

“MOBILE MESSAGES: MOVING PEOPLE TO SUPPORT TRANSPORTATION”

Prepared for:

NCHRP

**Transportation Research Board
of
The National Academies**

Prepared by:

**Shane Peck, MPA
Parsons Brinckerhoff
30 N. LaSalle, Suite 4200
Chicago, IL 60610**

**Lance Gentry, Ph.D.
Heartland Market Research
11 Smelters Trace Road
Stafford, VA 22554**

April 2015

The information contained in this report was prepared as part of NCHRP Project 20-24(93)C
National Cooperative Highway Research Program.

SPECIAL NOTE: This report **IS NOT** an official publication of the National Cooperative Highway Research
Program, Transportation Research Board, National Research Council, or The National Academies.

Acknowledgement of Sponsorship

This study was conducted for the American Association of State Highway and Transportation Officials (AASHTO), with funding provided through the National Cooperative Highway Research Program (NCHRP) Project 20-24, which is administered by the Transportation Research Board of the National Academies. The NCHRP is supported by annual voluntary contributions from the state Departments of Transportation. The report was prepared by Shane Peck, MPA, Parsons Brinckerhoff. The work was guided by a technical working group chaired by Terri Angier (OK DOT) which included Jeff Cranson (MI DOT), Erik Filkorn (VT DOT), Luanne Grandinetti (TN DOT), Dick Kane (FL DOT), Michael Lewis (RI DOT), Tamie McGowen (CA DOT), Paul Trombino (IA DOT), Max Azizi (FHWA), and Lloyd Brown (AASHTO). The project was managed by Andrew Lemer, NCHRP Senior Program Officer.

Disclaimer

The opinions and conclusions expressed or implied are those of the research agency that performed the research and are not necessarily those of the Transportation Research Board or its sponsoring agencies. This report has not been reviewed or accepted by the Transportation Research Board Executive Committee or the Governing Board of the National Research Council.

Contents

LIST OF FIGURES AND TABLES	iv
AUTHOR ACKNOWLEDGEMENTS	v
SUMMARY	1
Accountability	
Mobility	
Convenience	
Livability	
Dedicated	
Specific	
CHAPTER 1: INTRODUCTION	7
CHAPTER 2: RESEARCH APPROACH	8
CHAPTER 3: FINDINGS AND APPLICATIONS	9
Review of existing messages	
Survey of DOT communicators	
Case study interviews	
Focus groups	
Dial testing	
CHAPTER 4: CONCLUSION AND SUGGESTED RESEARCH	49
APPENDIX A Survey of DOT Communicators Results	A-1
APPENDIX B Full Focus Group Results	B-1
APPENDIX C Full Dial Testing Results	C-1

List of Figures and Tables

Figure 1: Infographic	6
Figure 2: Success of Campaign	9
Figure 3: Level of Government	10
Figure 4: Mechanism for Funding Decision	10
Figure 5: Messages Used	11
Figure 6: Successful	12
Figure 7: Unsuccessful	12
Table 1: Successful/Unsuccessful	14
Figure 8: Map of Focus Group Locations	22

Author Acknowledgements

The research reported herein was performed under NCHRP 20-24(93)C by Parsons Brinckerhoff, and Heartland Market Research with the National Cooperative Highway Research Program (NCHRP) serving as Fiscal Administrator.

The project team included professionals active in a variety of industry organizations and groups including the Transportation Research Board and American Association of State Highway and Transportation Officials.

Shane Peck, MPA was Principal Investigator and Lance Gentry, Ph.D. was the Research Lead. Additional reviewers and contributors from Parsons Brinckerhoff included Hal Kassoff, Paula Hammond and Darrel Cole. The infographic and other graphic elements were created by William Grass.

Abstract

Research sponsored by NCHRP—particularly under the *NCHRP Project 20-24(37)* series, *NCHRP Project 20-24(62) The Identification of Marketing Tools that Resonate with Lawmakers and Key Stakeholders to Support and Increase Funding and Revenue for the Nation’s Transportation System* and *NCHRP Project 20-24(62)A Communication Strategies to Enhance Public Understanding of Highway and Transit Program Funding Needs*—has previously explored effective messaging. Such research has advanced our understanding of how policy makers and the public perceive the system and the challenges its operation and maintenance entail, and how to craft messages that will communicate effectively. The objective of NCHRP Project 20-24(93)C is to update and further develop themes and key words that will help state DOT executives and others to communicate more effectively with the public about the value of transportation system performance and the relationship of performance to investment and infrastructure.

Summary

“Many transportation departments are concerned that the public is relatively uninformed about such issues as how transportation facilities and services are financed, how they are provided, how well they function, and, in general, the importance of an effective transportation system.”

This statement reflects the challenge faced by departments of transportation in 2015. The statement, however, was written in 1994 for the introduction to the *Public Outreach Handbook for Departments of Transportation*. The objective of NCHRP Project 20-24(93)C was to identify and recommend words, messages and themes for use by DOTs in addressing this continuing communications question, “How do we move people to recognize the importance of transportation infrastructure and the need for additional transportation investment?”

The research team reviewed existing DOT communications efforts and transportation funding campaigns to identify common transportation messages that have proved both effective and ineffective. We evaluated these messages and identified new ones through eight focus groups in four cities.

Finally, we tested potential DOT messages during two dial testing sessions in Washington, D.C. Ultimately, we arrived at actionable recommendations for state DOTs to use when communicating with the public about the importance of transportation and the need to invest more in it.

Multiple words, messages and themes emerged from the research as effective at moving people toward supporting additional investment in transportation. We also found general distrust of government, doubt that additional funding will be used as promised, and strong resistance to typical funding mechanisms such as gas and sales tax increases and tolls. One new idea, the mileage tax, was especially unpopular with registered voters.

Our research did not find and we are not suggesting that there is a magic word or message that will convince members of the public to support transportation or a specific transportation initiative. Nor does one-size-fit all. It is important for each transportation agency to conduct its own research at the local level, but this report can provide a helpful foundation and starting point for DOT messaging efforts.

We also recognize that there are many factors that determine the success or failure of transportation communications and funding initiatives. Political dynamics, leadership advocacy, public outreach effectiveness, agency credibility, and many other variables all play a role. This research was solely focused on identifying effective messages and did not weigh how other factors may or may not contribute the success of transportation initiatives.

Due to the breadth and depth of our research, it is fair to say that our findings represent a significant portion of the American public. Several of the messages were tested and, some are presented here, as stated by members of the focus groups. The words, messages and themes we recommend in this report will provide a solid basis for DOT communications efforts.

Accountability

Accountability was a reoccurring theme throughout the research. Members of the public must trust that additional funding provided to the DOT will be used efficiently and for its intended purpose. In other words, your messaging shouldn't just say what you are going to do, but show it with measurements and concrete proof.

Agency credibility and positive public perception can only be built and earned over time. There is no combination of messages that will convince voters to trust the agency if distrust exists. Messages that present the DOT as accountable to "the people", "voters," and "you," however, resonate strongly with registered voters.

- ***Accountability means the department of transportation works for the people and not for itself. We are accountable to you.***
- ***Accountability will reside with the voters.***
- ***Accountability means doing what you are supposed to do. We have established performance measures so you can hold us accountable for delivering transportation improvements on time and on budget.***

Mobility

While DOT leaders and industry professionals are consumed by transportation issues all day, every day, it can be easy to forget that most members of the public do not have transportation at the front of their minds on a daily basis.

Generally, most people are only concerned about transportation to the extent that they can get where they need to go easily, affordably and quickly or when that mobility is impeded.

- ***You will have the ability to easily, affordably and quickly get from one place to another. Improved mobility will come from better roads and bridges; improved public transportation; and more opportunities to walk.***

Convenience

Convenience is not always a word used related to transportation. It is a major factor, however, in personal satisfaction with transportation systems among users. People particularly want to avoid delays related to highway work zones. Finding a “solution that lasts” for roads is important to drivers primarily so they are not inconvenienced by highway work zones in the same location year after year.

- ***We will build or repair roads so that major maintenance is not required each year.***

Better sequencing of traffic signals was the only specific technology that registered high in positivity. The idea of spending less time sitting at stoplights is very popular.

- ***Linking traffic signals means you will spend less time waiting at stoplights.***

Livability

Messages that indicate an improvement in livability or quality-of-life are popular with the public. Environmental messages have not proven effective in the focus groups or dial testing sessions. This specific sentence, however, tested well in the dial testing particularly when it reached the word “families.” This appears to be a quality-of-life issue.

- ***Smart investments in transportation can also improve water quality and the natural environment for families.***

Messages related to bicyclists were generally not well received. Pedestrian issues were more positive. The idea of separating these modes of travel from each other and from cars was very popular. It may not be feasible in all instances, but messages related to additional transportation funding should include something similar to:

- ***Projects to separate cars from bikes and bikes from pedestrians will be built with additional transportation funding.***

People do not see a strong link between transportation infrastructure and the economy. They also do not feel strongly about the creation of jobs from transportation investment beyond the

people working directly on a project. They do, however, react positively to the idea of making sure that local residents are hired to work on transportation improvement projects in their area.

If a specific local hiring percentage requirement can be included in the message, it makes the message stronger. Local hiring requirements are not allowed on federal-aid projects, however. Use a message such as this when discussing jobs related to transportation investment:

- ***Jobs will be created locally by these projects because, since you are being taxed for it, you should be employed by it.***

Dedicated

The biggest concern regarding giving DOTs more tax dollars is that the money will be shifted to other areas of government by, as focus group participants put it, “politicians.” Messages that reassure voters that additional funding approved for transportation cannot be used for other purposes make people more likely to support the additional funding.

- ***Money approved for these transportation improvements is dedicated to that purpose by law and cannot be shifted to other parts of government.***

If the proposed transportation initiative contains a legal requirement to build only the projects on an approved list and methods to promote transparency, it makes for a strong message.

- ***We are required by law to build only the projects on the approved list and to provide monthly updates on our progress toward delivering these improvements on-budget and on-schedule.***

Specific

People want to know exactly how their tax money will be used. It is vital to be specific about how much money is required and what projects will be built with the money.

- ***We will be specific about how much money is needed and which projects the money will be spent on.***

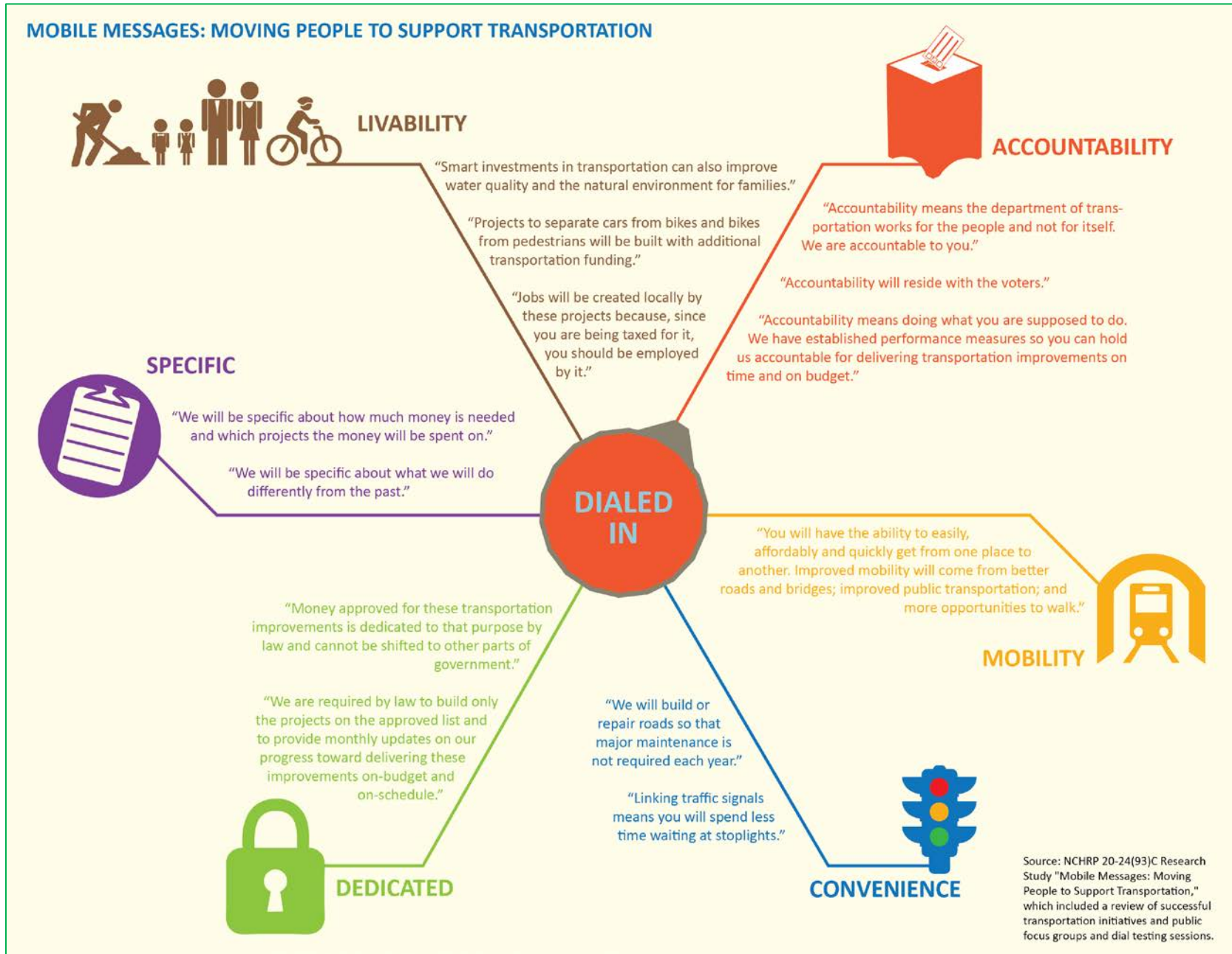
Particularly where there is a perception that money has been wasted in the past or repairs and improvements did not last, people want to know what new ideas and approaches are being implemented to make sure it is different this time.

➤ ***We will be specific about what we will do differently from the past.***

The words, messages and themes detailed in this summary proved to be the most popular with participants in focus groups and dial testing sessions. In many cases, particularly with the theme “Accountability,” they have proven effective on actual communications programs related to transportation initiatives.

The infographic in Figure 1 on page six provides a quick-reference guide to the most positive messages identified through this research. We are calling them “Mobile Messages” because they move people to support transportation.

FIGURE 1 -- Infographic



Chapter 1: Background

Transportation is vital to the health of our nation, its commerce and its residents. A diverse and connected transportation system drives our economy while providing safe mobility for those who use it. While this importance seems obvious, identifying effective messages related to transportation that move people to action can be difficult.

It is imperative to have an efficient, high-performing transportation system in every state of our country. Effective messaging can mean the difference between gaining the public and political support needed for additional investments in those systems and a status quo that leads to overburdened and deteriorating transportation facilities.

While our personal mobility is threatened by a lack of investment in transportation, the mobility of our communications tools expands almost daily. We are now able to deliver our messaging unfiltered to all demographics regardless of income, age and other characteristics, but this fact makes the message even more important.

While our personal mobility is threatened by a lack of investment in transportation, the mobility of our communications tools expands almost daily. We are now able to deliver our messaging unfiltered to all demographics regardless of income, age and other characteristics, but this fact makes the message even more important

There are no “tried and true” messages that always work in all situations. While there are universal principles that may apply (for example, transportation, like politics, tends to be personal and local), what worked in the past may not work today, and what works with one group may be very different from what works in another.

We must, for example, explore changing opinions about transportation among younger voters who have growing concerns about the environment and are using public transportation more frequently.

Chapter 2: Research Approach

Our primary role was to listen with an unbiased ear, use our transportation communications experience, utilize sound and proven research techniques, and bring a common sense approach to the messaging efforts. We listened to the public and to communications experts and top-level executives at state DOTs.

A focused review of the most relevant available resources, including recent research and examples of other materials related to themes and messages for communicating issues of transportation funding, infrastructure investment and system performance was conducted. Our review included a search for comparable issues in the utilities field.

We also surveyed communications professionals at state DOTs regarding their challenges and successes in communicating with and educating the public about the importance of transportation and specifically increasing funding for transportation services. Four examples of transportation agency messaging were used to craft short case studies. These case studies provide real-world examples of how to apply effective messaging that communicates the value of high-performance transportation systems and the relationship to investments in transportation.

Additionally, we conducted eight focus groups and two dial-testing sessions. Previous studies focused on opinion leaders, our research focused on a much broader population, that of registered voters. By definition, opinion leaders are different than the general population, but it is the majority of voters that will determine the future of many transportation funding initiatives. All 10 groups consisted of registered voters.

Two focus groups were conducted in each of four U.S. cities – Tampa, FL; Cleveland, OH; Des Moines, IA; and Eureka, CA. The dial test groups took place in Washington, D.C. Having focus groups for each segment (younger, older, rural residents, urbanites) guarded against anomalies and/or one vocal person skewing the results.

More information about methodology is included in each section along with the results of the research.

Chapter 3: Findings and Applications

Review of Existing Messages

Through an analysis of funding increase campaigns, we identified broad correlations between certain messages and successful enactment of transportation initiatives. This case study and messaging analysis drew from infrastructure funding advocacy resources, news media reports, academic articles and other sources.

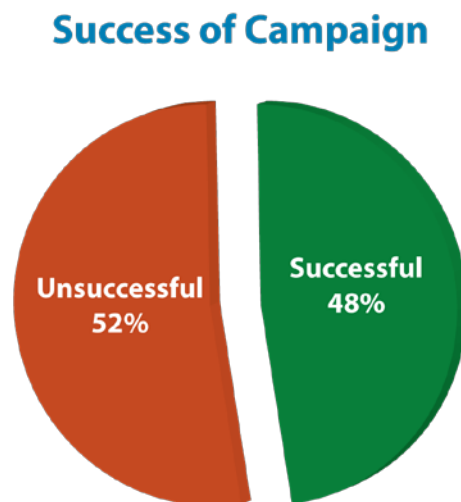
We also compared recommended messaging from “Making a Case for Transportation” and “The New Language of Mobility.” These documents were the culmination of NCHRP research conducted previously aimed at uncovering successful messaging for transportation funding campaigns. We make references to these documents later in the report.

For the most part, the findings of our review of existing messages were consistent with the results of the focus groups and dial testing sessions detailed later in this report. Messages associated with successful initiatives such as “Accountability” and “Mobility” proved consistently effective throughout the research.

Messaging Overview

We researched 27 case studies of transportation funding campaigns and the associated messaging. Both successful and unsuccessful campaigns were evaluated.

FIGURE 2

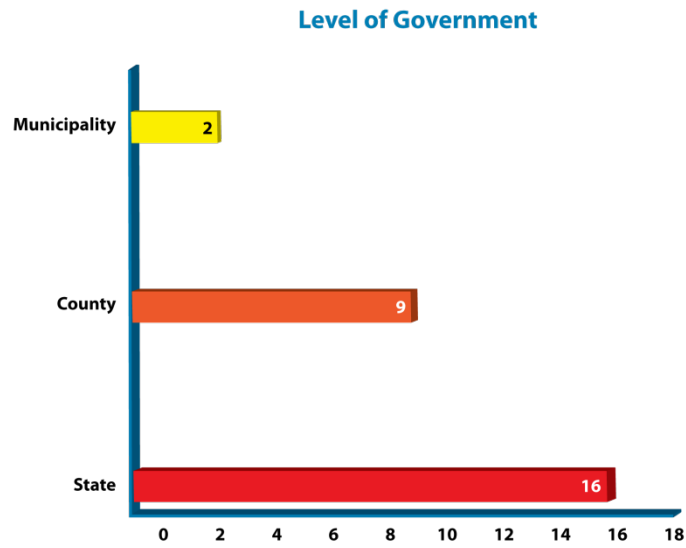


Scope of Research

The research focuses on funding campaigns pursued between 2010 and 2014 (prior to the August and November 2014 elections).

Transportation case studies at the state, county and municipal levels were evaluated.

FIGURE 3



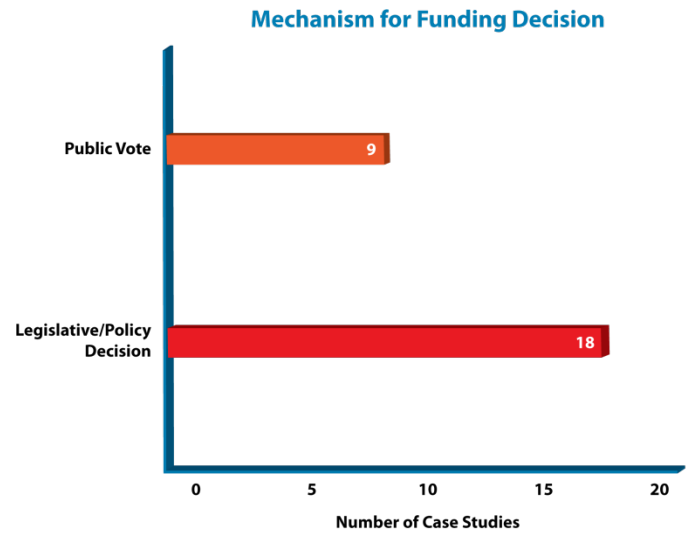
Method of Funding

Most campaigns were advocating for a tax increase to provide funding for needed transportation infrastructure. An increase in **gas taxes** was the most common, followed by an increase in **sales tax** and **raised vehicle fees**.

Mechanism for Funding Decision

Decisions were made via public vote and legislative/policy making action.

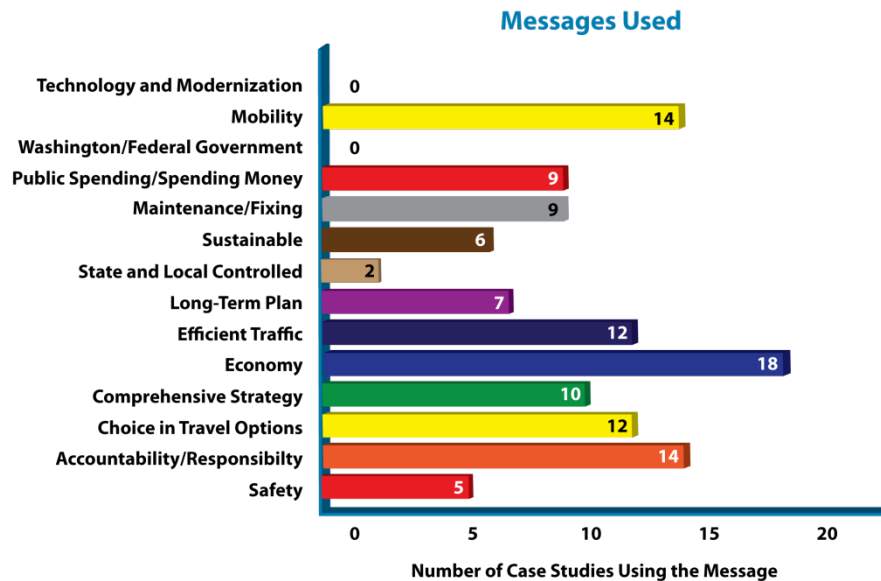
FIGURE 4



Overall Messaging Used

Each campaign’s messaging was analyzed, categorized and quantified. The research team used the previously referenced “Making the Case of Transportation Investment” and “New Language of Mobility” to create the list of messaging choices. Both recommended messaging and messaging that the documents advised against were evaluated. The chart below represents messaging identified through the secondary research and case studies we studied.

FIGURE 5



Other key messages included naming specific projects that would be funded, environmental and social justice, and multimodal advantages. Of the messages included in the “other” category, naming the specific projects that would benefit from increased funding was an indicator of success.

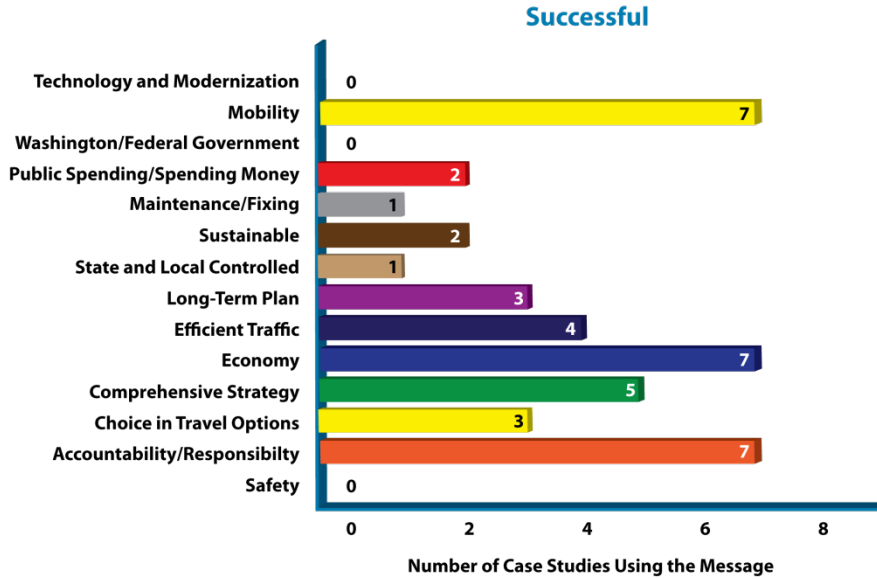
Analysis of Transportation Case Study Results

Through our analysis of these case studies, we were able to identify trends. The research shows some clear distinctions between successful and unsuccessful campaigns. It should be recognized that factors beyond messaging play a big part in the success of campaigns, but messaging is the focus of this research and, therefore, of this analysis.

Successful

These campaigns, especially at the state level, focused on accountability, mobility, economic benefits and a comprehensive strategy. The first chart on the next page shows key messages used on successful campaigns at the state level. Notice that maintenance/fixing is one of the least used messages. There was also a trend of naming specific projects that would be delivered using the additional funding.

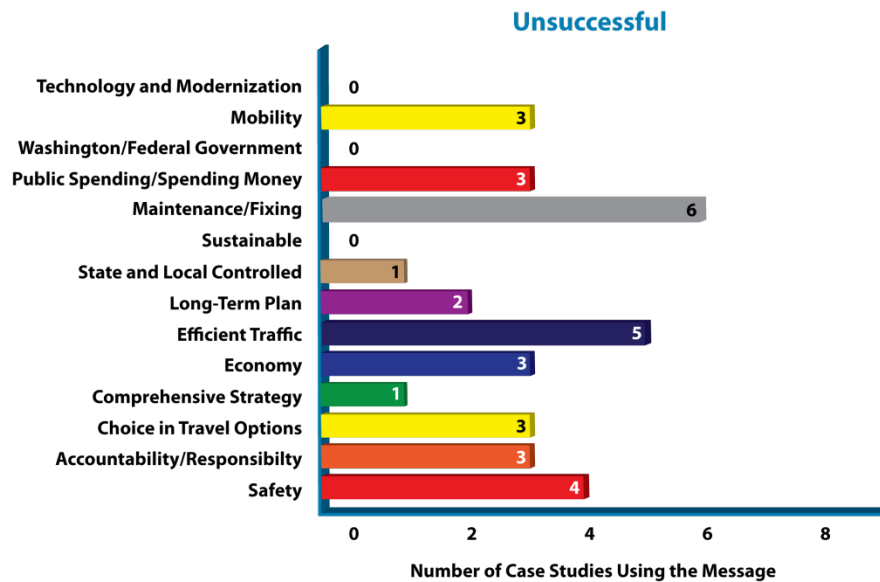
FIGURE 6



Unsuccessful

The most used message on unsuccessful campaigns, especially at the state level, was maintenance and fixing. There was a trend of talking about how poor the current transportation system was, which is linked to the maintenance and fixing messaging, as shown in the chart for unsuccessful campaigns. Within these efforts, there were also several references to funding shortfalls. Mobility, accountability and economic benefits were not within the top three messages.

FIGURE 7



Public Vote

Only two of the nine campaigns decided by a public vote were successful. Only one of the statewide/DOT campaigns that came to a public vote was successful. Both successful campaigns focused on the economy and listed specific projects.

Legislative/Policy Making

Successful and unsuccessful campaigns within the legislative/policy making case studies follow the same trends as the overall success analysis in the previous section.

Type of Funding

For the most part, successful messaging trends remained constant whether a gas tax, sales tax or bond issuance, etc. was being sought. The maintenance and fixing key message, however, did not seem to negatively affect the campaigns as much when a sales tax was being sought as when a gas tax or other funding mechanism was pursued.

New Language of Mobility Recommendations vs. Actual Campaign Implementation

The New Language of Mobility recommended talking about the economy, mobility, accountability/responsibility and several other messages that were clearly used in the successful campaigns.

It gave a red light to messaging that focused too much on maintenance/fixing: on the ground improvements that are necessary. The most clear messaging correlation between a campaign and its failure within our research was the use of this type of messaging.

Analysis of Case Studies from Other Sectors

Utility organizations across the country are experiencing shortfalls in funding. Expectations to deliver quality products and services are higher than ever before, and necessary funding often does not match those expectations. Although different infrastructure types bring different challenges, there are some correlations among effective message themes.

Transportation: Mobility Messages; Utilities: Reliability Messages

Entities seeking utility fee increases often referenced the need to provide reliable service as growth increased. This is a similar message to mobility, in that it is referencing a reliable conduit for a goal to be reached.

Accountability Tied to Transparency about Funding Allocations

Many of the successful utility fee or funding increase campaigns were transparent about exactly where funds would be allocated. A list of projects that could be accomplished and the

associated benefits were often referenced. We recognized a similar correlation within the transportation industry.

Long-Term Planning and Comprehensive Strategy

Successful utility campaigns messaged the importance of not only managing the infrastructure needs of today, but supplying the infrastructure needs and services for the next 10, 20, 30 years and beyond. The campaigns proposed comprehensive strategies and actions to achieve that goal. The successful statewide transportation funding campaigns used long-term planning and comprehensive strategy messaging at a greater rate than unsuccessful campaigns.

Other Sources:

Information from the Pew Foundation, Kettering Foundation, MacArthur Foundation, GovLoop and other resources focused mostly on statistics underlining the need to fund national infrastructure improvements. These organizations did not focus on specific funding campaigns. Long-term planning, comprehensive strategy, and economic considerations were highlighted within this content.

Summary

The preliminary research confirmed many of the recommendations from Making a Case for Transportation and The New Language of Mobility. Economic benefits, mobility, long-range and comprehensive planning, and responsibility/accountability were common messages in successful campaigns. Tied to accountability was the importance of listing projects and actions that would result or benefit from additional funding.

Unsuccessful campaigns focused on immediate needs, such as the maintenance/fixing of existing infrastructure. These efforts also included several references to the poor condition of existing infrastructure and the related funding shortfalls.

TABLE 1

Successful	Unsuccessful
Mobility, Economy, Long-Range Planning and Comprehensive Strategy, Accountability	Maintenance and fixing, funding shortfalls
Focus on long-term opportunities and benefits that result from funding	Focus on poor state of current infrastructure
Name specific projects/actions to benefit from funding	Vague about funding allocations

State Departments of Transportation Survey

A survey was distributed on July 7, 2014, by American Association of State Highway and Transportation (AASHTO) Officials Communications Director Lloyd Brown to AASHTO's 52 member organizations. The email distribution list included the heads of all the state transportation agencies and their top communications staffers.

Survey Questions

The survey was created and distributed through Survey Monkey allowing for ease of use by respondents and analysis of data by the research team. It included the following questions:

Question 1 -- You have the option to remain anonymous, but we appreciate the inclusion of contact information. This will enable us to identify geographic trends and potentially follow up with you about specific initiatives.

Question 2 -- What is your role in the organization?

Question 3 -- What year did your organization seek additional funding?

Question 4 -- Was the funding initiative enacted?

Question 5 -- How was the funding initiative enacted or defeated?

Question 6 -- How were key messages and talking points determined (select up to three if applicable)?

Question 7 -- Please choose the top three messages used during your funding initiative.

Question 8 -- What key messages that are not covered in question 7 did you use during the funding initiative outreach?

Question 9 -- Are you willing to discuss your efforts further with the research team?

Question 10 -- General Comments

Survey Responses

There were 24 total responses to the survey. In some cases, only the "Contact Information" or "General Comments" questions were answered. There were 17 surveys submitted with responses to the questions related to messaging for funding initiatives.

Respondents most commonly stated that Policy Leaders such as Governors and Transportation Directors and Commissioners determined the messaging to be used. "Policy Leaders Direction"

was chosen 76 percent of the time in response to the question “How were key messages and talking points determined (select up to three if applicable)?”

Other selected responses included “Collaboration among several entities” at 53 percent; “External Campaign” and “Existing Messaging based on historical experience” at 41 percent; “Results from public polling or focus groups” at 35 percent; “Research Studies” at 12 percent and “Resources such as AASHTO” at 6 percent.

“Lack of Funding to Meet Transportation Needs” was selected as the most common message by 65 percent of respondents. This message was in the top three messages used by DOTs in funding initiatives 82 percent of the time.

“It’s not rocket science. It’s more complicated than that.”
Survey Respondent

The next most common messages among all respondents were “Maintenance/Fixing,” “Economy,” and “Safety.” These messages accounted for 53 percent, 47 percent, and 41 percent of the top three messages respectively.

Of the 13 respondents who said their funding initiative was enacted, 85 percent had “Lack of Funding to Meet Transportation Needs” in their top three messages. The next most common messages for enacted initiatives were “Maintenance/Fixing” at 54 percent and “Economy” at 39 percent. “Safety” and “Accountability/Responsibility” tied at 31 percent among these respondents. Other messages selected in association with enacted initiatives were “Comprehensive Strategy” at 23 percent; “Mobility” at 15 percent; and “Long-Term Plan,” “Choice of Travel Options,” and “Sustainability” each at eight percent.

Three respondents said their initiative was not enacted. Among these respondents “Economy” was selected in the top three messages 100 percent of the time. “Safety,” and “Lack of Funding to Meet Transportation Needs” each were among the top three messages 67 percent of the time. “Maintenance/Fixing” and “Accountability/Responsibility” were each selected once or 33 percent of the time.

Analysis of DOT Survey

Listening to the public through surveys, polling, focus groups and other methods is an effective way to produce messages that move those same people to action on transportation.

The survey provided valuable input from DOT staffers directly involved in messaging for transportation initiatives. Their responses are a real-world reflection of words, messages, and themes used for actual funding communications.

It is telling that that a relatively low percentage of respondents cited surveys and polling or research studies as the method for determining messaging to be used. Listening to the public through surveys, polling, focus groups and other methods is an effective way to produce messages that move those same people to action on transportation. This finding may explain why messages indicated as most frequently used by DOTs were not the most persuasive with members of the public in the case study review, focus groups or dial testing research phases.

While it did not prove to be an effective message in other parts of this research, the frequent selection of “Lack of Funding to Meet Transportation Needs” by DOTs is likely attributed to the fact that this is the overall theme of all of these initiatives. Each effort has the goal of increasing funding so it makes sense that the leading message is a lack of adequate funding.

There was not a great deal of variance between messaging used for enacted initiatives versus those that were defeated. The responses in both cases, however, coincide with common messaging identified throughout this report. All of these words and messages were tested for effectiveness at moving voters toward supporting transportation funding initiatives during the focus groups detailed later in this report.

Case Study Interviews

After analyzing multiple case studies, and correlations between messaging and the success of the campaign, the research team interviewed four organizations whose initiatives were successful. We interviewed representatives from the Arkansas, Massachusetts and Wisconsin DOTs, and Platte County, Missouri.

These agencies/entities were gracious with their time. On two occasions, the agency’s director participated in the interview. In most cases, the interviews confirmed the research team’s observations detailed previously in this report, but added important context.

Interview Questions

In order to allow agencies to provide the context behind their successful campaign, we maintained some flexibility during the interviews. That being said, the following questions were provided to interviewees ahead of time to use as a conversation guide:

1. *Please give a general overview of the funding initiative.*
2. *Who was involved in the initiative?*
3. *How did you determine which messages to use?*
4. *Which messages were received well by the public?*
5. *What messages were not received well?*
6. *What mechanisms were used to educate the public about the initiative?*
7. *How specific were you about where additional funding would be allocated?*
8. *What was the main argument of the opposition?*
9. *What messages were shared via social media the most?*
10. *What was the most important element that led to the success of the initiative?*

The pages that follow give an overview of the feedback received during interviews.

Arkansas

Initiative Overview

A constitutional amendment was approved in November of 2012 to levy a temporary sales and use tax of .5 percent for state, county and city streets, roads, highways and bridges, along with

other surface transportation improvements. The state's portion is to be used to secure state of Arkansas general obligation four-lane highway construction and improvement bonds in the total principal amount not to exceed \$1.3 billion.

Interviewees

Arkansas Director of Transportation Scott Bennett and Communications Director Randy Ort

Highlights

Director Bennett stated that Arkansas focused on the discrepancy between increases in travel and available revenue. They also made a case for self-reliance, rather than depending on the federal government to fund roadway improvements and progress. The public responded well to messages involving the economy, safety, mobility, and efficiency.

In order to demonstrate accountability, an approach that showed which projects would take place as a result of additional funding was communicated to the public. They also communicated that 70 percent of funding would go to improve state roadways, while 30 percent would be split between counties and cities. This helped show how the increase would positively impact people at the local level. Also linked to accountability, was Arkansas' ability to show that the DOT had less employees than 40 years ago, even though there is much more infrastructure to manage.

A coalition that included members of the state legislature, business leaders, civic leaders and engaged citizens was involved in the process to communicate the need to increase funding in the state. Websites like movearkansasforward.com were created to provide information and gather support.

Additionally, there were on-the-ground efforts, news media outreach and advertising.

Besides some argument about tax increases in general, there was no organized opposition of which the interviewees were aware. The interviewees said there was not a concerted effort to monitor social media engagement on the issue.



The interviewees believed that the most important element to the funding initiative being successful was the coalition's ability to show specifically how the individual would directly benefit from the increased funding resource.

Massachusetts

Initiative Overview

In 2013, Massachusetts passed legislation to increase transportation funding. The elements of the plan are as follows:

- Lower the sales tax rate
- Index the gas tax to inflation
- Increase vehicle tax

- Increase tolls
- Raise state income tax
- Increase Massachusetts Bay Transportation Authority transit fares

Interviewee

Massachusetts Accelerated Bridge Program Manager Victoria Sheehan

Highlights

Program Manager Sheehan stated that the primary focus over several years prior to the initiative had been enhancing the credibility of the Massachusetts DOT. This effort included demonstrating accountability over several years through performance management and the on-time, on-budget delivery of promised projects. This proof of accountability was cited as one



of the keys to success of the initiative. Industry partners and key advocates enhanced this credibility and helped communicate viability of the initiative.

In addition to accountability, key messages included project controls and success of earlier projects. The

“We Move Massachusetts” initiative helped communicate the message of planning for the future. There were in-person efforts to take public input into account, as well as public meetings to help determine priority projects. The coalition also communicated the potential results of inaction. They were able to show how not only new infrastructure, but maintaining existing infrastructure would provide benefits to the public.

Ms. Sheehan said that projects were highlighted that were completed efficiently by creating videos for the projects. The videos were shown at public events, and disseminated via YouTube, Twitter, Facebook and blogs. Billboards were used near existing projects, and postcards were left at tollbooths. They found this “case study” approach to be very effective.

Wisconsin

Initiative Overview

An outreach initiative took place during 2014 to increase public understanding of transportation revenue challenges and provide the opportunity for people to give input on their vision for transportation in the future. The interview took place prior to the November 2014 elections so it focuses on these efforts rather than a specific funding initiative. The Wisconsin Transportation Fund Amendment, however, was put on the November 4, 2014 ballot to ensure that revenue generated from transportation-related fees and taxes would be protected from diversion to non-transportation programs outside of the Wisconsin Department of Transportation’s jurisdiction. It passed with 80 percent of the vote.

Interviewees

Wisconsin Secretary of Transportation Mark Gottlieb and Communications Director Peg Schmitt

Highlights

Wisconsin focused their efforts on communicating and building understanding early and often with stakeholders in order to show accountability and transparency. Interviewees said messages focused on accountability, economy, mobility, innovation and cost savings.

The most effective message was accountability tied to performance metrics. Wisconsin used The New Language of Mobility to help formulate its messaging. Rather than present in the form of a funding initiative plan, Wisconsin implemented a transparency effort that focused on adequacy, sustainability and equity.



Wisconsin used presentations, videos, the DOT website, Facebook and Twitter. They completed a series of nine town hall style meetings. They created maps that showed where funds would be focused, but said there was surprisingly little interest in the maps. The maps were not detrimental, but did not garner the anticipated level of interest.

There was little opposition during the process because of wide ranging support from various interest groups. Due to clear public interest at the start of the process, more information about accountability related to where current funds were being spent was provided.

The most important factor leading to the success of the communications initiative was that key messages were delivered in-person all over the state. The interviewees felt that stakeholders trusted that funds would be used responsibly and that there was a long-range plan associated with the funding.

Platte County, Missouri

Initiative Overview

On April 2nd, 2013, Platte County voters approved renewal of an existing 3/8 cent transportation sales tax for an additional ten years in order to generate funds for improvements to roads, bridges and storm water structures, as well as to fund infrastructure operation and maintenance assistance.

Interviewee

Platte County Public Works Director Greg Sager

Highlights

Decisions were made via public vote and legislative/policy making action.

The strength of their campaign was found in a message of accountability. Public Works Director Sager gave a presentation showing that they had completed every project over the last ten years that was on the list from the last tax increase. He then showed the projects that would take place over the next ten years if the increase was renewed.

Economic development and chamber of commerce leadership picked up the message and got the word out via email, Facebook and Twitter. Showing that they kept their word earned the voters' trust that they would do what they said they would do. He said the initiative did not cost Platte County anything. All communication took place via word of mouth, electronically and social media.

The main message against the initiative came from those who were against taxes in general.

Platte County Public Works demonstrated a history of accountability, and communicated a plan of action that was project specific. They communicated past successes to lend legitimacy to proposed future efforts. The economic benefit was a secondary message, but paled in comparison to the historical accountability message.

Overall Findings

Those we interviewed proved to be accessible and open throughout the interviews. As the interviews progressed, several key themes emerged.

Accountability

Past: Showing how an organization has been responsible with public funds in the past was a reoccurring theme. Specifically showing that funds were spent where the organization said they would be is important.

Present: Presenting where money currently flows, along with a transparency message was important to establishing that the organization would be responsible with future funds.

Future: Naming the specific studies and projects that would be funded by the tax increase was overall very important to the success of many initiatives.

Benefit at the Individual Level

Successful initiatives succeeded in communicating how increased budgeting benefits the individual, not just the overall state transportation system. This was done by listing individual projects and showing how funding indirectly benefits or goes directly to the county, city and community level.

Economy

Messages that talked about economic benefits, such as job creation and business accessibility, were well received during the funding initiatives.

Mobility

One of the messages that effectively helped the public understand the benefits of an initiative was its positive effect on mobility. Maintenance and improvement of mobility is a direct benefit to a large percentage of the public.

Organizational Transparency

These campaigns placed value on transparency initiatives that allowed the general public to access transportation leadership, and allowed transportation leadership to tell the story of how transportation benefits from additional funding and how transportation benefits the individual. Performance measurement and reporting are an important part of this process.

With few exceptions, the interview feedback coincided with our earlier research findings. The information received during these interviews gives the overall messaging research important qualitative context that deepens our understanding of the story behind the messaging.

Focus Groups

FIGURE 8



Eight focus groups were held in July 2014 to discover current beliefs and opinions of registered voters concerning transportation performance issues, thoughts on funding, and to generate ideas for message testing. Two focus groups were held in each of four cities selected in collaboration with the NCHRP Project 20-24(93)C Panel. The cities were selected to ensure a diverse population with various transportation needs. The four locations – along with the Dial Testing location are shown in Figure 8.

