



# **Online Survey Results**

## **(Dec. 4, 2015 to Jan. 15, 2016)**

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I-35 Aesthetics Plan

Rundberg Lane to Woodland Avenue

Austin District, Travis County

February 2016

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## **I-35 AESTHETICS PLAN OVERVIEW**

Mobility35 is developing an Aesthetics Plan for I-35 from south of Rundberg Lane to south of Woodland Avenue. The Plan will include guidelines for aesthetic treatments and will be implemented for various on-going projects as part of construction. Such guidelines are standard for all projects and already exist for the rest of the Mobility35 corridor. The Aesthetics Plan is anticipated to be completed in Fall 2016.

The purpose of the I-35 Aesthetics Plan is to provide opportunity for citizen input in the aesthetic design of future I-35 improvements. The Plan is needed in order to promote a cohesive approach for the aesthetic treatments within the project area.

## **ONLINE SURVEY DETAILS**

The results of the online survey are intended to help develop aesthetic guidelines for projects that may be constructed in the future on I-35. This survey focused on understanding how, when, and why the community uses I-35. It was also used as a tool to develop an understanding of what specific types of aesthetic improvements the public is interested in seeing being implemented into the corridor.

## **Building the Survey**

The survey consisted of ten questions (which are discussed in detail later in this document). The questions were developed by TxDOT and members of the community who were invited to participate in the Aesthetics Working Group (AWG). The AWG consists of representatives from local organizations who bring to the table a diverse range of interests.

The survey was also provided in Spanish, and a link to the Spanish version was placed on the home page of the English version survey. The survey was built for online use with SurveyMonkey.com, a web-based survey solutions provider.

## **Time Frame**

The survey was open for 42 days from December 4, 2015 to January 15, 2016. It was accessible 24 hours a day via SurveyMonkey.com.

## **Participants and Publicity**

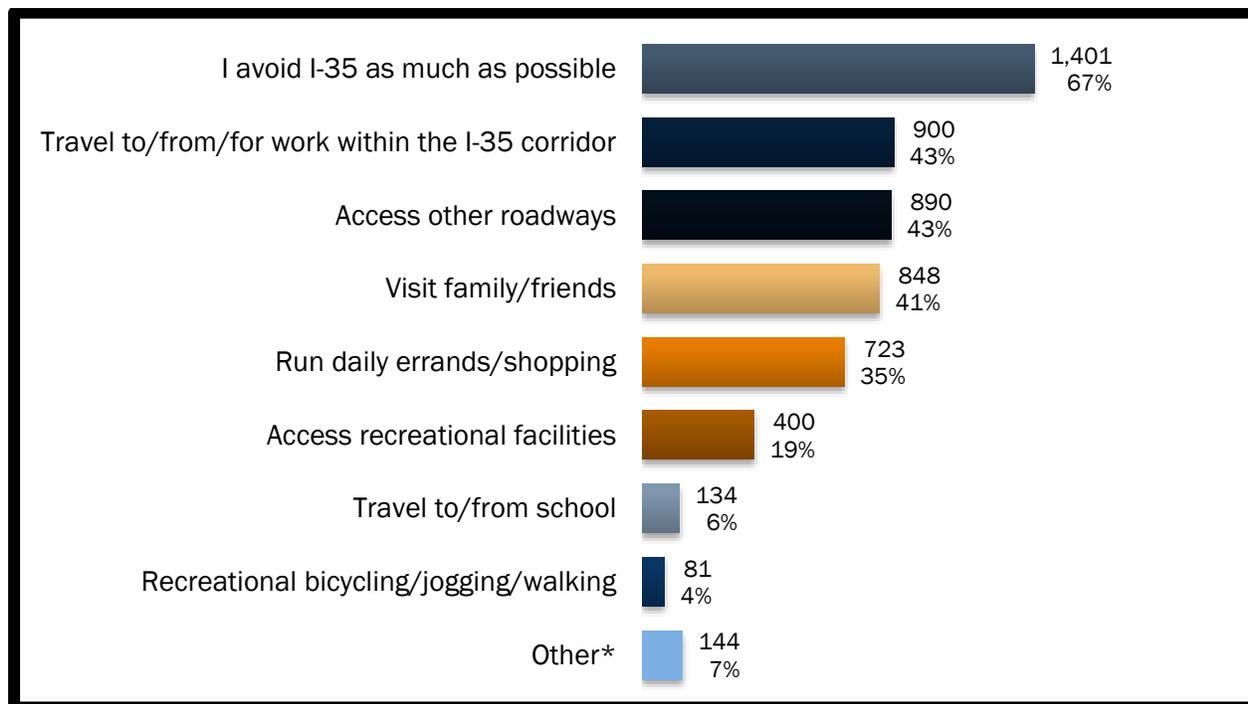
A total of 2,109 people participated in the survey. The survey was advertised in several different ways:

- Three “travelling surveys” were held at CVS Pharmacy, Walmart, and Fiesta Mart, where the public was offered to take the online survey on site via tablets, by hand, or could sign up to be e-mailed the link to the online survey.

- AWG members were asked to help publicize the survey. A link was provided to AWG members, who were encouraged to share the survey with the groups they represent. As a result, the project team identified links to the online survey provided on the following webpages:
  - Alliance for Public Transportation (via Facebook)
  - Austin Bicycle Advisory Council (via Google Group)
  - Bike Austin (via Facebook)
  - Capital Metro (via Facebook and Twitter)
  - Central Texas Regional Mobility Authority (via Facebook and Twitter)
  - The Citizen Led Austin Safety Partnership (via Website and Twitter)
  - City of Austin (via Nextdoor)
  - City of Austin Mobility Department (via Twitter)
  - Downtown Austin Alliance (via Website)
  - Love North Austin (via Website)
  - My35.org (via Website)
  - The North Central I-35 Neighborhood Coalition 2 (via Website and Twitter)
  - Project Great Streets (via Twitter)
  - Reconnect Austin (via Twitter)
  - Safe Kids Austin (via Twitter)
  - StreetsBlog Texas (via Website)
  - Windsor Park Neighborhood Association (via Yahoo Group)
- Mobility35 also publicized the survey:
  - A link was provided to recipients of the Mobility35 e-newsletters in the December 2015 and January 2016 editions.
  - A link was provided to recipients of the Mobility35 e-blast.
- The survey was shared via TxDOT Twitter and TxDOT Facebook accounts.

