

LITTLE ROCK 2023 COMMUNITY TRANSPORTATION SURVEY

results

Little Rock Planning & Development Department

723 W. Markham
Little Rock, AR 72201



Background

The City of Little Rock is working to develop a new Master Transportation Plan designed to be equitable and safe for all users, provide desirable access opportunities to all transportation modes, and to promote and support the continued economic growth and prosperity of the city and its citizens. This new document will be envisioned to replace the existing 2018 Master Street Plan. For this purpose, the City sought public input through the 2023 Community Transportation Survey as early project guidance for the development of the new citywide transportation plan. The survey was open from February 10th to March 31st and received 646 submissions.

PUBLIC OUTREACH

The community survey was initiated by Planning & Development staff and open from February 10th to March 31st. The survey was hosted through Microsoft Forms and available in English and Spanish. Participation was self-selected and therefore public outreach to diverse groups was imperative. A webpage on the City's website was created to provide the public with information, updates, and access to the survey: <https://www.littlerock.gov/transport>.



The survey was sent to community interest groups and contacts of all registered Neighborhood Associations in the city. Flyers for the survey were posted at all Community & Recreation Centers. Social media posts providing a link to the survey were posted on the City's Facebook and Instagram nine (9) times between March 7th and March 31st.



On March 15th, KATV ABC 7 interviewed Planning & Development staff in downtown Little Rock to spread the word about the community survey. KATV's Ashley Lunningham aired the interview and survey information during the 10PM news. An article was published about the survey and the City's wider goals for the transportation plan.

abc 7 ON YOUR SIDE
NEWS WEATHER 7 ON YOUR SIDE COMMUNITY GAME CENTER WATCH

City of Little Rock asks for resident opinions on transportation changes

by Ashley Lunningham | Wed, March 15th 2023, 10:12 PM CDT

The City of Little Rock wants to hear ideas from residents on how transportation can be changed for the better in the city (Photo KATV)

The City of Little Rock wants to hear ideas from residents on how transportation can be changed for the better in the city and they are doing that with a survey.

"To get feedback from all types of users for the purpose of identifying all types of modes and how they would like to be used to create a multi-modal, accessible, safe and inclusive plan," said Hannah Ratzlaff, Urban Designer for the city.

Insights

COMMUTER INSIGHTS

64%

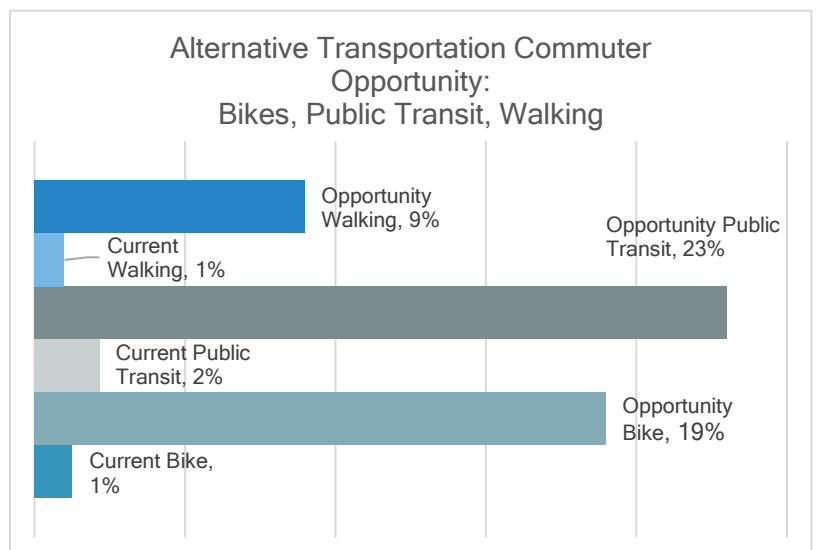
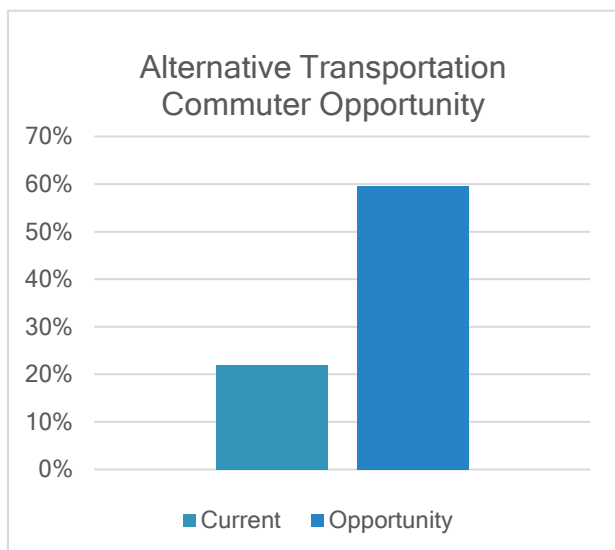
of single occupant vehicle commuters would prefer to use an alternative mode of transportation.

78% of respondents use their single occupant vehicle for their regular commute. 64% of these commuters would prefer to use an alternative mode of transportation.

Today, 22% of all commuters use alternative modes of transportation other than a personal vehicle/carpool. If safe and accessible infrastructure existed for alternative modes of transportation, 60% of commuters would be using alternative modes of transportation in Little Rock.

If achieved, Little Rock could reduce personal vehicle use for commuter trips from 78% to 40%, becoming a majority alternative transport commuter city.

