Comprehensive Plan
2018 Community-Wide Survey Results
Community-Wide Survey

- Identical but separate random sample and self-administered surveys
- Random sample selected among addresses in Lehigh and Northampton Counties and invited to a web link through postcard
- Self-administered survey promoted through a variety of media
- Survey remained open from March 8th to April 16th
- 1,064 responses
What do you like most about living in the Lehigh Valley?
Parks, Trails and Recreational Activities

61%
Natural Lands and Farmlands

59%
Proximity to New York and Philadelphia

55%
<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mix of urban, suburban and rural areas</td>
<td>47%</td>
</tr>
<tr>
<td>Near family and friends</td>
<td>46%</td>
</tr>
<tr>
<td>Cost of living</td>
<td>46%</td>
</tr>
<tr>
<td>Cultural and entertainment activities</td>
<td>40%</td>
</tr>
<tr>
<td>Historic sites and architecture</td>
<td>38%</td>
</tr>
<tr>
<td>Proximity to my job</td>
<td>37%</td>
</tr>
</tbody>
</table>
What do you like least about living in the Lehigh Valley?
Truck Traffic

66%
Traffic Congestion

65%
Loss of farmland and natural lands: 53%
Lack of transportation alternatives to cars: 48%
Population growth: 37%
Loss of historic architecture: 28%
I believe the type of future development should be...
Rural

(1 = most preferred; 5 = least preferred)
Suburban
Suburban To Urban

(1 = most preferred; 5 = least preferred)
Urbanized Neighborhoods

(1 = most preferred; 5 = least preferred)
Urban Cores

(1 = most preferred; 5 = least preferred)
Getting Around
What percentage of your travel time do you use the following modes of transportation?
Walking

- 76-100% of the time: 32.4%
- 51-75% of the time: 11.8%
- 26-50% of the time: 3.9%
- 1-25% of the time: 2.2%
- Never: 49.6%

Biking

- 76-100% of the time: 21.4%
- 51-75% of the time: 4.3%
- 26-50% of the time: 1.0%
- 1-25% of the time: 0.9%
- Never: 72.5%
What strategies would best address the Lehigh Valley’s future transportation and mobility needs?
Very Important | Important | Not Important
---|---|---
Designing walkable/bikable communities
- Very Important: 36.4%
- Important: 52.8%
- Not Important: 10.8%
Installing new sidewalks and closing gaps in the existing sidewalk network
- Very Important: 41.9%
- Important: 42.8%
- Not Important: 15.3%
Promote walking, biking and carpooling to work
- Very Important: 44.1%
- Important: 40.1%
- Not Important: 15.8%
<table>
<thead>
<tr>
<th>Plan</th>
<th>Importance</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building new roadways and widening existing roads</td>
<td>Very Important</td>
<td>71.4%</td>
</tr>
<tr>
<td>Extending local public transit/bus service to new areas</td>
<td>Very Important</td>
<td>41.8%</td>
</tr>
<tr>
<td>Expanding commuter bus service to New York, New Jersey and Philadelphia</td>
<td>Very Important</td>
<td>39.6%</td>
</tr>
<tr>
<td>Extending hours of operation for public transit/bus service</td>
<td>Important</td>
<td>30.6%</td>
</tr>
<tr>
<td>Planning for rideshare service and delivery services (i.e., Uber, Lyft, Peapod, etc.)</td>
<td>Important</td>
<td>23.5%</td>
</tr>
<tr>
<td>Creating a bike-sharing network</td>
<td>Important</td>
<td>20.6%</td>
</tr>
<tr>
<td>Creating highway carpooling/HOV lanes</td>
<td>Important</td>
<td>17.6%</td>
</tr>
<tr>
<td>Implementing self-driving vehicle technology</td>
<td>Important</td>
<td>16.3%</td>
</tr>
</tbody>
</table>
Jobs and the Economy
How can we increase job opportunities in the Lehigh Valley?
• Ensure education and training institutions are teaching the skills needed for current and future job opportunities

