



TRANSIT ALTERNATIVES ANALYSIS OF THE ROUTE 7 CORRIDOR

Resident Survey Report

June 2013

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 **wba** RESEARCH

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BACKGROUND & OBJECTIVES

As part of the Transit Alternatives Analysis Study of the Route 7 corridor, market research was conducted among area residents in order to determine the following:

- Their current travel habits within the greater region (the corridor itself, as well as other parts of Northern Virginia, Washington, DC and Maryland), including their mode choices and reasons for travel;
- What concerns they have about transportation within the corridor;
- Where they would like to travel within the region but find difficult to access;
- Their perceptions of and interest in public transportation; and
- Their interest in a possible new rapid transit system.

What follows is a summary of the results of this research.

METHODOLOGY

The sample of potential survey respondents was drawn using address-based sampling (ABS). A random sample of 3,000 residential addresses was drawn within the corridor. Then these addresses were sent to a telematching service to have telephone numbers appended (with a successful append rate of 44%). Each address was then sent a mailing containing three letters introducing the study, one letter each in English, Spanish, and Vietnamese. These letters explained the purpose of the study and how it would benefit the respondent. The letter also contained a map of the region, delineating the regions that would be discussed in the questionnaire. There were three ways in which respondents could participate:

1. They could call one of WB&A's toll-free telephone numbers, where they were asked to leave a message providing their name, telephone number, and a time when they could be reached. There were three numbers assigned to this study – one each for English, Spanish, and Vietnamese.
2. They could participate in the survey online. Each letter contained a web address linking to the online survey. Each letter also contained a unique password to access the survey. The password prevented respondents from filling out the survey multiple times and/or passing the survey along to others to complete.
3. They were informed that they may receive a call from WB&A Market Research asking them to participate.

As part of this research, the region was broken down into 12 zones – nine zones that make up the Route 7 corridor, and three additional zones to which area residents may travel.

Zone 1: Tysons and Vienna

Zone 2: Falls Church Area including Seven Corners and East Falls Church

Zone 3: Bailey's Crossroads and Skyline

Zone 4: Shirlington, Fairlington, and Alexandria west of Quaker Lane

Zone 5: Alexandria east of Quaker Lane

Zone 6: Rosslyn-Ballston Corridor

Zone 7: Arlington south of Route 50

Zone 8: McLean and North Arlington

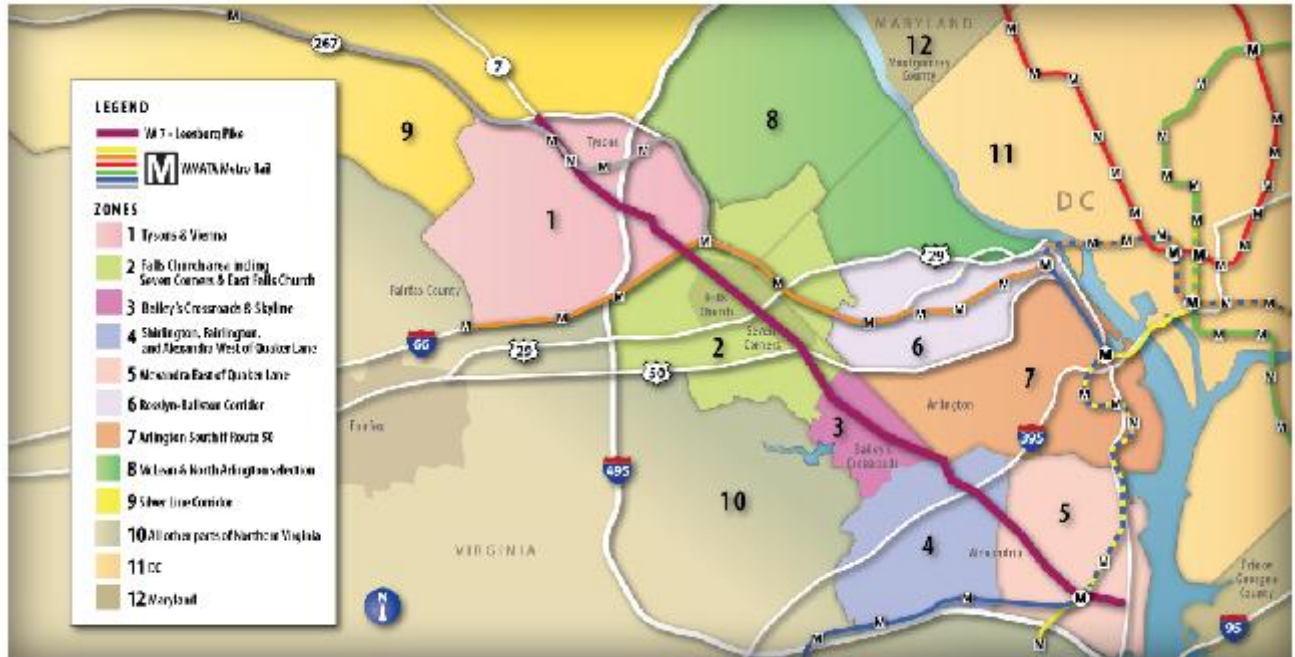
Zone 9: Silver Line Corridor

Zone 10: All other parts of Northern Virginia (outside of the Route 7 corridor)

Zone 11: Washington, DC (outside of the Route 7 corridor)

Zone 12: Maryland (outside of the Route 7 corridor)

The map on the following page shows the 12 zones.



A total of 276 interviews were conducted by web and telephone among residents of the Route 7 corridor between March 7th and March 31st, 2013. The completed interviews break down as follows:

Zone	Completed Interviews
Zone 1: Tysons/Vienna	43
Zone 2: Falls Church Area	35
Zone 3: Bailey's Crossroads/Skyline	10
Zone 4: Shirlington/Fairlington/Alexandria West	68
Zone 5: Alexandria East	33
Zone 6: Rosslyn-Ballston Corridor	19
Zone 7: Arlington South	41
Zone 8: McLean/North Arlington	15
Zone 9: Silver Line Corridor	12
Total	276

Of the 276 interviews completed, 130 were completed online using a survey programmed and hosted by WB&A. The other 146 were completed by WB&A's professional telephone interviewers from call centers in Crofton, MD and Ithaca, NY. The survey took an average of 25 minutes to complete.

A total of 195 respondents either work or attend school. In order to analyze results based upon where they work or attend school, several of the regions were combined as follows:

- Tysons-Dulles Corridor – Includes zones 1 and 9
- Falls Church & Seven Corners – Includes zones 2 and 3
- Alexandria – Includes zones 4 and 5
- Arlington & McLean – Includes zones 6, 7, and 8
- Other Northern VA – Zone 10
- North of Potomac River – Includes zones 11 and 12

Standard Error of the Data

Using sampling techniques, we can estimate the responses of an entire population without having to interview everyone in the target group. There are mathematical means to measure how close our random-sample estimate comes to the 'true' value of the population. For the 276 interviews conducted for the Route 7 Corridor Analysis, we can expect the values from our sample to be within about 6 percentage points of the true population value, 95 percent of the time. That means, if we get a value of 50 percent from our sample, we can be 95 percent sure that the population value is somewhere between 44 and 56 percent. This measure of the difference of the sample value from the true value, called the 'margin of error,' varies with the size of the sample and the results obtained.

	40%	30%	20%	10%	1%	
	or	or	or	or	or	
If the percentage found is around:	50%	60%	70%	80%	90%	99%
Then, the standard error in percentage points for a total sample of n = 276 is:	±5.9	±5.8	±5.4	±4.7	±3.5	±1.2

For example, if a question yielded a percentage of 20%, then we can be sure 95 out of 100 times that the true percentage would lie between 15.3% and 24.7% (20% ±4.7 percentage points).

KEY FINDINGS

Most Route 7 corridor residents work or go to school, doing so Monday through Friday and traveling during rush hour. There is no one single heavily traveled to destination currently for work, school, or other types of travel, but there are certain zone-to-zone trips which are quite common. What should come as no surprise is that the mode of choice is the car; however, public transportation is used at least somewhat by many, and multi-modal trips are not uncommon.

Current Travel

- About seven in ten corridor residents (71%) report being either employed or a student. The majority work within the same zone in which they live, with Washington, DC or Maryland being the most common work/school location outside of their home zone (34% of those employed/attending school).
 - More than eight in ten of those who work or go to school (83%) do so from Monday to Friday, and about eight in ten travel to work or school during the AM rush and travel home during the PM rush.
- The most common zones to travel to for non-commutation trips include the Falls Church area (35%), Tysons and Vienna (34%), and Bailey's Crossroads and Skyline (33%).
- When combining commutation and non-commutation trips, the results is a total picture of where residents currently travel.
 - While no one zone stands out as a singular destination, Tysons/Vienna and the Falls Church area (42% and 40%, respectively) are the most traveled to zones within the corridor, while 38% mentioned traveling to Washington, DC.
 - Some of the most common zone-to-zone trips include the following:
 - Silver Line corridor residents traveling to Tysons/Vienna (92%);
 - Alexandria East residents traveling to Shirlington, Fairlington, and Alexandria West (67%);
 - McLean and North Arlington residents traveling to Tysons/Vienna (67%); and
 - Falls Church area residents traveling to Tysons/Vienna (66%).

Current Mode Use

- About three-fourths of corridor residents (74%) use a car for all or part of their daily commute, while 37% use public transportation. It is worth noting, however, that about four in ten of those who drive to and from work/school (39%) also use public transportation at least occasionally or for part of their trip. *Note that traveling by car includes driving alone, with passengers, carpooling, or using car sharing options.*
- For non-commutation trips, most residents (92%) use a car at least some of the time, while about one-third (32%) say they use public transportation.
- When combining commutation and non-commutation trips, 93% have made some trips using a car, while 46% report some trips using public transportation.

- About one-half (51%) reported having used public transportation in the past 30 days when asked on an aided basis, with residents of Rosslyn-Ballston Corridor (79%) and Alexandria East (73%) being the most likely to have done so.
- More than one-half of those employed (53%) receive free or subsidized parking at work, while almost one-half (45%) receive transit fare reimbursement. Not surprisingly, those drive to work are more likely to receive free or subsidized parking (66%), while those who use public transportation are more likely to receive transit fare reimbursement (65%).

Not only is the car the predominant mode of transportation, it is also the mode viewed most positively, by both car and public transportation users. The perceived strength of (convenience, reliability, etc.) are also the attributes most likely to drive mode choice among area residents. For another mode, such as public transportation, to make inroads, it will need to appeal to these key drivers, while also relying on its own strengths of being seen as a smart and environmentally friendly way to commute. There may be some opportunities, however, as several areas, most notably Tysons/Vienna and Washington, DC, are places where residents say they would like to travel more often if the travel was less difficult.

Cars vs. Buses

- Overall, residents have a much more positive opinion of cars than they do of buses, with 70% giving a positive rating toward cars, while only 20% said the same of buses.
 - More positive attitudes toward cars than buses includes both those who do use public transportation (59% car vs. 22% bus) and those who do not (82% car vs. 18% bus).
- Through key driver analysis, the following attributes were shown to have the greatest impact on mode choice among Route 7 corridor residents:
 - Providing a comfortable trip – a strength for cars while a weakness for buses
 - Getting them to their destination on time – a strength for cars while a weakness for buses
 - Being easy and convenient to use – a strength for cars while a weakness for buses
 - Meeting the transportation needs of people like them – a strength for cars while a weakness for buses
 - Being available when they need it – a strength for cars while a weakness for buses
 - Being a fast way to travel – a strength for cars while a weakness for buses
 - Being a reliable form of transportation – a strength for cars and an area where buses would need to improve
- Buses greatest strengths are being a smart way to commute for people who can use it and being an environmentally friendly form of transportation. However, these are both areas of only moderate importance to corridor residents.

- More than four in ten of those who do not currently use public transportation (44%) say they would be at least somewhat likely to use it if it were available and convenient. However, many of them say it would need to be more accessible, having stops and stations close to their homes and destinations.

Where Residents Would Like to Travel

- Tysons/Vienna and Washington, DC (47% and 45%, respectively) are the most often cited zones where residents say they would like to travel to more often, but do not because these zones are difficult to reach.

How Residents View Themselves

- The majority of residents said that they like the convenience of driving a car (71%) and that they choose to travel by car because their time is very valuable to them (58%). However, they consider driving during rush hour to be very stressful (66%).
- Furthermore, the majority of those who do not use public transportation were more likely to agree with the following:
 - They like the convenience of driving a car (87% vs. 55% of those who use public transportation),
 - They choose to travel by car because their time is very valuable to them (72% vs. 45%), and/or
 - They need to have a car available during the workday in case of emergency (61% vs. 32%, among those employed/attending school).

There may be a market for a new rapid transit system in the Route 7 corridor. However, it holds far greater appeal to those who currently use public transportation than it does to those who rely on cars for most of their travel. Issues such as convenience, availability, and flexibility that are perceived barriers to current public transportation use would also be obstacles for the rapid transit system to overcome.

Perceptions of Rapid Transit

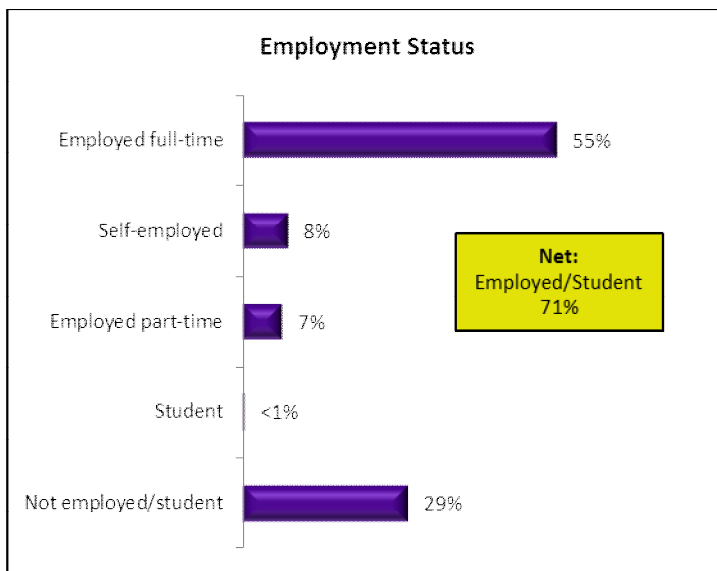
- Overall, more than one-half of area residents (57%) said they would be interested in the hypothetical new rapid transit system, with current public transportation users being more likely to express interest (70% vs. 43%).
- Those interested in the potential new rapid transit system most frequently said that they like the schedule and frequency, which means they would not have long waits (35% of those interested), and/or that it sounds fast, and if it was that fast they would try it (33%).
- Conversely, those not interested in the system most frequently said that they like the flexibility of driving themselves (25% of those not interested) and/or they think that the system would not be available and close to their home (21%).

Detailed Findings

ORIGINS & DESTINATIONS

This section deals with the current travel habits of those who live within the Route 7 corridor.

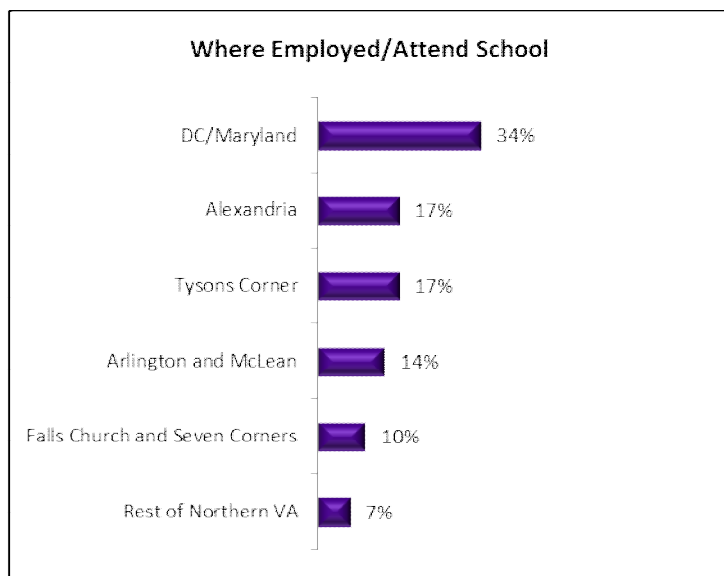
- Of those who live within the Route 7 corridor, 71% are either employed or a student.



S2. Are you primarily...?
Base = Total Sample (n=276)

- Of those employed or attending school, one-third (34%) do so in either Washington, DC or Maryland, while the remainder work or go to school in Virginia.

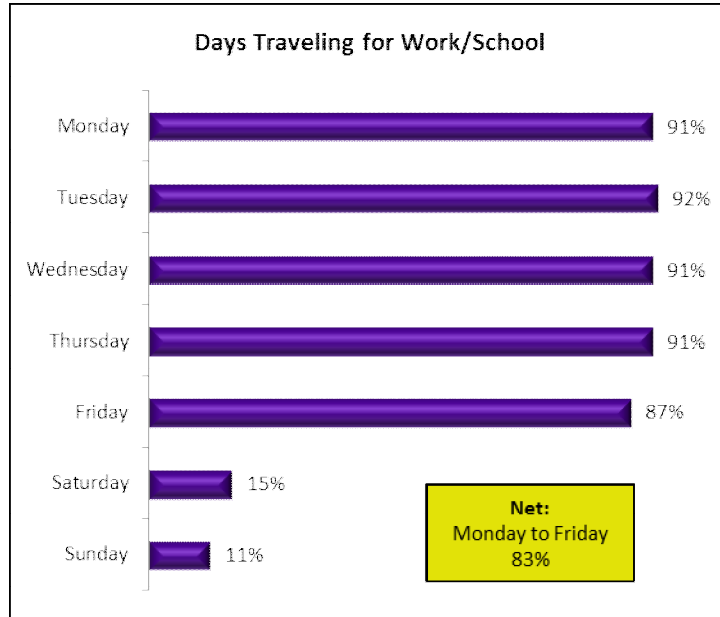
- The majority of those who work or go to school do not do so within the zone in which they live. Even in Tysons/Vienna and Alexandria East, the zones where it is most common to both work and live, only between three and four in ten do so. For the rest, it appears that getting to work or school involves traveling at least some distance.



