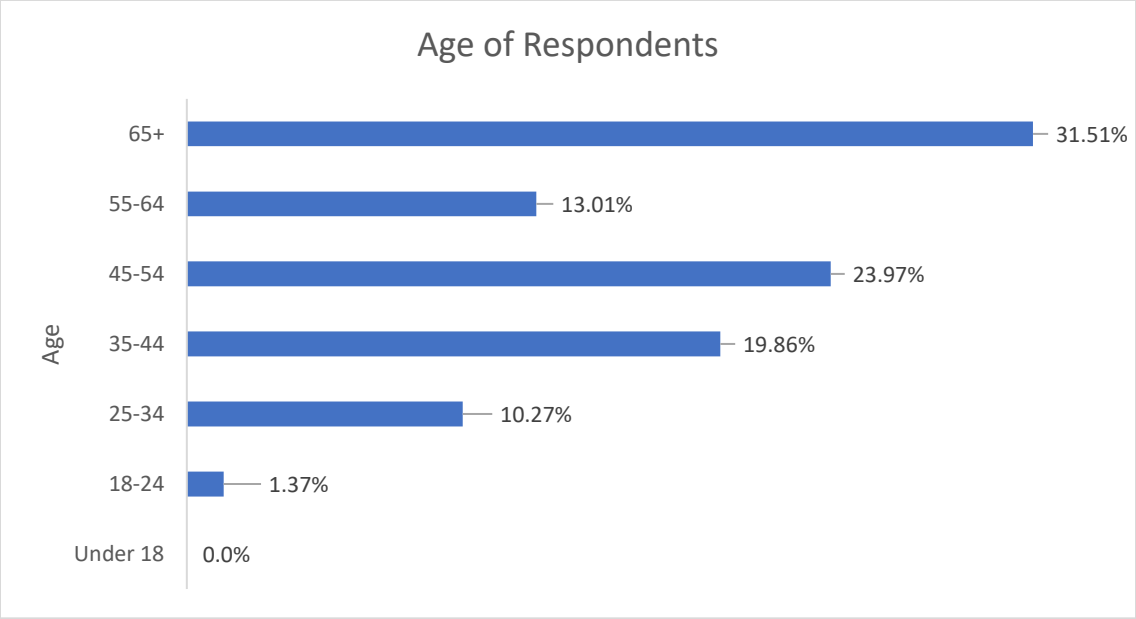
Kellogg Road Survey # 2 Summary & Discussion

A visual preference survey was released on May 8, 2023 to get the opinion of residents, commuters, and regular users of the Kellogg Road. corridor regarding how they would like to improve their community's aesthetic, while taking safety into consideration. The purpose of this survey was to ask respondents to rate their preferences on a series of roadway elements that could impact the future physical design concepts for Kellogg Road. The survey was open from May 9 until June 7, 2023.

The survey received 158 responses during the time that it was open. The survey was open from May 9 until June 7, 2023. The survey was distributed at the second public meeting on May 22, 2023, and left open for two weeks following the meeting to allow for community participation. Responses were garnered 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. The survey was also widely distributed by local elected officials, regional transportation partners, newspaper and online news agencies, and private social media posts.

