



# 1

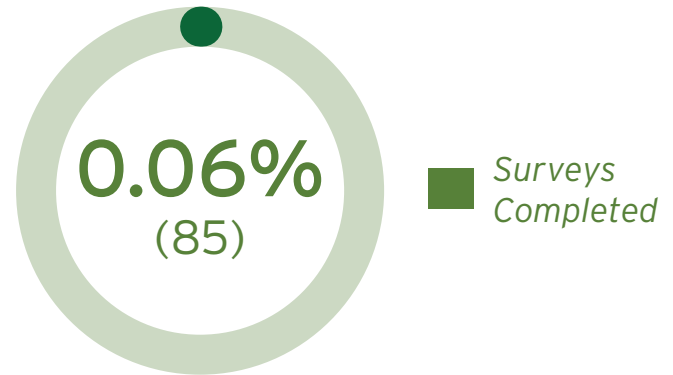
## Introduction

### A

#### General Information

- 3 Questions + Demographic Questions
- Goal was to be able to complete survey in about 5 to 10 minutes
- Available online through MetroQuest
- Was available in Spanish (no responses)
- Paper copies were available (none returned)
- Survey ran from January through the end of March.

*% who responded to the survey  
(as % of region population):*



### B

#### Format of the Survey

##### Question 2 - Theme Rankings

Choose from 8 "themes" (very high-level).  
Rank your top 4.

##### Question 3 - Your Thoughts

Answer each question on a scale from 1 to 5, where 1 is "not at all/strongly disagree" and 5 is "very much/strongly agree". Questions are broken into 5 sections, based on vehicle mode.

*There is no Question 1 (reserved for the survey welcome/introduction).*

##### Question 4 - Map Markers

Click and drag to place (on paper, write where it is) a marker where you have any concerns that are transportation-related within the region.  
Choose from 6 marker types.

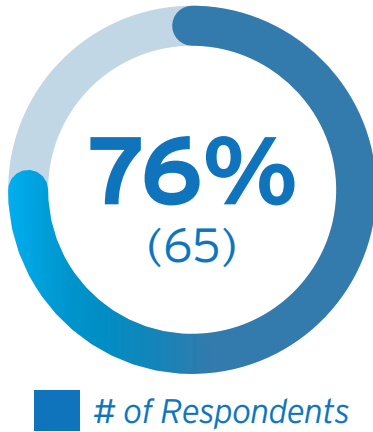
##### Question 5 - Demographics

Optional age, race and income questions.

# 2

# Theme Rankings

% who responded to Q2:



### Themes:

- Culture & Environment
- Emerging Technologies
- Growth/Development
- Modern Roads
- Public or Private Transit
- Safety
- Shorter Travel Times
- Walking/Biking

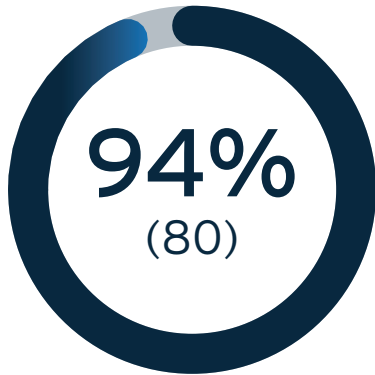
<u>Category</u>	<u>Rank</u> <i>(lower is better)</i>	<u># of times</u> <u>ranked in top 4</u>
Safety	1.89	46 (71%)
Public or Private Transit	2.21	38 (58%)
Walking/Biking	2.38	34 (52%)
Emerging Technologies	2.60	10 (15%)
Growth/Development	2.61	38 (58%)
Modern Roads	2.82	33 (51%)
Culture & Environment	2.88	40 (62%)
Shorter Travel Times	2.88	16 (25%)



# 3

# Your Thoughts

% who responded to Q3:



