TransAction Transportation Priorities Survey: Interim Findings

October 21, 2021

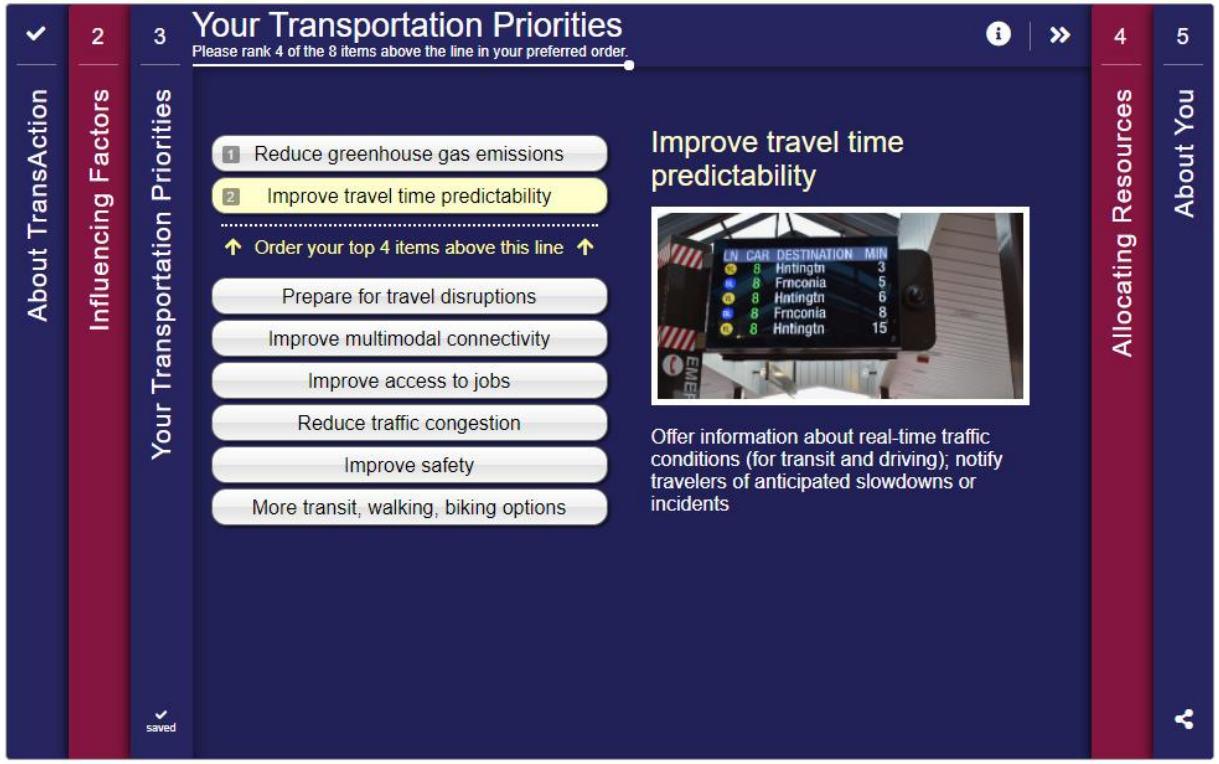
NVTA's TransAction

Transportation Action Plan for Northern Virginia

2021 TransAction Survey

- Purpose: to seek feedback on travel behaviors, transportation needs and priorities
- Format: MetroQuest platform utilizing interactive “gamified” exercises
- Available languages: English, Korean, and Spanish
- Dates: August 6th - September 19th
- Responses:
  - English: 2,164
  - Korean: 89
  - Spanish: 65*
  - TOTAL: 2,318

* At pop-up events, 123 Spanish speakers received assistance completing the survey in English



The survey did not apply a random sample recruitment method. Therefore, the sample does not statistically represent the population of the NVTA region.

Encouraging Survey Participation

- Range of engagement activities used to “get the word out” about the survey
- Traceable links show where participants heard about the survey:

