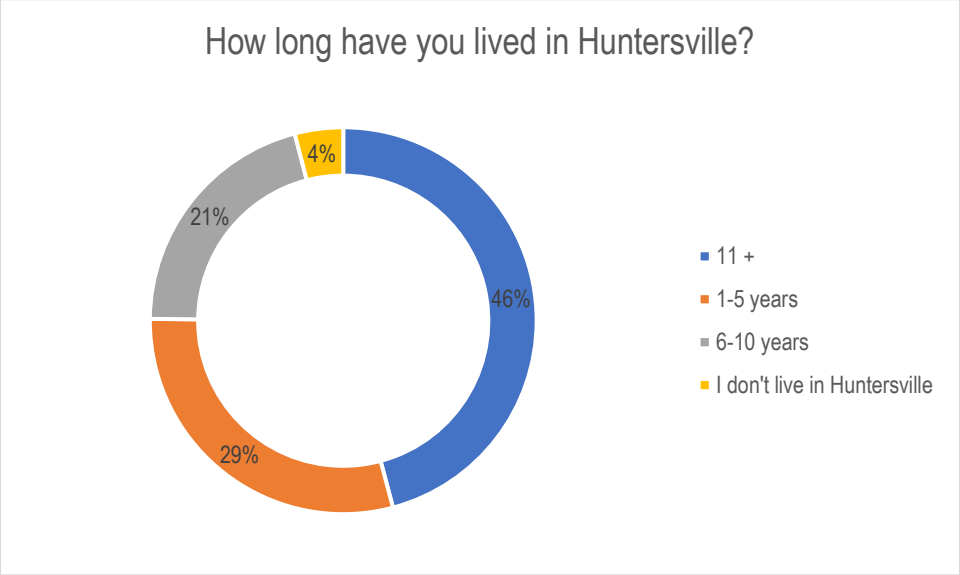
1. Survey Results

As part of the Huntersville Mobility Plan effort, the consultant team conducted a survey to understand the community needs. The survey was available for completion between April 27, 2023 and May 12, 2023. There were 505 respondents to the Community Survey (8 of those were completed in Spanish). For this analysis, the Spanish responses were translated and combined with English responses.

The first question asked was how many years the respondents' lived in Huntersville. The largest percentage of respondents (46%) lived in Huntersville for over 11 years.

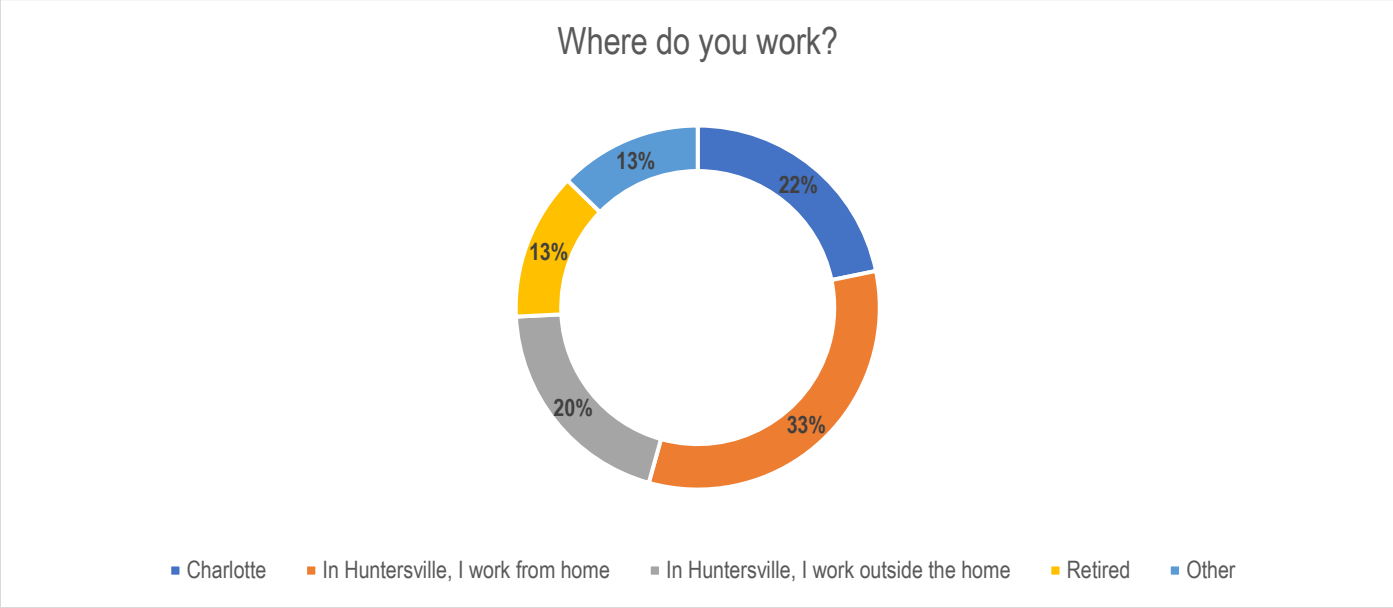
Figure 1-1. Length of Residence



N=495

Respondents were also asked where they worked. Over 50% of respondents work in Huntersville, with another 22% working in Charlotte. Only 13% of respondents worked outside of either Charlotte and Huntersville, which indicates the importance of improving travel conditions within Huntersville and between Huntersville and Charlotte.

Figure 1-2. Workplace Location

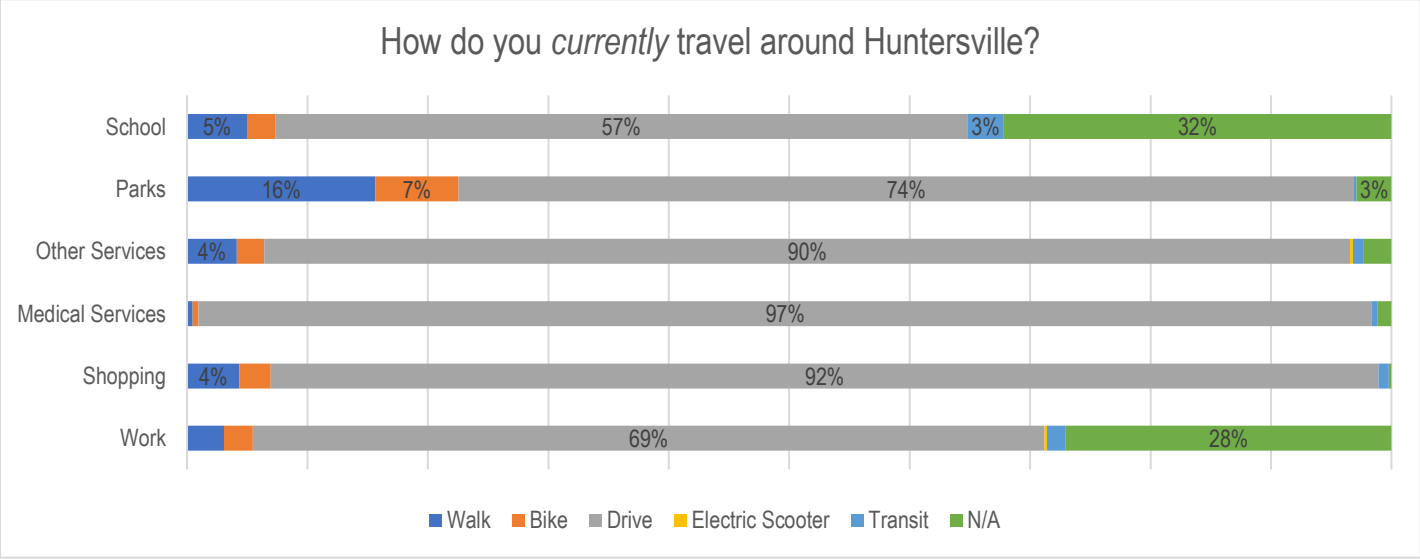


N=473

Travel Patterns

In order to understand respondents' travel patterns, they were asked how they currently travel around Huntersville. As is seen in Figure 1-3 below, regardless of the destination, driving was the most popular mode of travel around Huntersville across all destinations. There was also a decent percentage of individuals who answered that they walked to parks (16%).

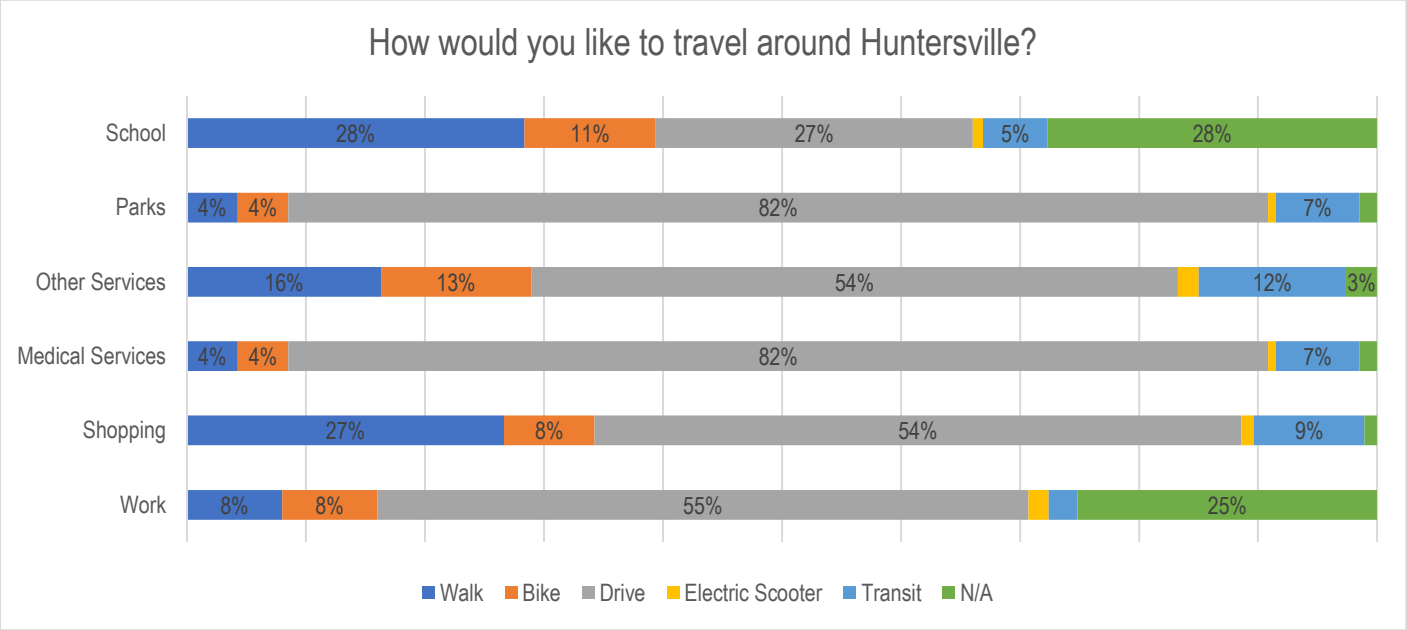
Figure 1-3. Current Mode Choice



N=437

Respondents were asked how they would like to travel around Huntersville. More people wanted to walk to work, school, and other services than currently do walk to those destinations (Figure 1-4). There were also higher percentages of individuals who would like to bike to destinations than currently do bike to their destinations. This shows the importance of focusing on bicycling and pedestrian infrastructure and connectivity.

