RESULTS OF PUBLIC SURVEY #1

August 2022

The first Connect Downtown public survey gathered the thoughts and opinions of Nashvillians regarding Downtown transportation and mobility. The survey was open from April 22 to June 30, 2022, and 2,128 people responded (including one response in Spanish). The Connect Downtown engagement team distributed the survey through social media, the networks of the Stakeholder Task Force and Technical Advisory Committee members, community events and festivals, the Nashville Department of Transportation's (NDOT) website, and flyers posted at various downtown locations. The survey invited respondents to provide feedback on transportation challenges, priorities, and opinions in Downtown Nashville.

Transportation Challenges

Locate the biggest transportation challenges

These questions asked respondents to identify transportation challenges by placing markers on a map. The map markers related to challenges with walking, driving, biking, riding transit, scootering, ride-hailing, and truck deliveries in Downtown Nashville. Following the marker placement on the map, respondents were asked clarifying questions about what challenges they face at that location. The most commonly placed map markers identified challenges related to driving in and around downtown, comprising 48% of all markers (see Figure 1).

Figure 1: Percentage of each modal marker placed on the map

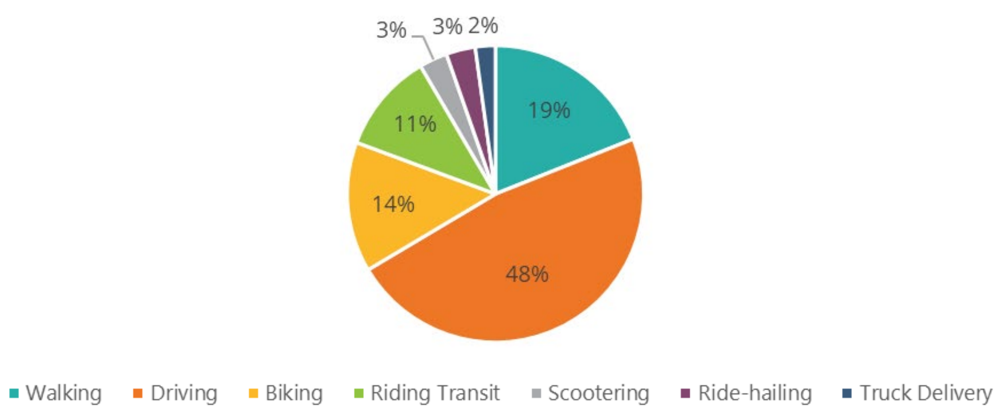
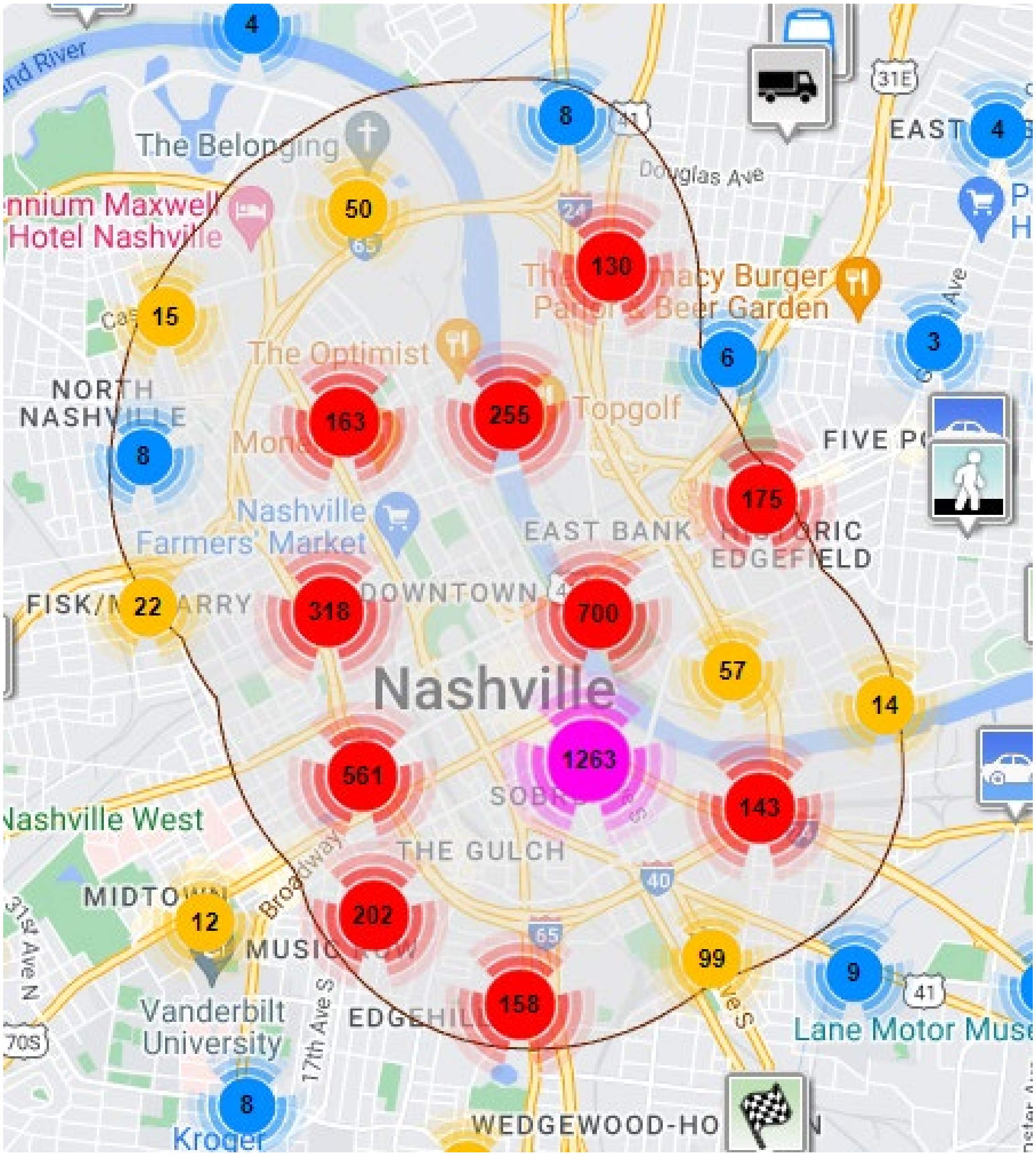


Figure 2 is a summary graphic of all the map markers. The numbers show how many markers are in each cluster, and the colors reflect the density of markers, with pink showing the highest and blue the lowest density.

Figure 2: Respondents placed a total of 4,700 map markers



After the responded placed a map marker, they were asked their typical destination at the location indicated. Figure 3 summarizes the most popular destinations by mode of transportation.

Figure 3: Top destinations downtown by each mode

	Destination						
Mode	Work	Home	School	Entertainment (museum, concert, sporting event)	Dining or shopping	Passing through downtown	Bus stop
Walking	✓			★			
Driving	★	✓					
Biking	★					✓	
Riding Transit	★			✓			
Scootering	★			✓			
Ride-hailing		✓		★			