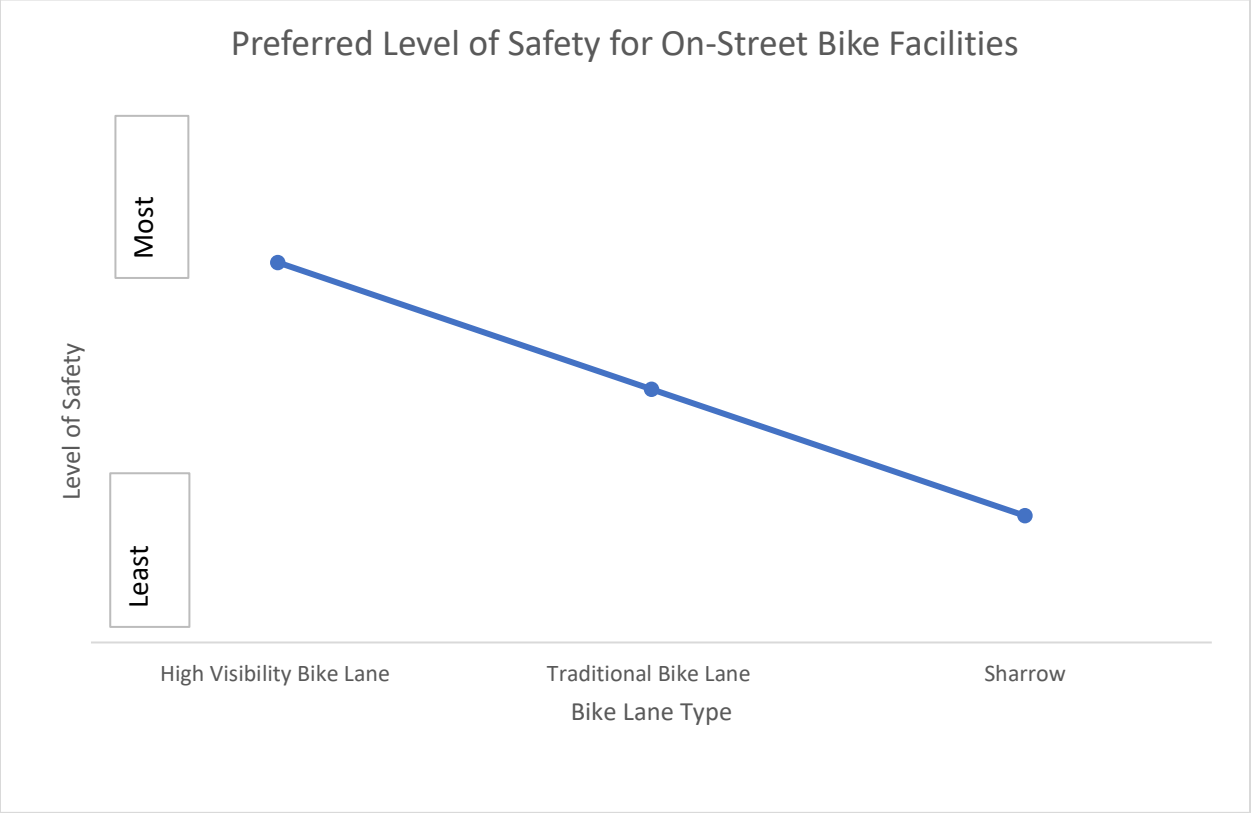
Characteristics of Kellogg Road Travelers

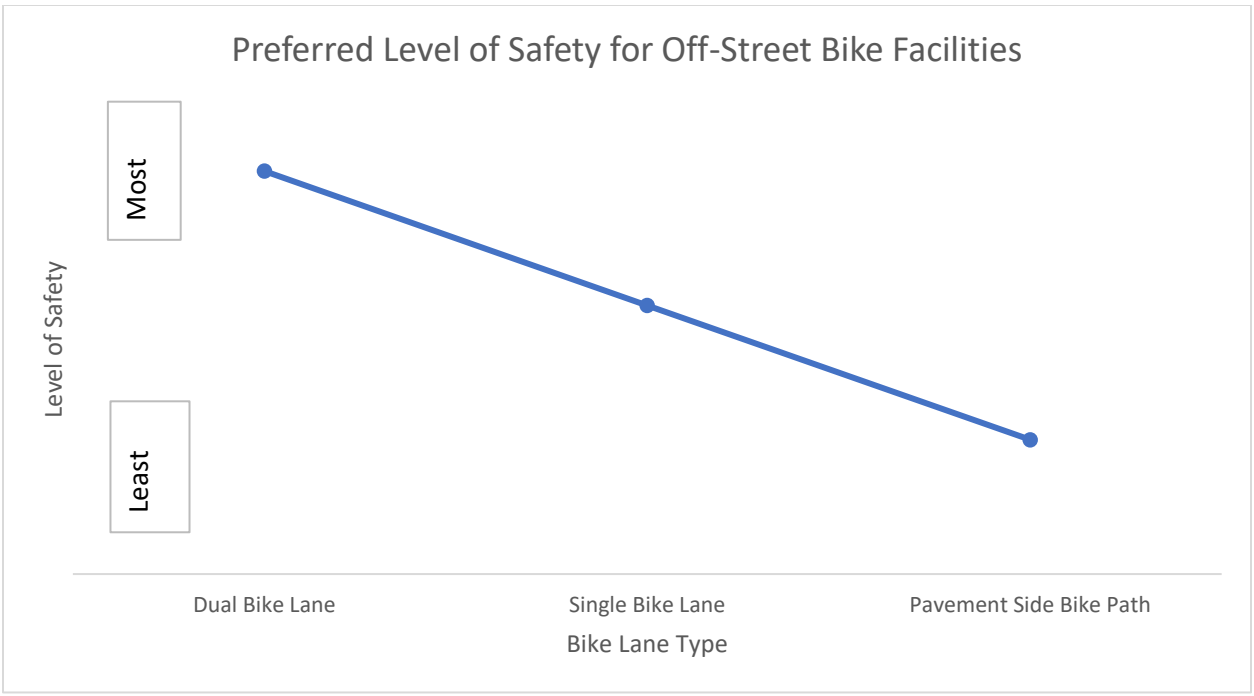
A review of the survey results found that a majority of respondents tended to be over the age of 65+ years old (31.5%). This is followed by individuals between the ages of 45-54 years old (24.0%), 35-44 years old (19.9%), 55-64 years old (13.0%), 25-34 years old (10.3%), and 18-24 years old (1.4%). No respondents to this survey were under the age of 18 years old. Almost all respondents reported themselves as regularly utilizing Kellogg Road for daily transportation (97.5%).