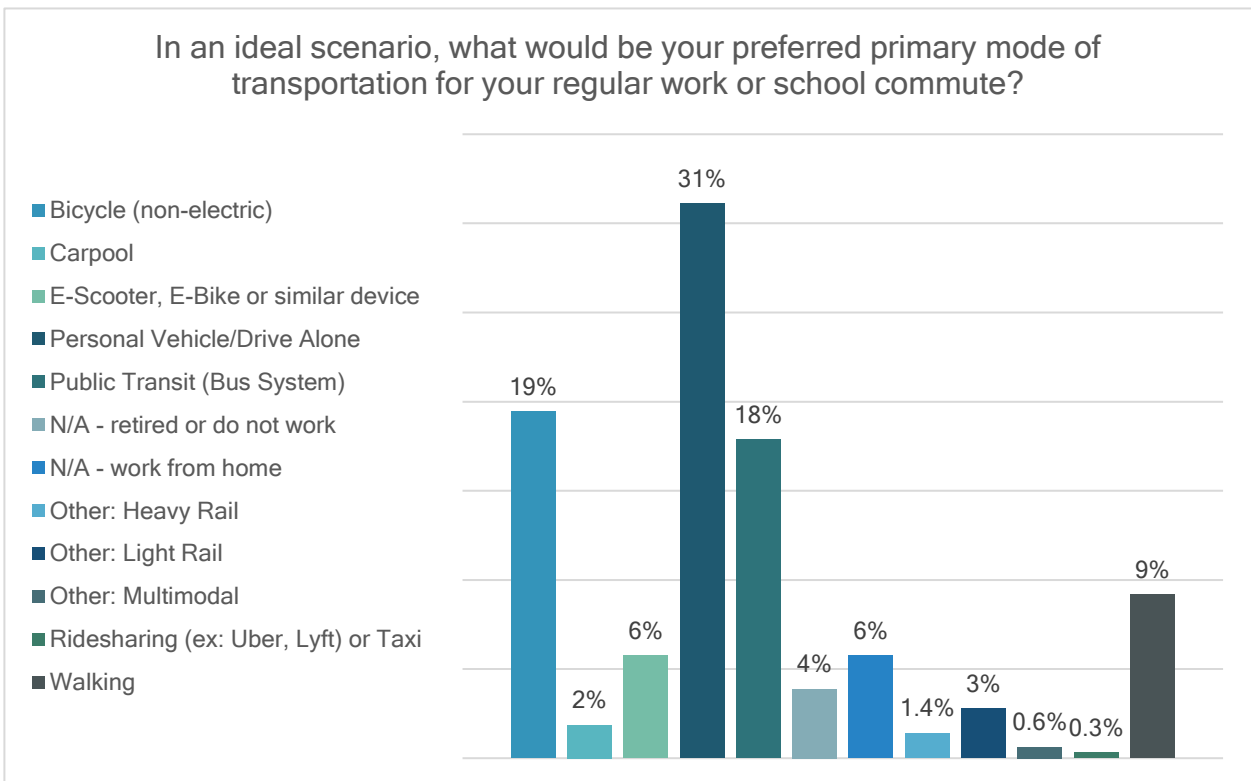
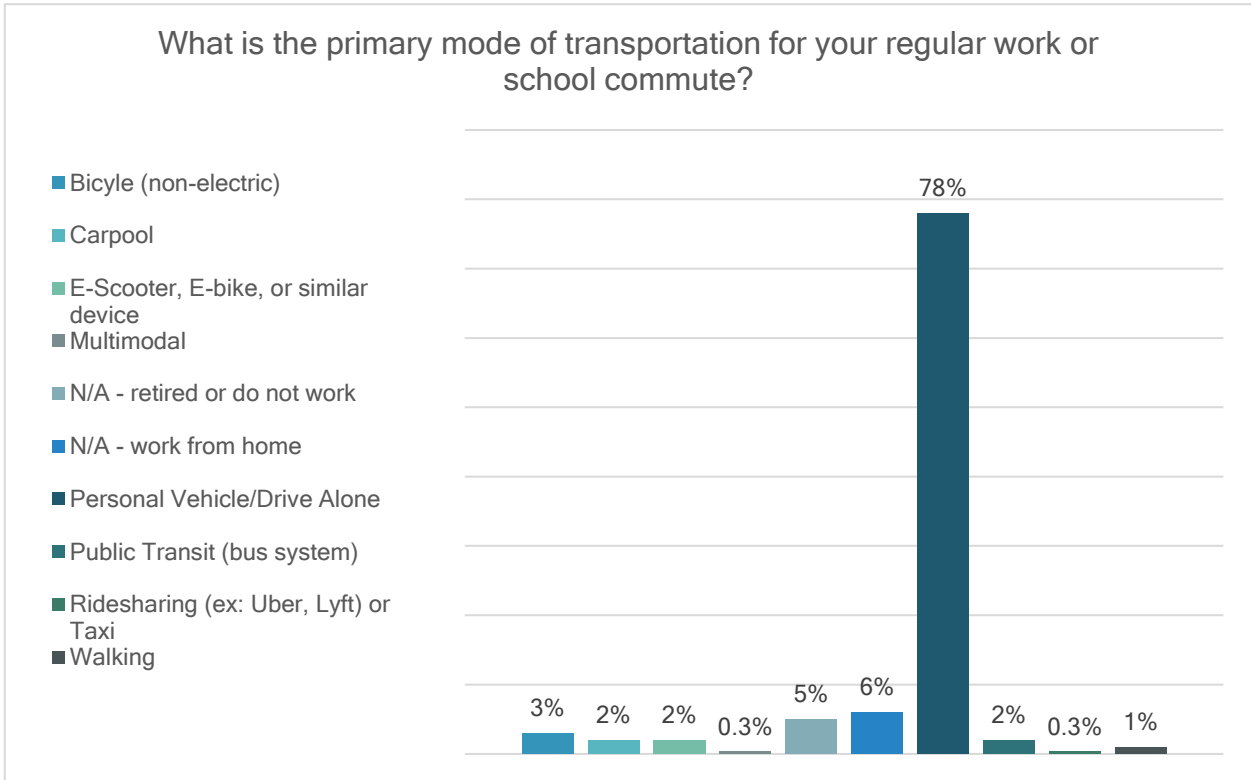
56% of commuter trips are 5 miles or less. This means more than half of commuter trips recorded through this survey are within the range of micromobility and bicycle modes. 13% of commuter trips are within walking distance.



Note: Totals for 'Opportunity Public Transit' include bus, heavy rail, and light rail.

COMMUTER INSIGHTS

Only 31% of commuters would prefer to keep using their personal vehicle in an ideal commute scenario. Of the respondents who chose “Other” to describe a mode option not listed, a majority expressed preference for a light rail system.



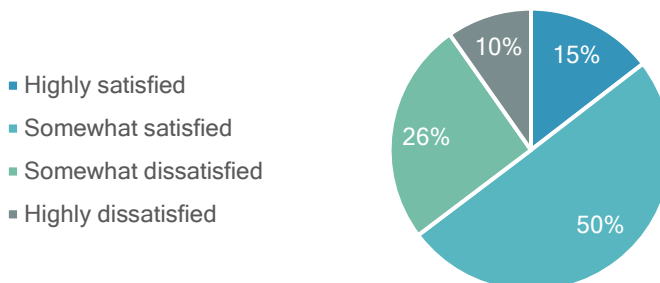
TRIP SATISFACTION INSIGHTS

36% of commuters are less than satisfied with their regular commute. Of these respondents who chose 'somewhat dissatisfied' and 'highly dissatisfied', 65% would prefer a mode different than their current use.

36%

of commuters are less than satisfied with their regular commute.

