

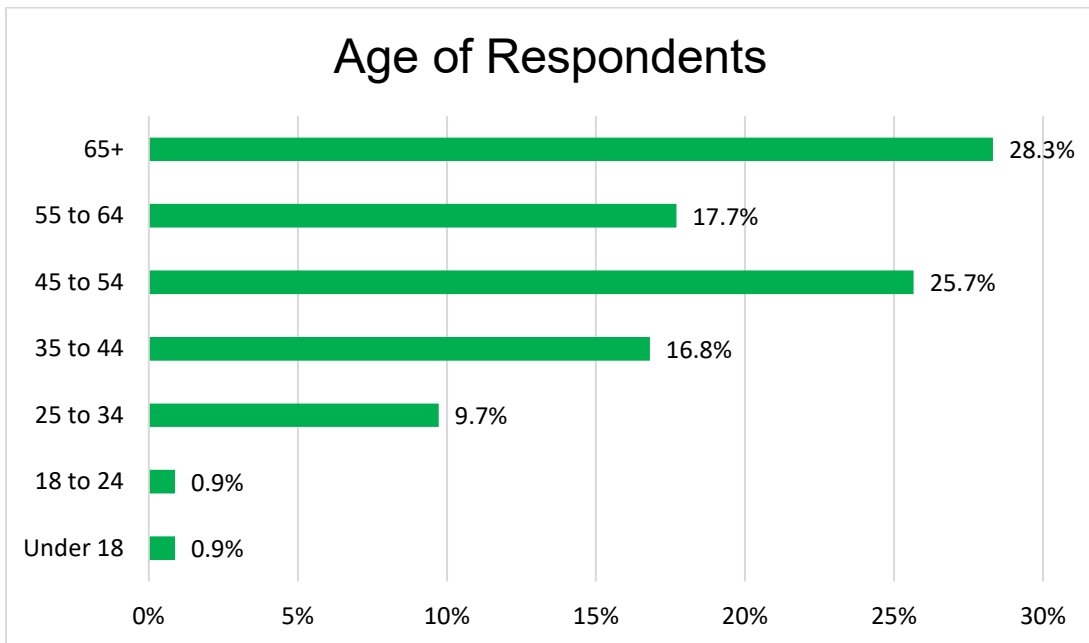
### Kellogg Road Survey #3 Summary & Discussion

The third and final public survey for the Local Transportation Plan for Kellogg Road was released on October 11<sup>th</sup>. This survey was designed for residents, commuters, and users of the corridor to communicate their feelings about the planning process to date, and what their expectations are for the plan’s implementation. The survey was open from October 11 to November 16.

The survey received 114 responses during the time that it was open. Responses were gathered utilizing a variety of public outreach tools such as direct mailings, in-person meetings, and social media. A postcard was mailed to 482 unique properties within or directly adjacent to the project area. The postcard had a QR code and web link to the online survey. The survey was also widely distributed by local elected officials, regional transportation partners, newspaper and online news agencies, and private social media posts. HOCTC staff distributed paper copies of the survey at the third public meeting on November 2, 2023, and left it open for two weeks following the meeting to allow for adequate community participation.

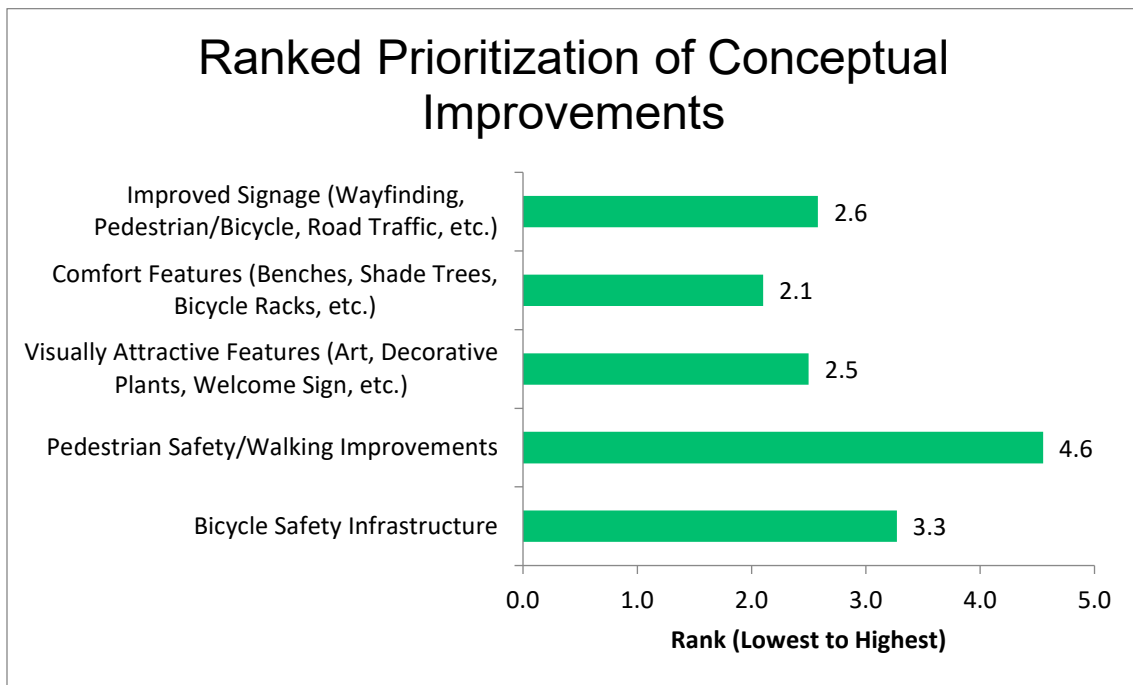
#### *Characteristics of Kellogg Road Travelers*

A review of the survey results found that a majority of the respondents (71.7%) were over the age of 45 years old. By contrast, just 11.5% of respondents were under the age of 35. The age breakdown of the respondents participating in this survey is consistent with results from past surveys, suggesting that survey outreach efforts have been consistent. Also similar to past surveys is that nearly all respondents (94.7%) reported themselves as regularly utilizing Kellogg Road for daily transport.



