Route 29 Solutions
Attitudes and Perceptions

2015 Benchmark Study

As Presented on April 2, 2015

Southeastern Institute of Research, Inc.
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Objectives and Methodology
Research Objectives

• Awareness and familiarity of planned Route 29 corridor improvements: Understand to what degree people are already aware of the planned Route 29 improvements. If aware, assess the depth of their familiarity: what do they know?

• Perceptions and misperceptions of planned Route 29 improvements: Assess the attitudes, perceptions, and misperceptions of Route 29 users.

• Communications impact tracking: Assess how much people know about the planned improvements for Route 29—their base awareness and familiarity—and the degree to which they feel they have received the amount of information they need and expect on this project.

• Awareness and familiarity with the Route 29 Solutions Public Information Campaign: Assess whether travelers are aware of any VDOT-sanctioned Route 29 Solutions campaign messaging; whether travelers visit the website, Route29Solutions.org; and whether travelers have modified their behavior because of VDOT-provided information.

• Route 29 and Rio Road placemaking: Gain initial feedback on naming and placemaking efforts for the Rio Road intersection of Route 29.
Survey Methodology

• SIR conducted an 8-minute telephone survey of Route 29 travelers. A mix of cellphone and landline interviews were conducted.

• The sample design parameters included:
  • Route 29 travelers who have traveled through the Route 29 Solutions improvements within the past 12 months.
  • The geographic feeder area was determined using On the Map software to create the broad origin area of Route 29 users. The final universe included some households outside of Albemarle County.

• This survey was fielded from March 3, 2013, to March 10, 2015. A total of 400 surveys were completed.

• Study results contain a margin of error of +/- 2.6 percentage points at the 95% confidence level.
Respondent Profile
Respondents by Gender

Female
48%

Male
52%

Q23: [Please indicate if respondent is male or female]
Respondents by Generation

- **Millennial**: 12%
- **Gen X**: 29%
- **Baby Boomer**: 43%
- **Silent/GI**: 17%

Q22. In what year were you born?

n = 400
Respondents by Geographic Area
Q2. Typically, how many days a week do you travel on any portions of Route 29 between Route 250 and Airport Road?
Respondents by Generation, Gender, and Usage

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Frequency of traveling on Route 29</th>
<th>Percentage</th>
<th>Indexed to demographic segment in the sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Millennials (12%)</strong></td>
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<tr>
<td>Light</td>
<td>9%</td>
<td>75</td>
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<tr>
<td>Medium</td>
<td>8%</td>
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<tr>
<td>Heavy</td>
<td>15%</td>
<td>125</td>
<td></td>
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<td><strong>Gen X (29%)</strong></td>
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<tr>
<td>Light</td>
<td>28%</td>
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<tr>
<td>Medium</td>
<td>27%</td>
<td>93</td>
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<tr>
<td>Heavy</td>
<td>30%</td>
<td>103</td>
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<tr>
<td><strong>Baby Boomers (43%)</strong></td>
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<tr>
<td>Light</td>
<td>45%</td>
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<tr>
<td>Medium</td>
<td>42%</td>
<td>98</td>
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<tr>
<td>Heavy</td>
<td>42%</td>
<td>98</td>
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<tr>
<td><strong>Silent/GI (17%)</strong></td>
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<td></td>
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<tr>
<td>Light</td>
<td>19%</td>
<td>112</td>
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<tr>
<td>Medium</td>
<td>22%</td>
<td>129</td>
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<tr>
<td>Heavy</td>
<td>13%</td>
<td>76</td>
<td></td>
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<tr>
<td><strong>Male (53%)</strong></td>
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<tr>
<td>Light</td>
<td>48%</td>
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<tr>
<td>Medium</td>
<td>49%</td>
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<tr>
<td>Heavy</td>
<td>56%</td>
<td>106</td>
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<tr>
<td><strong>Female (48%)</strong></td>
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<tr>
<td>Medium</td>
<td>51%</td>
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</tr>
<tr>
<td>Heavy</td>
<td>44%</td>
<td>91</td>
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</tbody>
</table>

