VDOT Route 29 Solutions

Post-Campaign Attitudes and Perception Study

January 2017
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Document Purpose

The Virginia Department of Transportation (VDOT) launched the Route 29 Solutions corridor improvement projects to help increase mobility and reduce congestion along one of the busiest corridors in Albemarle County, Route 29. It is anticipated that these improvements will be completed by fall 2017.

Subsequently, VDOT launched a Route 29 Solutions public information campaign.
Document Purpose

The campaign had three specific communications goals:

1. **Awareness**: Build overall awareness of the Route 29 Solutions corridor improvement projects—what Route 29 Solutions is all about.

2. **Familiarity**: Build familiarity of Route 29 Solutions construction details—when and where the construction is taking place.

3. **Action**: Generate desired actions by Route 29 travelers—learn details before your travel and be extra careful riding through the construction zone.

This document is to assess and record the impact of the Route 29 Solutions Public Information Campaign. It builds upon previous waves of this tracking research.
Objectives and Methodology
Research Objectives

The overall objectives of this research are to:

• Measure the final impact of the Route 29 Solutions information campaign.

• Use Route 29 Solutions’ research (all waves) to show the “impact evolution” of the information campaign: when it started (Initial Route 29 Wave I research—pre-construction), where it was at the construction midpoint (Wave II from the VDOT 2016 Resident Satisfaction scores) and where it ended up (this final wave).

• Document the ROI of Route 29 Solution’s communications outreach—to help package this case study.

• Identify and quantify “best practices” of the construction project’s communications efforts—what residents said worked the best.

• Package and share these insights with VDOT PIOs/district-level communications staff.
Survey Methodology

• SIR conducted a 10-minute telephone survey of Route 29 travelers.
  • A mix of cellphone and landline interviews were conducted.
  • The survey targeted residents living in the greater Albemarle County area who are at least 18 years old.
  • This targeted approach was similar to the Route 29 Benchmark Survey.
• This survey was fielded from December 12 to 15, 2016. A total of 327 surveys were completed.
Key Takeaways
Overall, The Communications Campaign Worked – 5 Key Performance Measures

1. **Project awareness and familiarity:** A majority of travelers along the Route 29 corridor remained aware and familiar with the Route 29 corridor improvement projects. Heavy users tended to be significantly more familiar. Most respondents knew that the Route 29–Rio Road improvements were completed ahead of schedule.

2. **Impact of VDOT’s information efforts:** VDOT’s information efforts worked. A majority of respondents were aware and familiar with VDOT’s communication efforts, including the information campaign name, “Route 29 Solutions.” Heavy users were significantly more likely to be familiar with VDOT information, the Route 29 Solutions name, and Route29solutions.org.

3. **Modified behavior:** The campaign caused respondents to modify their behavior. Heavy users and website visitors were more likely to change their behavior.

4. **Support for the project:** A majority of respondents support the project. Medium and heavy users more likely to support the project than light users. Most respondents traveled through the Rio Road-Route 29 intersection after construction and noticed significant improvements to the intersection.

5. **Sufficient information:** The level of information received regarding the project related to greater familiarity with Route 29 plans overall. Sixty-one percent of the respondents felt they had received sufficient information regarding the project, producing the **highest optimal score** for any VDOT campaign surveyed.
Respondent Profile
Q1. Our first question is for classification purposes only. In what year were you born?
Respondents by Gender

![Pie chart showing 50% male and 50% female respondents]

Q31. [Please indicate if respondent is male or female]
Q3. Typically, how often do you travel on any portion of Route 29 between Route 250 and Airport Road?
Demographic Comparison

Demographics Did Not Significantly Change Between Benchmark and Post-campaign Studies

<table>
<thead>
<tr>
<th>Category</th>
<th>2015 Benchmark</th>
<th>2016 Post-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>400</td>
<td>327</td>
</tr>
<tr>
<td>Age</td>
<td>Boomer, 43%</td>
<td>Boomer, 46%</td>
</tr>
<tr>
<td>Gender</td>
<td>Male, 53%</td>
<td>Male, 50%</td>
</tr>
<tr>
<td>Route 29 Usage</td>
<td>More than 3 days a week, 52%</td>
<td>More than 3 days a week, 45%</td>
</tr>
</tbody>
</table>
Respondents by Generation, Gender, and Usage

