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From: Mihir Bhosale and Scudder Wagg, JWA
Date: July 31, 2024
Subject: Summary of GoBORO Draft Plan Survey

As part of the second engagement phase of GoBORO, the project team conducted online and in-person surveys to gather public input on the Draft GTA Network and phasing plan. The engagement phase lasted from April through June 2024 and the surveys got over 1,300 responses. This memo summarizes the key survey results and patterns of responses.

Aggregate Results

Reactions to the Draft Network

After presenting the Draft Network and its outcomes, we asked whether they thought the Draft Network would be better for:

1. Them personally;
2. Their friends, neighbors, coworkers, and people they knew; and
3. Greensboro overall.

More than 60% of people agreed or strongly agreed that the Draft Network would be better for them, people they knew, and Greensboro overall. 61% said the network would be better for them personally, 74% said the network would be better for the people they know, and **81% of respondents said the network would be better for Greensboro overall**. A majority of respondents *strongly* agreed that the Draft Network would be better for Greensboro overall.

12% of respondents did not agree that the Draft Network was better for them, and 27% neither agreed nor disagreed with that statement. However, these proportions were much lower when people were asked about the network being better for people they knew and for Greensboro overall. Even if people were unsure or disagreed with the

network being better for them personally, they were more likely to find the network better for others, and for the city. These results are summarized in Figure 1.

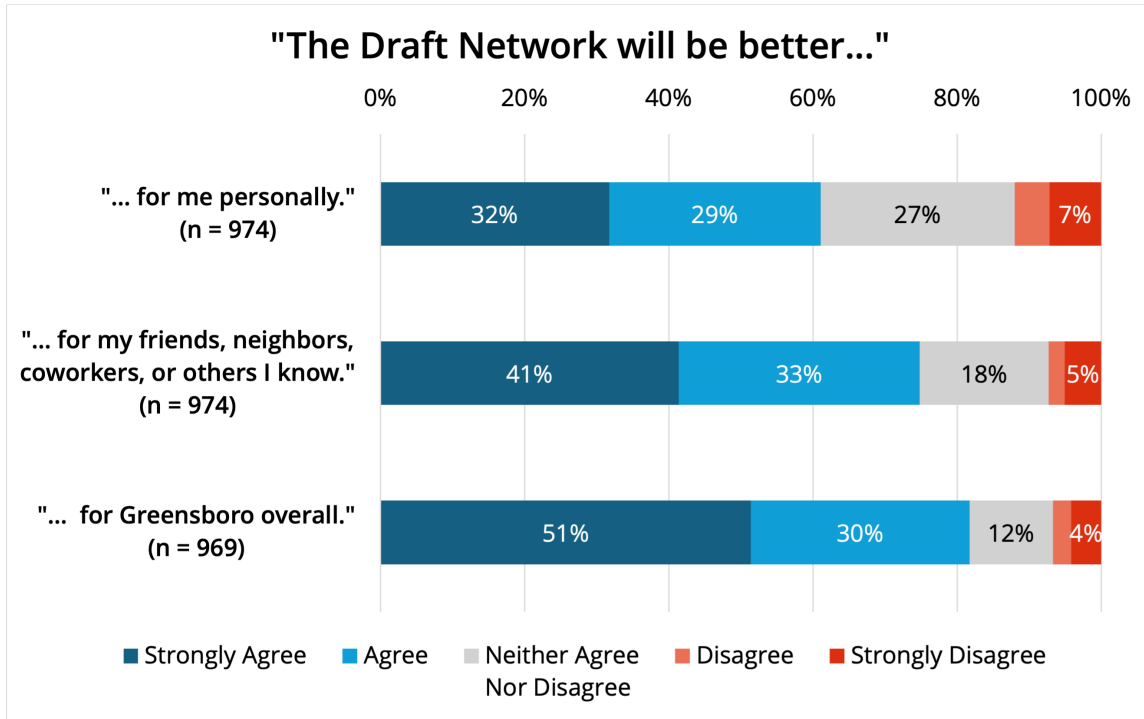


Figure 1 Responses to the questions of whether the GoBORO Draft Network would be better for respondents, for people they knew, and for Greensboro overall.

Transit as a Choice vs Transit as an Option

The context of GoBORO is to support Greensboro’s goal of a car-optional city, and we can frame “car-optional” in two ways:

1. The choice to use transit because it is a useful alternative to driving a car, and
2. The option of using transit even if it’s not very useful.

These two ways of thinking about what it means to be car-optional can lead to contrasting ways of designing a transit network.

We asked respondents to choose from three statements which best described this contrast. **34% said that if the Draft Network were implemented, they would choose to take transit more often.** In contrast, 52% of respondents said that in the Draft Network, they would have the option of riding transit in case there was no other option. 15% of respondents said they wouldn’t have the option of transit at all. This is summarized in Figure 2.