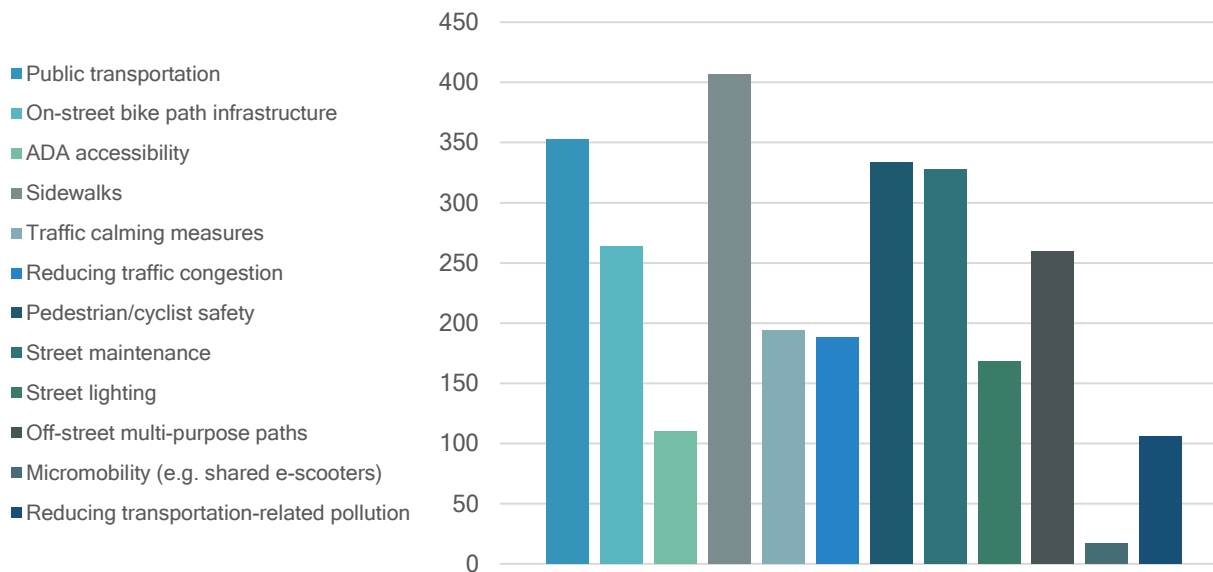
How satisfied are you with your overall experience during your regular commute?



PRIORITIZING CITY FUNDED IMPROVEMENTS

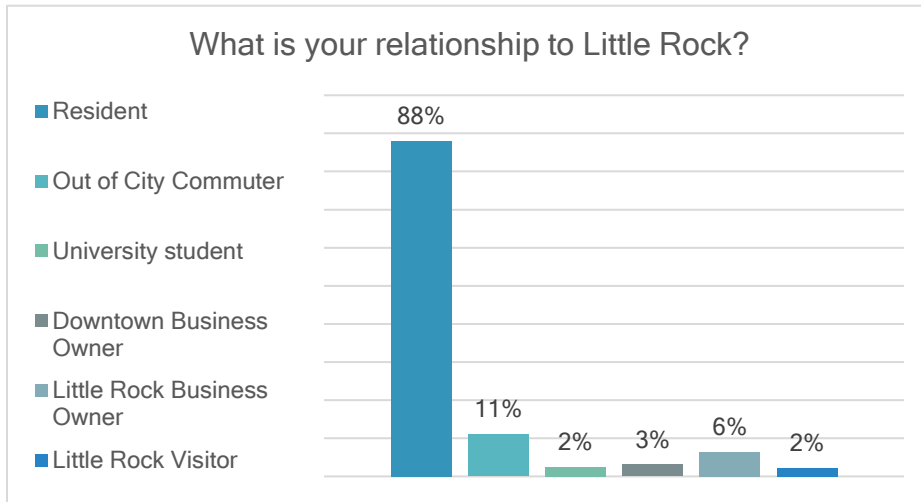
The top 5 transportation items voiced for City funding priorities are [sidewalks](#), [public transportation](#), [pedestrian/cyclist safety](#), [street maintenance](#), and [bike path infrastructure \(on-street and off-street\)](#).

Which transportation items would you most like the City of Little Rock to prioritize with funding? (choose top 5)

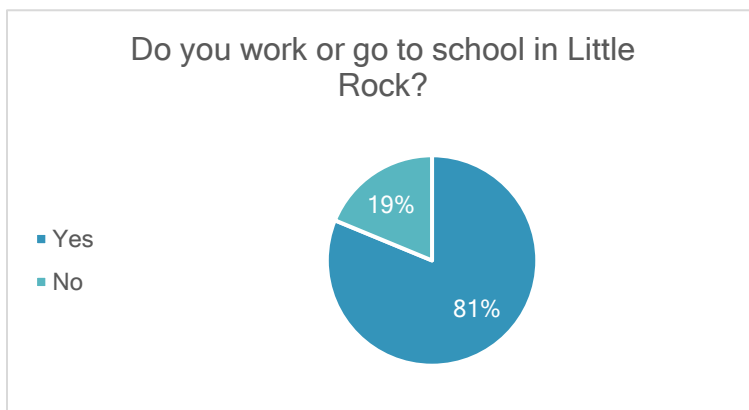


Results

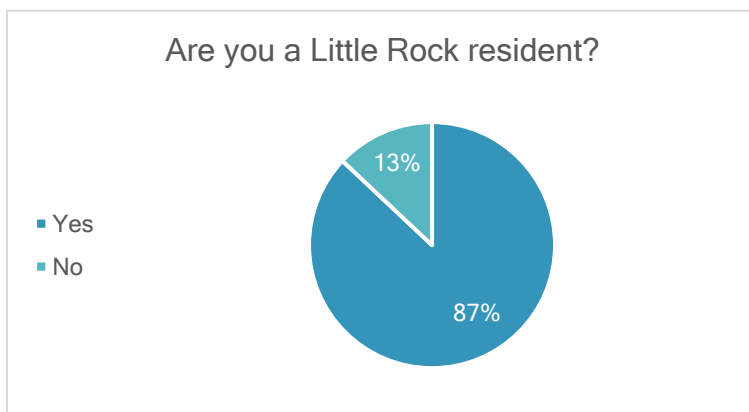
Question 1: What is your relationship to Little Rock?



