

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.

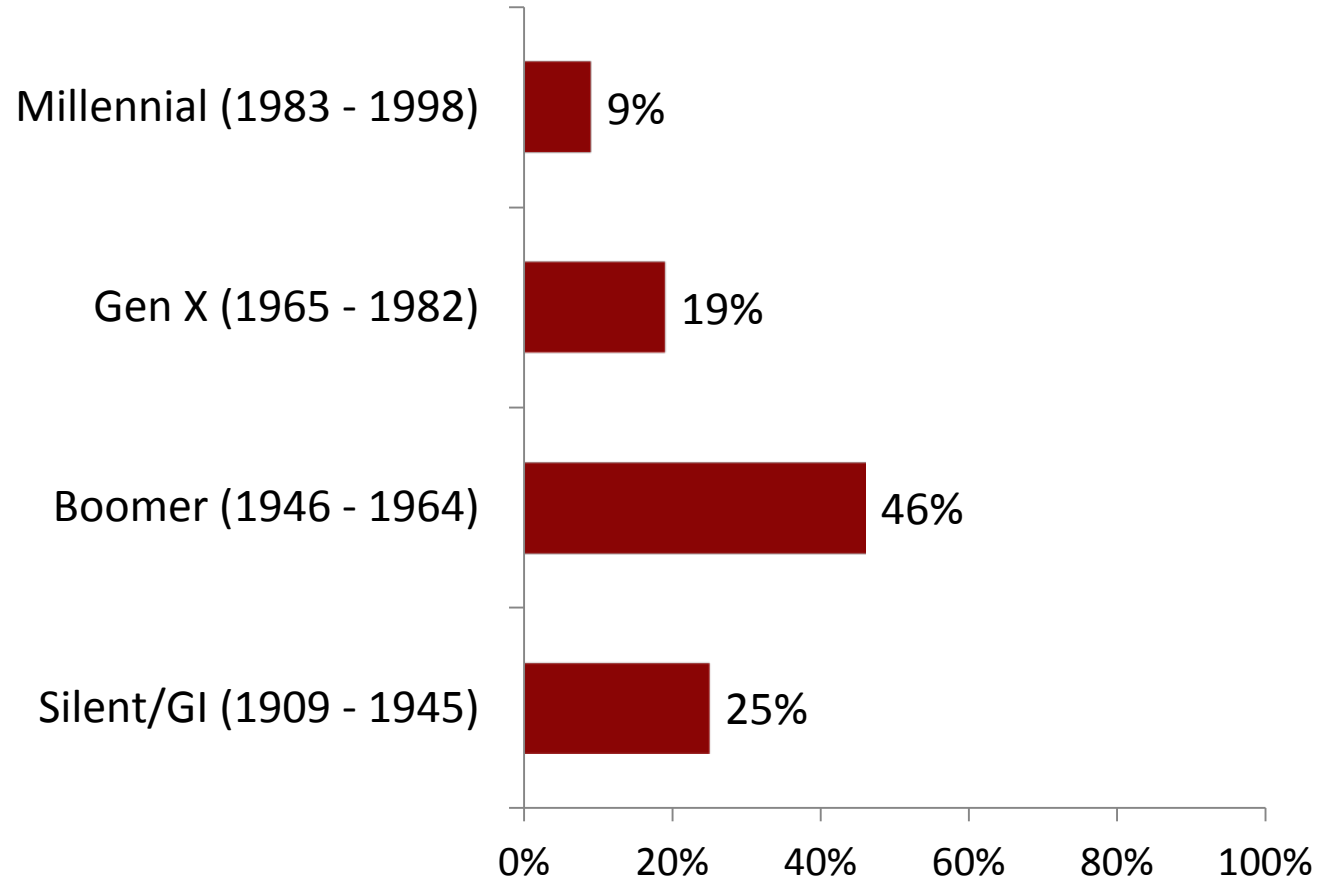
Key Takeaways

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.

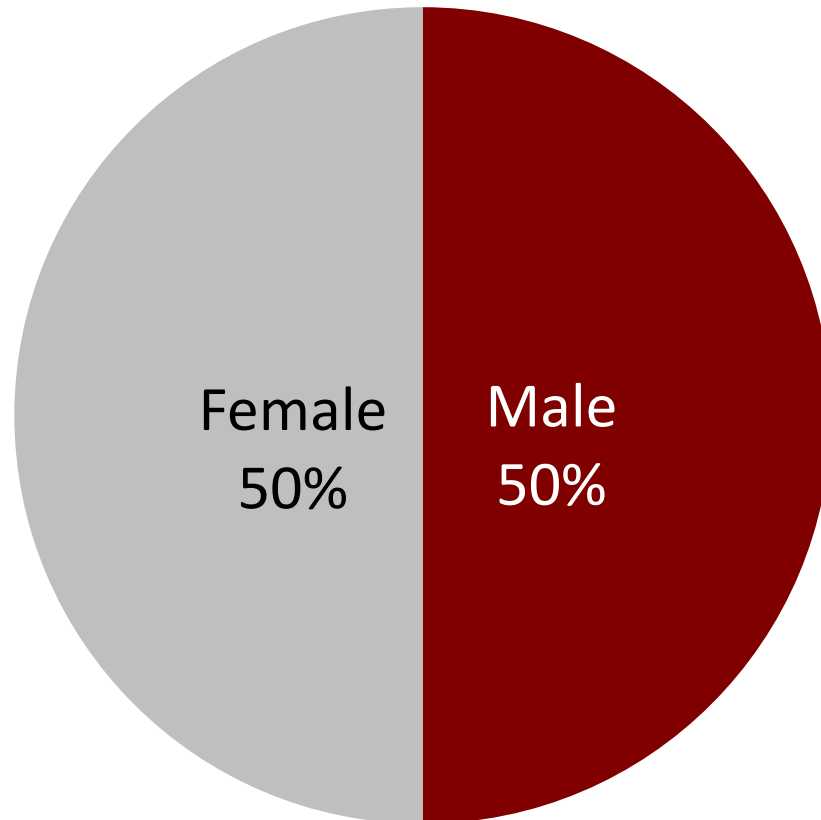
Respondent Profile

Respondents by Generation



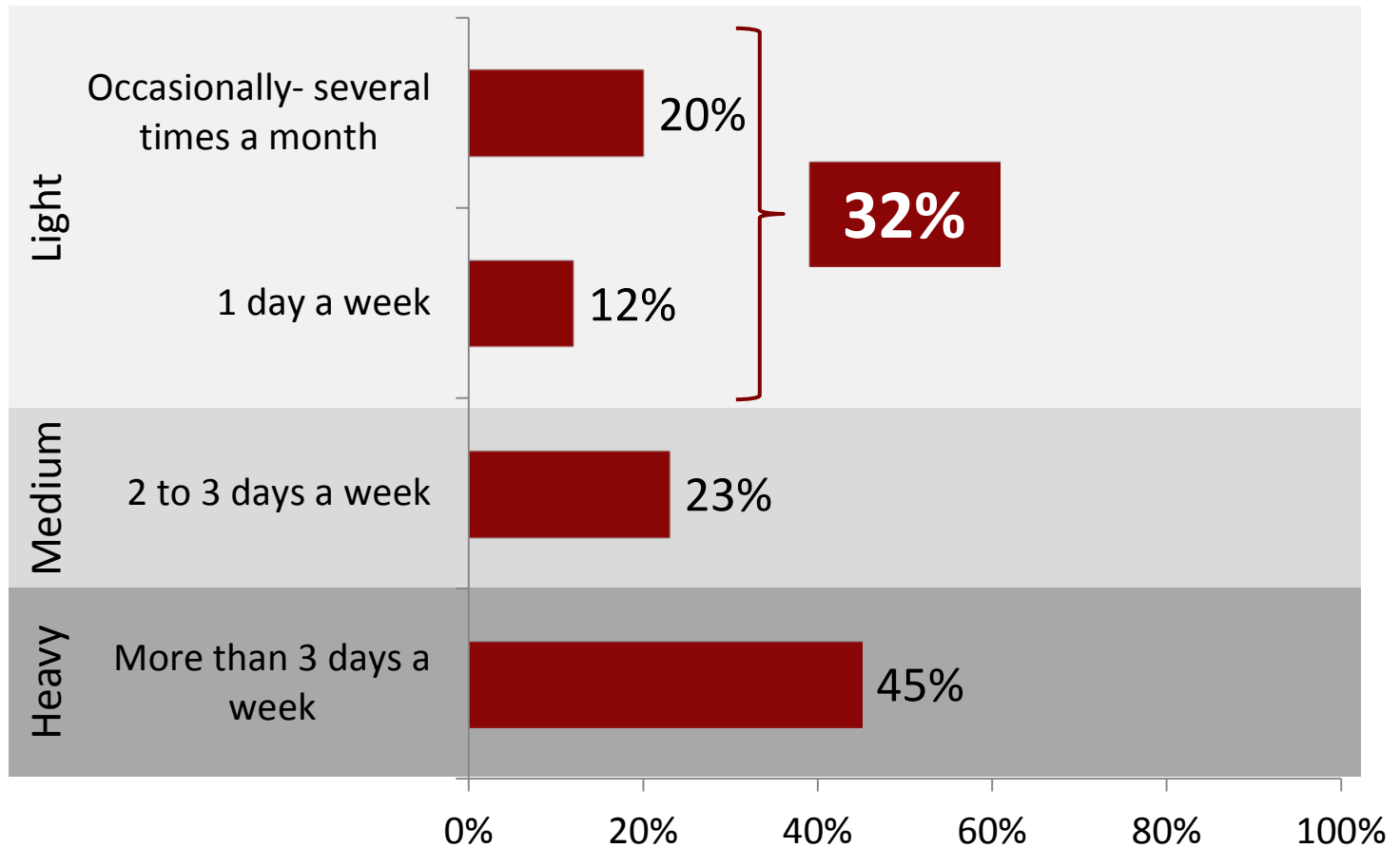
Q1. Our first question is for classification purposes only. In what year were you born?

Respondents by Gender



Q31. [Please indicate if respondent is male or female]

Respondents by Route 29 Usage



Demographic Comparison

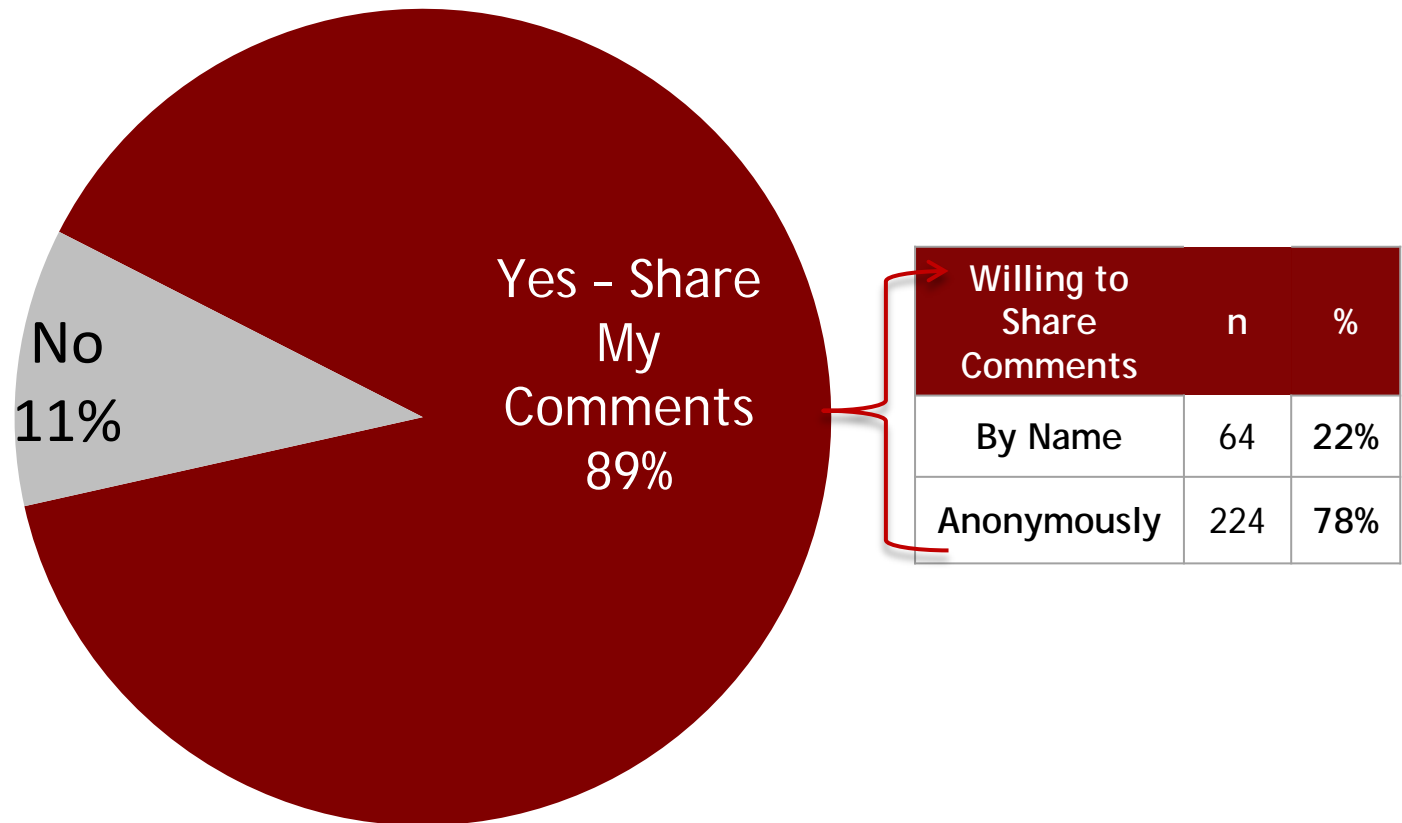
Demographics Did Not Significantly Change Between Benchmark and Post-campaign Studies

Category	2015 Benchmark	2016 Post-campaign
Sample Size	400	327
Age	Boomer, 43%	Boomer, 46%
Gender	Male, 53%	Male, 50%
Route 29 Usage	More than 3 days a week, 52%	More than 3 days a week, 45%

Respondents by Generation, Gender, and Usage

	Demographic	Frequency of Traveling on Route 29		
		Light	Medium	Heavy
Generation	Millennials	33%	33%	50%
	Gen X	29%	17%	56%*
	Boomers	36%	22%	43%
	Silent/GI	30%	33%	37%
Gender	Male	32%	20%	48%
	Female	34%	26%	40%

Nine out of Ten Respondents Are Willing to Have Their Comments Shared Publicly

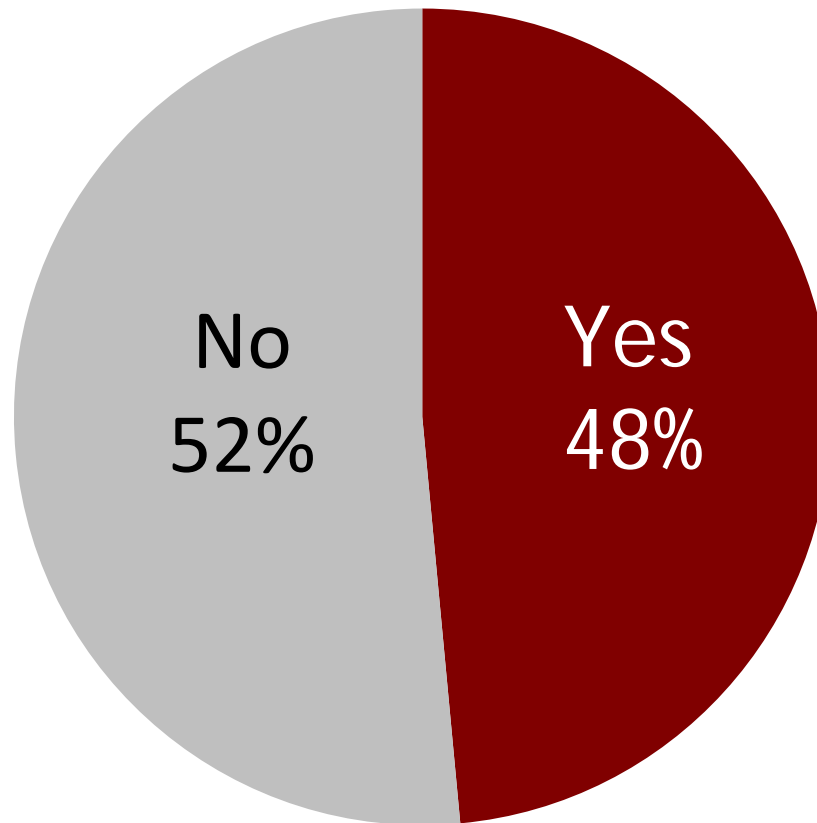


Q27. The opinions you shared in this survey are very helpful. Would you be willing to allow VDOT to share comments you have given in this survey publicly?

