I-66 Improvements
Attitudes and Perceptions

2014 Benchmark Study

Final Report
October 8, 2014
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Objectives and Methodology
Research Objectives

- **Awareness and Familiarity of Planned I-66 Improvements**: Understand to what degree people are already aware of the planned I-66 improvements. If aware, assess the depth of their familiarity: what do they know?

- **Perceptions and Misperceptions of Planned I-66 Improvements**: Assess the attitudes, perceptions, and misperceptions of I-66 users.

- **Expectations for I-66 Improvements**: Identify what the public wants and expects from this project, and how these desires and expectations compare to other transportation-related improvements in the region.

- **Support for I-66 Improvements**: Understand the degree of support for the I-66 improvements. Assess the perceptions of I-66 users regarding several key issues related to the proposed solutions.

- **Drivers of Support**: Identify the key drivers of support.

- **Messaging for I-66**: Identify the optimal key messages for the public information and education campaign.

- **Potential Issues**: Provide preliminary input on potential key issues.

- **Communications Impact Tracking**: Assess how much people know about the planned improvements for I-66 – their base awareness and familiarity – and the degree to which they feel they have the needed and expected amount of information on this project.

- **Key Segmentation**: Understand the above issues from the perspectives of several key sub-segments of I-66 user groups.
Survey Methodology

• SIR conducted a 20-minute telephone survey of I-66 users from July 7 to August 4, 2014.

• We fielded an additional 150 completes of Metro/bus users from August 11 to September 7, using the same methodology and they are included in this final report.

• The sample design parameters were created using “On the Map” software to produce a representative universe across all zip codes that make up the I-66 feeder area of users and residents.

• A total of 1,321 surveys were completed.

• Study results contain a margin of error of +/- 2.6 percentage points at the 95% confidence level.
Respondent Profile
Q43. What is your gender?

55% of Respondents Are Male

- Male: 55%
- Female: 45%

n = 1,321
A Majority of Respondents Are Either Gen Xers or Baby Boomers

- Millennial: 12%
- Generation X: 41%
- Baby Boomer: 44%
- Silent: 4%

Q4. In what year were you born?

n = 1,321
Approximately Three-Quarters of Respondents Are White

Q36. Which of the following best describes your race or ethnicity?

- White, non-Hispanic: 77%
- Asian: 6%
- African American, Black: 6%
- Hispanic: 3%
- Native American: 1%
- Refused: 4%
- Other: 2%

n = 1,321
Respondents’ Average Annual Household Income is $136,000

Q43. Which of the following best represents your total combined annual household income?

- Less than $25,000: 1%
- $25,000-$49,999: 3%
- $50,000-$74,999: 6%
- $75,000-$99,999: 10%
- $100,000-$124,999: 14%
- $125,000-$149,999: 11%
- $150,000-$174,999: 8%
- $175,000-$199,999: 6%
- $200,000 or more: 14%
- Don’t know/Refused: 28%

n = 1,321
Two-Thirds of Respondents Are Working Full-Time

- Employed full-time: 67%
- Retired: 12%
- Employed part-time: 7%
- Stay at home parent: 4%
- Working at home full-time: 3%
- Not currently employed: 3%
- Currently a student and working...: 1%
- Currently a student and not...: 1%
- Working at home part-time: 1%
- Other: 1%

Q32. Which of the following best describes your employment status?

n = 1,321
A Majority of Respondents Have a College or Graduate Degree

Q35. What is the highest level of education you have completed?

- College graduate: 38%
- Graduate degree or professional degree: 40%
- Some graduate studies: 4%
- Some college: 13%
- High school graduate: 5%
- Don’t know/Refused: 1%

n = 1,321
Approximately Half of All I-66 Respondents Live One to Five Miles Away from I-66

Q10a. How close do you live to I-66?

