

The New I-64 Economic and Regional Mobility Study

Communication Assessment: Results from the Third and Final Mailed Survey

Project RI07-047



April 2, 2010

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Executive Summary

Ten thousand surveys were distributed to residents in the St. Louis area for this third and final mailed survey concerning the New I-64 project. Thirty-two zip codes were selected to be surveyed for the third and final survey. This selection included the same zip codes used in the previous two surveys as well as a few additional zip codes from further along the I-64 corridor. The number of responses from each zip code varied from a low of 19 (63133) to a high of 99 (63117). By the end of March, we had received 1,559 responses from the final mailed survey. This response rate, 15.6%, was the highest of the three mailed surveys distributed throughout this research.

The study captured overall changes in resident behavior from before the construction work began with how residents behave after the project was completed. **Many respondents changed their behavior in some ways due to the project.** Specifically, residents changed where they shop (29.0%), buy gas (14.6%), bank (3.8%), eat out (24.8%), how often they travel to certain areas (58.4%), where they worked (4.3%), and where they lived (3.7%).

Over three quarters of the respondents stated that the closure did not have a long-term impact on their work habits. In other words, after the project was completed, 77.2% of the respondents still worked the same hours in the same location as they did before the closure. 4.1% of the respondents shifted their work hours. Another 3.5% now work from another location (home, another office, etc.) more often. 1.4% quit their job and now work somewhere else. 6.3% indicated that the closure had an impact on their work habits that was not otherwise captured by the survey.

Respondents were asked to indicate their level of satisfaction (or dissatisfaction) with eight different measures. **In general, St. Louis area residents showed extremely high levels of satisfaction with the New I-64 project.** Specifically, the majority of respondents were satisfied with how well they were kept informed (97.7%), the timeliness of the New I-64 information that was made available (97.6%), how alternative travel options were communicated (90.3%), the traffic flow within the New I-64 Project construction work zones (77.4%), how understandable and accurate were the work zone signs (90.4%), how well they could move around the St. Louis area during the closure (76.7%), the decision to close I-64 for two years opposed to take six to eight years to complete the project with lane closures (95.1%), and were overall satisfied with how the New I-64 Project closure was handled (94.6).

Television news was the best method for MoDOT to communicate project information according to 78.1% of respondents. A majority of respondents also suggested road signs near the closed highway (54.5%), radio news (53.5%) and newspapers (51.1%). Only 38.9% of the general public said the internet was an effective way for MoDOT to communicate with them.

Overall, the project caused very little change in how people commuted. Where differences exist, they are usually quite small (on the order of 1% or less). Interestingly, there was a small, but noticeable decrease in the number of people who commuted via mass transit (bus, Metrolink), by biking, and by walking. In previous surveys, there was an increase in these driving alternatives during the construction project (part of which also corresponded with very high fuel prices). Based on the previous findings, it appears that the experience of commuting by bus has decreased the number of commuters willing to consider these alternatives if they have a viable option. However, there was a slight increase in the number of people who regularly telecommute after the project completion. While outside the scope of this project, these findings suggest that the only way that most residents will willingly stop driving to work is if they can telecommute.

Residents were asked how long most trips in the area took after the project was completed compared to before construction began. **58.2% of respondents noticed a significant improvement (more than five minutes faster) in travel time.** Another 38.1% did not notice a significant change. Only 3.7% of respondents stated that the change had resulted in a significant increase (more than five minutes slower) in travel time.

Five demographic questions were asked of all respondents. Two related to their driving habits (how often they traveled on the New I-64 and the zip code of their destination). 62% of the respondents frequently drove on the improved section of the interstate. 27% rarely drove on it and 11% stated they never drove on this section of I-64. Those who knew the zip code of the place they most frequently drove provided 119 different zip codes. The other three questions (gender, ethnic group, age group) were asked to ensure the study captured people from all groups of people in the area. **These goals were achieved, a diverse group of respondents participated in the study.** There was ample minority participation in the study, 21.3% of the responses came from an ethnic minority. Both genders were well represented in the research, with a majority (57.0%) being female. Most (58.6%) respondents were between 41 and 65 years of age and the sample range included drivers under 18 and over 65.

In summary, this survey captured the opinions of the St. Louis area residents concerning the New I-64 project. The two-year project changed the behavior of many residents, although it had little long-term impact on their work or commuting habits. **Overall, 94.6% of residents were satisfied (49.4%) or very satisfied (45.2%) with how the New I-64 Project closure was handled.**

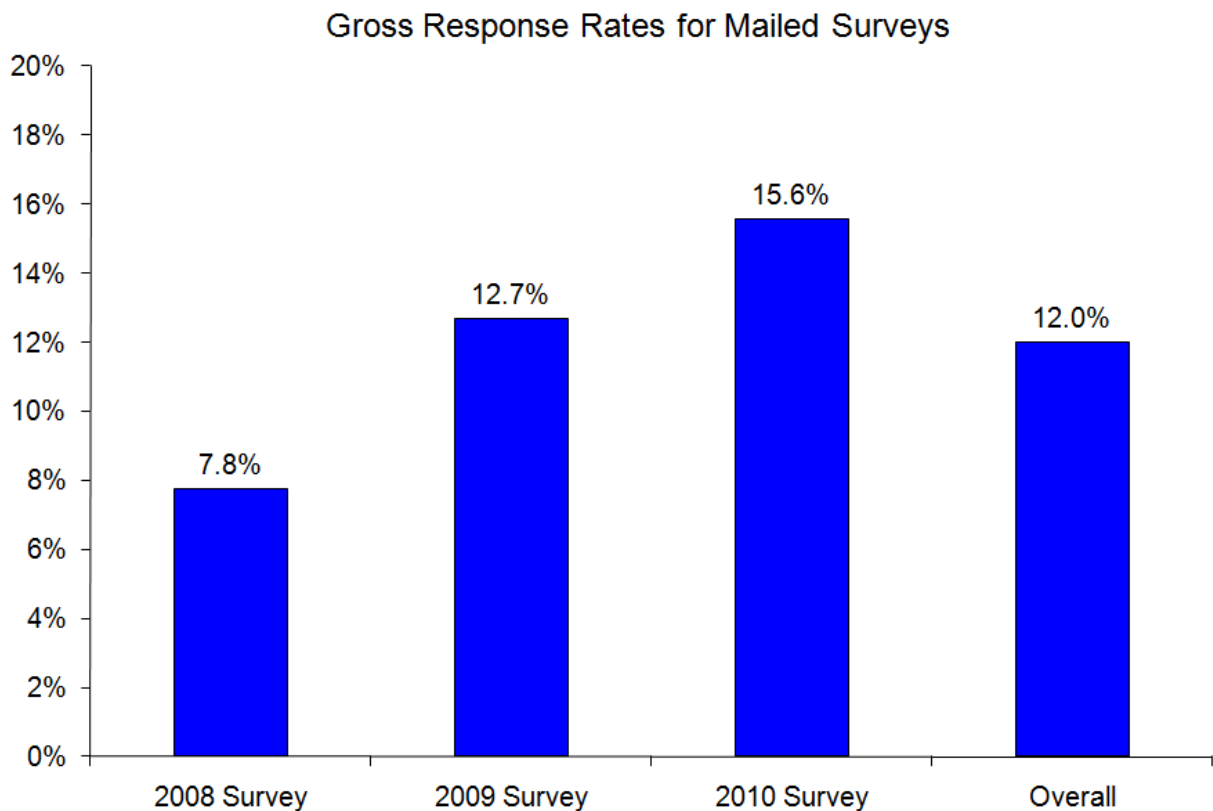
Background

As part of the Communication Assessment portion of the New I-64 Economic and Regional Mobility Study, three distinct surveys were each mailed to 10,000 residents in the St. Louis area that were potentially affected by the project. The first mailing was conducted in January 2008 and pertained to the western closure (the section of I-64 from Ballas Road to I-170). The second mailing was conducted in January 2009 and pertained to the eastern closure (the section of I-64 between I-170 and Kingshighway Boulevard). The third and final mailing was conducted in January 2010 and pertained to the completed project after it was reopened on December 7, 2009.

The survey questions were developed in conjunction with MoDOT and were designed to meet several goals. First, each mailing was intended to capture the impact of each part of the project (that is, the western closure, the eastern closure, and the overall project). Second, other than adjusting descriptions of what was recently closed and/or reopened, the questions for each mailing were generally identical to allow comparisons across surveys. A few questions differed as feedback from previous surveys suggested questions for future surveys. Third, the mailed surveys were intended to ensure that the general input of all local residents, over all demographics, were captured.

Responses

For the first mailing, 10,000 residents were randomly surveyed from multiple local zip codes of interest. 776 responses were received. For the second mailing, these 776 respondents were included as well as 9,224 randomly selected individuals in the zip codes of interest. The initial respondents were included in the second reason for two reasons. First, this gave us the opportunity to look for changes in opinion over time for specific individuals, not just general opinion. Second, it was thought that sending surveys to those who had previously returned a survey would be more likely to generate a response. This turned out to be the case and we received 1,269 responses from the second survey. We followed the same methodology for or the third and final mailing. In January 2010, we mailed new surveys to the 1,269 people who had responded to the second mailing as well as 8,731 randomly selected individuals in the zip codes of interest. By the end of March, we had received 1,559 responses from the final mailed survey.



Home Zip Codes

Thirty-two zip codes were selected to be surveyed for the third and final survey. This selection included the same zip codes used in the previous two surveys as well as a few additional zip codes from further along the I-64 corridor. The number of responses from each zip code varied from a low of 19 (63133) to a high of 99 (63117).

Zip Code	Responses	Percent
63101	60	3.8%
63102	22	1.4%
63103	55	3.5%
63104	55	3.5%
63105	94	6.0%
63106	23	1.5%
63107	22	1.4%
63108	72	4.6%
63109	69	4.4%
63110	50	3.2%
63111	20	1.3%
63112	49	3.1%
63113	27	1.7%
63115	22	1.4%
63116	36	2.3%
63117	99	6.4%
63118	40	2.6%
63119	79	5.1%
63120	20	1.3%
63123	54	3.5%
63124	61	3.9%
63125	30	1.9%
63130	72	4.6%
63131	60	3.8%
63133	19	1.2%
63136	20	1.3%
63137	29	1.9%
63139	68	4.4%
63141	69	4.4%
63143	69	4.4%
63144	68	4.4%
63147	26	1.7%

Question 1: Overall Change in Behavior

The first question captured overall changes in resident behavior from before the construction work began with how residents behave after the project was completed. Specifically, residents were asked if the closure had changed where they shop, buy gas, bank, ate out, how often they travel to certain areas, where they worked, and where they lived.