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*

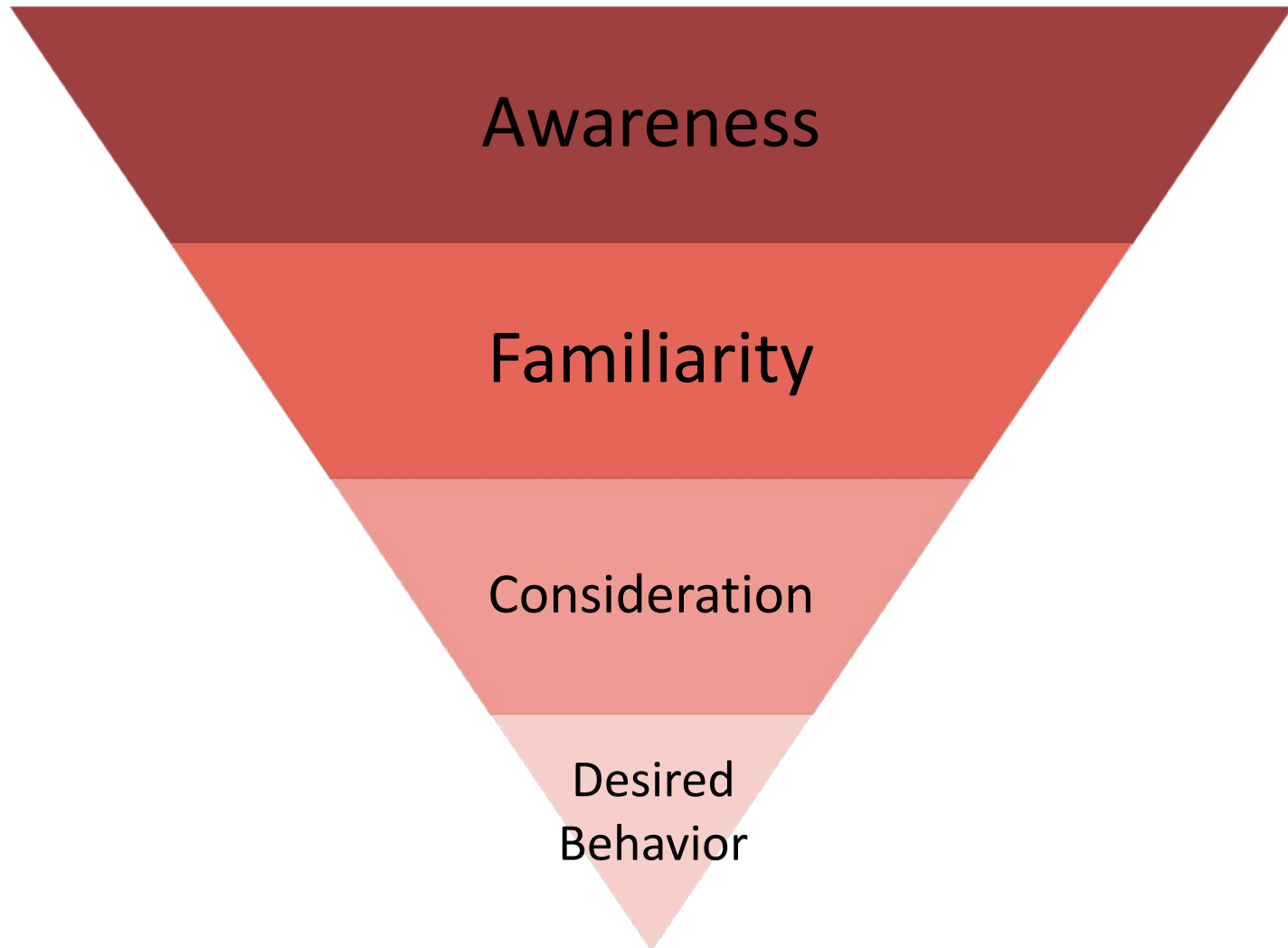


Q29. In the future, VDOT may create a panel of opinion leaders to guide them in future research regarding traffic and transportation issues. This panel would share their opinions through online surveys, group discussions, or by telephone. Would you be interested in participating on such a panel, if we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

Findings

Marketing Communications Model

Awareness, Familiarity, Consideration, Desired Behavior

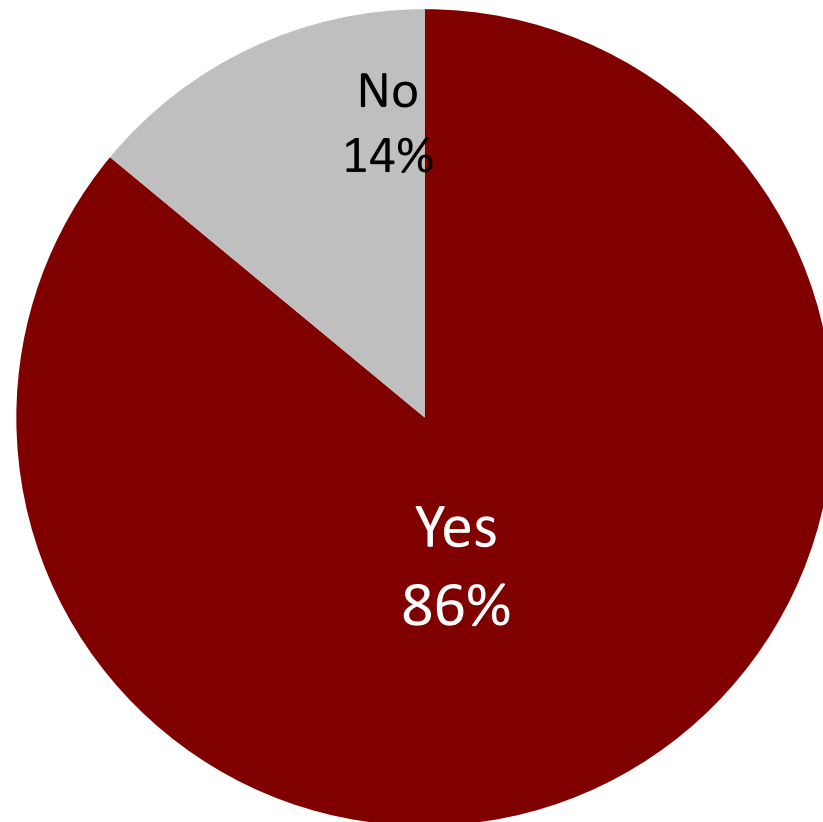


Awareness &
Familiarity –
Overall Project

1

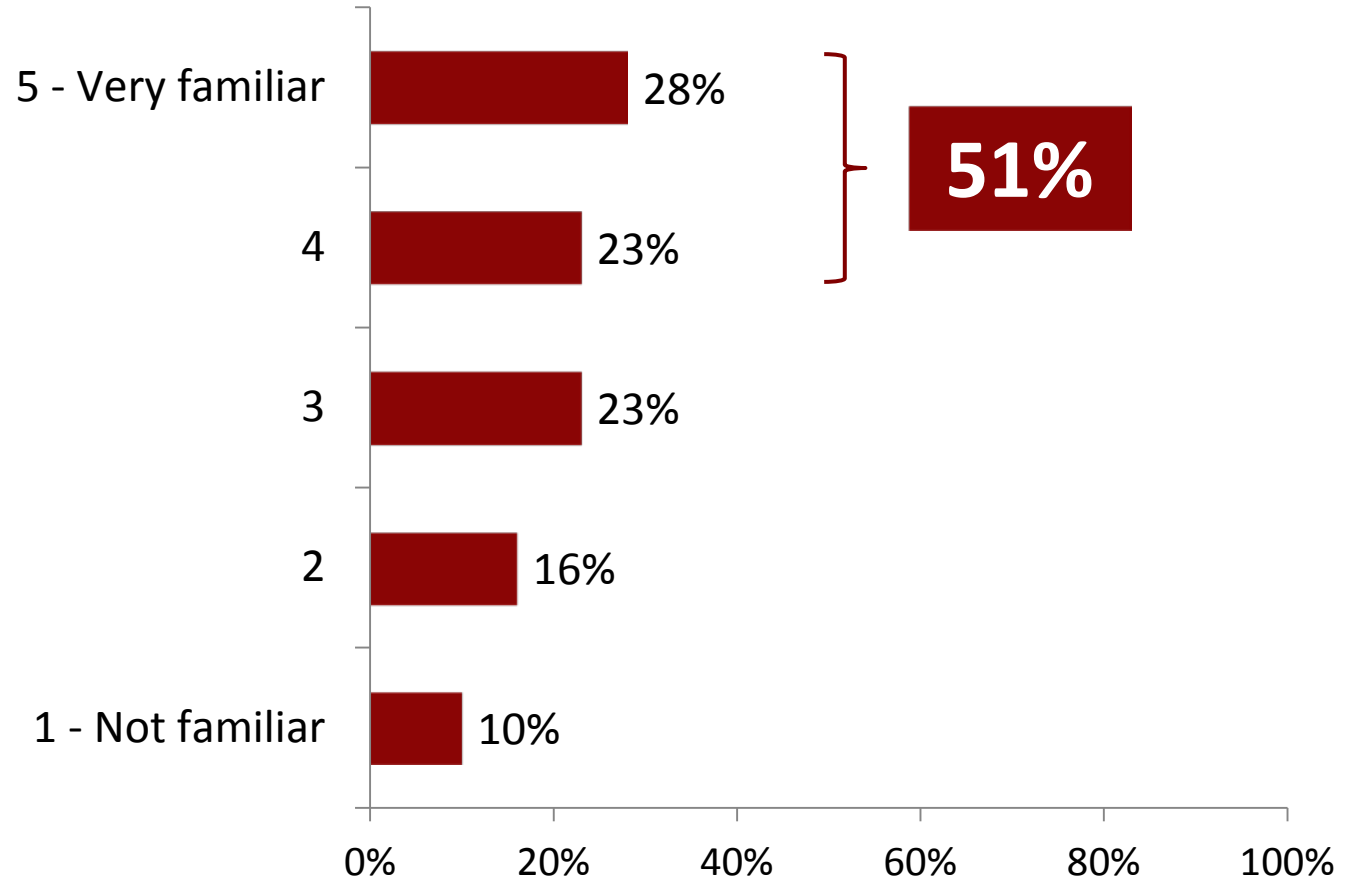
Current awareness for the Route 29 Improvement Project is very high. About half of all respondents feel familiar with the project, with heavy users having the most familiarity.

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?

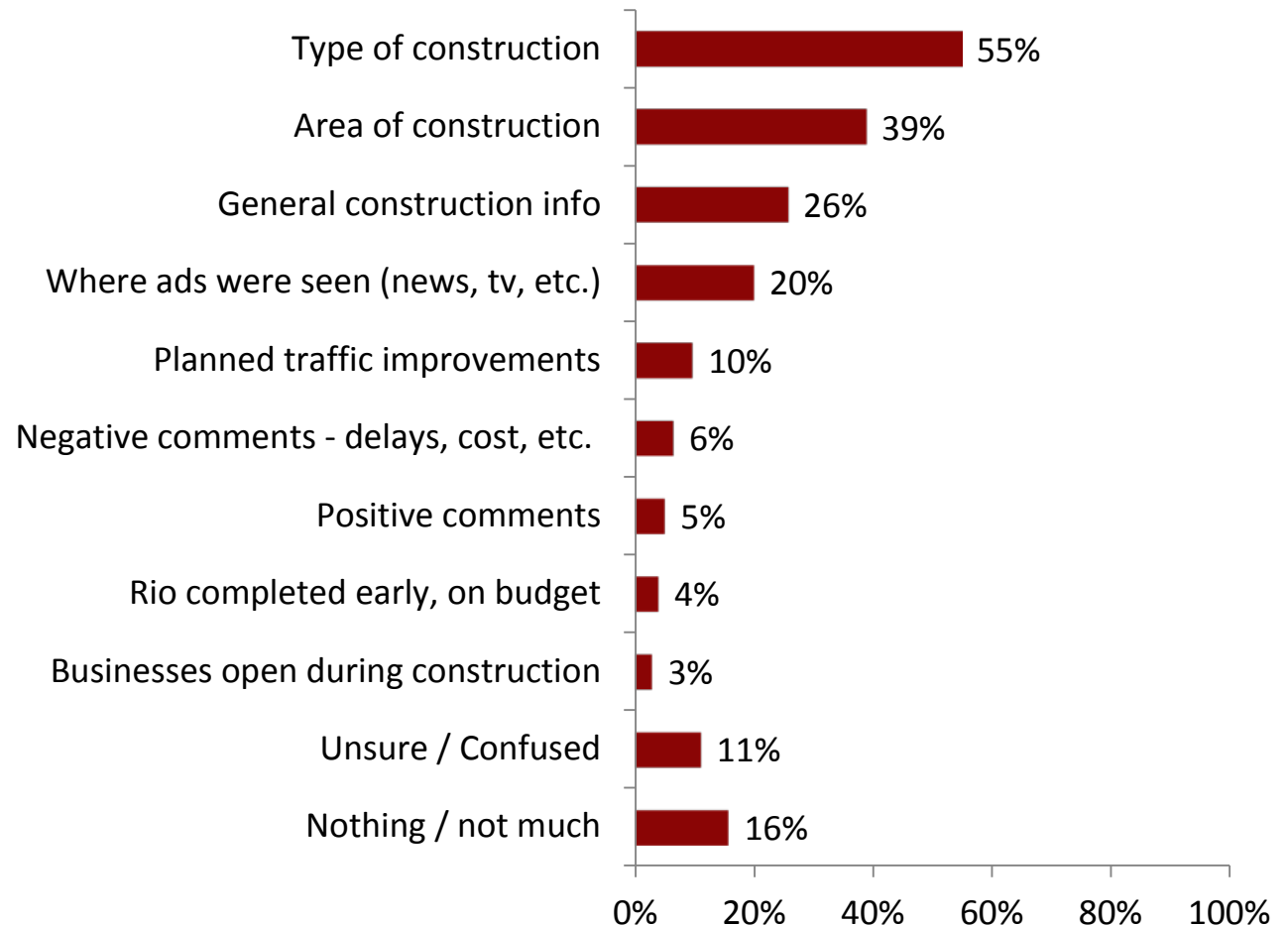
Heavy Users Are More Aware and More Familiar with Route 29 Corridor Improvement Projects than Medium and Light Users

Category	Frequency of traveling on Route 29	Percentage
Awareness of plans to improve Route 29	Light	79%
	Medium	85%
	Heavy	91%*
Familiar with plans to improve Route 29	Light	40%
	Medium	40%
	Heavy	64%*

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

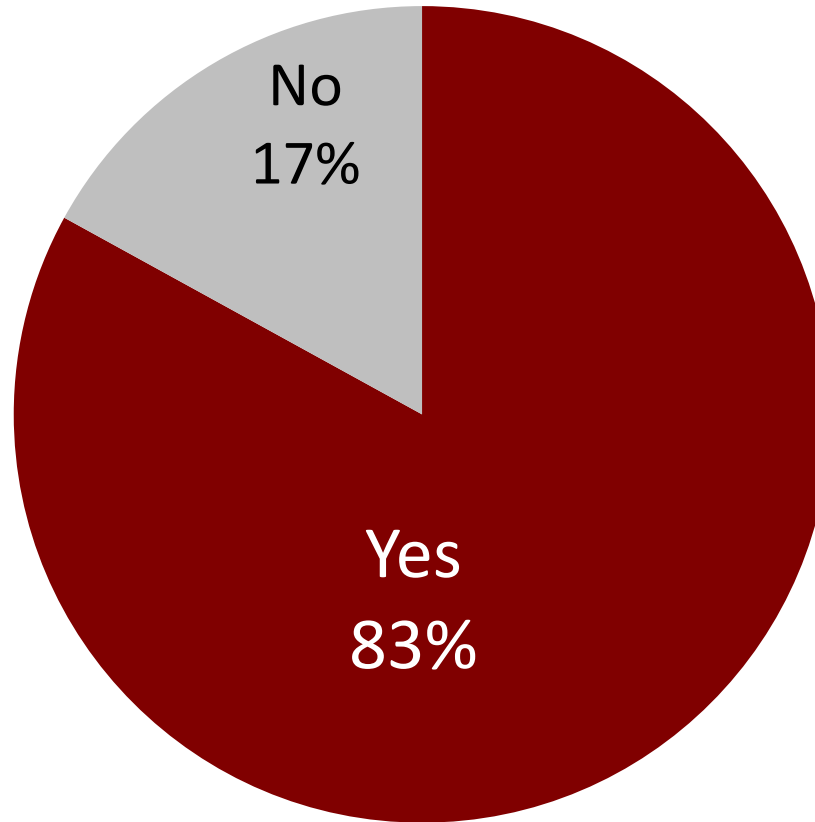
2016 Post-campaign Heavy Users Of Route 29 Trend Higher In Familiarity Than In 2015 Benchmark

