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INFORMATION:

City of Charlotte 2014 Transportation Survey

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Every two years, the Charlotte Department of Transportation conducts a transportation-related public opinion survey. The survey, conducted by The Jackson Group, collected responses from June 9 – June 27, 2014. The survey results include responses from 404 randomly selected households within Charlotte’s city limits and ETJ, using both landline and wireless phone numbers.

Survey questions sought opinions on a variety of topics including:

- Existing driving conditions
- Possible solutions to congestion
- Priorities for public sector actions
- Centers, Corridors and Wedges Growth Strategy
- Pedestrian and bicycle travel
- Funding options for road construction and maintenance
- Speeding and safety

Five of the key findings from the latest survey include:

- 43% describe their route to work as “very congested” or “somewhat congested”
- 80% support streets designed to accommodate all users
- 80% believe sidewalks should be provided on thoroughfares
- 86% believe a bike network should exist that includes bike lanes, routes, and greenways
- 65% support the Centers, Corridors and Wedges Growth Framework
- 88% understand the meaning of a flashing yellow arrow on a traffic signal

The survey information is used to inform citizens, elected officials and staff about the City’s transportation challenges and opportunities. For example, data from the 2010 survey helped shape the Transportation Action Plan update in 2011 and has been used in staff presentations on a variety of planning initiatives. Surveys have been conducted since 2001, and the responses have been largely unchanged over the years.

The attached document summarizes the survey results. The full report and tabulated data can be found at the following link

<http://charmeck.org/city/charlotte/Transportation/PlansProjects/Pages/TransportationSurvey.aspx>



2014 Transportation
Survey Summary.pdf

Economic Impact of Recent Liverpool/AC Milan Soccer Match

Staff Resource: Ron Kimble, City Manager's Office, 704-336-4169, rkimble@charlottenc.gov

The CRVA has released economic impact figures from the recent Liverpool vs. AC Milan soccer match at Bank of America Stadium. The match, held on August 2, 2014, was part of the Guinness International Champions Cup. Announced attendance was 69,364.

CRVA's economic impact calculations were based on data from attendee surveys, ticket data, and hotel data. The results focused primarily on the economic impact of the estimated 37,000 out-of-town attendees, and limited its scope to the economic impact within the Charlotte metropolitan statistical area. Totals include both direct impact, dollars spent directly by visitors into local businesses, and indirect or induced impact, the sum of additional business-to-business sales caused by visitor spending.

The total economic impact is calculated to be \$16.54 million, with \$8.28 million in direct spending. Labor income, the sum of employee compensation and proprietor income caused by visitor spending, is calculated at \$5.01 million. Finally, visitor spending supported 119 jobs.

These totals indicate that the match had a strong economic impact on the region. Council members may contact Tom Murray at the CRVA for more information.

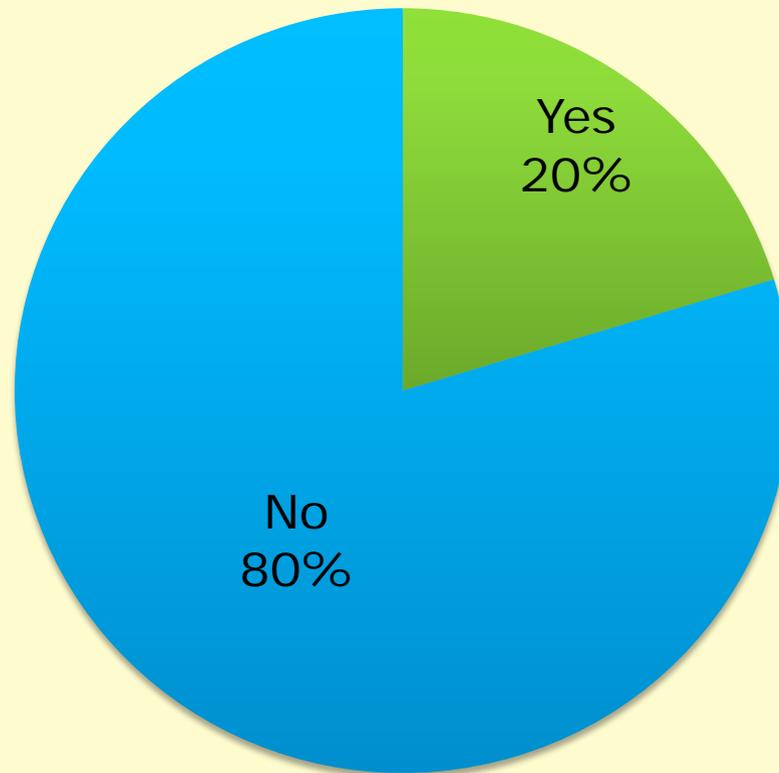


What are the public's expectations about transportation?