★ = Top destination ✓ = 2nd most popular destination

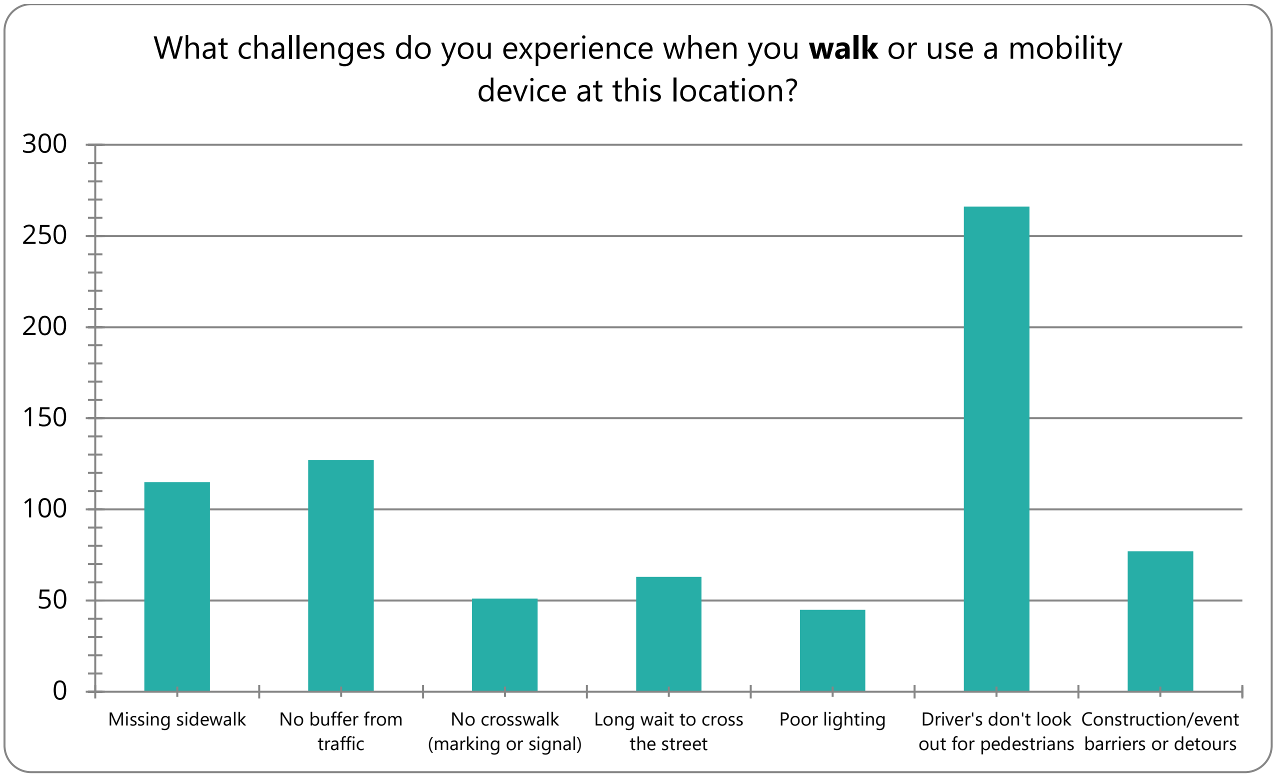
The following sections provide a heat map showing the density of the markers for each mode as well as a chart that describes the frequency of the types of challenges respondents noted at each location.

People Walking

Driver awareness is the most significant concern for people walking, followed by lack of separation (or buffer) from vehicle traffic as well as lack of sidewalk infrastructure.

Figure 4: Density of map markers related to walking

Figure 5: Walking map marker totals by challenge



People Driving

The biggest challenge by far for drivers is congestion. The second biggest challenge is dealing with transportaintment, delivery trucks, and ride-hailing pickups and drop-offs.

Figure 6: Density of map markers related to driving

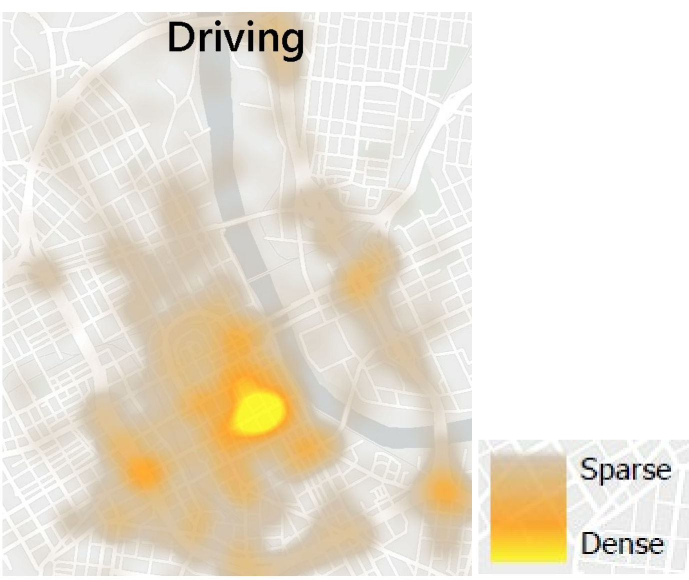
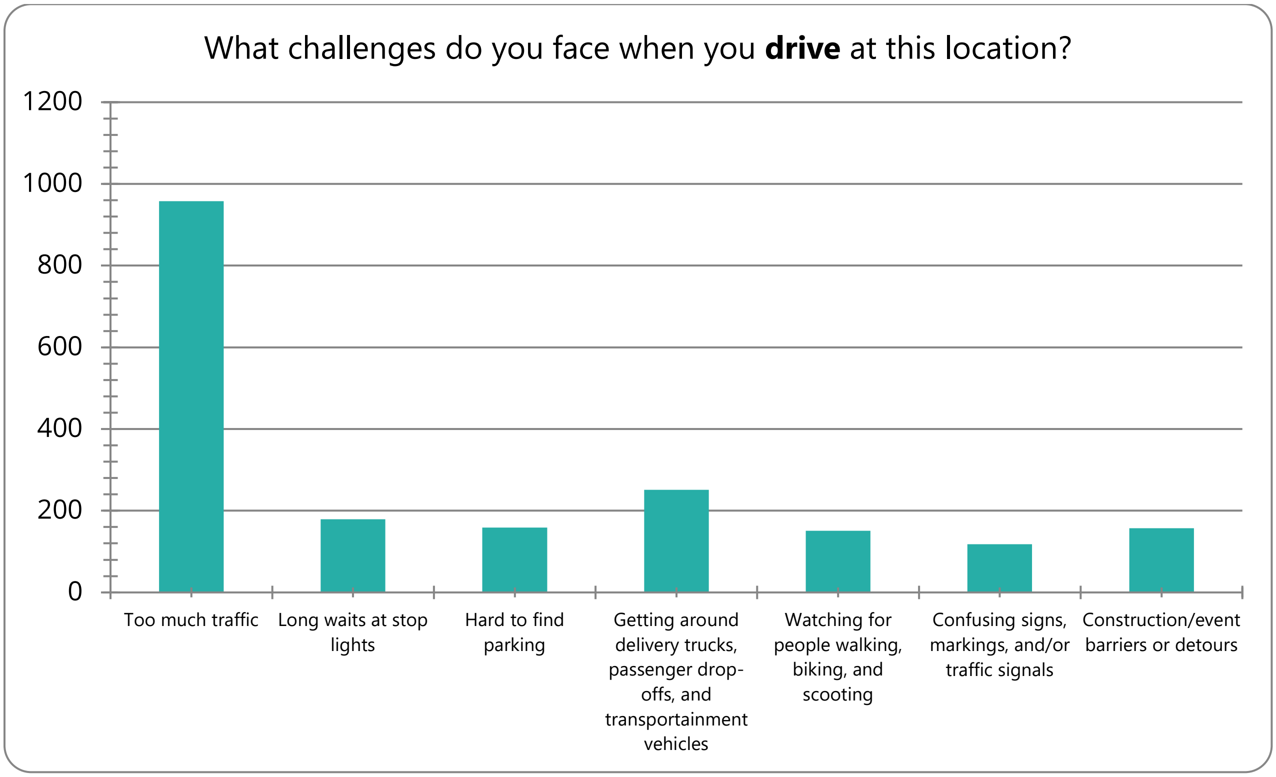


Figure 7: Driving map marker totals by challenge



People Biking

Cyclists indicated they face different challenges, with the top concerns being unprotected or unsafe bike lanes, lack of infrastructure, and driver awareness.