## BREAKDOWN OF SURVEY RESULTS

### Question 1: For what purpose do you use I-35? (Select all that apply.)

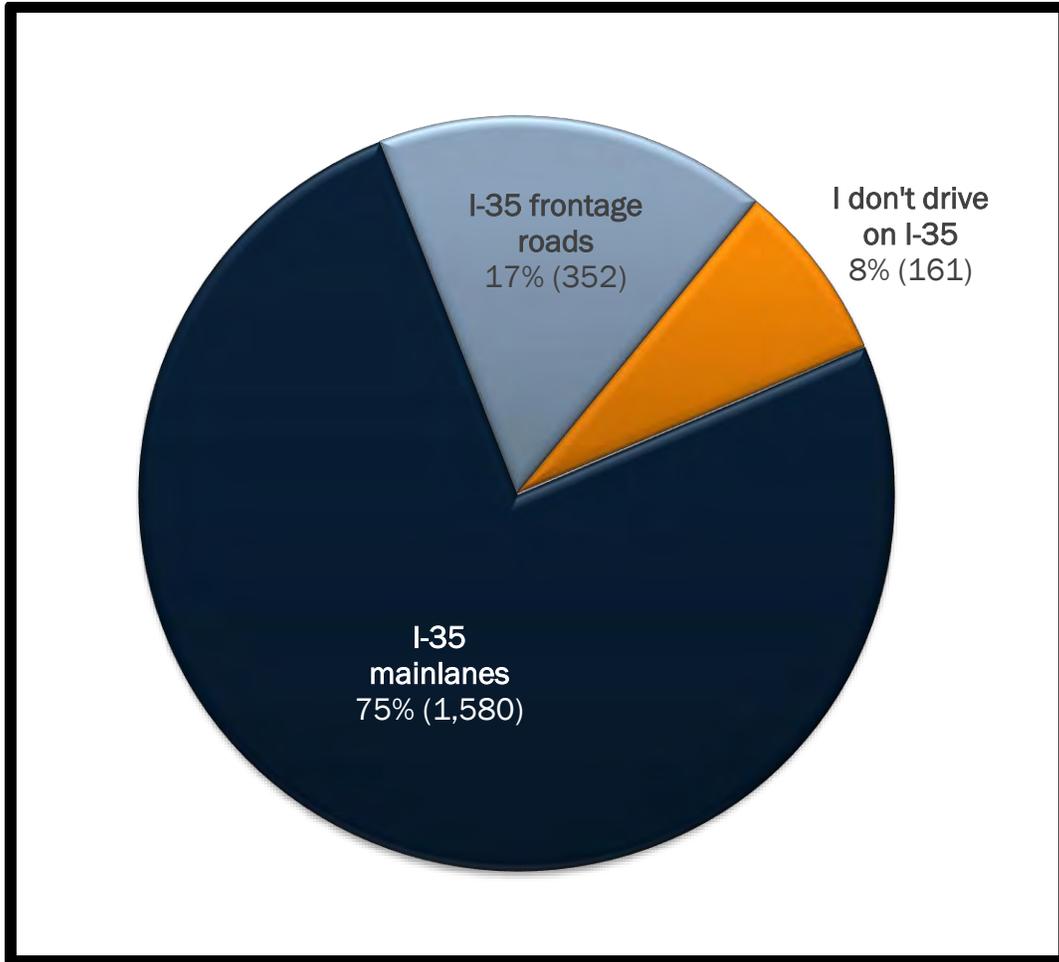


In total, 2,077 respondents answered Question 1; 32 skipped the question. The majority (67%) of respondents answered that they avoid I-35 as much as possible. Respondents were allowed to select more than one answer for this question as well as provide their own answer in the “other” response.

There were a total of 144 respondents who answered “other,” of which 63 of those comments were relevant to the question. Those responses included:

