

o n  
b o a r d

YOUR FUTURE MOBILITY PLAN



RTC On Board Vision Survey Report



## On Board Mobility Plan

The On Board Mobility Plan builds on previous planning efforts to focus on the transportation system and regional mobility needs and priorities as Southern Nevada is expected to continue to grow at a rapid pace over the next 20 years. The plan has been a two-year project, created with substantial community engagement, data analysis, and applied expertise from local and national experts. The plan identifies solutions that work for Southern Nevada.

Southern Nevada's local and regional agencies started planning to accommodate and manage the region's growth and transformation in 2012, beginning with an effort called Southern Nevada Strong.

The On Board Mobility Plan led to 8 Big Mobility Moves that collectively will transform the way people move and travel in the region. These investments are also designed to improve the quality of life in Southern Nevada, strengthen the regional economy and prepare the region's transportation system for growth expected over the next two decades.

### Combined, the 8 Big Mobility Moves:

- **Make transportation safer, more convenient, and more comfortable.**
- **Make the entire transportation system more reliable and provide people with more choices for travel.**
- **Help maximize regional economic competitiveness and improve transportation sustainability**

## On-Board's 8 Big Mobility Moves



**Build High Capacity Transit**



**Expand Transit Service to Maximize Access to Jobs and Housing**



**Make All Travel Options Safer and More Secure**



**Make Short Walking Trips Easier and Safer**



**Expand Dedicated Service for Seniors, Veterans, and People with Disabilities**



**Improve Resident Connections to Major Destinations**



**Provide Reliable Transit for Resort Corridor Employees**



**Leverage New Technology to Improve Mobility and Sustainability**



## Vision Survey Overview

Central to RTC's planning effort was ensuring that the On Board Mobility Plan encapsulates the vision of Southern Nevada residents. To gain insight into the public's priorities for regional mobility and transit, RTC conducted the Vision Survey in late 2018. The Vision Survey was a brief survey offered online and at in-person outreach events to ascertain an understanding of the public's attitudes on different mobility strategies and priorities for investment and spending.

RTC gathered 12,200 responses from residents residing in Southern Nevada zip codes. Offered in English and in Spanish, both online and on paper, respondents were offered the chance to win a \$100 Visa gift card in exchange for their submission.

The Vision Survey was launched in October 2018 and was promoted online and at numerous RTC events throughout SNV. The Vision Survey closed on December 31, 2018 after gathering over 12,000 responses, making the survey one of the largest reviews of Southern Nevadans' attitudes about transportation.

This report provides an overview of the On Board Plan, the goals and objectives of the survey and key findings drawn from survey results.

Survey Live Date: **October 10, 2018**

Survey Close Date: **December 31, 2018**

Responses Received: **12,200**

## Goals and Objectives of the Vision Survey

Conducted near the beginning of development of the On Board Mobility Plan, the Vision Survey was conducted with the following goals in mind:

- 1. Gather public investment priorities for inclusion in a regional mobility plan**
- 2. Understand public preferences for prioritizing investments**

This second round of engagement focused on understanding residents' vision for the future of mobility in Southern Nevada. A survey distributed at pop-up events, community meetings, and online asked about future modes of travel, investment preferences, and residents' goals and priorities for Southern Nevada's transportation network. Compared with the first round of engagement, participants were more likely to drive private vehicles and less likely to use transit, making their perspective more reflective of the region's overall mobility vision and priorities. This report provides a summary of the outreach and findings associated with the Vision Survey.



## Survey Format

The Vision survey was distributed in English and Spanish. Respondents were given the option to take it online or on paper. There are 13 questions in the survey which ask for people's opinions on transit and transportation investments in Southern Nevada.

In order to understand the composition of people living in the region and using transit, the survey also included questions about respondents' income, race, and travel patterns.

Some of the questions were multiple choice where the respondents can choose multiple options in order to rank specific ideas or improvements. The survey also provided respondents the option of submitting comments to help explain their answers and submit other ideas. This report discusses the findings to the multiple choice and ranking questions of the survey.

## Vision Survey format in English and Spanish

**Share your vision. Take the survey.**

The Regional Transportation Commission of Southern Nevada is developing a plan for personal mobility over the next 20 or more years, and needs your input. Solutions may include a range of transportation options, and your input matters. Past regional plans have called for improvements to traditional transit services, new high capacity services such as light rail, and improvements to roads, sidewalks, and bicycle facilities. (Select options from the drop-down menus or type your own answers)

What zip code do you currently live in? \_\_\_\_\_  
 Email: \_\_\_\_\_

1. Looking to the future, which transportation improvements are the most important? (Rank only the top 4 choices and label them 1, 2, 3 and 4).

