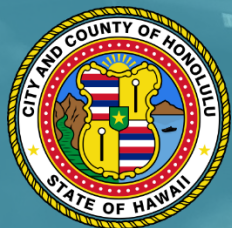




# PUBLIC OPINION SURVEY MEMO

Summary of Findings

November 12, 2018



*Honolulu*  
COMPLETESTREETS



# SUMMARY OF FINDINGS

Survey Methods

Survey Results

Travel Patterns

Travel Preferences

Alternative Preference

Respondent Profile

Key Findings



# SURVEY METHODS

# SURVEY METHODS

- **Intercept Survey** (approximately 900 responses)

- Interacted with people walking and biking at key intersections around the canal
- Short survey asked about:
  - Current trip
  - Crossing preference
  - Home and work/school location
  - Select demographics

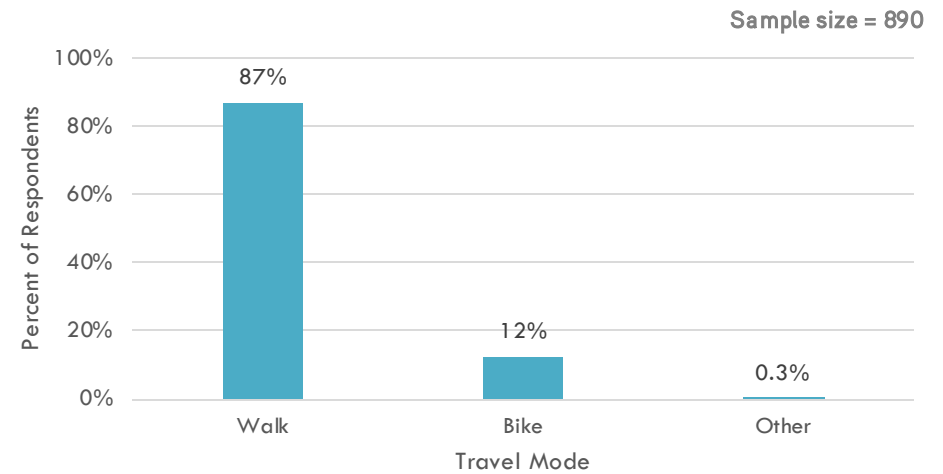
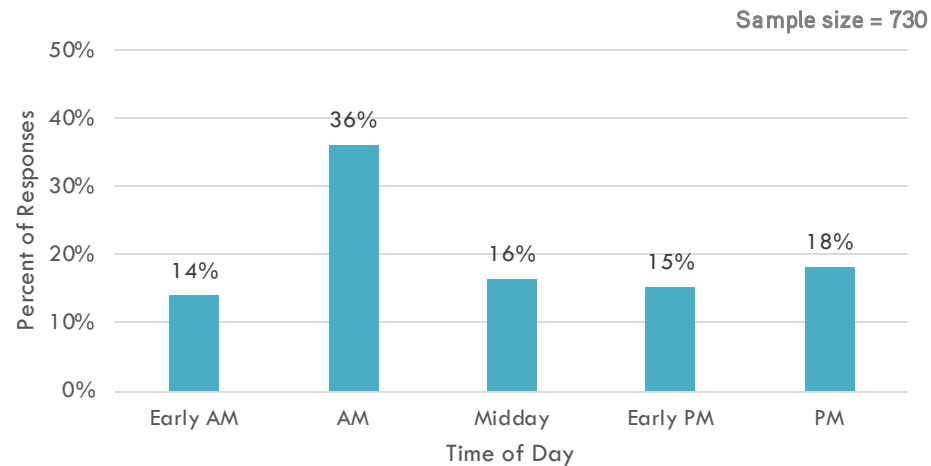
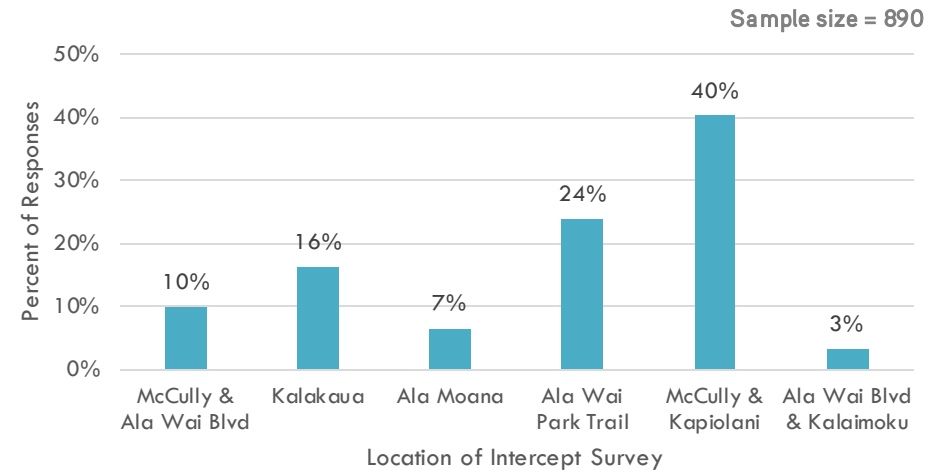
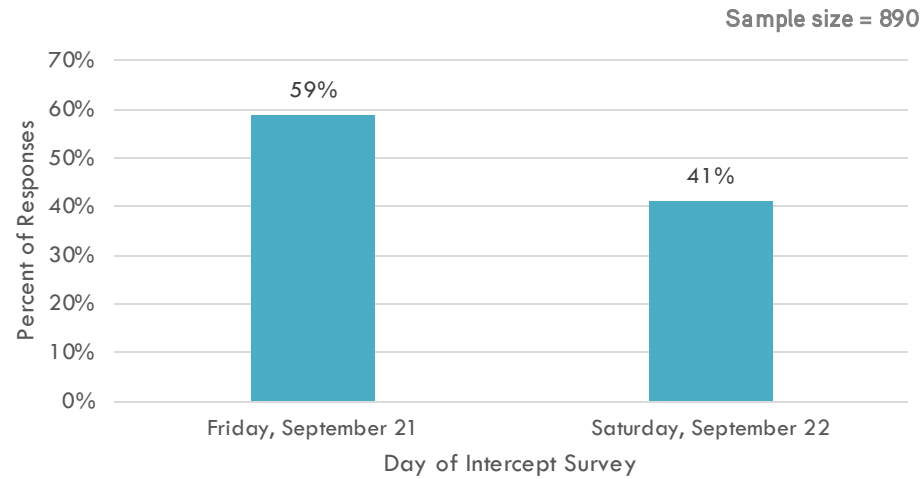
- **Online Survey** (approximately 200 responses)

- Survey Monkey link
- Distributed through social media and City and County of Honolulu website
- Longer survey asked about:
  - Travel patterns
  - Travel preferences
  - Crossing preference
  - More detailed demographics



