



P 5.0 PUBLIC SURVEY SUMMARY

JUNE 2018

INTRODUCTION

The process for prioritizing projects in North Carolina is dictated by the Strategic Transportation Investments Act, passed into law in 2012. The law dictates a process that is transparent, data-driven, and collaborative, but is often difficult to understand for those not frequently involved in transportation policy. This report will summarize the efforts made by French Broad River Metropolitan Planning Organization and Land of Sky Rural Planning Organization staff to engage the public in this process.

Engaging the public in transportation planning has often been a cumbersome and difficult process; a difficulty only exacerbated by the challenges of explaining a process for prioritizing transportation investments that is anything but simple. However, as public interest in transportation in our region has grown, the regional planning organizations have worked to better engage the public to educate more people about the process and projects being considered for their region.

The French Broad River Metropolitan Planning Organization (FBRMPO) and Land of Sky Rural Planning Organization (LOSRPO) opened an online public survey in Spring 2018. The survey aimed to gather feedback on highway, bike and pedestrian, and transit projects in the five county planning area that the MPO and RPO serve. The survey contained projects that are proposed for funding through the Statewide Transportation Improvement Program (STIP) 2020-2029. Projects are funded through the North Carolina Department of Transportation (DOT) prioritization process (P 5.0), more information [here](#).

The survey was developed by MPO staff through Survey Monkey and was accessed through the [MPO's website](#), as well as being shared via social media and email. One of the main goals of the survey was to keep it simple and user-friendly so members of the public could easily understand the project and quickly voice their opinion. The purpose of the survey was to take the quantitative data to the FBRMPO Board, made up of elected officials, when they are considering which projects to apply local input points on, as part of the P 5.0 process.

SURVEY OVERVIEW

KEEPING IT SIMPLE

Transportation planning and the prioritization of transportation projects is not often simple which tends to complicate public involvement efforts. One of the central goals of on-going public involvement efforts at the FBRMPO and LOSRPO is to simplify public outreach materials in order to maximize public participation.

The first step in simplifying the P 5.0 survey was to break projects up by county. The first question asked by users was in which county were their transportation concerns. The next question asked users if they wanted to start with highway or bike/pedestrian projects. The option was given at the end of their selected survey if they wanted to complete the other mode choice. This shortened the survey (compared to a five-county survey) and allowed users to start to focus on specific areas of concern.

The deep-dive survey (available for all five counties) simply asked for user's reactions to proposed projects. Each project could be assessed one-by-one on a likert-scale where users could score a project from negative-five (-5) to a positive-five (+5). For each project, a short description of the project was given as well as a map that showed where the project would be in the region. This gives MPO staff information on projects that are likely to induce apprehension/resistance from the public as well as projects where the need is likely to be supported by the public.

The shortened surveys (available for Buncombe and Henderson counties) gave users a list of projects and asked them to select the ones they felt were most important. This shortened survey had the advantage of letting users bypass the much larger deep-dive survey, but had more limited information. Maps were not made available on the shortened survey and descriptions were more generalized (modernization, widening, intersection improvement, etc.) On the data end, the shortened survey also only showed projects with significant support but did not allow users to express concerns towards proposed projects.

The key concept in the development of the survey was to make sure that users did not need a full understanding of the prioritization process in order to participate. In the past, surveys developed by the FBRMPO/LOSRPO were developed to ask the public for input at key points in the prioritization process. This often

led to confusion about why certain routes/projects weren't part of the survey (example- a survey user in the last round of prioritization asked why a section of I-26 wasn't being considered for Division Needs points when the project was previously funded.

DISTRIBUTION

The survey was developed on survey monkey and was only made available on the internet. The FBRMPO and LOSRPO used Facebook advertisements targeting each of the five counties as the primary method for promoting the survey. Distribution from TCC, Board members, and interested citizens likely played a major role in gathering responses. Most of the responses were submitted within one week of the opening of the survey, with a sharp decline in responses following two weeks after the survey released.

After the survey closed in May 2018, FBRMPO staff gathered the results in a timely fashion to meet with each county to discuss priority projects. Staff met with Henderson County representatives before the survey was closed so survey results were not presented at that meeting. Charts, graphs and comment summaries were presented and provided as a handout to project selection representatives. Next, the data was combined in a presentation for the Prioritization subcommittee, the TCC and the Board. Along with information from each county about their priority projects, information on each counties survey results was presented and provided as a handout to these groups.

SURVEY RESULTS

BUNCOMBE COUNTY

The Buncombe County survey was taken by 595 people- the third most of the five counties. This was somewhat surprising due to Buncombe County having the largest population of the five counties as well as having the best access to internet. However, the Buncombe County survey was open for a shorter time period than other counties and social media promotions did not last as long in Buncombe County as compared to other counties.

In general, most projects in Buncombe County received a positive response from survey users, with the exception of the Superstreet Project on US 25/70 in both Buncombe and Madison counties. The US 25/70 project had a barely positive score (0.17) with 33.3% of respondents rating the project positively and 30.4% of respondents rating the project negatively.

Between modes, bike/ped projects were more positively received than highway projects (with several exceptions) and had more responses than highway projects. The worst scoring bike/ped project was the US 70 Road Diet project which had roughly twice as many negative responses as any other bike/ped project. However, it should be noted that the US 70 Road Diet was still very well received with an average score of 2.49, 74.6% of respondents rating the project positively, and 12.7% of respondents rating the project negatively.

County	Respondents
Transylvania	910
Henderson	613
Buncombe	595
Madison	209
Haywood	160

The map on the following page shows the respondents for the Buncombe County survey by zip code. 527 of the 554 respondents live or travel within the 5 county region. The charts following show the survey results of each individual project, first with results from the "short" survey and then the "deep dive" results.

Buncombe Survey Responses by Zip Code

527 of 554 Respondents in 5 County Region

Top 3 Zip Codes:

