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

**Prepared for  
Lincoln/Lancaster County Planning Department  
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**SECTION I  
INTRODUCTION  
AND SAMPLE CHARACTERISTICS**

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## Introduction

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The Lincoln/Lancaster County Planning Department commissioned Sigma Group, LLC. of Lincoln, Nebraska to conduct two public opinion surveys in Lincoln and Lancaster County, one of the general public, and the other with community leaders in the area. The overall research effort was intended to document public attitudes toward various communication issues facing the City and County as plans are made for directing future transportation plans, within Lincoln and Lancaster County. Specifically, the research objectives of the study were as follows:

1. To document the level of familiarity, among residents of Lincoln and Lancaster County, of the various aspects of the Lincoln/Lancaster County Long-range Transportation Plan, but especially of the opportunities for public input, review, and comment provided in the Public Participation Plan;
2. To determine if residents have ever participated in any planning activity in Lincoln or Lancaster County, including attending city council meetings, county board meetings, planning commission meetings, hearings on transportation planning or other planning issues, city meetings with neighborhood groups, civic groups, or other citizen-interest groups, to have input into planning issues in the city or county;
3. To assess public perceptions of the modes of public input employed by LLCPD in gaining an understanding of the preferences and concerns of the general public as plans are made for the future of transportation in Lincoln and Lancaster County;
4. To measure the likelihood of county residents to participate in the various modes of public input allowed under the current Public Participation Plan, in the next two to three years, as a new Long-range Transportation Plan is developed;
5. To measure public opinion as to the best ways for the Planning Department to communicate with the public, and with certain special interest groups of citizens, regarding the planning process and the goals and objectives of the plans that are developed, and to measure opinions on what are the best ways to ask the general public for comments on the plans proposed by the Planning Department;
6. To determine if there are any additional suggestions from members of the general public, or "Key Informant" groups (language groups, the visually, physically, or otherwise handicapped, low income groups, etc.), as to the manner in which citizens have access to the review and discussion of the planning process for the future development of transportation in Lancaster County.

The further objective of this study is to provide a series of "benchmark," against which future measurements can be compared, to assess the degree of success achieved in meeting the transportation planning and development public input and communication goals of L/LCPD. The information gained in attempting to meet these stated objectives is intended to be used to better understand how "public opinion" can be more effectively sought and included in the Public Participation Plan in the overall transportation planning process.

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## Methodology

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### GENERAL PUBLIC STUDY

In order to meet these objectives, a random sample of 403 respondents in Lancaster County was selected and interviewed by telephone between July 30<sup>th</sup> and August 8<sup>th</sup> of 2008. Sampling was done proportionally, by zip code, across 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.

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### OPINION LEADER STUDY

In order to meet the study objectives, L/LCPD provided Sigma Group with a list of 167 community opinion leaders, with individuals representing Neighborhood Associations, special interest groups for the environment, the handicapped, ethnic or cultural groups, etc., Downtown Workshop Attendees, Downtown Action Team

members, LIBA Board members, HBAL Board members, Streets Roads and Trails Committee members, and others. Potential respondents were contacted and interviewed by telephone between August 11<sup>th</sup> and August 21<sup>st</sup> of 2008.

For both the general public study and the opinion leader study, 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.

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### **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. The average survey length was 10.1 minutes for the general public study and 9.1 minutes for the opinion leader study. Copies of the survey instruments are provided in Appendix B of this report.

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### **Stability of Results**

The maximum expected statistical range of error for a sample of 403 respondents is  $\pm 4.9\%$ . Stated more simply, if 100 different samples of 403 persons each were randomly chosen from the given population, 95 times out of 100 the total results obtained would vary no more than  $\pm 4.9$  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 Far South area (zips 68512, 68516, 68523, and 68526; n=71) would be  $\pm 11.6\%$ . Among Opinion Leaders (n=76), the maximum expected range of error would be  $\pm 11.2\%$ . 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 403 respondents and for various response distribution patterns, at the 95% level of confidence, are shown below:

EXPECTED ERROR RANGES FOR MARKET SAMPLES OF 403 AND 76 RESPONDENTS*									
Results About:	10%	20%	30%	40%	50%	60%	70%	80%	90%
Error Range:									
n=403 (General Public)	$\pm 2.9$	$\pm 3.9$	$\pm 4.5$	$\pm 4.8$	$\pm 4.9$	$\pm 4.8$	$\pm 4.5$	$\pm 3.9$	$\pm 2.9$
n=76 (Opinion Leaders)	$\pm 6.7$	$\pm 9.0$	$\pm 10.3$	$\pm 11.0$	$\pm 11.2$	$\pm 11.0$	$\pm 10.3$	$\pm 9.0$	$\pm 6.7$

\* At the 95% level of confidence

In other words, if 30% of all 403 respondents answered "yes" to a particular question, 95 times out of 100 in similar studies, the results to that same item should be between 25.5% and 34.5%, or within  $\pm 4.5\%$  of the result obtained if every area household were surveyed.

## Sample Design

The Lancaster County zips were grouped into eight sub-areas, as shown below:

<b>TABLE 1 DISTRIBUTION OF STUDY SAMPLE (Randomly Generated Sample; n=403)</b>				
Area	Zip	Town	# of Surveys	% of Total Sample
<b>North Central</b>			<b>80</b>	<b>20%</b>
	68503	Lincoln	20	
	68508	Lincoln	15	
	68521	Lincoln	45	
<b>North East</b>			<b>49</b>	<b>12%</b>
	68504	Lincoln	21	
	68507	Lincoln	27	
	68514	Lincoln	1	
	68517	Lincoln	0	
<b>East</b>			<b>64</b>	<b>16%</b>
	68505	Lincoln	24	
	68510	Lincoln	36	
	68520	Lincoln	4	
	68527	Lincoln	0	
<b>South</b>			<b>86</b>	<b>21%</b>
	68502	Lincoln	38	
	68506	Lincoln	48	
<b>Far South</b>			<b>71</b>	<b>18%</b>
	68512	Lincoln	11	
	68516	Lincoln	53	
	68523	Lincoln	4	
	68526	Lincoln	3	
<b>West</b>			<b>29</b>	<b>7%</b>
	68522	Lincoln	13	
	68524	Lincoln	6	
	68528	Lincoln	8	
	68532	Lincoln	2	
<b>South Lancaster County</b>			<b>17</b>	<b>4%</b>
	68317	Bennet Area	2	
	68339	Denton Area	2	
	68358	Firth Area	3	
	68368	Hallam Area	1	
	68372	Hickman Area	3	
	68404	Martell/Princeton Area	1	
	68419	Panama Area	0	
	68430	Roca Area	3	
	68438	Sprague Area	0	
	68461	Walton Area	2	
<b>North Lancaster County</b>			<b>7</b>	<b>2%</b>
	68336	Davey Area	1	
	68402	Malcolm Area	1	
	68428	Raymond Area	3	
	68462	Waverly Area	2	
<b>TOTAL</b>			<b>403</b>	



Again, the sample was designed to result in 403 surveys completed proportionately within the Lancaster County. A small proportion of Lancaster County residents live outside of the zip codes defined as Lincoln. The five percent of respondents that lived outside of Lincoln zip codes (24 people) are combined as one "rural Lancaster County" region for discussion in this study. A map of the study area is provided in Appendix C.

Respondents were most likely to live in the zip code areas identified as South (21%), North Central (20%), Far South (18%), or East (16%).

## **Reports Prepared**

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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 has determined to be the most meaningful or useful findings of the study.

## Sample Characteristics

Tables 2 and 3 present the demographic information about participants in the study:

<b>TABLE 2 DEMOGRAPHIC CHARACTERISTICS: CONSUMER STUDY</b>					
	General Public (n=403)	Respondent Age			
		18-44 (n=84)	45-54 (n=83)	55-64 (n=105)	65+ (n=131)
<b>Gender:</b>					
Male	46%	55%	45%	45%	44%
Female	54	45	55	55	56
<b>Age:</b>					
18-24	1%	6	-	-	-
25-34	6	31	-	-	-
35-44	13	63	-	-	-
45-54	21	-	100	-	-
55-64	26	-	-	100	-
65-74	18	-	-	-	55
75+	15	-	-	-	45
<b>Average Age</b>	<b>57.6</b>	<b>35.8</b>	<b>50.0</b>	<b>60.0</b>	<b>74.5</b>
<b>Any Children: (under age 18)</b>					
% Yes	25%	74%	39%	-	5%
<b>Geographic Area: (based on zip code)</b>					
North Central	20%	21%	16%	22%	20%
North East	12	10	11	15	12
East	16	21	4	17	19
South	21	12	28	17	27
Far South	18	18	27	14	15
West	7	11	7	10	2
Lancaster County	6	7	8	4	5
<b>Inside City Limits of Lincoln</b>					
% Yes	90%	90%	89%	87%	92%
<b>Residence in Lincoln/Lancaster County:</b>					
Less than 1 year	-	-	-	1%	-
1 to 3 years	1	1	1	2	-
3 to 5 years	1	6	1	-	-
5 to 10 years	8	20	8	3	5
10 years or more	89	73	88	92	95

**TABLE 2 - Continued  
DEMOGRAPHIC CHARACTERISTICS:  
CONSUMER STUDY**

	General Public (n=403)	Respondent Age			
		18-44 (n=84)	45-54 (n=83)	55-64 (n=105)	65+ (n=131)
<b># of Residents 6 months+/yr.</b>					
None	-	-	-	-	1%
1	22	7	20	19	36
2	45	18	35	64	54
3	11	17	16	9	6
4	12	30	19	4	2
5	5	19	4	-	-
6 or more	3	10	5	1	1
Refused	1	-	1	4	1
<b>Average Size</b>	<b>2.4</b>	<b>3.7</b>	<b>2.6</b>	<b>2.0</b>	<b>1.8</b>
<b>Hispanic Descent:</b>					
Yes	-	1%	-	-	1%
No	99	99	99	99	99
Don't know/refused	-	-	1	1	-
<b>Race:</b>					
White	96%	95%	94%	98%	96%
Black	-	1	-	-	1
Asian	1	-	1	-	2
Native American	-	1	1	-	-
Other/mixed	1	1	2	1	1
Refused	1	1	1	1	1
Total, non-white	3	4	5	1	3
<b>Language, other than English</b>					
No others, only English	95%	94%	98%	94%	95%
German	1	2	-	2	2
Spanish	1	1	-	1	1
Other languages	1	2	-	1	2
Don't know/refused	1	-	1	2	1
<b>Income:</b>					
Less than \$15,000	6%	5%	5%	8%	7%
\$15,000<\$25,000	8	2	5	4	18
\$25,000<\$35,000	9	7	7	6	15
\$35,000<\$45,000	11	14	5	9	15
\$45,000<\$55,000	9	7	10	10	11
\$55,000<\$75,000	14	18	20	13	8
\$75,000 or more	28	42	40	33	8
Don't know/refused	14	5	8	18	19
<b>Average (\$000)</b>	<b>54.6</b>	<b>62.4</b>	<b>62.8</b>	<b>59.1</b>	<b>39.1</b>

- Just over half of the respondents in the study were females (54%), 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 (7%). A third were over age 65 (33%), with a quarter in the 55 to 64 year age group (26%). One in eight were 35 to 44 (13%), and a fifth were 45 to 54 (21%).
- One in four households contained at least one child (25%), with three-quarters of "householders" under the age of 45(74%) and two-fifths of those between 45 and 54 (39%) having kids.
- As observed in Table 1, about a fifth of respondents lived in the South (21%) and North Central (20%) parts of Lincoln, with about a sixth living in the Far South (18%) and East (16%). About 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 (6%).
- Ten out of eleven householders reported living in the County for at least ten years (89%). One in twelve (8%) had lived in the area for 5 to 10 years. A very small proportion said they had lived in the county for less than five years (2%).
- One respondent in five reported living alone (22%), with the largest plurality of households (45%) having two members. With just under a third of households having three or more individuals (31%), the average household size was 2.4 people. As could be expected, the size of the household declined with age.
- Less than one percent indicated they were of Hispanic descent (1%). Nearly all respondents (96%) reported being white. A similar proportion indicated that only English was spoken in their household (95%).
- The average household income was \$54,600, with one in four households earning more than \$75,000 (28%). One in seven (14%) earned between \$55,000 and \$75,000, while households were fairly evenly distributed across the \$45,000 to \$55,000 (9%), \$35,000 to \$45,000 (11%), \$25,000 to \$35,000 (9%), and \$15,000 to \$25,000 (8%) ranges. Only one household in sixteen (6%) reported incomes of less than \$15,000, with respondents over the age of 55 being slightly more likely (7%; 8%) than those under 55 (5%) to do so.

- Across geographic areas, average income levels and age differed considerably, as shown below. West area residents were the youngest, on average (51.4), while South area residents were the oldest, on average (60.0). Far South area residents had the highest average incomes (\$68,200), and were the most likely to have children (31%). North Central area residents reported the lowest incomes (\$43,200).

<b>DEMOGRAPHIC INFORMATION BY GEOGRAPHIC LOCATION</b>								
	General Public: Geographic Area							
	General Public (n=403)	North Central (n=80)	North East (n=49)	East (n=64)	South (n=86)	Far South (n=71)	West (n=29)	Lanc. County (n=24)
<b>Average age</b>	<b>57.6</b>	<b>57.6</b>	<b>58.6</b>	<b>58.5</b>	<b>60.0</b>	<b>55.9</b>	<b>51.4</b>	<b>57.1</b>
% age <35	8%	8%	6%	11%	5%	8%	17%	-
% age 65+	33	33	33	39	41	27	10	29
<b>% With Children</b>	<b>25%</b>	<b>21%</b>	<b>16%</b>	<b>25%</b>	<b>23%</b>	<b>31%</b>	<b>28%</b>	<b>38%</b>
<b>% New to area (less than 5 yrs)</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>0%</b>	<b>6%</b>	<b>7%</b>	<b>0%</b>
<b>Average income</b>	<b>54.6</b>	<b>43.2</b>	<b>53.6</b>	<b>49.6</b>	<b>54.6</b>	<b>68.2</b>	<b>56.5</b>	<b>62.7</b>
% with income of less than \$15,000	6%	18%	4%	8%	2%	1%	3%	-
% with income of \$75,000+	28	15	22	25	24	49	24	46
<b>Average household size (6 mo.+)</b>	<b>2.4</b>	<b>2.3</b>	<b>2.2</b>	<b>2.5</b>	<b>2.2</b>	<b>2.7</b>	<b>2.4</b>	<b>2.8</b>
% with only one in household	22%	28%	24%	33%	23%	10%	28%	-
<b>% Hispanic</b>	-	-	-	-	1%	1%	-	-
<b>% White</b>	<b>96%</b>	<b>91%</b>	<b>98%</b>	<b>98%</b>	<b>95%</b>	<b>96%</b>	<b>100%</b>	<b>100%</b>

**TABLE 3  
DEMOGRAPHIC CHARACTERISTICS:  
OPINION LEADER STUDY**

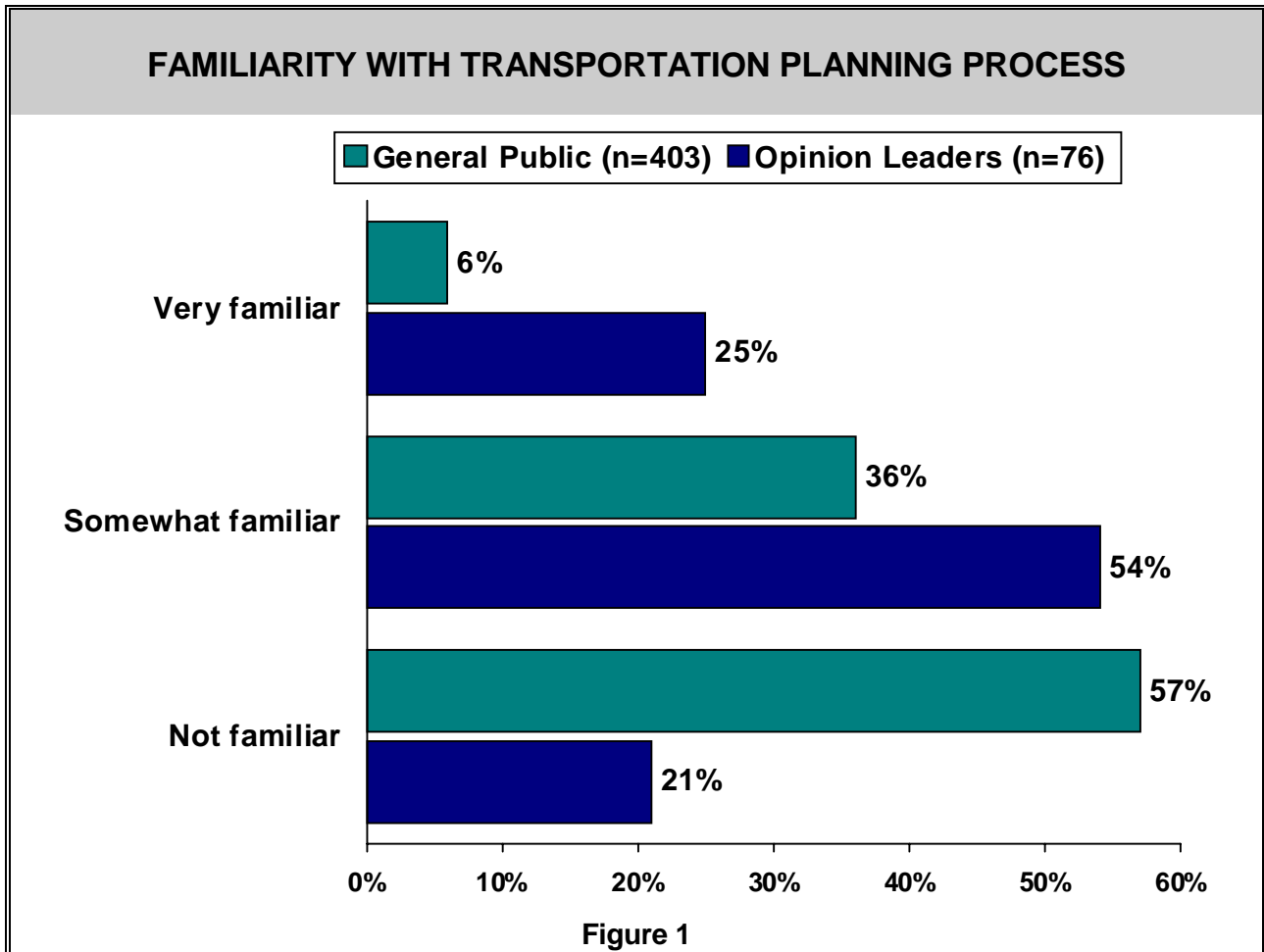
	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighborhood Assoc. (n=40)	Business/ Construction (n=15)
<b>Gender:</b>				
Male	59%	56%	53%	87%
Female	41	44	48	13
<b>Group represented:</b>				
Cultural/Ethnic Group	9%	44%	-	-
Special Interest (Environmental, Handicap, Blind, Hearing associations, etc)	12	56	-	-
Neighborhood Association/Group	53	-	100	-
Business Association/Group	14	-	-	73
Construction/Real Estate	5	-	-	27
Government/LPS/UNL	7	-	-	-
<b>Member, government agency</b>				
% Yes	39%	56%	33%	33%
<b>Age:</b>				
30-39	14%	19%	20%	-
40-54	45	38	48	47
55 or over	41	44	33	53
<b>Average Age</b>	<b>52.6</b>	<b>52.6</b>	<b>50.5</b>	<b>56.6</b>
<b>Residence in Lincoln/Lancaster County:</b>				
3 to 5 years	4%	13%	3%	-
5 to 10 years	4	-	5	-
10 years or more	92	88	93	100
<b>Years as Leader/Key Representative:</b>				
Less than 1 year	4%	6%	5%	-
1 to 3 years	9	-	10	20
3 to 5 years	17	31	18	7
5 to 10 years	25	19	33	13
10 years or more	45	44	35	60

- Three out of five "Opinion Leaders" who participated in the study were male (59%). A majority of each of the three broad categories of opinion leaders were male (53% to 87%).
- Prior to grouping them into the three broad categories, six groups of "opinion leaders" were identified, with over half (53%) representing the many neighborhood associations in Lancaster County. Business associations and groups (14%) and those in construction or real estate firms (5%) accounted for another fifth of respondents, while cultural/ethnic (9%) or other special interest groups (12%) also accounted for a fifth of the sample. Government officials, UNL, or Lincoln Public Schools representatives accounted for a small proportion of respondents (7%).
- Even though they may also be involved in a cultural or special interest group, or a business, or association, two-fifths of respondents were affiliated with a government agency (39%).
- The average opinion leader in the study was just under 53 (52.6), had lived in the County for over ten years (92% had), and had been a leader or representative of their group for over ten years (45%).

