

Summary | Online Survey

April 2024

DiRECTIONS 2050 **LAWTON MTP**

At a Glance



358

participants



6,094

individual
data points



1,145

written
comments

What is
MetroQuest?

An online survey designed to educate the public about the project and collect feedback using five interactive and visual screens

How long was the
survey active?

February 26, 2024 to March 25, 2024

How was it
advertised?

Social media channels

Word of mouth

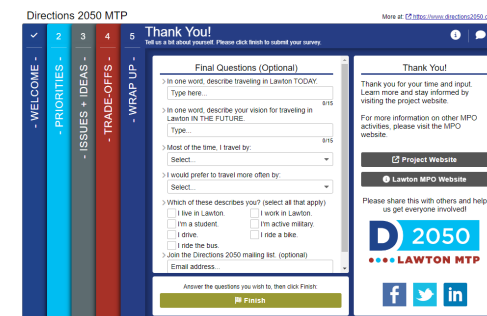
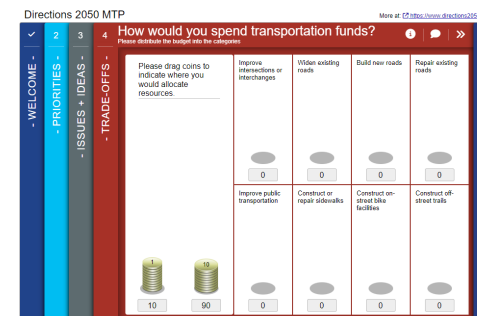
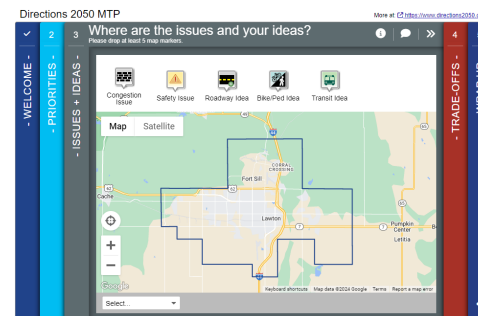
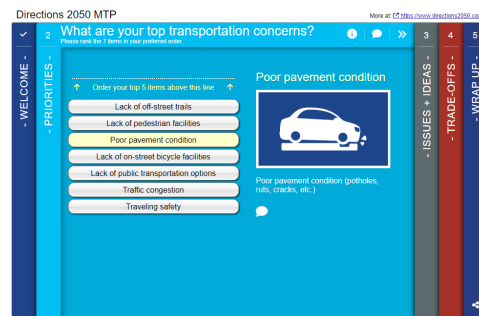
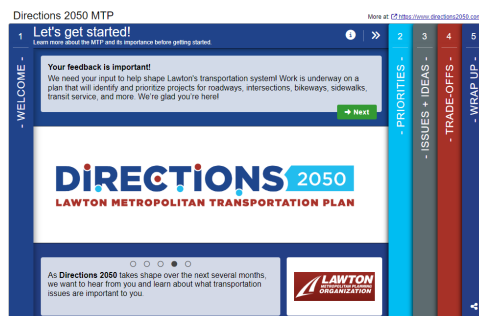
City Website

What were
participants asked?

