

Western Rockingham Transportation Survey for Rockingham County

The Towns of Madison and Mayodan are currently developing a comprehensive transportation plan for both jurisdictions. Working in cooperation with the Transportation Planning Branch of the North Carolina Department of Transportation (NCDOT) and the Piedmont Triad Rural Planning Organization (RPO), a long-range planning tool will be developed to identify major transportation improvements that will be needed over the next 25-30 years.

SECTION A. TRANSPORTATION GOALS AND OBJECTIVES

The questions in this section deal with the goals we want to meet for the transportation system in the Towns of Madison and Mayodan and surrounding areas.

1. How important are the following transportation goals?

	Very Important	Important	Not Important
Increase access to park and ride lots (to car or van pool)	27.3% (15)	32.7% (18)	40.0% (22)
Support economic growth	80.7% (46)	18.5% (10)	1.8% (1)
Improve services for special needs populations (demand response services)	50.9% (29)	36.8% (21)	12.3% (7)
Increase access to local and regional transit services	49.1% (28)	35.1% (20)	15.8% (9)
Protect the environment	56.4% (31)	38.2% (21)	5.5% (3)
Create a bicycle and pedestrian friendly community	72.7% (40)	18.2% (10)	9.1% (5)
Improve automobile travel times	29.8% (17)	50.9% (29)	19.3% (11)
Preserve community and rural character	70.2% (40)	24.6% (14)	5.3% (3)

2. There are several strategies that can be used to increase road capacity (e.g. volume of traffic a road can adequately handle). How important is it to use each of the following strategies on major roads in Madison and Mayodan and surrounding areas?

	Very Important	Important	Not Important
Build additional travel lanes on main roads	21.4% (12)	48.2% (27)	30.4% (17)
Make intersection improvements like turn lanes and better traffic signal timing	63.2% (36)	24.6% (14)	12.3% (7)
Control the number and location of driveways and cross streets that access main roads	28.1% (16)	49.1% (28)	22.8% (13)
Control the location of left turns with medians	26.3% (15)	43.9% (25)	29.6% (17)
Other	61.5% (8)	7.7% (1)	30.8% (4)

Other strategies specified below	Response Count
Address middle left-turn lanes on NC 704	1
Address too many driveways along US 220 Business	1
Improve walking connectivity between Mayodan and Wal-Mart/Lowes	1
Signal synchronization	1
Improved bikeways	1
Mark 4-way stops with a light and warning	1
Add sidewalks and bike-lanes (system wide)	3
Route NC 704 bypass onto Island Drive	1

SECTION B. TRAFFIC CONCERNS

The questions in this section deal with concerns you might have with safety, traffic congestion and connectivity.

3. Are you concerned with traffic safety or crashes in the county or your community?

Yes – 66.0% (35) No – 34% (18)

If yes, please describe the location with road name and cross street, including the specific safety concern.

Specific Safety Concern	Response Count
US 220 Bus and NC 135, including the Madison-Mayodan Recreation Dept. (Mayodan)	5
US 220 Business (Madison and Mayodan)	4
Wilson St (Madison)	3
US 220 Business/NC 704 and K-Mart Intersection (Madison)	2
US 220 and Ellisboro Road (Madison)	2
US 311 (Madison)	2
US 311 and K-Fork Rd (Madison)	2
Ayersville Road and Main Street (Mayodan)	2
NC 704 (Madison and Mayodan)	2
Ellisboro Road and Rierson Road (Madison)	2
US 220 (Madison) and NC 135 (Mayodan)	1
US 220 and NC 135 (Mayodan)	1
US 220 and Baggage Road (Madison)	1
NC 135 and Dan Valley Rd (Mayodan)	1
NC 135 and 2 nd Avenue (Mayodan)	1
Chief Martin St and Cure Drive (Madison)	1
Dahl St and Hunter St – should be warning lights at 4-way stop (Madison)	1
Idol Street and West End Blvd (Madison)	1
K-Fork Rd (Madison)	1
Washington Street and 3 rd and 4 th Avenues (Mayodan)	1
Narrow roads and parked cars in streets (Madison)	1
Bicycle issues on all roads (Madison and Mayodan)	1
Pedestrian safety/lack of sidewalks (Madison and Mayodan)	1
Concerned in general (Madison and Mayodan)	1