# of Respondents

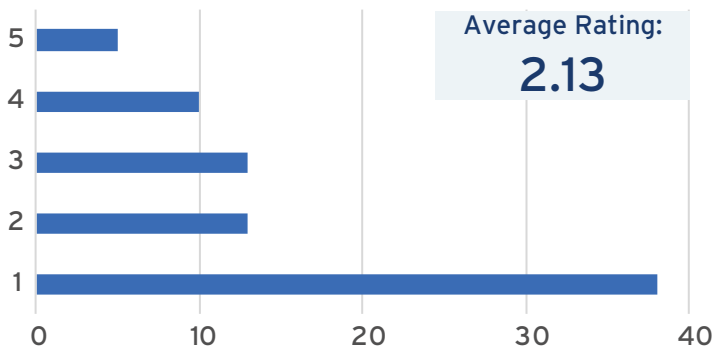
## Categories:

- General Questions
- Roadway
- Pedestrian
- Bicycle
- Transit

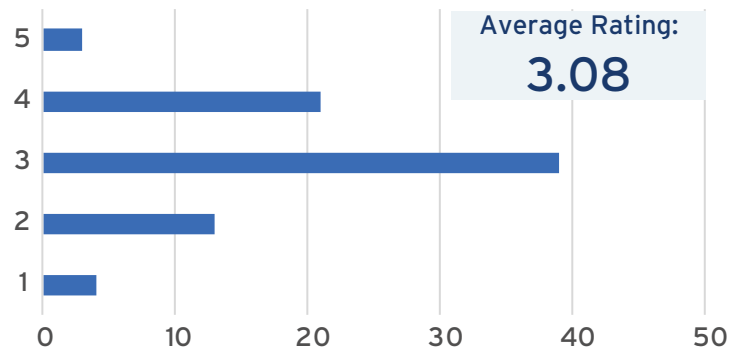
## A

### General Questions

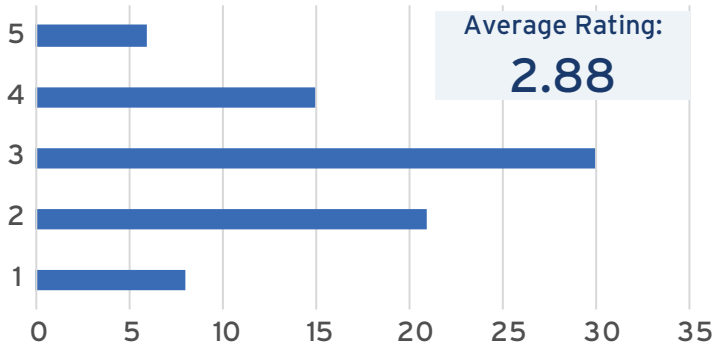
How easy is it to move throughout the region without a car?



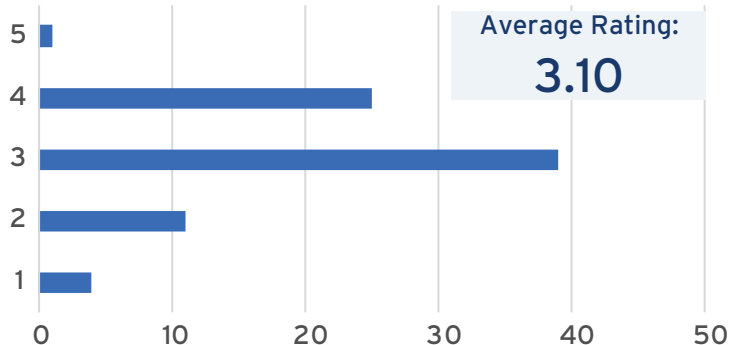
How good are the roads in the region?



How congested are the roads in the region?

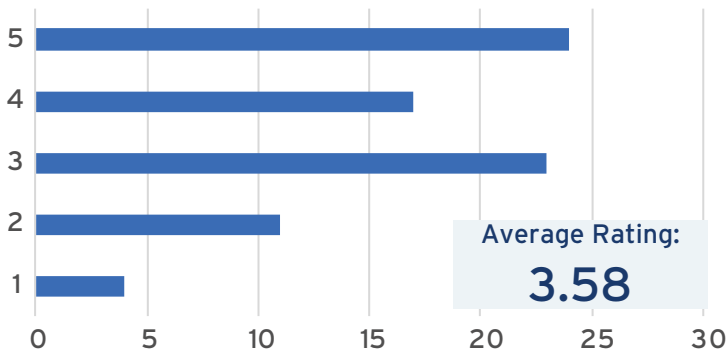


How safe are the roads in the region?



