

Summary of Online Survey

Overview

The project team conducted a survey for the Brainerd Lakes community – those who drive, ride, walk or do business along Highway 210/Washington Street in Brainerd. The survey asked participants a series of standard questions about their use and perspectives related to Highway 210/Washington Street. In addition, respondents had the opportunity to share concerns and needs through an online comment map. The results of the survey are summarized in this document.

The survey was distributed to the Brainerd Lakes community via press release, social media, project website, emails to key organizations and word of mouth.

Average time to complete



Survey Available

Nov. 12

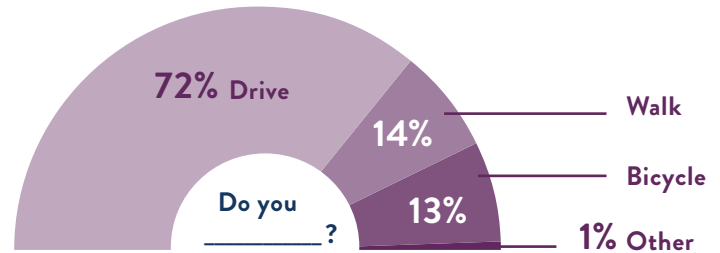
Dec. 12

Survey Themes + Insights

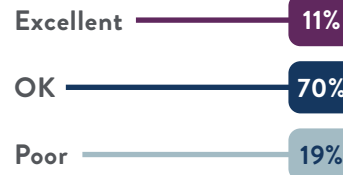
The findings from the survey are summarized by theme in the following sections:

Experience and opportunities

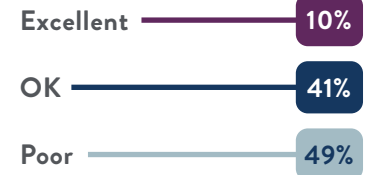
- Most people use Hwy 210/Washington St. for non-work-related travel, commuting to work.
- Most drive and a small percentage walk or bicycle.
- Most feel the stretch of roadway works OK but could use improvement, while very few believe it is excellent and does not need change.
- Most believe the stretch works poorly for walking and bicycling, many others believe it to be OK but could use some improvement.
- Common themes with additional comments focused on intersections (too many stop lights, needing more turn lanes, and better timing of stop lights) followed by pedestrian/bicycle friendly wishes (adding additional room for bike lanes).



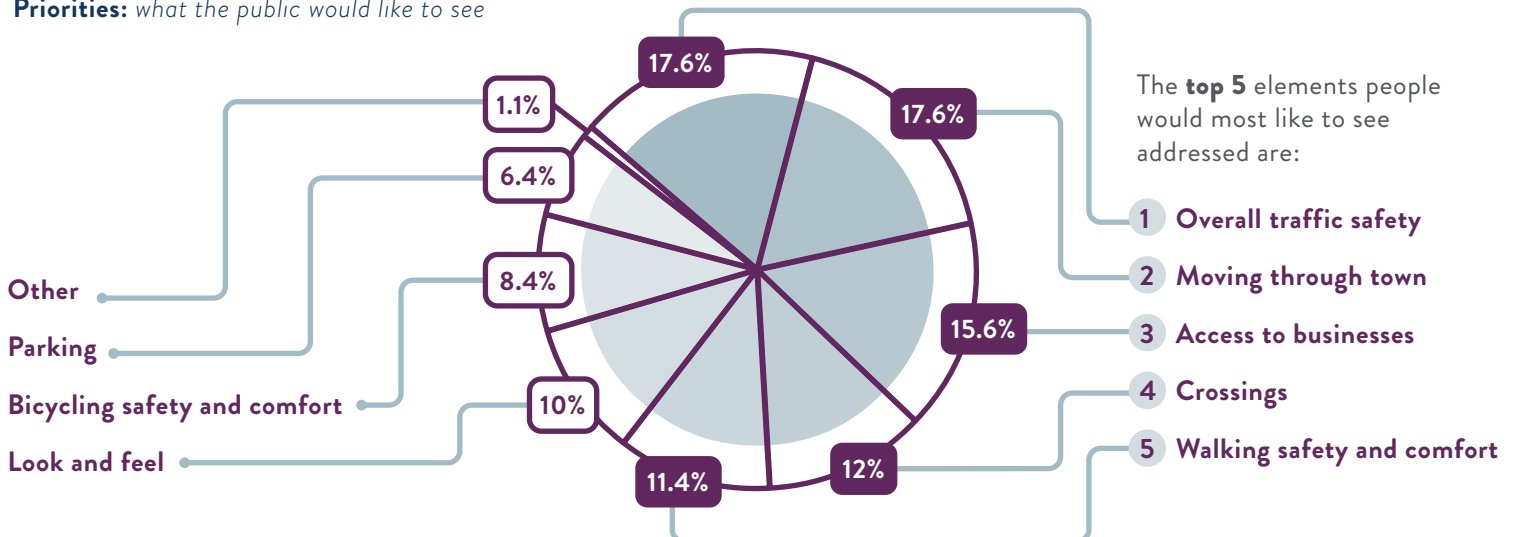
How well does this stretch of roadway work for driving?