Category		2015 Benchmark	2016 Post-campaign
Awareness – Route 29 Improvements	All Users	90%	86%
	Heavy Users	91%	92%
Familiarity – Route 29 Improvements	All Users	51%	51%
	Heavy Users	58%	64%

2

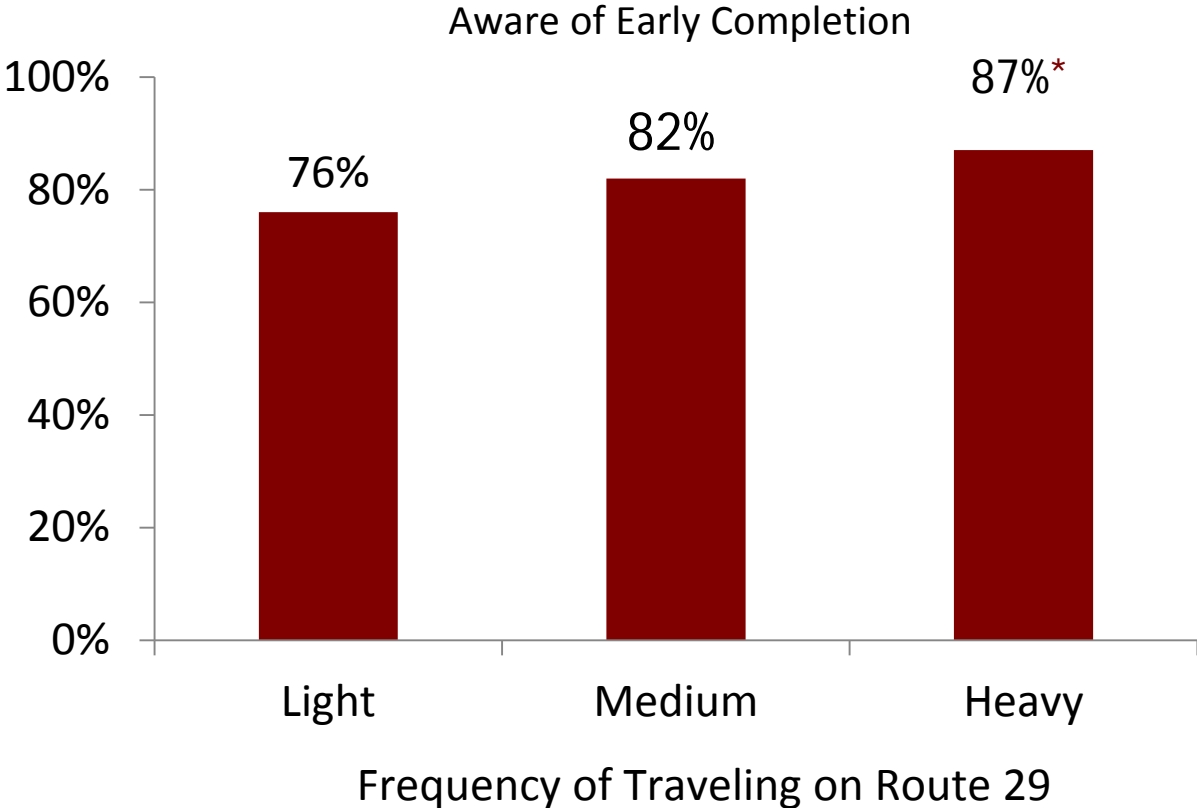
Respondents, especially heavy users of Route 29, are largely aware of the early completion of the Rio Road improvements.

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

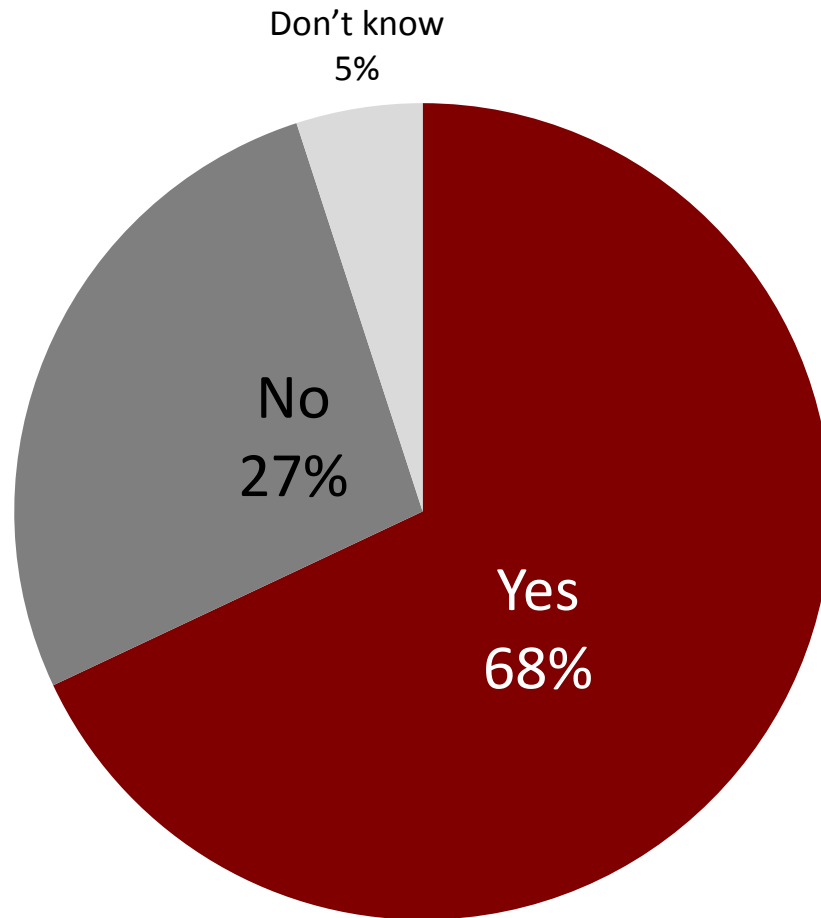


Awareness & Familiarity – Information Campaign

3

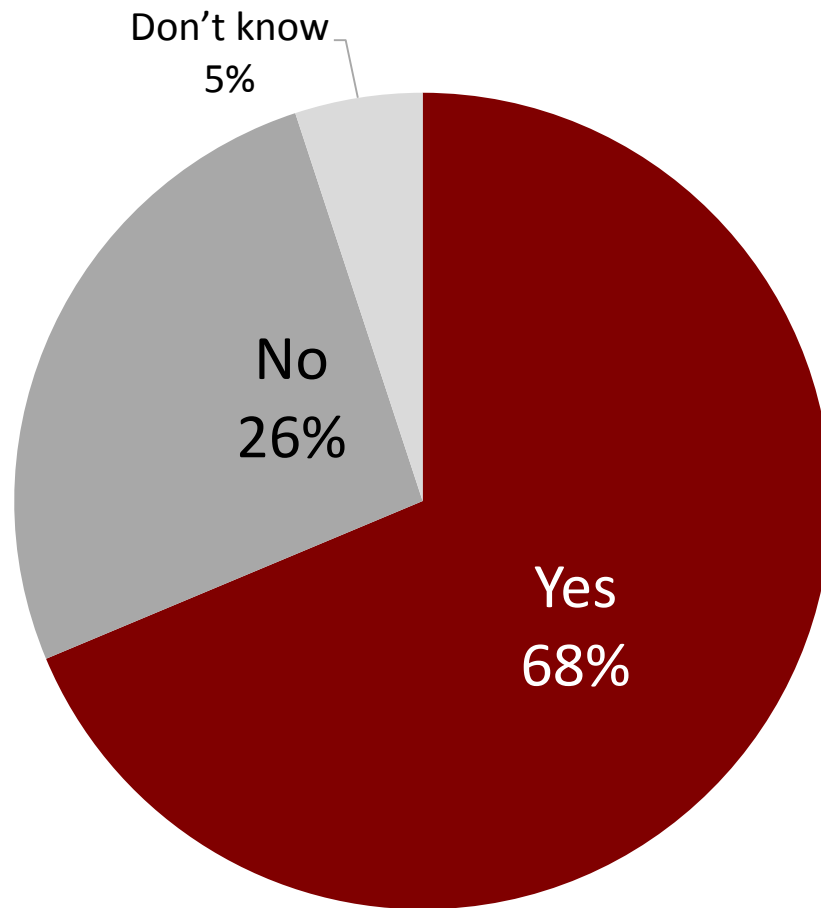
Over two thirds of respondents are aware of both Route 29 Solutions and VDOT's association with the improvement project.

Over Two Thirds of Those Aware of the Route 29 Improvement Plans are **Aware** of the Phrase “Route 29 Solutions”



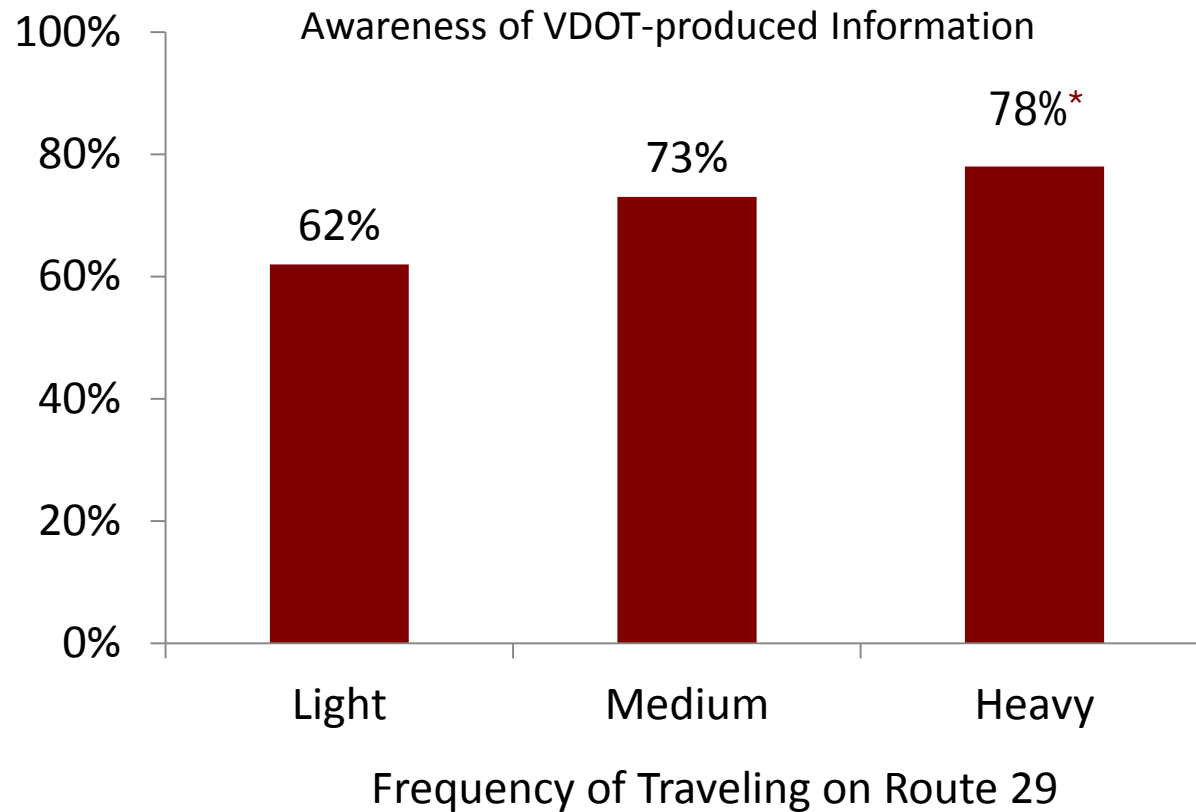
Q12. Have you ever heard, seen, or read the phrase “Route 29 Solutions”?

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?

Heavy Users Are Significantly More Aware of VDOT-produced Information than Light or Medium Users



Route 29 Solutions & VDOT Awareness Comparison

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

Category	2015 Benchmark	2016 Post-campaign
Awareness – Route 29 Solutions	57%	68%*
Awareness – Information from VDOT	60%	68%*

Route 29 Travelers Aware of VDOT's Information Campaign

$$100\% \times 86\% \times 68\% = 58\%$$

travelers on
Route 29 in the
construction
area

are aware of the
Route 29 corridor
improvement
projects

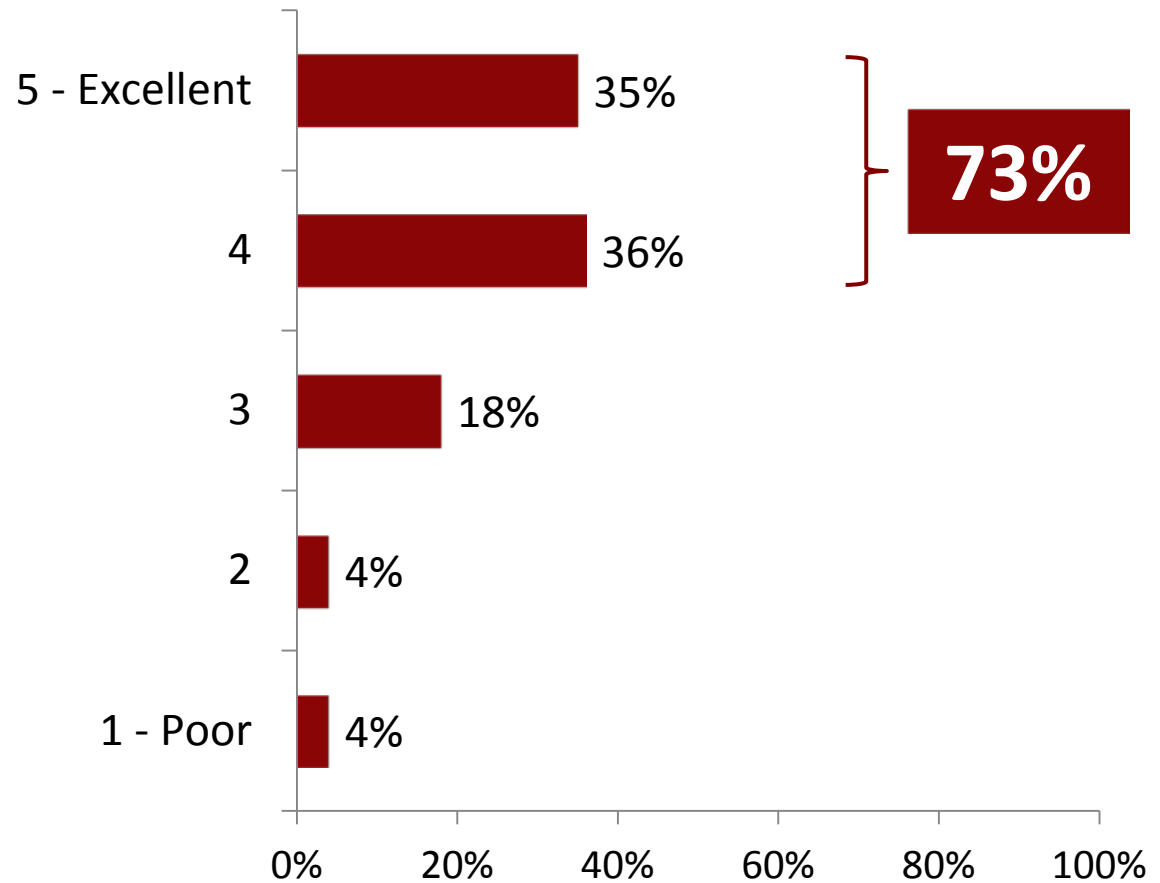
of those aware of
the Route 29
improvement plans
are aware of
VDOT's Public
Information
Campaign

of all Route 29
travelers are
aware of VDOT's
outreach efforts

4

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

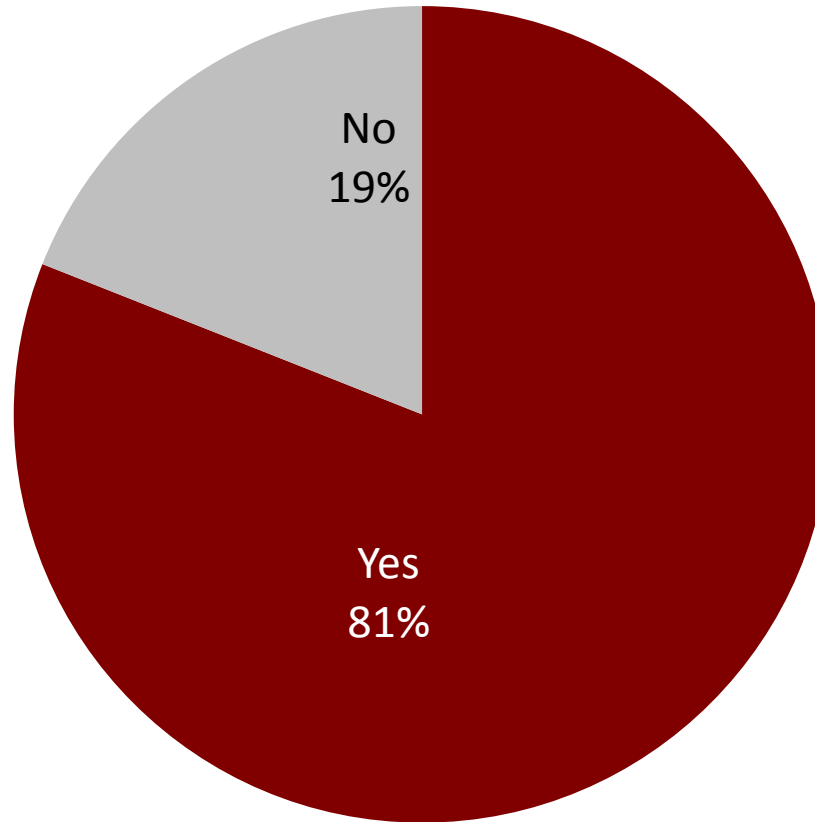


Q14. On a scale of 1 to 5, where 1 is “poor” and 5 is “excellent”, how would you rate VDOT’s communications regarding the Route 29 improvement project?

