



## **CONNECTIONS**

THE REGIONAL PLAN FOR  
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# **On-Line Survey Results**

Delaware Valley Regional Planning Commission

May 2008



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## Background

A web-based opinion survey was the first component of public outreach related to DVRPC's update of the region's long-range plan. The goal of this survey was to garner public opinion related to land-use and transportation planning preferences in the Delaware Valley. The survey results will be used to draft a vision statement for the region. This vision will guide regional stakeholders in developing goals and objectives for the Delaware Valley in 2035, and later in identifying policies and strategies that can be used to achieve them.

The survey was on-line for nearly three months, from Friday, January 25 until Monday April 21, 2008. It was hosted by Survey Monkey ([www.surveymk.com](http://www.surveymk.com)), which kept a downloadable database to track all responses.

Survey respondents were asked to be at least 18 years of age and a resident or employee in the nine-county DVRPC region (consisting of Bucks, Chester, Delaware, Montgomery and Philadelphia counties in Pennsylvania, and Burlington, Camden, Gloucester and Mercer counties in New Jersey). The survey was also made available in Spanish, Chinese and Russian. A Spanish version of the survey was placed on the Survey Monkey website. The Chinese and Russian surveys were available as downloadable .pdfs from the *Connections* website ([www.dvrpc.org/connections](http://www.dvrpc.org/connections)).

Advertising for the survey was done through a variety of means, including:

- printed business cards, which were passed out at numerous meetings hosted by DVRPC; at meetings attended by DVRPC staff, and by partner agencies, and through related professional associations;
- provision of notices, posters and business cards to each of the 9 counties and 353 municipalities in the DVRPC region;
- placing business cards and posters in various regional public libraries, coffee shops, bookstores, and public notice boards;
- partner/stakeholder promotion in newsletters (Transportation Management Agencies (TMA's), municipalities throughout the region, Economy League of Greater Philadelphia, Plan Philly, Select Greater Philadelphia, and Philly CarShare);
- e-mail announcements to over 2,500 e-mail addresses in DVRPC's database;
- signature tag line announcing the survey placed on DVRPC employee e-mail footers;
- announcements placed on numerous regional web blogs;
- four regional newspapers covered the story, including the Philadelphia Inquirer;

- a ten minute cable news interview about the long-range plan update and the survey with DVRPC's Executive Director replayed hourly for two weeks on Comcast Newsmakers; and,
- paid advertising through both the Greater Philadelphia and South Jersey Chambers of Commerce.

As an added incentive, DVPRC advertised that one survey taker would be eligible to win a new 8 GB iPod touch. A total of 5,069 people took the survey, including the 11 individuals who took the Spanish version. No responses were received in either Chinese or Russian. The randomly chosen winner of the iPod was Eric Palmer of Philadelphia.

Because the survey was conducted on-line and had a targeted, albeit extensive, outreach effort, the results can not be considered statistically valid. The results do, however, present an authoritative gauge of stakeholder opinion. Even though the survey is not statistically valid, it is a valuable exercise because it allows thousands of people that are interested in the future of the region to express their views and become involved in the long-range planning process.

DVRPC conducted a statistically valid telephone survey of households in the region in 2005 as part of the development of the current *Destination 2030* Long-Range Plan. Both surveys asked identical or parallel questions with similar results. A more detailed analysis of the similarities of the results between both surveys is included later in this report.

The main section of the survey consisted of eight questions related to transportation, land-use, economic development and the environment in the Delaware Valley region, and a secondary section which contained five questions on demographics. Respondents were given the opportunity to choose up to two or three of the available options for each question in the main section of the survey. Options for each question were ordered randomly for each different survey taker. This insured that no option was more likely to be chosen as a result of its positioning on the survey. Six of the eight questions allowed open ended responses. More than 2,200 written statements were received. These were organized into 17 different categories. The categories with the highest level of response are summarized in the text.

In the demographics section, respondents were asked their age, educational attainment, gender and the zip code where they reside. This information was used to verify how well the survey respondents as a group compared to the population of the Delaware Valley. The zip code was used to ensure that the respondents are residents. All blank or outside the DVRPC region zip code responses were discarded. Some 421 surveys were discarded for these reasons.

Zip code responses were also used to organize survey respondents by county, planning area (see *Destination 2030* Long-Range Plan), state and region. A sum of

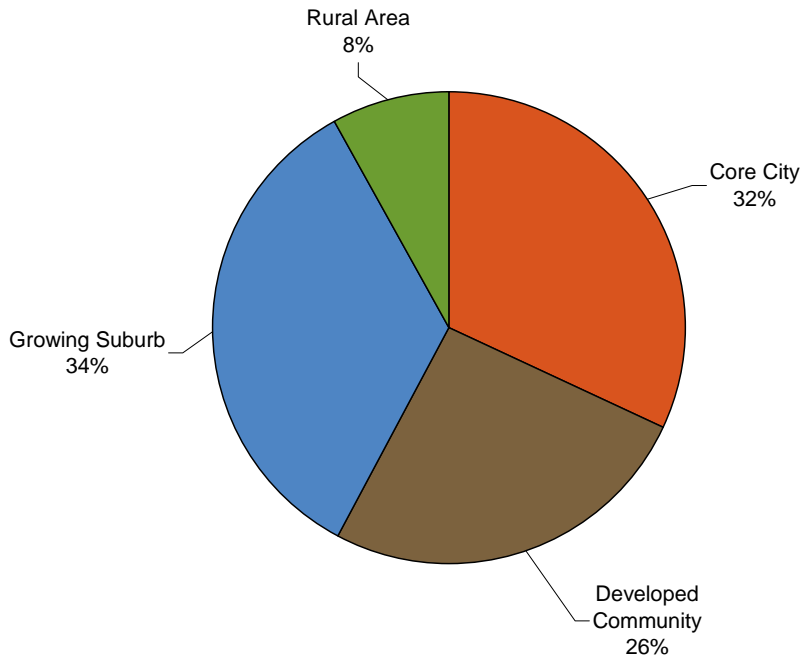
all regional responses are presented and analyzed in the 'Survey Results' section of this memorandum. For a synopsis of the responses by county, planning area or state, see the Appendix.

## Survey Respondent Demographics

The demographic make-up of the survey respondents and the actual regional population is close in some measures and not as close in others. This section will compare the demographics of the survey takers with those of the region.

The *Destination 2030* Long-Range Plan defines planning area types of Core City (Philadelphia, Camden, Chester, and Trenton), Developed Communities, Growing Suburbs or Rural Areas for each township or municipality in the DVRPC region. Zip codes from the survey were used to locate the planning area type for each respondent. Figure 1 summarizes the percent of respondents for each planning area.

**Figure 1. Survey Respondents by Regional Planning Area**

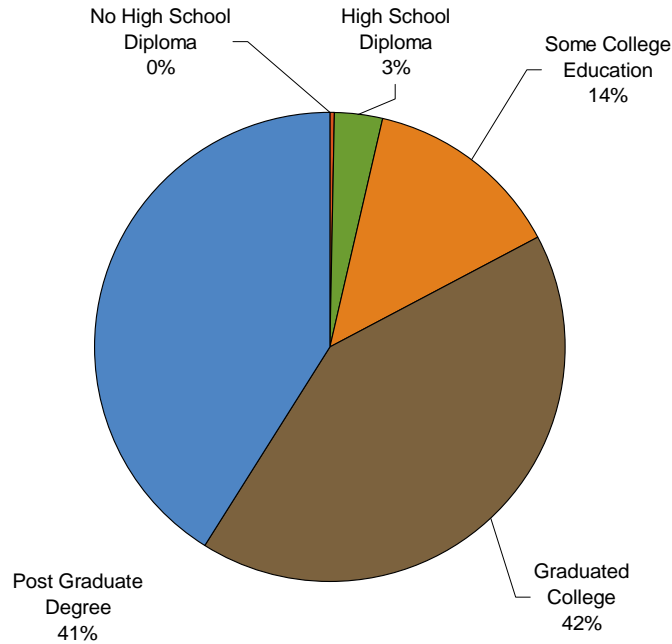


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Analysis by planning area should highlight important similarities and differences in regional priorities between residents of urban, suburban and rural areas. By planning area type, the make-up of the survey respondents closely matches up with the actual demographics of the region. As of 2005, about 31 percent of the regional population lives in Core Cities compared to 32 percent of survey respondents. About 34 percent of the region's population lives in Developed Communities, contrasted to 26 percent of survey takers. About 32 percent of the region's population lives in Growing Suburbs, exactly the same percent of survey respondents do. Approximately six percent of the Delaware Valley's population lives in Rural Areas, while eight percent of survey respondents do. About eight percent (or 421) of all surveys received were not completed or lacking information and are not considered in this analysis.

