



# VISION ZERO ANCHORAGE

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## 2019 INTERCEPT SURVEY REPORT



HUDDLE

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September 30, 2019

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# EXECUTIVE SUMMARY

## INTRODUCTION

Vision Zero is a data-driven approach to eliminating traffic deaths and serious injuries in Anchorage's transportation network. For an effective approach to implement Vision Zero, it is important to supplement data with community perceptions. This report summarizes an intercept survey that was conducted along the High Injury Network to reach Anchorage's most vulnerable people - people who walk and take transit to their every day destinations including work, grocery stores, and healthcare. This qualitative information, collected through one-on-one conversations, will help confirm quantitative data and identify necessary outcomes for an effective Vision Zero Implementation Plan. The results presented in this report represent Anchorage's first intercept survey. This survey should be repeated annually to measure Anchorage's progress toward Vision Zero.

## INTERCEPT SURVEY OBJECTIVES

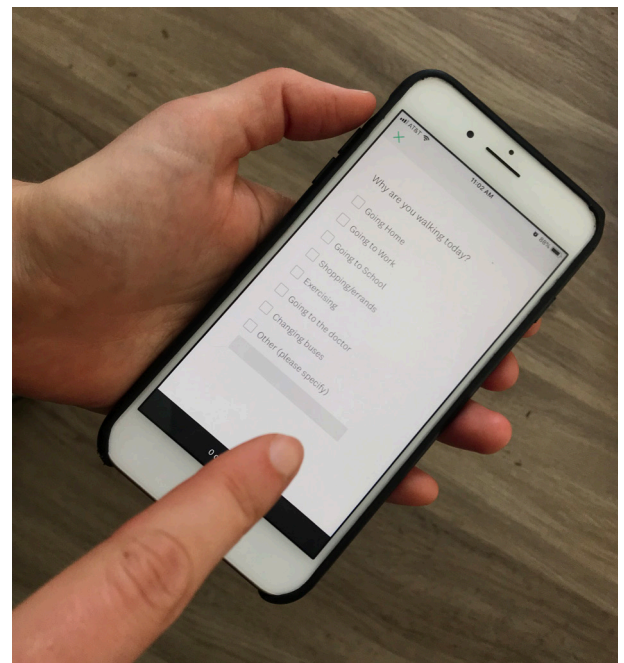
- Identify community concerns, especially from communities of concern, disadvantaged groups, vulnerable users who are actively using the high injury network.
- Inform evaluation measures for the Vision Zero program.
- Understand perceived impacts.
- Understand opinions across stakeholder groups.

## METHODOLOGY

This intercept survey was planned to be administered through a mixed-mode approach (field and online) to balance the limitations and benefits of each. Informational postcards were handed out in the field with the link to the online survey to a few individuals that were not able/willing to take the survey in person. In the end, all responses came from the field surveys.

The field survey was administered over a two-week period along the High Injury Network (see table 1.1), as defined in the Vision Zero Action Plan (November 2018). Between September 4th and September 12, 2019, the survey collected 153 responses from people walking in Anchorage. Most participants were waiting at transit stops.

The facilitator collected qualitative data on community concerns and opinions around walking in Anchorage (ten questions) and demographic information (5 questions) from participants.





The survey questions were developed and finalized in collaboration with public health officials with the State of Alaska Department of Health and Human Services, Physical Activity and Nutrition Section and transportation planners with Kittelson and Associates, Inc.

The survey facilitators administered the survey verbally in the field using a mobile phone to collect responses.

A complete list of intercept survey questions can be found on page 19, Appendix A.

## PARTICIPANTS & DATA COLLECTED

The survey collected 153 responses from people walking in Anchorage. Most participants were contacted as they were waiting at transit stops. Survey respondents were 18 years of age or older.

DATE	TIME	LOCATION	NOTES	NUMBER OF CONTACTS
9/4/19	7 AM - 9:10 AM	Bragaw between Mt. View Dr. and Reka Dr.	Most contacts at or near transit stops, most contacts near the Mt. View Library	18
9/4/19	4 PM - 6 PM	Bragaw between Mt. View Drive and Reka Drive	Mt. View Drive and Bragaw Street focus	16
9/6/19	7 AM - 9 AM	Midtown	Near transit stops on Northern Lights Blvd, Benson Blvd., A St., and C St.	15
9/9/19	7 AM - 9 AM	Downtown	5th Ave., 6th Ave., A St., C. St. to about I St.	20
9/9/19	4 PM - 6 PM	Downtown	5th Ave., 6th Ave., A St., C. St. to about I St.	20
9/10/19	7 AM - 9 AM	Muldoon Rd. & Debarr Rd.	Mostly students under 18; bad weather	3
9/10/19	4 PM - 6 PM	Muldoon Rd. & Debarr Rd.	Focused on transit stop on N. side of Debarr Rd. at Fred Meyer	23
9/11/19	4 PM - 6 PM	Minnesota Dr. between Northern Lights Blvd. and Spenard Rd.	Focused on transit stops	16
9/12/19	7 AM - 9 AM	Tudor Rd. between Denali St. and Elmore Rd.	Focused between Lake Otis Parkway and Elmore Rd.	12
9/12/19	4 PM - 6 PM	Tudor Rd. between Denali St. and Elmore Rd.	Focused between Lake Otis Parkway and Elmore Rd.	10
			<b>TOTAL</b>	<b>153</b>

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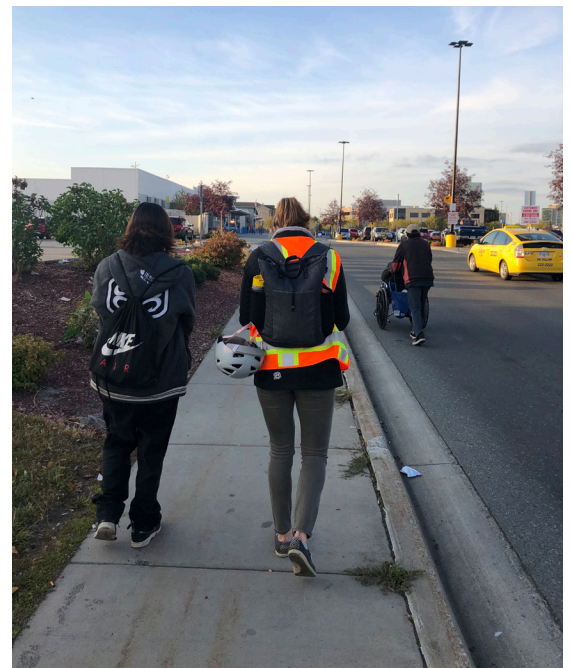
## KEY RESULTS