4. Is truck traffic a problem in Madison and Mayodan?

Yes – 30.0% (15) **No – 70% (35)**

Specific Truck Traffic Concern	Response Count
US 311 (Madison)	2
Trucks from industrial areas along US 311 do damage to downtown roads and corners (Madison)	2
Trucks using US 220 Bus/3 rd , 11 th , and 13 th Avenues for turning around (Mayodan)	1
US 220 Business (Mayodan)	1
US 220 Business and Murphy St (Madison)	1
Main St (Mayodan)	1
Market St to Gene Hairston St (Madison)	1
Washington St (Mayodan)	1
Thru Truck Traffic (Madison and Mayodan)	1
Lack of turn around locations to make turns (Madison and Mayodan)	1
Pedestrians using NC 135 from US 220 Business to Wal-Mart and Lowes (Mayodan)	1
Not a problem in Madison and Mayodan	1

5. When traveling in and around Mayodan and Madison, do you find that you often have to go out of your way to get to your destination because a direct route does not exist or it is too congested?

Yes, No Direct Route – 19.6% (11) Yes, Congested – 10.7% (6) **No – 69.9% (39)**

Congested Routes	Response Count
Chief Martin St – Suggesting to extend to Island Dr to connect with US 220 Bus (Madison)	3
Lack of traffic signal synchronization (Madison and Mayodan)	2
US 220 from NC 704 to Ellisboro Rd – suggests to close Ellisboro Rd access to and from US 220 (Madison)	1
Downtown Madison and NC 135 – Market St and Cardwell Rd need to be connected (Madison and Mayodan)	1
Downtown Madison due to traffic and signals (Madison)	1
During School Hours (Madison and Mayodan)	1
West side of Madison to McMichael High School in Mayodan (Madison and Mayodan)	1
No sidewalk along US 220 Bus from NC 704 to Food Lion (Madison and Mayodan)	1
Pedestrian Safety (Madison and Mayodan)	1

SECTION C. ROAD ACCESSIBILITY

This section deals with access to major roads that link Rockingham County to places in or just outside the region.

6. What destinations would you most like to have improved access to? Please rank each area by how important improvements are needed.

	Very	Somewhat	Not	Rating Average
Martinsville, VA area	10.9% (5)	41.3% (19)	47.8% (22)	1.78
Stuart, VA area	7.0% (3)	44.2% (19)	48.8% (21)	1.67
Greensboro area	57.1% (28)	30.6% (15)	12.2% (6)	3.78
Winston-Salem area	43.8% (21)	41.7% (20)	14.6% (7)	3.44
Reidsville	35.4% (17)	39.6% (19)	25.0% (12)	2.96
Eden	35.4% (17)	37.5% (18)	27.1% (13)	2.90
Other (please specify):	21.4% (3)	35.7% (5)	42.9% (6)	2.14

Other destinations to have improved access to	Response Count
Alamance County	1
Stokes County	1
Surry County	1
Shiloh Airport	1
Danville, VA	1
Mount Airy	1
Stoneville	1
Wentworth	1

7. What road corridors would you most like to have improved access to reach your destinations? Please rank each area by how critically you believe improvements are needed.

	Very	Somewhat	Not	Rating Average
US 220 (Future I-73)	77.6% (38)	8.2% (4)	14.3% (7)	4.12
US 29 (Future I-785)	22.2% (10)	35.6% (16)	42.2% (19)	2.18
Interstate 40	46.8% (22)	27.7% (13)	25.5% (12)	3.17
Interstate 85	33.3% (15)	28.9% (13)	37.8% (17)	2.53
US 311	37.5% (18)	35.4% (17)	27.1% (13)	2.94
US 158	32.6% (15)	39.1% (18)	28.3% (13)	2.80
NC 135	50.0% (25)	28.0% (14)	22.0% (11)	3.34
NC 770	26.5% (13)	36.7% (18)	36.7% (18)	2.43
Ayersville Road	25.0% (12)	39.6% (19)	35.4% (17)	2.44
NC 704	36.0% (18)	42.0% (21)	22.0% (11)	3.06
Other (please specify):	50.0% (4)	25.0% (2)	25.0% (2)	3.25

Other road corridors to have improved access to	Response Count
NC 65	1
NC 68	2
Ellisboro Rd	1

SECTION D. OTHER MODES

The new transportation plan will include recommendations for pedestrian, bicycle and transit facilities in greater Rockingham County and the Town of Madison and Mayodan.

