

Southeastern  
Institute of  
Research, Inc.



2325 West Broad Street  
Richmond, Virginia 23220  
804 358-8981

***Research Top Line Summary Report:***

VTRANS 2025

The Future of Transportation in Virginia

March 8, 2004

***Prepared For:***

**VIRGINIA DEPARTMENT OF  
TRANSPORTATION  
RICHMOND, VA**

## TABLE OF CONTENTS

<b><u>Section</u></b>	<b><u>Page</u></b>
BACKGROUND & PURPOSE.....	ii
About SIR .....	ii
METHODOLOGY & PROCEDURES .....	iii
SUMMARY OF FINDINGS .....	1
Perceptions of Transportation Issues .....	1
Transportation Goals and Values.....	8
Vision and Strategies for the Future .....	20
Tradeoffs in Developing the Ideal Transportation Plan.....	21
Allocation of Resources/Investment Priorities .....	22
RESPONDENT PROFILE .....	30
HOW TO READ A TABLE—Weighted Data.....	32

### **Appendix**

*Questionnaire*

*Regional breakdown*



## BACKGROUND & PURPOSE

This telephone survey was conducted among 1212 Virginians who are 18 years of or older.

Virginia Department of Transportation undertook this study to measure citizen views and attitudes towards state transportation systems and to expand on and test concepts and observations arising from prior outreach activities carried out by Virginia Tech and Cambridge Systematics.

As an exploratory study, the primary objective centered on identifying Virginians' attitudes, preferences and relative importance of the six VTRANS2025 goals established in prior outreach activities. The *specific goals* addressed by the questionnaire include:

1. Examination of public opinions, attitudes, and visions about transportation in Virginia's future.
2. Expansion on and testing of concepts and observations arising from prior outreach activities carried out by Virginia Tech and Cambridge Systematics.
3. Specific testing on alternative preferences and relative importance of the six VTRANS2025 GOALS established in Phase I of the VTRANS2025 project
4. Measurement of attitudes and perceived importance of the VALUES that are implied in the currently defined VTRANS2025 VISION and GOALS.

The SIR team worked closely with representatives from Virginia Department of Transportation, Virginia Department of Rail and Public Transportation, and Cambridge Systematics to ensure the study would get the answers needed to make better decisions.

### **About SIR**

This report was prepared by Southeastern Institute of Research, Inc. (SIR), a full-service marketing research firm owned and operated by researchers. Since 1964, SIR has completed more than 10,000 studies for a variety of clients, including advertising agencies and government at all levels—federal, state, and local.

SIR handled every phase of this research in-house using a team of proven professionals so that we could maintain the highest level of quality control and consistency. For more information on our company, please visit our website at [www.SIRresearch.com](http://www.SIRresearch.com).



## METHODOLOGY & PROCEDURES

SIR collaborated with VDOT to design this research study and develop the *questionnaire*. A copy of the questionnaire used for this study is included in the Appendix.

*The universe* studied is residents of Virginia. Respondents were considered qualified for this study if they were 18 years of age or older. SIR identified each respondent's qualification by initial screening questions.

*Quotas* were set for each major region of the state, including:

- (400) Major Metropolitan Area
- (400) Large Metropolitan Areas: for purposes of analysis, this region is broken down into three areas – Norfolk/Virginia Beach (150), Hampton/Newport News (100), and Richmond/Petersburg (150)
- (100) Smaller Metropolitan Areas
- (100) Counties with Independent Cities
- (200) Rural Areas

*Quotas* were set for racial groups, including:

- (725) Whites
- (300) Blacks
- (75) Asians
- (75) Hispanics
- (25) Other races or ethnic backgrounds

*Sampling* was accomplished by calling households randomly selected from Virginia by Survey Sampling. By using a random sample, the data can be projected to the universe using standard statistical analysis techniques. SIR purchased the sample from Survey Sampling, a recognized leader in the field. The sample provided was pre-screened by Survey Sampling to increase the propensity of reaching minorities in the state.

The survey questionnaire was *pre-tested* prior to actual fielding in an effort to eliminate confusing questions or wordings and to ensure that the survey was meeting objectives.

*Interviewing* took place between February 9 and March 2, 2004. Interviewers spoke only with the person 18 years of age or older, introducing this as a study on the future of Virginia transportation. The client was identified in the introduction. Interviews were conducted between 5:30 p.m. and 9:30 p.m. during the week and 10:00 a.m. and 6:00 p.m. on weekends,



unless a respondent requested another time for an interview. If necessary, interviewers attempted to reach each telephone number on the sample at least four times on various days.

SIR conducted all interviews from its 100-station central CATI telephone bank with **direct supervision** over all calls. This process resulted in consistently high-quality interviewing, as supervisors were immediately available to resolve any questions brought up during interviewing. The use of CATI (computer-assisted telephone interviewing) software ensured identical scripting and skip patterns for all interviews.

Responses to open-ended questions were captured verbatim and then **coded** into key categories to show trends in responses. Assigned codes were electronically keyed into the file using 100% key-verification. This process allows the responses to be tabulated (using the codes) to show to what extent various groups thought to mention these key categories. At the same time, verbatim transcripts of the responses show what words respondents used and in what context they talked about a category.

**Weighting** was done to reflect the actual geographic distribution of the population in the seven geographic areas. The sampling was disproportionate to ensure adequate samples for each of the seven markets. Weighting values are derived by dividing the actual number of interviews completed into the number of interviews that would have been completed had the survey been conducted on a purely random basis.

Extensive **data preparation** occurred prior to tabulation, including a series of electronic and manual checks. Both the field services staff (telephone interviewing supervisor as well as interviewers) and data processing professionals reviewed the data to ensure the highest possible level of accuracy. Project Directors worked with both the client and data processing staff to determine the banner points (or cross-tabs) that would segregate the data for this study into the most useful groups for analysis. These cross-tabulated tables were prepared using SIR's sophisticated tabulation software, which permits multilevel selection criteria custom-tailored to each project.

**Statistical tests** have been performed to determine where apparent differences are "statistically significant," given the number of people asked the question and the percentage who gave a particular response. The total sample of 1212 yields a maximum statistical error of  $\pm 2.8\%$  at the 95% level of confidence. (In other words, if you were to repeat this study 100 times, in 95 of those times the percentage giving a particular answer would be within 2.8 points of the percentage who gave that answer in this study. This is the standard level of precision used in the research industry.)

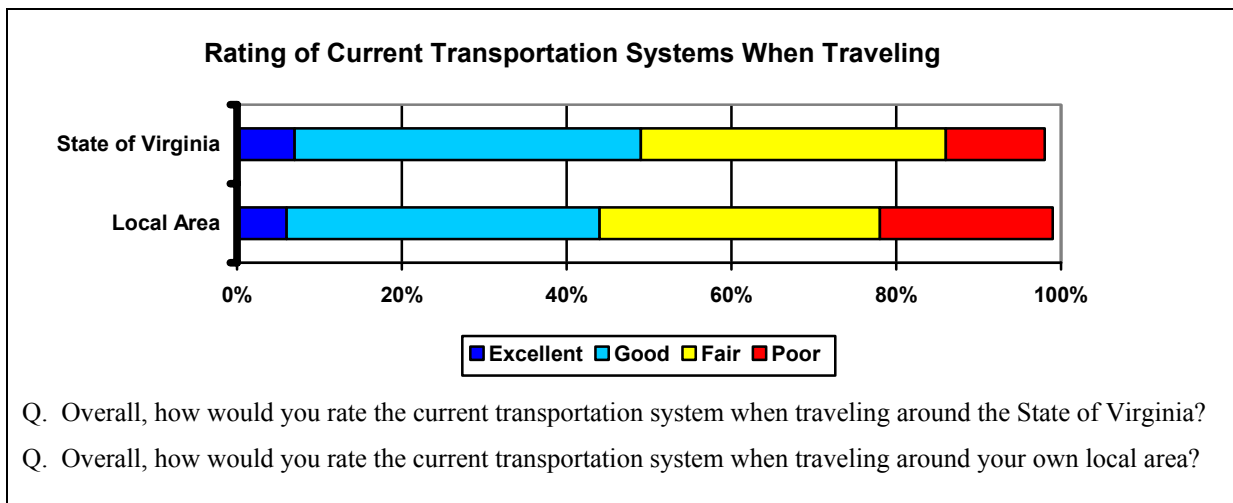
**Tables** that show all the data collected for this study were provided along with this report. Responses are shown for the total sample as well as key subgroups. The percentages of some questions may exceed 100% due to the rounding of numbers and/or multiple responses permitted for that particular question. These tables are referenced by number in this report.



## SUMMARY OF FINDINGS

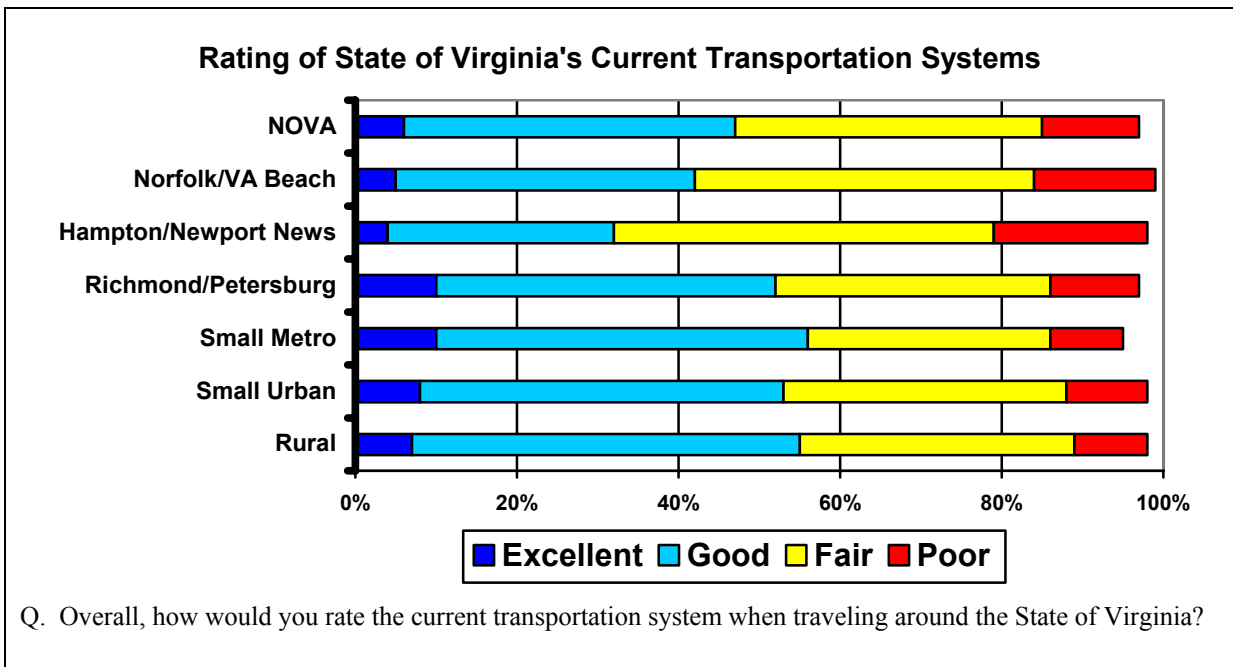
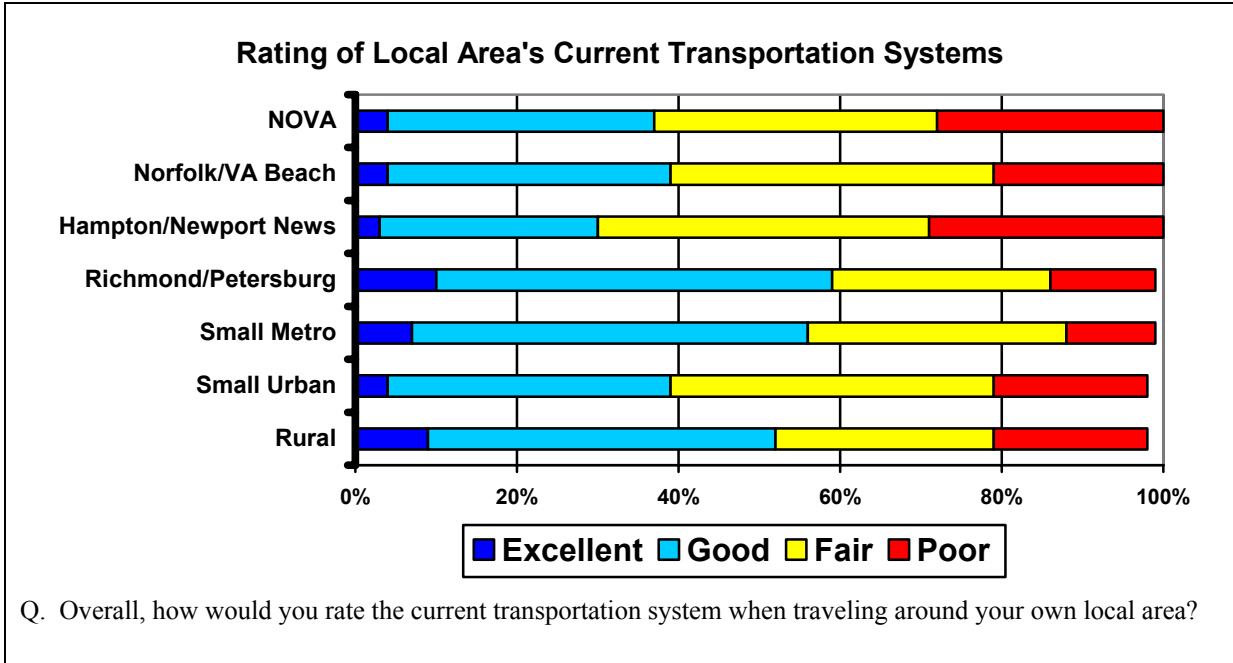
### Perceptions of Transportation Issues

1. Almost three out of five Virginians rate the current transportation system in their local area unfavorable (55%, including 21% who consider it “poor”). Just slightly fewer rate the transportation system around the entire state unfavorably as well (49%, including 12% who rate it “poor”). – Tables 7 & 18



- Seven out of ten Hampton/Newport News residents rate their local transportation system no better than fair (71%, including 29% who consider it “poor” vs. an overall average of 55%). An above average number of Northern Virginia residents also shares this view of their area systems (62%, including 28% who find it “poor”). Conversely, those living in the Richmond/Petersburg area, small metropolitan areas, and rural areas are less likely to share this unfavorable opinion of their local transportation systems (40% - 46% vs. an average 55%), and are more likely to say it is “good” or “excellent” (52% - 59% vs. an average 44%).
- Hampton/Newport News citizens are more likely than others to rate the state’s transportation system unfavorably (66% find it no better than “fair” vs. an overall average of 49%). Just 31% consider it “good” or “excellent.” Norfolk/Virginia Beach residents share this attitude of Virginia’s current transportation systems (57%), Those in small metropolitan areas, on the other hand, are less likely to find fault with the state’s transportation systems (39%). Rural Virginians are most likely to rate the state’s current transportation systems as “good” or better (56% vs. an overall average of 49%).



