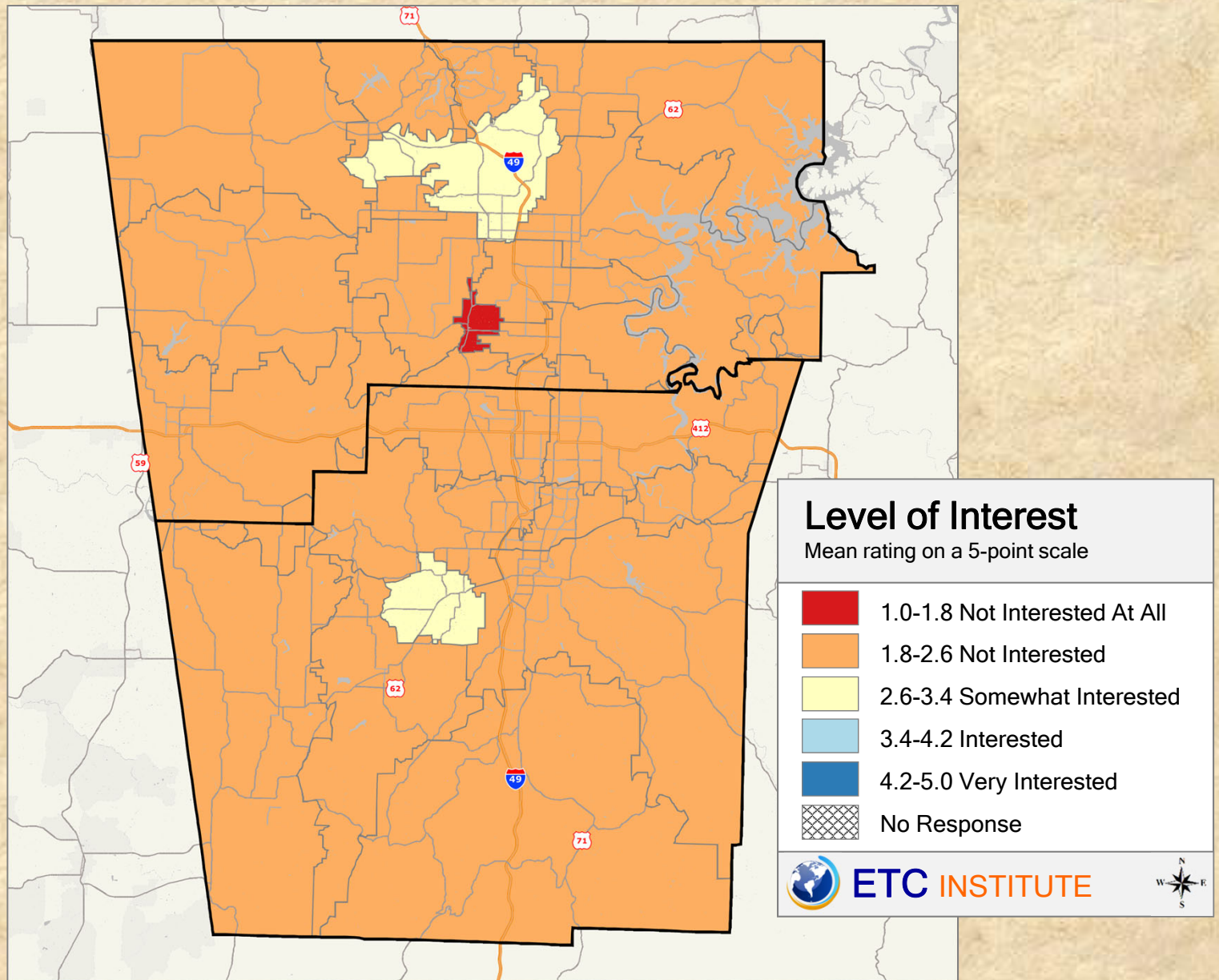
Q20.4 Level of interest in using Expanded bus service that would travel on dedicated bus lanes, the bus would drop residents off within 2 blocks of their destination



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

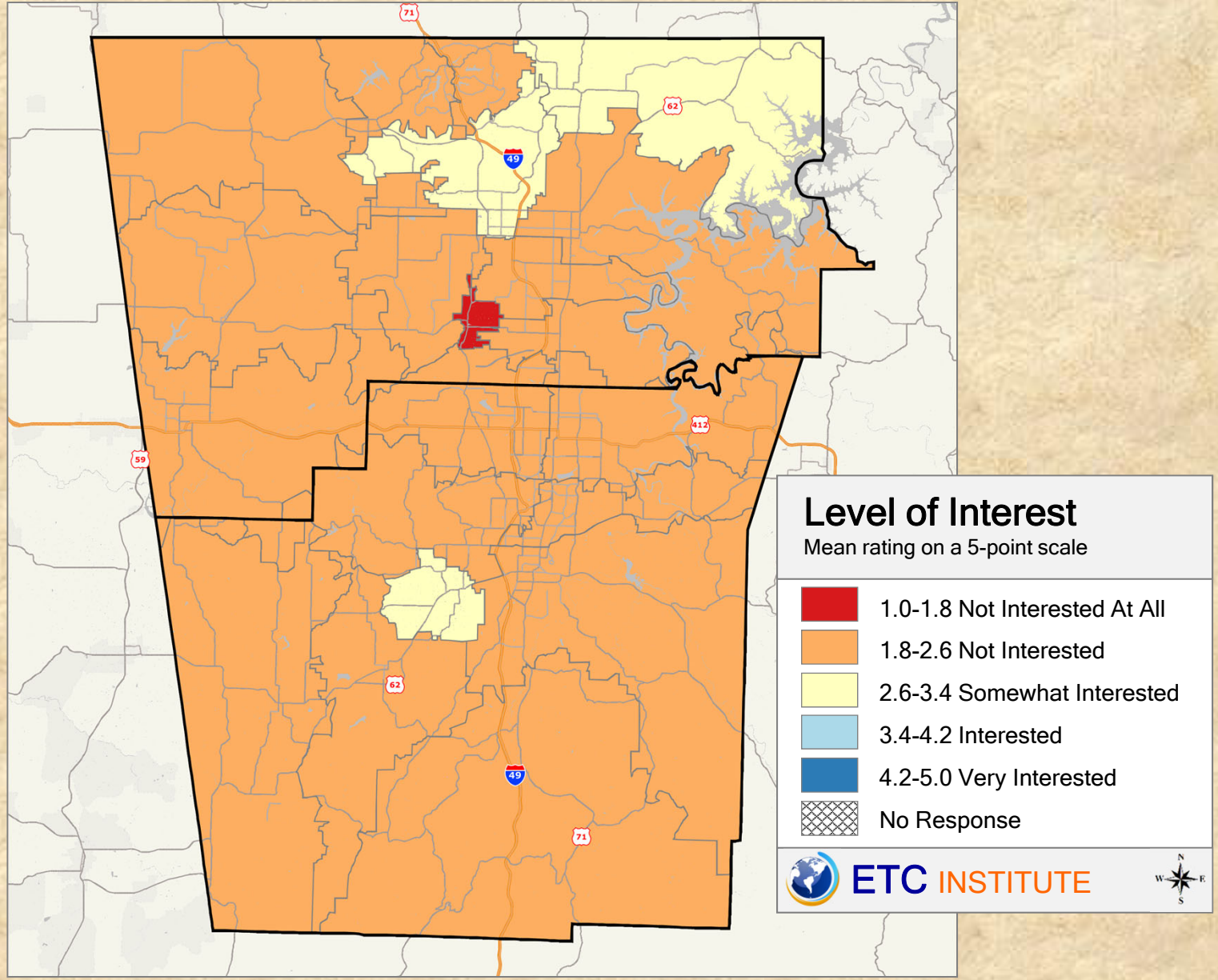
Q20.5 Level of interest in using A ridesharing or carpool program where residents would meet at a designated parking lot and then use dedicated carpool lanes



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

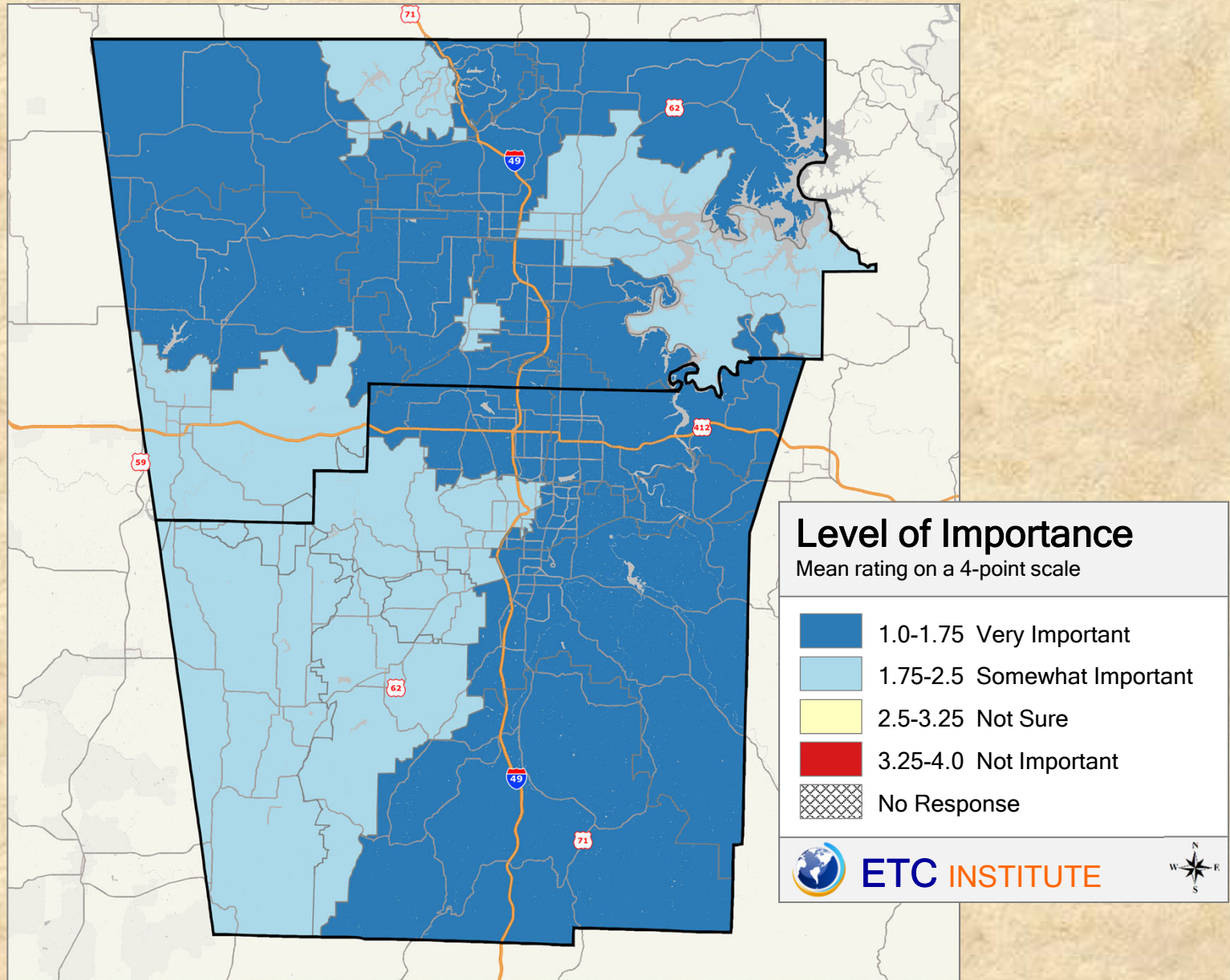
Q20.6 Level of interest in using A ridesharing or carpool program where participants are picked up at their home and then use dedicated carpool lanes



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q21 How important it is for local governments in the region to support and fund public transportation



2019 NW Arkansas Regional Transportation Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Section 3
Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

NWA Regional Transportation Survey

Overview

Today, planning agencies have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the agency to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding “Don’t Know” responses). “Don’t Know” responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the aspects of regional transportation elements they think are most important for the region to provide. Forty-eight percent (48%) of respondents selected *flow of traffic on streets during PEAK hours (rush hour)*, as one of the most important transportation issues in the region.

With regard to satisfaction, 11% of respondents surveyed rated the region’s overall performance for the *flow of traffic on streets during PEAK hours (rush hour)*, as a “4” or “5” on a 5-point scale (where “5” means “Very Satisfied”) excluding “Don’t Know” responses. The I-S rating for *flow of traffic on streets during PEAK hours (rush hour)*, was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 48% (.48) was multiplied by 89% (.89=1-0.11). This calculation yielded an I-S rating of 0.4251 which ranked first out of 26 major transportation issues/aspects.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the agency to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for the NWA are provided on the following pages.

