NVTA's TransAction

Transportation Action Plan for Northern Virginia

NVTA TransAction 2021 Update:

Tracking Changes in Transportation Attitudes and Priorities

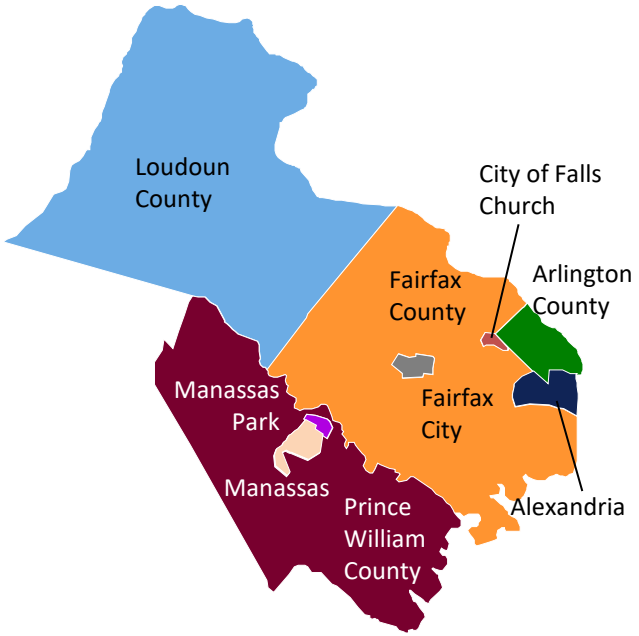
January 2022

HEART+MIND STRATEGIES

NVTA's TransAction

Methodology

AUDIENCE	Residents 18 years or older within jurisdiction of Northern Virginia Transportation Authority n=611
DATES	December 6-21, 2021
MODE	Online Survey
LENGTH	14 minutes
GEOGRAPHY	**Northern Virginia** Arlington County, Fairfax County, Loudoun County, Prince William County and the Cities of Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park
DATA WEIGHTING	2021 data weighted by ethnicity 2019 data weighted by ethnicity 2016 data weighted by gender and ethnicity 2015 data weighted by ethnicity



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Methodology: Reporting Notes

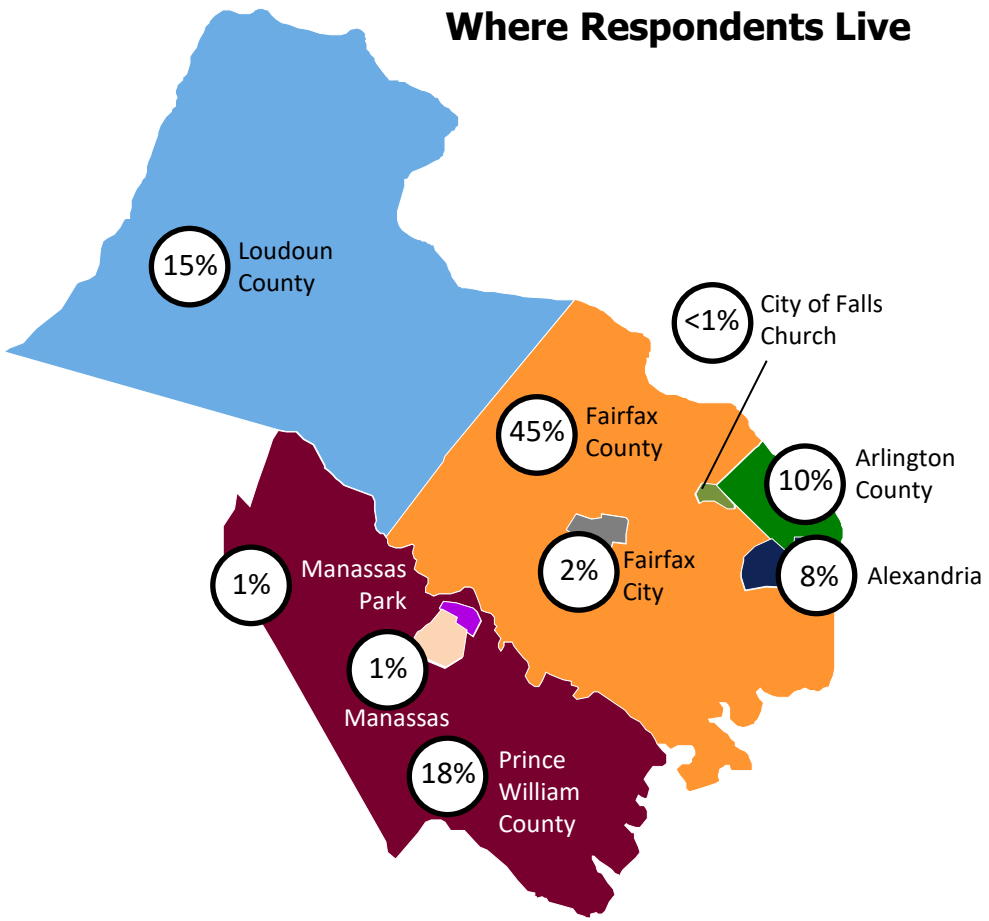
- Survey Respondent Selection
  - Scientific study using an opt-in online panel.
  - Respondents must be age 18+ and residents of Northern Virginia, more specifically, residents of Arlington County, Fairfax County, Loudoun County, Prince William County, Alexandria, Fairfax City, City of Falls Church, Manassas, and Manassas Park.
  - We aim for an overall representation of regional demographics based on age, gender, and race according to the US Census. We also aim for a proportionate sample that represents each county/city by population size according to the US Census. For the most part we use sample quotas to hit these demographic targets.
- Confidence Interval and Margin of Error
  - All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate. Online opt-in panels such as the one used for this study do not use probability sampling and accordingly the strict calculation of sampling error is not typically done. In the hypothetical case of a perfectly random sample and no response or measurement errors, a sample of this size (n=611) would produce a margin of error of ± 3.95% at a 95% confidence interval. Margins of error for subgroups would be higher.
- Ethnicity clarification
  - Black, White, Asian refer to Non-Hispanic Black/White/Asians.
- Statistical Testing Notations

  Indicates statistically significant differences between 2019 and 2021 ($p<.05$). When appropriate, the report indicates these differences using green, red, and blue color coding wherein green = an increase or positive change; red = decrease or negative change; blue = may be construed as either positive or negative/or just a change that might be of interest.
- ( ) Numbers in parenthesis are of interest but are not statistically significant at $p<.05$ level. When shown these numbers are color coded in the same way as described in prior bullet.
- Some totals may not add to 100% and aggregation of the data may vary slightly due to rounding error.

Methodology: Reporting Notes

- Some of the differences in 2021 findings are potentially skewed by the pandemic
- It is important to capture a read on the region during the pandemic
  - **Highlights the impact of the pandemic**
  - **Provides a pandemic benchmark for future iterations**

Resident Profile



County/City of Employment	2015	2016	2019	2021
Fairfax County	37%	[illegible]	35%	**38%**
District of Columbia	18%	[illegible]	11%	**6%**
Arlington County	11%	[illegible]	12%	**14%**
Loudoun County	8%	[illegible]	12%	**13%**
Alexandria	7%	[illegible]	9%	**8%**
Prince William County	6%	[illegible]	12%	**11%**
Manassas	4%	[illegible]	2%	**2%**
Fairfax City	2%	[illegible]	2%	**3%**
City of Falls Church	1%	[illegible]	1%	**1%**
Manassas Park	<1%	<1%	1%	**<1%**
Other county in Virginia	1%	[illegible]	2%	**1%**
Other county in Maryland	3%	[illegible]	1%	**1%**
Other	1%	[illegible]	2%	**2%**

Years of Residency				
Less than 1 year	3%	[illegible]	3%	**5%**
1 to 5 years	19%	[illegible]	17%	**22%**
6 to 10 years	14%	[illegible]	14%	**12%**
11 to 15 years	12%	[illegible]	11%	**9%**
More than 15 years	51%	[illegible]	55%	**52%**

Own/Rent Home				
Own	65%	[illegible]	64%	**63%**
Rent	32%	[illegible]	31%	**31%**
Neither	2%	[illegible]	3%	**3%**
Decline	1%	[illegible]	2%	**3%**

NVTA's TransAction

KEY FINDINGS

Executive Summary:

- This most recent wave of the NVTA's Transportation survey shows some of the ways the **pandemic has impacted people's lives** when it comes to transportation.
  - **Online shopping continues to grow** as many people opt to stay at home.
  - There has been an **increase in remote workers** and an expectation that most will continue to work from home (at least occasionally) once the pandemic is over.
  - There has been a **decrease in the usage of public transportation** and the strong majority drive when traveling to a non-home worksite.

Executive Summary:

- Quality of life concerns show some changes that are likely due to the pandemic and increased numbers of residents working remotely.
  - Improving the affordability housing and living is the greatest concern in 2021 replacing traffic and congestion.
  - The impact of **traffic and congestion remains the number 1 transportation-related concern** but continues to soften in terms of its impact on the quality of life for local residents.
- Virtually all agree (89%) **investing in regional transportation is an important priority.**
- The **importance of the number and variety of transportation options continues to grow** (and has doubled in importance since the benchmark wave in 2015).

Executive Summary:

- The region continues to **build positive perceptions on addressing areas that impact quality of life**…traffic flow and congestion, providing access to a range of transportation options, convenient access, and transportation infrastructure.
- **Safety, durability/longevity, and affordability** are the three **most important priorities**. Performance has improved on affordability, but there is still opportunity to close the gap between importance and performance.
  - Safety and durability/longevity are new/newly worded attributes for 2021, so a historical comparison to past performance is not available.
  - The gap between importance and performance, however, suggests there is room to improve perceptions in those areas.
- When thinking of new improvements to the region, respondents prioritize **expansion of Metro rail & bus service, integrating the latest technologies, and new/improved highways as the most important improvements.**

Executive Summary:

- **Half of respondents recall seeing, hearing, or reading news** about regional transportation issues/actions.
  - **Recall is largely positive** with a 2:1 ratio of positive to negative.
  - **Positive actions most commonly relate to developments in the Metro** system (expanded lines, new equipment etc.) and roadwork projects designed to widen roads and improve traffic flow.
  - **Negatives most often center on Metro equipment issues and lack of funding.**
- **TV and social media are the most common sources** of information. Both sources saw increased growth from 2019.
  - **Community meetings and websites**, while less commonly used, also **saw an uptick in usage** from 2019.

Executive Summary:

- **Awareness of NVTA and TransAction continues to grow** and saw a sizable increase in name recognition compared to 2019.
  - Overall familiarity is limited, signaling an opportunity to further educate residents on the role NVTA and TransAction plays when it comes to regional transportation.

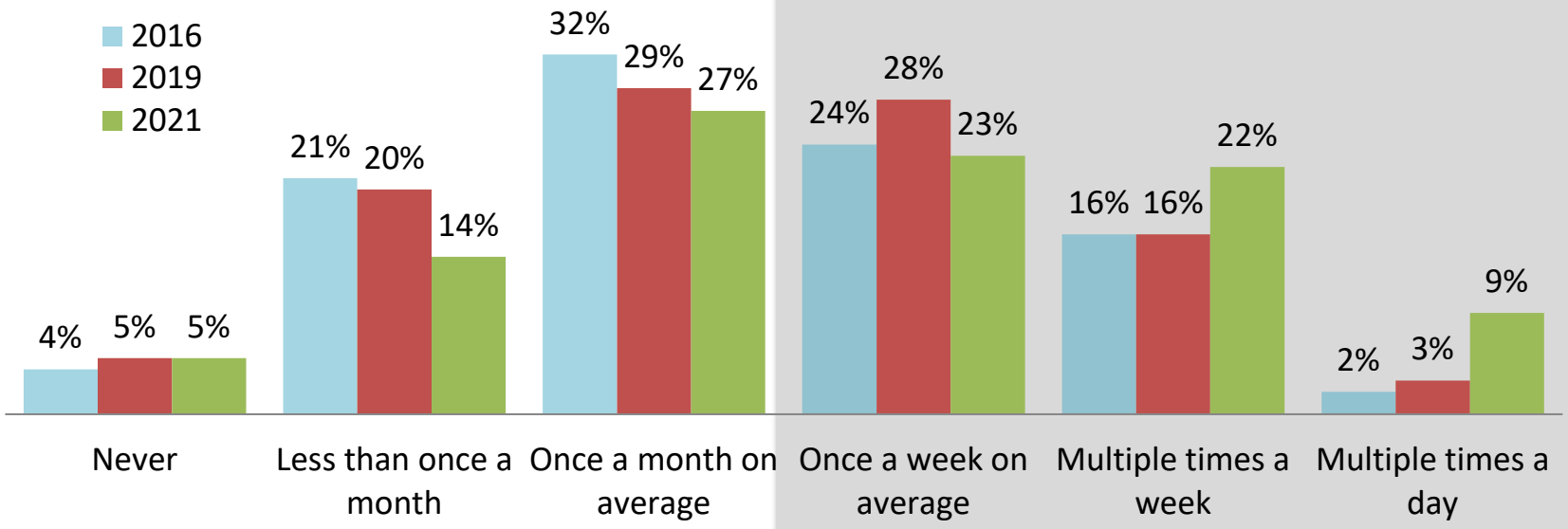
- The overall region and NVTA (among those aware of the organization) both saw **improvements in their performance on planning and implementing transportation solutions.**
  - For the first time since tracking began, recall of recent transportation news is over 50% positive – meaning residents are reading, hearing and seeing positive news now more than ever.
  - The region and NVTA also saw their highest scores to date on planning and implementing transportation solutions in the region with half or more scoring the region's performance as Good or Excellent.