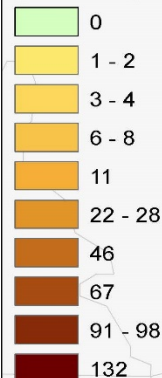
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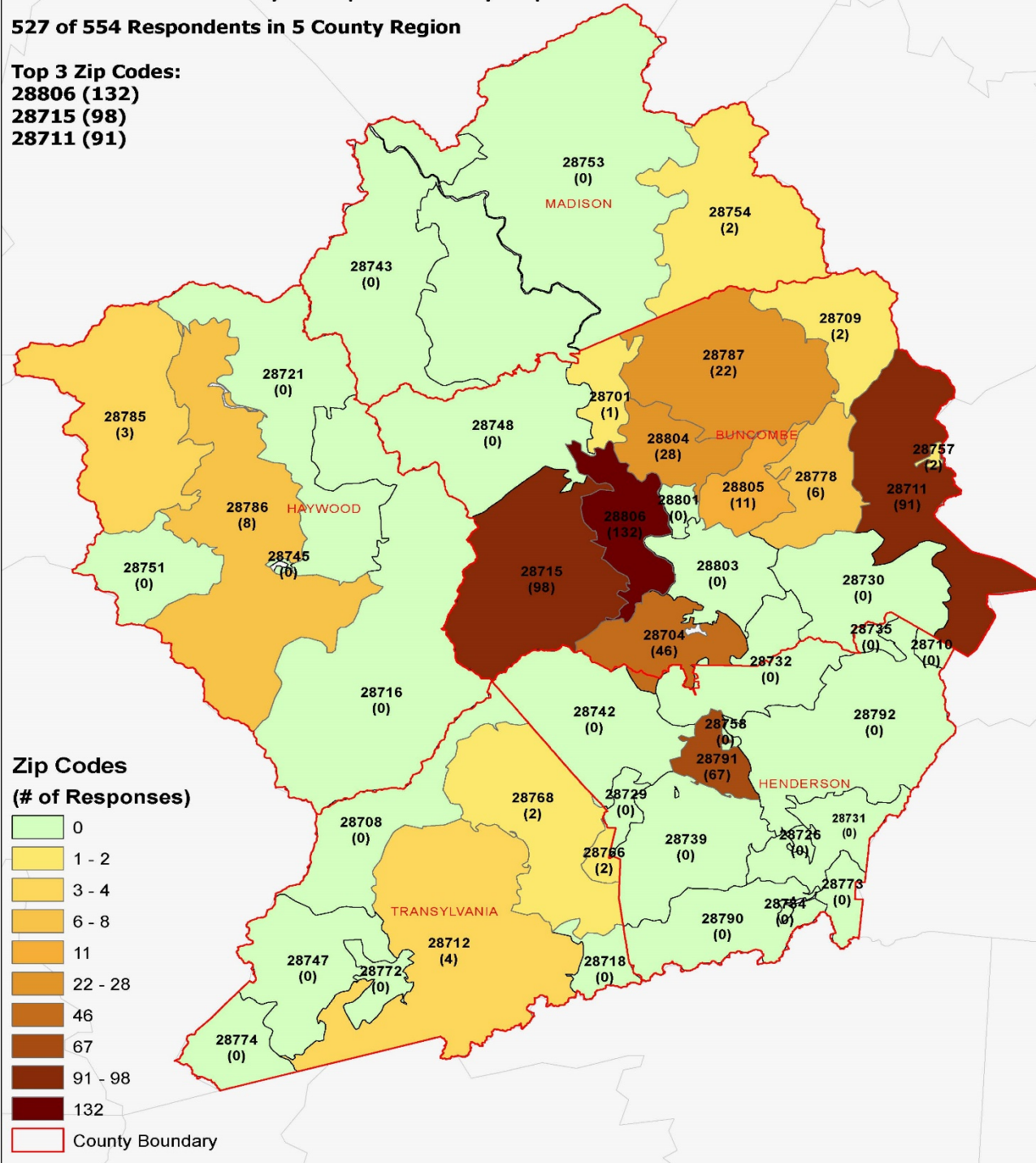
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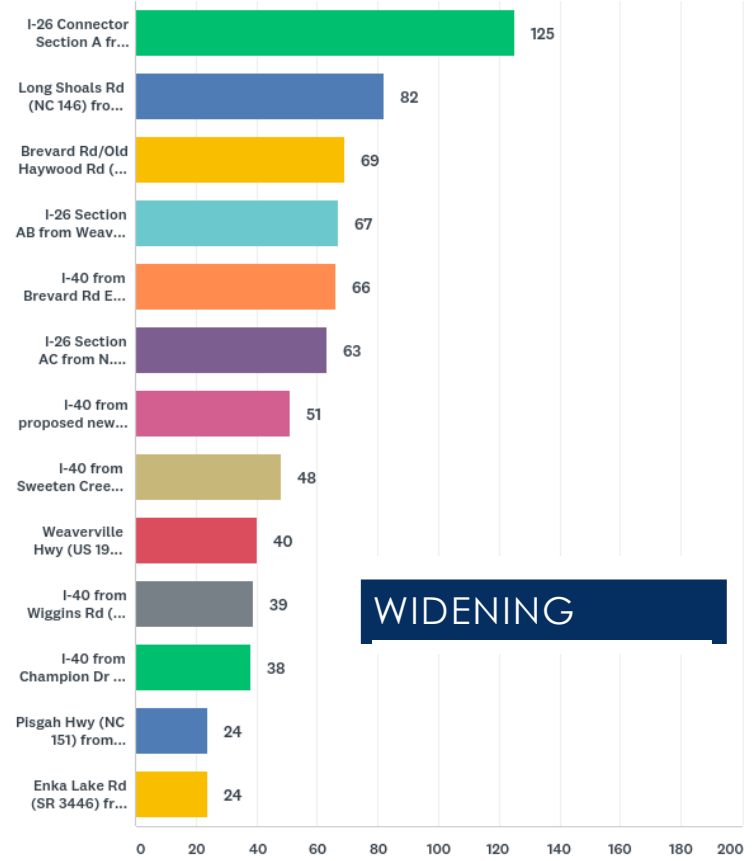
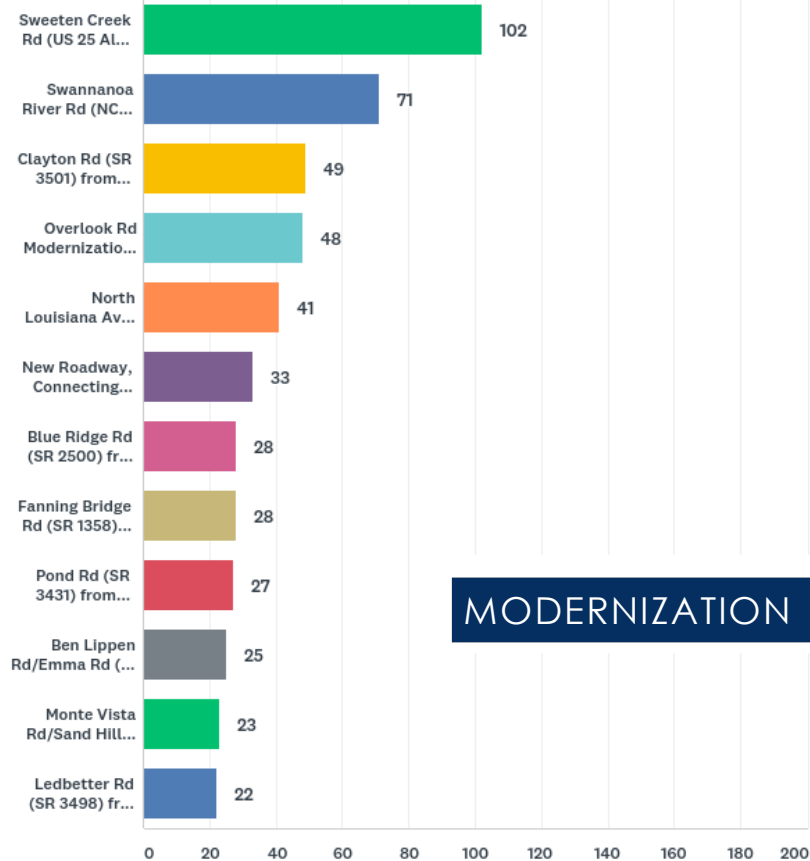
Zip Codes

(# of Responses)

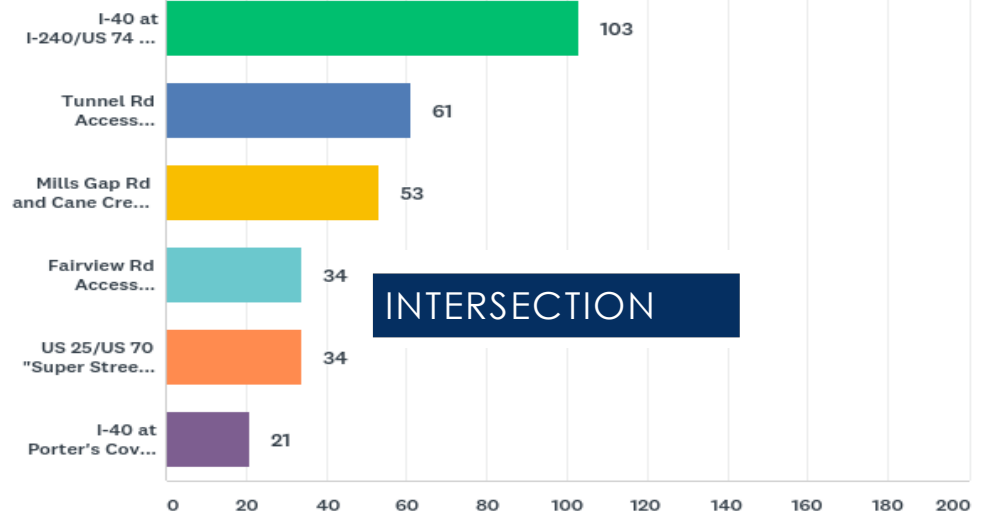


County Boundary





“SHORT” SURVEY RESULTS PRESENTED
HERE ARE CATEGORIZED INTO
MODERNIZATION, WIDENING AND
INTERSECTION/ACCESS
MANAGEMENT.



“DEEP DIVE” RESULTS – BUNCOMBE

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
NC 251 Greenway	Buncombe	Bike/Ped	Division Needs	3.31	216	84.4%	22	8.6%	18	7.0%	256
Riverwalk Greenway Phase III	Buncombe	Bike/Ped	Division Needs	3.09	190	78.5%	33	13.6%	19	7.9%	242
Lake Julian/Bent Creek Greenway	Buncombe	Bike/Ped	Division Needs	2.97	185	78.7%	33	14.0%	17	7.2%	235
Fonta Flora Greenway	Buncombe	Bike/Ped	Division Needs	2.93	182	77.1%	36	15.3%	18	7.6%	236
Old Haywood Road Sidewalks	Buncombe	Bike/Ped	Division Needs	2.89	189	78.8%	41	17.1%	10	4.2%	240
Hominy Creek Greenway	Buncombe	Bike/Ped	Division Needs	2.89	176	77.2%	41	18.0%	11	4.8%	228
Johnston Blvd Sidewalks	Buncombe	Bike/Ped	Division Needs	2.84	157	74.8%	46	21.9%	7	3.3%	210
Sweeten Creek Road	Buncombe	Highway	Regional Impact	2.73	105	77.8%	20	14.8%	10	7.4%	135
Mountain Mobility	Buncombe	Transit	Division Needs	2.73	187	80.6%	32	13.8%	13	5.6%	232
Blue Ridge Road Sidewalks	Buncombe	Bike/Ped	Division Needs	2.68	164	74.5%	42	19.1%	14	6.4%	220

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
I-40/I-240/US 74A	Buncombe	Highway	Statewide Mobility	2.64	128	78.5%	15	9.2%	20	12.3%	163
Clayton Road	Buncombe	Highway	Division Needs	2.60	94	75.8%	20	16.1%	10	8.1%	124
Reems Creek Greenway	Buncombe	Bike/Ped	Division Needs	2.59	156	72.9%	41	19.2%	17	7.9%	214
NC 191 (Brevard Road)	Buncombe, Henderson	Highway	Regional Impact	2.56	98	77.2%	17	13.4%	12	9.4%	127
US 70 Road Diet	Buncombe	Bike/Ped	Division Needs	2.49	188	74.6%	32	12.7%	32	12.7%	252
Swannanoa River Road	Buncombe	Highway	Regional Impact	2.48	112	77.8%	20	13.9%	12	8.3%	144
I-25/13A	Buncombe	Highway	Statewide Mobility	2.37	129	75.0%	10	5.8%	33	19.2%	172
Long Shoals	Buncombe	Highway	Regional Impact	2.35	101	72.7%	20	14.4%	18	12.9%	139
I-40 (I-26 to Sweeten Creek)	Buncombe	Highway	Statewide Mobility	2.18	100	73.0%	11	8.0%	26	19.0%	137
Fairview Road Access Mgmt	Buncombe	Highway	Regional Impact	2.15	87	69.0%	17	13.5%	22	17.5%	126
Mills Gap @ Cane Creek Road	Buncombe	Highway	Division Needs	2.15	81	69.2%	24	20.5%	12	10.3%	117
Tunnel Road	Buncombe	Highway	Regional Impact	2.07	93	69.4%	24	17.9%	17	12.7%	134

