

# NVTA TransAction 2015 Benchmark Survey



## AUDIENCE

Residents 18+ in NVTA member jurisdictions  
n=610



## DATES

October 8-15, 2015



## MODE

Online Survey



## LENGTH

12 minutes



## GEOGRAPHY

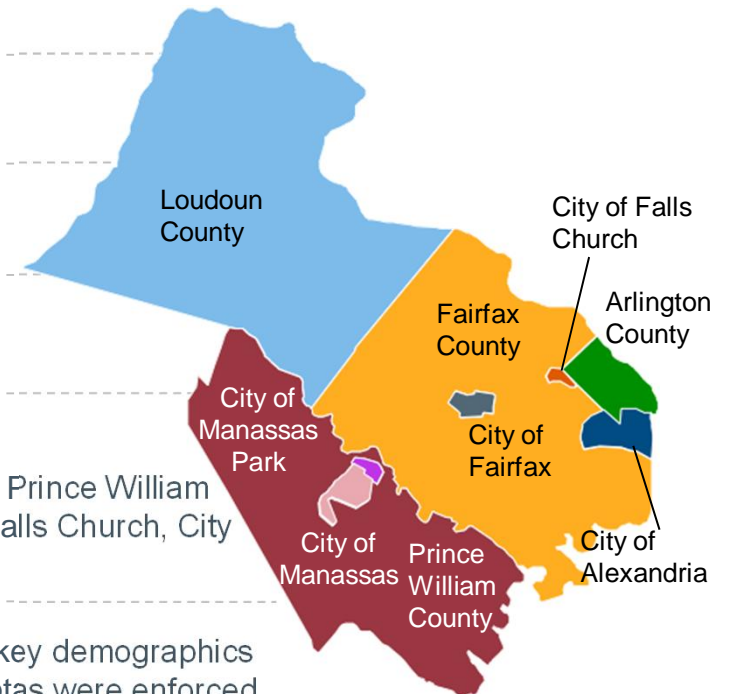
Northern Virginia

Arlington County, Fairfax County, Loudoun County, Prince William County, City of Alexandria, City of Fairfax, City of Falls Church, City of Manassas, City of Manassas Park