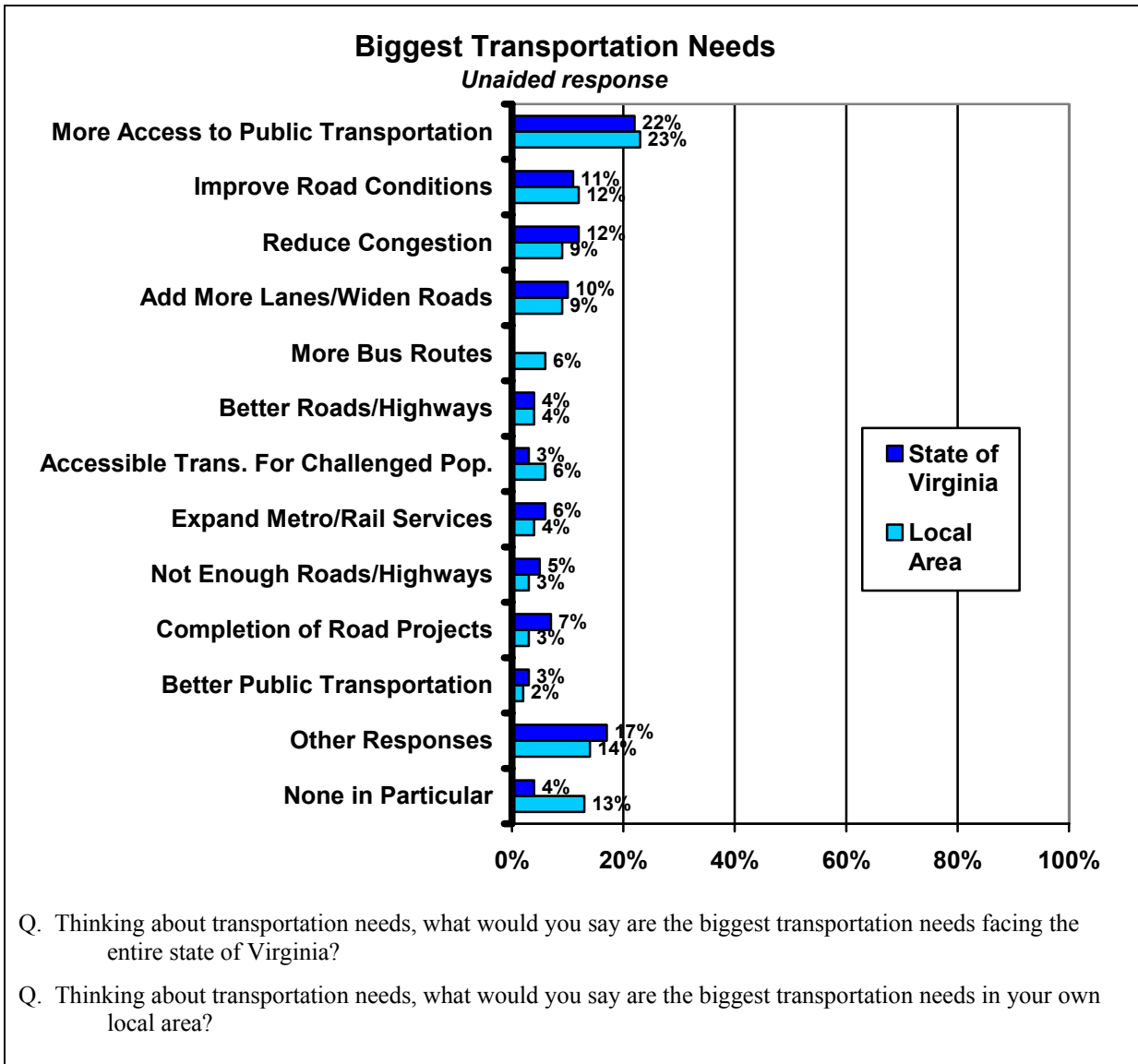


- Other minority populations, including Hispanics, Asians, and others are more likely than African Americans or Whites to rate the current transportation system when traveling around the state of Virginia as “poor” (16% vs. 10% - 11%).
- Mass transit or public transportation users are more likely to rate the current transportation system in their local area favorably. Almost two thirds of those



who say they use this mode of transportation most often rate their local system “good” or “excellent” compared to two out of five who most often drive a vehicle (63%, including 16% who rate it “excellent” vs. 42%, with 5% rating it “excellent”).

2. Access to public transportation is one of the biggest transportation needs facing the entire state of Virginia. This response was volunteered most often when asked for the biggest transportation needs facing both the local area and the state as a whole (22% - 23% each). Other responses given more frequently include “improve road conditions” (11% state; 12% local), “reduce congestion” (12% state; 9% local), and “add more lanes/widen roads” (10% state; 9% local). – *Tables 8 & 19*



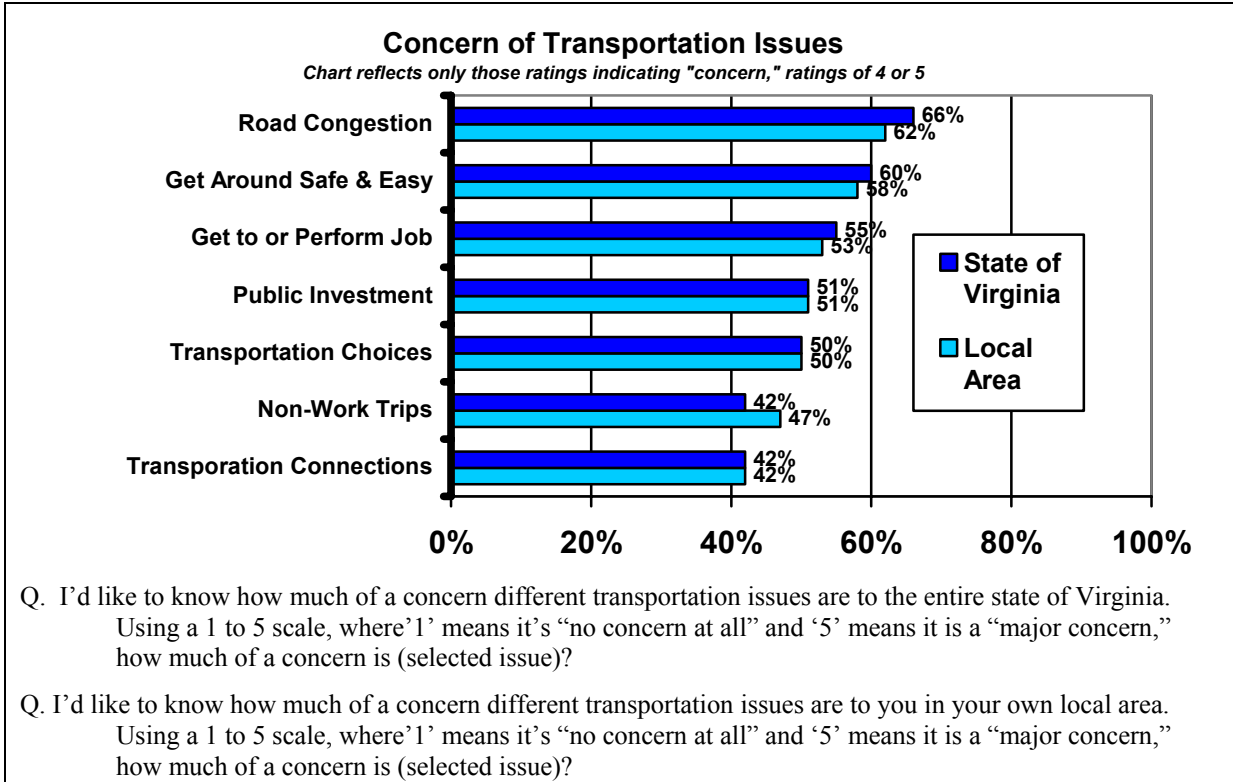
- Rural residences are just as concerned with improved road conditions as they are with additional access to public transportation (16% - 23% state; 21% -



25% local). However, they are less concerned than other areas with congestion issues (8% vs. an overall average 15% state; 4% vs. an overall average 11% local).

- Few in Hampton/Newport News express concern with local road conditions (5% vs. an overall average of 14%). However, these residents voice a greater concern than most for the need to finish all road construction around the state (15% vs. an overall average of 6%).
  - Minorities are especially concerned about access to public transportation when compared to white residents offering this response (25% vs. 19% who see the statewide need; 30% vs. 19% who see the local need).
  - Hispanics in particular see a need for the state to expand the metro system or rail services (17% vs. 4% - 8% of other races).
  - Not surprising, those with a personal disability, or disabled family member think accessible transportation for the disabled or elderly is a big transportation facing Virginia (8% - 11% vs. an overall average of 3%). Virginians with disabled family members are also more likely than most to see the need for better highways and roads (9% vs. an average 4%).
  - Virginians who most often drive a vehicle are more concerned with improved road conditions and the addition of more lanes when compared to those who most often use mass transit/public transportation (9% - 13% vs. 2% - 3%). To be expected, mass transit users more often think to mention more access to public transportation (37% vs. 22% of vehicle users) and more bus routes (13% vs. 6%) as the biggest needs in their local areas.
3. Virginians are most concerned with road congestion, both around the state and their local area. Respondents were asked to rate various transportation issues on a ‘1’ to ‘5’ scale, with ‘5’ being a “major concern,” and ‘1’ being “no concern at all.” Two-thirds rate road congestion a ‘4’ or above for both the state (66%) and local areas (62%). Least concern is expressed over transportation connections (42% each rate this issue ‘4’ or higher) and the ability to make non-work trips (42% state; 47% local). – *Tables 10 – 17 & 21 - 28*

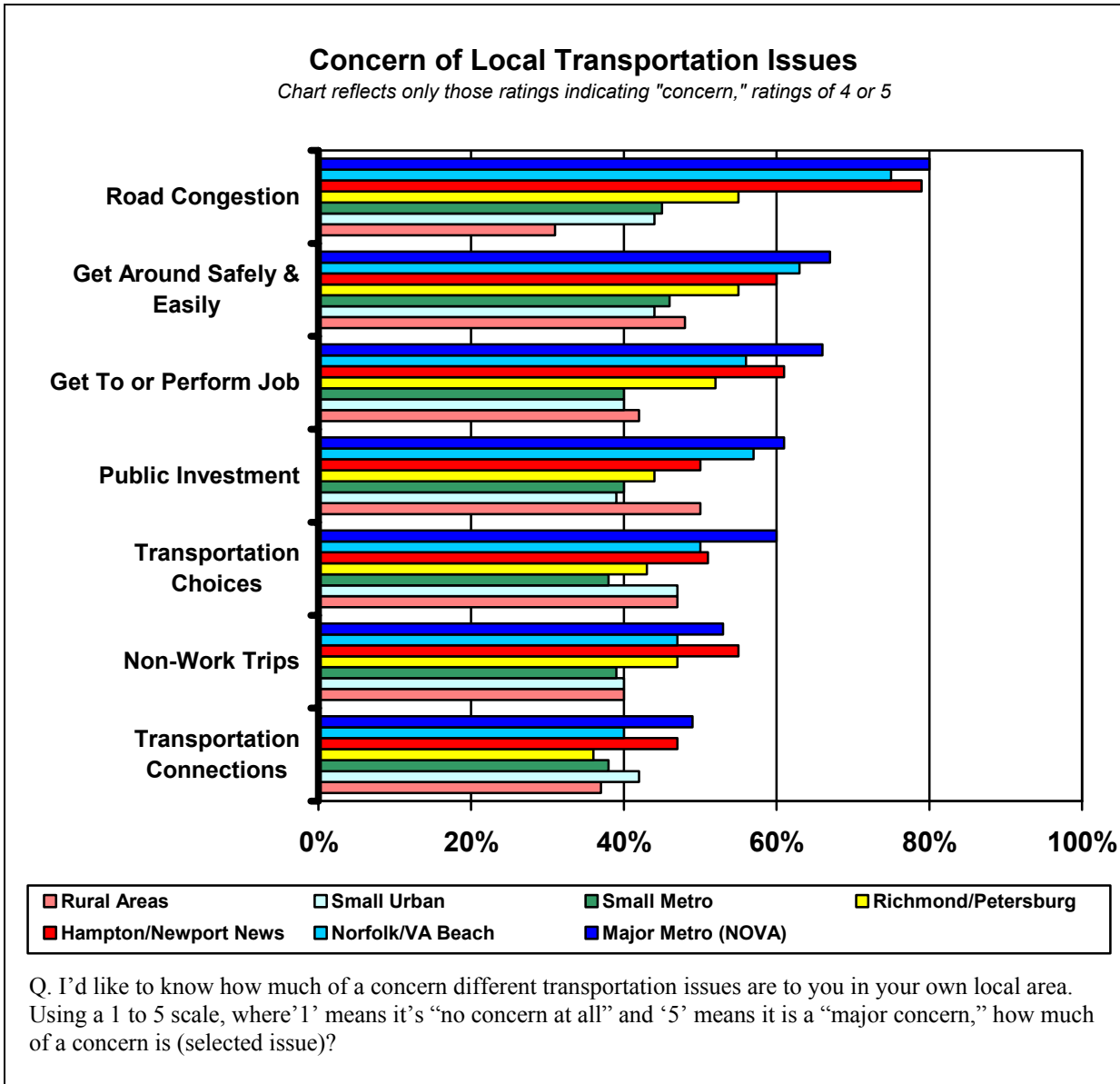


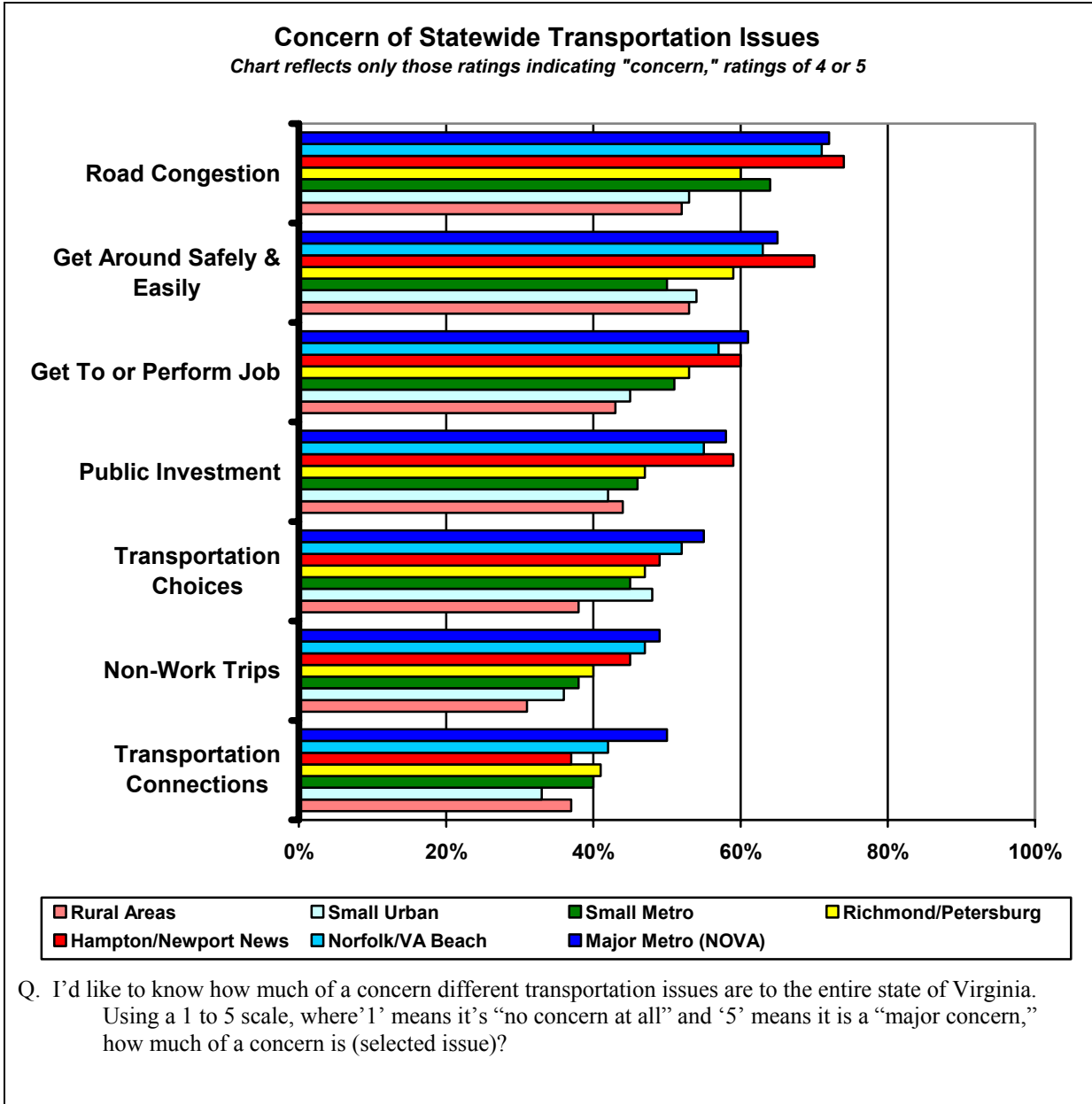


- No fewer than three out of four Northern Virginia, Norfolk/Virginia Beach, or Hampton/Newport News residences are concerned with road congestion in their local areas (75% - 80%, compared to an overall average of 62%). Conversely, no more than a little over half of those in Richmond/Petersburg, small metropolitan areas, small urban areas, or rural areas find this issue to be a problem in their local area (31% - 55%).
- Safety, the ability to get to or perform a job, and adequate public investment for meeting transportation needs are greater local concerns for those in the Northern Virginia area (61% - 67% vs. an overall average of 51% - 58%). Less than half of those in smaller metropolitan areas, small urban and rural areas, however share these concerns (39% - 48%).
- Northern Virginia area residents also have concerns for the state's road congestion problems (72% vs. an overall average of 66%). Those living in the small urban and rural areas express the least concern for this issue (52% - 53%).
- Seven out of ten Hampton/Newport News respondents are concerned about their ability to get around the state of Virginia safely and easily (70% vs. an overall average of 60%). On the other hand, small metropolitan and rural area residents voice the least concern on this when compared to those from other areas (50% - 53%).