Transportation

PERSONAL HABITS, VALUES, AND QUALITY OF LIFE

Over half (54%) of NoVa residents shop online at least once a week, and almost one third (31%) shop online multiple times a week.

Frequency of Online Shopping



Once a week or more

2016: 42%

2019: 47%

2021: 54%

+7 since 2019

BASE: ALL RESPONDENTS (2016 n=606, 2019 n=616, 2021 n=611)
Q750. Many people are taking advantage of online shopping today. Over the past year, how many times have you placed an online order for goods to be delivered to your home?

Denotes statistically significant differences between 2019 and 2021 (p<.05)

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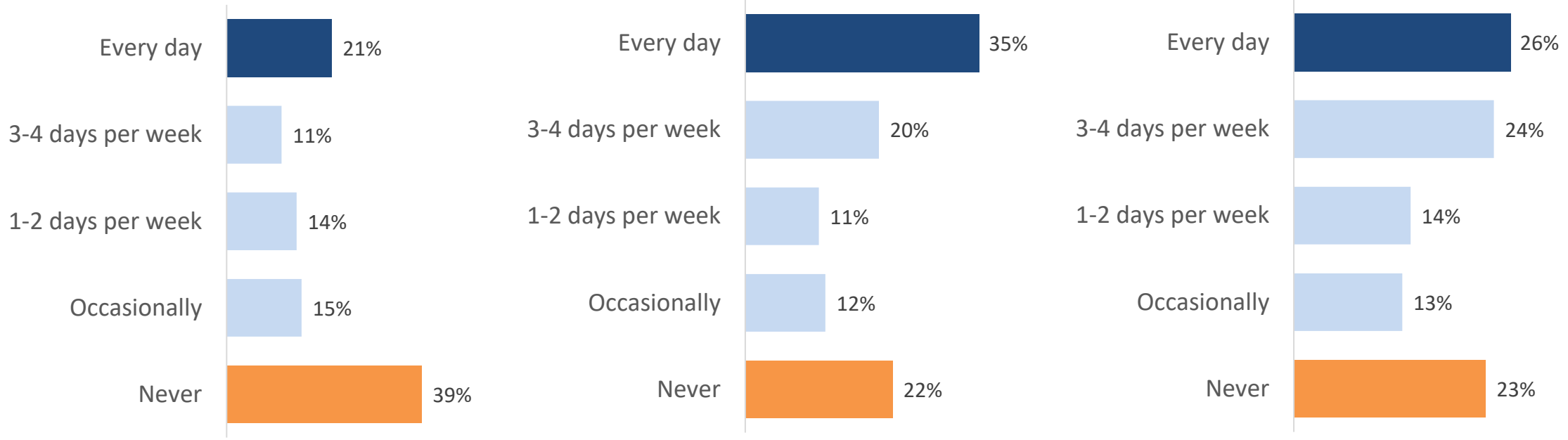
The pandemic saw an increase in remote workers, and many expect to continue to work remotely in some capacity after the pandemic.

Work from home



Work from home *% Ever*	**61%**	**78%**	**77%**

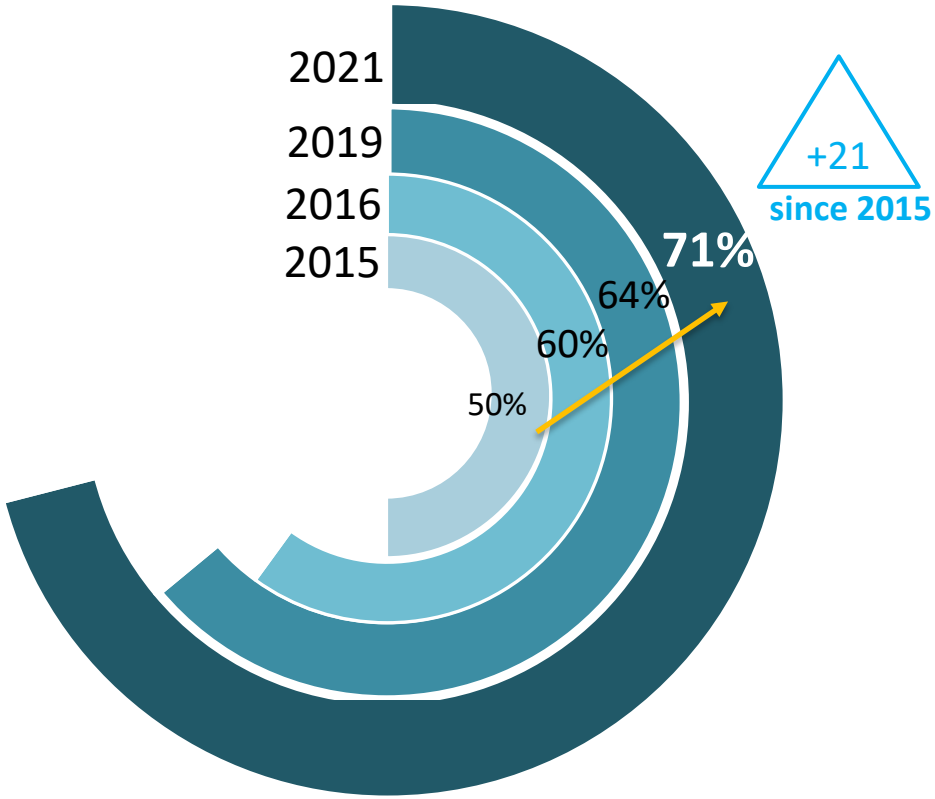
BASE: ALL RESPONDENTS, (2021 n=611)
Q571a. How often do you work from home?
Q571b. Before the pandemic, how often did you work from home?
Q572. How often do you plan to work from home once the pandemic ends?

NVTA's TransAction

The increase in remote working can also be observed in the increase in the percentage of residents who live/work in the same area.

Live and Work in Same City/County

(Among those Employed or Students)



BASE: EMPLOYED OR STUDENT (2015 n=460, 2016 n=470, 2019 n=454, 2021 n=467)
Q115. In which county or city do you currently live?
Q142. In which county or city do you currently work or attend school?

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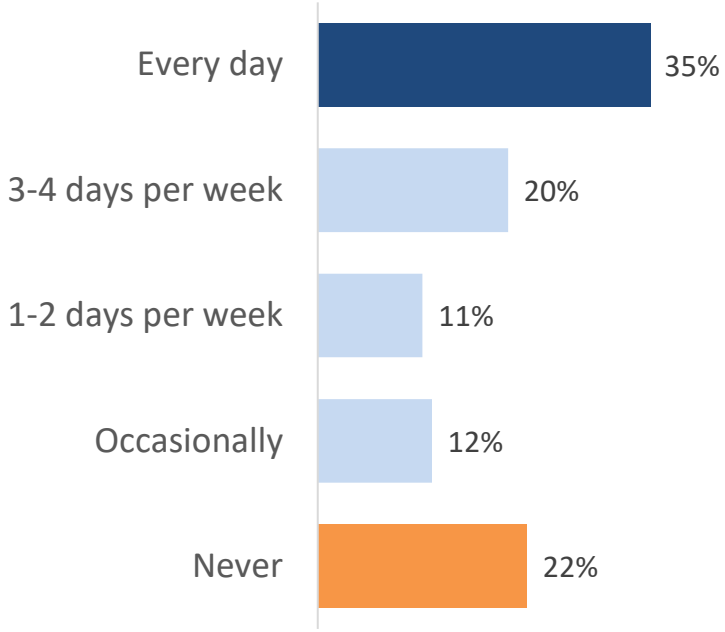
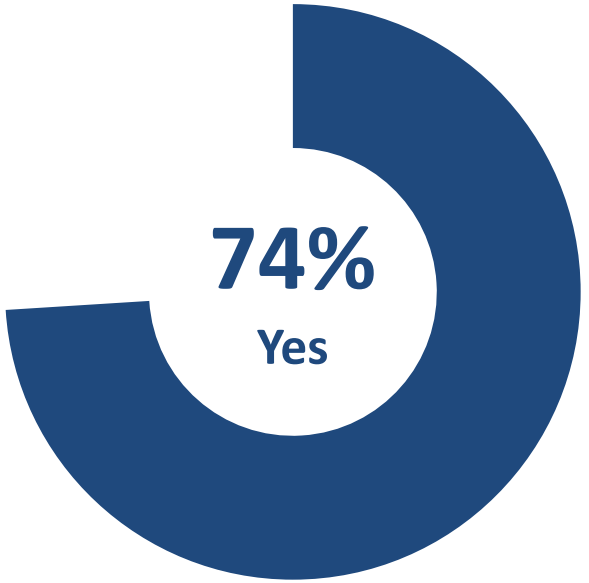
Most residents drive when traveling to a non-home worksite.

How often do you work from home?



When you go to a non-home worksite, do you drive to work?

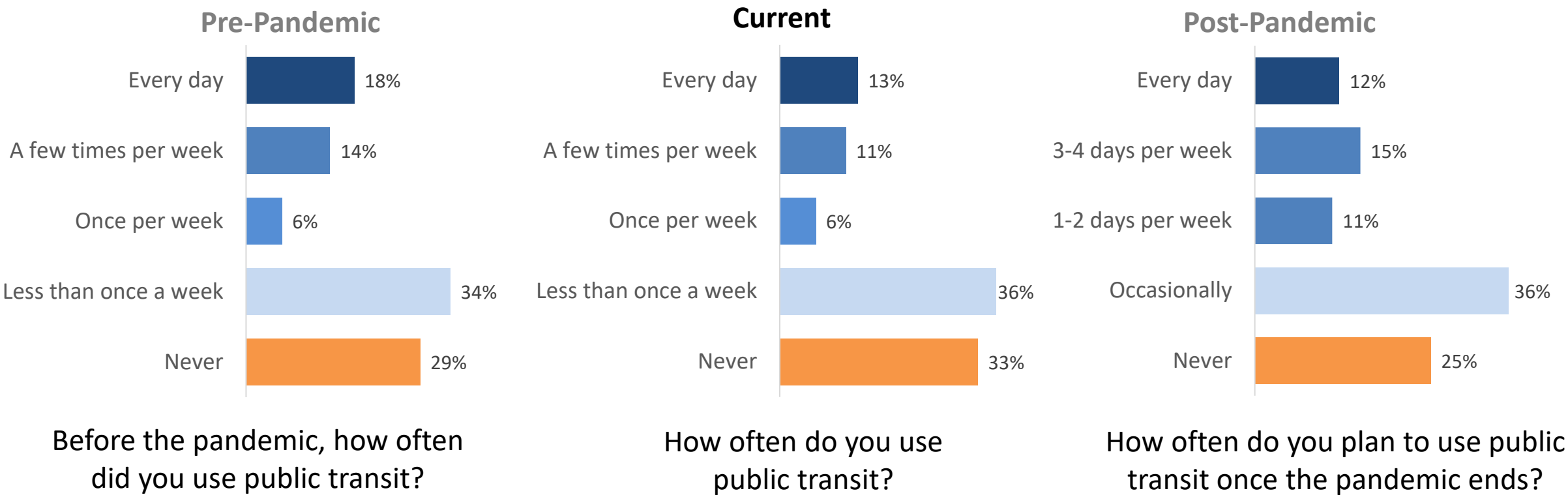


BASE: ALL RESPONDENTS (2021 n=611)
Q571a. How often do you work from home?
Q580. (2021) When you go to a non-home worksite, do you drive to work?

NVTA's TransAction

The frequency of use of public transit declined and residents do not expect usage to rebound to pre-pandemic levels at this time.

Frequency of using public transit



Before the pandemic, how often did you use public transit?

How often do you use public transit?

How often do you plan to use public transit once the pandemic ends?