2019 Importance-Satisfaction Rating

Northwest Arkansas

Aspects of Transportation in the Northwest Arkansas Region

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Flow of traffic on streets during peak times of day ("rush hours")	47.60%	1	10.70%	24	0.4251	1
Availability of public transit in NWA	30.50%	2	7.90%	25	0.2809	2
High Priority (IS .10-.20)						
Ease of travel by public transportation	17.00%	6	6.10%	26	0.1596	3
Ease of travel between your home & Bentonville	22.00%	3	35.10%	19	0.1428	4
Condition of roadways	21.40%	4	40.80%	12	0.1267	5
Traffic signal operations (signal timing, signal progression, etc.)	18.20%	5	34.90%	20	0.1185	6
Speeding traffic on neighborhood streets	13.80%	8	19.10%	23	0.1116	7
Traffic safety on major streets	14.60%	7	38.00%	14	0.0905	8
Medium Priority (IS <.10)						
Ease of travel by car on major City streets	13.10%	11	37.40%	15	0.0820	9
Availability of parking	12.80%	12	36.00%	18	0.0819	10
Ease of travel from NWA region to other major cities in Arkansas	13.20%	10	45.80%	7	0.0715	11
Ease of travel between your home & Fayetteville	13.40%	9	47.70%	4	0.0701	12
Neighborhood traffic safety	10.50%	13	44.00%	11	0.0588	13
Ease of travel between your home & Rogers	9.30%	14	39.80%	13	0.0560	14
Availability of pedestrian walkways	8.80%	15	36.80%	16	0.0556	15
Neighborhood "cut-through" activity from traffic in NWA region	7.00%	18	21.60%	22	0.0549	16
Ease of travel from your home to work	8.30%	17	46.60%	6	0.0443	17
Availability of on "street" bicycle lanes	5.70%	20	29.70%	21	0.0401	18
Ease of travel by car on highways/interstates	8.70%	16	54.10%	3	0.0399	19
Ease of travel by walking	6.10%	19	36.70%	17	0.0386	20
Ease of travel between your home & Springdale	5.70%	21	45.40%	8	0.0311	21
Ease of travel from your home to shopping areas in NWA	4.90%	23	46.70%	5	0.0261	22
Ease of travel by bicycle	4.40%	24	44.70%	9	0.0243	23
Availability of "off street" shared use paths/trails	5.40%	22	60.60%	1	0.0213	24
Ease of travel between your home & Lowell	3.50%	26	44.60%	10	0.0194	25
Flow of traffic on streets at non-peak times	3.90%	25	55.10%	2	0.0175	26

Satisfaction %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

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The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied

2019 Importance-Satisfaction Rating

Northwest Arkansas

Long Range Transportation Planning Issues

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Relieve traffic congestion	56.90%	1	21.00%	12	0.4495	1
Maintain existing roads and highways	35.60%	2	33.00%	6	0.2385	2
Provide travel choices other than automobiles	26.20%	3	18.40%	13	0.2138	3
High Priority (IS .10-.20)						
Improve travel safety	23.30%	5	30.80%	7	0.1612	4
Improve drainage infrastructure to prevent floods	20.50%	6	26.60%	9	0.1505	5
Protect sources of drinking water (e.g., aquifers)	25.20%	4	43.20%	3	0.1431	6
Reduce urban sprawl	12.40%	9	17.20%	14	0.1027	7
Medium Priority (IS <.10)						
Protect/preserve air quality	16.50%	7	44.60%	2	0.0914	8
Protect trees and other features of the natural landscape	12.50%	8	41.90%	5	0.0726	9
Meet the transportation needs of visitors or tourists	9.00%	10	23.70%	11	0.0687	10
Reduce energy consumption	7.90%	11	28.60%	8	0.0564	11
Reduce noise from traffic	5.10%	13	25.60%	10	0.0379	12
Preserve historical sites	6.40%	12	52.20%	1	0.0306	13
Protect established (historic) neighborhoods	3.40%	14	42.80%	4	0.0194	14

Satisfaction %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

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The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2019 Importance-Satisfaction Rating

Northwest Arkansas

Non-Auto Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very Priority (IS >.20)						
Affordability of flights in the region	48.30%	1	16.70%	8	0.4023	1
Number of destinations served by public transportation	27.10%	3	9.00%	14	0.2466	2
Adequate flight routes provided by XNA	33.00%	2	31.10%	3	0.2274	3
Availability of information about public transportation services in the region	24.30%	4	12.80%	10	0.2119	4
High Priority (IS .10-.20)						
Availability of transportation services for seniors and persons with disabilities	20.00%	6	17.40%	7	0.1652	5
Availability of safe sidewalks and pedestrian facilities where you live	22.00%	5	30.80%	4	0.1522	6
Convenient flight times provided by XNA	18.50%	7	35.90%	2	0.1186	7
Medium Priority (IS <.10)						
Availability of public transportation services on weekends	9.70%	9	7.50%	16	0.0897	8
Frequency of bus service where you live	9.60%	10	7.60%	15	0.0887	9
Distance to the nearest bus stop from your home	9.40%	11	12.40%	11	0.0823	10
Availability of safe biking facilities/lanes where you live	11.00%	8	37.60%	1	0.0686	11
Days and times when the bus service is provided	6.90%	12	9.60%	13	0.0624	12
Availability of park and ride facilities	6.80%	13	17.50%	6	0.0561	13
Availability of carpooling service (rideshare)	3.10%	14	13.30%	9	0.0269	14
Speed of travel by bus in the region	2.70%	15	11.70%	12	0.0238	15
Availability of bikeshare service	1.20%	16	22.50%	5	0.0093	16

Satisfaction %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

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The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

Section 4
Overall Tabular Data

Q1. Compared to five years ago, would you say that traffic congestion in the Northwest Arkansas (NWA) region area has...

Q1. What has traffic congestion in Northwest Arkansas (NWA) region area become compared to five years ago

	Number	Percent
Increased a great deal	586	70.3 %
Increased somewhat	170	20.4 %
Stayed about the same	17	2.0 %
Decreased somewhat	19	2.3 %
Decreased a great deal	4	0.5 %
Was not in the region 5 years ago	12	1.4 %
Don't know	26	3.1 %
Total	834	100.0 %

Q1. Compared to five years ago, would you say that traffic congestion in the Northwest Arkansas (NWA) region area has... (without "don't know")

Q1. What has traffic congestion in Northwest Arkansas (NWA) region area become compared to five years ago

	Number	Percent
Increased a great deal	586	72.5 %
Increased somewhat	170	21.0 %
Stayed about the same	17	2.1 %
Decreased somewhat	19	2.4 %
Decreased a great deal	4	0.5 %
Was not in the region 5 years ago	12	1.5 %
Total	808	100.0 %

Q2. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with following aspects of transportation in the Northwest Arkansas region.

(N=834)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Ease of travel between your home & Fayetteville	9.0%	37.5%	23.3%	19.1%	8.5%	2.6%
Q2-2. Ease of travel between your home & Bentonville	5.4%	28.7%	18.3%	29.3%	15.5%	2.9%
Q2-3. Ease of travel between your home & Springdale	7.1%	37.3%	24.2%	20.5%	8.6%	2.3%
Q2-4. Ease of travel between your home & Lowell	7.1%	35.6%	25.4%	19.3%	8.4%	4.2%
Q2-5. Ease of travel between your home & Rogers	7.4%	31.2%	21.3%	25.2%	12.0%	2.9%
Q2-6. Ease of travel from NWA region to other major cities in Arkansas	6.0%	37.1%	29.5%	15.1%	6.4%	6.0%
Q2-7. Ease of travel from your home to work	11.2%	26.9%	18.1%	16.8%	8.8%	18.3%
Q2-8. Ease of travel from your home to shopping areas in NWA	7.7%	37.3%	24.7%	20.3%	6.4%	3.7%
Q2-9. Ease of travel by public transportation	0.7%	2.3%	11.8%	13.5%	21.2%	50.5%
Q2-10. Availability of public transit in NWA	1.1%	3.6%	11.0%	17.0%	26.3%	41.0%
Q2-11. Ease of travel by bicycle	10.3%	18.8%	22.9%	8.0%	5.0%	34.9%
Q2-12. Availability of "on street" bicycle lanes	6.0%	14.3%	24.9%	15.2%	7.9%	31.7%
Q2-13. Availability of "off street" shared use paths/trails	17.0%	29.0%	18.7%	7.8%	3.5%	24.0%
Q2-14. Ease of travel by walking	7.1%	22.9%	24.9%	18.6%	8.3%	18.2%
Q2-15. Availability of pedestrian walkways	7.4%	24.3%	22.8%	23.1%	8.6%	13.7%
Q2-16. Availability of parking	5.2%	29.3%	24.3%	26.9%	10.1%	4.3%
Q2-17. Neighborhood traffic safety	5.0%	36.3%	26.0%	18.9%	7.8%	5.9%
Q2-18. Traffic safety on major streets	3.7%	33.1%	24.6%	25.5%	9.7%	3.4%
Q2-19. Ease of travel by car on major City streets	4.7%	32.0%	21.7%	29.0%	10.7%	1.9%
Q2-20. Ease of travel by car on highways/interstates	10.1%	43.2%	17.4%	18.6%	9.1%	1.7%
Q2-21. Flow of traffic on streets during peak times of day ("rush hours")	1.6%	8.8%	11.5%	35.9%	38.5%	3.8%

Q2. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with following aspects of transportation in the Northwest Arkansas region.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-22. Flow of traffic on streets at non-peak times	7.6%	46.6%	24.9%	15.1%	4.2%	1.6%
Q2-23. Condition of roadways	4.3%	35.9%	26.3%	21.8%	10.3%	1.4%
Q2-24. Traffic signal operations (signal timing, signal progression, etc.)	4.1%	29.9%	23.9%	26.3%	13.1%	2.9%
Q2-25. Neighborhood "cut-through" activity from traffic in NWA region	1.9%	16.2%	32.0%	24.1%	9.7%	16.1%
Q2-26. Speeding traffic on neighborhood streets	2.6%	14.7%	25.8%	29.9%	18.1%	8.9%

Q2. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with following aspects of transportation in the Northwest Arkansas region. (without "don't know")

(N=834)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Ease of travel between your home & Fayetteville	9.2%	38.5%	23.9%	19.6%	8.7%
Q2-2. Ease of travel between your home & Bentonville	5.6%	29.5%	18.9%	30.1%	15.9%
Q2-3. Ease of travel between your home & Springdale	7.2%	38.2%	24.8%	21.0%	8.8%
Q2-4. Ease of travel between your home & Lowell	7.4%	37.2%	26.5%	20.2%	8.8%
Q2-5. Ease of travel between your home & Rogers	7.7%	32.1%	22.0%	25.9%	12.3%
Q2-6. Ease of travel from NWA region to other major cities in Arkansas	6.4%	39.4%	31.4%	16.1%	6.8%
Q2-7. Ease of travel from your home to work	13.7%	32.9%	22.2%	20.6%	10.7%
Q2-8. Ease of travel from your home to shopping areas in NWA	8.0%	38.7%	25.7%	21.0%	6.6%
Q2-9. Ease of travel by public transportation	1.5%	4.6%	23.7%	27.4%	42.9%
Q2-10. Availability of public transit in NWA	1.8%	6.1%	18.7%	28.9%	44.5%
Q2-11. Ease of travel by bicycle	15.8%	28.9%	35.2%	12.3%	7.7%
Q2-12. Availability of "on street" bicycle lanes	8.8%	20.9%	36.5%	22.3%	11.6%
Q2-13. Availability of "off street" shared use paths/trails	22.4%	38.2%	24.6%	10.3%	4.6%
Q2-14. Ease of travel by walking	8.7%	28.0%	30.5%	22.7%	10.1%
Q2-15. Availability of pedestrian walkways	8.6%	28.2%	26.4%	26.8%	10.0%
Q2-16. Availability of parking	5.4%	30.6%	25.4%	28.1%	10.5%
Q2-17. Neighborhood traffic safety	5.4%	38.6%	27.6%	20.1%	8.3%
Q2-18. Traffic safety on major streets	3.8%	34.2%	25.4%	26.4%	10.0%
Q2-19. Ease of travel by car on major City streets	4.8%	32.6%	22.1%	29.6%	10.9%
Q2-20. Ease of travel by car on highways/interstates	10.2%	43.9%	17.7%	18.9%	9.3%
Q2-21. Flow of traffic on streets during peak times of day ("rush hours")	1.6%	9.1%	12.0%	37.3%	40.0%
Q2-22. Flow of traffic on streets at non-peak times	7.7%	47.4%	25.3%	15.3%	4.3%
Q2-23. Condition of roadways	4.4%	36.4%	26.6%	22.1%	10.5%
Q2-24. Traffic signal operations (signal timing, signal progression, etc.)	4.2%	30.7%	24.6%	27.0%	13.5%
Q2-25. Neighborhood "cut-through" activity from traffic in NWA region	2.3%	19.3%	38.1%	28.7%	11.6%
Q2-26. Speeding traffic on neighborhood streets	2.9%	16.2%	28.3%	32.8%	19.9%

Q3. Which FOUR aspects of transportation listed in Question 2 do you think community leaders in the Northwest Arkansas region should emphasize most over the next 10 years?

