

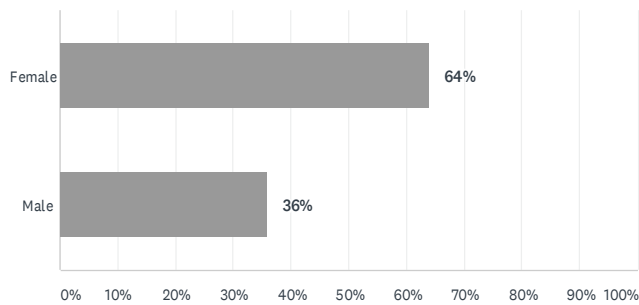
APPENDIX

PUBLIC SURVEY RESULTS	A.1
IMPLEMENTATION MATRIX	A.2

A.1 PUBLIC SURVEY RESULTS

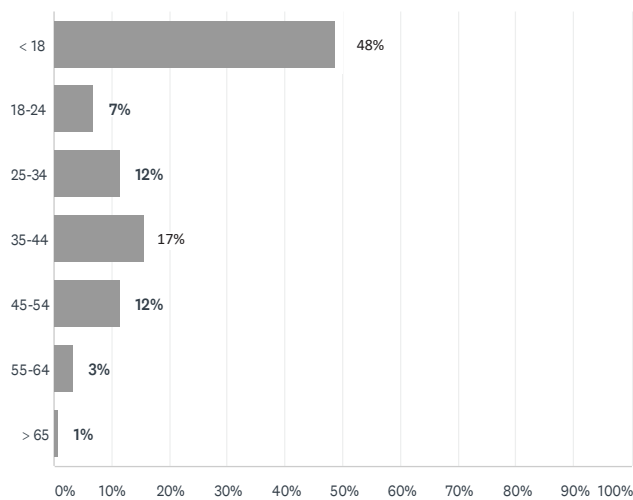
CLOSED-ENDED QUESTIONS

QUESTION 1: GENDER



Answer Choices	Responses	
Female	1,241	64%
Male	684	36%
Total	1925	100%

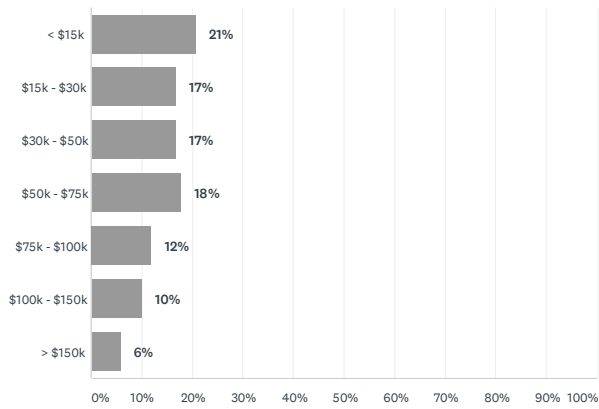
QUESTION 2: AGE GROUP



Answer Choices	Responses	
Under 18	922	48%
18-24	135	7%
25-34	222	12%
35-44	330	17%
45-54	235	12%
55-64	65	3%
65 or older	16	1%
Total	1925	100%

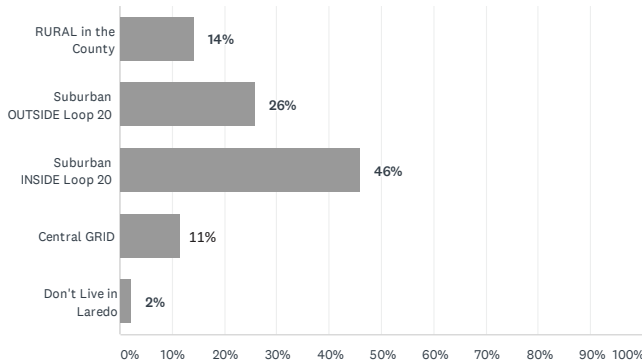
A.1 PUBLIC SURVEY RESULTS

QUESTION 3: FAMILY INCOME



Answer Choices	Responses	
< \$15k	403	21%
\$15k-\$30k	330	17%
\$30k-\$50k	331	17%
\$50k-\$75k	338	18%
\$75k-\$100k	228	12%
\$100k-150k	186	10%
>\$150k	109	6%
Total	1925	100%

