



## Eastside Corridor Tolling Study

# Phone Survey Report



Washington State  
Department of Transportation



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# Executive Summary

## Introduction

In 2009, the Washington State Legislature directed WSDOT to prepare a traffic and revenue study for Eastside Corridor tolling and to seek input from the public. A report is due to the legislature and the governor by January 2010. The study began in June 2009.

The Eastside Corridor is the only north-south freeway alternative to I-5 in the Puget Sound region. It is made up of sections of Snohomish, King and Pierce counties, stretching down I-405 and SR 167 to SR 512. The Eastside Corridor Tolling Study project limits encompass only the I-405 and SR 167 corridors. Tolling is a possible next step to implementing the I-405 Corridor Master Plan and connecting I-405 to the SR 167 HOT lanes, thereby creating a north-south Eastside Corridor Express Toll Lane System and a bypass to I-5.

As gathering public input is a major part of the Eastside Corridor Tolling Study, WSDOT held two rounds of public open houses throughout the I-405 and SR 167 corridors, attended community festivals and provided project briefings to local civic organizations. To supplement the public outreach and education, WSDOT conducted an online survey and focus groups. As part of the follow up to these efforts, WSDOT, in collaboration with PRR, conducted a telephone survey between September 21<sup>st</sup>, 2009 and October 2<sup>nd</sup>, 2009. This report presents a comprehensive summary of the findings from this telephone survey.

## Methods

PRR, in collaboration with WSDOT, developed questions for the telephone survey. The survey questions were then pre-tested and the survey questions were found to be working well. No major changes were made to the survey. 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 (98005, 98004, 98007, 98008, 98033, 98031, 98034, 98057, 98056, 98390, 98047, 98001, 98374, 98030, 98006, 98011, 98021, and 98036) along the I-405 and SR 167 corridors for the sampling frame.
- Fielded the survey to a disproportionate stratified random sample of 1,002 Washington residents, with 301 surveys completed with those who primarily used I-405 north of Bellevue, 301 surveys completed with those who primarily used I-405 south of Bellevue and 400 of those who primarily used SR 167.
- Of the 1,002 completed surveys, 988 surveys were conducted in English and 14 in Spanish.
- 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.

1 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.

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

The overall margin of error for all 1,002 completed surveys is +/- 3.09% at the 95% confidence interval. The response rate<sup>1</sup> for the survey was 7.9% and the cooperation rate<sup>2</sup> was 23.3%.

When analyzing all of the data together (both I-405 users and SR 167 users combined) the data was weighted to adjust for the different highway usage proportions.

## Key Findings

The key findings include:

### *I-405 Usage Patterns*

- Over three-fifths (64.6%) reported using I-405 *north* of Bellevue at least once in the last 7 days, with over a quarter (27.1%) traveling on I-405 north four or more times in the previous week.
- Over seventy percent (71.8%) reported using I-405 *south* of Bellevue at least once in the last 7 days, with over a quarter (30.3%) traveling on I-405 south four or more times in the previous week.
- Sixty-four percent said they traveled on I-405 during the weekdays as well as the weekends. Ten percent said that they used it only during the weekends. The remaining 22% said that they used I-405 only during the weekdays.
- Of those who traveled on I-405 during weekdays, over one-third (38.4%) reported traveling during the PM peak hours (3 pm to 7 pm) and 44% during the AM peak hours (5 am to 9 am). Over half (51.3%) traveled on I-405 during the mid-day (after 9 am to before 3 pm).
- The top two modes of transportation that respondents used regularly to travel on I-405 included driving alone (mean = 2.99 days) and carpooling with household members (mean = 1.09 days).
- The top two trip purposes why respondents used I-405 included commuting to work (mean number of days per week = 4.08 days) and commuting to school (mean number of days per week = 2.89 days).
- Almost three-fifths (59.6%) reported that traffic was moderately congested when they traveled on I-405 during the previous week. Another 20.5% said that the congestion was ‘serious’ or ‘very serious’.
- The vast majority (96.2%) reported not having a *Good To Go!*<sup>TM</sup> account. Of those who had an account, the majority (82.6%) were yet to pay a toll to drive in the HOT lanes on SR 167 using their account.

### *SR 167 Usage Patterns*

- Almost half (49.4%) reported using SR 167 at least once in the last 7 days, with almost one-fifth (18.1%) traveling on SR 167 four or more times in the previous week.
- Sixty-three percent said they traveled on SR 167 during the weekdays as well as the weekends. Nine percent said that they used it only during the weekends. The remaining 28% said that they used SR 167 only during the weekdays.
- Of those who traveled on SR 167 during weekdays, over one-thirds (34.3%) reporting traveling during the PM peak hours (3 pm to 7 pm) and 35.5% during the AM peak hours (5 am to 9 am). Over half (52.1%) traveled during the mid-day (after 9 am to before 3 pm).
- The top two modes of transportation that respondents used regularly to travel on SR 167 included driving alone (mean number of days per week = 2.32 days) and carpooling with household members (mean number of days per week = 0.98 days).
- The top two trip purposes why respondents traveled on SR 167 included commuting to work (mean number of days per week = 4.10 days) and commuting to school (mean number of days per week = 3 days).
- Over half (51.8%) reported that the traffic was moderately congested when they traveled on SR 167 during the previous week. Over one-fifth (22.9%) said that the congestion was ‘serious’ or ‘very serious’.
- The vast majority (89.8%) reported not having a *Good To Go!*<sup>TM</sup> account . Of those who had an account, over two-thirds (68.3%) had paid a toll to drive in the HOT lanes on SR 167 using their account.

### *Support for Express Toll Lanes*

- More than a quarter (29.9%) reported being supportive (rating of ‘8’ or more on a 0 to 10 scale) of adding up to two new express toll lanes on I-405 that would connect with HOT lanes on SR 167, with 14.2% indicating very high support (rating of ‘10’ on a 0 to 10 scale).

- When respondents were presented with a series of benefit statements regarding express toll lanes, the top most appealing statements were:
  - ‘Express toll lanes would collect tolls electronically as vehicles travel at regular highway speeds. There would be no toll booth’ (mean rating = 5.15 on a 7-point scale)
  - ‘Tolling funds could go directly into a dedicated account to maintain and improve the I-405 and SR-167 travel corridors’ (mean rating = 4.93 on a 7-point scale)
  - ‘Tolling is expected to reduce the amount of time vehicles are idling in stop and go traffic, which will be good for the environment’ (mean rating = 4.73 on a 7-point scale)
- Close to a quarter (23.4%) indicated that they would have been likely (rating of ‘8’ or more on a 0 to 10 scale) to have used express toll lanes for a faster trip on their previous peak time travel on I-405 or SR 167, with 13.5% reporting that they were very likely (rating of ‘10’ on a 0 to 10 scale) to have used the lanes for a faster trip.
- Close to half (49.3%) said that they saw themselves using the express toll lanes at least one time per month. While 2.3% were undecided, the remaining 48.5% said that they wouldn’t use the express toll lanes at least once per month.
- When asked about the circumstances under which they would use express toll lanes, the respondents mentioned the following (top three): when in hurry/ under time constraint (26.2%), to avoid rush hour traffic (22.7%) and in case of a (medical) emergency (16.6%).
- Over two-fifths (40.8%) were willing to pay less than \$1.00 to use the express toll lanes under the above described circumstances, while over one-fifth (22.9%) said they were not willing to pay anything. Another 40% was willing to pay a toll amount between \$1.00 and \$2.00, while the remaining 19.3% were willing to pay \$2.50 or more for using the express toll lanes.
- The average additional speed that respondents reported wanting to be able to travel, for them to decide to pay a toll and travel in the express toll lanes, was 34 miles per hour (median additional speed = 30 mph; range = 1 to 75 mph more).

- The average toll amount that respondents were willing to pay to go from Renton to Bellevue (or from Renton to Auburn), if they could increase their speed to 45 mph, was \$1.25 (median toll amount = \$1.00 cents; range = \$0.00 to \$50.00)
- Over three-fourths (75.6%) of respondents did not support changing the definition of a high occupancy vehicle from 2 or more people to 3 or more people. While 2.2% remained undecided, the remaining 22.2% were supportive of changing the current definition of a high occupancy vehicle to 3 or more people.
- A cluster analysis was performed to identify market segments relative to support for express toll lanes. Four clusters were identified:
  - Cluster #1- Now Way (26%)
  - Cluster #2- Possibly (26%)
  - Cluster #3- Probably (19%)
  - Cluster #4- I'm Sold (29%)

As the cluster names suggest, there are gradations of support for express toll lanes based on one's gender, age, traffic congestion experienced, appeal of express toll lane benefit statements, likelihood of using express toll lanes, willingness to pay a higher toll, and experience with traffic congestion on I-405.

Based on these gradations one may say that there is the need to customize outreach strategies based what segment one belongs to. Whereas the "No Ways" may be a lost cause and the "I'm Solds" may be relatively easy to approach, there may be a need for different outreach plans for the "Possibles" and the "Probables". The "Probables," and even the "Possibles," can be potentially persuaded to support express toll lanes by providing more information about the advantages of using express toll lanes.

- To further understand the relationship of support for express toll lanes with other variables while controlling for interaction effects, a logistical regression analysis was performed. It was found that support for express toll lanes increased:

- With the increase in the level of appeal of the statement “Express toll lanes would collect tolls electronically as vehicles travel at regular highway speeds. There would be no toll booths.”
- With the increase in the level of traffic congestion one had experienced on I-405 during the previous week.
- With the increase in the level of appeal of the statement - “Tolling will help guarantee travel speeds of at least 45 mph, providing a more reliable trip to those who use the express toll lanes.”
- With the increase in the level of appeal of the statement - “Moving vehicles out of the general purpose lanes and into express toll lanes will increase speeds in all lanes.”
- With the increase in the level of appeal of the statement - “Tolling funds could go directly into a dedicated account to maintain and improve the I-405 and SR-167 travel corridors.”

Based on these findings, one may say that experience with congested conditions plays an important role in support for express toll lanes, especially among those who experience it on I-405. In addition, the regression results provide insights into those aspects of express toll lanes that may be most useful in communications designed to educate and persuade people to support express toll lanes. More specifically, communications that focus on keeping traffic moving and using toll revenue for improvements in the I-405/SR 167 corridor will more likely to increase support.