Q1. Please tell me in which zone you (work/attend school).
Base = Those who work or go to school (n=195)

When asked on what days they travel to work or school, not surprisingly, more than eight in ten (83%) said they work Monday to Friday.

- More than nine in ten said they work at least one or more days Monday through Thursday, with a slight drop (87%) on Fridays.



Q3. Which days of the week do you take trips to (work zone) for work/to attend school...?
Base = Those employed/attending school (n=195)

About eight in ten of those who commute or go to school each weekday do so during the AM and PM rush or peak periods.

Time Traveling To and From Work/School							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Going to Work/School n=	(178)	(179)	(178)	(178)	(169)	(30)*	(22)*
12:00 AM – 4:59 AM	1%	1%	1%	1%	1%	3%	5%
5:00 AM – 8:59 AM	86	85	84	83	83	57	50
9:00 AM – 2:59 PM	10	10	10	11	10	30	36
3:00 PM – 6:59 PM	1	1	1	1	2	10	-
7:00 PM – 11:59 PM	-	-	-	1	-	-	5
Coming from Work/School n=	(178)	(179)	(178)	(178)	(169)	(30)*	(22)*
12:00 AM – 4:59 AM	1%	1%	1%	1%	1%	-%	-%
5:00 AM – 8:59 AM	2	2	1	2	1	-	9
9:00 AM – 2:59 PM	6	7	5	7	9	13	9
3:00 PM – 6:59 PM	81	80	80	78	79	73	68
7:00 PM – 11:59 PM	8	7	10	10	7	13	14

Q3A. What time do you (go to work/attend school) and leave (work/school) on...?

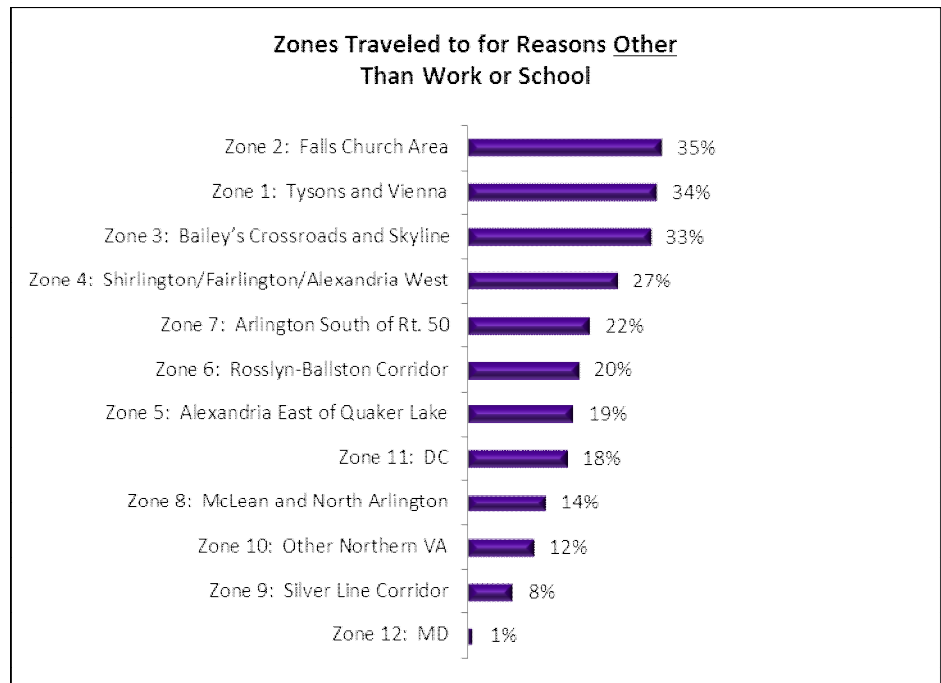
Base = Those employed/attending school

*Caution: Small Base

Notes: Does not include those who refused question. Overnight shifts treated as same day.

Respondents were asked what zones they consider to be their primary destinations for non-school or work related trips.

- The most common zones to travel to include the Falls Church Area (35%), Tysons and Vienna (34%), and Bailey’s Crossroads and Skyline (33%).
- Only about two in ten said they travel to Washington, DC.



Q2. Which of the (other) zones would you consider to be primary destinations that you travel to frequently?

Base = Total Sample (n=276)

Multiple Responses Accepted

Depending upon where they live, residents may frequently travel within their zone and/or to zones further away for non-commutation trips.

- The majority of residents living in most zones say they make non-commutation trips within their zone, with three exceptions – fewer than four in ten of those living in Shirlington/Fairlington/Alexandria West (38%), Arlington South (37%), or the Silver Line corridor (8%) said they make these types of trips within their zone.
- Furthermore, residents of the following zones were more likely to mention at least one zone other than where they live as being where they travel:
 - Residents of McLean and North Arlington were most likely to mention taking trips to Tysons/Vienna (67%);
 - Residents of the Silver Line corridor mentioned trips to Tysons/Vienna (67%), McLean/North Arlington (42%), and/or the Falls Church area (25%);
 - Residents of Alexandria East mentioned Shirlington/Fairlington/Alexandria West (61%);
 - Residents of Arlington South mentioned Bailey’s Crossroads/Skyline (51%), Shirlington/Fairlington/Alexandria West (41%), and/or the Falls Church Area (39%); and
 - Residents of Shirlington/Fairlington/Alexandria West mentioned Bailey’s Crossroads/Skyline (44%).

Zone Traveled to for Reasons <u>Other</u> than Work or School		
Where they Live	Travel in Home Zone	Other Zones Traveled To
Zone 1: Tysons and Vienna	58%	Falls Church Area (40%) McLean/N. Arlington (30%) Silver Line Corridor (28%)
Zone 2: Falls Church Area	63%	Tysons/Vienna (57%) Bailey’s Crossroads/Skyline (34%)
Zone 3: Bailey’s Crossroads and Skyline*	70%	Falls Church Area (40%) Tysons/Vienna (30%)
Zone 4: Shirlington, Fairlington and Alexandria West of Quaker Lake	38%	Bailey’s Crossroads/Skyline (44%) Alexandria E. of Quaker Lake (31%) Falls Church Area (25%)
Zone 5: Alexandria East of Quaker Lake*	55%	Shirlington/Fairlington/Alexandria W. of Quaker Lake (61%) Arlington S. of Rt. 50 (33%) Tysons/Vienna (27%)
Zone 6: Rosslyn-Ballston Corridor*	63%	Falls Church Area (42%) Bailey’s Crossroads/Skyline (37%) Arlington S. of Rt. 50 (37%) Washington, DC (26%)
Zone 7: Arlington South of Rt. 50	37%	Bailey’s Crossroads/Skyline (51%) Shirlington/Fairlington/Alexandria W. of Quaker Lake (41%) Falls Church Area (39%) Rosslyn-Ballston Corridor (34%)
Zone 8: McLean and North Arlington*	60%	Tysons/Vienna (67%) Falls Church Area (33%) Rosslyn-Ballston Corridor (33%)
Zone 9: Silver Line Corridor*	8%	Tysons/Vienna (67%) McLean/N. Arlington (42%) Falls Church Area (25%)

Q2. Which of the (other) zones would you consider to be primary destinations that you travel to frequently?

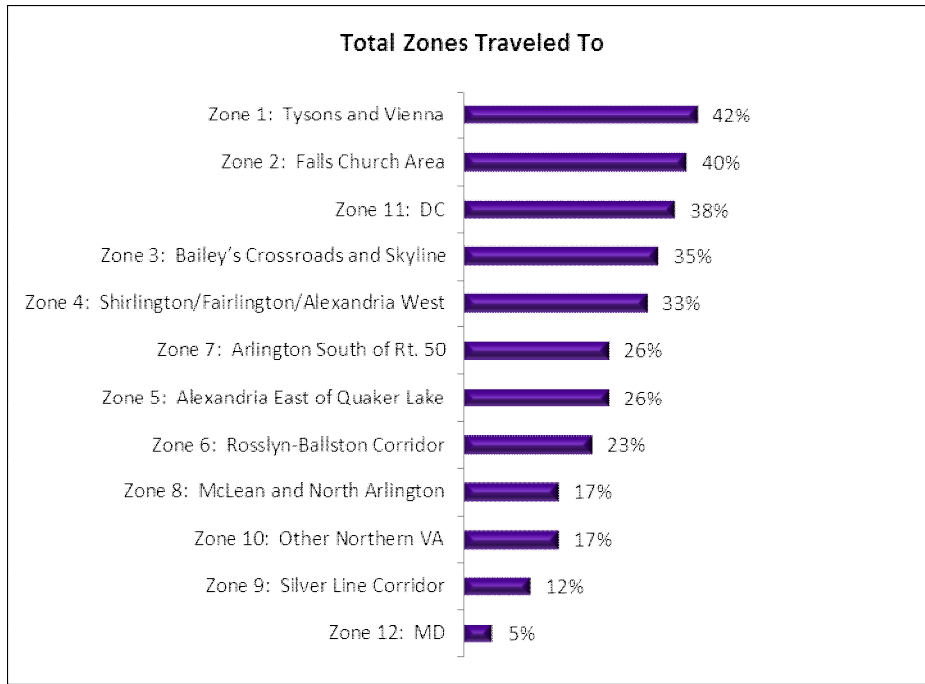
Base = Total Sample (n=276)

*Caution: Small Base

Multiple Responses Accepted; Top Mentions

The trips made for work, school, and other reasons can then be combined to get a complete picture of where trips are made by residents of the Route 7 corridor.

- While no one zone stands out as a singular destination, Tysons/Vienna and the Falls Church area (42% and 40%, respectively) are the most traveled to zones within the corridor, while 38% mentioned traveling to Washington, DC.



Q1/Q2. Total zones traveled to
 Base = Total Sample (n=276)
 Multiple Responses Accepted

At least three-fourths of those living in Tysons/Vienna, the Falls Church area, Bailey’s Crossing/Skyline, or Alexandria East do most of their travel within the zone in which they live. Conversely, fewer than one-half of those living in Arlington South or along the Silver Line corridor most frequently travel within their home zone.

- Some of the most common zone-to-zone trips include the following:
 - Silver Line corridor residents traveling to Tysons/Vienna (92%);
 - Alexandria East residents traveling to Shirlington, Fairlington, and Alexandria West (67%);
 - McLean and North Arlington residents traveling to Tysons/Vienna (67%); and
 - Falls Church area residents traveling to Tysons/Vienna (66%).

Total Zones Traveled To		
Where they Live	Travel in Home Zone	Other Zones Traveled To
Zone 1: Tysons and Vienna	84%	Falls Church Area (40%) Silver Line Corridor (37%) McLean/N. Arlington (33%)
Zone 2: Falls Church Area	80%	Tysons/Vienna (66%) Washington, DC (43%) Bailey’s Crossroads/Skyline (34%)
Zone 3: Bailey’s Crossroads and Skyline*	80%	Falls Church Area (50%)
Zone 4: Shirlington, Fairlington and Alexandria West of Quaker Lake	54%	Bailey’s Crossroads/Skyline (44%) Alexandria E. of Quaker Lake (40%) Washington, DC (34%)
Zone 5: Alexandria East of Quaker Lake*	76%	Shirlington/Fairlington/Alexandria W. of Quaker Lake (67%) Washington, DC (45%) Arlington S. of Rt. 50 (33%)
Zone 6: Rosslyn-Ballston Corridor*	68%	Washington, DC (58%) Falls Church Area (53%) Bailey’s Crossroads/Skyline (37%) Arlington S. of Rt. 50 (37%)
Zone 7: Arlington South of Rt. 50	44%	Bailey’s Crossroads/Skyline (56%) Shirlington/Fairlington/Alexandria W. of Quaker Lake (49%) Falls Church Area (46%) Washington, DC (44%) Rosslyn-Ballston Corridor (39%)
Zone 8: McLean and North Arlington*	67%	Tysons/Vienna (67%) Washington, DC (60%) Falls Church Area (40%) Rosslyn-Ballston Corridor (33%)
Zone 9: Silver Line Corridor*	17%	Tysons/Vienna (92%) McLean/N. Arlington (42%) Washington, DC (33%)

Q1/Q2. Total zones traveled to
 Base = Total Sample (n=276)
 *Caution: Small Base
 Multiple Responses Accepted; Top Mentions

Respondents were asked what mode or modes of transportation they use to travel to and from work or school. About three-fourths (74%) said they use a car for all or part of their trips, while 37% said they use public transportation. Note that ‘car use’ is defined as both driving and carpooling.

- Car use is most common among those working or going to school in the Tysons-Dulles corridor (94%) or parts of Northern Virginia outside of the Route 7 corridor (92%).
- Conversely, those working in Washington, DC or Maryland were the most likely to say they use public transportation (55%).
- What is also interesting is that multi-modal trips utilizing both cars and public transportation are quite common.
 - About four in ten of those who drive to and from work or school (39%) will also use public transportation for part of their trip.

Mode of Transportation To and From Work/School (by Work/School Zone)							
	TOTAL	Tysons-Dulles Corridor	Falls Church Seven Corners	Alexandria	Arlington McLean	Other Northern VA	DC/MD
		N	O	P	Q	R	S
Car	n= (195) 74%	(33)* 94% _{PQS}	(19)* 79%	(34)* 74%	(27)* 74%	(13)* 92% _S	(67) 61%
Public Transportation	37	15	42 _{NR}	35 _R	30	8	55 _{NQR}

Q6. What types of transportation do you typically use to commute to and from work/school?

Base = Those who work or go to school

*Caution: Small Base

Multiple Responses Accepted; Top Mentions

For non-commutation trips, most residents (92%) use a car at least some of the time, while about one-third (32%) say they use public transportation.

- For non-commutation trips, public transportation is most often used by residents of the following zones:
 - The Rosslyn-Ballston Corridor (53%),
 - Alexandria East (48%),
 - The Falls Church area (37%), and
 - Shirlington, Fairlington, and Alexandria West (32%).

Mode of Transportation for Non-Work/School Trips (by Home Zone)										
	TOTAL	Zone 1: Tysons Vienna	Zone 2: Falls Church Area	Zone 3: Bailey's Crossroads Skyline	Zone 4: Shirlington on Fairlington Alexandria West	Zone 5: Alexandria East	Zone 6: Rosslyn- Ballston Corridor	Zone 7: Arlington South	Zone 8: McLean North Arlington	Zone 9: Silver Line Corridor
	n=	H	I	J	K	L	M	N	O	P
Car	(276)	(43)	(35)	(10)*	(68)	(33)*	(19)*	(41)	(15)*	(12)*
Public	92%	93%	91%	90%	94%	94%	79%	93%	93%	100% _{KM}
Transportation	32	23	37 _{JO}	10	32 _J	48 _{HJOP}	53 _{HJOP}	29	13	17

Q7. Thinking about trips you take around the area you live (which are not for work/school), what types of transportation do you use for these trips?
 Base = Total Sample
 *Caution: Small Base
 Multiple Responses Accepted; Top Mentions

When combining mode use for work, school, and other trips, most residents (93%) use a car for at least some of their trips, while almost one-half (46%) report using public transportation.

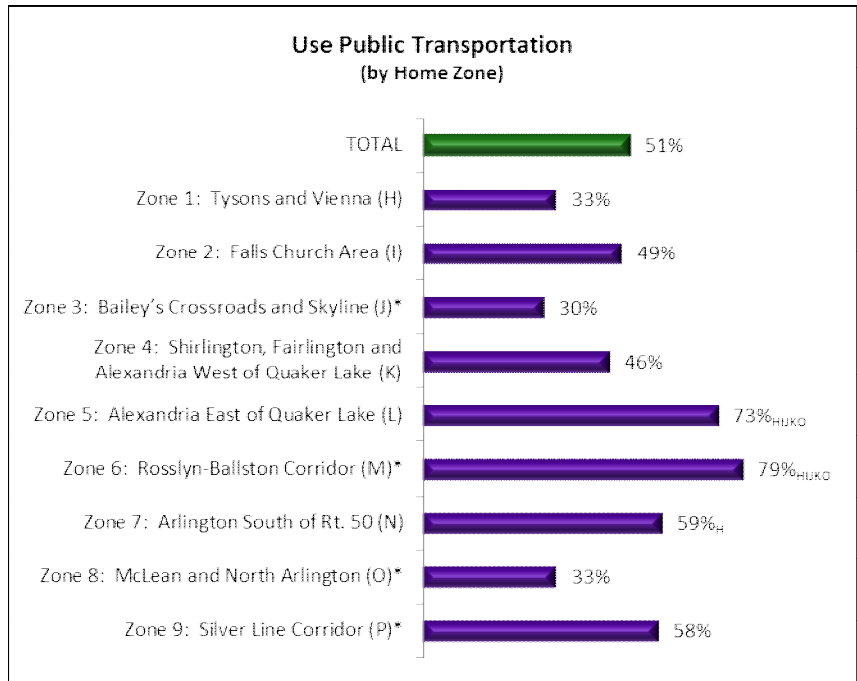
- It is worth noting that even among those who said they have not used public transportation in the past 30 days, 11% said that they have used public transportation for some area trips, indicating that many in the area have at least some experience with current local public transportation.