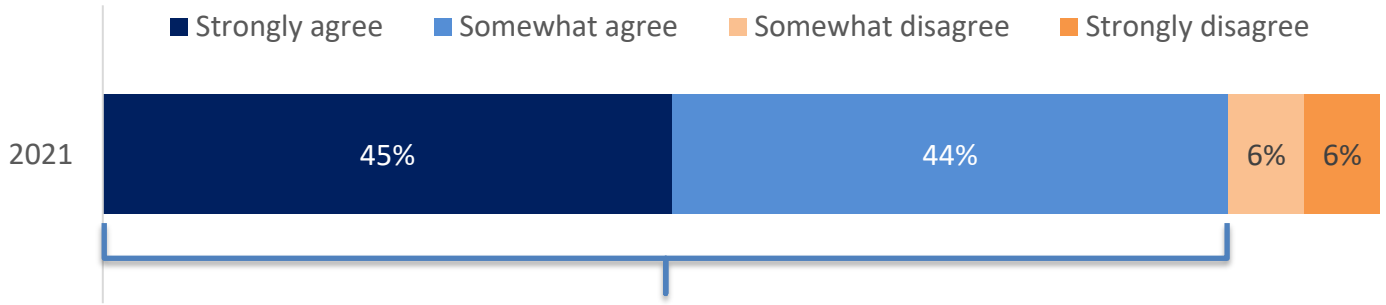
BASE: ALL RESPONDENTS (2016 n=606, 2019 n=616, 2021 n=611)
Q581a. How often do you use public transit?
Q581b. Before the pandemic, how often did you use public transit?
Q582. How often do you plan to use public transit once the pandemic ends?

NVTA's TransAction

Investing in regional transportation is an important priority.

To what extent do you agree with the statement:

Investing in the regional transportation system is an important priority



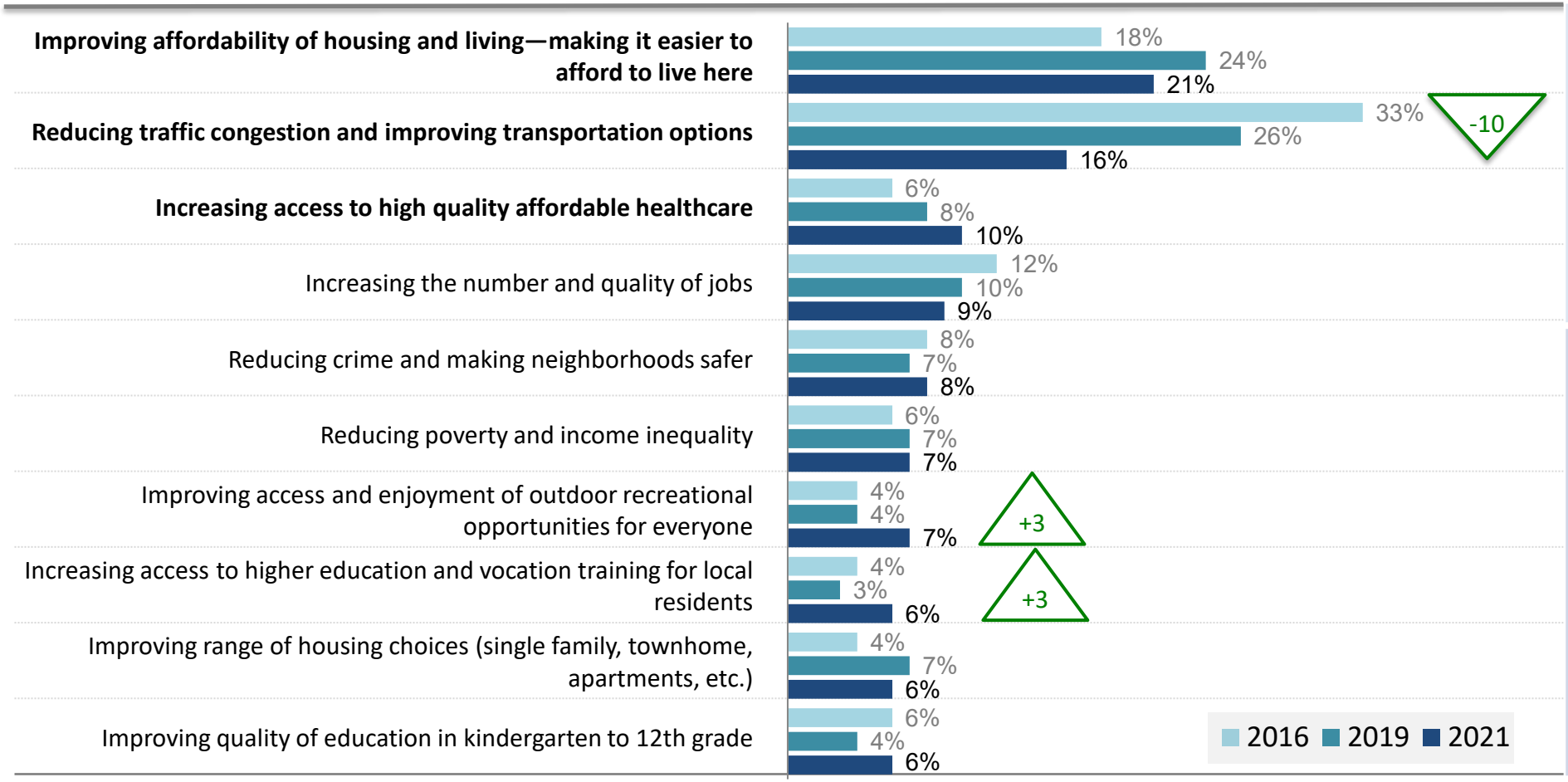
89% Agree

BASE: ALL RESPONDENTS (2021 n=611)
Q310. To what extent do you agree with the statement: Investing in the regional transportation system is an important priority?

NVTA's TransAction

Quality of life concerns show some changes that are likely due in part to the pandemic and increased numbers of residents working remotely.

Significant Impact on Quality of Life



When looking across groups, reducing traffic congestion is more important to (2021):

- Those who live and work in different location
- Not heard of TransAction
- Lived in region for 11-15 years
- HH income of $100K+
- College grad
- Age 55-64 years
- Have children
- Own home

Improving housing affordability is more imp. to (2021):

- Not aware of NVTA or Transaction
- HH income <$50K
- Females
- Single
- Renters

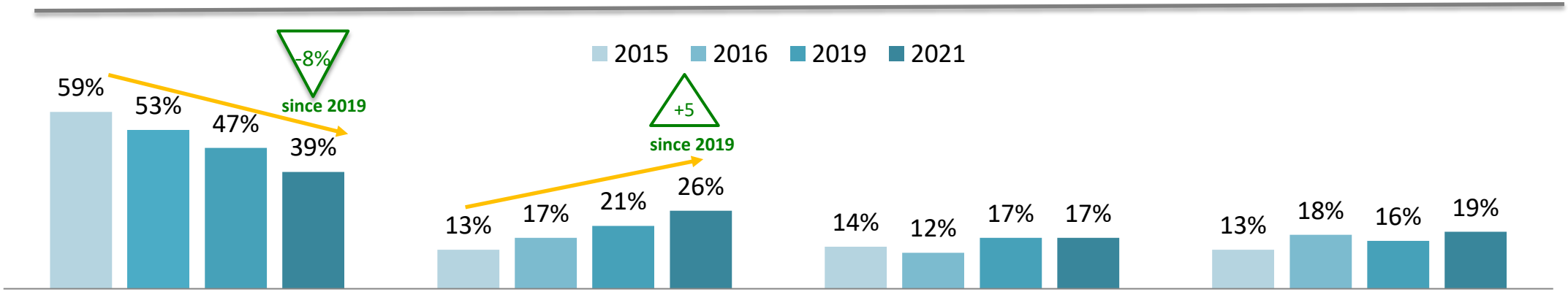
BASE: ALL RESPONDENTS (2016 n=606, 2019 n=616, 2021 n=611)
Q156. People in different regions of the country mention many factors that contribute to their quality of life. Thinking about the quality of life specifically in the Northern Virginia region, please identify which one of the following factors has the most significant impact on the overall quality of life for you personally.

Denotes statistically significant differences between 2019 and 2021 (p<.05)

NVTA's TransAction

Congestion continues to decline but remains the most significant issue while importance of transportation options continues to grow.

Biggest Impact on One's Quality of Life



Traffic Flow and Congestion	Transportation Options	Convenient Access	Transportation Infrastructure
Traffic flow and congestion	The number and variety of transportation options available for me to get around	Convenient access to work, shopping, restaurants, schools, services	The maintenance and quality of the transportation infrastructure (including roads, bridges, rail and trails)

BASE: ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616), 2021 n=611)
Q520. Northern Virginia residents and workers have mentioned different factors relating to transportation—both positive and negative—that contribute to or detract from their quality of life. Thinking about transportation here in this region and your personal quality of life, please identify which one of the following you feel has the biggest impact on you and your family personally?

Denotes statistically significant differences between 2019 and 2021 (p<.05)

NVTA's TransAction

Congestion matters most to those older residents and those who drive to work while transportation options matter most to younger residents, Hispanics, and those with children.

Biggest Impact on Your Quality of Life – Subgroup Analysis

Traffic Flow and Congestion (39%)
• 50% Ages 65+ • 45% White • 45% Has not heard of TransAction • 44% No children at home • 43% Drive to work

Transportation Options (26%)
• 40% Aware of TransAction • 35% 18-24 years old • 34% Hispanic • 34% Lived in region 11-15 years • 32% Children at home

Convenient Access (17%)
• 26% High school education or less • 25% Ages 18-24 • 23% HHI <$50k • 22% Single • 21% Divorced • 20% Not aware of NVTA

Transportation Infrastructure (19%)
• 26% Lived in region for 1-5 years • 25% Aware of TransAction • 23% Male

BASE: ALL RESPONDENTS (2021 n=611)

Q520. Northern Virginia residents and workers have mentioned different factors relating to transportation—both positive and negative—that contribute to or detract from their quality of life. Thinking about transportation here in this region and your personal quality of life, please identify which one of the following you feel has the biggest impact on you and your family personally?

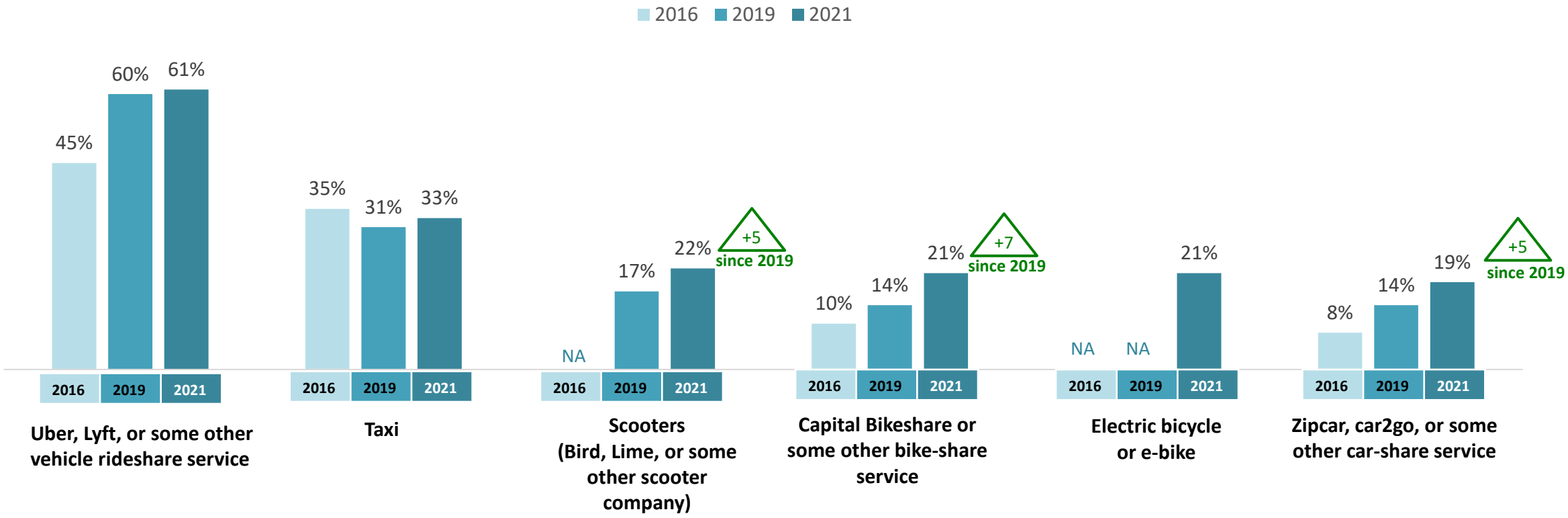
NVTA's TransAction

Transportation

IMPACT OF 21ST CENTURY EXPANDED ALTERNATIVES TO CAR OWNERSHIP AND LIFESTYLE FACTORS

Residents' use of some car services (Uber/Taxi) is flattening while Scooter, Bikeshare and Zipcar have increased.

