

Technical Memo B.2 - Public Survey

This **Public Survey** memo discusses the public feedback solicited through the Action Plan planning process, which primarily occurred through a public survey distributed by stakeholders. Specifically, this appendix includes the contents of the public survey (Section 1) and summarizes the results of the survey responses (Section 2).

Memo Contents

Public Survey Contents	2
1.1 Survey Introduction	2
1.2 Safety Concern Questions	2
1.3 Agreement Statements	4
1.4 Strategy Selection Questions	5
1.5 End Section Questions	5
1.6 Demographic Questions	6
Public Survey Results	7
2.1 Executive Summary of Survey Results	8
2.2 Survey Demographics	9
2.3 Travel Habits & Experiences	12
2.4 Agreement Statements	16
2.5 Safety Priorities	33



1 Public Survey Contents

A public survey was developed and administered in early February 2024 to collect input on local road safety issues and priorities for addressing transportation safety. This section presents the contents of the public survey as they appeared in the online survey tool.

1.1 Survey Introduction

The Central Ohio Rural Planning Organization (CORPO) is the regional transportation planning organization (RTPO) for seven nonmetropolitan counties in central Ohio: Fairfield, Knox, Madison, Marion, Morrow, Pickaway, and Union Counties.

CORPO received a \$200,000 federal grant through the Safe Streets and Roads for All (SS4A) program to develop a comprehensive Safety Action Plan for the seven-county CORPO planning area. As part of this effort, CORPO is collaborating with local agency partners to gather community input regarding local road safety issues and priorities.

Find out more about CORPO by visiting the CORPO webpage at www.morpc.org/CORPO.

1.2 Safety Concern Questions

1. What county do you live in? (*drop-down box with "other" as an option*)
2. What county do you work in? (*drop-down box with "other" as an option*)
3. Have you or someone you know ever been involved in a traffic crash in Central Ohio? If yes, how severe was the collision? Please check all applicable boxes.
 - a. No
 - b. Yes, and those involved experienced no or mild injuries
 - c. Yes, and those involved were treated for injuries
 - d. Yes, and those involved were treated for injuries which they still suffer from
 - e. Yes, and those involved died as a result of the crash
 - f. Other (please specify)



4. What are your biggest roadway safety concerns in the county where you live? Please select up to five items.
 - a. Aggressive driving or excessive speeding
 - b. Distracted driving
 - c. Impaired driving
 - d. Commercial vehicles (e.g., tractor trailers and other large trucks)
 - e. Slow-moving vehicles (e.g., horse and buggy, tractors, etc.)
 - f. Construction work zones
 - g. Unsafe intersections
 - h. Poor road maintenance (e.g., potholes, faded lane markings, etc.)
 - i. Traffic congestion
 - j. Vehicle maintenance
 - k. Lack of dedicated infrastructure for walking and bicycling (sidewalks, crosswalks, trails, etc.)
 - l. Other (please specify)

5. Do you walk or bike in the county where you live? *(Multiple choice, select one)*
 - a. Yes, often
 - b. Yes, sometimes
 - c. No, but I would like to
 - d. No, never

6. Do you ride a motorcycle in the county where you live? *(Multiple choice, select one)*
 - a. Yes, often
 - b. Yes, sometimes
 - c. No, but I would like to
 - d. No, never

7. Do you regularly *travel in* slow-moving vehicles in the county where you live? If yes, what kind of slow-moving vehicles? (*Select all that apply.*)
 - a. No, I do not
 - b. Yes, horse and buggy
 - c. Yes, farm equipment
 - d. Yes, other

8. Do you regularly *encounter* slow-moving vehicles when you travel throughout the county where you live? If yes, what kind of slow-moving vehicles? (*Select all that apply.*)
 - a. No, I do not
 - b. Yes, horse and buggy
 - c. Yes, farm equipment
 - d. Yes, other

1.3 Agreement Statements

Questions in this section are presented as statements. Please select the response that indicates your level of agreement with the following questions.

Response options include: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

1. Distracted driving has increased in recent years.
2. Aggressive driving and/or excessive speeding has increased in recent years.
3. I have observed more crashes in recent years.
4. The roads that I travel on regularly in the county where I live feel safe.
5. The roads that I travel on regularly in the county where I work feel safe.
6. I regularly travel the posted speed limit.
7. I pay close attention to the speed that I am traveling when driving.
8. I regularly wear a seatbelt when traveling in a vehicle.
9. The primary vehicle that I drive is regularly serviced and maintained.
10. The primary vehicle that I drive has active safety features (e.g., blind-spot warning, automatic braking, etc.).
11. I have options other than driving (walking, bicycling, ride share, vehicle for hire, van pool, etc.) to get where I need to go.



12. The infrastructure accommodations for riding a bike (trails, bicycle lanes, etc.) are sufficient in the county where I live.
13. I feel safe when bicycling in the county where I live.
14. The infrastructure accommodations for walking (sidewalks, crosswalks, etc.) are sufficient in the county where I live.
15. I feel safe when walking in the county where I live.

1.4 Strategy Selection Questions

1. How would you prioritize the following strategies to improve roadway safety? A score of one (1) indicates the most important and a score of six (6) indicates the least important.
 - a. Improve the design of roadways and intersections.
 - b. Increase public education (e.g., safe driving behaviors, current laws, etc.)
 - c. Reduce the speeds people travel on the roadways.
 - d. Increase enforcement.
 - e. Improve emergency response and crash/incident management.
 - f. Build more infrastructure for walking and bicycling (e.g., trails, sidewalks, etc.).
 - g. Other (please specify)

1.5 End Section Questions

1. Please provide any additional thoughts or suggestions related to roadway safety that you would like to share with the project team. (*Open-ended response*)
2. If you would like to be notified of updates or future opportunities for input on the CORPO Safety Action Plan, please provide your email address. (*Open-ended response*)

1.6 Demographic Questions

The following questions are optional to help the project team determine if the survey is reaching all members of the community.

1. What is your race or ethnicity. Please select all that apply. (*Optional multiple checkbox*)
 - a. American Indian or Alaska Native
 - b. Asian or Asian Indian
 - c. Black or African American
 - d. Hispanic, Latino, or Spanish
 - e. Middle Eastern or North African
 - f. Native Hawaiian or Other Pacific Islander
 - g. White
 - h. Other

2. What is your age? (*Multiple choice, select one*)
 - a. Under 18
 - b. 18 - 24
 - c. 25 – 34
 - d. 35 – 44
 - e. 45 – 54
 - f. 55 – 64
 - g. 65 +

3. What is your *household* income (*Multiple choice, select one*)
 - a. \$0 - \$49,999
 - b. \$50,000 - \$64,499
 - c. \$65,000 - 77,999
 - d. 78,000 - \$128,999
 - e. \$129,000 +
 - f. Prefer not to answer

2 Public Survey Results

The survey detailed in Section 1 was distributed by members of the steering committee through their local platforms to reach community members from around the entire seven-county region. **Figure B.2.1** below shows the graphic and sample text that was provided to members of the steering committee to share the survey. A total of 278 responses were collected from communities across all seven counties. The input received help to inform the development of the strategies and action items that guide the plan.

Figure B.2.1: Survey Image Post and Sample Text.



Sample Social Media Text:

[Insert Organization or Agency name] and the Central Ohio Rural Planning Organization (CORPO) are working with the Mid-Ohio Regional Planning Commission (MORPC) to study roadway safety and develop a comprehensive safety action plan for rural Central Ohio. Your feedback through this survey will help us improve roadway safety for everyone in our community. Thank you for participating, and please feel free to share!

Take the survey here, or find the survey and more information about the planning process on the CORPO webpage at:

www.morpc.org/programs-services/corpo-safety-action-plan

2.1 Executive Summary of Survey Results

- **Over 40% of respondents live in Knox County; another 44% live in either Pickaway, Union, or Fairfield Counties; and Marion, Madison, Morrow, and other counties made up only 15% of the response sample.** Any subsequent CORPO-area transportation survey efforts should consider focusing their efforts on Marion, Madison, and Morrow counties to ensure those counties are better represented in future planning efforts.
- Nearly 75% of respondents walk at least sometimes where they live, and 42% do so often.
- **85% of respondents have been impacted by or have experienced at least one traffic crash in their life**, and nearly a quarter have been affected by a severe traffic crash that resulted in either life-threatening injuries or fatalities.
- **Nearly 60% of respondents listed ‘Aggressive Driving’ as one of their top five biggest safety concerns**, followed by ‘Poor Road Maintenance’, ‘Unsafe Intersections’, ‘Lack of Dedicated Walking/Biking Infrastructure’, and ‘Traffic Congestion’.
- **Over 80% and over 90% of respondents have sensed increases in aggressive driving and distracted driving recently**, respectively. Respondents were largely split on whether the roads they regularly travel feel safe. Finally, less than a quarter felt they have options other than driving to get where they need, **nearly 60% felt the infrastructure accommodations for walking and biking are insufficient where they live**, and less than 30% and less than 15% feel safe while walking and biking where they live, respectively.
- **Improving roadway and intersection design received the most first-place votes (41%) for top safety priority**, followed in order by building more walking and bicycling infrastructure, increased enforcement, increased public education, vehicle speed reduction, and improved emergency response and post-crash care.

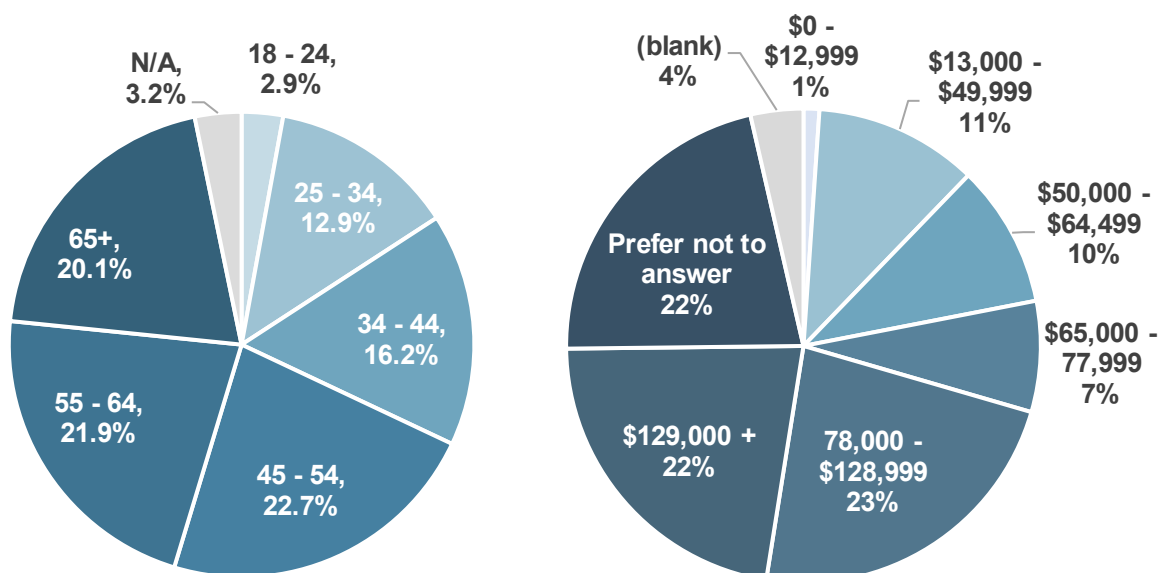
2.2 Survey Demographics

The survey reached 265 CORPO-county residents, 198 people who work in CORPO-area communities, and 278 respondents overall.

RESPONDENT DEMOGRAPHICS

In terms of respondents' demographics, 85% were White; 65% were 45 years of age or older, with an average age range of 45 to 54 years-old; and 45% reported having household incomes greater than \$78,000 (nearly 22% responded that they preferred not to answer re: household income). Per the 2021 American Community Survey 5-year estimates for the entire CORPO population, around 86% identify as White, and the median household income is \$64,439.

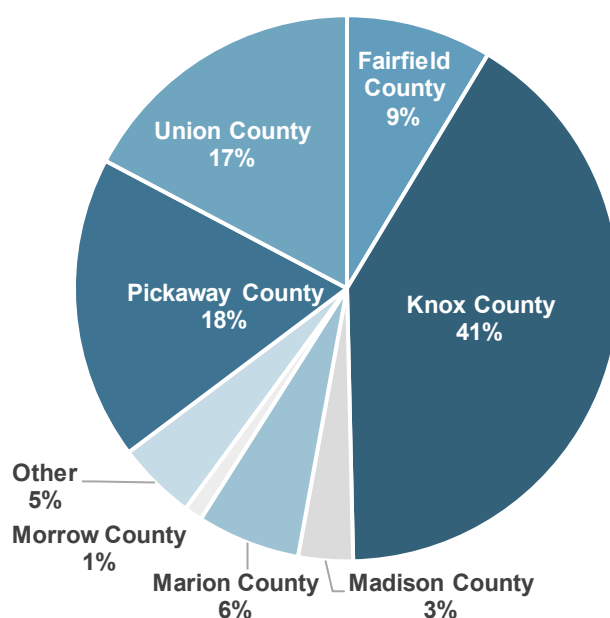
Figure B.2.2: Percentage of Survey Respondents by Age Group and Household Income.



WHAT COUNTY DO YOU LIVE IN?

The pie chart in **Figure B.2.3** below shows the breakdown of respondents by the counties they live in. **Most respondents live in Knox County**, followed by Pickaway, Union, and Fairfield Counties. Morrow, Marion, and Madison Counties made up relatively smaller proportions of the response sample.

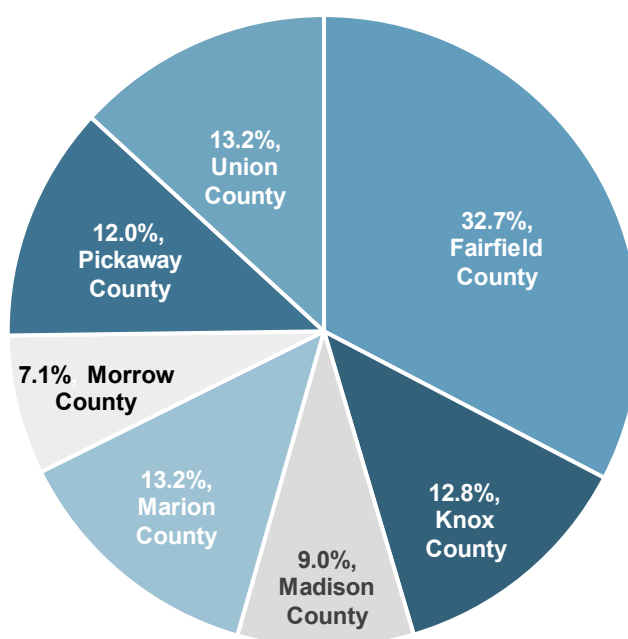
Figure B.2.3: Percentage of Survey Respondents by Home County.



CORPO 2021 POPULATION BY COUNTY

Figure B.2.4 shows the distribution of population across all CORPO counties using 2021 MORPC population estimates, allowing for comparison to the survey's population distribution. Based on the percentage of the CORPO population in each county, the survey received the most disproportionate number of responses from Knox County, as the County accounts for less than 13% of the CORPO population but over 40% of the survey responses. On the other end of the spectrum, Fairfield County is home to more than 32% of the CORPO population but accounts for only around 9% of the survey respondents. Other than these outliers, overall, the counties with lower populations received fewer survey responses and vice versa.