To prioritize seven
transportation concerns

To identify project
ideas on a map

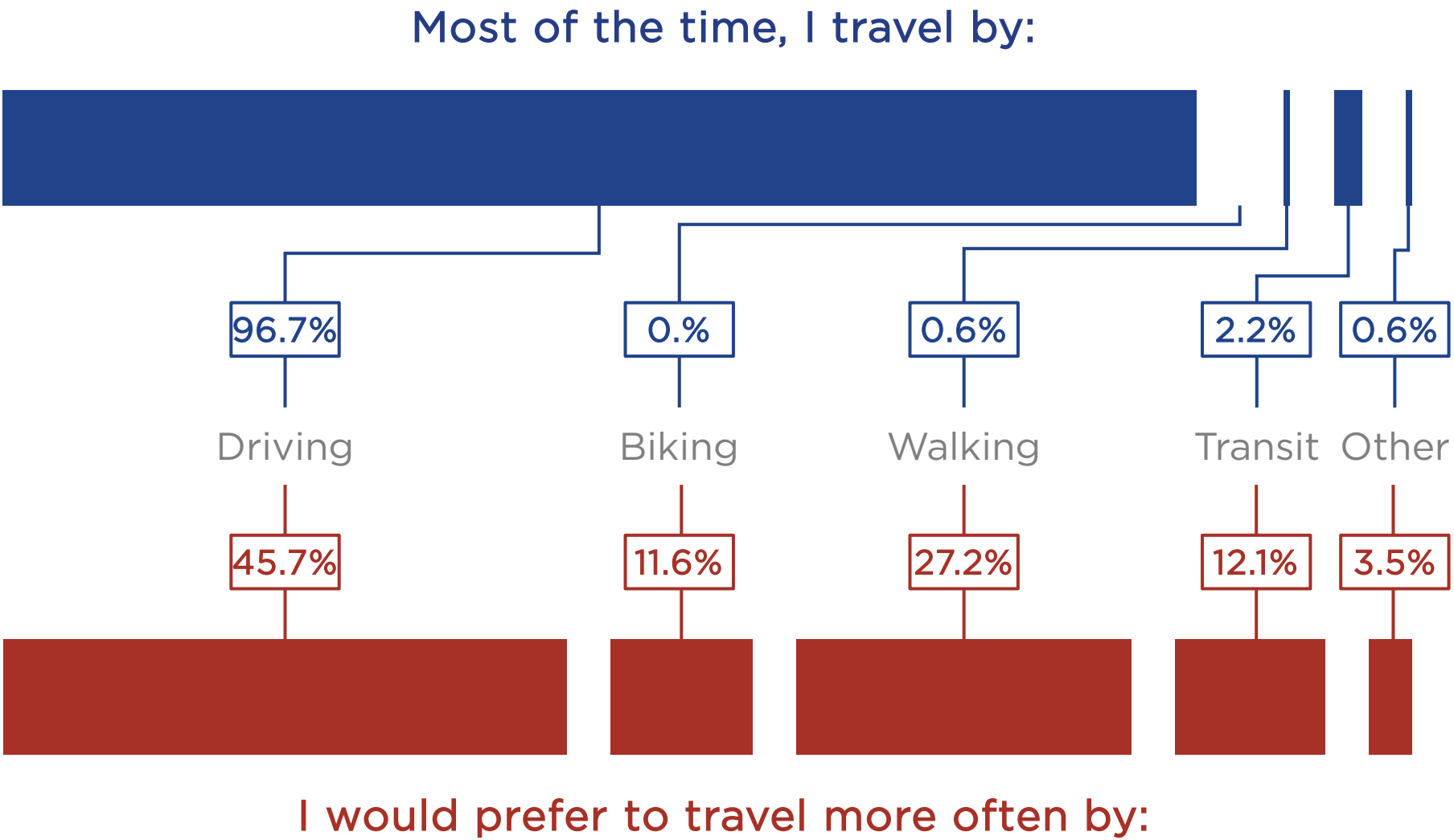
To evaluate funding trade-offs
for different project types



