

STATE ROUTE 167 and TACOMA NARROWS BRIDGE SURVEYS

SUMMARY REPORT

Prepared for the Washington State Department of Transportation

Prepared by PRR, Inc.

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KEY FINDINGS

Users are more supportive of tolling for construction than for traffic management

- TNB users, irrespective of whether they had a Good To Go!TM account or not, agreed more with tolling for construction as compared to tolling for traffic management.
- SR 167 users with a Good To Go!TM account equally agreed with tolling for construction and tolling for traffic management.
- SR 167 GPL users who did not have a Good To Go!TM account were found to agree more with tolling for construction as compared to tolling for traffic management.
- SR 167 carpoolers without a Good To Go!TM account equally agreed with tolling for construction and tolling for traffic management.

Opinions toward tolling have become more positive for those with a Good To Go!TM account

- Of those who had changed their opinion of tolling since the new Tacoma Narrows Bridge opened, the majority (70.3%) of TNB users who had a Good To Go!TM account reported their opinion becoming more positive. However, over two-thirds (68.1%) of TNB users who did not have a Good To Go!TM account reported becoming more negative toward tolling.
- Of those who had changed their opinion of tolling since HOT lanes opened on SR 167, more SR 167 users who had a Good To Go!TM account reported their opinion becoming more positive about tolling as compared to those who did not have a Good To Go!TM account.
 - The majority (70.4%) of SR 167 users who had a Good To Go!TM account reported becoming more positive toward tolling.
 - Over half (55.2%) of SR 167 carpoolers who did not have a Good To Go!TM account reported becoming more positive toward tolling.
 - Less than half (47.4%) of SR 167 GPL users who did not have a Good To Go!TM reported their opinion becoming more positive toward tolling.

Only about a third of TNB users report increasing their bridge use after the completion of the new bridge

- Close to a third (31%) of TNB users who had a Good To Go!TM account reported that their use of the bridge had increased after the completion of the new bridge. A comparable percent (34.7%) of TNB users who did not have a Good To Go!TM account reported that their use of the bridge had increased after the completion of the new bridge. Of them, many TNB users, irrespective of whether they had a Good To Go!TM account or not, reported that their bridge use had increased due to less congestion.

Some attributed their increase in bridge use to change in their travel needs and/or greater sense of safety on the bridge.

- Almost a tenth (9.4%) of TNB users who had a Good To Go!TM account reported that their use of the bridge had decreased after the completion of the new bridge. In comparison, over a tenth (13.2%) of TNB users who did not have a Good To Go!TM account reported that their use of the bridge had decreased after the completion of the new bridge.
- Almost three-fifths (59%) of TNB users who had a Good To Go!TM account reported that their bridge use had decreased because toll amount was too high. In comparison, two-fifths (39.5%) of those who did not have a Good To Go!TM account attributed it to expensive toll.

Introduction of HOT lanes on SR 167 has resulted in reported decrease in congestion, greater sense of safety and greater likelihood to carpool for many

- Of those who said the introduction of HOT lanes had affected their experience of congestion (n = 144), many (48% or more) regardless of whether they had a Good To Go!TM account or not, reported a decrease in congestion.
- Of those who said the introduction of HOT lanes had affected their experience of safety (n = 86), many (50% or more) regardless of whether they had a Good To Go!TM account or not, reported feeling safer.
- Of those who said the introduction of HOT lanes had affected their experience with regard to their likelihood to carpool (n = 69), many (53% or more) regardless of whether they had a Good To Go!TM account or not, reported that they were more likely to carpool.
- Of those who said the introduction of HOT lanes had affected their experience with regard to their likelihood to use transit, most (71%; n = 14) of SR 167 users who had a Good To Go!TM account reported that they were less likely to use transit.
- Of those who said the introduction of HOT lanes had affected their experience of stress (n = 178), HOT lanes on SR 167 had reduced stress for many (79.7%) of those with a Good To Go!TM account and increased stress for many (67% or more) of those without an account.
- Of those who said the introduction of HOT lanes had affected their experience (n = 876), over half (53%) of those who had a Good To Go!TM account reported that HOT lanes had resulted in better travel time, while many (56% or more) of those who did not have a Good To Go!TM account reported that their travel time was about the same.

Many agree that HOT lanes on SR 167 are beneficial

- Over half of SR 167 users, irrespective of whether they had a Good To Go!TM account agreed that:
 - HOT lanes allowed them to make a faster trip when GPL are congested
 - Allowing single drivers to use carpool lanes by paying a toll is a good idea
 - Signage for the HOT lanes is easy to understand
 - HOT lanes should be opened on other freeways in our region
 - HOT lane rules are followed by most drivers
 - HOT lanes create incentives to carpool or take the bus.
 - HOT lanes relieve traffic congestion.
 - HOT lanes are fair to those with low incomes.
 - HOT lanes do not slow down transit and carpools.
 - The SR 167 HOT lanes should have a toll and should not be open to all drivers for free, at all times.
- Safety on SR 167 was an area of concern for SR 167 users irrespective of whether they had a Good To Go!TM account. It was found that 50% or more of SR 167 users had reported that HOT lanes did not improve roadway safety.

Most have not thought about getting a Good To Go!TM account

- Three-fifths (60.3%) of TNB users who did not have a Good To Go!TM account said that they had not thought about one. Their top reason for not getting a Good To Go!TM account was that they did not use the bridge that often to make the investment worthwhile (68.3%).
- As for SR 167 users who did not have a Good To Go!TM account, over three-fourths (78.7%) of SR 167 carpoolers and a vast majority (92.7%) SR 167 GPL users reported not thinking about getting a Good To Go!TM account.
 - For SR 167 GPL users, their top two reasons for not getting a Good To Go!TM account included: they did not use SR 167 during congested times (32.6%), and they did not travel enough on SR 167 (18.9%).
 - For SR 167 carpoolers, their top two reasons included: they carpoled all/most of the time and did not need to pay toll (42%), and they did not use SR 167 during congested times (35%).

INTRODUCTION AND METHODOLOGY

Introduction

*Good To Go!*TM is Washington State's electronic tolling system that uses some of the most advanced technology available to keep traffic moving with no toll booths, no stopping, and no slowing down. One can set up a prepaid *Good To Go!*TM account by either purchasing a transponder to mount in their vehicle or registering their license plate for photo identification. When driving on a tolled facility, the transponder or license plate is scanned and the correct toll is deducted from their prepaid account. Automatic replenishment by authorizing payments from one's bank account or credit card allows for easily managing of the *Good To Go!*TM account. *Good To Go!*TM tolling was implemented on the new Tacoma Narrows Bridge in July 2007 and on the SR 167 HOT lanes in 2008.

HOT lanes are HOV lanes (for carpools of two or more, vanpools and buses) that are also open to solo drivers who pay a toll. Toll rates adjust electronically to ensure that traffic in the HOT lane is free flowing (at least 45 miles per hour 90 percent of the time) even when the regular lanes are congested. Today, the SR 167 HOT lanes are working as a tool to help ease congestion by using an electronic tolling system called *Good To Go!*TM and boasts of over 60,000 *Good To Go!*TM users already. Over 70% of drivers crossing the Tacoma Narrows Bridge use the *Good To Go!*TM pass to pay the toll automatically. The new bridge also has provisions to pay manually at toll booths on the new bridge.

In order to further propagate the benefits of *Good To Go!*TM tolling, WSDOT is interested in re-engaging the public, enhancing their awareness about HOT lanes and *Good To Go!*TM tolling, and increasing their usage. As a part of this endeavor, WSDOT in collaboration with PRR conducted a telephone survey and an online survey to learn and understand the opinions of those who travel across the new Tacoma Narrows Bridge or on State Route 167, and how opinions varied for those who already had a *Good To Go!*TM account versus those who do not.

Methodology

This section of the report provides a brief overview of the methods used. Please see Appendix A for an in-depth presentation of the methodology.

In order to conduct the study, it was necessary to identify a pool of SR 167 users and a pool Tacoma Narrows Bridge users, and who could be further classified on the basis of whether they had a *Good To Go!*TM account or not. WSDOT contacted those who had a *Good To Go!*TM account (this included TNB users as well as SR 167 users) via email, and included a link to the online survey as a part of this email. Those without a *Good To Go!*TM account were contacted as a part of the random digit dialing phone sample that was selected from specific zip codes (this included TNB users as well as SR 167 users). Please see Appendix A for further details.

The sample segments were as follows, with the number of completed surveys indicated in parentheses:

- TNB Users:

Draft 8: Subject to Revisions; Not in Final Print Layout

- TNB users who had a *Good To Go!*TM account (n = 12,807)
- TNB users who did not have a *Good To Go!*TM account (n = 300)
- SR 167 Users:
 - SR 167 users who had a *Good To Go!*TM account (n = 336)
 - SR 167 general purpose lanes (GPL) users who did not have a *Good To Go!*TM account (n = 301)
 - SR 167 carpoolers who did not have a *Good To Go!*TM account (n = 300)

ATTITUDES TOWARD TOLLING IN GENERAL

A. Attitudes towards tolling in general

More than half agree that tolls are an appropriate way to pay for construction, operation and maintenance of new facilities

Respondents were asked (on a scale of 1 to 7, with 1 = highly disagree and 7 = highly agree) about how much they agreed with the statement - *'Tolls are an appropriate way to pay for the construction, operation and maintenance of new road facilities.'*

With regard to TNB users, over half (56%) who had a *Good To Go!*TM account agreed (5, 6 or 7 on the 7-point scale) with this statement (23.2% 'highly' agreed; 7 on the scale). In comparison, over three-fifths (62.9%) of TNB users who did not have a *Good To Go!*TM account agreed with it (30.3% 'highly' agreed). Further it was found that female TNB users who did not have a *Good To Go!*TM account (69.5%) were more likely to agree with this statement as compared to their male counterparts (54.8%).¹

As for SR 167 users, close to three-fifths (57.4%) who had a *Good To Go!*TM account agreed (5, 6 or 7 on the 7-point scale) with this statement (26.3% 'highly' agreed; 7 on the scale). In comparison, of those who did not have a *Good To Go!*TM account, half (50.5%; of this, 22.6% 'highly' agreed) of SR 167 GPL users and over half (52%; of this, 25.3% 'highly' agreed) of SR 167 carpoolers agreed with it. Of those SR 167 GPL users who did not have a *Good To Go!*TM account, women (57.5%) were found to be more likely to agree with this statement as compared to men (44.4%).²

Some agree that tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes

Respondents were asked on a scale of 1 to 7 (with 1 = highly disagree and 7 = highly agree) about how much they agreed with the statement *'Tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes.'*

With regard to TNB users, close to a third (31.6%) who had a *Good To Go!*TM account agreed (5, 6 or 7 on the 7-point scale) with it (10.1% 'highly' agreed; 7 on the scale). In comparison, half (49.3%) of TNB users who did not have a *Good To Go!*TM account agreed with it (22.3% 'highly' agreed). Further, it was found that female TNB users who had a *Good To Go!*TM account (34%) were more likely to agree with this statement as compared to their male counterparts (30.2%).³

¹ Cramer's V = .214; p = .033

² Cramer's V = .214; p = .033

³ Cramer's V = .135; p = .000

As for SR 167 users, over three-fifths (61.4%) who had a *Good To Go!*TM account agreed (5, 6 or 7 on the 7-point scale) with the statement on tolling for traffic management (25.8% highly' agreed; 7 on the scale). In comparison, over two-fifths (46.2%; of this, 16.6% 'highly' agreed) of SR 167 GPL users who did not have a *Good To Go!*TM account agreed with it. As for SR 167 carpoolers who did not have a *Good To Go!*TM account, close to a half (49%; of this, 20.7% 'highly' agreed) of them agreed with the statement on tolling for traffic management.

More agree with tolling for construction as compared to tolling for traffic management

When TNB users' agreement regarding tolling for traffic management is compared with their agreement with tolling for construction, it may be said that, irrespective of whether they had a *Good To Go!*TM account or not, TNB users agree more with tolling for construction as compared to tolling for traffic management.⁴ For TNB users with a *Good To Go!*TM account, the mean agreement score was 4.59 (on a scale of 1 to 7) for tolling for construction as compared to 3.39 for tolling for traffic management. For TNB users without a *Good To Go!*TM account, mean agreement score was 4.7 for tolling for construction as compared to 4.15 for tolling for traffic management.

As for SR 167 users, SR 167 users with a *Good To Go!*TM account equally agreed with tolling for construction and tolling for traffic management. Their mean agreement score was 4.65 for tolling for construction and 4.69 for tolling for traffic management.

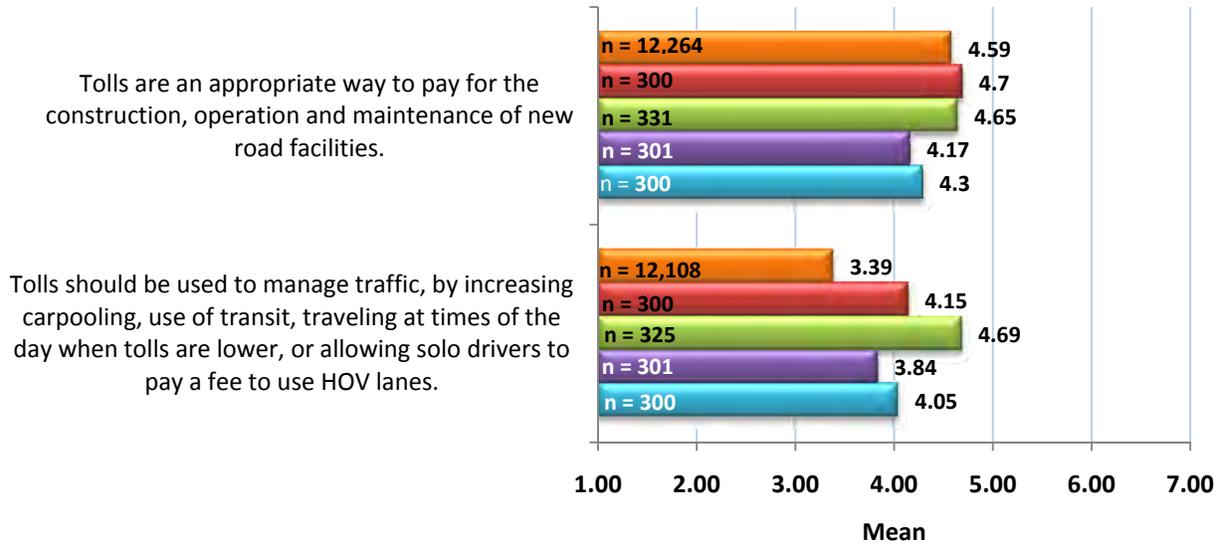
However, like TNB users, SR 167 GPL users who did not have a *Good To Go!*TM account were found to agree more with tolling for construction as compared to tolling for traffic management.⁵ For SR 167 GPL users without a *Good To Go!*TM account, mean agreement score was 4.17 (on a scale of 1 to 7) for tolling for construction as compared to 3.84 for tolling for traffic management.

For SR 167 carpoolers without a *Good To Go!*TM account, even though the difference in means was not statistically significant, they were found to agree more with tolling for construction as compared to tolling for traffic management. Their mean agreement score was 4.3 for tolling for construction as compared to 4.05 for tolling for traffic management.

⁴ TNB users with a *Good To Go!*TM account : t = 55.992, p = .000; TNB users without a *Good To Go!*TM account: t = 3.861, p = .000

⁵ SR 167 GPL users without a *Good To Go!*TM account : t = 2.664, p = .008

Mean agreement scores for 'tolling for construction' and 'tolling for traffic management'



- TNB users with a Good To Go!™ account
- TNB users without a Good To Go!™ account
- SR 167 users with a Good To Go!™ account
- SR 167 GPL users without a Good To Go!™ account
- SR 167 carpooler without a Good To Go!™ account

TACOMA NARROWS BRIDGE USERS

A. Travel behavior

This section gives a brief overview of travel behavior among TNB users. Further details on their travel behavior can be found in Appendix D.

Many use the bridge one or more times a month

While four-fifths (79.9%) of TNB users who had a *Good To Go!*TM account reported using it at least a month, over three-fifths (62%) of TNB users who did not have a *Good To Go!*TM account reported using it at least once a month.

Many drive alone or carpool with household members across the bridge

Driving alone and carpooling with household members were the top modes of traveling across the bridge for many respondents. About three-fifths (59.5%) of TNB users who had a *Good To Go!*TM account reported that they drove alone on the bridge, while over two-fifths (44%) of TNB users who did not have a *Good To Go!*TM account reported driving alone on TNB. As for carpooling with household members, over half (53.6%) of TNB users who had a *Good To Go!*TM account reported that they carpoled with household members, while over two-thirds (67.3%) of TNB users who did not have a *Good To Go!*TM account reported doing so.

Many travel on the bridge during mid-day or PM peak hours

Mid-day and PM peak hours were found to be the top travel times to use the bridge for many respondents. About two-thirds (65%) of TNB users who had a *Good To Go!*TM account reported using the bridge during mid-day (after 9 am to before 3 pm). Over two-thirds (70.7%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge during mid-day. As for PM peak hours (3 pm to 7 pm), over two-fifths (43.9%) of TNB users who had a *Good To Go!*TM account reported using the bridge during these hours. Similarly, 46.7% of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge during PM peak hours.

However, as expected, many of those who used the bridge for work commute used it during AM and PM peak hours. Three-fourths (75.4%) of TNB users who had a *Good To Go!*TM account and used the bridge for work commute reported using the bridge during AM peak hours (5 am to 9 am). Fewer (63.3%) of TNB users who did not have a *Good To Go!*TM account and used the bridge for work commute reported that they used the bridge during AM peak hours. As for PM peak hours, over two-thirds (68.9%) of TNB users who had a *Good To Go!*TM account and used the bridge for work commute reported using the bridge during PM peak hours. Fewer (46.7%) of TNB users who did not have a *Good To Go!*TM account and used the bridge for work commute reported that they used the bridge during PM peak hours.

Most think that the bridge is not congested at all

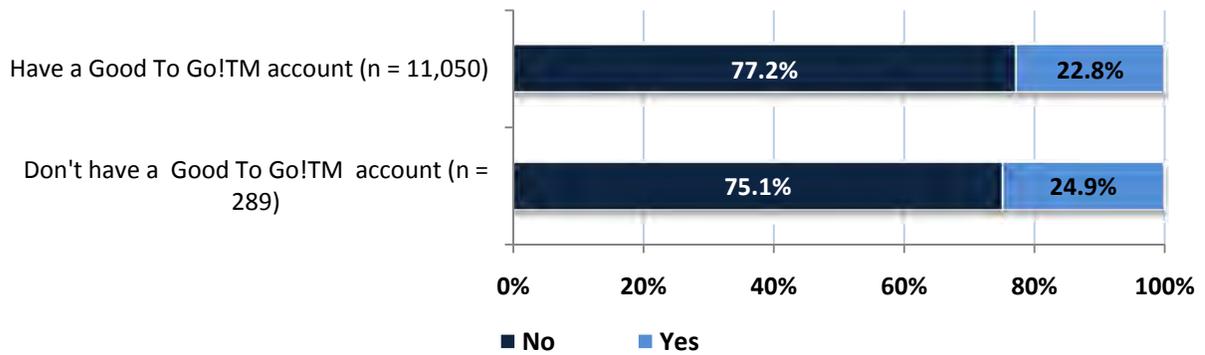
When it came to traffic congestion on TNB, over four-fifths (81.2%) of TNB users who had a *Good To Go!*TM account reported that it was not congested at all the last time they traveled on it. In comparison, less than three-fourths (71.2%) of TNB users who did not have a *Good To Go!*TM account thought so.

B. Change in opinion about tolling

Few have changed their opinion of tolling since the new Tacoma Narrows Bridge opened

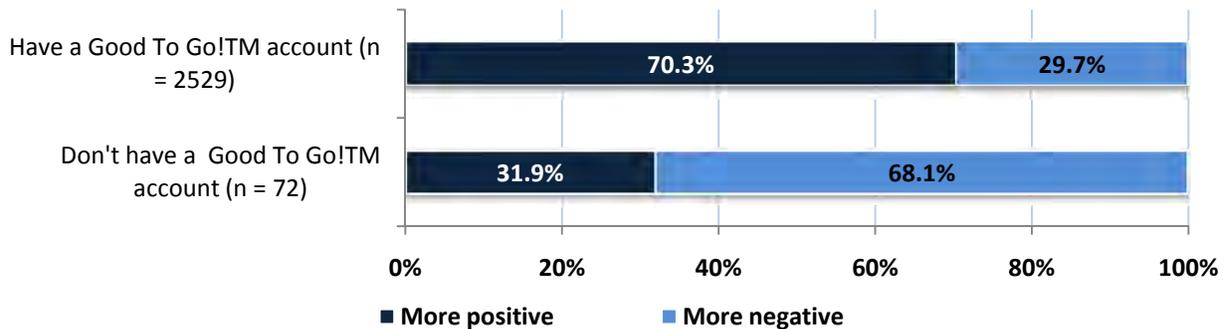
When respondents were asked if they had changed their opinion of tolling since the new Tacoma Narrows Bridge opened, one-fifth (20.2%) of TNB users who had a *Good To Go!*TM account said yes. Similarly, close to a quarter (24%) of TNB users who did not have a *Good To Go!*TM account reported that their opinions of tolling had changed.

Has your opinion of tolling changed since the new Tacoma Narrows Bridge opened ?



Of those who had changed their opinion of tolling, the majority (70.3%) of TNB users who had a *Good To Go!*TM account reported their opinion becoming more positive. In contrast, over two-thirds (68.1%) of TNB users who did not have a *Good To Go!*TM account reported becoming more *negative* toward tolling.

Has your opinion of tolling become more positive or more negative?



Of those who had a *Good To Go!*TM account (with the exception of those between the ages of 16 and 17 years), the older one was, the more likely one was to change one's opinion of tolling towards positive.⁶ Further, with the exception of those who had a household income of \$15K or less, the higher one's household income, the more likely one was to change one's opinion of tolling towards becoming more positive.⁷

While some think tolling makes their commute easier and more efficient, others think tolling is expensive and unfair

Respondents were asked about the one factor that was most important in making them change their opinion about tolling. According to TNB users (includes those who had a *Good To Go!*TM account *as well as* those who did not) who reported becoming more *positive* about tolling, the following are some of the most frequently mentioned factors that made them more positive:

- *Good To Go!*TM is better tolling system
- *Good To Go!*TM makes it easier to use the bridge
- Tolling pays for building and maintaining roads
- Tolling only those who use the bridge is fair
- Tolling leads to faster commute
- Tolling leads to less congestion on the bridge
- Tolling will make people explore more travel options such as carpooling
- Tolling makes the bridge safer

According to TNB users (includes those who had a *Good To Go!*TM account *as well as* those who did not) who reported becoming more *negative* about tolling, the following are some of the most frequently mentioned factors that made them more negative:

- Tolling makes travel expensive
- Toll costs are high
- Tolling is unfair and a wrong way to obtain funding
- There is no information regarding how the toll revenue is being spent
- Tolling should stop after a point when the tolling revenue covers the cost of the project it was originally intended to cover
- Not sure about *Good To Go!*TM technology

⁶ Kendall's tau-c = -.185; p = .000

⁷ Kendall's tau-c = -.159; p = .000

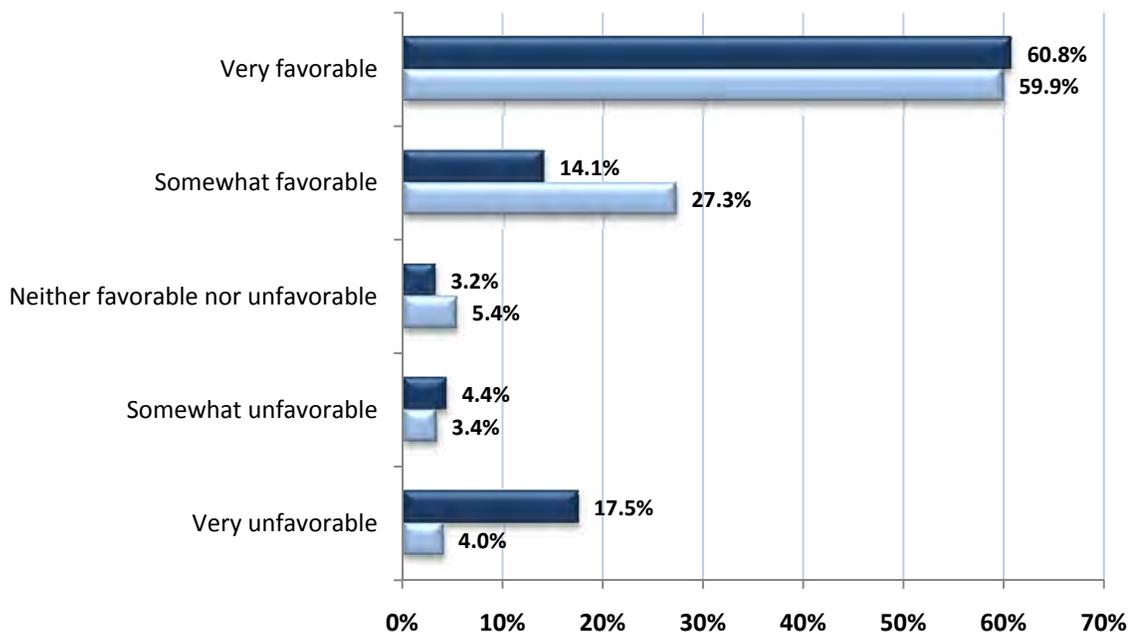
C. Attitudes towards Tacoma Narrows Bridge

Many favor the Tacoma Narrows Bridge project

Respondents were informed that the Tacoma Narrows Bridge was a five year project that resulted in the construction of a second bridge parallel to the old bridge, as well as improvements to the old bridge and to State Route 16. They were then asked about their overall opinion of the project. Regardless of whether one had a *Good To Go!*TM account or not, close to three-fifths of TNB users (TNB users who had a *Good To Go!*TM account – 60.8%; TNB users who did not have a *Good To Go!*TM account – 59.9%) reported that they were very favorable of the TNB project.

It was also found that close to a fifth (17.5%) of TNB users who had a *Good To Go!*TM account reported that they were *very unfavorable* of the TNB project. In comparison, only 4% of TNB users who did not have a *Good To Go!*TM account reported thinking so.

What is your overall opinion of the Tacoma Narrows Bridge project?

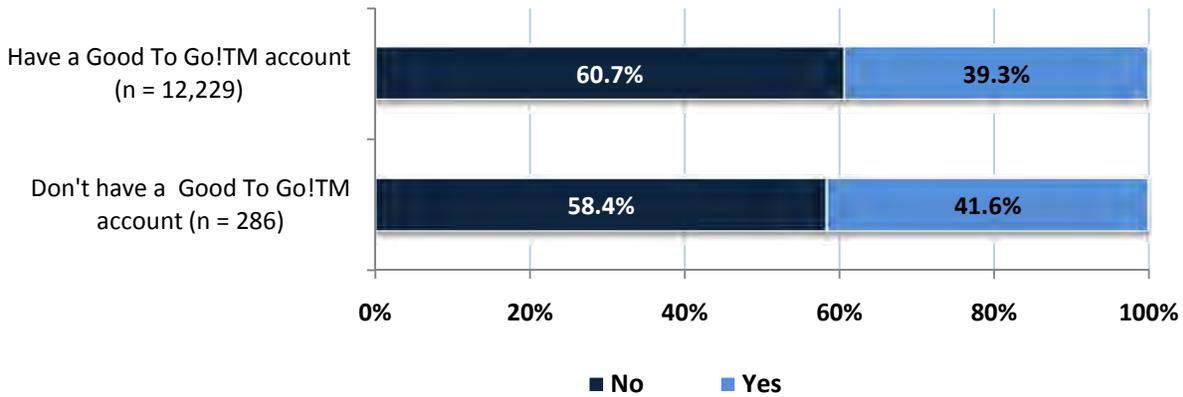


■ Have a Good To Go!TM account (n = 12,381) ■ Don't have a Good To Go!TM account (n = 297)

Many were using the bridge even when there was only one bridge

When asked if they found themselves avoiding using the bridge when there was only one bridge, three-fifths (60.7%) of TNB users who had a *Good To Go!*TM account said no. A comparable percent (58.4%) of TNB users who did not have a *Good To Go!*TM account reported that they did not avoid using the bridge when there was only one bridge.

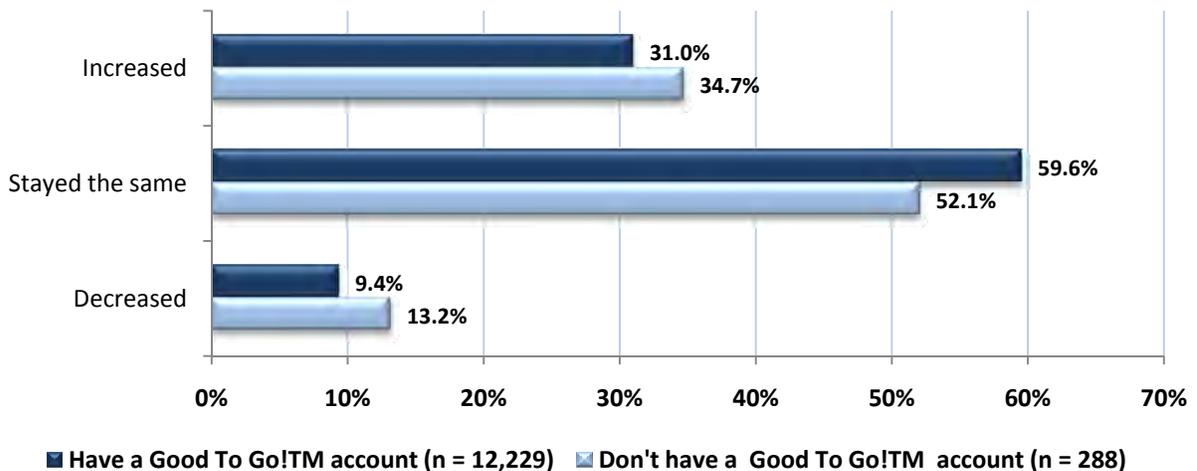
When there was only one bridge, did you find yourself avoiding using the bridge?



A third have increased their bridge use after the completion of the new bridge

Close to a third (31%) of TNB users who had a *Good To Go!*™ account reported that their use of the bridge had increased after the completion of the new bridge. A comparable percent (34.7%) of TNB users who did not have a *Good To Go!*™ account reported that their use of the bridge had increased after the completion of the new bridge.