• Foster small business development

• Ensure access to reliable high-speed internet service

• Reduce traffic congestion and driving commute times

• Create a larger variety of jobs

• Promote regional amenities to attract and retain employers and employees

• Expand retraining programs for current and future job opportunities

• Improve job opportunities for disadvantaged people
80-90% Important or Very Important

• Expand affordable and convenient child care
• Improve transit access to employment centers
• Expand housing options near employment centers

70-80% Important or Very Important

• Address issues related to side jobs, short-term contracting, and the “sharing economy”
• Foster large business development
Residential Life
What are your priorities in choosing a place to live?
>90% Important or Very Important

- Home and neighborhood characteristics
- Safety
- Cost of rent or mortgage
- Home value and appreciation
- Parks, trails or recreational opportunities
- Housing condition or required upkeep
80-90% Important or Very Important

- Parking
- Housing size/number of rooms
- Shopping, dining, entertainment and cultural options
- Proximity to my job
- Access to medical facilities
- Living near family and friends
- Large yard and/or a natural or agricultural setting

<80% Important or Very Important

- Walkability, bikability and access to public transit
- School district
- Activities for children or senior citizens
- Proximity to schools (including day care)
- Living near people of similar age, income, lifestyle or background
- Housing accessibility (ramped entrances, wide doorways, etc.)
Given the priorities you chose in the previous question, how would you describe your overall housing options in the Lehigh Valley?

- Meets my needs, 65%
- Falls just short of my needs, 24%
- Falls far short of my needs, 6%
- Exceeds my needs, 5%
What are the biggest obstacles, if any, for you to secure your preferred housing? (Please select all that apply)

- Affordability of housing: 42%
- I have not encountered obstacles in obtaining my preferred type of housing: 41%
- Location of housing: 24%
- Type of housing: 20%
- Credit, lending and/or debt: 12%
- Transit options are not available: 10%
- Other: 8%
- Accessibility of housing (ramped entrances, wide doorways, etc.): 2%
Recreation and Livable Landscapes
How would you describe the number of outdoor recreational and cultural opportunities that are available?

>10%

Too much
- Parks consisting primarily of sports fields
- Festivals

>40%

Not enough
- Parks that are primarily natural lands
- Trails
- Water-based recreation (lakes, rivers and streams)
How important is it to preserve the following natural resources to help protect the environment?

<table>
<thead>
<tr>
<th>Very Important</th>
<th>Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>&gt;80%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very Important</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Air quality</td>
<td></td>
<td></td>
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<tr>
<td>• Water resources</td>
<td></td>
<td></td>
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<tr>
<td>• Prime farmland</td>
<td></td>
<td></td>
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<tr>
<td><strong>65-80%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very Important</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Hillsides and mountains</td>
<td></td>
<td></td>
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<tr>
<td>• Wooded areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Threatened and endangered animal species and rare plants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Natural lands that flood</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Wetlands</td>
<td></td>
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</tr>
</tbody>
</table>

LVPC
Lehigh Valley Planning Commission
It is important to preserve farmland in the Lehigh Valley, because:

- It helps maintain the rural character of portions of the Lehigh Valley: 29%
- Farms produce food: 25%
- Farming is important to the Lehigh Valley economy: 20%
- It is a means of maintaining open space: 18%
- Other: 5%
- I disagree that it is important to preserve farmland in the Lehigh Valley: 2%
- No opinion/Don't Know: 1%
Planning Ahead
How important will the following planning issues be over the next 10 years?
>95%

Important or Very Important

- Preservation and protection of natural resources
- Road and bridge construction and maintenance
- Public water supply and sewage disposal facilities
- Economic development
90-95% Very Important or Important

- Promotion of the agricultural economy (including farmland preservation)
- Schools and educational opportunities
- Revitalization of borough/cities
- Managing and coordinating development
- Emergency services and disaster preparedness
- Energy conservation, renewable resources and climate change
80-90%

Very Important or Important

- Broadband, cable and telephone service
- Housing supply, variety and affordability
- Social, cultural and recreational opportunities
- Expanding walking, biking and public transportation options
- Historic preservation

<80%

Very Important or Important

- Gas and electric service
- Air travel
- Freight improvements
How long have you lived in the Lehigh Valley?