<table>
<thead>
<tr>
<th>Generation</th>
<th>Demographic</th>
<th>Frequency of Traveling on Route 29</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Light</td>
</tr>
<tr>
<td>Millenials</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Gen X</td>
<td>29%</td>
<td>17%</td>
</tr>
<tr>
<td>Boomers</td>
<td>36%</td>
<td>22%</td>
</tr>
<tr>
<td>Silent/GI</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>34%</td>
</tr>
</tbody>
</table>
Nine out of Ten Respondents Are Willing to Have Their Comments Shared Publicly

Q27. The opinions you shared in this survey are very helpful. Would you be willing to allow VDOT to share comments you have given in this survey publicly?

Q27. May VDOT share your comments by name, or do you prefer that your comments be shared anonymously?
Half of Respondents Are Interested in Joining a VDOT Panel

110 Respondents Provided an Email Address and Their Zip Code to be Considered for a Panel

![Pie chart showing 52% No and 48% Yes]

Q29. In the future, VDOT may create a panel of opinion leaders to guide them in future research regarding traffic and transportation issues. This panel would share their opinions through online surveys, group discussions, or by telephone. Would you be interested in participating on such a panel, if we decide to form one?
Findings
Marketing Communications Model

Awareness, Familiarity, Consideration, Desired Behavior

Awareness

Familiarity

Consideration

Desired Behavior
Awareness & Familiarity – Overall Project
Current awareness for the Route 29 Improvement Project is very high. About half of all respondents feel familiar with the project, with heavy users having the most familiarity.
86% of Respondents Are **Aware** of the Route 29 Corridor Improvement Projects

Q4. 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?
Half of Respondents Who Are Aware of the Route 29 Corridor Improvement Projects Feel They Are **Familiar** with the Plans

Q5. 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></td>
<td></td>
</tr>
<tr>
<td>Light</td>
<td></td>
<td>79%</td>
</tr>
<tr>
<td>Medium</td>
<td></td>
<td>85%</td>
</tr>
<tr>
<td><strong>Heavy</strong></td>
<td></td>
<td><strong>91%</strong></td>
</tr>
<tr>
<td><strong>Familiar with plans to improve Route 29</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light</td>
<td></td>
<td>40%</td>
</tr>
<tr>
<td>Medium</td>
<td></td>
<td>40%</td>
</tr>
<tr>
<td><strong>Heavy</strong></td>
<td></td>
<td><strong>64%</strong></td>
</tr>
</tbody>
</table>

Q4. 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?
Q5. How familiar would you say you are with plans to improve the Route 29 corridor between Route 250 and Airport Road?
Respondents Were Initially Most Familiar with Widening of the Roads, Followed by General Knowledge that Construction Is Occurring on Rt. 29

Q6. What have you heard, seen, or read about plans to improve this area of Route 29?
## Awareness and Familiarity Comparison

*2016 Post-campaign Heavy Users Of Route 29 Trend Higher In Familiarity Than In 2015 Benchmark*

<table>
<thead>
<tr>
<th>Category</th>
<th>2015 Benchmark</th>
<th>2016 Post-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness – Route 29 Improvements</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Users</td>
<td>90%</td>
<td>86%</td>
</tr>
<tr>
<td>Heavy Users</td>
<td>91%</td>
<td>92%</td>
</tr>
<tr>
<td><strong>Familiarity – Route 29 Improvements</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Users</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td>Heavy Users</td>
<td>58%</td>
<td>64%</td>
</tr>
</tbody>
</table>
Respondents, especially heavy users of Route 29, are largely aware of the early completion of the Rio Road improvements.
Four of Five Aware Respondents Are Also **Aware** that the Route 29 / Rio Road Improvements Were Completed **Over a Month Ahead of Schedule**

Q11. Are you aware that these improvements to the intersection of Route 29 and Rio Road were completed over a month ahead of schedule?
Heavy Users Are Significantly More Likely to Be Aware of Early Project Completion than Medium and Light Users