Figure 8: Density of map markers related to biking

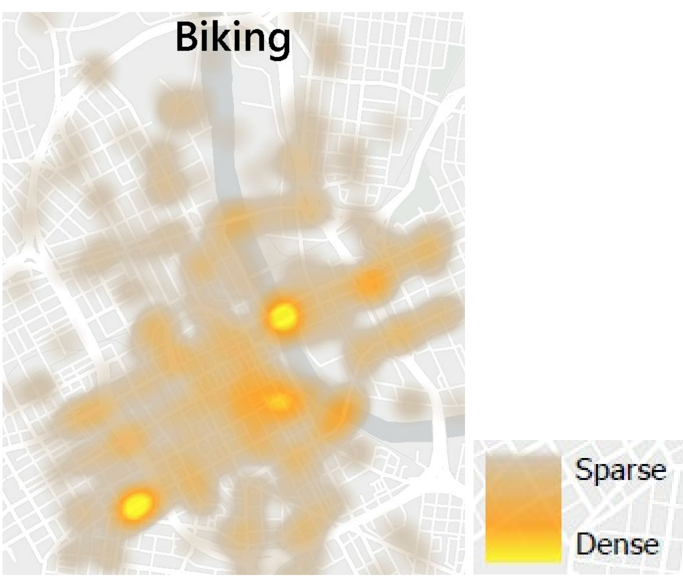
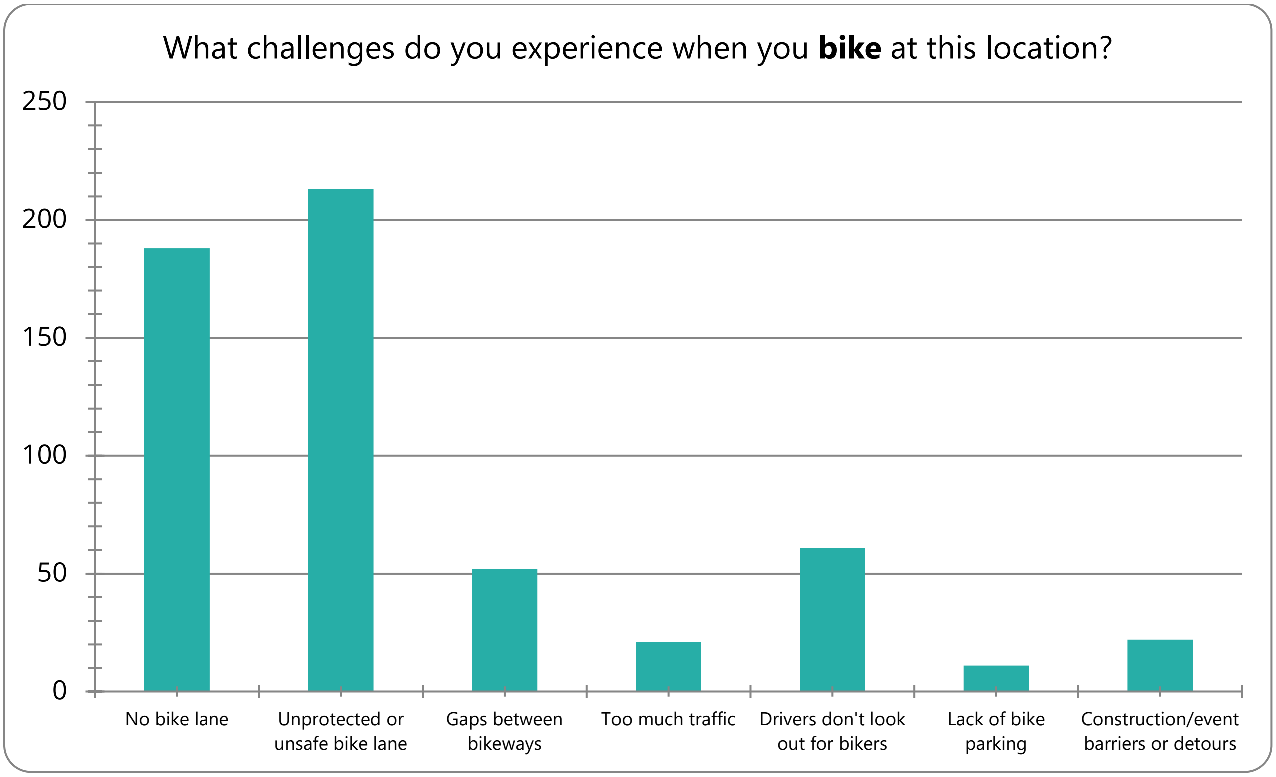


Figure 9: Biking map marker totals by challenge



People Riding the Bus

Bus riders' chief concern was the length of time that trips take, followed by difficulty understanding the routes or schedules and wait times for buses. Construction and event barriers and detours were identified as the second lowest challenge, which may indicate that WeGo is addressing those operational hurdles effectively.

Figure 10: Density of map markers related to riding the bus

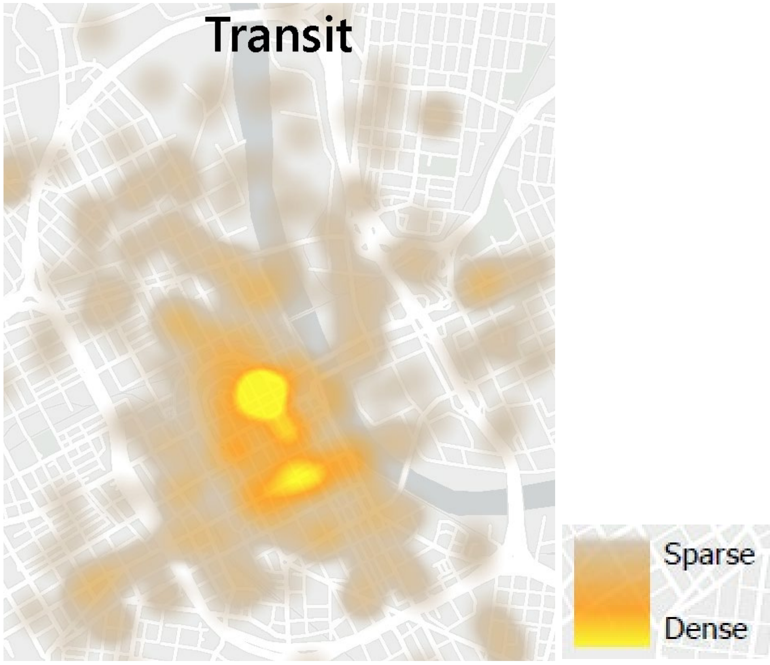
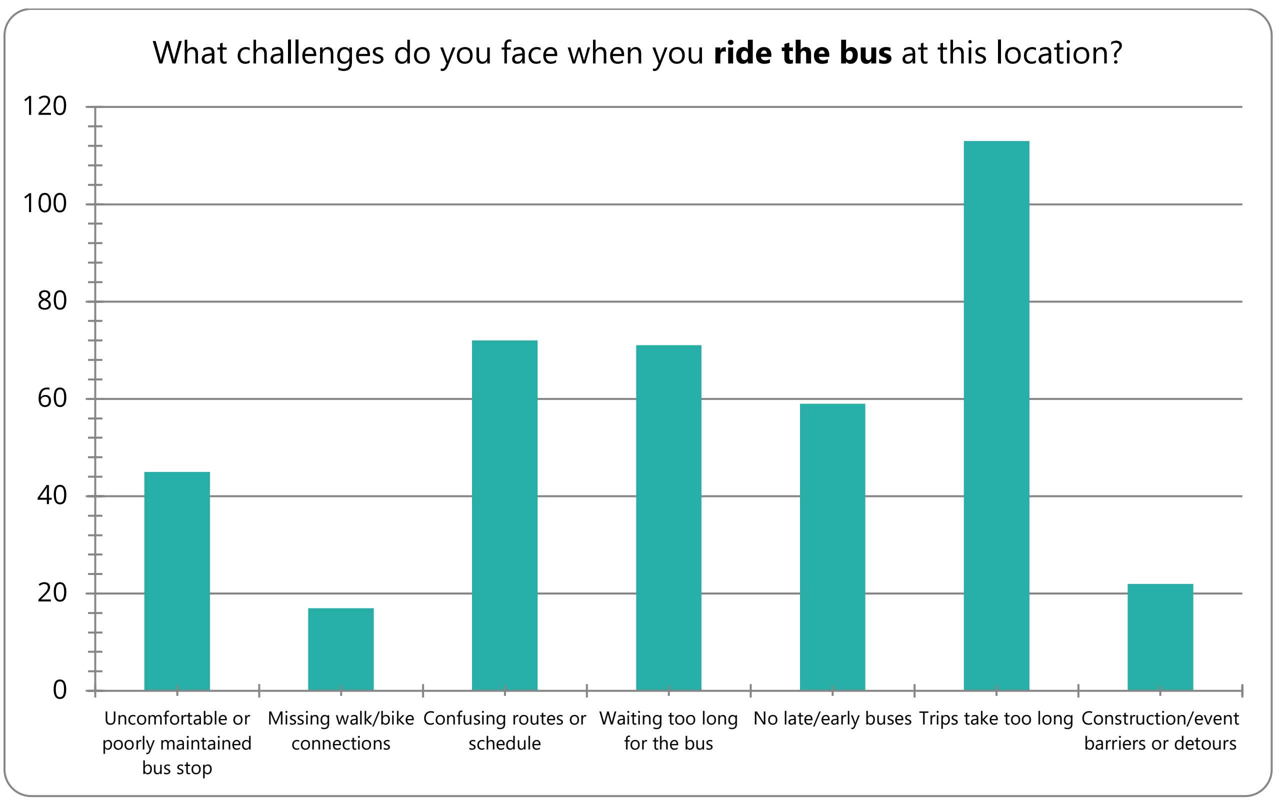