2014 Transportation Survey Results

2014 Transportation Survey

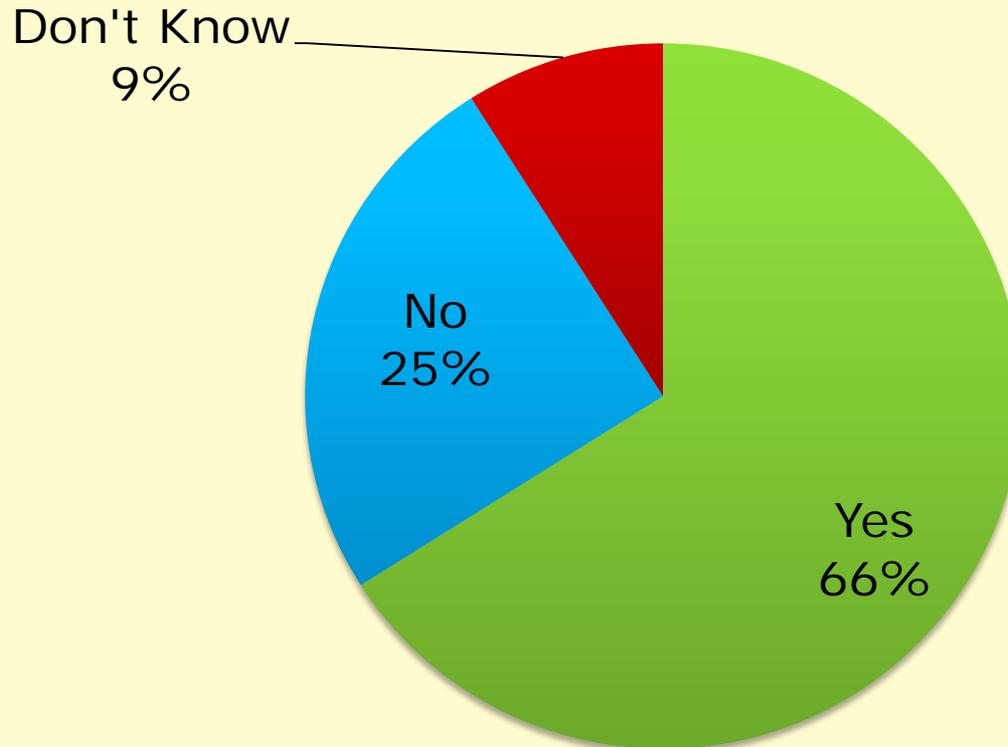
Are you aware of the City's growth management strategy known as the "Centers, Corridors and Wedges"?



No = 73.5% in 2007

2014 Transportation Survey

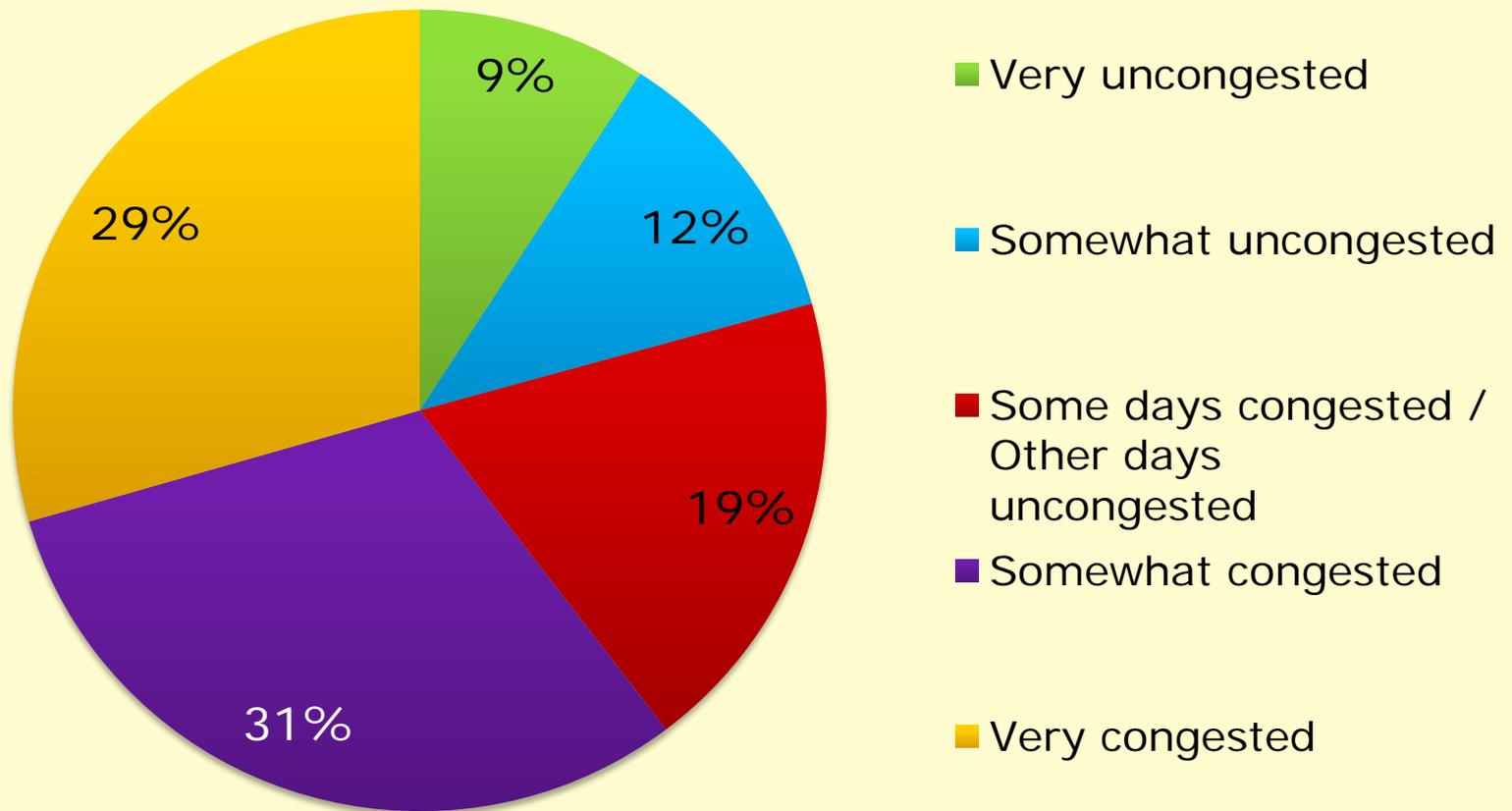
Do you believe that the City of Charlotte should steer growth to areas where there is sufficient infrastructure to accommodate it and steer growth away from areas there is not sufficient infrastructure?