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
N Louisiana Ave	Buncombe	Highway	Division Needs	2.04	79	68.1%	27	23.3%	10	8.6%	116
A-0010AB	Buncombe	Highway	Statewide Mobility	2.02	93	64.1%	30	20.7%	22	15.2%	145
Ledbetter Road	Buncombe	Highway	Division Needs	2.02	73	65.8%	25	22.5%	13	11.7%	111
Pond Road	Buncombe	Highway	Division Needs	2.02	84	69.4%	26	21.5%	11	9.1%	121
Fanning Bridge Modernization	Buncombe, Henderson	Highway	Division Needs	1.94	75	67.6%	27	24.3%	9	8.1%	111
Overlook Road	Buncombe	Highway	Division Needs	1.93	80	67.8%	20	16.9%	18	15.3%	118
I-40 (Liberty to Monte Vista)	Buncombe	Highway	Statewide Mobility	1.82	79	62.7%	26	20.6%	21	16.7%	126
I-40 (Sweeten Creek to Patton Cove)	Buncombe	Highway	Statewide Mobility	1.79	84	63.2%	23	17.3%	26	19.5%	133
New Route (Broadway to New Leicester)	Buncombe	Highway	Division Needs	1.79	71	60.2%	29	24.6%	18	15.3%	118
I-40 (Wiggins to Liberty)	Buncombe	Highway	Statewide Mobility	1.79	82	62.6%	26	19.8%	23	17.6%	131

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
I-40 (Wiggins to Monte Vista)	Buncombe	Highway	Statewide Mobility	1.76	79	63.2%	22	17.6%	24	19.2%	125
Weaverville Highway	Buncombe	Highway	Regional Impact	1.64	78	60.5%	35	27.1%	16	12.4%	129
A-0010AC	Buncombe	Highway	Statewide Mobility	1.64	80	58.4%	30	21.9%	27	19.7%	137
Monte Vista @ Sand Hill School	Buncombe	Highway	Division Needs	1.59	71	61.7%	31	27.0%	13	11.3%	115
I-40 (Wiggins to Champion)	Buncombe, Haywood	Highway	Statewide Mobility	1.50	73	58.4%	26	20.8%	26	20.8%	125
Blue Ridge Road	Buncombe	Highway	Division Needs	1.41	58	54.2%	34	31.8%	15	14.0%	107
Enka Lake Road	Buncombe	Highway	Division Needs	1.39	61	56.5%	32	29.6%	15	13.9%	108
I-40 @ Porter's Cove Road	Buncombe	Highway	Statewide Mobility	1.30	60	55.6%	25	23.1%	23	21.3%	108
Emma/Ben Lippen Road	Buncombe	Highway	Division Needs	1.24	58	53.2%	35	32.1%	16	14.7%	109
NC 151 (Pisgah Hwy)	Buncombe	Highway	Regional Impact	0.97	57	53.8%	31	29.2%	18	17.0%	106

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
US 25/US 70 Superstreet	Buncombe, Madison	Highway	Regional Impact	0.17	34	33.3%	37	36.3%	31	30.4%	102

Color-coding information can be seen in the Appendix at the end of this report.

HAYWOOD COUNTY

The Haywood County survey was taken by 160 people- the fewest respondents of the five counties, despite being the third most populous of the five counties.

The survey for Haywood County, unlike Buncombe and Henderson counties had only a deep-dive section. The shortened section was left out due to the deep-dive only having eleven projects for respondents to choose from.

On average, proposed projects in Haywood County were positively rated.

Two proposed projects on I-40 were the highest rated in the County with a project on US 276 (Russ Avenue) between US 23/74 and US 19 (Dellwood Road) scoring relatively highly as well.

Two projects received somewhat middling ratings from survey users: a project to modernize US 276 (Jonathan Creek Road) and a project to modernize NC 209. While neither project was as positively received as others in the County, both projects still had more positively responses than negative.

The map on the following page shows the respondents for the Haywood County survey by zip code. 150 of the 160 respondents live or travel within the 5 county region. The charts following show the survey results of each individual project.

County	Respondents
Transylvania	910
Henderson	613
Buncombe	595
Madison	209
Haywood	160

Haywood Survey Responses By Zip Code

150 of 160 Respondents in 5 County Region

Top 3 Zip Codes:

28786 (72)

28751 (19)

28716 (18)

Zip_Codes

of Responses

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2

3

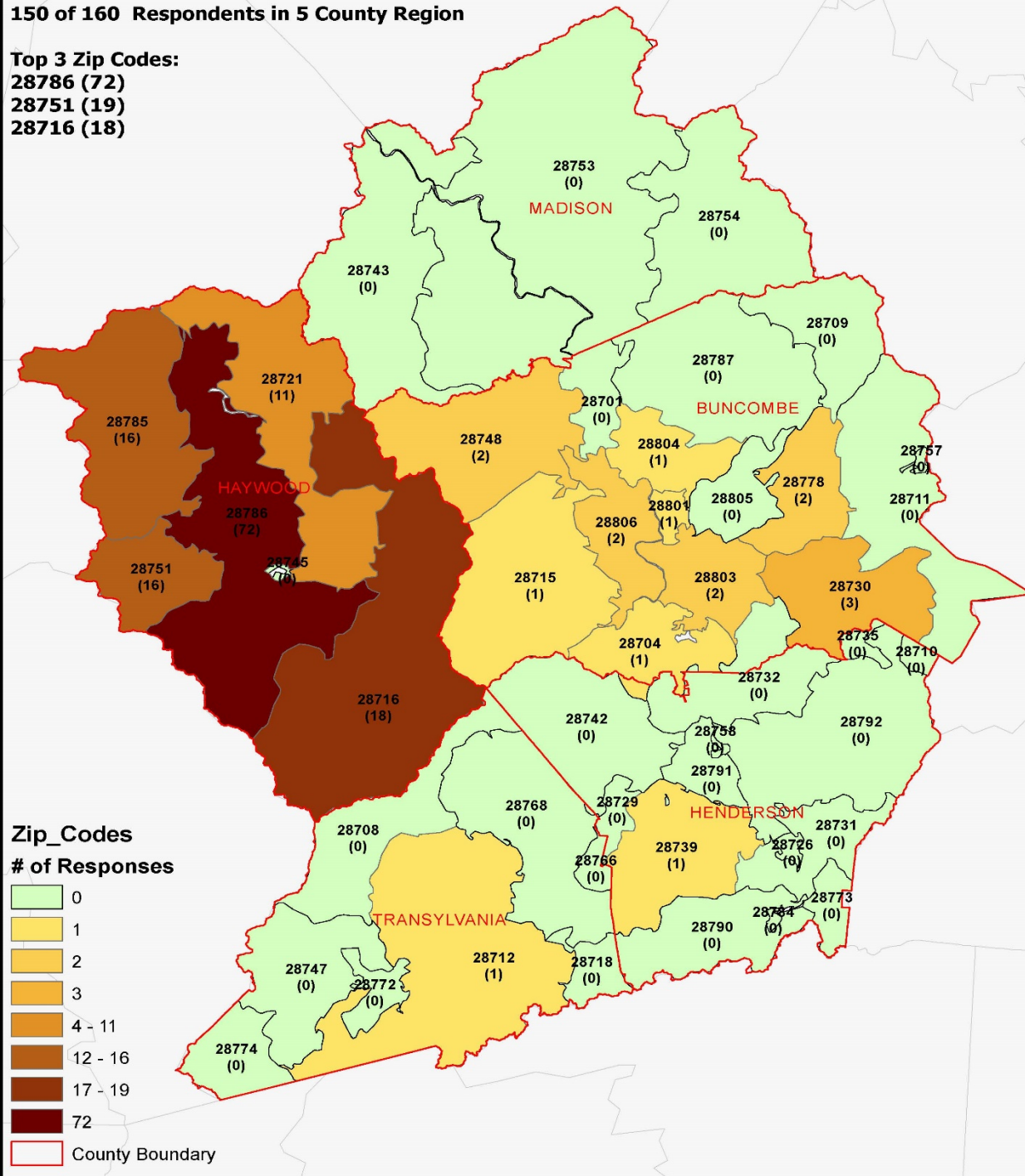
4 - 11

12 - 16

17 - 19

72

County Boundary



“DEEP DIVE” RESULTS - HAYWOOD

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
I-40 (Wiggins to Champion)	Haywood, Buncombe	Highway	Statewide Mobility	2.09	101	73.2%	11	8.0%	26	18.8%	138
I-40 (Champion to US 23/74)	Haywood	Highway	Statewide Mobility	2.08	99	73.3%	8	5.9%	28	20.7%	135
US 276 (Russ Avenue)	Haywood	Highway	Regional Impact	1.73	102	71.8%	6	4.2%	34	23.9%	142
US 23/74 (Great Smoky Mtn Expressway) from I-40 to US 276	Haywood	Highway	Statewide Mobility	1.28	91	65.0%	11	7.9%	38	27.1%	140
US 19 (Dellwood Road)	Haywood	Highway	Regional Impact	1.28	85	65.4%	6	4.6%	39	30.0%	130
US 276 @ Crimes Cove Road	Haywood	Highway	Regional Impact	1.26	81	60.0%	14	10.4%	40	29.6%	135
US 19 (Soco Road)	Haywood	Highway	Regional Impact	1.13	72	56.3%	10	7.8%	46	35.9%	128
US 19/23 Modernization	Haywood	Highway	Regional Impact	1.03	70	58.3%	17	14.2%	33	27.5%	120

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
US 23/74 (Great Smoky Mtn Expressway) from S Main to Balsam View Dr.	Haywood	Highway	Statewide Mobility	1.02	81	61.8%	7	5.3%	43	32.8%	131
US 276 (Jonathan Creek Road)	Haywood	Highway	Regional Impact	0.99	78	60.5%	10	7.8%	41	31.8%	129
NC 209 Modernization	Haywood	Highway	Regional Impact	0.29	60	50.0%	16	13.3%	44	36.7%	120

Color-coding information can be seen in the Appendix at the end of this report.