DiRECTIONS 2050

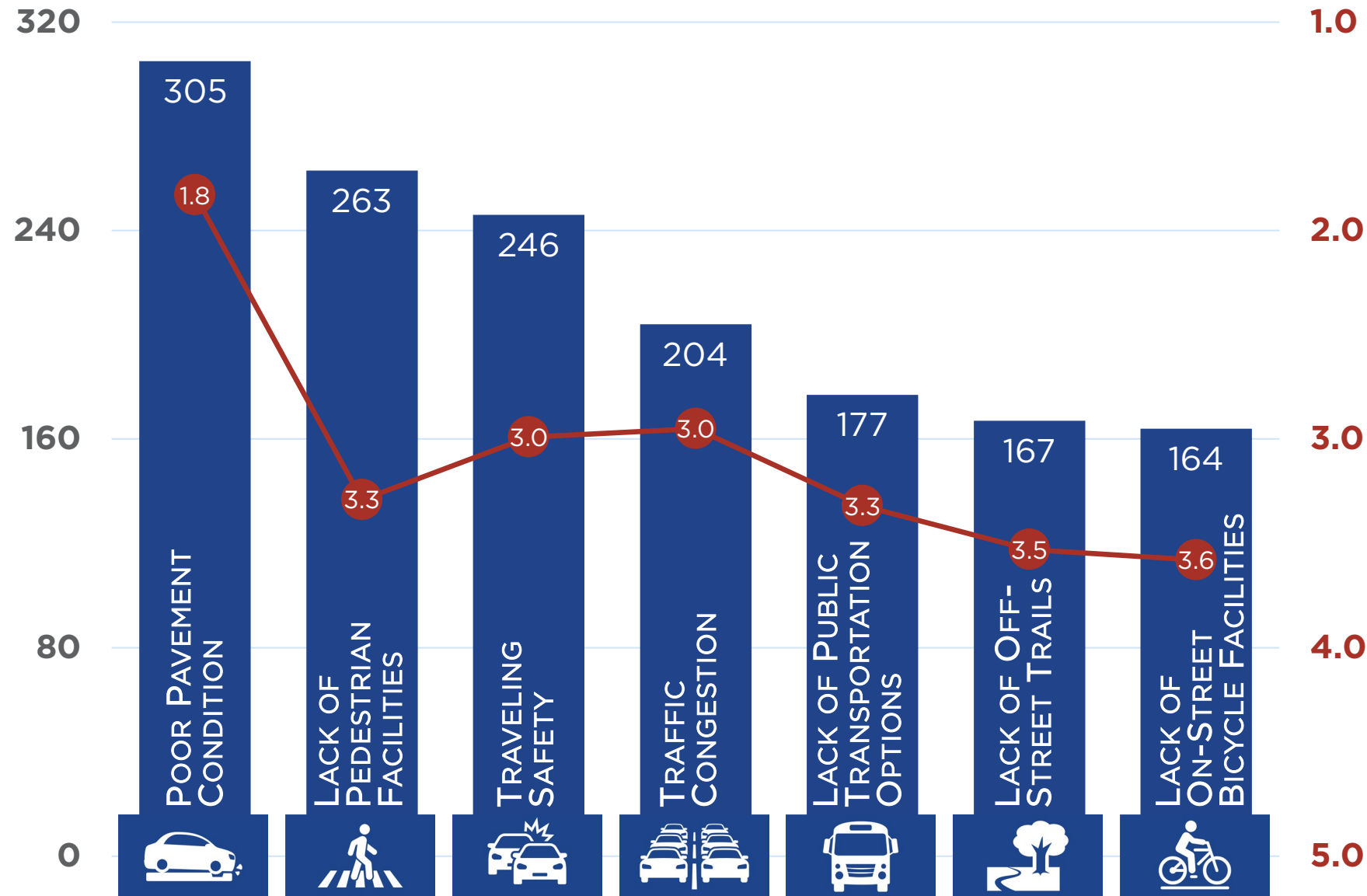
Participant Profile

- 82.9% I live in Lawton.
- 72.4% I work in Lawton.
- 6.1% I'm a student.
- 1.7% I'm active military.
- 78.5% I drive.
- 20.4% I ride a bike.
- 3.9% I ride the bus.



Transportation Concerns

Participants ranked five of the seven transportation concerns in order of importance.



FREQUENCY refers to how often a goal was ranked in the top five. It is shown in the BLUE bar chart.

INTENSITY is the average ranking when ranked in the top five. It is shown in the RED line chart.

Pavement condition, lack of pedestrian facilities, and traveling safety were clear priorities for participants.

While the lack of pedestrian facilities was ranked in the top five the second most times, those that ranked it tended to rank it lower than their other concerns.

Transportation Issues & Ideas

Participants identified project issues and ideas by dropping pins on a map.