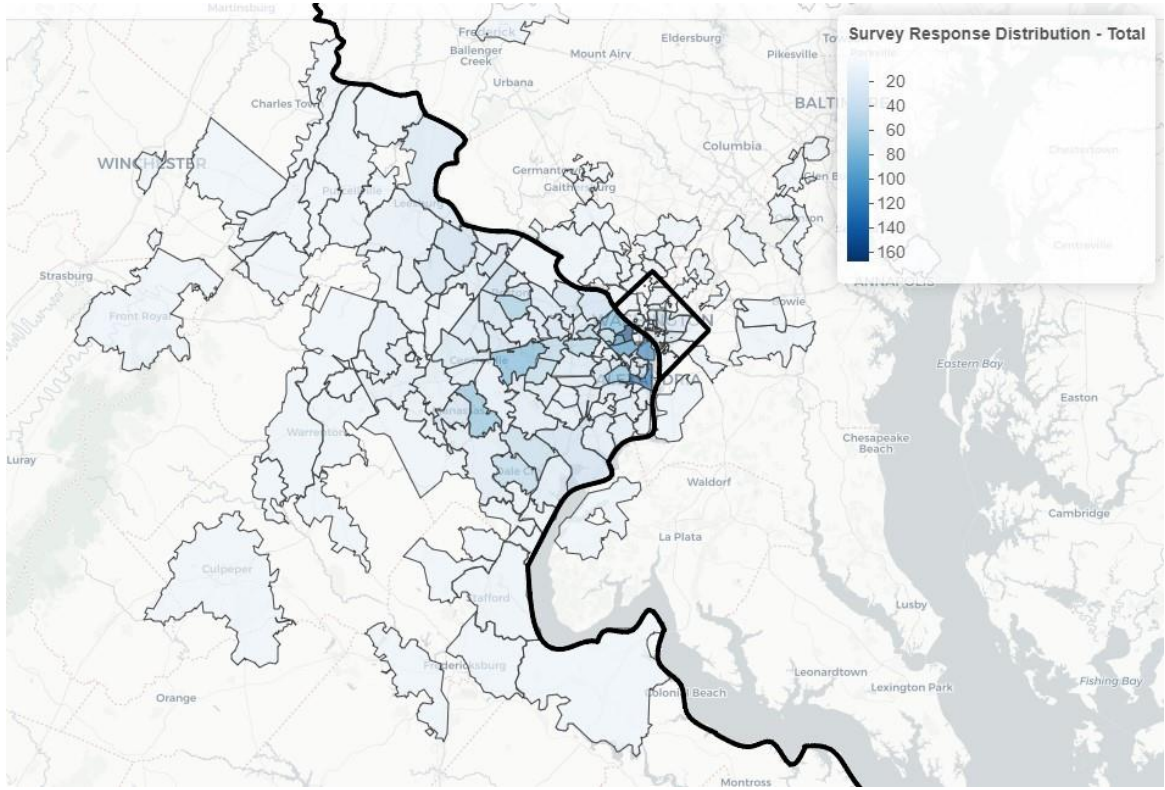
Source	Number of Responses
Website	691
Stakeholder outreach	405
Pop-up events	351
General (not traceable)	252
Paid social media	206
Newsletter	166
LinkedIn	92
Twitter	89
Facebook	65
Geofenced ads	1
Instagram	0

About the Survey Respondents

Counties	Total Responses	NVTA Region Responses
Arlington County + Alexandria City + Falls Church City	41.0%	43.3%
Fairfax County + Fairfax City	35.4%	37.5%
Loudoun + Prince William + Manassas City + Manassas Park City	18.2%	19.2%

Demographics:

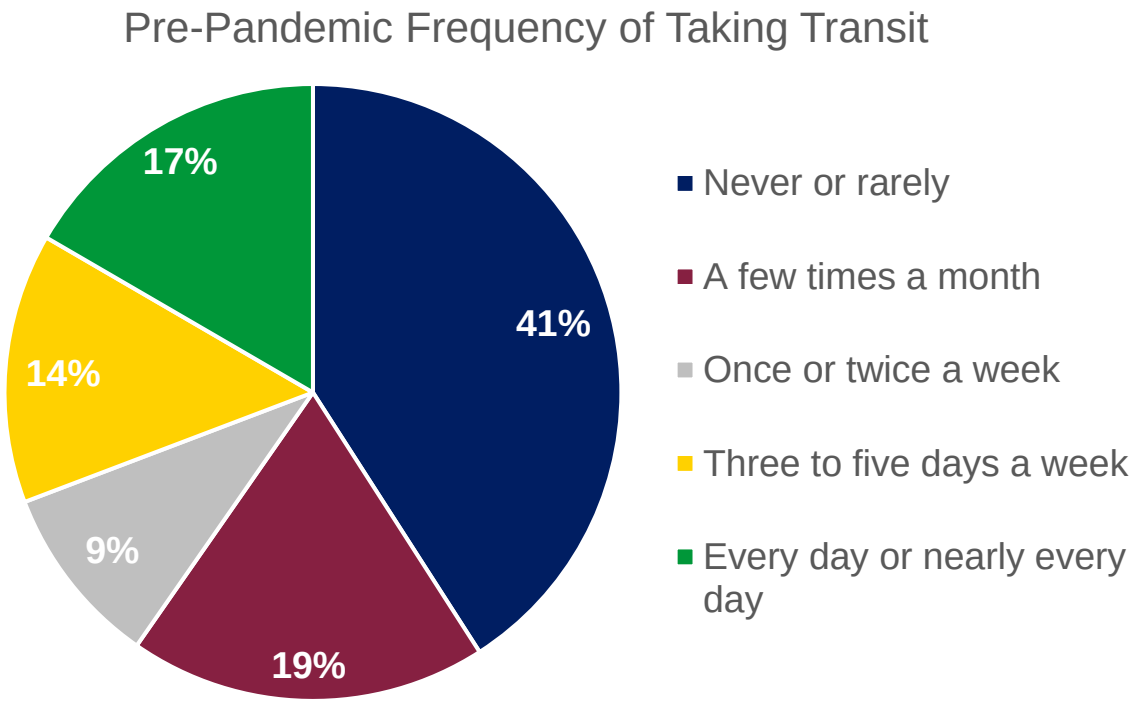
- 12% from households with less than 50k in annual income
- 31% identified as non-white or Hispanic/Latinx
- 19% were people 65 years or older