Usage of Car Ownership Alternatives

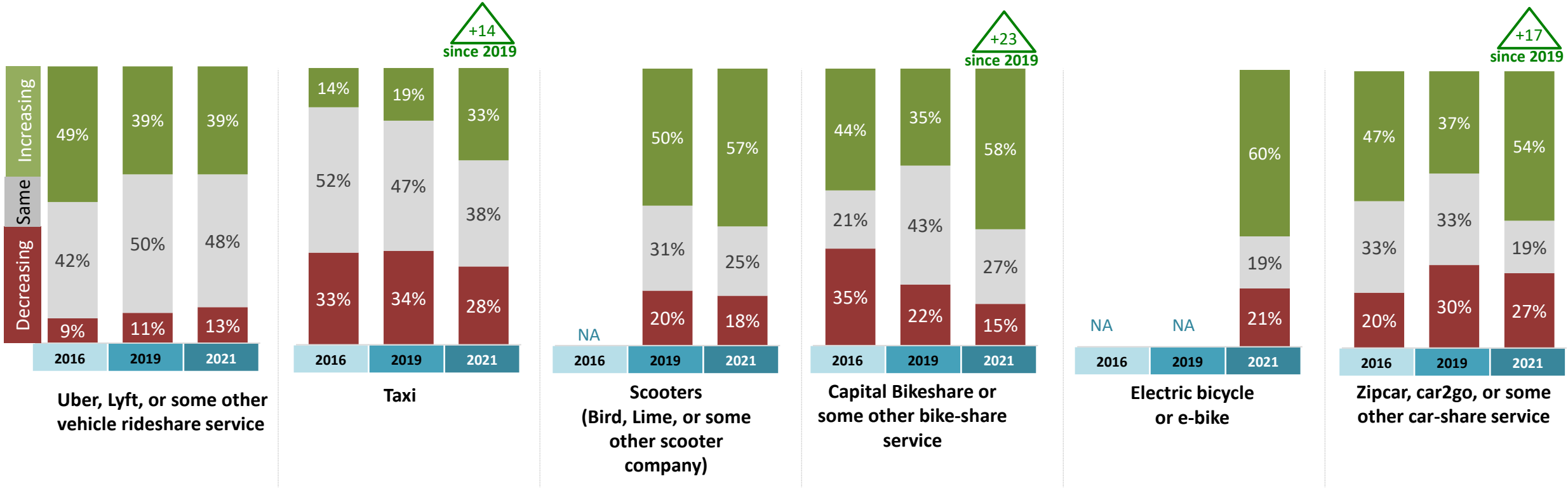


BASE: ALL RESPONDENTS (2016 n=606, 2019 n=616).
Q740. There are a number of alternatives to owning a car that are being used by people living in the region. Which of the following do you currently use?

Denotes statistically significant differences between 2019 and 2021 (p<.05)

Increases in usage are growing at a faster rate in 2021 for car-share, bike-share, and taxi service.

Reported Change in Usage of Car Ownership Alternatives

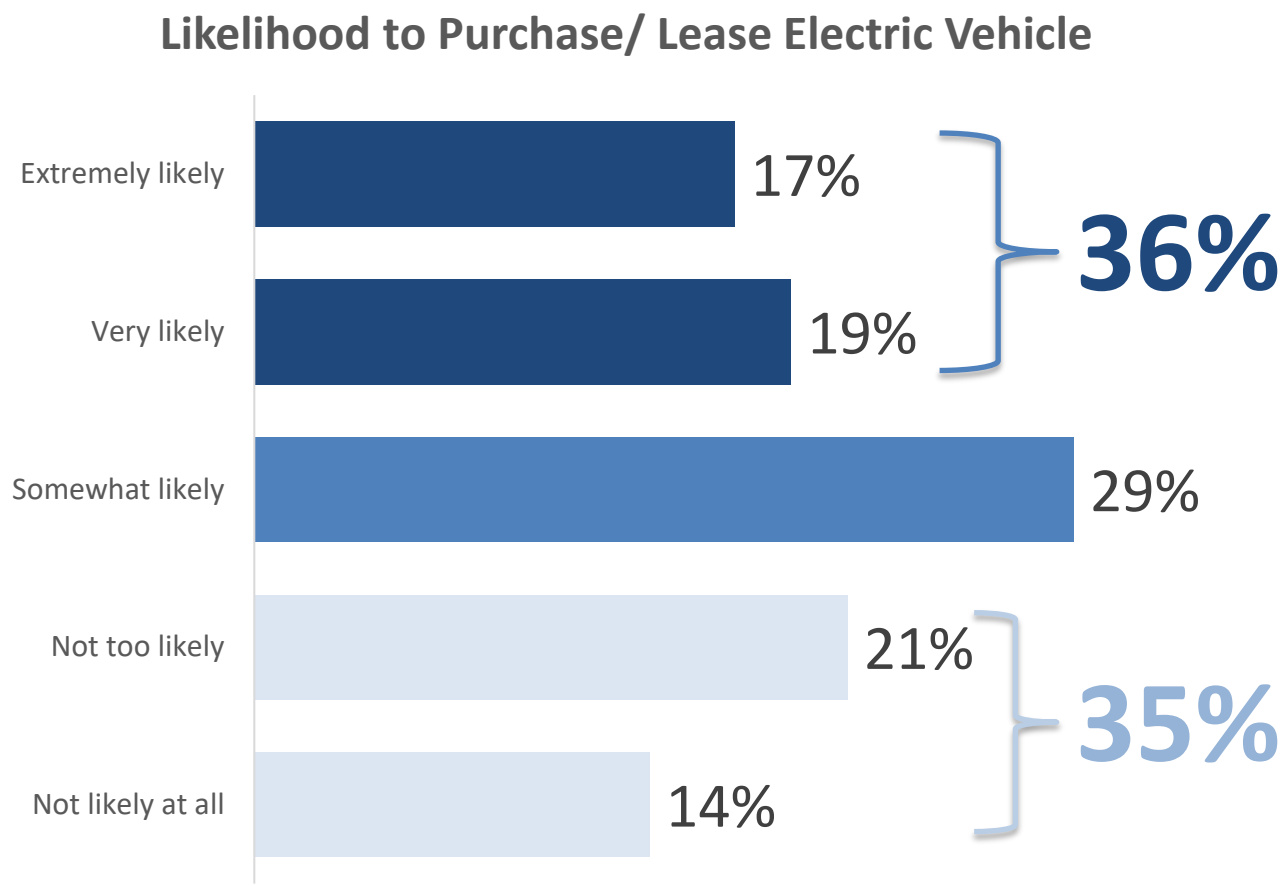


BASE: AMONG THOSE USING EACH SERVICE - UBER/LYFT (2016 n=265, 2019 n=352); Taxi (2016 n=208, 2019 n=189); Scooters (2019 n=94); Zipcar/car2go (2016 n=46, 2019 n=80); Capital Bikeshare (2016 n=55, 2019 n=84). Q745. Do you anticipate your usage increasing, decreasing or staying the same over the next 12 months for each of the following?

Denotes statistically significant differences between 2019 and 2021 (p<.05)

NVTA's TransAction

Over one third (36%) would consider getting an electric vehicle.



BASE: ALL RESPONDENTS (2021 n=611)
Q755b.Thinking about the next time you purchase or lease a vehicle, how likely are you to consider an electric vehicle (excluding hybrids)?

NVTA's TransAction

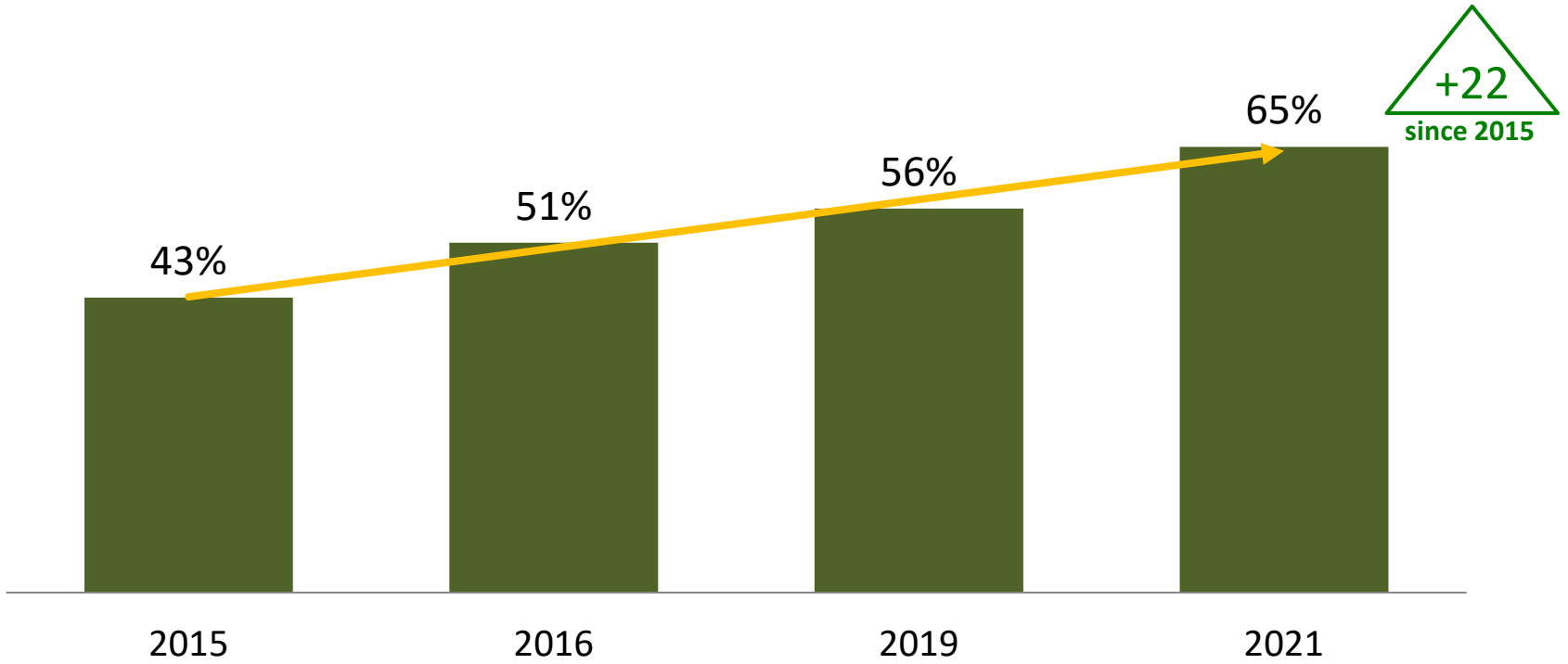
Transportation

REGIONAL PRIORITIES AND VALUES

The region continues to show increased perceptions of doing a "Good Job" on addressing top priorities.

Region is Doing a Mostly "Good Job" on Top Priorities

(Total Respondents)



BASE: ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611)
Q530. Currently, when it comes to the number and variety of transportation options, do you feel that the region is doing a good job or a bad job?
Q540. Currently, when it comes to the maintenance and quality of the transportation infrastructure do you feel that the region is doing a good job or a bad job?
Q550. Currently, when it comes to convenient access to work, shopping, restaurants, schools and services, do you that like the region is doing a good job or a bad job?
Q560. Currently, when it comes to improving traffic flow and reducing congestion, do you feel that the region is doing a good job or a bad job?

NVTA's TransAction

Increases in doing a "Good Job" observed across all four areas. Traffic continues to have a declining impact while transportation options grow.

