

# DMV MOVES

Moving our region forward, together.

## DMV Moves Survey 2024

*Metropolitan Washington Council of Governments*

October 2024



Metropolitan Washington  
**Council of Governments**



Make It Meaningful | [prrbiz.com](http://prrbiz.com)



# Table of Contents

	Page
Executive Summary .....	3
Project Overview .....	3
Key Findings .....	7
Detailed Findings .....	13
Familiarity with Services .....	14
Travel Patterns .....	15
Difficulties .....	28
Future Investments .....	35
Demographic and Background Characteristics .....	48
Appendix A: Outreach Approach and Recruitment Materials ....	52
Appendix B: Survey Instrument .....	57



Moving our region forward, together.

## Background

The Metropolitan Washington Council of Governments (COG) and the Washington Metropolitan Area Transit Authority (WMATA) have launched *DMV Moves*, a new joint initiative to develop a unified vision for transit service in the region.

## Goals

To support this initiative and inform the *DMV Moves* vision, conduct a survey of residents throughout the Washington Metropolitan area to understand what the region desires for acceptable and successful future public transportation.

## Project Approach

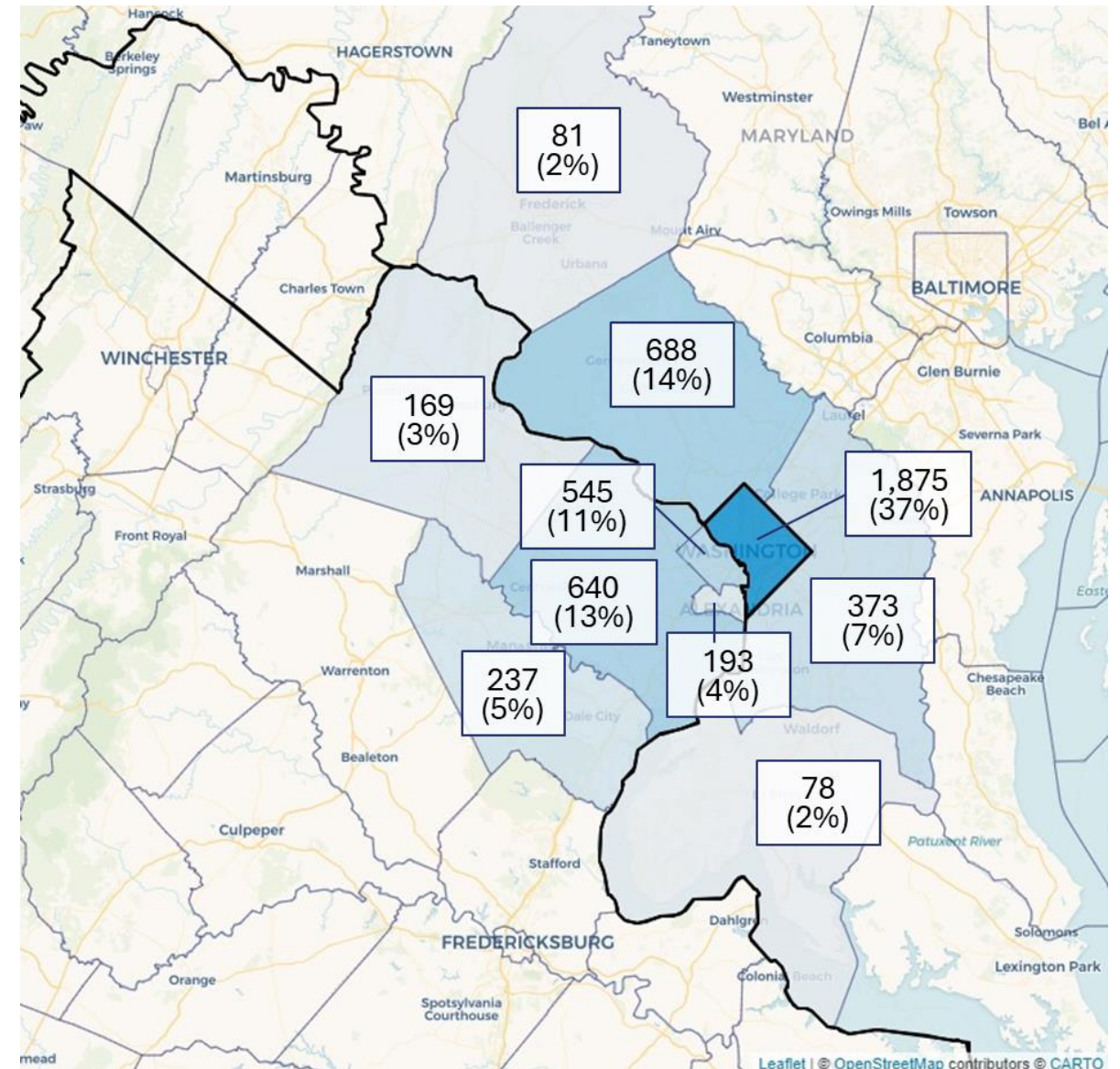
- Designed and fielded an online and phone survey from June 24 to August 11, 2024.
- Developed a multi-mode outreach approach aimed at reaching as many respondents as possible across all jurisdictions:
  - Invitation letters and reminder postcards sent to 20,000 households, oversampling from areas with a higher proportion of residents who are Black, Indigenous, or People of Color (BIPOC) and of households with low incomes (below 200% of the federal poverty line)
  - In-person outreach, including at WMATA, MARC, VRE, and bus stations and at community events
  - Social media and digital outreach via COG and partner agencies
  - Opportunity to enter a drawing for one of ten \$100 gift cards as an incentive to encourage participation
- Analyzed data received from 5,091 valid survey responses from across the region.

# We received 5,091 valid survey responses from across the region:

- Virginia (37%)
  - Fairfax County (13%)
  - Arlington County (11%)
  - Prince William County (5%)
  - Alexandria City (4%)
- Washington, D.C. (37%)
- Maryland (26%)
  - Montgomery County (14%)
  - Prince George's County (7%)
  - Frederick County (2%)
  - Charles County (2%)
- Other (<1%)

To better understand needs across the region, we examined responses based on these subregions:

- Core (51%)
- Inner suburbs (33%)
- Outer suburbs (11%)
- Outside COG area (4%)



Number and percentage of survey responses by jurisdiction.

# We heard from both riders and non-riders, with about 60% of respondents saying they usually ride public transit.

Most respondents use at least one mode of public transit, including Metrobus, Metrorail, local and commuter bus services such as ART, Ride On, Fairfax Connector, etc. and/or commuter rail such as MARC train, VRE etc.

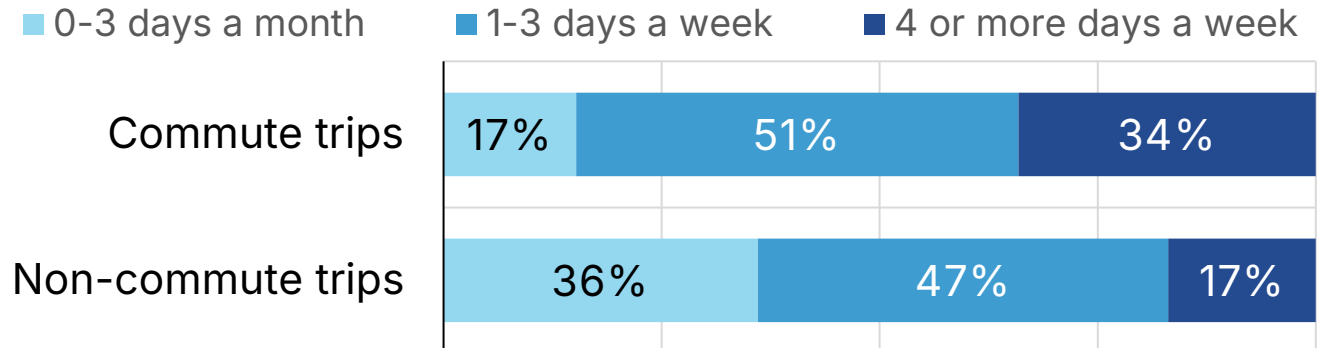
- 63% use transit to commute to work/school
- 58% use transit for non-commute trips

Among those who usually commute using public transit, 34% ride at least one mode of public transit to work or school four or more days a week.

Respondents who use at least one public transit mode:



Frequency of public transit use among riders:



# Survey respondents are broadly representative of the region's diversity.



**50%**

identify as women

2% identify as nonbinary, genderqueer, or gender non-conforming

**10%**

have a disability that impacts how they travel or use transit

**7%**

are students

**35%**

identify as BIPOC

**8%**

are younger than 24

**15%**

are older than 65

**71%**

are employed full-time



**20%**

earn household incomes less than \$75k

39% earn \$150k or more

**18%**

speak languages other than English at home, including Spanish (7%), French (3%), and Chinese (2%)

**2.5**

average household size

**29%**

live with people under the age of 18

**21%**

do *not* have a personal vehicle available for use

# Key Findings: Familiarity with transit services and preferences

Across all regions, most respondents are familiar with Metrorail (90%).

Many are also familiar with Metrobus (77%).

- Familiarity with Metrobus is highest in the core region and gradually declines among respondents who live further away.

Familiarity with other services varies across the region, roughly aligning with jurisdiction lines and service areas, and is lower overall.

- 53% are familiar with county buses (ART, Ride On, Fairfax Connector, etc.)
- 45% are familiar with MARC
- 36% are familiar with VRE

Only 2% of respondents said they were not familiar with any of the above services.

74% of respondents do not consider who the transit service provider is when deciding whether to ride public transit.

- When they do choose a particular service provider, reliability is the top reason motivating this choice.
- Safety and familiarity are also common considerations.

# Key Findings: Commute trips

Nearly half (48%) use Metrorail when commuting, followed closely by driving a private vehicle (42%). Some also report using Metrobus (26%). Other transit services are used less often.

- 58% said they use more than one mode for commute trips.

Metrorail, Metrobus, and local and commuter bus services are used most frequently for commute trips.

- More than 50% ride these services three days a week or more. About 20% ride these services five days a week or more.
- Only 11% ride commuter rail services (such as MARC or VRE) five days a week or more.

Bus and rail transit pose similar challenges for commuters, including service frequency and distance to/from stops.

- More report challenges with service frequency, stops/transfers, and insufficient real-time info when using bus transit.

Hybrid arrangements for work and school are common.

- Many commute Tuesdays-Thursdays and work or attend school remotely on Mondays and Fridays.
- Notably, at least 14% say their commute and remote work or school arrangements vary.
- Few work fully remotely – only 10% say they never commute to work or school.
- Some commute almost every day. About 19% never work or attend school from home.



# Key Findings: Non-commute trips

Metrorail, Metrobus, and local and commuter bus services are used more frequently for non-commute trips than commuter rail services (such as MARC or VRE).

- More than 75% ride these services 2-3 days a month or more. About 25% ride these services three days a week or more.
- In contrast, only 58% ride commuter rail more than once a month.

For non-commute trips, frequency of service and distance to/from stops are the most common difficulties for both bus and rail transit.

- More report challenges with service frequency and getting real-time information when using bus transit.
- Challenges with distance to/from stations are more commonly reported for rail transit.

Driving alone in a private vehicle is the most common (65%) non-commute trip mode.

- Many also use Metrorail (49%), followed by walking/rolling (38%) and Metrobus (33%).
- More respondents said they drive, walk, carpool, or use a ride-hail service for non-commute trips than for commute trips.
- 69% of respondents use more than one mode of transportation.

# Key Findings: Safety and other difficulties riding transit

Few respondents report personal safety (assault, theft, etc.) as a top concern when riding transit.

- About 13% say personal safety concerns make it difficult to ride bus transit.
- About 15% say personal safety concerns make it difficult to ride rail transit.