Q3. 1st choice	Number	Percent
Ease of travel between your home & Fayetteville	42	5.0 %
Ease of travel between your home & Bentonville	77	9.2 %
Ease of travel between your home & Springdale	12	1.4 %
Ease of travel between your home & Lowell	4	0.5 %
Ease of travel between your home & Rogers	10	1.2 %
Ease of travel from NWA region to other major cities in Arkansas	22	2.6 %
Ease of travel from your home to work	26	3.1 %
Ease of travel from your home to shopping areas in NWA	7	0.8 %
Ease of travel by public transportation	41	4.9 %
Availability of public transit in NWA	90	10.8 %
Ease of travel by bicycle	6	0.7 %
Availability of on "street" bicycle lanes	7	0.8 %
Availability of "off street" shared use paths/trails	5	0.6 %
Ease of travel by walking	9	1.1 %
Availability of pedestrian walkways	8	1.0 %
Availability of parking	10	1.2 %
Neighborhood traffic safety	15	1.8 %
Traffic safety on major streets	29	3.5 %
Ease of travel by car on major City streets	27	3.2 %
Ease of travel by car on highways/interstates	19	2.3 %
Flow of traffic on streets during peak times of day ("rush hours")	160	19.2 %
Flow of traffic on streets at non-peak times	1	0.1 %
Condition of roadways	30	3.6 %
Traffic signal operations (signal timing, signal progression, etc.)	25	3.0 %
Neighborhood "cut-through" activity from traffic in NWA region	4	0.5 %
Speeding traffic on neighborhood streets	28	3.4 %
None chosen	120	14.4 %
Total	834	100.0 %

Q3. Which FOUR aspects of transportation listed in Question 2 do you think community leaders in the Northwest Arkansas region should emphasize most over the next 10 years?

Q3. 2nd choice	Number	Percent
Ease of travel between your home & Fayetteville	26	3.1 %
Ease of travel between your home & Bentonville	41	4.9 %
Ease of travel between your home & Springdale	14	1.7 %
Ease of travel between your home & Lowell	5	0.6 %
Ease of travel between your home & Rogers	17	2.0 %
Ease of travel from NWA region to other major cities in Arkansas	31	3.7 %
Ease of travel from your home to work	16	1.9 %
Ease of travel from your home to shopping areas in NWA	12	1.4 %
Ease of travel by public transportation	56	6.7 %
Availability of public transit in NWA	61	7.3 %
Ease of travel by bicycle	7	0.8 %
Availability of on "street" bicycle lanes	14	1.7 %
Availability of "off street" shared use paths/trails	13	1.6 %
Ease of travel by walking	10	1.2 %
Availability of pedestrian walkways	18	2.2 %
Availability of parking	28	3.4 %
Neighborhood traffic safety	20	2.4 %
Traffic safety on major streets	27	3.2 %
Ease of travel by car on major City streets	38	4.6 %
Ease of travel by car on highways/interstates	13	1.6 %
Flow of traffic on streets during peak times of day ("rush hours")	95	11.4 %
Flow of traffic on streets at non-peak times	13	1.6 %
Condition of roadways	49	5.9 %
Traffic signal operations (signal timing, signal progression, etc.)	32	3.8 %
Neighborhood "cut-through" activity from traffic in NWA region	14	1.7 %
Speeding traffic on neighborhood streets	26	3.1 %
None chosen	138	16.5 %
Total	834	100.0 %

Q3. Which FOUR aspects of transportation listed in Question 2 do you think community leaders in the Northwest Arkansas region should emphasize most over the next 10 years?

Q3. 3rd choice	Number	Percent
Ease of travel between your home & Fayetteville	29	3.5 %
Ease of travel between your home & Bentonville	35	4.2 %
Ease of travel between your home & Springdale	16	1.9 %
Ease of travel between your home & Lowell	8	1.0 %
Ease of travel between your home & Rogers	26	3.1 %
Ease of travel from NWA region to other major cities in Arkansas	26	3.1 %
Ease of travel from your home to work	16	1.9 %
Ease of travel from your home to shopping areas in NWA	8	1.0 %
Ease of travel by public transportation	23	2.8 %
Availability of public transit in NWA	53	6.4 %
Ease of travel by bicycle	16	1.9 %
Availability of on "street" bicycle lanes	13	1.6 %
Availability of "off street" shared use paths/trails	12	1.4 %
Ease of travel by walking	13	1.6 %
Availability of pedestrian walkways	20	2.4 %
Availability of parking	32	3.8 %
Neighborhood traffic safety	33	4.0 %
Traffic safety on major streets	29	3.5 %
Ease of travel by car on major City streets	25	3.0 %
Ease of travel by car on highways/interstates	20	2.4 %
Flow of traffic on streets during peak times of day ("rush hours")	85	10.2 %
Flow of traffic on streets at non-peak times	9	1.1 %
Condition of roadways	44	5.3 %
Traffic signal operations (signal timing, signal progression, etc.)	46	5.5 %
Neighborhood "cut-through" activity from traffic in NWA region	18	2.2 %
Speeding traffic on neighborhood streets	29	3.5 %
None chosen	150	18.0 %
Total	834	100.0 %

Q3. Which FOUR aspects of transportation listed in Question 2 do you think community leaders in the Northwest Arkansas region should emphasize most over the next 10 years?

Q3. 4th choice	Number	Percent
Ease of travel between your home & Fayetteville	15	1.8 %
Ease of travel between your home & Bentonville	31	3.7 %
Ease of travel between your home & Springdale	6	0.7 %
Ease of travel between your home & Lowell	12	1.4 %
Ease of travel between your home & Rogers	25	3.0 %
Ease of travel from NWA region to other major cities in Arkansas	32	3.8 %
Ease of travel from your home to work	12	1.4 %
Ease of travel from your home to shopping areas in NWA	14	1.7 %
Ease of travel by public transportation	22	2.6 %
Availability of public transit in NWA	50	6.0 %
Ease of travel by bicycle	8	1.0 %
Availability of on "street" bicycle lanes	13	1.6 %
Availability of "off street" shared use paths/trails	15	1.8 %
Ease of travel by walking	18	2.2 %
Availability of pedestrian walkways	27	3.2 %
Availability of parking	37	4.4 %
Neighborhood traffic safety	19	2.3 %
Traffic safety on major streets	37	4.4 %
Ease of travel by car on major City streets	19	2.3 %
Ease of travel by car on highways/interstates	20	2.4 %
Flow of traffic on streets during peak times of day ("rush hours")	57	6.8 %
Flow of traffic on streets at non-peak times	9	1.1 %
Condition of roadways	55	6.6 %
Traffic signal operations (signal timing, signal progression, etc.)	49	5.9 %
Neighborhood "cut-through" activity from traffic in NWA region	22	2.6 %
Speeding traffic on neighborhood streets	32	3.8 %
None chosen	178	21.3 %
Total	834	100.0 %

Q3. Which FOUR aspects of transportation listed in Question 2 do you think community leaders in the Northwest Arkansas region should emphasize most over the next 10 years? (All Choices Combined)

Q3. All 4 Choices Combined	Number	Percent
Ease of travel between your home & Fayetteville	112	13.4 %
Ease of travel between your home & Bentonville	184	22.1 %
Ease of travel between your home & Springdale	48	5.8 %
Ease of travel between your home & Lowell	29	3.5 %
Ease of travel between your home & Rogers	78	9.4 %
Ease of travel from NWA region to other major cities in Arkansas	111	13.3 %
Ease of travel from your home to work	70	8.4 %
Ease of travel from your home to shopping areas in NWA	41	4.9 %
Ease of travel by public transportation	142	17.0 %
Availability of public transit in NWA	254	30.5 %
Ease of travel by bicycle	37	4.4 %
Availability of on "street" bicycle lanes	47	5.6 %
Availability of "off street" shared use paths/trails	45	5.4 %
Ease of travel by walking	50	6.0 %
Availability of pedestrian walkways	73	8.8 %
Availability of parking	107	12.8 %
Neighborhood traffic safety	87	10.4 %
Traffic safety on major streets	122	14.6 %
Ease of travel by car on major City streets	109	13.1 %
Ease of travel by car on highways/interstates	72	8.6 %
Flow of traffic on streets during peak times of day ("rush hours")	397	47.6 %
Flow of traffic on streets at non-peak times	32	3.8 %
Condition of roadways	178	21.3 %
Traffic signal operations (signal timing, signal progression, etc.)	152	18.2 %
Neighborhood "cut-through" activity from traffic in NWA region	58	7.0 %
Speeding traffic on neighborhood streets	115	13.8 %
None chosen	120	14.4 %
Total	2870	

Q4. Overall, would you rate the transportation system in the NWA region as Excellent, Good, Average, or Poor?

Q4. How would you rate overall transportation system in NWA region	Number	Percent
Excellent	19	2.3 %
Good	221	26.5 %
Average	340	40.8 %
Poor	224	26.9 %
Don't know	30	3.6 %
Total	834	100.0 %

Q4. Overall, would you rate the transportation system in the NWA region as Excellent, Good, Average, or Poor? (without "don't know")

Q4. How would you rate overall transportation system in NWA region	Number	Percent
Excellent	19	2.4 %
Good	221	27.5 %
Average	340	42.3 %
Poor	224	27.9 %
Total	804	100.0 %

Q5. Do you feel that traffic congestion at rush hour in the NWA region is better or worse than rush hour congestion in other cities of comparable size that you have visited?

Q5. Is traffic congestion at rush hour in NWA region better or worse than rush hour congestion in other cities of comparable size you have visited

	Number	Percent
Better	119	14.3 %
Worse	362	43.4 %
Same	267	32.0 %
Don't know	86	10.3 %
Total	834	100.0 %

Q5. Do you feel that traffic congestion at rush hour in the NWA region is better or worse than rush hour congestion in other cities of comparable size that you have visited? (without "don't know")

Q5. Is traffic congestion at rush hour in NWA region better or worse than rush hour congestion in other cities of comparable size you have visited

	Number	Percent
Better	119	15.9 %
Worse	362	48.4 %
Same	267	35.7 %
Total	748	100.0 %

Q6. Are you satisfied with the condition of the existing Arkansas highway system?

Q6. Are you satisfied with existing Arkansas highway system

	Number	Percent
Yes	400	48.0 %
No	395	47.4 %
Not provided	39	4.7 %
Total	834	100.0 %

Q6. Are you satisfied with the condition of the existing Arkansas highway system? (without "not provided")

Q6. Are you satisfied with existing Arkansas highway system

	Number	Percent
Yes	400	50.3 %
No	395	49.7 %
Total	795	100.0 %

Q7. For each of the following, please indicate whether you think the issue is a "Current Problem," an "Emerging Problem," or "Not a Problem" in the Northwest Arkansas region.

(N=834)

	Current problem	Emerging problem	Not sure	Not a problem
Q7-1. Congestion between your home & Fayetteville	36.8%	30.0%	11.0%	22.2%
Q7-2. Congestion between your home & Bentonville	54.3%	26.5%	8.2%	11.0%
Q7-3. Congestion between your home & Springdale	33.3%	27.8%	13.8%	25.1%
Q7-4. Congestion between your home & Lowell	32.0%	26.5%	16.2%	25.3%
Q7-5. Congestion between your home & Rogers	40.3%	29.1%	11.6%	18.9%
Q7-6. Air quality	5.3%	30.5%	24.2%	40.0%
Q7-7. Large truck traffic	34.3%	30.5%	14.6%	20.6%
Q7-8. Traffic delays caused by trains	4.2%	6.7%	20.1%	68.9%
Q7-9. Lack of public transportation/bus service	36.5%	23.3%	27.0%	13.3%
Q7-10. Capacity of major roads not keeping up with new development	49.5%	33.7%	10.2%	6.6%
Q7-11. Lack of bicycle trails/bike facilities	10.4%	10.3%	27.3%	51.9%
Q7-12. Lack of safe & accessible pedestrian facilities	19.8%	21.0%	30.2%	29.0%

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with efforts in the Northwest Arkansas region to address the following issues.

