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**Narrative Report of the Results of
A Study of Public Attitudes and Opinions
Regarding Various Planning and Development Issues
in Lincoln and Lancaster County**

**Prepared for
Lincoln/Lancaster County Planning Department
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2010 Public Opinion Survey of Planning and Development Issues in Lincoln and Lancaster County

Executive Summary

INTRODUCTION

A total of 700 residents of Lancaster County, Nebraska (628 in Lincoln city limits and 72 outside of Lincoln, in Lancaster County) were contacted and interviewed by telephone between February 18th and March 29th, 2010. The maximum margin of error associated with the sample of 700 is $\pm 3.7\%$.

Survey items were mutually agreed upon by representatives of the Lincoln/Lancaster County Planning Department and Sigma Group. Many of the survey items were repeated from studies conducted in 2000 or 2001. Comparisons are made to those findings, where appropriate. All interviewers were employed by Sigma Group and were trained on the specific needs and uniqueness of the 2010 Public Opinion Survey for the Lincoln/Lancaster County Planning Department.

A more complete discussion of the study objectives and the findings are presented in the full narrative report following this summary. The next few pages are intended to provide a brief overview of the major study findings and Sigma Group's observations based on those findings.

MAJOR STUDY FINDINGS

PERCEPTIONS OF GROWTH AND DEVELOPMENT CONDITIONS

Area residents were asked their level of agreement with ten statements about existing conditions in Lincoln and Lancaster County.

- An overwhelming majority of area residents agreed that Lincoln has good air quality (98%). Agreement levels were consistently high across age groups and geographic areas.
- Area residents were more likely to agree that there are plenty of housing choices, by type and size (90%) than by price range (79%). Those living in the North East area (72%) and in Lancaster County outside of Lincoln (66%) were less likely than others to agree that housing choices were adequate across price ranges. Agreement levels on both housing choices items increased significantly since the 2000 study.
- Five of six area residents agreed that more production of local food sources should be encouraged (84%), and agreement on this issue declined with age (from 89% among those under 45 to 72% among those 65 and over).
- More than four of five area residents agreed that limiting energy consumption should be an important issue (82%).

- Three in four area residents agreed that development and redevelopment in Downtown Lincoln should be a focus (73%), and again, levels of agreement declined with age.
- Three in five area residents agreed that Lincoln should place more emphasis on the physical appearance of the city (63%) and that Lincoln is developed in a planned and organized way (62%). Those living in North East Lincoln were particularly likely to agree that more emphasis should be placed on the physical appearance of the city (69%), and East area residents were particularly likely to agree Lincoln is developed in a planned and organized way (74%).
- A third of area residents agree that the streets in Lincoln are adequate for carrying the volume of traffic we have (34%), while twice as many disagreed (66%). Those living in the Far South (23%) and the County outside of Lincoln (26%) were least likely to agree that streets are adequate. Agreement that streets are adequate increased significantly since the 2000 study.
- Area residents were more likely to disagree (68%) than to agree (30%) that Lincoln is becoming too spread out. Residents of North East (35%) and East (36%) Lincoln were most likely to agree that Lincoln is becoming too spread out, while those in the Far South were least likely to agree (19%).

PREFERENCES ON KEY TRADEOFF ISSUES

Area residents were also asked to give opinions on four "trade-off" issues.

- A majority preferred that natural resources should be preserved, even if it meant additional tax funds would be used to buy the land or development rights (63%). Responses were consistent across geographic areas (59% to 66%), but the proportion that agreed declined significantly between 2000 (76%) and 2010 (63%).
- More than three-fifths also felt the city should provide new public infrastructure in multiple directions to serve growth demands (63%), rather than in just one direction. Those in the North East (71%) and Far South (72%) were most likely to agree that infrastructure should be provided in multiple directions, while those in the South were least likely to agree (54%).
- A slight majority felt that the city should expand its recycling program, even if it required additional tax funds (53%). There was a wide variation in agreement levels across geographic areas on this item (47% to 66% agreed).
- Area residents were split on the issue of whether there should be incentives for improving energy efficiency, if this required additional tax funds – 51% agreed, while 48% thought that there should not be such incentives. The proportion who agreed ranged from 48% to 55% across geographic areas.
- On all four of the trade-off issues, those age 65 and over were least likely to agree.

IMPORTANCE OF VARIOUS PLANNING OBJECTIVES AND PRIORITIES

When area residents were asked how important each of 22 potential objectives was as the City and County establishes priorities for the future, a highly environmental mind-set was again revealed. The objectives named as most important were that the city/county should:

- *Invest in clean alternative sources of energy. (2.89 on a 4-point scale)*
- *Develop and maintain a system of parks and recreational facilities across the city. (2.83)*
- *Develop water conservation policies and programs that decrease water usage. (2.78)*
- *Widen existing roads to provide better traffic flow going across Lincoln in the North-South direction. (2.77)*
- *Preserve the quality of rural life and highly productive agricultural land in Lancaster County. (2.75)*
- *Maintain and preserve existing wetlands, streams, trees, flood plains, wildlife habitat and other natural resources. (2.72)*

Respondents put the least importance on:

- *Encouraging the development of additional large retail centers, similar to the one at North 27th and Superior Street and South 27th and Pine Lake Road (1.87 on a 4-point scale)*
- *Spending Additional tax funds to build streets and utilities for new, developing areas (2.14)*

Sixteen of the 22 items were also measured in a study in 2000. Between studies, the only two increases in rated importance were for:

- *Encouraging smaller neighborhood retail areas that are close to residential areas, and more accessible by walking and biking. (+.27 on a 4-point scale)*
- *Encouraging the development of additional large retail centers, similar to the one at North 27th and Superior Street and South 27th and Pine Lake Road. (+.05)*

The remaining items all had lower importance ratings than found in 2000, and the largest declines were for:

- *Planning and building county roads to serve the needs of rural residents. (-.31)*
- *Maintaining and preserving existing wetlands, streams, trees, flood plains, wildlife habitat and other natural resources. (-.29)*
- *Encouraging the development of better or expanded airline service in Lincoln. (-.25)*
- *Preserving the quality of rural life and highly productive agricultural land in Lancaster County. (-.21)*

Across geographic areas, Far South residents were particularly likely to place importance on widening North-South roads, developing highways or beltways around the city, and improving airline services.

INVESTING PUBLIC FUNDS TO KEEP/ATTRACT LARGE EMPLOYERS

Two-fifths of area residents (42%) supported investing public funds in making improvements in the infrastructure of the area in order to keep or attract large employers to Lincoln or Lancaster County, while half (50%) felt the city should not use tax funds for such an effort. Compared to the 2000 study, the proportion who felt that tax funds should be used for this purpose increased significantly, and this increase was found for each age group except among those age 65 and over.

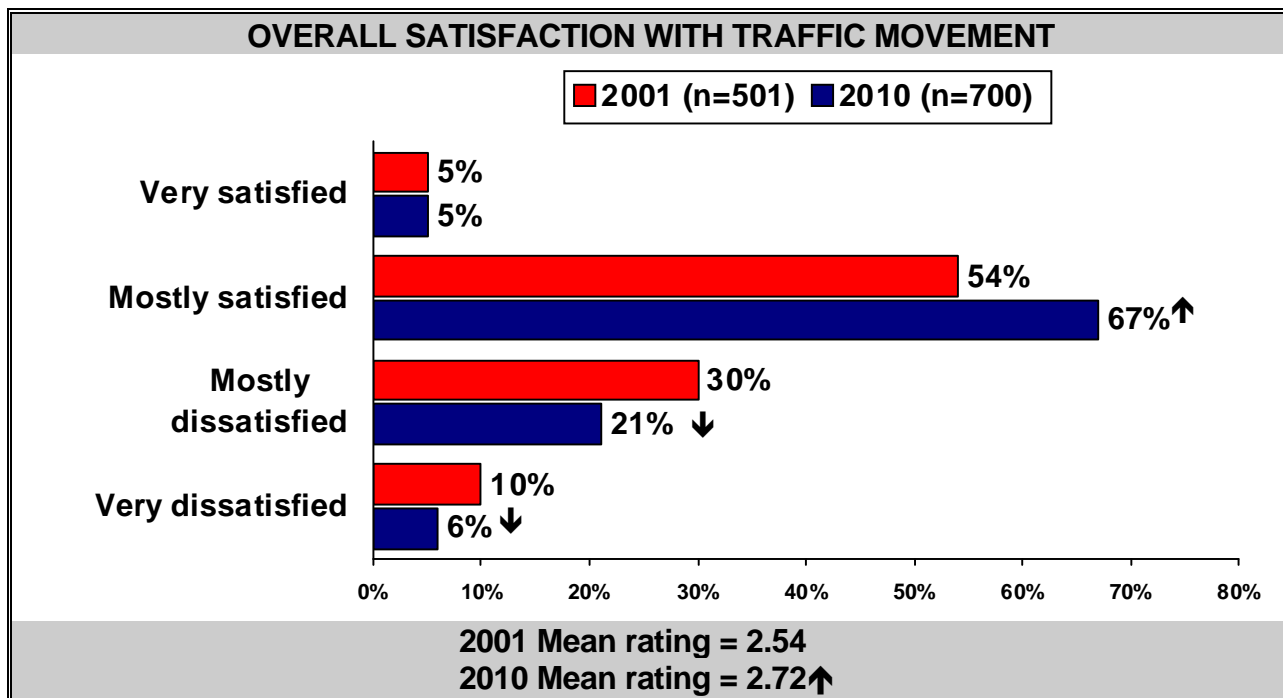
TRAFFIC AND TRANSPORTATION ISSUES

As found in the 2001 study, a large majority of area residents drove a car or truck to get to work (92%), rather than using a bus (3%), walking (2%), riding a bicycle (2%), carpooling (1%), or riding a motorcycle (1%).

Consumers were asked their level of agreement or disagreement with 11 statements about streets, traffic, and transportation issues around Lincoln.

- Consumers were most likely to agree that they have adjusted their travel route to avoid heavy traffic (79% agreed)
- Three-fourths of area residents agreed that they have adjusted their travel time to avoid traffic (75%)
- Respondents were more likely to agree that they would pay higher taxes to make improvements in the street system to improve traffic flow (69%) than that they would pay higher taxes to pay for improvement in non-vehicular transportation (54%) or public transportation (48%)
- Of the 11 statements, consumers were least likely to agree that they adjust their mode of travel to avoid heavy traffic (18%) or that they sometimes take the bus (11%).
- Significant increases from the 2001 study were found in agreement levels that respondents adjust travel times, adjust modes of travel, or sometimes take the bus
- Significant declines were found in agreement that streets are well maintained.

Overall, a majority of area residents were "mostly satisfied" with how traffic moves in Lincoln (67%). Since the 2001 study, the proportion who were mostly satisfied increased significantly, while the proportion who were mostly or very dissatisfied declined significantly.



Respondents were also asked their satisfaction level with seven specific time periods. Satisfaction was highest for weekday mornings between 9 and 11 (3.13 on a 4-point scale), while satisfaction was lowest with traffic on weekday evenings between 4 and 6 (2.41). Across geographic areas, Far South area residents were particularly dissatisfied with traffic on weekday mornings, between 7 and 9, and on weekday evenings, between 4 and 6.

AWARENESS OF HOW TO BE INVOLVED IN PLANNING PROCESS

Over half (53%) of area residents indicated that they know how to be involved in planning/development changes, a somewhat higher proportion than found in the 2000 study (48%).

OBSERVATIONS

Overall, the 2010 Public Opinion Survey of Perception and Attitudes Toward Various Planning Issues in Lincoln and Lancaster County reveals a populace that is largely satisfied and pleased with the air quality, availability of housing choices, and with how traffic moves in Lincoln – and to a greater extent that was measured in 2000 and 2001.

In planning for the future of Lincoln and Lancaster County, citizens put the greatest importance on six planning priorities:

- Investing in clean alternative energy sources (2.89);
- Developing and maintaining a system of parks and recreation facilities (2.83);
- Developing water conservation policies that reduce water usage (2.78);
- Widening existing roads to provide better traffic flow in the North-South direction (2.77);
- Preserving the quality of rural life and highly productive agricultural land in the county (2.75); and
- Maintaining and preserving existing wetlands, streams, trees, flood plains, wildlife habitat, and other natural resources (2.72).

Although still more opposed (50%) than supportive (42%) of using tax funds to make specific improvements to draw or retain a major employer in Lincoln, residents of Lincoln and Lancaster County are much more supportive of that use of public funds than was the case in 2000 (28% supported; 58% opposed).

There will certainly be other major observations and conclusions that can be identified from the 2010 study findings. The highlights presented above are felt to be those that are most clearly supported by the study results and that are consistent with the needs and objectives originally identified by L/LCPD. We at Sigma Group would be pleased to discuss, from our "research advantage," any major findings or conclusions that others might identify based on these results.

Sigma Group appreciates the continued confidence demonstrated by the City of Lincoln and the Planning Department in our research capabilities and philosophies. We welcome the opportunity to be of further assistance in any way possible, in the further analysis or discussion of these study data, or in the conduct of additional primary research. We extend a special note of appreciation to David Cary of the Planning Department for his help in ensuring that the 2010 public opinion survey study effort was a success.

**SECTION I
INTRODUCTION
AND SAMPLE CHARACTERISTICS**

Introduction

The Lincoln/Lancaster County Planning Department commissioned Sigma Group, LLC. of Lincoln, Nebraska to conduct a public opinion survey of the general public in Lincoln and Lancaster County. The study was intended to document public attitudes toward various planning and development issues facing City and County planners and officials as plans are made for directing future growth and development in the area. Generally, the research objectives of the study were as follows:

1. To determine important community issues and concerns related to planning, growth and development of the City of Lincoln and Lancaster County as part of the process to update the City and County's Comprehensive Plan;
2. To allow City and County residents an opportunity to participate in the effort of the Comprehensive Plan update through their participation in the survey;
3. To use the survey results to heighten citizen awareness of important issues in the community.

The further objective of this study is to provide a series of "benchmarks" against which future measurements can be compared to assess the degree of success achieved in meeting the perceived planning and development goals identified in this study. The information gained in attempting to meet these stated objectives is intended to be used to better understand the perceived needs of Lincoln and Lancaster County residents and to implement strategies and plans that will help to direct Lincoln's future growth and development in a manner that is satisfactory to most of its citizenry.

Methodology

In order to meet these objectives, a random sample of 700 respondents in Lancaster County was selected and interviewed by telephone between February 18th and March 29th of 2010. In this study, 628 respondents were from within the Lincoln city limits, and 72 were from the balance of Lancaster County. When the male or female head of household was not available during the first telephone contact, as many as five additional callbacks were made in order to complete the interview. This callback procedure is a quality control mechanism for obtaining a high response rate among area "householders," which ensures a representative random sample. The interviewers involved in the project were experienced and professionally trained Sigma Group interviewers. All fieldwork was validated by supervisory "listen-ins" and observation, and all completed questionnaires were edited and coded independently to ensure the accuracy of the data.

Survey Instrument

Survey items for the study were mutually agreed upon by representatives of Sigma Group and the Lincoln/Lancaster County Planning Department. L/LCPD had responsibility for identifying the topical question areas desired, while Sigma Group had responsibility for writing items that were technically correct and without bias. Many of the survey items in the study were repeated from a planning study conducted in 2000 and a traffic-related study in 2001. Where possible, comparisons to those two studies are presented. The average survey length in the current study was 14.3 minutes. A copy of the survey instrument is provided in the Appendix of this report.

Stability of Results

The maximum expected statistical range of error for a sample of 700 respondents is $\pm 3.7\%$. Stated more simply, if 100 different samples of 700 persons each were randomly chosen from the given population, 95 times out of 100 the total results obtained would vary no more than ± 3.7 percentage points from the results that would be obtained if the entire population were surveyed. As the sample size decreases, the expected error range increases; for example, the expected error range for the respondents located in the West area (zips 68522, 68524, 68528 and 68532; n=52) would be $\pm 13.6\%$. Caution should be exercised in the interpretation and generalization of findings based on small subsamples (e.g. for specific age, gender, or zip code groups).

The error ranges for a sample of 700 respondents and for various response distribution patterns, at the 95% level of confidence, are shown below:

EXPECTED ERROR RANGE FOR A MARKET SAMPLE OF 700 RESPONDENTS*									
Results About:	10%	20%	30%	40%	50%	60%	70%	80%	90%
Error Range:	± 2.2	± 3.0	± 3.4	± 3.6	± 3.7	± 3.6	± 3.4	± 3.0	± 2.2

* At the 95% level of confidence

In other words, if 40% of all 700 respondents answered "yes" to a particular question, 95 times out of 100 in similar studies, the results to that same item should be between 36.4% and 43.6%, or within $\pm 3.6\%$ of the result obtained if every area household were surveyed.

Sample Design

The 42 Lancaster County zips were grouped into seven sub-areas, as shown:

TABLE 1 DISTRIBUTION OF STUDY SAMPLE						
Area	Zip	Town	# of Surveys	% of Total Sample	# Inside Lincoln	# outside Lincoln
North Central			143	20%	139	4
	68501	Lincoln	0			
	68503	Lincoln	39		39	
	68508	Lincoln	26		26	
	68521	Lincoln	78		74	4
	68583	Lincoln	0			
	68588	Lincoln	0			
North East			83	12%	80	3
	68504	Lincoln	44		44	
	68507	Lincoln	37		36	1
	68514	Lincoln	0			
	68517	Lincoln	2			2
	68529	Lincoln	0			
East			105	15%	100	5
	68505	Lincoln	38		36	2
	68510	Lincoln	62		62	
	68520	Lincoln	3		2	1
	68527	Lincoln	2			2
South			150	21%	150	0
	68502	Lincoln	62		62	
	68506	Lincoln	88		88	
	68542	Lincoln	0			
Far South			129	18%	118	11
	68512	Lincoln	26		25	1
	68516	Lincoln	89		84	5
	68523	Lincoln	4			4
	68526	Lincoln	10		9	1
West			52	7%	4152	11
	68522	Lincoln	22		16	6
	68524	Lincoln	13		13	
	68528	Lincoln	15		12	3
	68532	Lincoln	2			2
Other Lancaster County			38	5%		38
	68317	Bennet	6			6
	68336	Davey	1			1
	68339	Denton	2			2
	68358	Firth	2			2
	68368	Hallam	2			2
	68372	Hickman	6			6
	68402	Malcolm	3			3
	68404	Martell	2			2
	68419	Panama	0			
	68428	Raymond	2			2
	68430	Roca	5			5
	68438	Sprague	0			
	68461	Walton	2			2
	68462	Waverly	5			5
	68531	Lincoln	0			
TOTAL			700		628	72

As shown below, the surveys were conducted proportionally, according to the number of households in each geographic area. No weighting was applied to the data.

