Montgomery County Pedestrian Survey

Montgomery Planning

Overview

The first statistically-valid countywide survey to understand how and why people walk and roll in Montgomery County
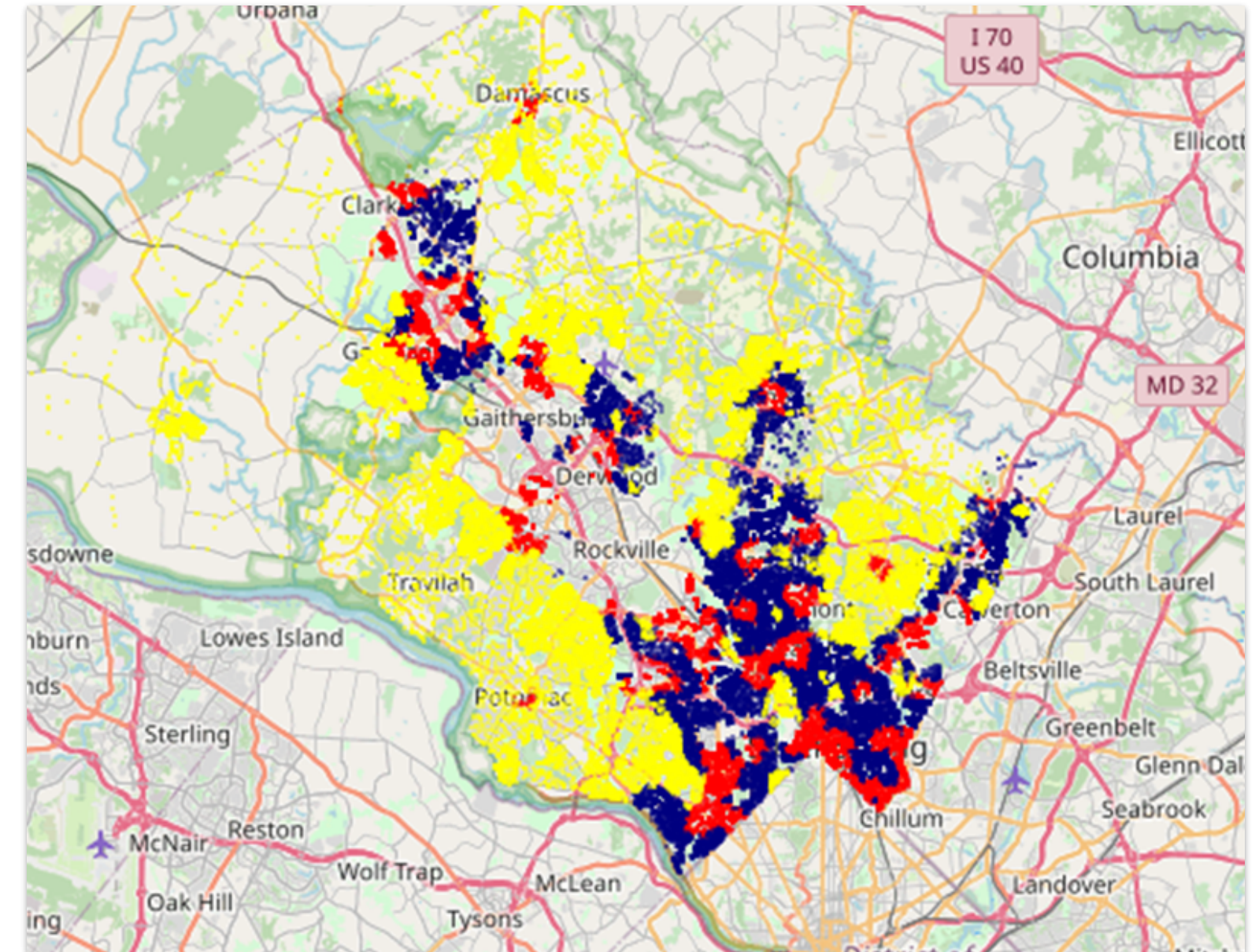
Purpose

- Increase understanding of existing conditions, perceptions, and attitudes

- Identify potential recommendations

- Act as a benchmarking tool for master plan implementation

Survey Administration

- **Online survey with postcard recruitment to 60,000 households distributed across three geographies (****urban****, transit corridor, rural/exurban)**