# Introduction and Methodology

## Background and Objectives

In 2009, the Washington State Legislature directed WSDOT to prepare a traffic and revenue study as part of the Eastside Corridor Tolling Study and to seek input from the public. A report is due to the legislature and the governor by January 2010. The study began in June 2009.

The Eastside Corridor is the only north-south freeway alternative to I-5 in the Puget Sound region. It is made up of sections of Snohomish, King and Pierce counties, stretching down I-405 and SR 167 to SR 512. The Eastside Corridor Tolling Study project limits encompass only the I-405 and SR 167 corridors. Tolling is a possible next step to implementing the I-405 Corridor Master Plan and connecting I-405 to the SR 167 HOT lanes, thereby creating a north-south Eastside Corridor Express Toll Lane System and a bypass to I-5.

As gathering public input is a major part of the Eastside Corridor Tolling Study, WSDOT held two rounds of public open houses throughout the I-405 and SR 167 corridors, attended community festivals and provided project briefings to local civic organizations. To supplement the public outreach and education, WSDOT conducted an online survey and focus groups. As part of the follow up to these efforts, WSDOT, in collaboration with PRR, conducted a telephone survey between September 21<sup>st</sup>, 2009 and October 2<sup>nd</sup>, 2009. This report presents a comprehensive summary of the findings from this telephone survey.

## Survey Methodology

### *Survey Development*

PRR, in collaboration with WSDOT, developed questions for the phone survey. This process involved several initial drafts of survey questions. All drafts were reviewed by WSDOT team members and the final draft of the phone survey questions was based on questions from other research activities and public open house comment forms (see Appendix A).

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 no changes in wording to the questions were made as a result of the pretest. The pretest surveys were not included in the final sample.

### *Survey Fielding*

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

- Used random digit dial telephone numbers for the following zip codes (98005, 98004, 98007, 98008, 98033, 98031, 98034, 98057, 98056, 98390, 98047, 98001, 98374, 98030, 98006, 98011, 98021, and 98036) along the I-405 and SR 167 corridors for the sampling frame.
- Fielded the survey to a disproportionate stratified random sample of 1,002 Washington residents, with 301 surveys completed with those who primarily used I-405 north of Bellevue, 301 surveys completed with those who primarily used I-405 south of Bellevue and 400 of those who primarily used SR 167.
- Of the 1,002 completed surveys, 988 surveys were conducted in English and 14 in Spanish.
- 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 overall margin of error for all 1,002 completed surveys is +/- 3.09% 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*<sup>3</sup> for the survey was 7.9% and the *cooperation rate*<sup>4</sup> was 23.3%.

## Data Processing and Analysis

Data processing consisted of coding and entering quantitative and qualitative responses. 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 (Statistical Package for the Social Sciences).

Data was weighted prior to analysis to compensate for differences in highway usage.<sup>5</sup> Since approximately 72% of all trips on the I-405/SR 167 corridor occur on I-405 and 28% occur on SR 167, the data was weighted to statistically adjust the sample. All charts and tables, unless reported otherwise, are based on weighted data.

Data analysis involved the use of appropriate descriptive statistical techniques (frequencies, percentages and means) and explanatory statistical techniques (in this case Cramer's V and Kendall's Tau c) to test for the statistical significance of relationships between variables<sup>6</sup>. Finally, logistical regression and cluster analysis were performed to identify significant predictors and market segments relative to people's support for express toll lanes. 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.

It should also be noted that some of the charts and tables presented in the report are for "multiple response variables", meaning that the survey respondent could select more than one answer. In such charts and tables the percentages will add up to more than 100 percent.

- 3 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.
- 4 Cooperation rate is defined as the number of completed surveys divided by the number of completed surveys plus refusals plus break-offs.
- 5 Weights used: For I-405 users= 1.198405; For SR 167 users = 0.701400
- 6 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.

Because there were only a few statistically significant differences between I-405 and SR 167 respondents, the charts presented in the body of the report show all respondents combined (with data weighted). However, results for each survey question broken out by route are presented in Appendix B.

## Sample Profile

**Table 1 presents the weighted sample demographics.**

<b>Sample</b>	
<b>Gender</b>	<b>(n = 1002)</b>
Female	49.6
Male	50.4
<b>Age</b>	<b>(n = 1002)</b>
18 – 24	1.8
25 – 34	9.7
35 – 44	22.8
45 – 54	25.8
55 - 64	20.5
65 or older	16.5
Refused	3.0
<b>Household Income before taxes</b>	<b>(n = 1002)</b>
Under \$20,000	2.5
\$20,000 - \$29,999	5.2
\$30,000 - \$54,999	12.8
\$55,000 - \$74,999	12.4
\$75,000 - \$89,999	9.3
\$90,000 - \$124,999	14.9
\$125,000 - \$149,999	5.7
\$150,000 and above	10.4
<b>Ethnic background</b>	<b>(n = 1002)</b>
White / Caucasian (not Hispanic/Latino background)	73.9
White / Caucasian (Hispanic/Latino background)	1.3
Black / African American	2.7
Asian / Pacific Islander	8.1
Hispanic / Latino	2.5
Native American	0.2
Multi-racial	1.8
Other	0.1
Refused	9.5

# I-405 Usage Patterns

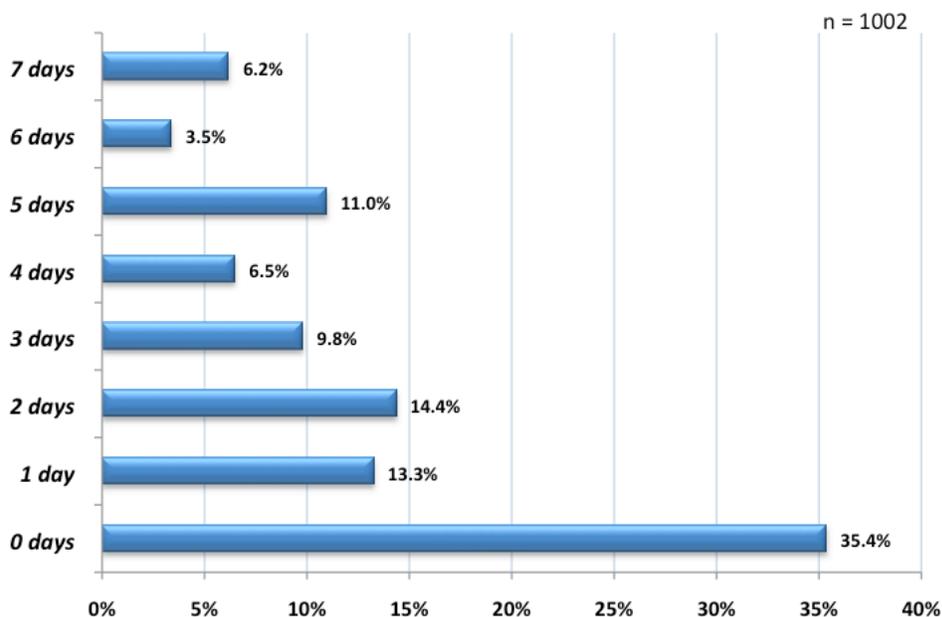
Survey respondents were asked to indicate the number of days they had used I-405 in the last 7 days, whether they traveled during the weekdays and/or weekends, the time of their travel on these trips, the modes of transportation they used to travel on I-405, trip purposes for using I-405 in the last 7 days and the level of congestion when they traveled on I-405.

## Majority use I-405 at least once a week

Almost two-thirds (64.6%) of respondents reported using I-405 north of Bellevue at least once in the last 7 days, with over a quarter (27.1%) traveling on I-405 north four or more times in the previous week.

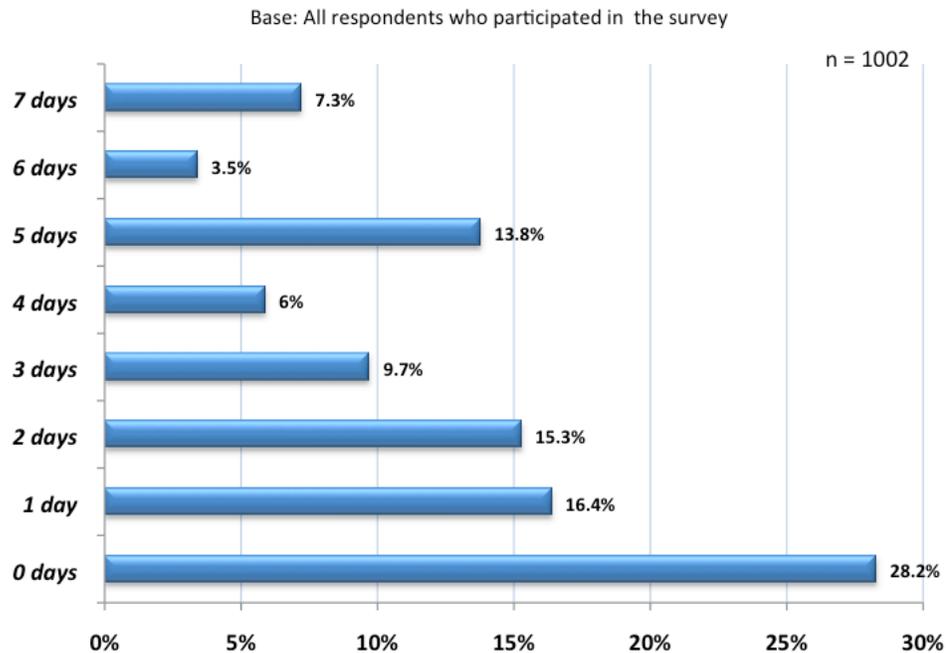
**Figure 1: Frequency of using I-405 north of Bellevue during previous week**

Base: All respondents who participated in the survey



Further, over seventy percent (71.8%) reported using I-405 *south* of Bellevue at least once in the last 7 days, with over a quarter (30.3%) traveling on I-405 south four or more times in the previous week.