<table>
<thead>
<tr>
<th>Frequency of Traveling on Route 29</th>
<th>Aware of Early Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>76%</td>
</tr>
<tr>
<td>Medium</td>
<td>82% (87%*)</td>
</tr>
<tr>
<td>Heavy</td>
<td>87%*</td>
</tr>
</tbody>
</table>

*Indicates proportion differs significantly from that of other travelers at a 95% level of confidence.
Awareness & Familiarity – Information Campaign
Over two thirds of respondents are aware of both Route 29 Solutions and VDOT’s association with the improvement project.
Over Two Thirds of Those Aware of the Route 29 Improvement Plans are *Aware* of the Phrase “Route 29 Solutions”

Q12. Have you ever heard, seen, or read the phrase “Route 29 Solutions”?

- Yes: 68%
- No: 27%
- Don’t know: 5%

This question was asked among those who were aware of improvements and changes along the Route 29 corridor (Q4).
Over Two Thirds of Those Aware of the Route 29 Improvement Plans are **Aware** of Information from **VDOT**

Q13. Have you ever heard, seen, or read any information from VDOT about plans to improve this area of the Route 29 corridor?

- **Yes** 68%
- **No** 26%
- Don’t know 5%

This question was asked among those who were aware of improvements and changes along the Route 29 corridor (Q4).
Heavy Users Are Significantly More Aware of VDOT-produced Information than Light or Medium Users

![Bar Chart](image)

- **Light**: 62%
- **Medium**: 73%
- **Heavy**: 78%*

*Indicates proportion differs significantly from that of other travelers at a 95% level of confidence.
### Route 29 Solutions & VDOT Awareness Comparison

*2016 Post-campaign Respondents Trend Higher in Awareness of Route 29 Solutions and VDOT Communications than in 2015*

<table>
<thead>
<tr>
<th>Category</th>
<th>2015 Benchmark</th>
<th>2016 Post-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness – Route 29 Solutions</td>
<td>57%</td>
<td>68%*</td>
</tr>
<tr>
<td>Awareness – Information from VDOT</td>
<td>60%</td>
<td>68%*</td>
</tr>
</tbody>
</table>
Route 29 Travelers Aware of VDOT’s Information Campaign

100% × 86% × 68% = 58%
	numbers indicate:

- 100% of travelers on Route 29 in the construction area
- 86% are aware of the Route 29 corridor improvement projects
- 68% of those aware of the Route 29 improvement plans are aware of VDOT’s Public Information Campaign

58% of all Route 29 travelers are aware of VDOT’s outreach efforts.
Three quarters of project aware respondents found the communications from VDOT to be good or excellent, citing accessible and frequent coverage of the project.
Almost Three Quarters of Respondents Who Were Aware of VDOT Communications Regarding the Route 29 Improvements Rated the Communications as Good/Excellent

Q14. On a scale of 1 to 5, where 1 is “poor” and 5 is “excellent”, how would you rate VDOT’s communications regarding the Route 29 improvement project?
Four out of five respondents saw or heard a Route 29 Solutions advertisement, mostly on television or radio, increasing familiarity with the project.
Four of Five Respondents Who Were Aware of VDOT Communications Regarding the Route 29 Corridor Also Had Seen or Heard an **Advertisement** about “Route 29 Solutions”

Q16. Do you recall seeing or hearing any advertisements from VDOT about plans to improve this area of the Route 29 corridor? The advertisements would have contained the phrase “Route 29 Solutions.”

- Yes: 81%
- No: 19%

"Don't know" responses were removed from analysis.