5

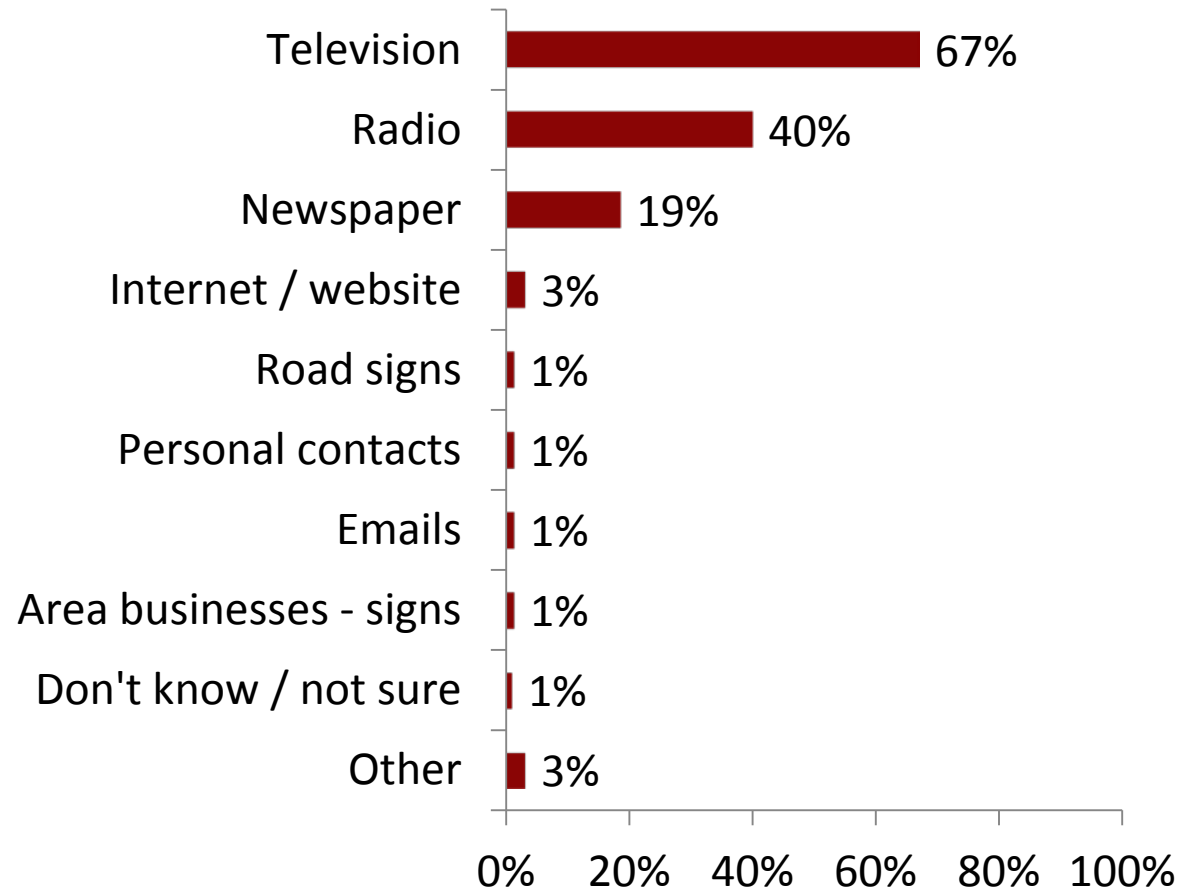
Four out of five respondents saw or heard a Route 29 Solutions advertisement, mostly on television or radio, increasing familiarity with the project.

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”

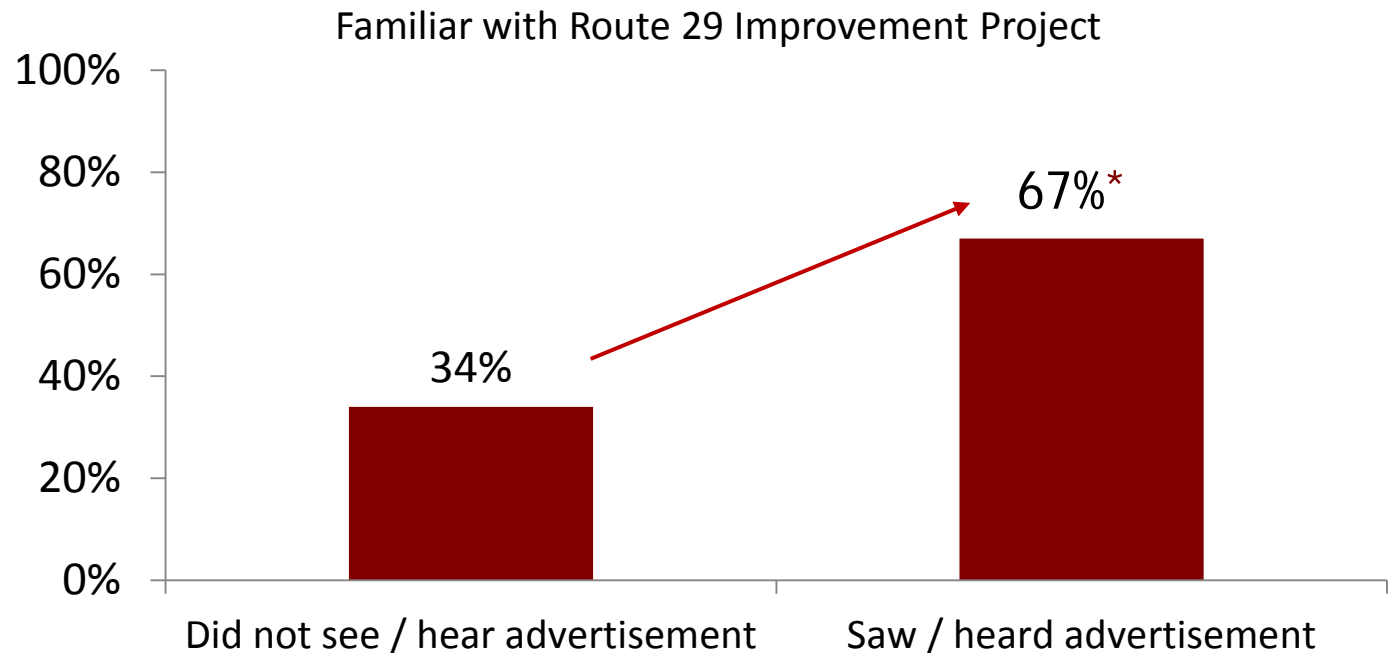


Q16. Do you recall seeing or hearing any advertisements from VDOT about plans to improve this area of the Route 29 corridor? The advertisements would have contained the phrase “Route 29 Solutions.”

Two Thirds of Respondents Who Were Aware of Advertisements Saw the Ads on Television



Respondents Who Have Seen or Heard an Advertisement Are Significantly More Likely to Feel Familiar with the Route 29 Improvement Project

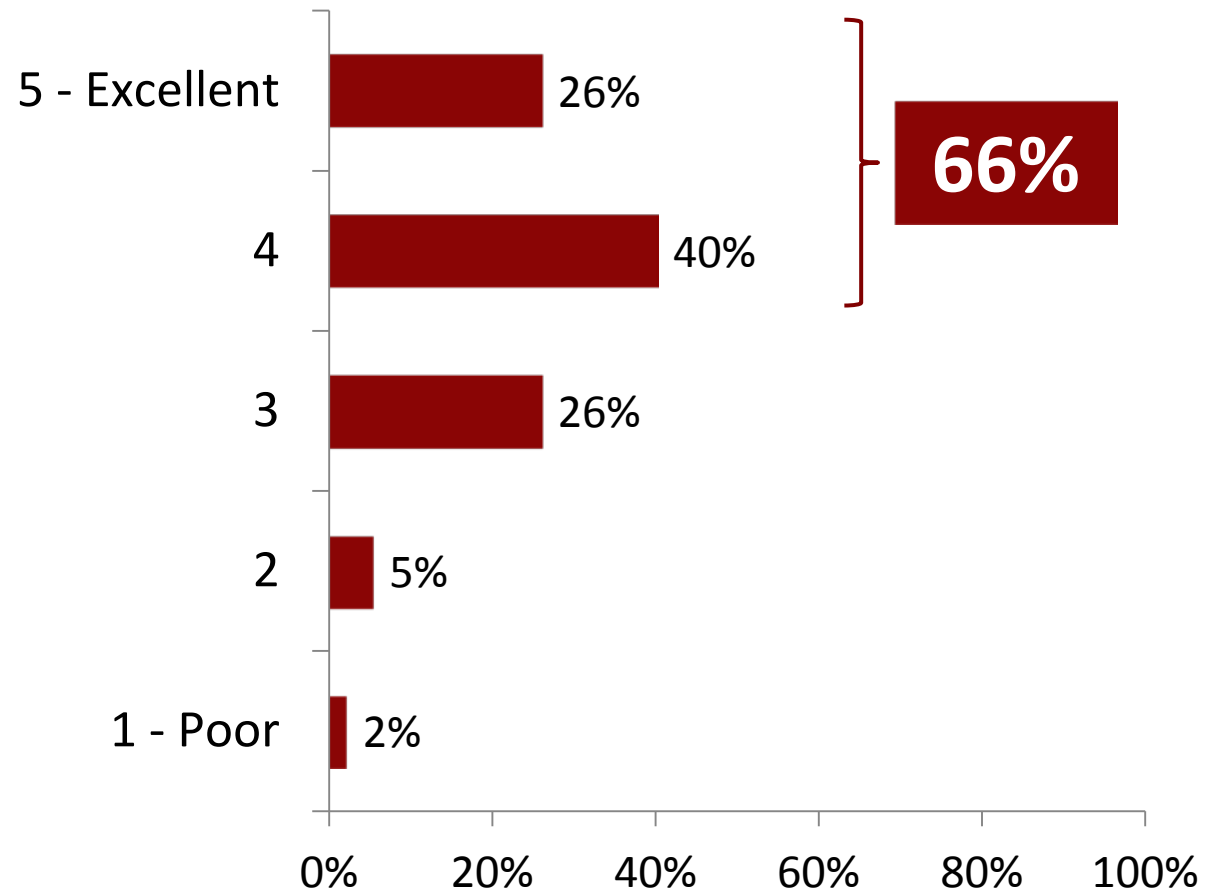


Q16. Do you recall seeing or hearing any advertisements from VDOT about plans to improve this area of the Route 29 corridor? The advertisements would have contained the phrase "Route 29 Solutions."

6

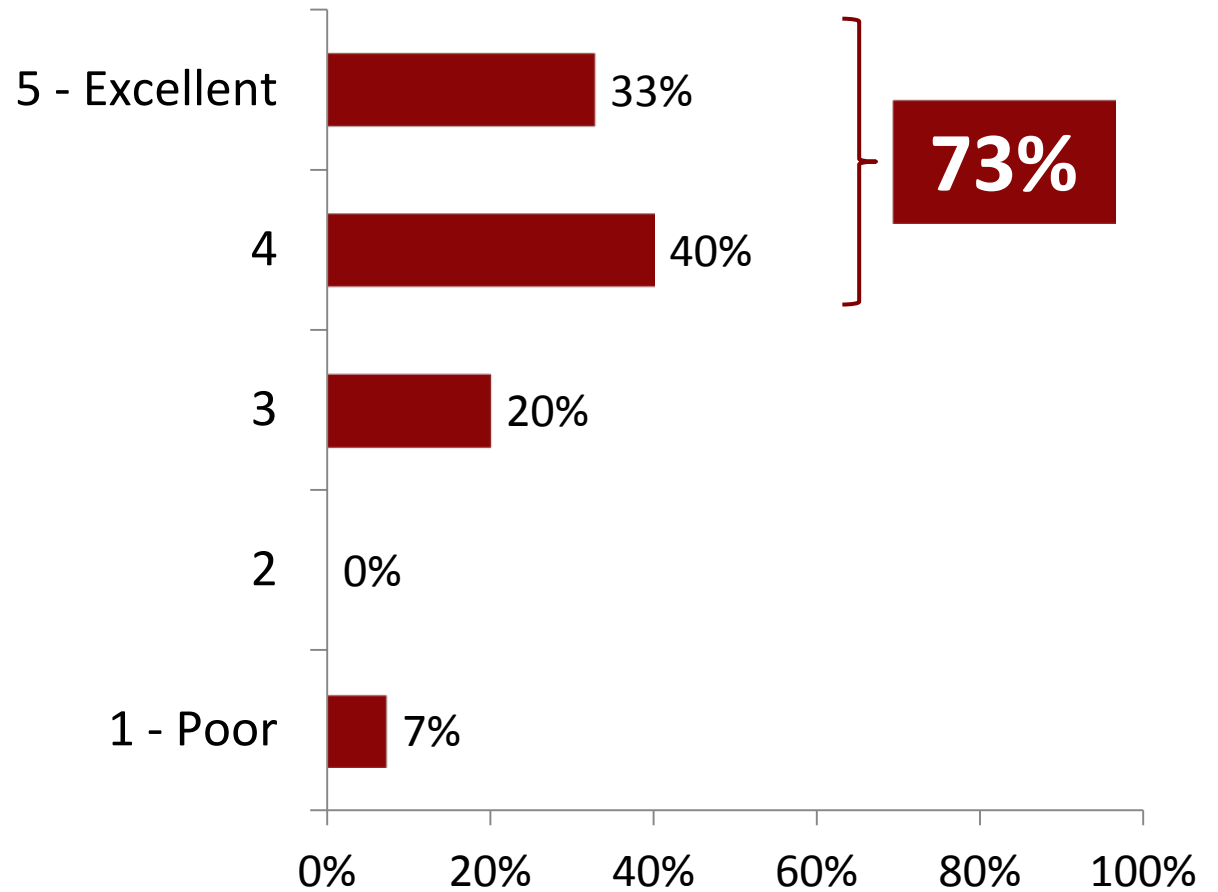
Advertisements are seen as good or excellent by the majority of respondents, with largest recall being centered on the message of local businesses being open during construction.