Yes = 73.8% in 2007

2014 Transportation Survey

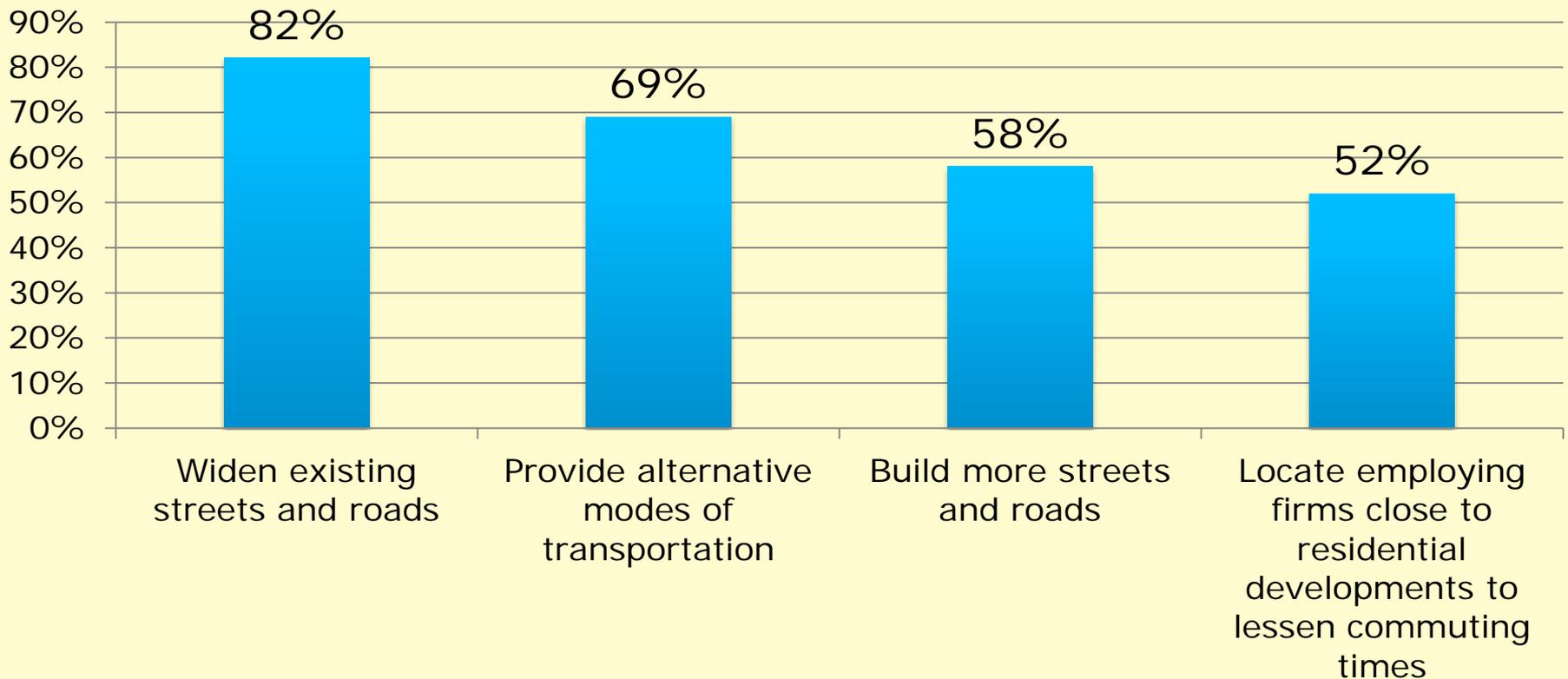
Describe your route to work...



Somewhat Congested = 34.4% in 2001
Very Congested = 31.8% in 2001

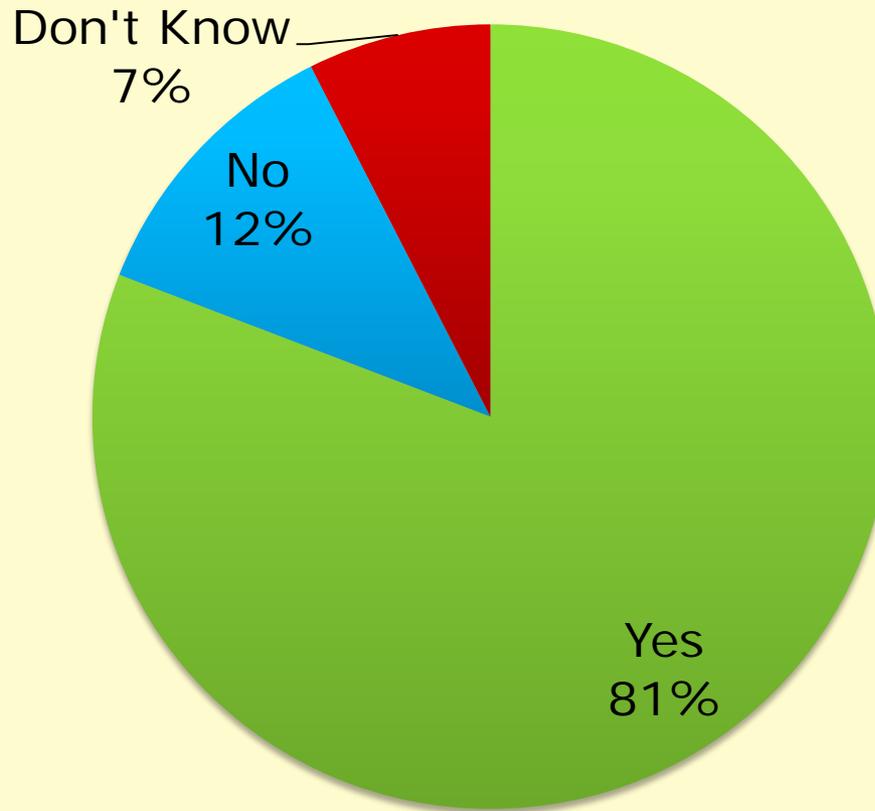
2014 Transportation Survey

If the route you take to work is or were to become extremely congested, which of the following actions should the City of Charlotte or the State take to relieve congestion?