- Overall, those living in small urban or rural areas do not have the same level of concern over transportation issues in the state of Virginia. They are less likely than those in other areas to express concern over the ability to make non-work trips (31% - 36% vs. an overall average of 42%), transportation connections (33% - 37% vs. 42% average), adequate public investment (42% - 44% vs. 51% average), ability to get to or perform a job (43% - 45% vs. 55% average), or availability of transportation choices (38% - 48% vs. 50% average).



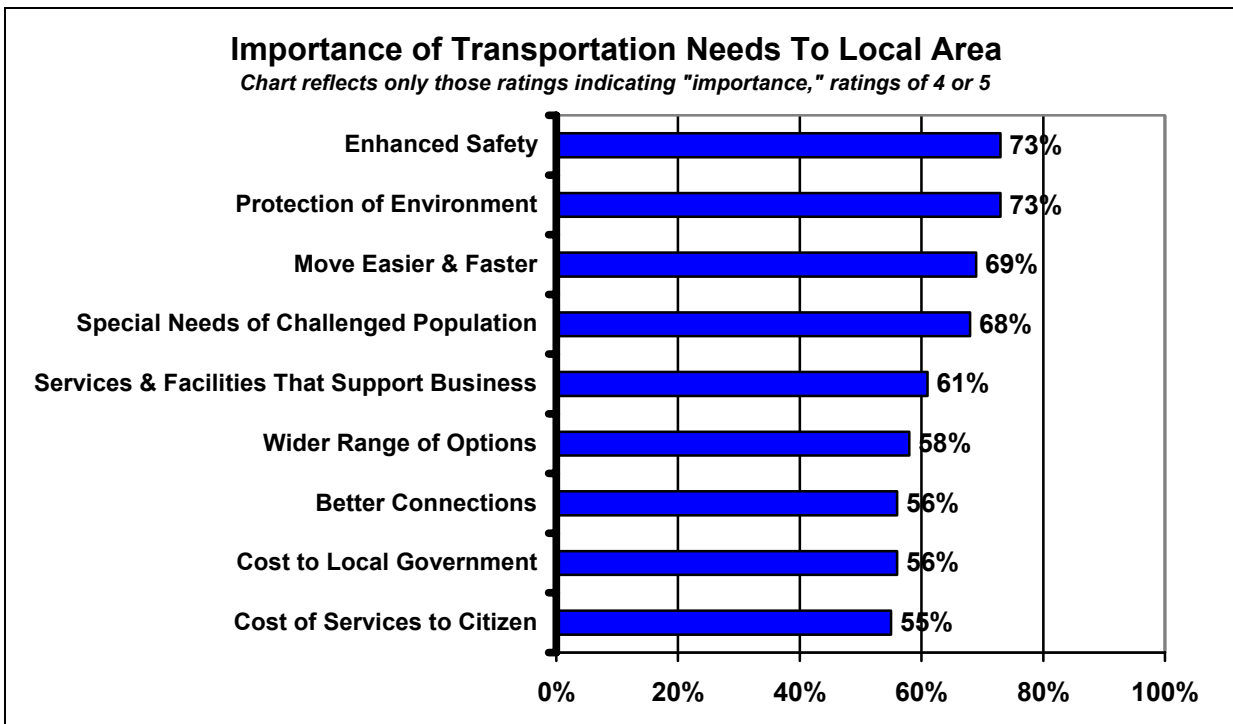


- Two thirds of all Asian respondents express concern over adequate public investment for meeting the state's transportation needs (67%) as compared to 49% - 54% of all other ethnic groups, or an overall average of 51%.
- Transportation connection issues are more of a concern to minorities than whites (50% vs. 37% statewide; 48% vs. 39% local area).
- African American Virginians are less concerned about local road congestion than other ethnic groups (54% vs. 63% - 75% of other groups).

- Mass transit/public transportation users are not as concerned with statewide road congestion when compared to those who most often drive a vehicle (66% vs. 55%). They are more concerned, however, with local transportation connections, or the ability to transfer from one transportation type to another (61% vs. 40%).
- Disabled citizens and those with disabled family members face greater concerns than others. Availability of transportation choices and connections, both local and statewide are major concerns (63% - 64% vs. an average 50% statewide transportation choices; 64% vs. an average 50% local transportation choices; 52% - 57% vs. an average 42% statewide transportation connections; 53% vs. 42% local transportation choices). This population are expresses greater concern over the ability to get around safely an easily (69% vs. an average 58%).

**Transportation Goals and Values**

1. Enhanced transportation safety, protection of the environment, ability to move around easier and faster, and special needs of transportation challenged populations are most important to local area transportation needs. No fewer than seven out of ten rate these needs a ‘4’ or ‘5’ on a 5-point scale where ‘5’ is “very important,” and ‘1’ is “not at all important” (68% - 73%). Of least importance is cost of transportation services to Virginians, though half do place some level of importance on it (55%). – Tables 47 - 55



Q. Thinking again about your own local area's current transportation needs, how important is (selected issue) to your local area? Again, we'll use a 1 to 5 scale; this time '1' is "not at all important" and '5' is "very important."

- Tidewater residents place greatest importance on enhanced transportation safety. Over four out of five rate this need no less than a '4' on the 5-point scale, with close to two thirds rating it the highest score of '5', "very important" (81% in Norfolk/Virginia Beach rate it '4' or better, including 60% who rate it '5'; 84% in Hampton/Newport News rate it '4' or better, including 64% who rate it '5'). This compares to 70% - 73% giving the same ratings in all other areas.
- Those living in Northern Virginia are more likely to place importance on protection of the environment when compared to other regions of the state (80% vs. an overall average of 73%). Conversely, small urban areas place the least amount of importance on this issue (58%).
- Four out of five Northern Virginia and Hampton/Newport News residents consider the ability to move around easier and faster important (79% each vs. 52% - 74% in other areas). Richmond/Petersburg residents, and those living in small urban or rural areas are less likely to find this important (52% - 62%).
- Virginians in Hampton/Newport News find special needs of transportation-challenged populations more important than those in other areas (79%, including 56% who say it is "very important" vs. 63% - 68% of those in other areas).
- Northern Virginia residents want a wider range of options. Seven out of ten respondents consider this an important transportation need and they are more likely than other areas to feel this way (69%, including 43% who find it "very important" vs. 40% - 64% in other areas). On the other hand, additional transportation options are not as important to those living in small urban or rural areas (40% - 48%).
- Almost two thirds in Northern Virginia feel better connections is important (63% vs. an overall average of 56%), compared to less than half in small urban areas with the same views (45%).
- Small urban Virginians are least concerned with the personal cost of transportation services (46% vs. 50% - 58% of those in other areas).
- African American citizens are more likely to place importance on many transportation needs when compared to the needs of White citizens. They place a great deal of importance on special needs of transportation-challenged populations (74% vs. 64% white), better connections (65% vs. 50% white),



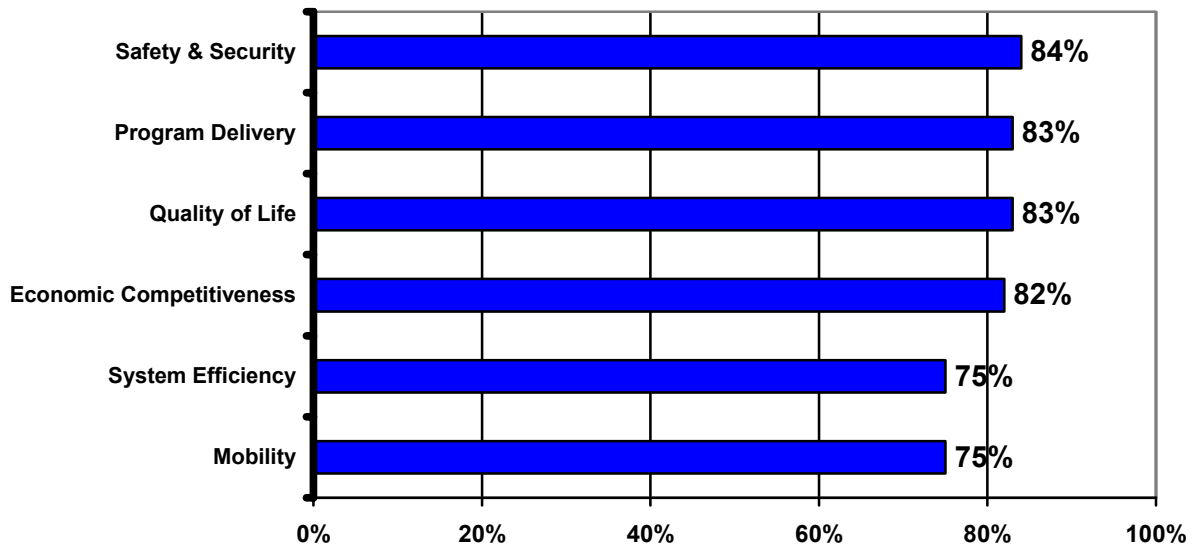
cost to local government (62% vs. 58% white), and personal cost of transportation services (63% vs. 50% white). Racial differences can also be found among Asians and the level of importance placed on better connections (69% vs. an overall average of 56%), and among Hispanics, who place a high level of importance on protection of the environment (84% vs. an overall average of 73%).

- Disabled Virginians place greater importance on many local transportation needs. An above average number of disabled citizens consider the following needs and services important: “special needs of transportation-challenged populations, such as the disabled, elderly, or lower income individuals” (80% vs. 68% average), “cost to local government to subsidize transportation facilities and services” (76% vs. 56% average), “better connections among different types of available transportation choices” (73% vs. 56% average), “wider range of options” (69% vs. 58% average), and “cost of transportation services to you” (65% vs. 55% average).
  - Mass transit/public transportation users place more importance on “better connections among different types of available transportation choices” (66% vs. 56% average) and “cost of transportation services to you” (68% vs. 55% average).
2. Safety and security, program delivery, quality of life, and economic competitiveness are equally important transportation goals for the future of Virginia transportation. Over four out of five rates these goals at least a ‘4’ on a 5-point scale where ‘5’ is “very important,” and ‘1’ is “not at all important” (82% - 84%, with 57% - 61% rating them “very important”). And, while all of the rated goals are found to be important, the least important to Virginians are system efficiency and mobility (75% each rate them important, with 45% - 47% finding them “very important”). – *Tables 81 - 86*



### Importance of Selected Goals For VA's Long-Term Transportation Plan

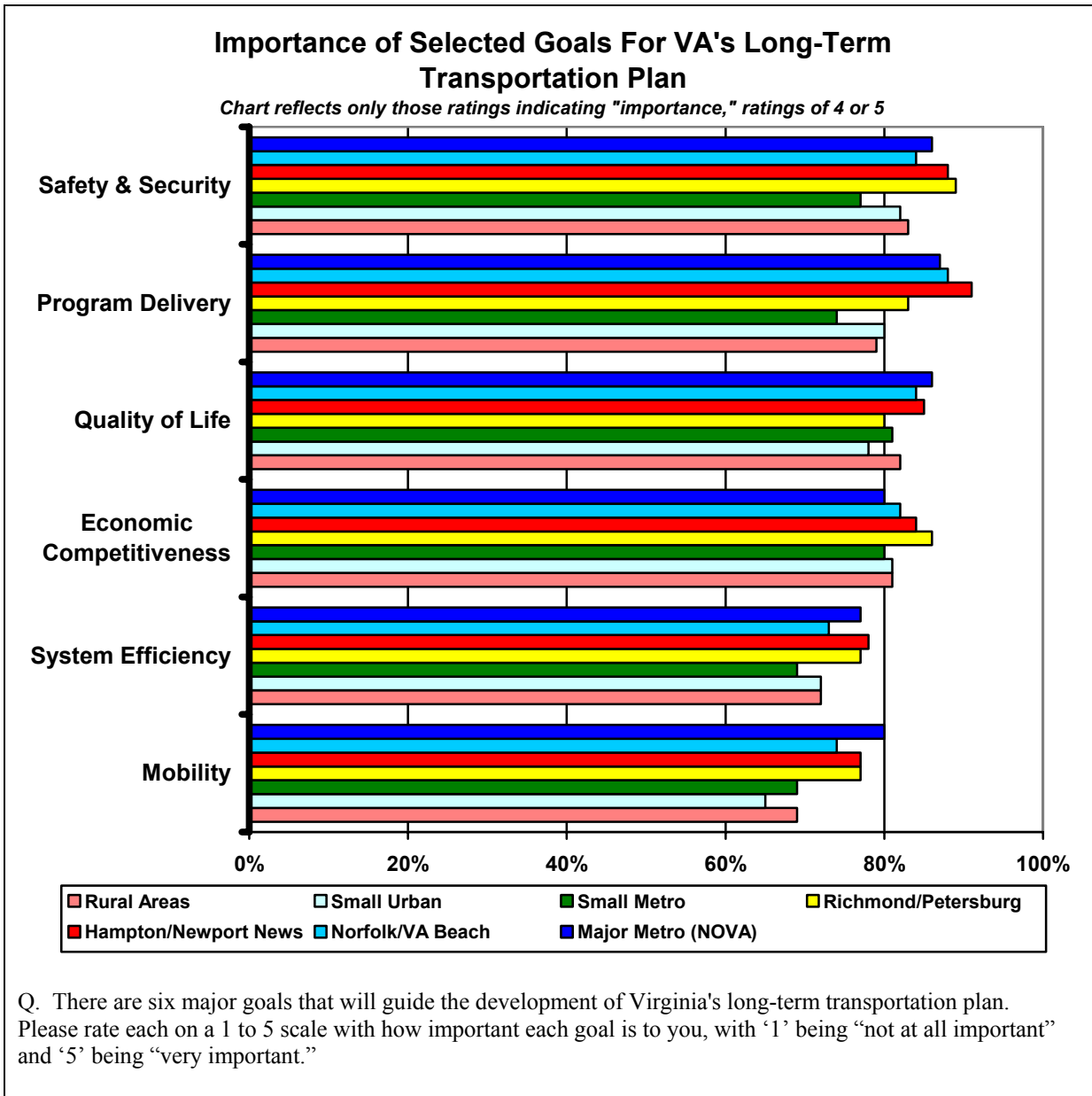
Chart reflects only those ratings indicating "importance," ratings of 4 or 5