- Participants were walking for a variety of reasons. Most were walking to home, work, or errands. Some participants were walking for exercise or to go to the hospital. A variety of other responses were received.
- Two-thirds (2/3) of the participants usually get around Anchorage by walking and the bus. More than a handful of people specifically mentioned this is because their “car is in the shop” or they are “saving up for a car” without probing. These follow up responses may serve to highlight the car culture in Anchorage.
- Nearly four of out five participants walk daily (78.3%).
- When asked, “on your trip today, how did you choose the route you are walking?”, almost half of participants (46.4%) choose the shortest route. Respondents also choose the route near bus stops (24.5%) and living in the area (25.8%) frequently. Other responses included working in the area, less traffic and noise, good sidewalks and paths, and the safest route. More than one response could have been chosen.
- Many participants noted they had been hit by a car in a crosswalk or intersection (25 of 149; 16.8%). A handful noted they had been hit by a car more than once. An additional 14.1% (21 of 149) had almost been hit.
- More than 2/3 of participants felt safe on their trip that day. If they did not, it was most frequently due to vehicle traffic (13.3%) or other people along the route (10.7%). Of the sixteen (16) people who felt unsafe because of other people along their route, seven were female and nine were male.
- Nearly half of respondents (48%) do not always cross the street using crosswalks. Reasons for this were primarily because it is faster (43.1%) or because it is more convenient (43.1%), which were often both given. Twelve (12) respondents noted that they don’t cross at a crosswalk if there are no cars/traffic.

Full survey results begin on page 4.

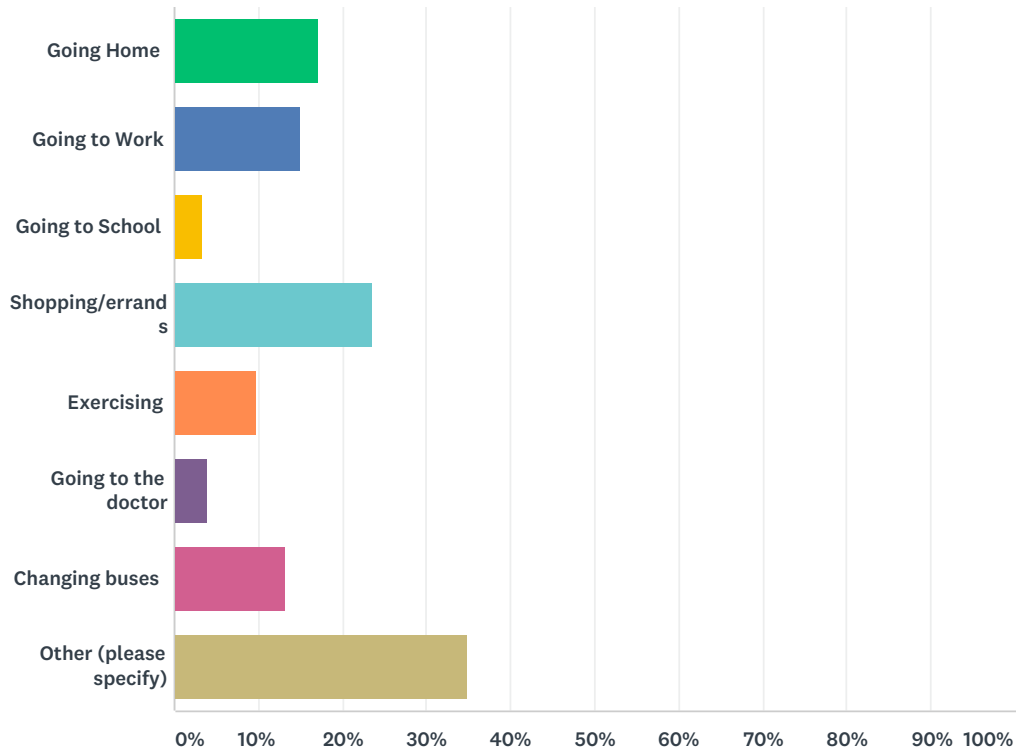
## LESSONS LEARNED

- Verbally, reading all possible responses to a multiple response question to a survey participant can be too time consuming.
- Agree/disagree ranking statements are too challenging. Many respondents simply responded “yes” or “no.”
- Fifteen (15) questions takes about 5 minutes, which is often too long. Some participants cut the survey short because they had to catch the bus.
- Although the survey was deployed during typical commute times, it may be beneficial to coordinate the survey intercept with peak transit times.
- Some participants liked to read along as they were being asked questions and read answers.
- There was a language barrier for a handful of participants.
- It is worth the investment to provide a small incentive to participants (\$5 gift card for food/coffee).
- An intercept survey focused on high school students (Muldoon/ Debarr) would be beneficial. Authorization to talk with minors is likely required.