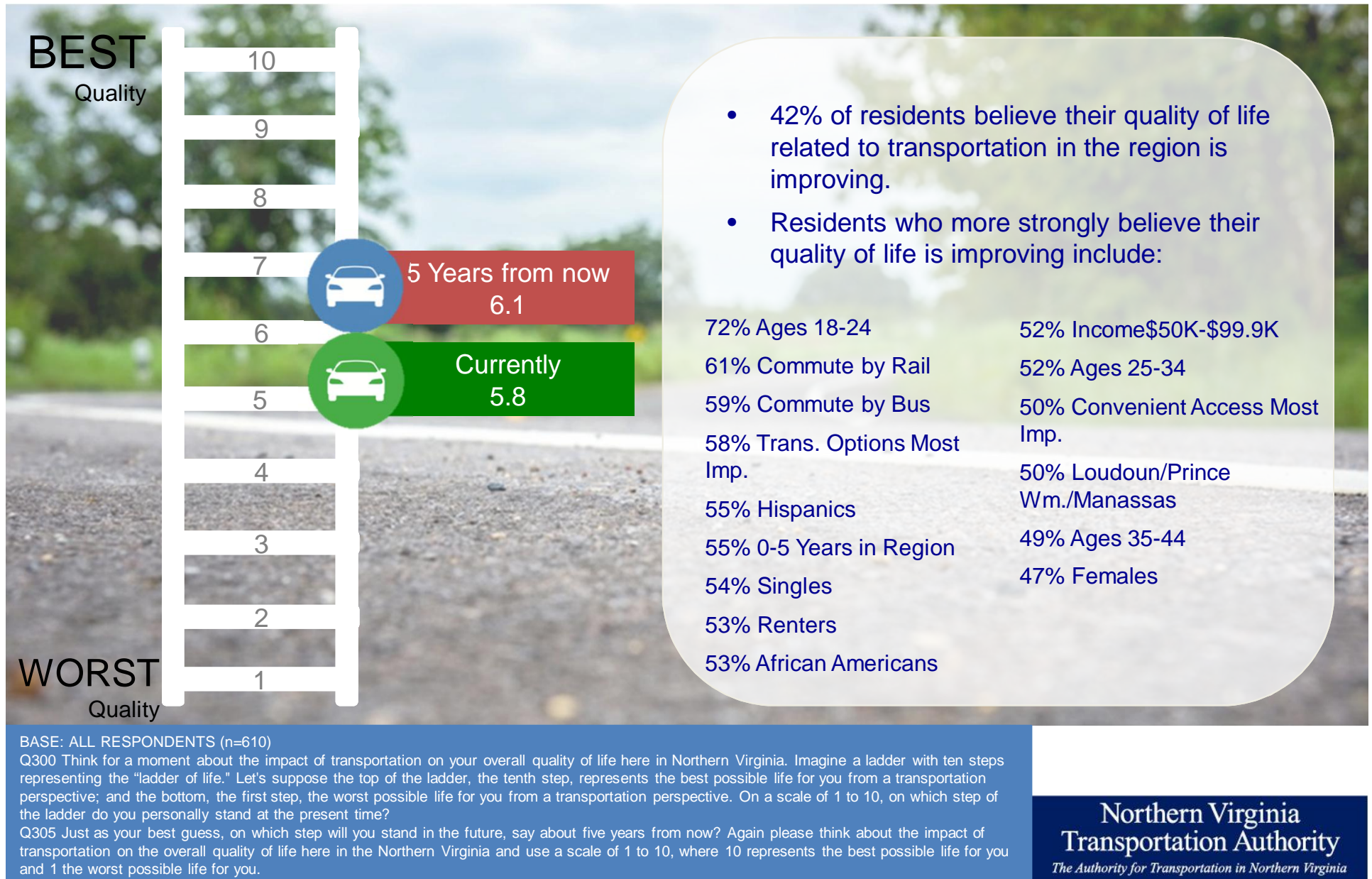


## DATA WEIGHTING

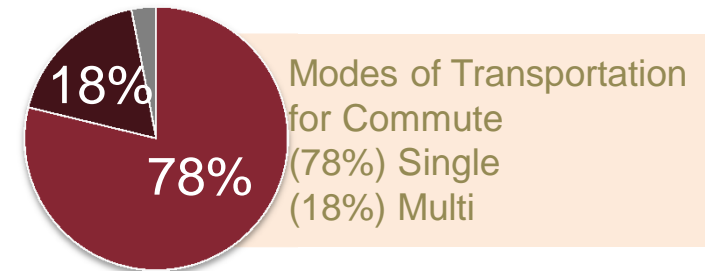
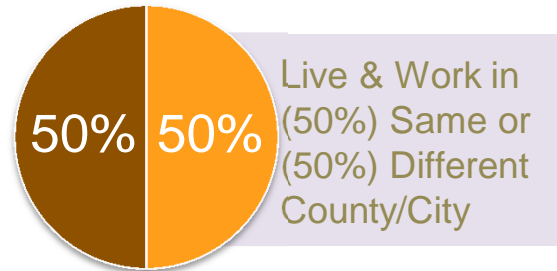
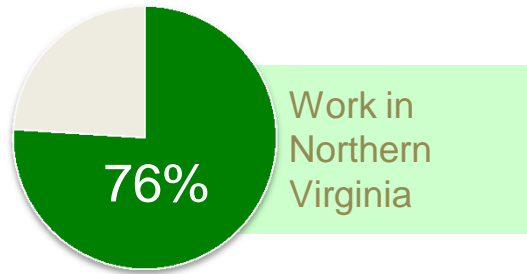
This survey was designed to be representative on key demographics such as jurisdiction, gender, age and ethnicity. Quotas were enforced among panel member participants in an effort to reflect census data for the region. Final sample reflected under representation of Hispanics and African Americans, therefore data was weighted to align with census ethnicity. Data weighting resulted in minor variance (avg. 0-2 percentage points) in actual results.



# Quality of life with regard to transportation is viewed as mediocre yet improving slightly in the short term



# Commuter Profile

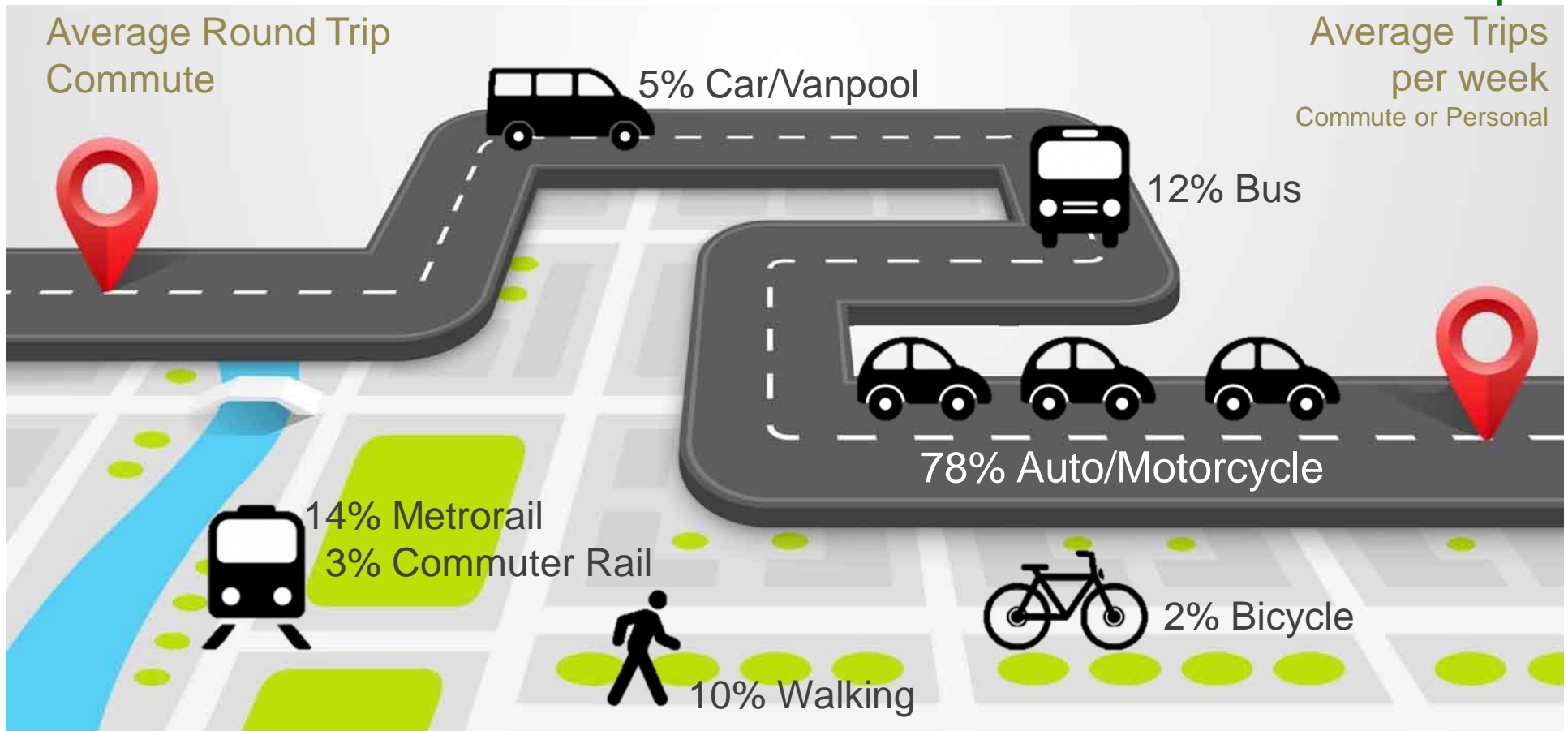


64 minutes

Average Round Trip Commute

7.4 trips

Average Trips per week Commute or Personal





**The ideal travel experience is described as quick, smooth or easy, safe and predictable**

## Ideal Travel Description



reliable  
traffic  
efficient  
pleasant  
quick fast  
relaxing timely  
smooth predictable  
time cheap  
easy safe  
convenient  
free good short  
affordable

BASE: All Respondents (n=610)  
Q711. What three words best describe your ideal travel experience?

