2040 Long Range Transportation Plan

Adopted: April 15, 2013

APPENDIX L
SURVEY DOCUMENTS

FAMPO
Fredericksburg Area Metropolitan Planning Organization

GEORGE WASHINGTON
REGIONAL COMMISSION

FAMPO Resident Survey Project Development

Presentation at

June 15, 2009 FAMPO Meeting

Prepared By

Southeastern Institute of Research

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- Project Background
- Project Development
- Comparative Work
- Future Actions

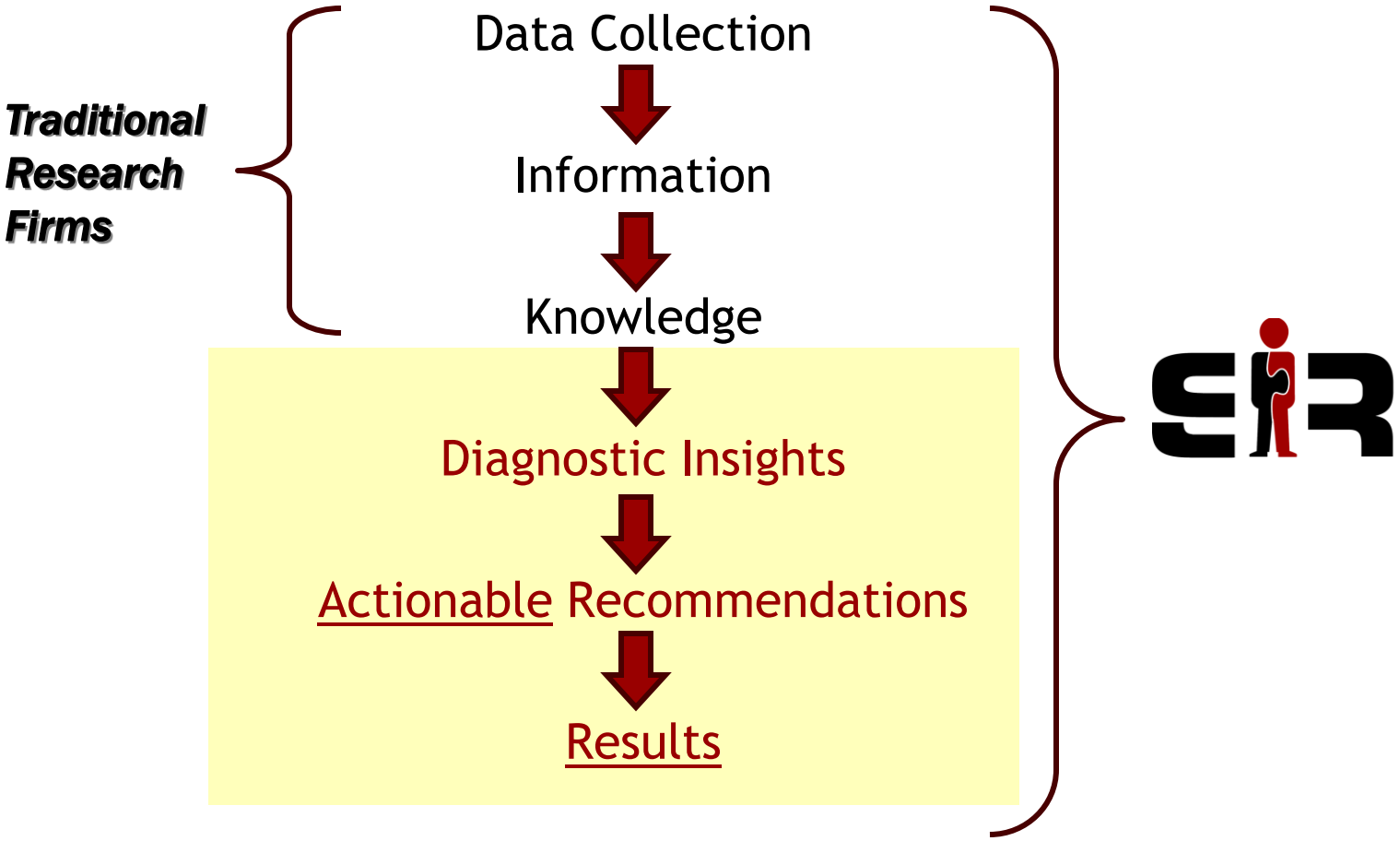
About SIR

45 Years
13,000 Studies

Tools

- One-on One Interviews
- Focus Groups
- Ethnographic Observations
- Quantitative Surveys
- Competitive Analysis
- Geo-demographic Coding

SIR Strategic Focus



American Heart Association
Learn and Live
AARP
The power to make it better.
Virginia is for Lovers
AT&T
PayPal
BLACK & DECKER
GE
Polaroid
Anthem
Bank of America
Higher Standards
PEPSICO
CapitalOne
what's in your wallet?
National Kidney Foundation
Making Lives Better

SIR Category Experience

Financial	Health	Associations	Telecom	Consumer	Travel	Transportation
World Access	*National Cancer Institute*	*AARP*	*AT&T Wireless*	*Carmax*	*Virginia Tourism Corporation*	*Virginia Dept. of Transportation*
Sun Trust	*Children's Medical Center*	*American Chemical Society*	*BellSouth*	*Florida Retail Federation*	Go RVing *Coalition*	*Virginia Dept. of Rail & Public Transportation*
Wachovia	*National Science Foundation*	*Public Relations Society of America*	*Verizon*		*Colonial Williamsburg*	*GRTC - RideFinders*
PayPal	*National Kidney Foundation*	*American Society for the Prevention of Cruelty to Animals*	*Cingular*	*Home Shopping Network*	*Monticello*	*HRT -Traffix*

SIR Transportation & TDM Research

- Arlington County Commuter Services
- Northern Shenandoah Valley Planning District Commission
- Rappahannock-Rapidan Planning District Commission
- TRAFFIX
- Hampton Roads Transit (HRT)
- Department of Rail and Public Transportation (DRPT)
- Virginia Department of Transportation (VDOT)
- Chesapeake Bay Bridge Tunnel Authority
- City of Winchester
- Greater Richmond Transit Company (GRTC)
- RideFinders
- Thomas Jefferson Planning District Commission
- VTrans 2030

Project Background

Project Background

- Study first introduced in 2008's UPWP – "Conduct Opinion/Behavioral surveys of Regional residents with regard to transportation issues, policies, and Regional governance."

- Twice authorized by the FAMPO Policy Committee

  - Once in adoption of UPWP

  - Once in adoption of FAMPO Resolution 08-21
    - RSTP funds were then allocated to the study through TIP amendment

  - Both were reviewed by the Technical Committee and the Transportation Advisory Committee

Project Development

Project Development

- Following adoption of 2035 Long Range Transportation Plan (LRTP) in January of 2009, SIR was asked (through Kimley-Horn) to develop Task Order Scope
  - Objectives developed from Scope
  - Topics Guide developed from Objectives (March 2009)
  - Questionnaire developed from Topics Guide (April 2009)

Survey Objectives

As Laid Out in Task Order Scope

- Assess residents' ratings of the George Washington Region's existing transportation system overall.

- Identify residents' expectations – importance ratings – of different aspects of the George Washington Region's transportation system across key variables such as variety of transportation options, safety, convenience, dependability, ease of getting around, etc.

Survey Objectives *continued*

- Identify residents' ratings of George Washington Region's performance in delivering on these same aspects of the region's transportation system. Identify the current gaps in performance.

- Assess residents' awareness and familiarity with FAMPO's 2035 Long Range Transportation Plan (LRTP). Understand residents' perceptions and misperceptions toward major elements of the 2035 LRTP such as the "Smart Growth" concept.

Survey Objectives *continued*

- Assess the effectiveness of FAMPO's outreach efforts advancing the 2035 LRTP.
- Assess residents' opinions regarding alternative transportation funding levels and alternative sources of funds.

Survey Objectives *continued*

- Collect survey respondents' demographic information in order to view important subgroups of the population – men/women, commuters outside the region, long-term residents/new residents, etc.
- Through the survey process, build an online residents' feedback panel that FAMPO may use for future quick polls on different planning issues.

Survey Methodology

- Scientific telephone survey (Random):
  - Interviewing (CATI – Computer Assisted Telephone Interviewing)
  - 1,500 total respondents using RDD
    - 200 each King George County, Caroline County, Fredericksburg City (Margin of Error = +/- 6.9 points at 95% confidence level)
    - 450 each Spotsylvania County, Stafford County (Margin of Error = +/- 4.6 points at 95% confidence level)
  - 15-17 minute survey length
- Online Poll (Non-random)
  - Telephone survey will be supplemented by online unscientific poll in order to involve greater participation.

Deliverables

- Upon completion of interviewing, SIR will conduct data analysis with in-depth cross tabulations.

- SIR will prepare and deliver a formal *PowerPoint* report as well as make three formal presentations.

Comparative Work

SIR Transportation & TDM Research

- **Arlington County Commuter Services**
- Northern Shenandoah Valley Planning District Commission
- Rappahannock-Rapidan Planning District Commission
- TRAFFIX
- Hampton Roads Transit (HRT)
- Department of Rail and Public Transportation (DRPT)
- Virginia Department of Transportation (VDOT)
- Chesapeake Bay Bridge Tunnel Authority
- City of Winchester
- Greater Richmond Transit Company (GRTC)
- RideFinders
- **Thomas Jefferson Planning District Commission**
- VTrans 2030

2006 Arlington County Resident Study

- Methodology – Telephone study of residents (18 and older)
- Length – 28 minutes
- Pertinent Objective - Measure Arlington County residents' overall satisfaction with their mobility and the County's transportation system.

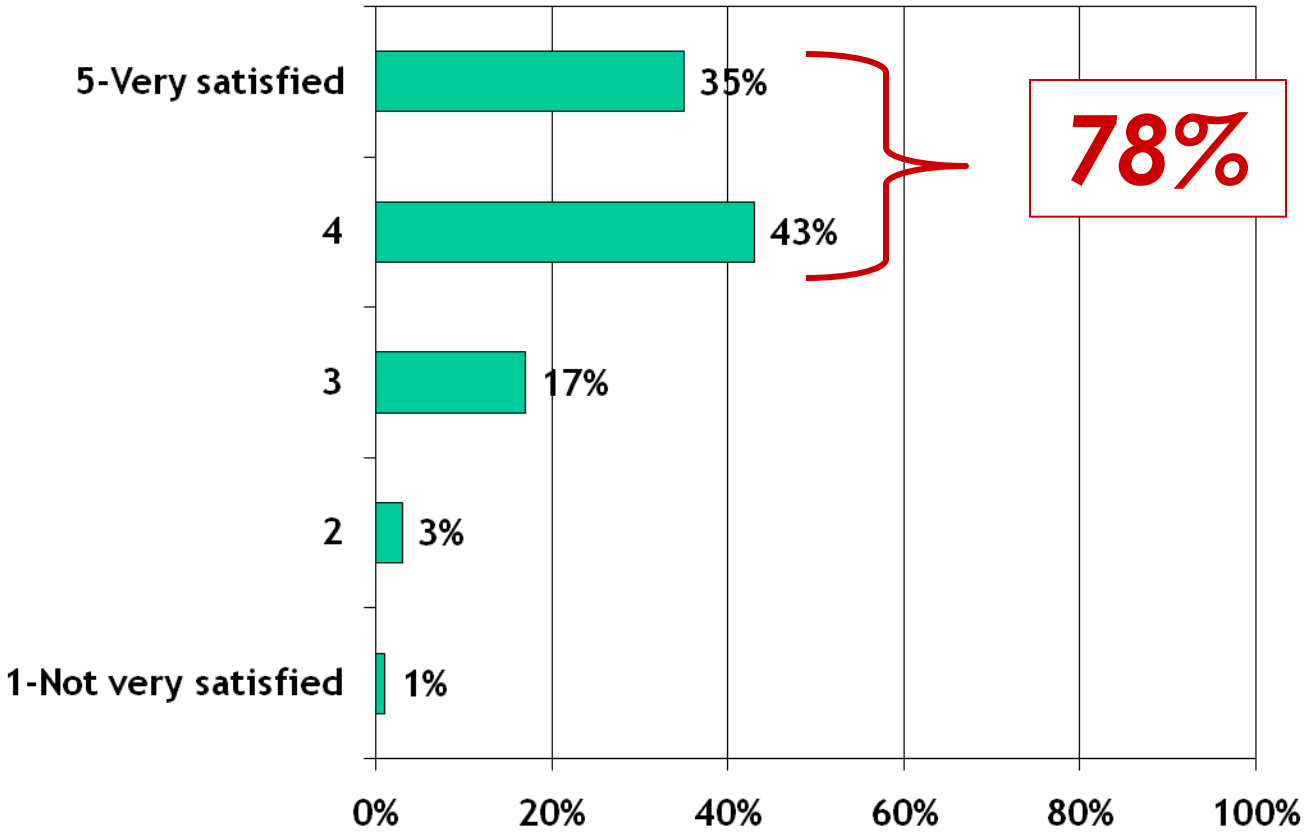
Rate The Overall Transportation System

- *Question - Next, tell me, how satisfied you are with the transportation **system** in Arlington County. For the purposes of this interview, "transportation system of Arlington County" means "all services and options **available** to residents of Arlington County that make it possible to travel throughout Arlington County, as well as the **quality** of those services."*

  So, we are talking about such things as bus and train routes and stops, the quality of the buses, the quality of the roads, support services for transit, bicycling, walking, carpooling, and so forth." The transportation system is what makes mobility possible for residents of Arlington County.