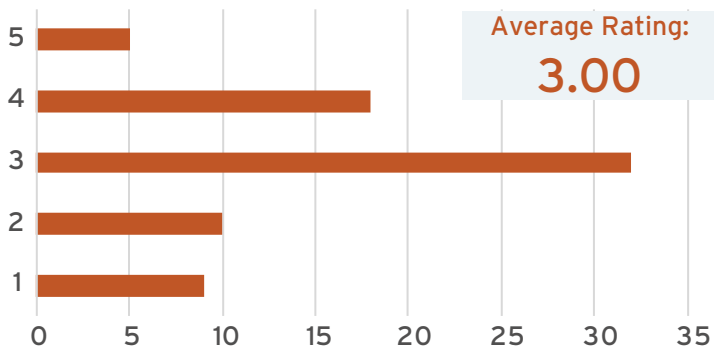
## A // General Questions, cont

How often do you travel between McDowell, Polk and Rutherford Counties?

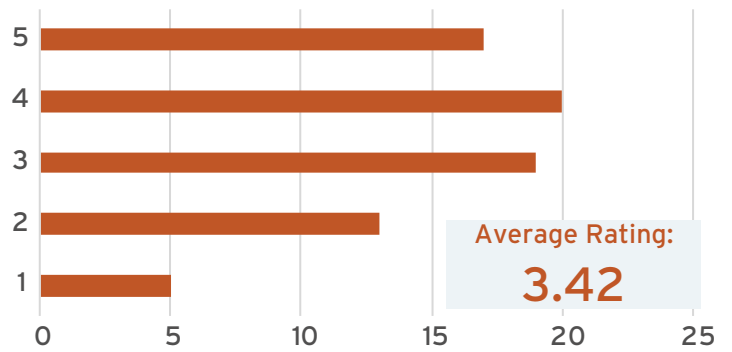


## B // Roadway Questions

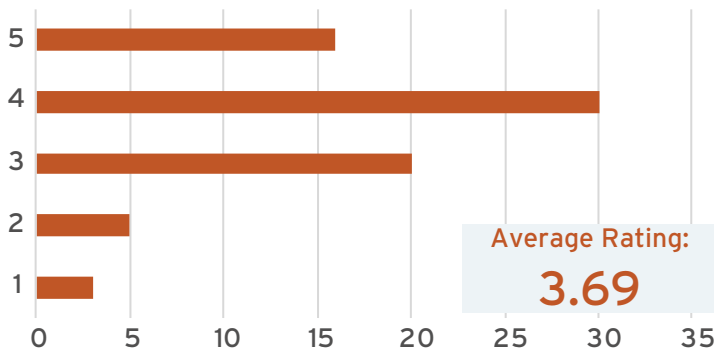
How willing are you to live with traffic at peak hours?



How much are you in favor of widening roads in our region?

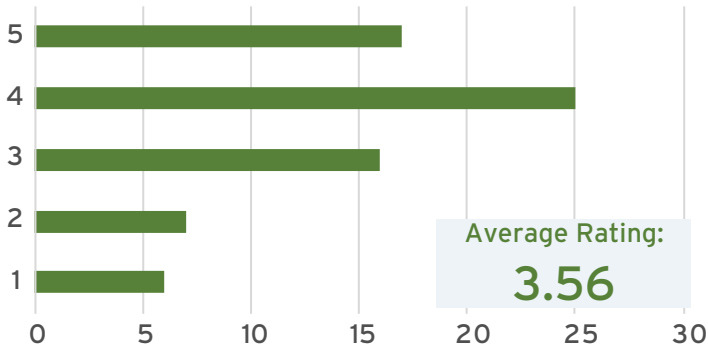


Road improvements are needed, even if they have unavoidable impacts.