- Improved paratransit
- Fewer traffic jams
- Light rail
- Well maintained roads
- Frequent and fast bus service
- Preparing for self-driving vehicles
- Improved walking and bicycling
- Improved safety

Other Comments: \_\_\_\_\_

2. With 1 being "fine the way it is," and 5 being "it should be better," how would you grade getting around Southern Nevada when it comes to:

Driving:	1	2	3	4	5
Walking:	1	2	3	4	5
Bicycling:	1	2	3	4	5
Riding the bus:	1	2	3	4	5
Overall:	1	2	3	4	5

**On Board: Tu Plan para el Futuro del Transporte Público**  
 Comparte tu visión. Participa en esta encuesta.

La Comisión Regional de Transporte del sur de Nevada (RTC por sus siglas en inglés), está desarrollando un plan de movilidad para los siguientes 20 años o más y necesita de tu participación. Las soluciones pueden incluir varias opciones y tu opinión es muy importante. En el pasado, se han propuesto planes regionales para el mejoramiento de los servicios de transporte público tradicionales, nuevos servicios de alta capacidad como trenes ligeros y mejoras a las calles, aceras e infraestructura para bicicletas. (Selecciona las opciones del menú o escribe tus propias respuestas)

- ¿Cuál es el código postal de tu domicilio? \_\_\_\_\_
- Correo Electrónico: \_\_\_\_\_
- Viendo hacia el futuro, ¿Qué mejoras para el sistema de transporte público son más importantes? (Enlista las cuatro más importantes en orden de importancia del 1 al 4)
  - Menos tráfico
  - Servicio de autobús frecuente y rápido
  - Mejoras en seguridad
  - Mejoras para peatones y bicicletas
  - Preparación de sistema de transporte para vehículos autónomos
  - Mejoras al transporte público para personas discapacitadas
  - Tren ligero
  - Calles con buen mantenimiento
  - ¿Otras mejoras importantes a considerar? \_\_\_\_\_
- Con 1 siendo "Esta bien actualmente," y 5 es "Debería mejorar," ¿Que calificación le das a la manera en que te transportas en el sur de Nevada? (escoge una por fila)
 

Manejando	1	2	3	4	5
Caminando	1	2	3	4	5
Andar en bicicleta	1	2	3	4	5
Viajar en autobús	1	2	3	4	5
En General	1	2	3	4	5

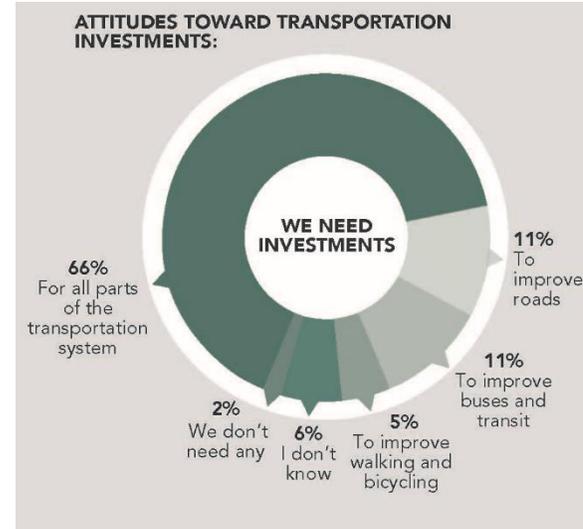
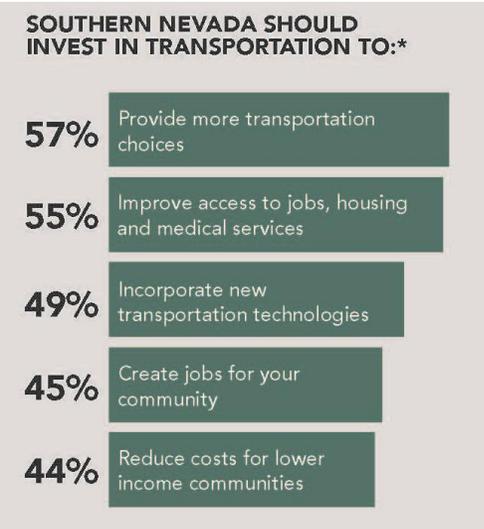
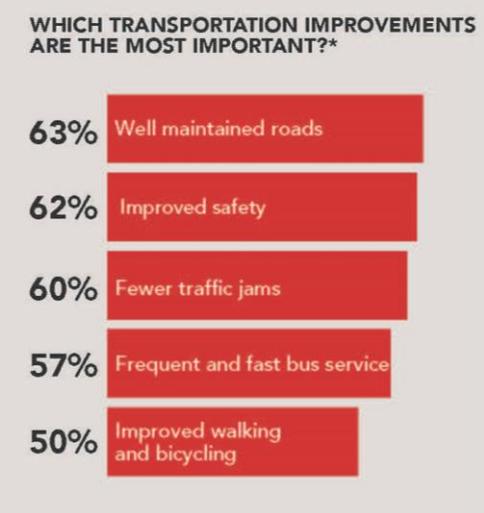


## Survey Analysis and Findings

RTC received over 12,000 responses to the Vision Survey. Responses were incentivized with a chance to win a \$100 Visa Gift Card.

As this report describes, the demographic composition of respondents to the Vision Survey was generally representative of Clark County residents. The survey also highlighted the wants and needs of the respondents when it came to transportation. With the majority of respondents being car owners, many residents described a desire for more improvements in road maintenance, fewer traffic jams and improved safety. Significantly, a majority of survey respondents were willing to try out high capacity transit, with many having a positive attitude towards a light rail system. Respondents also described a preference for giving more space for pedestrians, bicyclists, and transit instead of increasing space for cars and building more road miles. The respondents wished for investing in expanding the current transit system to serve more areas and connect them to their jobs better.

## Vision Survey Results





## Demographic Characteristics of Respondents

### Age

Most survey respondents (41%) were aged 18 through 39. The second-largest group of respondents (38%) was between the ages of 40 and 59.

### Race and Ethnicity

A plurality (42%) of respondents identified as White while 30% of the respondents identified as Hispanic/Latino. 11% of the respondents identified as African-American/Black and the remaining 16% of respondents identified in the Other category.