Mode of Transportation for All Trips (by Home Zone)										
	TOTAL	Zone 1: Tysons Vienna	Zone 2: Falls Church Area	Zone 3: Bailey's Crossroads Skyline	Zone 4: Shirlington on Fairlington Alexandria West	Zone 5: Alexandria East	Zone 6: Rosslyn- Ballston Corridor	Zone 7: Arlington South	Zone 8: McLean North Arlington	Zone 9: Silver Line Corridor
	n=	H	I	J	K	L	M	N	O	P
Car	(276)	(43)	(35)	(10)*	(68)	(33)*	(19)*	(41)	(15)*	(12)*
Public	93%	95%	91%	90%	94%	100% _{KM}	79%	93%	93%	100% _{KM}
Transportation	46	35	46	20	47 _O	70 _{HJKNOP}	74 _{HJKNOP}	46 _O	20	25

Q6/7. Total Mode Usage
 Base = Total Sample
 *Caution: Small Base
 Multiple Responses Accepted; Top Mentions

When asked directly, about one-half (51%) of area residents reported that they have used public transportation at least once in the past 30 days.

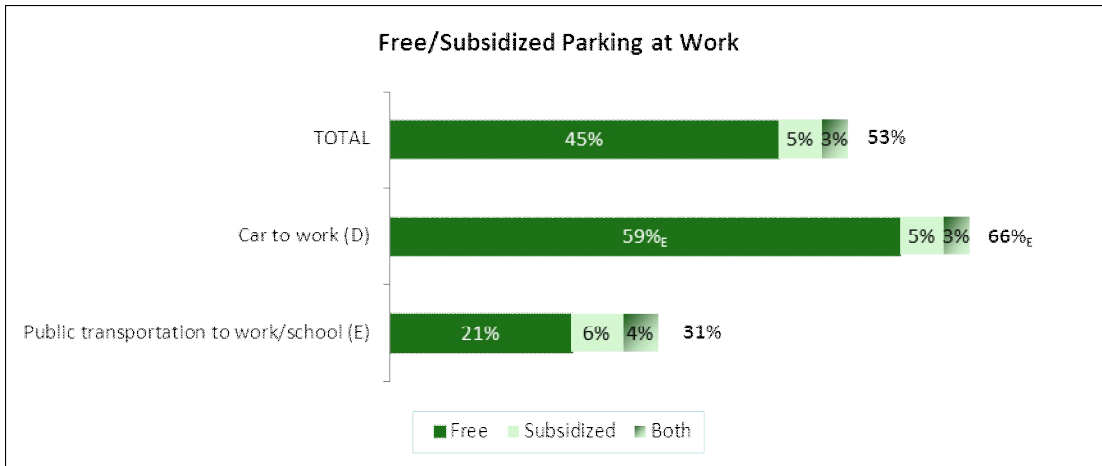
- Those living in the Rosslyn-Ballston Corridor or Alexandria East are the most likely to say they have used public transportation (79% and 73%, respectively).
- Conversely, those living in Tysons and Vienna, McLean and North Arlington, and Bailey’s Crossroads and Skyline are the least likely to report public transportation use (33%, 33%, and 30%, respectively).



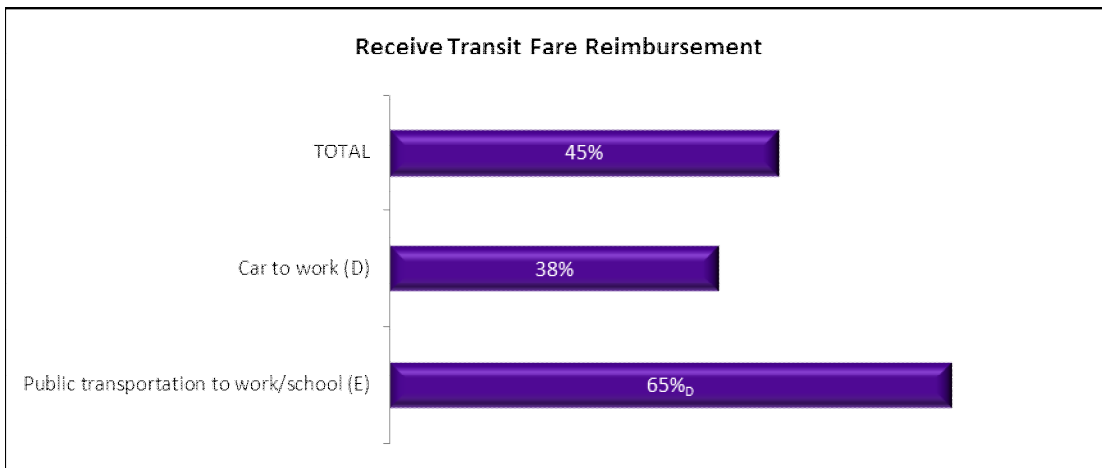
Q5. Have you used public transportation in the past 30 days?
 Base = Total Sample (n=276)
 Multiple Responses Accepted

Respondents were asked if they have free or subsidized parking at work and if they receive transit fare reimbursement from their employer.

- More than one-half (53%) have either free and/or subsidized parking at their work, including two-thirds (66%) of those who use a car to get to work.
- More than four in ten (45%) receive some form of transit reimbursement from their employer, including 65% of those who use public transportation for their commute.



Q15. Do you personally receive free or subsidized parking at work?
 Base = Those currently employed (n=194)



Q16. Does your employer offer transit fare reimbursement, such as SmartBenefits?
 Base = Those currently employed (n=194)

FACTORS THAT INFLUENCE MODE CHOICE

In this section the factors that affect residents' attitudes towards modes of transportation, and how those attitudes influence their mode choice will be explored. First, residents were given a series of attributes and asked how well each one describes cars and buses as a mode of transportation.

Overall, residents have a much more positive opinion of cars than they do of buses, with 70% giving a positive rating (an 8,9, or 10 on a 0-10 scale) toward cars, while only 20% said the same of buses.

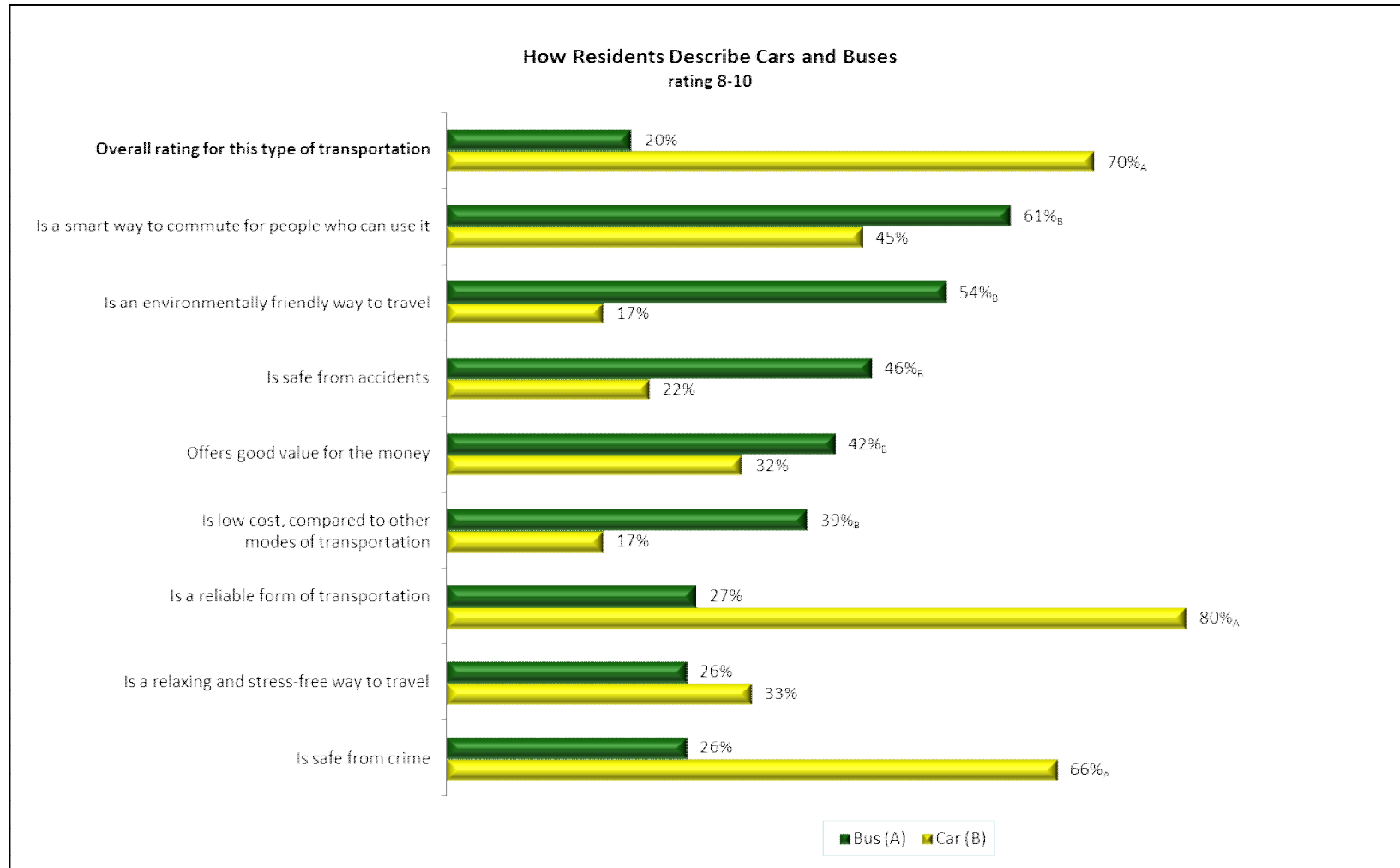
- More positive attitudes toward cars than buses includes both those who do use public transportation (59% car vs. 22% bus) and those who do not (82% car vs. 18% bus).

When looking at how residents rate cars and buses on individual attributes, it is very clear that they view the modes quite differently. Residents were far more likely to describe **cars** with the following attributes:

- Available when you need it (96% cars vs. 9% buses),
- Goes to the places you need to go (95% vs. 8%),
- Is easy and convenient to use (87% vs. 14%),
- Meets the transportation needs of people like them (84% vs. 11%),
- Fits into their lifestyle (82% vs. 10%),
- Provides a comfortable trip (82% vs. 19%),
- Is a reliable form of transportation (80% vs. 27%),
- Would get them to their destination on time (73% vs. 14%),
- Is a fast way to travel (70% vs. 7%), and
- Safe from crime (66% vs. 27%)

Meanwhile, residents were far more likely to describe **buses** with the following attributes:

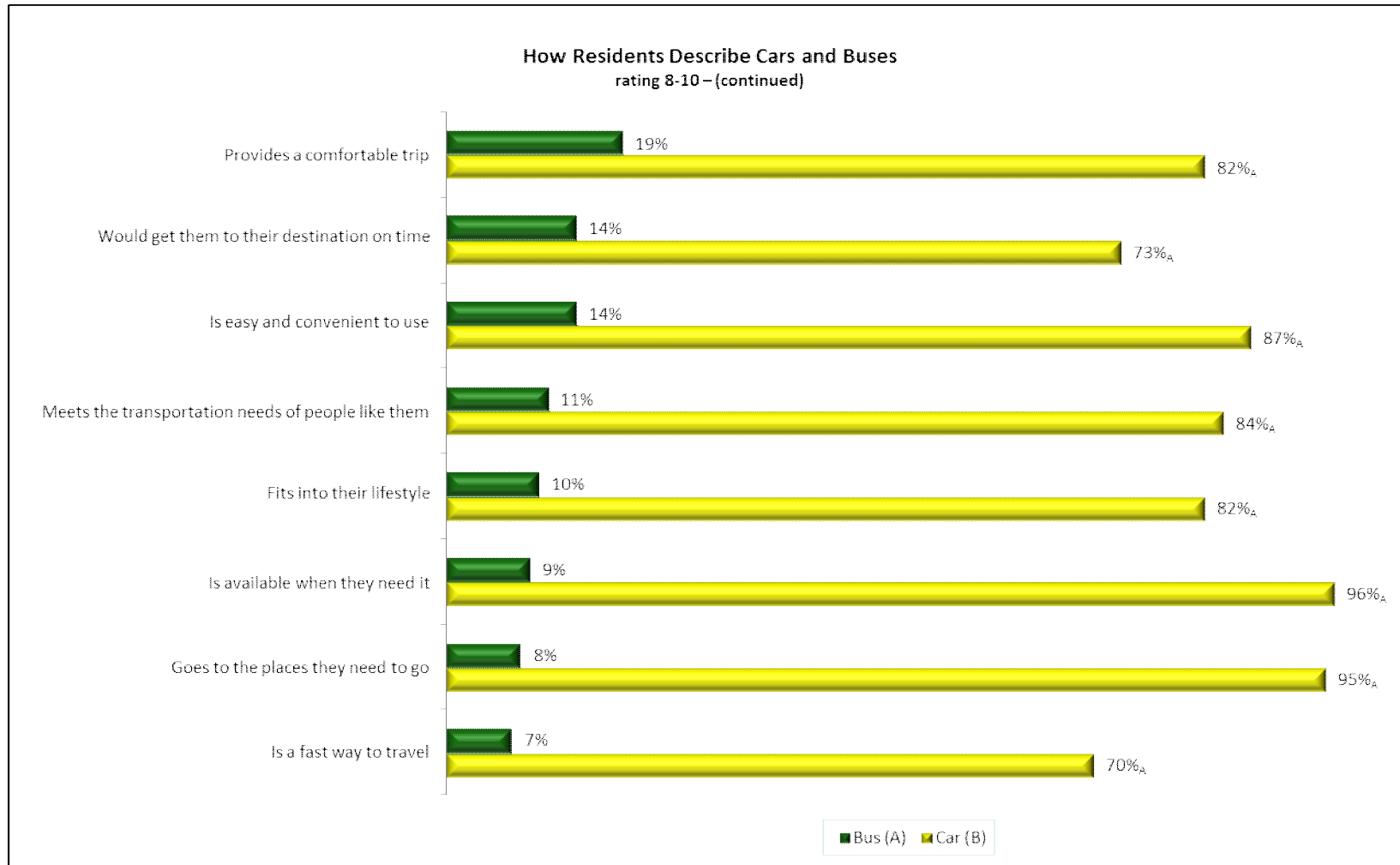
- Is a smart way to commute for people who can use it (61% buses vs. 45% cars),
- Is an environmentally friendly way to travel (54% vs. 17%),
- Is safe from accidents (46% vs. 22%),
- Is low cost, compared to other modes of transportation (39% vs. 17%), and
- Offers good value for the money (42% vs. 32%).



Q12. On a scale of 0 to 10 where 0 means it does not describe at all and 10 means it describes completely, please rate how each of the following statements describes transportation by bus and by car.

Note: Ratings 8-10

Base = Total Sample (n=276)



Q12. On a scale of 0 to 10 where 0 means it does not describe at all and 10 means it describes completely, please rate how each of the following statements describes transportation by bus and by car.

Note: Ratings 8-10

Base = Total Sample (n=276)

Overview of Key Driver Analysis

For each of the car and bus attributes, correlation analysis was utilized in an effort to better understand what drives satisfaction and where opportunities lie for each mode.

In order to identify priorities for improving attitudes toward buses as a form of transportation, the results of the correlation analysis and residents' ratings were plotted on a chart. The chart is laid out as follows:

- Unmet Needs – These are attributes that have a significant impact on attitudes, but for which residents give relatively low ratings, meaning that the mode is not delivering on this important need.
- Higher Priority – These are attributes that either have a significant impact on residents' attitudes, but receive comparatively moderate ratings for that mode, or have a moderate impact on attitudes but receive relatively low ratings.
- Driving Strengths – These are attributes that receive relatively higher ratings from residents but also have a significant impact on attitudes. These are what drive residents to use this mode.
- Opportunities – These attributes receive lower ratings from residents and are only of low impact on their perception of that mode. If other modes can deliver the attributes, there is an opportunity for mode switch.
- Lower Priority – These attributes have a moderate to low impact on resident attitudes, while receiving moderate to high ratings.

The following attributes have the greatest impact on mode choice among Route 7 corridor residents:

- Providing a comfortable trip,
- Getting them to their destination on time,
- Being easy and convenient to use,
- Meeting the transportation needs of people like them,
- Being available when they need it,
- Being a fast way to travel, and
- Being a reliable form of transportation.

