

Bush/Wellborn Crossing (BWV) Survey Summary Report

March 2025

The Texas A&M Transportation Institute (TTI) conducted an online community survey between March 2024 and December 2024. The purpose of the survey was to gain an understanding about Bryan-College Station traveler information and construction needs. The responses will help TxDOT mitigate the construction effects of the Bush-Wellborn intersection improvement project. Questions in this survey are included in the survey results section of this summary.

The survey was intended for Bryan-College Station residents and visitors and was distributed via the web. With help from community partners such as Texas A&M University, the City of College Station, the City of Bryan, and the local media the survey received about 3,200 responses. Most respondents were College Station residents, worked in College Station, and were affiliated with Texas A&M University. Survey respondents that completed through Question 4 of the survey, were considered complete.

- *“Do you typically use travel information before or during your trips to help you make decisions on when to travel or what road to take? Traveler information includes details such as travel times, traffic conditions, road conditions or weather conditions from a variety of sources, like television, radio, computer, smartphone, etc.”*

All questions after Question 4 did not require a complete answer to be considered complete, which is why some questions have more responses than others.

Most of the multiple-choice questions included an “Other” option for respondents to provide a comment. Additionally, the information from four free-response questions contributed over 3,000 comments; themes were developed to categorize those responses.

The following section is an overview of the survey results. References to the 2018 survey conducted by TTI are included in the summary, as many issues raised by respondents in 2024 are still a concern and remain a challenge. Question specific graphs are in the survey results section.

Overall summary:

- When respondents selected “Other” for each of the multiple-choice categories, they overwhelmingly took the opportunity to include information about what was important to them, even if it did not pertain to the question. These responses echoed similar talking points about project concerns, extensive communication to the public, road closure information, and project status.

- Most respondents (**56%**) do not use traveler information to help them make travel decisions. If respondents were to use traveler information for their trips, the overwhelming majority would likely use smartphone apps (**77%**), social media (**43%**), or project email alerts (**35%**). This shows the need to put effort into the most likely channels while also leveraging existing relationships with Waze/Google and structuring the BWX website so it's a "one-stop shop" for travel information.
- Most respondents (**60%**) travel weekly through the intersection at all times of the day to commute for either work or school, and personal reasons. Of the close to **10%** of respondents that indicated travel for other reasons, it was mainly for events on campus and for intra-campus travel.
- Throughout the survey, respondents took the opportunity to express the need for extensive communication, that was timely, intentional, and accurate. The respondents want to know the status of the project and what to expect for their daily travel – how will construction affect me today?
- One of the main challenges still faced is the limited number of "other travel options" respondents are willing to take. In **2018**, respondents were asked how willing they were to take another travel option; **79%** answered they would very likely or definitely would travel on another route to avoid the intersection. In **2024**, survey respondents were told the intersection would likely need to be closed for an extended period and would need to do something different to avoid the intersection; **62%** said they would likely take an alternate route or travel at a different time. Of the **42%** that provided a response to "other" option, respondents said they had limited options due to work or school flexibility indicating the need for coordination among Texas A&M University, to provide users with more options.
- Two of the open-ended questions covered traveler information and any additional comments or concerns. For both questions, respondents voiced the same types of concerns and desires for the project, so the same response category coding was used. The categories are similar to the responses voiced throughout the survey.

Key Take Aways and Next Steps

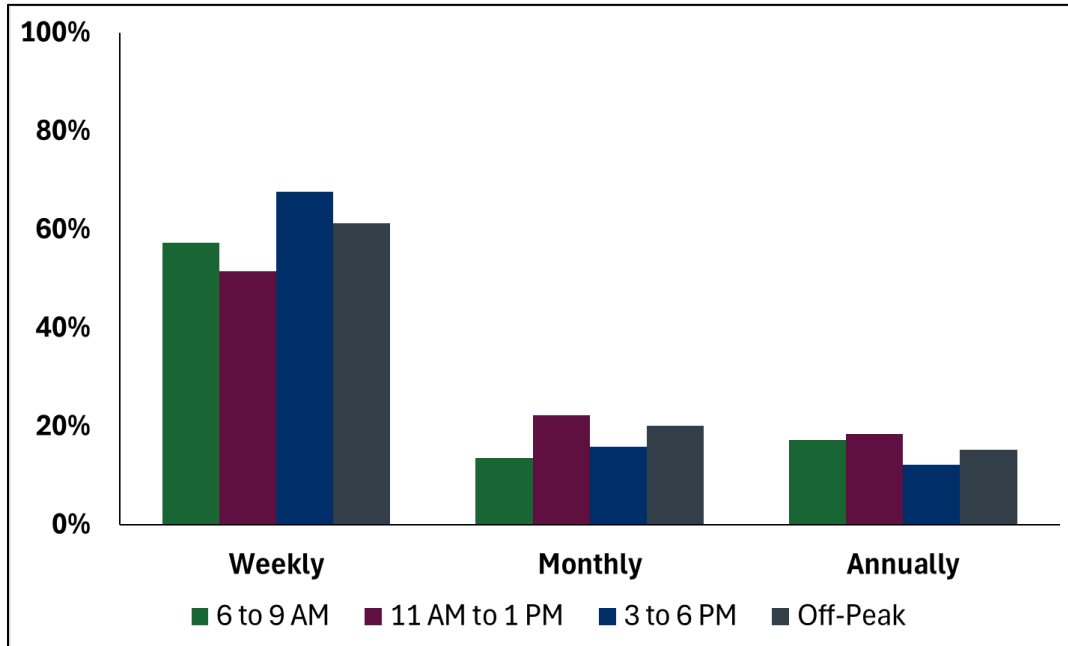
- The survey clearly showed that respondents know what they want from the project team:
 - Extensive communication that goes beyond what is traditionally done, including social media, project email alerts, portable message boards farther out from the project limits, text messages that people can subscribe to, and traditional media.
 - Information about construction phasing, before construction begins and throughout construction
 - Information that is timely and accurate