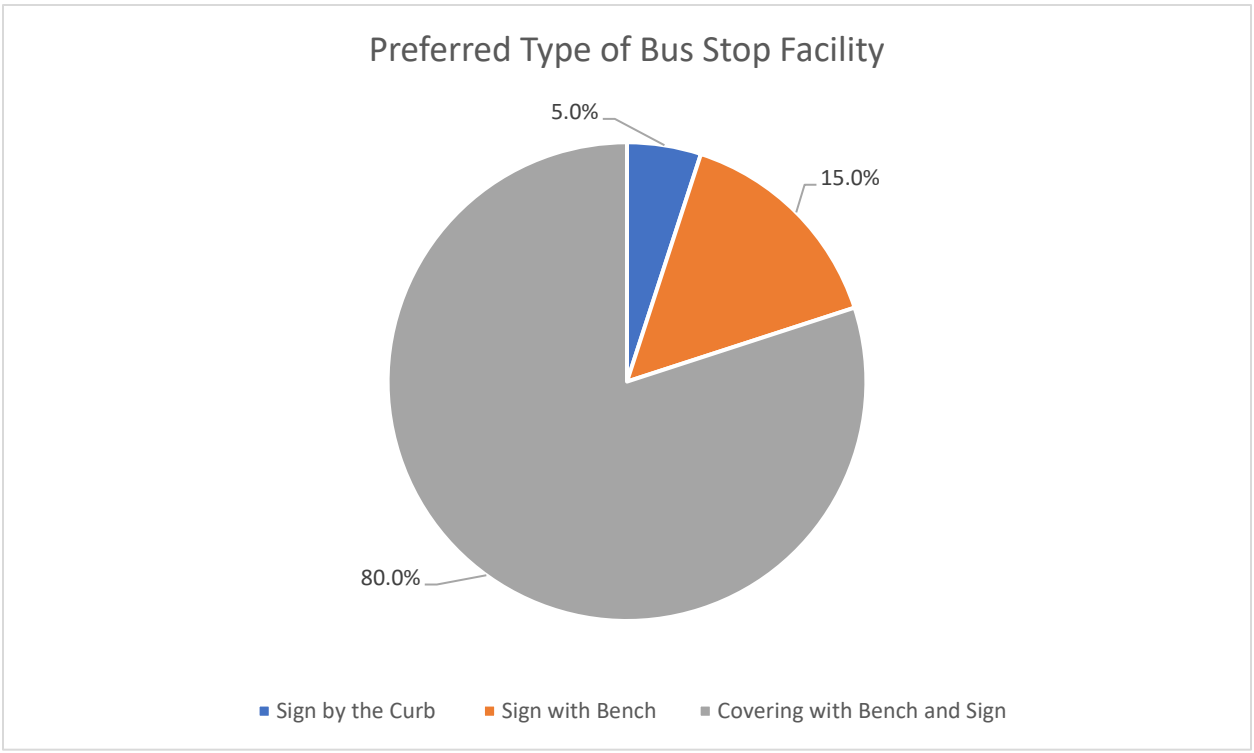
Existing Preferences and Uses of W. Chestnut Street *Travelers*