- Within 1-2 blocks: 5%
- Within one-quarter of a mile: 7%
- One-quarter of a mile to a mile away: 16%
- One to five miles away: 47%
- More than 5 miles away: 26%

n = 1,321
Using the Respondent Profile and Behavioral Characteristics, We Can View the Research Findings from Four Key Segmentations

- **Direction of Travel**
  - East
  - West

- **Frequency of Use**
  - Light
  - Medium
  - Heavy

- **Purpose of Travel**
  - Work
  - Non-work

- **Mode of Transportation**
  - SOV
  - HOV-2
  - HOV-3
  - Metro/bus
When Leaving Their Home, 66% of Respondents Travel East Along the I-66 Corridor

Q8a. When leaving your home, which direction are you typically headed on I-66?

n = 1,321
I-66 Respondents Were Split Into Light, Medium and Heavy Use

Q9. Typically, how many days a week do you travel on any portion of I-66 between the Capital Beltway and Haymarket?
Slightly Less than Half of Respondents Primarily Use I-66 for Going to or from Work

- **Going to or from work**: 43%
- **Shopping**: 26%
- **Other social activities**: 19%
- **Visiting family**: 19%
- **Personal appointments**: 18%
- **Work-related**: 9%
- **Going to or from school**: 5%
- **Dropping off or picking**: 3%

Q10. Which are the most typical purposes of your trips on I-66?
A Majority of Respondents Primarily Travel on I-66 as Single Occupancy Vehicle Traveler

- Drive alone: 57%
- HOV-2: 18%
- HOV-3: 13%
- Metro/Bus: 12%

n = 1,321

Q11. How do you primarily travel on I-66?
10 Key Findings
I-66 users see traffic congestion as a problem that continues to get worse. The vast majority feel improvements to the corridor should be made.
84% of Respondents Rated Traffic Congestion along I-66 as a Very Big Problem

Q15. On a scale of 1 to 5, where “1” means you feel there is “no problem” and “5” means you believe that it is a “very big problem,” how would you rate traffic congestion along I-66?
84% of Respondents Also Believe Traffic Congestion along I-66 Is Increasing

Q16. To what extent do you agree that traffic congestion along I-66 is increasing?

- 5 - Agree very much: 70%
- 4: 14%
- 3: 10%
- 2: 2%
- 1 - Do not agree at all: 1%

n = 1,321
Respondents Traveling East and For Work Are the Most Likely to Say Traffic Congestion on I-66 is Problematic and Increasing

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Problematic</th>
<th>Increasing</th>
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</thead>
<tbody>
<tr>
<td>Direction of travel</td>
<td>East</td>
<td>88%*</td>
<td>86%*</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>80%</td>
<td>82%</td>
</tr>
<tr>
<td>Frequency of use</td>
<td>Light</td>
<td>80%</td>
<td>79%</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>88%*</td>
<td>87%*</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>87%*</td>
<td>89%*</td>
</tr>
<tr>
<td>Purpose of travel</td>
<td>Work</td>
<td>87%*</td>
<td>87%*</td>
</tr>
<tr>
<td></td>
<td>Non-work</td>
<td>83%</td>
<td>83%</td>
</tr>
<tr>
<td>Mode of transportation</td>
<td>SOV</td>
<td>86%*</td>
<td>86%*</td>
</tr>
<tr>
<td></td>
<td>HOV-2</td>
<td>84%</td>
<td>85%*</td>
</tr>
<tr>
<td></td>
<td>HOV-3</td>
<td>83%</td>
<td>78%</td>
</tr>
<tr>
<td></td>
<td>Metro/Bus</td>
<td>80%*</td>
<td>80%</td>
</tr>
</tbody>
</table>

Q15. On a scale of 1 to 5, where “1” means you feel there is “no problem” and “5” means you believe that it is a “very big problem,” how would you rate traffic congestion along I-66?

Q16. To what extent do you agree that traffic congestion along I-66 is increasing?
86% of Respondents Agree That Current Traffic Congestion Makes it Difficult to Predict Trip Length

- High level of traffic congestion makes it difficult to predict trip length: 17% agree very much, 70% agree somewhat.
- It is getting more difficult to travel on I-66: 19% agree very much, 64% agree somewhat.
- It is getting more stressful to travel on I-66: 19% agree very much, 62% agree somewhat.
- Congestion has reached such a level that changes need to be made: 18% agree very much, 63% agree somewhat.
- It is getting less safe to travel on I-66: 16% agree very much, 39% agree somewhat.
- There are enough transportation options in this corridor to meet the needs of commuters: 14% agree very much, 11% agree somewhat, 21% disagree.

Percentages represent top two box ratings of “4” and “5.”

n = 1,321
81% of Respondents Strongly Believe Changes Should be Made to the I-66 Corridor

Q18. To what extent do you believe changes should be made to I-66 to improve travel through the corridor?