- Coordination among the various agencies in the community so the public has options.
- Most of the respondents that noted the concern about TxDOT performance on other construction projects, specifically called out FM 2818. It is important to recognize lessons learned during that project and call out specifically how BWX will be more proactive with information. Calling out lessons learned from specific projects, will help instill confidence in the public that TxDOT not only hears their concern but is intentionally addressing them.
 - TxDOT could look at ways to try some of these more specific engagement and communication efforts on upcoming major construction projects like SH 6. This will give them an opportunity to figure out what works and incorporate changes before BWX construction begins.
- Construction phasing before construction begins was another issue voiced throughout the survey. It's important the project engagement team effectively present to the public the construction phasing of the project by creating interactive graphics. This information needs the ability to be shared by various mediums and accurately show how construction will be phased. Doing this effectively, can affect the perception of options, the availability of information, and the willingness for TxDOT to share this information with the public, which increases public trust.
- It should equally be prioritized that information about construction phasing is communicated effectively and accurately throughout the project once construction begins. The expectation by the public is that information is going to be readily available in different forms so they can choose how to best consume it. If communication of this information, and availability of it throughout the project, is not followed through, then the engagement and communication efforts leading up to the project will not be seen as a success.
- The project team should work with Texas A&M University to identify flexible work and class options. Flexibility will look different among agencies, but it's clear from the survey that respondents do not feel they have options besides the traditional 8 to 5, schedule. Considering the traffic effects of construction and the size of the major traffic generator, the public will consider agencies seen working together and offering more flexibility as more collaborative. This coordination sheds a positive light on TxDOT and the whole region, regardless if an entity is a project sponsor or not.

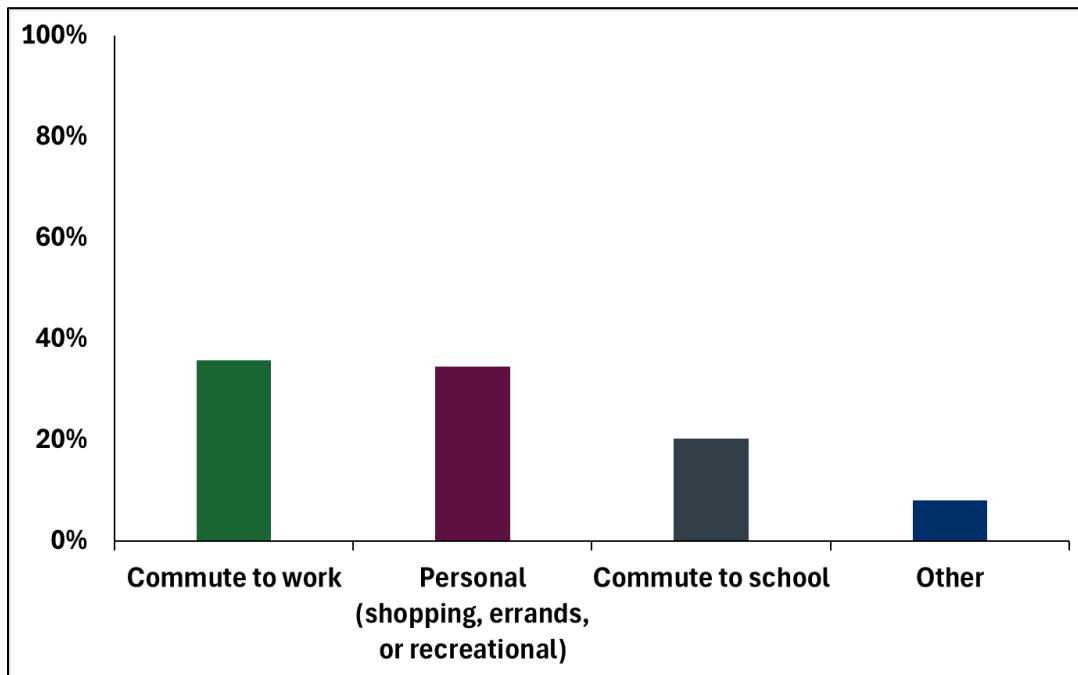
Survey Results:

This section provides specific graphs for each of the questions. The summary of each of the questions and how they relate to one another are included in the overall summary section and therefore is not broken down here.