- **Survey available in English, Spanish, and Simplified Chinese**
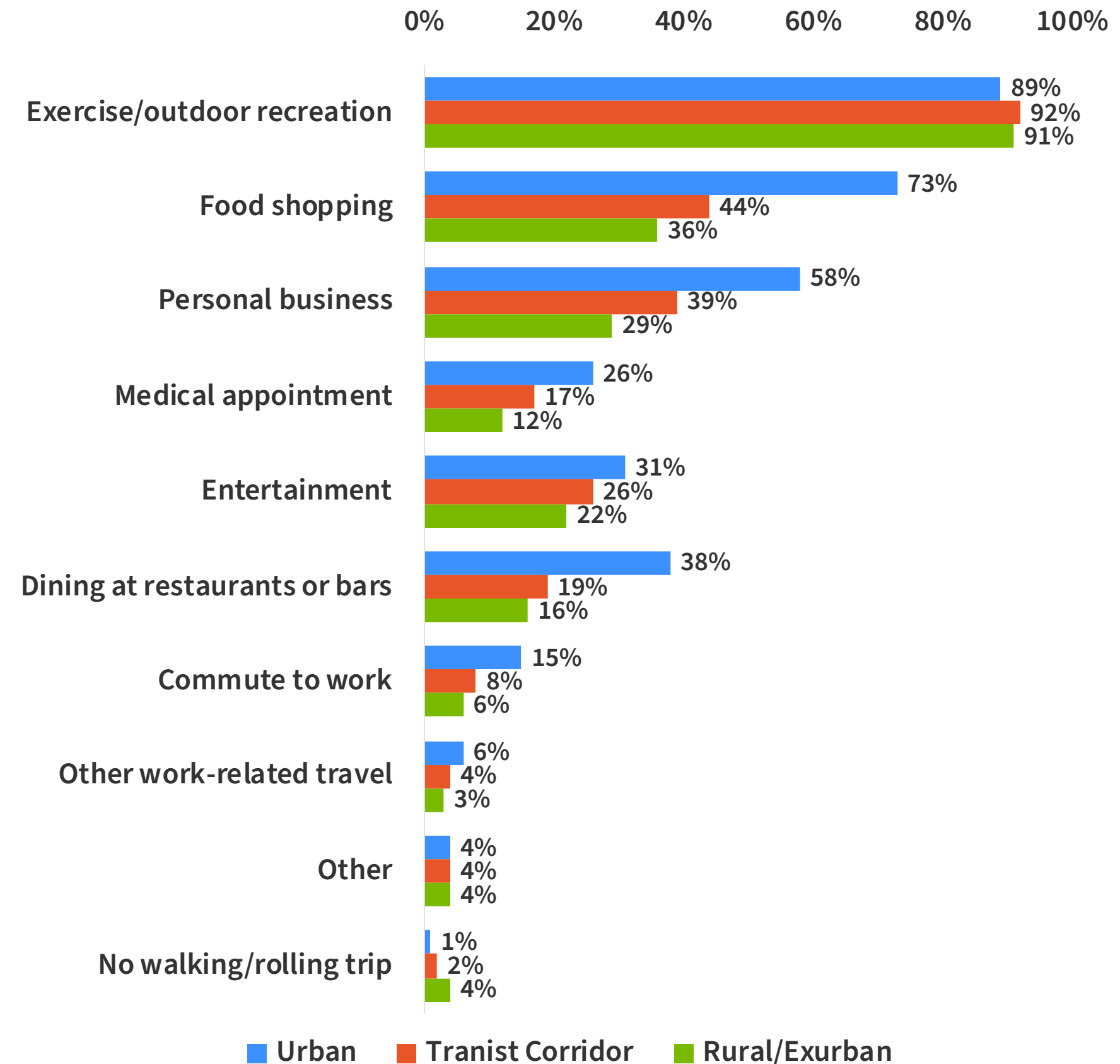
Response & Weighting

- 4.1% response rate (2,438 responses)

