

2021 Humboldt County Transportation Attitudes Survey

Summary of Findings

Synthesis

People in Humboldt County have widely varying views of their local transportation systems, both within and across specific communities. One commonality is that people overwhelmingly enjoy walking and biking and want to do more of those things and less driving. However, residents prioritize convenience, time, comfort and safety when making transportation mode choices, and often rank local non-car options low on these criteria. Currently, driving is the most common mode of transportation, but most respondents also get around as a pedestrian or by bike daily or at least once a week. Local residents broadly want to see better bike, pedestrian, and public transit systems developed locally.

Survey Information

- The survey was widely publicized and available online in both English and Spanish from 2/8/2021 until 3/15/2021. Survey questions are available for review in a separate document.
- A total of 128 Humboldt County residents responded to the survey.
- Here we present findings from the total pool of respondents, along with results broken down by the community in which the respondents live.
- Analysis of differences among responses based on gender, race/ethnicity, age, disability and income are summarized in separate briefs.

Respondent Demographics

- 32% of respondents live in Eureka, 29% in Arcata, 16% in McKinleyville, and 23% in the rest of Humboldt County. (Figure 1)
- 61% of respondents were female, 33% male, 3% nonbinary, and 3% indicated that they “prefer not to say.” (Figure 2)
- 83% of respondents identified as White, 9% as “two or more races,” 3% American Indian or Native Alaskan, 3% Asian American or Pacific Islander, and 2% “other.” (Figure 3)
- 7% of respondents identified as Hispanic or Latino/a/x. (Figure 4)
- Respondents were relatively evenly spread among age categories ranging from 25 to over 65 years old; 2% of respondents were 18-24 years old, and none were under 18. (Figure 5)
- 19% of respondents identified as having disabilities, mostly identified as “other disabilities.” (Figure 6)
- Respondents reported a wide range of annual household incomes, with the largest portion (24%) falling in the \$50,000-\$74,999 range. 5% reported having less than \$15,000 in annual income, and 2% having \$200,000 or greater. (Figure 7)

Transportation Mode Usage

- Most respondents drive (78%) and walk (70%) daily or at least once a week, and use other modes less frequently. The least frequently used mode is the bus. (Figure 8)
- Arcata has the highest proportion of people who walk and/or bike frequently (86%), followed by McKinleyville (80%) and Eureka (66%). Otherwise, mode usage is similar across communities. (Figures 9-11)

Perceptions of Ease of Use

- Respondents overwhelmingly agree that it is easy to get where they need to go in a car (90% agree or strongly agree). Biking is reported a distance second for ease of use (50%). (Figure 12)
- Access to transit, convenience and ease of use are considered slightly better by Arcata residents than those living elsewhere in the county. (Figures 13-15)
- More Arcata residents feel it is easy to get around by bike (65%) and as a pedestrian (49%), followed by Eureka, then McKinleyville, then the rest of Humboldt County. (Figures 16-17)

Perceptions of Safety

- Most respondents perceived driving to be a safe mode (50% agree or strongly agree), followed by riding the bus (41%), then being a pedestrian (35%), then biking (19%). (Figure 18)
- McKinleyville residents were most likely to perceive driving as safe, but least likely to perceive riding the bus as safe. (Figures 19-20)
- Perceptions of pedestrian and bike safety vary widely both within and across communities. (Figures 21-22)

Perceptions of Pleasantness

- Being a pedestrian (64%) and biking (55%) were most often considered pleasant/enjoyable modes of transportation. (Figure 23)
- Arcata residents were least likely to consider driving pleasant (27%) and most likely to consider walking (81%) and biking (76%) pleasant. Residents of less urbanized areas (“other”) reported the opposite pattern. Pleasantness of bus usage did not vary widely among communities. (Figures 24-27)

Perceptions of Affordability

- Respondents were least likely to consider owning and operating a car as affordable (41% agree or strongly agree), and most likely to consider owning and operating a bike as affordable (80%). (Figure 28)
- Perceptions of the affordability of owning and operating a car varied widely both within and across communities. (Figure 29)

How Much Do People Like Using Various Modes?

- Respondents overwhelmingly like biking (79%) and being a pedestrian (73%) and want to bike more (77%) and be a pedestrian more (72%). (Figures 30 & 35)
- Respondents from more urbanized areas were somewhat more likely to like biking and being a pedestrian and want to use those modes more, with Arcata leading the way. (Figures 33, 34, 37 & 38)
- Respondents were polarized on the questions of whether they liked driving and riding the bus. They were also split on whether they wanted to ride the bus more, but overwhelming (70%) did not want to drive more often. (Figures 30, 32, 35, 36 & 39)
- When asked to envision an “ideal world,” respondents were divided as to their preferred modes of transportation. Driving, biking and being a pedestrian were all similarly preferred, while carpooling and taking the bus were somewhat less preferred. (Figure 42)
- McKinleyville residents were most likely to prefer driving in an ideal world and the least likely to prefer riding the bus. Otherwise, preferences were similar across communities. (Figures 43-47)

Perceptions of Environmental and Community Impacts of Various Modes

- Respondents overwhelmingly think that driving has negative community (63%) and environmental (85%) impacts, while biking, being a pedestrian, and taking the bus have positive impacts. (Figures 40-41)

What Factors Do People Consider When Deciding What Mode to Use?

- Convenience (82%) and time (81%) were most likely to be reported as important or very important factors in mode choice, followed by comfort (77%) and safety (77%), then environmental (60%) and social (53%) impacts, and finally cost (44%). (Figure 48)
- Prioritization of convenience, time, comfort, safety, cost and community impact in transportation mode choice was similar across communities, although Arcata residents were somewhat more likely to prioritize environmental impacts. (Figures 49-55)
- Open-ended questions about the reasons for mode choice indicated other factors that are important in some people's mode choices are physical ability, the ability to transport other things (e.g., groceries), and (currently) the COVID-19 pandemic.

What Changes Do People Want to See in Local Transportation System?

- In responding to an open-ended question about desired changes in our local transportation system, a large majority of respondents listed better bike and pedestrian infrastructure and/or more frequent or convenient public transit as their priorities.