One focus group in each location consisted of members of Generation Y (also known as Millennials, consisting of those born between 1978 and 1999), while the other focus group in each location consisted of older voters from Generation X (those born between 1965 and 1977), Baby Boomers (those born between 1946 and 1977) and the Silent Generation (those born between 1925 and 1944). Registered voters who voted for either President Obama or

Governor Romney in the 2012 presidential election were recruited as a proxy for political affiliation in order to 1) ensure we obtained responses from diverse and representative groups and 2) determine if differences in political belief influenced their perspectives on transportation issues.

Upon arriving at the focus group location, respondents completed a pre-test. Then they participated in a group discussion about transportation and funding. The session closed with the respondents completed a post-test, which included some of the same questions as the pre-test. This mechanism allowed us to see which opinions were not strongly held and could be easily changed through a group discussion – or perhaps through other public communications – and which opinions were more strongly held.

Traveling Around the Community

As both an ice breaker and to gain an understanding of the unique challenges of each area, respondents were asked to describe how they traveled around their community and to say if they found it easy or challenging to do so. In all locations, the vast majority of each group primarily traveled via a personal vehicle, but a few people did not have one and traveled by public transit, biked, or rode with someone else. A significant minority – including all of bus riders – also traveled by walking, but this was not the primary means of transportation for any respondent. Road maintenance was an issue in all locations, but the severity of it varied from place to place with Cleveland residents being the most vocal about their poor roads. Four key factors were identified:

- Maintain the roads (especially come up with a permanent fix for potholes)
- Separate bikes from cars – it is not safe to mix them
- Public transit in these locations was very challenging
- Bad drivers are a serious hazard that needs to be addressed (includes DUI, distracted driving, and very reckless drivers)

Congestion was a major issue in Tampa and Cleveland, less of an issue in Des Moines, and not much of an issue in Eureka outside of rush hour.

Infrastructure/Maintenance/Fixing

Respondents were then asked questions pertaining to transportation infrastructure in their community, state, and the United States as a whole. Several location specific items were identified:

- Cleveland's pothole repair system does not work from the perspective of the voters. The respondents stated if they complained enough, someone will come and fill it, but in such a poor manner that the pothole comes back very quickly. They also thought their bridges were in poor shape, especially compared to other places.
- Tampa has been growing rapidly for many years, so the respondents believed they would always have congestion unless a transportation planner actually designed a road

for future traffic, not current needs – most thought that a completed transportation project would have been adequate when the project started, but not years later after the project was finished.

- Eureka residents said that it was very difficult to travel to other nearby towns if you did not have a car.
- Des Moines residents were also vocal about potholes and the need for more sidewalks and paths for pedestrians.

While respondents used many terms and phrases to define mobility, their concept of mobility was fairly succinct. Their perspective was that mobility is the ability to easily, affordably, and quickly get from one place to another. Most respondents said transportation options that met these three factors would make them happy. A few others also wanted a scenic route, but this was in addition to the other factors.

Mobility is the ability to easily, affordably, and quickly get from one place to another.

Safety

Respondents were asked about transportation safety. First they discussed current safety issues and then they discussed how transportation officials could make traveling safer. Four clear problems were identified in the groups:

- Bad drivers
- Mixing cars and bicycles
- Dangerous roads
- Public transit

Bad drivers included those driving under the influence, distracted drivers (such as those driving while texting), reckless drivers (those speeding 20 or more mph over the limit), and those who lacked the skills to drive well (the younger groups also included senior drivers in this category). The respondents recommended that the appropriate officials help address this problem by enforcing current laws with real penalties (multiple groups knew people with several DUI tickets who still had a license), requiring drivers to use phone apps such as one by AT&T that does not allow drivers to text while driving, have police focus on dangerous drivers instead of merely writing tickets to raise revenue, and requiring significant testing before issuing a driver's license (the younger groups also wanted frequent mandatory testing once a driver reached a certain age in order to keep a license).

The issue of writing tickets simply for revenue was a surprisingly emotional issue to many. The common belief that many officers spent their time earning revenue for the local government instead of focusing on dangerous behavior was seen negatively and had the impact of making

All groups strongly agreed that bicycles and motorized vehicles should not be on the same roads.

respondents less trusting of their government which in turn made them less likely to approve giving the government more resources.

All groups strongly agreed that bicycles and motorized vehicles should not be on the same roads. Even those who cycle agreed with this,

saying there needed to be dedicated bike paths that would allow them to commute via bike without risking their lives. If it was more economical for the bike paths to parallel the street, there should be trees or some other barrier between the road and the paths. A bike path along the shoulder was not considered safe. Respondents also believed bicyclists and pedestrians should stay separate from one another.

While there was a strong consensus that dangerous roads were an issue, there were many different factors identified in this. Participants (especially in Cleveland) thought poorly maintained roads were dangerous as people would swerve into oncoming traffic or adjacent bike lanes to avoid large potholes.

The respondents thought many factors could make a road dangerous including poor design, poor visibility, and too much traffic, a lack of alternatives for bicyclists and pedestrians, and the use of automated cameras to catch those running red lights. While the last factor may sound counterintuitive, multiple respondents mentioned that the frequency of rear-end crashes increased with the installation of light cameras because people would stop unexpectedly at an intersection as soon as a light hit yellow to avoid the chance of receiving a ticket.

The Tampa groups identified something they viewed as positive about the Tampa Bay area. There are signs giving notice of the upcoming street name which allows people to get in the proper lane well in advance of their need to turn.

Public transit was considered dangerous by many of those who used it, especially the female riders. Sometimes there were altercations between passengers and the bus driver did nothing. More commonly, the riders would have to walk a mile or two after the bus stop to get to their destination. After sunset, this was considered to be dangerous as the paths were not well lit and the sidewalks, when they existed, were often in need of repair. Thus, riders felt unsafe due to both the potential for physical attack from others and the possibility of stumbling in the dark.

Highway and Road Maintenance

Most respondents were confused about who was responsible for maintaining the roads. After some discussion, sometimes one person would inform them that the state DOT handled the interstate and some state highways while the cities and counties were responsible for the local roads. If the group did not come to this realization, the moderator informed them of this before proceeding.

In all of the groups, the consensus was that they were not receiving a good value for what they paid in taxes and fees when it came to their roads. This was unanimous in Cleveland and Des Moines. In Tampa and Eureka, a number of people stated they simply did not know while others thought their officials wasted money.

In all of the groups, the consensus was that they were not receiving a good value for what they paid in taxes and fees when it came to their roads.

This was one of the few places in the focus groups where there was a noticeable difference between those who voted for Obama and those who voted for Romney. All of the Obama voters said they were not getting a good value for their taxes. About one-third of the Romney voters agreed with this, but about two thirds of the Romney voters said they did not have enough information to have an informed opinion. Concerns about the quality of public stewardship were common in all groups.

Corruption was a major concern of the Cleveland participants, so much that the two groups needed some prompting to move on to the next topic. Both Cleveland groups seemed very well informed about the prevalence of corruption in Cleveland and mentioned examples such as the recent Cuyahoga County incident where the FBI and IRS had to get involved, a corrupt Youngstown mayor, and a local judge being on trial for accepting bribes and other issues. They were convinced that local politicians were untrustworthy embezzlers and absolutely would not trust them with any more money because they did not think it would be used as intended.

Corruption was not seen as a major issue in the other locations. However, in Tampa and Eureka, the lack of competition was seen as a problem. The participants believed that the local transportation departments ended up overpaying for their projects because only one firm would bid on it and thus they would bid high. The Tampa participants stated that the big road contractors had split up the state and did not bid against one another to protect their margins while the Eureka participants said their location was not large enough to support multiple contractors. This perception that the local transportation agencies were paying above market prices for road services served as a disincentive to give the local transportation agencies more tax revenue.

Differential treatment of roads was a key issue, especially in Cleveland and Des Moines. On the routes commonly used by tourists, the roads tended to be better than average in the opinion of focus group participants. Likewise, they thought roads in wealthy parts of town were well maintained. The rest of the roads were perceived to be in poor condition.

In Tampa, the differentiation in experience between those with low incomes and others was seen in a different way. Those with the available income were perceived to use toll roads, some of which were seen as much less congested and thus faster, than the non-toll routes. Some in Tampa pointed out that the population may have been growing faster than the tax base and those in Eureka were not sure their population was sufficient to pay for their transportation needs.

Respondents were much more positive about state roads than local roads, especially in all states other than Ohio. Respondents were more likely to believe they were receiving good value for their taxes when it came to interstates and state highways. However, many respondents thought the state took too much of their money already and that some of this should be reallocated for the DOTs if they needed more money.

Respondent Priorities

Participants placed a priority on fixing current roads over new projects or public transportation. Participants strongly stated they would prefer to spend much more money on concrete roads or some other way to fix the problem “right” instead of dealing with constant problems and road construction.

Participants placed a priority on fixing current roads over new projects or public transportation.

Respondents were also very dissatisfied with the construction process on all roads (state and local) and had some specific suggestions for improvement. They wanted to limit the number of projects that could be ongoing at once. If a

contractor could only have a few open projects at a time, the contractor would be much more motivated to finish quickly so he could be eligible to bid on another project, in their opinion.

All groups believed contractors should be required to work at night. Participants were mixed about allowing contractors to also work during the day. Some thought contractors should work around the clock until the job was finished while others wanted to limit the work to nights only to minimize the impact on traffic.

Public Transportation

Despite the significant differences between the four locations, the groups were remarkably consistent in their views on public transportation. Most people in each group thought public transportation was necessary for those who could not afford a vehicle (whether at all or for every driver in the family), for those temporarily without a vehicle, for those unable to drive, and for those who do not want to deal with parking, especially when traveling downtown. A number of the respondents had prior experience with public transportation in large metropolitan areas (Chicago, New York City, Toronto) and these respondents expressed a preference for using public transportation, but only when it was convenient to do so. Respondents in most locations were not sure their locations had the resources to develop light rail systems (although those in Tampa regretted a lost opportunity to do so with federal subsidies), but all stated they would use public transportation if it were quick and inexpensive.

The major public transit problem identified by the respondents was that no one thought their community offered quick and inexpensive options. Most of those with experience riding local public transport expressed doubts that the people who designed the routes had ever ridden them. Trips that would take approximately 30 minutes by car took 2-3 hours by public transit. One person stated she walked several miles each day because it was quicker than taking the bus. Those who regularly used public transit also stated it was too expensive if you had to switch routes. In addition, safety concerns were raised by those who used the bus system (see previous section on safety).

The major public transit problem identified by the respondents was that no one thought their community offered quick and inexpensive options.

Those with experience riding the bus said that the buses were usually only half full or less and recommended that transportation planners replace large busses with twice as many vans with better routes and more stops. This would use less gas and offer better service in the opinions of those using public transit.

The consensus of all groups was that more attention needed to be paid to public transit, but that maintaining current roads and bridges was the priority. Even the bus riders agreed, saying that when the roads are bad, it makes for a poor bus experience too.

As discussed earlier under safety, there was strong agreement that dedicated bike lanes were needed so long as there was a physical barrier between the bicycles and motorized vehicles. There was also strong support for crosswalks and sidewalks. Several participants suggested making crosswalk safer by turning all lights red (in all directions) while pedestrians crossed the street, although this suggestion was not a majority opinion.

Accountability

This subject of government accountability had the greatest variability between groups. In general, the older groups were much more distrustful than the Generation Y groups when it came to their observations about government. All groups were somewhat skeptical that government could be accountable but this was strongest in the four older groups and the younger Cleveland group. The groups were asked to explain what accountability meant and would come up with definitions such as “do what they are supposed to do” and “work for the people, not for themselves.”

The groups were asked to explain what accountability meant and would come up with definitions such as “do what they are supposed to do” and “work for the people, not for themselves.”

When asked how transportation agencies could demonstrate accountability, the groups repeatedly came up with several suggestions:

- **Transparency** – all information should be publically available on a website including salaries, contracts, and complete budgets.

- **Rapid Response to Citizens** – Agencies should have a number to call about potholes and should have potholes fixed within 72 hours of being called
- **Frequent Status Updates** – Give a regular and frequent “state of transportation” address via local media and the internet updating people about local projects.
- **Independent Budget** – the budget for Transportation should be separate from the general budget (distinct from the state budget for DOTs, different from the general city/county budget for other transportation organizations). This suggestion came from the general distrust of government officials to keep their hands off money that should go to transportation infrastructure.
- **Citizen Governance** – All major projects should be put on a ballot and only implemented if approved by a majority of the voters.

This subject also showed great variability between those who voted for Obama and those who voted for Romney on one issue: communications. Most of the Obama voters thought the transportation organizations needed to hold public meetings to educate the public and to obtain public input about various options. Most of the Romney voters thought this was probably already going on, but that most people did not make time to even notice, let alone attend.

Economy

By far, the single largest economic factor of concern to the participants was the lack of good paying jobs. This was the primary concern of every single group. At a distant second, was a concern about the high price of gasoline. Several of those who took the bus said they only did

By far, the single largest economic factor of concern to the participants was the lack of good paying jobs. This was the primary concern of every single group.

so when gas was too expensive. As one would expect, the concern about gasoline prices was most common in the Eureka groups as their gas prices were much higher than the prices in Cleveland, Tampa, and Des Moines.

The groups did not have a consistent message concerning how transportation related to the economy and did not relate a strong transportation infrastructure with a strong economy. Instead, they focused on more immediate connections. For example, several groups thought that transportation construction projects would create jobs, but only for the short-term if the construction was done correctly. In two groups, several people suggested that this was the real reason for the poor and temporary pothole repairs – it kept people employed. Other people thought that fixing roads would put more money in their pockets because they wouldn’t be constantly having to repair their cars, but would hurt the local mechanics. The only other connection people made between transportation issues and the economy was that if transportation was cheaper (either via lower fuel costs or inexpensive public transit), they would have more money to spend on other items and they would travel more often.

Environment and Sustainability

Other than pointing out that walking and biking were the most environmentally friendly ways to travel, even if not realistic or safe for most purposes, the respondents did not see a strong connection between transportation and protecting the environment. Electric cars were suggested, but several people in each group believed that the environmental impact of mining and building the batteries for the cars was equally or more damaging to the environment than driving gasoline powered vehicles.

The groups found it difficult to immediately think of any steps any transportation agencies were taking to help with environmental issues. Given enough time, multiple groups eventually brought up some buses powered by natural gas, but that was the only example raised by most groups. The Eureka groups also brought up a bike-sharing project previously conducted by the nearby City of Arcata. Arcata bought a number of bikes and left them parked at multiple locations within Arcata for anyone to use. According to the participants, the bikes were quickly stolen by the large local homeless population and were never replaced. Several of the Eureka respondents pointed out that this was another reason why they did not want to be taxed more, that local officials were “wasting” their money on these types of projects instead of being frugal with their funds.

Interestingly enough, more participants became enthusiastic about environmental issues when discussing linked traffic signals (see next section: Technology and Modernization).

Technology and Modernization

With one significant exception, there was a great deal of variety between the groups. The Eureka Generation Y group was the most optimistic and knowledgeable about how technology and modernization could make transportation better, far more so than the other Generation Y groups, which in turn were more optimistic than the older groups.

The single exception was the idea of linking traffic signals so that if you catch one light green and travel the speed limit, all of the remaining traffic lights on the main street will remain green for you. All drivers in all groups were very positive and excited about this technology and said they would be willing to pay more for this option. Most groups also pointed out that this would not only save them time, but would be good for the environment as it would eliminate a great deal of stop and go traffic which was perceived to cause the majority of vehicle emission pollution and waste gasoline.

Results were much more varied when self-driving cars were discussed. The younger groups tended to be more optimistic and excited about this possibility while the older groups tended to be more skeptical and pessimistic. There were exceptions – some of the Generation Y voters were concerned about their vehicles being hacked and some of the older voters thought this was a brilliant way to resolve many current issues such as DUI, distracted driving, and enabling people to get around who should not be driving. Most groups thought the legal hurdles (i.e., who is at fault when accidents occur) would be greater than the technical challenges. Participants also thought this would eliminate many jobs such as the need for tax drivers. One participant came up with an interesting analogy. It was only a few generations ago when most

Americans knew how to ride a horse or drive a horse and carriage. It did not take the horseless carriage long to eliminate the need for these skills. Likewise, he expected that most future Americans will have no need to learn to drive. Another concern held by many respondents was that they would lose even more privacy as their cars would know where they went – this concern was especially strong among those who discussed Google’s involvement in autonomous vehicle research. Others were dismissive of this concern saying that if people had a smartphone, they were already being tracked.

Several participants wanted a real-time route-planning application (and others said they had some on their smartphones) that would suggest alternate routes in the case of congestion. Those that liked the idea of self-driving cars thought this application should be built into all self-driving vehicles. This application would save people time and help the environment by reducing the number of vehicles stuck in traffic.

The Eureka Generation Y group brought up a YouTube video that all but two of the group had seen. In it, some innovators discussed the possibilities enabled by rethinking roads. Their proposal incorporated LED lights and solar panels onto the surface of a road along with heaters for colder areas. This would enable the roads to provide some payback to the community in the terms of electricity and made the roads much safer (the computer controlled LED lights eliminated the need for painting the roads and also could actively point out dangers such as a moose crossing the road). This was seen as one of the most environmentally friendly suggestions a department of transportation could implement as it would eliminate painting, eliminate salting (as the heaters in the roads would keep them free of snow and ice), and generate green power during the day.

After the session was over, the moderator found the video on YouTube at http://www.youtube.com/watch?feature=player_detailpage&v=qlTA3rnpgzU.

Brainstorming (when time permitted)

If sufficient time was available after covering the previous topics, respondents were asked what they would implement if they had the power to change the transportation infrastructure in their state. In general, respondents did not come up with new ideas but reinforced the opinions they expressed earlier in the discussion. The most common responses were:

- Properly fix the current roads with a solution that will last
- Complete all construction projects more quickly
- Make public transportation reliable, affordable, available, and quick
- Keep the three types of traffic (motorized vehicles, bicycles, and pedestrians) away from one another
- Law enforcement (officers and technology) should be used to help citizens and keep dangerous drivers off the road and should not be used as a source of revenue (no tickets for those driving with the flow of traffic or traffic cameras at lights).

Funding Message

The last group discussion concerned potential funding messages. Participants were asked to give advice to their state department of transportation on how they could best convince taxpayers to give them additional money so they could do a good job, what topics to avoid, and how much they would be willing to pay for better transportation.

Positive Funding Messages

This was a challenging concept for many groups. Some groups were very resistant to the very idea of higher taxes, especially groups that believed their current government was corrupt (i.e., the Cleveland groups). However, when pressed, the groups came up with several suggestions. While they presented their suggestions in many ways, virtually all of the suggestions could be boiled down into just a few principles.

- **Fix current roads** – Participants want convenience, especially if they are going to pay more. A message stating that they have suffered from poor roads for years and that this funding would get them roads that did not suffer from potholes or require major maintenance each year would get the attention of the voters. Frustration with existing roads was a consistent meme in all groups.
- **Be specific** – Voters wanted to know how much money was needed and how the money would be used (which projects, not just general statements about improving transportation). The participants were not interested in hearing more of the same message, especially when it came to requests for more money. They have heard these requests for many years and still have major problems. They want specifics on why it will be different this time. When pressed for an example, the groups went back to their earlier suggestions such as replacing certain asphalt roads with concrete roads to greatly reduce potholes and maintenance costs. Several stated that just presenting a plan to link all traffic lights so they didn't have to wait at lights nearly as much would be their vote.
- **Be accountable** – Participants would be more likely to support higher taxes if they could easily track that the money was being spent as promised. Participants were also very concerned that if their taxes were raised to pay for a transportation project, government officials would use the money for other reasons (or just cut the money they were already spending on transportation so the roads would not be better and the citizens would be stuck paying more in taxes). This concern was very strong in all groups and complements the suggestion of some groups to ensure that the funds from a transportation initiative are never mixed with that of a general budget. All groups wanted more communications from the people responsible for their roads and associated this with accountability. They wanted someone to say "We allocated X dollars and Y weeks for this project. We are now five weeks into the project and on budget. It should be finished on schedule in three more weeks." Several groups also wanted all major projects to be approved by the voters. This idea was especially strong with the Des Moines groups.

- **Be temporary** – Many of those hostile to the idea of a tax increase were willing to consider an initiative if the tax increase was limited to a specific period of time. This idea also has the strong support of those who were most open to a tax increase. Several people reasoned that this would give the voters a chance to see if the government was actually responsible with their money. If the voters perceived this was not the case, they would not vote to continue the increase when it expired.
- **Be local** – Many participants, especially those from lower income households, said that they would be much more willing to consider supporting initiatives if it included legislation requiring that a high percentage of the construction and maintenance workers must reside near the work that is being done. If a local community is being taxed for a project, its citizens should be employed by the project.

Negative Funding Messages

Participants were also asked what messages the DOTs should avoid when asking for more funds. They thought messages saying to “trust us” would fail – in fact, most people laughed cynically when this phrase arose. They also said to avoid simply saying that economic times were tough – they all have to cut back and do not believe that the government should be exempt. In the minds of the participants, any messages that gave the impression that things would continue as they have been done in the past was doomed to fail. Several respondents warned about “overpromising” and stated that would not believe any messages that promised more than the respondents believed could be delivered.

A number of participants said they would never support an initiative that raised taxes because they believed they were too highly taxed already or because their monthly budgets were already very tight and they could not afford it. Participants with either one of these beliefs would not support any funding initiatives that included higher or new taxes. However, they were willing to support initiatives that would shift funding from other areas of government to transportation.

Personal Willingness to Pay

Finally, respondents were asked how much they, *personally*, would be willing to pay a month to help your state Department of Transportation do a better job. Many respondents who drove their own car, especially those in Cleveland, were not willing to pay anything. However, even those who were willing to consider higher taxes struggled with this question and wanted to know specifics (such as how they money would be collected). For instance, many strongly support a usage tax where those that used the roads were the ones who paid. These participants were unwilling to consider a tax that applied to all, so those that would consider more funding would not consider some methods even if the cost to themselves was the same either way. They also want the money to be placed in separate accounts from the general funds so politicians could not use it for other purposes.

Out of those who would provide a certain amount they would want to pay – assuming that they agreed with how the money was collected and how it would be used – the amount varied

greatly. The lowest was a half cent a month (the woman who stated this had the impression this would add up to significant funds if everyone paid) to \$50 a month. The most common amounts were \$5, \$10, and \$20 a month, but many people also said they did not have \$20 a month to spare.

In general, the older groups were more willing to consider providing more funding than the younger groups. Those at both ends of the economic spectrum were also most willing to say they would consider paying higher taxes. Specifically the wealthier participants and those who utilized public transportation were the ones most likely to say they supported paying more.

Dial Testing Sessions

Two dial testing sessions were held in January 2015 to test messages derived from previous research tasks. Dial testing is a research technique where participants watch and/or listen to a message with a special type of scale in their hands. The scale has a dial on it and participants are instructed to twist the dial to the left or right depending upon their reactions to the message. In this research, participants were instructed to twist their dials to the left anytime a



message would make them less likely to support a transportation initiative and twist their dials to the right when the message would make them more likely to support a transportation initiative. The message testing complements the previous focus group research conducted in four cities that investigated various potential messages among a wide assortment of voters. The cities were selected to ensure a diverse population with various transportation needs.

The subjects were selected to obtain a wide variety of voter opinions with approximately half of the subjects coming from Generation Y – commonly referred to as “Millennials”. This was part of the research design to learn more about the opinions of this generation, but readers should realize that the sample is not representative of the population as a whole. Older generations are both more numerous and tend to vote more frequently. In addition, the dial testing groups came from the Washington, D.C., area. One dial testing group consisted of members of Generation Y (consisting of those born between 1978 and 1999), while the other dial testing group consisted of voters from older age groups. Registered voters who voted for either President Obama or Governor Romney in the 2012 presidential election were recruited as a proxy for political affiliation in order to 1) ensure we obtained responses from diverse and representative groups and 2) determine if differences in political belief influenced their perspectives on transportation issues. It is reasonable that the subjects represent a typical cross-section of opinions from metropolitan voters, albeit with the opinions of Millennials being overrepresented.

Upon arriving at the focus group location, respondents completed a pre-test. Next they completed the first dial-testing exercise. Then they participated in a group discussion about

transportation and funding with the opportunity to ask an American Association of State Highways and Transportation Officials (AASHTO) expert – Lloyd Brown – questions. After the group discussion, the respondents completed a second round of dial testing and survey completion. The post-discussion exercises were identical to the pre-discussion exercises to see which opinions were not strongly held and could be easily changed through a group discussion – or perhaps through other public communications – and which opinions were more strongly held.

Dial-Testing Results

Thirty-six messages were tested in each dial-testing session. Messages with strong results – both positive and negative – are discussed in this section. The messages are displayed in *italics*. The parts of the message that were perceived to be strongly positive are underlined and highlighted in green. The parts of the message that were perceived to be strongly negative are highlighted in yellow.

Results for General Public

In reviewing the responses for these messages, it is important to also keep in mind the sample as discussed in the methodology. Because this sample was from a metropolitan area where most people use mass transit, items related to public transportation were probably rated higher than they would be in locations where most people drive themselves. However, it is reasonable to expect that the general direction (positive or negative) of the participants' reactions would be the same for most messages.

Top Two Messages

Based on the dial testing results, two messages generated stronger positive results than the others.

A strong transportation system means a strong economy. Raising taxes will allow us to invest more in transportation. This investment will create jobs before and during construction; will support jobs such as those with suppliers of steel, concrete, asphalt and other building materials; and additional jobs will be created in areas surrounding projects at retail stores, gas stations, restaurants and other businesses. We will require that 85 percent of workers on these projects be hired locally because since you are being taxed for it, you should be employed by it.

The message of job creation was strong. This entire point was positive and continued to grow as more details were added. The highest reaction was about hiring local workers.

We will invest in new technologies that will make transportation better. Technologies include smarter ways to build transportation systems using innovative materials along with new processes that cut time and cost. Also, technology helps keep roads open during major storms and to clear roads quicker following incidents like traffic crashes. Additionally, money from increased taxes

will be spent to link traffic signals. Linking traffic signals means that if you hit one green light and travel the speed limit, all the lights on your road will be green for you. Linking traffic signals means you will spend less time waiting at stoplights.

The idea of spending less time waiting in traffic by linking traffic signals was one of the most positive messages, if not the most positive message, out of all those tested. This came from the focus group research and ties into the larger concept that citizens consider convenience as part of mobility. Specifically, they want to be able to travel where they want without delays.

Next Three

After the top two messages, three messages had similarly high positive results.

People will be able to vote on any tax increases for transportation. Members of the public will have the opportunity to participate in the selection of projects to be built with additional transportation dollars. Money approved for these transportation improvements are dedicated to that purpose by law and cannot be shifted to other parts of government. The transportation budget is separate from the general budget.

Participant support grew continually as the theme of this message developed. The last two sentences were rated as particularly strong by the respondents. Previous (focus group) participants had expressed concern that increased transportation funding would be (mis)appropriated by politicians for other purposes and the dial-testing participants supported the proposed solution to that concern.

Accountability means the department of transportation works for the people and not for itself. We are accountable to you. We have earned your trust. We will be specific about how much money is needed, which projects the money will be spent on and what we will do differently from the past.

Participants showed a negative reaction to the sentence “We have earned your trust.” Yet despite this negative response, the overall message was seen as positive, especially toward the end. The last sentence was very strongly received, with a jump around “differently”. This tied into the focus group research that people expect accountability and transparency and perceive that things need to be done differently than they have been done in the past.

There is a clear connection between transportation and the environment. We can reduce air pollution by fixing the bottlenecks and chokepoints that contribute to traffic jams. Spending more money on public transportation such as light rail and subways will help the environment when it comes to transportation. Smart investments in transportation can also improve water quality and the natural environment for families as well as fish and wildlife.

This entire message was positively received and showed continuous upward support as the message progressed. It peaked at the beginning of the last sentence.

Remaining Three

The following three messages had less support than the five messages previously discussed, but these messages were still very positively received.

*A list of specific projects, which will be built with additional funding, has been posted on our website and social media sites. The list has been sent to the news media so you know exactly what you are voting on and how your money will be spent. **We are required by law to build only the projects on the approved list and to provide monthly updates on our progress toward delivering these improvements on-budget and on-schedule.***

The latter part of this message gathered strong support by the participants.

*Investing more in transportation will improve your mobility. **You will have the ability to easily, affordably and quickly get from one place to another. Improved mobility will come from better roads and bridges; improved public transportation; and more opportunities to walk or ride a bike.***

As with some of the other messages, this one continued to gain more support as it developed.

*The tax increase will be used to invest in non-highway modes of transportation. Public transportation will be safer, more reliable and affordable. Bicycle lanes will be built separately from roads meant for motorized vehicles. Sidewalks will be built and improved so that walking is a better mobility alternative. **Cars will be separated from bikes and bikes will be separated from pedestrians.***

The last sentence was given the strongest dial support by the participants and supports the findings from the focus groups on this issue.

Most Negative

Virtually all references to taxes – especially proposals costing participants more than \$5 per month – were seen as negative as well as other obvious triggers such as safety concerns and limiting transportation options. Out of all of the messages, four stood out as having the least (most negative) support.

*The gas tax is becoming a less and less effective way to funding transportation. High gas prices make raising it difficult and people are buying less gas. Fuel efficient vehicles and alternate modes of transportation are also contributing to a decrease in money coming from fuel taxes. That is why this proposal is funded through a mileage tax. Those who use roads the most will pay the most. It is a true user fee. **Mileage will be tracked and drivers will be taxed based on how much they drive. An average driver who put 15,000 miles per year on his car would pay \$25 per month in mileage taxes.***

The mileage tax concept received the lowest support out of the messages we presented. Based on the group discussion, part of this was due to privacy concerns. The post group-discussion

scores were not quite as negative as the pre group-discussion scores, but there was significant resistance to the concept.

We know that you will oppose any tax increase. You pay too much in taxes already. High gas prices make gas tax increases impossible. That is why these improvements will be paid for through the implementation of toll roads. Tolls impact only those who use the road so it is a true user fee. Technologies will be implemented at toll booths to allow drivers to pay electronically without stopping. These tolls would cost the average commuter who uses these roads \$25 per month, about the same price as a new hardback book.

The idea of toll roads also met with strong disapproval by the participants, with the strongest negative responses coming from the idea of paying \$25 per month.

Gas prices are high, but a gas tax increase is the only fair way to generate funding for highways and transportation. The users of the highways should pay for them. Better highways also benefit drivers by putting more money in your pocket due to fewer car repairs. If the gas tax was raised, it would cost the average driver an additional \$20 per month, about the cost of two tickets to a movie.

People did not support the idea that a gas tax was the only fair way to generate funding (in the discussion part, some people asked about the fairness of people with hybrids or electric cars paying less than others). However, the strongest disapproval came at the end of the message when the specific number of \$20 per month was mentioned.

More money will go to building new roads and less to maintaining current roads. Additional roads will make it easier to get where you need to go. It will also allow for freight to be shipped more quickly. Adding lanes to highways will make them safer and will save lives. More lanes mean fewer traffic jams. They also attract new businesses and industries, which mean jobs and a better economy.

Most of this message was positively received; however, there was an immediate and strong negative reaction to the idea of spending less on maintaining current roads. This also was expected based on the focus group findings. Since many of the strongest reactions – both positive and negative – were generated by building upon a concept over time, it is noteworthy that this concept was able to generate so much opposition in just six words that were otherwise surrounded by concepts that gained positive feedback.

Other Conclusions

There was strong resistance to ideas that would cost consumers \$20 or \$25 per month. However, while the support was not strong, there was support for the idea of paying \$5 per month for increased transportation funding.

Differences between Segments

Some segments had stronger reactions to particular messages compared to the participants as a whole. These messages are presented in this section. As before, the messages are displayed in *italics*. The parts of the message that were perceived to be strongly positive are underlined and highlighted in green. The parts of the message that were perceived to be strongly negative are highlighted in yellow. However, the messages are only flagged where the reactions were different (stronger or weaker) than that of the general population.

Differences by Age

This segmentation consists of dividing up the respondents by age. One segment consists of members of Generation Y (also known as Millennials, consisting of those born between 1978 and 1999), while the other segment represents older voters.

You will know how your money is being spent and what progress is being made through a comprehensive and proactive public outreach strategy. We will provide you with frequent status updates. We will provide a regularly scheduled State of Transportation Address via local media and the internet to update you about projects.

The latter part of this message was particularly well received by older participants.

You will know whether or not projects are on schedule and on budget. Signs will be placed on every transportation improvement project showing the promised completion date and the cost of the work. Contractors will be required to work at night when feasible, which will mean less impact on traffic, but could mean safety concerns for drivers and workers.

Younger voters were especially interested in the ability to track completion dates and work costs.

More money will go to building new roads and less to maintaining current roads. Additional roads will make it easier to get where you need to go. It will also allow for freight to be shipped more quickly. Adding lanes to highways will make them safer and will save lives. More lanes mean fewer traffic jams. They also attract new businesses and industries, which mean jobs and a better economy.

The idea of spending less on maintenance was perceived negatively by all groups, but Millennials were exceptionally dissatisfied with this concept.

Your tax dollars will be used to build better passenger rail services operated by Amtrak between cities. New train cars, tracks, and stations will be built to make the service quicker, more reliable and more convenient. High-speed rail service will be implemented where feasible. The amount of money spent on highways and bridges; bike and pedestrian facilities; and public transit with cities will remain the same as it is now.

As with the previous message, Generation Y was particularly sensitive to the amount of money being spent on transportation infrastructure and negatively responded to suggestions of cutting or maintaining spending on these items to pay for other expenditures.

The gas tax is becoming a less and less effective way to fund transportation. High gas prices make raising it difficult and people are buying less gas. Fuel efficient vehicles and alternate modes of transportation are also contributing to a decrease in money coming from fuel taxes. That is why this proposal is funded through a mileage tax. Those who use roads the most will pay the most. It is a true user fee. Mileage will be tracked and drivers will be taxed based on how much they drive. An average driver who puts 15,000 miles per year on his car would pay \$25 per month in mileage taxes.

Older voters were especially negative about the prospect of paying \$25 per month through a mileage tax. Based on survey results and the discussion, it seems that the negative reaction is based on both the amount of the tax and specific concerns related to a mileage tax such as privacy considerations and fairness issues related to people who drive in multiple states.

Differences by Gender

Accountability means doing what you are supposed to do. We have established performance measures so you can hold us accountable for delivering transportation improvements on time and on budget. You will be able to easily track that money is being spent as promised.

While this was a popular concept with most participants, women were especially positive about the ability to track the spending.

Money must be spent to prepare our infrastructure for self-driving vehicles, which will improve safety, will help keep traffic moving and will be good for the environment. By investing more in infrastructure to support self-driving vehicle technologies we will improve the safety of everyone who uses our roads.

This suggestion generated opposite reactions among men and women. While neither segment had very strong reactions as a group, the male consensus was that supporting self-driving vehicles and the underlying infrastructure was a desirable outcome whereas the female consensus was negative for the exact same phrasing.

More money will go to repairing and building roads than to public transportation. The primary mode of transportation for most people is still driving or riding in a vehicle. More attention should be paid to public transportation, but maintaining existing roads and bridges is a higher priority.

This item presented messages about maintenance vs. public transportation in two ways. Both were perceived as slightly negative by males whereas the closing message was very positively received by females.

The gas tax is becoming a less and less effective way to funding transportation. High gas prices make raising it difficult and people are buying less gas. Fuel efficient vehicles and alternate modes of transportation are also contributing to a decrease in money coming from fuel taxes. That is why this proposal is funded through a mileage tax. Those who use roads the most will pay the most. It is a true user fee. Mileage will be tracked and drivers will be taxed based on how much they drive. An average driver who put 15,000 miles per year on his car would pay \$25 per month in mileage taxes.

Women had an immediate strongly negative reaction starting at “true user fee” and their reaction continued to plunge lower with each word. Men showed a gradual decline over the same phrasing time, but even at the end it was not as negatively received as it was among women.

Differences by Transportation

Respondents were asked to provide the transportation option they used most frequently to get from one place to another. The three most common responses were by car, by train or subway, and by bus. Several messages had stronger reactions amongst these three segments compared to the general results.

The proposal is paid for by an increase in the tax on diesel fuel. Large trucks like semis and 18-wheelers do the most damage to roads and bridges so they should pay more to build and maintain them. Additional tax dollars will also be spent to separate large trucks from cars.

The last part of this message was extremely well received by those who primary drive cars to get from one place to another.

Contractors hired by the Department of Transportation will be paid incentives if they deliver projects ahead of schedule. These same contractors will pay penalties if they do not complete projects on time. You will be able to hold us accountable for making sure projects are delivered on –time through information provided on our website and through the news media.

While this overall message was seen as positive by most respondents, bus riders had a slightly negative reaction to the concept of contractors paying penalties for tardy projects.

The tax increase will be used to invest in non-highway modes of transportation. Public transportation will be safer, more reliable and affordable. Bicycle lanes will be built separately from roads meant for motorized vehicles. Sidewalks will be built and improved so that walking is a better mobility alternative. Cars will be separated from bikes and bikes will be separated from pedestrians.

While the concept on investing more in non-highway modes of transportation was seen as positive by most respondents, it generated a negative impression amongst those who primary transport themselves via car.

More money will go to building new roads and less to maintaining current roads. Additional roads will make it easier to get where you need to go. It will also allow for freight to be shipped more quickly. Adding lanes to highways will make them safer and will save lives. More lanes mean fewer traffic jams. They also attract new businesses and industries, which mean jobs and a better economy.

Those who primarily use trains and subways for their transportation needs had a very negative reaction to the message of building new roads.

More money will go to repairing and building roads than to public transportation. The primary mode of transportation for most people is still driving or riding in a vehicle. More attention should be paid to public transportation, but maintain existing roads and bridges is a higher priority.

Those who primarily use trains and subways for their transportation needs reacted negatively to the claim that “the primary mode of transportation for most people is still driving.” It is uncertain if they disagreed with the fact, if they wished it was not so, or if they wished they could primarily travel by car themselves.

Differences by Party

Participants were asked to which party they identified. Respondents answered Democrat, Republican, Libertarian, or Other (presumably Independent). The Green Party was also an option, but no one identified with them. The majority of respondents were either Democrat or Republican. As expected, there were a significant number of differences in how some messages were received by these two segments.

People will be able to vote on any tax increases for transportation. Members of the public will have the opportunity to participate in the selection of projects to be built with additional transportation dollars. Money approved for these transportation improvements are dedicated to that purpose by law and cannot be shifted to other parts of governments. The transportation budget is separate from the general budget.

While this message was highly received by both parties, the concept of eliminating the ability of politicians to reallocate transportation funds for other purposes generated very positive reactions amongst Republicans.

Accountability will reside with the voters. This tax increase is temporary. It will last for five years. Voters will then have the opportunity to renew it or let it expire.

Similar to the previous message, this message was highly received by both parties, with a sunset clause for new taxes creating extremely positive reactions amongst Republicans.

You will know whether or not projects are on schedule and on budget. Signs will be placed on every transportation improvement project showing the promised completion date and the cost of the work. Contractors will be required to work at

night when feasible, which will mean less impact on traffic, but could mean safety concerns for drivers and workers.

Democrats were only mildly positive about the idea of contractors working at night whereas Republicans were very enthusiastic about this concept.

The proposal is paid for by an increase in the tax on diesel fuel. Large trucks like semis and 18-wheelers do the most damage to roads and bridges so they should pay more to build and maintain them. Additional tax dollars will also be spent to separate large trucks from cars.

The idea of separating large trucks from cars was well received by participants identifying with both parties. Democrats had a strong positive reaction to the concept whereas Republicans had a very strong positive reaction.

Additional money for transportation will mean numerous highway construction zones. We will limit the number of construction projects going on at the same time to minimize the delays and inconvenience to drivers. This approach will mean that it could take longer to complete all of the projects promised, but you will encounter fewer highway work zones.

Similar to the previous message, both parties reacted positively to the message that they would “encounter fewer highway work zones”. This concept generated a medium positive response among Democrats where it generated a strong positive response among Republicans.

Gas prices are high, but a gas increase is the only fair way to generate funding for highways and transportation. The users of the highways should pay for them. Better highways also benefit drivers by putting more money in your pocket due to fewer car repairs. If the gas tax was raised, it would cost the average driver an additional \$20 per month, about the cost of two tickets to a movie.

Both parties had positive reactions to the logic that better roads saved car drivers money by generating fewer maintenance expenses. However, this concept only generated a mild positive response among Democrats where it generated a medium positive response among Republicans.

We know that you will oppose any tax increase. You pay too much in taxes already. High gas prices make gas tax increases impossible. That is why these improvements will be paid for through the implementation of toll roads. Tolls impact only those who use road so it is a true user fee. Technologies will be implemented at toll booths to allow drivers to pay electronically without stopping. These tolls would cost the average commuter who uses these roads \$25 per month, about the same price as a new hardback book.

Republicans were slightly positive about the idea of paying for toll roads without stopping whereas Democrats were neutral at the idea. Based on the discussions, Democrats may have been resistant to the idea of toll roads in general. In previous focus groups, participants raised

the concern that tolls roads were another way of separating society into the “haves” and “have nots”.

*The gas tax is becoming a less and less effective way to fund transportation. High gas prices make raising it difficult and people are buying less gas. Fuel efficient vehicles and alternate modes of transportation are also contributing to a decrease in money coming from fuel taxes. That is why **this proposal is funded through a mileage tax**. Those who use road the most will pay the most. It is a true user fee. Mileage will be tracked and **drivers will be taxed based on how much they drive**. An average driver who put 15,000 miles per year on his car would pay \$25 dollars per month in mileage taxes.*

This was a polarizing issue. When presented in the context above, Republican had a positive reaction to the idea of a mileage tax whereas the Democrats had an extremely negative reaction to the concept that “drivers will be taxed based on how much they drive.”

*The tax increase will be used to invest in non-highway modes of transportation. Public transportation will be safer, more reliable and affordable. **Bicycle lanes will be built separately from roads meant for motorized vehicles**. Sidewalks will be built and improved so that walking is a better mobility alternative. Cars will be separated from bikes and bikes will be separated from pedestrians.*

The idea of building bicycle lanes separately from roads meant for motorized vehicles was also polarizing when presented in the context of a tax increase for non-highway modes of transportation. Democrats had a medium positive reaction to the concept while Republicans had a medium negative reaction. Based upon the discussions from the focus and dial-testing groups, the moderator believes that the context of increasing taxes for non-highway transportation investments was the polarizing issue, not the concept of separating cars from bicycles. This theory is also supported by the rest of the message. Both Republicans and Democrats had a strong positive reaction to the last sentence. It is not underlined because there was no major difference between the reactions of these segments and that of the general population.

***The proposal is paid for by an increase in the general sales tax on purchases.** Everyone benefits in one way or another by strong transportation system. Even if you don't drive or use public transportation, the food you eat and other products you buy must be shipped to the store or to you directly using the transportation system. The sales tax increase is also the only realistic way to generate enough revenue to make significant improvements to transportation. This sales tax will cost the average consumer \$5 per month, which is about the same as you would pay for one combo meal at a fast food restaurant.*

Democrats were neutral on the idea of a general sales tax whereas this generated a medium negative reaction amongst Republicans.

Qualitative Results from Discussion

After the participants finished their first survey and the first dial-testing session, they participated in a group discussion. The moderator opened with a prepared introduction.

“We are fortunate to have Lloyd Brown with us today. He is an expert in transportation issues and solutions across the United States. We’re now going to discuss the messages you just saw in the video and Lloyd is available to answer any questions you may have.”