- Less than 5% margin of error for each area type

- Results weighted based on 2018 American Community Survey income, race, ethnicity, and population
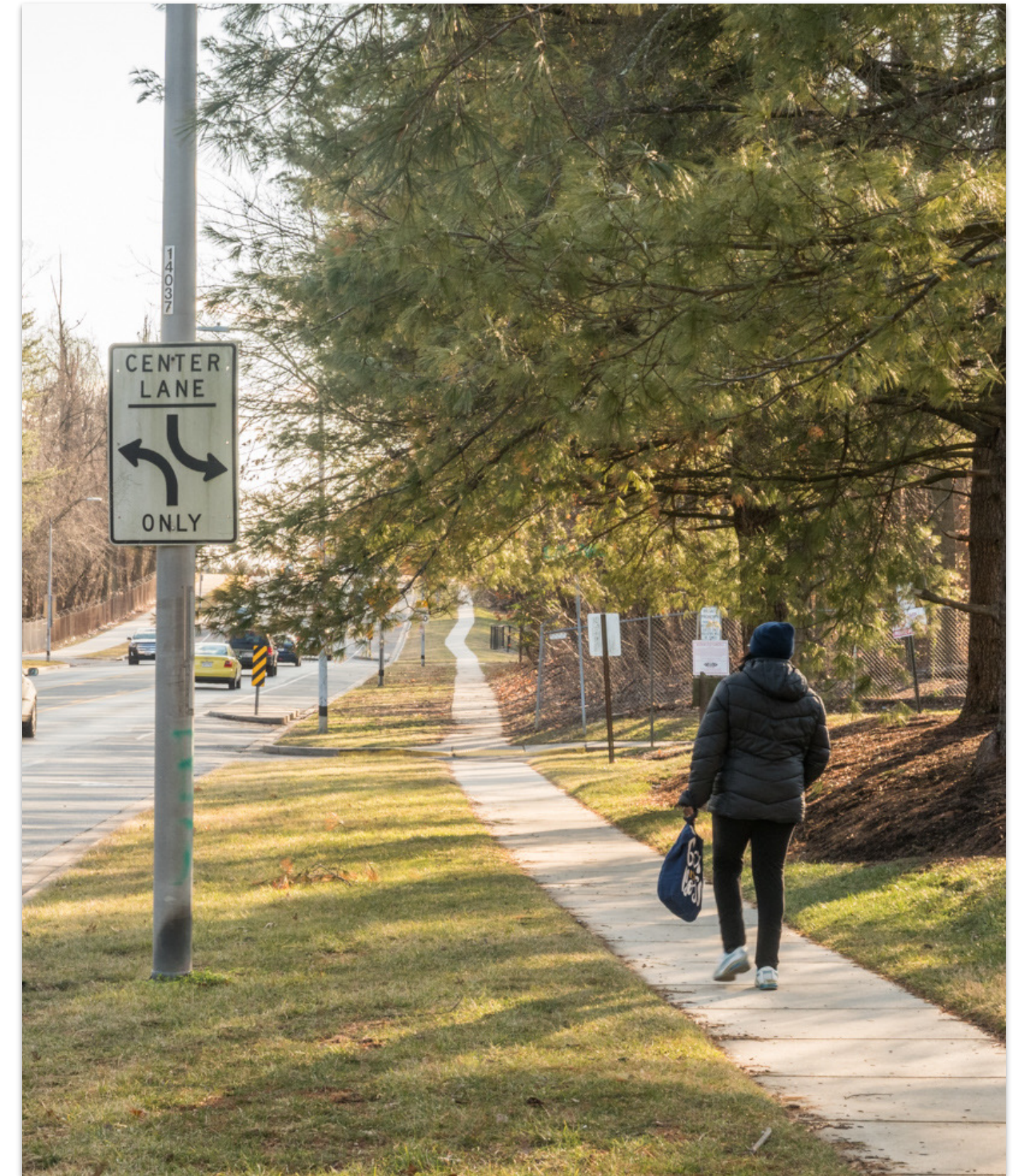
Walk Purpose