Two Thirds of Respondents Who Saw Route 29 Solutions Television Ads Rate Them as Good or Excellent



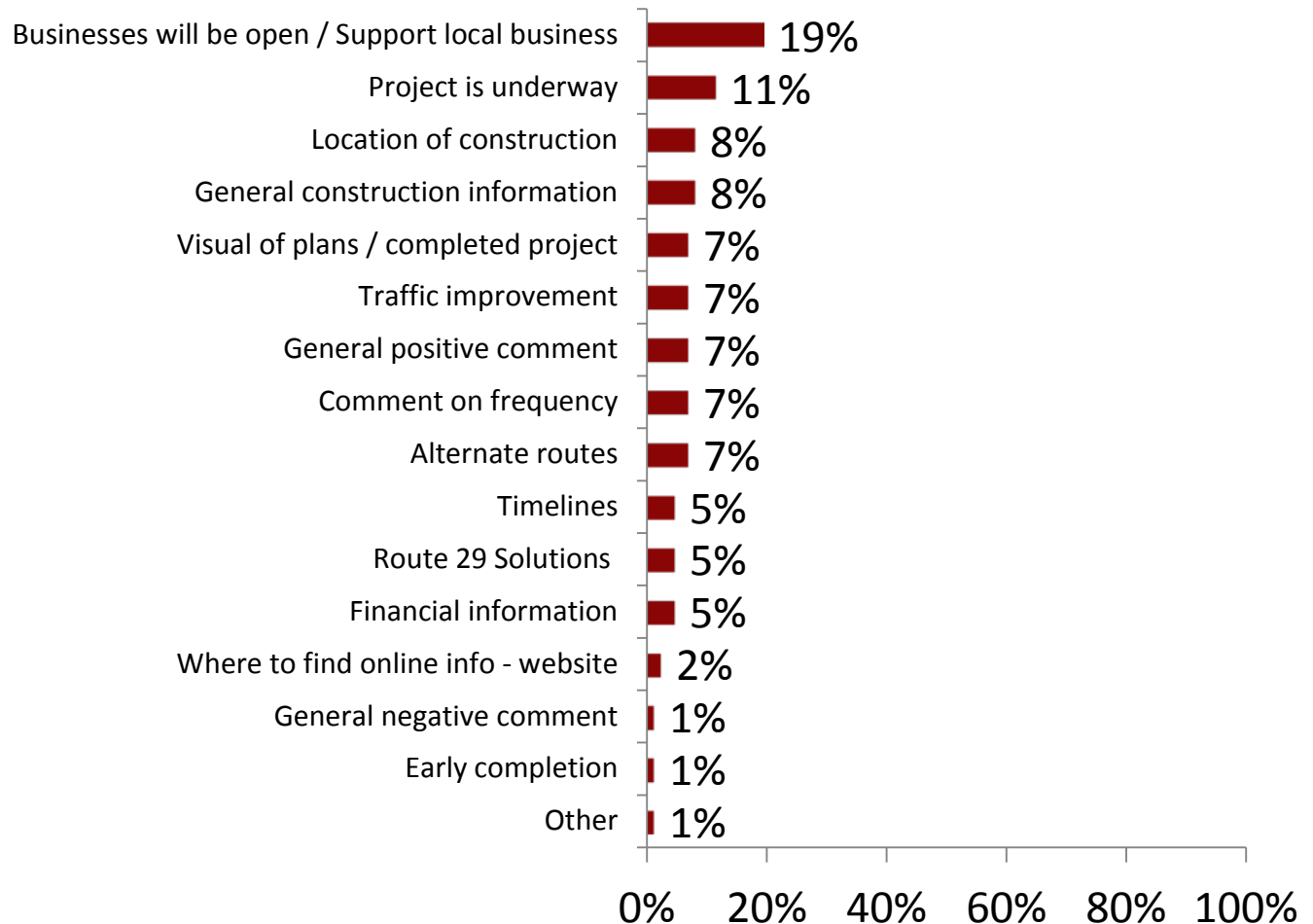
Q19. On a scale of 1 to 5, where 1 is "poor" and 5 is "excellent", how would you rate the Route 29 Solutions television advertisement that you saw?

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



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.”

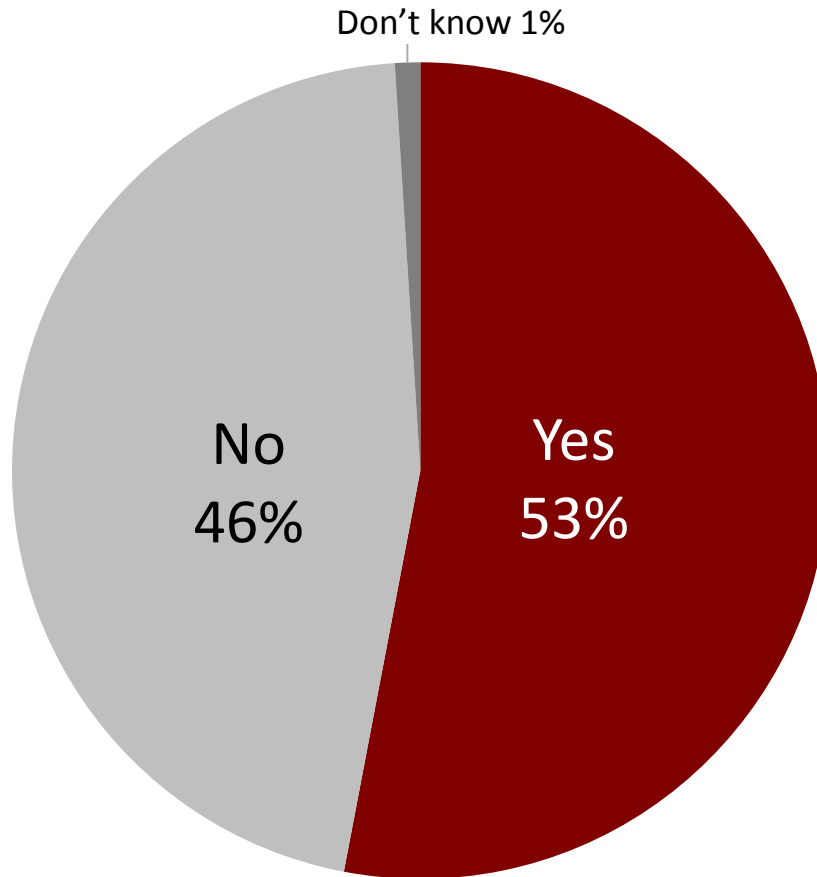
“They visited the business in which I worked and handed out maps to our customers.”

Awareness &
Familiarity –
Route 29 Solutions
Website

7

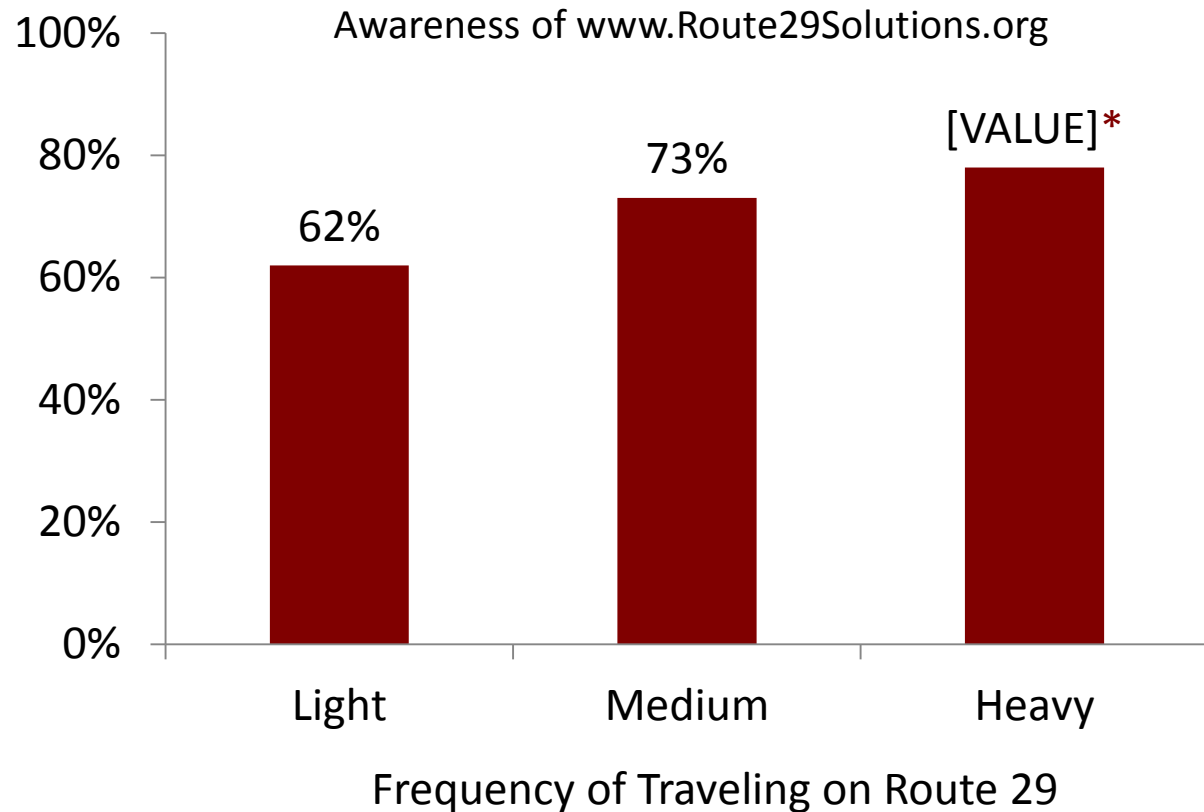
Three quarters of visitors to the Route 29 website rated it as good or excellent. Website visitation led to increases in familiarity with the project.

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

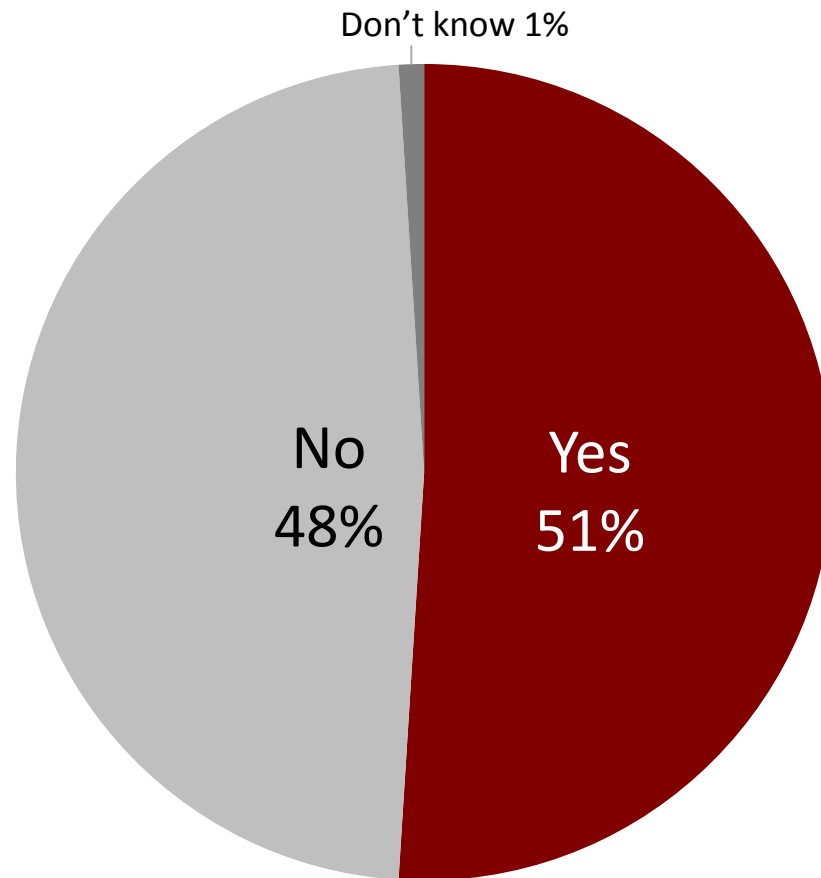


Q21. Are you aware of VDOT's project website, "W-W-W-dot-Route-29-Solutions-dot-org"?

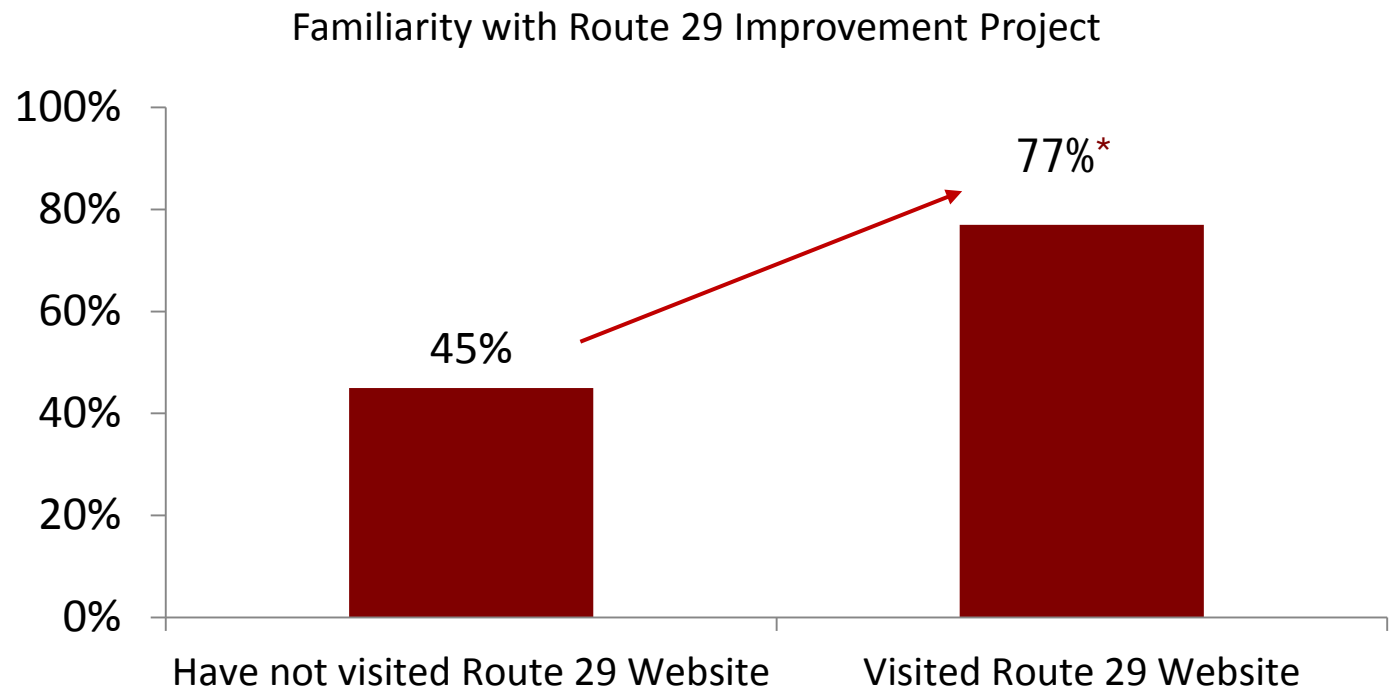
Heavy Users Are Significantly More Likely to Be Aware of the Route29Solutions.org Website than Light or Medium Users



Half of Those Respondents Who are Aware of the Route29Solutions.org Website Have Visited the Website

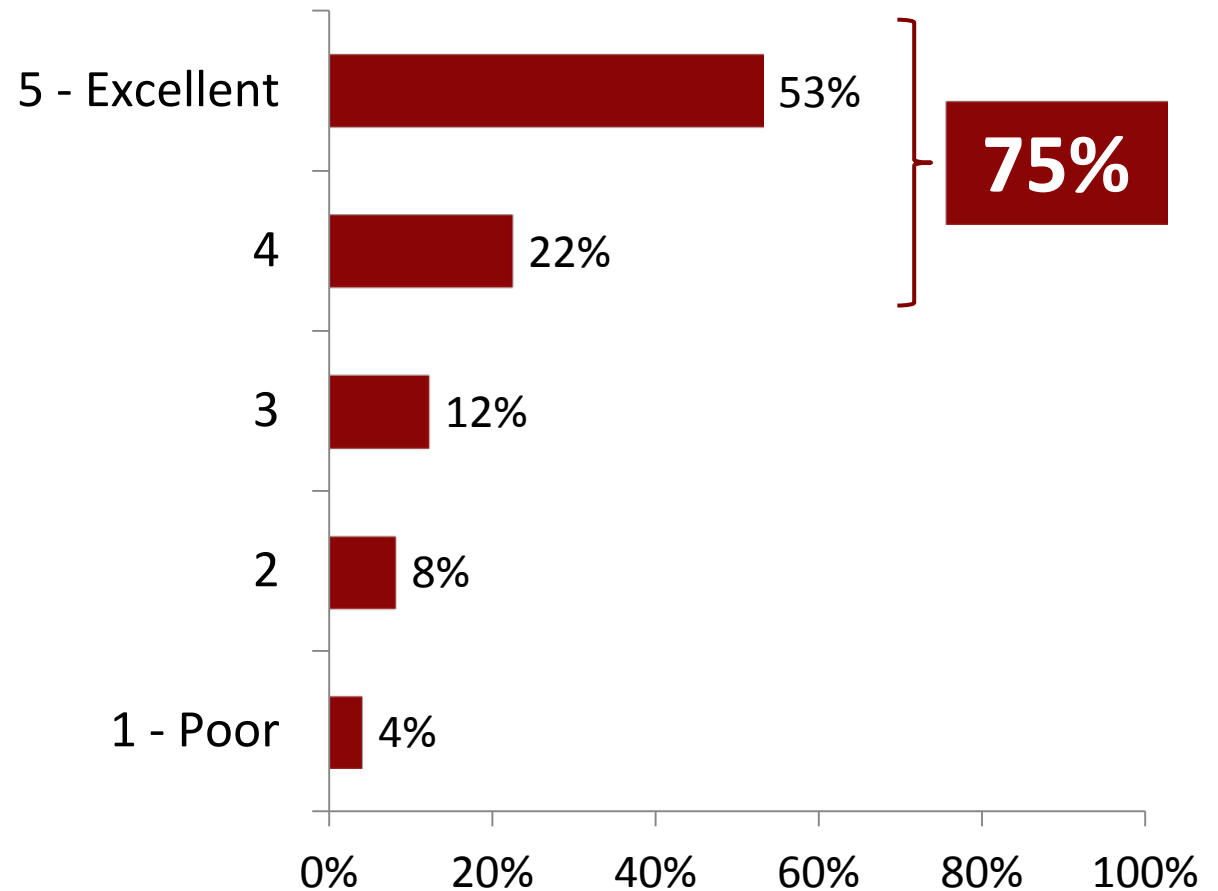


Respondents that Visited the Route29Solutions.org Website Are Significantly More Likely to Feel Familiar with the Project