Very few rate vehicle safety or security concerns (crashes, derailments, injury while onboard, etc.) as top concerns when riding transit.

- About 5% say vehicle safety concerns make it difficult to ride bus transit.
- About 5% say vehicle safety concerns make it difficult to ride rail transit.

Across bus and rail transit, whether riding for commute or non-commute trips, respondents consistently report the following difficulties:

- Service is not frequent enough
- Stops are too far away from home
- Stops are too far away from work, school or places they want to go
- Too many stops/transfers

# Key Findings: Opportunities to increase ridership

When asked what service changes would encourage ridership, more than half chose more frequent off-peak and late-night service.

Other top answers include:

- New transit connections/routes
- More accurate information about arrivals/departures
- More frequent service during peak commute hours
- Longer operating hours
- Bus-only lanes to reduce trip times

When asked what changes at stops, stations, and onboard would encourage ridership, all proposed changes were popular, but the following stood out as most popular:

- Digital signs with real time information
- Stops/stations that are more comfortable, clean, and welcoming
- Better pedestrian access to stops/stations
- Modern buses/trains that use the latest technology and green energy

- In the core region and inner suburbs, respondents tended to mention frequency of service as a top priority.
- In outer areas, respondents were more concerned with distance to and from stops.

# Key Findings: Future investments

Support for investment options vary, with many expressing support for tolling, taxes, and vehicle fees to support transit.

- Existing revenue from tolled Express Lanes (85%)
- A regional transit tax (65%)
- Increased fees for private vehicles (55%)
- Expanding tolling to more lanes or roads (51%)

Support is lowest for increased fares, with slightly more support for increased fares during peak hours (45%) than for all hours (36%).

When planning for and funding transit services in our region, leaders should prioritize:

- Reliable service (63%)
- Efficiently operated transit (50%)
- Expanded service across the region (45%)

Most respondents support more and better transit in the region, even if it results in higher costs.

- 90% support more and better transit services in the region.
- 81% support more and better transit services in the region even if it results in somewhat higher costs (taxes, fares, fees, etc.).

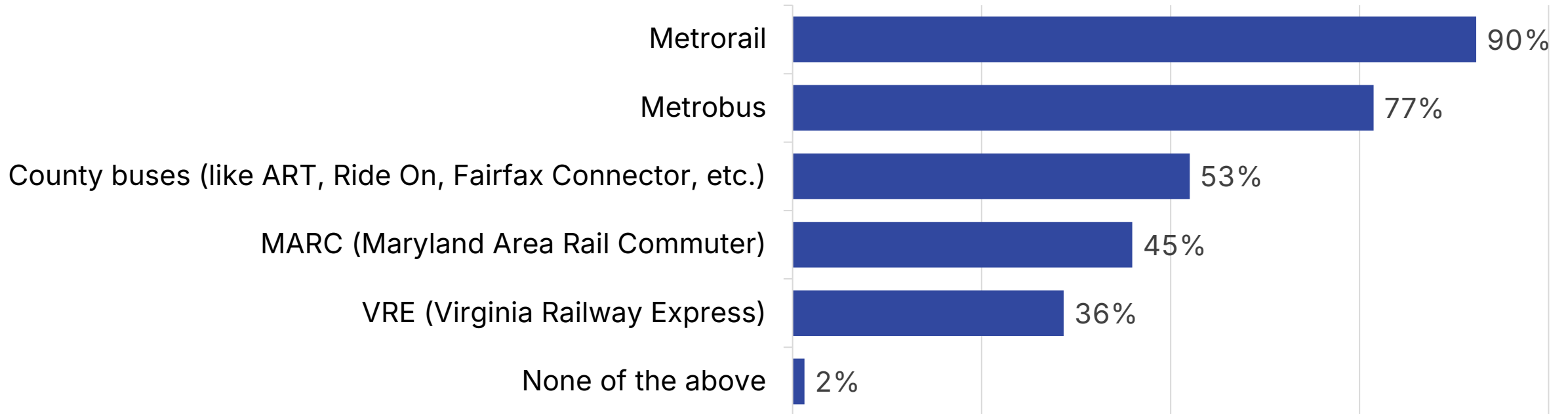


# *DETAILED FINDINGS FAMILIARITY WITH SERVICES*



Almost all respondents (90%) are familiar with Metrorail.  
Most (77%) are also familiar with Metrobus.  
Regional services such as MARC and VRE are less familiar to respondents.

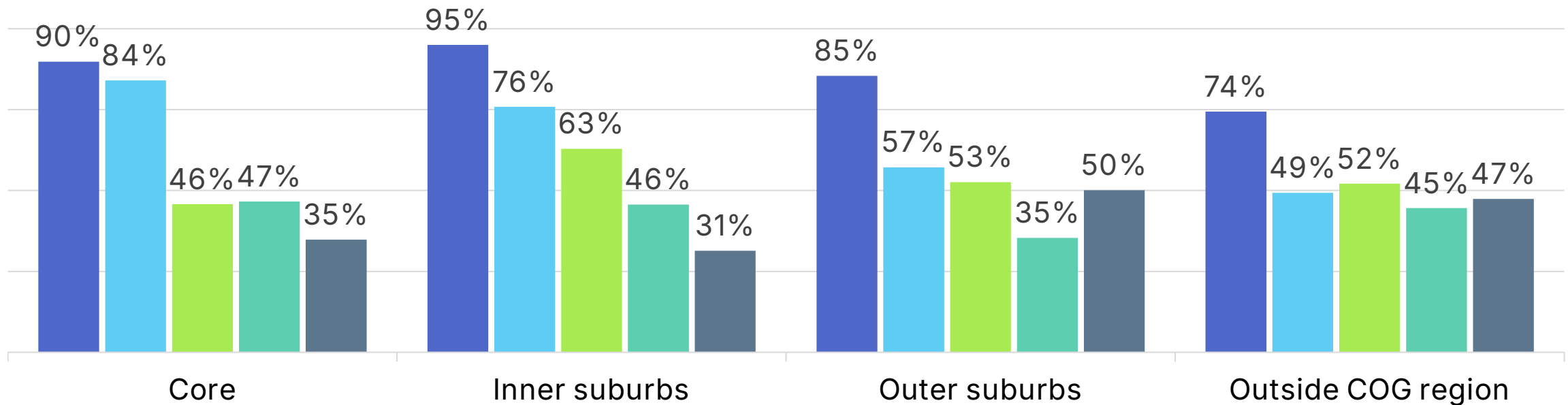
Which of the following services are you familiar with? Please select all that apply.



# Across all regions, most are familiar with Metrorail, but familiarity with other services varies.

Which of the following services are you familiar with? Please select all that apply.

■ Metrorail ■ Metrobus ■ County buses ■ MARC (Maryland Area Rail Commuter) ■ VRE (Virginia Railway Express)

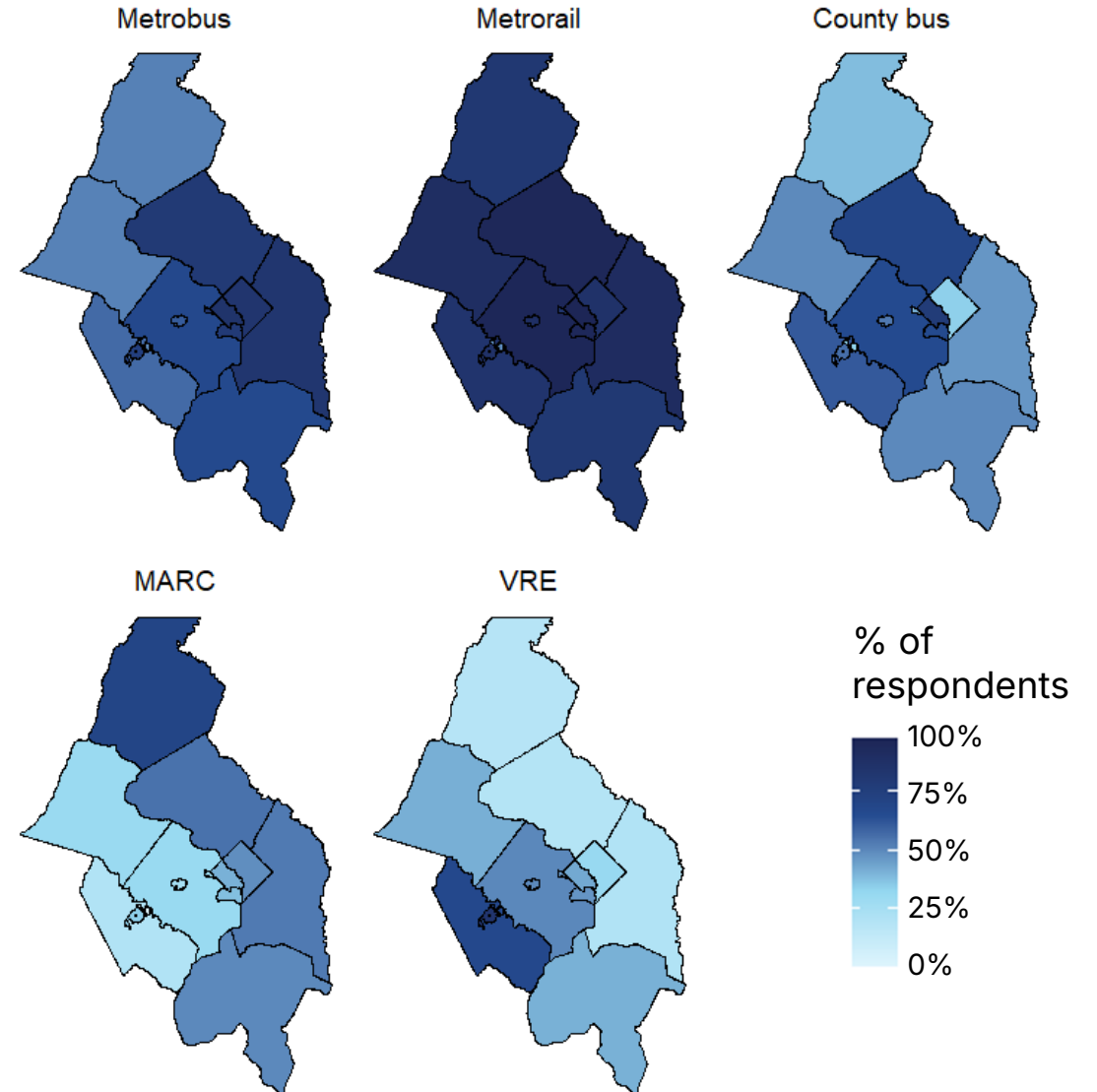


- Familiarity with Metrobus is highest in the core region and gradually declines among respondents who live further away.
- More respondents are familiar with county buses in the inner and outer suburbs than in the core region.
- More are familiar with VRE in the outer suburbs and beyond the COG region; familiarity with MARC is somewhat consistent

Metrobus is most familiar to those in and around D.C., while county bus services are more familiar to respondents in surrounding jurisdictions.

Familiarity with MARC and VRE aligns with state lines and service areas.

Respondents across the region are familiar with Metrorail.