- **Exercise & recreation most common**

- **Utilitarian walk purposes much more common in urban areas**

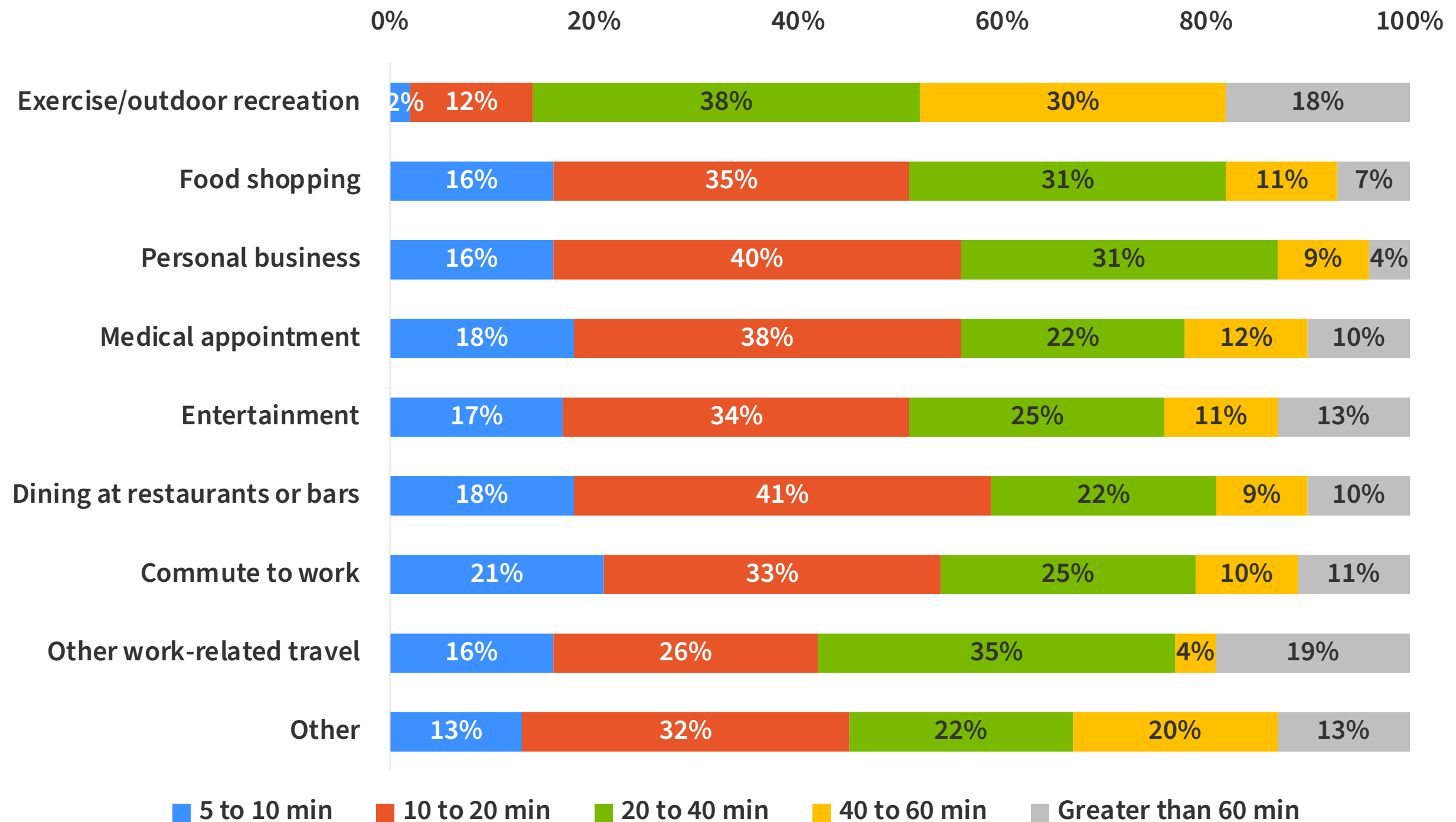- **Commute to work much higher than shown in 2019 ACS**

Respondents with reported disabilities are **more likely** to walk/roll as part of a grocery trip, medical appointment, or when dining out than those without a disability.

WALK PURPOSE IN PAST MONTH

Exercise/outdoor recreation
- Urban: 89%
- Tranist Corridor: 92%
- Rural/Exurban: 91%

Food shopping
- Urban: 73%
- Tranist Corridor: 44%
- Rural/Exurban: 36%

Personal business
- Urban: 58%
- Tranist Corridor: 39%
- Rural/Exurban: 29%

Medical appointment
- Urban: 26%
- Tranist Corridor: 17%
- Rural/Exurban: 12%

Entertainment
- Urban: 31%
- Tranist Corridor: 26%
- Rural/Exurban: 22%

Dining at restaurants or bars
- Urban: 38%
- Tranist Corridor: 19%
- Rural/Exurban: 16%

Commute to work
- Urban: 15%
- Tranist Corridor: 8%
- Rural/Exurban: 6%

Other work-related travel
- Urban: 6%
- Tranist Corridor: 4%
- Rural/Exurban: 3%

Other
- Urban: 4%
- Tranist Corridor: 4%
- Rural/Exurban: 4%

No walking/rolling trip
- Urban: 1%
- Tranist Corridor: 2%
- Rural/Exurban: 4%

■ Urban   ■ Tranist Corridor   ■ Rural/Exurban

Walking Duration

- **Exercise trips take longer than other pedestrian trips types**

- **Pedestrian trips in urban areas are shorter than those in other areas**

Trip Type	5 to 10 min	10 to 20 min	20 to 40 min	40 to 60 min	Greater than 60 min
Exercise/outdoor recreation	2%	12%	38%	30%	18%
Food shopping	16%	35%	31%	11%	7%
Personal business	16%	40%	31%	9%	4%
Medical appointment	18%	38%	22%	12%	10%
Entertainment	17%	34%	25%	11%	13%
Dining at restaurants or bars	18%	41%	22%	9%	10%
Commute to work	21%	33%	25%	10%	11%
Other work-related travel	16%	26%	35%	4%	19%
Other	13%	32%	22%	20%	13%