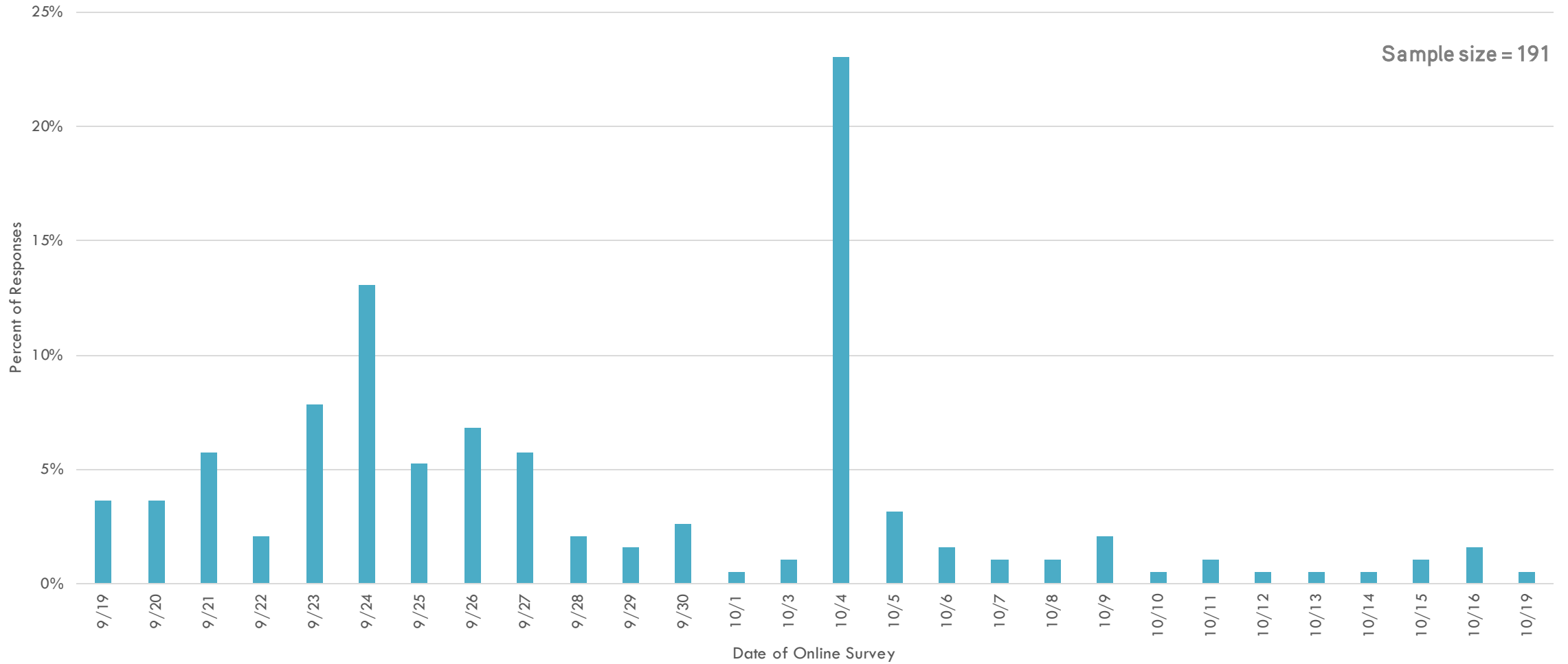
# SURVEY METHODS

## Intercept Survey



# SURVEY METHODS

## Online Survey



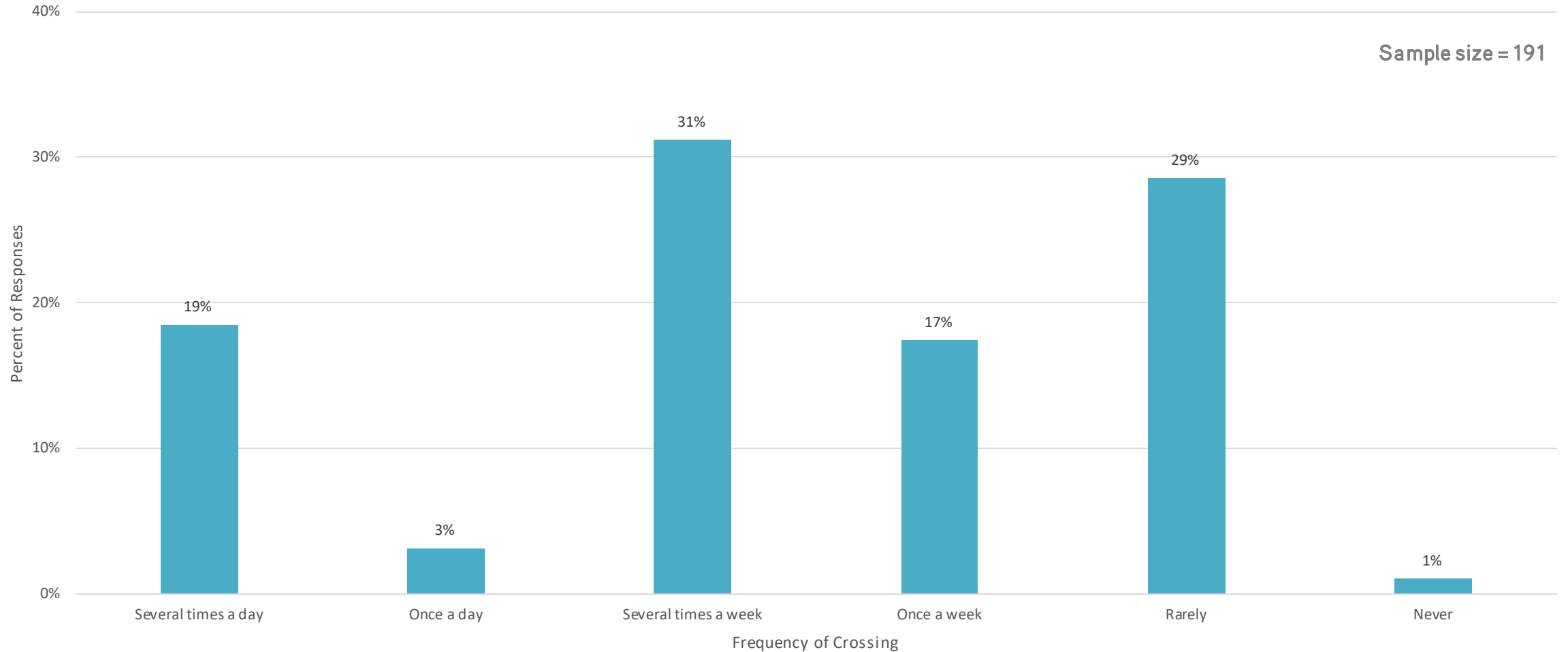


# SURVEY RESULTS



# TRAVEL PATTERNS

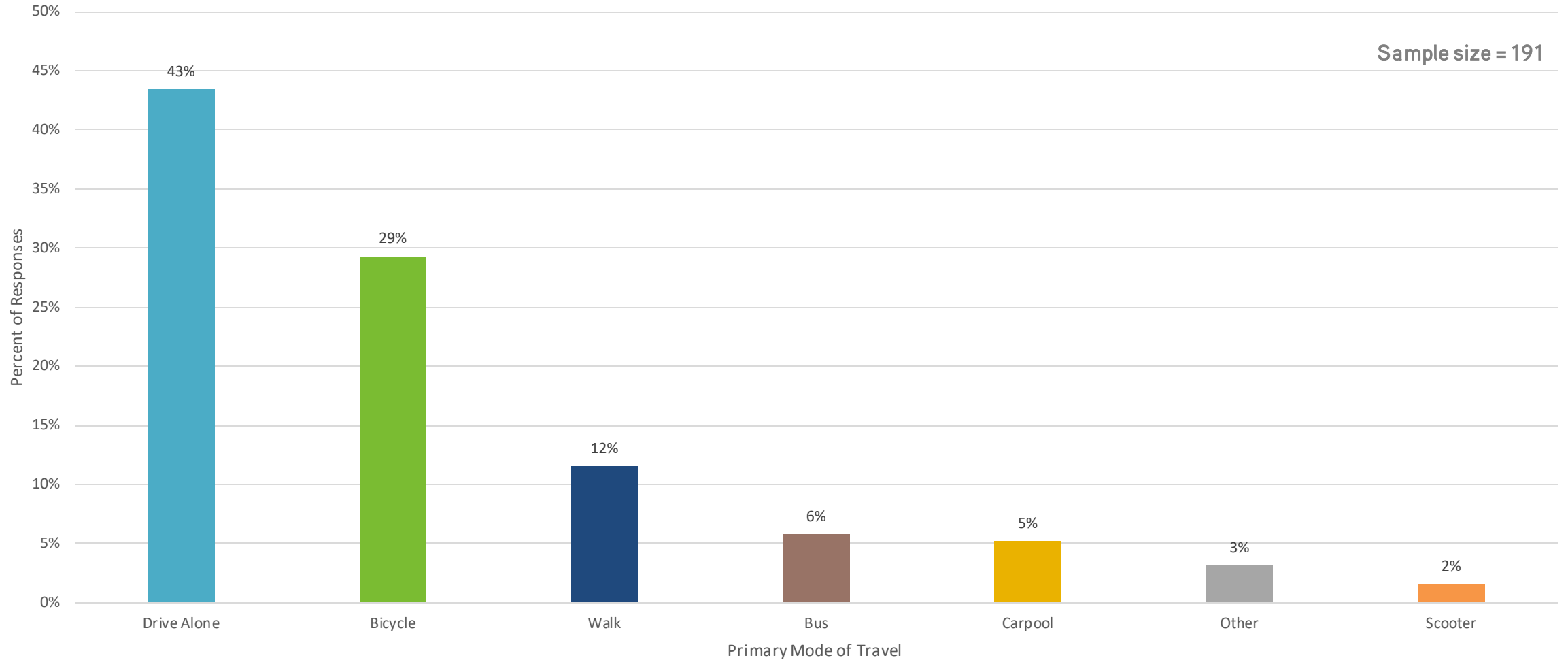
## Frequency of Canal Crossing *(Source: Online survey)*