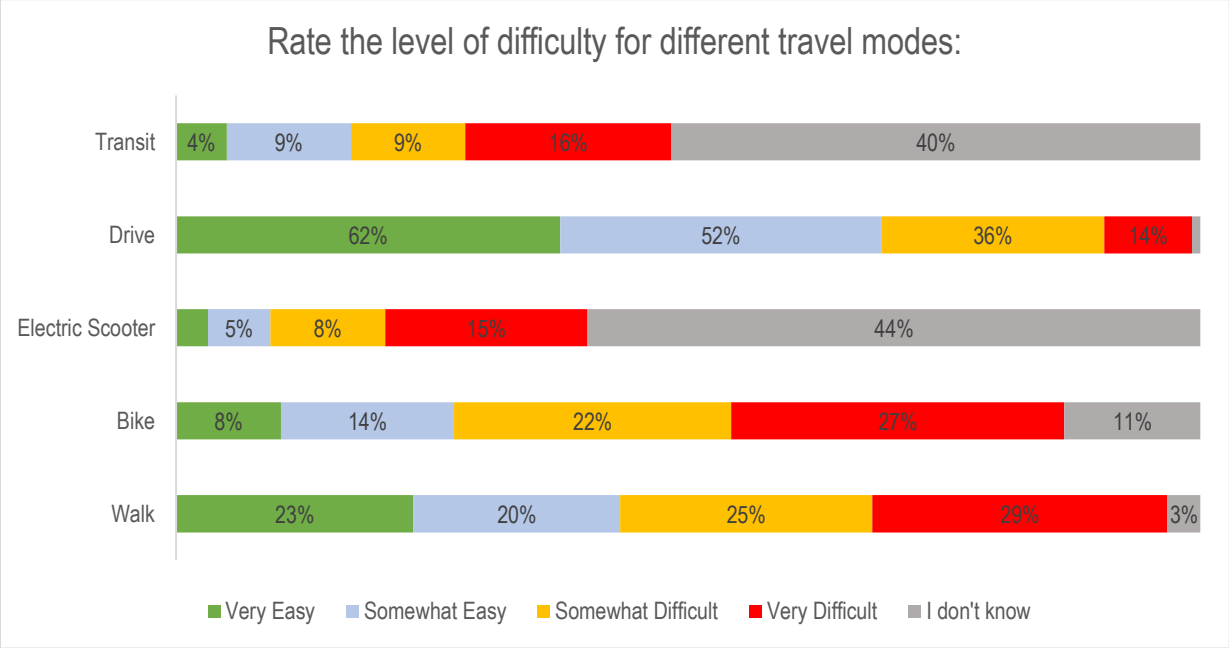
Figure 1-4. Preferred Mode Choice



N=462

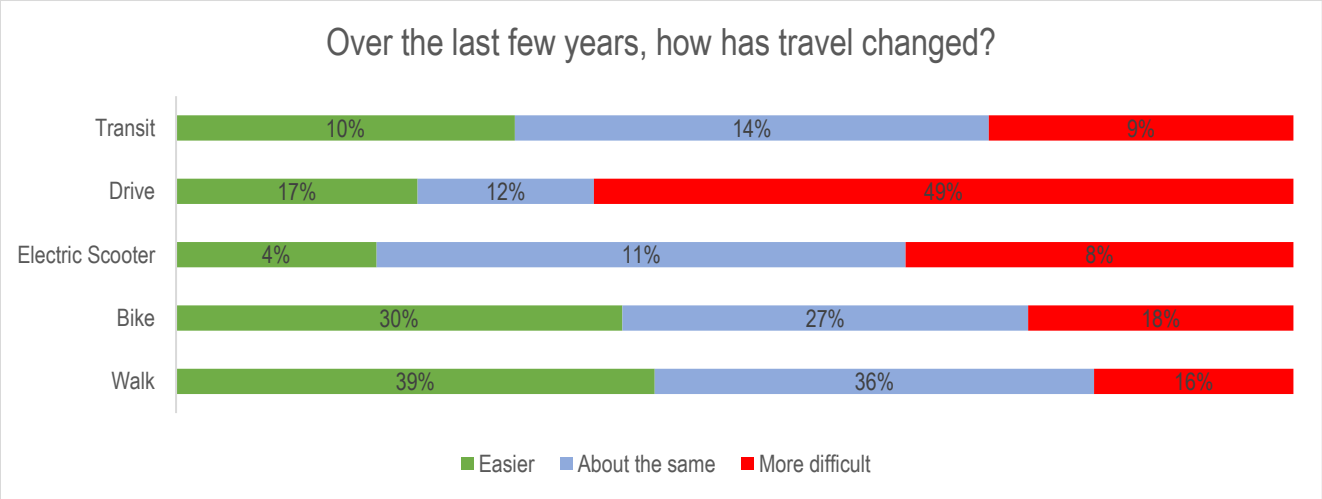
Respondents were asked to identify the level of difficulty of travel for various modes. The modes that were identified as “Very Difficult” were walking and biking, followed by transit (Figure 1-5). However, a high percentage of respondents did not know the level of difficulty for transit (40%).

Figure 1-5. Difficulty of Modes



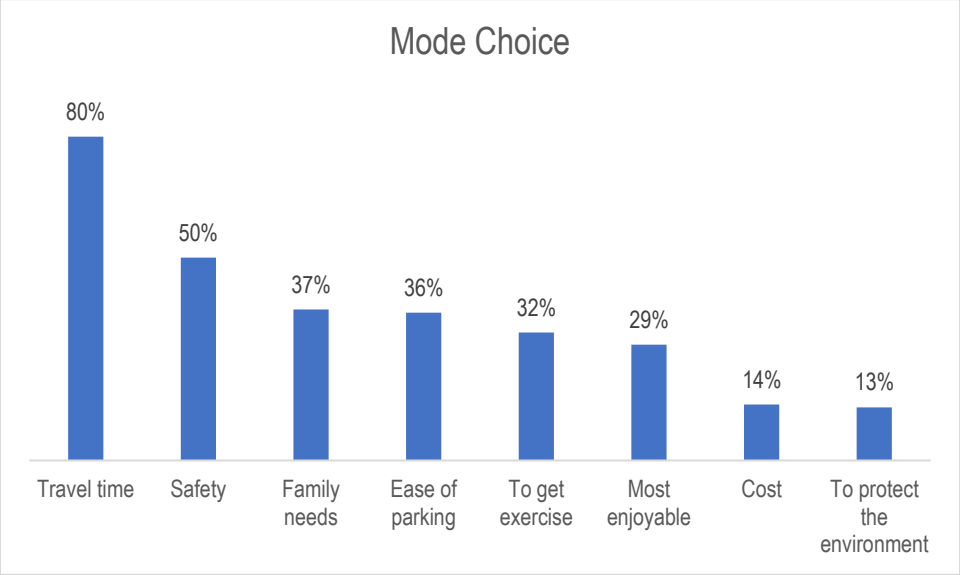
Respondents were asked to reflect on the way that travel in Huntersville has changed over the last few years by mode as well. As seen in Figure 1-6, driving was identified as having become more difficult. However, 39% of respondents said that walking has gotten easier and 36% say that walking has remained the same. Another 30% of respondents said that biking in Huntersville has gotten easier, which speaks volumes to the work that Huntersville has done over the last few years.

Figure 1-6. Change in Travel



Respondents were asked how they made decisions about their mode choice in Huntersville (Figure 1-7). Eighty percent of respondents answered that “travel time” was the most important factor in their mode choice decision, followed by “safety,” and “family needs.”

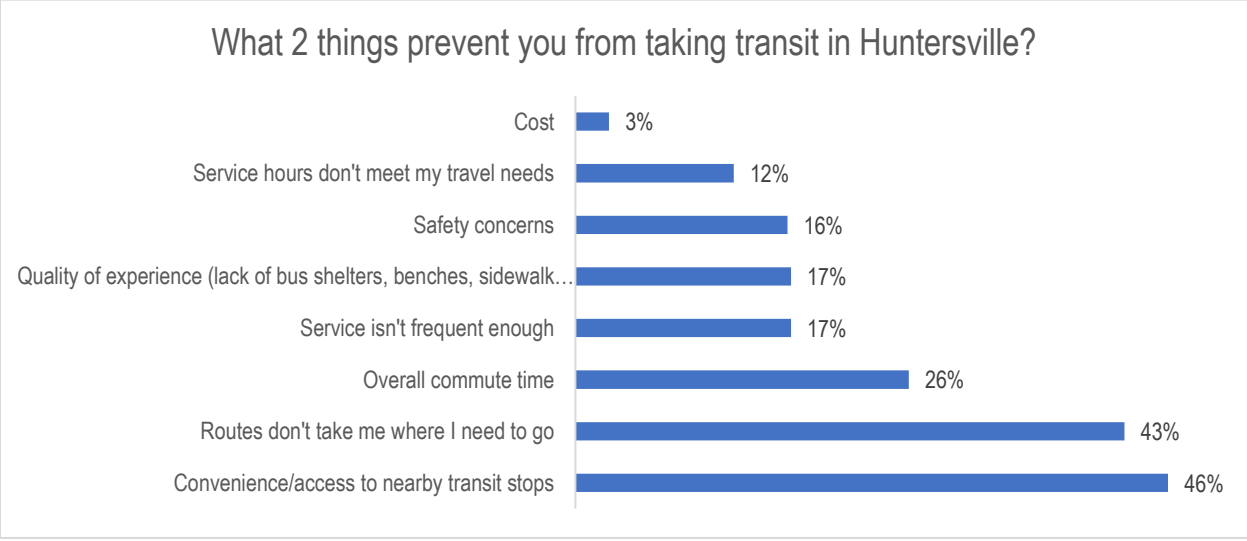
Figure 1-7. Mode Choice Factors



N=406

In order to bolster their responses regarding factors that contribute to mode choice, respondents were asked to identify two things that prevented them from taking other modes. Respondents noted that they did not take transit in Huntersville because of "convenience/access to nearby stops" and "routes don't take me where I need to go" (Figure 1-8).

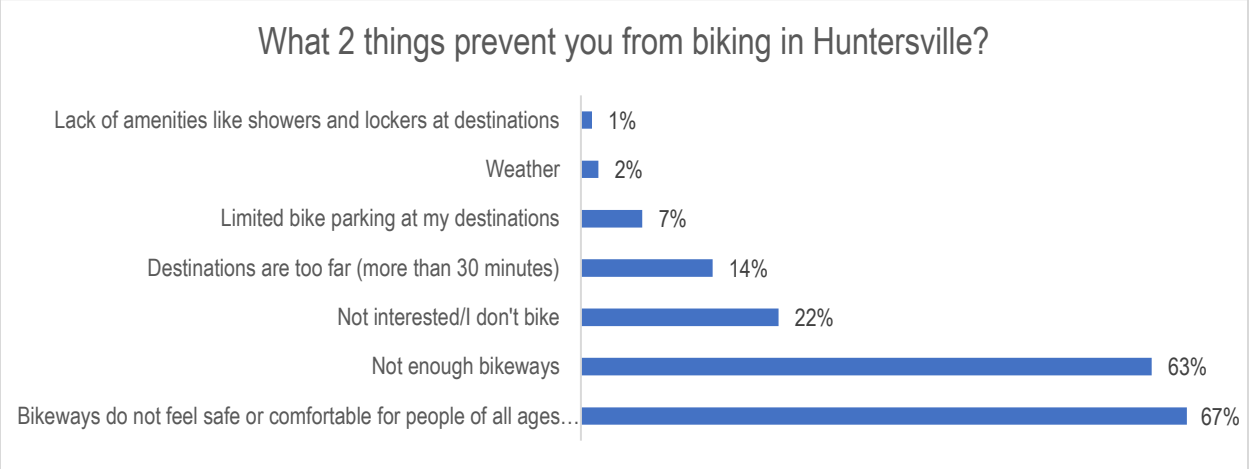
Figure 1-8. Transit Deterrents



N=382

The respondents were asked what keeps them from biking in Huntersville as well (-Figure 1-9). The top deterrents for Huntersville residents in regard to biking were safety and not enough bikeways.