**SECTION II  
FAMILIARITY & PARTICIPATION  
IN PLANNING PROCESS**



***"Would you say you are very familiar, somewhat familiar, or not familiar with the Transportation Planning process of city and county government in Lincoln and Lancaster County?"***



- Only a quarter of opinion leaders (25%) and one in sixteen "citizens" (6%) said that they were "very familiar" with the Transportation Planning process of the city of Lincoln and Lancaster County. Larger shares of both groups indicated that they were somewhat familiar (54% and 36%, respectively).
- The majority of those in the general public said that they were "not familiar" with the process (57%). A fifth of the opinion leaders gave that indication (21%).

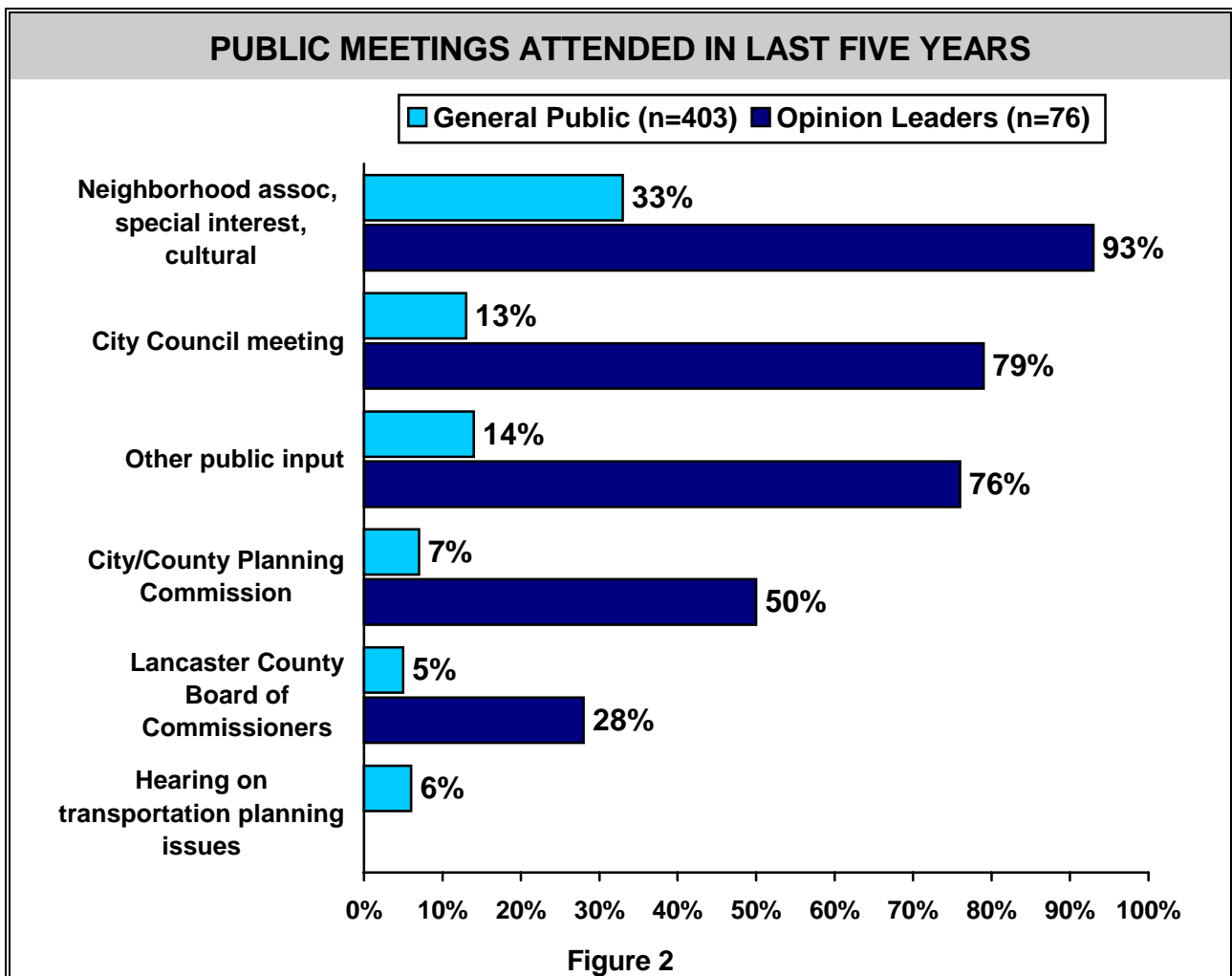
<b>TABLE 4 FAMILIARITY WITH TRANSPORTATION PLANNING PROCESS: GENERAL PUBLIC</b>					
	General Public (n=403)	Respondent Age			
		18-44 (n=84)	45-54 (n=83)	55-64 (n=105)	65+ (n=131)
Very familiar	6%	4%	10%	6%	5%
Somewhat familiar	36	24	37	42	40
Not familiar	57	71	53	51	56
Don't know	-	1	-	1	-
<b>Mean Rating</b>	<b>1.48</b>	<b>1.31</b>	<b>1.57</b>	<b>1.57</b>	<b>1.49</b>

<b>TABLE 5 FAMILIARITY WITH TRANSPORTATION PLANNING PROCESS: OPINION LEADERS</b>				
	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighborhood Assoc. (n=40)	Business/ Construction (n=15)
Very familiar	25%	44%	15%	33%
Somewhat familiar	54	50	58	53
Not familiar	21	6	28	13
<b>Mean Rating</b>	<b>2.04</b>	<b>2.38</b>	<b>1.88</b>	<b>2.20</b>

- In the general public, those in the two middle age categories were somewhat more familiar with the transportation planning process than were those under age 45 (1.31 on a 3.00 scale) or over 65 (1.49).
- Again, opinion leaders were much more familiar with the process (2.04) than was the general public (1.48). Neighborhood Association representatives (1.88) were much less familiar with the process than were those in special interest/cultural groups (2.38) or in business or construction firms or associations (2.20).

**"Have you attended the following public meetings in Lincoln or Lancaster County? In the past five years, have you attended ...?"**

- **A Lincoln City Council meeting**
- **A meeting of the Lincoln City Lancaster County Planning Commission**
- **A Lancaster County Board of Commissioners meeting**
- **(only asked among general public members) A special hearing of the City or County government to hear public input from citizens on transportation**
- **Meetings of neighborhood associations, or any special interest or cultural group to which you belong**  
*(for opinion leaders:)*  
**Meetings of neighborhood associations, or the special interest or cultural group in which you are a leader**
- **Any other type of public information or input meeting besides those I have mentioned**  
*(for opinion leaders:)*  
**Any other type of public information or input meeting besides those I have mentioned**



**TABLE 6  
PUBLIC MEETINGS ATTENDED IN LAST FIVE YEARS  
GENERAL PUBLIC**

	General Public (n=403)	Respondent Age			
		18-44 (n=84)	45-54 (n=83)	55-64 (n=105)	65+ (n=131)
Neighborhood association, special interest, cultural group	33%	30%	39%	30%	36%
City Council meeting	13	12	14	14	13
Other public input	14	8	20	14	12
City/County Planning Commission	7	7	7	10	5
Lancaster County Board of Commissioners	5	8	5	6	3
Hearing on transportation planning issues	6	4	12	8	4

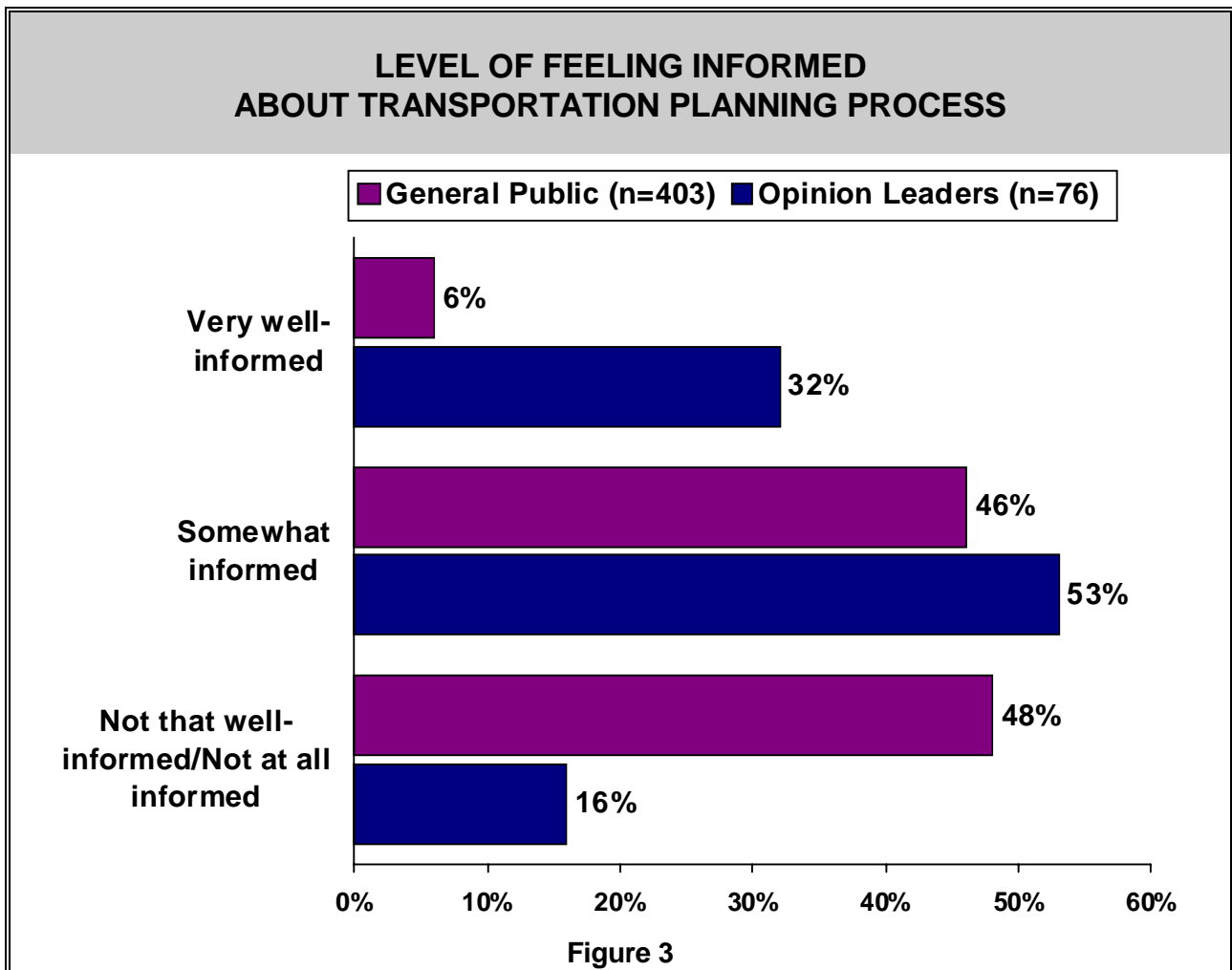
**TABLE 7  
PUBLIC MEETINGS ATTENDED IN LAST FIVE YEARS  
OPINION LEADERS**

	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighborhood Assoc. (n=40)	Business/ Construction (n=15)
City Council meeting	79	94	68	87
Other public input	76	81	70	80
City/County Planning Commission	50	44	40	73
Lancaster County Board of Commissioners	28	38	15	47

- Opinion leaders were much more likely to have attended meetings in the last five years (28% to 93%) than were those in the general public (5% to 33%), on each of the types of meetings they were asked about.

- Those in the general public were most likely to have gone to a neighborhood association or special interest group meeting, of a group to which they belonged (33%). Substantially fewer have been to a meeting of the City Council (13%), City County Planning Commission (7%), or the Lancaster County Board of Commissioners (5%). One in seven had been to some type of public input meeting besides those mentioned (14%) and fewer than half that proportion had been to a special hearing to have public input (6%).
  
- Opinion leaders were highly likely to have attended a meeting of a group they represent (93%), with at least three-quarters also attending a City Council (79%) or other public input (76%) meeting, in the last five years. Half had gone to a meeting of the Planning Commission (50%) and a quarter had attended a County Commissioners' meeting (28%).

*"In terms of knowing what plans are being made, or discussed, for widening streets, developing or maintaining trails, bike paths, and pedestrian walkways, maintaining the public transit or bus system, making major street improvements, or developing the overall traffic and transportation plan for the city and county, would you describe yourself as very well-informed, somewhat informed, or not that well informed on most transportation-related planning topics in Lincoln and Lancaster County?"*



- Nearly half of the general public acknowledged that they are not that well informed on transportation-related topics (48%). A similar proportion said that they were somewhat informed (46%), and only a few thought that they were well-informed (6%). Five out of six opinion leaders thought that they were somewhat (53%) or very (32%) well-informed.

<p align="center"><b>TABLE 8</b>  <b>LEVEL OF FEELING INFORMED ABOUT</b>  <b>TRANSPORTATION PLANNING PROCESS</b>  <b>GENERAL PUBLIC</b></p>					
	General Public (n=403)	Respondent Age			
		18-44 (n=84)	45-54 (n=83)	55-64 (n=105)	65+ (n=131)
Very well-informed	6%	6%	7%	6%	5%
Somewhat informed	46	37	52	44	50
Not that well-informed/Not at all informed	48	57	41	50	44
<b>Mean Rating</b>	<b>1.58</b>	<b>1.49</b>	<b>1.66</b>	<b>1.55</b>	<b>1.61</b>

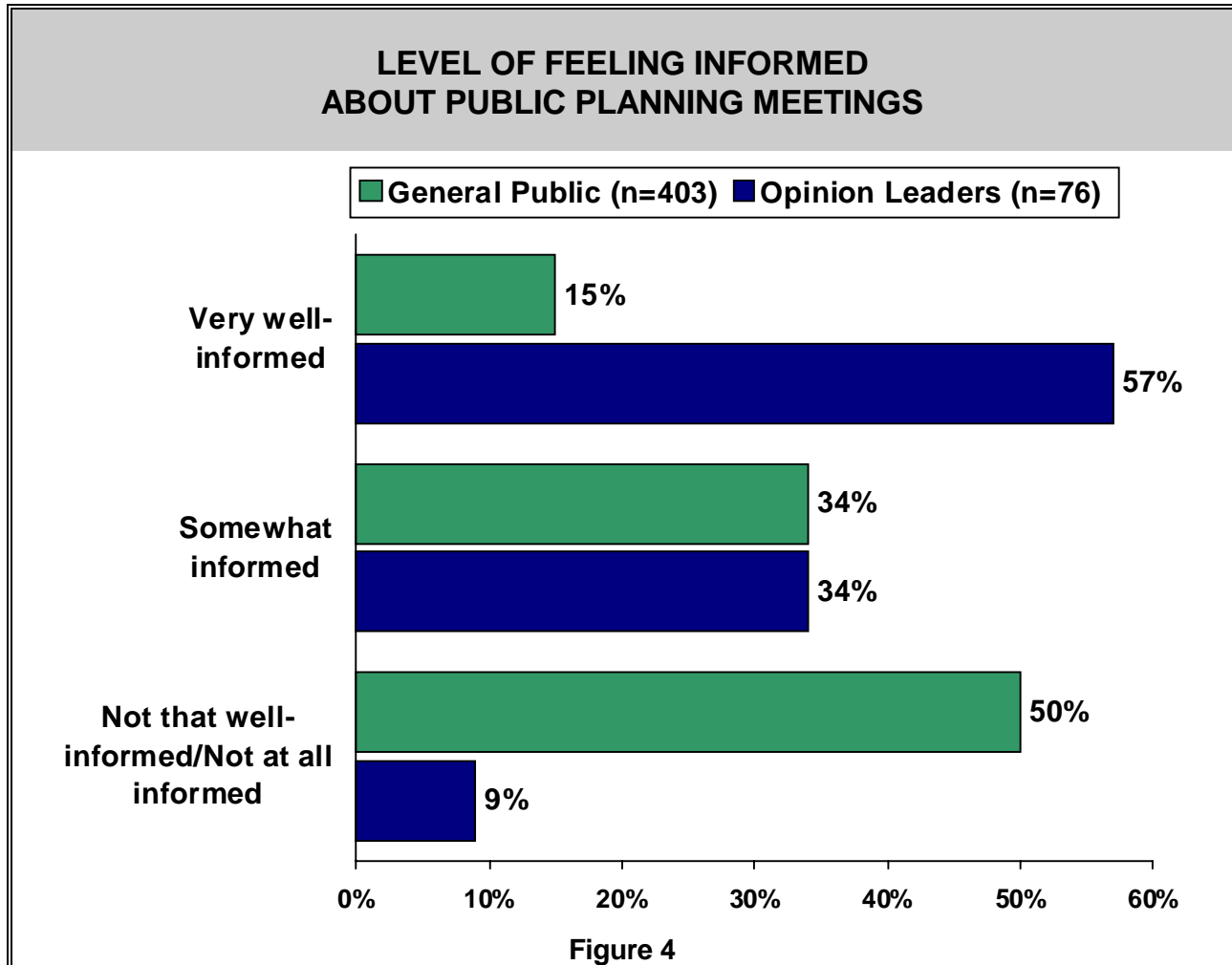
<p align="center"><b>TABLE 9</b>  <b>LEVEL OF FEELING INFORMED ABOUT</b>  <b>TRANSPORTATION PLANNING PROCESS</b>  <b>OPINION LEADERS</b></p>				
	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighborhood Assoc. (n=40)	Business/ Construction (n=15)
Somewhat informed	53	63	58	27
Not that well-informed/Not at all informed	16	13	23	-
<b>Mean Rating</b>	<b>2.16</b>	<b>2.13</b>	<b>1.98</b>	<b>2.73</b>

- Among the general public, those under age 45 were less informed (57% "not informed") than those over 45 (41% to 50%).
- Those who represented neighborhood associations (1.98; 23% not informed) were less informed than were those in the business or construction fields (2.73; 0%).

