

Transportation Visioning Survey Report



**Harrisonburg
Rockingham**
Metropolitan Planning
Organization



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Executive Summary

The [Harrisonburg-Rockingham Metropolitan Planning Organization \(HRMPO\)](#) is the regional transportation planning organization that identifies and develops multimodal transportation priorities in the City of Harrisonburg, the Towns of Bridgewater, Dayton, and Mt. Crawford, and the surrounding urbanized portions of Rockingham County.

The HRMPO [2045 Long Range Transportation Plan \(LRTP\)](#) analyzes land use, demographic, and transportation trends in the region to guide transportation investments over the next 25 years, meeting the needs of our region and its future growth.

In Phase One of the LRTP process, community members provided input on their vision for the transportation system, and their transportation needs and priorities via an online survey in English and Spanish. HRMPO also distributed print copies of the survey at more than a dozen sites throughout the region, and on City bus routes. HRMPO and its community partners promoted the survey via social media, email distribution lists, flyers with QR codes, and by word of mouth.

638 people responded to the survey between February 1, 2022 and March 2, 2022. A significant majority of respondents indicated that they drive a vehicle as their primary mode of transportation but would prefer to ride a bike or walk for more trips. The highest priorities for new transportation investments centered around expanding bicycle and pedestrian infrastructure, additional transit service, and improving transportation safety.

HRMPO will use visioning survey input to inform the development of a list of LRTP projects that meet identified transportation needs. These projects are the core of the LRTP and are presented as a prioritized list of investments in the Plan. Visioning survey input will also inform the project prioritization process.

Click the links below to go directly to the maps:

[Areas of Congestion](#)

[Bicycle Infrastructure Needs](#)

[Transit Needs](#)

[Traffic Safety Areas of Concern](#)

[Pedestrian Infrastructure Needs](#)

Introduction

The LRTP Visioning Survey used Metroquest to facilitate online engagement in a mobile-friendly format. A print version posed the same questions to anyone who did not have access to the internet or who preferred a hard copy.

The survey asked respondents about their current travel habits, preferences, and if transportation modes are unavailable or difficult to access.

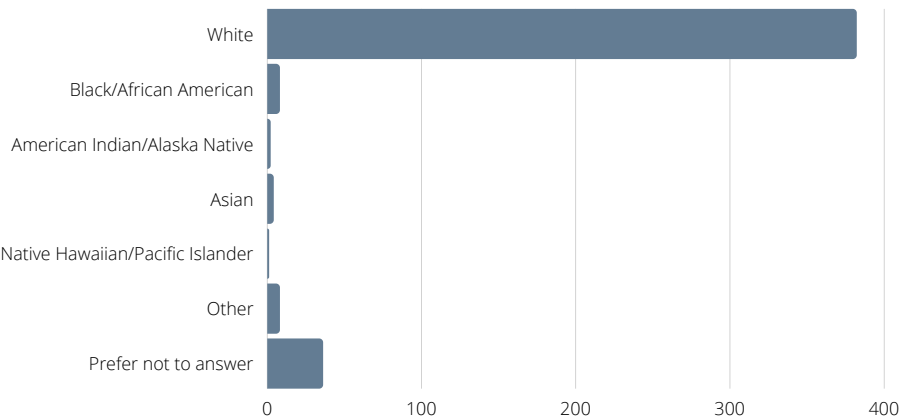
Respondents ranked a list of transportation concerns - safety, relieving congestion, transit service, bike and pedestrian infrastructure - in priority order to help the HRMPO understand which types of projects are most important to the community.

Respondents also shared 1,747 data points on a map of the region, documenting site-specific issues related to intersections, speeding, missing bicycle and transit facilities, and sidewalks and trails. This report summarizes the survey responses.



Introduction

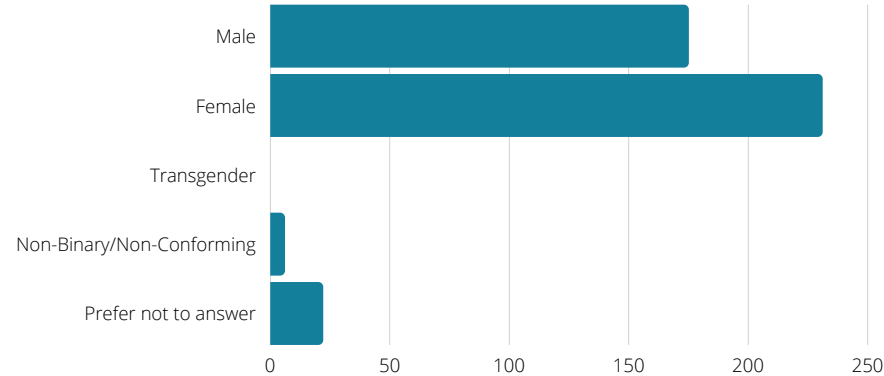
Figure 1. Race



638 responses were recorded between the online survey and the paper version. Demographic data from both surveys are combined and are depicted in **Figures 1 through 3** on this page.

Of the 638 responses, an average of 445 individuals answered the demographic questions on the survey.

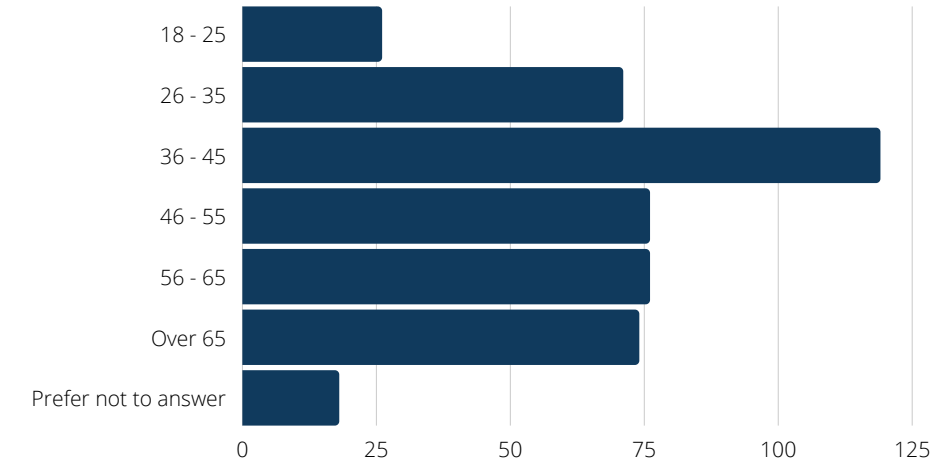
Figure 2. Gender Identity



While there was good representation across different age groups, responses were less diverse across gender and race. 87 percent of respondents were white and 8 percent preferred not to provide their race. Each of the remaining racial categories represent less than 2 percent of responses.