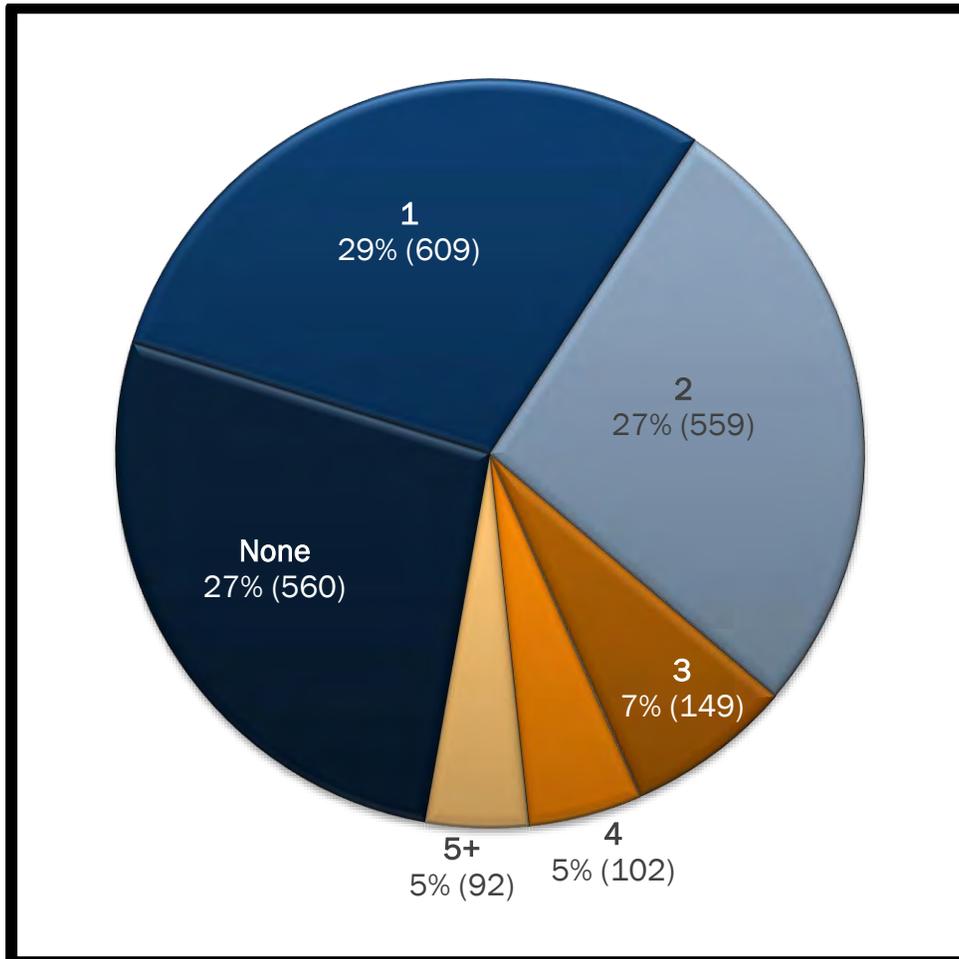
- Travel to areas beyond Austin (35 or 1.7%)
- Travel to medical facilities (10 or 0.5%)
- Travel to church (9 or 0.4%)
- Lives close to I-35 (8 or 0.4%)
- To avoid traffic/toll roads (1 or less than 0.1%)

## Question 2: Which do you use most often?



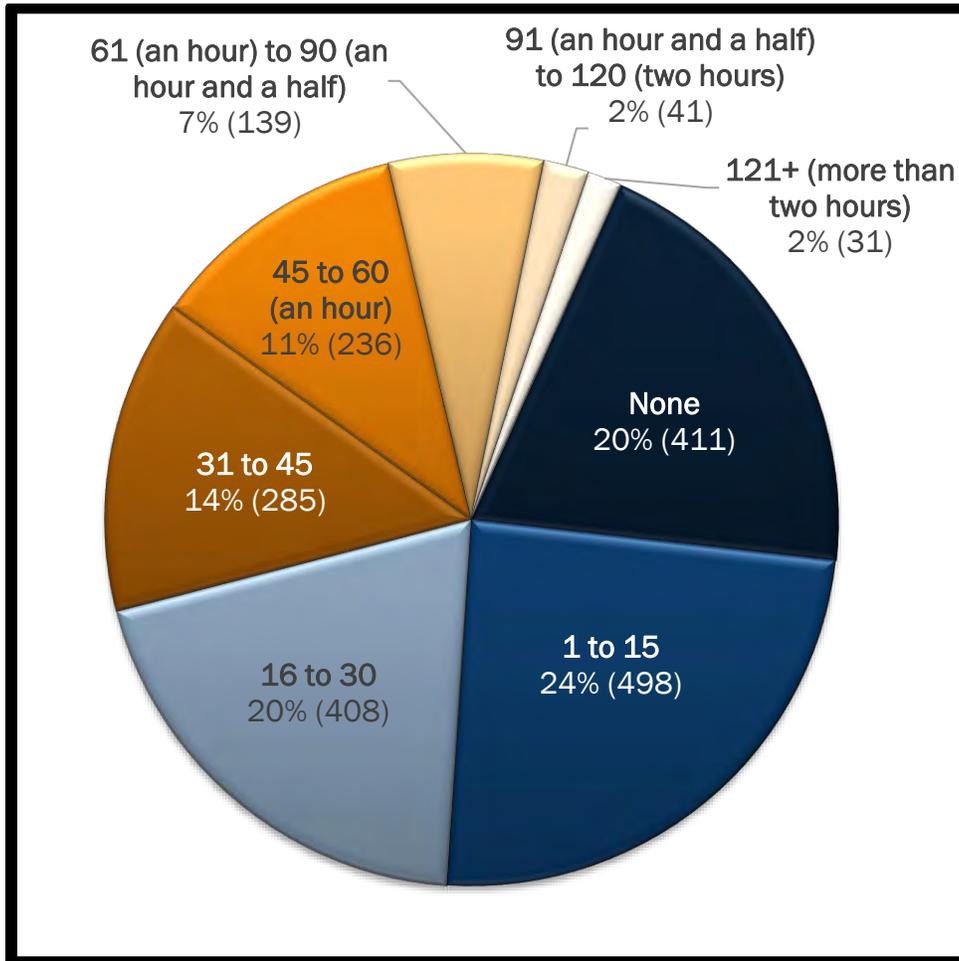
In total, 2,093 respondents answered Question 2; 16 skipped the question. The majority (75%) of respondents answered that they use the I-35 mainlanes most often. Respondents were only allowed to choose one answer to this question.