When participants were asked if they felt safe enough to ride their bicycle along the corridor, only 5.7% responded affirmatively, while the remained were unsure or felt unsafe. It was clear that respondents preferred separated bike lanes with high visibility markings opposed to a sharrow or a bike lane delineated with only a white line. When asked to rank these options, 83.6% of respondents chose a high visibility bike lane as their first choice, 82.2% chose a traditional bike lane as their second choice, and 86.8% of respondents indicated that a sharrow was their last choice. When asked about the perception of safety regarding different off-street bicycle facilitates, 47.3% ranked a marked bi-directional bicycle lane as safest while 45.7% of participants ranked a delineated single lane as safest. Nearly 73.6% of participants, the overwhelming majority, ranked a pavement side path for bicycles and pedestrians as the least safe.





When asked about what would best encourage an increase in the usage of public transit, participants generally agreed that a bus stop with a covering was the best option (80.0%), while 15.0% preferred a bench with a bus stop sign, and 5.0% preferred only a bus stop sign in the grass by the curb.

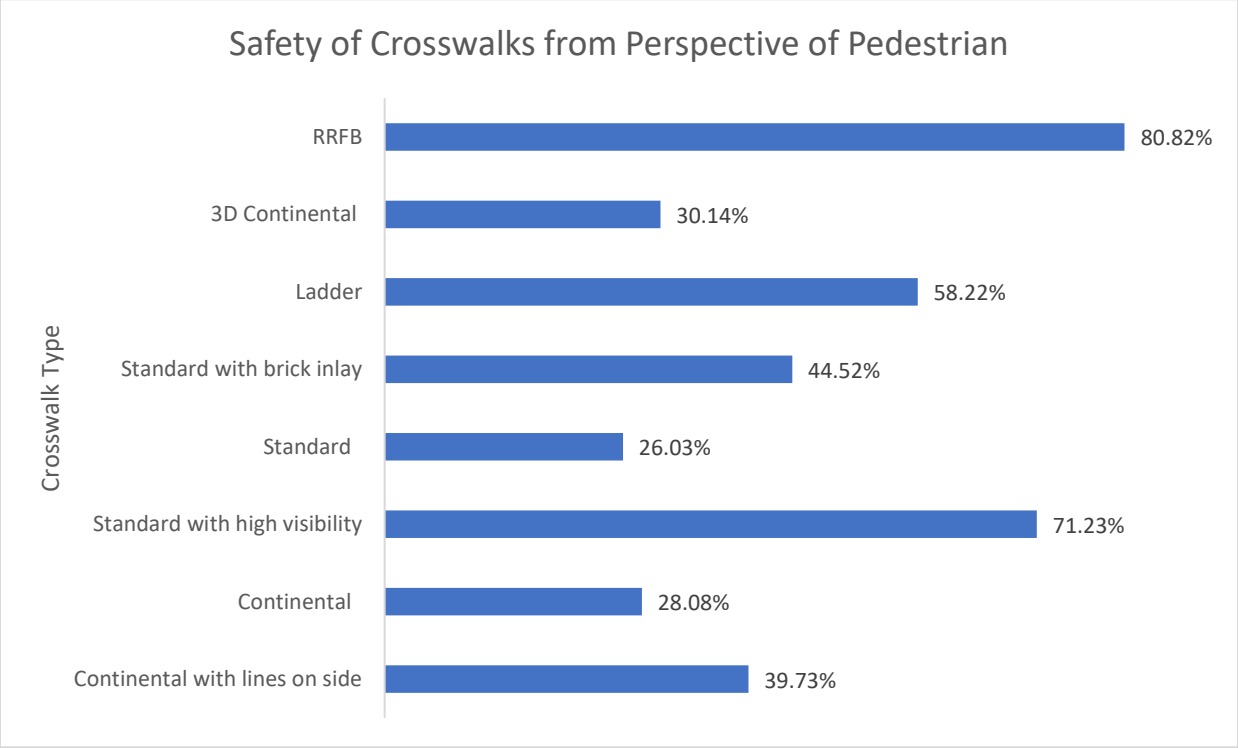


Participants were asked to evaluate their comfort level when crossing different intersections configurations from a scale of 1 to 10, 1 being the least comfortable and 10 being the most. When asked about more comprehensive a four-way intersection with protected bike lanes as well as both pedestrian and bike crosswalks, the average comfort level was rated to be a 3. The intersection design included bump outs and detailed crossing delineations, which may be unfamiliar concepts to residents as they are not as common in the area. This image showed a higher level of vehicular traffic and did not include turning lanes.