**SECTION III  
INFORMATION SOURCES**



***"Would you say that you are very well-informed, somewhat informed, or not that well-informed on when and where meetings of the City Council, the Planning Commission, County Commissioners, and other meetings are held?"***



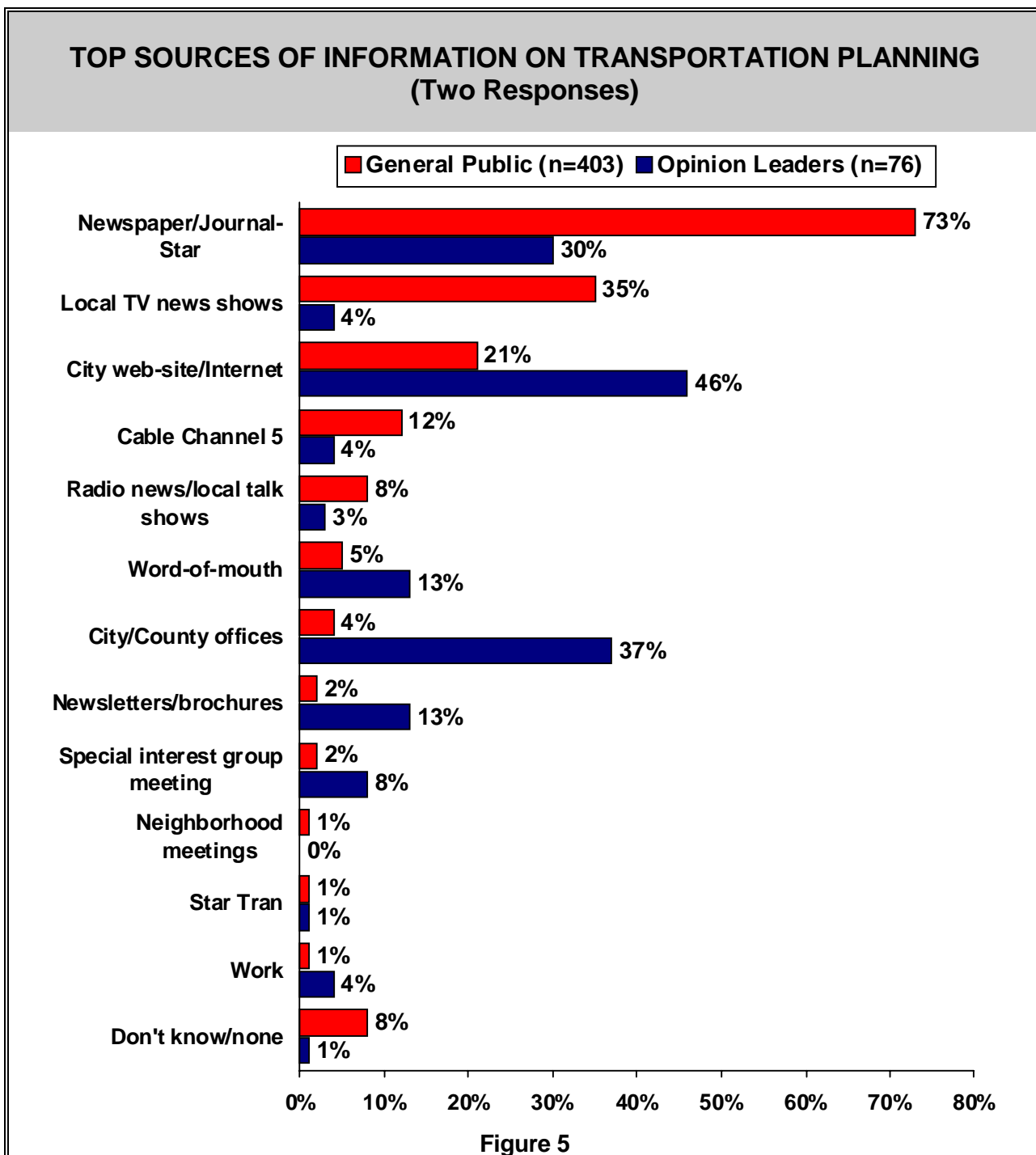
- Half of the general public (50%), but less than a tenth of the opinion leaders (9%), said that they were not well-informed on when and where such meetings are held.
- Nearly three out of five opinion leaders thought that they were well-informed on those meetings (57%) and a third thought that they were somewhat informed (34%).
- Only one in seven "citizens" thought that they were very well-informed on the time and location of those meetings (15%).

<p align="center"><b>TABLE 10</b>  <b>LEVEL OF FEELING INFORMED ABOUT</b>  <b>PUBLIC PLANNING MEETINGS</b>  <b>GENERAL PUBLIC</b></p>					
	General Public (n=403)	18-44 (n=84)	45-54 (n=83)	55-64 (n=105)	65+ (n=131)
Very well-informed	15%	13%	13%	15%	17%
Somewhat informed	34	25	36	32	41
Not that well-informed/Not at all informed	50	62	51	51	42
Refused	-	-	-	1	-
<b>Mean Rating</b>	<b>1.64</b>	<b>1.51</b>	<b>1.63</b>	<b>1.63</b>	<b>1.75</b>

<p align="center"><b>TABLE 11</b>  <b>LEVEL OF FEELING INFORMED ABOUT</b>  <b>PUBLIC PLANNING MEETINGS</b>  <b>OPINION LEADERS</b></p>				
	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighborhood Assoc. (n=40)	Business/ Construction (n=15)
Very well-informed	57%	50%	43%	93%
Somewhat informed	34	31	48	7
Not that well-informed/Not at all informed	9	19	10	-
<b>Mean Rating</b>	<b>2.47</b>	<b>2.31</b>	<b>2.33</b>	<b>2.93</b>

- In the general public, younger people were more likely to say that they were not informed on meetings (62%) than were those in the older groups, especially the 65+ group (42%).
- The 15 business/construction representatives were almost universally informed, with 14 of 15 (93%) being very well-informed. Those in the neighborhood associations were highly likely to be just somewhat informed (48%).

***"When you do try to inform yourself on what is going on with the transportation planning issues and discussions in Lincoln and Lancaster County, what would you say is the most important source of information you turn to to learn more about what is going on with transportation planning? Is there anything else you would say is a major source of information for you?" (Two responses)***



**TABLE 12  
TOP SOURCES OF INFORMATION ON TRANSPORTATION PLANNING  
GENERAL PUBLIC  
(Two Responses; Top Responses Presented)**

	General Public (n=403)	Respondent Age			
		18-44 (n=84)	45-54 (n=83)	55-64 (n=105)	65+ (n=131)
Newspaper/Journal-Star	73%	62%	78%	75%	74%
Local TV news shows	35	27	36	31	43
City web-site/Internet	21	46	20	15	8
Cable Channel 5	12	8	10	18	12
Radio news/local talk shows	8	6	8	10	8
Word-of-mouth/friends/family	5	5	6	7	5
City/County offices (public works, city officials, call them)	4	7	4	5	3
Newsletters/brochures	2	1	1	5	2
Special interest group meeting	2	-	1	3	2
Neighborhood meetings	1	1	2	-	2
Star Tran	1	1	-	2	-
Work	1	1	1	1	-
Don't know/none	8	8	2	7	12

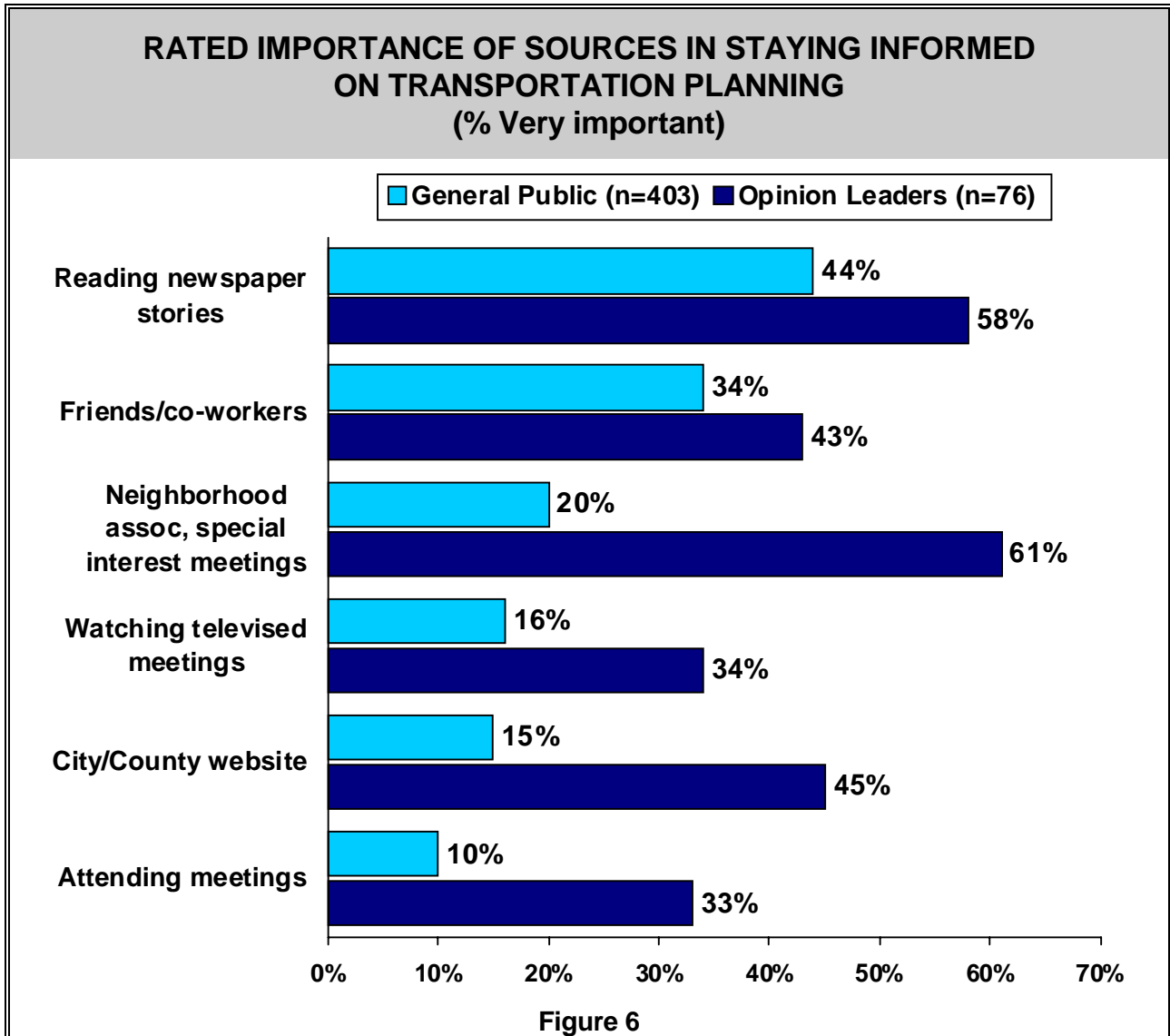
**TABLE 13  
LEVEL OF FEELING INFORMED ABOUT  
PUBLIC PLANNING MEETINGS  
OPINION LEADERS  
(Two Responses; Top Responses Presented)**

	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighbor- hood Assoc. (n=40)	Business/ Construction (n=15)
City web-site/Internet	46%	19%	58%	53%
City/County offices (public works, city officials, call them)	37	44	25	53
Newspaper/Journal-Star	30	31	35	13
Newsletters/brochures	13	19	18	-
Word-of-mouth/friends/family	13	13	10	20
Special interest group meeting	8	19	3	13
Cable Channel 5	4	-	5	7
Local TV news shows	4	-	8	-
Work	4	-	3	-
Radio news/local talk shows	3	-	5	-
Don't know/none	1	-	3	-

- The major source of information about what is going on with transportation planning, for the general public, was the newspaper, with three-fourths of respondents naming the Journal-Star or another newspaper (73%). More than a third also named local television news programs (35%). A fifth of the general public (21%) named InterLinc or the city web-site. InterLinc was particularly likely to be named among younger respondents under age 45 (46%). Mention of local television news increased with age, from 27% among those under age 45 to 43% among those age 65 and over.
- Opinion Leaders were more likely to name InterLinc (46%) than other sources. More than a third also mentioned direct contact with city and county officials (37%), and nearly as many mentioned the newspaper as a major source of information (30%). Those representing cultural or special interest groups were less likely to name the city web-site (19%) than were those who represented neighborhood associations (58%) or business and construction interests (53%).

**"How important are each of the following sources to you in staying informed on the transportation plans and public discussions in the city and county? Is...(source)... very important, somewhat important, or not important to you?"**

- **Attending meetings of the city planning department, city council, or county board**
- **Watching televised meetings and hearings on Cable Channel 5**
- **Reading newspaper stories on what happens in city council, planning, and county commissioners meetings**
- **Talking with friends, co-workers, and family members**
- **Getting on-line on the City/County website to see what happened at recent hearings or government meetings**
- **Meetings of neighborhood associations or special interest or cultural groups you may belong to**



**TABLE 14  
RATED IMPORTANCE OF SELECTED SOURCES IN STAYING INFORMED**

	Very Important	Somewhat Important	Not Important	Don't Know	Mean Rating
<b>GENERAL PUBLIC (n=403)</b>					
Reading newspaper stories on what happens in city council, planning, and county commissioners meetings	44%	43%	13%	-	2.31
Talking with friends, co-workers, and family members	34	48	18	-	2.16
Meetings of neighborhood associations or special interest or cultural groups you may belong to	20	33	47	-	1.72
Watching televised meetings and hearings on Cable Channel 5	16	36	47	1	1.69
Getting on-line on the City/County website to see what happened at recent hearings or government meetings	15	27	57	1	1.58
Attending meetings of the city planning department, city council, or county board	10	24	66	-	1.44
<b>OPINION LEADERS (n=76)</b>					
Meetings of neighborhood associations or special interest or cultural groups you may belong to	61%	25%	13%	1%	2.48
Reading newspaper stories on what happens in city council, planning, and county commissioners meetings	58	33	9	-	2.49
Getting on-line on the City/County website to see what happened at recent hearings or government meetings	45	34	21	-	2.24
Talking with friends, co-workers, and family members	43	45	12	-	2.32
Watching televised meetings and hearings on Cable Channel 5	34	43	22	-	2.12
Attending meetings of the city planning department, city council, or county board	33	47	20	-	2.13

- Reading newspaper story accounts of meetings was most important to the general public (2.31; 44% "very important"), as a way to stay informed. That information source (2.49; 58%) and going to meetings of associations or groups (2.48; 61%) were equally important to opinion leaders. Again, the City/County website was a much more important source of information to opinion leaders (45% very important) than to the general public (15%).

