

# LEADERS LISTEN 2023

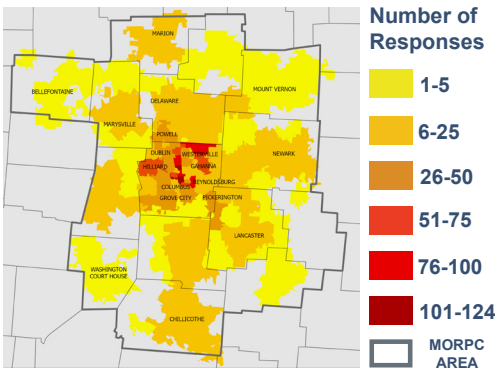
## Transportation Survey Actionable Insights

# Introduction

The Leaders Listen Series is a set of short surveys produced by MORPC that will periodically invite American Population Panel (APP) members residing within the Central Ohio region to share their input. *Leaders Listen: Transportation* invited residents to make their voices heard on transportation issues and opportunities impacting the region. More than 2,000 survey respondents across our 15-county region shared their opinions on everything from biking and bus services, to proposed passenger rail and how they would like to see the region invest in transportation.

Developed in partnership with CHRR at The Ohio State University and the Columbus Dispatch, the survey measured top-of-mind concerns for area residents.

## Leaders Listen TRANSPORTATION SURVEY RESPONDENTS



Source: Leaders Listen: Transportation Survey 2023

# Transportation Needs

We want the region to get better as we grow bigger. The best way to do that is to listen closely to our community.

In partnership with The Columbus Dispatch and CHRR at The Ohio State University, we measured the pulse of Central Ohio.

When it comes to transportation and mobility, new and expanded transportation options, short commute times, and safety are top of mind for area residents.

Source: Leaders Listen: Transportation Survey 2023

# Growth Context

As we look toward the future of Central Ohio, there will be many opportunities to reshape our region and communities to reflect the wants and needs of residents.

Collectively, we should focus on embracing new types of transportation, expanded active mobility infrastructure, and transit which is proximal to development to preserve our high standard of living. Most importantly, we must remain steadfast in ensuring that everyone has a voice and access to future amenities as we grow to a region of more than 3 million people by 2050.

## Actionable Insights

### Commuting Experiences

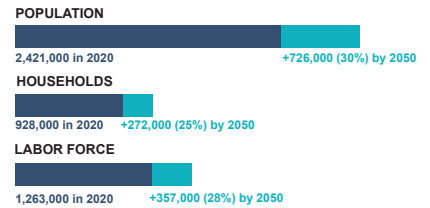
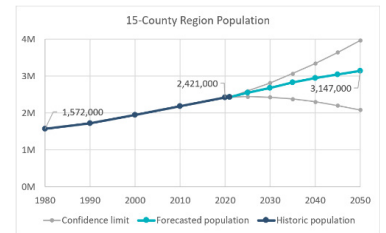
- Commuting time is very or extremely important in deciding where to live (66%)
- Most feel it is not convenient to walk, bike, bus for work or errands (46% to 65%)
- Passenger rail, bus services, and bike routes are closely ranked top investment priorities.

### Moderate/Extreme Electric Vehicle (EV) Barriers

- Purchase Prices (85%)
- Access to Charging (76%)
- Range Anxiety (66%)
- Knowledge about EVs (46%)

## Continued Growth Context

The Central Ohio region is expected to grow by an additional 726,000 people, 272,000 households and 357,000 workers.



Source: MORPC 2050 Population Forecast 2023

“Having efficient, affordable, and equitable transportation options are critical as our region experiences growth. Engaging our residents and businesses is more important now than ever as we plan for the needs of our region. Through this partnership, we hope our decision makers will gain more insights to create policies to advance Central Ohio’s transportation.”