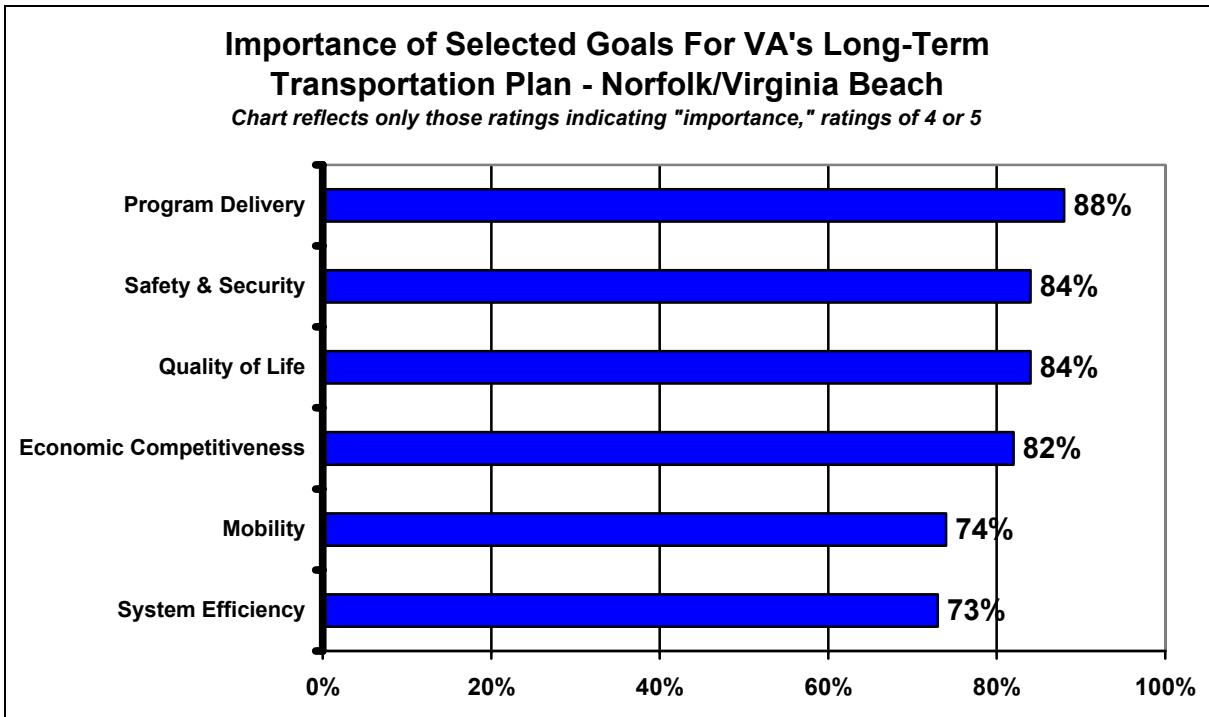
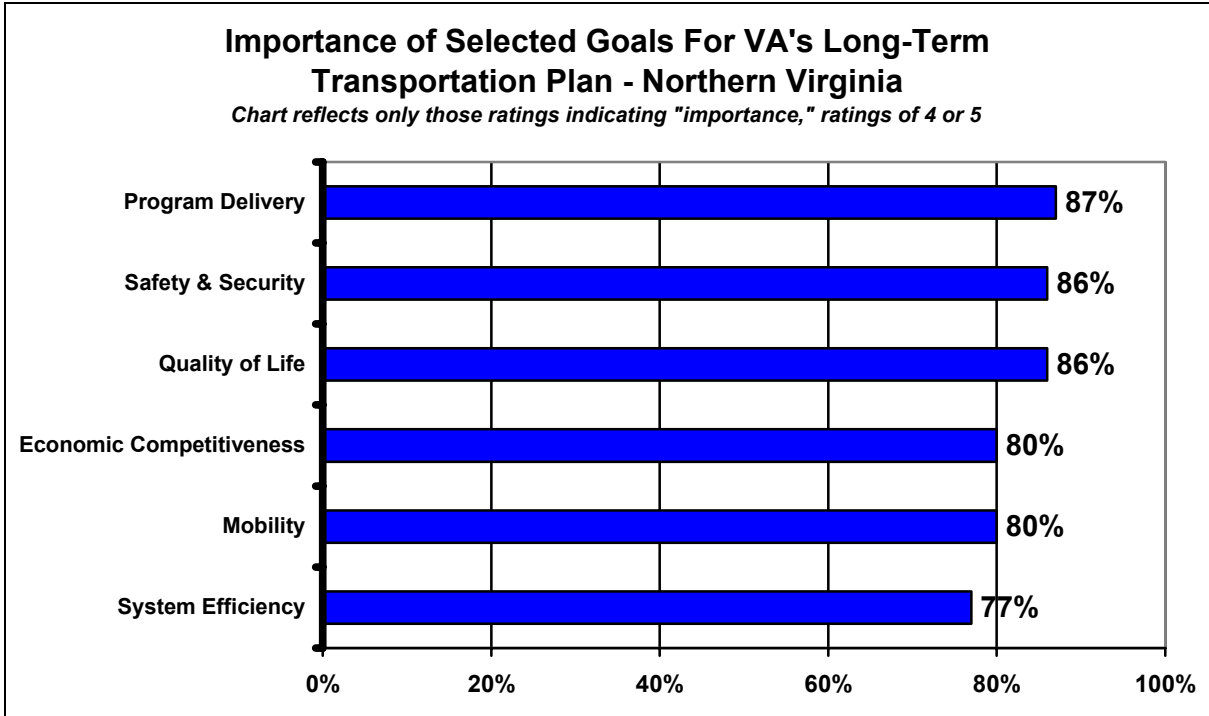


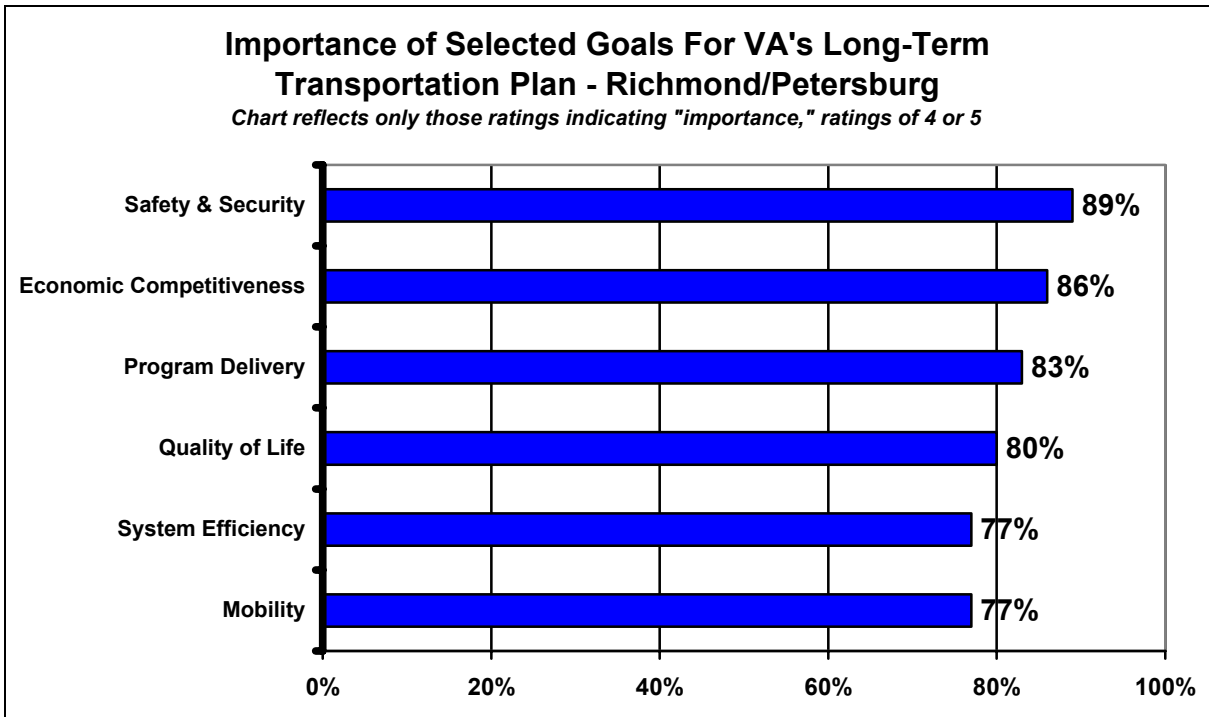
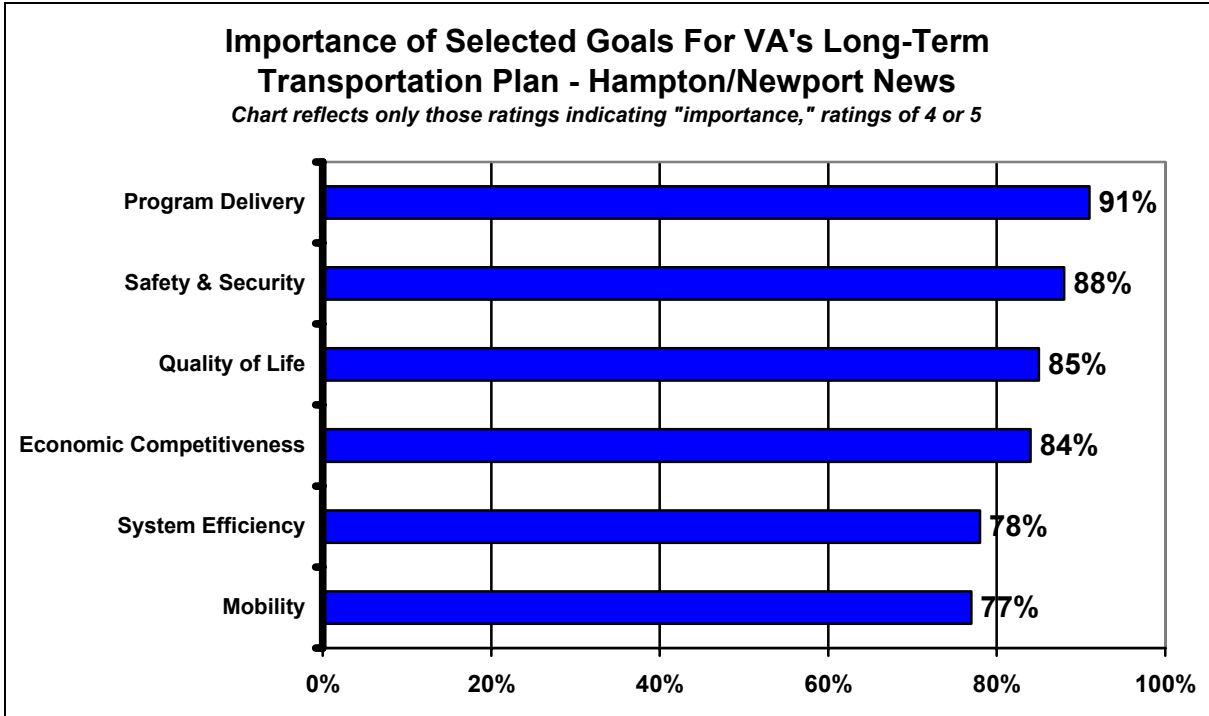
Q. There are six major goals that will guide the development of Virginia's long-term transportation plan. Please rate each on a 1 to 5 scale with how important each goal is to you, with '1' being "not at all important" and '5' being "very important."

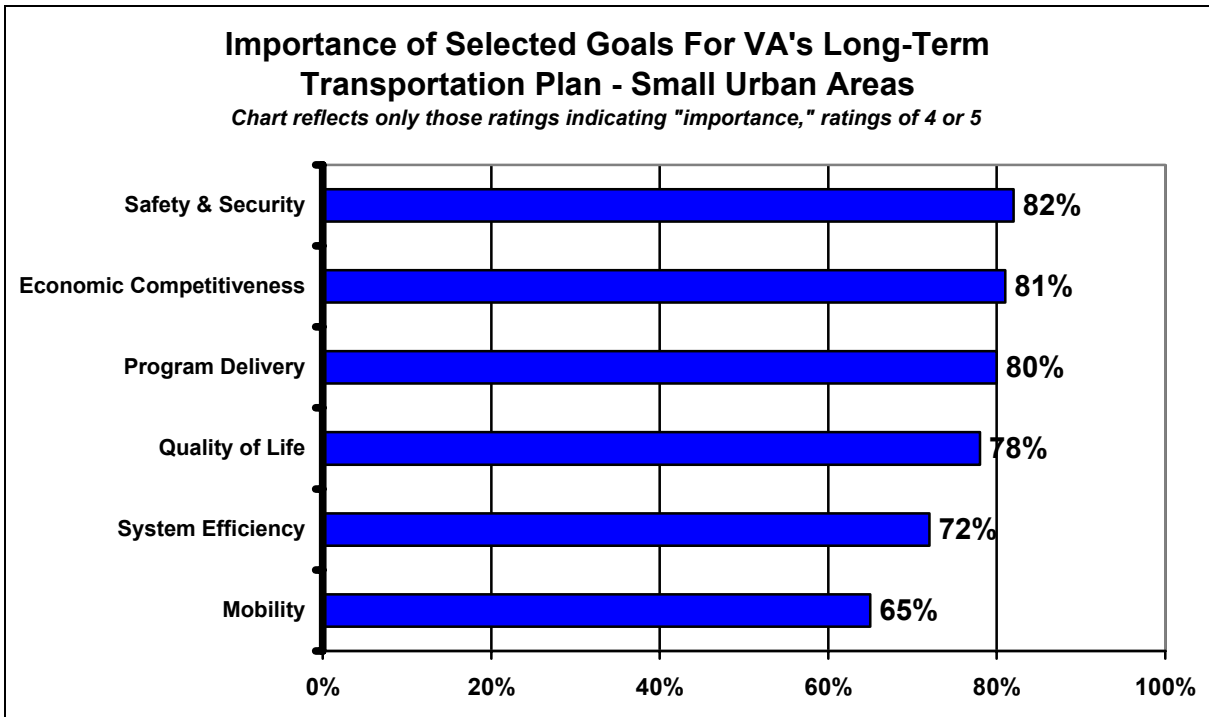
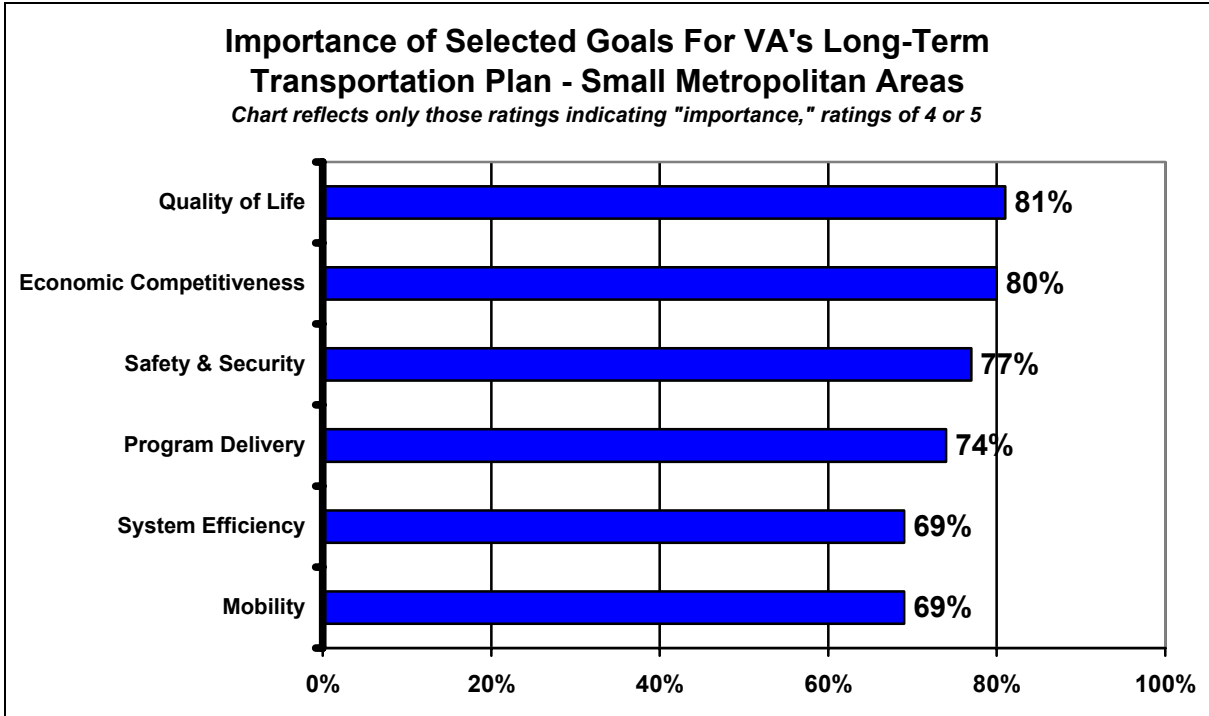
- Smaller metropolitan areas place less importance on safety and security when compared to other areas. A below average 77% rate this goal a '4' or higher, compared to an overall state average of 84%. In addition, this group, representing such areas as Charlottesville, Danville, Lynchburg, Roanoke, and Salem, are more likely than others to give unimportant ratings to this safety and security goal (8% rate it '2' or below vs. an overall average of 4%).
- Nine out of ten Hampton/Newport News residents believe program delivery is important in the development of a long-term transportation plan (91% rate the goal '4' or higher vs. an overall average of 83%). Those living in the Northern Virginia area also place more importance than most on this goal (87% vs. an average 83%), while smaller metropolitan area citizens place less importance on it (74%). In fact, smaller metro area residents are more likely than others to rate this goal unimportant (10% rate it '2' or less vs. an overall average 4%).
- A below average number of residents living in small urban areas consider mobility important (65% rate this goal '4' or above vs. an overall average of 75%). These areas include Lexington, Emporia, Harrisonburg, Martinsville, Staunton, Waynesboro, and Winchester. Rural area Virginians, are also less likely than others to rate this goal important (69%). On the other hand, mobility is much more important to those in the Northern Virginia area (80%).