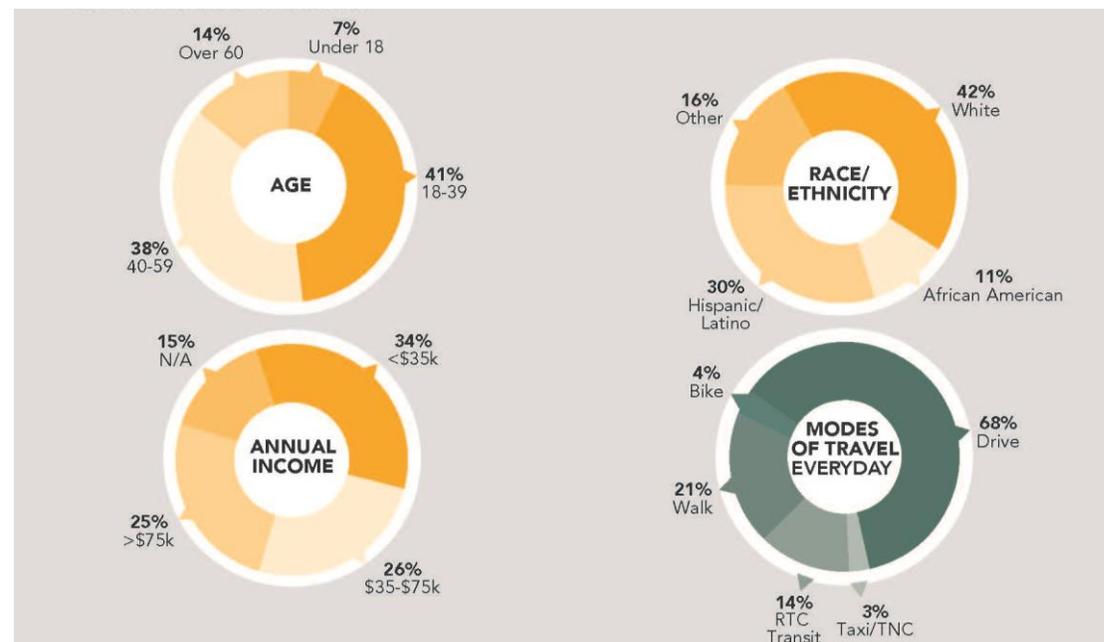
Race and ethnicity groups in Southern Nevada were well represented by survey respondents. 42% of residents in Clark County are White and 31% are Hispanic/Latino.

### Income

When asked about their income levels, a plurality of survey respondents (34%) of survey respondents reported annual income less than \$35,000. 26% of survey respondents earn between \$35-75,000. A quarter of respondents reported an annual income over \$75,000, and the remainder chose not to report their income.

### Frequency in use of travel options

When asked to choose how frequently respondents used a car to drive to their destination, the majority (68%) of respondents used it every day. This was followed by those who never drive and those who drive frequently (2-4 days a week). Regarding RTC transit use, 14% of the respondents used RTC daily for travel. The remainder of respondents either walked, biked, or used taxis/TNCs for transportation.



Note: For data on demographics of Clark County residents, check Appendix A



## Most Important Transportation Improvements for Respondents

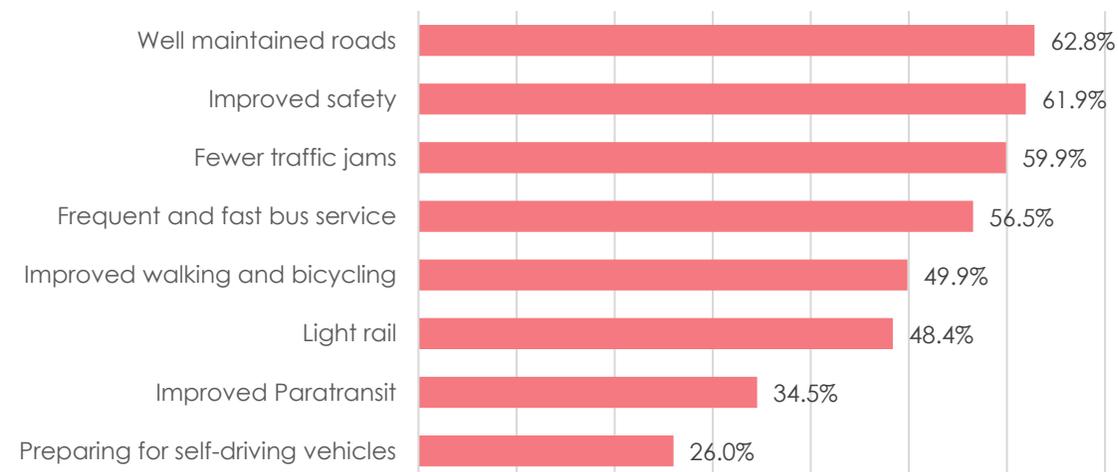
Respondents were asked to rank the top four future investments that were most important to them. Well maintained roads ranked the highest followed by investing resources to improve safety.

Respondents also believed in investing resources to reduce traffic jams and improve the bus service to make it fast and frequent. Investments that ranked the lowest included improving paratransit service and preparing for self-driving vehicles.