- 5 - Strongly believe changes should be made: 64%
- 4 - Agree: 17%
- 3 - Neither agree nor disagree: 12%
- 2 - Disagree: 3%
- 1 - Strongly disagree: 3%

n = 1,321
Medium and Heavy I-66 Users Are Significantly More Likely to Believe Changes Should be Made to Improve Traffic in the Corridor

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direction of travel</td>
<td>East</td>
<td>84%*</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>77%</td>
</tr>
<tr>
<td>Frequency of use</td>
<td>Light</td>
<td>73%</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>86%*</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>87%*</td>
</tr>
<tr>
<td>Purpose of travel</td>
<td>Work</td>
<td>87%*</td>
</tr>
<tr>
<td></td>
<td>Non-work</td>
<td>78%</td>
</tr>
<tr>
<td>Mode of transportation</td>
<td>SOV</td>
<td>83%*</td>
</tr>
<tr>
<td></td>
<td>HOV-2</td>
<td>77%</td>
</tr>
<tr>
<td></td>
<td>HOV-3</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>Metro/Bus</td>
<td>78%</td>
</tr>
</tbody>
</table>

Q18. To what extent do you believe changes should be made to I-66 to improve travel through the corridor?

n = 1,321
I-66 users see the benefits of improving the corridor; they just lack confidence that these benefits could ever be realized.
Most Respondents Find That Helping Ease Bottlenecks or Traffic Jams in the Area Is the Most Important Reason for Improving I-66

Q19. How important is each of the following as a reason for improving travel in the I-66 corridor?

- Help ease bottlenecks or traffic jams in the area: 14% very important (4), 75% very important (5), 89% total importance.
- Make it easier to travel through the area: 21% very important (4), 64% very important (5), 85% total importance.
- Make it faster to travel through the area: 21% very important (4), 60% very important (5), 81% total importance.
- Improve safety of traveling through the area: 18% very important (4), 53% very important (5), 71% total importance.

Percentages represent top two box ratings of “4” and “5.”

n = 1,321
Respondents’ Confidence Level in Improving Different Aspects of I-66 Is Low

- Help ease bottlenecks or traffic jams in the area: 19% very confident, 39% somewhat confident, 58% total confidence.
- Make it easier to travel through the area: 20% very confident, 37% somewhat confident, 57% total confidence.
- Make it faster to travel through the area: 20% very confident, 35% somewhat confident, 55% total confidence.
- Improve safety of traveling through the area: 18% very confident, 31% somewhat confident, 49% total confidence.

Percentages represent top two box ratings of “4” and “5.”

Q20. How confident are you that changes to I-66 can bring about each of the following?

n = 1,321
Gap Analysis Shows Where Areas of Importance Are Not Being Met by High Confidence Levels

<table>
<thead>
<tr>
<th>Description</th>
<th>Importance</th>
<th>Confidence</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help ease bottlenecks or traffic jams in the area</td>
<td>89%</td>
<td>58%</td>
<td>-31</td>
</tr>
<tr>
<td>Make it easier to travel through the area</td>
<td>85%</td>
<td>57%</td>
<td>-28</td>
</tr>
<tr>
<td>Make it faster to travel through the area</td>
<td>81%</td>
<td>55%</td>
<td>-26</td>
</tr>
<tr>
<td>Improve safety of traveling through the area</td>
<td>71%</td>
<td>49%</td>
<td>-22</td>
</tr>
</tbody>
</table>

n = 1,321
I-66 corridor communication efforts must work to build confidence that corridor improvements will make a difference in delivering several major benefits.
As of now, only one-third of I-66 users have heard of plans to improve I-66.
Marketing Communications Model:

Awareness, Familiarity, Consideration, Desired Behavior
Approximately One-Third of Respondents Had Heard About Plans to Improve I-66

Q21. Have you ever read or heard anything about plans to improve I-66 from the Capital Beltway to Haymarket?

Yes 36%
No 63%
Don't Know 1%

n = 1,321
Eastbound Travelers Are Slightly More Likely to Have Heard About Plans to Improve I-66

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Heard Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direction of travel</td>
<td>East</td>
<td>38%*</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>31%</td>
</tr>
<tr>
<td>Frequency of use</td>
<td>Light</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>38%*</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>38%*</td>
</tr>
<tr>
<td>Purpose of travel</td>
<td>Work</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>Non-work</td>
<td>35%</td>
</tr>
<tr>
<td>Mode of transportation</td>
<td>SOV</td>
<td>37%*</td>
</tr>
<tr>
<td></td>
<td>HOV-2</td>
<td>37%*</td>
</tr>
<tr>
<td></td>
<td>HOV-3</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>Metro/Bus</td>
<td>36%</td>
</tr>
</tbody>
</table>

n = 1,321

Q21. Have you ever read or heard anything about plans to improve I-66 from the Capital Beltway to Haymarket?
Male Respondents Are More Likely to Have Heard About Plans to Improve I-66