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# Typical Northern VA travel is described as slow and congested, unpredictable and frustrating

## Typical Travel Description



BASE: All Respondents (n=610)

Q710. Imagine that you are describing your typical travel to someone from outside the region. What three words best describe your typical travel experience?

Northern Virginia  
Transportation Authority  
*The Authority for Transportation in Northern Virginia*

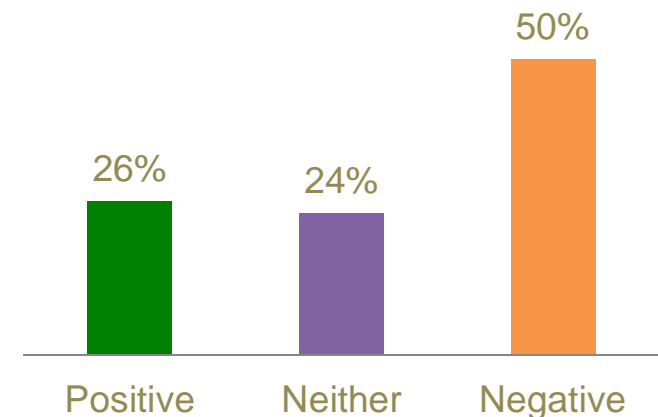
# Of those aware of issues, one quarter heard something positive, mostly related to Metro/WMATA extensions or road projects

## Top-of-Mind for Transportation Issues

### Positive (Unprompted responses)

- **44% Metro/WMATA Mentions**
  - *There is on-going work being done on metro expansion from D.C. out to Dulles airport and some other extensions allowing easier access to metro.*
  - *Extending Metrorail to Woodbridge and Haymarket.*
  - *Possibility of metro coming to Prince William county.*
- **29% Road Mentions**
  - *I-95 extending down to Fredericksburg. Route 7 expanding near Sterling to three lanes.*
  - *Rt. 1 widening project.*
  - *Approval for road changes at Belmont Ridge Rd. in Leesburg. Continued work on the interchange at Rt.7 and Rt. 9.*
- **24% I-66 Mentions**
  - *The possibility of making I-66 a toll road in certain areas.*
  - *Possible HOT lanes on 66. Extending the third lane on 66 between Ballston and Falls Church.*
  - *I-66 toll lanes in the works and widening I-66 inside the beltway.*
- **8% HOV/Express Lanes Mentions**
  - *Expansion of the HOV lane south of DC.*
  - *Expanding HOT lanes.*

Is what you heard...



### Most Likely to Hear Something *Positive*:

- 46% Aware of TransAction
- 45% Hispanics
- 39% Loudoun/Prince Wm./Manassas
- 37% Children in HH
- 36% Income <\$50K
- 35% Some College

BASE: ALL RESPONDENTS (n=610; Positive (n=99)

Q400. What, if anything, have you heard, read or seen recently regarding transportation issues, actions or news in the Northern Virginia region?

BASE: HEARD, READ, SEEN TRANSPORTATION ISSUES (n=400)

Q405. Would you consider what you have heard, read, or seen positive or negative?

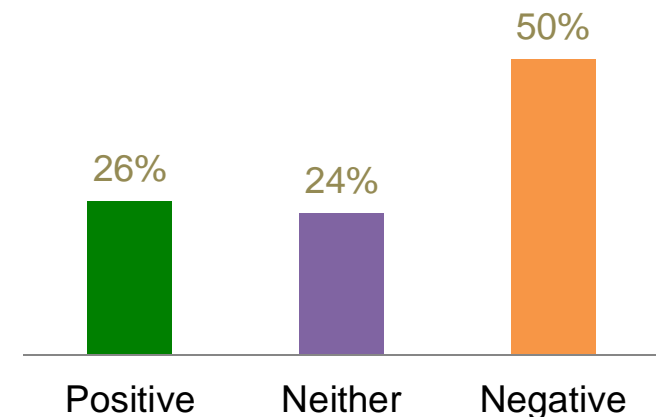
# Of those aware of issues, half heard something negative, primarily about Metro/WMATA issues and fees or I-66 tolls

## Top-of-Mind for Transportation Issues

### Negative (Unprompted responses)

- 45% Metro/WMATA Mentions
  - *The Metrorail system in VA/DC has been dealing with a lot of issues lately, from a smoke incident to derailment of a non-passenger train.*
  - *Metro is losing ridership and considering fare increases.*
  - *Metro system is expensive and unreliable.*
  - *Metro closures and delays. Silver line phase 2 delays and weekend track work issues.*
- 45% I-66 Mentions
  - *Proposed tolls on Rt. 66.*
  - *Making 66 inside the beltway Hot Lanes and charging expensive tolls.*
  - *Expansion of I-66 is coming, but it will mainly be for expensive tolls.*
- 20% Road Mentions
  - *The roads we have cannot support the continuing growth of the infrastructure.*
- 18% Traffic/Congestion Mentions
  - *Congestion in the DC area is one of the worse in the Nation*
- 9% Toll Mentions

### Is what you heard...



### Most Likely to Hear Something Negative:

- 65% Commute by Rail
- 67% Arlington/Alexandria/Falls Church
- 63% Trans. QOL Decreasing
- 55% White
- 55% No Children in HH

BASE: ALL RESPONDENTS (n=610); Negative (n=206)

Q400. What, if anything, have you heard, read or seen recently regarding transportation issues, actions or news in the Northern Virginia region?