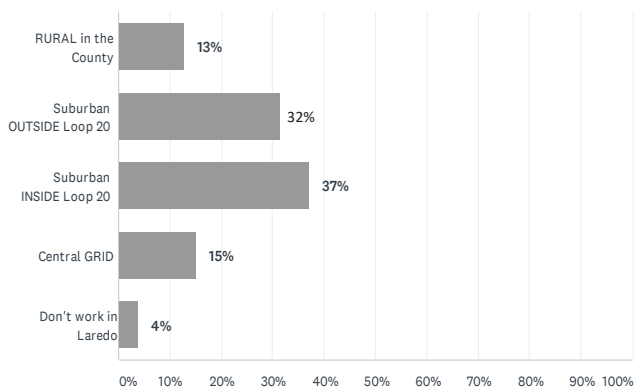
QUESTION 4: WHERE IN LAREDO DO YOU LIVE?



Answer Choices	Responses	
Rural in the County	268	14%
Suburban Outside Loop 20	510	26%
Suburban Inside Loop 20	887	46%
Central Grid	216	11%
Don't Live in Laredo	44	2%
Total	1925	100%

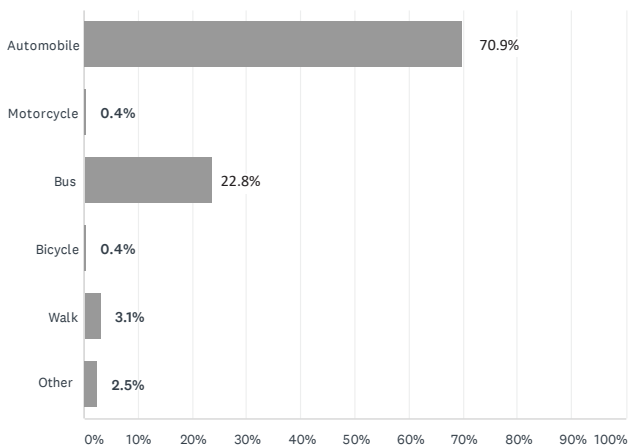
A.1 PUBLIC SURVEY RESULTS

QUESTION 5: WHERE IN LAREDO DO YOU WORK/ATTEND SCHOOL?



Answer Choices	Responses	
Rural in the County	244	13%
Suburban Outside Loop 20	608	32%
Suburban Inside Loop 20	706	37%
Central Grid	286	15%
Don't Live in Laredo	81	4%
Total	1925	100%

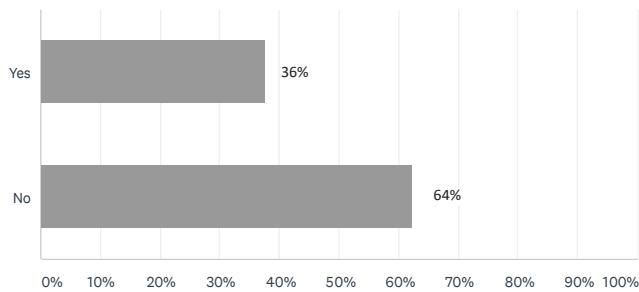
QUESTION 7: HOW DO YOU NORMALLY GET TO WORK/SCHOOL?



Answer Choices	Responses	
Automobile	1364	70.9%
Motorcycle	8	0.4%
Bus	438	22.8%
Bicycle	7	0.4%
Walk	59	3.1%
Other	49	2.5%
Total	1925	100%

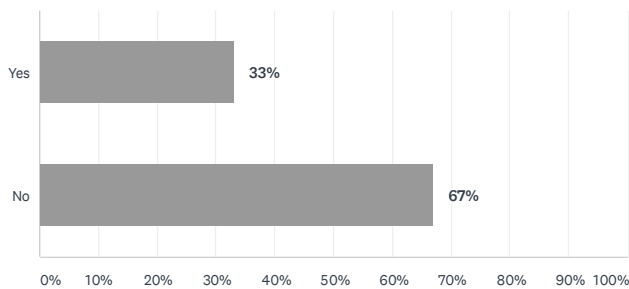
A.1 PUBLIC SURVEY RESULTS

QUESTION 8: DO YOU EVER USE THE BUS?