* Indicates proportion differs significantly from that of other travelers, at a 95% confidence level.
Route 29 Corridor Improvement Projects
Nine in ten Route 29 travelers are aware of the Route 29 corridor improvement projects.
90% of Respondents Are Aware of the Route 29 Corridor Improvement Projects

Q3. Have you ever heard, seen, or read anything about plans to improve this area of the Route 29 corridor between Route 250 and Airport Road?

n = 400
Just over two in five Route 29 travelers feel they are familiar with the Route 29 corridor improvement projects. Heavy Route 29 users are more likely to be familiar with the improvement plans than light and medium users.
51% of Respondents Who Are Aware of the Route 29 Corridor Improvement Projects Feel They Are Familiar with the Plans

Q4. How familiar would you say you are with plans to improve the Route 29 corridor between Route 250 and Airport Road?

n = 400
Route 29 Travelers **Familiar** with the Route 29 Corridor Improvement Projects

100% x 90% x 51% = 46%

- 100% of travelers on Route 29 in the improvements area are aware of the Route 29 corridor improvement projects.
- 90% of all Route 29 travelers are familiar with plans to improve the Route 29 corridor between Route 250 and Airport Road.
- 51% of travelers would say they are familiar with plans to improve the Route 29 corridor between Route 250 and Airport Road.

Q4. How familiar would you say you are with plans to improve the Route 29 corridor between Route 250 and Airport Road?
Heavy Users Are More Aware and More Familiar with Route 29 Corridor Improvement Projects than Medium and Light Users

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency of traveling on Route 29</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness of plans to improve Route 29</strong></td>
<td>Light</td>
<td>86%</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>92%*</td>
</tr>
<tr>
<td><strong>Familiar with plans to improve Route 29</strong></td>
<td>Light</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>58%*</td>
</tr>
</tbody>
</table>

* Indicates proportion differs significantly from that of other travelers at a 95% confidence level.

Familiarity percentages indicate those rating importance a “4” or “5.”

Q3. Have you ever heard, seen, or read anything about plans to improve this area of Route 29—the Route 29 corridor between Route 250 and Airport Road?
Q4. How familiar would you say you are with plans to improve the Route 29 corridor between Route 250 and Airport Road?
At 90% awareness, Route 29 travelers already know about the overall plan to improve Route 29. The communications goal at this point in the outreach effort should focus on extending familiarity with the construction projects above 50% for all types of Route 29 users. This includes advancing specific facts: where, what, and when construction activities will take place, and how travelers can help (safety and congestion mitigation-related steps).
Route 29 Solutions Public Information Campaign
To date, just over half of all Route 29 travelers are aware of VDOT’s public information outreach efforts.
57% of Those Aware of the Route 29 Improvement Plans are Aware of the Phrase “Route 29 Solutions”

Q6. Have you ever heard, seen, or read the phrase “Route 29 Solutions”?

n = 358
60% of Those Aware of the Route 29 Improvement Plans are Aware of Information from VDOT

Q7. Have you ever heard, seen, or read any information from VDOT about plans to improve this area of the Route 29 corridor?
Route 29 Travelers Aware of VDOT’s Information Campaign

100% x 90% x 60% = 54%

travelers on Route 29 in the construction area
are aware of the Route 29 corridor improvement projects
of those aware of the Route 29 improvement plans are aware of VDOT’s Public Information Campaign
of all Route 29 travelers are aware of VDOT’s outreach efforts
To date, one in ten of all Route 29 travelers have visited the project website, Route29Solutions.org.
Almost Half of Those Travelers Aware of the Route 29 Improvement Plans and the VDOT Public Information Efforts are Also Aware of the Route29Solutions.org Website

Q8. Are you aware of VDOT’s project website, www.Route29Solutions.org?

n = 237
42% of Those Aware of the Route29Solutions.org Website Have Visited the Website

This question was asked among those aware of the Route29Solutions.org website.