HENDERSON COUNTY

The Henderson County survey was taken by 613 people- the second most of the five counties.

The Henderson County survey had both the shortened survey and the deep-dive options due to the number of projects being considered in the county.

As background, Henderson County had been experiencing considerable public opposition to several funded transportation projects in the County, including the Balfour Parkway, Kanuga Road, and North Highland Lake Road. More opposition was seen in response to several proposed projects in Henderson County, including Balfour Parkway Sections A & C and two proposed widenings of NC 191. The two sections of Balfour Parkway and the section of NC 191 between US 25-Business and Mountain Road were the most negatively rated projects in the entire region.

Across modes, bike/ped projects were received much more positively than highway projects, with exceptions for a proposed widening on I-26 (from US 64 to US 25) and the Flat Rock Greenway. The proposed widening of I-26 was received the most positively of any highway project in Henderson County with 81.3% of users rating the project positively and only 15.6% of users rating project negatively. The Flat Rock Greenway was the most negatively received bike/ped project but still had 66.2% of users rating the project positively and 24.8% of users rating the project negatively.

The map on the following page shows the respondents for the Henderson County survey by zip code. 548 of the 613 respondents live or travel within the 5 county region. The charts following show the survey results of each individual project, first with results from the "short" survey and then the "deep dive" results.

County	Respondents
Transylvania	910
Henderson	613
Buncombe	595
Madison	209
Haywood	160

Henderson Survey Responses By Zip Code

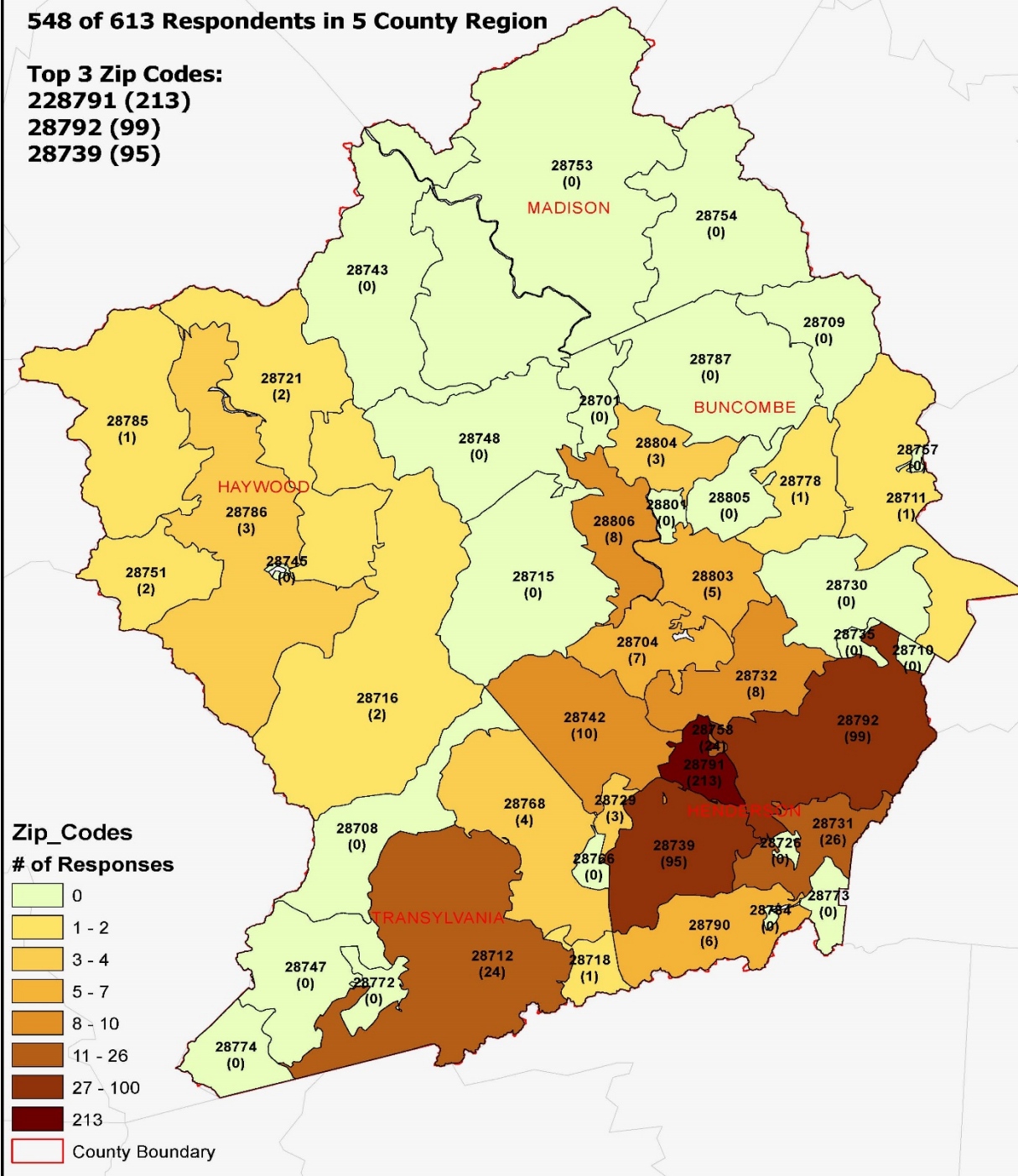
548 of 613 Respondents in 5 County Region

Top 3 Zip Codes:

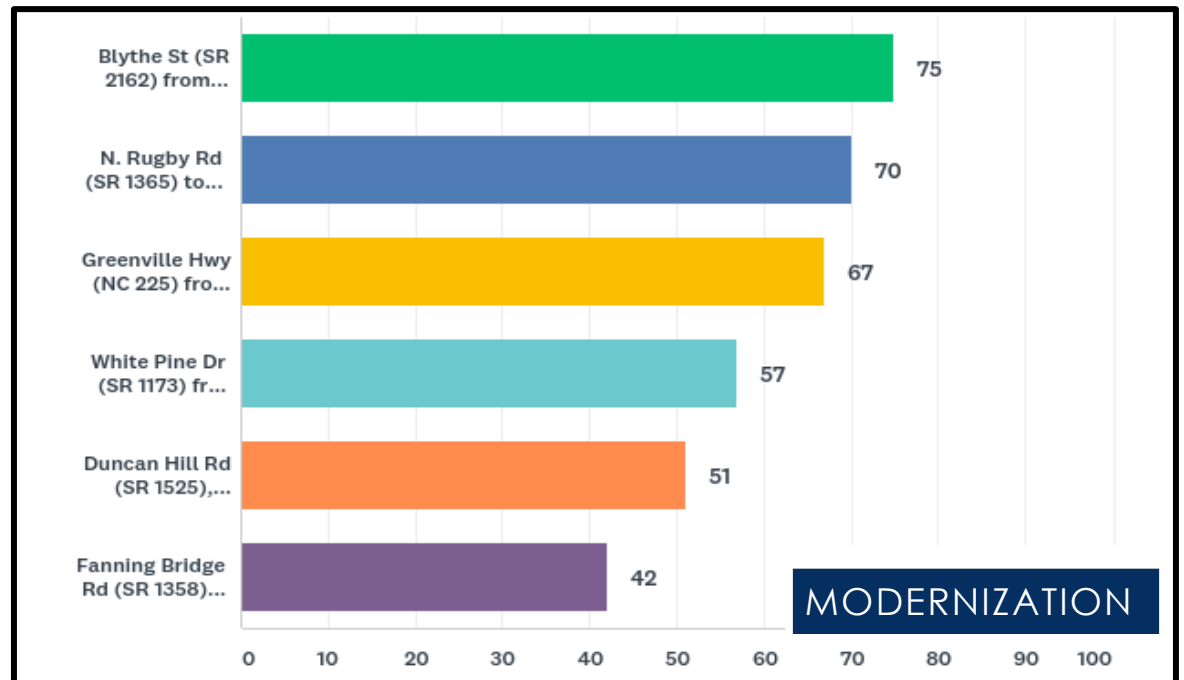
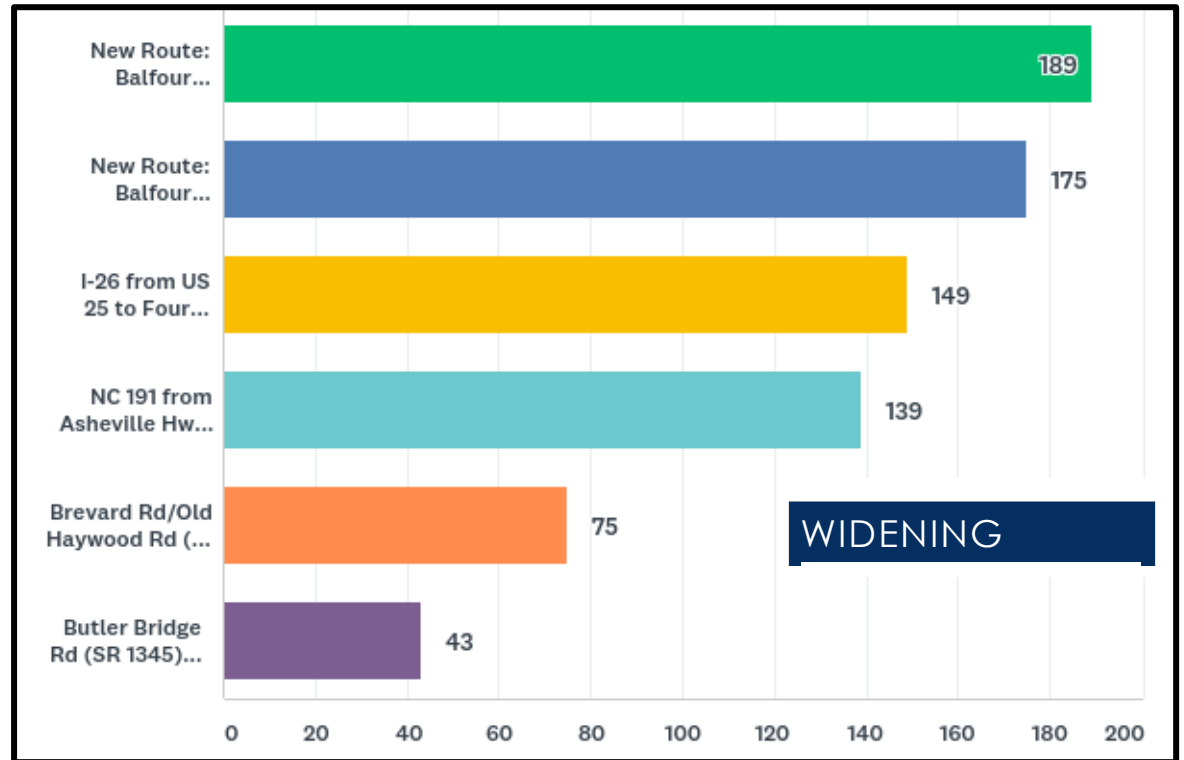
228791 (213)