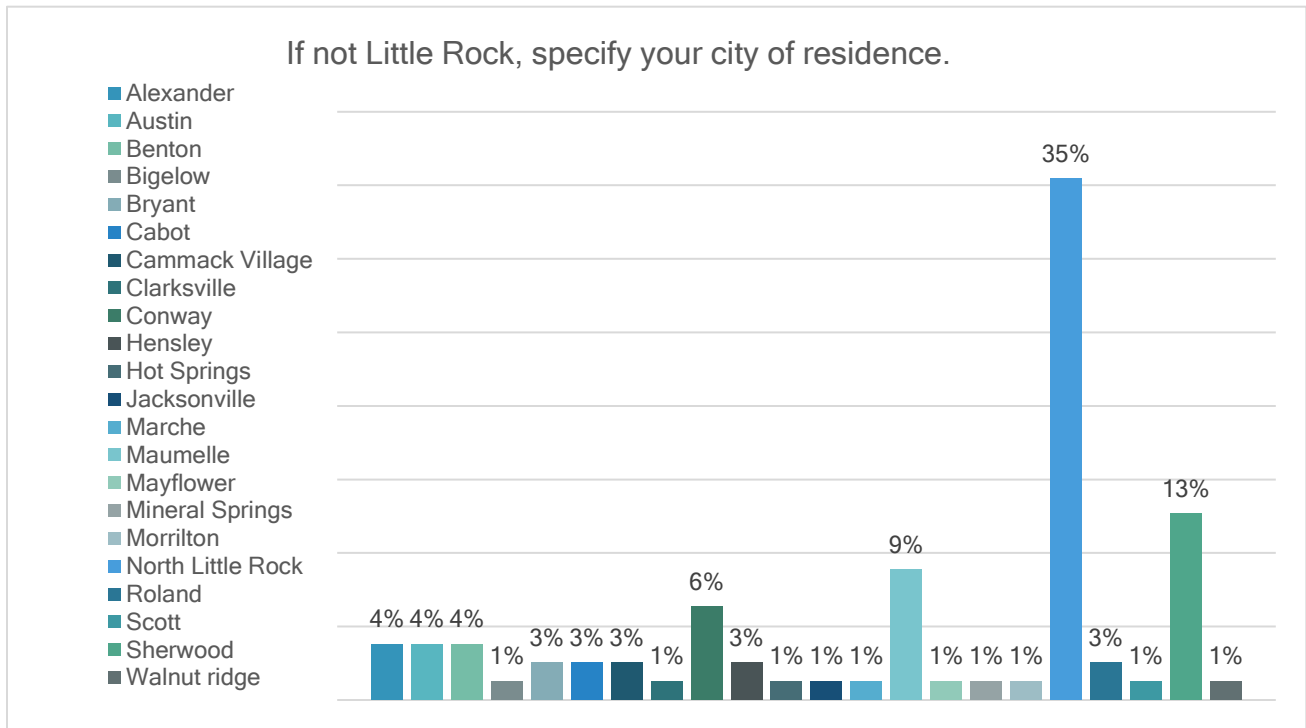
Question 2: Do you work or go to school in Little Rock?



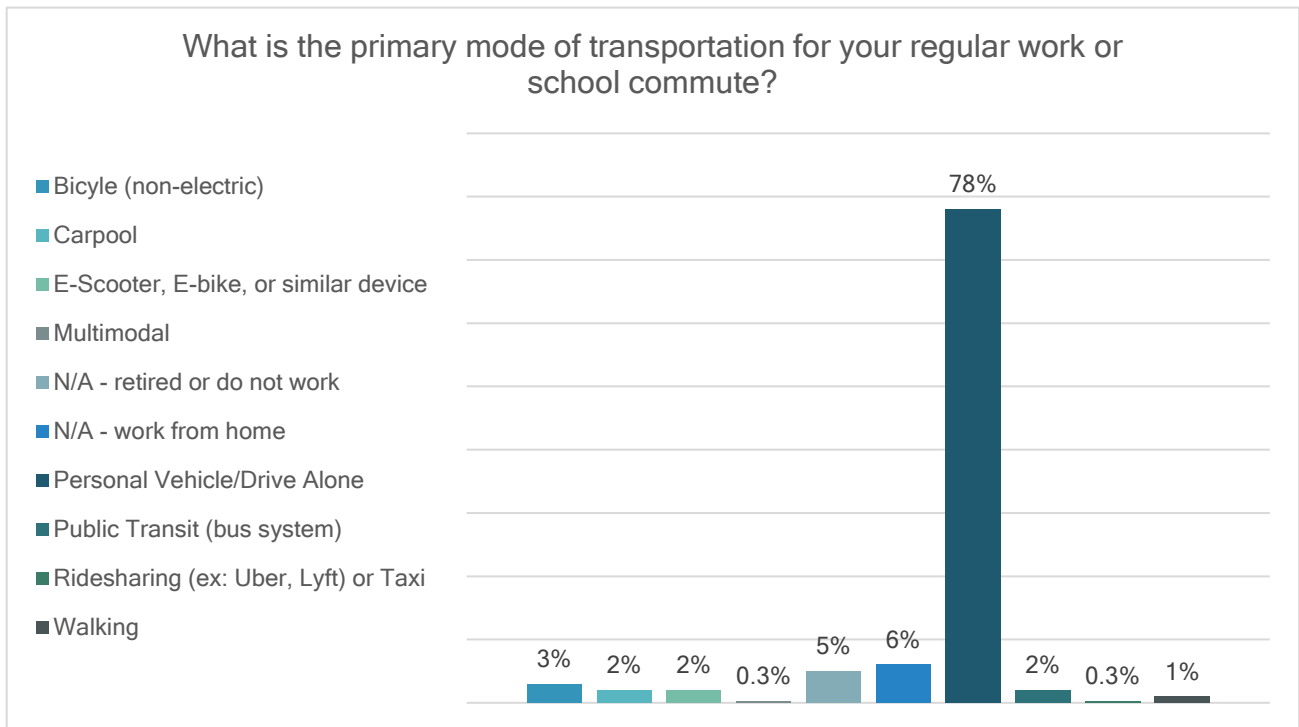
Question 3: Are you a Little Rock resident?



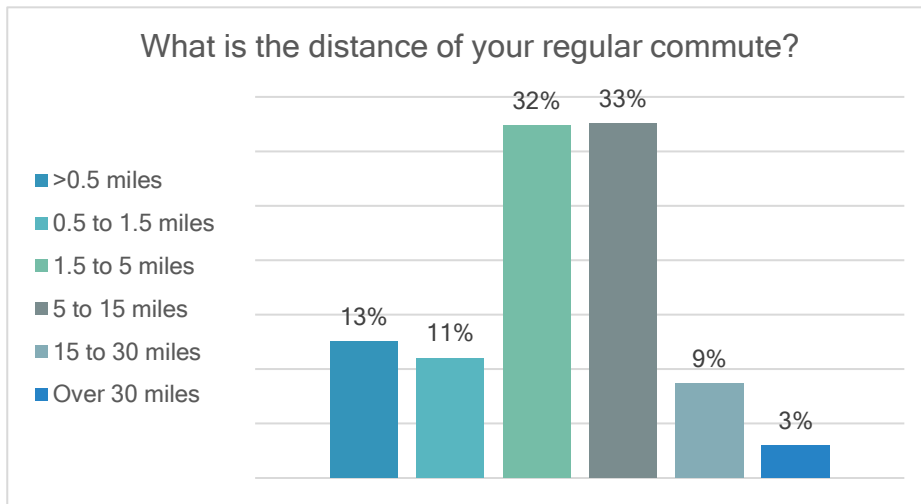
Question 4: If not Little Rock, specify your city of residence?



Question 5: What is the primary mode of transportation for your regular work or school commute?