	Households	% of households	# of surveys	% of surveys
North Central	22,858	20%	143	20%
Northeast	13,605	12%	83	12%
East	16,744	15%	105	15%
South	23,813	21%	150	21%
Far South	20,731	18%	129	18%
West	8,404	7%	52	7%
Other Lancaster County	6,141	5%	38	5%
Total	112,296		700	

Reports Prepared

Lincoln/Lancaster County Planning Department has been provided, under separate cover, a complete set of tabular results including frequencies and percentages by demographic classification. These results will serve as reference material and may be consulted for overall planning purposes. The written analysis prepared and presented herein is based upon both descriptive and inferential statistical analyses of the data and focuses on what Sigma Group determined are the most meaningful findings of the study.

Sample Characteristics

Table 2 presents the demographic information about respondents participating in the study:

TABLE 2 DEMOGRAPHIC CHARACTERISTICS					
	Total 2010 (n=700)	Respondent Age			
		18-44 (n=169)	45-54 (n=200)	55-64 (n=188)	65+ (n=143)
Gender:					
Male	48%	52%	47%	49%	45%
Female	52	48	53	51	55
Age:					
18-24	-	1%	-	-	-
25-34	6	25	-	-	-
35-44	18	73	-	-	-
45-54	29	-	100	-	-
55-64	27	-	-	100	-
65-74	13	-	-	-	62
75+	8	-	-	-	38
Average Age	54.5	37.2	50.0	60.0	73.8
Any Children: (under age 18)					
% Yes	34%	78%	41%	11%	1%
# of Residents 6 months+/yr.					
1	19%	7%	19%	17%	39%
2	39	12	31	64	52
3	15	17	24	12	6
4	14	31	17	5	-
5	8	23	5	2	1
6 or more	4	9	6	-	1
Refused	-	1	-	-	1
Average Size	2.7	3.9	2.8	2.1	1.8
Geographic Area: (based on zip code)					
North Central	20%	21%	20%	24%	17%
North East	12	11	13	12	11
East	15	11	14	12	26
South	21	21	26	20	17
Far South	18	22	13	18	22
West	7	9	8	9	3
Lancaster County	5	5	8	5	3

**TABLE 2 - Continued
DEMOGRAPHIC CHARACTERISTICS**

	Total 2010 (n=700)	Respondent Age			
		18-44 (n=169)	45-54 (n=200)	55-64 (n=188)	65+ (n=143)
Inside City Limits of Lincoln					
% Yes	90%	92%	87%	89%	92%
Residence Type					
In a town or city	91%	92%	89%	91%	93%
Acreage	8	7	11	8	6
Farm	1	1	1	1	1
Refused	-	1	-	-	-
Residence in Lincoln/Lancaster County:					
Less than 1 year	-	-	-	-	1%
1 to 3 years	1	3	2	1	1
3 to 5 years	2	6	2	2	1
5 to 10 years	8	11	7	6	6
10 years or more	88	79	91	91	92
Refused	-	1	-	-	-
Race:					
White	95%	93%	94%	96%	98%
Black	1	1	1	2	1
Hispanic	1	1	1	1	1
Asian	-	1	1	1	-
Native American	1	1	1	1	-
Other/mixed	1	1	2	1	1
Refused	1	2	1	-	-
Total, non-white	4	4	5	4	2
Income:					
Less than \$25,000	11%	5%	9%	10%	24%
\$25,000<\$35,000	9	7	8	8	13
\$35,000<\$45,000	8	7	8	6	15
\$45,000<\$55,000	10	13	7	9	11
\$55,000<\$75,000	18	19	21	19	10
\$75,000 <\$100,000	18	24	19	15	11
\$100,000 or more	20	22	23	26	7
Don't know/refused	7	4	7	9	8
Average (\$000)	69.2	76.2	73.4	74.1	48.2

- Just over half of the respondents in the study were females (52%), similar to the gender proportions that exist in the adult population of the county.
- There was an excellent distribution of respondents, by age, but with a small proportion being between the ages of 18 and 34 (6%). A fifth were over age 65 (21%), with a quarter in the 55 to 64 year age group (27%). One in six were 35 to 44 (18%), and nearly a third were 45 to 54 (29%). This was a younger sample than was observed in the 2000 study conducted for L/LCPD, with more respondents being in the 35-44 (+5%) and 45-54 (+8%) age groups and fewer being in the 65 and over (-13%) category. The age distribution in 2000 was a little older than the actual age distribution of householders in Lancaster County and the 2010 sample is slightly younger than the actual, due to a sampling procedure used to ensure that younger households are reached in the conduct of the study.
- One in three households contained at least one child (34%), with three-quarters of "householders" under the age of 45 (78%) and two-fifths of those between 45 and 54 (41%) having kids.
- One respondent in five reported living alone (19%), with the plurality of households (39%) having two members. With two out of five households having three or more members (41%), the average household size was 2.7 people. As could be expected, the size of the household declined with age.
- As observed in Table 1, about a fifth of respondents lived in the South (21%) and North Central (20%) parts of Lincoln, with somewhat fewer living in the Far South (18%) and East (15%). One household in eight was found in the zips identified as the North East area (12%), and substantially fewer lived in the West Lincoln zip codes (7%), or in rural Lancaster County (5%). Nine in ten lived inside the city limits of Lincoln (90%). This geographic distribution of study respondents was virtually identical to that seen in the 2000 study.
- Only a few respondents lived on an acreage (8%) or farm (1%).
- Seven out of eight householders reported living in the county for at least ten years (88%). One in twelve (8%) had lived in the area for 5 to 10 years. Very few had lived in the county for less than five years (3%).
- Nearly all respondents were white (95%).
- The average household income was \$69,200, a substantial increase in average income from what was seen in 2000 (\$54,600). Nearly two in five households earned more than \$75,000 (38%). Only a tenth earned less than \$25,000 (11%). Income declined with age, especially after 65.

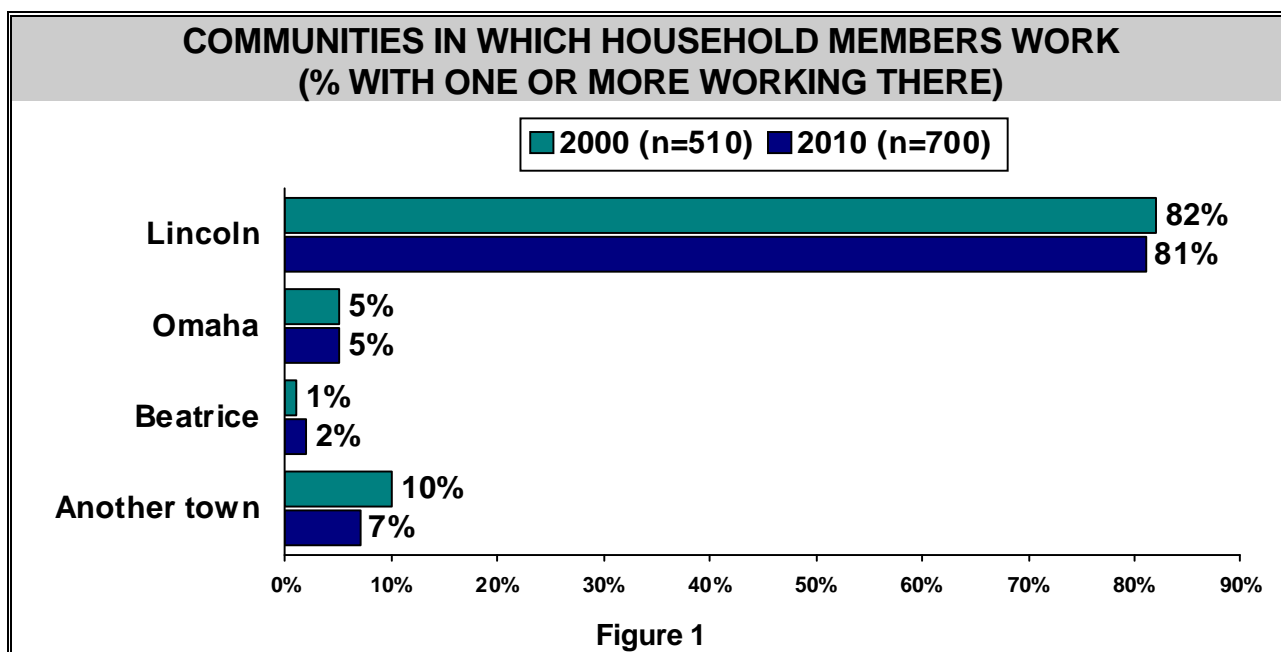
- Across geographic areas, average income levels and age differed considerably, as shown below. West area residents were the youngest, on average (51.0), as was seen in 2000 (51.4). East area residents were the oldest, on average (58.2). Those in the West (42%) and South (41%) were the most likely to have children. Lancaster County residents, outside of Lincoln, had the highest average incomes (\$78,900). North Central area residents reported the lowest incomes (\$56,900), as was seen in 2000 (\$43,200).

DEMOGRAPHIC INFORMATION BY GEOGRAPHIC LOCATION								
	Geographic Area							
	Total (n=700)	North Central (n=143)	North East (n=83)	East (n=105)	South (n=150)	Far South (n=129)	West (n=52)	Lanc. County (n=38)
Average age	54.5	53.8	54.5	58.2	53.5	55.0	51.0	53.2
% age <35	6%	6%	2%	9%	7%	5%	10%	8%
% age 65+	20	17	19	35	17	25	8	13
% With Children	34%	34%	24%	24%	41%	35%	42%	34%
% New to area (less than 5 yrs)	4%	5%	1%	3%	3%	9%	4%	-
Average income	69.2	56.9	63.7	60.8	69.5	88.7	73.5	78.9
% with income of less than \$25,000	11%	15%	10%	16%	15%	4%	6%	3%
% with income of \$100,000+	20	10	13	11	24	39	17	24
Average household size (6 mo.+)	2.7	2.6	2.3	2.5	2.7	2.8	3.0	2.9
% with only one in household	19%	24%	17%	28%	20%	12%	23%	3%
% White	95%	92%	95%	97%	97%	98%	90%	89%

"How many members of your household, if any, work in the following cities or towns?"

- **In Lincoln**
- **In Omaha, or an Omaha suburb**
- **In Beatrice**
- **In another town or city in Nebraska**

TABLE 3 COMMUNITIES IN WHICH HOUSEHOLD MEMBERS WORK							
	Total 2010 (n=700)	Respondent Age				Lincoln City Limits:	
		18-44 (n=169)	45-54 (n=200)	55-64 (n=188)	65+ (n=143)	Inside (n=628)	Outside (n=72)
One or more work in:							
Lincoln	81%	94%	94%	85%	45%	81%	83%
Omaha	5	6	6	6	1	5	8
Beatrice	2	3	1	2	1	2	1
Another town or city in Nebraska	7	11	7	6	5	6	15
Average # work in:							
Lincoln	1.4	1.6	1.7	1.5	0.6	1.4	1.5
Omaha	0.1	0.1	0.1	0.1	0.0	0.0	0.1
Beatrice	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Another town or city in Nebraska	0.1	0.1	0.1	0.1	0.1	0.1	0.2



- More than eight in ten reported that at least one person worked in Lincoln (81%), nearly identical to what was seen in the 2000 study (82%). Only five percent (5%) indicated that a household member worked in Omaha, two percent (2%) in Beatrice, and just seven percent (7%) in any other Nebraska community, all very similar to the 2000 findings.
- A high percentage of those reporting that household members work in communities other than Lincoln, Omaha, or Beatrice, are, obviously, residents of rural Lancaster communities who also work in or near those communities (15% vs. 6% of Lincoln residents).

**SECTION II
PUBLIC PERCEPTIONS OF EXISTING
GROWTH AND DEVELOPMENT CONDITIONS
IN LINCOLN & LANCASTER COUNTY**

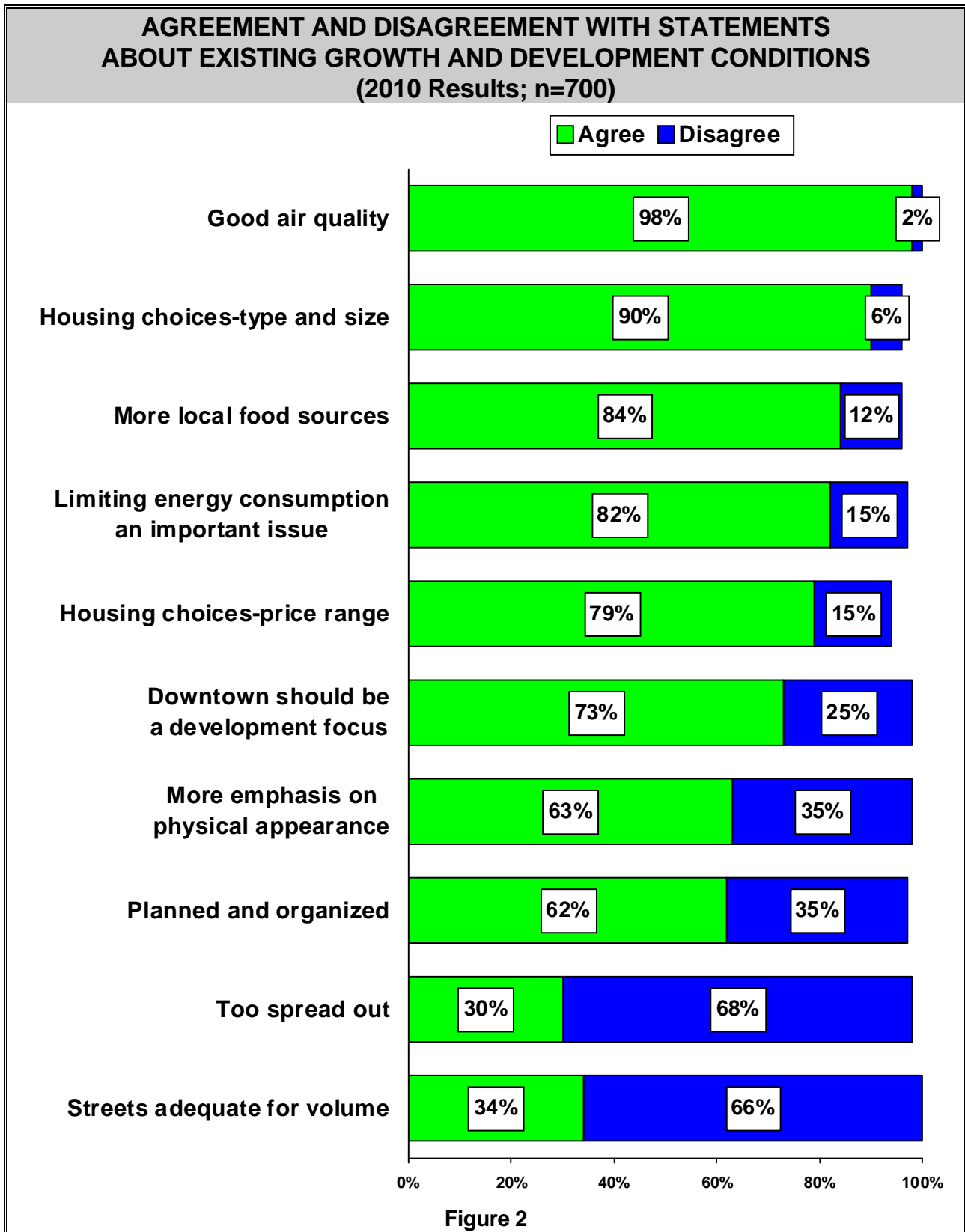
All respondents were asked:

"I'm going to read you a series of statements about Lincoln and Lancaster County today. For each statement, please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree with that statement."

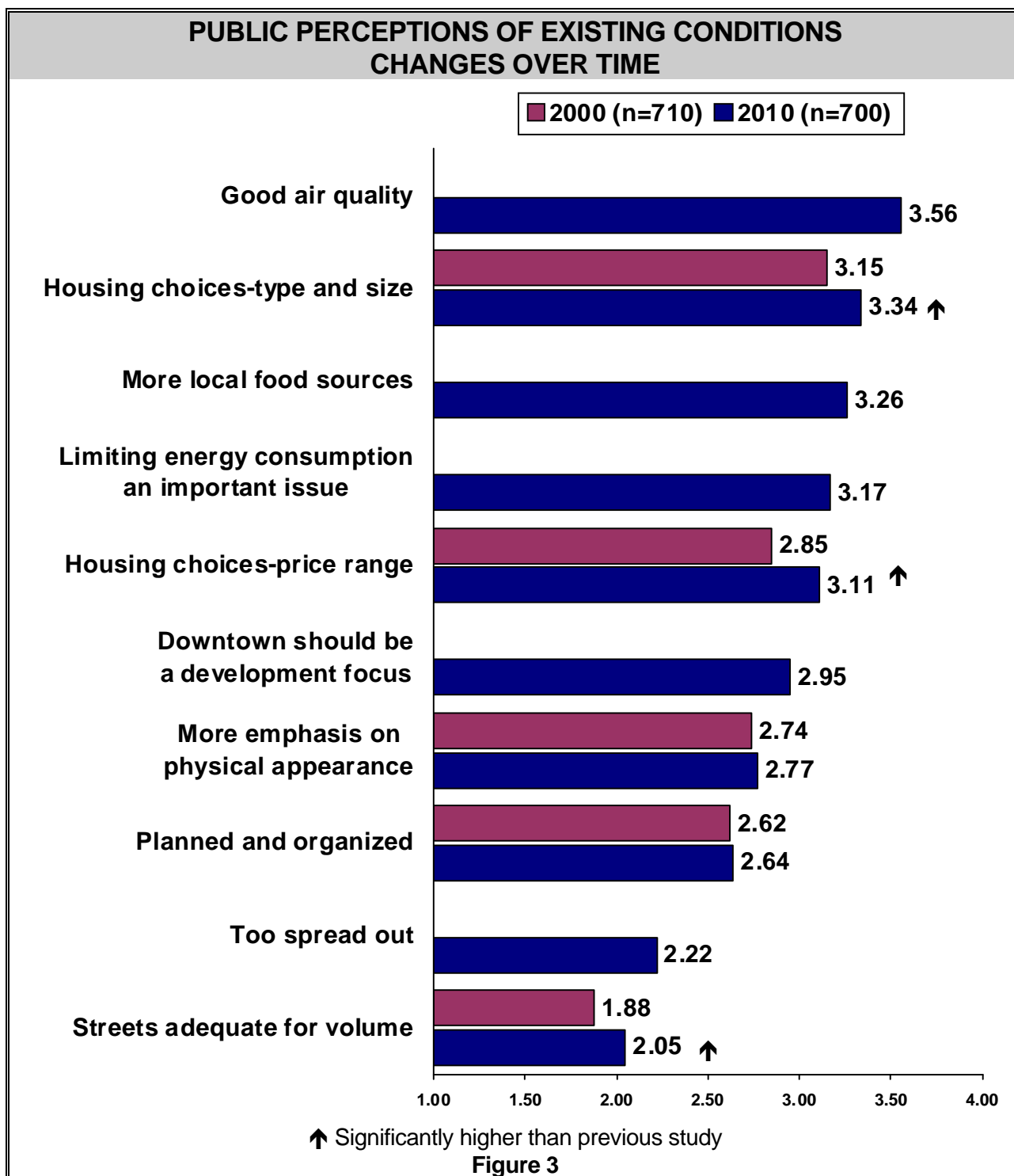
**TABLE 4
PUBLIC PERCEPTIONS OF
EXISTING GROWTH AND DEVELOPMENT CONDITIONS
OF LINCOLN AND LANCASTER COUNTY
(n=700)**

	Percent Response					Mean Rating
	Strongly Agree	Mostly Agree	Mostly Disagree	Strongly Disagree	Don't Know	
Lincoln has good air quality	58%	40%	2%	-	-	3.56
There are plenty of housing choices in Lincoln and Lancaster County in terms of type and size	40	50	5	1	4	3.34
More production of local food sources should be encouraged	39	44	10	2	4	3.26
Limiting the level of energy consumption is an important issue for Lincoln and Lancaster County	35	47	12	4	2	3.17
There are plenty of housing choices in Lincoln and Lancaster County in your price range	32	46	8	7	6	3.11
Downtown Lincoln should be a focus of new development and redevelopment opportunities	30	43	15	10	2	2.95
Lincoln should place more emphasis on the physical appearance of the city, including managing signs, landscaping and architecture	18	45	28	7	2	2.77
Lincoln is developed in a planned and organized way	13	49	22	13	2	2.64
Lincoln is becoming too spread out	10	19	50	18	2	2.22
The streets in Lincoln are adequate for carrying the volume of traffic we have	5	29	31	34	-	2.05

Scale: 4=strongly agree-1=strongly disagree



- Lancaster County residents were most prone to agree that Lincoln has good air quality (98% strongly or mostly agree). Nine out of ten also agreed that there are plenty of housing choices in Lincoln and Lancaster County, in terms of type and size (90%).
- It should be noted that one of the items examined in this section was negatively-worded, in contrast to the positive wording of the other nine items. Respondents were less prone to agree (30% agreed, strongly or mostly) with the negatively-worded statement (Lincoln is becoming too spread out), which is good (68% disagreed). In the 2000 study, a similar high percentage of residents disagreed (51%) that "Lincoln is growing too fast" than agreed (46%). These two items are similar, but not to the extent that direct comparison, between studies, is appropriate.
- Undoubtedly, these results indicated that the adequacy of streets for the existing traffic flow in Lincoln is a widely-perceived concern among county residents, especially those in the Far South and North East area, among males, and among those between ages 35 and 65.
- Apparently, there is an adequate supply and mix of housing alternatives in the area.