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Heard Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>38%*</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32%</td>
</tr>
<tr>
<td>Generation</td>
<td>Millennial</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>Gen X</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td>Boomer</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td>Silent**</td>
<td>32%</td>
</tr>
<tr>
<td>Race</td>
<td>White</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>Non-white</td>
<td>31%</td>
</tr>
<tr>
<td>Proximity to I-66</td>
<td>Within 1 mile</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>More than 1 mile</td>
<td>37%</td>
</tr>
</tbody>
</table>

n = 1,321

Q21. Have you ever read or heard anything about plans to improve I-66 from the Capital Beltway to Haymarket?
Only one-third of I-66 users have heard about the plans to improve I-66. The lack of awareness is lowest among light users, women and non-white segments. The public information and education campaign must include ways to build not only overall awareness, but especially awareness among these segments.
Among I-66 users, familiarity with plans to improve I-66 is extremely low.
Marketing Communications Model

Awareness

Familiarity

Consideration

Desired Behavior
A Majority of Respondents Are Not Familiar with VDOT and DRPT’s Plans for I-66

12% of respondents who are at all aware of the I-66 plan are also very familiar with it.

Q23. How familiar would you say you are with VDOT and VDRPT’s plans for the I-66 corridor?

n = 1,321
Respondents Who Use the Corridor for Work Are More Likely to Be Familiar with the I-66 Plans

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direction of travel</td>
<td>East</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>5%</td>
</tr>
<tr>
<td>Frequency of use</td>
<td>Light</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>7%</td>
</tr>
<tr>
<td>Purpose of travel</td>
<td>Work</td>
<td>8%*</td>
</tr>
<tr>
<td></td>
<td>Non-work</td>
<td>4%</td>
</tr>
<tr>
<td>Mode of transportation</td>
<td>SOV</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>HOV-2</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>HOV-3</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Metro/Bus</td>
<td>8%</td>
</tr>
</tbody>
</table>

n = 1,321

Q23. How familiar would you say you are with VDOT and VDRPT’s plans for the I-66 corridor?
The I-66 public information and education communication campaign should include specific facts about the planned corridor improvements to build familiarity.
Half of I-66 users support the corridor improvement plans.
Marketing Communications Model

Awareness

Familiarity

Consideration

Desired Behavior
Respondents Were Read This Explanation of the I-66 Plans Before They Were Asked about Support

VDOT and VDRPT are proposing a multi-modal approach to improve the flow of traffic on I-66 from the Capital Beltway to Haymarket.

VDOT and VDRPT plan to provide three regular lanes on I-66 that are open and free to all traffic, and plan to convert the existing HOV-2 lane and add a second lane to create two toll, carpool (HOV-3), and bus lanes with pricing based on congestion, similar to the I-495 Express Lanes. Bus service on these lanes is planned to include express buses, increased park-and-ride lots, and improved bus access to and from these lanes.
Just Over Half of Respondents Are Supportive of VDOT and DRPT’s Plans for I-66

One-Quarter Are Not Supportive

Q26. How supportive are you of this plan for I-66?

- 5 - Very supportive: 31%
- 4: 22%
- 3: 20%
- 2: 9%
- 1 - Not supportive: 16%
When Asked about Their Rating of the I-66 Plan, Approximately Half of Users Gave a Negative Comment

- Positive: 30%
- Neutral: 23%
- Negative: 47%

Q26A. Why did you give VDOT’s I-66 plan this rating?

n = 736
Let’s Look At **Supporters**

Q26. How supportive are you of this plan for I-66?