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

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% x 86% x 58% x 53% x 51% = 13%

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

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

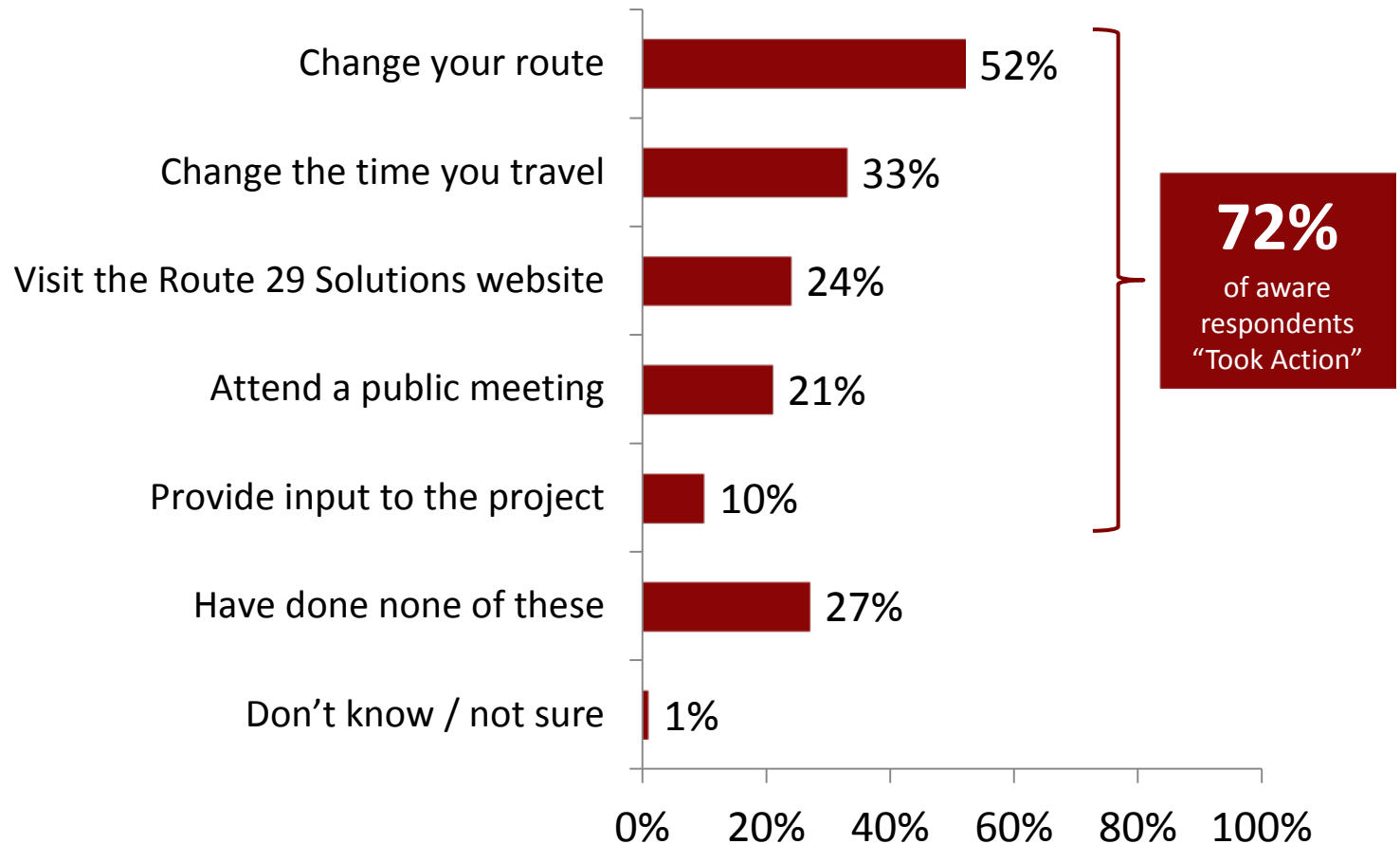
Category	2015 Benchmark	2016 Post-campaign
Awareness – www.Route29Solutions.org	46%	53%
Usage – www.Route29Solutions.org	42%	51%

Action – Modified Behavior

8

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.

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

100% x 86% x 72% = 62%

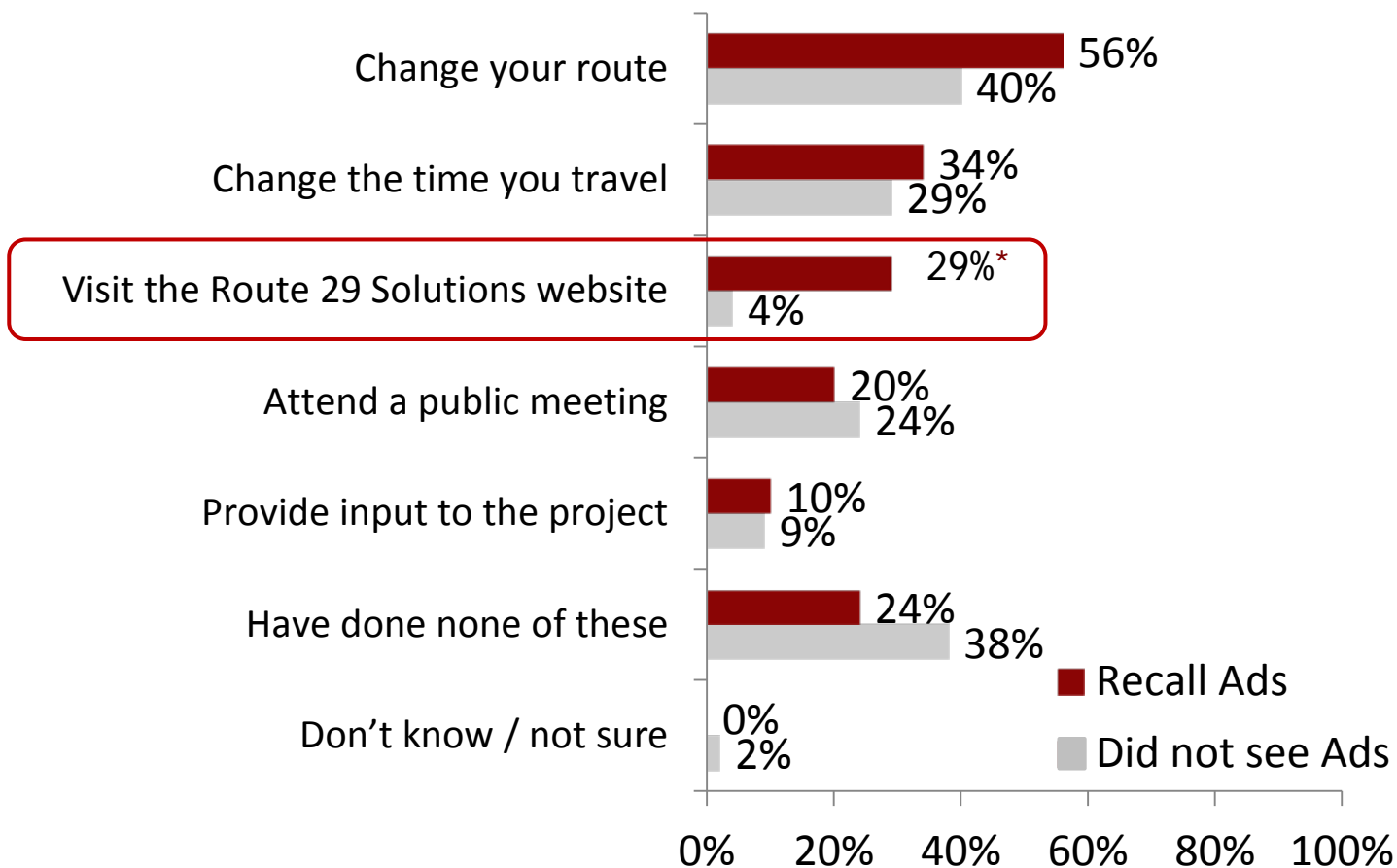
travelers on
Route 29 in the
improvements
area

are aware of
the Route 29
corridor
improvement
projects

of those
travelers aware
of the Route 29
improvement
plans have
taken action

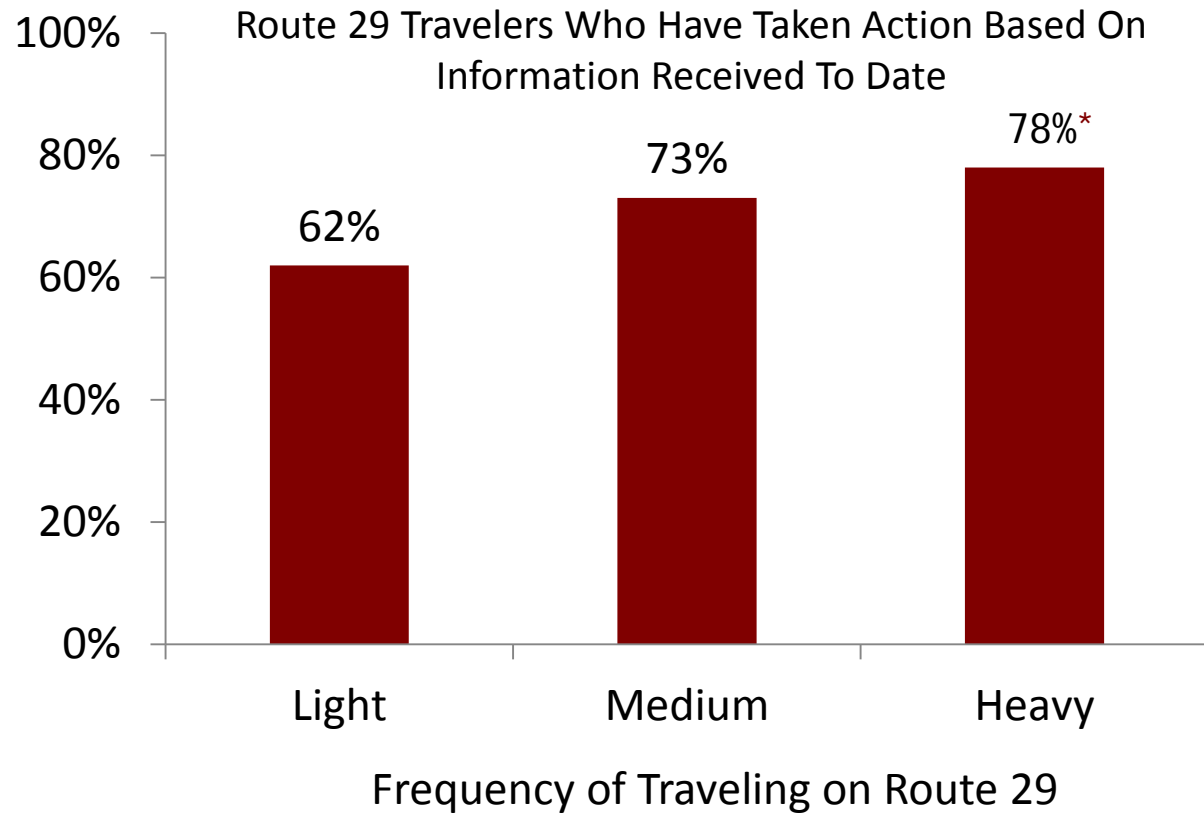
of all Route 29
travelers have
taken action
based on
information
received
to date

Respondents that Recalled Seeing or Hearing Advertisements Were Significantly More Likely to Have Visited the Route 29 Solutions Website

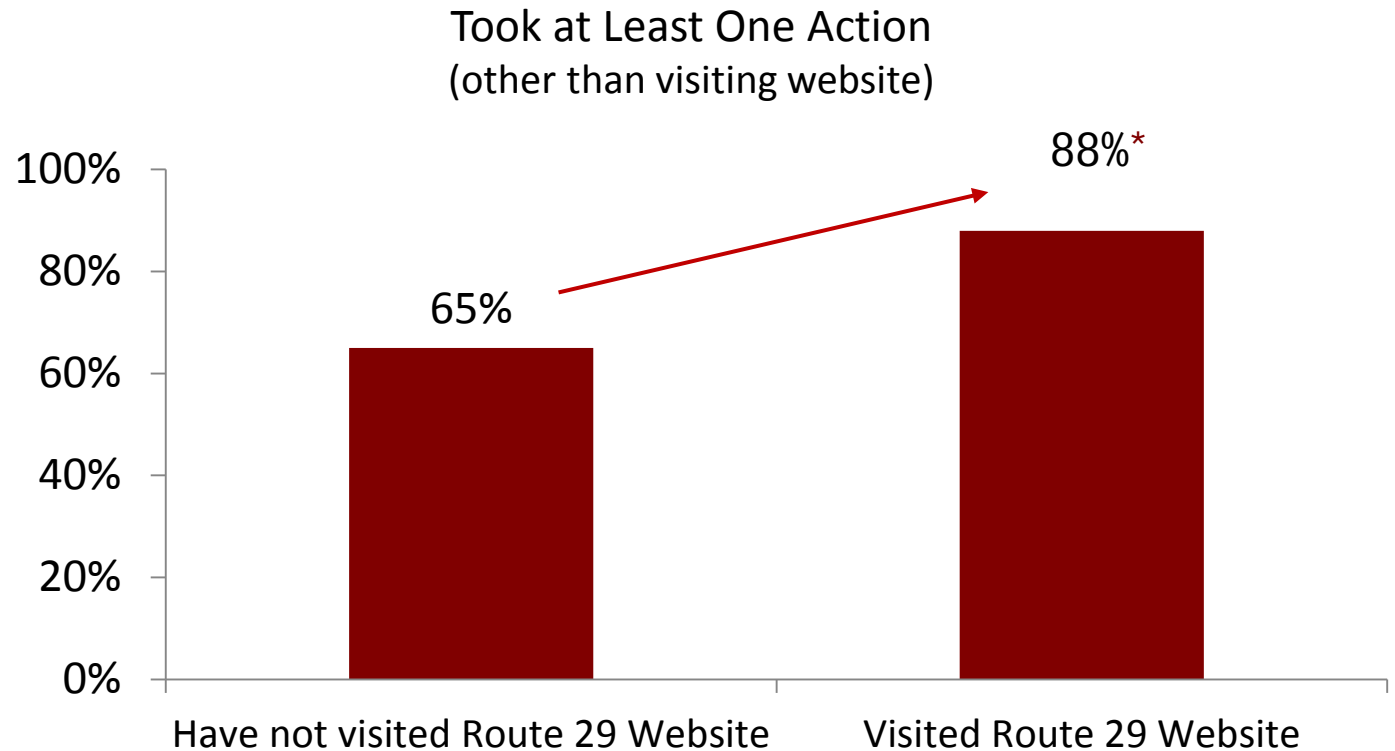


Q24. Has any information from VDOT on Route 29 corridor improvements caused you to do any of the following? Please select all that apply.