Now that the new Tacoma Narrows Bridge has been completed would you say your use of the bridge has increased, decreased or stayed the same?

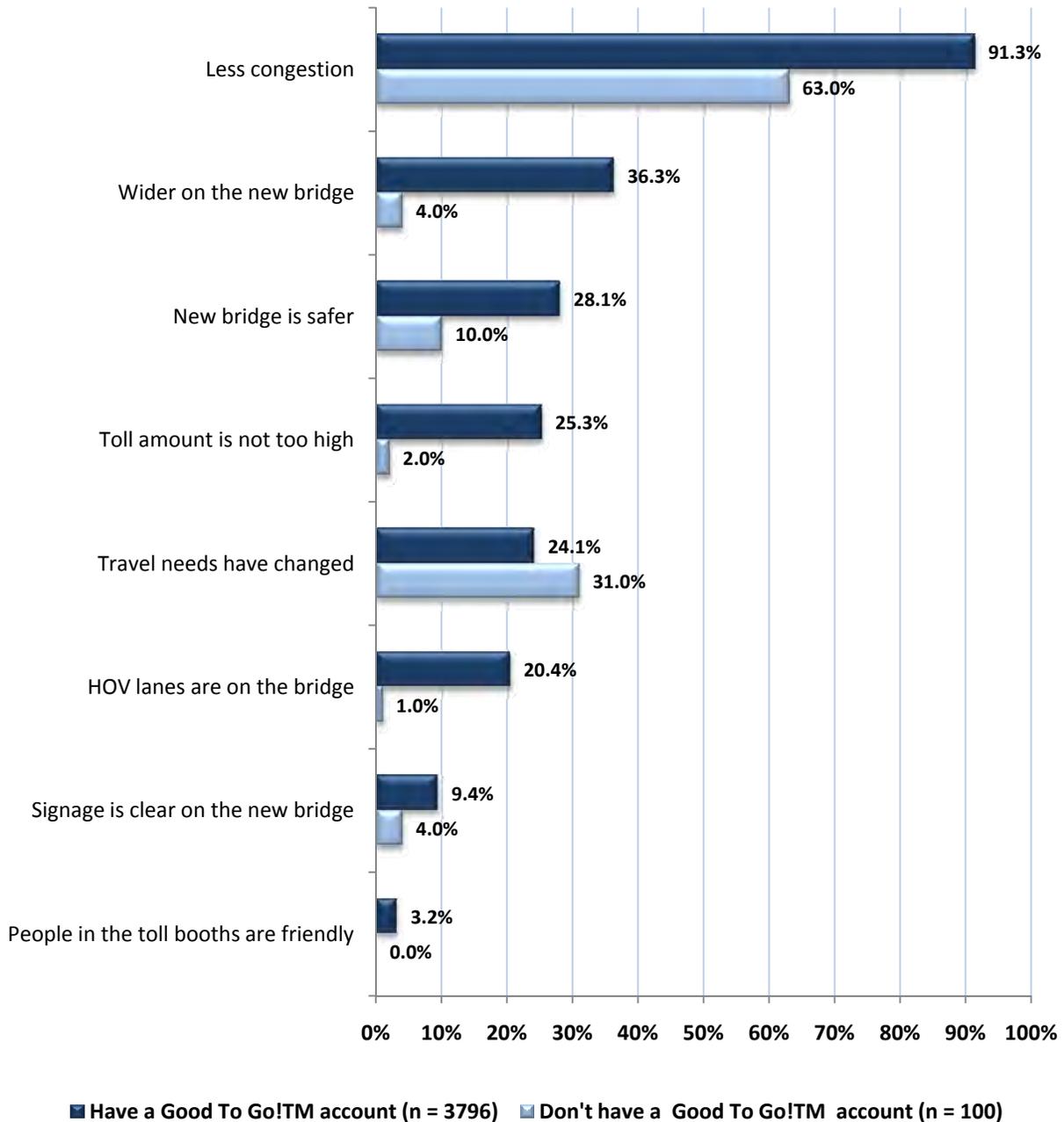


Of those who reported that their bridge use had *increased* after the completion of the new bridge:

- The majority (91.3%) of TNB users who had a *Good To Go!*™ account reported that their bridge use had increased because traffic was less congested. In comparison, over three-fifths (63%) of those who did not have a *Good To Go!*™ account attributed their increased use of the bridge to reduction in congestion.

- Over a third (36.3%) of TNB users who had a *Good To Go!*TM account reported that their bridge use had increased because lanes were wider on the new bridge. In comparison, only 4 % of those who did not have a *Good To Go!*TM account attributed it to wider lanes.
- Over a quarter (28.1%) of TNB users who had a *Good To Go!*TM account reported that their bridge use had increased because the new bridge was safer. In comparison, a tenth (10%) of those who did not have a *Good To Go!*TM account reasoned their increased usage of the bridge with greater safety.
- A quarter (25.3%) of TNB users who had a *Good To Go!*TM account reported that their bridge use had increased because toll amount was not too high. In comparison, only 2% of those who did not have a *Good To Go!*TM account attributed it to inexpensive toll.
- Almost a quarter (24.1%) of TNB users who had a *Good To Go!*TM account reported that their bridge use had increased because their travel needs had changed. In comparison, close to a third (31%) of those who did not have a *Good To Go!*TM account attributed it to change in their travel needs.
- A fifth (20.4%) of TNB users who had a *Good To Go!*TM account reported that their bridge use had increased because of HOV lanes on the new bridge. In comparison, only 1% of those who did not have a *Good To Go!*TM account reasoned their increased usage of the bridge with HOV lanes.
- Almost a tenth (9.4%) of TNB users who had a *Good To Go!*TM account reported that their bridge use had increased because signage was clear on the new bridge. A comparable percent (4%) of TNB users who did not have a *Good To Go!*TM account reported that their bridge use had increased because signage was clear on the new bridge.
- Only 3.2% of TNB users who had a *Good To Go!*TM account reported that their bridge use had increased because people in the toll booths were friendly. None of those who did not have a *Good To Go!*TM account attributed it to friendliness of toll booth operators.

Why had your use of bridge increased? (Multiple responses allowed)

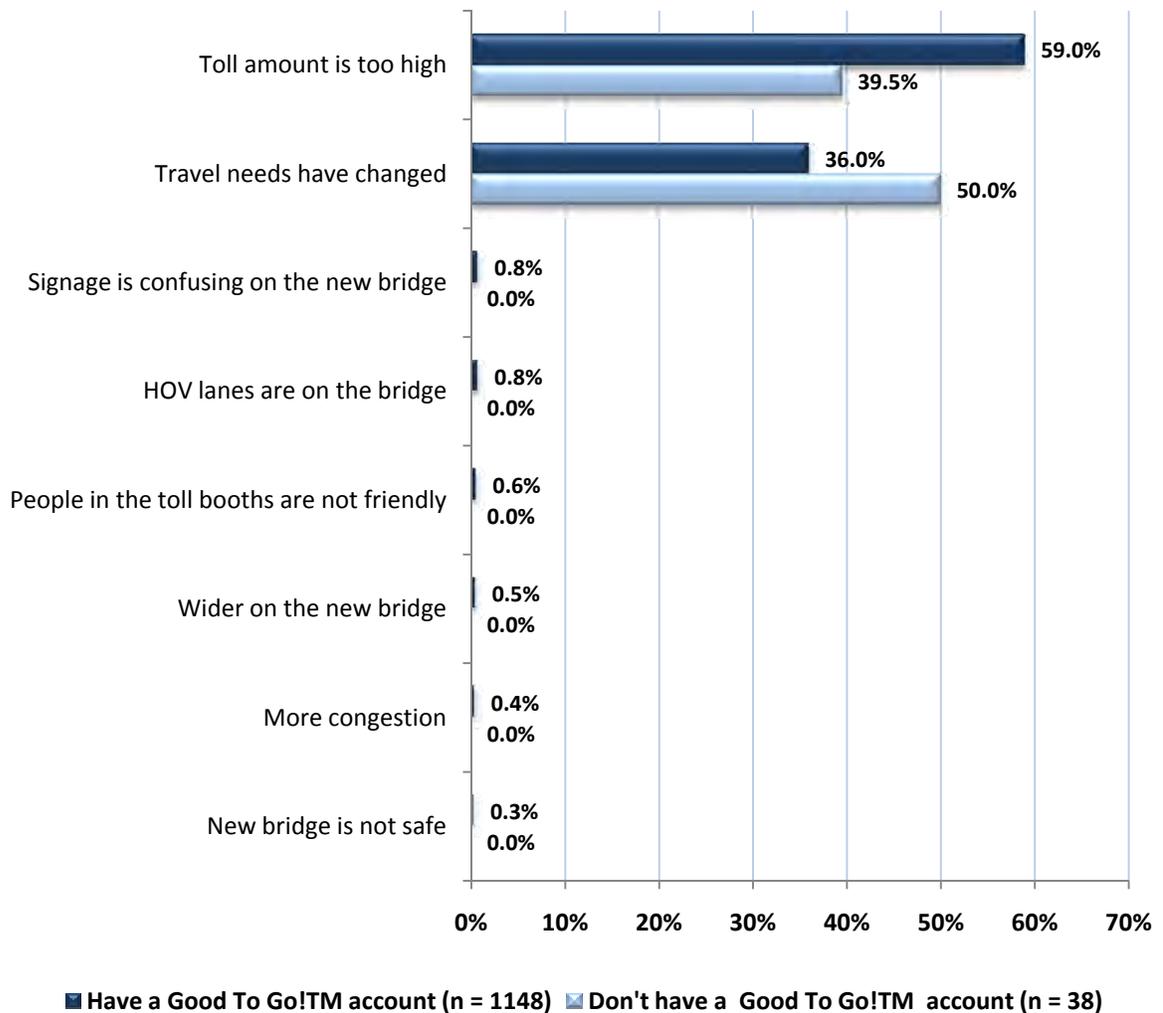


Of those who reported that their bridge use had *decreased* after the completion of the new bridge:

- Almost three-fifths (59%) of TNB users who had a *Good To Go!*™ account reported that their bridge use had decreased because toll amount was too high. In comparison, two-fifths (39.5%) of those who did not have a *Good To Go!*™ account attributed it to expensive toll.

- Over a third (36%) of TNB users who had a *Good To Go!*TM account reported that their bridge use had decreased because their travel needs had changed. In comparison, a half (50%) of those who did not have a *Good To Go!*TM account attributed it to change in their travel needs.
- For each of the following less than 1% of TNB users who had a *Good To Go!*TM account reported that their bridge use had decreased because of HOV lanes, confusing signage, unfriendliness of toll booth operators, wider lanes, increased congestion or reduced safety on the new bridge. None of those who did not have a *Good To Go!*TM account attributed their decreased use of the bridge to any of these reasons.

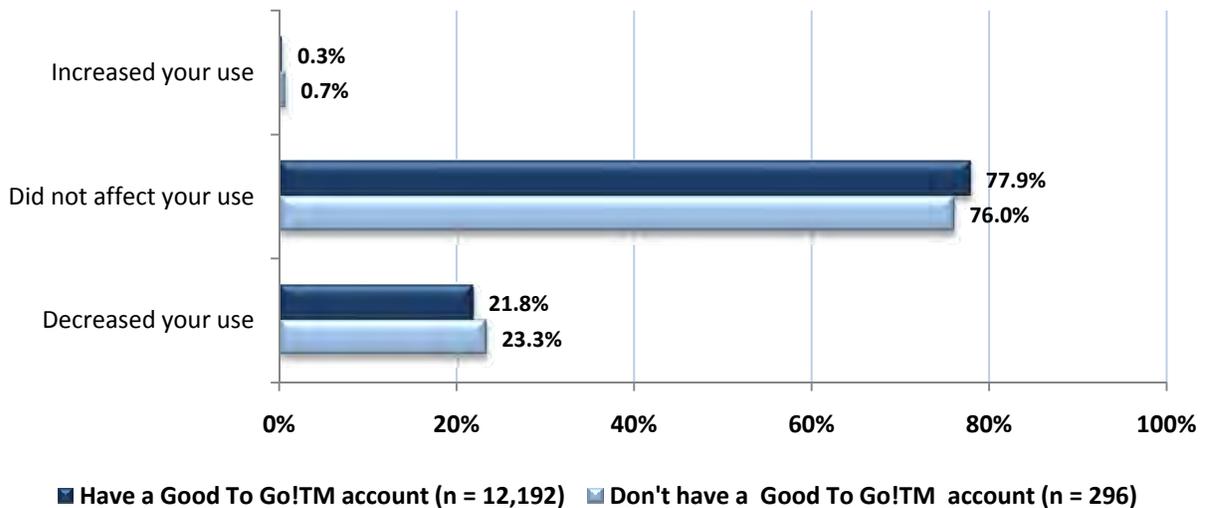
Why has your use of bridge decreased? (Multiple responses allowed)



Most were unaffected in their use of the bridge in spite of increase in toll rate

Respondents were asked about how the toll rate increase in the summer of 2009 affected their use of the new bridge. Over three-fourths (77.9%) of TNB users who had a *Good To Go!*TM account reported the toll rate increase did not affect their use of the bridge. Comparably, over three-fourths (76%) of TNB users who did not have a *Good To Go!*TM account also reported that the toll rate increase in summer, 2009 did not affect their use of the new bridge.

How did the toll rate increase in the summer of 2009 affect your use of the new bridge?



SR 167 USERS

A. Travel behavior

This section gives a brief overview of travel behavior among SR 167 users and further details on their travel behavior can be found in Appendix E.

Many travel alone in the general purpose lanes on SR 167 one or more times a week

Two-fifths (39.5%) of SR 167 users who had a *Good To Go!*TM account reported that they traveled alone in the general purposes lanes on SR 167 one or more times a week. When comparing this with those SR 167 users who did not have a *Good To Go!*TM account, all SR 167 GPL users (100%) and close to half (47.7%) of SR 167 carpoolers reported traveling in the general purpose lanes on SR 167 at least once a week.

Many carpool on SR 167 one or more times a week

When it came to carpooling on SR 167, over half (54.2%) of SR 167 users who had a *Good To Go!*TM account reported that they carpooled on SR 167 one or more times a week. When comparing this with those SR 167 users who did not have a *Good To Go!*TM account, over a fifth (22%) of SR 167 GPL users and close to three-fourths (74.3%) of SR 167 carpoolers reported carpooling on SR 167 at least once a week.

Not surprisingly, many said that they more likely to travel in the carpool lanes when carpooling on SR 167. Over three-fifths (62.9%) of those who had a *Good To Go!*TM account reported that they were more likely to use carpool lanes as compared to the general purpose lanes when carpooling on SR 167. A comparable percent (63.1%) of SR 167 carpoolers who did not have a *Good To Go!*TM account reported that they were more likely to use carpool lanes when carpooling on SR 167.

Many use SR 167 during PM peak hours and mid-day

PM peak hours and mid-day were found to be the top travel times to use SR 167 for many respondents. Close to three-fifths (58%) of SR 167 users who had a *Good To Go!*TM account reported using SR 167 during PM peak hours (3 pm to 7 pm). A comparable percent of those who did not have a *Good To Go!*TM account (GPL users- 57.1%; Carpoolers - 54.3%) reported that they used SR 167 during PM peak hours. As for midday (after 9 am to before 3 pm), over two-fifths (47.6%) of SR 167 users who had a *Good To Go!*TM account reported using SR 167 during mid-day. When comparing this to those who did not have a *Good To Go!*TM account, over half (55.8%) of SR 167 GPL users and over two-thirds (67.7%) of SR 167 carpoolers reported that they used SR 167 during mid-day.

However, as expected, it was found that many of those who use SR 167 for work commute used it during AM and PM peak hours. Three-fourths (74.6%) of SR 167 users who had a *Good To Go!*TM account and used the bridge for work commute reported using SR 167 during AM peak hours (5 am to 9 am). A comparable percent of SR 167 users who did not have a *Good To Go!*TM account and used the bridge for work commute (GPL users - 77.2%; carpoolers – 78.5%) reported that they used SR 167 during AM peak hours. As for PM peak hours travel, three-fourths (75.1%) of SR 167 users who had a *Good To Go!*TM account and used the bridge for work commute reported using SR 167 during

PM peak hours. A comparable percent (75.9%) of SR 167 carpoolers users who did not have a *Good To Go!*TM account and used the bridge for work commute reported that they used SR 167 during AM peak hours. In comparison, fewer (68.5%) of SR 167 GPL users who did not have a *Good To Go!*TM account used the bridge for work related commute during PM peak hours.

Most think SR 167 is congested

When it came to traffic congestion on SR 167, the vast majority (90.9%) of SR 167 users who had a *Good To Go!*TM account reported that SR 167 was ‘moderately’ (55.6%), ‘seriously’ (26.9%) or very seriously’ (8.4%) congested the last time they traveled on it.

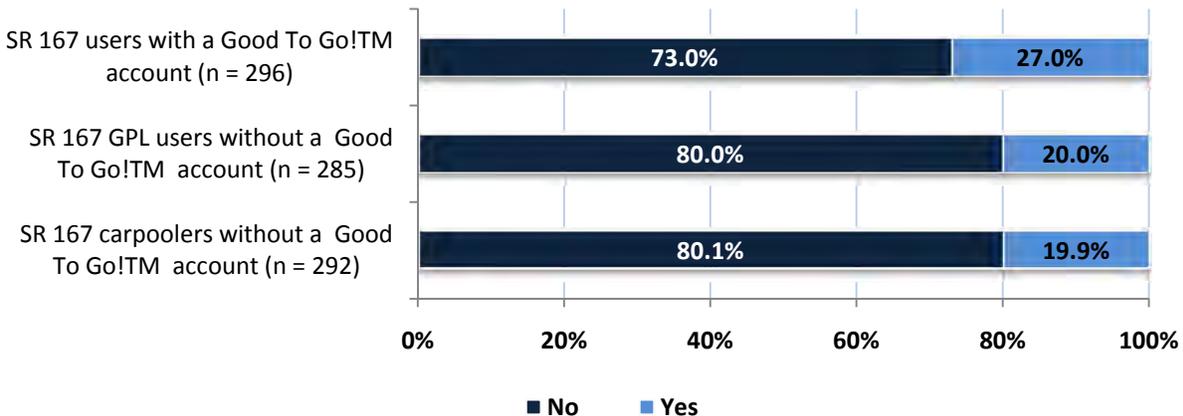
When comparing this to those who did not have a *Good To Go!*TM account, over three-fourths (82.7%) of SR 167 GPL users and almost three-fourths (79.2%) of SR 167 carpoolers reported thinking SR 167 was ‘moderately’, ‘seriously’ or very seriously’ congested the last time they traveled on it. (GPL users: moderately congested – 50.2%, seriously congested – 21.3%, very seriously congested – 11.3%; Carpoolers: moderately congested – 53%, seriously congested – 14.8%, very seriously congested – 11.4%).

B. Change in opinion about tolling

Few have changed their opinion of tolling since HOT lanes opened on SR 167

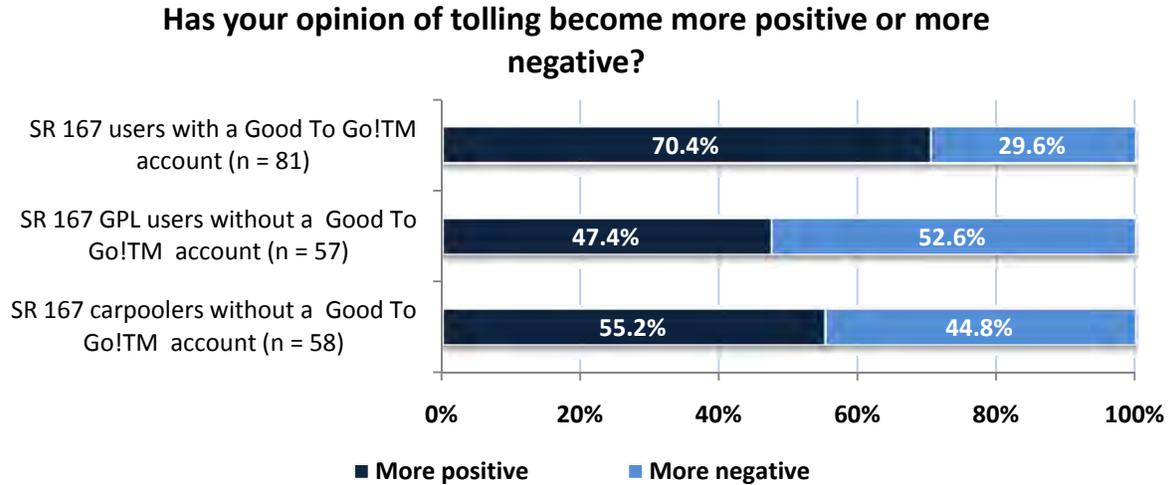
When respondents were asked if they had changed their opinion of tolling since HOT lanes opened on SR 167, over a quarter (27%) of SR 167 users who had a *Good To Go!*TM account said yes. In comparison, a fifth of those who did not have a *Good To Go!*TM account (GPL users - 20%; carpoolers -19.9%) reported that their opinions of tolling had changed.

Has your opinion of tolling changed since HOT lanes opened on SR 167?



Of those who had changed their opinion of tolling, more SR 167 users who had a *Good To Go!*TM account reported their opinion becoming more positive about tolling as compared to those who did not have a *Good To Go!*TM account. It was found that the majority (70.4%) of SR 167 users who had a

*Good To Go!*TM account reported becoming more positive, while fewer (55.2%) of SR 167 carpoolers who did not have a *Good To Go!*TM account reported becoming more positive toward tolling. In contrast, and less than half (47.4%) of SR 167 GPL users who did not have a *Good To Go!*TM reported their opinion becoming more *positive* toward tolling.



Of those SR 167 carpoolers who did not have a *Good To Go!*TM account, men (70%) were found to have their opinion of tolling become more positive after the introduction of HOT lanes as compared to women (39.3%).⁸

While some think tolling makes their commute more convenient and faster, others think tolling is expensive and unfair

Respondents were asked about the one factor that was most important in making them change their opinion about tolling, According to SR 167 users (includes those who had a *Good To Go!*TM account as well as those who did not) who reported becoming more *positive* about tolling, the following are some of the most important factors that made them more positive :

- More convenient to commute on SR 167
- Tolling improves traffic flow
- Tolling reduces travel time
- Tolling encourages alternative travel modes such as carpooling
- Tolling is fair as those who use it pay for it
- Tolling generates revenue for building and maintaining roads paying toll is a choice and is not forced
- Inexpensive cost of toll
- *Good To Go!*TM technology is efficient and makes paying toll easy

⁸ Cramer’s V = .309; p = .019

According to SR 167 users (includes those who had a *Good To Go!*TM account *as well as* those who did not) who reported becoming more *negative* about tolling, the following are some of the most important factors that made them more negative:

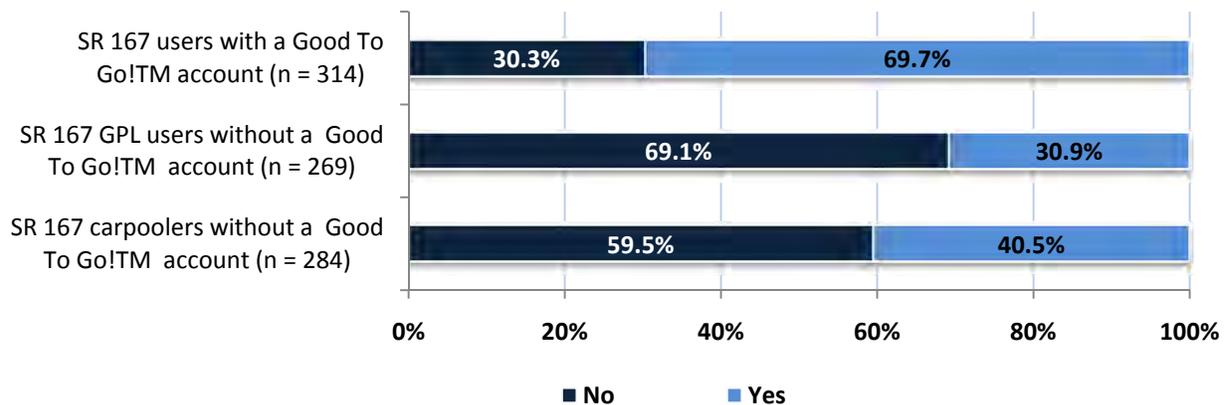
- Toll costs are high
- Tolling is unfair and double taxing
- HOT lanes discourage carpooling
- HOT lanes are confusing and are not well designed

C. Attitudes towards SR 167

***Experience of using SR 167 after the introduction of HOT lanes affected the experience of those with a Good To Go!*TM accounts**

When asked if the introduction of HOT lanes had affected their experience of using SR 167, over two-thirds (69.7%) of SR 167 users who had a *Good To Go!*TM account said yes. In contrast, of those who did not have a *Good To Go!*TM account, over two-thirds (69.1%) of SR 167 GPL users and about three-fifths (59.5%) of SR 167 carpoolers reported that their experiences of using SR 167 had *not* been affected by the introduction of HOT lanes.

Did the introduction of HOT lanes affect your experience of using SR 167?



With regard to those who had a *Good To Go!*TM account, it was also found that the younger⁹ one was and the higher their household income¹⁰, the more likely they were to report that the introduction of HOT lanes had affected their experience of using SR 167.

⁹ Kendall's tau-c = -.180; p = .003

¹⁰ Kendall's tau-c = .121; p = .048

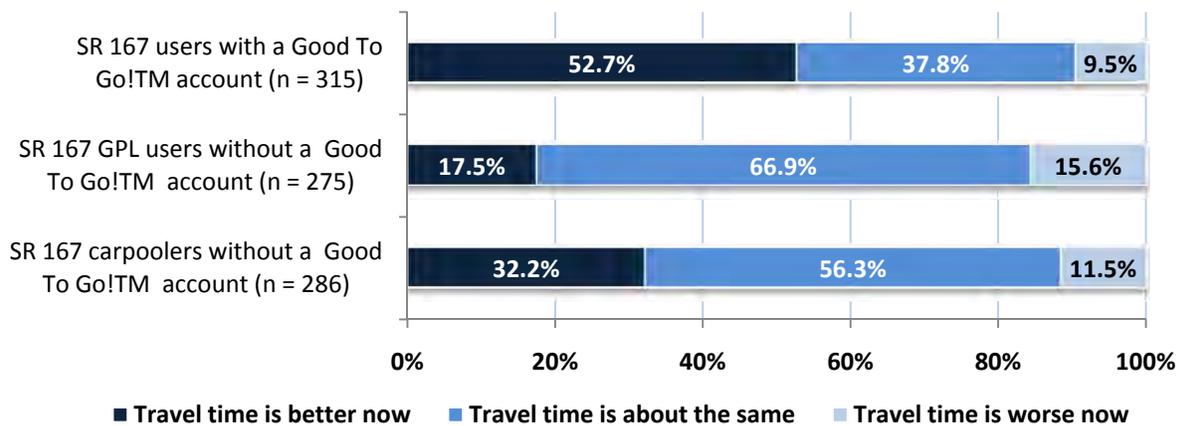
Introduction of HOT lanes on SR 167 has resulted in reported decrease in congestion, greater sense of safety and greater likelihood to carpool for many

Those respondents who had reported that the introduction of HOT lanes had affected their experience of using SR 167 were asked how their experience had been affected. The following key results were found:

- **Introduction of HOT lanes on SR 167 has resulted in better travel time for over half of those with a Good To Go!™ account, while travel time is about the same for many of those without an account**

Of SR 167 users who said the introduction of HOT lanes had affected their experience (n = 876), over half (52.7%) of those who had a *Good To Go!*™ account reported that HOT lanes had resulted in better travel time, while many of those who did not have a *Good To Go!*™ account (SR 167 GPL users- 66.9%; SR 167 carpoolers – 56.3%) reported that their travel time was about the same.

How have the HOT lanes on SR 167 affected your travel time?

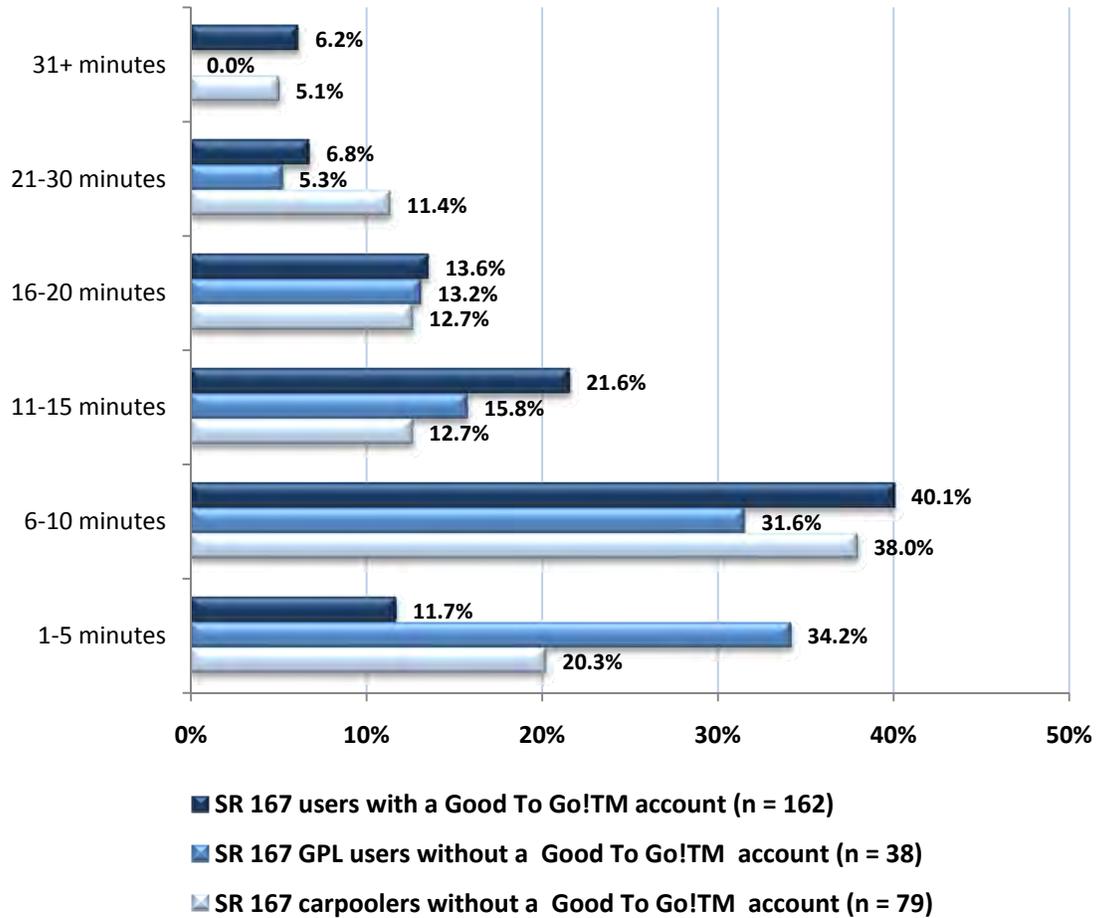


With regard to those who did not have a *Good To Go!*™ account, it was also found that the younger one was, the more likely one was to report that their travel time was better after the HOT lanes were introduced on SR 167.¹¹

Further, of those who said that their travel time was better since the HOT lanes were introduced on SR 167, some reported that they now saved 16 minutes or more on their overall trip (SR 167 users who had a *Good To Go!*™ account – 26.6%; SR 167 GPL users who did not have a *Good To Go!*™ account – 18.5% ; SR 167 carpoolers who did not have a *Good To Go!*™ account – 29.2%).