## Q1 Why are you walking today?

Answered: 152 Skipped: 1



ANSWER CHOICES	RESPONSES	
Going Home	17.11%	26
Going to Work	15.13%	23
Going to School	3.29%	5
Shopping/errands	23.68%	36
Exercising	9.87%	15
Going to the doctor	3.95%	6
Changing buses	13.16%	20
Other (please specify)	34.87%	53
Total Respondents: 152		

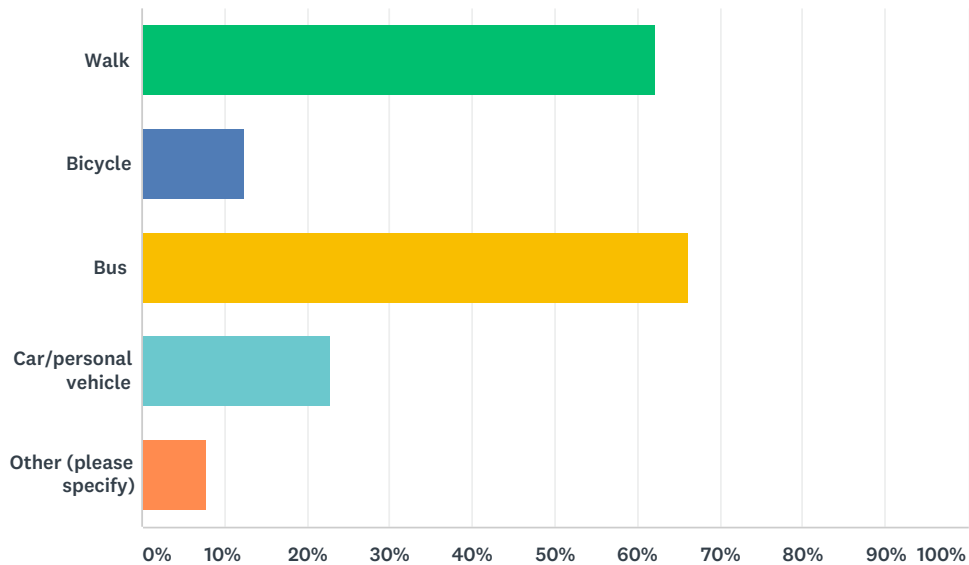
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## Open Ended Responses: Question 1 - Why are you walking today?

No car (5)  
Jury duty (3)  
Just walking (3)  
Rescue Mission (3)  
Car in shop (3)  
Courthouse (2)  
Breakfast (2)  
Going to the rescue mission for dinner (2)  
Gym (2)  
Walking to meeting during work day (2)  
Church  
Program  
Looking for work  
Waiting for a ride  
Pawn shop  
Trying a new route  
See a movie  
Hanging out with friend  
Food bank  
Applying for jobs  
Extra money, panhandling  
Picking crab apples  
Site seeing  
Looking for friend  
Going to dinner  
Sightseeing  
Going to a group  
Ice cream  
Smoke break  
Park  
Leisure  
Enjoying the weather  
Going to have fun  
Immigration  
Visiting people at the hospital

## Q2 How do you usually get around Anchorage?

Answered: 153 Skipped: 0



ANSWER CHOICES	RESPONSES	
Walk	62.09%	95
Bicycle	12.42%	19
Bus	66.01%	101
Car/personal vehicle	22.88%	35
Other (please specify)	7.84%	12
Total Respondents: 153		

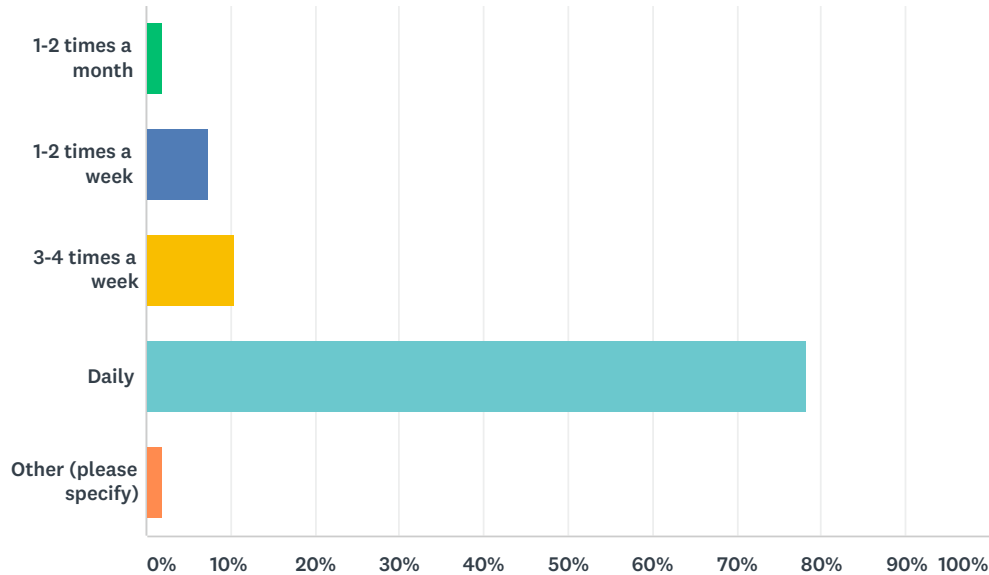
### Open Ended Responses: Question 2 - How do you usually get around Anchorage?

Family (2)  
 New here  
 Cab/Taxi (7)  
 Longboard  
 Uber (2)  
 Elders program bus



### Q3 How often do you walk ?

Answered: 152 Skipped: 1



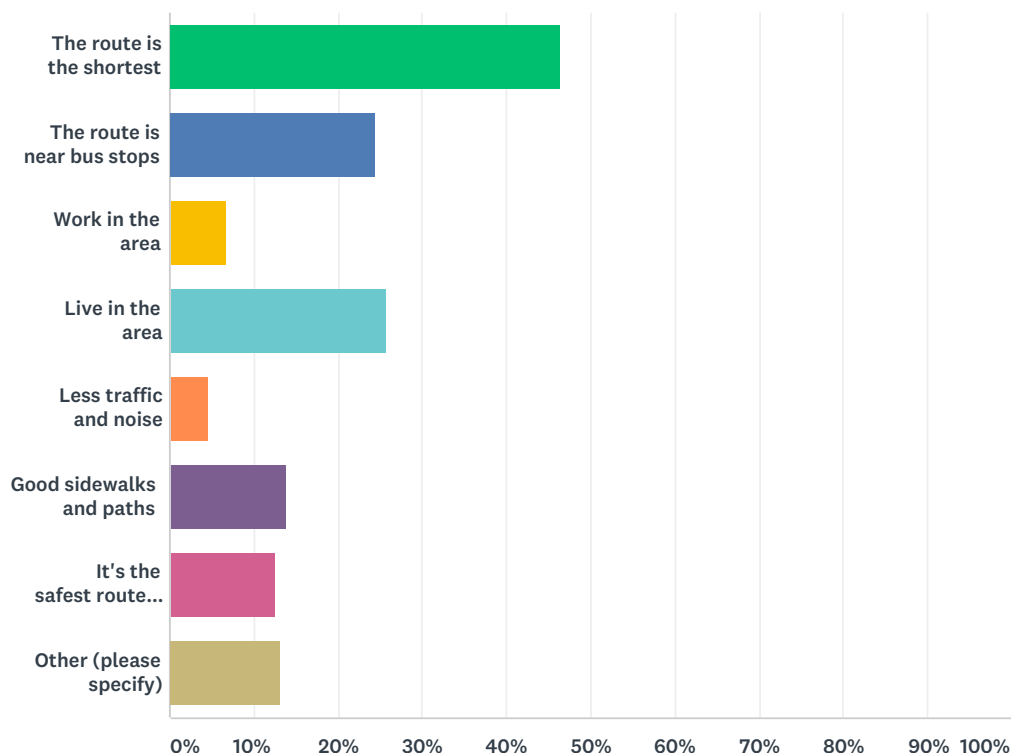
ANSWER CHOICES	RESPONSES	
1-2 times a month	1.97%	3
1-2 times a week	7.24%	11
3-4 times a week	10.53%	16
Daily	78.29%	119
Other (please specify)	1.97%	3
<b>TOTAL</b>		<b>152</b>