At the beginning of the discussion periods, both groups had some questions about how revenue was currently collected by different organizations and what the responsibilities were for each organization. Director Brown spent a bit of time educating people on the responsibilities of most DOTs. One of the common observations from the dial testing and focus group sessions was that the typical voter does not have a clear understanding of the responsibilities of various transportation organizations, especially regarding which organizations are responsible for which roads. Further, most people have no idea of how much they currently pay in transportation taxes, where these taxes go, and how these taxes are being used.

Accountability

Several people asked about accountability and transparency. After talking about the issues, the group consensus was that accountability was someone was responsible for the success or failure of a project. Transparency was the public being able to see this level of detail, including how much people were being paid for a project and what happened to them in the case of failure. People also expressed concern that the accountability messages they saw focused on deadlines and did not discuss quality. How do voters know if a contractor did a good job or not?

There were several comments along the lines of “*Roads in DC are horrible, is there a number we can call to get problems fixed?*” These comments were similar to requests from the focus groups for a problem hotline with a quick turnaround for potholes and other problems that could be easily fixed.

The Mileage Tax

Participants had multiple questions for Director Brown about how a mileage tax would be implemented. Some people had privacy concerns, “*It’s not the government’s job to monitor that. What about the NSA stuff where they used the data for purposes it wasn’t designed for? I don’t want that.*” Others had efficiency concerns, “*If you drive more miles, you buy more gas too. The gas tax covers that. Tracking miles isn’t necessary. It’s going to cost more to track than just keeping the gas tax.*”

Technology

Participants had many questions and comments about technology. Most pertained to concerns about self-driving cars with some questions about linked traffic lights. There were no comments in these areas that added to the material learned in the focus groups, but it was clear that most of the older and most of the female participants had significant concerns about

self-driving vehicles whereas more male and younger participants were excited about autonomous vehicles. As with the focus groups, people from all segments liked the idea of linked traffic lights. In addition to the questions about these subjects, there were a few people who were skeptical about the DOTs ability to manage technology. *“If DOTs could manage technology, it seems we should have safer streets and the streets wouldn’t need to be fixed all the time.”*

Moderator Comments on the Importance of Voter Education

One of the interesting findings of this research was the large difference between the pre- and post-discussion willingness of participants to pay an additional \$5 per month in new taxes or fees for improved transportation services. It is the opinion of the moderator that the group education of about the roles of various transportation organizations, how they are currently funded, and how additional funds would be used was a key factor in why the post-group surveys showed such a large increase in respondent willingness to pay. In the focus groups, this education was a byproduct of the group discussions. In the course of 90 minutes, the collective knowledge of the participants was discussed and greatly educated the entire group. Only 30 minutes were available for discussion in the dial-testing groups, but having a transportation expert available to answer questions served a similar purpose.

This education was not the only factor in the post-survey change, but the moderator believes it was a key factor and perhaps the largest factor. The other factor was coming up with reasons that the participants could support increasing transportation funding such as accountability, increased mobility, and certain aspects of technology for particular segments. The research project as a whole did an extensive job identifying these other factors through the literature review, DOT surveys, and case study interviews. The focus groups and the dial testing sessions provided additional input on which messages were most positive with certain segments. However, in addition to utilizing the most positive messages for the targets of interest, the moderator believes it is vital for DOTs to develop a strategy for educating voters about their roles and how the current funding system works.

Chapter 4: Conclusion and Suggested Research

Clearly, the right words, messages and themes can help persuade people to think differently about transportation and the need to invest more money in transportation infrastructure. Those messages kept coming to the forefront throughout this research.

There are many commonalities regardless of age, gender, political party, location and, even, transportation mode choice.

- People expect accountability and need to hear how that accountability will be applied.
- People want mobility that allows them to easily, affordably and quickly get from one place to another.
- People want repairs to be made with a solution that lasts so they are not inconvenienced by highway work zones year after year.
- People want money for transportation to be dedicated to that purpose so that “politicians” cannot redirect it to other purposes.
- People want to know specifically what projects will be built and how things will be done differently from the past.
- People associate aspects of transportation with their livability or quality-of-life. They want to see local people employed by the transportation projects built in their area; would like to see cars, bicycles, and pedestrians separated; and are concerned about transportation’s impact on water quality and the natural environment to the extent that it could affect their families.

The challenge of convincing members of the public of the importance of transportation infrastructure and the need to invest more in it is still significant. A strong distrust of government remains. People are particularly concerned that additional funding approved for transportation will be diverted to other purposes. That is why messages related to accountability, specificity and dedicated funding are so important.

Registered voters who participated in focus groups and dial testing sessions also expressed firm resistance to gas and sales tax increases; tolls; or the creation of a mileage tax, which was particularly unpopular.

Encouragingly, we found that a dialogue with the public and amongst a diverse group of people can move members of the public toward greater support of transportation initiatives. Surveys taken by focus group and dial testing participants before and after the sessions showed growth in support for paying more personally to improve transportation infrastructure.

This increase in support is attributable to discussing transportation issues for 90 minutes with a diverse group of people outside their normal peer group in the case of the focus groups. For the dial testing, there was a period of group discussion as well as an opportunity to ask AASHTO transportation expert Lloyd Brown questions prior to the second survey.

Clearly there is an opportunity to move people toward supporting transportation. The messages we have identified have great value, but must be used effectively as part of a comprehensive communications program to engage the public in a conversation about transportation.

This report provides the tools to begin development of a transportation education and communications campaign. It also contains several research methods that can be implemented at the state and local levels to further identify messages that will most effectively move people to support transportation. At the national level these same approaches should be explored as part of research into national averages for roadway construction costs to help states compare “value” for taxpayers and other applicable topics.

It is imperative that DOTs take the next step. People most care about what is going on in their back yards. It is vital to listen at the local level to what voters who elect state officials, and potentially could vote on a transportation funding initiative, say is important to them.

Appendix A – DOT Survey Results

Q1 You have the option to remain anonymous, but we appreciate the inclusion of contact information. This will enable us to identify geographic trends and potentially follow up with you about specific initiatives.

Answered: 22 Skipped: 2

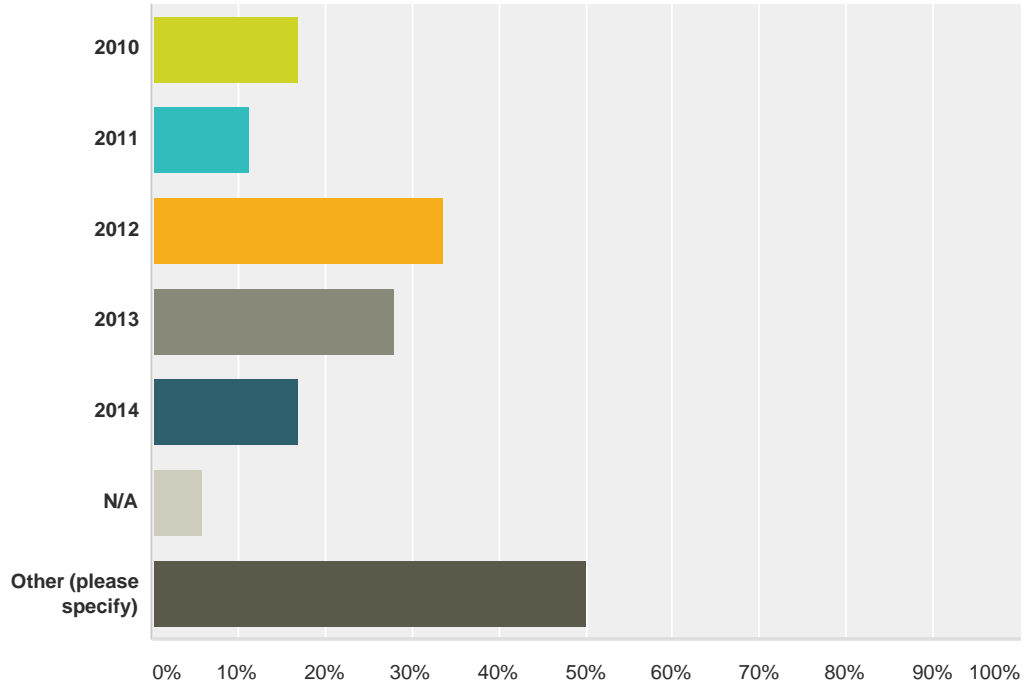
Answer Choices	Responses
Name:	95.45% 21
Organization:	100.00% 22
Address:	0.00% 0
Address 2:	0.00% 0
City/Town:	100.00% 22
State:	100.00% 22
ZIP:	90.91% 20
Country:	0.00% 0
Email Address:	86.36% 19
Phone Number:	86.36% 19

Q2 What is your role in the organization?

Answered: 17 Skipped: 7

Q3 What year did your organization seek additional funding?

Answered: 18 Skipped: 6

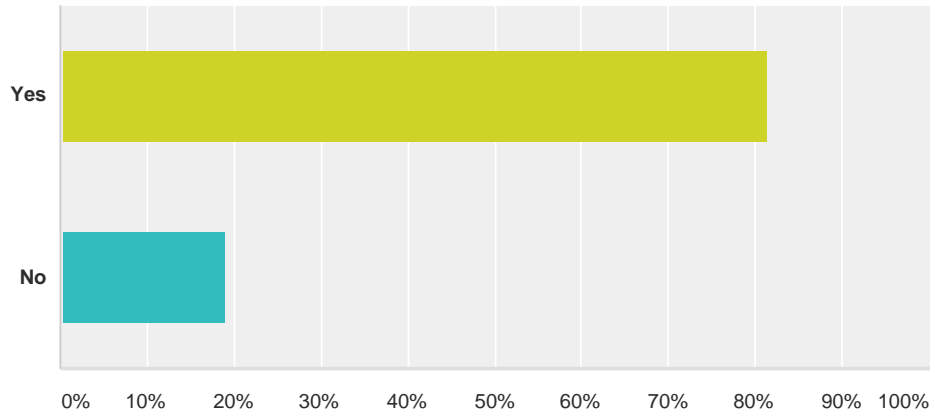


Answer Choices	Responses
2010	16.67% 3
2011	11.11% 2
2012	33.33% 6
2013	27.78% 5
2014	16.67% 3
N/A	5.56% 1
Other (please specify)	50.00% 9
Total Respondents: 18	

#	Other (please specify)	Date
---	------------------------	------

Q4 Was the funding initiative enacted?

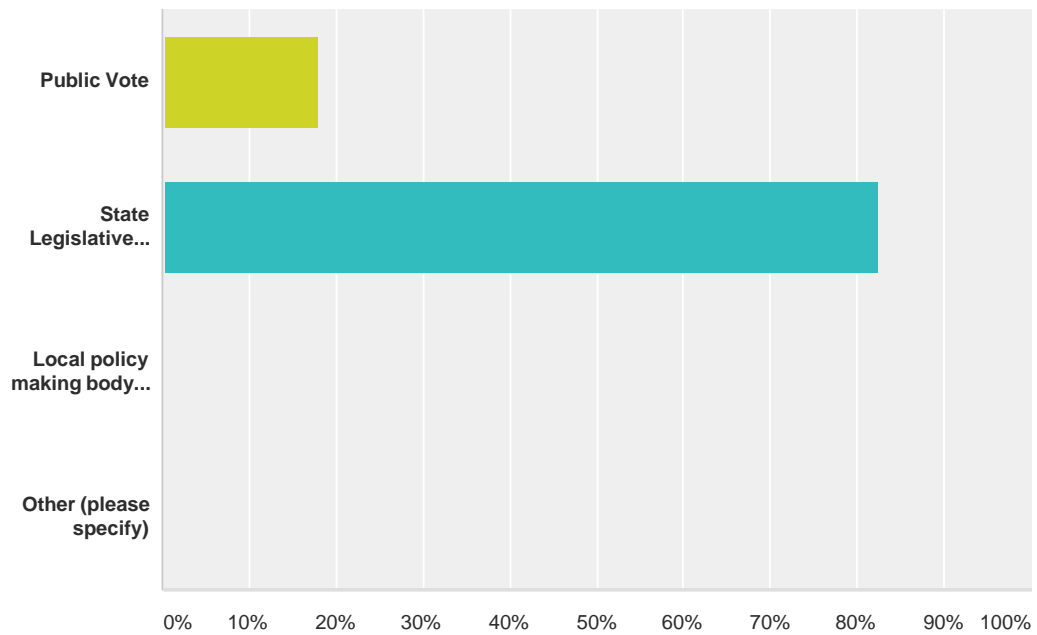
Answered: 16 Skipped: 8



Answer Choices	Responses	
Yes	81.25%	13
No	18.75%	3
Total		16

Q5 How was the funding initiative enacted or defeated?

Answered: 17 Skipped: 7

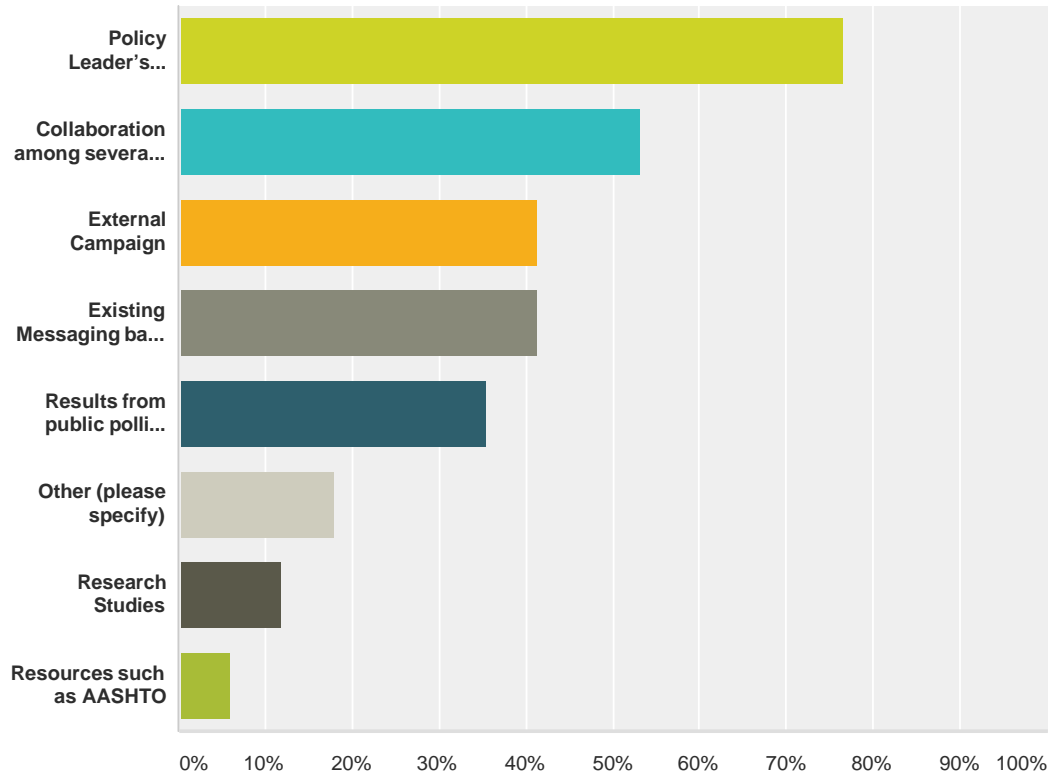


Answer Choices	Responses
Public Vote	17.65% 3
State Legislative Process	82.35% 14
Local policy making body (County Commission, City Council, etc.)	0.00% 0
Other (please specify)	0.00% 0
Total	17

#	Other (please specify)	Date
	There are no responses.	

Q6 How were key messages and talking points determined (select up to three if applicable)?

Answered: 17 Skipped: 7



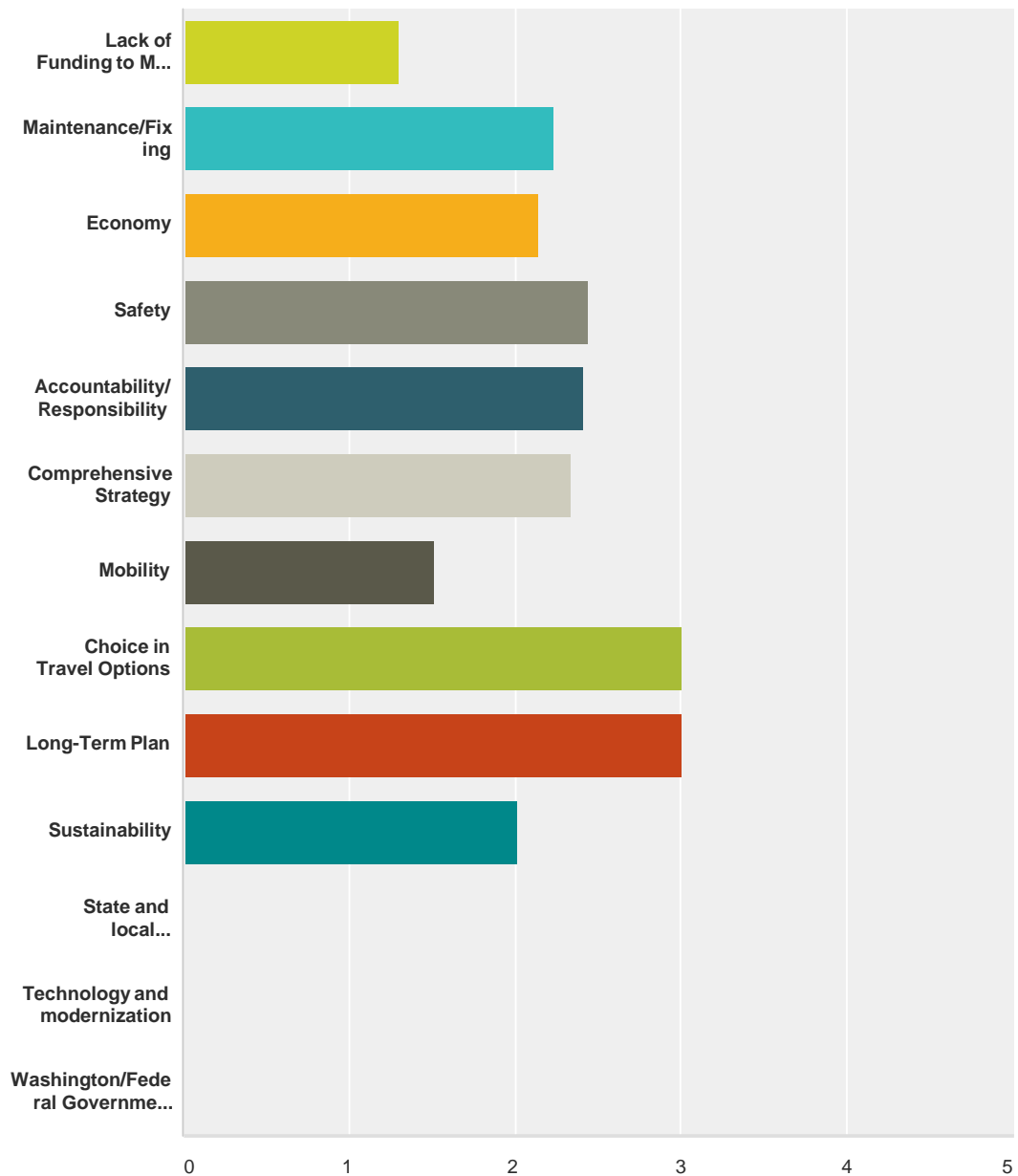
Answer Choices	Responses
Policy Leader's direction (Governor, Director, Commissioner, etc.)	76.47% 13
Collaboration among several entities	52.94% 9
External Campaign	41.18% 7
Existing Messaging based on historical experience	41.18% 7
Results from public polling or focus group	35.29% 6
Other (please specify)	17.65% 3
Research Studies	11.76% 2
Resources such as AASHTO	5.88% 1
Total Respondents: 17	

#	Other (please specify)	Date
1	No paid advertising from state (to clarify campaign)	8/25/2014 4:44 PM
2	The main message was funding would be available WITHOUT raising the state gas tax	7/23/2014 2:38 PM

3	Included outreach campaign by the department beginning in 2003	7/18/2014 10:58 AM
---	--	--------------------

Q7 Please choose the top three messages used during your funding initiative.

Answered: 17 Skipped: 7



	Number 1 Message	Number 2 Message	Number 3 Message	Total	Average Rating
Lack of Funding to Meet Transportation Needs	78.57% 11	14.29% 2	7.14% 1	14	1.29
Maintenance/Fixing	11.11% 1	55.56% 5	33.33% 3	9	2.22
Economy	12.50% 1	62.50% 5	25.00% 2	8	2.13

Safety	28.57% 2	0.00% 0	71.43% 5	7	2.43
Accountability/Responsibility	0.00% 0	60.00% 3	40.00% 2	5	2.40
Comprehensive Strategy	33.33% 1	0.00% 0	66.67% 2	3	2.33
Mobility	50.00% 1	50.00% 1	0.00% 0	2	1.50
Choice in Travel Options	0.00% 0	0.00% 0	100.00% 1	1	3.00
Long-Term Plan	0.00% 0	0.00% 0	100.00% 1	1	3.00
Sustainability	0.00% 0	100.00% 1	0.00% 0	1	2.00
State and local controlled	0.00% 0	0.00% 0	0.00% 0	0	0.00
Technology and modernization	0.00% 0	0.00% 0	0.00% 0	0	0.00
Washington/Federal Government Reliance	0.00% 0	0.00% 0	0.00% 0	0	0.00

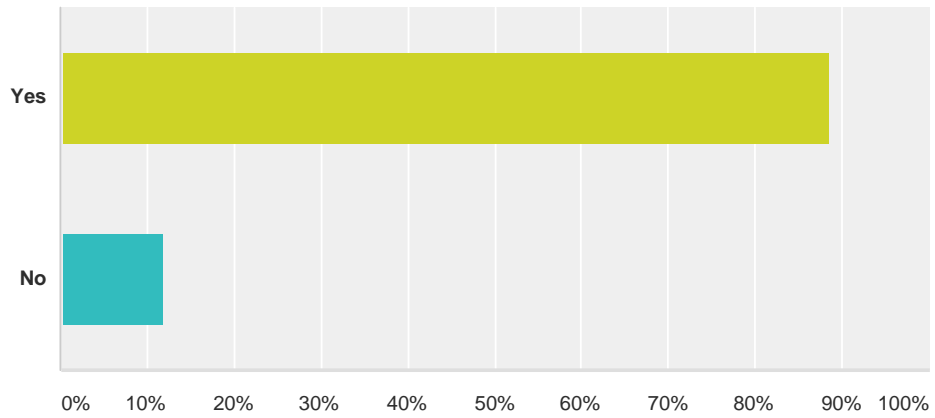
Q8 What key messages that are not covered in question 7 did you use during the funding initiative outreach?

Answered: 10 Skipped: 14

#	Responses	Date
1	It needed to be multimodal, not just roads and bridges. We emphasized that all modes are essential, pushed heavily on jobs and that this was a result of decades of underinvestment, not an overnight need.	8/25/2014 4:44 PM
2	Create Jobs	7/25/2014 9:51 AM
3	The imperative to solve the problem now and not burden future generations.	7/24/2014 10:25 AM
4	Using traditional sources (Plan B) is not a viable or sustainable option.	7/24/2014 9:25 AM
5	Accommodation for regional growth.	7/23/2014 5:11 PM
6	Jobs and Economic opportunity	7/23/2014 2:40 PM
7	Safety and Maintenance/Fixing were tied for Number 3. Other messages included age of the system and the state's poor national ranking.	7/18/2014 10:58 AM
8	Safety ties with Maintenance/Fixing Messages also included the age of the highway and bridge system and the state's poor national ranking	7/11/2014 11:05 AM
9	The need to invest in the transportation for cost-effectiveness. The costs will only grow exponentially if you do not address maintenance needs.	7/7/2014 3:40 PM
10	Safety, mobility, jobs and long-term planning/sustainability are always factors included in discussions regarding transportation funding needs.	7/7/2014 2:49 PM

Q9 Are you willing to discuss your efforts further with the research team?

Answered: 17 Skipped: 7



Answer Choices	Responses	
Yes	88.24%	15
No	11.76%	2
Total		17

Q10 General Comments:

Answered: 12 Skipped: 12

Appendix B – Full Focus Group Results

Quantitative Results

When reviewing this section, it is important to keep in mind that these are small samples from a project whose primary focus was qualitative research. The general margins of error for each group are rather large given the small sample sizes.

The following table shows the associated general margin of error at the 95% level of confidence for a given sample size.

Table 1: Sample Size and General Margin of Error

Sample Size	General Margin of Error
61	12.5%
60	12.7%
55	13.2%
50	13.9%
45	14.6%
40	15.5%
35	16.6%
30	17.9%
25	19.6%
20	21.9%
15	25.3%
10	31.0%
5	43.8%
1	98.0%

Thus, the survey data as a whole has a general margin of error of +/- 12.5%. Thus if 75.4% of the overall survey respondents say that they would support an initiative that would cost them personally \$5 per month, we can be 95% confident that between 62.9% and 87.9% of likely voters agree, if our sample reflected the actual pool of voters.¹

¹ The subjects were selected to obtain a wide variety of voter opinions with half the groups coming from Generation Y. As older generations tend to vote more frequently, the actual margin of error is likely higher than the general margin of error. The purpose of this research was to identify potential messages that will be tested in Task 6.

Support Factors for Potential Initiatives

Seventeen questions were asked on both the pre-test and the post-test of all subjects. These questions were designed to determine existing respondent beliefs and opinions about funding transportation initiatives as well as the strength of these beliefs. By asking the identical questions after the group discussion concluded, we can get a feel for which opinions are strongly held (those that did not change) and which factors are lightly held (those that changed). These latter factors are especially relevant to those crafting funding messages as these are the messages that may be most likely to succeed.

The cross-tabs that follow were taken from the post-test surveys as those reflect the opinions of the participants after the individuals had thought about each issue and were exposed to the thoughts of others in the group discussion.

Environmental Sensitivity

Table 2: Environmental Sensitivity – Total Sample

If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles

Responses	Pre-Test	Post-Test	Change
much more likely to support	49.2%	42.6%	-6.6%
somewhat more likely to support	26.2%	34.4%	8.2%
no impact on my support	14.8%	9.8%	-4.9%
somewhat less likely to support	4.9%	8.2%	3.3%
much less likely to support	4.9%	4.9%	0.0%
Total	100.0%	100.0%	0.0%
More Support	75.4%	77.0%	1.6%

The survey results indicate requiring DOTs to allocate a percentage of their funds to environmentally sensitive alternatives will gain more support from approximately three quarters of the voters. There was little change between the pre- and post- surveys indicated that these opinions are fairly strong and unlikely to be dramatically changed by advertising. In fact, group discussion increased the percentage of people who supported initiatives that forbid DOTs from such allocations.

Table 3: Environmental Sensitivity – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	2	1	5	8
		% within Ethnic	11.8%	25.0%	12.5%	13.1%
	More support	Count	13	3	31	47
		% within Ethnic	76.5%	75.0%	77.5%	77.0%
	No impact	Count	2	0	4	6
		% within Ethnic	11.8%	0.0%	10.0%	9.8%

Table 4: Environmental Sensitivity – Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	5	3	8
		% within Gender	14.3%	11.5%	13.1%
	More support	Count	26	21	47
		% within Gender	74.3%	80.8%	77.0%
	No impact	Count	4	2	6
		% within Gender	11.4%	7.7%	9.8%

Table 5: Environmental Sensitivity – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	4	1	1	2	8
		% within Generation	25.0%	7.1%	3.8%	40.0%	13.1%
	More support	Count	10	12	22	3	47
		% within Generation	62.5%	85.7%	84.6%	60.0%	77.0%
	No impact	Count	2	1	3	0	6
		% within Generation	12.5%	7.1%	11.5%	0.0%	9.8%

Table 6: Environmental Sensitivity – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	2	1	1	4	8
		% within Location	14.3%	9.1%	5.9%	21.1%	13.1%
	More support	Count	9	9	15	14	47
		% within Location	64.3%	81.8%	88.2%	73.7%	77.0%
	No impact	Count	3	1	1	1	6
		% within Location	21.4%	9.1%	5.9%	5.3%	9.8%

Table 7: Environmental Sensitivity – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	8	0	0	0	8
		% within Primary Travel Method	14.8%	0.0%	0.0%	0.0%	13.1%
	More support	Count	41	4	1	1	47
		% within Primary Travel Method	75.9%	80.0%	100.0%	100.0%	77.0%
	No impact	Count	5	1	0	0	6
		% within Primary Travel Method	9.3%	20.0%	0.0%	0.0%	9.8%

Table 8: Environmental Sensitivity – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	5	0	0	2	1	8
		% within Party	18.5%	0.0%	0.0%	9.1%	16.7%	13.6%
	More support	Count	19	1	1	19	5	45
		% within Party	70.4%	100.0%	33.3%	86.4%	83.3%	76.3%
	No impact	Count	3	0	2	1	0	6
		% within Party	11.1%	0.0%	66.7%	4.5%	0.0%	10.2%

Table 9: Environmental Sensitivity 2 – Total Sample

If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles

Responses	Pre-Test	Post-Test	Change
much more likely to support	8.2%	11.5%	3.3%
somewhat more likely to support	4.9%	9.8%	4.9%
no impact on my support	23.0%	21.3%	-1.6%
somewhat less likely to support	26.2%	16.4%	-9.8%
much less likely to support	37.7%	41.0%	3.3%
Total	100.0%	100.0%	0.0%
More Support	13.1%	21.3%	8.2%

Table 10: Environmental Sensitivity 2 – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	8	3	24	35
		% within Ethnic	47.1%	75.0%	60.0%	57.4%
	More support	Count	5	1	7	13
		% within Ethnic	29.4%	25.0%	17.5%	21.3%
	No impact	Count	4	0	9	13
		% within Ethnic	23.5%	0.0%	22.5%	21.3%

Table 11: Environmental Sensitivity 2 – Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	20	15	35
		% within Gender	57.1%	57.7%	57.4%
	More support	Count	8	5	13
		% within Gender	22.9%	19.2%	21.3%
	No impact	Count	7	6	13
		% within Gender	20.0%	23.1%	21.3%

Table 12: Environmental Sensitivity 2 – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	9	8	15	3	35
		% within Generation	56.3%	57.1%	57.7%	60.0%	57.4%
	More support	Count	3	4	5	1	13
		% within Generation	18.8%	28.6%	19.2%	20.0%	21.3%
	No impact	Count	4	2	6	1	13
		% within Generation	25.0%	14.3%	23.1%	20.0%	21.3%

Table 13: Environmental Sensitivity 2 – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	7	4	12	12	35
		% within Location	50.0%	36.4%	70.6%	63.2%	57.4%
	More support	Count	3	4	2	4	13
		% within Location	21.4%	36.4%	11.8%	21.1%	21.3%
	No impact	Count	4	3	3	3	13
		% within Location	28.6%	27.3%	17.6%	15.8%	21.3%

Table 14: Environmental Sensitivity 2 – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	31	2	1	1	35
		% within Primary Travel Method	57.4%	40.0%	100.0%	100.0%	57.4%
	More support	Count	10	3	0	0	13
		% within Primary Travel Method	18.5%	60.0%	0.0%	0.0%	21.3%
	No impact	Count	13	0	0	0	13
		% within Primary Travel Method	24.1%	0.0%	0.0%	0.0%	21.3%

Table 15: Environmental Sensitivity 2 – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	Less support	Count	11	1	1	15	5	33
		% within Party	40.7%	100.0%	33.3%	68.2%	83.3%	55.9%
	More support	Count	10	0	0	3	0	13
		% within Party	37.0%	0.0%	0.0%	13.6%	0.0%	22.0%
	No impact	Count	6	0	2	4	1	13
		% within Party	22.2%	0.0%	66.7%	18.2%	16.7%	22.0%

Interstate Comparisons

Table 16: Interstate Comparison –Total Sample

If you knew your state’s fuel taxes were in the lowest 10% in the US

Responses	Pre-Test	Post-Test	Change
much more likely to support	42.6%	44.3%	1.6%
somewhat more likely to support	23.0%	27.9%	4.9%
no impact on my support	24.6%	19.7%	-4.9%
somewhat less likely to support	6.6%	4.9%	-1.6%
much less likely to support	3.3%	3.3%	0.0%
Total	100.0%	100.0%	0.0%
More Support	65.6%	72.1%	6.6%

DOTs in states with relatively low fuel taxes should mention this when supporting the initiative. Many respondents simply lack the information to make an informed decision and the surveys indicate this type of information is definitely a factor voters will consider.

Table 17: Interstate Comparison – Gender Crosstab

			Gender		Total
			Female	Male	
If you knew your state’s fuel taxes were in the lowest 10% in the US	Less support	Count	3	2	5
		% within Gender	8.6%	7.7%	8.2%
	More support	Count	26	18	44
		% within Gender	74.3%	69.2%	72.1%
	No impact	Count	6	6	12
		% within Gender	17.1%	23.1%	19.7%
Total		Count	35	26	61
		% within Gender	100.0%	100.0%	100.0%

Table 18: Interstate Comparison – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If you knew your	Less	Count	1	0	3	1	5

state's fuel taxes were in the lowest 10% in the US	support	% within Generation	6.3%	0.0%	11.5%	20.0%	8.2%
	More support	Count	11	12	17	4	44
		% within Generation	68.8%	85.7%	65.4%	80.0%	72.1%
	No impact	Count	4	2	6	0	12
% within Generation		25.0%	14.3%	23.1%	0.0%	19.7%	

Table 19: Interstate Comparison – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If you knew your state's fuel taxes were in the lowest 10% in the US	Less support	Count	0	0	2	3	5
		% within Location	0.0%	0.0%	11.8%	15.8%	8.2%
	More support	Count	12	9	13	10	44
		% within Location	85.7%	81.8%	76.5%	52.6%	72.1%
	No impact	Count	2	2	2	6	12
		% within Location	14.3%	18.2%	11.8%	31.6%	19.7%

Table 20: Interstate Comparison – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If you knew your state's fuel taxes were in the lowest 10% in the US	Less support	Count	5	0	0	0	5
		% within Primary Travel Method	9.3%	0.0%	0.0%	0.0%	8.2%
	More support	Count	39	5	0	0	44
		% within Primary Travel Method	72.2%	100.0%	0.0%	0.0%	72.1%
	No impact	Count	10	0	1	1	12
		% within Primary Travel Method	18.5%	0.0%	100.0%	100.0%	19.7%

Table 21: Interstate Comparison – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If you knew your state's fuel taxes were in the lowest 10% in the US	Less support	Count	4	0	0	0	1	5
		% within Party	14.8%	0.0%	0.0%	0.0%	16.7%	8.5%
	More support	Count	19	1	2	17	3	42
		% within Party	70.4%	100.0%	66.7%	77.3%	50.0%	71.2%
	No impact	Count	4	0	1	5	2	12
		% within Party	14.8%	0.0%	33.3%	22.7%	33.3%	20.3%

Table 22: Interstate Comparison 2 – Total Sample

If you knew your state's fuel taxes were in the highest 10% in the US

Responses	Pre-Test	Post-Test	Change
-----------	----------	-----------	--------

much more likely to support	14.8%	9.8%	-4.9%
somewhat more likely to support	6.6%	8.2%	1.6%
no impact on my support	18.0%	18.0%	0.0%
somewhat less likely to support	21.3%	16.4%	-4.9%
much less likely to support	39.3%	47.5%	8.2%
Total	100.0%	100.0%	0.0%
More Support	21.3%	18.0%	-3.3%

Table 23: Interstate Comparison 2 – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If you knew your state's fuel taxes were in the highest 10% in the US	Less support	Count	10	2	27	39
		% within Ethnic	58.8%	50.0%	67.5%	63.9%
	More support	Count	4	1	6	11
		% within Ethnic	23.5%	25.0%	15.0%	18.0%
	No impact	Count	3	1	7	11
		% within Ethnic	17.6%	25.0%	17.5%	18.0%

Table 24: Interstate Comparison 2 – Gender Crosstab

			Gender		Total
			Female	Male	
If you knew your state's fuel taxes were in the highest 10% in the US	Less support	Count	22	17	39
		% within Gender	62.9%	65.4%	63.9%
	More support	Count	8	3	11
		% within Gender	22.9%	11.5%	18.0%
	No impact	Count	5	6	11
		% within Gender	14.3%	23.1%	18.0%

Table 25: Interstate Comparison 2 – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If you knew your state's fuel taxes were in the highest 10% in the US	Less support	Count	14	7	13	5	39
		% within Generation	87.5%	50.0%	50.0%	100.0%	63.9%
	More support	Count	2	3	6	0	11

	support	% within Generation	12.5%	21.4%	23.1%	0.0%	18.0%
	No impact	Count	0	4	7	0	11
		% within Generation	0.0%	28.6%	26.9%	0.0%	18.0%

Table 26: Interstate Comparison 2 – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If you knew your state's fuel taxes were in the highest 10% in the US	Less support	Count	12	5	11	11	39
		% within Location	85.7%	45.5%	64.7%	57.9%	63.9%
	More support	Count	1	2	4	4	11
		% within Location	7.1%	18.2%	23.5%	21.1%	18.0%
	No impact	Count	1	4	2	4	11
		% within Location	7.1%	36.4%	11.8%	21.1%	18.0%

Table 27: Interstate Comparison 2 – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If you knew your state's fuel taxes were in the highest 10% in the US	Less support	Count	36	3	0	0	39
		% within Primary Travel Method	66.7%	60.0%	0.0%	0.0%	63.9%
	More support	Count	11	0	0	0	11
		% within Primary Travel Method	20.4%	0.0%	0.0%	0.0%	18.0%
	No impact	Count	7	2	1	1	11
		% within Primary Travel Method	13.0%	40.0%	100.0%	100.0%	18.0%

Table 28: Interstate Comparison 2 – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If you knew your state's fuel taxes were in the highest 10% in the US	Less support	Count	14	0	3	16	4	37
		% within Party	51.9%	0.0%	100.0%	72.7%	66.7%	62.7%
	More support	Count	7	1	0	2	1	11
		% within Party	25.9%	100.0%	0.0%	9.1%	16.7%	18.6%
	No impact	Count	6	0	0	4	1	11
		% within Party	22.2%	0.0%	0.0%	18.2%	16.7%	18.6%

Specific Projects

Table 29: Specific Projects – Total Sample

If the initiative listed five specific transportation improvements that would tackled first if the initiative passed

Responses	Pre-Test	Post-Test	Change
much more likely to support	33.3%	49.2%	15.8%
somewhat more likely to support	46.7%	41.0%	-5.7%
no impact on my support	15.0%	8.2%	-6.8%
somewhat less likely to support	5.0%	1.6%	-3.4%
much less likely to support	0.0%	0.0%	0.0%
Total	100.0%	100.0%	0.0%
More Support	80.0%	90.2%	10.2%

Both the pre- and post- discussion surveys indicate that identifying specific projects is another key factor that will cause voters to be more likely to vote in favor of a transportation funding initiative. Note the change from 33.3% to 49.2% for those much more likely to support an initiative after the respondents spent approximately 90 minutes discussing specific transportation issues.

Table 30: Specific Projects – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed	Less support	Count	1	0	0	1
		% within Ethnic	5.9%	0.0%	0.0%	1.6%
	More support	Count	16	4	35	55
		% within Ethnic	94.1%	100.0%	87.5%	90.2%
	No impact	Count	0	0	5	5
		% within Ethnic	0.0%	0.0%	12.5%	8.2%

Table 31: Specific Projects – Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed	Less support	Count	1	0	1
		% within Gender	2.9%	0.0%	1.6%
	More support	Count	32	23	55
		% within Gender	91.4%	88.5%	90.2%
	No impact	Count	2	3	5
		% within Gender	5.7%	11.5%	8.2%

Table 32: Specific Projects – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed	Less support	Count	1	0	0	0	1
		% within Generation	6.3%	0.0%	0.0%	0.0%	1.6%
	More support	Count	14	13	23	5	55
		% within Generation	87.5%	92.9%	88.5%	100.0%	90.2%
	No impact	Count	1	1	3	0	5
		% within Generation	6.3%	7.1%	11.5%	0.0%	8.2%

Table 33: Specific Projects – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed	Less support	Count	1	0	0	0	1
		% within Location	7.1%	0.0%	0.0%	0.0%	1.6%
	More support	Count	12	11	14	18	55
		% within Location	85.7%	100.0%	82.4%	94.7%	90.2%
	No impact	Count	1	0	3	1	5
		% within Location	7.1%	0.0%	17.6%	5.3%	8.2%

Table 34: Specific Projects – Primary Travel Method Crosstab

	How do you typically get from one place to another? Please select the option you	Total

			use most frequently.				
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed	Less support	Count	1	0	0	0	1
		% within Primary Travel Method	1.9%	0.0%	0.0%	0.0%	1.6%
	More support	Count	48	5	1	1	55
		% within Primary Travel Method	88.9%	100.0%	100.0%	100.0%	90.2%
	No impact	Count	5	0	0	0	5
		% within Primary Travel Method	9.3%	0.0%	0.0%	0.0%	8.2%

Table 35: Specific Projects – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed	Less support	Count	0	0	0	0	1	1
		% within Party	0.0%	0.0%	0.0%	0.0%	16.7%	1.7%
	More support	Count	26	1	3	20	4	54
		% within Party	96.3%	100.0%	100.0%	90.9%	66.7%	91.5%
	No impact	Count	1	0	0	2	1	4
		% within Party	3.7%	0.0%	0.0%	9.1%	16.7%	6.8%

Table 36: Primacy of Maintenance– Total Sample

If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects

Responses	Pre-Test	Post-Test	Change
much more likely to support	45.9%	50.8%	4.9%
somewhat more likely to support	32.8%	36.1%	3.3%

no impact on my support	16.4%	9.8%	-6.6%
somewhat less likely to support	4.9%	1.6%	-3.3%
much less likely to support	0.0%	1.6%	1.6%
Total	100.0%	100.0%	0.0%
More Support	78.7%	86.9%	8.2%

Table 37: Primacy of Maintenance– Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	Less support	Count	2	0	0	2
		% within Ethnic	11.8%	0.0%	0.0%	3.3%
	More support	Count	11	4	38	53
		% within Ethnic	64.7%	100.0%	95.0%	86.9%
	No impact	Count	4	0	2	6
		% within Ethnic	23.5%	0.0%	5.0%	9.8%

Table 38: Primacy of Maintenance– Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	Less support	Count	2	0	2
		% within Gender	5.7%	0.0%	3.3%
	More support	Count	31	22	53
		% within Gender	88.6%	84.6%	86.9%
	No impact	Count	2	4	6
		% within Gender	5.7%	15.4%	9.8%

Table 39: Primacy of Maintenance– Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	Less support	Count	1	1	0	0	2
		% within Generation	6.3%	7.1%	0.0%	0.0%	3.3%
	More support	Count	14	12	22	5	53
		% within Generation	87.5%	85.7%	84.6%	100.0%	86.9%
	No impact	Count	1	1	4	0	6
		% within Generation	6.3%	7.1%	15.4%	0.0%	9.8%

Table 40: Primacy of Maintenance– Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	Less support	Count	1	1	0	0	2
		% within Location	7.1%	9.1%	0.0%	0.0%	3.3%
	More support	Count	12	9	14	18	53
		% within Location	85.7%	81.8%	82.4%	94.7%	86.9%
	No impact	Count	1	1	3	1	6
		% within Location	7.1%	9.1%	17.6%	5.3%	9.8%

Table 41: Primacy of Maintenance– Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	Less support	Count	2	0	0	0	2
		% within Primary Travel Method	3.7%	0.0%	0.0%	0.0%	3.3%
	More support	Count	48	4	0	1	53
		% within Primary Travel Method	88.9%	80.0%	0.0%	100.0%	86.9%
	No impact	Count	4	1	1	0	6
		% within Primary Travel Method	7.4%	20.0%	100.0%	0.0%	9.8%

Table 42: Primacy of Maintenance– Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	Less support	Count	1	0	0	0	1	2
		% within Party	3.7%	0.0%	0.0%	0.0%	16.7%	3.4%
	More support	Count	22	1	2	22	4	51
		% within Party	81.5%	100.0%	66.7%	100.0%	66.7%	86.4%
	No impact	Count	4	0	1	0	1	6
		% within Party	14.8%	0.0%	33.3%	0.0%	16.7%	10.2%

Greater Local Authority

Table 43: Greater Local Authority– Total Sample

If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally

Responses	Pre-Test	Post-Test	Change
much more likely to support	36.1%	41.0%	4.9%
somewhat more likely to support	45.9%	36.1%	-9.8%
no impact on my support	9.8%	13.1%	3.3%
somewhat less likely to support	6.6%	6.6%	0.0%
much less likely to support	1.6%	3.3%	1.6%
Total	100.0%	100.0%	0.0%
More Support	82.0%	77.0%	-4.9%

While the majority of participants indicated that giving local agencies greater authority in how the additional funds would make them more likely to support an initiative, the percentage dropped by 4.9% after the discussion. This is probably due to the members in each group that questioned the ethics and competence of local officials.