**TABLE 15**  
**RATED IMPORTANCE OF SELECTED SOURCES IN STAYING INFORMED**  
**GENERAL PUBLIC**  
**(% Very Important)**

	General Public (n=403)	Respondent Age			
		18-44 (n=84)	45-54 (n=83)	55-64 (n=105)	65+ (n=131)
Reading newspaper stories on what happens in city council, planning, and county commissioners meetings	<b>44%</b>	<b>38%</b>	<b>40%</b>	<b>50%</b>	<b>44%</b>
Talking with friends, co-workers, and family members	34	30	34	32	38
Meetings of neighborhood associations or special interest or cultural groups you may belong to	20	17	16	21	23
Watching televised meetings and hearings on Cable Channel 5	16	13	8	20	20
Getting on-line on the City/County website to see what happened at recent hearings or government meetings	15	23	16	12	12
Attending meetings of the city planning department, city council, or county board	10	7	5	13	11

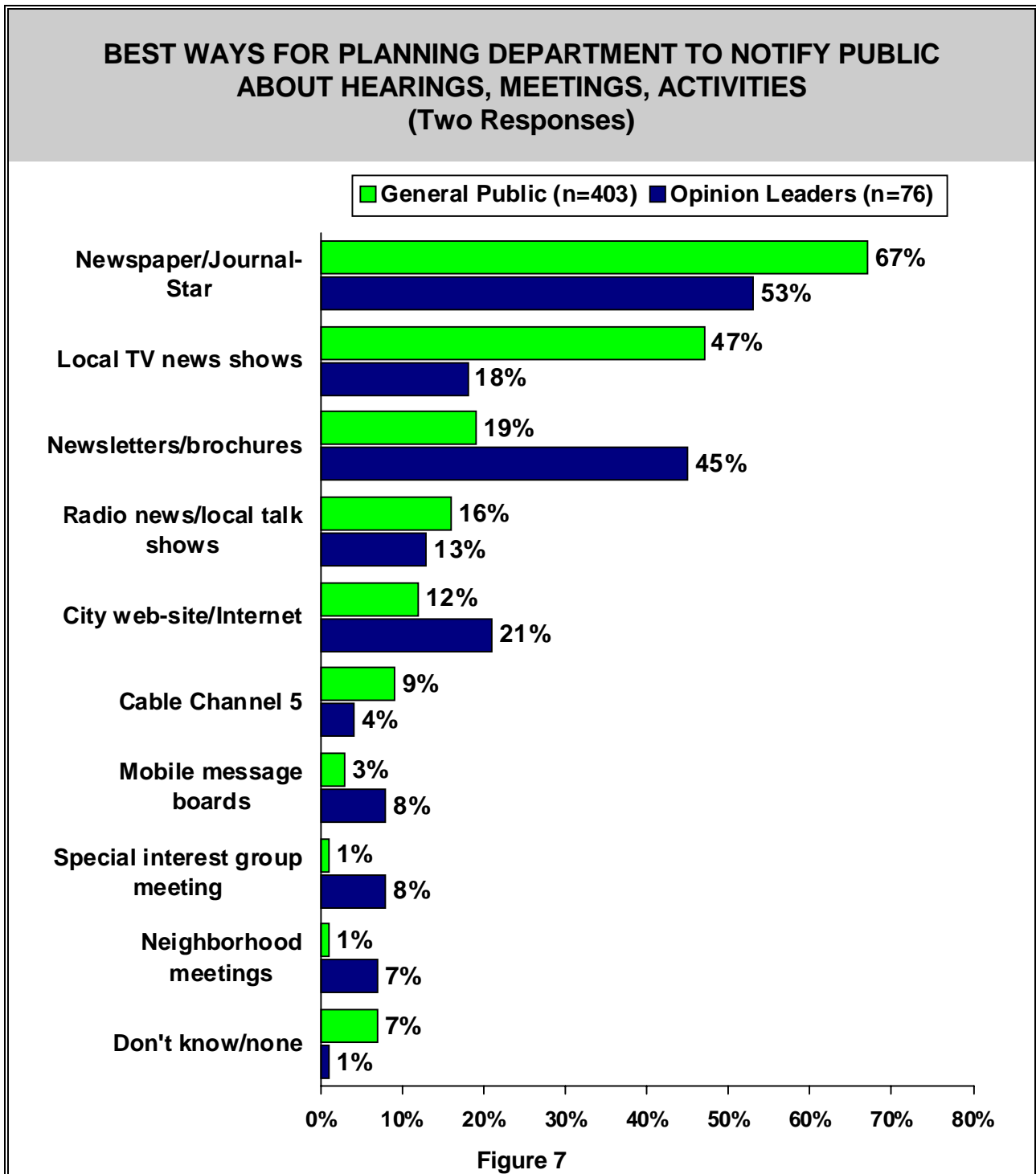
**TABLE 16**  
**RATED IMPORTANCE OF SELECTED SOURCES IN STAYING INFORMED**  
**OPINION LEADERS**  
**(% Very Important)**

	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighborhood Assoc. (n=40)	Business/ Construction (n=15)
Reading newspaper stories on what happens in city council, planning, and county commissioners meetings	58	69	53	<b>53</b>
Getting on-line on the City/County website to see what happened at recent hearings or government meetings	45	50	48	47
Talking with friends, co-workers, and family members	43	63	40	27
Watching televised meetings and hearings on Cable Channel 5	34	38	28	<b>53</b>
Attending meetings of the city planning department, city council, or county board	33	63	18	47



- Newspaper stories were judged to be the most important source of information by all four age categories of the general public (38% to 50% "very important").
- Talking with friends, co-workers, and family members was the next most important source of information for the public (30% to 38% "very important").
- Attending city or county meetings (10%), accessing the City/County website (15%), watching meetings on Channel 5 (16%), and attending meetings of special interest or cultural groups (20%) were judged as "very important" by between a tenth and a fifth of citizens.
- Business and construction leaders identified both the televised meetings on Channel 5 (53%) and newspaper stories (53%) as being most important, followed closely by attending meetings (47%) and accessing the City/County website (47%).
- The cultural/special interest groups (81%) and neighborhood association opinion leaders (63%) were most likely to say that neighborhood association or interest group meetings were most important to them. All six information sources were judged to be of greater importance by the cultural and special interest groups (38% to 81%) than they were by those representing neighborhood associations (18% to 63%).

***"The Lincoln/Lancaster County Planning Department is expected to provide ways for the general public and groups with special needs or interests in transportation and traffic issues to have input into the planning process. What would you say is the best way for the Planning Department to notify citizens of upcoming public hearings, meetings, or activities, so that they can attend, if they would like to? What other way?" (Two responses)***



<b>TABLE 17</b>					
<b>BEST WAYS FOR PLANNING DEPARTMENT TO NOTIFY PUBLIC</b>					
<b>ABOUT HEARINGS, MEETINGS, ACTIVITIES</b>					
<b>GENERAL PUBLIC</b>					
<b>(Two Responses; Top Responses Presented)</b>					
	General Public (n=403)	18-44 (n=84)	Respondent Age		
			45-54 (n=83)	55-64 (n=105)	65+ (n=131)
Newspaper/Journal-Star	<b>67%</b>	<b>70%</b>	<b>61%</b>	<b>67%</b>	<b>68%</b>
Local TV news shows	47	42	43	42	56
Newsletters/brochures	19	29	19	15	16
Radio news/local talk shows	16	13	10	18	19
City web-site/Internet	12	17	22	12	3
Cable Channel 5	9	7	12	9	9
Mobile message boards	3	6	4	2	1
Call me/phone call	1	-	1	3	2
Neighborhood meetings	1	1	2	1	1
Don't know/none	7	1	6	10	8

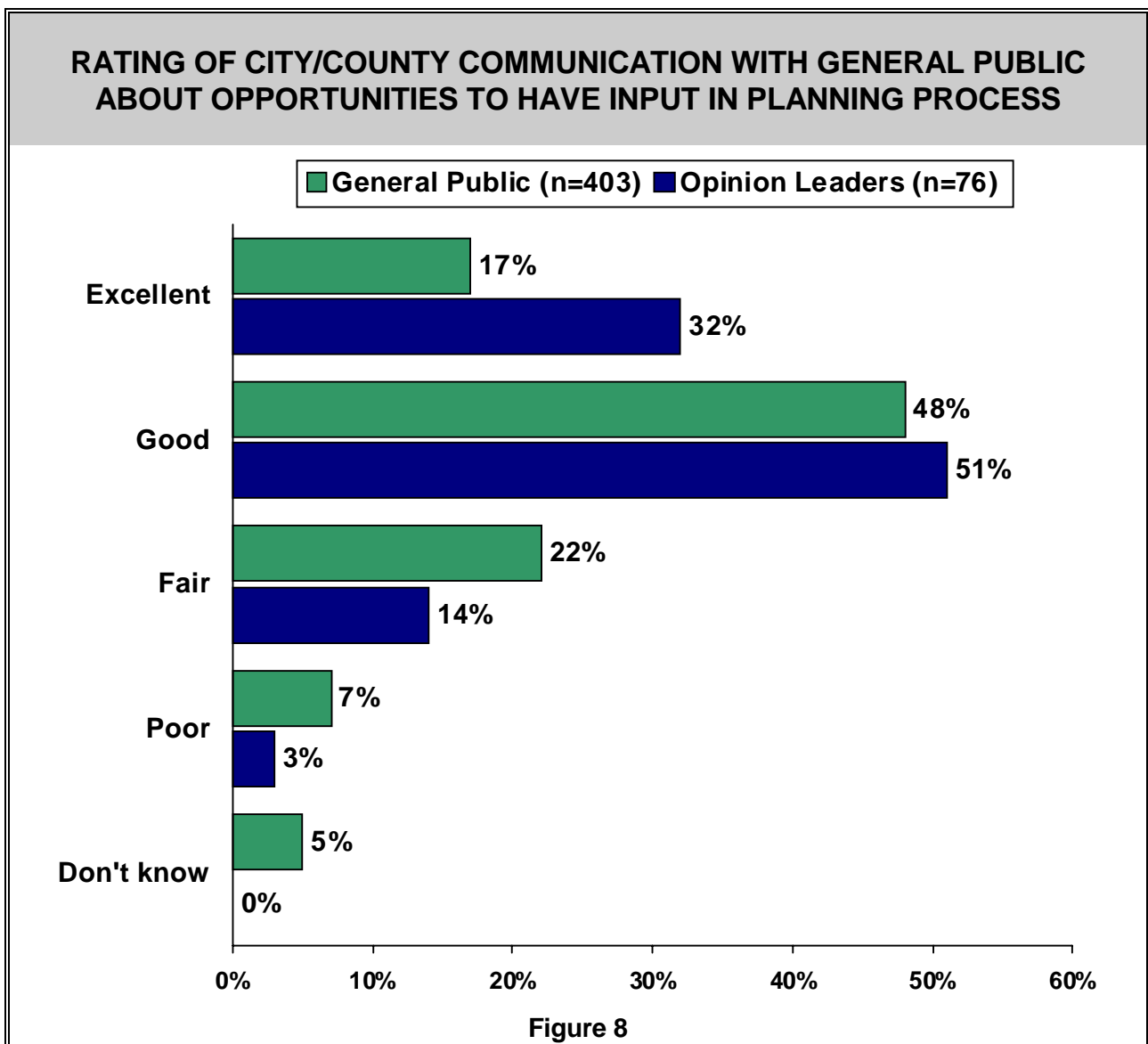
<b>TABLE 18</b>				
<b>BEST WAYS FOR PLANNING DEPARTMENT TO NOTIFY PUBLIC</b>				
<b>ABOUT HEARINGS, MEETINGS, ACTIVITIES</b>				
<b>OPINION LEADERS</b>				
<b>(Two Responses; Top Responses Presented)</b>				
	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighbor- hood Assoc. (n=40)	Business/ Construction (n=15)
Newspaper/Journal-Star	<b>53%</b>	<b>50%</b>	48%	<b>73%</b>
Newsletters/brochures	45	25	<b>58</b>	40
City web-site/Internet	21	6	23	40
Local TV news shows	18	25	18	7
Radio news/local talk shows	13	19	5	13
Mobile message boards	8	-	10	13
Special interest group meeting	8	25	3	-
Neighborhood meetings	7	6	8	7
Cable Channel 5	4	19	-	-
Don't know/none	1	-	3	-

- Both groups thought that the Journal-Star was the best way to notify the public of upcoming hearings, meetings, or activities (67%; 53%).

- The second-best way to provide notification of meetings, in the view of the general public, is on the local TV news shows (47%). Opinion leaders cited newsletter or brochures second-most frequently (45%).
- Radio news/talk shows (16%; 13%) and the Internet site (12%; 21%) were also named with some frequency.
- The response patterns, across age groups, were not remarkable, except that those over 65 were much more prone to name local TV news shows (56%) as one of the two best means of notifying the public about meetings, than were the younger groups (42% to 43%).
- Business and construction representatives were especially likely to mention the newspaper (73%), while the other two groups were less prone to do so (48% to 50%).
- Neighborhood association leaders were highly likely to cite newsletters or brochures (58% vs. 25%; 40%).

**SECTION IV  
PERCEPTIONS OF EFFECTIVENESS OF  
COMMUNICATION**

***"In the past, The Planning Commission, the City Council, and the County Board have publicized their hearings and meetings on the City website, in the local newspaper, and on the Public Access Bulletin Board on cable TV. The hearings and Council and County Board meetings are televised on cable and are covered extensively in the newspaper and on the local television and radio newscasts. The public also has access to information, and can have input in public meetings, in addition to hearings and formal council or commission meetings. Would you say that Lincoln and Lancaster County do an excellent, good, fair, or poor job of communicating with the general public about upcoming opportunities to have input into the public planning process?"***



- Nearly half of each group rated L/LCPD's communication efforts as "good" (48%; 51%). Opinion leaders were twice as likely to rate those efforts as excellent (32%) as were citizens (17%).

**TABLE 19**  
**RATING OF COMMUNICATION WITH GENERAL PUBLIC**  
**ABOUT OPPORTUNITIES TO HAVE INPUT IN PLANNING PROCESS**  
**GENERAL PUBLIC**

	General Public (n=403)	Respondent Age			
		18-44 (n=84)	45-54 (n=83)	55-64 (n=105)	65+ (n=131)
Excellent	17%	18%	17%	16%	18%
Good	48	45	49	50	49
Fair	22	29	24	19	20
Poor	7	6	5	10	7
Don't know	5	2	5	6	6
<b>Mean Rating</b>	<b>2.80</b>	<b>2.77</b>	<b>2.81</b>	<b>2.77</b>	<b>2.84</b>

**TABLE 20**  
**RATING OF COMMUNICATION WITH GENERAL PUBLIC**  
**ABOUT OPPORTUNITIES TO HAVE INPUT IN PLANNING PROCESS**  
**OPINION LEADERS**

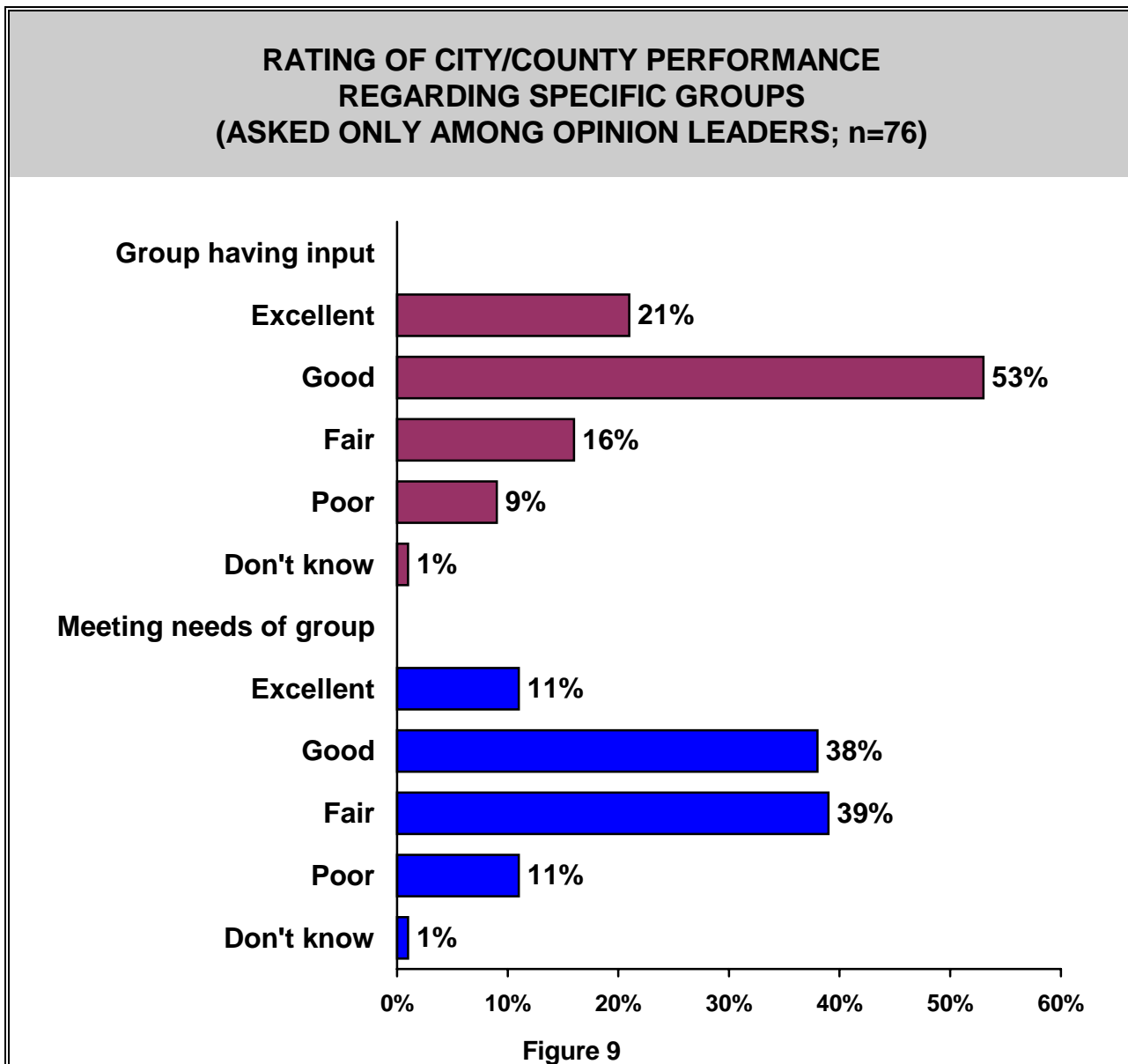
	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighborhood Assoc. (n=40)	Business/ Construction (n=15)
Good	51	44	60	47
Fair	14	25	18	-
Poor	3	-	3	-
<b>Mean Rating</b>	<b>3.12</b>	<b>3.06</b>	<b>2.98</b>	<b>3.53</b>

- The difference in ratings, by age group, were very slight (2.77 to 2.84).
- Those in the business/construction fields gave the city/county its highest marks (3.53) and those in neighborhood associations its lowest marks (2.98) on its efforts (29% of public; 17% of opinion leaders).
- Those few who gave ratings of fair or poor to the communication about having input were asked their reasons for the low rating. These responses are presented in Appendix A.

Opinion leaders were asked:

**"Now, would you say the city and county do an excellent, good, fair, or poor job of ...?"**

- **Providing for your specific group to have input into discussions, throughout the transportation planning process**
- **Meeting the needs of your particular group in the transportation plans they make, and in the implementation of those plans**



- Only a quarter of opinion leaders rated the city and county as only fair or poor (25%) and giving their group input, but half gave those ratings in terms of actually meeting the needs of their group in transportation planning (50%).

