

# HOW DO YOU GET BELLEVUE TRAVELER INFORMATION?

Results of an online survey

July 2017

# Survey Specs

- Purpose: Understand how public gets Bellevue traveler information; get feedback on how city can improve its traveler information communications tools
- Tool: Survey Monkey (online tool)
- Open: June 26-July 14, 2017
- Questions: 30
- Responses: 434
  - *But not all respondents answered every question*

# Survey Ah-Ha's

- Most respondents live in Bellevue and are a “drive alone” commuter who looks for traveler information before their trip/commute on a daily basis using a Smartphone application.
- Smartphone applications are the most common tool used because they give real time data, estimated time of arrival, fastest route and incident information.

# Survey Ah-Ha's

- Most respondents don't get Bellevue traveler information because they don't know what tools are available.
- Many respondents don't need Bellevue traveler information for their commute purposes.

(only 195 participants out of 434 answered this question)

# Survey Ah-Ha's

- Most respondents don't report traffic incidents/accidents, police presence, traffic back ups on a traffic app.
- Most respondents who receive city alerts would prefer that the email contain content; not just a link to the webpage.
- Many respondents suggested integrating city traveler information tools with existing tools.

# Preference of real-time apps

- Google Maps is most often used app
  - #2 *WSDOT*
  - #3 *Waze*
  - *A close #3 is One Bus Away*
- Other: Don't need an app. App doesn't help because traffic is bad.
- Inrix, Bing, King Co. Trip Planner least used.

# If the city created an app, top 5 essential features wanted ....

1. Road closure information
2. Detour information
3. Estimated travel time
4. Travel delays
5. Incident reporting (identified/verified by users)

*However, feedback reflects “Why reinvent the wheel?” with so many existing apps.*

# The likelihood of driving through a neighborhood

.....

.....When using an app

.....When not using an app

	Very Likely	Some what Likely	Not at All Likely	Never
Yes app	29%	37%	16%	5%
No app	26%	34%	23%	7%



WHEN IT COMES TO CITY  
COMMUNICATIONS  
TOOLS...



Bellevue on Twitter: Most respondents do not follow @BellevueWa, @BvueTrans or @BvuePD



## Likes

- Real time updates
- Accurate info
- Get answers to questions
- Bellevue-centric/local info

## Areas to improve

- Monitor more after hours
- Respond to Tweets
- Posts should be “call to action”
- Incidents not reported timely
- Don’t retweet multiple times at same time

# Real Time Traffic Webpage: Most respondents never visit it

## Likes

- Cameras (“cams”)
- Actual views (back ups, weather)
- Shows real time traffic delays
- That I now know it exists and will use it

## Areas to improve

- More cameras
- Easier navigation
- Show alternate routes if back up
- Cameras with both directions
- List construction projects
- Publicize it more

# Traffic Advisory Webpage: Most respondents never visit it

## Likes

- Important information
- New vs. ongoing updates
- Map is a good visual

## Areas to improve

- Map is good but too small
- Hard to tell level of impact on traffic
- Presentation and navigation
- More mobile friendly
- Send “new” highlights within email
- Include utilities projects

# City Alerts: Most respondents do not subscribe to Traffic Advisories, Transportation News or East Link Alerts

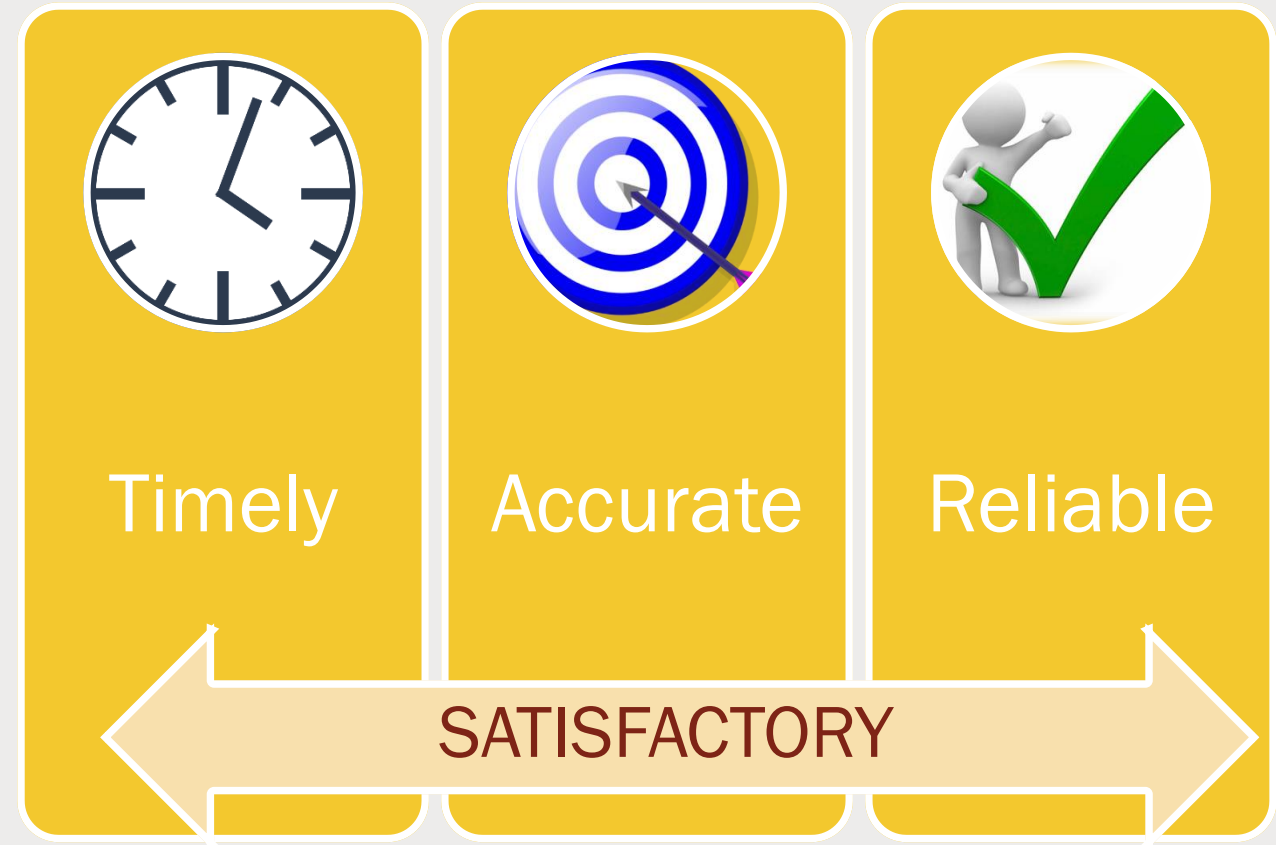
## Areas to improve

- Send content; not just the link
- Include alternate routes
- Share neighboring city project updates

## Reasons not a subscriber

- Not aware of subscription(s)
- Other tools are more effective (e.g. Google Maps, Waze)
- Have no need for subscription(s)

# Overall satisfaction with city tools for traveler information...



## Rating Options:

- Poor
- Satisfactory
- Outstanding
- No Opinion

# Access Bellevue

This survey was conducted as a strategy for the Access Bellevue initiative.

*Access Bellevue is a city-led initiative that strives to communicate accurate, timely, and consistent information to the community about East Link light rail and surrounding construction.*

[\(https://transportation.bellevuewa.gov/projects/east-link-light-rail/access-bellevue/\)](https://transportation.bellevuewa.gov/projects/east-link-light-rail/access-bellevue/)