  Overall, how satisfied are you with the Arlington County transportation system? Please use a scale of 1-5 for your answer, where "1" means "not very satisfied" and "5" means "very satisfied."

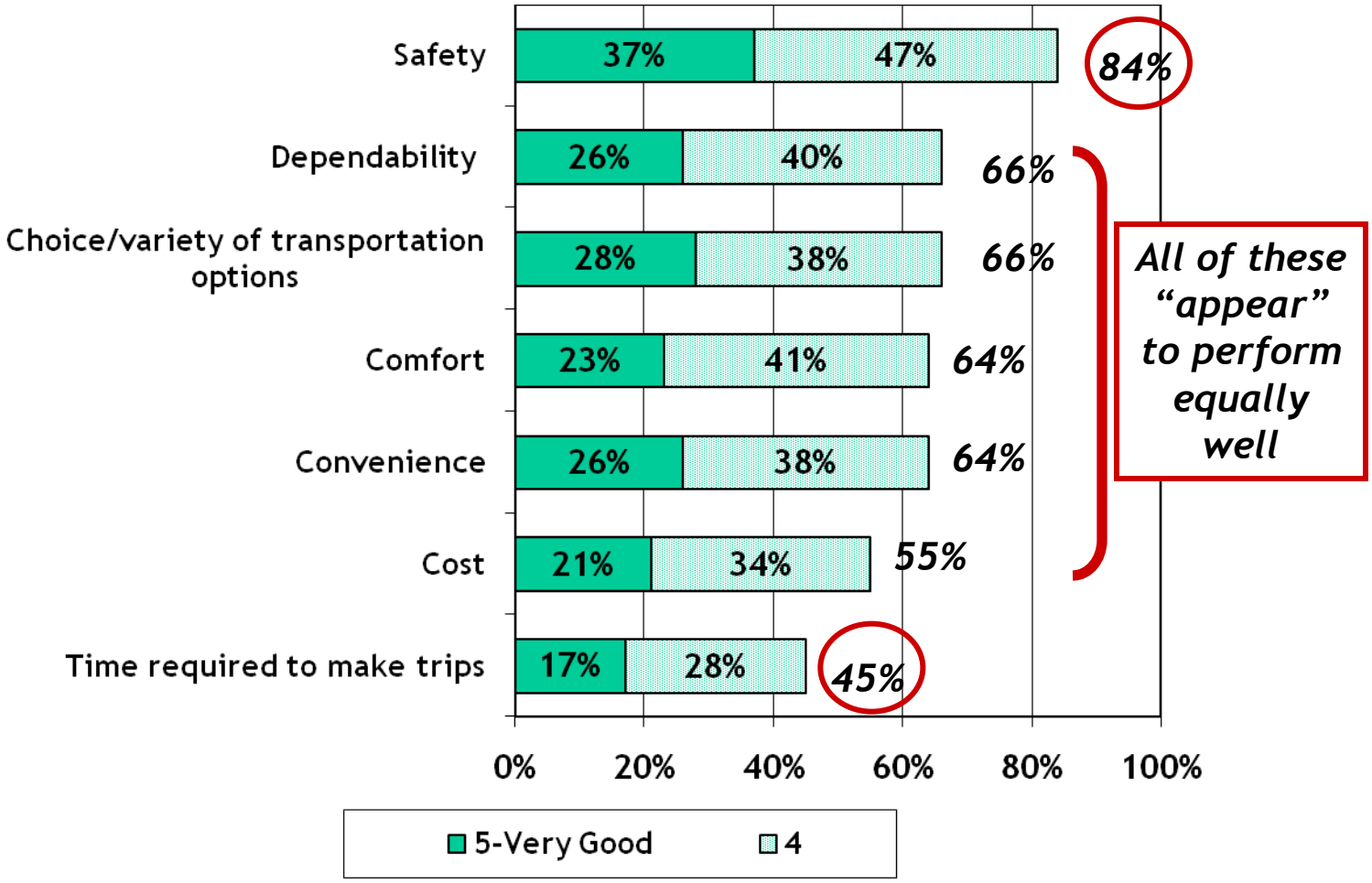
Satisfaction with Arlington County's Transportation System is Quite High



Rate Attributes of Transportation System

Please rate the Arlington County transportation system on the following attributes and options.

The Transportation System in the County Is Rated Most Favorably in Regard to Safety

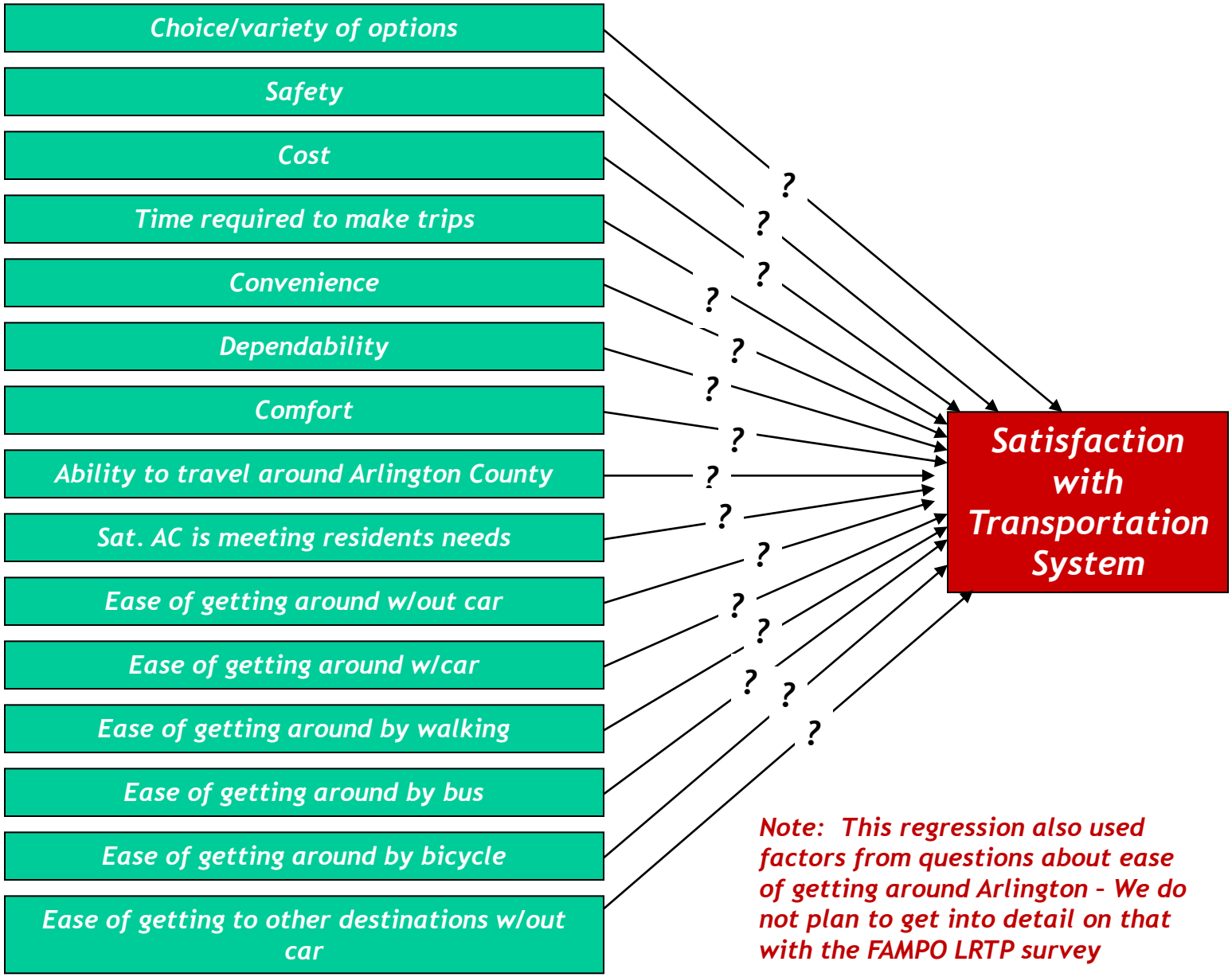


2006 Arlington Resident Study

E-8: Please rate the Arlington County transportation system on the following attributes and options.

