

# APPENDIX B: BUSINESS PREFERENCE SURVEY

Business Preferences for US 12 Improvements  
Survey Summary  
April 26, 2019





**THURSTON REGIONAL PLANNING COUNCIL (TRPC)** is a 22-member intergovernmental board made up of local governmental jurisdictions within Thurston County, plus the Confederated Tribes of the Chehalis Reservation and the Nisqually Indian Tribe. The Council was established in 1967 under RCW 36.70.060, which authorized creation of regional planning councils.

TRPC's mission is to "Provide Visionary Leadership on Regional Plans, Policies, and Issues."

To Support this Mission:

- A. Support **regional transportation** planning consistent with state and federal funding requirements.
- B. Address **growth management, environmental quality, economic opportunity**, and other topics determined by the Council.
- C. **Assemble** and **analyze data** that support local and regional decision making
- D. Act as a "convenor" and build regional **consensus** on issues through information and citizen involvement.
- E. Build **intergovernmental consensus** on regional plans, policies, and issues, and advocate local implementation.

This summary was prepared as part of the Main Street Rochester project.

*THURSTON REGIONAL PLANNING COUNCIL PROJECT TEAM*

- Dorinda O'Sullivan, Office Specialist III
- Karen Parkhurst, Programs & Policy Director
- Katrina Van Every, Associate Planner
- Michael Ambrogi, Senior GIS Analyst
- Michael Burnham, Senior Planner
- Paul Brewster, Senior Planner

*THURSTON COUNTY STAFF*

- Allison Osterberg, Community Planning & Economic Development
- Scott Davis, Public Works
- Shannon Shula, Community Planning & Economic Development
- Theresa Parsons, Public Works

*ACKNOWLEDGEMENTS*

TRPC would like to thank the consultant, SCJ Alliance, and the Rochester-Grand Mound Chamber of Commerce for hosting the business meeting and acting as a drop point for the preference surveys.

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## Project Overview

Main Street Rochester is an effort to address the dual role US 12 serves as a regional highway and Rochester's Main Street. The project developed in response to requests from Rochester area residents to address safety and mobility concerns, infrastructure needs, and to improve the economic vitality of the corridor, while strengthening Rochester's identity. In 2016, Thurston Regional Planning Council (TRPC) – acting on behalf of Thurston County – received a federal Surface Transportation Program grant to look at these issues for the approximate one-mile US 12 corridor from Bailey's IGA to 183<sup>rd</sup> Avenue Southwest. Both Thurston County and Washington State Department of Transportation (WSDOT) provided matching funds for the project.

As part of the Main Street Rochester project, TRPC is developing a multimodal transportation action plan that outlines various construction, planning, and maintenance activities that could occur in the Rochester area to better balance US 12's dual roles.

## Survey Development, Distribution, and Response

SCJ Alliance was hired to develop conceptual layout plans and cost estimates for the community's priority construction projects. As part of the groundwork for developing the concepts, a Business meeting was held to understand how the community's priorities for US 12 (frontage improvements, center turn lane, Rochester-Grand Mound trail, and intersection improvements at US 12 and 183<sup>rd</sup> Avenue SW) fit into what works for the businesses along the corridor. To support that understanding, SCJ Alliance developed a two-page survey to elicit feedback on the preferred street elements (sidewalks, bike facility, planting strip, on-street parking, and a center turn lane) and the pros and cons of various street sections.

The intent was to have businesses fill out the preference survey during the business meeting, which was hosted by the Grand Mound Rochester Chamber of Commerce on September 5, 2018. Due to time limitations, it was determined that giving the businesses a week to fill out the survey was needed. The Chamber office acted as a drop location for the completed surveys, and twenty-four people completed the preference survey fully or partially.

### Street Elements

Respondents were asked about their preference for sidewalks, bike facilities, planting strips, on-street parking, and a two-way center turn lane in three segments of the project area. They were also asked about critical pedestrian crossings, potential places for a public parking area, and to share any other issues that should be considered for each segment.

### General Questions

Respondents were asked whether they agreed with the end points of the three segments (shown below) and whether they saw value in gateway treatments upon entering/exiting the project area. Respondents indicated where they felt gateway signage should be located and also provided general comments.



Do you agree with the end points of the segments as shown above?		
Response	Count	% of Total Responses
Total Responses:	19	
No Response:	5	
Yes	16	84.2%
No	3	15.8%

Do you see value in gateway treatments and/or welcome signs as you enter and exit town?		
Response	Count	% of Total Responses
Total Responses:	23	
No Response:	1	
Yes	21	91.3%
No	2	8.7%



Indicated Gateway Signage Locations		
Total Responses:	10	
No Response:	14	
Response	Count	% of Total Responses
Mini-Storage	1	10.0%
Country Corner Market	1	10.0%
Albany Street	1	10.0%
Gresham Street	1	10.0%
Paulson Street	1	10.0%
Fruit Stand	3	30.0%
183 <sup>rd</sup> Ave SW	6	60.0%

<b>Share any other general ideas, issues, or comments here:</b>
Total Responses: 18
No Response: 6
<b>Response</b>
A signage plan has been in the planning stages thru the local chamber of commerce. East of town at Hilt Street & Denmark Street are dangerous turns off Hwy 12 at high traffic speeds.
A. Reduce speed limit to 25 mph starting before Denmark or put a traffic light at Denmark. Too many accidents @ Denmark and other side roads entering. B. Forstrom Rd – too many accidents, no view to safely enter Hwy 12 from Forstrom Rd. 25 mph until at least after Forstrom Rd.
As for ped. crossing – to get driver attention, install the flashing signs that are activated by the pedestrian wanting to cross (seen on Auto Mall Dr. in W. Oly)
Because of the highway 12 right of way width, I realize options are more limited than in many other places – but I would choose trees/vegetation/breadth of view over signs/turn lanes. Towns that have incorporated walkways with vegetation (south Bend, Pullman) have much more pull for people pedestrian gatherings than vehicle gatherings: enhances health & interaction over drive-bys.
Gateway Pro – traffic calming, but people already slow down pretty good. Con – cost up front, maintenance
How about an overhead pedestrian walkway for our middle school students?
How to clean up the corridor? Of 183rd and Hwy 12
Incorporate decorative fixtures/fluted poles to light sidewalks – NOT 20-30’ poles with long arms.
Lighting
Lighting throughout must be a priority. Bike path should be set back off Hwy 12.
Need street lights! Bike trail off Hwy 12 but with access to hwy. Is there room (w/ right of way) to even have street parking and or sidewalks. Hard to choose when road survey for space is just being done. It would have been better for the survey to state what could be done with space we have!
Put up more lighting in downtown area along all 3 segments
Sidewalks to extend to new mini storage/mocha stand. Please no bike paths. They take up too much room, are rarely used, & bikes that do use still use roads at their convenience.
Speed needs to be lowered. Parking is difficult for incoming and outgoing onto hwy. Sidewalks needed for children and safety. Pole yard entrance/exit is unsafe
Street lighting
The American Legion would like a sign as you enter town
The approach signs that encourage volunteer “speed decreasing”



<b>Share any other general ideas, issues, or comments here:</b>	
Total Responses:	18
No Response:	6
<b>Response</b>	
This is an important project and the local group would like to be on the planning committee. For contact information, please contact the chamber president Gene xxx-xxx-xxxx. Thank you.	



**Segment A: Commercial & Pedestrian Core**

Segment A consists of US 12 between Bailey’s IGA and Foster Street SW and includes the majority of businesses along the project corridor as well as Rochester Middle School. Due to these factors and their proximity to adjacent residential neighborhoods, this section sees the most pedestrian activity.



**What street elements do you think should be included in Segment A?**

Total Responses: 23  
No Response: 1

Response	Count	% of Total Responses
Sidewalk	19	82.6%
Bike Facility	6	26.1%
Planting Strip	7	30.4%
On-Street Parking	9	39.1%
Two-way Center Turn Lane	18	78.3%

**Indicated Critical Pedestrian Crossing Locations in Segment A**

Total Responses: 18  
No Response: 6

Response	Count	% of Total Responses
Albany Street	8	44.4%
Dallas Street	7	38.9%
Foster Street	6	33.3%
Corvallis Street	5	27.8%
Bend Street	5	27.8%
Middle School	4	22.2%
Bailey’s IGA	2	11.1%
Midblock crossing between Corvallis and Dallas	2	11.1%
Midblock crossing between Bend and Corvallis	1	5.6%





Would Segment A be a good place for a public parking area?		
Total Responses:	15	
No Response:	9	
Response	Count	% of Total Responses
Yes	9	60.0%
No	6	40.0%

Areas indicated appropriate for public parking in Segment A (direction specifies which side of US 12)		
Total Responses:	7	
No Response:	17	
Response	Count	% of Total Responses
1. Next to Auto Sales Unlimited (south)	3	42.9%
2. Next to Rochester Mercantile (south)	2	28.6%
3. Bend Street (north)	1	14.3%
4. Corvallis Street (south)	2	28.6%
5. Dallas Street (south)	2	28.6%
6. Foster Street (south)	1	14.3%

Share any other issues in Segment A that should be considered:	
Total Responses:	15
No Response:	9
Response	
1. Additional traffic lights to allow people to enter/exit side roads. Esp. the bank... 2. reduce speed limit to 25 mph. 3. there is no room for bicycles - use back roads and alleys for this purpose.	
A citizens committee has met to identify off street parking. Please contact Gene Weaver to discuss (xxx-xxx-xxxx) on behalf of Rochester GM Chamber	
Beautification of main driving area; round about on Albany instead of stop light.	
Crosswalks need to be very visible for school children crossing the streets here!!	
It would be beneficial to have a better parking idea for this area. Maybe angle nose in parking on one side and add a truck route around downtown?	
Lighting	
Lighting!	
Off street parking; need bike lane the whole way	
P = not sure of land available; Need lights	
Please include Country Corner Market in your planning. Their service and prices make them an enjoyable place to shop. They benefit our community.	
Sidewalks (or walkway/bikeway) should be priority over turn lanes or parking. Walking should be promoted; Rochester is a particularly inhospitable walking area	
Speed limit 25 mph	
Street lighting; off street parking lots	



<b>Share any other issues in Segment A that should be considered:</b>	
Total Responses:	15
No Response:	9
<b>Response</b>	
Street lights are a must thru this area! Bicycle path could be off street-developed along alley thru downtown	
Visually attractive way finding signs	

**Segment B: Pole Yard**

Segment B consists of US 12 from Foster St SW to Melrose Street SW and includes most of the pole yard frontage on the north side of the highway. Except for a few commercial storefronts on the west side of this segment, most businesses are located on the south side of the highway. Even so, there are large sections of the segment that have no businesses at all.



What street elements do you think should be included in Segment B?		
Response	Count	% of Total Responses
Sidewalk	17	81.0%
Bike Facility	5	23.8%
Planting Strip	4	19.0%
On-Street Parking	7	33.3%
Two-way Center Turn Lane	12	57.1%

Are there any critical pedestrian crossing locations in Segment B?		
Response	Count	% of Total Responses
Yes	12	80.0%
No	3	20.0%



Indicated Critical Pedestrian Crossing Locations in Segment B		
Total Responses:	10	
No Response:	14	
Response	Count	% of Total Responses
Midblock (between Foster and Gresham)	1	10.0%
Gresham	8	80.0%
Post Office	1	10.0%
Paulson	2	20.0%
Melrose	2	20.0%

Would Segment B be a good place for a public parking area?		
Total Responses:	12	
No Response:	12	
Response	Count	% of Total Responses
Yes	7	58.3%
No	5	41.7%

Areas indicated appropriate for public parking in Segment B (direction specifies which side of US 12)		
Total Responses:	4	
No Response:	20	
Response	Count	% of Total Responses
1. Gresham (south)	3	75.0%
2. Paulson (south)	3	75.0%
3. Post Office (south)	1	25.0%

Share any other issues in Segment B that should be considered:	
Total Responses:	9
No Response:	15
Response	
1. Additional traffic lights to allow people to enter/exit side roads, especially the post office. 2. Reduce speed limit to 25 mph. 3. There is no room for bicycles, use back roads and alleys for this purpose	
A better turn lane in front of P.O. is needed	
It's not clear to me that more public parking is beneficial. It is clear that walking and biking are currently neighter safe nor very functional along highway 12.	
Lighting	
Need bike lane the whole way	
Opening up regulations and restrictions to encourage growth on those downtown vacant parcels & enrich the Rochester area. It is in need of more services & wants to grow!	
Speed limit 25 mph	



<b>Share any other issues in Segment B that should be considered:</b>	
Total Responses:	9
No Response:	15
<b>Response</b>	
Street lighting	
Street lights here too – at least as far as post office maybe Paulson St.	



**Segment C: East End**

Segment C consists of US 12 from Melrose Street SW to 183<sup>rd</sup> Avenue SW. There are very few businesses through this segment, although development may change this in the future.



What street elements do you think should be included in Segment C?		
Total Responses:	21	
No Response:	3	
Response	Count	% of Total Responses
Sidewalk	13	56.5%
Bike Facility	7	30.4%
Planting Strip	3	13.0%
On-Street Parking	4	17.4%
Two-way Center Turn Lane	9	39.1%

Are there any critical pedestrian crossing locations in Segment C?		
Total Responses:	14	
No Response:	10	
Response	Count	% of Total Responses
Yes	2	14.3%
No	12	85.7%

Would Segment C be a good place for a public parking area?		
Total Responses:	16	
No Response:	8	
Response	Count	% of Total Responses
Yes	3	18.7%
No	13	81.3%



Areas indicated appropriate for public parking in Segment C (direction specifies which side of US 12)		
Total Responses:	1	
No Response:	23	
Response	Count	% of Total Responses
1. Next to Fruit Stand	1	100.0%

Share any other issues in Segment C that should be considered:	
Total Responses:	9
No Response:	15
Response	
1. additional traffic light @ RRX & 183rd & Hwy 12. 2. Reduce speed limit to 25 mph. 3. There is no room for bicycles – use back roads and alleys for this purpose.	
I don't see people walking from the 183rd turn off to the IGA to buy groceries...	
Kind of an eye-sore coming into town	
Lighting	
Need bike lanes the whole way. Bikes are NOT just for leisure. More commuters too, and school kids	
Sidewalks, sidewalks, sidewalks!	
Speed limit 35 mph	
Street lighting	
The main concern is slowing down the traffic	



## Street Section Alternatives

The second half of the business preference survey asked respondents to indicate what they liked and disliked about four different street sections.

### Alternative 1: Standard Widths

Alternative 1 includes on-street parallel parking, standard sidewalks and bike lanes, and a center turn lane. Planting strips were sacrificed so that the other street elements could be accommodated.



<b>What do you like?</b>	
Total Responses:	15
No Response:	9
<b>Response</b>	
Best utilization of space	
I like this one. Who would maintain the planting strips? And who wants to fight the traffic to walk across 12 to get to the planting strip in order to maintain	
It allows for parking & sidewalks. We don't have room for bicycles – use back roads and alleys. We don't need plant strips – a waste of time and money so glad it is not in Alt. 1. Middle turn lane.	
It has street lights	
No planting strips	
Parallel parking	
Parallel parking is safer than angled [for highway 12]	
Parallel parking on both sides of the street.	
Parallel parking, street lights, standard sidewalks, turn lane.	
Parallel parking. And, at least there is a sidewalk.	
Parking on both sides of the street/hwy, sidewalks	
Practical & efficient	
Sidewalk, bike lanes, sidewalks on both sides	
Street lighting, sidewalks, parallel parking, turn lane	
This is the optional scenario, probably too expensive	





<b>What do you dislike?</b>	
Total Responses:	15
No Response:	11
<b>Response</b>	
All	
Bike lanes	
Bike lanes, no planting strips	
Bikes sharing single lanes with logging trucks is not smart. It is too narrow thru downtown for this.	
This is too alienating for people not in vehicles.	
NA	
No planting strips, standard bike lanes – suggest moving to alley on the north	
No plants/trees	
Parallel isn't as good as angled parking	
Parallel Parking	
Parallel parking stops traffic to much	
Parking, bike lanes	
Planting strip – to hard to care for, not enough room for bike lanes	
There doesn't seem to be enough room to accommodate all of the features.	
Unsafe – bikes sandwiched between traffic and parking YIKES!	
We don't have room for bicycles – use back roads & alleys. Planting strips are a waste of money & space	



Alternative 2: Maximize Parking

Alternative 2 includes on-street angled parking, minimum-width sidewalks, and a center turn lane. Planting strips and a bike facility were sacrificed.



<b>What do you like?</b>	
Total Responses:	18
No Response:	6
<b>Response</b>	
All sounds good	
Angled	
Customers will be able to park closer to the place of business	
Doesn't require parallel parking, parking on both sides of Hwy 12 - safety	
Easy for cars	
It allows for parking & sidewalks. No bike facility. No planting strip. Middle turn lane.	
It has street lights, allows more car parking, include small islands of trees, landscaping, etc.	
Maximum parking w/ sidewalks	
NA	
No bike facility	
No bike lanes, turn lane	
No planting strip	
Nothing	
Nothing	
Street lights, no bike facility – suggest moving to alley on north. Turn lane	
This sounds good. The concern should be for cars and pedestrians first.	
Turn Lane	
Turn lane is good	

<b>What do you dislike?</b>	
Total Responses:	16
No Response:	8
<b>Response</b>	
Angled parking takes up too much room	
Angled parking tough on highway to back out	
Don't like road space used for bikes	

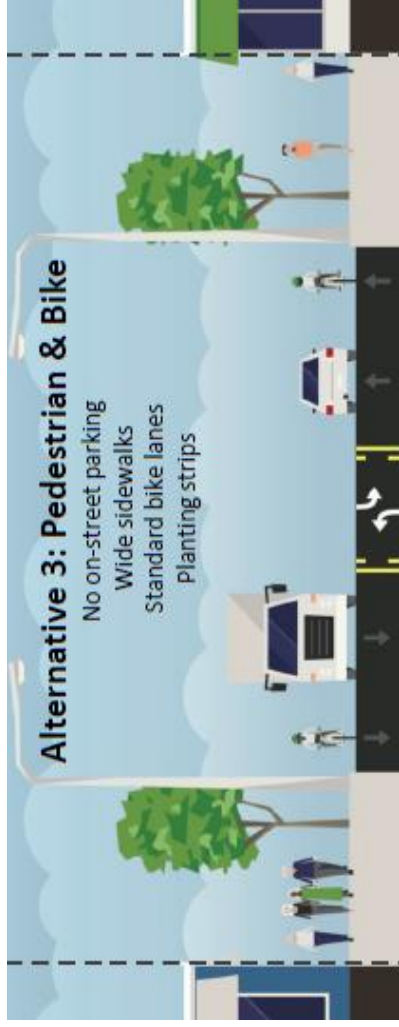


<b>What do you dislike?</b>	
Total Responses:	16
No Response:	8
<b>Response</b>	
Need better sidewalks	
No bike lane	
No planting strips, angled parking – backing into traffic, minimum sidewalks	
No planting strips, minimum sidewalk, angle parking	
No plants/trees. Cars are backing into traffic from both sides. Sidewalks are tiny. Unsafe to walk or drive. An no place for bikes.	
No room for bikes. We need alternatives to cars – make ped & bike easier	
No room for both sides	
Nothing	
Parked cars will have to back out onto Hwy 12 to reenter traffic	
Parking would be dangerous unless you reduce the speed limit. Risky backing out.	
Parking, minimum sidewalk	
There doesn't seem to be enough room to accommodate all of the features.	
Worst choice, this will decrease pedestrian use, decrease both pedestrian & motorist safety (backing out of angled parking onto highway 12?)	



**Alternative 3: Pedestrian & Bike**

Alternative 3 includes wide sidewalks, standard bike lanes, a center turn lane, and planting strips for trees and other vegetation. On-street parking was sacrificed.



<b>What do you like?</b>
Total Responses: 19
No Response: 5
<b>Response</b>
NA
Bike paths take up too much valuable real estate.
Does wide mean 4' sidewalks?
Everything except bike lane and no standard parking on left
I like the trees... perhaps planting squares, but not entire strips. Perhaps interspersed with angled parking spaces.
If have a public parking space & good sidewalks do you need on street parking
In order to utilize the state hwy right of way without disrupting existing buildings, the bike lane should be dropped and make suitable sidewalks to accommodate occasional bike traffic.
It has street lights
Least favorite
Like the planting strips, wide sidewalks
Nice wide sidewalks, planting area, bike lanes
Nice, but no parking
Nothing
Nothing – poor design that does not meet our needs.
Planting strips both sides, turn lanes
Safer*, good use of space, off-street parking
Street lights, planting strips, turn lane
Vegetation and people-not-in-cars being accommodated – makes a much more appealing downtown. If you want people/customers/inhabitants to hang out, it has to be an appealing safe place to be/walk/stand.
Wide Sidewalks



<b>What do you dislike?</b>	
Total Responses:	16
No Response:	8
<b>Response</b>	
All of it	
Although there is a turn lane at Highway 12/Albany St traffic light, I question utility *( & space) of turn lane extension in all four alternatives.	
Bike lane should be off of Main Street	
Bike lane, planting strip	
Everything – does not meet Rochester’s needs. We need parking, standard sidewalks, no bicycles – they can use back roads and alleys. Planting strips are a waste of money & space.	
No on street parking	
No on street parking, bike lanes, wide sidewalks	
No on street parking, no parking	
No on-street parking, wide sidewalks, standard bike lanes – move to alley	
No parking	
No parking	
No parking	
No parking, prefer bikes routed off Hwy 12	
Only one side – need both sides	
Planting strips	
There doesn’t seem to be enough room to accommodate all of the features.	



**Alternative 4: Shared Path**

Alternative 4 includes angled parking and a planting strip on one side of the street with neither on the other side of the street. A standard sidewalk is also found on one side of the street while a shared path that can be used by bicyclists on the other. As with the other alternatives, a center turn lane is included.



<b>What do you like?</b>	
Total Responses:	13
No Response:	11
<b>Response</b>	
Angled parking – but only if reduce speed limit. sidewalks	
Angled parking – one side okay, street lights, planting strip – one side *good. Alternating down diff blocks would be interesting, standard sidewalk, turn lane.	
Angled Parking, Turn Lane	
Don't think there is room for anything else	
Good 2nd option	
I like shared path and planting strips.	
It has street lights	
Nothing	
Planting strips, turn lanes	
Some vegetation, bikes on sidewalk	
Standard sidewalk	
The expanded angled parking, but really not very feasible as it sticks out into traffic too much.	
Wide sidewalks, plants & trees, at least one side, although both is better, does shared path include bike lane? Then yes – like that.	

<b>What do you dislike?</b>	
Total Responses:	16
No Response:	8
<b>Response</b>	
Angled parking	
Angled parking	
Angled parking, again – backing onto Hwy 12	
Bikes & peds on one path are not safe.	
Bikes on walkway	



<b>What do you dislike?</b>	
Total Responses:	16
No Response:	8
<b>Response</b>	
Ditto above [bike lane should be off of Main Street]	
Everything	
Looks like it is a little jumbled	
Needs multiple crosswalks, not practical to use	
No need for sidewalk and a shared path. We live here because we want small town not Tumwater or Lacey	
No shared path – bicycles can use back roads & alleys. No planting strip. Waste of money & space.	
Only one side – need both sides	
Requires parking & crossing street	
Shared path – move bikes to alley	
There doesn't seem to be enough room to accommodate all of the features.	
This will also require controlled crosswalks (which is currently pretty much ignored in Rochester), Backing out of angled parking on Highway 12 will not work. Sometimes I have to wait 5 minutes-plus juts to pull on to highway 12 in "rush hour".	





**SEGEMENT A: Commercial & Pedestrian Core**

What street elements do you think should be included in **Segment A**?

- Sidewalk
- Bike Facility
- Planting Strip
- On-Street Parking
- Two-way Center Turn-Lane

Are there any critical pedestrian crossing locations in **Segment A**?

- Yes (indicate where on the map above with a star)
- No

Would **Segment A** be a good place for a public parking area?

- Yes (indicate where on the map above with a 'P')
- No

Share any other issues in **Segment A** that should be considered:

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**SEGEMENT B: Pole Yard**

What street elements do you think should be included in **Segment B**?

- Sidewalk
- Bike Facility
- Planting Strip
- On-Street Parking
- Two-way Center Turn-Lane

Are there any critical pedestrian crossing locations in **Segment B**?

- Yes (indicate where on the map above with a star)
- No

Would **Segment B** be a good place for a public parking area?

- Yes (indicate where on the map above with a 'P')
- No

Share any other issues in **Segment B** that should be considered:

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**SEGEMENT C: East End**

What street elements do you think should be included in **Segment C**?

- Sidewalk
- Bike Facility
- Planting Strip
- On-Street Parking
- Two-way Center Turn-Lane

Are there any critical pedestrian crossing locations in **Segment C**?

- Yes (indicate where on the map above with a star)
- No

Would **Segment C** be a good place for a public parking area?

- Yes (indicate where on the map above with a 'P')
- No

Share any other issues in **Segment C** that should be considered:

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**GENERAL QUESTIONS**

Do you agree with the end points of the segments as shown above?

- Yes
- No (indicate where on the map above with lines)

Do you see value in gateway treatments and/or welcome signs as you enter and exit town?

- Yes (indicate where on the map above with a 'G')
- No

Share any other general ideas, issues, or comments here:

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What do you like about Alternative 1:

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What do you dislike about Alternative 1:

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What do you like about Alternative 2:

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What do you dislike about Alternative 2:

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What do you like about Alternative 3:

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What do you dislike about Alternative 3:

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What do you like about Alternative 4:

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What do you dislike about Alternative 4:

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**CONTACT INFORMATION (optional)**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Do you want to be added to the project distribution list:  Yes  No

Do you want someone to follow-up with you directly about your survey responses:  Yes  No