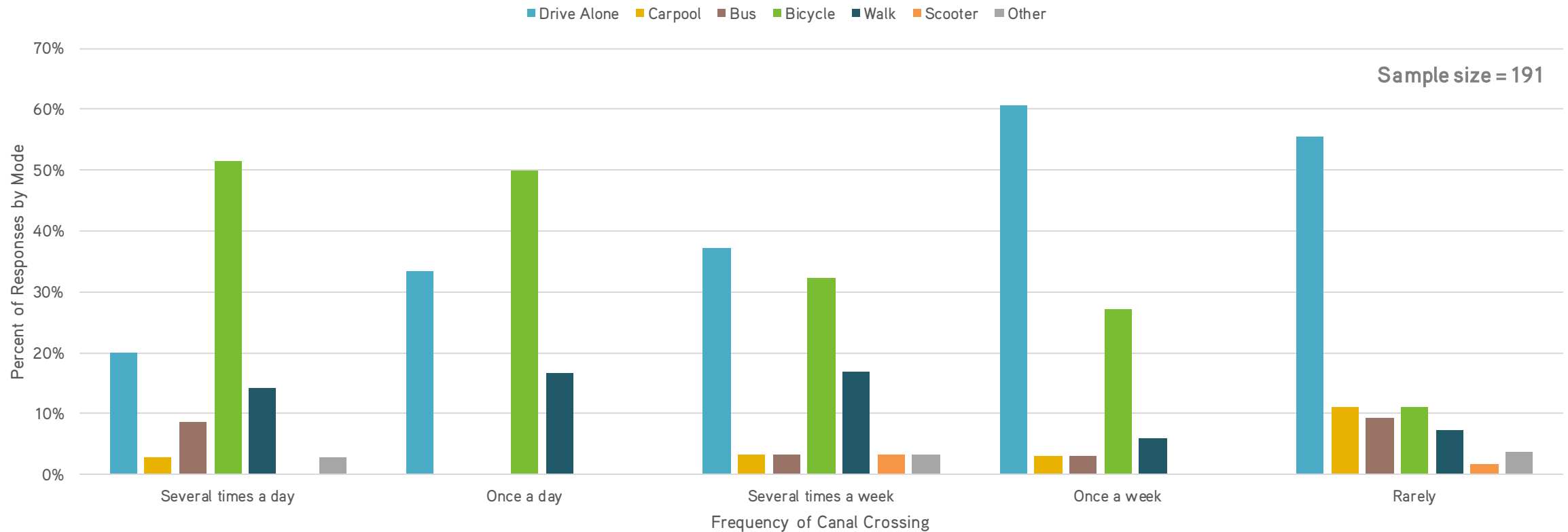
# TRAVEL PATTERNS

## Primary Mode of Travel *(Source: Online survey)*



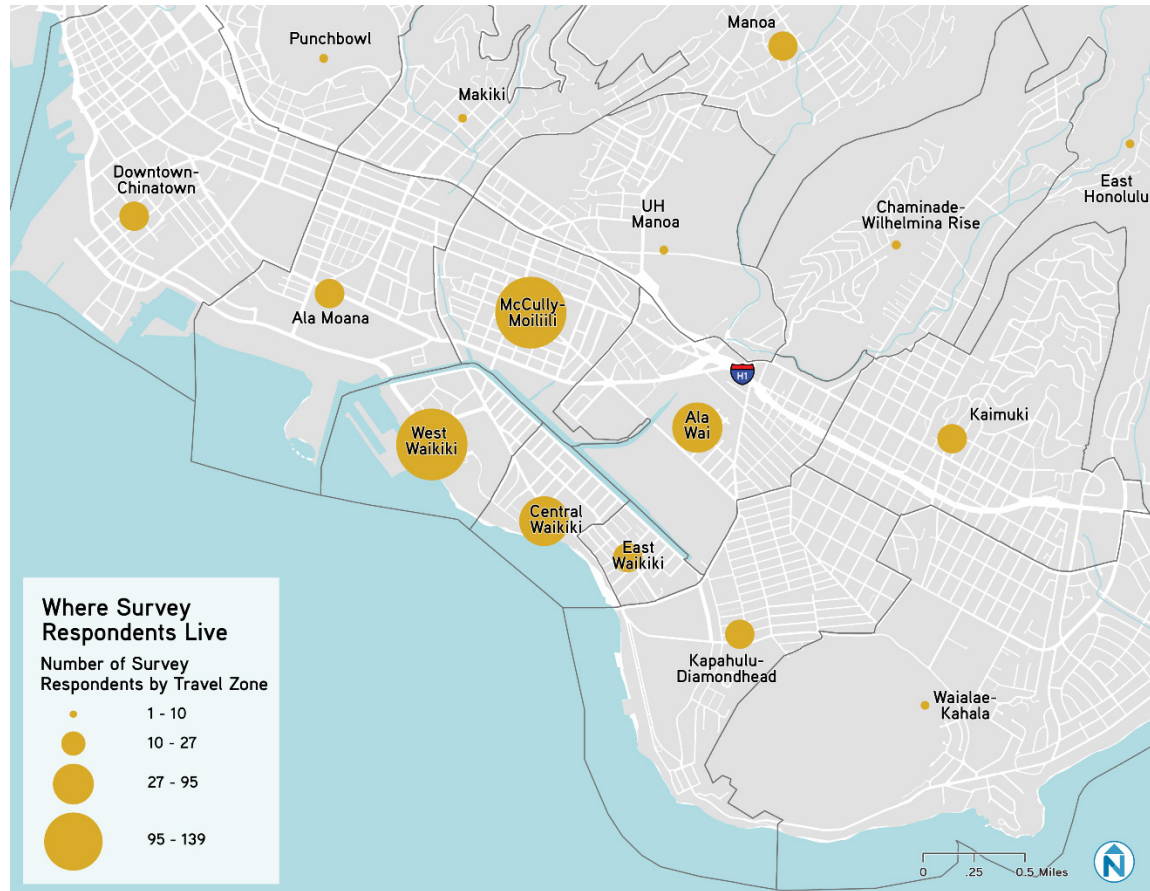
# TRAVEL PATTERNS

**Key Finding:** The top travel modes for survey respondents were **driving alone, bicycling, and walking**. People **walking and bicycling** represent the highest proportion of travelers who cross the canal several times a day. *(Source: Online survey)*



# TRAVEL PATTERNS

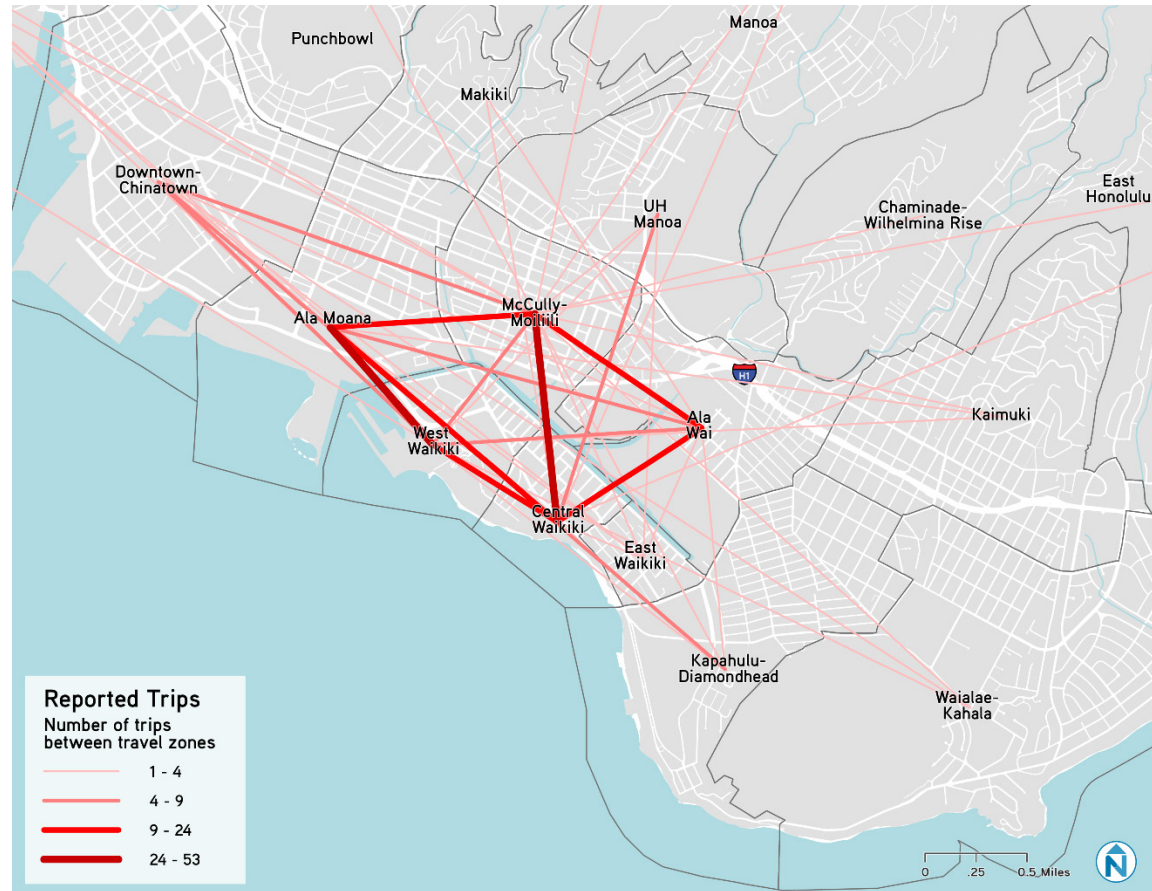
## Home Locations of Survey Respondents *(Source: Intercept and online surveys)*



Sample size = 545

# TRAVEL PATTERNS

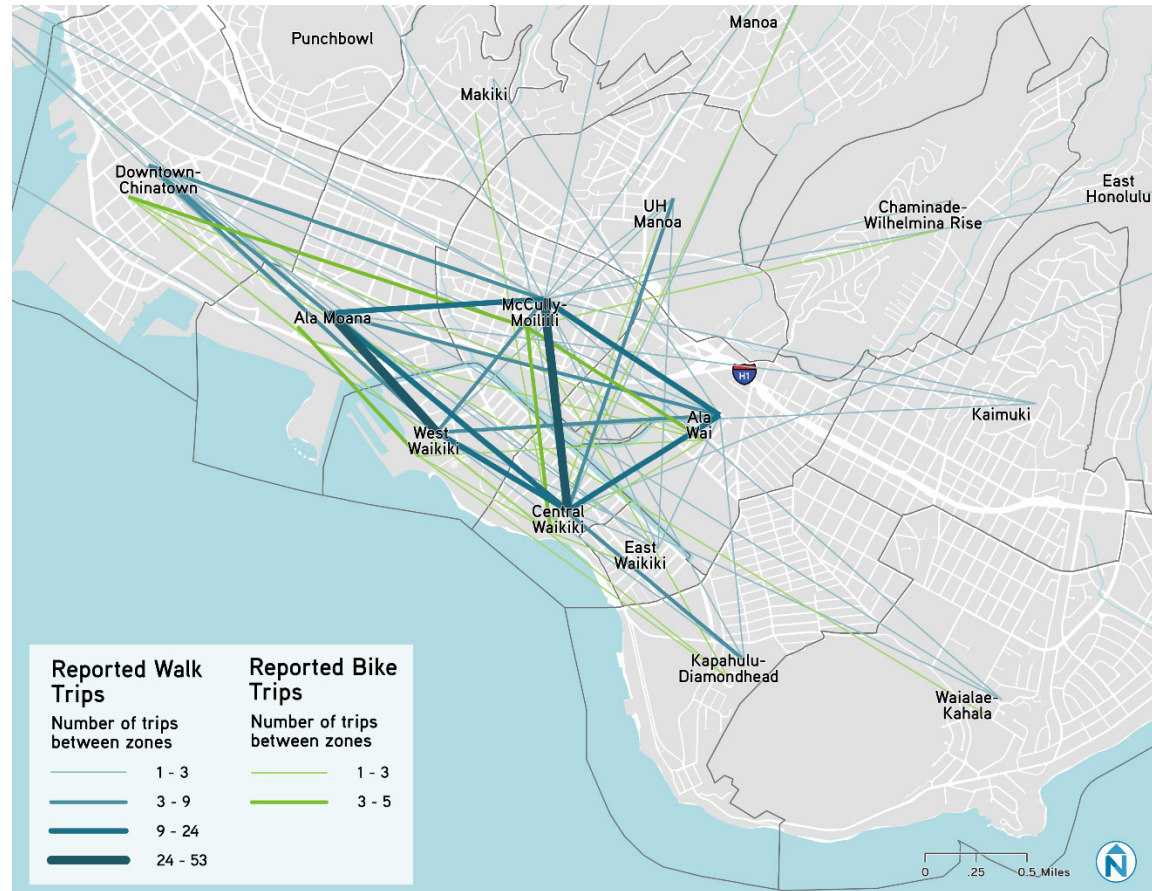
## Reported Travel Between Zones (*Source: Intercept survey*)