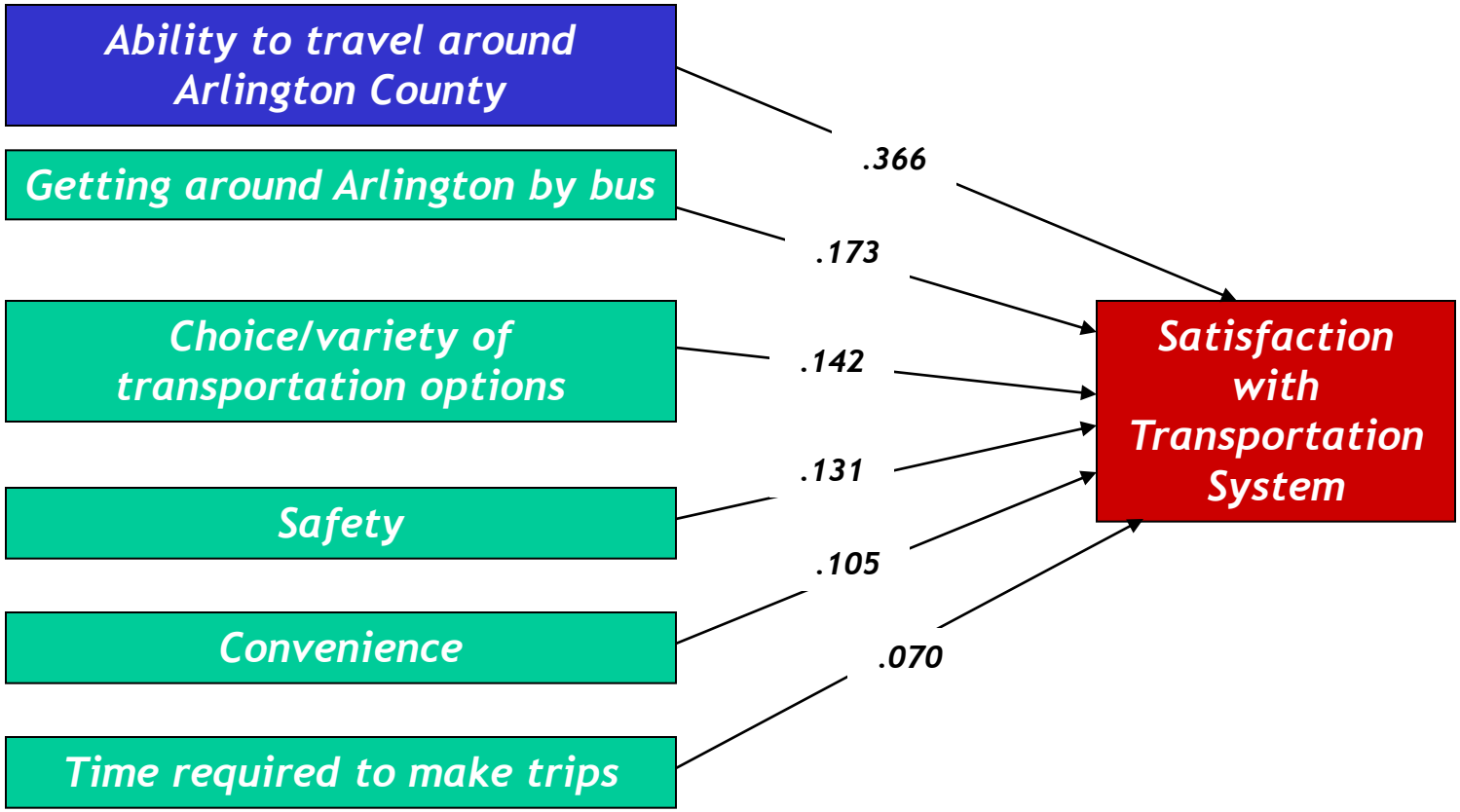
n = 509

Possible *Drivers* of Satisfaction with Transportation System
Using Multiple Regression



Note: This regression also used factors from questions about ease of getting around Arlington – We do not plan to get into detail on that with the FAMPO LRTP survey

Overall Ability to Travel Around Arlington County Is the Biggest Driver in Satisfaction with Arlington County's Transportation System



2006 Arlington Resident Study

Questions D3, E1 - E8, F1 - F13

Thomas Jefferson

Planning District Commission

13%

Say that They Are Involved in Local Transportation Planning

B23: Using a scale of 1 to 5 where 1 means "not at all involved" and 5 means "very involved," how would you rate your involvement in local transportation planning issues in the Charlottesville-Albemarle area?

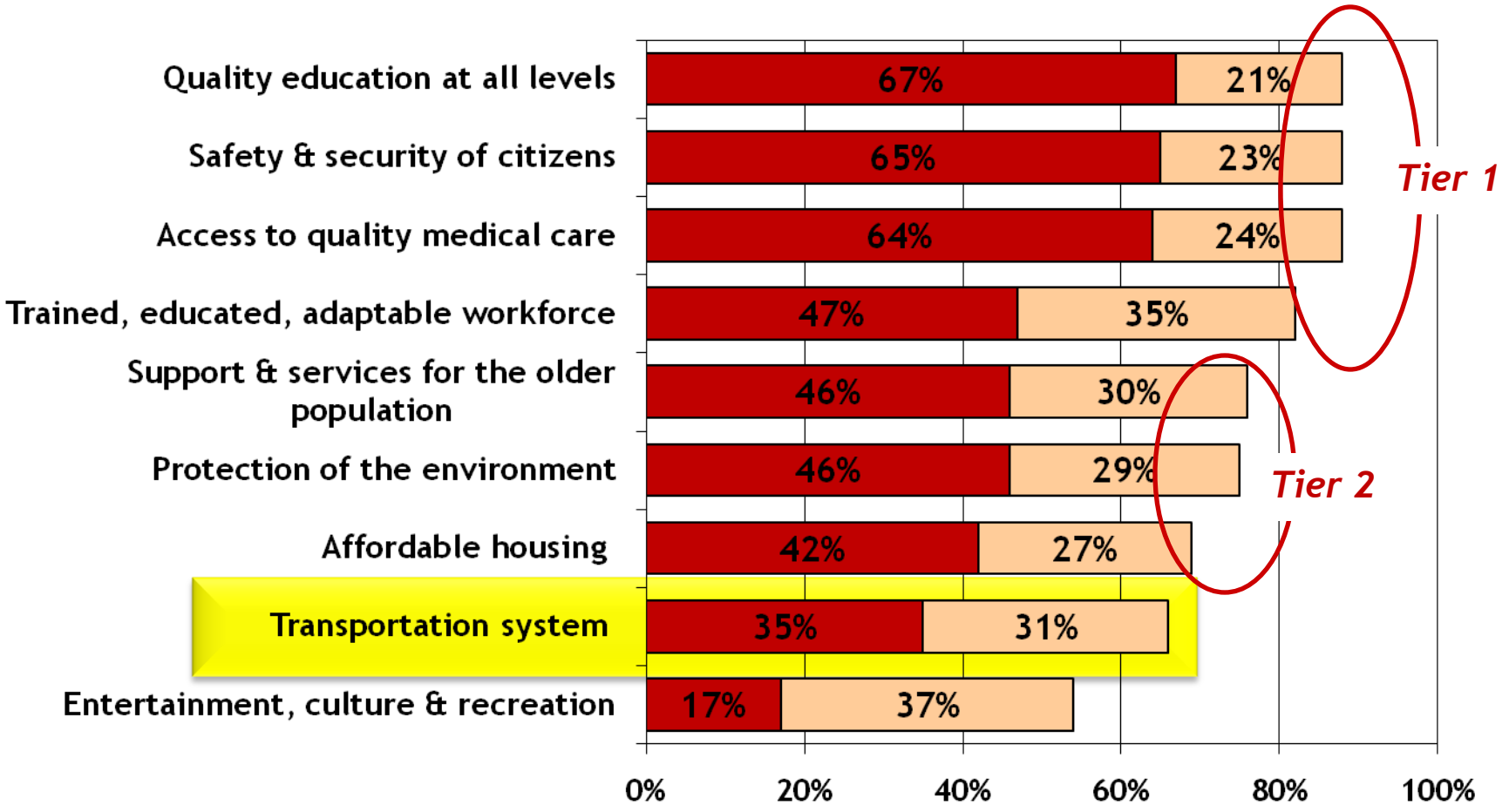
25%

Say They Would Like to Be Involved

B-4: Assuming that developing a Regional Transit Authority would require support from tax dollars, to what extent are you <u>now</u> in favor of establishing a Regional Transit Authority?

Residents' Importance

Today, Transportation Is Lower Tier Issue



Q2: The following is a list of values or expectations that could guide long-term planning for your community. For each one, please rate how important you believe it should be in future planning efforts for your community.

What's At Stake?

67%

Support for A
Regional Transit Authority

88%

In Favor of a Public Vote on the Topic of Public Financial Support for RTA

Future Actions

How Your Survey Findings Will Be Used

- Gauge public understanding of the planning process and FAMPO's effectiveness at outreach.
  - SIR will offer recommendations based on survey findings.
- For policy-makers to gauge public opinion of
  - How well the transportation system works
  - Where residents see issues
  - What improvements are most desired
  - Whether or not residents desire more government transportation investment
  - If so, where that investment should go, and from where the funding should come

Future Actions

- This first survey will be used as a benchmark.
- Future surveys are to be done periodically to monitor and track changes in public opinion.
- Feedback will be used for technical planning and policy formation and refinement.

John Martin

Southeastern Institute of Research

804-358-8981

Your Vision Our Future

Scenario Evaluation Survey Findings

June 2011

Study Objectives

Study Objectives

- Assess citizens' preferences of specific land use scenarios for the George Washington Region
- Understand how each scenario resonates with citizens
- Understand residents' rationale behind the relative appeal

The survey was conducted with two separate samples:

1. Random sample
   - The goal was to get reliable and accurate findings to assist in selecting a scenario
   - Can be looked at as “scientific”

2. Non-Random sample
   - The goal was to encourage more residents to voice their opinions about land use planning
   - Less “scientific” than the random sample

Random Sample Survey

Methodology: Random Sample

- Online survey of residents of the George Washington Region, including Caroline County, King George County, City of Fredericksburg, Spotsylvania County, and Stafford County
- Conducted May 2011
- Respondents were mailed a postcard with the web address for the survey on it; respondents could request a paper version if they did not have internet access
- Survey was available in both English and Spanish
- 472 total completed surveys
  - 457 completed the survey online
  - 15 completed the survey via paper
- Study results contain a margin of error of +/- 4.5 percentage points
- Data is weighted by county to match census populations

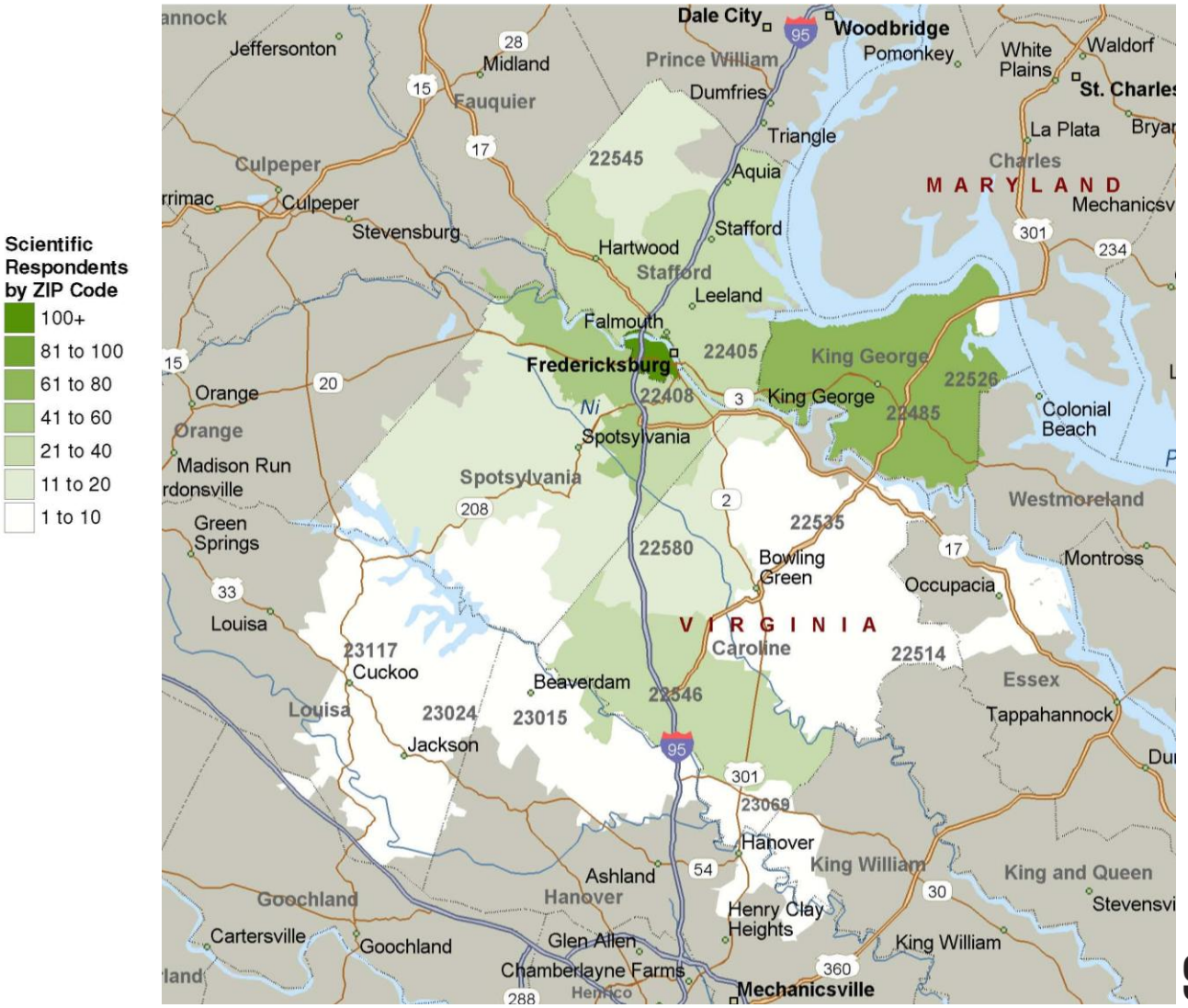
Random Sample Survey

County	Respondents
Caroline County	68
City of Fredericksburg	116
King George County	81
Spotsylvania County	105
Stafford County	96

Note: Unless otherwise indicated, totals presented in this report are weighted by county to match census populations.