This question was asked among those who were aware of communications from VDOT about the project (Q13).
Two Thirds of Respondents Who Were Aware of Advertisements Saw the Ads on Television

Q18. Where did you see or hear the advertisements? Please select all that apply.
Respondents Who Have Seen or Heard an Advertisement Are Significantly More Likely to Feel Familiar with the Route 29 Improvement Project

Q16. Do you recall seeing or hearing any advertisements from VDOT about plans to improve this area of the Route 29 corridor? The advertisements would have contained the phrase “Route 29 Solutions.”
Advertisements are seen as good or excellent by the majority of respondents, with largest recall being centered on the message of local businesses being open during construction.
Two Thirds of Respondents Who Saw Route 29 Solutions Television Ads Rate Them as Good or Excellent

Q19. On a scale of 1 to 5, where 1 is “poor” and 5 is “excellent”, how would you rate the Route 29 Solutions television advertisement that you saw?
Almost Three Quarters of Respondents Who Heard Route 29 Solutions Radio Ads Rate Them as Good or Excellent

Q20. On a scale of 1 to 5, where 1 is “poor” and 5 is “excellent”, how would you rate the Route 29 Solutions radio advertisement that you heard?
When Describing the Advertisements, Respondents Are Most Likely To Recall that the Ads Mentioned Local Businesses or that The Project Was Underway

- Businesses will be open / Support local business: 19%
- Project is underway: 11%
- Location of construction: 8%
- General construction information: 8%
- Visual of plans / completed project: 7%
- Traffic improvement: 7%
- General positive comment: 7%
- Comment on frequency: 7%
- Alternate routes: 7%
- Timelines: 5%
- Route 29 Solutions: 5%
- Financial information: 5%
- Where to find online info - website: 2%
- General negative comment: 1%
- Early completion: 1%
- Other: 1%

Q17. Please describe the advertisement(s) that you saw or heard.
Why do you say this?
Good Rating of VDOT Communications

“I live near there, and there was so much information online, on the TV, and in the paper. They did a great job.”

“They did a good job of keeping the local press informed about progress. The local paper Daily Progress has given good coverage.”

“The entire town knew what was going on and how to go through this corridor during construction.”

“The info was accessible, if I wanted to know it. VDOT funded ads for affected businesses.”

“They visited the business in which I worked and handed out maps to our customers.”
Awareness & Familiarity – Route 29 Solutions Website
Three quarters of visitors to the Route 29 website rated it as good or excellent. Website visitation led to increases in familiarity with the project.
Half of Those Respondents Who Were Aware of the Route 29 Improvement Plans and the VDOT Public Information Efforts are Also Aware of the Route29Solutions.org Website


- Yes: 53% 
- No: 46% 
- Don’t know: 1%
Heavy Users Are Significantly More Likely to Be Aware of the Route29Solutions.org Website than Light or Medium Users.

<table>
<thead>
<tr>
<th>Frequency of Traveling on Route 29</th>
<th>Awareness of <a href="http://www.Route29Solutions.org">www.Route29Solutions.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>62%</td>
</tr>
<tr>
<td>Medium</td>
<td>73%</td>
</tr>
<tr>
<td>Heavy</td>
<td>[VALUE]*</td>
</tr>
</tbody>
</table>
Half of Those Respondents Who are Aware of the Route29Solutions.org Website Have Visited the Website

Q22. Have you ever visited VDOT’s www.Route29Solutions.org website?

- Yes: 51%
- No: 48%
- Don’t know: 1%
Respondents that Visited the Route29Solutions.org Website Are Significantly More Likely to Feel Familiar with the Project

Q22. Have you ever visited VDOT’s www.Route29Solutions.org website?

- 45% Have not visited Route 29 Website
- 77%† Visited Route 29 Website

*Indicates proportion differs significantly from that of other travelers at a 95% level of confidence.
Three Quarters of Respondents Who Visited the Route 29 Solutions Website Rates It as Good or Excellent

Q22. On a scale of 1 to 5, where 1 is “poor” and 5 is “excellent”, how would you rate the Route 29 Solutions website that you visited?
Route 29 Travelers Who Have Visited Route29Solutions.org

100% × 86% × 58% × 53% × 51% = 13%

- 100% of travelers on Route 29 in the improvements area
- 86% are aware of the Route 29 corridor improvement projects
- 58% of those travelers aware VDOT information about Route 29
- 53% of those aware of the Route29Solutions.org website
- 51% of those who have visited the website

13% of all Route 29 travelers have visited the project website
# Route29Solutions.org Website Comparison