- 20 years or more, 62.3%
- 10 to 19 years, 18.4%
- 5 to 9 years, 9.5%
- 2 to 4 years, 6.7%
- Less than 1 year, 2.2%
- I do not live in Lehigh County or Northampton County., 1.0%
Do you intend to remain in the Lehigh Valley?

- Yes, 73%
- No, 6%
- No opinion/Don’t know, 21%
If you do not intend to remain in the Lehigh Valley, what are the reasons why? (Please select all that apply)

- Other: 48%
- Cost of living: 33%
- Don’t like the weather: 28%
- Don’t like the community: 21%
- Crime rates: 17%
- To be close to family: 16%
- Quality of schools: 14%
- Can’t find adequate or preferred housing: 14%
- Lack of job opportunities: 10%
- To be closer to my job/easier commute: 9%
- Lack of services or amenities: 5%
What is your current living arrangement?

Survey Responses
- Own, 81%
- Rent, 13%
- Live with family/friend, 5%
- Other, 1%

U.S. Census
2012-2016 American Community Survey
5-Year Estimates
- Owner occupied, 68%
- Renter occupied, 32%
Please indicate your age bracket:

Survey  U.S. Census

<table>
<thead>
<tr>
<th>Age Bracket</th>
<th>Survey</th>
<th>U.S. Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 – 19</td>
<td>0.6%</td>
<td>6.8%</td>
</tr>
<tr>
<td>20 – 24</td>
<td>1.1%</td>
<td>6.6%</td>
</tr>
<tr>
<td>25 – 29</td>
<td>5.0%</td>
<td>6.1%</td>
</tr>
<tr>
<td>30 – 34</td>
<td>6.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>35 – 39</td>
<td>5.8%</td>
<td>5.8%</td>
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<tr>
<td>40 – 44</td>
<td>6.4%</td>
<td>6.4%</td>
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<tr>
<td>45 – 49</td>
<td>6.9%</td>
<td>6.9%</td>
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<tr>
<td>50 – 54</td>
<td>7.4%</td>
<td>7.4%</td>
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<tr>
<td>55 – 59</td>
<td>7.0%</td>
<td>7.0%</td>
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<tr>
<td>60 – 64</td>
<td>6.3%</td>
<td>6.3%</td>
</tr>
<tr>
<td>65 – 69</td>
<td>8.4%</td>
<td>5.1%</td>
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<td>70 – 74</td>
<td>3.7%</td>
<td>5.0%</td>
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<tr>
<td>75 – 79</td>
<td>2.7%</td>
<td>0.9%</td>
</tr>
<tr>
<td>80 – 84</td>
<td>2.3%</td>
<td>0.1%</td>
</tr>
<tr>
<td>85 and over</td>
<td>2.7%</td>
<td>0.4%</td>
</tr>
</tbody>
</table>
What is your gender?

Survey Responses

- Male, 40.3%
- Female, 56.8%
- Prefer not to answer, 2.8%
- Other, 0.1%

U.S. Census
2012-2016 American Community Survey 5-Year Estimates

- Male, 49%
- Female, 51%
What is the highest degree or level of school you have completed?

- Less than high school: 0.2% (Survey), 3.4% (U.S. Census)
- Attended but did not complete high school: 0.4% (Survey), 18.4% (U.S. Census)
- High school diploma, GED or alternative credential: 33.9% (Survey), 8.0% (U.S. Census)
- Vocational, trade, or technical school: 3.4% (Survey), 10.5% (U.S. Census)
- Attended but did not complete college: 21.1% (Survey), 9.8% (U.S. Census)
- Associate’s degree (e.g., AA, AS): 8.0% (Survey), 15.6% (U.S. Census)
- Bachelor’s degree (e.g., BA, BS): 36.1% (Survey), 31.5% (U.S. Census)
- Degree beyond a bachelor’s degree (e.g., Master, Doctorate, or Professional degree): 9.4% (Survey)
ENGAGE
www.lvpc.org/futurelv.html

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Planning + Pizza

Hazard Mitigation Plan

July 10, 2018,
12-2 PM @LVPC