(N=834)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Protect/preserve air quality	9.2%	27.2%	33.6%	9.4%	2.4%	18.2%
Q8-2. Relieve traffic congestion	2.4%	18.0%	21.7%	39.0%	16.4%	2.5%
Q8-3. Protect sources of drinking water (e.g., aquifers)	5.9%	29.0%	27.2%	13.5%	5.3%	19.1%
Q8-4. Reduce energy consumption	3.8%	19.4%	34.4%	18.9%	4.6%	18.8%
Q8-5. Improve travel safety	3.1%	24.8%	31.4%	23.1%	8.0%	9.5%
Q8-6. Reduce noise from traffic	3.1%	19.1%	39.8%	19.3%	5.4%	13.3%
Q8-7. Preserve historical sites	7.6%	36.3%	25.3%	10.9%	4.1%	15.8%
Q8-8. Provide travel choices other than automobiles	4.0%	12.4%	24.1%	31.2%	17.1%	11.3%
Q8-9. Improve drainage infrastructure to prevent floods	3.1%	20.4%	27.7%	25.8%	11.2%	11.9%
Q8-10. Protect trees & other features of natural landscape	7.1%	31.1%	27.3%	17.6%	8.0%	8.9%
Q8-11. Protect established (historic) neighborhoods	6.5%	30.1%	33.0%	10.1%	5.9%	14.5%
Q8-12. Meet transportation needs of visitors or tourists	2.6%	17.5%	33.2%	23.7%	7.9%	15.0%
Q8-13. Reduce urban sprawl	2.8%	11.3%	36.2%	21.8%	9.5%	18.5%
Q8-14. Maintain existing roads & highways	4.2%	27.9%	24.1%	28.4%	12.7%	2.6%

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with efforts in the Northwest Arkansas region to address the following issues. (without "don't know")

(N=834)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Protect/preserve air quality	11.3%	33.3%	41.1%	11.4%	2.9%
Q8-2. Relieve traffic congestion	2.5%	18.5%	22.3%	40.0%	16.9%
Q8-3. Protect sources of drinking water (e.g., aquifers)	7.3%	35.9%	33.6%	16.7%	6.5%
Q8-4. Reduce energy consumption	4.7%	23.9%	42.4%	23.3%	5.6%
Q8-5. Improve travel safety	3.4%	27.4%	34.7%	25.6%	8.9%
Q8-6. Reduce noise from traffic	3.6%	22.0%	45.9%	22.3%	6.2%
Q8-7. Preserve historical sites	9.0%	43.2%	30.1%	13.0%	4.8%
Q8-8. Provide travel choices other than automobiles	4.5%	13.9%	27.2%	35.1%	19.3%
Q8-9. Improve drainage infrastructure to prevent floods	3.5%	23.1%	31.4%	29.3%	12.7%
Q8-10. Protect trees & other features of natural landscape	7.8%	34.1%	30.0%	19.3%	8.8%
Q8-11. Protect established (historic) neighborhoods	7.6%	35.2%	38.6%	11.8%	6.9%
Q8-12. Meet transportation needs of visitors or tourists	3.1%	20.6%	39.1%	27.9%	9.3%
Q8-13. Reduce urban sprawl	3.4%	13.8%	44.4%	26.8%	11.6%
Q8-14. Maintain existing roads & highways	4.3%	28.7%	24.8%	29.2%	13.1%

Q9. Which THREE of the transportation issues listed in Question 8 do you think should be most important?

Q9. 1st choice	Number	Percent
Protect/preserve air quality	55	6.6 %
Relieve traffic congestion	311	37.3 %
Protect sources of drinking water (e.g., aquifers)	49	5.9 %
Reduce energy consumption	16	1.9 %
Improve travel safety	42	5.0 %
Reduce noise from traffic	3	0.4 %
Preserve historical sites	10	1.2 %
Provide travel choices other than automobiles	88	10.6 %
Improve drainage infrastructure to prevent floods	32	3.8 %
Protect trees & other features of natural landscape	16	1.9 %
Protect established (historic) neighborhoods	5	0.6 %
Meet transportation needs of visitors or tourists	7	0.8 %
Reduce urban sprawl	25	3.0 %
Maintain existing roads & highways	86	10.3 %
None chosen	89	10.7 %
Total	834	100.0 %

Q9. Which THREE of the transportation issues listed in Question 8 do you think should be most important?

Q9. 2nd choice	Number	Percent
Protect/preserve air quality	48	5.8 %
Relieve traffic congestion	103	12.4 %
Protect sources of drinking water (e.g., aquifers)	84	10.1 %
Reduce energy consumption	21	2.5 %
Improve travel safety	86	10.3 %
Reduce noise from traffic	23	2.8 %
Preserve historical sites	24	2.9 %
Provide travel choices other than automobiles	69	8.3 %
Improve drainage infrastructure to prevent floods	66	7.9 %
Protect trees & other features of natural landscape	42	5.0 %
Protect established (historic) neighborhoods	14	1.7 %
Meet transportation needs of visitors or tourists	25	3.0 %
Reduce urban sprawl	29	3.5 %
Maintain existing roads & highways	93	11.2 %
None chosen	107	12.8 %
Total	834	100.0 %

Q9. Which THREE of the transportation issues listed in Question 8 do you think should be most important?

Q9. 3rd choice	Number	Percent
Protect/preserve air quality	34	4.1 %
Relieve traffic congestion	60	7.2 %
Protect sources of drinking water (e.g., aquifers)	77	9.2 %
Reduce energy consumption	29	3.5 %
Improve travel safety	67	8.0 %
Reduce noise from traffic	16	1.9 %
Preserve historical sites	19	2.3 %
Provide travel choices other than automobiles	61	7.3 %
Improve drainage infrastructure to prevent floods	73	8.8 %
Protect trees & other features of natural landscape	47	5.6 %
Protect established (historic) neighborhoods	9	1.1 %
Meet transportation needs of visitors or tourists	43	5.2 %
Reduce urban sprawl	49	5.9 %
Maintain existing roads & highways	118	14.1 %
None chosen	132	15.8 %
Total	834	100.0 %

Q9. Which THREE of the transportation issues listed in Question 8 do you think should be most important? (top 3 choices combined)

Q9. Top 3 choices combined	Number	Percent
Protect/preserve air quality	137	16.4 %
Relieve traffic congestion	474	56.8 %
Protect sources of drinking water (e.g., aquifers)	210	25.2 %
Reduce energy consumption	66	7.9 %
Improve travel safety	195	23.4 %
Reduce noise from traffic	42	5.0 %
Preserve historical sites	53	6.4 %
Provide travel choices other than automobiles	218	26.1 %
Improve drainage infrastructure to prevent floods	171	20.5 %
Protect trees & other features of natural landscape	105	12.6 %
Protect established (historic) neighborhoods	28	3.4 %
Meet transportation needs of visitors or tourists	75	9.0 %
Reduce urban sprawl	103	12.4 %
Maintain existing roads & highways	297	35.6 %
None chosen	89	10.7 %
Total	2263	

Q10. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following.

(N=834)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Availability of information about public transportation services in the region	1.8%	7.9%	20.0%	30.0%	16.5%	23.7%
Q10-2. Number of destinations served by public transportation	1.2%	4.7%	16.4%	24.1%	18.6%	35.0%
Q10-3. Distance to nearest bus stop from your home	2.4%	4.8%	13.3%	16.8%	20.7%	42.0%
Q10-4. Frequency of bus service where you live	1.6%	2.9%	15.7%	16.3%	21.8%	41.7%
Q10-5. Days & times when bus service is provided	1.6%	3.6%	16.1%	13.9%	18.2%	46.6%
Q10-6. Availability of safe sidewalks & pedestrian facilities where you live	5.6%	21.6%	19.4%	23.1%	18.8%	11.4%
Q10-7. Availability of safe biking facilities/lanes where you live	9.0%	23.1%	23.4%	16.2%	13.7%	14.6%
Q10-8. Availability of transportation services for seniors & persons with disabilities	1.9%	8.3%	16.9%	16.2%	15.2%	41.5%
Q10-9. Availability of public transportation services on weekends	1.3%	2.5%	14.6%	15.7%	17.3%	48.6%
Q10-10. Availability of carpooling service (rideshare)	1.9%	4.3%	20.6%	11.5%	8.8%	52.9%
Q10-11. Availability of bikeshare service	2.8%	7.8%	24.8%	6.8%	4.7%	53.1%
Q10-12. Availability of park & ride facilities	2.4%	6.6%	18.7%	13.3%	10.4%	48.6%
Q10-13. Speed of travel by bus in the region	1.2%	4.3%	18.6%	11.0%	12.0%	52.9%
Q10-14. Affordability of flights in the region	2.5%	12.4%	14.5%	30.3%	29.3%	11.0%
Q10-15. Adequate flight routes provided by XNA	4.0%	23.5%	18.5%	25.4%	17.1%	11.5%
Q10-16. Convenient flight times provided by XNA	4.0%	27.2%	25.7%	17.4%	12.7%	13.1%

Q10. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following. (without "don't know")

(N=834)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Availability of information about public transportation services in the region	2.4%	10.4%	26.3%	39.3%	21.7%
Q10-2. Number of destinations served by public transportation	1.8%	7.2%	25.3%	37.1%	28.6%
Q10-3. Distance to nearest bus stop from your home	4.1%	8.3%	22.9%	28.9%	35.7%
Q10-4. Frequency of bus service where you live	2.7%	4.9%	27.0%	28.0%	37.4%
Q10-5. Days & times when bus service is provided	2.9%	6.7%	30.1%	26.1%	34.2%
Q10-6. Availability of safe sidewalks & pedestrian facilities where you live	6.4%	24.4%	21.9%	26.1%	21.2%
Q10-7. Availability of safe biking facilities/lanes where you live	10.5%	27.1%	27.4%	19.0%	16.0%
Q10-8. Availability of transportation services for seniors & persons with disabilities	3.3%	14.1%	28.9%	27.7%	26.0%
Q10-9. Availability of public transportation services on weekends	2.6%	4.9%	28.4%	30.5%	33.6%
Q10-10. Availability of carpooling service (rideshare)	4.1%	9.2%	43.8%	24.4%	18.6%
Q10-11. Availability of bikeshare service	5.9%	16.6%	52.9%	14.6%	10.0%
Q10-12. Availability of park & ride facilities	4.7%	12.8%	36.4%	25.9%	20.3%
Q10-13. Speed of travel by bus in the region	2.5%	9.2%	39.4%	23.4%	25.4%
Q10-14. Affordability of flights in the region	2.8%	13.9%	16.3%	34.1%	32.9%
Q10-15. Adequate flight routes provided by XNA	4.5%	26.6%	20.9%	28.7%	19.4%
Q10-16. Convenient flight times provided by XNA	4.6%	31.3%	29.5%	20.0%	14.6%

Q11. Which THREE of the transportation issues listed in Question 10 do you think should be most important?

Q11. 1st choice	Number	Percent
Availability of information about public transportation services in the region	103	12.4 %
Number of destinations served by public transportation	93	11.2 %
Distance to nearest bus stop from your home	19	2.3 %
Frequency of bus service where you live	19	2.3 %
Days & times when bus service is provided	12	1.4 %
Availability of safe sidewalks & pedestrian facilities where you live	81	9.7 %
Availability of safe biking facilities/lanes where you live	24	2.9 %
Availability of transportation services for seniors & persons with disabilities	64	7.7 %
Availability of public transportation services on weekends	20	2.4 %
Availability of carpooling service (rideshare)	5	0.6 %
Availability of park & ride facilities	9	1.1 %
Speed of travel by bus in the region	3	0.4 %
Affordability of flights in the region	228	27.3 %
Adequate flight routes provided by XNA	42	5.0 %
Convenient flight times provided by XNA	9	1.1 %
None chosen	103	12.4 %
Total	834	100.0 %

Q11. Which THREE of the transportation issues listed in Question 10 do you think should be most important?

Q11. 2nd choice	Number	Percent
Availability of information about public transportation services in the region	53	6.4 %
Number of destinations served by public transportation	72	8.6 %
Distance to nearest bus stop from your home	34	4.1 %
Frequency of bus service where you live	26	3.1 %
Days & times when bus service is provided	26	3.1 %
Availability of safe sidewalks & pedestrian facilities where you live	59	7.1 %
Availability of safe biking facilities/lanes where you live	36	4.3 %
Availability of transportation services for seniors & persons with disabilities	61	7.3 %
Availability of public transportation services on weekends	32	3.8 %
Availability of carpooling service (rideshare)	14	1.7 %
Availability of bikeshare service	5	0.6 %
Availability of park & ride facilities	14	1.7 %
Speed of travel by bus in the region	8	1.0 %
Affordability of flights in the region	85	10.2 %
Adequate flight routes provided by XNA	157	18.8 %
Convenient flight times provided by XNA	28	3.4 %
None chosen	124	14.9 %
Total	834	100.0 %

Q11. Which THREE of the transportation issues listed in Question 10 do you think should be most important?

