



MARKET  
& OPINION  
RESEARCH  
SERVICES

811 First Avenue  
Suite 451  
Seattle, WA 98104  
(206) 652-2454 TEL  
(206) 652-5022 FAX

436 14th Street  
Suite 820  
Oakland, CA 94612  
(510) 844-0680 TEL  
(510) 844-0690 FAX

4041 North High Street  
Suite 300M  
Columbus, OH 43214  
(614) 268-1660 TEL

[EMCresearch.com](http://EMCresearch.com)

# Washington State Transportation Commission Statewide Survey Fall 2011



Washington State  
Transportation Commission



## Goal

*To provide WSTC, the Governor, and the Legislature with clear data about the attitudes, perceptions, and priorities that drive residents' thinking about transportation and transportation funding. The data and analysis will help inform specific transportation funding, program and project decisions.*

## Approach

- *Reach out to 100,000 adult residents in Washington state to invite them to participate.*
- *Complete a minimum of 5,000 demographically representative interviews across the state through a web and phone survey.*
- *Target interviews by the 14 RTPOs so that each region of the state has statistically significant data for regional comparisons.*

# Invitation Postcard



Washington State  
Transportation Commission

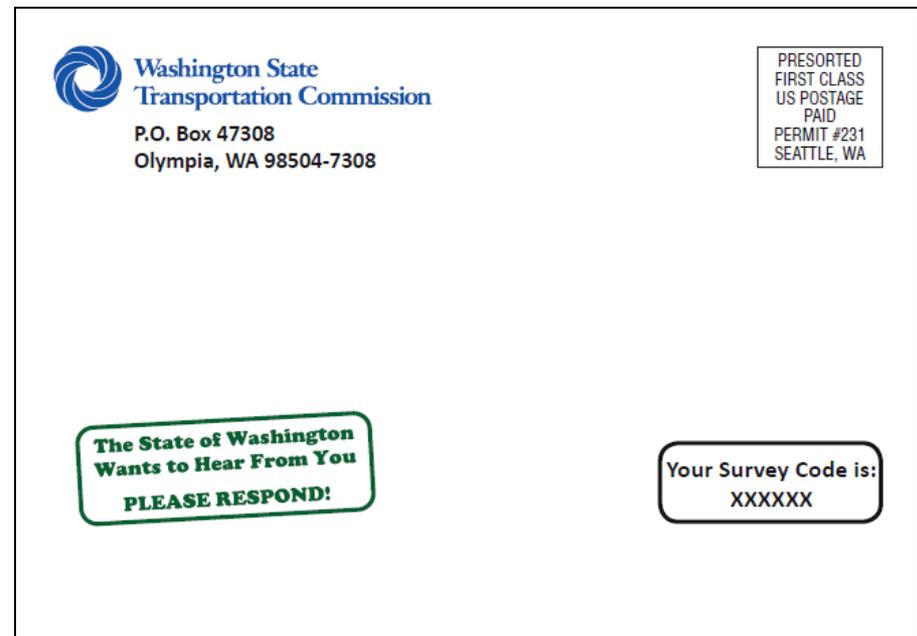
This **official state survey** is your chance to let the Legislature, Governor and policy makers know what transportation priorities are most important to you AND help determine the future of your local, regional, and statewide transportation system.

Please visit [www.WSTCSurvey.org](http://www.WSTCSurvey.org) and enter the survey code on the front of this postcard to take this confidential web survey. If you do not have internet access, please call 1-888-760-4956 to be sure your voice is heard. Thank You!

You can visit WSTC's website ([www.wstc.wa.gov](http://www.wstc.wa.gov)) for more information.

**WE NEED YOUR HELP DECIDING THE FUTURE OF  
OUR STATE'S TRANSPORTATION SYSTEM**

- Mailed to 100,000 households across the state.



Washington State  
Transportation Commission

P.O. Box 47308  
Olympia, WA 98504-7308

PRESORTED  
FIRST CLASS  
US POSTAGE  
PAID  
PERMIT #231  
SEATTLE, WA

**The State of Washington  
Wants to Hear From You  
PLEASE RESPOND!**

Your Survey Code is:  
XXXXXX

# Interviews by RTPO

RTPO	Counties	Interviews
<b>NE Washington</b>	Ferry, Stevens, and Pend Oreille Counties	300
<b>Spokane</b>	Spokane	400
<b>SW Washington RT Council</b>	Clark, Klickitat, and Skamania	400
<b>Yakima Valley Conf. of Gov.</b>	Yakima	300
<b>SW Washington RTPO</b>	Cowlitz, Grays Harbor, Lewis, Pacific, Wahkiahum	300
<b>Thurston</b>	Thurston	300
<b>B/F/Walla Walla</b>	Benton, Franklin, and Walla Walla	300
<b>Skagit /Island</b>	Skagit and Island (plus San Juan county)	300
<b>Whatcom</b>	Whatcom	300
<b>Palouse</b>	Asotin, Columbia, Garfield, and Whitman	300
<b>North Central RTPO</b>	Chelan, Douglas, and Okanogan	300
<b>Peninsula RTPO</b>	Clallam, Jefferson, Kitsap, and Mason	300
<b>Puget Sound Reg. Council</b>	King, Kitsap, Pierce, and Snohomish	900
<b>QuadCo</b>	Adams, Grant, Kittitas, and Lincoln	300
<b>TOTAL</b>		5,000

## Content

### Values/Priority Driven

- *Designed to better understand residents' "relationship" with the transportation system.*
- *Not about specific projects/packages, but rather understanding the underlying needs & priorities that drive residents' attitudes about transportation & transportation funding.*
- **Expectations:** What do they want from the transportation system? What do they think it should do, what priorities do they want it to serve?
- **Performance:** How do they think it is performing right now? Where it is failing to meet their expectations? What are the problems and how urgent are they?
- **Value:** How do they think it benefits them/others? Where do they perceive the value/benefits to be? Are they willing to invest in the system to realize those benefits?
- **Trust:** Do they believe investing more will actually make a difference?

# What's different about this survey?



## Approach

**Address Based Sampling** – significant advantages over other approaches

- Covers roughly 97% of homes in the state
- Eliminates the problem of reaching cell-only households, unlisted numbers, and people without internet access

**Large Sample** – minimum of 5,000 interviews

- Statistically significant samples in all 14 RTPOs allowing for detailed regional comparisons
- Robust demographic subgroup samples (age, gender, ethnicity, income, etc.) allowing for in-depth analysis of differences in attitudes and priorities

**Current** – existing data is dated

- There has not been a recent statewide transportation survey of residents to assess how attitudes/values have changed as a result of the radically different environment we're in

**BONUS: Public Outreach** – research plus engagement

- In addition to reaching out to 100,000 residents for the randomized survey, there will be a public version of the survey that will serve as an outreach tool to engage citizens across the state and increase awareness of transportation issues

Task	Schedule
Survey Development	Complete
Survey Pretest	In progress
Postcard Mailing	Mid September
Data Collection	Mid Sept-Early October
Public Survey	Late Sept -Mid October
Analysis/Reporting	Mid Oct -Mid November
Interim Reports	Ongoing during data collection
Presentations to Agency, Task Force, Legislature and other stakeholders	Late October thru Early December

**THANK YOU!**

**For More Information Contact:**

Reema Griffith, Executive Director

Washington State Transportation Commission

360.705.7070

OR

Ian Stewart, Vice President

EMC Research, Inc.

206.652.2454