¹¹ Kendall's tau-c = -.120; p = .019

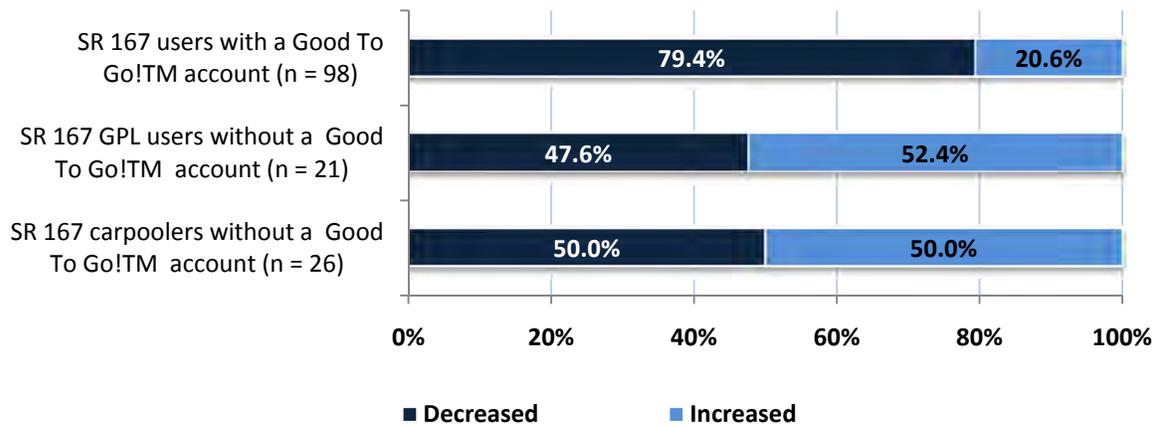
On average, about how many minutes do you think you now save ON YOUR OVERALL TRIP since HOT lanes were introduced on SR 167?



- **Many report a decrease in congestion after the introduction of HOT lanes on SR 167**

Of SR 167 users who said the introduction of HOT lanes had affected their experience of congestion (n =144), over four-fifths (79.6%) of those who had a *Good To Go!*™ account reported that using HOT lanes had decreased congestion on SR 167. When comparing this to those who did not have a *Good To Go!*™ account, fewer reported decrease in congestion (SR 167 GPL users: n = 10; SR 167 carpoolers: n = 13).

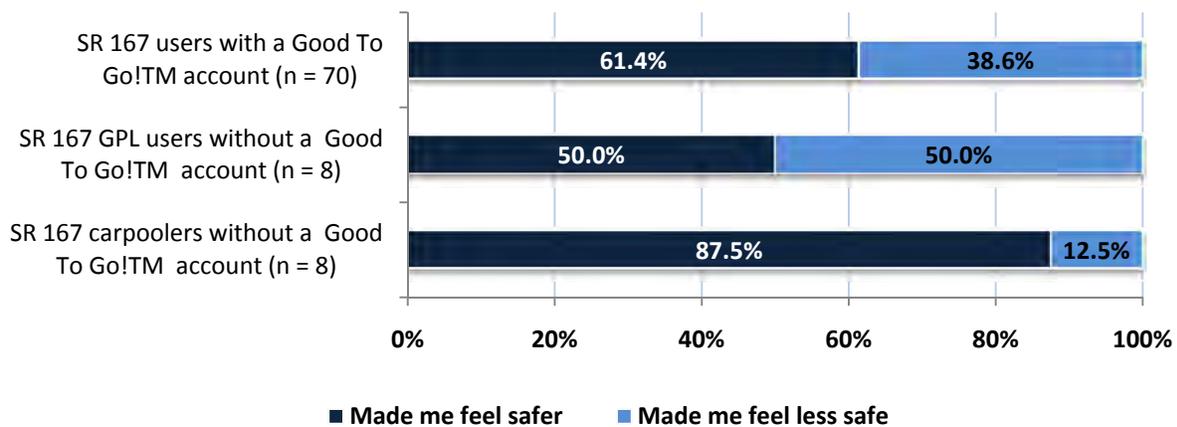
Has using the HOT lanes affected congestion?



- **Many feel safer after the introduction of HOT lanes on SR 167**

Of SR 167 users who said the introduction of HOT lanes had affected their experience of safety (n = 86), over two-fifths (61.4%) of those who had a *Good To Go!*™ account reported that using HOT lanes had made them feel safer. When comparing this to those who did not have a *Good To Go!*™ account, fewer reported that using HOT lanes had made them feel safer (SR 167 GPL users: n = 4; SR 167 carpoolers: n = 7).

Has using the HOT lanes affected safety?

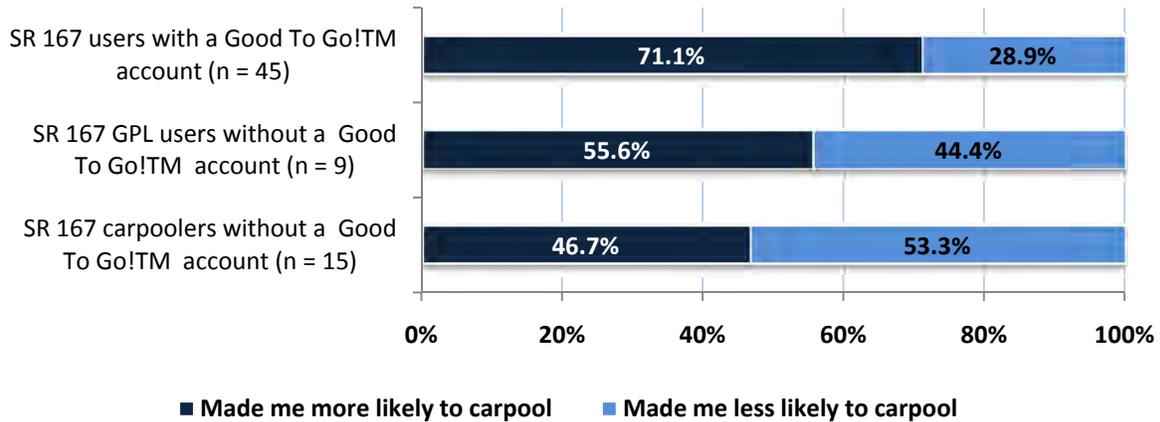


- **Many are more likely to carpool after the introduction of HOT lanes on SR 167**

Of SR 167 users who said the introduction of HOT lanes had affected their experience with regard to their likelihood to carpool (n = 69), close to three-fourths (71.1%) of those who had a *Good To Go!*™ account reported that using HOT lanes had made them more likely to carpool. When comparing this to those who did not have a *Good To Go!*™ account, fewer reported that

using HOT lanes had made them more likely to carpool (SR 167 GPL users: n = 5; SR 167 carpoolers: n = 7).

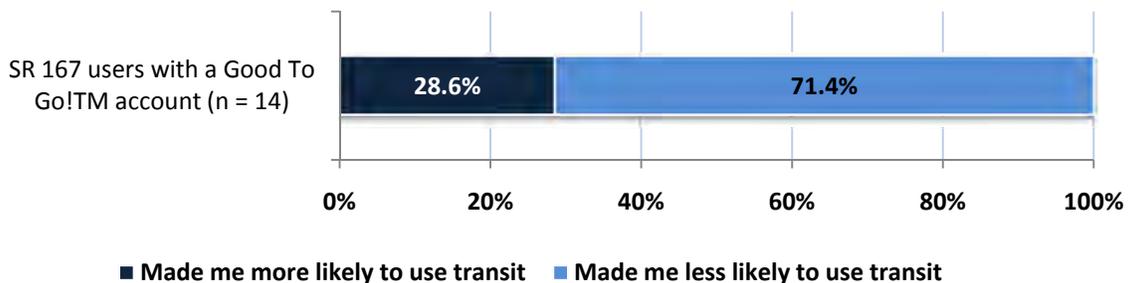
Has using the HOT lanes affected your likelihood to carpool?



- **Most are less likely to use transit after the introduction of HOT lanes on SR 167**

Of SR 167 users who said the introduction of HOT lanes had affected their experience with regard to their likelihood to use transit, most (71%; n = 10) of SR 167 users who had a *Good To Go!*™ account reported that they were less likely to use transit. None of those who did not have a *Good To Go!*™ account responded to this question.

Has using the HOT lanes affected your likelihood to use transit?

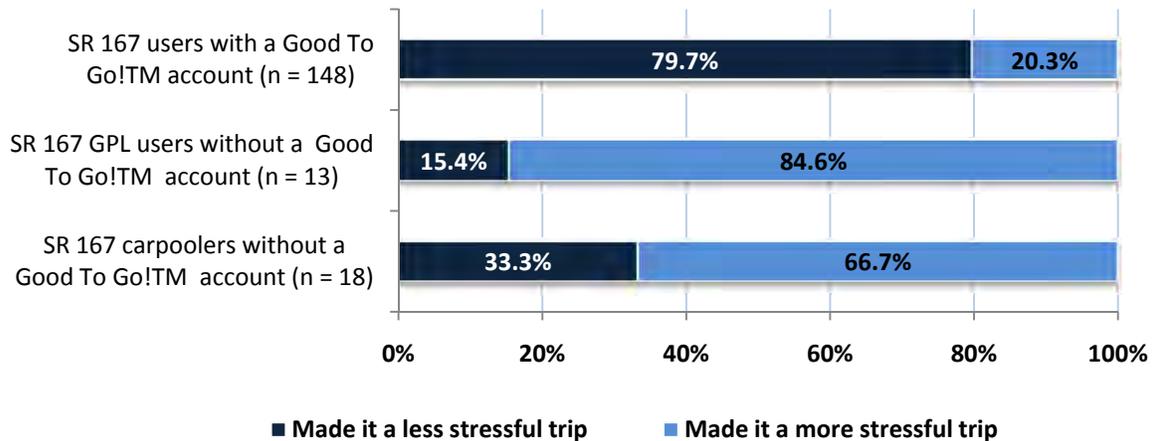


- **Introduction of HOT lanes on SR 167 has reduced stress for those with a Good To Go!™ account and increased stress for those without an account**

Of SR 167 users who said the introduction of HOT lanes had affected their experience of stress (n = 178), four-fifths (79.7%) of those who had a *Good To Go!*™ account reported that using HOT lanes had made it a less stressful trip. When comparing this to those who did not have a *Good To*

*Go!*TM account, more of these users reported that using HOT lanes had made it a *more* stressful trip (SR 167 GPL users: n = 11; SR 167 carpoolers: n = 12).

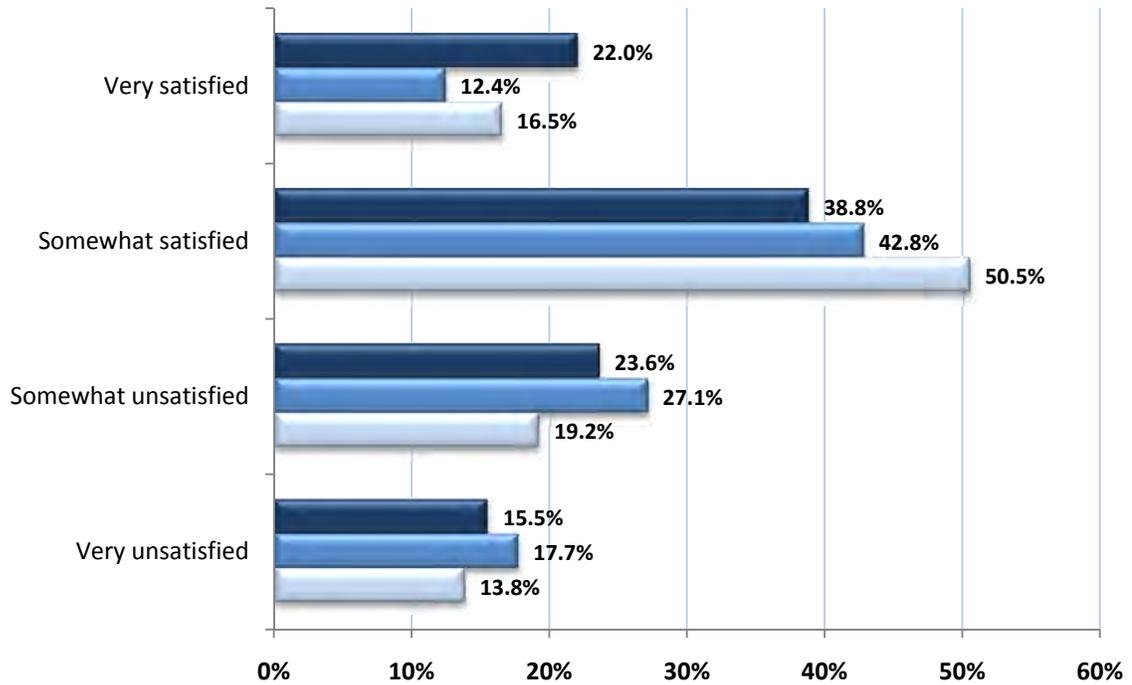
Has using the HOT lanes affected your stress?



GPL lane users without Good To Go!TM are less satisfied with their travel time on SR 167

When respondents were asked if they were satisfied their travel time on SR 167, over three-fifths (60.8%) of SR 167 users who had a *Good To Go!*TM account reported that they were 'somewhat' or 'very' satisfied with their travel time on SR 167. When comparing this to those who did not have a *Good To Go!*TM account, over half (55.2%) of SR 167 GPL users and two-thirds (67%) of SR 167 carpoolers report such satisfaction.

How satisfied are you with your travel time on SR 167?



- SR 167 users with a Good To Go!™ account (n = 322)
- SR 167 GPL users without a Good To Go!™ account (n = 299)
- SR 167 carpoolers without a Good To Go!™ account (n = 297)

With regard to those who had a *Good To Go!*™ account, it was also found women SR 167 users (30%) were more likely to be *very satisfied* with their travel time on SR 167 as compared to their male counterparts (19.1%).¹²

With regard to SR 167 carpoolers who did not have a *Good To Go!*™ account, it was also found that the higher one's household income, the less satisfied one was with one's travel time on SR 167.¹³

Most agree the HOT lanes on SR 167 are beneficial

Respondents were asked whether they agreed or disagreed with the following statements:

- *HOT lanes should be opened on other freeways in our region*
- *HOT lanes slow down transit and carpools*
- *HOT lanes do not relieve traffic congestion*
- *Allowing single drivers to use the carpool (HOV) lanes by paying a toll is a good idea*

¹² Cramer's V = .163; p = .045

¹³ Kendall's tau-c = -.145; p = .011

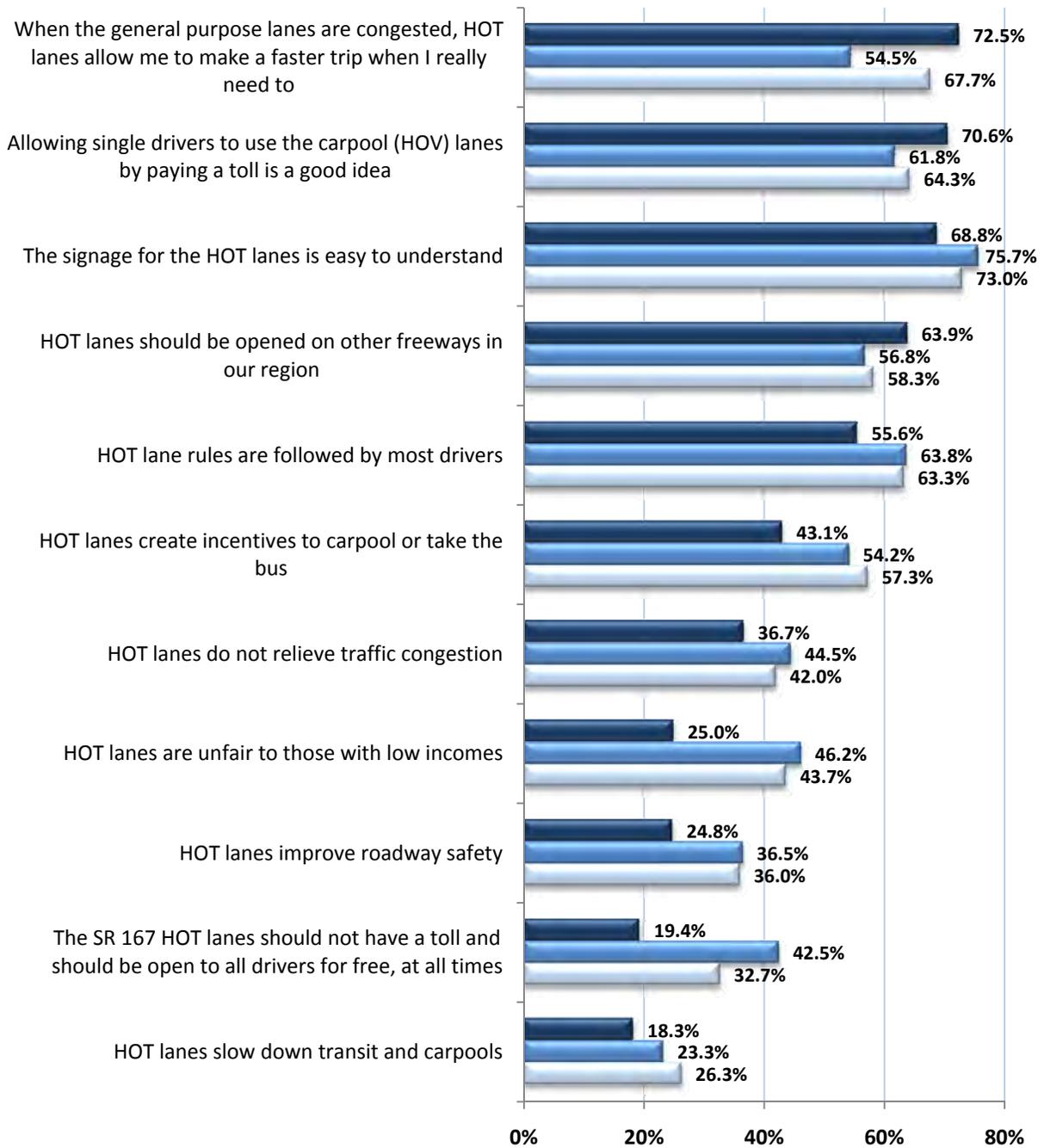
- *HOT lanes create incentives to carpool or take the bus*
- *HOT lanes improve roadway safety*
- *HOT lanes are unfair to those with low incomes*
- *The SR 167 HOT lanes should not have a toll and should be open to all drivers for free, at all times*
- *When the general purpose lanes are congested, HOT lanes allow me to make a faster trip when I really need to*
- *HOT lane rules are followed by most drivers*
- *The signage for the HOT lanes is easy to understand*

It was found that in general, respondents had favorable attitudes towards HOT lanes (see chart below). For example, 50% or more of SR 167 users, irrespective of whether they had a *Good To Go!*TM account agreed:

- HOT lanes allowed them to make a faster trip when GPL are congested
- Allowing single drivers to use carpool lanes by paying a toll is a good idea
- Signage for the HOT lanes is easy to understand
- HOT lanes should be opened on other freeways in our region
- HOT lane rules are followed by most drivers
- HOT lanes create incentives to carpool or take the bus
- HOT lanes *relieve* traffic congestion
- HOT lanes are *not* unfair to those with low incomes
- The SR 167 HOT lanes should *have* a toll and should *not* be open to all drivers for free, at all times
- HOT lanes *do not* slow down transit and carpools

While SR 167 users' attitude towards HOT lanes was mostly positive, safety on SR 167 was an area of concern for these users. It was found that 50% or more of SR 167 users had reported that HOT lanes did *not* improve roadway safety.

Percent of SR 167 users who agree with the following statements related to HOT lanes



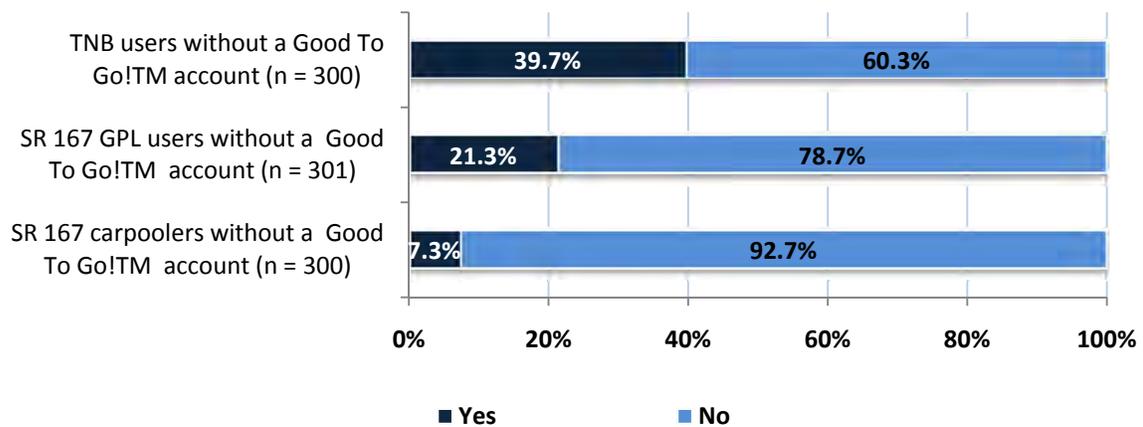
- SR 167 users with a Good To Go!™ account (n = 109)
- SR 167 GPL users without a Good To Go!™ account (n = 301)
- SR 167 carpoolers without a Good To Go!™ account (n = 300)

GETTING A GOOD TO GO!™ ACCOUNT

Most have not thought about getting a Good To Go!™ account

Both TNB users as well as SR 167 users who did not have a *Good To Go!*™ account were asked if they thought about getting one. For TNB users, three-fifths (60.3%) reported that they had not thought about getting a GTG account. As for SR 167 users, over three-fourths (78.7%) of SR 167 carpoolers and a vast majority (92.7%) SR 167 GPL users reported not thinking about getting a *Good To Go!*™ account.

Have you thought about getting a Good to Go! account?



A significant association was found between age and thinking about getting a *Good To Go!*™ account for TNB users. It was found that the younger one was, the more likely TNB users were to think about getting a *Good To Go!*™ account.¹⁴

As for SR 167 users, a significant association was found between income and thinking about getting a *Good To Go!*™ account for SR 167 GPL users. It was found that the higher the household income, the more likely SR 167 GPL users were to think about getting a *Good To Go!*™ account.¹⁵

A logistical regression analysis was performed to more fully understand the factors that predict users' thinking about getting a *Good To Go!*™ account. It was found that for SR 167 GPL users without a *Good To Go!*™ account, the odds of thinking of getting a *Good To Go!*™ account increased by 4.900 times if their opinion had become more positive toward tolling after the introduction of HOT lanes on SR 167.

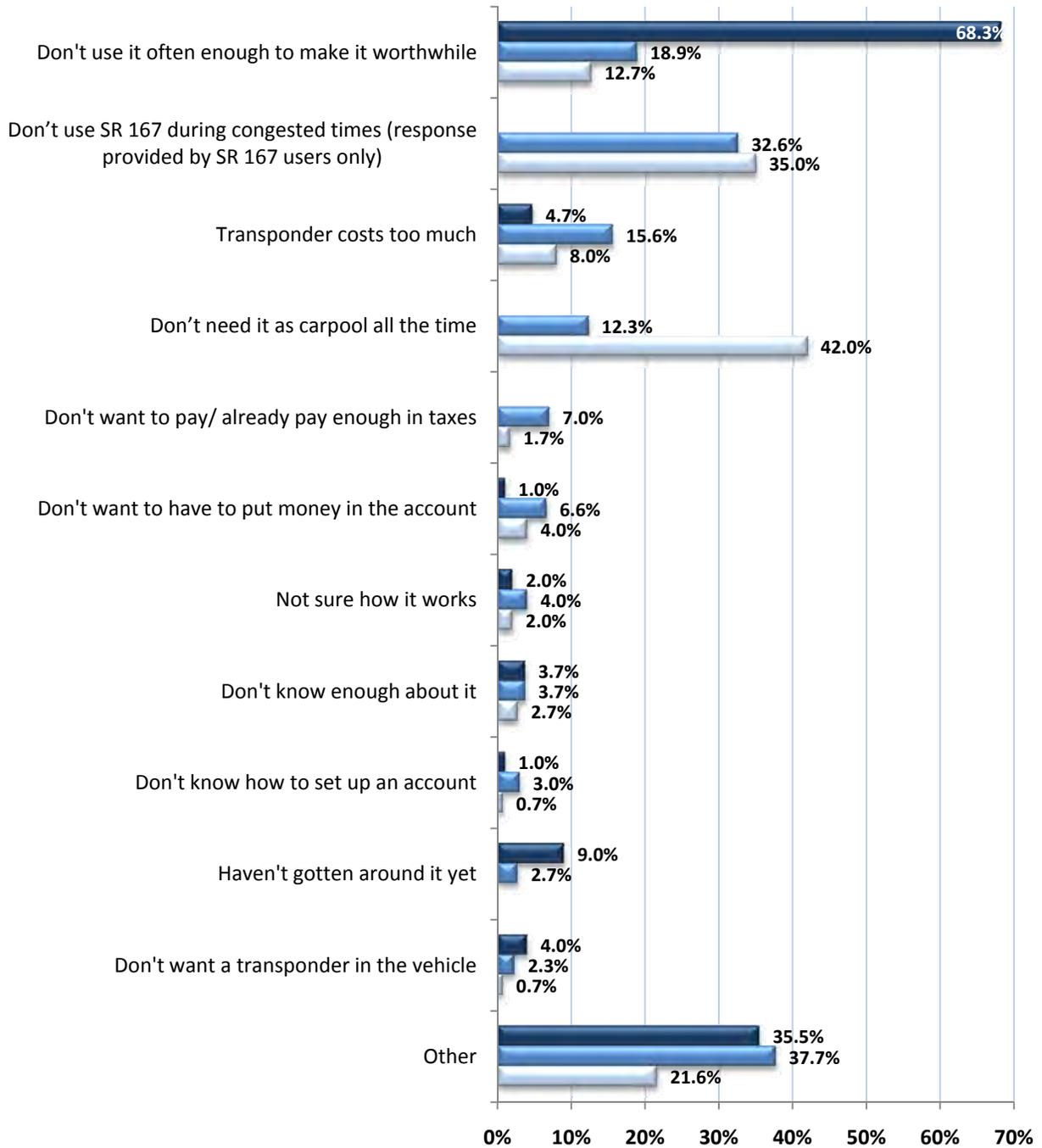
Both TNB users and SR 167 users without a *Good To Go!*™ account were asked why they had not gotten an account. The top reasons for not getting a *Good To Go!*™ account were:

¹⁴ Kendall's tau-c = -.255; p = .000

¹⁵ Kendall's tau-c = .170; p = .004

- For TNB users, the top two reasons included: they did not use the bridge that often to make the investment worthwhile (68.3%), they didn't have the time and hadn't given a thought to getting an account yet (9%).
- For SR 167 GPL users, the top two reasons included: they did not use SR 167 during congested times (32.6%), and they did not travel enough on SR 167 (18.9%).
- For SR 167 carpoolers, the top two reasons included: they carpoled all/most of the time and did not need to pay toll (42%), and they did not use SR 167 during congested times (35%).