Figures

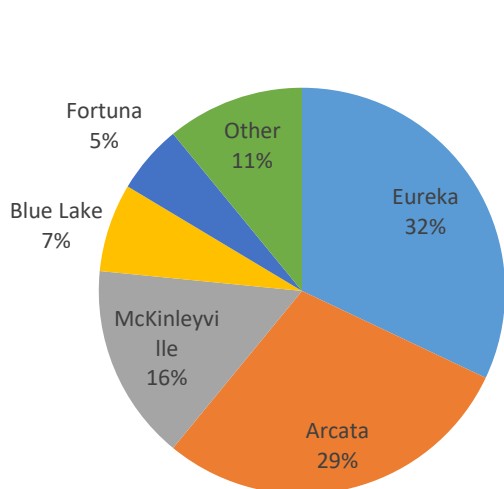


Figure 1: Where Respondents Live

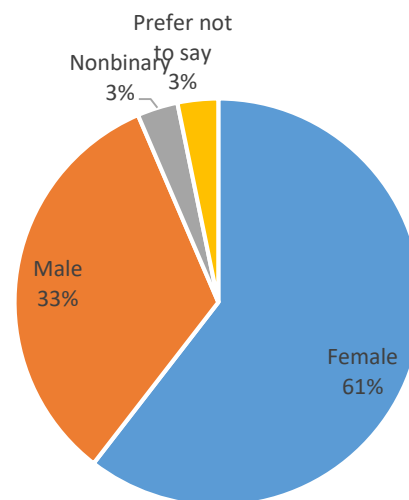


Figure 2: Gender Identity of Respondents

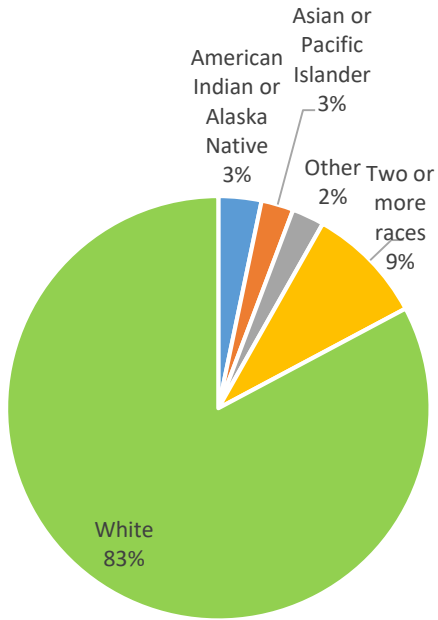


Figure 3: Race of Respondents

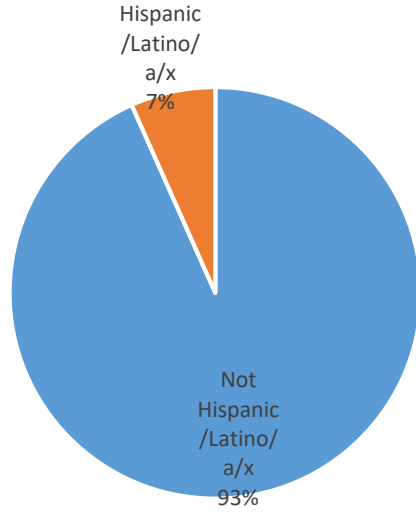


Figure 4: Ethnicity of Respondents

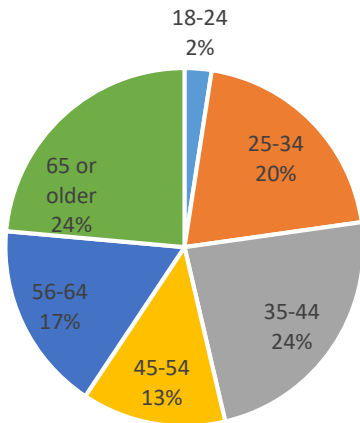


Figure 5: Age of Respondents

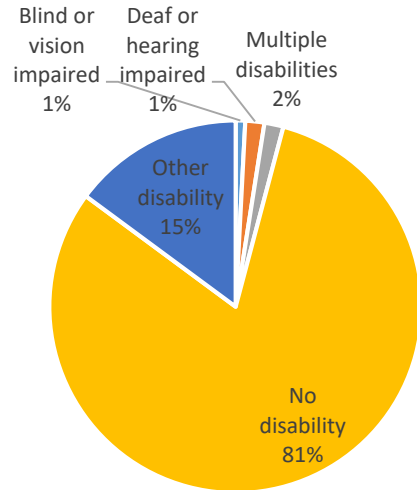


Figure 6: Disability Status of Respondents

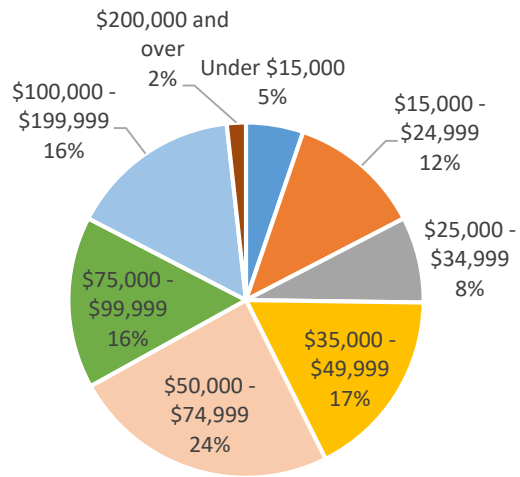


Figure 7: Income of Respondents

Figure 8: Frequency With Which Respondents Use Various Modes of Transportation

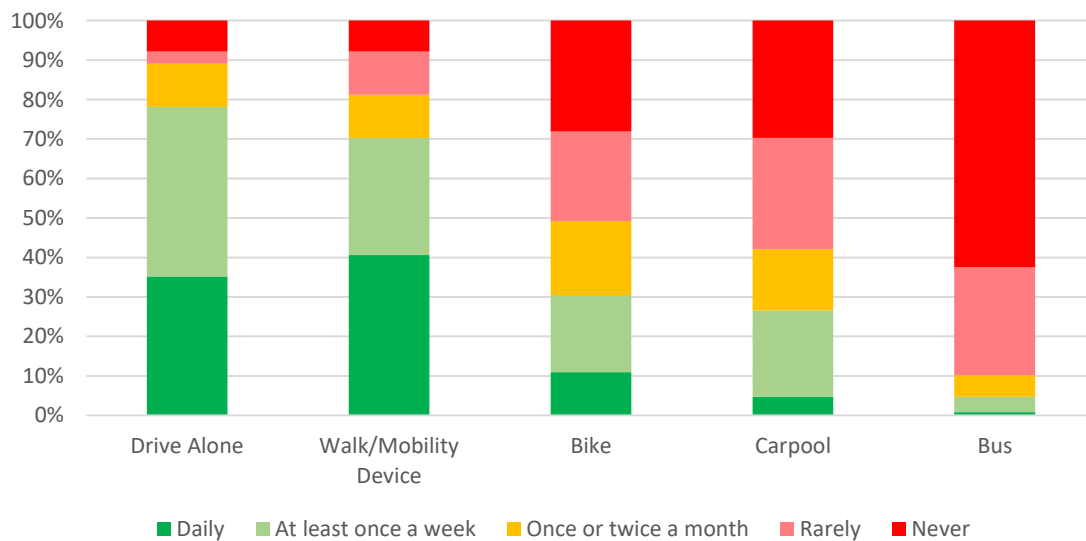


Figure 9: Frequency With Which Respondents Drive Alone by Location

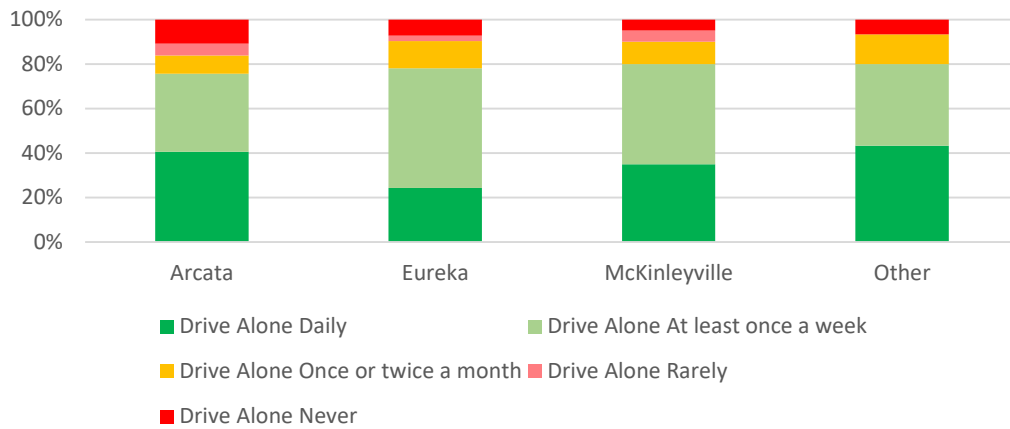


Figure 10: Frequency With Which Respondents Walk and/or Bike by Location

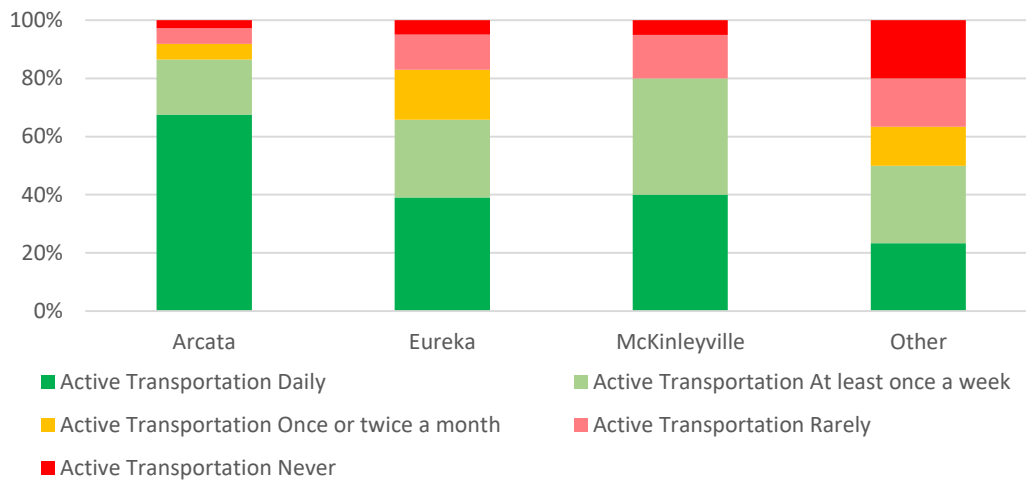


Figure 11: Frequency With Which Respondents Carpool and/or Ride the Bus by Location

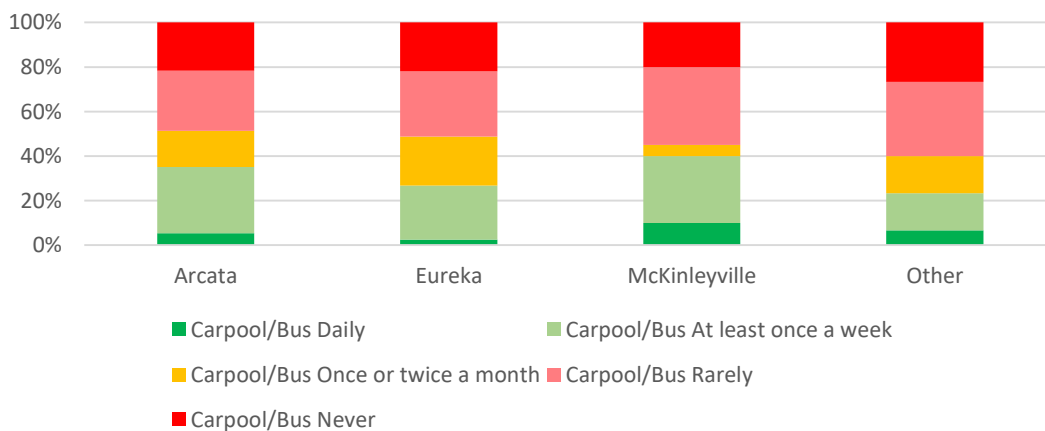


Figure 12: Respondents' Perceptions of How Easy It Is to Use Various Modes of Transportation

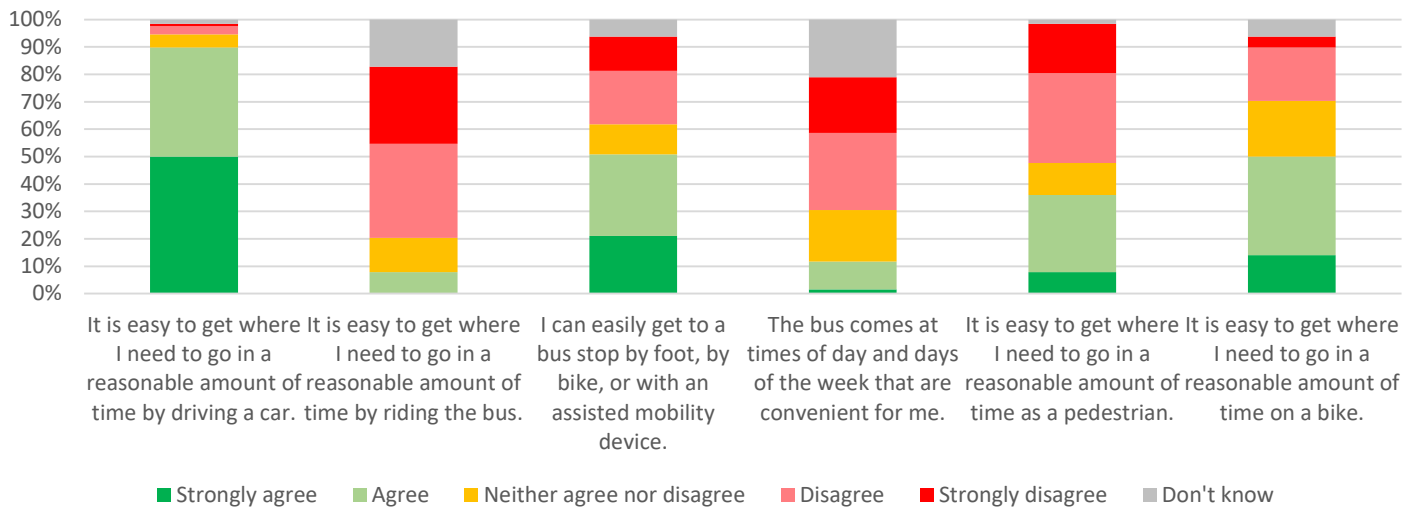


Figure 13: Responses to "It is easy to get where I need to go in a reasonable amount of time by riding the bus" by Location

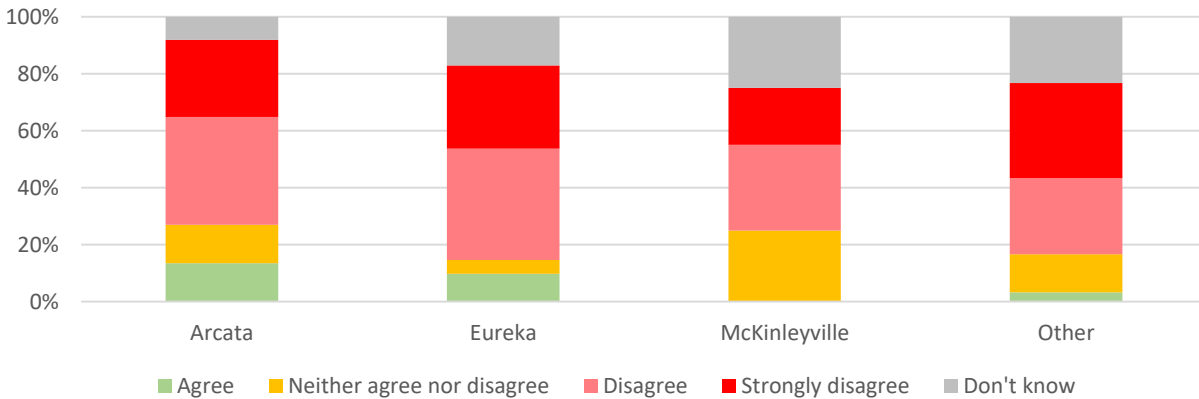


Figure 14: Responses to "I can easily get to a bus stop by foot, by bike, or with an assisted mobility device" by Location