Sample size = 358

# TRAVEL PATTERNS

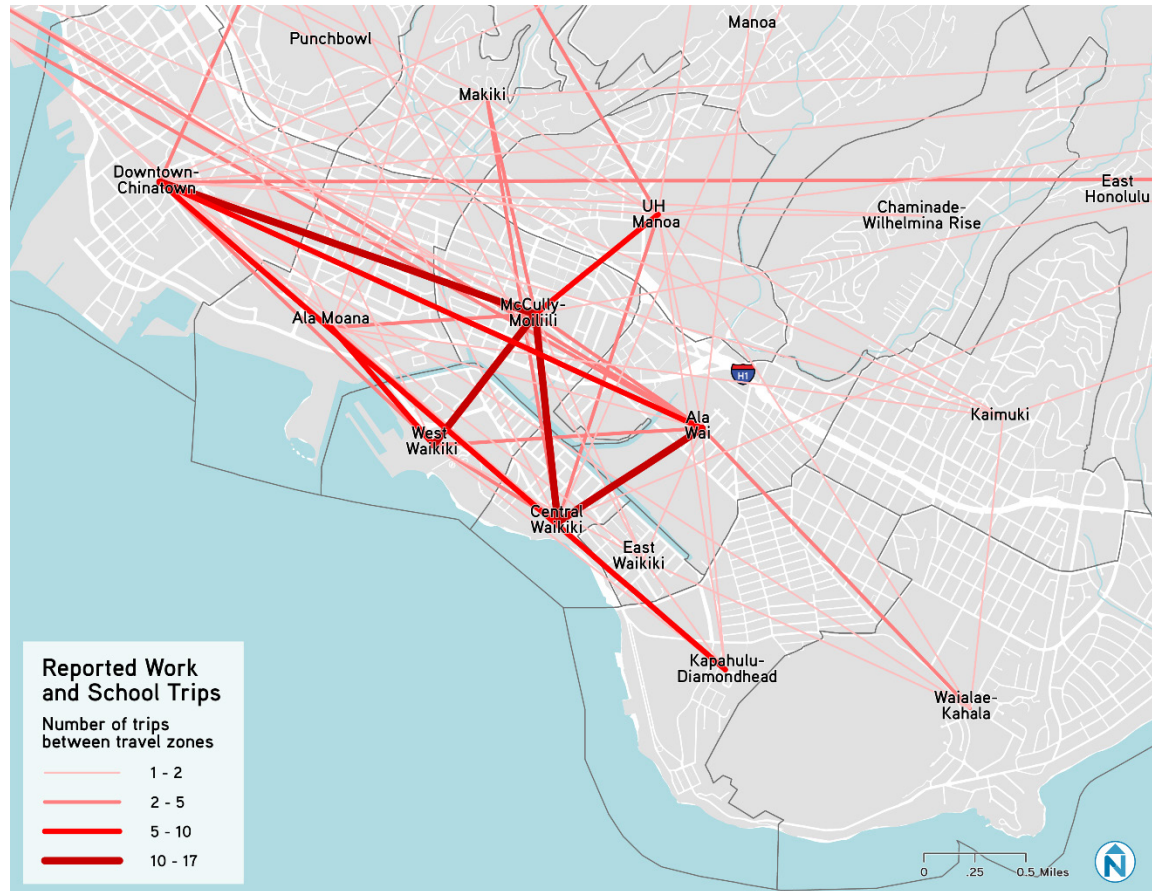
## Reported Travel Between Zones (Source: Intercept and online surveys)



Sample size = 358

# TRAVEL PATTERNS

Reported Work and School Trips (*Source: Intercept and online surveys*)

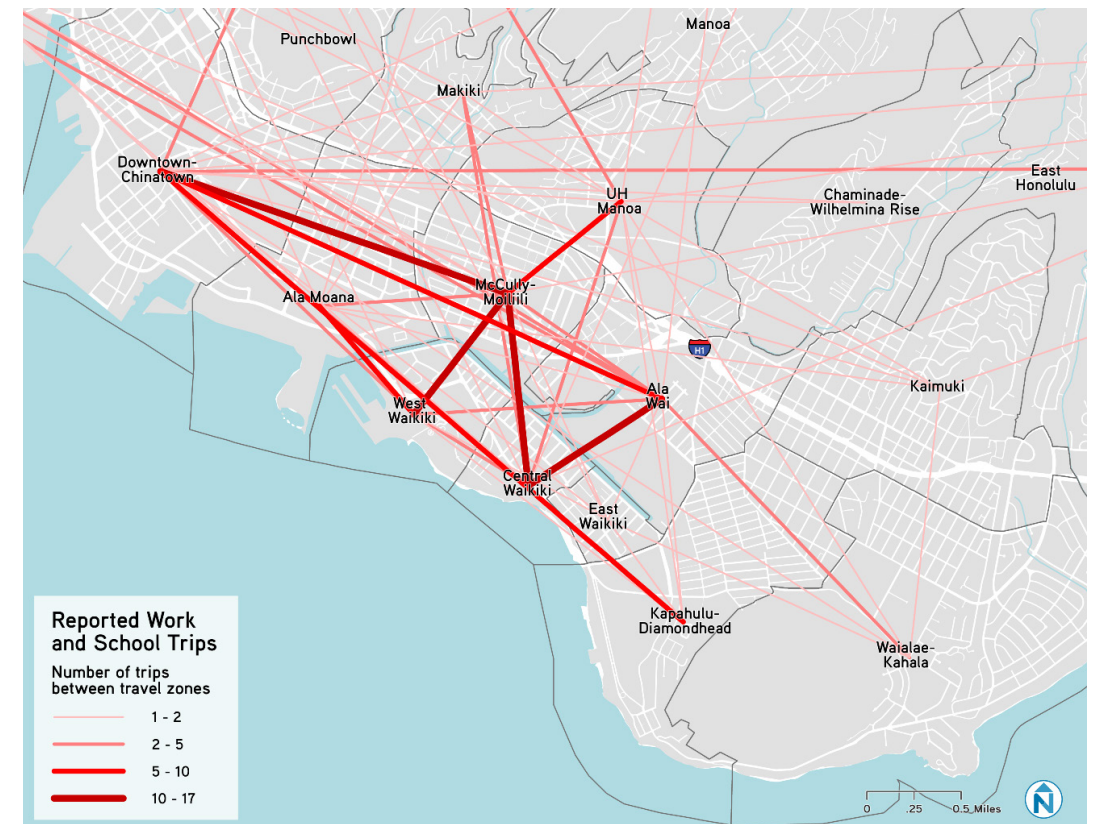
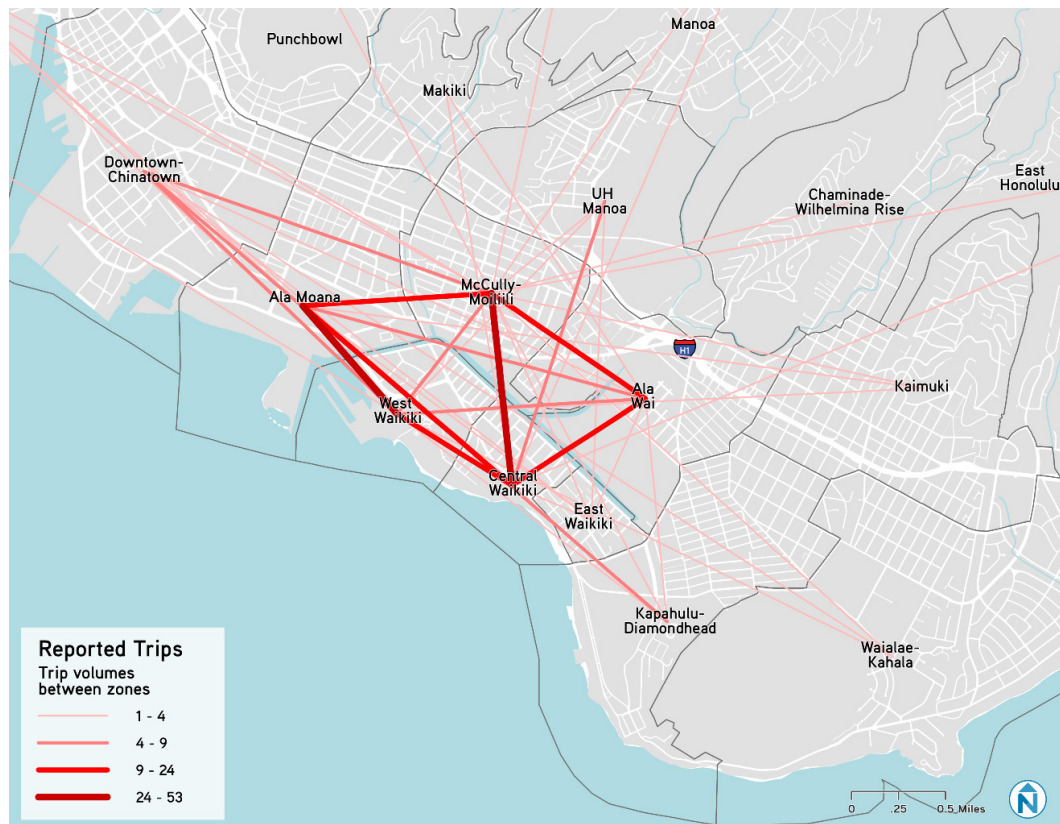