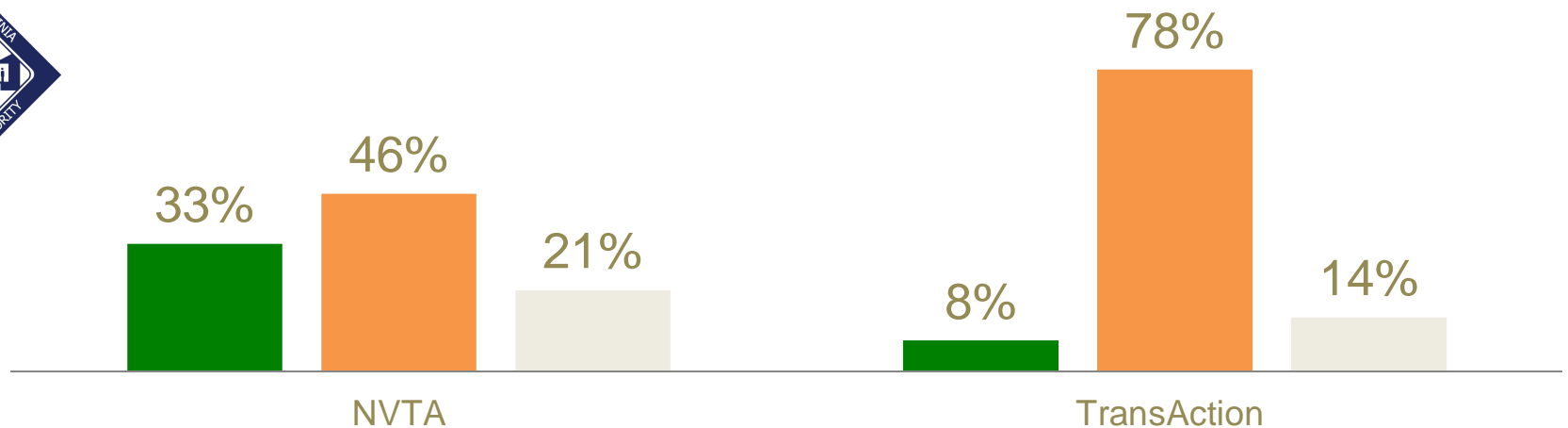
BASE: HEARD, READ, SEEN TRANSPORTATION ISSUES (n=400)

Q405. Would you consider what you have heard, read, or seen positive or negative?

# One third have heard of NVTA – typically older residents who have lived in the region over 15 years – but only 8% have heard of TransAction

Have you ever heard of...

■ Yes ■ No ■ Unsure



...an organization called the Northern Virginia Transportation Authority, also known as NVTA?

## Most Likely to Have Heard of NVTA:

- 55% Aware of TransAction
- 45% Influencers
- 44% Ages 65+
- 41% Ages 55-64
- 39% In Region >15 Years
- 39% Males
- 38% White
- 38% Income \$100K+

...the TransAction long range transportation plan?

## Most Likely to Have Heard of TransAction:

- 21% Ages 18-24
- 18% Hispanics
- 17% Influencers
- 15% In Region 1-5 Years
- 14% Trans. Infrastructure Most Imp.

BASE: ALL RESPONDENTS (n=610)

Q417. Have you ever heard of an organization called the Northern Virginia Transportation Authority also known as NVTA?

Q420. Have you ever heard of the TransAction long range transportation plan?

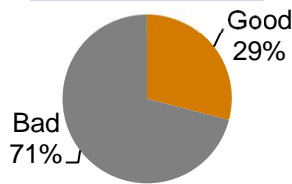
**Northern Virginia  
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*The Authority for Transportation in Northern Virginia*