- Again, area residents were most likely to agree that Lincoln has good air quality (3.56 on a 4.00 scale; 98% strongly or mostly agree).
- Respondents also agreed that there are plenty of housing choices available in Lincoln and Lancaster County, in terms of a wide range of type and size (3.34; 90% agree), an increase from the 2000 findings (3.15; 83%).

- Residents were also likely to agree that more production of local food sources should be encouraged (3.26; 83%) and that limiting the level energy consumption is an important issue in the area (3.17; 82%).
- They were somewhat less agreeable that housing choices were plentiful in their price range (3.11; 78%), but were more likely to agree with that notion was the case in 2000 (2.85; 69%).
- Area residents were more likely to agree, than disagree, with eight of the ten statements. For nine of the ten statements, a majority gave one of the mid-scale responses of mostly agree or mostly disagree.
- Respondents also agreed fairly strongly that Downtown Lincoln should be a focus of new development and redevelopment opportunities (2.95; 73%), that Lincoln should place more emphasis on the physical appearance of the city, including managing signs, landscaping, and architecture (2.77; 63%), and that Lincoln is developed in a planned and organized way (2.64; 62%). The agreement with the emphasis on emphasizing the appearance (+.03) and that development in Lincoln is planned and organized (+.02) increased slightly from 2000 to 2010.
- Only a quarter to a third of Lancaster County residents thought that Lincoln is becoming too spread out (29%; 2.22), with a fifth strongly disagreeing (18%) and half mostly disagreeing (50%) with that statement.
- The highest percentage observed in the extreme negative ("strongly disagree") response position was on the adequacy of the streets in Lincoln for carrying the existing traffic volume (34% strongly disagree), which was a decline in that level of strong disagreement, from 2000 (42%), resulting in an increased level of agreement that Lincoln's streets are adequate (+.17).
- The rating of the adequacy of streets for carrying the volume of traffic we have was rated in the 2001 study, as well. The 2001 study had the highest level of agreement on this attribute, but that declined somewhat between 2001 and 2010.

	Strongly Agree	Mostly Agree	Mostly Disagree	Strongly Disagree	Don't Know	Mean Rating
The streets in Lincoln are adequate for carrying the volume of traffic we have						
2000 (n=710)	4%	22%	31%	42%	1%	1.88
2001 (n=501)	6	32	31	30	1	2.14↑
2010 (n=700)	5	29	31	34	-	2.05

**TABLE 5
PUBLIC PERCEPTIONS OF EXISTING CONDITIONS
BY GEOGRAPHIC LOCATION
(% Agree)**

	Geographic Area							
	Total (n=700)	North Central (n=143)	North East (n=83)	East (n=105)	South (n=150)	Far South (n=129)	West (n=52)	Lanc. County (n=38)
Lincoln has good air quality	98%	98%	98%	98%	98%	99%	92 L	100%
There are plenty of housing choices in Lincoln and Lancaster County in terms of type and size	90	87	87	88	91	93	94	89
More production of local food sources should be encouraged	84	83	87	83	83	81	88	89 H
Limiting the level of energy consumption is an important issue for Lincoln and Lancaster County	82	81	83	82	84	83	83	76 L
There are plenty of housing choices in Lincoln and Lancaster County in your price range	79	75	72 L	80	78	88 H	85 H	66 L
Downtown Lincoln should be a focus of new development and redevelopment opportunities	73	71	67 L	76	73	74	75	79 H
Lincoln should place more emphasis on the physical appearance of the city, including managing signs, landscaping and architecture	63	58 L	69 H	67	67	62	52 L	66
Lincoln is developed in a planned and organized way	62	60	60	74 H	65	56 L	62	58
The streets in Lincoln are adequate for carrying the volume of traffic we have	34	36	35	37	41 H	23 L	37	26 L
Lincoln is becoming too spread out	30	30	35 H	36 H	31	19 L	29	32

Ratings that are 5% points or more higher (H) or lower (L) than the total are marked

- Respondents in six of the seven geographic areas were nearly universal in their agreement that Lincoln has good air quality (98% to 100%), with those in the West (92%) being slightly less likely to agree.
- Those in all areas were similar in their agreement that there are plenty of housing choices, in terms of types and size (87% to 94%), but greater variance was seen, across the areas, on how plentiful the housing choices are, in residents' price range. Those in the Far South (88%) and West (85%) areas were in greatest agreement, while those in the county (66%) and the Northeast (72%) were least apt to agree that there are plenty of housing choices in their price range.
- Respondents were fairly similar in their sense that local production of food should be encouraged (81% to 89%) and that limiting the level of energy consumption is an important issue (81% to 84%), except in the county (76%).
- The three statements that were agreed to by between three-fifths and three-fourths (62% to 73%) were more variable in terms of the level of agreement in each area of Lincoln and Lancaster County. Those in the county were most likely (79%) and those in the Northeast, least likely (67%), to agree that downtown should be a focus of new development and re-development opportunities. Those in the Northeast were more likely to agree that more emphasis should be placed on the physical appearance of Lincoln (69%), while those in the North Central were least prone to agree (58%). East Lincoln residents were most likely to agree that Lincoln is developed in a planned an organized way (74%), while those in the Far South (56%) were least likely to agree.
- Less than a third were in agreement that Lincoln is becoming too spread out (30%), with those in the East (36%) and North East (35%) areas being in greatest agreement and those in the Far South (19%) being least likely to agree.
- Respondents in the Far South area (23%) and the County (26%) were least prone to agree with the adequacy of the streets in Lincoln.

**TABLE 6
PUBLIC PERCEPTIONS OF EXISTING CONDITIONS
BY RESPONDENT AGE AND RESIDENCE WITHIN CITY LIMITS**

	Total 2010 (n=700)	Respondent Age				Lincoln City Limits:	
		18-44 (n=169)	45-54 (n=200)	55-64 (n=188)	65+ (n=143)	Inside (n=628)	Outside (n=72)
Lincoln has good air quality	98%	98%	98%	98%	98%	98%	99%
There are plenty of housing choices in Lincoln and Lancaster County in terms of type and size	90	92	91	90	85 L	89	93
More production of local food sources should be encouraged	84	89 H	87	86	72 L	83	88
Limiting the level of energy consumption is an important issue for Lincoln and Lancaster County	82	82	82	82	83	82	83
There are plenty of housing choices in Lincoln and Lancaster County in your price range	79	83	76	79	76	79	76
Downtown Lincoln should be a focus of new development and redevelopment opportunities	73	82 H	75	69	65 L	73	74
Lincoln should place more emphasis on the physical appearance of the city, including managing signs, landscaping and architecture	63	62	65	65	60	63	63
Lincoln is developed in a planned and organized way	62	64	56 L	61	72 H	63	57 L
The streets in Lincoln are adequate for carrying the volume of traffic we have	34	31	35	31	41 H	35	26 L
Lincoln is becoming too spread out	30	22 L	31	30	37 H	29	33

Ratings that are 5% points or more higher (H) or lower (L) than the total are marked

- For the most part, differences in response patterns were slight, across the age groups. Those over 65 were less in agreement that downtown should be a development focus, that more local food production should be encouraged, or that there are plenty of housing choices, by either type and size, or price range. The 65+ group was more likely to agree that Lincoln is developed in a planned and organized way, that Lincoln's streets are adequate, and that Lincoln is becoming too spread out.
- Those under age 45 were notably more likely to agree that downtown Lincoln should be a focus of new development and redevelopment (+9% vs. total sample) and that more production of local food sources should be encouraged (+5%).
- The differences in perceptions of those in Lincoln, vs. those outside the city limits, were slight, for the most part. City residents were somewhat more likely to agree that Lincoln's streets are adequate (+9%) and that Lincoln is developed in a planned and organized way (+6%). They were less likely than residents outside of Lincoln to agree that more production of local food sources should be encouraged (-5%), that there are plenty of housing choices, by type and size (-4%), and that Lincoln is becoming too spread out (-4%).

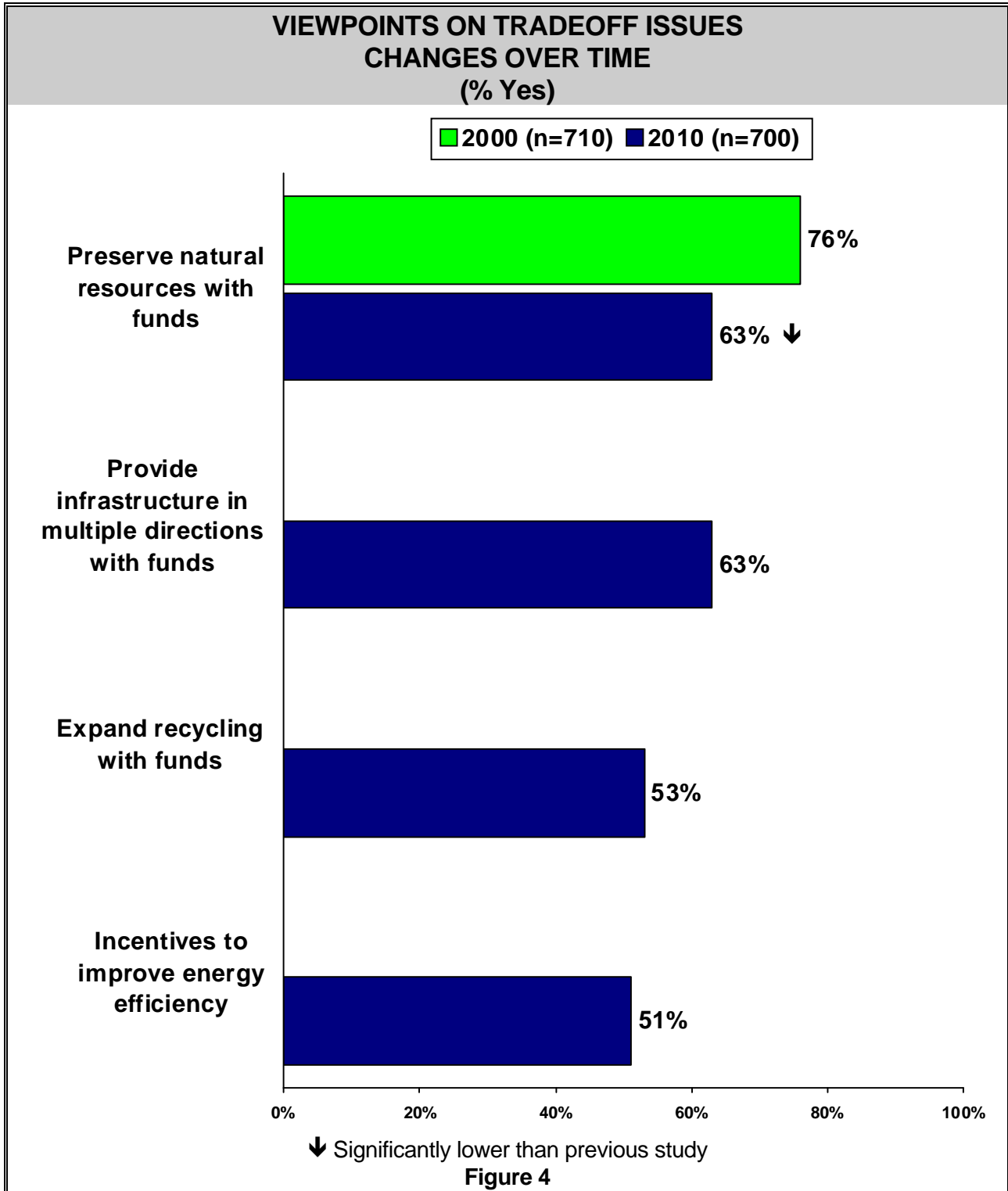
**SECTION III
PREFERENCES OF AREA RESPONDENTS ON
KEY TRADEOFF ISSUES**

Lincoln and Lancaster County residents were asked:

"Next, I'm going to ask you to decide between issues that are tradeoffs. Please think about which view BEST fits your opinion, and tell me Yes or No to each statement."

TABLE 7 VIEWPOINTS ON SEVERAL TRADEOFF ISSUES (n=700)			
	Yes	No	Don't know
Should natural resources such as native prairies, wetlands, floodplains, and trees be preserved, even if it meant additional tax funds would be used to buy the land or development rights?	63%	36%	1%
Should the city provide new public infrastructure such as roads, water, and sewer lines in MULTIPLE directions to serve growth demands, even if this means that additional tax funds are needed compared to the cost of providing new public infrastructure in only ONE direction, to serve growth?	63	34	3
Should the city expand its recycling program, even if this means additional tax funds would be used to increase such efforts?	53	46	1
Should the city and county provide incentives to businesses and homeowners for improving their energy efficiency, even if this means additional tax funds would be used to support this effort?	51	48	1

- As seen in 2000, a strong majority favored preserving natural resources, even if public funds have to be used to buy land (63%). The same proportion favored the provision of new infrastructure, in multiple directions, rather than just in one direction (63%).
- Just over half thought that recycling efforts should be expanded (53%) and incentives to businesses for becoming more energy-efficient should be provided (51%), even if tax funds must be used to do so.



- Between studies, the level of favor for using tax funds to buy land to preserve the area's natural resources declined significantly (-13%). The other three factors were not asked in the 2000 study.

**TABLE 8
VIEWPOINTS ON SEVERAL TRADEOFF ISSUES
BY GEOGRAPHIC LOCATION
(% Yes)**

	Geographic Area							
	Total (n=700)	North Central (n=143)	North East (n=83)	East (n=105)	South (n=150)	Far South (n=129)	West (n=52)	Lanc. County (n=38)
Should natural resources such as native prairies, wetlands, floodplains, and trees be preserved, even if it meant additional tax funds would be used to buy the land or development rights?	63%	64%	64%	62%	65%	59%	63%	66%
Should the city provide new public infrastructure such as roads, water, and sewer lines in MULTIPLE directions to serve growth demands, even if this means that additional tax funds are needed compared to the cost of providing new public infrastructure in only ONE direction, to serve growth?	63	61	71 H	60	54 L	72 H	67	61
Should the city expand its recycling program, even if this means additional tax funds would be used to increase such efforts?	53	48 L	53	60 H	51	47 L	60 H	66 H
Should the city and county provide incentives to businesses and homeowners for improving their energy efficiency, even if this means additional tax funds would be used to support this effort?	51	48	51	54	55	49	48	50

Ratings that are 5% points or more higher (H) or lower (L) than the total are marked

- Responses were fairly consistent across the various zip code areas on preserving natural resources (59% to 66%) and on providing incentives for improving energy efficiency (48% to 55%).
- There was a greater degree of variance on providing new infrastructure in multiple vs. one direction (54% to 72%) and on expanding the recycling program (47% to 66%).

**TABLE 9
VIEWPOINTS ON SEVERAL TRADEOFF ISSUES
BY RESPONDENT AGE AND RESIDENCE WITHIN CITY LIMITS
(% Yes)**

	Total 2010 (n=700)	Respondent Age				Lincoln City Limits:	
		18-44 (n=169)	45-54 (n=200)	55-64 (n=188)	65+ (n=143)	Inside (n=628)	Outside (n=72)
Should natural resources such as native prairies, wetlands, floodplains, and trees be preserved, even if it meant additional tax funds would be used to buy the land or development rights?	63%	67%	67%	62%	54 L	63%	63%
Should the city provide new public infrastructure such as roads, water, and sewer lines in MULTIPLE directions to serve growth demands, even if this means that additional tax funds are needed compared to the cost of providing new public infrastructure in only ONE direction, to serve growth?	63	67	67	60	57 L	63	67
Should the city expand its recycling program, even if this means additional tax funds would be used to increase such efforts?	53	57	55	52	46 L	52	63 H
Should the city and county provide incentives to businesses and homeowners for improving their energy efficiency, even if this means additional tax funds would be used to support this effort?	51	59 H	53	52	39 L	51	49

Ratings that are 5% points or more higher (H) or lower (L) than the total are marked

- Those over the age of 65 were less apt to think that each measure should be implemented, even at the cost of additional tax funds. The difference was slight on providing new infrastructure in multiple directions (-6% from total), but substantial on incentives for energy efficiency (-12%).
- Those outside the city limits were more likely to think the recycling program should be expanded (63%, vs. 53%, total).