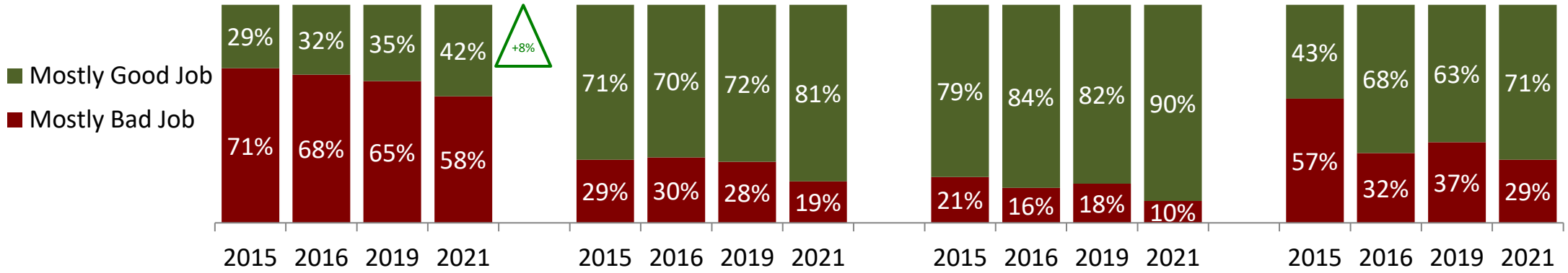
Region is Doing A…

(Among those selecting each item)

Impacts me and my family
(% selecting each)

	2015	2016	2019	2021
Traffic Flow and Congestion	59%	53%	47%	39%
Transportation Options	13%	17%	21%	26%
Convenient Access	14%	12%	17%	17%
Transportation Infrastructure	13%	18%	16%	19%

-8%



BASE: ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611). Q520. Northern Virginia residents and workers have mentioned different factors relating to transportation—both positive and negative—that contribute to or detract from their quality of life. Thinking about transportation here in this region and your personal quality of life, please identify which one of the following you feel has the biggest impact on you and your family personally? BASE: AMONG THOSE SELECTING EACH - TRANSPORTATION OPTIONS (2015 n=76, 2016 n=97, 2019 n=122, 2021 n=152); TRANSPORTATION INFRASTRUCTURE (2015 n=85, 2016 n=101, 2019 n=97, 2021 n=113) CONVENIENT ACCESS (2015 n=84, 2016 n=71, 2019 n=97, 2021 n=105) TRAFFIC CONGESTION (2015 n=365, 2016 n=337, 2019 n=300, 2021 n=241). Q530–Q560. Currently, when it comes to [ANSWER FROM Q520], do you feel that the region is doing a good job or a bad job?

△▽ Denotes statistically significant differences between 2019 and 2021 (p<.05)

NVTA's TransAction

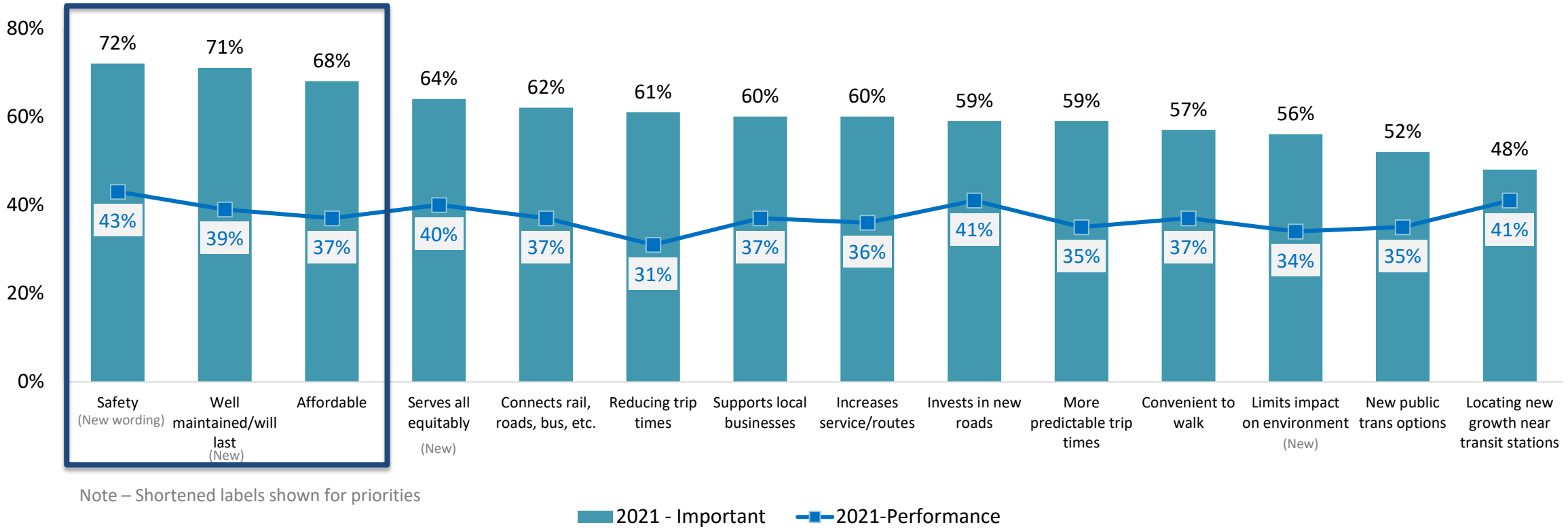
What priorities are most important and how well does the region perform?

Short Label	Full Label
Connects rail, roads, bus, etc.	*Providing a transportation system that connects rail, roads, bus, biking and pedestrians*
Affordable	*Making sure that our transportation system is affordable*
Supports local businesses	*Building a transportation system that supports local businesses and the regional economy*
Reducing trip times	*Reducing trip times*
More predictable trip times	*More predictable trip times*
New public trans options	*Providing new public transportation options*
Invests in new roads	*Investing in new highways and road improvements*
Locating new growth near transit stations	*Locating new growth in the region near transit stations*
Increases service/routes	*Increasing existing service and routes of public transit systems*
Convenient to walk	*Making it convenient to walk or bike to neighborhood stores, businesses, and schools*
Safety	***NEW WORDING for 2021*: Making sure our transportation system is safe** *OLD WORDING: Making sure our transportation system takes advantage of the latest technologies to make it more efficient and safer*
Well maintained/Will last	*Building a transportation system that is well maintained and will be around for a long time* ***(added in 2021)***
Limits impact on environment	*Limiting the transportation system's impact on the environment* ***(added in 2021)***
Serves all equitably	*Building a transportation system that serves all members of the community equitably* ***(added in 2021)***

NVTA's TransAction

Making sure our transportation system is safe, well-maintained/will be around a long time, and affordable are the most important priorities. There is room to improve performance on most measures.

2021: Importance & Performance of Regional Transportation Priorities*



Note – Shortened labels shown for priorities

*% rating each 8-10 on 10-pt scale

BASE: ALL RESPONDENTS (2021 n=611)

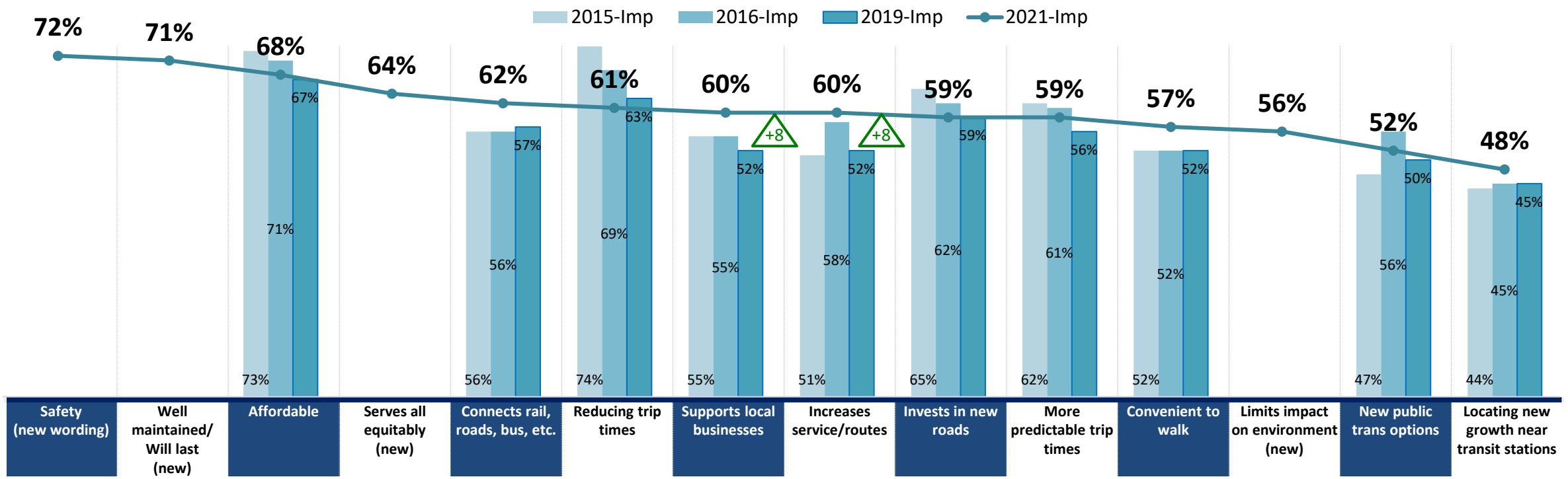
Q600. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means 'Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region."

Q605. Please indicate how well you think Northern Virginia is performing on each of these priorities using the scale where 1 means the region is not performing well at all and 10 means the region is performing extremely well.

NVTA's TransAction

Supporting local business and *Increasing existing service and routes of public transit systems* have grown in their importance since 2019. The importance of other priorities remain comparable to the previous wave.

Importance Over Time of Regional Transportation Priorities*



*% rating each 8-10 on 10-pt scale

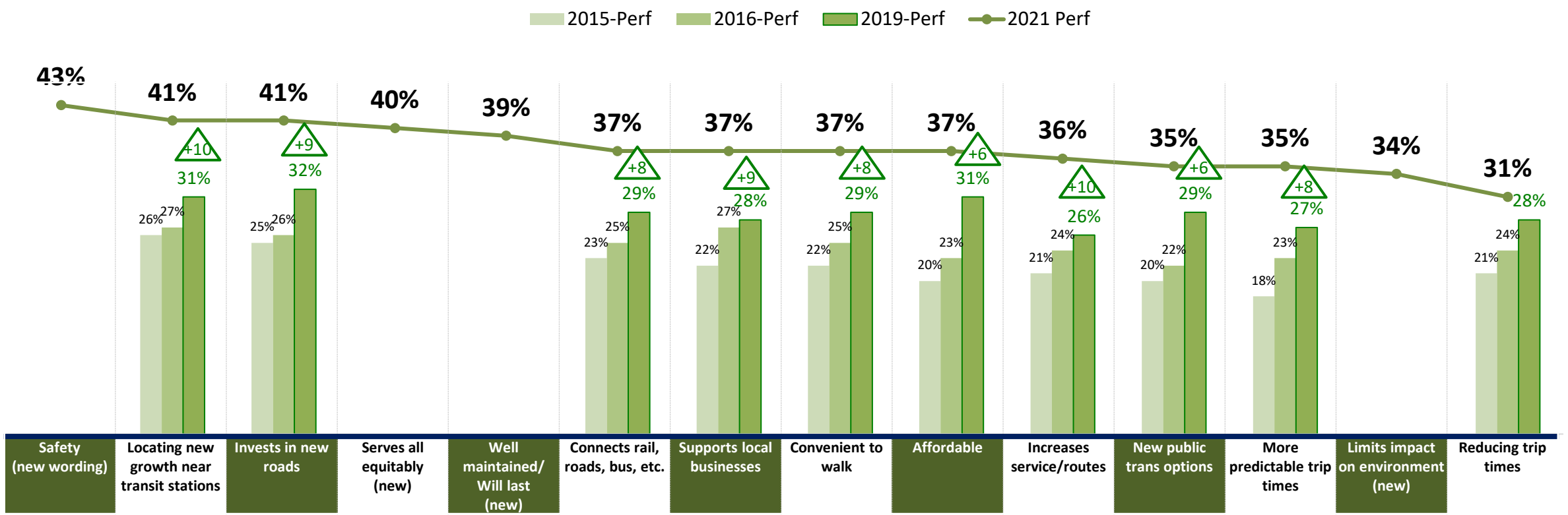
BASE: ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611)
Q600. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means 'Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region."

Denotes statistically significant differences between 2019 and 2021 (p<.05)

NVTA's TransAction

Performance ratings are showing a growth trend on most tracked priorities.

