

Kellogg Road Survey #1 Summary & Discussion

A community feedback survey was created on January 22, 2023, that was designed for residents, commuters, and regular users of the Kellogg Road corridor. The purpose of the survey is to collect opinions from the public to identify important issues along Kellogg Road, understand the transportation priorities of the community, and incorporate the community's vision of a safer and more accessible roadway into the study. Survey responses were received between February 5th and March 15th, approximately two weeks following the first Kellogg Road public meeting.

The survey received 705 responses during the time that it was open. Responses were submitted utilizing a variety of public outreach tools such as direct mailings, in person meetings and social media. A postcard was mailed to 481 unique properties within or directly adjacent to the project area. The postcard had a QR code and web link to the online survey. In-person outreach efforts were conducted in the project area with flyers containing a weblink to the survey was distributed to businesses and commercial residential locations. The survey was also widely distributed by local elected officials, regional transportation partners, newspaper and online news agencies, and private social media posts.

Characteristics of Kellogg Road Travelers

A review of the survey results found the age of the respondents tended to trend highest among elderly and middle-aged adults. The age group providing the highest frequency of responses to the survey were those over the age of 65 years old (27.2%). This is followed by individuals between the ages of 45-54 (21.2%), 35-44 years old (19.5%), and 55-64 years old (18.7%). Inversely, just 13.5% of all respondents were under the age of 35.

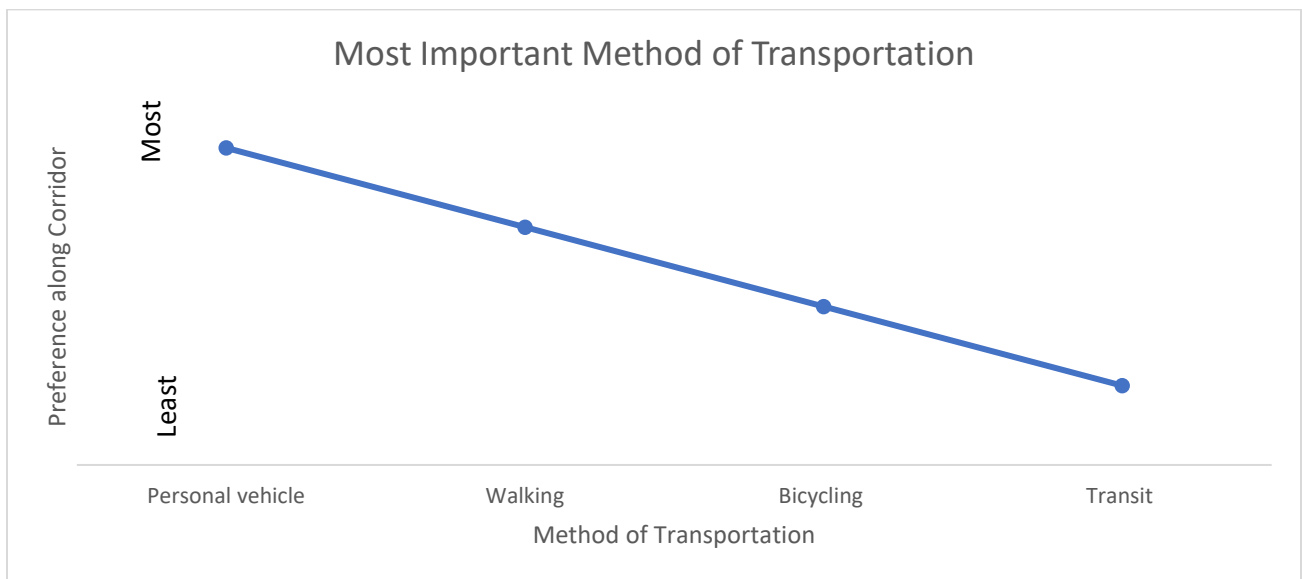
The age of the respondent population corresponds with the response to the survey that the person had many years of experience utilizing Kellogg Road. Among the 674 respondents (95.6%) who indicated that they are regular users of Kellogg Road, 77.8% reported having used Kellogg Road for over 11 years. Just 9.5% of regular users have been utilizing Kellogg Road for less than 5 years and 12.6% of users for between 6 and 10 years.