Table 44: Greater Local Authority– Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	Less support	Count	3	0	3	6
		% within Ethnic	17.6%	0.0%	7.5%	9.8%
	More support	Count	12	3	32	47
		% within Ethnic	70.6%	75.0%	80.0%	77.0%
	No impact	Count	2	1	5	8
		% within Ethnic	11.8%	25.0%	12.5%	13.1%

Table 45: Greater Local Authority– Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	Less support	Count	5	1	6
		% within Gender	14.3%	3.8%	9.8%
	More support	Count	26	21	47
		% within Gender	74.3%	80.8%	77.0%
	No impact	Count	4	4	8
		% within Gender	11.4%	15.4%	13.1%

Table 46: Greater Local Authority– Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	Less support	Count	2	1	2	1	6
		% within Generation	12.5%	7.1%	7.7%	20.0%	9.8%
	More support	Count	12	11	20	4	47
		% within Generation	75.0%	78.6%	76.9%	80.0%	77.0%
	No impact	Count	2	2	4	0	8
		% within Generation	12.5%	14.3%	15.4%	0.0%	13.1%

Table 47: Greater Local Authority– Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	Less support	Count	3	0	2	1	6
		% within Location	21.4%	0.0%	11.8%	5.3%	9.8%
	More support	Count	9	9	14	15	47
		% within Location	64.3%	81.8%	82.4%	78.9%	77.0%
	No impact	Count	2	2	1	3	8
		% within Location	14.3%	18.2%	5.9%	15.8%	13.1%

Table 48: Greater Local Authority– Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	Less support	Count	5	1	0	0	6
		% within Primary Travel Method	9.3%	20.0%	0.0%	0.0%	9.8%
	More support	Count	41	4	1	1	47
		% within Primary Travel Method	75.9%	80.0%	100.0%	100.0%	77.0%
	No impact	Count	8	0	0	0	8
		% within Primary Travel Method	14.8%	0.0%	0.0%	0.0%	13.1%

Table 49: Greater Local Authority– Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	Less support	Count	1	1	0	2	1	5
		% within Party	3.7%	100.0%	0.0%	9.1%	16.7%	8.5%
	More support	Count	22	0	2	17	5	46
		% within Party	81.5%	0.0%	66.7%	77.3%	83.3%	78.0%
	No impact	Count	4	0	1	3	0	8
		% within Party	14.8%	0.0%	33.3%	13.6%	0.0%	13.6%

Less Congestion

Table 50: Less Congestion– Total Sample

If the initiative required the DOT to make efficient traffic (less congestion) a priority

Responses	Pre-Test	Post-Test	Change
much more likely to support	54.1%	37.7%	-16.4%
somewhat more likely to support	31.1%	27.9%	-3.3%
no impact on my support	11.5%	26.2%	14.8%
somewhat less likely to support	3.3%	8.2%	4.9%
much less likely to support	0.0%	0.0%	0.0%
Total	100.0%	100.0%	0.0%
More Support	85.2%	65.6%	-19.7%

While support for initiatives that reduced congestion remained high, it dropped almost 20% after the group discussion. This indicated that messages about reducing congestion will work best with low information voters, but other factors will become more important to voters who give the subject more thought before voting.

Table 51: Less Congestion– Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the initiative required the DOT to make efficient traffic (less congestion) a priority	Less support	Count	3	0	2	5
		% within Ethnic	17.6%	0.0%	5.0%	8.2%
	More support	Count	10	4	26	40
		% within Ethnic	58.8%	100.0%	65.0%	65.6%
	No impact	Count	4	0	12	16
		% within Ethnic	23.5%	0.0%	30.0%	26.2%

Table 52: Less Congestion– Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative required the DOT to make efficient traffic (less congestion) a priority	Less support	Count	3	2	5
		% within Gender	8.6%	7.7%	8.2%
	More support	Count	25	15	40
		% within Gender	71.4%	57.7%	65.6%
	No impact	Count	7	9	16
		% within Gender	20.0%	34.6%	26.2%

Table 53: Less Congestion– Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative required the DOT to make efficient traffic (less congestion) a priority	Less support	Count	1	1	2	1	5
		% within Generation	6.3%	7.1%	7.7%	20.0%	8.2%
	More support	Count	11	10	15	4	40
		% within Generation	68.8%	71.4%	57.7%	80.0%	65.6%
	No impact	Count	4	3	9	0	16
		% within Generation	25.0%	21.4%	34.6%	0.0%	26.2%

Table 54: Less Congestion– Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative required the DOT to make efficient traffic (less congestion) a priority	Less support	Count	2	3	0	0	5
		% within Location	14.3%	27.3%	0.0%	0.0%	8.2%
	More support	Count	6	6	10	18	40
		% within Location	42.9%	54.5%	58.8%	94.7%	65.6%
	No impact	Count	6	2	7	1	16
		% within Location	42.9%	18.2%	41.2%	5.3%	26.2%

Table 55: Less Congestion– Primary Travel Method Crosstab

	How do you typically get from one place to another? Please select the option you use most frequently.	Total

			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative required the DOT to make efficient traffic (less congestion) a priority	Less support	Count	5	0	0	0	5
		% within Primary Travel Method	9.3%	0.0%	0.0%	0.0%	8.2%
	More support	Count	35	4	0	1	40
		% within Primary Travel Method	64.8%	80.0%	0.0%	100.0%	65.6%
	No impact	Count	14	1	1	0	16
		% within Primary Travel Method	25.9%	20.0%	100.0%	0.0%	26.2%

Table 56: Less Congestion– Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative required the DOT to make efficient traffic (less congestion) a priority	Less support	Count	2	0	0	2	1	5
		% within Party	7.4%	0.0%	0.0%	9.1%	16.7%	8.5%
	More support	Count	17	1	1	17	3	39
		% within Party	63.0%	100.0%	33.3%	77.3%	50.0%	66.1%
	No impact	Count	8	0	2	3	2	15
		% within Party	29.6%	0.0%	66.7%	13.6%	33.3%	25.4%

More Accountability

Table 57: More Accountability– Total Sample

If the initiative made the DOT more accountable to the citizens for how the money was spent

Responses	Pre-Test	Post-Test	Change
much more likely to support	55.0%	67.2%	12.2%
somewhat more likely to support	31.7%	24.6%	-7.1%
no impact on my support	8.3%	4.9%	-3.4%
somewhat less likely to support	5.0%	1.6%	-3.4%
much less likely to support	0.0%	1.6%	1.6%
Total	100.0%	100.0%	0.0%
More Support	86.7%	91.8%	5.1%

Voters were very receptive to tying increased funding to increased accountability and this preference only grew after group discussion.

Table 58: More Accountability– Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the initiative made the DOT more accountable to the citizens for how the money was spent	Less support	Count	2	0	0	2
		% within Ethnic	11.8%	0.0%	0.0%	3.3%
	More support	Count	14	4	38	56
		% within Ethnic	82.4%	100.0%	95.0%	91.8%
	No impact	Count	1	0	2	3
		% within Ethnic	5.9%	0.0%	5.0%	4.9%

Table 59: More Accountability– Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative made the DOT more accountable to the citizens for how the money was spent	Less support	Count	1	1	2
		% within Gender	2.9%	3.8%	3.3%
	More support	Count	33	23	56
		% within Gender	94.3%	88.5%	91.8%
	No impact	Count	1	2	3
		% within Gender	2.9%	7.7%	4.9%

Table 60: More Accountability– Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative made the DOT more accountable to the citizens for how the money was spent	Less support	Count	1	1	0	0	2
		% within Generation	6.3%	7.1%	0.0%	0.0%	3.3%
	More support	Count	14	12	25	5	56
		% within Generation	87.5%	85.7%	96.2%	100.0%	91.8%
	No impact	Count	1	1	1	0	3
		% within Generation	6.3%	7.1%	3.8%	0.0%	4.9%

Table 61: More Accountability– Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative made the DOT more accountable to the citizens for how the money was spent	Less support	Count	1	1	0	0	2
		% within Location	7.1%	9.1%	0.0%	0.0%	3.3%
	More support	Count	12	10	16	18	56
		% within Location	85.7%	90.9%	94.1%	94.7%	91.8%
	No impact	Count	1	0	1	1	3
		% within Location	7.1%	0.0%	5.9%	5.3%	4.9%

Table 62: More Accountability– Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative made the DOT more accountable to the citizens for how the money was spent	Less support	Count	1	1	0	0	2
		% within Primary Travel Method	1.9%	20.0%	0.0%	0.0%	3.3%
	More support	Count	50	4	1	1	56
		% within Primary Travel Method	92.6%	80.0%	100.0%	100.0%	91.8%
	No impact	Count	3	0	0	0	3
		% within Primary Travel Method	5.6%	0.0%	0.0%	0.0%	4.9%

Table 63: More Accountability– Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative made the DOT more accountable to the citizens for how the money was spent	Less support	Count	1	0	0	0	1	2
		% within Party	3.7%	0.0%	0.0%	0.0%	16.7%	3.4%
	More support	Count	26	1	2	21	4	54
		% within Party	96.3%	100.0%	66.7%	95.5%	66.7%	91.5%
	No impact	Count	0	0	1	1	1	3
		% within Party	0.0%	0.0%	33.3%	4.5%	16.7%	5.1%

Safety Focus

Table 64: Primacy of Safety – Total Sample

If the priority was placed on measures to improve safety.

Responses	Pre-Test	Post-Test	Change
much more likely to support	42.6%	43.3%	0.7%
somewhat more likely to support	39.3%	36.7%	-2.7%
no impact on my support	18.0%	18.3%	0.3%
somewhat less likely to support	0.0%	0.0%	0.0%
much less likely to support	0.0%	1.7%	1.7%
Total	100.0%	100.0%	0.0%
More Support	82.0%	80.0%	-2.0%

Safety concerns were a major factor of participants and appear strongly held as group discussion did not make much of a difference in the survey results.

Table 65: Primacy of Safety – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the priority was placed on measures to improve safety.		Count	1	0	0	1
		% within Ethnic	5.9%	0.0%	0.0%	1.6%
	Less support	Count	1	0	0	1
		% within Ethnic	5.9%	0.0%	0.0%	1.6%
	More support	Count	12	4	32	48
		% within Ethnic	70.6%	100.0%	80.0%	78.7%
	No impact	Count	3	0	8	11
		% within Ethnic	17.6%	0.0%	20.0%	18.0%

Table 66: Primacy of Safety – Gender Crosstab

			Gender		Total
			Female	Male	
If the priority was placed on measures to improve safety.		Count	1	0	1
		% within Gender	2.9%	0.0%	1.6%
	Less support	Count	1	0	1
		% within Gender	2.9%	0.0%	1.6%
	More support	Count	30	18	48
		% within Gender	85.7%	69.2%	78.7%
	No impact	Count	3	8	11
		% within Gender	8.6%	30.8%	18.0%

Table 67: Primacy of Safety – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the priority was placed on measures to improve safety.		Count	1	0	0	0	1
		% within Generation	6.3%	0.0%	0.0%	0.0%	1.6%
	Less support	Count	1	0	0	0	1
		% within Generation	6.3%	0.0%	0.0%	0.0%	1.6%
	More support	Count	11	12	20	5	48
		% within Generation	68.8%	85.7%	76.9%	100.0%	78.7%
	No impact	Count	3	2	6	0	11
		% within Generation	18.8%	14.3%	23.1%	0.0%	18.0%

Table 68: Primacy of Safety – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the priority was placed on measures to improve safety.		Count	0	1	0	0	1
		% within Location	0.0%	9.1%	0.0%	0.0%	1.6%
	Less support	Count	1	0	0	0	1
		% within Location	7.1%	0.0%	0.0%	0.0%	1.6%
	More support	Count	9	9	14	16	48
		% within Location	64.3%	81.8%	82.4%	84.2%	78.7%
	No impact	Count	4	1	3	3	11
		% within Location	28.6%	9.1%	17.6%	15.8%	18.0%

Table 69: Primacy of Safety – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the priority was placed on measures to improve safety.		Count	0	1	0	0	1
		% within Primary Travel Method	0.0%	20.0%	0.0%	0.0%	1.6%
	Less support	Count	1	0	0	0	1
		% within Primary Travel Method	1.9%	0.0%	0.0%	0.0%	1.6%
	More support	Count	43	3	1	1	48
		% within Primary Travel Method	79.6%	60.0%	100.0%	100.0%	78.7%
	No impact	Count	10	1	0	0	11
		% within Primary Travel Method	18.5%	20.0%	0.0%	0.0%	18.0%

Table 70: Primacy of Safety – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the priority was		Count	1	0	0	0	0	1

placed on measures to improve safety.

	% within Party	3.7%	0.0%	0.0%	0.0%	0.0%	1.7%
Less support	Count	0	0	0	0	1	1
	% within Party	0.0%	0.0%	0.0%	0.0%	16.7%	1.7%
More support	Count	22	1	1	18	4	46
	% within Party	81.5%	100.0%	33.3%	81.8%	66.7%	78.0%
No impact	Count	4	0	2	4	1	11
	% within Party	14.8%	0.0%	66.7%	18.2%	16.7%	18.6%

Increased Mobility

Table 71: Increased Mobility – Total Sample

If it increased your mobility (your ability to get from one place to another)

Responses	Pre-Test	Post-Test	Change
much more likely to support	59.0%	60.0%	1.0%
somewhat more likely to support	27.9%	30.0%	2.1%
no impact on my support	11.5%	10.0%	-1.5%
somewhat less likely to support	1.6%	0.0%	-1.6%
much less likely to support	0.0%	0.0%	0.0%
Total	100.0%	100.0%	0.0%
More Support	86.9%	90.0%	3.1%

Mobility concerns were also very likely to increase voter likelihood to support a funding initiative. As with the safety concerns, group discussion did not make much of a difference in the survey results although the change was positive.

Table 72: Increased Mobility – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If it increased your mobility (your ability to get from one place to another)	Count		0	1	0	1
		% within Ethnic	0.0%	25.0%	0.0%	1.6%
	More support	Count	14	3	37	54
		% within Ethnic	82.4%	75.0%	92.5%	88.5%
	No impact	Count	3	0	3	6
		% within Ethnic	17.6%	0.0%	7.5%	9.8%

Table 73: Increased Mobility – Gender Crosstab

			Gender		Total
			Female	Male	
If it increased your mobility (your ability to get from one place to another)		Count	1	0	1
		% within Gender	2.9%	0.0%	1.6%
	More support	Count	32	22	54
		% within Gender	91.4%	84.6%	88.5%
	No impact	Count	2	4	6
		% within Gender	5.7%	15.4%	9.8%

Table 74: Increased Mobility – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If it increased your mobility (your ability to get from one place to another)		Count	1	0	0	0	1
		% within Generation	6.3%	0.0%	0.0%	0.0%	1.6%
	More support	Count	13	13	23	5	54
		% within Generation	81.3%	92.9%	88.5%	100.0%	88.5%
	No impact	Count	2	1	3	0	6
		% within Generation	12.5%	7.1%	11.5%	0.0%	9.8%

Table 75: Increased Mobility – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If it increased your mobility (your ability to get from one place to another)		Count	0	0	0	1	1
		% within Location	0.0%	0.0%	0.0%	5.3%	1.6%
	More support	Count	12	10	17	15	54
		% within Location	85.7%	90.9%	100.0%	78.9%	88.5%
	No impact	Count	2	1	0	3	6
		% within Location	14.3%	9.1%	0.0%	15.8%	9.8%

Table 76: Increased Mobility – Primary Travel Method Crosstab

	How do you typically get from one place to another? Please select the option you use most frequently.	Total

			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If it increased your mobility (your ability to get from one place to another)		Count	1	0	0	0	1
		% within Primary Travel Method	1.9%	0.0%	0.0%	0.0%	1.6%
	More support	Count	48	4	1	1	54
		% within Primary Travel Method	88.9%	80.0%	100.0%	100.0%	88.5%
	No impact	Count	5	1	0	0	6
		% within Primary Travel Method	9.3%	20.0%	0.0%	0.0%	9.8%

Table 77: Increased Mobility – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If it increased your mobility (your ability to get from one place to another)		Count	1	0	0	0	0	1
		% within Party	3.7%	0.0%	0.0%	0.0%	0.0%	1.7%
	More support	Count	24	1	1	20	6	52
		% within Party	88.9%	100.0%	33.3%	90.9%	100.0%	88.1%
	No impact	Count	2	0	2	2	0	6
		% within Party	7.4%	0.0%	66.7%	9.1%	0.0%	10.2%

Infrastructure Supports New Technologies

Table 78: Support New Technologies – Total Sample

If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.

Responses	Pre-Test	Post-Test	Change
much more likely to support	14.8%	19.7%	4.9%
somewhat more likely to support	21.3%	19.7%	-1.6%
no impact on my support	34.4%	34.4%	0.0%
somewhat less likely to support	8.2%	6.6%	-1.6%
much less likely to support	21.3%	19.7%	-1.6%
Total	100.0%	100.0%	0.0%
More Support	36.1%	39.3%	3.3%

This survey question received one of the lowest levels of support. Interpreting the results in consideration of the focus group discussion, the moderator believes that is not so much a general response to technology but to the specific concept of self-driving cars. Roughly half of the participants were skeptical about the safety of self-driving cars and concerned about sharing the road with them. On the other hand, participants strongly supported other technologies such as linked traffic lights that would improve traffic flow and reduce the time participants spend stopped at intersections.

Table 79: Support New Technologies – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	5	0	11	16
		% within Ethnic	29.4%	0.0%	27.5%	26.2%
	More support	Count	8	3	13	24
		% within Ethnic	47.1%	75.0%	32.5%	39.3%
	No impact	Count	4	1	16	21
		% within Ethnic	23.5%	25.0%	40.0%	34.4%

Table 80: Support New Technologies – Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	7	9	16
		% within Gender	20.0%	34.6%	26.2%
	More support	Count	14	10	24
		% within Gender	40.0%	38.5%	39.3%
	No impact	Count	14	7	21
		% within Gender	40.0%	26.9%	34.4%

Table 81: Support New Technologies – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	4	2	9	1	16
		% within Generation	25.0%	14.3%	34.6%	20.0%	26.2%
	More support	Count	6	9	8	1	24
		% within Generation	37.5%	64.3%	30.8%	20.0%	39.3%
	No impact	Count	6	3	9	3	21
		% within Generation	37.5%	21.4%	34.6%	60.0%	34.4%

Table 82: Support New Technologies – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	7	1	5	3	16
		% within Location	50.0%	9.1%	29.4%	15.8%	26.2%
	More support	Count	3	8	9	4	24
		% within Location	21.4%	72.7%	52.9%	21.1%	39.3%
	No impact	Count	4	2	3	12	21
		% within Location	28.6%	18.2%	17.6%	63.2%	34.4%

Table 83: Support New Technologies – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	14	1	1	0	16
		% within Primary Travel Method	25.9%	20.0%	100.0%	0.0%	26.2%
	More support	Count	19	4	0	1	24
		% within Primary Travel Method	35.2%	80.0%	0.0%	100.0%	39.3%
	No impact	Count	21	0	0	0	21
		% within Primary Travel Method	38.9%	0.0%	0.0%	0.0%	34.4%

Table 84: Support New Technologies – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	9	0	1	5	1	16
		% within Party	33.3%	0.0%	33.3%	22.7%	16.7%	27.1%
	More support	Count	9	1	0	9	4	23
		% within Party	33.3%	100.0%	0.0%	40.9%	66.7%	39.0%
	No impact	Count	9	0	2	8	1	20
		% within Party	33.3%	0.0%	66.7%	36.4%	16.7%	33.9%

Table 85: Defund New Technologies – Total Sample

If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.

Responses	Pre-Test	Post-Test	Change
much more likely to support	9.8%	18.0%	8.2%
somewhat more likely to support	16.4%	8.2%	-8.2%
no impact on my support	41.0%	34.4%	-6.6%
somewhat less likely to support	11.5%	19.7%	8.2%
much less likely to support	21.3%	19.7%	-1.6%
Total	100.0%	100.0%	0.0%
More Support	26.2%	26.2%	0.0%

Table 86: Defund New Technologies – Ethnic Crosstab

			Ethnic			
			Black	Hispanic	White	Total
If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	10	2	12	24
		% within Ethnic	58.8%	50.0%	30.0%	39.3%
	More support	Count	4	1	11	16
		% within Ethnic	23.5%	25.0%	27.5%	26.2%
	No impact	Count	3	1	17	21
		% within Ethnic	17.6%	25.0%	42.5%	34.4%

Table 87: Defund New Technologies – Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	14	10	24
		% within Gender	40.0%	38.5%	39.3%
	More support	Count	9	7	16
		% within Gender	25.7%	26.9%	26.2%
	No impact	Count	12	9	21
		% within Gender	34.3%	34.6%	34.4%

Table 88: Defund New Technologies – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	7	8	9	0	24
		% within Generation	43.8%	57.1%	34.6%	0.0%	39.3%
	More support	Count	3	3	8	2	16
		% within Generation	18.8%	21.4%	30.8%	40.0%	26.2%
	No impact	Count	6	3	9	3	21
		% within Generation	37.5%	21.4%	34.6%	60.0%	34.4%

Table 89: Defund New Technologies – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	6	6	7	5	24
		% within Location	42.9%	54.5%	41.2%	26.3%	39.3%
	More support	Count	5	2	4	5	16
		% within Location	35.7%	18.2%	23.5%	26.3%	26.2%
	No impact	Count	3	3	6	9	21
		% within Location	21.4%	27.3%	35.3%	47.4%	34.4%

Table 90: Defund New Technologies – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				Total
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	19	4	0	1	24
		% within Primary Travel Method	35.2%	80.0%	0.0%	100.0%	39.3%
	More support	Count	15	1	0	0	16
		% within Primary Travel Method	27.8%	20.0%	0.0%	0.0%	26.2%
	No impact	Count	20	0	1	0	21
		% within Primary Travel Method	37.0%	0.0%	100.0%	0.0%	34.4%

Table 91: Defund New Technologies – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	Less support	Count	9	1	1	9	3	23
		% within Party	33.3%	100.0%	33.3%	40.9%	50.0%	39.0%
	More support	Count	10	0	0	4	2	16
		% within Party	37.0%	0.0%	0.0%	18.2%	33.3%	27.1%
	No impact	Count	8	0	2	9	1	20
		% within Party	29.6%	0.0%	66.7%	40.9%	16.7%	33.9%

Focus on Maintenance

Table 92: Maintenance Only – Total Sample

If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.

Responses	Pre-Test	Post-Test	Change
much more likely to support	30.5%	32.8%	2.3%
somewhat more likely to support	25.4%	24.6%	-0.8%
no impact on my support	18.6%	18.0%	-0.6%
somewhat less likely to support	18.6%	21.3%	2.7%
much less likely to support	6.8%	3.3%	-3.5%
Total	100.0%	100.0%	0.0%
More Support	55.9%	57.4%	1.4%

A slight majority of the respondents would be more likely to support a funding initiative if it required 100% of the new funds to be spent on maintenance. The fact that this number remained almost unchanged after groups discussions that went into great detail about the need for other improvements show how strongly dissatisfied many participants are with the current state of their highways and bridges.

Table 93: Maintenance Only – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	Less support	Count	3	0	12	15
		% within Ethnic	17.6%	0.0%	30.0%	24.6%
	More support	Count	11	3	21	35
		% within Ethnic	64.7%	75.0%	52.5%	57.4%
	No impact	Count	3	1	7	11
		% within Ethnic	17.6%	25.0%	17.5%	18.0%

Table 94: Maintenance Only – Gender Crosstab

	Gender	Total
--	--------	-------

			Female	Male	
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	Less support	Count	11	4	15
		% within Gender	31.4%	15.4%	24.6%
	More support	Count	21	14	35
		% within Gender	60.0%	53.8%	57.4%
	No impact	Count	3	8	11
		% within Gender	8.6%	30.8%	18.0%

Table 95: Maintenance Only – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	Less support	Count	3	2	8	2	15
		% within Generation	18.8%	14.3%	30.8%	40.0%	24.6%
	More support	Count	10	10	13	2	35
		% within Generation	62.5%	71.4%	50.0%	40.0%	57.4%
	No impact	Count	3	2	5	1	11
		% within Generation	18.8%	14.3%	19.2%	20.0%	18.0%

Table 96: Maintenance Only – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	Less support	Count	1	1	6	7	15
		% within Location	7.1%	9.1%	35.3%	36.8%	24.6%
	More support	Count	11	8	7	9	35
		% within Location	78.6%	72.7%	41.2%	47.4%	57.4%
	No impact	Count	2	2	4	3	11
		% within Location	14.3%	18.2%	23.5%	15.8%	18.0%

Table 97: Maintenance Only – Primary Travel Method Crosstab

					How do you typically get from one place to another? Please select the option you use most frequently.
					Total
	Drive a car	Take a bus	Ride a bike	Ride with someone	

						else	
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	Less support	Count	13	1	1	0	15
		% within Primary Travel Method	24.1%	20.0%	100.0%	0.0%	24.6%
	More support	Count	30	4	0	1	35
		% within Primary Travel Method	55.6%	80.0%	0.0%	100.0%	57.4%
	No impact	Count	11	0	0	0	11
		% within Primary Travel Method	20.4%	0.0%	0.0%	0.0%	18.0%

Table 98: Maintenance Only – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	Less support	Count	6	1	1	6	1	15
		% within Party	22.2%	100.0%	33.3%	27.3%	16.7%	25.4%
	More support	Count	19	0	1	12	1	33
		% within Party	70.4%	0.0%	33.3%	54.5%	16.7%	55.9%
	No impact	Count	2	0	1	4	4	11
		% within Party	7.4%	0.0%	33.3%	18.2%	66.7%	18.6%

Focus on New Highways and Bridges

Table 99: New Highways & Bridges Only – Total Sample

If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.

Responses	Pre-Test	Post-Test	Change
much more likely to support	14.8%	13.1%	-1.6%
somewhat more likely to support	23.0%	13.1%	-9.8%
no impact on my support	16.4%	14.8%	-1.6%
somewhat less likely to support	29.5%	36.1%	6.6%
much less likely to support	16.4%	23.0%	6.6%
Total	100.0%	100.0%	0.0%
More Support	37.7%	26.2%	-11.5%

The results of this question support the findings of the previous question. Maintenance is a much more important concern of voters than new projects. The respondent belief that maintenance is more important than new projects grew by over 10% after group discussion.

Table 100: New Highways & Bridges Only – Ethnic Crosstab

			Ethnic			
			Black	Hispanic	White	Total
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	Less support	Count	7	3	26	36
		% within Ethnic	41.2%	75.0%	65.0%	59.0%
	More support	Count	7	0	9	16
		% within Ethnic	41.2%	0.0%	22.5%	26.2%
	No impact	Count	3	1	5	9
		% within Ethnic	17.6%	25.0%	12.5%	14.8%

Table 101: New Highways & Bridges Only – Gender Crosstab

			Gender		Total
			Female	Male	
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	Less support	Count	23	13	36
		% within Gender	65.7%	50.0%	59.0%
	More support	Count	9	7	16
		% within Gender	25.7%	26.9%	26.2%
	No impact	Count	3	6	9
		% within Gender	8.6%	23.1%	14.8%

Table 102: New Highways & Bridges Only – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	Less support	Count	9	7	16	4	36
		% within Generation	56.3%	50.0%	61.5%	80.0%	59.0%
	More support	Count	6	4	5	1	16
		% within Generation	37.5%	28.6%	19.2%	20.0%	26.2%
	No impact	Count	1	3	5	0	9
		% within Generation	6.3%	21.4%	19.2%	0.0%	14.8%

Table 103: New Highways & Bridges Only – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	Less support	Count	7	7	10	12	36
		% within Location	50.0%	63.6%	58.8%	63.2%	59.0%
	More support	Count	5	3	5	3	16
		% within Location	35.7%	27.3%	29.4%	15.8%	26.2%
	No impact	Count	2	1	2	4	9
		% within Location	14.3%	9.1%	11.8%	21.1%	14.8%

Table 104: New Highways & Bridges Only – Primary Travel Method Crosstab

	How do you typically get from one place to another? Please select the option you use most frequently.	Total

			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	Less support	Count	32	2	1	1	36
		% within Primary Travel Method	59.3%	40.0%	100.0%	100.0%	59.0%
	More support	Count	13	3	0	0	16
		% within Primary Travel Method	24.1%	60.0%	0.0%	0.0%	26.2%
	No impact	Count	9	0	0	0	9
		% within Primary Travel Method	16.7%	0.0%	0.0%	0.0%	14.8%

Table 105: New Highways & Bridges Only – Party Crosstab

			With what political party do you identify the most?					
			Democrat	Green	Libertarian	Republican	Other	Total
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	Less support	Count	15	1	2	16	2	36
		% within Party	55.6%	100.0%	66.7%	72.7%	33.3%	61.0%
	More support	Count	8	0	0	5	1	14
		% within Party	29.6%	0.0%	0.0%	22.7%	16.7%	23.7%
	No impact	Count	4	0	1	1	3	9
		% within Party	14.8%	0.0%	33.3%	4.5%	50.0%	15.3%

Personal Cost of Funding

Table 106: Personal Cost of \$5/Month – Total Sample

If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month

Responses	Pre-Test	Post-Test	Change
much more likely to support	18.0%	36.1%	18.0%
somewhat more likely to support	29.5%	39.3%	9.8%
no impact on my support	21.3%	9.8%	-11.5%
somewhat less likely to support	14.8%	11.5%	-3.3%
much less likely to support	16.4%	3.3%	-13.1%
Total	100.0%	100.0%	0.0%
More Support	47.5%	75.4%	27.9%

Spending approximately 90 minutes in a group discussion about transportation issues increased the percentage of people willing to spend \$5 a month on additional taxes by 27.9%. **This was the largest change between the pre- and post- discussion surveys and indicates that educating voters about transportation issues may well be the difference between an initiative’s success or failure.**

Table 107: Personal Cost of \$5/Month – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	Less support	Count	4	1	4	9
		% within Ethnic	23.5%	25.0%	10.0%	14.8%
	More support	Count	11	3	32	46
		% within Ethnic	64.7%	75.0%	80.0%	75.4%
	No impact	Count	2	0	4	6
		% within Ethnic	11.8%	0.0%	10.0%	9.8%

Table 108: Personal Cost of \$5/Month – Gender Crosstab

			Gender		Total
			Female	Male	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	Less support	Count	6	3	9
		% within Gender	17.1%	11.5%	14.8%
	More support	Count	25	21	46
		% within Gender	71.4%	80.8%	75.4%
	No impact	Count	4	2	6
		% within Gender	11.4%	7.7%	9.8%

Table 109: Personal Cost of \$5/Month – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	Less support	Count	7	0	2	0	9
		% within Generation	43.8%	0.0%	7.7%	0.0%	14.8%
	More support	Count	7	12	22	5	46
		% within Generation	43.8%	85.7%	84.6%	100.0%	75.4%
	No impact	Count	2	2	2	0	6
		% within Generation	12.5%	14.3%	7.7%	0.0%	9.8%

Table 110: Personal Cost of \$5/Month – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	Less support	Count	4	0	1	4	9
		% within Location	28.6%	0.0%	5.9%	21.1%	14.8%
	More support	Count	8	9	15	14	46
		% within Location	57.1%	81.8%	88.2%	73.7%	75.4%
	No impact	Count	2	2	1	1	6
		% within Location	14.3%	18.2%	5.9%	5.3%	9.8%

Table 111: Personal Cost of \$5/Month – Primary Travel Method Crosstab

	How do you typically get from one place to another? Please select the option	Total

			you use most frequently.				
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	Less support	Count	8	1	0	0	9
		% within Primary Travel Method	14.8%	20.0%	0.0%	0.0%	14.8%
	More support	Count	42	2	1	1	46
		% within Primary Travel Method	77.8%	40.0%	100.0%	100.0%	75.4%
	No impact	Count	4	2	0	0	6
		% within Primary Travel Method	7.4%	40.0%	0.0%	0.0%	9.8%

Table 112: Personal Cost of \$5/Month – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	Less support	Count	4	0	1	3	1	9
		% within Party	14.8%	0.0%	33.3%	13.6%	16.7%	15.3%
	More support	Count	21	1	2	16	5	45
		% within Party	77.8%	100.0%	66.7%	72.7%	83.3%	76.3%
	No impact	Count	2	0	0	3	0	5
		% within Party	7.4%	0.0%	0.0%	13.6%	0.0%	8.5%

Table 113: Personal Cost of \$20/Month – Total Sample

If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month

Responses	Pre-Test	Post-Test	Change
much more likely to support	8.3%	6.6%	-1.8%
somewhat more likely to support	8.3%	16.4%	8.1%
no impact on my support	8.3%	4.9%	-3.4%
somewhat less likely to support	21.7%	27.9%	6.2%
much less likely to support	53.3%	44.3%	-9.1%
Total	100.0%	100.0%	0.0%
More Support	16.7%	23.0%	6.3%

While 75.4% of the post-discussion respondents indicated they would be more likely to support an initiative that would personally cost them \$5 per month, only 23% would be more willing to support a funding initiative if it cost them \$20 per month. In other words, a funding initiative perceived to cost \$20 per month per person would cause 72.1% of the participants to be less likely to support the initiative.

Table 114: Personal Cost of \$20/Month – Ethnic Crosstab

			Ethnic			Total
			Black	Hispanic	White	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	Less support	Count	12	3	29	44
		% within Ethnic	70.6%	75.0%	72.5%	72.1%
	More support	Count	5	1	8	14
		% within Ethnic	29.4%	25.0%	20.0%	23.0%
	No impact	Count	0	0	3	3
		% within Ethnic	0.0%	0.0%	7.5%	4.9%

Table 115: Personal Cost of \$20/Month – Gender Crosstab

			Gender		Total
			Female	Male	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	Less support	Count	24	20	44
		% within Gender	68.6%	76.9%	72.1%
	More support	Count	9	5	14
		% within Gender	25.7%	19.2%	23.0%
	No impact	Count	2	1	3
		% within Gender	5.7%	3.8%	4.9%

Table 116: Personal Cost of \$20/Month – Generation Crosstab

			Generation				Total
			Boomer	Gen X	Gen Y	Silent	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	Less support	Count	12	8	20	4	44
		% within Generation	75.0%	57.1%	76.9%	80.0%	72.1%
	More support	Count	4	5	4	1	14
		% within Generation	25.0%	35.7%	15.4%	20.0%	23.0%
	No impact	Count	0	1	2	0	3
		% within Generation	0.0%	7.1%	7.7%	0.0%	4.9%

Table 117: Personal Cost of \$20/Month – Location Crosstab

			Location				Total
			Cleveland	Des Moines	Eureka	Tampa Bay	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	Less support	Count	13	1	13	17	44
		% within Location	92.9%	9.1%	76.5%	89.5%	72.1%
	More support	Count	0	9	3	2	14
		% within Location	0.0%	81.8%	17.6%	10.5%	23.0%
	No impact	Count	1	1	1	0	3
		% within Location	7.1%	9.1%	5.9%	0.0%	4.9%

Table 118: Personal Cost of \$20/Month – Primary Travel Method Crosstab

	How do you typically get from one place to another? Please select the option	Total

			you use most frequently.				
			Drive a car	Take a bus	Ride a bike	Ride with someone else	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	Less support	Count	42	1	1	0	44
		% within Primary Travel Method	77.8%	20.0%	100.0%	0.0%	72.1%
	More support	Count	10	3	0	1	14
		% within Primary Travel Method	18.5%	60.0%	0.0%	100.0%	23.0%
	No impact	Count	2	1	0	0	3
		% within Primary Travel Method	3.7%	20.0%	0.0%	0.0%	4.9%

Table 119: Personal Cost of \$20/Month – Party Crosstab

			With what political party do you identify the most?					Total
			Democrat	Green	Libertarian	Republican	Other	
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	Less support	Count	20	0	3	14	5	42
		% within Party	74.1%	0.0%	100.0%	63.6%	83.3%	71.2%
	More support	Count	6	1	0	6	1	14
		% within Party	22.2%	100.0%	0.0%	27.3%	16.7%	23.7%
	No impact	Count	1	0	0	2	0	3
		% within Party	3.7%	0.0%	0.0%	9.1%	0.0%	5.1%

Communication Methods

Participants were asked to evaluate how effective six communication methods were for DOTs to provide information to the respondents.