Figure 11: Riding transit map marker totals by challenge



People Riding Scooters

Scooter riders cited the lack of scooter lanes and avoiding pedestrians or other scooters as the most significant challenge of using this mode of transportation.

Figure 12: Density of map markers related to riding a scooter

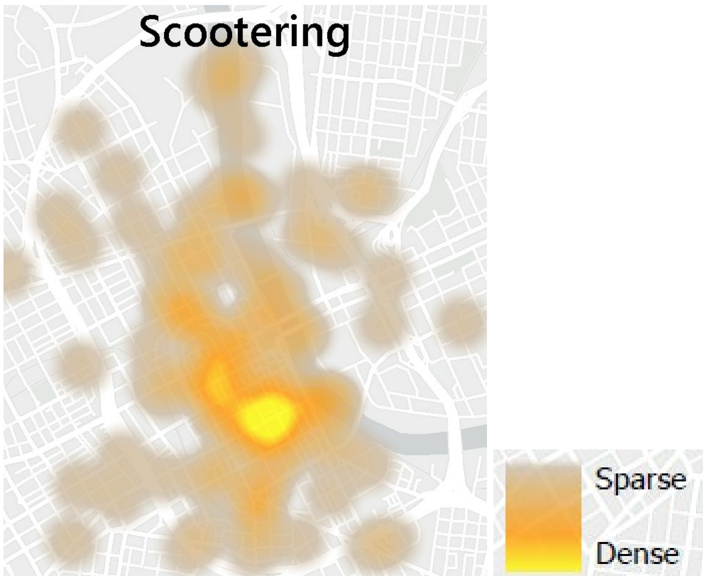
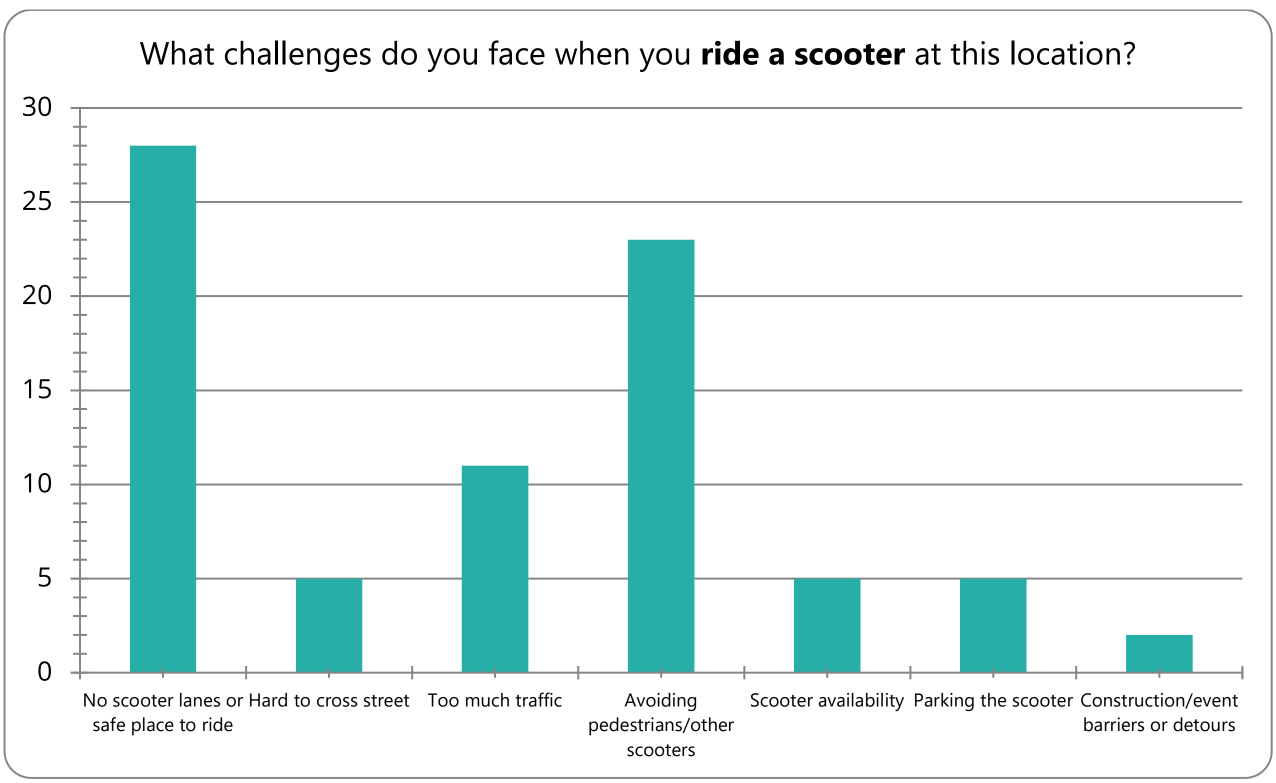


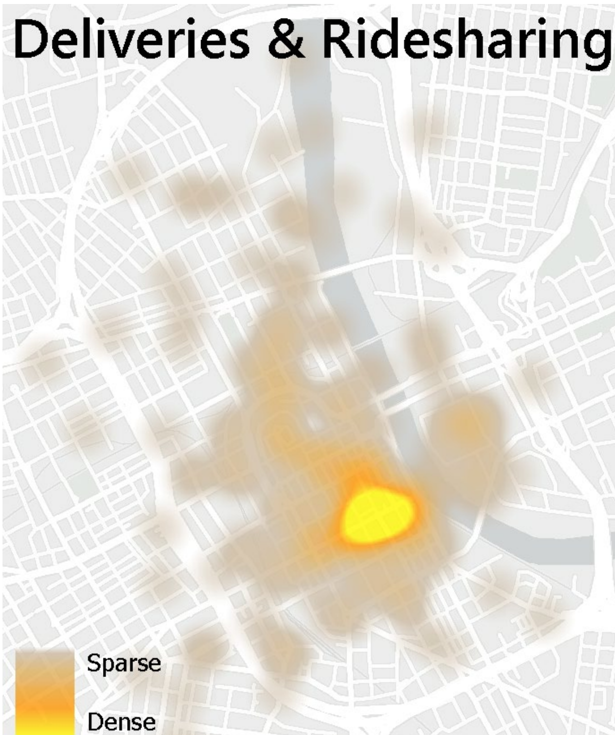
Figure 13: Scootering map marker totals by challenge



Ride-Hailing and Deliveries

The challenges related to ride-hailing and deliveries are similar and focus on accessing the curb. The density of markers for both is shown in Figure 14.

Figure 14: Density of map markers related to using a ride-hailing service or making a delivery



People using ride-hailing services—like taxis, Uber, and Lyft—did not cite congestion as an issue. They identified accessing their drop-off and pickup locations as the biggest challenge (see Figure 15).