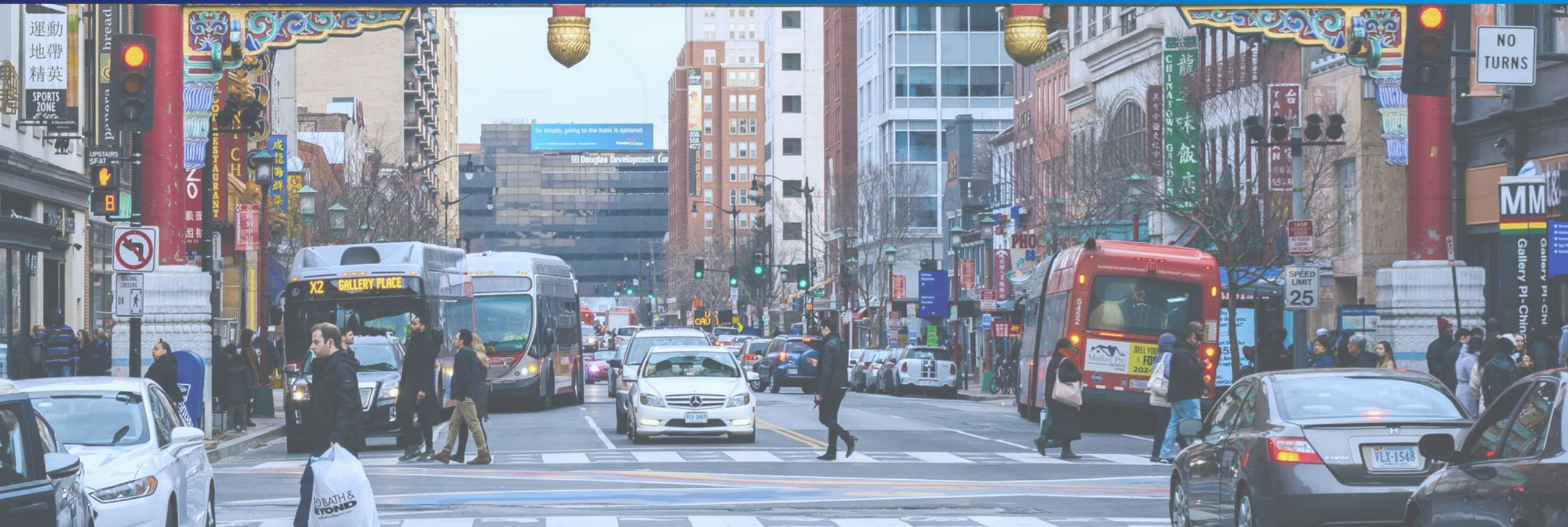


Percentage familiar with each transit service by jurisdiction.



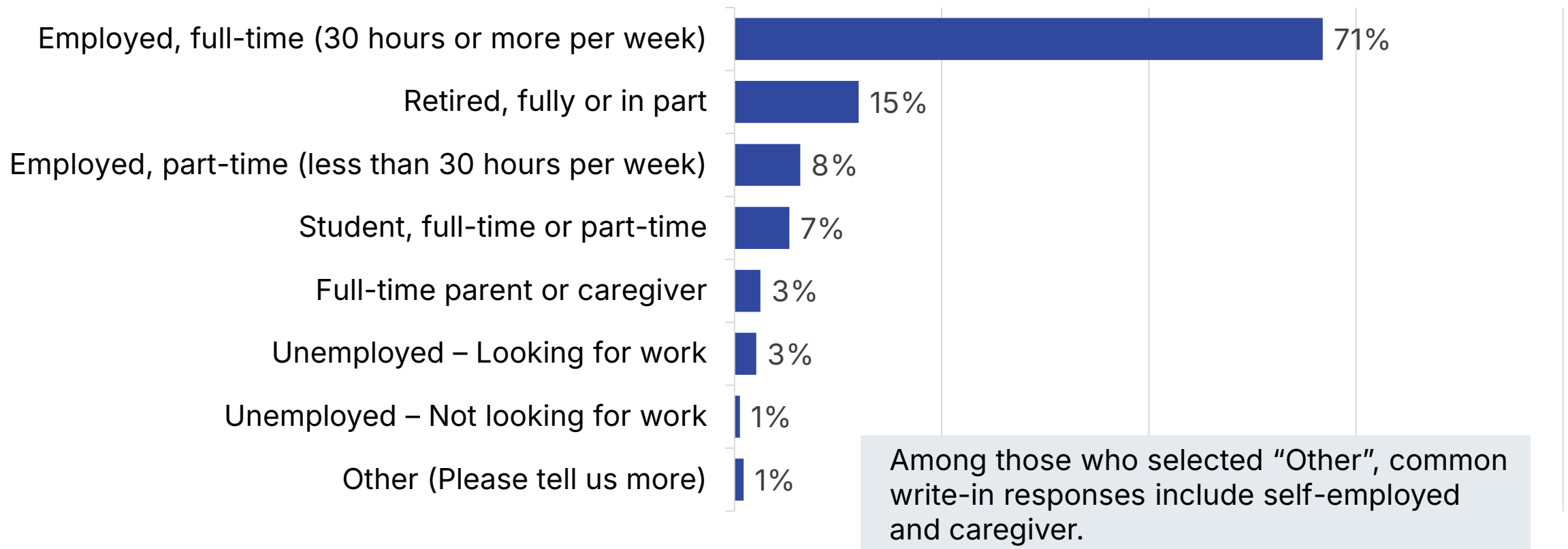


# DETAILED FINDINGS TRAVEL PATTERNS



# Most respondents (79%) are employed at least part-time. An additional 7% are students.

Which of the following best describes your current work/school status? Please select all that apply.



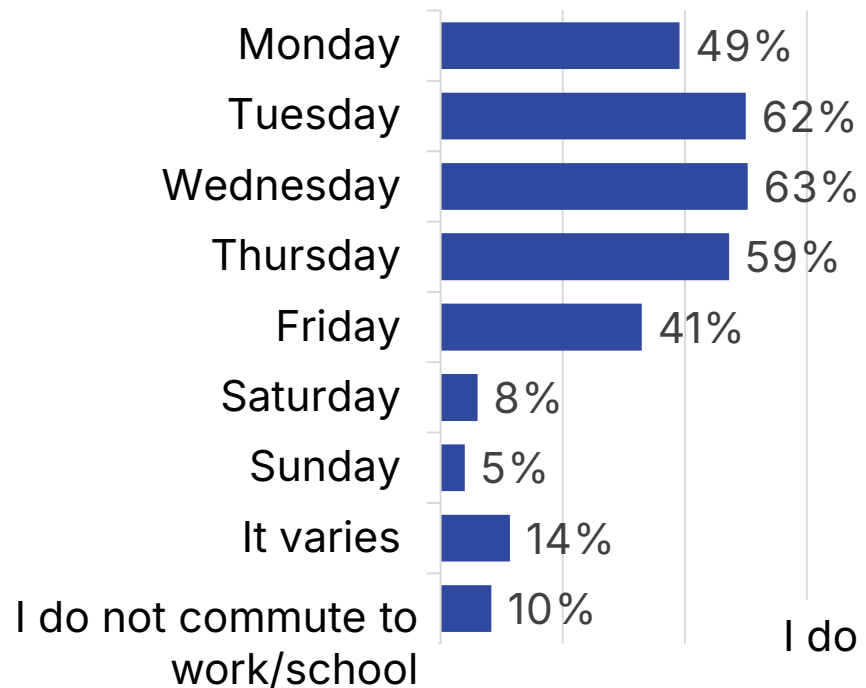
# Hybrid arrangements for work and school are common.

More respondents say they commute to work or school Tuesdays-Thursdays and

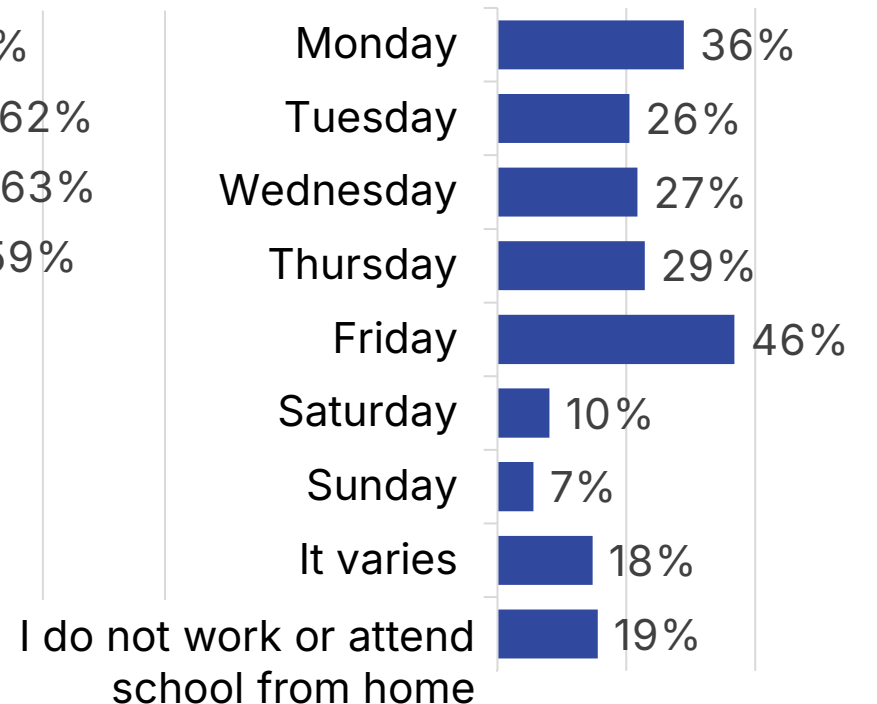
work or attend school remotely on Mondays and Fridays.

What days of the week do you typically...

... commute to work/school?



... work/attend school from home or another location?

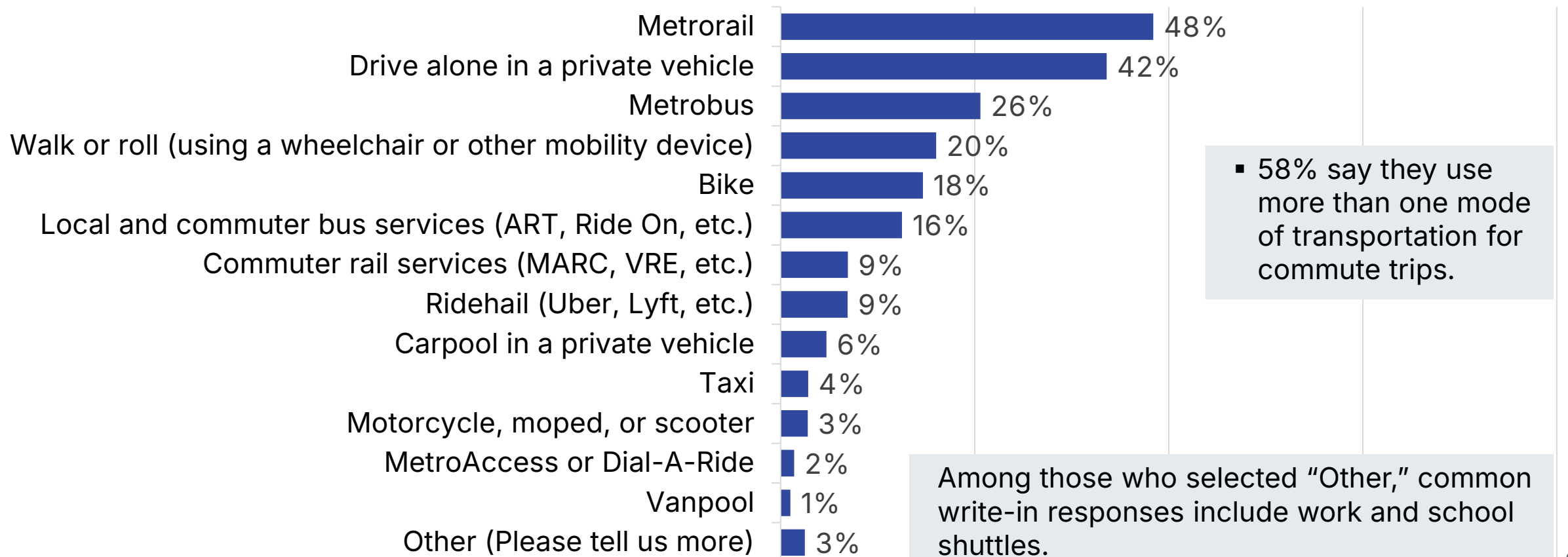


- Only 10% say they never commute to work/school.
- About 19% never work or attend school from home.
- Notably, 14-18% say their commute and remote work/school arrangements vary.