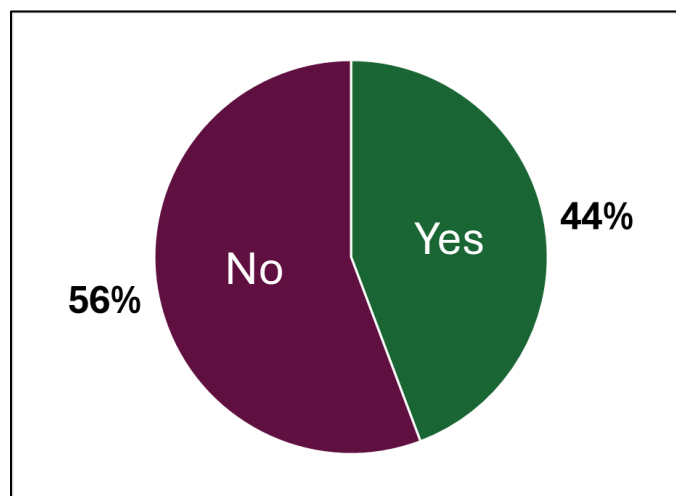
Q1: How often and at what times do you travel through the Bush-Wellborn intersection. (Mark all that apply.)



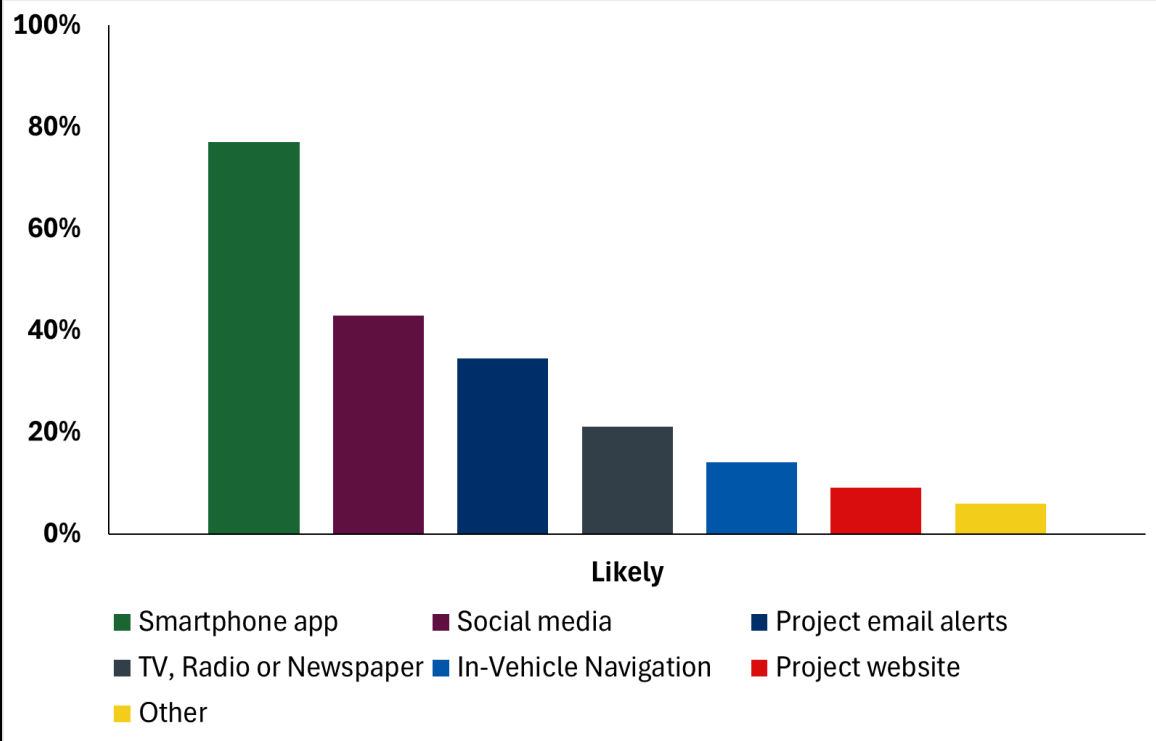
Q2: What is your primary purpose of your trip when traveling through the Bush-Wellborn intersection. (Select only one.)



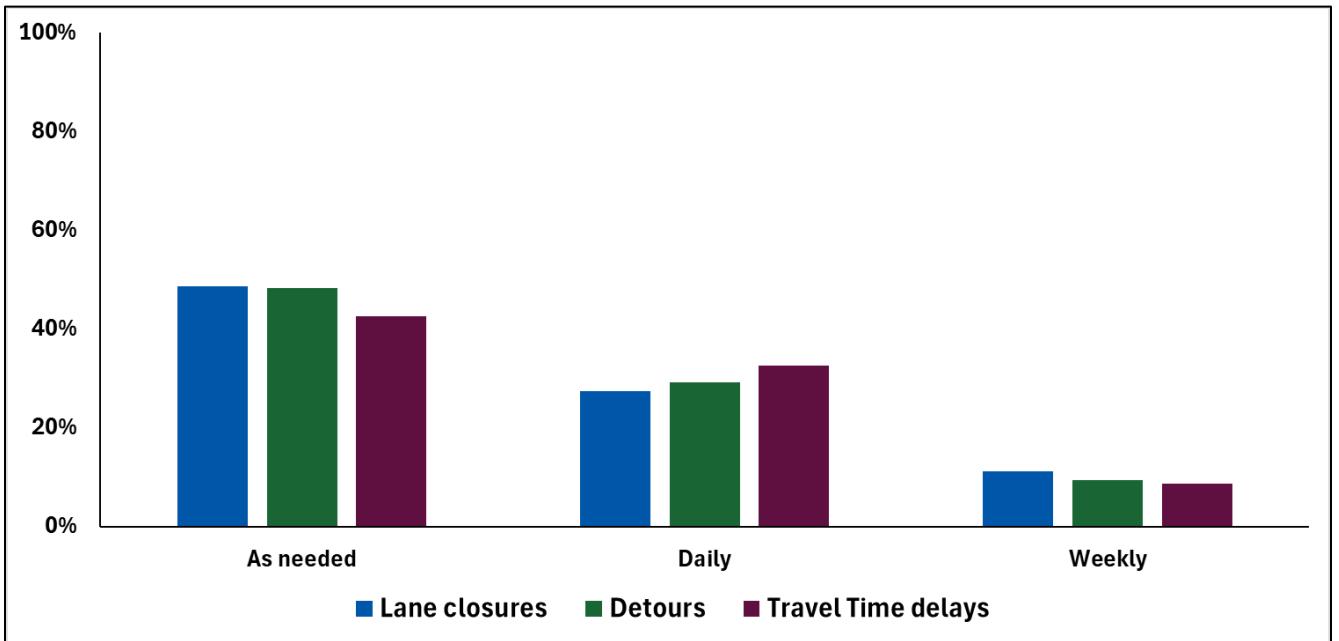
Q3: Do you typically use travel information before or during your trips to help you make decisions on when to travel or what road to take?