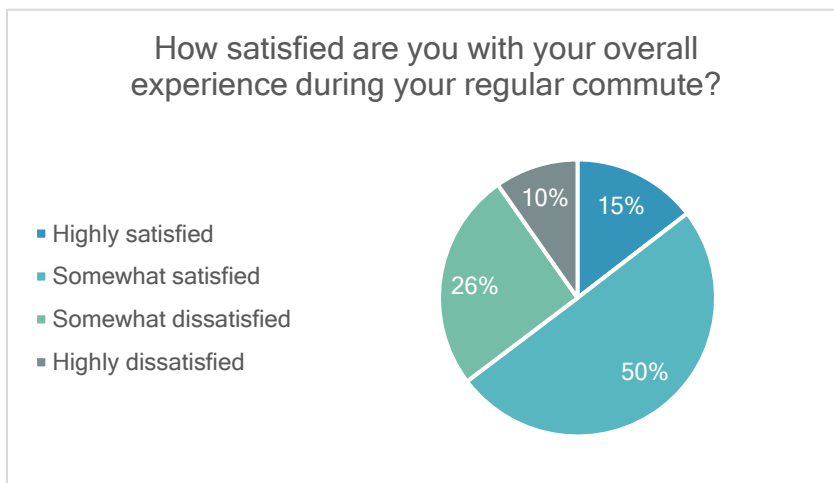
Question 6: What is the distance of your regular commute?



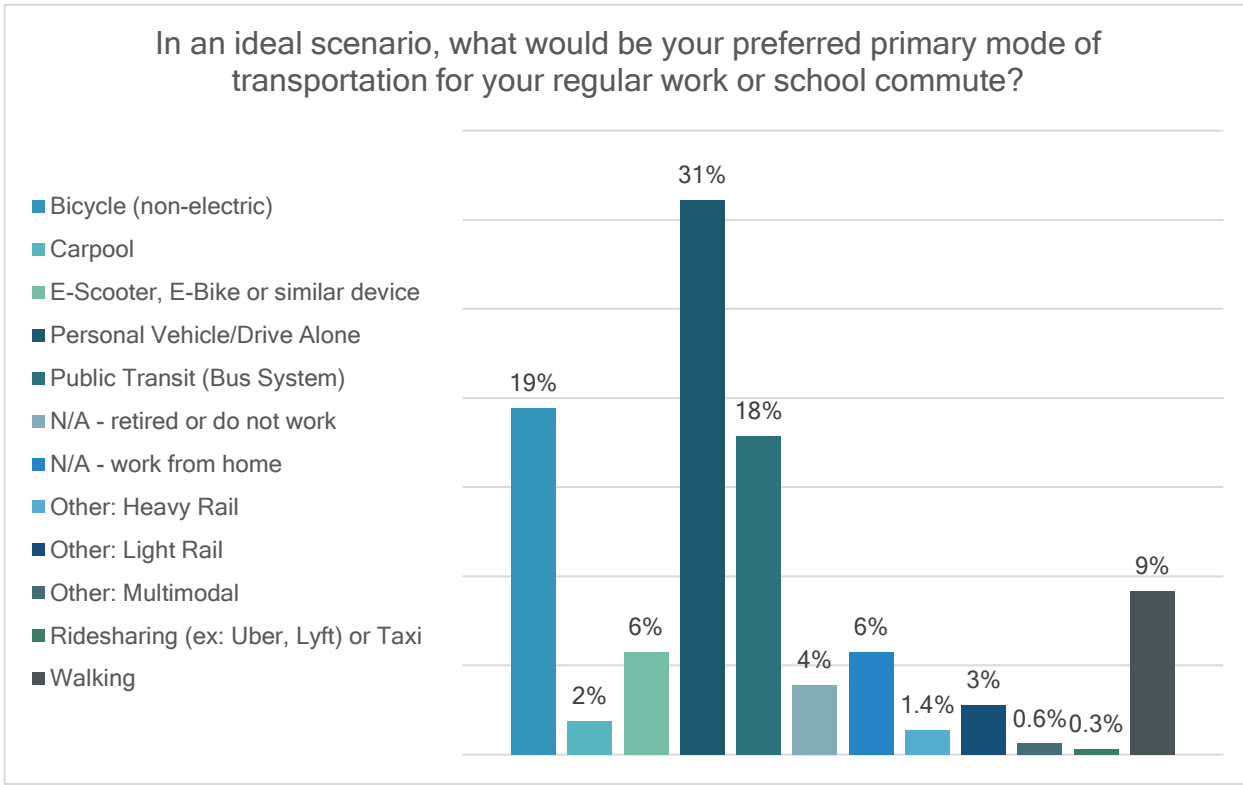
Question 7: What is your home zip code?

Question 8: What is your work zip code?

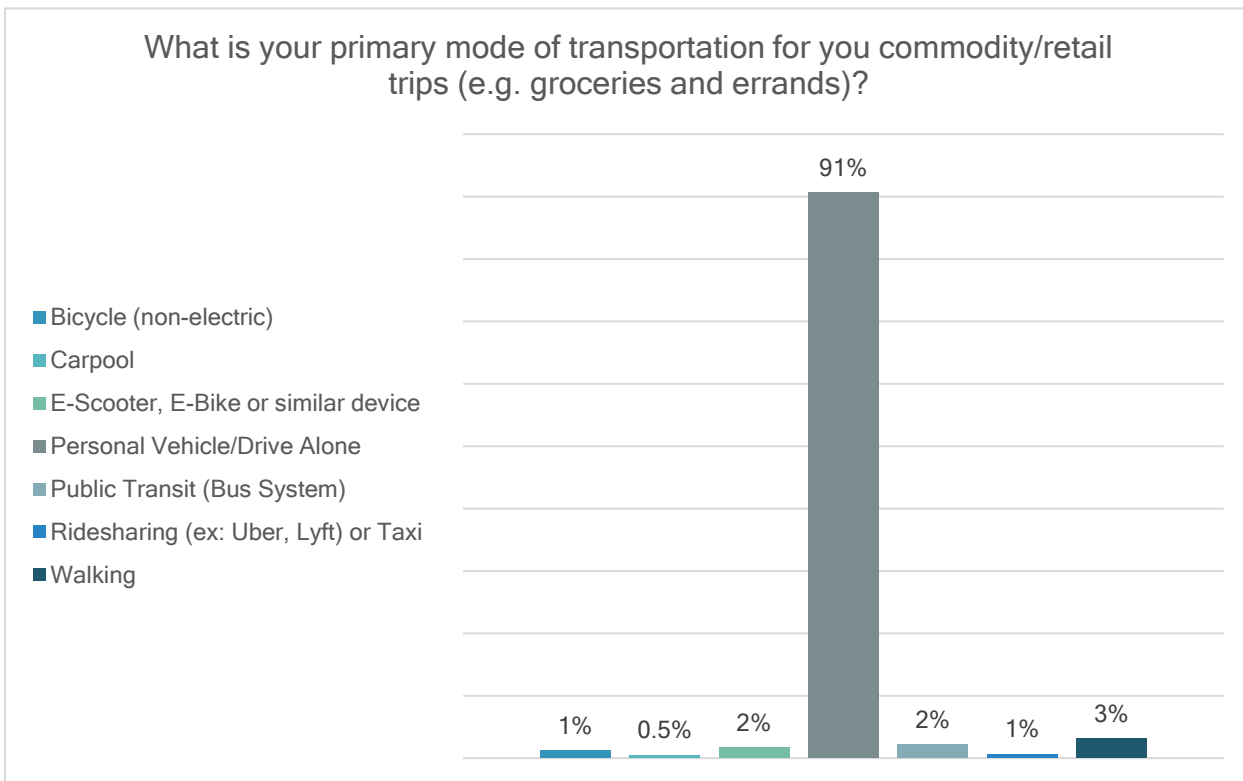
Question 9: How satisfied are you with your overall experience during your regular commute?