Answer Choices	Responses	
Yes	702	36%
No	1223	64%
Total	1925	100%

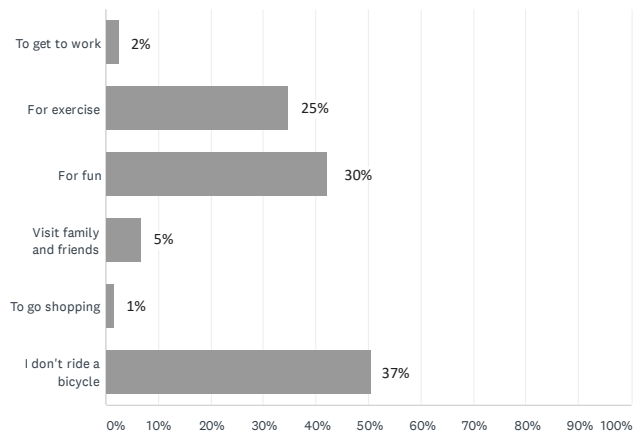
QUESTION 9: DO YOU EVER RIDE A BICYCLE?



Answer Choices	Responses	
Yes	631	33%
No	1294	67%
Total	1925	100%

A.1 PUBLIC SURVEY RESULTS

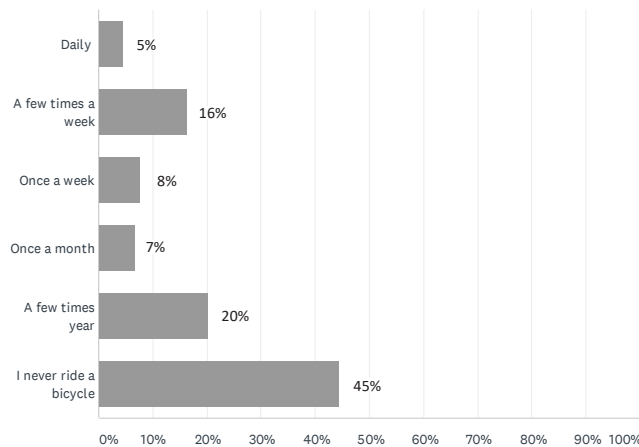
QUESTION 10: WHY DO YOU RIDE A BICYCLE? (CHECK ALL THAT APPLY)



Answer Choices	Responses	
To get to work	47	2%
For exercise	668	25%
For fun	796	30%
Visit family and friends	125	5%
To go shopping	32	1%
I don't ride a bicycle	985	37%
Total	*2653	100%

*Total number is higher than total respondents due to question allowing multiple selections.

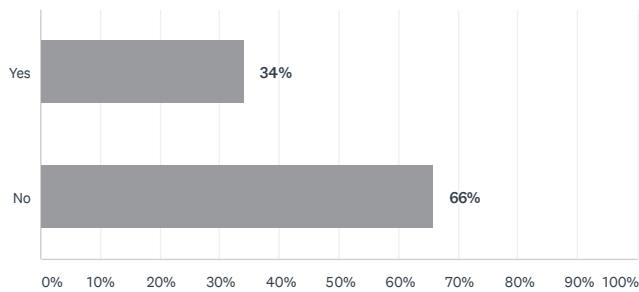
QUESTION 11: HOW OFTEN DO YOU RIDE A BICYCLE?



Answer Choices	Responses	
Daily	87	5%
A few times a week	316	16%
Once a week	147	8%
Once a month	129	7%
A few times a year	387	20%
I never ride a bicycle	859	45%
Total	1925	100%

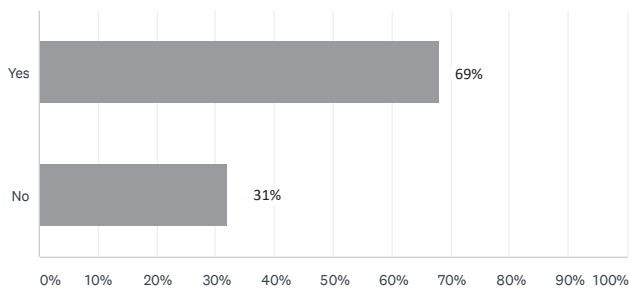
A.1 PUBLIC SURVEY RESULTS

QUESTION 13: DO YOU EVER RIDE A BICYCLE ON TRAILS?