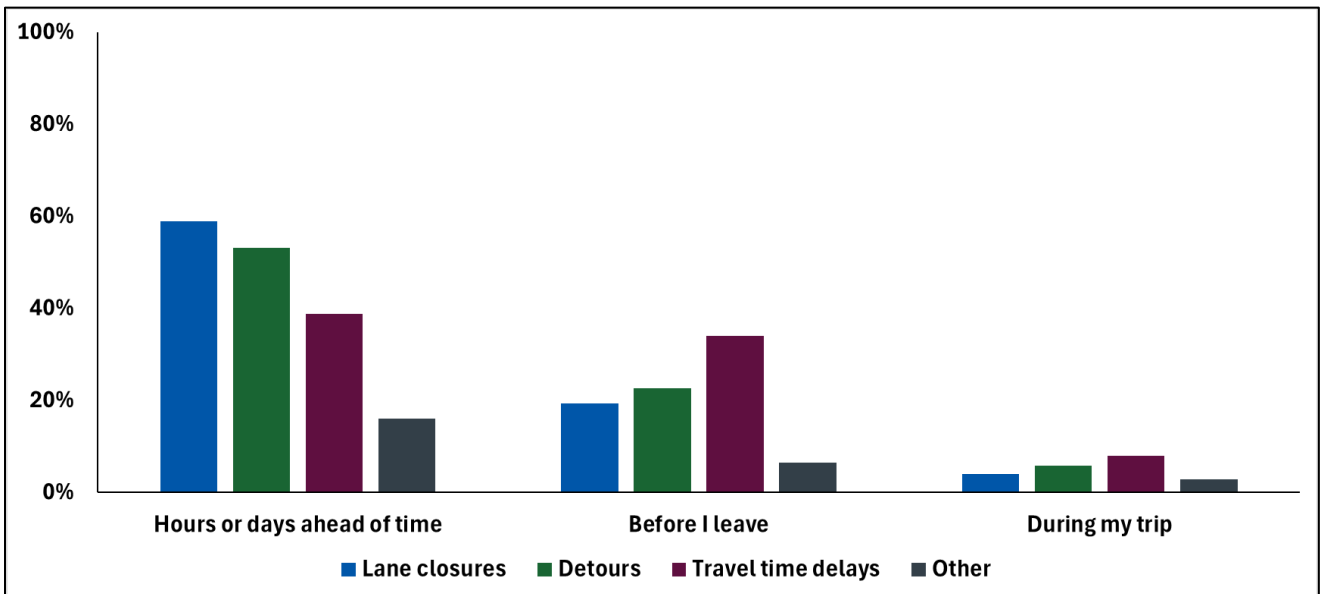
Q4: Regardless of whether or not you use traveler information, please indicate how likely you are to use each of the following for traveler information.