Figure 2 shows the breakdown of the respondents' educational attainment. Survey respondents were a highly educated group. Nearly 80 percent of the respondents have a college education or higher, more than double the region's actual percent.

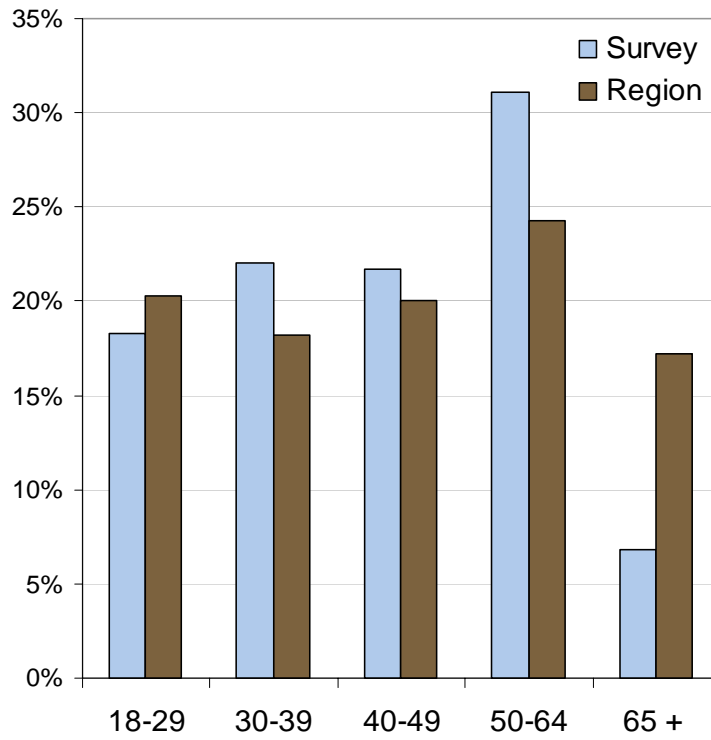
**Figure 2. Educational Attainment of Survey Respondents**



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Figure 3 shows the age distribution of the survey respondents compared to regional figures. Survey respondents were asked to be at least 18 years of age. For the eligible age groups, there was a good distribution. The 50 to 64 range was the highest group of respondents at 31 percent. This group is overrepresented as it comprises about 24 percent of the regional population 18 and over. The lowest response rate came from those over 65, with only seven percent of all responses. The 65 plus group is underrepresented, with about 17 percent of the regional total of population 18 and over. The three youngest eligible age groups all come within 4 percent, or less, of their actual regional proportions.

**Figure 3. Survey Respondents compared with the Region Population By Age**



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Lastly, more males than females took the survey (55 percent to 45 percent). Regionally there are slightly more females than males (52 percent to 48 percent).

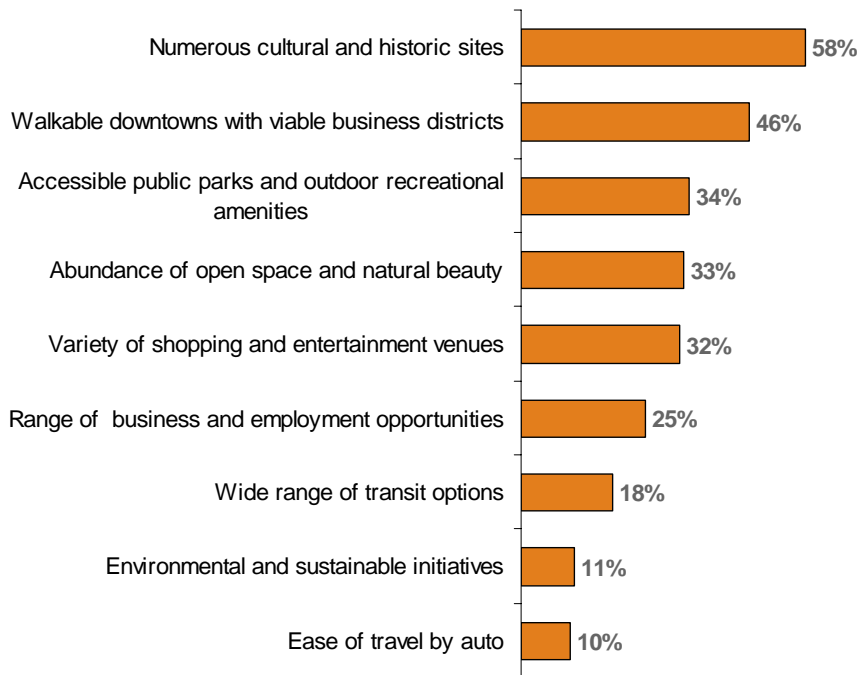
## Survey Results

The following section summarizes the regional response to each of the eight survey questions and compares it with planning goals set in DVRPC's current long-range plan, *Destination 2030*. For results by planning area type, county, or state please see the Appendix.

The survey results will be compared to the core planning principles and other key planning goals for the *Destination 2030* Long-Range Plan. Core planning principles from the plan are:

- Linking land-use and transportation
- Creating and maintaining centers
- Promoting growth areas
- Implementing smart growth and smart transportation
- Maintaining and preserving rural conservation lands and creating a greenspace network

### Question 1. What do you like most about the Delaware Valley region? (Choose up to 3)



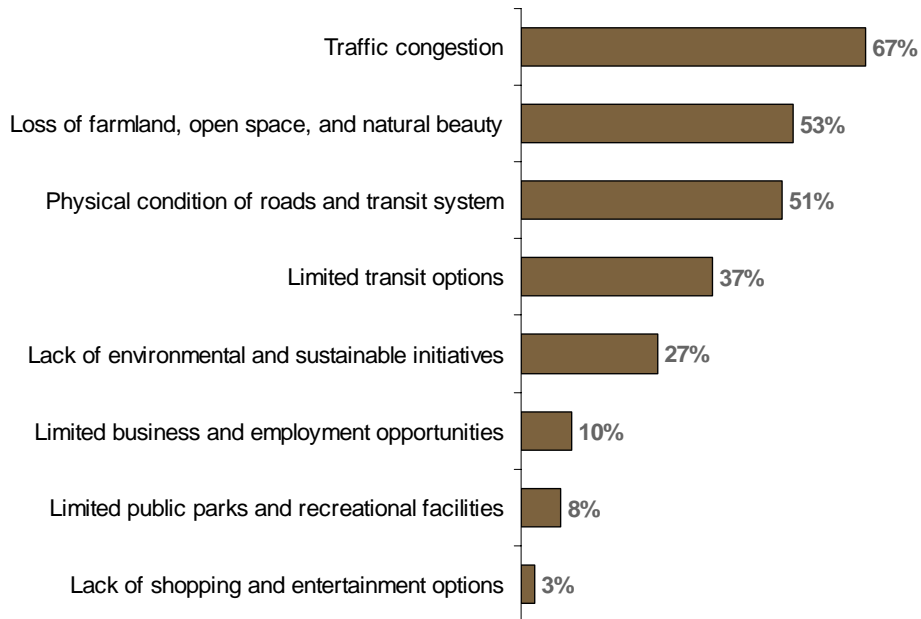
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There are clearly two top preferences in the responses to question one, 'numerous cultural and historic sites' and 'walkable downtowns with viable business districts'. These responses indicate interest in historic preservation and in strengthening the

region's centers. The second response, in particular, aligns very well with one of DVRPC's five core planning principles in the *Destination 2030* Long-Range Plan of 'creating and maintaining centers'.

There is a group of three secondary preferences: 'accessible public parks and outdoor recreational amenities', 'abundance of open space and natural beauty', and 'variety of shopping and entertainment venues'. These indicate interest in ongoing efforts to preserve open space for recreation and an appreciation for the many entertainment and shopping options found in the region.