Congestion
Issue

219 Pins Dropped



Safety
Issue

236 Pins Dropped



Roadway
Idea

224 Pins Dropped



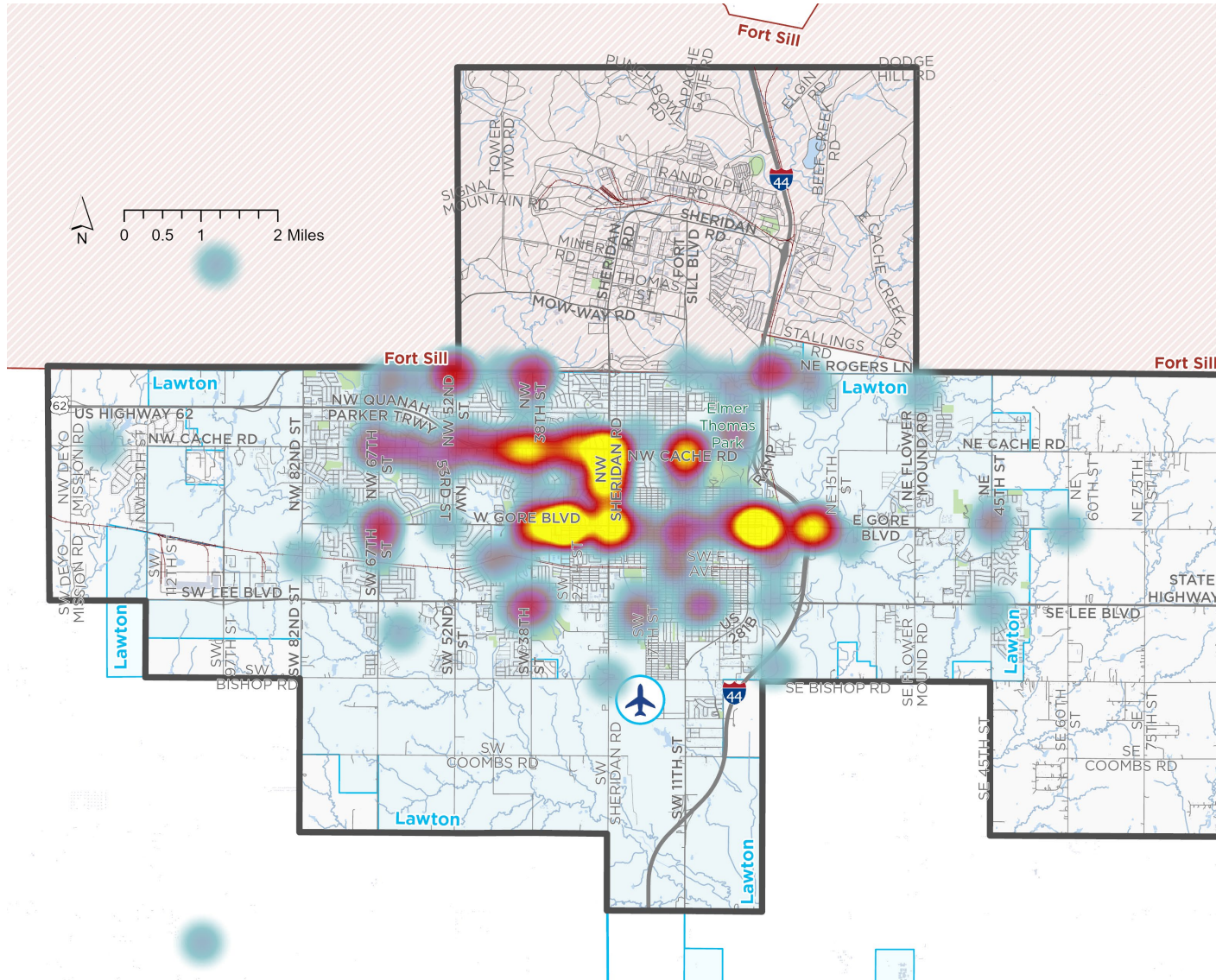
Bike/Ped
Idea

216 Pins Dropped



Transit
Idea

92 Pins Dropped



The heat map on the left shows where participants dropped pins to indicate a **CONGESTION ISSUE**.

Pins were most densely located along NW Cache Rd and W Gore Blvd between 38th St and Sheridan Rd.

Other hotspots were located on W Gore Blvd between 2nd St and I-44, the intersection of NW Cache Blvd and NW Fort Sill Rd, and the I-44 interchange at Rogers Ln.