Local Television

Table 120: Effectiveness of DOTs Communicating Via Local Television – Total Sample

Local television		Frequency	Percentage
	very effective	39	67.2%
	somewhat effective	9	15.5%
	somewhat ineffective	2	3.4%
	very ineffective	8	13.8%
	Total	58	100.0%

Table 121: Effectiveness of DOTs Communicating Via Local Television – Ethnic Crosstab

			Ethnic			
			Black	Hispanic	White	Total
Local television	Effective	Count	16	1	31	48
		% within Ethnic	94.1%	25.0%	77.5%	78.7%
	Ineffective	Count	1	2	7	10
		% within Ethnic	5.9%	50.0%	17.5%	16.4%

Table 122: Effectiveness of DOTs Communicating Via Local Television – Gender Crosstab

			Gender		
			Female	Male	Total
Local television	Effective	Count	29	19	48
		% within Gender	82.9%	73.1%	78.7%
	Ineffective	Count	5	5	10
		% within Gender	14.3%	19.2%	16.4%

Table 123: Effectiveness of DOTs Communicating Via Local Television – Generation Crosstab

			Generation				
			Boomer	Gen X	Gen Y	Silent	Total
Local television	Effective	Count	11	11	21	5	48
		% within Generation	68.8%	78.6%	80.8%	100.0%	78.7%
	Ineffective	Count	4	2	4	0	10
		% within Generation	25.0%	14.3%	15.4%	0.0%	16.4%

Table 124: Effectiveness of DOTs Communicating Via Local Television – Location Crosstab

			Location				
			Cleveland	Des Moines	Eureka	Tampa Bay	Total
Local television	Effective	Count	13	9	10	16	48
		% within Location	92.9%	81.8%	58.8%	84.2%	78.7%
	Ineffective	Count	1	1	6	2	10
		% within Location	7.1%	9.1%	35.3%	10.5%	16.4%

Table 125: Effectiveness of DOTs Communicating Via Local Television – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				
			Drive a car	Take a bus	Ride a bike	Ride with someone else	Total
Local television	Effective	Count	42	5	0	1	48
		% within Primary Travel Method	77.8%	100.0%	0.0%	100.0%	78.7%
	Ineffective	Count	9	0	1	0	10
		% within Primary Travel Method	16.7%	0.0%	100.0%	0.0%	16.4%

Table 126: Effectiveness of DOTs Communicating Via Local Television – Party Crosstab

			With what political party do you identify the most?					
			Democrat	Green	Libertarian	Republican	Other	Total
Local television	Effective	Count	22	1	2	17	5	47
		% within Party	81.5%	100.0%	66.7%	77.3%	83.3%	79.7%
	Ineffective	Count	4	0	1	3	1	9
		% within Party	14.8%	0.0%	33.3%	13.6%	16.7%	15.3%

Local Radio

Table 127: Effectiveness of DOTs Communicating Via Local Radio – Total Sample

Local radio

	Frequency	Percentage
very effective	24	43.6%
somewhat effective	20	36.4%
somewhat ineffective	9	16.4%
very ineffective	2	3.6%
Total	55	100.0%

Table 128: Effectiveness of DOTs Communicating Via Local Radio – Ethnic Crosstab

			Ethnic			
			Black	Hispanic	White	Total
Local radio	Effective	Count	15	1	28	44
		% within Ethnic	88.2%	25.0%	70.0%	72.1%
	Ineffective	Count	2	1	8	11
		% within Ethnic	11.8%	25.0%	20.0%	18.0%

Table 129: Effectiveness of DOTs Communicating Via Local Radio – Gender Crosstab

			Gender		
			Female	Male	Total
Local radio	Effective	Count	29	15	44
		% within Gender	82.9%	57.7%	72.1%
	Ineffective	Count	4	7	11
		% within Gender	11.4%	26.9%	18.0%

Table 130: Effectiveness of DOTs Communicating Via Local Radio – Generation Crosstab

		Generation
--	--	------------

			Boomer	Gen X	Gen Y	Silent	Total
Local radio	Effective	Count	10	12	21	1	44
		% within Generation	62.5%	85.7%	80.8%	20.0%	72.1%
	Ineffective	Count	4	1	5	1	11
		% within Generation	25.0%	7.1%	19.2%	20.0%	18.0%

Table 131: Effectiveness of DOTs Communicating Via Local Radio – Location Crosstab

			Location				
			Cleveland	Des Moines	Eureka	Tampa Bay	Total
Local radio	Effective	Count	10	10	14	10	44
		% within Location	71.4%	90.9%	82.4%	52.6%	72.1%
	Ineffective	Count	4	1	2	4	11
		% within Location	28.6%	9.1%	11.8%	21.1%	18.0%

Table 132: Effectiveness of DOTs Communicating Via Local Radio – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				
			Drive a car	Take a bus	Ride a bike	Ride with someone else	Total
Local radio	Effective	Count	37	5	1	1	44
		% within Primary Travel Method	68.5%	100.0%	100.0%	100.0%	72.1%
	Ineffective	Count	11	0	0	0	11
		% within Primary Travel Method	20.4%	0.0%	0.0%	0.0%	18.0%

Table 133: Effectiveness of DOTs Communicating Via Local Radio – Party Crosstab

			With what political party do you identify the most?					
			Democrat	Green	Libertarian	Republican	Other	Total
Local radio	Effective	Count	22	1	0	13	6	42
		% within Party	81.5%	100.0%	0.0%	59.1%	100.0%	71.2%
	Ineffective	Count	2	0	3	6	0	11
		% within Party	7.4%	0.0%	100.0%	27.3%	0.0%	18.6%

Local Newspaper

Table 134: Effectiveness of DOTs Communicating Via Local Newspaper – Total Sample

Local newspaper

	Frequency	Percentage
very effective	17	29.8%
somewhat effective	14	24.6%
somewhat ineffective	6	10.5%
very ineffective	20	35.1%
Total	57	100.0%

Table 135: Effectiveness of DOTs Communicating Via Local Newspaper – Ethnic Crosstab

			Ethnic			
			Black	Hispanic	White	Total
Local newspaper	Effective	Count	9	2	20	31
		% within Ethnic	52.9%	50.0%	50.0%	50.8%
	Ineffective	Count	7	1	18	26
		% within Ethnic	41.2%	25.0%	45.0%	42.6%

Table 136: Effectiveness of DOTs Communicating Via Local Newspaper – Gender Crosstab

			Gender		
			Female	Male	Total
Local newspaper	Effective	Count	19	12	31
		% within Gender	54.3%	46.2%	50.8%
	Ineffective	Count	16	10	26
		% within Gender	45.7%	38.5%	42.6%

Table 137: Effectiveness of DOTs Communicating Via Local Newspaper – Generation Crosstab

		Generation

			Boomer	Gen X	Gen Y	Silent	Total
Local newspaper	Effective	Count	11	9	7	4	31
		% within Generation	68.8%	64.3%	26.9%	80.0%	50.8%
	Ineffective	Count	4	3	19	0	26
		% within Generation	25.0%	21.4%	73.1%	0.0%	42.6%

Table 138: Effectiveness of DOTs Communicating Via Local Newspaper – Location Crosstab

			Location				
			Cleveland	Des Moines	Eureka	Tampa Bay	Total
Local newspaper	Effective	Count	5	8	10	8	31
		% within Location	35.7%	72.7%	58.8%	42.1%	50.8%
	Ineffective	Count	8	3	6	9	26
		% within Location	57.1%	27.3%	35.3%	47.4%	42.6%

Table 139: Effectiveness of DOTs Communicating Via Local Newspaper – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				
			Drive a car	Take a bus	Ride a bike	Ride with someone else	Total
Local newspaper	Effective	Count	26	4	1	0	31
		% within Primary Travel Method	48.1%	80.0%	100.0%	0.0%	50.8%
	Ineffective	Count	24	1	0	1	26
		% within Primary Travel Method	44.4%	20.0%	0.0%	100.0%	42.6%

Table 140: Effectiveness of DOTs Communicating Via Local Newspaper – Party Crosstab

			With what political party do you identify the most?					
			Democrat	Green	Libertarian	Republican	Other	Total
Local newspaper	Effective	Count	14	1	1	11	3	30
		% within Party	51.9%	100.0%	33.3%	50.0%	50.0%	50.8%
	Ineffective	Count	11	0	2	9	3	25
		% within Party	40.7%	0.0%	66.7%	40.9%	50.0%	42.4%

State DOT Website

Table 141: Effectiveness of DOTs Communicating Via Website – Total Sample

State DOT website

	Frequency	Percentage
very effective	14	25.0%
somewhat effective	12	21.4%
somewhat ineffective	15	26.8%
very ineffective	15	26.8%
Total	56	100.0%

Table 142: Effectiveness of DOTs Communicating Via Website – Ethnic Crosstab

			Ethnic			
			Black	Hispanic	White	Total
State DOT website	Effective	Count	6	4	16	26
		% within Ethnic	35.3%	100.0%	40.0%	42.6%
	Ineffective	Count	9	0	21	30
		% within Ethnic	52.9%	0.0%	52.5%	49.2%

Table 143: Effectiveness of DOTs Communicating Via Website – Gender Crosstab

			Gender		
			Female	Male	Total
State DOT website	Effective	Count	14	12	26
		% within Gender	40.0%	46.2%	42.6%
	Ineffective	Count	19	11	30
		% within Gender	54.3%	42.3%	49.2%

Table 144: Effectiveness of DOTs Communicating Via Website – Generation Crosstab

		Generation
--	--	------------

			Boomer	Gen X	Gen Y	Silent	Total
State DOT website	Effective	Count	8	4	13	1	26
		% within Generation	50.0%	28.6%	50.0%	20.0%	42.6%
	Ineffective	Count	7	9	12	2	30
		% within Generation	43.8%	64.3%	46.2%	40.0%	49.2%

Table 145: Effectiveness of DOTs Communicating Via Website – Location Crosstab

			Location				
			Cleveland	Des Moines	Eureka	Tampa Bay	Total
State DOT website	Effective	Count	5	3	8	10	26
		% within Location	35.7%	27.3%	47.1%	52.6%	42.6%
	Ineffective	Count	7	7	9	7	30
		% within Location	50.0%	63.6%	52.9%	36.8%	49.2%

Table 146: Effectiveness of DOTs Communicating Via Website – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				
			Drive a car	Take a bus	Ride a bike	Ride with someone else	Total
State DOT website	Effective	Count	25	1	0	0	26
		% within Primary Travel Method	46.3%	20.0%	0.0%	0.0%	42.6%
	Ineffective	Count	24	4	1	1	30
		% within Primary Travel Method	44.4%	80.0%	100.0%	100.0%	49.2%

Table 147: Effectiveness of DOTs Communicating Via Website – Party Crosstab

			With what political party do you identify the most?					
			Democrat	Green	Libertarian	Republican	Other	Total
State DOT website	Effective	Count	10	0	2	10	4	26
		% within Party	37.0%	0.0%	66.7%	45.5%	66.7%	44.1%
	Ineffective	Count	14	1	1	10	2	28
		% within Party	51.9%	100.0%	33.3%	45.5%	33.3%	47.5%

State DOT Highway Signs

Table 148: Effectiveness of DOTs Communicating Via Highway Signs – Total Sample

State DOT signs on major highways

	Frequency	Percentage
very effective	23	41.1%
somewhat effective	15	26.8%
somewhat ineffective	11	19.6%
very ineffective	7	12.5%
Total	56	100.0%

Table 149: Effectiveness of DOTs Communicating Via Highway Signs – Ethnic Crosstab

			Ethnic			
			Black	Hispanic	White	Total
State DOT signs on major highways	Effective	Count	11	2	25	38
		% within Ethnic	64.7%	50.0%	62.5%	62.3%
	Ineffective	Count	5	1	12	18
		% within Ethnic	29.4%	25.0%	30.0%	29.5%

Table 150: Effectiveness of DOTs Communicating Via Highway Signs – Gender Crosstab

			Gender		
			Female	Male	Total
State DOT signs on major highways	Effective	Count	28	10	38
		% within Gender	80.0%	38.5%	62.3%
	Ineffective	Count	6	12	18
		% within Gender	17.1%	46.2%	29.5%

Table 151: Effectiveness of DOTs Communicating Via Highway Signs – Generation Crosstab

			Generation				
			Boomer	Gen X	Gen Y	Silent	Total
State DOT signs on major highways	Effective	Count	8	11	18	1	38
		% within Generation	50.0%	78.6%	69.2%	20.0%	62.3%
	Ineffective	Count	6	2	8	2	18
		% within Generation	37.5%	14.3%	30.8%	40.0%	29.5%

Table 152: Effectiveness of DOTs Communicating Via Highway Signs – Location Crosstab

			Location				
			Cleveland	Des Moines	Eureka	Tampa Bay	Total
State DOT signs on major highways	Effective	Count	10	8	14	6	38
		% within Location	71.4%	72.7%	82.4%	31.6%	62.3%
	Ineffective	Count	3	3	2	10	18
		% within Location	21.4%	27.3%	11.8%	52.6%	29.5%

Table 153: Effectiveness of DOTs Communicating Via Highway Signs – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				
			Drive a car	Take a bus	Ride a bike	Ride with someone else	Total
State DOT signs on major highways	Effective	Count	32	4	1	1	38
		% within Primary Travel Method	59.3%	80.0%	100.0%	100.0%	62.3%
	Ineffective	Count	17	1	0	0	18
		% within Primary Travel Method	31.5%	20.0%	0.0%	0.0%	29.5%

Table 154: Effectiveness of DOTs Communicating Via Highway Signs – Party Crosstab

			With what political party do you identify the most?					
			Democrat	Green	Libertarian	Republican	Other	Total
State DOT signs on major highways	Effective	Count	20	1	2	10	4	37
		% within Party	74.1%	100.0%	66.7%	45.5%	66.7%	62.7%
	Ineffective	Count	4	0	1	10	2	17
		% within Party	14.8%	0.0%	33.3%	45.5%	33.3%	28.8%

State DOT Public Meetings

Table 155: Effectiveness of DOTs Communicating Via Public Meetings – Total Sample

State DOT public meetings		Frequency	Percentage
	very effective	12	22.2%
	somewhat effective	12	22.2%
	somewhat ineffective	11	20.4%
	very ineffective	19	35.2%
	Total	54	100.0%

Table 156: Effectiveness of DOTs Communicating Via Public Meetings – Ethnic Crosstab

			Ethnic			
			Black	Hispanic	White	Total
State DOT public meetings	Effective	Count	12	2	10	24
		% within Ethnic	70.6%	50.0%	25.0%	39.3%
	Ineffective	Count	3	1	26	30
		% within Ethnic	17.6%	25.0%	65.0%	49.2%

Table 157: Effectiveness of DOTs Communicating Via Public Meetings – Gender Crosstab

			Gender		
			Female	Male	Total
State DOT public meetings	Effective	Count	19	5	24
		% within Gender	54.3%	19.2%	39.3%
	Ineffective	Count	14	16	30
		% within Gender	40.0%	61.5%	49.2%

Table 158: Effectiveness of DOTs Communicating Via Public Meetings – Generation Crosstab

			Generation				
			Boomer	Gen X	Gen Y	Silent	Total
State DOT public meetings	Effective	Count	9	7	7	1	24
		% within Generation	56.3%	50.0%	26.9%	20.0%	39.3%
	Ineffective	Count	5	5	18	2	30
		% within Generation	31.3%	35.7%	69.2%	40.0%	49.2%

Table 159: Effectiveness of DOTs Communicating Via Public Meetings – Location Crosstab

			Location				
			Cleveland	Des Moines	Eureka	Tampa Bay	Total
State DOT public meetings	Effective	Count	5	6	9	4	24
		% within Location	35.7%	54.5%	52.9%	21.1%	39.3%
	Ineffective	Count	7	4	7	12	30
		% within Location	50.0%	36.4%	41.2%	63.2%	49.2%

Table 160: Effectiveness of DOTs Communicating Via Public Meetings – Primary Travel Method Crosstab

			How do you typically get from one place to another? Please select the option you use most frequently.				
			Drive a car	Take a bus	Ride a bike	Ride with someone else	Total
State DOT public meetings	Effective	Count	18	5	0	1	24
		% within Primary Travel Method	33.3%	100.0%	0.0%	100.0%	39.3%
	Ineffective	Count	29	0	1	0	30
		% within Primary Travel Method	53.7%	0.0%	100.0%	0.0%	49.2%

Table 161: Effectiveness of DOTs Communicating Via Public Meetings – Party Crosstab

			With what political party do you identify the most?					
			Democrat	Green	Libertarian	Republican	Other	Total
State DOT public meetings	Effective	Count	13	1	1	5	3	23
		% within Party	48.1%	100.0%	33.3%	22.7%	50.0%	39.0%
	Ineffective	Count	10	0	2	14	3	29
		% within Party	37.0%	0.0%	66.7%	63.6%	50.0%	49.2%

Perceived Importance of DOT Services

Respondents were asked to indicate how important various services were for their DOT to offer. They were then asked to indicate which three were the most important and which three were the three least important services for the DOT to provide.

Table 162: Summary of Very and Most Important DOT Services

Service	Very Important	Most Important
Keep bridges in good condition	90.2%	21.3%
Keep the surface of major highways in good condition	88.5%	59.0%
Provide signs along highway that are easy to understand	77.0%	13.1%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	72.1%	14.8%
Provide bright striping on highways	68.3%	4.9%
Keep the surface of other state highways in good condition	65.6%	23.0%
Manage snow and ice on highways	64.4%	18.0%
Provide bright signs	62.7%	0.0%
Keep the shoulders on highways in good condition	60.7%	6.6%
Support your options for traveling by public transit such as busses, vans, or light rail	59.0%	13.1%
Provide sidewalks or intersection crossings for traveling by walking	57.4%	13.1%
Minimize congestion on highways	54.1%	16.4%
Provide bike lanes or paved shoulders for traveling by bicycle	49.2%	14.8%
Mow and trim trees, grass, and weeds along highways	37.7%	3.3%
Support your options for traveling by Amtrak	32.8%	8.2%
Develop infrastructure to support new technologies such as self-driving cars	27.9%	9.8%
Support your options for traveling by air	18.6%	1.6%

Keep the surface of major highways in good condition

Table 163: Major Highways – Total Sample

Keep the surface of major highways in good condition

	Frequency	Percentage
Very important	54	88.5%
Somewhat important	7	11.5%
Somewhat unimportant	0	0.0%
Very unimportant	0	0.0%
Total	61	100.0%
Three Most Important	36	59.0%
Three Least Important	0	0.0%

Table 164: Major Highways – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Keep the surface of major highways in good condition	Important	17	100.0%	4	100.0%	40	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%
	Most	7	41.2%	2	50.0%	27	67.5%

Table 165: Major Highways – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Keep the surface of major highways in good condition	Important	35	100.0%	26	100.0%
	Unimportant	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%
	Most	21	60.0%	15	57.7%

Table 166: Major Highways – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Keep the surface of major highways in good condition	Important	16	100.0%	14	100.0%	26	100.0%	5	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	10	62.5%	5	35.7%	17	65.4%	4	80.0%

Table 167: Major Highways – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Keep the surface of major highways in good condition	Important	14	100.0%	11	100.0%	17	100.0%	19	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	8	57.1%	4	36.4%	10	58.8%	14	73.7%

Table 168: Major Highways – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Keep the surface of major highways in good condition	Important	54	100.0%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	34	63.0%	1	20.0%	1	100.0%	0	0.0%

Table 169: Major Highways – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Keep the surface of major highways in good condition	Important	27	100.0%	1	100.0%	3	100.0%	22	100.0%	6	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	15	55.6%	0	0.0%	2	66.7%	15	68.2%	3	50.0%

Keep the surface of other state highways in good condition

Table 170: Other State Highways – Total Sample

Keep the surface of other state highways in good condition

	Frequency	Percentage
Very important	40	65.6%
Somewhat important	18	29.5%
Somewhat unimportant	2	3.3%
Very unimportant	1	1.6%
Total	61	100.0%
Three Most Important	14	23.0%
Three Least Important	0	0.0%

Table 171: Other State Highways – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Keep the surface of other state highways in good condition	Important	17	100.0%	3	75.0%	38	95.0%
	Unimportant	0	0.0%	1	25.0%	2	5.0%
	Least	0	0.0%	0	0.0%	0	0.0%
	Most	2	11.8%	1	25.0%	11	27.5%

Table 172: Other State Highways – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Keep the surface of other state highways in good condition	Important	35	100.0%	23	88.5%
	Unimportant	0	0.0%	3	11.5%
	Least	0	0.0%	0	0.0%
	Most	9	25.7%	5	19.2%

Table 173: Other State Highways – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Keep the surface of other state highways in good condition	Important	16	100.0%	13	92.9%	25	96.2%	4	80.0%
	Unimportant	0	0.0%	1	7.1%	1	3.8%	1	20.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	5	31.3%	4	28.6%	4	15.4%	1	20.0%

Table 174: Other State Highways – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Keep the surface of other state highways in good condition	Important	13	92.9%	11	100.0%	17	100.0%	17	89.5%
	Unimportant	1	7.1%	0	0.0%	0	0.0%	2	10.5%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	4	28.6%	0	0.0%	5	29.4%	5	26.3%

Table 175: Other State Highways – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Keep the surface of other state highways in good condition	Important	51	94.4%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	3	5.6%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	12	22.2%	2	40.0%	0	0.0%	0	0.0%

Table 176: Other State Highways – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Keep the surface of other state highways in good condition	Important	25	92.6%	1	100.0%	2	66.7%	22	100.0%	6	100.0%
	Unimportant	2	7.4%	0	0.0%	1	33.3%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	8	29.6%	0	0.0%	1	33.3%	4	18.2%	0	0.0%

Keep bridges in good condition

Table 177: Bridges – Total Sample

Keep bridges in good condition

	Frequency	Percentage
Very important	55	90.2%
Somewhat important	6	9.8%
Somewhat unimportant	0	0.0%
Very unimportant	0	0.0%
Total	61	100.0%
Three Most Important	13	21.3%
Three Least Important	1	1.6%

Table 178: Bridges – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Keep bridges in good condition	Important	17	100.0%	4	100.0%	40	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%
	Least	1	5.9%	0	0.0%	0	0.0%
	Most	1	5.9%	1	25.0%	11	27.5%

Table 179: Bridges – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Keep bridges in good condition	Important	35	100.0%	26	100.0%
	Unimportant	0	0.0%	0	0.0%
	Least	1	2.9%	0	0.0%
	Most	7	20.0%	6	23.1%

Table 180: Bridges – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Keep bridges in good condition	Important	16	100.0%	14	100.0%	26	100.0%	5	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	1	3.8%	0	0.0%
	Most	4	25.0%	4	28.6%	3	11.5%	2	40.0%

Table 181: Bridges – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Keep bridges in good condition	Important	14	100.0%	11	100.0%	17	100.0%	19	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	1	5.3%
	Most	3	21.4%	1	9.1%	4	23.5%	5	26.3%

Table 182: Bridges – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Keep bridges in good condition	Important	54	100.0%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	1	1.9%	0	0.0%	0	0.0%	0	0.0%
	Most	11	20.4%	2	40.0%	0	0.0%	0	0.0%

Table 183: Bridges – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Keep bridges in good condition	Important	27	100.0%	1	100.0%	3	100.0%	22	100.0%	6	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	1	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	7	25.9%	0	0.0%	1	33.3%	4	18.2%	0	0.0%

Minimize congestion on highways

Table 184: Minimize Congestion – Total Sample

Minimize congestion on highways

	Frequency	Percentage
Very important	33	54.1%
Somewhat important	22	36.1%
Somewhat unimportant	6	9.8%
Very unimportant	0	0.0%
Total	61	100.0%
Three Most Important	10	16.4%
Three Least Important	5	8.2%

Table 185: Minimize Congestion – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Minimize congestion on highways	Important	16	94.1%	4	100.0%	35	87.5%
	Unimportant	1	5.9%	0	0.0%	5	12.5%
	Least	0	0.0%	0	0.0%	5	12.5%
	Most	1	5.9%	1	25.0%	8	20.0%

Table 186: Minimize Congestion – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Minimize congestion on highways	Important	31	88.6%	24	92.3%
	Unimportant	4	11.4%	2	7.7%
	Least	3	8.6%	2	7.7%
	Most	7	20.0%	3	11.5%

Table 187: Minimize Congestion – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Minimize congestion on highways	Important	15	93.8%	13	92.9%	22	84.6%	5	100.0%
	Unimportant	1	6.3%	1	7.1%	4	15.4%	0	0.0%
	Least	0	0.0%	1	7.1%	4	15.4%	0	0.0%
	Most	2	12.5%	3	21.4%	3	11.5%	2	40.0%

Table 188: Minimize Congestion – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Minimize congestion on highways	Important	11	78.6%	11	100.0%	14	82.4%	19	100.0%
	Unimportant	3	21.4%	0	0.0%	3	17.6%	0	0.0%
	Least	2	14.3%	0	0.0%	3	17.6%	0	0.0%
	Most	1	7.1%	0	0.0%	2	11.8%	7	36.8%

Table 189: Minimize Congestion – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Minimize congestion on highways	Important	48	88.9%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	6	11.1%	0	0.0%	0	0.0%	0	0.0%
	Least	3	5.6%	1	20.0%	1	100.0%	0	0.0%
	Most	9	16.7%	1	20.0%	0	0.0%	0	0.0%

Table 190: Minimize Congestion – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Minimize congestion on highways	Important	23	85.2%	1	100.0%	3	100.0%	22	100.0%	4	66.7%
	Unimportant	4	14.8%	0	0.0%	0	0.0%	0	0.0%	2	33.3%
	Least	4	14.8%	0	0.0%	0	0.0%	1	4.5%	0	0.0%
	Most	3	11.1%	0	0.0%	0	0.0%	6	27.3%	1	16.7%

Manage snow and ice on highways

Table 191: Manage Snow and Ice – Total Sample

Manage snow and ice on highways

	Frequency	Percentage
Very important	38	64.4%
Somewhat important	8	13.6%
Somewhat unimportant	5	8.5%
Very unimportant	8	13.6%
Total	59	100.0%
Three Most Important	11	18.0%
Three Least Important	5	8.2%

Table 192: Manage Snow and Ice – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Manage snow and ice on highways	Important	16	94.1%	2	50.0%	28	73.7%
	Unimportant	1	5.9%	2	50.0%	10	26.3%
	Least	0	0.0%	3	75.0%	8	20.0%
	Most	0	0.0%	0	0.0%	5	12.5%

Table 193: Manage Snow and Ice – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Manage snow and ice on highways	Important	28	82.4%	18	72.0%
	Unimportant	6	17.6%	7	28.0%
	Least	5	14.3%	6	23.1%
	Most	3	8.6%	2	7.7%

Table 194: Manage Snow and Ice – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Manage snow and ice on highways	Important	13	86.7%	10	71.4%	21	80.8%	2	50.0%
	Unimportant	2	13.3%	4	28.6%	5	19.2%	2	50.0%
	Least	3	18.8%	2	14.3%	4	15.4%	2	40.0%
	Most	1	6.3%	0	0.0%	4	15.4%	0	0.0%

Table 195: Manage Snow and Ice – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Manage snow and ice on highways	Important	14	100.0%	11	100.0%	14	87.5%	7	38.9%
	Unimportant	0	0.0%	0	0.0%	2	12.5%	11	61.1%
	Least	0	0.0%	0	0.0%	2	11.8%	9	47.4%
	Most	3	21.4%	2	18.2%	0	0.0%	0	0.0%

As one might expect, location had a great impact on how respondents answered this question. 100% of the respondents in Cleveland and Des Moines thought it was important for DOTs to manage snow and ice on highways and five of these respondents thought it was in the three most important functions of DOTs. Conversely, many residents of Eureka and Tampa saw this service as unimportant and 11 of them ranked it in the three least important services offered by DOTs.

Table 196: Manage Snow and Ice – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Manage snow and ice on highways	Important	39	75.0%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	13	25.0%	0	0.0%	0	0.0%	0	0.0%
	Least	10	18.5%	0	0.0%	1	100.0%	0	0.0%
	Most	5	9.3%	0	0.0%	0	0.0%	0	0.0%

Table 197: Manage Snow and Ice – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Manage snow and ice on highways	Important	22	81.5%	1	100.0%	3	100.0%	13	65.0%	5	83.3%
	Unimportant	5	18.5%	0	0.0%	0	0.0%	7	35.0%	1	16.7%
	Least	6	22.2%	0	0.0%	0	0.0%	5	22.7%	0	0.0%
	Most	2	7.4%	0	0.0%	1	33.3%	2	9.1%	0	0.0%

Keep the shoulders on highways in good condition

Table 198: Highway Shoulder Maintenance – Total Sample

Keep the shoulders on highways in good condition

	Frequency	Percentage
Very important	37	60.7%
Somewhat important	17	27.9%
Somewhat unimportant	6	9.8%
Very unimportant	1	1.6%
Total	61	100.0%
Three Most Important	4	6.6%
Three Least Important	0	0.0%

Table 199: Highway Shoulder Maintenance – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Keep the shoulders on highways in good condition	Important	16	94.1%	4	100.0%	34	85.0%
	Unimportant	1	5.9%	0	0.0%	6	15.0%
	Least	0	0.0%	0	0.0%	0	0.0%
	Most	1	5.9%	1	25.0%	2	5.0%

Table 200: Highway Shoulder Maintenance – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Keep the shoulders on highways in good condition	Important	32	91.4%	22	84.6%
	Unimportant	3	8.6%	4	15.4%
	Least	0	0.0%	0	0.0%
	Most	2	5.7%	2	7.7%

Table 201: Highway Shoulder Maintenance – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Keep the shoulders on highways in good condition	Important	15	93.8%	13	92.9%	21	80.8%	5	100.0%
	Unimportant	1	6.3%	1	7.1%	5	19.2%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	0	0.0%	1	7.1%	3	11.5%	0	0.0%

Table 202: Highway Shoulder Maintenance – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Keep the shoulders on highways in good condition	Important	11	78.6%	11	100.0%	16	94.1%	16	84.2%
	Unimportant	3	21.4%	0	0.0%	1	5.9%	3	15.8%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	0	0.0%	0	0.0%	1	5.9%	3	15.8%

Table 203: Highway Shoulder Maintenance – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Keep the shoulders on highways in good condition	Important	47	87.0%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	7	13.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	3	5.6%	0	0.0%	1	100.0%	0	0.0%

Table 204: Highway Shoulder Maintenance – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Keep the shoulders on highways in good condition	Important	25	92.6%	1	100.0%	2	66.7%	19	86.4%	5	83.3%
	Unimportant	2	7.4%	0	0.0%	1	33.3%	3	13.6%	1	16.7%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	2	7.4%	0	0.0%	0	0.0%	2	9.1%	0	0.0%

Mow and trim trees, grass, and weeds along highways

Table 205: Mow and Trim – Total Sample

Mow and trim trees, grass, and weeds along highways

	Frequency	Percentage
Very important	23	37.7%
Somewhat important	23	37.7%
Somewhat unimportant	11	18.0%
Very unimportant	4	6.6%
Total	61	100.0%
Three Most Important	2	3.3%
Three Least Important	12	19.7%

Table 206: Mow and Trim – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	14	82.4%	2	50.0%	30	75.0%
	Unimportant	3	17.6%	2	50.0%	10	25.0%
	Least	2	11.8%	2	50.0%	8	20.0%
	Most	0	0.0%	0	0.0%	2	5.0%

Table 207: Mow and Trim – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	25	71.4%	21	80.8%
	Unimportant	10	28.6%	5	19.2%
	Least	9	25.7%	3	11.5%
	Most	0	0.0%	2	7.7%

Table 208: Mow and Trim – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	14	87.5%	13	92.9%	15	57.7%	4	80.0%
	Unimportant	2	12.5%	1	7.1%	11	42.3%	1	20.0%
	Least	2	12.5%	2	14.3%	8	30.8%	0	0.0%
	Most	0	0.0%	0	0.0%	2	7.7%	0	0.0%

Table 209: Mow and Trim – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	11	78.6%	9	81.8%	13	76.5%	13	68.4%
	Unimportant	3	21.4%	2	18.2%	4	23.5%	6	31.6%
	Least	3	21.4%	1	9.1%	4	23.5%	4	21.1%
	Most	0	0.0%	0	0.0%	1	5.9%	1	5.3%

Table 210: Mow and Trim – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	39	72.2%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	15	27.8%	0	0.0%	0	0.0%	0	0.0%
	Least	12	22.2%	0	0.0%	0	0.0%	0	0.0%
	Most	1	1.9%	0	0.0%	1	100.0%	0	0.0%

Table 211: Mow and Trim – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	19	70.4%	1	100.0%	3	100.0%	18	81.8%	3	50.0%
	Unimportant	8	29.6%	0	0.0%	0	0.0%	4	18.2%	3	50.0%
	Least	7	25.9%	0	0.0%	0	0.0%	3	13.6%	2	33.3%
	Most	1	3.7%	0	0.0%	0	0.0%	1	4.5%	0	0.0%

Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways

Table 212: Remove Debris – Total Sample

Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways

	Frequency	Percentage
Very important	44	72.1%
Somewhat important	15	24.6%
Somewhat unimportant	1	1.6%
Very unimportant	1	1.6%
Total	61	100.0%
Three Most Important	9	14.8%
Three Least Important	1	1.6%

Table 213: Remove Debris – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	16	94.1%	4	100.0%	39	97.5%
	Unimportant	1	5.9%	0	0.0%	1	2.5%
	Least	0	0.0%	0	0.0%	1	2.5%
	Most	4	23.5%	1	25.0%	4	10.0%

Table 214: Remove Debris – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	33	94.3%	26	100.0%
	Unimportant	2	5.7%	0	0.0%
	Least	0	0.0%	1	3.8%
	Most	7	20.0%	2	7.7%

Table 215: Remove Debris – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	16	100.0%	14	100.0%	24	92.3%	5	100.0%
	Unimportant	0	0.0%	0	0.0%	2	7.7%	0	0.0%
	Least	0	0.0%	0	0.0%	1	3.8%	0	0.0%
	Most	4	25.0%	3	21.4%	2	7.7%	0	0.0%

Table 216: Remove Debris – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	13	92.9%	11	100.0%	17	100.0%	18	94.7%
	Unimportant	1	7.1%	0	0.0%	0	0.0%	1	5.3%
	Least	0	0.0%	0	0.0%	1	5.9%	0	0.0%
	Most	2	14.3%	2	18.2%	2	11.8%	3	15.8%

Table 217: Remove Debris – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	52	96.3%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	2	3.7%	0	0.0%	0	0.0%	0	0.0%
	Least	1	1.9%	0	0.0%	0	0.0%	0	0.0%
	Most	9	16.7%	0	0.0%	0	0.0%	0	0.0%

Table 218: Remove Debris – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	26	96.3%	1	100.0%	3	100.0%	21	95.5%	6	100.0%
	Unimportant	1	3.7%	0	0.0%	0	0.0%	1	4.5%	0	0.0%
	Least	1	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	4	14.8%	1	100.0%	1	33.3%	2	9.1%	0	0.0%

Provide signs along highway that are easy to understand

Table 219: Clear Highway Signs – Total Sample

Provide signs along highway that are easy to understand

	Frequency	Percentage
Very important	47	77.0%
Somewhat important	13	21.3%
Somewhat unimportant	1	1.6%
Very unimportant	0	0.0%
Total	61	100.0%
Three Most Important	8	13.1%
Three Least Important	1	1.6%

Table 220: Clear Highway Signs – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Provide signs along highway that are easy to understand	Important	17	100.0%	4	100.0%	39	97.5%
	Unimportant	0	0.0%	0	0.0%	1	2.5%
	Least	0	0.0%	0	0.0%	1	2.5%
	Most	2	11.8%	0	0.0%	6	15.0%

Table 221: Clear Highway Signs – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Provide signs along highway that are easy to understand	Important	35	100.0%	25	96.2%
	Unimportant	0	0.0%	1	3.8%
	Least	0	0.0%	1	3.8%
	Most	5	14.3%	3	11.5%

Table 222: Clear Highway Signs – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Provide signs along highway that are easy to understand	Important	16	100.0%	13	92.9%	26	100.0%	5	100.0%
	Unimportant	0	0.0%	1	7.1%	0	0.0%	0	0.0%
	Least	0	0.0%	1	7.1%	0	0.0%	0	0.0%
	Most	1	6.3%	1	7.1%	5	19.2%	1	20.0%

Table 223: Clear Highway Signs – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Provide signs along highway that are easy to understand	Important	14	100.0%	11	100.0%	16	94.1%	19	100.0%
	Unimportant	0	0.0%	0	0.0%	1	5.9%	0	0.0%
	Least	0	0.0%	0	0.0%	1	5.9%	0	0.0%
	Most	1	7.1%	2	18.2%	0	0.0%	5	26.3%

Table 224: Clear Highway Signs – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Provide signs along highway that are easy to understand	Important	53	98.1%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	1	1.9%	0	0.0%	0	0.0%	0	0.0%
	Least	1	1.9%	0	0.0%	0	0.0%	0	0.0%
	Most	8	14.8%	0	0.0%	0	0.0%	0	0.0%

Table 225: Clear Highway Signs – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Provide signs along highway that are easy to understand	Important	27	100.0%	1	100.0%	3	100.0%	22	100.0%	5	83.3%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	16.7%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	16.7%
	Most	2	7.4%	0	0.0%	0	0.0%	5	22.7%	1	16.7%

Provide bright signs

Table 226: Provide Bright Signs – Total Sample

Provide bright signs		
	Frequency	Percentage
Very important	37	62.7%
Somewhat important	19	32.2%
Somewhat unimportant	3	5.1%
Very unimportant	0	0.0%
Total	59	100.0%
Three Most Important	0	0.0%
Three Least Important	5	8.2%

Table 227: Provide Bright Signs – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Provide bright signs	Important	15	93.8%	4	100.0%	37	94.9%
	Unimportant	1	6.3%	0	0.0%	2	5.1%
	Least	2	11.8%	0	0.0%	3	7.5%
	Most	0	0.0%	0	0.0%	0	0.0%

Table 228: Provide Bright Signs – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Provide bright signs	Important	31	93.9%	25	96.2%
	Unimportant	2	6.1%	1	3.8%
	Least	2	5.7%	3	11.5%
	Most	0	0.0%	0	0.0%

Table 229: Provide Bright Signs – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Provide bright signs	Important	15	93.8%	10	83.3%	26	100.0%	5	100.0%
	Unimportant	1	6.3%	2	16.7%	0	0.0%	0	0.0%
	Least	1	6.3%	1	7.1%	3	11.5%	0	0.0%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 230: Provide Bright Signs – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Provide bright signs	Important	12	92.3%	10	100.0%	16	94.1%	18	94.7%
	Unimportant	1	7.7%	0	0.0%	1	5.9%	1	5.3%
	Least	0	0.0%	0	0.0%	3	17.6%	2	10.5%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 231: Provide Bright Signs – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Provide bright signs	Important	50	94.3%	5	100.0%	1	100.0%	0	n/a
	Unimportant	3	5.7%	0	0.0%	0	0.0%	0	n/a
	Least	5	9.3%	0	0.0%	0	0.0%	0	0.0%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 232: Provide Bright Signs – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Provide bright signs	Important	23	92.0%	1	100.0%	3	100.0%	22	100.0%	5	83.3%
	Unimportant	2	8.0%	0	0.0%	0	0.0%	0	0.0%	1	16.7%
	Least	1	3.7%	0	0.0%	1	33.3%	1	4.5%	2	33.3%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Provide bright striping on highways

Table 233: Provide Bright Striping – Total Sample

Provide bright striping on highways

	Frequency	Percentage
Very important	41	68.3%
Somewhat important	17	28.3%
Somewhat unimportant	2	3.3%
Very unimportant	0	0.0%
Total	60	100.0%
Three Most Important	3	4.9%
Three Least Important	1	1.6%

Table 234: Provide Bright Striping – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Provide bright striping on highways	Important	16	100.0%	4	100.0%	38	95.0%
	Unimportant	0	0.0%	0	0.0%	2	5.0%
	Least	0	0.0%	0	0.0%	1	2.5%
	Most	0	0.0%	0	0.0%	3	7.5%

Table 235: Provide Bright Striping – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Provide bright striping on highways	Important	33	97.1%	25	96.2%
	Unimportant	1	2.9%	1	3.8%
	Least	0	0.0%	1	3.8%
	Most	3	8.6%	0	0.0%

Table 236: Provide Bright Striping – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Provide bright striping on highways	Important	15	93.8%	12	92.3%	26	100.0%	5	100.0%
	Unimportant	1	6.3%	1	7.7%	0	0.0%	0	0.0%
	Least	0	0.0%	1	7.1%	0	0.0%	0	0.0%
	Most	2	12.5%	0	0.0%	1	3.8%	0	0.0%

Table 237: Provide Bright Striping – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Provide bright striping on highways	Important	14	100.0%	10	100.0%	15	88.2%	19	100.0%
	Unimportant	0	0.0%	0	0.0%	2	11.8%	0	0.0%
	Least	0	0.0%	0	0.0%	1	5.9%	0	0.0%
	Most	1	7.1%	1	9.1%	1	5.9%	0	0.0%

Table 238: Provide Bright Striping – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Provide bright striping on highways	Important	52	96.3%	5	100.0%	1	100.0%	0	n/a
	Unimportant	2	3.7%	0	0.0%	0	0.0%	0	n/a
	Least	1	1.9%	0	0.0%	0	0.0%	0	0.0%
	Most	3	5.6%	0	0.0%	0	0.0%	0	0.0%

Table 239: Provide Bright Striping – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Provide bright striping on highways	Important	26	100.0%	1	100.0%	2	66.7%	22	100.0%	5	83.3%
	Unimportant	0	0.0%	0	0.0%	1	33.3%	0	0.0%	1	16.7%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	16.7%
	Most	1	3.7%	0	0.0%	0	0.0%	2	9.1%	0	0.0%

Support your options for traveling by air

Table 240: Support Air Travel – Total Sample

Support your options for traveling by air

	Frequency	Percentage
Very important	11	18.6%
Somewhat important	24	40.7%
Somewhat unimportant	15	25.4%
Very unimportant	9	15.3%
Total	59	100.0%
Three Most Important	1	1.6%
Three Least Important	21	34.4%

Table 241: Support Air Travel – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Support your options for traveling by air	Important	9	56.3%	4	100.0%	22	56.4%
	Unimportant	7	43.8%	0	0.0%	17	43.6%
	Least	3	17.6%	1	25.0%	17	42.5%
	Most	0	0.0%	0	0.0%	1	2.5%

Table 242: Support Air Travel – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Support your options for traveling by air	Important	19	57.6%	16	61.5%
	Unimportant	14	42.4%	10	38.5%
	Least	16	45.7%	5	19.2%
	Most	0	0.0%	1	3.8%

Table 243: Support Air Travel – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by air	Important	10	62.5%	9	75.0%	14	53.8%	2	40.0%
	Unimportant	6	37.5%	3	25.0%	12	46.2%	3	60.0%
	Least	5	31.3%	2	14.3%	12	46.2%	2	40.0%
	Most	0	0.0%	1	7.1%	0	0.0%	0	0.0%

Table 244: Support Air Travel – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by air	Important	3	23.1%	7	70.0%	11	64.7%	14	73.7%
	Unimportant	10	76.9%	3	30.0%	6	35.3%	5	26.3%
	Least	5	35.7%	2	18.2%	6	35.3%	8	42.1%
	Most	0	0.0%	0	0.0%	1	5.9%	0	0.0%

Table 245: Support Air Travel – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by air	Important	32	60.4%	3	60.0%	0	0.0%	0	n/a
	Unimportant	21	39.6%	2	40.0%	1	100.0%	0	n/a
	Least	18	33.3%	2	40.0%	1	100.0%	0	0.0%
	Most	1	1.9%	0	0.0%	0	0.0%	0	0.0%

Table 246: Support Air Travel – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Support your options for traveling by air	Important	12	48.0%	1	100.0%	1	33.3%	17	77.3%	4	66.7%
	Unimportant	13	52.0%	0	0.0%	2	66.7%	5	22.7%	2	33.3%
	Least	11	40.7%	1	100.0%	1	33.3%	6	27.3%	1	16.7%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	16.7%

Support your options for traveling by public transit such as busses, vans, or light rail

Table 247: Support Public Transit – Total Sample

Support your options for traveling by public transit such as busses, vans, or light rail

	Frequency	Percentage
Very important	36	59.0%
Somewhat important	16	26.2%
Somewhat unimportant	7	11.5%
Very unimportant	2	3.3%
Total	61	100.0%
Three Most Important	8	13.1%
Three Least Important	8	13.1%

Table 248: Support Public Transit – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	16	94.1%	4	100.0%	32	80.0%
	Unimportant	1	5.9%	0	0.0%	8	20.0%
	Least	2	11.8%	0	0.0%	6	15.0%
	Most	3	17.6%	2	50.0%	3	7.5%

Table 249: Support Public Transit – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	32	91.4%	20	76.9%
	Unimportant	3	8.6%	6	23.1%
	Least	4	11.4%	4	15.4%
	Most	5	14.3%	3	11.5%

Table 250: Support Public Transit – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	15	93.8%	13	92.9%	20	76.9%	4	80.0%
	Unimportant	1	6.3%	1	7.1%	6	23.1%	1	20.0%
	Least	2	12.5%	1	7.1%	4	15.4%	1	20.0%
	Most	0	0.0%	3	21.4%	5	19.2%	0	0.0%

Table 251: Support Public Transit – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	12	85.7%	9	81.8%	16	94.1%	15	78.9%
	Unimportant	2	14.3%	2	18.2%	1	5.9%	4	21.1%
	Least	1	7.1%	1	9.1%	1	5.9%	5	26.3%
	Most	1	7.1%	1	9.1%	5	29.4%	1	5.3%

Table 252: Support Public Transit – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	45	83.3%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	9	16.7%	0	0.0%	0	0.0%	0	0.0%
	Least	8	14.8%	0	0.0%	0	0.0%	0	0.0%
	Most	6	11.1%	1	20.0%	0	0.0%	1	100.0%

As one would expect, all of those who ranked public transit as one of the three least important DOT services primarily traveled by driving their own vehicle. However, it was surprising that only two of those without their own vehicle put public transportation in the three most important services.