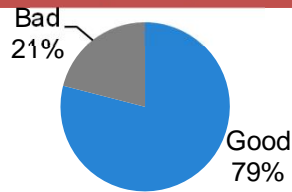
# Values Report Card Summary



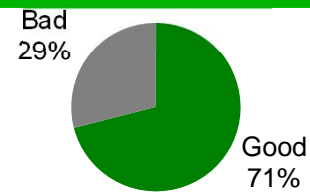
**Traffic Flow & Congestion (59%)**



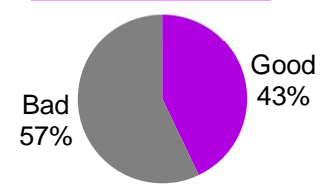
**Convenient Access (14%)**



**Transportation Options (13%)**



**Transportation Infrastructure (13%)**



Region Doing a Good/Bad job

Top Reason Important to You Personally



**Saves time (81%)**



**Saves time (44%)**



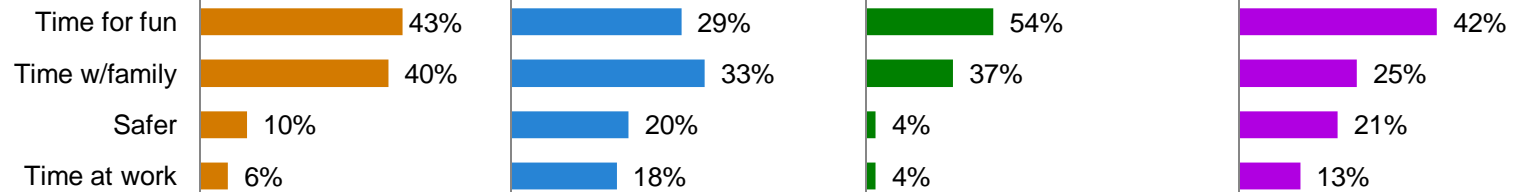
**Saves money (34%)**



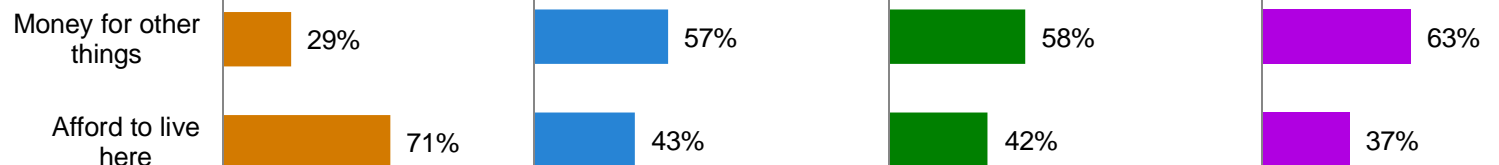
**Saves time (53%)**



**Benefits Of Less Time on Road**



**Benefits Of More Affordable Transportation**

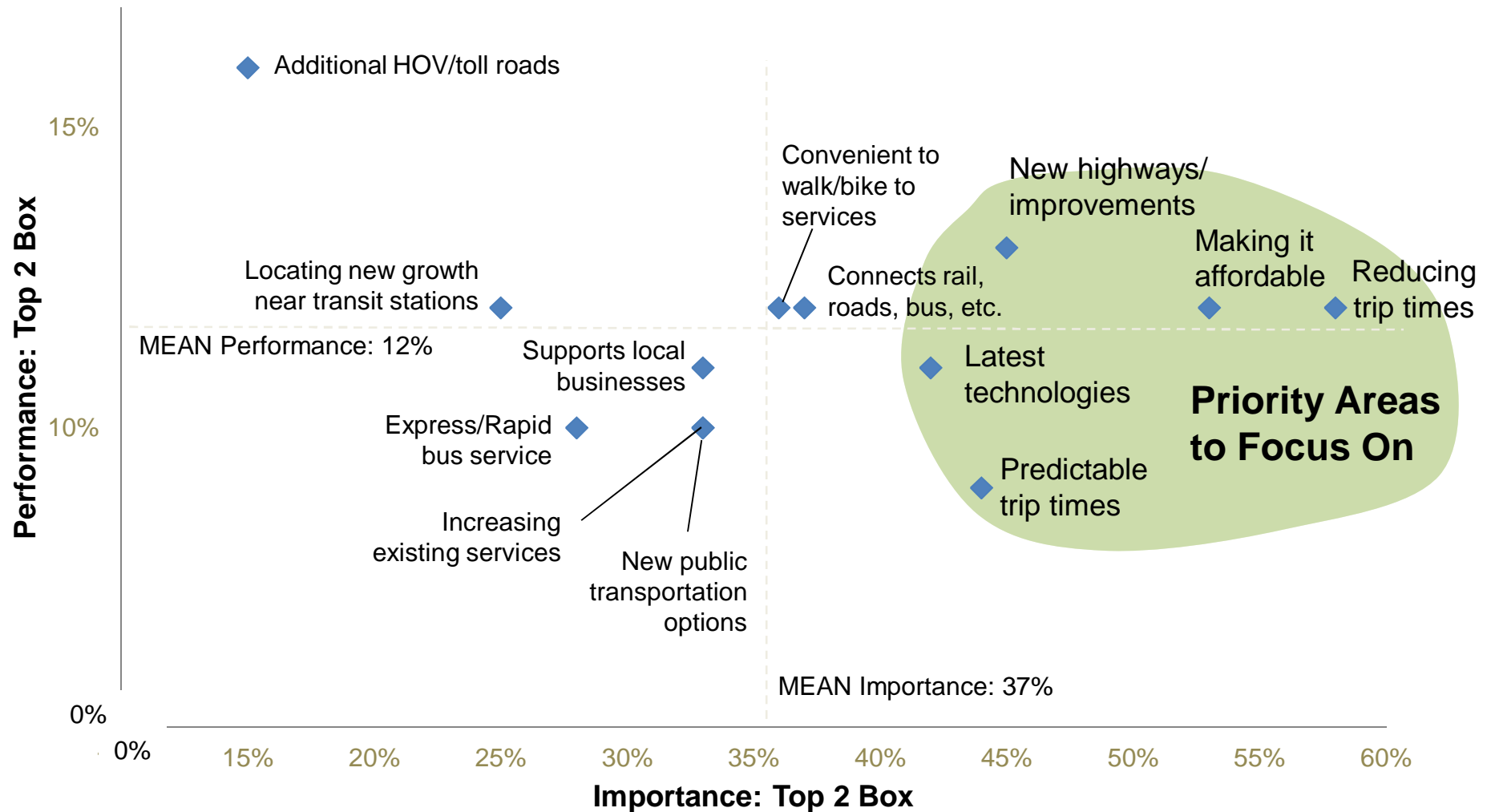


BASE: ALL RESPONDENTS (n=610)

Q520. Northern Virginia residents and workers have mentioned different factors relating to transportation—both positive and negative—that contribute to or detract from their quality of life. Thinking about transportation here in this region and your personal quality of life, please identify which one of the following you feel has the biggest impact on you and your family personally?

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# Focus on reducing trip times, making transportation affordable, and implementing new highways/ improvements



BASE: ALL RESPONDENTS (n=610)

Q600. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means 'Not at all important to the future of the region' and 10 means 'Extremely important priority for the future of the region':

Q605 Please indicate how well you think Northern Virginia is performing on each of these priorities using the scale where 1 means the region is not performing well at all and 10 means the region is performing extremely well.

# Building the Silver Line is the most important recent project

## Importance of Recent Projects to Region

% Top 2 Box

42%



Building Silver Line to Tysons and Loudoun County

Most Important To:

- 59% Trans. Options Most Imp.
- 53% Aware of NVTA
- 48% Trans. QOL is Increasing
- 48% Influencers
- 47% Heard NoVa Transit News
- 47% Loudoun/Prince Wm./Manassas

32%



Replacement of Woodrow Wilson Bridge

Most Important To:

- 50% Age 65+
- 48% Aware of TransAction
- 44% Influencers
- 41% Unemployed
- 39% Aware of NVTA

30%



Reconstruction of Springfield Interchange

Most Important To:

- 40% Influencers
- 38% Age 65+
- 37% Unemployed
- 36% Aware of NVTA

25%

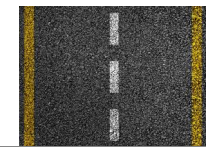


Addition of I-95 Express Lanes

Most Important To:

- 47% Aware of TransAction
- 41% Age 18-24
- 38% African Americans
- 36% Hispanics
- 34% In Region 0-5 Years
- 34% Children in HH
- 32% Influencers
- 32% Loudoun/Prince Wm./Manassas
- 30% Trans. QOL is Increasing

25%



Addition of Capital Beltway Express Lanes

Most Important To:

- 40% Aware of TransAction
- 36% African Americans
- 34% Influencers
- 33% Hispanics
- 33% Children in HH
- 32% Some College
- 32% Commute by Bus
- 32% In Region 0-5 Years
- 32% Loudoun/Prince Wm./Manassas
- 30% Trans. QOL is Increasing

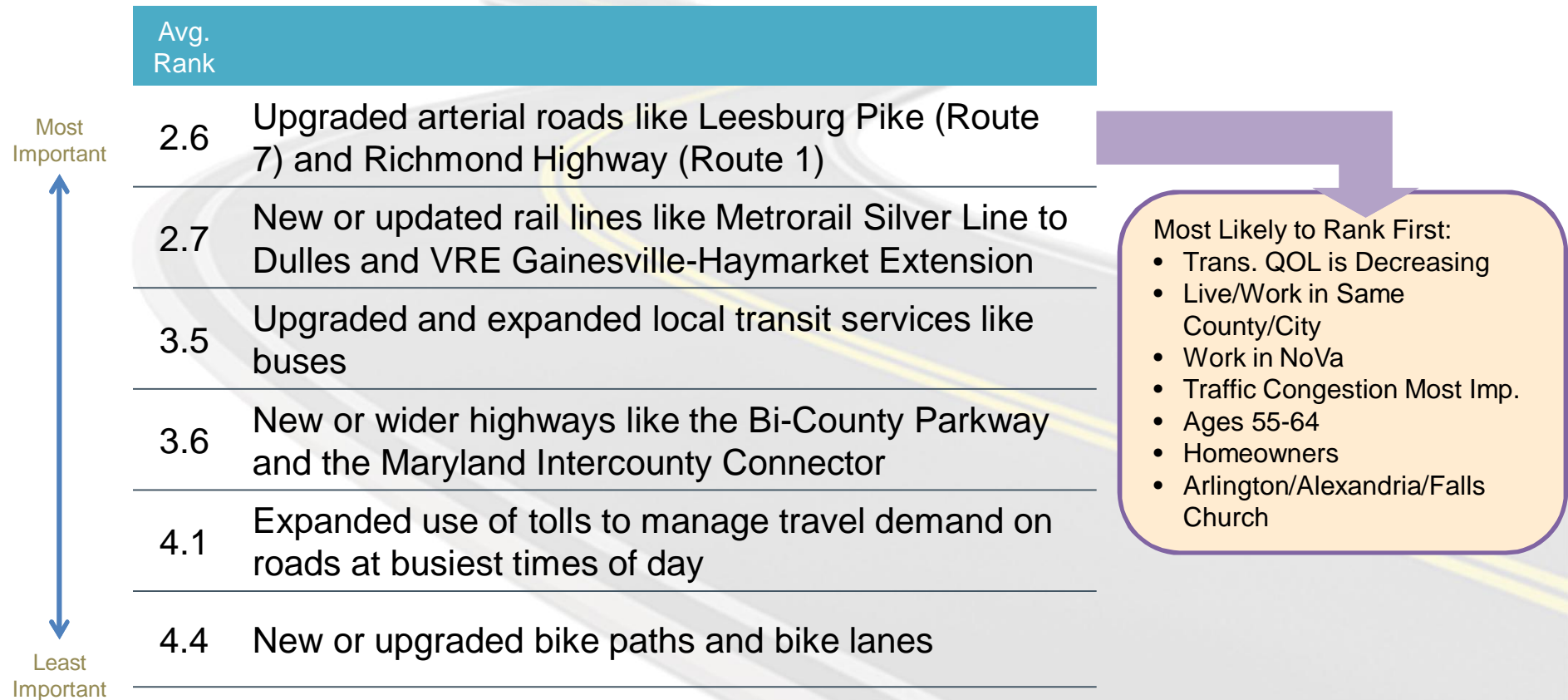
BASE: ALL RESPONDENTS (n=610)

Q610. Thinking about recently and soon-to-be completed projects in the region please indicate how important each of the following have been for the region. Please use a scale where a 1 means "not at all important" and a 10 means "extremely important".

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*The Authority for Transportation in Northern Virginia*

# The highest ranking potential project is upgraded arterial roads, particularly among those who work in NoVa or live and work in the same area

## Importance of Potential Projects to Region



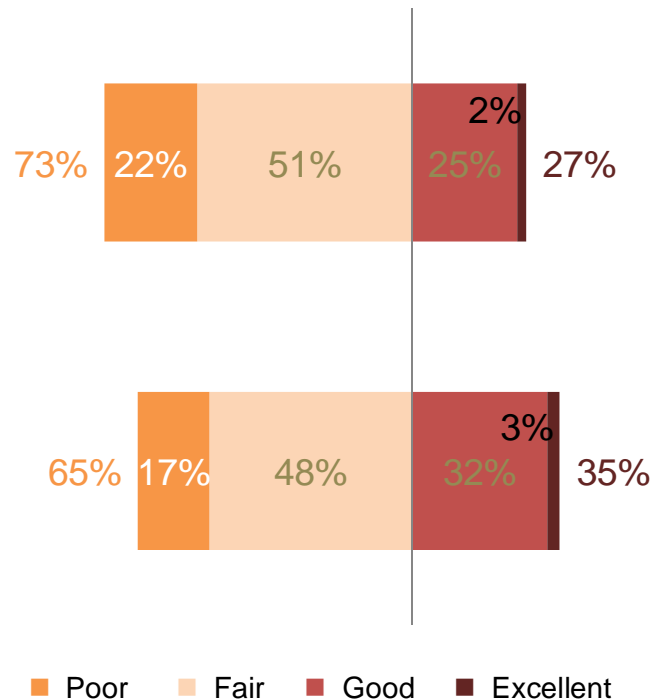
BASE: ALL RESPONDENTS (n=610)

Q620. Now, thinking about potential projects and improvements in the region, please rank the following from 1 to 6 where 1 is the "most important" and 6 is the "least important".