Existing Preferences and Uses of Kellogg Road Travelers

Respondents indicated in the survey that under the current roadway conditions, there is a large preference for the use of vehicles to navigate Kellogg Road. Nearly half (48.9%) of respondents drive their single-occupant vehicle more than five days a week, with another 29.4% driving their vehicle 3-4 days per week. In total, 97.1% of respondents chose to drive a vehicle through Kellogg Road at least once throughout the week. Regarding shared motorized vehicle experiences, 63.5% of respondents chose to carpool at least once a week, while less than 1% utilized the bus for transportation. The preference for vehicles on Kellogg Road under the current roadway conditions is reaffirmed in other questions throughout the survey where most

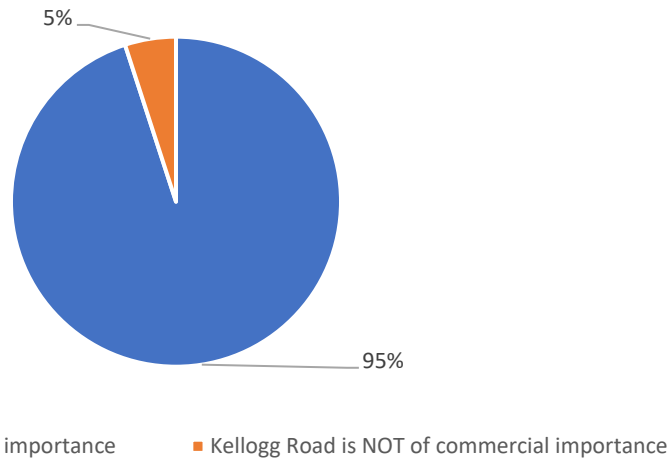
respondents (84.3%) indicated that their personal vehicle is the most important transportation method to them for use on Kellogg Road.

Compared to the usage of motorized vehicles, there is less of a preference for walking or alternative forms of transportation under the current roadway conditions. Respondents reported walking or utilizing a mobility assisting device along the corridor at least once per week 15.8% of the time, and 9.7% of respondents utilized a bicycle or scooter at least once a week. In a similar trend, just 10.2% of respondents later in the survey stated that walking was the most important means of transportation along Kellogg Road for them personally. 35 respondents had left comments within this section of the survey, in which at least 13 indicated that Kellogg Road was a part of their regular running or jogging route and was frequently listed as a challenge to traverse due to pedestrian safety and accessibility concerns.



Almost all respondents (95%) highlighted Kellogg Road’s commercial importance by indicating the most frequented reason for using Kellogg Road was to run errands such as grocery shopping, access the pharmacy, or complete other necessary tasks. The percentage of respondents who use the corridor for other reasons drops by over 30% for other uses such as going to a restaurant (63.3%), going retail shopping (52.3%), and visiting family and friends (50.4%). The smallest usage of Kellogg Road was for the purposes of commuting to work (37.1%) or commuting to school (15.4%).

