

APPENDIX V

PUBLIC SURVEY

SURVEY HIGHLIGHTS

May 2023

Survey Overview

As part of the public engagement component of the US Route 4 Corridor Study Inter-Municipal Update, an online survey was developed. The survey sought to gather valuable insights and opinions from residents, employees, and community members to help inform the study's findings. Participants were asked to provide their perspectives on various aspects related to the US Route 4 Corridor, including transportation options, traffic management, economic development opportunities, safety measures, and the creation of a well-integrated transportation network.

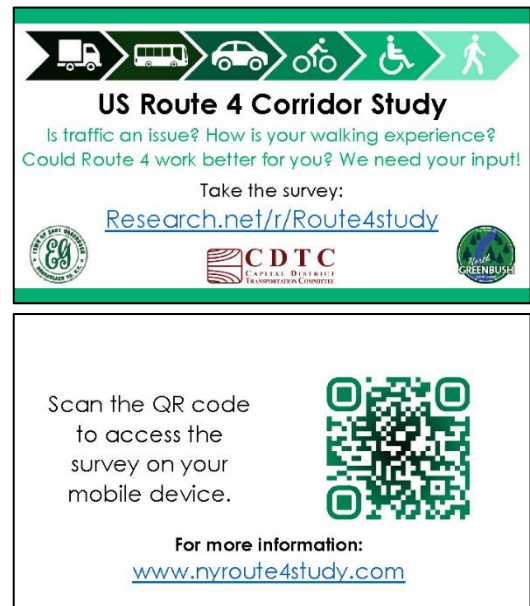
The twenty-one (21) question survey was created and distributed using the Survey Monkey platform. The survey opened February 03, 2023, and remained open until April 25, 2023. There was a total of 784 responses received.

The survey was available on the project website at www.nyroute4study.com and was advertised on the town websites. An information flyer which included a link to the online survey was prepared and distributed through social media and email. In addition, survey cards were prepared and distributed throughout the community and local businesses which included a Quick Response (QR) code for direct access to the survey on a smartphone or tablet.

Throughout the survey period, participants' responses were treated confidentially and used solely for the purposes of the study. The survey was voluntary, allowing participants to withdraw from the process at any time without penalty.

By engaging in this survey, community members played a vital role in shaping the future planning and decision-making processes regarding the US Route 4 Corridor. Their input helped to inform the development of Corridor Concepts that aligns with the community's goals and aspirations.

We extend our sincere gratitude to all those who took the time to complete the survey. With their valuable input, we can work together to create a vibrant, sustainable, and inclusive transportation system that will benefit the community for years to come.



Survey Card

Data Limitations

The survey is one of multiple public engagement activities intended to gather input from the community. The survey responses are self-selected and are not statistically valid. The survey alone cannot be used to find the “answer” or “solution” but can in part help identify common themes and trends.

Survey Topic Areas

The survey questions were organized around four topic areas: Demographic Information, Use of Corridor, Experience/Quality of Life, Suggestions for the Future.

Demographic Information

Demographic Information questions sought to establish the demographics of the people taking the survey. Questions about demographic data and residency information were included in this section. Getting a broad range of survey participants from the local area is important to address the needs of different demographics. Understanding the age of the survey participants can help inform how to best address their needs. Furthermore, knowing that responses are representative of a variety of community members can assist in inclusive decision-making.

Use of Corridor

Questions pertaining to the Use sought to understand how survey participants are interacting with, what activities they are traveling for, and how they access the corridor. Understanding how community members are interacting with the existing corridor is important to identify where there may be opportunities for improvements.

Experience/Quality of Life

This section asked survey participants questions about the type of land uses they would discourage and encourage and pedestrian amenity questions. Furthermore, Questions about the feeling of safety around the study area were concentrated in this section.

Suggestions for the Future

This section provided a place for survey participants to include any additional thoughts. There was also the opportunity for respondents to identify their top two (2) challenges and opportunities.

Survey Highlights

The following is a brief highlight of each question of the survey. For the full survey results see the attached survey questions and responses.

