

**Date:** December 16, 2015

**To:** Benton County

**From:** DHM Research

**Re:** Benton County Bicycle Path Online Survey — Summary Report

Between November 23<sup>rd</sup> and December 7<sup>th</sup> of 2015, DHM Research facilitated an online community engagement survey for residents of Benton and Linn counties in the state of Oregon. The online survey closely mirrored a phone survey of Corvallis and Albany voters in content. The objective of both surveys was to gauge opinions about bicycle and pedestrian facilities. Specifically, the surveys sought to gauge attitudes about and potential use of a proposed bike path between Albany and Corvallis along Highway 20. The online survey allowed greater community engagement by providing interested residents the opportunity to share their thoughts and opinions.

This memo provides a brief summary of the online data and the annotated questionnaire. Full crosstabs of the data and complete open-ended responses accompany this memo.

## SUMMARY OBSERVATIONS

**The phone survey and the online survey capture different groups of people. Interpretation of results should bear in mind characteristics of the people who responded.**

- Online respondents look a bit younger: they were more likely to be aged 35 to 54 and less likely to be over the age of 65. Online respondents were also more highly educated and slightly more ethnically diverse.
- Key differences between the two Benton County surveys are seen in the proportion of bicyclists (85% of online respondents bicycle vs. 41% of phone respondents), those with prior awareness of the Corvallis-Albany (CAB) path (79% online vs. 51% phone), and those who think they might use the path (86% online vs. 62% phone).

**In general, bicyclists in the online survey report lower satisfaction with bicycle facilities than do bicyclists in the phone survey. Again, however, they are primarily satisfied with the quality of existing bike lanes and paths, as well as the quantity of existing bike lanes.**

- Eight in ten bicyclists (83%) are satisfied with the overall bicycling experience in their community and with the quality of bike paths (80%).
- Around seven in ten are satisfied with the quality of bike lanes (75%) or availability of bike lanes (70%).

**The network of bike paths is less satisfactory.**

- Six in ten are satisfied with the network of bike paths (61%).
- Bicyclists are evenly split in terms of satisfaction with the availability of bike paths (49% satisfied) and with driver awareness of bicyclists (52%).

**We see a consistent difference in biking behaviors and attitudes between Corvallis and Albany.**

- More people in Corvallis bike: 89% of online respondents in Corvallis report biking for any reason compared to 81% of those in Albany.
- Corvallis respondents use bicycle paths in their city more (ranges from 27% - 72%) than those in Albany use the paths in their community (ranges from 10% - 32%).
- Bicyclists in Corvallis look notably more satisfied than those in Albany with multiple biking facilities: overall experience (90% satisfied vs. 59%), availability of bike lanes (76% vs. 46%), quality of bike lanes (80% vs. 57%), the availability of bike paths (54% vs. 26%), the quality of bike paths (85% vs. 57%), and connectivity of bike paths and lanes (67% vs. 31%).

**A strong majority believe it is important for the County and ODOT to provide walking and biking paths both to promote overall health and well-being (78%) and as an alternative mode of transportation (83%).**

- The overall impression in the online survey is slightly different from what we saw in the phone survey: respondents clearly value promoting both health and alternative modes of transportation, but they do not look as satisfied with the coverage of current bike paths.
- The results demonstrate a clear desire to see more bike path options among community respondents.

**Respondents are, on average, somewhat positive about routing a public-use path alongside farmland.**

- Views are decidedly polarized in the online survey: respondents who support the CAB path find it a good idea to route alongside farmland, respondents who oppose the path find it bad idea. Undecided respondents were neutral.

**Respondents strongly support a bicycle path between Corvallis and Albany.**

- A strong majority of respondents support the bicycle path (81%).
  - Support is stronger among people living along the corridor (83%), in either city (82%-83%) rather than outside of the city, bicyclists (85%), potential CAB path users (90%), people below the age of 55 (83%-84%), people with college degrees (83%), and people earning less than \$25,000 a year (90%).
- More than half of respondents across all demographic groups support the path, except among those who do not think they will use the path at all. Six in ten (63%) of people who think they will never use the path oppose the project.

## INTRODUCTION AND METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of residents in Albany and Corvallis, Oregon on the behalf of Benton County. The online survey closely mirrored a phone survey of Corvallis and Albany voters in content. The objective of both surveys was to gauge opinions about bicycle and pedestrian facilities. Specifically, the surveys sought to gauge attitudes about and potential use of a proposed bike path between Albany and Corvallis along Highway 20. The online survey allowed greater community engagement by providing interested residents the opportunity to share their thoughts and opinions.

**Research Methodology:** Between November 23<sup>rd</sup> and December 7<sup>th</sup>, 2015, DHM research conducted an online survey of 2,572 residents of Benton and Linn counties, Oregon. Benton County promoted the online survey as a community engagement opportunity.