How well does this stretch of roadway (and sidewalk) work for walking and bicycling?



Priorities: what the public would like to see



The **top 5** elements people would most like to see addressed are:

- Overall traffic safety
- Moving through town
- Access to businesses
- Crossings
- Walking safety and comfort

Survey Respondents

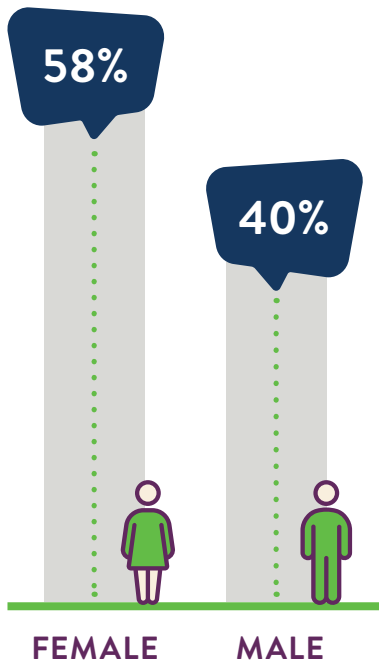
Demographics

1,010 individuals

responded to the optional demographic questions asked at the end of the survey.

GENDER

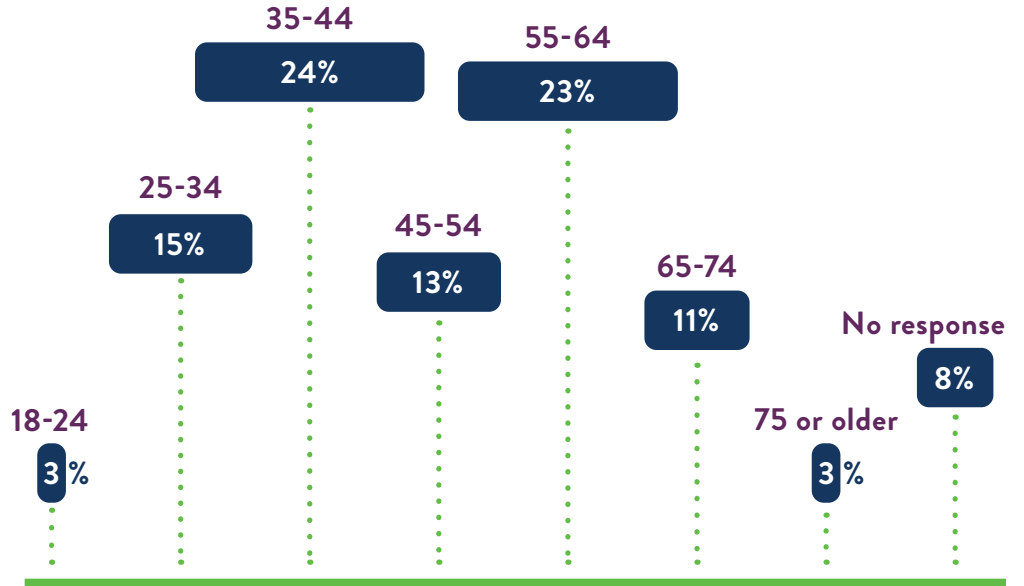
There were more respondents that identify as female than male.



2%

A small portion chose not to identify or identified as other.

AGE GROUP



RACE/ETHNICITY

Most individuals identified as White.



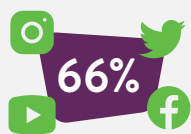
The second largest response was either no response, "rather not say," or other.



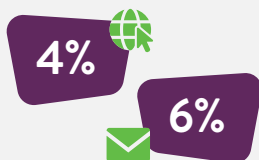
The fewest responses included those that identified (in order of most to least) as:

Native American 0.9% **Black 0.6%** **Hispanic 0.5%**

Channels successful in connecting with the community



Most respondents heard about the survey through MnDOT social media.



The two lowest-ranking communications channels were MnDOT Website and MnDOT email.



When asked if they would share the survey with others, those that did shared it through Facebook rather than Twitter.

Platform usage:



Respondents were split nearly evenly between web and mobile usage. Slightly more took the survey using their mobile device.