Demographic Information

Question 1 (Q1) asked participants to enter their zip code. This is a key consideration to see local responses as well as visitors who may be coming for shopping, employment, etc. The study area is located entirely in the 12144 zip code. Of the 709 responses entered, 39% (275) entered 12144, 29%

(207) entered 12061, 9% (64) entered 12180, and 8% (56) entered 12198. The remaining 15% of the responses were divided among other zip codes from around the capital district.

Question 2 (Q2) of the survey determined the age ranges in which the respondents fell. The three largest age cohorts were 45 to 54 years old (21.8%), 35 to 44 years old (21.4%), and 55 to 64 years old (21.2%). There was also a large group of respondents who reported as being 65-74 (17%). Having participants of varying age ranges providing input can ensure the study reflects the needs of the local demographic.

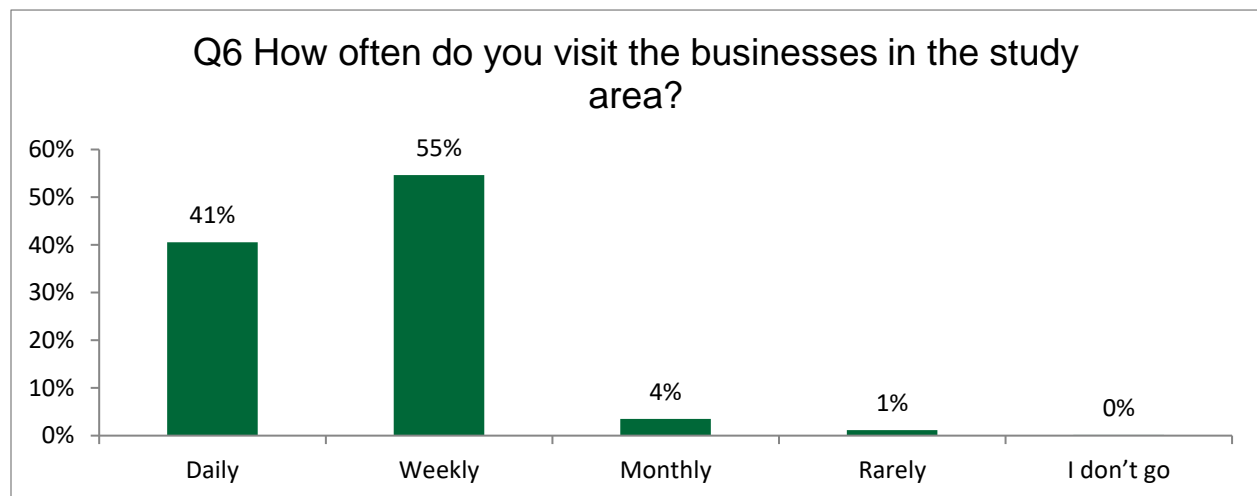
Question 3 (Q3) asked participants to identify all the categories they identify with, including Resident, Visitor, Business owner, Property owner, I travel through the Route 4 corridor, I work on the Route 4 corridor, or other, with a place to write in. A significant portion (85% or 665 people) selected I travel through the Route 4 corridor. The next most selected was Visitor/Shopper with 56.5% or 442 people followed by Property owner with 51.3% or 402 people. This shows a good mix of folks taking the survey.

Question 4 (Q4) was optional and allowed participants to leave their email to receive project updates.

Use of Corridor

Question 5 (Q5) asked participants what typically brings them to the study area and responders had the option to select all that apply with an option for other, to write in a response. Shopping was the highest response selected by 58% (679), followed by Dining 67% (521), Residence 48% (372), and Employment with 15% (115).

Question 6 (Q6) asked participants how often they **visit the businesses** in the study area. Over half of respondents (54.66% or 422) visit weekly. This was followed by Daily with 41%.