Respondents took an average of 18 minutes to complete the survey. In gathering responses, DHM Research employed a variety of quality control measures, including questionnaire pre-testing and validations.

Complete responses are presented in the annotated questionnaire (Appendix A). In the annotated questionnaire, results may add to 99% or 101% due to rounding.

**Methodology Notes:** We cannot accurately calculate margin of error for this type of survey with non-random sampling.

The phone survey and the online survey differed in how they defined people living along the proposed bicycle path corridor. In the phone survey, voter precincts were used to define corridor residents. For the online survey, a map provided by Benton County displayed general city and county regions. The online survey classified as corridor residents those who lived in North Albany, Corvallis, or Northeast Benton County.

**DHM Research Background:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for close to 40 years. The firm is non-partisan and independent and specializes in research projects to support planning and public policy-making. [www.dhmresearch.com](http://www.dhmresearch.com)

**Benton County Corvallis-Albany Bicycle Path  
November 23–December 7, 2015; N=2,572  
Residents of Benton and Linn Counties; 18 minutes  
DHM Research**

**GENERAL TRAVEL, BIKING, AND WALKING BEHAVIOR**

1. How far do you commute for your work?

Response Category	N=2572
Less than 5 miles	47%
5-9 miles	17%
10-14 miles	17%
15-19 miles	5%
20 or more	6%
I work at home	9%

2. Do you bicycle at all... [RANDOMIZE; ACCEPT MULTIPLE RESPONSES]

Response Category	N=2572
To get to work or school	44%
For shopping or errands	37%
For leisure activities, like going to a restaurant or movie	42%
For recreation (fun)	74%
For exercise	64%
None of the above ( <b>Skip to Q10</b> )	15%
<b>(Don't read)</b> Don't know ( <b>Skip to Q10</b> )	0%

In general, when it comes to biking in your community are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with: [RANDOMIZE]

Response Category	Very satisfied	Smwt satisfied	Not too satisfied	Not at all satisfied	DK
3. Your overall bicycling experience	22%	61%	13%	2%	1%
4. The availability of bike paths, that is, routes separate from traffic	13%	37%	32%	17%	1%
5. The quality of bike paths	29%	51%	14%	5%	2%
6. The availability of bike lanes, which run adjacent to traffic in roadways	20%	50%	21%	7%	2%
7. The quality of bike lanes	20%	55%	18%	5%	1%
8. The connectivity of the network of bike lanes and paths	14%	47%	26%	11%	3%
9. The awareness for bicyclists by car drivers	10%	43%	31%	15%	1%

10. How interested are you in biking more often as a form of transportation?

Response Category	N=2572
Not at all interested	12%
Not too interested	9%
Somewhat interested	25%
Very interested	53%
<b>(Don't read)</b> Don't know	1%

11. Thinking about your community, where would be the most useful area to have a separate path for bicyclists and pedestrians to make it easier and safer for people to travel without driving? **[OPEN]**

12. Several bike paths can be found throughout the Albany and Corvallis areas. Which ones have you used in the past three months? **[ACCEPT MULTIPLE RESPONSES]**.

Response Category	N=2572
Philomath-Corvallis Path	54%
Riverfront Path in Corvallis	64%
53 <sup>rd</sup> /Campus Path in Corvallis	54%
Willamette Park Path in Corvallis	37%
Corvallis-Albany Path along Circle Boulevard in Corvallis	23%
Dave Clark Path in Albany	8%
Cox Creek Path in Albany	3%
Takena Landing Path in Albany	10%
Periwinkle Path in Albany	7%
None of the above	22%
<b>(Don't read)</b> Don't know	2%

13. Do you walk... **[RANDOMIZE; ACCEPT MULTIPLE RESPONSES]**

Response Category	N=2572
To get to work or school	21%
For shopping or errands	40%
For leisure activities, like going to a restaurant or movie	46%
For recreation (fun)	71%
For exercise	78%
None of the above <b>(Skip to Q18)</b>	6%
<b>(Don't read)</b> Don't know <b>(Skip to Q18)</b>	0%

In general, when it comes to walking in your community are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with: (Randomize 15-17; ask 14 overall experience first)

Response Category	Very satisfied	Smwt satisfied	Not too satisfied	Not at all satisfied	DK
14. Your overall walking experience	42%	51%	5%	1%	0%
15. The availability of sidewalks and paths	39%	49%	8%	3%	1%
16. Awareness for pedestrians by car drivers	21%	52%	18%	8%	1%
17. Ease of crossing busy streets	26%	52%	16%	5%	1%

### PERCEPTIONS OF CORVALLIS-ALBANY BICYCLE-PEDESTRIAN PATH

The county is proposing to build a bicycle and pedestrian path linking Corvallis and Albany. The proposed path would run roughly near Highway 20, providing a 9½ mile path for the dedicated use of bicyclists and pedestrians. One part of the path has already been built, along Circle Boulevard in Corvallis and past Cheldelin Middle School. A section in North Albany is scheduled to be built in 2017.