53.3 percent of respondents identified as female, and 40.3 percent as male. 1.4 percent of respondents identified as non-binary or non-conforming, and the remaining 5 percent preferred not to respond.

Figure 3. Age



As noted, there was relatively equal representation across most age groupings, with the exception being the 36-45 range which was highly represented, and the 18-25 range which was underrepresented.

For additional information regarding the survey and survey data, please contact Ann Cundy, Director of Transportation, via email at ann@cspdc.org.

Transportation Use and Needs

Travel Habits

The survey asked respondents about their primary and secondary modes of transportation. Respondents overwhelmingly reported driving alone as their primary mode of transportation. The next most popular mode was riding a bike with 54 respondents using a bicycle as their primary mode of travel. Other mode options included carpooling, walking and/or using a mobility assistance device, riding a scooter, utilizing public transit (bus), or using taxi and ride-hailing services like Uber or Lyft. Two respondents selected "other," and in the descriptive text noted that their primary mode of transportation is a horse and buggy. **Figure 4** presents the full response to this question. When asked if they would prefer to use a different mode of transportation as their primary method of getting around, respondents noted they would prefer to bike (45%), use public transit (18%), or walk (13%). **Figure 5** documents responses to this question.

Figure 4. Primary Mode of Transportation

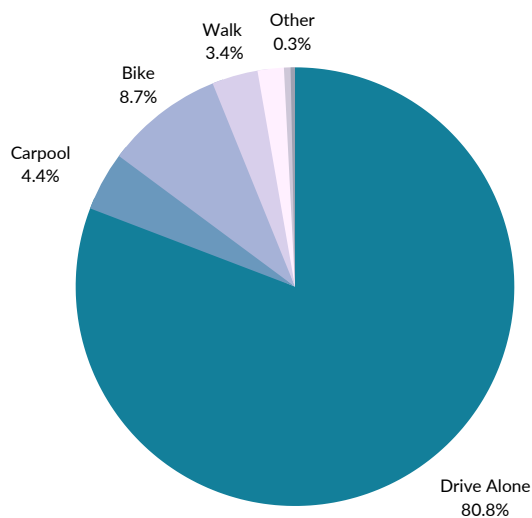
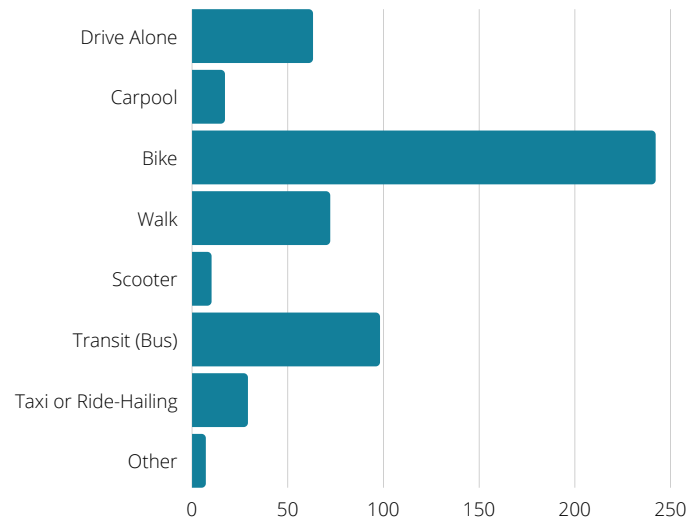


Figure 5. Preferred Primary Mode of Transportation



The survey also asked respondents about their secondary mode(s) of transportation. In this item, they were allowed to select more than one mode. Respondents most frequently cited biking and walking as secondary modes of transportation - each representing approximately 30 percent of responses. Among the remaining responses, a small percentage of individuals utilize transit (5.4%), taxi or ride-hailing services (3.7%), or scooters (2.5%). Responses to this item are depicted in **Figure 6**.

Transportation Use and Needs

We asked respondents "If you commute to school or work, how far is your trip?"

Table 1 below shows the responses to this item. Most individuals in the HRMPO region travel between zero and five miles to get to work or school.

Table 1. Commute Distance

Miles Traveled	Frequency
Telework	46
0-5 miles	243
6-10 miles	92
11-20 miles	51
Greater than 20 miles	55
N/A - I do not commute	114