Answer Choices	Responses	
Yes	651	34%
No	1274	66%
Total	1925	100%

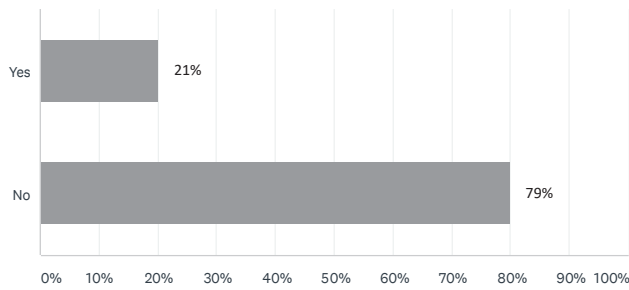
QUESTION 14: IS IT TOO HOT IN LAREDO DURING THE SUMMER TO RIDE A BICYCLE?



Answer Choices	Responses	
Yes	1323	69%
No	602	31%
Total	1925	100%

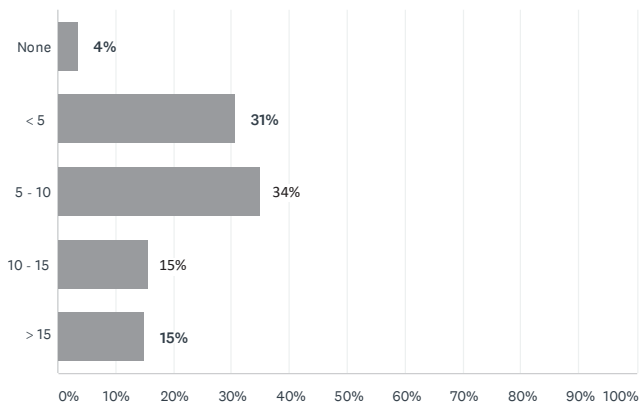
A.1 PUBLIC SURVEY RESULTS

QUESTION 15: IS IT TOO COLD IN LAREDO DURING THE WINTER TO RIDE A BICYCLE?



Answer Choices	Responses	
Yes	406	79%
No	1519	21%
Total	1925	100%

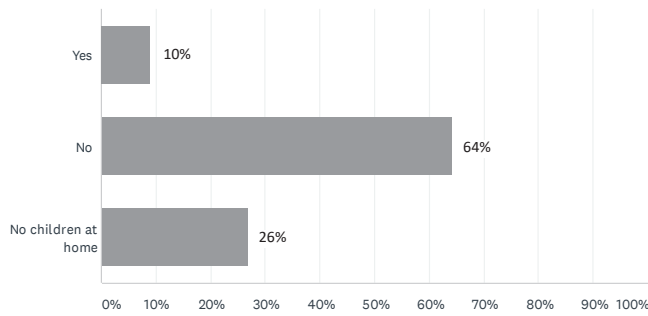
QUESTION 16: HOW MANY BICYCLE TRAILS OR BICYCLE LANES EXIST IN LAREDO?



Answer Choices	Responses	
None	76	4%
Less than 5	603	31%
5 to 10	663	34%
10 to 15	293	15%
More than 15	290	15%
Total	1925	100%

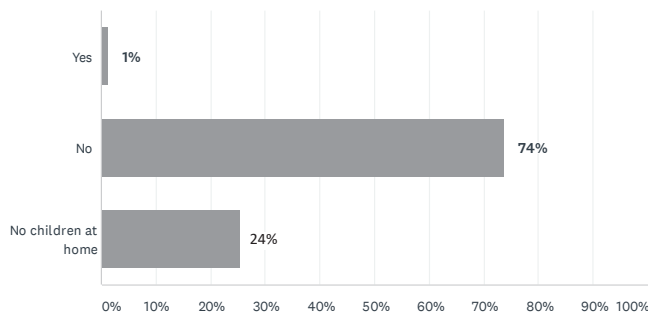
A.1 PUBLIC SURVEY RESULTS

QUESTION 17: DOES YOUR CHILD WALK TO SCHOOL?



Answer Choices	Responses	
Yes	185	10%
No	1237	64%
No Children at Home	503	26%
Total	1925	100%

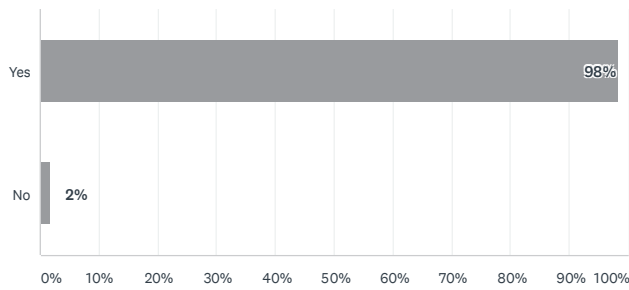
QUESTION 19: DOES YOUR CHILD BICYCLE TO SCHOOL?



