Erickson Avenue Area Study: Public Feedback Form Summary

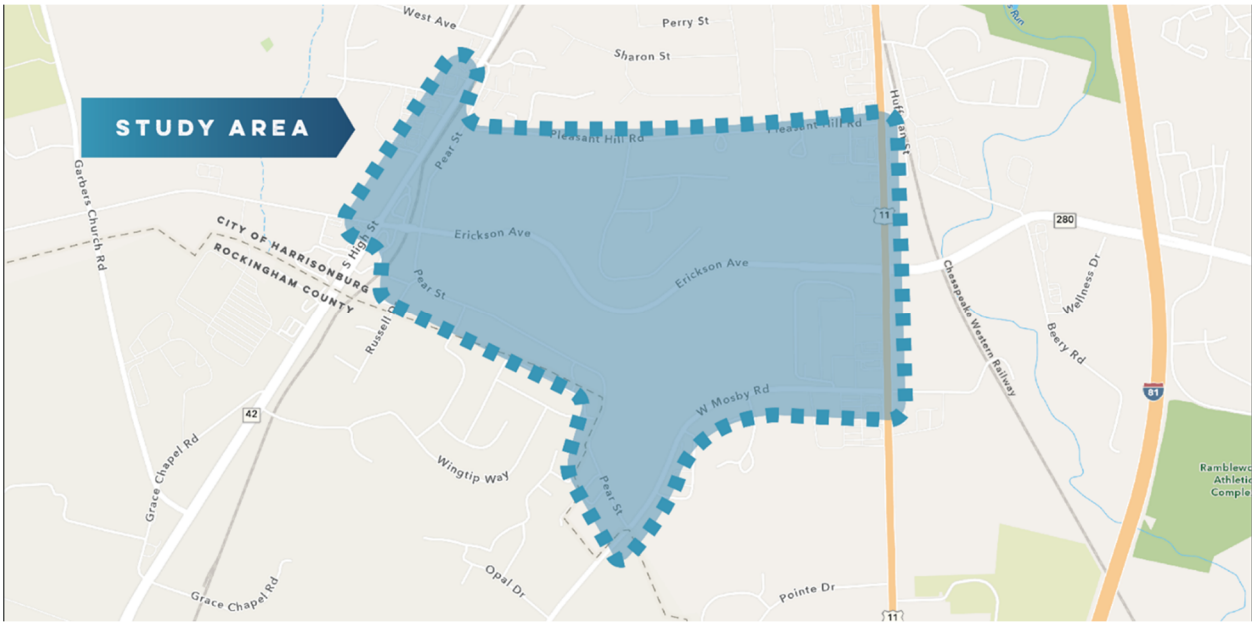
Fall 2025

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 Feedback Form Overview

In fall 2025, the City of Harrisonburg launched an online feedback form to gather feedback on the recommended transportation improvements for the study area. The form provided an opportunity for the Harrisonburg community to share feedback regarding the recommended transportation improvements and future priorities within the study area. These findings will help guide the City as it advances transportation and infrastructure projects in the future.