Figure 1-9. Biking Deterrents



N=415

Lastly, the respondents were asked what keeps them from walking in Huntersville (Figure 1-10). Fifty-eight percent of respondents said that there were "not enough sidewalks and crosswalks," and 44% of people said that "destinations are too far" and "sidewalks don't connect to desired locations."

Figure 1-10. Walking Deterrents

N=423

The respondents were given the opportunity to rate different features of the transportation network on a scale that included the following ratings: *Excellent, Good, Fair,* and *Poor* (Table 1-1). None of the identified transportation features received a significant percentage of respondents who selected *Excellent,* but Air Quality was deemed as *Good* by 60% of the respondents. It seems as though the respondents perceive a lack of availability of multiuse paths and opportunities to cross, which hinder bicycle/pedestrian safety. The other most significantly rated *Poor* feature

was the traffic flow on major streets, which lines up with previous answers pertaining to the change in driving over the last few years as becoming more difficult.

Table 1-1. Transportation Network Features Rating

	Excellent	Good	Fair	Poor
Traffic flow on major streets	-	7%	35%	58%
Availability of greenways and sidewalks	3%	18%	46%	33%
Availability of bike lanes and multi-use paths along roadways	1%	6%	31%	61%
Transit service	1%	12%	46%	42%
Ease of public parking	4%	38%	42%	15%
Air quality	10%	60%	50%	5%
Opportunities to cross major roads	1%	16%	39%	43%
Drivers yielding to pedestrians in crosswalks	2%	21%	45%	32%
Pedestrian and bicycle safety	1%	9%	43%	47%

N=417

In order to understand household travel patterns more broadly, respondents were asked how many times members of households completed a variety of activities in the last 12 months (Table 1-2). The majority of respondents did not have family members that used transit instead of driving, carpooled, walked over a mile to an essential service, or walked instead of driving.

Table 1-2. Household Travel Patterns

	2+ times a week	2-4 times a month	Once a month or less	Not at all
Used bus, rail, or other public transportation instead of driving	3%	1%	9%	88%
Carpooled with other adults or children instead of driving alone	12%	17%	28%	44%
Walked or biked instead of driving	10%	13%	29%	48%
Walked more than 1 mile to get to essential services	3%	3%	9%	85%
Used a ridesharing service	1%	7%	33%	59%
Used the managed ("toll") lanes on I-77	16%	25%	25%	33%

N=409

The survey hoped to gauge respondents' familiarity with various local, regional, and state plans/services. It seemed like while a significant percentage of people were "Somewhat familiar" with local infrastructure investments and development plans, respondents were not familiar with CATS service or NCDOT transportation plans (Table 1-3).

Table 1-3. Familiarity with Plans

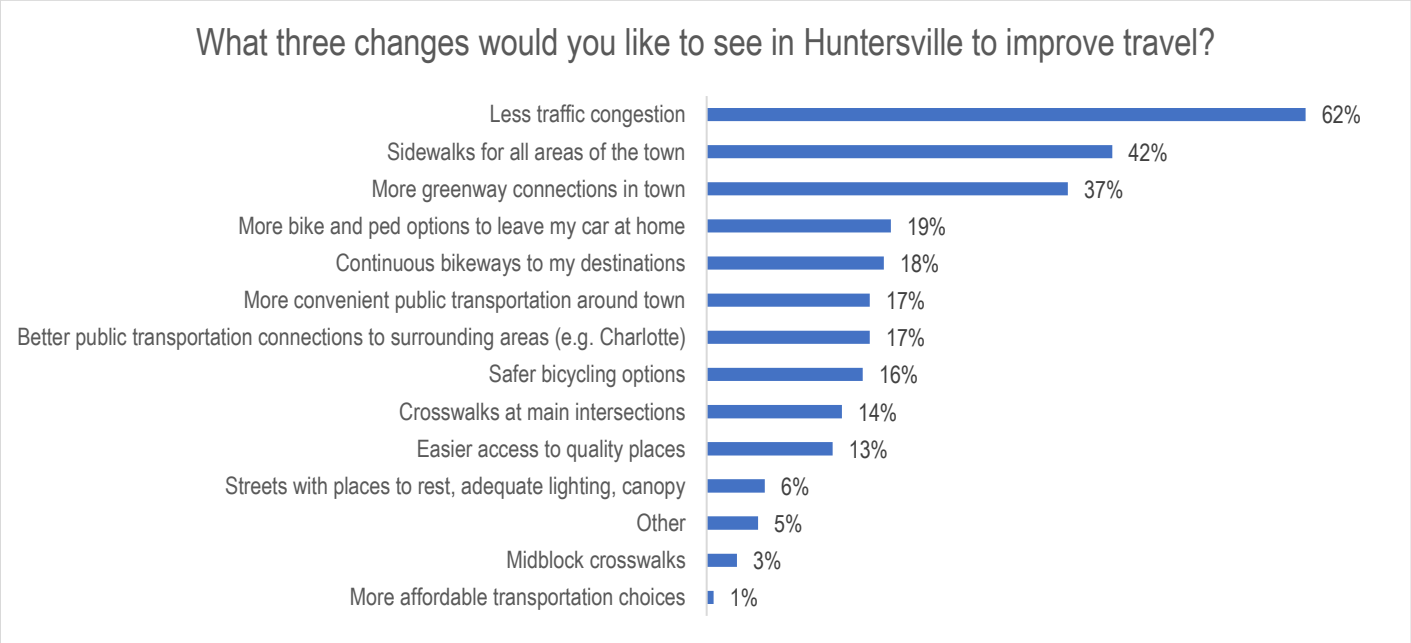
	Extremely familiar	Very familiar	Somewhat familiar	Not at all familiar
Town's investments in infrastructure	7%	11%	53%	29%
Town's plans for development and growth	8%	14%	57%	22%
Town's transportation plans	6%	8%	42%	44%
Town's budget	5%	9%	35%	51%
CATS transit service	2%	7%	35%	56%
NCDOT's transportation plan	4%	7%	40%	48%

N=412

Community Preferences for Improvements

Another facet of the survey aimed to understand how Huntersville should invest in transportation going forward. The respondents were asked to select three changes they would like to see within the Town in order to improve travel (Figure 1-11). The top three changes selected were: (1) less traffic congestion, (2) sidewalks for all areas of town, and (3) more greenway connections in town.

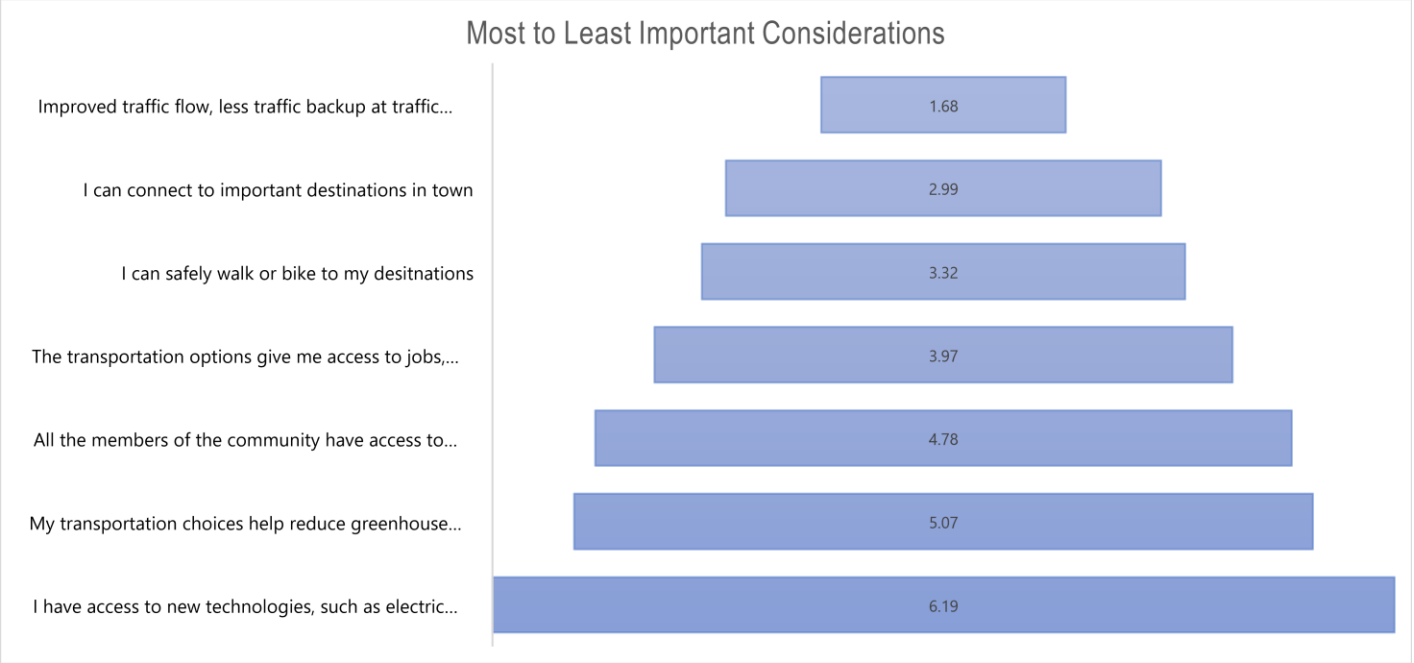
Figure 1-11. Top Three Improvements



N=414

The respondents were also asked to rank in order of most important to least important, the considerations that were critical in responding to transportation challenges (Figure 1-12). The most frequently selected top priority was "improved traffic flow," followed by "I can connect to important destinations in town."

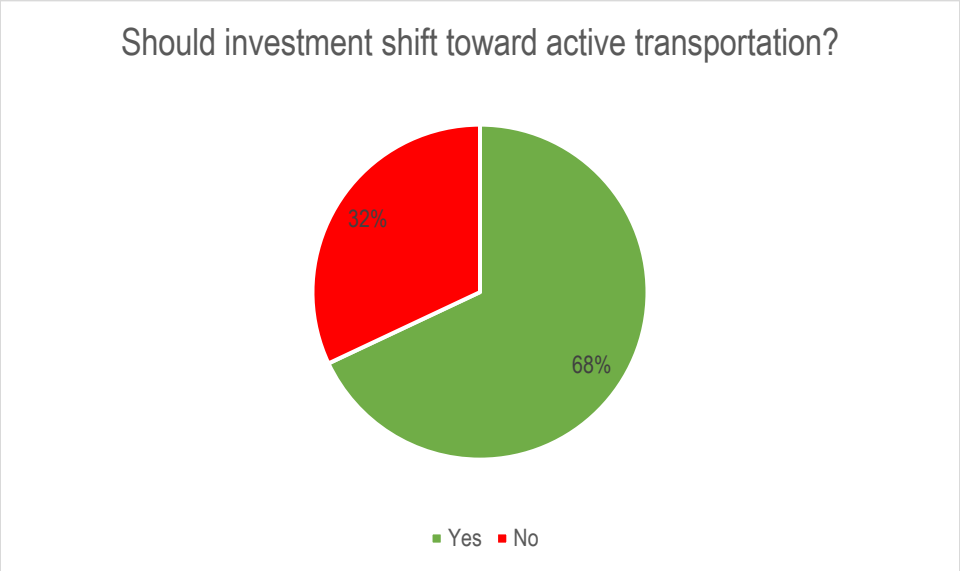
Figure 1-12. Importance of Considerations



N=206

The respondents were asked whether Huntersville should move toward funding more alternative modes of transportation, including walking, biking, and transit. Over 2/3 of respondents said "Yes," they would like to see an investment shift towards supporting more active transportation (**Error! Reference source not found.**).