Q11. 3rd choice	Number	Percent
Availability of information about public transportation services in the region	46	5.5 %
Number of destinations served by public transportation	61	7.3 %
Distance to nearest bus stop from your home	25	3.0 %
Frequency of bus service where you live	35	4.2 %
Days & times when bus service is provided	20	2.4 %
Availability of safe sidewalks & pedestrian facilities where you live	43	5.2 %
Availability of safe biking facilities/lanes where you live	32	3.8 %
Availability of transportation services for seniors & persons with disabilities	42	5.0 %
Availability of public transportation services on weekends	29	3.5 %
Availability of carpooling service (rideshare)	7	0.8 %
Availability of bikeshare service	5	0.6 %
Availability of park & ride facilities	33	4.0 %
Speed of travel by bus in the region	11	1.3 %
Affordability of flights in the region	90	10.8 %
Adequate flight routes provided by XNA	77	9.2 %
Convenient flight times provided by XNA	117	14.0 %
None chosen	161	19.3 %
Total	834	100.0 %

Q11. Which THREE of the transportation issues listed in Question 10 do you think should be most important? (top 3 choices combined)

Q11. Top 3 choices combined	Number	Percent
Availability of information about public transportation services in the region	202	24.2 %
Number of destinations served by public transportation	226	27.1 %
Distance to nearest bus stop from your home	78	9.4 %
Frequency of bus service where you live	80	9.6 %
Days & times when bus service is provided	58	7.0 %
Availability of safe sidewalks & pedestrian facilities where you live	183	21.9 %
Availability of safe biking facilities/lanes where you live	92	11.0 %
Availability of transportation services for seniors & persons with disabilities	167	20.0 %
Availability of public transportation services on weekends	81	9.7 %
Availability of carpooling service (rideshare)	26	3.1 %
Availability of bikeshare service	10	1.2 %
Availability of park & ride facilities	56	6.7 %
Speed of travel by bus in the region	22	2.6 %
Affordability of flights in the region	403	48.3 %
Adequate flight routes provided by XNA	276	33.1 %
Convenient flight times provided by XNA	154	18.5 %
None chosen	103	12.4 %
Total	2217	

Q12. How do you think the current level of funding for road and highway improvements in the Northwest Arkansas region should change over the next FIVE years?

Q12. How should current level of funding for road & highway improvements in Northwest Arkansas region change over next five years

	Number	Percent
Should be reduced	26	3.1 %
Should stay the same	199	23.9 %
Should be somewhat greater than it is now	372	44.6 %
Should be much greater than it is now	198	23.7 %
Not provided	39	4.7 %
Total	834	100.0 %

Q12. How do you think the current level of funding for road and highway improvements in the Northwest Arkansas region should change over the next FIVE years? (without "not provided")

Q12. How should current level of funding for road & highway improvements in Northwest Arkansas region change over next five years

	Number	Percent
Should be reduced	26	3.3 %
Should stay the same	199	25.0 %
Should be somewhat greater than it is now	372	46.8 %
Should be much greater than it is now	198	24.9 %
Total	795	100.0 %

Q13. How do you think the current level of funding for public transportation (e.g. bus service) in the Northwest Arkansas region should change over the next FIVE years?

Q13. How should current level of funding for public transportation in Northwest Arkansas region change over next five years

	Number	Percent
Should be reduced	32	3.8 %
Should stay the same	168	20.1 %
Should be somewhat greater than it is now	333	39.9 %
Should be much greater than it is now	228	27.3 %
Not provided	73	8.8 %
Total	834	100.0 %

Q13. How do you think the current level of funding for public transportation (e.g. bus service) in the Northwest Arkansas region should change over the next FIVE years? (without "not provided")

Q13. How should current level of funding for public transportation in Northwest Arkansas region change over next five years

	Number	Percent
Should be reduced	32	4.2 %
Should stay the same	168	22.1 %
Should be somewhat greater than it is now	333	43.8 %
Should be much greater than it is now	228	30.0 %
Total	761	100.0 %

Q14. To what degree do you favor or oppose developing a regional passenger rail project?

Q14. To what degree do you favor or oppose developing a regional passenger rail project	Number	Percent
Strongly favor	276	33.1 %
Favor	198	23.7 %
Neither favor nor oppose	200	24.0 %
Oppose	78	9.4 %
Strongly oppose	57	6.8 %
Not provided	25	3.0 %
Total	834	100.0 %

Q14. To what degree do you favor or oppose developing a regional passenger rail project? (without "not provided")

Q14. To what degree do you favor or oppose developing a regional passenger rail project	Number	Percent
Strongly favor	276	34.1 %
Favor	198	24.5 %
Neither favor nor oppose	200	24.7 %
Oppose	78	9.6 %
Strongly oppose	57	7.0 %
Total	809	100.0 %

Q15. Using a scale of 1 to 10, where 10 means "Highest Priority" and 1 means "Lowest Priority," please indicate what priority should be placed on the following transportation improvements in the Northwest Arkansas region.

(N=834)

	Highest priority	9	8	7	6	5	4	3	2	Lowest priority	Don't know
Q15-1. Widening freeways by adding lanes	23.6%	7.4%	12.2%	11.3%	11.4%	11.3%	4.7%	4.0%	1.6%	4.2%	8.4%
Q15-2. Building a network of bicycle lanes	7.0%	3.6%	5.9%	5.9%	7.7%	10.8%	9.0%	8.0%	6.8%	25.1%	10.3%
Q15-3. Building overpasses or underpasses at railroad crossings	7.2%	4.3%	5.5%	7.7%	8.6%	12.6%	8.8%	9.2%	7.7%	16.7%	11.8%
Q15-4. Building "High Occupancy Vehicle" (HOV) lanes on freeways for buses & carpools	10.0%	6.8%	8.4%	11.2%	9.8%	11.3%	7.1%	7.2%	6.1%	13.9%	8.3%
Q15-5. Expanding public transit with more bus routes, expanded service hours, & more frequent service	18.8%	6.8%	10.9%	12.8%	9.8%	10.7%	4.8%	5.0%	2.6%	5.9%	11.8%
Q15-6. Building commuter light rail to carry commuters to major activity centers	20.4%	10.3%	8.8%	9.5%	7.3%	7.4%	3.7%	5.9%	3.7%	14.9%	8.2%
Q15-7. Developing Bus Rapid Transit which operates like light rail using rubber tired vehicles	13.1%	6.7%	9.6%	10.4%	7.1%	9.6%	6.1%	5.2%	4.7%	11.5%	16.1%
Q15-8. Rerouting truck traffic or finding another solution to keep freight traffic separate from local traffic on freeways	18.8%	10.1%	12.8%	12.5%	8.6%	8.9%	6.6%	4.7%	4.3%	5.8%	7.0%

Q15. Using a scale of 1 to 10, where 10 means "Highest Priority" and 1 means "Lowest Priority," please indicate what priority should be placed on the following transportation improvements in the Northwest Arkansas region.

	Highest priority	9	8	7	6	5	4	3	2	Lowest priority	Don't know
Q15-9. Reducing congestion in the area where I live	21.0%	9.2%	13.2%	11.2%	9.5%	10.8%	4.0%	4.6%	3.2%	6.5%	7.0%
Q15-10. Building, widening, or repairing existing sidewalks	15.5%	9.1%	13.5%	10.8%	9.0%	11.0%	4.9%	6.7%	4.7%	6.2%	8.5%
Q15-11. Building shelters, benches, & other pedestrian amenities	8.4%	6.6%	7.9%	12.7%	11.4%	13.3%	6.7%	6.2%	7.4%	10.6%	8.8%
Q15-12. Expanding carpool & vanpool programs to reduce number of vehicles on the road	7.6%	5.9%	10.2%	12.1%	10.8%	13.2%	7.0%	7.6%	3.7%	10.9%	11.2%
Q15-13. Building a system of remote Park & Ride lots with express bus service to major activity centers	9.4%	8.3%	11.5%	14.0%	10.1%	12.5%	6.2%	6.2%	3.5%	8.2%	10.2%
Q15-14. Using information technology to enhance driver safety & improve traffic flow	18.1%	10.8%	16.8%	13.7%	10.0%	8.2%	4.1%	3.7%	1.7%	2.6%	10.4%
Q15-15. Acquiring land for traffic corridors & roads in future growth areas	18.5%	13.1%	12.9%	11.4%	11.4%	8.8%	4.2%	5.2%	2.3%	4.1%	8.3%
Q15-16. Improving transportation services for seniors & persons with disabilities	19.8%	11.6%	14.7%	12.4%	10.3%	9.0%	3.1%	2.6%	1.9%	2.5%	12.0%

Q15. Using a scale of 1 to 10, where 10 means "Highest Priority" and 1 means "Lowest Priority," please indicate what priority should be placed on the following transportation improvements in the Northwest Arkansas region.

	Highest priority	9	8	7	6	5	4	3	2	Lowest priority	Don't know
Q15-17. Improving access to Airport (XNA)	20.4%	9.2%	10.8%	13.2%	7.8%	11.9%	4.2%	4.7%	4.2%	6.6%	7.1%

Q15. Using a scale of 1 to 10, where 10 means "Highest Priority" and 1 means "Lowest Priority," please indicate what priority should be placed on the following transportation improvements in the Northwest Arkansas region. (without "don't know")

(N=834)

	Highest priority	9	8	7	6	5	4	3	2	Lowest priority
Q15-1. Widening freeways by adding lanes	25.8%	8.1%	13.4%	12.3%	12.4%	12.3%	5.1%	4.3%	1.7%	4.6%
Q15-2. Building a network of bicycle lanes	7.8%	4.0%	6.6%	6.6%	8.6%	12.0%	10.0%	9.0%	7.6%	27.9%
Q15-3. Building overpasses or underpasses at railroad crossings	8.2%	4.9%	6.3%	8.7%	9.8%	14.3%	9.9%	10.5%	8.7%	18.9%
Q15-4. Building "High Occupancy Vehicle" (HOV) lanes on freeways for buses & carpools	10.8%	7.5%	9.2%	12.2%	10.7%	12.3%	7.7%	7.8%	6.7%	15.2%
Q15-5. Expanding public transit with more bus routes, expanded service hours, & more frequent service	21.3%	7.7%	12.4%	14.5%	11.1%	12.1%	5.4%	5.7%	3.0%	6.7%
Q15-6. Building commuter light rail to carry commuters to major activity centers	22.2%	11.2%	9.5%	10.3%	8.0%	8.1%	4.0%	6.4%	4.0%	16.2%
Q15-7. Developing Bus Rapid Transit which operates like light rail using rubber tired vehicles	15.6%	8.0%	11.4%	12.4%	8.4%	11.4%	7.3%	6.1%	5.6%	13.7%
Q15-8. Rerouting truck traffic or finding another solution to keep freight traffic separate from local traffic on freeways	20.2%	10.8%	13.8%	13.4%	9.3%	9.5%	7.1%	5.0%	4.6%	6.2%
Q15-9. Reducing congestion in the area where I live	22.6%	9.9%	14.2%	12.0%	10.2%	11.6%	4.3%	4.9%	3.5%	7.0%
Q15-10. Building, widening, or repairing existing sidewalks	16.9%	10.0%	14.8%	11.8%	9.8%	12.1%	5.4%	7.3%	5.1%	6.8%
Q15-11. Building shelters, benches, & other pedestrian amenities	9.2%	7.2%	8.7%	13.9%	12.5%	14.6%	7.4%	6.8%	8.1%	11.6%
Q15-12. Expanding carpool & vanpool programs to reduce number of vehicles on the road	8.5%	6.6%	11.5%	13.6%	12.1%	14.8%	7.8%	8.5%	4.2%	12.3%
Q15-13. Building a system of remote Park & Ride lots with express bus service to major activity centers	10.4%	9.2%	12.8%	15.6%	11.2%	13.9%	6.9%	6.9%	3.9%	9.1%

Q15. Using a scale of 1 to 10, where 10 means "Highest Priority" and 1 means "Lowest Priority," please indicate what priority should be placed on the following transportation improvements in the Northwest Arkansas region. (without "don't know")

	Highest priority	9	8	7	6	5	4	3	2	Lowest priority
Q15-14. Using information technology to enhance driver safety & improve traffic flow	20.2%	12.0%	18.7%	15.3%	11.1%	9.1%	4.6%	4.1%	1.9%	2.9%
Q15-15. Acquiring land for traffic corridors & roads in future growth areas	20.1%	14.2%	14.1%	12.4%	12.4%	9.5%	4.6%	5.6%	2.5%	4.4%
Q15-16. Improving transportation services for seniors & persons with disabilities	22.5%	13.2%	16.8%	14.0%	11.7%	10.2%	3.5%	3.0%	2.2%	2.9%
Q15-17. Improving access to Airport (XNA)	21.9%	9.9%	11.6%	14.2%	8.4%	12.8%	4.5%	5.0%	4.5%	7.1%

Q16. Which FOUR of the transportation issues listed in Question 15 do you think should be most important?

Q16. 1st choice	Number	Percent
Widening freeways by adding lanes	137	16.4 %
Building a network of bicycle lanes	21	2.5 %
Building overpasses or underpasses at railroad crossings	15	1.8 %
Building "High Occupancy Vehicle" (HOV) lanes on freeways for buses & carpools	36	4.3 %
Expanding public transit with more bus routes, expanded service hours, & more frequent service	78	9.4 %
Building commuter light rail to carry commuters to major activity centers	69	8.3 %
Developing Bus Rapid Transit which operates like light rail using rubber tired vehicles	16	1.9 %
Rerouting truck traffic or finding another solution to keep freight traffic separate from local traffic on freeways	50	6.0 %
Reducing congestion in the area where I live	77	9.2 %
Building, widening, or repairing existing sidewalks	38	4.6 %
Building shelters, benches, & other pedestrian amenities	7	0.8 %
Expanding carpool & vanpool programs to reduce number of vehicles on the road	8	1.0 %
Building a system of remote Park & Ride lots with express bus service to major activity centers	1	0.1 %
Using information technology to enhance driver safety & improve traffic flow	37	4.4 %
Acquiring land for traffic corridors & roads in future growth areas	35	4.2 %
Improving transportation services for seniors & persons with disabilities	47	5.6 %
Improving access to Airport (XNA)	68	8.2 %
None chosen	94	11.3 %
Total	834	100.0 %

Q16. Which FOUR of the transportation issues listed in Question 15 do you think should be most important?

