

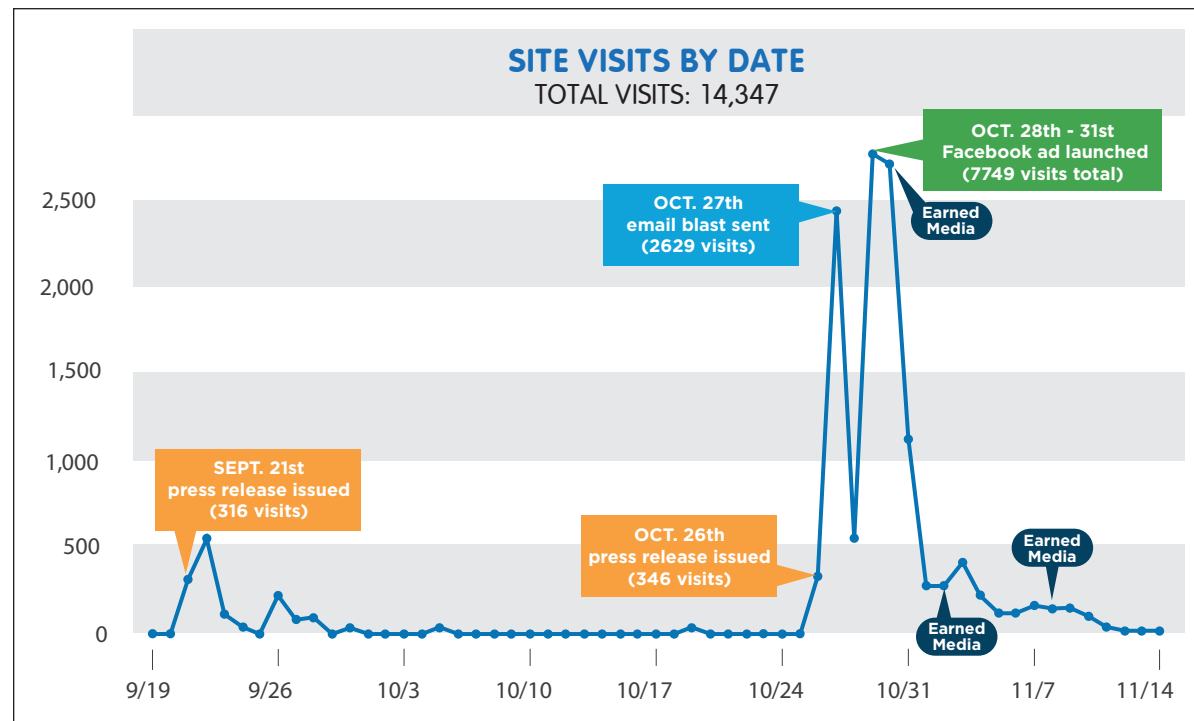
What Moves You Arizona

State Long-Range Transportation Plan 2015-2040
Public and Stakeholder Outreach



Public Engagement

The Arizona Department of Transportation's goal for the second round of public outreach for the Arizona Long-Range Transportation Plan (LRTP) was to support the planning process by reaching a widespread audience in a meaningful and cost-effective manner. Understanding there are significant challenges in gaining the public's interest in long-range studies, combined with major improvements in communication technology, the study team was open to trying new methods and tools to involve the public in the planning process.