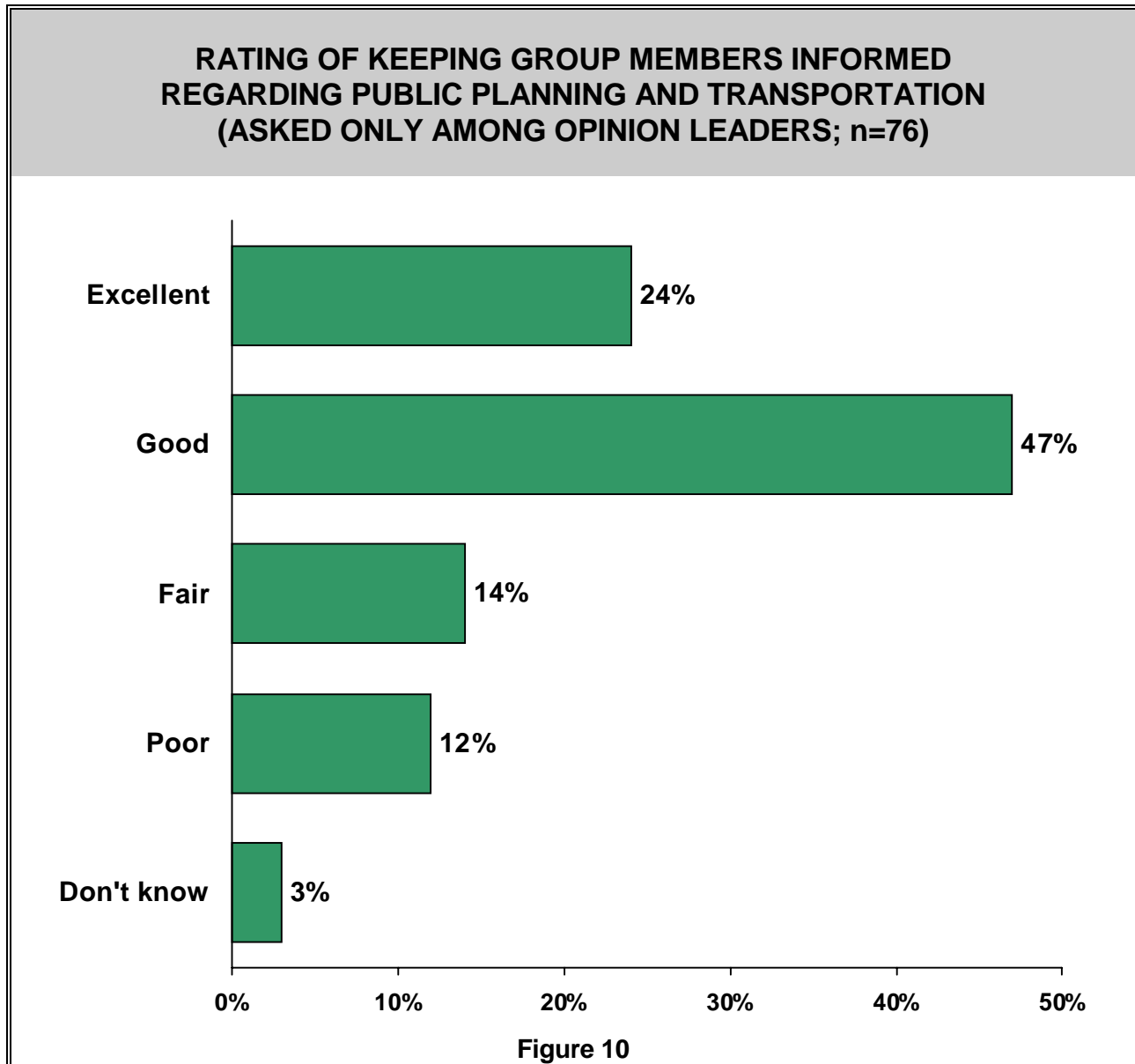


**TABLE 21  
RATING OF CITY/COUNTY PERFORMANCE  
REGARDING SPECIFIC GROUPS  
OPINION LEADERS**

	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighbor- hood Assoc. (n=40)	Business/ Construction (n=15)
<b>GROUP HAVING INPUT</b>				
Excellent	21%	38%	15%	27%
Good	53	25	58	67
Fair	16	6	28	-
Poor	9	31	-	-
Don't know	1	-	-	7
<b>Mean Rating</b>	<b>2.87</b>	<b>2.69</b>	<b>2.88</b>	<b>3.29</b>
<b>MEETING NEEDS OF GROUP</b>				
Excellent	11%	-	10%	27%
Good	38	31	43	27
Fair	39	50	38	40
Poor	11	19	8	7
Don't know	1	-	3	-
<b>Mean Rating</b>	<b>2.49</b>	<b>2.13</b>	<b>2.56</b>	<b>2.73</b>

- Business and construction leaders gave the city and county the highest ratings on both providing for input (3.29) and meeting the needs of their group (2.73; 47% fair/poor), while special interest and cultural groups gave the lowest ratings on both aspects (2.69; 2.13). Of that group, fully two-thirds rated the city and county as only fair or poor (69%) at meeting the needs of the group and over a third did so on giving their group input (37%).
- A majority of each of the three categories gave excellent or good ratings on both indicators, except for the cultural/special interest leaders, on meeting their group's needs (only 31% "good"; 0% "excellent").

***"Would you say that your specific group or association does an excellent, good, fair, or poor job of keeping your members or constituents informed on matters of concern to them, regarding public planning and transportation in Lincoln and Lancaster County?"***



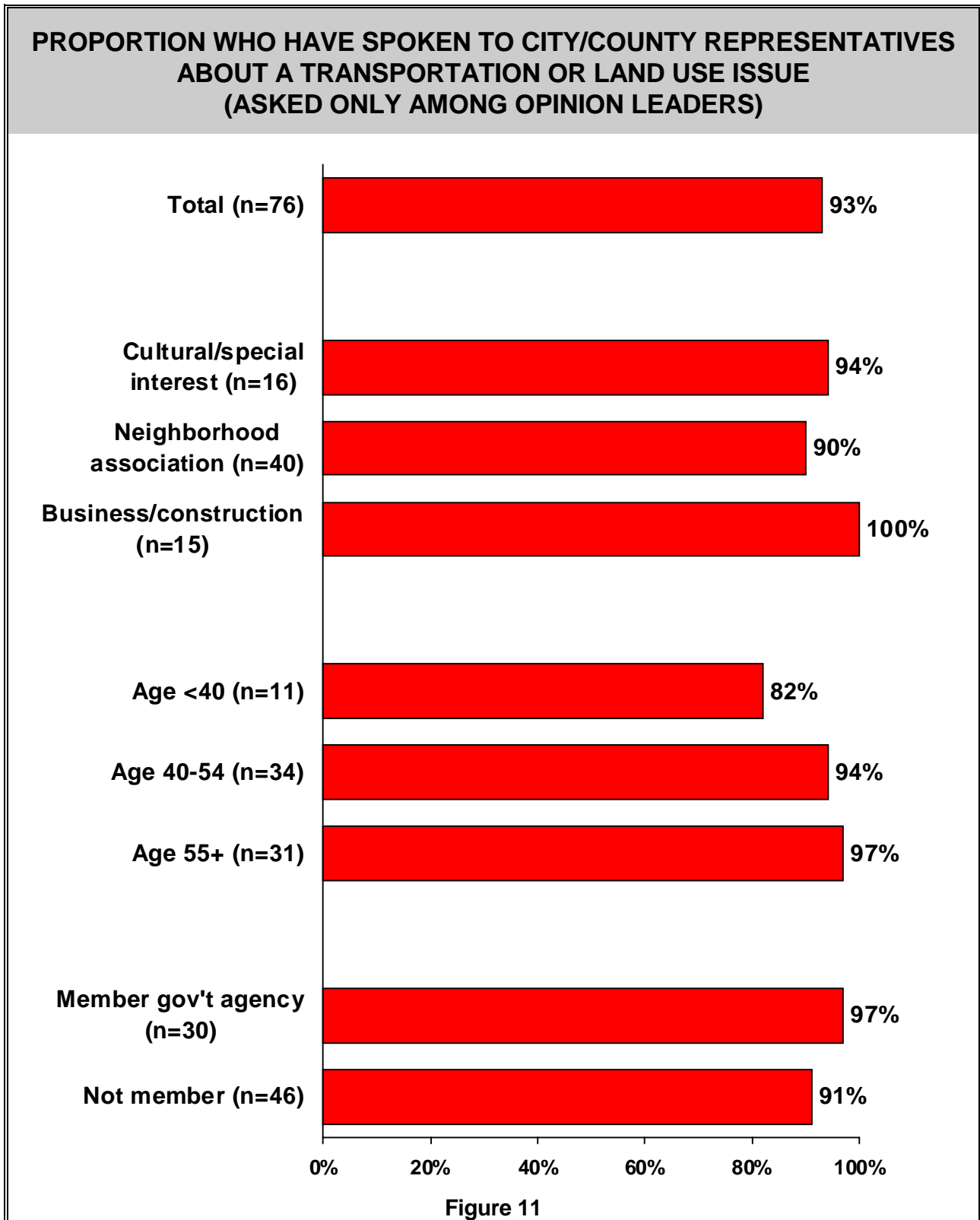
- Half thought their group did a good job (47%) and a quarter thought they did an excellent job (24%) of keeping their members informed on matters pertaining to public planning and transportation. Another quarter rated their own group's performance as only fair (14%) or poor (12%).

<b>TABLE 22 RATING OF KEEPING GROUP MEMBERS INFORMED REGARDING PUBLIC PLANNING AND TRANSPORTATION OPINION LEADERS</b>				
	Opinion Leaders (n=76)	Cultural/ Special Interest (n=16)	Neighbor- hood Assoc. (n=40)	Business/ Construction (n=15)
Excellent	24%	31%	13%	53%
Good	47	38	55	40
Fair	14	6	18	7
Poor	12	25	10	-
Don't know	3	-	5	-
<b>Mean Rating</b>	<b>2.85</b>	<b>2.75</b>	<b>2.74</b>	<b>3.47</b>

- Business/construction representatives (3.47; 53% excellent) gave themselves substantially more positive ratings than did the neighborhood association (2.74; 13%) or cultural/special interest group (2.75; 31%) leaders.

**SECTION V  
INVOLVEMENT IN PLANNING PROCESS**

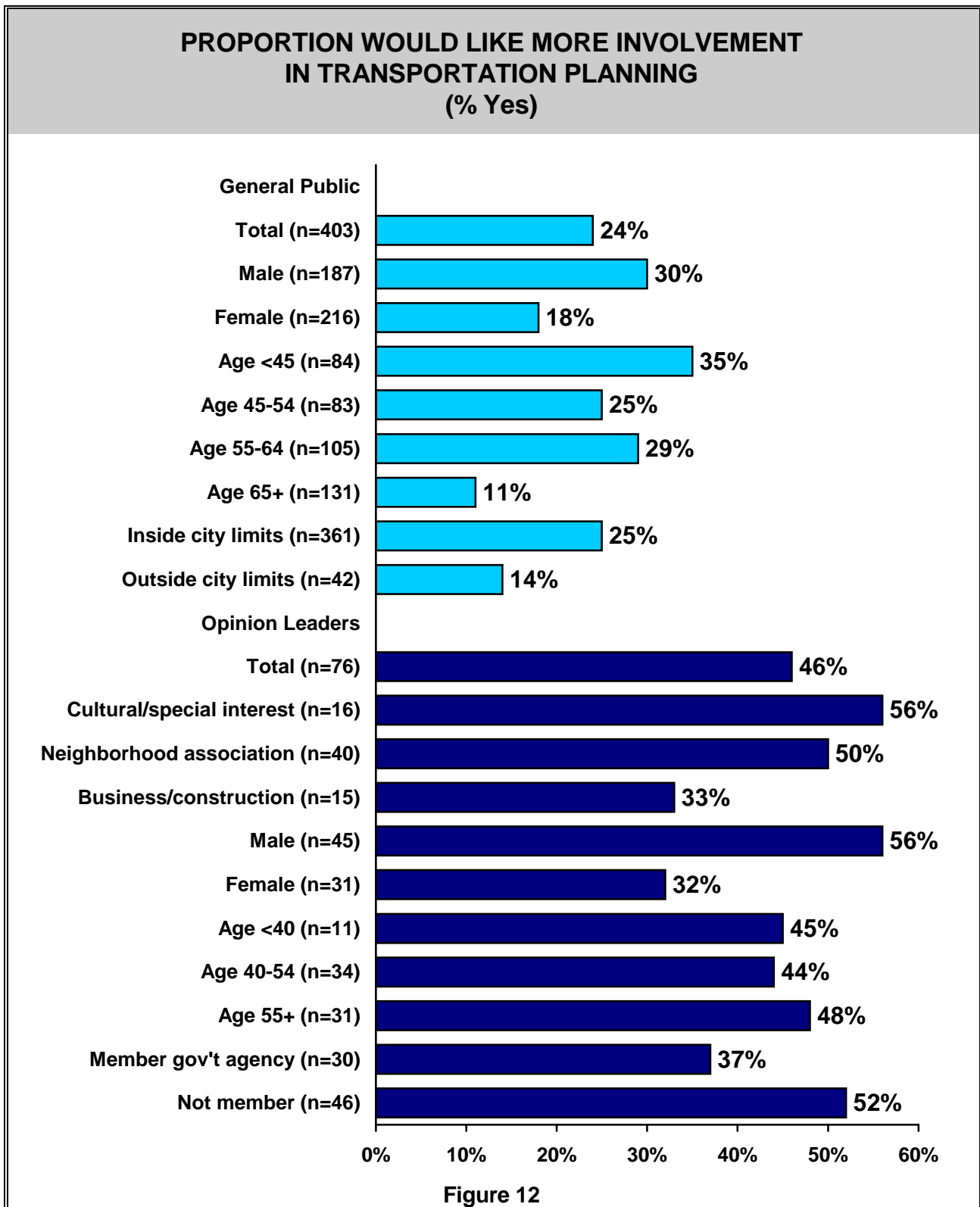
***"Have you ever spoken, personally, with a Planning Commissioner, City Council member, County Commissioner, planning department staff member, or any public official about a transportation or land use issue?"***



- Virtually all opinion leaders had spoken to a public official about a transportation or land use issue (93%). All fifteen of the business/construction leaders gave that indication (100%).
- At least nine out of ten of the other two groups had also spoken with an official (90%; 94%).

All respondents were asked:

**"Would you like to have more involvement in transportation planning in Lincoln and Lancaster County than you have in the past?"**



- A quarter of the general public (24%) and nearly twice that proportion of the opinion leaders (46%) would like to have more involvement in transportation planning.
- Those over 65 were least likely to indicate that they would like more involvement (11%), followed by those outside of Lincoln (14%) and women (18%). Among the opinion leaders, those in business or construction were less likely to want more involvement (33%) than were the other two broad categories of community leaders (50%; 56%). Women (32%) and those in a government agency (37%) were also less prone to desire more involvement.
- Among the general public, residents of the North Central area were most desirous of greater involvement (33%), while those in the South were least likely to feel that way (16%).

<b>PROPORTION WHO WOULD LIKE MORE INVOLVEMENT IN TRANSPORTATION PLANNING BY GEOGRAPHIC LOCATION</b>								
	General Public: Geographic Area							
	General Public (n=403)	North Central (n=80)	North East (n=49)	East (n=64)	South (n=86)	Far South (n=71)	West (n=29)	Lanc. County (n=24)
<b>% Yes</b>	<b>24%</b>	<b>33%</b>	<b>20%</b>	<b>23%</b>	<b>16%</b>	<b>25%</b>	<b>24%</b>	<b>21%</b>



Those who did not indicate that they wanted more involvement were asked:  
***"Why don't you want to have more input into transportation planning in the city and county?"***

<b>TABLE 23 REASONS FOR NOT WANTING MORE INPUT INTO TRANSPORTATION PLANNING (Top Responses)</b>		
	General Public (n=308)	Opinion Leaders (n=41)
Not interested in it	<b>26%</b>	-
Busy/Don't have time to get involved in it	22	<b>46</b>
It wouldn't do any good-they'd just do what they want	11	10
Satisfied/I trust the people involved to do the best job they can/I'm happy with the job they do	10	15
Doesn't affect me (live outside city, don't use public transportation)	10	-
Retired/elderly/poor health/disabled	8	2
Don't know enough about transportation/not much to add to discussion	3	5
Already involved/active	3	22
Has enough information	1	-
Doesn't live here all the time/moving	1	-
Don't know/nothing particular/lots of reasons	2	-

- Among the general public, a quarter said they didn't want more involvement because they just weren't interested in it (26%). Slightly fewer said they didn't have time for such involvement (22%).
- While half of those opinion leaders who didn't want more involvement felt that was because they were too busy or lacked the time (46%). A fifth of opinion leaders said they were already involved (enough) (22%).