Figure B.2.4: Percentage of Total CORPO Population by County in 2021.



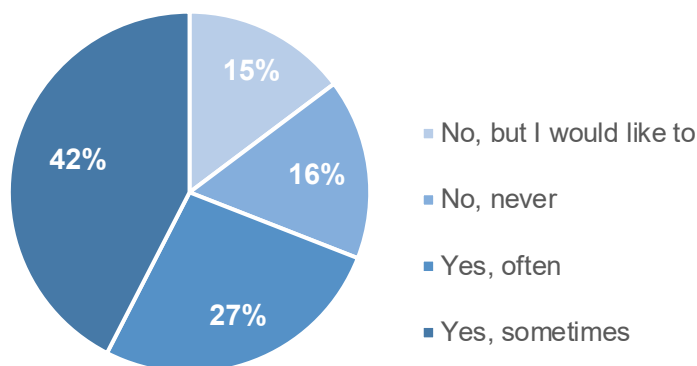
2.3 Travel Habits & Experiences

Respondents were asked about their current travel habits and experiences where they live, any personal involvement in traffic crashes they may have had, and their biggest transportation concerns.

DO YOU WALK OR BIKE IN THE COUNTY YOU LIVE IN?

Nearly three-quarters of respondents walk or bike at least sometimes where they live.

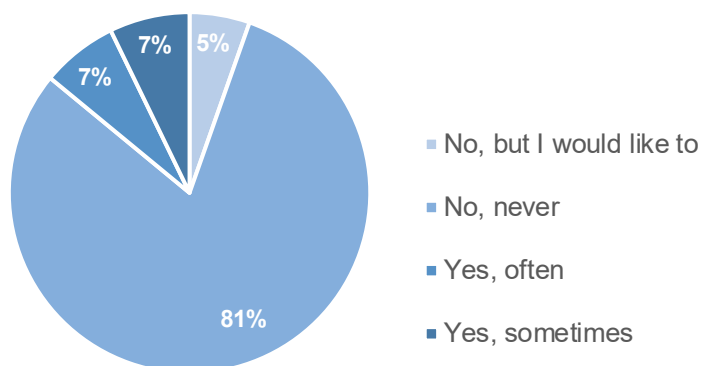
Figure B.2.5: Share of Respondents by Walking or Bicycling Activity.



DO YOU RIDE A MOTORCYCLE IN THE COUNTY YOU LIVE IN?

Over 80% of respondents never ride a motorcycle and have no intention of doing so.

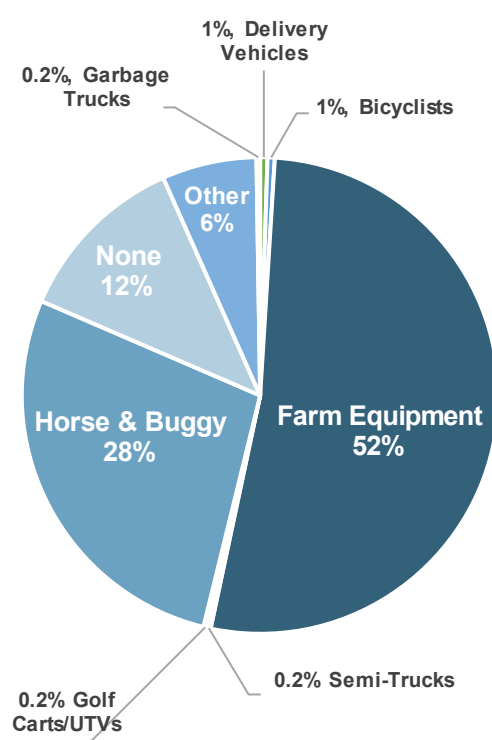
Figure B.2.6: Share of Respondents by Motorcycle Use.



DO YOU REGULARLY TRAVEL IN OR ENCOUNTER SLOW-MOVING VEHICLES IN THE COUNTY WHERE YOU LIVE?

Farm equipment is the most common slow-moving vehicle respondents travel in or encounter, followed by horse and buggies.

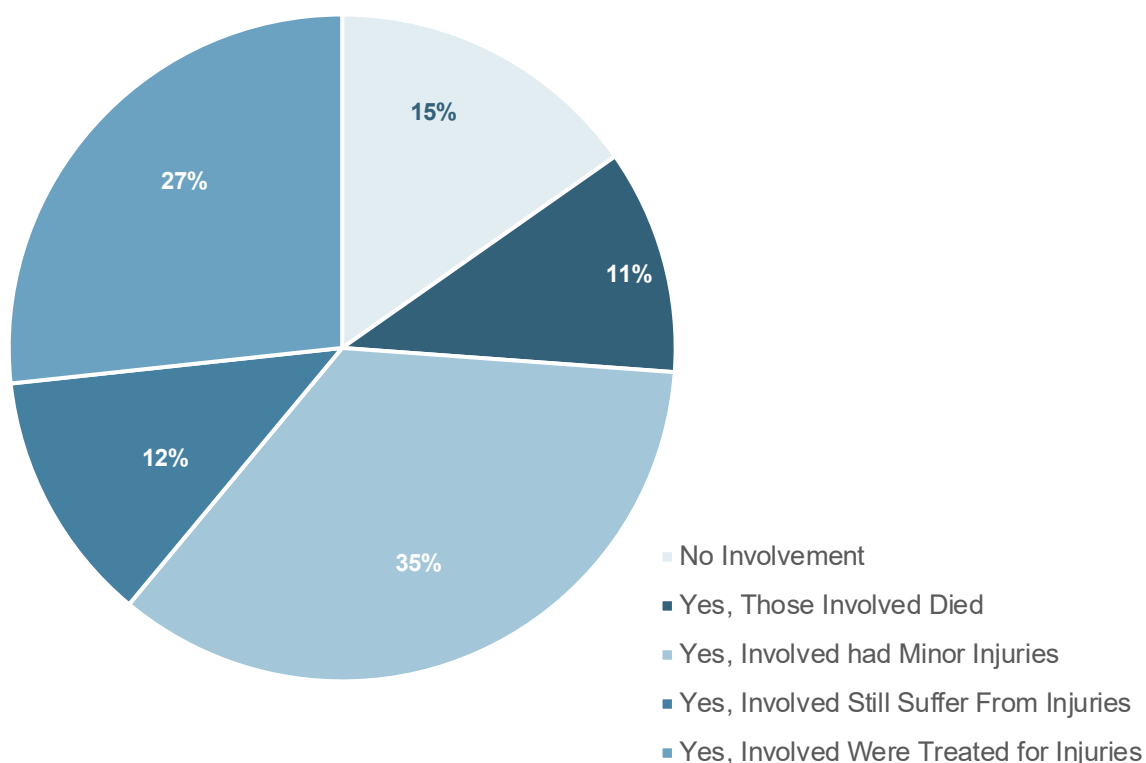
Figure B.2.7: Share of Respondents by Most Commonly Encountered Slow-Moving Vehicle.



HAVE YOU OR SOMEONE YOU KNOW EVER BEEN INVOLVED IN A TRAFFIC CRASH IN CENTRAL OHIO?

85% of respondents have experienced a traffic crash in some capacity, and nearly 25% have been impacted by severe crashes.

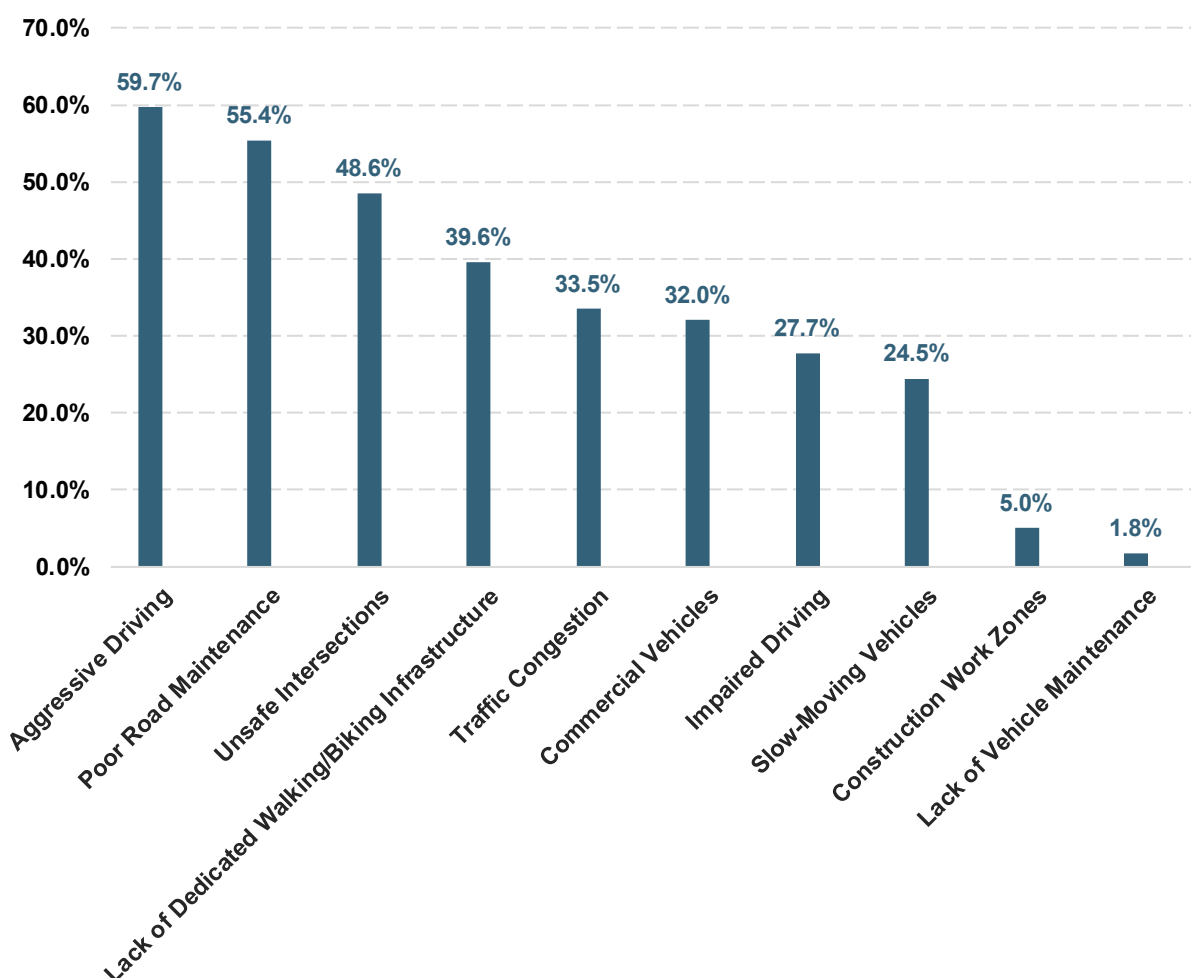
Figure B.2.8: Share of Respondents by Involvement with a Traffic Crash.



WHAT ARE YOUR FIVE BIGGEST SAFETY CONCERNS?

Aggressive driving was the most common top five safety concern for respondents, followed by poor road maintenance, unsafe intersections, and lack of dedicated walking and biking infrastructure.

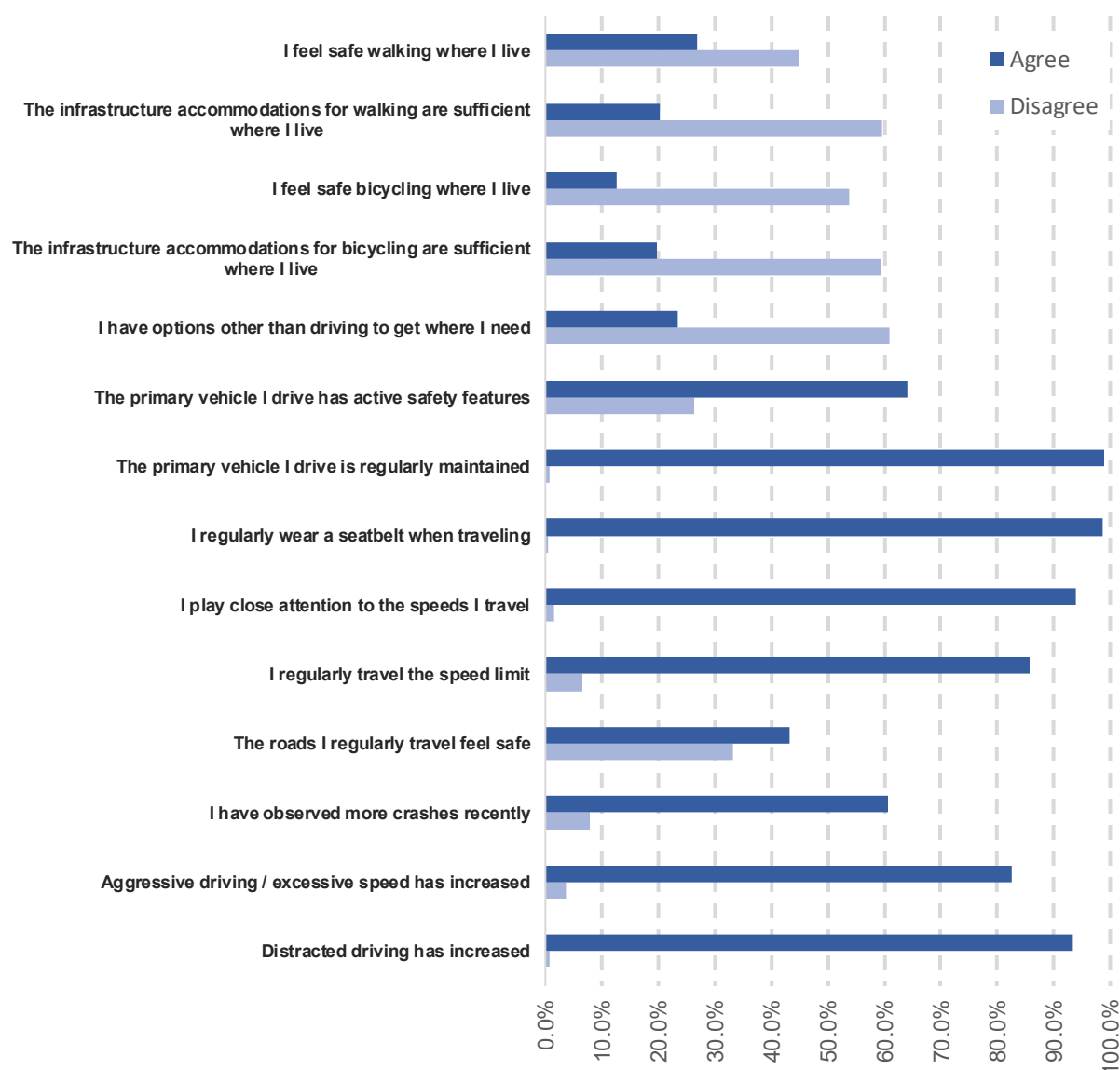
Figure B.2.9: Share of Respondents Who Selected Each Safety Concern.



2.4 Agreement Statements

The next section of survey questions presented a series of statements and prompted respondents to indicate their level of agreement with each statement on a scale from 'Strongly Disagree' to 'Strongly Agree.' **Figure B.2.10** below summarizes how many respondents 'Strongly Disagree' or 'Disagree' (light blue), and 'Strongly Agree' or 'Agree' (dark blue) to each statement.