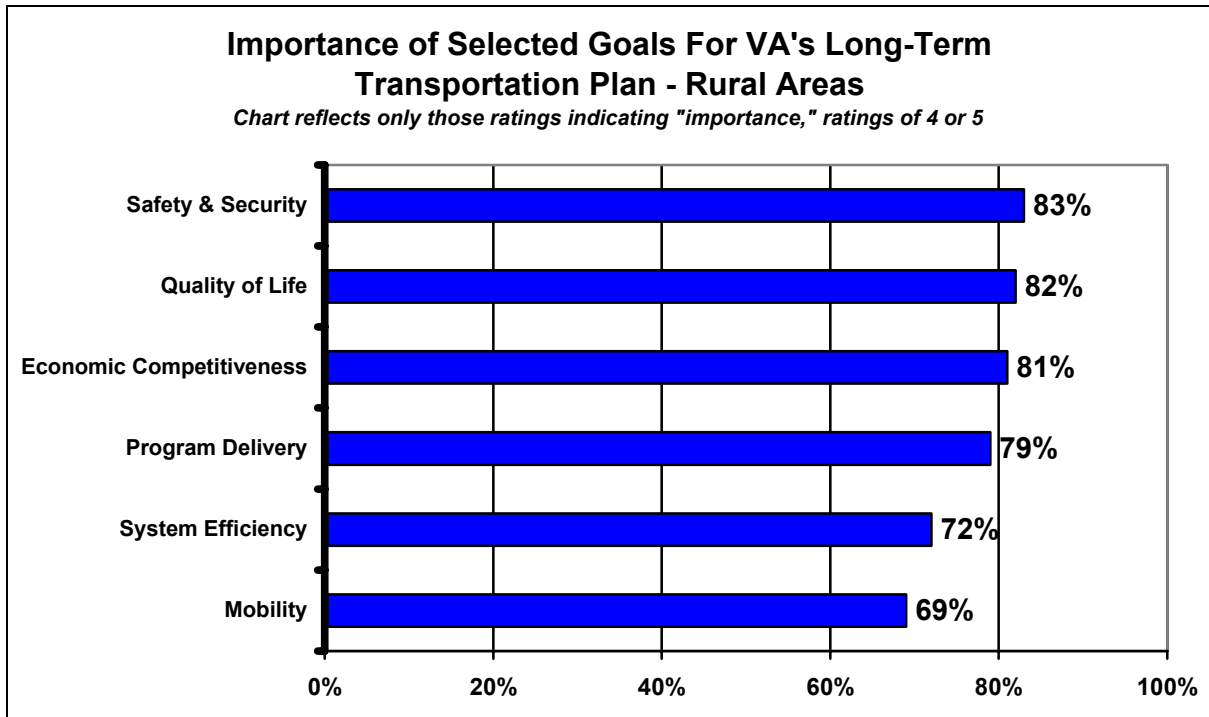






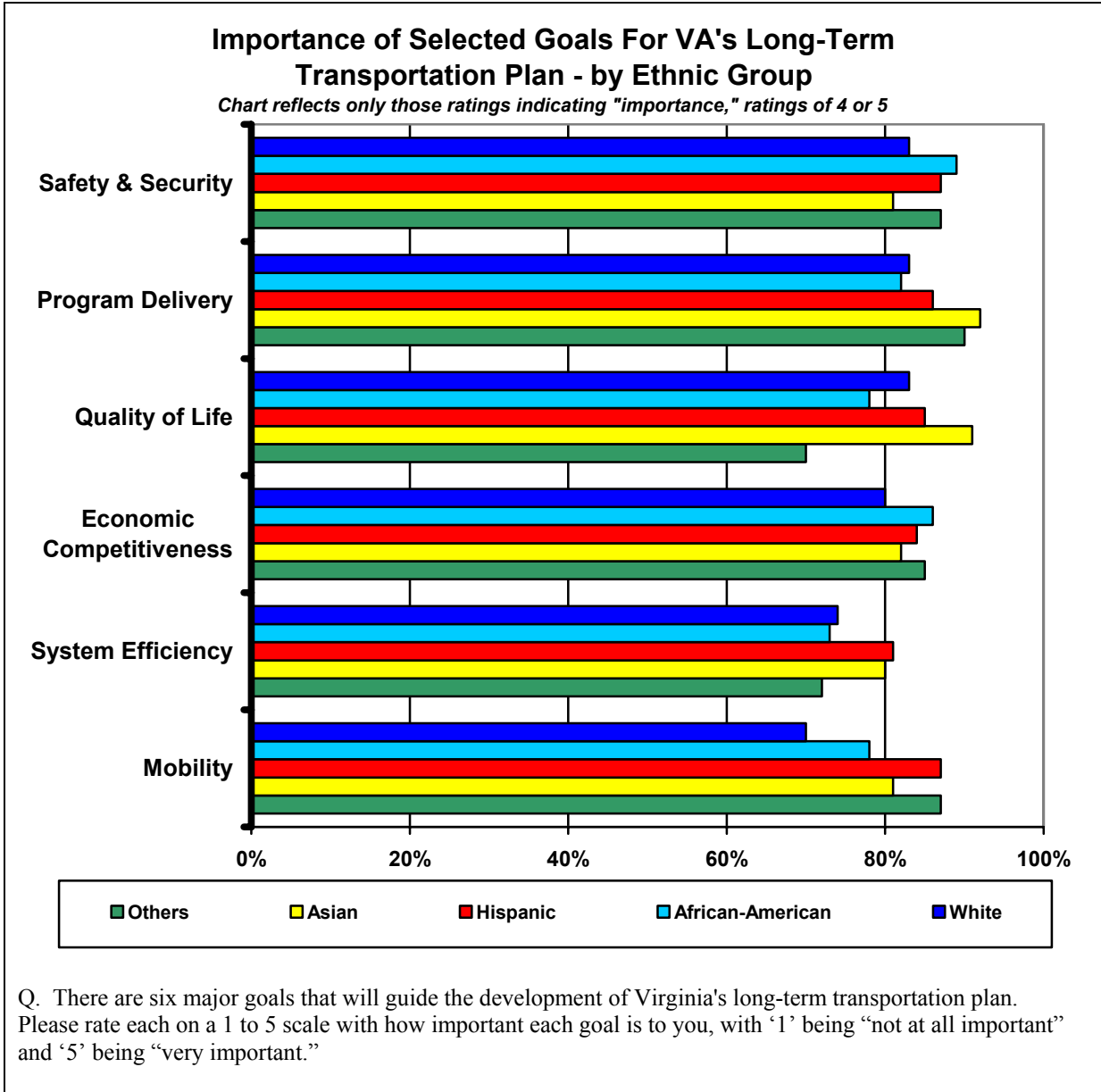


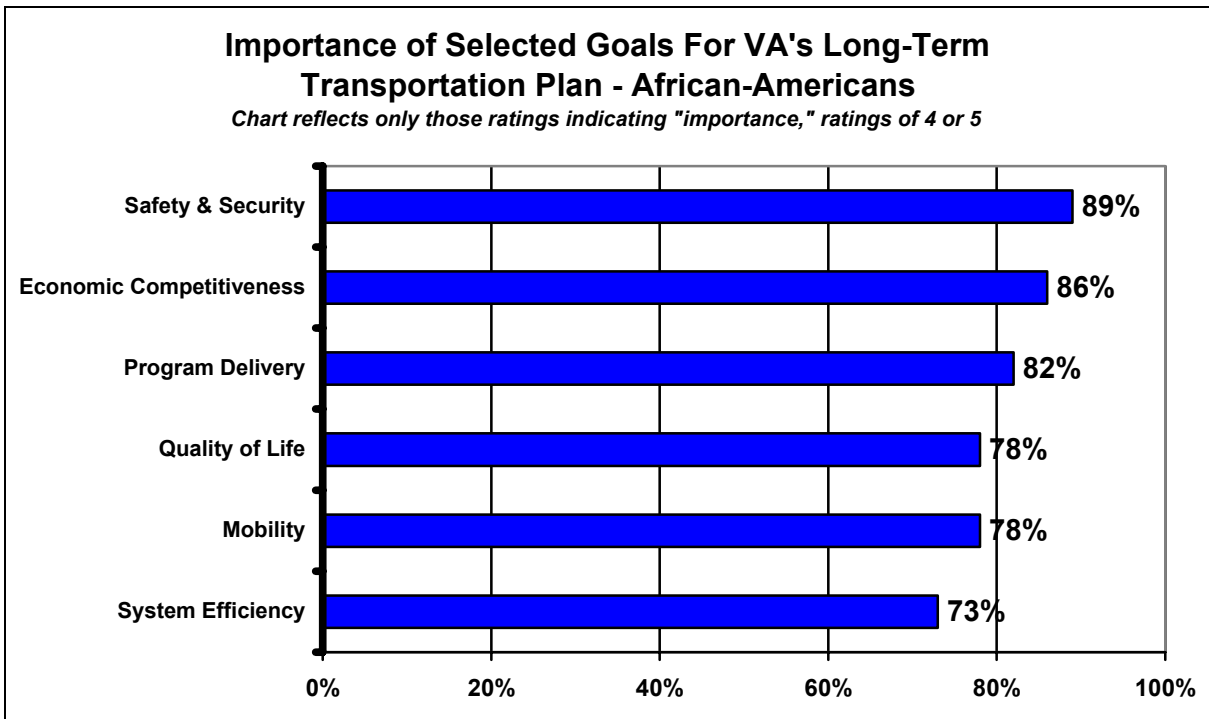
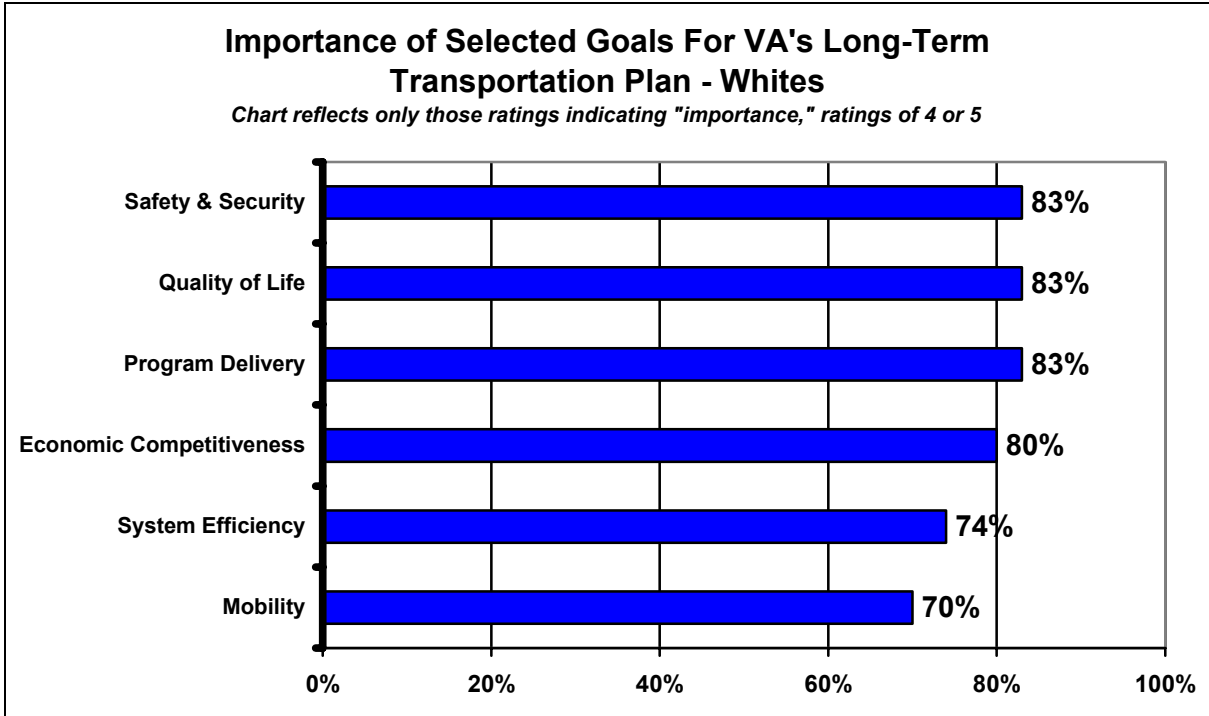