The closure has changed where I shop

Approximately twenty-nine percent of the respondents developed new shopping habits during the closure that they are currently maintaining after the project has been completed.

	Frequency	Percent
Strongly Disagree	472	33.8%
Disagree	519	37.2%
Agree	246	17.6%
Strongly Agree	158	11.3%
Total	1,395	100.0%

The closure has changed where I buy gas

Almost fifteen percent of the respondents found new places to purchase gas during the closure that they are currently continuing to frequent after the project has been completed.

	Frequency	Percent
Strongly Disagree	591	42.8%
Disagree	587	42.5%
Agree	124	9.0%
Strongly Agree	78	5.7%
Total	1,380	100.0%

The closure has changed where I bank

Just under four percent of the respondents developed new banking habits during the closure that they kept after the project has been completed.

	Frequency	Percent
Strongly Disagree	710	51.6%
Disagree	613	44.6%
Agree	26	1.9%
Strongly Agree	26	1.9%
Total	1,375	100.0%

The closure has changed where I eat out

Approximately twenty-five percent of the respondents tried new restaurants during the closure that they are continuing to frequent after the project has been completed.

	Frequency	Percent
Strongly Disagree	498	35.9%
Disagree	547	39.4%
Agree	256	18.4%
Strongly Agree	88	6.3%
Total	1,389	100.0%

The closure has changed how often I travel to certain areas

Almost sixty percent (58.4%) of the respondents have changed their behavior due to the project. This is the most general of the overall change questions and should show the highest impact as it incorporates all of the specific changes that were asked of the respondents as well as any other changes that the survey did not otherwise capture.

	Frequency	Percent
Strongly Disagree	298	20.7%
Disagree	303	21.0%
Agree	540	37.4%
Strongly Agree	302	20.9%
Total	1,443	100.0%

The closure has changed where I work

Slightly over four percent of the respondents found new places to work during the closure that they kept after the project has been completed. More details about this subject are documented under *Change in Work Habits* on page 12.

	Frequency	Percent
Strongly Disagree	786	60.2%
Disagree	464	35.5%
Agree	32	2.5%
Strongly Agree	24	1.8%
Total	1,306	100.0%

The closure has changed where I live

Almost four percent of the respondents found new residences during the closure that they are currently kept after the project has been completed.

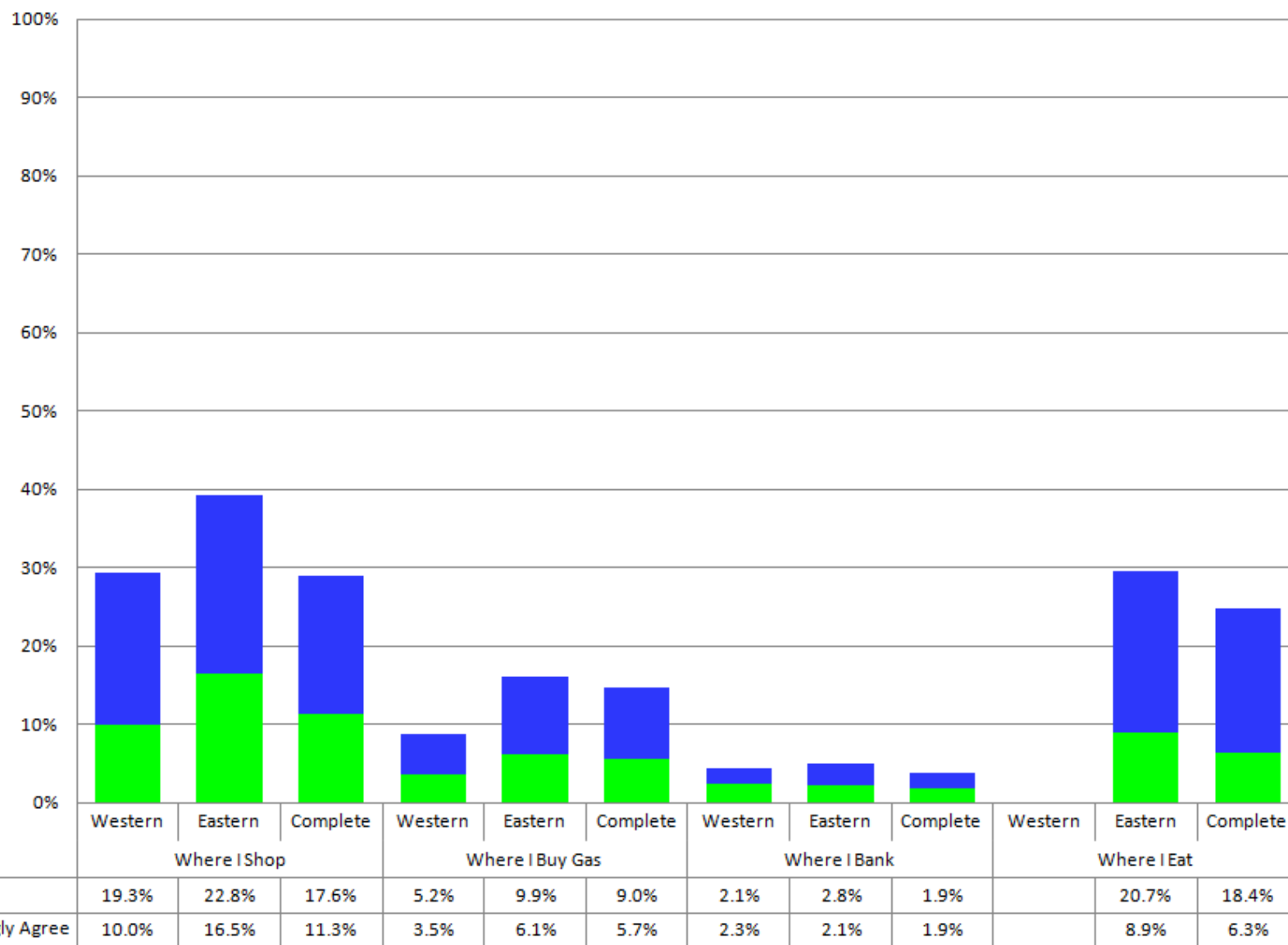
	Frequency	Percent
Strongly Disagree	848	61.7%
Disagree	475	34.6%
Agree	30	2.2%
Strongly Agree	21	1.5%
Total	1,374	100.0%

Project Review: Change in Overall Behavior

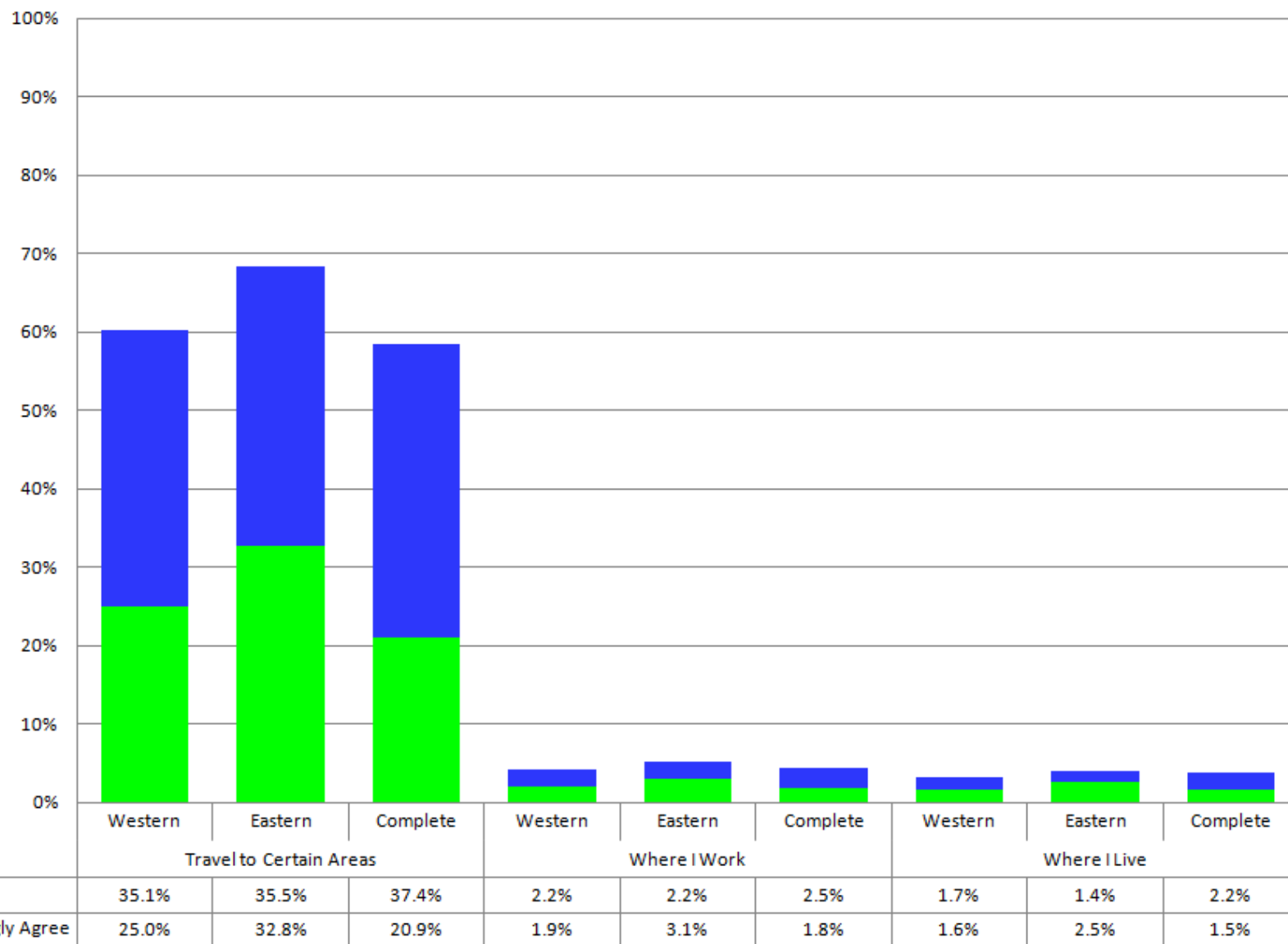
Six of the preceding questions were asked in all three mailed surveys with the key difference being the survey focus. While the final survey looked for changes from the before the initial construction until after the project completion, the other two surveys looked for changes during the Western and Eastern Closures.