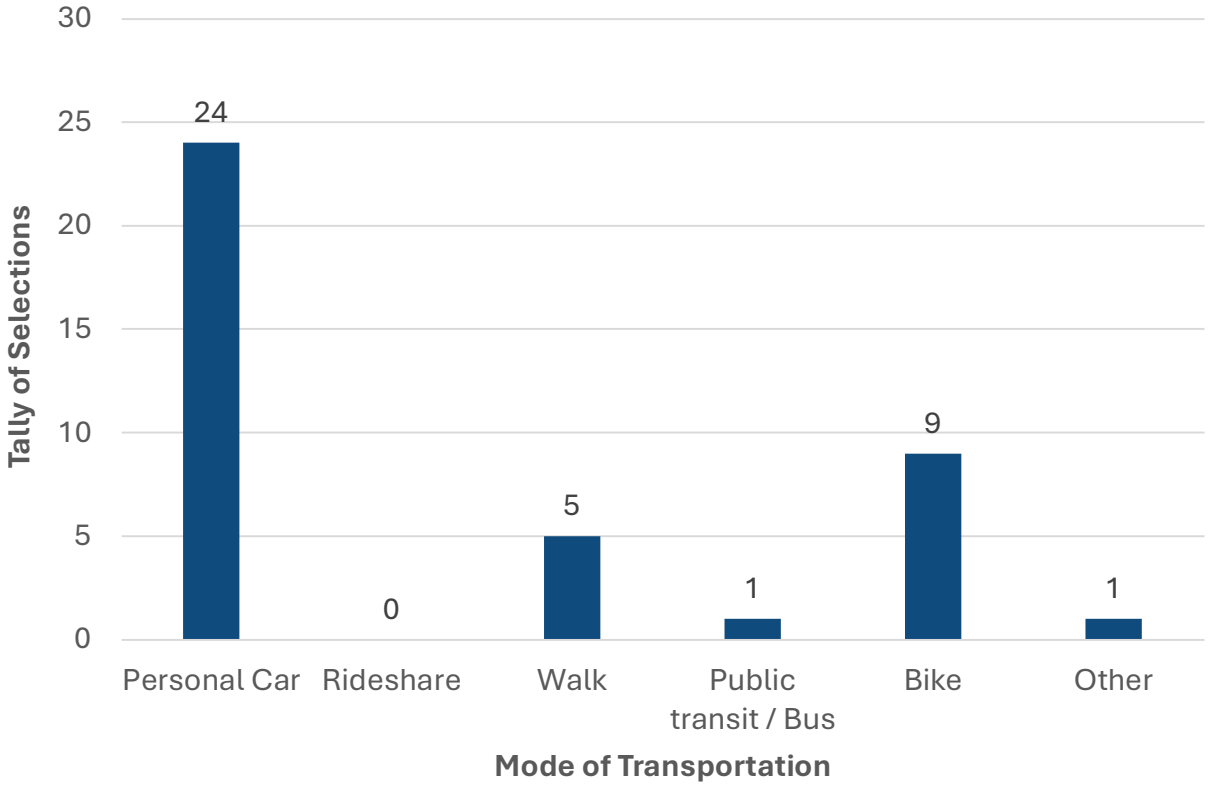
The form was made available in English, Spanish, Arabic, and Kurdish. It prompted respondents to answer four questions about the recommended transportation improvements in the study area. Respondents were also asked about any additional improvements they would like the City to consider including. The feedback form also included an optional set of demographic questions.

The feedback form was open from September 18, 2025 to October 16, 2025, and received 26 responses, all from the English feedback form.

Public Feedback Form Results

Question 1. Currently, how do you travel to and around the study area?