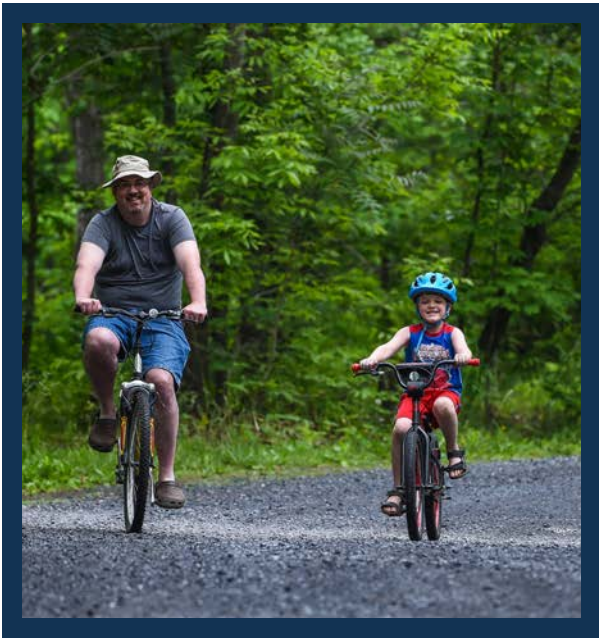
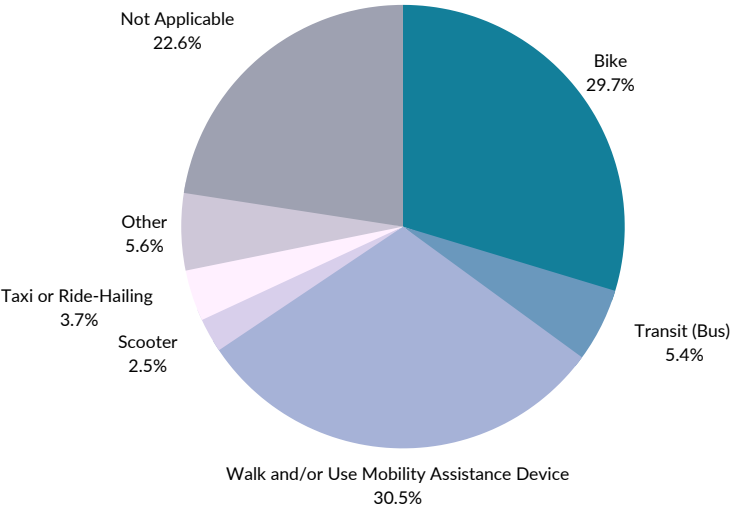


Figure 6. Secondary Mode of Transportation



Recreation

For recreation, the most popular response was walking (54%), followed closely by biking (37.6%). The full frequencies for this item are listed below in **Table 2**.

Table 2. Recreation Modes

Mode	Frequency
Walking	460
Biking	320
Using a mobility assistance device	11
N/A or None of the above	59

**Note that respondents could select multiple choices for this item. Table 2 includes multiple responses from the same individuals and does not represent 850 unique responses.*

Transportation Use and Needs

Barriers to Travel

To understand barriers to travel in the community, we asked the following questions:

- 1. Have you had, or do you continue to have difficulty getting where you need to go in the Harrisonburg-Rockingham region for any of the following purposes?
- 2. What transportation mode or service would help you get where you need to go and is not currently accessible?

Figure 7. Accessibility Concerns

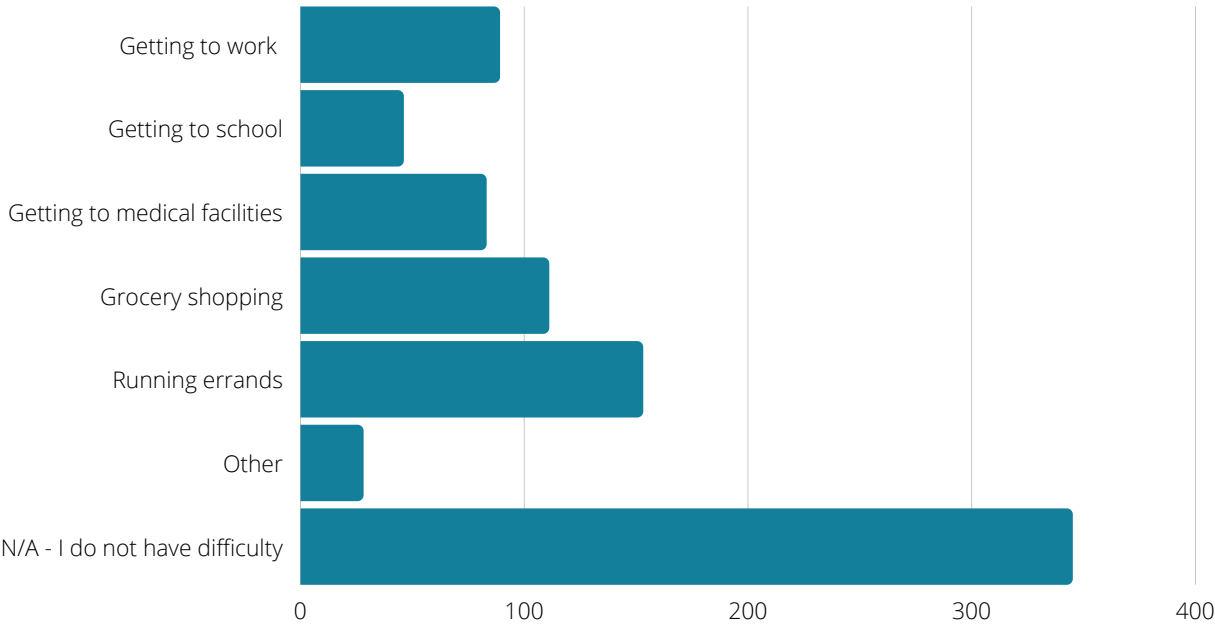
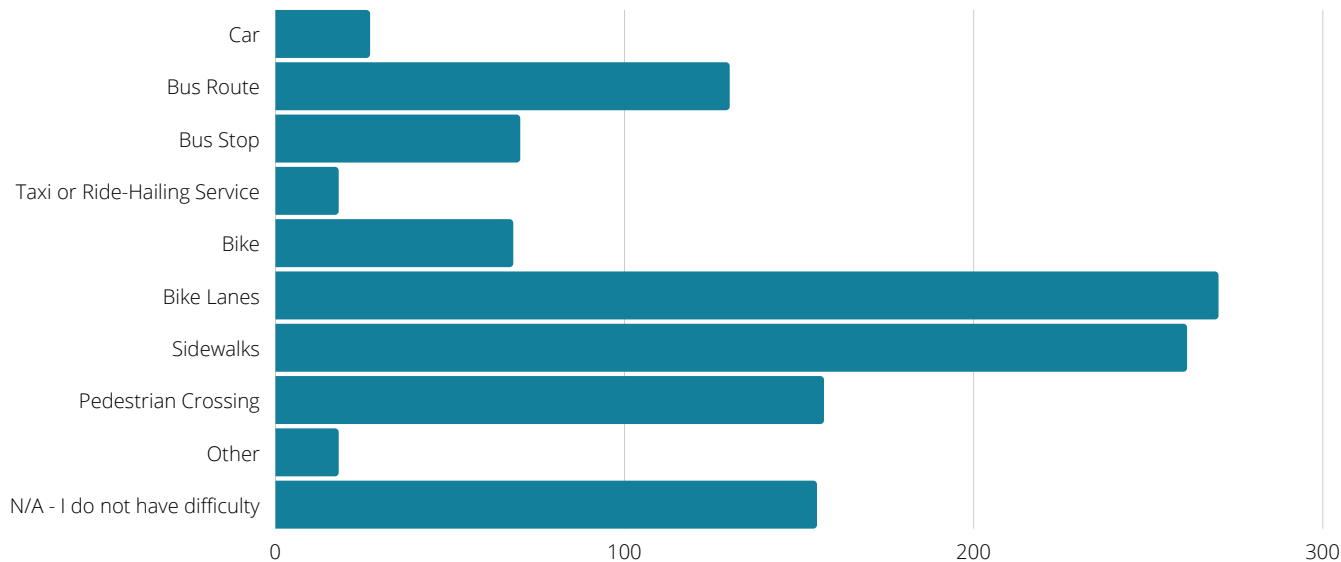