Q9. Have you ever visited VDOT’s www.Route29Solutions.org website?

n = 109
Route 29 Travelers Who Have Visited Route29Solutions.org

100% \times 90% \times 60% \times 46% \times 42% = 11% of all Route 29 travelers have visited the project website.

- Travelers on Route 29 in the improvements area
- Are aware of the Route 29 corridor improvement projects
- Of those travelers aware VDOT information about Route 29
- Of those aware of the Route29Solutions.org website
- Of those who have visited the website
The VDOT Route 29 Solutions Public Information Campaign is just getting started—it has reached only half of the market. Less than one in ten respondents have visited the project website. The information campaign needs to be given time to ramp up and effectively reach two-thirds to three-quarters of the market.
Almost half of those aware of the Route 29 corridor improvement projects feel they have received a sufficient amount of information.
Almost Half of Those Aware of the Route 29 Corridor Improvement Projects Feel They Received a Sufficient Amount of Information

This question was asked among those who are aware of improvements and changes along the Route 29 corridor.

Q11. How would you describe the amount of information you have read or seen about plans for changes to Route 29 in this area?

- More than what you have needed: 8%
- All that you have needed: 20%
- Most of what you needed: 20%
- Some of what you needed: 19%
- Less than what you have needed: 10%
- Somewhat less than what you have needed: 5%
- Very little: 15%
- Nothing: 2%
- Don't know/not sure: 2%

n = 358
Route 29 Travelers Who Have Most of the Information They Need About Changes to Route 29

100% \times 90\% \times 48\% = 43\%

100\% \times 90\% \times 48\% = 43\%

travelers on Route 29 in the improvements area

are aware of the Route 29 corridor improvement projects

of those travelers aware of the Route 29 improvement plans feel they have received a sufficient amount of information

of all Route 29 travelers feel they have the feel they received a sufficient amount of information
What Is the Optimal Score?

Q11. How would you describe the amount of information you have read or seen about plans for changes to Route 29 in this area?

VDOT deploys this standard tracking question throughout the life of most large-scale construction projects that are supported by public information campaigns. The answers to this question help VDOT calibrate its investment in ongoing, project-related outreach and information efforts. For reference, the following charts, taken from other surveys, show VDOT’s relative perceived performance in meeting the public’s need for project-related information.
I-66 Corridor Improvements, Summer 2014
Only 17% of Respondents Feel They Have the Amount of Information They Need about I-66

Q30. How would you describe the amount of information you have read or seen about plans for changes to I-66?

- More than what you have needed: 3%
- All that you have needed: 5%
- Most of what you have needed: 9%
- Some of what you have needed: 13%
- Less than what you have needed: 10%
- Somewhat less than what you have needed: 5%
- Very little: 32%
- Nothing: 22%
- Don’t know/refused: 2%

n = 1,321
I-66 Inside the Beltway, Fall 2004

One-Third Have Received the Information They Want Regarding Transportation Issues Along the I-66 Corridor

- All that you have needed: 17%
- Most of what you have needed: 21%
- Some of what you have needed: 27%
- Less than what you have needed: 8%
- Somewhat less than what you have needed: 5%
- Much less than what you have needed: 4%
- Very little: 14%
- Nothing: 5%

Un-weighted data

Q. How would you describe the level of information you and your household have seen or heard regarding the transportation issues along the I-66 Corridor? Would you say you have seen or heard ... ? (Read answers.)
Dulles Metrorail Project, Fall 2004
Both Supporters and Non-Supporters Want More Information

More than what you have needed
All that you have needed
Most of what you have needed
Some of what you have needed
Less than what you have needed
Somewhat less than what you have needed
Much less than what you have needed
Very little
Nothing

Supporters
Non-supporters

Q. How would you describe the level of information you and your household have seen regarding the Dulles Rail Project? Would you say you have seen...(Read answers.)
Residents in Eastern Virginia Have Not Received Sufficient Information About the I-64 Construction

Q. Think about the construction on I-64 near the Hampton Coliseum. How would you describe the amount of information you have read or heard from VDOT over the past six months about transportation and traffic issues in that area?