Improvements	% of Survey sample
Well maintained roads	62.8%
Improved safety	61.9%
Fewer traffic jams	59.9%
Frequent and fast bus service	56.5%
Improved walking and bicycling	49.9%
Light rail	48.4%
Improved Paratransit	34.5%
Preparing for self-driving vehicles	26.0%

Note – Survey respondents were allowed to choose up to four options.

## Transportation Improvements Marked “Most Important” for Respondents Personally



Note – Survey respondents were allowed to choose up to four options.



## Most Important Future Transportation Investments for the Region

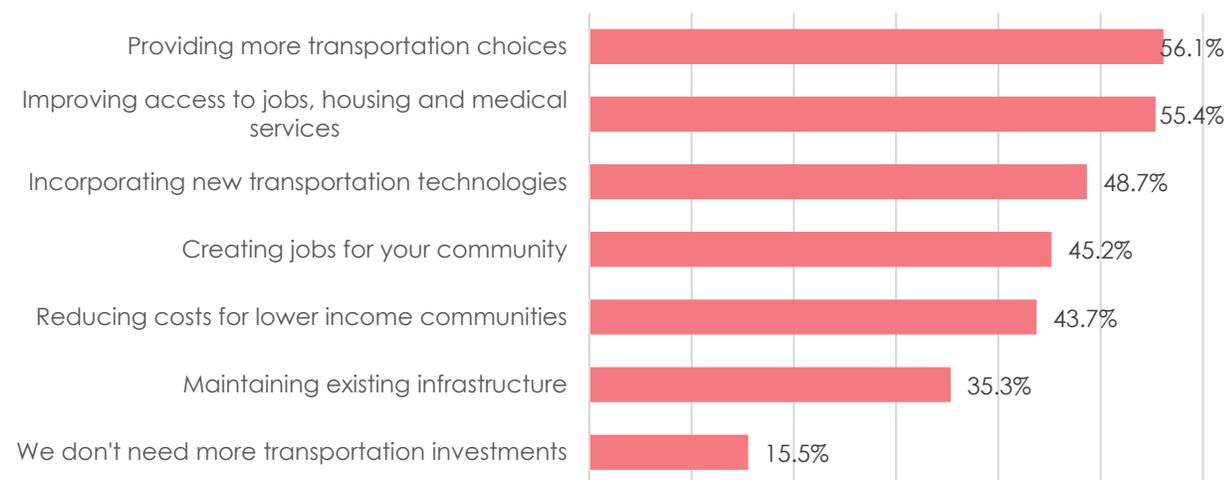
When asked to rank the future transportation investments in Southern Nevada, the top investment selected by the respondents was providing more transportation choices for the residents. The second most chosen investment was improving access to jobs, housing, and medical services.

There was also a moderate demand for incorporating new transportation technologies and creating new jobs for the community. Maintaining existing infrastructure along with the lack of need for future transportation investments ranked the lowest amongst all the investments.

Investments	% of Survey sample
Providing more transportation choices	56.1%
Improving access to jobs, housing and medical services	55.4%
Incorporating new transportation technologies	48.7%
Creating jobs for your community	45.2%
Reducing costs for lower income communities	43.7%
Maintaining existing infrastructure	35.3%
We don't need more transportation investments	15.5%

Note – Survey respondents were allowed to choose multiple options.

### Transportation Improvements Marked “Most Important” for the Region



Note – Survey respondents were allowed to choose multiple options.



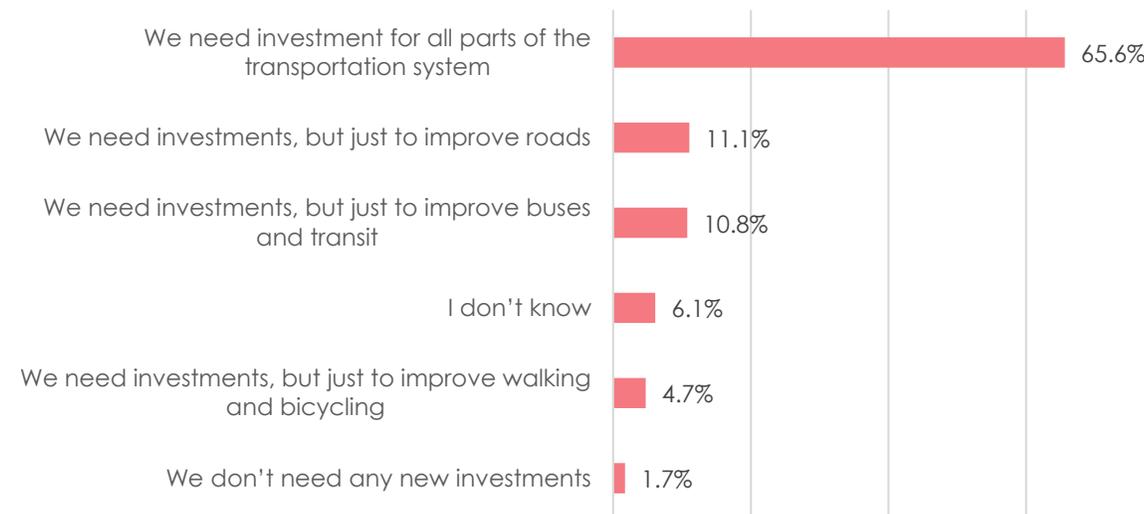
## Transportation Investment Category Preferences

The respondents were asked about how they felt about transportation investments. There was consensus among the respondents for a need for investments in transportation. Sixty five percent of the respondents seek investments for all parts of the transportation system. About 11% believed in just investments to improve roads and another 11% prefer investments in just buses and transit.