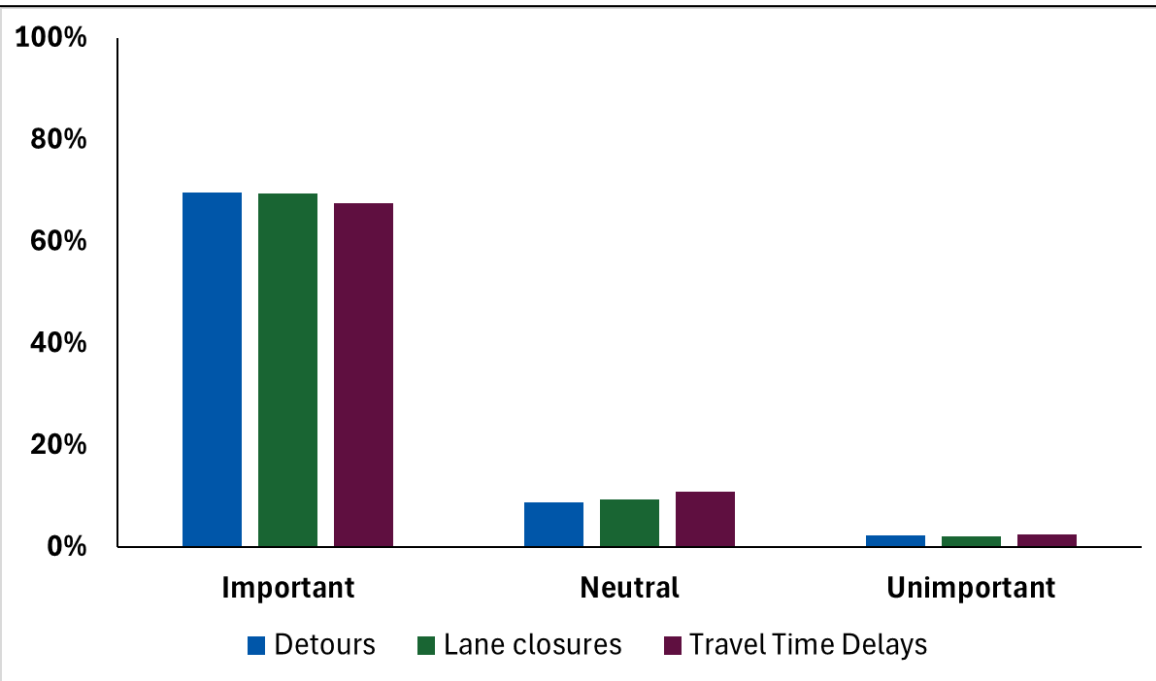
Q5: Indicate how often you would want to receive the following types of information about travel through the Bush-Wellborn intersection.



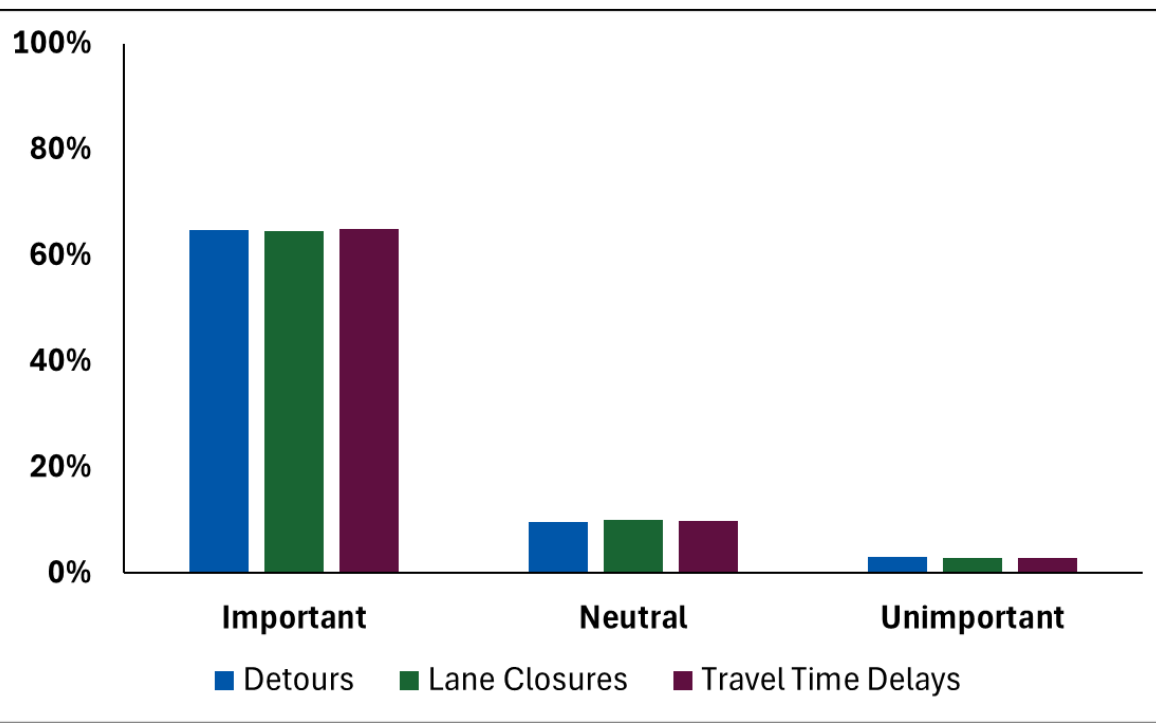
Q6: Please use the chart below to indicate when you want to receive this type of information (Mark all that apply).