#### Open Ended Responses: Question - How often do you walk?

Never since I got a bike!  
 This is my first time walking.  
 Depends on the season.

## Q4 On your trip today, how did you choose the route you are walking?

Answered: 151 Skipped: 2



ANSWER CHOICES	RESPONSES	
The route is the shortest	46.36%	70
The route is near bus stops	24.50%	37
Work in the area	6.62%	10
Live in the area	25.83%	39
Less traffic and noise	4.64%	7
Good sidewalks and paths	13.91%	21
It's the safest route for me	12.58%	19
Other (please specify)	13.25%	20
Total Respondents: 151		

### Open Ended Responses: Question 4 - How did you choose the route you are walking?

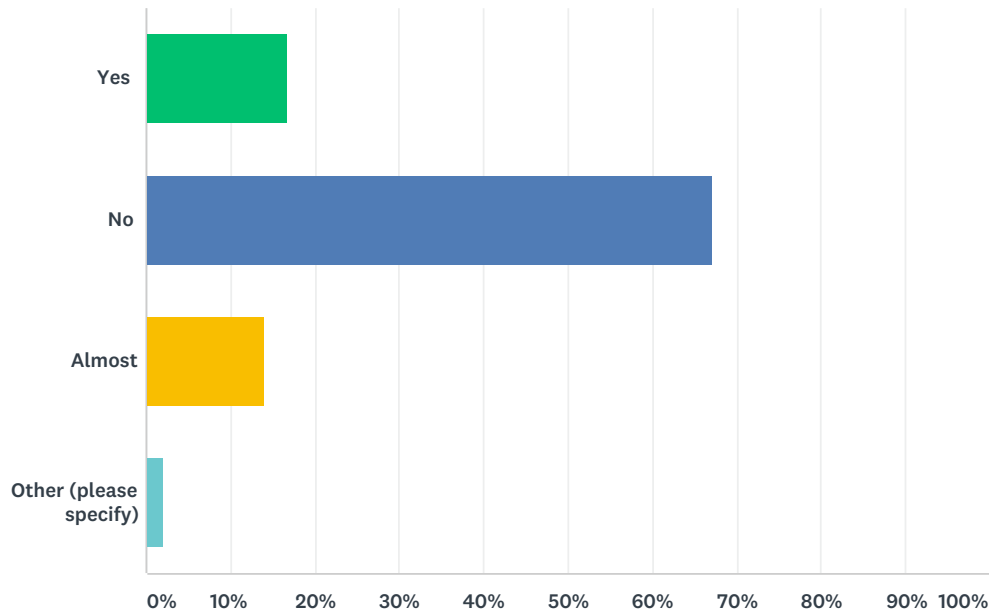
Google maps/GPS (4)  
Looking for work  
Scenic (2)  
Walking around the mall  
At random (3)

Same route I took her last night  
Cheapest  
Not the safest  
Free parking at parking garage  
Exercise (2)

Route to work  
Waiting for job center  
Most knowledgeable to me  
Car repair

## Q5 Have you ever been hit by a car in a crosswalk or intersection?

Answered: 149 Skipped: 4



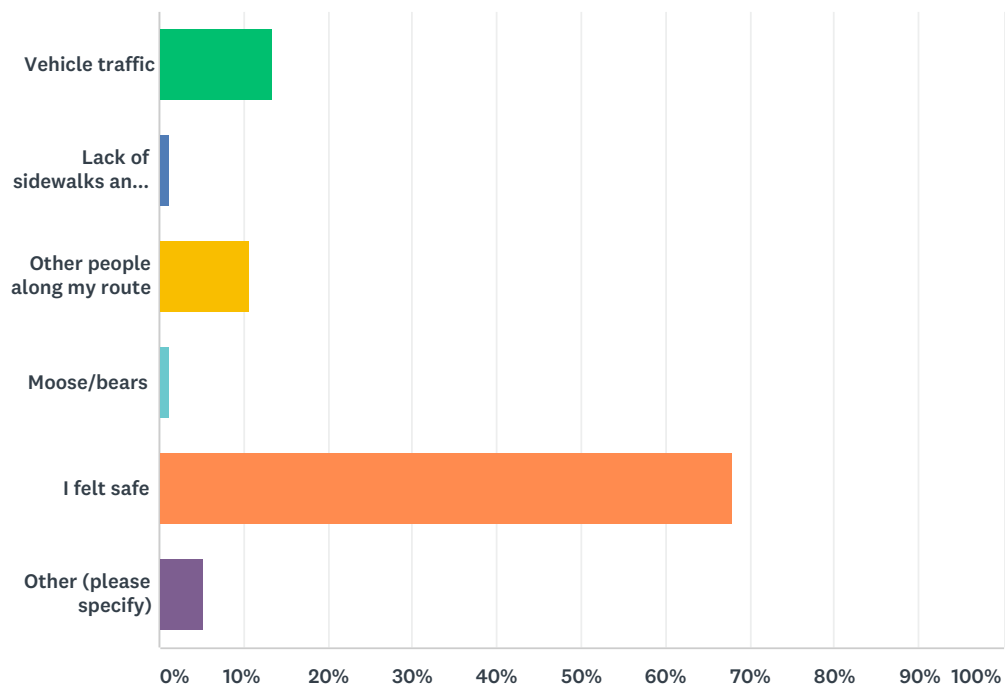
ANSWER CHOICES	RESPONSES	
Yes	16.78%	25
No	67.11%	100
Almost	14.09%	21
Other (please specify)	2.01%	3
TOTAL		149

**Open Ended Responses: Question 5 - Where were you hit?** (If respondent answered 'yes' they often indicated where and the interviewer recorded the response.)