People making deliveries to area businesses cited moving around other vehicles and accessing their load/unload areas as the main two challenges (see Figure 16).

Figure 15: Ride-hailing map marker totals by challenge

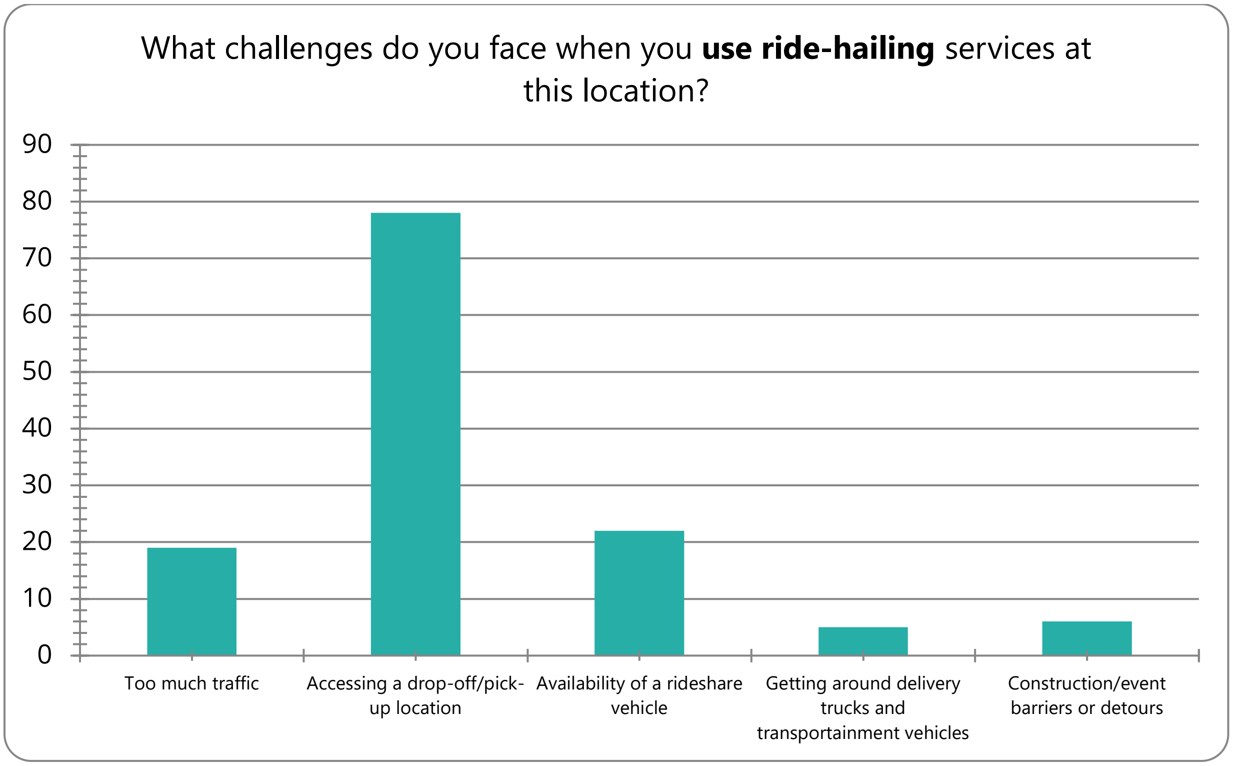


Figure 16: Truck delivery map marker totals by challenge

Transportation Priorities

Rank the transportation priorities

This section of the survey presented respondents with eight possible priorities for improving transportation and mobility Downtown. The priorities were affordability, convenience, safety, comfort, reliability, accessibility, time, and connectivity. Respondents were asked to rank their top five priorities, which meant that three options could not be selected.

Figure 17 shows the total number of times each priority was ranked #1 through #5. For each transportation priority, the red numbers indicate the ranking that received the highest number of responses. For example, Accessibility was most often ranked #4.

Figure 17: Total ranking by priority

Priority	Numbers of time ranked: 1	2	3	4	5	Avg. Rank
Accessibility	73	130	113	**136**	124	**3.18**
Affordability	71	99	125	145	**163**	**3.38**
Comfort	17	36	40	65	**120**	**3.84**
Connectivity	128	170	**183**	170	162	**3.08**
Convenience	159	207	**235**	211	208	**3.1**
Reliability	111	212	**247**	232	175	**3.15**
Safety	**475**	204	136	141	137	**2.32**
Time	**283**	249	218	151	143	**2.63**

Figures 18 and 19 show the average rank for each priority and the total number of times a priority received a ranking.

- Safety was included most often in respondent's top five, followed by Time.
- Comfort and Accessibility were most often not included in the top five.
- The **average** ranking of each priority from highest to lowest was as follows:
  1. Safety
  2. Time
  3. Connectivity
  4. Convenience
  5. Reliability
  6. Accessibility
  7. Affordability
  8. Comfort

Figure 18: Average rank by priority

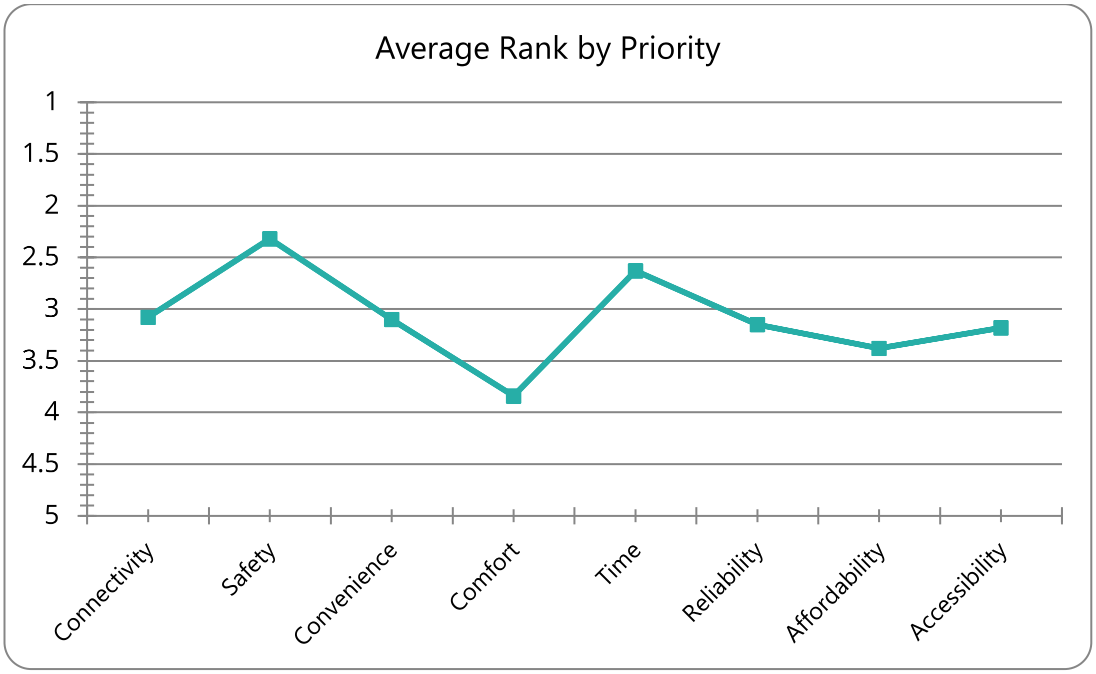
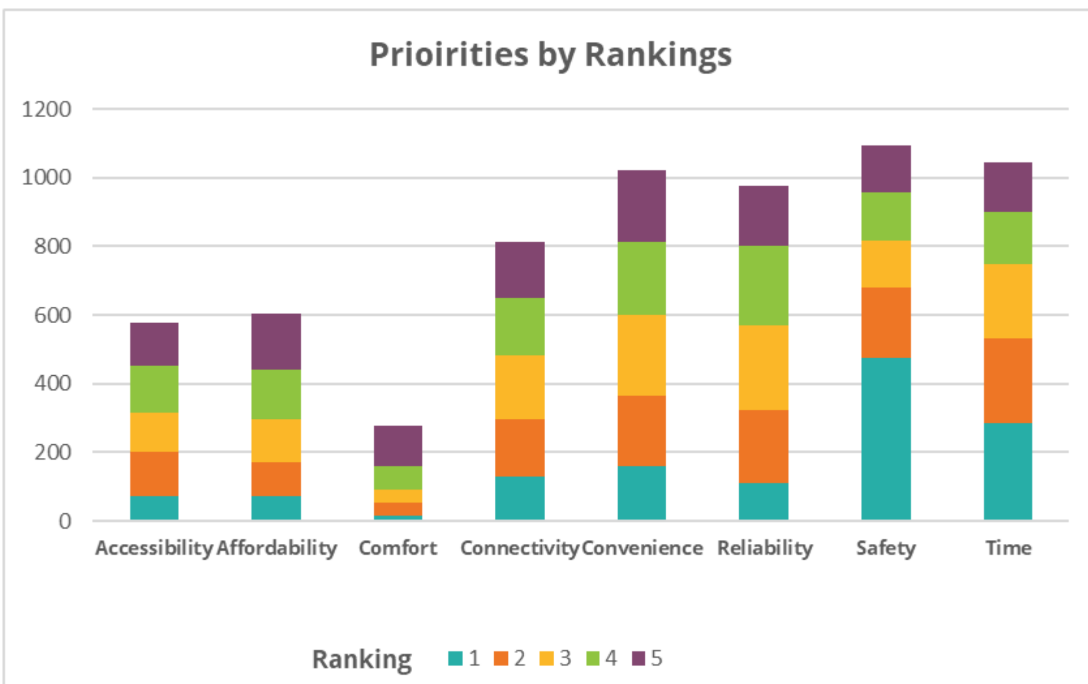