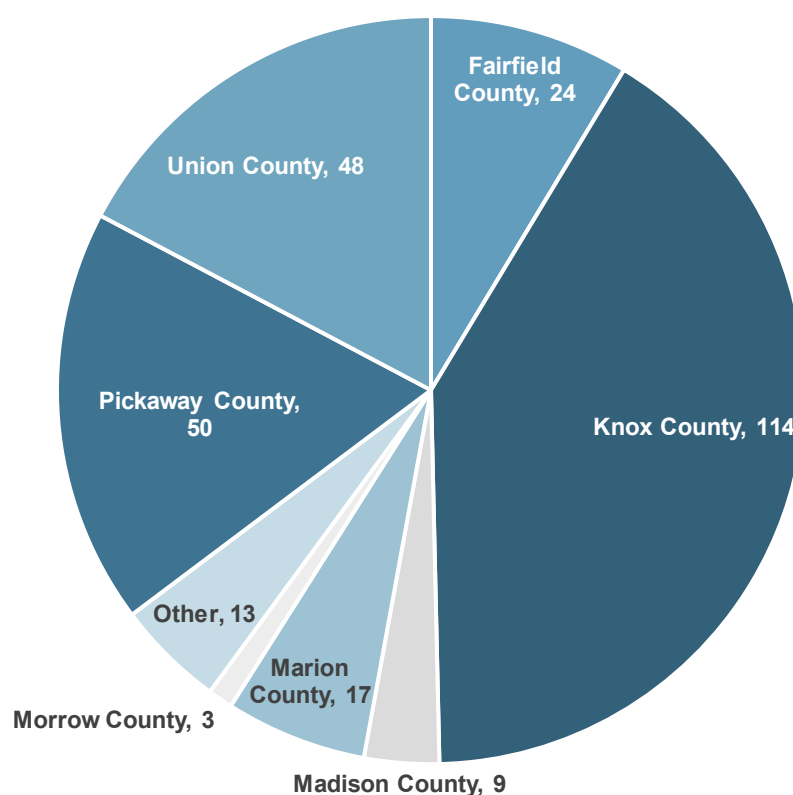
Figure B.2.10: Share of Agreement versus Disagreement with All Statements.



Responses to the agreement statements in this section are displayed by the county respondents reside in. **Figure B.2.11** below indicates the number of respondents from each CORPO county to reference with the agreement statements in this section. Note that the 100% bars for each county in the following questions represent a different number of total responses received in each county.

WHAT COUNTY DO YOU LIVE IN?

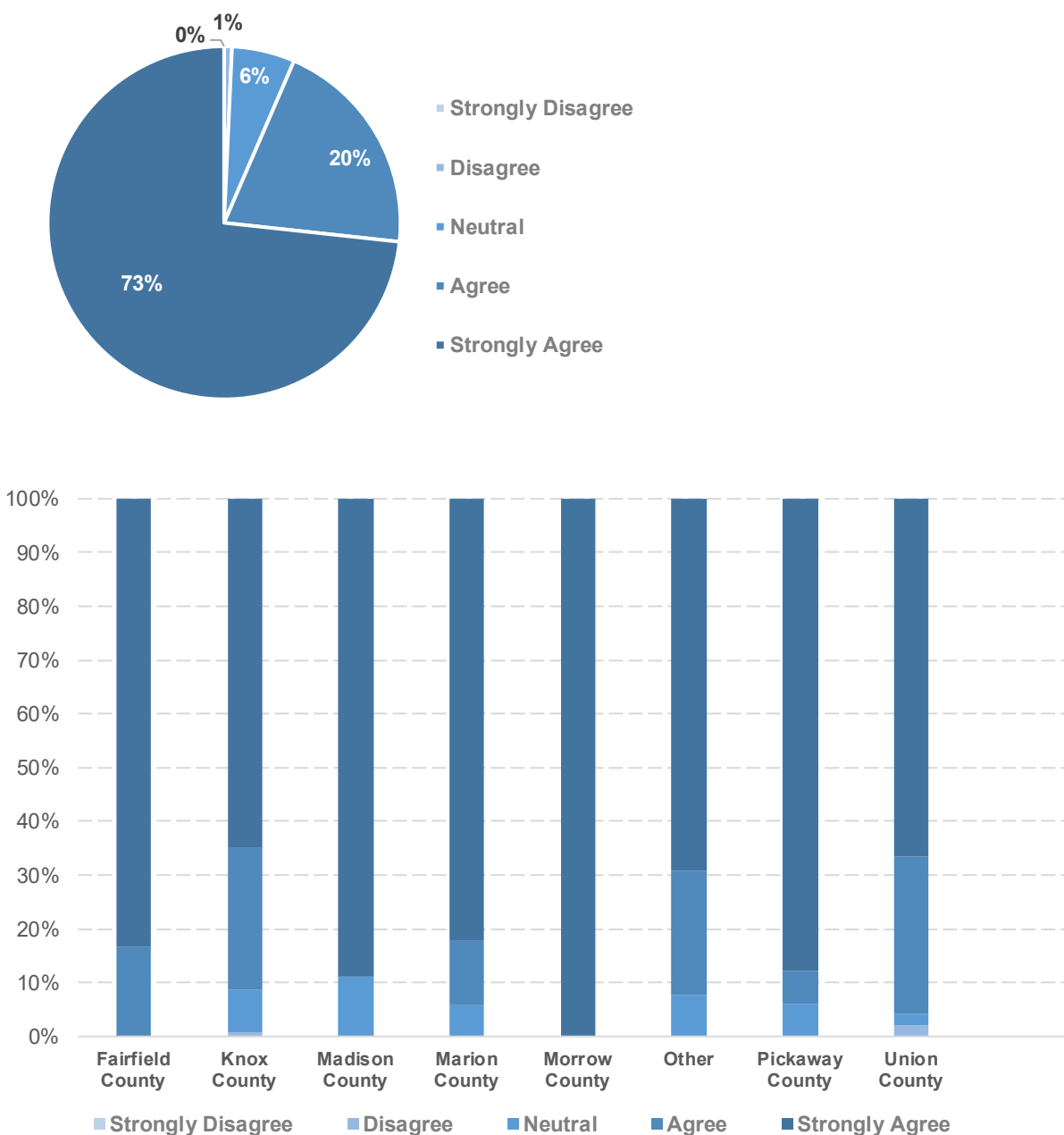
Figure B.2.11: Number of Survey Respondents by Home County.



DISTRACTED DRIVING HAS INCREASED IN RECENT YEARS.

Over 90% of respondents feel that distracted driving has increased in recent years. Only 1% disagree. The distribution of responses across counties is comparable.

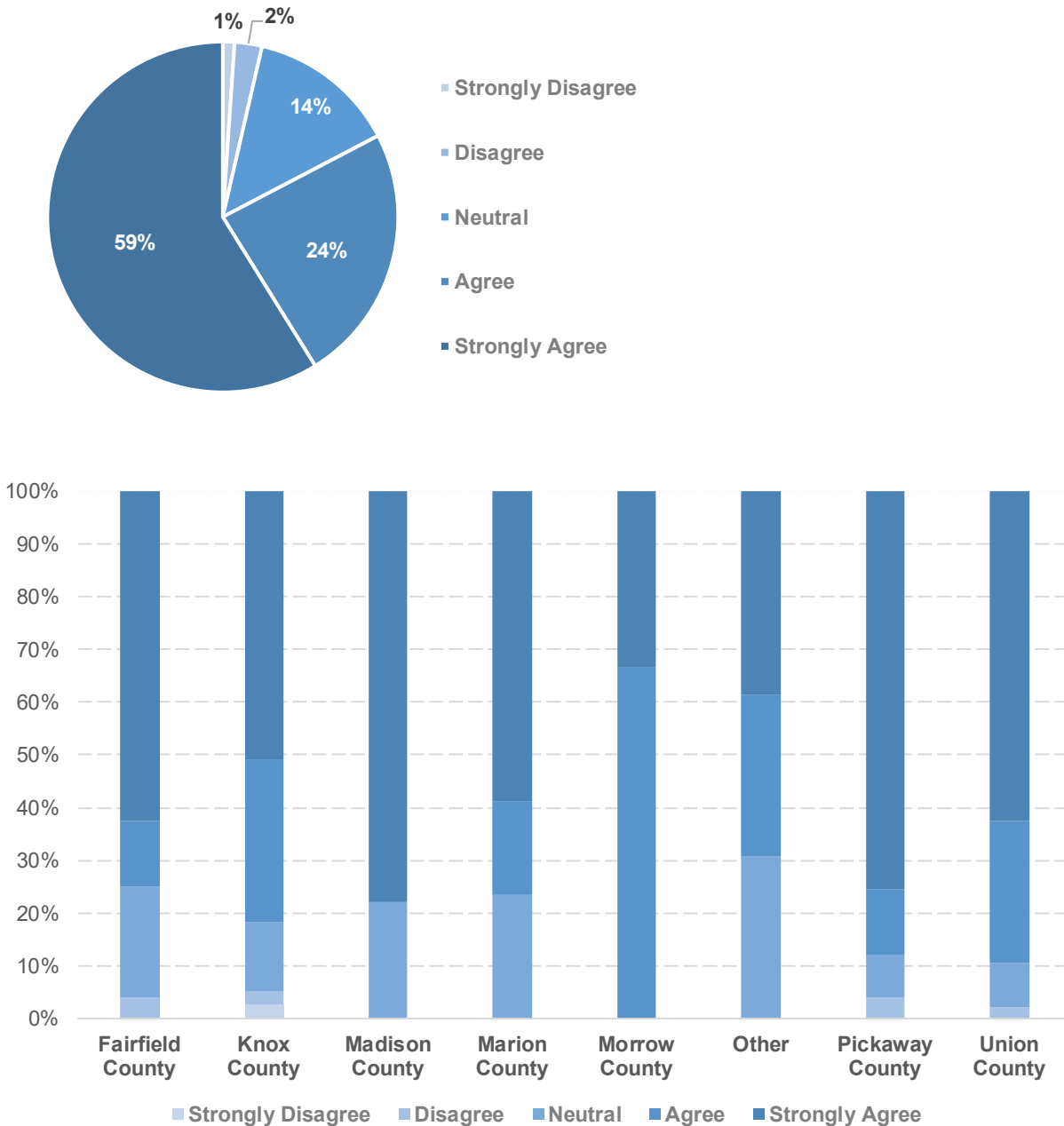
Figure B.2.12: Percent Agreeing That Distracted Driving Has Increased Across All Respondents (Above) and by County (Below).



AGGRESSIVE DRIVING/EXCESSIVE SPEEDING HAS INCREASED IN RECENT YEARS.

Nearly 85% of respondents sense an increase in aggressive driving and/or excessive speeding in recent years. Only 3% disagree. The distribution of responses across counties is comparable.

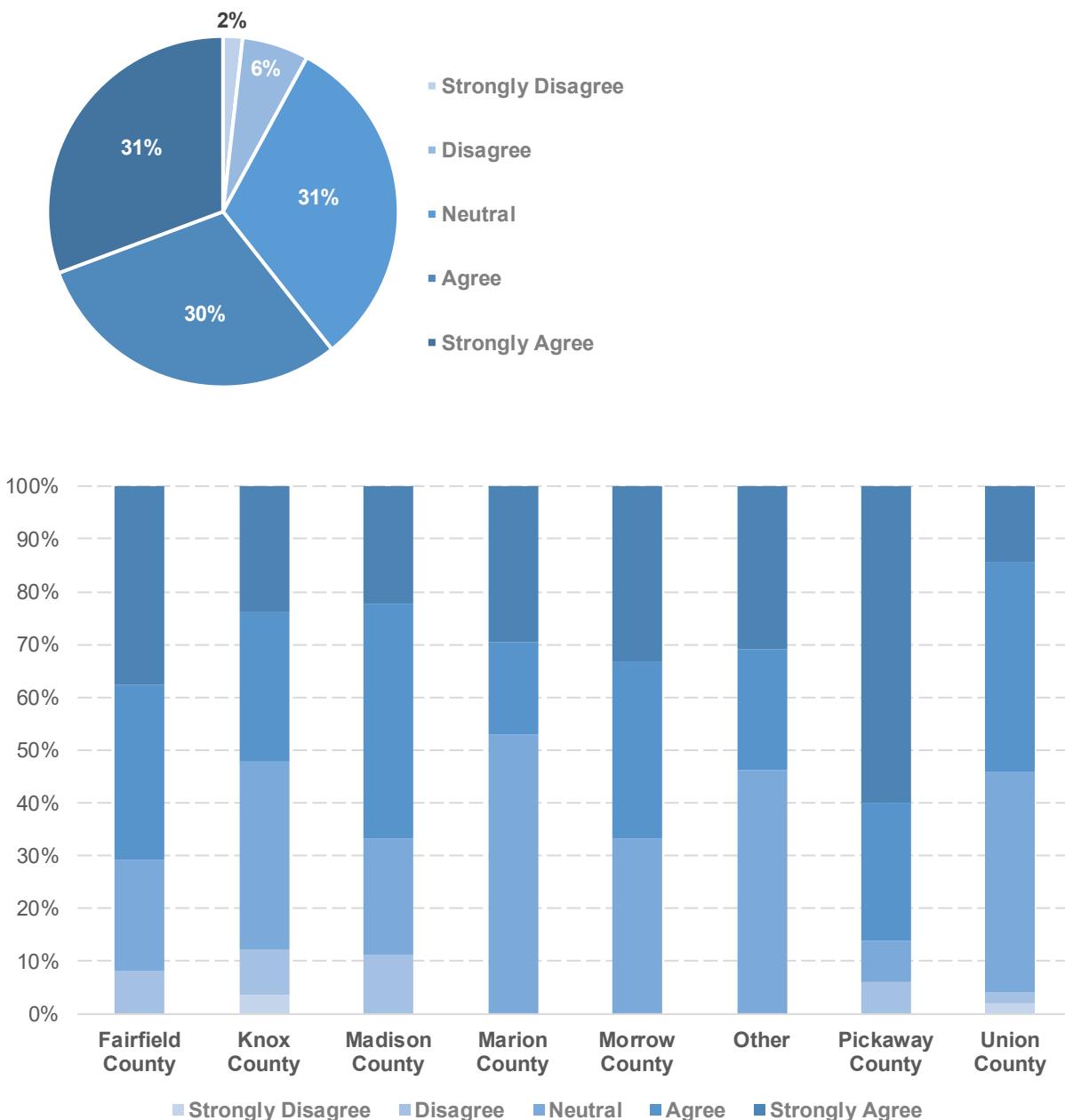
Figure B.2.13: Percent Agreeing That Aggressive Driving/Excessive Speeding Has Increased Across All Respondents (Above) and by County (Below).



I HAVE OBSERVED MORE CRASHES IN RECENT YEARS.

While over 60% note an increase in observed crashes recently, nearly a third responded neutrally to this statement. Additionally, 8% disagree. At over 80%, respondents in Pickaway County are somewhat more inclined to agree that they have observed more crashes. Marion County respondents indicate the lowest level of agreement (a little under 50%).