26th Ave. and Arctic Blvd.  
Downtown  
New Seward Highway & Benson Blvd.  
Ingra St.  
Benson Blvd & Minnesota Dr.  
Mountain View Dr- On Bike

## Q6 On your trip today, what made you feel the least safe?

Answered: 150 Skipped: 3



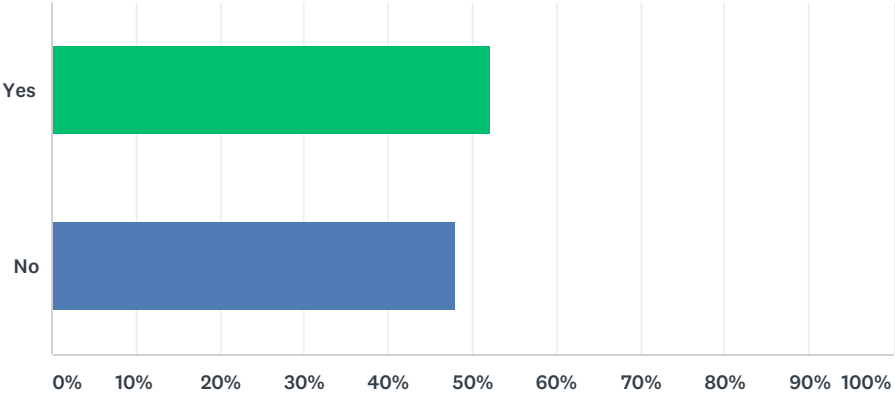
ANSWER CHOICES	RESPONSES	
Vehicle traffic	13.33%	20
Lack of sidewalks and paths	1.33%	2
Other people along my route	10.67%	16
Moose/bears	1.33%	2
I felt safe	68.00%	102
Other (please specify)	5.33%	8
<b>TOTAL</b>		<b>150</b>

### Open Ended Responses: Question - What made you feel the least safe?

Lack of crosswalks  
 Spenard sidewalks are terrible  
 New challenge because I'm blind and this is a new route  
 Don't ever feel safe  
 I took the schedule off the bus stop  
 Dark areas  
 Closeness of sidewalks to road  
 Bad drivers

Q7 Do you always cross the street using crosswalks?

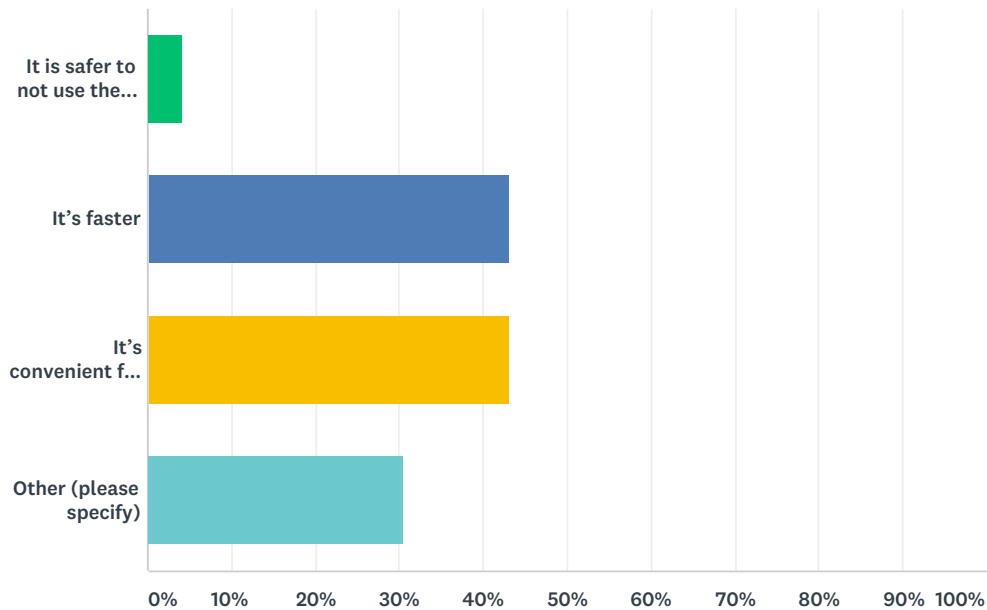
Answered: 148 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	52.03%	77
No	47.97%	71
TOTAL		148

## Q8 If not, why?

Answered: 72 Skipped: 81



ANSWER CHOICES	RESPONSES	
It is safer to not use the cross walk	4.17%	3
It's faster	43.06%	31
It's convenient for me	43.06%	31
Other (please specify)	30.56%	22
Total Respondents: 72		

### Open Ended Responses: Question - If you don't use a crosswalk, why?

No cars coming (12)  
 I'll walk my own path  
 No jaywalking penalty  
 Shorter  
 Depends on where on the street  
 When they're blocked, or if there's no crosswalk  
 Takes too long and miss the bus  
 If there's not a crosswalk at an intersection  
 To get the bus  
 More direct  
 Spontaneous decision