ATTRIBUTE IMPACT ON RATING

High	<ul style="list-style-type: none">• Provides a comfortable trip• Would get you to your destination on time• Is easy and convenient to use• Meets the transportation needs of people like you• Is available when you need it• Is a fast way to travel• Is a reliable form of transportation
Moderate	<ul style="list-style-type: none">• Fits into your lifestyle• Goes to the places you need to go• Offers good value for the money• Is low cost, compared to other modes of transportation• Is a relaxing and stress free way to travel• A smart way to commute for people who can use it• Is an environmentally friendly form of transportation
Low	<ul style="list-style-type: none">• Is safe from accidents• Is safe from crime

Buses

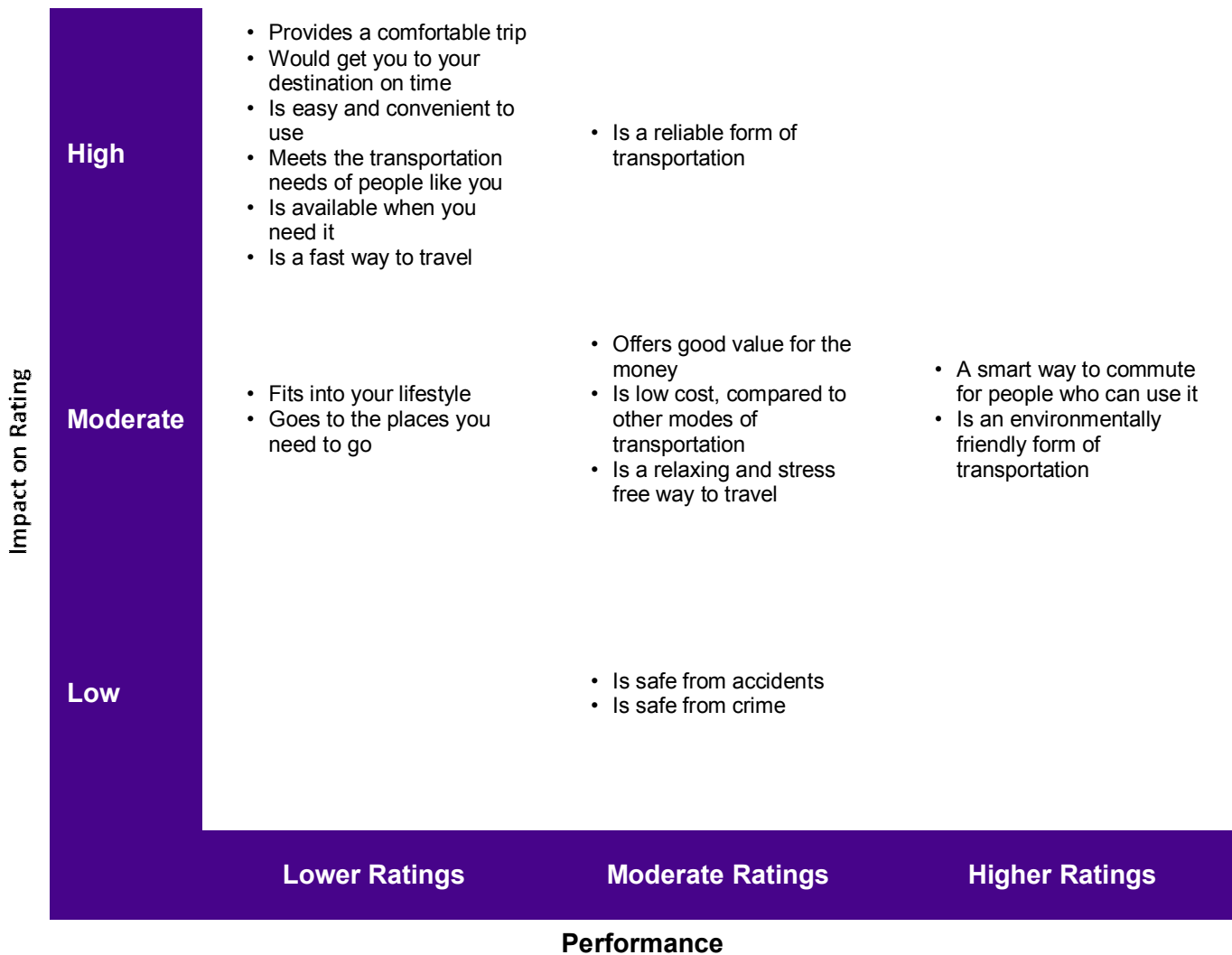
Buses are perceived as failing to meet several needs as a mode of transportation. These include:

- Providing a comfortable trip,
- Getting residents to their destination on time,
- Being easy and convenient to use,
- Meeting the transportation needs of people like them,
- Being available when they need it, and
- Being a fast way to travel.

Other high priorities for buses to be successful include *being a reliable form of transportation, fitting into residents’ lifestyles, and going to the places they need to go.*

Buses are seen as having some strengths, including being a smart way to commute for people who can use it and being an environmentally friendly form of transportation.

ATTRIBUTE RELATIONSHIP WITH RATING OF BUSES AS A FORM OF TRANSPORTATION



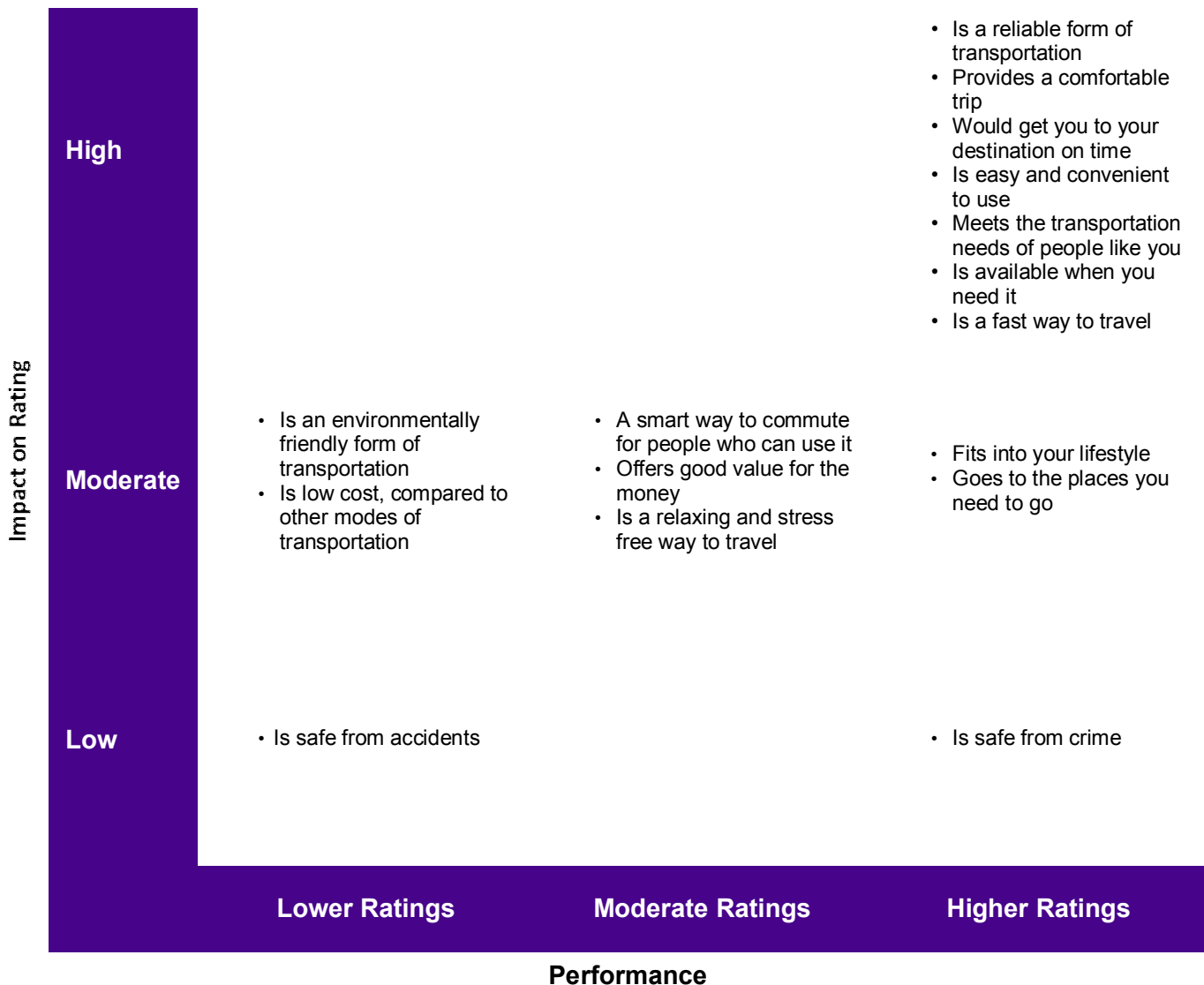
Cars

Cars are not seen as failing to meet any specific needs; however, there are two areas that are higher priorities for residents where cars receive lower ratings – *being an environmentally friendly form of transportation* and *being low cost, compared to other modes of transportation*.

Cars, however, are seen as having many strengths, which include:

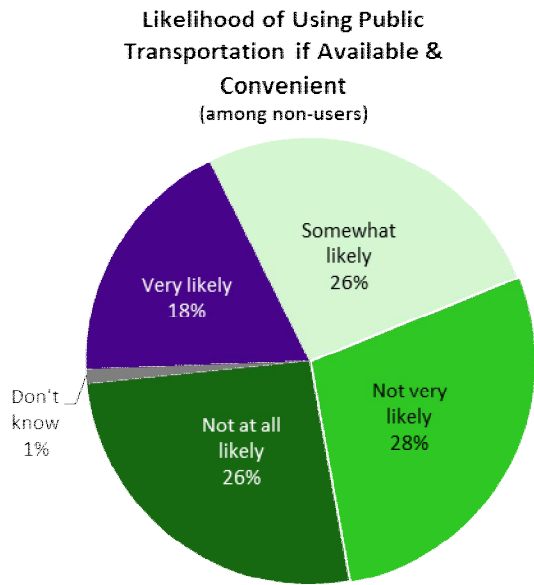
- Being a reliable form of transportation,
- Providing a comfortable trip,
- Getting residents to their destination on time,
- Being easy and convenient to use,
- Meeting the transportation needs of people like them,
- Being available when they need it,
- Being a fast way to travel,
- Fitting into their lifestyle, and
- Going to the places they need to go.

ATTRIBUTE RELATIONSHIP WITH RATING OF CARS AS A FORM OF TRANSPORTATION

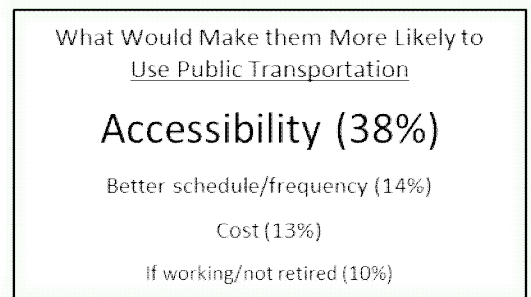


Those who do not use public transportation were asked how likely they would be to use public transportation if it were available and convenient to use. More than half (54%) said they would not be likely or were unsure if they would use it, while 46% said they would be somewhat likely or very likely to do so.

- Those who said they would at least consider using public transportation gave several reasons they might do so, the most common being “accessibility” (38%) – having stops and stations closer to their home and/or destinations.



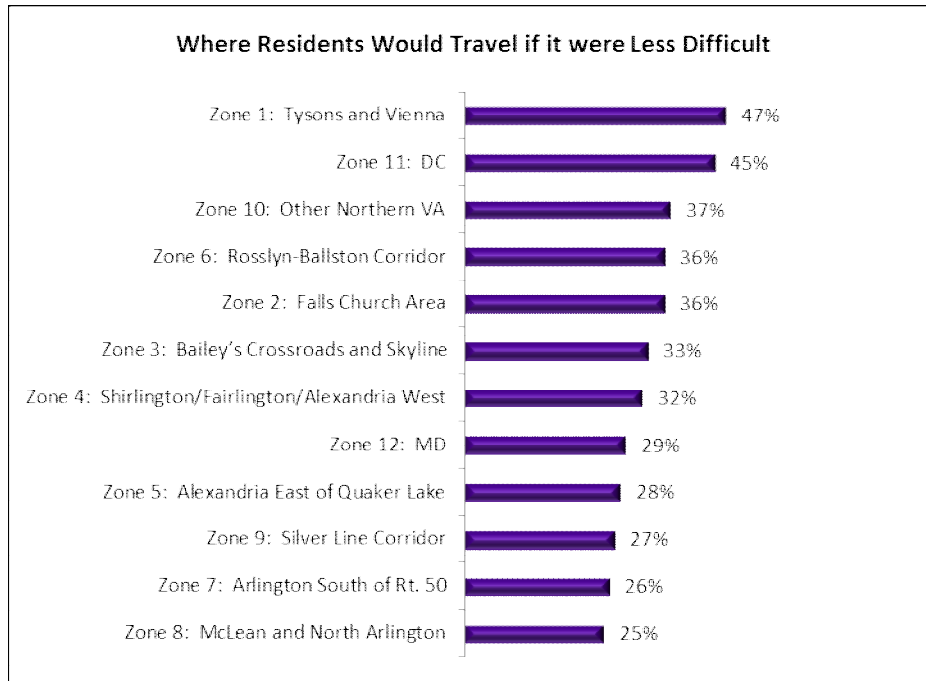
Q8. Although you do not currently use public transportation, if it were available and convenient, how likely would you be to use public transportation to make trips around the area you live?
Base = Those who never take public transportation (n=121)



Q9. What would it take to make you use public transportation more often?
Base = Those unlikely, somewhat likely, or don't know if they would take public transportation (n=99)
Multiple Responses Accepted; Top Mentions

Residents were asked where they would travel to more often if it were less difficult to do so. Tysons/Vienna and Washington, DC (47% and 45%, respectively) were the most often cited zones.

The chart on the following page details the most sought after trips not currently made by residents of each zone in the Route 7 corridor.



Q10. Which of the following zones would you like to travel to more often, but do not because they are difficult to travel to?
 Base = Total Sample (n=276)
 Multiple Responses Accepted

Where Residents Would Travel if it were Less Difficult		
Where they Live	Travel in Home Zone	Other Zones Would Travel To
Zone 1: Tysons and Vienna	28%	Other Northern VA (47%) Washington, DC (47%)
Zone 2: Falls Church Area	34%	Tysons/Vienna (49%) Bailey's Crossroads/Skyline (49%) Maryland (46%) Washington, DC (40%)
Zone 3: Bailey's Crossroads and Skyline*	50%	Tysons/Vienna (70%) Falls Church Area (60%) Alexandria E. of Quaker Lake (60%) Rosslyn-Ballston Corridor (60%)
Zone 4: Shirlington, Fairlington and Alexandria West of Quaker Lake	43%	Washington, DC (50%) Tysons/Vienna (49%) Other Northern VA (41%) Rosslyn-Ballston Corridor (40%)
Zone 5: Alexandria East of Quaker Lake*	18%	Tysons/Vienna (64%) Falls Church Area (45%)
Zone 6: Rosslyn-Ballston Corridor*	16%	Tysons/Vienna (53%)
Zone 7: Arlington South of Rt. 50	27%	Washington, DC (59%) Tysons/Vienna (51%) Other Northern VA (41%) Maryland (44%) Rosslyn-Ballston Corridor (41%)
Zone 8: McLean and North Arlington*	27%	Rosslyn-Ballston Corridor (47%)
Zone 9: Silver Line Corridor*	25%	Rosslyn-Ballston Corridor (50%)

Q10. Which of the following zones would you like to travel to more often, but do not because they are difficult to travel to?