**Question 3: On average, how many times a day do you use the I-35 corridor, either on the frontage roads or mainlanes?**



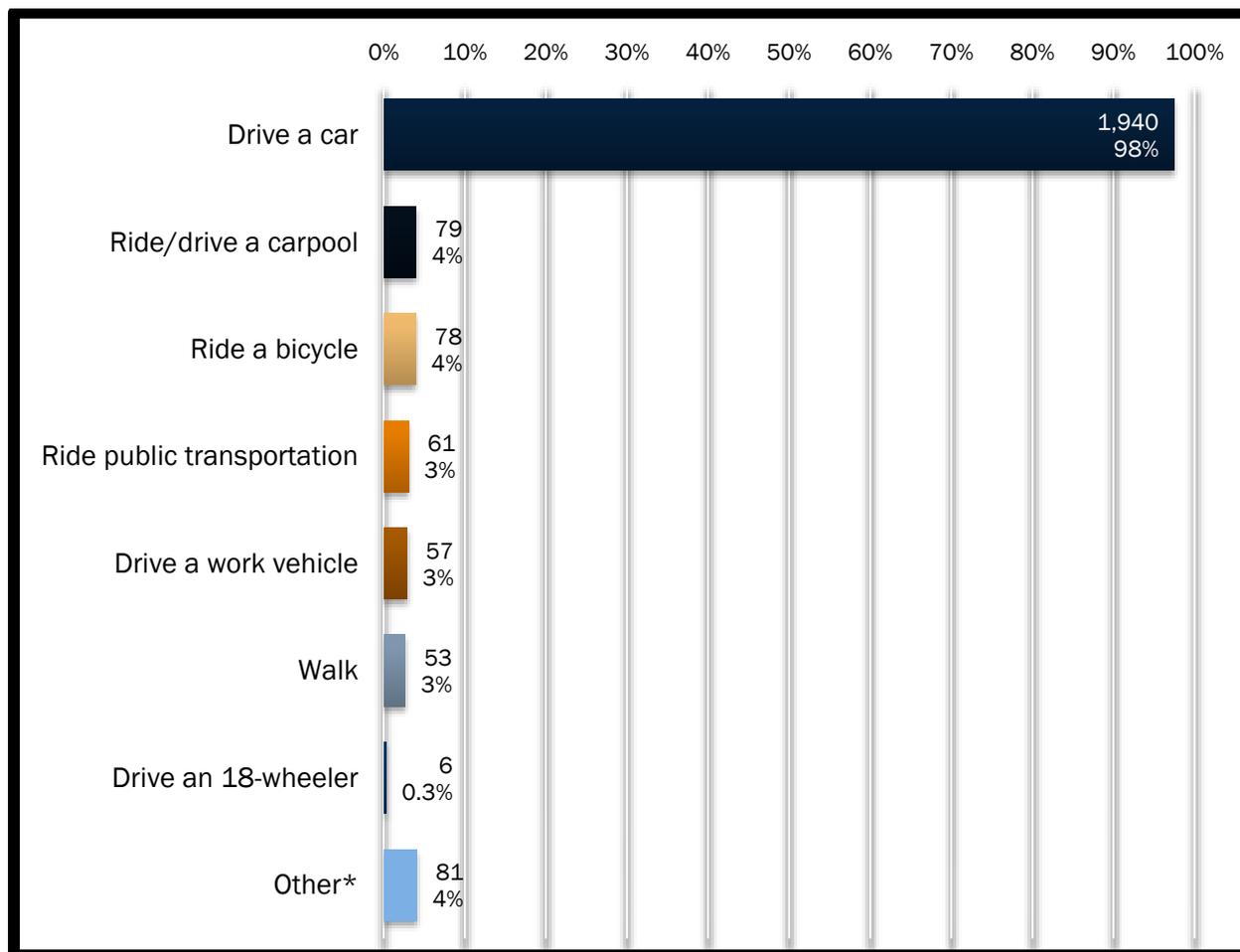
In total, 2,071 respondents answered Question 3; 38 skipped the question. The majority (29%) of respondents answered that they use the corridor at least once a day. Respondents were only allowed to choose one answer to this question.

**Question 4: On average, how many minutes per day do you spend on the I-35 corridor, either on the frontage roads or mainlanes?**



In total, 2,049 respondents answered Question 4; 60 skipped the question. The majority (24%) of respondents answered that they spend an average of one to fifteen minutes on the corridor each day. Respondents were only allowed to choose one answer for this question.