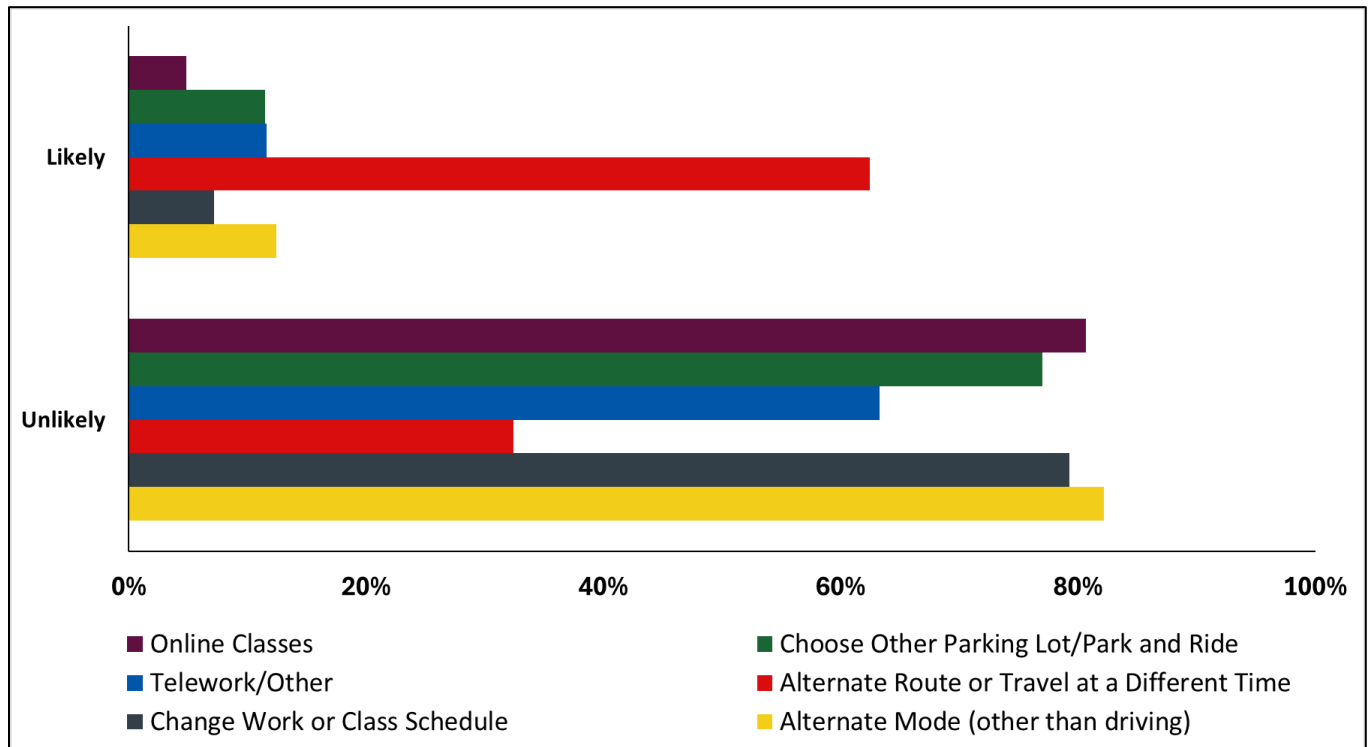
Q7: Indicate how important the following types of **pre-trip** information are during different time periods.



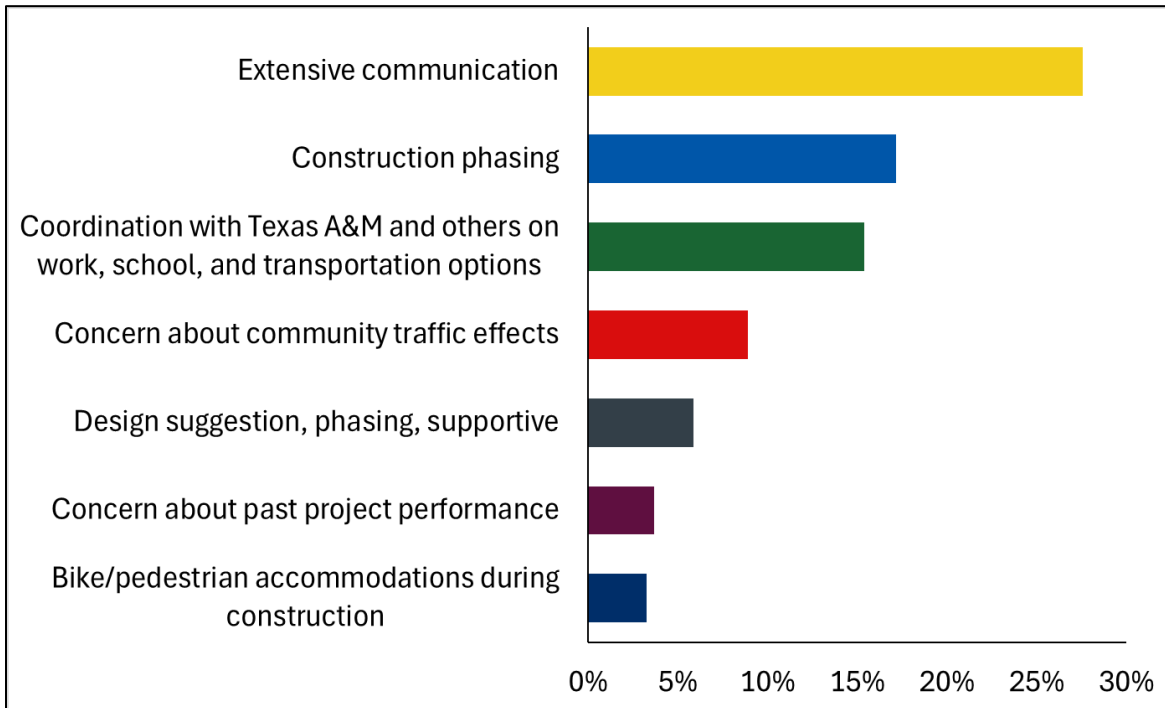
Q8: Indicate how important the following types of **en-route** information are during different time periods.