Transportation Issues & Ideas

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Roadway
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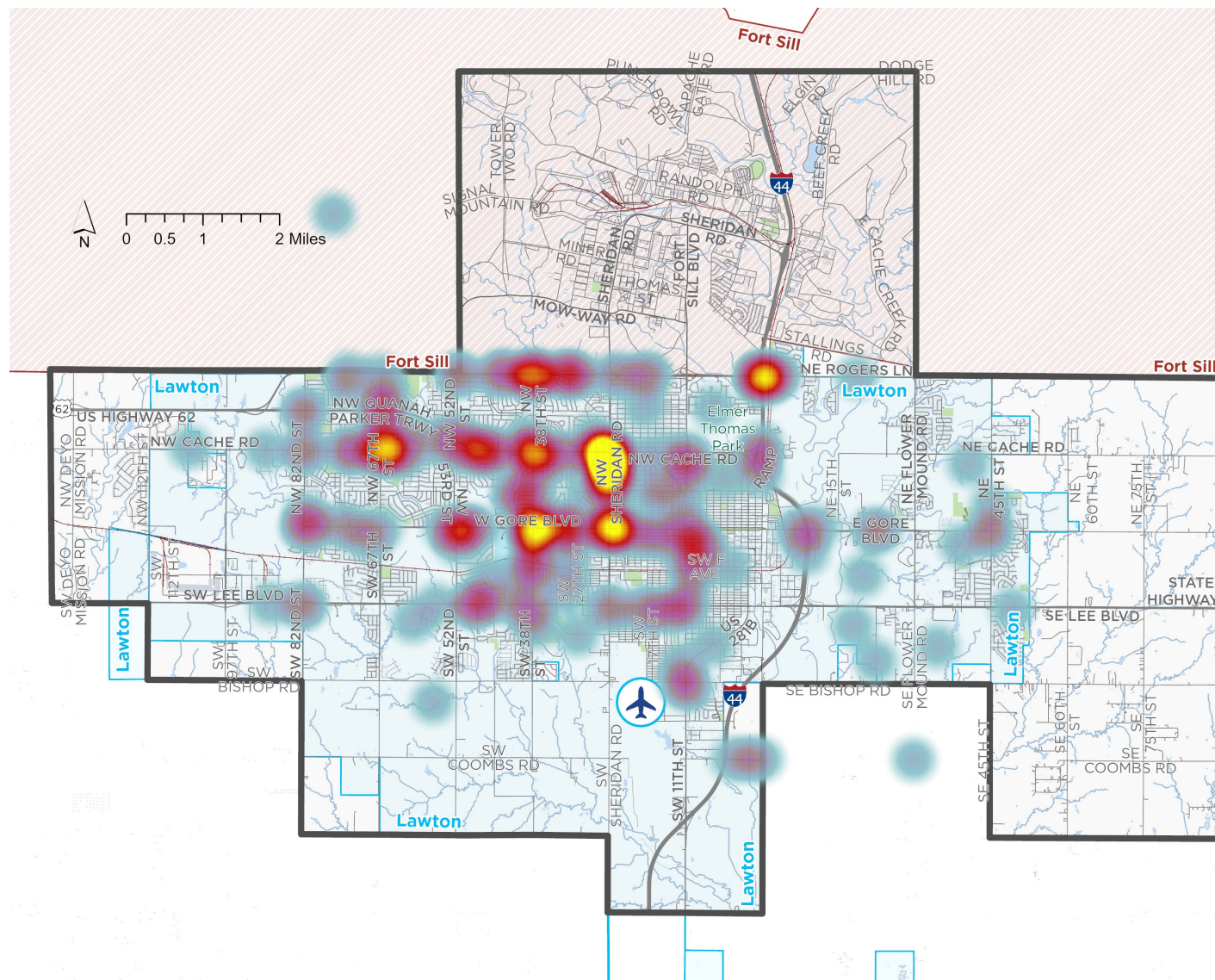
Bike/Ped
Idea

216 Pins Dropped



Transit
Idea

92 Pins Dropped



The heat map on the left shows where participants dropped pins to indicate a **SAFETY ISSUE**.

Pins were most densely located at major intersections along NW Rogers Ln, NW Cache Rd, and W Gore Blvd. Notable intersections included:

- Cache @ Sheridan
- Cache @ 67th
- Gore @ 38th
- Gore @ Sheridan
- I-44 @ Rogers (Exit 40)

Participants identified project issues and ideas by dropping pins on a map.