Base = Total Sample (n=276)

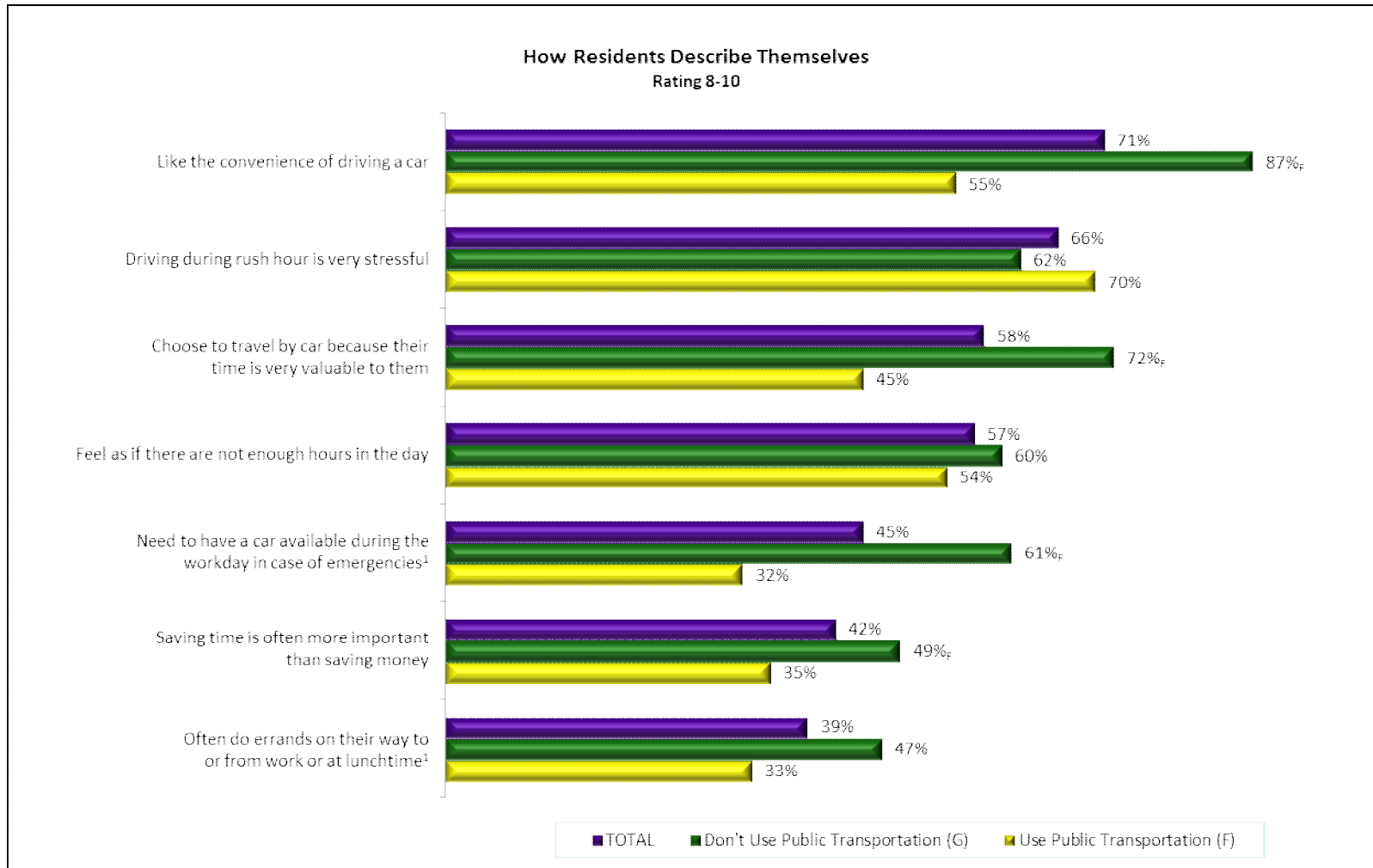
*Caution: Small Base

Multiple Responses Accepted

Residents were asked to rate how well a series of statements describe them on a scale of 0 to 10, where 10 means the statement describes them very well and 0 means the statement does not describe them at all. Those who rated a statement as an 8, 9, or 10 are considered to be agreeing with that statement as it relates to them.

- The majority of residents said that they like the convenience of driving a car (71%) and that they choose to travel by car because their time is very valuable to them (58%). However, they consider driving during rush hour to be very stressful (66%).
- Conversely, fewer than three in ten agreed that:
 - Their work schedule is unpredictable (28% of those employed/attending school),
 - They often go out of their way to take advantage of a bargain (26%),
 - They are willing to spend a little time traveling if it means the trip will cost less (24%),

- They feel that travel on public transportation is safer than other forms of transportation in this area (22%),
- They are one of the first people in their circle of friends to try new products and services (21%), and/or
- They often feel concerned about their safety in public places (16%).
- Those do not use public transportation were more likely to agree with the following:
 - They like the convenience of driving a car (87% vs. 55% of those who use public transportation),
 - They choose to travel by car because their time is very valuable to them (72% vs. 45%),
 - They need to have a car available during the workday in case of emergency (61% vs. 32%, among those employed/attending school),
 - Saving time is often more important than saving money (49% vs. 35%), and/or
 - Their work schedule is unpredictable (36% vs. 22%, among those employed/attending school).
- Conversely, even though it is a small proportion of riders, those who use public transportation are more likely to agree that they feel that travel on public transportation is safer than other forms of travel in this area (29% vs. 16%).

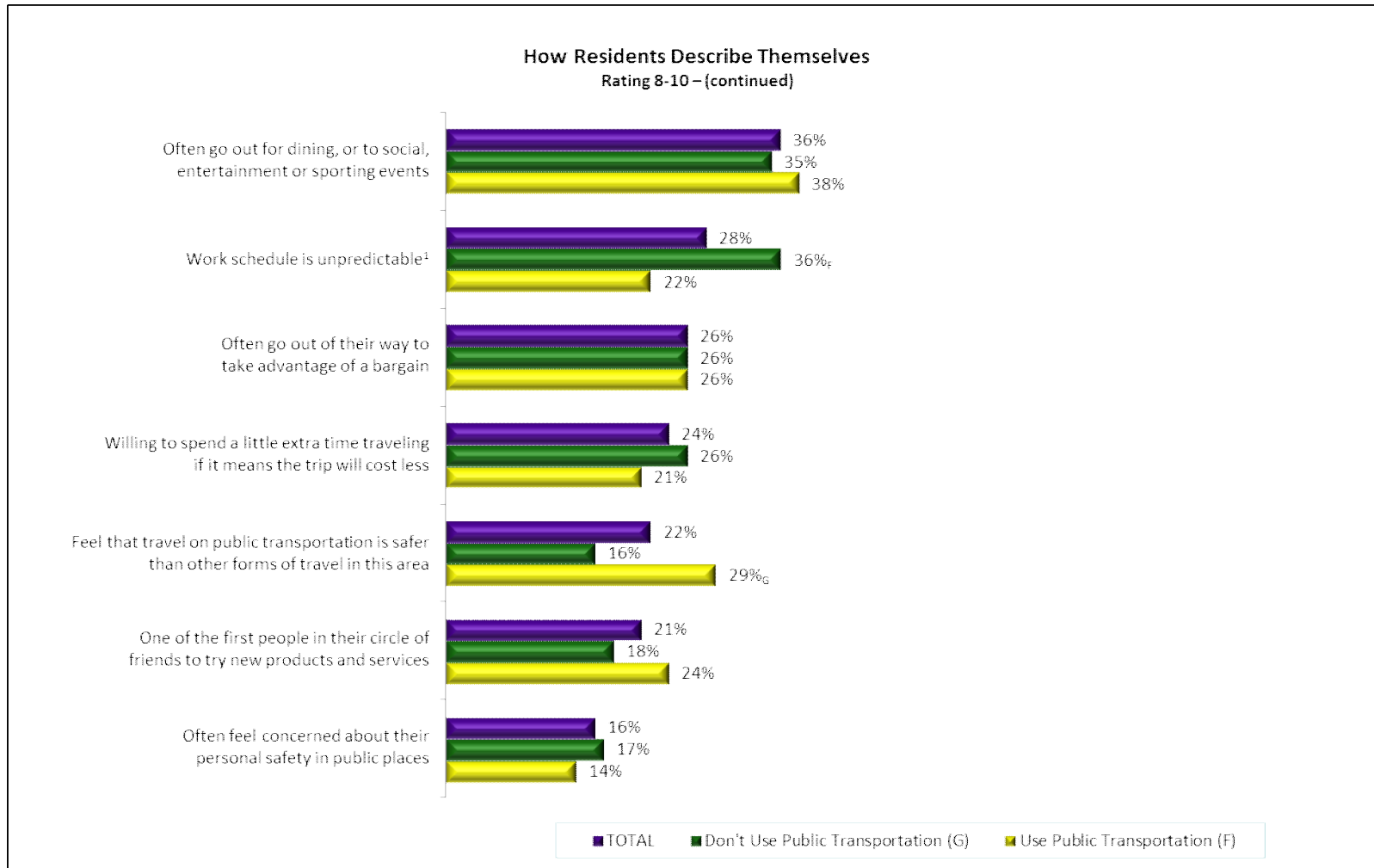


Q11. Please tell me how well it describes you on a scale of 0 to 10 where 0 means you do not agree at all with the statement and 10 means you completely agree with the statement?

Note: Ratings 8-10

Base = Total Sample (n=276)

¹Base = Those employed/attending school (n=195)



Q11. Please tell me how well it describes you on a scale of 0 to 10 where 0 means you do not agree at all with the statement and 10 means you completely agree with the statement?
 Note: Ratings 8-10
 Base = Total Sample (n=276)
¹Base = Those employed/attending school (n=195)

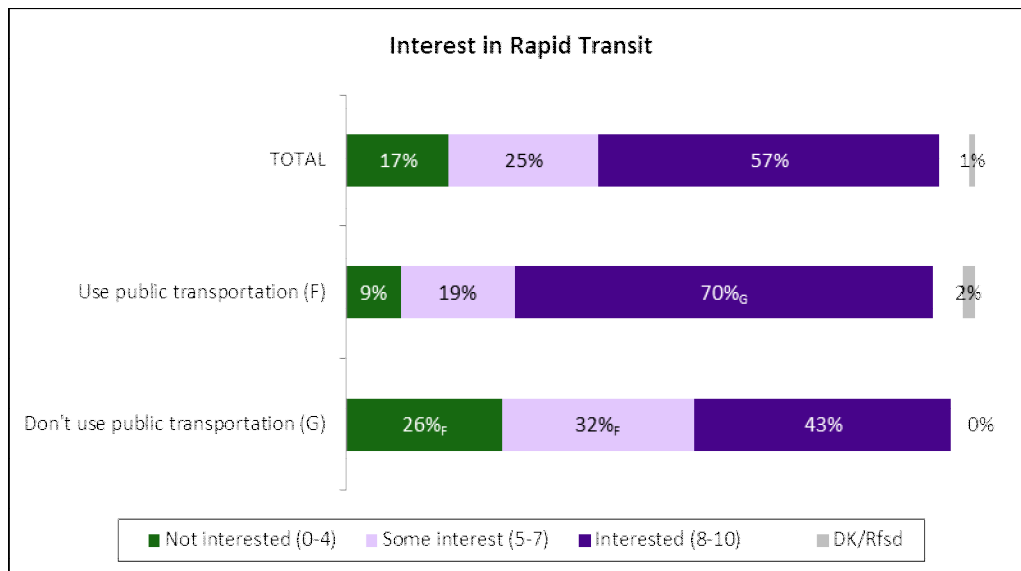
PERCEPTIONS OF RAPID TRANSIT

Residents were given the following description of a potential new rapid transit system. They were then asked how interested they would be in such a system on a scale of 0 to 10, with 10 meaning they would be very interested and 0 meaning they would not be interested at all.

Next, I would like to read to you a description of a transit service that might be introduced in your area – rapid transit. Rapid transit, which can include streetcars, light rail or bus rapid transit, is a transit service that is designed to achieve shorter travel times and better reliability by limiting the number and duration of stops, by having riders pay their fares before boarding, and with rapid boarding through multiple doors. Rapid transit service also removes the need for passengers to know the schedule by offering frequent service, every 10 minutes or less.

Overall, more than one-half of area residents said they would be interested in such a system (57% giving a rating of 8-10).

- Interest is far greater among those who currently use public transportation, with 70% stating they are interested, versus 43% of those not currently using public transportation.
- It is also worth noting that where residents live or work has little noticeable impact on their level of interest.



Q13. If such a system were available and went to the areas you typically travel, how likely would you be to consider using it on a scale of 0 to 10 where 0 means you would be not at all likely and 10 means you would be very likely?

Base = Total Sample (n=276)

Those interested in the potential new rapid transit system most frequently gave the following reasons for their interest:

- The schedule and frequency, which means they would not have long waits (35%);
- It sounds fast, and if it was that fast they would try it (33%);
- They would try it if it goes to their destinations (27%);
- The stops would be easily accessible and close to their home (24%); and/or
- It would be reliable, run on time (20%).

Those not interested in the system most frequently said that *they like the flexibility of driving themselves (25%)* and/or *they think that the system would not be available and close to their home (21%)*.

Reasons for Level of Interest in Rapid Transit		
Not Interested (n=48)	Some Interest (n=69)	Interested (n=156)
<i>Like flexibility of driving (25%)</i>	Stops would be easily accessible/close to home (28%)	Would not have to wait (35%)
<i>Would not be available close to my home (21%)</i>	Sounds fast (19%)	Sounds fast (33%)
<i>Routes would be limited (15%)</i>	Would not have long wait (19%)	If it went to my destinations I would try it (27%)
<i>Would be difficult with baggage/groceries (15%)</i>	If it went to my destinations I would try it (17%)	Stops would be easily accessible/close to home (24%)
<i>No need for it (15%)</i>	<i>Like flexibility of driving (14%)</i>	Would be reliable/on time (20%)
	Would be reliable/on time (10%)	Need transit in the community (13%)
	<i>Routes would be limited/not go where I need to go (10%)</i>	Affordable/Cost effective (13%)
		Easy (10%)

Q14. Why do you say that?

Base = Those rating rapid transit

Multiple Responses Accepted; Top Mentions

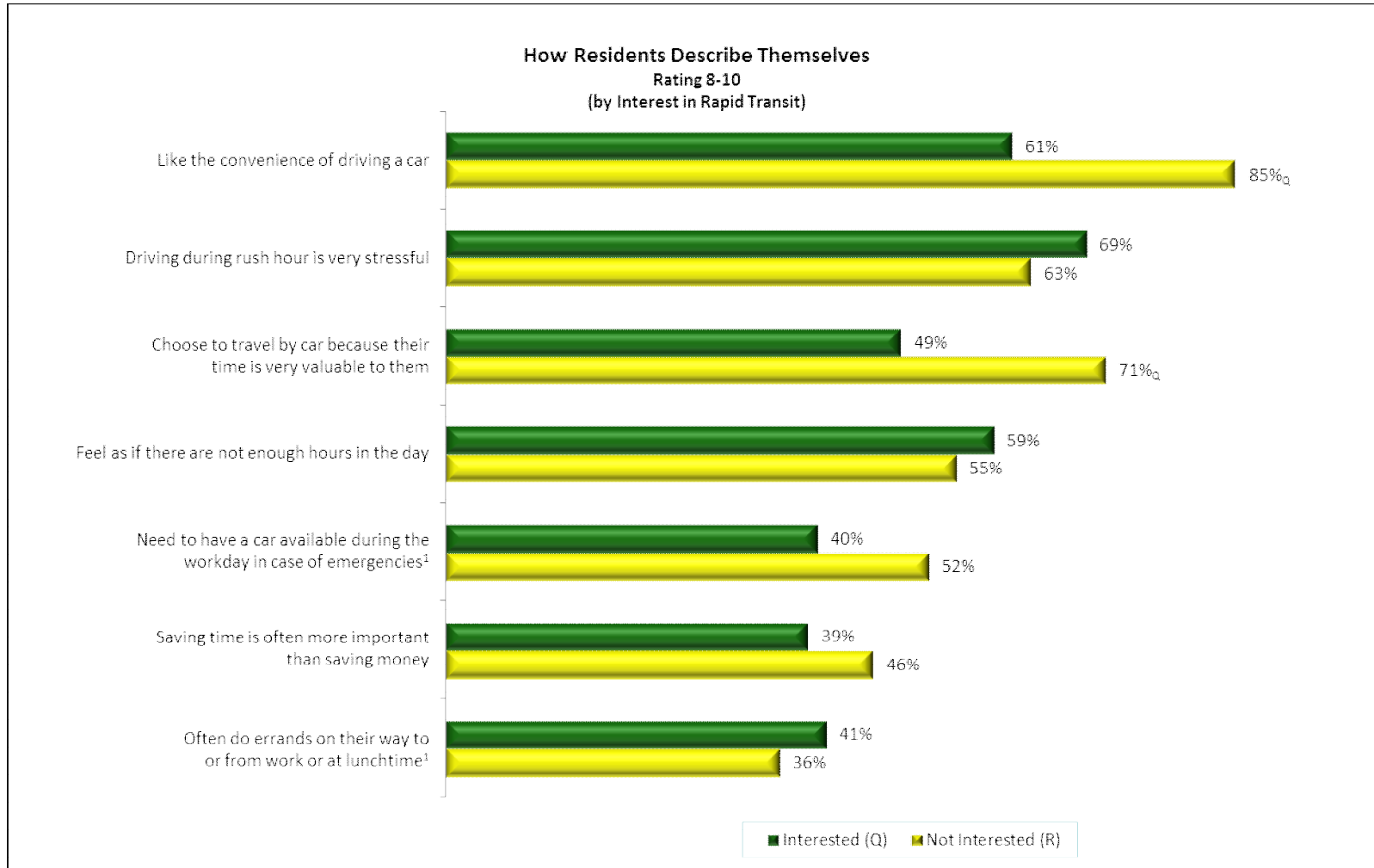
Note: Negative responses *italicized*.

When comparing those who expressed interest in the hypothetical new rapid transit system to those less interested, a few differences emerge:

- Those interested in the system are more likely to have used public transportation in the past 30 days (63% vs. 33%), and among non-users are more likely to be willing to consider public transportation if it were convenient and available (75% vs. 23%).
- They are more likely to rate buses positively both overall as a mode of transportation (28% vs. 10%) and on many individual attributes. Conversely, they are less likely to rate cars positively overall (63% vs. 79%) and on many individual attributes.
- While the majority of both groups do not agree that they are willing to spend a little extra time traveling if it means the trip will cost less and/or feel that travel on public transportation is safer than other forms of travel in this area, those interested in the rapid transit system are at least more likely to agree with each of these statements.
- Those interested in the rapid transit system are less likely to agree that they like the convenience of driving a car (61% vs. 85%) and/or that they choose to travel by car because their time is very valuable to them (49% vs. 71%).
- Those interested in the system are also most interested in finding more convenient ways to travel to Tysons/Vienna (57%), Washington, DC (49%), and/or the Rosslyn-Ballston corridor (44%).