**SECTION IV
IMPORTANCE OF VARIOUS PLANNING
OBJECTIVES AND PRIORITIES**

Lincoln and Lancaster County residents were asked their opinion of the importance of 22 planning objectives or priorities for the city and county:

"As the City and County plan for our future, they must identify several areas that are most important to put time, money, and energy into. Now please tell me whether you think each issue is extremely important, very important, somewhat important, or not really that important as a priority for the future of Lincoln and Lancaster County. How about (objective)? Is that extremely important, very important, somewhat important, or not important to you?"

The 22 objectives/priorities were grouped into four broad topics, as shown below.

Commercial and Retail Development

- Encourage the development of additional large retail centers, similar to the one at North 27th and Superior Street and South 27th and Pine Lake Road.
- Encourage the development or renovation of retail areas in older neighborhoods
- Encourage smaller neighborhood retail areas that are close to residential areas, and more accessible by walking and biking.

Managing Growth

- Encourage development that preserves the character of existing older neighborhoods.
- Protect and improve the appearance of major entrances into Lincoln.
- Preserve the quality of rural life and highly productive agricultural land in Lancaster County.
- Encourage new development in Downtown Lincoln, such as offices, entertainment and businesses.

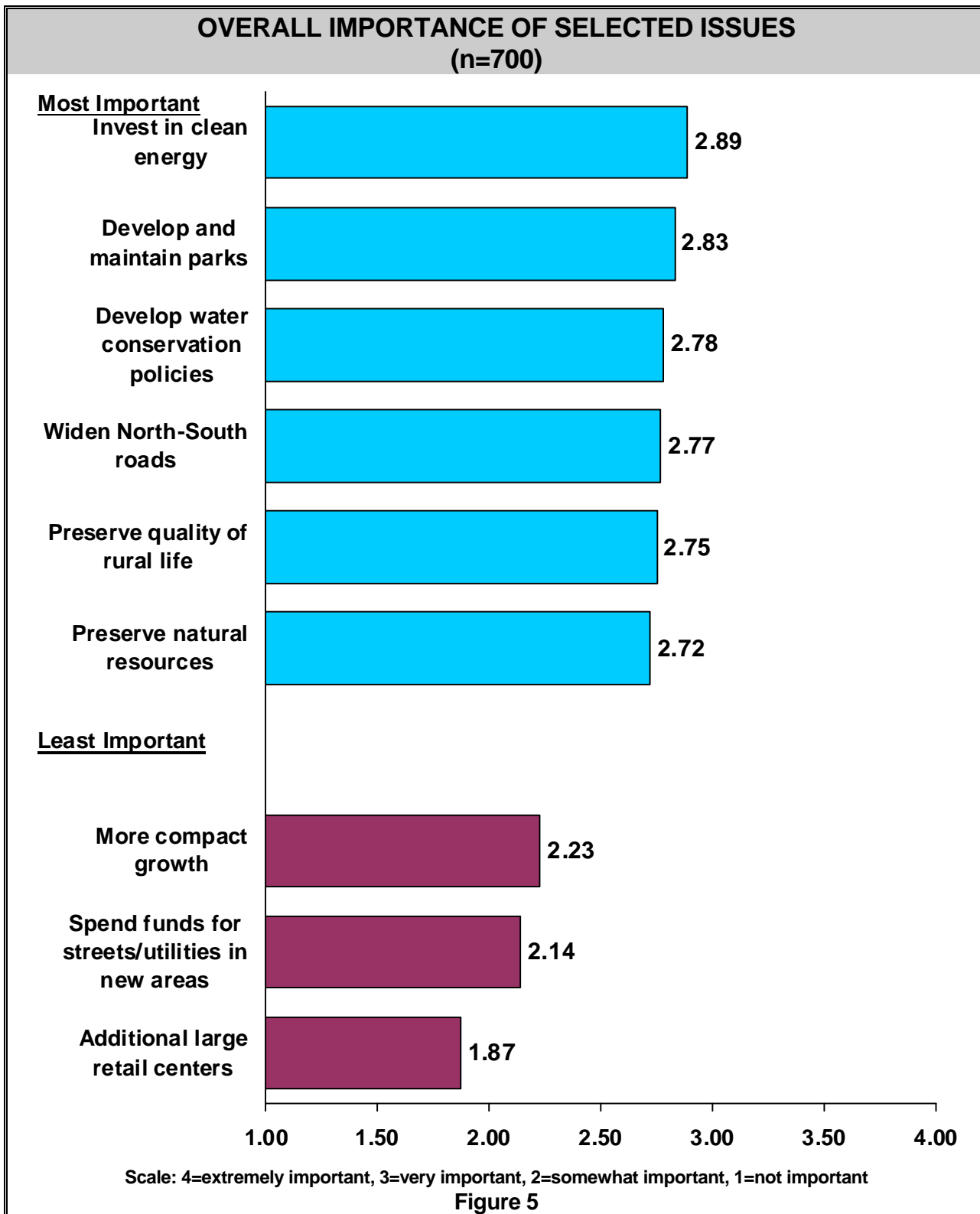
Natural Resources and Environmental Protection

- Maintain and preserve existing wetlands, streams, trees, flood plains, wildlife habitat and other natural resources.
- Develop and maintain a system of parks and recreational facilities across the city.
- Develop water conservation policies and programs that decrease water usage.
- Establish energy efficient and green building standards for all new construction, both public and private.
- Invest in clean alternative sources of energy.

Transportation

- Plan and build county roads to serve the needs of rural residents.
- Plan and build highways or beltways for traffic around the city of Lincoln.
- Widen existing roads to provide better traffic flow going across Lincoln in the East-West direction.
- Widen existing roads to provide better traffic flow going across Lincoln in the North-South direction.
- Encourage carpooling, walking, biking, bus or other alternatives to single-person car trips.
- Encourage the development of better or expanded airline service in Lincoln.
- Continue the further development of a system of bike and walking facilities, including trails and sidewalks.
- Plan and develop more compact growth to reduce the number and length of car trips that are necessary.
- Increase the frequency of bus service and the number of bus routes, in Lincoln.
- Spend Additional tax funds to build streets and utilities for new, developing areas.

Statements were shortened in order to fit into the graphic report format. Overall, the items that were rated as most important, and those rated as least important, are summarized below. A more detailed analysis of responses is presented on the following pages.



- Clearly, the environmental protection orientation of Lincoln and Lancaster County residents continued to be evident. The following four stated objectives were accorded the greatest degree of importance by respondents:
 - *Invest in clean alternative sources of energy.*
 - *Develop and maintain a system of parks and recreational facilities across the city.*
 - *Develop water conservation policies and programs that decrease water usage.*
 - *Widen existing roads to provide better traffic flow going across Lincoln in the North-South direction.*
 - *Preserve the quality of rural life and highly productive agricultural land in Lancaster County.*
 - *Maintain and preserve existing wetlands, streams, trees, flood plains, wildlife habitat and other natural resources.*

- The least amount of importance was given to the following three stated objectives:
 - *Plan and develop more compact growth to reduce the number and length of car trips that are necessary.*
 - *Spend Additional tax funds to build streets and utilities for new, developing areas.*
 - *Encourage the development of additional large retail centers, similar to the one at North 27th and Superior Street and South 27th and Pine Lake Road.*

- Table 10 examines the specific levels of importance rated for each objective or priority. Figures 6 through 9 examine the responses of the general public to the 22 objective/priority statements, by topical category.

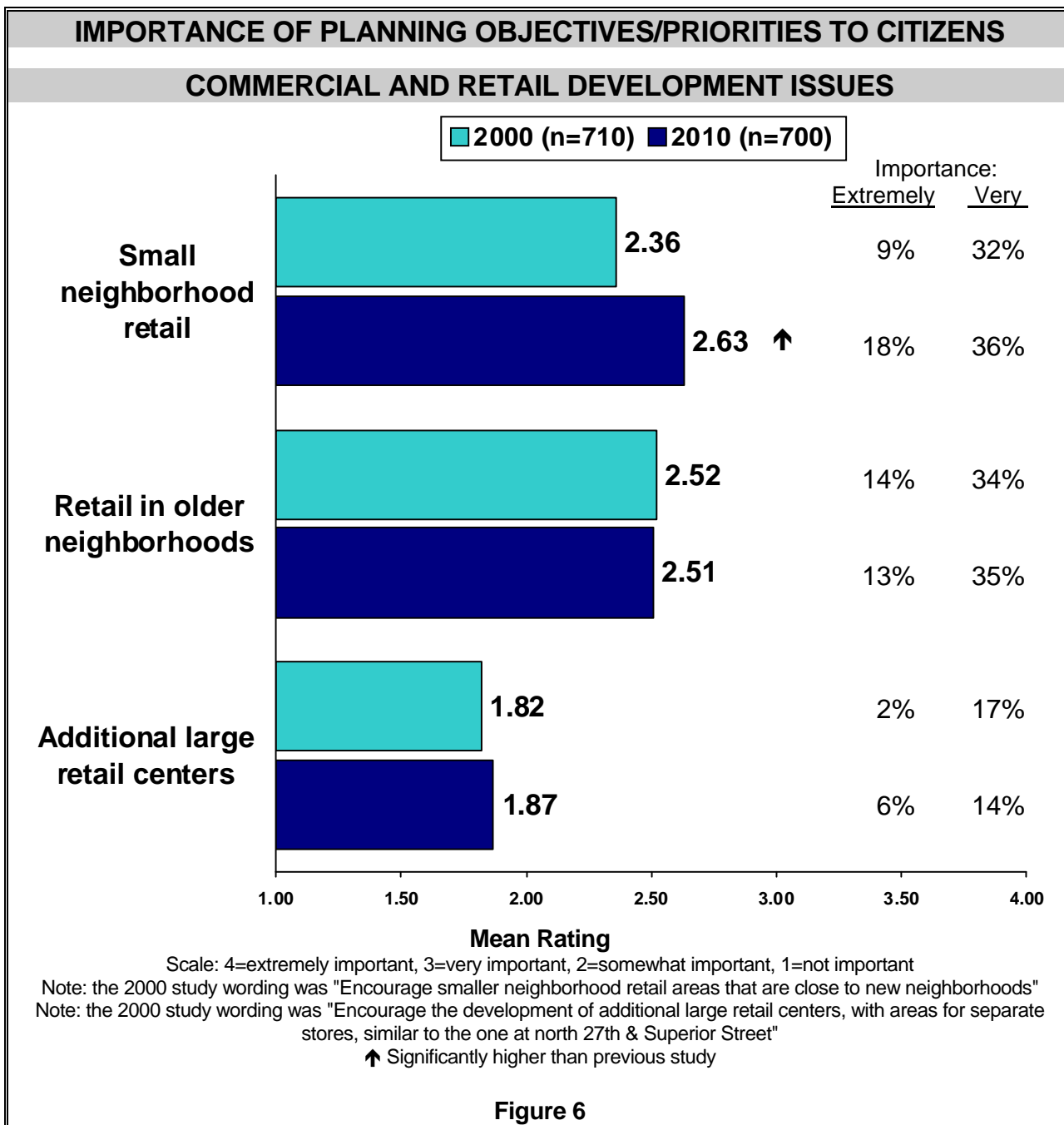
TABLE 10
IMPORTANCE OF PLANNING OBJECTIVES/PRIORITIES
(n=700)

	Percent Response					Mean Rating
	Extremely Important	Very Important	Somewhat Important	Not Important	Don't Know	
Invest in clean energy	26%	42%	25%	6%	1%	2.89
Develop and maintain parks	23	41	30	6	-	2.83
Develop water conservation policies	20	43	29	6	1	2.78
Widen North-South roads	26	35	29	10	-	2.77
Preserve quality of rural life	21	39	32	7	1	2.75
Preserve natural resources	23	36	33	9	-	2.72
Develop highways/beltways	25	31	32	13	-	2.67
Development preserve character of neighborhoods	17	37	38	7	-	2.65
Small neighborhood retail	18	36	37	9	-	2.63
Green building standards	22	30	36	12	1	2.62
Better airline service	22	29	34	14	1	2.60
Widen East-West roads	20	30	34	15	1	2.55
Retail in older neighborhoods	13	35	42	10	1	2.51
Encourage carpooling and alternatives	16	32	38	15	-	2.49
Further develop trails/sidewalks	15	33	36	15	1	2.48
Encourage development Downtown	15	30	35	19	1	2.41
Protect and improve entrances to Lincoln	14	29	40	16	-	2.40
Develop County roads	9	28	48	15	1	2.31
Increase bus service	12	23	40	19	5	2.29
More compact growth	11	23	42	22	2	2.23
Spend funds for streets/utilities in new areas	7	23	47	22	1	2.14
Additional large retail centers	6	14	41	39	-	1.87

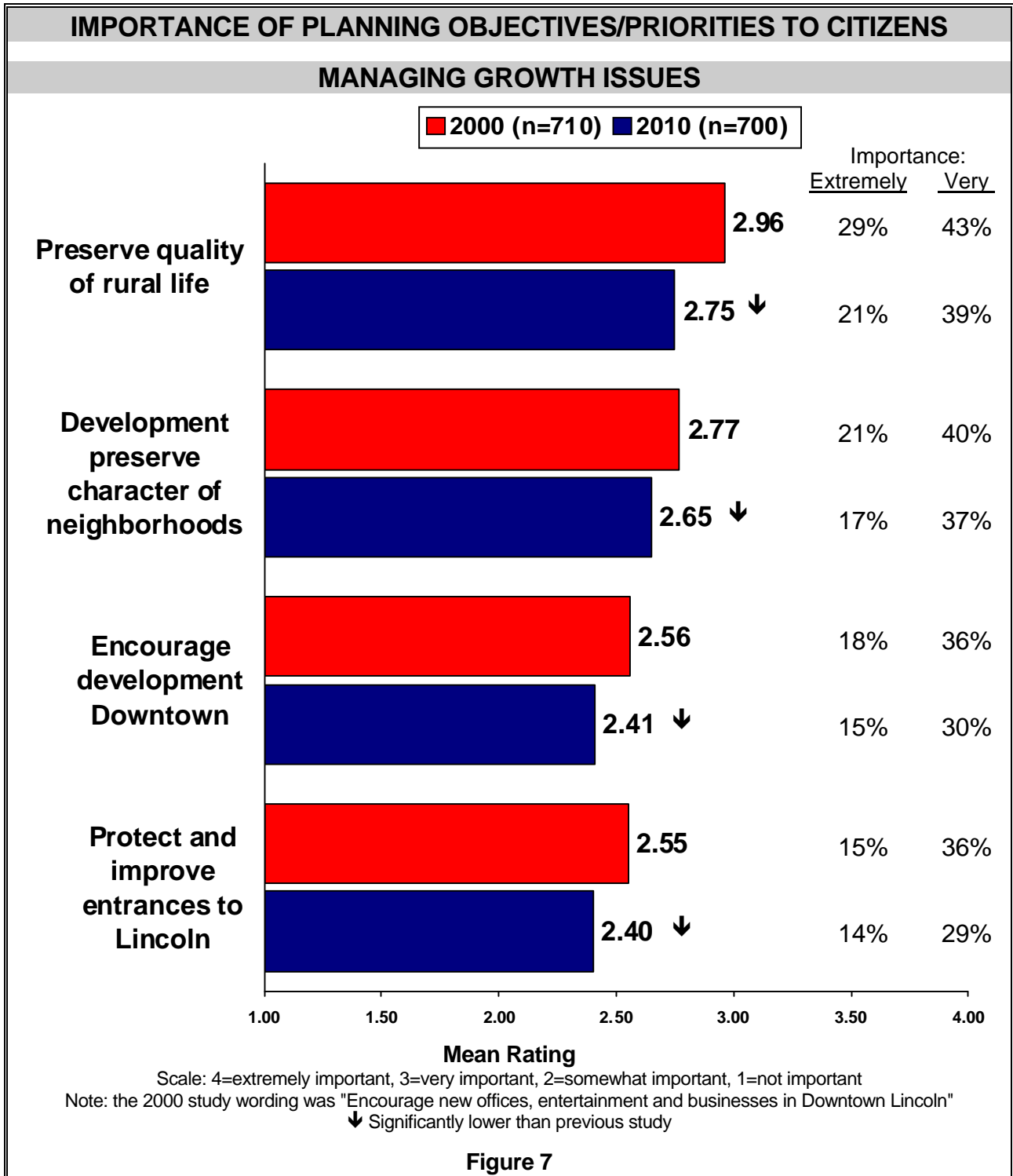
Scale: 4=extremely important, 3=very important, 2=somewhat important, 1=not important

Note: The dashed line indicates that a significant difference exists between the highest mean rating in the group above each dashed line and all mean scores beneath that line. The top item in each group separated by the dashed lines has a significantly higher importance rating than the top item in the next group. Items grouped between dashed lines have statistically equal mean ratings.