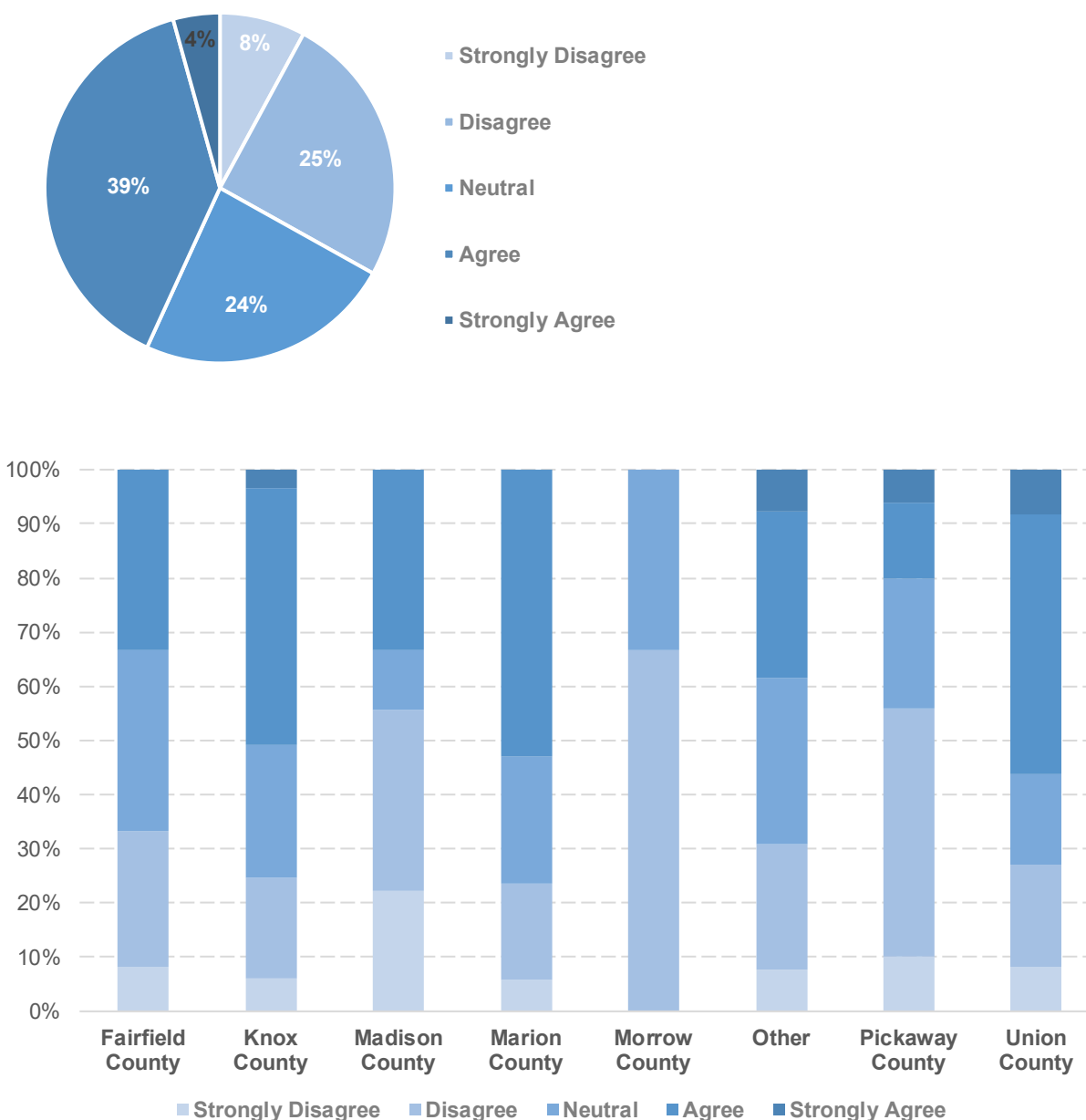
Figure B.2.14: Percent Agreeing That They Have Observed More Crashes in Recent Years Across All Respondents (Above) and by County (Below).



THE ROADS I TRAVEL ON REGULARLY IN THE COUNTY WHERE I LIVE FEEL SAFE.

Nearly 40% of respondents say the roads they regularly travel feel safe; however, a quarter are undecided, and another quarter feel the opposite. Over half of respondents from Union, Marion, and Knox Counties agree that the roads they travel in their county feel safe. On the other end, only around 20% of Pickaway County respondents agree with this statement.

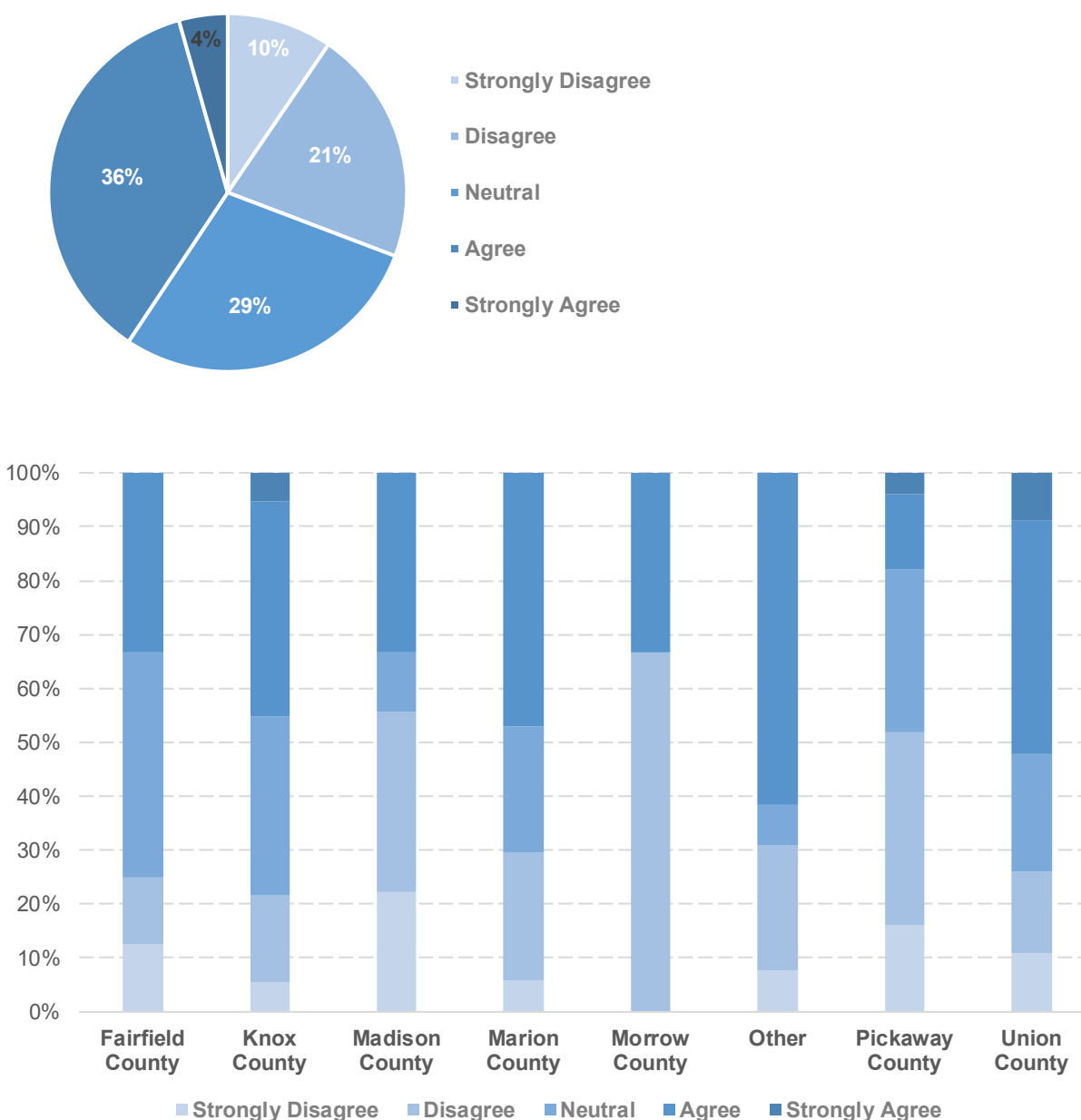
Figure B.2.15: Percent Agreeing That the Roads They Regularly Travel in the County Where They Live Feel Safe Across All Respondents (Above) and by County (Below).



THE ROADS I TRAVEL ON REGULARLY IN THE COUNTY WHERE I WORK FEEL SAFE.

The proportions of levels of agreement to feelings of safety are nearly identical for roads in counties respondents live in to those of the ones they work in. With over 50% agreeing, Union County respondents feel the safest on the roads where they work. On the other end, less than 20% from Pickaway County agree with this statement.

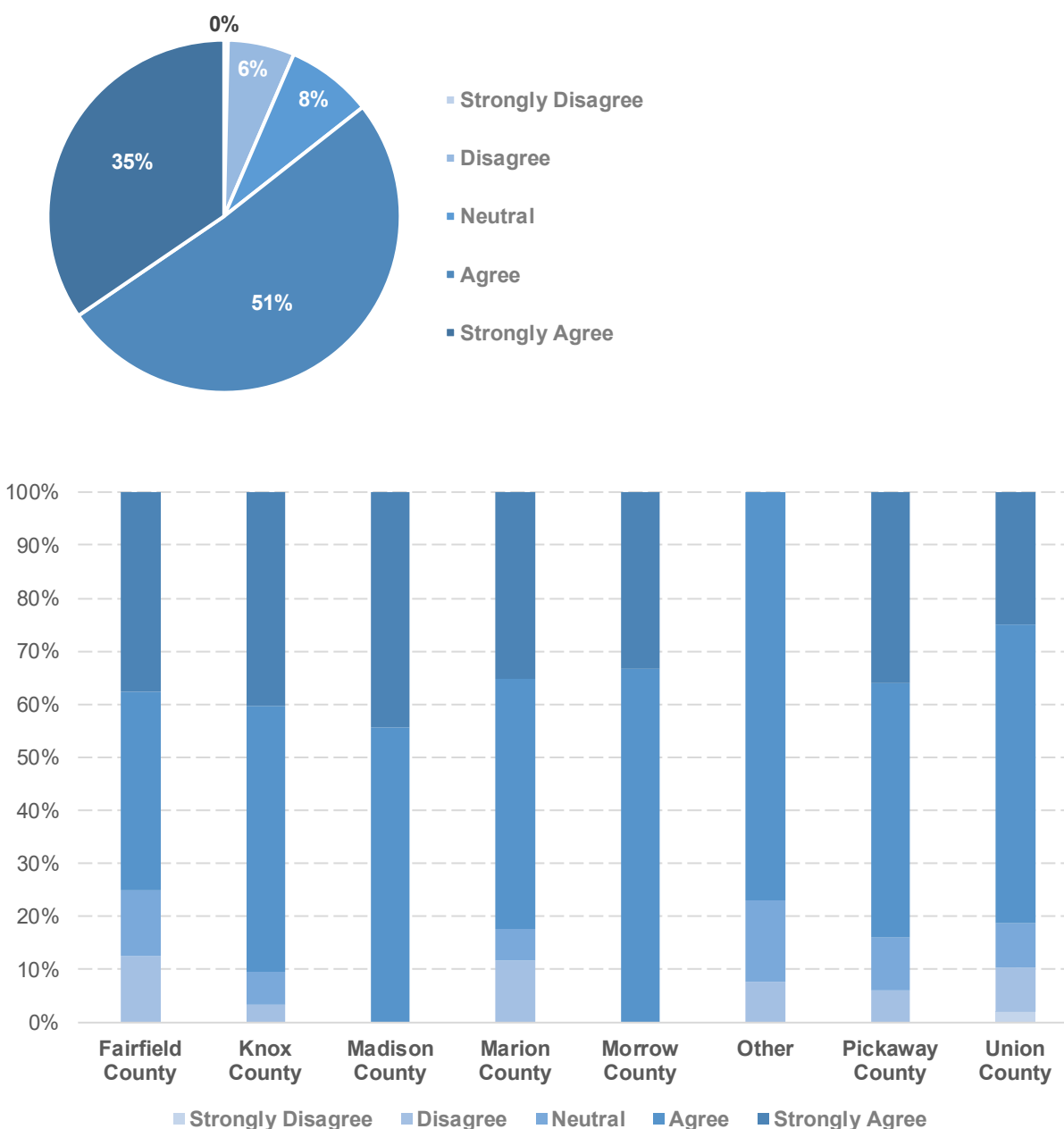
Figure B.2.16: Percent Agreeing That the Roads They Regularly Travel in the County Where They Work Feel Safe Across All Respondents (Above) and by County (Below).



I REGULARLY TRAVEL THE POSTED SPEED LIMIT

Over 85% of respondents report that they travel the posted speed limit, although more “Agree” than “Strongly Agree.” While only 6% overtly disagree, it should be noted that survey responses may not always align with actual behavior. The distribution of responses across counties is comparable.

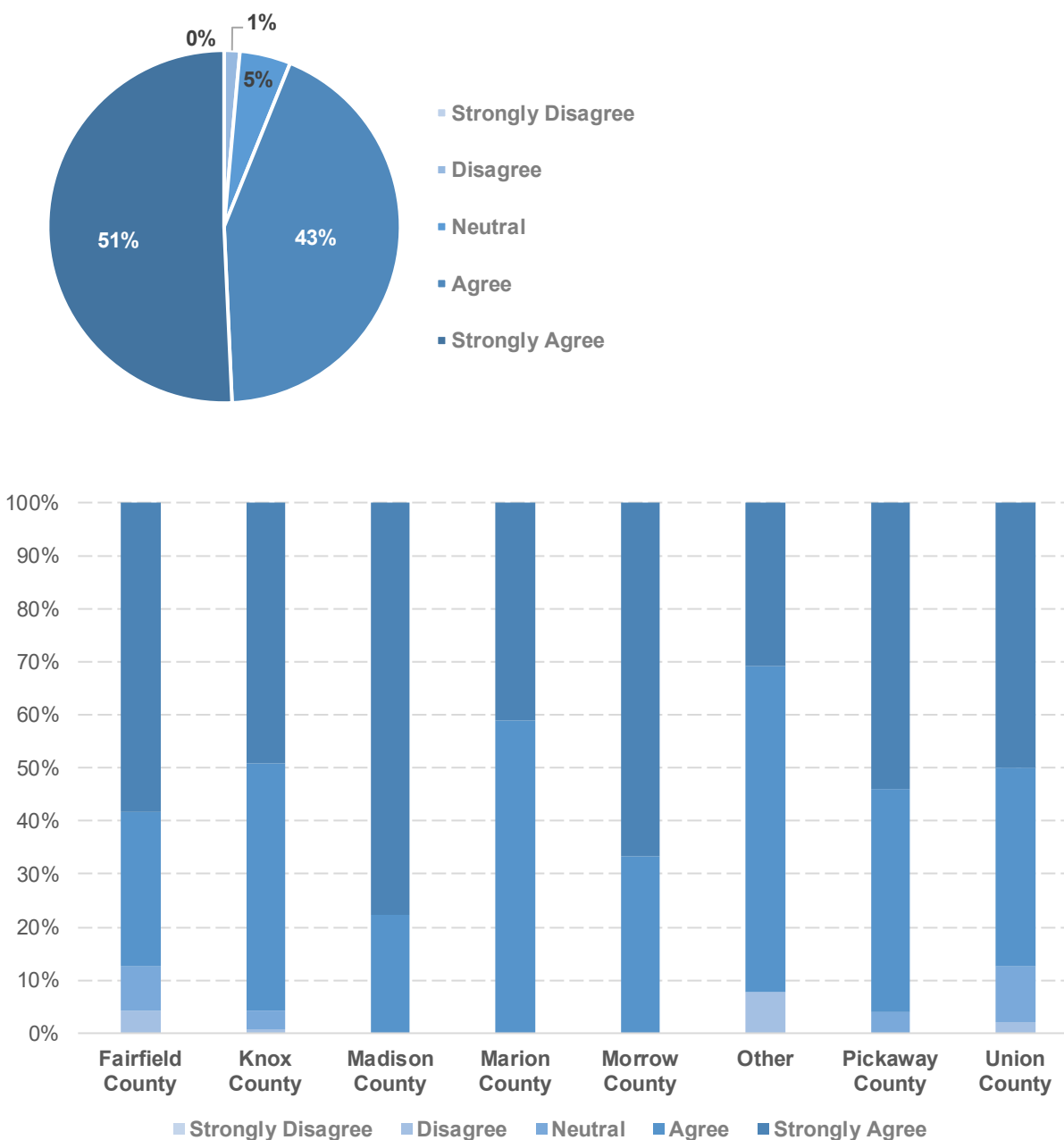
Figure B.2.17: Percent Agreeing That They Regularly Travel the Posted Speed Limit Across All Respondents (Above) and by County (Below).