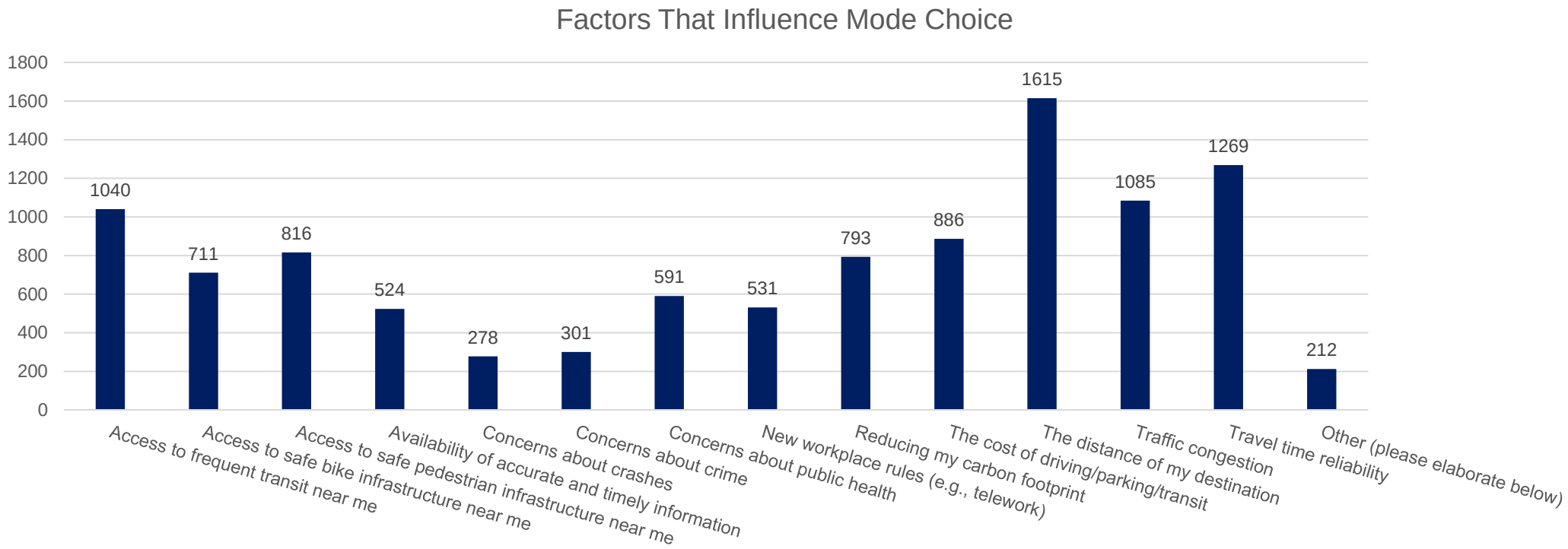
Map of Home Zip Codes of Survey Respondents

Survey Results – Travel Characteristics

- Pre-pandemic trips to work/school/other:
  - 31% used transit at least 3 days a week
  - 14% biked at least 3 days a week
  - 28% walked at least 3 days a week
- About a third of respondents anticipate changing their post-pandemic travel habits compared to pre-pandemic
  - 28% will reduce driving
  - 21% will reduce transit use
  - 8% will reduce biking
  - 6% will reduce walking