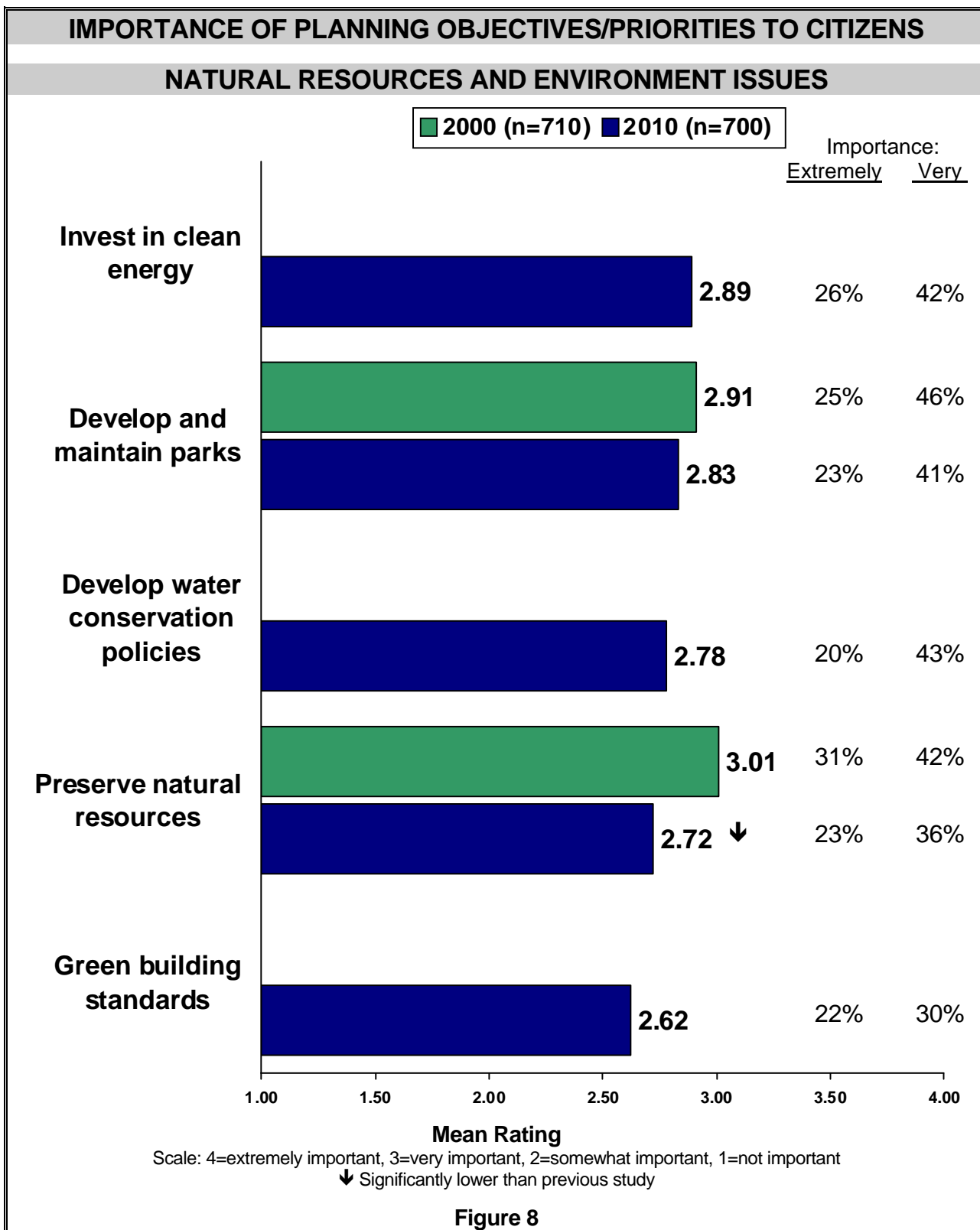
- Each of the 22 variables was rated as at least somewhat important by at least three-fifths of area residents (61% to 93%). Much greater importance was placed on widening North-South roads (61% "extremely" or "very" important) than on widening East-West roads (50%), or on developing County roads (37%).



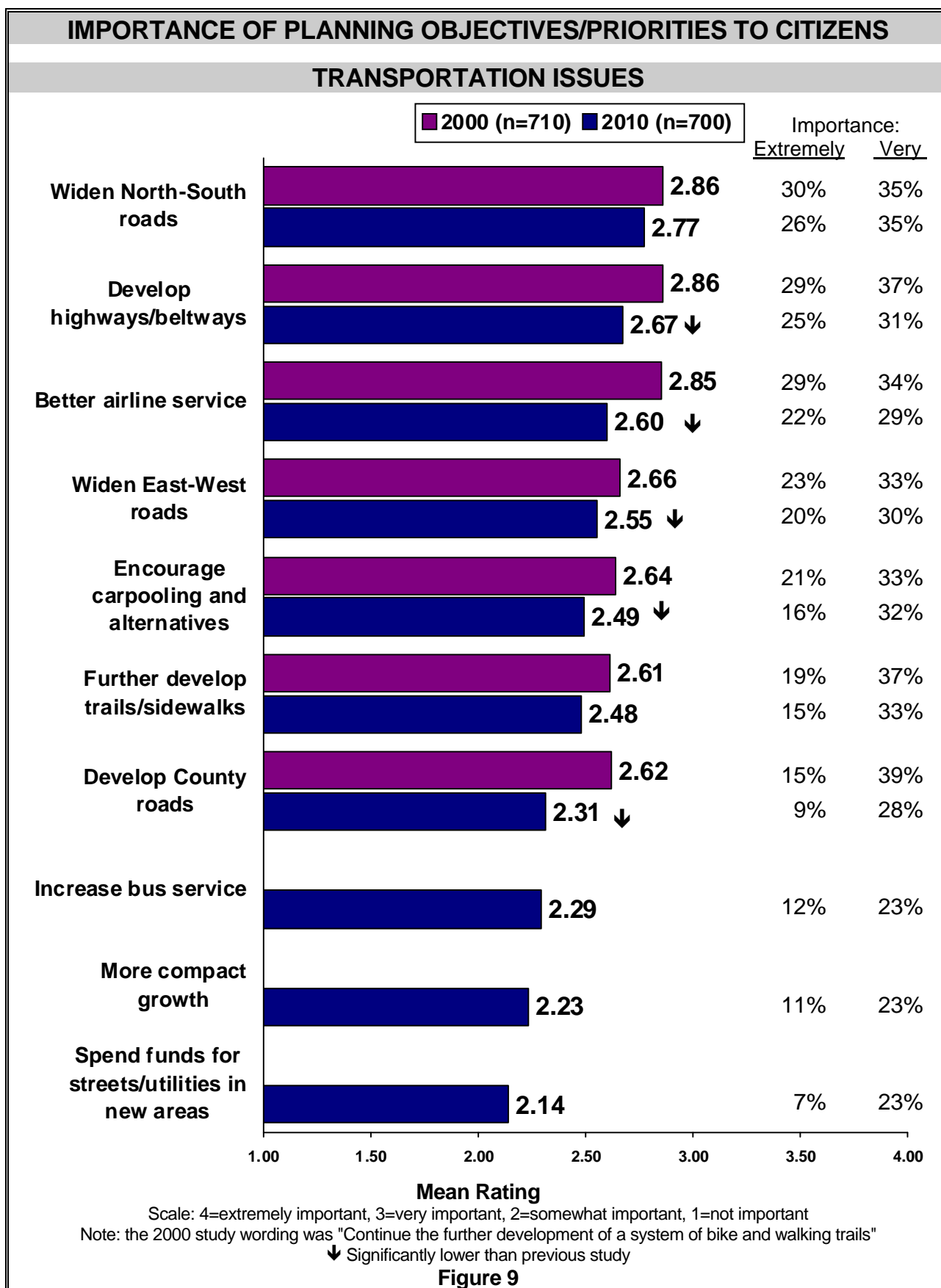
- Respondents placed the greatest importance on the development of small neighborhood retail areas (2.63 on a 4.00 scale), and to a greater extent than was seen in 2000 (2.36; 41%). A slightly lower level of importance was placed on developing retail centers in older neighborhoods (2.51; 48%), nearly identical to the 2000 finding (2.52; 48%).
- Lancaster County residents placed little importance on developing additional large retail centers, as a priority for the city of Lincoln (1.87).



- Each of the four priorities pertaining to managing growth issues were seen to be of lesser importance in 2010 than was the case in 2000.
- A smaller proportion of people felt that it was an extremely (21%) or very (39%) important priority to preserve the quality of rural life and highly productive agricultural land in Lancaster County than was true in 2000 (29%; 43%).
- More than half of area respondents also said that it was extremely important (17%) or very important (37%) to encourage development that preserves the character of existing older neighborhoods, but this was a notable decline from the agreement seen in 2000 (21%; 40%).
- Fewer placed importance on a priority that encourages growth and development in Downtown Lincoln (15%; 30%) and to protect and improve the entrances into Lincoln (15%; 36%).



- Four of the six most important priorities, in the minds of Lancaster County residents, dealt almost exclusively with preserving natural resources (wetlands, streams, wildlife habitat and other natural resources) and developing parks and recreational facilities across the city.
- Respondents placed greatest importance on the notion that the City and County should invest in clean alternative energy sources (2.89; 68% Extremely or Very Important) and that they should develop and maintain parks and recreational facilities across the city (2.83; 74%). The perceived importance of the latter declined slightly from 2000 (-.08), as most variables in the study did.
- Area residents placed about equal importance on the development of water conservation policies that decrease water usage (2.78; 63%) and on maintaining natural resources (2.72; 59%), a substantial decline on the latter, from 2000 (-.29). Slightly less importance was placed on establishing energy efficient and green building standards for all new construction (2.62; 50%), although half still said it was a very or extremely important objective.



- For each of the seven planning objectives pertaining to transportation issues, that were repeated from 2000, notably lower proportions of area residents said that the issue was an extremely or very important priority for the future, than was seen in 2000.
- Widening roads in the North-South direction (26% "extremely;" 35% "very"), developing highways or beltways (25%; 31%), and encouraging the development of better or expanded airline service (22%; 29%) were given somewhat more importance than the other transportation issues.
- Two of the three issues, overall, that were rated to be of least importance to Lincoln/Lancaster County residents were among these transportation issues. Spending funds for streets and utilities in new areas was very or extremely important to less than a third of area residents (30%; 2.14) and planning more compact growth to reduce the number and length of car trips was rated to be very or extremely important to a third (34%; 2.23), with increasing the frequency of bus service and number of routes also being seen as important to only a third (35%; 2.29).

**TABLE 11
IMPORTANCE OF PLANNING OBJECTIVES/PRIORITIES
BY GEOGRAPHIC LOCATION
(Mean Ratings)**

	Geographic Area							
	Total (n=700)	North Central (n=143)	North East (n=83)	East (n=105)	South (n=150)	Far South (n=129)	West (n=52)	Lanc. County (n=38)
Invest in clean energy	2.89	2.79	2.95	2.88	2.95	2.91	3.00	2.70
Develop and maintain parks	2.83	2.84	2.87	2.87	2.86	2.81	2.85	2.45 L
Develop water conservation policies	2.78	2.85	2.93	2.80	2.70	2.70	2.88	2.68
Widen North-South roads	2.77	2.68	2.78	2.65	2.63	3.07 H	2.75	3.00 H
Preserve quality of rural life	2.75	2.79	2.84	2.71	2.62	2.68	2.82	3.13 H
Preserve natural resources	2.72	2.76	2.88	2.59	2.84	2.55	2.73	2.74
Develop highways/beltways	2.67	2.53	2.63	2.50	2.60	2.97 H	2.85	2.87 H
Development preserve character of neighborhoods	2.65	2.64	2.67	2.77	2.80	2.48	2.63	2.26 L
Small neighborhood retail	2.63	2.66	2.71	2.57	2.71	2.48	2.71	2.53
Green building standards	2.62	2.60	2.77	2.63	2.56	2.70	2.65	2.26 L
Better airline service	2.60	2.45	2.65	2.69	2.53	2.84 H	2.37 L	2.64
Widen East-West roads	2.55	2.39	2.58	2.46	2.52	2.65	2.71	2.82 H
Retail in older neighborhoods	2.51	2.58	2.55	2.56	2.61	2.30 L	2.37	2.46
Encourage carpooling and alternatives	2.49	2.45	2.48	2.58	2.54	2.36	2.63	2.47
Further develop trails/sidewalks	2.48	2.40	2.48	2.47	2.63	2.48	2.48	2.19 L
Encourage development Downtown	2.41	2.40	2.40	2.35	2.46	2.45	2.31	2.37
Protect and improve entrances to Lincoln	2.40	2.39	2.52	2.33	2.46	2.41	2.44	2.11 L
Develop County roads	2.31	2.32	2.46	2.33	2.18	2.23	2.27	2.92 H
Increase bus service	2.29	2.35	2.45	2.32	2.32	2.11	2.31	2.16
More compact growth	2.23	2.25	2.21	2.32	2.14	2.12	2.50 H	2.27
Spend funds for streets/utilities in new areas	2.14	2.01	2.28	2.17	2.01	2.25	2.37 H	2.00
Additional large retail centers	1.87	1.88	1.99	1.77	1.71	1.95	2.10 H	1.79

Ratings that are .20 points or more higher (H) or lower (L) than the total are marked

- Responses were actually fairly consistent on most items across the various zip code-defined subareas of Lincoln and Lancaster County. The most notable exceptions were observed among those in the outlying communities of Lancaster County, with those 38 respondents placing less importance on preserving the character of neighborhoods in Lincoln (.39 below the average of the total sample), developing and maintaining parks in Lincoln (-.38), on meeting green building standards (-.36), on protecting and improving entrances to Lincoln (-.29) and on developing trails and sidewalks (-.29). Those in the County placed more importance on developing County roads (+.39), preserving the quality of rural life (+.38), widening East-West roads (+.27), and North-South roads (+.23), and planning and building highways and beltways around the city of Lincoln (+.20).
- Residents in the Far South were also more likely to place importance on widening North-South roads (+.30), building highways/beltways (+.30), and developing better airline service (+.24). Those in the Far South were also less likely to think it was important to develop retail centers in older neighborhoods (-.21).
- Residents of the West subarea placed greater importance on the three least important variables in the study – developing more compact growth to reduce the length and frequency of car trips that are necessary (+.27), spending additional funds for streets and utilities for new and developing areas (+.23), and encouraging the development of additional large retail areas (+.23).

TABLE 12
IMPORTANCE OF PLANNING OBJECTIVES/PRIORITIES
BY RESPONDENT AGE AND RESIDENCE WITHIN CITY LIMITS
(Mean Ratings)

	Total 2010 (n=700)	Respondent Age				Lincoln City Limits:	
		18-44 (n=169)	45-54 (n=200)	55-64 (n=188)	65+ (n=143)	Inside (n=628)	Outside (n=72)
Invest in clean energy	2.89	2.85	2.89	2.95	2.88	2.91	2.73
Develop and maintain parks	2.83	2.95	2.81	2.82	2.70	2.85	2.58 L
Develop water conservation policies	2.78	2.76	2.81	2.80	2.75	2.79	2.74
Widen North-South roads	2.77	2.91	2.73	2.77	2.66	2.76	2.89
Preserve quality of rural life	2.75	2.69	2.75	2.75	2.81	2.71	3.10 H
Preserve natural resources	2.72	2.73	2.84	2.70	2.59	2.73	2.64
Develop highways/beltways	2.67	2.83	2.70	2.57	2.59	2.67	2.75
Development preserve character of neighborhoods	2.65	2.59	2.67	2.68	2.63	2.68	2.38 L
Small neighborhood retail	2.63	2.72	2.68	2.66	2.41 L	2.64	2.56
Green building standards	2.62	2.61	2.62	2.69	2.54	2.64	2.43
Better airline service	2.60	2.50	2.49	2.68	2.77	2.60	2.63
Widen East-West roads	2.55	2.63	2.54	2.60	2.38	2.53	2.69
Retail in older neighborhoods	2.51	2.51	2.57	2.56	2.34	2.52	2.41
Encourage carpooling and alternatives	2.49	2.45	2.47	2.49	2.57	2.49	2.50
Further develop trails/sidewalks	2.48	2.62	2.57	2.49	2.17 L	2.49	2.34
Encourage development Downtown	2.41	2.59	2.42	2.31	2.29	2.41	2.35
Protect and improve entrances to Lincoln	2.40	2.25	2.48	2.44	2.44	2.41	2.31
Develop County roads	2.31	2.22	2.36	2.37	2.26	2.25	2.76 H
Increase bus service	2.29	2.20	2.29	2.33	2.36	2.32	2.08 L
More compact growth	2.23	2.20	2.23	2.30	2.15	2.21	2.37
Spend funds for streets/utilities in new areas	2.14	2.23	2.08	2.10	2.15	2.13	2.15
Additional large retail centers	1.87	1.95	1.82	1.87	1.83	1.87	1.83

Ratings that are .20 points or more higher (H) or lower (L) than the total are marked

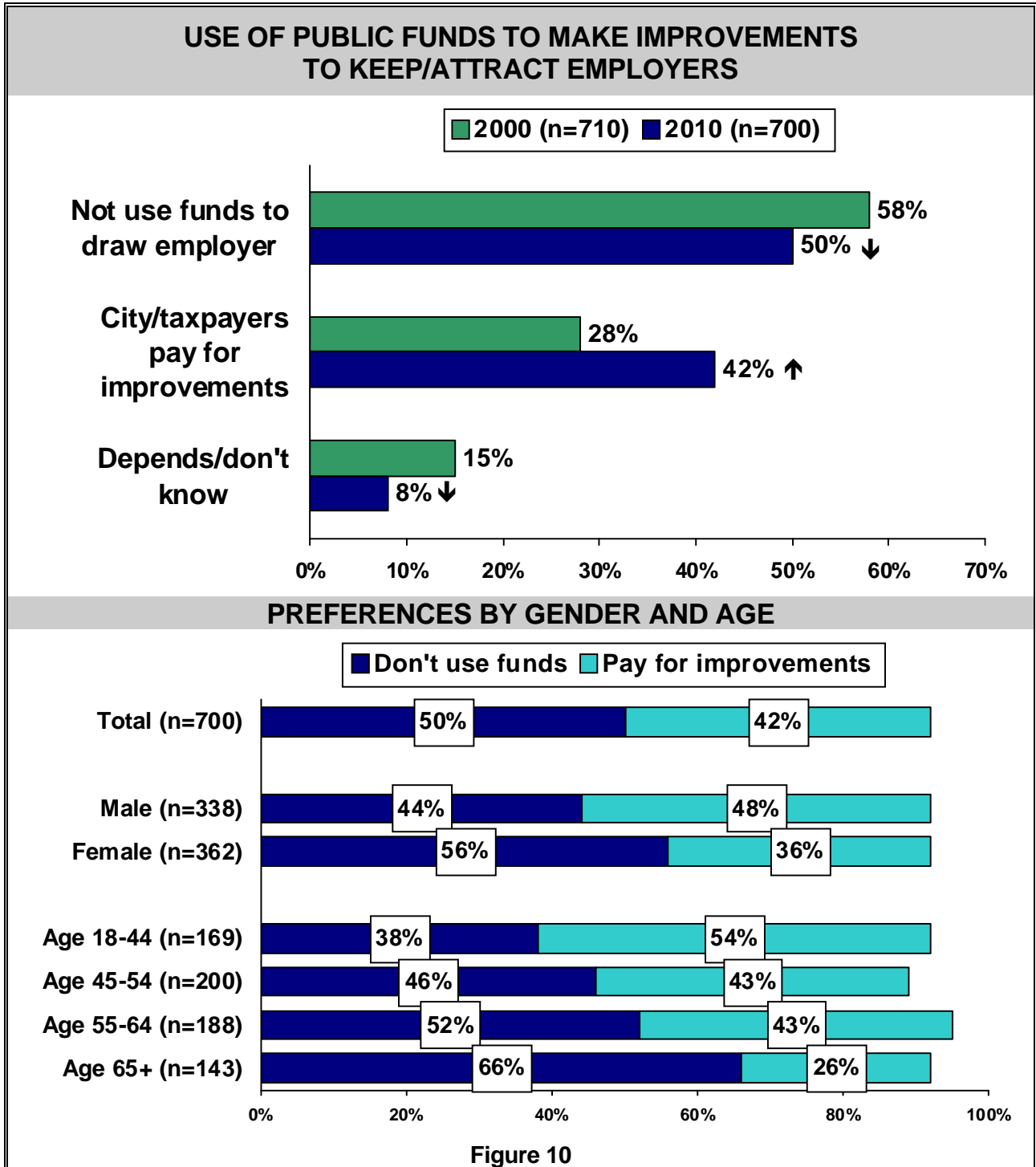
- Residents outside of Lincoln were substantially more likely to say that it was important to plan and develop county roads than were Lincolnites (+.45), and also to place importance on preserving the quality of rural life (+.35). They were less prone to think it was important to develop and preserve the character of neighborhoods (-.27), to develop and maintain parks (-.25), or to increase bus service (-.21).