Answer Choices	Responses	
Yes	24	1%
No	1430	74%
No Children at Home	471	24%
Total	1925	100%

A.1 PUBLIC SURVEY RESULTS

QUESTION 21: WHEN WE BUILD STREETS IN LAREDO THAT CONNECT NEIGHBORHOODS, SHOULD SIDEWALKS BE REQUIRED?



Answer Choices	Responses	
	Yes	1889
No	36	2%
Total	1925	100%

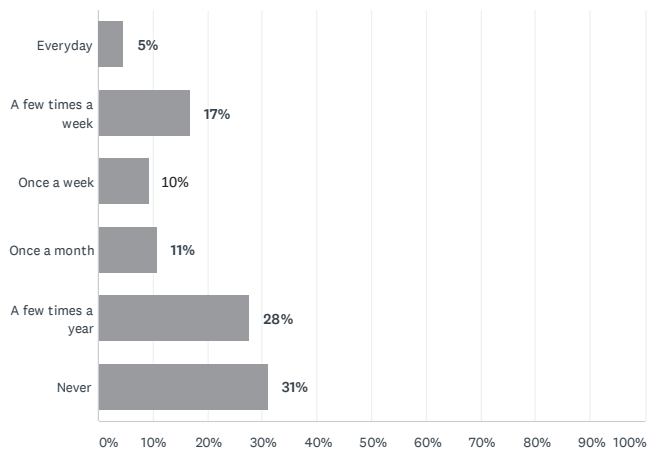
QUESTION 22: WHEN WE BUILD STREETS IN LAREDO THAT CONNECT NEIGHBORHOODS, SHOULD BICYCLE LANES BE REQUIRED?



Answer Choices	Responses	
	Yes	1676
No	249	13%
Total	1925	100%

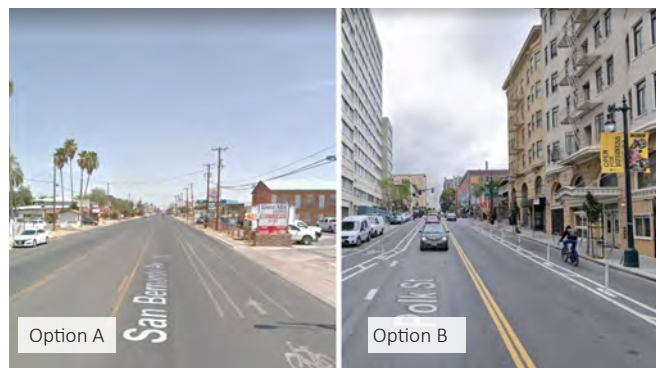
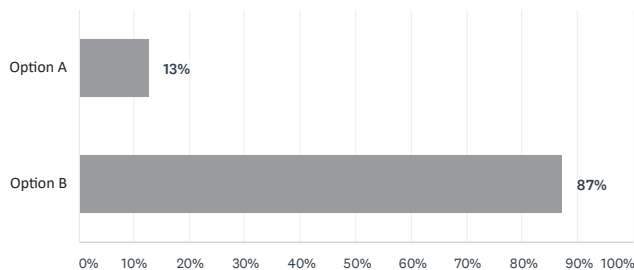
A.1 PUBLIC SURVEY RESULTS

QUESTION 23: IF A BIKE SHARE SERVICE WERE AVAILABLE IN LAREDO, HOW OFTEN WOULD YOU USE THIS SERVICE?



Answer Choices	Responses	
Everyday	91	5%
A few times a week	325	17%
Once a week	183	10%
Once a month	203	11%
A few times a year	531	28%
Never	592	31%
Total	1925	100%

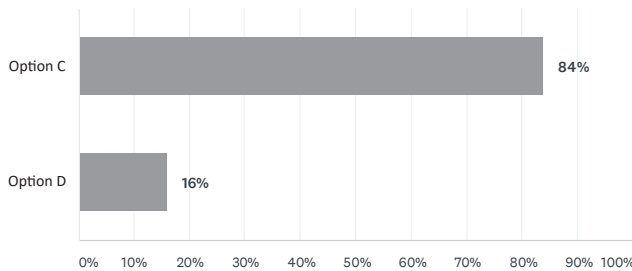
QUESTION 24: WHICH OPTION DO YOU PREFER?