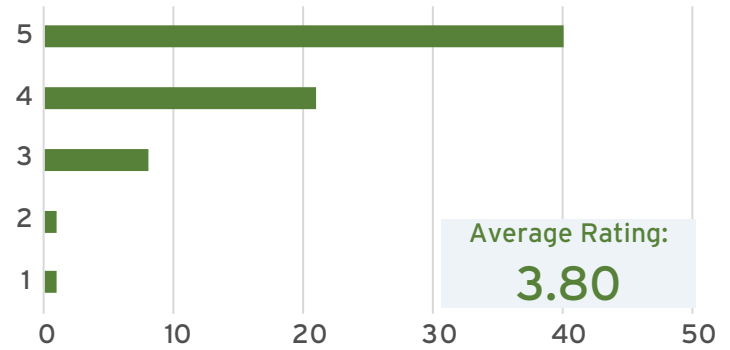


## C Pedestrian Questions

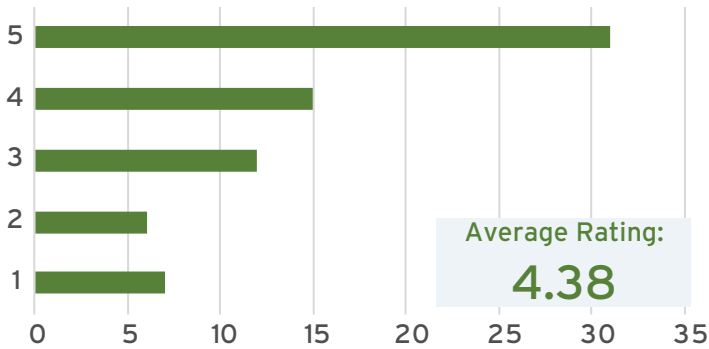
How much would you support funding pedestrian improvements instead of widening roads?



We should have more sidewalks, greenways, and crosswalks to be able to move safely across the region.

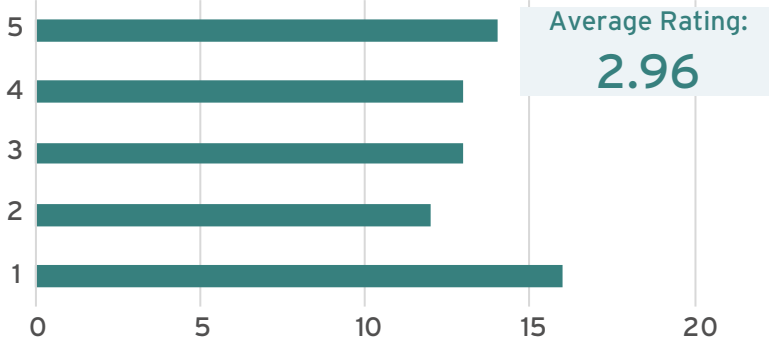


I would be more likely to walk if sidewalks or greenways were available.