When asked about a mini-roundabout with no designated bike lanes or crosswalks, the average comfort level was also rated to be a 3. This could be partially due to the lack of safety features, including lane markings and protection for bicyclists.

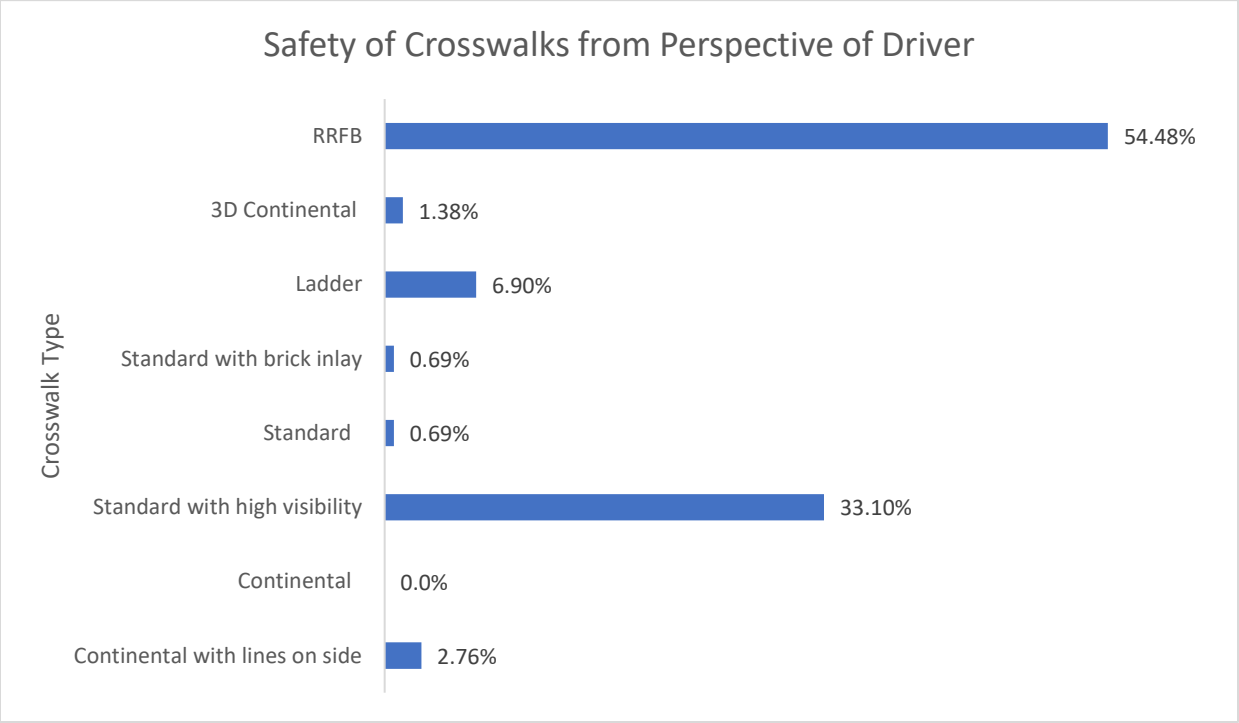
When asked about a highly delineated multi-mode friendly four-way intersection with a designated left turning lane and a pedestrian refuge island, respondents on average rated their comfort level to be a 4. This image was the highest rated intersection in the visual preference survey. It featured a plentiful markings on the roadway, delineating bike lanes, and pedestrian crossings. The higher comfort level may have been influenced by the presence of a pedestrian refuge island and pavement markings.

When asked about a single-lane conventional roundabout, respondents on average rated their comfort level to be a 3. While there were lane markings depicted in the image, there were no other safeguards for bicyclists or pedestrians.