Answer Choices	Responses	
Option- A	251	13%
Option- B	1674	87%
Total	1925	100%

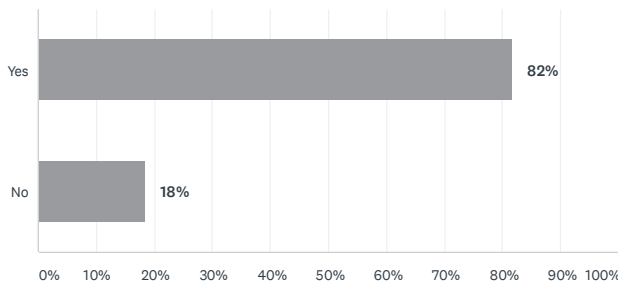
A.1 PUBLIC SURVEY RESULTS

QUESTION 26: WHICH OPTION DO YOU PREFER?



Answer Choices	Responses	
Option- C	1613	84%
Option- D	312	16%
Total	1925	100%

QUESTION 28: IF WE HAD PROTECTED BICYCLE LANES IN LAREDO, WOULD THAT ENCOURAGE YOU TO RIDE YOUR BICYCLE MORE?



Answer Choices	Responses	
Yes	1579	82%
No	346	18%
Total	1925	100%

A.1 PUBLIC SURVEY RESULTS

OPEN-ENDED QUESTIONS

QUESTION 6: HOW LONG IS YOUR TRIP FROM HOME TO WORK/SCHOOL?

	Median	Mean	Maximum	Minimum
Distance (miles)	4.6	6.1	55	0.1
Time (minutes)	10	13	65	1

QUESTION 12: IF YOU NEVER RIDE A BICYCLE, WHY NOT?

Sample Responses
"The roads don't make biking an accessible form of transportation for me."
"My neighborhood is unsafe for riding bicycles on the street. There are little to no sidewalks or bicycle lanes."
"I do not ride because I have a scooter."
"Because I prefer traveling in a car."
"I never learned how to ride a bicycle. It's always been on my to-do list, but I've yet to get around to it."
"Never learned, and too many inconveniences that make getting to and from places difficult."
"There are not enough sidewalks or bicycle lanes in town."

A.1 PUBLIC SURVEY RESULTS

QUESTION 18: IF YOUR CHILD DOES NOT WALK TO SCHOOL, WHY NOT?

Sample Responses
"I want my child to stay safe and I prefer just to drive her to school."
"Not safe and too far."
"Because the city isn't made for walking."
"Again, it is a safety issue! Sometimes there are no sidewalks for a child to walk to school. St Luke Blvd has no sidewalks until you get to the schools."
"Because it takes longer than the bus."
"Unsafe road crossings."
"Their school(s) are located in highly trafficked areas and traffic and parking enforcement is non-existing in Laredo, hence they do not walk to their respective schools."

QUESTION 20: IF YOUR CHILD DOES NOT BICYCLE TO SCHOOL, WHY NOT?

Sample Responses
"Lack of safe bicycle lanes."
"She still doesn't know how to ride a bike."
"We don't have bicycles."
"Traffic is very heavy around the school I attend."
"No bike trails, neighborhood dogs."
"Does not know how to ride a bicycle and not safe for a child to ride a bicycle alone to school."
"No bike rack at school to store bike plus I am afraid my child may get hurt."

A.1 PUBLIC SURVEY RESULTS

QUESTION 25: WHY DO YOU PREFER THE OPTION YOU SELECTED? (SEE QUESTION 24 FOR IMAGE)

Sample Responses
"Option B appears to offer more safety to cyclist. The bike lane is more defined and noticeable for cars."
"B because it's safer"
"Option B- It looks a lot safer than the other picture."
"Option B seems safer for pedestrians to ride their bikes."
"It is more spacious than option B."
"I prefer Option B because it is safer to those who want to bike or walk."
"In option A the bike lane is too exposed to the main road and is not as clear as option B. I feel this can pose a danger to the cyclist"

QUESTION 27: WHY DO YOU PREFER THE OPTION YOU SELECTED? (SEE QUESTION 26 FOR IMAGE)

Sample Responses
"Option C appears to offer more safety to cyclist. The bike lane is more defined and noticeable for cars."
"Safety issues; in option D, it is a lot easier for a car to drive over someone riding a bike."
"The lanes are clearly painted & designated as bike & car lanes."
"There is an obvious color difference between car lanes and bike lanes as well as an obvious barrier. There will be no excuse for drivers to interfere with the biking space, or for bikers to go into the driving lane/side walk."
"Option C is ideal for visibility of biking lane, BUT our Laredo streets are too narrow to accommodate, especially in the downtown area."
"Option C has clear physical markers and visible paint markings on the road."
"It seems safer than option D."