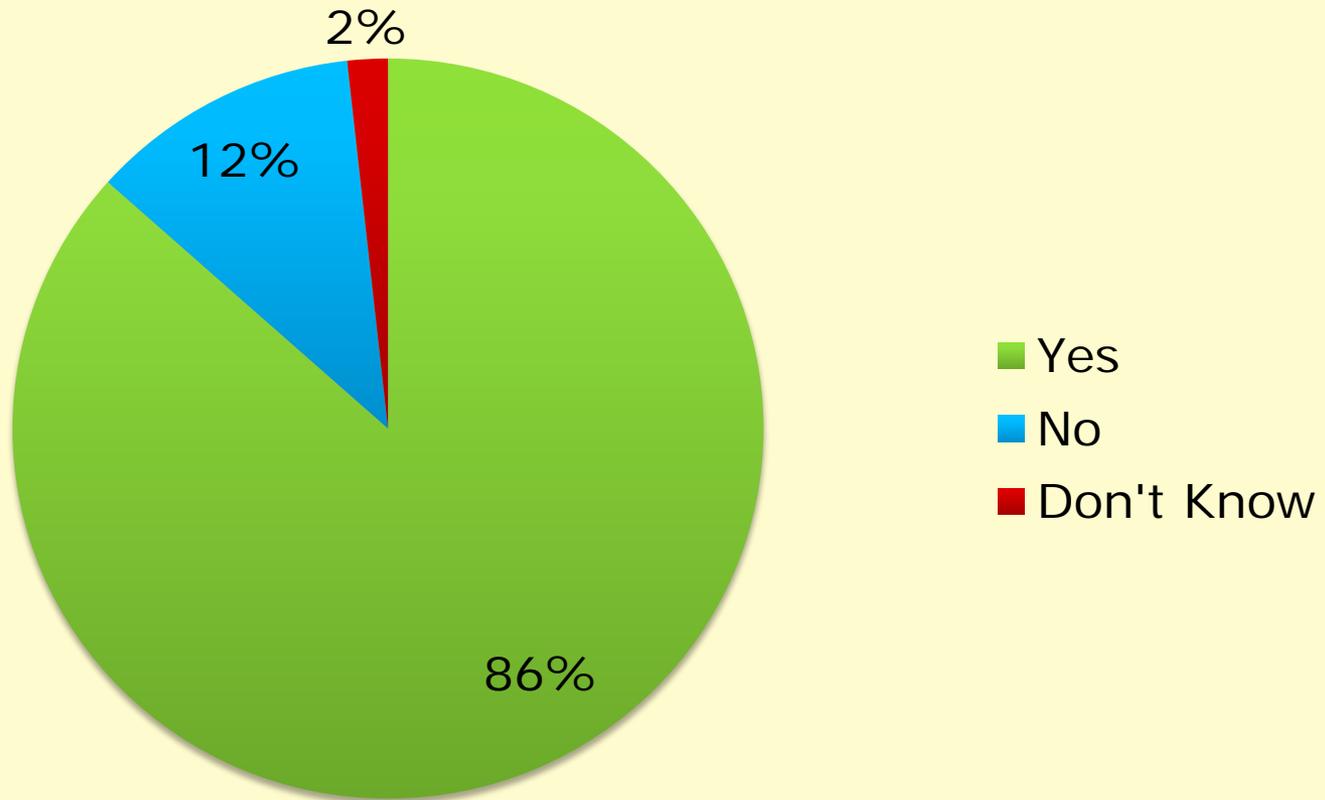


2014 Transportation Survey

Do you believe that sidewalks should be provided on thoroughfares in Charlotte?

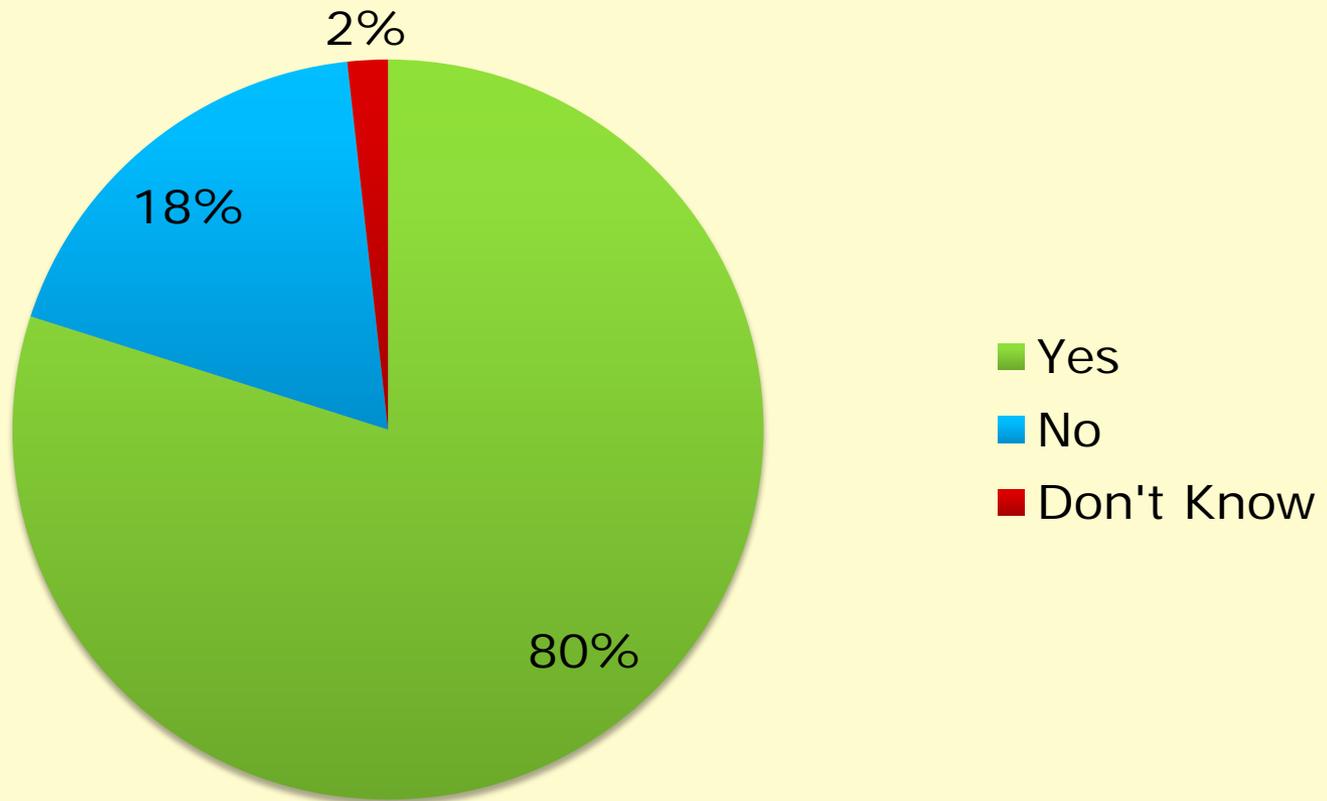


Do you believe that a bike network should exist that includes bike lanes, routes, and greenways?