Figure 7 shows which trips respondents had the most difficulty making due to an inability to access transportation. A large number of respondents (345 persons) stated they did not have accessibility concerns. Considering the number of respondents who indicated their primary mode of transportation was driving their own car, this is not surprising. However, of those who had difficulty getting places, many had difficulty getting to more than one destination. Among this group, running errands had the highest accessibility concerns, followed by grocery shopping and getting to work. When asked what transportation solutions would make these locations more accessible, the most common response was the availability of bike lanes, followed closely by pedestrian crossings. Responses to this question are presented in **Figure 8**.

Transportation Use and Needs

Figure 8. Mode Needed to Improve Accessibility



The paper survey responses differed from online responses more drastically on the question of barriers than on other questions in the survey. These individuals had more difficulty getting places than respondents who completed the online version of the survey. Among respondents who completed the online survey, 10 percent reported having difficulty getting to work, compared to 21 percent of those who took the paper survey. Over half of the paper survey respondents reported having difficulty accessing multiple primary needs - 26 percent had difficulty accessing two primary needs, 10 percent had difficulty accessing three primary needs, and 7.9 percent had difficulty accessing four or more primary needs.

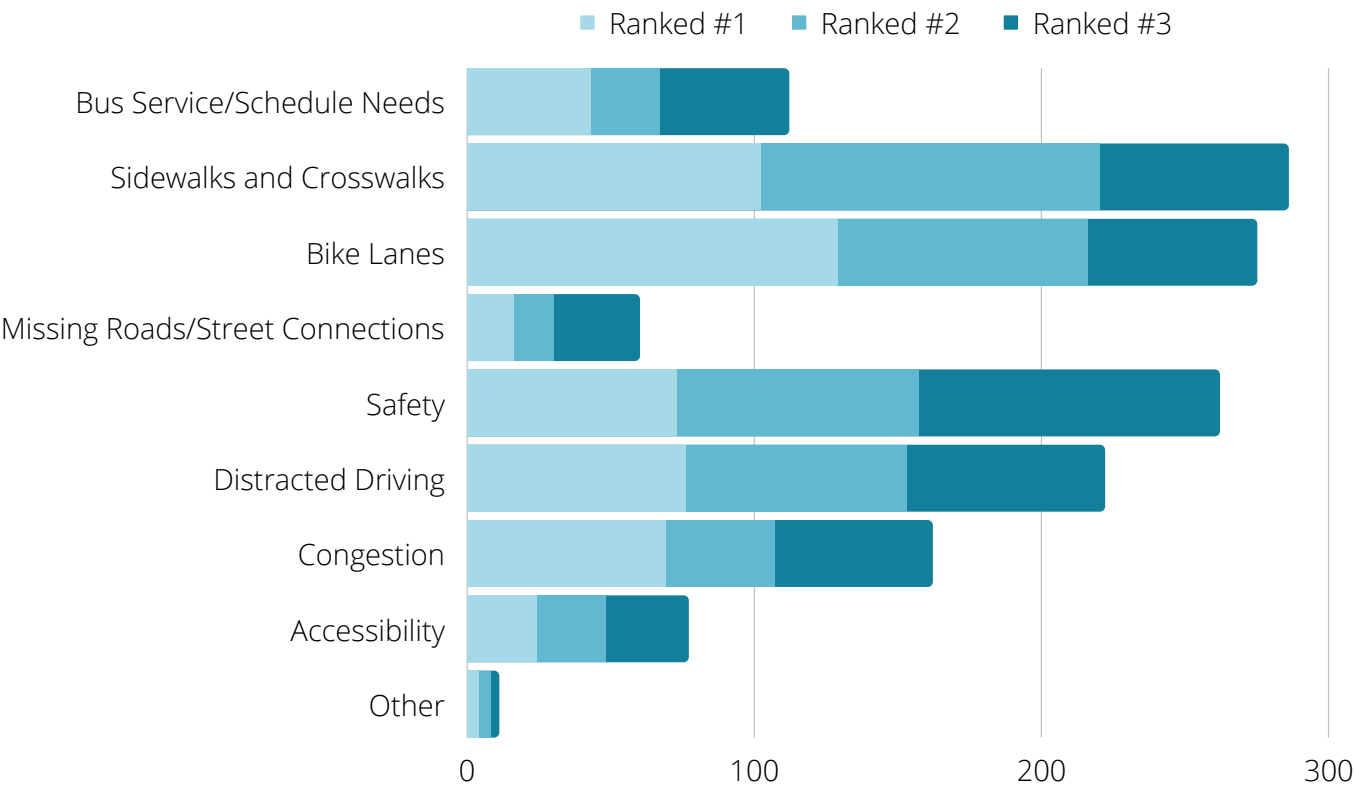
The solutions were also notably different among paper survey respondents than those who completed the survey online. Among paper survey responses, most felt that the transportation mode needed most to access primary needs was a car (24%), followed by expanded bus routes (21%).