Q16. 2nd choice	Number	Percent
Widening freeways by adding lanes	66	7.9 %
Building a network of bicycle lanes	23	2.8 %
Building overpasses or underpasses at railroad crossings	29	3.5 %
Building "High Occupancy Vehicle" (HOV) lanes on freeways for buses & carpools	32	3.8 %
Expanding public transit with more bus routes, expanded service hours, & more frequent service	64	7.7 %
Building commuter light rail to carry commuters to major activity centers	74	8.9 %
Developing Bus Rapid Transit which operates like light rail using rubber tired vehicles	39	4.7 %
Rerouting truck traffic or finding another solution to keep freight traffic separate from local traffic on freeways	76	9.1 %
Reducing congestion in the area where I live	52	6.2 %
Building, widening, or repairing existing sidewalks	50	6.0 %
Building shelters, benches, & other pedestrian amenities	14	1.7 %
Expanding carpool & vanpool programs to reduce number of vehicles on the road	17	2.0 %
Building a system of remote Park & Ride lots with express bus service to major activity centers	21	2.5 %
Using information technology to enhance driver safety & improve traffic flow	42	5.0 %
Acquiring land for traffic corridors & roads in future growth areas	50	6.0 %
Improving transportation services for seniors & persons with disabilities	34	4.1 %
Improving access to Airport (XNA)	41	4.9 %
None chosen	110	13.2 %
Total	834	100.0 %

Q16. Which FOUR of the transportation issues listed in Question 15 do you think should be most important?

Q16. 3rd choice	Number	Percent
Widening freeways by adding lanes	33	4.0 %
Building a network of bicycle lanes	12	1.4 %
Building overpasses or underpasses at railroad crossings	22	2.6 %
Building "High Occupancy Vehicle" (HOV) lanes on freeways for buses & carpools	25	3.0 %
Expanding public transit with more bus routes, expanded service hours, & more frequent service	54	6.5 %
Building commuter light rail to carry commuters to major activity centers	49	5.9 %
Developing Bus Rapid Transit which operates like light rail using rubber tired vehicles	44	5.3 %
Rerouting truck traffic or finding another solution to keep freight traffic separate from local traffic on freeways	74	8.9 %
Reducing congestion in the area where I live	47	5.6 %
Building, widening, or repairing existing sidewalks	44	5.3 %
Building shelters, benches, & other pedestrian amenities	29	3.5 %
Expanding carpool & vanpool programs to reduce number of vehicles on the road	16	1.9 %
Building a system of remote Park & Ride lots with express bus service to major activity centers	39	4.7 %
Using information technology to enhance driver safety & improve traffic flow	60	7.2 %
Acquiring land for traffic corridors & roads in future growth areas	51	6.1 %
Improving transportation services for seniors & persons with disabilities	56	6.7 %
Improving access to Airport (XNA)	49	5.9 %
None chosen	130	15.6 %
Total	834	100.0 %

Q16. Which FOUR of the transportation issues listed in Question 15 do you think should be most important?

Q16. 4th choice	Number	Percent
Widening freeways by adding lanes	38	4.6 %
Building a network of bicycle lanes	19	2.3 %
Building overpasses or underpasses at railroad crossings	15	1.8 %
Building "High Occupancy Vehicle" (HOV) lanes on freeways for buses & carpools	20	2.4 %
Expanding public transit with more bus routes, expanded service hours, & more frequent service	29	3.5 %
Building commuter light rail to carry commuters to major activity centers	43	5.2 %
Developing Bus Rapid Transit which operates like light rail using rubber tired vehicles	29	3.5 %
Rerouting truck traffic or finding another solution to keep freight traffic separate from local traffic on freeways	43	5.2 %
Reducing congestion in the area where I live	50	6.0 %
Building, widening, or repairing existing sidewalks	54	6.5 %
Building shelters, benches, & other pedestrian amenities	24	2.9 %
Expanding carpool & vanpool programs to reduce number of vehicles on the road	25	3.0 %
Building a system of remote Park & Ride lots with express bus service to major activity centers	34	4.1 %
Using information technology to enhance driver safety & improve traffic flow	64	7.7 %
Acquiring land for traffic corridors & roads in future growth areas	59	7.1 %
Improving transportation services for seniors & persons with disabilities	50	6.0 %
Improving access to Airport (XNA)	68	8.2 %
None chosen	170	20.4 %
Total	834	100.0 %

Q16. Which FOUR of the transportation issues listed in Question 15 do you think should be most important? (top 4 choices combined)

Q16. Top 4 choices combined	Number	Percent
Widening freeways by adding lanes	274	32.9 %
Building a network of bicycle lanes	75	9.0 %
Building overpasses or underpasses at railroad crossings	81	9.7 %
Building "High Occupancy Vehicle" (HOV) lanes on freeways for buses & carpools	113	13.5 %
Expanding public transit with more bus routes, expanded service hours, & more frequent service	225	27.0 %
Building commuter light rail to carry commuters to major activity centers	235	28.2 %
Developing Bus Rapid Transit which operates like light rail using rubber tired vehicles	128	15.3 %
Rerouting truck traffic or finding another solution to keep freight traffic separate from local traffic on freeways	243	29.1 %
Reducing congestion in the area where I live	226	27.1 %
Building, widening, or repairing existing sidewalks	186	22.3 %
Building shelters, benches, & other pedestrian amenities	74	8.9 %
Expanding carpool & vanpool programs to reduce number of vehicles on the road	66	7.9 %
Building a system of remote Park & Ride lots with express bus service to major activity centers	95	11.4 %
Using information technology to enhance driver safety & improve traffic flow	203	24.3 %
Acquiring land for traffic corridors & roads in future growth areas	195	23.4 %
Improving transportation services for seniors & persons with disabilities	187	22.4 %
Improving access to Airport (XNA)	226	27.1 %
None chosen	94	11.3 %
Total	2926	

Q17. Six major categories of transportation funding for the Northwest Arkansas Region are listed below. You have a total of \$100 to allocate among the six transportation-funding categories. Please make the allocation of funding based on your priorities.

	Mean
Building new or adding capacity to existing streets & highways in the region	31.40
Maintaining existing streets & highways in the region	25.89
Building/improving bicycle & pedestrian facilities	10.24
Expanding/improving public bus service	15.93
Building/improving/implementing passenger rail (light rail, commuter rail, hi-speed rail) service	19.43
Improving airport & freight facilities in the area	13.81

Q18. If you want better highway conditions, the Arkansas Department of Transportation will need additional funds. Would you support a highway program that would generate additional revenue?

Q18. Would you support a highway program that would generate additional revenue	Number	Percent
Yes	505	60.6 %
No	123	14.7 %
I am satisfied with current highway conditions	140	16.8 %
Not provided	66	7.9 %
Total	834	100.0 %

Q18. If you want better highway conditions, the Arkansas Department of Transportation will need additional funds. Would you support a highway program that would generate additional revenue? (without "not provided")

Q18. Would you support a highway program that would generate additional revenue	Number	Percent
Yes	505	65.8 %
No	123	16.0 %
I am satisfied with current highway conditions	140	18.2 %
Total	768	100.0 %

Q19. Which ONE of the following BEST describes your current employment status?

Q19. What best describes your current employment status	Number	Percent
Employed full time	481	57.7 %
Employed part time	56	6.7 %
Student	4	0.5 %
Unemployed, seeking work	13	1.6 %
Homemaker	47	5.6 %
Retired/disabled	197	23.6 %
Not provided	36	4.3 %
Total	834	100.0 %

Q19. Which ONE of the following BEST describes your current employment status? (without "not provided")

Q19. What best describes your current employment status	Number	Percent
Employed full time	481	60.3 %
Employed part time	56	7.0 %
Student	4	0.5 %
Unemployed, seeking work	13	1.6 %
Homemaker	47	5.9 %
Retired/disabled	197	24.7 %
Total	798	100.0 %

Q19a. In which zip code do you work?

Q19a. Zip code of workplace	Number	Percent
72712	109	22.5 %
72701	55	11.4 %
72703	50	10.3 %
72764	43	8.9 %
72758	42	8.7 %
72756	34	7.0 %
72762	31	6.4 %
72704	14	2.9 %
72745	14	2.9 %
72716	10	2.1 %
72761	9	1.9 %
72713	8	1.7 %
72719	7	1.4 %
72715	4	0.8 %
72714	4	0.8 %
72730	4	0.8 %
72753	4	0.8 %
72722	4	0.8 %
72734	3	0.6 %
72765	3	0.6 %
72748	2	0.4 %
72718	2	0.4 %
72736	2	0.4 %
72737	2	0.4 %
73712	1	0.2 %
72711	1	0.2 %
72770	1	0.2 %
75728	1	0.2 %
20015	1	0.2 %
72638	1	0.2 %
27212	1	0.2 %
75758	1	0.2 %
72739	1	0.2 %
72740	1	0.2 %
71716	1	0.2 %
72732	1	0.2 %
10017	1	0.2 %
72792	1	0.2 %
74762	1	0.2 %
72757	1	0.2 %
72866	1	0.2 %
72702	1	0.2 %
72763	1	0.2 %
72201	1	0.2 %
72744	1	0.2 %
72728	1	0.2 %
72946	1	0.2 %
72774	1	0.2 %
Total	484	100.0 %

Q19a. In which zip code do you go to school?

Q19a. Zip code of school	Number	Percent
72712	24	18.6 %
72701	17	13.2 %
72756	13	10.1 %
72758	12	9.3 %
72764	12	9.3 %
72704	8	6.2 %
72703	8	6.2 %
72719	7	5.4 %
72713	5	3.9 %
72753	5	3.9 %
72762	4	3.1 %
72734	3	2.3 %
72745	2	1.6 %
72751	1	0.8 %
72722	1	0.8 %
72761	1	0.8 %
72718	1	0.8 %
72716	1	0.8 %
72714	1	0.8 %
72730	1	0.8 %
73703	1	0.8 %
72726	1	0.8 %
Total	129	100.0 %

Q19a. In which zip code do you live?

Q19a. Zip code of residing place	Number	Percent
72758	53	9.9 %
72704	51	9.5 %
72712	46	8.6 %
72701	44	8.2 %
72762	43	8.0 %
72703	39	7.2 %
72756	36	6.7 %
72764	27	5.0 %
72713	27	5.0 %
72714	22	4.1 %
72715	18	3.3 %
72761	18	3.3 %
72719	15	2.8 %
72753	14	2.6 %
72745	12	2.2 %
72751	10	1.9 %
72734	9	1.7 %
72730	8	1.5 %
72718	6	1.1 %
72722	6	1.1 %
72736	6	1.1 %
72744	4	0.7 %
72774	4	0.7 %
72727	4	0.7 %
72732	3	0.6 %
72959	2	0.4 %
72729	2	0.4 %
72768	1	0.2 %
72716	1	0.2 %
73791	1	0.2 %
73719	1	0.2 %
72702	1	0.2 %
72750	1	0.2 %
72728	1	0.2 %
72766	1	0.2 %
72770	1	0.2 %
Total	538	100.0 %

Q19b. Do you make most of your trips to/from work and school on city streets or highways?

Q19b. Do you make most of your trips to/from work & school on City streets or highways	Number	Percent
Mostly City streets	239	44.2 %
Mostly highways	110	20.3 %
About the same on both	189	34.9 %
Don't know	3	0.6 %
Total	541	100.0 %

Q19b. Do you make most of your trips to/from work and school on city streets or highways? (without "don't know")

Q19b. Do you make most of your trips to/from work & school on City streets or highways	Number	Percent
Mostly City streets	239	44.4 %
Mostly highways	110	20.4 %
About the same on both	189	35.1 %
Total	538	100.0 %

Q19c. How do you travel to school or work MOST OFTEN?

Q19c. How do you travel to school or work most often	Number	Percent
Public transportation (bus)	12	2.2 %
Driving alone	484	89.5 %
Carpool/vanpool (get a ride/share ride with others)	31	5.7 %
Walk	6	1.1 %
Motorcycle	2	0.4 %
Other	2	0.4 %
Not provided	4	0.7 %
Total	541	100.0 %

Q19c. How do you travel to school or work MOST OFTEN? (without "not provided")

Q19c. How do you travel to school or work most often	Number	Percent
Public transportation (bus)	12	2.2 %
Driving alone	484	90.1 %
Carpool/vanpool (get a ride/share ride with others)	31	5.8 %
Walk	6	1.1 %
Motorcycle	2	0.4 %
Other	2	0.4 %
Total	537	100.0 %

Q19c-7. Other

Q19c-7. Other	Number	Percent
AIRPLANE	1	50.0 %
I fly out of XNA weekly to go to work	1	50.0 %
Total	2	100.0 %

Q19d. Which one of the following BEST describes your past experience with public transit?