The charts on the next two pages show the mostly temporary impact of the two closures as well as the current overall impact of the project. Blue is used for agree and green is used for strongly agree. The *Where I Eat* change question was not asked on the first survey.

Question 1: Change in Overall Behavior, Part I



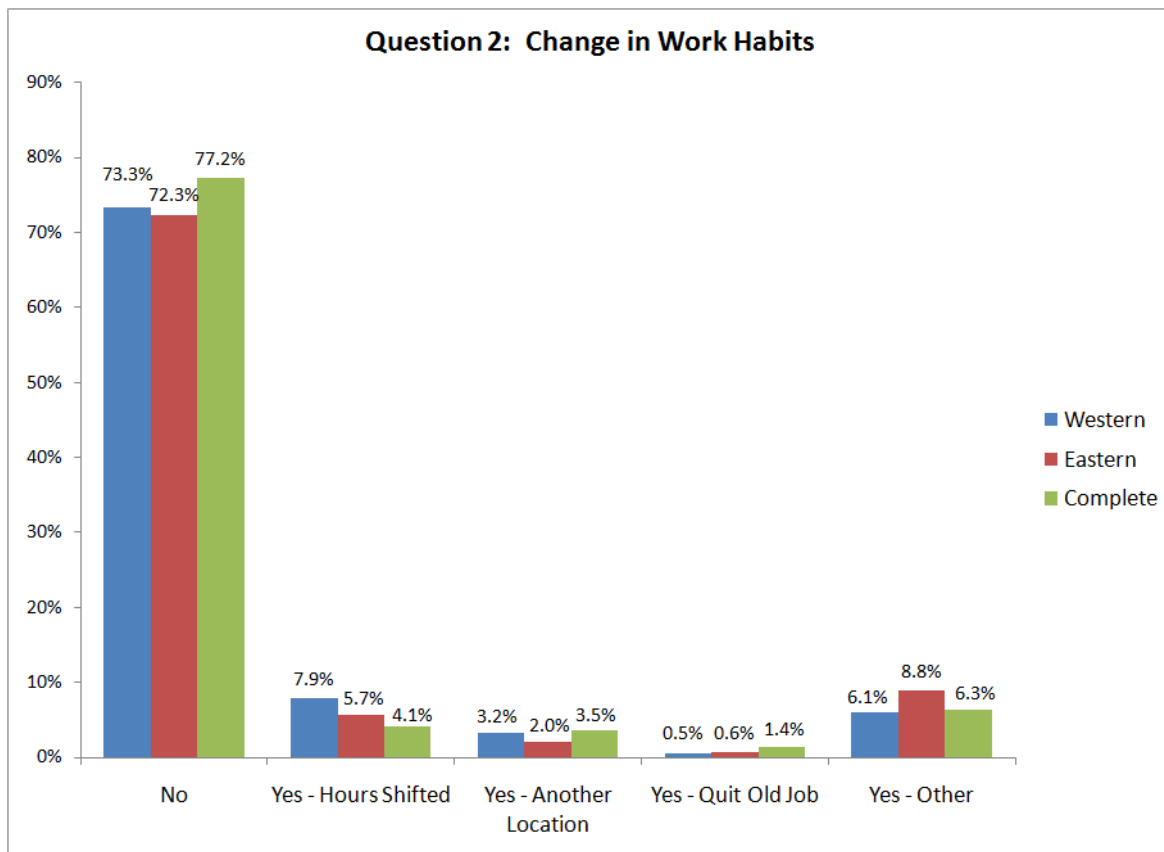
Question 1: Change in Overall Behavior, Part II



Question 2: Change in Work Habits

In question 1, 4.3% of the respondents stated that they had changed where they worked because of the project. More details about this change were provided by the respondents with question 2. Almost all (92.6%) of the respondents answered this question. Most of those who skipped this question probably were retired or otherwise unemployed.

Over three quarters of the respondents stated that the closure did not have a long-term impact on their work habits. In other words, after the project was completed, 77.2% of the respondents still worked the same hours in the same location as they did before the closure. 4.1% of the respondents shifted their work hours. Another 3.5% now work from another location (home, another office, etc.) more often. 1.4% quit their job and now work somewhere else. 6.3% indicated that the closure had an impact on their work habits that was not otherwise captured by the survey. The figure below includes the information for this question from all three surveys.



Question 3: Satisfaction

People are satisfied when their expectations are met or exceeded. Respondents were asked to indicate their level of satisfaction (or dissatisfaction) with eight different measures. In accordance with standard methodology for MoDOT satisfaction measures, only answers that expressed an opinion were counted in the following calculations (in other words, those who skipped the question or indicated that they had no opinion had no impact on the satisfaction calculations).

How well the public has was kept informed about the New I-64 project

Looking back over the entire New I-64 project, virtually all (97.7%) of the respondents were satisfied with how they were kept informed.

	Frequency	Percent
Very Dissatisfied	14	0.9%
Dissatisfied	20	1.3%
Satisfied	643	42.8%
Very Satisfied	824	54.9%
Total	1,501	100.0%

The timeliness of the New I-64 Project information that was made available

Similar to the previous response, 97.6% of the respondents were satisfied with the timeliness of the New I-64 information that was made available throughout the project.

	Frequency	Percent
Very Dissatisfied	12	0.8%
Dissatisfied	24	1.6%
Satisfied	678	46.1%
Very Satisfied	757	51.5%
Total	1,471	100.0%

How alternative travel options were communicated

Approximately ninety percent of the respondents were satisfied with how alternative travel options were communicated. While the mailed survey did not have room to probe for explanations for dissatisfaction, the primary reason for dissatisfaction is probably similar to that discovered in the online survey. Based on the online survey comments, it is likely that most of the 9.7% of respondents who expressed dissatisfaction with this measure were actually dissatisfied with the alternatives themselves, and not how these alternatives were communicated.

	Frequency	Percent
Very Dissatisfied	27	1.9%
Dissatisfied	111	7.8%
Satisfied	810	57.2%
Very Satisfied	468	33.1%
Total	1,416	100.0%

The traffic flow within construction work zones

About three out of four (77.4%) respondents were satisfied with the traffic flow within the New I-64 Project construction work zones.

	Frequency	Percent
Very Dissatisfied	71	5.2%
Dissatisfied	236	17.4%
Satisfied	791	58.2%
Very Satisfied	260	19.1%
Total	1,358	100.0%

How understandable and accurate were the construction work zone signs

Just over ninety percent of the respondents thought the construction work zone signs were understandable and accurate.

	Frequency	Percent
Very Dissatisfied	21	1.5%
Dissatisfied	111	8.1%
Satisfied	902	65.6%
Very Satisfied	341	24.8%
Total	1,375	100.0%

How well you managed to move around the St. Louis area with the New I-64 Project closure

Similar to the response about the traffic flow within the New I-64 Project construction, 76.7% of the respondents were satisfied with how well they could move around the St. Louis area during the closure.

	Frequency	Percent
Very Dissatisfied	88	6.0%
Dissatisfied	256	17.3%
Satisfied	845	57.2%
Very Satisfied	287	19.4%
Total	1,476	100.0%

The decision to complete the work by closing I-64 for 2 years instead of taking 6-8 years with lane closures

About Nineteen out of twenty (95.1%) respondents were satisfied with the decision to close I-64 for two years opposed to take six to eight years to complete the project with lane closures.

	Frequency	Percent
Very Dissatisfied	29	2.0%
Dissatisfied	44	3.0%
Satisfied	493	33.4%
Very Satisfied	909	61.6%
Total	1,475	100.0%

Your overall level of satisfaction with how the New I-64 Project closure was handled

Similar to the satisfaction about the decision to complete the project in two years by closing parts of the interstate, 94.6% of respondents were satisfied with how the I-64 Project close was handled.

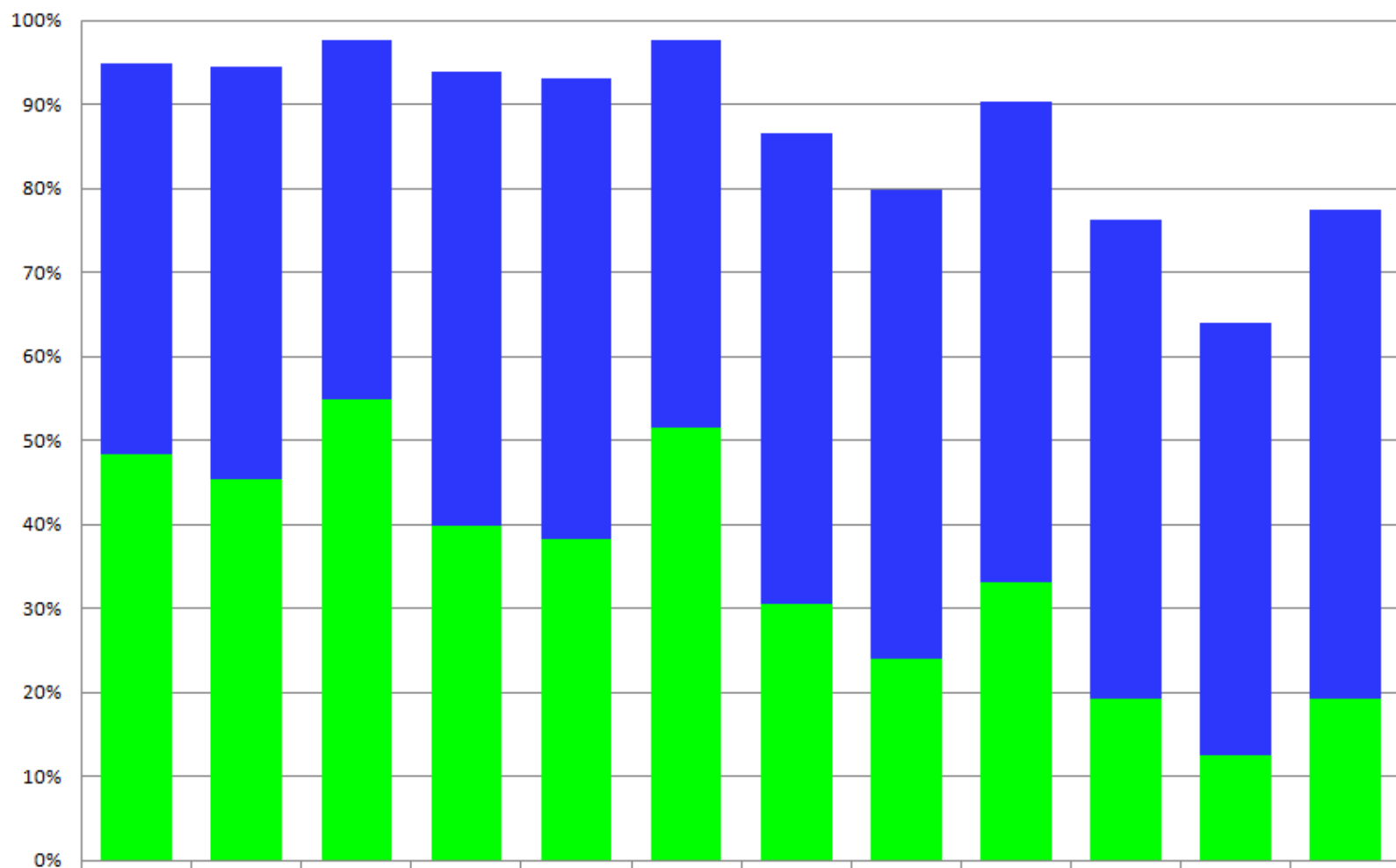
	Frequency	Percent
Very Dissatisfied	28	1.9%
Dissatisfied	53	3.5%
Satisfied	739	49.4%
Very Satisfied	676	45.2%
Total	1,496	100.0%