Profile of Those Interested in Rapid Transit		
	Interested in Rapid Transit (n=156)	Not Interested in Rapid Transit (n=117)
Work/Go to School (S2)	72%	68%
Total Zones Traveled To (Q1/Q2)	DC (42%) Tysons/Vienna (40%) Falls Church Area (40%) Shirlington/Fairlington/Alexandria West (35%) Alexandria East (34%) Bailey's Crossroads/Skyline (33%)	Tysons/Vienna (45%) Falls Church Area (42%) Bailey's Crossroads/Skyline (38%) DC (32%) Alexandria East (15%) Shirlington/Fairlington/Alexandria West (31%)
Zones Would Travel to if Less Difficult (Q10)	Tysons/Vienna (57%) DC (49%) Rosslyn-Ballston Corridor (44%)	DC (40%) Tysons/Vienna (33%) Rosslyn-Ballston Corridor (25%)
Use Public Transportation (Q5)	63%	33%
Likely to Use Public Transportation non users (Q8)	75%	23%
Gender (S3)	54% Male	50%/50%
College Educated (D1)	82%	85%
Married/Living with Partner (D2)	56%	67%
Average Age (D3)	51.4 years	53.7 years
Race (D4)	84% White	91% White
Average Income (D6)	\$102,700	\$113,000

Note: Significant differences in ***bold/italics***

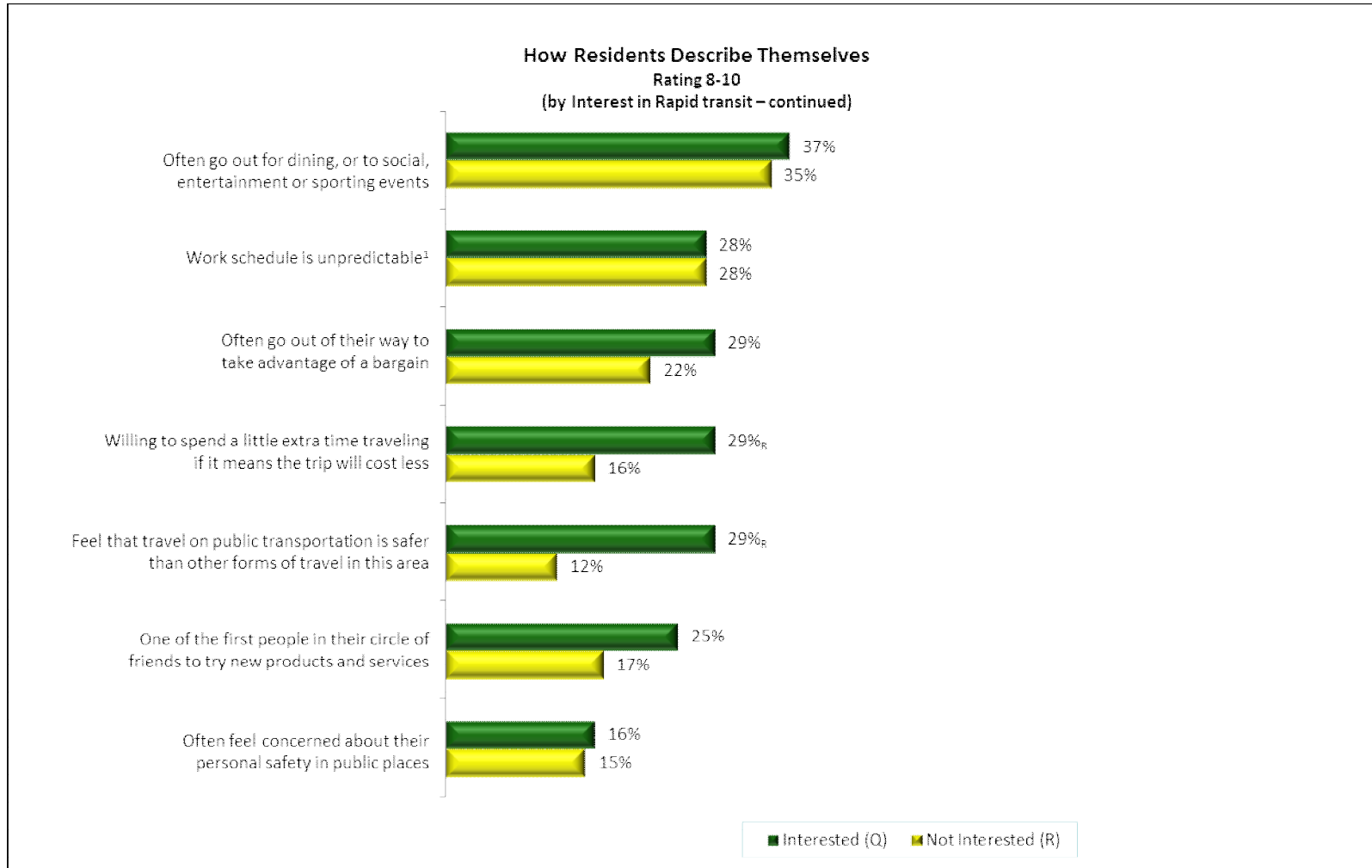


Q11. Please tell me how well it describes you on a scale of 0 to 10 where 0 means you do not agree at all with the statement and 10 means you completely agree with the statement?

Note: Ratings 8-10

Base = Total Sample (n=276)

¹Base = Those employed/attending school (n=195)



Q11. Please tell me how well it describes you on a scale of 0 to 10 where 0 means you do not agree at all with the statement and 10 means you completely agree with the statement?

Note: Ratings 8-10

Base = Total Sample (n=276)

¹Base = Those employed/attending school (n=195)

How Residents Describe Cars and Buses (by Interest in Rapid Transit)					
	n=	Bus		Car	
		Interested	Not interested	Interested	Not interested
		Q	R	Q	R
Overall rating		(156) 28%_R	(117) 10%	(156) 63%	(117) 79%_Q
Is a smart way to commute for people who can use it		69 _R	50	35	58 _Q
Is an environmentally friendly way to travel		61 _R	43	14	21
Is safe from accidents		53 _R	36	15	32 _Q
Offers good value for the money		51 _R	29	25	41 _Q
Is low cost, compared to other modes of transportation		47 _R	27	10	27 _Q
Is a reliable form of transportation		33 _R	18	74	90 _Q
Is a relaxing and stress-free way to travel		35 _R	15	26	42 _Q
Is safe from crime		38 _R	11	62	73
Provides a comfortable trip		24 _R	13	78	90 _Q
Would get them to their destination on time		19 _R	8	69	78
Is easy and convenient to use		20 _R	6	83	93 _Q
Meets the transportation needs of people like them		15 _R	4	78	92 _Q
Fits into their lifestyle		16 _R	2	76	92 _Q
Is available when they need it		12	5	94	99 _Q
Goes to the places they need to go		8	7	94	97
Is a fast way to travel		8	3	60	83 _Q

Q12. On a scale of 0 to 10 where 0 means it does not describe at all and 10 means it describes completely, please rate how each of the following statements describes transportation by bus and by car.

Note: Ratings 8-10

Base = Total Sample (n=276)

Appendix



Dear Area Resident,

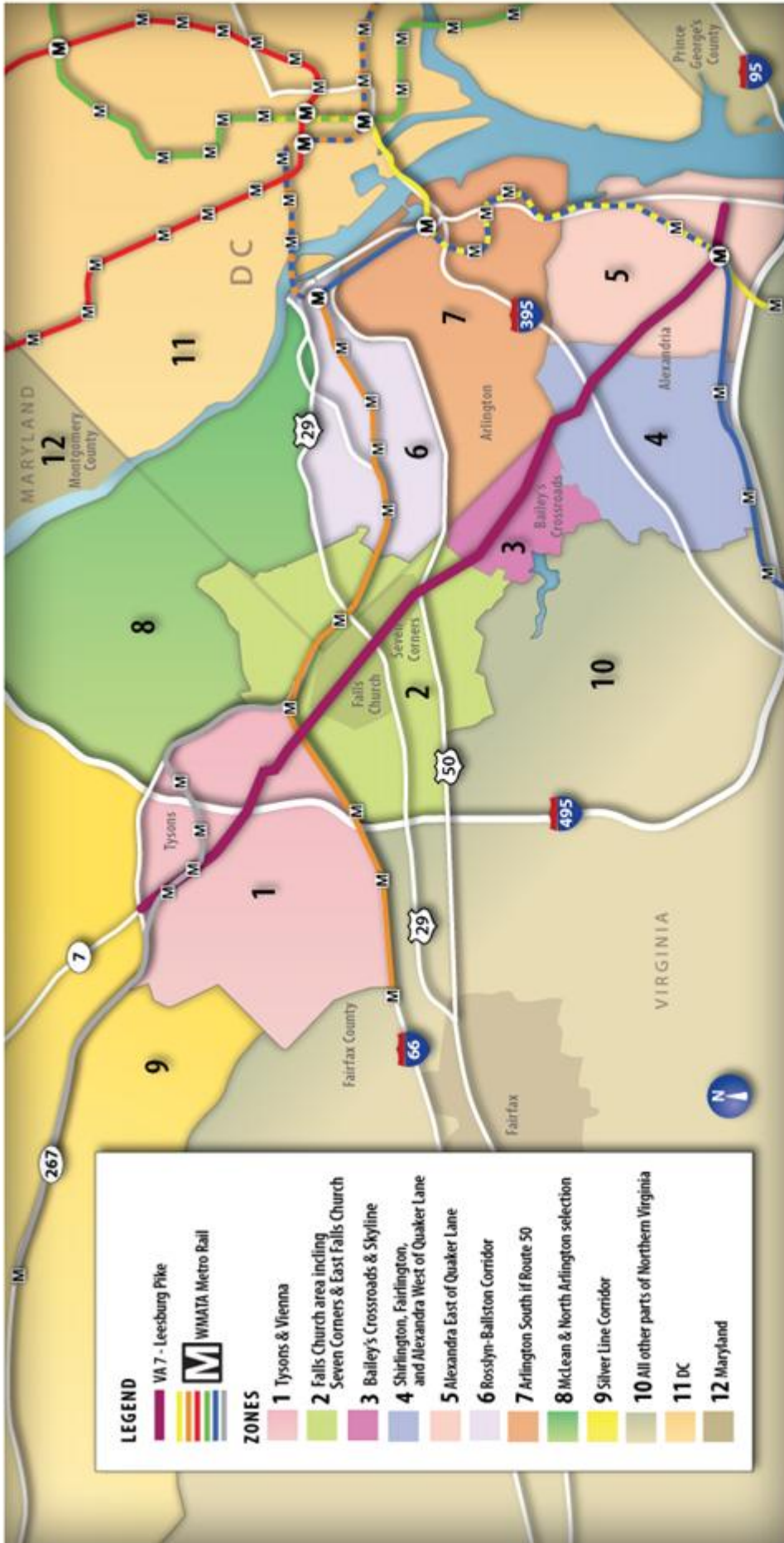
The Northern Virginia Transportation Commission, in collaboration with Parsons Brinkerhoff and WB&A Market Research, is conducting a study among residents in your area regarding where you live and frequently travel. Your opinions are important for the future of transportation options in your region.

To participate in this study online please visit: survey.wbanda.com/route7res. You will need the unique password on the back of this letter to access the web survey.

If you would prefer to participate by telephone, please call 1-800-985-0744, ext. 415 to make an appointment. If you do not access the survey online or call to make an appointment, you will receive a phone call in the coming weeks from a national opinion research firm-WB&A Market Research-and will be asked to participate. If you decide to complete this survey by telephone, please keep this letter in a place where it is easy to locate. The map on the back of this letter will help you answer the questions.

We look forward to your input.

The Northern Virginia Transportation Commission, NVTC



Please keep this map accessible if you wish to complete the survey over the telephone. If you prefer to complete the survey online please visit: survey.wbanda.com/route7res. You will need the unique password below to log into the web survey.

PASSWORD



Dear Area Resident,

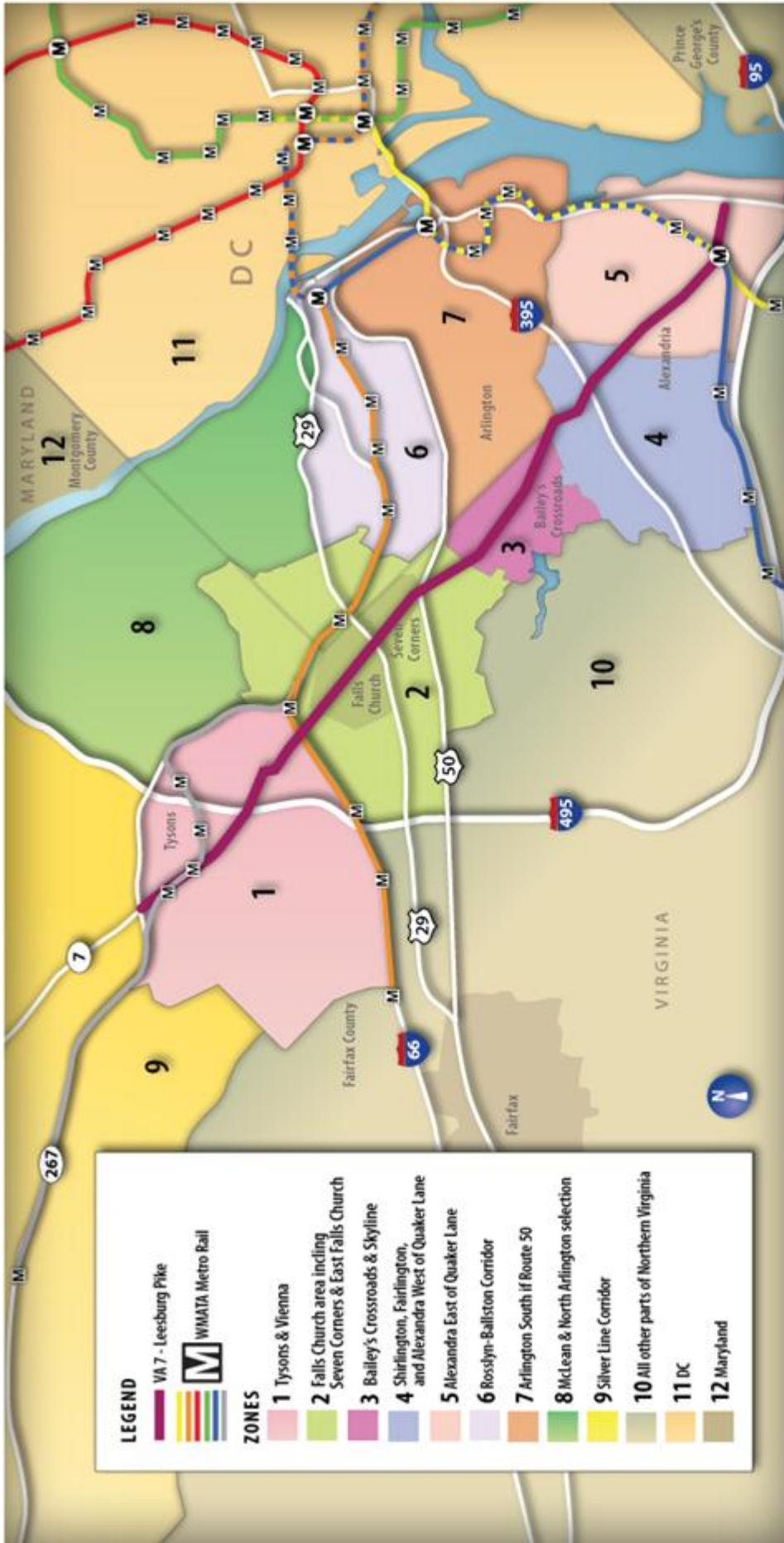
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PASSWORD



Estimados Residentes de la Área,

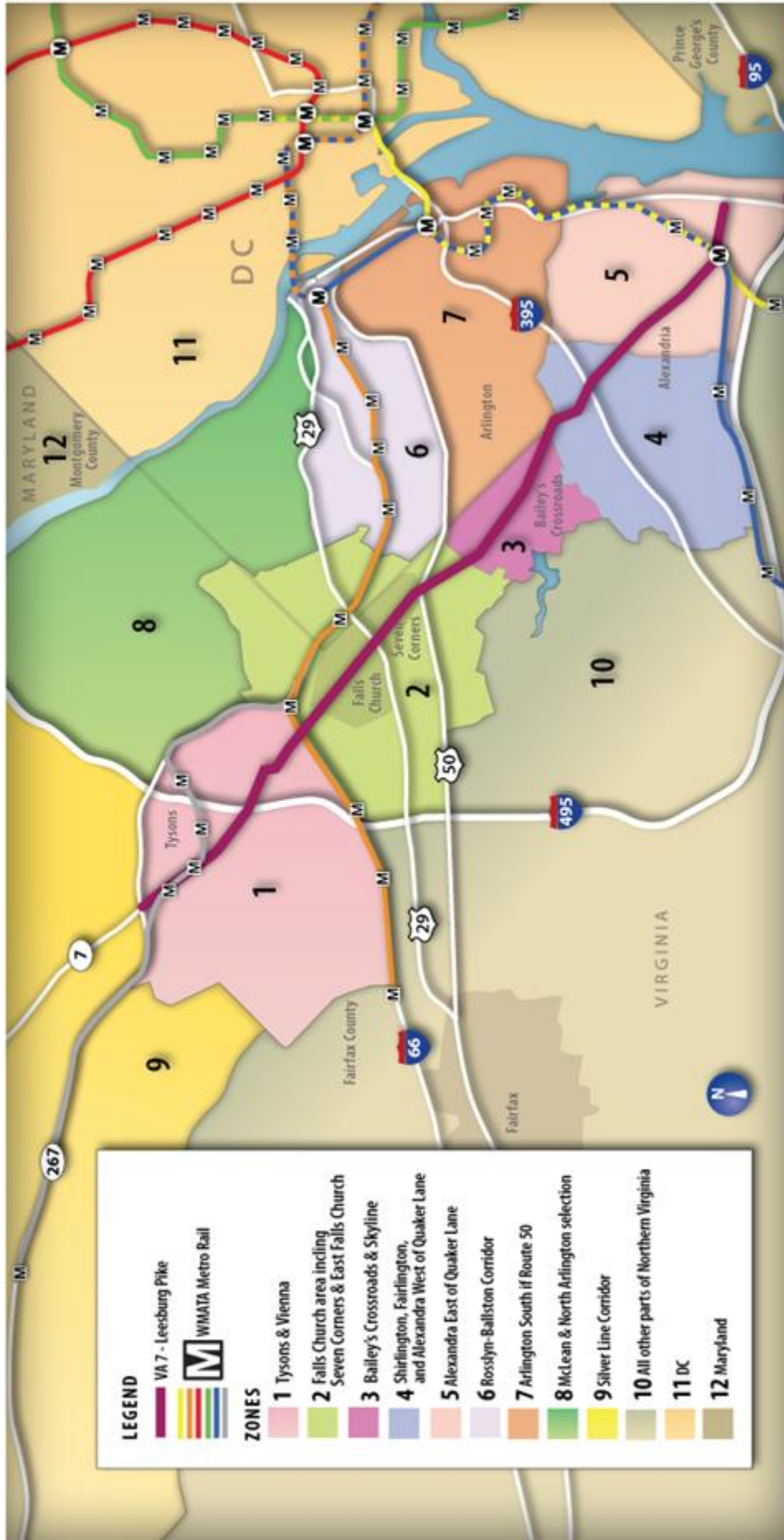
La Comisión de Transportación de Virginia del Norte, en colaboración con Parsons Brinkerhoff y WB&A Market Research, está conduciendo un estudio entre residentes de su área sobre el lugar donde ustedes viven y viajen frecuentemente. Sus opiniones son importante para el futuro de las opciones de transportación en su región.