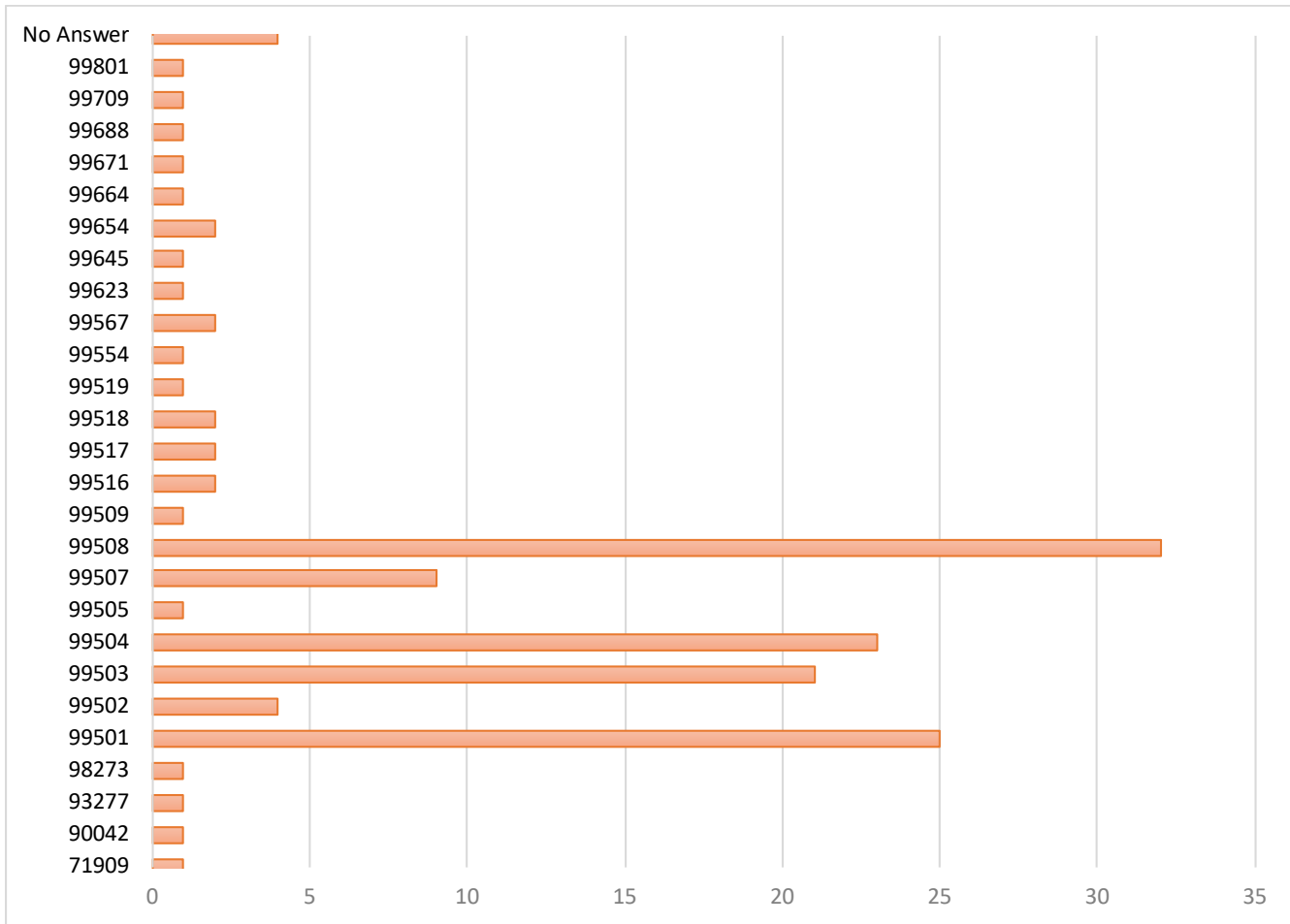
**Q9 On a scale from 1 (strongly disagree) to 5 (strongly agree), respond to the following statements:**

Answered: 147 Skipped: 6

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL
I walk because I don't have access to a car.	14.97% 22	13.61% 20	3.40% 5	37.41% 55	30.61% 45	147
People in Anchorage have a positive view of people who walk and take the bus.	11.81% 17	20.83% 30	31.94% 46	30.56% 44	4.86% 7	144
When I walk, I am concerned about being harassed or a victim of crime.	12.59% 18	44.06% 63	8.39% 12	22.38% 32	12.59% 18	143
When I walk I am concerned about getting hit by a car or truck.	8.39% 12	44.76% 64	4.20% 6	26.57% 38	16.08% 23	143
In the winter, snow and ice make it hard to walk around Anchorage.	1.41% 2	6.34% 9	10.56% 15	33.10% 47	48.59% 69	142
I walk year-round.	0.70% 1	10.49% 15	1.40% 2	52.45% 75	34.97% 50	143
When walking to my everyday destinations (work/school/grocery store), the fastest route is not always the safest.	0.00% 0	15.83% 22	17.99% 25	48.92% 68	17.27% 24	139
There is a direct and convenient route to walk, where I feel safe from cars, connecting my destinations today.	2.86% 4	11.43% 16	12.14% 17	60.71% 85	12.86% 18	140

## Q10 What is your zip code?

Answered: 143 Skipped: 10

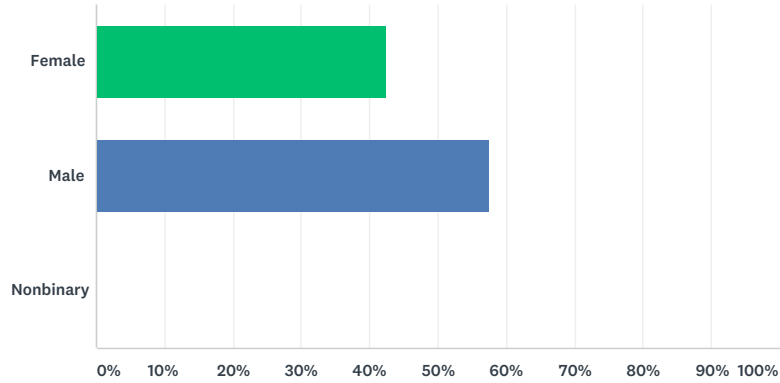


ANSWER	RESPONSES	
99501	17.48%	25
99502	2.80%	4
99503	14.69%	21
99504	16.08%	23
99507	6.29%	9
99508	22.38%	32
No Answer	2.80%	4
Other - 20 other zip codes, all less than 2%	17.48%	20
Total Respondents: 143		