**"If you did have a transportation planning issue or question come up, who would you contact to see how to get involved or to ask your question?"**

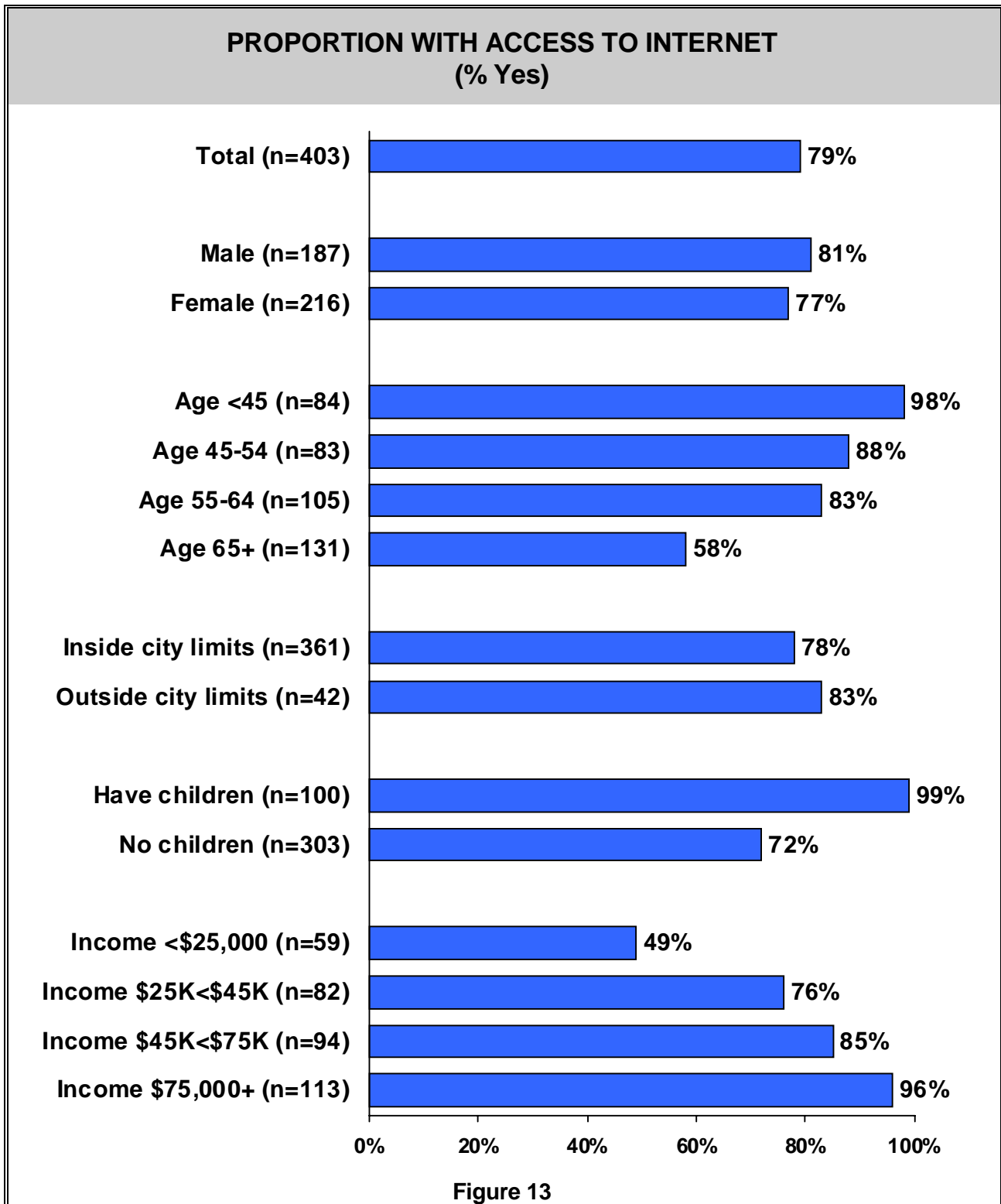
<b>TABLE 24 PERSON/ORGANIZATION WOULD CONTACT IF HAD TRANSPORTATION PLANNING ISSUE/QUESTION (Top Responses)</b>		
	General Public (n=403)	Opinion Leaders (n=76)
City or planning department/city council/county commissioner	<b>48%</b>	<b>64%</b>
Mayor's office	8	12
Website/InterLinc/city council website	7	5
Family member/friend/neighbor	4	3
Bus system/Star Tran	3	5
Neighborhood association leader	2	-
Special interest group (HBAL, GPTN, League of Human Dignity)	1	4
Journal Star/newspaper	1	-
Don't know/nothing particular/lots of reasons	24	5

- Two-thirds of opinion leaders (64%) and half of the general public (48%) said they would go to the planning department, the city council, or a county commissioner. One out of eight opinion leaders would go to the mayor's office (12%).
- A quarter of the general public didn't know where they would go (24%). Only a few opinion leaders gave that response (5%).

**SECTION VI  
INTERNET USAGE**

General public respondents were asked:

**"Do you have a computer at home or at work that gives you access to the Internet?"**

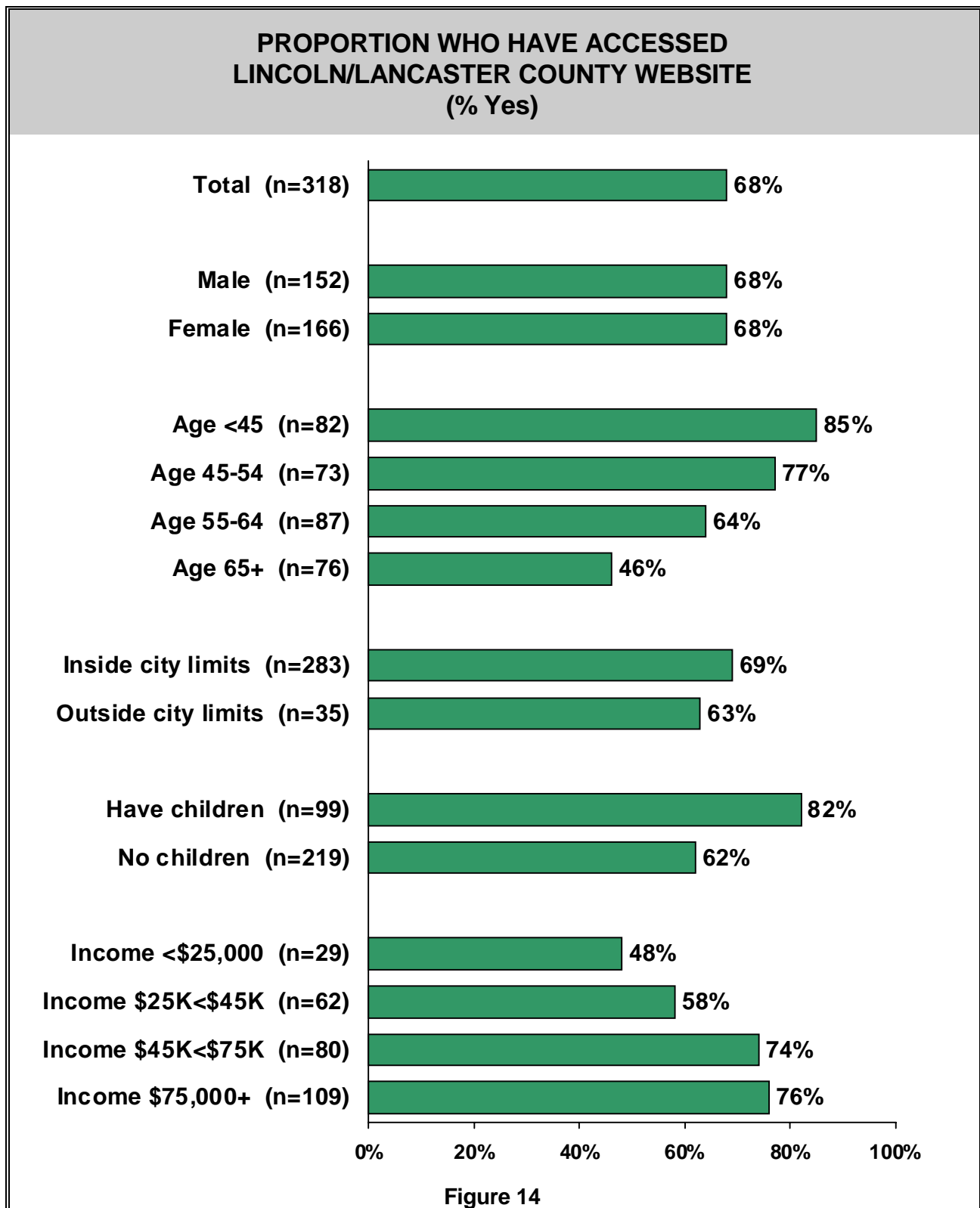


- Four out of five area residents said they have access to the Internet at work or at home (79%). The likelihood to have that access declined as the age of the respondents increased (from 98% to 58%), and increased directly as the income of the respondents increased (49% to 96%).
- Geographically, those in the Far South were most likely (93%) and those in the Northeast (65%), least likely, to have Internet access.

<b>PROPORTION WHO HAVE ACCESS TO INTERNET BY GEOGRAPHIC LOCATION</b>								
	General Public: Geographic Area							
	General Public (n=403)	North Central (n=80)	North East (n=49)	East (n=64)	South (n=86)	Far South (n=71)	West (n=29)	Lanc. County (n=24)
<b>% Yes</b>	<b>79%</b>	<b>74%</b>	<b>65%</b>	<b>78%</b>	<b>78%</b>	<b>93%</b>	<b>83%</b>	<b>83%</b>

Those who reported having access to the Internet were asked:

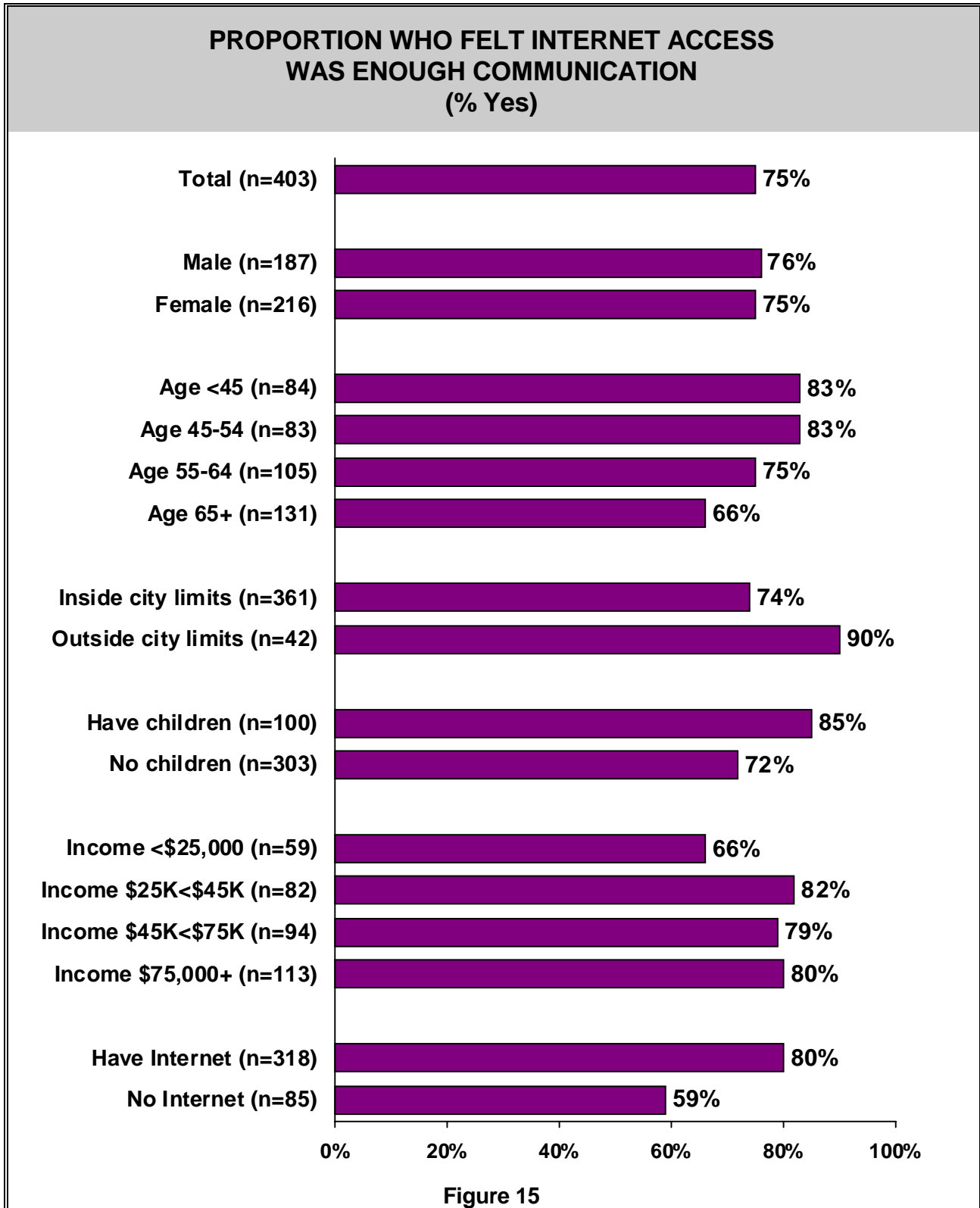
**"Have you ever accessed the Lincoln/Lancaster County website, for any reason?"**



- Two-thirds of the general public (68%) reported having accessed InterLinc, the City/County website. Men and women were equally likely to have accessed the website, but younger respondents were much more likely to have done so than older respondents (85% among those under age 45, compared to 46% among those age 65 and over).
- Those inside the city limits (69%) were somewhat more likely to have sought information on the website than those outside the city limits (63%).
- Those with children (82%) and those with higher incomes (74% to 76% among those earning \$45,000 or more) were more likely than others to have accessed the City/County website.
- Residents in the Far South (76%) and West (75%) areas of Lincoln were more likely than others (58% to 70%) to have accessed the City/County website.

<b>PROPORTION WHO HAVE ACCESSED INTERLINC BY GEOGRAPHIC LOCATION</b>								
	General Public: Geographic Area							
	General Public (n=318)	North Central (n=59)	North East (n=32)	East (n=50)	South (n=67)	Far South (n=66)	West (n=24)	Lanc. County (n=20)
<b>% Yes</b>	<b>68%</b>	<b>69%</b>	<b>69%</b>	<b>70%</b>	<b>58%</b>	<b>76%</b>	<b>75%</b>	<b>60%</b>

**"If you could have Internet access to any information about when meetings of the City Council, Planning Commission, County Commissioners, and other transportation planning meetings are held, would that be enough communication for you to be able to find out about a local meeting, if you wanted to go?"**





- Three-fourths of the general public respondents (75%) felt that having Internet access to information about meetings was enough communication about a meeting.
- Those least likely to have Internet access were also less likely than others to feel that Internet access was adequate communication about meetings. Those age 65 and over (66%), respondents with no children (72%), and those in the lowest income group (66%) were least likely to agree that Internet access was adequate communication. More directly, four-fifths of those with Internet access felt that having Internet access to information was adequate (80%), compared to three-fifths of those with no Internet access (59%).
- Those living in rural Lancaster County were most likely to consider having Internet access to information to be adequate communication (96%), while those in the North East (67%) and Far South (68%) were least likely to agree that having Internet access was enough communication.

<b>PROPORTION WHO HAVE FELT INTERNET ACCESS WAS ENOUGH COMMUNICATION BY GEOGRAPHIC LOCATION</b>								
General Public: Geographic Area								
	General Public (n=403)	North Central (n=80)	North East (n=49)	East (n=64)	South (n=86)	Far South (n=71)	West (n=29)	Lanc. County (n=24)
<b>% Yes</b>	<b>75%</b>	<b>80%</b>	<b>67%</b>	<b>81%</b>	<b>72%</b>	<b>68%</b>	<b>76%</b>	<b>96%</b>

**SECTION VII  
TRANSPORTATION ISSUES**

**"Overall, as you drive, walk, or bike around Lincoln, are you very satisfied, mostly satisfied, mostly dissatisfied, or very dissatisfied with ...?"**

- **The traffic conditions, in general in Lincoln**
- **Trails for walking and biking in Lincoln**
- **Pedestrian conditions, including walkways and crossings in Lincoln**
- **StarTran bus or shuttle system in Lincoln**

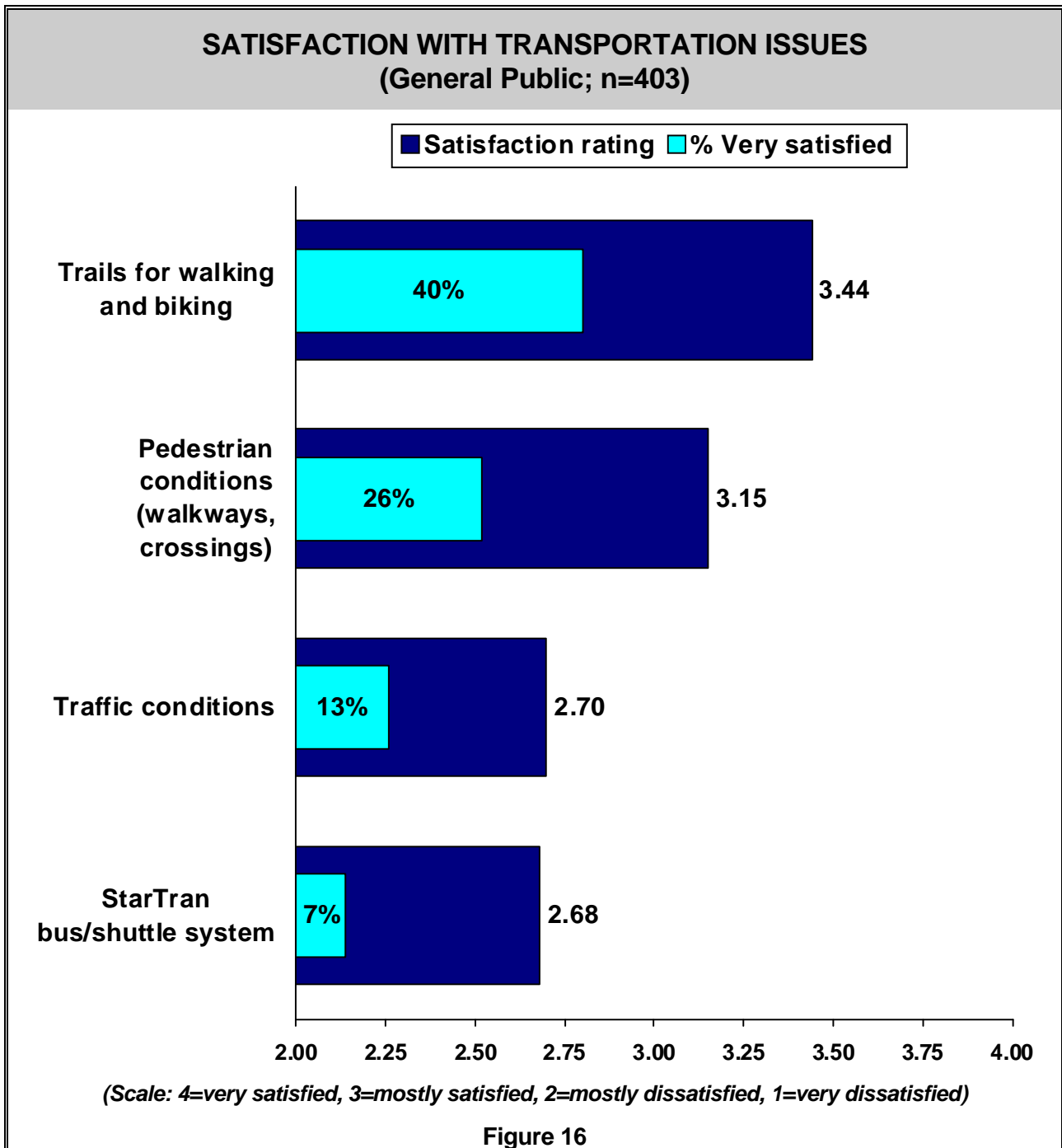


TABLE 25 SATISFACTION WITH TRANSPORTATION ISSUES						
	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know/ Not Applic.	Mean Rating
Trails for walking and biking in Lincoln	40%	36%	2%	1%	20%	3.44
Pedestrian conditions, including walkways and crossings in Lincoln	26	61	7	2	4	3.15
The traffic conditions, in general in Lincoln	13	55	19	12	1	2.70
StarTran bus or shuttle system in Lincoln	7	23	13	5	53	2.68

- The general public expressed a relatively high level of satisfaction with the walking and biking trails in Lincoln, with three-quarters indicating that they were very (40%) or somewhat (36%) satisfied, and few (3%) expressing any level of dissatisfaction.
- Of the four services examined, the general public was least likely to be able to give any satisfaction rating to StarTran, with half (53%) indicating that they did not know what rating to assign. Satisfaction was lowest, overall, with traffic conditions (2.70 on a four-point scale) and the bus and shuttle system (2.68).
- Younger respondents (under age 45) tended to be more satisfied than others with each of these four services, particularly with the trails and pedestrian conditions. Those age 65 and over gave the highest ratings to traffic conditions, while those age 55 to 64 gave the lowest rating.