I PAY CLOSE ATTENTION TO THE SPEED I AM TRAVELING WHEN DRIVING.

Nearly 95% of respondents report that they pay close attention to the speed they are traveling when driving. While only 1% overtly disagree, it should be noted that survey responses may not always align with actual behavior. The distribution of responses across counties is comparable.

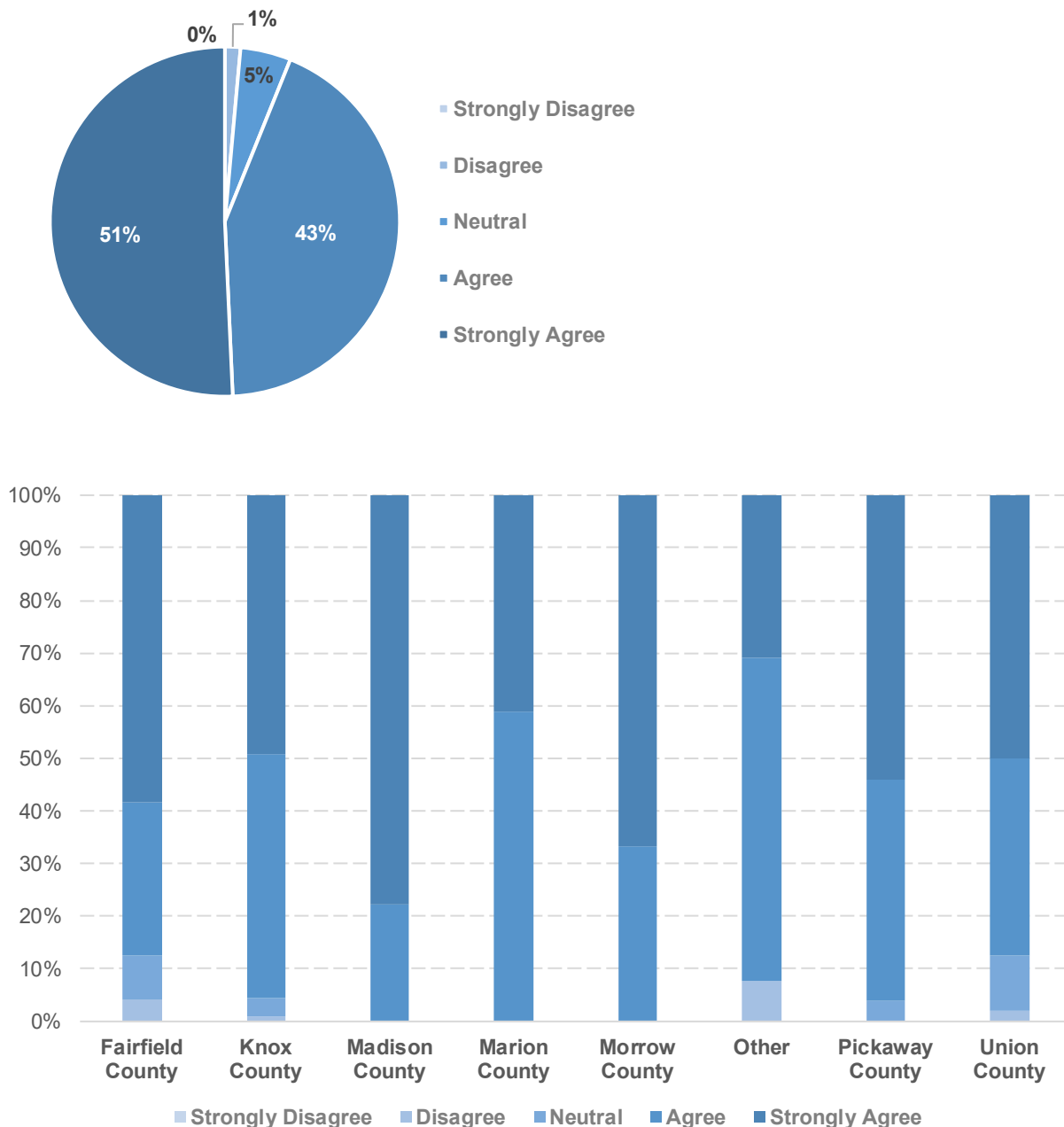
Figure B.2.18: Percent Agreeing That They Pay Close Attention to the Speed Limit while Driving Across All Respondents (Above) and by County (Below).



I REGULARLY WEAR A SEATBELT WHEN TRAVELING IN A VEHICLE.

Nearly all respondents report that they regularly wear a seatbelt in vehicles, with only 1% indicating that they do not. However, it should be noted that survey responses may not always align with actual behavior. Madison, Marion, and Morrow Counties display the highest levels of agreement, while Fairfield and Union Counties have the most (albeit small) disagreement.

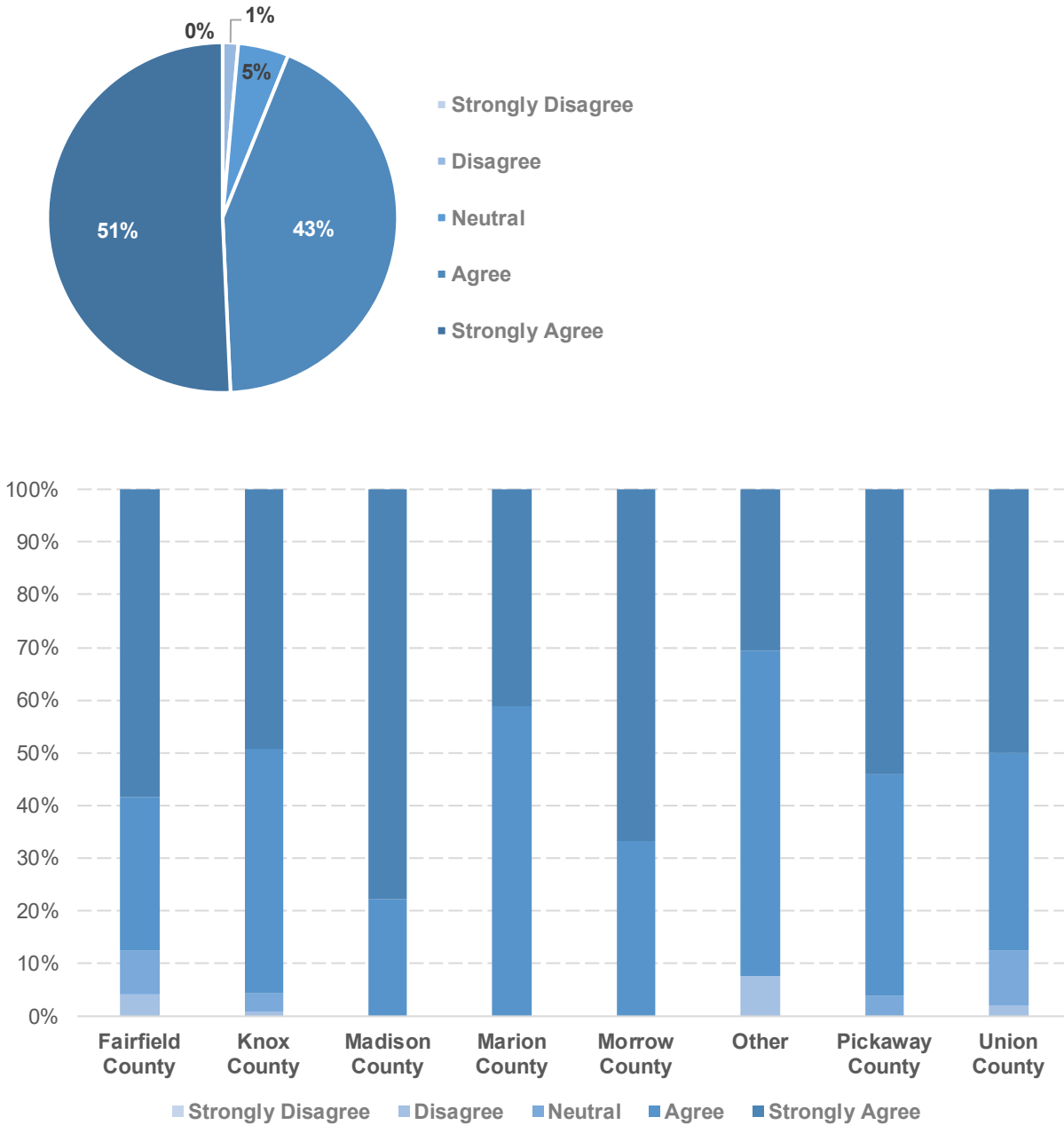
Figure B.2.19: Percent Agreeing That They Wear a Seatbelt while Traveling in a Vehicle Across All Respondents (Above) and by County (Below).



THE PRIMARY VEHICLE THAT I DRIVE IS REGULARLY SERVICED AND MAINTAINED.

Nearly all respondents report that their primary vehicle is regularly serviced and maintained, with only 1% disagreeing. The distribution of responses across counties is comparable.

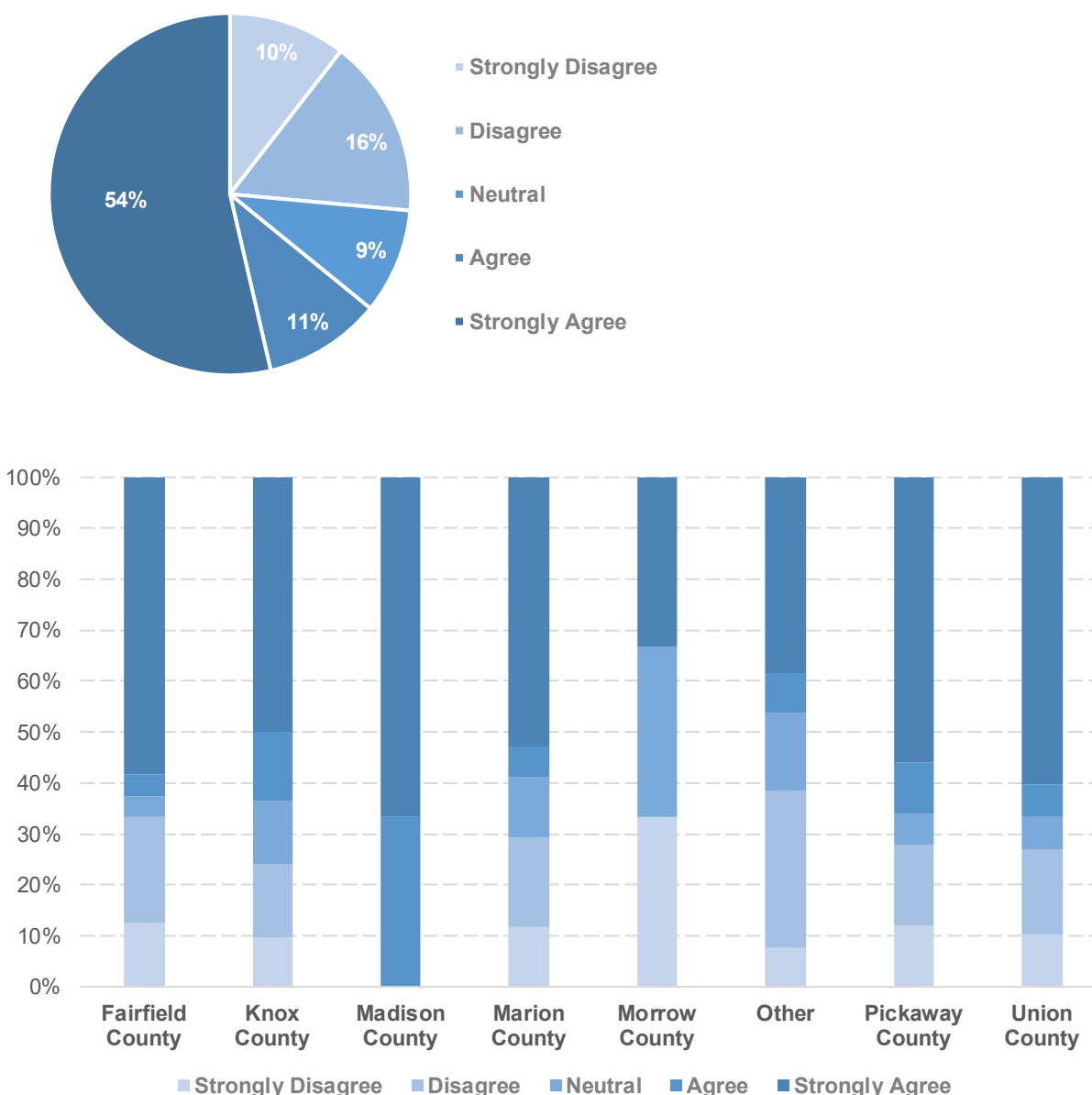
Figure B.2.20: Percent Agreeing That the Vehicle They Drive Is Regularly Serviced and Maintained Across All Respondents (Above) and by County (Below).



THE PRIMARY VEHICLE THAT I DRIVE HAS ACTIVE SAFETY FEATURES.

65% of respondents primarily drive a vehicle with active safety features. Just over a quarter of respondents do not. The distribution of responses across counties is comparable, with Madison County indicating the highest level of agreement and Morrow County showing the lowest.