# When commuting, nearly half (48%) use Metrorail, while 42% drive alone in a private vehicle.

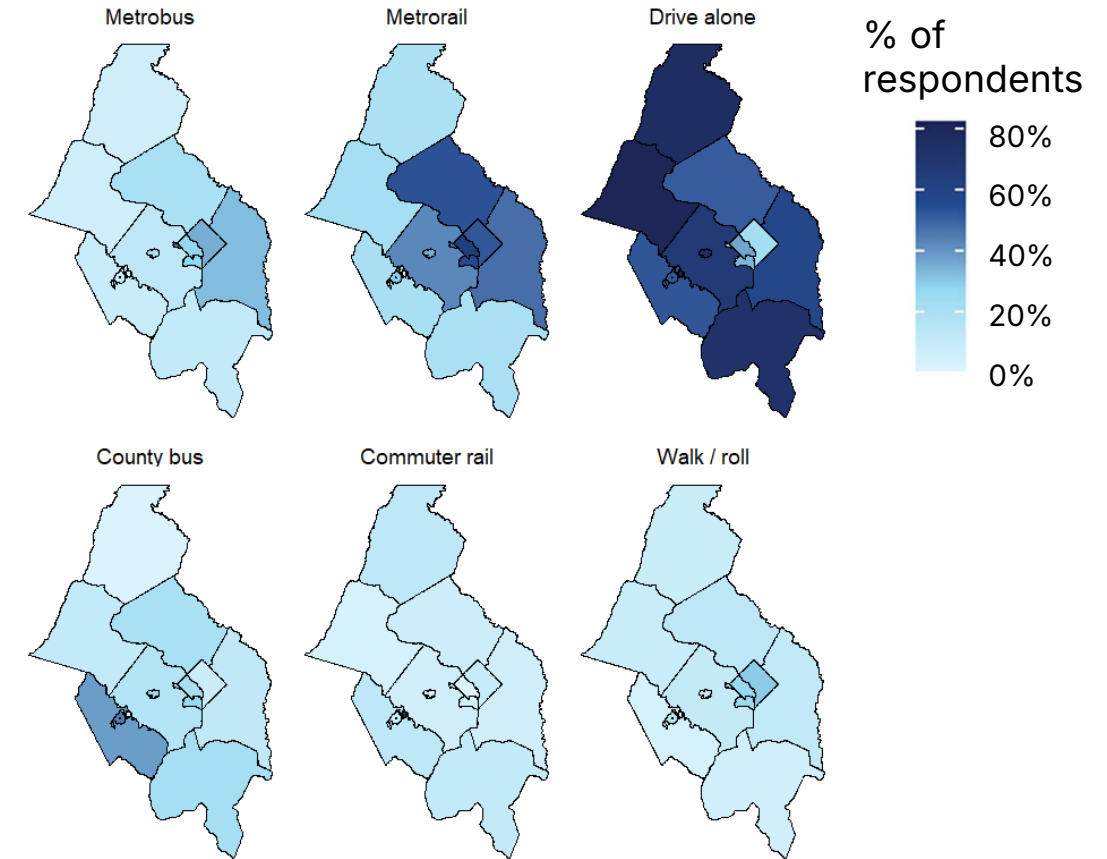
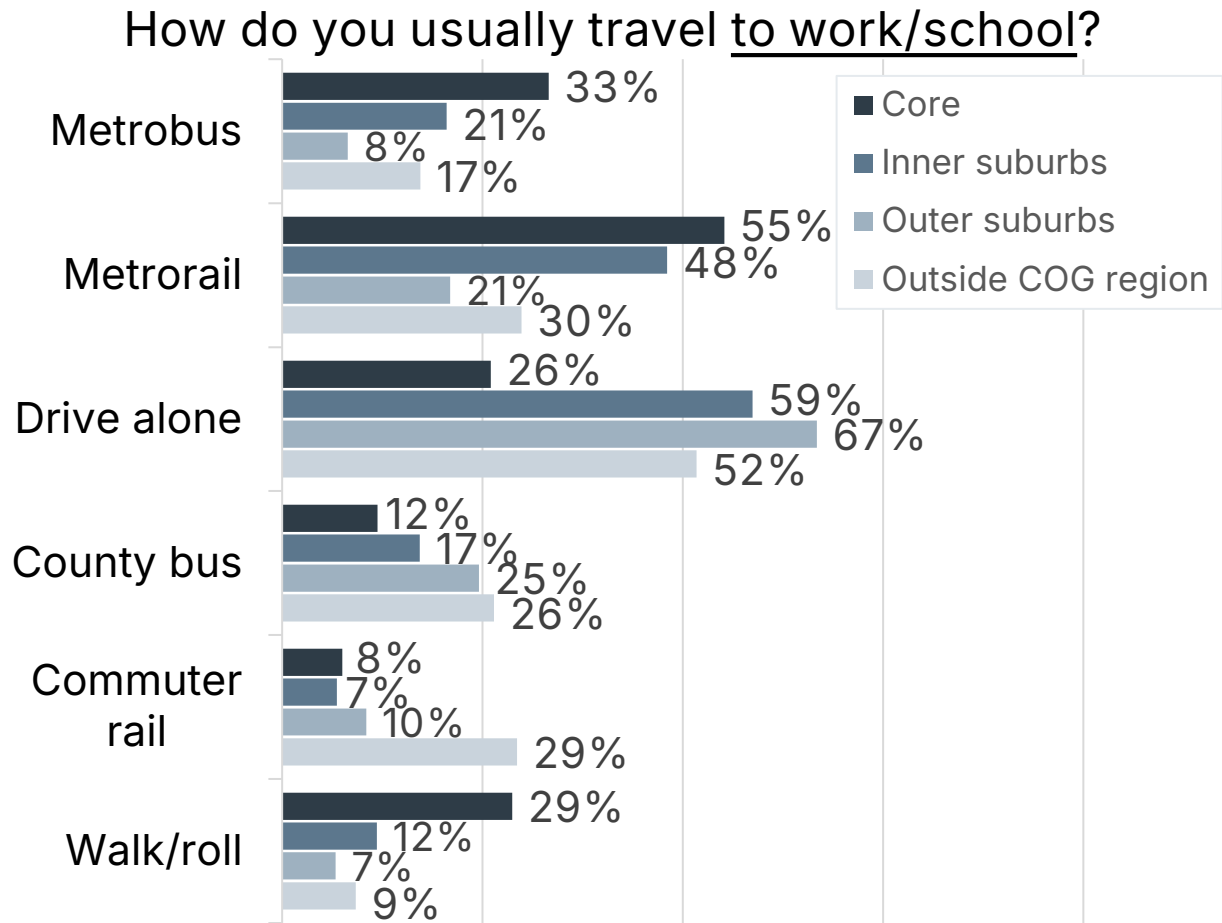
About a quarter (26%) also use Metrobus. Other transit services are used less often.

How do you usually travel to work/school? Please select all that apply.



# In the core and inner suburbs, more respondents commute using Metrobus and Metrorail.

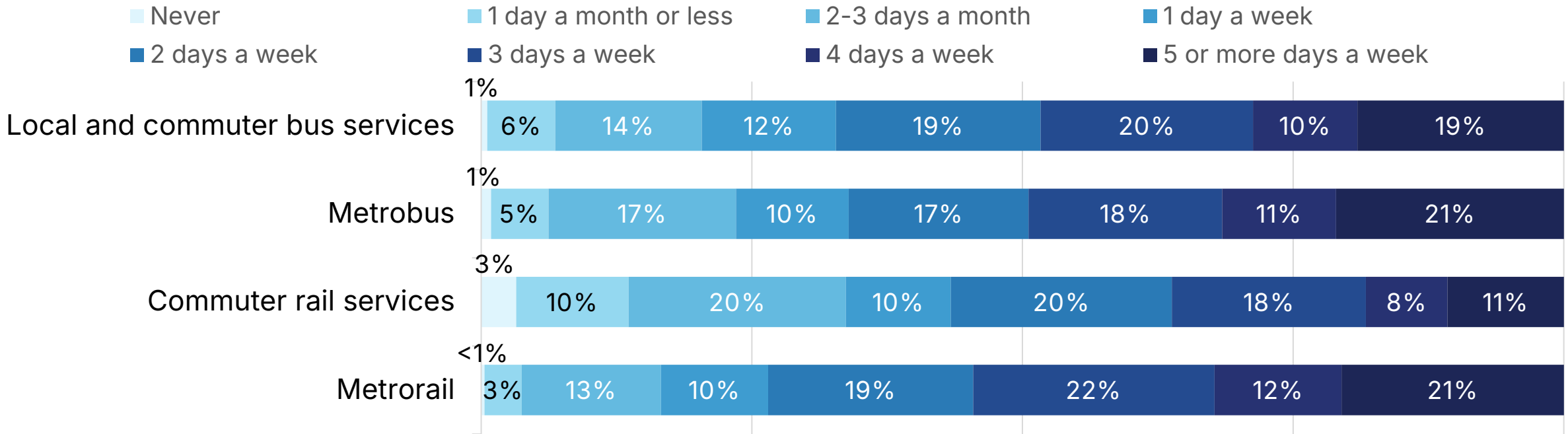
Outside the core region, more respondents commute by driving alone.



Percentage of respondents that commute to work/school using each travel mode by jurisdiction.

# For commute trips, Metrorail, Metrobus, and local and commuter bus services are used more frequently than commuter rail services.

How often do you typically use the following services when you commute to or from work/school?

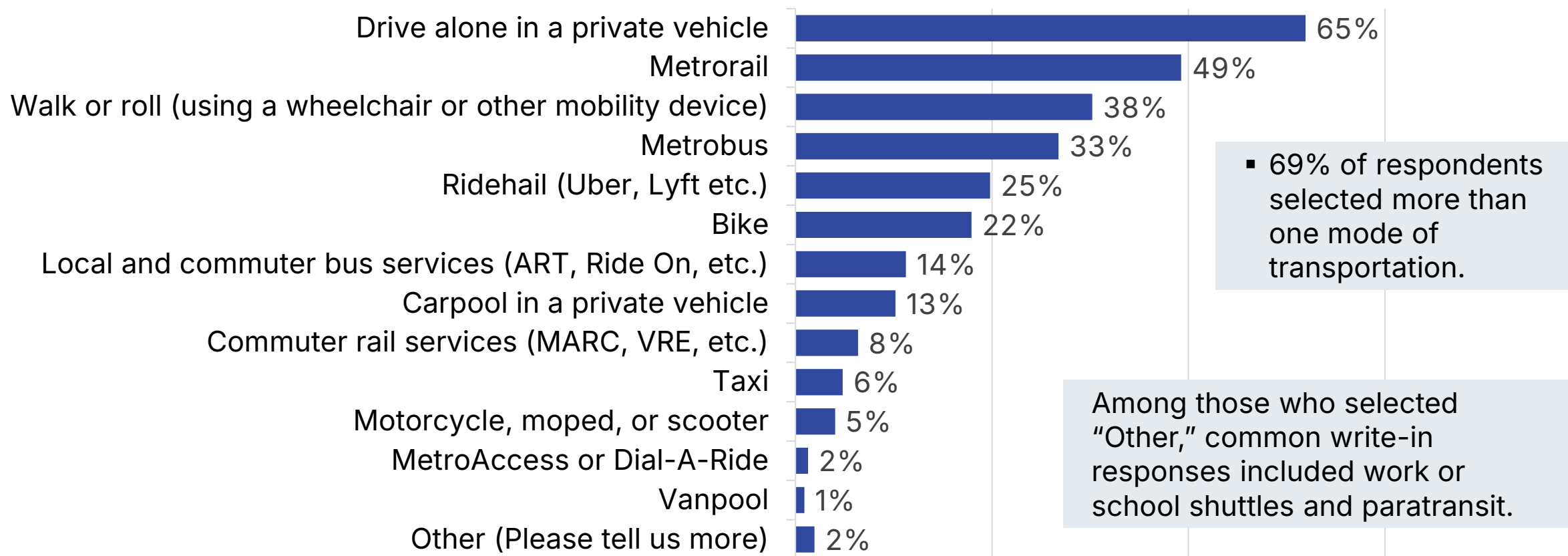


Each of the questions shown in the chart above were only shown to respondents who selected the given travel mode in the previous question, "How do you usually travel to work/school?".