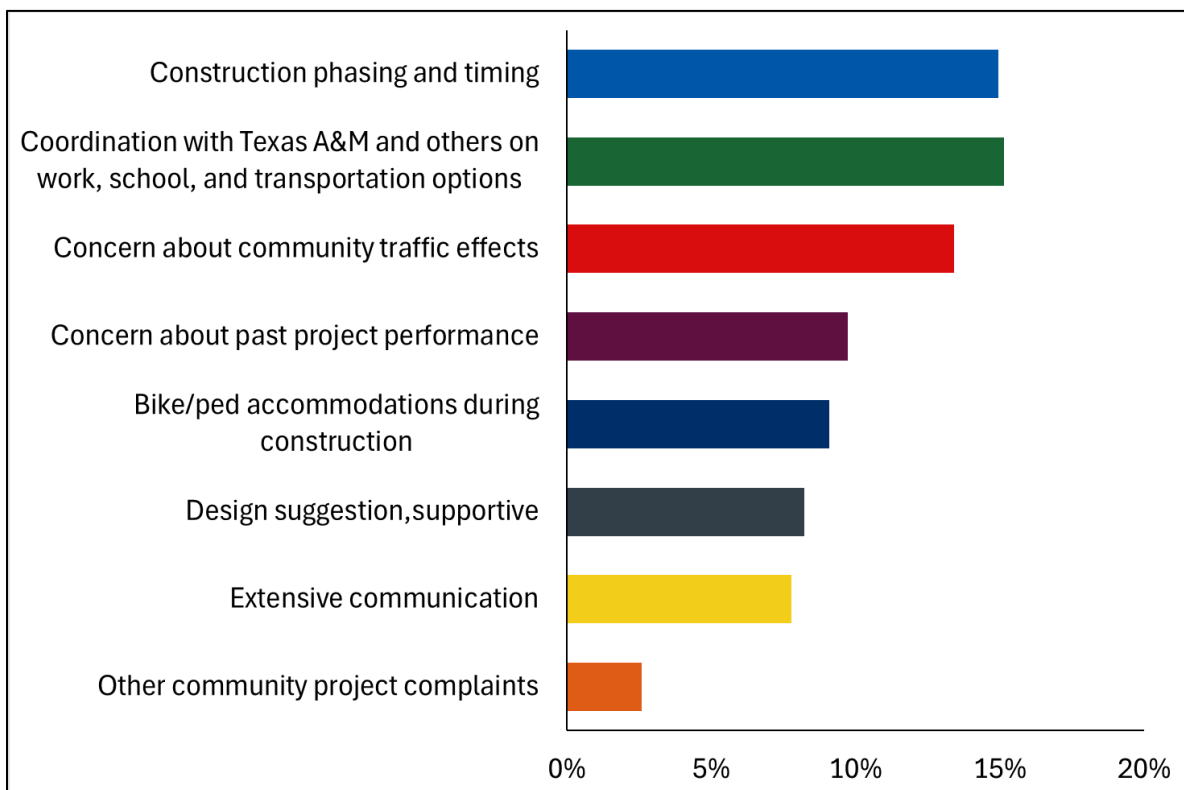
Q9: Construction will require the intersection be fully closed for an extended period at some point. How likely are you to do any of the following to avoid the closure and resulting traffic congestion.



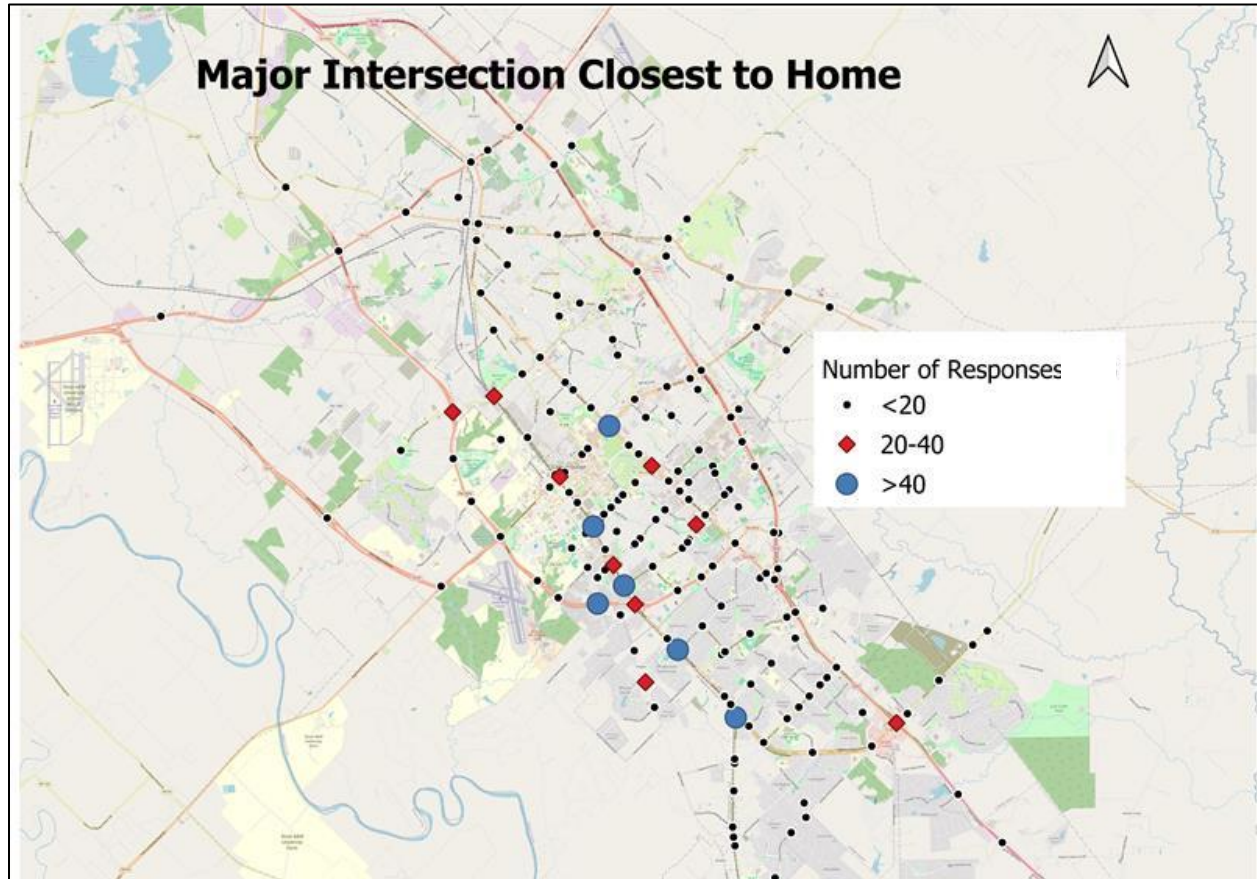
Q10: If you have any additional suggestions about traveler information, please provide them here.