**Figure 2: Frequency of using I-405 south of Bellevue during previous week**

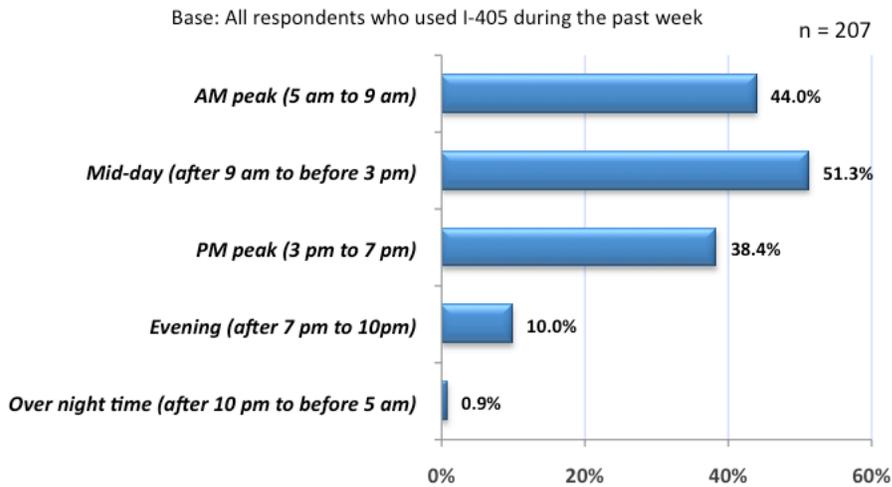


## Most travel I-405 during weekdays as well as weekends

Sixty-four percent said they traveled on I-405 during the weekdays as well as the weekends. Ten percent said that they used it only during the weekends. The remaining 22% said that they used I-405 only during the weekdays.

Furthermore, of those who traveled on I-405 during weekdays, almost two-fifths (38.4%) reported traveling during the PM peak hours (3 pm to 7 pm) and 44% during the AM peak hours (5 am to 9 am). Over half (51.3%) traveled on I-405 during the mid-day (after 9 am to before 3 pm).

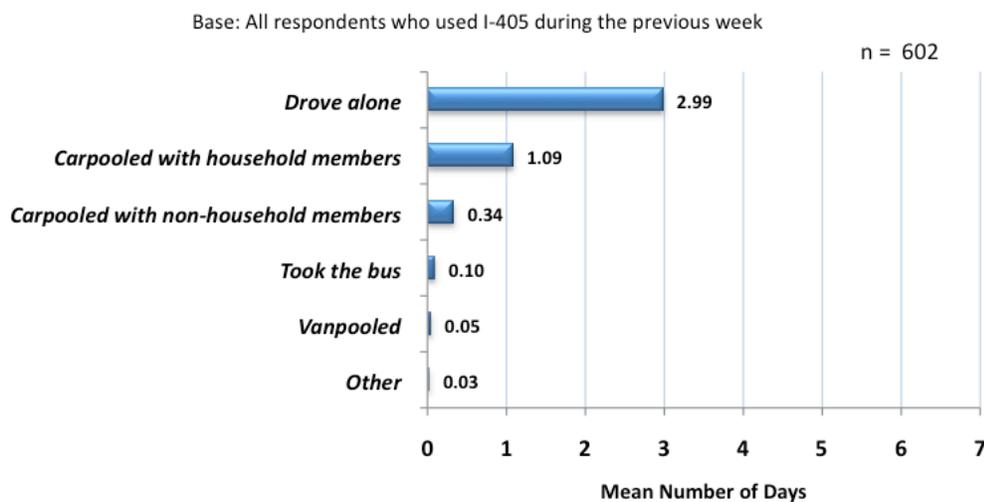
**Figure 3: Time of the day people travel on I-405 during weekdays (multiple responses allowed)**



## Driving alone is the most frequent mode of transportation on I-405

The top two modes of transportation that respondents used in the last 7 days to travel on I-405 included driving alone (mean = 2.99 days) and carpooling with household members (mean = 1.09 days).

**Figure 4: Average number of days traveled on I-405 by Mode**



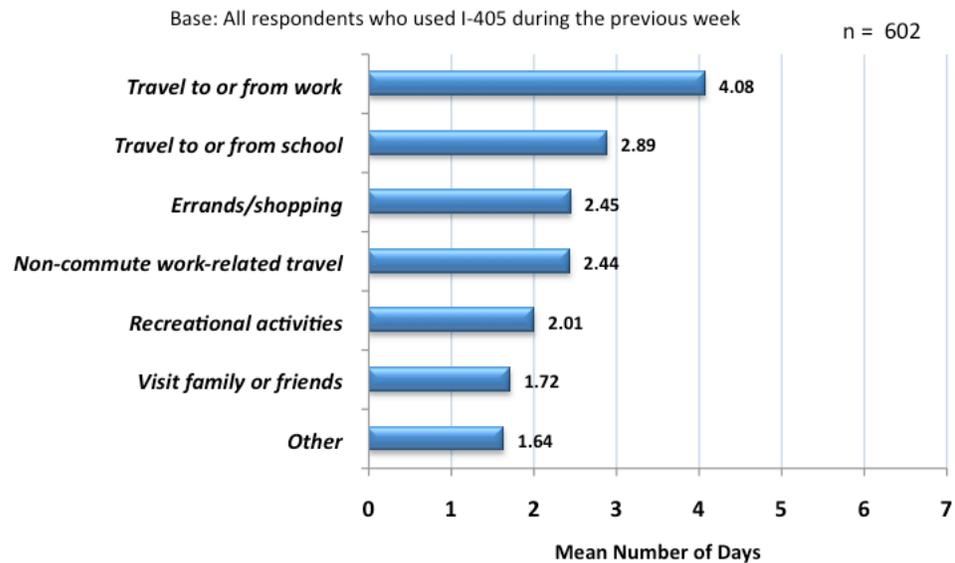
In addition, among those who carpooled with household members on I-405, over two-thirds (69.1%) typically had two people in the carpool. Only one-fifth (19%) had three people in their household member carpool on I-405 and the remaining 12% had four or more people in their carpool.

Of those who carpooled with non-household members on I-405, most (81.6%) typically had two people in the carpool.

## Commuting to work is the most frequent reason to travel on I-405

The top two reasons respondents used I-405 included commuting to work (mean = 4.08 days) and commuting to school (mean = 2.89 days).

**Figure 5: Average number of days using I-405 by Trip Purposes**



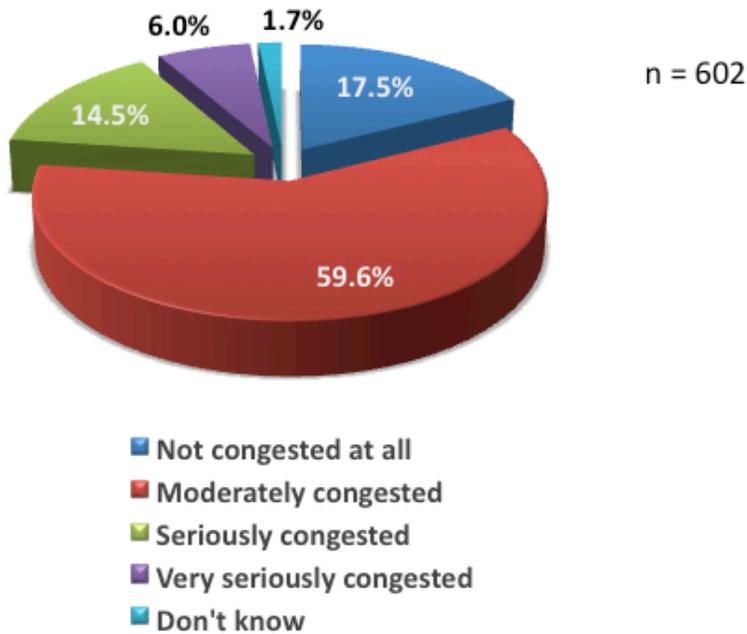
It was also found that most of the I-405 users did not pay for parking at work (89.7%) or school (83.2%).

## Most find I-405 to be congested

Three-fifths (59.6%) reported that traffic was moderately congested when they traveled on I-405 during the previous week. Another 20.5% said that the congestion was 'serious' or 'very serious'.

### Figure 6: Level of congestion on I-405

Base: All respondents who used I-405 during the past week

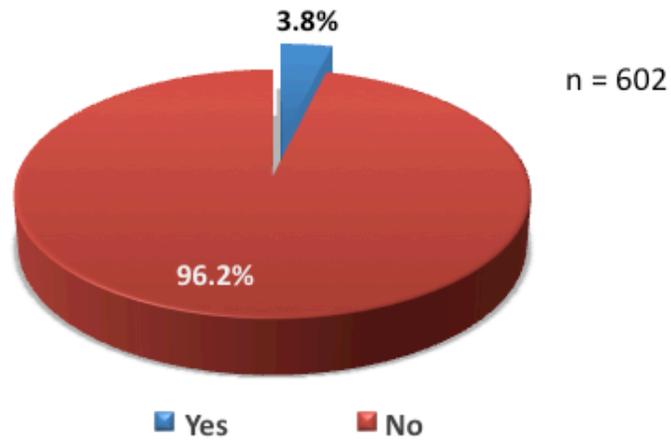


## Vast majority is yet to get a *Good To Go!*<sup>TM</sup> account

The vast majority (96.2%) of I-405 users reported not having a *Good To Go!*<sup>TM</sup> account. Of those who had an account, the majority (82.6%) were yet to pay a toll to drive in the HOT lanes on SR 167 using their account.

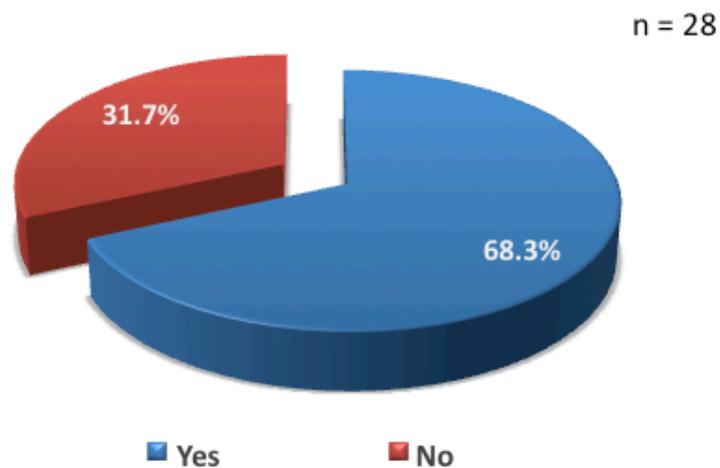
### Figure 7: Have a Good To Go! toll transponder account?