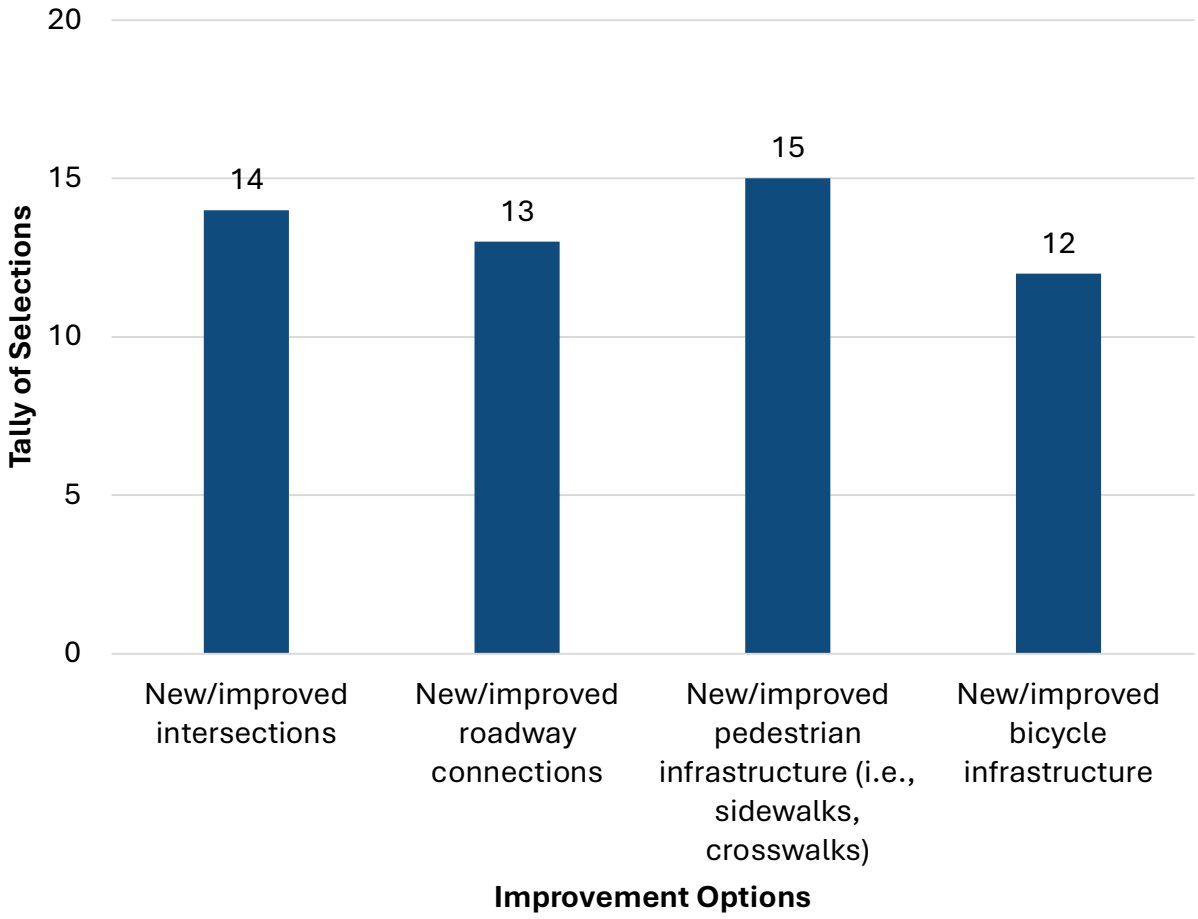
This prompt was used to better understand how respondents travel to and through the study area today. Respondents could select all that apply. Twenty-four (out of 26) respondents selected personal car as at least one of the ways that they travel through the corridor. Eleven respondents selected more than one mode of traveling through the corridor, often adding bicycling or walking to their selection.



Number of respondents that answered this question: *26 out of 26 respondents*

Question 2. What aspect(s) of the recommended transportation improvements do you think would be most valuable?

This prompt was used to better understand which aspects of the recommended transportation improvements that respondents found most valuable. Respondents could select multiple improvements. Seventeen respondents selected at least two of the improvements as valuable, showing an interest in a breadth of improvements versus improvements to one specific component. While the results were similar for each aspect, **responders selected new/improved pedestrian infrastructure slightly more often** (28%) **than the other options**.



Number of respondents that answered this question: *26 out of 26 respondents*

Question 3. Do you have concerns with any of the recommended transportation improvements?

This open-ended prompt was used to gather input from respondents on any concerns they have regarding the recommended transportation improvements. Respondents generally expressed:

- **Bicyclist safety** is of greatest concern at several intersections along the corridor due to **speeding** and **lack of on-street protected bicycle infrastructure**.
    - One respondent shared concern for bicyclists travelling westbound through the **Erickson Avenue and South Main Street intersection**, since the existing on-street bicycle lane is shown as being removed.
- **Prohibiting left-turns** at Pear Street and Erickson Avenue is a concern for many respondents due to potential **confusion** it may cause for drivers.
- Implementing **bike paths** near Pear Street and Erickson Avenue was a concern for a few respondents, due to the dangerous conditions seen at the intersection today.