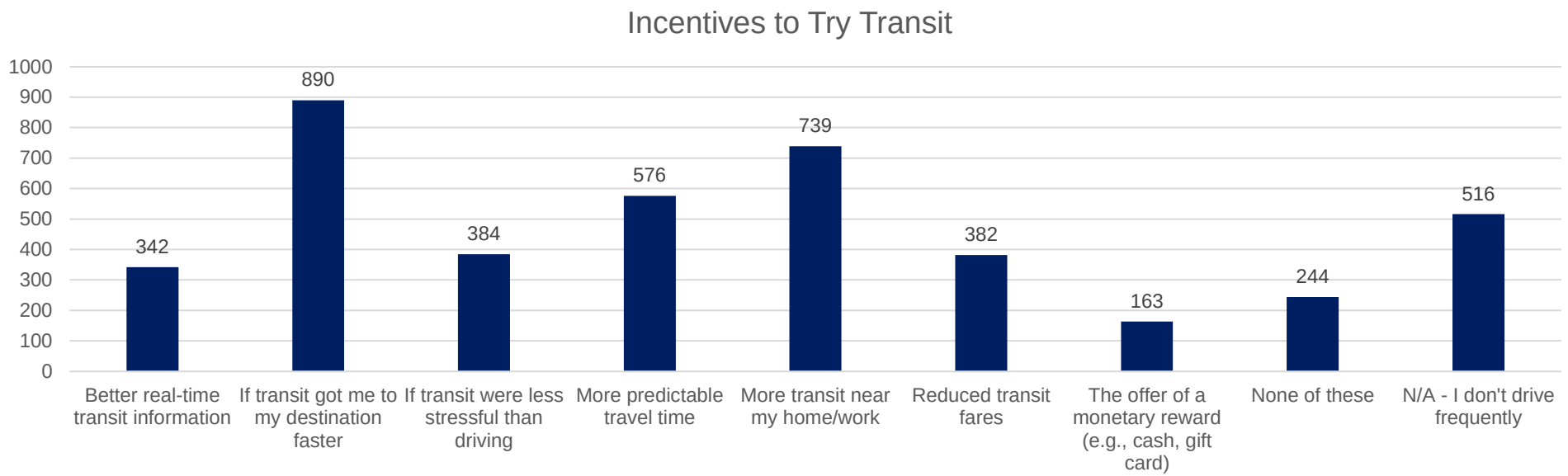


Survey Results – Influencing Factors



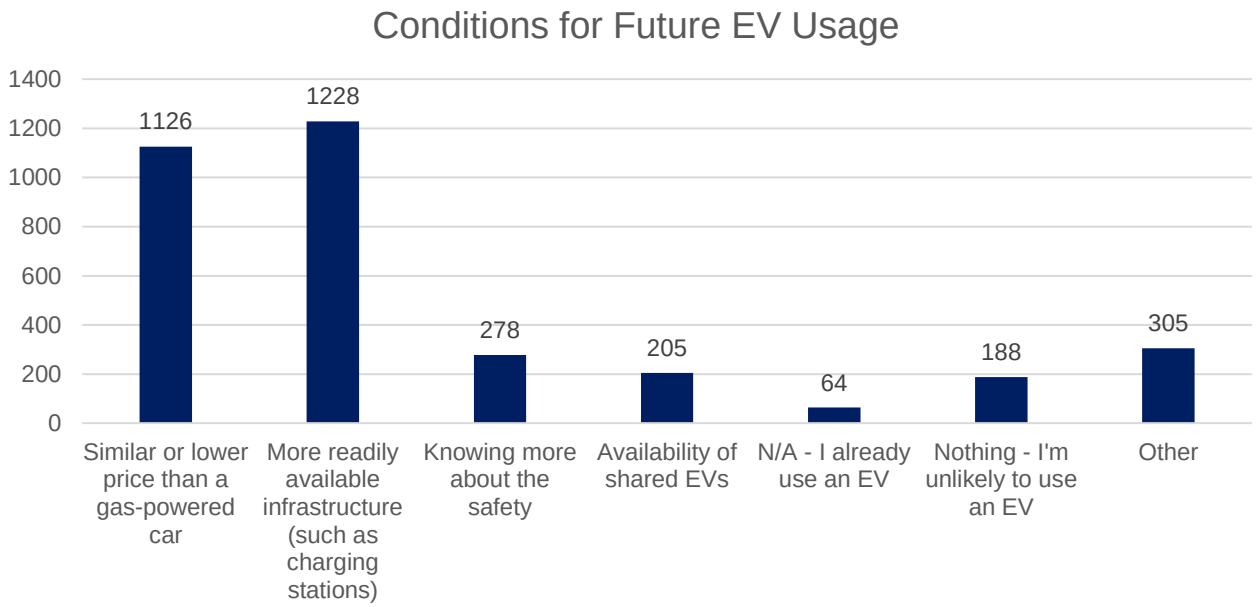
- Factors that will most affect mode choice: trip distance (76%), travel time reliability (60%), traffic congestion (51%), and access to frequent transit (49%)
- Factor least likely to affect mode choice: concerns about crashes (13%) and concerns about crime (14%).