What are the reasons why you have not gotten a Good to Go! account? (Multiple responses allowed)



■ TNB users without a Good To Go!™ account (n = 68)

■ SR 167 GPL users without a Good To Go!™ account (n = 301)

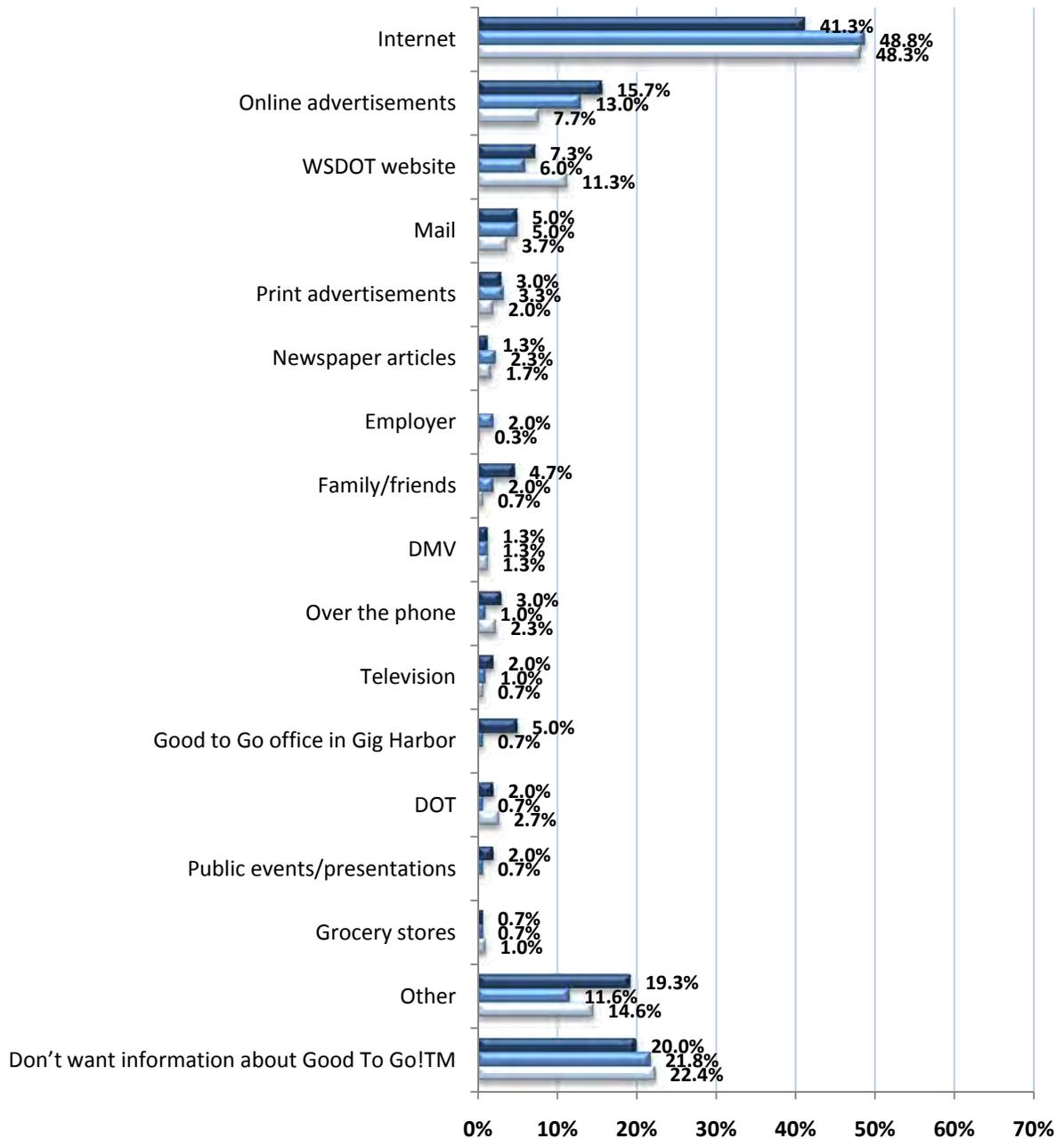
■ SR 167 carpoolers without a Good To Go!™ account (n = 300)

Internet is the most preferred mode of getting information about getting a Good To Go!TM account and setting up the account

Both TNB users and SR 167 users without a *Good To Go!TM* account were asked where they preferred to get more information about getting a *Good To Go!TM* account. The following were the top preferred ways for each of the sample segments that did not have a *Good To Go!TM* account:

- For TNB users, over two-fifths (41.3%) reported that internet was their most preferred way to get more information about getting a *Good To Go!TM* account. This was followed by online advertisements as reported by 15.7% users in this segment.
- For SR 167 GPL users, close to half (48.8%) reported that internet was their most preferred way to get more information about getting a *Good To Go!TM* account. This was followed by online advertisements as reported by 13% users in this segment.
- For SR 167 carpoolers, close to half (48.3%) reported that internet was their most preferred way to get more information about getting a *Good To Go!TM* account. This was followed by WSDOT website as reported by 11.3% users in this segment.

If you wanted more information about getting a Good To Go!™ account where would you prefer to get that information?



- TNB users without a Good To Go!™ account (n = 300)
- SR 167 GPL users without a Good To Go!™ account (n = 301)
- SR 167 carpoolers without a Good To Go!™ account (n = 300)

Both TNB users and SR 167 users without a *Good To Go!*TM account were told that they might be able to set up their *Good To Go!*TM account in a variety of ways. When asked the way they were most likely to set up their account, it was found that:

- For TNB users without a *Good To Go!*TM account, over half (53%) reported that they were likely to go online to set up their account. This was followed by going to a store (e.g. drug store, supermarket, etc.) as reported by 16.3% users in this segment. It was also found that the younger one was¹⁶ and/or the higher their household income¹⁷, the more likely they were to set up their account online.
- For SR 167 GPL users without a *Good To Go!*TM account, over two-thirds (68.4%) reported that they were likely to go online to set up their account. This was followed by going to a store (e.g. drug store, supermarket, etc.) as reported by 13.3% users in this segment. It was also found that women¹⁸, those who were younger¹⁹ and/or those with a higher household income²⁰ were more likely to set up their account online.
- For SR 167 carpoolers without a *Good To Go!*TM account, over three-fifths (64%) reported that they were likely to go online to set up their account. This was followed by going to a store (e.g. drug store, supermarket, etc.) as reported by 15.3% users in this segment. It was also found that those with a higher household income were more likely to set up their account online.²¹

¹⁶ Cramer's V = .223; p = .000

¹⁷ Cramer's V = .242; p = .004

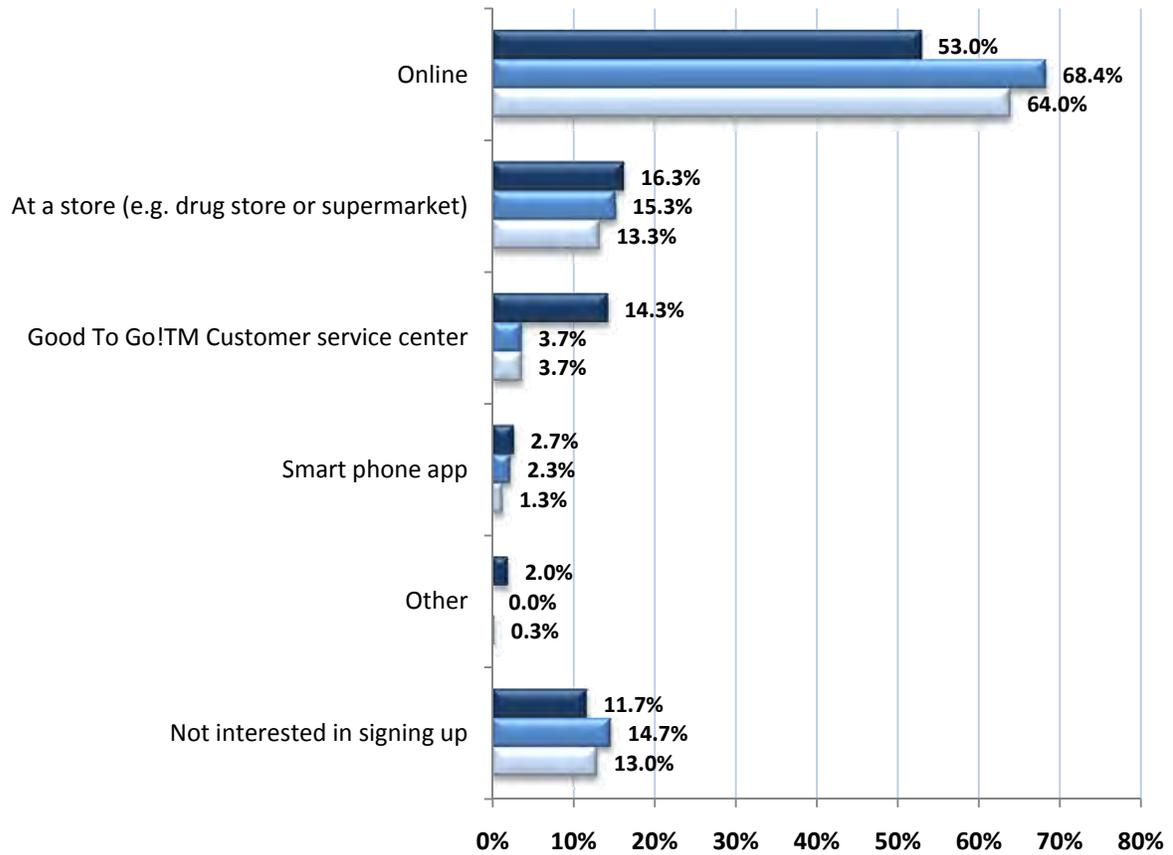
¹⁸ Cramer's V = .196; p = .042

¹⁹ Cramer's V = .174; p = .010

²⁰ Cramer's V = .251; p = .001

²¹ Cramer's V = .264; p = .000

You might be able to set up your Good To Go!™ account in a variety of ways. Which of the following is the way you would be most likely to set up your account?



- TNB users without a Good To Go!™ account (n = 300)
- SR 167 GPL users without a Good To Go!™ account (n = 301)
- SR 167 carpoolers without a Good To Go!™ account (n = 300)

APPENDICES

APPENDIX A: DETAILED METHODOLOGY

In order to conduct the study, it was necessary to identify a pool of SR 167 users and a pool of TNB users, who could be further classified on the basis of whether they had a *Good To Go!*TM account or not. WSDOT contacted those who had a *Good To Go!*TM account (this included TNB users as well as SR 167 users) via email, and included a link to the online survey as a part of this email. Those without a *Good To Go!*TM account were contacted as a part of the random digit dialing phone sample that was selected from specific zip codes (this included TNB users as well as SR 167 users).

The sample segments were as follows, with the number of completed surveys indicated in parentheses:

- TNB Users:
 - TNB users who had a *Good To Go!*TM account (n = 12,807)
 - TNB users who did not have a *Good To Go!*TM account (n = 300)
- SR 167 Users:
 - SR 167 users who had a *Good To Go!*TM account (n = 336)
 - SR 167 general purpose lanes (GPL) users who did not have a *Good To Go!*TM account (n = 301)
 - SR 167 carpoolers who did not have a *Good To Go!*TM account (n = 300)

The study was conducted in two phases:

I. Telephone Survey

PRR, in collaboration with the WSDOT, developed a telephone questionnaire to gather information from those who did not have a *Good To Go!*TM account regarding their travel behavior across TNB or SR 167. This process involved several initial drafts of survey questions. All drafts were reviewed by the WSDOT team members and a final draft of the telephone survey questions was achieved. (See Appendix B for the final draft).

The telephone survey questions were programmed into Computer Assisted Telephone Interviewing software. Survey questions were then pre-tested and monitored on the first night of the survey fielding. The pre-testing indicated that the survey questions were working well and only minor changes in wording to the questions were made as a result of the pretest. The pretest surveys were not included in the final sample.

The following steps outline the process followed in fielding the survey:

- Used random digit dial telephone numbers for the following zip codes for the sampling frame: 98001, 98002, 98030, 98031, 98032, 98047, 98055, 98092, 98178, 98310, 98311, 98312, 98314, 98329, 98345, 98349, 98351, 98354, 98366, 98367, 98371, 98372, 98373, 98374, 98375, 98383, 98390, 98391, 98394, 98402, 98403, 98403, 98404, 98405, 98406, 98407, 98408, 98409, 98418, 98421, 98422, 98424, 98443, 98465, 98466, 98467, 98524, 98528. (See map below).



- Fielded the survey between July 12th, 2010 and July 26th, 2010 to a disproportionate stratified random sample of 901 Washington residents who did not have a *Good To Go!*TM account, with 301 surveys completed with those who primarily used TNB, 301 surveys completed with those who primarily used SR 167 general purpose lanes and 300 of those who primarily carpooled on SR 167.
- To reduce sample bias, a minimum of four attempts were made to establish telephone contact at different times of the day and days of the week with every randomly selected phone number.

The sub-group samples of 300 respondents result in a margin of error of +/- 5.7% at the 95% confidence interval. The **margin of error** is the plus-or-minus percent figure that applies to the interval that if you had asked the question of the entire relevant population would have picked the answer chosen by the sample. The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the margin of error.

The *response rate*²² for the survey was 6.1% and the *cooperation rate*²³ was 47.4%.

II. Online Survey

Similar to the telephone survey, PRR, in collaboration with the WSDOT, developed an online version of the survey to gather information from those who had a *Good To Go!*TM account. The online survey questions were essentially the same as those used for the telephone survey. A final draft of the online survey questions was achieved. (See Appendix C for the final draft).

The online survey questions were programmed into Survey Monkey software. The survey questions were then tested to ensure that the programming was working properly.

In July 2010, WSDOT contacted those who had a *Good To Go!*TM account (this included TNB users as well as SR 167 users) via email, and included the link to the online survey as a part of this email. The survey went live on July 13, 2010 and ended on July 29, 2010. The total number of completed survey was 13,143.

Data Processing and Analysis

Data processing for the telephone survey consisted of coding and entering quantitative and qualitative responses through the Computer Assisted Telephone Interviewing system. As for the online version of the survey, data processing consisted of downloading the online survey data into an Excel file and then importing the data into an and then merging it with the telephone survey data in an SPSS (Statistical

²² Using the approved American Association of Public Opinion Research approach, response rate is defined as the number of completed surveys plus partial or suspended surveys divided by the number of completed surveys, plus partial or suspended surveys, plus qualified refusals, plus break-offs, plus no answer, plus busy signal, plus answering machine, plus soft refusals, plus hard refusals, plus scheduled callbacks, plus unspecified callbacks.

²³ Cooperation rate is defined as the number of completed surveys divided by the number of completed surveys plus refusals plus break-offs.

Package for the Social Sciences) file . Response range and logic checks were performed in order to check for miscoded variables thereby cleaning the final data file. Data analysis was conducted with SPSS software.

Data analysis involved the use of appropriate descriptive statistical techniques (frequencies, percentages and means) and explanatory statistical techniques (in this case t-test, Cramer's V and Kendall's Tau c) to test for the statistical significance of relationships between variables²⁴. Finally, logistical regression was performed to identify significant predictors relative to users' thinking about getting a *Good To Go!*TM account. Throughout this report, relationships between variables that are statistically significant at the .05 level or better, and that are meaningful to an understanding of the data are reported.

²⁴ *T-test* assesses the significance of the difference between two means. *Cramer's V* is a measure of the relationship between two variables and is appropriate to use when one or both of the variables are at the nominal level of measurement. *Cramer's V* ranges from 0 to +1 and indicates the strength of a relationship. The closer to +1, the stronger the relationship between the two variables. *Kendall's Tau c* is a measure of the relationship between two variables and is appropriate to use when both of the variables are at the ordinal level of measurement. *Tau c* ranges from -1 to +1 and indicates the strength and direction of a relationship. The accompanying "p" scores presented in this report for Cramer's V and Tau c indicate the level of statistical significance.

APPENDIX B: FINAL SURVEY DRAFT- PHONE VERSION

Hello, my name is _____ and I'm calling for the Washington State Department of Transportation to get opinions on travel across the Tacoma Narrows Bridge or on State Route 167. This is not a sales call. It's an opportunity to express your opinions.

May I please speak with an adult 18 years of age or older in your household who travels on either the Tacoma Narrows Bridge or SR 167. Would that be you? (IF NO, ASK TO SPEAK WITH THE QUALIFIED PERSON AND REPEAT INTRO SECTION.

I'd like to ask you some questions on a strictly confidential basis. The questions will take no more than 12 minutes of your time.

I. Screener/Quota Questions

1. Do you or does anyone in your household work for a transportation agency?
 - No
 - Yes (thank and terminate)
 - Don't know/refused (thank and terminate)

2. Do you have a *Good To Go!*[™] toll transponder account?
 - No
 - Yes (Thank them and ask if they recently took the online version of this survey. If no, give them the link to online version.)

3. Which route do you use more frequently?
 - SR 167 (skip to Q5)
 - Tacoma Narrows Bridge (DO NOT ASK Q5 AND Q6)

4. How often do you typically travel on the Tacoma Narrows Bridge and use the toll booths to pay your toll? Would you say: (QUOTA = 300)
 - 4 or more times per week
 - 2-3 times per week
 - 1 time per week
 - 1-3 times per month
 - Less than 1 time per month, but more than 2 times per year
 - 2 times or less per year (does not qualify for this sample segment)
 - never (does not qualify for this sample segment)

ROTATE Q5 & Q6

5. How often do you typically travel alone in the general purpose lanes on SR 167? Would you say: (QUOTA = 300)
 - 4 or more times per week
 - 2-3 times per week
 - 1 time per week

- 1-3 times per month (does not qualify for this sample segment)
- Less than 1 time per month, but more than 2 times per year (does not qualify for this sample segment)
- 2 times or less per year (does not qualify for this sample segment)
- never (does not qualify for this sample segment)

6. How often do you typically carpool on SR 167? Would you say: (QUOTA = 300)

- 4 or more times per week
- 2-3 times per week
- 1 time per week
- 1-3 times per month (does not qualify for this sample segment)
- Less than 1 time per month, but more than 2 times per year (does not qualify for this sample segment)
- 2 times or less per year (does not qualify for this sample segment)
- never (does not qualify for this sample segment)

IF Q4, Q5, & Q6 ARE ALL "DO NOT QUALIFY", THEN THANK AND TERMINATE

II. ATTITUDES TOWARD TOLLING IN GENERAL

7. Please tell me how much you agree or disagree with the following statements. Please use a scale of 1 to 7, where 1 means highly disagree and 7 means highly agree. (ROTATE AND READ)

- Tolls are an appropriate way to pay for the construction, operation and maintenance of new road facilities.
- Tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes.

8. Has your opinion of tolling changed since the **new Tacoma Narrows Bridge opened** (for those who qualify at Q4) **HOT lanes opened on SR 167** (for those who qualify at Q5 or Q6)?

- No (skip to Q11 or Q18 depending on quota group)
- Yes
- Don't know (skip to Q11 or Q18 depending on quota group)
- Not applicable (did not have an opinion prior to TNB or HOT lanes opening) (skip to Q11 or Q18 depending on quota group)

9. Has your opinion of tolling become: (ROTATE AND READ)

- More positive
- More negative

10. What ONE factor was most important in making your opinion about tolling more <insert from Q9>?

III. ATTITUDES TOWARD TACOMA NARROWS BRIDGE

ONLY ASK QUESTIONS IN THIS SECTION IF QUALIFY AT Q4.

NOW I HAVE SOME QUESTIONS SPECIFICALLY ABOUT THE TACOMA NARROWS BRIDGE.

11. The Tacoma Narrows Bridge project was a 5-year project that resulted in the construction of a second bridge parallel to the old bridge, as well as improvements to the old bridge and to State Route 16. What is your overall opinion of the project? Would you say:
- Very unfavorable
 - Somewhat unfavorable
 - Neither favorable nor unfavorable
 - Somewhat favorable
 - Very favorable
 - Don't know (DO NOT READ)
12. When there was only one bridge, did you find yourself avoiding using the bridge?
- No
 - Yes
 - Don't know
 - Didn't use the old bridge (skip to Q15)
13. Now that the new Tacoma Narrows Bridge has been completed would you say your use of the bridge has:
- Decreased,
 - Stayed the same, or (skip to Q15)
 - Increased
 - Don't know (DO NOT READ)
14. Why has your use of the bridge <insert answer from Q14>? (DO NOT READ. ACCEPT ALL THAT APPLY.)
- Traffic less congested
 - New bridge is safer
 - Lanes are wider on the new bridge
 - HOV lanes on the bridge now
 - Toll amount is not too high
 - People in the toll booths are friendly
 - Travel needs have changed
 - Signage is clear
 - Other (specify below)
-
- Traffic more congested
 - New bridge is not safe
 - Lanes are wider on the new bridge
 - HOV lanes on the bridge now
 - Toll amount is too high
 - People in the toll booths are not friendly
 - Travel needs have changed
 - Signage is confusing
 - Other (specify below)

15. How did the toll rate increase in the summer of 2009 affect your use of the new bridge? Would you say:

- Decreased your use
- Did not affect your use
- Increased your use
- Don't know (DO NOT READ)
- Not applicable (didn't use the bridge before the toll increase)

READ – ELECTRONIC TOLL COLLECTION IS AVAILABLE ON THE TACOMA NARROWS BRIDGE. THOSE WITH A *GOOD TO GO!*™ ACCOUNT PLACE A DEVICE, CALLED A TRANSPONDER, ON THEIR VEHICLE. WHEN THEY USE THE TACOMA NARROWS BRIDGE OR THE SR 167 HOT LANES THEY DO NOT NEED TO STOP OR EVEN SLOW DOWN TO PAY THE TOLL.

16. Have you thought about getting a *Good To Go!*™ account?

- No
- Yes

17. What are the reasons you have not gotten a *Good To Go!*™ account? (DO NOT READ)

- Don't use bridge often enough to make it worthwhile
- Not sure how it works
- Security/privacy concerns/tracking my movements
- Afraid technology will fail
- Don't want transponder on my car
- Don't know how to set up an account
- Customer service was not good
- Don't want to have to put money in the account
- Don't know enough about it
- Not sure what happens if my account is empty
- Not sure if there is a minimum balance required
- Not sure how I can check my account balance and refill it
- Not sure how and where I can set up an account
- Not sure how transponder gets installed in my car
- Not sure what the transponder looks like
- Not sure what the benefits of an account are
- Like the toll booth operators
- Transponder costs too much
- Other (specify)

IV. ATTITUDES TOWARD SR 167 HOT LANES

ONLY ASK QUESTIONS IN THIS SECTION IF QUALIFY AT Q5 OR Q6

NOW I HAVE SOME QUESTIONS SPECIFICALLY ABOUT THE SR 167 HOT LANES.

READ – The HOT lanes on SR 167 are lanes for carpools and buses that are also open to solo drivers who choose to pay a toll. Toll rates adjust based on traffic conditions. With HOT lanes you always have the choice to stay in the untolled general purpose lanes.

ONLY ASK Q18 IF QUALIFY AT Q6

18. When you carpool on SR 167 are you more likely to travel in the general purpose lanes or the carpool lane?
- General purpose lanes
 - Carpool lane
 - Both lanes about equally
 - Don't know
19. Did you use SR 167 before the HOT lanes were introduced in May 2008?
- No (skip to Q25)
 - Yes
 - Don't know (skip to Q25)
20. Did the introduction of HOT lanes affect your experience of using SR 167?
- No (skip to Q22)
 - Yes
 - Don't know (skip to Q22)
21. How did HOT lanes affect your experience of using SR 167? (DO NOT READ. ACCEPT ALL THAT APPLY.)
- Decreased my travel time
 - Increased my travel time
 - Decreased congestion
 - Increased congestion
 - Feel safer
 - Feel less safe
 - Less likely to carpool
 - More likely to carpool
 - Less likely to use transit
 - More likely to use transit
 - Less stressful trip
 - More stressful trip
 - Other (specify)
22. How have the HOT lanes on SR 167 affected your travel time? Would you say it has: (ROTATE AND READ)
- Better
 - About the same (skip to Q25)
 - Worse (skip to Q24)
23. On average, about how many minutes do you think you now **save** ON YOUR OVERALL TRIP since HOT lanes were introduced on SR 167? (DO NOT READ)
- 1-5 minutes
 - 6-10 minutes
 - 11-15 minutes
 - 16-20 minutes
 - 21-30 minutes
 - 31+ minutes

- Don't know
24. On average, about how many **more** minutes do you think you now spend ON YOUR TOTAL TRIP since HOT lanes were introduced on SR 167? (DO NOT READ)
- 1-5 minutes
 - 6-10 minutes
 - 11-15 minutes
 - 16-20 minutes
 - 21-30 minutes
 - 31+ minutes
 - Don't know
25. How satisfied are you with your travel time on SR 167? Would you say:
- Very unsatisfied
 - Somewhat unsatisfied
 - Somewhat satisfied
 - Very satisfied
 - Don't know
26. Have you thought about getting a *Good To Go!*TM account?
- No
 - Yes
27. What are the reasons you have not gotten a *Good To Go!*TM account? (DO NOT READ)
- Don't use SR 167 during congested times
 - Not sure how it works
 - Security/privacy concerns/tracking my movements
 - Afraid technology will fail
 - Don't want transponder on my car
 - Don't know how to set up an account
 - Customer service was not good
 - Don't want to have to put money in the account
 - Don't know enough about it
 - Not sure what happens if my account is empty
 - Not sure if there is a minimum balance required
 - Not sure how I can check my account balance and refill it
 - Not sure how and where I can set up an account
 - Not sure how transponder gets installed in my car
 - Not sure what the transponder looks like
 - Not sure what the benefits of an account are
 - Transponder costs too much
 - Don't need because I carpool all the time
 - Other (specify)
28. Please tell me if you agree or disagree with the following statements: (ROTATE AND READ; AGREE, DISAGREE, AND DON'T KNOW ARE ACCEPTABLE ANSWERS)

- HOT lanes should be opened on other freeways in our region
- HOT lanes slow down transit and carpools
- HOT lanes do not relieve traffic congestion
- Allowing single drivers to use the carpool (HOV) lanes by paying a toll is a good idea
- HOT lanes create incentives to carpool or take the bus
- HOT lanes improve roadway safety
- HOT lanes are unfair to those with low incomes
- The SR 167 HOT lanes should not have a toll and should be open to all drivers for free, at all times
- When the general purpose lanes are congested, HOT lanes allow me to make a faster trip when I really need to
- HOT lane rules are followed by most drivers
- The signage for the HOT lanes is easy to understand

V. Travel Behavior

ONLY ASK Q29-Q33 IF QUALIFY AT Q4

29. How do you typically travel on the Tacoma Narrows Bridge? Would you say: (multiple choices allowed)
- Drive alone
 - Carpool with household members
 - Carpool with non-household members
 - Take the bus
 - Vanpool
 - Other (specify)
30. What direction do you typically travel on the Tacoma Narrows Bridge?
- East
 - West
 - Both directions
31. What time of the day did you typically travel on the Tacoma Narrows Bridge? Would you say: (multiple choices allowed)
- AM peak (5 am to 9 am)
 - Mid-day (after 9 am to before 3 pm)
 - PM peak (3 pm to 7 pm)
 - Evening (after 7 pm to 10pm)
 - Over night time (after 10 pm to before 5 am)
32. In general, how congested was traffic when you *last* traveled on the Tacoma Narrows Bridge? Would you say:
- Not congested at all
 - Moderately congested
 - Seriously congested
 - Very seriously congested
 - Don't know (DO NOT READ)

33. For what trip purposes do you typically use the Tacoma Narrows Bridge? Would you say: (multiple choices allowed)

- Travel to or from work
- Travel to or from school
- Errands/shopping
- Non-commute work-related travel
- Recreational activities
- Visit family or friends
- Medical needs
- Other (specify)
- Don't know (DO NOT READ)

ONLY ASK Q34-Q38 IF QUALIFY AT Q5 OR Q6.

34. How do you typically travel on SR 167? Would you say: (multiple responses allowed)

- Drive alone
- Carpool with household members
- Carpool with non-household members
- Take the bus
- Vanpool
- Other (specify)

35. What direction do you typically travel on SR 167? Would you say:

- North
- South
- Both directions

36. What time of the day do you typically travel on SR 167? Would you say: (multiple responses allowed)

- AM peak (5 am to 9 am)
- Mid-day (after 9 am to before 3 pm)
- PM peak (3 pm to 7 pm)
- Evening (after 7 pm to 10pm)
- Over night time (after 10 pm to before 5 am)

37. In general, how congested was traffic when you *last* traveled on SR 167? Would you say:

- Not congested at all
- Moderately congested
- Seriously congested
- Very seriously congested
- Don't know (DO NOT READ)

38. For what trip purposes do you typically use SR 167? Would you say: (multiple choices allowed)

- Travel to or from work
- Travel to or from school
- Errands/shopping
- Non-commute work-related travel
- Recreational activities

- Visit family or friends
- Medical needs
- Other (specify)
- Don't know (DO NOT READ)

VI. Communications

39. If you wanted more information about getting a *Good To Go!*[™] account where would you prefer to get that information? (DO NOT READ, accept all that apply)

- Newspaper articles
- Print advertisements
- Radio advertisements
- Online advertisements
- Television
- Billboards
- Highway reader boards
- Internet
- Public events/presentations
- Washington State Department of Transportation web site
- Friends or family
- Employer
- Other (specify)

40. You might be able to set up your *Good To Go!*[™] account in a variety of ways. Which of the following is the way you would be most likely to set up your account? (ROTATE AND READ, accept just one)

- Online
- Good To Go!*[™] customer service center
- At a store, such as drug store or supermarket
- Smart phone app
- Other (Do not read, specify)
- Not interested in signing up

VII. Demographics

We have a few questions about yourself and your household. Your answers will be strictly confidential and will be combined with those of other respondents for statistical analysis purposes.

41. What is your home zip code?

42. Which of the following broad ranges includes your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older
- Refused

43. Which of the following best describes your work situation? Would you say: (multiple responses

allowed)

- Employed full-time
- Employed part-time
- Student full-time
- Student part-time
- Homemaker
- Retired
- Unemployed
- Refused

44. Which of the following income categories applies to your household's total annual income (before taxes) for 2009?

- Under \$15,000
- \$15,000 to less than \$25,000
- \$25,000 to less than \$35,000
- \$35,000 to less than \$50,000
- \$50,000 to less than \$75,000
- \$75,000 to less than \$100,000
- \$100,000 to less than \$125,000
- \$125,000 to less than \$150,000
- \$150,000 and above
- Refused

45. Which of the following best describes your ethnic/racial background? Would you say:

- White/Caucasian (not Hispanic/Latino background)
- White Caucasian (Hispanic/Latino background)
- Black/African American
- Asian/Pacific Islander
- Hispanic/Latino
- Native American
- Multi-racial
- Other (specify)
- Refused

46. Would you be willing to participate in a discussion group or other further research efforts to help the Department of Transportation learn more about opinions of citizens like you regarding travel on the Tacoma Narrows Bridge or SR 167?

- No (skip to Q48)
- Yes (get contact info)
- Don't know/refused (skip to Q48)

47. Could I have your name, phone number and email address.

Name: _____

Phone: _____

Draft 8: Subject to Revisions; Not in Final Print Layout

Email address: _____

48. Gender: (interviewer enter)

Male

Female

Those are all the questions I have for you. Thank you very much for your participation

If you would like more information about *Good To Go!*TM You can go to [www. XXX.com](http://www.XXX.com)

APPENDIX C: FINAL SURVEY DRAFT- ONLINE VERSION

TNB/SR 167 USER ONLINE SURVEY

Please take a few minutes to complete this questionnaire to help the Washington State Department of Transportation understand your views on traveling across the Tacoma Narrows Bridge or on State Route 167.

All your responses will be completely anonymous and will only be reported in aggregate with those of others who complete the questionnaire.

The questionnaire is best viewed by maximizing your screen. Please be sure to scroll down to the bottom of each page and click the "Next" button to proceed. The bar at the top of each page tells you how much of the survey you have completed. The survey is programmed so that if you need to stop and complete it at a later time you will be brought back to where you left off.

Please complete the survey by July 28, 2010. Thank you for sharing your opinions!

*** Do you or does anyone in your household work for a transportation agency?**

- No
- Yes
- Don't know

*** Which route do you use more frequently?**

- SR 167
- Tacoma Narrows Bridge

*** How often do you typically travel on the Tacoma Narrows Bridge and use your Good To Go! account to pay your toll?**

- 4 or more times per week
- 2 to 3 times per week
- 1 time per week
- 1 to 3 times per month
- Less than 1 time per month, but more than 2 times per year
- 2 times or less per year
- Never

TNB/SR 167 USER ONLINE SURVEY

Please tell us how much you agree or disagree with each of the following statements. Please rate on a scale of 1 to 7 (where 1 means 'highly disagree' and 7 means 'highly agree').