Number of respondents that answered this question: *13 out of 26 respondents*

Question 4. Are there additional improvements that you think the City should consider including?

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

- A desire for **more multimodal infrastructure improvements** including:
    - **Bicycle and pedestrian signals** at intersections
    - **Protected and/or separated bicycle lanes** or **multiuse paths**
    - **Longer-distance bike connections** between northern Harrisonburg and southern Harrisonburg
    - **Comfortable** (e.g., shaded) bicycle and pedestrian facilities
- A few desire more improvements to be implemented at Erickson Avenue and Pear Street.
    - One respondent suggested signalizing the intersection and timing it with Erickson Avenue and South High Street.
    - Another respondent suggested restricting through traffic along Pear Street at the intersection.

Number of respondents that answered this question: *14 out of 26 respondents*

Question 5. Do you have any additional comments about the recommended transportation improvements?

This open-ended question collected any additional thoughts not provided in previous questions. Respondents generally expressed:

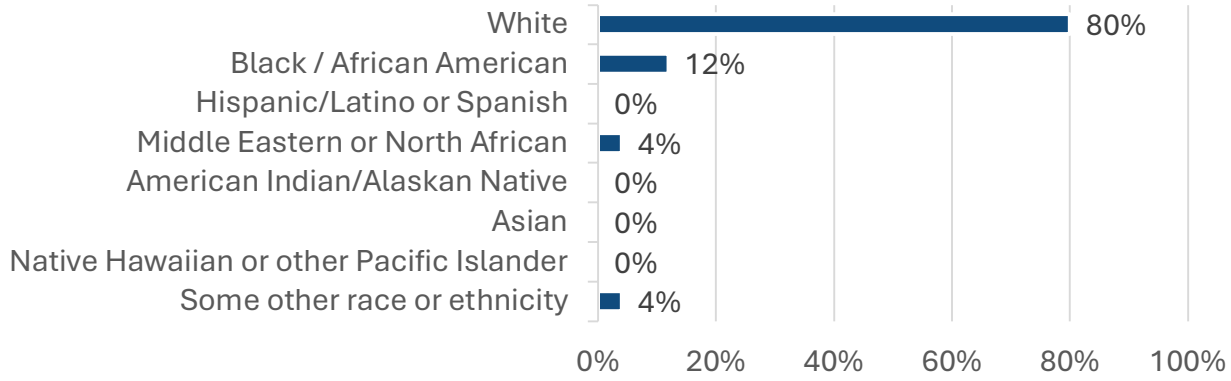
- Planning for future development should **extend the urban grid** and **use existing/new multimodal infrastructure**
- Desire to **reduce congestion** (on Erickson Ave between S High St to Garbers Church Rd)during the morning and afternoon rush hours through **road widening** and mult**imodal infrastructure**

Number of respondents that answered this question: *5 out of 26 respondents*

Feedback Form Participation

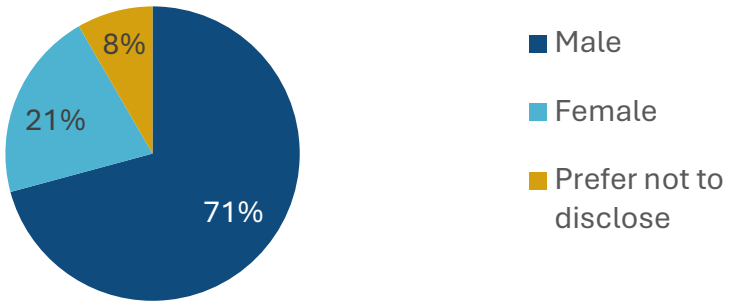
Demographic data was collected to ensure that the responses reflect the diversity of the Harrisonburg community. These questions were optional and responses will remain anonymous.