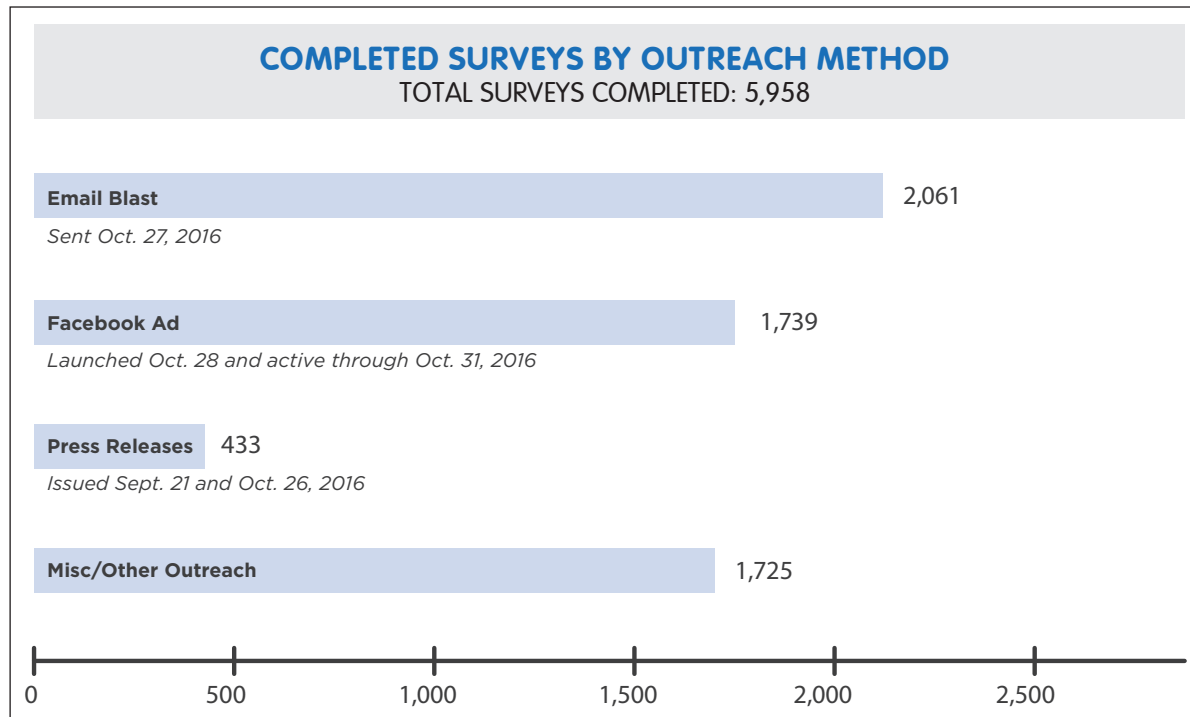


Online Public Engagement

An online interactive community engagement website was advertised and deployed by ADOT on Sept. 19, 2016 to make it convenient for the public to provide input in support of the development of the ADOT LRTP. Active from Sept. 19 through Nov. 14, 2016, the site consisted of a series of five sections that guided participants through the process of learning about the project, providing input and then responding to several demographic questions. Because the site was designed to be educational for the user, site visits were of value, even those visits where no data was collected.

Statewide, there were more than 14,000 visits to the site, resulting in nearly 6,000 individuals using the tool to provide their opinions regarding transportation priorities and potential tradeoffs. To increase interest in the study and use of the website, traditional and non-traditional communications and advertising were used and publicity was successfully earned through a series of press releases.

Advertising and Publicity Were Key



Successfully collecting data from 5,958 participants online in eight weeks was made possible through a combination of traditional and non-traditional communications and advertising and generating earned media coverage. Significant spikes in visits to the website can be directly correlated with press releases, email blasts, phone calls and Facebook advertising.

ADOT's First Use of Facebook Advertising

Knowing that 72 percent of American adult internet users are on Facebook (per Pew Research Center Report, August 2015), ADOT sponsored statewide Facebook advertising from Oct. 28 to Oct. 31, 2016. This was ADOT's first use of the Facebook advertising feature. Because Facebook usage

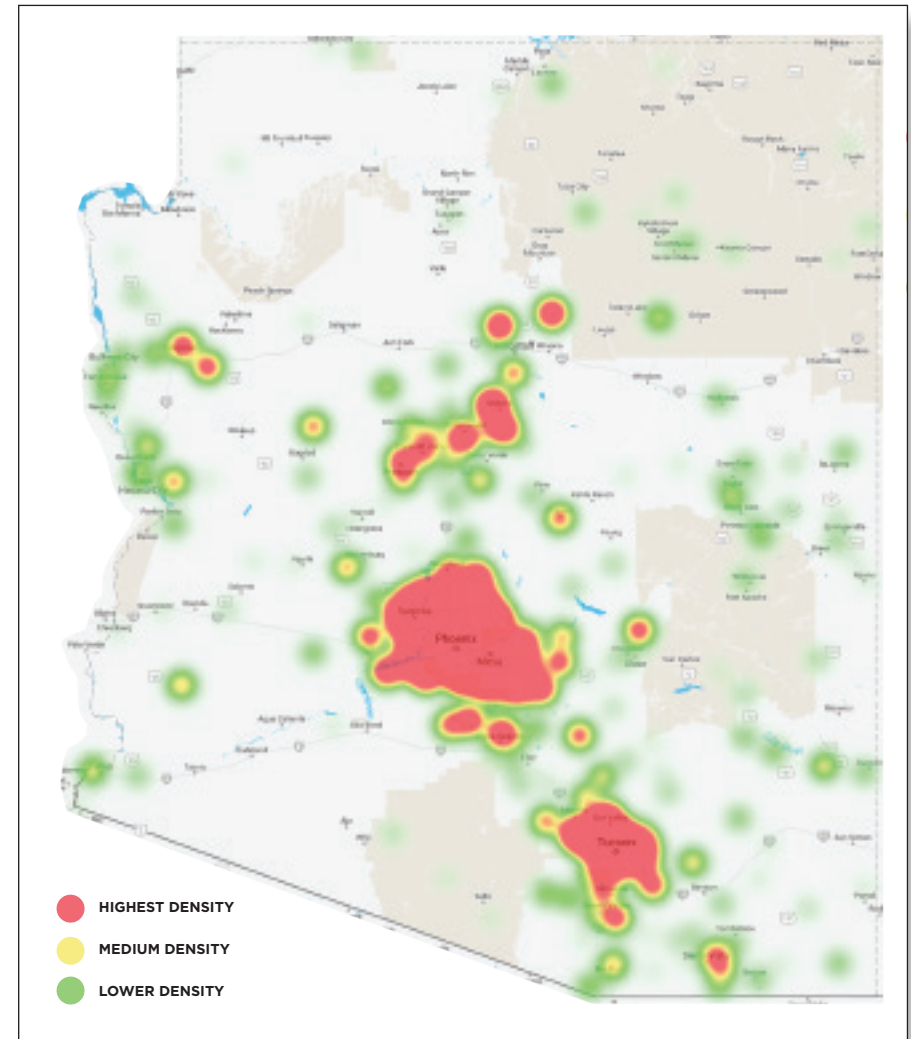
is particularly strong on Fridays (18 percent higher than other days per Bitly blog), the ad was optimally timed to run Friday to Monday. The ad was shown 472,108 times to 312,428 individual adult Facebook users. The ad was shown in English or Spanish, depending on the user's Facebook language preference.



Who Took the Survey - Location

ADOT sought specific information about who took the survey and their demographic composition. This data could then be aggregated and interpreted on a macro level. For example, one of the final survey questions asked participants to share their home zip codes. When aggregated, the information was graphically represented to help the study team understand the general origin of the comments and provide context.

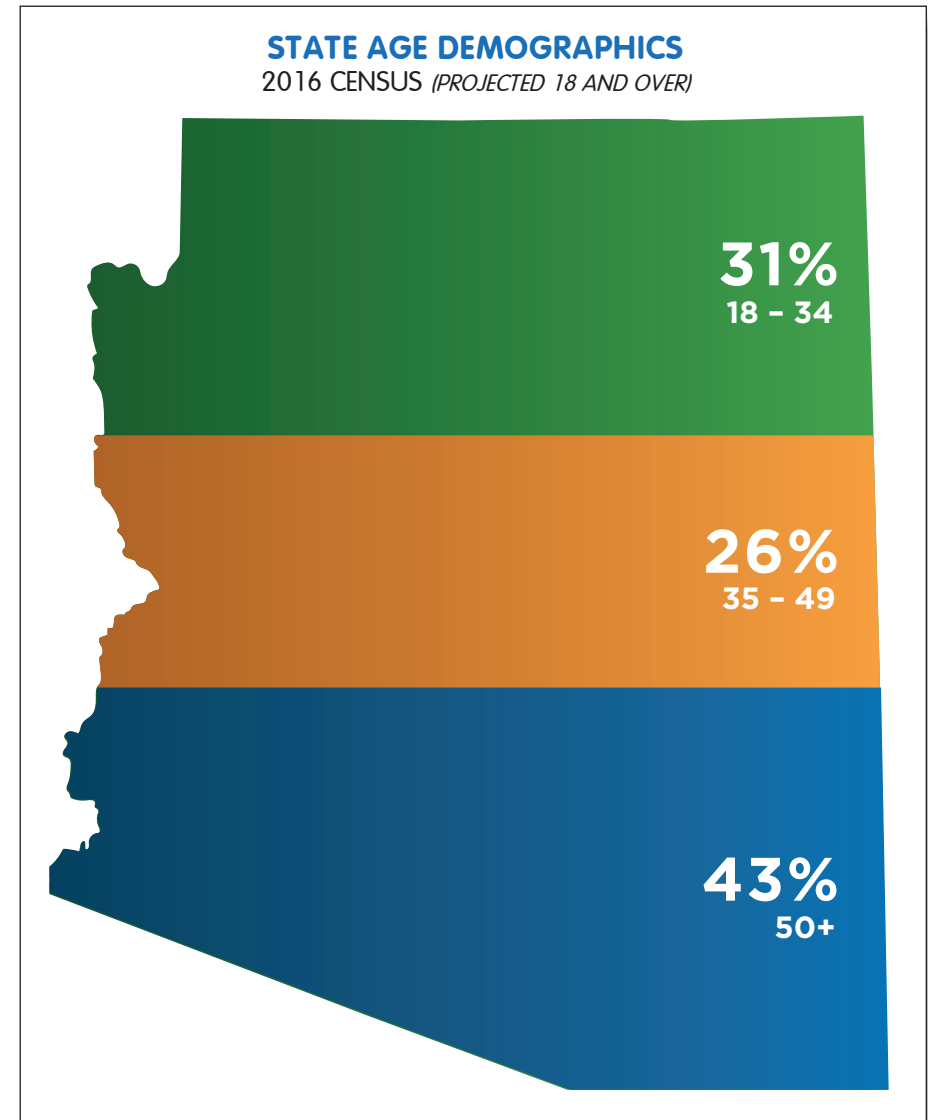
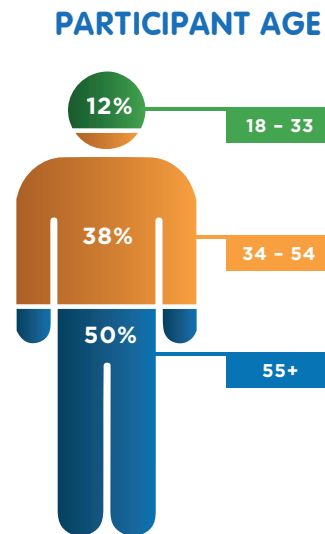
The zip codes with the highest number of respondents are represented in red and scale down to yellow, then to green, representing the lowest number. The map shows the highest number of participants are clustered in the metropolitan areas of Phoenix, Tucson, Flagstaff, Prescott, Kingman and Nogales. The map also shows survey participation fulfilled ADOT's goals of engaging respondents representing rural areas all over the state, including tribal lands.



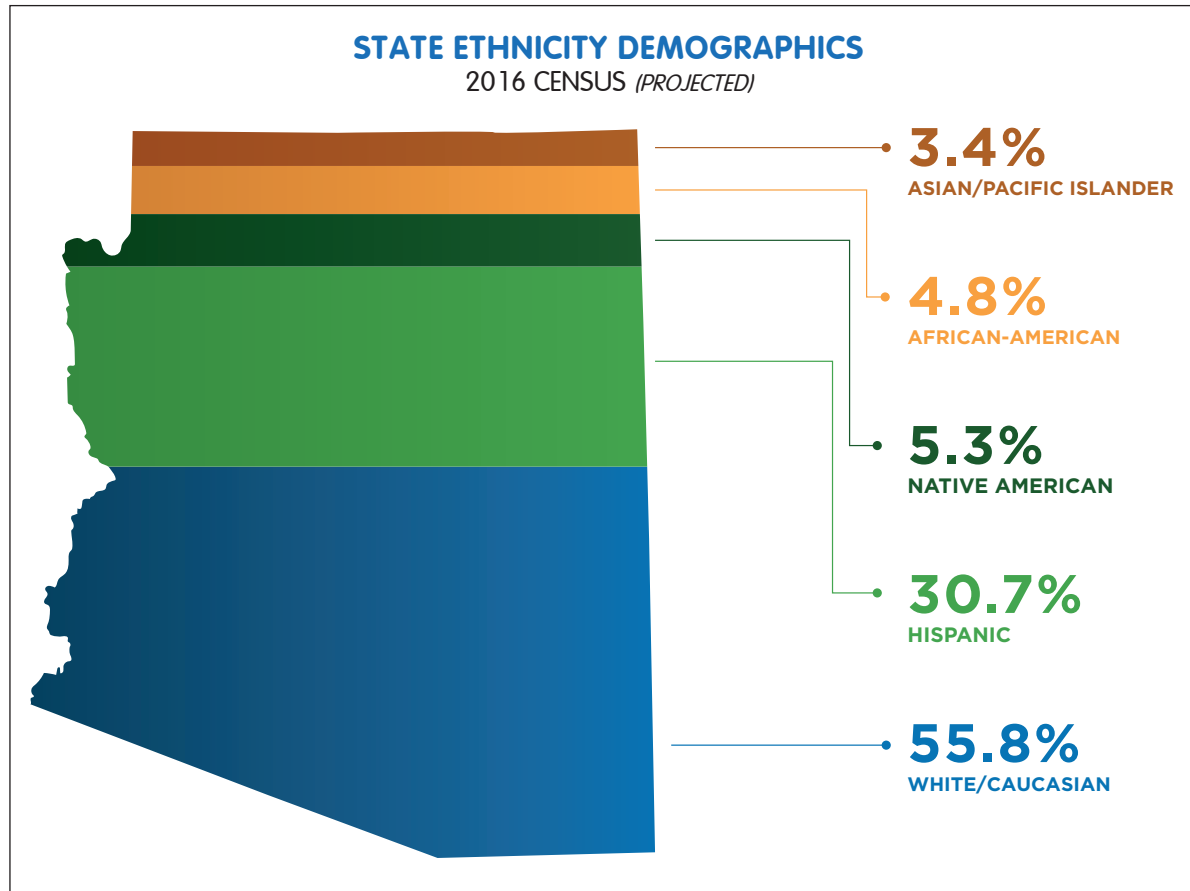
Who Took the Survey - Age

Half of the survey participants identified themselves as 55 years of age or older, while 38 percent were between 34 and 54. At 12 percent, the demographic that was least represented was the 18 to 33 age range. The state of Arizona map is depicted here to show the difference between the survey participant age demographics and the state's overall age demographics. Because 43 percent of the state's population is over 50, it is expected that the most participation would be in the 55 or over age group. The under 33 age group continues to be a challenge to engage, although the 12 percent figure represents approximately 550 comments. Another factor in engaging the under 33 age group in this long-range transportation planning study could be their growing propensity for using ride-sharing services and transit, and a reluctance to buy cars, making them less concerned about traditional transportation services and infrastructure needs.

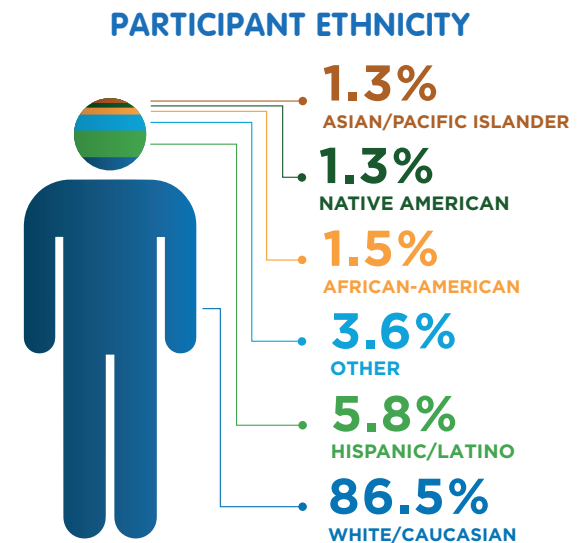
Source: City Observatory.org: the typical member Generation Y is 29 percent less likely to buy a car than the previous generation.



Who Took the Survey - Ethnicity

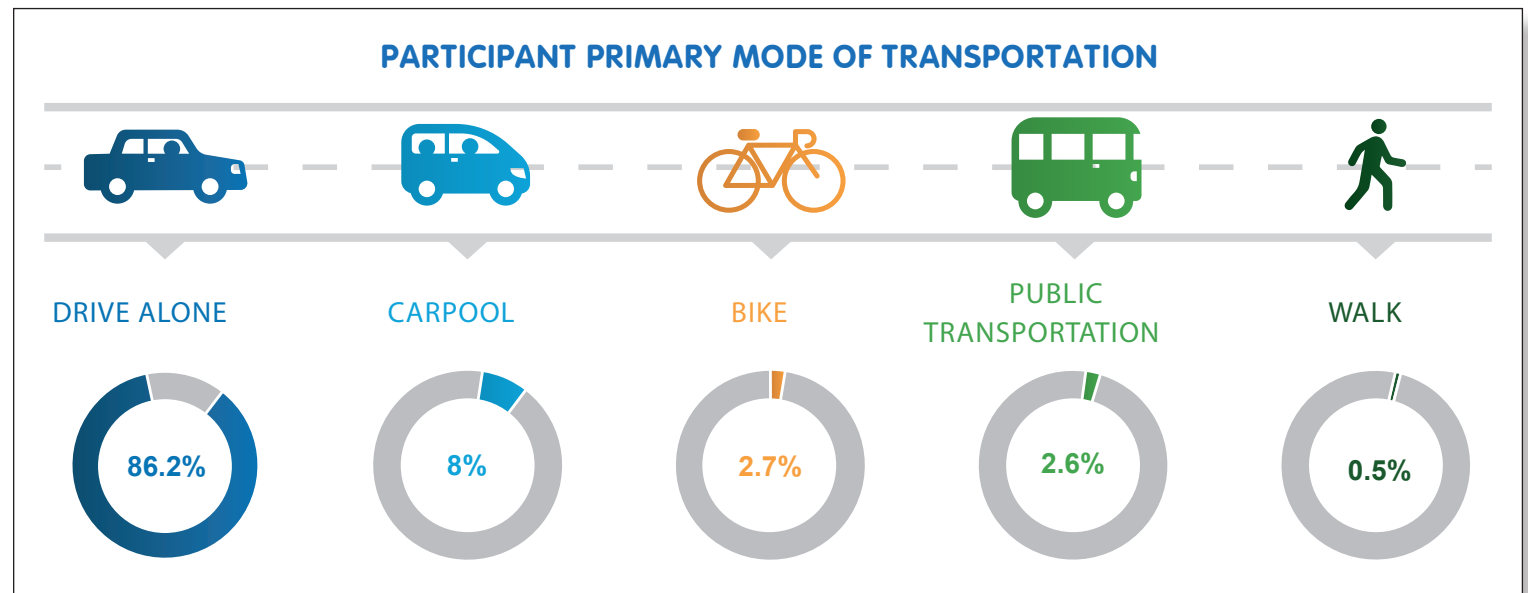


Survey participants were provided with an optional opportunity to self-identify by selecting from among five categories. A total of 4,171 individuals (70 percent) responded to this question. Of the 70 percent identifying their ethnicity, most of these participants (86.5 percent) identified themselves as White/Caucasian. The remainder were Hispanic/Latino (5.8 percent), other (3.6 percent), African American (1.5 percent), Native American (1.3 percent) and Asian/Pacific Islander (1.3 percent).



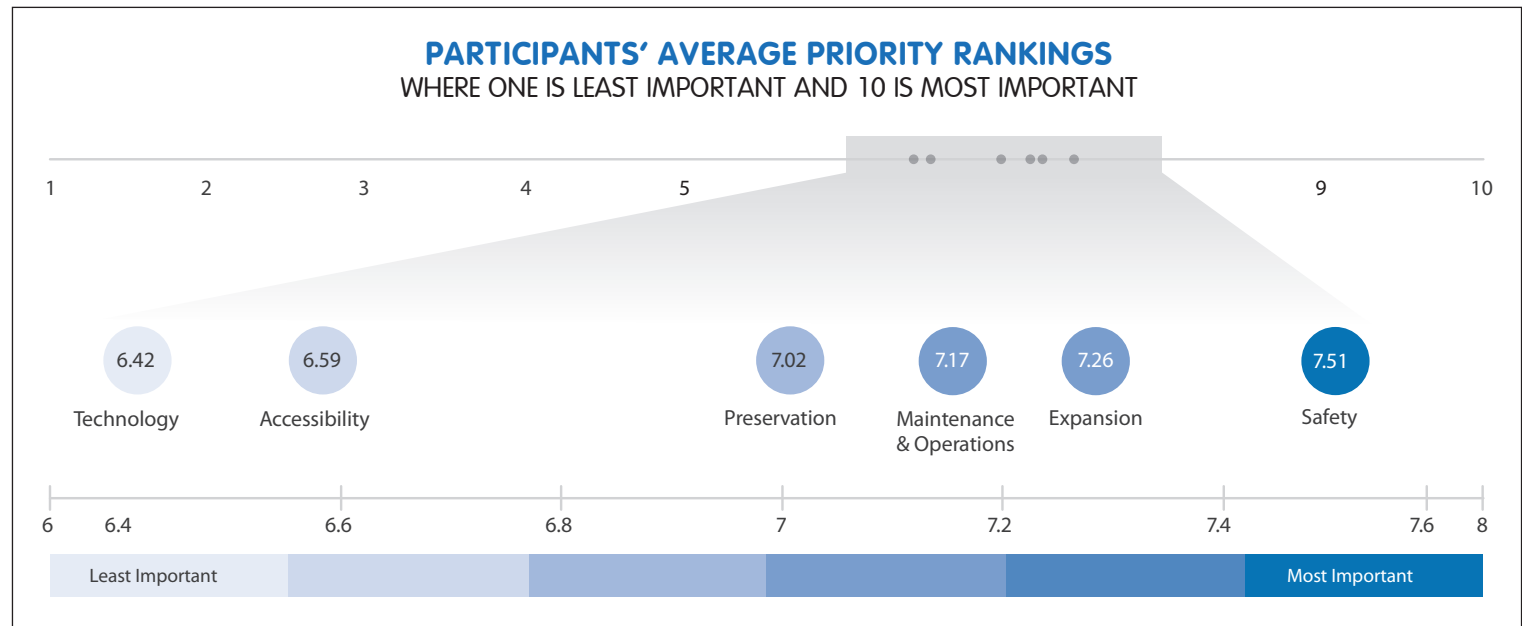
Who Took the Survey - Transportation Choices

When asked about their primary mode of transportation, most survey participants indicated that they drive alone (86.2 percent) or carpool (8 percent). The remainder ride bicycles (2.7 percent), use public transportation (2.6 percent) or walk (.5 percent). Per a 2013 brief by the American Association of State Highway and Transportation Officials (based on the 2010 U.S. Census) that focused on commuters to work, 76 percent of all workers commute in private vehicles, 10 percent carpool, 5 percent use public transportation, 3 percent walk, and less than 1 percent bike to work. The survey sample is generally in alignment with and representative of the entire United States.



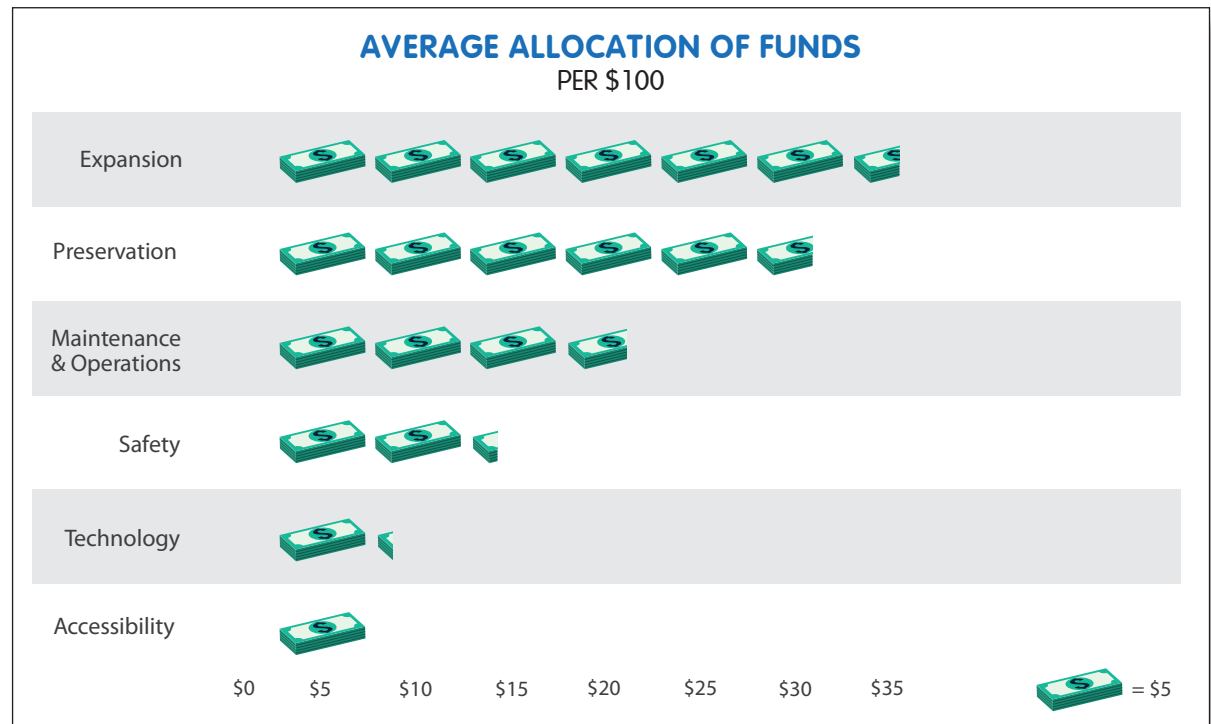
Participant Priorities

A major goal of the online interactive community engagement website was to identify participant priorities relative to future transportation system investments. Participants were provided with six possible investment choices and asked to rank their top five choices in preferred order. When the data was processed, Safety, with a score of 7.51 out of 10 possible points, emerged as the highest overall priority. Expansion at 7.26, Maintenance and Operations at 7.17 and Preservation at 7.02, were clustered together midway between top-ranked Safety and the remaining two choices of Accessibility at 6.59 and Technology at 6.42. Although the scale provided a range from one to 10, note that the resulting priorities are very close to each other and within a range of 6.42 to 7.51.



Allocation of Funding

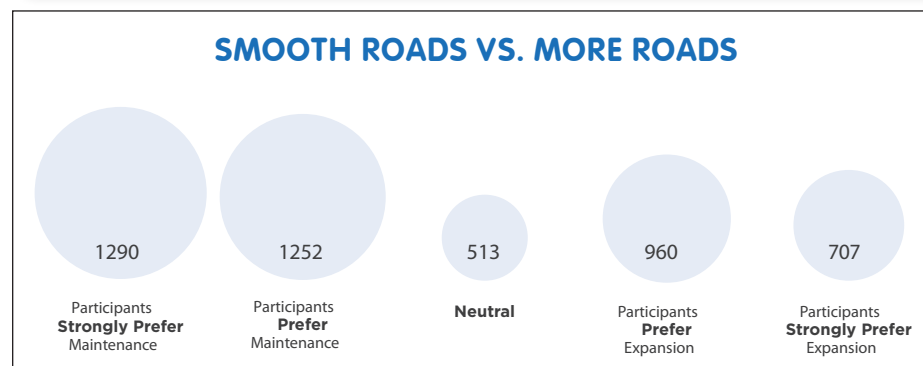
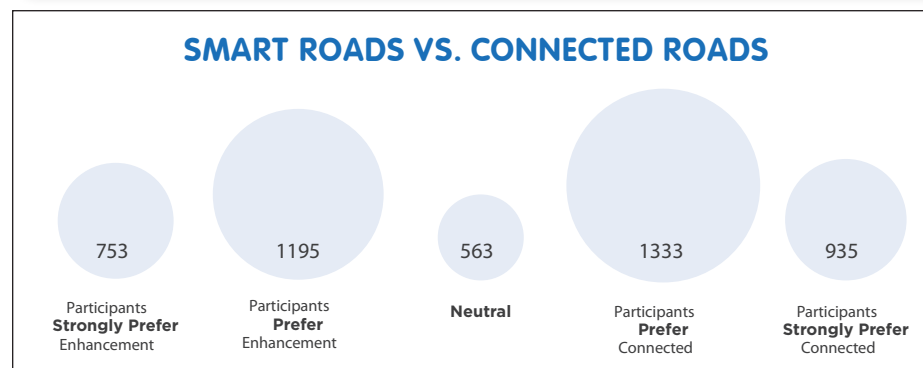
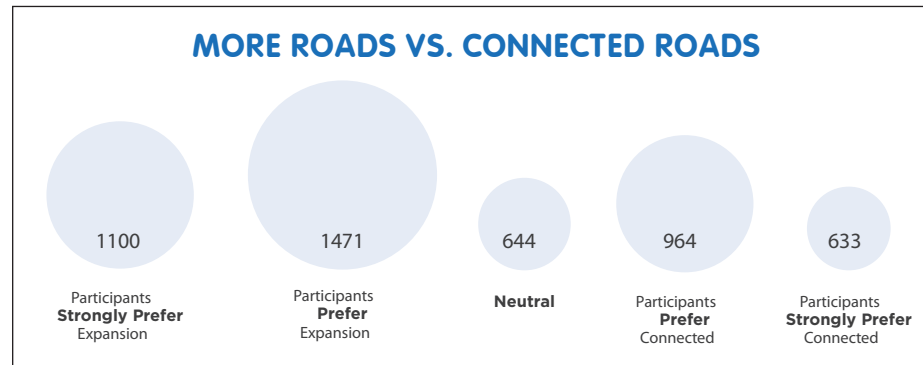
From a different perspective, when participants were provided with a \$35 budget and asked to spend the budget on the same six possible choices they had just prioritized, Expansion, Maintenance and Operations and Preservation rose to the top, while Safety dropped to fourth place. The difference between Safety being the highest priority and dropping to fourth when it comes to actual spending may reflect a greater need for public understanding of the costs of individual elements and projects that contribute to transportation safety. Similarly, the significantly lower allocation of funding to Technology and Accessibility may be due to a lack of understanding of what would be done with those funds.