Base: All respondents who used I-405 during the previous week



### Figure 8: Ever paid a toll using Good To Go! account in the HOT lanes on SR 167

Base: All respondents who used I-405 during the past week and had a Good To Go! account



# SR 167 Usage Patterns

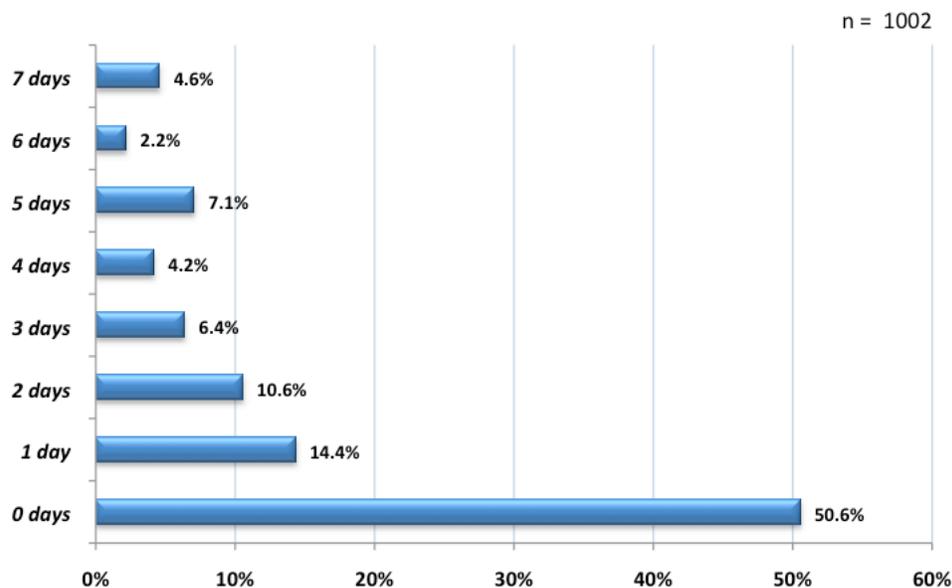
Survey respondents were to indicate the number of days they had used SR 167 in the last 7 days, whether they traveled during the weekdays and/or weekends, the time of their travel on these trips, the modes of transportation they used to travel on SR 167, trip purposes for using SR 167 in the last 7 days and the level of congestion when they traveled on SR 167. The respondents were also asked if they had ever used the HOT lanes on SR 167.

## Half use SR 167 at least once a week

Half (49.4%) reported using SR 167 at least once in the last 7 days, with almost one-fifth (18.1%) traveling on SR 167 four or more times in the previous week.

**Figure 9: Frequency of SR 167 usage**

Base: All respondents who participated in the survey

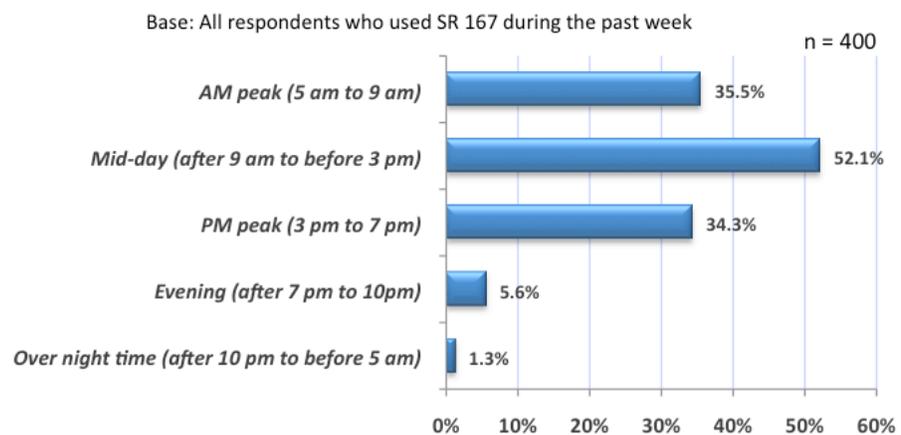


## Over three-fifths travel SR 167 during weekdays as well as weekends

Sixty-three percent said they traveled on SR 167 during the weekdays as well as the weekends. Nine percent said that they used it only during the weekends. The remaining 28% said that they used SR 167 only during the weekdays.

Furthermore, of those who traveled on SR 167 during weekdays, over one-thirds (34.3%) reporting traveling during the PM peak hours (3 pm to 7 pm) and 35.5% during the AM peak hours (5 am to 9 am). Over half (52.1%) traveled during the mid-day (after 9 am to before 3 pm). Over half (52.1%) traveled during the mid-day (after 9 am to before 3 pm).

**Figure 10: Time of the day people travel on SR 167 during weekdays (multiple responses allowed)**



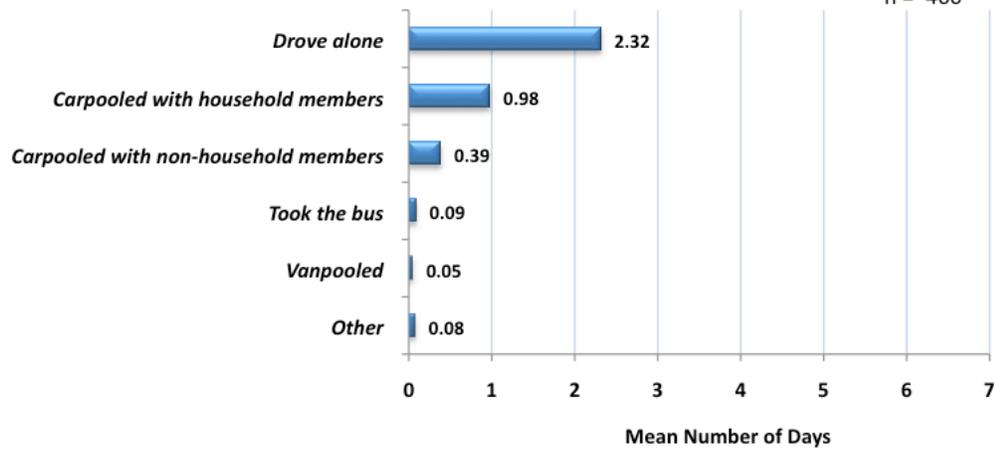
## Driving alone is the most frequent mode of transportation on SR 167

The top two modes of transportation that respondents used in last 7 days to travel on SR 167 included driving alone (mean = 2.32 days) and carpooling with household members (mean = 0.98 days).

**Figure 11: Average number of days traveled on SR 167 by Mode**

Base: All respondents who used SR 167 during the previous week

n = 400



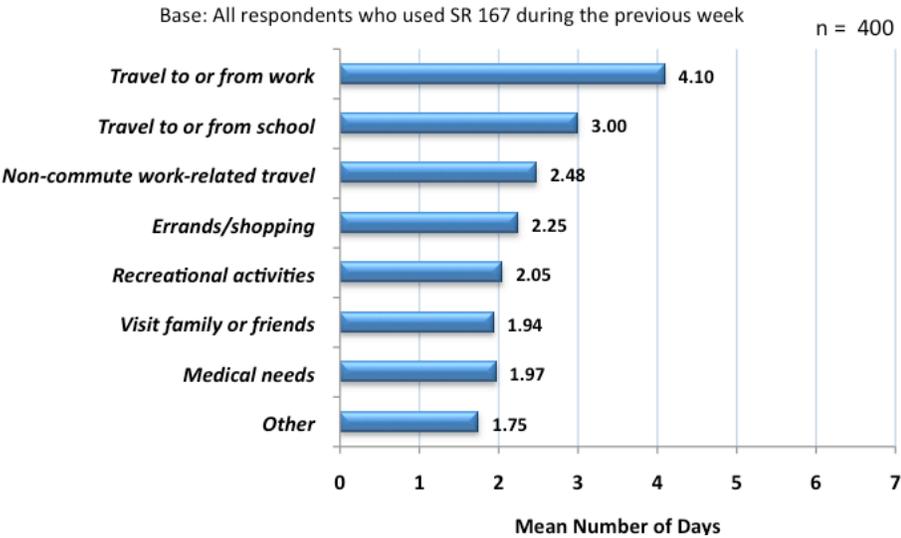
In addition, among those who carpooled with household members on SR 167, over two-thirds (69%) typically had two people in the carpool. Only one-fifth (20.4%) typically had three people in their household member carpool on SR 167 and the remaining 10.7% had four or more people in their carpool.

Of those who carpooled with non-household members on SR 167, most (77.9%) typically had two people in the carpool.

## Commuting to work is the most frequent reason to travel on SR 167

The top two reasons why respondents traveled on SR 167 included commuting to work (mean = 4.10 days) and commuting to school (mean = 3 days).

**Figure 12: Average number of days using SR 167 by Trip purposes**



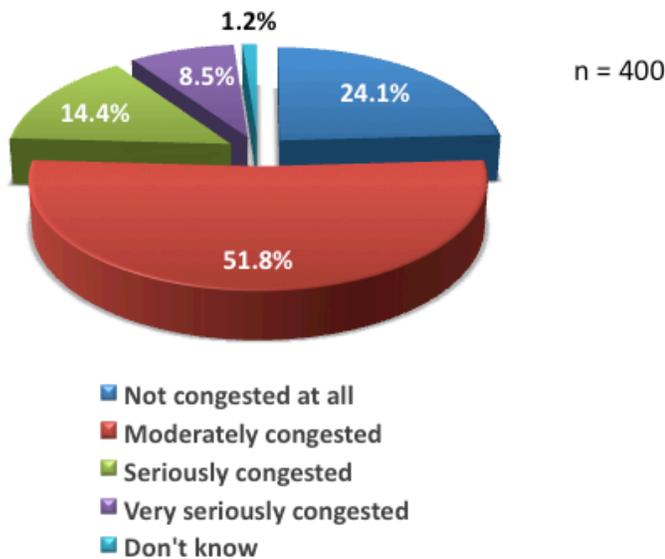
It was also found that most of the SR 167 users did not pay for parking at work (91.3%). Two-fifths (59.2%) reported that they did not pay for parking at school.

### Most find SR 167 to be congested

Over half (51.8%) reported that the traffic was moderately congested when they traveled on SR 167 during the previous week. Over one-fifth (22.9%) said that the congestion was ‘serious’ or ‘very serious’.

