

## **Economics and Business Survey Results**

TDOT is conducting a detailed Economic and Business Study as part of the US 64/Corridor K project. The project team will review potential effects to businesses, jobs, sales, tax revenues and other topics resulting from the proposed project. As part of the study, surveys were developed to collect stakeholder input about the current state of transportation in the corridor and its role in the economic interests of businesses and residents.

### **Who participated in the survey?**

Surveys were distributed to residents, business owners and other stakeholders within the project area and region during Summer 2011. Two surveys were developed: one for residents or interested individuals and one for business owners.

### **How were surveys distributed?**

#### *Paper Surveys*

- March 2011 public meeting
- Available at 19 community facilities
- Mailed to 2,200 property owners
- Downloadable from the project website

#### *Electronic Surveys and Notification*

- Online survey on project website
- Email distribution to area Chambers of Commerce
- Email notification to area newspapers

### **What did the surveys ask?**

Survey questions were grouped into five categories: general information, importance of US 64/Corridor to you or your business, existing conditions of US 64/Corridor K, improvements to US 64/Corridor K, and other (comments/questions). View the surveys on the project website.

### **What did respondents say?**

373 respondents completed the surveys. Key respondent highlights include:

- US 64/Corridor K is important to 97% of residents and 85% of business owners
- The majority of residents (81%) and business owners (85%) do not think there is currently an adequate substitute for US 64/Corridor K
- 81% of residents and 77% of business owners were negatively affected by the 2009 rockslides and road closures
- Majority of respondents noted one or more positive impacts
- Approximately one in five respondents were concerned about environmental impacts

View all survey results on the project website.

### **What are the next steps?**

Survey responses will be incorporated into the Economics and Business Study, which will be completed in Winter 2012. The study will be made available on the project website for public review and comment.

### **For more information:**

[www.tdot.state.tn.us/CorridorK](http://www.tdot.state.tn.us/CorridorK)

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 A banner image showing a winding road through a forested area. On the left, the text 'US 64 | CORRIDOR K' is written in a large, bold font, with 'OCOEE RIVER GORGE SECTION' in a smaller font below it. On the right, there are two framed photographs: one showing a road with a guardrail and another showing a truck on a road.
 

## US 64 | CORRIDOR K

### OCOEE RIVER GORGE SECTION

## Survey for Residents and Interested Individuals

### Project Introduction

US 64/Corridor K is a corridor within the Appalachian Development Highway System which starts at I-75 near Cleveland, Tennessee and ends near Dillsboro, North Carolina. The portion of Corridor K currently under study by the Tennessee Department of Transportation (TDOT) is part of the Ocoee Gorge section of US 64 in Polk County. Numerous transportation issues have been identified by TDOT, including roadway deficiencies, (e.g., lack of shoulders and guardrail, susceptibility to rockslides) and safety issues (e.g., inadequate sight distance, sharp curves). The proposed project is needed to address these issues and to provide a safe, reliable, and efficient east-west transportation route from just west of the Ocoee River to SR 68 near Ducktown.

In 2010, TDOT completed a corridor-level planning analysis for this section of US 64/Corridor K. Currently, the project is entering a more detailed stage of environmental review. An environmental document, called an Environmental Impact Statement (EIS), is being prepared in accordance with federal guidelines. The EIS will provide comprehensive information about the project's purpose and need, proposed plans, and potential environmental, social, and economic impacts.

This survey is designed to support the project's economic impact analysis by collecting your thoughts on the current state of transportation in the corridor and its role in supporting businesses and residents. Thank you for taking the time to complete this survey. Nobody knows the corridor like you do; your input is valuable.

### Section 1: Please tell us a little about yourself

- Name (optional)

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- Where do you live? (address or nearest intersection)

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Zip Code

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- Email address (optional – we would only use your email address to respond to your questions)

\_\_\_\_\_

**Section 2: General Information**

- Do you drive on US 64/Corridor K?

