As part of the public engagement process for Connect Dallas, the City’s first-ever five-year strategic transportation vision, the public was given the opportunity to weigh-in on their travel priorities and major goals for the project via an online or paper survey. This survey was the first major touchpoint between Connect Dallas and the public. Both paper and online surveys were provided in English and Spanish. The online survey, which was live from August 20, 2019 to November 30, 2019, received 4,387 responses. Of these, 4,371 were English responses and 16 were Spanish responses. Paper surveys, which were handed out during several community events, received 219 responses.

Responses from the survey were geographically distributed with the largest concentrations of respondents living in the 75206 and 75204 zip codes.
Survey Results

Survey questions were mostly multiple choice. For some questions, respondents could select multiple choices or add their own. A full list of respondents’ comments is shown in the Appendix of Comments provided at the end of the document. Please note that the paper version of the survey included fewer questions than the online surveys. We have noted where certain questions or answer choices were included or excluded from a particular version of the survey.

Over the last few years, is getting around Dallas easier, about the same, or harder?

The majority of respondents feel that getting around Dallas has gotten harder over the last few years.
How would you rate the following in Dallas?

- **Travel Experience**
  - Excellent: 53%
  - Good: 26%
  - Fair: 19%
  - Poor: 2%

- **Traffic**
  - Excellent: 60%
  - Good: 34%
  - Fair: 5%
  - Poor: 1%

- **Safety while Driving**
  - Excellent: 31%
  - Good: 46%
  - Fair: 20%
  - Poor: 3%

- **Travel Affordability**
  - Excellent: 41%
  - Good: 33%
  - Fair: 29%
  - Poor: 15%

- **Travel Options**
  - Excellent: 37%
  - Good: 34%
  - Fair: 24%
  - Poor: 5%

- **Safety while Biking**
  - Excellent: 56%
  - Good: 17%
  - Fair: 6%
  - Poor: 1%

- **Safety while Walking**
  - Excellent: 40%
  - Good: 36%
  - Fair: 27%
  - Poor: 2%

- **Public Transit (Rail)**
  - Excellent: 31%
  - Good: 29%
  - Fair: 22%
  - Poor: 4%

- **Public Transit (Bus)**
  - Excellent: 33%
  - Good: 27%
  - Fair: 22%
  - Poor: 5%

- **Transit Service (paper survey only)**
  - Excellent: 44%
  - Good: 27%
  - Fair: 23%
  - Poor: 6%

This question asked respondents their opinion on a variety of different travel characteristics. Of the answer choices, respondents rated travel affordability, travel options, and rail transit highly, while traffic, safety while biking, and safety while walking were among the worst.
Most respondents said they travel frequently by personal vehicle, but never travel by bicycle, public transportation, carpool/vanpool, or taxi.

*We received 189 Other comments. Of these, 104 mentioned travel by electric scooter. To view all comments, see the Appendix of Comments in the back.*
Most respondents make decisions about how to travel based on how quickly they can get to their destination and ease of parking there. Exercise, sustainability, and enjoyability do not register as major factors.

- 2,433 respondents said they would like to travel by public transportation (rail) from home to other places.
- 1,920 respondents said they would like to travel by bike from home to other places.
Many people say Dallas needs more public transportation, and that they would ride more if it connected them to more places and were faster. Affordability is not a barrier to public transportation, and most are unwilling to adjust their schedules and walk or bike a short distance to use public transit.
Please indicate how much you agree or disagree with the following statements.

![Bar charts showing responses to various statements related to commuting]

41% of respondents strongly agree that they'd like to spend less time commuting, and 50% of respondents agree or strongly agree that they'd pay more to live closer to work.

How much time are you willing to spend commuting one-way to work?

Note: This question was not included on the paper survey.

![Pie chart showing distribution of time spent commuting]

On average, Dallas residents spend 27 minutes commuting one way to work each day.
How informed do you feel about the travel options available to you in Dallas?
Note: This question was not included on the paper survey.

Over half of respondents only feel somewhat informed about the travel options available to them.

What THREE changes would you like to see through the Connect Dallas process? (Pick three!) Note: This question was not included on the paper survey.

*We received 1 Other response on the Spanish survey. See the Appendix of Comments in the back.
What types of trips do you find most challenging in Dallas?
Note: This question was not included on the paper survey.

- 70% to nearby places
- 17% to places across town
- 13% to places elsewhere in the region

The vast majority of respondents feel that taking trips to places across town are the most challenging.

How much do you agree or disagree with the following statements?
Note: This question was not included on the paper survey.