- More than what you have needed: 5%
- All that you have needed: 10%
- Most of what you have needed: 19%
- Some of what you have needed: 20%
- Less than what you have needed: 8%
- Somewhat less than what you have needed: 8%
- Much less than what you have needed: 6%
- Very little: 13%
- Nothing: 9%
- Don’t know: 3%

This question was asked of respondents in Eastern Virginia.

Statewide 1,200 interviews conducted July 29–August 5, 2005
Overall Statewide (Wave 8, December 2014)
41% of Virginians Say They Have Received the Amount of Transportation Information They Need

Q12. Think about the amount of information you have received from VDOT about transportation, planning, construction, and traffic-related issues. Would you say that you have received:
Springfield Interchange, Summer 2005
Half of the Residents in Northern Virginia Have Received the Information They Needed in Regard to the Springfield Interchange

Q. How would you describe the amount of information you have read or seen from VDOT over the past year about transportation and traffic issues in the area of the Springfield Interchange?

- More than what you have needed: 8%
- All that you have needed: 27%
- Most of what you have needed: 21%
- Some of what you have needed: 14%
- Less than what you have needed: 4%
- Somewhat less than what you have needed: 3%
- Much less than what you have needed: 1%
- Very little: 6%
- Nothing: 9%
- Don’t know: 8%

This question was asked of respondents in Northern Virginia.
Richmond Bridge Restoration Project, Fall 2012

Over Half Have Received the amount of Information About the Project that They Have Needed

Q45. How would you describe the amount of information you have read or seen about this construction project on I-95? Would you say that you have received ______?

- More than what you have needed: 3%
- All that you have needed: 29%
- Most of what you have needed: 27%
- Some of what you have needed: 14%
- Less than what you have needed: 9%
- Somewhat less than what you have needed: 3%
- Much less than what you have needed: 2%
- Very little: 8%
- Nothing: 5%
- Don’t know: 1%

59%
What Is the Optimal Score?

Q11. How would you describe the amount of information you have read or seen about plans for changes to Route 29 in this area?

This Benchmark Survey

- **17%**  
  VDOT’s lowest score: start of I-66 corridor improvements

- **43%**  
  Route 29 Solutions Project, winter 2015 (benchmark)

- **59%**  
  VDOT’s highest score: end of Richmond Bridge Restoration Project, fall 2012

It depends on where you are in the project and with the information campaign—at the start or near the end.
Already, about one-third of Route 29 travelers have “taken action” due to VDOT’s Public Information Campaign.
About One-Third of Those Aware of the Route 29 Improvement Plan Have “Taken Action” Due to the VDOT Public Information Campaign

Q10. Has any information from VDOT on Route 29 corridor improvements caused you to do any of the following?

- Visit the Route 29 Solutions website: 14%
- Change your route: 11%
- Attend a public meeting: 10%
- Provide input to the project: 7%
- Change the time you travel: 4%
- Have done none of these: 65%

Some people did more than one activity

n = 237
Route 29 Travelers Who Have Taken Action Based on Information Received to Date

100% x 90% x 35% = 31%

- Travelers on Route 29 in the improvements area
- Are aware of the Route 29 corridor improvement projects
- Of those travelers aware of the Route 29 improvement plans have taken action

Of all Route 29 travelers have taken action based on information received to date
Heavy Route 29 users, compared to light and medium users, are significantly more aware of Route 29 Solutions, are aware of and have visited the website, and are more likely to have taken action based on information received.
Heavy Users Are Significantly More Aware of Route 29 Solutions, Aware of and Have Visited the Website, and More Likely to Have Modified Their Behavior than Light or Medium Users