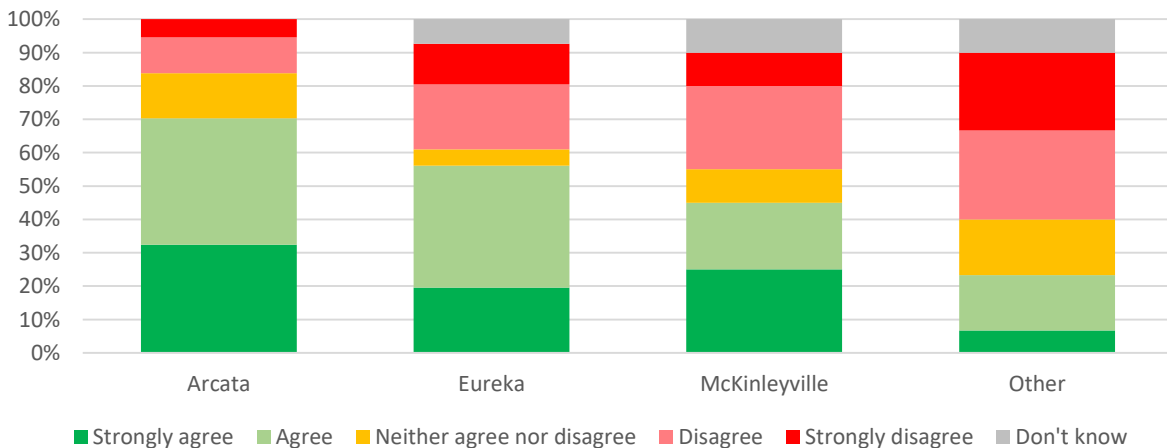


Figure 15: Responses to "The bus comes at times of day and days of the week that are convenient for me" by location

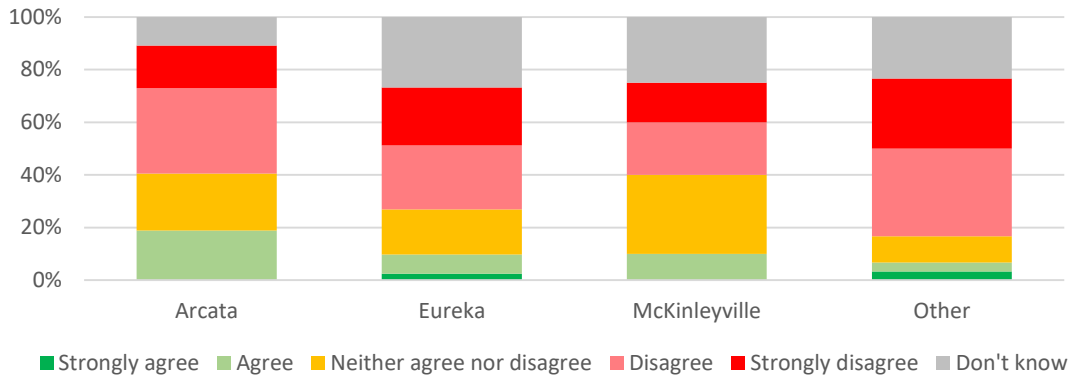


Figure 16: Responses to "It is easy to get where I need to go in a reasonable amount of time as a pedestrian" by location.

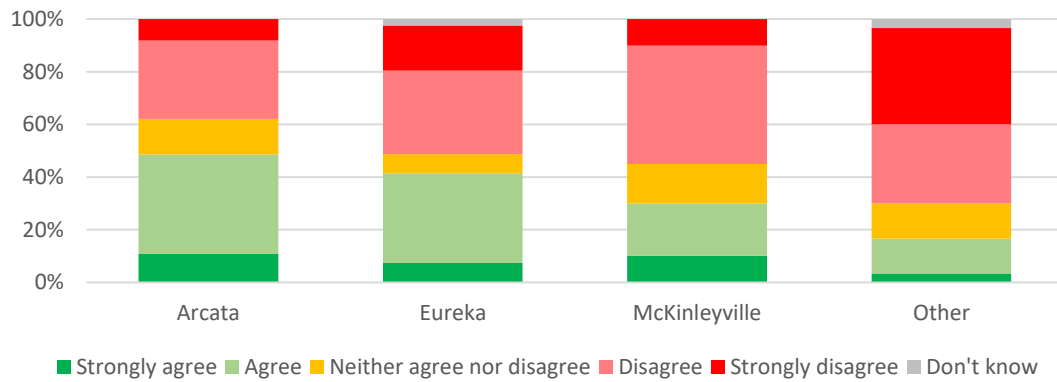


Figure 17: Responses to "It is easy to get where I need to go in a reasonable amount of time on a bike" by Location

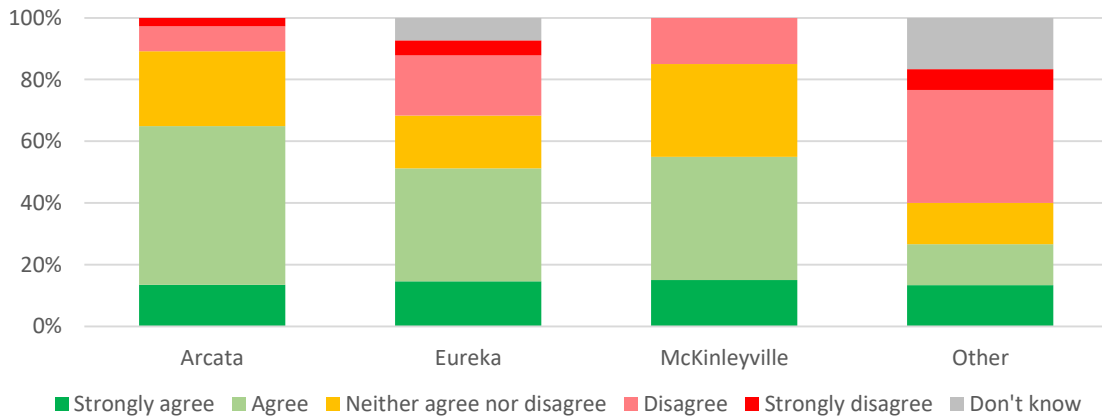


Figure 18: Respondents' Perceptions of the Safety of Various Modes of Transportation

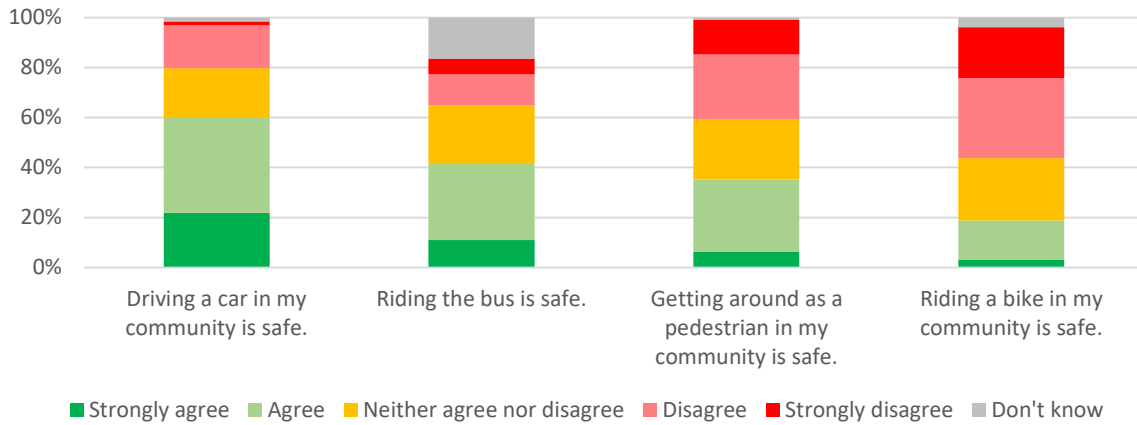


Figure 19: Responses to "Driving a car in my community is safe" by Location

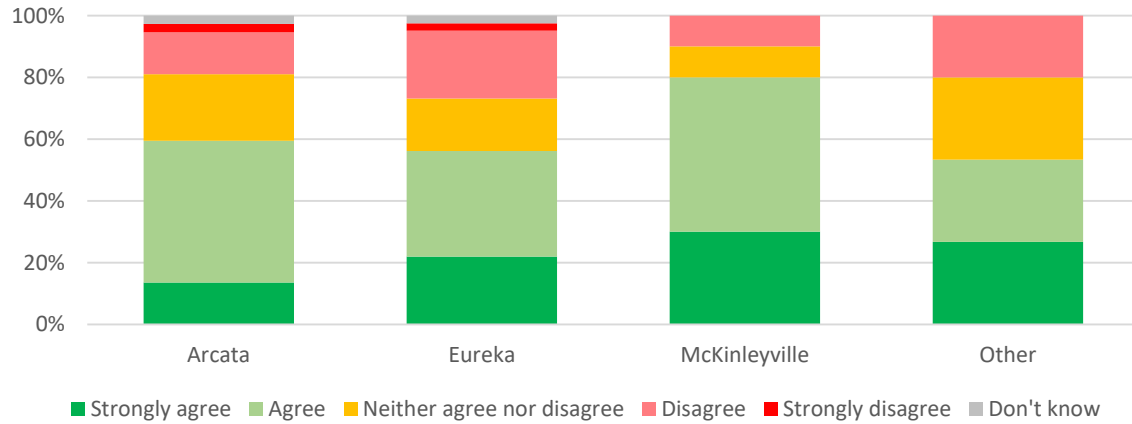


Figure 20: Responses to "Riding the bus is safe" by Location

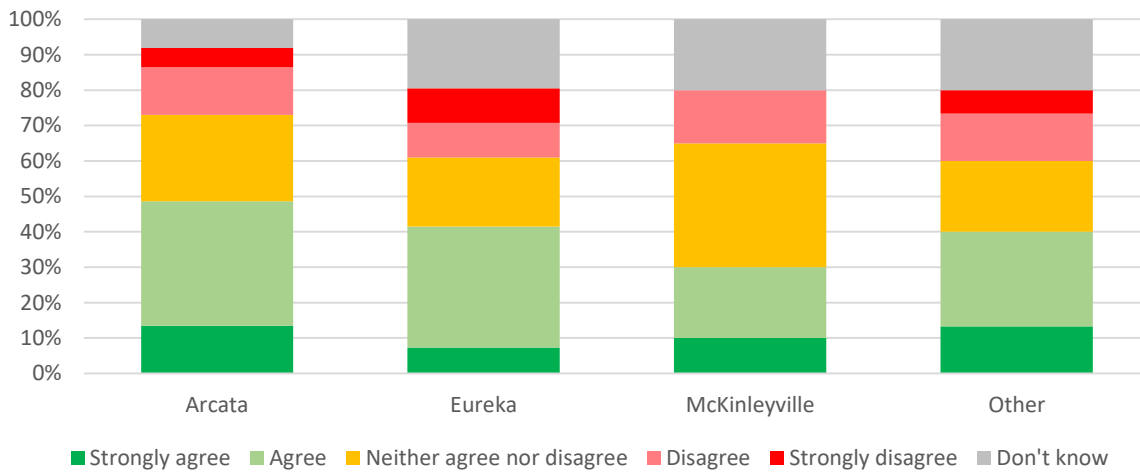


Figure 21: Responses to "Getting around as a pedestrian in my community is safe" by Location