TRIP DURATION

Understanding of Traffic Laws

- Knowledge of **driver regulations** generally high, responses related to distracted driving, driver yielding greater than 90%

- Knowledge of **pedestrian regulations** generally low, specifically about where pedestrians are permitted to cross the street (less than 50%)

Reasons for Not Walking

- **COVID-19 restrictions or concerns (34%)**

- **Nothing nearby to walk to (30%)**

- **Poor pedestrian pathways (22%)**

- **Don't like walking (16%)**

- **Personal safety concerns (10%)**

- **Traffic safety concerns (8%)**

Beyond Traffic Safety

- Hispanic respondents are **slightly less likely** to agree that they feel safe walking/rolling in public space compared to non-Hispanic respondents

- Black/African American respondents **less likely** to agree that they feel more comfortable seeing police in public than White or Asian respondents

- Respondents in Urban areas **more likely** to have seen or experienced harassment or violence while walking
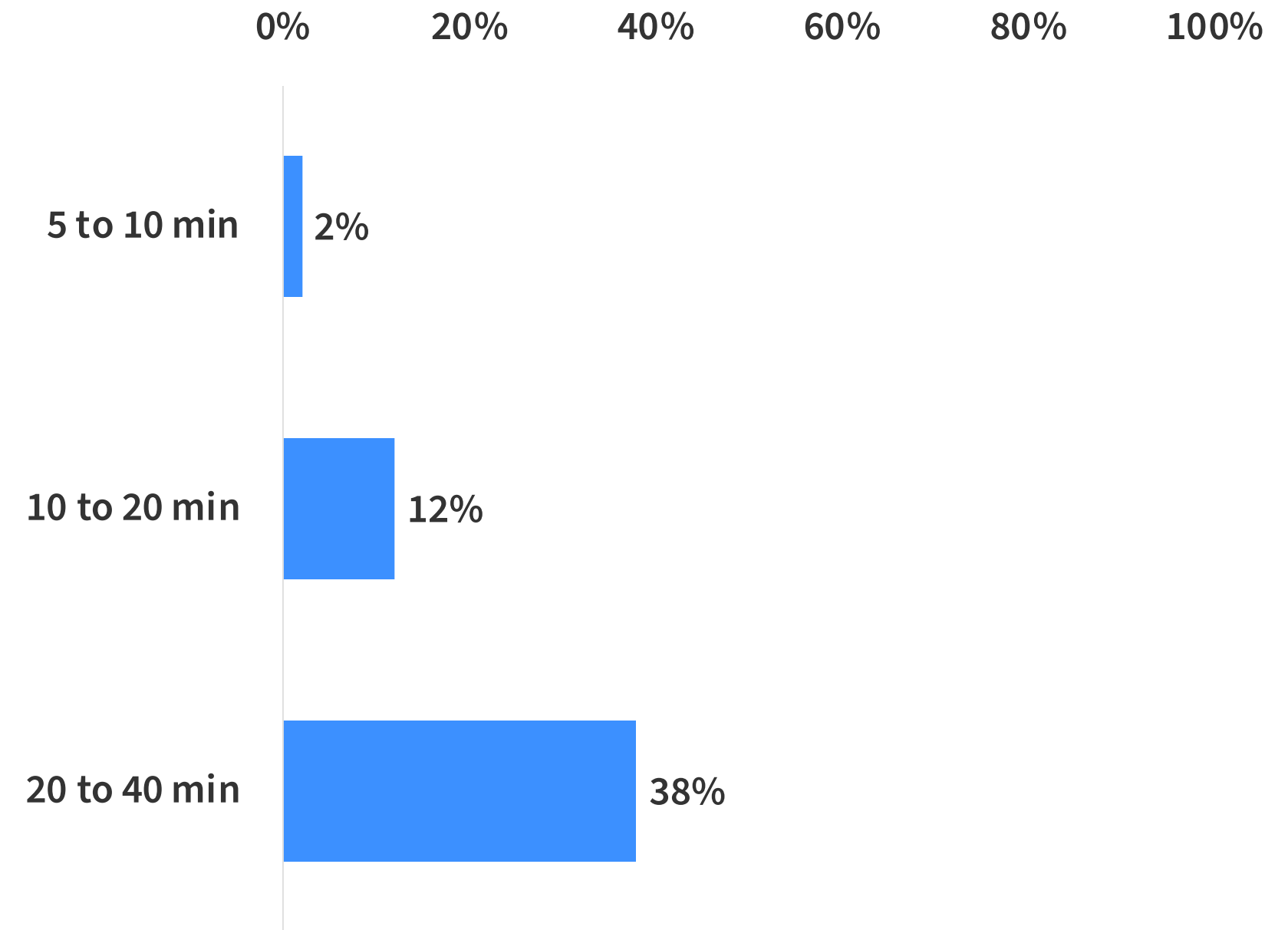
Pedestrian Satisfaction

Prompt: How satisfied are you with the pedestrian experience?