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



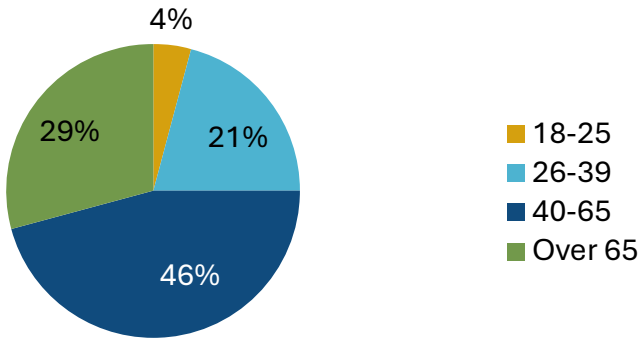
Number of respondents that answered this question: *25 out of 26 respondents*

Please indicate your sex.



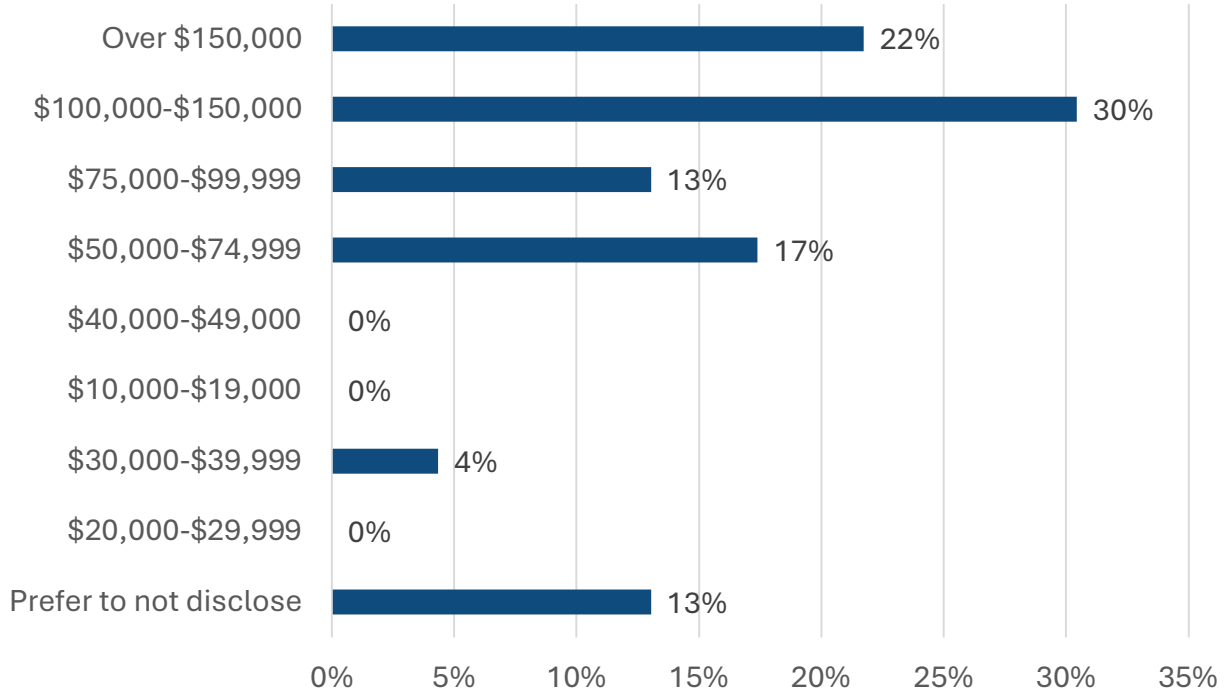
Number of respondents that answered this question: *23 out of 26 respondents*

Please indicate your age group.