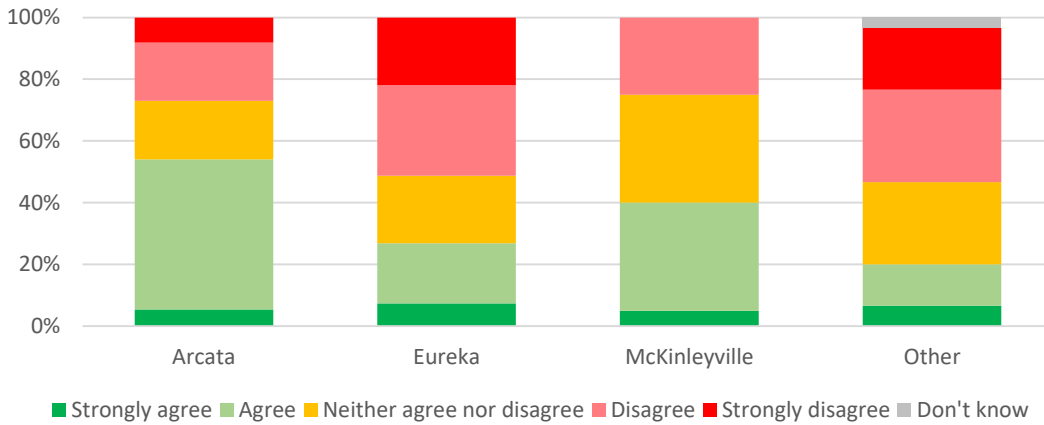


Figure 22: Responses to "Riding a bike in my community is safe" by Location

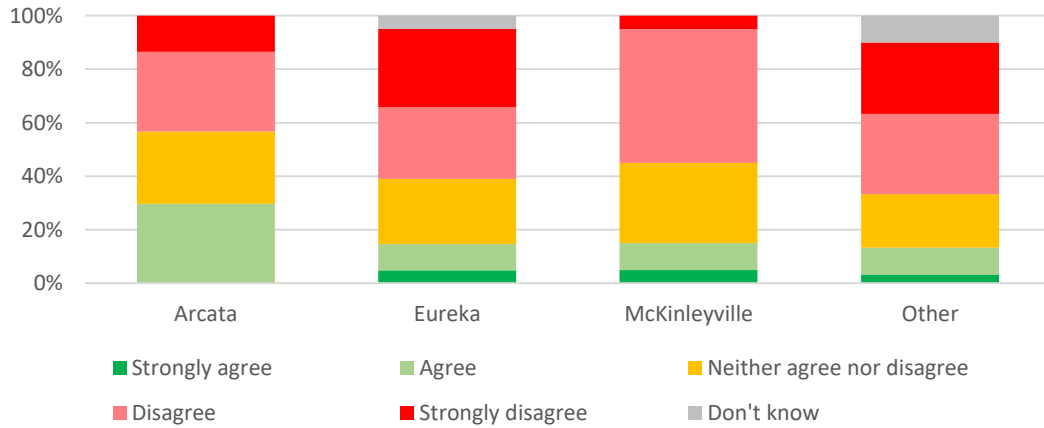


Figure 23: Respondents' Perceptions of How Pleasant It Is to Use Various Modes of Transportation



Figure 24: Responses to "Driving a car in my community is pleasant/enjoyable" by Location

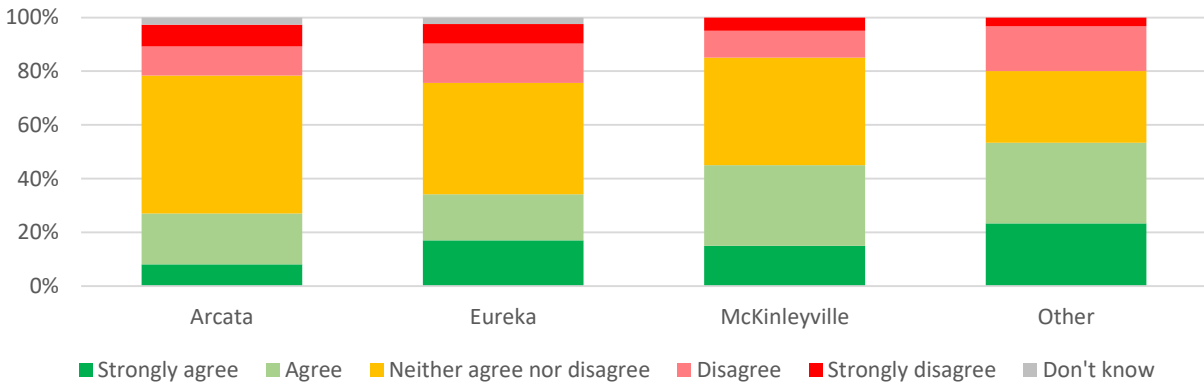


Figure 25: Responses to "Riding the bus is pleasant/enjoyable" by Location

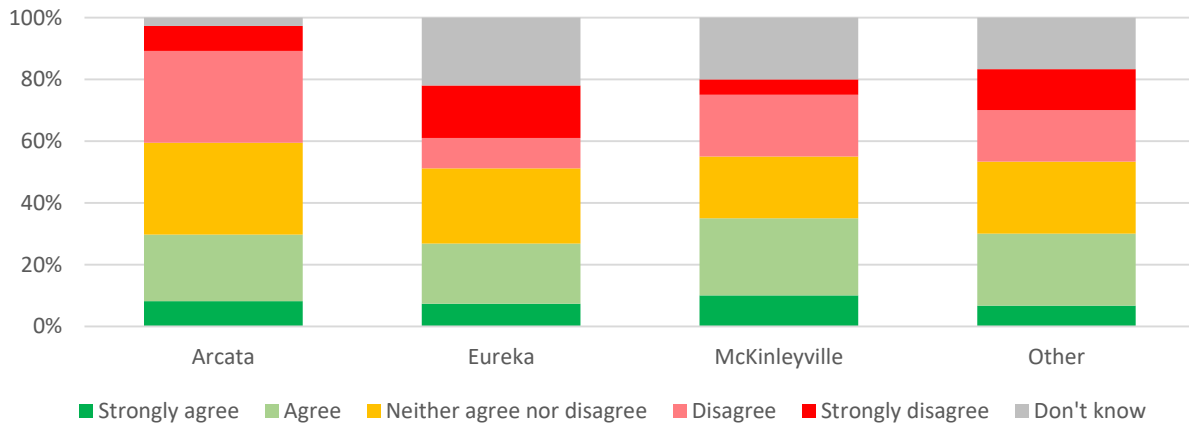


Figure 26: Responses to "Getting around as a pedestrian in my community is pleasant/enjoyable" by Location

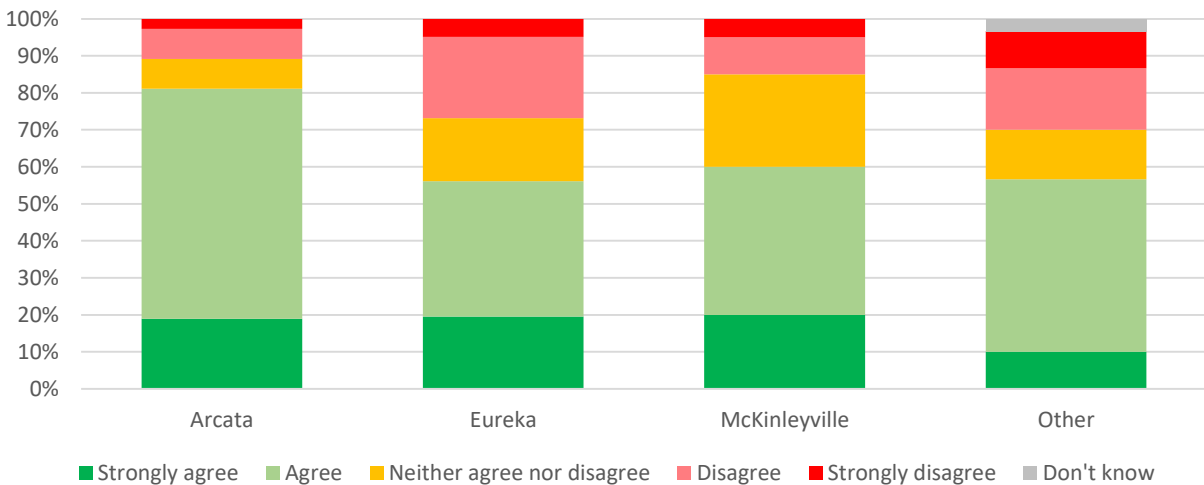


Figure 27: Responses to "Riding a bike in my community is pleasant/enjoyable" by Location

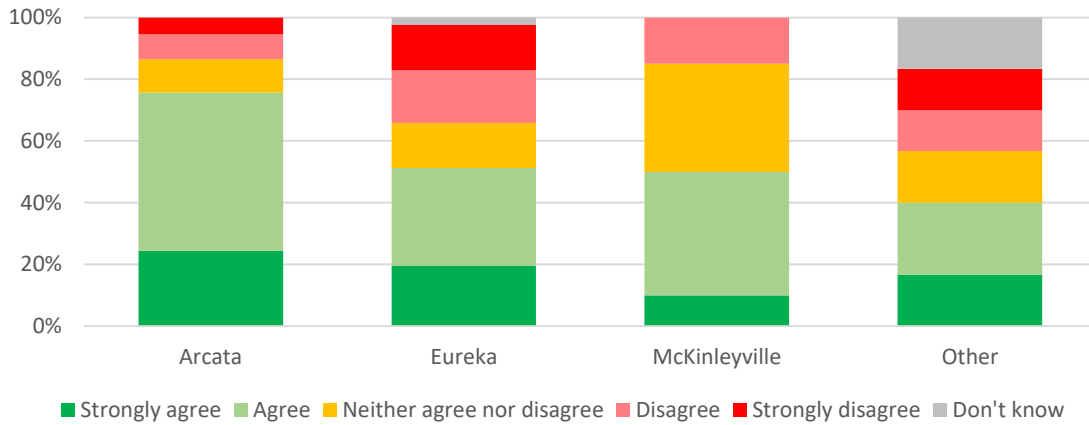


Figure 28: Respondents' Perceptions of How Affordable It Is to Use Various Modes of Transportation

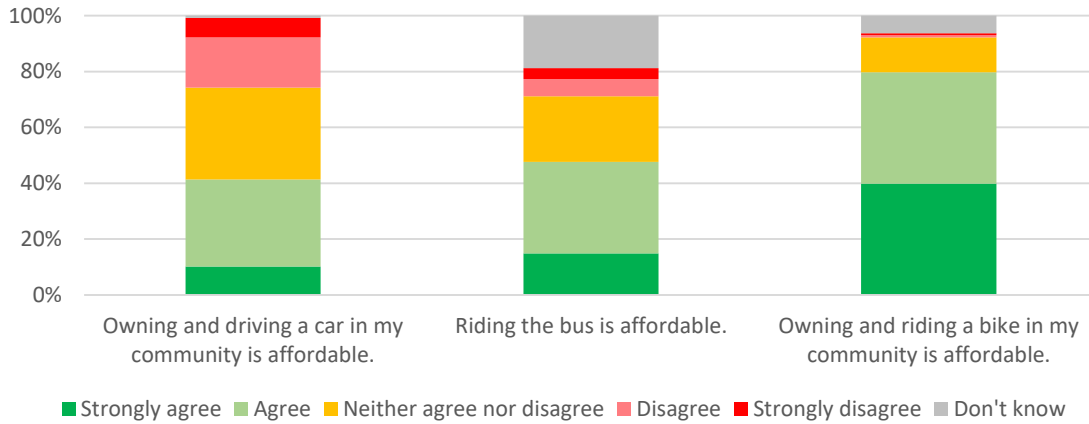


Figure 29: Responses to "Owning and driving a car in my community is affordable" by Location