Yes

No

- How frequently do you use US 64/Corridor K for the following purposes?

		frequency					
		daily	3 - 5 times a week	once a week	twice a month	once a month	never
purpose	access to employment						
	access to residence						
	access to school						
	access to recreation						
	access to health care						
	access to retail/shopping						

**Section 3: Importance of US 64/Corridor K to You**

- How important is driving on US 64/Corridor K to you?

Very Important                       Important                       Not Important

- Were you negatively impacted by the rockslides and subsequent road closures in 2009?

Yes

- If yes, how? (select all that apply)

- Reduced access to place of employment
- Reduced access to place of residence
- Reduced access to health care
- Reduced access to recreation
- Reduced access to shopping
- Longer commute
- Other (fill in)

\_\_\_\_\_

No

- Is there an existing roadway that could adequately serve as an alternate route for US 64/Corridor K?

Yes                       No                       Not applicable

If yes, which roadway? (fill in) \_\_\_\_\_



**Section 4: Existing Conditions of US 64/Corridor K**

- Does the existing physical condition of US 64 ever make you consider taking an alternate route?  
Please see table below for examples of existing conditions.

Yes

No

Not applicable

If yes, which roadway? (fill in) \_\_\_\_\_

- Based on your experience or perception, indicate (with a check mark) the condition of the following roadway characteristics as they relate to US 64/Corridor K.

		condition					
		excellent	good	average	poor	very poor	don't know
roadway characteristic	roadway pavement condition						
	sight distance						
	safety (curves, shoulders, guardrails)						
	width of lanes						
	number of lanes						
	accommodation of commercial trucks						
	clearly marked traffic control signs						
	clearly marked directional signs						
	traffic congestion						
	convenient access to businesses along the corridor						
	convenient access to businesses on either end of the corridor						
	convenient access to regional and local roadways						

## Section 5: Improvements to US 64/Corridor K

- Do you believe that improvements to US 64/Corridor K would have an impact on you?

Yes

Positive impact (select all that apply)

Improved access to employment

Improved access to residence

Improved access to school

Improved access to recreation

Improved access to health care

Improved access to retail

Other (fill in)

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Negative impact (select all that apply)

Negatively impact the natural environment

Increase traffic levels and corresponding congestion levels

Disrupt the businesses I visit on US 64/Corridor K during construction

No

Not applicable

**Section 6: Other**

- Please provide any additional comments regarding US 64/Corridor K and potential impact of the project on your business. (fill in)

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- Please ask any questions related to the US 64/Corridor K environmental impact planning process or the project in general. (fill in)

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Please mail your survey to Chester Sutherland by July 1, 2011:

TDOT  
Corridor K Project  
505 Deaderick Street  
Nashville, TN 37243

Project website: [www.tdot.state.tn.us/corridork](http://www.tdot.state.tn.us/corridork).



**US 64 | CORRIDOR K**  
**Ocoee River Gorge Section**

## Survey for Business Owners

### Project Introduction

US 64/Corridor K is a corridor within the Appalachian Development Highway System which starts at I-75 near Cleveland, Tennessee and ends near Dillsboro, North Carolina. The portion of Corridor K currently under study by the Tennessee Department of Transportation (TDOT) is part of the Ocoee Gorge section of US 64 in Polk County. Numerous transportation issues have been identified by TDOT, including roadway deficiencies, (e.g., lack of shoulders and guardrail, susceptibility to rockslides) and safety issues (e.g., inadequate sight distance, sharp curves). The proposed project is needed to address these issues and to provide a safe, reliable, and efficient east-west transportation route from just west of the Ocoee River to SR 68 near Ducktown.

In 2010, TDOT completed a corridor-level planning analysis for this section of US 64/Corridor K. Currently, the project is entering a more detailed stage of environmental review. An environmental document, called an Environmental Impact Statement (EIS), is being prepared in accordance with federal guidelines. The EIS will provide comprehensive information about the project’s purpose and need, proposed plans, and potential environmental, social, and economic impacts.

This survey is designed to support the project’s economic impact analysis by collecting your thoughts on the current state of transportation in the corridor and its role in supporting businesses and residents. Thank you for taking the time to complete this survey. Nobody knows the corridor like you do; your input is valuable.