- **1 - Not supportive**: 16%
- **2**: 9%
- **3**: 20%
- **4**: 22%
- **5 - Very supportive**: 31%

**n = 1,321**
There Are No Significant Differences in Support of the I-66 Plan Based on User Segmentations

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Supportive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direction of travel</td>
<td>East</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>50%</td>
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<td>Frequency of use</td>
<td>Light</td>
<td>55%</td>
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<tr>
<td></td>
<td>Medium</td>
<td>51%</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>52%</td>
</tr>
<tr>
<td>Purpose of travel</td>
<td>Work</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>Non-work</td>
<td>53%</td>
</tr>
<tr>
<td>Mode of transportation</td>
<td>SOV</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>HOV-2</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>HOV-3</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>Metro/Bus</td>
<td>50%</td>
</tr>
</tbody>
</table>

n = 1,321

Q26. How supportive are you of this plan for I-66?
Millennial Respondents Are Significantly More Likely to Support the I-66 Plans

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Supportive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>54%</td>
</tr>
<tr>
<td>Generation</td>
<td>Millennial</td>
<td>65%*</td>
</tr>
<tr>
<td></td>
<td>Gen X</td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td>Boomer</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>Silent**</td>
<td>53%</td>
</tr>
<tr>
<td>Race</td>
<td>White</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>Non-white</td>
<td>60%</td>
</tr>
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<td>53%</td>
</tr>
<tr>
<td></td>
<td>More than 1 mile</td>
<td>55%</td>
</tr>
</tbody>
</table>

n = 1,321

Q26. How supportive are you of this plan for I-66?
Why did you give VDOT's I-66 plan this rating?

Positive Comments

- Like the overall/multimodal plan: 31%
- Think it will help: 30%
- Like HOV/HOT lanes: 21%
- Will promote buses and carpooling: 7%
- Other: 11%

n = 221

Q26A. Why did you give VDOT’s I-66 plan this rating? [Positive]
Positive Comments

“Good approach to the problem, should provide variety of options.”

“I commonly use the express lanes, so I find it more convenient and I agree with the plan.”

“I like the idea of encouraging vanpools and carpools and more than one person in a car.”

“It seems balanced and lets people make their own choices, really like the express lanes on 495.”

“I think that once the changes are done it would make it easier to travel on I-66.”

“It will help alleviate the problem to a significant amount and allow flexibility to the commuters.”
Let’s Look At **Non-Supporters**

Q26. How supportive are you of this plan for I-66?

- **1 - Not supportive**: 16%
- **2**: 9%
- **3**: 20%
- **4**: 22%
- **5 - Very supportive**: 31%

**n = 1,321**
Why did you give VDOT’s I-66 plan this rating? 

Negative Comments

- Negative about toll: 25%
- Don't like HOV/HOT: 17%
- Won't solve problems: 12%
- Want more regular lanes: 8%
- Prefer extended Metro: 6%
- Negative bus comment: 5%
- Toll lanes didn't work elsewhere: 5%
- Other: 22%

n = 343
Negative Comments

“I don't want to pay extra for tolls. I already pay enough via taxes that should be used to fund improvements of the roads.”

“The time it would take to get it done, with the construction and all, and I don't know if it is necessarily going to improve things that much.”

“A lot of people cannot conform life around bus schedules or carpooling. Additional lanes are needed for all drivers.”

“Adding more lanes is not going to alleviate congestion, just put more cars on the road.”

“The bigger the road, the more congestion.”
Focus your message not only on what the I-66 corridor plans are, but on how they will alleviate traffic and improve the corridor for everyone. This will win over your non-supporters.
One in four say they will change their travel behaviors based on the proposed changes to I-66.
Marketing Communications Model

- Awareness
- Familiarity
- Consideration
- Desired Behavior
Today, One in Four Say They Plan to Change Their Commuting Habits Based on the Proposed Changes to I-66

Q27. Based on the plan for the I-66 Corridor between Capital Beltway and Haymarket, how would it change the way you use I-66?

- No change at all: 58%
- Start using toll/carpool...: 14%
- Take commuter or...: 6%
- Form/join an HOV-3...: 2%
- Form/join a vanpool: 1%
- Give up HOV-2 carpooling: 2%
- Other: 11%

n = 1,321
Heavy Users and Work Commuters Are the Most Likely to Change Their Behavior Based on the I-66 Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direction of travel</td>
<td>East</td>
<td>25%*</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>17%</td>
</tr>
<tr>
<td>Frequency of use</td>
<td>Light</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>28%*</td>
</tr>
<tr>
<td>Purpose of travel</td>
<td>Work</td>
<td>27%*</td>
</tr>
<tr>
<td></td>
<td>Non-work</td>
<td>20%</td>
</tr>
<tr>
<td>Mode of transportation</td>
<td>SOV</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>HOV-2</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>HOV-3</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Metro/Bus</td>
<td>22%</td>
</tr>
</tbody>
</table>