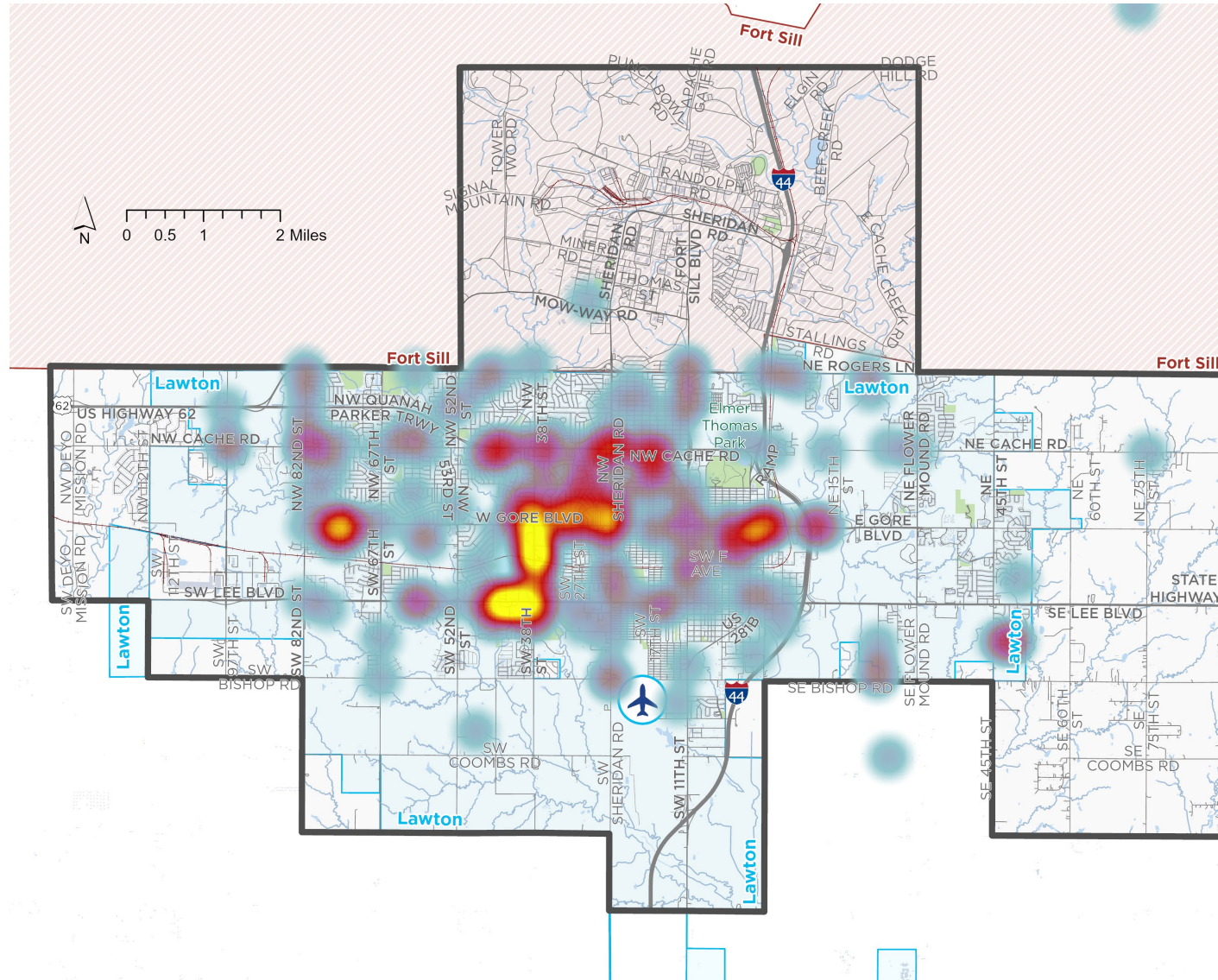
219 Pins Dropped

236 Pins Dropped

224 Pins Dropped

216 Pins Dropped

92 Pins Dropped



Pins were placed throughout the core of Lawton with segments of W Gore Blvd, SW Lee Blvd, NW Cache Rd, and 38th St receiving the most attention. The most notable segments included:

- Gore – 38th to Sheridan
- Lee – 52nd to 38th
- Sheridan – Cache to Gore

Transportation Issues & Ideas

Participants identified project issues and ideas by dropping pins on a map.