Project Review: Satisfaction

Similar satisfaction questions were asked in all three mailed surveys with the key difference being the survey focus. While the final survey looked for changes from the before the initial construction until after the project completion, the other two surveys looked for changes during the Western and Eastern Closures.

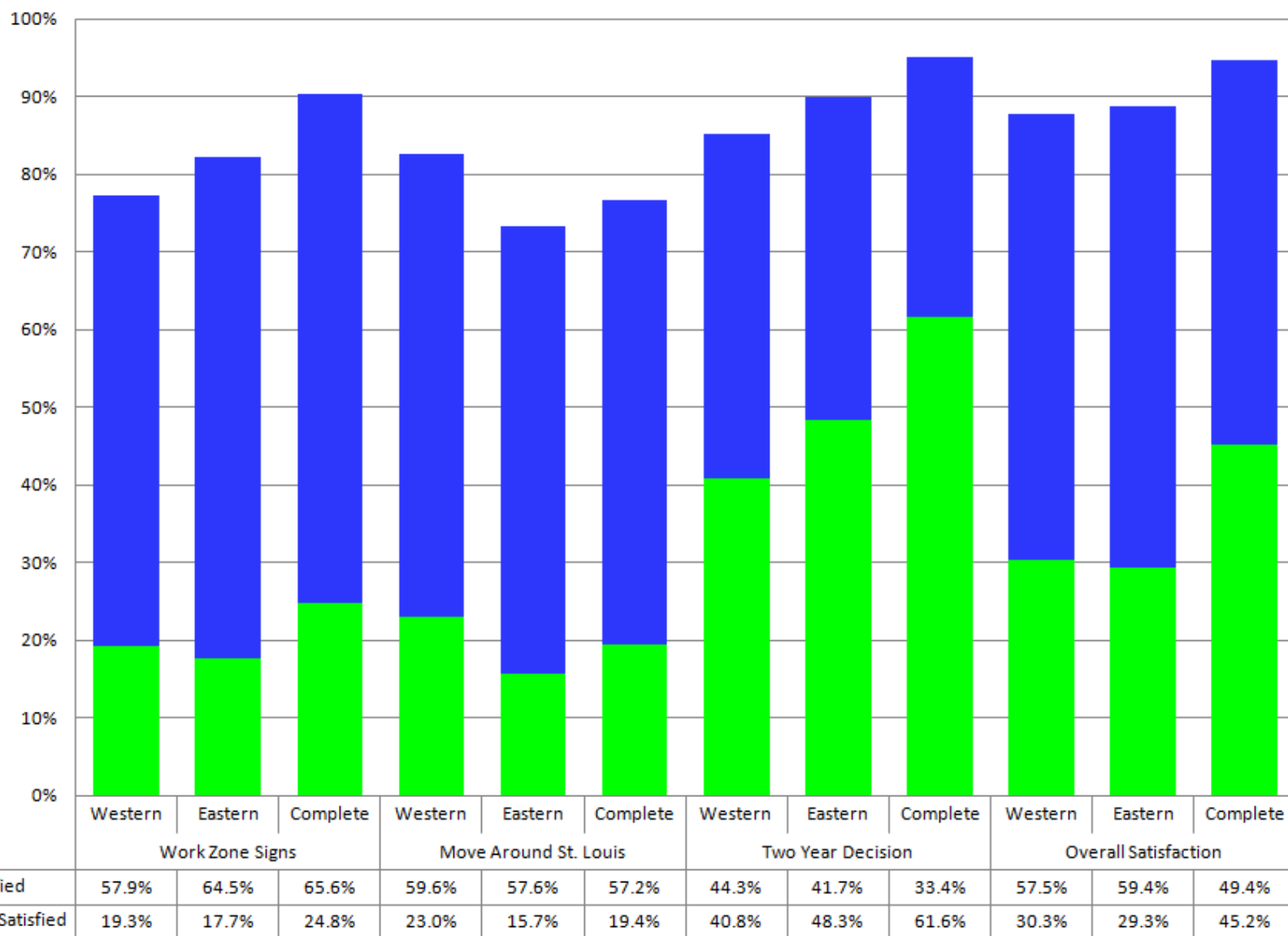
The charts on the next two pages show the mostly temporary impact of the two closures as well as the current overall impact of the project. Blue is used for agree and green is used for strongly agree.

Question 3: Satisfaction, Part I



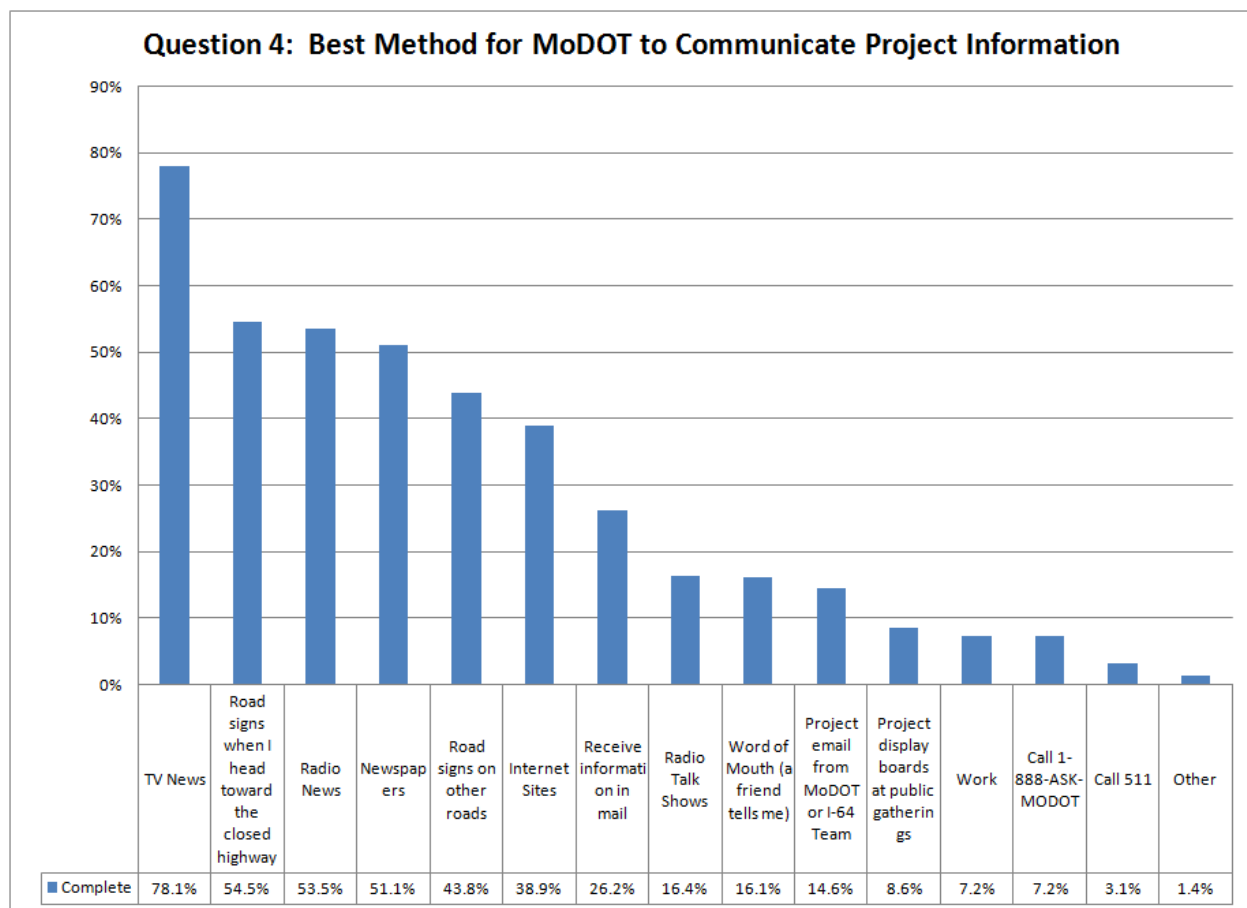
	Western	Eastern	Complete	Western	Eastern	Complete	Western	Eastern	Complete	Western	Eastern	Complete
	Kept Informed			Timeliness of Information			Alternatives Communicated			Traffic Flow within Work Zones		
Satisfied	46.5%	49.2%	42.8%	53.9%	54.8%	46.1%	56.1%	55.8%	57.2%	57.1%	51.4%	58.2%
Very Satisfied	48.4%	45.3%	54.9%	39.9%	38.3%	51.5%	30.5%	24.0%	33.1%	19.1%	12.5%	19.1%