2016 Post-campaign Respondents Trend Higher in Awareness and Usage of the Website

<table>
<thead>
<tr>
<th>Category</th>
<th>2015 Benchmark</th>
<th>2016 Post-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness – <a href="http://www.Route29Solutions.org">www.Route29Solutions.org</a></td>
<td>46%</td>
<td>53%</td>
</tr>
<tr>
<td>Usage – <a href="http://www.Route29Solutions.org">www.Route29Solutions.org</a></td>
<td>42%</td>
<td>51%</td>
</tr>
</tbody>
</table>
Action –
Modified Behavior
Three out of five Route 29 travelers took action because of VDOT communications. Heavy Route 29 usage and/or visiting the website increased the likelihood of taking action regarding the project.
Almost Three Quarters of Respondents Who Were Aware of VDOT-provided Information about Route 29 Improvements Took One or More Actions Because of that Information

Q24. Has any information from VDOT on Route 29 corridor improvements caused you to do any of the following? Please select all that apply.

- Change your route: 52%
- Change the time you travel: 33%
- Visit the Route 29 Solutions website: 24%
- Attend a public meeting: 21%
- Provide input to the project: 10%
- Have done none of these: 27%
- Don’t know / not sure: 1%

72% of aware respondents “Took Action”
Route 29 Travelers Who Have Taken Action Based on Information Received to Date

100% \times 86\% \times 72\% = 62\%

- 100\% of travelers on Route 29 in the improvements area
- 86\% are aware of the Route 29 corridor improvement projects
- 72\% of those travelers aware of the Route 29 improvement plans have taken action
- 62\% of all Route 29 travelers have taken action based on information received to date
Respondents that Recalled Seeing or Hearing Advertisements Were Significantly More Likely to Have Visited the Route 29 Solutions Website

Q24. Has any information from VDOT on Route 29 corridor improvements caused you to do any of the following? Please select all that apply.
Heavy Users Are Significantly More Likely to Have Modified Their Behavior than Light or Medium Users

Route 29 Travelers Who Have Taken Action Based On Information Received To Date

- Light: 62%
- Medium: 73%
- Heavy: 78%*
Respondents Who Visited the Route 29 Website Are Significantly More Likely to Have Taken Action Regarding their Route 29 Travel

Q24. Has any information from VDOT on Route 29 corridor improvements caused you to do any of the following? Please select all that apply.
2016 Post-campaign Respondents Are Significantly More Likely to Have Taken Action Inspired by VDOT Route 29 Communications than 2015 Respondents

Q24. Has any information from VDOT on Route 29 corridor improvements caused you to do any of the following? Please select all that apply.  

- 64%  
- 0%  
- 20%  
- 40%  
- 60%  
- 80%  
- 100%  

2015 n = 237  
2016 n = 191

Route 29 Travelers Who Have Taken Action Based On Information Received To Date

<table>
<thead>
<tr>
<th></th>
<th>2015 Benchmark</th>
<th>2016 Post-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31%</td>
<td>62%*</td>
</tr>
</tbody>
</table>

*Note: The percentage marked with an asterisk is significantly higher than the benchmark.
Support & Improvements
Over two thirds of respondents support the Route 29 Improvement project, citing quicker travel and less traffic congestion as key benefits.
A Brief Description of the Improvement Project Was Shown to All Respondents

Now, I’m going to give you a brief description of the project to improve this area of the Route 29 corridor. This project represents a significant investment in mobility and reducing congestion on the busiest north-south corridor in the Charlottesville/Albemarle County region. The entire process includes eight improvement projects that will increase capacity and efficiency along Route 29, and provide alternate routes on parallel roads to help reduce traffic on Route 29.
Over Two Thirds of Respondents **Support** the Route 29 Improvement Project

Q7. On a scale of 1-5, where 1 is “do not support at all” and 5 is “support very much,” how much do you support this project?
Why Do You Say This?

Supports the Project

“It is very congested, businesses and the city is growing dramatically. Not just people from town, but university traffic. Also would help local businesses thrive—need more alternatives to main roads for out-of-town drivers.”

“Total project is going to make a big difference in congestion. Far better solution than the bypass idea that was rejected.”

“It’s going to make it a lot easier with traffic going into town. Taking traffic off of 29 with some the side roads they are working on.”

“It is already beginning to work. It has greatly improved the traffic for parts already done.”