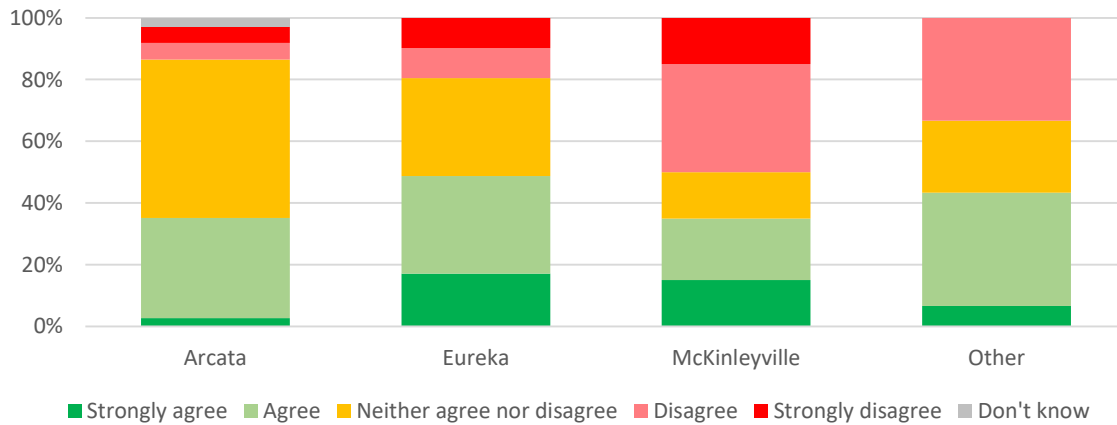


Figure 30: Respondents' Reports of How Much They Like Using Various Modes of Transportation

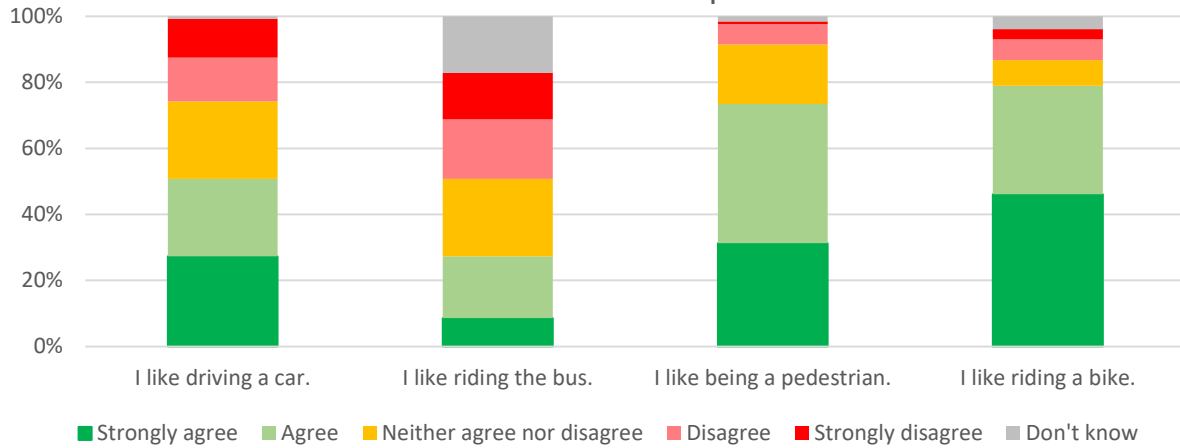


Figure 31: Responses to "I like driving a car" by Location

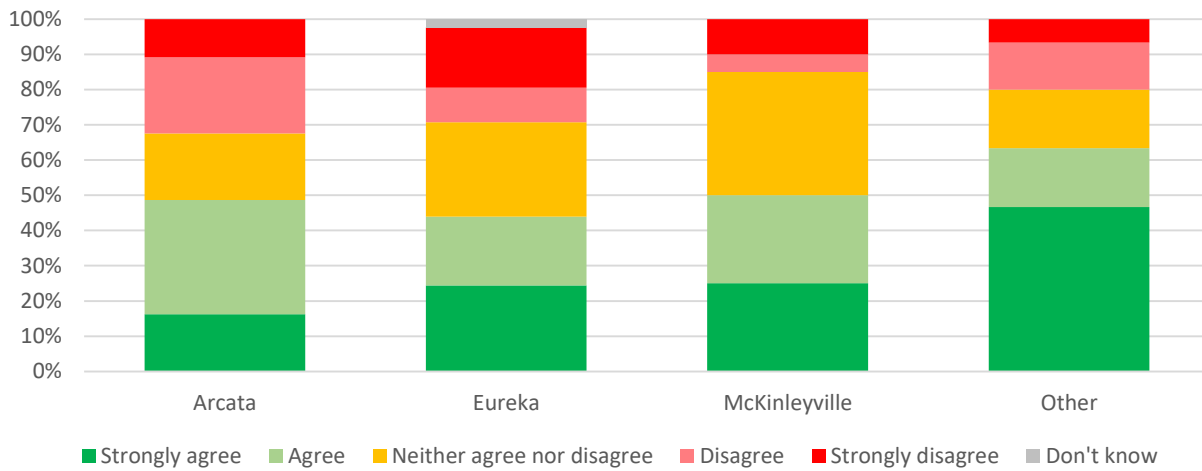


Figure 32: Responses to "I like riding the bus" by Location

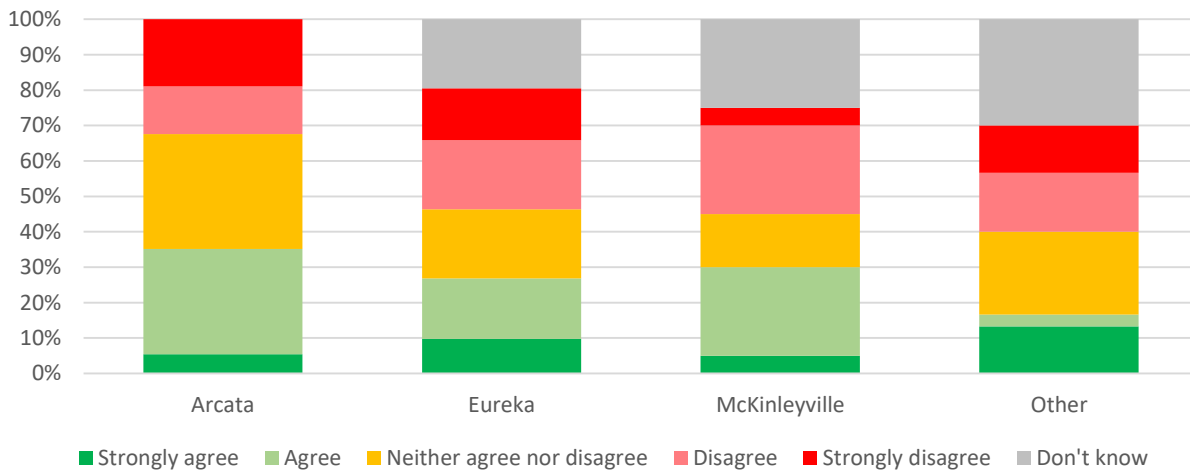


Figure 33: Responses to "I like being a pedestrian" by Location

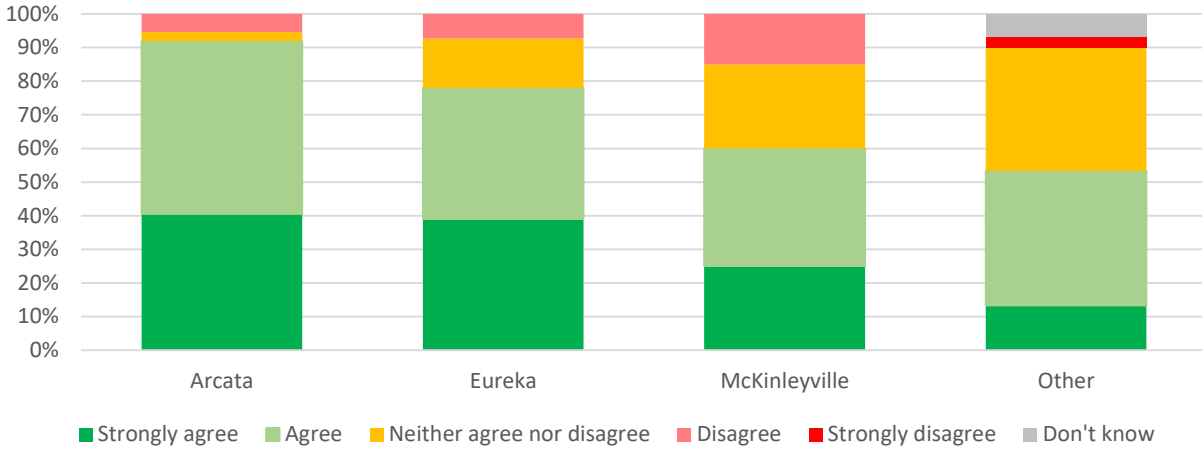


Figure 34: Responses to "I like riding a bike" by Location

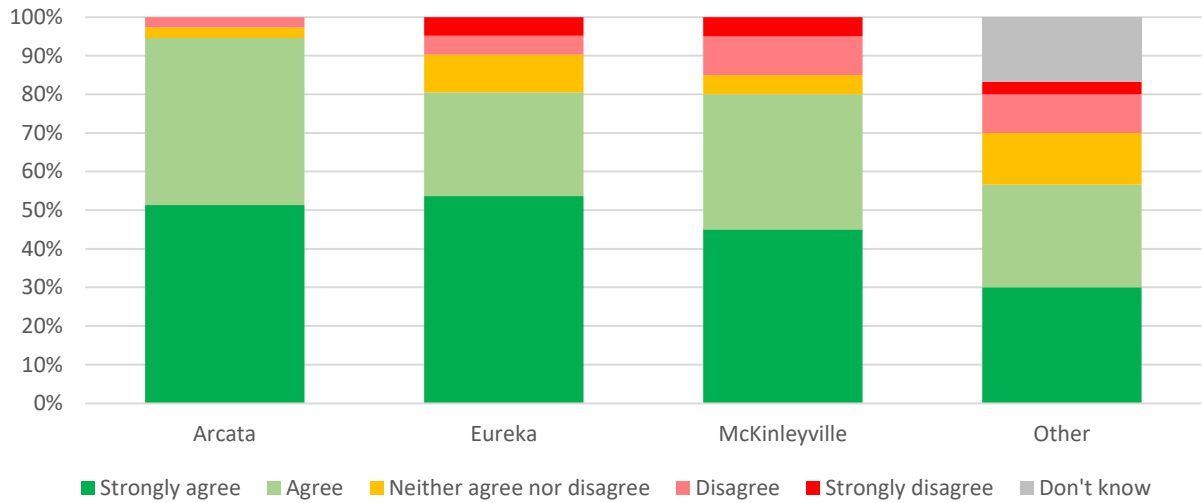


Figure 35: Respondents' Reports of What Modes of Transportation They Would Like to Use More Often

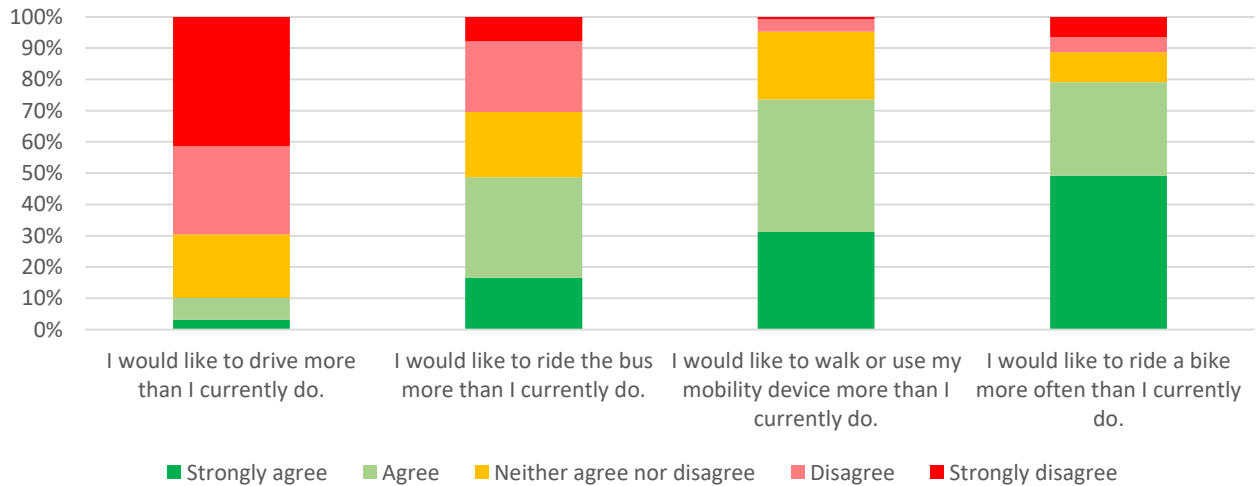


Figure 36: Responses to "I would like to drive more than I currently do" by Location