# Driving is the most common mode (65%) for non-commute trips.

Followed by Metrorail (49%), walking/rolling (38%), and Metrobus (33%).

How do you usually travel for trips other than work/school? Please select all that apply.



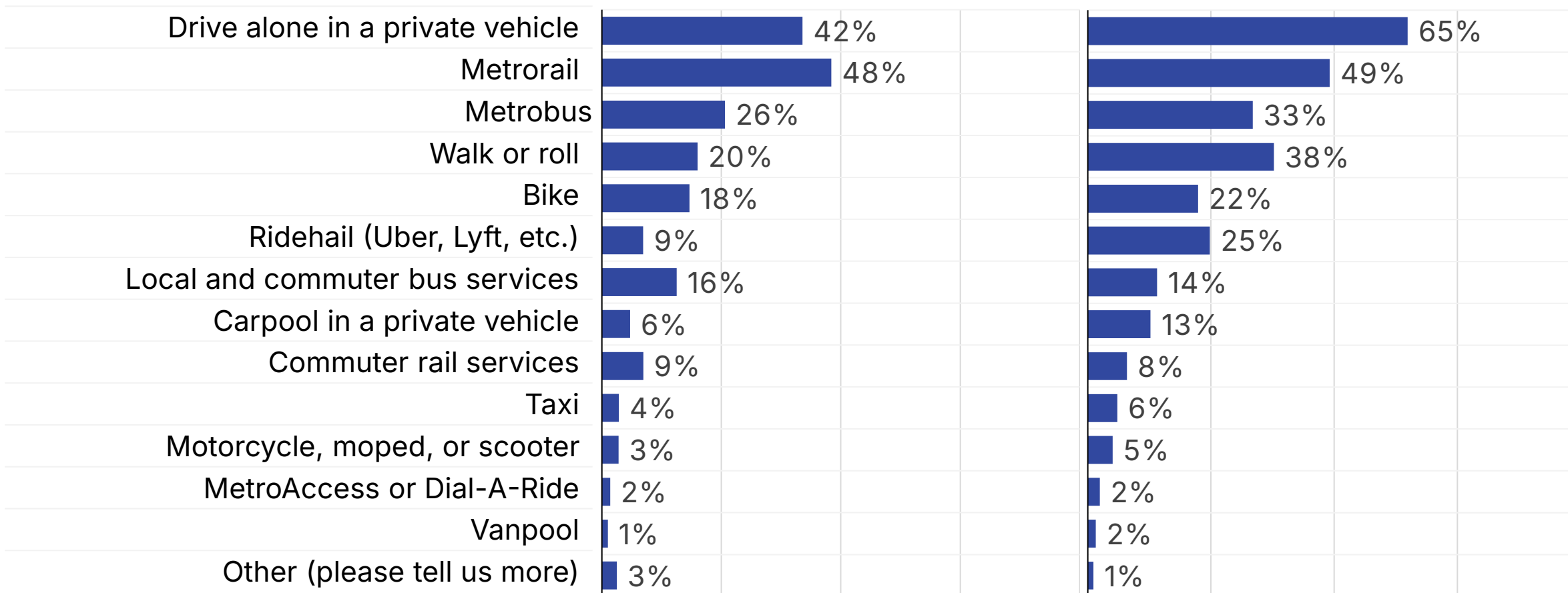
# More respondents say they drive, walk, carpool, or use a ride-hail service for non-commute trips than for commute trips.

Public transit services are used at similar rates for commute and non-commute trips.

How do you usually travel...

... to work/school?

... for trips other than work/school?

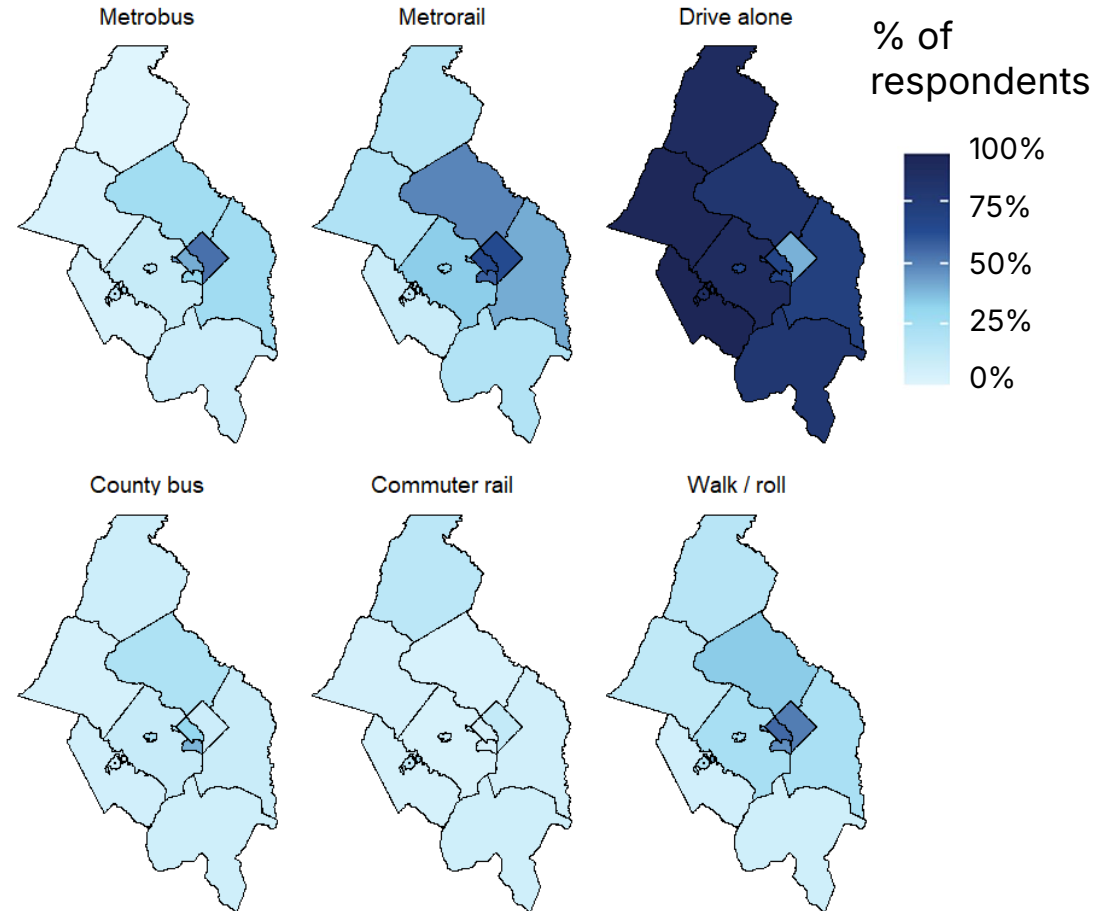
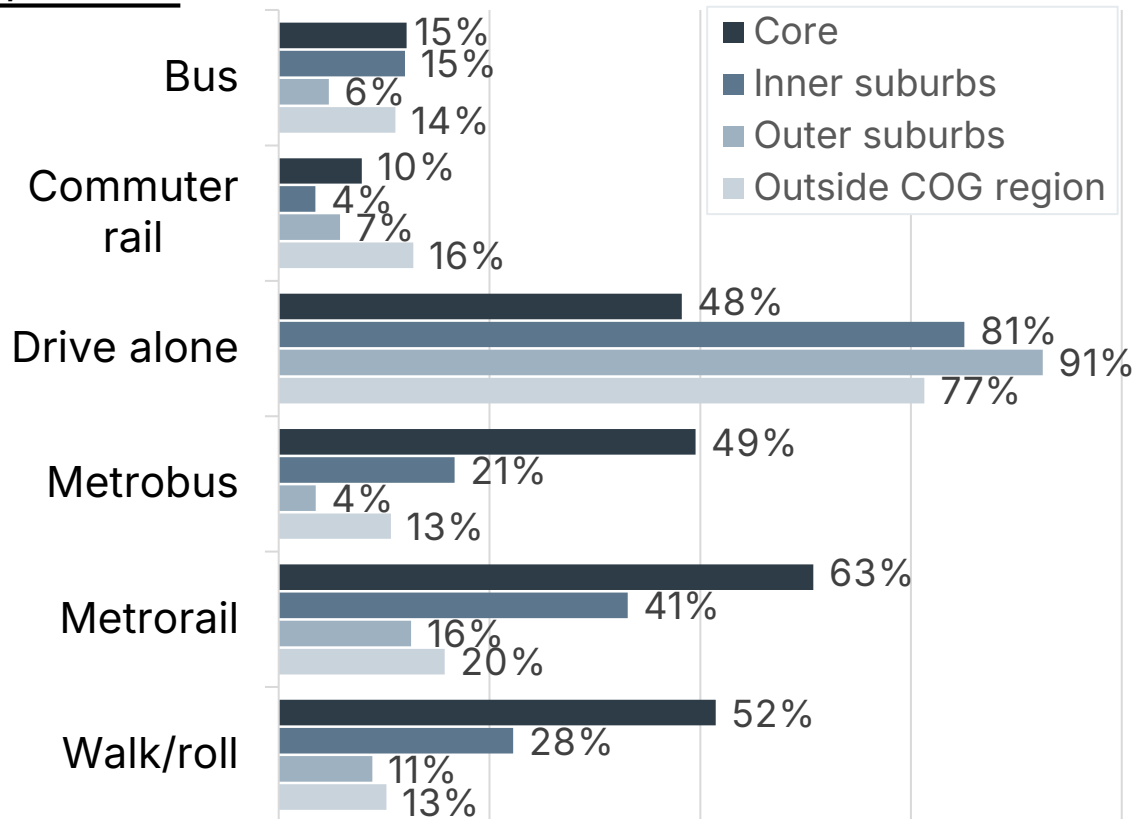




# Outside the core region, more respondents drive alone for non-commute trips.

In the core region, more than half walk/roll or use Metrorail for non-commute trips.

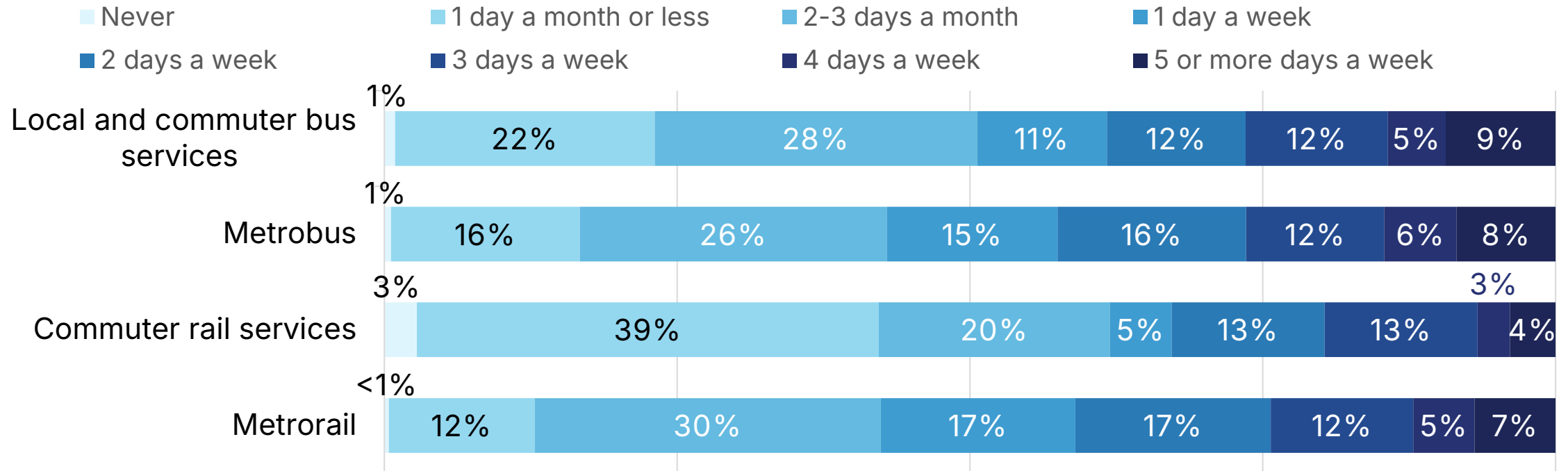
How do you usually travel for trips other than work/school?