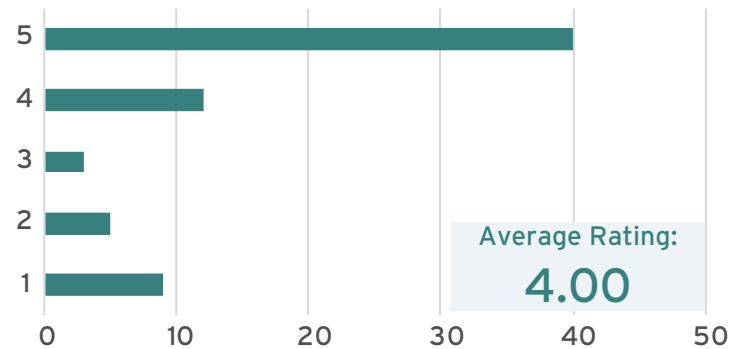


## D Bicycle Questions

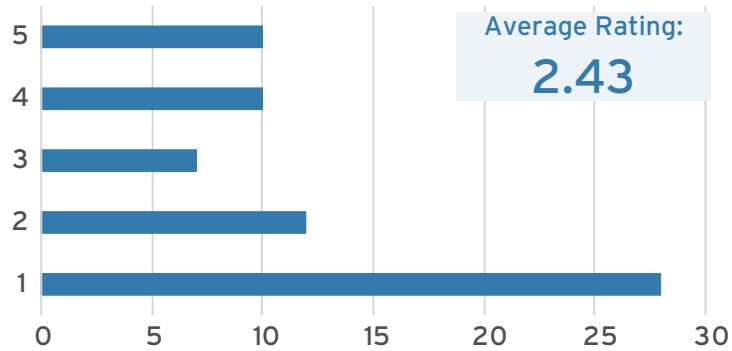
I would be more likely to walk if sidewalks or greenways were available.



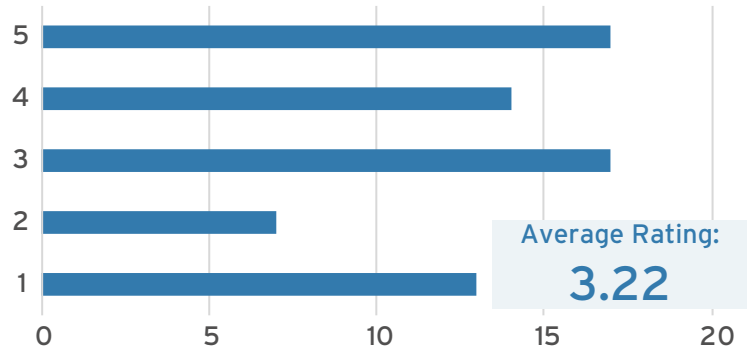
I would prefer to ride a bike on a greenway or a path outside the road than to ride on the road.



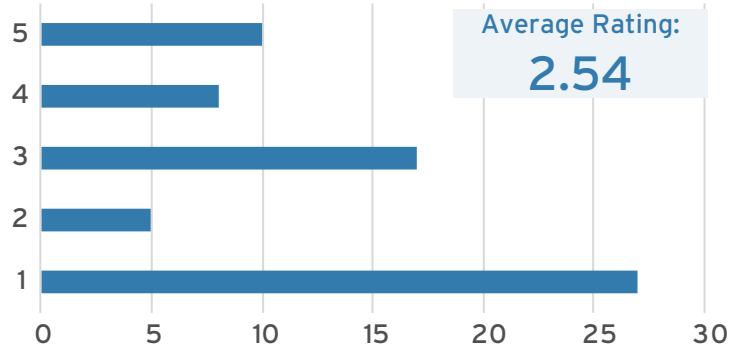
How much do you/would you use ride hailing services like Uber, Lyft, taxis, etc.?



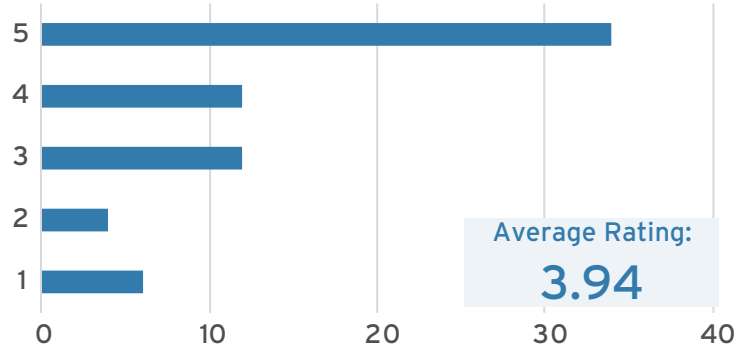
How likely would you be to support transit expansion instead of road widening?



How likely would you be to use public transit?