Sample size = 255

# TRAVEL PATTERNS

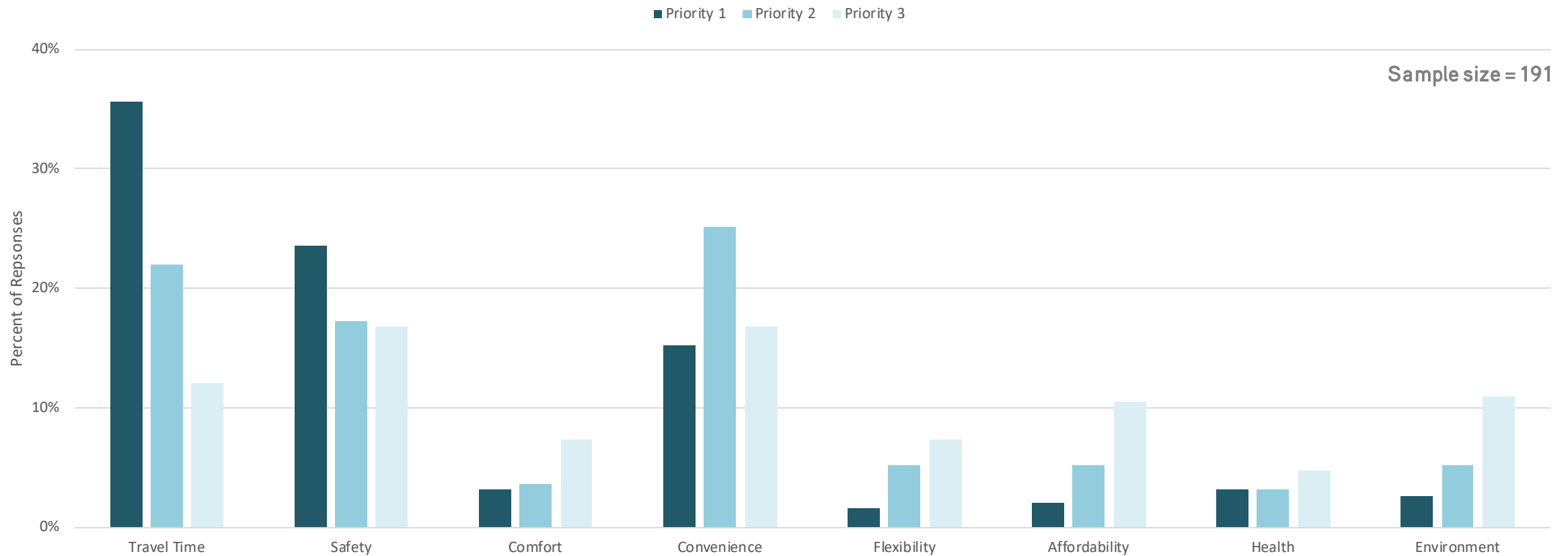
**Key Finding:** The origins and destinations of those surveyed showed significant travel across the Ala Wai Canal between Waikiki and McCully-Moiliili, particularly Central Waikiki.

A number of survey respondents reported work commutes between Central Waikiki and the neighborhoods on the mauka side of the canal, as well as between Waikiki, Moiliili, and Downtown-Chinatown. *(Source: Intercept and online surveys)*



# TRAVEL PATTERNS

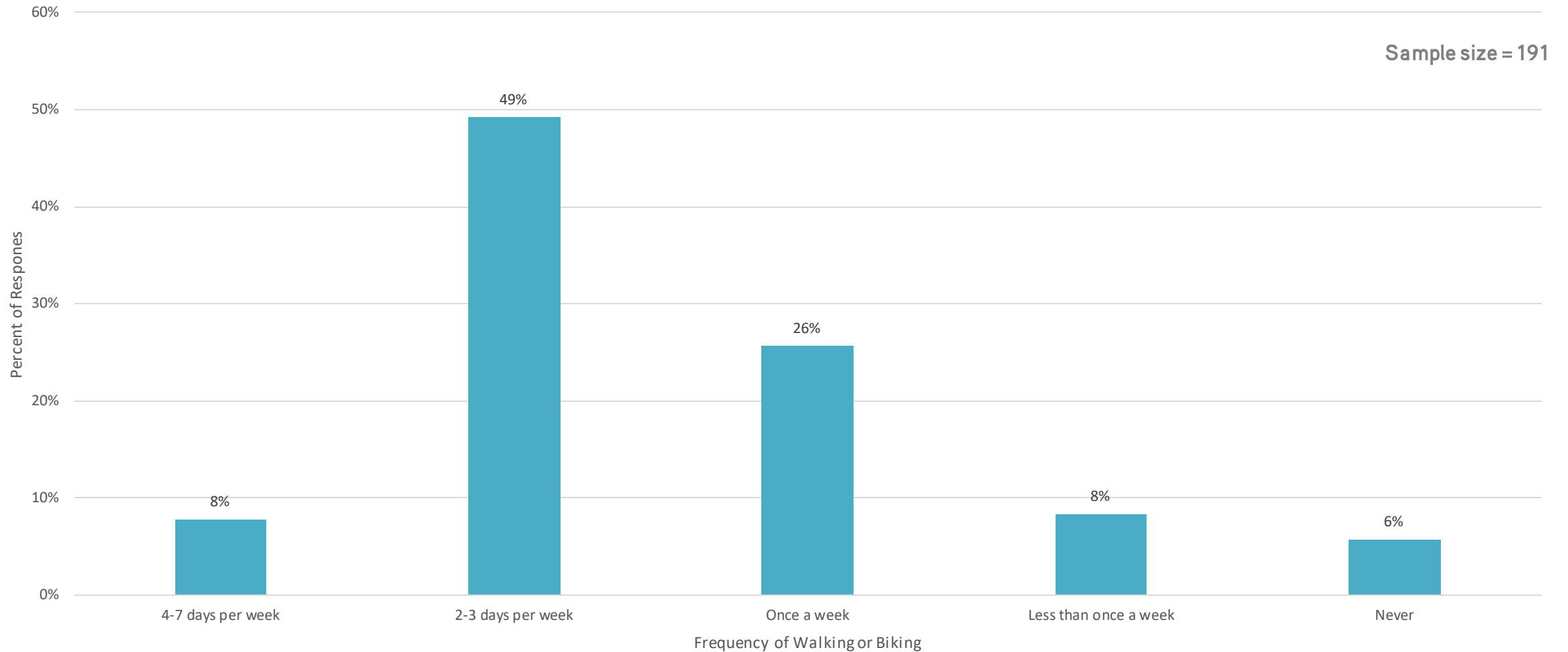
**Key Finding:** Travel time, safety, and convenience were the top priorities for respondents when making decisions about their travel. *(Source: Online survey)*





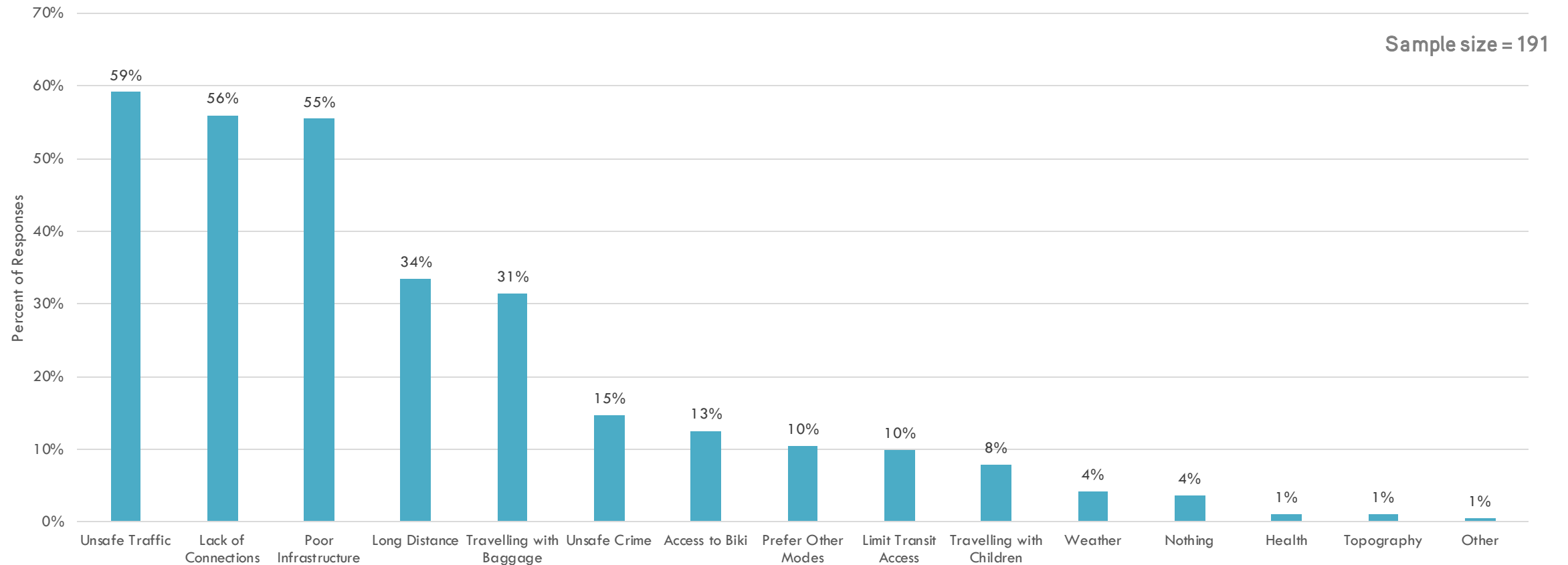
# TRAVEL PREFERENCES

How often do you walk or bike for transportation or leisure? *(Source: Online survey)*