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency of traveling on Route</th>
<th>Percentage</th>
<th>Indexed to category</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aware of Route 29 Solutions (57%)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light</td>
<td></td>
<td>42%</td>
<td>74</td>
</tr>
<tr>
<td>Medium</td>
<td></td>
<td>57%*</td>
<td>100</td>
</tr>
<tr>
<td>Heavy</td>
<td></td>
<td>65%</td>
<td>114</td>
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<tr>
<td><strong>Awareness of VDOT-produced information (60%)</strong></td>
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<td></td>
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<tr>
<td>Light</td>
<td></td>
<td>57%</td>
<td>95</td>
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<tr>
<td>Medium</td>
<td></td>
<td>64%*</td>
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</tr>
<tr>
<td>Heavy</td>
<td></td>
<td>61%</td>
<td>102</td>
</tr>
<tr>
<td><strong>Awareness of website (46%)</strong></td>
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<tr>
<td>Light</td>
<td></td>
<td>36%</td>
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<tr>
<td>Medium</td>
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<td>33%</td>
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<tr>
<td>Heavy</td>
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<td>56%*</td>
<td>122</td>
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<td><strong>Visited website (42%)</strong></td>
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<tr>
<td>Light</td>
<td></td>
<td>32%</td>
<td>76</td>
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<td>Medium</td>
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<td>38%</td>
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<td>46%*</td>
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<td><strong>Modified behavior (35%)</strong></td>
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<tr>
<td>Light</td>
<td></td>
<td>23%</td>
<td>66</td>
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<tr>
<td>Medium</td>
<td></td>
<td>33%*</td>
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<tr>
<td>Heavy</td>
<td></td>
<td>41%*</td>
<td>117</td>
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</tbody>
</table>

* Indicates proportion differs significantly from that of other travelers at a 95% level of confidence.
The VDOT Route 29 Solutions Public Information Campaign is just getting underway. Given time to ramp up, this construction-related communications effort could set a new standard for VDOT —above 59%. This, in turn, will help make the greatest number of travelers become part of the Route 29 Solutions equation.
The Impact of VDOT’s Route 29 Solutions Public Information Campaign
Marketing Communications Model

Awareness, Familiarity, Consideration, Desired Behavior

Awareness
Familiarity
Consideration
Desired Behavior
There is a relationship between the level of information a participant has received and their familiarity with plans for Route 29 overall.
Respondents Who Have Received Sufficient Information Are Significantly More Likely to Say They Are Familiar with Plans for Route 29 Overall

Familiar with Route 29 Plans Overall

* Indicates proportion differs significantly from that of other travelers at a 95% confidence level.

This question was asked among those who are aware of improvements and changes along the Route 29 corridor.

How to read this chart: Among those who say they have received sufficient information, 74% say they are familiar with Route 29 plans. Conversely, among those who say they have not received sufficient information, only 29% say they are familiar with Route 29 plans.

Q7. Have you ever heard, seen, or read any information from VDOT about plans to improve this area of the Route 29 corridor?

Q11. How would you describe the amount of information you have read or seen about plans for changes to Route 29 in this area?
There is a relationship between the level of information a respondent has received and their taking desired actions—changing travel, visiting VDOT’s website, and so on.
Respondents Who Received Sufficient Information Are Significantly More Likely to Have Taken Action than Those Who Did Not

This Chart Shows the Percentage of Those Who Have Taken Action

How to read this chart: Among those who say they have received sufficient information, 42% say they have modified their behavior. Conversely, among those who say they have received little information, only 25% say they have modified their behavior.

Q10. Has any information from VDOT on Route 29 corridor improvements caused you to do any of the following?