## Question 2. What do you like least about the Delaware Valley region? (Choose up to 3)



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Question two is the essentially the opposite of question one, with slightly different response options. Since the question relates to what the respondent likes the least, the top choices indicate the greatest degree of dissatisfaction. In this case, the region is most dissatisfied with 'traffic congestion'. There is consistency here with the response from question 1, where 'ease of travel by auto' had the lowest response level (10 percent) for what respondents like best about the Delaware Valley (also see Table 1).

Two options comprise the next level of dissatisfaction: 'loss of farmland, open space and natural beauty', and the 'physical condition of the roads and transit system'. 'Loss of farmland, open space and natural beauty' closely relates to a core planning principle from the *Destination 2030* Long-Range Plan to 'maintain and preserve rural conservation lands and create a greenspace network'. Question two also shows a

moderate level of dissatisfaction in ‘limited transit options’ and the ‘lack of environmental and sustainable initiatives’.

Six of the options between questions 1 and 2 match-up fairly directly with each other. Comparing these six options can give a clearer understanding of levels of satisfaction and dissatisfaction in the region. Table 1 creates a disparity index by subtracting the percent of respondents selecting each option in question 1 by the percent choosing the similar option in question 2. A negative disparity index indicates a general dissatisfaction, while a positive disparity index indicates a relative level of satisfaction for the issue.

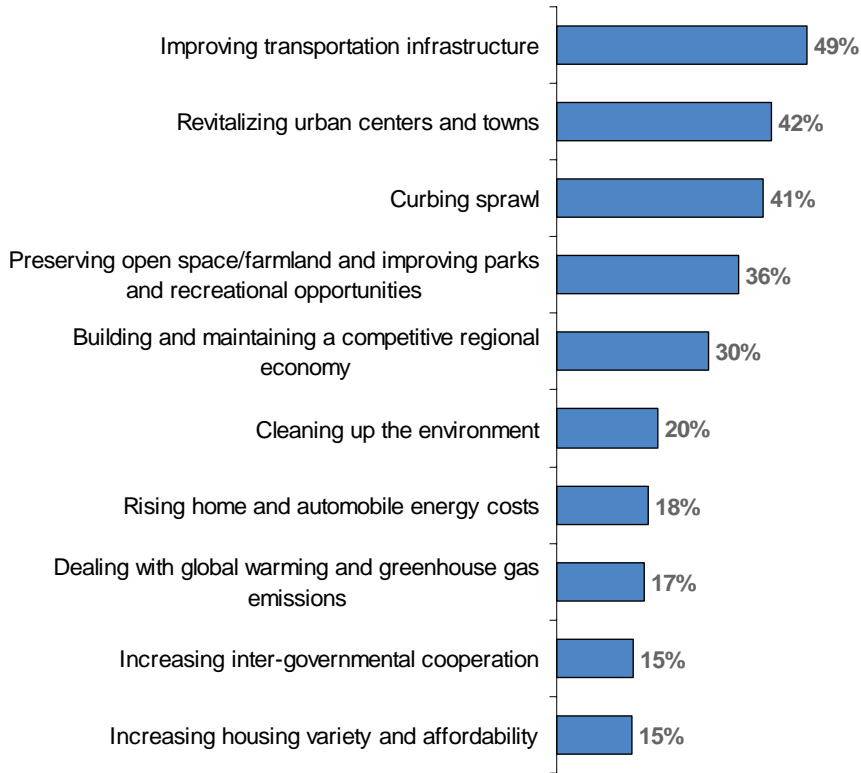
**Table 1. Response Disparity between Questions 1 and 2**

<b>Q1. What do you like most about the Delaware Valley region?</b>	<b>Q1 %</b>	<b>Disparity (Q1% - Q2%)</b>	<b>Q2 %</b>	<b>Q2. What do you like least about the Delaware Valley region?</b>
Ease of travel by auto	10%	-57%	67%	Traffic congestion
Abundance of open space and natural beauty	33%	-20%	53%	Loss of farmland, open space, and natural beauty
Wide range of transit options	19%	-18%	37%	Limited transit options
Environmental and sustainable initiatives	11%	-16%	27%	Lack of environmental and sustainable initiatives
Range of business and employment opportunities	25%	15%	10%	Limited business and employment opportunities
Accessible public parks and outdoor recreational amenities	34%	26%	8%	Limited public parks and recreational facilities
Variety of shopping and entertainment venues	32%	29%	3%	Lack of shopping and entertainment options
Numerous cultural and historic sites	58%	N/A	N/A	N/A
Walkable downtowns with viable business districts	46%	N/A	N/A	N/A
N/A	N/A	N/A	51%	Physical condition of roads and transit system

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Table 1 shows that there is generally dissatisfaction with: ‘traffic congestion’, ‘loss of farmland, open space, and natural beauty’, ‘limited transit options’, and the ‘lack of environmental and sustainable initiatives’. There is evident satisfaction on three issues: ‘range of business and employment opportunities’, ‘accessible public parks and outdoor recreational amenities’, and the ‘variety of shopping and entertainment venues’.

### Question 3. What do you believe are the most important issues facing the Delaware Valley region? (Choose up to 3)



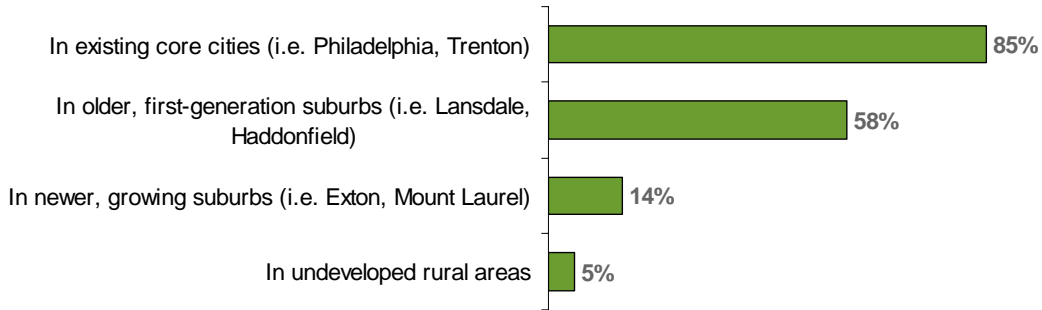
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The survey respondents felt the top issue in the Delaware Valley currently is ‘improving transportation infrastructure’. The next set of priorities are ‘revitalizing urban centers and towns’, and ‘curbing sprawl’. Revitalizing centers is a core planning principle in *Destination 2030*, while curbing sprawl relates to each of the five core-planning principles.

The next group of significant regional issues are: ‘preserving open space and farmland and improving parks and recreational opportunities’, and ‘building and maintaining a competitive regional economy’. ‘Preserving farmland, open space and natural beauty’ closely relates to a core planning principle from the *Destination 2030* Long-Range Plan of ‘maintaining and preserving rural conservation lands and creating a greenspace network’.

The effect of greenhouse gas emissions on global warming, and regional energy needs and options are two new focus areas that will be included in the *Connections* Plan.