### Figure 13: Level of congestion on SR 167

Base: All respondents who used SR 167 during the past week

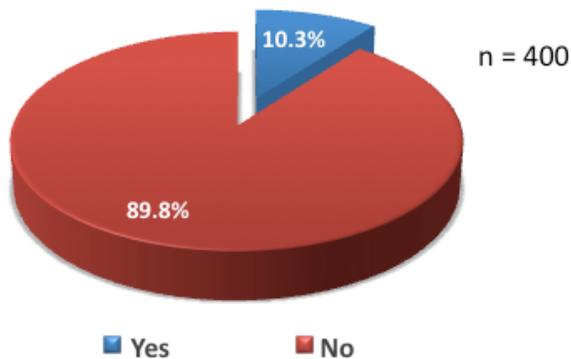


### Vast majority has yet to get a *Good To Go!*<sup>TM</sup> account

The vast majority (89.8%) of SR 167 users reported not having a *Good To Go!*<sup>TM</sup> account. It was also found that the higher one's household income, the more likely it was for one to have a *Good To Go!*<sup>TM</sup> account.<sup>7</sup>

### Figure 14: Have a *Good To Go!* toll transponder account?

Base: All respondents who used SR 167 during the previous week

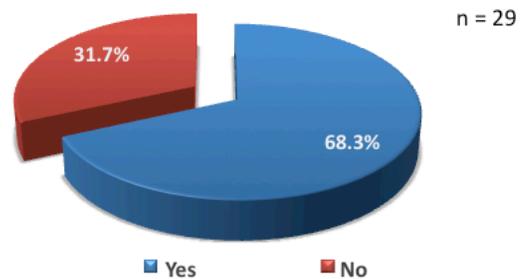


<sup>7</sup> Kendall's tau-c = .095; p = .023

Of those who had an account, over two-thirds (68.3%) had paid a toll to drive in the HOT lanes on SR 167 using their account. It was also found that the higher one's household income, the more likely one was to have paid a toll to drive in the HOT lanes on SR 167 using their account.<sup>8</sup> Further, the more congestion one experienced on SR 167, the more likely one was to have paid a toll to drive in the HOT lanes on SR 167 using their account.<sup>9</sup>

**Figure 7: Ever paid a toll using Good To Go! account in the HOT lanes on SR 167**

Base: All respondents who used SR 167 during the past week and had a Good To Go! account



8 Kendall's tau-c = .438; p = .007

9 Kendall's tau-c = .374; p = .003

# Support for Express Toll Lanes

## Are people supportive of express toll lanes on I-405 and SR 167?

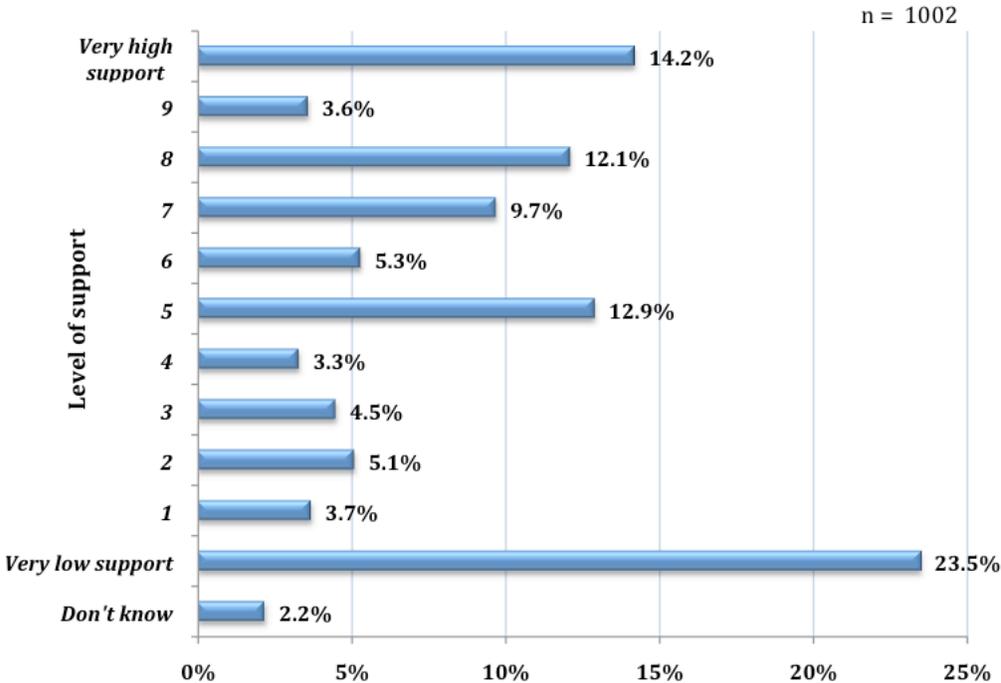
Survey respondents were asked to rate their level of support (on a 0 to 10 scale, with 0 being very low support and 10 being very high support) for adding up to two new express toll lanes in each direction on I-405 that would connect with HOT lanes on SR 167.

*More than a quarter are supportive of adding express toll lanes on I-405 to create a 50+ mile corridor from Puyallup to Lynnwood*

More than a quarter (29.9%) reported being supportive (rating of '8' or more on a 0 to 10 scale) of adding up to two new express toll lanes in each direction on I-405 that would connect with HOT lanes on SR 167, with 14.2% indicating very high support (rating of '10' on a 0 to 10 scale). On the other hand, almost one-third (32.3%) did not support the plan (rating of '2' or below on a 0 to 10 scale), with almost a quarter (23.5%) indicating very low support (rating of '0' on a 0 to 10 scale).

**Figure 12: Supportiveness toward addition of up to two new express toll lanes on I-405 and SR 167**

Base: All respondents who used I-405 and/or SR 167 during the previous week



In addition, it was found that:

- The more often one traveled on I-405 north of Bellevue, the more supportive one was of adding express toll lanes on I-405.<sup>10</sup>
- Among I-405 users:
  - The more congestion one experienced on I-405 in the past week, the more supportive one was of adding express toll lanes on I-405.<sup>11</sup>

### How appealing are benefit statements about express toll lanes?

Survey respondents were asked to rate (on a scale of 1 to 7, where 1 was not appealing at all and 7 was very appealing) how appealing they found each of the following statements with regard to the benefits of express toll lanes on I-405 and SR 167.

<sup>10</sup> Kendall's tau-c = .056, p = .019  
<sup>11</sup> Kendall's tau-c = .116, p = .001

*The benefit statement 'Express toll lanes would collect tolls electronically as vehicles travel at regular highway speeds. There would be no toll booths' is the most appealing*

- Express toll lanes would collect tolls electronically as vehicles travel at regular highway speeds. There would be no toll booths
  - Almost three-fifths (58.6%) found this statement to be appealing (rated it a '6' or more on a 7-point scale).
  - The overall mean rating for this statement was 5.15 indicating that the respondents found it appealing. Of all the benefits statements about express toll lanes, this statement emerged to be the most appealing statement.
  - Those who traveled on SR 167 only during the weekdays were more likely to find this statement appealing (66.7% rated it a '6' or more on a 7-point scale) as compared to those who traveled only during the weekends (52.4%), or on both weekdays and weekends (51.6%).<sup>12</sup>
  - Among I-405 users:
    - The more congestion one experienced on I-405 in the past week, the more likely one was to find this statement more appealing.<sup>13</sup>
    - Women (61.9%) were more likely to find this statement appealing (rated it a '6' or more on a 7-point scale) as compared to men (56.7%).<sup>14</sup>
    - The higher one's household income, the more likely one was to find this statement more appealing.<sup>15</sup>
  - Tolling funds could go directly into a dedicated account to maintain and improve the I-405 and SR-167 travel corridors.
    - Over half (54.1%) found this statement to be appealing (rated it a '6' or more on a 7-point scale).
    - The overall mean rating for this statement was 4.93 indicating that the respondents found it appealing.

12 Cramer's V = .144; p = .055

13 Kendall's tau-c = .070; p = .024

14 Kendall's tau-c = .088; p = .041

15 Kendall's tau-c = .131; p = .000

- Those who traveled on SR 167 only during the weekdays were more likely to find this statement appealing (72.3% rated it a '6' or more on a 7-point scale) as compared to those who traveled only during the weekends (45.2%), or on both weekdays and weekends (50%).<sup>16</sup>
- Among I-405 users:
  - The more congestion one experienced on I-405 in the past week, the more likely one was to find this statement more appealing.<sup>17</sup>
  - Women (56.3%) were more likely to find this statement more appealing (rated it a '6' or more on a 7-point scale) as compared to men (51.2%).<sup>18</sup>
- Moving vehicles out of the general purpose lanes and into express toll lanes will increase speeds in all lanes.
  - Two-fifths (40.3%) found this statement to be appealing (rated it a '6' or more on a 7-point scale).
  - The overall mean rating for this statement was 4.52 indicating that the respondents found it appealing.
  - Among I-405 users:
    - The more congestion one experienced on I-405 in the past week, the more likely one was to find this statement more appealing.<sup>19</sup>
    - Women (46%) were more likely to find this statement appealing (rated it a '6' or more on a 7-point scale) as compared to men (30.1%).<sup>20</sup>
    - The lower one's age, the more likely one was to find this statement more appealing.<sup>21</sup>
  - Among SR 167 users, the more congestion one experienced on SR 167 in the past week, the more likely one was to find this statement more appealing.<sup>22</sup>
- Tolling is expected to reduce the amount of time vehicles are idling in stop and go traffic, which will be good for the environment.
  - Close to half (48.3%) found this statement to be appealing (rated it a '6' or more on a 7-point scale).