28792 (99)

28739 (95)



"SHORT" SURVEY RESULTS FOR
 HENDERSON COUNTY PRESENTED HERE
 ARE CATEGORIZED INTO
 MODERNIZATION AND WIDENING.
 NUMBER NEXT TO BAR LINE DENOTES
 NUMBER OF RESPONDENTS.



“DEEP DIVE” RESULTS – HENDERSON

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
Oklawaha Greenway (Berkley Park to Brookside Camp Road)	Henderson	Bike/Ped	Division Needs	3.03	230	80.4%	31	10.8%	25	8.7%	286
French Broad River Bridge	Henderson	Bike/Ped	Division Needs	2.76	218	77.3%	34	12.1%	30	10.6%	282
Oklawaha Greenway (Westfeldt Park to Butler Bridge Road)	Henderson	Bike/Ped	Division Needs	2.75	211	75.9%	38	13.7%	29	10.4%	278
Oklawaha Greenway (Jackson Park to BRCC)	Henderson	Bike/Ped	Division Needs	2.75	208	72.7%	37	12.9%	41	14.3%	286
I-26	Henderson	Highway	Statewide Mobility	2.67	183	81.3%	7	3.1%	35	15.6%	225
Grove Street Sidewalks	Henderson	Bike/Ped	Division Needs	2.66	220	78.3%	33	11.7%	28	10.0%	281
NC 280 MUP (French Broad River to N Mills River Rd)	Henderson	Bike/Ped	Division Needs	2.35	208	73.5%	29	10.2%	46	16.3%	283
NC 280 MUP (N Mills River Rd to NC 191)	Henderson	Bike/Ped	Division Needs	2.34	215	72.9%	28	9.5%	52	17.6%	295
Flat Rock Greenway	Henderson	Bike/Ped	Division Needs	1.55	192	66.2%	26	9.0%	72	24.8%	290

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
Banner Farm Rd @ School House Rd	Henderson	Highway	Division Needs	1.41	124	64.2%	37	19.2%	32	16.6%	193
Fanning Bridge Modernization	Henderson, Buncombe	Highway	Division Needs	1.13	112	62.9%	27	15.2%	39	21.9%	178
Duncan Hill Road	Henderson	Highway	Division Needs	1.07	116	63.0%	18	9.8%	50	27.2%	184
Butler Bridge Road	Henderson	Highway	Division Needs	1.02	109	58.6%	36	19.4%	41	22.0%	186
NC 280	Henderson	Highway	Regional Impact	0.78	103	54.8%	33	17.6%	52	27.7%	188
NC 225	Henderson	Highway	Regional Impact	0.60	101	53.7%	34	18.1%	53	28.2%	188
Blythe Street	Henderson	Highway	Division Needs	0.57	104	55.9%	24	12.9%	58	31.2%	186
White Pine Drive	Henderson	Highway	Division Needs	0.52	89	48.6%	45	24.6%	49	26.8%	183
N Rugby Road	Henderson	Highway	Division Needs	0.51	116	57.1%	24	11.8%	63	31.0%	203
NC 191 (NC 280 to NC 146)	Henderson	Highway	Regional Impact	0.01	100	49.5%	19	9.4%	83	41.1%	202
NC 191 (Mountain Road to US 25B)	Henderson	Highway	Regional Impact	-1.45	78	33.9%	15	6.5%	137	59.6%	230
Balfour Pkwy (I-26 to US 64)	Henderson	Highway	Division Needs	-2.77	46	19.7%	12	5.1%	176	75.2%	234
Balfour Pkwy (NC 191 to US 25B)	Henderson	Highway	Division Needs	-2.87	45	18.8%	11	4.6%	184	76.7%	240

Color-coding information can be seen in the Appendix at the end of this report.

MADISON COUNTY

The Madison County survey was taken by 209 people- the second fewest respondents of the five counties, however it is the least populous of all the counties.

The survey for Madison County, unlike Buncombe and Henderson counties had only a deep-dive section. The shortened section was left out due to the deep-dive only having six projects for respondents to choose from.

County	Respondents
Transylvania	910
Henderson	613
Buncombe	595
Madison	209
Haywood	160

On average, proposed projects in Haywood County were positively rated. The US70/25 Modernization was the highest rated in the County by over 0.60 points on average. The Crossroads Parkway and NC 208 modernization projects followed the top ranking project.

The Spring Creek Connector project received only around 60% positive support but drew over 30% of negative votes. It is worth noting that this project had only 155 responses out of 209 respondents.

The map on the following page shows the respondents for the Madison County survey by zip code. 197 of the 209 respondents live or travel within the 5 county region. The charts following show the survey results of each individual project.

Madison Survey Responses By Zip Code

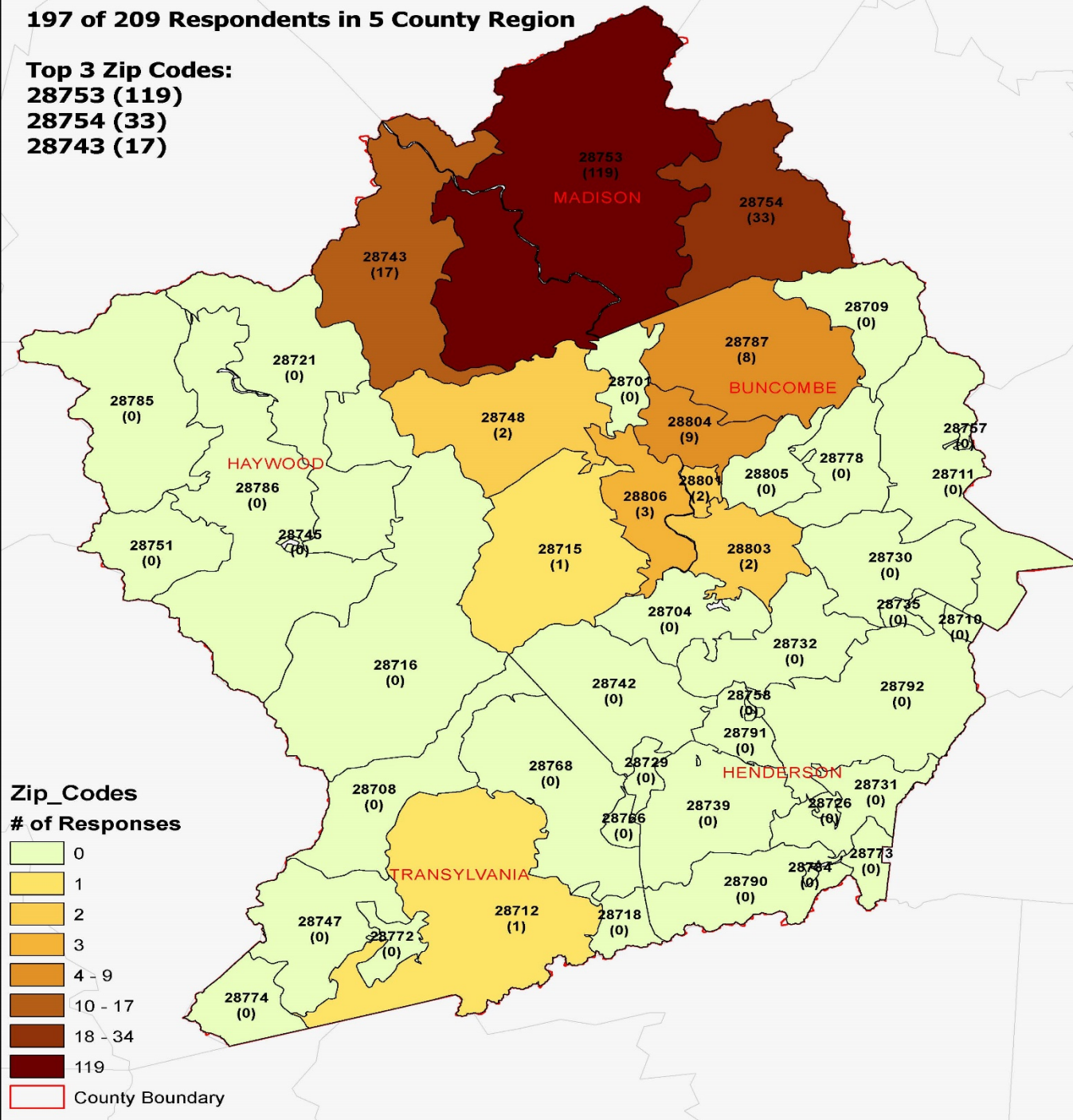
197 of 209 Respondents in 5 County Region