## Q11 Do you identify as:

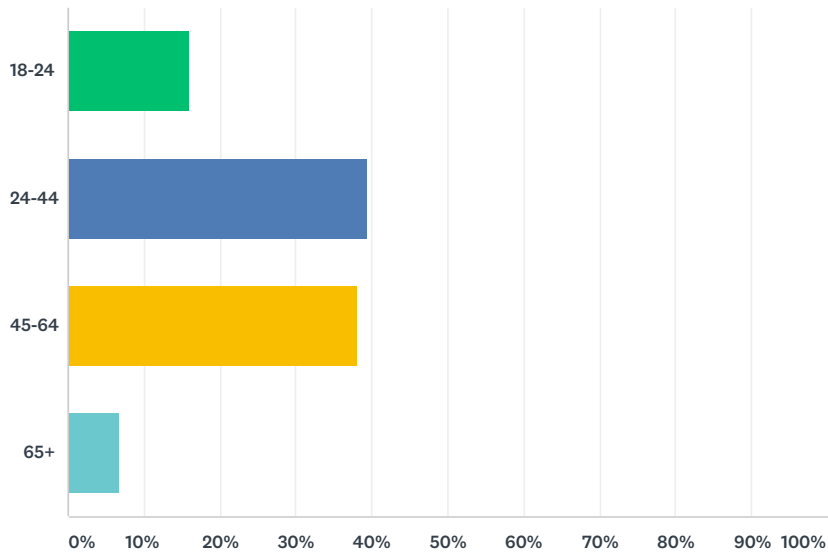
Answered: 151 Skipped: 2



ANSWER CHOICES	RESPONSES	
Female	42.38%	64
Male	57.62%	87
Nonbinary	0.00%	0
TOTAL		151

## Q12 What is your age?

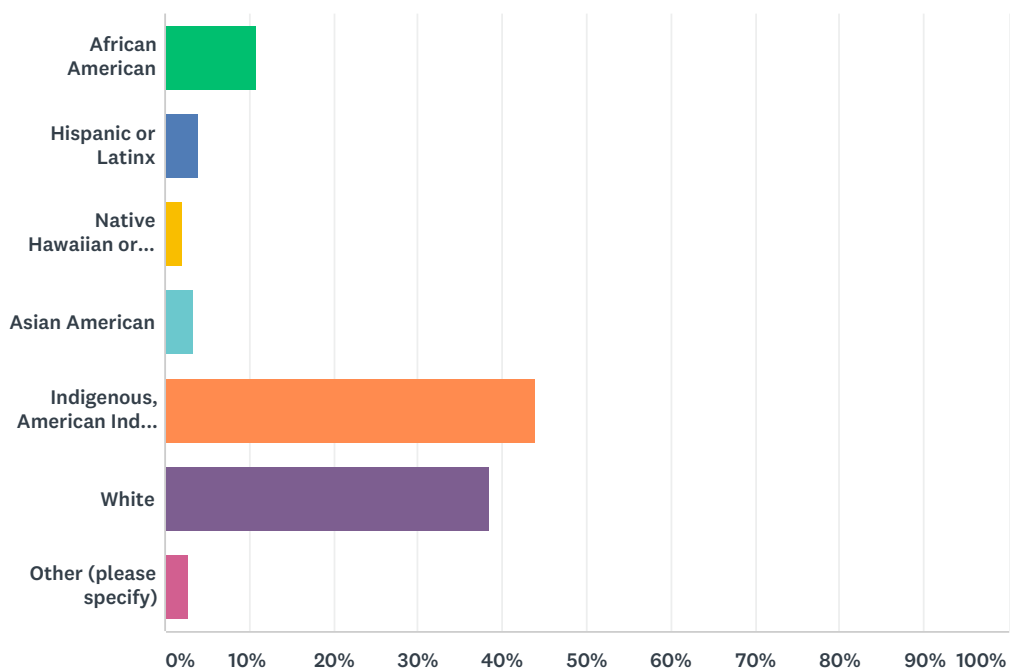
Answered: 150 Skipped: 3



ANSWER CHOICES	RESPONSES	
18-24	16.00%	24
24-44	39.33%	59
45-64	38.00%	57
65+	6.67%	10
TOTAL		150

## Q13 Do you identify as:

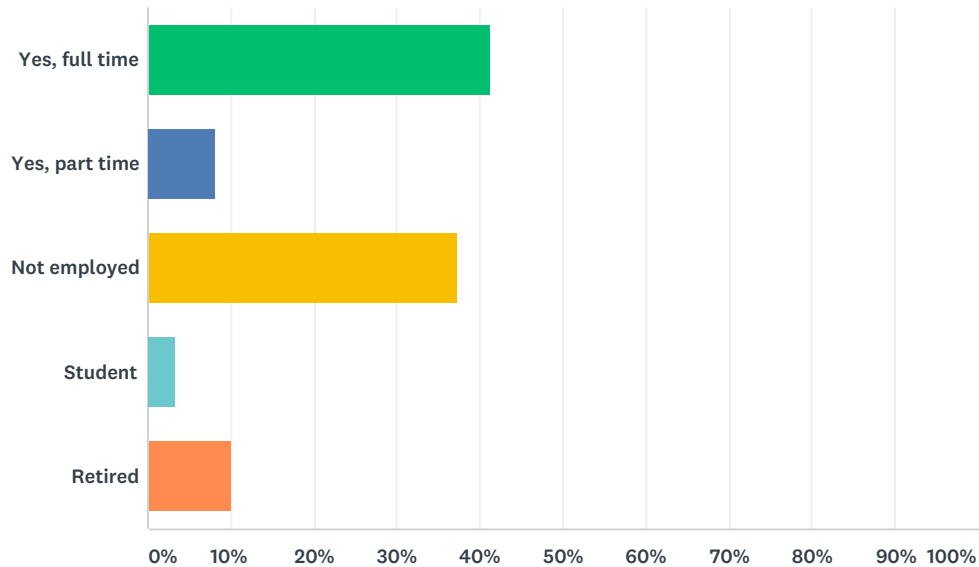
Answered: 148 Skipped: 5



ANSWER CHOICES	RESPONSES	
African American	10.81%	16
Hispanic or Latinx	4.05%	6
Native Hawaiian or Pacific Islander	2.03%	3
Asian American	3.38%	5
Indigenous, American Indian or Alaska Native	43.92%	65
White	38.51%	57
Other (please specify)	2.70%	4
Total Respondents: 148		