### Project Implementation Expectations

Respondents ranked a list of thematic roadway improvements for the corridor based on what they would like to see addressed quickly. Respondents indicated that they would like to see pedestrian safety/walking improvements addressed first, followed by bicycle safety infrastructure improvements. The least prioritized improvements were the installation of comfort features such as benches or shade trees, and visually attractive features. When asked about the expected timeline for implementing these projects once the conceptual plan was finished, 70.2% said they would expect it to take less than two years.



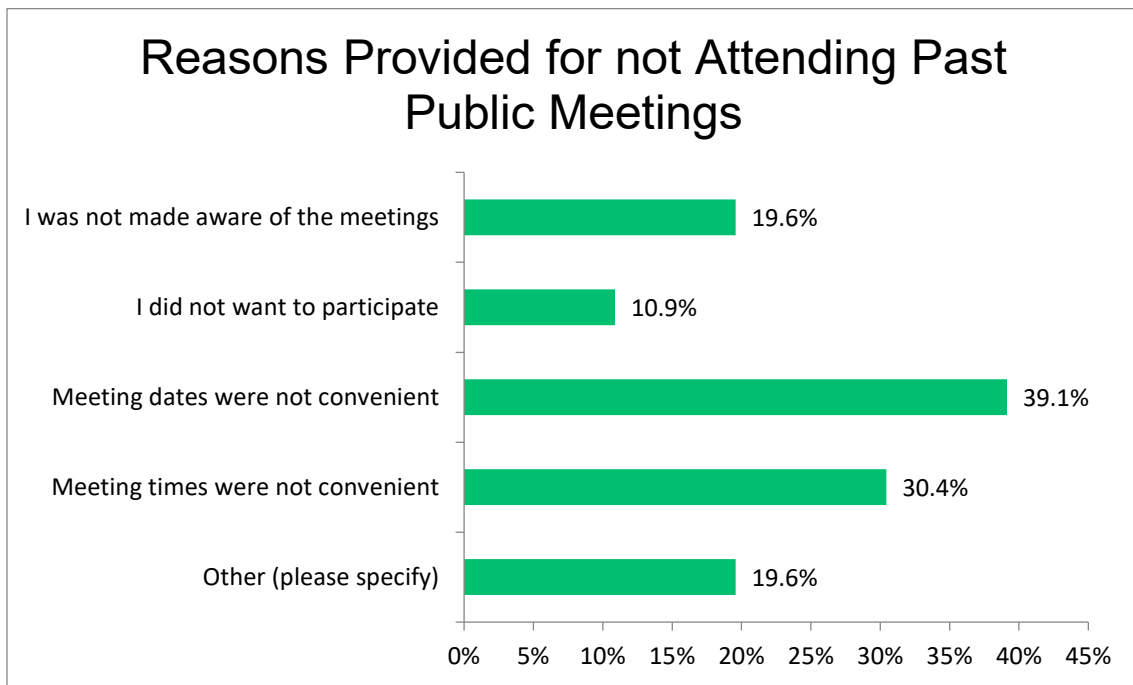
Respondents were also asked an open-ended question about where else (outside of the project area) they would like to see similar improvements made within the Town of New Hartford. Over 50% of respondents explicitly mentioned an interest in similar improvements being made on Oxford Road, including at the intersection with Kellogg Road, near the New Hartford Public Library, and as Oxford Road enters the Village of New Hartford. Other, less frequently mentioned roadways included Genesee Street, Higby Road, and Oneida Street.

### Public Participation Strategy Effectiveness

Survey participants were asked several questions about the public participation process, and how effective they felt the tools utilized by HOCTC staff were for capturing their thoughts. Overall, 87.8% of respondents felt that they had an adequate opportunity to express their concerns or thoughts on the project. Specifically relating to some of the strategies used, respondents on average rated the survey tool a 3.8/5 on its effectiveness in capturing their thoughts and Ideas.

Respondents on average also rated the public meeting experiences as a 3.8/5 on its effectiveness in capturing their thoughts and ideas.

Members of the public who had not attended past meetings were asked about the barriers that prevented them from attending. Among the 46 responses received on this question, 69.6% of respondents said that either the meeting dates or times were not convenient for their schedule, 19.6% of respondents were unaware of the existence of past meetings, and 10.9% did not want to participate in past meetings. Those who selected “other” indicated that they had a schedule conflict, had forgotten, and in one case had a disability that prevented them from attending.



A similar question was asked regarding why members of the public did not participate in past surveys, in which only seven respondents answered. Among these seven, five (71.4%) were not made aware of past surveys, one (14.3%) preferred a paper survey, and one (14.3%) forgot to take the last survey.

#### *Public Participation Notification Effectiveness*

Throughout the planning process, the public was informed about upcoming public engagement opportunities using multiple mediums of communication. Respondents were asked about which methods they personally relied on to receive important project updates. The results show that over a third (34.4%) of respondents received notification via direct emails from HOCTC, with the other top sources of information being social media (24.7%) and word of mouth (20.4%). The least effective forms of notification were by either a local government website (3.2%) or television (3.2%).

## Sources of Information for Past Public Meetings, Surveys, and Project Updates