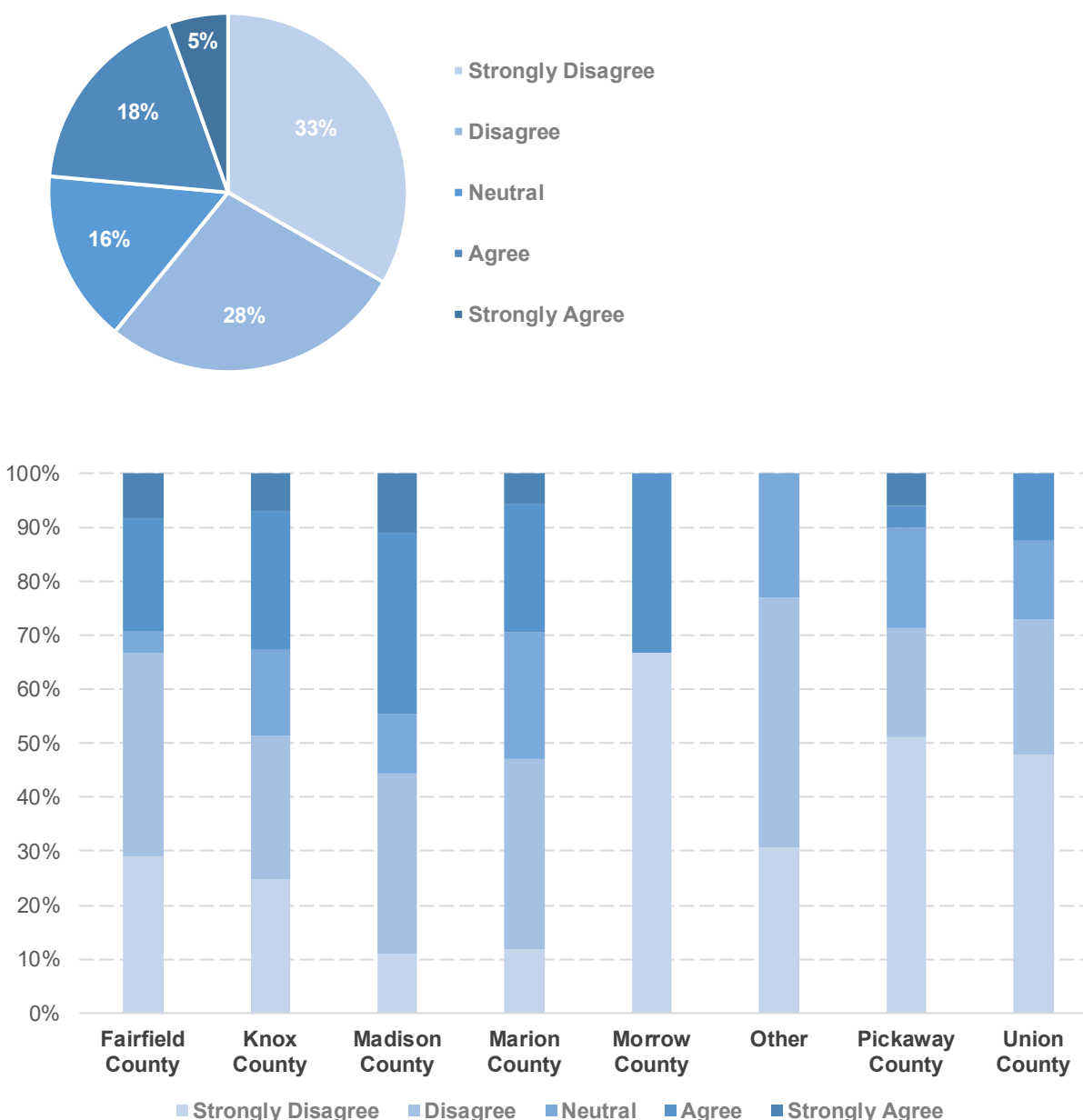
Figure B.2.21: Percent Agreeing That the Primary Vehicle They Drive Has Active Safety Features Across All Respondents (Above) and by County (Below).



I HAVE OPTIONS OTHER THAN DRIVING TO GET WHERE I NEED TO GO.

61% of respondents say that they do not have alternative options to driving to reach common or important destinations. Only 23% say that they do. Over 40% agree with this statement in Madison County, while only around 10% agree in Pickaway County.

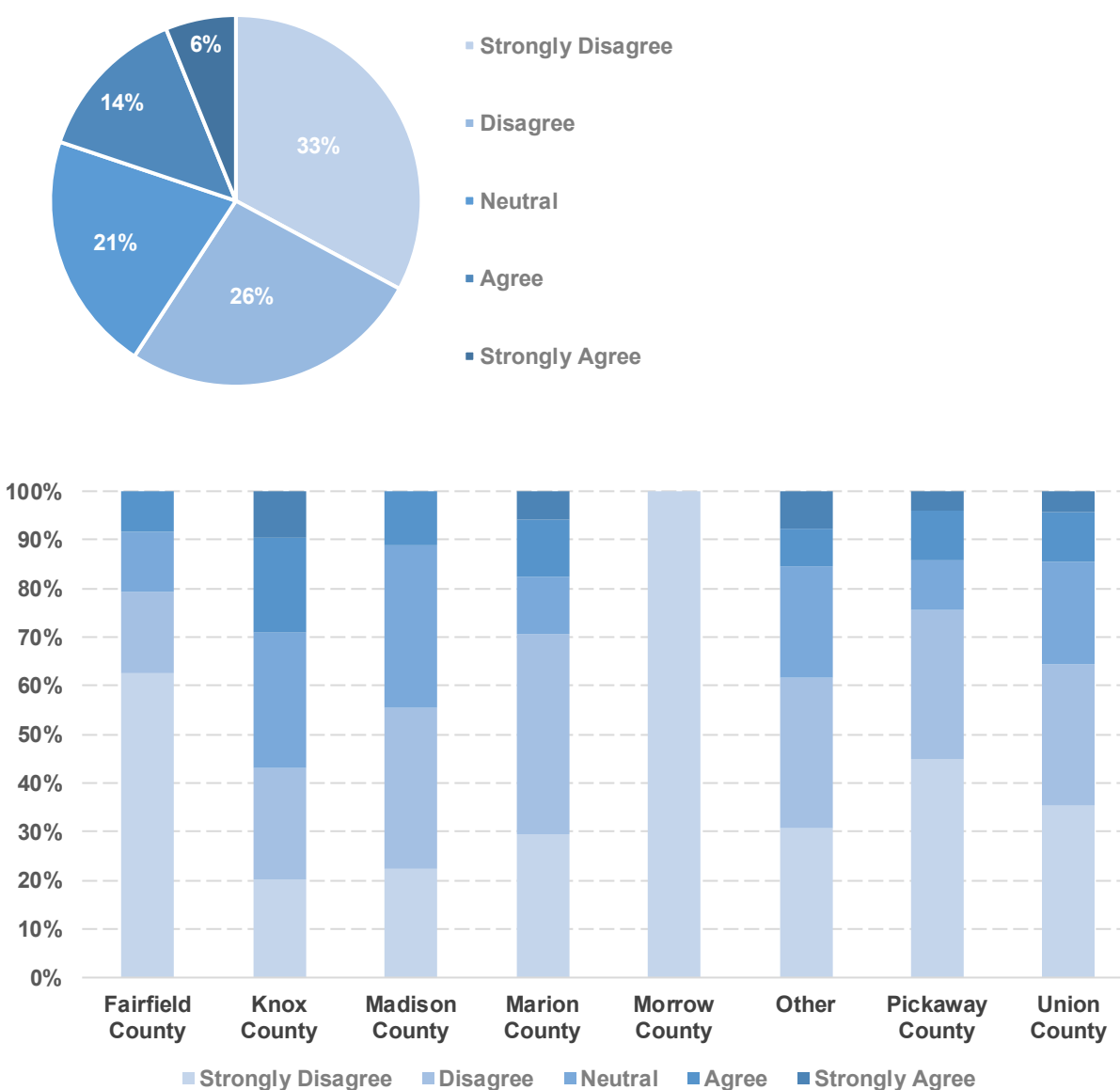
Figure B.2.22: Percent Agreeing That They Have Options other than Driving to Get Where They Need to Go Across All Respondents (Above) and by County (Below).



THE INFRASTRUCTURE ACCOMMODATIONS FOR RIDING A BIKE ARE SUFFICIENT IN THE COUNTY WHERE I LIVE.

59% of respondents feel they have insufficient infrastructure accommodations for riding a bike where they live. Only 20% feel their infrastructure is sufficient. At around 30%, Knox County has the largest share who feel they have sufficient infrastructure, while Fairfield County, at just under 10%, is the lowest.

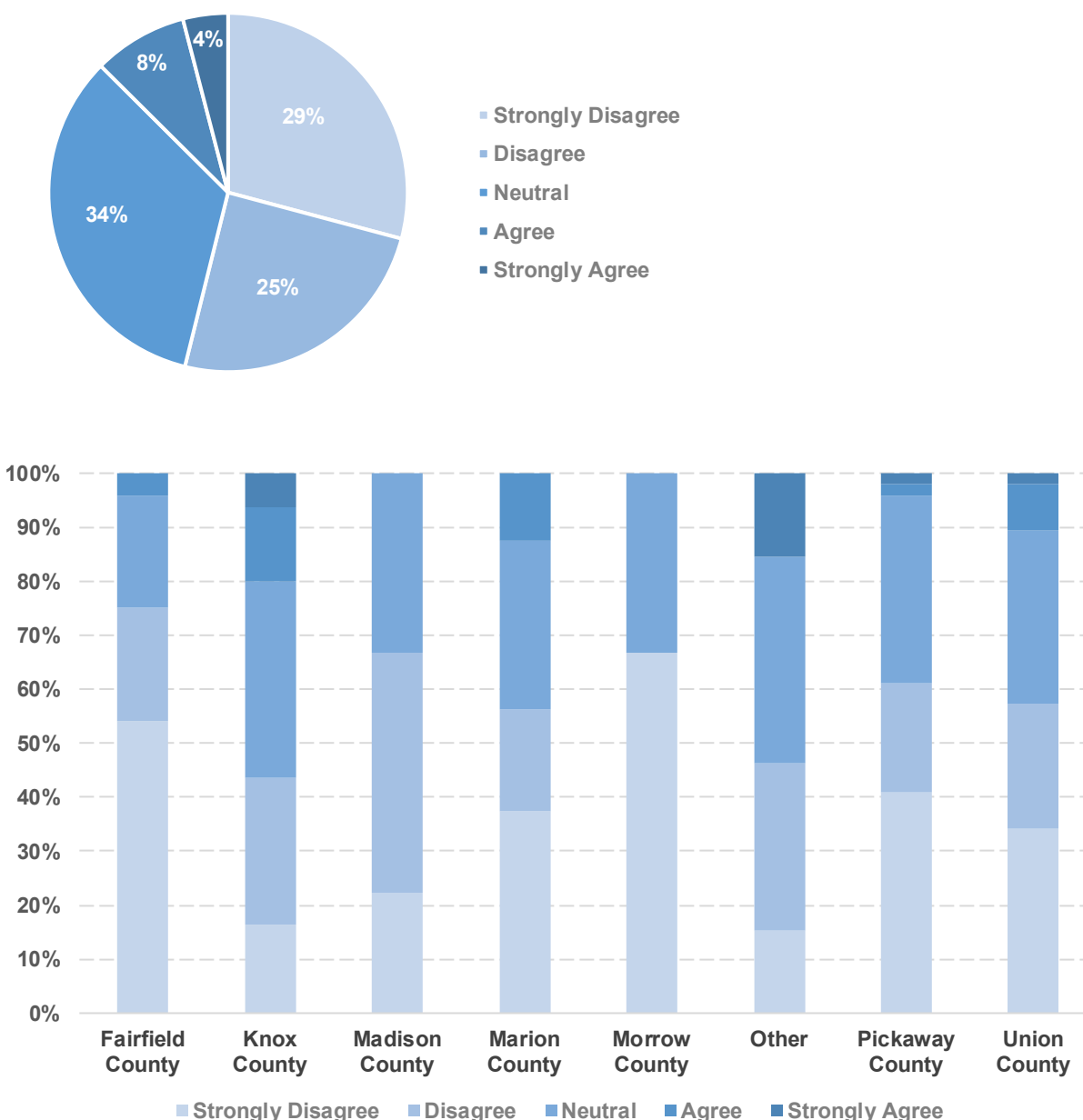
Figure B.2.23: Percent Agreeing That Bicycling Infrastructure Is Sufficient in the County Where They Live Across All Respondents (Above) and by County (Below).



I FEEL SAFE BICYCLING IN THE COUNTY WHERE I LIVE.

Over half of respondents indicate they feel unsafe when bicycling where they live. Only 12% indicate they do feel safe. At around 20% agreeing, Knox County residents feel the safest. With only around 5% agreeing, Fairfield and Pickaway County residents feel the least safe.

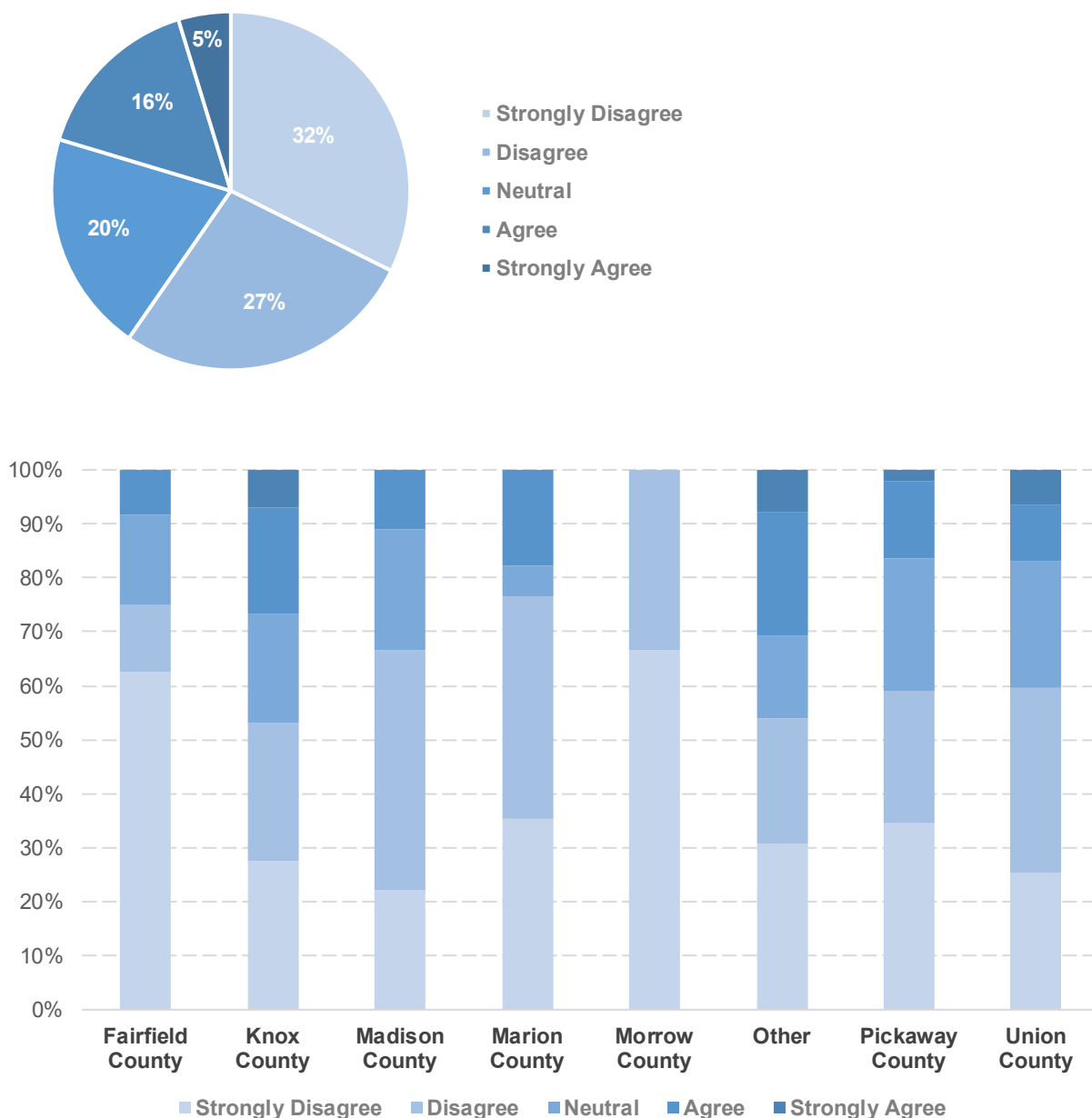
Figure B.2.24: Percent Agreeing That They Feel Safe Bicycling in the County Where They Live Across All Respondents (Above) and by County (Below).