Q11. How would you describe the amount of information you have read or seen about plans for changes to Route 29 in this area?
There is a relationship between the level of information a respondent has received and their awareness of VDOT’s information efforts.
Respondents Who Have Heard, Seen, or Read Information from VDOT Are Significantly More Likely to Say They Have Received Sufficient Information

This Chart Shows Awareness of VDOT Information Efforts

**Q7.** Have you ever heard, seen, or read any information from VDOT about plans to improve this area of the Route 29 corridor?

**Q11.** How would you describe the amount of information you have read or seen about plans for changes to Route 29 in this area?
Early indications suggest the campaign may be working. Continue to monitor and report the Public Information Campaign’s progress through subsequent waves of tracking research to document the campaign’s ROI and overall impact.
Rio Road-Route 29 Naming and Placemaking Concept Appeal
Research Note

This section of the report centers on “placemaking” and name-related ideas for the overall Rio Road-Route 29 intersection and its component corners. Respondents who are familiar with the Rio Road-Route 29 intersection were targeted (those who responded with a “3,” “4,” or “5” on personal familiarity with the Rio Road-Route 29 intersection).
Most of the respondents say they are familiar with the Rio Road-Route 29 intersection.
95% of Respondents Are Familiar with the Route 29 and Rio Road Intersection

Q12. How familiar would you say you are with the Route 29 and Rio Road intersection and the immediate area around this intersection?
Several “names” are commonly used for the Rio Road-Route 29 intersection. The word “Rio” was most included by far in all these names.
Unaided Names for the Rio Road Intersection
Most Respondents Identify the Rio Road-Route 29 Intersection as “Rio Road Area,” “Albemarle Square,” and/or “Fashion Square”

Q14. Which of the following names have you used or heard to refer to the general geographic area of the Route 29 and Rio Road intersection?

- Rio Road area: 48%
- Albemarle Square: 47%
- Fashion Square: 47%
- Rio area: 30%
- Rio: 29%
- Rio shopping area: 23%
- Rio Road business district: 18%
- Heard none of these names: 14%

About two-thirds (69%) used or heard a name with “Rio” in it.
Respondents identify the Rio Road-Route 29 Intersection’s four quadrants as “corners.”
Most Respondents who Are Familiar with the Rio Road-Route 29 Intersection Identify the Four Quadrants as “Corners”

Q15. Now, think of the four immediate geographic corners that make up the Route 29 and Rio road intersection: northwest, southwest, northeast, and southeast. Do you think of these four locations as:

- Corners: 53%
- Centers: 8%
- Squares: 7%
- Districts: 2%
- Something else: 16%
- Don’t know/not sure: 14%

n = 379

This question was asked among respondents familiar with Rio Road intersection.
When defining the quadrants (corners) that make up the Rio Road-Route 29 intersection, names including Fashion Square and Albemarle Square resonate the most as suggested identifiers.
Respondents Were Read This Explanation Regarding Each of the Four Quadrants of the Rio Road-Route 29 Intersection Before They Were Asked About Name Placements

A. Fashion Square is located in the southeast section or corner of this intersection. A possible name for this corner is “Fashion Square.”

B. Albemarle Square is located in the northeast section or corner of this intersection. A possible name for this corner of the intersection is “Albemarle Square.”

C. The most dominant single feature in the northwest corner is Colonial Auto. A possible name for this corner is “Colonial Square.”

D. The southwest corner has no single, dominant business or visual identifier. The Daily Progress is located in the southwest section, as is a soon-to-be-open new county library. A possible name for this corner is “Progress Square.”
Most Respondents **Identify** with Fashion Square and Albemarle Square as Corners on the Rio Road Intersection

- **SE section** → Fashion Square
  - 8% identify
  - 72% identify
  - 80% overall

- **NE section** → Albemarle Square
  - 10% identify
  - 69% identify
  - 79% overall

- **NW section** → Colonial Square
  - 12% identify
  - 23% identify
  - 35% overall

- **SW section** → Progress Square
  - 9% identify
  - 16% identify
  - 25% overall

Percentages represent top two box ratings of “4” and “5.”