Q27. Based on the plan for the I-66 Corridor between Capital Beltway and Haymarket, how would it change the way you use I-66?
Millennials and White Respondents Are the Most Likely to Make a Change Based on the I-66 Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>25%*</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>20%</td>
</tr>
<tr>
<td>Generation</td>
<td>Millennial</td>
<td>32%*</td>
</tr>
<tr>
<td></td>
<td>Gen X</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>Boomer</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Silent**</td>
<td>5%</td>
</tr>
<tr>
<td>Race</td>
<td>White</td>
<td>36%*</td>
</tr>
<tr>
<td></td>
<td>Non-white</td>
<td>20%</td>
</tr>
<tr>
<td>Proximity to I-66</td>
<td>Within 1 mile</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>More than 1 mile</td>
<td>23%</td>
</tr>
</tbody>
</table>

Q27. Based on the plan for the I-66 Corridor between Capital Beltway and Haymarket, how would it change the way you use I-66?
39% of Respondents Just Prefer to Commute the Way They Are Currently Commuting

- I prefer to commute the way I am currently commuting: 39%
- My work/school hours vary: 18%
- No vanpools operating in the area where I live, work and/or go to...: 11%
- I might need to stay late or leave work/school early: 6%
- Lack of control over the atmosphere in the car/van: 4%
- I would not save any time by commuting in a...: 2%
- Other: 13%

Q12. You indicated that you currently commute as a single occupant driver – that you are not in a pre-arranged carpool, vanpool or by bus. Why is that?

n = 752
One-quarter of I-66 users plan to start using alternative options for commuting based on the I-66 plan. This is a great benchmark for future research in hopes of better gauging how the I-66 improvements have positively impacted users.
Awareness and familiarity lift support for the I-66 plans and desired behavior once plans are in place.
Respondents Who Are **Aware** of I-66 Plans Are Slightly More Likely to Be Supportive of It

Q26. How supportive are you of this plan for I-66?

n = 1,321
Respondents Who Are **More Familiar** with the I-66 Plan Are More Likely to Be Supportive of It

**Support For I-66 Plan**

<table>
<thead>
<tr>
<th>Familiarity &quot;1-2&quot;</th>
<th>Familiarity &quot;3&quot;</th>
<th>Familiarity &quot;4-5&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td>32%</td>
<td>44%</td>
</tr>
<tr>
<td>23%</td>
<td>23%</td>
<td>18%</td>
</tr>
</tbody>
</table>

```
Q26. How supportive are you of this plan for I-66?
```
Respondents Who Are **Supportive** of the I-66 Plan Are More Likely to Change Their Behavior

Q27. Based on the plan for the I-66 Corridor between Capital Beltway and Haymarket, how would it change the way you use I-66?

n = 1,321
Knowledge is power. Those who are aware of and those more familiar with the I-66 plan are more likely to support the I-66 changes, and to say they will change their travel behavior due to the I-66 plans.
Adding express lanes is the strongest driver of support for the I-66 plan.
Respondents Are Most Supportive of Widening I-66 by Adding More Regular Lanes

- Widen the road by adding more regular lanes: 68% (50% very supportive)
- Widen the road by adding carpool lanes: 43% (26% very supportive)
- Widen the road by adding express lanes: 42% (25% very supportive)
- Add a new bus-only lane: 33% (19% very supportive)
- Moving I-66 HOV lane requirement from HOV-2 to HOV-3: 18% (9% very supportive)

Percentages represent top two box ratings of “4” and “5.”

Q24. Numerous suggestions have been made by the public and by officials for changes to I-66 to improve the flow of traffic in this area. How supportive are you of each of these possible changes to I-66?
Regression Analysis

Statistical regression analysis models data to explore and identify any linkages between how people rated overall measures related to specific performance variables. This process looks for relationships or predictors where a higher rating on an attribute positively or negatively impacts the overall rating.
Adding More Express Lanes Is the Strongest Driver of Support for the I-66 Plan

- Widen the road by adding express lanes: 0.451
- Widen the road by adding carpool lanes: 0.115
- Add a new bus-only lane: 0.187
- Widen the road by adding more regular lanes: 0.082
- Moving HOV-2 lane requirements to HOV-3

Support for I-66 plan

Coefficient rating

Higher rating on attribute positively impacts supportiveness
Regression analysis shows strong correlations between most aspects of the I-66 plan and support. Educating I-66 users about the intent to add express lanes will lead to the largest increase in support of the I-66 plan.
Approximately Three-Quarters of Respondents Are Supportive of an Express Bus Service That Takes Workers to Major Employment Centers

- Express/commuter bus service to take work commuters to major employment centers: 27% (4) and 45% (5) — 72%
- Shuttle bus service that would run from central locations and take riders to Metro stations: 24% (4) and 43% (5) — 67%
- Park and Ride lots along I-66: 25% (4) and 37% (5) — 62%
- Local bus service: 21% (4) and 29% (5) — 50%
- Expansion of vanpool opportunities: 17% (4) and 26% (5) — 43%

Percentages represent top two box ratings of “4” and “5.”