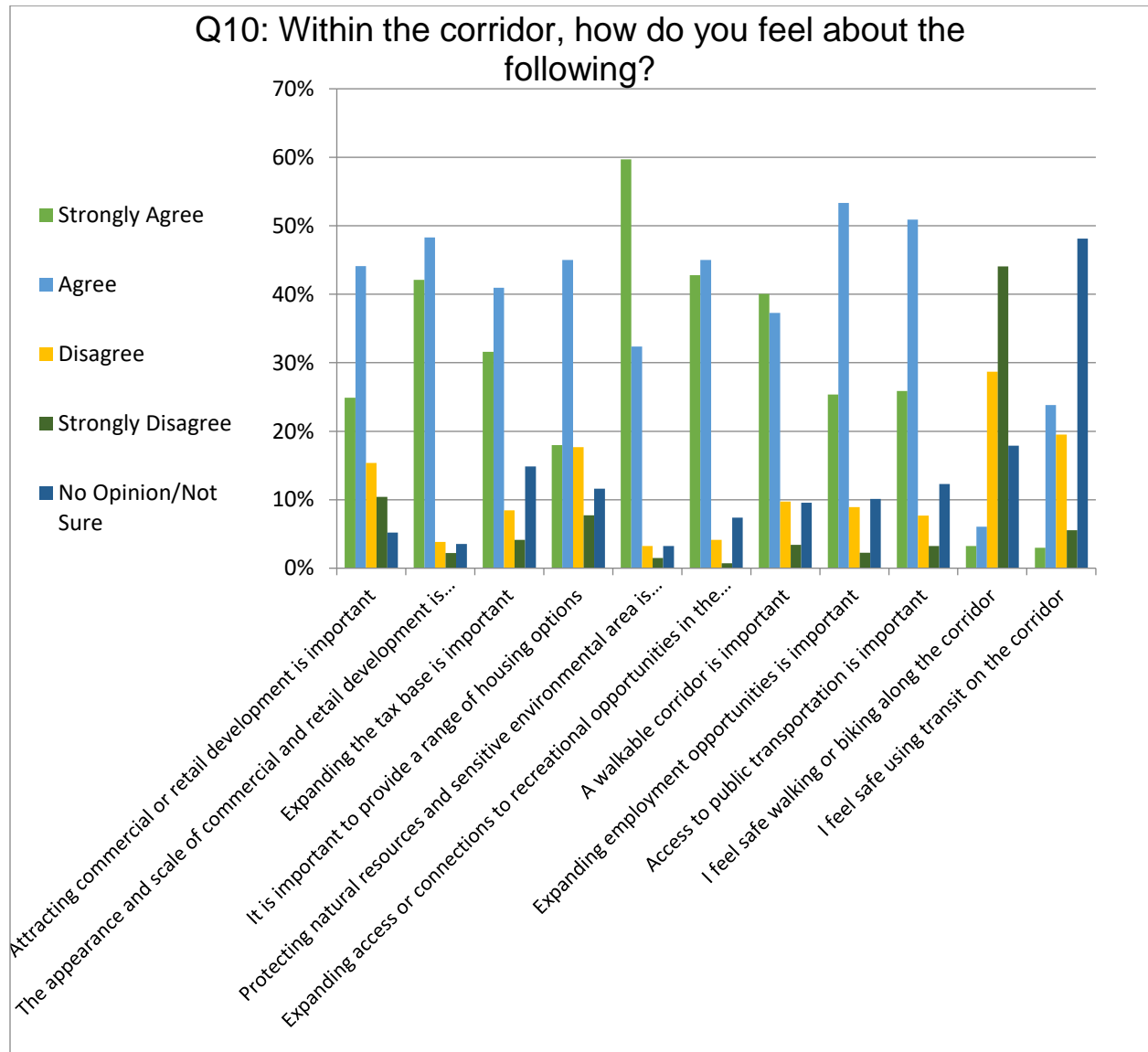
Question 7 (Q7) asked participants how often they **travel through** the study area. A majority, 61% or 474 participants selected daily followed by 35% or 273 participants selecting weekly. Monthly was selected by 2% or 18 participants and <1 rarely or I don't go.

Question 8 (Q8) asked survey respondents how they usually get to the study area. Of the responses entered, 98% selected Drive. The remaining were split among walk (2 people), bike (2 people), Public transit/bus (2 people), and I don't go (3 people).