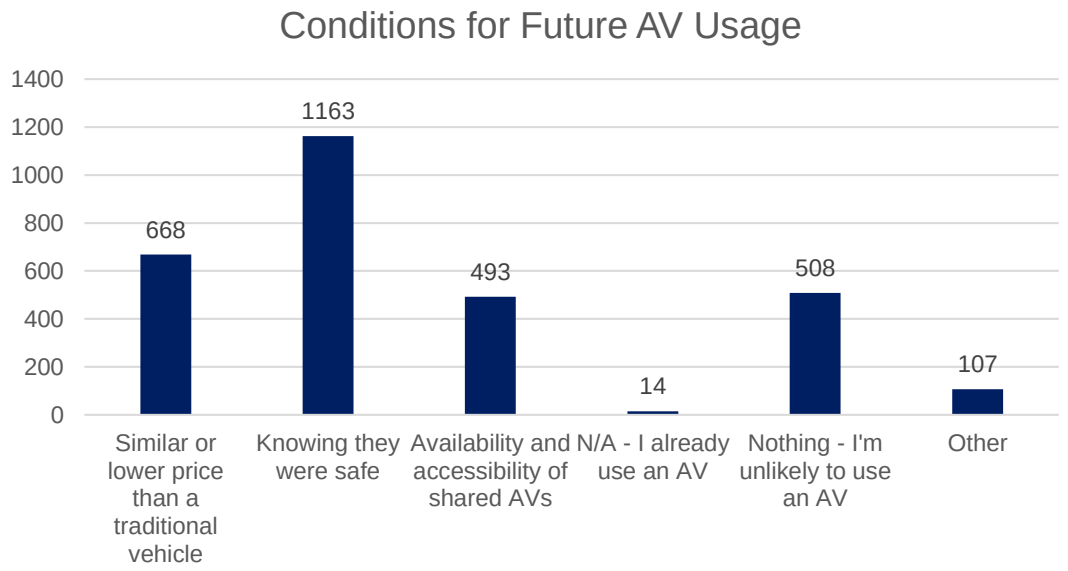
Survey Results – Incentives to Use Transit



- Would be more likely to try transit if:
  - Got them to their destination faster (44%)
  - More transit near their home and/or work (36%)
  - More predictable travel time (28%)
- Only 12% of respondents reported they were not interested in trying transit