Random Sample Survey

Respondents Represent a Variety of Areas within Each Jurisdiction



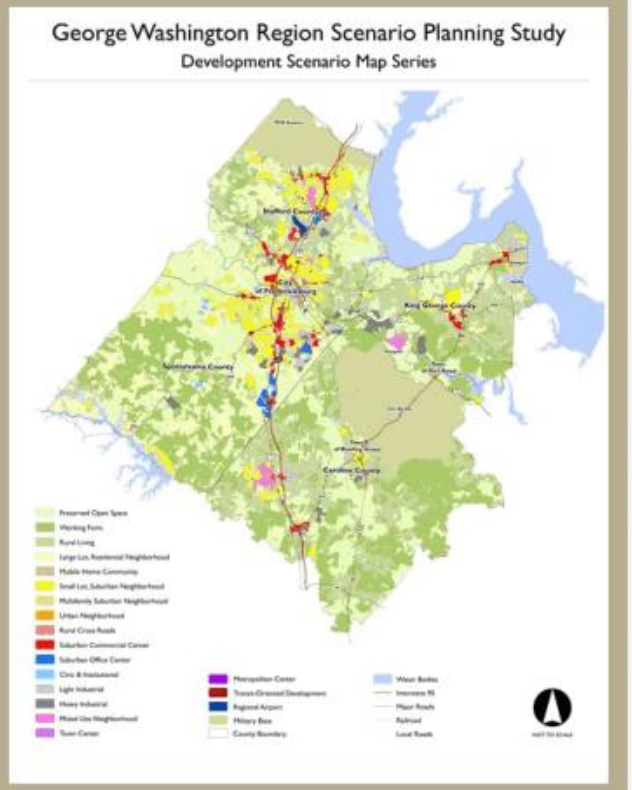
Random Sample Survey

Respondents were shown a description, map, and photos for each scenario and then asked to provide individual ratings for each scenario. After rating all scenarios, they were asked to choose their preferred scenario.

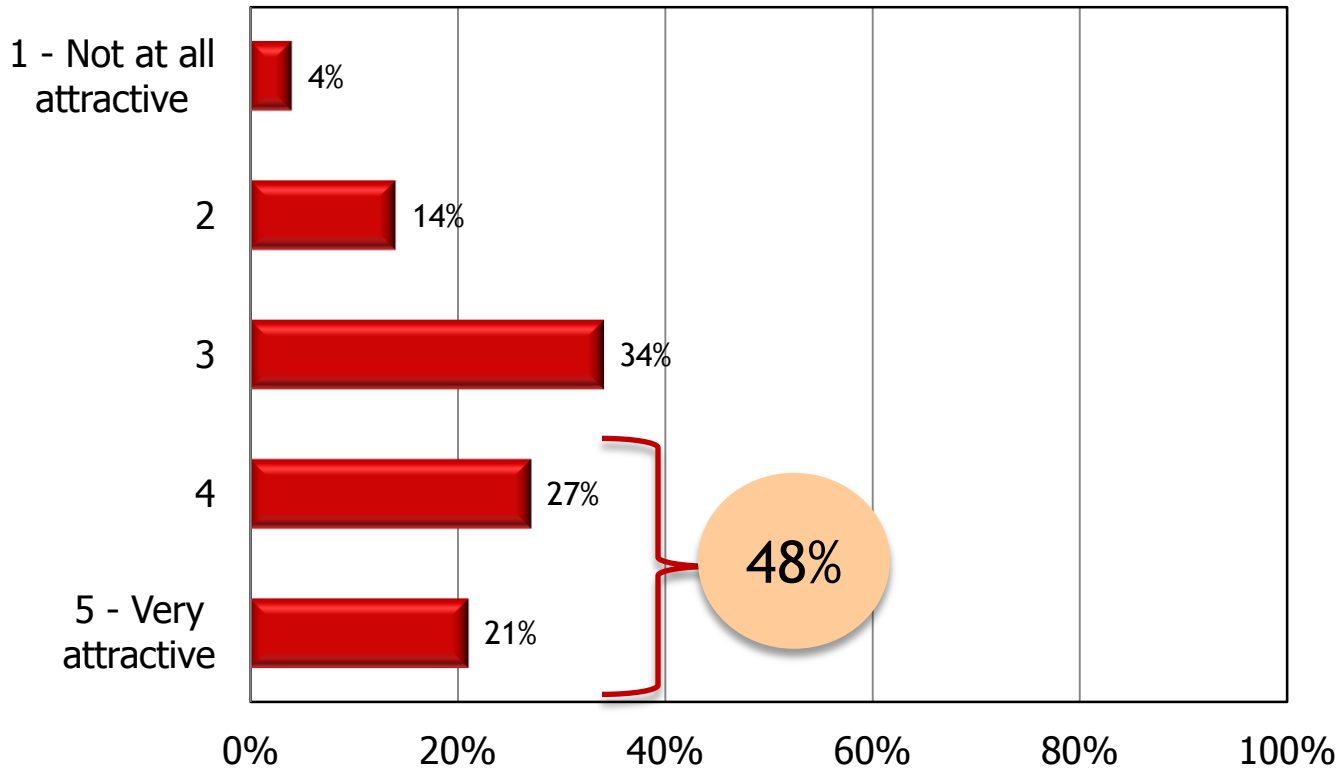
Greenprint Growth Scenario

Scenario G

This growth scenario shows how the region might develop if new growth was focused away from environmentally-sensitive lands and resources.



About Half of the Respondents Find the Greenprint Scenario to Be Attractive



B1. Overall, how attractive is this scenario to you for continued growth and development in the George Washington Region? Please use a scale of 1 to 5, where "1" means "not at all attractive" and "5" means "very attractive."

Random Sample Survey

Two-Thirds Recognize That It Will Protect the Environment

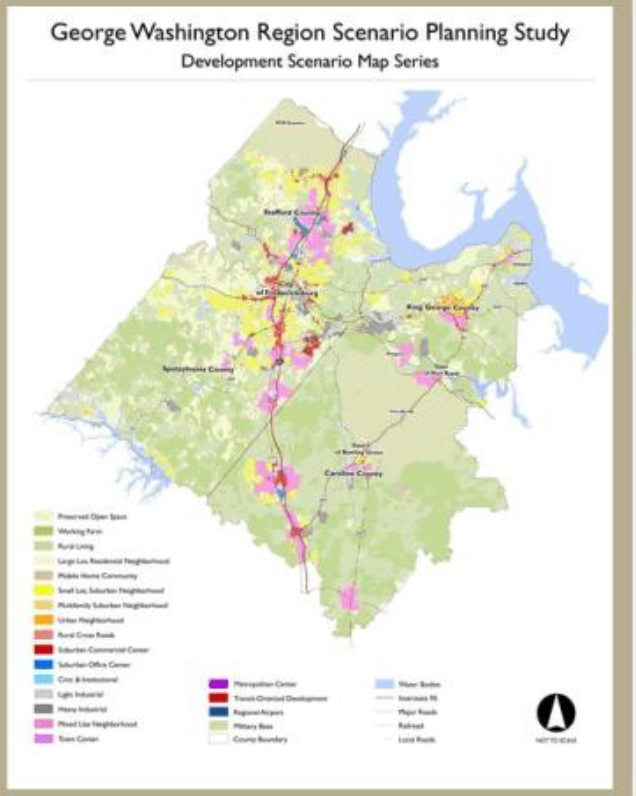
B3. To what extent would this type of scenario be a good place to do each of the following?

Random Sample Survey

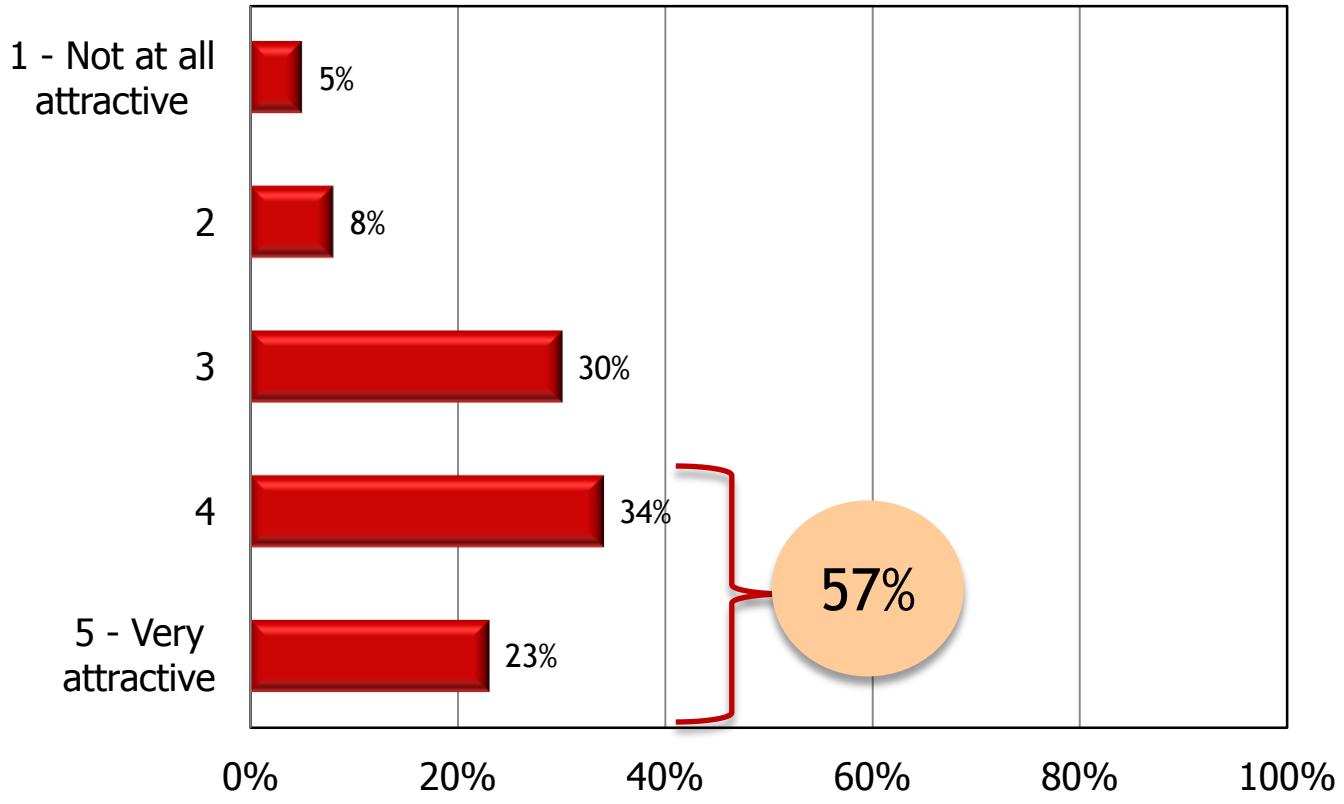
Compact Growth Scenario

Scenario C

This growth scenario shows how the region might develop if new growth was focused into compact, walkable communities with nearby places to live, work, shop, and be entertained.