Performance Over Time in Regional Transportation Priorities*



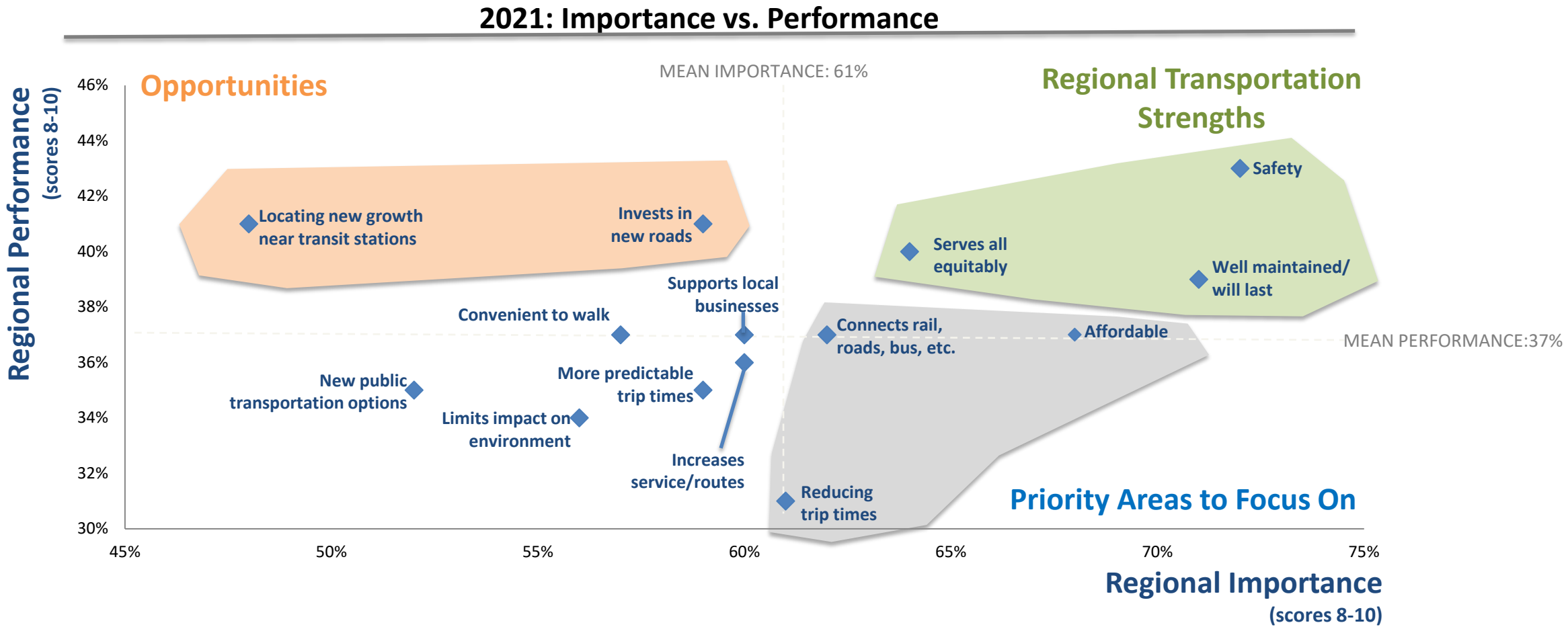
*% rating each 8-10 on 10-pt scale

BASE: ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611)
Q605. Please indicate how well you think Northern Virginia is performing on each of these priorities using the scale where 1 means the region is not performing well at all and 10 means the region is performing extremely well.

Denotes statistically significant differences between 2019 and 2021 (p<.05)

NVTA's TransAction

Safety, equitable access, and longevity are current perceptual equities. The priority areas to strengthen performance relate to affordability, connection, and reduced trip times.

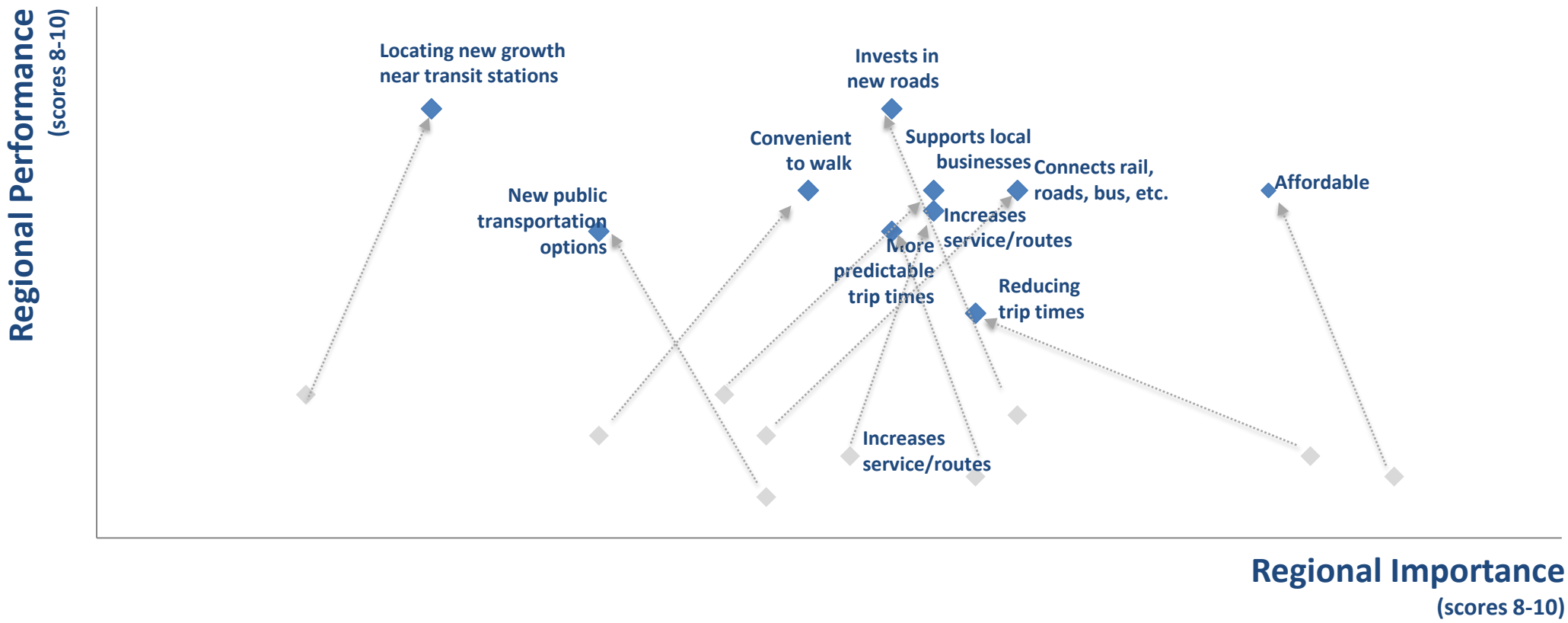


BASE: ALL RESPONDENTS (2021 n=611)
Q600. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means 'Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region."
Q605 Please indicate how well you think Northern Virginia is performing on each of these priorities using the scale where 1 means the region is not performing well at all and 10 means the region is performing extremely well.

NVTA's TransAction

Most of the movement in priorities comes from shifts in improved performance as compared to the 2016 benchmark.

2016 vs. 2021: Importance vs. Performance



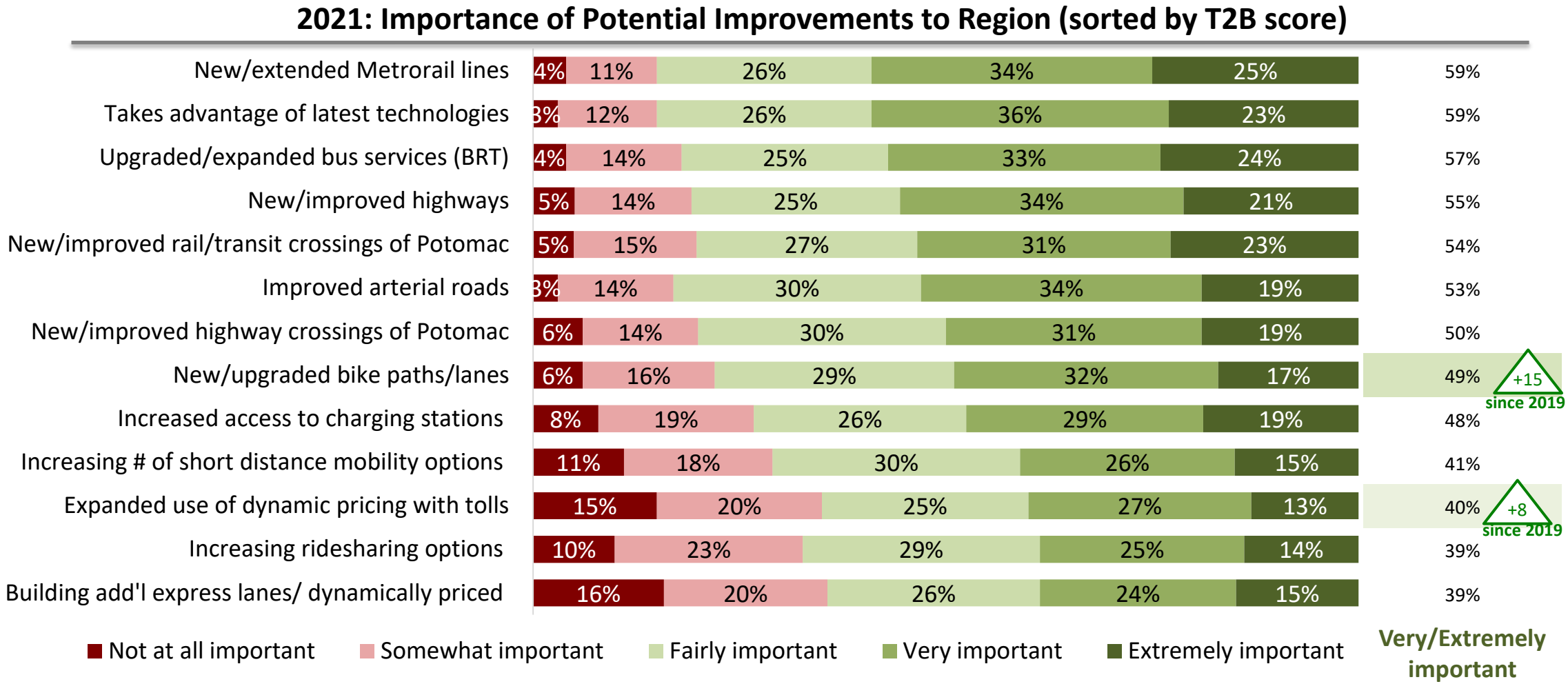
BASE: ALL RESPONDENTS (2021 n=611)

Q600. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means 'Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region."

Q605 Please indicate how well you think Northern Virginia is performing on each of these priorities using the scale where 1 means the region is not performing well at all and 10 means the region is performing extremely well.

NVTA's TransAction

The approaches that are perceived as most important to the region include new/extended metro rail lines, using the latest tech and upgrading BRT.



BASE: ALL RESPONDENTS (2021 n=611)
Q620B. Now, thinking about potential projects and improvements in the region, please indicate how important you think each one is.

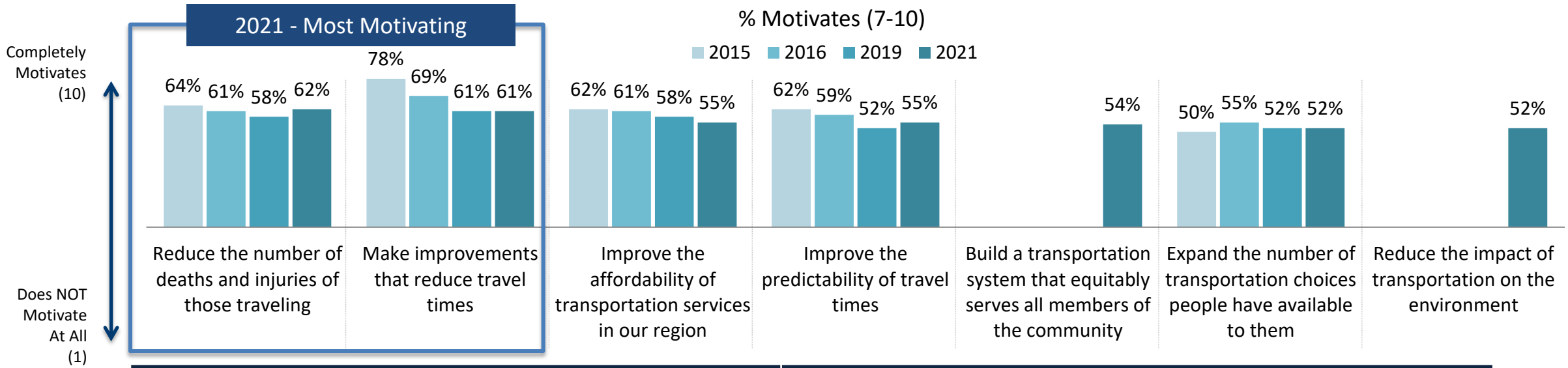
Denotes statistically significant differences between 2019 and 2021 (p<.05)

NVTA's TransAction

Transportation
MESSAGING

Messaging statements score similarly to 2019 with the most impact coming from making roads safer and reducing travel times.