What is most important to improve?

Pedestrian Satisfaction

Respondents in Urban areas **more satisfied** with pedestrian experience than respondents in Transit Corridors or Exurban/ Rural areas

Respondents with a reported disability are less satisfied with than those not reporting a disability

PEDESTRIAN SATISFACTION BY GEOGRAPHY

5 to 10 min	2%
10 to 20 min	12%
20 to 40 min	38%

Pedestrian Satisfaction

TOP 5 SATISFACTION TOPICS

- Personal safety

- Distance to cross the street

- Time to cross at signals

- Number of marked crosswalks

- Pedestrian signage

BOTTOM 5 SATISFACTION TOPICS

- Lighting at crossings

- Distance between sidewalk and cars

- Snow removal

- Vehicles cutting across the sidewalk

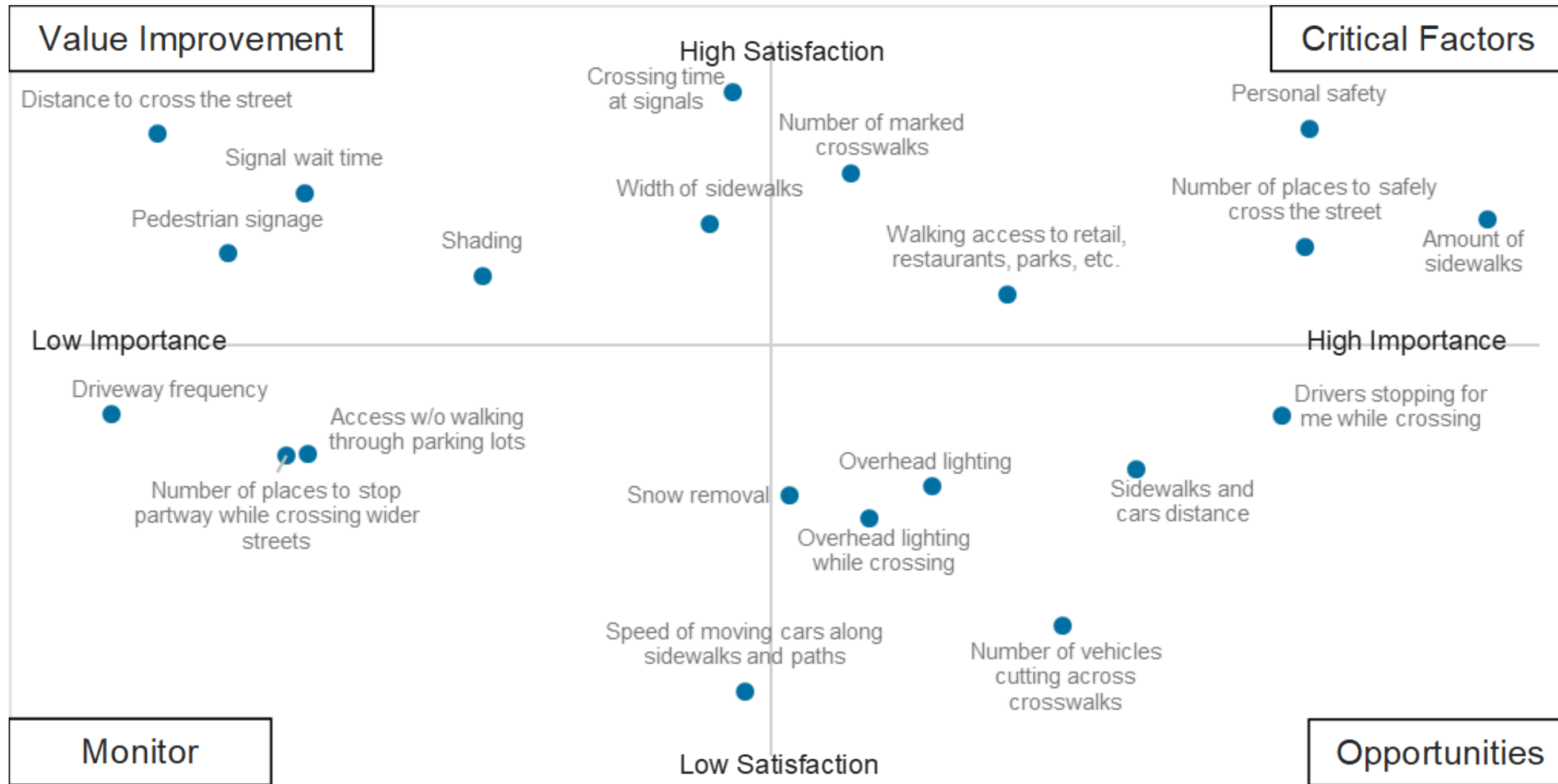- Speed of moving cars

Pedestrian Satisfaction

High Satisfaction

Value Improvement

Critical Factors

Low Importance

High Importance

Monitor

Opportunities

Low Satisfaction

QUAD CHART: SATISFACTION VS. IMPORTANCE
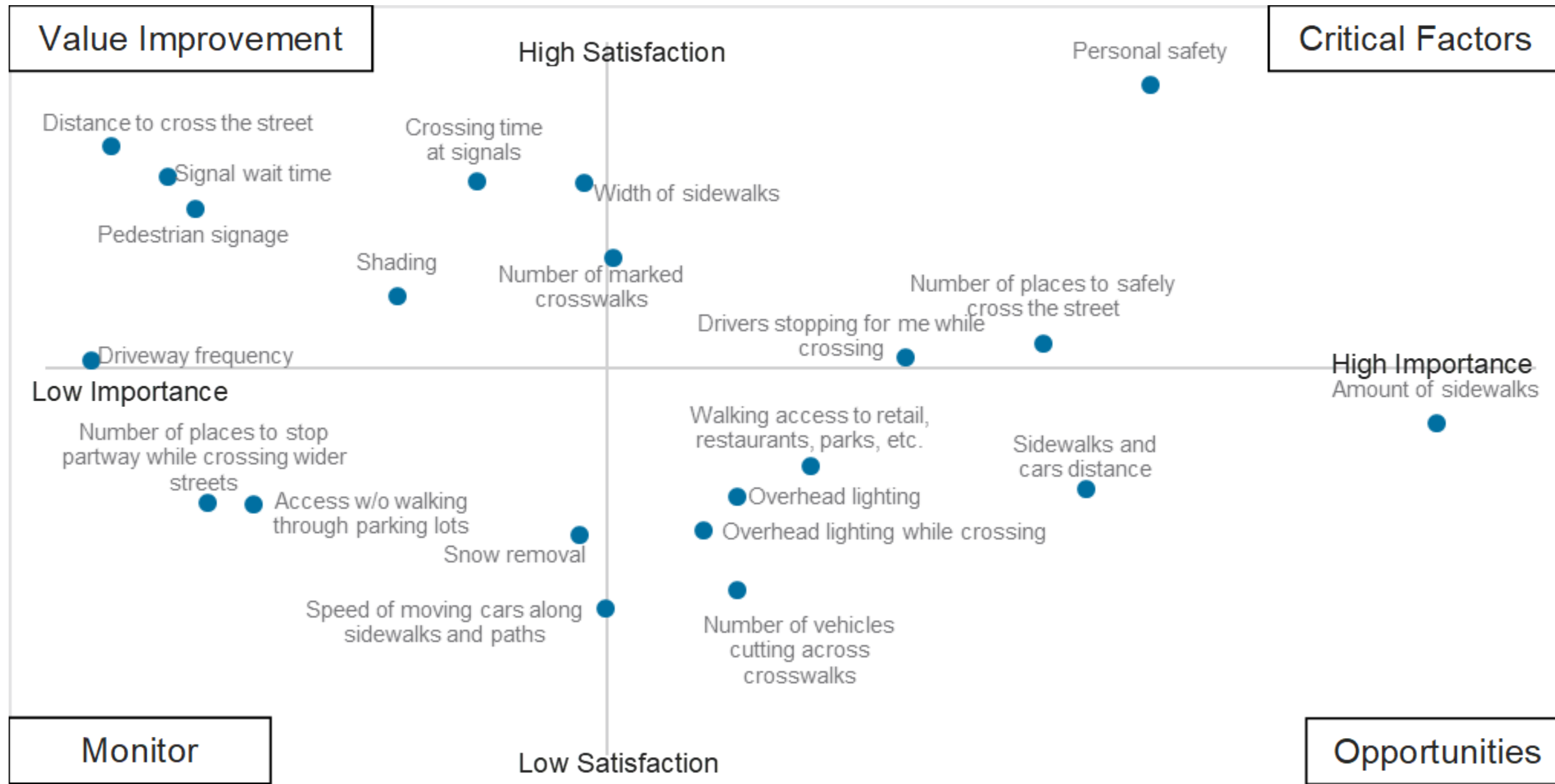
Pedestrian Satisfaction