Heavy Users Are Significantly More Likely to Have Modified Their Behavior than Light or Medium Users

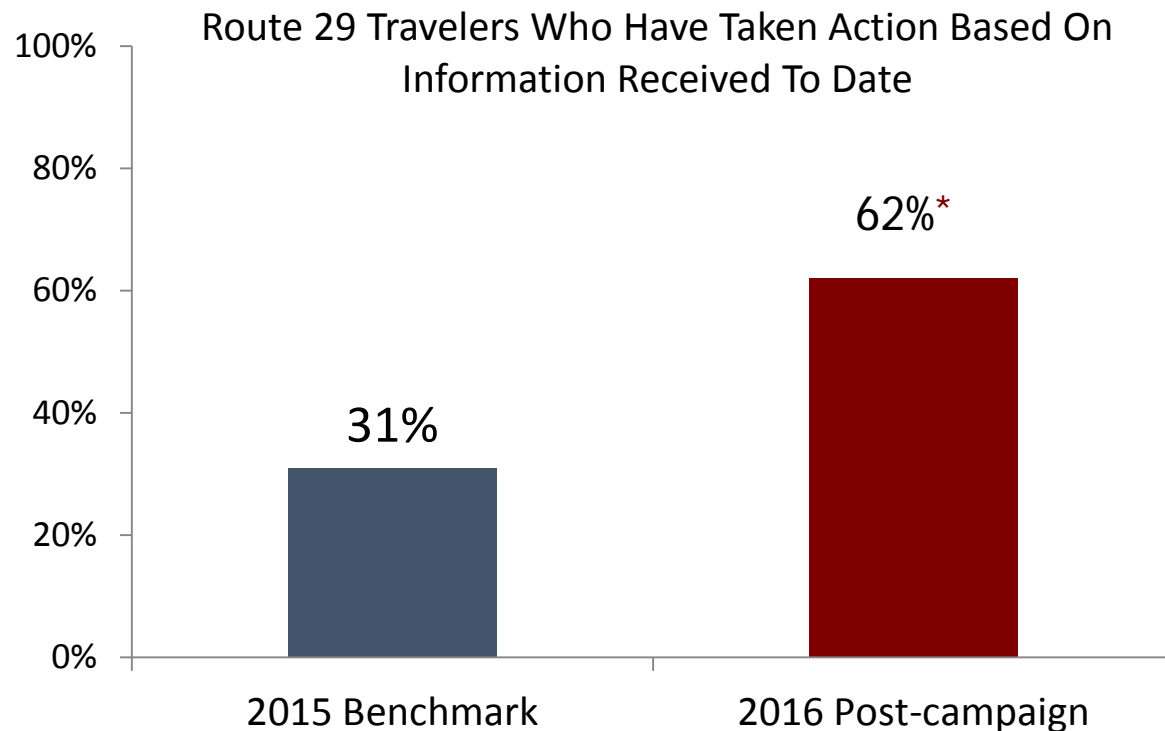


Respondents Who Visited the Route 29 Website Are Significantly More Likely to Have Taken Action Regarding their Route 29 Travel



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.

Support & Improvements

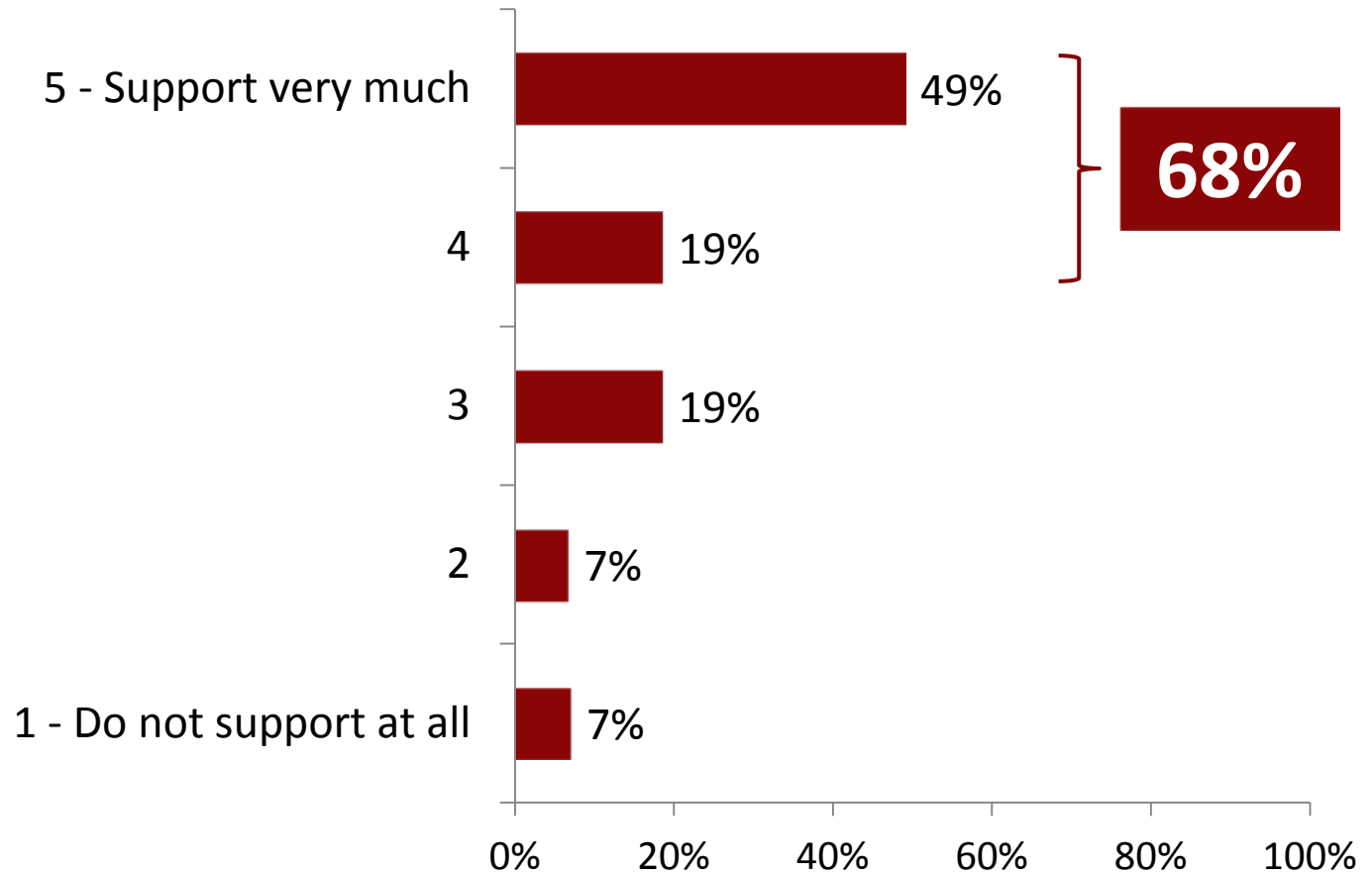
9

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.”

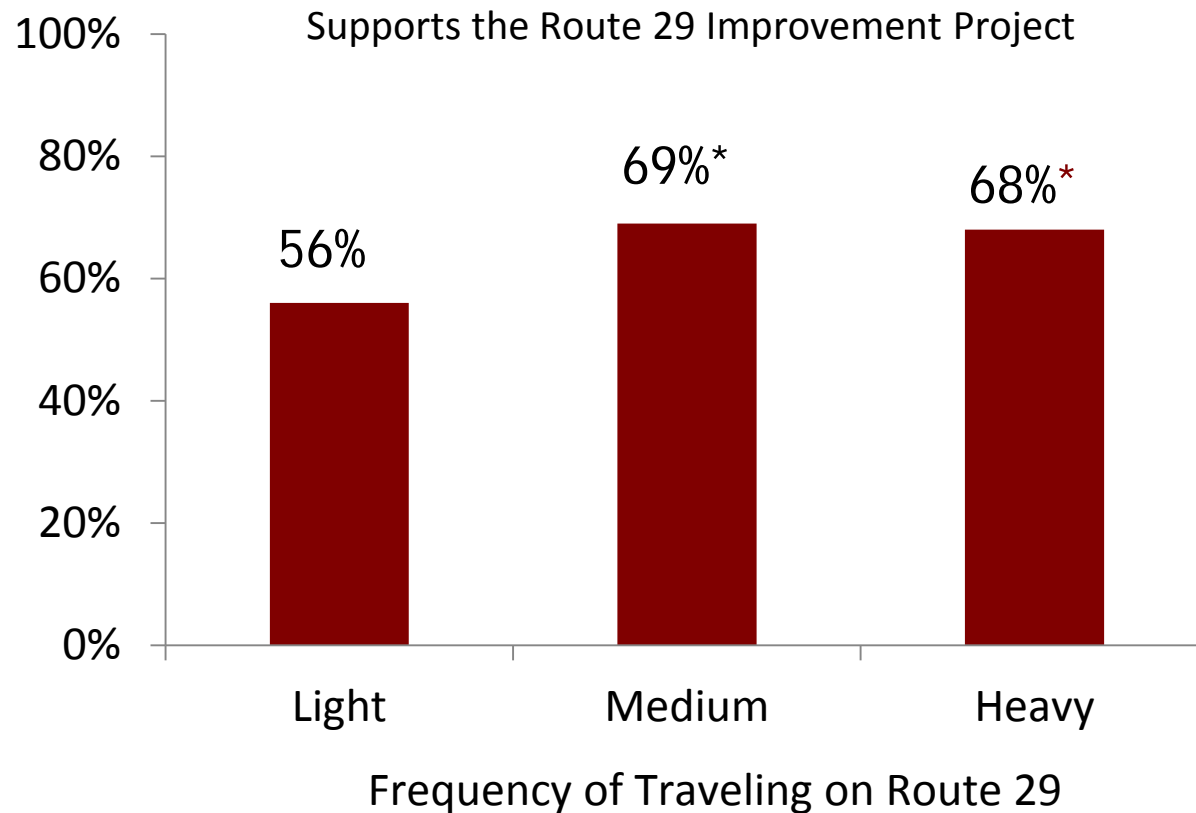
“Total project is going to make a big difference in congestion. Far better solution than the bypass idea that was rejected.”

“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.”

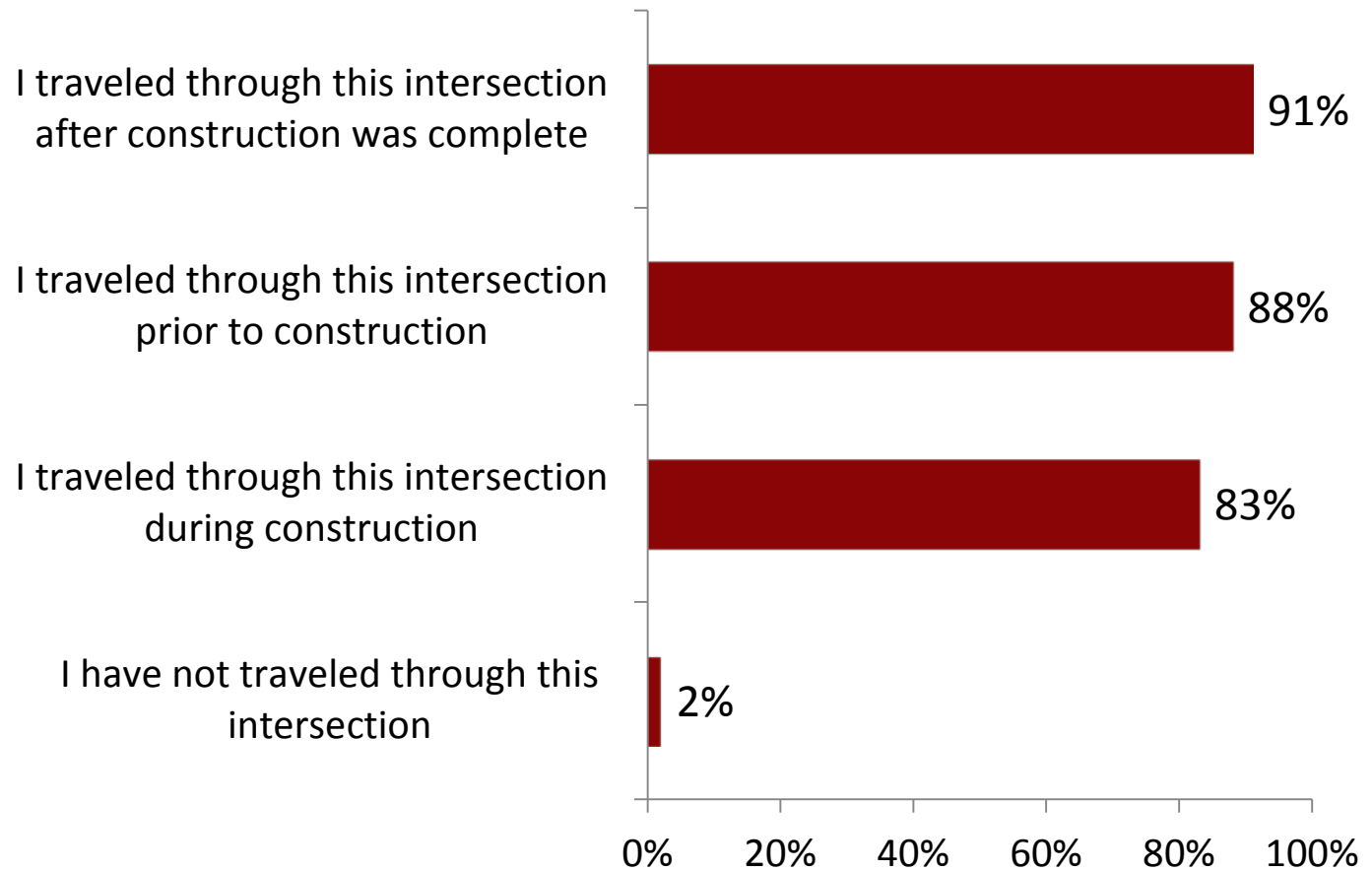
“There is currently one way in and one way out, any improvement would be welcome. People are moving out there and making congestion a huge problem.”

Heavy and Medium Users Are Significantly More Likely to Support the Route 29 Improvement Project than Light Users



Nine in Ten Respondents Traveled through the Intersection at Route 29 and Rio Road After Construction was Completed

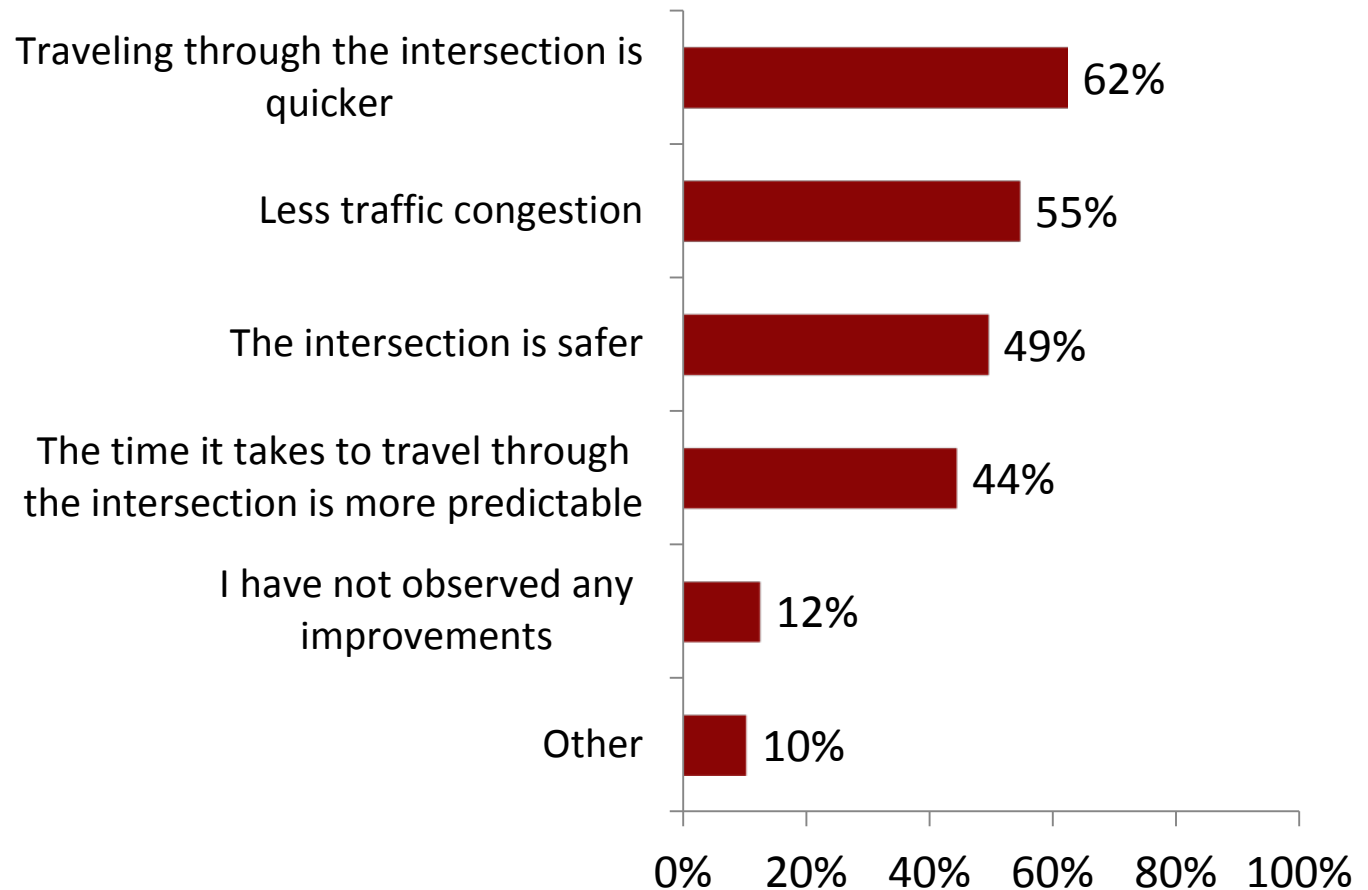
Eight in Ten Traveled this Area During Construction



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.