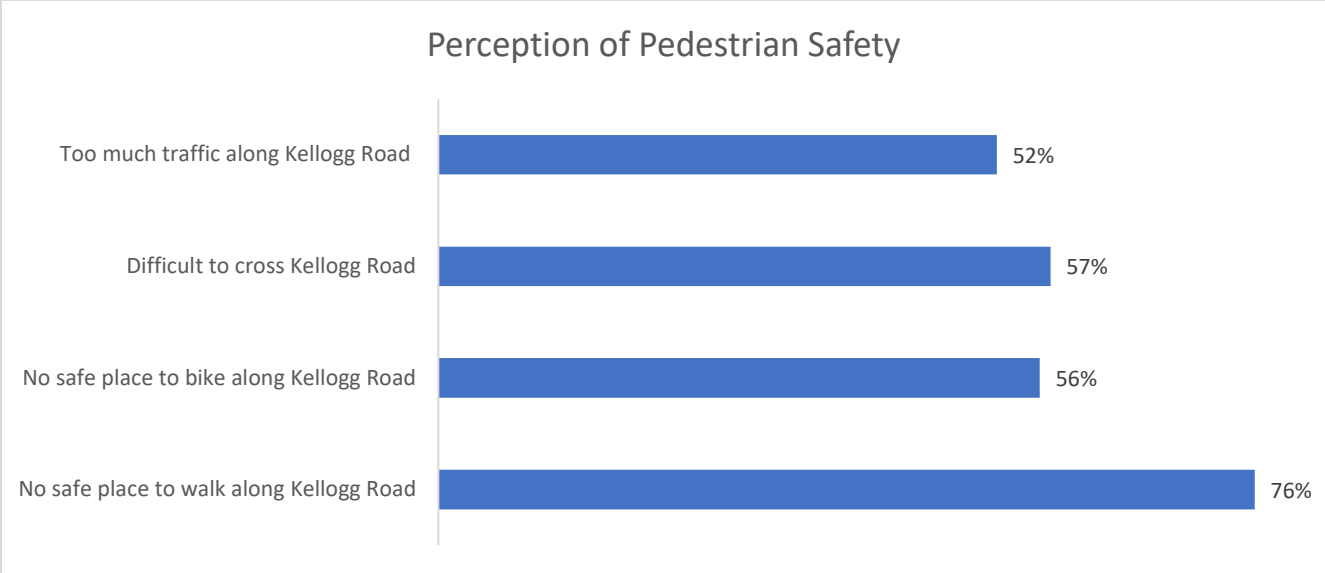
Commercial Importance of Kellogg Road



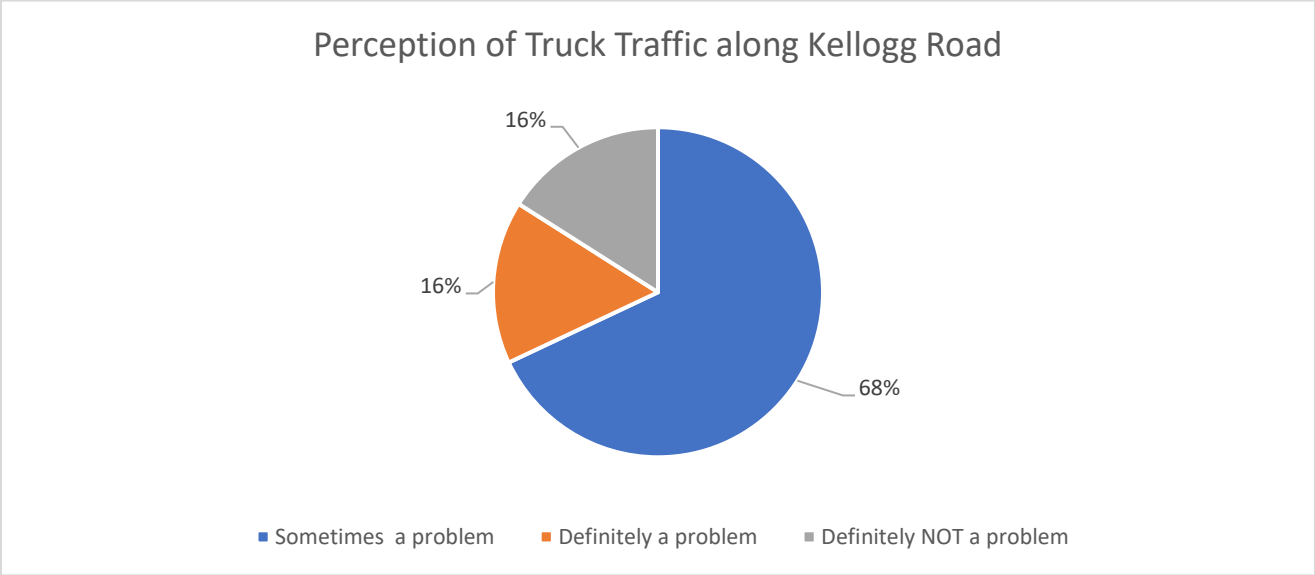
Concerns of Kellogg Road Travelers

Survey respondents traveling on Kellogg Road have a shared perception that the roadway is generally unsafe for pedestrians and bicyclists. When asked how safe users of Kellogg Road would feel if walking or biking on the corridor, the level of safety was ranked at a 2 out of 10. On a separate question in which respondents were asked to rate pedestrian mobility/walkability in the Kellogg Road Neighborhood from one (very difficult to walk/access) to four (extremely walkable/accessible), respondents provided an average of a 1.2 rating. More specifically, respondents found parks, trails, and other recreations to be the least accessible (60.3%) from Kellogg Road, followed by work (53.7%), and school (46.2%).

Regarding traffic concerns more broadly, there were a number of potential issues that respondents felt accurately applied to Kellogg Road. The main concerns were there is no place to walk safely (75.9%), followed by difficulty crossing the road (56.5%), and no place to safely bike across the road (55.9%). Inversely, just 12% of respondents indicated there was no place that they wanted to go within walking distance. The results suggest Kellogg Road hosts a wide variety of commercial and recreational venues, but they are difficult to access.



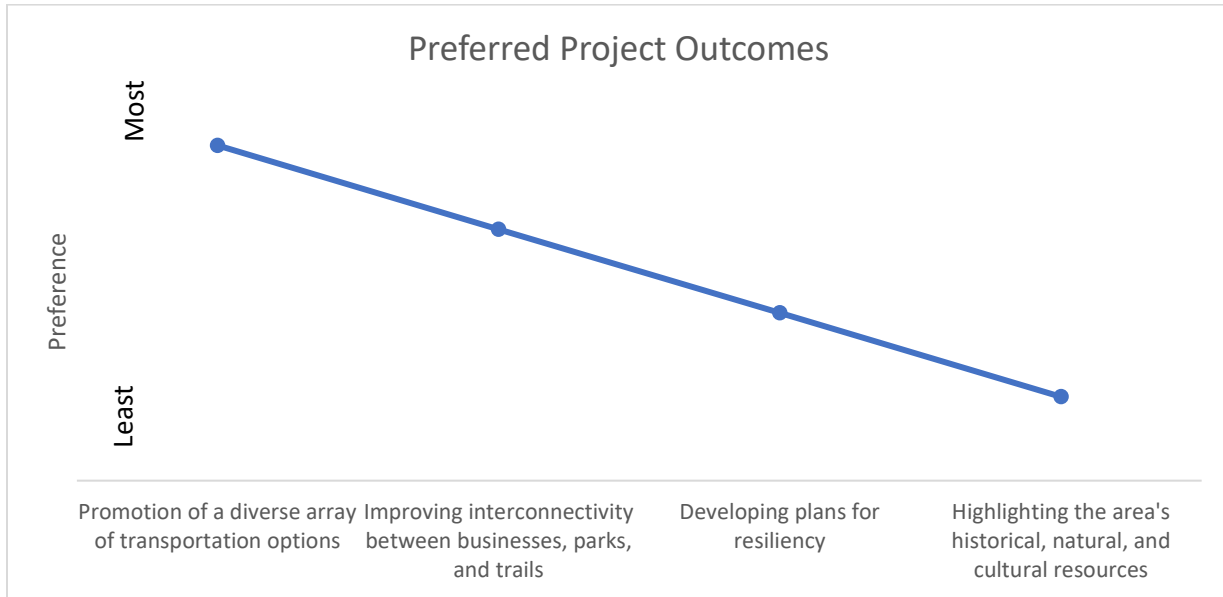
The survey also touched on the topic of commercial truck traffic, as this is frequently cited as a major point of discussion in areas with large amounts of commercial development. When asked if respondents thought commercial truck traffic was a problem along Kellogg Road, 75% of users indicated commercial truck traffic is a problem at least some of the time. However, most residents did not highlight this as a consistent or well-defined problem, as only 16.2% stated commercial traffic was definitely a problem, while a similar 15.6% said it was definitely not a problem.



Suggested Improvements and Outcomes from Kellogg Road Travelers

Respondents were provided an opportunity to rank a number of high-level conceptual project outcomes on a scale of one to five, with one being the most important outcome. The possible outcomes include: the promotion of a diverse array of transportation options, providing a sense

of place, improving interconnectivity between nearby community assets, creating additional climate and flood resiliency measures, and highlighting historical and cultural resources. The most frequently number one ranked outcome was the promotion of a diverse array of transportation options that are safe for bicycling, walking, running, public transit, and/or vehicles (53.39%). This is followed by improving interconnectivity between businesses, parks, and trails (35.75%) in rank two, and developing plans for resiliency (30.39%) in rank three. The least important outcome, with 62.44% of respondents ranking it at a five, was highlighting the area’s historical, natural, and cultural resources.



When prompted to prioritize the specific improvements respondents would like to see along Kellogg Road, there was a notable preference for pedestrian-accommodating roadway improvements. Specifically, respondents were most interested in sidewalks (81.9%), intersection improvements (74%), and wide road shoulders (60.2%). There was a lesser degree of enthusiasm regarding bicycle infrastructure, as 40.2% of respondents wanted to see bike lanes added. Placemaking elements such as street trees (32.5%), planters or hanging flowers (26.2%), pedestrian-scale streetlights (23.46%), and decorative banners (11.5%) were the least prioritized element for the corridor. Finally, bio-retention and rain gardens, which were included in part due to the known flooding concerns along Kellogg Road, were a priority by just 29.6% of respondents.

Finally, respondents were provided a list of less tangible improvements that could be made to the Kellogg Road neighborhood and prompted to choose what improvements they would like to see made. The most preferred improvement was to decrease traffic congestion in the neighborhood (66.3%). This is followed by accessibility and pedestrian improvements such as improved connectivity between parks and trails (42.1%), and the addition of non-vehicular transportation options (40.5%). Some respondents also wanted to see a reduction in the number of trucks traveling through the area (32.14%). As was evident from the responses to

other questions, there was a comparative lack of interest in placemaking components such as street trees (27.9%), additional public recreational spaces (17.8%), and more event spaces (9.6%), as well as a lack of interest in increasing bus transit options (14.4%).