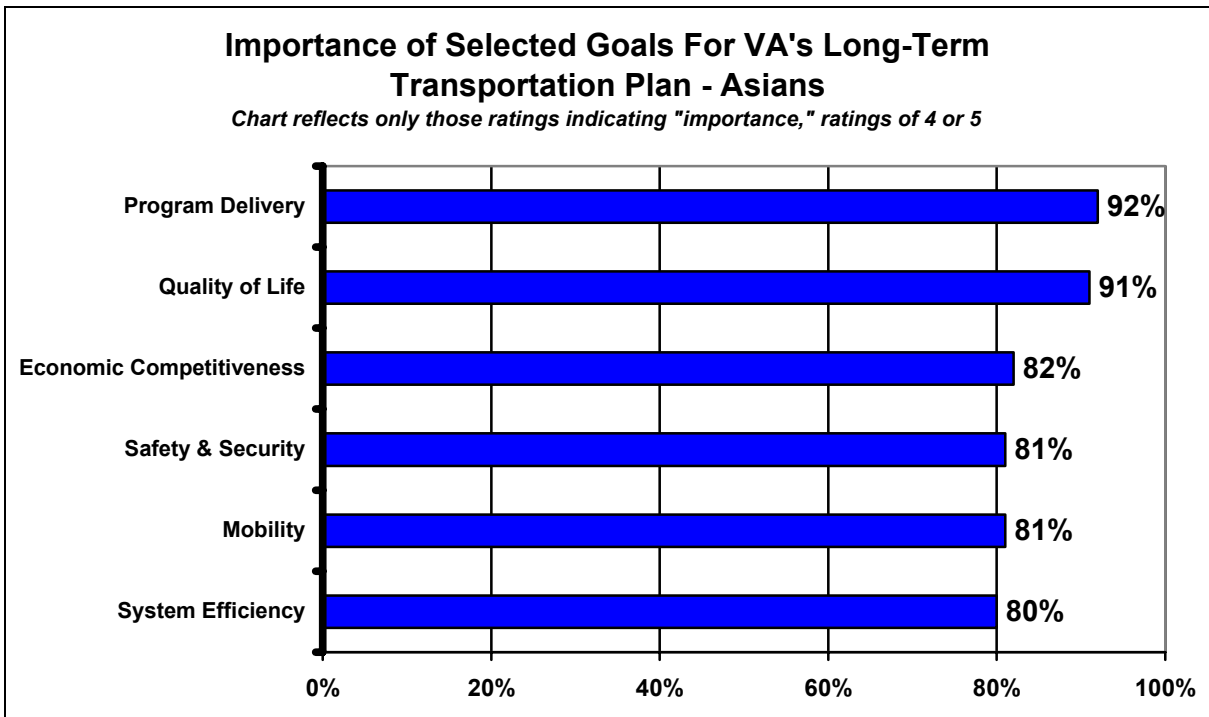
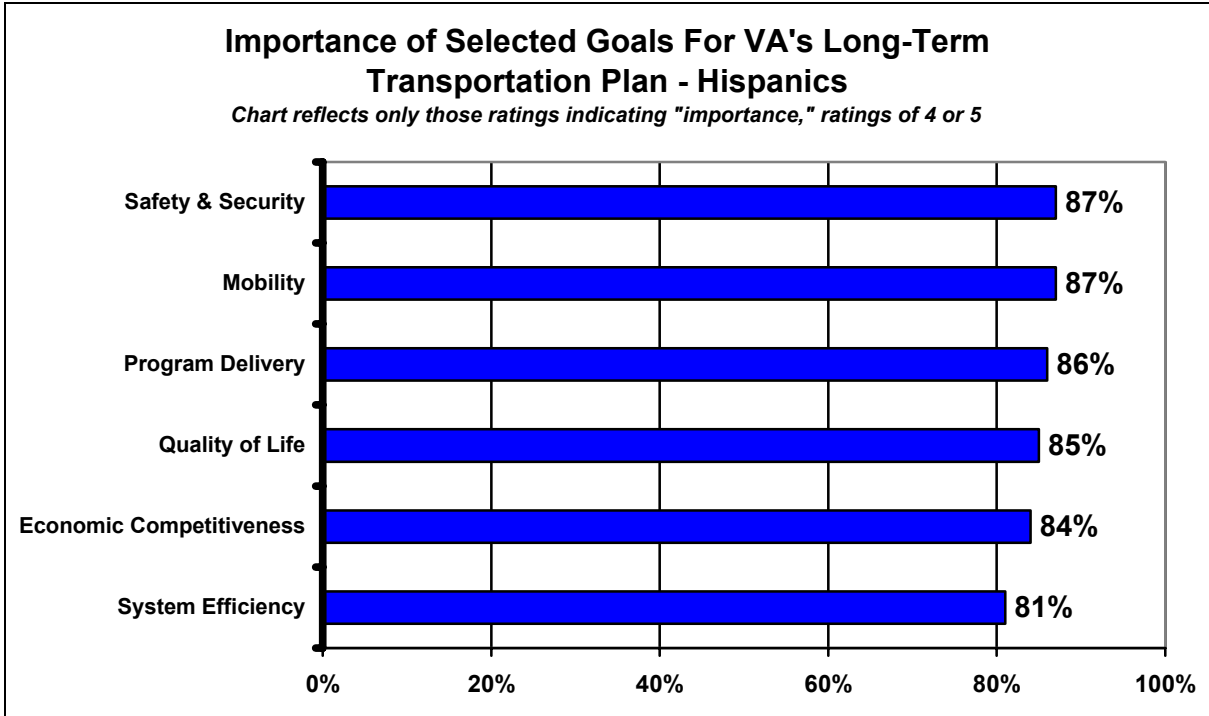


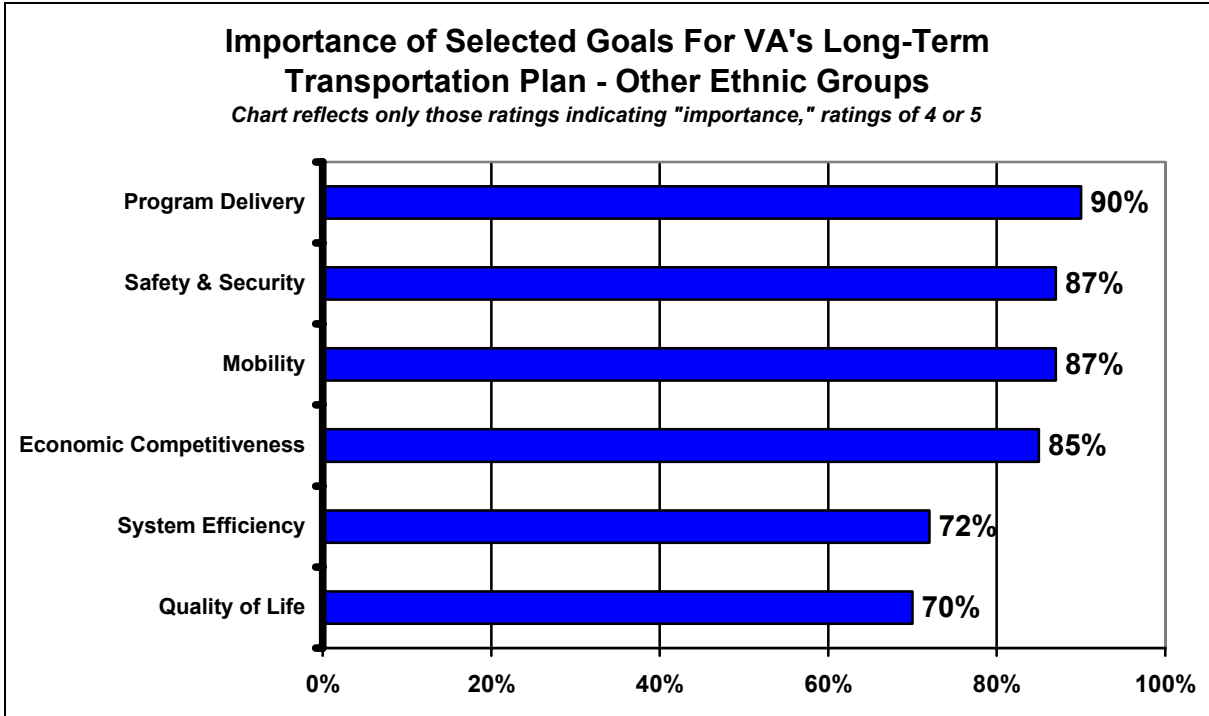
- African American Virginians are more likely to place importance on a transportation system that ensures safe, secure transportation for people and goods when compared to other ethnic groups (89% vs. an overall average of 84%). At the same time, they are less likely than others to consider a transportation system that enhances Virginia's quality of life and the character of the communities important (78% vs. an overall average of 83%).
- Over nine out of ten Asians support goals that will provide a transportation system than enhances Virginia's quality of life, and that will provide a system where projects are completed on time and on budget (91% - 92% vs. overall averages of 83% each).
- Expanded travel choices and easy connections are especially important to Virginia's Hispanic population. Close to nine out of ten Hispanic respondents rate this important compared to an overall average of three quarters (87% vs. 75%).





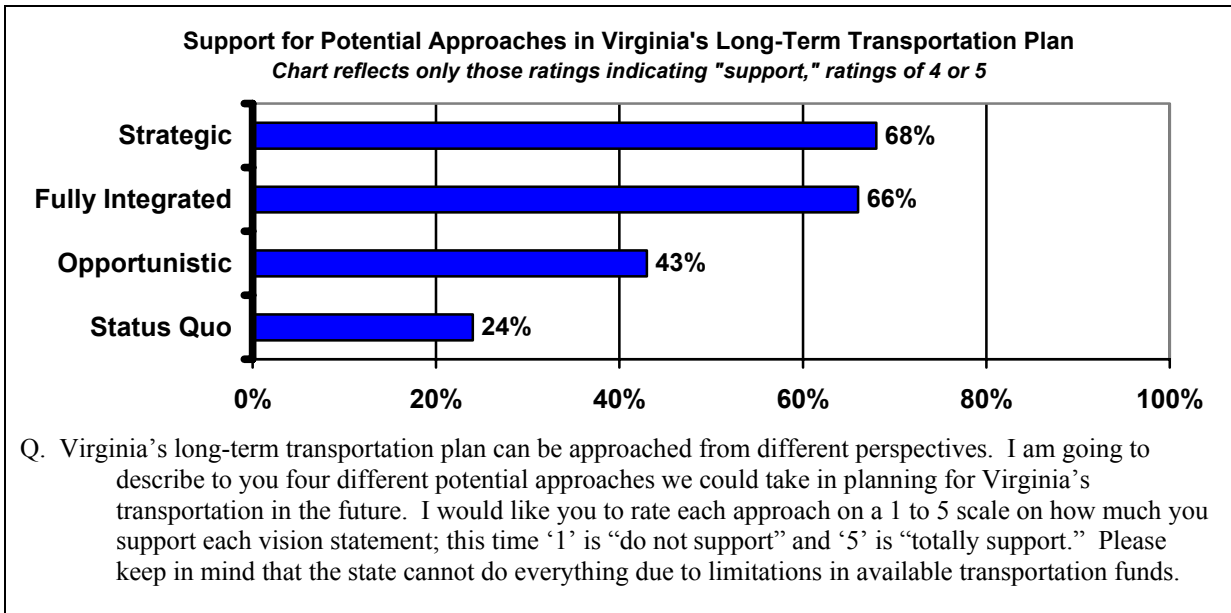






### Vision and Strategies for the Future

1. Virginians are most in favor of the Strategic approach to planning for the state's transportation future (68% rate the approach 4 or higher on a 5-point scale where 5 is "totally support"). Slightly fewer support the Fully Integrated Multimodal Network approach, though not significantly so (66% give ratings of 4 or above). On the other hand, citizens are least supportive of the Status Quo approach (24% support this approach). – *Tables 88 - 91*



- Northern Virginia residents are twice as likely to support the Strategic and Fully Integrated visions, as they are to support the Opportunistic or Status Quo visions (71% - 74% vs. 18% - 37%), and they are more likely to do so when compared to other areas of the state (66% - 68%). Conversely, small urban communities are least likely to support the Strategic or Fully Integrated visions (56% - 58%). They are, however, just as supportive of these visions as they are to support the Opportunistic vision (49%).
- Over half of those living in small metropolitan areas support the Opportunistic vision and they are more likely than those living in other areas to do so (55% vs. an overall average of 43%). Northern Virginia area residents are less supportive of this vision than others (37%).
- Richmond/Petersburg and rural area residents are more supportive of the Status Quo planning vision than others (31% - 34% vs. an overall average of 24%). On the other hand, those living in the Northern Virginia area are least supportive of this approach (18%).
- African Americans are more supportive of the Status Quo and Opportunistic visions to planning (40% vs. overall average 24% Status Quo; 56% vs. 43% average Opportunistic), yet less supportive of the Strategic vision (62% vs. an average 68%).
- Disabled Virginian and those with disabled family members are more inclined to support the Status Quo vision (33% - 36% vs. an average 24%). Those personally disabled are also more likely than others to support the Opportunistic planning vision (56% vs. an average 43%).
- Over three quarters of those who use mass transit/public transportation most often support the Fully Integrated vision compared to two thirds overall (78% vs. 66% average). They are also more likely to show support for the Opportunistic (56% vs. 43% average) and Status Quo visions as well (41% vs. 24% average).

### **Tradeoffs in Developing the Ideal Transportation Plan**

1. The most important issue for Virginians is the possibility that transportation projects may threaten the quality of the environment or the quality of life. No other statement so strongly influenced the level of support expressed by respondents.
2. It is more important that transportation projects be completed within budget than that they be completed on time. In fact, Virginians are indifferent to problems of untimely completion so long as projects are done within budget.
3. In matters of safety and security, Virginians are more concerned about the possibility of reductions than in the promise of increases. Transportation projects that result in reduced safety are not acceptable trade-offs for system efficiency, mobility, economic

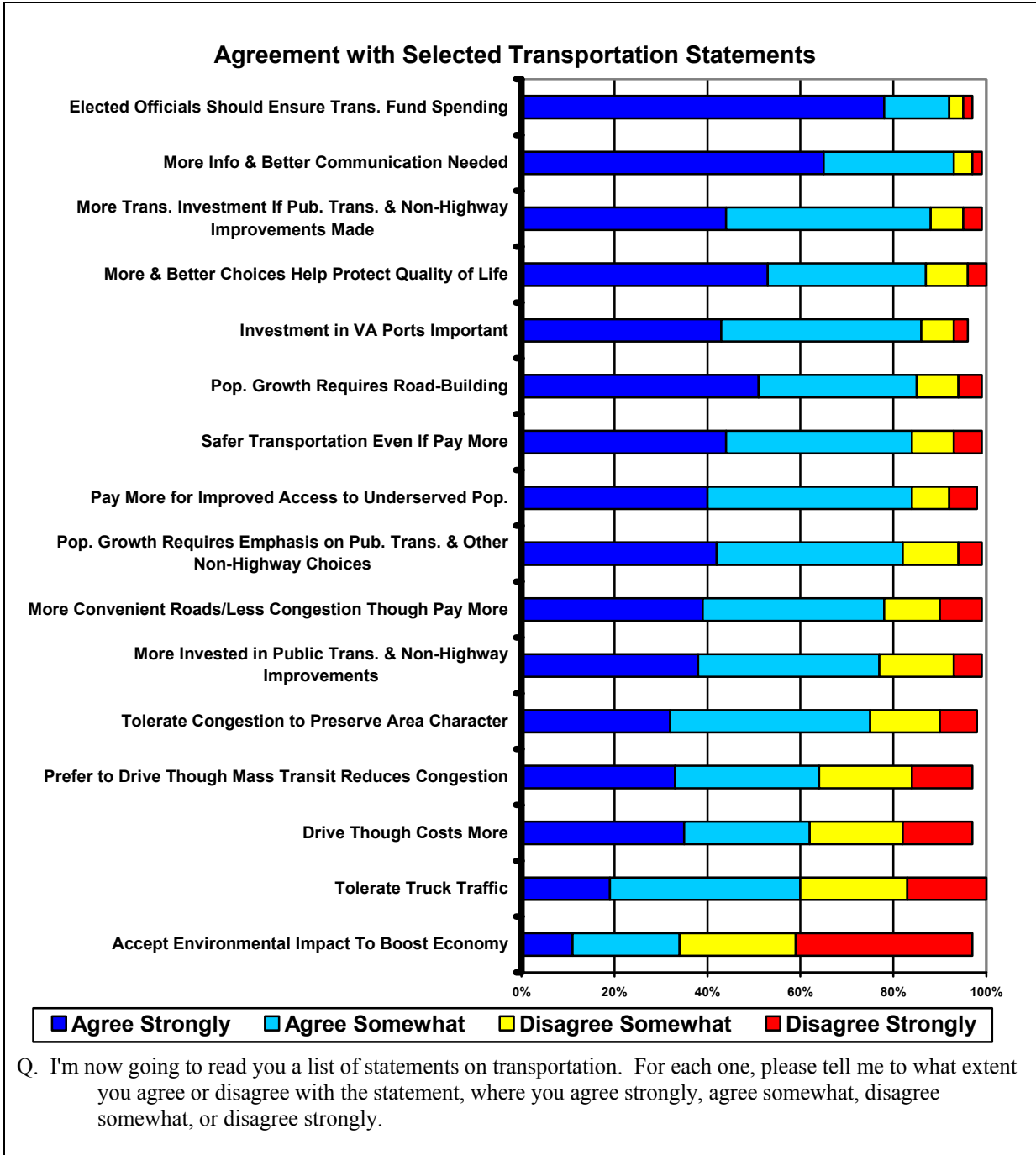


- competitiveness or any other concern. Independent of all other aspects of transportation projects, reduced safety results in significantly less support.
4. Concerns about economic competitiveness exist, though they are considerably less relevant to Virginians' support of transportation projects than are other issues. At best, a project that would significantly attraction major business and jobs to a local area make the project only marginally more attractive.
  5. Surprisingly, the ability to travel whenever and however one wants, though attractive, is no more attractive than other issues, especially protecting the environment, maintaining safety, and meeting budgets. Virginians value the transportation options they currently have. The results show that reductions in transportation options are unattractive.