A mere 1.7% of the respondents held the opinion that there was no need for any requirements while 4.7% of the respondents believed that investments were needed to improve only walking and bicycling.

Investments	% of Survey sample
We need investment for all parts of the transportation system	65.6%
We need investments, but just to improve buses and transit	10.8%
We need investments, but just to improve roads	11.1%
We need investments, but just to improve walking and bicycling	4.7%
I don't know	6.1%
We don't need any new investments	1.7%

### Transportation Investment Preferences

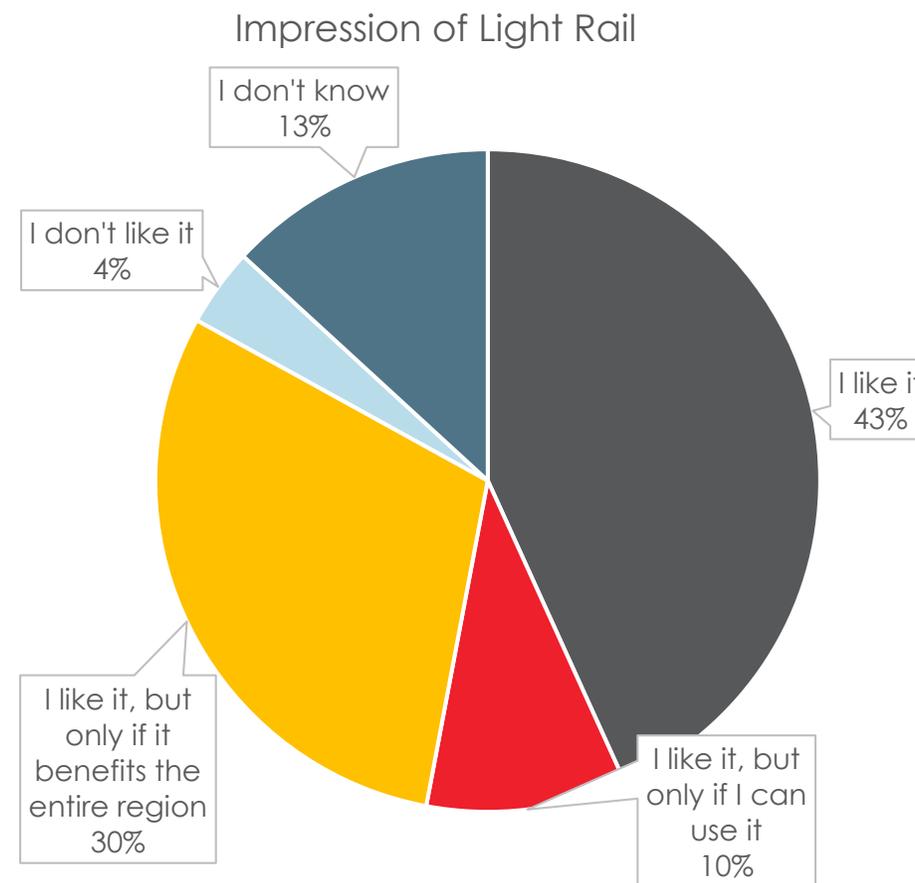


## Impression of Light Rail

In order to understand the public's impression of light rail, which stakeholders had identified as a potentially major component of the On Board Plan, survey respondents were asked what they thought of Light Rail.

An overwhelming majority (83%) of respondents like the idea of a light rail system with 30% of the respondents approving a light rail system only if it benefits the entire region. Only 4% of the respondents did not like the idea of a light rail system while 13% of the respondents were not well-informed to have an opinion on this subject.

Impression	% of Survey sample
I like it	43.2%
I like it, but only if I can use it	9.7%
I like it, but only if it benefits the entire region	30.1%
I don't like it	3.8%
I don't know	13.2%