Congestion
Issue

219 Pins Dropped



Safety
Issue

236 Pins Dropped



Roadway
Idea

224 Pins Dropped



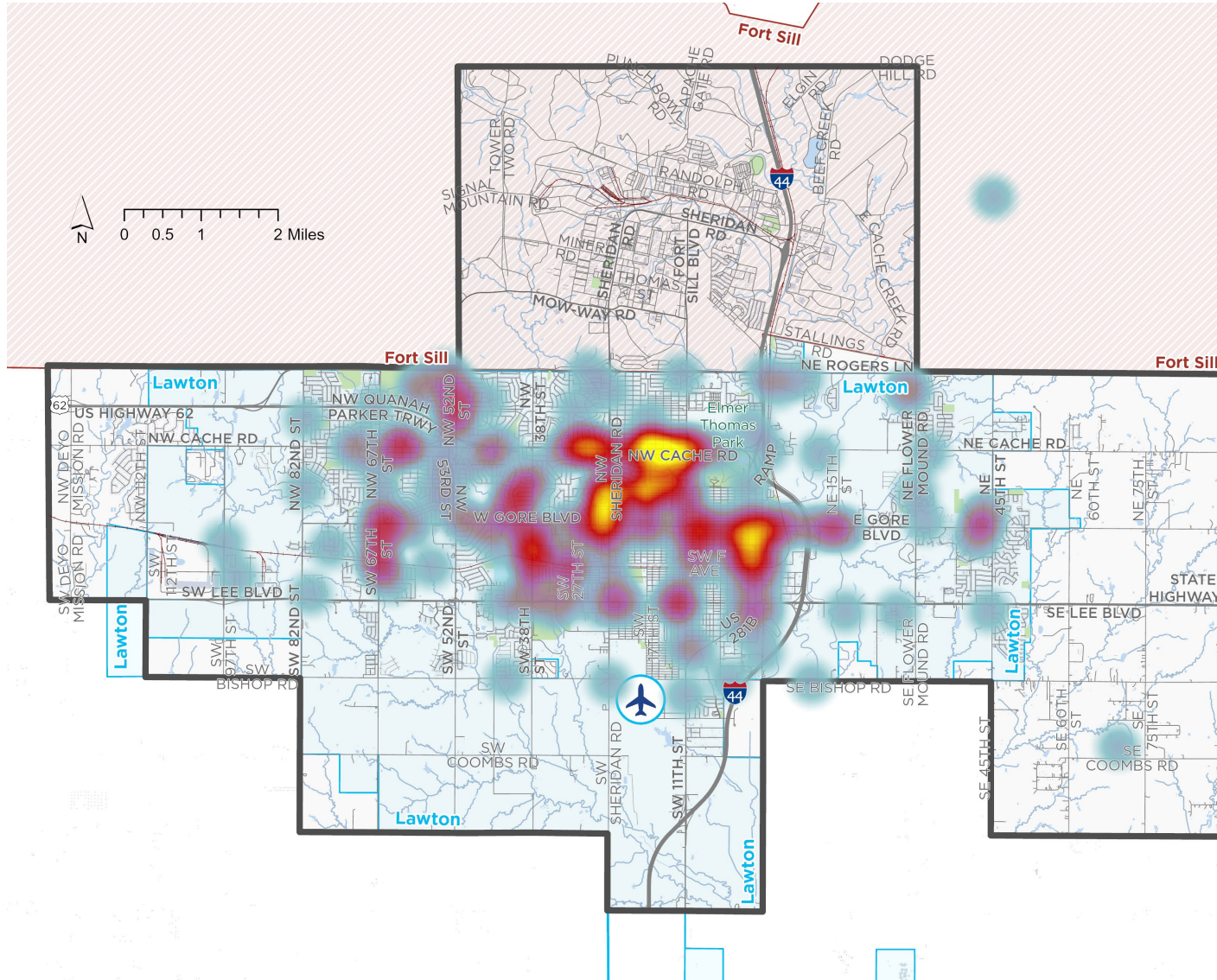
Bike/Ped
Idea

216 Pins Dropped



Transit
Idea

92 Pins Dropped



The heat map on the left shows where participants dropped pins to indicate a **BIKE/PED IDEA**.

Pins were most densely located in central Lawton, with particular emphasis on the following:

- NW Cache Rd between Sheridan Rd and Ford Sill Blvd
- NW Sheridan Rd between Cache Rd and W Gore Blvd
- Areas surrounding the Central Plaza Mall and Lawton Public Library

Transportation Issues & Ideas

Participants identified project issues and ideas by dropping pins on a map.