Question 3: Satisfaction, Part II



Question 4: Methods for MoDOT to Communicate

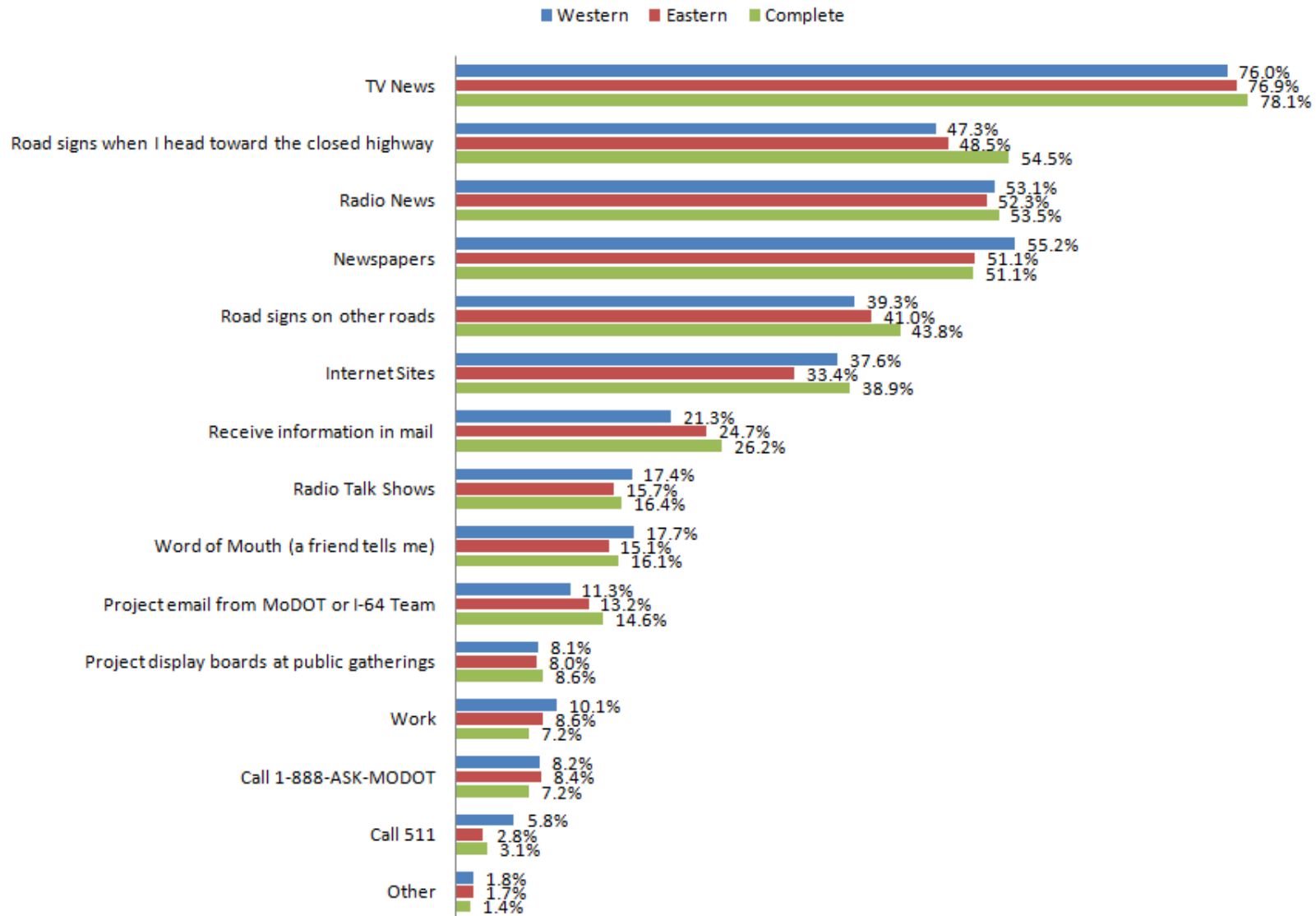
Respondents were asked which ways would be most effective for MoDOT to communicate project information to them. By a large margin, television news was the best method according to 78.1% of respondents. A majority of respondents also suggested road signs near the closed highway (54.5%), radio news (53.5%) and newspapers (51.1%). Only 38.9% of the general public said the internet was an effective way for MoDOT to communicate with them. The following chart summarizes this question.



Project Review: Communication Methods

Similar questions were asked in all three mailed surveys. The results of the latest survey were similar to those of the previous two years. The chart on the next page summarizes the three surveys.

Question 4: Best Method for MoDOT to Communicate Project Information



Questions 5 & 6: Commuting Behavior

Respondents were asked about their driving behavior before and after the New I-64 project. They were specifically asked how often they commuted in various ways in a typical week. Previous surveys captured changes in driving behavior during the construction. The most recent survey was intended to capture any change in behavior that persisted after the project was complete. Overall, the project caused very little change in how people commuted. Where differences exist, they are usually quite small (on the order of 1% or less).

Driving alone

There was almost no shift in commuting behavior among those who usually drive alone. There was a one percent shift from those who drive alone most days to rarely.

Before Closure			After Closure		
Never	137	9.4%	Never	138	9.4%
Rarely	229	15.6%	Rarely	245	16.6%
Most days	1,099	75.0%	Most days	1,090	74.0%
Total	1,465	100.0%	Total	1,473	100.0%

Driving with multiple people

There was virtually no change in the number of people who drive with multiple people.

Before Closure			After Closure		
Never	609	49.0%	Never	613	48.8%
Rarely	424	34.1%	Rarely	429	34.1%
Most days	211	17.0%	Most days	215	17.1%
Total	1,244	100.0%	Total	1,257	100.0%

Riding the bus

While small, there was a noticeable decrease in the number of people who commuted via the bus. In previous surveys, there was an increase in bus ridership during the construction project (part of which also corresponded with very high fuel prices). Based on the previous findings, it appears that the experience of commuting by bus has decreased the number of commuters willing to consider this option if they have an alternative.

Before Closure			After Closure		
Never	1,095	93.4%	Never	1,115	94.8%
Rarely	33	2.8%	Rarely	29	2.5%
Most days	44	3.8%	Most days	32	2.7%
Total	1,172	100.0%	Total	1,176	100.0%

Riding MetroLink (light rail)

Similar to the feedback on bus commuting, there was a small decrease in the number of people commuting via MetroLink.

Before Closure			After Closure		
Never	1,004	85.4%	Never	1,018	86.1%
Rarely	119	10.1%	Rarely	113	9.6%
Most days	53	4.5%	Most days	52	4.4%
Total	1,176	100.0%	Total	1,183	100.0%

Biking

As with the other mass transit options, there was a small, but noticeable decrease in the number of people commuting by bike after the project completion.

Before Closure			After Closure		
Never	1,078	92.6%	Never	1,094	93.2%
Rarely	59	5.1%	Rarely	56	4.8%
Most days	27	2.3%	Most days	24	2.0%
Total	1,164	100.0%	Total	1,174	100.0%

Walking

There was also a small, but noticeable, decrease in the number of people who walked to work after the project completion.

Before Closure			After Closure		
Never	955	80.9%	Never	963	81.6%
Rarely	121	10.2%	Rarely	128	10.8%
Most days	105	8.9%	Most days	89	7.5%
Total	1,181	100.0%	Total	1,180	100.0%

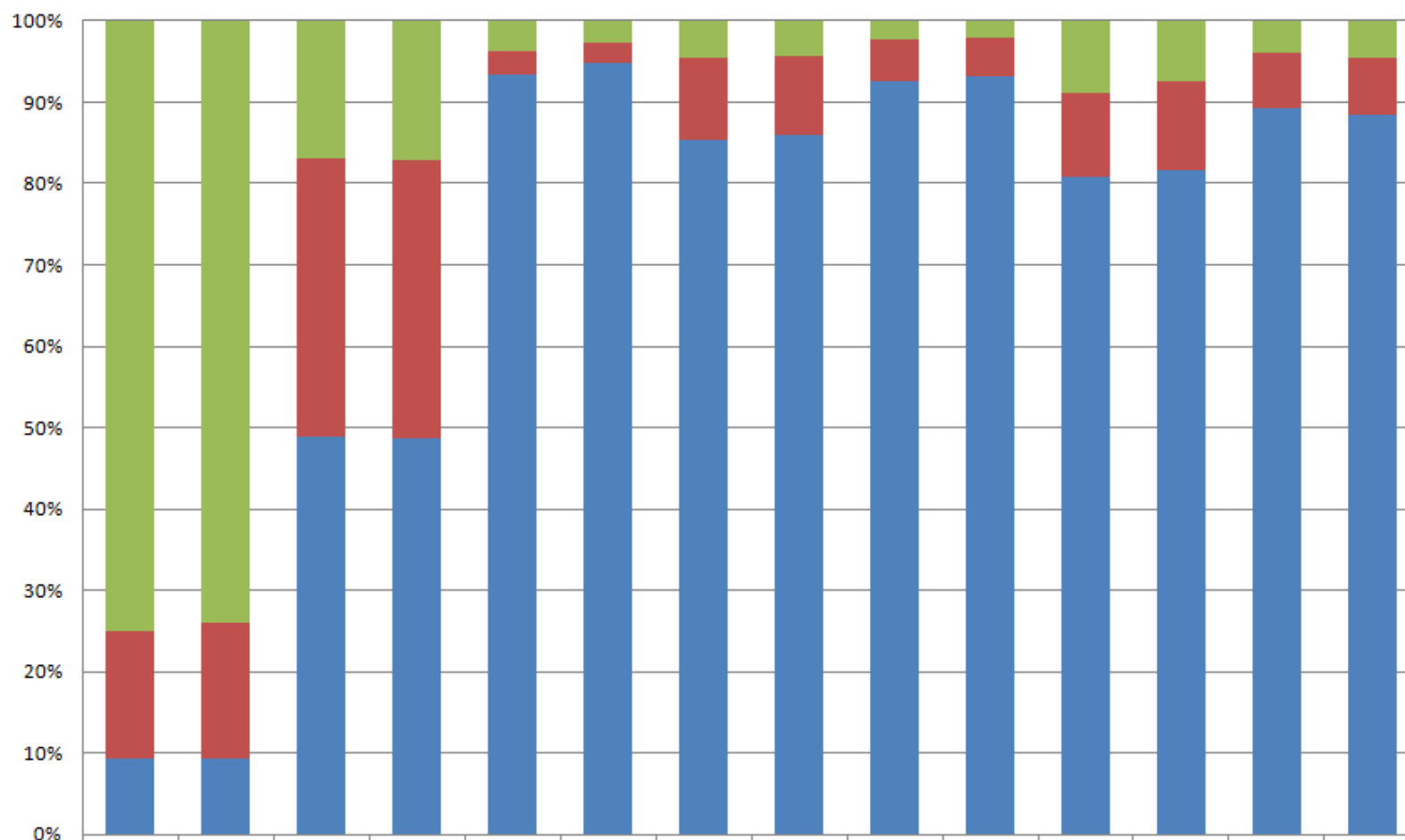
Telecommuting

While there was a slight more away from mass transit among survey respondents, there was an increase (0.5%) among those who frequently telecommuted.