18. Before today, had you heard about this bicycle-pedestrian path?

Response Category	N=2572
Yes	79%
No	21%

The Corvallis-Albany path could provide a biking and walking path between the two cities for both commuting and recreational use. Do you think you would use the path for \_\_\_\_\_? If yes, how often?

Response Category	Most days/ week	At least once/ week	Monthly	Every few months	Rarely	No (Never)	DK
19. Riding a bicycle for fun	4%	18%	27%	19%	14%	16%	2%
20. Riding a bicycle to get to work	7%	9%	4%	3%	9%	64%	5%
21. Running	2%	9%	9%	6%	18%	51%	4%
22. Walking, hiking, or other recreational uses	4%	13%	23%	19%	19%	20%	4%

23. From what you know or may have heard, do you [ROTATE: support or oppose] building this path between Corvallis and Albany? Is that somewhat or strongly?

Response Category	N=2572
Strongly support	64%
Somewhat support	17%
Somewhat Oppose	5%
Strongly Oppose	11%
<b>(Don't read)</b> Don't know	3%

24. Do you travel more than once a week along Highway 20 between Corvallis and Albany [ACCEPT MULTIPLE RESPONSES]:

Response Category	N=2572
To get to work or school	25%
For shopping or errands	43%
For leisure activities, like going to a restaurant or movie	30%
For recreation (fun)	17%
For exercise	8%
None of the above	41%
<b>(Don't read)</b> Don't know	1%

25. How important is it for the County and ODOT to provide walking and biking paths for residents in order to facilitate alternative modes of transportation between Corvallis and Albany?

Response Category	N=2572
Very important	60%
Somewhat important	23%
Not very important	6%
Not at all important	9%
<b>(Don't read)</b> Don't know	1%

26. How important is it for the County and ODOT to provide walking and biking paths between Corvallis and Albany in order to promote overall health and activity among residents?

Response Category	N=2572
Very important	52%
Somewhat important	26%
Not very important	9%
Not at all important	12%
<b>(Don't read)</b> Don't know	1%

27. On a scale of 1 to 7, how good of an idea is it to route a public-use path alongside farmland? 1=very bad idea, 2=bad idea, 3=somewhat bad, 4 = neither good nor bad, 5 = somewhat good idea, 6=good idea, 7=very good idea.

Response Category	N=2572
1—very bad idea	10%
2	3%
3	4%
4	11%
5	8%
6	24%
7—very good idea	36%
<b>(Don't read)</b> Don't know	5%
<b>Top 3 box (5-7)</b>	<b>68%</b>
<b>Mean</b>	<b>5.3</b>

28. What advice would you like to give Benton County as they make the decision about how to move forward with the proposed bicycle-pedestrian path? **[OPEN END]**

### Demographics

29. What is your age?

Response Category	N=2572
18-24	3%
25-34	16%
35-54	44%
55-64	25%
65+	8%
<b>(Don't read)</b> Refused	4%

30. What is the highest level of education you have had the opportunity to complete?

Response Category	N=2572
Less than HS	0%
High school graduate	2%
Some college, associate or technical	14%
College graduate	36%
Post college/graduate degree	46%
<b>(Don't read)</b> Refused	2%



31. Which of the following best describes your race or ethnicity? **(allow for multiple responses)**

Response Category	N=2572
White/Caucasian	85%
African American/Black	1%
Hispanic/Latino	3%
Asian/Pacific Islander	2%
Native American/American Indian	1%
Other	4%
<b>(Don't read)</b> Refused	7%

32. What was your total household income for 2014? You best guess is OK, but remember to include everyone.

Response Category	N=2572
Less than \$25,000	6%
\$25,000 to less than \$50,000	14%
\$50,000 to less than \$75,000	20%
\$75,000 to less than \$100,000	19%
\$100,000 to less than \$150,000	22%
\$150,000 or more	11%
<b>(Don't read)</b> Refused	9%

33. Zipcode (Modified)

Response Category	N=2572
Albany	18%
Greater Linn County	4%
Corvallis	69%
Greater Benton County	10%

34. Party

Response Category	N=2572
Republican	12%
Democrat	45%
Independent Party	7%
Another party member	2%
Non-affiliated	26%
<b>(Don't read)</b> Refused	9%

35. Please tell us the general area where you live, as seen in this map:

Response Category	N=2572
Corvallis	61%
North Albany	10%
Albany	8%
Northeast Benton County	7%
West Benton County	1%
Philomath	5%
Central Benton County	3%
South Benton County	1%
Linn County	4%

Response Category	N=2572
Corridor	78%
Non-corridor	22%

36. Gender

Response Category	N=2572
Male	50%
Female	41%
<b>(Don't read)</b> Refused	9%