THE INFRASTRUCTURE ACCOMMODATIONS FOR WALKING ARE SUFFICIENT IN THE COUNTY WHERE I LIVE.

59% of respondents find the infrastructure accommodations for walking where they live to be insufficient. Only 21% feel they are sufficient. Around 30% of Knox County residents agree that they have sufficient walking facilities, while only about 10% of Fairfield County residents agree.

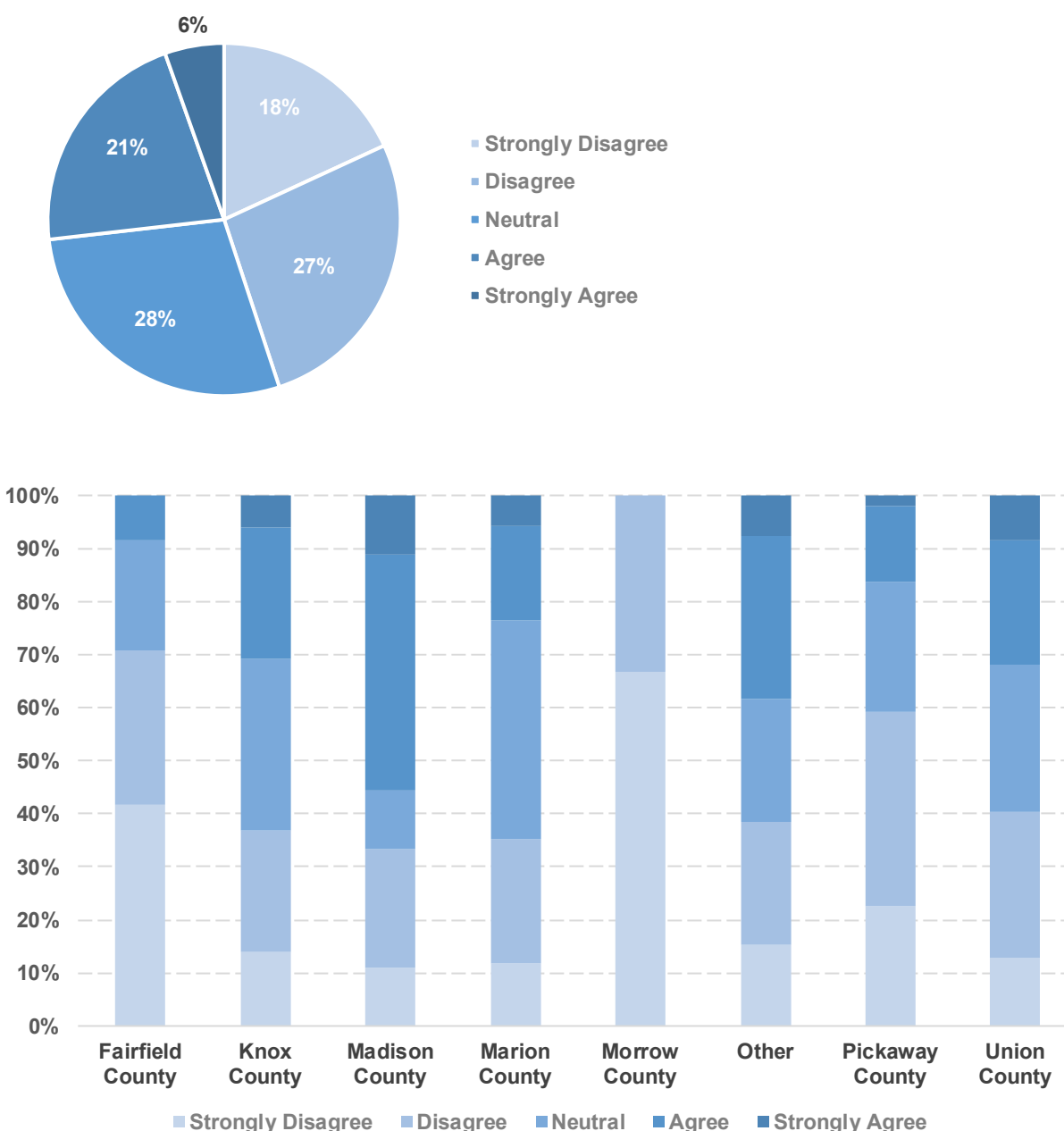
Figure B.2.25: Percent Agreeing That Pedestrian Infrastructure Is Sufficient in the County Where They Live Across All Respondents (Above) and by County (Below).



I FEEL SAFE WALKING IN THE COUNTY WHERE I LIVE.

Respondents are roughly split on if they feel safe walking where they live, with slightly more (49%) feeling safe doing so and 45% feeling unsafe. The highest feelings of safety are observed in Madison County (over 50%), and the lowest are in Fairfield County (under 10%).

Figure B.2.26: Percent Agreeing That They Feel Safe Walking in the County Where They Live Across All Respondents (Above) and by County (Below).

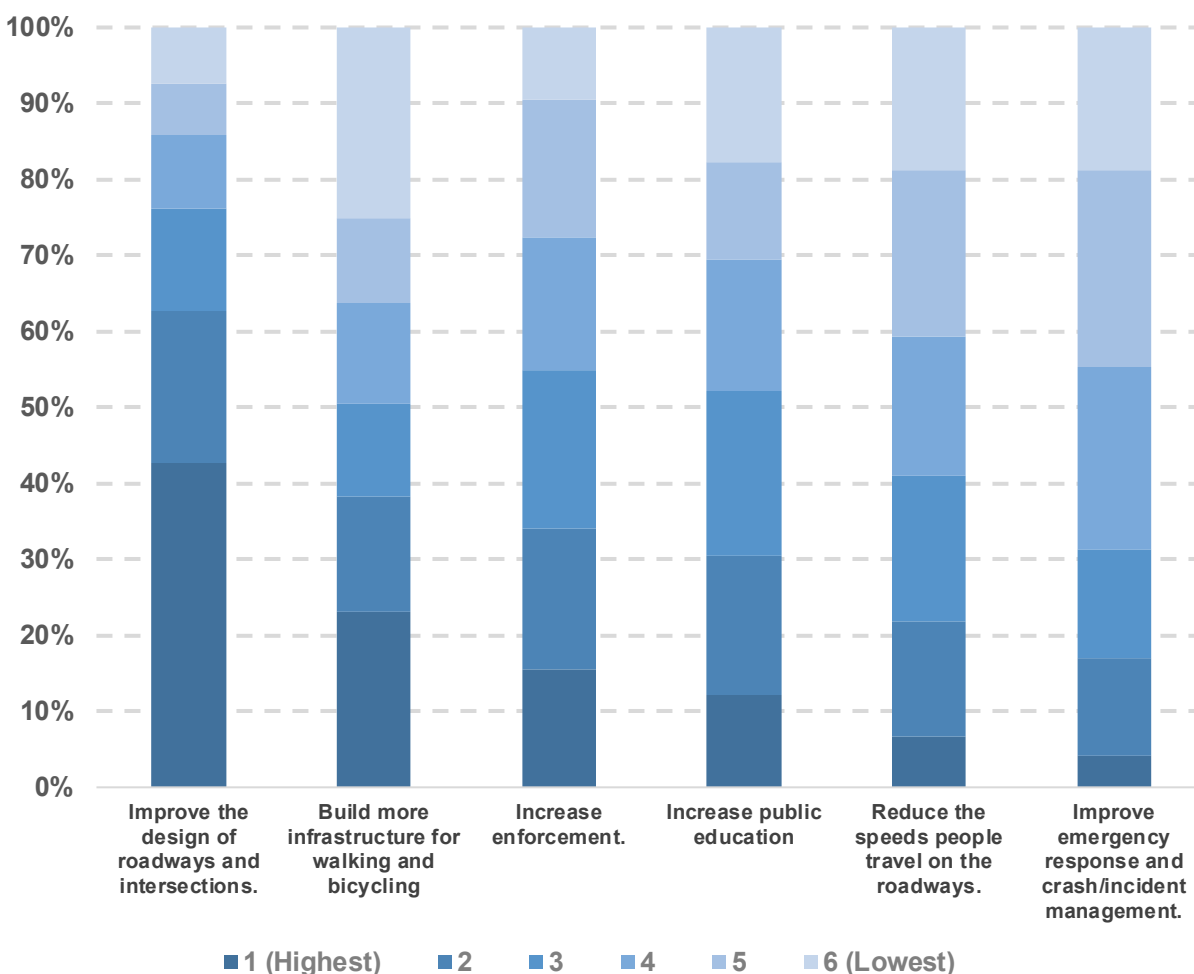


2.5 Safety Priorities

The final section of the survey presented respondents with six (6) distinct safety improvement approaches and asked them to rank them on a scale from 1 (highest priority) to 6 (lowest priority). The combined rankings across the approaches are shown in **Figure B.2.27** below, and the rankings for each approach are shown in the rest of this section.

HOW WOULD YOU PRIORITIZE THE FOLLOWING STRATEGIES TO IMPROVE ROADWAY SAFETY?

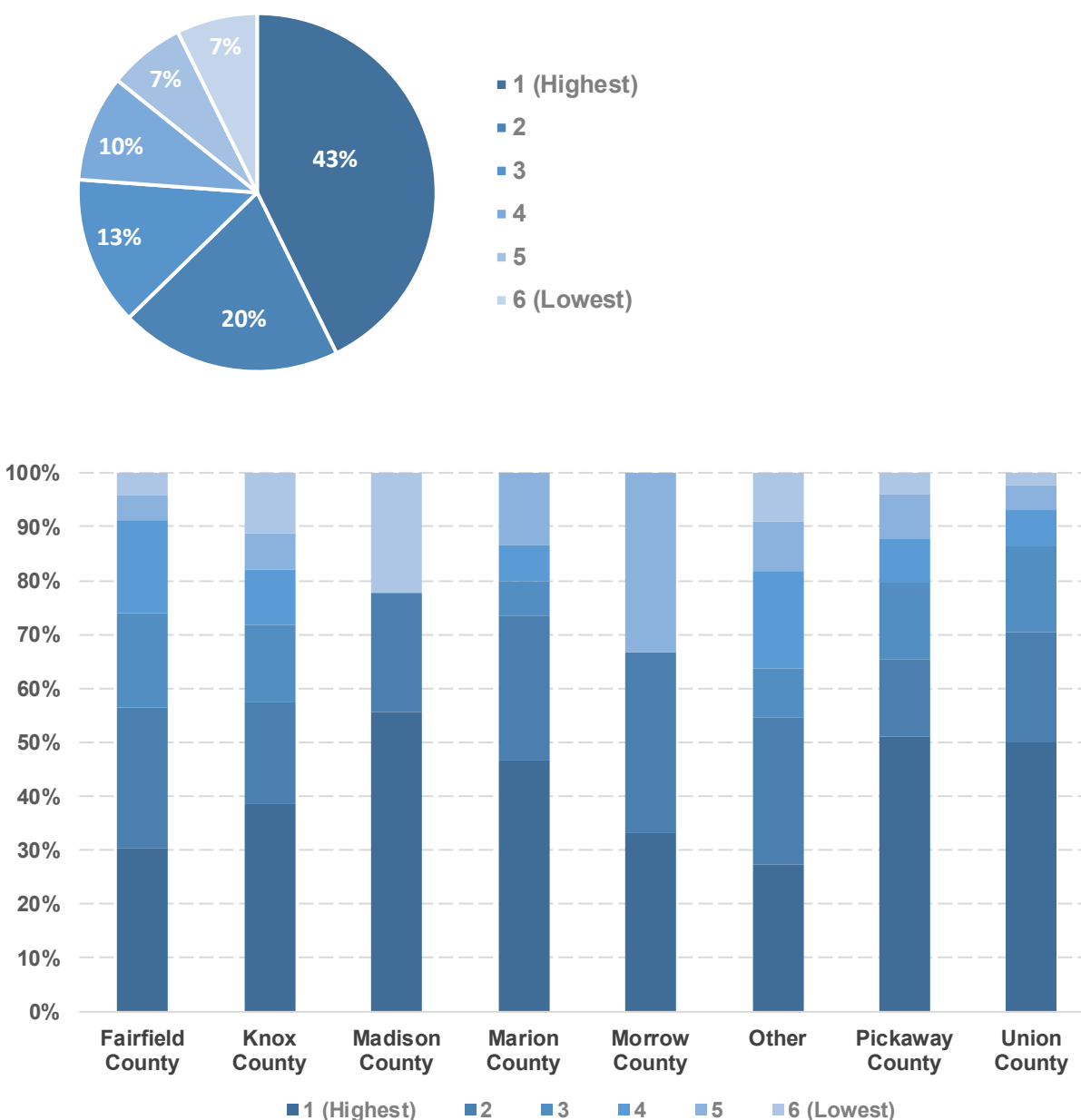
Figure B.2.27: Respondent Prioritization Ranking for All Strategies.



IMPROVE THE DESIGN OF ROADWAYS AND INTERSECTIONS

Over 60% of respondents named improved roadway design as one of their top two priorities, over 40% ranked it highest, and less than 15% ranked it in their bottom-two. Madison County respondents were mostly likely to rank this strategy as one of their top two priorities, while Fairfield County respondents were least likely to.