- 36% strongly agree I find it easy to get around Dallas by bike.
- 28% agree I find it easy to get around Dallas by biking.
- 29% neutral I find it easy to get around Dallas by walking.
- 2% disagree I find it easy to get around Dallas by walking.
- 1% strongly disagree I find it easy to get around Dallas by walking.

- 38% strongly agree I would like to travel by bicycle more in Dallas.
- 20% agree I would like to travel by bicycle more in Dallas.
- 27% neutral I would like to travel by bicycle more in Dallas.
- 9% disagree I would like to travel by bicycle more in Dallas.
- 5% strongly disagree I would like to travel by bicycle more in Dallas.

- 33% strongly agree I would like to travel by walking more in Dallas.
- 30% agree I would like to travel by walking more in Dallas.
- 12% neutral I would like to travel by walking more in Dallas.
- 9% disagree I would like to travel by walking more in Dallas.
- 5% strongly disagree I would like to travel by walking more in Dallas.

Most respondents feel that it is not easy to walk or bike in Dallas, but they would like to be able to travel more by walking and biking.
The top 2 things that prevent people from walking:
- Destinations are too far
- Sidewalks are not connected

Major improvements to the sidewalk system would greatly improve the walking experience.

What are the TWO things that prevent you from WALKING in Dallas? (Pick two!) Note: This question was not included on the paper survey.

- Sidewalks are not connected
- Sidewalks do not feel safe
- Destinations are too far
- Streets are not comfortable or interesting
- Weather

49% 56% 27%

What are the TWO things that prevent you from BICYCLING in Dallas? (Pick two!) Note: This question was not included on the paper survey.

- Not enough bikeways
- Bikeways do not feel safe or comfortable
- Destinations are too far
- Limited bike parking, showers, etc.
- Weather

55% 65% 29% 18% 24%
Please indicate how much you agree or disagree with the following statements.

Note: This question was not included on the paper survey.

55% of respondents strongly agree:
- Smart phones and apps make it easier to plan trips.

Many respondents do not feel that:
- The City of Dallas is prepared for emerging transportation technologies.

How often do you use technology to plan your daily trips?

Note: This question was not included on the paper survey.

72% of respondents use Google Maps/Apple Maps all the time.
Many respondents rarely or never use Waze, Parking apps, or the DART GO pass or website.
Which category includes your age?

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 or younger</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>18 - 24</td>
<td>5%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>28%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>23%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>17%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>16%</td>
</tr>
<tr>
<td>65 or older</td>
<td>11%</td>
</tr>
</tbody>
</table>

Are you White, Black or African American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific Islander, or some other race?

- White: 69%
- Black or African American: 3%
- Asian: 9%
- Native Hawaiian or other Pacific Islander: 5%
- American Indian or Alaskan Native: 10%
- Multiple Races: 1%
- Some other race: 3%
- Prefer not to answer: <1%

*In the Some other race responses, 95 respondents noted Hispanic or Latino.*
What is your gender?

Female 50%  Male 49%  Other

What is your ethnicity? (Please select all that apply.) Note: This question was initially excluded from the English online survey and added after the survey went live. It was not included on the Spanish online survey.

American Indian or Alaskan Native 60%  Asian or Pacific Islander 4%  Black or African American 13%  Hispanic or Latino 15%  White/Caucasian 9%  Other 2%  Prefer not to answer 1%
What is the ZIP code where you work or go to school? (enter 00000 if not applicable)

We received 263 unique ZIP codes.

The largest concentrations of respondents go to school or work in the 75201, 75202, and 75235 zip codes.
Survey Limitations

- Between each version of the survey – paper, English online, and Spanish online – there are discrepancies in which questions and answer choices were included. We have noted on which version of the survey a particular question or answer choice was included/excluded. As this may impact the total number of responses for a given question or answer choice, please keep this in mind when analyzing the results.
- Question 11 – *What is your ethnicity?* – was initially featured on the paper survey only. This question was later added to the English online survey (after the survey had gone live). For this reason, Question 11 has a lower response rate than other questions featured on the online survey.
- For this survey we engaged with many people of different races and ethnicities. However some populations are under-represented and do not mirror the larger demographic composition of the city of Dallas, including African-American or Black and Hispanic or Latino communities.

Appendix of Comments

How often do you travel by....?