### Question 4. Where in the Delaware Valley region should most future development be encouraged? (Choose up to 2)



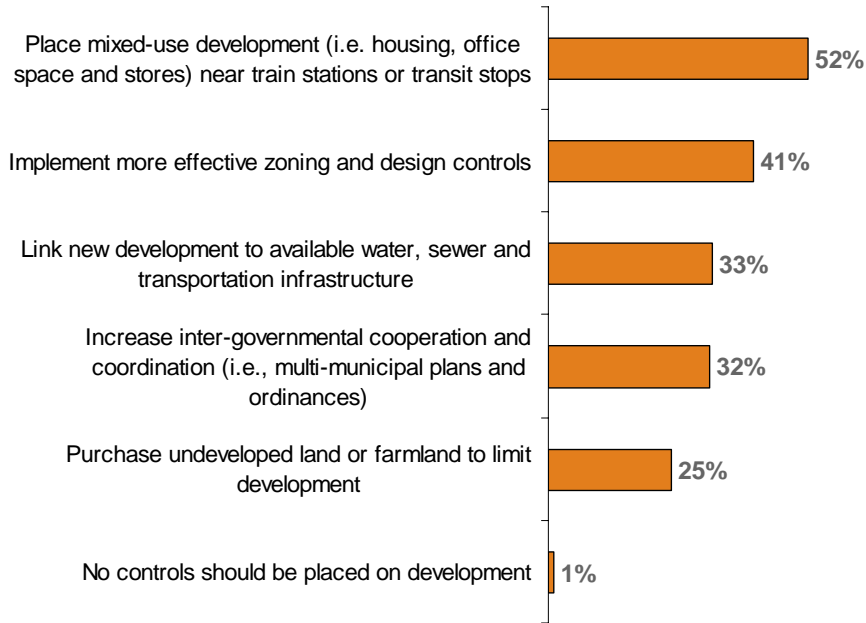
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The survey respondents' top preference for the location of most future development is in the existing core cities. The respondents would also like to see future development in older, first generation suburbs. These results correspond to the *Destination 2030* core planning principle of 'promoting growth areas'. Only five percent of respondents prefer growth to be encouraged in undeveloped rural areas. This aligns with another core planning principle from the *Destination 2030* Long-Range Plan: 'maintaining and preserving rural conservation lands and creating a greenspace network'.

Virtually all existing development and future growth areas identified as appropriate for new development lies within existing Core Cities and in older, first generation suburbs (Developed Communities). Thus, these results also substantiate the land-use plan developed in *Destination 2030*.

In reviewing the responses by planning area type, it is interesting to note that regardless of where the respondents live, be it rural, suburban or urban, similar feelings are expressed as to where future development should be located in the region.

### Question 5. What is the most effective way to manage future development? (Choose up to 2)

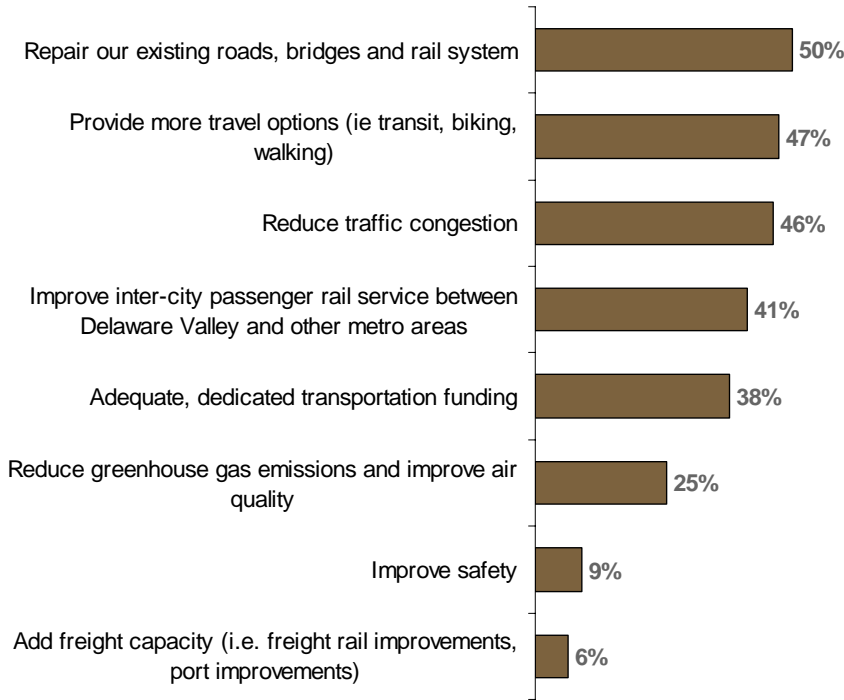


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According to the survey respondents, the most effective way to manage future development in the Delaware Valley is through mixed-use, transit friendly measures. This is related to two core planning principles from the *Destination 2030* Plan - 'Implementing smart growth and smart transportation' and 'linking land-use to transportation'. The next best way to manage development, according to the survey respondents, is 'implementation of more effective zoning and design controls'.

Also of relevance is to 'link development to available water, sewer and transportation infrastructure', and to 'increase inter-governmental cooperation and coordination'. 'Linking new development to available water, sewer and transportation infrastructure' relates to the *Destination 2030* core planning principle of 'promoting growth areas'. While, 'purchasing undeveloped farmland to limit development' relates to the *Destination 2030* core planning principle of 'maintaining and preserving rural conservation lands and creating a greenspace network'.

### Question 6. What do you think is the most important transportation need in our region today? (Choose up to 3)



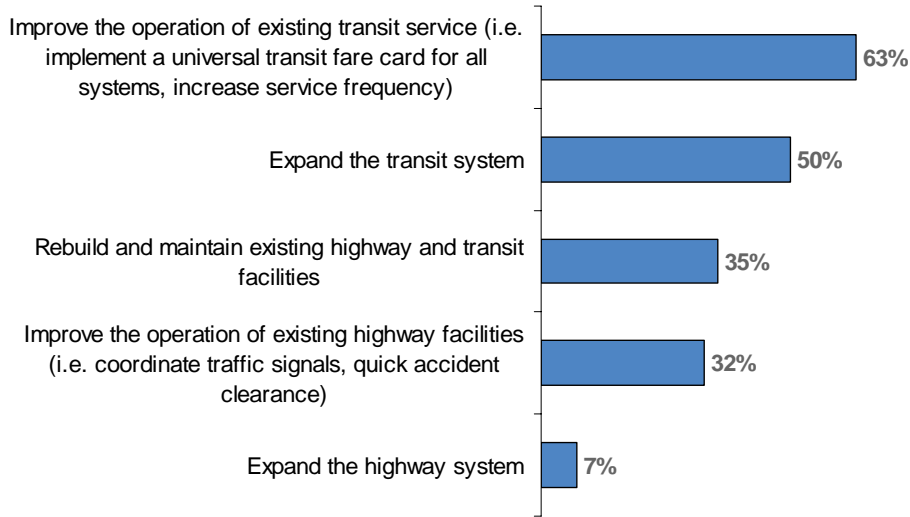
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The most important transportation need, according to the survey respondents is to ‘repair the region’s existing roads, bridges and rail system’. This aligns with a key policy goal in *Destination 2030* of ‘fix-it-first’, i.e. maintain and repair the existing transportation system before adding new facilities or expanding capacity.

The next priorities are to ‘provide more travel options’ and to ‘reduce traffic congestion’. Also of note is the need to ‘secure adequate, dedicated transportation funding’ and to ‘improve inter-city passenger rail service between the Delaware Valley and other metro areas’. Securing adequate, dedicated regional funding for transportation is one of the *Destination 2030* goals for the financial plan.

There are two responses that are surprising. First, is that ‘improve inter-city passenger rail service between Delaware Valley and other metro areas’ came in fourth overall, much higher than expected. Second, is that improving safety is such a low priority for survey respondents.

### Question 7. With limited financial resources, how should transportation funding be prioritized? (Choose up to 2)

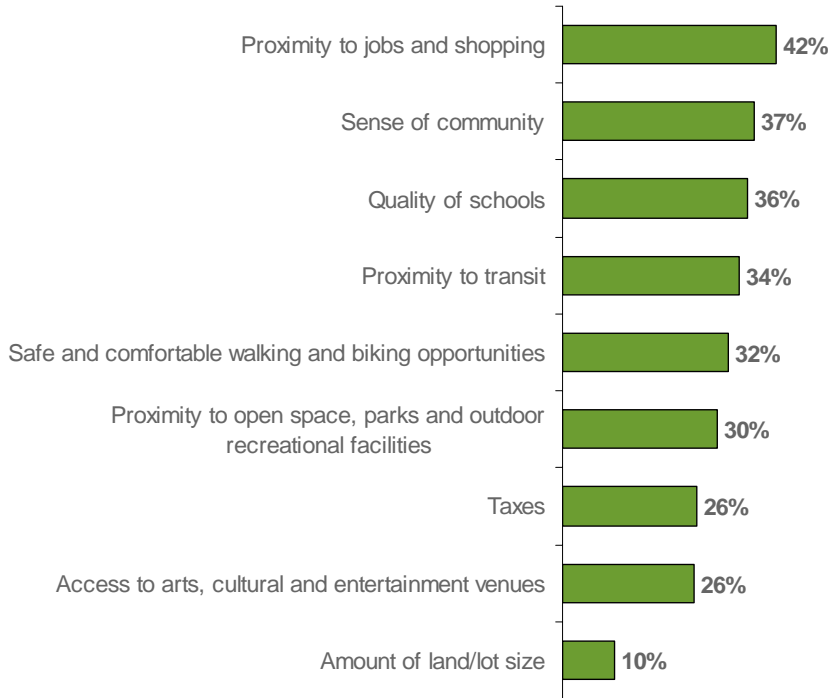


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The respondents' top priority for limited transportation funding is to 'improve the operation of the existing transit service'. Next is to 'expand the transit system'. These priorities come before 'rebuilding and maintaining existing highway and transit facilities', or 'improving the operation of existing highway facilities'.