Q25. To what extent do you support introduction or expansion of each of the following along I-66?
Express/Commuter Bus Services to Take Workers to Major Employment Centers Is the Strongest Driver of Support For the I-66 Plan

- Park and Ride lots along I-66
- Local bus service
- Express/commuter bus services to take work commuters to major employment centers
- Shuttle bus service that would run from central locations and take riders to Metro stations
- Expansion of vanpool opportunities

Support for I-66 plan

Coefficient rating

Higher rating on attribute positively impacts supportiveness

Coefficient rating

.174

.093
Regression analysis shows strong correlations between support for the I-66 plan and express/commuter and shuttle services to take work commuters to major employment centers and metro riders to Metro stations. Introducing these services will lead to the largest increase in support of the I-66 plan.
Alternatives to SOV travel hold tremendous promise for the I-66 plan.
Regardless of Their Current Mode of Transportation, Respondents Are Most Likely to Telework and Use the Metrorail in the Future

percentages represent top two box ratings of “4” and “5.”

Q14. Regardless of the mode of transportation you use today for your commute, how likely are you to ------ in the future?
Eastbound Travelers and Work Commuters Are the Most Likely to Explore Teleworking Options

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Telework</th>
<th>Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direction of travel</td>
<td>East</td>
<td>34%*</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Frequency of use</td>
<td>Light</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>35%*</td>
<td>26%</td>
</tr>
<tr>
<td>Purpose of travel</td>
<td>Work</td>
<td>38%*</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>Non-work</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Mode of transportation</td>
<td>SOV</td>
<td>33%*</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>HOV-2</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>HOV-3</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>Metro/Bus</td>
<td>38%*</td>
<td>71%*</td>
</tr>
</tbody>
</table>

Q14. Regardless of the mode of transportation you use today for your commute, how likely are you to ______ in the future?
Gen X Respondents Are More Likely to Telework and Millennials Are More Likely to Use the Metro in the Future

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Telework</th>
<th>Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>28%</td>
<td>24%</td>
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<tr>
<td>Generation</td>
<td>Millennial</td>
<td>26%</td>
<td>35%*</td>
</tr>
<tr>
<td></td>
<td>Gen X</td>
<td>36%*</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>Boomer</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Silent**</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Race</td>
<td>White</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Non-white</td>
<td>33%</td>
<td>36%*</td>
</tr>
<tr>
<td>Proximity to I-66</td>
<td>Within 1 mile</td>
<td>32%</td>
<td>30%*</td>
</tr>
<tr>
<td></td>
<td>More than 1 mile</td>
<td>30%</td>
<td>24%</td>
</tr>
</tbody>
</table>

n = 1,321

Q14. Regardless of the mode of transportation you use today for your commute, how likely are you to ------ in the future?
Addressing alternative travel modes as part of the I-66 plan, including teleworking, may have a significant impact on the final effectiveness of the planned corridor improvements.
Many I-66 users want to be directly informed, and want to assist VDOT and DRPT with future planning.
59% of Respondents Find It Important to Be Kept Informed about I-66 Plans

Q29. How important is it to you to be kept informed about plans for changes to I-66?

n = 1,321
When Asked about the Importance of Staying Informed about I-66 Plans, Eastbound Travelers and Work Commuters Are the Most Interested

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direction of travel</td>
<td>East</td>
<td>62%*</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>52%</td>
</tr>
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<td>Light</td>
<td>47%</td>
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<tr>
<td></td>
<td>Medium</td>
<td>56%*</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>70%*</td>
</tr>
<tr>
<td>Purpose of travel</td>
<td>Work</td>
<td>64%*</td>
</tr>
<tr>
<td></td>
<td>Non-work</td>
<td>54%</td>
</tr>
<tr>
<td>Mode of transportation</td>
<td>SOV</td>
<td>61%*</td>
</tr>
<tr>
<td></td>
<td>HOV-2</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>HOV-3</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>Metro/Bus</td>
<td>60%</td>
</tr>
</tbody>
</table>