Before Closure			After Closure		
Never	1,044	89.3%	Never	1,036	88.5%
Rarely	78	6.7%	Rarely	82	7.0%
Most days	47	4.0%	Most days	53	4.5%
Total	1,169	100.0%	Total	1,171	100.0%

The chart on the next page summarizes all of the changes in commuting behavior.

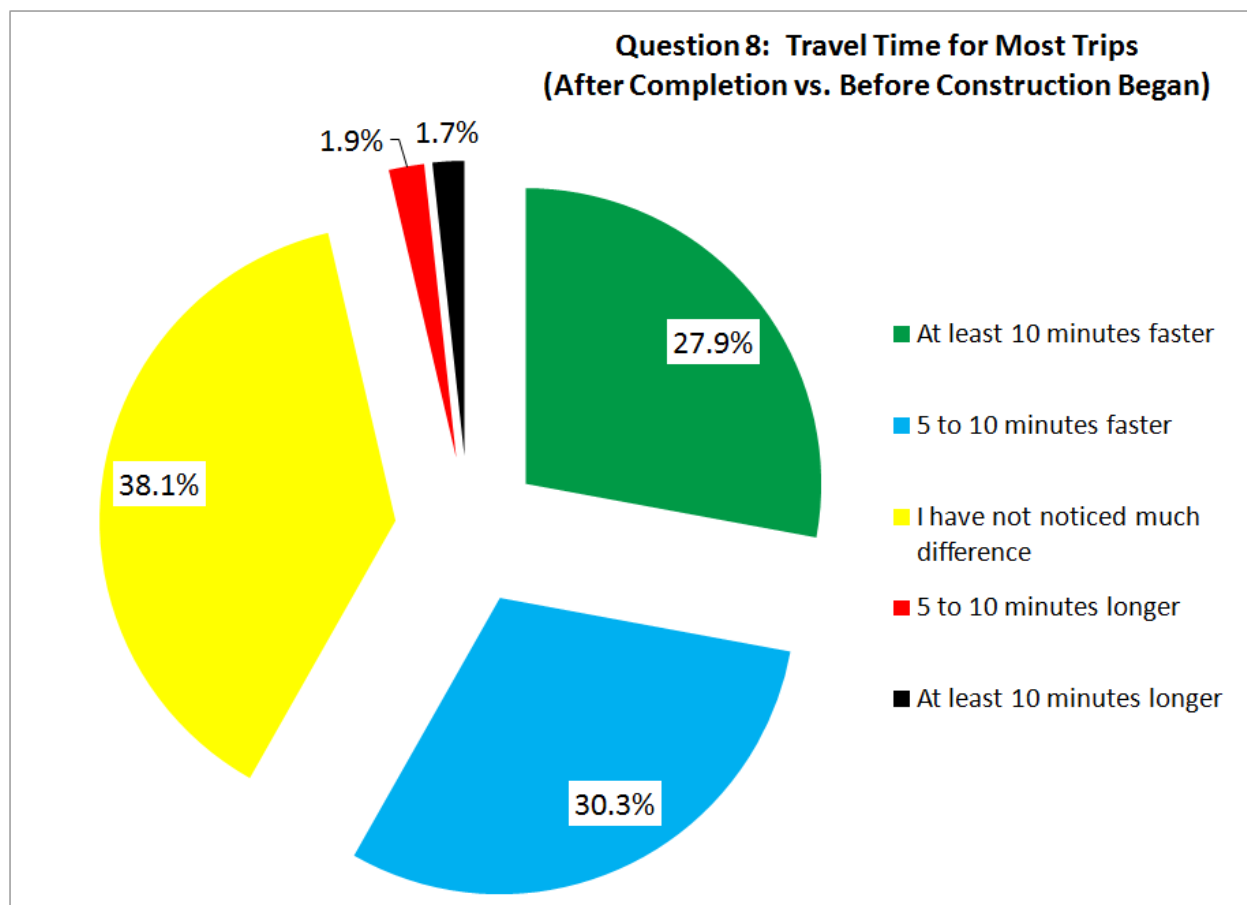
Questions 5 & 6: Driving Behavior - Before and After New I-64 Project



	Before	After	Before	After	Before	After	Before	After	Before	After	Before	After	Before	After
	Driving Alone		Driving with Others		Bus		Metrolink		Biking		Walking		Telecommuting	
Most Days	75.0%	74.0%	17.0%	17.1%	3.8%	2.7%	4.5%	4.4%	2.3%	2.0%	8.9%	7.5%	4.0%	4.5%
Rarely	15.6%	16.6%	34.1%	34.1%	2.8%	2.5%	10.1%	9.6%	5.1%	4.8%	10.2%	10.8%	6.7%	7.0%
Never	9.4%	9.4%	49.0%	48.8%	93.4%	94.8%	85.4%	86.1%	92.6%	93.2%	80.9%	81.6%	89.3%	88.5%

Question 8: Change in Travel Time

Residents were asked how long most trips in the area took after the project was completed compared to before construction began. 58.2% of respondents noticed a significant improvement (more than five minutes faster) in travel time. Another 38.1% did not notice a significant change. Only 3.7% of respondents stated that the change had resulted in a significant increase (more than five minutes slower) in travel time.

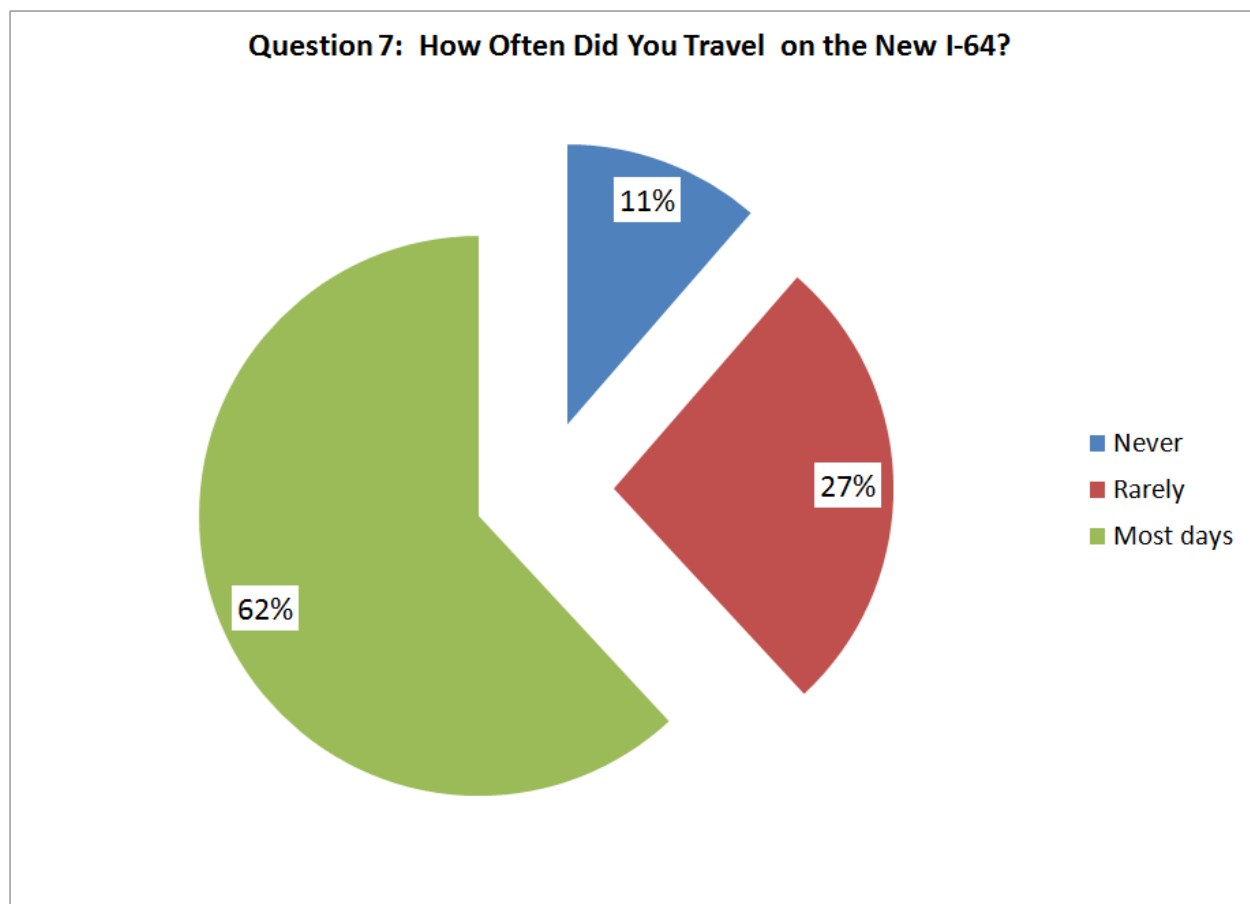


Respondent Demographics (Questions 7, 9 to 11)

Five demographic questions were asked of all respondents. Two related to their driving habits (how often they traveled on the New I-64 and the zip code of their destination). The other three questions (gender, ethnic group, age group) were asked to ensure the study captured people from all groups of people in the area.

Frequency of Travel on New I-64

Respondents were asked how often they traveled on the New I-64 during a typical week after the project was completed. 62% of the respondents frequently drove on this section of the interstate. 27% rarely drove on it and 11% stated they never drove on this section of I-64.



Destination Zip Codes

1,319 respondents completed the destination zip code question. Those who knew the zip code of the place they most frequently drove provided 119 different zip codes. They are listed below in order of greatest frequency.