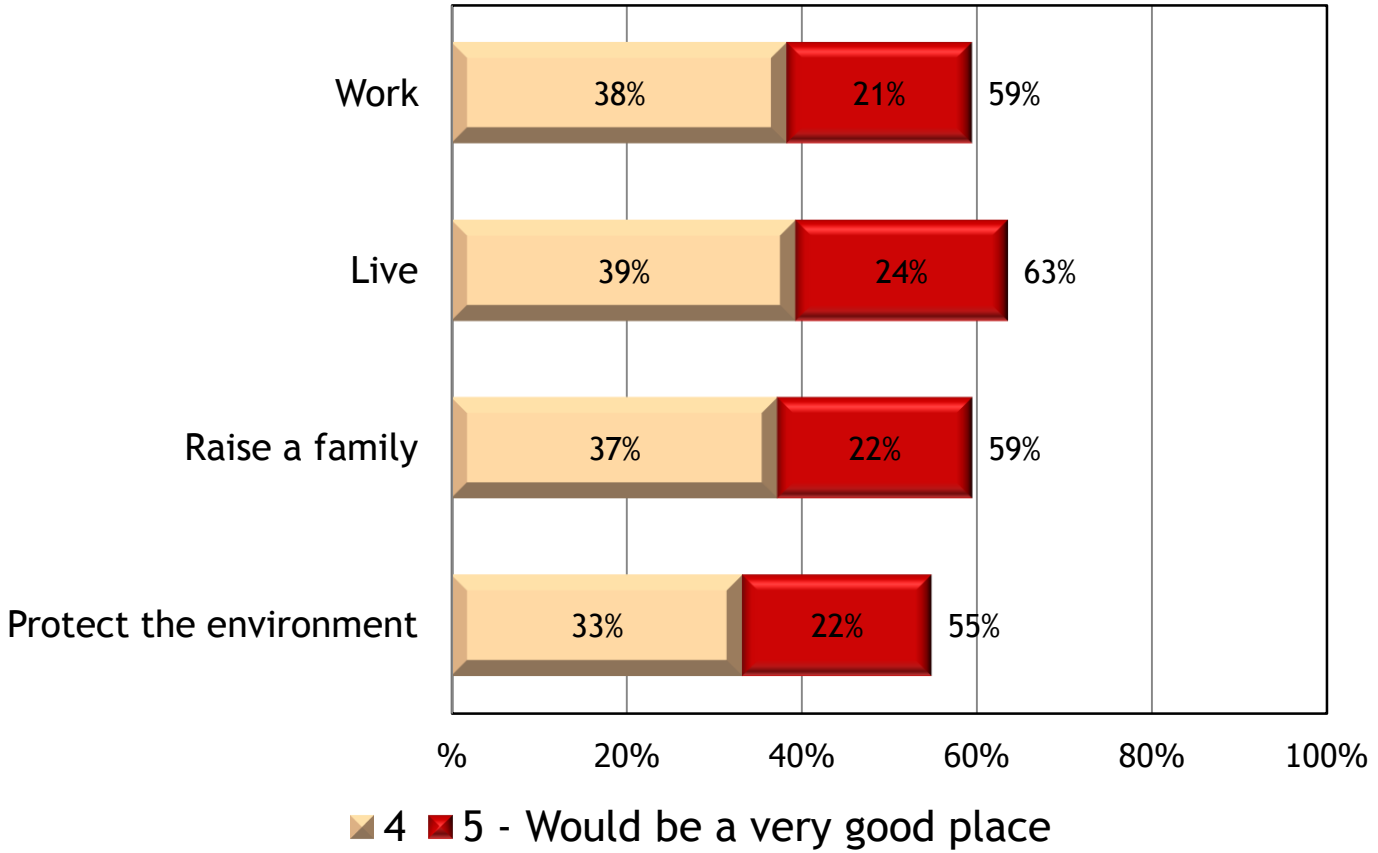
Slightly More Than Half Believe the Compact Growth Scenario Is Attractive



B1. Overall, how attractive is this scenario to you for continued growth and development in the George Washington Region? Please use a scale of 1 to 5, where "1" means "not at all attractive" and "5" means "very attractive."

Random Sample Survey

And Slightly More Than Half Think It Will Be a Good Place to Work, Live, Raise a Family, and Protect the Environment



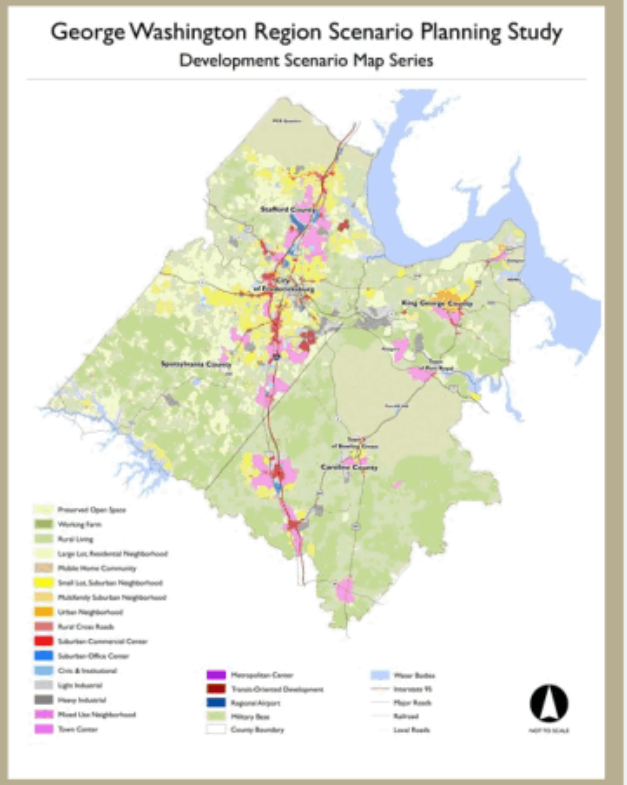
B3. To what extent would this type of scenario be a good place to do each of the following?

Random Sample Survey

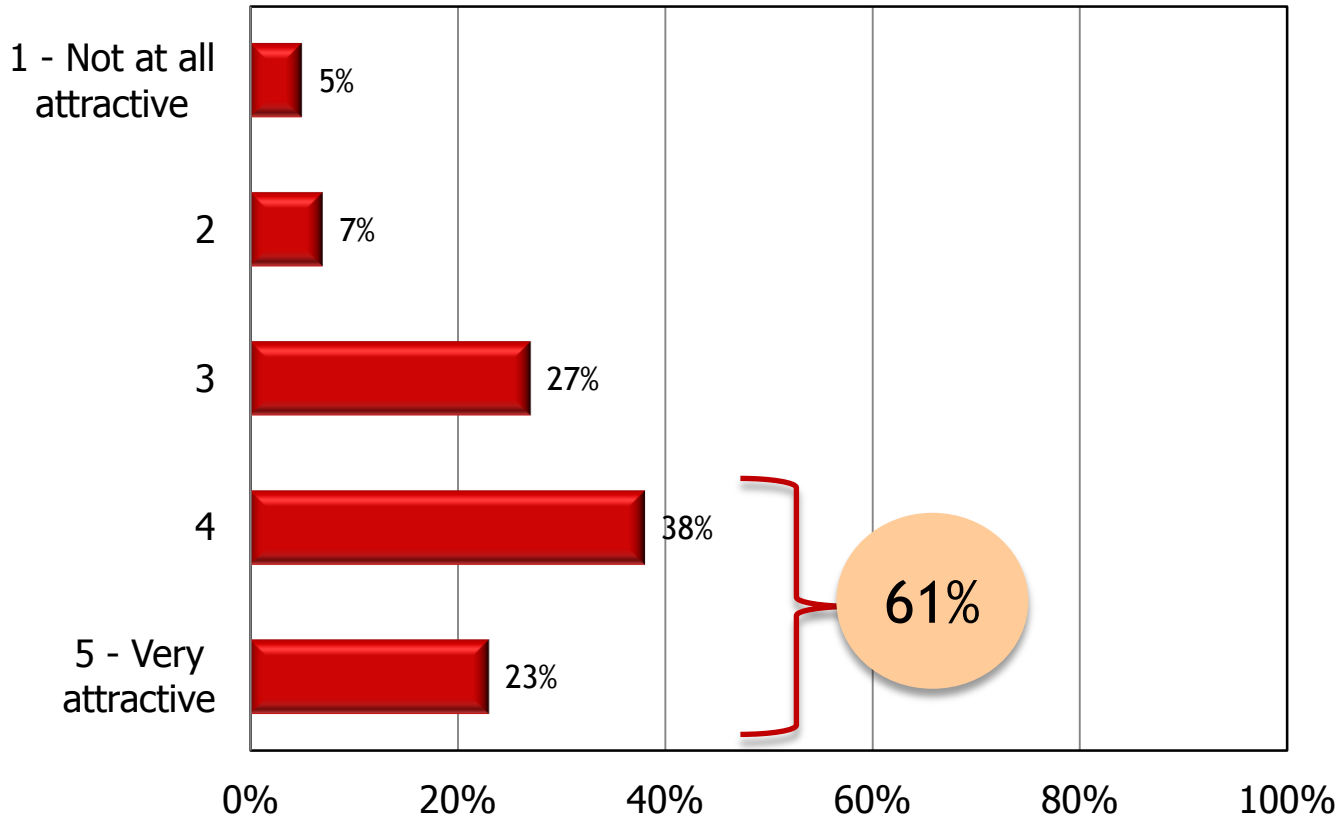
Jobs-Housing Balance Scenario

Scenario J

This growth scenario shows how the region might develop if more jobs were attracted to the George Washington Region.



Six in Ten Find the Jobs-Housing Scenario to Be Attractive



B1. Overall, how attractive is this scenario to you for continued growth and development in the George Washington Region? Please use a scale of 1 to 5, where "1" means "not at all attractive" and "5" means "very attractive."

Random Sample Survey

About Three-Quarters Recognize That It Will Make the Region a Good Place to Work

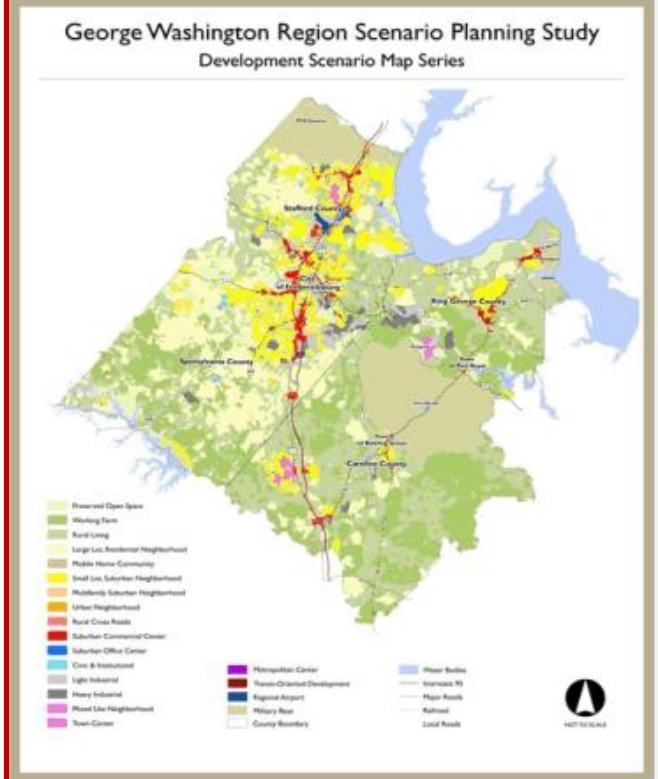
B3. To what extent would this type of scenario be a good place to do each of the following?