Q19d. What best describes your past experience with public transit	Number	Percent
None	292	54.0 %
Occasionally bus transit only	80	14.8 %
Occasionally rail transit only	24	4.4 %
Occasionally bus & rail transit	52	9.6 %
Regularly bus transit only	21	3.9 %
Regularly rail transit only	9	1.7 %
Regularly bus & rail transit	22	4.1 %
Not provided	41	7.6 %
Total	541	100.0 %

Q19d. Which one of the following BEST describes your past experience with public transit? (without "not provided")

Q19d. What best describes your past experience with public transit	Number	Percent
None	292	58.4 %
Occasionally bus transit only	80	16.0 %
Occasionally rail transit only	24	4.8 %
Occasionally bus & rail transit	52	10.4 %
Regularly bus transit only	21	4.2 %
Regularly rail transit only	9	1.8 %
Regularly bus & rail transit	22	4.4 %
Total	500	100.0 %

Q20. Using a scale of 1 to 5, where 5 means "Very Interested" and 1 means "Not Interested at All," please rate your level of interest in using the following types of transportation in the Northwest Arkansas region.

(N=834)

	Very interested	Interested	Somewhat interested	Not interested	Not interested at all	Don't know
Q20-1. Passenger rail service that would come by stops every 15 minutes & cost less than travel by car	15.5%	10.1%	16.8%	16.5%	33.1%	8.0%
Q20-2. Bus rapid transit, which operates like light rail but using rubber tired vehicles, that would come by stops every 15 minutes & cost less than travel by car	13.5%	14.7%	22.7%	18.8%	21.2%	9.0%
Q20-3. Expanded bus service where residents would go to a stop or lot near their home to catch a bus that would travel in same lanes as cars & drop them off within 2 blocks of their destination	16.1%	19.1%	23.0%	18.5%	14.4%	9.0%
Q20-4. Expanded bus service where residents would go to a stop or lot near their home to catch a bus that would travel on dedicated bus lanes, which would be faster than travel by car, the bus would drop residents off with 2 blocks of their destination	15.5%	16.5%	23.4%	19.3%	16.2%	9.1%
Q20-5. A ridesharing or carpool program where people who live & work near one another would meet at a designated parking lot & then use dedicated carpool lanes that would allow them to travel faster than cars with single passengers	24.1%	27.1%	21.8%	10.3%	5.0%	11.6%
Q20-6. A ridesharing or carpool program where participants are picked up at their home & then use dedicated carpool lanes that allow them to travel faster than cars with single passengers	24.7%	26.6%	20.6%	10.2%	5.3%	12.6%

Q20. Using a scale of 1 to 5, where 5 means "Very Interested" and 1 means "Not Interested at All," please rate your level of interest in using the following types of transportation in the Northwest Arkansas region. (without "don't know")

(N=834)

	Very interested	Interested	Somewhat interested	Not interested	Not interested at all
Q20-1. Passenger rail service that would come by stops every 15 minutes & cost less than travel by car	16.8%	11.0%	18.3%	18.0%	36.0%
Q20-2. Bus rapid transit, which operates like light rail but using rubber tired vehicles, that would come by stops every 15 minutes & cost less than travel by car	14.9%	16.2%	24.9%	20.7%	23.3%
Q20-3. Expanded bus service where residents would go to a stop or lot near their home to catch a bus that would travel in same lanes as cars & drop them off within 2 blocks of their destination	17.7%	20.9%	25.3%	20.3%	15.8%
Q20-4. Expanded bus service where residents would go to a stop or lot near their home to catch a bus that would travel on dedicated bus lanes, which would be faster than travel by car, the bus would drop residents off with 2 blocks of their destination	17.0%	18.2%	25.7%	21.2%	17.8%
Q20-5. A ridesharing or carpool program where people who live & work near one another would meet at a designated parking lot & then use dedicated carpool lanes that would allow them to travel faster than cars with single passengers	27.3%	30.7%	24.7%	11.7%	5.7%
Q20-6. A ridesharing or carpool program where participants are picked up at their home & then use dedicated carpool lanes that allow them to travel faster than cars with single passengers	28.3%	30.5%	23.6%	11.7%	6.0%

Q21. Overall, how important do you think it is for local governments in the region (Benton and Washington Counties) to support and fund public transportation?

Q21. How important is it for local governments in the region to support & fund public transportation	Number	Percent
Very important	457	54.8 %
Somewhat important	217	26.0 %
Not sure	112	13.4 %
Not important	48	5.8 %
Total	834	100.0 %

Q22. Do you think expanded public transportation services are needed in Benton and Washington Counties?

Q22. Are expanded public transportation services needed in Benton & Washington Counties	Number	Percent
Yes	607	72.8 %
No	172	20.6 %
Not provided	55	6.6 %
Total	834	100.0 %

Q22. Do you think expanded public transportation services are needed in Benton and Washington Counties? (without "not provided")

Q22. Are expanded public transportation services needed in Benton & Washington Counties	Number	Percent
Yes	607	77.9 %
No	172	22.1 %
Total	779	100.0 %

Q22a. How supportive would you be of paying an increase in taxes to support expanded public transportation services in Benton and Washington Counties?

Q22a. How supportive would you be of paying an increase in taxes to support expanded public transportation services in Benton & Washington Counties	Number	Percent
Very supportive	205	33.8 %
Somewhat supportive	230	37.9 %
Not sure	96	15.8 %
Not supportive	76	12.5 %
Total	607	100.0 %

Q23. Do you own a car?

Q23. Do you own a car	Number	Percent
Yes	794	95.2 %
No	14	1.7 %
Not provided	26	3.1 %
Total	834	100.0 %

Q23. Do you own a car? (without "not provided")

Q23. Do you own a car	Number	Percent
Yes	794	98.3 %
No	14	1.7 %
Total	808	100.0 %

Q24. Do you own a bicycle?

Q24. Do you own a bicycle	Number	Percent
Yes	471	56.5 %
No	346	41.5 %
Not provided	17	2.0 %
Total	834	100.0 %

Q24. Do you own a bicycle? (without "not provided")

Q24. Do you own a bicycle	Number	Percent
Yes	471	57.6 %
No	346	42.4 %
Total	817	100.0 %

Q25. How many persons, including yourself, are currently living in your household?

	Mean	Sum
number	2.7	2256
Under age 10	0.4	289
Ages 11-19	0.4	298
Ages 20-44	0.8	627
Ages 45-64	0.8	673
Ages 65+	0.4	369

Q26. Would you say your total annual household income is...

Q26. Your total annual household income	Number	Percent
Under \$35K	114	13.7 %
\$35K to \$74,999	199	23.9 %
\$75K to \$119,999	206	24.7 %
\$120K+	232	27.8 %
Not provided	83	10.0 %
Total	834	100.0 %

Q26. Would you say your total annual household income is... (without "not provided")

Q26. Your total annual household income	Number	Percent
Under \$35K	114	15.2 %
\$35K to \$74,999	199	26.5 %
\$75K to \$119,999	206	27.4 %
\$120K+	232	30.9 %
Total	751	100.0 %

Q27. Which of the following best describes your race?

<u>Q27. Your race</u>	<u>Number</u>	<u>Percent</u>
Black/African American	27	3.2 %
American Indian	22	2.6 %
Asian/Pacific Islander	28	3.4 %
White/Caucasian	735	88.1 %
Other	18	2.2 %
Total	830	

Q28. Are you of Hispanic, Latino, or other Spanish ancestry?

<u>Q28. Are you of Hispanic, Latino, or other Spanish ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	133	15.9 %
No	687	82.4 %
Not provided	14	1.7 %
Total	834	100.0 %

Q28. Are you of Hispanic, Latino, or other Spanish ancestry? (without "not provided")

<u>Q28. Are you of Hispanic, Latino, or other Spanish ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	133	16.2 %
No	687	83.8 %
Total	820	100.0 %

Q29. Your gender:

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	415	49.8 %
Female	416	49.9 %
Not provided	3	0.4 %
Total	834	100.0 %

Q29. Your gender: (without "not provided")

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	415	49.9 %
Female	416	50.1 %
Total	831	100.0 %

Section 5
Survey Instrument & Cover letter



NORTHWEST ARKANSAS REGIONAL PLANNING COMMISSION

1311 Clayton St., Springdale, Arkansas, 72762

• (479) 751 7125

• Fax: (479) 751 7150

• <http://nwarpc.org>

Dear Transportation Stakeholder:

The Northwest Arkansas Regional Planning Commission (NWARPC) is responsible for regional transportation planning and is committed to providing opportunities for the public to provide input into its planning work. The results of the enclosed survey will be used to help set long-range transportation priorities for the Northwest Arkansas area, which includes all of Benton and Washington Counties.

Your response to the enclosed survey is very important...

The NWARPC is conducting a survey to gather input from residents to better understand the level of satisfaction with the region's transportation system and attitudes toward prioritizing transportation improvements. Your household is one of a limited number selected at random to receive this survey, therefore, it is very important that you participate.

We appreciate your time...

We realize that this survey will take approximately 10 to 15 minutes to complete, but each question is important. The time you invest in completing this survey will help us develop our Long Range Transportation Plan that will make the transportation system safer and more efficient, revitalize communities, encourage economic development, and improve the quality of the region's environmental resources.

Please complete and return your survey within the next two weeks...

ETC Institute, an independent consulting company, is administering this survey. They will compile the data received and present the results to NWARPC later this year. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute. If you would prefer to take the survey online, the address is www.NWARegionalSurvey.org.

If you have any questions, please contact the project manager Aaron Hekele, at 1-888-801-5368 or Aaron.Hekele@etcinstitute.com. Thank you in advance for your participation.

Sincerely,

Jeff Hawkins
Executive Director

2019 Northwest Arkansas Regional Transportation Survey



One of the first considerations for planning the future of a region is the need for adequate transportation. Because of the time it takes to implement, and the investment required, long range transportation planning is vital to successfully shape the future of any region. We would like your help today in shaping the future of Northwest Arkansas (NWA includes Benton and Washington Counties). Thank you for taking the time to complete the survey. When you are finished, please return your completed survey in the postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

Perceptions of Travel in the Northwest Arkansas (NWA) Region

1. Compared to five years ago, would you say that traffic congestion in the Northwest Arkansas (NWA) region area has...

- (1) Increased a great deal (4) Decreased somewhat (9) Don't know
 (2) Increased somewhat (5) Decreased a great deal
 (3) Stayed about the same (6) Was not in the region 5 years ago

2. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with following aspects of transportation in the Northwest Arkansas region by circling the corresponding number below.

Please rate your satisfaction with the...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Ease of travel between your home and Fayetteville	5	4	3	2	1	9
02.	Ease of travel between your home and Bentonville	5	4	3	2	1	9
03.	Ease of travel between your home and Springdale	5	4	3	2	1	9
04.	Ease of travel between your home and Lowell	5	4	3	2	1	9
05.	Ease of travel between your home and Rogers	5	4	3	2	1	9
06.	Ease of travel from the NWA region to other major cities in Arkansas	5	4	3	2	1	9
07.	Ease of travel from your home to work	5	4	3	2	1	9
08.	Ease of travel from your home to shopping areas in NWA	5	4	3	2	1	9
09.	Ease of travel by public transportation	5	4	3	2	1	9
10.	Availability of public transit in NWA	5	4	3	2	1	9
11.	Ease of travel by bicycle	5	4	3	2	1	9
12.	Availability of "on street" bicycle lanes	5	4	3	2	1	9
13.	Availability of "off street" shared use paths/trails	5	4	3	2	1	9
14.	Ease of travel by walking	5	4	3	2	1	9
15.	Availability of pedestrian walkways	5	4	3	2	1	9
16.	Availability of parking	5	4	3	2	1	9
17.	Neighborhood traffic safety	5	4	3	2	1	9
18.	Traffic safety on major streets	5	4	3	2	1	9
19.	Ease of travel by car on major city streets	5	4	3	2	1	9
20.	Ease of travel by car on highways/interstates	5	4	3	2	1	9
21.	Flow of traffic on streets during peak times of day ("rush hours")	5	4	3	2	1	9
22.	Flow of traffic on streets at non-peak times	5	4	3	2	1	9
23.	Condition of roadways	5	4	3	2	1	9
24.	Traffic signal operations (signal timing, signal progression, etc.)	5	4	3	2	1	9
25.	Neighborhood "cut-through" activity from traffic in the NWA region	5	4	3	2	1	9
26.	Speeding traffic on neighborhood streets	5	4	3	2	1	9

3. Which FOUR aspects of transportation listed in Question 2 do you think community leaders in the Northwest Arkansas region should emphasize most over the next 10 years? [Write in your answers below using the numbers from the list in Question 2.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

4. Overall, would you rate the transportation system in the NWA region as Excellent, Good, Average, or Poor?

___(1) Excellent ___(2) Good ___(3) Average ___(4) Poor ___(9) Don't know

5. Do you feel that traffic congestion at rush hour in the NWA region is better or worse than rush hour congestion in other cities of comparable size that you have visited?