## Question 5: How do you travel north or south on I-35? (Select all that apply)

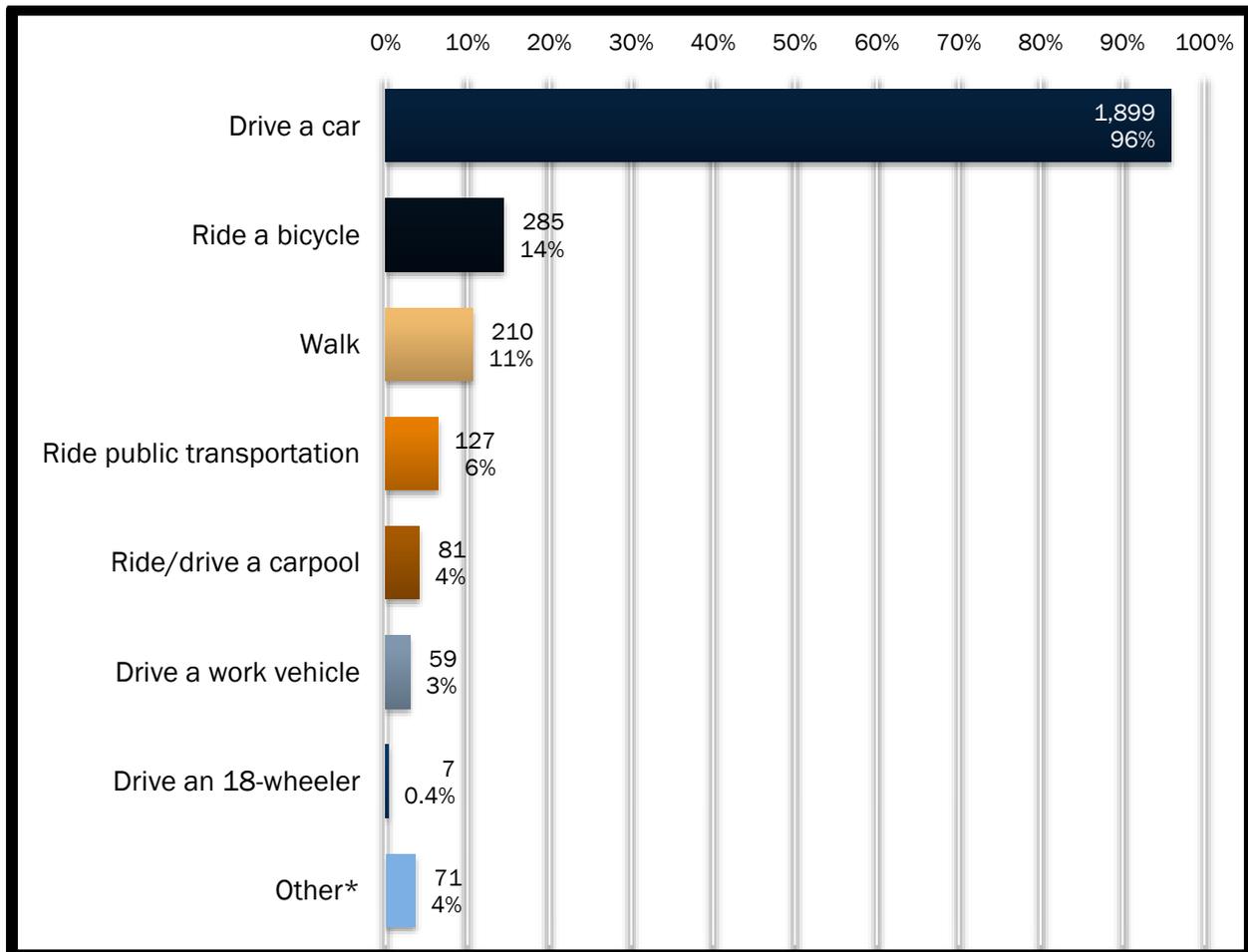


In total, 1,989 respondents answered Question 5; 120 skipped the question. The majority (98%) of respondents answered that they drive a car north or south on I-35. Respondents were allowed to select more than one answer for this question as well as provide their own answer in the “other” response.

There were a total of 81 respondents who answered “other,” of which 53 of those comments were relevant to the question. These responses included:

- Motorcycle (25 or 1.3%)
- Don't use I-35 (13 or 0.7%)
- Rideshare i.e. Uber or Lyft (7 or 0.4%)
- Carshare i.e. Car2Go (5 or 0.3%)
- Pedicab (2 or 0.1%)
- Scooter (1 or 0.1%)

## Question 6: How do you travel east or west on I-35? (Select all that apply)

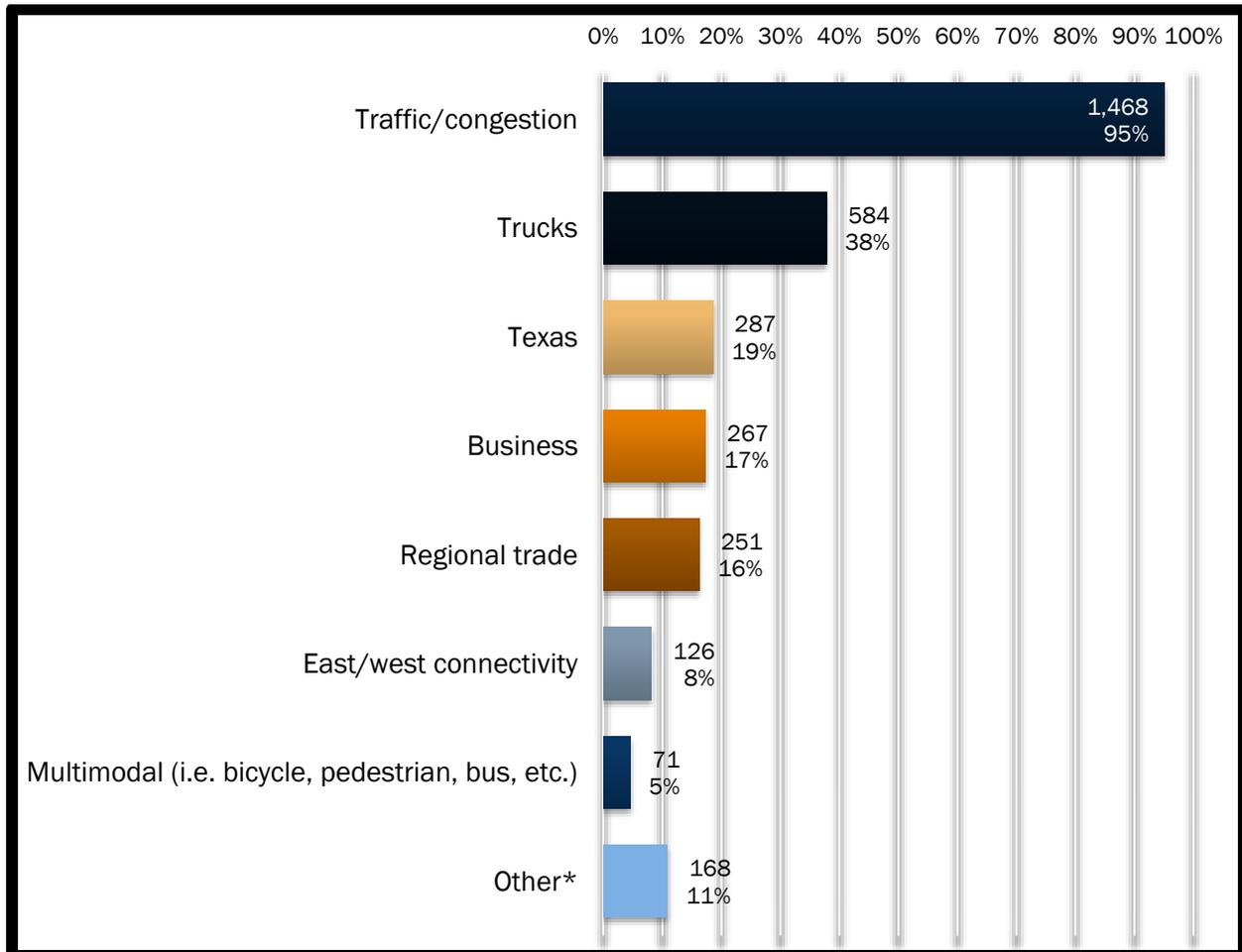


In total, 1,979 respondents answered Question 6; 130 skipped the question. The majority (96%) of respondents answered that they drive a car east or west on I-35. Respondents were allowed to select more than one answer for this question as well as provide their own answer in the “other” response.