## Q14 Are you employed?

Answered: 148 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes, full time	41.22%	61
Yes, part time	8.11%	12
Not employed	37.16%	55
Student	3.38%	5
Retired	10.14%	15
TOTAL		148

## Q15 Is there anything else on this topic you would like to share?

Answered: 65 Skipped: 88

Visitor from rural AK	The buses should come earlier on Saturdays.	take the bus for a week first.
Be safe!		Pave the sidewalks
The overhanging trees make it hard to walk on some sidewalks.	Other pedestrians are the issue, there's a lot of gang activity.	Sidewalks are cracked and dangerous maybe due to ice melt.
The traffic here is unreal, just moved from Hawaii.	They took bus 36 and 2 away and it messed up my whole life.	Harder to get around with a cane
Female friends feel unsafe walking. Separated multi-use paths are safer.	There are some bad streets that I'm scared to cross, C st And 5th.	Like the buffer for the path on A St. Hard to walk when pregnant.
It is a concern with the amount of homeless, I had one incident where someone scared me.	Cars need to honor the crosswalks.	Most people who have been here for awhile know how to take care of themselves. City is doing the best they can do.
Clear the sidewalks in the winter so people don't walk in the streets. (7)	I think people should all wear the orange vests	Good trail system. More people should know about it and take advantage.
Walking and biking-city could promote both of those more. Great job on Spenard. City should promote healthy lifestyles and human powered transportation.	Crosswalks take a long time.	Winter is hard with kids.
On this road it's more dangerous for bikes (Spenard) and poorly paved.	Thank you for putting the customer first with the configuration of buses.	Have to walk really far to get to transit stop.
More flowers!	Please don't move transit center out of downtown.	I liked the transit routes before. Now I have to take multiple buses.
Some of the buses don't run at the times I need them. Makes me have to cross the road in hazardous conditions.	Better sidewalk maintenance, especially residential areas.	Safety-good sidewalks
Been hit by a car 4 times-twice in Anchorage and twice in Seward.	Taxis don't stop at D st-right hook is dangerous.	Free right is scary Sidewalks are too narrow
Some people cross the street right in front of cars on purpose.	Crosswalks not always safe.	Sidewalks need to be wider
Drinking and driving is a problem.	Need to pay more attention to sidewalks. Need more sidewalks.	I love the bus
Smoking weed and driving. Running red lights	Sometimes have to walk on road, concern about getting hit by a car, especially in winter.	I saw about project on Facebook.
Walk when you can!(2)	It's tough to walk around Anchorage.	Stay off cell phone while driving
Fix the street lighting.	Dangerous.	More bus routes and faster!
	More trails and more pedestrian and non-vehicle friendly.	Beans is dangerous for walking. Cross guards or something. Alcohol has a big influence.
	Everyone who gets a license should have to	

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# APPENDIX A

## SURVEY QUESTIONS

The Municipality of Anchorage is conducting this survey to better understand community concerns and opinions around walking. Your personal responses will be anonymous. If you are younger than 18, you cannot participate in this survey. This survey will take approximately 3 minutes to complete.

Why are you walking today?

- ☐ Going Home
- ☐ Going to Work
- ☐ Going to School
- ☐ Shopping/errands
- ☐ Exercising
- ☐ Going to the doctor
- ☐ Changing buses
- ☐ Other (please specify)

How do you usually get around Anchorage?

- ☐ Walk
- ☐ Bicycle
- ☐ Bus
- ☐ Car/personal vehicle
- ☐ Other (please specify)

How often do you walk ?

- ☐ 1-2 times a month
- ☐ 1-2 times a week
- ☐ 3-4 times a week
- ☐ Daily
- ☐ Other (please specify)

On your trip today, how did you choose the route you are walking?

- ☐ The route is the shortest
- ☐ The route is near bus stops
- ☐ Work in the area
- ☐ Live in the area
- ☐ Less traffic and noise
- ☐ Good sidewalks and paths
- ☐ It's the safest route for me
- ☐ Other (please specify)

Have you ever been hit by a car in a crosswalk or intersection?

- ☐ Yes
- ☐ No
- ☐ Almost
- ☐ Other (please specify)

On your trip today, what made you feel the least safe?

- ☐ Vehicle traffic
- ☐ Lack of sidewalks and paths
- ☐ Other people along my route
- ☐ Moose/bears
- ☐ I felt safe
- ☐ Other (please specify)

Do you always cross the street using crosswalks?

- ☐ Yes
- ☐ No

If not, why?

☐ It is safer to not use the cross walk

☐ It's faster

☐ It's convenient for me

☐ Other (please specify)



On a scale from 1 (strongly disagree) to 5 (strongly agree), respond to the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
I walk because I don't have access to a car.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in Anchorage have a positive view of people who walk and take the bus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I walk, I am concerned about being harassed or a victim of crime.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I walk I am concerned about getting hit by a car or truck.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the winter, snow and ice make it hard to walk around Anchorage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I walk year-round.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When walking to my everyday destinations (work/school/grocery store), the fastest route is not always the safest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a direct and convenient route to walk, where I feel safe from cars, connecting my destinations today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your zip code?

Do you identify as:

- ☐ Female
- ☐ Male
- ☐ Nonbinary

What is your age?

- ☐ 18-24
- ☐ 24-44
- ☐ 45-64
- ☐ 65+

Do you identify as:

- ☐ African American
- ☐ Hispanic or Latinx
- ☐ Native Hawaiian or Pacific Islander
- ☐ Asian American
- ☐ Indigenous, American Indian or Alaska Native
- ☐ White
- ☐ Other (please specify)

Are you employed?

- ☐ Yes, full time
- ☐ Yes, part time
- ☐ Not employed
- ☐ Student
- ☐ Retired

Is there anything else on this topic you would like to share?