URBAN QUAD CHART: SATISFACTION VS. IMPORTANCE

Pedestrian Satisfaction

**TRANSIT CORRIDOR** QUAD CHART: SATISFACTION VS. IMPORTANCE

Pedestrian Satisfaction

RURAL/EXURBAN QUAD CHART: SATISFACTION VS. IMPORTANCE

Lessons Learned

- Consider how you the results will be used when developing questions, and how it can support potential infrastructure recommendations

- Without a benchmark, it is challenging to know how Montgomery County compares to other locations

- Understanding walking frequency is more important than the walk "mode share" – everyone is a pedestrian sometimes!
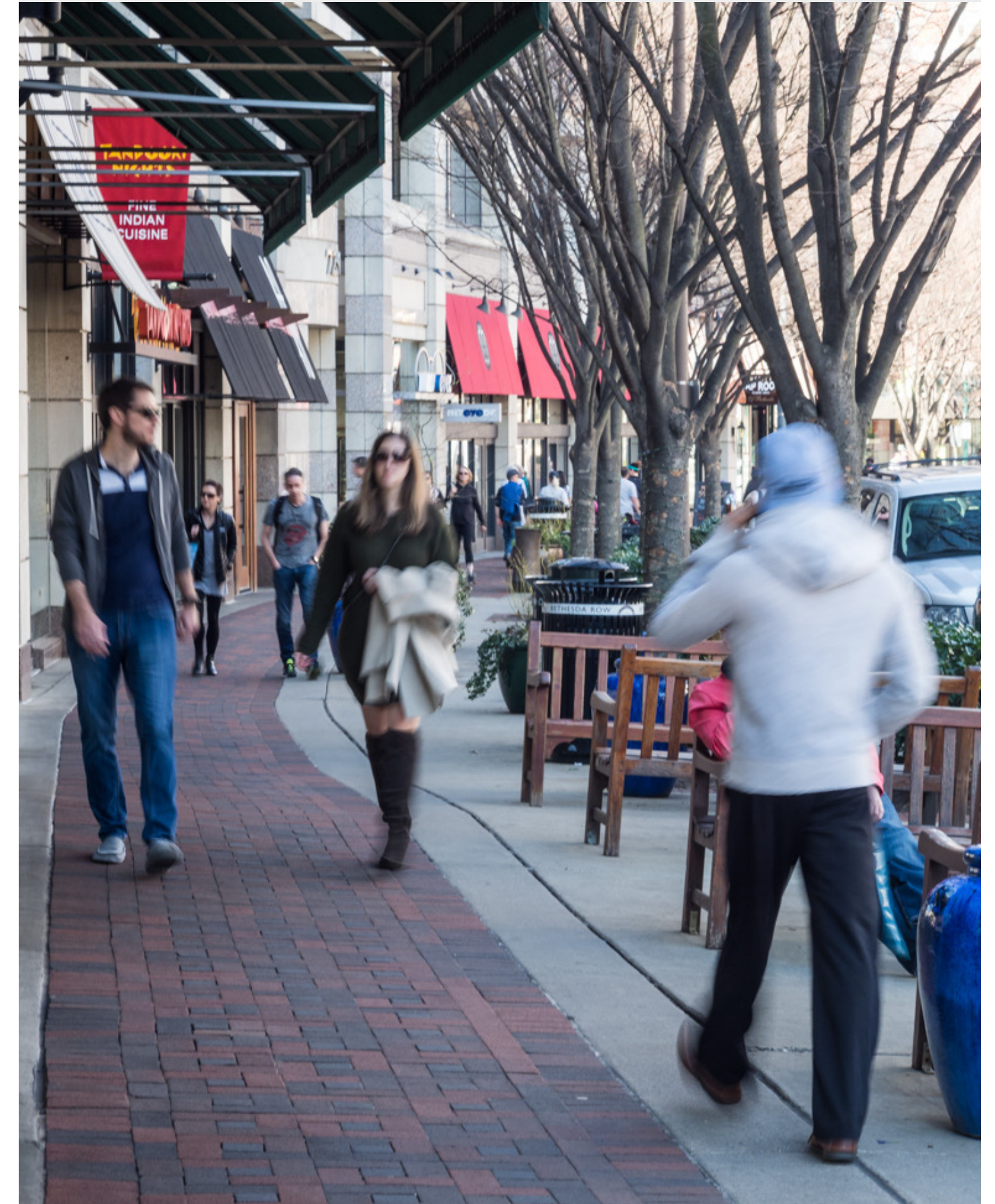
Thank You!

Jesse Cohn McGowan
jesse.mcgowan@montgomeryplanning.org