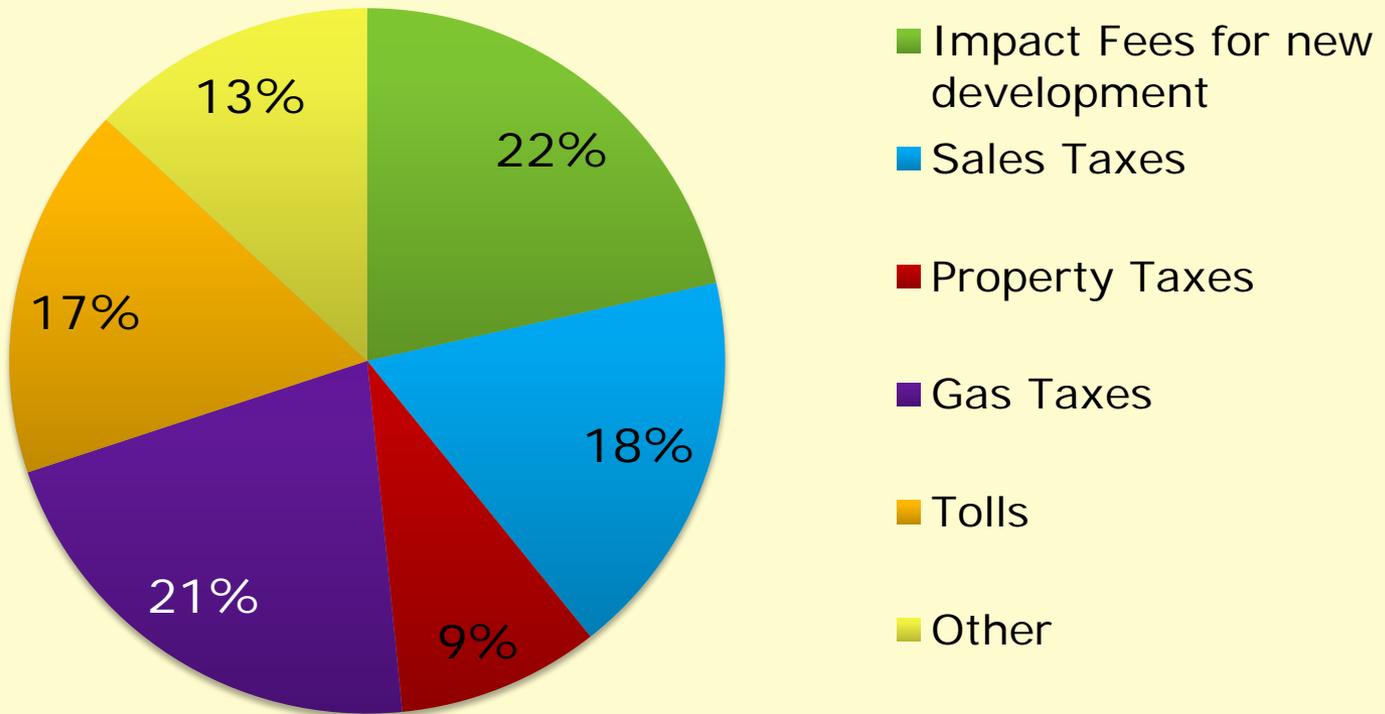
2014 Transportation Survey

Do you believe roads should be designed to accommodate all users including motorists, pedestrians, bicyclists, and transit users?



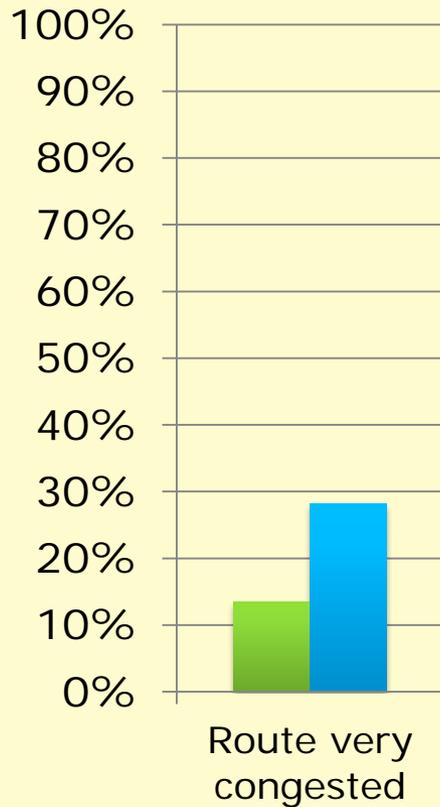
2014 Transportation Survey

How should the government pay for new roads?