- By age of respondents, the only noteworthy difference in perceptions of importance of the various factors measured was that those over the age of 65 were less likely to think it was important to further develop trails and sidewalks (-.31) or to encourage the development of small neighborhood retail areas (-.22).

**SECTION V
SUPPORT FOR INVESTING PUBLIC FUNDS
IN DEVELOPMENTS NEEDED
TO KEEP/ATTRACT LARGE EMPLOYERS**

Respondents were asked:

"If a large employer was looking at Lincoln as one of several cities to expand into or to stay in, but it would cost several million dollars to make specific improvements needed by the company, would you favor having tax funds pay for those improvements, or would you prefer that tax funds are NOT used to get that major employer to come to or stay in Lincoln?"



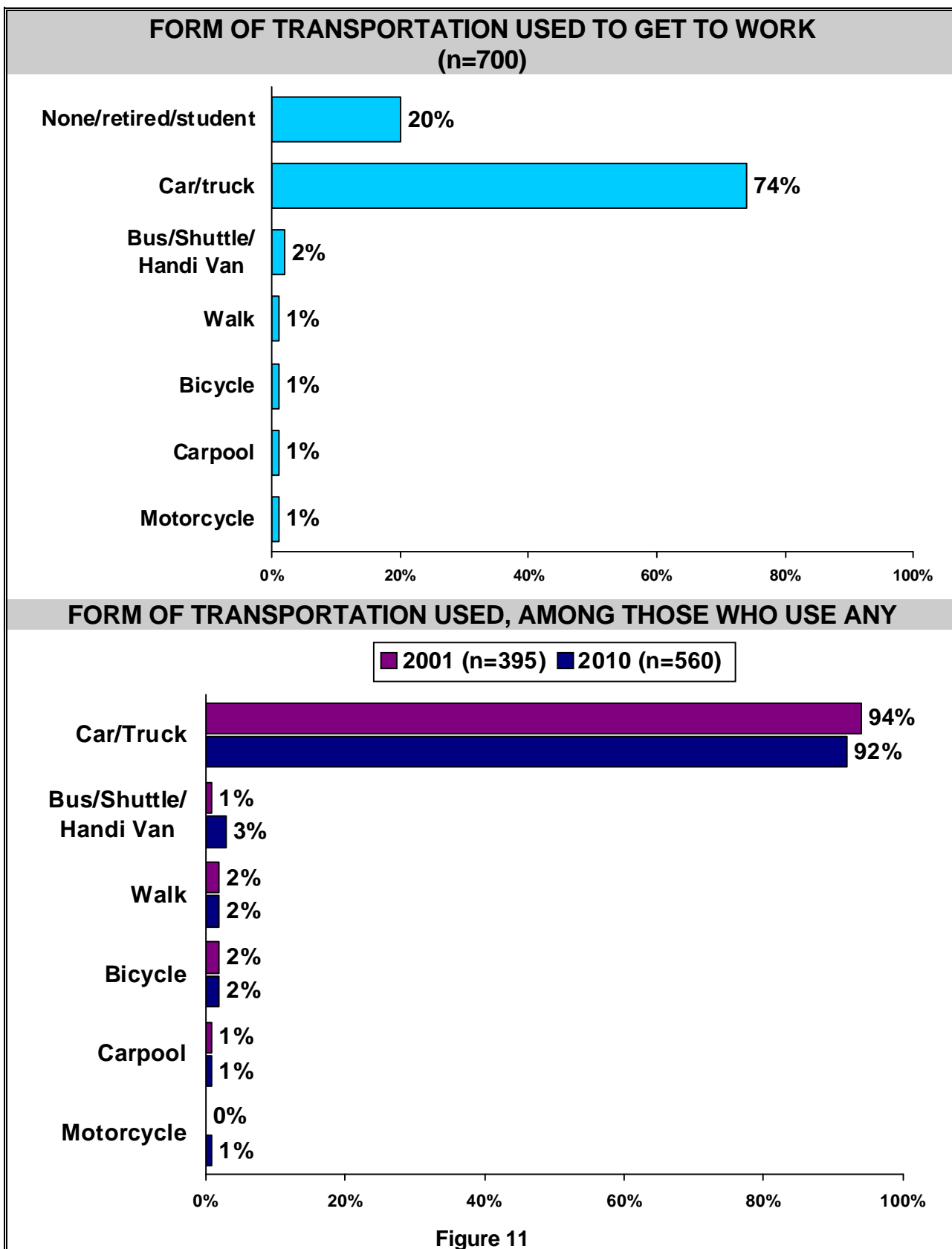
- Half of respondents preferred that public funds not be used to make developments or improvements that may be needed to attract or retain a larger employer in the county (50%), a significant decline from 2000 (58%). The increase in the proportion of Lancaster County residents who favored having tax funds pay for needed improvements to get an employer to stay or locate in Lincoln was also significant (+14%, from 28% to 42%). Half as many said they didn't know or have an opinion (8%) as was observed in 2000 (15%).
- Males (48%) were significantly more likely than were females (36%) to support using public funds, with support improving among both groups, from 2000 (+ 14% among both males and females).
- Respondents under the age of 45 supported using public funds (54%) more than did those between 45 and 64 (43%), or over 65 (26%). The incidence of favoring the use of public funds to keep or bring employers to Lincoln increased significantly among all age groups under 65.

	Don't use funds		Pay for improvements	
	2000	2010	2000	2010
Total	58%	50↓	28%	42↑
Age 18-44	54	38↓	32	54↑
Age 45-54	58	46↓	21	43↑
Age 55-64	63	52	27	43↑
Age 65+	65	66	24	26

- Those with household incomes of more than \$100,000 (56%) were twice as likely to be supportive of using public funds than were those reporting incomes of less than \$35,000 (28%).
- Those in Lancaster County, outside of Lincoln (53%) were the most likely to favor using public funds to attract employers, while those in the Northeast and West areas (33%, each) were least prone to favor that approach, across all demographic groups.
- Households with children were more supportive of using public funds for that purpose than were those with no children (51% vs. 38%).

**SECTION VI
TRAFFIC AND TRANSPORTATION ISSUES**

"What form of transportation do you usually use to get to work?"



- Virtually all respondents traveled to work by car or truck (92%, down from 94% in 2000), with only low income and minority respondents being very likely to use the bus (11%, 13%, respectively). Four percent of non-white respondents rode a bike (4%).
- Reported ridership of the bus, shuttle or HandiVan increased from 2000 (1%) to 2010 (3%). The incidence of riding the bus and of walking increased somewhat as the age of the respondent increased and as the income decreased.

(Excluding None/ retired/student responses)	Total	Respondent age				Respondent Income			
		18-44	45-54	55-64	65+	<\$35k	\$35<55k	\$55<100	\$100k+
Car/truck	92%	93%	93%	90%	91%	83%	89%	94%	95%
Bus	3	1	3	3	5	11	5	-	-
Walk	2	1	2	2	4	2	3	1	2
Bicycle	2	3	1	2	-	2	2	2	1
Carpool	1	1	1	2	-	1	-	1	2
Motorcycle	1	2	1	1	-	-	1	1	1

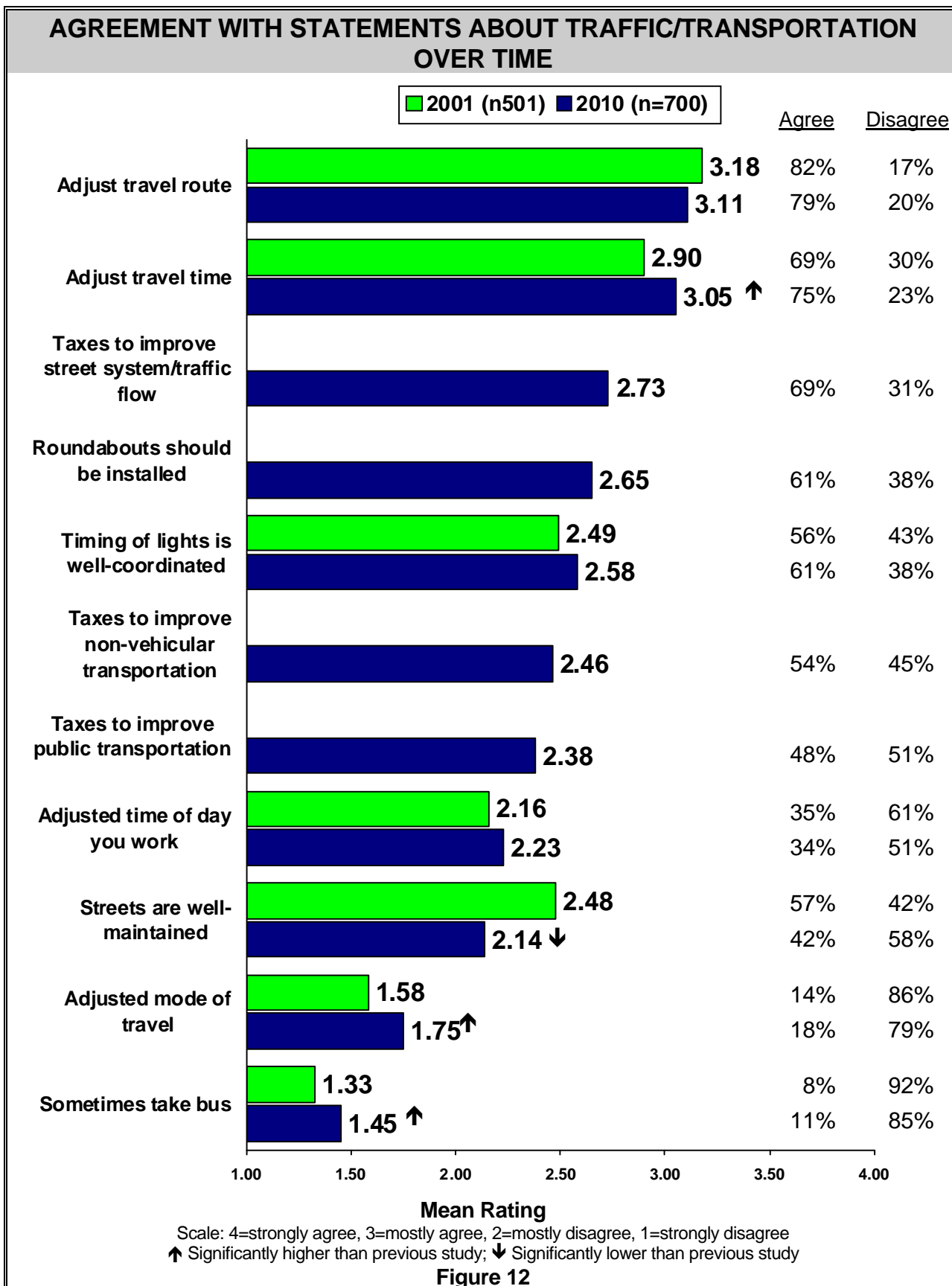
"I'm going to read you a list of statements about Lincoln streets and the transportation system. Please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree with each statement. How about...?"

- **Lincoln's streets are well-maintained**
- **You sometimes take the StarTran bus or shuttle to work or school or shopping**
- **You would pay higher taxes to help pay for improvements in the street system to improve traffic flow**
- **The timing of traffic lights is well-coordinated for a smooth flow of traffic**
- **You would pay higher taxes to help pay for improvements to non-vehicular transportation like walking and biking**
- **You would pay higher taxes to help pay for improvements to PUBLIC transportation, such as buses**
- **Roundabouts or traffic circles should be installed at intersections and roadways where they can improve safety and traffic flow**
- **You sometimes adjust your travel TIME to avoid heavy traffic**
- **You sometimes adjust your travel ROUTE to avoid heavy traffic**
- **You sometimes adjust your MODE OF TRAVEL, by using bikes, buses, etc, to avoid heavy traffic**
- **You have adjusted the TIME OF DAY you regularly work to avoid heavy traffic**

TABLE 13
AGREEMENT WITH STATEMENTS REGARDING
TRAFFIC AND TRANSPORTATION SYSTEM
(n=700)

	Strongly Agree	Mostly Agree	Mostly Disagree	Strongly Disagree	Don't Know	Mean Rating
ADJUSTMENTS/USE OF PUBLIC TRANSPORT						
You sometimes adjust your travel ROUTE to avoid heavy traffic.	40%	39%	10%	10%	1%	3.11
You sometimes adjust your travel TIME to avoid heavy traffic.	38	37	12	11	2	3.05
You have adjusted the time of day you regularly work to avoid heavy traffic.	17	16	19	31	16	2.23
You sometimes adjust your MODE OF TRAVEL , by using bikes, buses, etc, to avoid heavy traffic.	7	11	29	50	3	1.75
You sometimes take the StarTran bus or shuttle to work or school or shopping.	4	7	17	68	3	1.45
SIGNAL/STREET ISSUES						
Roundabouts or traffic circles should be installed at intersections and roadways where they can improve safety and traffic flow.	26	36	16	22	1	2.65
The timing of traffic lights is well-coordinated for a smooth flow of traffic.	15	46	19	19	1	2.58
Lincoln's streets are well-maintained.	5	37	25	33	-	2.14
TAX SUPPORT FOR CHANGES						
You would pay higher taxes to help pay for improvements in the street system to improve traffic flow.	19	50	16	15	1	2.73
You would pay higher taxes to help pay for improvements to non-vehicular transportation like walking and biking.	14	39	23	22	1	2.46
You would pay higher taxes to help pay for improvements to PUBLIC transportation, such as buses	13	36	28	23	1	2.38

- Respondents were most likely to agree that they sometimes adjust their travel route (79% mostly or strongly agree; 3.11) or time (75%; 3.05), to avoid heavy traffic.
- Respondents were more likely to agree than disagree with six of the eleven opinion statements. In addition to the two mentioned above, Lincoln/Lancaster residents agreed that they would pay higher taxes to help pay for improvements in the street system to improve traffic flow (69%; 2.73), that roundabouts should be installed where they can improve safety and traffic flow (62%; 2.65), that the timing of traffic lights is well-coordinated (62%; 2.58), and that they would pay higher taxes to help pay for improvements to non-vehicular transportation like walking and biking (53%; 2.46).
- Lancaster County residents disagreed more than they agreed, with five statements, especially with the idea that they sometimes take StarTran buses or shuttles (85% disagreed, 68% strongly). Only one respondent in six (18%) said that they sometimes adjust their mode of travel, by using a bike, bus, etc., to avoid heavy traffic, while 79% disagreed. Half disagreed that they have adjusted the time of day they work to avoid heavy traffic (50%; 2.23).
- Slightly more people disagreed that they would pay higher taxes to help pay for improvements to public transportation, such as buses (51%) than agreed (49%).
- Two out of five respondents agreed that Lincoln's streets are well-maintained (42% agreed), with nearly three in five disagreeing (58%). More people agreed (61%; 2.58) than disagreed (38%) that the timing of traffic lights are well coordinated for a smooth flow of traffic. Just over three-fifths agreed with the statement that roundabouts should be installed where they can improve safety and traffic flow (62%; 2.65), while two in five disagreed (38%).



- The greatest decline in agreement was observed in terms of the streets being well-maintained (-.34), when results are compared to those seen in 2000. The only other decline was observed on respondents' incidence of adjusting their travel route to avoid heavy traffic (-.07).

- Each of the other four variables that could be compared to the questions asked in the 2000 survey were more likely to be agreed to, than was seen in 2000. Respondents were notably more likely to adjust their travel time than was seen in 2000 (+.15), as well as their mode of travel (+.17), although the level of agreement with the latter statement was very low (18%). Area residents were also more likely to agree that they sometimes take the bus (+.12) and that the timing of lights is well-coordinated (+.09).

**TABLE 14
AGREEMENT WITH STATEMENTS REGARDING
TRAFFIC AND TRANSPORTATION SYSTEM
BY GEOGRAPHIC LOCATION
(Mean Ratings)**

	Geographic Area							
	Total (n=700)	North Central (n=143)	North East (n=83)	East (n=105)	South (n=150)	Far South (n=129)	West (n=52)	Lanc. County (n=38)
You sometimes adjust your travel ROUTE to avoid heavy traffic.	3.11	3.11	3.18	3.09	3.05	3.17	3.04	3.16
You sometimes adjust your travel TIME to avoid heavy traffic.	3.05	2.99	3.01	3.02	3.05	3.13	3.06	3.03
You would pay higher taxes to help pay for improvements in the street system to improve traffic flow.	2.73	2.59	2.73	2.72	2.68	2.94 H	2.73	2.73
Roundabouts or traffic circles should be installed at intersections and roadways where they can improve safety and traffic flow.	2.65	2.45 L	2.52	2.61	2.98 H	2.66	2.69	2.45 L
The timing of traffic lights is well-coordinated for a smooth flow of traffic.	2.58	2.52	2.39	2.65	2.66	2.50	2.75	2.71
You would pay higher taxes to help pay for improvements to non-vehicular transportation like walking and biking.	2.46	2.48	2.52	2.51	2.53	2.38	2.45	2.16 L
You would pay higher taxes to help pay for improvements to PUBLIC transportation, such as buses	2.38	2.41	2.46	2.40	2.39	2.32	2.33	2.24
You have adjusted the time of day you regularly work to avoid heavy traffic.	2.23	1.99 L	2.26	2.10	2.36	2.50 H	2.32	1.97 L
Lincoln's streets are well-maintained.	2.14	1.97	1.99	2.27	2.28	2.20	1.98	2.24
You sometimes adjust your MODE OF TRAVEL , by using bikes, buses, etc, to avoid heavy traffic.	1.75	1.80	1.88	1.82	1.81	1.71	1.51 L	1.43 L
You sometimes take the StarTran bus or shuttle to work or school or shopping.	1.45	1.50	1.62	1.65 H	1.44	1.30	1.29	1.06 L

Ratings that are .20 points or more higher (H) or lower (L) than the total are marked