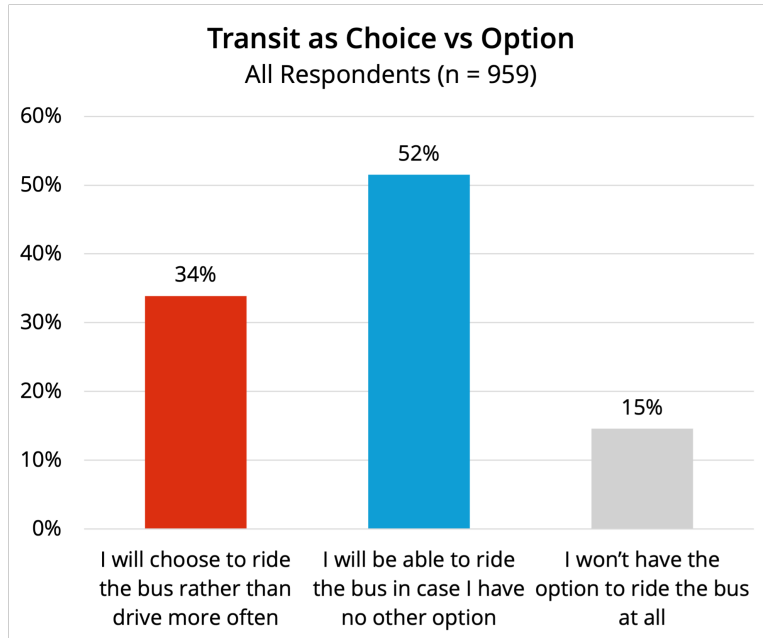


Figure 2 Responses to transit as a choice over driving, compared to transit as an option.

Service in More Areas

We received more than 200 comments from respondents wanting service in more areas, beyond what was shown in the Draft Network. This is around 15% of respondents.

Close to half (48%) of the comments were about more service in the outer parts of Greensboro, and only about 12% requested more service closer to Downtown.

About 21% of the comments were about regional destinations in the Triad, which emphasizes the need of good coordination with PART.

10% of comments (or 1.5% of all the responses) specifically requested more “orbital” crosstown service which wouldn’t go into the Depot, particularly in the western and northwestern parts of Greensboro, along streets like: Holden Road, New Garden Road, Pisgah Church Road, Guilford College Road, and further along Battleground Road.

Phasing Plan

When presented with the phasing plan, the biggest theme in the comments was the speed of implementation: 20 respondents (1.5% of all survey respondents) mentioned that they would like to see the GoBORO network plan implemented much faster than a 10-year timeframe.

Support for More Funding for Transit

Around **50%** of respondents supported a big increase in funding for transit. Another 34% said they would support a small increase in transit funding, which means **84% of respondents supported some increase in transit funding** (Figure 3).

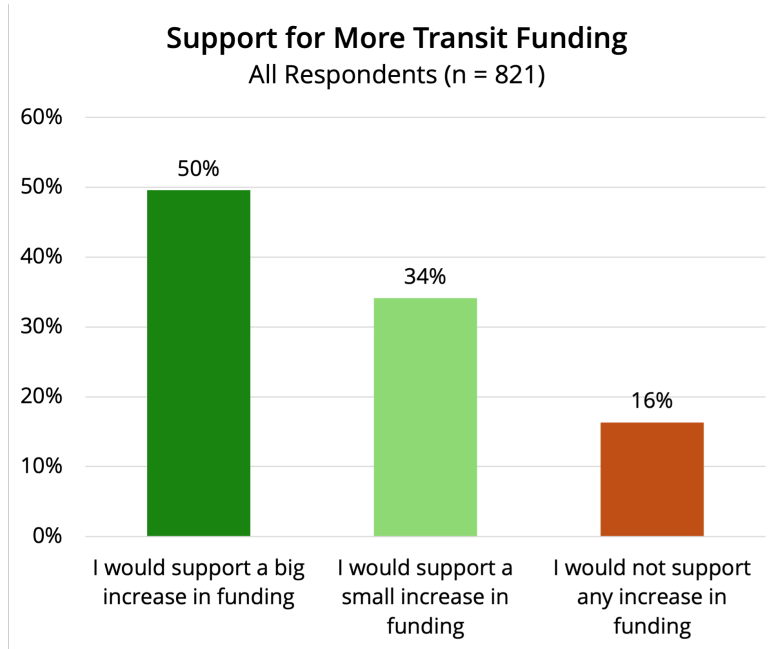


Figure 3 Responses to increasing funding for transit.

Support for 1/2-Cent Sales Tax

A 1/2-cent sales tax from a county-wide referendum is one of the ways to increase funding for transit in Guilford County. The level of support for such a tax was similarly high as the level of support for increasing transit funding: **51% of respondents said they would vote for such a measure**, 32% would maybe vote for it, and 17% said they would not vote in favor of such a tax (Figure 4).