___(1) Better ___(2) Worse ___(3) Same ___(9) Don't know

6. Are you satisfied with the condition of the existing Arkansas highway system?

___(1) Yes ___(2) No

Current and Emerging Transportation Problems

7. For each of the following, please indicate whether you think the issue is a "Current Problem," an "Emerging Problem," or "Not a Problem" in the Northwest Arkansas region.

Problems	Current Problem	Emerging Problem	Not Sure	Not a Problem
01. Congestion between your home and Fayetteville	4	3	2	1
02. Congestion between your home and Bentonville	4	3	2	1
03. Congestion between your home and Springdale	4	3	2	1
04. Congestion between your home and Lowell	4	3	2	1
05. Congestion between your home and Rogers	4	3	2	1
06. Air quality	4	3	2	1
07. Large truck traffic	4	3	2	1
08. Traffic delays caused by trains	4	3	2	1
09. Lack of public transportation/bus service	4	3	2	1
10. Capacity of major roads not keeping up with new development	4	3	2	1
11. Lack of bicycle trails/bike facilities	4	3	2	1
12. Lack of safe and accessible pedestrian facilities	4	3	2	1

Long Range Transportation Planning Issues

8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with efforts in the Northwest Arkansas region to address the following issues.

How satisfied are you with efforts in the region to...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Protect/Preserve air quality	5	4	3	2	1	9
02. Relieve traffic congestion	5	4	3	2	1	9
03. Protect sources of drinking water (e.g., aquifers)	5	4	3	2	1	9
04. Reduce energy consumption	5	4	3	2	1	9
05. Improve travel safety	5	4	3	2	1	9
06. Reduce noise from traffic	5	4	3	2	1	9
07. Preserve historical sites	5	4	3	2	1	9
08. Provide travel choices other than automobiles	5	4	3	2	1	9
09. Improve drainage infrastructure to prevent floods	5	4	3	2	1	9
10. Protect trees and other features of the natural landscape	5	4	3	2	1	9
11. Protect established (historic) neighborhoods	5	4	3	2	1	9
12. Meet the transportation needs of visitors or tourists	5	4	3	2	1	9
13. Reduce urban sprawl	5	4	3	2	1	9
14. Maintain existing roads and highways	5	4	3	2	1	9

9. Which **THREE** of the transportation issues listed in Question 8 do you think should be most important? [Write in your answers below using the numbers from the list in Question 8.]

1st: ____ 2nd: ____ 3rd: ____

Non-Auto Transportation

10. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Availability of information about public transportation services in the region	5	4	3	2	1	9
02. Number of destinations served by public transportation	5	4	3	2	1	9
03. Distance to the nearest bus stop from your home	5	4	3	2	1	9
04. The frequency of bus service where you live	5	4	3	2	1	9
05. Days and times when the bus service is provided	5	4	3	2	1	9
06. Availability of safe sidewalks and pedestrian facilities where you live	5	4	3	2	1	9
07. Availability of safe biking facilities/lanes where you live	5	4	3	2	1	9
08. Availability of transportation services for seniors and persons with disabilities	5	4	3	2	1	9
09. Availability of public transportation services on weekends	5	4	3	2	1	9
10. Availability of carpooling service (rideshare)	5	4	3	2	1	9
11. Availability of bikeshare service	5	4	3	2	1	9
12. Availability of park and ride facilities	5	4	3	2	1	9
13. Speed of travel by bus in the region	5	4	3	2	1	9
14. Affordability of flights in the region	5	4	3	2	1	9
15. Adequate flight routes provided by XNA	5	4	3	2	1	9
16. Convenient flight times provided by XNA	5	4	3	2	1	9

11. Which **THREE** of the transportation issues listed in Question 10 do you think should be **MOST IMPORTANT**? [Write in your answers below using the numbers from the list in Question 10.]

1st: ____ 2nd: ____ 3rd: ____

Funding Issues

12. How do you think the current level of funding for road and highway improvements in the Northwest Arkansas region should change over the next FIVE years?

- ____(1) Should be reduced ____ (3) Should be somewhat greater than it is now
 ____ (2) Should stay the same ____ (4) Should be much greater than it is now

13. How do you think the current level of funding for public transportation (e.g. bus service) in the Northwest Arkansas region should change over the next FIVE years?

- ____(1) Should be reduced ____ (3) Should be somewhat greater than it is now
 ____ (2) Should stay the same ____ (4) Should be much greater than it is now

14. To what degree do you favor or oppose developing a regional passenger rail project?

- ____ (1) Strongly favor ____ (3) Neither favor nor oppose ____ (5) Strongly oppose
 ____ (2) Favor ____ (4) Oppose

Regional Transportation Investment Priorities

15. Using a scale of 1 to 10, where 10 means "Highest Priority" and 1 means "Lowest Priority," please indicate what priority should be placed on the following transportation improvements in the Northwest Arkansas region.

Improvement	Highest Priority										Lowest Priority	Don't Know
	10	09	08	07	06	05	04	03	02	01		
01. Widening freeways by adding lanes	10	09	08	07	06	05	04	03	02	01	99	
02. Building a network of bicycle lanes	10	09	08	07	06	05	04	03	02	01	99	
03. Building overpasses or underpasses at railroad crossings	10	09	08	07	06	05	04	03	02	01	99	
04. Building "High Occupancy Vehicle" (HOV) lanes on freeways for buses and carpools	10	09	08	07	06	05	04	03	02	01	99	
05. Expanding public transit with more bus routes, expanded service hours, and more frequent service	10	09	08	07	06	05	04	03	02	01	99	
06. Building commuter light rail to carry commuters to major activity centers	10	09	08	07	06	05	04	03	02	01	99	
07. Developing Bus Rapid Transit which operates like light rail using rubber tired vehicles	10	09	08	07	06	05	04	03	02	01	99	
08. Rerouting truck traffic or finding another solution to keep freight traffic separate from local traffic on freeways	10	09	08	07	06	05	04	03	02	01	99	
09. Reducing congestion in the area where I live	10	09	08	07	06	05	04	03	02	01	99	
10. Building, widening, or repairing existing sidewalks	10	09	08	07	06	05	04	03	02	01	99	
11. Building shelters, benches, and other pedestrian amenities	10	09	08	07	06	05	04	03	02	01	99	
12. Expanding carpool and vanpool programs to reduce the number of vehicles on the road	10	09	08	07	06	05	04	03	02	01	99	
13. Building a system of remote Park and Ride lots with express bus service to major activity centers	10	09	08	07	06	05	04	03	02	01	99	
14. Using information technology to enhance driver safety and improve traffic flow	10	09	08	07	06	05	04	03	02	01	99	
15. Acquiring land for traffic corridors and roads in future growth areas	10	09	08	07	06	05	04	03	02	01	99	
16. Improving transportation services for seniors and persons with disabilities	10	09	08	07	06	05	04	03	02	01	99	
17. Improving access to the Airport (XNA)	10	09	08	07	06	05	04	03	02	01	99	

16. Which FOUR of the transportation issues listed in Question 15 do you think should be MOST IMPORTANT? [Write in your answers below using the numbers from the list in Question 15.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

17. Six major categories of transportation funding for the Northwest Arkansas Region are listed below. You have a total of \$100 to allocate among the six transportation-funding categories. Please make the allocation of funding based on your priorities. [Note: It is important that the sum of the dollar values you allocate between the six transportation funding categories adds up to \$100.]

- \$ _____ Building new or adding capacity to existing streets and highways in the region
- \$ _____ Maintaining existing streets and highways in the region
- \$ _____ Building/improving bicycle and pedestrian facilities
- \$ _____ Expanding/improving public BUS service
- \$ _____ Building/improving/implementing passenger rail (light rail, Commuter rail, hi-speed rail) service
- \$ _____ Improving airport and freight facilities in the area

\$100 total

18. If you want better highway conditions, the Arkansas Department of Transportation will need additional funds. Would you support a highway program that would generate additional revenue?

____(1) Yes ____ (2) No ____ (3) I am satisfied with current highway conditions

Employment and School Related Travel

19. Which ONE of the following BEST describes your current employment status?

- | | |
|------------------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> (1) Employed Full Time [Answer Q19a-d.] | <input type="checkbox"/> (5) Homemaker |
| <input type="checkbox"/> (2) Employed Part Time [Answer Q19a-d.] | <input type="checkbox"/> (6) Retired/Disabled |
| <input type="checkbox"/> (3) Student [Answer Q19a-d.] | <input type="checkbox"/> (7) Other: _____ |
| <input type="checkbox"/> (4) Unemployed, seeking work | |

19a. In which zip code do you...

Work? _____ Go to school? _____ Live? _____

19b. Do you make most of your trips to/from work and school on city streets or highways?

- (1) Mostly city streets (2) Mostly highways (3) About the same on both (9) Don't know

19c. How do you travel to school or work MOST OFTEN?

- | | |
|----------------------------------------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> (1) Public transportation (Bus) | <input type="checkbox"/> (5) Walk |
| <input type="checkbox"/> (2) Driving alone | <input type="checkbox"/> (6) Motorcycle |
| <input type="checkbox"/> (3) Carpool/vanpool (get a ride/share ride with others) | <input type="checkbox"/> (7) Other: _____ |
| <input type="checkbox"/> (4) Bicycle | |

19d. Which one of the following BEST describes your past experience with public transit?

- | | |
|----------------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> (1) None | <input type="checkbox"/> (5) Regularly Bus Transit only |
| <input type="checkbox"/> (2) Occasionally Bus Transit only | <input type="checkbox"/> (6) Regularly Rail Transit only |
| <input type="checkbox"/> (3) Occasionally Rail Transit only | <input type="checkbox"/> (7) Regularly Bus and Rail Transit |
| <input type="checkbox"/> (4) Occasionally Bus and Rail Transit | |

Public Transit Use

20. Using a scale of 1 to 5, where 5 means "Very Interested" and 1 means "Not Interested at All," please rate your level of interest in using the following types of transportation in the Northwest Arkansas region.

	How Interested would you be in using...	Very Interested	Interested	Somewhat Interested	Not Interested	Not Interested at All	Don't Know
1.	Passenger rail service that would come by stops every 15 minutes and cost less than travel by car	5	4	3	2	1	9
2.	Bus Rapid Transit, which operates like light rail but using rubber tired vehicles, that would come by stops every 15 minutes and cost less than travel by car	5	4	3	2	1	9
3.	Expanded bus service where residents would go to a stop or lot near their home to catch a bus that would travel in the same lanes as cars and drop them off within 2 blocks of their destination	5	4	3	2	1	9
4.	Expanded bus service where residents would go to a stop or lot near their home to catch a bus that would travel on dedicated bus lanes, which would be faster than travel by car; the bus would drop residents off with 2 blocks of their destination	5	4	3	2	1	9
5.	A ridesharing or carpool program where people who live and work near one another would meet at a designated parking lot and then use dedicated carpool lanes that would allow them to travel faster than cars with single passengers	5	4	3	2	1	9
6.	A ridesharing or carpool program where participants are picked up at their home and then use dedicated carpool lanes that allow them to travel faster than cars with single passengers	5	4	3	2	1	9

21. Overall, how important do you think it is for local governments in the region (Benton and Washington Counties) to support and fund public transportation?

___(1) Very important ___(2) Somewhat important ___(3) Not sure ___(4) Not important

22. Do you think expanded public transportation services are needed in Benton and Washington Counties?

___(1) Yes [Answer Q22a.] ___(2) No [Skip to 23.]

22a. How supportive would you be of paying an increase in taxes to support expanded public transportation services in Benton and Washington Counties?

___(1) Very supportive ___(2) Somewhat supportive ___(3) Not sure ___(4) Not supportive

Demographics

23. Do you own a car? ___(1) Yes ___(2) No

24. Do you own a bicycle? ___(1) Yes ___(2) No

25. How many persons, including yourself, are currently living in your household? [Write in the number of people in each age group in the space provided.]

Under age 10: ___ Ages 11-19: ___ Ages 20-44: ___ Ages 45-64: ___ Ages 65+: ___

26. Would you say your total annual household income is...

___(1) Under \$35,000 ___(2) \$35,000 to \$74,999 ___(3) \$75,000 to \$119,999 ___(4) \$120,000 or more

27. Which of the following best describes your race? [Check all that apply.]

___(1) Black/African American ___(3) Asian/Pacific Islander ___(5) Other: _____
___(2) American Indian ___(4) White/Caucasian

28. Are you of Hispanic, Latino, or other Spanish ancestry? ___(1) Yes ___(2) No

29. Your gender: ___(1) Male ___(2) Female

This concludes the survey-Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the survey to the right will ONLY be used to help identify which areas of the region have various transportation needs. If your address is not correct, please provide the correct information. Thank you.