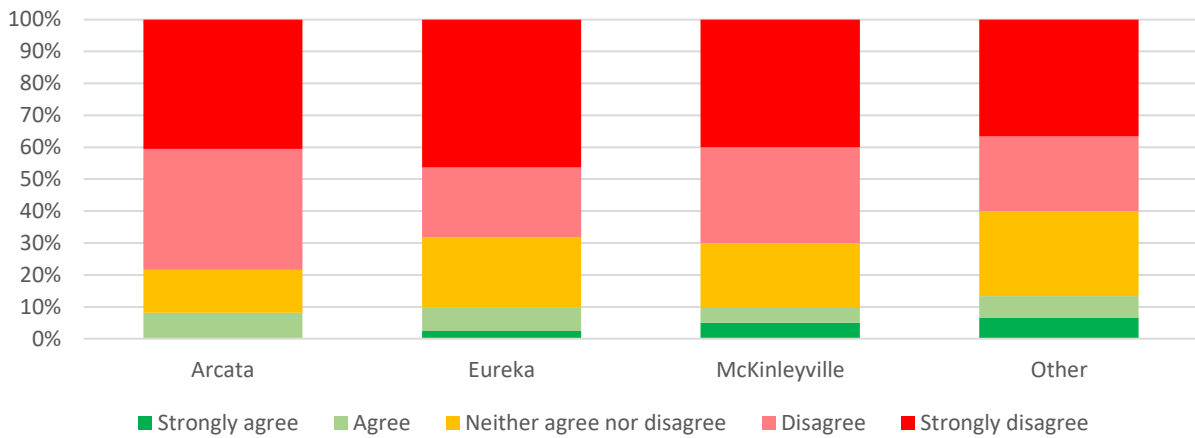


Figure 37: Responses to "I would like to walk or use my mobility device more than I currently do" by Location

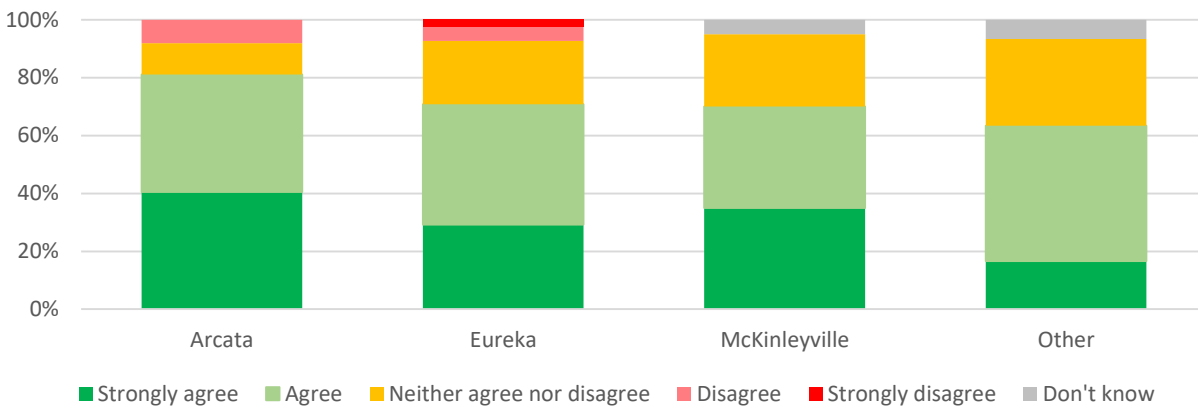


Figure 38: Responses to "I would like to ride a bike more often than I currently do" by Location

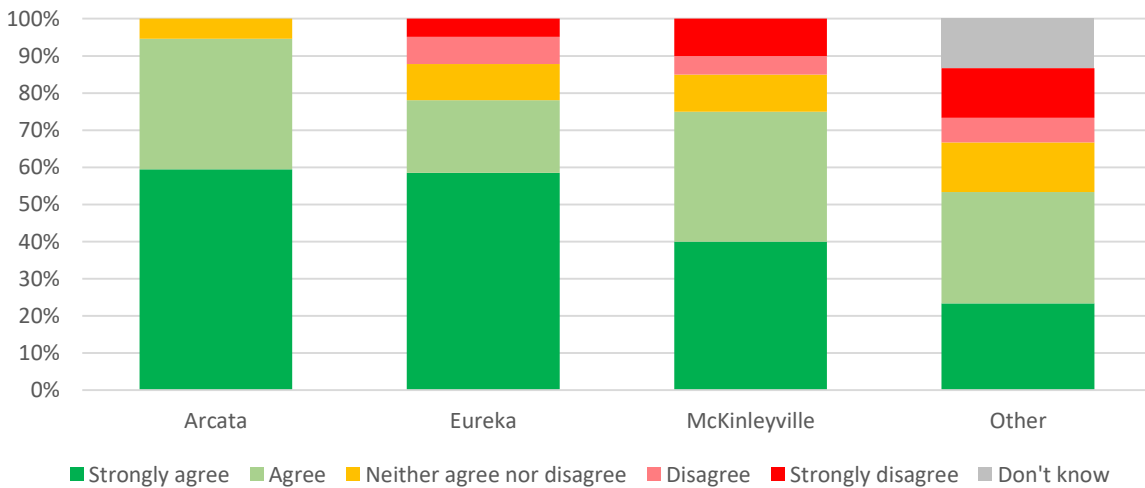


Figure 39: Responses to "I would like to ride the bus more than I currently do" by Location

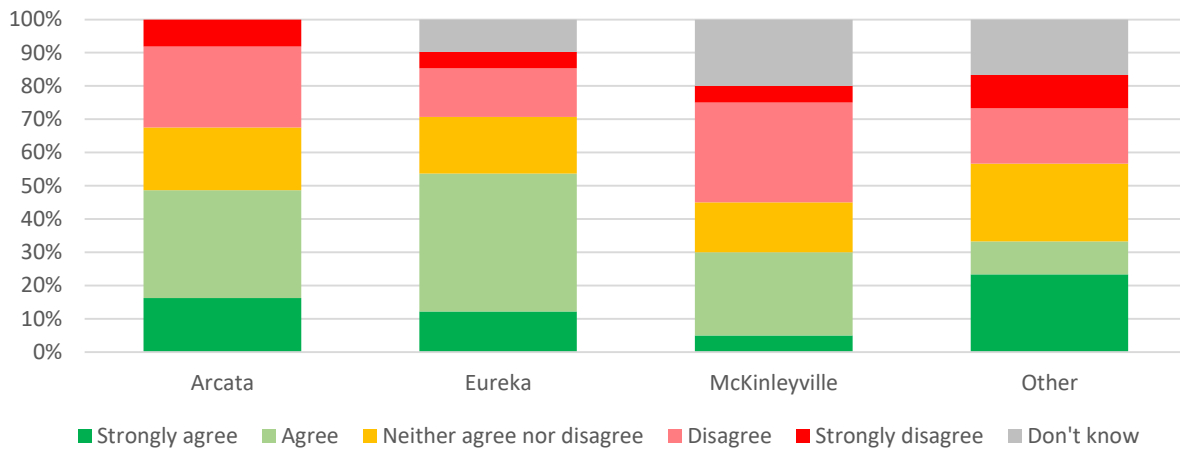


Figure 40: Respondents' Perceptions of the Community Impacts of Various Modes of Transportation

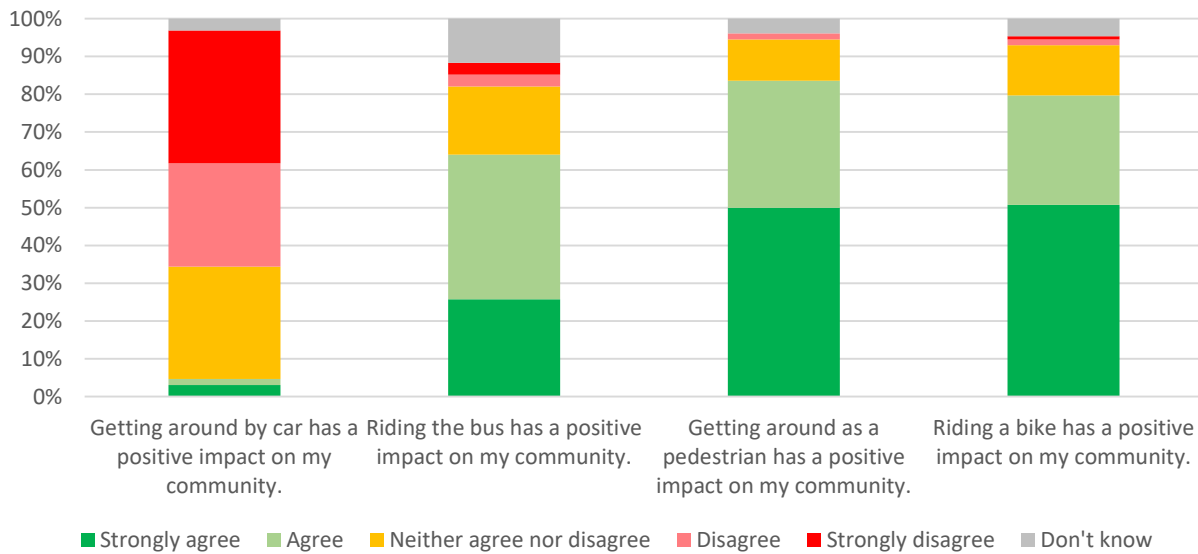


Figure 41: Respondents' Perceptions of the Environmental Impacts of Various Modes of Transportation

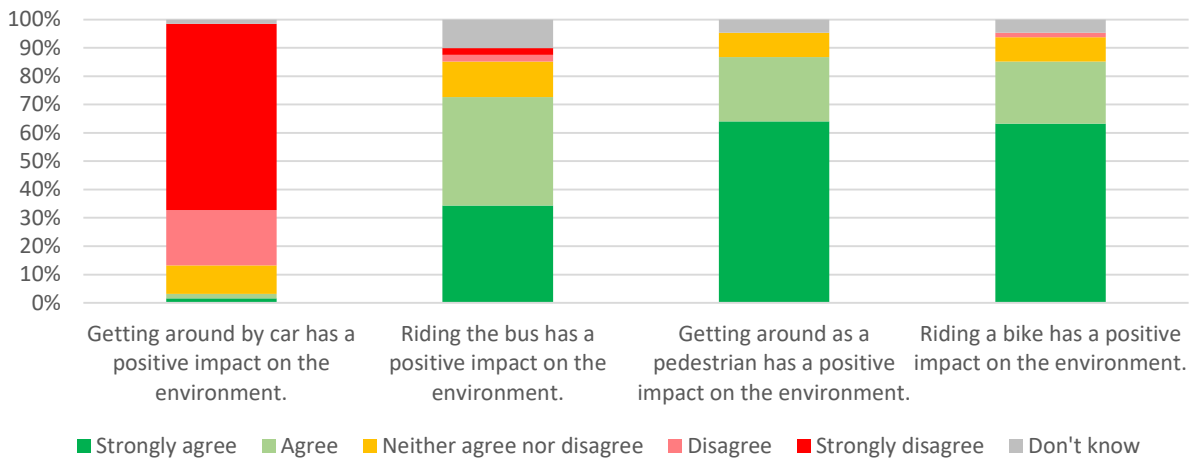


Figure 42: Modes of Transportation Which Respondents Would Prefer to Use in an "Ideal World"