Motivates Interest and Support



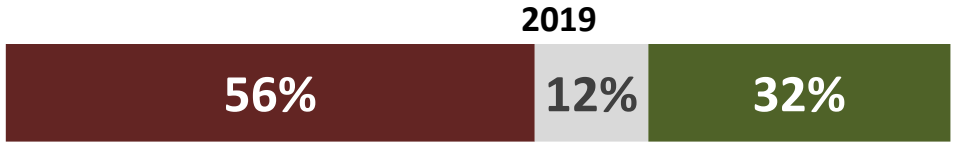
2021 -"Reduce the number of deaths and injuries to those traveling" Most Likely to Motivate Interest and Support of:		2021 -"Make Improvements that reduce travel time" Most Likely to Motivate Interest and Support of:	
• 79% Aware of Transaction • 72% Aware of NVTA • 72% Black • 70% Ages 55-64	• 67% Hispanic • 67% Ages 35-54 • 67% Children at home • 66% Married	• 76% Aware of Transaction • 70% Aware of NVTA • 69% Ages 35-44 • 67% HHI $100K+	• 66% Married/Living with partner • 66% College grad • 64% Drive to work • 63% White

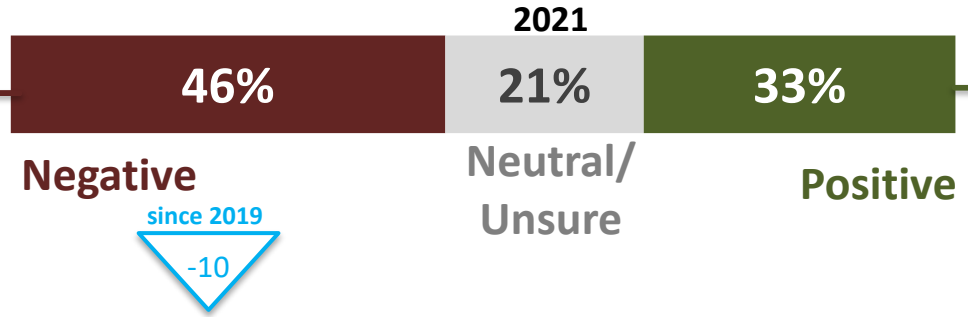
BASE: ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611)
Q705. The following are strategies to help fulfill the regional values and priorities we have been talking about. There are different ways to talk about these priorities and goals. Please indicate the degree to which the goal captures and motivates your interest and support by rating the statements from 1 to 10 where 1 means "does not motivate your interest and support at all" and 10 means "completely motivates your interest and support".

NVTA's TransAction

Negative perceptions of self-driving cars decrease but continue to illustrate concerns for safety among regional residents.

Opinions on Self-Driving Cars





- Dangerous/unsafe (11%)
- Scary/frightening/terrifying (10%)
- Bad idea (4%)
- Concerns/Concerns with technology (4%)
- Nervous/Apprehensive (4%)
- No/No Thanks/Not needed (4%)
- Skeptical/Distrust/Unpredictable (4%)
- Other negative mentions (5%)

- Good/Great idea (11%)
- Hopeful/Optimistic (4%)
- Exciting (3%)
- Cool/Interesting (3%)
- Fine/Ok/Accepting (3%)
- Safe (2%)
- Innovative (2%)
- Other positive mentions (5%)

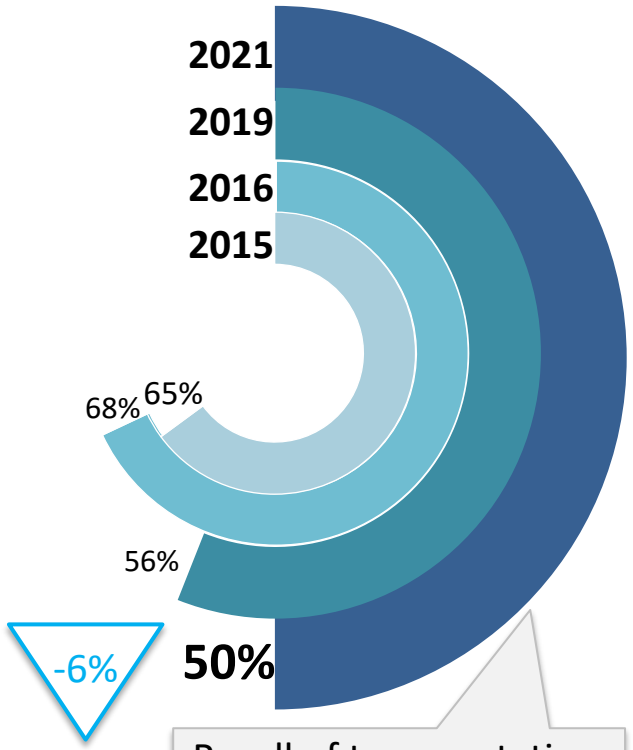
BASE: ALL RESPONDENTS (2019 n=616; 2021 n=611)
Q725. What one word or phrase would you use to describe your overall feelings of self-driving cars being on the road in Northern Virginia in the near future?

Transportation

NEWS RECALL

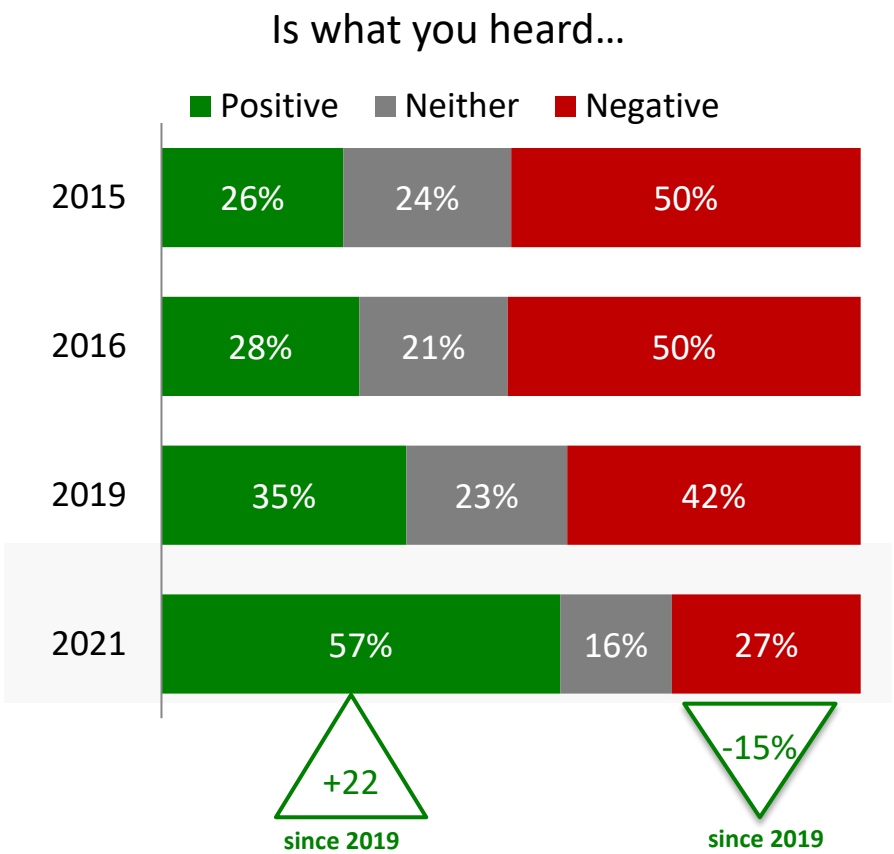
Although recall of news decreased, the ratio of positive to negative news increased significantly from prior waves.

Heard Something Recently



Recall of transportation news continues to trend downward

Top-of-Mind Transportation Issues



Most Likely to Hear Something *Positive in 2021*:

57% TOTAL

- 83% Aware of TransAction
- 78% Arlington County
- 72% Hispanic
- 70% Children at home
- 70% age 25-34
- 69% Black
- 67% Live and work in the same county/city
- 66% Male
- 66% Aware of NVTA
- 62% Lived in region majority of life
- 62% Own home
- 61% Employed
- 60% College grad

Most Likely to Hear Something *Negative in 2021*:

27% TOTAL

- 41% Some college
- 38% Unemployed
- 36% Rent
- 36% Single
- 36% Not lived in region majority of life
- 35% White
- 35% No children at home
- 35% Unaware of TransAction
- 34% Unaware of NVTA

BASE: : ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611)
Q400. What, if anything, have you heard, read or seen recently regarding transportation issues, actions or news in the Northern Virginia region?
BASE: HEARD, READ, SEEN TRANSPORTATION ISSUES (2019 n=363); Consider it Positive 2019 (n=121), Consider it Negative 2019 (n=149)
Q405. Would you consider what you have heard, read, or seen positive or negative?

Denotes statistically significant differences between 2019 and 2021 (p<.05)

Positive story recall is primarily about metro/WMATA and roads.

Top-of-Mind Transportation Issues

Positive

- **25% Metro/WMATA Mentions**
  - The Metro looks cleaner and more sophisticated
  - Extending the Metro into Loudoun County
  - New Metro station in Alexandria
  - WMATA purchasing new equipment & expanding its service
- **17% Road Mentions**
  - The creation of new roads to reduce road congestion.
  - Road work is constantly being conducted
  - Widening the roads that are heavily populated
- **10% I-66 Mentions**
  - Route 66 is being redone to add lanes and improve traffic flow
  - The I-66 expansion and toll lanes
  - Major initiative to improve the traffic flow on I-66 to make it easier to commute between DC and the suburbs of Virginia

- . **6% Bus Mentions**
  - They're making public transportation easier to ride by providing free bus service
  - Making bus services free
  - New bus routes and fare changes for the DASH buses in Alexandria, VA, which makes me happy
  - Lower bus fares on the Fairfax Connector
- **5% Traffic/Congestion Mentions**
  - Reducing congestion and directing traffic lanes
  - Infrastructure bill was passed that should help with roads and bridges which I hope helps traffic congestion

BASE: : ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616 2021 n=611)
Q400. What, if anything, have you heard, read or seen recently regarding transportation issues, actions or news in the Northern Virginia region?
BASE: HEARD, READ, SEEN TRANSPORTATION ISSUES AND CONSIDER IT POSITIVE (2021 n=174)
Q405. Would you consider what you have heard, read, or seen positive or negative?

Negative story recall is primarily about metro/WMATA and traffic congestion.

Top-of-Mind Transportation Issues

Negative

- **67% Metro/WMATA Mentions***
  - Funding for the Metro system has been a big issue
  - Aging to the Metro system is causing failures and even a derailment
  - Metro lack of maintenance, toll roads rising prices
  - Metro rail is delayed in opening in Loudoun County
  - Delayed building of new Metro stops
  - Always problems and cost overruns with Metro rail
  - Metro trains are severely limited due to wheel problems
- **21% Traffic Congestion Mentions****
  - Traffic is awful
  - Every time you turn the news on, there's a traffic pile up on the beltway
  - You can sit hours just to go a couple miles
- **11% Road Mentions****
  - More highway lanes will mean more cars and congestion
  - Roads are terrible
  - expansion of route 1 near Huntington Metro raises issues for those living near the road
- **10% Tolls****
  - They keep adding HOT lanes for tolls
  - They are building toll roads all over the place
  - Toll roads are increasing
- **5% I-66 Mentions**
  - Constantly working on I-66
  - Continual backups and traffic jams throughout the region especially on the beltway and Rt 66

* Up significantly from 2019
** Down significantly from 2019

BASE: : ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611)
Q400. What, if anything, have you heard, read or seen recently regarding transportation issues, actions or news in the Northern Virginia region?
BASE: HEARD, READ, SEEN TRANSPORTATION ISSUES AND CONSIDER IT NEGATIVE (2021 n=86)
Q405. Would you consider what you have heard, read, or seen positive or negative?

Negative comments most commonly center around problems/issues, delays, and safety/accidents/derailments.

Changes in Number and Types of Comments about WMATA

	2015	2016	2019	2021
Metro/WMATA (Net)	45%	62%	33%	67%
Metro having problems/issues	**17%**	**18%**	**8%**	**19%**
Metro service delays	5%	2%	7%	13%
Metro service negative mentions	2%	15%	5%	6%
Metro funding issues	2%	6%	3%	3%
Metro safety/accidents/derailments	4%	7%	3%	9%
Metro construction issues	1%	1%	3%	4%
Metro leadership negative mentions	5%	1%	3%	7%
Metro Silverline negative mentions	4%	3%	2%	4%
Metro Orange line negative mentions	2%	1%	2%	-
Metro increase rates/fees	6%	1%	1%	-
Metro fire/smoke issues	3%	2%	-	1%
Metro decline in ridership	2%	1%	-	1%
Metro Blue line negative mentions	2%	1%	-	-
Metro maintenance issues	1%	10%	-	7%
Metro equipment negative mentions	3%	1%	-	7%
Metro SafeTrack negative mentions	-	3%	-	-
Other negative Metro/WMATA mentions	3%	6%	1%	2%

BASE: HEARD, READ, SEEN TRANSPORTATION ISSUES AND CONSIDER IT NEGATIVE (2015 n=206, 2016 n=213, 2019 n=143, 2021 n=86)
Q400. What, if anything, have you heard, read or seen recently regarding transportation issues, actions or news in the Northern Virginia region?