Number of respondents that answered this question: *24 out of 26 respondents*

Please indicate your household income.



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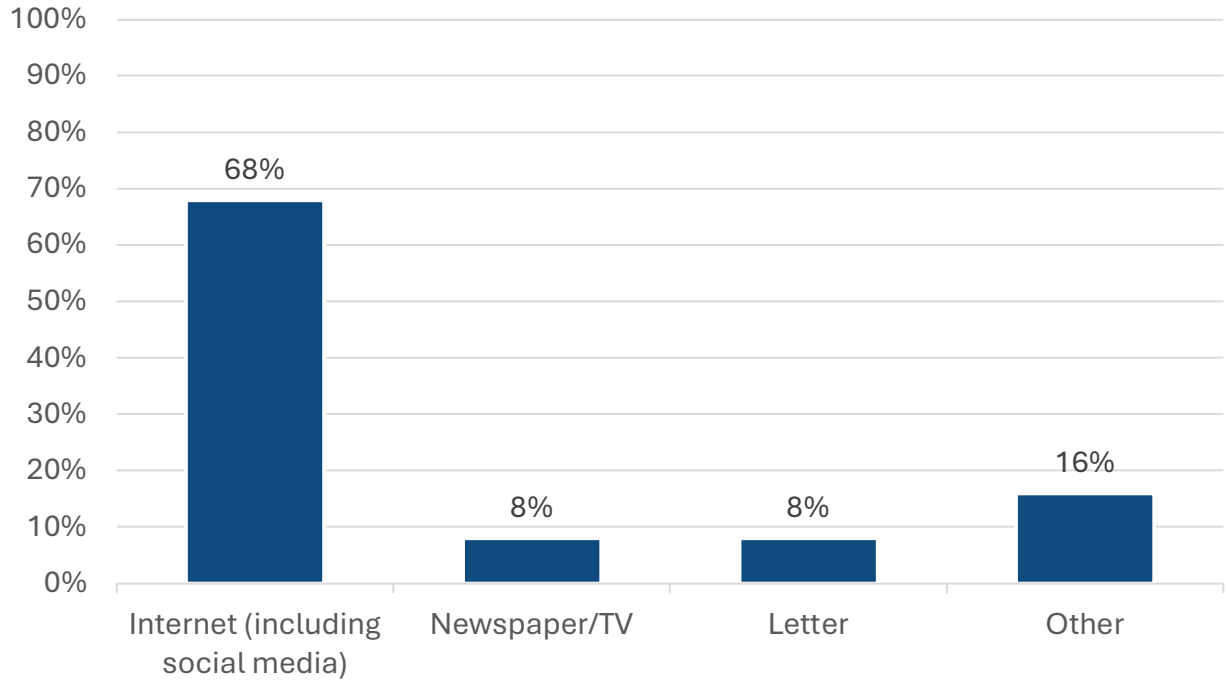
How did you find out about this feedback form?



Number of respondents that answered this question: *23 out of 26 respondents*

Key Takeaways

This summary provides an overview of public feedback form findings and highlights key takeaways that will inform future stages of the study and the advancement of transportation and infrastructure improvements in the Erickson Avenue study area.

- Currently, 24 of the 26 **(92%) respondents use their personal cars** to travel to and around the study area, with almost **half (46%) of those respondents also utilizing other multimodal transportation options** (walking, biking, and public transit)**.**
- Responses were spread almost evenly for all aspects of the recommended transportation improvements that people found valuable, but **most respondents selected new/improved pedestrian infrastructure (28%) as having the highest value**.
- While respondents primarily utilize their vehicles to travel through the corridor, **there is a desire for safe, comfortable, and connected multimodal infrastructure** for current and future development.
- Respondents expressed concerns with **vehicle safety** and **compliance with current regulations** (e.g., speed) and/or recommended infrastructure. Additionally, respondents expressed **desire for improved vehicular operations and safety throughout the study area**.