Para participar en este estudio por internet, por favor entre a la página web: survey.wbanda.com/route7res. Para acceder la encuesta por internet usted necesitará la clave única que se encuentra en la parte atrás de esta carta.

Si usted prefiere participar por teléfono, por favor llame al 1-888-987-7726 para hacer una cita. Si usted no accede la encuesta por internet o no llama para hacer una cita, usted recibirá una llamada telefónica en las semanas siguientes de parte de la compañía nacional de opiniones WB&A Market Research y les pedirán su participación. Si usted decide hacer esta encuesta por teléfono por favor guarde esta carta donde le será fácil encontrar. El mapa atrás de esta carta le ayudará contestar a las preguntas.

Esperamos sus opiniones.

Comisión de Transportación de Virginia del Norte, NVTC



Por favor, mantenga este mapa accesible si usted desea completar la encuesta por teléfono. Si usted prefiere completar la encuesta en línea, por favor visite: survey.wbanda.com/route7res. Usted necesitará la contraseña única de abajo para acceder a la encuesta web.

PASSWORD



Estimados Residentes de la Área,

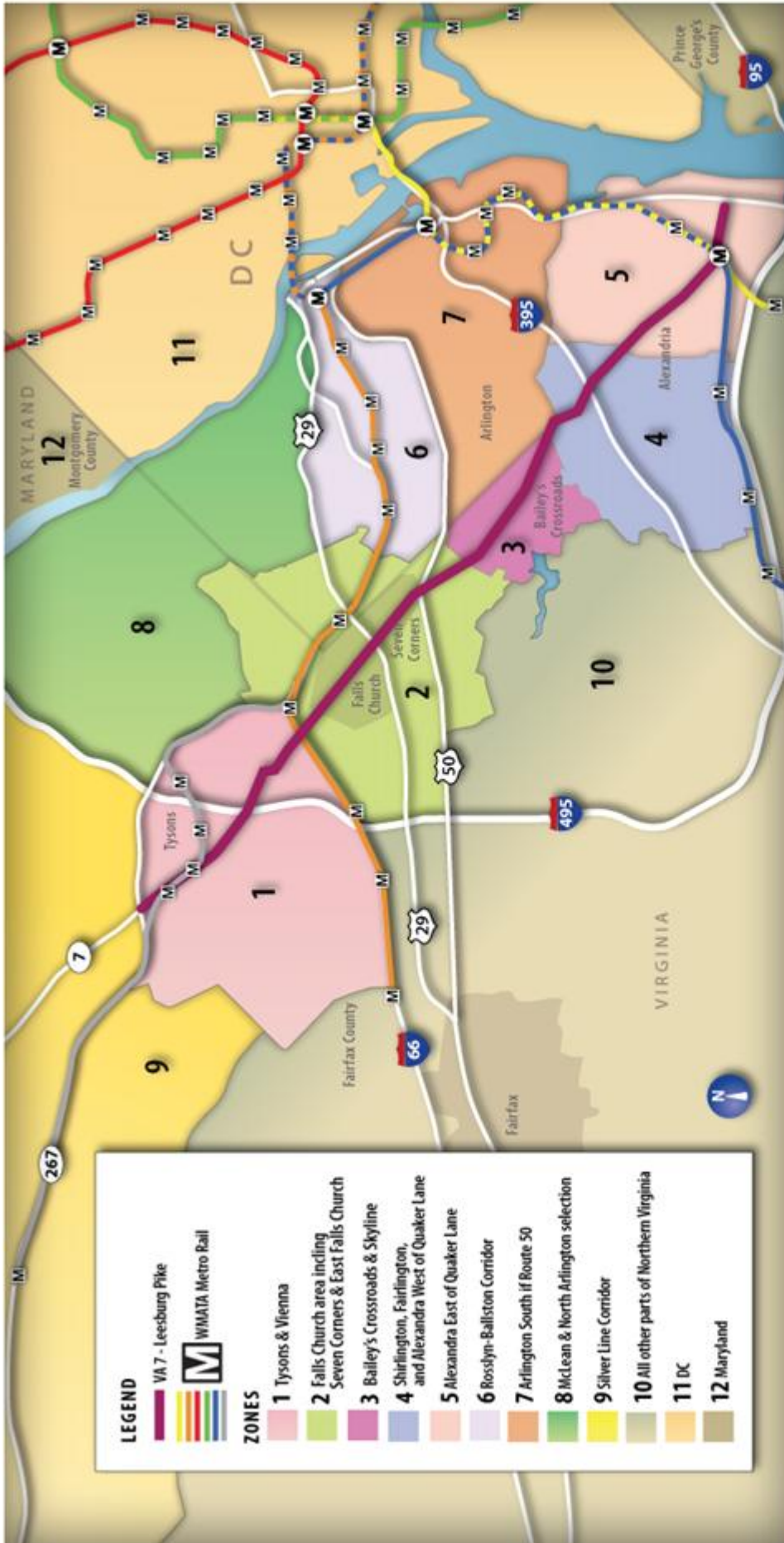
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PASSWORD



Kính gửi cư dân của khu vực,

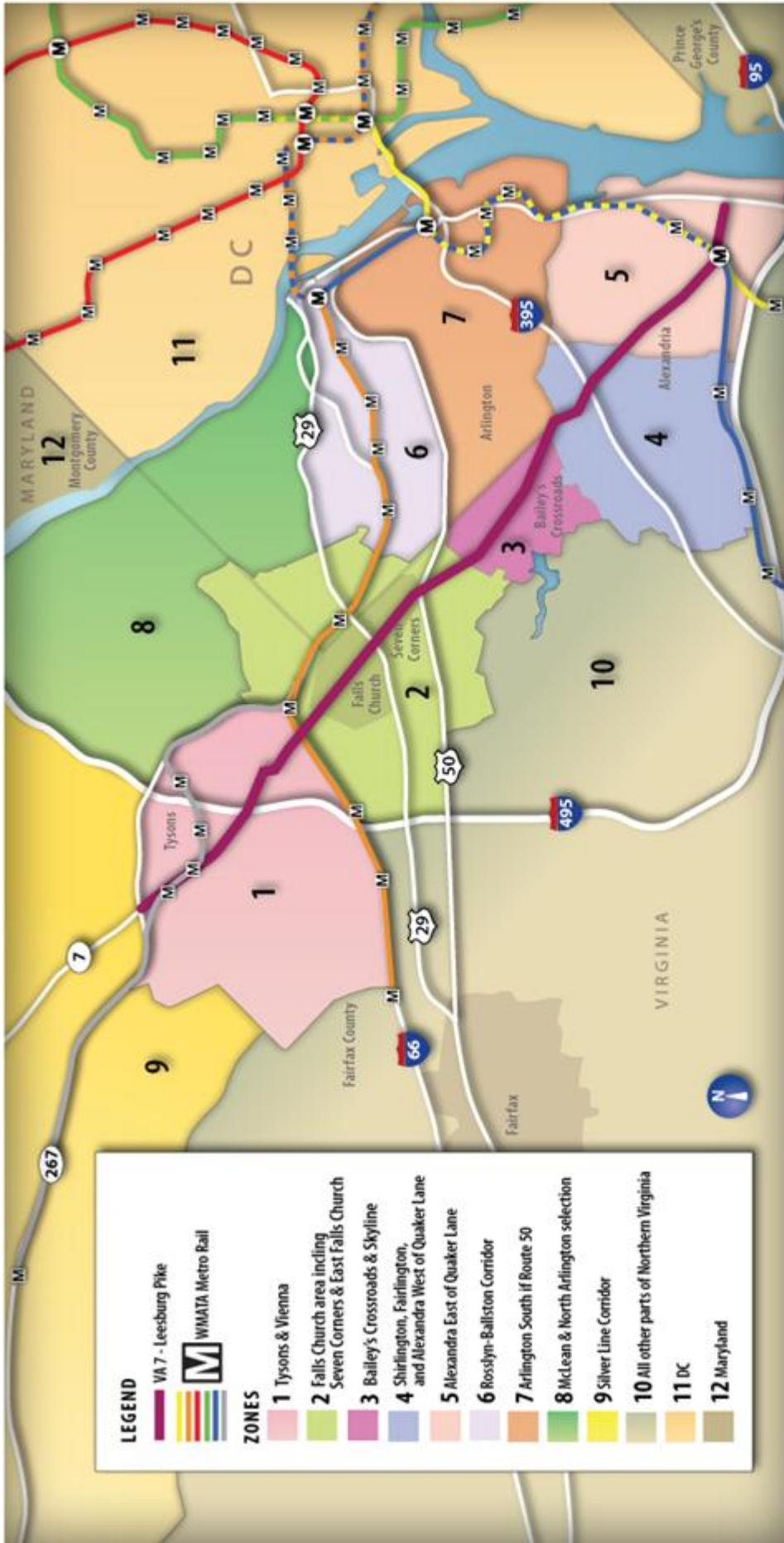
Ủy ban Giao thông Bắc Virginia, hợp tác với Parsons Brinkerhoff và WB&A Market Research, đang thực hiện một nghiên cứu trong số các cư dân trong khu vực của bạn về nơi bạn sống và nơi bạn thường xuyên đi lại. Ý kiến của bạn có ý nghĩa quan trọng đối với các lựa chọn giao thông trong khu vực của bạn trong tương lai.

Để tham gia nghiên cứu này trên mạng, vui lòng truy cập: survey.wbnda.com/route7res. Bạn cần mật khẩu duy nhất ở mặt sau của bức thư này để truy cập bản khảo sát trên web.

Nếu bạn muốn tham gia qua điện thoại, vui lòng gọi 1-888-984-8438 để sắp xếp cuộc hẹn. Nếu bạn không truy cập bản khảo sát trên mạng hoặc gọi điện để sắp xếp cuộc hẹn, bạn sẽ nhận được điện thoại trong những tuần sắp tới từ một công ty nghiên cứu ý kiến quốc gia-WB&A Market Research-và bạn sẽ được yêu cầu tham gia. Nếu bạn quyết định hoàn thành bản khảo sát này bằng điện thoại, vui lòng giữ bức thư này ở nơi có thể dễ dàng tìm thấy. Bản đồ ở mặt sau của bức thư này sẽ giúp bạn trả lời các câu hỏi.

Chúng tôi mong muốn nhận được thông tin đầu vào của bạn.

Ủy ban Giao thông Bắc Virginia, NVTC



Vui lòng duy trì truy cập bản đồ này nếu bạn muốn hoàn thành bản khảo sát qua điện thoại. Nếu bạn muốn hoàn thành bản khảo sát này trên mạng, vui lòng truy cập: survey.wbanda.com/route7res. Bạn cần mật khẩu duy nhất dưới đây để đăng nhập vào bản khảo sát trên web.

PASSWORD



Kính gửi cư dân của khu vực,

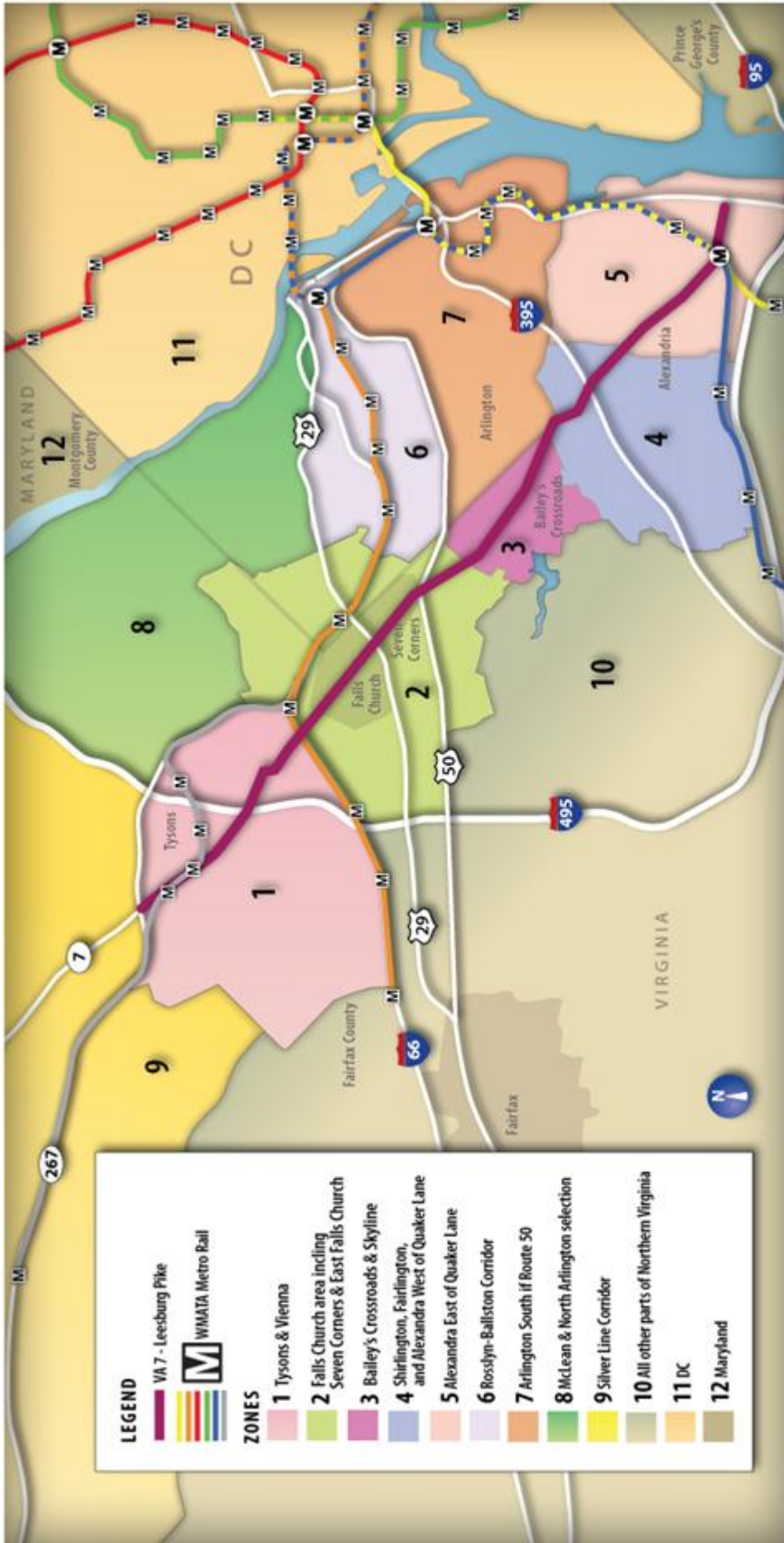
Ủy ban Giao thông Bắc Virginia, hợp tác với Parsons Brinkerhoff và WB&A Market Research, đang thực hiện một nghiên cứu trong số các cư dân trong khu vực của bạn về nơi bạn sống và nơi bạn thường xuyên đi lại. Ý kiến của bạn có ý nghĩa quan trọng đối với các lựa chọn giao thông trong khu vực của bạn trong tương lai.

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Chúng tôi mong muốn nhận được thông tin đầu vào của bạn.

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PASSWORD



NVTC Resident QUE
13-415

NVTC
NVTC ROUTE 7 CORRIDOR STUDY
Telephone Questionnaire

NAME IN SAMPLE: Hello, may I please speak with _____?