Open-ended responses:
- Combination biking and rail system, usually
- Scooter
- Uber or bird scooters
- Scooter
- Scooters
- Scooter
- Scooter
- Combination biking and rail system, usually
- Shared/rental scooter
- Paratransit
- Uber occasionally
- Only time to Uber, taxi, Lyft is when going to hospital for surgery and to get home. 1-2 times a year.
- Relative drives me
- Friend
- Uber/Lyft = frequently
- Scooters
- Trolley! Scooters
- Scooter or bike share program
- Scooter
- DART Taxi Subsidy
- Scooter / bike rental
- Rental Scooter
- Scooter
- Scooter
- Electric scooter
- Golf cart around the neighborhood
- Scooter
- Scooter, Infrequently
- Scooter (infrequently)
- Electric scooters
- Scooter
- Electric Scooter (last mile)
- Scooter / Bike Share
- Scooter
- Scooters!
- E-Scooter to connect between home/work and dart rail stations.
- Scooter
- Uber
- Scooter every day
- Used to use LimeBike etc. then they all disappeared.
- Train and bus take twice as long to get to work because it goes downtown first and I drive East to west
- Skateboard
- Scooter Sharing Service
- Scooters
- Scooter infrequently
- Electric Scooter
- Scooters Once a week
- Electronic scooters
- Mostly bike to avoid car traffic
- Scooters
- Electric Scooter - frequently
- Shared ride Scooter (Bird) - infrequently
- Electric scooter
- Biking
- Scooter
- I travel for work long distances around DFW where public transportation is not available.
- Streetcar (2 or less)
- Skateboard infrequently
- Scooter rental
- Scooter!
- Scooters! Dallas saving grace to the
parking shortage. (And awful public transportation)

- McKinney Ave Trolley!
- Electric scooter

I commute via motorcycle and fear for my life every day. Texas needs to legalize land splitting so I do not have to worry about getting rear ended.

- Scooter
- Scooter

I will occasionally (once or twice a month) take a scooter from my apartment to dinner.

- Uber/Lyft frequently
- Scooter
- Electric Scooter

No Rail or Bus from McKinney. Traffic keeps suffocating

- E-Scooter weekly
- Scooter
- Scooter

Uber once or twice a year, at the most.

- Streetcars!! Need more. West DALLAS?
- Uber
- Scooter
- My personal vehical
- eScooters

Generally, when I ride the train, I must walk more than I have time to do so (particularly during the work week). Therefore, I drive more than I desire/should.

- UBER
- Uber

I live 45 miles from Dallas, and the closest public transportation is 25 miles away from my home.

- Scooter
- I live outside of the City of Dallas nothing available
• Sr citizen living in State Thomas. travel nontraffic rush
• Scooters like Bird and Jump are awesome for trips within a couple miles.
• Scooter 1-2 times per week
• I never use those deathtrap scooters. Trolley unfortunately doesn’t go where I need or I’d use that.
• As needed
• Scooter
• Rent scooter
• Scooter infrequently
• Scooter
• A limo driver to and from airports
• Scooter ~3x week
• Scooters
• I am so sad the electric bikeshares are no longer available!
• Scooter
• I do take DART and like it, but it doesn't go where I need it to.
• Hitch hiking
• Scooters very often
• Trolley
• Trolley - about once a week
• Scooter
• Scooter
• Scooter - 2 or less/week
• Hard to answer since I may not ride anything every week. Should have made this a monthly metric to capture more data. Unless you are just concerned about people downtown.
• Super Shuttle to airports, but it is increasingly EXPENSIVE.
• Scooters, often
• Ride from Family/Friends
• None available
• Electric scooters
• Electric Bike
• Paratransit
• Uber
• Scooter
• Have used rail or bus for sporting events. Bus schedules are inefficient taking too long with many transfers
• scooter
• Scooters
• Bird scooter, infrequently
• Moto scooter.
• Do not live close to Dart rail. Bus service in east Dallas is confusing, i.e. Abrams Rd. buses have different names (on Abrams, Matilda, etc. Renumbering about a year ago confused finding the routes needed.
• Uber
• Airport Shuttle
• Electric Scooter
• Scooter
• Light rail is no where near where I live
• Southwest has VERY POOR public transportation
• Scooters, Tram
• I would use rail if it was better
• Electric Scooter (Transportation Litter)
• Scooter!
• I would go by bus if the bus were efficient.
• Husband drives me
• If going to airport, then we have used Uber or Taxi. In looking at travel by train for job opportunities the train end locations are not convenient to work locations. How would I get to an office location from DFW, rely on a cab everyday? Why when I can drive. Dallas Metroplex isn't NYC where a train stop or Ferry ride puts you into city locations. The city would have to expand the subway all over to make it feasible then the frequent stops and transfers may make it less efficient than taking a car.
• In some cases I choose infrequently 1 or 2 times a month, bot a week. If there were adequate sidewalks, I would walk to places more.
• Rent a scooter
• You need another choice, periodically instead of never
• Bicicleta
**At a Glance**

<table>
<thead>
<tr>
<th>Participants</th>
<th>2,500+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Points</td>
<td>36,000+</td>
</tr>
<tr>
<td>Comments</td>
<td>650+</td>
</tr>
</tbody>
</table>

### What is MetroQuest?
An online survey designed to educate the public about the project and collect feedback using five interactive and visual screens.