The survey respondents show little support for expanding the highway system. This fits with another policy in the *Destination 2030* Long-Range Plan, capping the amount of available transportation funds that will be invested in new highway capacity at 10 percent.

### Question 8. What is your most important consideration in deciding where to live in the region? (Choose up to 3)



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The respondents' most important consideration in deciding where to live in the region is 'proximity to jobs and shopping'. Next in importance is 'sense of community', and 'quality of schools'. The next tier of priorities are 'proximity to transit', 'safe and comfortable walking and biking opportunities' and 'proximity to open space, parks and outdoor recreational facilities'. The first and fourth preferences (proximity to jobs and shopping, and transit), both relate to the *Destination 2030* core planning principles of 'linking land use and transportation', and 'implementing smart growth and smart transportation'.

Other residential location decisions of note are 'taxes' and 'access to arts, cultural and entertainment venues'.

Surprisingly, the 'amount of land/lot size' was deemed important by only ten percent of the survey respondents.

## Written Survey Comments

Survey questions one, two, three, five, six and eight allowed for the respondent to fill in an alternate priority in a field called ‘other’. Selection of this field counted against the limit of three responses per question. A total of 2,206 ‘other’ responses were received in the survey. These responses have been classified into 17 different categories and tabulated (see Table 2). Some of the categories are quite broad in order to keep the results manageable. A ‘subcategories’ column further indicates the types of issues that came up in the survey. Some comments covered more than one category, comments that did so were placed in each category.

For each category, some comments were positive towards the issue; while other comments showed a general dissatisfaction with conditions. Comments on both sides are grouped together in each category. An interesting comparison can be made between comments related to questions 1 and 2. Question 1 comments tend to be overwhelmingly positively related to the category and question 2 comments tend to be overwhelming negative.

To the extent that survey respondents put extra thought and time into written comments, they reflect a high level of priority for the respondent. For this reason, written comments are considered to be a highly valuable source of the respondents’ opinions. However, many of the areas in which the respondents commented on generally fall outside of DVRPC’s scope, specifically: ‘education’, ‘government’, ‘regulation and taxes’, and ‘safety / crime’.

The highest number of comments related to any single category was for transit, with 372. For the most part, comments related to transit requested more frequency, expansion (often suggesting a particular project), that it is too expensive, that it should have more funding, or that it is poorly managed.

There were 401 comments posted to the ‘other’ option to question one. The most common theme was an appreciation of the region’s bicycling facilities, including a number of requests to continue to improve them. Other common themes included the location of the Delaware Valley in the Northeastern U.S. with good access to other major cities, proximity to the Jersey shore, that the respondent is from here and has family here, and that the region is relatively affordable, especially when compared to other nearby areas such as New York and Washington, D.C.

Question two had the most written responses with exactly 500. These comments varied widely, with no single dominant category or area of concern. Difficulty of biking and walking was the most common theme. In addition, there were many comments lamenting the loss of open space and historic resources, crime rates, high cost of living, government corruption and suburban sprawl.

Question three had 335 written responses. The most common themes regarded lowering taxes, reducing crime, and improving schools. These topics are generally beyond the purview of DVRPC.

Question five had the least number of written responses with 257. As expected in a question related to development, many of the responses were focused on land-use. Most of these were to limit growth, redevelop brownfields, revitalize inner cities, and adaptively reuse.

Question six had 386 written responses in the 'other' field. These responses most often requested improvements in transportation service and frequency, and the creation of new transit services. Many of the respondents mentioned particular transit projects they support. In addition, there were many requests for improvements to the region's bicycling facilities. Third in terms of response frequency to the question six 'other' option was to expand highway facilities.

Question eight, regarding the most important consideration of deciding where to live in the region, had 327 written comments. The most common themes in this response were affordability and safety.

**Table 2. Number of Written Survey Results by Category**

- Question 1. What do you like most about the Delaware Valley region?
- Question 2. What do you like least about the Delaware Valley region?
- Question 3. What do you believe are the most important issues facing the Delaware Valley region?
- Question 5. What is the most effective way to manage future development?
- Question 6. What do you think is the most important transportation need in our region today?
- Question 8. What is your most important consideration in deciding where to live in the region?

Category	Subcategories	Q1	Q2	Q3	Q5	Q6	Q8	Total
Airport	Flight Patterns; Ease of Access	2	9	8	0	16	1	36
Biking / Walking	Car Sharing; Facilities; Carfree Lifestyle	64	65	26	10	48	26	239
Diversity	-	19	0	0	0	0	6	25
Economic Development	Business Opportunities; Jobs; Regional Competitiveness; Freight	5	1	20	26	6	15	73
Education	Public Schools; Universities	25	12	31	4	0	3	75
Environment / Sustainability	Green Technology; Alternative Energy; Local Agriculture; Water Quality; Air Quality	16	15	27	12	6	2	78
Government / Regulation / Taxes	Impact Fees; Corruption; Transparency	0	70	43	52	4	4	173
Historic Resources & Preservation	Architecture	21	12	18	4	2	9	66
Inequality / Poverty / Homelessness	-	0	21	15	2	0	0	38
Inter-Governmental Coordination / Planning	Zoning; Community Involvement	1	42	10	39	4	1	97
Land-Use	Growth Management; Conservation; Smart-Growth; Abandonment; Blight; TDR; TOD; Mixed-use; Revitalization; Reuse; Infill; Waterfront Development	16	72	28	95	16	7	234
Location / Affordability	-	98	24	2	0	0	90	214
Quality of Life	People; Neighborhood; Home; Family; Quiet; Access to Medicine; Cleanliness; Handicapped Accessibility; Urban, Rural or Suburban Lifestyles; Casinos; Sense of Community; Live Close to Work; Recreation and Entertainment	121	32	13	3	0	41	210
Roads	Congestion; Travel Demand Management; Parking	1	53	26	2	69	18	169
Safety / Crime	-	1	43	45	1	0	68	158
Transit	Funding; Expansion of Service; Frequency; Cost; Agency Management	8	51	38	16	24 4	15	372
Other	-	46	56	24	25	11	41	203

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## Comparison to *Destination 2030* Phone Survey

In March 2005, an independent research group, the Ivy Group, Ltd., conducted a telephone survey of 676 residents in the nine-county DVRPC region. Each county had a minimum of 75 responses. The survey consisted of 12 questions related to transportation issues (including funding), land use, housing, the environment, and regional challenges.

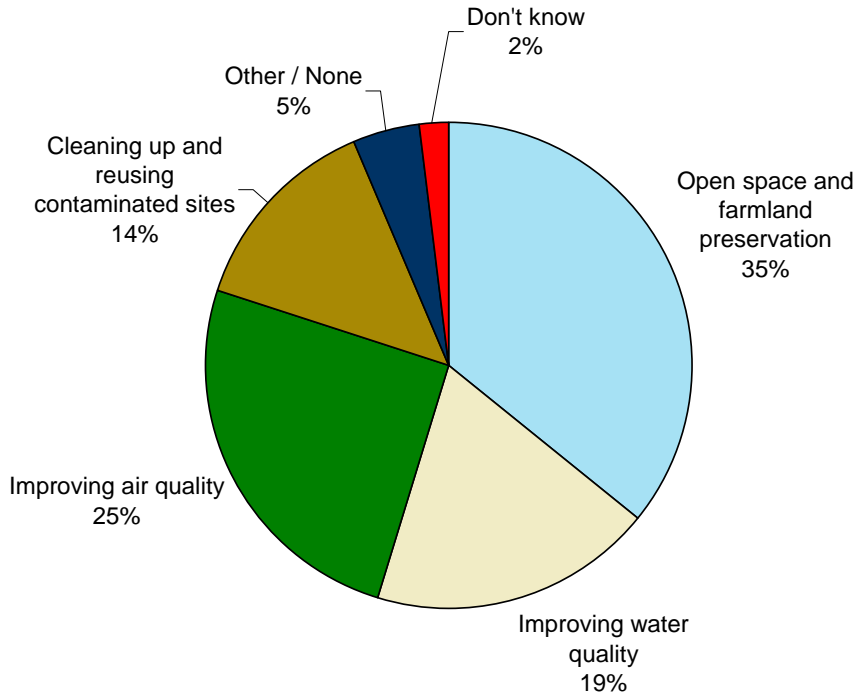
Four questions from the 2030 Survey closely align with questions asked for the *Connections* survey. Those questions were:

- What do you think is the most important environmental issue in our region today?
- What do you think is the most important transportation issue in our region today?
- What do you think is the most effective way to manage future development?
- What do you feel is the region's primary challenge in the coming years?

In the 2005 survey, respondents could choose only one option per question, as opposed to the 2008 web-based survey where respondents could choose their top two or three priorities. Nevertheless, a comparison of the two surveys is useful to see if there have been any significant shifts in opinion or priorities over the past few years.

The first of the above questions from the 2005 survey asked the respondent what they thought is the biggest environmental issue in the region. In the current survey the question became what do you think is the biggest issue facing the Delaware Valley? Options in the *Connections* survey for this question were broadened to include transportation, land-use and economic development issues. The environmental choices available changed slightly. Open space and preservation was kept the same. While cleaning up and reusing contaminated sites was combined with improving air and water quality into cleaning up the environment. A new category on dealing with global warming was added.

### Destination 2030 Survey Question Three. What do you think is the most important environmental issue in our region today?



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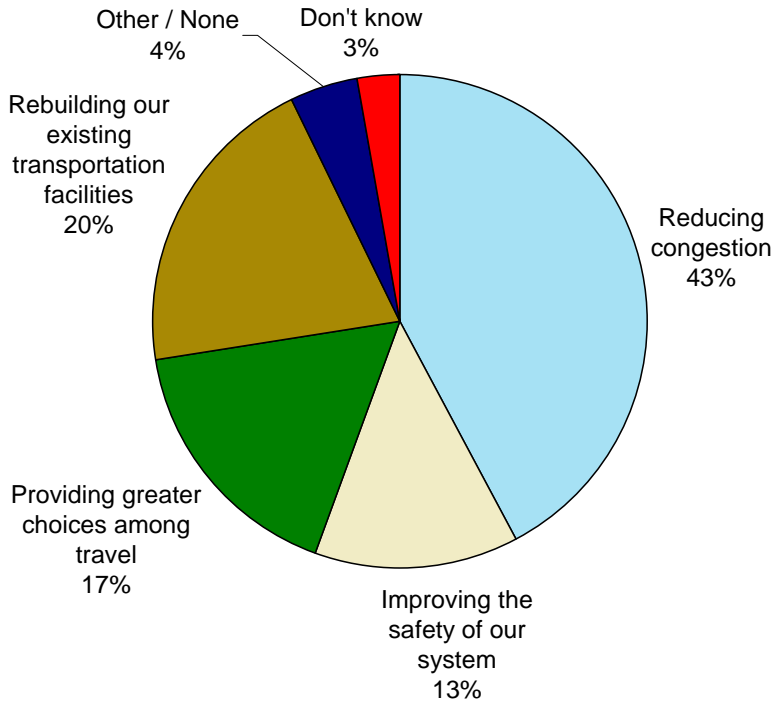
The top choice in the 2005 survey was open space and farmland preservation and this was the top environmental choice in 2008 question three (fourth overall). The next three choices had similar levels of support in the 2005 survey, and in 2008 cleaning up the environment was a top priority for about 20 percent of the survey respondents (sixth overall).

<b>Destination 2030 Phone Survey Question 3. What environmental issue do you feel is most important to the region's future?</b>	<b>Connections Web Survey Question 3. What do you believe are the most important issues facing the Delaware Valley region?*</b>
1. Open Space and Farmland Preservation	4. Preserving open space/farmland and improving parks and recreational opportunities
2. Improving Air Quality	6. Cleaning up the environment
3. Improving Water Quality	8. Dealing with global warming and greenhouse gas emissions

\* Question asks for most important issues, responses related to the environment only are considered here. Numbers represent the order in which the issues were ranked overall within the response to the Connections web survey question 3.

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### Destination 2030 Survey Question Five. What do you think is the most important transportation issue in our region today?



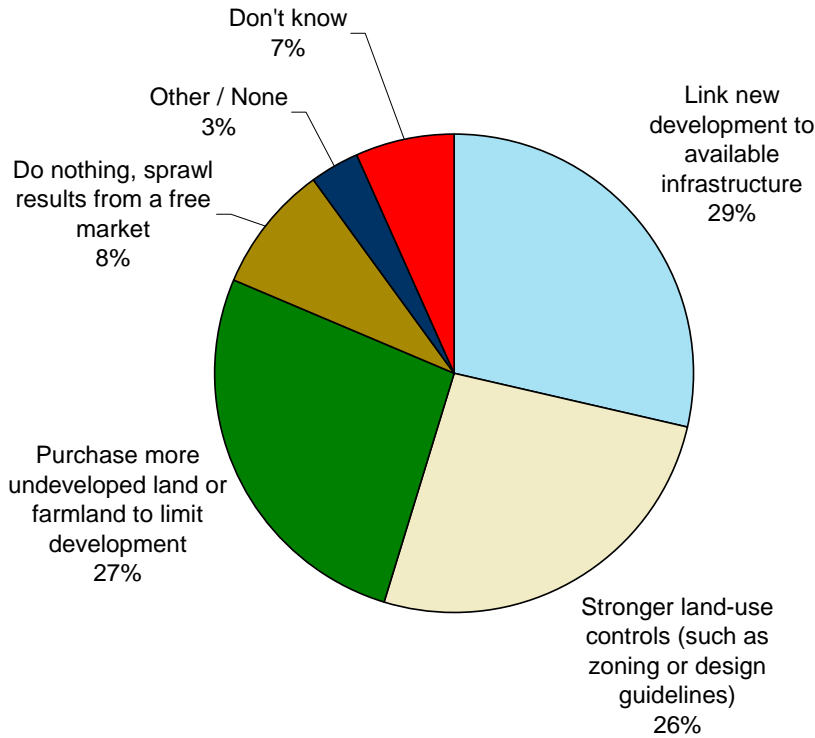
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Reducing congestion is clearly the top priority in the 2005 survey, but has fallen to the third overall choice in the 2008 survey. In the current survey the top response is to repair our existing roads, bridges and rail system. This was the second option in the 2005 survey. Provide greater choices among travel options moved up to second in the current survey, from third in the 2005 survey.

<b>Destination 2030 Phone Survey Question 5. What do you think is the most important transportation issue in our region today?</b>	<b>Connections Web Survey Question 6. What do you think is the most important transportation need in our region today?</b>
1. Reducing congestion	1. Repair our existing roads, bridges and rail system
2. Rebuilding our existing transportation facilities	2. Provide more travel options (i.e. transit, biking, walking)
3. Improving the safety of our system	3. Reduce traffic congestion

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### Destination 2030 Survey Question Six: What do you think is the most effective way to manage future development



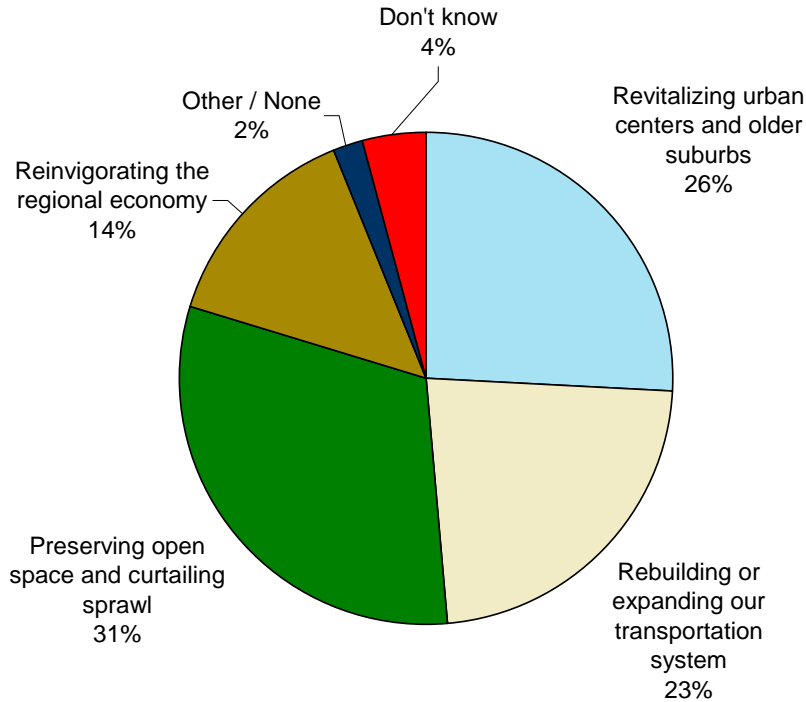
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In the 2005 survey, question six was closely divided between ‘link new development to available infrastructure’, ‘purchase more undeveloped land or farmland’ to limit development, and ‘stronger land use controls’. In the *Connections* survey a new option of ‘placing mixed-use development near train stations or transit stops’ was clearly the top preference. Implementation of stronger ‘land-use controls’ moved up from the third to second choice. While linking new development to available infrastructure dropped from the top preference in the 2005 survey to the third one in *Connections*.

<b>Destination 2030 Phone Survey Question 6. What do you think is the most effective way to manage future development?</b>	<b>Connections Web Survey Question 5. What is the most effective way to manage future development?</b>
1. Link new development to available infrastructure	1. Place mixed-use development (i.e. housing, office space and stores) near train stations or transit stops
2. Purchase more undeveloped land or farmland to limit development	2. Implement more effective zoning and design controls
3. Stronger land use controls (such as zoning or design guidelines)	3. Link new development to available water, sewer and transportation infrastructure

DVRPC 2008

## Destination 2030 Survey Question Twelve: What do you feel is the region's primary challenge in the coming years?



DVRPC 2008

'Preserving open space and curtailing sprawl' was the top regional issue in the 2005 survey. This was followed by 'revitalizing urban centers and older suburbs', then 'rebuilding or expanding our transportation system'. These reverse their order in the *Connections* survey, with 'improving transportation infrastructure' moving up to the top priority. Again, 'revitalizing urban centers and towns' is the second choice. While curbing sprawl drops to the third preference.

<b>Destination 2030 Phone Survey Question 1. What do you feel is the region's primary challenge in the coming years?</b>	<b>Connections Web Survey Question 3. What do you believe are the most important issues facing the Delaware Valley region?</b>
1. Preserving open space and curtailing sprawl	1. Improving transportation infrastructure
2. Revitalizing urban centers and older suburbs	2. Revitalizing urban centers and towns
3. Rebuilding or expanding our transportation system	3. Curbing sprawl

DVRPC 2008

Only one of these three questions had a change in their top three priorities between the 2005 and 2008 surveys. The one new preference is an option that was not available in the 2005 survey. Although the order within the top three has rearranged, it is fairly safe to say that regional priorities have not dramatically shifted between the two surveys.

## Conclusion

The *Connections* online survey responses show a strong regional support for continuing the goals and policies set in the *Destination 2030* Plan. Specifically the respondents show a preference for smart growth and investing in improvements to the existing transportation system. A number of questions had options directly related to the goals and policies set forth in the *Destination 2030* Long-Range Plan. Each of these options received very positive response rates. There seems to be solid support for the *Destination 2030* Long-Range Plan goals and core planning principles. These are similar findings to those from the *Destination 2030* telephone survey. Within the top levels of preference there may be a slight reordering from the 2005 telephone survey. This should be noted as the results from this survey are used to refine the vision for the region's future.

The results from the survey will be utilized to help revise the future vision statement for the *Connections* Plan. The future vision statement will be further refined and a set of goals will be identified through a series of focus groups that will be conducted during summer 2008. DVRPC will utilize the results of the focus groups as well as outreach to member governments, operating agencies and other stakeholder groups to develop implementation strategies to be included in the long-range plan. The public will have the opportunity to comment on these goals and strategies as well as provide input on specific transportation investments during a series of public workshops to be held throughout the region in the fall.

## Appendix. Results by Planning Area Type, County, State and Region

The table on the following page shows the responses by planning area type, county, state (only for the portion within the DVRPC region), and for the entire region. Planning area type is by municipality within the DVRPC region, each of the 354 municipalities has been defined as a Core City, Developed Community, Growing Suburb or Rural Area in the *Destination 2030* Long-Range Plan. Zip codes from the survey were used to match the respondent with their planning area type and county. Surveys which were incomplete, missing zip codes, or were from outside the DVRPC region were marked as not applicable ('N/A' on the table). There were 421 not applicable surveys out of 5,069 responses.

Each question allowed the respondent to select their top two or three priorities, depending on the question. Thus the results from each question will have a sum greater than 100 percent. The top two or three priorities, depending on how many options the question allowed, for each group has been bolded.

Area	DVRPC Region	N/A	DVRPC Planning Area Type				Bucks	Chester	Delaware	Montgomery	Philadelphia	PA	Burlington	Camden	Gloucester	Mercer	NJ
			Core Cities	Dev Comms	Grow Subs	Rural Areas											
Total Survey Respondents	4,648	421	1,488	1,198	1,590	372	473	596	503	789	1,445	3,806	216	323	214	89	842
<b>1. What do you like most about the Delaware Valley region? (Choose up to 3)</b>																	
1a Walkable downtowns with viable business districts	46%	37%	72%	40%	32%	22%	29%	30%	46%	37%	74%	50%	28%	37%	19%	31%	30%
1b Wide range of transit options	18%	17%	28%	21%	10%	7%	8%	10%	21%	15%	28%	19%	16%	19%	10%	21%	16%
1c Ease of travel by auto	10%	14%	5%	15%	11%	9%	9%	7%	14%	9%	4%	8%	21%	21%	21%	17%	21%
1d Abundance of open space and natural beauty	33%	33%	20%	26%	44%	64%	58%	57%	32%	32%	20%	34%	31%	16%	35%	33%	26%
1e Accessible public parks and outdoor recreational amenities	34%	30%	30%	35%	36%	35%	40%	39%	30%	39%	31%	35%	31%	28%	27%	35%	29%
1f Numerous cultural and historic sites	58%	51%	61%	56%	56%	55%	60%	55%	54%	61%	61%	59%	52%	54%	48%	52%	52%
1g Variety of shopping and entertainment venues	32%	32%	27%	38%	35%	23%	29%	25%	30%	35%	26%	29%	47%	52%	50%	28%	47%
1h Range of business and employment opportunities	25%	22%	16%	28%	31%	25%	24%	28%	26%	29%	16%	23%	34%	37%	34%	36%	35%
1i Environmental and sustainable initiatives	11%	10%	9%	9%	11%	22%	14%	17%	11%	10%	9%	11%	8%	6%	10%	10%	8%
<b>2. What do you like least about the Delaware Valley region? (Choose up to 3)</b>																	
2a Limited transit options	37%	34%	41%	30%	39%	43%	37%	38%	30%	36%	41%	38%	31%	30%	51%	35%	36%
2b Traffic congestion	67%	69%	48%	72%	80%	72%	74%	79%	73%	78%	48%	65%	76%	76%	78%	66%	75%
2c Physical condition of roads and transit system	51%	45%	56%	50%	49%	41%	51%	43%	49%	51%	56%	52%	53%	47%	48%	37%	48%
2d Limited public parks and recreational facilities	8%	8%	10%	8%	6%	4%	5%	5%	9%	6%	10%	8%	8%	10%	8%	6%	8%
2e Loss of farmland, open space, and natural beauty	53%	50%	42%	56%	58%	66%	63%	66%	58%	52%	42%	53%	52%	58%	54%	53%	55%
2f Lack of shopping and entertainment options	3%	4%	3%	1%	3%	3%	2%	2%	2%	2%	3%	3%	3%	1%	4%	7%	3%
2g Limited business and employment opportunities	10%	8%	18%	8%	5%	6%	6%	4%	6%	7%	18%	11%	5%	8%	7%	9%	7%
2h Lack of environmental and sustainable initiatives	27%	18%	35%	27%	20%	21%	19%	22%	28%	23%	36%	28%	19%	26%	15%	20%	21%
<b>3. What do you believe are the most important issues facing the Delaware Valley region? (Choose up to 3)</b>																	
3a Improving transportation infrastructure	49%	45%	53%	47%	49%	40%	45%	46%	44%	54%	54%	50%	41%	40%	50%	44%	43%
3b Curbing sprawl	41%	36%	36%	38%	43%	55%	51%	53%	38%	39%	36%	42%	33%	34%	38%	39%	35%
3c Revitalizing urban centers and towns	42%	34%	49%	42%	37%	33%	30%	33%	42%	43%	49%	42%	43%	41%	41%	48%	42%
3d Preserving open space/farmland and improving parks and recreational opportunities	36%	32%	23%	35%	43%	60%	54%	51%	38%	43%	36%	23%	36%	33%	40%	29%	35%
3e Increasing housing variety and affordability	15%	17%	17%	13%	15%	10%	12%	16%	16%	10%	16%	14%	18%	18%	12%	24%	17%
3f Increasing inter-governmental cooperation	15%	14%	16%	15%	14%	15%	13%	14%	17%	15%	16%	15%	14%	16%	11%	19%	14%
3g Dealing with global warming and greenhouse gas emissions	17%	17%	19%	17%	16%	14%	15%	15%	19%	16%	19%	17%	16%	15%	17%	20%	16%
3h Building and maintaining a competitive regional economy	30%	25%	36%	30%	26%	20%	24%	19%	26%	33%	36%	30%	30%	31%	22%	28%	28%
3i Cleaning up the environment	20%	19%	24%	21%	17%	15%	16%	15%	20%	18%	24%	20%	21%	23%	19%	11%	20%
3j Rising home and automobile energy costs	18%	21%	11%	22%	22%	19%	21%	17%	23%	15%	10%	15%	31%	31%	33%	17%	30%
<b>4. Where in the Delaware Valley region should most future development be encouraged? (Choose up to 2)</b>																	
4a In existing core cities (i.e. Philadelphia, Trenton)	85%	76%	96%	82%	78%	81%	84%	76%	83%	79%	96%	86%	77%	79%	73%	92%	79%
4b In older, first-generation suburbs (i.e. Lansdale, Haddonfield)	58%	49%	49%	62%	61%	64%	63%	66%	68%	66%	49%	59%	52%	47%	47%	61%	50%
4c In newer, growing suburbs (i.e. Exton, Mount Laurel)	14%	15%	7%	15%	21%	16%	13%	20%	12%	16%	6%	12%	25%	24%	31%	8%	24%
4d In undeveloped rural areas	5%	8%	4%	5%	6%	5%	5%	6%	4%	5%	4%	4%	8%	8%	10%	6%	8%
<b>5. What is the most effective way to manage future development? (Choose up to 2)</b>																	
5a Link new development to available water, sewer and transportation infrastructure	33%	20%	28%	32%	37%	39%	35%	37%	32%	33%	28%	32%	38%	32%	39%	48%	37%
5b Purchase undeveloped land or farmland to limit development	25%	13%	15%	26%	29%	36%	37%	29%	27%	24%	16%	24%	30%	28%	36%	17%	29%
5c Implement more effective zoning and design controls	41%	24%	47%	38%	38%	41%	40%	39%	42%	38%	47%	42%	33%	34%	44%	37%	37%
5d Place mixed-use development (i.e. housing, office space and stores) near train stations or transit stops	52%	29%	62%	51%	45%	44%	44%	44%	47%	51%	62%	52%	52%	50%	44%	51%	49%
5e Increase inter-governmental cooperation and coordination (i.e., multi-municipal plans and ordinances)	32%	17%	32%	33%	34%	25%	27%	33%	35%	38%	32%	33%	33%	28%	22%	36%	29%
5f No controls should be placed on development	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	0%	2%
<b>6. What do you think is the most important transportation need in our region today? (Choose up to 3)</b>																	
6a Reduce traffic congestion	46%	25%	28%	50%	59%	52%	52%	52%	54%	55%	27%	43%	63%	55%	64%	49%	59%
6b Repair our existing roads, bridges and rail system	50%	32%	42%	52%	53%	57%	63%	48%	52%	52%	42%	49%	62%	55%	50%	44%	54%
6c Improve safety	9%	6%	10%	10%	8%	8%	8%	7%	8%	7%	10%	8%	9%	14%	14%	7%	12%
6d Provide more travel options (i.e. transit, biking, walking)	47%	24%	52%	43%	46%	42%	49%	50%	43%	45%	52%	49%	37%	41%	37%	45%	39%
6e Reduce greenhouse gas emissions and improve air quality	25%	15%	28%	27%	22%	25%	22%	23%	28%	24%	28%	26%	26%	27%	21%	24%	25%
6f Adequate, dedicated transportation funding	41%	21%	53%	39%	34%	31%	31%	33%	43%	40%	54%	43%	29%	28%	32%	47%	31%
6g Improve inter-city passenger rail service between Delaware Valley and other metro areas	38%	25%	43%	35%	35%	37%	35%	38%	34%	35%	43%	38%	33%	33%	42%	34%	35%
6h Add freight capacity (i.e. freight rail improvements, port improvements)	6%	4%	7%	5%	7%	6%	5%	6%	6%	6%	7%	6%	6%	6%	6%	12%	7%
<b>7. With limited financial resources, how should transportation funding be prioritized? (Choose up to 2)</b>																	
7a Rebuild and maintain existing highway and transit facilities	35%	21%	25%	38%	40%	45%	48%	39%	39%	34%	25%	34%	46%	38%	39%	43%	41%
7b Improve the operation of existing highway facilities (i.e. coordinate traffic signals, quick accident clearance)	32%	20%	17%	36%	42%	42%	45%	38%	38%	36%	17%	30%	44%	41%	40%	36%	41%
7c Improve the operation of existing transit service (i.e. universal transit fare card, increase service frequency)	63%	33%	82%	62%	49%	44%	44%	53%	64%	60%	83%	66%	44%	49%	42%	58%	47%
7d Expand the highway system	7%	4%	4%	7%	10%	7%	9%	7%	6%	10%	4%	6%	13%	11%	8%	4%	10%
7e Expand the transit system	50%	26%	60%	44%	45%	47%	41%	47%	42%	46%	60%	50%	41%	46%	55%	47%	47%
<b>8. What is your most important consideration in deciding where to live in the region? (Choose up to 3)</b>																	
8a Proximity to jobs and shopping	42%	24%	47%	40%	42%	28%	31%	34%	38%	43%	46%	41%	46%	46%	44%	56%	47%
8b Taxes	26%	18%	12%	31%	34%	35%	31%	29%	33%	25%	11%	22%	48%	39%	52%	31%	44%
8c Amount of land/lot size	10%	8%	3%	8%	14%	30%	19%	19%	10%	12%	3%	10%	13%	9%	16%	2%	11%
8d Quality of schools	36%	20%	16%	46%	47%	39%	41%	43%	49%	48%	15%	34%	49%	43%	43%	49%	45%
8e Proximity to transit	34%	17%	53%	37%	21%	10%	16%	19%	34%	34%	54%	37%	20%	30%	16%	18%	23%
8f Safe and comfortable walking and biking opportunities	32%	19%	40%	29%	30%	24%	30%	30%	32%	30%	40%	34%	23%	27%	21%	26%	24%
8g Proximity to open space, parks and outdoor recreational facilities	30%	17%	24%	27%	34%	51%	44%	45%	24%	32%	24%	31%	25%	23%	29%	25%	25%
8h Sense of community	37%	19%	40%	37%	35%	37%	37%	34%	38%	35%	40%	38%	39%	36%	34%	42%	37%
8i Access to arts, cultural and entertainment venues	26%	13%	44%	19%	17%	14%	21%	14%	17%	18%	44%	28%	14%	21%	14%	21%	18%