Figure 19: Total times ranked by ranking and priority



Transportation Opinions

Rate the transportation statements

This section of the survey listed a series of statements and asked respondents to rate each statement from one to five stars based on how much they disagreed or agreed. Statements were grouped into seven categories: General, Driving, Parking and Ride-Hailing, Biking, Walking/Using Assisted Mobility Device, Transit, and Scootering.

1 Star ☆ = Strongly Disagree to 5 Stars ☆☆☆☆☆ = Strongly Agree

The sections below provide the **average** star count and the **most popular star rating** for each transportation statement. Key findings included the following:

- Survey respondents generally agree that it is **easier to get into and out of Downtown** than to move around Downtown.
- Most respondents said they would go Downtown more often if **traffic wasn't so bad.**
- The majority of respondents **would rather not drive** if they had another option for getting around Downtown.
- People feel that **Downtown lacks space for delivery vehicles,** with the majority of respondents noting this as a commonly held opinion.
- Almost 2/3 of survey respondents said they **strongly disagree with this statement: "I feel safe biking Downtown."**
- People feel that there are **adequate sidewalks** Downtown, but they noted an opportunity to **better time pedestrian crossing signals.**
- Nearly half of the respondents noted an opportunity to **improve the reliability and frequency of bus service** in Downtown.
- The majority of survey respondents expressed a desire for **more regulation of electric scooters** Downtown.

General

It is easier to get in and out of Downtown than to move around downtown.

Average: **2.71** | **26%** rated this statement **1 star**

Downtown feels well connected to the rest of Nashville.

Average: **2.29** | **32%** rated this statement **1 star**

People look out for other travelers, no matter the transportation mode they are using.

Average: **1.61** | **61%** rated this statement **1 star**

No transportation mode is more important than another.

Average: **2.48** | **39%** rated this statement **1 star**

Driving

I would go Downtown more if traffic wasn't so bad.

Average: **3.67** | **37%** rated this statement **5 stars**

Downtown traffic is only bad during rush hours.

Average: **2.08** | **43%** rated this statement **1 star**

Driving is the fastest way to get around Downtown.

Average: **2.70** | **29%** rated this statement **1 star**

I would rather not drive if I had another option.

Average: **4.08** | **60%** rated this statement **5 stars**

Parking and Ride-hailing

It's easy to find parking Downtown.

Average: **2.19** | **43%** rated this statement **1 star**

I know how much parking costs Downtown.

Average: **2.97** | **29%** rated this statement **1 star**

I am willing to pay to park Downtown.

Average: **2.34** | **34%** rated this statement **1 star**

I can usually find a spot to be picked up or dropped off.

Average: **2.85** | **30%** rated this statement **3 stars**

There is plenty of room for delivery vehicles Downtown.

Average: **1.70** | **58%** rated this statement **1 star**

Biking

I feel safe biking Downtown.

Average: **1.57** | **66%** rated this statement **1 star**

Downtown bike lanes are well connected.

Average: **1.74** | **55%** rated this statement **1 star**

The existing bike lanes are well maintained.

Average: **2.13** | **40%** rated this statement **1 star**

I can easily park my bike Downtown.

Average: **2.21** | **41%** rated this statement **1 star**

Walking/Using an Assisted Mobility Device

I can get to where I need to go Downtown by walking or rolling.

Average: **3.23** | **27%** rated this statement **3 stars**

There are adequate sidewalks Downtown.

Average: **3.13** | **29%** rated this statement **4 stars**

Pedestrian crossing signals are well-timed.

Average: **2.96** | **31%** rated this statement **3 stars**

I feel safe walking or rolling Downtown.

Average: **2.64** | **29%** rated this statement **3 stars**

Transit

I ride the bus Downtown often.

Average: **1.52** | **77%** rated this statement **1 star**

The bus system Downtown is reliable.

Average: **2.15** | **40%** rated this statement **1 star**

Downtown bus service is very frequent.

Average: **2.18** | **38%** rated this statement **1 star**

I know where to find a bus stop Downtown.

Average: **2.42** | **42%** rated this statement **1 star**

It is easy to use the bus Downtown.

Average: **2.21** | **39%** rated this statement **1 star**

Scootering

Scooters are a helpful way to get around Downtown.

Average: **2.28** | **46%** rated this statement **1 star**

There is enough space on the road or sidewalk for scooters.

Average: **1.55** | **69%** rated this statement **1 star**

It is easy to find a scooter Downtown.

Average: **3.25** | **25%** rated this statement **3 stars**

I feel safe scootering Downtown.

Average: **1.62** | **64%** rated this statement **1 star**

Scooters need to be regulated more.

Average: **4.08** | **60%** rated this statement **5 stars**

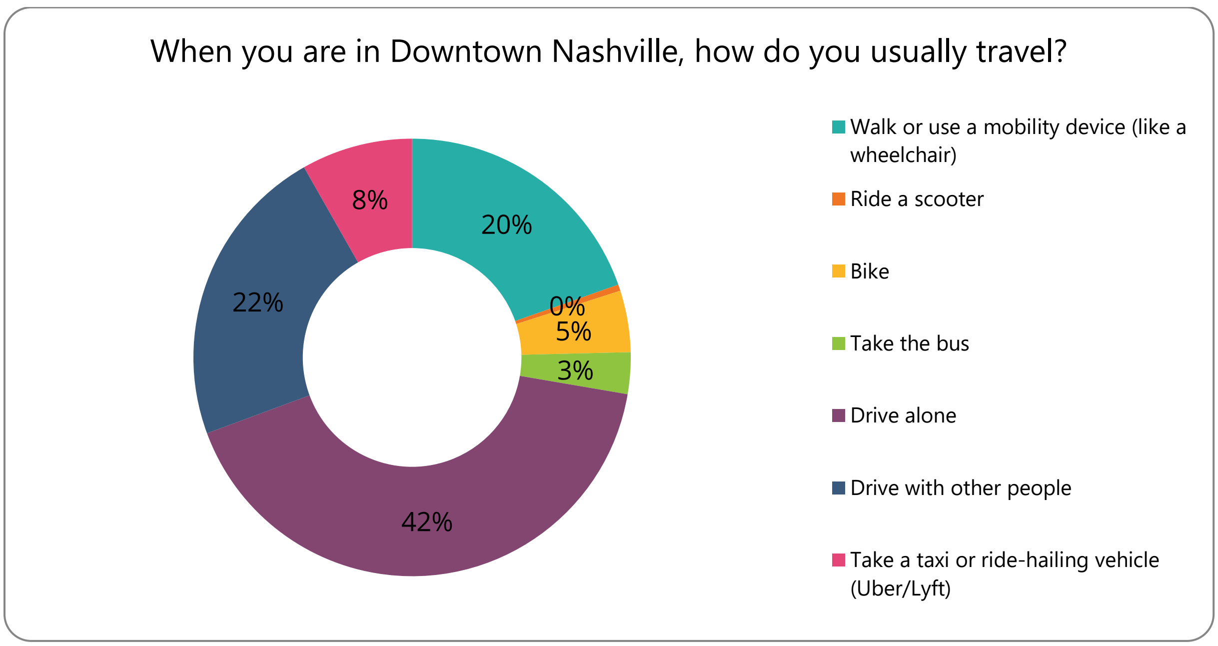
Wrap Up

Tell us about yourself (optional)

The final section of the survey asked additional transportation questions and a number of demographic questions. These questions were optional, and not all respondents chose to answer.