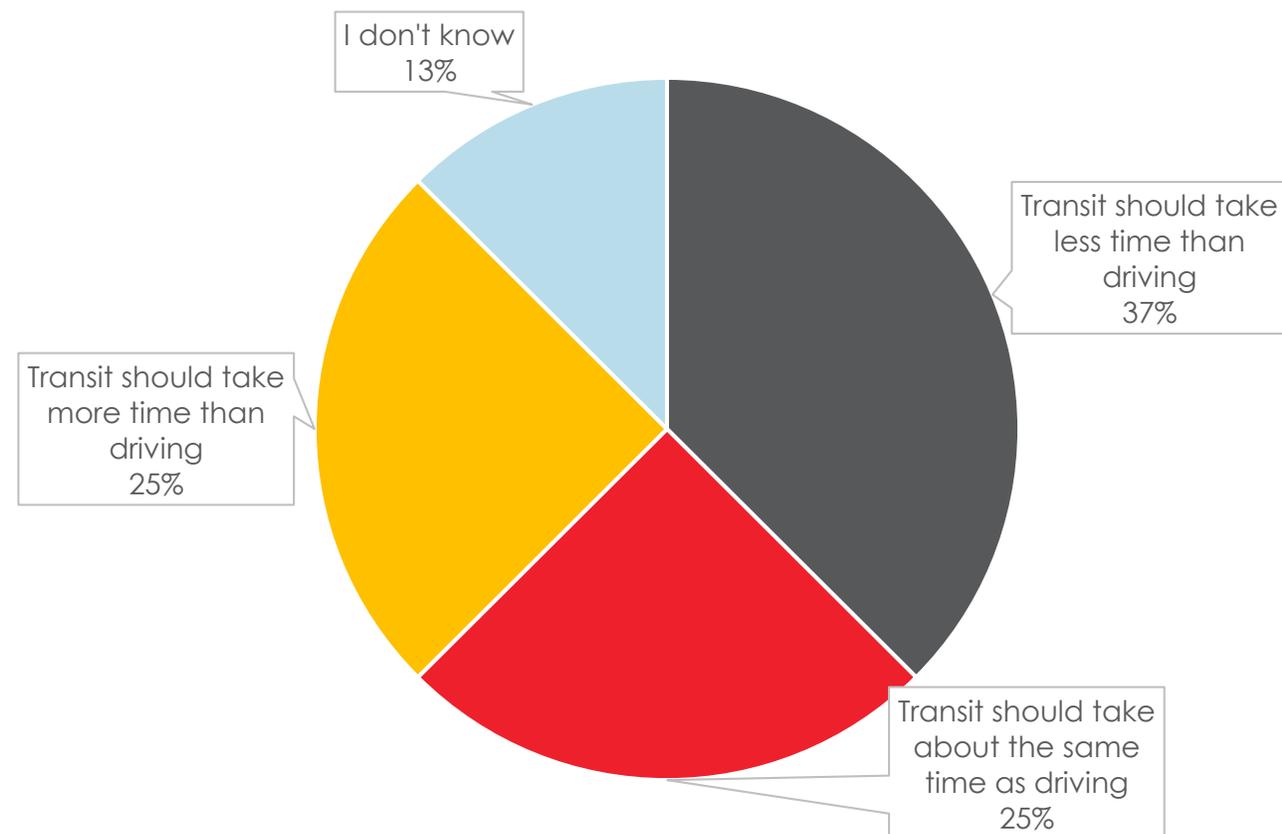


## Transit Travel Times vs. Car Travel Times

In many locations a trip by transit takes at least twice as long as driving to get to the same destination. A plurality (37.5%) of respondents wrote that transit should take less time than driving. There was an equal split in the percent of respondents who believed that transit should take the same/more time than driving.

Impression	% of Survey sample
Transit should take less time than driving	37.5%
Transit should take about the same time as driving	25.0%
Transit should take more time than driving	25.0%
I don't know	12.5%

### How Long Should a Transit Trip Take Compared to Driving?





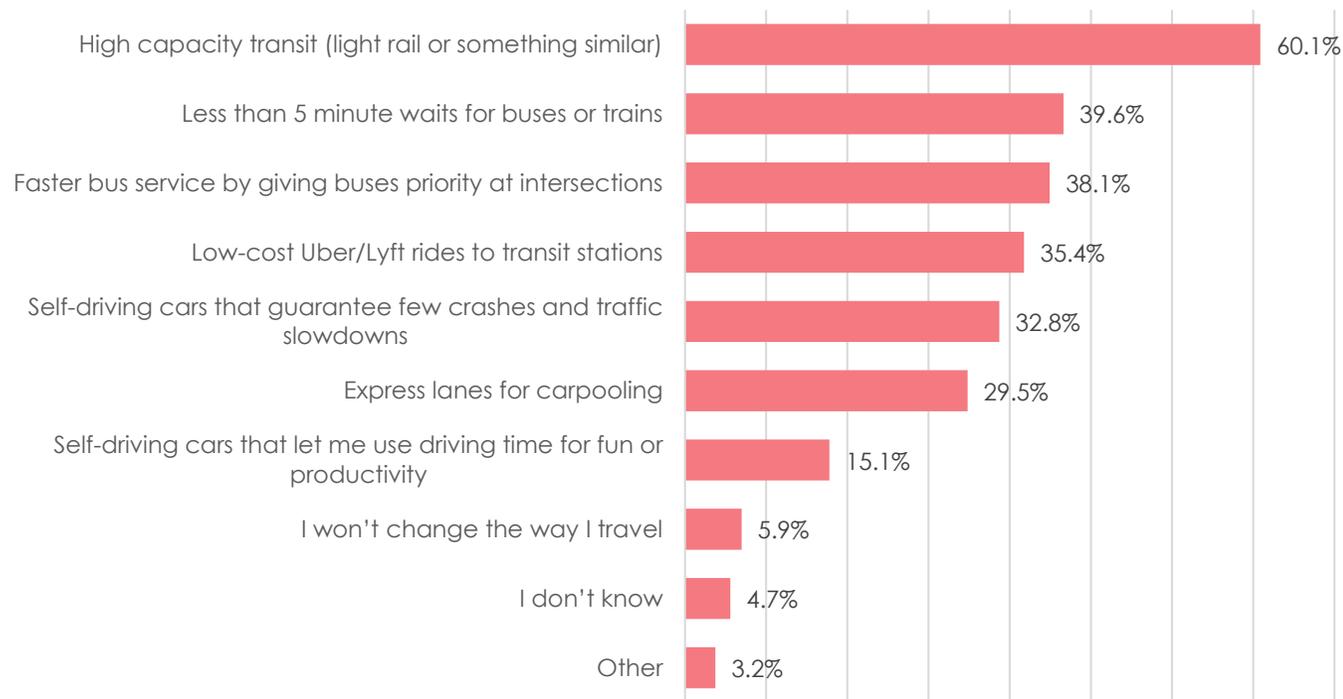
## Switching to a New Mode of Transportation

Respondents were asked what elements would encourage them to try a new mode of transportation. The number one response picked by the respondents was the availability of high capacity transit, which included light rail and bus rapid transit. The second most popular response selected by the respondents was low wait times (less than 5 minutes) for buses or trains followed by improving the speed of buses at intersections. The least popular answer was using self-driving cars which would let drivers be productive during their drive time.