Table 253: Support Public Transit – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	25	92.6%	1	100.0%	2	66.7%	17	77.3%	5	83.3%
	Unimportant	2	7.4%	0	0.0%	1	33.3%	5	22.7%	1	16.7%
	Least	3	11.1%	0	0.0%	0	0.0%	5	22.7%	0	0.0%
	Most	4	14.8%	1	100.0%	0	0.0%	1	4.5%	2	33.3%

Support your options for traveling by Amtrak

Table 254: Support Amtrak – Total Sample

Support your options for traveling by Amtrak

	Frequency	Percentage
Very important	20	32.8%
Somewhat important	20	32.8%
Somewhat unimportant	16	26.2%
Very unimportant	5	8.2%
Total	61	100.0%
Three Most Important	5	8.2%
Three Least Important	21	34.4%

Table 255: Support Amtrak – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Support your options for traveling by Amtrak	Important	10	58.8%	4	100.0%	26	65.0%
	Unimportant	7	41.2%	0	0.0%	14	35.0%
	Least	6	35.3%	0	0.0%	15	37.5%
	Most	0	0.0%	2	50.0%	3	7.5%

Table 256: Support Amtrak – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Support your options for traveling by Amtrak	Important	26	74.3%	14	53.8%
	Unimportant	9	25.7%	12	46.2%
	Least	11	31.4%	10	38.5%
	Most	3	8.6%	2	7.7%

Table 257: Support Amtrak – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by Amtrak	Important	10	62.5%	10	71.4%	18	69.2%	2	40.0%
	Unimportant	6	37.5%	4	28.6%	8	30.8%	3	60.0%
	Least	6	37.5%	4	28.6%	9	34.6%	2	40.0%
	Most	0	0.0%	3	21.4%	2	7.7%	0	0.0%

Table 258: Support Amtrak – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by Amtrak	Important	6	42.9%	9	81.8%	14	82.4%	11	57.9%
	Unimportant	8	57.1%	2	18.2%	3	17.6%	8	42.1%
	Least	5	35.7%	4	36.4%	3	17.6%	9	47.4%
	Most	0	0.0%	0	0.0%	4	23.5%	1	5.3%

Table 259: Support Amtrak – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by Amtrak	Important	34	63.0%	4	80.0%	1	100.0%	1	100.0%
	Unimportant	20	37.0%	1	20.0%	0	0.0%	0	0.0%
	Least	20	37.0%	1	20.0%	0	0.0%	0	0.0%
	Most	4	7.4%	1	20.0%	0	0.0%	0	0.0%

Table 260: Support Amtrak – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Support your options for traveling by Amtrak	Important	17	63.0%	1	100.0%	2	66.7%	15	68.2%	5	83.3%
	Unimportant	10	37.0%	0	0.0%	1	33.3%	7	31.8%	1	16.7%
	Least	8	29.6%	0	0.0%	1	33.3%	10	45.5%	1	16.7%
	Most	1	3.7%	1	100.0%	0	0.0%	1	4.5%	2	33.3%

Provide bike lanes or paved shoulders for traveling by bicycle

Table 261: Support Bicycle Travel – Total Sample

Provide bike lanes or paved shoulders for traveling by bicycle

	Frequency	Percentage
Very important	30	49.2%
Somewhat important	21	34.4%
Somewhat unimportant	7	11.5%
Very unimportant	3	4.9%
Total	61	100.0%
Three Most Important	9	14.8%
Three Least Important	6	9.8%

Table 262: Support Bicycle Travel – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	15	88.2%	4	100.0%	32	80.0%
	Unimportant	2	11.8%	0	0.0%	8	20.0%
	Least	1	5.9%	2	50.0%	3	7.5%
	Most	2	11.8%	0	0.0%	7	17.5%

Table 263: Support Bicycle Travel – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	30	85.7%	21	80.8%
	Unimportant	5	14.3%	5	19.2%
	Least	3	8.6%	3	11.5%
	Most	6	17.1%	3	11.5%

Table 264: Support Bicycle Travel – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	15	93.8%	14	100.0%	19	73.1%	3	60.0%
	Unimportant	1	6.3%	0	0.0%	7	26.9%	2	40.0%
	Least	1	6.3%	2	14.3%	3	11.5%	0	0.0%
	Most	1	6.3%	1	7.1%	7	26.9%	0	0.0%

Table 265: Support Bicycle Travel – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	10	71.4%	7	63.6%	16	94.1%	18	94.7%
	Unimportant	4	28.6%	4	36.4%	1	5.9%	1	5.3%
	Least	2	14.3%	1	9.1%	2	11.8%	1	5.3%
	Most	1	7.1%	2	18.2%	3	17.6%	3	15.8%

Table 266: Support Bicycle Travel – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	44	81.5%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	10	18.5%	0	0.0%	0	0.0%	0	0.0%
	Least	6	11.1%	0	0.0%	0	0.0%	0	0.0%
	Most	8	14.8%	0	0.0%	0	0.0%	1	100.0%

Table 267: Support Bicycle Travel – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	22	81.5%	1	100.0%	3	100.0%	17	77.3%	6	100.0%
	Unimportant	5	18.5%	0	0.0%	0	0.0%	5	22.7%	0	0.0%
	Least	1	3.7%	1	100.0%	1	33.3%	2	9.1%	1	16.7%
	Most	5	18.5%	0	0.0%	0	0.0%	3	13.6%	1	16.7%

Provide sidewalks or intersection crossings for traveling by walking

Table 268: Support Pedestrian Travel – Total Sample

Provide sidewalks or intersection crossings for traveling by walking

	Frequency	Percentage
Very important	35	57.4%
Somewhat important	23	37.7%
Somewhat unimportant	3	4.9%
Very unimportant	0	0.0%
Total	61	100.0%
Three Most Important	8	13.1%
Three Least Important	1	1.6%

Table 269: Support Pedestrian Travel – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	17	100.0%	4	100.0%	37	92.5%
	Unimportant	0	0.0%	0	0.0%	3	7.5%
	Least	0	0.0%	0	0.0%	1	2.5%
	Most	2	11.8%	1	25.0%	5	12.5%

Table 270: Support Pedestrian Travel – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	34	97.1%	24	92.3%
	Unimportant	1	2.9%	2	7.7%
	Least	0	0.0%	1	3.8%
	Most	7	20.0%	1	3.8%

Table 271: Support Pedestrian Travel – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	14	87.5%	14	100.0%	25	96.2%	5	100.0%
	Unimportant	2	12.5%	0	0.0%	1	3.8%	0	0.0%
	Least	1	6.3%	0	0.0%	0	0.0%	0	0.0%
	Most	1	6.3%	3	21.4%	4	15.4%	0	0.0%

Table 272: Support Pedestrian Travel – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	14	100.0%	10	90.9%	16	94.1%	18	94.7%
	Unimportant	0	0.0%	1	9.1%	1	5.9%	1	5.3%
	Least	0	0.0%	1	9.1%	0	0.0%	0	0.0%
	Most	1	7.1%	2	18.2%	2	11.8%	3	15.8%

Table 273: Support Pedestrian Travel – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	51	94.4%	5	100.0%	1	100.0%	1	100.0%
	Unimportant	3	5.6%	0	0.0%	0	0.0%	0	0.0%
	Least	1	1.9%	0	0.0%	0	0.0%	0	0.0%
	Most	6	11.1%	1	20.0%	0	0.0%	1	100.0%

Table 274: Support Pedestrian Travel – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	27	100.0%	1	100.0%	3	100.0%	19	86.4%	6	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	3	13.6%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	1	4.5%	0	0.0%
	Most	5	18.5%	0	0.0%	0	0.0%	3	13.6%	0	0.0%

Develop infrastructure to support new technologies such as self-driving cars

Table 275: Support New Technologies – Total Sample

Develop infrastructure to support new technologies such as self-driving cars

	Frequency	Percentage
Very important	17	27.9%
Somewhat important	10	16.4%
Somewhat unimportant	14	23.0%
Very unimportant	20	32.8%
Total	61	100.0%
Three Most Important	6	9.8%
Three Least Important	31	50.8%

Table 276: Support New Technologies – Ethnic Crosstab

		Ethnic					
		Black		Hispanic		White	
		Count	%	Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	10	58.8%	1	25.0%	16	40.0%
	Unimportant	7	41.2%	3	75.0%	24	60.0%
	Least	6	35.3%	4	100.0%	21	52.5%
	Most	2	11.8%	0	0.0%	4	10.0%

Table 277: Support New Technologies – Gender Crosstab

		Gender			
		Female		Male	
		Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	13	37.1%	14	53.8%
	Unimportant	22	62.9%	12	46.2%
	Least	22	62.9%	9	34.6%
	Most	2	5.7%	4	15.4%

Table 278: Support New Technologies – Generation Crosstab

		Generation							
		Boomer		Gen X		Gen Y		Silent	
		Count	%	Count	%	Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	4	25.0%	9	64.3%	13	50.0%	1	20.0%
	Unimportant	12	75.0%	5	35.7%	13	50.0%	4	80.0%
	Least	6	37.5%	6	42.9%	16	61.5%	3	60.0%
	Most	1	6.3%	1	7.1%	4	15.4%	0	0.0%

Table 279: Support New Technologies – Location Crosstab

		Location							
		Cleveland		Des Moines		Eureka		Tampa Bay	
		Count	%	Count	%	Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	4	28.6%	7	63.6%	10	58.8%	6	31.6%
	Unimportant	10	71.4%	4	36.4%	7	41.2%	13	68.4%
	Least	8	57.1%	2	18.2%	8	47.1%	13	68.4%
	Most	1	7.1%	1	9.1%	3	17.6%	1	5.3%

Table 280: Support New Technologies – Primary Travel Method Crosstab

		How do you typically get from one place to another? Please select the option you use most frequently.							
		Drive a car		Take a bus		Ride a bike		Ride with someone else	
		Count	%	Count	%	Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	22	40.7%	4	80.0%	1	100.0%	0	0.0%
	Unimportant	32	59.3%	1	20.0%	0	0.0%	1	100.0%
	Least	29	53.7%	2	40.0%	0	0.0%	0	0.0%
	Most	6	11.1%	0	0.0%	0	0.0%	0	0.0%

Table 281: Support New Technologies – Party Crosstab

		With what political party do you identify the most?									
		Democrat		Green		Libertarian		Republican		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	11	40.7%	1	100.0%	1	33.3%	10	45.5%	3	50.0%
	Unimportant	16	59.3%	0	0.0%	2	66.7%	12	54.5%	3	50.0%
	Least	14	51.9%	0	0.0%	2	66.7%	11	50.0%	3	50.0%
	Most	3	11.1%	0	0.0%	0	0.0%	2	9.1%	1	16.7%

Appendix A: Copy of Moderator's Guide

The following moderator's guide was used for all groups. In focus group research it is important to understand that all groups are different and that moderators may obtain the best results by lightly guiding the group discussion while also allowing participants the freedom to interject comments on the subject being discussed. Thus moderators use guides that cover topics of interest, but these are much different than the surveys.

Moderator's Introduction

- Explain why we are meeting,
- We are going to discuss many things today, but most are related to how people and goods are transported and we pay for this
- My only interest is in accurately capturing respondents' thoughts and opinions, all opinions are valid
- In other words, I don't care what your opinions are, but I care very much that I accurately capture what they are
- no last names will be used in any reports.
- In some cases you may strongly agree with another person's comments and in other cases you may strongly disagree.
- Both options are fine, but it is very important that I understand how each of you feel.
- Discuss purpose for audio recordings
- Carefully review consent forms and make sure all are signed before proceeding.

Initial Survey

- Now before we start talking as a group, I'd first like you to spend a few minutes completing a survey. This will also give you some ideas of what we will be discussing.
- When you have completed the survey, give it back to me

Ice Breaker – Respondent Introductions

- I'd like to go around the room and have each one of you introduce yourself and your travel habits. Just give your first name, and then describe when and how you travel around [Your City]. Do you drive, bike, walk, take a taxi, use public transit, something else, or a combination of all of the above?
- Do you find it easy or challenging to get around [Your City]?

Infrastructure/Maintenance/Fixing

[Free association]

- When I say *transportation infrastructure*, what comes to mind? What do you picture? What does that mean to you?
- How good is the transportation infrastructure in America? What does it need?
- How about your state?
- How about here in [Your City]?
- What is important to you regarding transportation? As you think about driving in your car, riding a bus or taking the subway, what determines if you are happy with the experience?
- What does the word mobility mean to you?
- How about safety as it relates to transportation? What does transportation safety mean?
- Does spending more money on transportation systems make them safer?

[Highways and roads]

- A few minutes ago you described how you traveled around town. How are the roads here? What specific problems have you noticed while driving or otherwise traveling in [Your City]?
- Who maintains the roads? Who's responsible for making sure that they stay in good repair?
- Where does the funding for maintaining highways come from? Who pays for it?
- Do you think you get a good value for what you pay in taxes and fees when it comes to the roads you drive on?
- Should more attention be paid to "fixing" existing roads or to building new ones? Why or why not?

Public Transportation/Bike and Pedestrian

- How do you define the phrase “public transportation?”
- Who uses public transportation?
- What are the benefits? And the down sides?
- Is enough attention paid to providing public transportation?
- Should money be shifted from roads and bridges to transportation options such as bus service and subways?

[Bike and Pedestrian]

- What are your feelings about dedicated bike lanes?
- How about facilities for pedestrians such as sidewalks?

Accountability and Economy

- What does accountability mean to you?
- How could a government agency that is in-charge of transportation demonstrate accountability to you?

[Economic Issues]

- What issues related to the economy are of most concern to you?
- How do you think that transportation relates to the economy?
- Would spending more money on transportation facilities such as highways and transit hurt or help the economy?

Environment and Sustainability

- When someone uses the phrase “environmental issues” what does that mean to you?
- How would you describe the link between these environmental issues and transportation?
- What steps, if any, do you think transportation agencies take to protect the environment?
- Is that based on what you have heard from those agencies or from another source?
- Off the top of your head, what would you say are the most “environmentally friendly” modes of transportation?
- If you knew it would lead to more investment in these types of transportation, would you be more or less likely to support an increase in taxes for that purpose?
- Why?

Technology and Modernization

- How does technology and modernization relate to transportation? How could it make transportation better?
- If it meant driverless cars, would you support government spending to support that technology?
- What if it meant making sure that traffic signals change so you don’t sit at a stoplight for long periods of time?
- How about safer vehicles?

Respondent Brainstorming

[If Time Permits]

- If you were made the Transportation and Infrastructure Dictator of [Your State], tell me one or two things you would change and why you would do so.
- List all ideas and ask for group input on each one

Funding Message

- Now, after everything you're heard and discussed tonight, what would your advice be for your department of transportation if they were trying to get taxpayers to give them additional money so they could do a good job? What would you tell them to be sure to include? What would you want to hear them say?
- What would you tell them to be sure to avoid? What, in your mind, would absolutely kill the possibility of your supporting it?
- How much would you, personally, be willing to pay a month to help your state Department of Transportation do a better job?

[Moderator will check time, in unlikely event that group is well ahead of schedule, Moderator will ask follow-up questions or ask questions that did not make final script cut]

Close

- You have been very helpful and I thank you for your input.
- I have one last set of surveys for you to complete.
- Once you have finished the survey, please bring it to me and I'll mark you off on the list to make sure you are paid.
- Thank you again for honestly sharing your opinions.

Appendix B: Pre-Discussion Survey

Please answer the questions on the following pages. It is very important to us that you answer honestly. The opinion questions are simply opinions; there are not right or wrong answers.

Please select the answer that is closest to your opinion.

Assume your state has a funding initiative on the ballot that would slightly increase taxes to provide more money to your state’s Department of Transportation (**DOT**). For each of the following, please indicate if these changes would make you more or less likely to vote for the measure.

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative <u>required</u> the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles					
If the initiative <u>forbid</u> the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles					
If you knew your state’s fuel taxes were in the <u>lowest</u> 10% in the US					
If you knew your state’s fuel taxes were in the <u>highest</u> 10% in the US					
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects					
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally					
If the initiative required the DOT to make efficient traffic (less congestion) a priority					
If the initiative made the DOT more accountable to the citizens for how the money was spent					
If the priority was placed on measures to improve safety.					
If it increased your mobility (your ability to get from one place to another)					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative <u>required</u> the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.					
If the initiative <u>forbid</u> the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.					
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.					
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.					
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month					

The following questions are asked to simply help us make sure we are talking to people with many different backgrounds. Remember, this is anonymous and your last name will not appear on any report (or even on this form).

Roughly how many miles do you personally drive a year? Just give your best guess.

- 1 LESS THAN 10,000
- 2 10,000 TO 14,999
- 3 15,000 OR MORE
- 4 NO IDEA

How do you typically get from one place to another? Please select the option you use most frequently.

- 1 DRIVE A CAR
- 2 TAKE A BUS
- 3 TAKE A TRAIN OR SUBWAY
- 4 RIDE A BIKE
- 5 WALK

- 6 RIDE WITH SOMEONE ELSE
- 7 OTHER: _____

What is the highest level of education you have completed?

- 1 LESS THAN HIGH SCHOOL
- 2 HIGH SCHOOL OR GED
- 3 SOME COLLEGE
- 4 COLLEGE GRADUATE
- 5 GRADUATE OR PROFESSIONAL DEGREE

How many children do you have? _____

(If zero, just write 0)

What is your specific occupation and job title?

What is your yearly HOUSEHOLD income?

- 1 LESS THAN \$49,999
- 2 \$50,000-\$74,999
- 3 \$75,000-\$99,999
- 4 \$100,000-\$149,999
- 5 MORE THAN \$150,000

When it comes to social issues, would you consider yourself to be a?

- 1 STRONGLY LIBERAL
- 2 SOMEWHAT LIBERAL
- 3 MIDDLE OF THE ROAD MODERATE
- 4 SOMEWHAT CONSERVATIVE
- 5 STRONGLY CONSERVATIVE

When it comes to economic or fiscal issues, would you consider yourself to be a?

- 1 STRONGLY LIBERAL
- 2 SOMEWHAT LIBERAL
- 3 MIDDLE OF THE ROAD MODERATE
- 4 SOMEWHAT CONSERVATIVE
- 5 STRONGLY CONSERVATIVE

With which political party do you most identify?

- 1 DEMOCRAT
- 2 GREEN PARTY
- 3 LIBERTARIAN
- 4 REPUBLICAN
- 5 OTHER: _____

Thank you. Once you have completed all the questions, please turn in your sheet to the moderator so he will know you are finished.

Appendix C: Post-Discussion Survey

Please answer the questions on the following pages. It is very important to us that you answer honestly. The opinion questions are simply opinions; there are not right or wrong answers. Please select the answer that is closest to your opinion.

Note that the first set of questions is similar to those you answered earlier. Now that we have discussed the issues, we would like to know your current opinions on these issues. It is perfectly fine to keep your answers the same or to change some or all of your answers. We want to know what you think as of right now.

Assume your state has a funding initiative on the ballot that would slightly increase taxes to provide more money to your state’s Department of Transportation (**DOT**). For each of the following, please indicate if these changes would make you more or less likely to vote for the measure.

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative <u>required</u> the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles					
If the initiative <u>forbid</u> the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles					
If you knew your state’s fuel taxes were in the <u>lowest</u> 10% in the US					
If you knew your state’s fuel taxes were in the <u>highest</u> 10% in the US					
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects					
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally					
If the initiative required the DOT to make efficient traffic (less congestion) a priority					
If the initiative made the DOT more accountable to the citizens for how the money was spent					
If the priority was placed on measures to improve safety.					
If it increased your mobility (your ability to get from one place to another)					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative <u>required</u> the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.					
If the initiative <u>forbid</u> the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.					
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.					
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.					
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about <u>\$5 per month</u>					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about <u>\$20 per month</u>					

If your state Department of Transportation (DOT) wanted to let you know about an upcoming funding initiative, what would be the most effective way for them to personally reach you?

	This is a <i>very effective</i> way to communicate to me	This is a <i>somewhat effective</i> way to communicate to me	This is a <i>somewhat ineffective</i> way to communicate to me	This is a <i>very ineffective</i> way to communicate to me
Local television				
Local radio				
Local newspaper				
State DOT				

website				
State DOT signs on major highways				
State DOT public meetings				

We would like to understand your transportation priorities. We understand you are not an expert on transportation infrastructure, but we would like to better understand your priorities as a user of these services and as a citizen. Please tell us how important you believe it is for your state Department of Transportation (DOT) to do the following:

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Keep the surface of major highways in good condition				
Keep the surface of other state highways in good condition				
Keep bridges in good condition				
Minimize congestion on highways				
Manage snow and ice on highways				
Keep the shoulders on highways in good condition				
Mow and trim trees, grass, and weeds along highways				
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways				
Provide signs along highway that are easy to understand				
Provide bright signs				
Provide bright striping on highways				
Support your options for traveling by				

air				
Support your options for traveling by public transit such as busses, vans, or light rail				
Support your options for traveling by Amtrak				
Provide bike lanes or paved shoulders for traveling by bicycle				
Provide sidewalks or intersection crossings for traveling by walking				
Develop infrastructure to support new technologies such as self-driving cars				

Out of all of those options, which three are the most important to you? You can show this by placing a plus (+) to the left of the item.

Out of all the options, which three are the least important to you? You can show this by placing a minus (-) to the left of the item.

Thank you. Once you have completed all the questions, please turn in your sheet to the moderator and he will make sure you are paid as a token of our appreciation for your time and cooperation.

Have a great day!

Appendix C – Dial Testing Full Results

Quantitative Results

When reviewing this section, it is important to keep in mind that these are small survey samples from a project whose primary focus was the dial testing of specific messages. The general margins of error for each group are rather large given the small sample sizes.

The following table shows the associated general margin of error at the 95% level of confidence for a given sample size.

Table 1: Sample Size and General Margin of Error

Sample Size	General Margin of Error
40	15.5%
35	16.6%
30	17.9%
25	19.6%
20	21.9%
15	25.3%
10	31.0%
5	43.8%
1	98.0%

The survey data as a whole has a general margin of error of +/- 15.5%. Thus if 75.5% of the overall survey respondents say that they would support an initiative that would cost them personally \$5 per month, we can be 95% confident that between 60.0% and 81.0% of likely voters agree, if our sample reflected the actual pool of voters.¹

Support Factors for Potential Initiatives

Seventeen questions were asked on both the pre-test and the post-test of all subjects. These questions were designed to determine existing respondent beliefs and opinions about funding transportation initiatives as well as the strength of these beliefs. By asking the identical

¹ Our pool was that of metropolitan voters with a large component of Millennials. See the methodology section for more details.

questions after the group discussion concluded, we can get a feel for which opinions are strongly held (those that did not change) and which factors are lightly held (those that changed). These latter factors are especially relevant to those crafting funding messages as these are the messages that may be most likely to succeed.

The cross-tabs that follow were taken from the post-test surveys as those reflect the opinions of the participants after the individuals had thought about each issue and were exposed to the thoughts of others in the group discussion.

Environmental Sensitivity

Table 2: Environmental Sensitivity – Total Sample

If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles

Responses	Pre-Test	Post-Test	Change
much more likely to support	35.9%	42.5%	6.6%
somewhat more likely to support	33.3%	27.5%	-5.8%
no impact on my support	7.7%	10.0%	2.3%
somewhat less likely to support	10.3%	12.5%	2.2%
much less likely to support	12.8%	7.5%	-5.3%
Total	100.0%	100.0%	0.0%
More Support	69.2%	70.0%	0.8%

The survey results indicate requiring DOTs to allocate a percentage of their funds to environmentally sensitive alternatives will gain more support from about 70% of the voters. There was little change between the pre- and post- surveys indicated that these opinions are fairly strong and unlikely to be dramatically changed by advertising. However, the group discussion did move the strength of some people’s opinions. A number of respondents moved from somewhat more likely to support to much more likely to support and some of those who disagreed moved from much less likely to support to somewhat less likely to support.

Table 3: Environmental Sensitivity – Age Crosstab

POST: If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	much more likely	Count	10	7	17
		% within AGE	43.5%	41.2%	42.5%
	somewhat more likely	Count	7	4	11
		% within AGE	30.4%	23.5%	27.5%
	no impact	Count	3	1	4
		% within AGE	13.0%	5.9%	10.0%
	somewhat less likely	Count	2	3	5
		% within AGE	8.7%	17.6%	12.5%
	much less likely	Count	1	2	3
		% within AGE	4.3%	11.8%	7.5%

Table 4: Environmental Sensitivity – Gender Crosstab

POST: If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	much more likely	Count	9	8	17
		% within GENDER	42.9%	42.1%	42.5%
	somewhat more likely	Count	6	5	11
		% within GENDER	28.6%	26.3%	27.5%
	no impact	Count	1	3	4
		% within GENDER	4.8%	15.8%	10.0%
	Somewhat less likely	Count	3	2	5
		% within GENDER	14.3%	10.5%	12.5%
	much less likely	Count	2	1	3
		% within GENDER	9.5%	5.3%	7.5%

Table 5: Environmental Sensitivity – Primary Travel Method Crosstab

POST: If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	much more likely	Count	6	3	6	1	1	0	0	17
		% within TRANSPORTATION METHOD	35.3%	60.0%	50.0%	100.0%	33.3%	0.0%	0.0%	42.5%
	somewhat more likely	Count	5	1	3	0	2	0	0	11
		% within TRANSPORTATION METHOD	29.4%	20.0%	25.0%	0.0%	66.7%	0.0%	0.0%	27.5%
	no impact	Count	0	1	2	0	0	1	0	4
		% within TRANSPORTATION METHOD	0.0%	20.0%	16.7%	0.0%	0.0%	100.0%	0.0%	10.0%
	somewhat less likely	Count	4	0	0	0	0	0	1	5
		% within TRANSPORTATION METHOD	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	12.5%
	much less likely	Count	2	0	1	0	0	0	0	3
		% within TRANSPORTATION METHOD	11.8%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	7.5%

Table 6: Environmental Sensitivity – Party Crosstab

POST: If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles * PARTY Crosstabulation

			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative required the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	much more likely	Count	15	2	0	0	17
		% within PARTY	50.0%	28.6%	0.0%	0.0%	42.5%
	somewhat more likely	Count	8	1	1	1	11
		% within PARTY	26.7%	14.3%	50.0%	100.0%	27.5%
	no impact	Count	4	0	0	0	4
		% within PARTY	13.3%	0.0%	0.0%	0.0%	10.0%
	somewhat less likely	Count	2	2	1	0	5
		% within PARTY	6.7%	28.6%	50.0%	0.0%	12.5%
	much less likely	Count	1	2	0	0	3
		% within PARTY	3.3%	28.6%	0.0%	0.0%	7.5%

Table 7: Environmental Sensitivity 2 – Total Sample

If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles

Responses	Pre-Test	Post-Test	Change
much more likely to support	5.0%	2.5%	-2.5%
somewhat more likely to support	12.5%	10.0%	-2.5%
no impact on my support	17.5%	15.0%	-2.5%
somewhat less likely to support	20.0%	20.0%	0.0%
much less likely to support	45.0%	52.5%	7.5%
Total	100.0%	100.0%	0.0%
More Support	17.5%	12.5%	-5.0%

Table 8: Environmental Sensitivity 2 – Age Crosstab

POST: If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	much more likely	Count	0	1	1
		% within AGE	0.0%	5.9%	2.5%
	somewhat more likely	Count	3	1	4
		% within AGE	13.0%	5.9%	10.0%
	no impact	Count	4	2	6
		% within AGE	17.4%	11.8%	15.0%
	somewhat less likely	Count	5	3	8
		% within AGE	21.7%	17.6%	20.0%
	much less likely	Count	11	10	21
		% within AGE	47.8%	58.8%	52.5%

Table 9: Environmental Sensitivity 2 – Gender Crosstab

POST: If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	much more likely	Count	1	0	1
		% within GENDER	4.8%	0.0%	2.5%
	somewhat more likely	Count	1	3	4
		% within GENDER	4.8%	15.8%	10.0%
	no impact	Count	3	3	6
		% within GENDER	14.3%	15.8%	15.0%
	somewhat less likely	Count	4	4	8
		% within GENDER	19.0%	21.1%	20.0%
	much less likely	Count	12	9	21
		% within GENDER	57.1%	47.4%	52.5%

Table 10: Environmental Sensitivity 2 – Primary Travel Method Crosstab

POST: If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	much more likely	Count	1	0	0	0	0	0	0	1
		% within TRANSPORTATION METHOD	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%
	somewhat more likely	Count	1	1	2	0	0	0	0	4
		% within TRANSPORTATION METHOD	5.9%	20.0%	16.7%	0.0%	0.0%	0.0%	0.0%	10.0%
	no impact	Count	4	0	1	0	0	1	0	6
		% within TRANSPORTATION METHOD	23.5%	0.0%	8.3%	0.0%	0.0%	100.0%	0.0%	15.0%
	somewhat less likely	Count	4	1	1	0	1	0	1	8
		% within TRANSPORTATION METHOD	23.5%	20.0%	8.3%	0.0%	33.3%	0.0%	100.0%	20.0%
	much less likely	Count	7	3	8	1	2	0	0	21
		% within TRANSPORTATION METHOD	41.2%	60.0%	66.7%	100.0%	66.7%	0.0%	0.0%	52.5%

Table 11: Environmental Sensitivity 2 – Party Crosstab

POST: If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative forbid the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles	much more likely	Count	0	1	0	0	1
		% within PARTY	0.0%	14.3%	0.0%	0.0%	2.5%
	somewhat more likely	Count	3	1	0	0	4
		% within PARTY	10.0%	14.3%	0.0%	0.0%	10.0%
	no impact	Count	4	1	1	0	6
		% within PARTY	13.3%	14.3%	50.0%	0.0%	15.0%
	somewhat less likely	Count	5	2	1	0	8
		% within PARTY	16.7%	28.6%	50.0%	0.0%	20.0%
	much less likely	Count	18	2	0	1	21
		% within PARTY	60.0%	28.6%	0.0%	100.0%	52.5%

Interstate Comparisons

Table 12: Interstate Comparison –Total Sample

If you knew your state’s fuel taxes were in the lowest 10% in the US

Responses	Pre-Test	Post-Test	Change
much more likely to support	40.0%	42.5%	2.5%
somewhat more likely to support	32.5%	35.0%	2.5%
no impact on my support	17.5%	12.5%	-5.0%
somewhat less likely to support	7.5%	2.5%	-5.0%
much less likely to support	2.5%	7.5%	5.0%
Total	100.0%	100.0%	0.0%
More Support	72.5%	77.5%	5.0%

Findings from the dial testing groups were similar to that of the focus groups. DOTs in states with relatively low fuel taxes should mention this when supporting the initiative. Many respondents simply lack the information to make an informed decision and the surveys indicate this type of information is definitely a factor voters will consider.

Table 13: Interstate Comparison – Age Crosstab

POST: If you knew your state’s fuel taxes were in the lowest 10% in the US * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If you knew your state’s fuel taxes were in the lowest 10% in the US	much more likely	Count	10	7	17
		% within AGE	43.5%	41.2%	42.5%
	somewhat more likely	Count	7	7	14
		% within AGE	30.4%	41.2%	35.0%
	no impact	Count	3	2	5
		% within AGE	13.0%	11.8%	12.5%
	somewhat less likely	Count	0	1	1
		% within AGE	0.0%	5.9%	2.5%
	much less likely	Count	3	0	3
		% within AGE	13.0%	0.0%	7.5%

Table 14: Interstate Comparison – Gender Crosstab

POST: If you knew your state’s fuel taxes were in the lowest 10% in the US * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If you knew your state’s fuel taxes were in the lowest 10% in the US	much more likely	Count	10	7	17
		% within GENDER	47.6%	36.8%	42.5%
	somewhat more likely	Count	6	8	14
		% within GENDER	28.6%	42.1%	35.0%
	no impact	Count	3	2	5
		% within GENDER	14.3%	10.5%	12.5%
	somewhat less likely	Count	1	0	1
		% within GENDER	4.8%	0.0%	2.5%
	much less likely	Count	1	2	3
		% within GENDER	4.8%	10.5%	7.5%

Table 15: Interstate Comparison – Primary Travel Method Crosstab

POST: If you knew your state’s fuel taxes were in the lowest 10% in the US * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD						Total	
			Car	Bus	Train or Subway	Bike	Walk	with someo		Other
POST: If you knew your state’s fuel taxes were in the lowest 10% in the US	much more likely	Count	7	4	5	0	0	0	1	17
		% within TRANSPORTATION METHOD	41.2%	80.0%	41.7%	0.0%	0.0%	0.0%	100.0%	42.5%
	somewhat more likely	Count	4	1	6	0	2	1	0	14
		% within TRANSPORTATION METHOD	23.5%	20.0%	50.0%	0.0%	66.7%	100.0%	0.0%	35.0%
	no impact	Count	4	0	1	0	0	0	0	5
		% within TRANSPORTATION METHOD	23.5%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	12.5%
	somewhat less likely	Count	0	0	0	0	1	0	0	1
		% within TRANSPORTATION METHOD	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	2.5%
	much less likely	Count	2	0	0	1	0	0	0	3
		% within TRANSPORTATION METHOD	11.8%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	7.5%

Table 16: Interstate Comparison – Party Crosstab

POST: If you knew your state's fuel taxes were in the lowest 10% in the US * PARTY Crosstabulation			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If you knew your state's fuel taxes were in the lowest 10% in the US	much more likely	Count	13	4	0	0	17
		% within PARTY	43.3%	57.1%	0.0%	0.0%	42.5%
	somewhat more likely	Count	11	3	0	0	14
		% within PARTY	36.7%	42.9%	0.0%	0.0%	35.0%
	no impact	Count	3	0	2	0	5
		% within PARTY	10.0%	0.0%	100.0%	0.0%	12.5%
	somewhat less likely	Count	0	0	0	1	1
		% within PARTY	0.0%	0.0%	0.0%	100.0%	2.5%
	much less likely	Count	3	0	0	0	3
		% within PARTY	10.0%	0.0%	0.0%	0.0%	7.5%

Table 17: Interstate Comparison 2 – Total Sample

If you knew your state's fuel taxes were in the highest 10% in the US

Responses	Pre-Test	Post-Test	Change
much more likely to support	7.5%	0.0%	-7.5%
somewhat more likely to support	5.0%	10.0%	5.0%
no impact on my support	15.0%	25.0%	10.0%
somewhat less likely to support	47.5%	35.0%	-12.5%
much less likely to support	25.0%	30.0%	5.0%
Total	100.0%	100.0%	0.0%
More Support	12.5%	10.0%	-2.5%

Table 18: Interstate Comparison 2 – Age Crosstab

POST: If you knew your state’s fuel taxes were in the highest 10% in the US * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If you knew your state’s fuel taxes were in the highest 10% in the US	somewhat more likely	Count	4	0	4
		% within AGE	17.4%	0.0%	10.0%
	no impact	Count	4	6	10
		% within AGE	17.4%	35.3%	25.0%
	somewhat less likely	Count	5	9	14
		% within AGE	21.7%	52.9%	35.0%
	much less likely	Count	10	2	12
		% within AGE	43.5%	11.8%	30.0%

Table 19: Interstate Comparison 2 – Gender Crosstab

			GENDER		Total
			male	female	
POST: If you knew your state’s fuel taxes were in the highest 10% in the US	somewhat more likely	Count	1	3	4
		% within GENDER	4.8%	15.8%	10.0%
	no impact	Count	7	3	10
		% within GENDER	33.3%	15.8%	25.0%
	somewhat less likely	Count	9	5	14
		% within GENDER	42.9%	26.3%	35.0%
	much less likely	Count	4	8	12
		% within GENDER	19.0%	42.1%	30.0%

Table 20: Interstate Comparison 2 – Primary Travel Method Crosstab

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If you knew your state's fuel taxes were in the highest 10% in the US	somewhat more likely	Count	2	0	2	0	0	0	0	4
		% within TRANSPORTATION METHOD	11.8%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	10.0%
	no impact	Count	4	1	2	1	1	0	1	10
		% within TRANSPORTATION METHOD	23.5%	20.0%	16.7%	100.0%	33.3%	0.0%	100.0%	25.0%
	somewhat less likely	Count	5	1	7	0	1	0	0	14
		% within TRANSPORTATION METHOD	29.4%	20.0%	58.3%	0.0%	33.3%	0.0%	0.0%	35.0%
	much less likely	Count	6	3	1	0	1	1	0	12
		% within TRANSPORTATION METHOD	35.3%	60.0%	8.3%	0.0%	33.3%	100.0%	0.0%	30.0%

Table 21: Interstate Comparison 2 – Party Crosstab

			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If you knew your state's fuel taxes were in the highest 10% in the US	somewhat more likely	Count	4	0	0	0	4
		% within PARTY	13.3%	0.0%	0.0%	0.0%	10.0%
	no impact	Count	6	2	1	1	10
		% within PARTY	20.0%	28.6%	50.0%	100.0%	25.0%
	somewhat less likely	Count	10	3	1	0	14
		% within PARTY	33.3%	42.9%	50.0%	0.0%	35.0%
	much less likely	Count	10	2	0	0	12
		% within PARTY	33.3%	28.6%	0.0%	0.0%	30.0%

Specific Projects

Table 22: Specific Projects – Total Sample

If the initiative listed five specific transportation improvements that would be tackled first if the initiative passed

Responses	Pre-Test	Post-Test	Change
much more likely to support	50.0%	55.0%	5.0%
somewhat more likely to support	32.5%	40.0%	7.5%
no impact on my support	12.5%	5.0%	-7.5%
somewhat less likely to support	2.5%	0.0%	-2.5%
much less likely to support	2.5%	0.0%	-2.5%
Total	100.0%	100.0%	0.0%
More Support	82.5%	95.0%	12.5%

Similar to, but slightly stronger than, the focus group results, both the pre- and post- discussion surveys indicate that identifying specific projects is another key factor that will cause voters to be more likely to vote in favor of a transportation funding initiative. Again, putting respondents in a situation where they had to consider the issue also increased the strength of this message.

Table 23: Specific Projects – Age Crosstab

			AGE		Total
			Older	Younger	
POST: If the initiative listed five specific transportation improvements that would be tackled first if the initiative passed	much more likely	Count	15	7	22
		% within AGE	65.2%	41.2%	55.0%
	somewhat more likely	Count	6	10	16
		% within AGE	26.1%	58.8%	40.0%
	no impact	Count	2	0	2
		% within AGE	8.7%	0.0%	5.0%

Table 24: Specific Projects – Gender Crosstab

POST: If the initiative listed five specific transportation improvements that would be tackled first if the initiative passed * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative listed five specific transportation improvements that would be tackled first if the initiative passed	much more likely	Count	8	14	22
		% within GENDER	38.1%	73.7%	55.0%
	somewhat more likely	Count	12	4	16
		% within GENDER	57.1%	21.1%	40.0%
	no impact	Count	1	1	2
		% within GENDER	4.8%	5.3%	5.0%

Table 25: Specific Projects – Primary Travel Method Crosstab

POST: If the initiative listed five specific transportation improvements that would be tackled first if the initiative passed * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD						Total	
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride		Other
POST: If the initiative listed five specific transportation improvements that would be tackled first if the initiative passed	much more likely	Count	13	2	6	0	0	0	1	22
		% within TRANSPORTATION METHOD	76.5%	40.0%	50.0%	0.0%	0.0%	0.0%	100.0%	55.0%
	somewhat more likely	Count	4	2	5	1	3	1	0	16
		% within TRANSPORTATION METHOD	23.5%	40.0%	41.7%	100.0%	100.0%	100.0%	0.0%	40.0%
	no impact	Count	0	1	1	0	0	0	0	2
		% within TRANSPORTATION METHOD	0.0%	20.0%	8.3%	0.0%	0.0%	0.0%	0.0%	5.0%

Table 26: Specific Projects – Party Crosstab

POST: If the initiative listed five specific transportation improvements that would be tackled first if the initiative passed * PARTY Crosstabulation

			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative listed five specific transportation improvements that would be tackled first if the initiative passed	much more likely	Count	17	5	0	0	22
		% within PARTY	56.7%	71.4%	0.0%	0.0%	55.0%
	somewhat more likely	Count	11	2	2	1	16
		% within PARTY	36.7%	28.6%	100.0%	100.0%	40.0%
	no impact	Count	2	0	0	0	2
		% within PARTY	6.7%	0.0%	0.0%	0.0%	5.0%

Table 27: Primacy of Maintenance– Total Sample

If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects

Responses	Pre-Test	Post-Test	Change
much more likely to support	52.5%	56.4%	3.9%
somewhat more likely to support	27.5%	33.3%	5.8%
no impact on my support	17.5%	5.1%	-12.4%
somewhat less likely to support	2.5%	5.1%	2.6%
much less likely to support	0.0%	0.0%	0.0%
Total	100.0%	100.0%	0.0%
More Support	80.0%	89.7%	9.7%

Table 28: Primacy of Maintenance– Age Crosstab

POST: If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	skipped	Count	1	0	1
		% within AGE	4.3%	0.0%	2.5%
	much more likely	Count	17	5	22
		% within AGE	73.9%	29.4%	55.0%
	somewhat more likely	Count	5	8	13
		% within AGE	21.7%	47.1%	32.5%
	no impact	Count	0	2	2
		% within AGE	0.0%	11.8%	5.0%
	somewhat less likely	Count	0	2	2
		% within AGE	0.0%	11.8%	5.0%

Table 29: Primacy of Maintenance– Gender Crosstab

POST: If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	skipped	Count	1	0	1
		% within GENDER	4.8%	0.0%	2.5%
	much more likely	Count	9	13	22
		% within GENDER	42.9%	68.4%	55.0%
	somewhat more likely	Count	7	6	13
		% within GENDER	33.3%	31.6%	32.5%
no impact	Count	2	0	2	
	% within GENDER	9.5%	0.0%	5.0%	
somewhat less likely	Count	2	0	2	
	% within GENDER	9.5%	0.0%	5.0%	

Table 30: Primacy of Maintenance– Primary Travel Method Crosstab

POST: If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	skipped	Count	0	1	0	0	0	0	0	1
		% within TRANSPORTATION METHOD	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	much more likely	Count	11	3	5	0	2	0	1	22
		% within TRANSPORTATION METHOD	64.7%	60.0%	41.7%	0.0%	66.7%	0.0%	100.0%	55.0%
	somewhat more likely	Count	5	0	5	1	1	1	0	13
		% within TRANSPORTATION METHOD	29.4%	0.0%	41.7%	100.0%	33.3%	100.0%	0.0%	32.5%
	no impact	Count	0	1	1	0	0	0	0	2
		% within TRANSPORTATION METHOD	0.0%	20.0%	8.3%	0.0%	0.0%	0.0%	0.0%	5.0%
	somewhat less likely	Count	1	0	1	0	0	0	0	2
		% within TRANSPORTATION METHOD	5.9%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	5.0%

Table 31: Primacy of Maintenance– Party Crosstab

POST: If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects	skipped	Count	1	0	0	0	1
		% within PARTY	3.3%	0.0%	0.0%	0.0%	2.5%
	much more likely	Count	17	4	0	1	22
		% within PARTY	56.7%	57.1%	0.0%	100.0%	55.0%
	somewhat more likely	Count	10	1	2	0	13
		% within PARTY	33.3%	14.3%	100.0%	0.0%	32.5%
	no impact	Count	1	1	0	0	2
		% within PARTY	3.3%	14.3%	0.0%	0.0%	5.0%
	somewhat less likely	Count	1	1	0	0	2
		% within PARTY	3.3%	14.3%	0.0%	0.0%	5.0%

Greater Local Authority

Table 32: Greater Local Authority– Total Sample

If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally

Responses	Pre-Test	Post-Test	Change
much more likely to support	37.5%	45.0%	7.5%
somewhat more likely to support	42.5%	42.5%	0.0%
no impact on my support	12.5%	5.0%	-7.5%
somewhat less likely to support	5.0%	5.0%	0.0%
much less likely to support	2.5%	2.5%	0.0%
Total	100.0%	100.0%	0.0%
More Support	80.0%	87.5%	7.5%

While this was a positive message in both the focus groups and the dial-testing groups, the dial-testing groups showed an increase in message effectiveness after group discussion whereas the focus groups showed a decrease in message effectiveness after group discussion. This is probably due to the members in most focus groups that questioned the ethics and competence of local officials where this issue was not raised by the dial-testing participants. Thus it appears that the message effectiveness will be moderated by the amount of trust (or lack thereof) in local government.

Table 33: Greater Local Authority– Age Crosstab

POST: If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	much more likely	Count	12	6	18
		% within AGE	52.2%	35.3%	45.0%
	somewhat more likely	Count	8	9	17
		% within AGE	34.8%	52.9%	42.5%
	no impact	Count	2	0	2
		% within AGE	8.7%	0.0%	5.0%
	somewhat less likely	Count	0	2	2
		% within AGE	0.0%	11.8%	5.0%
	much less likely	Count	1	0	1
		% within AGE	4.3%	0.0%	2.5%

Table 34: Greater Local Authority– Gender Crosstab

POST: If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	much more likely	Count	6	12	18
		% within GENDER	28.6%	63.2%	45.0%
	somewhat more likely	Count	13	4	17
		% within GENDER	61.9%	21.1%	42.5%
	no impact	Count	0	2	2
		% within GENDER	0.0%	10.5%	5.0%
somewhat less likely	Count	2	0	2	
	% within GENDER	9.5%	0.0%	5.0%	
much less likely	Count	0	1	1	
	% within GENDER	0.0%	5.3%	2.5%	

Table 35: Greater Local Authority– Primary Travel Method Crosstab

POST: If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	much more likely	Count	9	3	4	0	1	1	0	18
		% within TRANSPORTATION METHOD	52.9%	60.0%	33.3%	0.0%	33.3%	100.0%	0.0%	45.0%
	somewhat more likely	Count	5	2	7	1	1	0	1	17
		% within TRANSPORTATION METHOD	29.4%	40.0%	58.3%	100.0%	33.3%	0.0%	100.0%	42.5%
	no impact	Count	2	0	0	0	0	0	0	2
		% within TRANSPORTATION METHOD	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
	somewhat less likely	Count	0	0	1	0	1	0	0	2
		% within TRANSPORTATION METHOD	0.0%	0.0%	8.3%	0.0%	33.3%	0.0%	0.0%	5.0%
	much less likely	Count	1	0	0	0	0	0	0	1
		% within TRANSPORTATION METHOD	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%

Table 36: Greater Local Authority– Party Crosstab

POST: If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally	much more likely	Count	13	5	0	0	18
		% within PARTY	43.3%	71.4%	0.0%	0.0%	45.0%
	somewhat more likely	Count	13	2	2	0	17
		% within PARTY	43.3%	28.6%	100.0%	0.0%	42.5%
	no impact	Count	2	0	0	0	2
		% within PARTY	6.7%	0.0%	0.0%	0.0%	5.0%
	somewhat less likely	Count	1	0	0	1	2
		% within PARTY	3.3%	0.0%	0.0%	100.0%	5.0%
	much less likely	Count	1	0	0	0	1
		% within PARTY	3.3%	0.0%	0.0%	0.0%	2.5%

Less Congestion

Table 37: Less Congestion– Total Sample

If the initiative required the DOT to make efficient traffic (less congestion) a priority

Responses	Pre-Test	Post-Test	Change
much more likely to support	52.5%	60.5%	8.0%
somewhat more likely to support	32.5%	23.7%	-8.8%
no impact on my support	15.0%	15.8%	0.8%
somewhat less likely to support	0.0%	0.0%	0.0%
much less likely to support	0.0%	0.0%	0.0%
Total	100.0%	100.0%	0.0%
More Support	85.0%	84.2%	-0.8%

Support for initiatives that reduced congestion remained high for both surveys compared to dropping almost 20% after the focus group discussions. DC metropolitan traffic was one of the most congested of all the areas surveyed which may account for this difference.