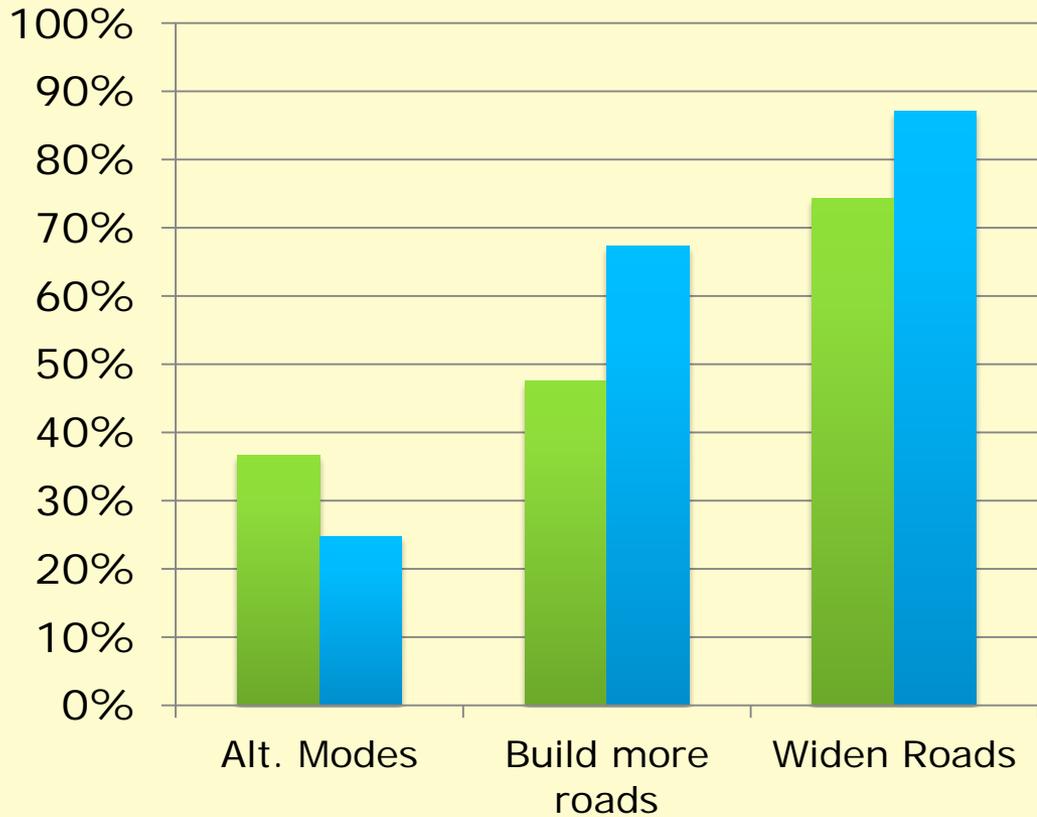


Inside vs Outside Route 4

From "Describe your route to work..."



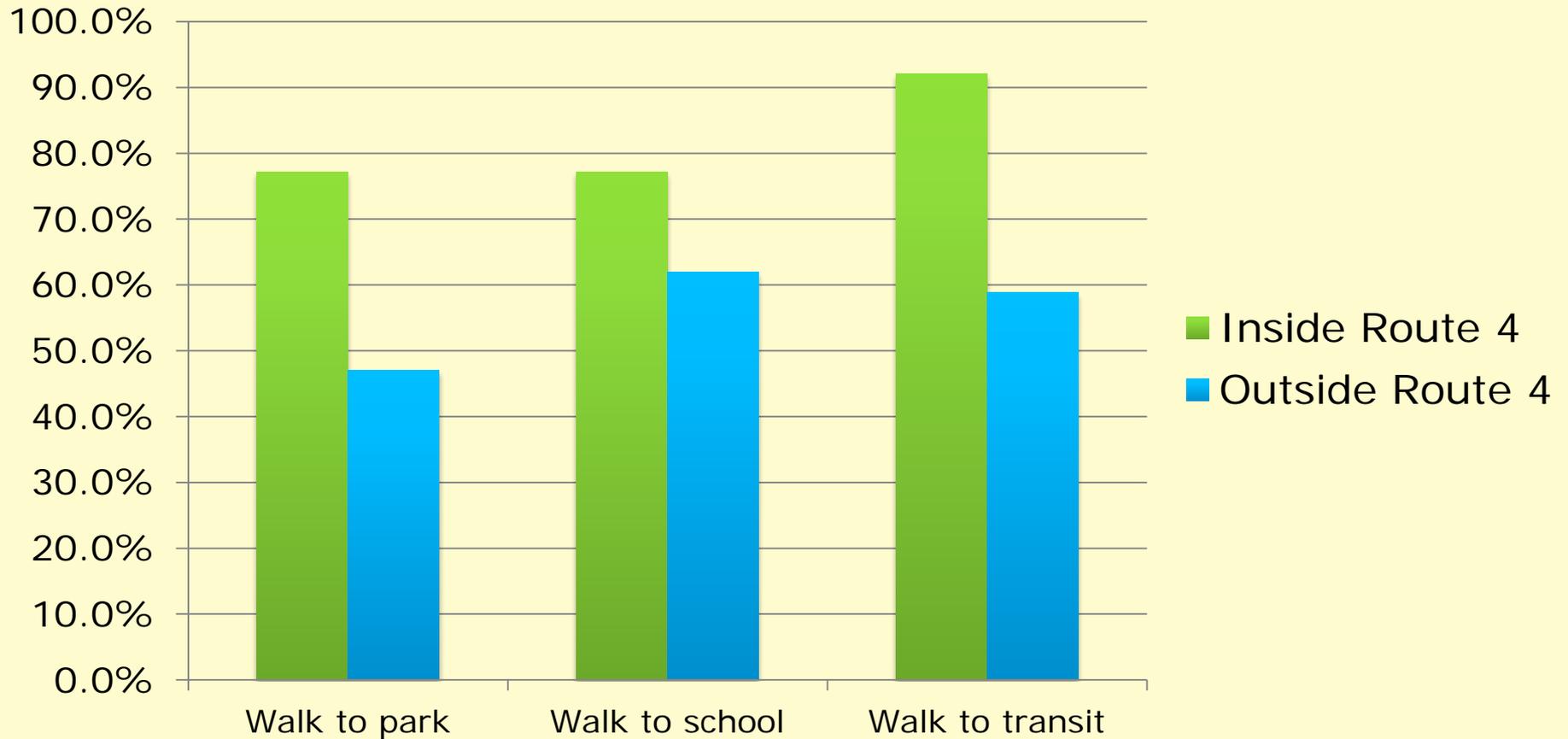
From "What should [government] do to relieve congestion..."