A.2 IMPLEMENTATION MATRIX

ID #	Recommendation	Timeframe	Lead Entity	Potential Partners
Bicycle Network				
1.A	Improve connectivity and access to destinations by completing segments of existing trails and creating an interconnected network of trails to allow for regional mobility without obstructions.	Long-term	LW-CAMPO	Parks & Recreation
1.B	Amend Land Development Code to require bicycle lanes, bicycle amenities, and bicycle parking in future developments or subdivisions.	Short-term	City Planning Department	Traffic/ Engineering Departments
1.C	Connect mobility projects related to active transportation that are currently in-progress to the overall network; connect existing and proposed on-street bike facilities to off-street facilities.	Long-term	LW-CAMPO	Traffic/ Public Works/Engineering Departments
1.D	Establish a network of on-street protected bike lanes that compliment and connect to the off-street trail network.	Long-term	LW-CAMPO	Traffic/ Engineering/ Public Works Departments
1.E	Establish a network of an off-street trail network consisting of a main spine and branches that connect throughout the City along our waterways.	Long-term	LW-CAMPO	Parks & Recreation
1.F	Develop and adopt a local Complete Streets Policy focused on high activity corridors.	Short-term	City Planning Department	City Council/ Traffic Department
1.G	Improve access to the off-street network by adding additional entry points along the route.	Long-term	LW-CAMPO	Parks & Recreation
1.H	Ensure trails provide safe access to regional destinations.	Long-term	LW-CAMPO	Webb County/ Parks & Recreation/ Regional Mobility Authority
1.I	Create an Adopt-A-Trail program in partnership with key stakeholders and other local organizations to improve trail maintenance, beautification, and safety.	Short-term	Laredo Parks & Recreation	Keep Laredo Beautiful/ Non-Profits
Pedestrian Network				
2.A	Perform a gap analysis of the existing sidewalk network and make strategic improvements based on an approved timeline and criteria.	Short-term	LW-CAMPO	Traffic/Engineering Departments
2.B	Prioritize safety, crosswalk, and ADA improvement along corridors within a ¼ mile buffer of schools, bus stops, major health facilities, parks, and recreation centers.	Short-term	LW-CAMPO	Traffic/ Engineering/ Public Works Departments
2.C	Establish a network of an off-street trail network consisting of a main spine and branches that connect throughout the City along our waterways.	Long-term	LW-CAMPO	Parks & Recreation/ Environmental Services Department

A.2 IMPLEMENTATION MATRIX

ID #	Recommendation	Timeframe	Lead Entity	Potential Partners
2.D	Develop and adopt a local Complete Streets Policy focused on high activity corridors.	Short-term	City Planning Department	City Council/ Traffic Department
2.E	Identify pedestrian boulevards with expanded features and amenities along key retail and entertainment corridors in Downtown Laredo.	Long-term	City Planning Department	CVB/ Laredo Main Street/Webb County Heritage Foundation/
2.F	Prioritize Safety Features along trails, in particular “Emergency Beacons”.	Short-term	Laredo Parks & Recreation	Law Enforcement Agencies
2.G	Create a program for neighborhood-initiated traffic calming improvements and tactical urbanism in collaboration with various City departments including Planning, Parks and Recreation, Traffic, and Public Works.	Short-term	City Planning Department	Parks & Recreation/ Traffic/ Public Works/ Non-Profits
2.H	Prioritize Redevelopment of San Bernardo Avenue into a Complete Street.	Long-term	City Planning Department	Economic Dev./ Engineering/ Traffic Departments
Transit				
3.A	Create a policy requiring development to reserve space for bus stops and loading bay (bus turnouts).	Short-term	City Planning Department	El Metro
3.B	Enhance transit stops to provide secure bicycle parking.	Short-term	El Metro	LW-CAMPO/Traffic Department
3.C	Study the potential for a partnership between El Metro and El Aguila to develop a transit hub in South Laredo to serve urban & rural routes.	Short-term	El Metro	LW-CAMPO/El Aguila
3.D	Improve transit user experience by integrating wayfinding and route awareness tools.	Short-term	LW-CAMPO	El Metro
3.E	Study the potential for a partnership between El Metro and a third-party micromobility provider allowing for a multi-pass program.	Short-term	LW-CAMPO	LW-CAMPO/El Aguila
3.F	Prioritize bus stop improvements to the highest demand routes.	Short-term	El Metro	Engineering/Public Works Departments