Percentage of respondents that use each travel mode for non-commute trips by jurisdiction. 25

# For non-commute trips, Metrorail, Metrobus, and local and commuter bus services are used more frequently than commuter rail services.

How often do you typically use the following services for trips other than work/school, such as shopping, medical appointments, or to visit friends and family?



Each of the questions shown in the chart above were only shown to respondents who selected the given travel mode in the previous question, "How do you usually travel for trips other than work/school, such as shopping, medical appointments, or to visit friends and family?"

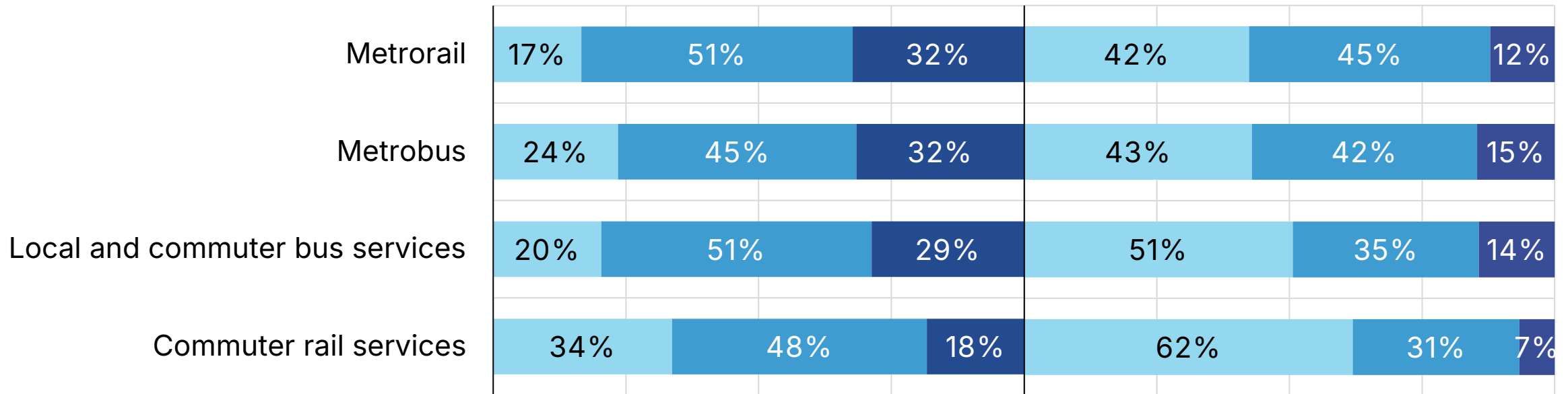
Transit services are used relatively similarly for both commute and non-commute trips, though non-commute trips have lower frequencies across the board.

How often do you typically use the following services...

... to commute to/from work/school?

... for trips other than work/school?

0-3 days a month    1-3 days a week    4 or more days a week





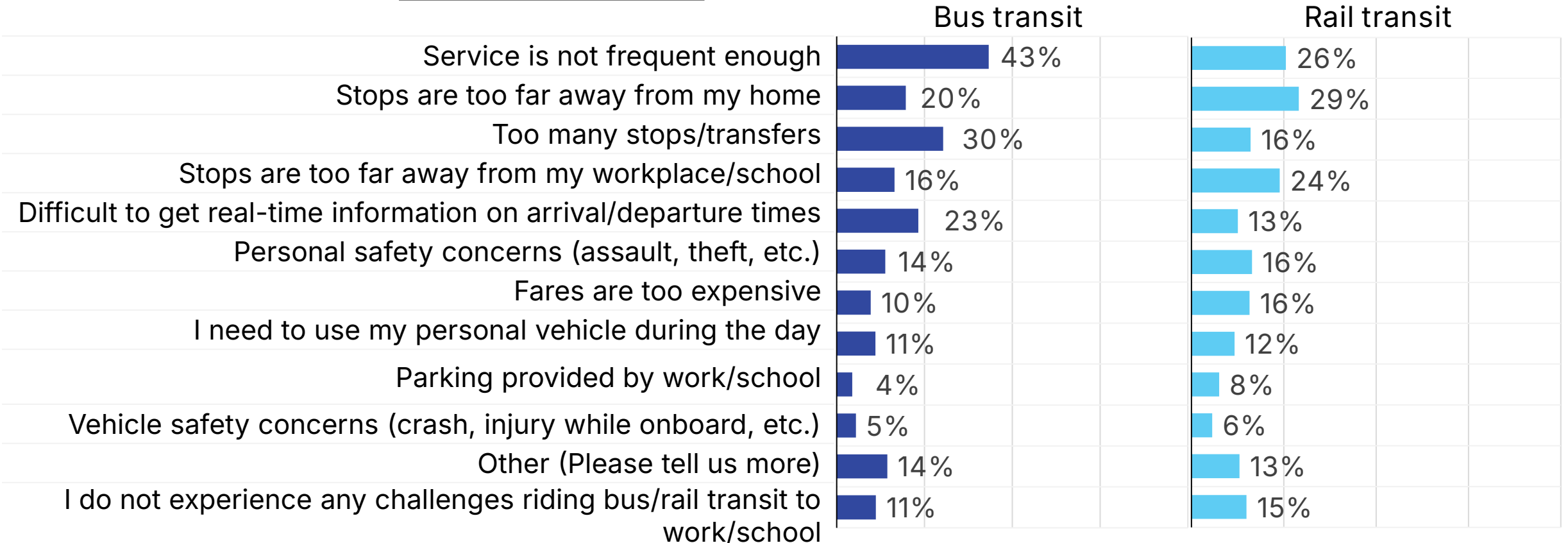
*DETAILED FINDINGS*  
*DIFFICULTIES*



# Commuters report challenges with service frequency and distance to/from stops on both bus and rail transit.

Service frequency, number of stops/transfers, and real-time info are more common issues with bus transit than with rail transit.

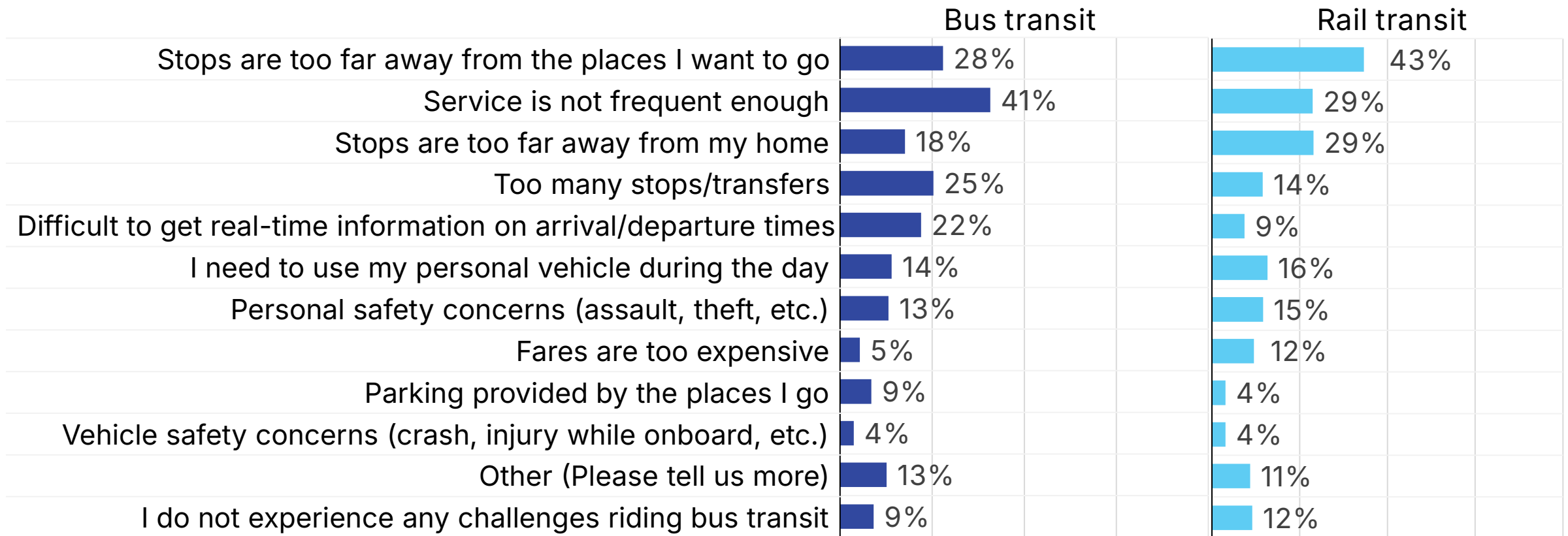
Challenges that make trips to work/school difficult when using:



# Service frequency and distance to/from stops are the most common difficulties for non-commute trips using both bus and rail transit.

Difficulties with service frequency and real-time info are reported more often with bus transit, while distance to/from stations is reported more often with rail transit.

Challenges that make non-commute trips difficult when using:



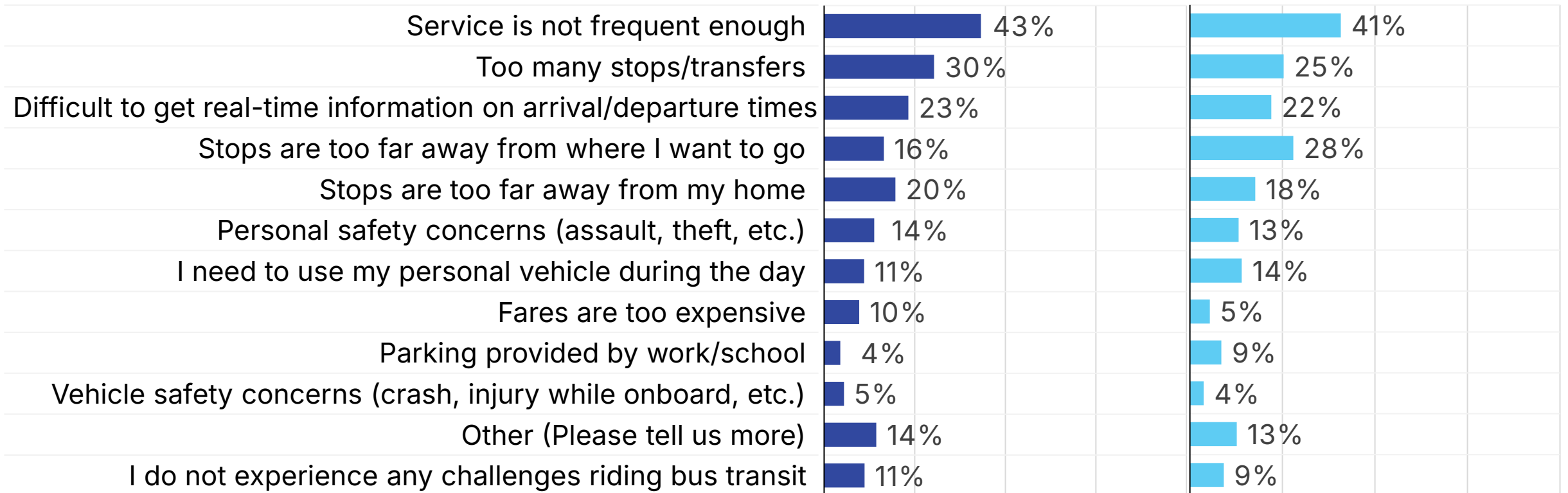
Service frequency, stops/transfers, distance to/from stops, and getting real-time info are top concerns when using bus transit for both commute and non-commute trips.