■ Inside Route 4 ■ Outside Route 4

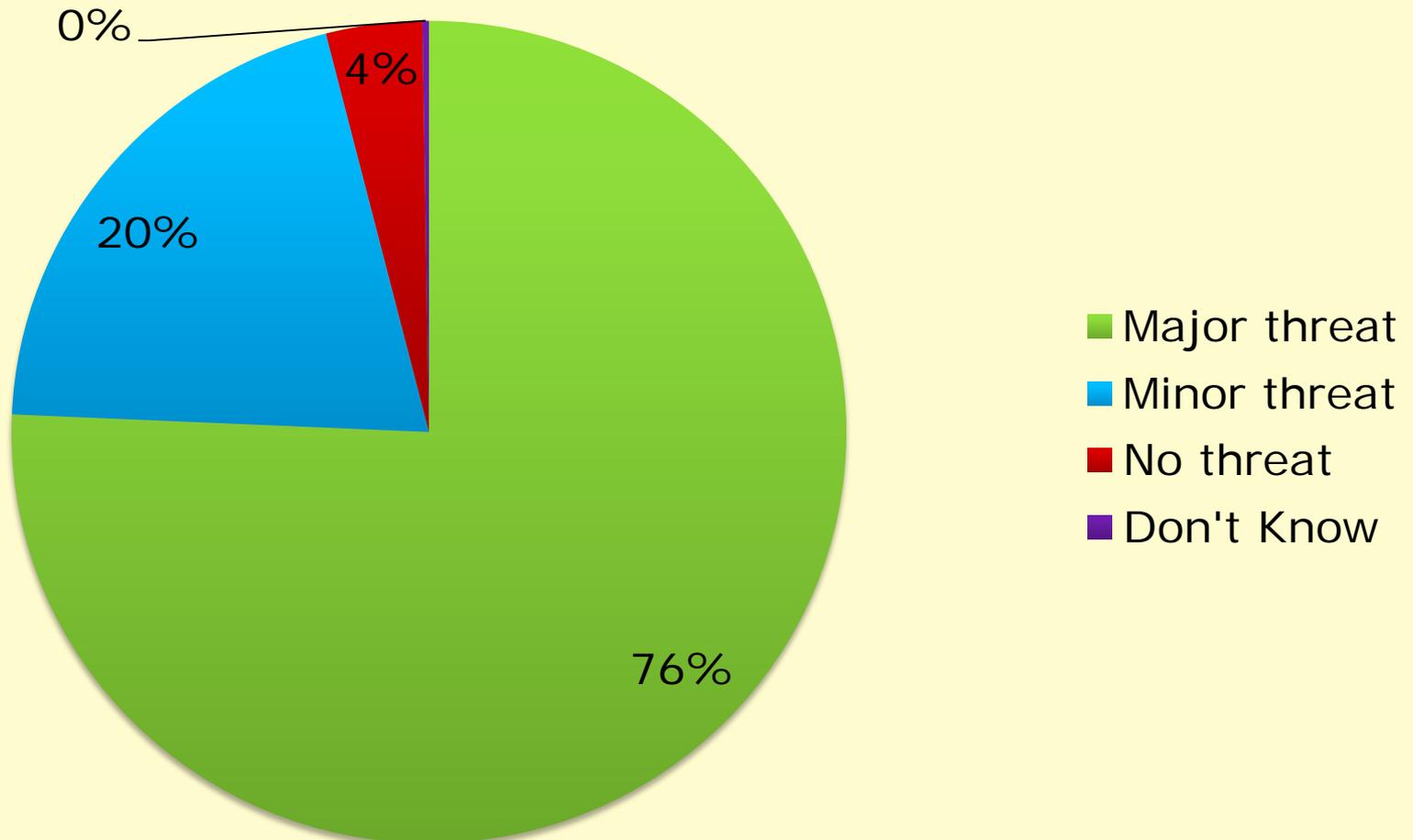
Inside vs Outside Route 4

From "Can you walk to ... within 10 minutes?"