Hello, my name is _____ with WB&A, at national opinion research company. We are conducting a study among residents regarding the area in which they live and frequently travel. Your answers will be kept strictly confidential and this call may be monitored or recorded for quality assurance purposes.

- S1. Are you 18 years of age or older?
- | | | | |
|----|-----------------------------|---|--|
| 01 | Yes | → | CONTINUE |
| 02 | No | → | ASK TO SPEAK TO THAT PERSON. IF AVAILABLE, REREAD INTRODUCTION. IF UNAVAILABLE, SCHEDULE CALLBACK |
| 98 | DO NOT READ: Refused | → | THANK & TERMINATE |

S2. Are you primarily...? (**READ ENTIRE LIST. ACCEPT ONE RESPONSE ONLY.**)

- | | |
|----|--------------------------------------|
| 01 | Self-employed, |
| 02 | Employed full-time, |
| 03 | Employed part-time, |
| 04 | A student, |
| 05 | A full-time homemaker, |
| 06 | Retired, |
| 07 | On temporary leave from your job, |
| 08 | Unemployed and looking for a job, or |
| 09 | Unemployed and not looking for a job |
| 98 | DO NOT READ: Refused |

S3. Record Gender (**DO NOT ASK**):

- | | |
|----|--------|
| 01 | Male |
| 02 | Female |

READ TO EVERYONE:

Now I am going to ask you several questions regarding the places you travel around the area you live.

S4. You were sent a mailing which included a map of Fairfax County and more specifically the Route 7 corridor. Are you able to find that map? **(IF NECESSARY, WAIT FOR RESPONDENT TO FIND MAP.)**

- 01 Yes → **SKIP TO Q1**
- 02 No → **CONTINUE TO S4A**

THOSE WHO CANNOT FIND MAP [S4(02)], ASK:

S4A. I can either describe the map to you or give you the web address to look up the map online while I wait. Which would you prefer?

- 01 **DO NOT READ: Describe zones** → **SKIP TO Q1 OR Q2**
- 02 **DO NOT READ: Web address** → **WAIT FOR RESPONDENT TO RETRIEVE MAP ONLINE, THEN CONTINUE TO Q1 or Q2**

THOSE WHO WORK OR GO TO SCHOOL [S2(01-04)], ASK:

Q1. Please tell me in which zone you (work/ attend school)*. **(READ LIST IF DESCRIBING ZONES. OTHERWISE READ LIST IF NECESSARY.)**

- 01 Zone 1: Tysons and Vienna
- 02 Zone 2: Falls Church Area including Seven Corners and East Falls Church
- 03 Zone 3: Bailey's Crossroads and Skyline
- 04 Zone 4: Shirlington, Fairlington and Alexandria west of Quaker Lane
- 05 Zone 5: Alexandria east of Quaker Lane
- 06 Zone 6: Rosslyn-Ballston Corridor
- 07 Zone 7: Arlington south of Route 50
- 08 Zone 8: McLean and North Arlington
- 09 Zone 9: Silver Line Corridor
- 10 Zone 10: All other parts of Northern Virginia
- 11 Zone 11: DC
- 12 Zone 12: Maryland
- 98 **DO NOT READ: Don't know/Refused**

ASK EVERYONE:

Q2. (Using that map)* which of the (other)** zones would you consider to be primary destinations that you travel to frequently? **(IF MORE THAN 3 ZONES SELECTED, READ: "Which three zones are your top 3 destinations?" *INSERT IF S2 (05-98). **INSERT IF S2 (01-04). READ LIST IF NECESSARY. DO NOT INCLUDE ZONE SELECTED FOR Q1 IN Q2. UP TO 3 RESPONSES ACCEPTED.)**

- 01 Zone 1: Tysons and Vienna
- 02 Zone 2: Falls Church Area including Seven Corners and East Falls Church
- 03 Zone 3: Bailey's Crossroads and Skyline
- 04 Zone 4: Shirlington, Fairlington and Alexandria west of Quaker Lane
- 05 Zone 5: Alexandria east of Quaker Lane
- 06 Zone 6: Rosslyn-Ballston Corridor
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- 08 Zone 8: McLean and North Arlington
- 09 Zone 9: Silver Line Corridor
- 10 Zone 10: All other parts of Northern Virginia
- 11 Zone 11: DC
- 12 Zone 12: Maryland
- 98 **DO NOT READ:** Don't know/Refused

THOSE WHO WORK OR GO TO SCHOOL [S2(01-04)], ASK Q3 AND Q3A:

Q3. Which days of the week do you take trips to Zone {INSERT ZONE NUMBER AND NAME} (for work/to attend school)*? **(*INSERT BASED ON S2. MUST SELECT YES FOR 1 DAY TO CONTINUE. READ LIST IF NECESSARY.)**

	Yes	No	DK/REF
a. Sunday	01	02	98
b. Monday	01	02	98
c. Tuesday	01	02	98
d. Wednesday	01	02	98
e. Thursday	01	02	98
f. Friday	01	02	98
g. Saturday	01	02	98

Q3A. What time do you (go to work/attend school)* and leave (work/school)*on {INSERT Q3a-Q3g(01)}? (*INSERT BASED ON S2. IF RESPONDENT SAYS THEY GO TO WORK OR SCHOOL AND LEAVE WORK OR SCHOOL AT THE SAME TIME EVERY DAY, FILL OUT THE TIMES FOR THE FIRST DAY THEN CHECK "SAME TIME EACH DAY" ON THE NEXT DAYS' GRID.)

	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
5 up to 6am	01	01	01	01	01	01	01
6 up to 7am	02	02	02	02	02	02	02
7 up to 8am	03	03	03	03	03	03	03
8 up to 9am	04	04	04	04	04	04	04
9 up to 10am	05	05	05	05	05	05	05
10 up to 11am	06	06	06	06	06	06	06
11 up to 12pm	07	07	07	07	07	07	07
12 up to 1pm	08	08	08	08	08	08	08
1 up to 2pm	09	09	09	09	09	09	09
2 up to 3pm	10	10	10	10	10	10	10
3 up to 4pm	11	11	11	11	11	11	11
4 up to 5pm	12	12	12	12	12	12	12
5 up to 6pm	13	13	13	13	13	13	13
6 up to 7pm	14	14	14	14	14	14	14
7 up to 8pm	15	15	15	15	15	15	15
8 up to 9pm	16	16	16	16	16	16	16
9 up to 10pm	17	17	17	17	17	17	17
10 up to 11pm	18	18	18	18	18	18	18
11 up to 12am	19	19	19	19	19	19	19
12 up to 1am	20	20	20	20	20	20	20
1 up to 2am	21	21	21	21	21	21	21
2 up to 3am	22	22	22	22	22	22	22
3 up to 4am	23	23	23	23	23	23	23
4 up to 5am	24	24	24	24	24	24	24
Refused/DK	98	98	98	98	98	98	98
Same time each day							

ASK EVERYONE:

Q5. Have you used public transportation in the past 30 days?

01 Yes

02 No

98 **DO NOT READ:** Don't know/Refused

THOSE WHO WORK OR GO TO SCHOOL [S2(01-04)], ASK:

Q6. What types of transportation do you typically use to commute **to and from** (work/school)*?
 (*INSERT BASED ON S2. READ ENTIRE LIST IF NECESSARY. MULTIPLE RESPONSES ACCEPTED.)

	Q6
Drive your car alone	01
Drive your car with passengers	02
Carpool or vanpool	03
Use car sharing options such as Zipcar	04
Take Metrorail	05
Take ART	06
Take DASH	07
Take Fairfax Connector	08
Take Metrobus	09
Take another bus service (specify)	10
Take other transit service (VRE, commuter bust, etc.)	11
Take a taxi or car service	12
Ride a motorcycle	13
Ride a bicycle	14
Other (specify)	95
DO NOT READ: Don't know/Refused/It varies	98

ASK EVERYONE:

Q7. Thinking about the trips you take around the area you live (which are not for work/which are not for school)*, what types of transportation do you use for these (other)* trips? **(*INSERT BASED ON S2. READ ENTIRE LIST IF NECESSARY. MULTIPLE RESPONSES ACCEPTED.)**

	Q7
Drive your car alone	01
Drive your car with passengers	02
Carpool or vanpool	03
Use car-sharing options such as Zipcar	04
Take Metrorail	05
Take ART	06
Take DASH	07
Take Fairfax Connector	08
Take Metrobus	09
Take another bus service (specify)	10
Take other transit service (VRE, commuter bus, etc.)	11
Take a taxi or car service	12
Ride a motorcycle	13
Ride a bicycle	14
Other (specify)	95
Take another bus service (specify)	10

THOSE WHO NEVER TAKE PUBLIC TRANSPORTATION [Q5 (02) AND NOT Q6(05-11) OR Q7(05-11)], ASK Q8:

Q8. Although you do not currently use public transportation, if it were available and convenient, how likely would you be to use public transportation to make trips around the area you live? Would you be...? **(READ ENTIRE LIST.)**

- 04 Very likely,
- 03 Somewhat likely,
- 02 Not very likely, or
- 01 Not at all likely
- 98 **DO NOT READ:** Don't know/Refused

THOSE UNLIKELY OR DON'T KNOW IF THEY WOULD TAKE PUBLIC TRANSPORTATION [Q8 (01,02,03,98)], ASK Q9:

Q9. What would it take to make you use public transportation more often? **(CLARIFY ANYTHING THAT COULD HAVE MULTIPLE MEANINGS. PROBE ONCE IF NECESSARY. MULTIPLE RESPONSES ACCEPTED.)**

ASK EVERYONE:

Q10. Which of the following zones would you like to travel to more often, but do not because they are difficult to travel to? Please tell me yes or no for each. **(READ LIST.)**

STATEMENTS	Yes	No	DK/RE F
Zone 1: Tysons and Vienna	01	02	98
Zone 2: Falls Church Area including Seven Corners and East Falls Church	01	02	98
Zone 3: Bailey's Crossroads and Skyline	01	02	98
Zone 4: Shirlington, Fairlington and Alexandria west of Quaker Lane	01	02	98
Zone 5: Alexandria east of Quaker Lane	01	02	98
Zone 6: Rosslyn-Ballston Corridor	01	02	98
Zone 7: Arlington south of Route 50	01	02	98
Zone 8: McLean and North Arlington	01	02	98
Zone 9: Silver Line Corridor	01	02	98
Zone 10: All other parts of Northern Virginia	01	02	98
Zone 11: DC	01	02	98
Zone 12: Maryland	01	02	98

Q11. I'm going to read a list of statements. As I read each one, please tell me how well it describes you on a scale of 0 to 10 where 0 means you do not agree at all with the statement and 10 means that you completely agree with the statement. The first/next statement is...**(READ ENTIRE LIST. RANDOMIZE. USE 98 FOR DON'T KNOW/REFUSED. *ASK THOSE EMPLOYED [S2 (01-03)].)**

STATEMENTS	Ratin g
a. You are willing to spend a little extra time traveling if it means the trip will cost less	
b. You feel that travel on public transportation is safer than other forms of travel in this area	
c. You like the convenience of driving a car	
d. Driving during rush hour is very stressful	
e. You often feel concerned about your personal safety in public places	
f. You often go out for dining, or to social, entertainment or sporting events	
g. You choose to travel by car because your time is very valuable to you	
h. You will go out of your way to take advantage of a bargain	
i. You are one of the first people in your circle of friends to try new products and services	
j. For you, saving time is often more important than saving money	
k. Sometimes you feel as if there are not enough hours in the day	
l.* You need to have a car available during the workday in case of emergencies	
m.* Your work schedule is unpredictable	
n.* You often do errands on your way to or from work or at lunchtime	

- Q12. On a scale of 0 to 10 where 0 means does not describe at all and 10 means it describes completely, please rate how each of the following statements describes transportation by bus and by car. First, how would you rate the statement (**INSERT STATEMENT**) as it describes (**INSERT MODE 1**) transportation, for (**INSERT MODE 2**) transportation? Next, how would you rate... (**RANDOMIZE STATEMENTS AND MODES.**)

STATEMENTS	Rating
a. Is available when you need it	
b. Is low cost, compared to other modes of transportation	
c. Offers good value for the money	
d. Is safe from accidents	
e. Is a fast way to travel	
f. Would get you to your destination on time	
g. Is easy and convenient to use	
h. Is a relaxing and stress-free way to travel	
i. Meets the transportation needs of people like you	
j. Fits into your lifestyle	
k. Goes to the places you need to go	
l. Is a smart way to commute for people who can use it	
m. Is an environmentally friendly way to travel	
n. Is safe from crime	
o. Is a reliable form of transportation	
p. Provides a comfortable trip	

- Q12Q. On a scale or 0 to 10 where 0 means poor and 10 means excellent what is your overall rating of [**READ MODE**] as a type of transportation?

Excellent											Poor	REF	DK
10	09	08	07	06	05	04	03	02	01	00	98	99	

- Q13. Next, I would like to read to you a description of a transit service that might be introduced in your area – rapid transit. Rapid transit, which can include streetcars, light rail or bus rapid transit, is a transit service that is designed to achieve shorter travel times and better reliability by limiting the number and duration of stops, by having riders pay their fares before boarding, and with rapid boarding through multiple doors. Rapid transit service also removes the need for passengers to know the schedule by offering frequent service, every 10 minutes or less.

If such a system were available and went to the areas you typically travel, please tell me how likely you would be to consider using it on a scale of 0 to 10 where 0 means you would be not at all likely and 10 means you would be very likely to consider using it.

Very likely											Not at all likely	REF	DK
10	09	08	07	06	05	04	03	02	01	00	98	99	

THOSE ABLE TO RATE RAPID TRANSIT OR DK [Q13(00-10,99), ASK Q14:

- Q14. Why do you say that? (**AS APPROPRIATE, PROBE:** "What might you like about this system?" "What concerns might you have about this system?") (**CLARIFY ANYTHING THAT COULD HAVE MULTIPLE MEANINGS. PROBE ONCE IF NECESSARY. MULTIPLE RESPONSES ACCEPTED.**)
-

THOSE CURRENTLY EMPLOYED [S2 (01-03)], ASK Q10 AND Q11:

Q15. Do you personally receive free or subsidized parking at work?

- 01 Yes, free
- 02 Yes, subsidized
- 03 Both, free and subsidized
- 04 No
- 98 **DO NOT READ:** Don't know/Refused

Q16. Does your employer offer transit fare reimbursement, such as SmartBenefits? **(IF RESPONDENT DOES NOT KNOW WHAT SMARTBENEFITS ARE:** SmartBenefits is a program which lets employers assign the value of employees' monthly commuting benefit directly to their SmarTrip cards.)

- 01 Yes
- 02 No
- 98 **DO NOT READ:** Don't know/Refused

ASK EVERYONE:

The next few questions are for classification purposes only.

D1. What is the highest grade or level of education you have completed?

- 01 Less than a high school degree
- 02 High school graduate
- 03 Technical or business school
- 04 Some college
- 05 Four-year college degree
- 06 Some post-graduate work
- 07 Post-graduate or Professional degree
- 98 **DO NOT READ:** Refused

D2. Are you currently...? **(READ ENTIRE LIST.)**

- 01 Single, that is, never married,
- 02 Married,
- 03 Separated,
- 04 Divorced,
- 05 Widowed,
- 06 Or unmarried but living with a partner
- 98 **DO NOT READ:** Refused

D3. In which of the following categories does your age fall? **(READ LIST.)**

- 01 18-24,
- 02 25-34,
- 03 35-44,
- 04 45-54,
- 05 55-64,
- 06 65-74, or
- 07 75 or older
- 98 **DO NOT READ:** Refused

D4. What is your racial background? Please tell me yes or no for each. Are you...? **(READ ENTIRE LIST. ACCEPT ALL THAT APPLY.)**

- 01 Black or African-American,
- 02 White,
- 03 Asian or Pacific Islander,
- 05 American Indian or Alaska Native, or
- 95 Of some other racial background **(specify):** _____
- 98 **DO NOT READ:** Refused

D5. Are you of Hispanic or Latino origin?

- 01 Yes
- 02 No
- 98 **DO NOT READ:** Don't know/Refused

D6. Please stop me when I reach the category that includes your total annual household income before taxes for the year 2012. **(IF NECESSARY, READ:** "Total household income includes all of the money received by all of the people in your household before taxes." **READ LIST.)**

- 01 Less than \$30,000,
- 02 \$30,000 to less than \$50,000,
- 03 \$50,000 to less than \$75,000,
- 04 \$75,000 to less than \$100,000,
- 05 \$100,000 to less than \$125,000,
- 06 \$125,000 to less than \$150,000, or
- 07 \$150,000 or more
- 98 **DO NOT READ:** Don't know/Refused

READ TO EVERYONE:

Thank you very much for your opinions. For quality control purposes, you may receive a follow up phone call from my supervisor to verify that I have completed this interview. Can I please get your name or initials so they know who to ask for if they call back? Those are all the questions I have. Thank you and have a good afternoon/evening/night.

RECORD NAME AND CONFIRM PHONE NUMBER FOR SUPERVISOR VERIFICATION.

D7. Home Zone (from sample)

- 01 Zone 1: Tysons and Vienna
- 02 Zone 2: Falls Church Area including Seven Corners and East Falls Church
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- 04 Zone 4: Shirlington, Fairlington and Alexandria west of Quaker Lane
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