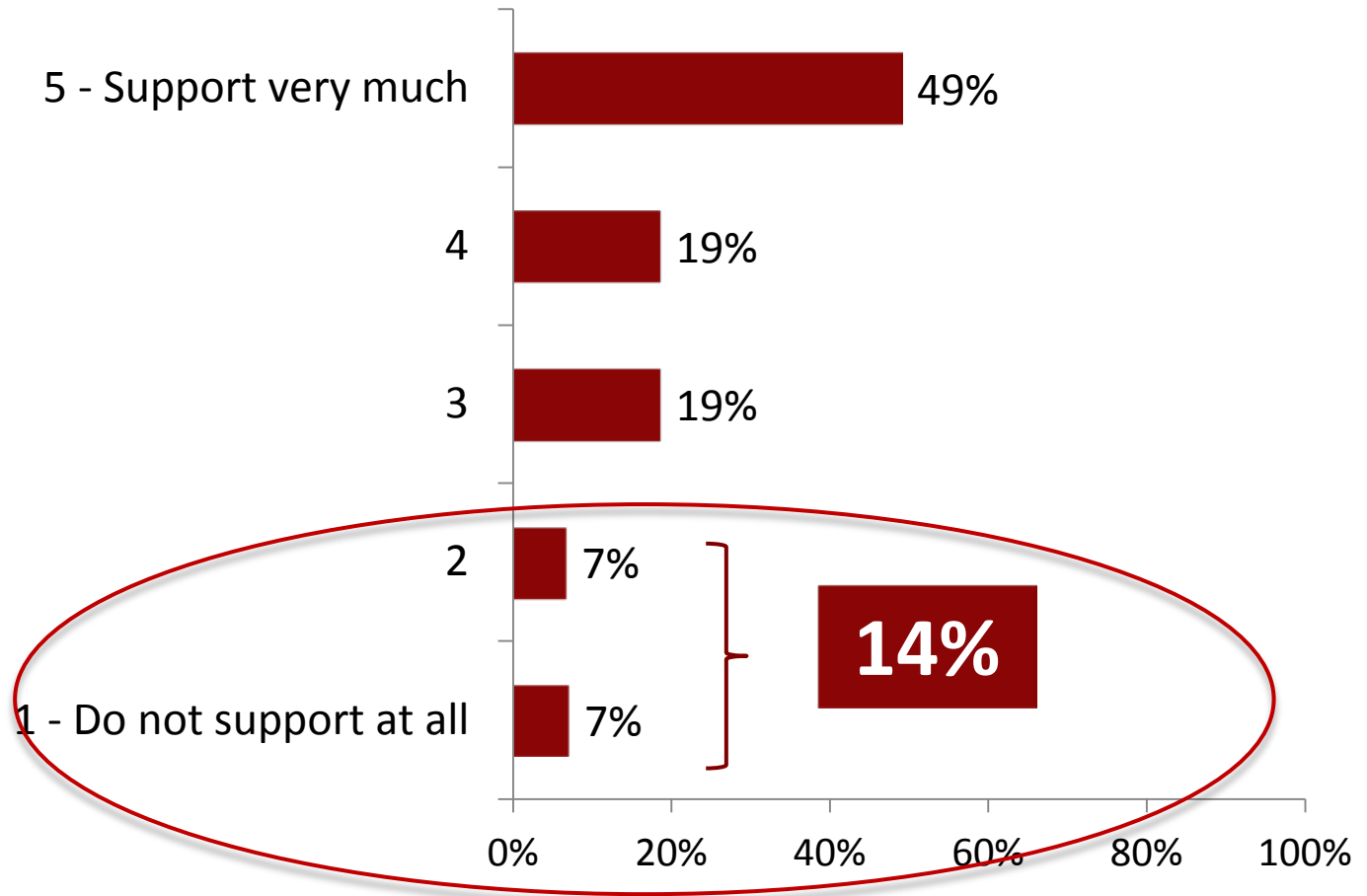
Quicker Travel and Less Traffic Congestion Are the Top Two Improvements Seen by Respondents Who Have Traveled Through the Area After Construction

Fewer than One in Eight Observed No Improvements



Q10. When you think about traveling through the intersection of Route 29 and Rio Road before construction started as compared to after construction was completed, what improvements have you observed, if any? Please select all that apply.

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.”

10

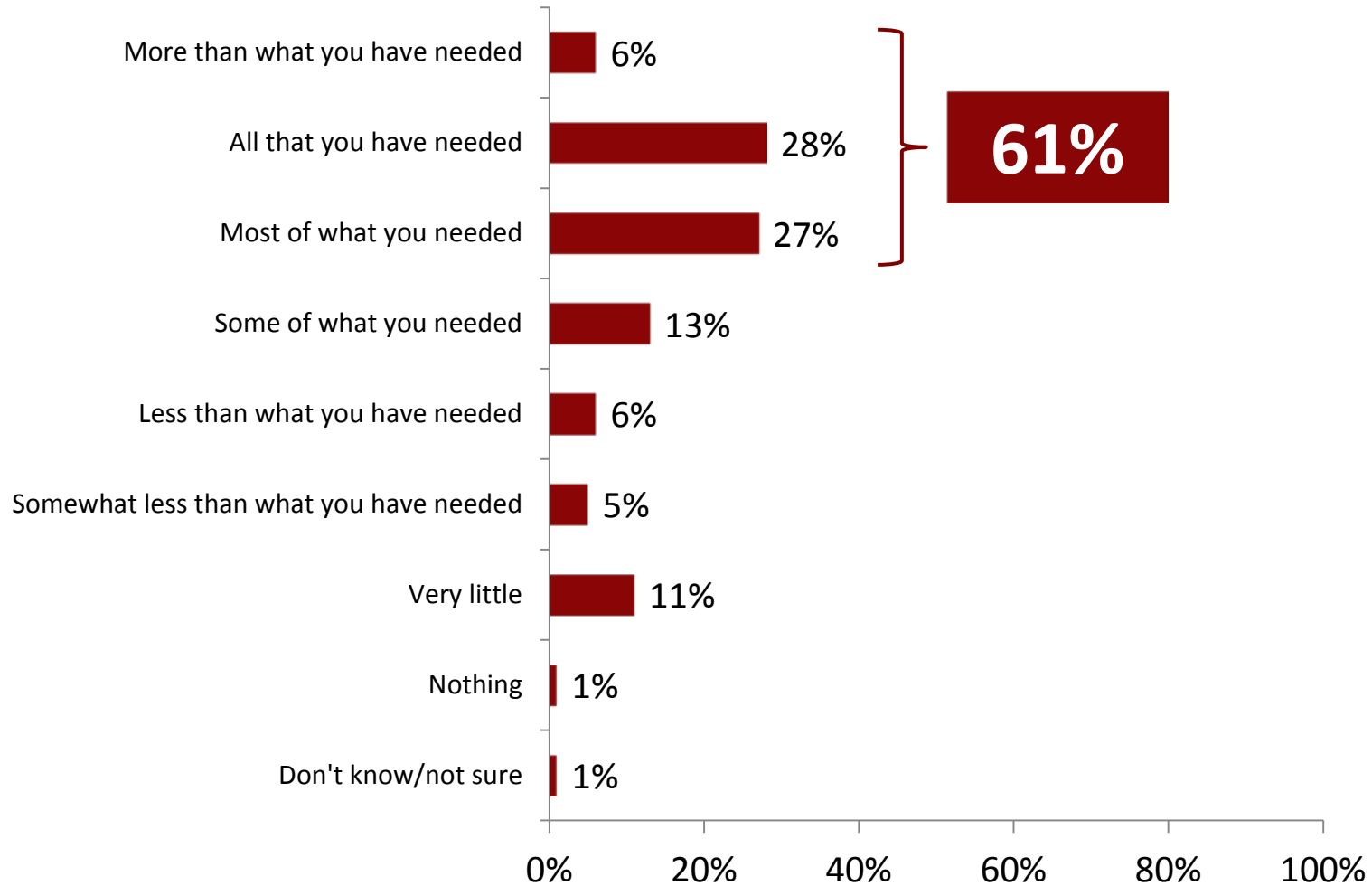
Three of five respondents and over half of Route 29 travelers felt they had sufficient information concerning the Route 29 improvement project.

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.

Three out of Five Respondents Who Were Aware of the Route 29 Corridor Improvement Projects Feel They Received a Sufficient Amount of 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

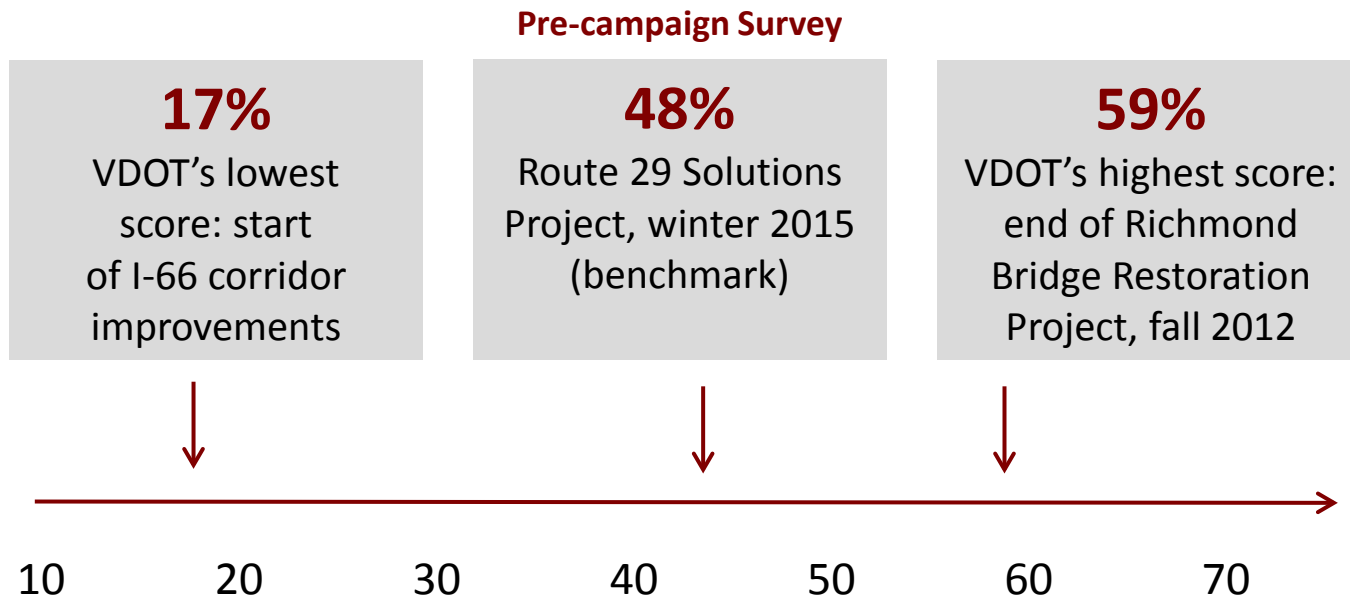
Previous projects range from 17% to 59%

Project	Date	Optimal Score
I-66 Corridor Improvements	Summer 2014	17%
Dulles Metrorail Project	Fall 2004	31%
I-64 Hampton Construction	Summer 2005	34%
I-66 Inside the Beltway	Fall 2004	38%
Overall Statewide, Wave 8	Winter 2014	41%
Springfield Interchange	Summer 2005	56%
Richmond Bridge Restoration Project	Fall 2012	59%



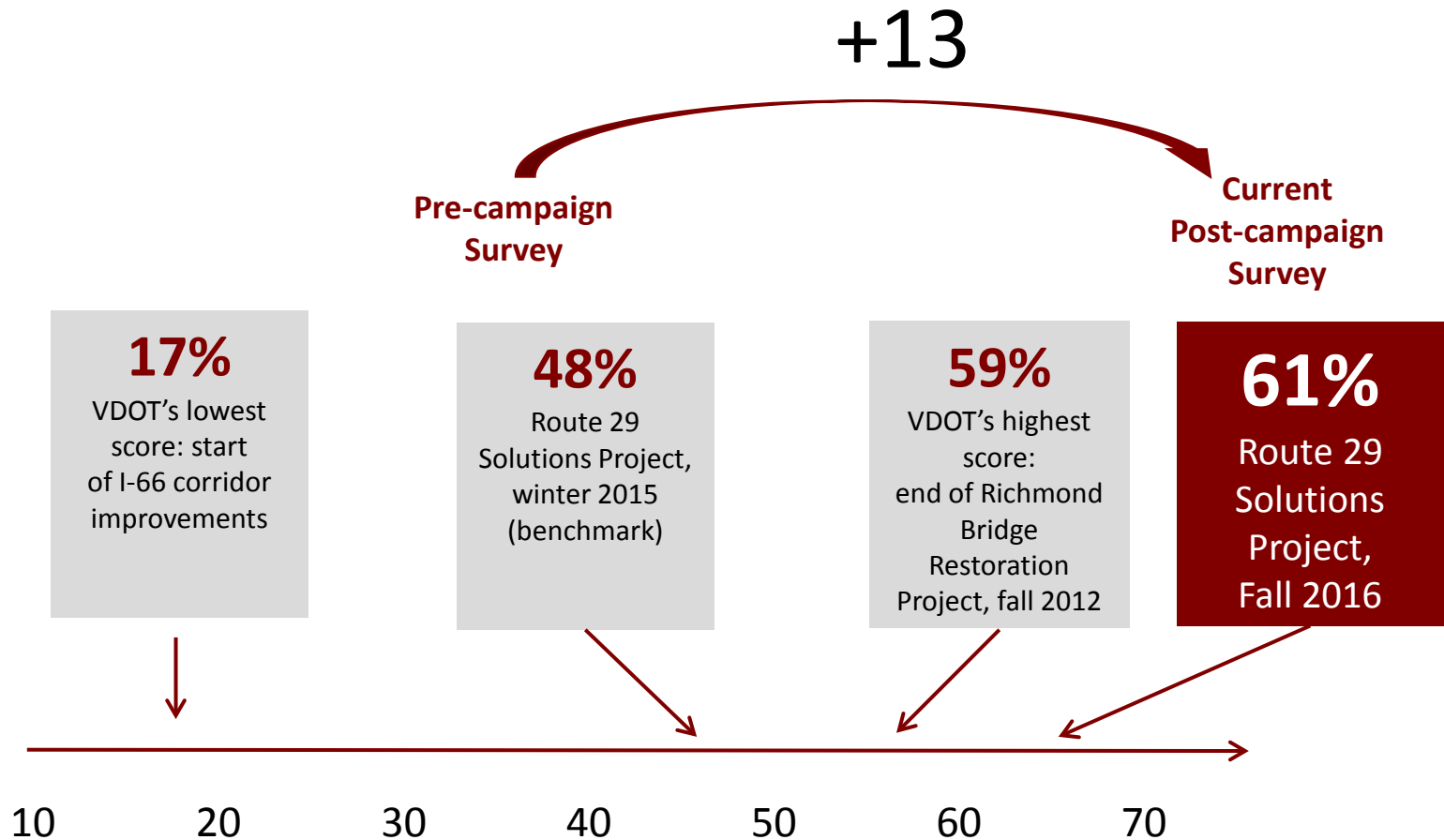
What Is the Optimal Score?

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.

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!