### **Allocation of Resources/Investment Priorities**

1. Nearly all Virginians agree that elected officials and transportation agencies should ensure that funds raised for transportation are spent only on transportation (93%), with a majority expressing strong agreement with the statement (85% of those who agree on some level). Virginia residents are least likely to accept an unfavorable impact to the environment in favor of boosting local economy (64% disagree with the statement, compared to 34% who agree). – *Tables 57 - 72*





- Northern Virginia area residents appear more supportive than most on issues of tax increases. An above-average number agree with the statements “I am willing to support more transportation investment if public transportation and other non-highway transportation improvements could be made” (92% vs. 88% average), “I support safer transportation even if I have to pay more” (88% vs. 84% average), and “I want more convenient roads and less congestion even though I may have to pay more” (83% vs. 78%).

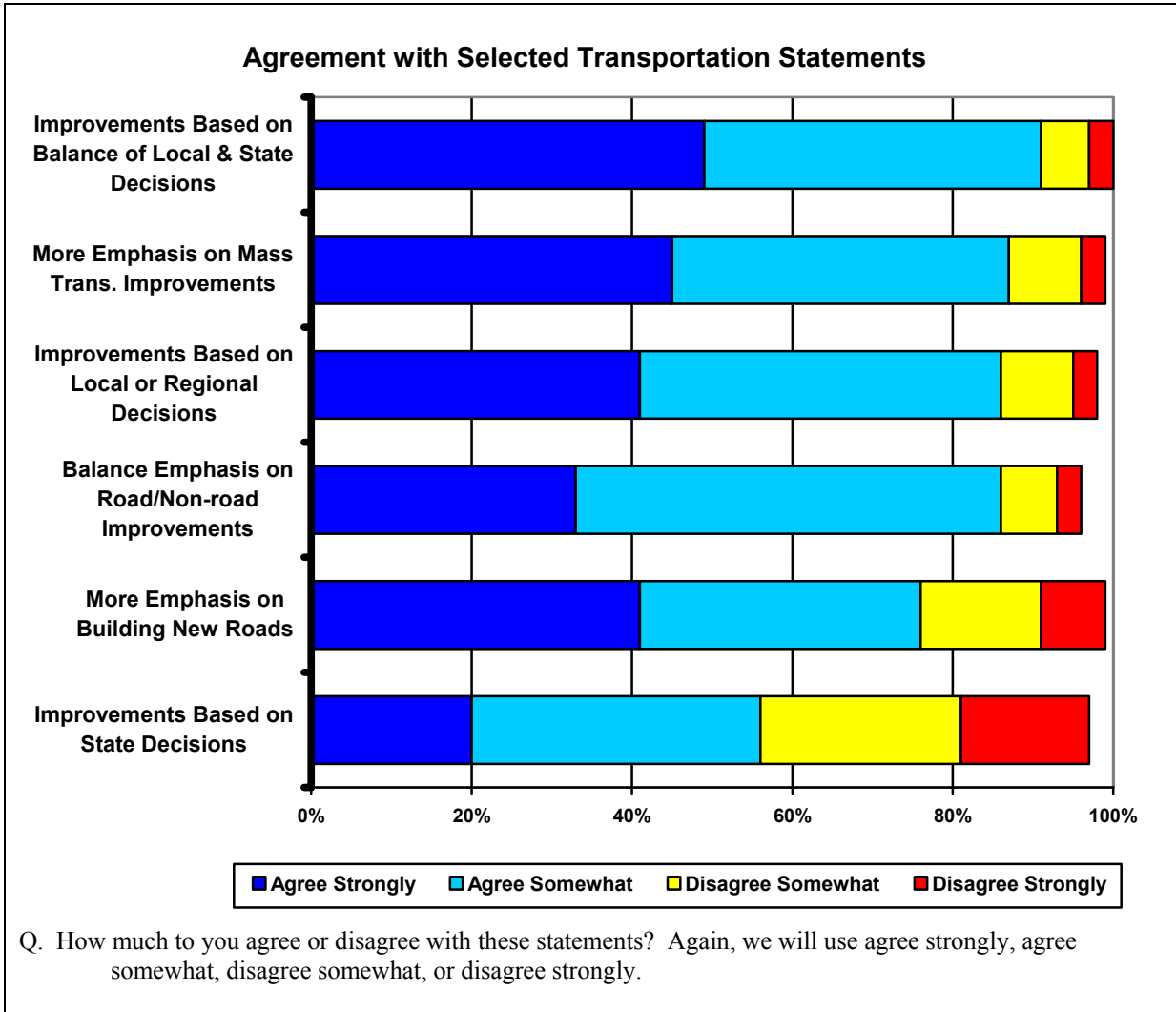


Hampton/Newport News respondents are least willing to support more taxes in favor of safer transportation (76% agree vs. 84% average).

- Fewer Northern Virginia area citizens prefer to drive their car even if other ways of traveling reduce congestion (55% vs. an average 64%). A majority of Richmond/Petersburg area residents, however, want to drive their car with no congestion concerns (72%).
  - Over nine out of ten Hampton/Newport News citizens feel “more and better travel choices, like train, bus, bicycle and pedestrian facilities, will help protect the quality of life in my local area” (91% vs. an overall average of 86%). Rural area residents are not as certain of this (18% disagree with the statement vs. an average of 13%).
  - Rural area residents would be more willing to accept an unfavorable impact to the environment if it meant boosting their local economy (41% agree vs. an average 34%).
  - Northern Virginia residents have a lower tolerance level for truck traffic even if it means faster and cheaper delivery of goods (49% agree vs. an average 59%). Norfolk/Virginia Beach respondents would be more accepting of this traffic if it would result in efficient delivery of goods (72%).
  - Almost all Hispanic Virginians agree more and better travel choices, like train, bus, bicycle and pedestrian facilities will help protect the quality of life in their local area (94% vs. an average 86%). However, they are less willing than other ethnic groups to pay more to support improved transportation access to underserved populations, such as the disabled, elderly or lower income individuals (76% vs. an average 84%). They are also less likely to say they want to drive their car even if it costs more money than public transportation (52% vs. an average 62%).
  - African-Americans are more likely to agree that more should be invested in public transportation and other non-highway improvements, such as bicycle and walking facilities (81% vs. an average 76%). They are also more willing to accept an unfavorable impact to the environment in order to boost local economy (44% vs. an average 34%). However, they are not as supportive of tax increases to support safer transportation (77% vs. an average 84%), or more convenient roads and less congestion (72% vs. an average 78%).
2. Virginians are looking for balance in transportation improvement decisions. Almost all respondents agree improvements should be driven largely by a balance between local, regional, and state decisions (91%, including 49% who “agree strongly”), and that the state should balance the emphasis placed on road and non-road transportation investments and improvements (87%, with 33% who “agree strongly”). A larger number of Virginians also feel more emphasis should be placed on transportation investments and improvements in mass transportation services (87% agree) when



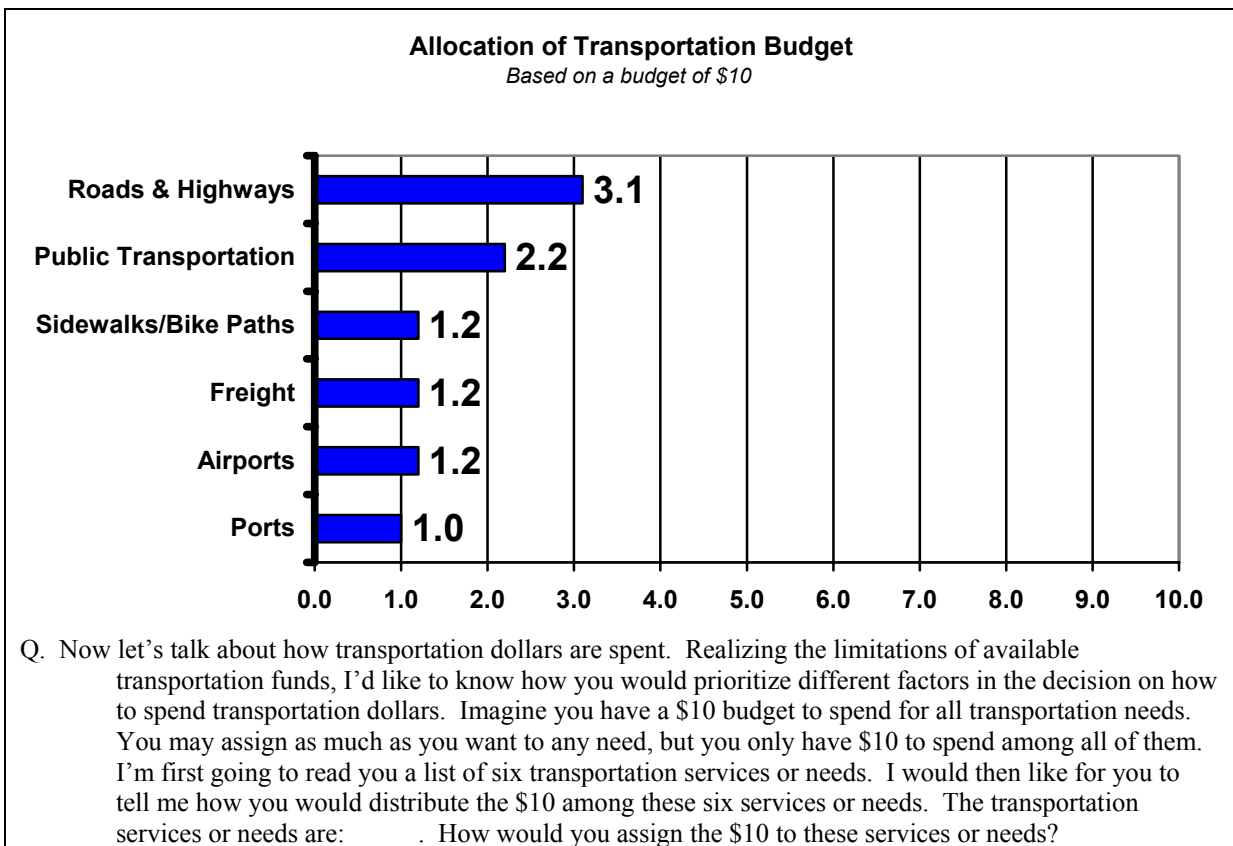
compared to the number who say the state should place more emphasis on building new roads and highways (75%). They are least likely to agree that improvements should be driven solely by state decisions (57% agree, 41% disagree). – Tables 74 – 79



- Half of those living in the Northern Virginia area do not believe transportation improvements should be driven by state decisions while the other half believes it should (48% - 50%). In fact, these Virginia citizens are more likely than those in other areas to “disagree strongly” with this statement (22% vs. an average 16%).
- Almost two thirds of African Americans believe transportation improvements should be driven by state decisions and are more likely to take this view than other ethnic groups (63% vs. 50% - 55% of all other ethnic groups). They are less likely than others to feel improvements should be drive by a balance of local, regional, and state decisions (87% vs. 88% - 94% of all other groups).



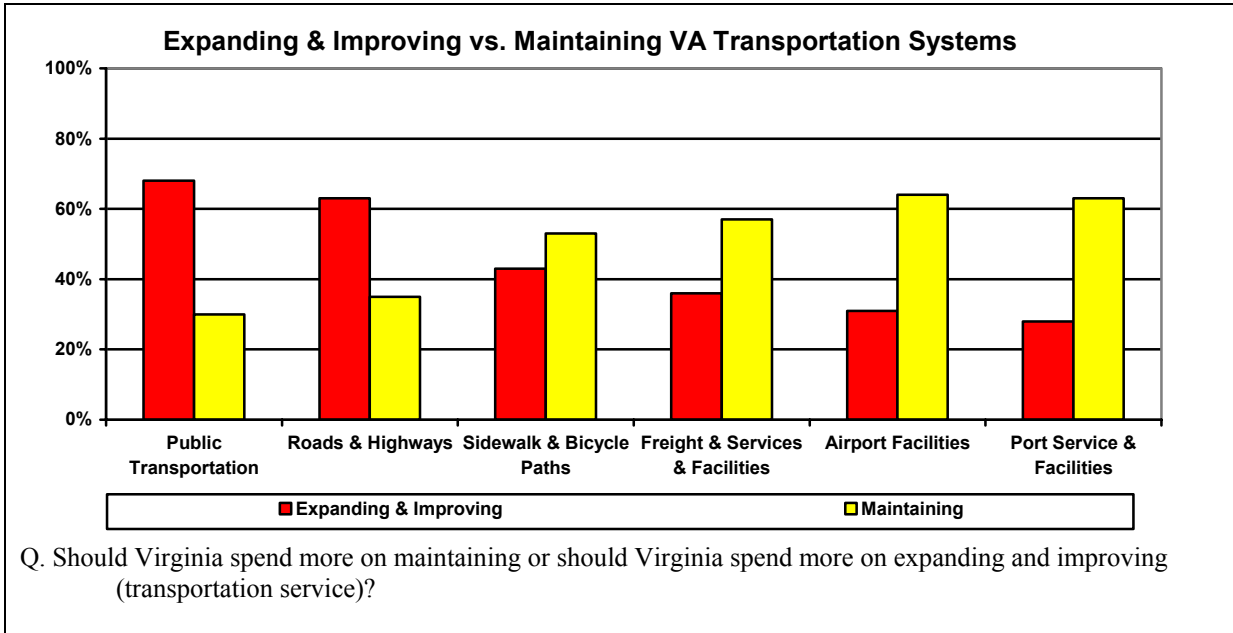
- Nearly all Asian Virginians feel the state should balance the emphasis placed on road and non-road transportation investments and improvements (95% vs. 85% - 93% of all other ethnic groups).
3. Virginians place highest priority on roads and highways when assigning transportation funds to various services or needs. Respondents were asked to prioritize and distribute a ten-dollar budget among six transportation services with the understanding that transportation funds are limited. An average of 3.1 dollars would be spent on roads and highways. Another 2.2 dollars were assigned to public transportation, followed by 1.2 dollars each for sidewalks & bicycle paths, freight and freight rail services and facilities, and airport services. The least amount was allocated to port service and facilities (1.0 dollars). In addition, a third of all Virginians allocated nothing to Port Services and Facilities (32%). Similarly, close to three out of ten would allocate nothing towards airport or freight services, or sidewalks and/or bicycle path facilities (27% - 29%). Close to one out of seven would not assign monies to public transportation (15%), and one out of ten assign nothing to roads and highways (10%). – *Tables 95 - 100*



