



Washington State Transportation Commission

July 19, 2011

**WASHINGTON CITIZEN ATTITUDES
TOWARDS STATEWIDE
TRANSPORTATION ISSUES,
PROJECTS AND FUNDING**





Study Purpose

- **The overall purpose of this study is:**
 - To provide the WSTC, the Governor and the legislature with a clear understanding of Washington State citizen's attitudes and opinions on a number of transportation issues, proposed projects, and funding alternatives.
- **To accomplish this overall purpose:**
 - A market research study of citizens of Washington State will be conducted covering numerous transportation issues.
 - The final transportation issues to be tested will be determined during the early stages of the study.



Possible Transportation Issues

- The level that citizens would be **willing to tax/fee themselves** to meet the state forecasted transportation needs.
- **Public's general priorities** for transportation investment.
- What **local projects** are citizens interested in paying for.
- What **statewide projects** are citizens interested in paying for.
- Public's perceived **balance between funding for maintenance of existing system and construction of new transportation projects**.
- **Basic understanding** of how transportation projects are funded.
- **Understanding of the magnitude of the funding challenges** for transportation projects.



Possible Transportation Issues

- **Understanding of the urgency** of accomplishing key projects.
- **Understanding** of what the Washington **gas tax supports**.
- How citizens would **split funds between city/county/state projects**.
- How citizens would **allocate the available transportation funds** to both current and future major projects.
- Awareness and **attitudes of the funding** of Washington State Ferries (WSF) via the state gas tax.
- Given a set of limited revenue (tax/fee) sources how would citizen's suggest legislators **structure the funding/tax package**.
- Attitudes towards **tolling to pay for transportation projects**.
- Other areas to be determined during planning meetings with vendor.



Study Timeline

| <u>Task/Event</u> | <u>Tentative Date</u> |
|---|------------------------------------|
| Questionnaire Design | Mid-July to First of August |
| Sample Design | Mid-July to Mid-August |
| Pretest of Questionnaire | First to Mid-August |
| Data Collection | Mid-August to Mid-Sept |
| Interim Presentation to WSTC/Governor | Mid-Sept |
| Data Cleaning and Coding of Open End Questions | Mid-Sept to Oct |
| Cross-tabulation and Analysis of Data | October |
| Report | November |
| Final Presentation WSTC | December |
| Final Project Deliverable | December |
| Final Presentation Legislator | January |



Study Methodology

| Basic Study Methodology | |
|----------------------------------|---|
| General Methodology: | Mixed (online and/or telephone) |
| Target Respondents: | Citizens (head of households living in Washington State over the age of 18) |
| Average Interview Length: | 18-22 minutes (telephone – online) |
| Number of questions: | 35-45 (telephone – online) |
| Age/Gender: | Balanced within RTPOs |
| Data weighted: | To population density with and across the RTPOs by age and gender. |
| Verbatim comments: | Provided electronically from all open ended questions not coded. |
| Analysis of the Data: | Analysis by: 1) whole state, 2) 14 RTPO, 3) legislative district, 4) key demographics and 5) key attitudinal responses. |



RTPO Samples

| RTPO NAME | COUNTIES THE RTPO IS MADE UP OF | SAMPLE |
|---------------------------------------|--|--------------|
| • NE Washington: | Ferry, Stevens, and Pend Oreille Counties | 200 |
| • Spokane: | Spokane | 300 |
| • SW Washington RT Council: | Clark, Klickitat, and Skamania | 300 |
| • Yakima Valley Conf. of Gov.: | Yakima | 200 |
| • SW Washington RTPO: | Cowlitz, Grays Harbor, Lewis, Pacific and Wahkiahum | 200 |
| • Thurston: | Thurston | 300 |
| • B/F/Walla Walla: | Benton, Franklin, and Walla Walla | 200 |
| • Skagit / Island | Skagit and Island (plus San Juan county) | 200 |
| • Whatcom: | Whatcom | 200 |
| • Palouse: | Asotin, Columbia, Garfield, and Whitman | 200 |
| • North Central RTPO: | Chelan, Douglas, and Okanogan | 200 |
| • Peninsula RTPO: | Clallam, Jefferson, Kitsap, and Mason | 200 |
| • Puget Sound Reg. Council: | King, Kitsap, Pierce, and Snohomish | 500 |
| • QuadCo: | Adams, Grant, Kittitas, and Lincoln | 200 |
| Total | | 3,400 |



Vendor Selection & Next Steps

- **Vendor Selection:**
 - Received proposals from 11 different research firms.
 - Narrowed down selection to 3 qualified firms with extremely strong proposals.
 - The research team is in negotiations with ...
- **Stakeholder Interviews:**
 - Reema and Bill have been conducting personal interviews with numerous stakeholders on the types of questions and issues they would like to see asked in the upcoming statewide survey.
- **Next Steps:**
 - Meet with selected vendor and finalize the survey plan and begin development of the questionnaire.

QUESTION & ANSWERS