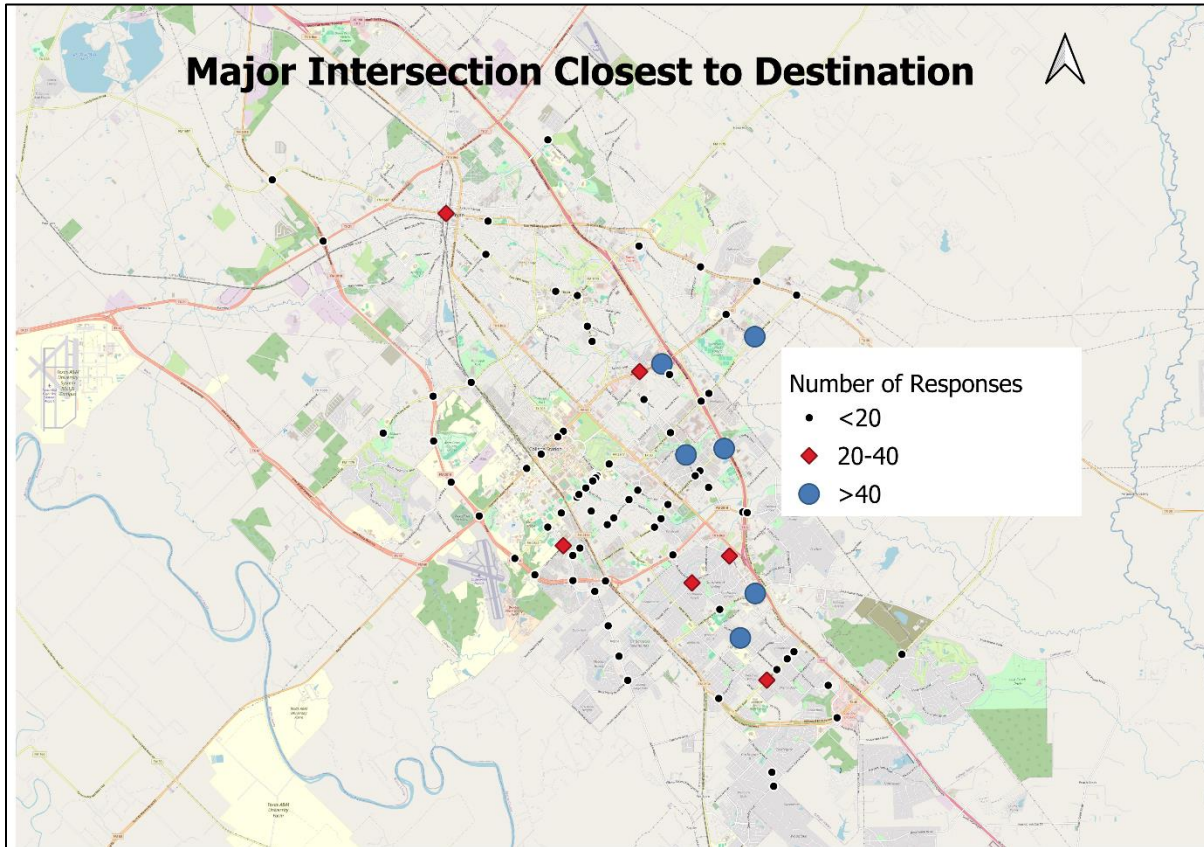
Q11: If you have any additional comments or concerns, please provide them here.



Q12: Please tell us about yourself so that we can evaluate how well our process represents the views of the community. What major intersection is closest to your home (e.g. Anderson-Southwest Parkway, South Holleman-Deacon, etc.)?



Q13: Considering your primary reason for travel through the Bush-Wellborn, what major intersection is closest to your destination (e.g. Bush-Penberthy, Wellborn-Kimbrough, etc.)?



Q14: Please indicate your affiliation. Select all that apply.