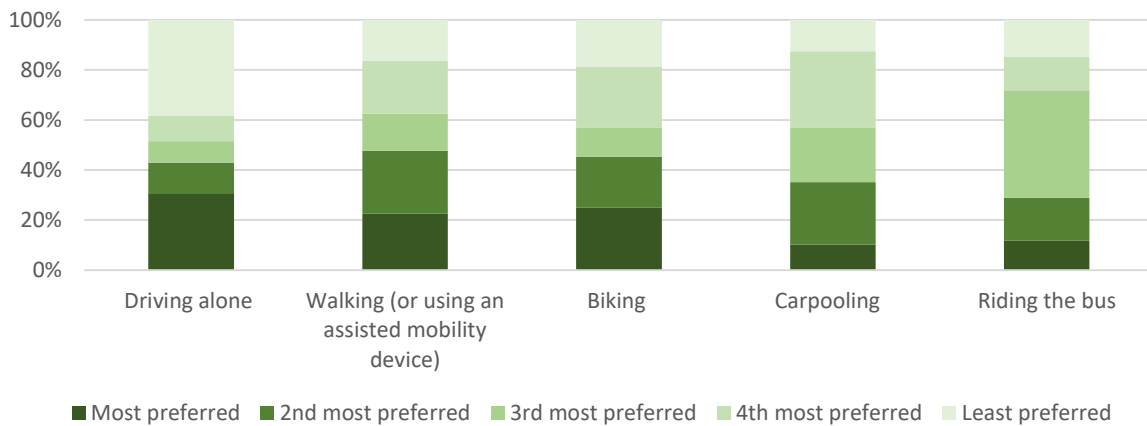


Figure 43: Respondents' Preferences for Driving Alone in an "Ideal World" by Location

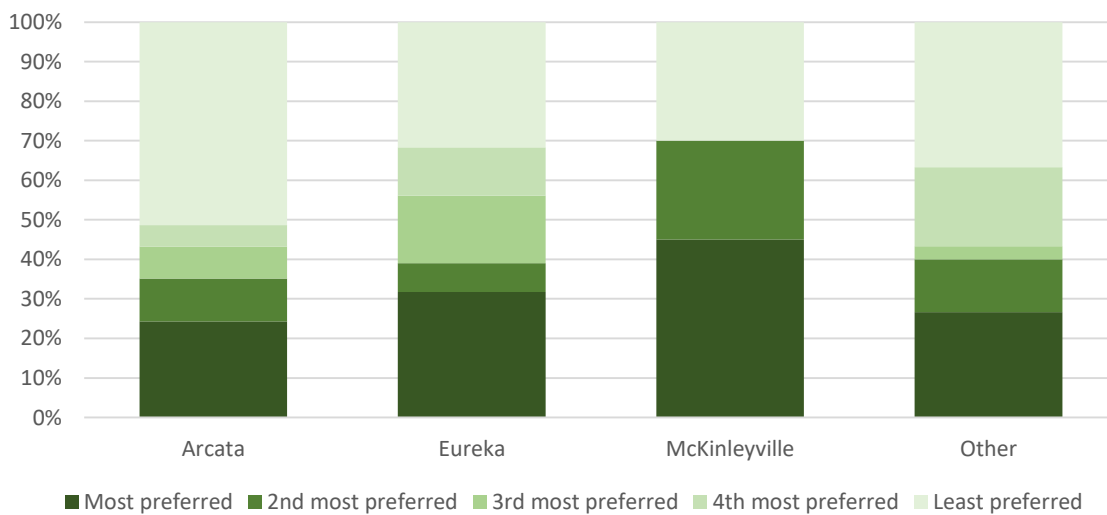


Figure 44: Respondents' Preferences for Carpooling in an "Ideal World" by Location

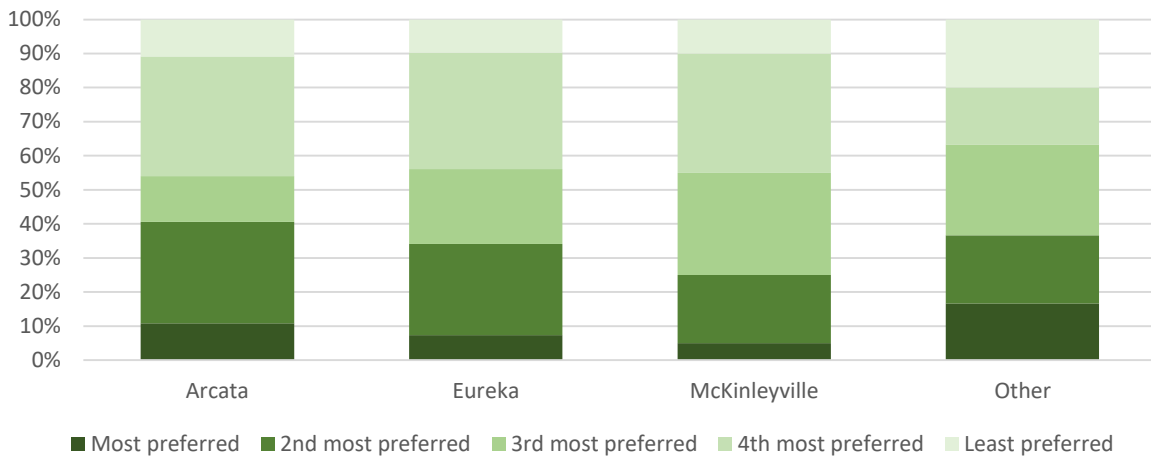


Figure 45: Respondents' Preferences for Riding the Bus in an "Ideal World" by Location

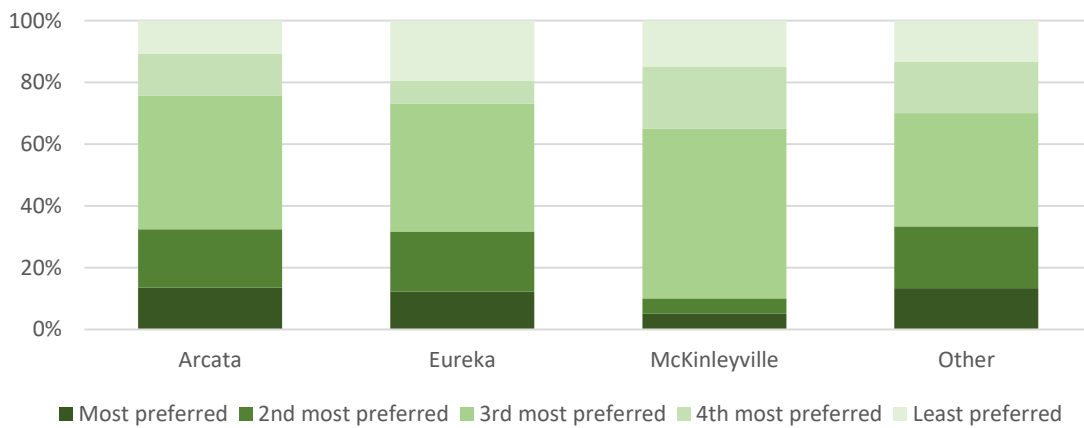


Figure 46: Respondents' Preferences for Walking (or using an assisted mobility device) in an "Ideal World" by Location

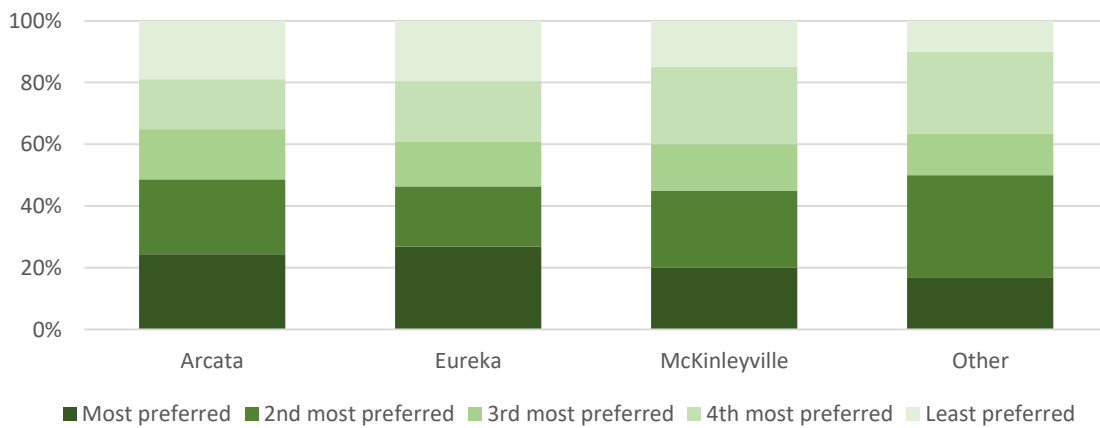


Figure 47: Respondents' Preferences for Biking in an "Ideal World" by Location

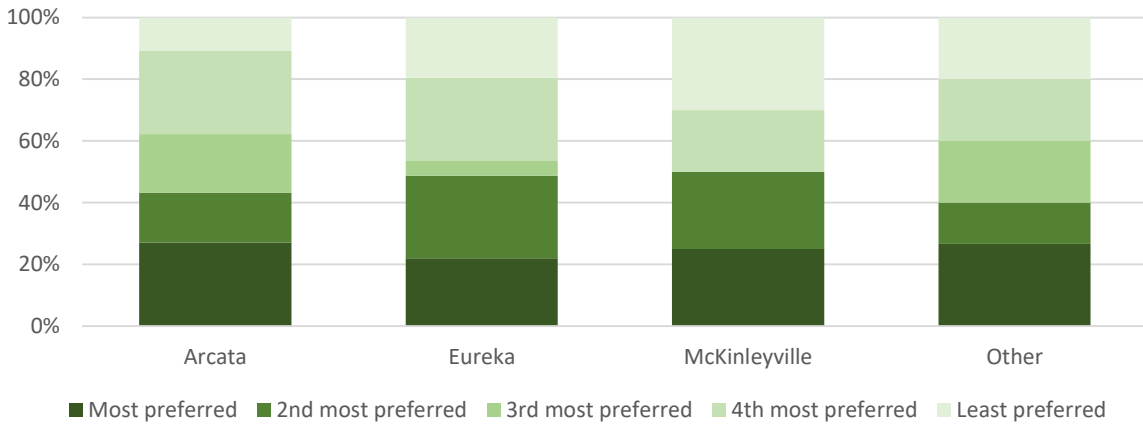


Figure 48: Respondents' Reports of the Importance of Various Factors in Determining Their Transportation Mode Choices