There were a total of 71 respondents who answered “other,” of which 45 of those comments were relevant to the question. These responses included:

- Motorcycle (24 or 1.2%)
- Rideshare i.e. Uber or Lyft (10 or 0.5%)
- Carshare i.e. Car2Go (5 or 0.3%)
- Pedicab (2 or 0.1%)
- Scooter (1 or 0.1%)

## Question 7: What does the I-35 corridor mean to you? (Select all that apply)



Due to confusion\*, Question 7 was re-worded on the afternoon of December 10, 2015. The 406 responses made prior to this time have been omitted from the results. After the re-wording, a total of 1,544 respondents answered Question 7; 111 skipped the question. The majority (95%) of respondents answered that, to them, I-35 means traffic/congestion. Respondents were allowed to select more than one answer for this question as well as provide their own answer in the “other” response.

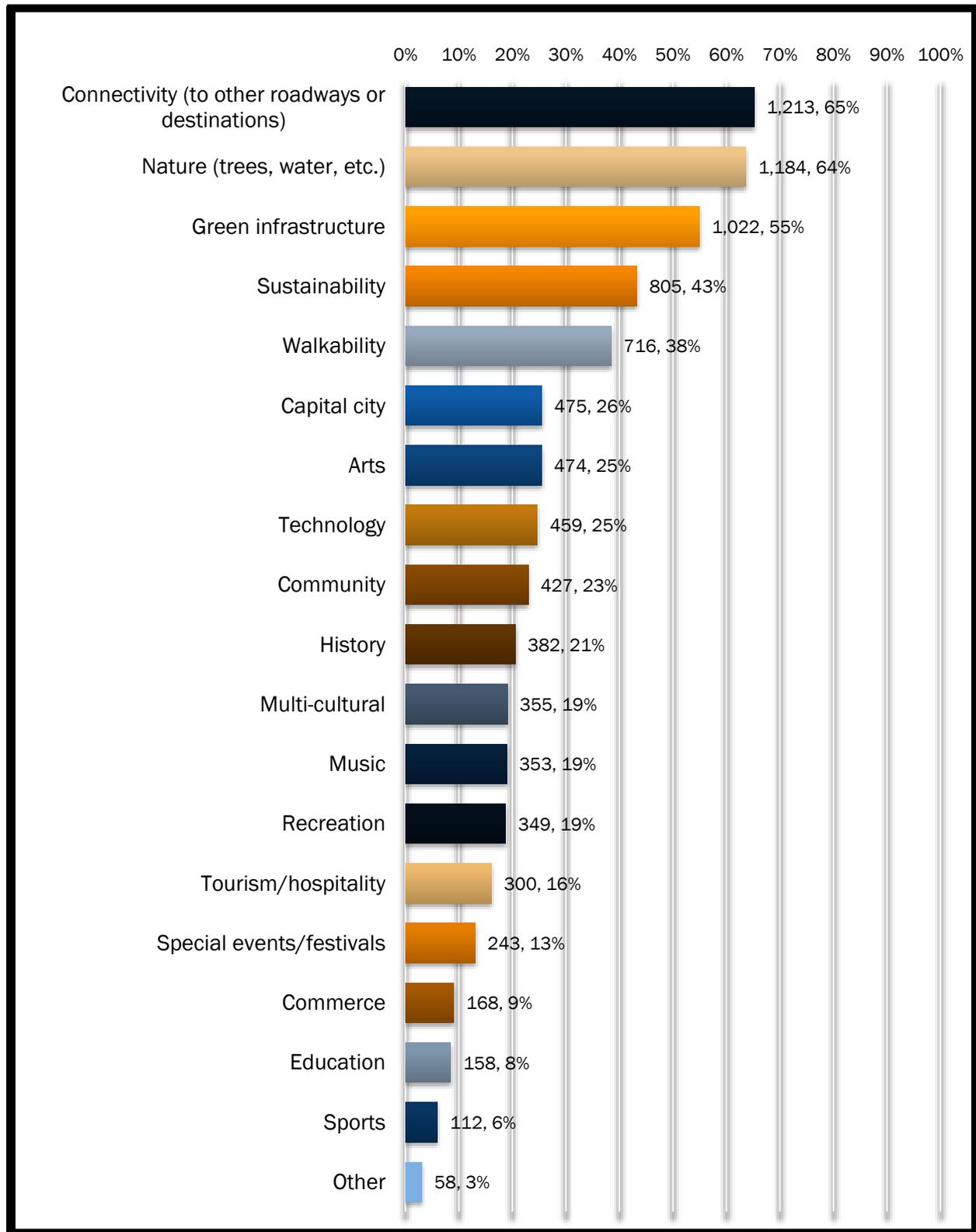
There were a total of 231 respondents who answered “other,” of which 152 of those comments were relevant to the question. These responses included:

- Dangerous, unsafe, or negative feelings (94 or 6%)
- Acts as a barrier between east and west (17 or 1%)
- North/south travel (16 or 1%)
- Travel/connectivity (11 or 0.7%)

- Didn't like/understand question (4 or 0.3%)
- A chance for additional mobility options (3 or 0.2%)
- Neutral or positive feelings (3 or 0.2%)
- Noise (2 or 0.1%)
- Tourism (1 or 0.1%)
- A chance to cut and cap (1 or 0.1%)