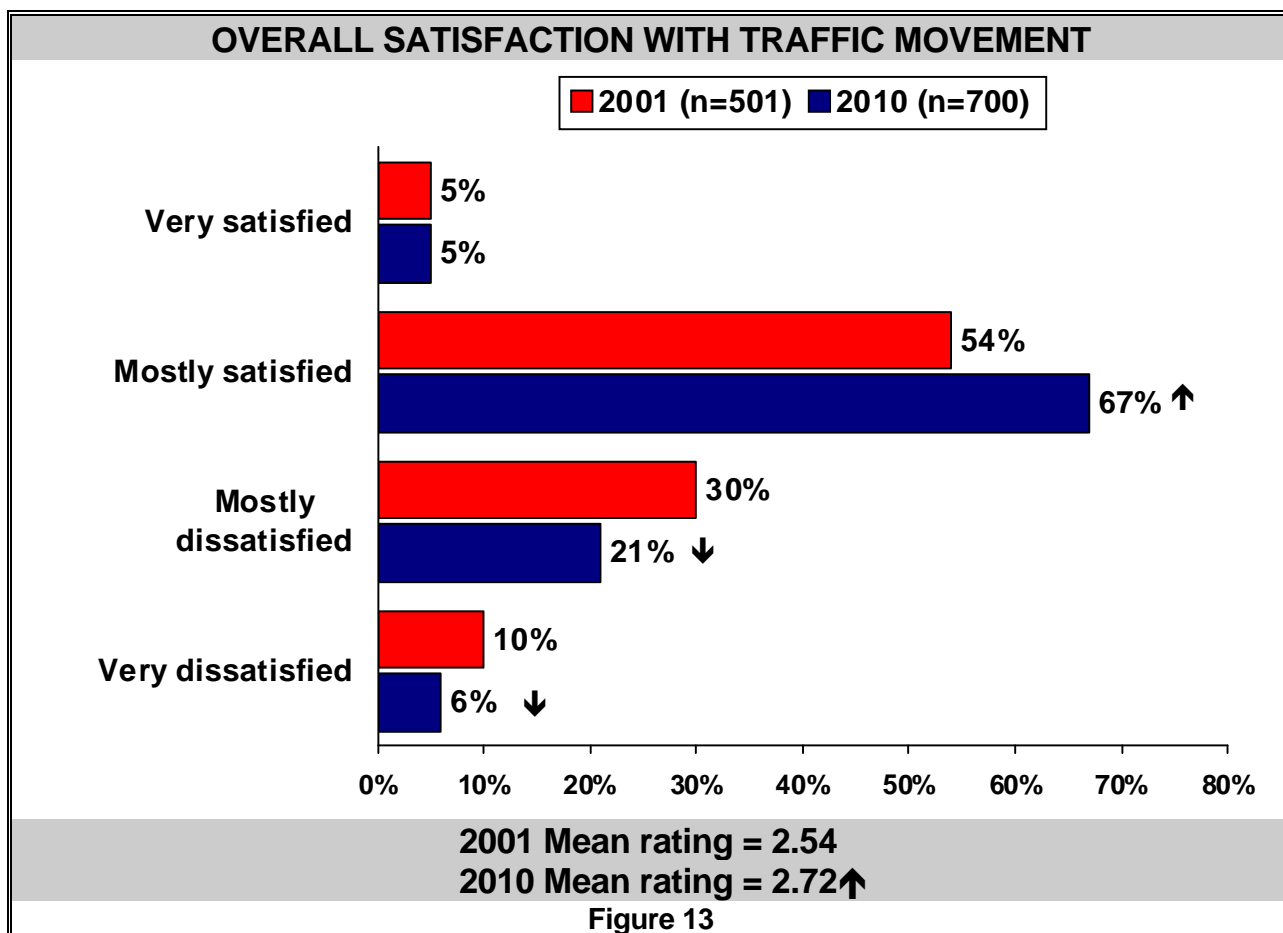
**TABLE 15
AGREEMENT WITH STATEMENTS REGARDING
TRAFFIC AND TRANSPORTATION SYSTEM
BY RESPONDENT AGE AND RESIDENCE WITHIN CITY LIMITS
(Mean Ratings)**

	Total 2010 (n=700)	Respondent Age				Lincoln City Limits:	
		18-44 (n=169)	45-54 (n=200)	55-64 (n=188)	65+ (n=143)	Inside (n=628)	Outside (n=72)
You sometimes adjust your travel ROUTE to avoid heavy traffic.	3.11	3.15	3.15	3.07	3.06	3.10	3.21
You sometimes adjust your travel TIME to avoid heavy traffic.	3.05	3.05	2.93	3.11	3.11	3.04	3.07
You would pay higher taxes to help pay for improvements in the street system to improve traffic flow.	2.73	2.86	2.74	2.73	2.56	2.73	2.70
Roundabouts or traffic circles should be installed at intersections and roadways where they can improve safety and traffic flow.	2.65	2.74	2.67	2.57	2.63	2.68	2.42 L
The timing of traffic lights is well-coordinated for a smooth flow of traffic.	2.58	2.78 H	2.54	2.45	2.56	2.57	2.64
You would pay higher taxes to help pay for improvements to non-vehicular transportation like walking and biking.	2.46	2.53	2.56	2.47	2.23 L	2.48	2.34
You would pay higher taxes to help pay for improvements to PUBLIC transportation, such as buses	2.38	2.28	2.43	2.47	2.31	2.40	2.19
You have adjusted the time of day you regularly work to avoid heavy traffic.	2.23	2.10	2.13	2.39	2.39	2.24	2.19
Lincoln's streets are well-maintained.	2.14	2.17	2.06	2.10	2.27	2.14	2.17
You sometimes adjust your MODE OF TRAVEL , by using bikes, buses, etc, to avoid heavy traffic.	1.75	1.73	1.73	1.83	1.73	1.78	1.55 L
You sometimes take the StarTran bus or shuttle to work or school or shopping.	1.45	1.36	1.37	1.48	1.64	1.48	1.15 L

Ratings that are .20 points or more higher (H) or lower (L) than the total are marked

- For the most part, the levels of agreement with the opinion statements regarding traffic and transportation in Lincoln were highly consistent across the seven geographic subareas and four age groups.
- The greatest variance, geographically, were that those in the Far South were more likely to agree that they would pay higher taxes for improvements in the street system, to improve traffic flow (+.21) and that they have adjusted the time of day of their travel to work to avoid heavy traffic (+.27). Those in the South were more likely to agree that roundabouts or traffic circles should be installed (+.33) and those in the East were more likely to say they sometimes take the bus (+.20).
- Those living outside the city limits of Lincoln were least likely to say they sometimes take the bus or shuttle (-.30), to think roundabouts should be installed (-.23), or to sometimes adjust their mode of travel by using bikes or buses, to avoid heavy traffic (-.20).
- By age, young respondents (under 45) were more in agreement that the timing of traffic lights is well-coordinated (+.20) and the oldest respondents (65+) were less agreeable with the idea of paying higher taxes to pay for non-vehicular transportation, like walking and biking (-.23).

"Overall, as you drive around Lincoln, are you very satisfied, mostly satisfied, mostly dissatisfied, or very dissatisfied with how traffic moves, in Lincoln?"



- A majority of Lancaster County residents indicated that they were "mostly satisfied" with the current traffic conditions around Lincoln (67%), a significant increase from a similar item asked in 2001 (54%). Only one respondent in twenty (5%) said they were "very satisfied." Over a quarter of residents responded with a "dissatisfied" response (27%), but most of those were also "mostly" (21%) rather than "very" (6%) dissatisfied.
- Men (2.67) were slightly more satisfied than women (2.77), and those over 65 were more satisfied (2.83) than those under 65 (2.66 to 2.75).
- Those who drive a car to work (2.70) were slightly less satisfied with Lincoln traffic conditions than were those who didn't go to work (2.76) or traveled to work by some means other than their personal car (2.76).

"Now, are you very satisfied, mostly satisfied, mostly dissatisfied, or very dissatisfied with how traffic moves in Lincoln.....?"

- **Between 7 and 9 on weekday mornings**
- **Between 9 and 11 on weekday mornings**
- **Over the lunch hour, between 11 and 1**
- **From 1 to 4 on weekdays**
- **Between 4 and 6 on weekday evenings**
- **After 6 on weekday evenings**
- **On weekends**

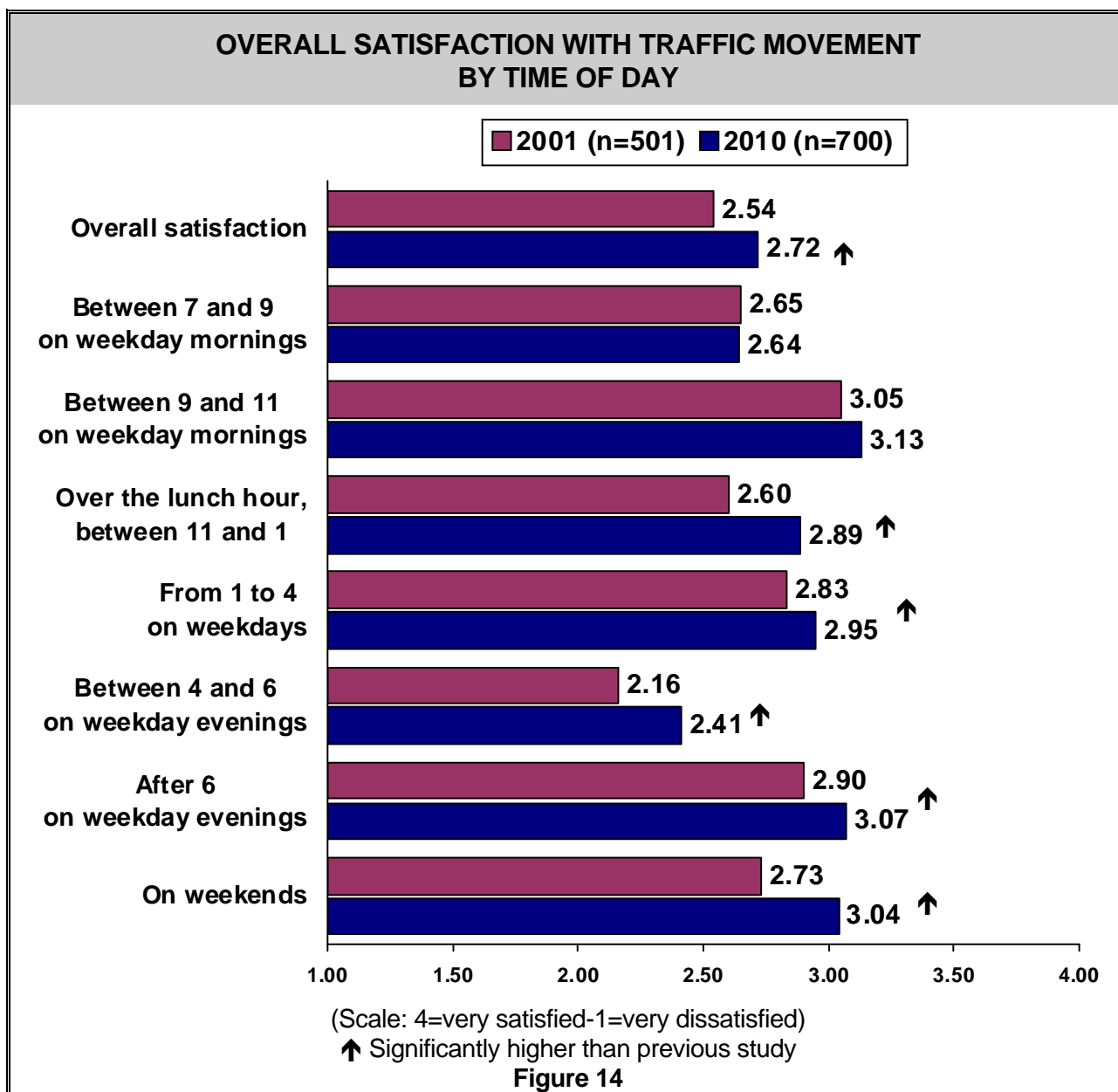


TABLE 16
SATISFACTION WITH TRAFFIC MOVEMENT
(n=700)

	Percent Response					Mean Rating
	Very Satisfied	Mostly Satisfied	Mostly Dissatisfied	Very Dissatisfied	Don't Know	
Overall satisfaction	5%	67%	21%	6%	-	2.72
Between 7 and 9 on weekday mornings	5	55	21	8	11	2.64
Between 9 and 11 on weekday mornings	21	57	5	2	14	3.13
Over the lunch hour, between 11 and 1	13	56	15	4	12	2.89
From 1 to 4 on weekdays	14	62	11	4	9	2.95
Between 4 and 6 on weekday evenings	6	41	34	14	4	2.41
After 6 on weekday evenings	19	65	9	2	5	3.07
On weekends	20	66	9	3	2	3.04

Scale: 4=very satisfied, 3=mostly satisfied, 2=mostly dissatisfied, 1=very dissatisfied

- The level of satisfaction with how traffic moves in Lincoln improved, since the 2001 study, overall, and on six of the seven time periods assessed by respondents. Overall satisfaction (+.18), satisfaction with traffic on the weekend (+.31), during the weekday lunch hour (+.29), between 4 and 6 on weekdays (+.25), after 6 on weekdays (+.17), and from 1 to 4 on weekdays (+.12) all increased by statistically significant proportions, since 2001. Satisfaction with traffic between 7 and 9 in the morning was virtually unchanged from 2001 (-.01).
- Respondents were more satisfied than dissatisfied with traffic flow during six of the seven time periods assessed. Respondents were substantially less satisfied with traffic between 4:00 and 6:00 in the afternoon (2.41 on a scale of 4.00) than with any other time period.
- Morning "rush" traffic (2.64) was the second least-satisfying time to drive.
- Respondents were satisfied, for the most part, with traffic movement between 9:00 and 11:00 (3.13), after 6:00 p.m. (3.07), between 1:00 and 4:00 (2.95) and on weekends (3.04).

**TABLE 17
SATISFACTION WITH TRAFFIC MOVEMENT
BY GEOGRAPHIC LOCATION
(Mean Ratings)**

	Geographic Area							
	Total (n=700)	North Central (n=143)	North East (n=83)	East (n=105)	South (n=150)	Far South (n=129)	West (n=52)	Lanc. County (n=38)
Overall satisfaction	2.72	2.73	2.70	2.76	2.83	2.59	2.73	2.61
Between 7 and 9 on weekday mornings	2.64	2.70	2.72	2.77	2.66	2.37 L	2.69	2.73
Between 9 and 11 on weekday mornings	3.13	3.14	3.01	3.15	3.20	3.12	3.16	3.03
Over the lunch hour, between 11 and 1	2.89	2.86	2.86	2.84	2.92	2.91	2.95	2.91
From 1 to 4 on weekdays	2.95	2.95	2.89	2.93	3.04	2.95	2.91	2.92
Between 4 and 6 on weekday evenings	2.41	2.41	2.58	2.50	2.46	2.19 L	2.36	2.32
After 6 on weekday evenings	3.07	3.11	3.03	3.09	3.14	2.99	3.04	2.92
On weekends	3.04	3.07	2.94	3.07	3.13	3.02	2.98	2.87

Ratings that are .20 points or more higher (H) or lower (L) than the total are marked

- Overall satisfaction and that on each of the other time periods measured was highly consistent across seven geographic subareas in the study. Those in the Far South area were notably less satisfied with traffic between 7 and 9 am (-.27) and between 4 and 6 pm (-.22).

TABLE 18 SATISFACTION WITH TRAFFIC MOVEMENT BY RESPONDENT AGE AND RESIDENCE WITHIN CITY LIMITS (Mean Ratings)							
	Total 2010 (n=700)	Respondent Age				Lincoln City Limits:	
		18-44 (n=169)	45-54 (n=200)	55-64 (n=188)	65+ (n=143)	Inside (n=628)	Outside (n=72)
Overall satisfaction	2.72	2.66	2.75	2.66	2.83	2.73	2.64
Between 7 and 9 on weekday mornings	2.64	2.58	2.70	2.64	2.63	2.63	2.71
Between 9 and 11 on weekday mornings	3.13	3.13	3.15	3.11	3.13	3.14	3.08
Over the lunch hour, between 11 and 1	2.89	2.83	2.97	2.84	2.91	2.89	2.91
From 1 to 4 on weekdays	2.95	2.96	2.94	2.99	2.92	2.95	2.94
Between 4 and 6 on weekday evenings	2.41	2.28	2.47	2.37	2.53	2.42	2.34
After 6 on weekday evenings	3.07	3.03	3.04	3.09	3.13	3.08	2.94
On weekends	3.04	2.95	3.03	3.09	3.09	3.05	2.93

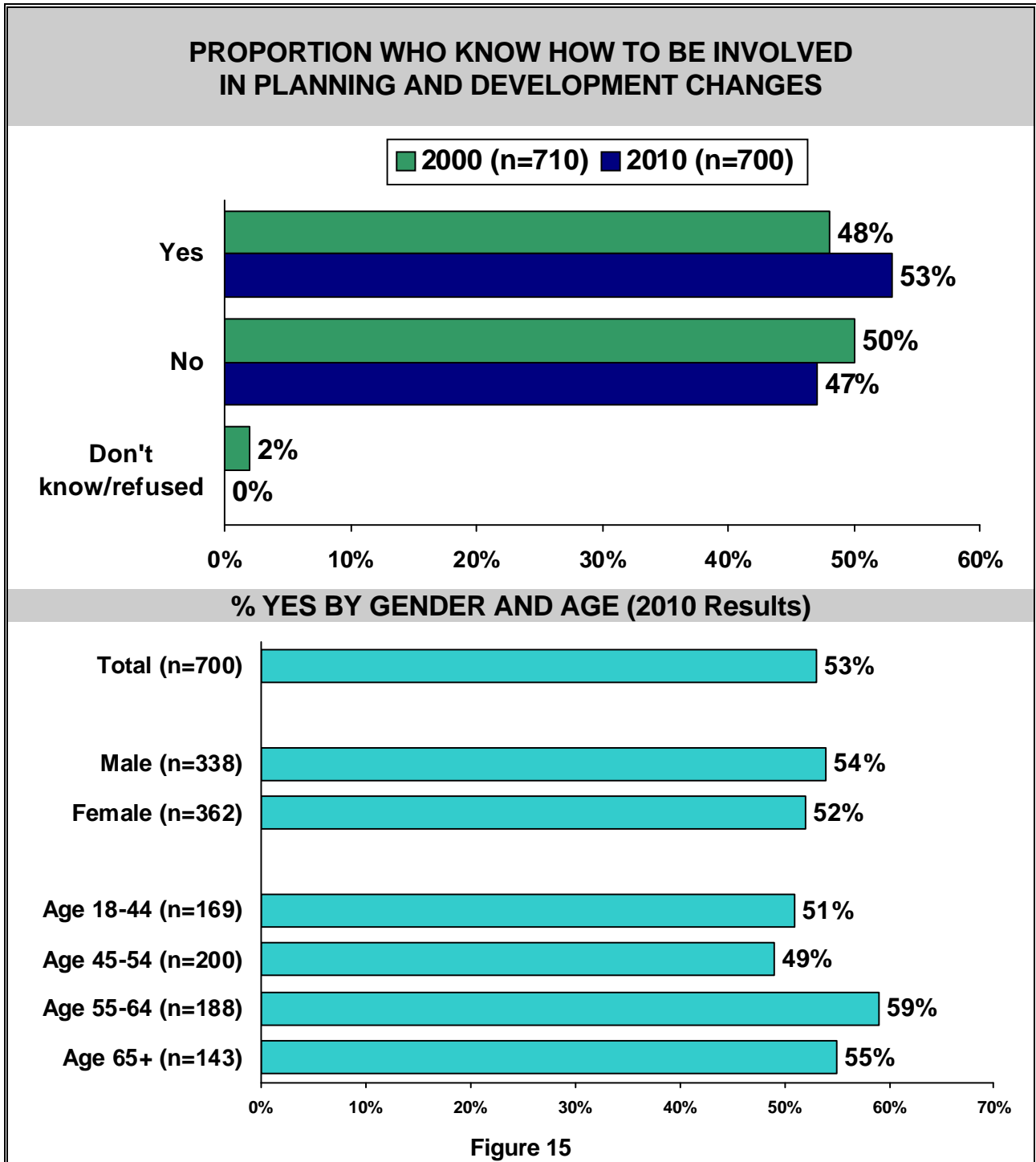
Ratings that are .20 points or more higher (H) or lower (L) than the total are marked

- The differences in satisfaction with the traffic flow, by age group and between those living inside the Lincoln city limits vs. those outside of the city limits, were also very slight (.20 or less on most time periods).