A.2 IMPLEMENTATION MATRIX

ID #	Recommendation	Timeframe	Lead Entity	Potential Partners
Micromobility				
4.A	Collaborate with a third-party micromobility provider to establish a bike share program in Laredo.	Short-term	LW-CAMPO	El Metro
4.B	Study the potential for a partnership between El Metro and a third-party micromobility provider allowing for a multi-pass program.	Short-term	El Metro	LW-CAMPO/El Aguila
4.C	Encourage availability of e-scooters and extend the areas where they are utilized to include strategic locations Citywide.	Short-term	LW-CAMPO	Traffic Dept./ TAMIU/ Laredo College
4.D	Enhance transit stops to provide secure micromobility hubs.	Long-term	El Metro	LW-CAMPO/Public Works
4.E	Classify micromobility types and designate standards of use.	Short-term	Traffic	LW-CAMPO/ Engineering
Wayfinding				
5.A	Create highly visible signage indicating to vehicles where roads intersect or overpass hike and bike trails.	Short-term	LW-CAMPO	Traffic Department/ Parks & Recreation
5.B	Create highly visible signage along the active transportation network to increase route awareness and familiarize users with the network.	Short-term	LW-CAMPO	Traffic Department/ Parks & Recreation
5.C	Create web-based and mobile tools to facilitate wayfinding for users and promote points of interest.	Short-term	LW-CAMPO	Traffic Department/ Parks & Recreation/ El Metro
5.D	Develop a print pamphlet with the system map and important route information that can be disseminated to the community.	Short-term	LW-CAMPO	Traffic Department/ Parks & Recreation/ El Metro
5.E	Develop branded trailhead signage showing system-wide amenities.	Short-term	Laredo Parks & Recreation	Environmental Services Department
5.F	Provide emergency call boxes in strategic locations, especially on off-street trails, to enhance safety and security of the active transportation network.	Short-term	Laredo Parks & Recreation	Law Enforcement Agencies

A.2 IMPLEMENTATION MATRIX

ID #	Recommendation	Timeframe	Lead Entity	Potential Partners
Other Recommendations				
6.A	Collaborate with partners to launch the Bicycle 101 safety education campaign for cyclists and drivers.	Short-term	LW-CAMPO	TxDOT/ Traffic Department/ Law Enforcement Agencies
6.B	Improve data collection inventory to facilitate decision-making and prioritization and location of projects.	Short-term	LW-CAMPO	El Metro/ TxDOT/ TAMIU/ Laredo College
6.C	Partner with schools to educate students about the benefits of active transportation and safety awareness.	Short-term	LW-CAMPO	School Districts/ Private Schools/ Traffic Department
6.D	Promote Safe Routes to School activities in partnership with local schools.	Short-term	LW-CAMPO	School Districts/ TxDOT/ Traffic Department
6.E	Initiate Bike to Work/School Day and secure funding for annual promotion.	Short-term	LW-CAMPO	City of Laredo/Webb County/ El Metro/ Private Organizations
6.F	Organize an Active Transportation Sub-committee of the MPO to provide ongoing recommendations to the Policy Committee.	Short-term	LW-CAMPO	Local Government Entities/ Non-Profits/ Private Organizations
6.G	Hold an annual Active Transportation summit bringing together MPO, City, and all relevant organizations to review progress on completion of this plan and discuss new opportunities.	Short-term	LW-CAMPO	Local Government Entities/ Non-Profits/ Private Organizations
6.H	Develop a detailed funding and finance plan for priority projects listed in the recommendations of this plan.	Short-term	LW-CAMPO	Engineering/Traffic Departments
6.I	Provide resolutions for adoption to City of Laredo and the Laredo & Webb County Area MPO for recommended percentage of total budget to be spent on active transportation infrastructure (with separate allocations for each category) and incorporated into the Capital Improvement Plan (CIP) and Transportation Improvement Program (TIP).	Short-term	LW-CAMPO	City Council/ Engineering Department