8. We would like to know about your walking habits. Do you walk regularly for any of the following reasons? Please select all that apply.

Reasons for Walking Regularly	Response Percent	Response Count
Fitness or exercise	88.0%	44
School	2.0%	1
Get to work	4.0%	2
Shopping errands	42.0%	21
Restaurant	36.0%	18
Entertainment/event	34.0%	17
Social visit	54.0%	27
Walk the dog	46.0%	23
Walk the baby	2.0%	1

9. What areas would you identify as a priority for sidewalks or trails to be constructed or improved? Please select all that apply.

Sidewalks – 75.6% Trails – 60.0%

Sidewalks/Trails to be constructed or improved	Response Count
Along the Mayo and Dan Rivers (River Trails)	10
US 220 Bus from Mayodan to downtown Madison – Complete the sidewalk network between the towns on this route	8
US 220 Business to Mayo River State Park	8
Wilson St (Madison)	6
US 311 from K-Fork Rd to Madison	4
NC 135 from US 220 Business and US 220/Wal-Mart	3
NC 704 from US 220 Business West	3
Access between Mayo Park and Ferris Park	2
Ayersville Rd (Mayodan)	3
Idol Park Trail	3
Dan Valley Road from downtown Madison to McMichael High School on NC 135	2
Around schools (to residences)	2
US 220 Business/US 311/NC 704 from Madison to US 220	1
Burton St (Mayodan)	1
Hunter St from Franklin St to Wilson St (Madison)	1
Island Dr (Madison)	1
Murphy St from Franklin St to Wilson St (Madison)	1
Near or under NC 704 bridge for trail	1
Any of the avenues	1
More in the town of Madison	1
Small streets off US 311 – Poe, Morton, Price Arthur (Madison)	1
Mayodan downtown sidewalk improvements/Main St	1
Add bike lanes on county and city roads	1

10. We would like to know about your bicycling habits. Do you frequently participate in the types of cycling activities listed below? Please select all that apply.

	Response Percent	Response Count
Would participate if facilities (shoulders/bike lanes) existed	39.2%	20
Don't bicycle	51.0%	26
On-road cycling for recreation	25.5%	13
Commuting	7.8%	4
On-road cycling for errands	9.8%	5
Off-road single-track (mountain biking)	7.8%	4
Off-road greenway or trail	15.7%	8
Group rides/tours	13.7%	7

Other	Response Count
No safe place to ride (would not go on a major highway)	1
There are no bike lanes for bicycling	1

11. If facilities or accommodations were available for bicycling, which of these destinations would you consider riding to? Indicate all that apply.

	Response Percent	Response Count
School	9.1%	3
Work	24.2%	8
Shopping/errands	69.7%	23
Restaurant	54.5%	18
Entertainment/special visit	75.8%	25
Social visit	75.8%	25

Other	Response Count
Trails for exercise/fitness	2
Park, Rec center	1
Downtown, store	1

12. What areas would you identify as a priority for bicycle facilities to be constructed or improved?

Bicycle facilities to be constructed or improved	Response Count
NC 135 to US 220 Bypass/Walmart (Mayodan)	6
US 220 Business (Madison and Mayodan)	5
Farris Memorial Park (and off road trails) to Mayo River State Park (Mayodan)	4
River trails along Dan and Mayo Rivers (Madison and Mayodan)	3
NC 704 to Wentworth (Madison)	2
Ayersville Rd (Mayodan)	2
Dan Valley Rd (Madison and Mayodan)	2
Ellisboro Rd (Madison)	2
Main St (Mayodan)	2
None, don't like/need bikes on roads	2
US 311 (Madison)	1
Duncan Park (Mayodan)	1
Gideon Grove Church Rd (Madison)	1
Island Drive (Madison)	1
Mayo River State Park (Mayodan)	1
Wilson St (Madison)	1
All avenues	1
Downtown place to park bikes	1
In parks and recreation areas, not on streets	1
Marked trail in and around Madison	1
Trails for recreation and exercise	1