	1 - Highly Disagree	2	3	4	5	6	7 - Highly Agree
Tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes.	<input type="radio"/>						
Tolls are an appropriate way to pay for the construction, operation and maintenance of new road facilities.	<input type="radio"/>						

* Has your opinion of tolling changed since *the new Tacoma Narrows Bridge opened*?

- No
- Yes
- Don't know
- Not applicable (did not have an opinion prior to the new Tacoma Narrows Bridge opening)

* Has your opinion of tolling become:

- More positive
- More negative

What **ONE** factor was most important in making your opinion about tolling more positive?

What **ONE** factor was most important in making your opinion about tolling more negative?

Now, we have some questions specifically about the Tacoma Narrows Bridge.

TNB/SR 167 USER ONLINE SURVEY

The Tacoma Narrows Bridge project was a 5-year project that resulted in the construction of a second bridge parallel to the old bridge, as well as improvements to the old bridge and to State Route 16. What is your overall opinion of the project?

- Very unfavorable
- Somewhat unfavorable
- Neither favorable nor unfavorable
- Somewhat favorable
- Very favorable
- Don't know

*** When there was only one bridge, did you find yourself avoiding using the bridge?**

- No
- Yes
- Don't know
- Didn't use the old bridge

*** Now that the new Tacoma Narrows Bridge has been completed would you say your use of the bridge has:**

- Decreased
- Stayed the same
- Increased
- Don't know

Why has your use of the bridge decreased? (Check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> Traffic more congested | <input type="checkbox"/> People in the toll booths are not friendly |
| <input type="checkbox"/> New bridge is not safe | <input type="checkbox"/> Travel needs have changed |
| <input type="checkbox"/> Lanes are wider on the new bridge | <input type="checkbox"/> Signage is confusing |
| <input type="checkbox"/> HOV lanes on the bridge now | <input type="checkbox"/> Other (specify below) |
| <input type="checkbox"/> Toll amount is too high | |

If 'Other', please specify

TNB/SR 167 USER ONLINE SURVEY

Why has your use of the bridge increased? (Check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> Traffic less congested | <input type="checkbox"/> People in the toll booths are friendly |
| <input type="checkbox"/> New bridge is safer | <input type="checkbox"/> Travel needs have changed |
| <input type="checkbox"/> Lanes are wider on the new bridge | <input type="checkbox"/> Signage is clear |
| <input type="checkbox"/> HOV lanes on the bridge now | <input type="checkbox"/> Other (specify below) |
| <input type="checkbox"/> Toll amount is not too high | |

If 'Other', please specify

How did the toll rate increase in the summer of 2009 affect your use of the new bridge?

- Decreased your use
- Did not affect your use
- Increased your use
- Don't know
- Not applicable (didn't use the bridge before the toll increase)

How do you typically travel on the Tacoma Narrows Bridge? (Check all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Drive alone | <input type="checkbox"/> Take the bus |
| <input type="checkbox"/> Carpool with household members | <input type="checkbox"/> Vanpool |
| <input type="checkbox"/> Carpool with non-household members | <input type="checkbox"/> Other (specify below) |

If 'Other', please specify

What direction do you typically travel on the Tacoma Narrows Bridge?

- East
- West
- Both directions

TNB/SR 167 USER ONLINE SURVEY

What time of the day did you typically travel on the Tacoma Narrows Bridge? (Check all that apply.)

- AM peak (5 am to 9 am)
- Mid-day (after 9 am to before 3 pm)
- PM peak (3 pm to 7 pm)
- Evening (after 7 pm to 10pm)
- Over night time (after 10 pm to before 5 am)

In general, how congested was traffic when you last traveled on the Tacoma Narrows Bridge?

- Not congested at all
- Moderately congested
- Seriously congested
- Very seriously congested
- Don't know

For what trip purposes do you typically use the Tacoma Narrows Bridge? (Check all that apply.)

- | | | |
|---|--|--|
| <input type="checkbox"/> Travel to or from work | <input type="checkbox"/> Non-commute work-related travel | <input type="checkbox"/> Medical needs |
| <input type="checkbox"/> Travel to or from school | <input type="checkbox"/> Recreational activities | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Errands/shopping | <input type="checkbox"/> Visit family or friends | <input type="checkbox"/> Other (specify below) |

If 'Other', please specify

*** Do you typically *carpool* on SR 167 at least one time per MONTH OR travel alone in the HOT lanes (and use your Good To Go! Account to pay the toll) at least one time per MONTH on SR 167?**

- No
- Yes

TNB/SR 167 USER ONLINE SURVEY

*** How often do you typically travel alone in the HOT lanes and use your Good To Go! account to pay the toll on SR 167?**

- 4 or more times per week
- 2 to 3 times per week
- 1 time per week
- Less than 1 time per week

*** How often do you typically carpool on SR 167?**

- 4 or more times per week
- 2 to 3 times per week
- 1 time per week
- Less than 1 time per week

The HOT lanes on SR 167 are lanes for carpools and buses and are also open to solo drivers who choose to pay a toll. Toll rates adjust based on traffic conditions. With HOT lanes you always have the choice to stay in the untolled general purpose lanes.

When you carpool on SR 167 are you more likely to travel in the general purpose lanes or the carpool lane?

- General purpose lanes
- Carpool lane
- Both lanes about equally
- Don't know
- Not applicable (do not carpool on SR 167)

Please tell us how much you agree or disagree with each of the following statements. Please rate on a scale of 1 to 7 (where 1 means highly disagree and 7 means highly agree).

	1 = Highly Disagree	2	3	4	5	6	7 = Highly Agree
Tolls are an appropriate way to pay for the construction, operation and maintenance of new road facilities.	<input type="radio"/>						
Tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes.	<input type="radio"/>						

TNB/SR 167 USER ONLINE SURVEY

*** Has your opinion of tolling changed since *the HOT lanes opened on SR 167*?**

- No
- Yes
- Don't know
- Not applicable (did not have an opinion prior to the HOT lanes opening)

*** Has your opinion of tolling become:**

- More positive
- More negative

What ONE factor was most important in making your opinion about tolling more positive?

What ONE factor was most important in making your opinion about tolling more negative?

*** Did you use SR 167 before the HOT lanes were introduced in May 2008 ?**

- No
- Yes
- Don't know

*** Did the introduction of HOT lanes affect your experience of using SR 167?**

- No
- Yes
- Don't know

TNB/SR 167 USER ONLINE SURVEY

How did HOT lanes affect your experience of using SR 167? (Check all that apply.)

- | | | |
|---|---|--|
| <input type="checkbox"/> Decreased my travel time | <input type="checkbox"/> Feel less safe | <input type="checkbox"/> Less stressful trip |
| <input type="checkbox"/> Increased my travel time | <input type="checkbox"/> Less likely to carpool | <input type="checkbox"/> More stressful trip |
| <input type="checkbox"/> Decreased congestion | <input type="checkbox"/> More likely to carpool | <input type="checkbox"/> Other (specify below) |
| <input type="checkbox"/> Increased congestion | <input type="checkbox"/> Less likely to use transit | |
| <input type="checkbox"/> Feel safer | <input type="checkbox"/> More likely to use transit | |

If 'Other', please specify

*** How have the HOT lanes on SR 167 affected your travel time?**

- Travel time is better now
- Travel time is worse now
- Travel time is about the same

On average, about how many minutes do you think you now save ON YOUR OVERALL TRIP since HOT lanes were introduced on SR 167?

- | | |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> 1-5 minutes | <input type="radio"/> 21-30 minutes |
| <input type="radio"/> 6-10 minutes | <input type="radio"/> 31+ minutes |
| <input type="radio"/> 11-15 minutes | <input type="radio"/> Don't know |
| <input type="radio"/> 16-20 minutes | |

On average, about how many more minutes do you think you now spend ON YOUR TOTAL TRIP since HOT lanes were introduced on SR 167?

- | | |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> 1-5 minutes | <input type="radio"/> 21-30 minutes |
| <input type="radio"/> 6-10 minutes | <input type="radio"/> 31+ minutes |
| <input type="radio"/> 11-15 minutes | <input type="radio"/> Don't know |
| <input type="radio"/> 16-20 minutes | |

TNB/SR 167 USER ONLINE SURVEY

How satisfied are you with your travel time on SR 167?

- Very unsatisfied
- Somewhat unsatisfied
- Somewhat satisfied
- Very satisfied
- Don't know

Please tell me if you agree or disagree with the following statements:

	Disagree	Agree	Don't know
The SR 167 HOT lanes should not have a toll and should be open to all drivers for free, at all times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HOT lanes improve roadway safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HOT lanes should be opened on other freeways in our region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The signage for the HOT lanes is easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HOT lanes do not relieve traffic congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allowing single drivers to use the carpool (HOV) lanes by paying a toll is a good idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HOT lanes are unfair to those with low incomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HOT lanes slow down transit and carpools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HOT lane rules are followed by most drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When the general purpose lanes are congested, HOT lanes allow me to make a faster trip when I really need to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HOT lanes create incentives to carpool or take the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do you typically travel on SR 167? (Check all that apply.)

- Drive alone
- Carpool with household members
- Carpool with non-household members
- Take the bus
- Vanpool
- Other (specify below)

If 'Other', please specify

What direction do you typically travel on SR 167?

- North
- South
- Both directions

TNB/SR 167 USER ONLINE SURVEY

What time of the day do you typically travel on SR 167? (Check all that apply.)

- AM peak (5 am to 9 am)
- Mid-day (after 9 am to before 3 pm)
- PM peak (3 pm to 7 pm)
- Evening (after 7 pm to 10pm)
- Over night time (after 10 pm to before 5 am)

In general, how congested was traffic when you last traveled on SR 167?

- Not congested at all
- Moderately congested
- Seriously congested
- Very seriously congested
- Don't know

For what trip purposes do you typically use SR 167? (Check all that apply.)

- | | | |
|---|--|--|
| <input type="checkbox"/> Travel to or from work | <input type="checkbox"/> Non-commute work-related travel | <input type="checkbox"/> Medical needs |
| <input type="checkbox"/> Travel to or from school | <input type="checkbox"/> Recreational activities | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Errands/shopping | <input type="checkbox"/> Visit family or friends | <input type="checkbox"/> Other (specify below) |

If 'Other', please specify

We have a few questions about yourself and your household. Your answers will be strictly confidential and will be combined with those of other respondents for statistical analysis purposes.

What is your home zip code?

Which of the following broad ranges includes your age?

- | | |
|-----------------------------|------------------------------------|
| <input type="radio"/> 16-17 | <input type="radio"/> 45-54 |
| <input type="radio"/> 18-24 | <input type="radio"/> 55-64 |
| <input type="radio"/> 25-34 | <input type="radio"/> 65 and older |
| <input type="radio"/> 35-44 | |

TNB/SR 167 USER ONLINE SURVEY

Which of the following best describes your work situation? (Check all that apply)

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Employed full-time | <input type="checkbox"/> Homemaker |
| <input type="checkbox"/> Employed part-time | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Student full-time | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Student part-time | |

Which of the following income categories applies to your household's total annual income (before taxes) for 2009?

- | | | |
|--|---|--|
| <input type="radio"/> Under \$15,000 | <input type="radio"/> \$35,000 to less than \$50,000 | <input type="radio"/> \$100,000 to less than \$125,000 |
| <input type="radio"/> \$15,000 to less than \$25,000 | <input type="radio"/> \$50,000 to less than \$75,000 | <input type="radio"/> \$125,000 to less than \$150,000 |
| <input type="radio"/> \$25,000 to less than \$35,000 | <input type="radio"/> \$75,000 to less than \$100,000 | <input type="radio"/> \$150,000 and above |

Which of the following best describes your ethnic/racial background?

- | | | |
|--|--|---|
| <input type="radio"/> White/Caucasian (not Hispanic/Latino background) | <input type="radio"/> Asian/Pacific Islander | <input type="radio"/> Multi-racial |
| <input type="radio"/> White Caucasian (Hispanic/Latino background) | <input type="radio"/> Hispanic/Latino | <input type="radio"/> Other (specify below) |
| <input type="radio"/> Black/African American | <input type="radio"/> Native American | |

If 'Other', please specify

Your gender

- Male
- Female

*** Would you be willing to participate in a discussion group or other further research efforts to help the Department of Transportation learn more about opinions of citizens like you regarding travel on the Tacoma Narrows Bridge or SR 167?**

- No
- Yes
- Don't know

This information will not be connected to your other survey answers and will not be used for any other purposes.

TNB/SR 167 USER ONLINE SURVEY

Please enter your name, email address and phone number so that we can contact you for other research opportunities.

Name:

Email Address:

Phone Number:

Those are all the questions we have for you today. BE SURE TO CLICK THE 'DONE' BUTTON BELOW SO THAT YOUR ANSWERS ARE INCLUDED. Thank you very much for your participation!

APPENDIX D: DEMOGRAPHIC PROFILE**Table 1. Tacoma Narrows Bridge User Sample Demographics**

	TNB Users With <i>Good To Go!</i> TM account (%)	TNB Users Without <i>Good To Go!</i> TM account (%)
Gender	(n = 11865)	(n = 300)
Female	45.5	55.7
Male	54.5	44.3
Age	(n = 12196)	(n = 288)
Under 25 years	0.4	5.6
25 - 34	4.2	14.2
35 - 44	9.6	14.6
45 - 54	21.5	18.8
55 - 64	31.8	22.2
65 or older	32.4	24.7
Household Income (2009) before taxes	(n = 10697)	(n = 231)
Under \$15,000	1.7	6.9
\$15,000 - \$24,999	3.3	13.9
\$25,000 - \$34,999	6.8	13.4
\$35,000 - \$49,999	15.8	16.9
\$50,000 - \$74,999	24.2	22.5
\$75,000 - \$99,999	20.5	14.3
\$100,000 and \$124,999	12.8	5.6
\$125,000 and \$149,999	6.3	3.5
\$150,000 and above	8.6	3.0
Ethnic/Racial Background	(n = 11470)	(n = 274)
Caucasian (non Hispanic/ Latino background)	89.7	82.1
Caucasian (Hispanic/ Latino background)	1.8	2.2
African American	0.7	2.9
Asian/Pacific Islander	2.4	2.6
Hispanic/Latino	0.6	3.3
Native American	0.7	1.8
Multiracial	1.5	4.4
Other	2.7	0.7
Employment (n = 13721)*	(n = 12840)	(n = 300)
Employed full time	44.0	36.9
Employed part time	9.4	7.1
Student full time	1.1	3.5
Student part time	0.7	1.9

Homemaker	5.5	11.9
Retired	36.7	31.1
Unemployed	2.8	7.7

*Multiple responses allowed

Table 2. SR 167 User Sample Demographics

	SR 167 Users With <i>Good To Go!</i> TM account (%)	SR 167 GPL Users Without <i>Good To Go!</i> TM account (%)	SR 167 Carpoolers Without <i>Good To Go!</i> TM account (%)
Gender	(n = 310)	(n = 301)	(n = 300)
Female	36.8	46.2	55.7
Male	63.2	53.8	44.3
Age	(n = 320)	(n = 290)	(n = 292)
Under 25 years	0.9	3.4	2.4
25 - 34	7.8	11.7	9.6
35 - 44	18.4	16.2	19.5
45 - 54	32.5	27.6	21.2
55 - 64	25.3	25.9	20.2
65 or older	15.0	15.2	27.1
Household Income (2009) before taxes	(n = 288)	(n = 235)	(n = 239)
Under \$15,000	1.0	1.7	7.1
\$15,000 - \$24,999	2.1	3.4	4.6
\$25,000 - \$34,999	6.3	8.1	5.9
\$35,000 - \$49,999	10.1	16.6	16.7
\$50,000 - \$74,999	24.3	22.1	24.3
\$75,000 - \$99,999	23.3	22.1	18.4
\$100,000 and \$124,999	16.3	11.5	12.6
\$125,000 and \$149,999	8.7	6.0	6.7
\$150,000 and above	8.0	8.5	3.8
Ethnic/Racial Background	(n = 299)	(n = 271)	(n = 274)
Caucasian (non Hispanic/ Latino background)	84.3	85.6	80.3
Caucasian (Hispanic/ Latino background)	2.7	1.5	2.2
African American	1.0	3.7	3.3
Asian/Pacific Islander	2.7	3.3	6.2
Hispanic/Latino	0.3	1.1	3.3
Native American	0.3	1.5	0.7
Multiracial	4.0	3.0	3.3
Other	4.7	0.4	0.7
Employment*	(n = 336)	(n = 301)	(n = 300)
Employed full time	64.9	62.2	39.7
Employed part time	7.6	8.5	13.4
Student full time	0.9	2.3	2.3
Student part time	0.9	1.3	0.7
Homemaker	4.0	5.2	7.2

Retired	19.0	16.0	30.5
Unemployed	2.6	4.6	6.2

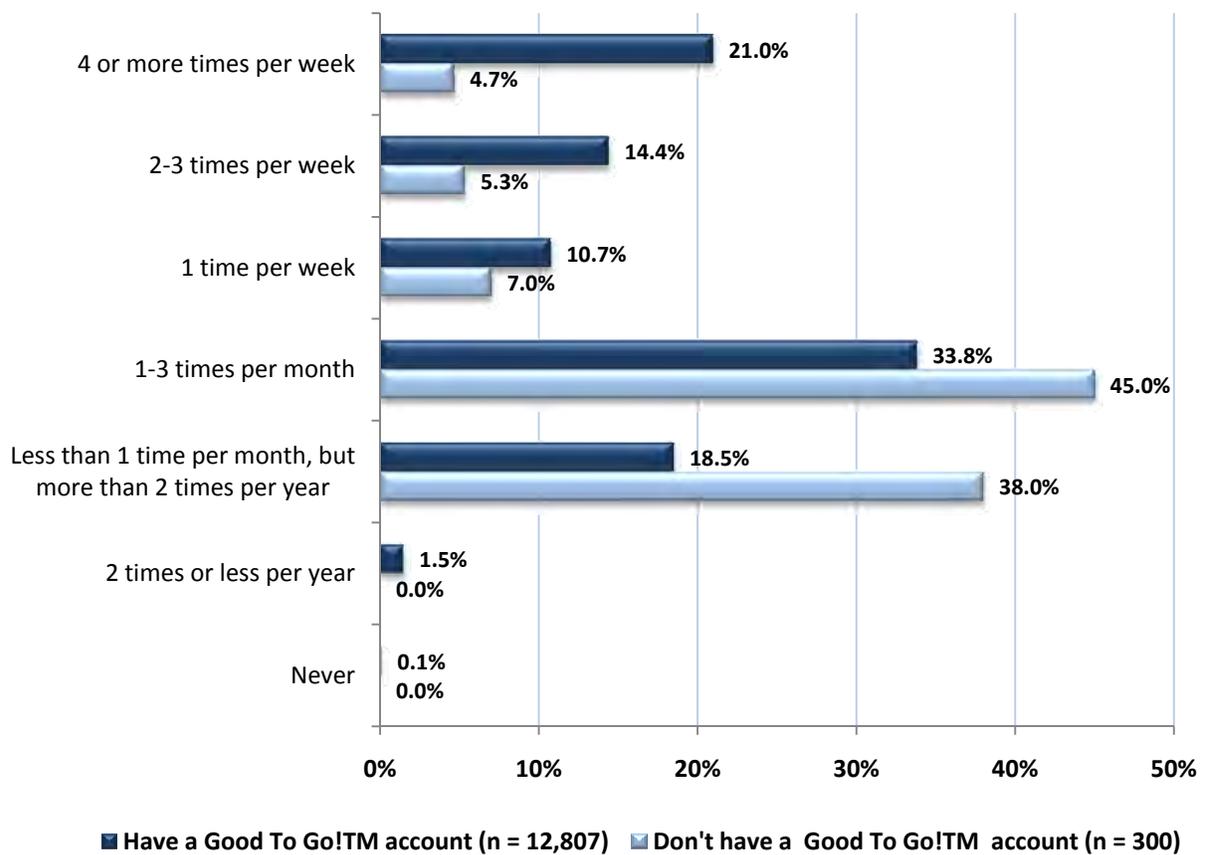
*Multiple responses allowed

APPENDIX E: TRAVEL BEHAVIOR- TACOMA NARROWS BRIDGE USERS

Many use the bridge one or more times a month

Respondents were asked about how often they typically traveled on TNB. Four-fifths (79.9%) of TNB users who had a *Good To Go!*TM account reported that they used the bridge one or more times a month. In comparison, over three-fifths (62%) of TNB users who did not have a *Good To Go!*TM account reported using the bridge one or more times a month.

How often do you typically travel on the Tacoma Narrows Bridge and use the toll booths to pay your toll?



With regard to those who had a *Good To Go!*TM account, it was also found that the younger one was, the more frequently they used the bridge.²⁵ Similar association between age and bridge usage was found for those who did not have a *Good To Go!*TM account.²⁶

²⁵ Kendall's tau-c = .158; p = .000

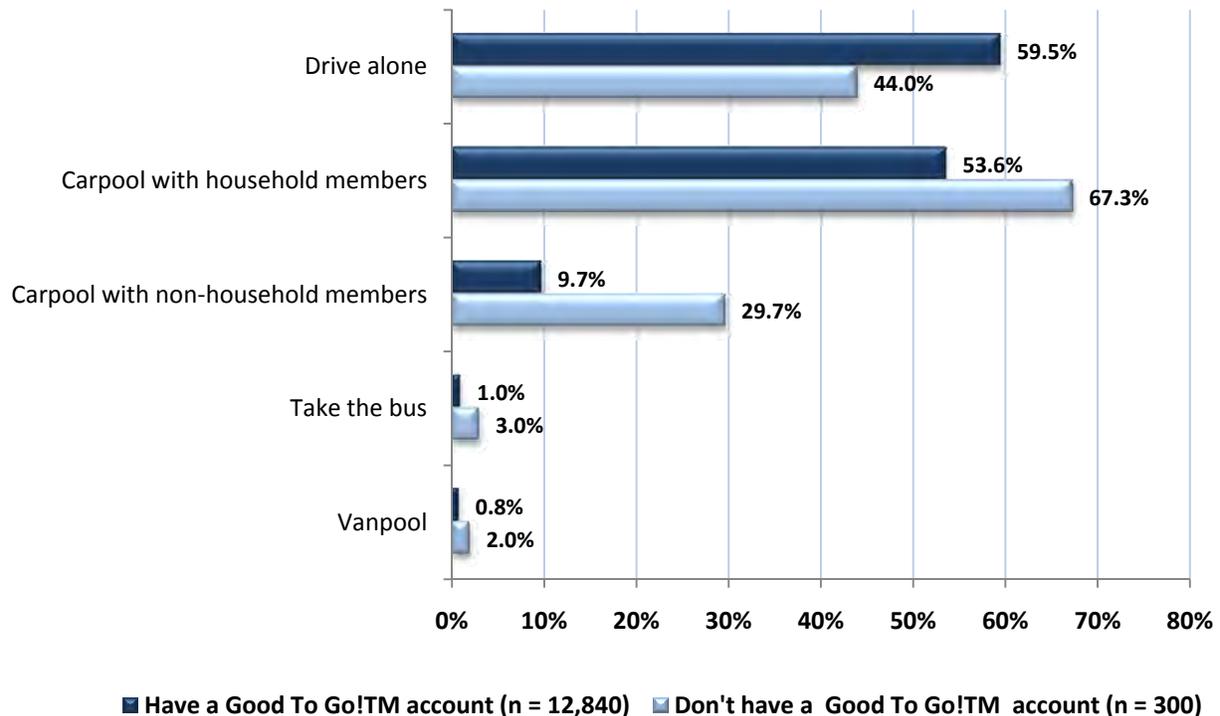
²⁶ Kendall's tau-c = .125; p = .000

Many drive alone or carpool with household members to travel on the bridge

Driving alone and carpooling with household members were the top modes of traveling across the bridge for many respondents. When respondents were asked how they typically traveled on the Tacoma Narrows Bridge, it was found that:

- About three-fifths (59.5%) of TNB users who had a *Good To Go!*TM account reported driving alone. In comparison, over two-fifths (44%) of TNB users who did not have a *Good To Go!*TM account reported that they drove alone on the bridge.
- Over half (53.6%) of TNB users who had a *Good To Go!*TM account reported carpooling with household members on the bridge. In comparison, over two-thirds (67.3%) of TNB users who did not have a *Good To Go!*TM account reported that they carpoled with household members.
- Only 9.7% of TNB users who had a *Good To Go!*TM account reported carpooling with non-household members on the bridge. In comparison, over a quarter (29.7%) of TNB users who did not have a *Good To Go!*TM account reported that they carpoled with non-household members on the bridge.
- Only 1% of TNB users who had a *Good To Go!*TM account and 3% of TNB users who did not have a *Good To Go!*TM account (3%) reported taking the bus to travel on the TNB.
- Only 0.8% of TNB users who had a *Good To Go!*TM account and 2% of TNB users who did not have a *Good To Go!*TM account (2%) reported vanpooling on the TNB.

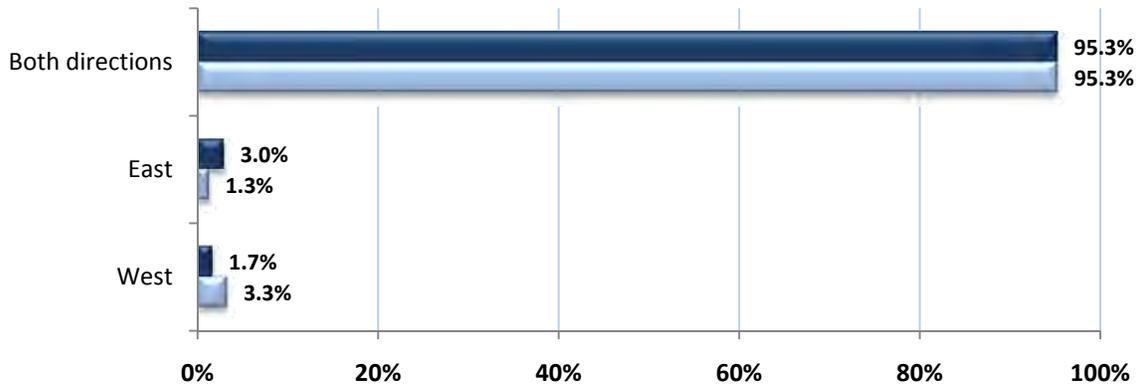
**How do you typically travel on the Tacoma Narrows Bridge?
(Multiple responses allowed)**



Vast majority travel both directions on the bridge

When respondents were asked about the direction they typically traveled on the TNB, a vast majority of those who had a *Good To Go!*TM account (95.3%) as well as those who did not have a *Good To Go!*TM account (95.3%) reported that they traveled both east and west on the bridge.

What direction do you typically travel on the Tacoma Narrows Bridge?



■ Have a Good To Go!™ account (n = 12,325) ■ Don't have a Good To Go!™ account (n = 300)

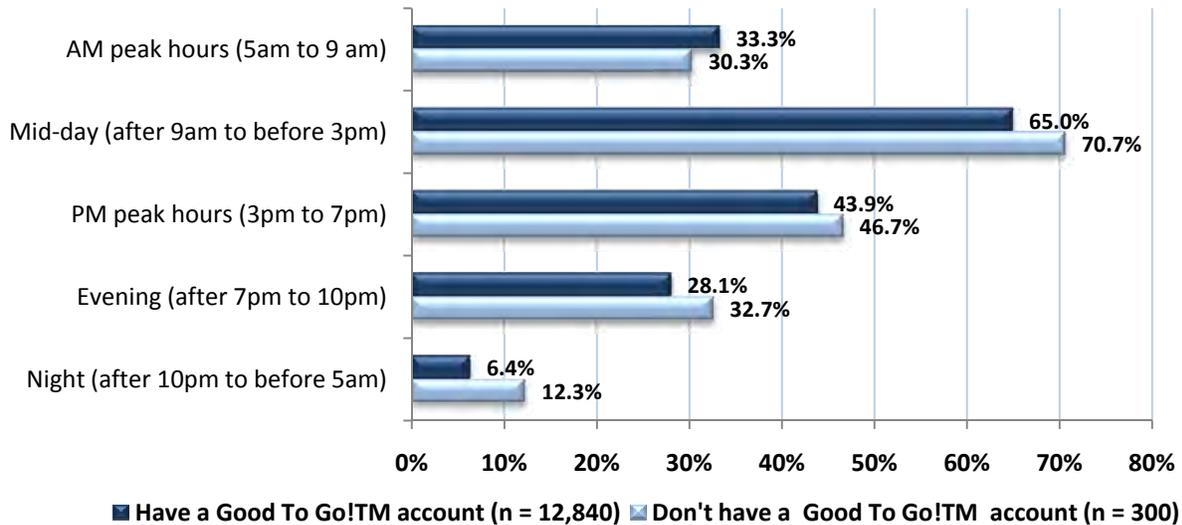
Many use the bridge during mid-day and PM peak hours

Mid-day and PM peak hours were found to be the top travel times to use the bridge for many respondents. When respondents were asked about the time of the day they typically traveled on the Tacoma Narrows Bridge, it was found that:

- About two-thirds (65%) of TNB users who had a *Good To Go!*TM account reported using the bridge during mid-day (after 9 am to before 3 pm). A comparable percent (70.7%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge during mid-day.
- Over two-fifths (43.9%) of TNB users who had a *Good To Go!*TM account reported using the bridge during PM peak hours (3 pm to 7 pm). A comparable percent (46.7%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge during PM peak hours.
- A third (33.3%) of TNB users who had a *Good To Go!*TM account reported using the bridge during AM peak hours (5 am to 9 am). A comparable percent (30.3%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge during AM peak hours.
- Over a quarter (28.1%) of TNB users who had a *Good To Go!*TM account reported using the bridge in the evening (after 7 pm to 10 pm). A comparable percent (32.7%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge in the evening.

- Less than a tenth (6.4%) of TNB users who had a *Good To Go!*TM account reported using the bridge over night (after 10 pm to before 5 am). In comparison, over a fifth (12.3%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge over night.