ZipCode	Frequency	Percent
63105	109	8.3%
63141	71	5.4%
63110	63	4.8%
63103	58	4.4%
63108	57	4.3%
63117	51	3.9%
63119	48	3.6%
63101	46	3.5%
63131	44	3.3%
63130	41	3.1%
63144	40	3.0%
63139	34	2.6%
63109	32	2.4%
63017	31	2.4%
63122	31	2.4%
63143	27	2.0%
63102	26	2.0%
63123	26	2.0%
63124	26	2.0%
63116	23	1.7%
63104	21	1.6%
63118	20	1.5%
63112	19	1.4%
63125	19	1.4%
63136	16	1.2%
63106	15	1.1%
63146	15	1.1%
63107	13	1.0%
63115	13	1.0%
63132	13	1.0%
63121	12	0.9%
63011	10	0.8%
63113	10	0.8%
63137	10	0.8%

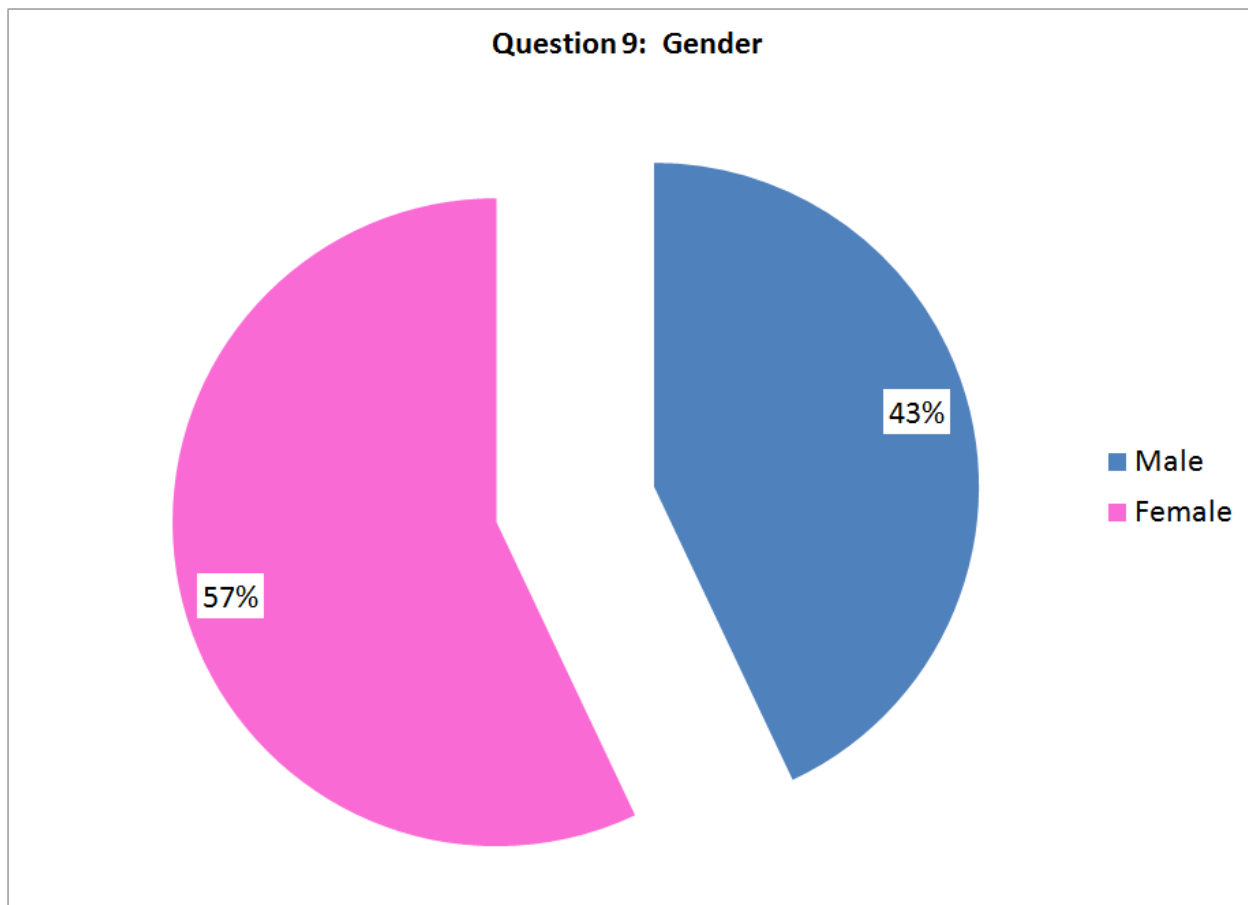
ZipCode	Frequency	Percent
63005	9	0.7%
63043	9	0.7%
63044	9	0.7%
63111	9	0.7%
63120	8	0.6%
63133	8	0.6%
63147	8	0.6%
63128	7	0.5%
63010	6	0.5%
63026	6	0.5%
63135	6	0.5%
63301	6	0.5%
63366	6	0.5%
62105	5	0.4%
62141	5	0.4%
63033	5	0.4%
63042	5	0.4%
63045	5	0.4%
63114	5	0.4%
63134	5	0.4%
63021	4	0.3%
63074	4	0.3%
63164	4	0.3%
63368	4	0.3%
62108	3	0.2%
63031	3	0.2%
63127	3	0.2%
63129	3	0.2%
63303	3	0.2%
63304	3	0.2%
62104	2	0.2%
62117	2	0.2%
62119	2	0.2%
62143	2	0.2%
62208	2	0.2%
62220	2	0.2%
63138	2	0.2%
63145	2	0.2%
62002	1	0.1%
62017	1	0.1%

ZipCode	Frequency	Percent
62023	1	0.1%
62031	1	0.1%
62033	1	0.1%
62034	1	0.1%
62040	1	0.1%
62044	1	0.1%
62101	1	0.1%
62102	1	0.1%
62109	1	0.1%
62111	1	0.1%
62120	1	0.1%
62122	1	0.1%
62123	1	0.1%
62124	1	0.1%
62144	1	0.1%
62146	1	0.1%
62201	1	0.1%
62206	1	0.1%
62225	1	0.1%
62226	1	0.1%
62230	1	0.1%
62234	1	0.1%
62277	1	0.1%
63000	1	0.1%
63002	1	0.1%
63004	1	0.1%
63024	1	0.1%
63030	1	0.1%
63039	1	0.1%
63049	1	0.1%
63069	1	0.1%
63081	1	0.1%
63099	1	0.1%
63126	1	0.1%
63151	1	0.1%
63155	1	0.1%
63167	1	0.1%
63177	1	0.1%
63205	1	0.1%
63376	1	0.1%

ZipCode	Frequency	Percent
63385	1	0.1%
63611	1	0.1%
64017	1	0.1%
66666	1	0.1%
69696	1	0.1%

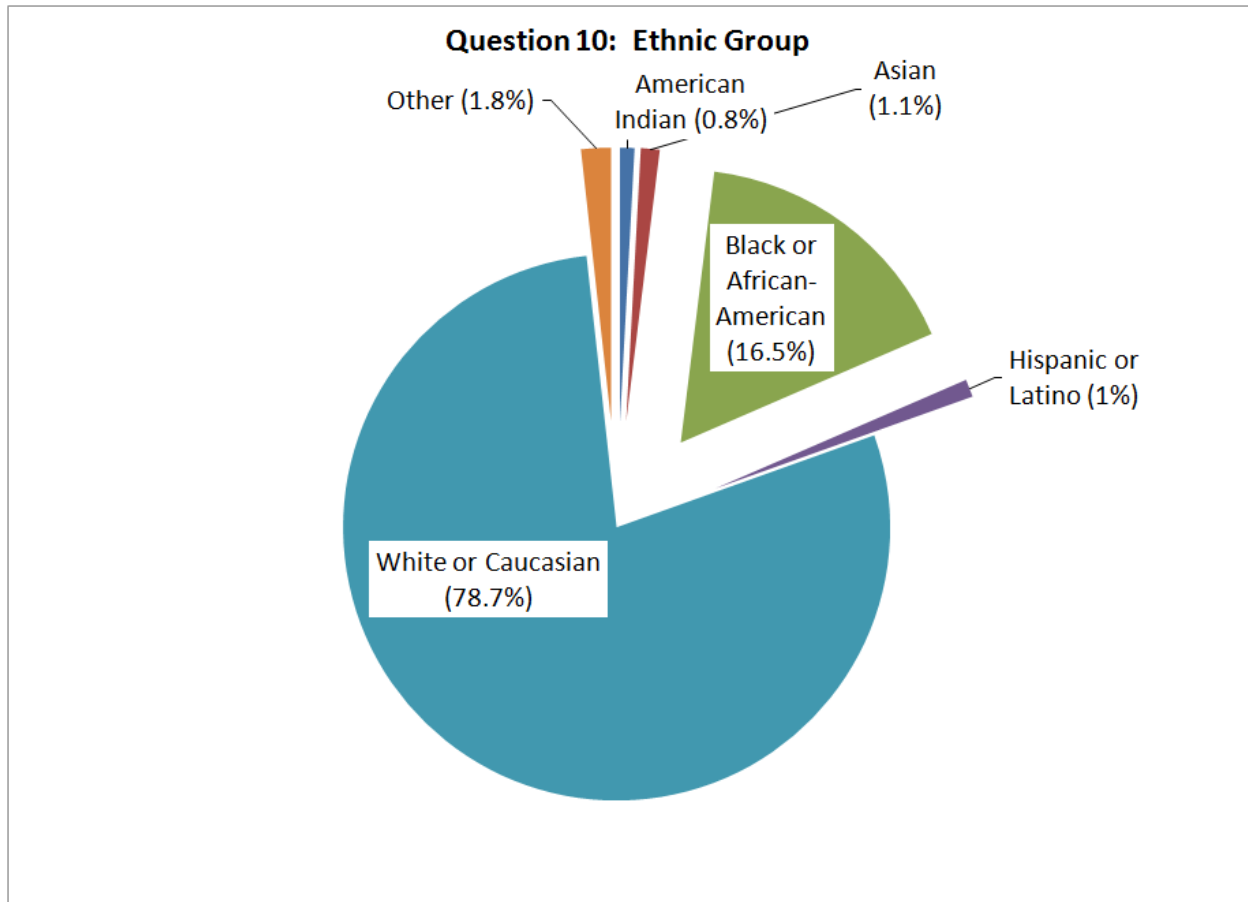
Gender

Both genders were well represented in the research, with a majority (57.0%) being female.