Distance from stops to destinations is more challenging for non-commute trips.

Challenges that make it difficult to ride bus transit...

... to work/school?

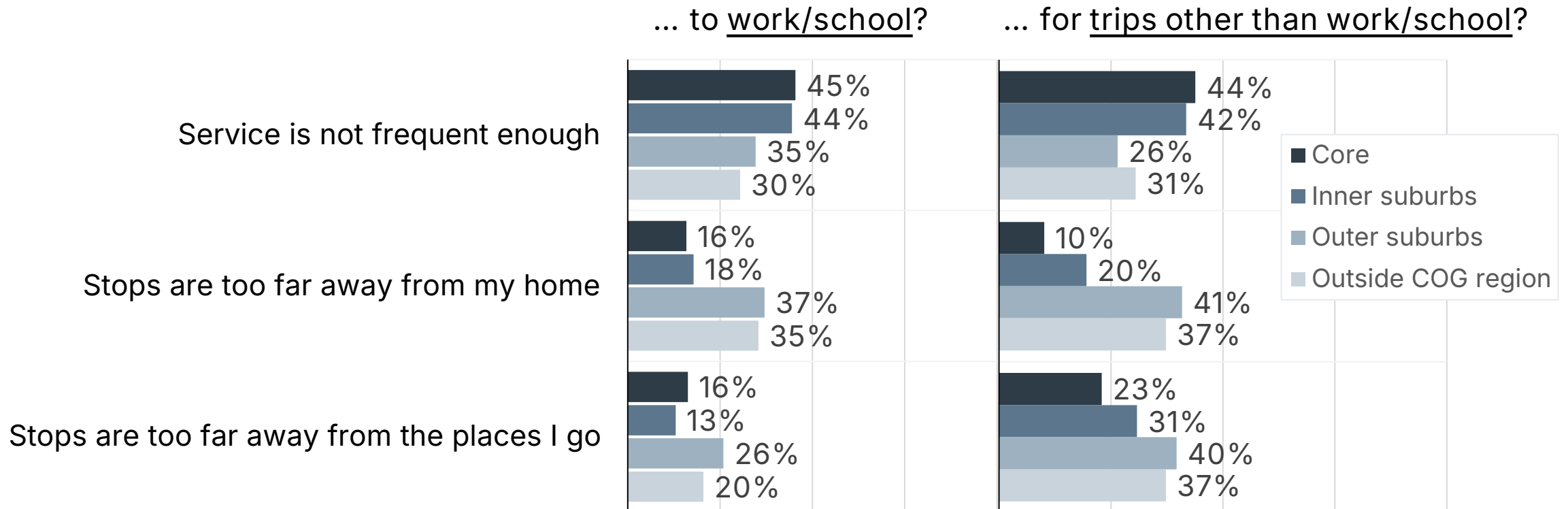
... for trips other than work/school?



# Challenges with bus transit vary by region.

Bus service frequency is more often a challenge for respondents from core and inner suburban regions, while respondents from outer suburbs more often report difficulty with the distances to and from stops.

Challenges that make it difficult to ride bus transit...



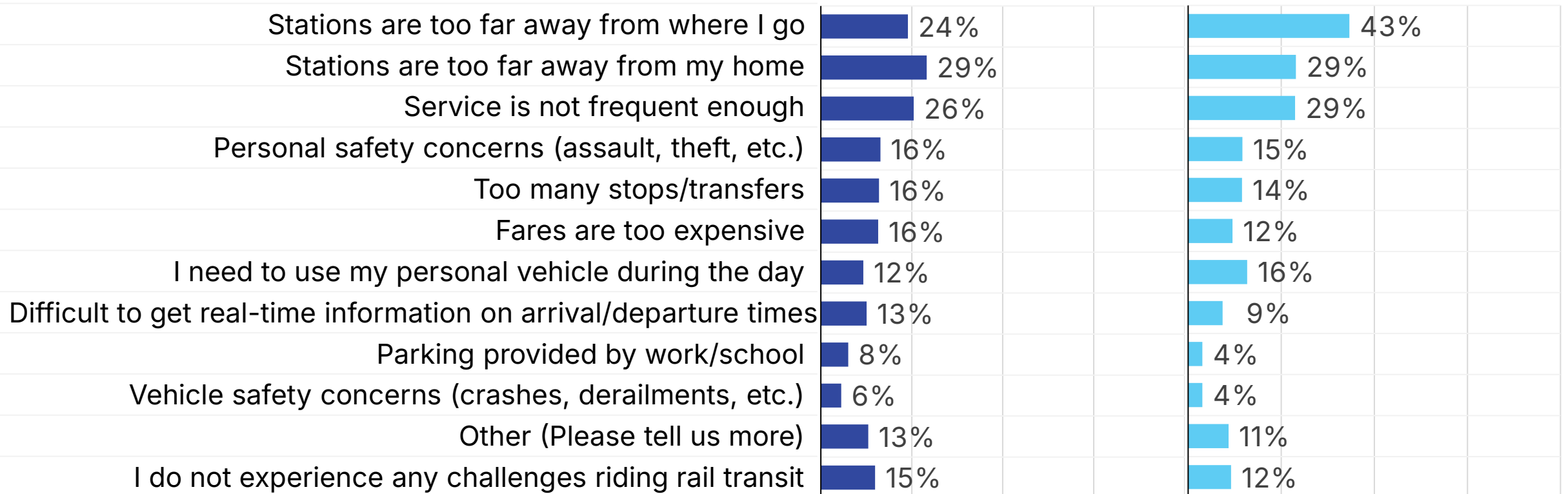


# Distance to/from stops and service frequency are top challenges when using rail transit.

Distance from stops to destinations is more often a challenge for non-commute trips.

Challenges that make it difficult to ride rail transit...

... to work/school? ... for trips other than work/school?

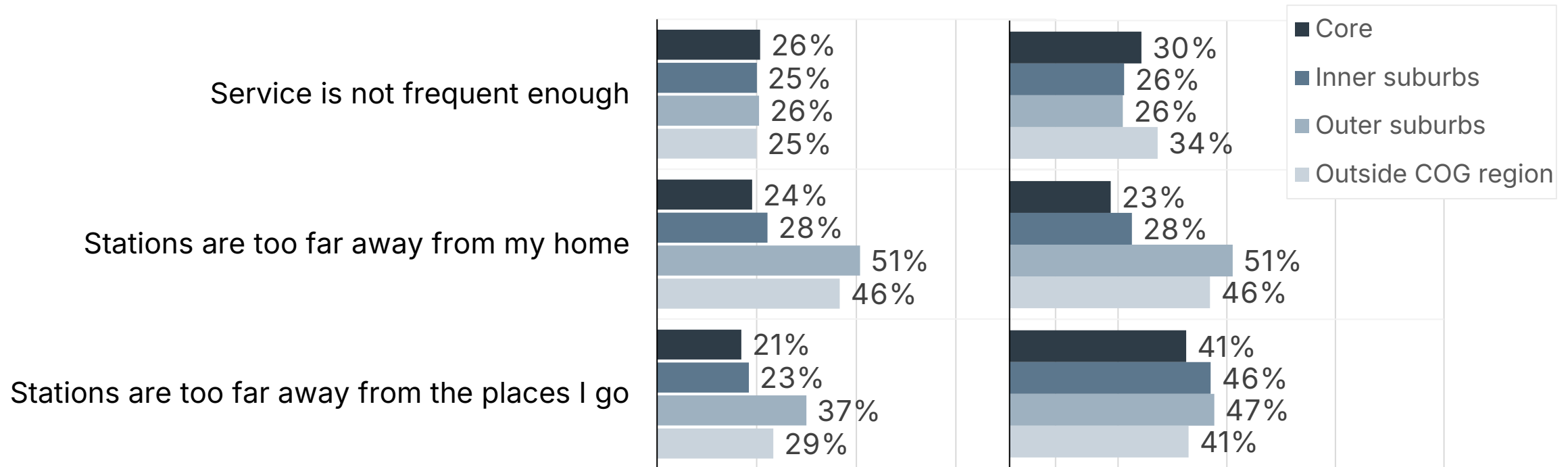


# For both commute and non-commute trips, distance from home is a more common challenge among rail transit users from outer areas than among those from core areas.

Challenges that make it difficult to ride rail transit...

... to work/school?

... for trips other than work/school?



*DETAILED FINDINGS*  
*SUPPORT FOR FUTURE INVESTMENTS*  
*AND IMPROVEMENTS*



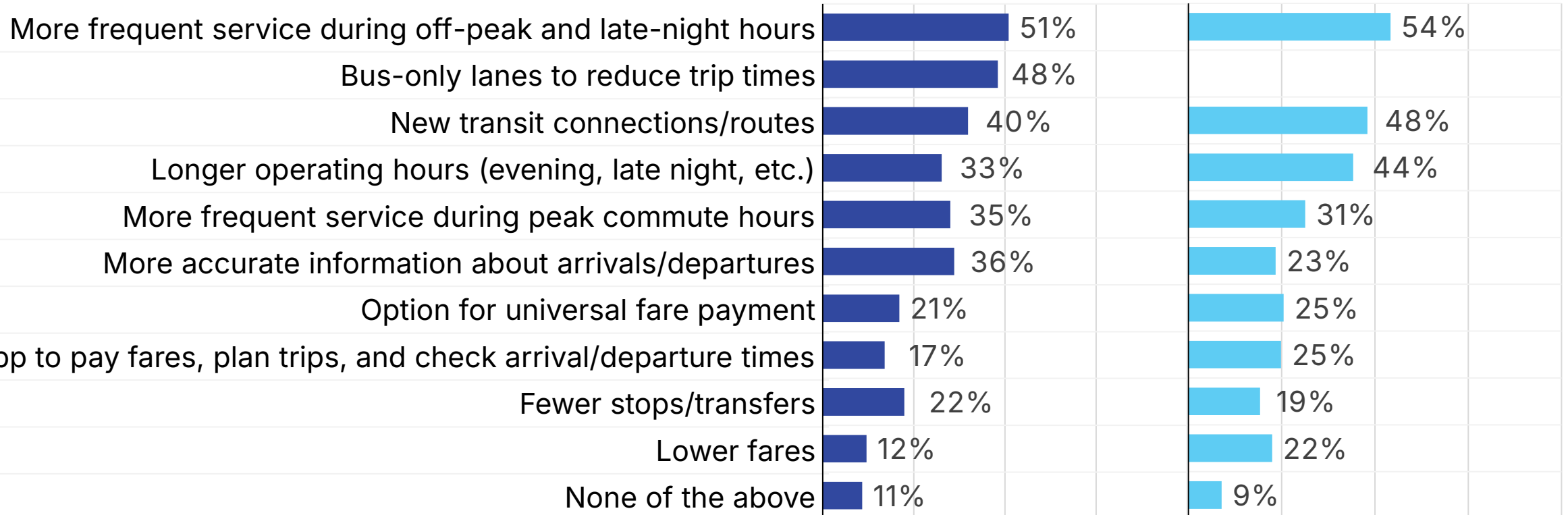
More frequent service (including off-peak and late-night), dedicated bus lanes, and new transit connections/routes are popular fare and service changes that would encourage ridership.