Question 9 (Q9) was a follow up question to question 8 for folks who selected I don't go to please indicate why. Of the 7 write in responses received, folks stated they don't go to avoid traffic.

Experience/Quality of Life

Question 10 (Q10) was an in-depth matrix rating type question asking participants when traversing the study area, how do they feel about a multitude of topics. Topics included everything from the importance of attracting commercial or retail development, the appearance and scale of commercial and retail development, expanding the tax base, protecting natural resources and sensitive environmental areas, and access to public transportation. The most consensus was on the importance of protecting natural resources and sensitive environmental areas.



Question 11 (Q11) asked participants what type of land uses they would encourage or discourage in the study area.

Of the responses received the top 4 encouraged land uses included:

- Protection of natural areas /open space
- Restaurants
- Public outdoor recreation
- Retail Stores

Of the responses received the top 4 discouraged land uses included:

- Motels / Hotels
- Convenience Stores
- Residential – Apartments
- Residential – Multi-Family Units/Duplexes/Townhomes

Question 12 (Q12) was an open ended, follow up question to Q11 and asked participants what other land uses they would encourage in the study area.

The top 3 responses received included:

- Senior Center
- Better traffic flow
- Public park that offers open green space, picnic area(s), walking trails, biking, restroom facilities, etc. (similar to the Crossings of Colonie)

Question 13 (Q13) was an open ended, follow up question to Q11 and asked participants what other land uses they would discourage in the study area.

The top 3 responses received included:

- Increased Traffic Volume: Many individuals express concerns about the existing traffic congestion and discourage any development that would further increase traffic, such as big box stores, large retail, fast food chains, and apartments.
- Traffic Safety: Concerns about traffic safety and congestion are frequently mentioned, with people discouraging the development of businesses that would exacerbate traffic problems or create unsafe traffic patterns. They also express the need for traffic improvements and synchronization of lights.
- Specific Businesses: There are various specific businesses mentioned that people discourage, such as tattoo studios, nail salons, vape shops, oil change shops, storage facilities, and large parking lots.

Question 14 (Q14) asked participants how important it is to accommodate all types of transportation, including all modes driving, walking, bicycling, and buses. Here all modes scored high for the importance of being accommodated. Driving scored highest, 85% selected very important followed by buses 55%, and walking 48% and lastly bicycling 40% selecting very important.

Question 15 (Q15) asked participants how they would rate the overall environment, experience, and aesthetics of the study area. Only 31% rated it as good or excellent. The remaining 68% selected fair or poor and 1% selected no opinion.

Question 16 (Q16) asked participants to select their top two (2) bicycle facilities they would like to see. The two most selected were shared multi-use paths (57%) followed by on-street bicycle lanes (38%).

Question 17 (Q17) asked participants to select their top three (3) streetscape elements they would like to see. The top three that emerged were sidewalks (71%), street lighting (57%), and pedestrian crossings (50%). Lowest scoring were benches with 16% selecting.

Question 18 (Q18) asked participants to select their top three (3) transit amenities they would like to see. The top three amenities identified were shelters at bus stops (66%), lighting at bus stops (54%), and finally benches at bus stops (41%)

Suggestions for the Future

Question 19 (Q19) was open ended and asked participants to identify the top 2 concerns or challenges to the study area. By a substantial margin traffic, traffic congestion, traffic volume was the biggest concern.

Question 20 (Q20) was open ended and asked participants to identify the top 2 opportunities to the study area. The top answers included the convenient location of the area and access to the major destinations in the area.

Question 21 (Q21) asked participants to share any other ideas you have for improvements to the study area or examples of areas you like. Traffic congestion is a major issue, and there is a need for better traffic management. The focus on creating a pedestrian-friendly environment, with improved walkability, lighting, and connectivity, is emphasized. Additionally, there is a call for the development of community spaces, a sense of town center, and a balance between growth and maintaining the town's character. Accessible housing options and the need for a balanced approach to development are also highlighted.