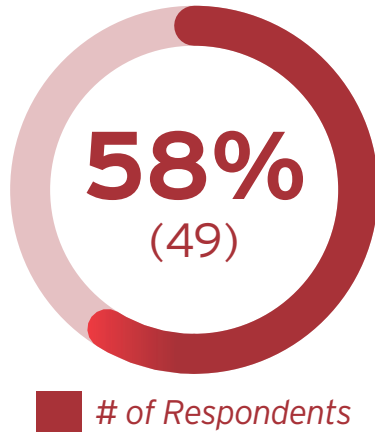
We should expand public transit routes, stops and hours of service.



# 4

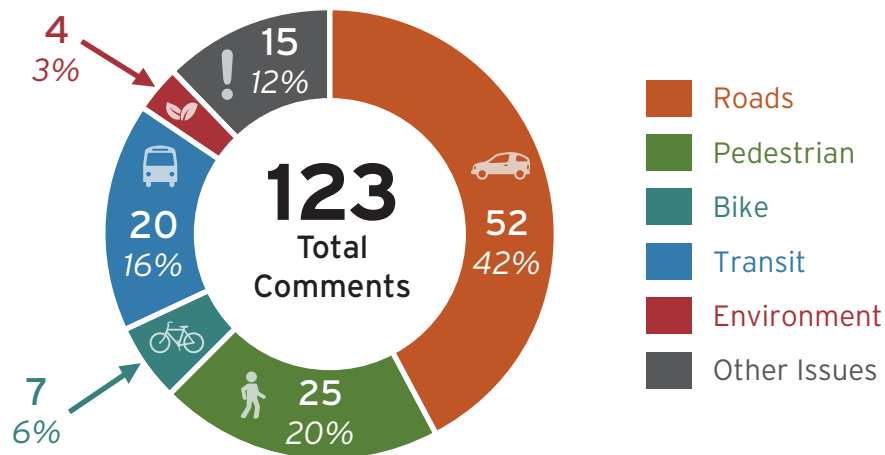
# Map Markers

% who responded to Q4:



## Categories:

- Roads
- Pedestrian
- Bicycle
- Transit
- Environment
- Other Issues



More detailed analysis of the comments is available in the attached Excel sheet. On the next page, we will present some high-level analysis.

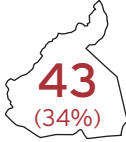
**All comments can be seen on a map at:**  
<https://tinyurl.com/isothermalcommentmap>



## Where are the comments?

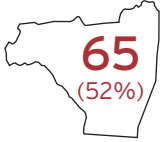
### Isothermal Region:

McDowell County



Marion: 31  
Rest of County: 12

Rutherford County



Spindale: 17  
Forest City: 13  
Rutherfordton: 13  
Chimney Rock: 2  
Rest of County: 20

Polk County



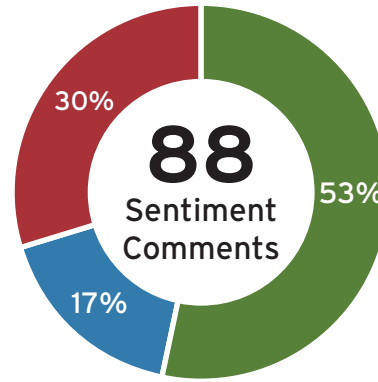
Columbus: 4  
Rest of County: 8

### Outside Isothermal Region:



Buncombe Mitchell Cherokee (SC)

## Comment Sentiment



**If comment theme exists now**

**If comment theme does not exist now**

**Positive** "it's good as it is"

"I am in favor of this improvement"

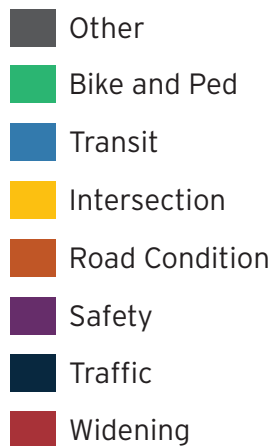
**Improve** "here is a potential solution"

"this is a potential solution"

**Negative** "it is not good as it is"

"I am not in favor of this improvement"

## Comment Theme



- Other**
- Access Management (1)
  - Aesthetics (2)
  - Future Interstate (1)
  - New Road (2)
  - Park (1)
  - Revitalization (1)
  - Striping (1)