*\* Question 7 was initially worded as, "As improvements are made along I-35 in the Austin area, what could this corridor mean to you?" By December 9, 2015, the team had noted a number of concerns in the responses to this question recorded in the "other" option. These included responses such as, "I don't understand the question," and "The answers and available selections make no sense." The Mobility35 team revisited the survey development and determined that an editing error had occurred. Mobility35 staff made the decision to correct the question at that time to its original intent as discussed with the AWG.*

## Question 8: What aspects of Austin culture would you like to see incorporated into the I-35 corridor design? (Select all that apply)

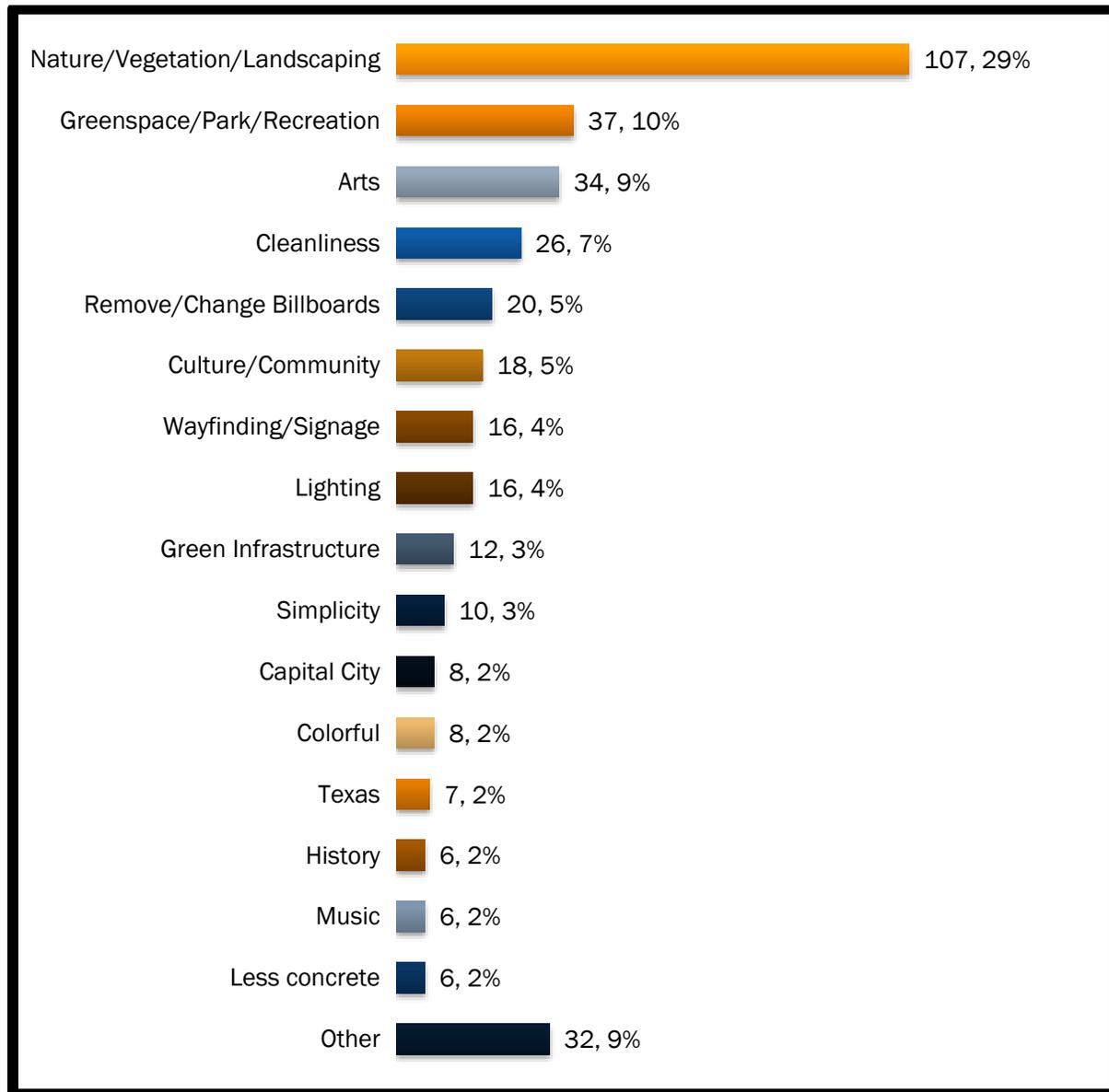


In total, 1,860 respondents answered Question 8; 249 skipped the question. Respondents were allowed to select more than one answer for this question as well as provide their own answer in the “other” response.

There were a total of 343 respondents who answered “other,” of which 58 of those comments were relevant to the question. These responses included:

- Bicycling (21 or 1%)
- Cut and cap (12 or 0.6%)
- Simplicity (9 or 0.5%)
- Cleanliness (5 or 0.3%)
- Modern/contemporary (3 or 0.2%)
- Food (i.e. BBQ, Tacos) (2 or 0.1%)
- Wayfinding (2 or 0.1%)
- Lighting (2 or 0.1%)
- Government (1 or 0.1%)
- Texas (1 or 0.1%)