16 Cramer's V = .195; p = .000

17 Kendall's tau-c = .064; p = .039

18 Cramer's V = .198; p = .001

19 Kendall's tau-c = .089; p = .004

20 Cramer's V = .175; p = .005

21 Kendall's tau-c = -.078; p = .011

22 Kendall's tau-c = .105; p = .009

- The overall mean rating for this statement was 4.72 indicating that the respondents found it appealing.
- Among I-405 users, women (53.3%) found this statement to be appealing (rated it a '6' or more on a 7-point scale) as compared to men (42.9%).<sup>23</sup>
- Among SR 167 users, non-whites were more likely to find this appealing (67.8% rated it a '6' or more on a 7-point scale) as compared to whites (47.6%).<sup>24</sup>
- Tolling will help guarantee travel speeds of at least 45 mph, providing a more reliable trip to those who use the express toll lanes.
  - Almost two-fifths (39.7%) found this statement to be appealing (rated it a '6' or more on a 7-point scale).
  - The overall mean rating for this statement was 4.41 indicating that the respondents found it somewhat appealing.
  - Among I-405 users:
    - The more congestion one experienced on I-405 in the past week, the more likely one was to find this statement appealing.<sup>25</sup>
    - Women (43.4%) were more likely to find this statement appealing (rated it a '6' or more on a 7-point scale) as compared to men (34.6%).<sup>26</sup>
- Toll rates will change by the amount of traffic congestion – higher rates during times of more congestion, lower rates during times of less congestion. This will help avoid overcrowding the lanes and will reduce congestion.
  - Over one-third (38.6%) found this statement to be appealing (rated it a '6' or more on a 7-point scale).
  - The overall mean rating for this statement was 4.30, indicating that the respondents found it somewhat appealing.
  - Those who traveled on SR 167 only during the weekdays were more likely to find this statement appealing (46.5% rated it a '6' or more on a 7-point scale) as compared to those who traveled only during the weekends (37%), or on both weekdays and weekends (33.1%).<sup>27</sup>

<sup>23</sup> Kendall's tau-c = .147; p = .001

<sup>24</sup> Kendall's tau-c = .104; p = .020

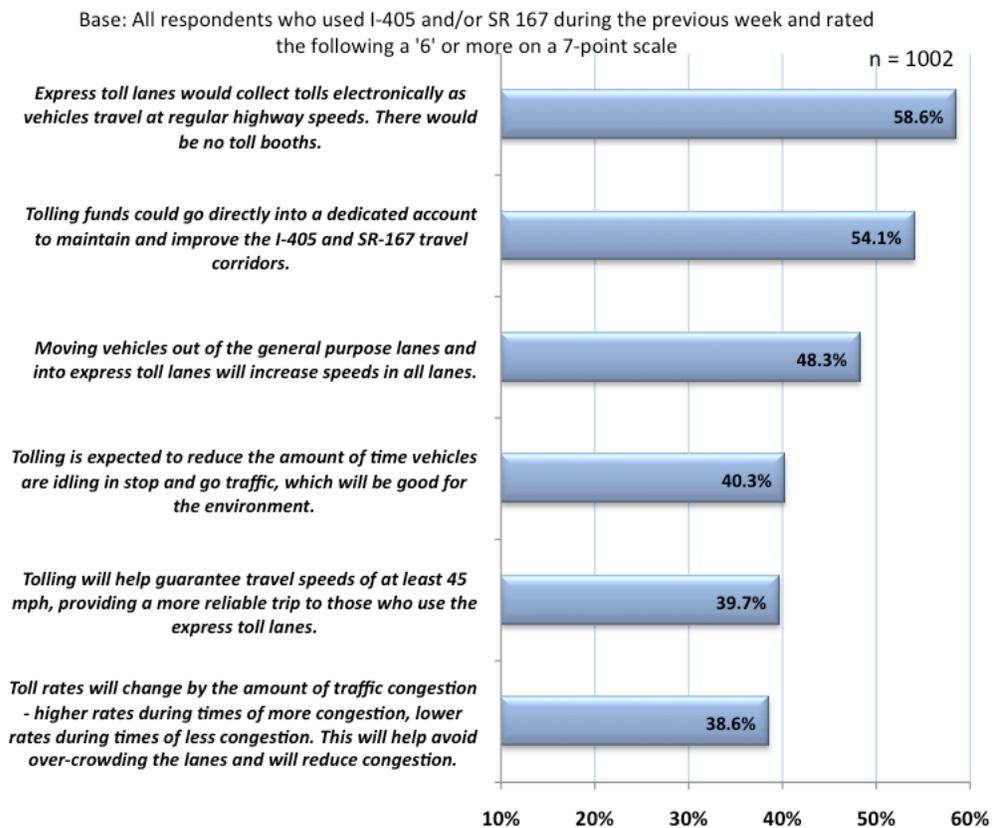
<sup>25</sup> Kendall's tau-c = .087; p = .007

<sup>26</sup> Cramer's V = .147; p = .044

<sup>27</sup> Cramer's V = .147; p = .044

- Among I-405 users, the more congestion one experienced on I-405 in the past week, the more likely one was to find this statement more appealing.<sup>28</sup>
- Among SR 167 users, non-whites were more likely to find this statement appealing (54.2% rated it a '6' or more on a 7-point scale) as compared to whites (36.3%).<sup>29</sup>

**Figure 13: Appeal of benefit statements about express toll lanes**



## How likely are people to use express toll lanes for a faster trip?

Survey respondents were asked to rate their likelihood (on a 0 to 10 scale, with 0 being very unlikely and 10 being very likely) to have used express toll lanes for a faster trip on their previous peak time travel on I-405 or SR 167.

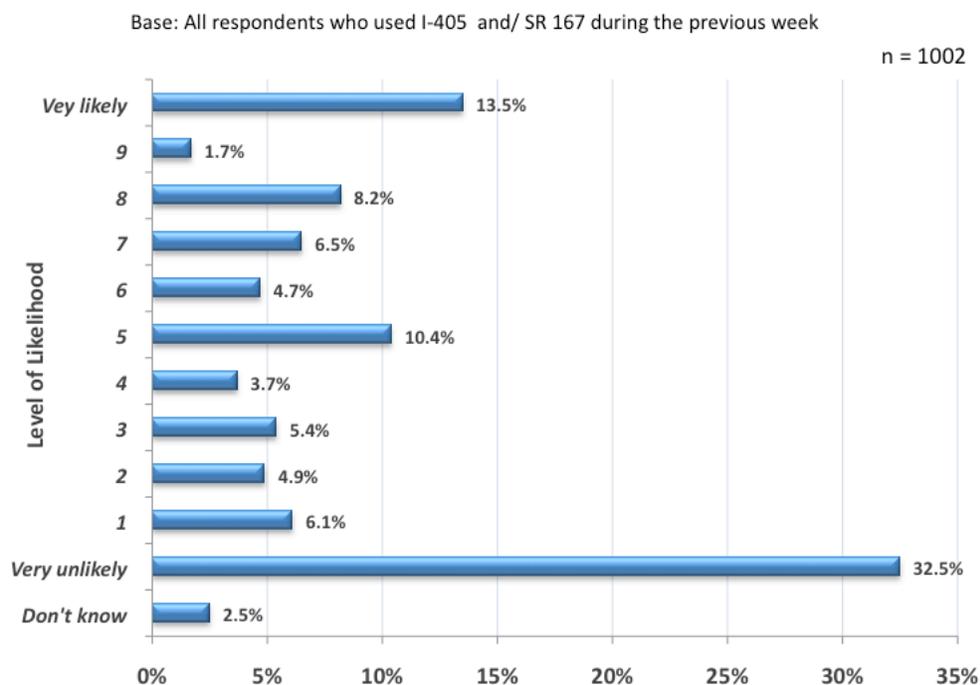
<sup>28</sup> Kendall's tau-c = .068; p = .032

<sup>29</sup> Kendall's tau-c = .115; p = .009

### Close to a quarter would have used express toll lanes for a faster trip

Close to a quarter (23.4%) indicated that they would have been likely (rating of '8' or more on a 0 to 10 scale) to use express toll lanes for a faster trip on their previous peak time travel on I-405 or SR 167, with 13.5% reporting that they would have been very likely (rating of '10' on a 0 to 10 scale) to have used the lanes for a faster trip.

**Figure 14: Likelihood to have used express toll lanes for a faster trip**



In addition, it was found that:

- The more often one traveled on I-405 north of Bellevue during the previous week, the more likely one was to say that they would have used express toll lanes for a faster trip.<sup>30</sup>
- Among I-405 users:
  - The more congestion one experienced on I-405 in the past week, the more likely one was to say that they would have used express toll lanes for a faster trip.<sup>31</sup>

<sup>30</sup> Kendall's tau-c = .054, p =.021

<sup>31</sup> Kendall's tau-c = .184, p =.000

- The more congestion one experienced on SR 167 in the past week, the more likely one was to say that they would have used express toll lanes for a faster trip.<sup>32</sup>
- Women were more likely to say that they would use express toll lanes for a faster trip (25.9%) as compared to men (21.1%).<sup>33</sup>
- The lower one's age, the more likely one was to say that they would have used express toll lanes for a faster trip.<sup>34</sup>
- Among SR 167 users:
  - The more congestion one experienced on SR 167 in the past week, the more likely one was to say that they would have used express toll lanes for a faster trip.<sup>35</sup>
  - Women were more likely to say that they would use express toll lanes for a faster trip (29.8%) as compared to men (21.5%).<sup>36</sup>
  - The lower one's age, the more likely one was to say that they would have used express toll lanes for a faster trip.<sup>37</sup>

## How many days a month and under what circumstances are people likely to use express toll lanes?

Respondents were asked if they saw themselves using the express toll lanes at least once per month, under what circumstances they saw themselves using the express toll lanes and how much they were willing to pay for each one-way trip.

### *Close to half would use express toll lanes at least one time per month*

Close to half (49.3%) said that they saw themselves using the express toll lanes at least one time per month. While 2.3% were undecided, the remaining 48.5% said that they wouldn't use the express toll lanes at least once per month.