- Bike and Ped**
- Bike Lanes (2)
  - Bike Lanes & Sidewalks (2)
  - Crosswalks (1)
  - Greenway (2)
  - Road Diet (2)
  - Sidewalks (8)

- Transit**
- High Speed Rail (1)
  - Transit (15)

- Traffic**
- Signals (3)
  - Traffic (6)



**Isothermal Regional Comprehensive Transportation Plan**  
Survey Results

## Are there any hotspots?

### Isothermal Region:



McDowell County



McDowell HS/  
W McDowell MS  
Marion  
(5 comments)



Rutherford County



Carver Center  
Spindale  
(12 comments)



Polk County



NC 108  
Tryon to Columbus  
(4 comments)

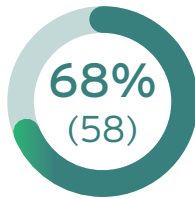


# 5

# Demographics

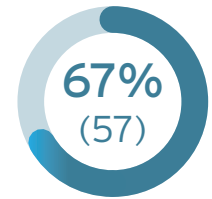
% who answered these demographic questions:

### Where do you live?



# of Respondents

### Where do you work?



# of Respondents

#### Isothermal Region:



#### Isothermal Region:



Don't work/  
Retired

#### Outside Isothermal Region:



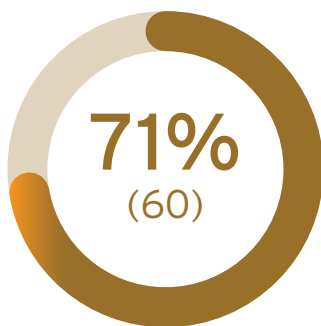
Buncombe    Burke    Cleveland

#### Outside Isothermal Region:



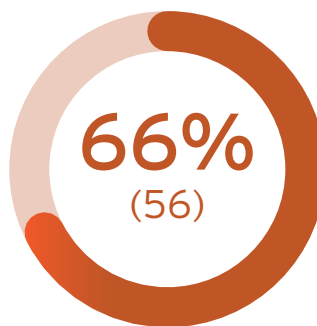
Buncombe    Burke    Lancaster (SC)

### Age



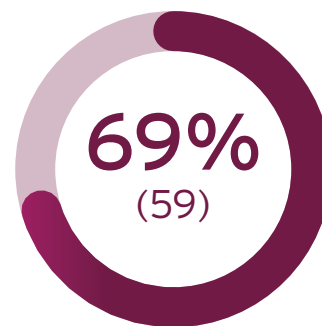
# of Respondents

### Income



# of Respondents

### Race



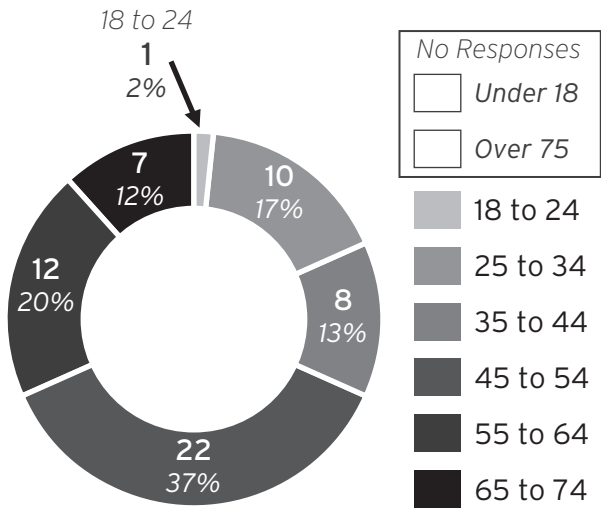
# of Respondents

More detail about Age, Income, and Race on the next page.