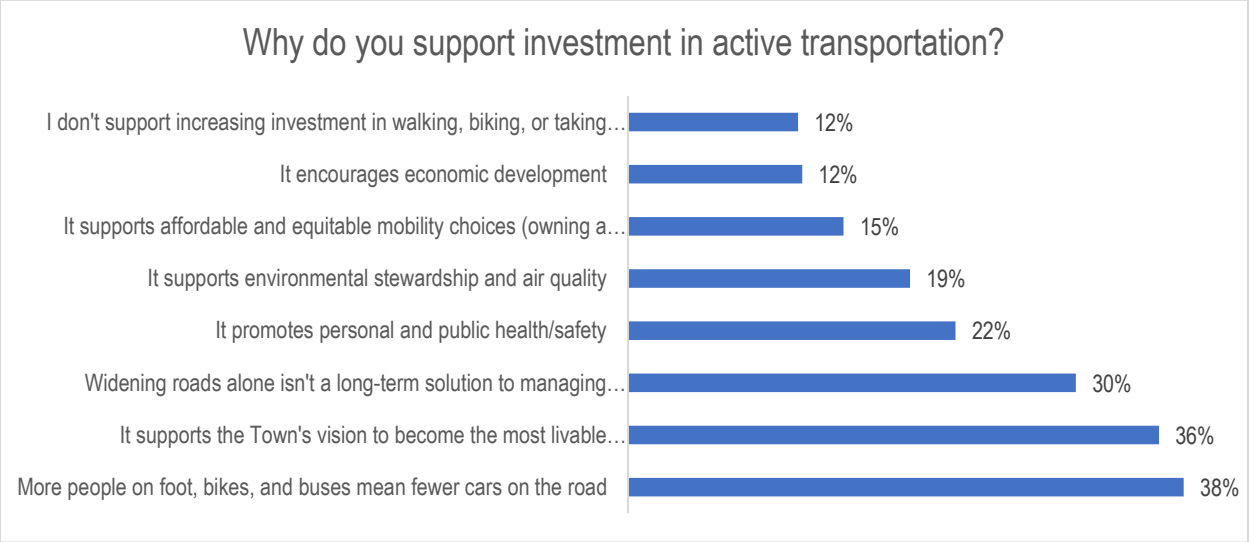
Figure 1-13. Investment in Active Transportation



N=385

The survey asked folks to identify why they support active transportation investment. The top reasons for supporting active transportation were: “More people on foot, bikes, buses mean fewer cars on the road,” which is synonymous with “relieving congestion” followed by “it supports the Town’s vision to become the most livable community in NC” (Figure 1-14

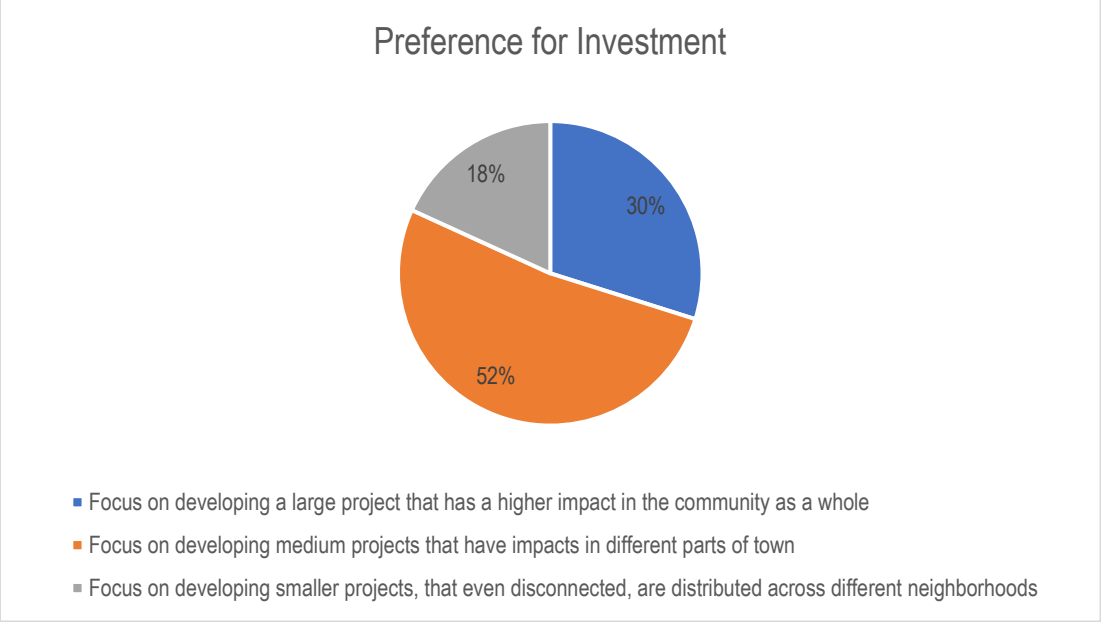
Figure 1-14. Investment in Active Transportation - Explained



N=356

A majority of respondents were interested in having the Town focus funding on medium projects with different impacts in different parks of town (52%) followed by 30% who wanted to focus developing a large project with a high impact (Figure 1-15).

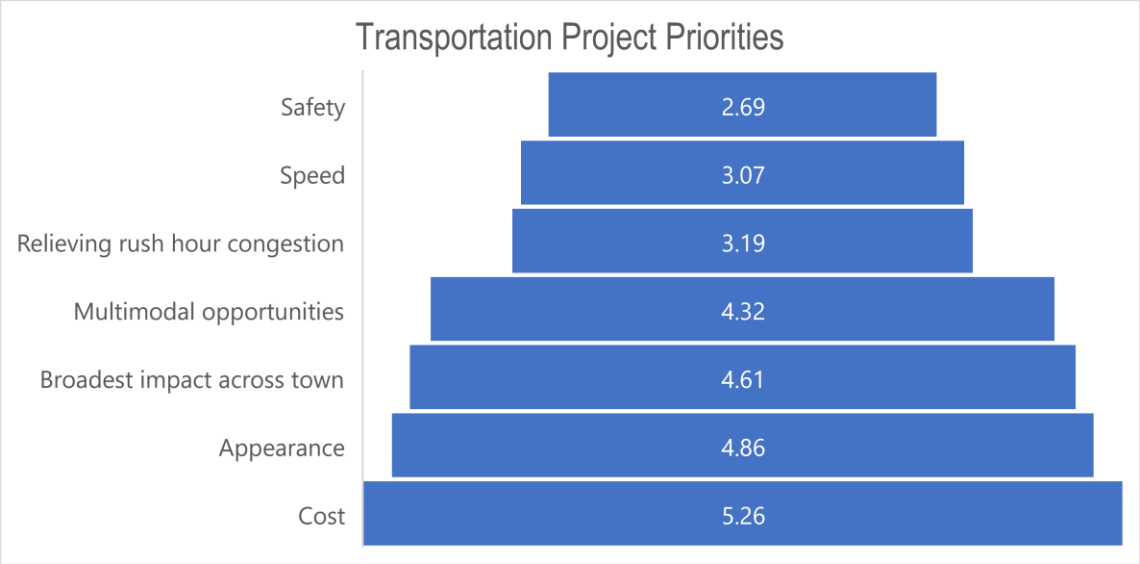
Figure 1-15. Investment Preferences



N=385

The respondents were asked to rank criteria for selecting transportation projects, placing Safety, Speed, and Relieving Congestion as the top three priorities for transportation projects (Figure 1-16).

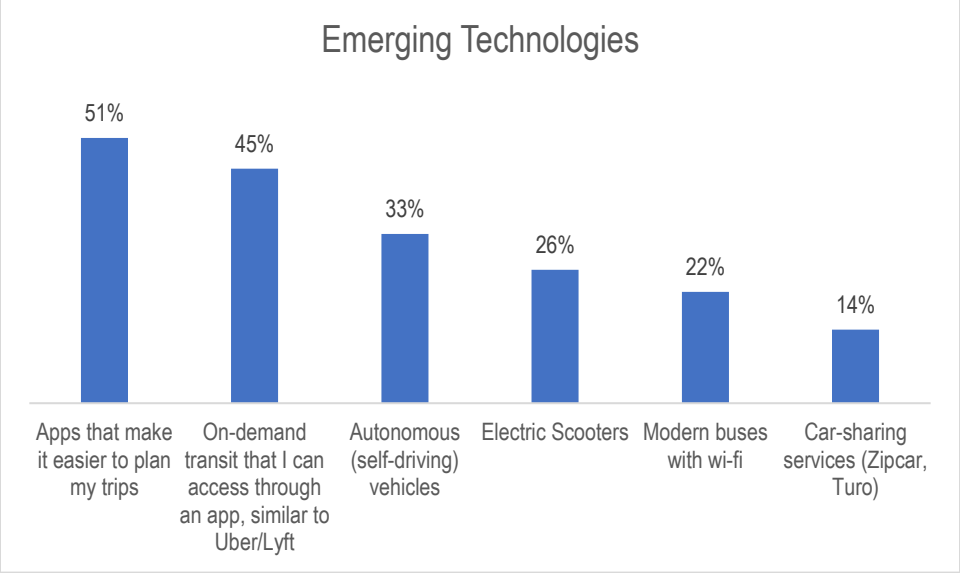
Figure 1-16. Priority Criteria for Transportation Projects



N=213

The respondents were asked to consider which emerging technologies they were excited about, and 51% of respondents said that trip-planning apps followed by app-driven transit services were the most exciting technologies (Figure 1-17).

Figure 1-17. Emerging Technologies



N=302

The last set of questions on the survey aimed to have respondents select "This or That," having tradeoffs listed. The table below shows the preferences of respondents in the same order the questions were asked.

Where the preference was **strong**, the selection is coded with a darker green, where the preference was **less distinct**, the selection is colored in a lighter green.