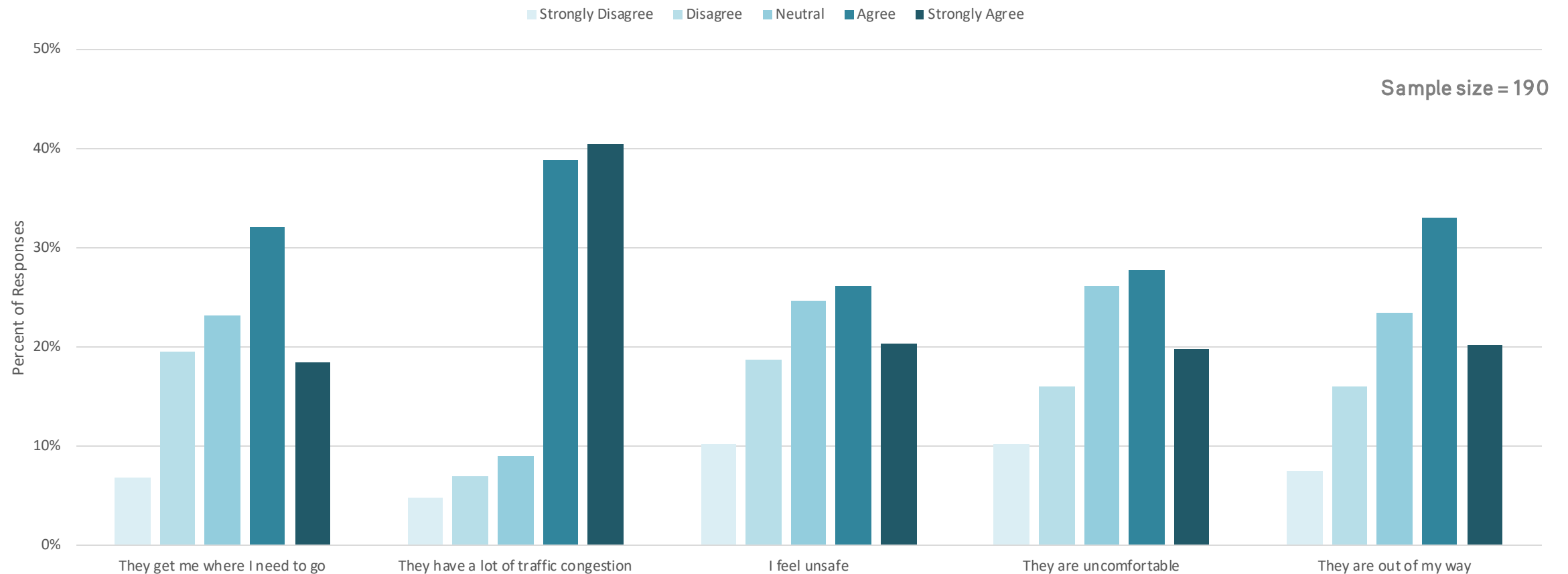
# TRAVEL PREFERENCES

**Key Finding:** Unsafe traffic, lack of connections, and poor infrastructure were the major deterrents for people walking or biking for travel or leisure. *(Source: Online surveys)*



# TRAVEL PREFERENCES

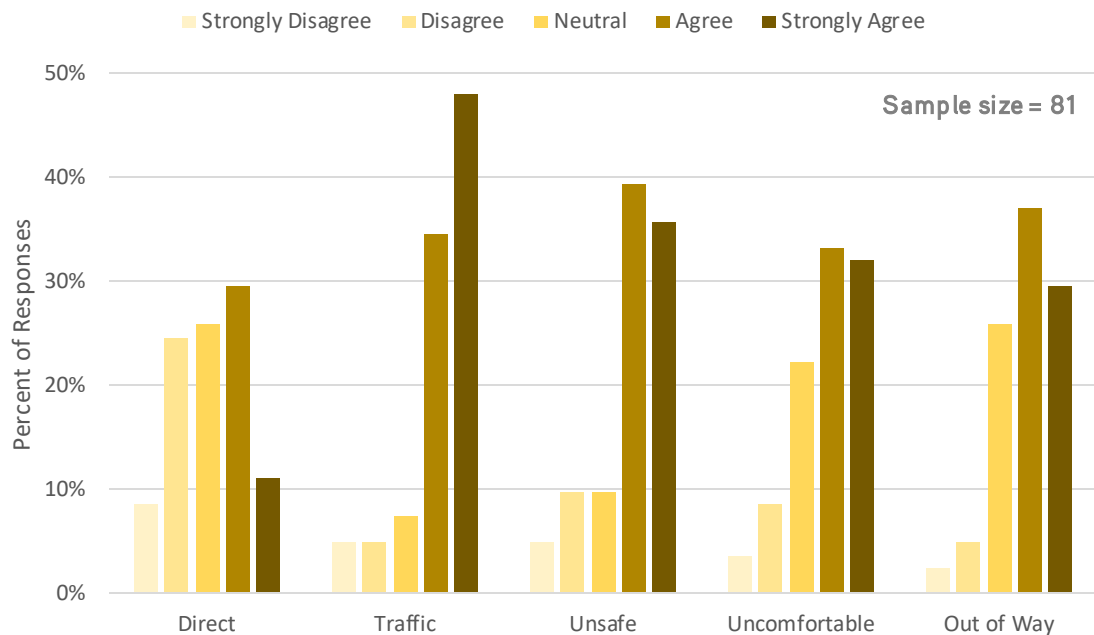
How strongly do you agree with the following statements about the existing bridges across the canal? *(Source: Online surveys)*



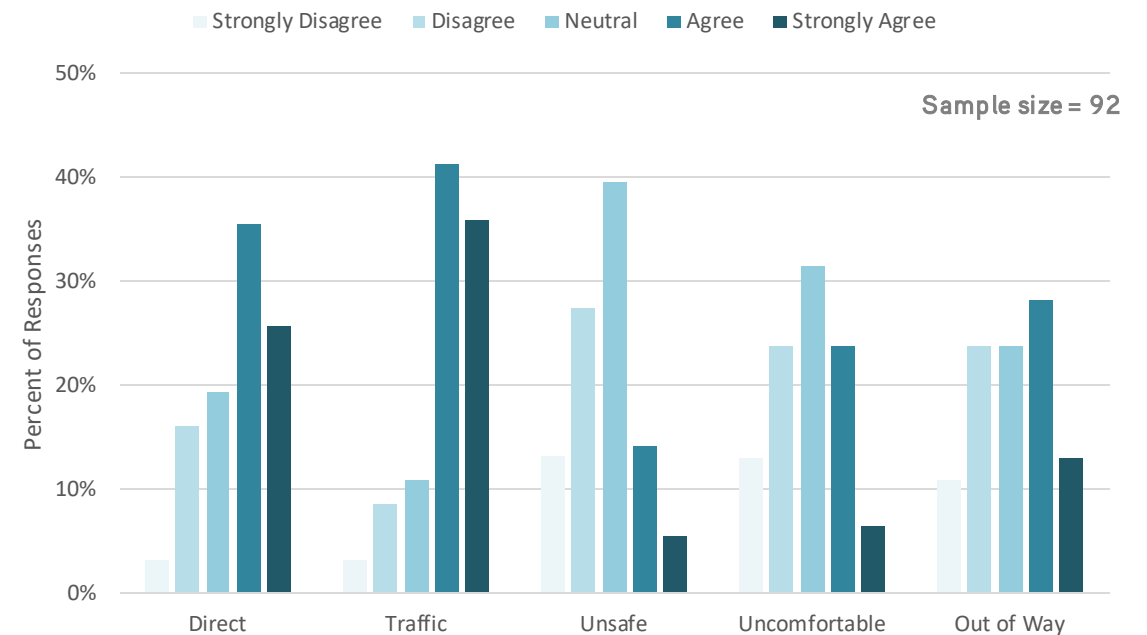
# TRAVEL PREFERENCES

**Key Finding:** Many respondents strongly agreed that the existing bridges have a lot of traffic congestion. Those who bike, walk, or scooter primarily strongly agreed that the existing bridges are unsafe, uncomfortable, and out of the way. (Source: Online survey)