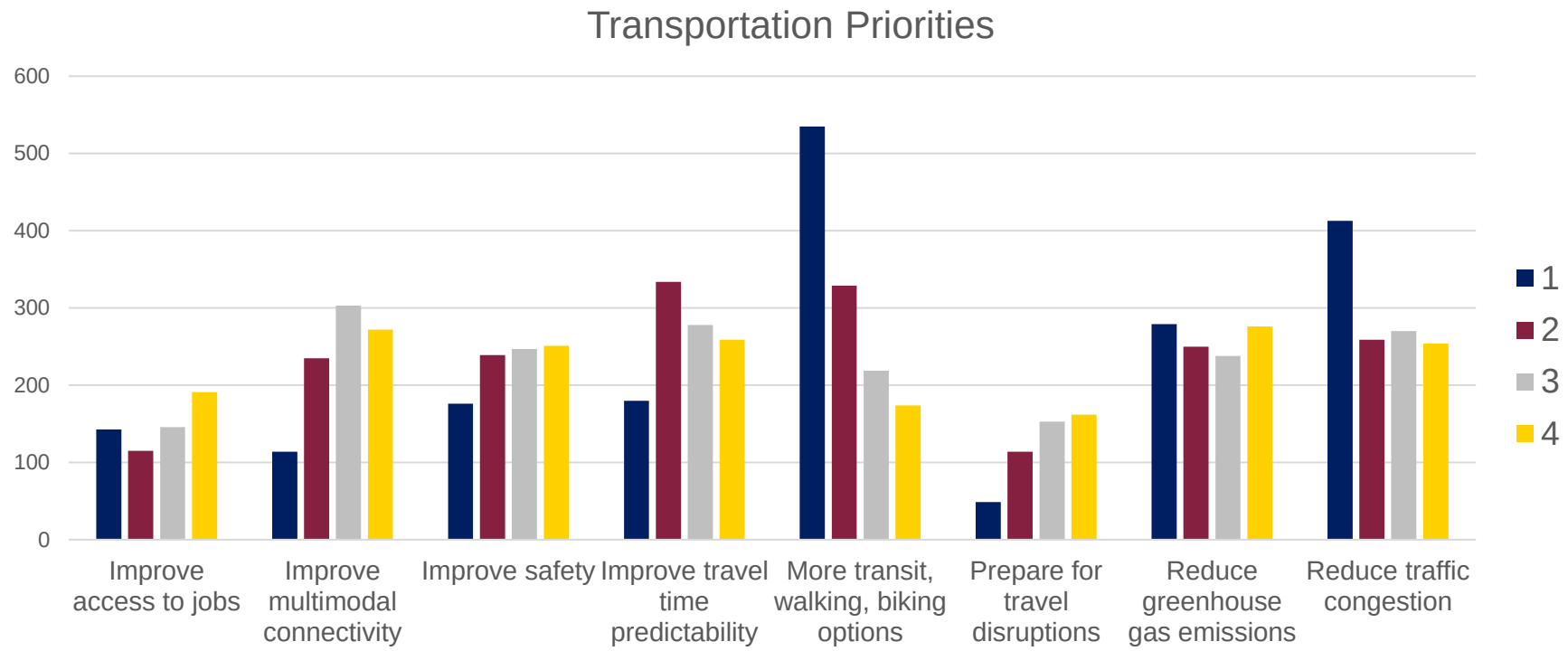
Survey Results – Emerging Technologies





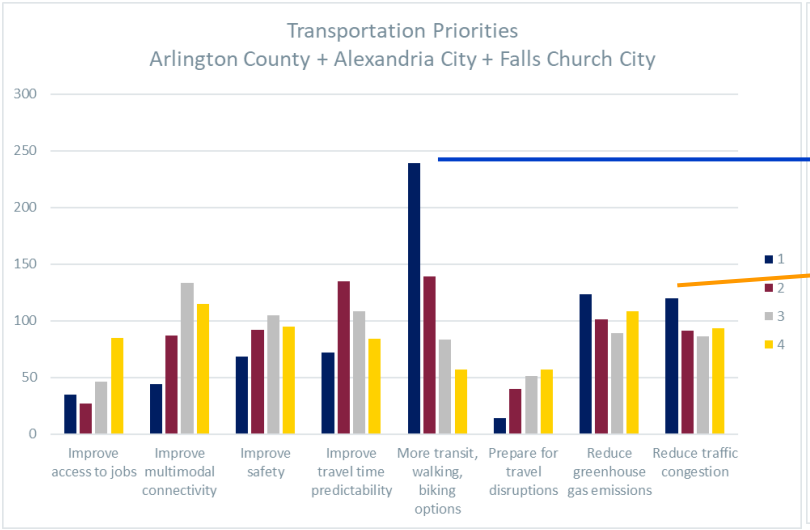
- More likely to consider using an EV once there is more readily available infrastructure (64%) and once the price is similar or lower than the price of a gasoline-powered car (58%)
- More likely to use an AV once they had confidence that AVs were safe (61%)

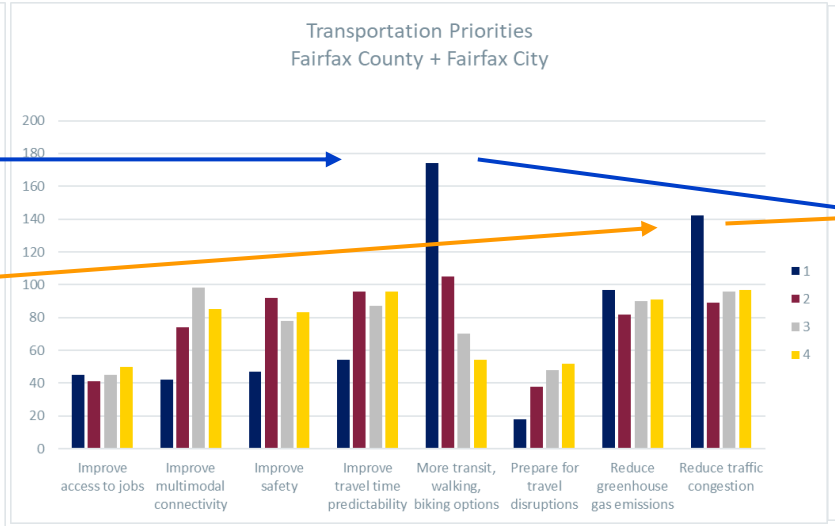
Survey Results – Transportation Priorities

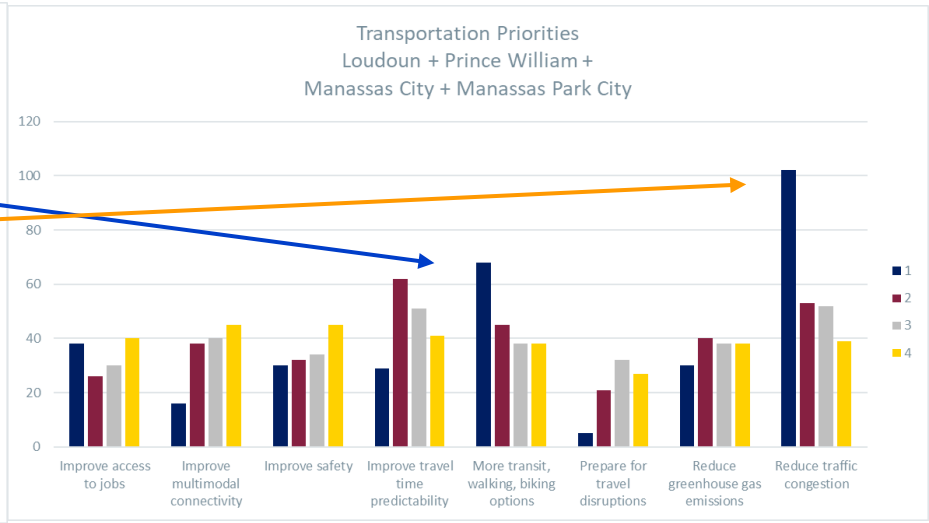


- Priority most frequently ranked 1st, was “more transit, walking, biking options”
- 2nd and 3rd most commonly selected priorities were “reduce traffic congestion” and “improve travel time predictability”

