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Idea-66:
Westbound I-66
Inside the Beltway

Stakeholder Telephone Survey
Executive Summary

January 12, 2004

Objectives and Methodology

- This research is designed to assess stakeholder perceptions of traffic congestion in the Westbound I-66 Corridor. It assesses response to four concept categories to manage traffic congestion. These concepts were provided by Governor Warner (as stated in his letter of September 4, 2003):
 - Bus or rail transit improvements
 - Changing the requirements for HOV and/or adding toll lanes
 - Roadway widening
 - Do nothing
- A random telephone survey was conducted among residents of the I-66 Corridor who travel westbound at least three times per week, using either I-66, Metro or other roads running parallel to I-66.

Key Findings and Implications

- **Finding:** Stakeholders believe that Westbound traffic in the I-66 Corridor is becoming more congested. They blame that congestion on the number of cars on the road, not having enough lanes on the road and population growth and development.
- **Implication:** Stakeholders are sensitive to the growing congestion along the I-66 Corridor. They are ready to hear about plans for its management.
- **Finding:** Of four options tested, making bus and/or rail transit improvements is the strongest performer overall. Nearly one-half (47%) of commuters rated the bus and/or rail transit option as their first choice for

reducing congestion. One-third (33%) said (without interviewer prompting) as an open-ended question) that the public transportation and Metro should be improved and expanded to lessen congestion in the I-66 Corridor. On a Concept Performance Index, bus and rail improvements also scored highest, indexing at 36. Widening the roadway is also a popular choice with commuters. Over one-half (52%) of respondents suggested this solution in an open-ended question. Over one-third (37%) rated this option first. It scored well on a Concept Performance Index as well (29).

- **Implication:** From the perspective of stakeholders, making “bus and/or rail improvements” should be adopted as a plan - or at least as part of a plan - to reduce traffic congestion on Westbound I-66. Widening the roadway also receives considerable stakeholder support and should be included as part of a plan that is responsive to the needs and preferences of stakeholders. Ideally, a plan that involves both bus and rail improvements and widening the roadway would be a context-sensitive solution.
- **Conclusion:** To “do nothing” about the traffic congestion in the Westbound I-66 Corridor is not acceptable to stakeholders. For nearly 6 out of 10 (57%) commuters, “doing nothing” is their last choice for how to deal with the traffic congestion. Those who live outside the Beltway are particularly likely to say that “doing nothing” is not an option. Two-thirds of this group (66%) - nearly 7 out of 10 - rated “doing nothing” as their last choice.
- **Implication:** Stakeholders are receptive and ready for action to be taken regarding westbound congestion on I-66.