4. Virginia should spend more money on expanding and improving public transportation and roads and highways, while maintaining airport facilities, port service and facilities, freight and freight rail services and facilities, and sidewalks and bicycle paths. More people, however, are interested in expanding and improving public

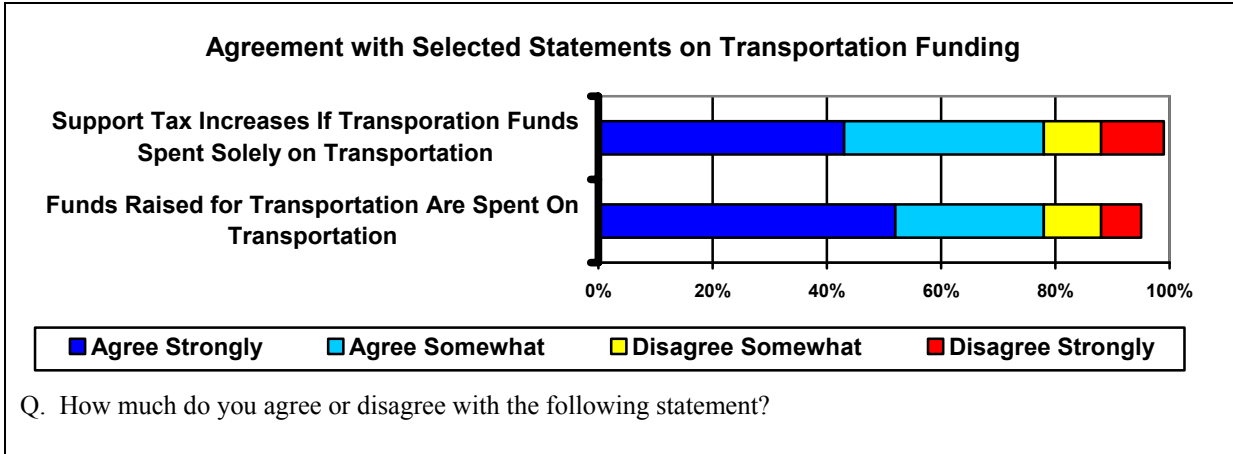


transportation (70%) than are interested in expanding and improving roads and highways (64%). – Tables 101 - 106



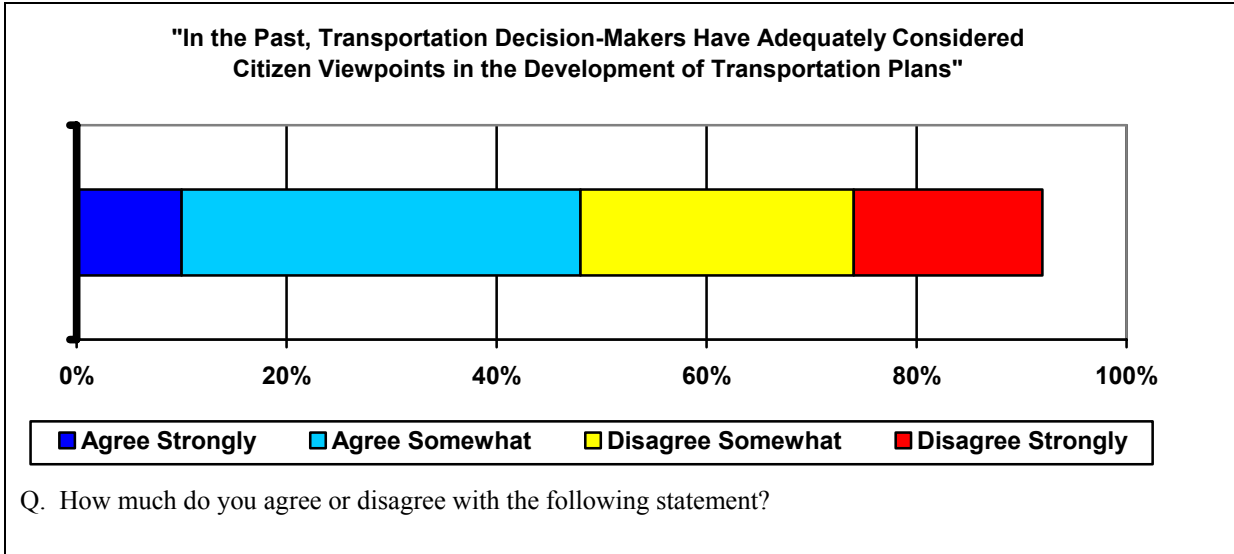
- When provided a choice of maintaining existing facilities and services versus constructing new ones, Richmond/Petersburg residents were split on their views of airport facilities. Half said more money should be spent on expanding and improving these facilities (50% vs. an average of 34%), while half feel they should be maintained (47% vs. an average 62%).
  - Small metropolitan and small urban Virginians are split on their views of maintaining versus expanding freight and freight rail services and facilities (45% - 54% expanding/improving vs. an average of 37%; 43% - 48% maintaining vs. an average 57%).
  - Rural area respondents are least likely to want more money spent on expanded and improved public transportation (63% vs. an average 70%).
  - Minorities are more in favor of expanding and improving public transportation than whites (72% - 85%, or an average of 75% vs. 66% of whites).
4. Over three out of four Virginians feel funds raised for transportation are spent only on transportation-related projects (78%, including 52% who “agree strongly”). Though the same number would support tax increases if they could be assured the funds raised for transportation projects were actually spent on transportation alone, they are less likely to “agree strongly” (43% vs. 52% agreeing with the first statement) and more likely to “disagree strongly” (11% vs. 7% disagreeing with the first statement) with this statement. – Tables 110 & 111





- Rural area residents are least likely to believe funds raised for transportation are spent only on transportation-related projects (71% vs. an average 78%). In fact, they are more likely to “disagree strongly” with this statement (11% vs. an average 7%).
  - Small metropolitan area Virginians would be more supportive of tax increases if they knew that funds raised for transportation projects are guaranteed to be spent only on transportation-related projects when compared to those living in other areas (86% vs. an average 78%).
  - Nearly all Asian Virginians agree that funds raised for transportation are spent only on transportation-related projects (88% vs. an average 78%).
5. Virginians are split on their opinions of past transportation decisions. When asked how much they agree or disagree with the statement “In the past, transportation decision-makers have adequately considered citizen viewpoints in the development of transportation plans,” 48% agreed, while 44% disagreed with the statement. However, looking at extreme views only, almost twice as many respondents “disagree strongly” as those who “agree strongly” (18% vs. 10%). Another 8% are uncertain. – *Table 112*



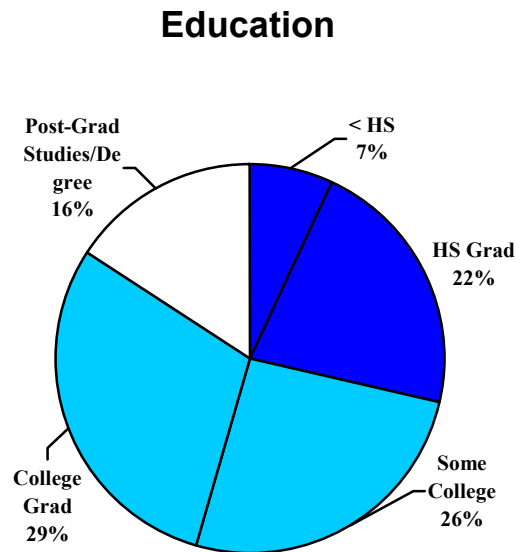
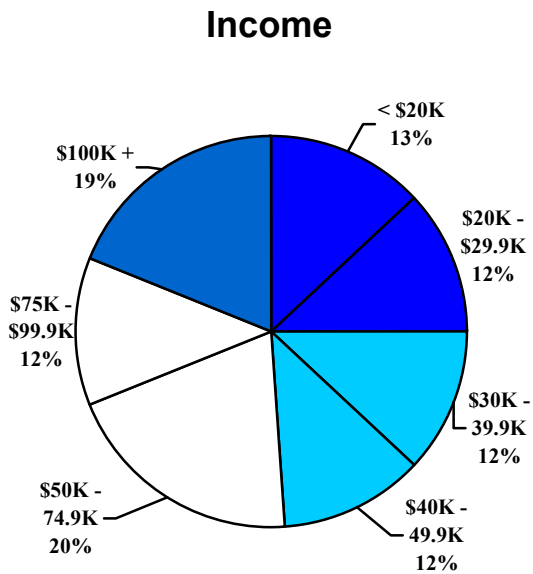
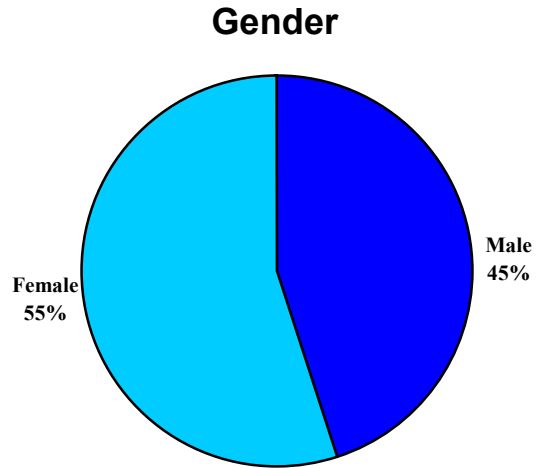
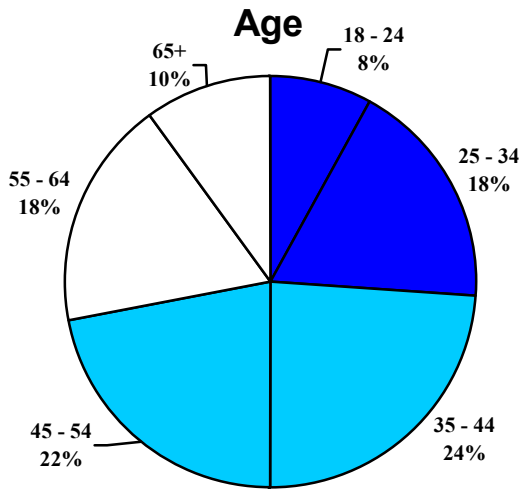


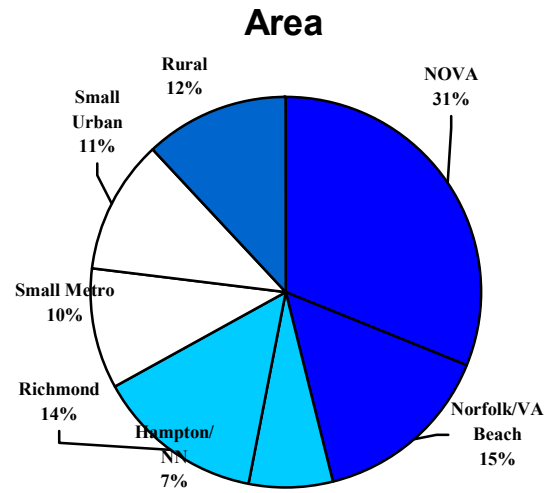
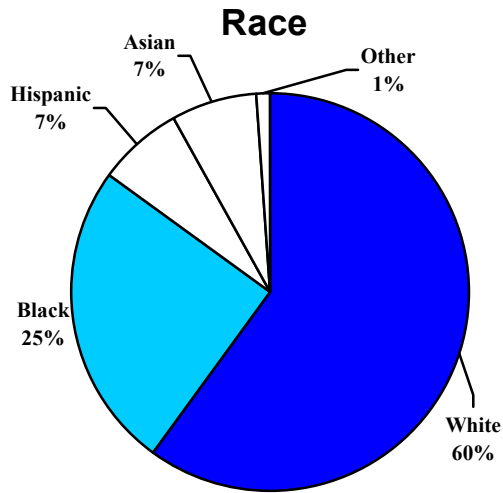
- Almost three out of five Richmond/Petersburg residents believe their views have been adequately considered in past transportation decisions (58% vs. an average 48%).
- Minorities are more inclined to believe citizen viewpoints have been considered in past transportation decisions. Over half of all minorities agree with this statement compared to just over two out of five whites (55% vs. 44%). They are more likely than whites to “agree strongly” as well (14% vs. 7%).
- Mass transit/public transportation users are more apt to agree that citizen views have been taken into consideration in past transportation planning decisions (57% vs. 47% who drive a vehicle most often).



## RESPONDENT PROFILE

The following graphs show the demographic characteristics of the respondents to this study.  
 – Tables 5, 113, 114, 129 - 131





## HOW TO READ A TABLE—Weighted Data

The sample table below shows:

- 39% (530 of the 1356 respondents) say they would use the service
  - 11% (147 respondents) say “definitely would use” +
  - 28% (383 respondents) say “probably would use” =
  - 39% (530 respondents) would use
- The proportion who say they “definitely would use” the service ranges by market from:
  - High in City B of 15% (73 of the 476 respondents in that market)
  - Low in City E of 6% (4 of the 60 respondents in that market)
- The average response (mean) in City A was 2.0, which equates to “probably not use”. A 3.0 would have been equal to “probably would use”. A 2.5 average would have been halfway in between the two (probably would and probably would not use). The mean is based only on those who gave an answer; those who say “don’t know” are not included.
- A total of 291 people were actually asked this question in City A (unweighted base) but after weighting them they count as if they were 349 people (weighted base). Thus, City A accounts for 349 of the 1,356 total responses.

**TABLE 7: How likely would you be to use this service? (Q. 4)**

	TOTAL	Market					
		CityA	CityB	CityC	CityD	CityE	CityF
Unweighted Base	1353	291	325	193	100	124	320
Weighted Base	1356	349	476	258	100	60	113
<b>Would use</b>	<b>530</b> <b>39%</b>	<b>114</b> <b>33%</b>	<b>233</b> <b>49%</b>	<b>89</b> <b>34%</b>	<b>42</b> <b>42%</b>	<b>18</b> <b>30%</b>	<b>34</b> <b>30%</b>
Definitely would use	147 11%	28 8%	73 15%	23 9%	9 9%	4 6%	10 9%
Probably would use	383 28%	86 25%	160 34%	66 25%	33 33%	14 24%	23 21%
<b>Would not use</b>	<b>807</b> <b>60%</b>	<b>227</b> <b>65%</b>	<b>238</b> <b>50%</b>	<b>168</b> <b>65%</b>	<b>57</b> <b>57%</b>	<b>41</b> <b>69%</b>	<b>77</b> <b>68%</b>
Probably would not use	502 37%	89 25%	178 37%	123 48%	42 42%	27 45%	44 39%
Definitely would not use	305 23%	138 40%	60 13%	46 18%	15 15%	14 23%	32 29%
<b>Don't know</b>	<b>19</b> <b>1%</b>	<b>8</b> <b>2%</b>	<b>5</b> <b>1%</b>	<b>1</b> <b>0%</b>	<b>1</b> <b>1%</b>	<b>0</b> <b>1%</b>	<b>3</b> <b>2%</b>
Mean	2.3	2.0	2.5	2.3	2.4	2.1	2.1

NOTE: Definitely use = "4", Definitely not use = "1"  
NOTE: Data weighted by market.