## People who primarily bike, walk, or scooter

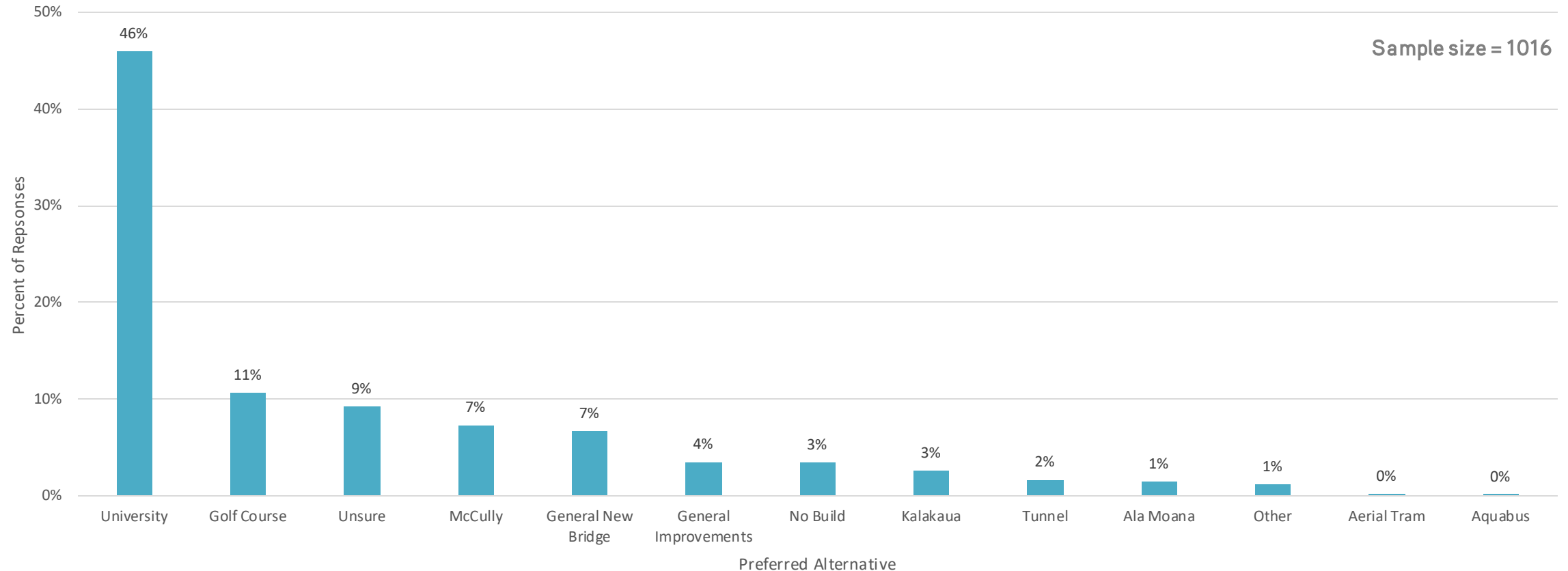


## People who primarily drive alone or carpool



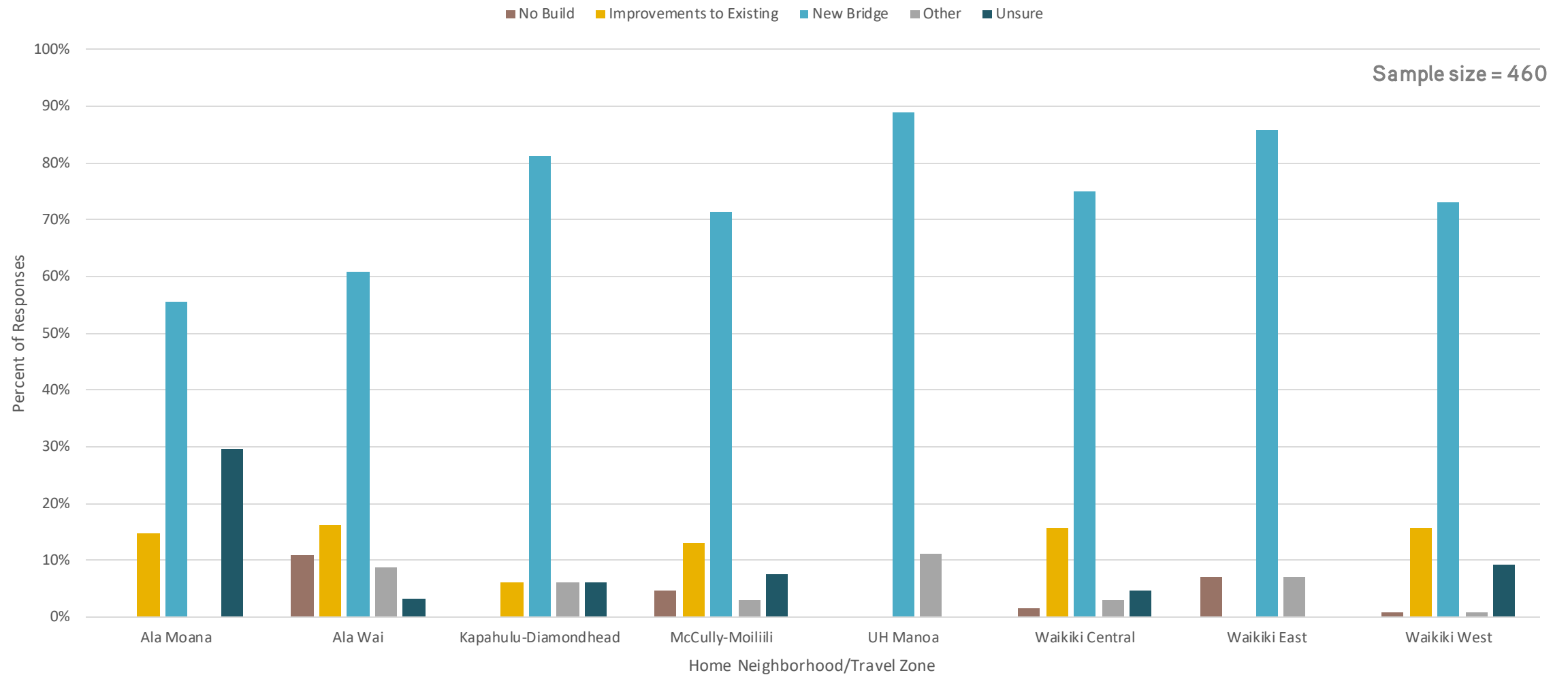
# TRAVEL PREFERENCES

**Key Finding:** The majority of respondents, regardless of survey type and home neighborhood, preferred a new bicycle and pedestrian crossing across the Ala Wai at University Avenue. *(Source: Intercept and online surveys)*



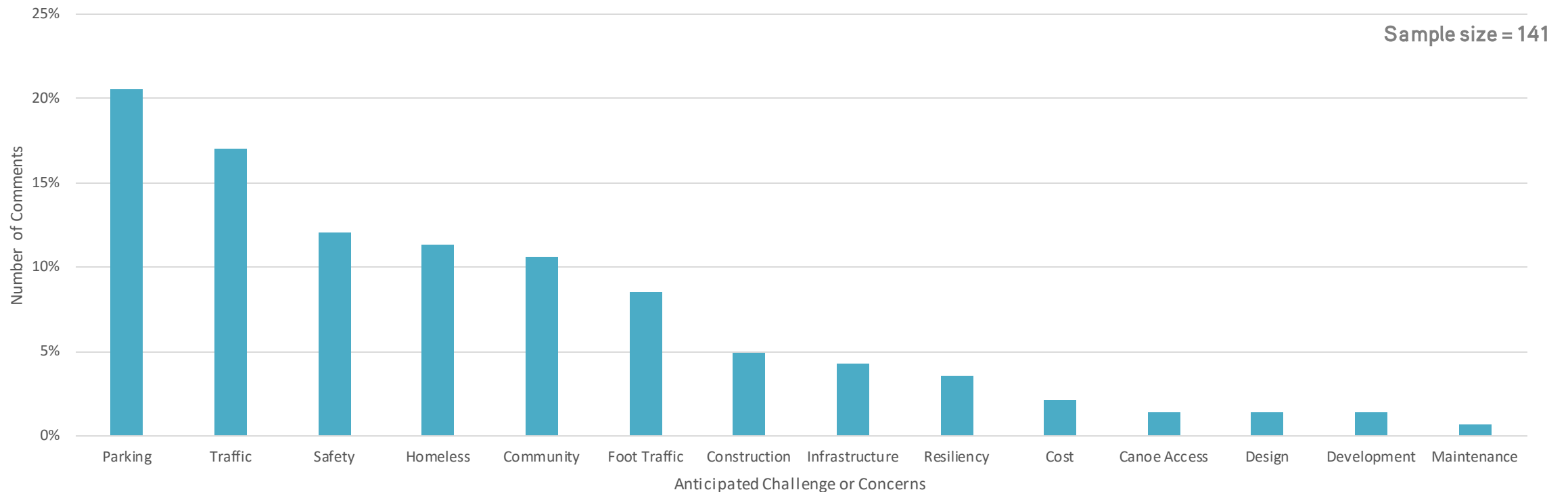
# ALTERNATIVE PREFERENCE

## Preferred Crossing Alternative by Neighborhood *(Source: Intercept and online surveys)*



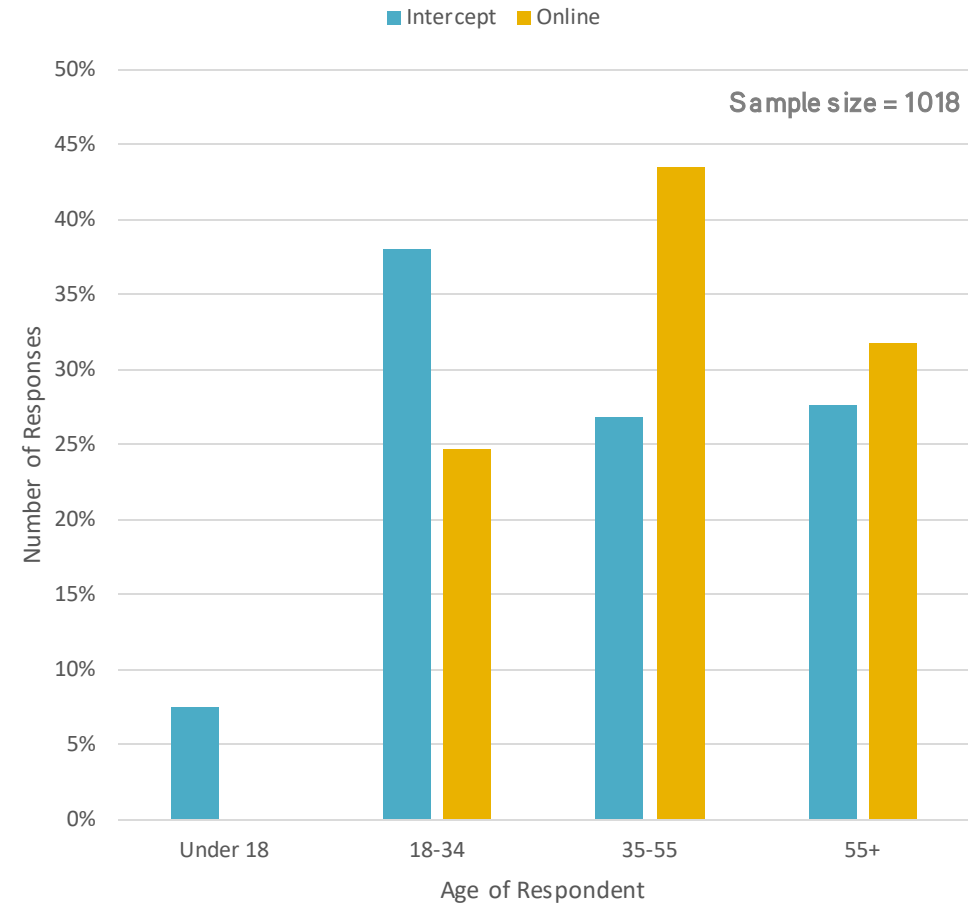
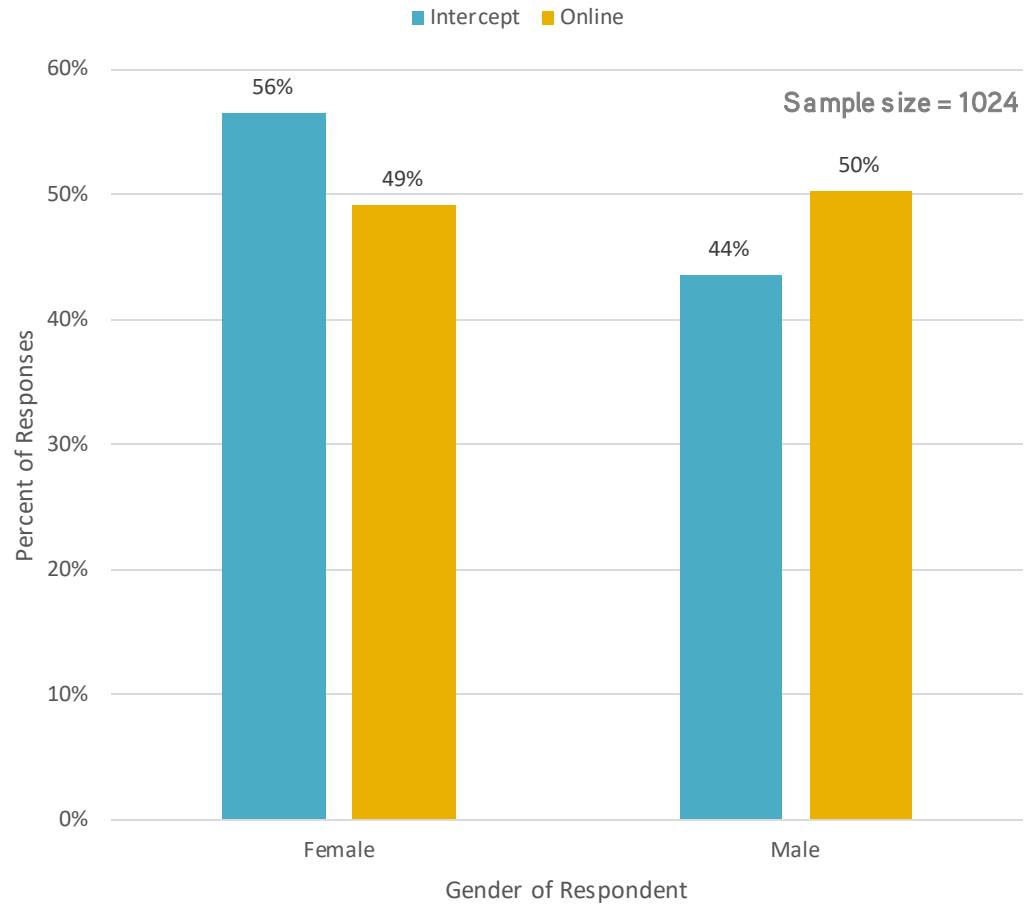
# ALTERNATIVE PREFERENCE