This question was asked among respondents familiar with the Rio Road intersection.

\[ n = 379 \]

Q18. To what extent does this name identify this particular location?
Similarly, Most Respondents Believe Fashion Square and Albemarle Square Are **Appropriate Names** for Corners on the Rio Road Intersection

- **SE section** → Fashion Square
  - 9% 4
  - 67% 5 - Very appropriate
  - Total: 76%

- **NE section** → Albemarle Square
  - 9% 4
  - 67% 5 - Very appropriate
  - Total: 76%

- **NW section** → Colonial Square
  - 11% 4
  - 21% 5
  - 32% 5 - Very appropriate

- **SW section** → Progress Square
  - 11% 4
  - 17% 5
  - 28% 5 - Very appropriate

**Percentages represent top two box ratings of “4” and “5.”**

This question was asked among respondents familiar with the Rio Road intersection.

**n = 379**

Q19. How appropriate is this name for this location?
Most Respondents Are Also **Likely to Select** Fashion Square and Albemarle Square As Names for Specific Locations at the Rio Road Intersection

![Bar Chart]

- **SE section**: Fashion Square
  - 9% (4)
  - 66% (5 - Very likely)
  - 75%

- **NE section**: Albemarle Square
  - 9% (4)
  - 64% (5 - Very likely)
  - 73%

- **NW section**: Colonial Square
  - 10% (4)
  - 19% (5 - Very likely)
  - 29%

- **SW section**: Progress Square
  - 8% (4)
  - 17% (5 - Very likely)
  - 25%

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Q20. If you were selecting a name for this specific location, how likely would you be to select this name? Please use a scale of 1 to 5 for your answer where “1” means “not very likely” and “5” means “very likely.”

n = 379

Percentages represent top two box ratings of “4” and “5.”

This question was asked among respondents familiar with the Rio Road intersection.
Respondents familiar with the Rio Road intersection offered many different suggestions for naming each of the four corners of the intersection. Names containing “Rio” were suggested most.
Research Note

After respondents were presented with possible names for each corner (see previous slides), they were asked for their own “top-of-mind” naming recommendation for each of the four quadrants that make up the intersection.
Southeast Corner

Fashion Square is located in the southeast section or corner of this intersection.

This question was asked among respondents familiar with the Rio Road intersection.

Q21. What name would you recommend for this location?
Southeast Corner
Rio Road Name Suggestions Topped the List

This question was asked among respondents familiar with the Rio Road intersection.

Fashion Square is located in the southeast section or corner of this intersection.

Q21. What name would you recommend for this location?

n = 379

Variations of Rio

- Southeast Corner: 7%
- Mall Corner: 4%
- Generic suggestions: 9%
- Others: 9%
- None needed: 28%
- No answer: 29%

Such As:
- Rio Road
- Rio Bypass
- Rio 29
- Rio East
- Rio Hill
Q21. What name would you recommend for this location?

This question was asked among respondents familiar with the Rio Road intersection. Albemarle Square is located in the northeast section or corner of this intersection.
Q21. What name would you recommend for this location?

Northeast Corner
Rio Road Name Suggestions Topped the List

Variations of Rio
- Rio East: 9%
- Rio 29: 4%
- Rio: 3%
- Rio Intersection: 3%
- Rio Hill Square: 3%

Albemarle related
- Albemarle Square: 4%

Suntrust/bank related
- Suntrust: 3%

Generic suggestions
- Unspecified: 3%

Others
- Others: 9%

None needed
- None needed: 15%

No answer
- No answer: 50%

This question was asked among respondents familiar with the Rio Road intersection.

Albemarle Square is located in the northeast section or corner of this intersection.

n = 379
Northwest Corner

This question was asked among respondents familiar with the Rio Road intersection.