<sup>32</sup> Kendall's tau-c = .135, p = .028

<sup>33</sup> Cramer's V = .195; p = .013

<sup>34</sup> Kendall's tau-c = -.107, p = .001

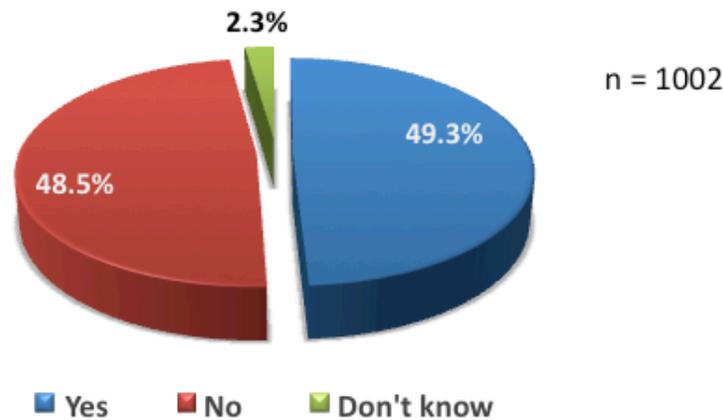
<sup>35</sup> Kendall's tau-c = .109, p = .008

<sup>36</sup> Kendall's tau-c = .131, p = .020

<sup>37</sup> Kendall's tau-c = -.082, p = .030

## Figure 15: Use express toll lanes at least once per month

Base: All respondents who used I-405, and/or SR 167 during the past week



In addition, it was found that:

- The more often one traveled on I-405 *north* of Bellevue during the previous week, the more likely they were to see themselves using the express toll lanes at least one time per month.<sup>38</sup>
- The more often one traveled on I-405 *south* of Bellevue during the previous week, the more likely they were to see themselves using the express toll lanes at least one time per month.<sup>39</sup>
- The more often one traveled on SR 167 during the previous week, the *less* likely they were to see themselves using the express toll lanes at least one time per month.<sup>40</sup>
- Those who traveled on SR 167 on both weekdays and weekends were more likely to see themselves using the express toll lanes at least one time per month (53.1%) as compared to those who traveled on it only during the weekdays (49.3%), or only during the weekends (43.2%).<sup>41</sup>
- Among I- 405 users:
  - The more congestion one experienced on I-405 in the past week, the more likely they were to see themselves using the express toll lanes at least one time per month.<sup>42</sup>
  - The younger one was, the more likely they were to see themselves using the express toll lanes at least one time per month.<sup>43</sup>

<sup>38</sup> Kendall's tau-c = .121; p = .002

<sup>39</sup> Kendall's tau-c = .082; p = .023

<sup>40</sup> Kendall's tau-c = -.081; p = .018

<sup>41</sup> Cramer's V = .095; p = .003

<sup>42</sup> Kendall's tau-c = .196; p = .000

<sup>43</sup> Kendall's tau-c = -.138; p = .003

- Among SR 167 users:
  - The more congestion one experienced on I-405 in the past week, the more likely they were to see themselves using the express toll lanes at least one time per month.<sup>44</sup>
  - The more congestion one experienced on SR 167 in the past week, the more likely they were to see themselves using the express toll lanes at least one time per month.<sup>45</sup>

*'Being in hurry' is the top circumstance under which people will use express toll lanes*

When asked about the circumstances under which they would use express toll lanes, the respondents mentioned the following (top three):

- When in hurry/ under time constraint (26.2%)
- Avoid rush hour traffic (22.7%)
- (Medical) emergency (16.6%).

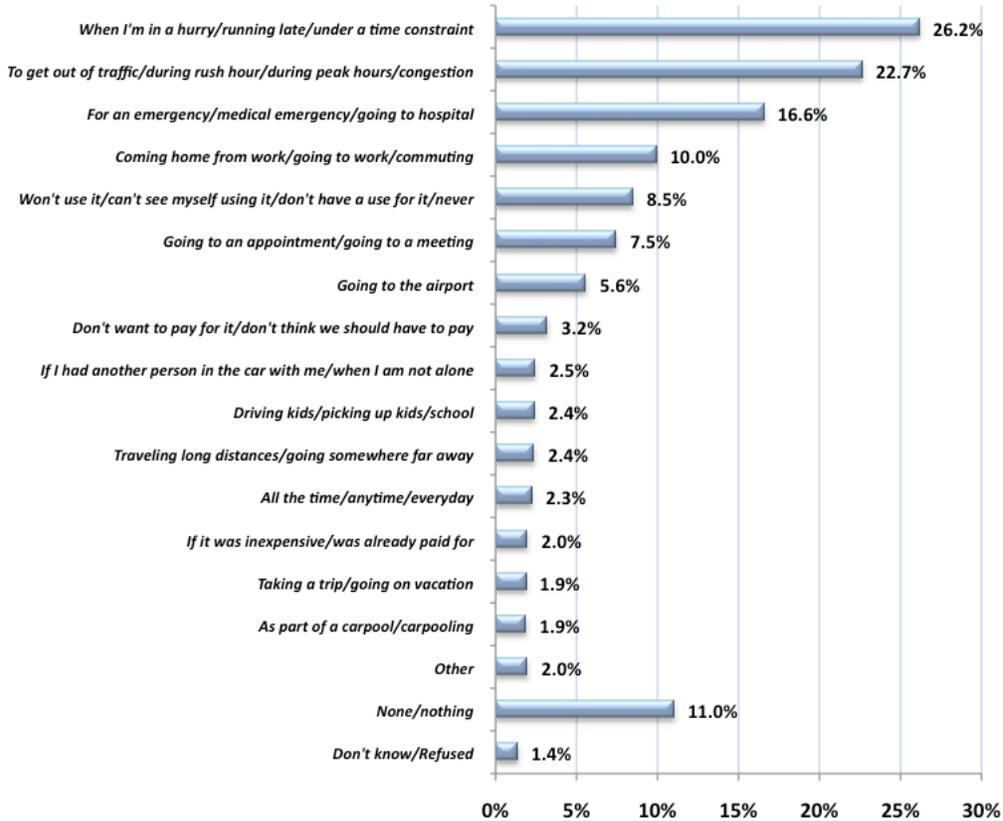
44 Kendall's tau-c = .148; p = .033

45 Kendall's tau-c = .189; p = .000

**Figure 16: Circumstances under which one would use express toll lanes (multiple responses allowed)**

Base: All respondents who used I-405 and/or SR 167 during the previous week

n = 1002

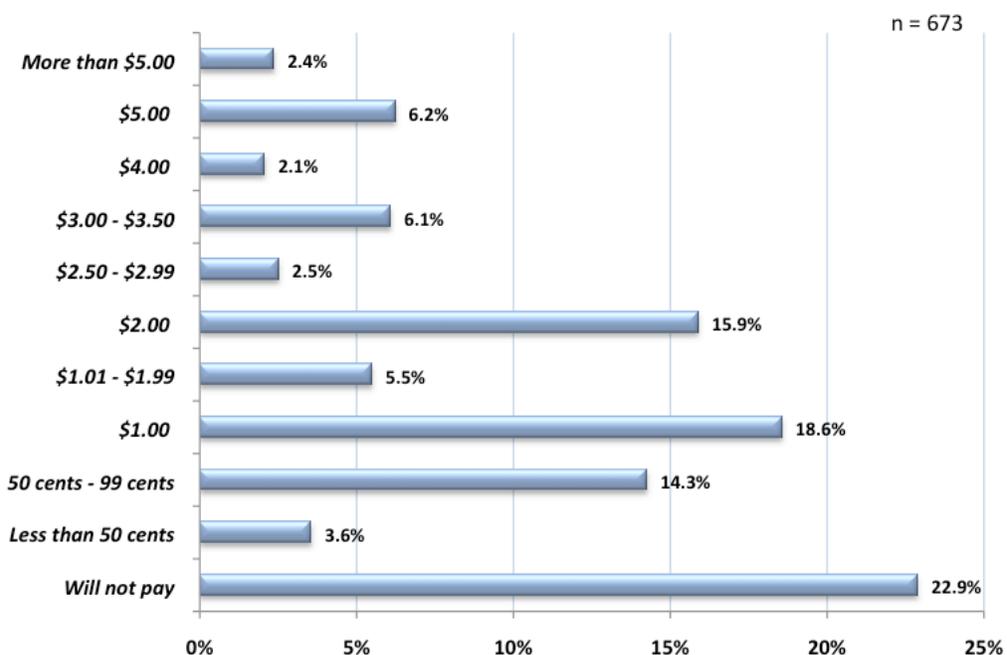


*Two-fifths are willing to pay between \$1.00 and \$2.00 to use express toll lanes*

Over two-fifths (40.8%) were willing to pay less than a dollar to use the express toll lanes under the above described circumstances, with over one-fifth (22.9%) not willing to pay anything. While another 40% was willing to pay between \$1.00 and \$2.00 as toll amount, the remaining 19.3% were willing to pay \$2.50 or more for using the express toll lanes.

**Figure 17: Toll amount one is willing to pay**

Base: All respondents who used I-405 and/or SR 167 during the previous week



In addition, it was found that

- Among I-405 users:
  - The more congestion one experienced on I-405 in the past week, the more willing one was to pay a higher toll amount.<sup>46</sup>
  - The younger one was, the more willing one was to pay a higher toll amount.<sup>47</sup>
  - The higher one's household income, the more willing one was to pay a higher toll amount.<sup>48</sup>
- Among SR 167 users, the more congestion one experienced on SR 167 in the past week, the more willing one was to pay a higher toll amount.<sup>49</sup>

46 Kendall's tau-c = .117, p = .003

47 Kendall's tau-c = -.073, p = .054

48 Kendall's tau-c = .100, p = .021

49 Kendall's tau-c = .109, p = .016

## What do people consider as value for money when it comes to paying a toll to use the express toll lanes?

Survey respondents were asked to imagine that they were traveling alone in the general purpose lanes on I-405 from Renton to Bellevue (or for those who used SR 167 -- on SR 167 from Auburn to Renton) and that traffic is stop and go. They were then asked to indicate how many *more* miles per hour they would need to be able to travel, for them to decide to pay a toll and travel in the express toll lane. They were also asked to indicate the amount of a toll they were willing to pay for this trip, if they could travel in the express toll lane and increase their speed to 45 miles per hour.

### *People want to travel at an average additional speed of 34 mph*

The average additional speed that respondents reported to be able to travel, for them to decide to pay a toll and travel in the express toll lanes, was 34 miles per hour (median additional speed = 30 mph; range = 1 to 75 mph more).

- SR 167 users were more likely to report a higher required speed (30 or more additional miles per hour) to pay a toll and travel in the express toll lane (65%) as compared to I-405 users (60.1%).<sup>50</sup>
- The more often one traveled on SR 167 during the previous week, the more likely one was to report a higher required speed to pay a toll and travel in the express toll lane.<sup>51</sup>
- Among SR 167 users:
  - Men were more likely to report a higher required speed (30 or more additional miles per hour) to pay a toll and travel in the express toll lane (67.1%) as compared to women (62.2%).<sup>52</sup>
  - Non-whites were more likely to report a higher required speed (30 or more additional miles per hour) to pay a toll and travel in the express toll lane (78.6%) as compared to whites (61.7%).<sup>53</sup>

50 Kendall's tau-c = .083; p = .032

51 Kendall's tau-c = .053; p = .046

52 Cramer's V = .309; p = .000

53 Kendall's tau-c = .157; p = .007

### *People are willing to pay an average amount of \$1.25 as toll*

The average toll amount that respondents were willing to pay to go from Renton to Bellevue (or from Renton to Auburn), if they could increase their speed to 45 mph, was \$1.25 (median toll amount = \$1.00; range = \$0.01 to \$50.00).