### How long was the survey active?
February 11, 2020 to March 31, 2020

### How was it advertised?
- Official city social media channels
- Rack cards at local events
- Word of mouth
- In person promotion at stakeholder events and neighborhood groups

### What were participants asked?
1) Prioritize six driving principles
2) Consider tradeoffs associated with limited transportation resources
3) Rate three land use and transportation scenarios
### Participant Profile

#### Age Distribution
- 17 or younger: 6.9%
- 18 to 24: 40.7%
- 25 to 34: 22.2%
- 35 to 44: 12.9%
- 45 to 54: 10.1%
- 55 to 64: 6.9%
- 65 or older: 0.2%

#### Ethnicity Distribution
- White/Caucasian: 67.5%
- Hispanic/Latino: 11.6%
- Black/African American: 8.6%
- Asian/Pacific Islander: 3.4%
- American Indian/Alaskan Native: 0.5%
- Other: 2.7%
- Prefer not to answer: 5.8%

#### Race and Hispanic Origin - 2019 Estimate - US Census
- White alone: 62.5%
- Black or African American alone: 24.3%
- American Indian and Alaska Native alone: 0.3%
- Asian alone: 3.4%
- Native Hawaiian and Other Pacific Islander alone: 0.0%
- Two or More Races: 2.5%
- Hispanic or Latino: 41.7%
- White alone, not Hispanic or Latino: 29.0%
Participants were asked to rate the importance of six driving principles selected by Dallas City Council and Department of Transportation staff. These principles will be referenced throughout the plan.

Driving Principles

<table>
<thead>
<tr>
<th>Principle</th>
<th>FREQUENCY</th>
<th>INTENSITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety</td>
<td>1,422</td>
<td>2.5</td>
</tr>
<tr>
<td>Environmental Sustainability</td>
<td>1,416</td>
<td>2.7</td>
</tr>
<tr>
<td>Equity</td>
<td>1,326</td>
<td>3.1</td>
</tr>
<tr>
<td>Economic Vitality</td>
<td>1,322</td>
<td>3.1</td>
</tr>
<tr>
<td>Housing</td>
<td>1,219</td>
<td>3.1</td>
</tr>
<tr>
<td>Innovation</td>
<td>1,120</td>
<td>3.4</td>
</tr>
</tbody>
</table>

FREQUENCY refers to how often a principle was ranked in the top five. It is shown in the multicolored bar chart.

INTENSITY is the average ranking when ranked in the top five. It is shown in the black line chart.

Safety and Environmental Sustainability were ranked in the top 5 by 90% of participants.

The relatively flat chart reinforces the importance of each of the driving principles.
Setting a course for mobility in Dallas will require thoughtful consideration of various tradeoffs, especially because we have limited resources. Participants indicated their position on each tradeoff by selecting one of five buttons on the spectrum.

<table>
<thead>
<tr>
<th>Tradeoffs</th>
<th>If we had the same amount of money to spend, should we...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size of Projects</td>
<td>Focus on big projects <strong>OR</strong> Focus on small projects</td>
</tr>
<tr>
<td>Where We Travel</td>
<td>Make it easier to travel within Dallas <strong>OR</strong> Make it easier to travel beyond Dallas</td>
</tr>
<tr>
<td>How We Travel</td>
<td>Add space for cars <strong>OR</strong> Add space for bikes, pedestrians, and transit</td>
</tr>
<tr>
<td>Where We Invest</td>
<td>Spread transportation investments around <strong>OR</strong> Focus where the need is greatest</td>
</tr>
<tr>
<td>How We Invest</td>
<td>Maintain the existing transportation system <strong>OR</strong> Expand the transportation system</td>
</tr>
</tbody>
</table>
If we had the same amount of money to spend, should we spend it on big projects or small projects?