Congestion
Issue

219 Pins Dropped



Safety
Issue

236 Pins Dropped



Roadway
Idea

224 Pins Dropped



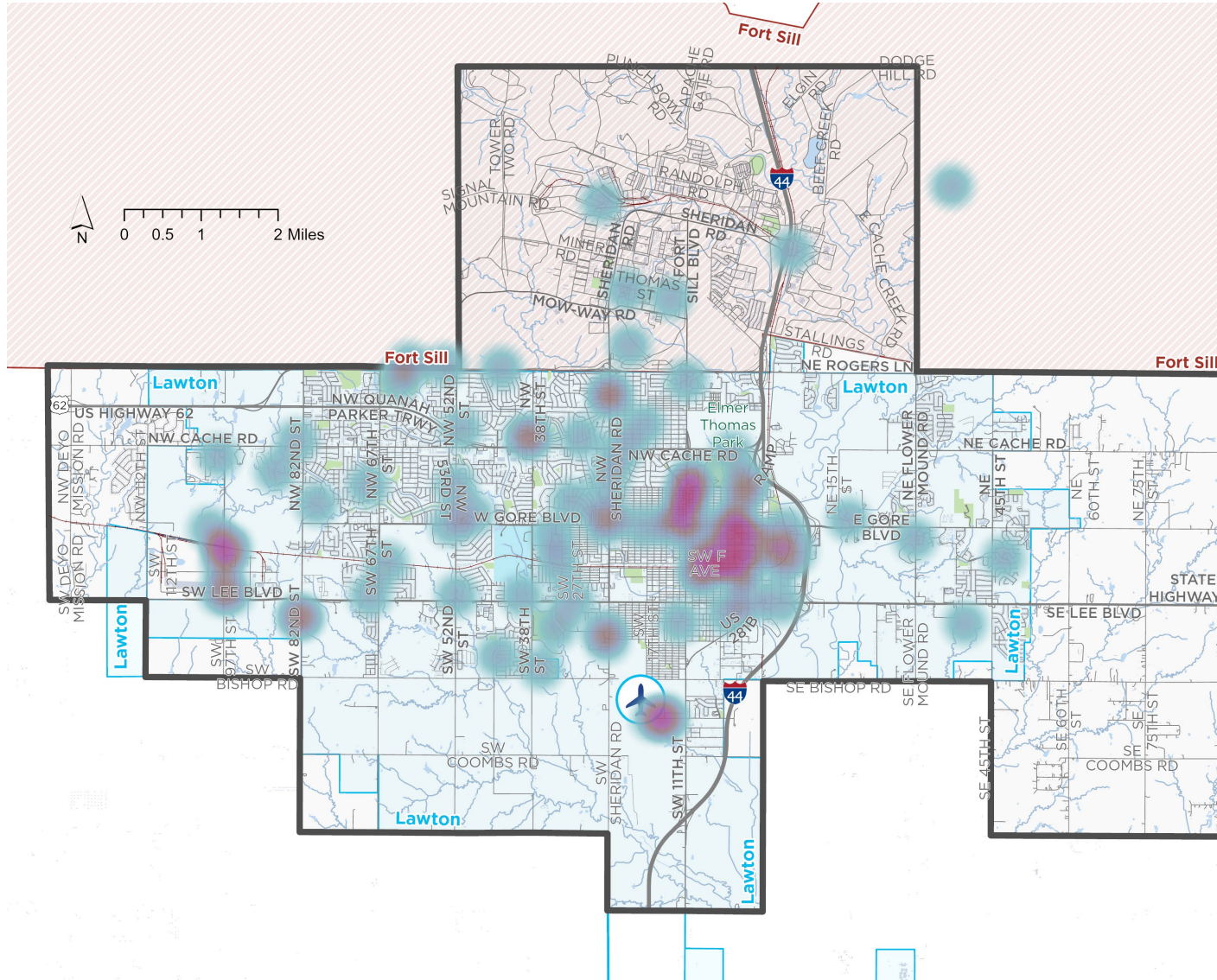
Bike/Ped
Idea

216 Pins Dropped



Transit
Idea

92 Pins Dropped



The heat map on the left shows where participants dropped pins to indicate a **TRANSIT IDEA**.

Pins were dispersed throughout Lawton, with some additional focus on the following locations:

- Central Lawton
- SW 97th St near the Goodyear facility
- Lawton-Fort Sill Regional Airport
- Fort Sill

Transportation Funding Options

Participants allocated \$100 to different project types.

Repair existing roads

\$34.04



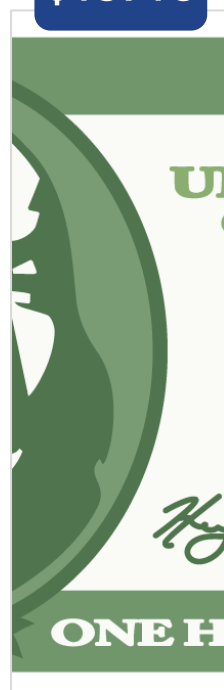
Construct or
repair
sidewalks

\$15.99



Improve
intersections or
interchanges

\$13.45



Improve
public
transportation

\$9.29



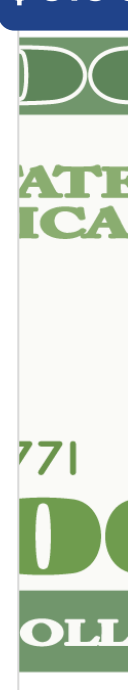
Widen
existing
roads

\$8.96



Build
new
roads

\$6.96



Construct
off-street
trails

\$5.81



Construct
on-street
bike
facilities

\$5.50