Table 38: Less Congestion– Age Crosstab

POST: If the initiative required the DOT to make efficient traffic (less congestion) a priority * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the initiative required the DOT to make efficient traffic (less congestion) a priority	skipped	Count	2	0	2
		% within AGE	8.7%	0.0%	5.0%
	much more likely	Count	16	7	23
		% within AGE	69.6%	41.2%	57.5%
	somewhat more likely	Count	1	8	9
		% within AGE	4.3%	47.1%	22.5%
	no impact	Count	4	2	6
		% within AGE	17.4%	11.8%	15.0%

Table 39: Less Congestion– Gender Crosstab

POST: If the initiative required the DOT to make efficient traffic (less congestion) a priority * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative required the DOT to make efficient traffic (less congestion) a priority	skipped	Count	1	1	2
		% within GENDER	4.8%	5.3%	5.0%
	much more likely	Count	10	13	23
		% within GENDER	47.6%	68.4%	57.5%
	somewhat more likely	Count	6	3	9
		% within GENDER	28.6%	15.8%	22.5%
	no impact	Count	4	2	6
		% within GENDER	19.0%	10.5%	15.0%

Table 40: Less Congestion– Primary Travel Method Crosstab

POST: If the initiative required the DOT to make efficient traffic (less congestion) a priority * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative required the DOT to make efficient traffic (less congestion) a priority	skipped	Count	0	1	1	0	0	0	0	2
		% within TRANSPORTATION METHOD	0.0%	20.0%	8.3%	0.0%	0.0%	0.0%	0.0%	5.0%
	much more likely	Count	14	3	5	0	0	1	0	23
		% within TRANSPORTATION METHOD	82.4%	60.0%	41.7%	0.0%	0.0%	100.0%	0.0%	57.5%
	somewhat more likely	Count	1	1	4	0	2	0	1	9
		% within TRANSPORTATION METHOD	5.9%	20.0%	33.3%	0.0%	66.7%	0.0%	100.0%	22.5%
	no impact	Count	2	0	2	1	1	0	0	6
		% within TRANSPORTATION METHOD	11.8%	0.0%	16.7%	100.0%	33.3%	0.0%	0.0%	15.0%

Table 41: Less Congestion– Party Crosstab

POST: If the initiative required the DOT to make efficient traffic (less congestion) a priority * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative required the DOT to make efficient traffic (less congestion) a priority	skipped	Count	2	0	0	0	2
		% within PARTY	6.7%	0.0%	0.0%	0.0%	5.0%
	much more likely	Count	18	3	2	0	23
		% within PARTY	60.0%	42.9%	100.0%	0.0%	57.5%
	somewhat more likely	Count	5	3	0	1	9
		% within PARTY	16.7%	42.9%	0.0%	100.0%	22.5%
	no impact	Count	5	1	0	0	6
		% within PARTY	16.7%	14.3%	0.0%	0.0%	15.0%

More Accountability

Table 42: More Accountability– Total Sample

If the initiative made the DOT more accountable to the citizens for how the money was spent

Responses	Pre-Test	Post-Test	Change
much more likely to support	45.0%	50.0%	5.0%
somewhat more likely to support	45.0%	42.5%	-2.5%
no impact on my support	7.5%	5.0%	-2.5%
somewhat less likely to support	2.5%	2.5%	0.0%
much less likely to support	0.0%	0.0%	0.0%
Total	100.0%	100.0%	0.0%
More Support	90.0%	92.5%	2.5%

As with the other groups, DC area voters were very receptive to tying increased funding to increased accountability and this preference only grew after group discussion.

Table 43: More Accountability– Age Crosstab

**POST: If the initiative made the DOT more accountable to the citizens for how the money was spent *
AGE Crosstabulation**

			AGE		Total
			Older	Younger	
POST: If the initiative made the DOT more accountable to the citizens for how the money was spent	much more likely	Count	15	5	20
		% within AGE	65.2%	29.4%	50.0%
	somewhat more likely	Count	6	11	17
		% within AGE	26.1%	64.7%	42.5%
	no impact	Count	1	1	2
		% within AGE	4.3%	5.9%	5.0%
	somewhat less likely	Count	1	0	1
		% within AGE	4.3%	0.0%	2.5%

Table 44: More Accountability– Gender Crosstab

**POST: If the initiative made the DOT more accountable to the citizens for how the money was spent *
GENDER Crosstabulation**

			GENDER		Total
			male	female	
POST: If the initiative made the DOT more accountable to the citizens for how the money was spent	much more likely	Count	6	14	20
		% within GENDER	28.6%	73.7%	50.0%
	somewhat more likely	Count	12	5	17
		% within GENDER	57.1%	26.3%	42.5%
	no impact	Count	2	0	2
		% within GENDER	9.5%	0.0%	5.0%
	somewhat less likely	Count	1	0	1
		% within GENDER	4.8%	0.0%	2.5%

Table 45: More Accountability– Primary Travel Method Crosstab

POST: If the initiative made the DOT more accountable to the citizens for how the money was spent * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative made the DOT more accountable to the citizens for how the money was spent	much more likely	Count	9	3	6	0	1	0	1	20
		% within TRANSPORTATION METHOD	52.9%	60.0%	50.0%	0.0%	33.3%	0.0%	100.0%	50.0%
	somewhat more likely	Count	7	1	6	0	2	1	0	17
		% within TRANSPORTATION METHOD	41.2%	20.0%	50.0%	0.0%	66.7%	100.0%	0.0%	42.5%
	no impact	Count	1	0	0	1	0	0	0	2
		% within TRANSPORTATION METHOD	5.9%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	5.0%
	somewhat less likely	Count	0	1	0	0	0	0	0	1
		% within TRANSPORTATION METHOD	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%

Table 46: More Accountability– Party Crosstab

POST: If the initiative made the DOT more accountable to the citizens for how the money was spent *							
PARTY Crosstabulation							
			PARTY				
			Democrat	Republican	Libertarian	Other	Total
POST: If the initiative made the DOT more accountable to the citizens for how the money was spent	much more likely	Count	17	3	0	0	20
		% within PARTY	56.7%	42.9%	0.0%	0.0%	50.0%
	somewhat more likely	Count	11	3	2	1	17
		% within PARTY	36.7%	42.9%	100.0%	100.0%	42.5%
	no impact	Count	1	1	0	0	2
		% within PARTY	3.3%	14.3%	0.0%	0.0%	5.0%
	somewhat less likely	Count	1	0	0	0	1
		% within PARTY	3.3%	0.0%	0.0%	0.0%	2.5%

Safety Focus

Table 47: Primacy of Safety – Total Sample

If the priority was placed on measures to improve safety.

Responses	Pre-Test	Post-Test	Change
much more likely to support	52.5%	47.5%	-5.0%
somewhat more likely to support	32.5%	37.5%	5.0%
no impact on my support	15.0%	12.5%	-2.5%
somewhat less likely to support	0.0%	2.5%	2.5%
much less likely to support	0.0%	0.0%	0.0%
Total	100.0%	100.0%	0.0%
More Support	85.0%	85.0%	0.0%

Similar to the previous groups, safety concerns were a major factor of participants and appear strongly held as group discussion did not make much of a difference in the survey results.

Table 48: Primacy of Safety – Age Crosstab

POST: If the priority was placed on measures to improve safety. * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the priority was placed on measures to improve safety.	much more likely	Count	17	2	19
		% within AGE	73.9%	11.8%	47.5%
	somewhat more likely	Count	6	9	15
		% within AGE	26.1%	52.9%	37.5%
	no impact	Count	0	5	5
		% within AGE	0.0%	29.4%	12.5%
	somewhat less likely	Count	0	1	1
		% within AGE	0.0%	5.9%	2.5%

Table 49: Primacy of Safety – Gender Crosstab

POST: If the priority was placed on measures to improve safety. * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the priority was placed on measures to improve safety.	much more likely	Count	6	13	19
		% within GENDER	28.6%	68.4%	47.5%
	somewhat more likely	Count	9	6	15
		% within GENDER	42.9%	31.6%	37.5%
	no impact	Count	5	0	5
		% within GENDER	23.8%	0.0%	12.5%
	somewhat less likely	Count	1	0	1
		% within GENDER	4.8%	0.0%	2.5%

Table 50: Primacy of Safety – Primary Travel Method Crosstab

POST: If the priority was placed on measures to improve safety. * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD						Total	
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride		Other
POST: If the priority was placed on measures to improve safety.	much more likely	Count	11	3	3	1	1	0	0	19
		% within TRANSPORTATION METHOD	64.7%	60.0%	25.0%	100.0%	33.3%	0.0%	0.0%	47.5%
	somewhat more likely	Count	3	1	8	0	2	1	0	15
		% within TRANSPORTATION METHOD	17.6%	20.0%	66.7%	0.0%	66.7%	100.0%	0.0%	37.5%
	no impact	Count	2	1	1	0	0	0	1	5
		% within TRANSPORTATION METHOD	11.8%	20.0%	8.3%	0.0%	0.0%	0.0%	100.0%	12.5%
	somewhat less likely	Count	1	0	0	0	0	0	0	1
		% within TRANSPORTATION METHOD	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%

Table 51: Primacy of Safety – Party Crosstab

POST: If the priority was placed on measures to improve safety. * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the priority was placed on measures to improve safety.	much more likely	Count	18	1	0	0	19
		% within PARTY	60.0%	14.3%	0.0%	0.0%	47.5%
	somewhat more likely	Count	11	2	1	1	15
		% within PARTY	36.7%	28.6%	50.0%	100.0%	37.5%
	no impact	Count	1	3	1	0	5
		% within PARTY	3.3%	42.9%	50.0%	0.0%	12.5%
	somewhat less likely	Count	0	1	0	0	1
		% within PARTY	0.0%	14.3%	0.0%	0.0%	2.5%

Increased Mobility

Table 52: Increased Mobility – Total Sample

If it increased your mobility (your ability to get from one place to another)

Responses	Pre-Test	Post-Test	Change
much more likely to support	67.5%	70.0%	2.5%
somewhat more likely to support	25.0%	22.5%	-2.5%
no impact on my support	7.5%	7.5%	0.0%
somewhat less likely to support	0.0%	0.0%	0.0%
much less likely to support	0.0%	0.0%	0.0%
Total	100.0%	100.0%	0.0%
More Support	92.5%	92.5%	0.0%

Mobility concerns were also very likely to increase voter likelihood to support a funding initiative. As with the safety concerns, group discussion did not make much of a difference in the survey results although the change was positive.

Table 53: Increased Mobility – Age Crosstab

POST: If it increased your mobility (your ability to get from one place to another) * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If it increased your mobility (your ability to get from one place to another)	much more likely	Count	19	9	28
		% within AGE	82.6%	52.9%	70.0%
	somewhat more likely	Count	3	6	9
		% within AGE	13.0%	35.3%	22.5%
	no impact	Count	1	2	3
		% within AGE	4.3%	11.8%	7.5%

Table 54: Increased Mobility – Gender Crosstab

POST: If it increased your mobility (your ability to get from one place to another) * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If it increased your mobility (your ability to get from one place to another)	much more likely	Count	11	17	28
		% within GENDER	52.4%	89.5%	70.0%
	somewhat more likely	Count	8	1	9
		% within GENDER	38.1%	5.3%	22.5%
	no impact	Count	2	1	3
		% within GENDER	9.5%	5.3%	7.5%

Table 55: Increased Mobility – Primary Travel Method Crosstab

POST: If it increased your mobility (your ability to get from one place to another) * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If it increased your mobility (your ability to get from one place to another)	much more likely	Count	14	4	8	0	2	0	0	28
		% within TRANSPORTATION METHOD	82.4%	80.0%	66.7%	0.0%	66.7%	0.0%	0.0%	70.0%
	somewhat more likely	Count	2	1	2	1	1	1	1	9
		% within TRANSPORTATION METHOD	11.8%	20.0%	16.7%	100.0%	33.3%	100.0%	100.0%	22.5%
	no impact	Count	1	0	2	0	0	0	0	3
		% within TRANSPORTATION METHOD	5.9%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	7.5%

Table 56: Increased Mobility – Party Crosstab

POST: If it increased your mobility (your ability to get from one place to another) * PARTY Crosstabulation

			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If it increased your mobility (your ability to get from one place to another)	much more likely	Count	24	4	0	0	28
		% within PARTY	80.0%	57.1%	0.0%	0.0%	70.0%
	somewhat more likely	Count	5	2	1	1	9
		% within PARTY	16.7%	28.6%	50.0%	100.0%	22.5%
	no impact	Count	1	1	1	0	3
		% within PARTY	3.3%	14.3%	50.0%	0.0%	7.5%

Infrastructure Supports New Technologies

Table 57: Support New Technologies – Total Sample

If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.

Responses	Pre-Test	Post-Test	Change
much more likely to support	12.5%	12.5%	0.0%
somewhat more likely to support	35.0%	27.5%	-7.5%
no impact on my support	27.5%	22.5%	-5.0%
somewhat less likely to support	7.5%	17.5%	10.0%
much less likely to support	17.5%	20.0%	2.5%
Total	100.0%	100.0%	0.0%
More Support	47.5%	40.0%	-7.5%

This survey question received one of the lowest levels of support for all groups. Interpreting the results in consideration of the group discussions, the moderator believes that is not so much a general response to technology but to the specific concept of self-driving cars. Roughly half of the participants were skeptical about the safety of self-driving cars and concerned about sharing the road with them. On the other hand, participants strongly supported other technologies such as linked traffic lights that would improve traffic flow and reduce the time participants spend stopped at intersections.

As the age crosstab (next table) shows, the age of the participant was a significant factor in this question and the approach to technology as expressed in the discussion sections. Younger voters were much more positive about technology (including self-driving cars) whereas older voters were more skeptical about technology in general and tended to pick and choose the ones they wanted to support (such as linked traffic signals).

Table 58: Support New Technologies – Age Crosstab

POST: If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state. * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	much more likely	Count	3	2	5
		% within AGE	13.0%	11.8%	12.5%
	somewhat more likely	Count	4	7	11
		% within AGE	17.4%	41.2%	27.5%
	no impact	Count	9	0	9
		% within AGE	39.1%	0.0%	22.5%
	somewhat less likely	Count	2	5	7
		% within AGE	8.7%	29.4%	17.5%
	much less likely	Count	5	3	8
		% within AGE	21.7%	17.6%	20.0%

Table 59: Support New Technologies – Gender Crosstab

POST: If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state. * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	much more likely	Count	2	3	5
		% within GENDER	9.5%	15.8%	12.5%
	somewhat more likely	Count	7	4	11
		% within GENDER	33.3%	21.1%	27.5%
	no impact	Count	4	5	9
		% within GENDER	19.0%	26.3%	22.5%
	somewhat less likely	Count	5	2	7
		% within GENDER	23.8%	10.5%	17.5%
	much less likely	Count	3	5	8
		% within GENDER	14.3%	26.3%	20.0%

Table 60: Support New Technologies – Primary Travel Method Crosstab

POST: If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state. * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	much more likely	Count	1	0	4	0	0	0	0	5
		% within TRANSPORTATION METHOD	5.9%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	12.5%
	somewhat more likely	Count	4	2	5	0	0	0	0	11
		% within TRANSPORTATION METHOD	23.5%	40.0%	41.7%	0.0%	0.0%	0.0%	0.0%	27.5%
	no impact	Count	4	2	1	0	1	1	0	9
		% within TRANSPORTATION METHOD	23.5%	40.0%	8.3%	0.0%	33.3%	100.0%	0.0%	22.5%
	somewhat less likely	Count	3	0	1	1	1	0	1	7
		% within TRANSPORTATION METHOD	17.6%	0.0%	8.3%	100.0%	33.3%	0.0%	100.0%	17.5%
	much less likely	Count	5	1	1	0	1	0	0	8
		% within TRANSPORTATION METHOD	29.4%	20.0%	8.3%	0.0%	33.3%	0.0%	0.0%	20.0%

Table 61: Support New Technologies – Party Crosstab

POST: If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state. * PARTY Crosstabulation

			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative required the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	much more likely	Count	5	0	0	0	5
		% within PARTY	16.7%	0.0%	0.0%	0.0%	12.5%
	somewhat more likely	Count	7	4	0	0	11
		% within PARTY	23.3%	57.1%	0.0%	0.0%	27.5%
	no impact	Count	9	0	0	0	9
		% within PARTY	30.0%	0.0%	0.0%	0.0%	22.5%
	somewhat less likely	Count	3	1	2	1	7
		% within PARTY	10.0%	14.3%	100.0%	100.0%	17.5%
	much less likely	Count	6	2	0	0	8
		% within PARTY	20.0%	28.6%	0.0%	0.0%	20.0%

Table 62: Defund New Technologies – Total Sample

If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.

Responses	Pre-Test	Post-Test	Change
much more likely to support	2.5%	7.5%	5.0%
somewhat more likely to support	2.5%	12.5%	10.0%
no impact on my support	22.5%	25.0%	2.5%
somewhat less likely to support	32.5%	27.5%	-5.0%
much less likely to support	40.0%	27.5%	-12.5%
Total	100.0%	100.0%	0.0%
More Support	5.0%	20.0%	15.0%

Table 63: Defund New Technologies – Age Crosstab

POST: If the initiative forbids the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state. * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the initiative forbids the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	much more likely	Count	3	0	3
		% within AGE	13.0%	0.0%	7.5%
	somewhat more likely	Count	3	2	5
		% within AGE	13.0%	11.8%	12.5%
	no impact	Count	7	3	10
		% within AGE	30.4%	17.6%	25.0%
	somewhat less likely	Count	6	5	11
		% within AGE	26.1%	29.4%	27.5%
	much less likely	Count	4	7	11
		% within AGE	17.4%	41.2%	27.5%

Table 64: Defund New Technologies – Gender Crosstab

POST: If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state. * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	much more likely	Count	1	2	3
		% within GENDER	4.8%	10.5%	7.5%
	somewhat more likely	Count	4	1	5
		% within GENDER	19.0%	5.3%	12.5%
	no impact	Count	5	5	10
		% within GENDER	23.8%	26.3%	25.0%
	somewhat less likely	Count	3	8	11
		% within GENDER	14.3%	42.1%	27.5%
	much less likely	Count	8	3	11
		% within GENDER	38.1%	15.8%	27.5%

Table 65: Defund New Technologies – Primary Travel Method Crosstab

POST: If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state. * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	much more likely	Count	2	0	1	0	0	0	0	3
		% within TRANSPORTATION METHOD	11.8%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	7.5%
	somewhat more likely	Count	1	1	2	0	1	0	0	5
		% within TRANSPORTATION METHOD	5.9%	20.0%	16.7%	0.0%	33.3%	0.0%	0.0%	12.5%
	no impact	Count	7	1	0	1	0	1	0	10
		% within TRANSPORTATION METHOD	41.2%	20.0%	0.0%	100.0%	0.0%	100.0%	0.0%	25.0%
	somewhat less likely	Count	3	1	5	0	2	0	0	11
		% within TRANSPORTATION METHOD	17.6%	20.0%	41.7%	0.0%	66.7%	0.0%	0.0%	27.5%
	much less likely	Count	4	2	4	0	0	0	1	11
		% within TRANSPORTATION METHOD	23.5%	40.0%	33.3%	0.0%	0.0%	0.0%	100.0%	27.5%

Table 66: Defund New Technologies – Party Crosstab

POST: If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state. * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative forbid the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.	much more likely	Count	2	1	0	0	3
		% within PARTY	6.7%	14.3%	0.0%	0.0%	7.5%
	somewhat more likely	Count	3	2	0	0	5
		% within PARTY	10.0%	28.6%	0.0%	0.0%	12.5%
	no impact	Count	8	1	1	0	10
		% within PARTY	26.7%	14.3%	50.0%	0.0%	25.0%
	somewhat less likely	Count	9	0	1	1	11
		% within PARTY	30.0%	0.0%	50.0%	100.0%	27.5%
	much less likely	Count	8	3	0	0	11
		% within PARTY	26.7%	42.9%	0.0%	0.0%	27.5%

Focus on Maintenance

Table 67: Maintenance Only – Total Sample

If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.

Responses	Pre-Test	Post-Test	Change
much more likely to support	30.0%	32.5%	2.5%
somewhat more likely to support	32.5%	30.0%	-2.5%
no impact on my support	10.0%	12.5%	2.5%
somewhat less likely to support	20.0%	17.5%	-2.5%
much less likely to support	7.5%	7.5%	0.0%
Total	100.0%	100.0%	0.0%
More Support	62.5%	62.5%	0.0%

This message would increase voter support for a funding bill for over sixty percent of the participants and would have no impact on another 10 to 12.5%. This is slightly higher than the results from the focus group results. Part of this may be due to the timing, the focus groups were done in late summer, toward the end of the summer construction season when roads tend to be at their best. The dial testing groups were conducted in mid-winter, when roads tend to be at their worst. Another part may be the difference in how the groups were structured. The focus groups had much more time for discussion, so the issue of maintenance was well discussed. In comparison, maintenance was only lightly discussed in the dial-testing groups since time was allocated for the two dial-testing sessions.

Table 68: Maintenance Only – Age Crosstab

POST: If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges. * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	much more likely	Count	13	0	13
		% within AGE	56.5%	0.0%	32.5%
	somewhat more likely	Count	8	4	12
		% within AGE	34.8%	23.5%	30.0%
	no impact	Count	1	4	5
		% within AGE	4.3%	23.5%	12.5%
	somewhat less likely	Count	1	6	7
		% within AGE	4.3%	35.3%	17.5%
	much less likely	Count	0	3	3
		% within AGE	0.0%	17.6%	7.5%

Table 69: Maintenance Only – Gender Crosstab

POST: If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges. * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	much more likely	Count	3	10	13
		% within GENDER	14.3%	52.6%	32.5%
	somewhat more likely	Count	6	6	12
		% within GENDER	28.6%	31.6%	30.0%
	no impact	Count	4	1	5
		% within GENDER	19.0%	5.3%	12.5%
	somewhat less likely	Count	5	2	7
		% within GENDER	23.8%	10.5%	17.5%
	much less likely	Count	3	0	3
		% within GENDER	14.3%	0.0%	7.5%

Table 70: Maintenance Only – Primary Travel Method Crosstab

POST: If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges. * TRANSPORTATION METHOD Crosstabulation										
			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	much more likely	Count	9	0	3	0	1	0	0	13
		% within TRANSPORTATION METHOD	52.9%	0.0%	25.0%	0.0%	33.3%	0.0%	0.0%	32.5%
	somewhat more likely	Count	3	4	3	0	1	1	0	12
		% within TRANSPORTATION METHOD	17.6%	80.0%	25.0%	0.0%	33.3%	100.0%	0.0%	30.0%
	no impact	Count	3	0	2	0	0	0	0	5
		% within TRANSPORTATION METHOD	17.6%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	12.5%
	somewhat less likely	Count	2	0	2	1	1	0	1	7
		% within TRANSPORTATION METHOD	11.8%	0.0%	16.7%	100.0%	33.3%	0.0%	100.0%	17.5%
	much less likely	Count	0	1	2	0	0	0	0	3
		% within TRANSPORTATION METHOD	0.0%	20.0%	16.7%	0.0%	0.0%	0.0%	0.0%	7.5%

Table 71: Maintenance Only – Party Crosstab

POST: If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges. * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.	much more likely	Count	12	1	0	0	13
		% within PARTY	40.0%	14.3%	0.0%	0.0%	32.5%
	somewhat more likely	Count	8	2	1	1	12
		% within PARTY	26.7%	28.6%	50.0%	100.0%	30.0%
	no impact	Count	3	1	1	0	5
		% within PARTY	10.0%	14.3%	50.0%	0.0%	12.5%
	somewhat less likely	Count	5	2	0	0	7
		% within PARTY	16.7%	28.6%	0.0%	0.0%	17.5%
	much less likely	Count	2	1	0	0	3
		% within PARTY	6.7%	14.3%	0.0%	0.0%	7.5%

Focus on New Highways and Bridges

Table 72: New Highways & Bridges Only – Total Sample

If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.

Responses	Pre-Test	Post-Test	Change
much more likely to support	15.0%	12.5%	-2.5%
somewhat more likely to support	17.5%	25.0%	7.5%
no impact on my support	12.5%	15.0%	2.5%
somewhat less likely to support	40.0%	22.5%	-17.5%
much less likely to support	15.0%	25.0%	10.0%
Total	100.0%	100.0%	0.0%
More Support	32.5%	37.5%	5.0%

Where the support generated by this message dropped after the focus group discussion – with its coverage of maintenance; it increased after the dial-testing discussion where this was not amply covered. However, even with the post-discussion increase, when compared to the results of the previous question it is clear that voters see maintenance as a much more important concern than new projects.

Table 73: New Highways & Bridges Only – Age Crosstab

POST: If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges. * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	much more likely	Count	4	1	5
		% within AGE	17.4%	5.9%	12.5%
	somewhat more likely	Count	9	1	10
		% within AGE	39.1%	5.9%	25.0%
	no impact	Count	3	3	6
		% within AGE	13.0%	17.6%	15.0%
	somewhat less likely	Count	2	7	9
		% within AGE	8.7%	41.2%	22.5%
	much less likely	Count	5	5	10
		% within AGE	21.7%	29.4%	25.0%

Table 74: New Highways & Bridges Only – Gender Crosstab

POST: If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges. * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	much more likely	Count	1	4	5
		% within GENDER	4.8%	21.1%	12.5%
	somewhat more likely	Count	5	5	10
		% within GENDER	23.8%	26.3%	25.0%
	no impact	Count	2	4	6
		% within GENDER	9.5%	21.1%	15.0%
	somewhat less likely	Count	6	3	9
		% within GENDER	28.6%	15.8%	22.5%
	much less likely	Count	7	3	10
		% within GENDER	33.3%	15.8%	25.0%

Table 75: New Highways & Bridges Only – Primary Travel Method Crosstab

POST: If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges. * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	much more likely	Count	3	1	1	0	0	0	0	5
		% within TRANSPORTATION METHOD	17.6%	20.0%	8.3%	0.0%	0.0%	0.0%	0.0%	12.5%
	somewhat more likely	Count	3	1	4	0	1	1	0	10
		% within TRANSPORTATION METHOD	17.6%	20.0%	33.3%	0.0%	33.3%	100.0%	0.0%	25.0%
	no impact	Count	4	0	2	0	0	0	0	6
		% within TRANSPORTATION METHOD	23.5%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	15.0%
	somewhat less likely	Count	3	1	2	0	2	0	1	9
		% within TRANSPORTATION METHOD	17.6%	20.0%	16.7%	0.0%	66.7%	0.0%	100.0%	22.5%
	much less likely	Count	4	2	3	1	0	0	0	10
		% within TRANSPORTATION METHOD	23.5%	40.0%	25.0%	100.0%	0.0%	0.0%	0.0%	25.0%

Table 76: New Highways & Bridges Only – Party Crosstab

**POST: If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.
* PARTY Crosstabulation**

			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.	much more likely	Count	4	1	0	0	5
		% within PARTY	13.3%	14.3%	0.0%	0.0%	12.5%
	somewhat more likely	Count	10	0	0	0	10
		% within PARTY	33.3%	0.0%	0.0%	0.0%	25.0%
	no impact	Count	4	1	1	0	6
		% within PARTY	13.3%	14.3%	50.0%	0.0%	15.0%
	somewhat less likely	Count	5	2	1	1	9
		% within PARTY	16.7%	28.6%	50.0%	100.0%	22.5%
	much less likely	Count	7	3	0	0	10
		% within PARTY	23.3%	42.9%	0.0%	0.0%	25.0%

Personal Cost of Funding

Table 77: Personal Cost of \$5/Month – Total Sample

If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month

Responses	Pre-Test	Post-Test	Change
much more likely to support	22.5%	25.0%	2.5%
somewhat more likely to support	20.0%	37.5%	17.5%
no impact on my support	25.0%	17.5%	-7.5%
somewhat less likely to support	22.5%	12.5%	-10.0%
much less likely to support	10.0%	7.5%	-2.5%
Total	100.0%	100.0%	0.0%
More Support	42.5%	62.5%	20.0%

In the dial testing groups, participants spent about 30 minutes in a group discussion about transportation issues. **This discussion resulted in a 20% increase in those willing to pass a transportation initiative that would cost them \$5 per month and indicates that educating voters about transportation issues may well be the difference between an initiative's success or failure.** This shows that a limited discussion may have a large impact. The focus group research showed an even larger jump (27.9% increase) after approximately 90 minutes of discussion.

Table 78: Personal Cost of \$5/Month – Age Crosstab

POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	much more likely	Count	3	7	10
		% within AGE	13.0%	41.2%	25.0%
	somewhat more likely	Count	10	5	15
		% within AGE	43.5%	29.4%	37.5%
	no impact	Count	3	4	7
		% within AGE	13.0%	23.5%	17.5%
	somewhat less likely	Count	4	1	5
		% within AGE	17.4%	5.9%	12.5%
	much less likely	Count	3	0	3
		% within AGE	13.0%	0.0%	7.5%

Table 79: Personal Cost of \$5/Month – Gender Crosstab

POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	much more likely	Count	8	2	10
		% within GENDER	38.1%	10.5%	25.0%
	somewhat more likely	Count	6	9	15
		% within GENDER	28.6%	47.4%	37.5%
	no impact	Count	3	4	7
		% within GENDER	14.3%	21.1%	17.5%
	somewhat less likely	Count	4	1	5
		% within GENDER	19.0%	5.3%	12.5%
	much less likely	Count	0	3	3
		% within GENDER	0.0%	15.8%	7.5%

Table 80: Personal Cost of \$5/Month – Primary Travel Method Crosstab

POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month * TRANSPORTATION METHOD Crosstabulation										
			TRANSPORTATION METHOD						Total	
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride		Other
POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	much more likely	Count	5	2	2	0	0	0	1	10
		% within TRANSPORTATION METHOD	29.4%	40.0%	16.7%	0.0%	0.0%	0.0%	100.0%	25.0%
	somewhat more likely	Count	5	2	5	0	2	1	0	15
		% within TRANSPORTATION METHOD	29.4%	40.0%	41.7%	0.0%	66.7%	100.0%	0.0%	37.5%
	no impact	Count	4	0	3	0	0	0	0	7
		% within TRANSPORTATION METHOD	23.5%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	17.5%
	somewhat less likely	Count	1	1	1	1	1	0	0	5
		% within TRANSPORTATION METHOD	5.9%	20.0%	8.3%	100.0%	33.3%	0.0%	0.0%	12.5%
	much less likely	Count	2	0	1	0	0	0	0	3
		% within TRANSPORTATION METHOD	11.8%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	7.5%

Table 81: Personal Cost of \$5/Month – Party Crosstab

POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month	much more likely	Count	5	5	0	0	10
		% within PARTY	16.7%	71.4%	0.0%	0.0%	25.0%
	somewhat more likely	Count	13	1	0	1	15
		% within PARTY	43.3%	14.3%	0.0%	100.0%	37.5%
	no impact	Count	5	0	2	0	7
		% within PARTY	16.7%	0.0%	100.0%	0.0%	17.5%
	somewhat less likely	Count	4	1	0	0	5
		% within PARTY	13.3%	14.3%	0.0%	0.0%	12.5%
	much less likely	Count	3	0	0	0	3
		% within PARTY	10.0%	0.0%	0.0%	0.0%	7.5%

Table 82: Personal Cost of \$20/Month – Total Sample

If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month

Responses	Pre-Test	Post-Test	Change
much more likely to support	7.5%	7.5%	0.0%
somewhat more likely to support	7.5%	12.5%	5.0%
no impact on my support	17.5%	15.0%	-2.5%
somewhat less likely to support	25.0%	37.5%	12.5%
much less likely to support	42.5%	27.5%	-15.0%
Total	100.0%	100.0%	0.0%
More Support	15.0%	20.0%	5.0%

While 62.5% of the post-discussion respondents indicated they would be more likely to support an initiative that would personally cost them \$5 per month, only 20% would be more willing to support a funding initiative if it cost them \$20 per month.

Table 83: Personal Cost of \$20/Month – Age Crosstab

POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month * AGE Crosstabulation

			AGE		Total
			Older	Younger	
POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	much more likely	Count	3	0	3
		% within AGE	13.0%	0.0%	7.5%
	somewhat more likely	Count	2	3	5
		% within AGE	8.7%	17.6%	12.5%
	no impact	Count	1	5	6
		% within AGE	4.3%	29.4%	15.0%
	somewhat less likely	Count	9	6	15
		% within AGE	39.1%	35.3%	37.5%
	much less likely	Count	8	3	11
		% within AGE	34.8%	17.6%	27.5%

Table 84: Personal Cost of \$20/Month – Gender Crosstab

POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month * GENDER Crosstabulation

			GENDER		Total
			male	female	
POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	much more likely	Count	2	1	3
		% within GENDER	9.5%	5.3%	7.5%
	somewhat more likely	Count	3	2	5
		% within GENDER	14.3%	10.5%	12.5%
	no impact	Count	4	2	6
		% within GENDER	19.0%	10.5%	15.0%
somewhat less likely	Count	6	9	15	
	% within GENDER	28.6%	47.4%	37.5%	
much less likely	Count	6	5	11	
	% within GENDER	28.6%	26.3%	27.5%	

Table 85: Personal Cost of \$20/Month – Primary Travel Method Crosstab

POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month * TRANSPORTATION METHOD Crosstabulation

			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	much more likely	Count	2	0	1	0	0	0	0	3
		% within TRANSPORTATION METHOD	11.8%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	7.5%
	somewhat more likely	Count	2	2	1	0	0	0	0	5
		% within TRANSPORTATION METHOD	11.8%	40.0%	8.3%	0.0%	0.0%	0.0%	0.0%	12.5%
	no impact	Count	0	0	4	0	1	0	1	6
		% within TRANSPORTATION METHOD	0.0%	0.0%	33.3%	0.0%	33.3%	0.0%	100.0%	15.0%
somewhat less likely	Count	8	2	3	0	1	1	0	15	
	% within TRANSPORTATION METHOD	47.1%	40.0%	25.0%	0.0%	33.3%	100.0%	0.0%	37.5%	
much less likely	Count	5	1	3	1	1	0	0	11	
	% within TRANSPORTATION METHOD	29.4%	20.0%	25.0%	100.0%	33.3%	0.0%	0.0%	27.5%	

Table 86: Personal Cost of \$20/Month – Party Crosstab

POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
POST: If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month	much more likely	Count	2	1	0	0	3
		% within PARTY	6.7%	14.3%	0.0%	0.0%	7.5%
	somewhat more likely	Count	3	2	0	0	5
		% within PARTY	10.0%	28.6%	0.0%	0.0%	12.5%
	no impact	Count	4	1	0	1	6
		% within PARTY	13.3%	14.3%	0.0%	100.0%	15.0%
	somewhat less likely	Count	12	1	2	0	15
		% within PARTY	40.0%	14.3%	100.0%	0.0%	37.5%
	much less likely	Count	9	2	0	0	11
		% within PARTY	30.0%	28.6%	0.0%	0.0%	27.5%

Perceived Importance of DOT Services

Respondents were asked to indicate how important various services were for their DOT to offer. They were then asked to indicate which three were the most important and which three were the three least important services for the DOT to provide.

Table 87: Summary of Very and Most Important DOT Services

Service	Very Important	Most Important
Keep the surface of major highways in good condition	97.5%	44.3%
Keep bridges in good condition	82.5%	21.3%
Manage snow and ice on highways	70.0%	14.8%
Minimize congestion on highways	67.5%	16.4%
Keep the surface of other state highways in good condition	67.5%	13.1%
Provide signs along highway that are easy to understand	67.5%	6.6%
Provide sidewalks or intersection crossings for traveling by walking	60.0%	11.5%
Support your options for traveling by public transit such as busses, vans, or light rail	57.5%	13.1%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	55.0%	4.9%
Keep the shoulders on highways in good condition	47.5%	0.0%
Provide bright striping on highways	40.0%	0.0%
Provide bright signs	35.0%	3.3%
Provide bike lanes or paved shoulders for traveling by bicycle	32.5%	4.9%
Mow and trim trees, grass, and weeds along highways	32.5%	1.6%
Support your options for traveling by Amtrak	27.5%	3.3%
Develop infrastructure to support new technologies such as self-driving cars	10.0%	1.6%
Support your options for traveling by air	10.0%	0.0%

Results were similar to that of the focus groups with two main differences. Managing snow and ice and minimize congestion were much higher than the focus group results. The snow and ice difference is because the focus groups included groups from two states that did not receive much snow and the congestion difference is presumably due to DC's excessive traffic.