Q29. How important is it to you to be kept informed about plans for changes to I-66?

n = 1,321
I-66 Users Who Live Within a Mile of the Corridor Are Significantly More Likely to Want to be Informed About I-66 Plans

<table>
<thead>
<tr>
<th>Category</th>
<th>Group</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>57%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>59%</td>
</tr>
<tr>
<td>Generation</td>
<td>Millennial</td>
<td>52%</td>
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<tr>
<td></td>
<td>Gen X</td>
<td>60%</td>
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<tr>
<td></td>
<td>Boomer</td>
<td>59%</td>
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<tr>
<td></td>
<td>Silent**</td>
<td>53%</td>
</tr>
<tr>
<td>Race</td>
<td>White</td>
<td>56%</td>
</tr>
<tr>
<td></td>
<td>Non-white</td>
<td>68%*</td>
</tr>
<tr>
<td>Proximity to I-66</td>
<td>Within 1 mile</td>
<td>68%*</td>
</tr>
<tr>
<td></td>
<td>More than 1 mile</td>
<td>55%</td>
</tr>
</tbody>
</table>

Q29. How important is it to you to be kept informed about plans for changes to I-66?
A Majority of Respondents Want to Stay Informed through the Project Website or Email Newsletters

Q31. What is your preferred method to learn more about the project?

- Project website: 38%
- Email newsletters: 27%
- Virtual Town Hall meeting via live-stream video: 2%
- Virtual Town Hall meeting via phone: 2%
- Citizen information meetings: 2%
- Other: 27%

n = 1,321
69% of Respondents Don’t Feel They Have the Amount of Information They Need about I-66

Q30. How would you describe the amount of information you have read or seen about plans for changes to I-66?

- More than what you have...: 3%
- All that you have needed: 5%
- Most of what you have...: 9%
- Some of what you have...: 13%
- Less than what you have...: 10%
- Somewhat less than what...: 5%
- Very little: 32%
- Nothing: 22%
- Don’t know/Refused: 2%

n = 1,321
Respondents Who Have at Least Some of the Information They Want Regarding the I-66 Plan Are More Likely to Be Supportive of It

Q26. How supportive are you this plan for I-66?

Support For I-66 Plan

- Don't have information: 30% support, 23% don't support
- Have information: 53% support, 57% support

n = 1,321
526 Respondents Are Interested in Being Included on a List to Receive Information about I-66 Developments

Q44. Would you like to be included on a list to receive specific information about developments of the I-66 corridor?

Yes 40%
No 60%

n = 1,321
Q45. Would you be interested in participating in future focus groups, telephone interviews or internet surveys regarding traffic and transportation issues in your area in order to have input into the transportation plans and programs developed for your area?
507 respondents are interested in being contacted again through VDOT’s new I-66 panel. This is a great way to test aspects of the public information and education campaign, engaging I-66 users and building support in the process.
Recap of Major Takeaways and Recommendations
10 Key Takeaways

1. I-66 users see traffic congestion as a problem that continues to get worse, and feel improvements to the corridor should be made.

2. One of the key challenges is convincing people that the planned improvements will work.

3. Only one-third of I-66 users have heard of plans to improve I-66.

4. As to be expected at this juncture, the I-66 plan has low awareness and familiarity.

5. Half of I-66 users support the planned improvements.

6. One in four say they will change their travel behaviors based on the proposed changes to I-66.

7. Awareness and familiarity lift support for the I-66 plans and desired behavior once plans are in place.

8. The strongest driver of support is widening the road by adding express lanes.


10. People want to be involved and well informed about changes.
Marketing Communications Recommendations

1. Launch a public information and education campaign to build awareness and familiarity.

2. Be specific, as familiarity is very low.

3. Key messaging for all:
   – The vast majority want corridor improvements now.
   – Focus on the key improvements.
   – Assure them that this will work.
   – Give them the option to get involved.

4. Pay special attention to minority groups.

5. Include telework and Metro messaging for added corridor improvement impact.

6. Build a one-to-one database, such as Megaprojects. People want direct contact and more information.

7. Use these scores as the campaign benchmark. Repeat a shorter version of this study every 12 months – look to improve awareness, familiarity, support, and stated changes to behavior.