**SECTION VII
COMMUNITY AWARENESS OF HOW TO BE
INVOLVED IN PLANNING AND DEVELOPMENT**

Residents of Lincoln and Lancaster County were asked a question, which was repeated from a similar study, conducted for L/LCPD in 2000:

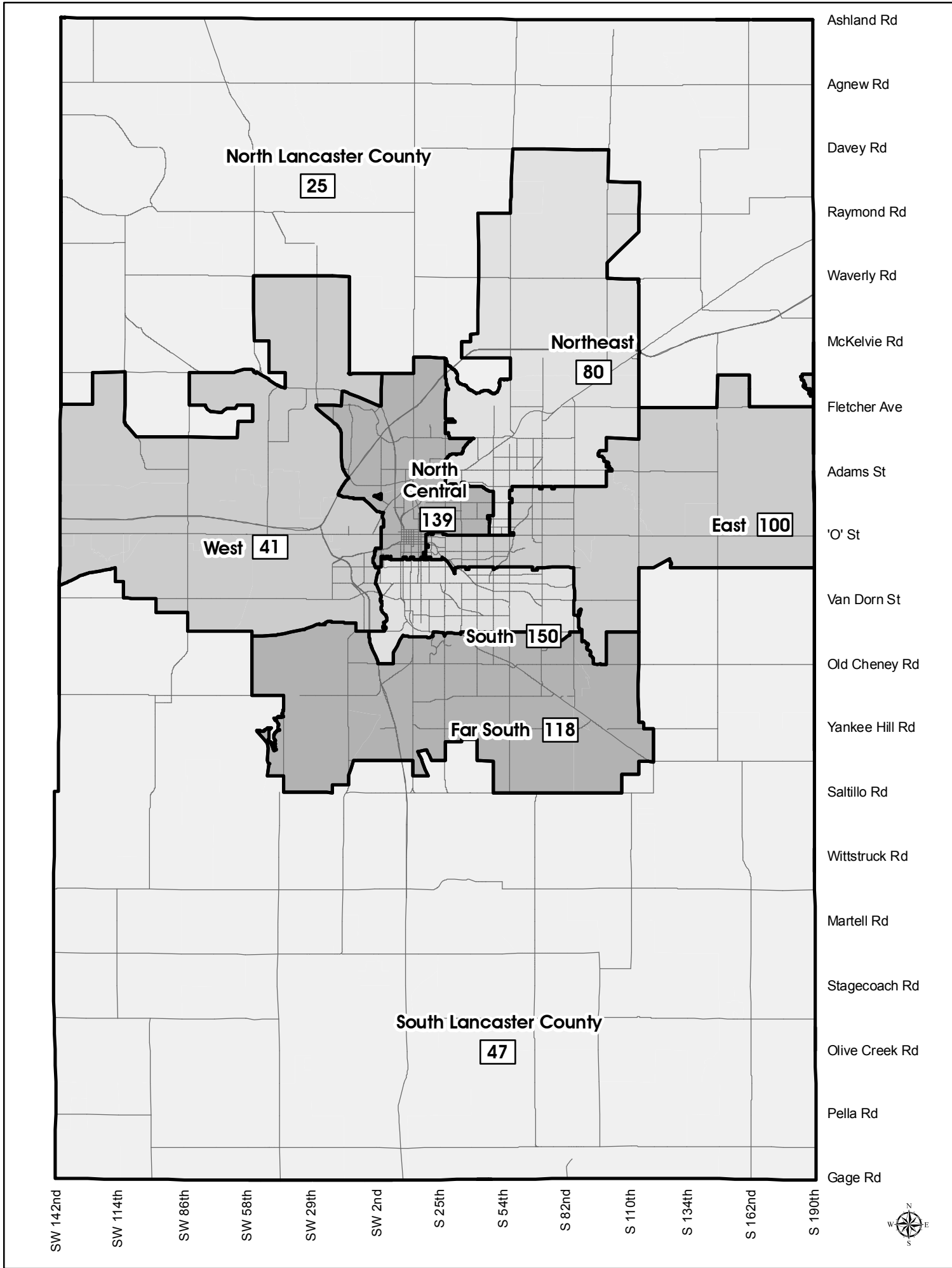
"In terms of your own involvement in the planning process for the community, do you feel that you know how to be involved in how planning and development changes occur?"



- Over half of Lancaster County residents (53%) felt that they knew how to be involved in planning for the city and county, a notable increase from 2000 (48%). Those between ages 55 and 64 (59%) were more prone to feel they knew how to be involved than were those under 55 (49% to 51%). Otherwise, the differences by gender or age were slight.

APPENDICES

**APPENDIX A:
MAP OF STUDY AREA**



SW 142nd SW 114th SW 86th SW 58th SW 29th SW 2nd S 25th S 54th S 82nd S 110th S 134th S 162nd S 190th



**APPENDIX B:
SURVEY INSTRUMENT**


Lincoln/Lancaster County Planning Department

Lincoln, Nebraska

_____ Date Approved By Client

2010 Comp Plan Update Survey

_____ Date Approved By Project Director

February, 2010

n=700/16 minutes

SURVEY CASE ID #:

** Area code and telephone number:

** Interview length: **(in minutes)**

Hello, this is ____ with Sigma Group here in Lincoln. We are working with the Lincoln/Lancaster County Planning Department to get the opinions of Lincoln and Lancaster County residents on the importance of various planning and development issues facing all of us in the next few years. We need to ask you a few questions to make sure your opinions are included.

Screeners

S1. Are you the (male/female) head of the household?

1 Yes, male

2 Yes, female

3 No

(Ask to speak to that person)

4 No one available

(Set time to call back)

8 DK/RF

(Thank and terminate)S2. Are you between the ages of **(read 1-7, as needed)**? (Open ended and code)

1 18-24

2 25-34

3 35-44

4 45-54

5 55-64

6 65-74

7 75 and older

9 (RF) - **(Thank and terminate)**

S3. What County do you live in?

1 Lancaster

- continue

2 Other/DK/Refused

- thank and terminate

S4. What zip code do you live in? **(Code all 5 digits of zip)**

68317 (BENNET)

68502 (LINCOLN)

68336 (DAVEY)

68503 (LINCOLN)

68339	(DENTON)	68504	(LINCOLN)
68358	(FIRTH)	68505	(LINCOLN)
68368	(HALLAM)	68506	(LINCOLN)
68372	(HICKMAN)	68507	(LINCOLN)
68402	(MALCOLM)	68508	(LINCOLN)
68404	(MARTELL)	68510	(LINCOLN)
68428	(RAYMOND)	68512	(LINCOLN)
68430	(ROCA)	68514	(LINCOLN)
68461	(WALTON)	68516	(LINCOLN)
68462	(WAVERLY)	68517	(LINCOLN)
		68520	(LINCOLN)
		68521	(LINCOLN)
		68522	(LINCOLN)
		68523	(LINCOLN)
		68524	(LINCOLN)
		68526	(LINCOLN)
		68527	(LINCOLN)
		68528	(LINCOLN)
		68531	(LINCOLN)
99998	Other- (Thank and Terminate)	68532	(LINCOLN)
99999	(DK/REF)-(Thank and Terminate)	68583	(LINCOLN)

S5. Area (coded from zip code in QS4)
(Proportional Quotas, tn=700)

1	North Central	n=143
2	Northeast	n=85
3	East	n=104
4	South	n=149
5	Far South	n=129
6	West	n=52
7	Lancaster	n=38

S6. Do you live inside the city limits of Lincoln?

1	Yes (estimated n=630)
2	No (estimated n=70)
8	(DK/RF) - Thank and terminate

Statements About Lincoln/Lancaster County

1. I'm going to read you a series of statements about Lincoln and Lancaster County, today. For each statement, please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree with that statement. **(Read & rotate A-J)?**

4	Strongly agree
3	Mostly agree
2	Mostly disagree

- 1 Strongly disagree
- 8 (DK)
- 9 (Refused)
- A. Lincoln is becoming too spread out.
- B. Lincoln should place more emphasis on the physical appearance of the city, including managing signs, landscaping and architecture.
- C. Lincoln is developed in a planned and organized way.
- D. Downtown Lincoln should be a focus of new development and redevelopment opportunities.
- E. The streets in Lincoln are adequate for carrying the volume of traffic we have.
- F. There are plenty of housing choices in Lincoln and Lancaster County in terms of type and size.
- G. There are plenty of housing choices in Lincoln and Lancaster County in your price range.
- H. Limiting the level of energy consumption is an important issue for Lincoln and Lancaster County.
- I. More production of local food sources should be encouraged.
- J. Lincoln has good air quality.

Trade-offs Between Uses of Public Funds

2. Next, I'm going to ask you to decide between issues that are trade-offs. Please think about which view BEST fits your opinion, and tell me Yes or No to each statement. **(Read and rotate A-D)?**
- 1 Yes
- 2 No
- 7 (Depends on situation)
- 8 (DK)
- 9 (Refused)
- A. Should the city expand its recycling program, even if this means additional tax funds would be used to increase such efforts?
- B. Should the city and county provide incentives to businesses and homeowners for improving their energy efficiency, even if this means additional tax funds would be used to support this effort?
- C. Should natural resources such as native prairies, wetlands, floodplains, and trees be preserved, even if it meant additional tax funds would be used to buy the land or development rights?
- D. Should the city provide new public infrastructure such as roads, water, and sewer lines in multiple directions to serve growth demands, even if this means that additional tax funds are needed compared to the cost of providing new public infrastructure in only one direction, to serve growth?

Importance of Various Priorities in Future of Lincoln & Lancaster County

3. As the City and County plan for our future, they must identify several areas that are most important to put time, money, and energy into. Now please tell me whether you think each issue is extremely important, very important, somewhat important, or not really that important as a priority for the future of Lincoln and Lancaster County. How about (Read & rotate A-V, in sections)? Is that extremely important, very important, somewhat important, or not important to you?

- 4 Extremely important
- 3 Very important
- 2 Somewhat important
- 1 Not important
- 8 (DK)
- 9 (Refused)

Commercial and Retail Development

- A. Encourage the development of additional large retail centers, similar to the one at North 27th and Superior Street and South 27th and Pine Lake Road.
- B. Encourage the development or renovation of retail areas in older neighborhoods
- C. Encourage smaller neighborhood retail areas that are close to residential areas, and more accessible by walking and biking.

Managing Growth

- D. Encourage development that preserves the character of existing older neighborhoods.
- E. Protect and improve the appearance of major entrances into Lincoln.
- F. Preserve the quality of rural life and highly productive agricultural land in Lancaster County.
- G. Encourage new development in Downtown Lincoln, such as offices, entertainment and businesses.

Natural Resources and Environmental Protection

- H. Maintain and preserve existing wetlands, streams, trees, flood plains, wildlife habitat and other natural resources.
- I. Develop and maintain a system of parks and recreational facilities across the city.
- J. Develop water conservation policies and programs that decrease water usage.
- K. Establish energy efficient and green building standards for all new construction, both public and private.
- L. Invest in clean alternative sources of energy.

Transportation

- M. Plan and build county roads to serve the needs of rural residents.
- N. Plan and build highways or beltways for traffic around the city of Lincoln.
- O. Widen existing roads to provide better traffic flow going across Lincoln in the East-West direction.

- P. Widen existing roads to provide better traffic flow going across Lincoln in the North-South direction.
- Q. Encourage carpooling, walking, biking, bus or other alternatives to single-person car trips.
- R. Encourage the development of better or expanded airline service in Lincoln.
- S. Continue the further development of a system of bike and walking facilities, including trails and sidewalks.
- T. Plan and develop more compact growth to reduce the number and length of car trips that are necessary.
- U. Increase the frequency of bus service and the number of bus routes, in Lincoln.
- V. Spend Additional tax funds to build streets and utilities for new, developing areas.

Economic Development

4. If a large employer was looking at Lincoln as one of several cities to expand into or to stay in, but it would cost several million dollars to make specific improvements needed by the company, would you favor having tax funds pay for those improvements, or would you prefer that tax funds are not used to get that major employer to come to or stay in Lincoln?
- 1 City and taxpayers pay for improvements
 - 2 Tax funds not used to get employer here
 - 7 (Depends on situation, type and number of jobs, etc.)
 - 8 (DK)
 - 9 (Refused)

Transportation Concerns/Issues

5. What form of transportation do you usually use to get to work? (read 06-11, if necessary)
- 01 Other
 - 02 (DK)
 - 03 (RF)
 - 04 (None-Student/retired/Work at home/don't go out to work)
 - 06 Bicycle
 - 07 Bus/StarTran Shuttle/Handi Van
 - 08 Car/truck
 - 09 Carpool/someone else takes me
 - 10 Motorcycle
 - 11 Walk

6. I'm going to read you a list of statements about Lincoln streets and the transportation system. Please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree with each statement. How about (read and rotate A-K)?
- 4 Strongly agree
 3 Mostly agree
 2 Mostly disagree
 1 Strongly disagree
 7 (Not applicable)
 8 (DK)
 9 (RF)
- A. Lincoln's streets are well-maintained.
 B. You sometimes take the StarTran bus or shuttle to work or school or shopping.
 C. You would pay higher taxes to help pay for improvements in the street system to improve traffic flow.
 D. The timing of traffic lights is well-coordinated for a smooth flow of traffic.
 E. You would pay higher taxes to help pay for improvements to non-vehicular transportation like walking and biking.
 F. You would pay higher taxes to help pay for improvements to public transportation, such as buses.
 G. Roundabouts or traffic circles should be installed at intersections and roadways where they can improve safety and traffic flow.
 H. You sometimes adjust your travel TIME to avoid heavy traffic.
 I. You sometimes adjust your travel ROUTE to avoid heavy traffic.
 J. You sometimes adjust your MODE OF TRAVEL, by using bikes, buses, etc, to avoid heavy traffic.
 K. You have adjusted the time of day you regularly work to avoid heavy traffic.
7. Overall, as you drive around Lincoln, are you very satisfied, mostly satisfied, mostly dissatisfied, or very dissatisfied with how traffic moves, in Lincoln?
- 4 Very satisfied
 3 Mostly satisfied
 2 Mostly dissatisfied
 1 Very dissatisfied
 8 (DK)
 9 (RF)
8. Now, are you very satisfied, mostly satisfied, mostly dissatisfied, or very dissatisfied with how traffic moves in Lincoln (read A-G, do not rotate)?
- 4 Very satisfied
 3 Mostly satisfied
 2 Mostly dissatisfied
 1 Very dissatisfied
 8 (DK)

- 9 (RF)
- A. Between 7 and 9 on weekday mornings
 - B. Between 9 and 11 on weekday mornings
 - C. Over the lunch hour, between 11 and 1
 - D. From 1 to 4 on weekdays
 - E. Between 4 and 6 on weekday evenings
 - F. After 6 on weekday evenings
 - G. On weekends

PLANNING PROCESS

9. In terms of your own involvement in the planning process for the community, do you feel that you know how to be involved in how planning and development changes occur?
- 1 Yes
 - 2 No
 - 8 (DK)
 - 9 (Refused)

DEMOGRAPHICS BEGIN HERE:

- D1. Do you have children, under the age of 18, currently living at home?
- 1 Yes
 - 2 No
 - 8 (DK)
 - 9 (Refused)
- D2. Now overall, including yourself, how many people live in your household at least six months out of the year?
(enter actual number 1-12, or 98=Don't know, 99=Refused)
- D3. RESIDENCE TYPE: Do you live... (read 1-3)?
- 1 On an acreage
 - 2 On a farm
 - 3 In a town or city
 - 8 (DK)
 - 9 (Refused)
- D4. RESIDENCE IN AREA: How long have you lived in Lincoln or Lancaster County?
- 1 Less than 1 year
 - 2 1 to less than 3 years
 - 3 3 to less than 5 years
 - 4 5 to less than 10 years
 - 5 10 years or more
 - 8 (DK)
 - 9 (Refused)

D5. ETHNIC BACKGROUND: In order to ensure we've talked to a broad representation of people, I need to record whether you are white, black, Hispanic, Asian, or some other ethnic group. (If necessary, ask:) Which ethnic group do you feel best represents your background, or that you most associate yourself with?

- 1 White
- 2 Black
- 3 Hispanic
- 4 Asian
- 5 Native American/American Indian
- 6 Other

9 (Refused)

D6. How many members of your household, if any, work in the following cities or towns? (read and rotate A-C, D last)?

(If respondent says a member "travels all over", ask if travels to city/town listed)

(enter actual number 1-12, or 98=Don't know, 99=Refused)

- A. In Lincoln
- B. In Omaha, or an Omaha suburb
- C. In Beatrice
- D. In another town or city in Nebraska

D7. INCOME: Is your total annual household income, before taxes, over or under \$35,000?

(If "Under", ask:) Is it over or under \$25,000?

(If "Over", ask:) Is it over or under \$45,000?

(If "Over", ask:) Is it over or under \$55,000?

(If "Over", ask:) Is it over or under \$75,000?

(If "Over", ask:) Is it over or under \$100,000?

- 1 Under \$25,000
- 2 \$25,000 - \$34,999
- 3 \$35,000 - \$44,999
- 4 \$45,000 - \$54,999
- 5 \$55,000 - \$74,999
- 6 \$75,000 - \$99,999
- 7 \$100,000 and over

8 (DK)

9 (Refused)

(Interviewer Read:)

Again, this is ____ with Sigma Group. Thank you very much for your time and your willingness to share your opinions with us. I need to confirm that we reached you at _____. **(Validate phone number.)** Thank you again, and have a nice evening/day.

(If needed:)

If you have any questions regarding this survey, you are welcome to contact David Cary at the Planning Department at 441-7491. Results from this study should be available later this year.

Interviewer ID: