



Erickson Avenue Area Study: Public Questionnaire Summary

Winter 2025

About the Study

The City of Harrisonburg launched the Erickson Avenue Area Study in December 2024, which will create a new small area plan for the Erickson Avenue corridor and adjacent areas between S. High Street and S. Main Street.

The plan will include transportation infrastructure improvement recommendations for the study area that reflect the current and future needs of the community. The plan will be informed by the [City of Harrisonburg's Comprehensive Plan](#), an analysis and assessment of existing and anticipated future development and transportation conditions, and feedback from the community and stakeholders. The plan will guide transportation infrastructure investments made by the City or constructed with development of property in the area. Examples of potential investments include new or expanded turn lanes, innovative intersection configurations, construction of new public streets, and addition of sidewalks, bike lanes or other multimodal improvements along existing streets.

This study intends to build upon the improvements that have already been funded for this area, including projects at the Erickson Avenue and Pear Street intersection and on S. Main Street between Erickson Avenue and Mosby Road.

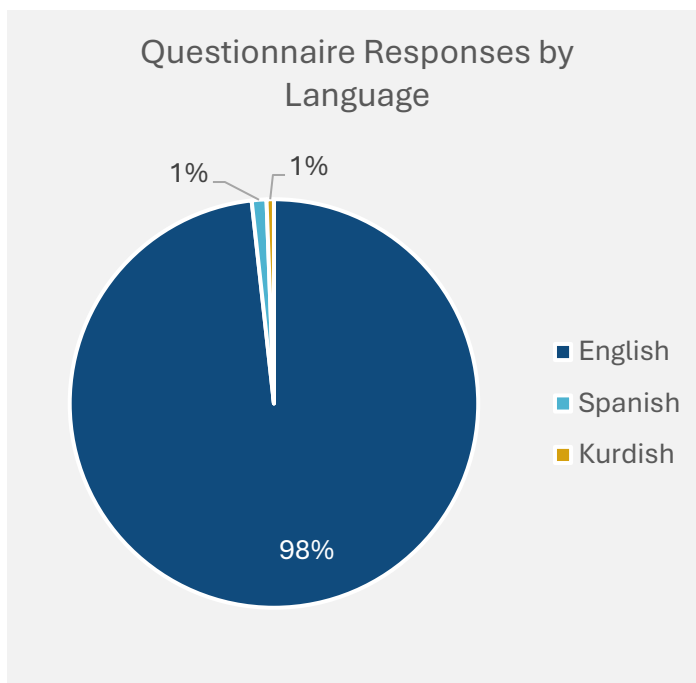


Public Questionnaire Overview

Feedback gathered in winter 2025 through the online questionnaire identified current experiences and future priorities that the Harrisonburg community has regarding transportation within the study area. These findings illuminate potential transportation and infrastructure improvement opportunities to incorporate into the study's recommendations.

The questionnaire was made available in English, Spanish, Arabic, and Kurdish. It prompted respondents to answer six questions about existing experiences and preferences for future transportation improvements in the study area. The responses to these questions are summarized in this document.

The questionnaire was open from February 13 to March 10, 2025, and received 172 responses. The English questionnaire received 169 responses (98 percent of all responses). The Spanish and Kurdish questionnaires received two and one responses, respectively (one percent and one percent). The Arabic questionnaire did not receive any responses.



Question 1. What about transportation infrastructure in the study area today works well and/or should be maintained?

- A desire for maintaining **two lanes per direction** along study area roadways.
- Support for existing **sidewalks** and a desire to maintain and expand sidewalk coverage.
- Support for existing **bike lanes** and a desire to maintain and expand the bike network.



This open-ended prompt was used to gather input from respondents on what elements of the transportation system in the study area need to be improved. Respondents generally expressed:

- [illegible]

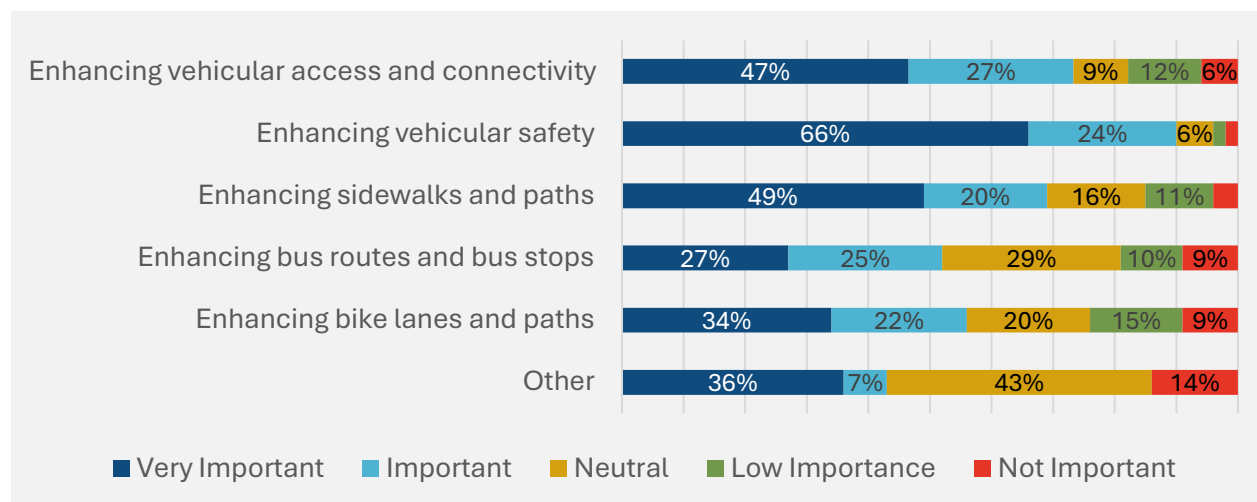
Additional comments focused on challenges faced at the intersection of Erickson Avenue and Pear Street, including:

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Question 3. Please score the following items in terms of your personal degree of importance when it comes to the future of transportation and mobility in the study area.

This prompt was used to gather input from respondents on which types of potential future improvements they found most important. The results indicate that respondents generally believe that:

- **Improving safety for people driving** is of greatest importance to the future of the study area.
- **Enhancing access and connectivity for people driving and for people walking** is important to the future of the study area.
- While seen as less important than the above types of potential improvements, **enhancing transit and bicycle connectivity** was also seen as being generally important to the future of the study area.



Number of respondents that answered this question: 162 out of 172 respondents

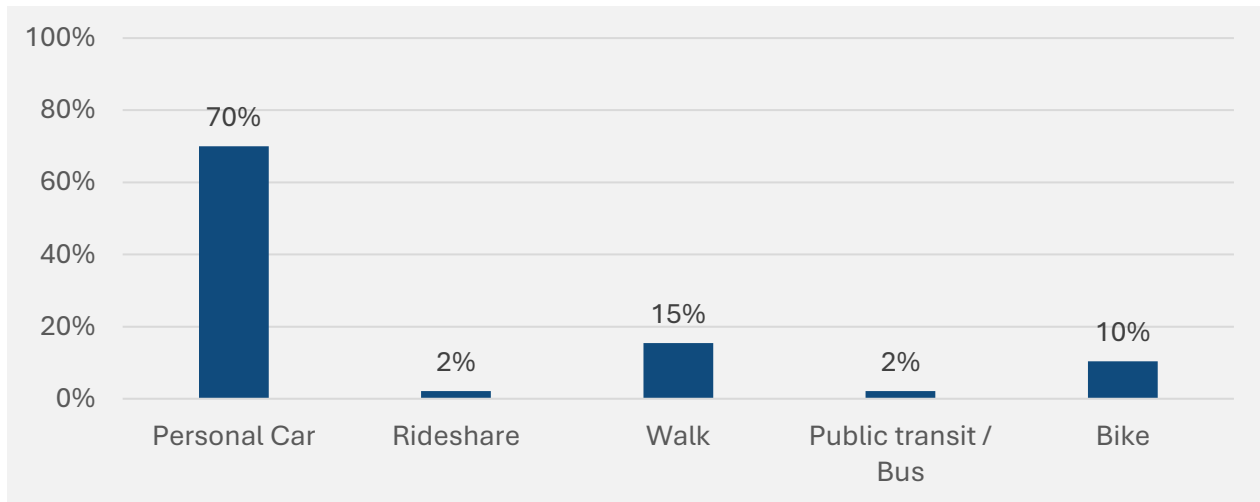
Respondents who selected "Other" offered the following priorities for consideration:

- A desire for **enhancing safety for people walking** through sidewalks and bike lanes.
- A desire for **adding turn lanes** to key intersections.
- A desire for **restricting left-turns** at key intersections.
- A desire for **making the corridor more multimodal** through **transit enhancements** and **mixed-use development**.

Number of respondents that answered this question: 19 out of 172 respondents

Question 4. Currently, how do you travel to and around the study area?

This multiple-choice prompt was used to better understand how respondents travel to and through the study area today.

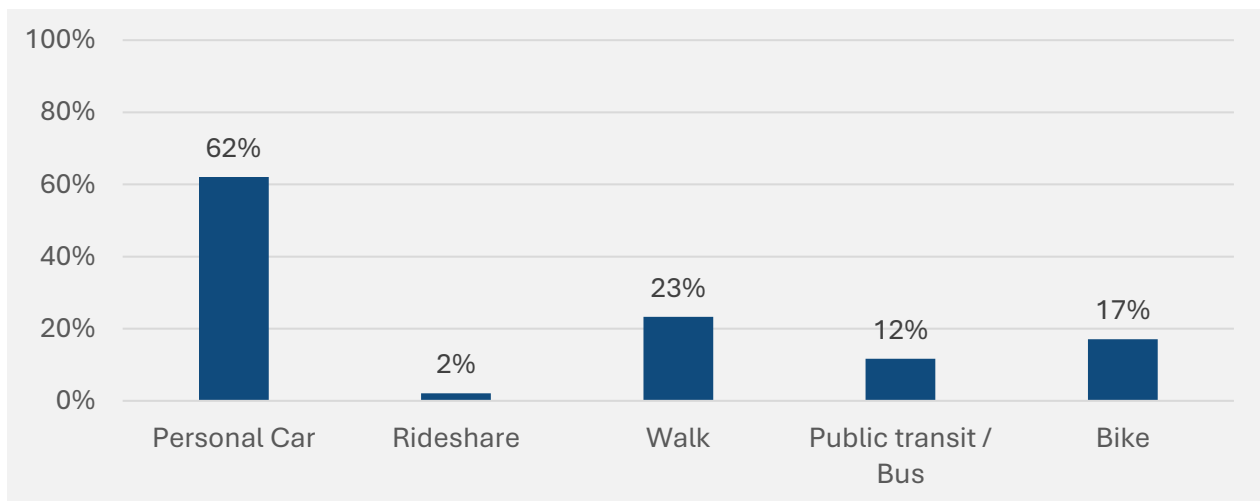


Number of respondents that answered this question: 171 out of 172 respondents

Question 5. In the future, how would you like to travel to and around the study area?

This multiple-choice prompt was used to generate a comparison to the previous prompt, and better understand which travel modes respondents would like to use more of in the future.

Respondents generally indicated that they would like to be able to **walk, bike, and use public transit** more in the future.



Number of respondents that answered this question: 171 out of 172 respondents

This open-ended prompt was used to gather additional input from respondents. Respondents generally expressed:

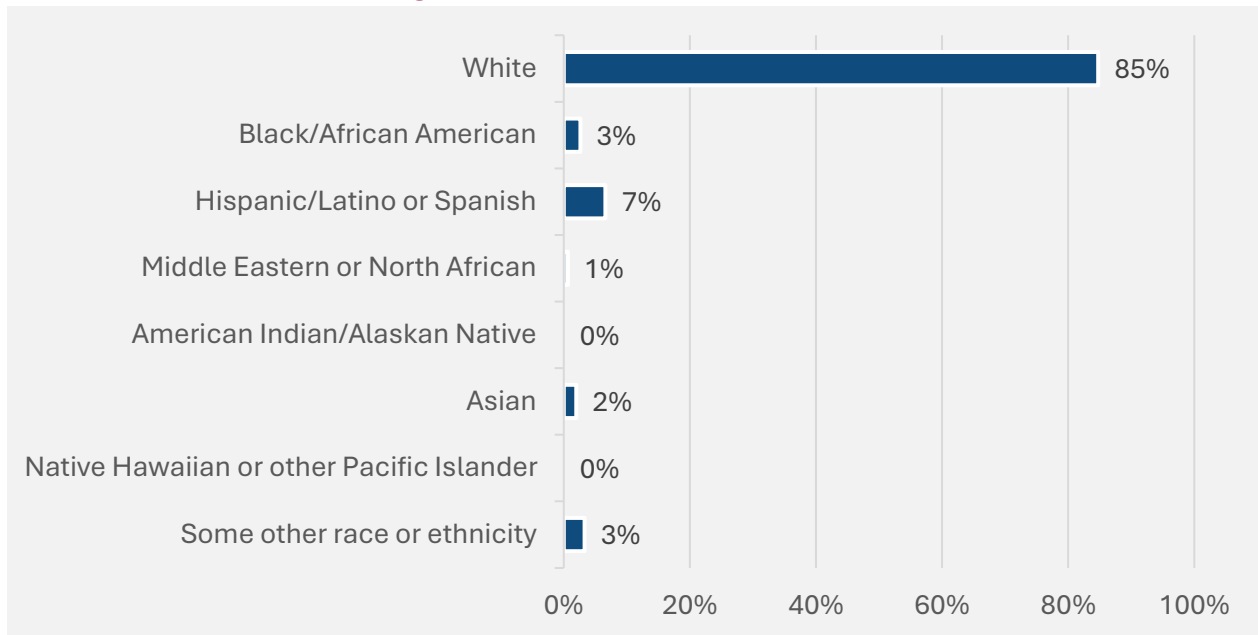
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Questionnaire Participation

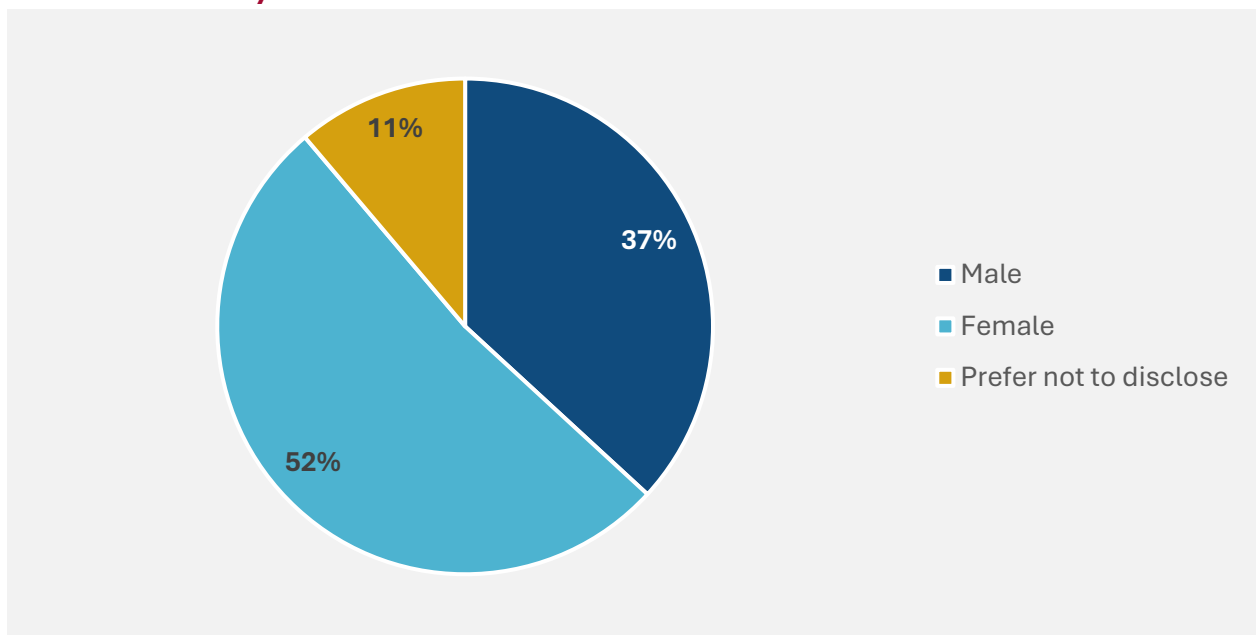
Demographic data was collected to ensure that the questionnaire responses reflect the diversity of the Harrisonburg community. These questions were optional and responses will remain anonymous.

Please indicate the racial group and ethnicity with which you identify.



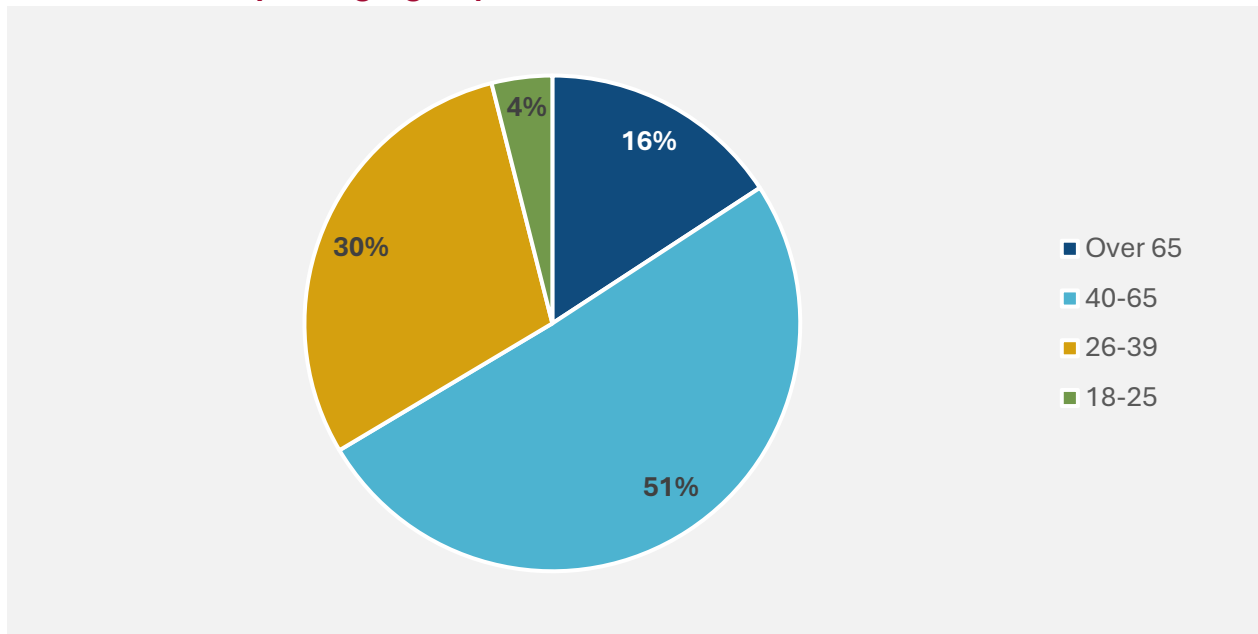
Number of respondents that answered this question: 151 out of 172 respondents

Please indicate your sex.



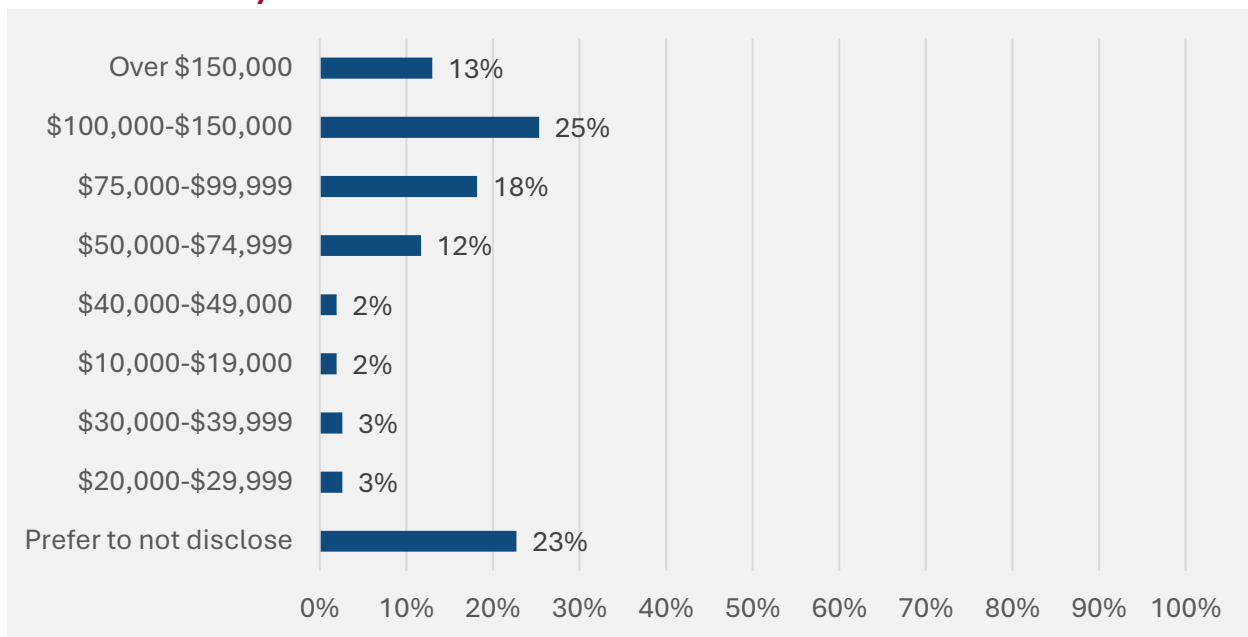
Number of respondents that answered this question: 152 out of 172 respondents

Please indicate your age group.



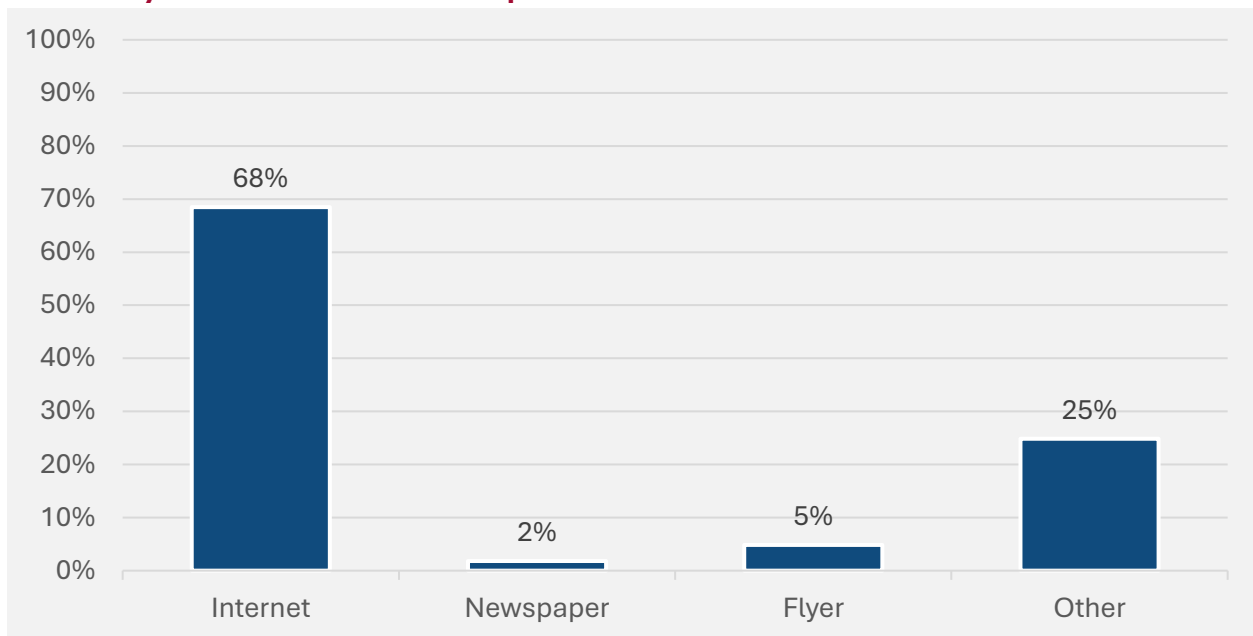
Number of respondents that answered this question: 152 out of 172 respondents

Please indicate your household income.



Number of respondents that answered this question: 154 out of 172 respondents

How did you find out about this questionnaire?



Number of respondents that answered this question: 165 out of 172 respondents

Key Takeaways

This summary provides an overview of public questionnaire findings and highlights key takeaways that will inform the study and assist in informing the transportation and infrastructure improvements needed in the Erickson Avenue study area.

- Currently, **respondents appreciate and utilize the study area's multimodal transportation infrastructure**, but are **concerned for their safety**, mainly due to speeding vehicles and driver behavior.
 - Many respondents shared a desire for **median barriers** and **lower speed limits** in the area to enhance safety and security while traveling.
 - Additionally, respondents shared a desire for more **sidewalk and protected bike lane connectivity** throughout the area.
- Many respondents **currently travel throughout the study area with their personal cars**, potentially due to the **lack of transit infrastructure and bus stops** in the study area. However, if transit or active transportation improvements were to be implemented in the study area, respondents indicated a **willingness to opt for more multimodal ways of travelling**.
- The intersection of **Erickson Avenue and Pear Street** was noted by many respondents as a high priority intersection for improvements.
 - Multiple respondents suggested **signalizing the intersection** to mitigate congestion, reduce crashes, and allow vehicles to turn onto Erickson Avenue without having as long of a wait time.
 - Additionally, respondents suggested constructing **sidewalks along Pear Street** to improve access throughout the corridor.
 - Implementation of the planned RCUT intersection configuration at Erickson Avenue and Pear Street should address some of these concerns, as it improves both traffic operations and safety at this intersection through the reduction of conflicts and redistribution of multiple turning movements.
- Similarly to Pear Street, many responses expressed a need for **sidewalks along Pleasant Hill Road**.
- Respondents who live along Erickson Avenue suggested **landscape buffers** to reduce noise pollution for residents.