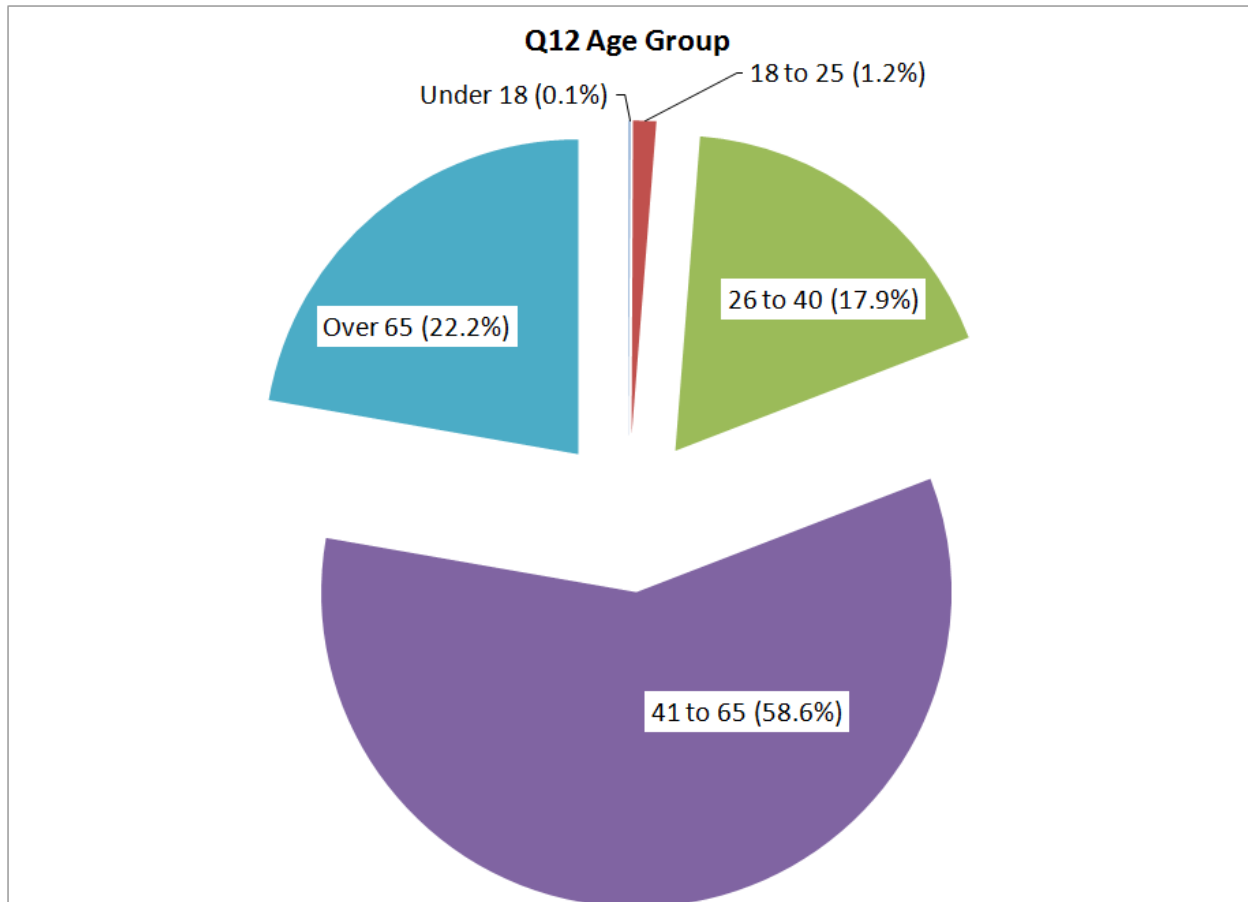
Ethnicity

One of the goals of this study was to ensure ample minority participation. This was achieved, 21.3% of the responses came from an ethnic minority.



Age Group

Drivers of all ages were surveyed. The majority (58.6%) of respondents were between 41 and 65 years of age.



Appendix A: Copy of Survey

Dear Resident,

Please help us. Heartland Market Research LLC has been hired by MoDOT to survey the general public about your opinions regarding the New I-64 Project. Now that the project is complete, this survey is designed to provide citizen feedback to MoDOT about how this project was conducted and how it may have affected you.

Our only interest in this project is to provide accurate information about what you think, so please respond as accurately and completely as possible. The survey should take less than 5 minutes to complete, and you can return the survey to us in the enclosed postage paid envelope. If you have any questions about the survey, please call me directly at (800) 709-1721. If you have any questions about the New I-64 Project you may call MoDOT at (888) ASK-MODOT or visit www.thenewi64.org.

Thank you,



Lance Gentry

Principal Investigator, Heartland Market Research LLC



HEARTLAND
MARKET RESEARCH LLC

MARKING INSTRUCTIONS

- Use pencil or a blue or black ink pen.
- Make no stray marks on this form.
- Completely fill in the appropriate ovals.

CORRECT: ● INCORRECT: ✗ ⊗ ⊙

Customer Survey about the New I-64 Project

1. Please indicate your agreement (or disagreement) with the following statements about how your behavior may have changed from before the project's closure (so before January 2, 2008) and after it was reopened (so after December 7, 2009).

	strongly agree	agree	disagree	strongly disagree	no opinion
the closure has changed where I shop	⊕	⊕	⊖	⊖	?
the closure has changed where I buy gas	⊕	⊕	⊖	⊖	?
the closure has changed where I bank	⊕	⊕	⊖	⊖	?
the closure has changed where I eat out	⊕	⊕	⊖	⊖	?
the closure has changed how often I travel to certain areas	⊕	⊕	⊖	⊖	?
the closure has changed where I work	⊕	⊕	⊖	⊖	?
the closure has changed where I live	⊕	⊕	⊖	⊖	?

2. Has the New I-64 project changed your work habits? (Mark all that apply)

- ☐ No - I still work the same hours in the same location as I did before the project
- ☐ Yes - My hours have shifted
- ☐ Yes - I now work from another location (home, another office, etc.) more often
- ☐ Yes - I quit my job and accepted one somewhere else
- ☐ Yes - Other

3. Considering the entire New I-64 project, please indicate your level of satisfaction with:

	very satisfied	satisfied	dissatisfied	very dissatisfied	no opinion
How well the public was kept informed about the New I-64 Project?	⊕	⊕	⊖	⊖	?
The timeliness of the New I-64 Project information that was made available?	⊕	⊕	⊖	⊖	?
How alternative travel options were communicated?	⊕	⊕	⊖	⊖	?
The traffic flow within the construction work zones?	⊕	⊕	⊖	⊖	?
How understandable and accurate were the construction work zone signs?	⊕	⊕	⊖	⊖	?
How well you managed to move around the St. Louis area with the New I-64 Project closure?	⊕	⊕	⊖	⊖	?
The decision to complete the work by closing I-64 for 2 years instead of taking 6 to 8 years with lane closures?	⊕	⊕	⊖	⊖	?
Your overall level of satisfaction with how the New I-64 Project closure was handled?	⊕	⊕	⊖	⊖	?

Please complete both sides of the survey.

4. What are the best ways for MoDOT to get information to you about road improvements and other road and bridge information? (Mark all that apply to you)

<input type="checkbox"/> TV News	<input type="checkbox"/> Receive information in mail (newsletter, etc.)	<input type="checkbox"/> Word of Mouth (a friend tells me)
<input type="checkbox"/> Radio News	<input type="checkbox"/> Project email from MoDOT or I-64 Team	<input type="checkbox"/> Work
<input type="checkbox"/> Radio Talk Shows	<input type="checkbox"/> Project display boards at public gatherings	<input type="checkbox"/> Call 1-888-ASK-MODOT
<input type="checkbox"/> Newspapers	<input type="checkbox"/> Road signs on other roads	<input type="checkbox"/> Call 511
<input type="checkbox"/> Internet sites	<input type="checkbox"/> Road signs when I head toward the closed highway	<input type="checkbox"/> Other

5. In a typical week before the New I-64 Project closure (before January 2, 2008), how often did you commute in the following ways? (Count round trips twice)

	never	1 to 2 times per week	3 to 4 times per week	most weekdays	almost every day
Driving alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving with multiple people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Riding the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Riding MetroLink (light rail)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telecommuting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. In a typical week after the New I-64 Project was reopened (after December 7, 2009), how often do you commute in the following ways? (Count round trips twice)

	never	1 to 2 times per week	3 to 4 times per week	most weekdays	almost every day
Driving alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving with multiple people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Riding the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Riding MetroLink (light rail)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telecommuting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. In a typical week after the New I-64 Project was reopened (after December 7, 2009), how often did you travel on the closed section of I-64 (Highway 40) between I-170 and Kingshighway Boulevard? Please count round trips twice.

<input type="checkbox"/> Never
<input type="checkbox"/> Very rarely
<input type="checkbox"/> Once a week
<input type="checkbox"/> Two to three times a week
<input type="checkbox"/> Most weekdays
<input type="checkbox"/> Almost every day

8. Please indicate how long it takes you to make most trips now compared to how long it took you before the closure started (compared to before January 2, 2008).

<input type="checkbox"/> At least 10 minutes faster
<input type="checkbox"/> 5 to 10 minutes faster
<input type="checkbox"/> I have not noticed much difference
<input type="checkbox"/> 5 to 10 minutes longer
<input type="checkbox"/> At least 10 minutes longer

The following questions are asked because we need to make sure we are not missing any groups of people from our survey. Feel free to skip any questions that make you uncomfortable.

Demographic Questions

9. Are you male or female? ☒ Male ☐ Female

10. To which ethnic group(s) do you belong? (Mark all that apply)

<input type="checkbox"/> American Indian
<input type="checkbox"/> Asian
<input type="checkbox"/> Black or African American
<input type="checkbox"/> Hispanic or Latino
<input type="checkbox"/> White or Caucasian
<input type="checkbox"/> Other

11. Fill in the zip code of where you most frequently drive other than where you live. For most people this will be your work zip code.

0	0	0	0	0
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7
8	8	8	8	8
9	9	9	9	9

12. How old are you?

<input type="checkbox"/> Under 18
<input type="checkbox"/> 18 to 25
<input type="checkbox"/> 26 to 40
<input type="checkbox"/> 41 to 65
<input type="checkbox"/> Over 65

PLEASE DO NOT WRITE IN THIS AREA

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