**Tradeoffs**

Size of Projects

**Focus on big projects**
- Percent of Total: 41.7%
- Total Count: 378

**Focus on small projects**
- Percent of Total: 43.4%
- Total Count: 617

**Neutral**
- Percent of Total: 14.9%
- Total Count: 356
Tradeoffs

Where We Travel

If we had the same amount of money to spend, should we focus on travel within Dallas or to places outside of Dallas?

Make it easier to travel within Dallas

- Neutral: 441
- >: 116
- >>: 150
- Total Count: 1,398
- Percent of Total: 78.7%

Make it easier to travel beyond Dallas

- <: 230
- >: 150
- >>: 116
- Neutral: 441
- Total Count: 697
- Percent of Total: 16.3%

AVERAGE
If we had the same amount of money to spend, should we focus on adding space for cars or space for other ways to travel?

How We Travel

Add space for cars

Add space for bikes, pedestrians, and transit

Percent of Total

16.5%

5.0%

78.5%

267
118
114
350
1,476

Neutral

Total Count

AVERAGE
Tradeoffs

Where We Invest

If we had the same amount of money to spend, should we spread investments around or focus where the need is greatest?

Spread transportation investments around

Focus where the need is greatest

<table>
<thead>
<tr>
<th>Spread</th>
<th>Where We Invest</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ $ $ $ $</td>
<td>29.0%</td>
<td>$ $ $ $ $</td>
</tr>
<tr>
<td>$ $ $ $ $</td>
<td>$ $ $ $ $</td>
<td></td>
</tr>
<tr>
<td>$ $ $ $ $</td>
<td>$ $ $ $ $</td>
<td></td>
</tr>
<tr>
<td>$ $ $ $ $</td>
<td>$ $ $ $ $</td>
<td></td>
</tr>
<tr>
<td>$ $ $ $ $</td>
<td>$ $ $ $ $</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Focus</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ $ $ $ $</td>
<td>63.0%</td>
</tr>
<tr>
<td>$ $ $ $ $</td>
<td>$ $ $ $ $</td>
</tr>
<tr>
<td>$ $ $ $ $</td>
<td>$ $ $ $ $</td>
</tr>
<tr>
<td>$ $ $ $ $</td>
<td>$ $ $ $ $</td>
</tr>
<tr>
<td>$ $ $ $ $</td>
<td>$ $ $ $ $</td>
</tr>
</tbody>
</table>

AVERAGE

Total Count

373 | 293 | 635 | 808

Neutral
If we had the same amount of money to spend, should we focus on maintaining or expanding the transportation system?
We created three scenarios that vary in the type and level of new transportation investments and how we accommodate future growth. Based on the information provided, participants rated each scenario on a 1 to 5 star scale and left an optional comment.

### Scenario A
- TOTAL COST BY 2045: $$$$$
- Promotes compact growth and transit-oriented development
- NEW ROADWAY LANE MILES: 65
- NEW MILES OF TRANSIT: 225
- NEW MILES OF BIKEWAYS AND TRAILS: 885
- Offers more travel choices, especially for short trips
- Encourages active transportation
- Creates mixed-use centers near major transit hubs
- Promotes compact growth in underutilized areas

### Scenario B
- TOTAL COST BY 2045: $$$$$
- Maintains current growth patterns
- NEW ROADWAY LANE MILES: 463
- NEW MILES OF TRANSIT: 48
- NEW MILES OF BIKEWAYS AND TRAILS: 273
- Maintains current transportation funding levels
- Considers needs identified in previous plans
- Emphasizes priority projects from previous plans
- Mirrors current growth trends and patterns

### Scenario C
- TOTAL COST BY 2045: $$$$$
- Promotes growth along highway corridors and regional development
- NEW ROADWAY LANE MILES: 541
- NEW MILES OF TRANSIT: 74
- NEW MILES OF BIKEWAYS AND TRAILS: 307
- Enhances regional transit, including buses and rail
- Includes the 50-mile commuter/recreation trail loop
- Improves major highways to improve regional travel
- Focuses development along major roads
### Scenarios

<table>
<thead>
<tr>
<th>REPORT CARD</th>
<th>Scenario A</th>
<th>Scenario B</th>
<th>Scenario C</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAFETY</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>ENVIRONMENTAL</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>SUSTAINABILITY</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>EQUITY</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>ECONOMIC VITALITY</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>HOUSING</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>INNOVATION</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️</td>
</tr>
</tbody>
</table>

### Average Rating

- **Scenario A**: 4.28 Stars
- **Scenario B**: 2.29 Stars
- **Scenario C**: 2.99 Stars