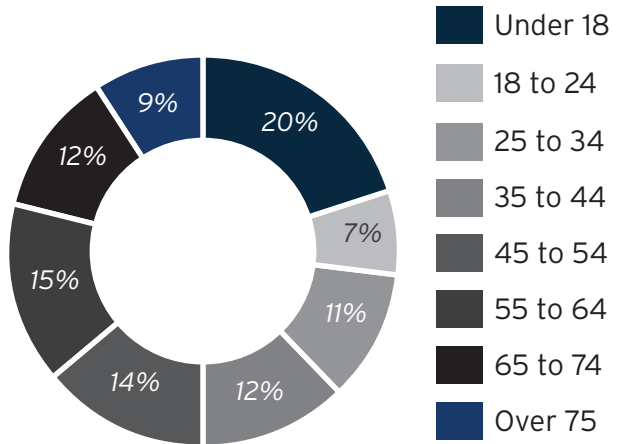


C

Age

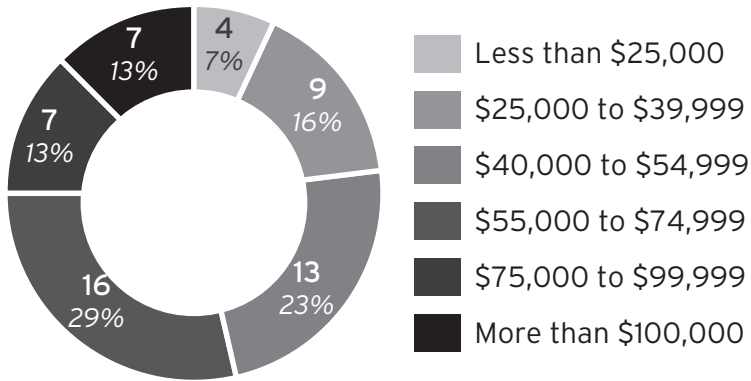


Age - Isothermal Region

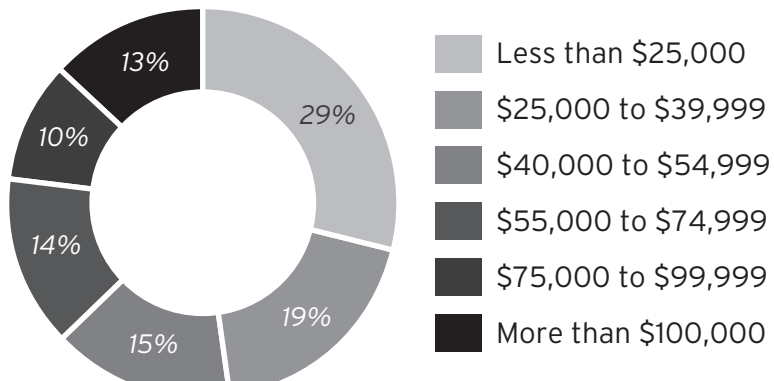


D

Income

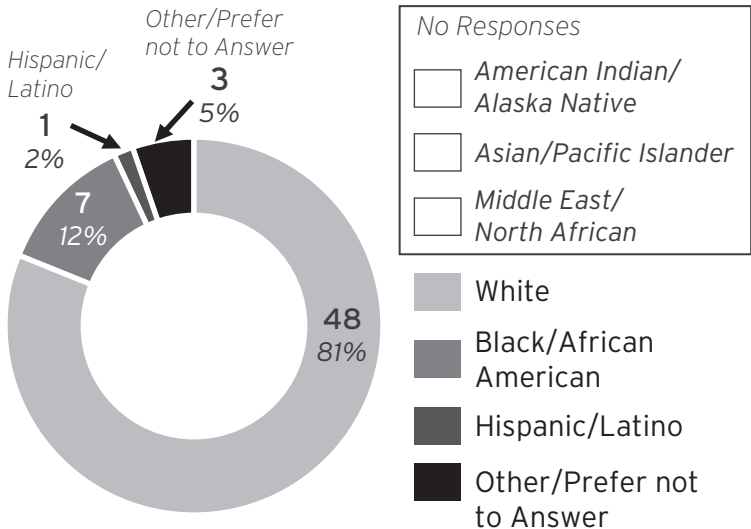


Income - Isothermal Region



E

Race



Race - Isothermal Region

