

Collaboratively Connecting: Public Polling as a Foundation for Integrated Transportation Decision-Making Networks

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Nancy Van Leuven, PhD and Nicole Smith, PhD



Fresno area residents face enormous environmental challenges ranging from poor air quality to drought and increasingly crowded roadways. Transportation studies are necessary to help assess and report on the impacts of such challenges, and it is critical that public opinion helps to identify feasible and desirable solutions to the complex regional problems.

Findings

- Top concerns: Local road conditions and safety, including funding priorities and the need for improved active transportation options.
- Ridehailing is the newest growth market with 29% using it monthly.
- Nearly one-third (31%) of respondents were unaware/unsure about carsharing options.
- Respondents were nearly split 50/50 about the value of high-speed rail in Fresno.

- Like most Californians, Fresno residents “are in love with their cars,” Over the past year, over 95% of them drove their individual gasoline-fueled vehicles to work or school.

Study Methods

This survey sampled Fresno area key opinion leaders and respondents in K-12 education, asking about current and emerging travel choices and future mobility. Findings are from a March 2019 e-survey of adults who live and/or work in the San Joaquin Valley in Central California.

Questions were from the larger 2018 California Survey administered by the University of California, Davis, and were mainly about travel trends and lifestyle preferences respondents.

Policy Recommendations

- Fresno is a prime target area for focused public information campaigns to disrupt current travel patterns.
- Especially receptive growth markets would be carsharing, ridehailing, and other alternative modes of transportation in the area.
- Until citizens see a value in alternative options – such as benefits of driverless, multimodal, and shared mobility solutions – it will be difficult foster deeper understandings about daily transportation funding, solutions, and challenges.
- Given public health concerns about air quality and public safety in the San Joaquin Valley, studies are needed about public awareness of active transportation benefits, active transportation options, and facilitators and barriers to active transportation.

About the Authors

Nancy Van Leuven, PhD, is an Assistant Professor in the Media, Communications and Journalism Department and researches strategic communication. She is a former Faculty Fellow in the Fresno State Transportation Institute.

Nicole J. Smith, PhD, is an Assistant Professor in the Department of Kinesiology and Faculty Fellow in the Central California Children's Institute. She is a former Faculty Fellow in the Fresno State Transportation Institute.

To Learn More

For more details about the study, download the full report at transweb.sjsu.edu/research/1874

High-speed rail, driverless cars, and new modes of transportation...it all comes down to safety, cost, and feasibility for Fresno area residents.



The California State University Transportation Consortium (CSUTC), led by the Mineta Transportation Institute, fosters synergies the entire California State University system to conduct impactful transportation research and engage in workforce development initiatives that increase mobility of people and goods and strengthen California's economy.