Preferred Tradeoffs

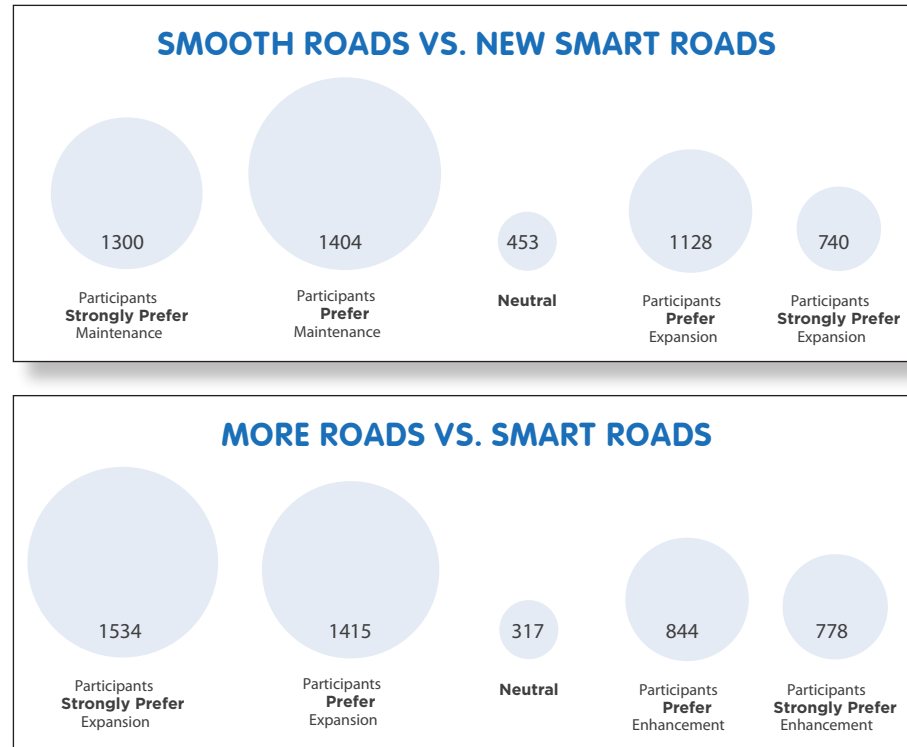
Participants were asked to explore their preferences in terms of comparisons between the following potential options, allowing the participant to consider and make tradeoffs:

- **Smooth Roads:** Preserve and maintain the existing pavement and bridges
- **New Smart Roads:** Expand the system with new roads, interchanges, and technology
- **Smart Roads:** Enhance system with advanced technology and support connected vehicles
- **More Roads:** Expand the system by constructing new roads and widening existing roads
- **Connected Roads:** Improve access to the system by constructing new interchanges



Preferred Tradeoffs

The comparisons resulted in a clear preference for more roads, followed closely by smooth roads. The third preference is for connected roads, with a large gap between smooth and connected. Smart roads comes in fourth place and may represent a need for more understanding about the benefits of smart roads.



Public Alternative Investment Choice (AIC)

The final product of the LRTP will be a Recommended Investment Choice (RIC) that identifies the percentages of investment that should be allocated to Expansion, Modernization and Preservation of the transportation system over the next 25 years. The RIC provides guidance to ADOT's programming process, which is how actual projects are funded for construction.

The information gathered from the public during the final months of 2016 (Public AIC) directly contributes to the RIC, and is considered, along with the input of ADOT professionals, in meeting minimum regulatory requirements, and working closely with other transportation planning agencies to ensure statewide alignment.

When the RIC is finalized, ADOT will reach out again to stakeholders and the public and share the results of the study and how it will be used going forward.