13. Would you use the transit services listed below, if they were provided? If so, how frequently?

	Yes	Possibly	No
Bus service around County	35.4% (17)	14.6% (7)	50.0% (24)
Bus service to Greensboro	34.0% (16)	14.9% (7)	51.1% (24)
Bus service to Winston-Salem	31.1% (14)	8.9% (4)	60.0% (27)
Park and ride lot (to car/van pool)	18.6% (8)	9.3% (4)	72.1% (31)
Passenger Rail service	59.6% (28)	12.8% (6)	27.7% (13)
Other	30.0% (3)	0.0% (0)	70.0% (7)

	More than once/week	Once/week	Once/month	Every few months
Bus service around county	53.3% (8)	13.3% (2)	20.0% (3)	13.3% (2)
Bus service to Greensboro	26.7% (4)	40.0% (6)	13.3% (2)	20.0% (3)
Bus service to Winston-Salem	18.2% (2)	27.3% (3)	27.3% (3)	27.3% (3)
Park and ride lot (to car/van pool)	30.0% (3)	10.0% (1)	30.0% (3)	30.0% (3)
Passenger rail service	33.3% (7)	14.3% (3)	19.0% (4)	33.3% (7)
Other	50.0% (2)	0.0% (0)	0.0% (0)	50.0% (2)

Other destinations/responses	Response Count
Passenger Rail service to Raleigh	2
Golf cart/ATV	1
Transit is costly and not necessary with proper road network	1

SECTION E. DEMOGRAPHICS

14. In what jurisdiction do you live?

Jurisdiction	Response Percent	Response Count
Mayodan	36.4%	20
Madison	38.2%	21
Unincorporated Rockingham County	5.5%	3
Another Rockingham County municipality	9.1%	5
Outside Rockingham County	10.9%	6

15. What is your home zip code?

Zip Code	Response Percent	Response Count
27027 (Mayodan)	37.3%	19
27025 (Madison)	47.1%	24
27048 (Stoneville)	9.8%	5
27357 (Stokesdale)	2.0%	1
27288 (Eden)	0.0%	0
27320 (Reidsville)	0.0%	0
Other	3.9%	2

16. What is your age?

Age	Response Percent	Response Count
Under 18	0.0%	0
18-24	1.8%	1
25-34	3.6%	2
35-44	12.7%	7
45-54	27.3%	15
55-64	16.4%	9
65-74	27.3%	15
75 and older	10.9%	6

17. How would you classify your race?

Race	Response Percent	Response Count
White	90.9%	50
Black	7.3%	4
Hispanic	1.8%	1
Asian	0.0%	0
Native American	0.0%	0
Other	0.0%	0

18. How many people, including yourself, live in your household?

Number of People	Response Percent	Response Count
1	25.5%	14
2	36.4%	20
3	23.6%	13
4	5.5%	3
5	1.8%	1
6	5.5%	3
7	1.8%	1
8 or more	0.0%	0

19. What was your household income last year?

Household Income	Response Percent	Response Count
Less than \$25,000	16.7%	9
\$25,000-\$49,999	29.6%	16
\$50,000-\$74,999	22.2%	12
\$75,000-\$99,999	11.1%	6
\$100,000 or more	11.1%	6
Do not wish to answer	9.3%	5

20. How did you hear about this survey?

	Response Percent	Response Count
Government Building	10.9%	6
Retail Location	0.0%	0
Church	3.6%	2
Newspaper	7.3%	4
Newsletter	5.5%	3
School	0.0%	0
E-mail	27.3%	15
Other	45.5%	25

Other	Response Count
Website	7
Friend/Neighbor/Relative	5
Town/other government employee	5
Meeting	3