Top 3 Zip Codes:

28753 (119)

28754 (33)

28743 (17)



“DEEP DIVE” RESULTS – MADISON

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
US 70/25 Modernization	Madison	Highway	Regional Impact	2.20	140	79.5%	4	2.3%	32	18.2%	176
Crossroads Pkwy	Madison	Highway	Division Needs	1.56	90	62.1%	25	17.2%	30	20.7%	145
NC 208 Modernization (US 25/70 to NC 212)	Madison	Highway	Regional Impact	1.48	108	65.5%	13	7.9%	44	26.7%	165
NC 208 Modernization (NC 212 to Tennessee)	Madison	Highway	Regional Impact	1.43	105	66.0%	14	8.8%	40	25.2%	159
Spring Creek Connector	Madison	Highway	Division Needs	1.04	92	59.4%	16	10.3%	47	30.3%	155
US 25/70 Superstreet	Madison, Buncombe	Highway	Regional Impact	-0.08	73	44.0%	20	12.0%	73	44.0%	166

Color-coding information can be seen in the Appendix at the end of this report.

TRANSYLVANIA COUNTY

The Transylvania County survey was taken by 910 people- the most respondents of the region, and it is second to least populous of the five county region.

The survey for Transylvania County, similar to Madison and Haywood counties had only a deep-dive section. The shortened section was left out due to the deep-dive having twenty one projects for respondents to choose from.

County	Respondents
Transylvania	910
Henderson	613
Buncombe	595
Madison	209
Haywood	160

On average, proposed projects in Transylvania County were overwhelmingly positively rated. Three projects (All Bike/Pedestrian) had over a 2.90 average score: Neely Road MUP, Tannery Park MUP, Main St MUP. The highest scoring highway project was Neely/Park/Parkview at 2.46. Important to note that the highest scoring projects also had the highest number of responses.

The only project to have a negative average score was the West Loop new route proposal. ~50% or 187 of respondents voted positively for the project however 47% or 177 of the respondents voted negatively, with most of these responses being a '-5' or the lowest possible score.

The map on the following page shows the respondents for the Transylvania County survey by zip code. 806 of the 910 respondents live or travel within the 5 county region. This does not include respondents who skipped the zip code question. The charts following show the survey results of each individual project.

Transylvania Survey Responses By Zip Code

806 of 910 Respondents in 5 County Region

Top 3 Zip Codes:

28712 (543)

28768 (132)

28747 (35)

Zip Codes

of Responses

0

1 - 2

3 - 4

5

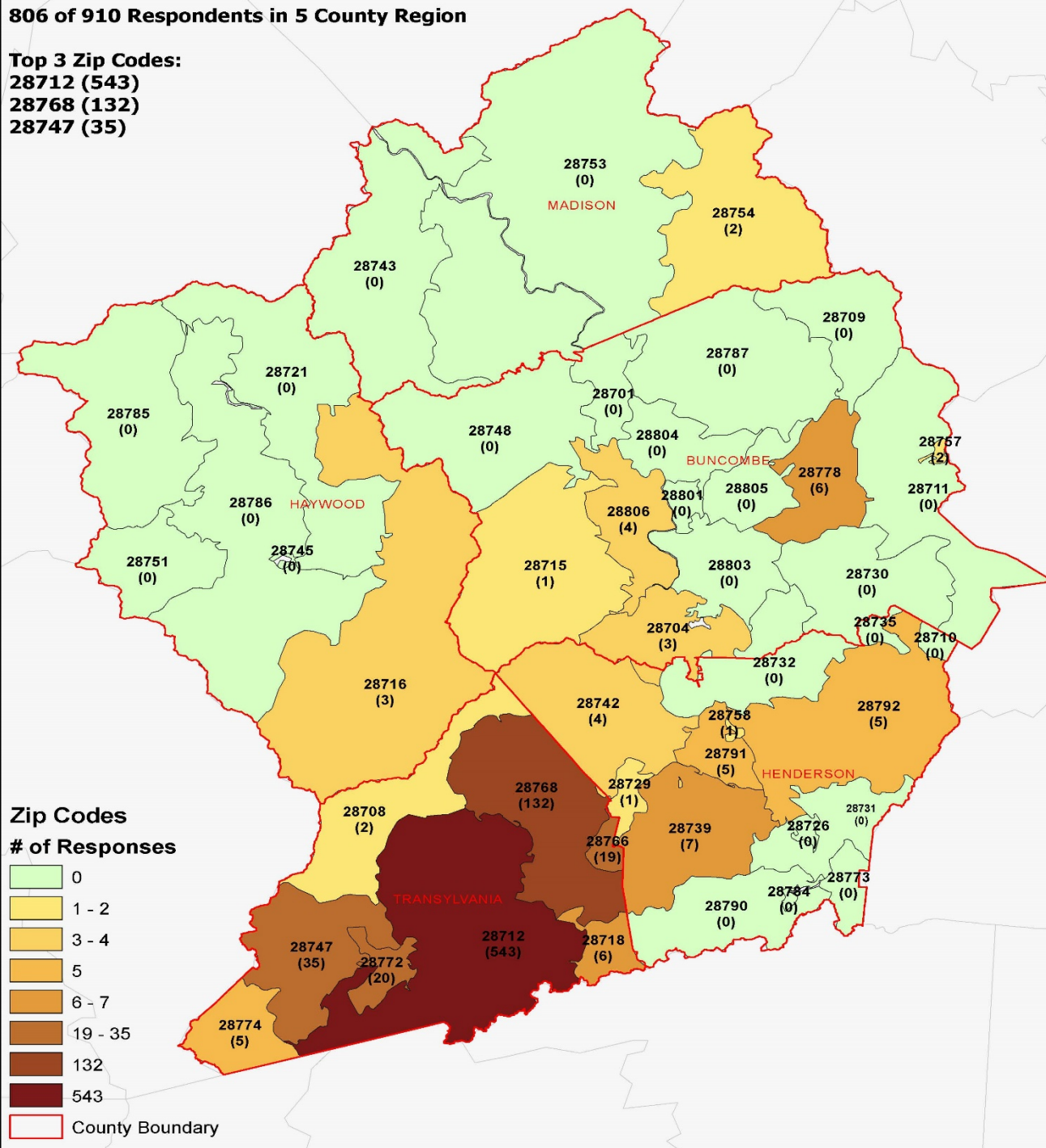
6 - 7

19 - 35

132

543

County Boundary



“DEEP DIVE” RESULTS – TRANSYLVANIA

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
Neely Road to Broad Street MUP	Transylvania	Bike/Ped	Division Needs	2.93	433	82.5%	28	5.3%	64	12.2%	525
Tannery Park MUP	Transylvania	Bike/Ped	Division Needs	2.91	431	81.9%	32	6.1%	63	12.0%	526
Main St to Hillview St MUP	Transylvania	Bike/Ped	Division Needs	2.91	408	80.2%	36	7.1%	65	12.8%	509
Railroad Avenue MUP	Transylvania	Bike/Ped	Division Needs	2.83	461	80.2%	24	4.2%	90	15.7%	575
US 64 MUP	Transylvania	Bike/Ped	Division Needs	2.81	410	79.5%	34	6.6%	72	14.0%	516
Music Camp Road MUP	Transylvania	Bike/Ped	Division Needs	2.74	403	80.3%	28	5.6%	71	14.1%	502
Neely/Park/Par kview	Transylvania	Highway	Division Needs	2.65	280	82.1%	17	5.0%	44	12.9%	341
Main Street MUP	Transylvania	Bike/Ped	Division Needs	2.53	343	74.6%	57	12.4%	60	13.0%	460
Old US 64 Modernization	Transylvania	Highway	Division Needs	2.46	256	78.3%	22	6.7%	49	15.0%	327
Ecusta Road	Transylvania	Highway	Division Needs	2.35	264	77.2%	17	5.0%	61	17.8%	342
Hillview Circle to Norton Creek MUP	Transylvania	Bike/Ped	Division Needs	2.30	340	71.4%	53	11.1%	83	17.4%	476
Old Rosman Hwy MUP	Transylvania	Bike/Ped	Division Needs	2.27	305	68.4%	70	15.7%	71	15.9%	446
NC 280	Transylvania	Highway	Regional Impact	2.20	252	73.5%	12	3.5%	79	23.0%	343

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
North Country Club Road	Transylvania	Highway	Division Needs	2.00	238	73.2%	26	8.0%	61	18.8%	325
South Broad Street Intersection Realignment	Transylvania	Highway	Regional Impact	1.61	215	69.1%	22	7.1%	74	23.8%	311
Pickens Highway Modernization	Transylvania	Highway	Regional Impact	1.61	207	68.8%	35	11.6%	59	19.6%	301
Everette Farms Road	Transylvania	Highway	Division Needs	1.59	229	69.0%	27	8.1%	76	22.9%	332
Rosman Hwy Widening	Transylvania	Highway	Regional Impact	1.43	185	61.5%	39	13.0%	77	25.6%	301
US 64 Roadway Improvement	Transylvania	Highway	Regional Impact	1.34	156	59.3%	49	18.6%	58	22.1%	263
Balsam Grove Roadway Project	Transylvania	Highway	Regional Impact	0.69	163	52.2%	53	17.0%	96	30.8%	312
West Loop New Route	Transylvania	Highway	Division Needs	-0.15	187	50.1%	9	2.4%	177	47.5%	373

Color-coding information can be seen in the Appendix at the end of this report.