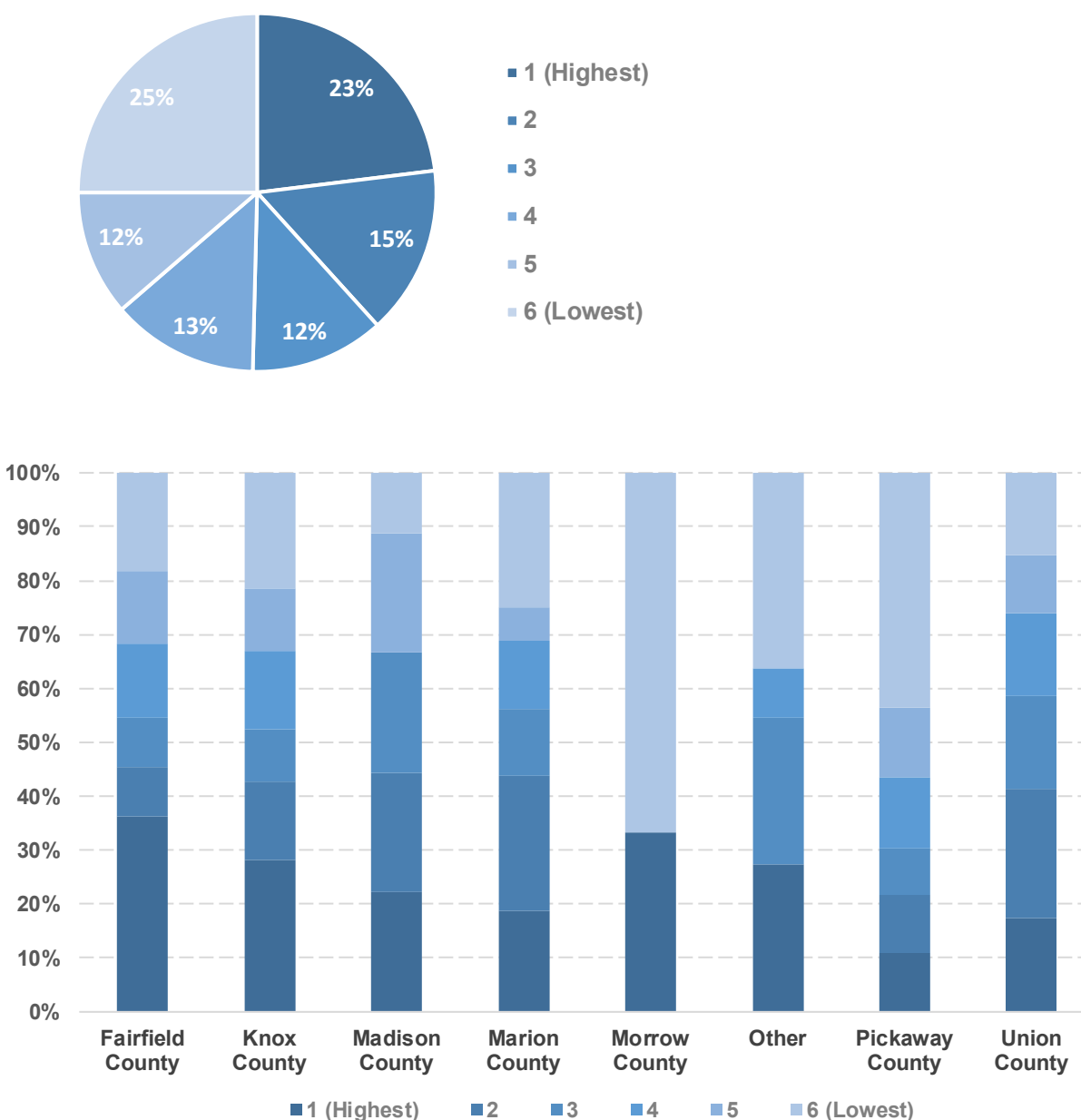
Figure B.2.28: Prioritization of Improving the Design of Roadways and Intersections Across All Respondents (Above) and by County (Below).



BUILD MORE INFRASTRUCTURE FOR WALKING AND BICYCLING

Respondents are completely split on prioritization of walking and biking infrastructure: it received the second most first-place votes and the most last-place votes. Fairfield County respondents were most likely to rank this strategy as one of their top two priorities, while Morrow County respondents were least likely to.

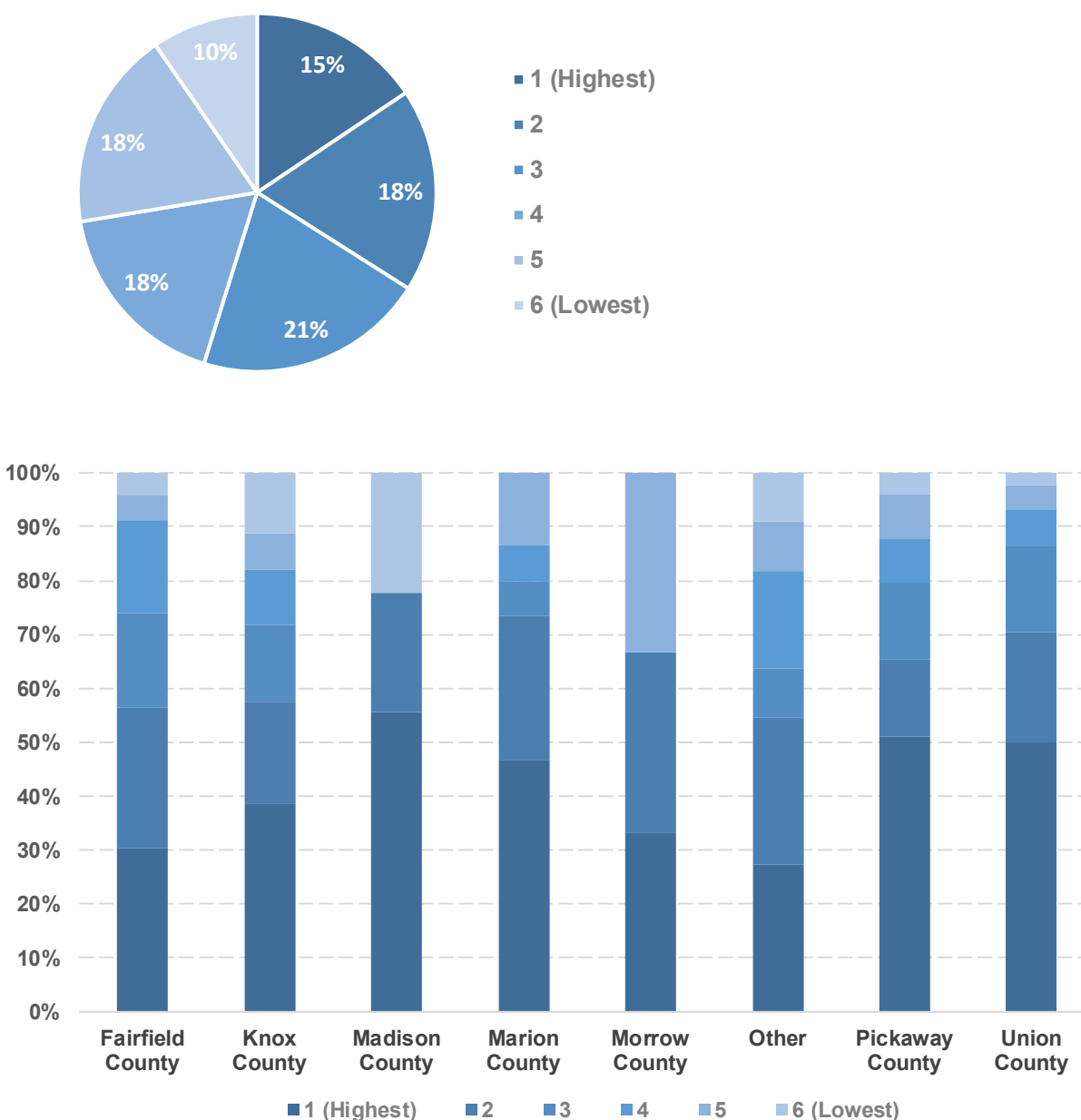
Figure B.2.29: Prioritization of Building More Infrastructure for Walking and Bicycling Across All Respondents (Above) and by County (Below).



INCREASE ENFORCEMENT

Nearly 55% of respondents ranked increased enforcement in their top three priorities, and it received the second fewest last-place votes. Madison County respondents were most likely to rank this strategy as one of their top two priorities, while Fairfield County respondents were least likely to.

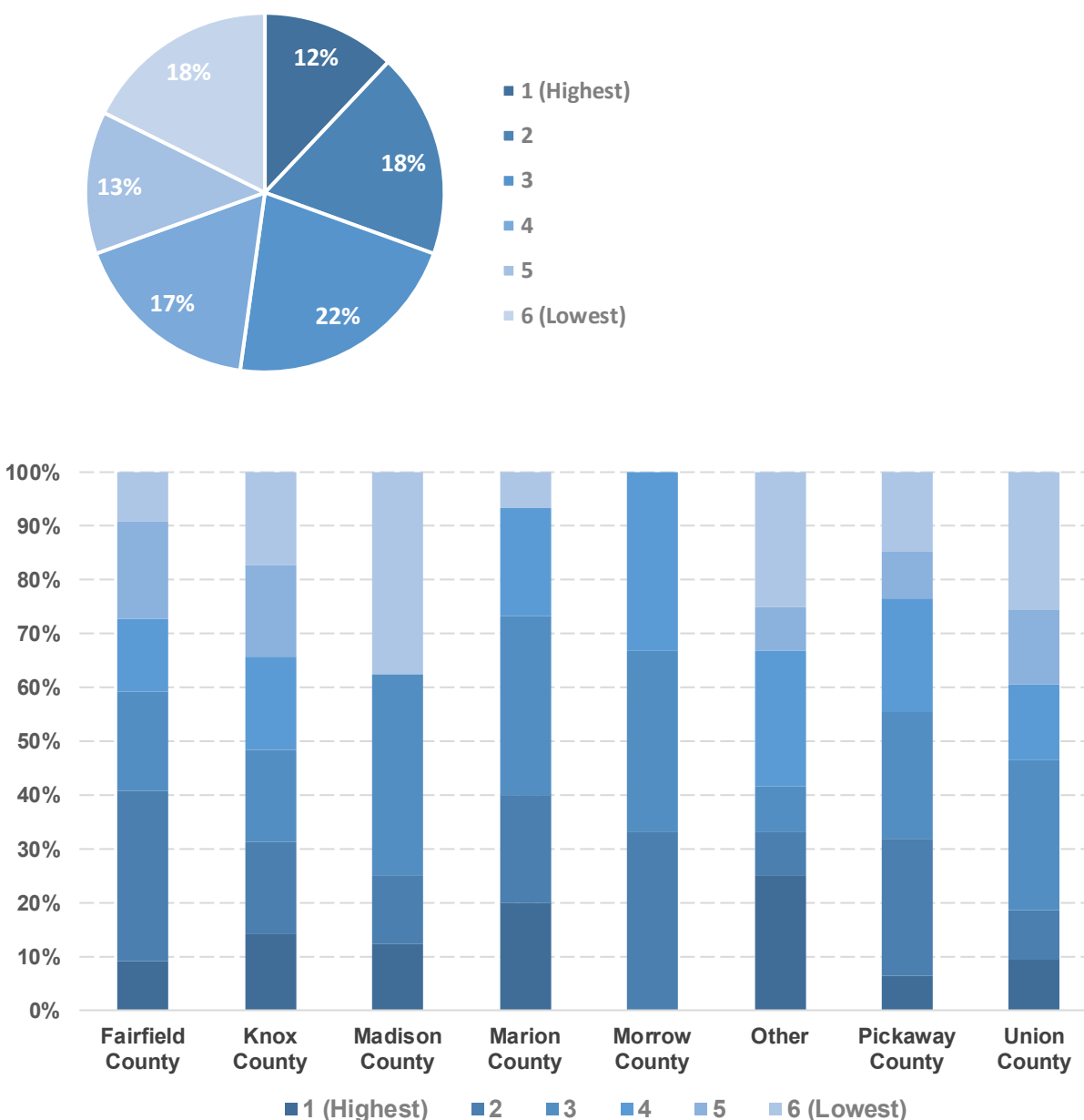
Figure B.2.30: Prioritization of Increasing Enforcement Across All Respondents (Above) and by County (Below).



INCREASE PUBLIC EDUCATION

Just over 50% of respondents ranked increased education in their top three priorities. Fairfield County respondents were most likely to rank this strategy as one of their top two priorities, while Union County respondents were least likely to.

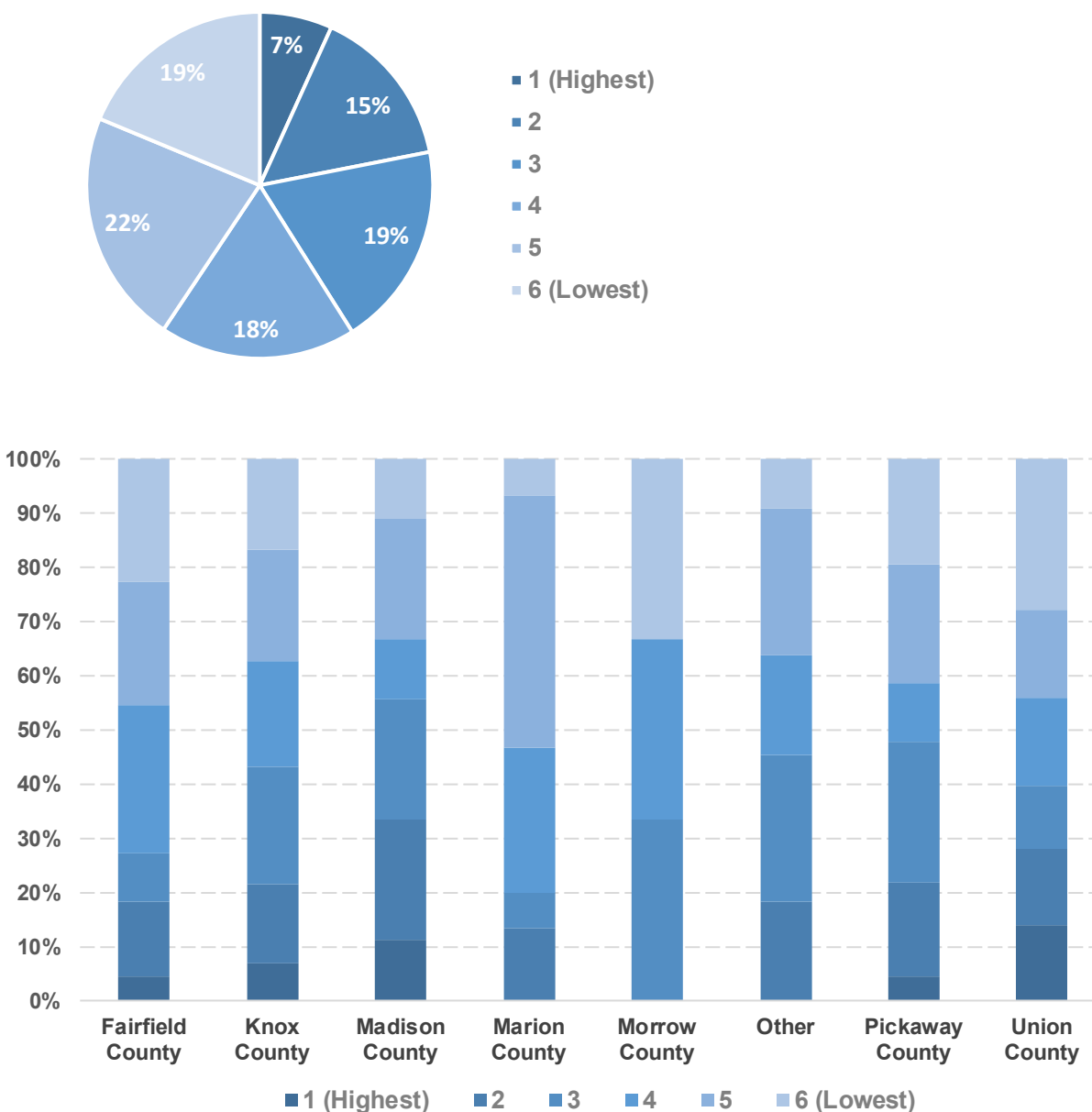
Figure B.2.31: Prioritization of Increasing Public Education Across All Respondents (Above) and by County (Below).



REDUCE THE SPEEDS PEOPLE TRAVEL ON ROADWAYS

Less than 45% of respondents ranked reducing vehicle speeds in their top three priorities. Madison County respondents were mostly likely to rank this strategy as one of their top two priorities, while Morrow County respondents were least likely to.

Figure B.2.32: Prioritization of Reducing the Speeds People Travel on Roadways Across All Respondents (Above) and by County (Below).



IMPROVE EMERGENCY RESPONSE AND CRASH/INCIDENT MANAGEMENT

Less than 35% of respondents ranked improved crash response and care in their top three priorities. Knox County respondents were mostly likely to rank this strategy as one of their top two priorities, while Madison County respondents were least likely to.

Figure B.2.33: Prioritization of Improving Emergency Response and Crash/Incident Management Across All Respondents (Above) and by County (Below).