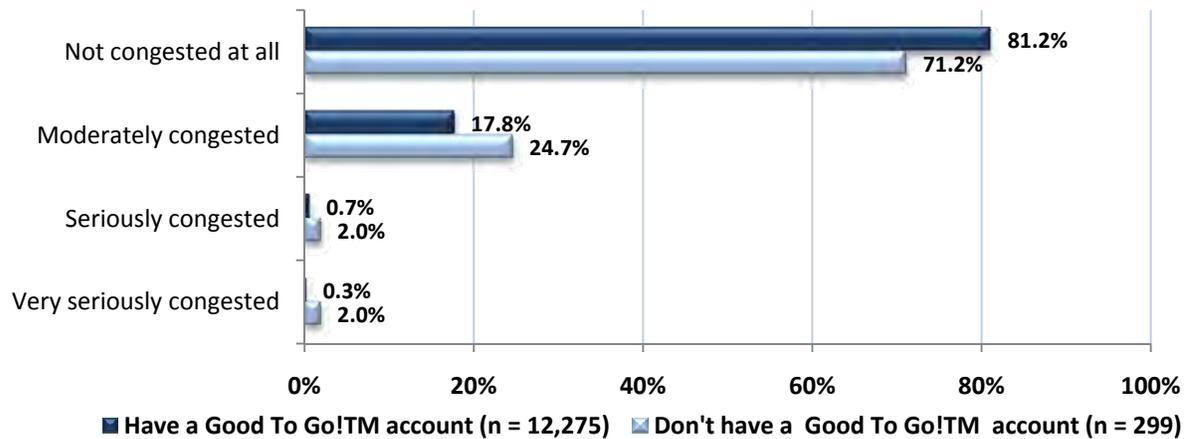
What time of the day did you typically travel on the Tacoma Narrows Bridge? (Multiple responses allowed)



Majority think that the bridge is not congested at all

When the respondents were asked about how congested traffic was when they last traveled on the Tacoma Narrows Bridge, over four-fifths (81.2%) of TNB users who had a *Good To Go!*TM account reported that it was not congested at all. In comparison, less than three-fourths (71.2%) of TNB users who did not have a *Good To Go!*TM account thought so.

In general, how congested was traffic when you last traveled on the Tacoma Narrows Bridge?

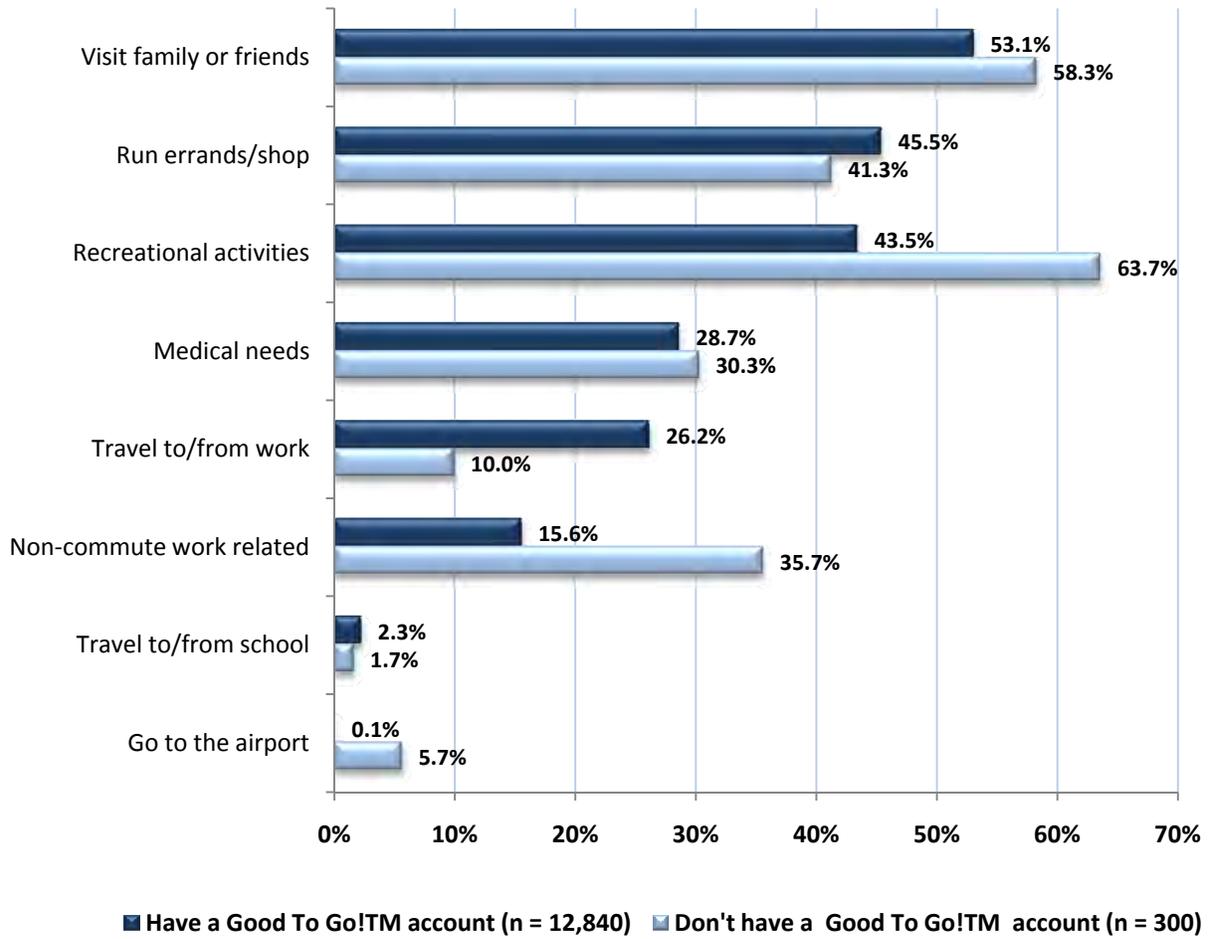


Most use the bridge to visit family or friends, run errands or for recreation

Visiting family and friends, running errands and recreation were found to be respondents' top typical trip purposes for using the Tacoma Narrows Bridge. It was also found that:

- Over half (53.1%) of TNB users who had a *Good To Go!*TM account reported using the bridge to visit family and/or friends. A comparable percent (58.3%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge to visit family and/or friends.
- Over two-fifths (45.5%) of TNB users who had a *Good To Go!*TM account reported using the bridge to run errands. A comparable percent (41.3%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge to run errands.
- Over two-fifths (43.5%) of TNB users who had a *Good To Go!*TM account reported using the bridge for recreational purposes. In comparison, over three-fifths (63.7%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge for recreational purposes.
- Over a quarter (28.7%) of TNB users who had a *Good To Go!*TM account reported using the bridge for medical needs. A comparable percent (30.3%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge for medical needs.
- Over a quarter (26.2%) of TNB users who had a *Good To Go!*TM account reported using the bridge to travel to/from work. In comparison, only a tenth (10%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge to travel to/from work.
- Less than a fifth (15.6%) of TNB users who had a *Good To Go!*TM account reported using the bridge for non-commute work-related travel. In comparison, over a third (35.7%) of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge for non-commute work-related travel.
- Only 2.3% of TNB users who had a *Good To Go!*TM account and 1.7% of TNB users who did not have a *Good To Go!*TM account reported using the bridge to travel to/from school.
- Very few (0.1%) TNB users who had a *Good To Go!*TM account reported using the bridge to go to the airport. In comparison, 5.7% of TNB users who did not have a *Good To Go!*TM account reported that they used the bridge to go to the airport.

For what trip purposes do you typically use the Tacoma Narrows Bridge? (Multiple responses allowed)

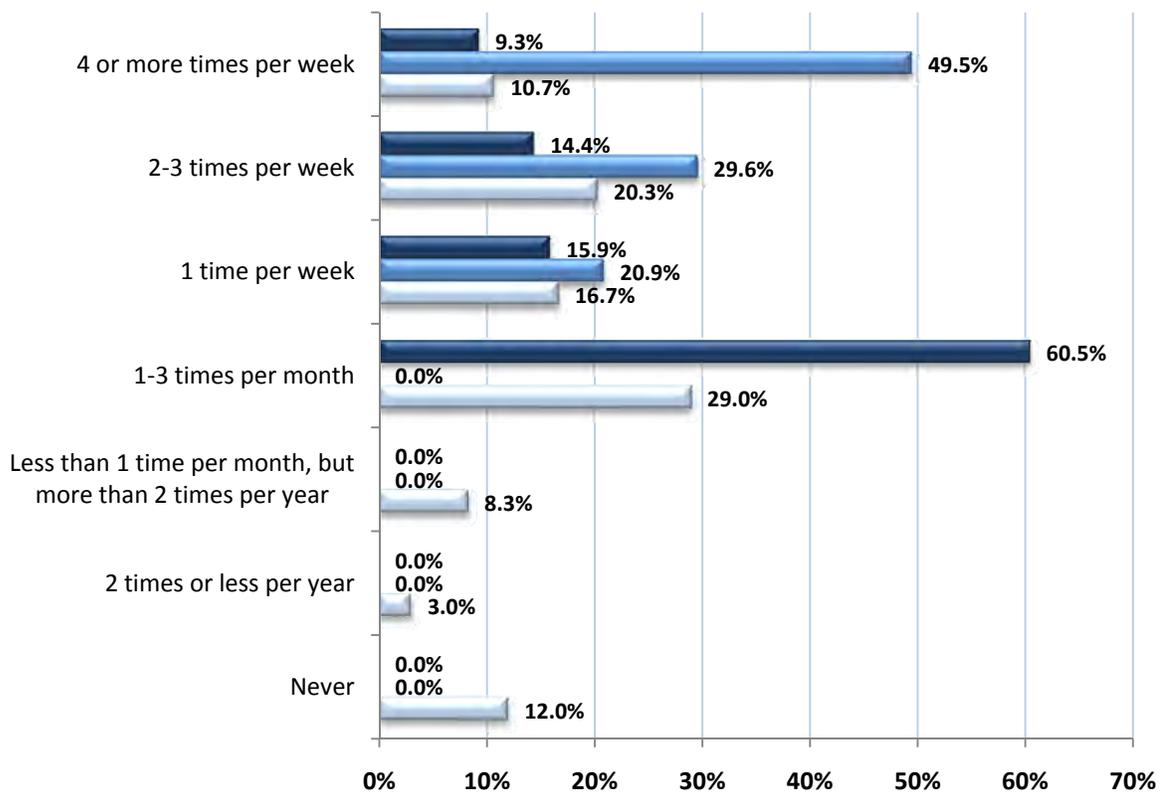


APPENDIX F: TRAVEL BEHAVIOR- SR 167 USERS

Many travel alone at least once a week in the general purpose lanes on SR 167

Respondents were asked about how often they typically traveled alone in the general purpose lanes (GPL) on SR 167. Two-fifths (39.5%) of SR 167 users who had a *Good To Go!*TM account reported that they traveled alone in the general purposes lanes on SR 167 one or more times a week. When comparing this with those SR 167 users who did not have a *Good To Go!*TM account, all SR 167 GPL users (100%) and close to half (47.7%) of SR 167 carpoolers reported traveling in the general purpose lanes on SR 167 at least once a week.

How often do you typically travel alone in the general purpose lanes on SR 167?



- SR 167 users with a Good To Go!TM account (n = 334)
- SR 167 GPL users without a Good To Go!TM account (n = 301)
- SR 167 carpoolers without a Good To Go!TM account (n = 300)

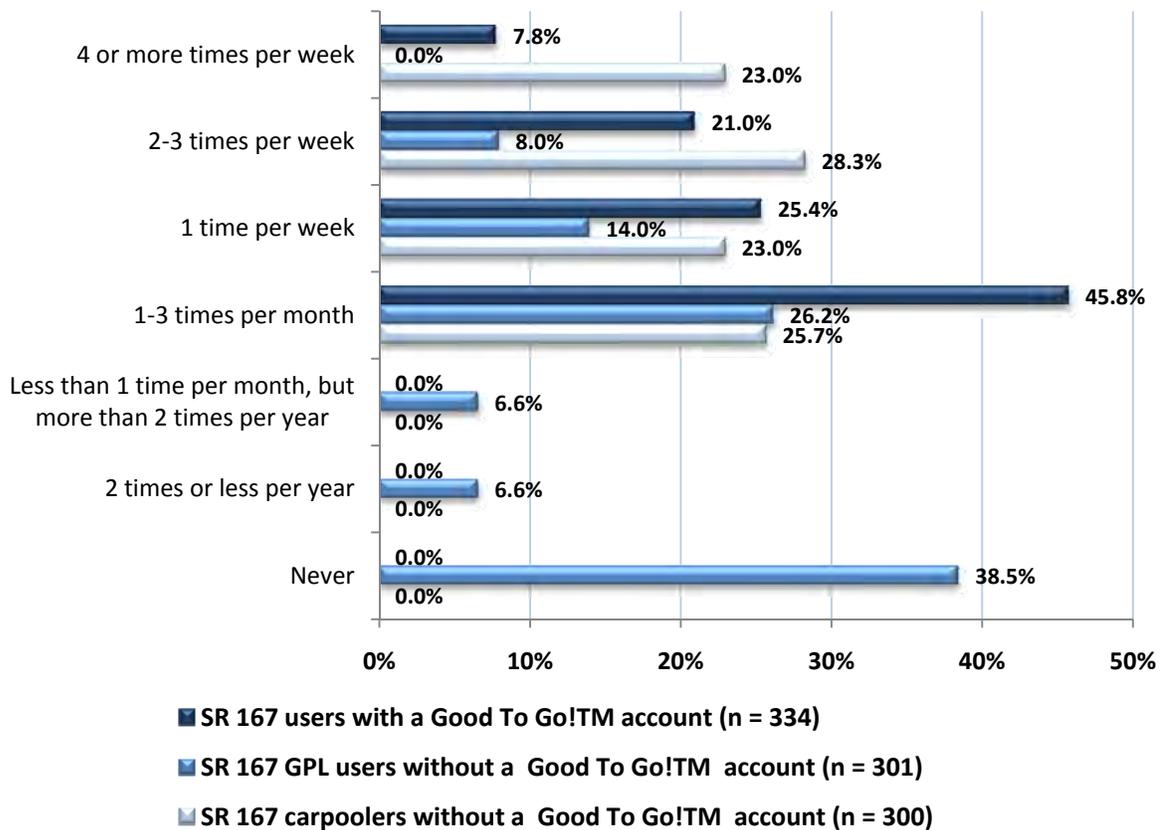
With regard to those who had a *Good To Go!*TM account, it was also found that the younger one was, the more frequently they traveled alone in general purpose lanes on SR167.²⁷ Similar association between age and frequency of bridge use was found for SR 167 GPL users who did not have a *Good To Go!*TM account²⁸ and SR 167 carpoolers who did not have a *Good To Go!*TM account.²⁹

With regard to gender and frequency of bridge use, it was found that male SR 167 GPL users who did not have *Good To Go!*TM account (57.4%) were more likely to travel 4 or more times per week as compared to their female counterparts (40.3%).³⁰

Many carpool at least once a week on SR 167

Respondents were asked about how often they typically carpool on SR 167. Over half (54.2%) of SR 167 users who had a *Good To Go!*TM account reported that they carpoled on SR 167 one or more times a week. When comparing this with those SR 167 users who did not have a *Good To Go!*TM account, over a fifth (22%) of SR 167 GPL users and close to three-fourths (74.3%) of SR 167 carpoolers reported carpooling on SR 167 at least once a week.

How often do you typically carpool on SR 167?



²⁷ Kendall's tau-c = .170; p =.000

²⁸ Kendall's tau-c = .164; p =.002

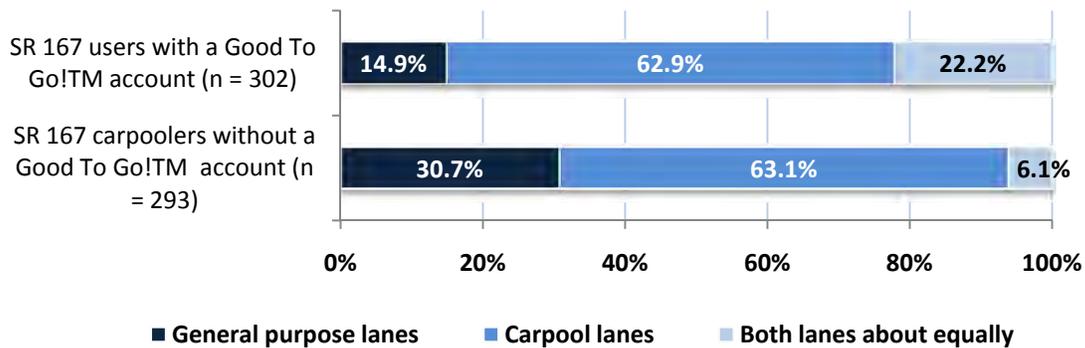
²⁹ Kendall's tau-c = .148; p =.001

³⁰ Cramer's V = .212; p =.000

With regard to those SR 167 GPL users and SR 167 carpoolers who did not have *Good To Go!*TM account, it was also found that the younger one was, the more frequently they carpooled on SR167.³¹

When respondents were asked if they more likely to travel in the general purpose lanes or the carpool lanes when carpooling on SR 167, over three-fifths (62.9%) of those who had a *Good To Go!*TM account reported carpool lanes. A comparable percent (63.1%) of SR 167 carpoolers who did not have a *Good To Go!*TM account reported that they were more likely to use carpool lanes.

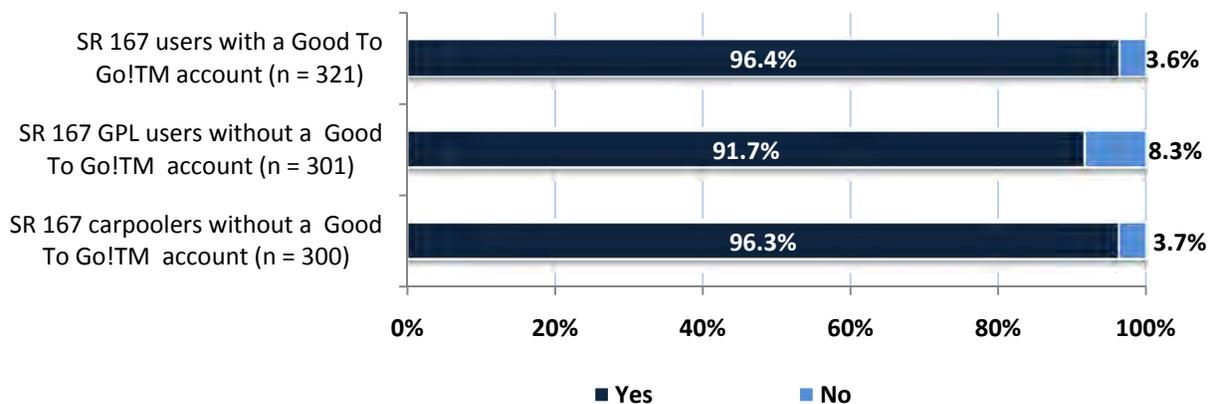
When you carpool on SR 167 are you more likely to travel in the general purpose lanes or the carpool lane?



Vast majority had used SR 167 before the introduction of HOT lanes

When asked if they had used SR 167 before the HOT lanes were introduced in May 2008, a vast majority of SR 167 users who had a *Good To Go!*TM account (96.4%), SR 167 GPL users who did not have a *Good To Go!*TM account (91.7%), and SR 167 carpoolers who did not have a *Good To Go!*TM account (96.3%) said yes.

Did you use SR 167 before the HOT lanes were introduced in May 2008?



³¹ SR 167 GPL users: Kendall's tau-c = .205; p = .000; SR 167 carpoolers: Kendall's tau-c = .121; p = .009

With regard to those who had a *Good To Go!*TM account, it was also found that men (98.5%) were more likely to report that they had used SR 167 before the HOT lanes were introduced as compared to women (93.8%).³²

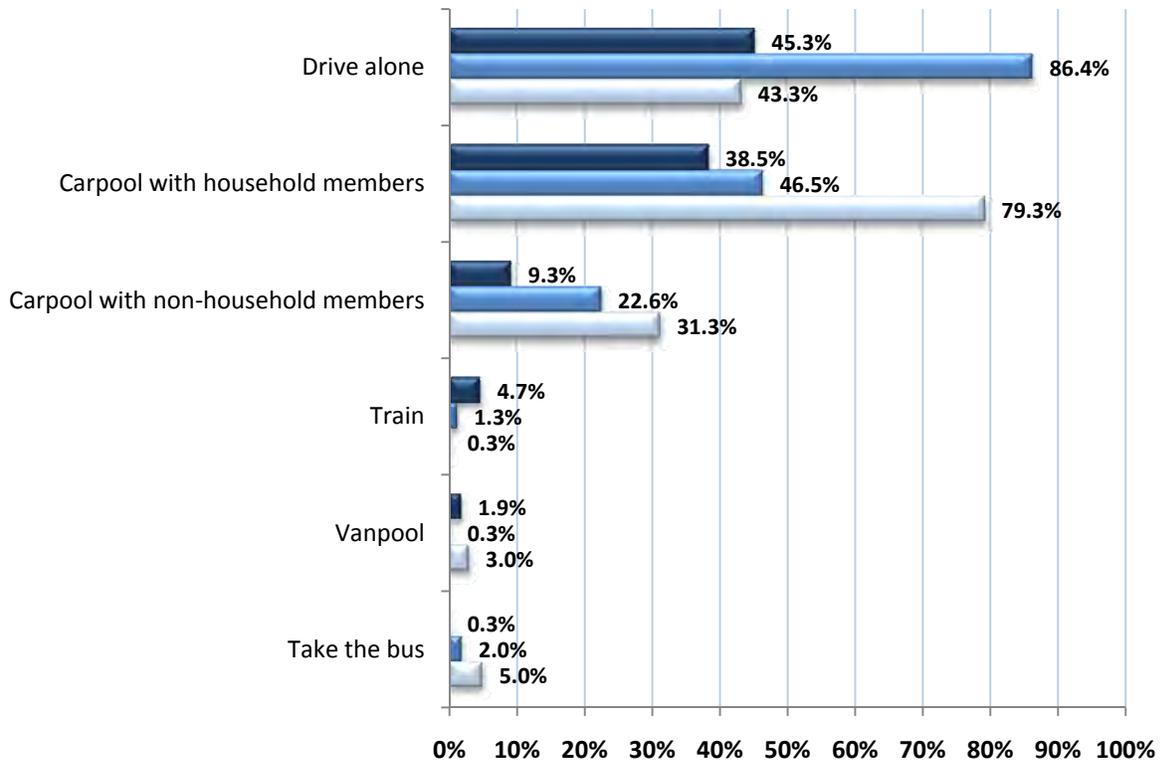
Many drive alone or carpool with household members to travel on SR 167

Driving alone and carpooling with household members were the top modes of traveling across the bridge for many respondents. When respondents were asked how they typically traveled on SR 167, it was found that:

- Over two-fifths (45.3%) of SR 167 users who had a *Good To Go!*TM account reported driving alone. When comparing this to those who did not have a *Good To Go!*TM account, the majority (86.4%) of SR 167 GPL users and over two-fifths (43.3%) of SR 167 carpoolers reported that they drove alone on SR 167.
- Close to two-fifths (38.5%) of SR 167 users who had a *Good To Go!*TM account reported carpooling with household members on SR 167. When comparing this to those who did not have a *Good To Go!*TM account, close to half (46.5%) of SR 167 GPL users and four-fifths (79.3%) of SR 167 carpoolers reported that they carpoled with household members.
- About a tenth (9.3%) of SR 167 users who had a *Good To Go!*TM account reported carpooling with non-household members on SR 167. When comparing this to those who did not have a *Good To Go!*TM account, over a fifth (22.6%) of SR 167 GPL users and close to a third (31.3%) of SR 167 carpoolers reported that they carpoled with non-household members on SR 167.
- Only a handful (4.7%) of SR 167 users who had a *Good To Go!*TM account as well as those who did not have a *Good To Go!*TM account (SR 167 GPL users – 1.3%; SR 167 carpoolers – 0.3%) reported taking train on SR 167.
- Only a handful (1.9%) of SR 167 users who had a *Good To Go!*TM account as well as those who did not have a *Good To Go!*TM account (SR 167 GPL users – 0.3%; SR 167 carpoolers - 3%) reported vanpooling on SR 167.
- Again, only a handful (0.3%) of SR 167 users who had a *Good To Go!*TM account as well as those who did not have a *Good To Go!*TM account (SR 167 GPL users – 2%; SR 167 carpoolers - 5%) reported taking the bus to travel on SR 167.

³² Cramer's V = .127; p =.026

How do you typically travel on SR 167? (Multiple responses allowed)

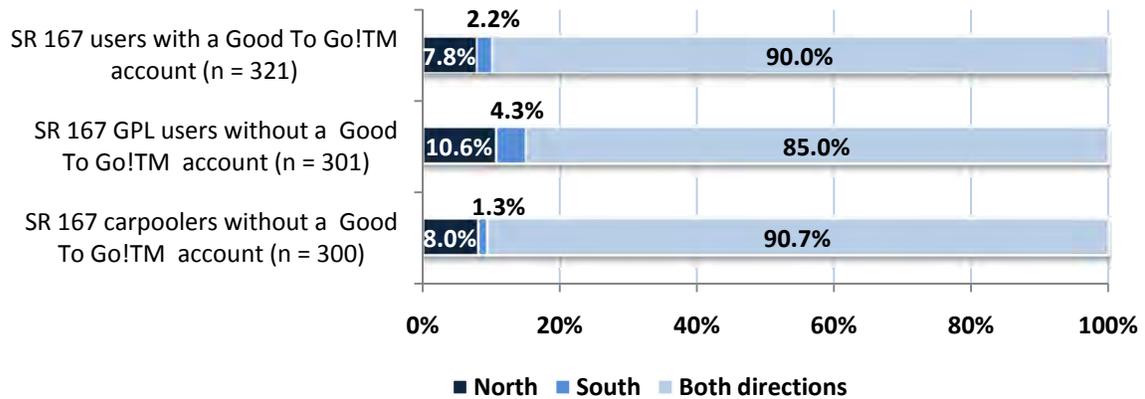


- SR 167 users with a Good To Go!™ account (n = 322)
- SR 167 GPL users without a Good To Go!™ account (n = 301)
- SR 167 carpoolers without a Good To Go!™ account (n = 300)

Vast majority travels in both directions on SR 167

When respondents were asked about the direction they typically traveled on SR 167, the vast majority (90%) of SR 167 users who had a *Good To Go!*™ account reported that they traveled in both the directions on SR 167. A comparable percent of those who did not have a *Good To Go!*™ account (SR 167 GPL users -85%; SR 167 carpoolers -90.7%) reported that they traveled in both directions on SR 167.

What direction do you typically travel on SR 167?



Further, it was found that female SR 167 carpoolers who did not have a *Good To Go!*TM account (92.2%) were more likely to travel in both directions on SR 167 as compared to their male counterparts (88.7%).³³

Many use the bridge during PM peak hours and mid-day

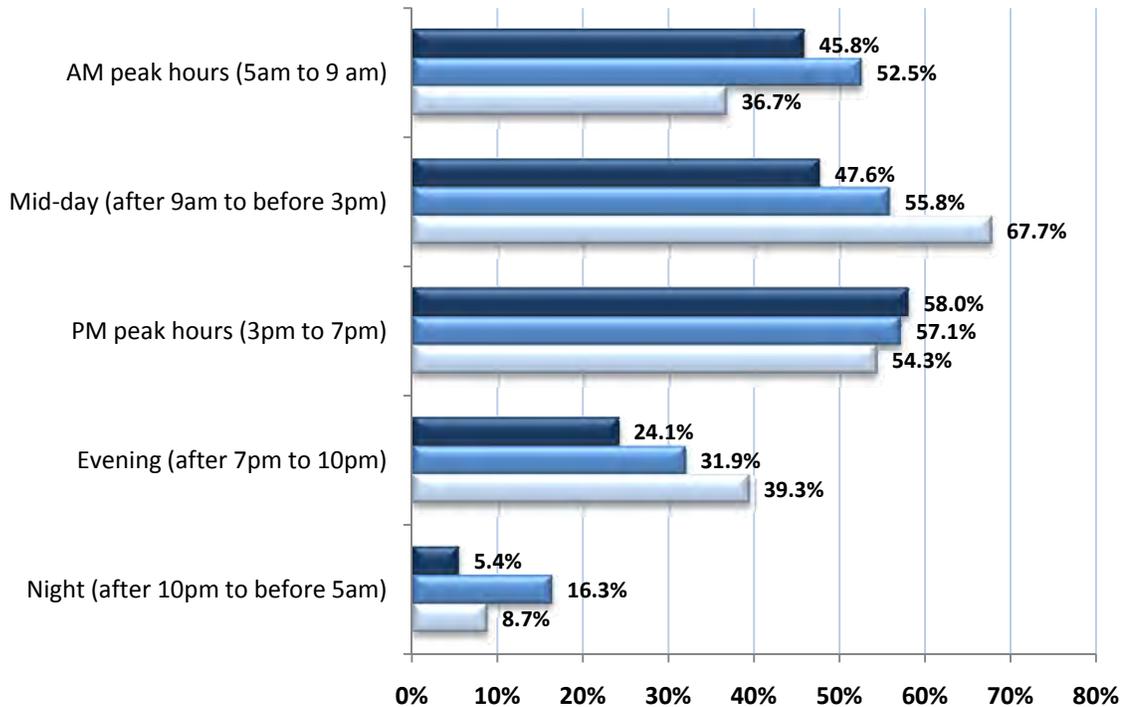
PM peak hours and mid-day were found to be the top travel times to use SR 167 for many respondents. When respondents were asked about the time of the day they typically traveled on SR 167, it was found that:

- Close to three-fifths (58%) of SR 167 users who had a *Good To Go!*TM account reported using SR 167 during PM peak hours (3 pm to 7 pm). A comparable percent of those who did not have a *Good To Go!*TM account (SR 167 GPL users - 57.1%; SR 167 carpoolers - 54.3%) reported that they used SR 167 during PM peak hours.
- Over two-fifths (47.6%) of SR 167 users who had a *Good To Go!*TM account reported using SR 167 during mid-day (after 9 am to before 3 pm). When comparing this to those who did not have a *Good To Go!*TM account, over half (55.8%) of SR 167 GPL users and over two-thirds (67.7%) of SR 167 carpoolers reported that they used SR 167 during mid-day.
- Over two-fifths (45.8%) of SR 167 users who had a *Good To Go!*TM account reported using SR 167 during AM peak hours (5 am to 9 am). When comparing this to those who did not have a *Good To Go!*TM account, over half (52.5%) of SR 167 GPL users and over a third (36.7%) of SR 167 carpoolers reported that they used SR 167 during AM peak hours.
- Close to a quarter (24.1%) of SR 167 users who had a *Good To Go!*TM account reported using SR 167 in the evening (after 7 pm to 10 pm). When comparing this to those who did not have a *Good To Go!*TM account, close to a third (31.9%) of SR 167 GPL users and two-fifths (39.3%) of SR 167 carpoolers reported that they used SR 167 in the evening.