SATISFACTION WITH TRANSPORTATION ISSUES BY AGE GROUP AND HOUSEHOLDS WITH CHILDREN (Mean Ratings)							
	General Public (n=403)	18-44 (n=80)	45-54 (n=49)	55-64 (n=64)	65+ (n=86)	Have Children (n=29)	No Children (n=24)
Trails	3.44	<b>3.54</b>	3.42	3.40	3.42	3.54	3.41
Pedestrian conditions	3.15	<b>3.30</b>	3.14	3.01	3.16	3.23	3.11
Traffic conditions	2.70	2.71	2.71	2.58	<b>2.78</b>	2.68	2.71
StarTran	2.68	<b>2.76</b>	2.67	2.71	2.57	2.87	2.62

Note: the highest rating across age groups on each service is highlighted.

- Residents of the South area gave the highest ratings on three of the four services, while those in the North Central area gave the highest satisfaction rating on traffic conditions. Residents of the Northeast gave the lowest satisfaction ratings to trails, pedestrian conditions, and traffic conditions, while those in rural Lancaster County gave the lowest rating to the StarTran bus system.

SATISFACTION WITH TRANSPORTATION ISSUES BY GEOGRAPHIC LOCATION (Mean Ratings)								
	General Public (n=403)	General Public: Geographic Area						
		North Central (n=80)	North East (n=49)	East (n=64)	South (n=86)	Far South (n=71)	West (n=29)	Lanc. County (n=24)
Trails	3.44	3.39	3.20 L	3.51	<b>3.60</b>	3.45	3.50	3.20 L
Pedestrian conditions	3.15	3.24	2.90 L	3.08	<b>3.25</b>	3.19	3.14	3.05
Traffic conditions	2.70	<b>2.88</b>	2.41 L	2.70	2.81	2.61	2.72	2.54
StarTran	2.68	2.71	2.67	2.71	<b>2.73</b>	2.62	2.62	2.40 L

Note: the highest rating across geographic areas on each service is highlighted.

Note: the lowest rating across geographic areas on each service is marked (L).

## APPENDICES

**APPENDIX A:  
REASONS WHY COMMUNICATION  
RATED AS FAIR OR POOR**

***"Would you say that Lincoln and Lancaster County do an excellent, good, fair, or poor job of communicating with the general public about upcoming opportunities to have input into the public planning process? Why would you rate that communication as only fair or poor?"***

#### **General Public responses:**

- A lot of fighting among council members and a lot of stuff swept under rug that they don't want the public to know
- A lot of times they don't get the information out there in time, too short of notice on a lot of things
- Based on what I have seen in past - if and when the meetings occur, they are not highly visible - you would have to search for it
- Because most people don't know where to look for it
- Because of how many meetings they have on the same topic.
- Because of the bias that decides what is on the front pages of the newspaper.
- Because she thinks that they make their real decisions privately, and not in the public meeting
- Because the commissioners don't tell the truth. By the time an idea is voiced they have already made up their minds. No roads high taxes...what are they doing?
- Because the public wasn't informed enough about what was going on for the state fair and the public was never given a public vote.
- Because they don't notify the people until the day of the meeting
- Because they really don't want you there, people seem to be a nuisance to the government department
- City Council and County Boards will have closed door meetings, where the true decisions are made, and secondly the rhetoric involved in the discussion is not good for "normal" "average" citizens, because it can be hard to understand
- Communicating on the website isn't effective, e.g. you'd have to check it constantly and on an ongoing basis (don't know when info will be posted). Attending these meetings is just like attending any other meetings, e.g. there are too many people, they aren't effective or productive. It might be more effective in terms of notification to publicize in neighborhood publications and to leave voice
- Could do a better job at publishing that information
- Devote more time to it on the morning and evening TV news channels and on the radio. Present information in a passionate way that will engage people to be involved. It's their job to figure out how to communicate with the public in an effective way. Involve experts in communication to advise them on how to effectively communicate with the public.
- Did not know there were notices in paper concerning meetings
- Does not feel people pay attention to it



- Does not feel that people ever go
- Does not think that the Lancaster County does a good job of communicating with the public
- Doesn't know the extent of what they do
- Doesn't look up the information. Meeting changes about StarTran and it wasn't in the paper or the radio
- Doesn't matter what public wants
- Doesn't think they are putting out enough info, putting out what they want you to hear
- Don't hear about meetings
- Don't hear or see it all
- Don't see advertisement
- Don't think they broadcast that information enough
- Everyone's time schedules are different. No cable...too busy for newspaper
- Feels decision already made
- For years they have been trying to get a street light at their corner and have been told would have to die in an auto accident for it to be a major concern
- General public not well informed
- Generally not aware of what is going on
- Has seen on local news, however feels radio during drive times/rush hours times would be much more beneficial
- Hasn't really heard people talk about it
- I don't recall seeing too much about it on TV
- I don't see it all the time or hear it all the time because she does not get to read the paper all the time, so when she does find out, the meeting is already over
- I don't think that what I think makes any difference. Things are pretty well decided before the public even knows about it.
- I don't understand that
- I have no control with what they put out. From what I know, is from the newspaper & TV and through a segment that says they are going to do things.
- I stay informed with other issues, and don't hear about these
- I would think there would be more participation and am not sure if it is the sources or the way it is presented
- Interest in information is not utilized-people do not look for the information because they are not interested
- Isn't readily accessible to the general public
- It is not a regular thing, it is sporadic and not monthly
- It seems like city planning pushes things through until it happens. Doesn't understand how things get on the ballot.
- It's not advertised early enough.
- Just I wouldn't rate it more than that because some people don't have computer and on TV it says log on to a computer. She wants to change her answer to very poor.
- Just never hears about it

- Knows that it is advertised when they have their meeting but does not know what is going to be discussed and so does not know if her topic is going to come up
- Local government likes to make decisions and does not feel it necessary to let us in on their plans or let us go to question things
- Many people still don't know even though it is advertised
- Need more input into TVs and newspaper
- Never hear anything about it
- Never saw it on TV
- Never seen
- No one really cares, talking about the general public
- Not every citizen has all mediums. He doesn't get a newspaper and doesn't have cable. Doesn't read news on Internet
- Not everyone is informed, at least he does not know about any of it
- Not getting to the participant
- Not there unless you know where to look for it. Local broadcast station doesn't show a lot of it
- Not well enough informed to know
- Often there are inadequate notices before decisions are made so they can contact their local representatives.
- On disability, didn't know about
- Past experience with city council and planning department...84th street widening project
- People get busy with things and it needs to be over-publicized to get attention and it's fair, but it can get better
- Poor because it is not cost effective to use media to get the information to people because they do not have the money to get the media to get the information
- Reads the newspaper and is not aware of it
- Some people don't get the cable channel and they are not active in promoting their issues and when the meetings are
- Sometimes meetings are late at night. They should have some during the day.
- Sometimes they don't want the public to know everything that goes on.
- The information they put out is the information that he needs.
- The local paper gives fair reports.
- The meetings are at night and she doesn't like to go out at night by herself. The Lincoln Journal Star quit publishing the TV guide so she no longer has a reference to when meetings are on TV.
- The meetings that happen today, have already made their decision in advance, so it really makes no difference
- The news stories happen after they've already met and made decisions. Meeting notifications are not given enough space in the newspaper/not prominent enough and they don't catch your eye. They leave it more up to the public to find out or figure out when and where the meetings are instead of taking a more pro-active stance to reach out to the public.

- The way it is presented
- Their verbiage is difficult to understand for most public citizens
- There's too much under the table that goes on before the public knows about it and the decision is cut and dried before public knows about it. It's a matter of formality before it gets to TV, radio and the media in general. Their mind has already been made up.
- They are not reaching everybody
- They could do more vans for the elderly, have more vans going places like the grocery store, and the schedule should run every hour like it used to
- They do things and then they come out and say this is what they are going to do and we don't get to vote on it.
- They don't finish explaining in depth on what they are talking about, and then go on to something else, don't take the time to finish explanation
- They just advertise what they want you to get involved in and if have their mind made up they don't let the public have an opinion
- They only let you know what they want you to know
- They put it on a site but it's just written on there. Respondent is blind and does no good. Need to vocalize what the issues are more.
- They say they inform the public all of those ways but they only announce it once. They need to announce it more than once and further in advance. Thinks people would be more likely to remember the meetings if they heard it more.
- They tell where meetings are held but they provide enough info in the meetings too much insider info and not enough info released to the public
- They try to scheme their deals around citizens so that they don't have input and don't have a chance to vote
- They work on a need to know basis, Surveys are nice but they don't tell you overall that people get the information they need and what they need, and its available in all different sources but the problem is that people do not go after it.
- They're going to do what they want to do anyways; they don't care what the public has to say.
- They've had meetings they didn't announce already have in their minds what they are going to do and no changing them
- Too many people are not interested, but they like to complain about it
- Vast majority of people don't get to hear about it because the advertising is not enough
- When I was involved I would look to cable to find out or attend. No real criticism.
- When they get it in the newspaper it is usually history rather than something that is coming up, they are always publicizing it later
- You hardly ever hear anything until it's too late. Then you only have about a week to plan for it.
- You seem to learn about meetings later than before, and the suggestions made later, either in newspaper or on TV, not before

## Opinion Leader responses:

- Because of Spring Meadows incident. The only access for Spring Meadows affects a private neighborhood. Mailing only sent to certain houses in 4-day period and not entire neighborhood, so there was not enough time to have a neighborhood meeting.
- Ex. They chose to dig up Pine Lake Road between 14th & 27th about 6 weeks before Trail Trek. We are one of the sponsors of this & we were not notified. Also, they may notify people in the neighborhood about an upcoming project, but not people who use that route as a way to work, etc.
- For some reason I don't get the information.
- If you know you are serving a particular population, you need to talk to them about it. People with special needs need you to come to them.
- It feels that they lie when you don't hear about the meeting until the day they are voting. They don't have any documentation of when or who they mailed information too.
- It gets back page status in the paper. The need for public input isn't stressed.
- It would be difficult to know how to go about speaking on a subject they were interested in. The average citizen wouldn't feel comfortable doing that. I'm not sure what the resolution is.
- Not that many people get online. They need to be more aware of a higher socioeconomic situation. Lower economic backgrounds won't have Internet. Make better use of channel 5 and public TV. Not everyone can afford the newspaper.
- Other people aren't aware of those meetings. People really have to search them out to find when and where.
- Some people don't watch TV, have computers or can't afford the newspaper. These are the people that need to be reached.
- They do a good job of communicating after something is done, but not good at communicating that something is coming up for a vote.
- We should be involved up front in the process. At this time, it is happening during the process. The input is not desired because they want to get on with the job, rather than sit in on committees.
- When they do agendas for the meetings, they are only a couple of days before the meeting. You can't prepare for the meeting on such short notice.

**APPENDIX B:  
SURVEY INSTRUMENTS**


**Lincoln/Lancaster County Planning Department**

Lincoln, Nebraska

\_\_\_\_\_ Date Approved By Client

\_\_\_\_\_ Date Approved By Project Director

Public Participation in Transportation Planning **"Citizen Survey"**

July, 2008

n=400/8 minutes

**SURVEY CASE ID #:****1.4**

\*\* Area code and telephone number:

col 1.10

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

col 700.5

<b>Screeners</b>
------------------

Hello, this is \_\_\_\_ with Sigma Group here in Lincoln. We are working with the Lincoln/Lancaster County Planning Department to get feedback from local residents on how the City and County involve the general public in planning for street improvements, trails, pedestrian facilities, and public transportation. We need to ask you a few questions to make sure your opinions are included on some critical issues that will affect all of us in the future.

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)**

5 DK/RF

**(Thank and terminate)**

col 301.1

S2. What County do you live in?

1 Lancaster

- continue

2 Other/DK/Refused

- thank and terminate

S3. What zip code do you live in?(Code all 5 digits of zip code)

68317 (BENNET)  
68336 (DAVEY)  
68339 (DENTON)  
68358 (FIRTH)  
68368 (HALLAM)  
68372 (HICKMAN)  
68402 (MALCOLM)  
68404 (MARTELL)  
68419 (Panama)  
68428 (RAYMOND)  
68430 (ROCA)  
68438 (Sprague)  
68461 (WALTON)  
68462 (WAVERLY)

68502 (LINCOLN)  
68503 (LINCOLN)  
68504 (LINCOLN)  
68505 (LINCOLN)  
68506 (LINCOLN)  
68507 (LINCOLN)  
68508 (LINCOLN)  
68510 (LINCOLN)  
68512 (LINCOLN)  
68514 (LINCOLN)  
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68526 (LINCOLN)  
68527 (LINCOLN)  
68528 (LINCOLN)  
68531 (LINCOLN)  
68532 (LINCOLN)  
68583 (LINCOLN)

99998 Other- (Thank and Terminate)  
99999 (DK/REF)-(Thank and Terminate)

col 302.5

S4. Do you live inside the city limits of Lincoln?

1 Yes  
2 No  
3 (DK/RF) - Thank and terminate

S5. 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

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

col 307.1

<b>AWARENESS OF TRANSPORTATION PLANNING PROCESS</b>
---

1. Would you say you are very familiar, somewhat familiar, or not familiar with the Transportation Planning process of city and county government in Lincoln and Lancaster County?

- 3 Very Familiar
- 2 Somewhat Familiar
- 1 Not Familiar

8 (DK/NS)  
9 (RF)

2. Have you ever attended the following public meetings in Lincoln or Lancaster County? In the past five years, have you attended (Read & Rotate A-E, then F)?

- 1 Yes
- 2 No

8 (DK/NS)  
9 (RF)

- A. A Lincoln City Council meeting
- B. A meeting of the Lincoln City Lancaster County Planning Commission
- C. A Lancaster County Board of Commissioners meeting
- D. A special hearing of the City or County government to hear public input from citizens on transportation planning issues
- E. Meetings of neighborhood associations, or any special interest or cultural group to which you belong
- F. Any other type of public information or input meeting besides those I have mentioned

3. Would you say that you stay pretty well informed on transportation plans in Lincoln and Lancaster County, in terms of knowing what plans are being made, or discussed,



for widening streets, developing or maintaining trails, bike paths, and pedestrian walkways, maintaining the public transit or bus system, making major street improvements, or developing the overall traffic and transportation plan for the city and county? Would you describe yourself as very well-informed, somewhat informed, or not that well informed on most transportation-related planning topics in Lincoln and Lancaster County?

3 Very Well-informed  
2 Somewhat informed  
1 Not that well-informed

8 (DK/NS)  
9 (RF)

4. Would you say that you are very well-informed, somewhat informed, or not that well-informed on when and where meetings of the City Council, the Planning Commission, County Commissioners, and other meetings are held?

3 Very Well-informed  
2 Somewhat informed  
1 Not that well-informed

8 (DK/NS)  
9 (RF)

5. When you do try to inform yourself on what is going on with the transportation planning issues and discussions in Lincoln and Lancaster County, what would you say is the most important source of information you turn to learn more about what is going on with transportation planning? (Open-ended and code) Is there anything else you would say is a major source of information for you? (Allow two responses)

01 Other  
02 (DK/NS)  
03 (RF)  
04 No source/ don't try to learn/nowhere  
05 Everywhere I can/many places (probe for specifics)

06 **Cable** Channel 5/ watch on **TV**  
07 City **web-site**/Web/Internet  
08 **Local TV news** shows  
09 Mobile Message Boards  
10 **Neighborhood** meetings  
11 Newsletters/brochures/flyers(by mail or e-mail)  
12 Newspaper/Journal-Star  
13 Open houses/Workshops  
14 Radio news and local talk shows  
15 Special **interest group** meeting (cultural, civic groups)  
16 Word-of-mouth from friends and family

6. How important are each of the following sources to you in staying informed on the transportation plans and public discussions in the city and county? Is **(Read & Rotate A-F)** very important, somewhat important, or not important to you?
- 3 Very Important  
 2 Somewhat Important  
 1 Not Important
- 8 (DK/NS)  
 9 (RF)
- A. Attending meetings of the city planning department, city council, or county board  
 B. Watching televised meetings and hearings on Cable Channel 5  
 C. Reading newspaper stories on what happens in city council, planning, and county commissioners meetings  
 D. Talking with friends, co-workers, and family members  
 E. Getting on-line on the City/County website to see what happened at recent hearings or government meetings  
 F. Meetings of neighborhood associations or special interest or cultural groups you may belong to

<b>Perceptions of the Public Input Allowed by LLCPCD</b>
--

7. The Lincoln/Lancaster County Planning Department is expected to provide ways for the general public and groups with special needs or interests in transportation and traffic issues to have input into the planning process. What would you say is the best way for the Planning Department to notify citizens of upcoming public hearings, meetings, or activities, to allow people to hear about any transportation plans and public planning discussions, so that they can attend, if they would like to? (Open-ended and code from #5, allow two responses)
8. In the past, The Planning Commission, City Council, and County Board have publicized their hearings and meetings on the City website, in the local newspaper, and on the Public Access Bulletin Board on cable TV. The hearings and Council and County Board meetings are televised on cable and are covered extensively in the newspaper and on the local television and radio newscasts. The public also has access to information, and can have input in public meetings, in addition to hearings and formal council or commission meetings. Would you say that Lincoln and Lancaster County do an excellent, good, fair, or poor job of communicating with the general public about upcoming opportunities to have input into the public planning process?