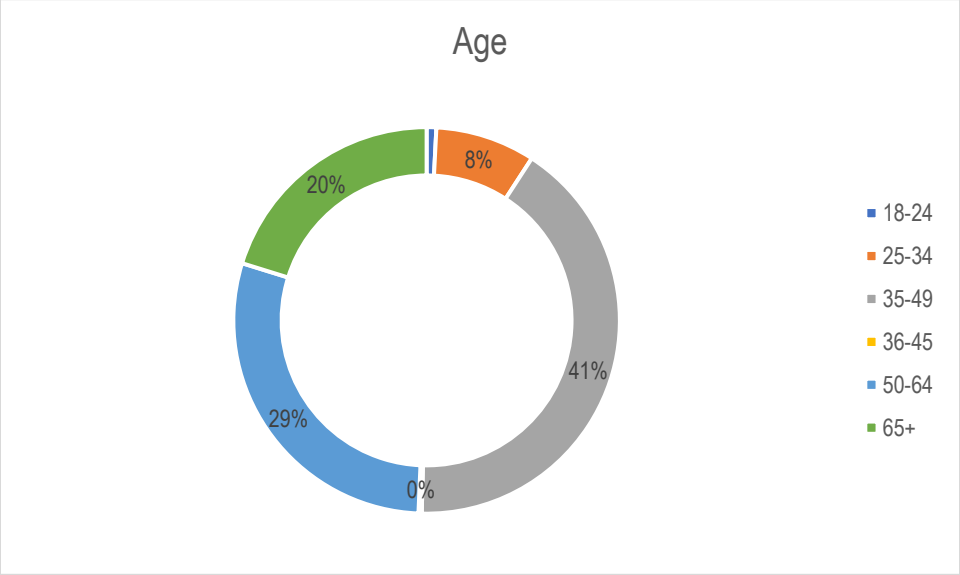
Table 1-4. Trade-offs

Trade-off Questions	
On-demand transit service in town	More express bus transit service to Charlotte
On-demand transit service in town	Connected sidewalks to access key destinations
On-demand transit service in town	Connected bike infrastructure to access key destinations
Develop multimodal corridors that include sidewalks and bike lanes to access key destinations	On-demand transit service in town
Connected bike infrastructure to access key destinations	Connected greenways/sidewalks to access key destinations
Develop multimodal corridors that include sidewalks and bike lanes to access key destinations	Connected greenways to access destinations

Demographics

In order to better understand the respondents' perspectives, the survey asked questions to capture their demographics. The most represented age group, shown in Figure 1-18, was 35-49 year old (41%) followed by 50-64 (29%) and 65+ (20%).

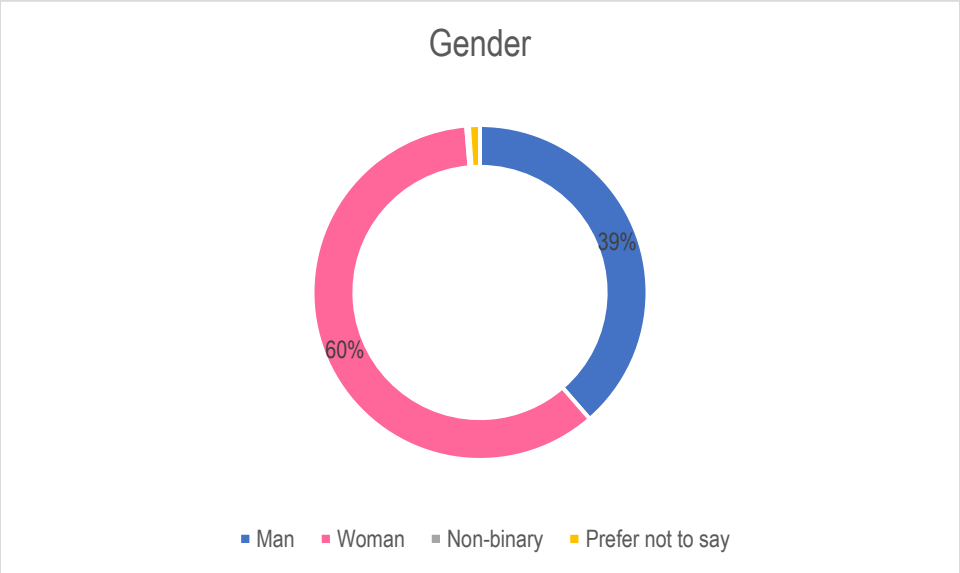
Figure 1-18. Respondents' Age



N=371

A majority of respondents (60%) were women (Figure 1-19).

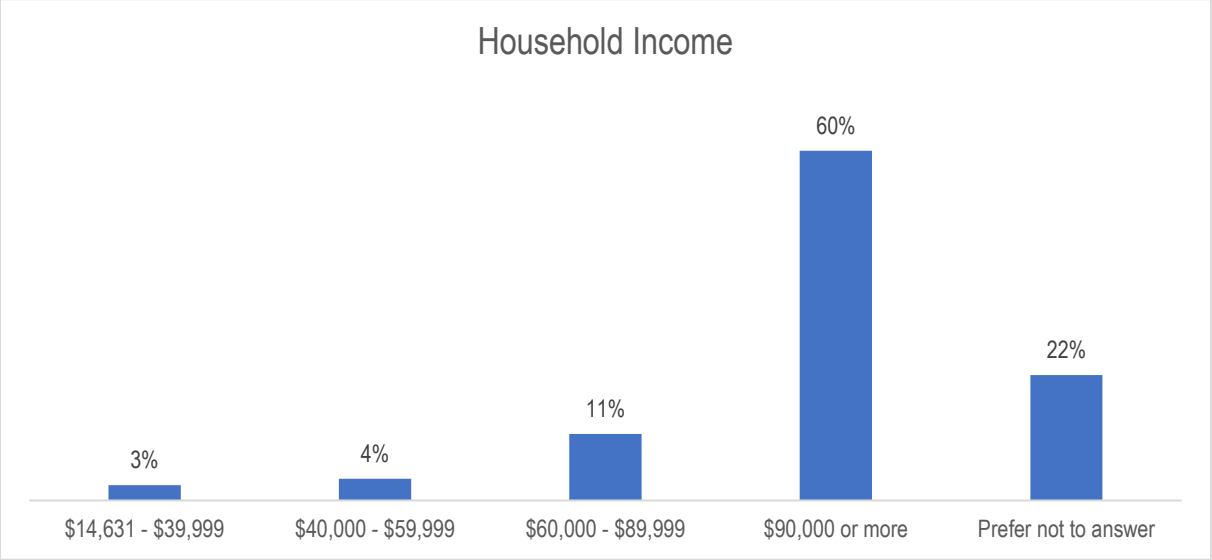
Figure 1-19. Respondents' Gender



N=378

It is also important to note that the majority of respondents (60%) had household incomes of over $90,000 (Figure 1-20). The median household income for Huntersville in 2021 was a little over $102,000, so these percentages make sense.

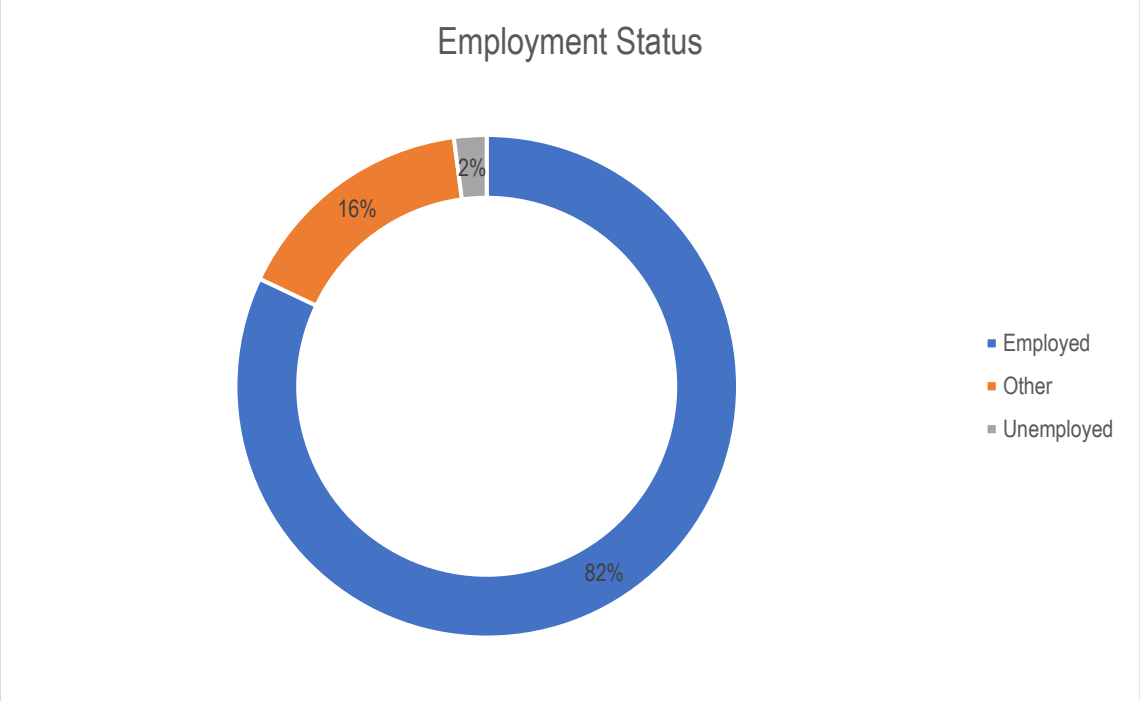
Figure 1-20. Income Level



N=374

A majority of survey respondents are employed, with only 2% being unemployed (Figure 1-21).

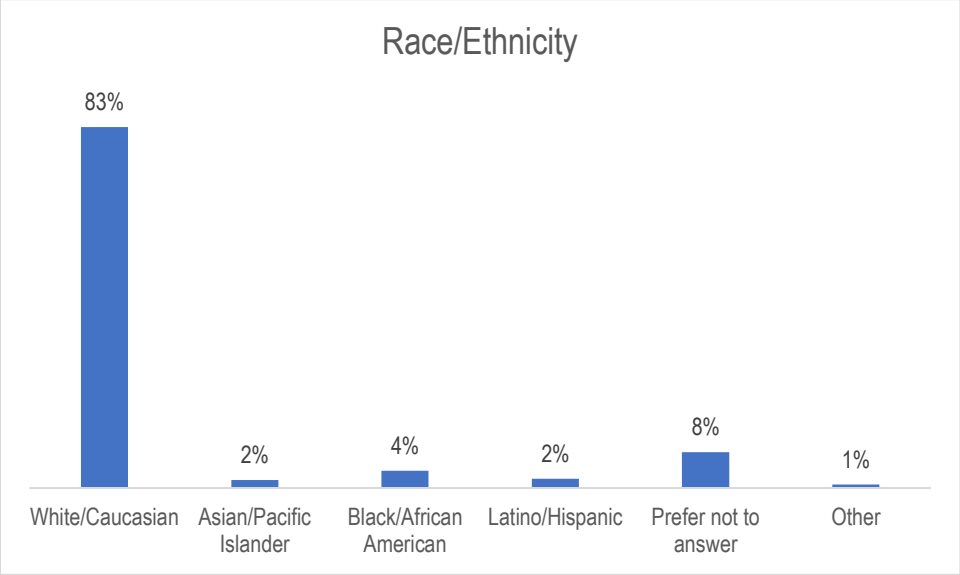
Figure 1-21. Employment Status



N=334

There was a high percentage of respondents who identified as White/Caucasian (83%) and only 4% of respondents identified as Black/African American (Figure 1-22).

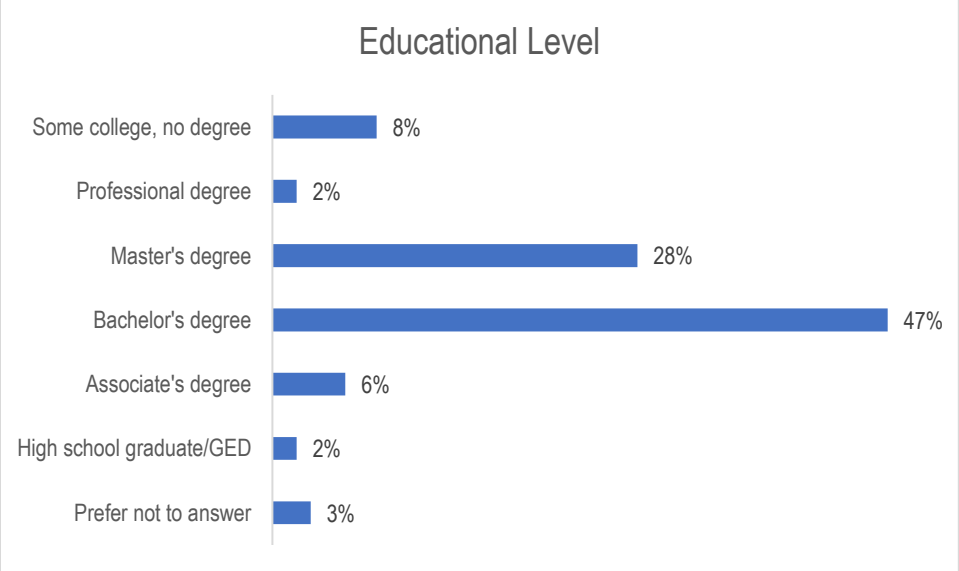
Figure 1-22. Respondents' Race



N=377

The highest percentage of respondents had a Bachelor's degree (47%), according to Figure 1-23.

Figure 1-23. Respondents' Education



N=378

2. Community Focus Group Summary

The Community Focus Group events were held at the Huntersville Town Hall on Wednesday, May 23, 2023 in two separate sessions—an afternoon session from 11-2pm and an evening session from 4-7pm. There were approximately 28 attendees in the afternoon session compared to 21 attendees at the evening session. When attendees arrived at the Town Hall, they had the option to watch a brief slideshow describing the background and purpose of the Huntersville Mobility Plan effort.

In the center of the room was a prioritization exercise. Attendees were provided a handout, which gave examples of the various types of projects (*Bike infrastructure*, *Pedestrian infrastructure*, *Transit*, *Roadway*, and *Emerging technologies*) and defined funding consideration criteria (*Safety, Congestion, Access to Employment/Services, Connectivity/Mobility, Quality of Life, Potential for Transformative Change, Project Cost,* and *Other*). Participants were asked to rank in order of importance the types of projects they would like to see in Town and then rank in order of importance the considerations that mattered most in terms of selecting specific projects.

On the back wall, there were four posters that posed questions for participants to answer using sticky notes:

- **List any places you wish you could reach by walking/biking but can't currently and include why;**
- **List streets and intersections that you feel are unsafe to walk or bike on or along;**
- **List the streets you wish had a bike facility for you to ride along on it or next to it. List locations;** and
- **List the streets and intersections where you encounter the most congestion.**

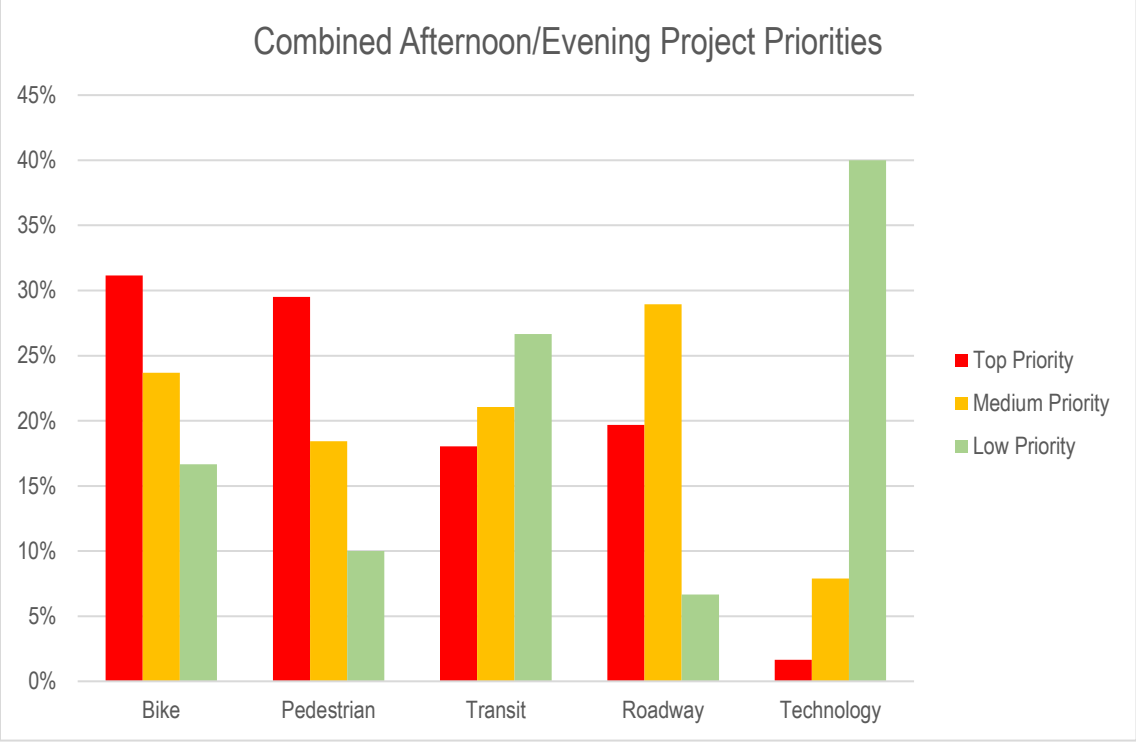
Lastly, were three map stations set up on tables in the room. The maps depicted the Town's *existing and planned* bicycle/pedestrian projects, roadway projects, and transit projects. Participants could write in comments on the maps, ask staff questions about projects, and make suggestions for other projects within the respective categories.

2.1. Prioritization Exercise

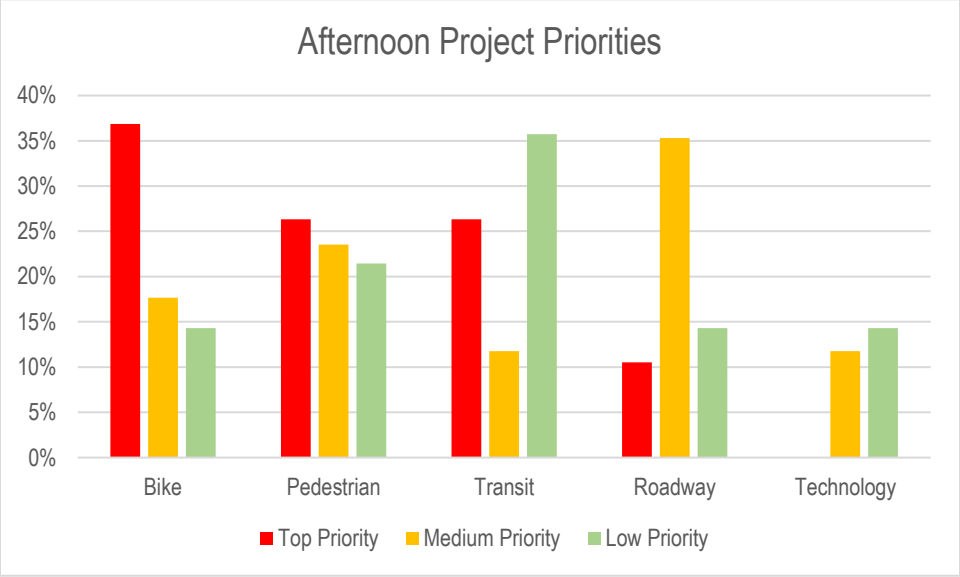
The handout that attendees were given defined various types of transportation projects and priority considerations and can be found in the Appendix of this document.

The attendees were asked to rank their priorities for types of transportation projects as well as priority funding considerations, summarized in the tables below:

Table 2-1. Priorities for Project Types



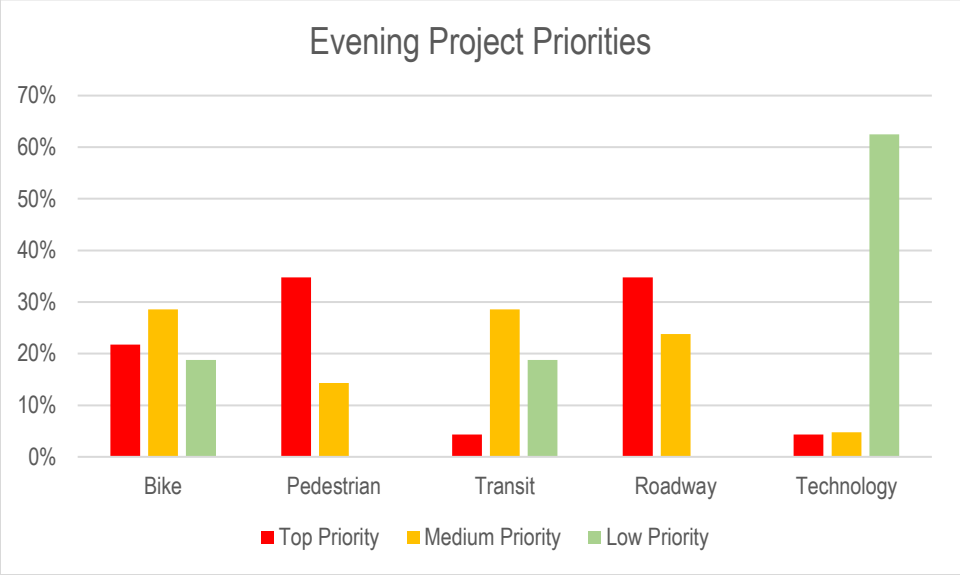
It is also important to indicate the differences of priorities between those who attended the afternoon session between 11am and 2pm and those who attended the evening session between 4 to 7pm. There are distinct differences in their perceptions on which projects should be prioritized by the Town.



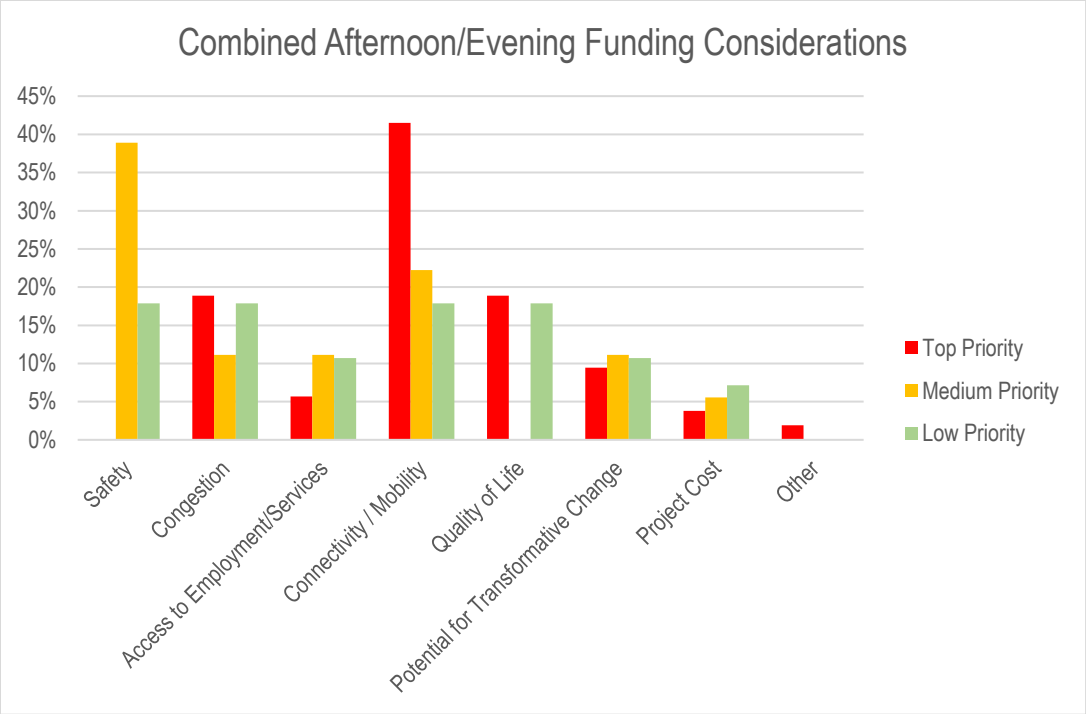
Afternoon attendees expressed definitive interest in projects dealing with bicycle infrastructure, and over ¼ of attendees also indicated that pedestrian infrastructure and transit projects were their top priorities.

Roadway projects were identified as a medium-level priority for afternoon attendees, and transit projects were the lowest priority for projects.

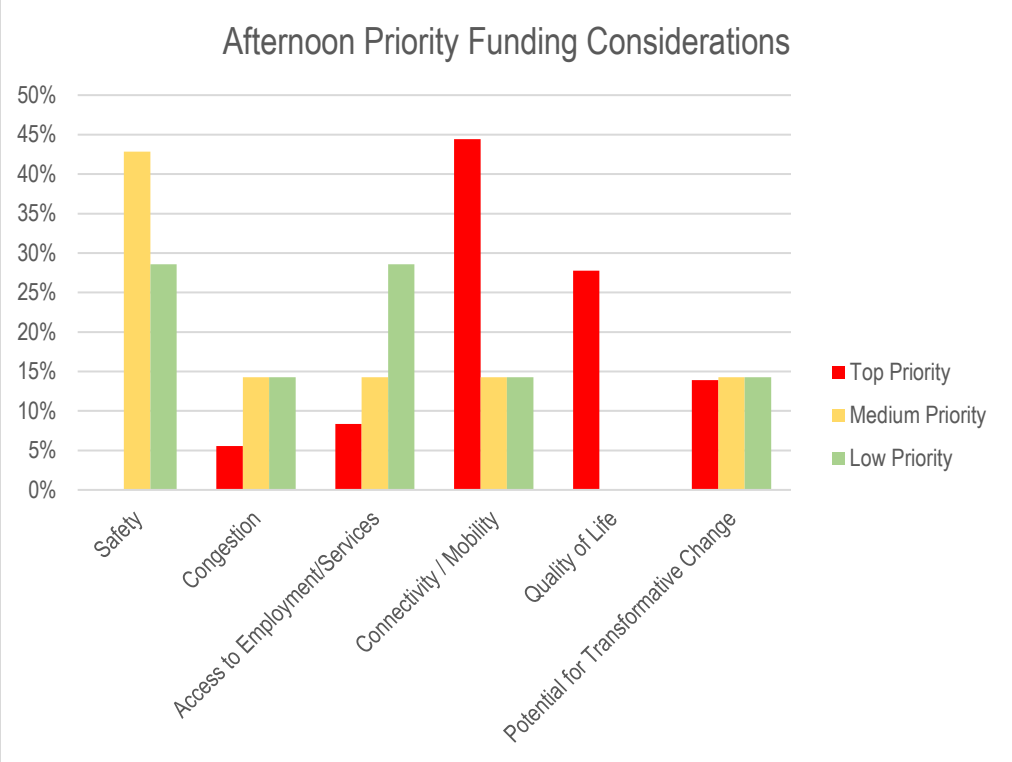
Evening attendees, however, gave greater importance to roadway projects than the afternoon attendees did. Both roadway and pedestrian projects were the most important priorities, with bike infrastructure and transit projects falling in the medium-level priority category and technology projects ranking as the lowest priority for transportation projects.



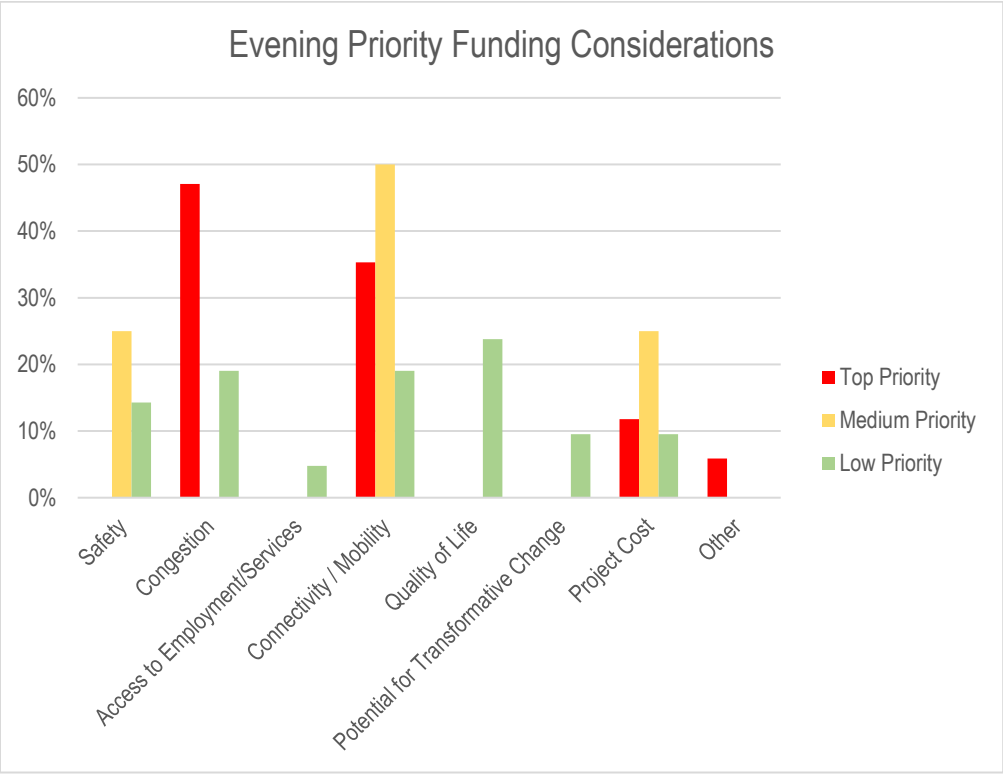
Participants were also asked to rank their priorities for project funding considerations—what a project would effect or aspects of the project itself mattered most. When the afternoon and evening participants votes were combined, the most important consideration was Connectivity/Mobility and the medium priority most commonly selected was Safety.



However, it is important to consider the differences in responses between the afternoon and evening attendees. The attendees in the afternoon ranked Connectivity/Mobility and Quality of Life as their top priorities. Safety was identified as a medium-level priority, and Access to Employment/Services was a low priority.



During the evening meeting, which occurred between 4-7pm, Congestion was identified as the top priority for funding considerations. Wh focused on Congestion as the top priority for funding considerations. During the afternoon session, however, Connectivity/mobility was rated as the top priority. This is important to note because the commute experience for those who arrived between 11am and 2pm was likely very different from those who arrived between 4pm and 7pm. The medium-level priority for the evening attendees was Connectivity/Mobility, while Quality of Life was the most commonly selected low-priority funding consideration.



2.2. Open Ended Questions

In addition to the ranking exercise, there were four questions posted on the boards for the public to comment on, which asked questions. The questions and responses are summarized below:

List any places you wish you could reach by walking/biking but can't currently and include why:	**List streets and intersections that you feel are unsafe to walk or bike on or along:**

• Downtown to/from….
  ○ Asbury Chapel
  ○ Rosedale
  ○ Covington
  ○ Centennial Subdivision
  ○ East of the railroad tracks
  ○ East Huntersville
  ○ No good connection to existing sidewalks
  ○ Business Park
	• Old Statesville Rd.
	  ○ The sidewalks lack a buffer
	  ○ Between Stumptown and Sam Furr
	  ○ To NC-115
	• Beatties Ford Rd
	• Statesville Rd
	• Huntersville Concord Rd
	  ○ From Warfield to Downtown

- Birkdale - North Meck Park - McCord Road is dangerous and busy from Northstone to 115 - From Stumptown - All of 115 W. Gilead Road – connect to greenway/bike path - US-21 - Huntersville Athletic Park / HFFA - Birkdale - Zero paths from Lakemonte Commons - No connectivity to Downtown - Keep and expand Pottstown Park for greenway or nature preserve. - Everywhere from Pottstown	- To Downtown - From Hiwasee to 115 - Ferreltown Parkway intersection - Maxwell Avenue (Downtown) - Birkdale Commons – you can't cross on 3 legs of the intersection - Route 115 - Route 73 - McCord Rd - US-21 – dense traffic and high speeds without sidewalks - Gilead Rd and W. Gilead Rd - West of I-77 - Highway-21 intersection (Town Hall) - Gibson Park - From Drake Hill to new Main St - Exit 23 Crossing - Northcross – Grand Oak to Birkdale - Crossing Sam Furr - Holbrooks Rd (section) - Downtown to Asbury Chapel
List the streets you wish had a bike facility for you to ride along on it or next to it. List locations: - East-West Transit Connectivity - Gilead Rd. - Between Beatties Ford and Bud Henderson - NC-115 - Huntersville Concord Rd to Asbury Chapel - Stumptown - Hambright - McCord Rd (from Ramah to NC-115_ - Old Statesville Rd - Stumptown and north - Add bike lane - Between Gilead and Sam Furr - Between Stumptown and Sam Furr - Reese - Huntersville Concord to Asbury Chapel - Statesville (from Sam Furr and Mt. Holly Huntersville to Gilead) - US-21 - Downtown to Asbury Chapel – need continuous bike lane without gaps - Holbrooks/Dellwood - Church St. connection - Ranson Rd.	**List the streets and intersections where you encounter the most congestion:** - Gilead and - Old Statesville - US-21 - pedestrian access @ 21 and Exit 23 from east to west of Town - At I-77 - Statesville - Beatties Ford (PM rush hour) - NC-115 - Sherwood - Create more connections, not more widening. Widening leads to traffic - Statesville and - Stumptown - Sam Furr - Old Statesville and Ramah Church Rd - Anywhere near Birkdale - Stumptown connector off Ramah Church to NC-115 (build it now!) - NC-73 and - Birkdale (looking forward to Ramah Church being done) - Northcross (backs up in both directions) - From Catawba to Statesville Rd.

	• Please widen ALL the roads that will be constructed to build anything. Can't keep building and keep streets tiny and tight.

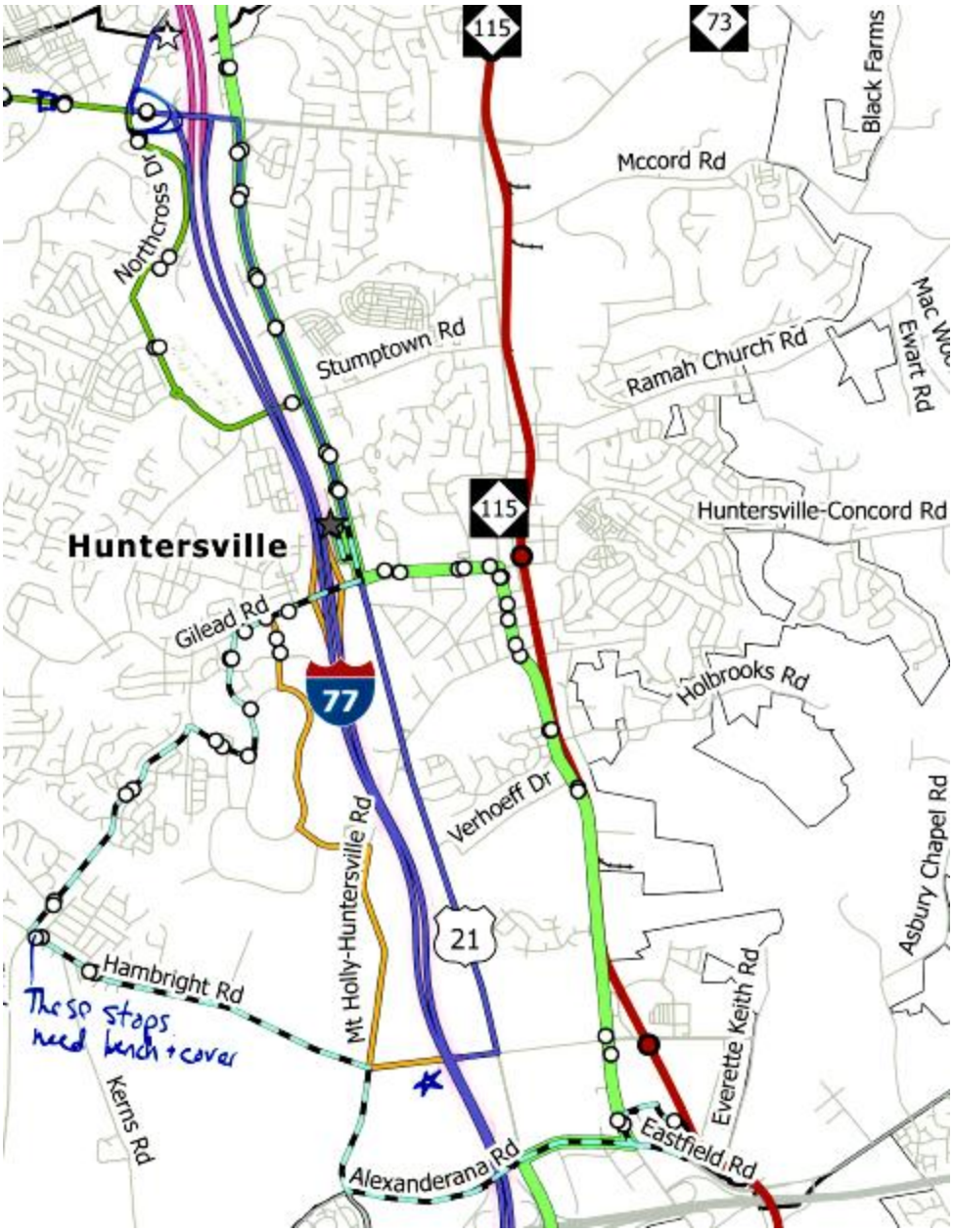
2.3. Mapping Exercise

The event had three separate stations with maps of the Town—one map showing existing and planned transit projects, one showing existing and planned bike/ped projects, and one showing existing and planned roadway projects.

The comments received at each table varied, and are summarized below:

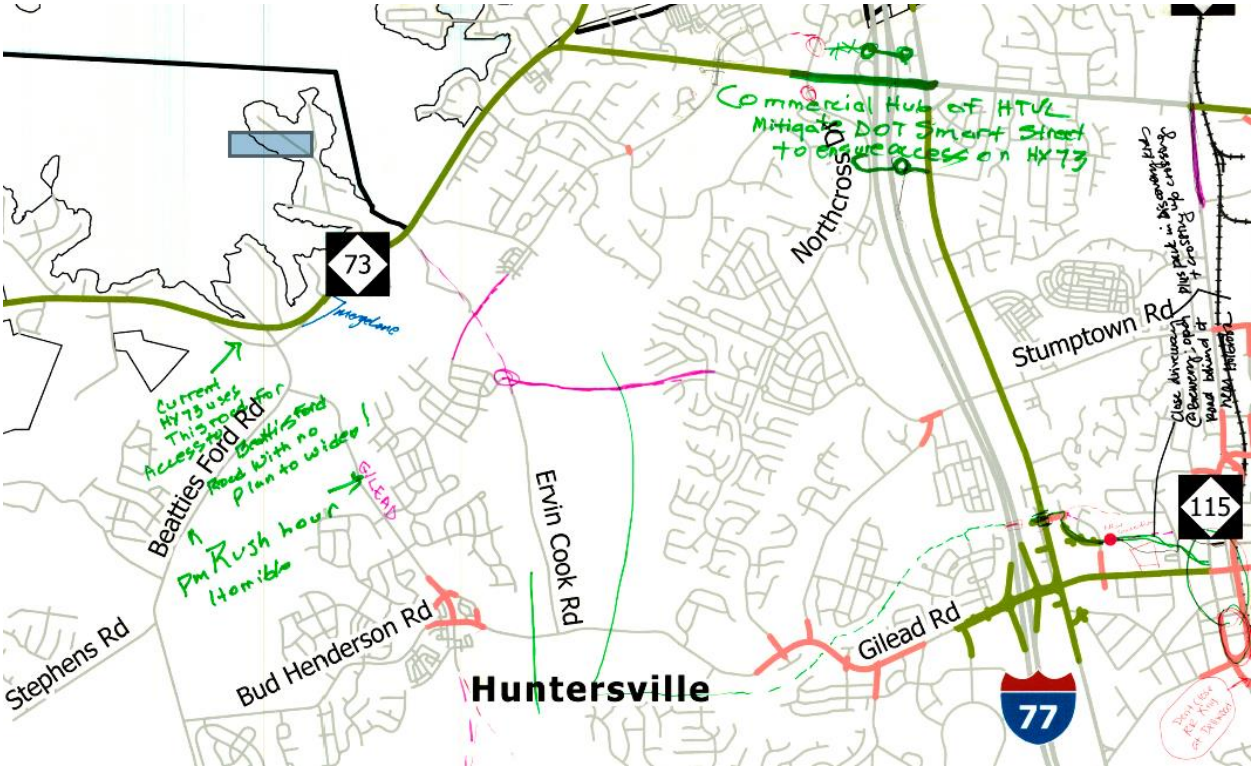
Transit

- Most are very supportive of Red Line but also acknowledge challenges
- Intrigued by micro-transit and interested to learn more
- Voiced needs to go beyond Village Rider coverage area and service hours
- Understand the reasoning to leverage express lanes for BRT
- Supportive of Hambright park and ride
- Certain stops were pointed out as needing improved amenities



Roadway

- Most commented on the congestion that has grown over the last decade
- Bottlenecks along Beatties Ford Rd were pointed out as problematic with the widening of NC-73
- Interest in Smart Street improvements in the Northcross area were specifically pointed out
- There was interest in connecting the Birkdale neighborhood to local roads, such as Ervin Cook Road, where no connection currently exists, which would be a transformational project.



Bicycle and Pedestrian

- Specific concerns about greenway alignments from a few participants
- Most were concerned with crossings and the timeline of greenway openings.

2.4. Summary of Community Focus Group

Overall, there seemed to be great interest in improving connectivity for cyclists and pedestrians from Downtown to various destinations—such as Birkdale Commons, Pottstown, and North Meck Park. This effort bolstered the survey results and provided citizens with the opportunity to express their specific needs and priorities for the future of the transportation network in Huntersville. The results of the Community Focus Group will further inform the recommendations for prioritization of projects.

Appendix A Focus Group Handout

Key Definitions of Priority Considerations:

Safety The project has safety measures to make sure that fewer people get hurt when they are driving, biking, or walking, so that everyone can move around freely and businesses can keep running smoothly. The project will be in an area where there have been a high number of accidents in the past.

Congestion Relief The project seeks to reduce congestion on important roads by giving people different ways to get around. This may mean changing how traffic flows, like adding roundabouts or making roads narrower. It could also mean encouraging people to share rides, improve buses and bus stops, or make walking and biking easier.

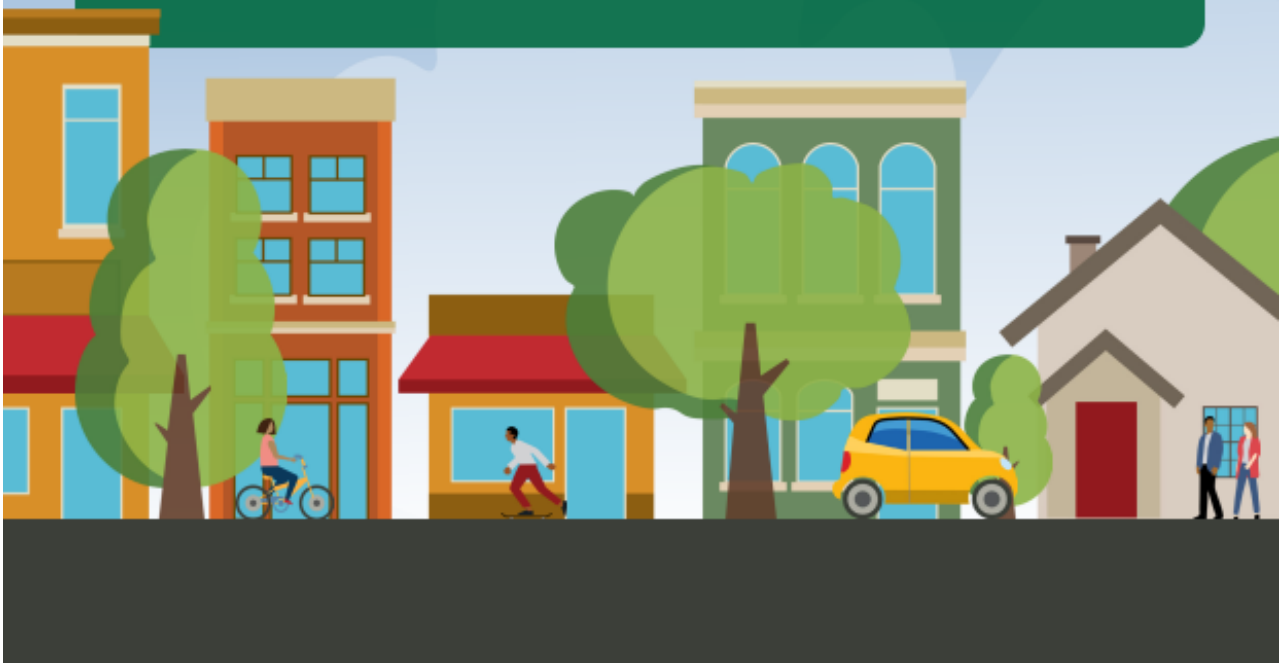
Access to Opportunity The project makes it easier for people to get to jobs, schools, and places where they can get help in the community. It helps people have better access to things they need in important parts of the Town.

Connectivity/Mobility The project wants to remove things that make it hard for people who ride bikes, walk, or have disabilities to get around. It also aims to make it easier to go between important destinations both inside and outside of Huntersville.

Quality of Life The project does not harm the environment greatly and gives people the chance to be healthier (like having better access to healthcare and ways to stay active). It also makes living in Huntersville better, which is part of the Town's vision.

Potential for Transformative Change The project is important enough to change how an area of the Town looks, works, or feels in the future. It can also make other projects happen in a better way going forward.

Project Cost The project uses money wisely and tries to keep costs low. Projects that do not require using other people's land (Right-of-Way) and have smaller budgets while still addressing important issues and concerns are preferred.



Types of Projects	Examples
Bicycle	Protected bike lanes Additional bicycle parking Bike-share programs Sidepath (multi-use path along roadway)
Pedestrian	Sidewalk additions/upgrades Crosswalk improvements Greenways Sidepath (multi-use path along roadway)
Transit	Amenities (shelters, benches) New routes Microtransit Mobility hubs Park and Ride Lots Bus Rapid Transit
Roadway	Road diets Widenings Traffic Calming (i.e. roundabouts)
Emerging Technologies	Electric Scooter Car-share, Electric Charging Stations Autonomous Vehicle infrastructure