³³ Cramer's V = .147; p = .039

- Only 5.4% of SR 167 users who had a *Good To Go!*TM account reported using SR 167 over night (after 10 pm to before 5 am). When comparing this to those who did not have a *Good To Go!*TM account, close to a fifth (16.3%) of SR 167 GPL users and less than a tenth (8.7%) of SR 167 carpoolers reported that they used SR 167 over night.

**What time of the day did you typically travel on SR 167?
(Multiple responses allowed)**

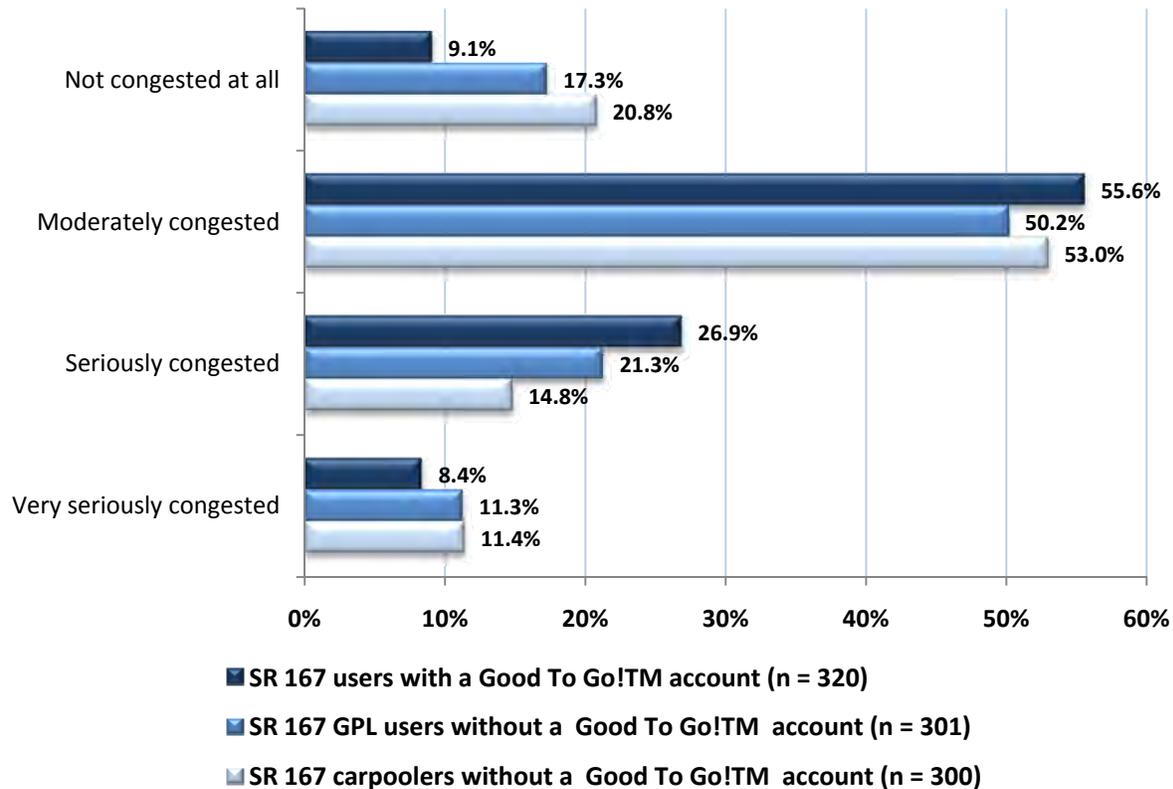


- SR 167 users with a Good To Go!TM account (n = 336)
- SR 167 GPL users without a Good To Go!TM account (n = 301)
- SR 167 carpoolers without a Good To Go!TM account (n = 300)

Most think that SR 167 is congested

When the respondents were asked about how congested traffic was when they last traveled on the SR 167, the vast majority (90.9%) of SR 167 users who had a *Good To Go!*TM account reported that it was ‘moderately’, ‘seriously’ or very seriously’ congested. When comparing this to those who did not have a *Good To Go!*TM account, over three-fourths (82.7%) of SR 167 GPL users and almost three-fourths (79.2%) of SR 167 carpoolers reported that the traffic was ‘moderately’, ‘seriously’ or very seriously’ congested when they last traveled on SR 167.

In general, how congested was traffic when you *last* traveled on SR 167?



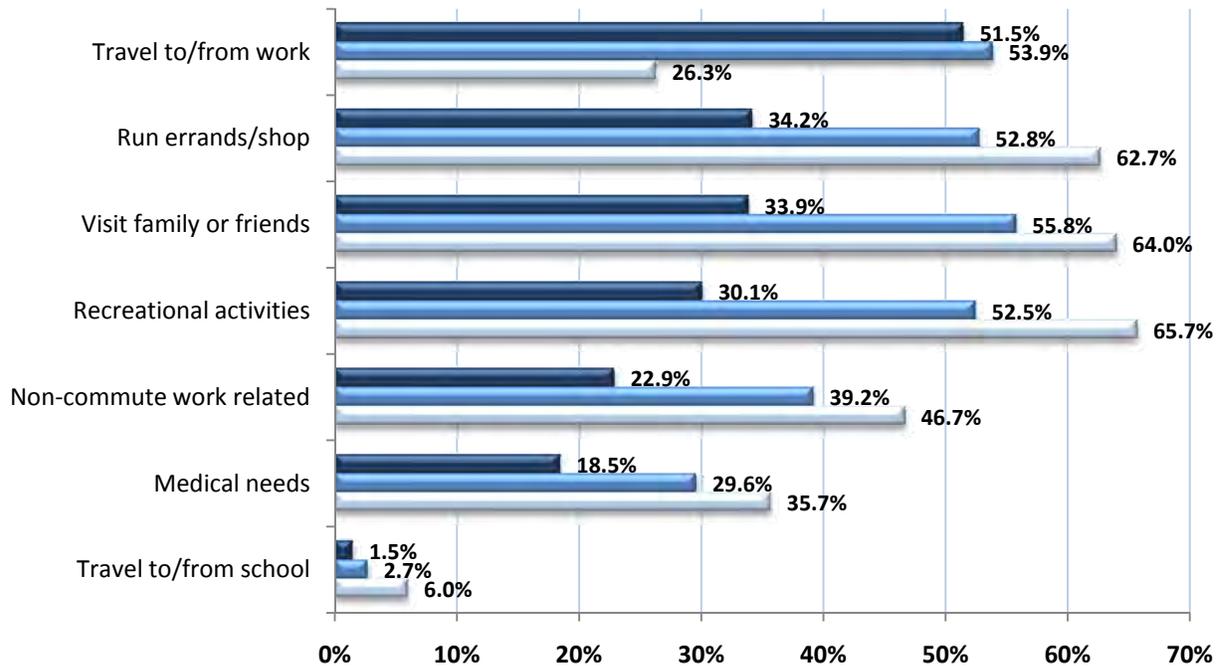
People use the bridge to travel to/from work, visit family or friends, run errands, or recreation

Traveling to/from work, visiting family and friends, running errands, and recreation were found to be respondents’ top typical trip purposes for using SR 167. It was also found that:

- Over half (51.5%) of SR 167 users who had a *Good To Go!*™ account reported using the bridge to travel to/from work. A comparable percent (53.8%) of SR 167 GPL users who did not have a *Good To Go!*™ account reported that they used the bridge to travel to/from work .In comparison, over a quarter (26.3%) of SR 167 carpoolers who did not have a *Good To Go!*™ account reported that they used the bridge to travel to/from work.
- Over a third (34.2%) of SR 167 users who had a *Good To Go!*™ account reported using the bridge to run errands. When comparing this to those who did not have a *Good To Go!*™ account, over half (52.8%) of SR 167 GPL users and over three-fifths (62.7%) of SR 167 carpoolers reported that they used the bridge to run errands.
- A third (33.9%) of SR 167 users who had a *Good To Go!*™ account reported using the bridge to visit family and/or friends. When comparing this to those who did not have a *Good To Go!*™ account, over half (55.8%) of SR 167 GPL users and close to two-thirds (64%) of SR 167 carpoolers reported that they used the bridge to visit family and/or friends.

- Close to a third (30.1%) of SR 167 users who had a *Good To Go!*TM account reported using the bridge for recreational purposes. When comparing this to those who did not have a *Good To Go!*TM account, over half (52.5%) of SR 167 GPL users and close to two-thirds (65.7%) of SR 167 carpoolers reported that they used the bridge for recreational purposes.
- Over a fifth (22.9%) of SR 167 users who had a *Good To Go!*TM account reported using the bridge for non-commute work-related travel. When comparing this to those who did not have a *Good To Go!*TM account, two-fifths (39.2%) of SR 167 GPL users and close to half (46.7%) of SR 167 carpoolers reported that they used the bridge for non-commute work-related travel.
- Less than a fifth (18.5%) of SR 167 users who had a *Good To Go!*TM account reported using the bridge for medical needs. When comparing this to those who did not have a *Good To Go!*TM account, over a quarter (29.6%) of SR 167 GPL users and over a third (35.7%) of SR 167 carpoolers reported that they used the bridge for medical needs.
- Only a handful (1.5%) of SR 167 users who had a *Good To Go!*TM account as well as those who did not have a *Good To Go!*TM account (SR 167 GPL users- 2.7%; SR 167 carpoolers- 6%) reported using the bridge to travel to/from school.

For what trip purposes do you typically use SR 167? (Multiple responses allowed)



- SR 167 users with a Good To Go!TM account (n = 336)
- SR 167 GPL users without a Good To Go!TM account (n = 301)
- SR 167 carpoolers without a Good To Go!TM account (n = 300)

APPENDIX G: TOPLINE RESULTS TABLES- TACOMA NARROWS BRIDGE USERS

Q4. How often do you typically travel on the Tacoma Narrows Bridge and use the toll booths to pay your toll? * Do you have a GTG account? Crosstabulation

			Do you have a GTG account?		Total
			Have a GTG account	Don't have a GTG account	
How often do you typically travel on the Tacoma Narrows Bridge and use the toll booths to pay your toll?	4 or more times per week	Count % within Do you have a GTG account?	2684 21.0%	14 4.7%	2698 20.6%
	2-3 times per week	Count % within Do you have a GTG account?	1846 14.4%	16 5.3%	1862 14.2%
	1 time per week	Count % within Do you have a GTG account?	1376 10.7%	21 7.0%	1397 10.7%
	1-3 times per month	Count % within Do you have a GTG account?	4330 33.8%	135 45.0%	4465 34.1%
	Less than 1 time per month, but more than 2 times per year	Count % within Do you have a GTG account?	2369 18.5%	114 38.0%	2483 18.9%
	2 times or less per year	Count % within Do you have a GTG account?	189 1.5%	0 .0%	189 1.4%
	Never	Count % within Do you have a GTG account?	13 .1%	0 .0%	13 .1%
	Total	Count % within Do you have a GTG account?	12807 100.0%	300 100.0%	13107 100.0%

Q7. Please tell me how much you agree or disagree with the following statements. Please use a scale of 1 to 7, where 1 means highly disagree and 7 means highly agree.

	Do you have a GTG account?		
	Have a GTG account	Don't have a GTG account	
	<p>Tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes.</p>	<p>Tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes.</p>	<p>Tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes.</p>
	<p>Tolls are an appropriate way to pay for the construction, operation and maintenance of new road facilities.</p>	<p>Tolls are an appropriate way to pay for the construction, operation and maintenance of new road facilities.</p>	<p>Tolls are an appropriate way to pay for the construction, operation and maintenance of new road facilities.</p>
Highly disagree	Count 1522 12.4%	Count 3413 28.2%	Count 63 21.0%
2	Count 858 7.0%	Count 1514 12.5%	Count 16 5.3%
3	Count 1040 8.5%	Count 1410 11.6%	Count 39 13.0%
4	Count 1971 16.1%	Count 1938 16.0%	Count 34 11.3%
5	Count 2085 17.0%	Count 1555 12.8%	Count 58 19.3%
6	Count 1941 15.8%	Count 1056 8.7%	Count 23 7.7%
Highly agree	Count 2847 23.2%	Count 1222 10.1%	Count 67 22.3%
Total	Count 12264 100.0%	Count 12108 100.0%	Count 300 100.0%

Q8. Has your opinion of tolling changed? * Do you have a GTG account? Crosstabulation

			Do you have a GTG account?		Total
			Have a GTG account	Don't have a GTG account	
Has your opinion of tolling changed?	No	Count % within Do you have a GTG account?	8531 77.2%	217 75.1%	8748 77.1%
	Yes	Count % within Do you have a GTG account?	2519 22.8%	72 24.9%	2591 22.9%
Total		Count % within Do you have a GTG account?	11050 100.0%	289 100.0%	11339 100.0%

Q9. Has your opinion of tolling become more positive or more negative? * Do you have a GTG account? Crosstabulation

			Do you have a GTG account?		Total
			Have a GTG account	Don't have a GTG account	
Has your opinion of tolling become more positive or more negative?	More positive	Count % within Do you have a GTG account?	1779 70.3%	23 31.9%	1802 69.3%
	More negative	Count % within Do you have a GTG account?	750 29.7%	49 68.1%	799 30.7%
Total		Count % within Do you have a GTG account?	2529 100.0%	72 100.0%	2601 100.0%

Q11. The Tacoma Narrows Bridge project was a 5-year project that resulted in the construction of a second bridge parallel to the old bridge, as well as improvements to the old bridge and to State Route 16. What is your overall opinion of the project? * Do you have a GTG account? Crosstabulation

		Do you have a GTG account?		Total
		Have a GTG account	Don't have a GTG account	
The Tacoma Narrows Bridge project was a 5-year project that resulted in the construction of a second bridge parallel to the old bridge, as well as improvements to the old bridge and to State Route 16. What is your overall opinion of the project?	Very unfavorable	Count 2168 17.5%	Count 12 4.0%	2180 17.2%
	Somewhat unfavorable	Count 541 4.4%	Count 10 3.4%	551 4.3%
	Neither favorable nor unfavorable	Count 402 3.2%	Count 16 5.4%	418 3.3%
	Somewhat favorable	Count 1748 14.1%	Count 81 27.3%	1829 14.4%
	Very favorable	Count 7522 60.8%	Count 178 59.9%	7700 60.7%
	Total	Count 12381 100.0%	Count 297 100.0%	12678 100.0%

Q12. When there was only one bridge, did you find yourself avoiding using the bridge? * Do you have a GTG account? Crosstabulation

			Do you have a GTG account?		Total
			Have a GTG account	Don't have a GTG account	
When there was only one bridge, did you find yourself avoiding using the bridge?	No	Count	7417	167	7584
		% within Do you have a GTG account?	60.7%	58.4%	60.6%
	Yes	Count	4812	119	4931
		% within Do you have a GTG account?	39.3%	41.6%	39.4%
Total		Count	12229	286	12515
		% within Do you have a GTG account?	100.0%	100.0%	100.0%

Q13. Now that the new Tacoma Narrows Bridge has been completed would you say your use of the bridge has changed.* Do you have a GTG account? Crosstabulation

	Do you have a GTG account?		Total
	Have a GTG account	Don't have a GTG account	
Now that the new Tacoma Narrows Bridge has been completed would you say your use of the bridge has-	Decreased	Count 1148 9.4%	Count 38 13.2%
	Stayed the same	Count 7285 59.6%	Count 150 52.1%
	Increased	Count 3796 31.0%	Count 100 34.7%
Total	Count 12229 100.0%	Count 288 100.0%	Count 12517 100.0%

Q14a. Why has your use of the bridge increased? (Only asked to those who reported their bridge use had increased; Multiple responses allowed)

			Count	%		
Do you have a GTG account?	Have a GTG account	Less congestion	3467	91.3%		
		New bridge is safer	1065	28.1%		
		Lanes are wider on the new bridge	1377	36.3%		
		HOV lanes are on the bridge now	776	20.4%		
		Toll amount is not too high	959	25.3%		
		People in the toll booths are friendly	121	3.2%		
		Travel needs have changed	916	24.1%		
		Signage is clear on the new bridge	358	9.4%		
		Don't have a GTG account	Don't have a GTG account	Less congestion	63	63.0%
				New bridge is safer	10	10.0%
Lanes are wider on the new bridge	4			4.0%		
HOV lanes are on the bridge now	1			1.0%		
Toll amount is not too high	2			2.0%		
People in the toll booths are friendly						
Travel needs have changed	31			31.0%		
Signage is clear on the new bridge	4			4.0%		

Q14b. Why has your use of the bridge decreased? (Only asked to those who reported their bridge use had decreased; Multiple responses allowed)

			Count	%		
Do you have a GTG account?	Have a GTG account	More congestion	5	.4%		
		New bridge is not safe	4	.3%		
		Lanes are wider on the new bridge	6	.5%		
		HOV lanes are on the bridge now	9	.8%		
		Toll amount is too high	677	59.0%		
		People in the toll booths are not friendly	7	.6%		
		Travel needs have changed	413	36.0%		
		Signage is confusing on the new bridge	9	.8%		
		Don't have a GTG account	Don't have a GTG account	More congestion		
				New bridge is not safe		
Lanes are wider on the new bridge						
HOV lanes are on the bridge now						
Toll amount is too high	15			39.5%		
People in the toll booths are not friendly						
Travel needs have changed	19			50.0%		
Signage is confusing on the new bridge						

Q15. How did the toll rate increase in the summer of 2009 affect your use of the new bridge? * Do you have a GTG account? Crosstabulation

		Do you have a GTG account?		Total
		Have a GTG account	Don't have a GTG account	
How did the toll rate increase in the summer of 2009 affect your use of the new bridge?	Decreased your use	Count % within a GTG account?	Count % within a GTG account?	2731 21.9%
	Did not affect your use	Count % within a GTG account?	Count % within a GTG account?	9718 77.8%
	Increased your use	Count % within a GTG account?	Count % within a GTG account?	39 .3%
Total		Count % within a GTG account?	Count % within a GTG account?	12488 100.0%

Q16. Have you thought about getting a Good To Go! account? * Do you have a GTG account? Crosstabulation

			Do you have a GTG account?	
			Don't have a GTG account	Total
Have you thought about getting a Good To Go! account?	No	Count	181	181
		% within Do you have a GTG account?	60.3%	60.3%
	Yes	Count	119	119
		% within Do you have a GTG account?	39.7%	39.7%
Total		Count	300	300
		% within Do you have a GTG account?	100.0%	100.0%

Q17. What are the reasons you have not gotten a Good To Go!™ account?

		Do you have a GTG account?	
		Don't have a GTG account	
		Count	Column %
What are the reasons you have not gotten a GTG account?	Don't use bridge often enough to make it worthwhile	205	68.3
	Not sure how it works	6	2.0
	Security / privacy concerns / tracking my movements	5	1.7
	Afraid technology will fail	2	.7
	Don't want transponder on my car	12	4.0
	Don't know how to set up an account	3	1.0
	Customer service was not good	1	.3
	Don't want to have to put money in the account	3	1.0
	Don't know enough about it	11	3.7
	Not sure if there is a minimum balance required	4	1.3
	Not sure how I can check my account balance and refill it	1	.3
	Not sure how and where I can set up an account	2	.7
	Not sure what the benefits of an account are	3	1.0
	Like the toll booth operators	2	.7
	Transponder costs too much	14	4.7
	Haven't gotten around to it yet/haven't had time	27	9.0
	I don't have a vehicle	5	1.7
	Don't want to pay online/prefer to pay in person	3	1.0
	Already have one/ride in a vehicle that has one	5	1.7
	Inconvenient/too much of a hassle	5	1.7
Other	68	22.7	

Q29. How do you typically travel on the Tacoma Narrows Bridge? (Multiple choices allowed)

			Count	%
Do you have a GTG account?	Have a GTG account	Drive alone	7645	59.5%
		Carpool with household members	6888	53.6%
		Carpool with non-household members	1251	9.7%
		Take the bus	129	1.0%
		Vanpool	106	.8%
	Don't have a GTG account	Drive alone	132	44.0%
		Carpool with household members	202	67.3%
		Carpool with non-household members	89	29.7%
		Take the bus	9	3.0%
		Vanpool	6	2.0%

30. What direction do you typically travel on the Tacoma Narrows Bridge? * Do you have a GTG account?
 Crosstabulation

	Do you have a GTG account?		Total
	Have a GTG account	Don't have a GTG account	
What direction do you typically travel on the Tacoma Narrows Bridge?	East	Count 366 3.0%	4 1.3%
	West	Count 211 1.7%	10 3.3%
	Both directions	Count 11748 95.3%	286 95.3%
Total	Count 12325 100.0%	300 100.0%	12625 100.0%

Q31. What time of the day did you typically travel on the Tacoma Narrows Bridge? (Multiple choices allowed)

			Yes	
			Count	%
Do you have a GTG account?	Have a GTG account	AM peak hours	4277	33.3%
		Mid-day	8346	65.0%
		PM peak hours	5633	43.9%
		Evening	3604	28.1%
		Night time	816	6.4%
	Don't have a GTG account	AM peak hours	91	30.3%
		Mid-day	212	70.7%
		PM peak hours	140	46.7%
		Evening	98	32.7%
		Night time	37	12.3%

Q32. In general, how congested was traffic when you last traveled on the Tacoma Narrows Bridge? * Do you have a GTG account? Crosstabulation

		Do you have a GTG account?		Total
		Have a GTG account	Don't have a GTG account	
In general, how congested was traffic when you last traveled on the Tacoma Narrows Bridge?	Not congested at all	Count 9971 81.2%	Count 213 71.2%	Count 10184 81.0%
	Moderately congested	Count 2187 17.8%	Count 74 24.7%	Count 2261 18.0%
	Seriously congested	Count 85 .7%	Count 6 2.0%	Count 91 .7%
	Very seriously congested	Count 32 .3%	Count 6 2.0%	Count 38 .3%
Total	Count 12275 100.0%	Count 299 100.0%	Count 12574 100.0%	

**Q33. For what trip purposes do you typically use the Tacoma Narrows Bridge?
(Multiple choices allowed)**

			Yes	
			Count	%
Do you have a GTG account?	Have a GTG account	Travel to/from work	3364	26.2%
		Travel to/from school	296	2.3%
		Run errands/shop	5840	45.5%
		Non-commute work-related travel	2004	15.6%
		Recreational activities	5583	43.5%
		Visit family or friends	6822	53.1%
		Medical needs	3684	28.7%
	Don't have a GTG account	To go to the airport	15	.1%
		Travel to/from work	30	10.0%
		Travel to/from school	5	1.7%
		Run errands/shop	124	41.3%
		Non-commute work-related travel	107	35.7%
		Recreational activities	191	63.7%
		Visit family or friends	175	58.3%
Medical needs	91	30.3%		
	To go to the airport	17	5.7%	

Q39. If you wanted more information about getting a Good To Go!™ account where would you prefer to get that information? (Multiple choices allowed)

		Do you have a GTG account?	
		Don't have a GTG account	
		Count	Column %
Where would you prefer to get more info about getting a GTG?	Newspaper articles	4	1.3
	Print advertisements	9	3.0
	Radio advertisements	2	.7
	Online advertisements	47	15.7
	Television	6	2.0
	Billboards	1	.3
	Highway reader boards	1	.3
	Internet	124	41.3
	Public events / presentations	6	2.0
	Washington State Department of Transportation web site	22	7.3
	Friends or family	14	4.7
	Do not want information about Good To Go!	47	15.7
	Toll booth	5	1.7
	Mail/in the mail	15	5.0
	Call department of Transportation/DOT	6	2.0
	DMV/Department of Licensing	4	1.3
	GIG Harbor/Good to Go office in GIG Harbor	15	5.0
	Phone/over the phone	9	3.0
	Grocery store/store	2	.7
	Transit/bus company	3	1.0
Locally/my area/my county	1	.3	
Other	58	19.3	

Q40. You might be able to set up your Good To Go! account in a variety of ways. Which of the following is the way you would be most likely to set up your account? * Do you have a GTG account? Crosstabulation

	Do you have a GTG account?		Total		
	Don't have a GTG account	GTG account			
You might be able to set up your Good To Go! account in a variety of ways. Which of the following is the way you would be most likely to set up your account?	Online	Count % within a GTG account?	Count % within a GTG account?	159 53.0%	159 53.0%
	Good To Go! customer service center	Count % within a GTG account?	Count % within a GTG account?	43 14.3%	43 14.3%
	At a store, such as drug store or supermarket	Count % within a GTG account?	Count % within a GTG account?	49 16.3%	49 16.3%
	Smart phone app	Count % within a GTG account?	Count % within a GTG account?	8 2.7%	8 2.7%
	Not interested in signing up	Count % within a GTG account?	Count % within a GTG account?	35 11.7%	35 11.7%
	Other	Count % within a GTG account?	Count % within a GTG account?	6 2.0%	6 2.0%
	Total	Count % within a GTG account?	Count % within a GTG account?	300 100.0%	300 100.0%

**Q42. Which of the following broad ranges includes your age? * Do you have a GTG account?
Crosstabulation**

			Do you have a GTG account?		Total
			Have a GTG account	Don't have a GTG account	
Which of the following broad ranges includes your age?	16-17	Count	4	0	4
		% within Do you have a GTG account?	.0%	.0%	.0%
	18-24	Count	54	16	70
		% within Do you have a GTG account?	.4%	5.6%	.6%
	25-34	Count	518	41	559
		% within Do you have a GTG account?	4.2%	14.2%	4.5%
	35-44	Count	1176	42	1218
		% within Do you have a GTG account?	9.6%	14.6%	9.8%
	45-54	Count	2622	54	2676
		% within Do you have a GTG account?	21.5%	18.8%	21.4%
	55-64	Count	3874	64	3938
		% within Do you have a GTG account?	31.8%	22.2%	31.5%
	65 and older	Count	3948	71	4019
		% within Do you have a GTG account?	32.4%	24.7%	32.2%
Total		Count	12196	288	12484
		% within Do you have a GTG account?	100.0%	100.0%	100.0%

**Q43. Which of the following best describes your work situation?
(Multiple responses allowed)**

			Yes	
			Count	%
Do you have a GTG account?	Have a GTG account	Employed full-time	5899	45.9%
		Employed part-time	1256	9.8%
		Student full-time	147	1.1%
		Student part-time	87	.7%
		Homemaker	733	5.7%
	Don't have a GTG account	Retired	4918	38.3%
		Unemployed	369	2.9%
		Employed full-time	115	38.3%
		Employed part-time	22	7.3%
		Student full-time	11	3.7%
	Student part-time	6	2.0%	
	Homemaker	37	12.3%	
	Retired	97	32.3%	
	Unemployed	24	8.0%	

Q44. Which of the following income categories applies to your household's total annual income (before taxes) for 2009? * Do you have a GTG account? Crosstabulation

			Do you have a GTG account?		Total
			Have a GTG account	Don't have a GTG account	
Which of the following income categories applies to your household's total annual income (before taxes) for 2009?	Under \$15,000	Count % within Do you have a GTG account?	185 1.7%	16 6.9%	201 1.8%
	\$15,000 to less than \$25,000	Count % within Do you have a GTG account?	355 3.3%	32 13.9%	387 3.5%
	\$25,000 to less than \$35,000	Count % within Do you have a GTG account?	731 6.8%	31 13.4%	762 7.0%
	\$35,000 to less than \$50,000	Count % within Do you have a GTG account?	1686 15.8%	39 16.9%	1725 15.8%
	\$50,000 to less than \$75,000	Count % within Do you have a GTG account?	2586 24.2%	52 22.5%	2638 24.1%
	\$75,000 to less than \$100,000	Count % within Do you have a GTG account?	2194 20.5%	33 14.3%	2227 20.4%
	\$100,000 to less than \$125,000	Count % within Do you have a GTG account?	1369 12.8%	13 5.6%	1382 12.6%
	\$125,000 to less than \$150,000	Count % within Do you have a GTG account?	673 6.3%	8 3.5%	681 6.2%
	\$150,000 and above	Count % within Do you have a GTG account?	918 8.6%	7 3.0%	925 8.5%
Total	Count % within Do you have a GTG account?	10697 100.0%	231 100.0%	10928 100.0%	

**Q45. Which of the following best describes your ethnic / racial background? * Do you have a GTG account?
Crosstabulation**

			Do you have a GTG account?		Total
			Have a GTG account	Don't have a GTG account	
Which of the following best describes your ethnic / racial background?	White / Caucasian (not Hispanic / Latino background)	% within Do you have a GTG account?	10284 89.7%	225 82.1%	10509 89.5%
	White / Caucasian (Hispanic / Latino background)	% within Do you have a GTG account?	202 1.8%	6 2.2%	208 1.8%
	Black / African American	% within Do you have a GTG account?	83 .7%	8 2.9%	91 .8%
	Asian / Pacific Islander	% within Do you have a GTG account?	271 2.4%	7 2.6%	278 2.4%
	Hispanic / Latino	% within Do you have a GTG account?	70 .6%	9 3.3%	79 .7%
	Native American	% within Do you have a GTG account?	79 .7%	5 1.8%	84 .7%
	Multi-racial	% within Do you have a GTG account?	167 1.5%	12 4.4%	179 1.5%
	Other	% within Do you have a GTG account?	314 2.7%	2 .7%	316 2.7%
	Total	% within Do you have a GTG account?	11470 100.0%	274 100.0%	11744 100.0%

Q48. Gender * Do you have a GTG account? Crosstabulation

			Do you have a GTG account?		Total
			Have a GTG account	Don't have a GTG account	
Gender	Male	Count	6469	133	6602
		% within Do you have a GTG account?	54.5%	44.3%	54.3%
	Female	Count	5396	167	5563
		% within Do you have a GTG account?	45.5%	55.7%	45.7%
Total		Count	11865	300	12165
		% within Do you have a GTG account?	100.0%	100.0%	100.0%

APPENDIX H: TOPLINE RESULTS TABLES- SR 167 USERS

Q5. How often do you typically travel alone in the general purpose lanes on SR 167? * SR 167 User Segments Crosstabulation

			SR 167 User Segments			Total
			SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpoolers without a GTG account	
How often do you typically travel alone in the general purpose lanes on SR 167?	4 or more times per week	Count	31	149	32	212
		% within SR 167 User Segments	9.3%	49.5%	10.7%	22.7%
	2-3 times per week	Count	48	89	61	198
		% within SR 167 User Segments	14.4%	29.6%	20.3%	21.2%
	1 time per week	Count	53	63	50	166
		% within SR 167 User Segments	15.9%	20.9%	16.7%	17.8%
	1-3 times per month	Count	202	0	87	289
		% within SR 167 User Segments	60.5%	.0%	29.0%	30.9%
Less than 1 time per month, but more than 2 times per year	Count	0	0	25	25	
	% within SR 167 User Segments	.0%	.0%	8.3%	2.7%	
2 times or less per year	Count	0	0	9	9	
	% within SR 167 User Segments	.0%	.0%	3.0%	1.0%	
Never	Count	0	0	36	36	
	% within SR 167 User Segments	.0%	.0%	12.0%	3.9%	
Total	Count	334	301	300	935	
	% within SR 167 User Segments	100.0%	100.0%	100.0%	100.0%	

Q6. How often do you typically carpool on SR 167? * SR 167 User Segments Crosstabulation

	SR 167 User Segments			Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
How often do you typically carpool on SR 167?	Count	Count	Count	95
4 or more times per week	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	10.2%
2-3 times per week	Count	Count	Count	179
1 time per week	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	19.1%
1-3 times per month	Count	Count	Count	196
Less than 1 time per month, but more than 2 times per year	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	21.0%
2 times or less per year	Count	Count	Count	309
Never	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	33.0%
Total	Count	Count	Count	935
	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	100.0%

Q7. Please tell me how much you agree or disagree with the following statements. Please use a scale of 1 to 7, where 1 means highly disagree and 7 means highly agree.