Survey Results – Transportation Priorities by Geographic Area







- Survey respondents from inner jurisdictions selected "more transit, walking, biking options" as the top priority
- Survey respondents from outer jurisdictions selected "reduce traffic congestion" as top priority
- Other objectives showed less variability between different geographic areas – "improve travel time reliability" was typically the 2nd ranked priority

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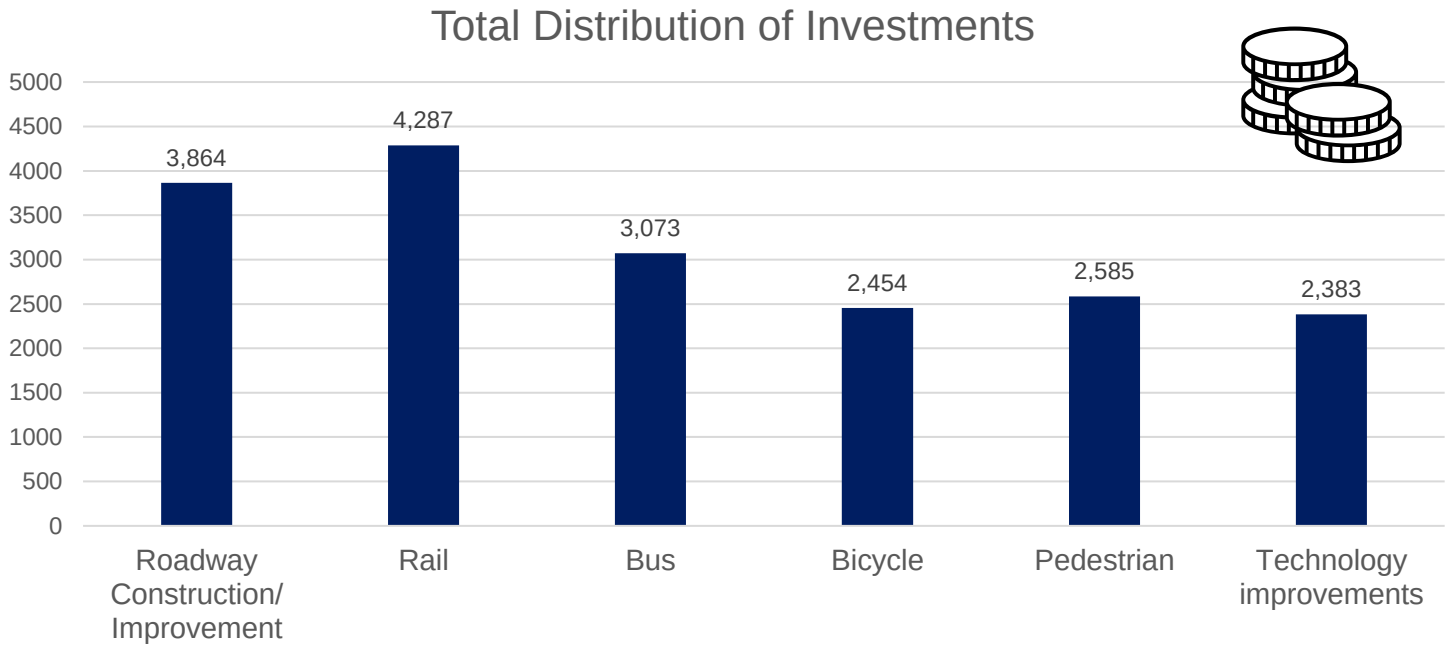
Survey Results – Allocating Resources



- Respondents were given 10 hypothetical coins, each representing $1 million, and asked to distribute them between six different project types
- Rail projects received the most investments (total “coins”), followed by roadway construction/improvement and bus