Transportation Concerns

Priority Ranking

Respondents ranked a list of eight transportation issues with "1" being the highest area of concern, and "8" being the lowest. Areas of concern were accessibility, congestion, distracted driving, safety (speeding, crashes), bike lanes (state of/lack of), sidewalks and pedestrian crossings, bus service and schedule needs, and missing roads and street connections.

Figure 9. Ranked Transportation Concerns



The chart in **Figure 9** shows the rate at which respondents selected each issues as a first, second, or third priority. 129 respondents selected bike lanes as their top priority, and 102 felt sidewalks and crossings were of most concern. Overall, bike lanes and sidewalks and crosswalks were the most frequently chosen priority across individuals' first, second, and third choices. When all three ranking levels are included, safety is also a high priority, followed by distracted driving.

Transportation Concerns

Comments

Respondents provided feedback related to transportation concerns and their priority choices. Among these comments, common themes emerged. The comments below are a sampling by area of concern.

Bike Lanes

- Need for more bike lanes on roads where they do not currently exist
- Where bike lanes do exist, they frequently end abruptly and do not connect to other locations
- Traffic signals do not recognize bicycles making it hard for cyclists to safely navigate intersections

Sidewalks and Crosswalks

- Accessibility: Difficulty accessing some sidewalks with a stroller or wheelchair; sidewalks are not properly cleared of snow in the winter
- Sidewalks not available in many parts of the region; Lack of sidewalks corresponds with difficulty accessing public transit - cannot get to bus stops safely

Public Transportation

- Expanded service - multi-directional service, more frequent service, increase service into the county
- More benches and shelters needed at stops

Safety, Roads, and Other

- Concerns about volume of commercial truck traffic within cities and towns
- Would like to see increased enforcement of traffic safety laws (speeding, texting while driving, running red lights/rushing through yellow lights)
- More turning lanes needed
- Concerns about visibility - both in regard to street lighting/illumination, and line of sight on hills, curves, and at intersections



Mapping Exercise

Map Marker Exercise

Respondents had the opportunity to share site-specific concerns by dragging and dropping pins to a location on the map. Each pin represented a different concern including safety, congestion, walking and crossing, bike area, bus route or stop needed, and speed issues. **Figure 10** shows the types of pins respondents could drop on the map.

Individuals could place up to three pins on the map - they could be three of the same, or any combination of pins. Individuals could also leave a comment describing the concern they had for each geographic location. When dropping a pin, the survey prompted respondents with a question box that asked "What do you want to tell us about this area?" so that we could collect both geographic and qualitative data about problem areas within the HRMPO region.

We sorted the comments from this exercise into five categories corresponding with the map marker pins, and created heat maps for each category to highlight the areas of concern. This section of the report provides a map for each of these categories. Categories include congestion, bicycle infrastructure needs, transit needs, pedestrian infrastructure needs, and traffic and safety areas of concern.

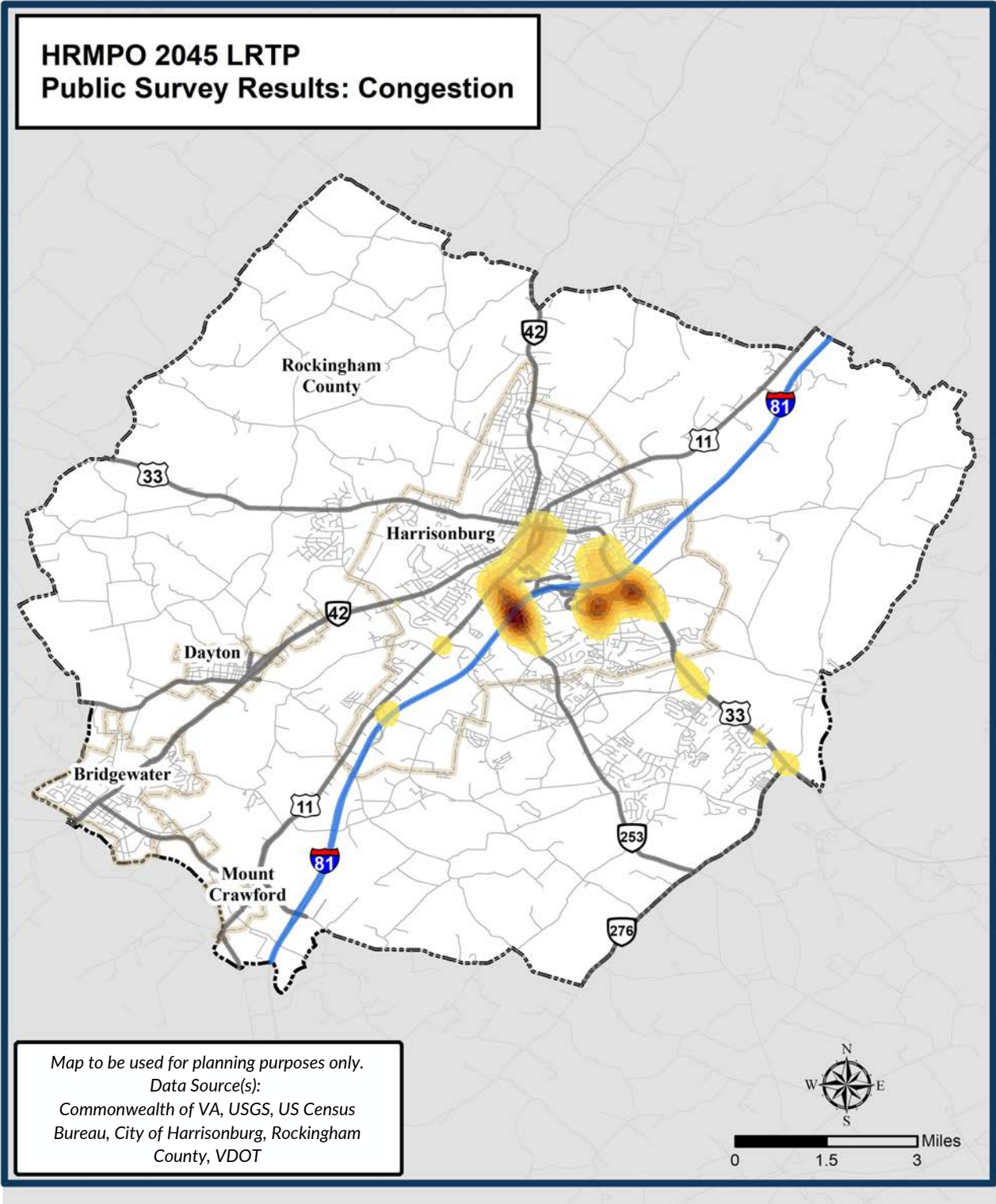
The traffic and safety category represents any comment or marking pin that related to traffic patterns, traffic flow, speed, and general traffic safety.