Random Sample Survey

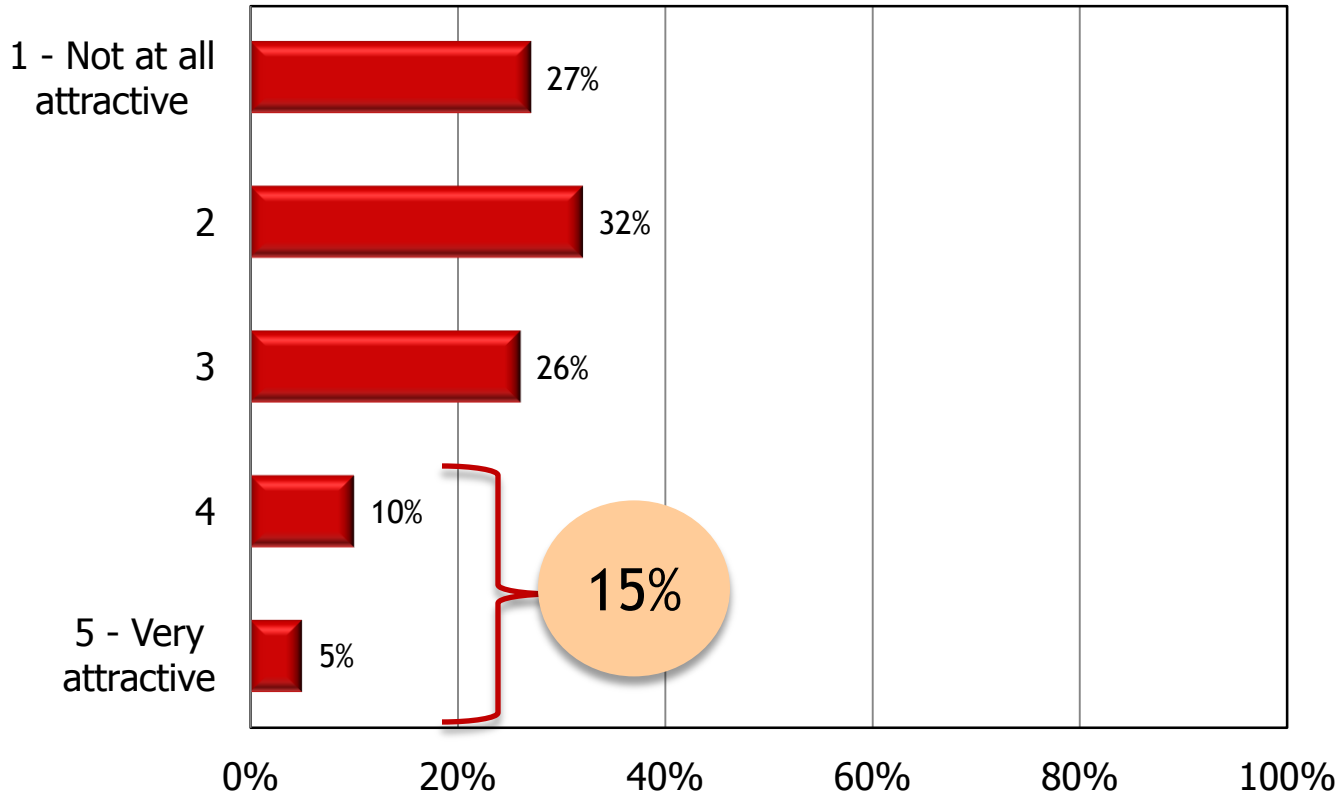
Decentralized Growth Scenario

Scenario D

This growth scenario shows how the region might develop if the decentralized pattern of development occurring in some areas of the George Washington Region were to continue.



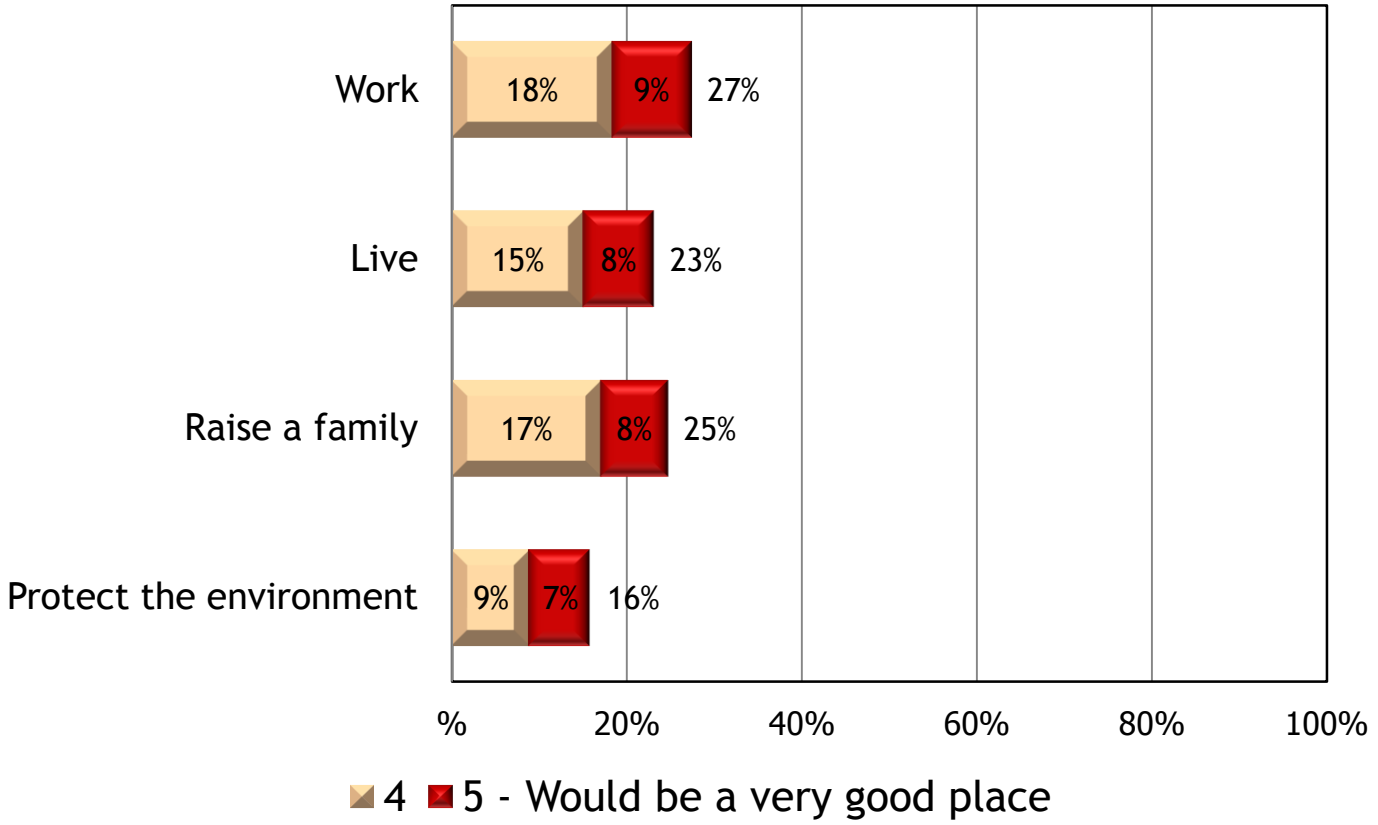
Only 15% Find the Decentralized Growth Scenario to Be Attractive



B1. Overall, how attractive is this scenario to you for continued growth and development in the George Washington Region? Please use a scale of 1 to 5, where "1" means "not at all attractive" and "5" means "very attractive."

Random Sample Survey

And Few Believe That It Will Be a Good Place to Work, Live, Raise a Family, or Protect the Environment

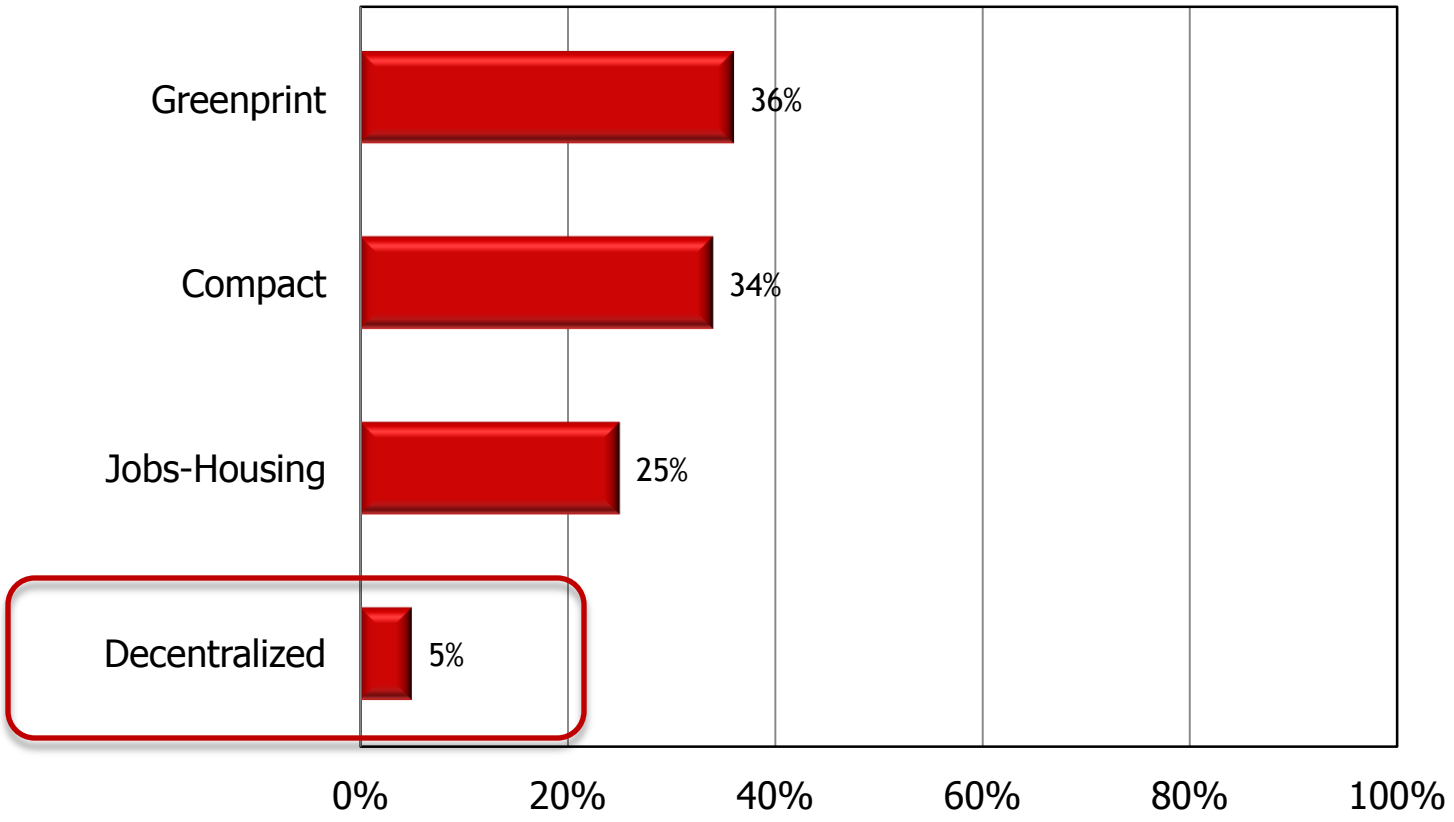


B3. To what extent would this type of scenario be a good place to do each of the following?