COMMENT SUMMARY

The last question for each counties survey provided an opportunity to submit comments about any proposed project or the survey process. A general summary of those comments for each county follows.

BUNCOMBE

- 75 out of 595 respondents chose to provide comments
- 29 comments were in general support bike/ped initiatives
- 5 comments in support of complete streets as part of roadway projects
- 4 comments in support of better transit options

HAYWOOD

- 33 out of 160 respondents chose to provide comments
- 13 comments mentioned approval of bike lanes, sidewalks and/or complete streets policies
- Over 10 comments were in support of widening I-40
- 6 comments considered the Raccoon Rd/Pigeon Rd intersection a high priority

HENDERSON

- 109 out of 611 respondents chose to provide comments
- Over 50 of the comments were in disapproval of the Balfour Parkway project
- 10 comments mentioned approval of bike lanes, sidewalks and/or complete streets policies
- 5 comments disapprove of all roadway projects and improvements

MADISON

- 51 out of 209 respondents chose to provide comments
- Over 15 comments disapprove of any NC 208 improvements
- Over 5 comments support maintenance of existing roads
- 5 comments approve of sidewalks and/or complete streets policies

TRANSYLVANIA

- 149 out of 910 respondents chose to provide comments
- 26 comments oppose west loop
- 22 comments support greenways or multi-use paths
- 10 comments support projects overall

METHODS REVIEW

The FBRMPO and LOSRPO staff conclude that the survey was a success overall and it is helpful in illustrating public response about transportation projects. The number of surveys received was an exponential increase since last round of prioritization, P 4.0. This is likely due to an increase in awareness of transportation projects, an increased demand to be involved in community-based planning and the distribution efforts of all organizations involved. It is particularly encouraging that some of less publicly involved communities such as Transylvania County and Henderson County saw an increase in responses, particularly open-ended comments.

Although the survey had an increased response rate, there are multiple ways the survey itself and the outreach efforts could be improved. While the survey reached 2,487 people, that is still only around 0.50% of the five county population (480,051 people). A reasonable goal would be to reach 1% of the population with the next survey. However, according to Survey Monkeys' recommended sample size, we reached a 99% confidence level with a margin of error of 2.5% which is suitable for the purposes of this survey.

Another area of improvement could be using different outlets to help engage disadvantaged and/or underserved segments of the population. Transportation projects have historically impacted disadvantaged communities the most, elevating the importance of their concerns. After reviewing many of the open-ended comments, it was clear that many respondents were from similar geographic or socioeconomic regions. One way to improve the reach of the survey is to make paper copies available in public spaces. MPO and RPO staff holding survey sessions at community spaces such as churches, coffee shops and libraries could offer an opportunity to connect with residents as well. This is important not only for gathering input on the survey, but also for establishing or maintaining relationships with leaders in the community. The MPO can use the Citizens Advisory Committee (CAC) to determine better outreach strategies.

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APPENDIX: ALL DEEP-DIVE RESULTS

ABOUT THE DEEP-DIVE RESULTS

Average Score	# Positive	% Positive	# Neutral	% Neutral	# Negative	% Negative	# of Responses
Average score given to a project by survey users- each user could score a project from -5 to +5	Number of users that gave a project a score of +1 to +5	Percent of users responding to a specific project that gave the project a score of +1 to +5	Number of users that gave a project a score of 0	Percent of users responding to a specific project that gave the project a score of 0	Number of users that gave a project a score of -1 to -5	Percent of users responding to a specific project that gave the project a score of -1 to -5	Number of people that actively gave the project a response

VISUAL LEGEND

Average Score	# Positive	%Positive	#Neutral	% Neutral	# Negative	% Negative	# of Responses
>2.50	>300	75%+	No Color Coding	No Color Coding	<25	<25%	>400
>1.00	>200	50%+			25+	>25%	>250
>-1.00	>99	>25%			>50	>50%	>150
<-1.00	<100	<25%			>100	>75%	<150

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
NC 251 Greenway	Buncombe	Bike/Ped	Division Needs	3.31	216	84.4%	22	8.6%	18	7.0%	256
Riverwalk Greenway Phase III	Buncombe	Bike/Ped	Division Needs	3.09	190	78.5%	33	13.6%	19	7.9%	242
Oklawaha Greenway (Berkley Park to Brookside Camp Road)	Henderson	Bike/Ped	Division Needs	3.03	230	80.4%	31	10.8%	25	8.7%	286
Lake Julian/Bent Creek Greenway	Buncombe	Bike/Ped	Division Needs	2.97	185	78.7%	33	14.0%	17	7.2%	235
Neely Road to Broad Street MUP	Transylvania	Bike/Ped	Division Needs	2.93	433	82.5%	28	5.3%	64	12.2%	525
Fonta Flora Greenway	Buncombe	Bike/Ped	Division Needs	2.93	182	77.1%	36	15.3%	18	7.6%	236
Tannary Park MUP	Transylvania	Bike/Ped	Division Needs	2.91	431	81.9%	32	6.1%	63	12.0%	526
Main St to Hillview St MUP	Transylvania	Bike/Ped	Division Needs	2.91	408	80.2%	36	7.1%	65	12.8%	509
Old Haywood Road Sidewalks	Buncombe	Bike/Ped	Division Needs	2.89	189	78.8%	41	17.1%	10	4.2%	240
Hominy Creek Greenway	Buncombe	Bike/Ped	Division Needs	2.89	176	77.2%	41	18.0%	11	4.8%	228
Johnston Blvd Sidewalks	Buncombe	Bike/Ped	Division Needs	2.84	157	74.8%	46	21.9%	7	3.3%	210
Railroad Avenue MUP	Transylvania	Bike/Ped	Division Needs	2.83	461	80.2%	24	4.2%	90	15.7%	575

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
US 64 MUP	Transylvania	Bike/Ped	Division Needs	2.81	410	79.5%	34	6.6%	72	14.0%	516
French Broad River Bridge	Henderson	Bike/Ped	Division Needs	2.76	218	77.3%	34	12.1%	30	10.6%	282
Oklawaha Greenway (Westfeldt Park to Butler Bridge Road)	Henderson	Bike/Ped	Division Needs	2.75	211	75.9%	38	13.7%	29	10.4%	278
Oklawaha Greenway (Jackson Park to BRCC)	Henderson	Bike/Ped	Division Needs	2.75	208	72.7%	37	12.9%	41	14.3%	286
Music Camp Road MUP	Transylvania	Bike/Ped	Division Needs	2.74	403	80.3%	28	5.6%	71	14.1%	502
Sweeten Creek Road	Buncombe	Highway	Regional Impact	2.73	105	77.8%	20	14.8%	10	7.4%	135
Mountain Mobility	Buncombe	Transit	Division Needs	2.73	187	80.6%	32	13.8%	13	5.6%	232
Blue Ridge Road Sidewalks	Buncombe	Bike/Ped	Division Needs	2.68	164	74.5%	42	19.1%	14	6.4%	220
I-26	Henderson	Highway	Statewide Mobility	2.67	183	81.3%	7	3.1%	35	15.6%	225
Grove Street Sidewalks	Henderson	Bike/Ped	Division Needs	2.66	220	78.3%	33	11.7%	28	10.0%	281
Neely/Park/Parkview	Transylvania	Highway	Division Needs	2.65	280	82.1%	17	5.0%	44	12.9%	341
I-40/I-240/US 74A	Buncombe	Highway	Statewide Mobility	2.64	128	78.5%	15	9.2%	20	12.3%	163
Clayton Road	Buncombe	Highway	Division Needs	2.60	94	75.8%	20	16.1%	10	8.1%	124

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
Reems Creek Greenway	Buncombe	Bike/Ped	Division Needs	2.59	156	72.9%	41	19.2%	17	7.9%	214
NC 191 (Brevard Road)	Buncombe, Henderson	Highway	Regional Impact	2.56	98	77.2%	17	13.4%	12	9.4%	127
Main Street MUP	Transylvania	Bike/Ped	Division Needs	2.53	343	74.6%	57	12.4%	60	13.0%	460
US 70 Road Diet	Buncombe	Bike/Ped	Division Needs	2.49	188	74.6%	32	12.7%	32	12.7%	252
Swannanoa River Road	Buncombe	Highway	Regional Impact	2.48	112	77.8%	20	13.9%	12	8.3%	144
Old US 64 Modernization	Transylvania	Highway	Division Needs	2.46	256	78.3%	22	6.7%	49	15.0%	327
I-2513A	Buncombe	Highway	Statewide Mobility	2.37	129	75.0%	10	5.8%	33	19.2%	172
Ecusta Road	Transylvania	Highway	Division Needs	2.35	264	77.2%	17	5.0%	61	17.8%	342
NC 280 MUP (French Broad River to N Mills River Rd)	Henderson	Bike/Ped	Division Needs	2.35	208	73.5%	29	10.2%	46	16.3%	283
Long Shoals	Buncombe	Highway	Regional Impact	2.35	101	72.7%	20	14.4%	18	12.9%	139
NC 280 MUP (N Mills River Rd to NC 191)	Henderson	Bike/Ped	Division Needs	2.34	215	72.9%	28	9.5%	52	17.6%	295
Hillview Circle to Norton Creek MUP	Transylvania	Bike/Ped	Division Needs	2.30	340	71.4%	53	11.1%	83	17.4%	476
Old Rosman Hwy MUP	Transylvania	Bike/Ped	Division Needs	2.27	305	68.4%	70	15.7%	71	15.9%	446