Figure 10. Map Marker Pins



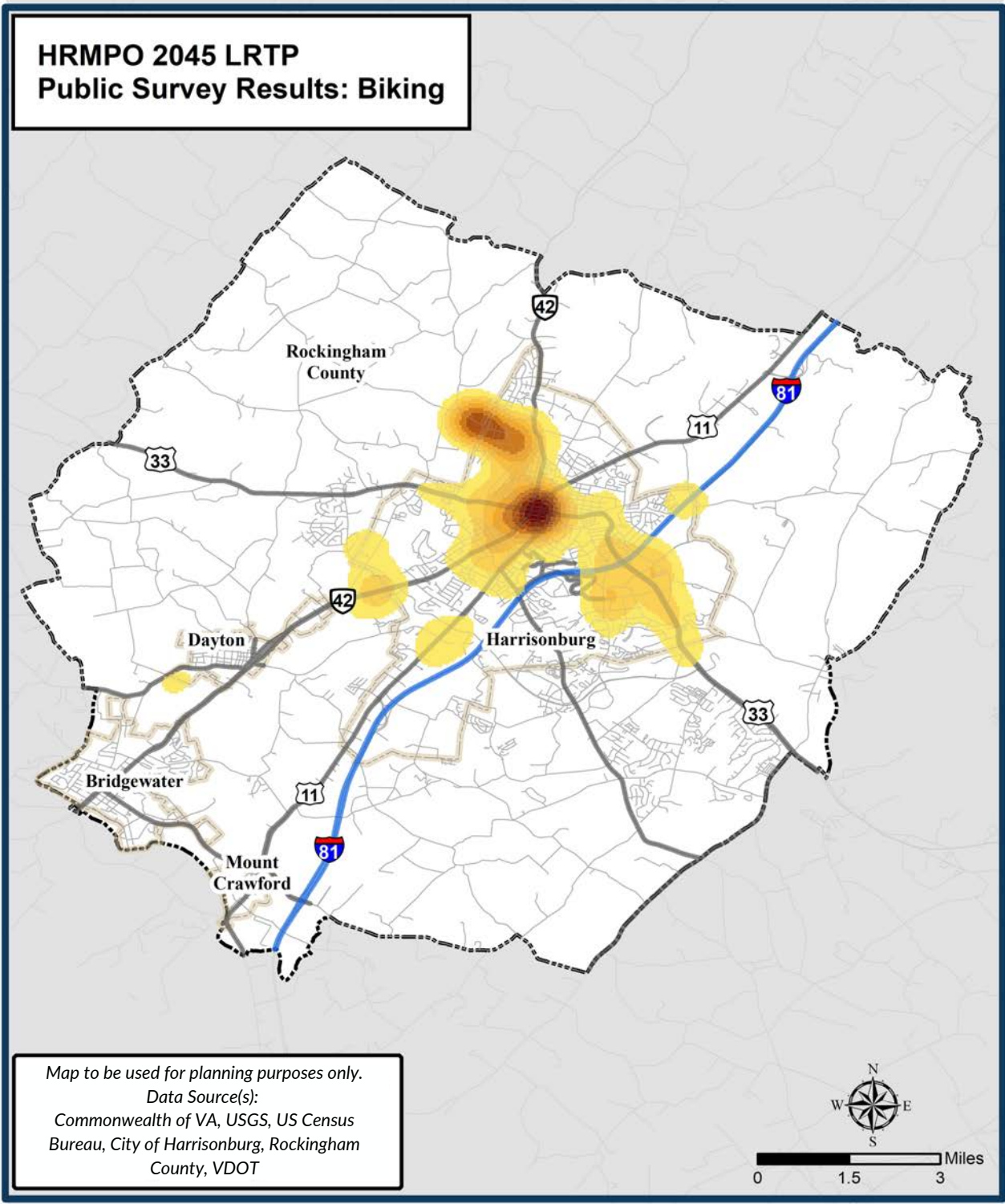
Mapping Exercise

Figure 11. Areas of Congestion



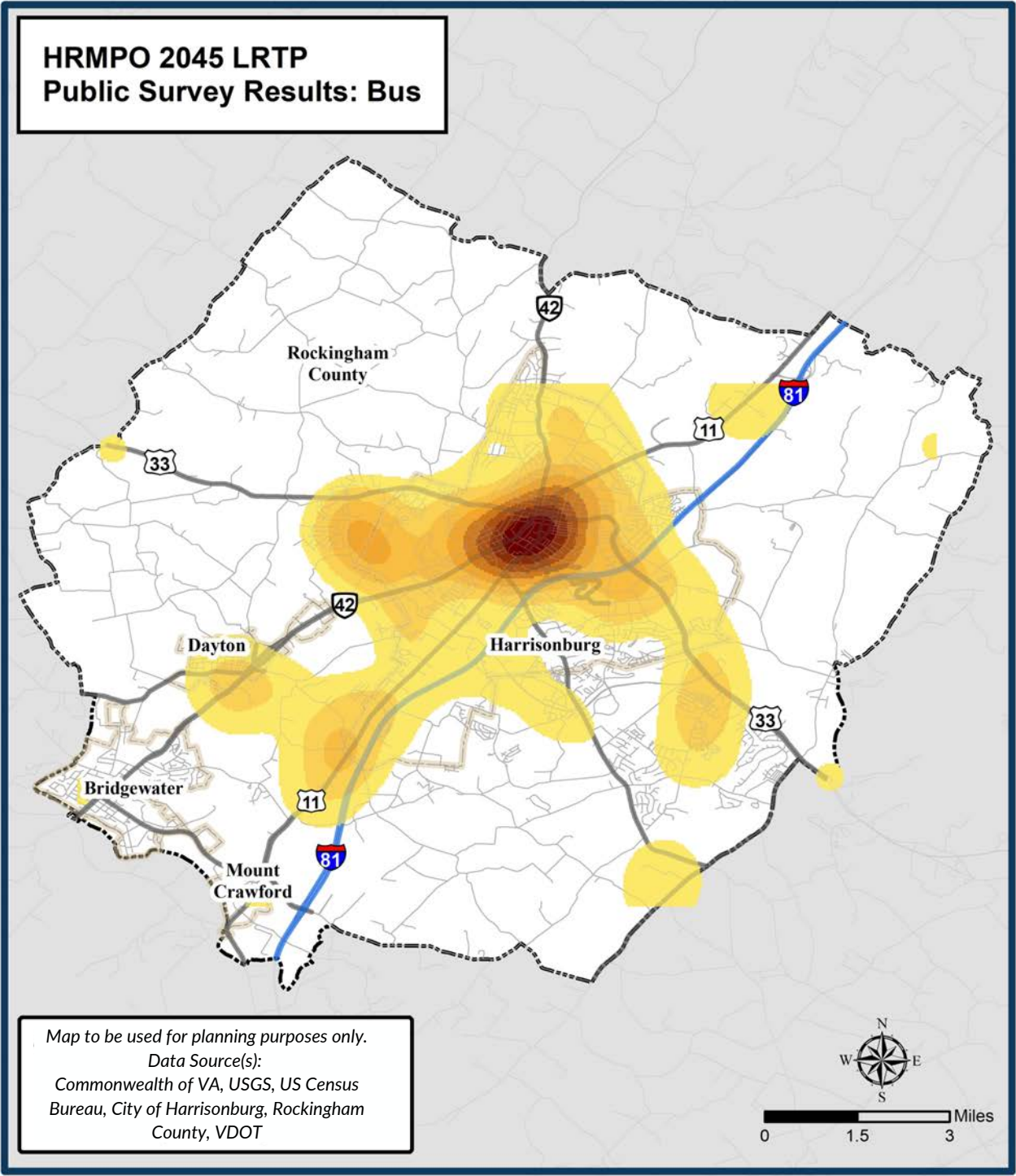
Mapping Exercise

Figure 12. Bicycle Infrastructure Needs



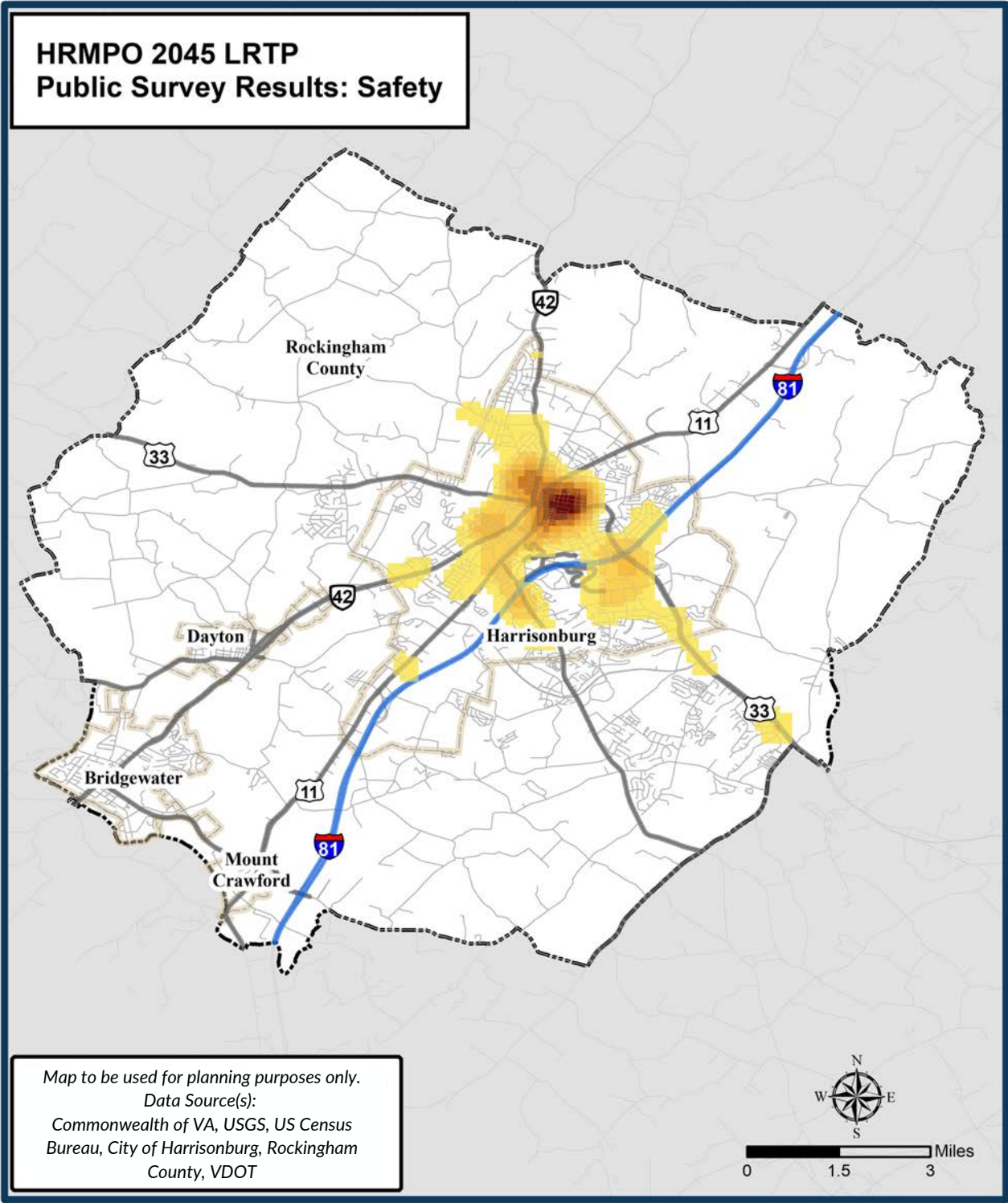
Mapping Exercise

Figure 13. Transit Needs



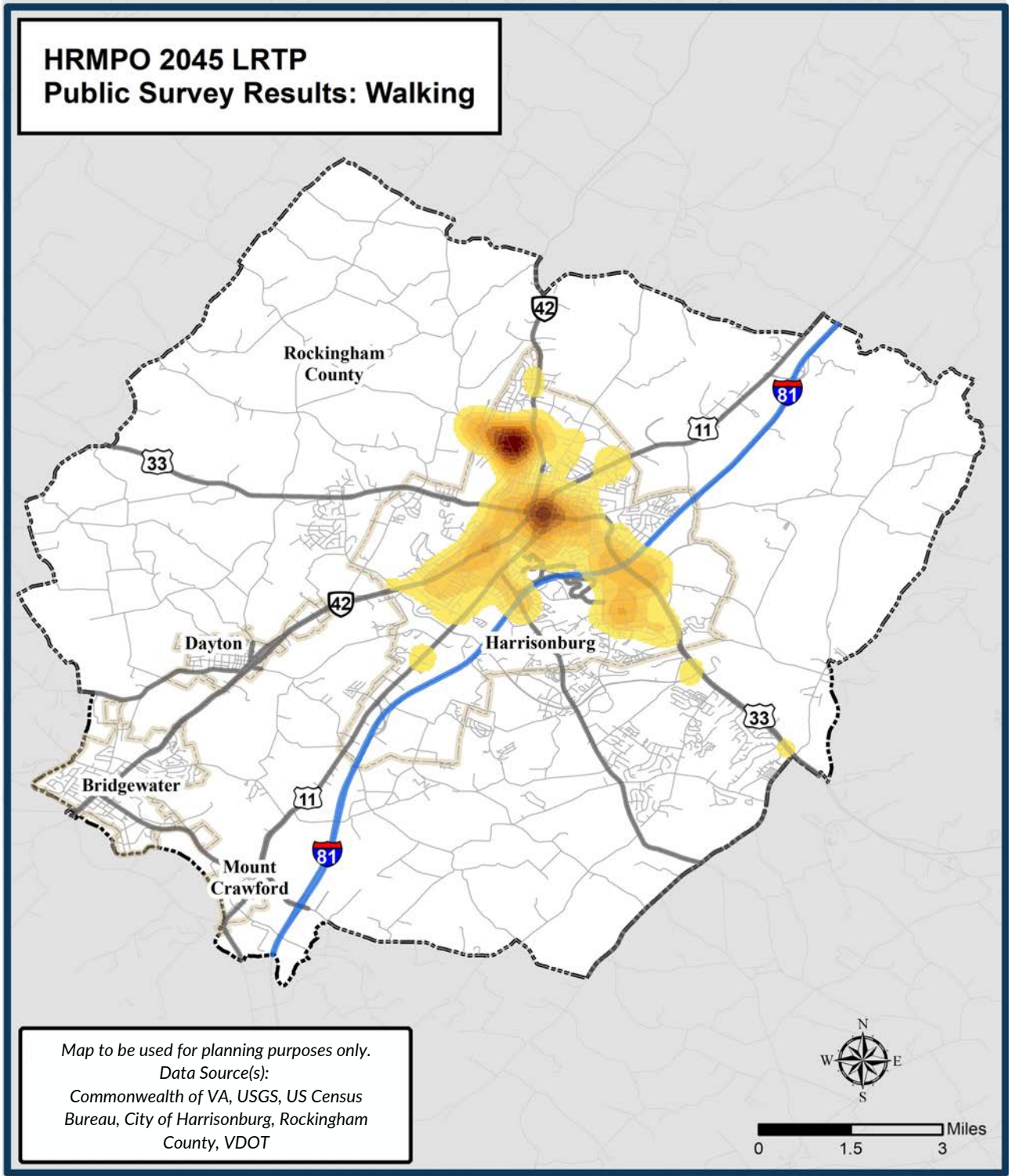
Mapping Exercise

Figure 14. Traffic Safety Areas of Concern



Mapping Exercise

Figure 15. Pedestrian Infrastructure Needs



Next Steps

What will we do with the Summary Data?

The feedback gathered from the survey will inform Phase Two, the Universe of Projects. Phase Two is anticipated to begin in summer 2022, and will provide our community with an opportunity to weigh in on a list of proposed projects.

We will use the comments from the Visioning Survey to clarify the projects needed for our region, and to prioritize the projects. Projects will be scored based on how well they meet the LRTP goals. We will use public input from the survey to assign weight to the LRTP goals on the scorecard. For example, the survey respondents indicated expanding pedestrian and bicycle infrastructure as a high priority for transportation investments in the HRMPO. We would then weight the LRTP goal for "expansion of transit service and bicycle and pedestrian facilities" more heavily than others.

We will be posting more about the Plan, upcoming events, and ways to engage at hrvampo.org/lrtp

Thank you for your interest in the HRMPO Long Range Transportation Plan (LRTP).



Contact Us

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