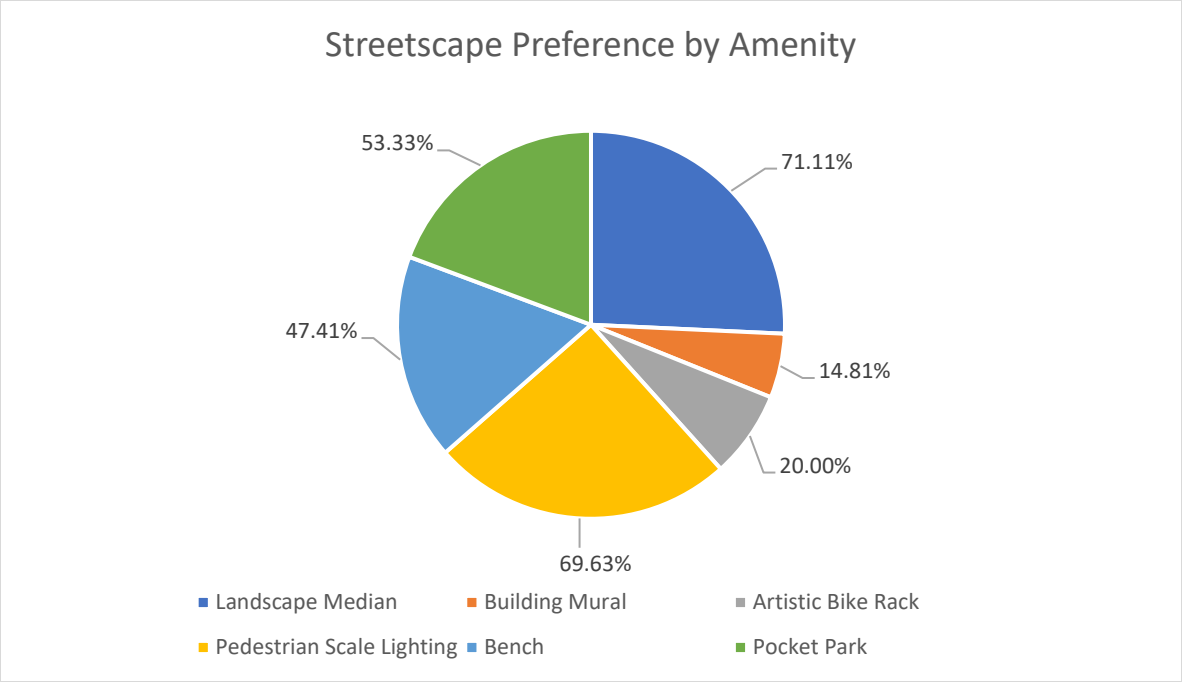


When asked about how safe respondents felt using different kinds of crosswalks, crosswalks supplemented with rectangular rapid flashing beacons (RRFB), textured or high visibility standard crosswalks, and ladder style crosswalks all scored highly. The continental-style crosswalk scored low, and the 3-dimensional paint did not impact the results of this crosswalk type. 80.8% felt an RRFB was the safest, 71.2% felt a standard crosswalk with high visibility marking was the safest, 44.5% felt a standard crosswalk textured with a brick inlay was the safest, and 4 in 10 respondents felt a ladder style crosswalk option was the safest. A consensus observed by the majority of respondents that the 3-dimensional continental crosswalk, a standard continental crosswalk, or a typical standard crosswalk were the least safe crossing types.

When asked about crosswalks from the perspective of a driver, respondents felt RRFB's and high visibility standard crosswalks were the safest. Less than 10% of drivers felt that all other options would encourage them to be more aware of pedestrians and drive more safely.



When asked about which placemaking features would be preferred within the community, respondents rated a landscape median the highest (71.1%). The next highest-ranking amenity was pedestrian-scale lighting (69.6%), followed by a pocket park (53.3%), a bench (47.4%), an artistic bike rack (20%), and finally a building mural (14.8%).



Participants were asked to rank public spaces to spend their time in on a scale from 1 to 10, 1 being the least likely and 10 being the most. Respondents did not have a strong preference for any of the public spaces in the visual preference survey. On average a pavilion, playground, dog park, and amphitheater were all ranked a 3. While the pavilion and dog park offer open space, the playground included slides, shrubbery, and benches. The amphitheater did not depict much landscaping, which is why it could've been rated a 3 instead of a 4. A highly landscaped, garden style park which included lots of outdoor space was rated to be a 4, the highest ranking out of all the options.