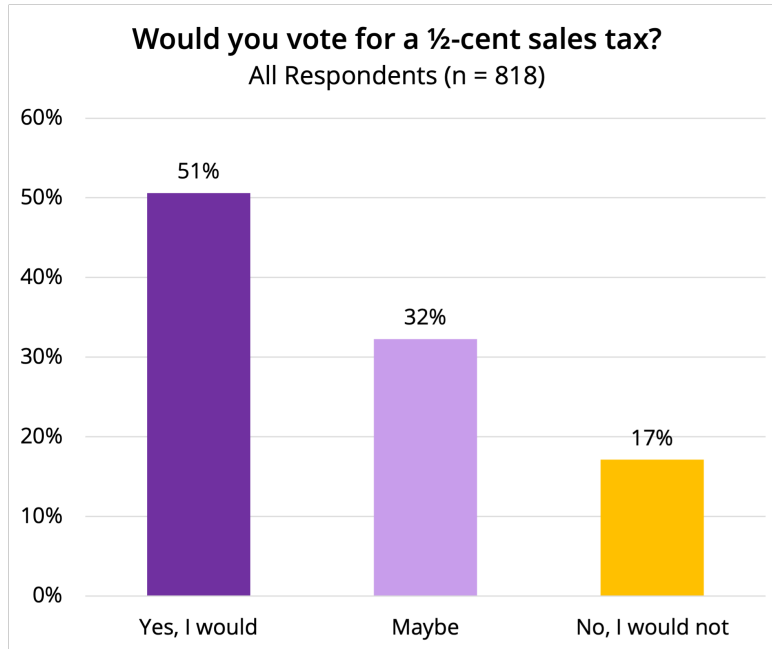


Figure 4 Responses to a 1/2-cent sales tax.

Responses by Groups of People

Support for More Funding for Transit



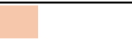





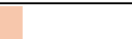


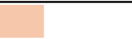





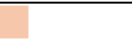








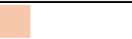


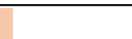


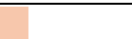


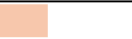
There was strong support for more transit funding across a wide range of groups. Across each group, at least 80% of respondents supported some increase in funding for transit. Between 40% and 60% of respondents in all groups except one supported a big increase in transit funding.

There was some variation in responses across various groups of people, summarized below and shown in Table 1:

- Frequent and occasional transit riders more strongly supported a large increase transit funding, compared to people who rode only infrequently or did not ride. Infrequent and non-riders were also slightly more likely to not support any increase in transit funding.
- People with household incomes less than \$25,000 were slightly less likely to support a large increase in transit funding, and slightly more likely to not support an increase, compared to those earning more than \$25,000.
- A larger portion of respondents identifying as Non-Hispanic White or Caucasian supported a large increase in transit funding, compared to those identifying as Persons of Color.

- Younger respondents (aged below 25) were significantly more likely to support a big increase in transit funding, particularly in comparison to older respondents (above age 55).

Table 1 Responses by group for increasing transit funding.

| | Would Support Big Increase | Would Support Small Increase | Would Not Support Any Increase |
|-------------------------------------|---|--|---|
| Overall | | | |
| All Respondents |  50% |  34% |  16% |
| Riding Frequency | | | |
| Frequent Riders |  58% |  30% |  12% |
| Occasional Riders |  59% |  31% |  10% |
| Infrequent/Non-Riders |  46% |  36% |  19% |
| Annual Household Income | | | |
| < \$25,000 |  44% |  36% |  20% |
| \$25–50,000 |  50% |  37% |  13% |
| > \$50,000 |  52% |  33% |  15% |
| Race/Ethnicity | | | |
| Residents of Color |  46% |  36% |  18% |
| White Non-Hispanic Residents |  55% |  32% |  13% |
| Age | | | |
| < 25 |  64% |  30% |  6% |
| 25–55 |  59% |  28% |  12% |
| > 55 |  33% |  47% |  20% |

Support for ½-Cent Sales Tax





































Between 42% and 63% of respondents across various groups of people said that they would vote for a ½-cent sales tax to fund increased transit service. Between 28% and 41% of people across these groups responded “Maybe”. Between 8% and 22% of respondents said they would not vote for a sales tax.

The variation in support among the different groups of people for the sales tax tracks very closely to the pattern of their support for more funding for transit described above:

- More frequent transit riders are more likely to support the sales tax
- People with really low incomes are less likely to vote yes

- Respondents identifying as Non-Hispanic White or Caucasian are more likely to vote yes
- Younger respondents are more likely to vote yes.

Table 2 Responses by group for whether they would vote for ½-cent sales tax.

| | Yes | Maybe | No |
|-------------------------------------|---|---|---|
| Overall | | | |
| All Respondents |  51% |  32% |  17% |
| Riding Frequency | | | |
| Frequent Riders |  58% |  33% |  8% |
| Occasional Riders |  55% |  35% |  10% |
| Infrequent/Non-Riders |  47% |  31% |  21% |
| Annual Household Income | | | |
| < \$25,000 |  47% |  41% |  12% |
| \$25–50,000 |  52% |  30% |  18% |
| > \$50,000 |  53% |  28% |  20% |
| Race/Ethnicity | | | |
| Residents of Color |  48% |  36% |  16% |
| White Non-Hispanic Residents |  55% |  28% |  17% |
| Age | | | |
| < 25 |  63% |  31% |  6% |
| 25–55 |  56% |  32% |  12% |
| > 55 |  42% |  36% |  22% |