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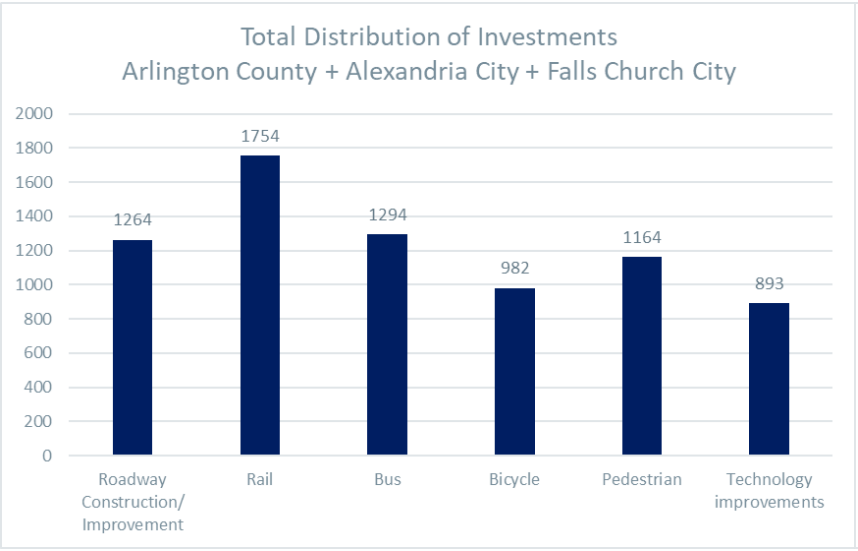
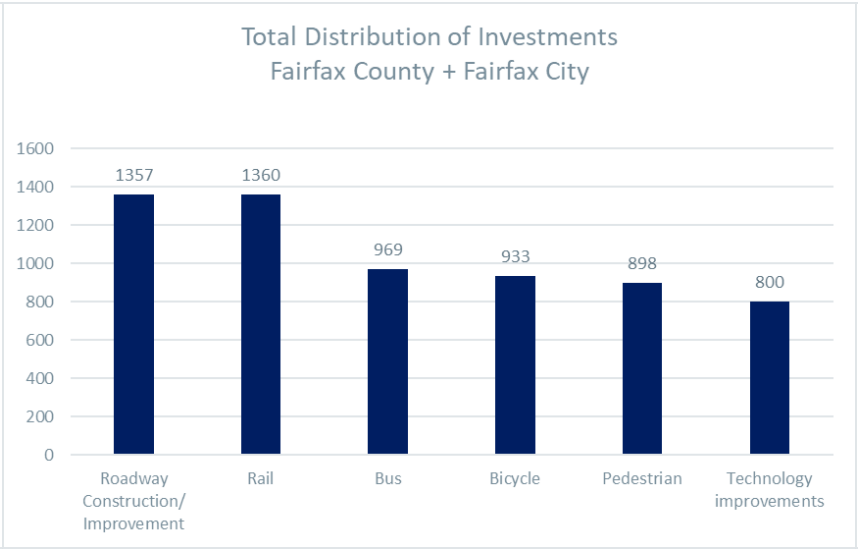
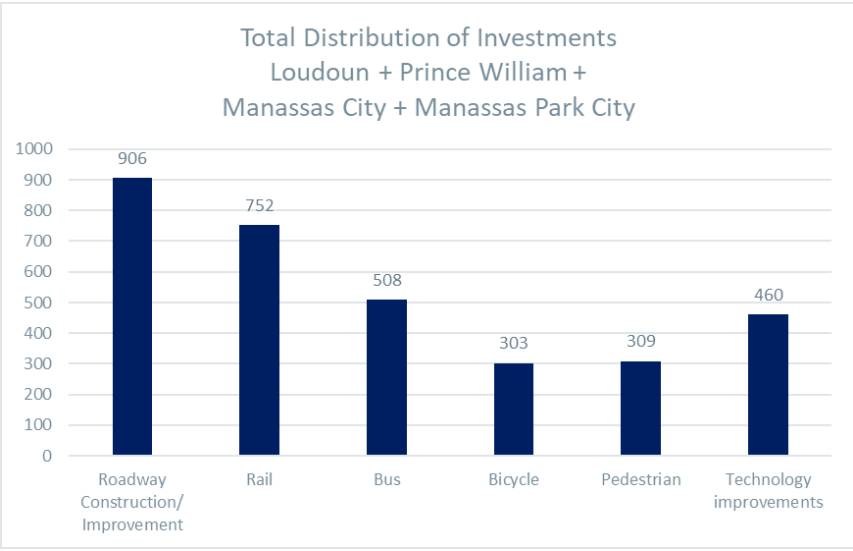
Survey Results – Transportation Priorities by Geographic Area







» Home location of respondents did influence selection of type of investments needed:

- Inner jurisdictions allocated resources to rail (1st) and bus (2nd), before roadway improvements (3rd)
- Fairfax County/City allocated resources about evenly between roadway and rail, then bus
- Outer jurisdictions allocated the most resources to roadway construction/improvement, followed by rail (2nd) and bus (3rd)

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Survey Results – Key Findings

- The top priorities were “more transit, walking, biking options”, “reduce traffic congestion” and “improve travel time predictability”, but the order varied by geographic area
  - Focus groups more typically had cited “reduce traffic congestion” and “improve travel time predictability” as top priorities
- When allocating hypothetical investment $ in transportation, roadway and rail improvements were given the highest allocation by survey respondents
  - People who do not drive frequently placed a higher importance on non-roadway investments than regular drivers
  - Regular drivers did allocate the most resources to roadway improvements, but did also allocate significant resources to rail and bus improvements