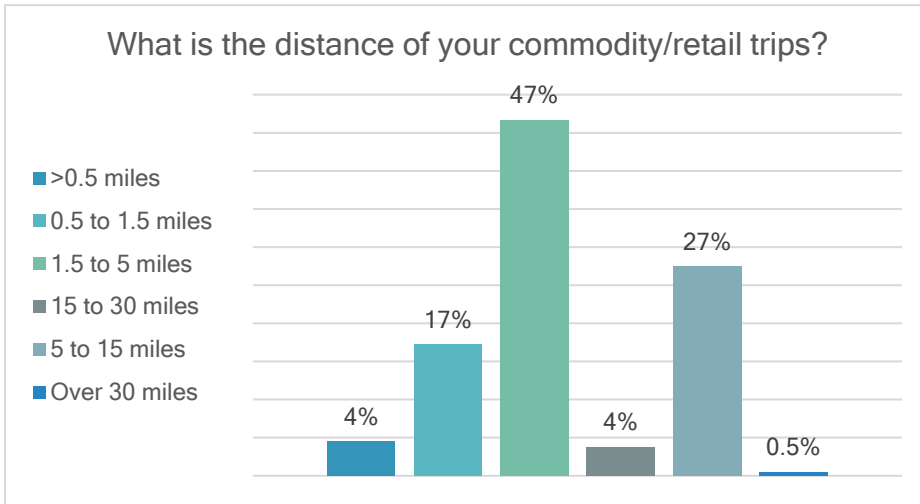
Question 10: In an ideal scenario, what would be your preferred primary mode of transportation for your regular work or school commute?



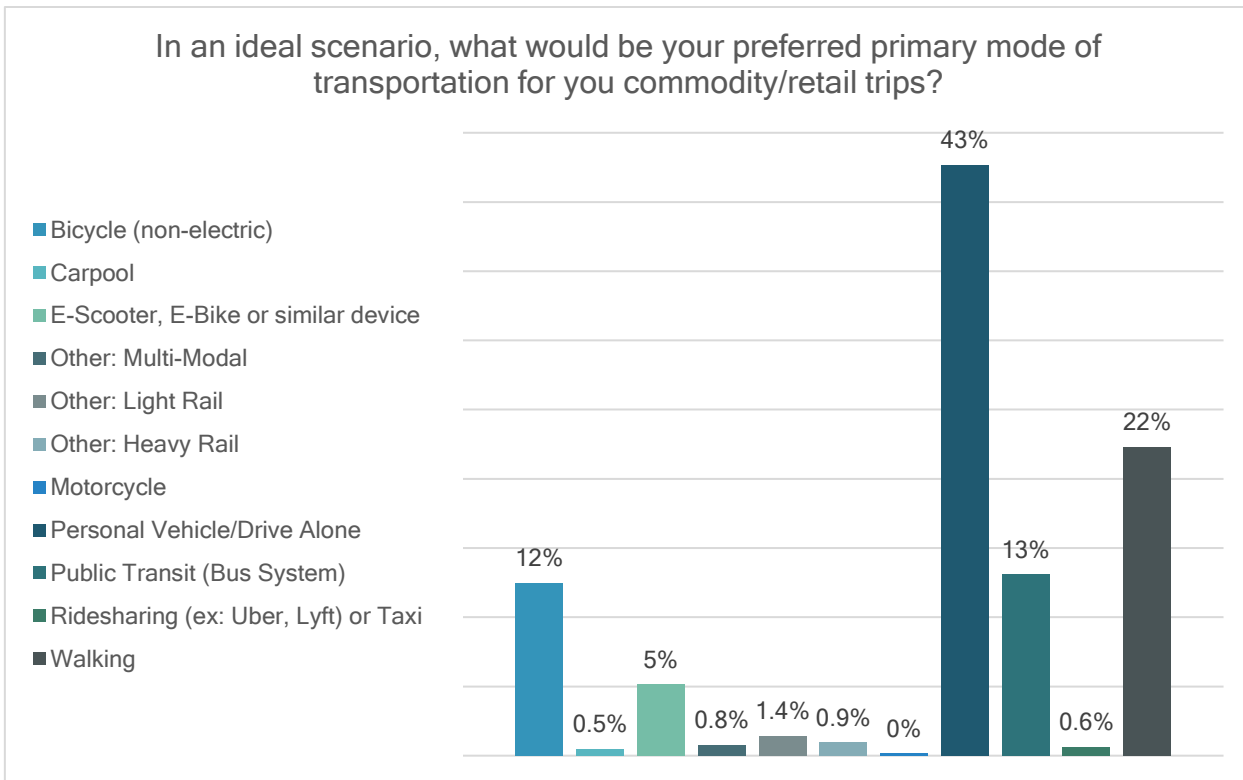
Question 11: What is your primary mode of transportation for your commodity/retail trips (e.g., groceries and errands)?



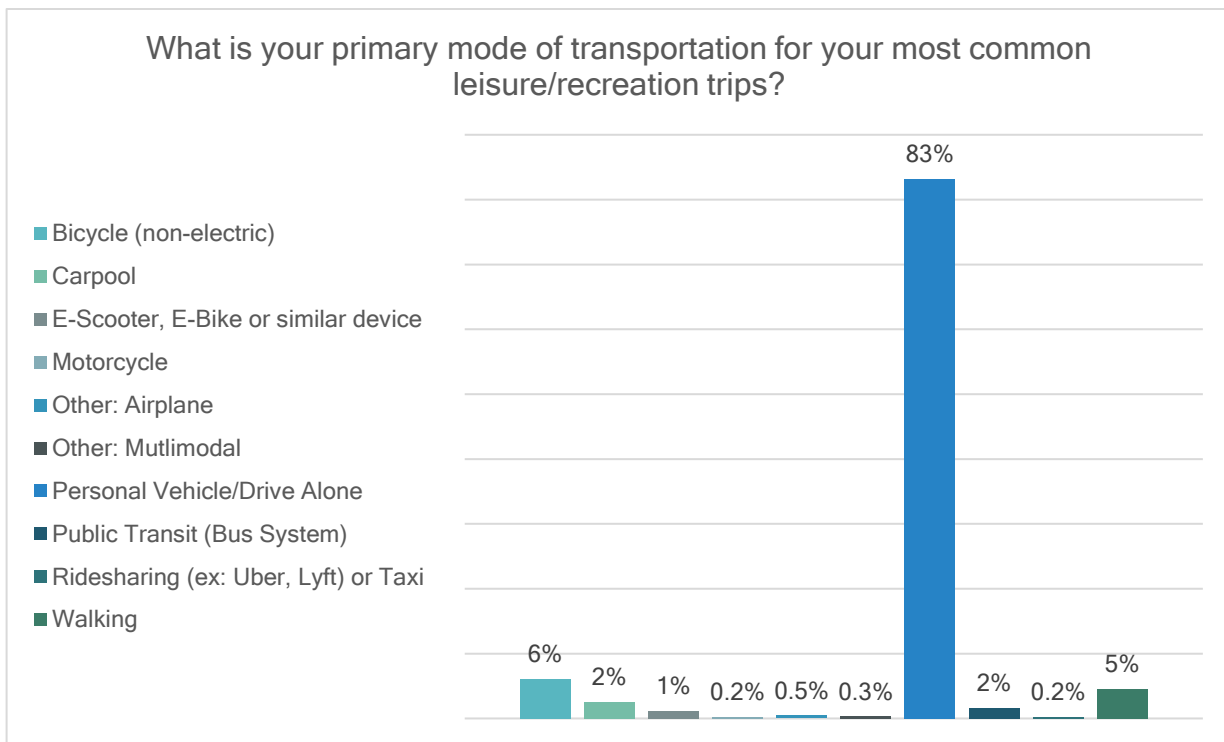
Question 12: What is the distance of your commodity/retail trips?