## Question 9: Please provide any other comments you have regarding the future look of I-35.



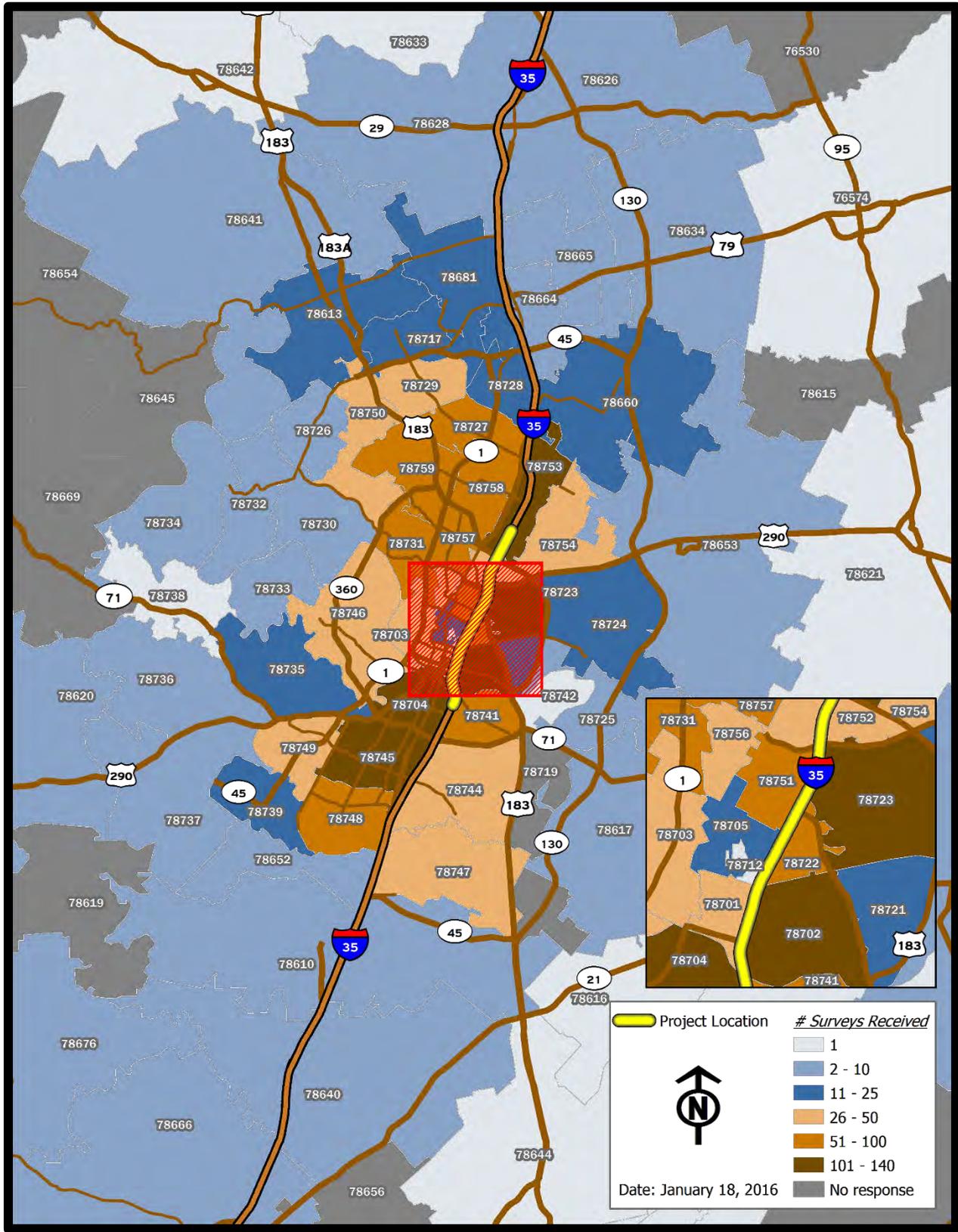
Question 9 is an open-ended question asking survey participants to write their own responses. Overall, 978 respondents answered the question; 1,131 skipped the question. Out of the 978 responses, 272 were applicable to the aesthetics project (they made suggestions or comments regarding the future of I-35 aesthetics). Some respondents had more than one suggestion/comment, and in total, 369 aesthetic suggestions/comments were made. The most popular aesthetic suggestion/comment that was gathered from the responses is that people would prefer to see nature, vegetation, and/or landscaping incorporated into the aesthetics plan (29%).

In addition to the responses shown in the chart above, there was a total of 32 (9%) aesthetic

comments or suggestions that, once categorized, each resulted in a total of less than 1% of all responses. These responses related to:

- Improving the river crossing
- Pollinator habitat
- Austin Skyline
- Central Texas
- Minimizing distractions
- Decorative railing/fencing
- Technology
- Using the space under the bridge
- Modern/progressive
- Moving retail away from I-35
- Urban
- Bats
- Concentrating on slow-moving areas
- Blending in to existing themes

# Question 10: What is your zip code?



Lastly, respondents were asked to state their zip code. This information was used to visualize the wide spread of respondents that participated in the survey who reside adjacent to the corridor and in the outer reaches of Austin and the Greater Austin metropolitan area as well. A total of 1,915 respondents answered this question coming from 98 unique zip codes. Over 100 responders came from each of the zip codes 78702, 78704, 78723, 78745, and 78753. Ten out of eleven zip codes located directly adjacent to the I-35 Aesthetics project limits had at least 20 responders (zip code 78712 is the University of Texas campus and had only one respondent).

## KEY SURVEY TAKEAWAYS

- When asked what the I-35 corridor meant to them, 95% of respondents said “traffic/congestion”
- Around 56% of respondents use the I-35 corridor once or twice daily; 27% say they don’t use I-35 at all. Approximately 67% of respondents avoid I-35 as much as possible.
- Approximately 75% of respondents use the I-35 mainlanes most often
- Average time spent on the corridor: 0 minutes (20%), 1 to 15 minutes (24%), 16 to 30 minutes (20%), and over 30 minutes (36%)
- Approximately 98% of respondents say they travel north or south on I-35 using a car while 96% say they use a car when travelling across I-35 east or west. Additionally, when travelling east/west across I-35, there was an increase in the number of users who travel by bicycle (14% vs 4%) or walking (11% vs 3%) when compared to travelling north/south.
- The top three aspects of Austin culture respondents would like to see incorporated into the I-35 Aesthetics Guidelines are 1) connectivity, 2) nature, and 3) green infrastructure. Each of these options were chosen by at least 55% of respondents.