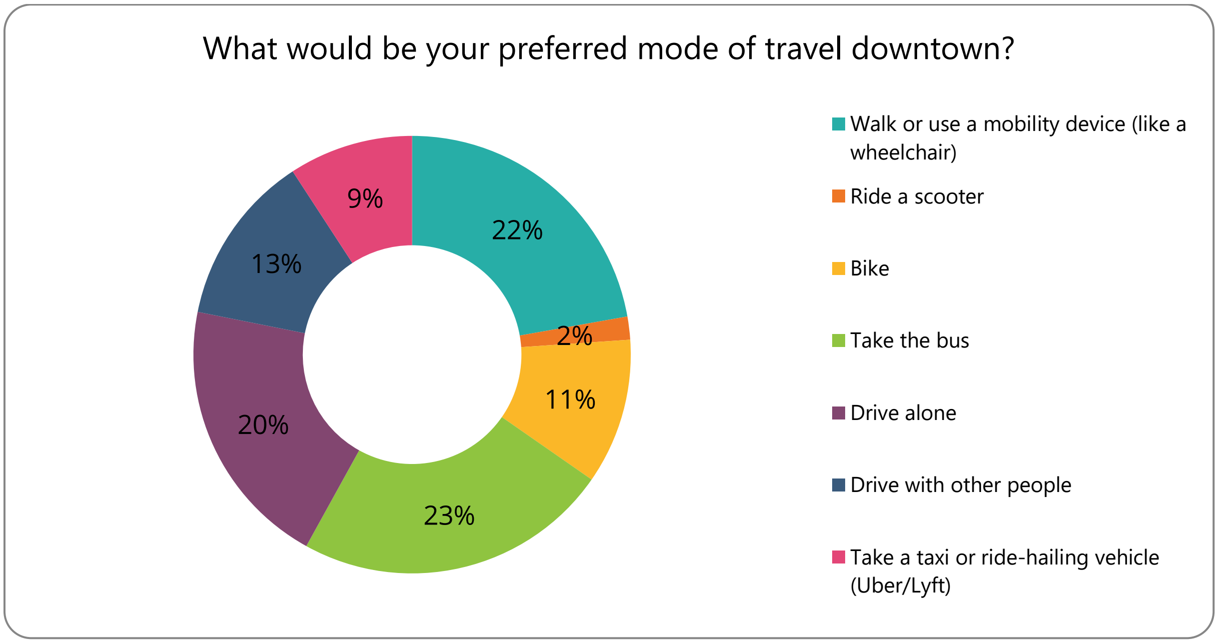
Most survey respondents drive alone when they are traveling in Downtown Nashville, followed by driving with other people and walking.

Figure 20: Usual travel mode downtown



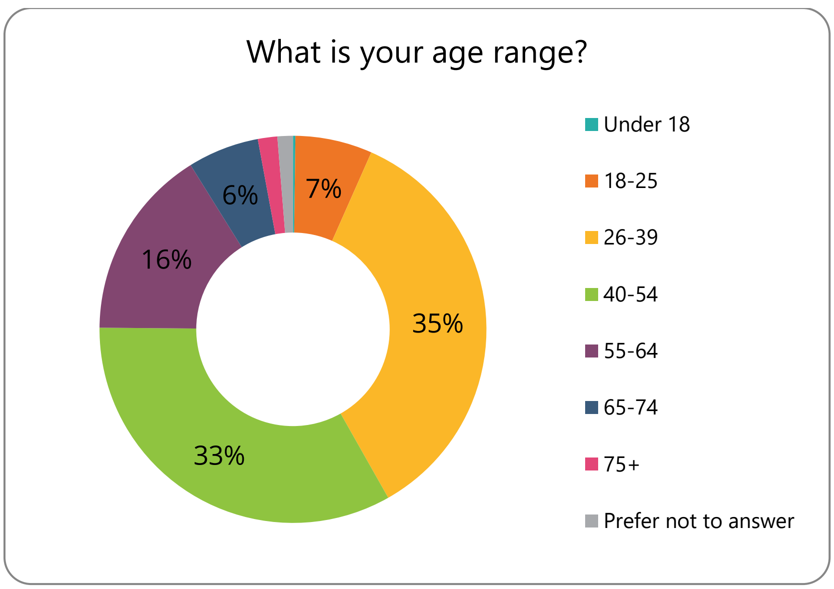
Respondents would prefer to travel downtown via a greater balance of modes, including by taking the bus, walking, driving and carpooling, and biking.

Figure 21: Preferred travel mode downtown



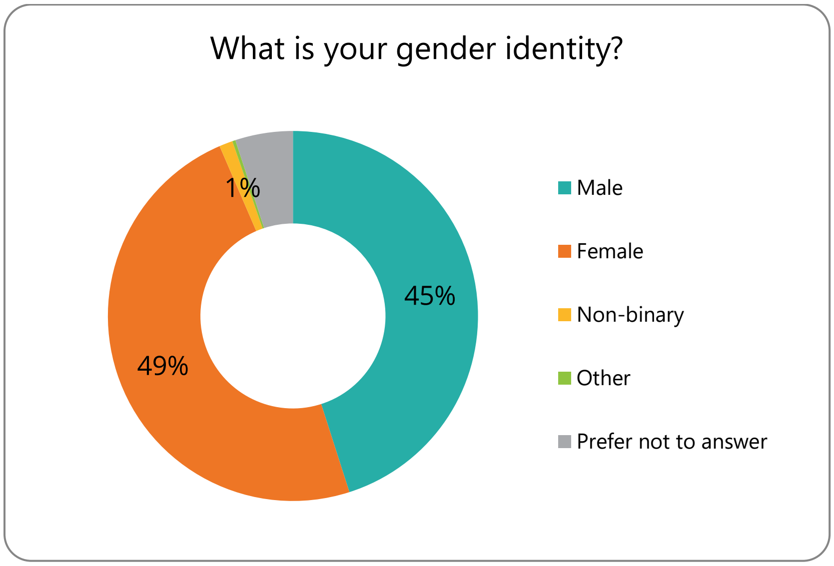
The age of survey respondents was well distributed, with approximately a third of respondents between the ages of 26-29 and a third between the ages of 40-54. The number of respondents under the age of 25 was limited.