**Key Finding:** Opponents of a new crossing expressed concerns of increased traffic congestion, parking demand, and the privacy and safety associated with the homeless population accessing neighborhoods on the mauka side of the canal.  
*(Source: Online survey)*



# RESPONDENT PROFILE

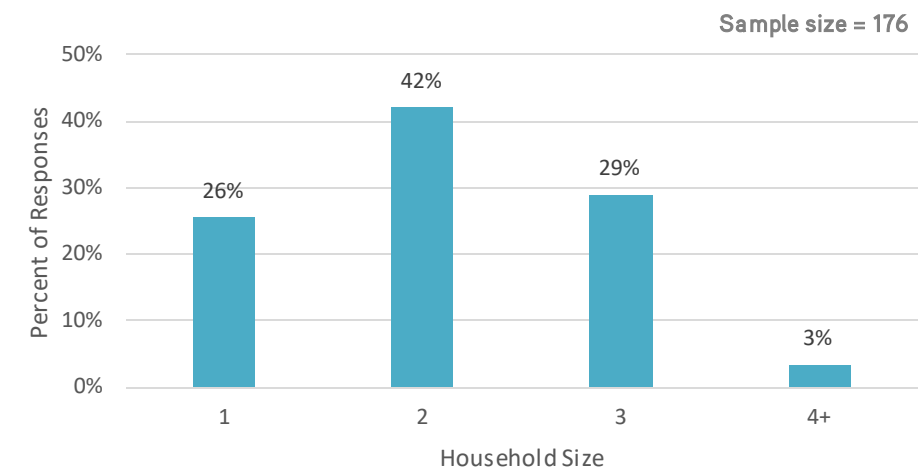
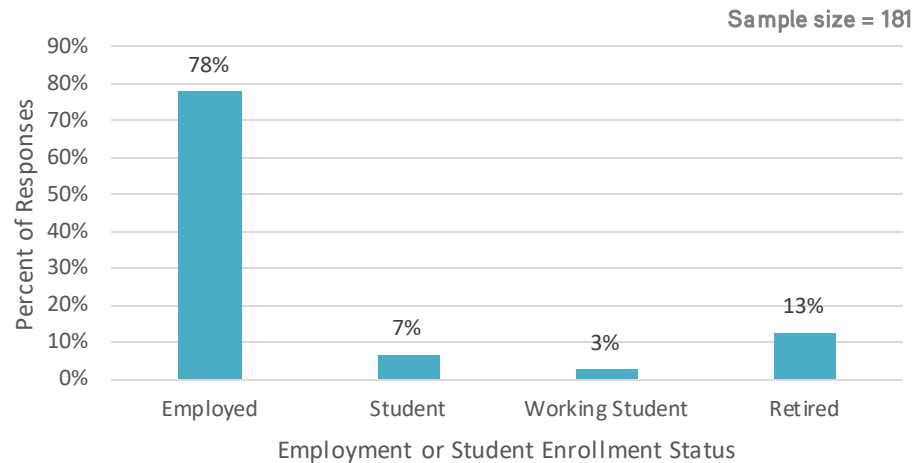
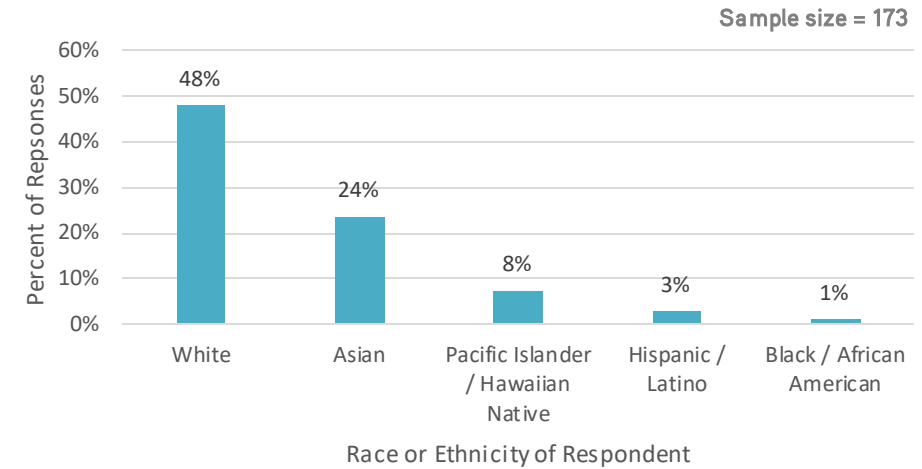
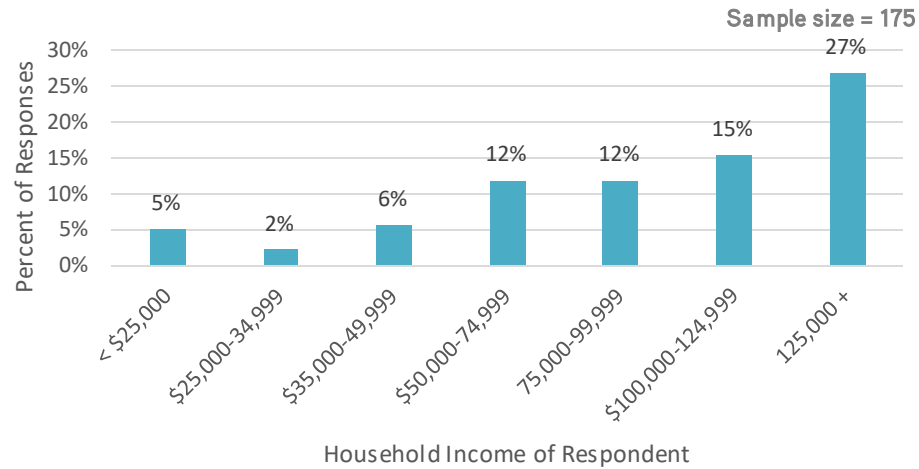
## Intercept and Online Survey





# RESPONDENT PROFILE

## Online Survey Only







## KEY FINDINGS

# KEY FINDINGS

## Travel Patterns

- The top travel modes for survey respondents were driving alone, bicycling, and walking. **People walking and bicycling** represent the highest proportion of travelers who **cross the canal several times a day**. *(Source: Online survey)*
- The origins and destinations of those surveyed showed **significant travel across the Ala Wai Canal between Waikiki and McCully-Moilili**, particularly Central Waikiki.

A number of survey respondents reported work commutes between Central Waikiki and the neighborhoods on the mauka side of the canal, as well as between Waikiki, Moilili, and Downtown-Chinatown. *(Source: Intercept and online surveys)*

# KEY FINDINGS

## Travel Preferences

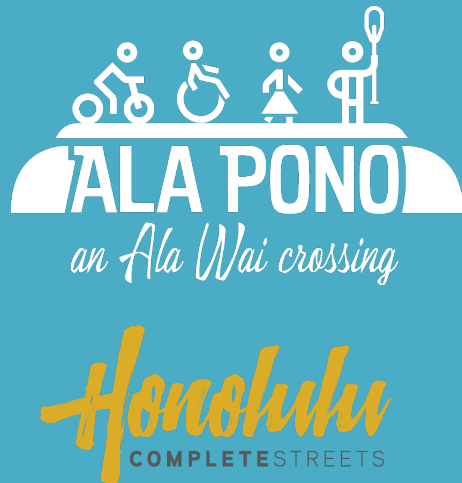
- **Travel time, safety, and convenience were the top priorities** for respondents when making decisions about their travel. *(Source: Online survey)*
- **Unsafe traffic, lack of connections, and poor infrastructure were the major deterrents** for people walking or biking for travel or leisure. *(Source: Online survey)*

# KEY FINDINGS

## Alternative Preference

- Many respondents strongly agreed that the existing bridges have a lot of **traffic congestion**. Those who bike, walk, or scooter primarily strongly agreed that the existing bridges are **unsafe, uncomfortable, and out of the way**. *(Source: Online survey)*
- The majority of respondents, regardless of survey type and home neighborhood, **preferred a new bicycle and pedestrian crossing across the Ala Wai at University Avenue**. *(Source: Intercept and online surveys)*
- Opponents of a new crossing expressed **concerns of increased traffic congestion, parking demand, and the privacy and safety associated with the homeless population** accessing neighborhoods on the mauka side of the canal. *(Source: Online survey)*

THANK YOU!



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