New Mode of Transportation	% of Survey sample
High capacity transit (light rail or something similar)	60.1%
Less than 5-minute waits for buses or trains	39.6%
Faster bus service by giving buses priority at intersections	38.1%
Low-cost Uber/Lyft rides to transit stations	35.4%
Self-driving cars that guarantee few crashes and traffic slowdowns	32.8%
Express lanes for carpooling	29.5%
Self-driving cars that let me use driving time for fun or productivity	15.1%
I won't change the way I travel	5.9%
I don't know	4.7%
Other	3.2%

Note – Survey respondents were allowed to choose multiple options.

What would encourage respondents to switch to a new mode of transportation?



Note – Survey respondents were allowed to choose multiple options.



## Desired Outcomes of Regional Transportation Plan

Respondents were asked to pick one of three options which best reflects their preference around general transportation-related policy questions.

For road priorities, **55% of respondents believed in creating more space for pedestrians, bicyclists, and transit at the expense of cars.** Only 25% of respondents believed that more space for cars were needed.

When asked about spending resources, around 61% of respondents preferred to spend resources on better road quality while just 17% of respondents wanted to construct more roadway miles.

As far as transit is concerned, 41% of respondents wanted a system expansion to connect new areas while many had a neutral opinion or wanted to just increase frequency on current routes.

For transportation investments, 41% of respondents selected the option to help grow new areas while 35% of respondents wanted investments to revitalize established areas.

Lastly, for transportation plans, **67% of respondents preferred to develop new alternatives while** just 14% of respondents wanted to maintain the current conditions.

Road Priorities		
More Space For Pedestrians, Bicyclists, and Transit 55.7%	>	More Space For Cars 25.1%

Spending		
Better road quality 60.7%	>	More roadway miles 17.4%

Transit		
Expand transit to new areas 47.1%	>	More frequent transit on current routes 28.8%

Transportation Investments		
Help grow new areas 41.7%	>	Revitalize established areas 35.3%

Transportation Plans		
Develop new alternatives 67.2%	>	Maintain current conditions 13.9%

> = is more desirable than



## Insights from Survey Findings

RTC was largely successful in gathering a large number survey responses from residents throughout Southern Nevada. These respondents more or less represent the average resident in South Nevada who is aged between 18-39, drives alone, and has an income between \$20,000 - \$50,000.

Key findings from the survey regarding the region's mobility vision include:

### Residents want more investment in all forms of transportation

Responses in multiple questions showcase the need for transportation investments for all parts of the transportation system which includes roadways and mass transit.

### A majority of Southern Nevadans support investments in transit and walking infrastructure, even people who drive daily

Survey respondents reflected the region's travel habits in that a majority drive to work. Although Southern Nevadans overwhelmingly drive to work rather than take transit, there is a regionwide desire for more investment in infrastructure to speed transit, build high capacity transit, and devote more space to transit.

### Respondents prioritize spending to increase safety.

A majority of respondents think that investments need to be made in maintaining roads, improving safety and decreasing traffic jams.

### Southern Nevadans would use High Capacity Transit

A majority of residents report a willingness to use high capacity transit like light rail. Light rail has a high approval rating amongst the respondents compared to other modes of transportation.

### Transit investments received broad support

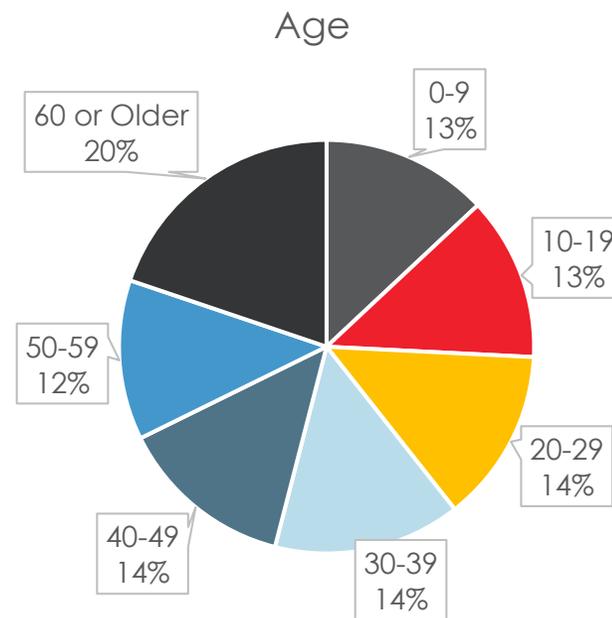
Respondents reported that more transportation choices are preferred, and that transit needs to expand and grow in new areas. They also believe in increased access to jobs and amenities, and forgoing road space to pedestrians/bicyclists instead of automobiles.