- Edwina Blackwell Clark, Executive Editor, The Columbus Dispatch

## Amtrak Support

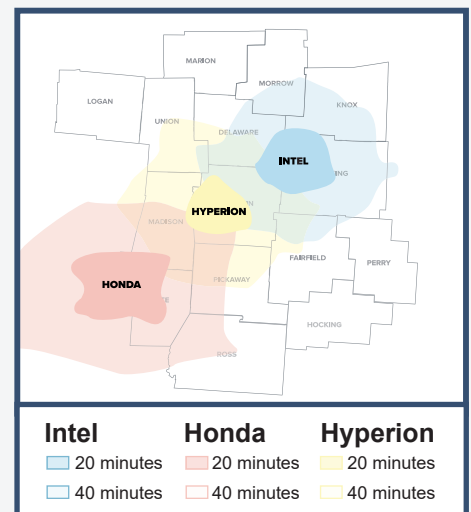
Central Ohioans expressed strong support (92%) in favor of regional Amtrak passenger rail service, with a majority (75%) rating it “very to extremely helpful.”

How helpful do you believe connecting Central Ohio to Amtrak’s passenger rail service would be?



Find Passenger Rail Moderately to Extremely Helpful

## Major Development Drive Times



Source: ESRI/MORPC 2023

# Impacts

How communities plan to meet current and future transportation needs will have significant impacts, not only on the transportation experiences of residents, but also on what growth looks like both regionally and at the local community level.

## Transit & Active Mobility

Central Ohio residents consistently indicated that it is not very convenient to travel the region without driving a car. Regional investment in passenger rail, buses, bike routes and sidewalks are highly desired; all options which will help to mitigate congested roadways as the region grows.



## Housing

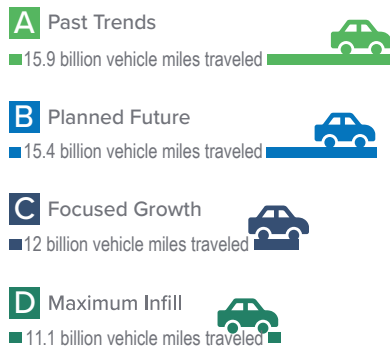
The 15-county Central Ohio region is forecasted to add 272,000 households by 2050. Ensuring these households have convenient access to alternative modes of transportation, such as transit and trails, is one important way to improve transportation experiences for current and future residents.

Source: MORPC 2050 Population Forecast



## Sustainability

Area residents value short commutes. In addition to convenience, focusing on infill and compact development close to existing housing and transit infrastructure has significant positive impacts on reducing greenhouse emissions and improving air quality.



Source: Insight2050, Columbus2020, MORPC, ULI 2019

## Equity & Inclusion

As we focus increasingly on planning the best ways to move people and not just cars, it is vitally important to ensure that all residents have convenient access to new, affordable transportation options, such as rapid transit, passenger rail, electric vehicles (EV) and EV charging infrastructure.

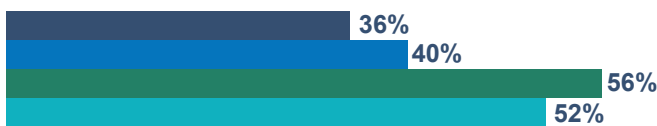


## Diverse Perspectives

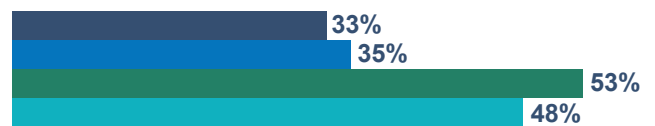
Residents who identified as white were 1.4 to 2.0 times more likely to cite the most prevalent concerns for “getting around in their community.” Additionally, minority residents ranked investing in bus services as priority #1 for the region, closely followed by passenger rail.



