

NORTHWEST HUNTERSVILLE TRANSPORTATION STUDY

Northwest Huntersville Transportation Study ◦ MetroQuest Summary

MetroQuest is public involvement software with a track record of award-winning planning projects. The software was used to supplement an Open House event for the Northwest Huntersville Transportation Study and offered an additional opportunity for members of the community to provide feedback.



The survey was first announced at the Open House event where staff were available to assist individuals and was also linked on the project webpage for those who wanted to take the survey at another time or share with others in the community.

- The survey was made available to the public on June 20, 2017 and remained open until July 31, 2017 for a total of 51 days.
- 38 Open House attendees completed the survey.
- 177 unique individuals completed the survey the day after the Open House (June 21, 2017) with an additional 298 unique responses the following day (June 22, 2017).

June 2017



July 2017



Participants accessed the survey via personal computers and handheld devices for **936 total responses**. **390 personal email addresses** were captured as a result of asking participants if they are interested in receiving project updates and over **350 unique comments** were offered as open-ended feedback.

Participants were also given the opportunity to identify their neighborhood from a drop-down menu:

Participation by Neighborhood

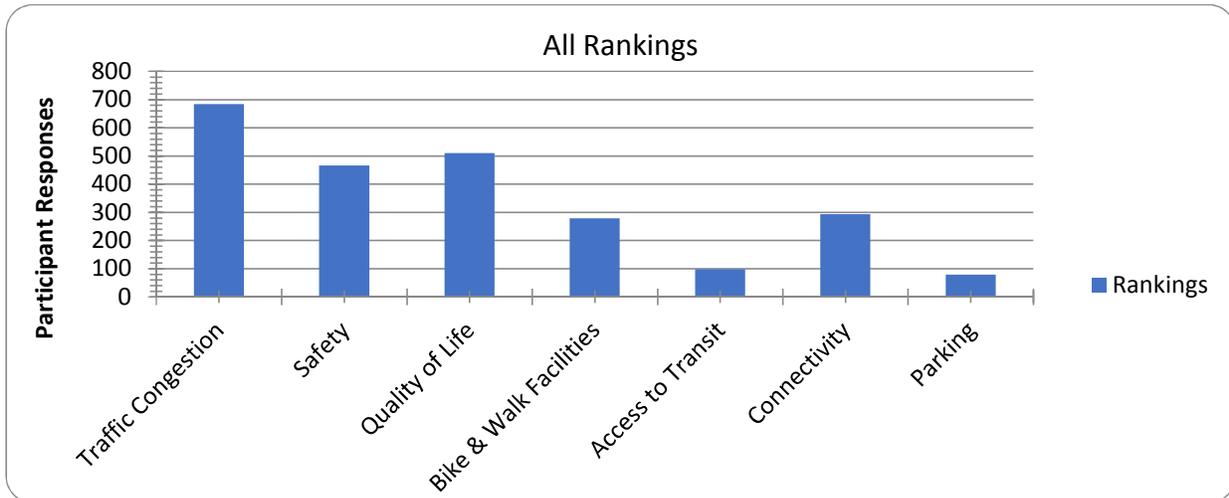
Gilead Ridge	135
Wynfield Forest	52
Birkdale	45
Arbormere	31
Beckett	18
MacAulay	10
The Grove	4



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What's Important to You

This question provided a list of 7 items that are under consideration as priorities for the study. Participants were asked to select their top 3 in ranked order. Reducing traffic congestion was ranked highest by participants followed by improving quality of life and safety.



Making Choices

This question asked participants to consider a series of tradeoffs and rank them. For example, making the choice between more space for parking or more bike and pedestrian facilities.

- Parking – Space for Parking vs. **Walking & Biking** (73%)
- Daily Travel – Low Connectivity vs. **High Connectivity** (69%)
- Traveler Experience – Base level vs. **All-in** (69%)
- Road Priorities – **Moving Vehicles** (55%) vs. Moving People

Northwest Huntersville Transportation Study

Progress

TRANSPORTATION STUDY

2 PRIORITIES

3 INTERACTIVE MAP

4 Making Choices

5 WRAP UP

What to do Next Task

Parking Daily Travel Traveler Experience Road Priorities

On-street Parking vs. Walking & Biking

Choose the option that best shows which tradeoff you prefer

Space for Parking Preserving on-street parking

Space for Walking & Biking Preserving sidewalks

Raleigh, NC

Oklahoma City, OK

Previous Optional Comment Next Tradeoff

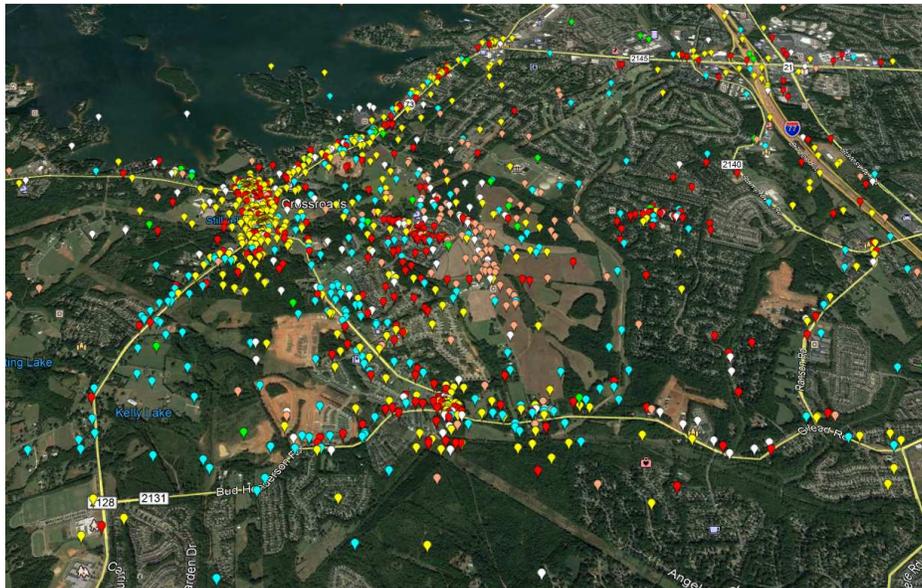
Help Privacy About MetroQuest

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Interactive Map Results

Participants were provided an interactive map for indicating suggestions, safety concerns, missing connections, biking and walking, destinations and the need for traffic control within the study area.

- 46 Destination markers with 17 comments
- 142 Missing Connections markers with 97 comments
- 179 Suggestions markers with 168 comments
- 258 Biking and Walking markers with 127 comments
- 372 Safety concern markers with 274 comments
- 599 Control Traffic markers with 311 comments



Summary of Comments:

A variety of feedback was captured through instances where open-ended comments were allowed. A review of individual comments provided a clear set of themes from the community:

- 1) A general concern over the amount of growth in the area was voiced loudly. Several comments cited current congestion only worsening with time and because of “approving everything” in terms of current developments.
- 2) Gilead Road development congestion was commonly cited.
- 3) Congestion at Beatties Ford Road/Gilead/NC73 was commonly cited including safety concerns.
- 4) An even number of comments both supported and were against the extension of Hugh Torance Parkway.
- 5) Comments voiced concern over safety as related to children and family-oriented neighborhoods.
- 6) Comments supported concerns over safety for bicyclists and pedestrians and requested additional facilities to be incorporated as part of the study.
- 7) Feedback expressed a desire to consider integrating greenways for neighborhood connectivity.