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
US 70/25 Modernization	Madison	Highway	Regional Impact	2.20	140	79.5%	4	2.3%	32	18.2%	176
NC 280	Transylvania	Highway	Regional Impact	2.20	252	73.5%	12	3.5%	79	23.0%	343
I-40 (I-26 to Sweeten Creek)	Buncombe	Highway	Statewide Mobility	2.18	100	73.0%	11	8.0%	26	19.0%	137
Fairview Road Access Mgmt	Buncombe	Highway	Regional Impact	2.15	87	69.0%	17	13.5%	22	17.5%	126
Mills Gap @ Cane Creek Road	Buncombe	Highway	Division Needs	2.15	81	69.2%	24	20.5%	12	10.3%	117
I-40 (Wiggins to Champion)	Haywood, Buncombe	Highway	Statewide Mobility	2.09	101	73.2%	11	8.0%	26	18.8%	138
I-40 (Champion to US 23/74)	Haywood	Highway	Statewide Mobility	2.08	99	73.3%	8	5.9%	28	20.7%	135
Tunnel Road	Buncombe	Highway	Regional Impact	2.07	93	69.4%	24	17.9%	17	12.7%	134
N Louisiana Ave	Buncombe	Highway	Division Needs	2.04	79	68.1%	27	23.3%	10	8.6%	116
A-0010AB	Buncombe	Highway	Statewide Mobility	2.02	93	64.1%	30	20.7%	22	15.2%	145
Ledbetter Road	Buncombe	Highway	Division Needs	2.02	73	65.8%	25	22.5%	13	11.7%	111
Pond Road	Buncombe	Highway	Division Needs	2.02	84	69.4%	26	21.5%	11	9.1%	121
North Country Club Road	Transylvania	Highway	Division Needs	2.00	238	73.2%	26	8.0%	61	18.8%	325
Fanning Bridge Modernization	Buncombe, Henderson	Highway	Division Needs	1.94	75	67.6%	27	24.3%	9	8.1%	111
Overlook Road	Buncombe	Highway	Division Needs	1.93	80	67.8%	20	16.9%	18	15.3%	118

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
I-40 (Liberty to Monte Vista)	Buncombe	Highway	Statewide Mobility	1.82	79	62.7%	26	20.6%	21	16.7%	126
I-40 (Sweeten Creek to Patton Cove)	Buncombe	Highway	Statewide Mobility	1.79	84	63.2%	23	17.3%	26	19.5%	133
New Route (Broadway to New Leicester)	Buncombe	Highway	Division Needs	1.79	71	60.2%	29	24.6%	18	15.3%	118
I-40 (Wiggins to Liberty)	Buncombe	Highway	Statewide Mobility	1.79	82	62.6%	26	19.8%	23	17.6%	131
I-40 (Wiggins to Monte Vista)	Buncombe	Highway	Statewide Mobility	1.76	79	63.2%	22	17.6%	24	19.2%	125
US 276 (Russ Avenue)	Haywood	Highway	Regional Impact	1.73	102	71.8%	6	4.2%	34	23.9%	142
Weaverville Highway	Buncombe	Highway	Regional Impact	1.64	78	60.5%	35	27.1%	16	12.4%	129
A-0010AC	Buncombe	Highway	Statewide Mobility	1.64	80	58.4%	30	21.9%	27	19.7%	137
South Broad Street Intersection Realignment	Transylvania	Highway	Regional Impact	1.61	215	69.1%	22	7.1%	74	23.8%	311
Pickens Highway Modernization	Transylvania	Highway	Regional Impact	1.61	207	68.8%	35	11.6%	59	19.6%	301
Monte Vista @ Sand Hill School	Buncombe	Highway	Division Needs	1.59	71	61.7%	31	27.0%	13	11.3%	115
Everette Farms Road	Transylvania	Highway	Division Needs	1.59	229	69.0%	27	8.1%	76	22.9%	332
Crossroads Pkwy	Madison	Highway	Division Needs	1.56	90	62.1%	25	17.2%	30	20.7%	145
Flat Rock Greenway	Henderson	Bike/Ped	Division Needs	1.55	192	66.2%	26	9.0%	72	24.8%	290

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
I-40 (Wiggins to Champion)	Buncombe, Haywood	Highway	Statewide Mobility	1.50	73	58.4%	26	20.8%	26	20.8%	125
NC 208 Modernization (US 25/70 to NC 212)	Madison	Highway	Regional Impact	1.48	108	65.5%	13	7.9%	44	26.7%	165
Rosman Hwy Widening	Transylvania	Highway	Regional Impact	1.43	185	61.5%	39	13.0%	77	25.6%	301
NC 208 Modernization (NC 212 to Tennessee)	Madison	Highway	Regional Impact	1.43	105	66.0%	14	8.8%	40	25.2%	159
Blue Ridge Road	Buncombe	Highway	Division Needs	1.41	58	54.2%	34	31.8%	15	14.0%	107
Banner Farm Rd @ School House Rd	Henderson	Highway	Division Needs	1.41	124	64.2%	37	19.2%	32	16.6%	193
Enka Lake Road	Buncombe	Highway	Division Needs	1.39	61	56.5%	32	29.6%	15	13.9%	108
US 64 Roadway Improvement	Transylvania	Highway	Regional Impact	1.34	156	59.3%	49	18.6%	58	22.1%	263
I-40 @ Porter's Cove Road	Buncombe	Highway	Statewide Mobility	1.30	60	55.6%	25	23.1%	23	21.3%	108
US 23/74 (Great Smoky Mtn Expressway) from I-40 to US 276	Haywood	Highway	Statewide Mobility	1.28	91	65.0%	11	7.9%	38	27.1%	140
US 19 (Dellwood Road)	Haywood	Highway	Regional Impact	1.28	85	65.4%	6	4.6%	39	30.0%	130
US 276 @ Crimes Cove Road	Haywood	Highway	Regional Impact	1.26	81	60.0%	14	10.4%	40	29.6%	135

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
Emma/Ben Lippen Road	Buncombe	Highway	Division Needs	1.24	58	53.2%	35	32.1%	16	14.7%	109
Fanning Bridge Modernization	Henderson, Buncombe	Highway	Division Needs	1.13	112	62.9%	27	15.2%	39	21.9%	178
US 19 (Soco Road)	Haywood	Highway	Regional Impact	1.13	72	56.3%	10	7.8%	46	35.9%	128
Duncan Hill Road	Henderson	Highway	Division Needs	1.07	116	63.0%	18	9.8%	50	27.2%	184
Spring Creek Connector	Madison	Highway	Division Needs	1.04	92	59.4%	16	10.3%	47	30.3%	155
US 19/23 Modernization	Haywood	Highway	Regional Impact	1.03	70	58.3%	17	14.2%	33	27.5%	120
US 23/74 (Great Smoky Mtn Expressway) from S Main to Balsam View Dr.	Haywood	Highway	Statewide Mobility	1.02	81	61.8%	7	5.3%	43	32.8%	131
Butler Bridge Road	Henderson	Highway	Division Needs	1.02	109	58.6%	36	19.4%	41	22.0%	186
US 276 (Jonathan Creek Road)	Haywood	Highway	Regional Impact	0.99	78	60.5%	10	7.8%	41	31.8%	129
NC 151 (Pisgah Hwy)	Buncombe	Highway	Regional Impact	0.97	57	53.8%	31	29.2%	18	17.0%	106
NC 280	Henderson	Highway	Regional Impact	0.78	103	54.8%	33	17.6%	52	27.7%	188
Balsam Grove Roadway Project	Transylvania	Highway	Regional Impact	0.69	163	52.2%	53	17.0%	96	30.8%	312
NC 225	Henderson	Highway	Regional Impact	0.60	101	53.7%	34	18.1%	53	28.2%	188
Blythe Street	Henderson	Highway	Division Needs	0.57	104	55.9%	24	12.9%	58	31.2%	186

Project	County	Mode	Tier	Average Score	# Positive	% Positive	# Neutral	% Neutral	#Negative	% Negative	# of Responses
White Pine Drive	Henderson	Highway	Division Needs	0.52	89	48.6%	45	24.6%	49	26.8%	183
N Rugby Road	Henderson	Highway	Division Needs	0.51	116	57.1%	24	11.8%	63	31.0%	203
NC 209 Modernization	Haywood	Highway	Regional Impact	0.29	60	50.0%	16	13.3%	44	36.7%	120
US 25/US 70 Superstreet	Buncombe, Madison	Highway	Regional Impact	0.17	34	33.3%	37	36.3%	31	30.4%	102
NC 191 (NC 280 to NC 146)	Henderson	Highway	Regional Impact	0.01	100	49.5%	19	9.4%	83	41.1%	202
US 25/70 Superstreet	Madison, Buncombe	Highway	Regional Impact	-0.08	73	44.0%	20	12.0%	73	44.0%	166
West Loop New Route	Transylvania	Highway	Division Needs	-0.15	187	50.1%	9	2.4%	177	47.5%	373
NC 191 (Mountain Road to US 25B)	Henderson	Highway	Regional Impact	-1.45	78	33.9%	15	6.5%	137	59.6%	230
Balfour Pkwy (I-26 to US 64)	Henderson	Highway	Division Needs	-2.77	46	19.7%	12	5.1%	176	75.2%	234
Balfour Pkwy (NC 191 to US 25B)	Henderson	Highway	Division Needs	-2.87	45	18.8%	11	4.6%	184	76.7%	240