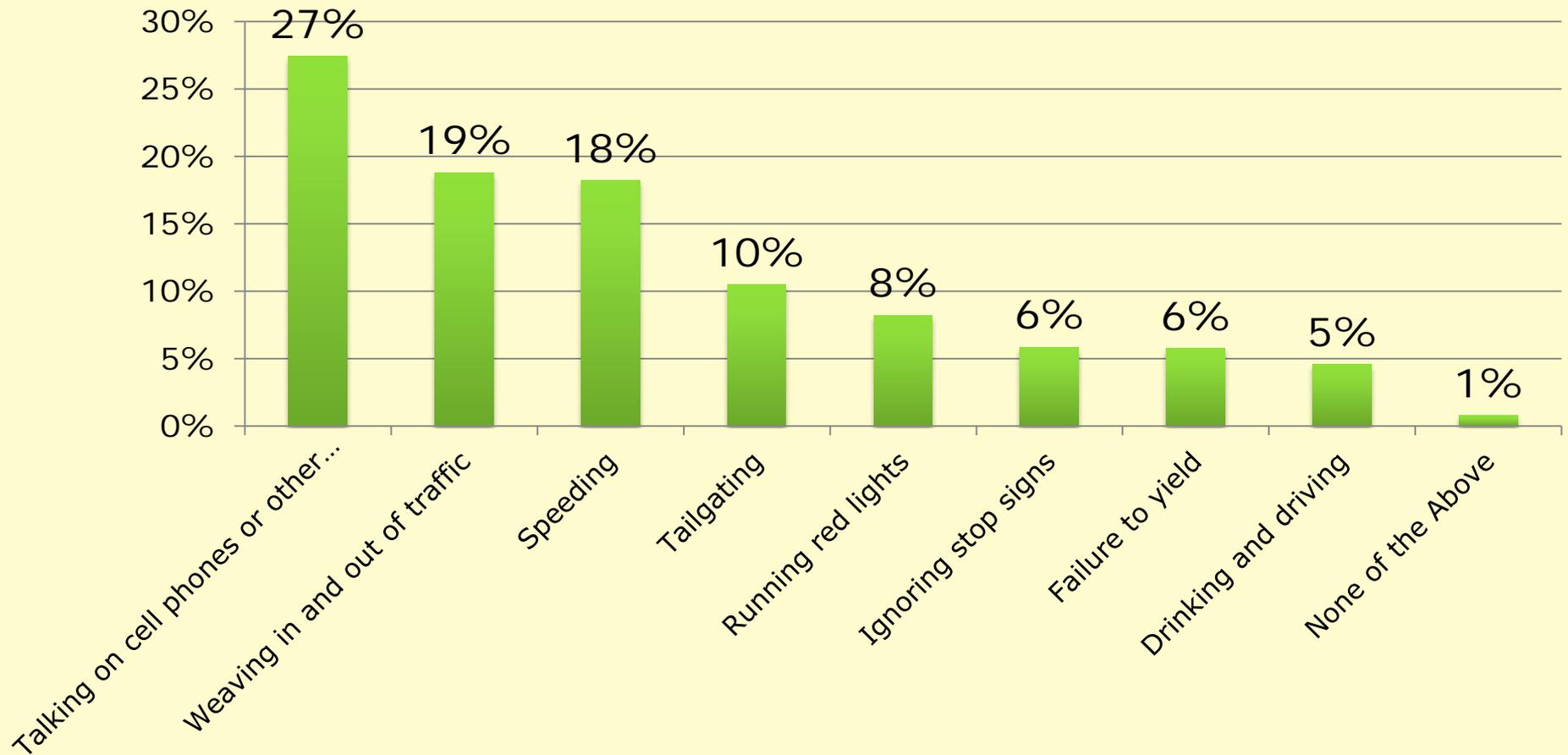
2014 Transportation Survey

In your opinion, how much of a threat is it to the personal safety of you and your family if other drivers are speeding?



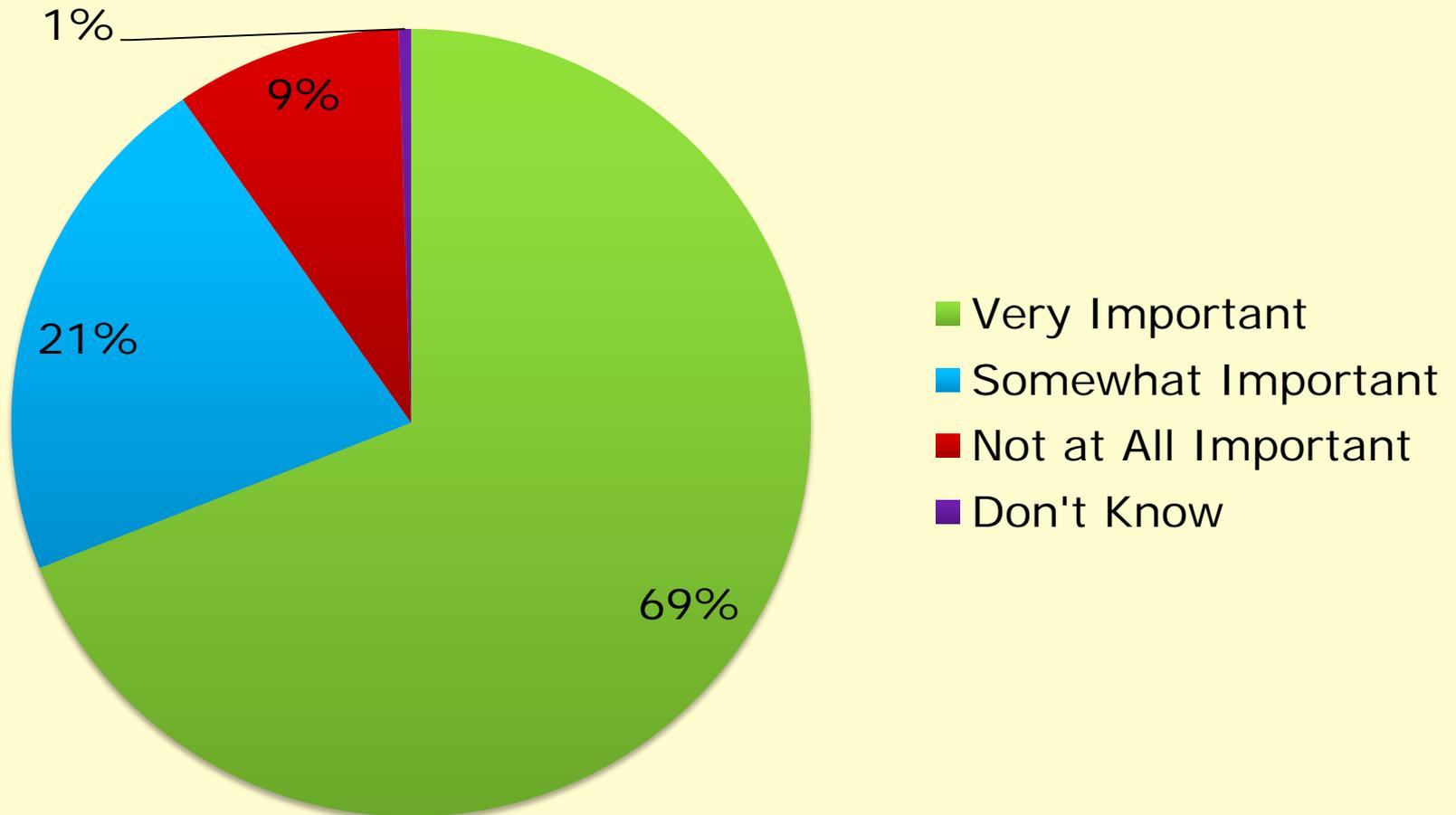
2014 Transportation Survey

Of the following behaviors, which three (3) do you most commonly encounter?



2014 Transportation Survey

In your opinion, how important is it that drivers be educated about safe driving habits through public awareness campaigns?



2014 Transportation Survey

If you are travelling in a left turn lane and the signal changes from a green arrow to a flashing yellow arrow on the signal for your lane, what does this mean?