Random Sample Survey

Overall

Respondents Are Clear That They Do Not Want Decentralized Growth

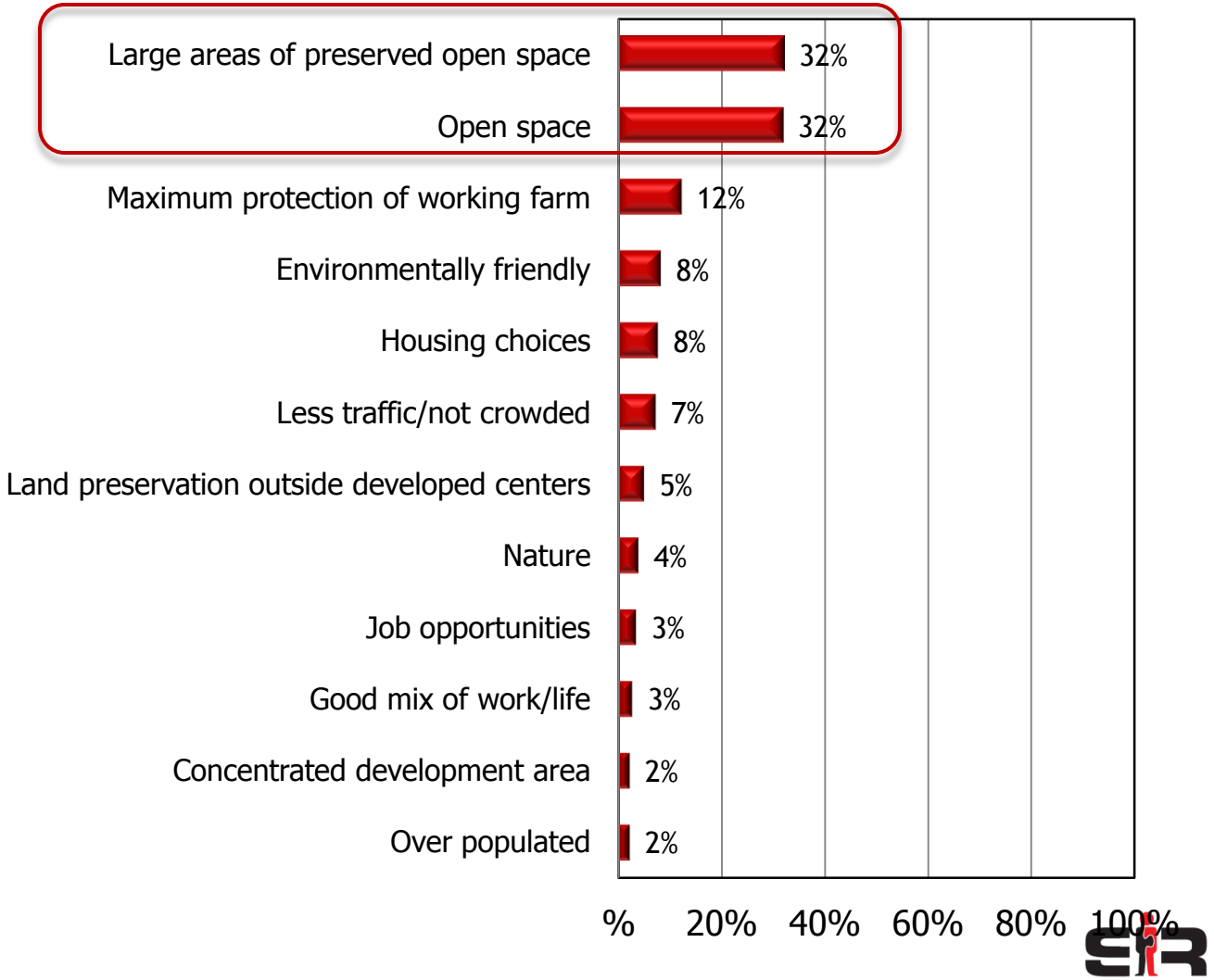


C1. Click on the preferred scenario.

Random Sample Survey

Respondents who Prefer the Greenprint Growth Scenario Like it Because of the Large Areas of Preserved Open Space

Note: Question was open-ended. Responses were coded into categories by SIR coders.

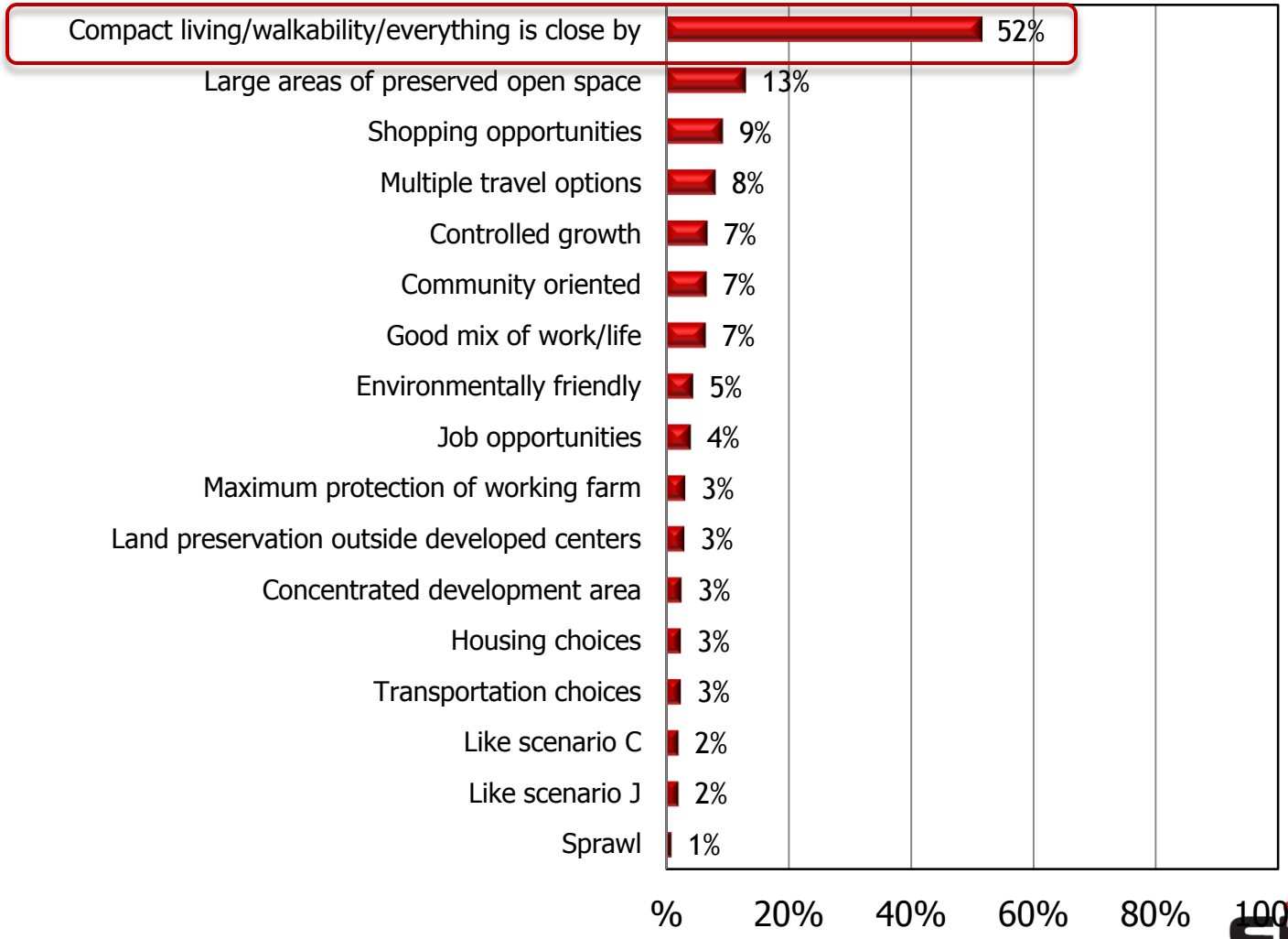


Random Sample Survey

C2. What characteristics about the growth scenario you preferred most influenced your rating?

Those Choosing the Compact Growth Scenario Like Having Everything Close By

Note: Question was open-ended. Responses were coded into categories by SIR coders.

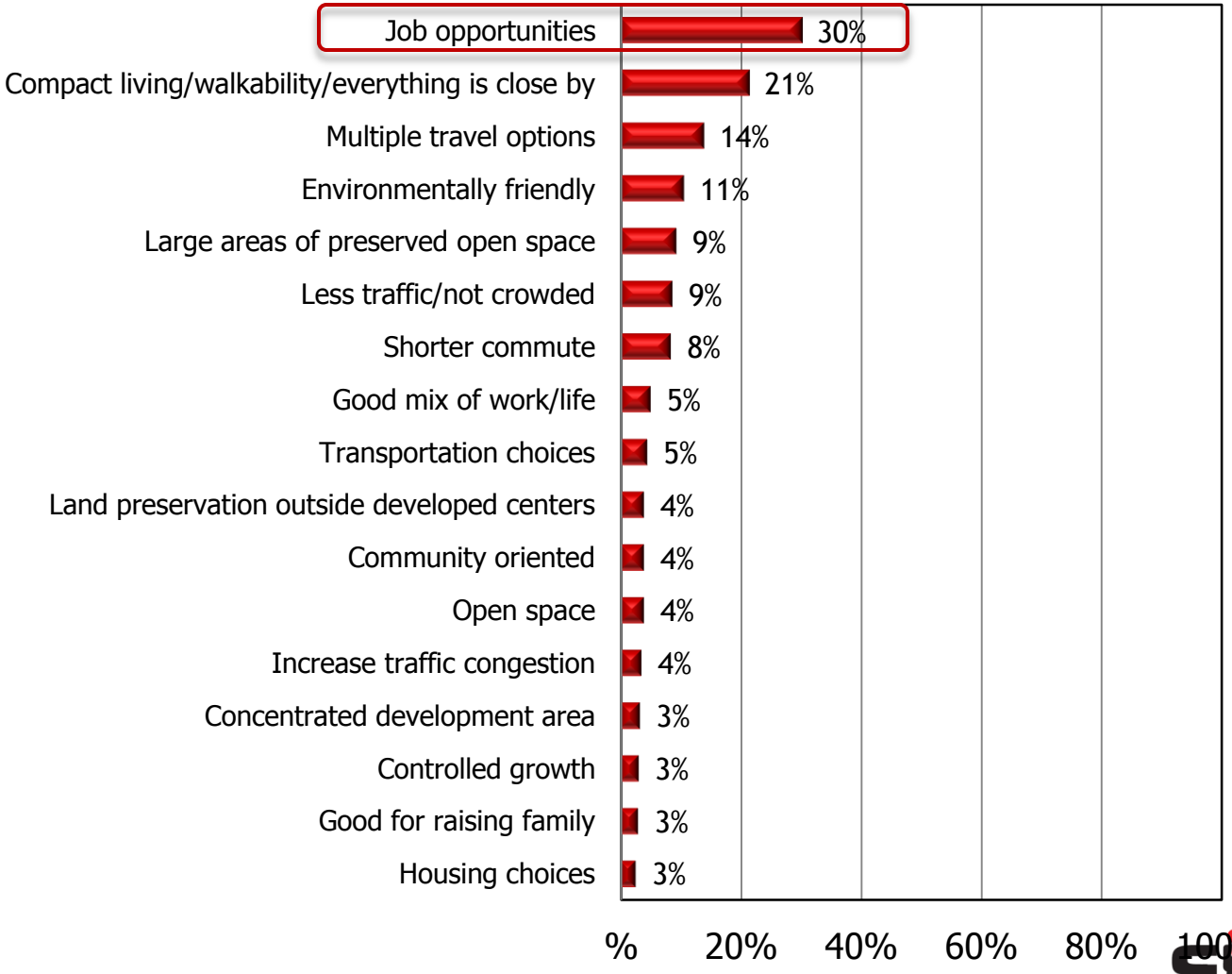


Random Sample Survey

C2. What characteristics about the growth scenario you preferred most influenced your rating?

Not Surprisingly, Job Opportunities Is the Biggest Influencer of Selection of the Jobs-Housing Balance Scenario

Note: Question was open-ended. Responses were coded into categories by SIR coders.