The most dominant single feature in the northwest corner is Colonial Auto.

Q21. What name would you recommend for this location?
Northwest Corner
Rio Road Name Suggestions Topped the List

Q21. What name would you recommend for this location?

n = 379

This question was asked among respondents familiar with the Rio Road intersection.

The most dominant single feature in the northwest corner is Colonial Auto.
This question was asked among respondents familiar with the Rio Road intersection.

The southwest corner has no single dominant business or visual identifier.

Southwest Corner

Q21. What name would you recommend for this location?
Southwest Corner
Hardee’s and Versions with Library Topped the List; Variations of Rio Were Still Included.

Such As:
- Rio Road
- West Rio Road
- Rio West
- Rio South
- Rio 29
- Rio Bend

The southwest corner has no single dominant business or visual identifier.

Q21. What name would you recommend for this location?

n = 379

This question was asked among respondents familiar with the Rio Road intersection.
The need for a name for the Rio Road-Route 29 intersection, overall, and names for the four corners of the intersection, specifically, is not apparent to people familiar with the intersection.
Almost Half of Those Familiar with the Rio Road-Route 29 Intersection Do Not Think Naming the Intersection Will Be Useful

Q16. VDOT is exploring potential names for the immediate four geographic corners that make up the Route 29 and Rio Road intersection. Having names for each of the four geographic corners of this intersection may make future communication and road signs easier to understand. How useful do you believe it will be to have names for each of these areas?

- 5 - Very useful: 16%
- 4: 12%
- 3: 21%
- 2: 9%
- 1 - Not very useful: 38%
- Don't know/not sure: 4%

n = 379
Percent of Respondents Who Said No Name Is Needed for the Intersection

- Southeast corner: 28% said no name needed
- Northeast corner: 15% said no name needed
- Northwest corner: 19% said no name needed
- Southwest corner: 18% said no name needed
Most of the respondents are familiar with the Rio Road intersection of Route 29. However, this intersection doesn’t have one overarching name. When defining and naming this intersection, consider including the word “Rio” in the naming architecture. If and when defining and naming the quadrants that make up the Rio Road intersection, consider using the word “corner” as part of these names.
Implication

Naming examples:
Rio NE: “Albemarle Corner”
Rio SE: “Fashion Square Corner”
Rio NW: “Rio Hill Corner”
Rio SW: “Library Corner”
Key Takeaways
Key Takeaways

1. **Overall project awareness and familiarity:** A majority of travelers along the Route 29 corridor are aware and familiar with the Route 29 corridor improvement projects. Heavy users tend to be significantly more familiar.

2. **Role of project information:** The level of information received regarding the project relates to greater familiarity with Route 29 plans overall, and with taking specific actions—i.e., changing one’s route, changing one’s travel time, visiting the project website, and so on.

3. **Impact of VDOT’s information efforts:** VDOT’s information efforts appear to be working. A majority of respondents are aware and familiar with VDOT’s information efforts, including the information campaign name, “Route 29 Solutions.” Heavy users are significantly more likely to be familiar with VDOT information and the Route 29 Solutions name. There is a relationship between being aware of VDOT information and receiving sufficient amount of information about the project.

4. **Rio Road intersection naming:** Almost all of the respondents are familiar with the Rio Road intersection of Route 29. This intersection doesn’t have one overarching name. When defining and naming this intersection, consider including the word “Rio” in the naming architecture.

5. **Rio Road quadrant naming:** When defining and naming quadrants that make up the Rio Road intersection, many respondents identify with Fashion Square and Albemarle Square, but not with Colonial Square or Progress Square. If and when defining and naming the quadrants, consider using the word “corner” as part of the names. Most respondents did not offer alternative names for the four quadrants that make up the Rio Road intersection. However, of those that did offer alternative names, the word “Rio” was included most often.
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Route 29 Solutions
Attitudes and Perceptions

2015 Benchmark Study

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