Use of social media as an information source continues to increase with Facebook dominating. News gleaned from community meetings doubled (+11 points) likely a function of increased access through virtual/online meetings.

Most Recent Information Sources for Transportation Issues

	2015 (n=400)	2016 (n=411)	2019 (n=363)	2021 (n=311)
Television/News story	54%	57%	49%	58% +9
Social Media	24%	31%	38%	49% +11
Radio ad/news/discussion	41%	38%	32%	36%
Print article or ad In newspaper, magazine, flyer or information packet	46%	45%	36%	34%
Community Meeting	7%	9%	10%	21% +11
Website	5%	2%	4%	7% +3

Source	2021
Facebook	32%
Twitter	24%
Instagram	24%
Other social media	8%

Websites mentioned in 2021

- ArlNow.com
- VDOT (www.virginiadot.org)
- WashingtonPost.com
- WMATA.com
- WTOP.com

BASE: HEARD, READ, SEEN TRANSPORTATION ISSUES (2021 n=311, 2019 n=363; 2016 n=411; 2015 n=400)
Q410. Where did you hear or see this information? Choose all the apply.

Denotes statistically significant differences between 2019 and 2021 (p<.05)

New residents, Arlington residents, and younger residents are among those who are more likely to get their regional transportation news via social media.

More likely to use social media

49% TOTAL

- 75% Aware of TransAction
- 73% Have lived in the region for less than 5 years
- 72% Live in Arlington
- 69% Ages 25-34
- 67% Children at home
- 66% Hispanic
- 61% Ages 35-44
- 60% Live and work in same region
- 57% HH income 100K+
- 55% Aware of NVTA
- 55% Employed/Student
- 52% Own home

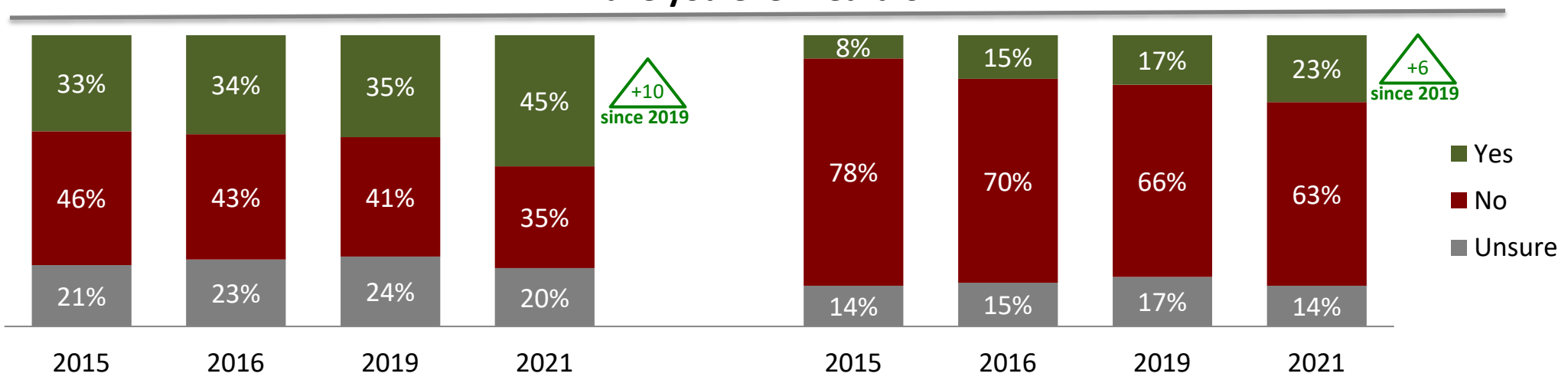
BASE: HEARD, READ, SEEN TRANSPORTATION ISSUES (2019 n=363)
Q410. Where did you hear or see this information? Choose all the apply.

Transportation

AWARENESS LEVELS AND PERFORMANCE RATINGS FOR THE REGION AND REGIONAL AGENCIES

Awareness of NVTA and TransAction is limited but continues to grow.

Have you ever heard of…



…an organization called the **Northern Virginia Transportation Authority,** also known as NVTA?

…the **TransAction** long range transportation plan?

% Most Likely to Have Heard of NVTA (2021)		% Most Likely to Have Heard of TransAction (2021)	
• 62% Less than 5 yrs. in region • 60% Arlington County	• 57% Hispanic • 55% Ages 25-34	• 48% Less than 5 yrs. in region • 46% Arlington County • 42% Aware of NVTA • 42% Hispanic	• 40% Ages 25-34 • 39% Children at home • 33% Black • 33% Live and work in same county/city

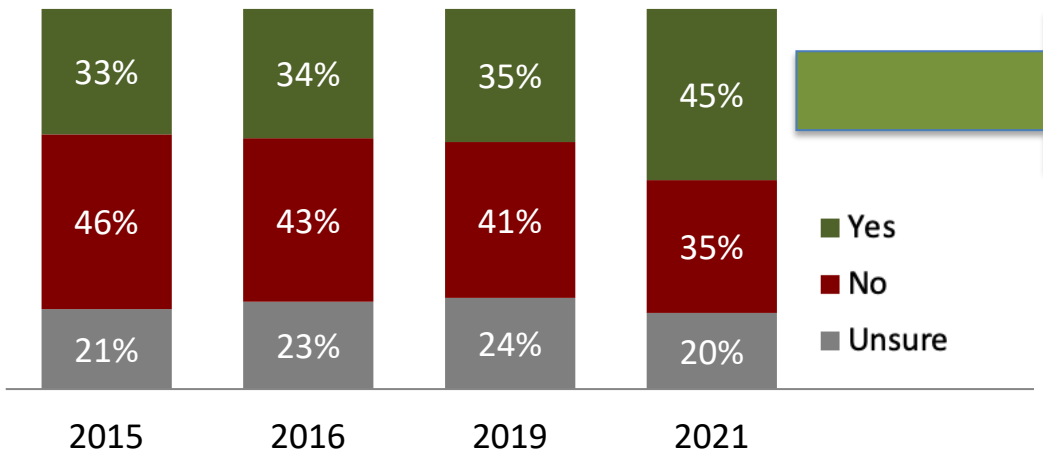
BASE: ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611)
Q417. Have you ever heard of an organization called the Northern Virginia Transportation Authority also known as NVTA?
Q420. Have you ever heard of the TransAction long range transportation plan?

Denotes statistically significant differences between 2019 and 2021 (p<.05)

NVTA's TransAction

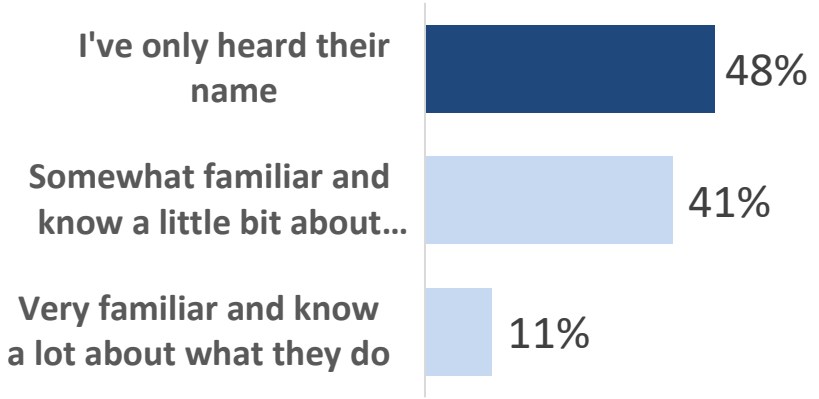
Familiarity with NVTA (among those who are aware) tends to be limited to name recognition.

Have you ever heard of…



…an organization called the **Northern Virginia Transportation Authority,** also known as NVTA?

Familiarity with NVTA
(among those who are aware)



BASE: ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611)
Q417. Have you ever heard of an organization called the Northern Virginia Transportation Authority also known as NVTA?
BASE: AWARE OF NVTA (2021 n=283)
Q417b. How familiar are you with the Northern Virginia Transportation Authority?

NVTA's TransAction

Performance ratings continue to increase and show strongest scores among those aware of NVTA.

Performance on Planning and Implementing Transportation Solutions

Northern VA region

	Poor/Fair	Poor	Fair	Good	Excellent	Good/Excellent
2015	73%	22%	51%	25%	2%	27%
2016	70%	15%	55%	26%	4%	30%
2019	61%	13%	48%	34%	5%	39%
2021	52%	12%	40%	35%	12%	48%

+9 since 2019

NVTA
(Among those aware of NVTA)

	Poor/Fair	Poor	Fair	Good	Excellent	Good/Excellent
2015	65%	17%	48%	32%	3%	35%
2016	66%	17%	49%	28%	6%	34%
2019	53%	9%	44%	31%	16%	47%
2021	42%	12%	31%	35%	23%	58%

+11 since 2019

NOVA Region Performance, those rating it higher (as good/excellent) (2021):

48% - Total

- 72% Arlington County
- 70% Aware of TransAction
- 59% Ages 25 to 34
- 58% In region 1-5 years
- 58% Aware of NVTA
- 53% Live/work same region

NVTA Performance, those rating it higher (as good/excellent) (2021):

58% - Total

- 88% Arlington County*
- 75% Hispanic; 74% Ages 25 to 34
- 73% Aware of TransAction
- 68% Asian*
- 67% Lived in region <5 years
- 66% Live/work same location
- 63% have lived in region majority of life
- 61% Employed/student
- 58% Aware of NTVA

BASE: ALL RESPONDENTS (2015 n=610, 2016 n=606, 2019 n=616, 2021 n=611)
Q630. How would you rate the performance of Northern Virginia region when it comes to planning and implementing transportation solutions in the region?
BASE: HAVE HEARD OF NVTA (2015 n=207, 2016 n=212, 2019 n=222)
Q645. How would you rate the performance of Northern Virginia Transportation Authority (NVTA) when it comes to planning and implementing transportation solutions in the region?

* Small base sizes less than 30/50. Data are directional only.

Denotes statistically significant differences between 2019 and 2021 (p<.05)

DEMOGRAPHICS

Demographics

		2015	2016	2019	2021
Gender	Male	48%	48%	47%	48%
	Female	52%	52%	53%	52%
Age	18-24	7%	11%	15%	13%
	25-34	22%	22%	22%	21%
	35-44	24%	21%	21%	25%
	45-54	20%	21%	15%	12%
	55-64	15%	14%	15%	15%
	65+	12%	11%	13%	14%
Ethnicity	White	58%	58%	52%	52%
	Hispanic	15%	15%	17%	17%
	Black	11%	11%	12%	12%
	Asian	14%	14%	15%	15%
	Hawaiian/Pacific Islander	<1%	<1%	<1%	<1%
	Native American/ Alaskan native	<1%	<1%	<1%	<1%
	Multi-race	2%	2%	4%	4%
	Other	<1%	<1%	<1%	<1%
Marital	Married/Civil Union	60%	56%	51%	52%
	Single, never married	24%	32%	31%	29%
	Divorced/Separated/Widowed	11%	14%	12%	10%
	Living with Partner	5%	3%	6%	5%
	Decline to answer	<1%	<1%	<1%	<1%

		2015	2016	2019	2021
Education	HS or less	5%	7%	13%	15%
	Some college	15%	14%	16%	14%
	Associates Degree	6%	6%	7%	7%
	Bachelor's Degree	35%	37%	31%	30%
	Master's Degree	28%	27%	25%	24%
	Professional Degree	7%	5%	4%	6%
	Doctorate Degree	4%	4%	4%	4%
	Decline to answer	<1%	<1%	<1%	1%
Employment	Employed (NET)	73%	72%	71%	71%
	Full-time	64%	58%	55%	59%
	Part-time	5%	9%	11%	8%
	Self-employed	4%	5%	6%	4%
	Not employed (NET)	15%	16%	20%	18%
	Not employed, looking	2%	1%	3%	3%
	Not employed, not looking	<1%	1%	1%	1%
	Not employed, unable	<1%	1%	2%	2%
	Retired	13%	13%	14%	12%
	Student	3%	7%	4%	5%
	Stay home spouse/ partner	8%	5%	4%	5%
	Decline to answer	<1%	1%	<1%	1%
Household Income	<$50,0000	13%	16%	24%	21%
	$35,000-$74,999	22%	22%	20%	23%
	$75,000-$99,999	17%	18%	14%	14%
	$100,000-$149,999	25%	21%	19%	18%
	$150,000-$199,999	11%	11%	13%	11%
	$200,000+	11%	10%	13%	19%
	Decline	9%	8%	6%	4%