In addition, it was found that:

- The more often one traveled on SR 167 during the previous week, the *less* willing one was to pay a higher toll amount even if they could increase their speed to 45 mph.<sup>54</sup>
- Among I- 405 users:
  - The more congestion one experienced on I-405 in the past week, the more willing one was to pay a higher toll amount if they could increase their speed to 45 mph.<sup>55</sup>
  - The younger one was, the more willing one was to pay a higher toll amount if they could increase their speed to 45 mph.<sup>56</sup>
  - The higher one's household income, the more willing one was to pay a higher toll amount if they could increase their speed to 45 mph.<sup>57</sup>
- Among SR 167 users:
  - The more congestion one experienced on SR 167 in the past week, the more willing one was to pay a higher toll amount if they could increase their speed to 45 mph.<sup>58</sup>
  - The younger one was, the more willing one was to pay a higher toll amount if they could increase their speed to 45 mph.<sup>59</sup>

54 Kendall's tau-c = -.069, p =.002

55 Kendall's tau-c = .063, p =.043

56 Kendall's tau-c = -.106, p =.000

57 Kendall's tau-c = .097, p =.006

58 Kendall's tau-c = .085, p =.036

59 Kendall's tau-c = -.103, p =.005

## Do people support changing the high occupancy vehicle definition from 2+ people to 3+ people?

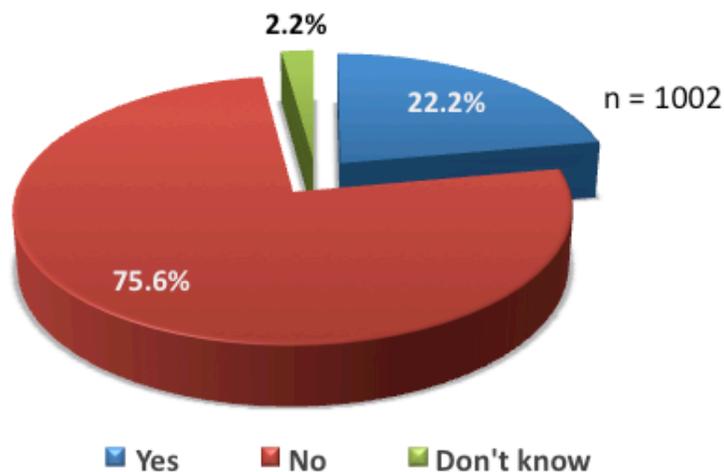
Survey respondents were asked if they would support changing the definition of a high occupancy vehicle from 2 or more people to 3 or more people, in order to better utilize the I-405 HOV lanes and to make the new express toll lanes work more efficiently.

Over three-fourths do not support changing the current '2-or-more people' definition of high occupancy vehicle to 3 or more people

Over three-fourths (75.6%) of respondents did not support changing the definition of a high occupancy vehicle from 2 or more people to 3 or more people. While 2.2% remained undecided, the remaining 22.2% were supportive of changing the current definition of a high occupancy vehicle to 3 or more people.

**Figure 18: Support for changing the definition of high occupancy vehicle from 2 or more people to 3 or more people**

Base: All respondents who used I-405 and/or SR 167 during the past week



In addition, it was found that:

- The more often one traveled on I-405 *south* of Bellevue during the previous week, the less likely one was to support changing the definition of a high occupancy vehicle from 2 or more people to 3 or more people.<sup>60</sup>
- Those who traveled on SR 167 only during the weekends were more likely to support changing the definition of a high occupancy vehicle from 2 or more people to 3 or more people (31.6%) as compared to those who traveled on it only during the weekdays (23.8%), or on both weekdays and weekends (18.9%).<sup>61</sup>
- Among I-405 users, the younger one was, the more likely one was to support changing the definition of a high occupancy vehicle from 2 or more people to 3 or more people.<sup>62</sup>
- Among SR 167 users:
  - The more congestion one experienced on I-405 in the past week, the more likely one was to support changing the definition of a high occupancy vehicle from 2 or more people to 3 or more people.<sup>63</sup>
  - Non-whites were more likely to support changing the definition of a high occupancy vehicle from 2 or more people to 3 or more people (47.5%) as compared to whites (21.4%).<sup>64</sup>
  - The lower one's household income, the more likely one was to support changing the definition of a high occupancy vehicle from 2 or more people to 3 or more people.<sup>65</sup>

## Are there market segments that have higher or lower levels of support for express toll lanes on I-405?

A cluster analysis was performed to identify market segments relative to support for express toll lanes. Cluster analysis is an exploratory data analysis technique designed to reveal natural groupings within a collection of data. As such, cluster analysis can suggest potentially useful ways of identifying market segments. Four clusters were identified:

60 Kendall's tau-c =  $-.078$ ;  $p = .010$

61 Cramer's V =  $.076$ ;  $p = .038$

62 Kendall's tau-c =  $-.073$ ;  $p = .054$

63 Kendall's tau-c =  $.130$ ;  $p = .057$

64 Kendall's tau-c =  $.148$ ;  $p = .000$

65 Kendall's tau-c =  $-.236$ ;  $p = .000$

<b>Cluster 1 – No Way (26%; n = 263)</b>	<b>Cluster 2 – Possibly (26%; n = 264)</b>	<b>Cluster 3 – Probably (19%; n = 186)</b>	<b>Cluster 4 – I’m Sold (29%; n = 289)</b>
<ul style="list-style-type: none"> <li>• Show very little support for plan to create a 50+ miles of express toll and HOT lanes on I-405/SR 167 corridor</li> <li>• Experienced less traffic congestion on I-405 and SR167 in last week</li> <li>• Find the express toll benefit statements least appealing</li> <li>• Least likely to have used express toll lanes on I-405 or SR 167 during their previous trip, if they had been available</li> <li>• Unlikely to use express toll lanes at least once a month</li> <li>• Willing to pay less than .50 cents for using express toll lanes</li> <li>• More likely to be male (59%) compared to female (41%)</li> <li>• More likely to be older</li> </ul>	<ul style="list-style-type: none"> <li>• Show low support for plan to create a 50+ miles of express toll and HOT lanes on I-405/SR 167 corridor</li> <li>• Experienced the least traffic congestion on I-405 and SR167 in last week</li> <li>• Find the express toll benefit statements somewhat appealing</li> <li>• Less likely to have used express toll lanes on I-405 or SR 167 during their previous trip, if they had been available</li> <li>• Unlikely to use express toll lanes at least once a month</li> <li>• Willing to pay .50 cents to .99 cents for using express toll lanes</li> <li>• Equally likely to be male (49%) compared to female (51%)</li> <li>• More likely to be older</li> </ul>	<ul style="list-style-type: none"> <li>• Show medium support for plan to create a 50+ miles of express toll and HOT lanes on I-405/SR 167 corridor</li> <li>• Experienced more traffic congestion on I-405 and SR167 in last week</li> <li>• Find the express toll benefit statements appealing</li> <li>• Somewhat likely to have used express toll lanes on I-405 or SR 167 during their previous trip, if they had been available</li> <li>• Likely to use express toll lanes at least once a month</li> <li>• Willing to pay \$1.00 for using express toll lanes</li> <li>• More likely to be female (53%) compared to male (47%)</li> <li>• More likely to be younger</li> </ul>	<ul style="list-style-type: none"> <li>• Show high support for plan to create a 50+ miles of express toll and HOT lanes on I-405/SR 167 corridor</li> <li>• Experienced the most traffic congestion on I-405 and SR167 in last week</li> <li>• Find the express toll benefit statements very appealing</li> <li>• Likely to have used express toll lanes on I-405 or SR 167 during their previous trip, if they had been available</li> <li>• Likely to use express toll lanes at least once a month</li> <li>• Willing to pay \$3 to \$3.50 for using express toll lanes</li> <li>• More likely to be female (57%) compared to male (43%)</li> <li>• More likely to be younger</li> </ul>

As the cluster names suggest, there are gradations of support for express toll lanes based on one’s gender, age, traffic congestion experienced, appeal of express toll benefit statements, likelihood of using express toll lanes, willingness to pay a higher toll, and experience with traffic

congestion on I-405.

Based on these gradations (see table above), WSDOT could customize outreach strategies based on what segment one belongs to. Whereas the “No Ways” may be a lost cause and the “I’m Solds” may be relatively easy to approach, there may be a need for different outreach plans for the “Possibilities” and the “Probabilities”. The “Probabilities” and even the “Possibilities” can be potentially persuaded to support express toll lanes by providing more information about advantages of using express toll lanes.

## What factors best predict if one will support express toll lanes on I-405?

Since the cross-tabulation analysis presented thus far only investigates the relationship between two variables at a time (without controlling for other variables or any interaction effects), logistical regression analysis was performed to more fully understand the relationship of support for express toll lanes with other variables.

It was found that the odds of someone supporting express toll lanes:

- Increased by 1.507 times for each increase in the level of appeal of the statement - “Express toll lanes would collect tolls electronically as vehicles travel at regular highway speeds. There would be no toll booths.”
- Increased by 1.396 times for each increase in the level of traffic congestion one had experienced on I-405 during the previous week.
- Increased by 1.287 times for each increase in the level of appeal of the statement - “Tolling will help guarantee travel speeds of at least 45 mph, providing a more reliable trip to those who use the express toll lanes.”
- Increased by 1.294 times for each increase in the level of appeal of the statement - “Moving vehicles out of the general purpose lanes and into express toll lanes will increase speeds in all lanes.”
- Increased by 1.264 times for each increase in the level of appeal of the statement - “Tolling funds could go directly

into a dedicated account to maintain and improve the I-405 and SR-167 travel corridors.”

Based on these findings, one may say that experience with congested conditions plays an important role in support for express toll lanes, especially among those who experience it on I-405. In addition, the regression results provide insights into those aspects of express toll lanes that may be most useful in communications designed to both educate and persuade people to support express toll lanes. More specifically, communications that focus on keeping traffic moving and using toll revenue for improvements in the I-405/SR 167 corridor will be more likely to increase support.