Figure 22: Age of survey respondents



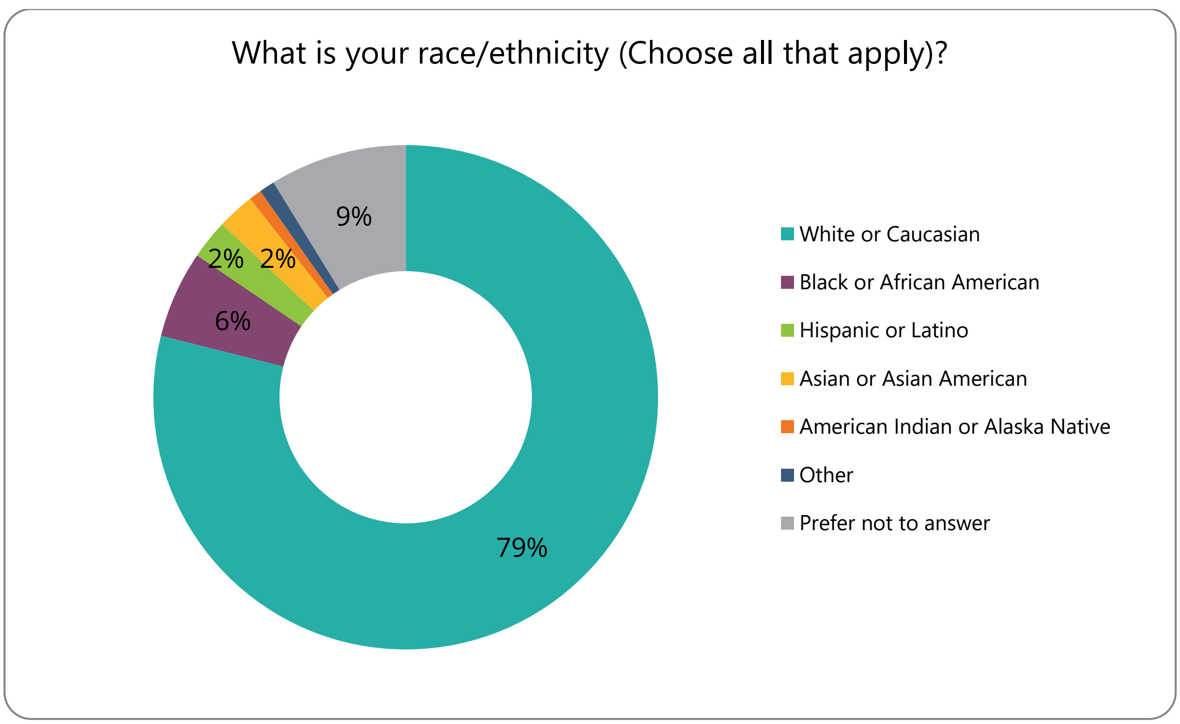
Most survey respondents identified as female (49%) or male (45%), with approximately 1% of respondents identifying as non-binary.

Figure 23: Gender identity of survey respondents



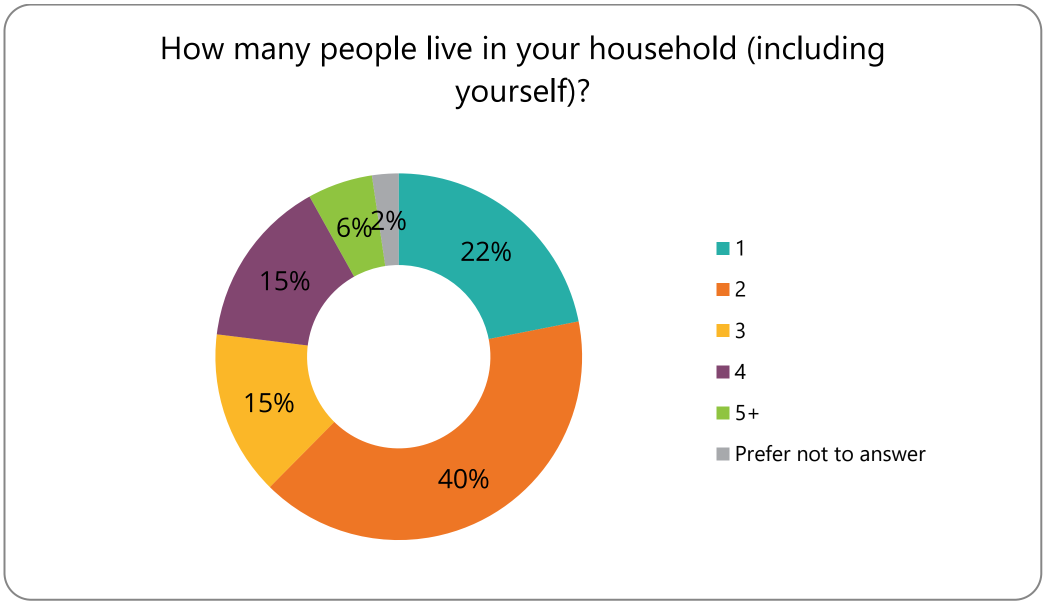
The majority of survey respondents identified as white or Caucasian (79%), with 6% identifying as Black or African American and 2% identifying as Hispanic or Latino and Asian or Asian American.

Figure 24: Race/ethnicity of survey respondents



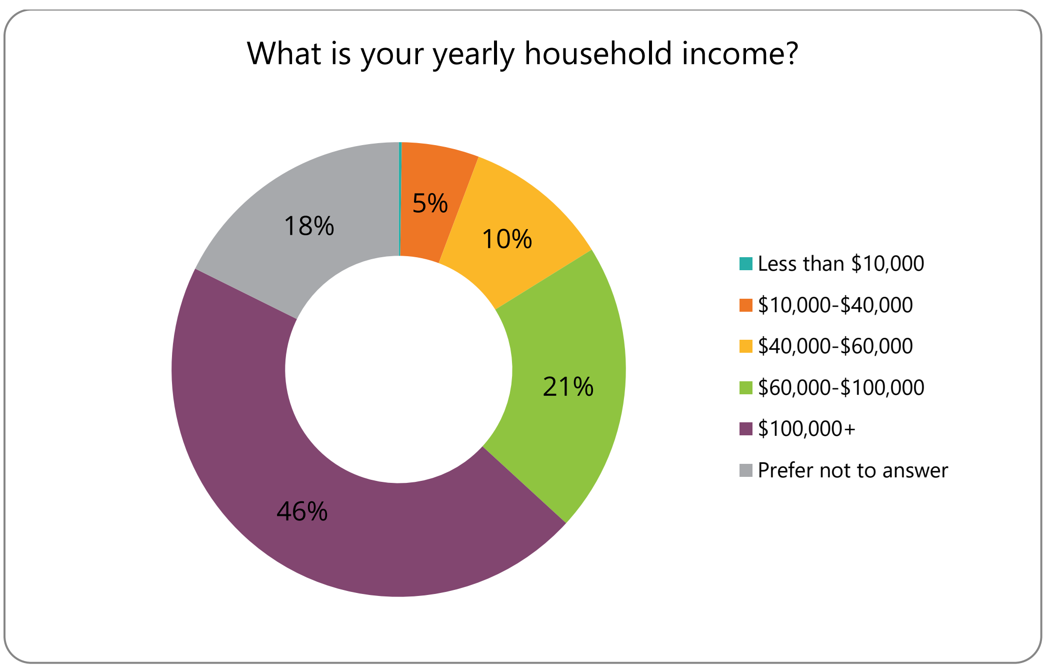
Most survey respondents live in households of one or two people, although 30% are in households of three or four people.

Figure 25: Number of people in household of respondents



Nearly half of the survey respondents have a household income greater than $100,000, with a fifth of respondents having household incomes between $60,000 and $100,000. Lower income residents are under-represented among the survey respondents.

Figure 26: Yearly household income of respondents



The most common zip codes of respondents included neighborhoods in or close to Downtown Nashville. Nearly all Nashville and Davidson County zip codes were represented in the responses.

Figure 27: Top zip codes of respondents

Rank	Zip Code	Area
1	37206	East Nashville / Lockeland Springs
2	37209	Charlotte Park / Sylvan Heights / Sylvan Park / The Nations
3	37203	Edgehill / Music Row / The Gulch / West End Circle / Wedgewood
4	37211	Bradford Hills / Brentioch / Cane Ridge / Crieve Hall
5	37216	Inglewood

Survey respondents primarily learned about the Connect Downtown survey through social media and email, which likely shaped the demographics of the respondents. For future public engagement opportunities, the project team will explore new ways to reach people to ensure that Nashville's diversity is represented in our respondents.

Figure 28: How respondents heard about the survey