“There is currently one way in and one way out, any improvement would be welcome. People are moving out there and making congestion a huge problem.”
Heavy and Medium Users Are Significantly More Likely to Support the Route 29 Improvement Project than Light Users

**Graph:**

- **Light:** 56%
- **Medium:** 69%*
- **Heavy:** 68%*

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

**Bar Chart:**

- Frequency of Traveling on Route 29
- Supports the Route 29 Improvement Project

**Legend:**

- Light
- Medium
- Heavy
Nine in Ten Respondents Traveled through the Intersection at Route 29 and Rio Road \textit{After} Construction was Completed

\textit{Eight in Ten Traveled this Area During Construction}

- I traveled through this intersection after construction was complete: 91%
- I traveled through this intersection prior to construction: 88%
- I traveled through this intersection during construction: 83%
- I have not traveled through this intersection: 2%

Q9. The project includes construction improvements to the intersection of Route 29 and Rio Road, most of which were conducted in the summer of 2016. Which of the following describes your travel behavior during this time period? Please select all that apply.
Quicker Travel and Less Traffic Congestion Are the Top Two Improvements Seen by Respondents Who Have Traveled Through the Area After Construction

Fewer than One in Eight Observed No Improvements

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traveling through the intersection is quicker</td>
<td>62%</td>
</tr>
<tr>
<td>Less traffic congestion</td>
<td>55%</td>
</tr>
<tr>
<td>The intersection is safer</td>
<td>49%</td>
</tr>
<tr>
<td>The time it takes to travel through the intersection is more predictable</td>
<td>44%</td>
</tr>
<tr>
<td>I have not observed any improvements</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>
14% of Respondents Did Not Support the Route 29 Improvement Project

Q7. On a scale of 1-5, where 1 is “do not support at all” and 5 is “support very much,” how much do you support this project?
Why Do You Say This?

Does NOT Support the Project

“I think a bypass would be more efficient.”

“It is not a true bypass. There is no true way around Charlottesville. I don't see how this is going to have a true positive impact.”

“I don't believe the plans will work, and it has been proven that it will not work. Businesses have closed because of this project.”

“I guess I don't really understand what they are trying to accomplish.”

“Watched what happened with Rio Road intersection... doesn't seem to have helped very much.”
Three of five respondents and over half of Route 29 travelers felt they had sufficient information concerning the Route 29 improvement project.
What Is the Optimal Score?

Q25. 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.
Q25. How would you describe the amount of information you have read or seen about plans for changes to Route 29 in this area?
Optimal Scores by VDOT Project

Previous projects range from 17% to 59%

<table>
<thead>
<tr>
<th>Project</th>
<th>Date</th>
<th>Optimal Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-66 Corridor Improvements</td>
<td>Summer 2014</td>
<td>17%</td>
</tr>
<tr>
<td>Dulles Metrorail Project</td>
<td>Fall 2004</td>
<td>31%</td>
</tr>
<tr>
<td>I-64 Hampton Construction</td>
<td>Summer 2005</td>
<td>34%</td>
</tr>
<tr>
<td>I-66 Inside the Beltway</td>
<td>Fall 2004</td>
<td>38%</td>
</tr>
<tr>
<td>Overall Statewide, Wave 8</td>
<td>Winter 2014</td>
<td>41%</td>
</tr>
<tr>
<td>Springfield Interchange</td>
<td>Summer 2005</td>
<td>56%</td>
</tr>
<tr>
<td>Richmond Bridge Restoration Project</td>
<td>Fall 2012</td>
<td>59%</td>
</tr>
</tbody>
</table>
What Is the Optimal Score?

Q25. How would you describe the amount of information you have read or seen about plans for changes to Route 29 in this area?

It depends on where you are in the project and with the information campaign—at the start or near the end.

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

48%  
Route 29 Solutions Project, winter 2015 (benchmark)

59%  
VDOT’s highest score: end of Richmond Bridge Restoration Project, fall 2012
2016 Post-campaign Optimal Score is 9 Points Above 2015 Benchmark, a Significant Increase

It depends on where you are in the project and with the information campaign—at the start or near the end.
Thank You!