# Those aware of NVTa rate the organization's performance on implementing solutions slightly more favorably than that of the region

## Performance on Planning and Implementing Transportation Solutions



### Most Likely to Rate NoVa Good/Excellent:

- 53% Aware of TransAction
- 39% Aware of NVTa
- 39% Hispanics
- 36% Influencers
- 36% Trans. Options Most Imp.
- 36% Children in HH
- 35% Renters
- 34% Trans. Infrastructure Most Imp.
- 33% In Region 6-10 Years
- 32% In Region 1-5 Years

### Most Likely to Rate NVTa Good/Excellent:

- 48% Children in HH
- 46% Influencers
- 46% Renters
- 44% Trans. QOL is Increasing

BASE: ALL RESPONDENTS (n=610)

Q630. How would you rate the performance of Northern Virginia region when it comes to planning and implementing transportation solutions in the region?

BASE: Have Heard of NVTa (n=207)

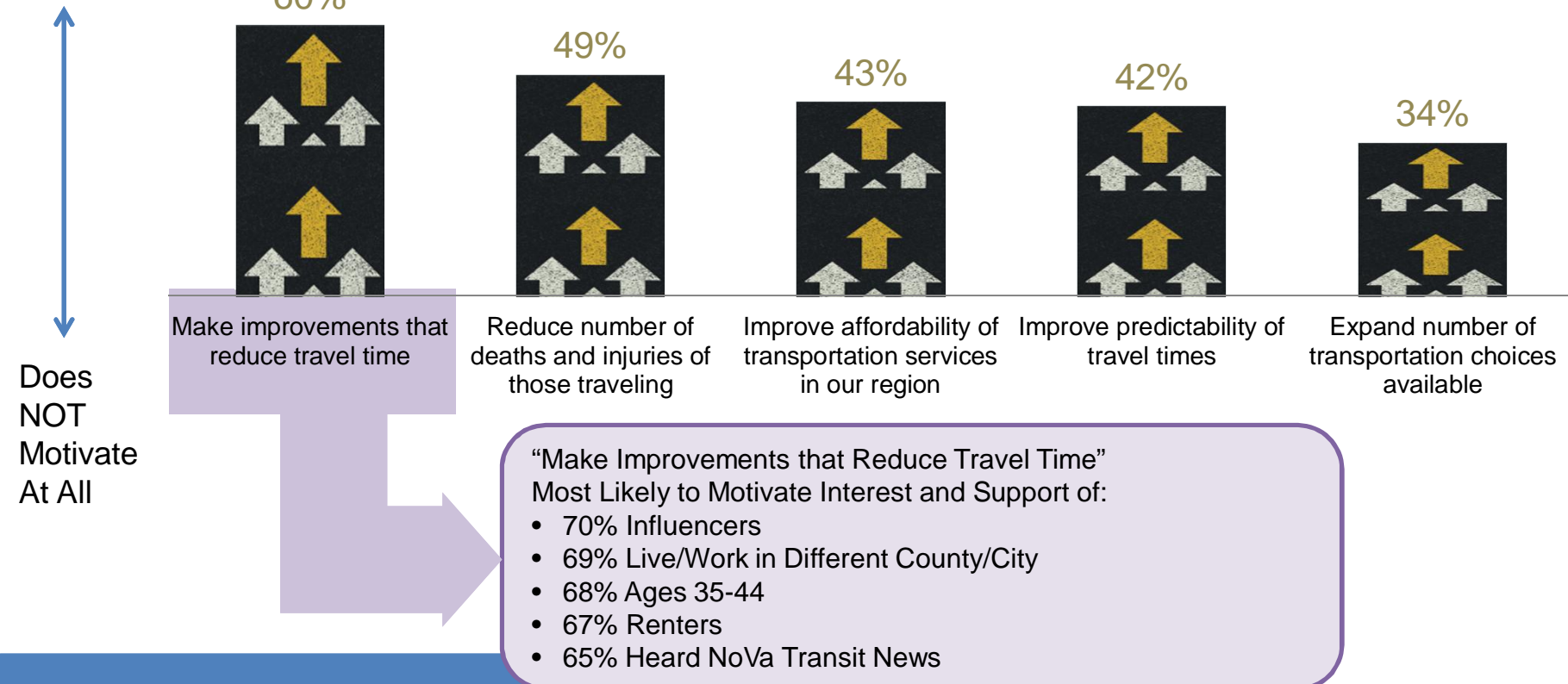
Q645. How would you rate the performance of Northern Virginia Transportation Authority (NVTa) when it comes to planning and implementing transportation solutions in the region?

# Reducing travel time best motivates interest and support among residents, particularly among those that live and work in different jurisdictions