- 4 Excellent

- 3 Good  
2 Fair  
1 Poor
- 8 (DK/NS)  
9 (RF)
9. (If codes 2 or 1 in #8, ask:) Why would you rate that communication as only fair or poor? (Open-ended and code)
- 01 Other  
02 (DK/NS)  
03 (RF)  
04 No particular reason  
05 Many reasons (probe for specifics)
- 06 I'm just not interested/don't look for the information
10. Would you like to have more involvement in transportation planning in Lincoln and Lancaster County than you have in the past?
- 1 Yes  
2 No
- 8 (DK)  
9 (Refused)
11. (If codes 2, 8, or 9 to #10, ask:) Why don't you want to have more input into transportation planning in the city and county? (open-ended and code)
- 01 Other  
02 (DK/NS)  
03 (RF)  
04 No particular reason  
05 Lots of reasons (probe for specifics)
- 06 Busy/Don't have time to get involved in it  
07 Not interested in it  
08 Don't know enough about it/not much to add  
09 It wouldn't do any good-they'd just do what they want  
10 I trust the people involved to do the best job they can/I'm happy with the job they do
12. If you did have a transportation planning issue or question come up, who would you contact to see how to get involved or to ask your question? (Open-ended and code)
- 01 Other  
02 (DK/NS)  
03 (RF)  
04 No source/nowhere/wouldn't have an issue/concern

- 05 Many places (probe for specifics)
- 06 Family member
- 07 Friend or neighbor
- 08 City or planning department
- 09 Mayor's office
- 10 Church group or pastor
- 11 Neighborhood association leader
- 12 Ethnic association leader (Hispanic, Russian, Vietnamese, etc. group)
- 13 Handicap advocacy group or support group
13. Do you have a computer at home or at work that gives you access to the Internet?
14. (If yes, to #13, ask:) Have you ever accessed the Lincoln/Lancaster County website, for any reason?
- 1 Yes
- 2 No
- 8 (DK/NS)
- 9 (RF)
15. If you could access any information about when meetings are held on transportation planning issues, and when City Council, Planning Commission, County Commissioners, and other meetings are held, would that be enough communication for you to be able to find out about a local meeting, if you wanted to go?
- 1 Yes
- 2 No
- 8 (DK/NS)
- 9 (RF)
16. Overall, as you drive, walk, or bike around Lincoln, are you very satisfied, mostly satisfied, mostly dissatisfied, or very dissatisfied with **(Read & Rotate A-D)** in Lincoln?
- A. The traffic conditions, in general
- B. Trails for walking and biking
- C. Pedestrian conditions, including walkways and crossings
- D. StarTran bus or shuttle system
- 4 Very satisfied
- 3 Mostly satisfied
- 2 Mostly dissatisfied
- 1 Very dissatisfied
- 7 (Don't Use/Not applicable)

- 8 (DK)
- 9 (RF)

**DEMOGRAPHICS**

In order to ensure that we've talked to a broad representation of people, I need to record a few demographic questions. First, ....

**D1. CHILDREN IN HOME?** Do you have children, under the age of 18, currently living at home?

- 1 Yes
- 2 No
  
- 8 (DK)
- 9 (Refused)

**D2. RESIDENCE IN AREA:** How long have you lived in Lincoln or Lancaster County?

- 1 Less than 1 year
- 2 1 to 3 years
- 3 3 to 5 years
- 4 5 to 10 years
- 5 10 years or more
  
- 8 (DK)
- 9 (Refused)

**D3. HISPANIC:** Are you of Hispanic or Latino background or descent? (If needed:) Such as Mexican, Puerto Rican, Cuban, or other Spanish background?

- 1 Yes, Hispanic or Latino
- 2 No
  
- 8 (DK)
- 9 (RF)

**D4. RACE:** What is your race? Are you white, black, Asian, or some other race? (Do not read #5, code only if they say Hispanic, Mexican, etc.)

- 1 White
- 2 Black
- 3 Asian
- 4 Native American/American Indian
- 5 Hispanic (probe: Do you consider yourself white-Hispanic or black-Hispanic?)  
(use code 1 or 2, only use code 5 if will not identify race)

6 Other/two or more races

8 (DK/NS)

9 (Refused)

**D5. LANGUAGE:** Is any language other than English spoken regularly in your household, as a primary language for at least one member of the household? (If "yes," ask:) What language is spoken most often, other than English? (Open-ended and code)

01 Other (list)

02 (DK)

03 (RF)

04 (None/English is primary language)

05 (All/several languages)

06 Chinese

07 Russian

08 Spanish

09 Vietnamese

**D6. HOUSEHOLD SIZE:** Including yourself, how many people live in your household at least six months out of the year?

(Enter exact number, 00 for none, 99 for DK/RF)

**D7. INCOME:** Is your total annual household income, before taxes, over or under \$25,000?

(If "Under", ask:) Is it over or under \$15,000?  
(If "Over", ask:) Is it over or under \$35,000?  
(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?

- 1 Under \$15,000
- 2 \$15,000 - \$24,999
- 3 \$25,000 - \$34,999
- 4 \$35,000 - \$44,999
- 5 \$45,000 - \$54,999
- 6 \$55,000 - \$74,999
- 7 \$75,000 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 Mike Brienzo at the Planning Department at 441-6369. Results from this study should be available in the Fall.


**Lincoln/Lancaster County Planning Department**

Lincoln, Nebraska

\_\_\_\_\_ Date Approved By Client

\_\_\_\_\_ Date Approved By Project Director

Public Participation in Transportation Planning **"Key Informant Survey"**

June, 2008

n=50 to 75/12 minutes

**SURVEY CASE ID #:****1.4**

\*\* Area code and telephone number:

col 1.10

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

col 700.5

<b>Screeners</b>
------------------

Hello, this is \_\_\_\_\_ with Sigma Group here in Lincoln. We are working with the Lincoln/Lancaster County Planning Department to get feedback from local residents on how the City and County involve the general public in planning for street improvements, trails, pedestrian walkways, and public transportation. As part of this research effort, we also want to be certain that we talk to key representatives or leaders of several cultural or special interest groups. As a leader of the **(Group name)**, we need to make sure your opinions are included.

**S1. GENDER:** (Code from list/voice only, do not ask)

1 Male

2 Female

3 Not available **(Set time to call back)**8 DK/RF **(Thank and terminate)**

col 301.1

**S2. Group Represented:** (Code from list)

1 Cultural/Ethnic Group

2 Special Interest (Handicap, Blind, Hearing associations)

3 Religious/Clergy

4 Neighborhood Association/Group

5 Business Association/Group

6 Other \_\_\_\_\_

col 302.5

**S3. Screener on Appropriateness of Participation:** If someone in your association or interest group wanted to either get information from the city or county government on planning or transportation-related issues, or to voice an opinion about a planning or transportation issue, are you a person they might come to for advice on how to get information or voice an opinion to the city or county government?

1 Yes (Continue)

2 No (Ask:) Who would be the person in your group or association who people would be most likely to ask advice on





- C. A Lancaster County Board of Commissioners meeting  
 D. Meetings of neighborhood associations, or the special interest or cultural group in which you are a leader  
 E. Any other type of public information or input meeting besides those I have mentioned
3. Would you say that you stay pretty well informed on transportation plans in Lincoln and Lancaster County, in terms of knowing what plans are being made, or discussed, for widening streets, developing or maintaining trails, bike paths, and pedestrian walkways, maintaining the public transit or bus system, making major street improvements, or developing the overall traffic and transportation plan for the city and county? Would you describe yourself as very well-informed, somewhat informed, or not that well informed on most transportation-related planning topics in Lincoln and Lancaster County?
- 3 Very Well-informed  
 2 Somewhat informed  
 1 Not that well-informed
- 8 (DK/NS)  
 9 (RF)
4. Would you say that you are very well-informed, somewhat informed, or not that well-informed on when and where meetings of the City Council, the Planning Commission, County Commissioners, and other meetings are held?
- 3 Very Well-informed  
 2 Somewhat informed  
 1 Not that well-informed
- 8 (DK/NS)  
 9 (RF)
5. When you do try to inform yourself on what is going on with the transportation planning issues and discussions in Lincoln and Lancaster County, what would you say is the most important source of information you turn to to learn more about what is going on with transportation planning? (Open-ended and code) Is there anything else you would say is a major source of information for you? (Allow two responses)
- 01 Other\_\_\_\_\_
- 02 (DK/NS)  
 03 (RF)  
 04 No source/ don't try to learn/nowhere  
 05 Everywhere I can/many places (probe for specifics)
- 06 **Cable** Channel 5/ watch on **TV**  
 07 City **web-site**/Web/Internet

- 08 **Local TV news** shows  
 09 Mobile message boards(signs along street)  
 10 **Neighborhood** meetings  
 11 Newsletters/brochures/flyers(by mail or e-mail)  
 12 Newspaper/Journal-Star  
 13 Open houses/Workshops  
 14 Radio news and local talk shows  
 15 Special **interest group** meeting (cultural, civic groups)  
 16 Word-of-mouth from friends and family
6. How important are each of the following sources to you in staying informed on the transportation plans and public discussions in the city and county? Is (Read & Rotate A-F) very important, somewhat important, or not important to you?
- 3 Very Important  
 2 Somewhat Important  
 1 Not Important
- 8 (DK/NS)  
 9 (RF)
- A. Attending meetings of the city planning department, city council, or county board  
 B. Watching televised meetings and hearings on Cable Channel 5  
 C. Reading newspaper stories on what happens in city council, planning, and county commissioners meetings  
 D. Talking with friends, co-workers, and family members  
 E. Getting on-line on the City/County website to see what happened at recent hearings or government meetings  
 F. Meetings of neighborhood associations or special interest or cultural groups you may belong to

<b>Perceptions of the Public Input Allowed by LLCPD</b>
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7. The Lincoln/Lancaster County Planning Department is expected to provide ways for the general public and groups with special needs or interests in transportation and traffic issues to have input into the planning process. What would you say is the best way for the Planning Department to notify citizens of upcoming public hearings, meetings, or activities, to allow people to hear about any transportation plans and public planning discussions, so that they can attend, if they would like to? (Open-ended and code from #5, allow two responses)
8. In the past, The Planning Commission, the City Council, and the County Board have publicized their hearings and meetings on the City website, in the local newspaper, and on the Public Access Bulletin Board on cable TV. The hearings and Council and County Board meetings are televised on cable and

are covered extensively in the newspaper and on the local television and radio newscasts. The public also has access to information, and can have input in public meetings, in addition to hearings and formal council or commission meetings. Would you say that Lincoln and Lancaster County do an excellent, good, fair, or poor job of communicating with the general public about upcoming opportunities to have input into the public planning process?

4 Excellent  
3 Good  
2 Fair  
1 Poor

8 (DK/NS)  
9 (RF)

9. (If codes 2 or 1 in #8, ask:) Why would you rate that communication as only fair or poor? (Open-ended and code)

01 Other  
02 (DK/NS)  
03 (RF)  
04 No particular reason  
05 Many reasons (probe for specifics)

06 I'm just not interested/don't look for the information

10. Now, would you say the city and county do an excellent, good, fair, or poor job of (Read & Rotate A-B) ?

4 Excellent  
3 Good  
2 Fair  
1 Poor

8 (DK/NS)  
9 (RF)

- A. Providing for your specific group to have input into discussions, throughout the transportation planning process  
B. Meeting the needs of your particular group in the transportation plans they make, and in the implementation of those plans

11. Would you say that your specific group or association does an excellent, good, fair, or poor job of keeping your members or constituents informed on matters of concern to them, regarding public planning and transportation in Lincoln and Lancaster County?

4 Excellent

- 3 Good  
2 Fair  
1 Poor
- 8 (DK/NS)  
9 (RF)
12. Have you ever spoken, personally, with a Planning Commissioner, City Council member, County Commissioner, planning department staff member, or any public official about a transportation or land use issue?
- 1 Yes  
2 No
- 8 (DK/NS)  
9 (RF)
13. Would you like to have more involvement in transportation planning in Lincoln and Lancaster County than you have in the past?
- 1 Yes  
2 No
- 8 (DK)  
9 (Refused)
14. (If codes 2, 8, or 9 to #13, ask:) Why don't you want to have more input into transportation planning in the city and county? (open-ended and code)
- 01 Other  
02 (DK/NS)  
03 (RF)  
04 No particular reason  
05 Lots of reasons (probe for specifics)
- 06 Busy/Don't have time to get involved in it  
07 Not interested in it  
08 Don't know enough about it/not much to add  
09 It wouldn't do any good-they'd just do what they want  
10 I trust the people involved to do the best job they can/I'm happy with the job they do
15. If you did have a transportation planning issue or question come up, who would you contact to see how to get involved or to ask your question? (Open-ended and code)
- 01 Other  
02 (DK/NS)  
03 (RF)  
04 No source/nowhere/wouldn't have an issue/concern

- 05 Many places (probe for specifics)
- 06 Family member
- 07 Friend or neighbor
- 08 City or planning department
- 09 Mayor's office
- 10 Church group or pastor
- 11 Neighborhood association leader
- 12 Ethnic association leader (Hispanic, Russian, Vietnamese, etc. group)
- 13 Handicap advocacy group or support group

## DEMOGRAPHICS

Now, I have just a few demographic questions.

**D1. RESIDENCE IN AREA:** How long have you lived in Lincoln or Lancaster County?

- 1 Less than 1 year
- 2 1 to 3 years
- 3 3 to 5 years
- 4 5 to 10 years
- 5 10 years or more
- 6 (DK)
- 7 (Refused)

**D2. GROUP LEADERSHIP TENURE:** How long have you been a leader or key representative of your interest group ?

- 1 Less than 1 year
- 2 1 to 3 years
- 3 3 to 5 years
- 4 5 to 10 years
- 5 10 years or more
- 6 (DK)
- 7 (Refused)

**D3. (Code Only) LIST SOURCE:** (Name came from:)

- 1 LLCPD List
- 2 Sigma Group search
- 3 Referral from other respondent/list member

### (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.

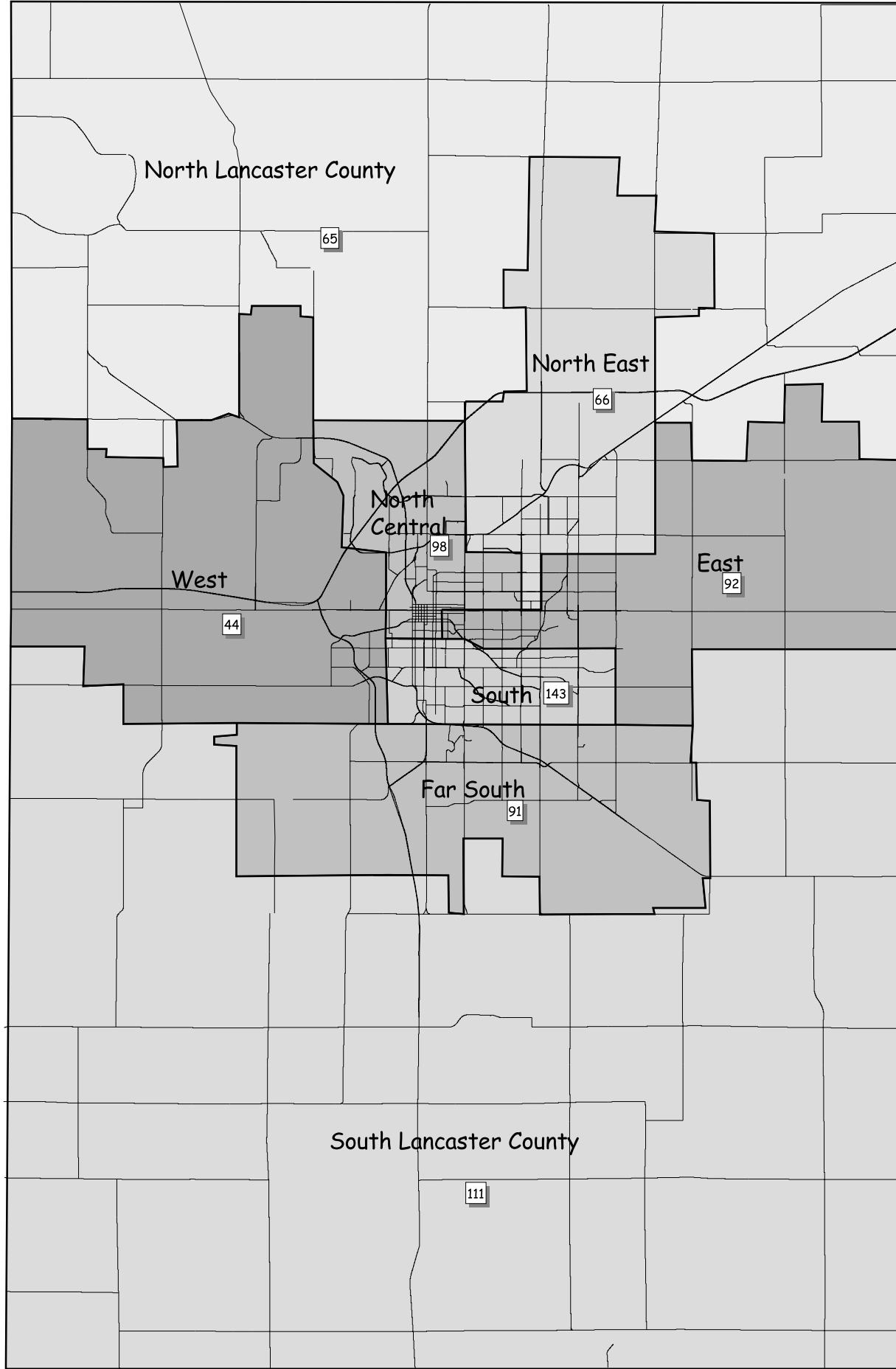
**(If needed:)**

If you have any questions regarding this survey, you are welcome to contact Mike Brienzo at the Planning Department at 441-6369. Results from this study should be available in the Fall.

**APPENDIX C:  
MAP OF STUDY AREA**



Ashland Rd.  
Agnew Rd.  
Davey Rd.  
Raymond Rd.  
Waverly Rd.  
Mc Kelvie Rd.  
Fletcher Ave.  
Adams St.  
'O' St.  
Van Dorn St.  
Old Cheney Rd.  
Yankee Hill Rd.  
Saltillo Rd.  
Wittstruck Rd.  
Martell Rd.  
Stagecoach Rd.  
Olive Creek Rd.  
Pella Rd.  
Gage Rd.



North Lancaster County

North East

North Central

West

East

South

Far South

South Lancaster County

SW. 142nd St.  
SW. 114th St.  
SW. 84th St.  
SW. 58th St.  
SW. 29th St.  
SW. 2nd St.  
S. 25th St.  
S. 54th St.  
S. 82nd St.  
S. 110th St.  
S. 134th St.  
S. 162nd St.  
S. 190th St.