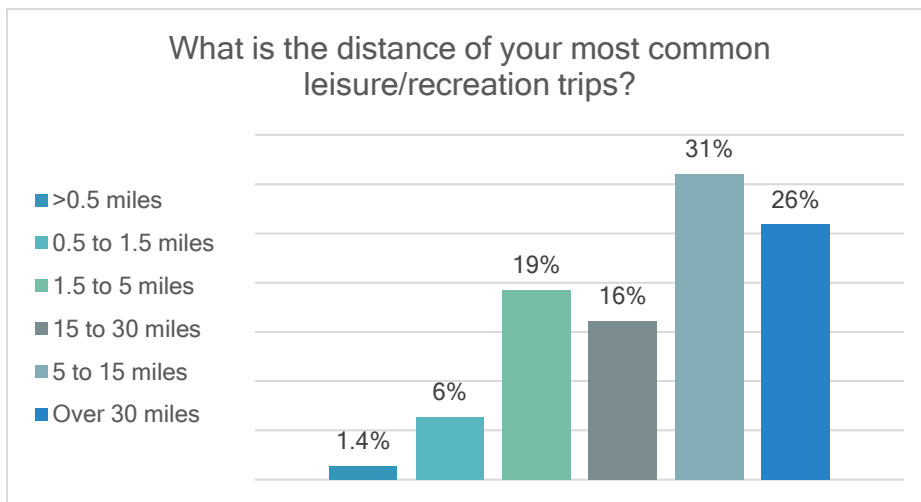
Question 13: In an ideal scenario, what would be your preferred primary mode of transportation for your commodity/retail trips?



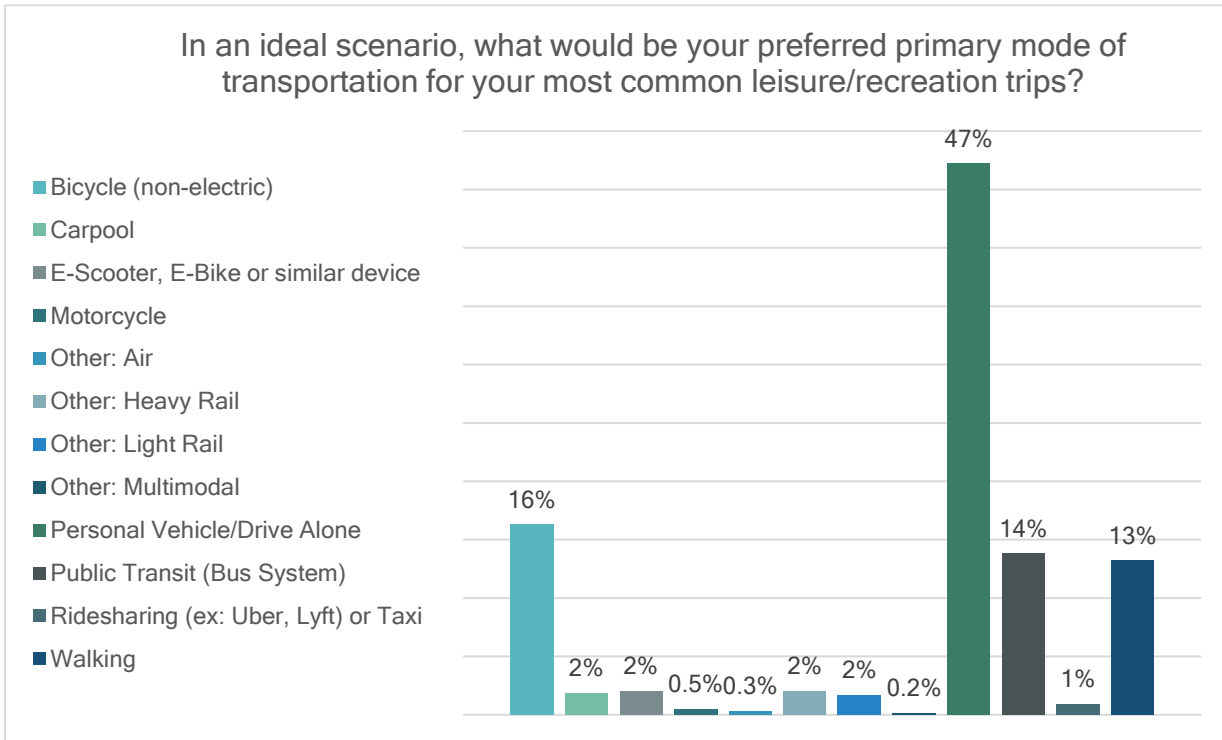
Question 14: In an ideal scenario, what would be your preferred primary mode of transportation for your commodity/retail trips?