## Motivates Interest and Support

% Top 2 Box

Completely  
Motivates

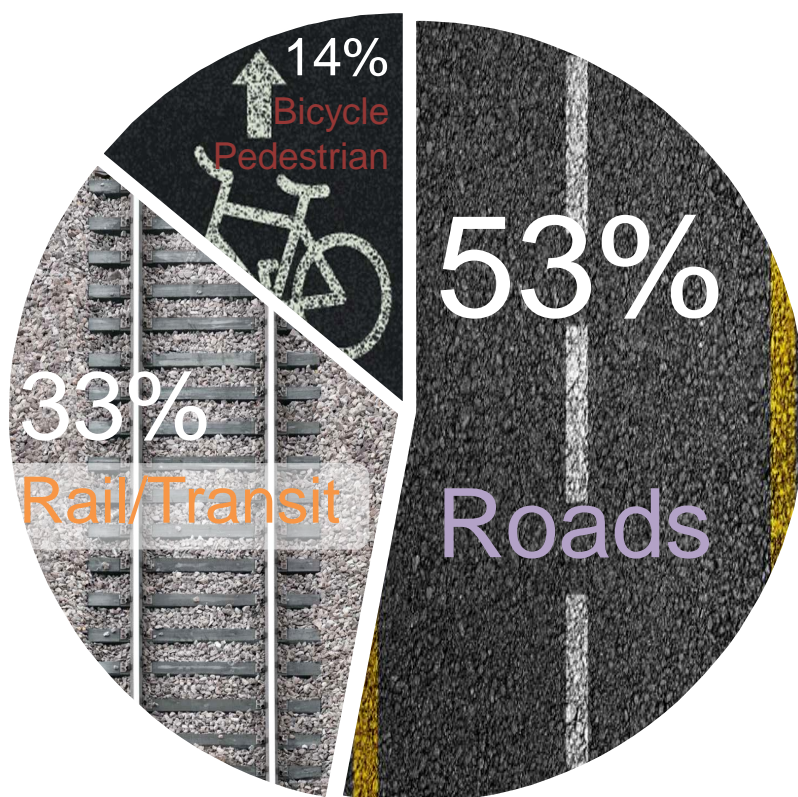


BASE: ALL RESPONDENTS (n=610)

Q705. The following are strategies to help fulfill the regional values and priorities we have been talking about. There are different ways to talk about these priorities and goals. Please indicate the degree to which the goal captures and motivates your interest and support by rating the statements from 1 to 10 where 1 means “does not motivate your interest and support at all” and 10 means “completely motivates your interest and support”.

# Residents would allocate the majority of investment to roads, followed by rail/transit with bike and pedestrian improvements receiving about 14%

Proportion of Investment in Transportation Improvements



BASE: ALL RESPONDENTS (n=610)

Q735. If you had money to invest in transportation infrastructure improvements what proportion would you spend on roads, rail/transit and bicycle/pedestrian improvements? Please allocate 100 points to demonstrate how you would invest in each of the following...

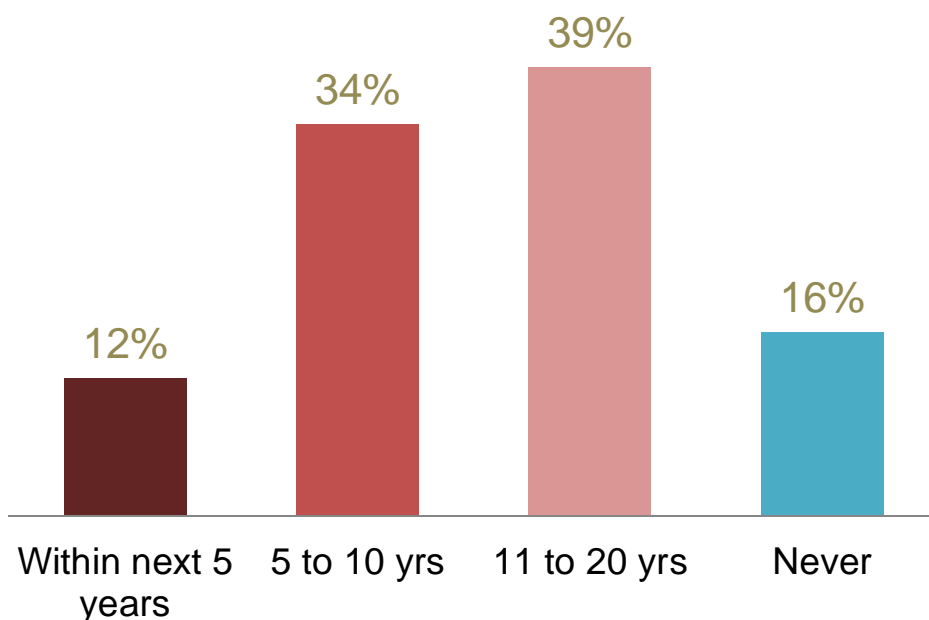
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# Self-driving cars are expected within the 5 to 20 years and residents are split on whether they would give the new technology a try

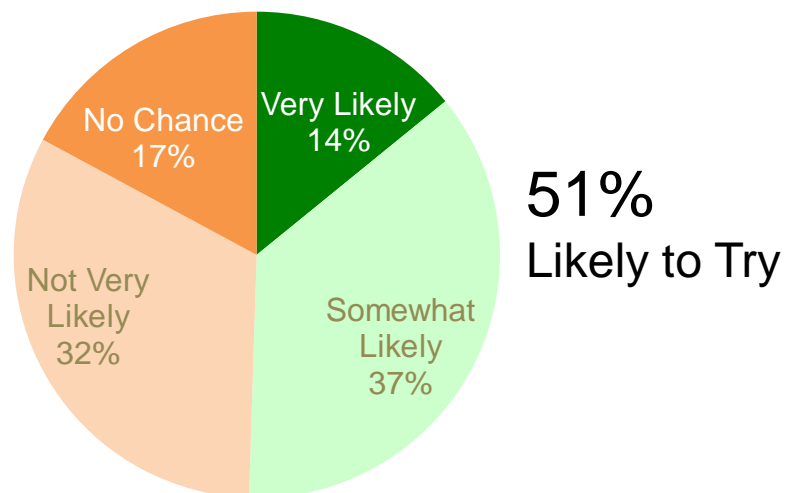
Self-Driving Cars



## Expect in Northern Virginia



## Likelihood to Try



### Those Very/Somewhat Likely to Try:

- 72% Commute as a Pedestrian
- 66% Aware of TransAction
- 65% Ages 18-24
- 65% Hispanics
- 59% In Region 0-5 Years
- 58% Ages 25-34
- 57% Renters
- 56% Males

BASE: ALL RESPONDENTS (n=610)

Q715. Several auto manufacturers are working to develop driverless vehicles, which promise to be safer and significantly reduce congestion. Google predicts fully self-driving cars will be on U.S. highways by 2020 and this fall the company is testing them on public streets in Austin, Texas and Mountain View, California. When do you believe driverless cars will be driving on Northern Virginia highways?  
Q720. If self-driving cars make it to Northern Virginia roads by 2020, how likely would you be to try one out?

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