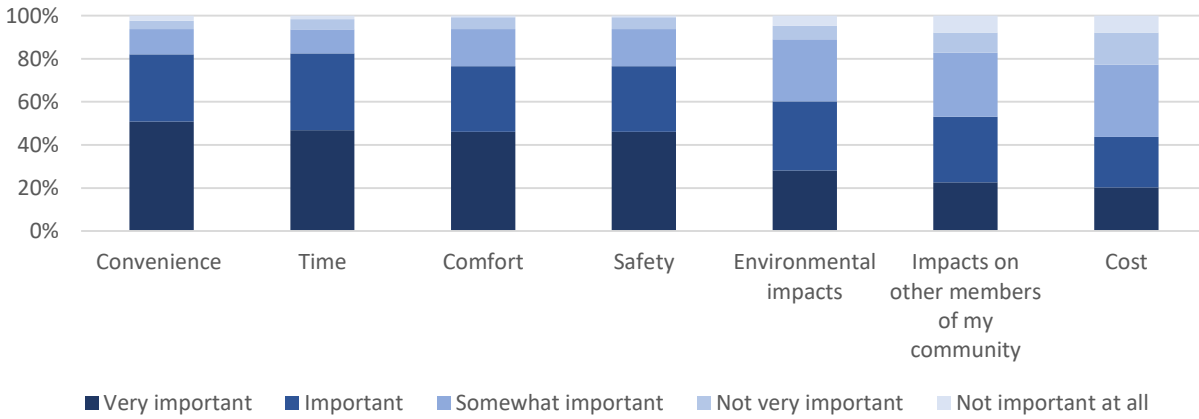


Figure 49: Respondents' Reports of the Importance of Convenience in Their Transportation Mode Choices

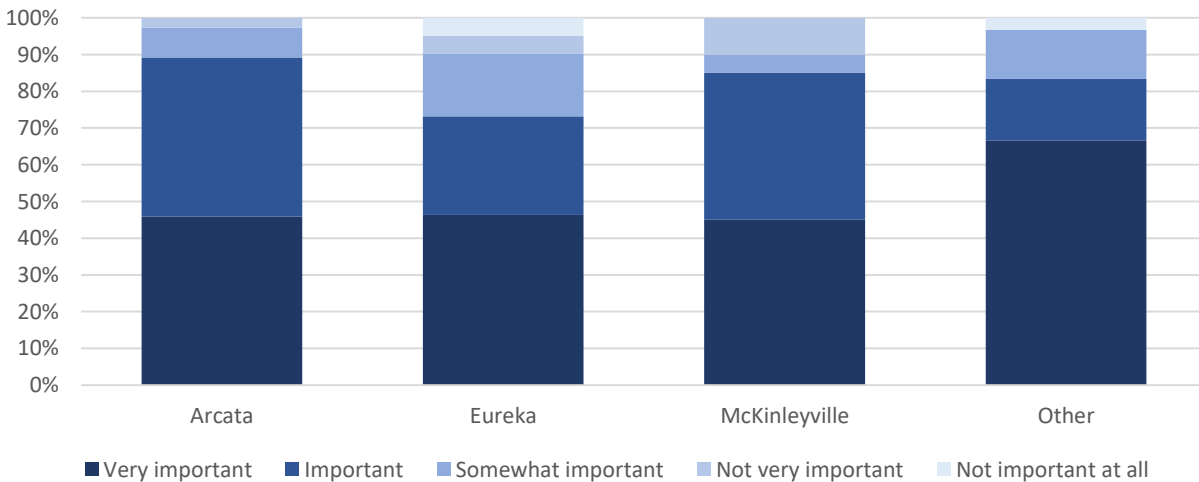


Figure 50: Respondents' Reports of the Importance of Time in Their Transportation Mode Choices

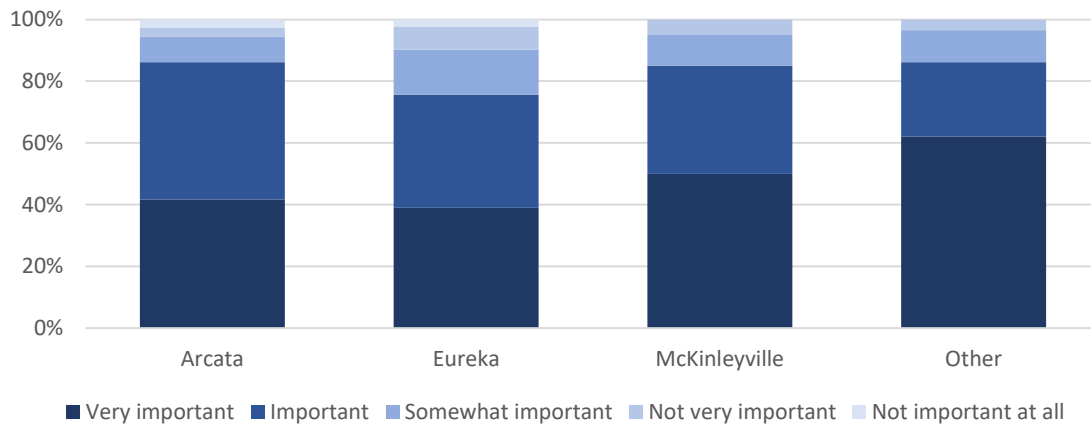


Figure 51: Respondents' Reports of the Importance of Cost in Their Transportation Mode Choices

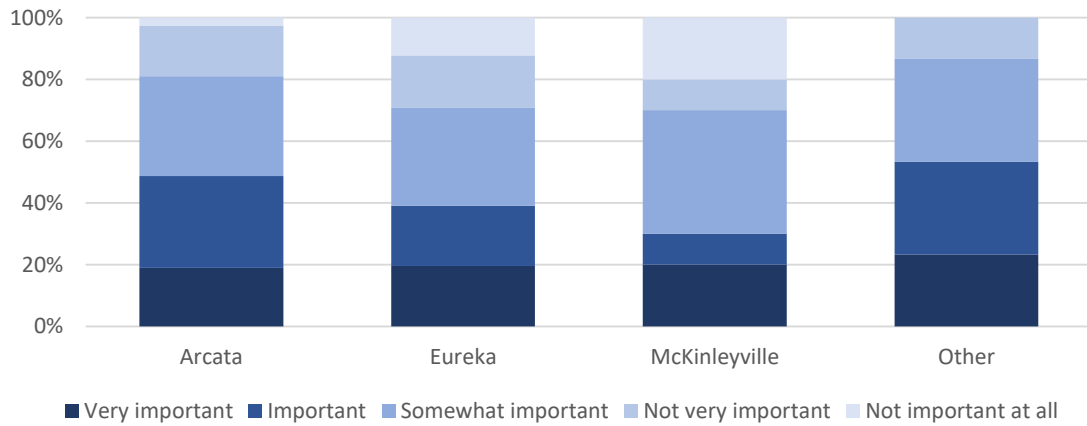


Figure 52: Respondents' Reports of the Importance of Comfort in Their Transportation Mode Choices

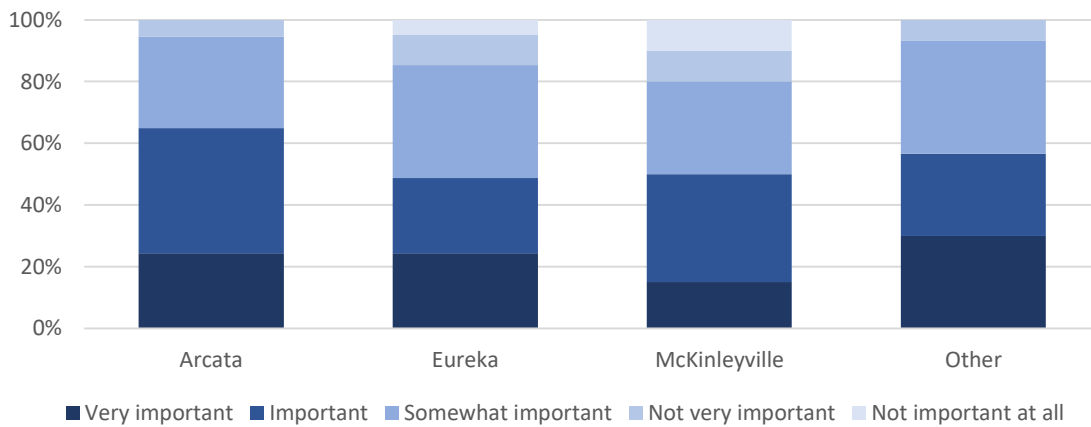


Figure 53: Respondents' Reports of the Importance of Safety in Their Transportation Mode Choices

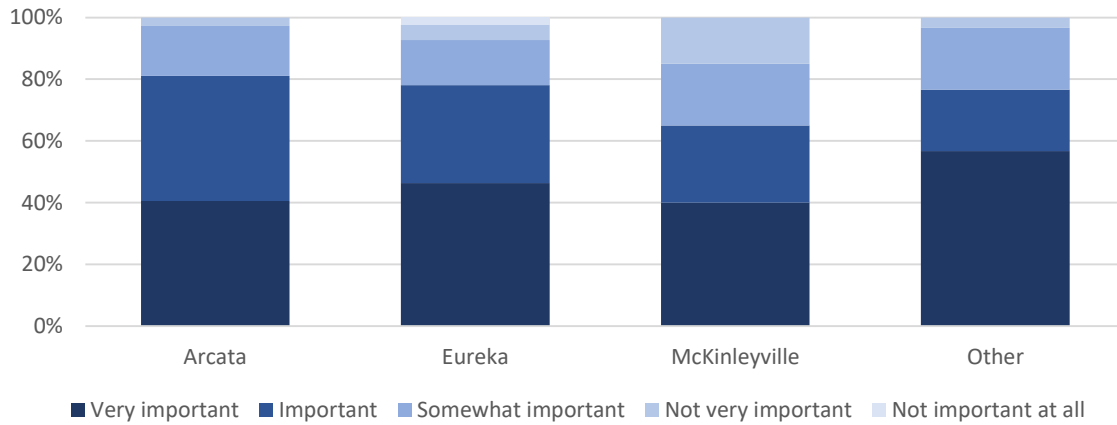


Figure 54: Respondents' Reports of the Importance of Environmental Impacts in Their Transportation Mode Choices

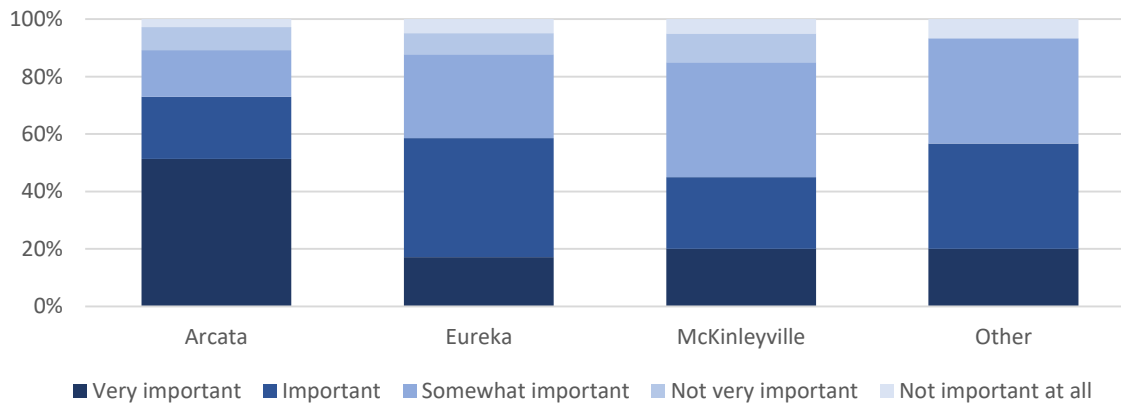


Figure 55: Respondents' Reports of the Important of Impacts on Other Members of Their Community on Their Transportation Mode Choices