## Appendix A : Clark County Demographics

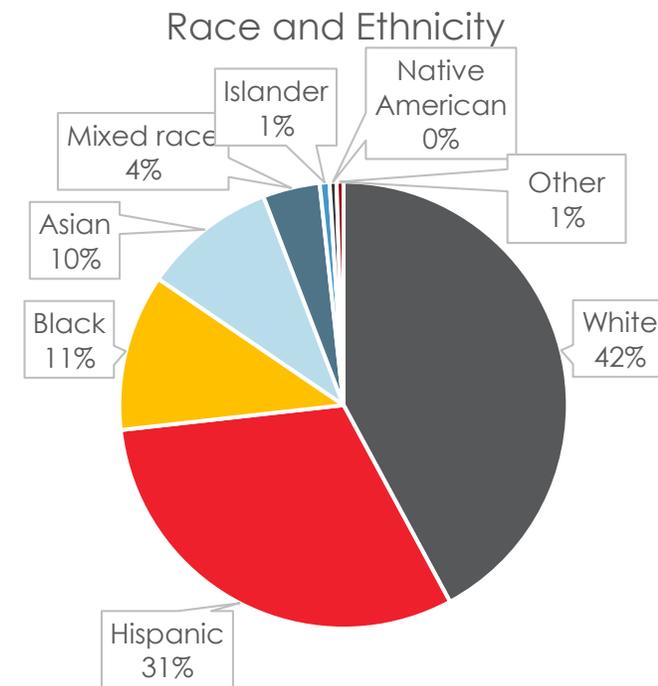
### Age

Residents of Clark County are mostly aged between 20-50 years old with the median age being 37.6. There is a significant presence of senior citizens in the county who are aged 60 and above.



### Race and Ethnicity

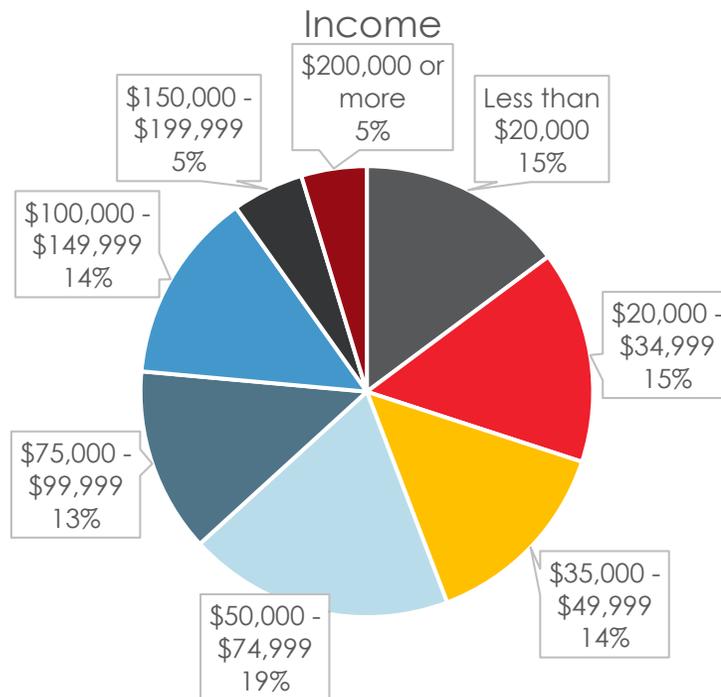
42% of residents in Clark County are White and 31% are Hispanic/Latino. Blacks and Asians form the next populous group having 11% and 10% of residents respectively.



Source: U.S. Census Bureau (2018). American Community Survey 5 – year estimates

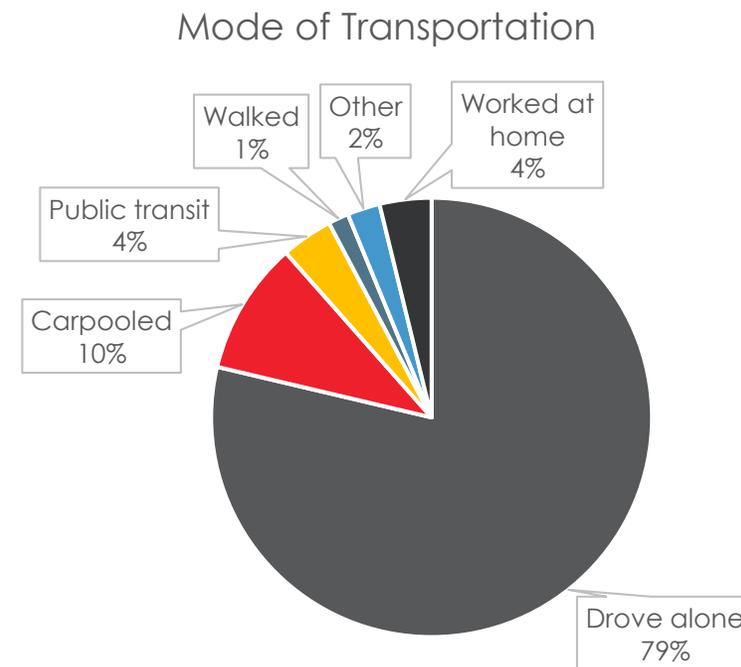
## Income

Clark County has high percent (29%) of residents who earn between \$20,000 - \$50,000 followed by 19% of the residents who earn between \$50,000 - \$75,000. The median household income in the county is around \$57,000. The county also has a significant percent (15%) of residents who earn less than \$20,000.



## Frequency in use of travel options

An overwhelming majority (79%) of residents in Clark County commuted by driving alone while 10% of these residents carpooled to work. Only 4% of the residents use public transit.



Source: U.S. Census Bureau (2018). American Community Survey 5 – year estimates