Keep the surface of major highways in good condition

Table 88: Major Highways – Total Sample

Keep the surface of major highways in good condition

	Frequency	Percentage
Very important	39	97.5%
Somewhat important	1	2.5%
Somewhat unimportant	0	0.0%
Very unimportant	0	0.0%
Total	40	100.0%
Three Most Important	27	67.5%
Three Least Important	0	0.0%

Table 89: Major Highways – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Keep the surface of major highways in good condition	Important	23	100.0%	17	100.0%
	Unimportant	0	0.0%	0	0.0%
	Most	15	37.5%	12	30.0%
	Least	0	0.0%	0	0.0%

Table 90: Major Highways – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Keep the surface of major highways in good condition	Important	21	100.0%	19	100.0%
	Unimportant	0	0.0%	0	0.0%
	Most	16	40.0%	11	27.5%
	Least	0	0.0%	0	0.0%

Table 91: Major Highways – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Keep the surface of major highways in good condition	Important	17	100.0%	5	100.0%	12	100.0%	1	100.0%	3	100.0%	1	100.0%	1	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	13	32.5%	4	10.0%	6	15.0%	0	0.0%	2	5.0%	1	2.5%	1	2.5%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 92: Major Highways – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Keep the surface of major highways in good condition	Important	30	100.0%	7	100.0%	2	100.0%	1	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	19	47.5%	6	15.0%	2	5.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Keep the surface of other state highways in good condition

Table 93: Other State Highways – Total Sample

Keep the surface of other state highways in good condition		
	Frequency	Percentage
Very important	27	67.5%
Somewhat important	11	27.5%
Somewhat unimportant	1	2.5%
Very unimportant	1	2.5%
Total	40	100.0%
Three Most Important	8	20.0%
Three Least Important	2	5.0%

Table 94: Other State Highways – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Keep the surface of other state highways in good condition	Important	22	95.7%	16	94.1%
	Unimportant	1	4.3%	1	5.9%
	Most	4	10.0%	4	10.0%
	Least	1	2.5%	1	2.5%

Table 95: Other State Highways – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Keep the surface of other state highways in good condition	Important	19	90.5%	19	100.0%
	Unimportant	2	9.5%	0	0.0%
	Most	4	10.0%	4	10.0%
	Least	2	5.0%	0	0.0%

Table 96: Other State Highways – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Keep the surface of other state highways in good condition	Important	15	88.2%	5	100.0%	12	100.0%	1	100.0%	3	100.0%	1	100.0%	1	100.0%
	Unimportant	2	11.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	3	7.5%	1	2.5%	4	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	2	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 97: Other State Highways – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Keep the surface of other state highways in good condition	Important	29	96.7%	6	85.7%	2	100.0%	1	100.0%
	Unimportant	1	3.3%	1	14.3%	0	0.0%	0	0.0%
	Most	7	17.5%	1	2.5%	0	0.0%	0	0.0%
	Least	1	2.5%	1	2.5%	0	0.0%	0	0.0%

Keep bridges in good condition

Table 98: Bridges – Total Sample

Keep bridges in good condition

	Frequency	Percentage
Very important	33	82.5%
Somewhat important	7	17.5%
Somewhat unimportant	0	0.0%
Very unimportant	0	0.0%
Total	40	100.0%
Three Most Important	13	32.5%
Three Least Important	0	0.0%

Table 99: Bridges – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Keep bridges in good condition	Important	23	100.0%	17	100.0%
	Unimportant	0	0.0%	0	0.0%
	Most	6	15.0%	7	17.5%
	Least	0	0.0%	0	0.0%

Table 100: Bridges – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Keep bridges in good condition	Important	21	100.0%	19	100.0%
	Unimportant	0	0.0%	0	0.0%
	Most	9	22.5%	4	10.0%
	Least	0	0.0%	0	0.0%

Table 101: Bridges – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Keep bridges in good condition	Important	17	100.0%	5	100.0%	12	100.0%	1	100.0%	3	100.0%	1	100.0%	1	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	5	12.5%	1	2.5%	7	17.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 102: Bridges – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Keep bridges in good condition	Important	30	100.0%	7	100.0%	2	100.0%	1	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	10	25.0%	3	7.5%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Minimize congestion on highways

Table 103: Minimize Congestion – Total Sample

Minimize congestion on highways

	Frequency	Percentage
Very important	27	67.5%
Somewhat important	11	27.5%
Somewhat unimportant	2	5.0%
Very unimportant	0	0.0%
Total	40	100.0%
Three Most Important	10	25.0%
Three Least Important	0	0.0%

Table 104: Minimize Congestion – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Minimize congestion on highways	Important	22	95.7%	16	94.1%
	Unimportant	1	4.3%	1	5.9%
	Most	5	12.5%	5	12.5%
	Least	0	0.0%	0	0.0%

Table 105: Minimize Congestion – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Minimize congestion on highways	Important	19	90.5%	19	100.0%
	Unimportant	2	9.5%	0	0.0%
	Most	6	15.0%	4	10.0%
	Least	0	0.0%	0	0.0%

Table 106: Minimize Congestion – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Minimize congestion on highways	Important	17	100.0%	3	60.0%	12	100.0%	1	100.0%	3	100.0%	1	100.0%	1	100.0%
	Unimportant	0	0.0%	2	40.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	8	20.0%	0	0.0%	1	2.5%	0	0.0%	0	0.0%	1	2.5%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 107: Minimize Congestion – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Minimize congestion on highways	Important	29	96.7%	6	85.7%	2	100.0%	1	100.0%
	Unimportant	1	3.3%	1	14.3%	0	0.0%	0	0.0%
	Most	5	12.5%	3	7.5%	2	5.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Manage snow and ice on highways

Table 108: Manage Snow and Ice – Total Sample

Manage snow and ice on highways

	Frequency	Percentage
Very important	28	70.0%
Somewhat important	10	25.0%
Somewhat unimportant	2	5.0%
Very unimportant	0	0.0%
Total	40	100.0%
Three Most Important	9	22.5%
Three Least Important	0	0.0%

Table 109: Manage Snow and Ice – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Manage snow and ice on highways	Important	23	100.0%	15	88.2%
	Unimportant	0	0.0%	2	11.8%
	Most	8	20.0%	1	2.5%
	Least	0	0.0%	0	0.0%

Table 110: Manage Snow and Ice – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Manage snow and ice on highways	Important	19	90.5%	19	100.0%
	Unimportant	2	9.5%	0	0.0%
	Most	4	10.0%	5	12.5%
	Least	0	0.0%	0	0.0%

Table 111: Manage Snow and Ice – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Manage snow and ice on highways	Important	16	94.1%	4	80.0%	12	100.0%	1	100.0%	3	100.0%	1	100.0%	1	100.0%
	Unimportant	1	5.9%	1	20.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	3	7.5%	2	5.0%	2	5.0%	0	0.0%	1	2.5%	0	0.0%	1	2.5%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 112: Manage Snow and Ice – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Manage snow and ice on highways	Important	30	100.0%	5	71.4%	2	100.0%	1	100.0%
	Unimportant	0	0.0%	2	28.6%	0	0.0%	0	0.0%
	Most	8	20.0%	1	2.5%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Keep the shoulders on highways in good condition

Table 113: Highway Shoulder Maintenance – Total Sample

Keep the shoulders on highways in good condition		
	Frequency	Percentage
Very important	19	47.5%
Somewhat important	12	30.0%
Somewhat unimportant	8	20.0%
Very unimportant	1	2.5%
Total	40	100.0%
Three Most Important	0	0.0%
Three Least Important	2	5.0%

Table 114: Highway Shoulder Maintenance – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Keep the shoulders on highways in good condition	Important	21	91.3%	10	58.8%
	Unimportant	2	8.7%	7	41.2%
	Most	0	0.0%	0	0.0%
	Least	0	0.0%	2	5.0%

Table 115: Highway Shoulder Maintenance – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Keep the shoulders on highways in good condition	Important	14	66.7%	17	89.5%
	Unimportant	7	33.3%	2	10.5%
	Most	0	0.0%	0	0.0%
	Least	2	5.0%	0	0.0%

Table 116: Highway Shoulder Maintenance – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Keep the shoulders on highways in good condition	Important	13	76.5%	4	80.0%	10	83.3%	0	0.0%	3	100.0%	1	100.0%	0	0.0%
	Unimportant	4	23.5%	1	20.0%	2	16.7%	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	1	2.5%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 117: Highway Shoulder Maintenance – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Keep the shoulders on highways in good condition	Important	26	86.7%	3	42.9%	1	50.0%	1	100.0%
	Unimportant	4	13.3%	4	57.1%	1	50.0%	0	0.0%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	2	5.0%	0	0.0%	0	0.0%

Mow and trim trees, grass, and weeds along highways

Table 118: Mow and Trim – Total Sample

Mow and trim trees, grass, and weeds along highways

	Frequency	Percentage
Very important	13	32.5%
Somewhat important	9	22.5%
Somewhat unimportant	14	35.0%
Very unimportant	4	10.0%
Total	40	100.0%
Three Most Important	1	2.5%
Three Least Important	13	32.5%

Table 119: Mow and Trim – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	18	78.3%	4	23.5%
	Unimportant	5	21.7%	13	76.5%
	Most	1	2.5%	0	0.0%
	Least	4	10.0%	9	22.5%

Table 120: Mow and Trim – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	7	33.3%	15	78.9%
	Unimportant	14	66.7%	4	21.1%
	Most	1	2.5%	0	0.0%
	Least	9	22.5%	4	10.0%

Table 121: Mow and Trim – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	9	52.9%	4	80.0%	8	66.7%	0	0.0%	1	33.3%	0	0.0%	0	0.0%
	Unimportant	8	47.1%	1	20.0%	4	33.3%	1	100.0%	2	66.7%	1	100.0%	1	100.0%
	Most	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	4	10.0%	1	2.5%	4	10.0%	1	2.5%	1	2.5%	1	2.5%	1	2.5%

Table 122: Mow and Trim – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Mow and trim trees, grass, and weeds along highways	Important	20	66.7%	2	28.6%	0	0.0%	0	0.0%
	Unimportant	10	33.3%	5	71.4%	2	100.0%	1	100.0%
	Most	0	0.0%	1	2.5%	0	0.0%	0	0.0%
	Least	9	22.5%	4	10.0%	0	0.0%	0	0.0%

Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways

Table 123: Remove Debris – Total Sample

**Remove debris - such as dead animals, glass, and torn tires
- from the driving lanes on highways**

	Frequency	Percentage
Very important	22	55.0%
Somewhat important	14	35.0%
Somewhat unimportant	4	10.0%
Very unimportant	0	0.0%
Total	40	100.0%
Three Most Important	3	7.5%
Three Least Important	0	0.0%

Table 124: Remove Debris – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	22	95.7%	14	82.4%
	Unimportant	1	4.3%	3	17.6%
	Most	0	0.0%	3	7.5%
	Least	0	0.0%	0	0.0%

Table 125: Remove Debris – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	18	85.7%	18	94.7%
	Unimportant	3	14.3%	1	5.3%
	Most	3	7.5%	0	0.0%
	Least	0	0.0%	0	0.0%

Table 126: Remove Debris – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	16	94.1%	5	100.0%	11	91.7%	0	0.0%	3	100.0%	1	100.0%	0	0.0%
	Unimportant	1	5.9%	0	0.0%	1	8.3%	1	100.0%	0	0.0%	0	0.0%	1	100.0%
	Most	3	7.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 127: Remove Debris – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	Important	28	93.3%	5	71.4%	2	100.0%	1	100.0%
	Unimportant	2	6.7%	2	28.6%	0	0.0%	0	0.0%
	Most	0	0.0%	1	2.5%	2	5.0%	0	0.0%
	Least	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Provide signs along highway that are easy to understand

Table 128: Clear Highway Signs – Total Sample

Provide signs along highway that are easy to understand

	Frequency	Percentage
Very important	27	67.5%
Somewhat important	13	32.5%
Somewhat unimportant	0	0.0%
Very unimportant	0	0.0%
Total	40	100.0%
Three Most Important	4	10.0%
Three Least Important	2	5.0%

Table 129: Clear Highway Signs – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Provide signs along highway that are easy to understand	Important	23	100.0%	17	100.0%
	Unimportant	0	0.0%	0	0.0%
	Most	4	10.0%	0	0.0%
	Least	1	2.5%	1	2.5%

Table 130: Clear Highway Signs – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Provide signs along highway that are easy to understand	Important	21	100.0%	19	100.0%
	Unimportant	0	0.0%	0	0.0%
	Most	1	2.5%	3	7.5%
	Least	1	2.5%	1	2.5%

Table 131: Clear Highway Signs – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Provide signs along highway that are easy to understand	Important	17	100.0%	5	100.0%	12	100.0%	1	100.0%	3	100.0%	1	100.0%	1	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	1	2.5%	2	5.0%	0	0.0%	0	0.0%	0	0.0%	1	2.5%	0	0.0%
	Least	1	2.5%	0	0.0%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 132: Clear Highway Signs – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Provide signs along highway that are easy to understand	Important	30	100.0%	7	100.0%	2	100.0%	1	100.0%
	Unimportant	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Most	4	10.0%	0	0.0%	0	0.0%	0	0.0%
	Least	2	5.0%	0	0.0%	0	0.0%	0	0.0%

Provide bright signs

Table 133: Provide Bright Signs – Total Sample

Provide bright signs

	Frequency	Percentage
Very important	14	35.0%
Somewhat important	20	50.0%
Somewhat unimportant	5	12.5%
Very unimportant	1	2.5%
Total	40	100.0%
Three Most Important	2	5.0%
Three Least Important	8	20.0%

Table 134: Provide Bright Signs – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Provide bright signs	Important	23	100.0%	11	64.7%
	Unimportant	0	0.0%	6	35.3%
	Most	2	5.0%	0	0.0%
	Least	2	5.0%	6	15.0%

Table 135: Provide Bright Signs – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Provide bright signs	Important	16	76.2%	18	94.7%
	Unimportant	5	23.8%	1	5.3%
	Most	1	2.5%	1	2.5%
	Least	5	12.5%	3	7.5%

Table 136: Provide Bright Signs – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Provide bright signs	Important	16	94.1%	5	100.0%	8	66.7%	1	100.0%	2	66.7%	1	100.0%	1	100.0%
	Unimportant	1	5.9%	0	0.0%	4	33.3%	0	0.0%	1	33.3%	0	0.0%	0	0.0%
	Most	0	0.0%	1	2.5%	0	0.0%	0	0.0%	1	2.5%	0	0.0%	0	0.0%
	Least	1	2.5%	0	0.0%	7	17.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 137: Provide Bright Signs – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Provide bright signs	Important	27	90.0%	5	71.4%	2	100.0%	0	0.0%
	Unimportant	3	10.0%	2	28.6%	0	0.0%	1	100.0%
	Most	2	5.0%	0	0.0%	0	0.0%	0	0.0%
	Least	7	17.5%	0	0.0%	1	2.5%	0	0.0%

Provide bright striping on highways

Table 138: Provide Bright Striping – Total Sample

Provide bright striping on highways

	Frequency	Percentage
Very important	16	40.0%
Somewhat important	18	45.0%
Somewhat unimportant	4	10.0%
Very unimportant	2	5.0%
Total	40	100.0%
Three Most Important	0	0.0%
Three Least Important	6	15.0%

Table 139: Provide Bright Striping – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Provide bright striping on highways	Important	22	95.7%	12	70.6%
	Unimportant	1	4.3%	5	29.4%
	Most	0	0.0%	0	0.0%
	Least	3	7.5%	3	7.5%

Table 140: Provide Bright Striping – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Provide bright striping on highways	Important	16	76.2%	18	94.7%
	Unimportant	5	23.8%	1	5.3%
	Most	0	0.0%	0	0.0%
	Least	5	12.5%	1	2.5%

Table 141: Provide Bright Striping – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Provide bright striping on highways	Important	16	94.1%	5	100.0%	10	83.3%	0	0.0%	2	66.7%	1	100.0%	0	0.0%
	Unimportant	1	5.9%	0	0.0%	2	16.7%	1	100.0%	1	33.3%	0	0.0%	1	100.0%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	1	2.5%	1	2.5%	3	7.5%	1	2.5%	0	0.0%	0	0.0%	0	0.0%

Table 142: Provide Bright Striping – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Provide bright striping on highways	Important	27	90.0%	5	71.4%	2	100.0%	0	0.0%
	Unimportant	3	10.0%	2	28.6%	0	0.0%	1	100.0%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	5	12.5%	1	2.5%	0	0.0%	0	0.0%

Support your options for traveling by air

Table 143: Support Air Travel – Total Sample

Support your options for traveling by air

	Frequency	Percentage
Very important	4	10.0%
Somewhat important	12	30.0%
Somewhat unimportant	13	32.5%
Very unimportant	11	27.5%
Total	40	100.0%
Three Most Important	0	0.0%
Three Least Important	20	50.0%

Table 144: Support Air Travel – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Support your options for traveling by air	Important	12	52.2%	4	23.5%
	Unimportant	11	47.8%	13	76.5%
	Most	0	0.0%	0	0.0%
	Least	11	27.5%	9	22.5%

Table 145: Support Air Travel – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Support your options for traveling by air	Important	6	28.6%	10	52.6%
	Unimportant	15	71.4%	9	47.4%
	Most	0	0.0%	0	0.0%
	Least	11	27.5%	9	22.5%

Table 146: Support Air Travel – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Support your options for traveling by air	Important	8	47.1%	1	20.0%	4	33.3%	1	100.0%	1	33.3%	1	100.0%	0	0.0%
	Unimportant	9	52.9%	4	80.0%	8	66.7%	0	0.0%	2	66.7%	0	0.0%	1	100.0%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	9	22.5%	4	10.0%	5	12.5%	0	0.0%	2	5.0%	0	0.0%	0	0.0%

Table 147: Support Air Travel – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by air	Important	12	40.0%	2	28.6%	1	50.0%	1	100.0%
	Unimportant	18	60.0%	5	71.4%	1	50.0%	0	0.0%
	Most	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	15	37.5%	3	7.5%	2	5.0%	0	0.0%

Support your options for traveling by public transit such as busses, vans, or light rail

Table 148: Support Public Transit – Total Sample

Support your options for traveling by public transit such as busses, vans, or light rail

	Frequency	Percentage
Very important	23	57.5%
Somewhat important	14	35.0%
Somewhat unimportant	3	7.5%
Very unimportant	0	0.0%
Total	40	100.0%
Three Most Important	8	20.0%
Three Least Important	2	5.0%

Table 149: Support Public Transit – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	21	91.3%	16	94.1%
	Unimportant	2	8.7%	1	5.9%
	Most	2	5.0%	6	15.0%
	Least	1	2.5%	1	2.5%

Table 150: Support Public Transit – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	20	95.2%	17	89.5%
	Unimportant	1	4.8%	2	10.5%
	Most	5	12.5%	3	7.5%
	Least	1	2.5%	1	2.5%

Table 151: Support Public Transit – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	16	94.1%	5	100.0%	11	91.7%	1	100.0%	3	100.0%	1	100.0%	0	0.0%
	Unimportant	1	5.9%	0	0.0%	1	8.3%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
	Most	3	7.5%	1	2.5%	2	5.0%	1	2.5%	1	2.5%	0	0.0%	0	0.0%
	Least	0	0.0%	1	2.5%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 152: Support Public Transit – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by public transit such as busses, vans, or light rail	Important	28	93.3%	6	85.7%	2	100.0%	1	100.0%
	Unimportant	2	6.7%	1	14.3%	0	0.0%	0	0.0%
	Most	6	15.0%	2	5.0%	0	0.0%	0	0.0%
	Least	2	5.0%	0	0.0%	0	0.0%	0	0.0%

Support your options for traveling by Amtrak

Table 153: Support Amtrak – Total Sample

Support your options for traveling by Amtrak

	Frequency	Percentage
Very important	11	27.5%
Somewhat important	15	37.5%
Somewhat unimportant	9	22.5%
Very unimportant	5	12.5%
Total	40	100.0%
Three Most Important	2	5.0%
Three Least Important	13	32.5%

Table 154: Support Amtrak – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Support your options for traveling by Amtrak	Important	19	82.6%	7	41.2%
	Unimportant	4	17.4%	10	58.8%
	Most	0	0.0%	2	5.0%
	Least	7	17.5%	6	15.0%

Table 155: Support Amtrak – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Support your options for traveling by Amtrak	Important	13	61.9%	13	68.4%
	Unimportant	8	38.1%	6	31.6%
	Most	2	5.0%	0	0.0%
	Least	9	22.5%	4	10.0%

Table 156: Support Amtrak – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Support your options for traveling by Amtrak	Important	10	58.8%	4	80.0%	8	66.7%	1	100.0%	2	66.7%	0	0.0%	1	100.0%
	Unimportant	7	41.2%	1	20.0%	4	33.3%	0	0.0%	1	33.3%	1	100.0%	0	0.0%
	Most	0	0.0%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.5%
	Least	7	17.5%	2	5.0%	4	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 157: Support Amtrak – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Support your options for traveling by Amtrak	Important	21	70.0%	4	57.1%	0	0.0%	1	100.0%
	Unimportant	9	30.0%	3	42.9%	2	100.0%	0	0.0%
	Most	0	0.0%	2	5.0%	0	0.0%	0	0.0%
	Least	9	22.5%	4	10.0%	0	0.0%	0	0.0%

Provide bike lanes or paved shoulders for traveling by bicycle

Table 158: Support Bicycle Travel – Total Sample

Provide bike lanes or paved shoulders for traveling by bicycle

	Frequency	Percentage
Very important	13	32.5%
Somewhat important	11	27.5%
Somewhat unimportant	8	20.0%
Very unimportant	8	20.0%
Total	40	100.0%
Three Most Important	3	7.5%
Three Least Important	12	30.0%

Table 159: Support Bicycle Travel – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	14	60.9%	10	58.8%
	Unimportant	9	39.1%	7	41.2%
	Most	1	2.5%	2	5.0%
	Least	8	20.0%	4	10.0%

Table 160: Support Bicycle Travel – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	12	57.1%	12	63.2%
	Unimportant	9	42.9%	7	36.8%
	Most	3	7.5%	0	0.0%
	Least	6	15.0%	6	15.0%

Table 161: Support Bicycle Travel – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	7	41.2%	4	80.0%	10	83.3%	1	100.0%	2	66.7%	0	0.0%	0	0.0%
	Unimportant	10	58.8%	1	20.0%	2	16.7%	0	0.0%	1	33.3%	1	100.0%	1	100.0%
	Most	0	0.0%	1	2.5%	1	2.5%	1	2.5%	0	0.0%	0	0.0%	0	0.0%
	Least	6	15.0%	3	7.5%	0	0.0%	0	0.0%	1	2.5%	1	2.5%	1	2.5%

Table 162: Support Bicycle Travel – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Provide bike lanes or paved shoulders for traveling by bicycle	Important	19	63.3%	3	42.9%	1	50.0%	1	100.0%
	Unimportant	11	36.7%	4	57.1%	1	50.0%	0	0.0%
	Most	2	5.0%	1	2.5%	0	0.0%	0	0.0%
	Least	8	20.0%	3	7.5%	1	2.5%	0	0.0%

Provide sidewalks or intersection crossings for traveling by walking

Table 163: Support Pedestrian Travel – Total Sample

Provide sidewalks or intersection crossings for traveling by walking

	Frequency	Percentage
Very important	24	60.0%
Somewhat important	11	27.5%
Somewhat unimportant	4	10.0%
Very unimportant	1	2.5%
Total	40	100.0%
Three Most Important	7	17.5%
Three Least Important	1	2.5%

Table 164: Support Pedestrian Travel – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	21	91.3%	14	82.4%
	Unimportant	2	8.7%	3	17.6%
	Most	2	5.0%	5	12.5%
	Least	1	2.5%	0	0.0%

Table 165: Support Pedestrian Travel – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	17	81.0%	18	94.7%
	Unimportant	4	19.0%	1	5.3%
	Most	4	10.0%	3	7.5%
	Least	0	0.0%	1	2.5%

Table 166: Support Pedestrian Travel – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	15	88.2%	5	100.0%	11	91.7%	1	100.0%	2	66.7%	1	100.0%	0	0.0%
	Unimportant	2	11.8%	0	0.0%	1	8.3%	0	0.0%	1	33.3%	0	0.0%	1	100.0%
	Most	1	2.5%	1	2.5%	3	7.5%	1	2.5%	1	2.5%	0	0.0%	0	0.0%
	Least	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 167: Support Pedestrian Travel – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Provide sidewalks or intersection crossings for traveling by walking	Important	27	90.0%	6	85.7%	1	50.0%	1	100.0%
	Unimportant	3	10.0%	1	14.3%	1	50.0%	0	0.0%
	Most	7	17.5%	0	0.0%	0	0.0%	0	0.0%
	Least	1	2.5%	0	0.0%	0	0.0%	0	0.0%

Develop infrastructure to support new technologies such as self-driving cars

Table 168: Support New Technologies – Total Sample

Develop infrastructure to support new technologies such as self-driving cars

	Frequency	Percentage
Very important	4	10.0%
Somewhat important	17	42.5%
Somewhat unimportant	9	22.5%
Very unimportant	10	25.0%
Total	40	100.0%
Three Most Important	1	2.5%
Three Least Important	17	42.5%

Table 169: Support New Technologies – Age Crosstab

		AGE			
		Older		Younger	
		Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	11	47.8%	10	58.8%
	Unimportant	12	52.2%	7	41.2%
	Most	0	0.0%	1	2.5%
	Least	11	27.5%	6	15.0%

Table 170: Support New Technologies – Gender Crosstab

		GENDER			
		male		female	
		Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	12	57.1%	9	47.4%
	Unimportant	9	42.9%	10	52.6%
	Most	1	2.5%	0	0.0%
	Least	9	22.5%	8	20.0%

Table 171: Support New Technologies – Primary Travel Method Crosstab

		TRANSPORTATION METHOD													
		Car		Bus		Train or		Bike		Walk		Catch Ride		Other	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	8	47.1%	4	80.0%	8	66.7%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
	Unimportant	9	52.9%	1	20.0%	4	33.3%	1	100.0%	3	100.0%	1	100.0%	0	0.0%
	Most	0	0.0%	0	0.0%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Least	8	20.0%	2	5.0%	2	5.0%	1	2.5%	2	5.0%	1	2.5%	1	2.5%

Table 172: Support New Technologies – Party Crosstab

		PARTY							
		Democrat		Republican		Libertarian		Other	
		Count	%	Count	%	Count	%	Count	%
Develop infrastructure to support new technologies such as self-driving cars	Important	16	53.3%	5	71.4%	0	0.0%	0	0.0%
	Unimportant	14	46.7%	2	28.6%	2	100.0%	1	100.0%
	Most	1	2.5%	0	0.0%	0	0.0%	0	0.0%
	Least	12	30.0%	3	7.5%	2	5.0%	0	0.0%

Communication Methods

Participants were asked to evaluate how effective six communication methods were for DOTs to provide information to the respondents.

Local Television

Table 173: Effectiveness of DOTs Communicating Via Local Television – Total Sample

Local television		
	Frequency	Percentage
very effective	27	67.5%
somewhat effective	8	20.0%
somewhat ineffective	1	2.5%
very ineffective	4	10.0%
Total	40	100.0%

Table 174: Effectiveness of DOTs Communicating Via Local Television – Age Crosstab

Local television * AGE Crosstabulation					
			AGE		Total
			Older	Younger	
Local television	Effective	Count	22	13	35
		% within AGE	95.7%	76.5%	87.5%
	Ineffective	Count	1	4	5
		% within AGE	4.3%	23.5%	12.5%

Table 175: Effectiveness of DOTs Communicating Via Local Television – Gender Crosstab

Local television * GENDER Crosstabulation					
			GENDER		Total
			male	female	
Local television	Effective	Count	18	17	35
		% within GENDER	85.7%	89.5%	87.5%
	Ineffective	Count	3	2	5
		% within GENDER	14.3%	10.5%	12.5%

Table 176: Effectiveness of DOTs Communicating Via Local Television – Primary Travel Method Crosstab

Local television * TRANSPORTATION METHOD Crosstabulation										
			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
Local television	Effective	Count	16	5	9	1	2	1	1	35
		% within TRANSPORTATION METHOD	94.1%	100.0%	75.0%	100.0%	66.7%	100.0%	100.0%	87.5%
	Ineffective	Count	1	0	3	0	1	0	0	5
		% within TRANSPORTATION METHOD	5.9%	0.0%	25.0%	0.0%	33.3%	0.0%	0.0%	12.5%

Table 177: Effectiveness of DOTs Communicating Via Local Television – Party Crosstab

Local television * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
Local television	Effective	Count	27	7	1	0	35
		% within PARTY	90.0%	100.0%	50.0%	0.0%	87.5%
	Ineffective	Count	3	0	1	1	5
		% within PARTY	10.0%	0.0%	50.0%	100.0%	12.5%

Local Radio

Table 178: Effectiveness of DOTs Communicating Via Local Radio – Total Sample

Local radio

	Frequency	Percentage
very effective	16	40.0%
somewhat effective	10	25.0%
somewhat ineffective	7	17.5%
very ineffective	7	17.5%
Total	40	100.0%

Table 179: Effectiveness of DOTs Communicating Via Local Radio – Age Crosstab

Local radio * AGE Crosstabulation

			AGE		Total
			Older	Younger	
Local radio	Effective	Count	17	9	26
		% within AGE	73.9%	52.9%	65.0%
	Ineffective	Count	6	8	14
		% within AGE	26.1%	47.1%	35.0%

Table 180: Effectiveness of DOTs Communicating Via Local Radio – Gender Crosstab

Local radio * GENDER Crosstabulation

			GENDER		Total
			male	female	
Local radio	Effective	Count	13	13	26
		% within GENDER	61.9%	68.4%	65.0%
	Ineffective	Count	8	6	14
		% within GENDER	38.1%	31.6%	35.0%

Table 181: Effectiveness of DOTs Communicating Via Local Radio – Primary Travel Method Crosstab

Local radio * TRANSPORTATION METHOD Crosstabulation										
			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
Local radio	Effective	Count	9	4	9	0	2	1	1	26
		% within TRANSPORTATION METHOD	52.9%	80.0%	75.0%	0.0%	66.7%	100.0%	100.0%	65.0%
	Ineffective	Count	8	1	3	1	1	0	0	14
		% within TRANSPORTATION METHOD	47.1%	20.0%	25.0%	100.0%	33.3%	0.0%	0.0%	35.0%

Table 182: Effectiveness of DOTs Communicating Via Local Radio – Party Crosstab

Local radio * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
Local radio	Effective	Count	21	5	0	0	26
		% within PARTY	70.0%	71.4%	0.0%	0.0%	65.0%
	Ineffective	Count	9	2	2	1	14
		% within PARTY	30.0%	28.6%	100.0%	100.0%	35.0%

Local Newspaper

Table 183: Effectiveness of DOTs Communicating Via Local Newspaper – Total Sample

Local newspaper

	Frequency	Percentage
very effective	15	37.5%
somewhat effective	11	27.5%
somewhat ineffective	8	20.0%
very ineffective	6	15.0%
Total	40	100.0%

Table 184: Effectiveness of DOTs Communicating Via Local Newspaper – Age Crosstab

Local newspaper * AGE Crosstabulation

			AGE		Total
			Older	Younger	
Local newspaper	Effective	Count	17	9	26
		% within AGE	73.9%	52.9%	65.0%
	Ineffective	Count	6	8	14
		% within AGE	26.1%	47.1%	35.0%

Table 185: Effectiveness of DOTs Communicating Via Local Newspaper – Gender Crosstab

Local newspaper * GENDER Crosstabulation

			GENDER		Total
			male	female	
Local newspaper	Effective	Count	15	11	26
		% within GENDER	71.4%	57.9%	65.0%
	Ineffective	Count	6	8	14
		% within GENDER	28.6%	42.1%	35.0%

Table 186: Effectiveness of DOTs Communicating Via Local Newspaper – Primary Travel Method Crosstab

Local newspaper * TRANSPORTATION METHOD Crosstabulation										
			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
Local newspaper	Effective	Count	9	5	8	1	2	0	1	26
		% within TRANSPORTATION METHOD	52.9%	100.0%	66.7%	100.0%	66.7%	0.0%	100.0%	65.0%
	Ineffective	Count	8	0	4	0	1	1	0	14
		% within TRANSPORTATION METHOD	47.1%	0.0%	33.3%	0.0%	33.3%	100.0%	0.0%	35.0%

Table 187: Effectiveness of DOTs Communicating Via Local Newspaper – Party Crosstab

Local newspaper * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
Local newspaper	Effective	Count	20	5	1	0	26
		% within PARTY	66.7%	71.4%	50.0%	0.0%	65.0%
	Ineffective	Count	10	2	1	1	14
		% within PARTY	33.3%	28.6%	50.0%	100.0%	35.0%

State DOT Website

Table 188: Effectiveness of DOTs Communicating Via Website – Total Sample

State DOT website

	Frequency	Percentage
very effective	6	15.0%
somewhat effective	6	15.0%
somewhat ineffective	10	25.0%
very ineffective	18	45.0%
Total	40	100.0%

Table 189: Effectiveness of DOTs Communicating Via Website – Age Crosstab

State DOT website * AGE Crosstabulation

			AGE		Total
			Older	Younger	
State DOT website	Effective	Count	8	4	12
		% within AGE	34.8%	23.5%	30.0%
	Ineffective	Count	15	13	28
		% within AGE	65.2%	76.5%	70.0%

Table 190: Effectiveness of DOTs Communicating Via Website – Gender Crosstab

State DOT website * GENDER Crosstabulation

			GENDER		Total
			male	female	
State DOT website	Effective	Count	5	7	12
		% within GENDER	23.8%	36.8%	30.0%
	Ineffective	Count	16	12	28
		% within GENDER	76.2%	63.2%	70.0%

Table 191: Effectiveness of DOTs Communicating Via Website – Primary Travel Method Crosstab

State DOT website * TRANSPORTATION METHOD Crosstabulation										
			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
State DOT website	Effective	Count	6	1	3	0	2	0	0	12
		% within TRANSPORTATION METHOD	35.3%	20.0%	25.0%	0.0%	66.7%	0.0%	0.0%	30.0%
	Ineffective	Count	11	4	9	1	1	1	1	28
		% within TRANSPORTATION METHOD	64.7%	80.0%	75.0%	100.0%	33.3%	100.0%	100.0%	70.0%

Table 192: Effectiveness of DOTs Communicating Via Website – Party Crosstab

State DOT website * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
State DOT website	Effective	Count	10	1	1	0	12
		% within PARTY	33.3%	14.3%	50.0%	0.0%	30.0%
	Ineffective	Count	20	6	1	1	28
		% within PARTY	66.7%	85.7%	50.0%	100.0%	70.0%

State DOT Highway Signs

Table 193: Effectiveness of DOTs Communicating Via Highway Signs – Total Sample

State DOT signs on major highways

	Frequency	Percentage
very effective	10	25.0%
somewhat effective	18	45.0%
somewhat ineffective	6	15.0%
very ineffective	6	15.0%
Total	40	100.0%

Table 194: Effectiveness of DOTs Communicating Via Highway Signs – Age Crosstab

State DOT signs on major highways * AGE Crosstabulation

			AGE		Total
			Older	Younger	
State DOT signs on major highways	Effective	Count	15	13	28
		% within AGE	65.2%	76.5%	70.0%
	Ineffective	Count	8	4	12
		% within AGE	34.8%	23.5%	30.0%

Table 195: Effectiveness of DOTs Communicating Via Highway Signs – Gender Crosstab

State DOT signs on major highways * GENDER Crosstabulation

			GENDER		Total
			male	female	
State DOT signs on major highways	Effective	Count	14	14	28
		% within GENDER	66.7%	73.7%	70.0%
	Ineffective	Count	7	5	12
		% within GENDER	33.3%	26.3%	30.0%

Table 196: Effectiveness of DOTs Communicating Via Highway Signs – Primary Travel Method Crosstab

State DOT signs on major highways * TRANSPORTATION METHOD Crosstabulation										
			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
State DOT signs on major highways	Effective	Count	11	3	9	1	2	1	1	28
		% within TRANSPORTATION METHOD	64.7%	60.0%	75.0%	100.0%	66.7%	100.0%	100.0%	70.0%
	Ineffective	Count	6	2	3	0	1	0	0	12
		% within TRANSPORTATION METHOD	35.3%	40.0%	25.0%	0.0%	33.3%	0.0%	0.0%	30.0%

Table 197: Effectiveness of DOTs Communicating Via Highway Signs – Party Crosstab

State DOT signs on major highways * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
State DOT signs on major highways	Effective	Count	22	4	2	0	28
		% within PARTY	73.3%	57.1%	100.0%	0.0%	70.0%
	Ineffective	Count	8	3	0	1	12
		% within PARTY	26.7%	42.9%	0.0%	100.0%	30.0%

State DOT Public Meetings

Table 198: Effectiveness of DOTs Communicating Via Public Meetings – Total Sample

State DOT public meetings

	Frequency	Percentage
very effective	8	20.0%
somewhat effective	5	12.5%
somewhat ineffective	13	32.5%
very ineffective	14	35.0%
Total	40	100.0%

Table 199: Effectiveness of DOTs Communicating Via Public Meetings – Age Crosstab

State DOT public meetings * AGE Crosstabulation

			AGE		Total
			Older	Younger	
State DOT public meetings	Effective	Count	10	3	13
		% within AGE	43.5%	17.6%	32.5%
	Ineffective	Count	13	14	27
		% within AGE	56.5%	82.4%	67.5%

Table 200: Effectiveness of DOTs Communicating Via Public Meetings – Gender Crosstab

State DOT public meetings * GENDER Crosstabulation

			GENDER		Total
			male	female	
State DOT public meetings	Effective	Count	3	10	13
		% within GENDER	14.3%	52.6%	32.5%
	Ineffective	Count	18	9	27
		% within GENDER	85.7%	47.4%	67.5%

Table 201: Effectiveness of DOTs Communicating Via Public Meetings – Primary Travel Method Crosstab

State DOT public meetings * TRANSPORTATION METHOD Crosstabulation										
			TRANSPORTATION METHOD							Total
			Car	Bus	Train or Subway	Bike	Walk	Catch Ride	Other	
State DOT public meetings	Effective	Count	5	2	4	0	1	1	0	13
		% within TRANSPORTATION METHOD	29.4%	40.0%	33.3%	0.0%	33.3%	100.0%	0.0%	32.5%
	Ineffective	Count	12	3	8	1	2	0	1	27
		% within TRANSPORTATION METHOD	70.6%	60.0%	66.7%	100.0%	66.7%	0.0%	100.0%	67.5%

Table 202: Effectiveness of DOTs Communicating Via Public Meetings – Party Crosstab

State DOT public meetings * PARTY Crosstabulation							
			PARTY				Total
			Democrat	Republican	Libertarian	Other	
State DOT public meetings	Effective	Count	12	1	0	0	13
		% within PARTY	40.0%	14.3%	0.0%	0.0%	32.5%
	Ineffective	Count	18	6	2	1	27
		% within PARTY	60.0%	85.7%	100.0%	100.0%	67.5%

Appendix A: Copy of Moderator's Guide

The following moderator's guide was used for both dial-testing groups. It is important to understand that all groups are different and that moderators may obtain the best results by lightly guiding the group discussion while also allowing participants the freedom to interject comments on the subject being discussed. Thus moderators use guides that cover topics of interest, but these are much different than surveys.

Moderator's Introduction (5 minutes) **(0 to 5)**

- Explain why we are meeting
- Introduce Jim (dial testing expert) and American Association of State Highway and Transportation Officials Communications Director Lloyd Brown (highway expert)
- We are going to discuss many things today, but most are related to how people and goods are transported and how we pay for this
- My only interest is in accurately capturing respondents' thoughts and opinions, all opinions are valid
- In other words, I don't care *what* your opinions are, but I care very much that I *accurately capture* what they are
- No last names will be used in any reports
- In some cases you may strongly agree with the comments on the video and in other cases you may strongly disagree
- Both options are fine, but it is very important that you are honest with your evaluations.
- Discuss purpose for audio recordings
 - helps with report writing
 - and perhaps review by client

Turn on recorder(s)

Initial Survey (10 minutes) **(5 to 15)**

- Now, before we start the videos, I'd first like you to spend a few minutes completing a survey. This will also give you some ideas of what we will be covering today.
- When you have completed the survey, give it back to me.

Dial Testing Instructions and Demographics (15 Minutes)**(15 to 30)**

- Jim will teach the participants how to use the dials and give them some practice.
- Jim will then ask the participants some personal questions with the dial testing equipment (no video needed). Participants will be told, “Remember, you are completely anonymous. These questions will let us see if people in particular groups have similar perspectives when it comes to transportation issues.”
 - What is your Gender?
 - FEMALE
 - MALE
 - Roughly how many miles do you personally drive a year? Just give your best guess
 - LESS THAN 10,000
 - 10,000 TO 14,999
 - 15,000 OR MORE
 - NO IDEA
 - Where do you live?
 - DISTRICT OF COLUMBIA
 - MARYLAND
 - VIRGINIA
 - OTHER
 - How do you typically get from one place to another? Please select the option you use most frequently.
 - DRIVE A CAR
 - TAKE A BUS
 - TAKE A TRAIN OR SUBWAY
 - RIDE A BIKE
 - WALK
 - RIDE WITH SOMEONE ELSE
 - OTHER
 - What is the highest level of education you have completed?
 - LESS THAN HIGH SCHOOL
 - HIGH SCHOOL OR GED
 - SOME COLLEGE
 - COLLEGE GRADUATE
 - GRADUATE OR PROFESSIONAL DEGREE

- What is your yearly HOUSEHOLD income?
 - LESS THAN \$49,999
 - \$50,000-\$74,999
 - \$75,000-\$99,999
 - \$100,000-\$149,999
 - MORE THAN \$150,000
- When it comes to social issues, would you consider yourself to be a?
 - STRONGLY LIBERAL
 - SOMEWHAT LIBERAL
 - MIDDLE OF THE ROAD MODERATE
 - SOMEWHAT CONSERVATIVE
 - STRONGLY CONSERVATIVE
- When it comes to economic or fiscal issues, would you consider yourself to be a?
 - STRONGLY LIBERAL
 - SOMEWHAT LIBERAL
 - MIDDLE OF THE ROAD MODERATE
 - SOMEWHAT CONSERVATIVE
 - STRONGLY CONSERVATIVE
- With which political party do you most identify?
 - GREEN PARTY
 - DEMOCRAT
 - OTHER
 - LIBERTARIAN
 - REPUBLICAN

Primary Dial Testing Session (20 Minutes)**(30 to 50)**

- Assume it is a month before the next election. Your department of transportation has an initiative on the ballot that will increase taxes or fees in order to improve transportation services.
- As you hear each message, please use the dial to indicate if the words being spoken would make you more or less likely to vote for the initiative. Twist it all the way to the left if the words would make you much less likely to support the initiative. If it would make you slightly less likely to support the initiative, twist it a quarter to the left. If it would make no difference at all, point it straight up. If what you are hearing would make you slightly more likely to support the initiative, twist the dial a quarter to the right. If what you are hearing would make you much more likely to support the initiative, twist the dial all the way to the right.
- So left if the message would make you less likely to support the initiative and right if the message would make you more likely to support it. The further you twist the dial, the stronger you feel. And center the dial if the message wouldn't affect you either way.
- Some of the messages you hear may have parts with which you will support and parts you will not. Go ahead and twist the dial to indicate your feelings for each part.
- The biggest challenge to this exercise is to pay attention to each message. The video is just under 20 minutes, so it is not too long.
- Any questions? OK, we are going to start with the messages from your Department of Transportation.

Discuss the Messages**(50 to 80)**

We are fortunate to have Lloyd Brown with us today, he is an expert in transportation issues and solutions across the United States. We're now going to discuss the messages you just saw in the video and Lloyd is available to answer any questions you may have.

- First, was there anything that was confusing about the videos?
- What did you hear that you liked?
- What did you hear that you disliked?

Secondary Dial Testing Session (20 Minutes)**(80 to 100)**

- Now that you have had the opportunity to ask questions about the messages, we are going to play the video again.
- The same assumptions apply. Assume it is a month before the next election. Your department of transportation has an initiative on the ballot that will increase taxes or fees in order to improve transportation services.
- As you did before, please use the dial to indicate if the words being spoken would make you more or less likely to vote for the initiative. Twist it all the way to the left if the words would make you much less likely to support the initiative. If it would make you slightly less likely to support the initiative, twist it a quarter to the left. If it would make no difference at all, point it straight up. If what you are hearing would make you slightly more likely to support the initiative, twist the dial a quarter to the right. If what you are hearing would make you much more likely to support the initiative, twist the dial all the way to the right.
- Some of the messages you hear may have parts with which you will support and parts you will not. Go ahead and twist the dial to indicate your feelings for each part.

[repeat video from before]

Close (10 Minutes)**(100 to 110)**

- You have been very helpful and I thank you for your input.
- I have one last set of surveys for you to complete.
- Once you have finished the survey, please bring it to me and I'll mark you off on the list to make sure you are paid.
- Thank you again for honestly sharing your opinions.

Appendix B: Pre-Discussion Survey

Please answer the questions on the following pages. It is very important to us that you answer honestly. The opinion questions are simply opinions; there are not right or wrong answers.

Please select the answer that is closest to your opinion.

Assume your state has a funding initiative on the ballot that would slightly increase taxes to provide more money to your state’s Department of Transportation (**DOT**). For each of the following, please indicate if these changes would make you more or less likely to vote for the measure.

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative <u>required</u> the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles					
If the initiative <u>forbid</u> the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles					
If you knew your state’s fuel taxes were in the <u>lowest</u> 10% in the US					
If you knew your state’s fuel taxes were in the <u>highest</u> 10% in the US					
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects					
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally					
If the initiative required the DOT to make efficient traffic (less congestion) a priority					
If the initiative made the DOT more accountable to the citizens for how the money was spent					
If the priority was placed on measures to improve safety.					
If it increased your mobility (your ability to get from one place to another)					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative <u>required</u> the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.					
If the initiative <u>forbid</u> the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.					
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.					
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.					
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$5 per month					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about \$20 per month					

Thank you. Once you have completed all the questions, please turn in your sheet to the moderator so he will know you are finished.

Appendix C: Post-Discussion Survey

Please answer the questions on the following pages. It is very important to us that you answer honestly. The opinion questions are simply opinions; there are not right or wrong answers. Please select the answer that is closest to your opinion.

Note that the first set of questions is similar to those you answered earlier. Now that we have discussed the issues, we would like to know your current opinions on these issues. It is perfectly fine to keep your answers the same or to change some or all of your answers. We want to know what you think as of right now.

Assume your state has a funding initiative on the ballot that would slightly increase taxes to provide more money to your state’s Department of Transportation (**DOT**). For each of the following, please indicate if these changes would make you more or less likely to vote for the measure.

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative <u>required</u> the DOT to spend 5% of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles					
If the initiative <u>forbid</u> the DOT to spend any of their funds on environmentally sensitive alternatives such as bike paths and electric public transit vehicles					
If you knew your state’s fuel taxes were in the <u>lowest</u> 10% in the US					
If you knew your state’s fuel taxes were in the <u>highest</u> 10% in the US					
If the initiative listed five specific transportation improvements that would tackled first if the initiative passed					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative guaranteed the funding would first be used to maintain existing roads before starting any new projects					
If the initiative ensured that local (city and county) governments would have greater say in how the money was spent locally					
If the initiative required the DOT to make efficient traffic (less congestion) a priority					
If the initiative made the DOT more accountable to the citizens for how the money was spent					
If the priority was placed on measures to improve safety.					
If it increased your mobility (your ability to get from one place to another)					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the initiative <u>required</u> the DOT to spend 5% of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.					
If the initiative <u>forbid</u> the DOT to spend any of their funds on new technologies such as providing infrastructure enabling self-driving cars to operate in your state.					
If the initiative required the DOT to spend 100% of the additional funds on maintaining current highways and bridges.					
If the initiative required the DOT to spend 100% of the additional funds on new highways and bridges.					
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about <u>\$5 per month</u>					

	This would make me <i>much more likely</i> to support the initiative	This would make me <i>somewhat more likely</i> to support the initiative	This would <i>have no impact</i> on my willingness to support the initiative	This would make me <i>somewhat less likely</i> to support the initiative	This would make me <i>much less likely</i> to support the initiative
If the funding mechanism (tax increase or new tax) in the initiative would personally cost you about <u>\$20 per month</u>					

We would like to understand your transportation priorities. We understand you are not an expert on transportation infrastructure, but we would like to better understand your priorities as a user of these services and as a citizen. Please tell us how important you believe it is for your state Department of Transportation (DOT) to do the following:

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Keep the surface of major highways in good condition				
Keep the surface of other state highways in good condition				
Keep bridges in good condition				

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Minimize congestion on highways				
Manage snow and ice on highways				
Keep the shoulders on highways in good condition				
Mow and trim trees, grass, and weeds along highways				
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways				
Provide signs along highway that are easy to understand				
Provide bright signs				
Provide bright striping on highways				
Support your options for traveling by air				
Support your options for traveling by public transit such as busses, vans, or light rail				
Support your options for traveling by Amtrak				
Provide bike lanes or paved shoulders for traveling by bicycle				

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Provide sidewalks or intersection crossings for traveling by walking				
Develop infrastructure to support new technologies such as self-driving cars				

Out of all of those options, which three are the most important to you? You can show this by placing a plus (+) to the left of the item.

Out of all the options, which three are the least important to you? You can show this by placing a minus (-) to the left of the item.

If your state Department of Transportation (DOT) wanted to let you know about an upcoming funding initiative, what would be the most effective way for them to personally reach you?

	This is a very effective way to communicate to me	This is a somewhat effective way to communicate to me	This is a somewhat ineffective way to communicate to me	This is a very ineffective way to communicate to me
Local television				
Local radio				
Local newspaper				
State DOT website				
State DOT signs on major highways				
State DOT public meetings				

Thank you. Once you have completed all the questions, please turn in your sheet to the moderator and he will make sure you are paid as a token of our appreciation for your time and cooperation.

Have a great day!