		SR 167 User Segments			
		SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpoolers without a GTG account	SR 167 users with a GTG account
		Tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes.	Tolls are an appropriate way to pay for the construction, operation and maintenance of new road facilities.	Tolls should be used to manage traffic, by increasing carpooling, use of transit, traveling at times of the day when tolls are lower, or allowing solo drivers to pay a fee to use HOV lanes.	Tolls are an appropriate way to pay for the construction, operation and maintenance of new road facilities.
Highly disagree	Count	45	64	77	57
	%	13.6%	21.3%	25.6%	19.0%
2	Count	21	24	27	22
	%	6.3%	8.0%	9.0%	7.3%
3	Count	24	31	24	36
	%	7.3%	10.3%	8.0%	12.0%
4	Count	51	30	34	29
	%	15.4%	10.0%	11.3%	9.7%
5	Count	52	50	68	48
	%	15.7%	16.6%	22.6%	16.0%
6	Count	51	34	21	32
	%	15.4%	11.3%	7.0%	10.7%
Highly agree	Count	87	68	50	76
	%	26.3%	22.6%	16.6%	25.3%
Total	Count	331	301	301	300
	%	100.0%	100.0%	100.0%	100.0%
	Count				72
	%				24.0%
	Count				23
	%				7.7%
	Count				24
	%				8.0%
	Count				34
	%				11.3%
	Count				54
	%				18.0%
	Count				31
	%				10.3%
	Count				62
	%				20.7%
	Count				300
	%				100.0%

Q8. Has your opinion of tolling changed? * SR 167 User Segments Crosstabulation

			SR 167 User Segments			Total
			SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpoolers without a GTG account	
Has your opinion of tolling changed?	No	Count	216	228	234	678
		% within SR 167 User Segments	73.0%	80.0%	80.1%	77.7%
	Yes	Count	80	57	58	195
		% within SR 167 User Segments	27.0%	20.0%	19.9%	22.3%
Total		Count	296	285	292	873
		% within SR 167 User Segments	100.0%	100.0%	100.0%	100.0%

Has your opinion of tolling become more positive or more negative? * SR 167 User Segments Crosstab

	SR 167 User Segments			Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
Has your opinion of toll become more positive or more negative?	57 70.4%	27 47.4%	32 55.2%	116 59.2%
More positive % within SR 167 User Segments				
More negative % within SR 167 User Segments	24 29.6%	30 52.6%	26 44.8%	80 40.8%
Total	81 100.0%	57 100.0%	58 100.0%	196 100.0%

Q18. When you carpool on SR 167 are you more likely to travel in the general purpose lanes or the carpool lane? * SR 167 User Segments Crosstabulation

	SR 167 User Segments		Total
	SR 167 users with a GTG account	SR 167 carpoolers without a GTG account	
When you carpool on SR 167 are you more likely to travel in the general purpose lanes or the carpool lane?			
General purpose lanes	Count % within SR 167 User Segments	Count % within SR 167 User Segments	Count % within SR 167 User Segments
Carpool lane	Count % within SR 167 User Segments	Count % within SR 167 User Segments	Count % within SR 167 User Segments
Both lanes about equally	Count % within SR 167 User Segments	Count % within SR 167 User Segments	Count % within SR 167 User Segments
Total	302 100.0%	293 100.0%	595 100.0%

19. Did you use SR 167 before the HOT lanes were introduced in May 2008? * SR 167 User Segment Crosstabulation

	SR 167 User Segments			Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
Did you use SR 167 before the HOT lanes were introduced in May 2008?				
No	12	25	11	48
Count				
% within SR 167 User Segments	3.6%	8.3%	3.7%	5.2%
Yes	317	275	286	878
Count				
% within SR 167 User Segments	96.4%	91.7%	96.3%	94.8%
Total	329	300	297	926
Count				
% within SR 167 User Segments	100.0%	100.0%	100.0%	100.0%

0. Did the introduction of HOT lanes affect your experience of using SR 167? * SR 167 User Segment Crosstabulation

		SR 167 User Segments			Total
		SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
Did the introduction of HOT lanes affect your experience of using SR 167?	No	Count 95 30.3%	Count 186 69.1%	Count 169 59.5%	Count 450 51.9%
	Yes	Count 219 69.7%	Count 83 30.9%	Count 115 40.5%	Count 417 48.1%
Total		Count 314 100.0%	Count 269 100.0%	Count 284 100.0%	Count 867 100.0%

a. Has using the HOT lanes affected travel time? * SR 167 User Segments Crosstabulation (Only response those who said the introduction of HOT lanes had affected their experience with regard to travel time)

	SR 167 User Segments				Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account		
Has using the HOT lanes affected travel time?					
Decreased	Count 152 88.4%	Count 16 66.7%	Count 24 72.7%	Count 24 83.8%	Count 192 83.8%
Increased	Count 20 11.6%	Count 8 33.3%	Count 9 27.3%	Count 9 16.2%	Count 37 16.2%
Total	Count 172 100.0%	Count 24 100.0%	Count 33 100.0%	Count 229 100.0%	Count 229 100.0%

b. Has using the HOT lanes affected congestion? * SR 167 User Segments Cross-tabulation (Only response of those who said the introduction of HOT lanes had affected their experience of congestion)

		SR 167 User Segments			Total
		SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
Has using the HOT lanes affected congestion?	Decreased	Count 77 79.4%	Count 10 47.6%	Count 13 50.0%	Count 100 69.4%
	Increased	Count 20 20.6%	Count 11 52.4%	Count 13 50.0%	Count 44 30.6%
Total		Count 97 100.0%	Count 21 100.0%	Count 26 100.0%	Count 144 100.0%

21c. Has using the HOT lanes affected safety? * SR 167 User Segments Crosstabulation (Only responses those who said the introduction of HOT lanes had affected their experience of safety)

		SR 167 User Segments			Total
		SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
Has using the HOT lanes affected safety?	Feel safer	43 61.4%	4 50.0%	7 87.5%	54 62.8%
	Feel less safe	27 38.6%	4 50.0%	1 12.5%	32 37.2%
Total		70 100.0%	8 100.0%	8 100.0%	86 100.0%

**Id. Has using the HOT lanes affected your likelihood to carpool? * SR 167 User Segments Crosstabulation (O
 responses of those who said the introduction of HOT lanes had affected their experience with regard to their
 likelihood to carpool)**

		SR 167 User Segments			Total
		SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpoolers without a GTG account	
Has using the HOT lanes affected your likelihood to carpool?	Less likely to carpool	13 28.9%	4 44.4%	8 53.3%	25 36.2%
	More likely to carpool	32 71.1%	5 55.6%	7 46.7%	44 63.8%
Total		45 100.0%	9 100.0%	15 100.0%	69 100.0%

**Q21e. Has using the HOT lanes affected your likelihood to use transit? * SR 167 User Segments
Crosstabulation (Only responses of those who said the introduction of HOT lanes had affected their
experience with regard to their likelihood to use transit)**

			SR 167 User Segments	
			SR 167 users with a GTG account	Total
Has using the HOT lanes affected your likelihood to use transit?	Less likely to use transit	Count	10	10
		% within SR 167 User Segments	71.4%	71.4%
	More likely to use transit	Count	4	4
		% within SR 167 User Segments	28.6%	28.6%
Total		Count	14	14
		% within SR 167 User Segments	100.0%	100.0%

is using the HOT lanes affected stress? * SR 167 User Segments Crossstabulation (Only responses who said the introduction of HOT lanes had affected their experience of stress)

	SR 167 User Segments			Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
Has using the HOT lanes affected stress?	117	2	6	125
Made it a less stressful trip	79.7%	15.4%	33.3%	70.2%
Made it a more stressful trip	30	11	12	53
% within SR 167 User Segments	20.3%	84.6%	66.7%	29.8%
Total	147	13	18	178
% within SR 167 User Segments	100.0%	100.0%	100.0%	100.0%

Q22. How have the HOT lanes on SR 167 affected your travel time? * SR 167 User Segments Crosstabulation

	SR 167 User Segments			Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
How have the HOT lanes on SR 167 affected your travel time?				
Travel time is better now	166 52.7%	48 17.5%	92 32.2%	306 34.9%
Travel time is about the same	119 37.8%	184 66.9%	161 56.3%	464 53.0%
Travel time is worse now	30 9.5%	43 15.6%	33 11.5%	106 12.1%
Total	315 100.0%	275 100.0%	286 100.0%	876 100.0%

Q23. On average, about how many minutes do you think you now save ON YOUR OVERALL TRIP since HOT lanes were introduced on SR 167? * SR 167 User Segments Crosstabulation

		SR 167 User Segments			Total
		SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
On average, about how many minutes do you think you now save ON YOUR OVERALL TRIP since HOT lanes were introduced on SR 167?	1-5 minutes	Count 19 11.7%	Count 13 34.2%	Count 16 20.3%	Count 48 17.2%
		% within SR 167 User Segments			
	6-10 minutes	Count 65 40.1%	Count 12 31.6%	Count 30 38.0%	Count 107 38.4%
		% within SR 167 User Segments			
	11-15 minutes	Count 35 21.6%	Count 6 15.8%	Count 10 12.7%	Count 51 18.3%
		% within SR 167 User Segments			
16-20 minutes	Count 22 13.6%	Count 5 13.2%	Count 10 12.7%	Count 37 13.3%	
	% within SR 167 User Segments				
21-30 minutes	Count 11 6.8%	Count 2 5.3%	Count 9 11.4%	Count 22 7.9%	
	% within SR 167 User Segments				
31+ minutes	Count 10 6.2%	Count 0 .0%	Count 4 5.1%	Count 14 5.0%	
	% within SR 167 User Segments				
Total	Count 162 100.0%	Count 38 100.0%	Count 79 100.0%	Count 279 100.0%	

Q24. On average, about how many more minutes do you think you now spend ON YOUR TOTAL TRIP since HOT lanes were introduced on SR 167? * SR 167 User Segments Crosstabulation

		SR 167 User Segments			Total
		SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
On average, about how many more minutes do you think you now spend ON YOUR TOTAL TRIP since HOT lanes were introduced on SR 167?	1-5 minutes	Count 5 20.0%	Count 6 16.7%	Count 7 22.6%	Count 18 19.6%
		% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments
	6-10 minutes	Count 11 44.0%	Count 12 33.3%	Count 8 25.8%	Count 31 33.7%
		% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments
	11-15 minutes	Count 2 8.0%	Count 5 13.9%	Count 8 25.8%	Count 15 16.3%
		% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments
16-20 minutes	Count 3 12.0%	Count 6 16.7%	Count 4 12.9%	Count 13 14.1%	
	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	
21-30 minutes	Count 1 4.0%	Count 5 13.9%	Count 1 3.2%	Count 7 7.6%	
	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	
31+ minutes	Count 3 12.0%	Count 2 5.6%	Count 3 9.7%	Count 8 8.7%	
	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	
Total	Count 25 100.0%	Count 36 100.0%	Count 31 100.0%	Count 92 100.0%	
	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	% within SR 167 User Segments	

Q25. How satisfied are you with your travel time on SR 167? * SR 167 User Segments Crosstabulation

	SR 167 User Segments			Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
How satisfied are you with your travel time on SR 167?				
Very unsatisfied	Count 50	Count 53	Count 41	Count 144
% within SR 167 User Segments	15.5%	17.7%	13.8%	15.7%
Somewhat unsatisfied	Count 76	Count 81	Count 57	Count 214
% within SR 167 User Segments	23.6%	27.1%	19.2%	23.3%
Somewhat satisfied	Count 125	Count 128	Count 150	Count 403
% within SR 167 User Segments	38.8%	42.8%	50.5%	43.9%
Very satisfied	Count 71	Count 37	Count 49	Count 157
% within SR 167 User Segments	22.0%	12.4%	16.5%	17.1%
Total	Count 322	Count 299	Count 297	Count 918
% within SR 167 User Segments	100.0%	100.0%	100.0%	100.0%

Q26. Have you thought about getting a Good To Go! account? * SR 167 User Segments Crosstabulation

			SR 167 User Segments		Total
			SR 167 GPL users without a GTG account	SR 167 carpoolers without a GTG account	
Have you thought about getting a Good To Go! account?	No	Count	237	278	515
		% within SR 167 User Segments	78.7%	92.7%	85.7%
	Yes	Count	64	22	86
		% within SR 167 User Segments	21.3%	7.3%	14.3%
Total		Count	301	300	601
		% within SR 167 User Segments	100.0%	100.0%	100.0%

Q27. What are the reasons you have not gotten a Good To Go!™ account? (Multiple choices allowed)

		SR 167 User Segments			
		SR 167 GPL users without a GTG account		SR 167 carpoolers without a GTG account	
		Count	Column %	Count	Column %
What are the reasons you have not gotten a Good to Go! a/c?	Don't use SR 167 during congested times	98	32.6	105	35.0
	Not sure how it works	12	4.0	6	2.0
	Security / privacy concerns / tracking my movements	1	.3	1	.3
	Afraid technology will fail	1	.3		
	Don't want transponder on my car	7	2.3	2	.7
	Don't know how to set up an account	9	3.0	2	.7
	Customer service was not good	1	.3		
	Don't want to have to put money in the account	20	6.6	12	4.0
	Don't know enough about it	11	3.7	8	2.7
	Not sure what happens if my account is empty			1	.3
	Not sure how and where I can set up an account	3	1.0	1	.3
	Not sure what the benefits of an account are	1	.3	2	.7
	Transponder costs too much	47	15.6	24	8.0
	Don't need because I carpool all the time/don't use HOV lanes	37	12.3	126	42.0
	Don't need it/don't travel enough/don't use SR 167	57	18.9	38	12.7
	Don't want to pay/already pay enough in taxes	21	7.0	5	1.7
	Just haven't done it yet/haven't gotten around to it	8	2.7	3	1.0
	Difficult to get in and out of HOV lane because of double lines	2	.7	2	.7
	Should add more general lanes on the highway	1	.3	1	.3
	Route I take does not have HOV lanes	2	.7		
Other	103	34.2	57	19.0	

Q28a. Please tell me if you agree or disagree with the following statements.

	Disagree		Agree		Total	
	Count	%	Count	%	Count	%
SR 167 User Segments SR 167 users with a GTG account						
HOT lanes should be opened on other freeways in our region.	28	4.2%	69	10.4%	97	14.7%
HOT lanes slow down transit and carpools.	70	10.7%	20	3.1%	90	13.8%
HOT lanes do not relieve traffic congestion.	48	7.4%	40	6.1%	88	13.5%
Allowing single drivers to use the carpool (HOV) lanes by paying a toll is a good idea.	27	3.9%	77	11.1%	104	15.1%
HOT lanes create incentives to carpool or take the bus.	40	6.2%	47	7.2%	87	13.4%
HOT lanes improve roadway safety.	38	6.4%	27	4.5%	65	10.9%
HOT lanes are unfair to those with low incomes.	64	9.8%	27	4.1%	91	13.9%
The SR 167 HOT lanes should not have a toll and should be open to all drivers for free, at all times.	78	11.4%	21	3.1%	99	14.5%
When the general purpose lanes are congested, HOT lanes allow me to make a faster trip when I really need to.	22	3.4%	79	12.1%	101	15.4%
HOT lane rules are followed by most drivers.	32	4.9%	60	9.2%	92	14.1%
The signage for the HOT lanes is easy to understand.	27	3.9%	75	10.8%	102	14.7%

Q28b. Please tell me if you agree or disagree with the following statements.

SR 167 User Segments SR 167 GPL users without a GTG account	Disagree		Agree		Total	
	Count	%	Count	%	Count	%
HOT lanes should be opened on other freeways in our region.	107	16.2%	171	25.9%	278	42.1%
HOT lanes slow down transit and carpools.	215	32.9%	70	10.7%	285	43.6%
HOT lanes do not relieve traffic congestion.	146	22.4%	134	20.5%	280	42.9%
Allowing single drivers to use the carpool (HOV) lanes by paying a toll is a good idea.	107	15.5%	186	26.9%	293	42.4%
HOT lanes create incentives to carpool or take the bus.	117	18.0%	163	25.1%	280	43.1%
HOT lanes improve roadway safety.	154	25.9%	110	18.5%	264	44.4%
HOT lanes are unfair to those with low incomes.	139	21.2%	139	21.2%	278	42.4%
The SR 167 HOT lanes should not have a toll and should be open to all drivers for free, at all times.	165	24.2%	128	18.8%	293	43.0%
When the general purpose lanes are congested, HOT lanes allow me to make a faster trip when I really need to.	112	17.1%	164	25.0%	276	42.1%
HOT lane rules are followed by most drivers.	90	13.8%	192	29.4%	282	43.1%
The signage for the HOT lanes is easy to understand.	69	10.0%	228	32.9%	297	42.9%

Q28c. Please tell me if you agree or disagree with the following statements.

	Disagree		Agree		Total	
	Count	%	Count	%	Count	%
SR 167 User Segments SR 167 carpoolers without a GTG account						
HOT lanes should be opened on other freeways in our region.	111	16.8%	175	26.5%	286	43.3%
HOT lanes slow down transit and carpools.	199	30.5%	79	12.1%	278	42.6%
HOT lanes do not relieve traffic congestion.	159	24.3%	126	19.3%	285	43.6%
Allowing single drivers to use the carpool (HOV) lanes by paying a toll is a good idea.	101	14.6%	193	27.9%	294	42.5%
HOT lanes create incentives to carpool or take the bus.	110	16.9%	172	26.5%	282	43.5%
HOT lanes improve roadway safety.	158	26.6%	108	18.2%	266	44.7%
HOT lanes are unfair to those with low incomes.	155	23.7%	131	20.0%	286	43.7%
The SR 167 HOT lanes should not have a toll and should be open to all drivers for free, at all times.	192	28.2%	98	14.4%	290	42.5%
When the general purpose lanes are congested, HOT lanes allow me to make a faster trip when I really need to.	75	11.5%	203	31.0%	278	42.4%
HOT lane rules are followed by most drivers.	90	13.8%	190	29.1%	280	42.8%
The signage for the HOT lanes is easy to understand.	75	10.8%	219	31.6%	294	42.4%

Q35. What direction do you typically travel on SR 167? * SR 167 User Segments Crosstabulation

	SR 167 User Segments			Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
What direction do you typically travel on SR 167?				
North	Count 25 7.8%	Count 32 10.6%	Count 24 8.0%	Count 81 8.8%
South	Count 7 2.2%	Count 13 4.3%	Count 4 1.3%	Count 24 2.6%
Both directions	Count 289 90.0%	Count 256 85.0%	Count 272 90.7%	Count 817 88.6%
Total	Count 321 100.0%	Count 301 100.0%	Count 300 100.0%	Count 922 100.0%

Q36. What time of the day do you typically travel on SR 167? (Multiple choices allowed)

			Yes	
			Count	%
SR 167 User Segments	SR 167 users with a GTG account	AM peak hours	154	45.8%
		Mid-day	160	47.6%
		PM peak hours	195	58.0%
		Evening	81	24.1%
		Night time	18	5.4%
	SR 167 GPL users without a GTG account	AM peak hours	158	52.5%
		Mid-day	168	55.8%
		PM peak hours	172	57.1%
		Evening	96	31.9%
		Night time	49	16.3%
	SR 167 carpoolers without a GTG account	AM peak hours	110	36.7%
		Mid-day	203	203
		PM peak hours	163	54.3%
		Evening	118	39.3%
		Night time	26	8.7%

Q37. In general, how congested was traffic when you last traveled on SR 167? * SR 167 User Segments Crosstabulation

		SR 167 User Segments			Total
		SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
In general, how congested was traffic when you last traveled on SR 167?	Not congested at all	29 9.1%	52 17.3%	62 20.8%	143 15.6%
	Moderately congested	178 55.6%	151 50.2%	158 53.0%	487 53.0%
	Seriously congested	86 26.9%	64 21.3%	44 14.8%	194 21.1%
	Very seriously congested	27 8.4%	34 11.3%	34 11.4%	95 10.3%
	Total	320 100.0%	301 100.0%	298 100.0%	919 100.0%
	Count				
	% within SR 167 User Segments				
	Count				
	% within SR 167 User Segments				
	Count				
	% within SR 167 User Segments				

Q38. For what trip purposes do you typically use SR 167? (Multiple choices allowed)

			Yes			
			Count	%		
SR 167 User Segments	SR 167 users with a GTG account	Travel to/from work	173	51.5%		
		Travel to/from school	5	1.5%		
		Run errands/shop	115	34.2%		
		Non-commute work-related travel	77	22.9%		
		Recreational activities	101	30.1%		
		Visit family or friends	114	33.9%		
		Medical needs	62	18.5%		
		SR 167 GPL users without a GTG account	SR 167 GPL users without a GTG account	Travel to/from work	162	53.8%
				Travel to/from school	8	2.7%
				Run errands/shop	159	52.8%
Non-commute work-related travel	118			39.2%		
Recreational activities	158			52.5%		
SR 167 carpoolers without a GTG account	SR 167 carpoolers without a GTG account	Visit family or friends	168	55.8%		
		Medical needs	89	29.6%		
		Travel to/from work	79	26.3%		
		Travel to/from school	18	6.0%		
		Run errands/shop	188	62.7%		
		Non-commute work-related travel	140	46.7%		
		Recreational activities	197	65.7%		
		Visit family or friends	192	64.0%		
		Medical needs	107	35.7%		

Q39. If you wanted more information about getting a Good To Go!™ account where would you prefer to get that information? (Multiple choices allowed)

		SR 167 User Segments			
		SR 167 GPL users without a GTG account		SR 167 carpoolers without a GTG account	
		Count	Column %	Count	Column %
Where would you prefer to get more info about getting a GTG?	Newspaper articles	7	2.3	5	1.7
	Print advertisements	10	3.3	6	2.0
	Radio advertisements			1	.3
	Online advertisements	39	13.0	23	7.7
	Television	3	1.0	2	.7
	Highway reader boards	1	.3	1	.3
	Internet	147	48.8	145	48.3
	Public events / presentations	2	.7		
	Washington State Department of Transportation web site	18	6.0	34	11.3
	Friends or family	6	2.0	2	.7
	Employer	6	2.0	1	.3
	Do not want information about Good To Go!	63	20.9	62	20.7
	Mail/in the mail	15	5.0	11	3.7
	Call department of Transportation/DOT	2	.7	8	2.7
	DMV/Department of Licensing	4	1.3	4	1.3
	GIG Harbor/Good to Go office in GIG Harbor	2	.7		
	Phone/over the phone	3	1.0	7	2.3
	Grocery store/store	2	.7	3	1.0
	Senior Center	1	.3	2	.7
	Locally/my area/my county	1	.3	2	.7
Other	35	11.6	43	14.3	

Q40. You might be able to set up your Good To Go! account in a variety of ways. Which of the following is the way you would be most likely to set up your account? * SR 167 User Segments Crosstabulation

		SR 167 User Segments		Total
		SR 167 GPL users without a GTG account	SR 167 carpoolers without a GTG account	
You might be able to set up your Good To Go! account in a variety of ways. Which of the following is the way you would be most likely to set up your account?	Online	Count 206 68.4%	Count 192 64.0%	Count 398 66.2%
	% within SR 167 User Segments			
	Good To Go! customer service center	Count 11 3.7%	Count 11 3.7%	Count 22 3.7%
	% within SR 167 User Segments			
	At a store, such as drug store or supermarket	Count 40 13.3%	Count 46 15.3%	Count 86 14.3%
	% within SR 167 User Segments			
	Smart phone app	Count 4 1.3%	Count 7 2.3%	Count 11 1.8%
% within SR 167 User Segments				
Not interested in signing up	Count 39 13.0%	Count 44 14.7%	Count 83 13.8%	
	% within SR 167 User Segments			
Other	Count 1 .3%	Count 0 .0%	Count 1 .2%	
	% within SR 167 User Segments			
Total	Count 301 100.0%	Count 300 100.0%	Count 601 100.0%	
	% within SR 167 User Segments			

Q42. Which of the following broad ranges includes your age? * SR 167 User Segments Crosstabulation

	SR 167 User Segments			Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
Which of the following broad ranges includes your age?				
18-24	Count % within SR 167 User Segments			
25-34	3 .9%	10 3.4%	7 2.4%	20 2.2%
35-44	25 7.8%	34 11.7%	28 9.6%	87 9.6%
45-54	59 18.4%	47 16.2%	57 19.5%	163 18.1%
55-64	104 32.5%	80 27.6%	62 21.2%	246 27.3%
65 and older	81 25.3%	75 25.9%	59 20.2%	215 23.8%
Total	48 15.0%	44 15.2%	79 27.1%	171 19.0%
	320 100.0%	290 100.0%	292 100.0%	902 100.0%

Q43. Which of the following best describes your work situation? (Multiple choices allowed)

Rows			No		Yes		
			Count	%	Count	%	
SR 167 User Segments	SR 167 users with a GTG account	Employed full-time?	110	32.7%	226	67.3%	
		Employed part-time?	309	92.0%	27	8.0%	
		Student full-time?	333	99.1%	3	.9%	
		Student part-time?	333	99.1%	3	.9%	
		Homemaker?	322	95.8%	14	4.2%	
			Retired?	270	80.4%	66	19.6%
			Unemployed?	327	97.3%	9	2.7%
	SR 167 GPL users without a GTG account	Employed full-time?	110	36.5%	191	63.5%	
		Employed part-time?	275	91.4%	26	8.6%	
		Student full-time?	294	97.7%	7	2.3%	
Student part-time?		297	98.7%	4	1.3%		
Homemaker?		285	94.7%	16	5.3%		
		Retired?	252	83.7%	49	16.3%	
		Unemployed?	287	95.3%	14	4.7%	
SR 167 carpoolers without a GTG account	Employed full-time?	179	59.7%	121	40.3%		
	Employed part-time?	259	86.3%	41	13.7%		
	Student full-time?	293	97.7%	7	2.3%		
	Student part-time?	298	99.3%	2	.7%		
	Homemaker?	278	92.7%	22	7.3%		
	Retired?	207	69.0%	93	31.0%		
		Unemployed?	281	93.7%	19	6.3%	

Q44. Which of the following income categories applies to your household's total annual income (before taxes) for 2009? * SR 167 User Segments Crosstabulation

	SR 167 User Segments				Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account		
Which of the following income categories applies to your household's total annual income (before taxes) for 2009?	Count	Count	Count	Count	Count
Under \$15,000	3 1.0%	4 1.7%	17 7.1%	24 3.1%	
\$15,000 to less than \$25,000	6 2.1%	8 3.4%	11 4.6%	25 3.3%	
\$25,000 to less than \$35,000	18 6.3%	19 8.1%	14 5.9%	51 6.7%	
\$35,000 to less than \$50,000	29 10.1%	39 16.6%	40 16.7%	108 14.2%	
\$50,000 to less than \$75,000	70 24.3%	52 22.1%	58 24.3%	180 23.6%	
\$75,000 to less than \$100,000	67 23.3%	52 22.1%	44 18.4%	163 21.4%	
\$100,000 to less than \$125,000	47 16.3%	27 11.5%	30 12.6%	104 13.6%	
\$125,000 to less than \$150,000	25 8.7%	14 6.0%	16 6.7%	55 7.2%	
\$150,000 and above	23 8.0%	20 8.5%	9 3.8%	52 6.8%	
Total	288 100.0%	235 100.0%	239 100.0%	762 100.0%	

Q45. Which of the following best describes your ethnic / racial background? * SR 167 User Segments Crosstabulation

	SR 167 User Segments			Total
	SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpools without a GTG account	
White / Caucasian (not Hispanic / Latino background)	252 84.3%	232 85.6%	220 80.3%	704 83.4%
White / Caucasian (Hispanic / Latino background)	8 2.7%	4 1.5%	6 2.2%	18 2.1%
Black / African American	3 1.0%	10 3.7%	9 3.3%	22 2.6%
Asian / Pacific Islander	8 2.7%	9 3.3%	17 6.2%	34 4.0%
Hispanic / Latino	1 .3%	3 1.1%	9 3.3%	13 1.5%
Native American	1 .3%	4 1.5%	2 .7%	7 .8%
Multi-racial	12 4.0%	8 3.0%	9 3.3%	29 3.4%
Other	14 4.7%	1 .4%	2 .7%	17 2.0%
Total	299 100.0%	271 100.0%	274 100.0%	844 100.0%

Q48. Gender * SR 167 User Segments Crosstabulation

			SR 167 User Segments			Total
			SR 167 users with a GTG account	SR 167 GPL users without a GTG account	SR 167 carpoolers without a GTG account	
Gender	Male	Count	196	162	133	491
		% within SR 167 User Segments	63.2%	53.8%	44.3%	53.9%
	Female	Count	114	139	167	420
		% within SR 167 User Segments	36.8%	46.2%	55.7%	46.1%
Total		Count	310	301	300	911
		% within SR 167 User Segments	100.0%	100.0%	100.0%	100.0%