### Section 1: Please tell us a little about yourself

- Name (optional)

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- Where do you live? (address or nearest intersection)

Zip Code

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- What is your business' name?

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- What is your business' location? (address or nearest intersection)      Zip Code

\_\_\_\_\_

\_\_\_\_\_

- Email address (optional – we would only use your email address to respond to your questions)

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## Section 2: General Information

- Which **one** of the following industry sectors would characterize your business?

Transportation and Warehousing

Health Services

Manufacturing

Professional, Scientific and  
Technical Services

Construction

Finance and Insurance

Entertainment

Real Estate

Hospitality and Food

Retail

Education

Recreation/Tourism

Other (fill in)

\_\_\_\_\_



- How many workers does your business currently employ (including yourself)?

1 – 10

101 – 250

11 – 50

251 – 500

51 – 100

501+

- When was your business established? (fill in)

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- Are your customers primarily:

Local (within project study area)

Tri-State Area (Tennessee – outside of Polk, McMinn, Monroe, Bradley and Hamilton Counties; North Carolina; Georgia)

Regional (within Polk County – but outside of study area or within McMinn, Monroe, Bradley or Hamilton Counties)

National

International

Not applicable

- Are your suppliers primarily:

Local (within project study area)

Regional (within Polk County – but outside of study area, McMinn, Monroe, Bradley or Hamilton Counties)

Tri-State Area (Tennessee – outside of Polk, McMinn, Monroe, Bradley and Hamilton Counties; North Carolina; Georgia)

National

International

Not applicable



**Section 3: Importance of US 64/Corridor K to Your Business**

- How important is US 64/Corridor K to the successful operation of your business?

Very Important                       Important                       Not Important

- Do any of your employees use US 64/Corridor K to access your place of business?

Yes                                       No                                       Not applicable

- Does your business use US 64/Corridor K to ship and/or receive goods?

Yes                                       No                                       Not applicable

- Do customers use US 64/Corridor K to access your business?

Yes                                       No                                       Not applicable

- Was your business negatively impacted by the rockslides and subsequent road closures in 2009?

Yes

- If yes, how? (select all that apply)

- Reduced employee access
- Reduced access to goods shipping/receiving
- Reduced customer access
- Other (fill in)

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No

- Is there an existing roadway that could adequately serve as an alternate route for US 64/Corridor K?

Yes

No

Not applicable

If yes, which roadway? (fill in) \_\_\_\_\_

#### **Section 4: Existing Conditions of US 64/Corridor K**

- Does the existing physical condition of US 64 negatively impact your business? (see examples of physical conditions in the table below)

Yes

No

Not applicable

- Based on your experience or perception, indicate (with a check mark) the condition of the following roadway characteristics as they relate to US 64/ Corridor K.

		condition					
		excellent	good	average	poor	very poor	don't know
roadway characteristic	roadway pavement condition						
	sight distance						
	safety (curves, shoulders, guardrails)						
	width of lanes						
	number of lanes						
	accommodation of commercial trucks						
	clearly marked traffic control signs						
	clearly marked directional signs						
	traffic congestion						
	convenient access to businesses along the corridor						
	convenient access to businesses on either end of the corridor						
	convenient access to regional and local roadways						

**Section 5: Improvements to US 64/Corridor K**

- Do you believe that improvements to US 64/Corridor K would have an impact on your business?

Yes

Positive impact (select all that apply)

Improved access for employees

Improved access for shipment/receipt of goods

Improved access by customers

Other (fill in)

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Negative impact (select all that apply)

Negatively impact the natural environment, recreational opportunities, cultural resources, or other features

Negatively affect the visual character of the area and tourism opportunities

Disrupt my business during the construction period

No

Not applicable

**Section 6: Other**

- Please provide any additional comments regarding US 64/Corridor K and potential impact of the project on your business. (fill in)

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- Please ask any questions related to the US 64/Corridor K environmental impact planning process or the project in general. (fill in)

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