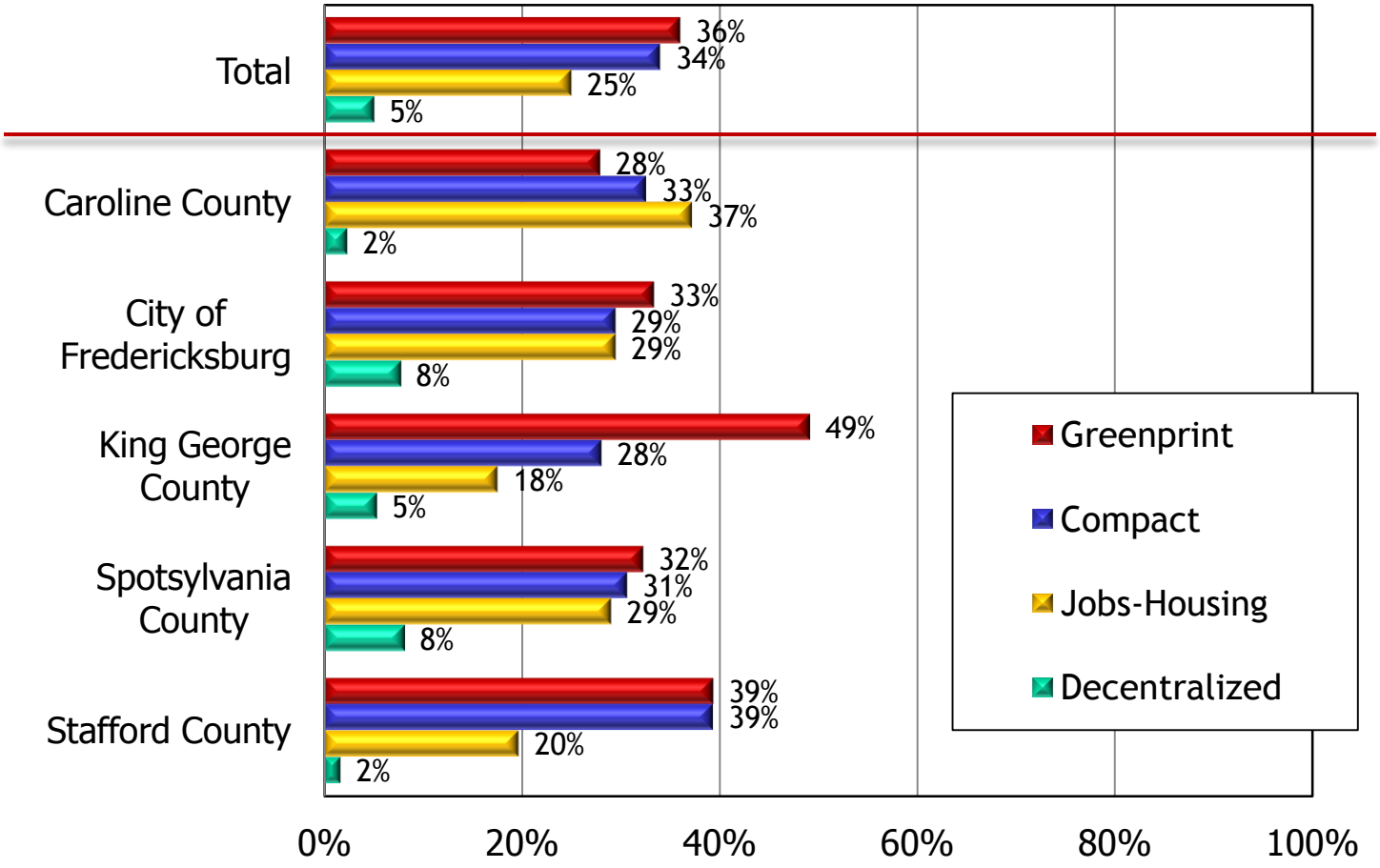


Random Sample Survey

C2. What characteristics about the growth scenario you preferred most influenced your rating?

There Are Only Slight Differences Between Localities

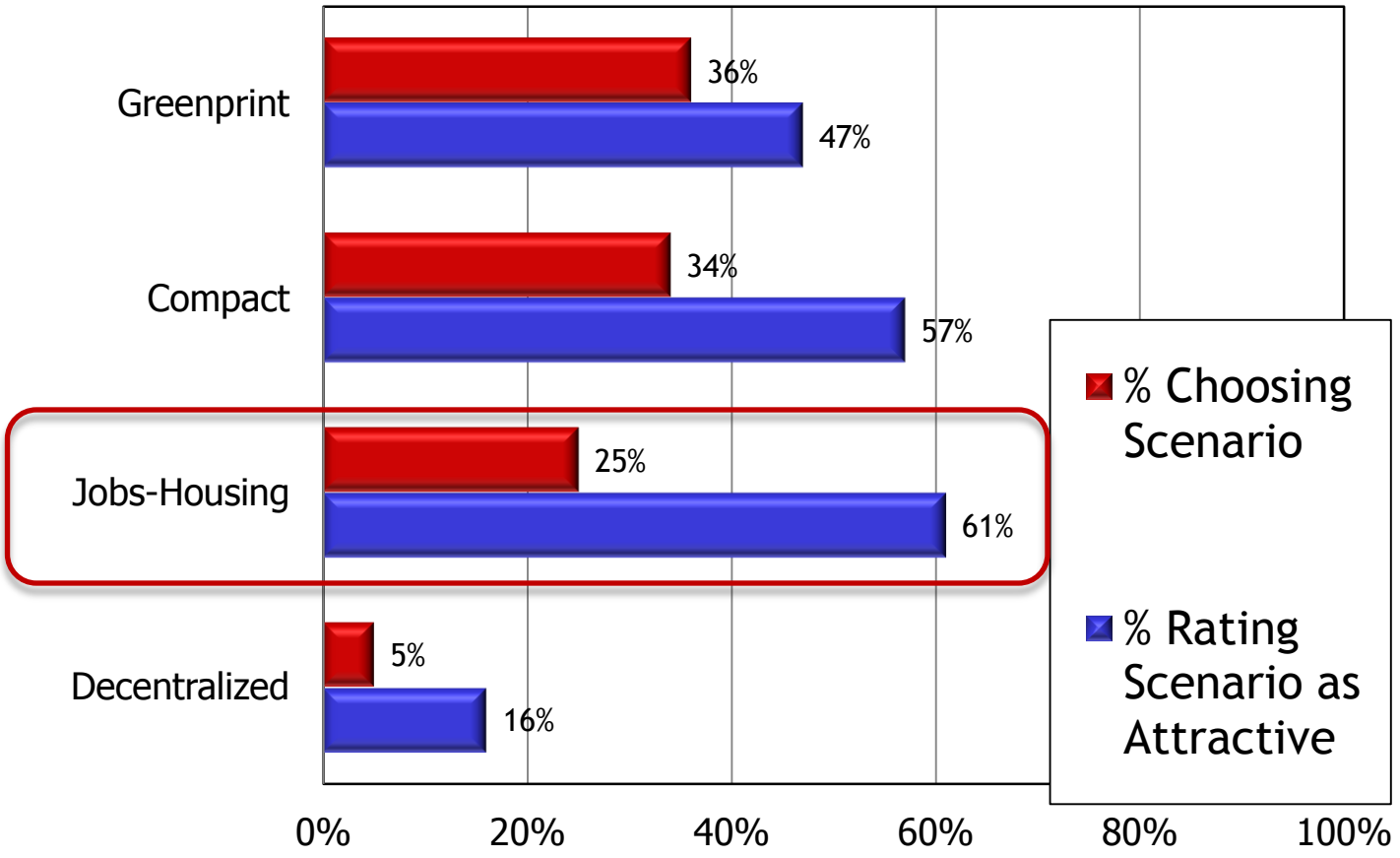
None of the differences between localities are statistically significant.



C1. Click on the preferred scenario.

Random Sample Survey

Interestingly, the Jobs-Housing Scenario Gets the Highest Ratings in Terms of Attractiveness, but Is the Top Choice of Only 25% of Respondents



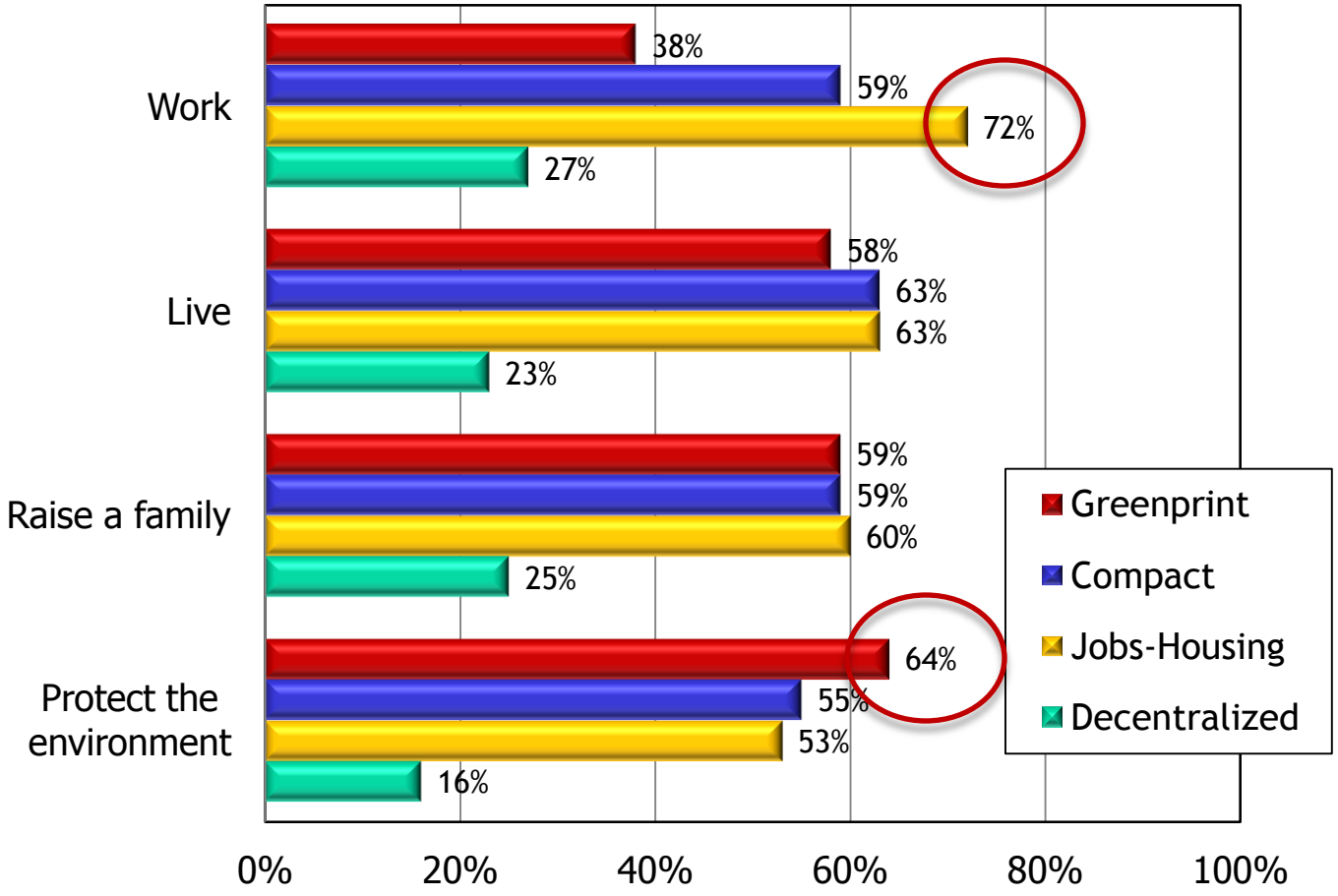
C1. Click on the preferred scenario.

Random Sample Survey

Not Surprisingly, Jobs-Housing Scores the Highest for Being a Good Place to Work; Greenprint Scores Highest for the Environment

None of the differences between localities are statistically significant.

Random Sample Survey



B3. To what extent would this type of scenario be a good place to do each of the following?