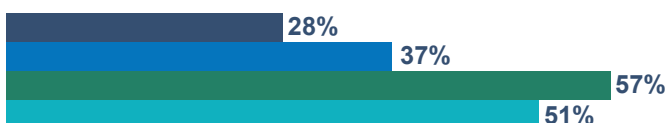
### Riding the bus takes too long



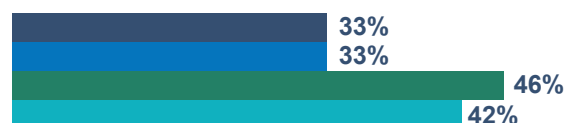
### Too many unsafe drivers



### Not enough safe bike routes



### Not enough sidewalks

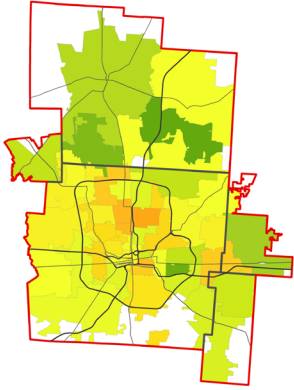


Source: Leaders Listen: Transportation Survey 2023

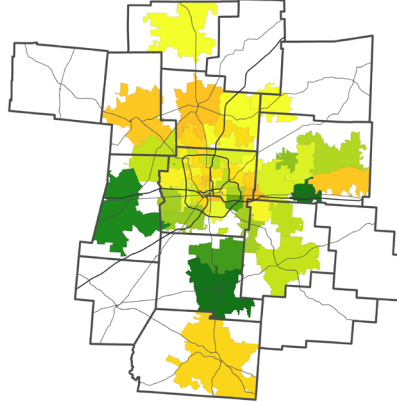
# Deeper Dive

Opinions on top transportation concerns varied significantly by ZIP Code. Overall satisfaction that transportation planners are meeting needs differed significantly by racial identification, with white residents being about twice as likely to report they are “not at all” or only “slightly” satisfied than other groups were. Residents’ satisfaction was fairly consistent across age groups, with the exception of those over 52 years old who were notably less likely to be “very” or “extremely” satisfied.

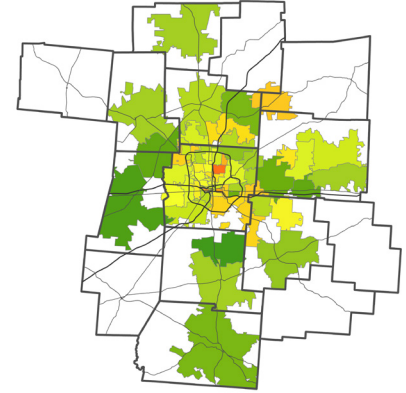
CHRR Results: Bus Takes Too Long



CHRR Results: Not Enough Safe Bike Routes



CHRR Results: Unsafe Drivers



0%

100%

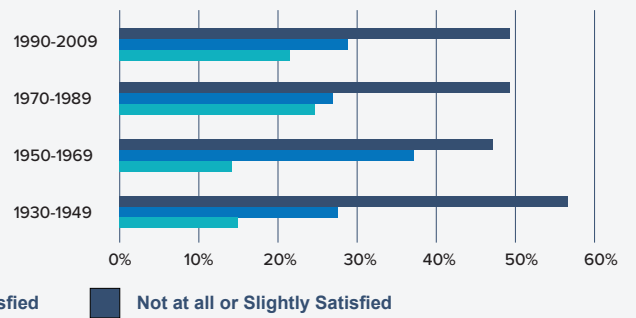
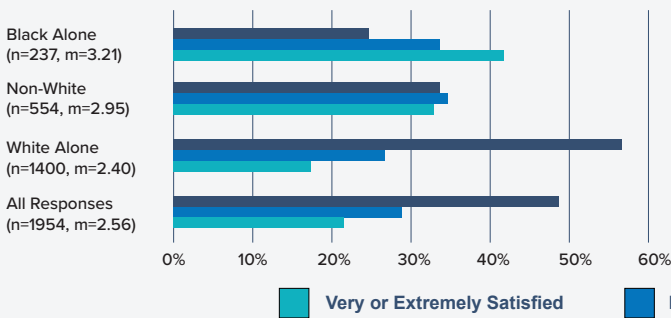
Percent of Respondents within ZIP Code



Source: Leaders Listen: Transportation Survey 2023 (4B ZIP Code Count N < 5 Excluded)

Overall, how satisfied are you that transportation planners and other decision makers in Central Ohio are addressing your transportation needs? (By Race)

Overall, how satisfied are you that transportation planners and other decision makers in Central Ohio are addressing your transportation needs? (By decade of birth)



Source: Leaders Listen: Transportation Survey 2023 (4B ZIP Code Count N < 5 Excluded)

## Actionable Insights

The *Leaders Listen: Transportation* survey points to area residents’ desire for improved transportation options at a time when the region is expecting rapid population growth. Central Ohioans want to maintain modest travel times through regional investment in passenger rail, bus service, bike routes, and sidewalks with an eye toward safety. Regional growth affords us an opportunity to realize better transportation experiences for all.

Find more data and planning resources at [www.morpc.org/leaderslisten](http://www.morpc.org/leaderslisten)