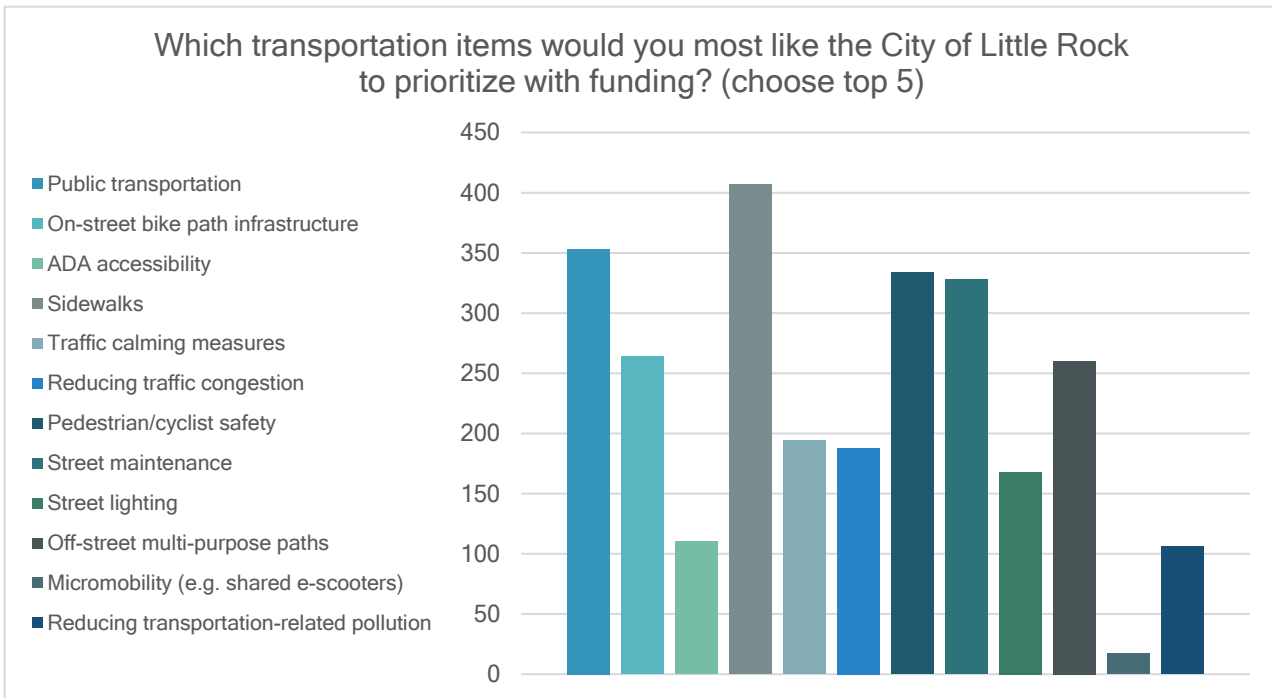
Question 15: What is the distance of your most common leisure/recreation trips?



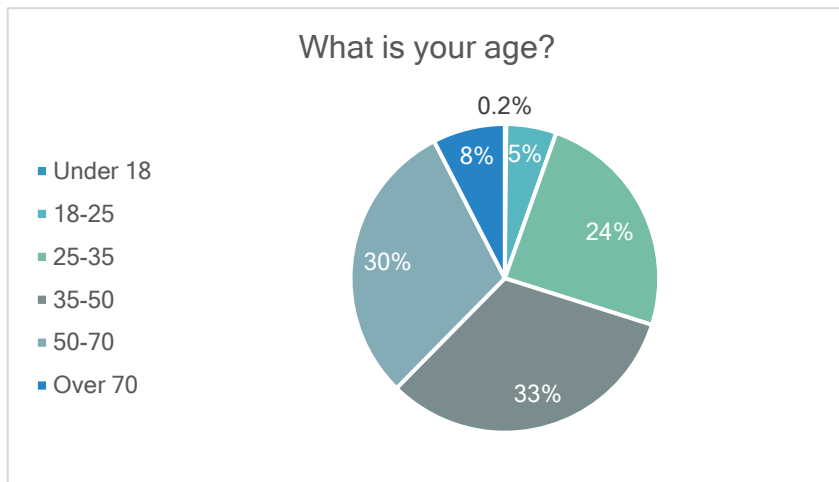
Question 16: In an ideal scenario, what would be your preferred primary mode of transport for your most common leisure/recreation trips?



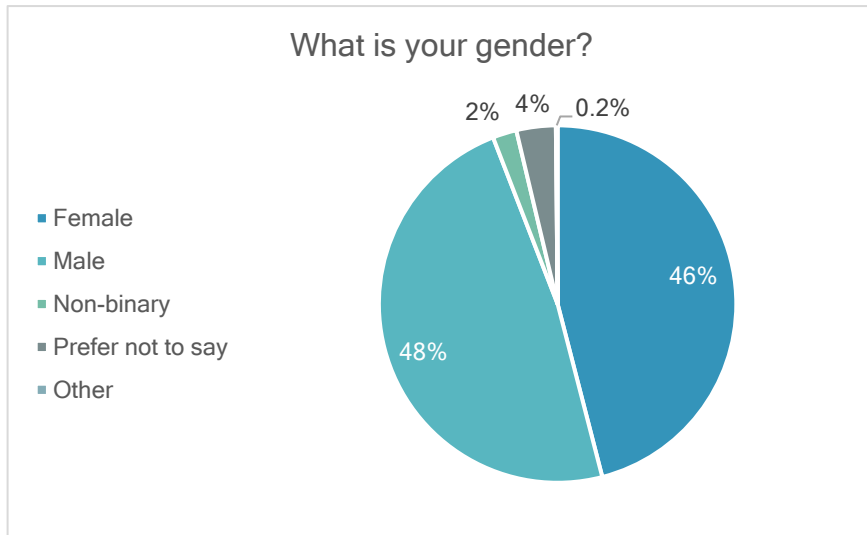
Question 17: Which transportation items would you most like the City of Little Rock to prioritize with funding?



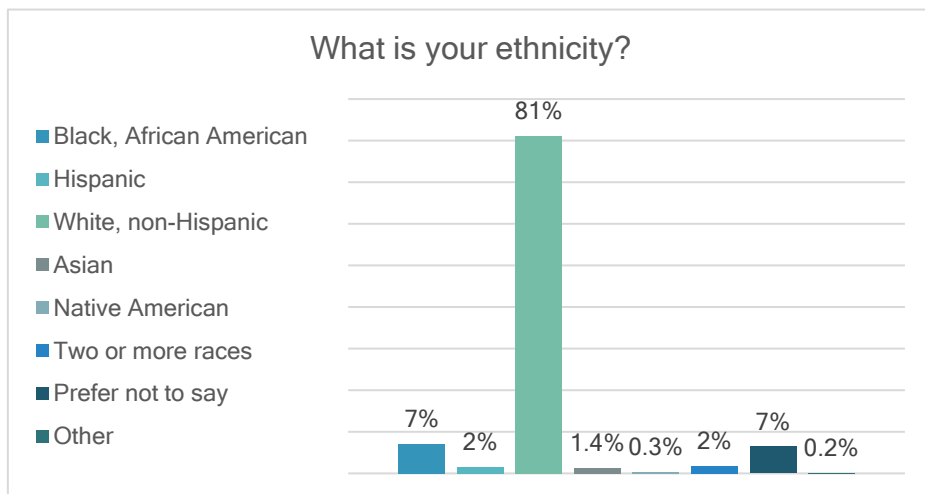
Question 18: What is your age?



Question 19: What is your gender?



Question 20: What is your ethnicity?



Question 21: What is your annual household income?