Many also request longer operating hours and more accurate arrival/departure information.

Service or fare changes that would encourage ridership on

Bus transit

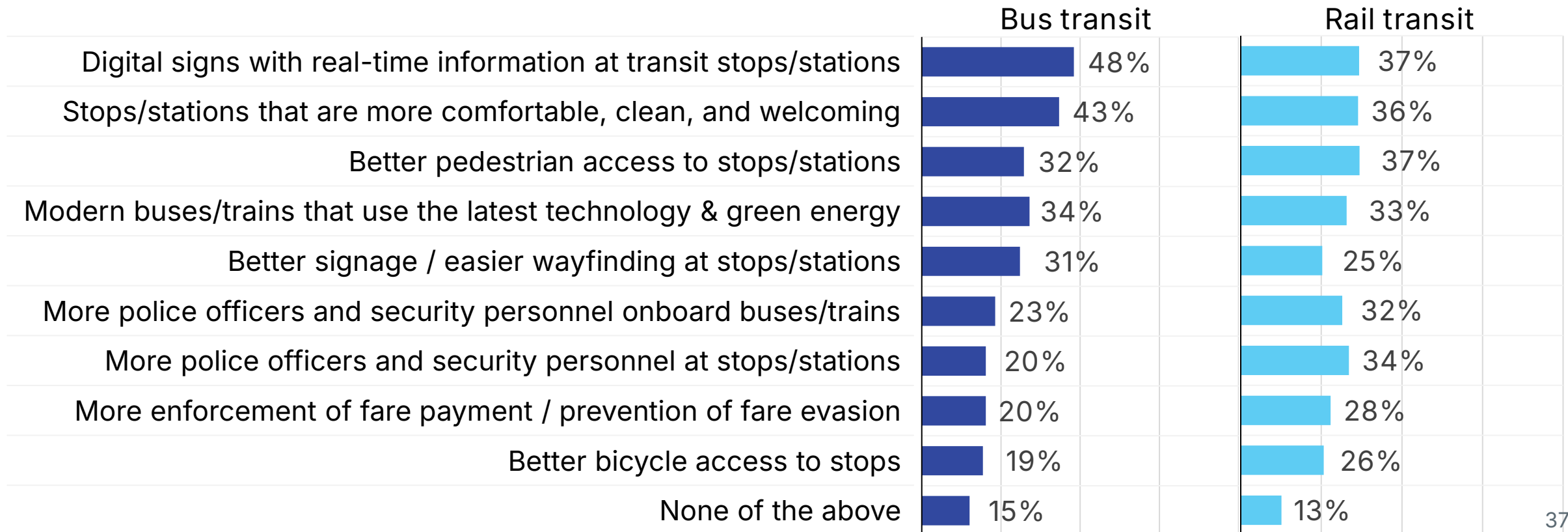
Rail transit



# Digital signs with real-time info, improved comfort and cleanliness, and better pedestrian access would encourage ridership.

Many also say more police officers and security personnel at stations and onboard would encourage ridership, especially on rail transit.

Changes at stops, stations, and onboard that would encourage ridership on:





## Increased coverage and other service improvements were top of mind when asked what would encourage transit use.

Top requests from open-ended feedback about what would encourage respondents to ride transit more often:

- Increase service coverage (25%)
- Faster or more direct service (17%)
- Increased frequency (15%)
- Personal safety and crime (12%)
- Increased off-peak, night, or weekend service (11%)
- Lower fares/free service (9%)
- Better amenities (bus shelters, Wi-Fi, plugs, seating, etc.) (9%)
- Increased reliability (8%)
- Improved information sharing, coordinated apps, etc. (8%)
- Improved first/last mile options (7%)
- Increased service coordination and connectivity (4%)

Other topics (1-3% of responses):

- Cleanliness
- Fare enforcement
- Ease of fare payment
- Station parking
- Accessibility
- Improved funding
- Transit-oriented development
- Rider behavior
- Environmental/climate efforts



# Increased service coverage is a top request, with respondents identifying needs that vary by area and region.

## Increased Coverage & Connectivity

Respondents from Maryland and Virginia especially want to see more coverage for local travel as well as additional options for trips into D.C.

"More options for customers in southern PG county & Charles county, MD."

"Has anyone given any thought to a bus route from Tysons corner to Bethesda?"

"More rail lines that allow me to travel in VA without going through DC. Metro... is not competitive with driving across most of N. VA. A future line along Columbia Pike or a 'ring line' (like the Purple line) in VA would be amazing."

"Bring more transit options to Caroline county."

"Metrorail further out the I-66 corridor... or VRE to Haymarket/Gainesville. Bus connections from Western Prince William Country to Vienna Metro."

"Focusing buses on rail stations prevents the use of transit for efficient local trips. Bus systems would be more useful for residents on bus routes if they were not dedicated to last-mile trips from rail."

## Specific Routes, Areas & Stops

Many D.C. respondents have more specific requests for routes or services in the District.

"More East/West buses. It takes forever to get across DC, more than to go North or South."

"I live in Adams Morgan and work in Georgetown--there isn't really a viable rail nor bus option..."

"I am sad the circulator from the Wharf to Eastern market is going away... Also need a direct line from navy yard to foggy bottom- by car takes 10 mins, by metro or bus takes 40 because there is no direct route."

*About 25% of open-ended responses discussed increasing or expanding routes or service coverage. Quotes shown here are a sample of what we heard.*



# Riders also want faster and more direct trips, increased frequency, more off-peak service, and safety improvements.

## Faster Trips and Increased Frequency

Respondents want to see more bus lanes and express service to improve trip times, as well as more service frequency, especially during off-peak and early/late hours.

"Increased service frequencies. Make it so I don't have to check to see when the next bus or train is. I can just go to the stop and one will come within a reasonable time"

"I'll ride transit when it's quicker than other options. BRT or streetcar extensions should be a priority."

"Better integrated service, more frequency, timed transfers where service is less frequent. Better bike network connections to transit stops."

"Longer hours of operation on both ends especially from DCA and IAD for early departures and late arrivals"

"It often takes just as long and is a little bit more expensive for me to metro to work as it does to drive. If I'm not saving time or money, I don't have much incentive to take metro vs. driving."

"Earlier opening, especially on weekends. Better timed connections or more frequent service."

## Personal Safety Improvements

Some say safety concerns discourage transit use. Opinions on policing are mixed.

"It would be nice if there was an emergency button or easy way to report incidents onboard metro cars and buses"

"Better lighting at the stations"

"Better safety and security on trains and buses and at Metro stations and stops."

"Need more visible police presence at stations and on metrorail and metrobus"

"I'd like fewer police officers at every point of my interaction with the metro system"

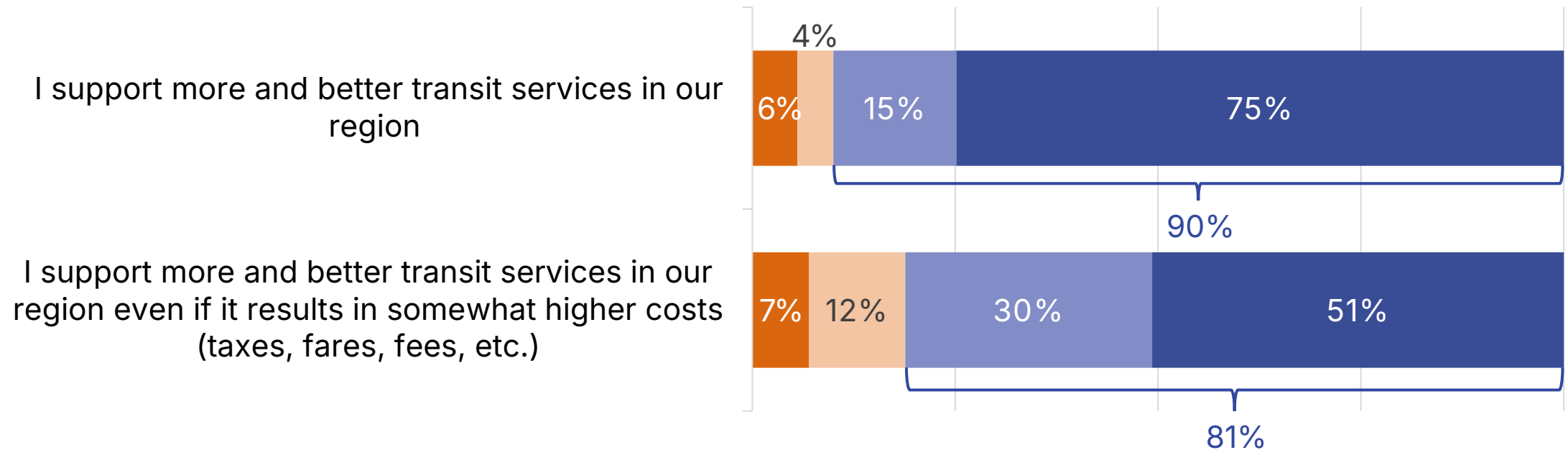
*Quotes shown are a sample of what we heard from the open-ended responses regarding faster or more direct service (17%), increased frequency (15%), increased safety (12%), or increasing off-peak, night or weekend service (11%).*



# Most respondents support more and better transit in the region, even if it results in higher costs.

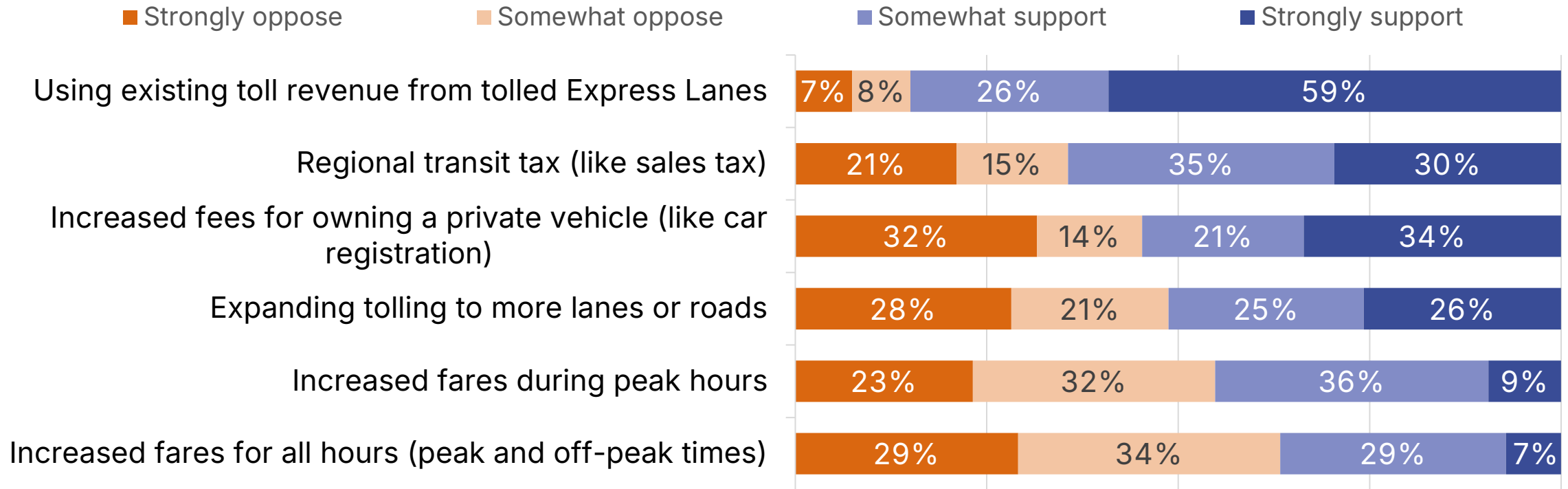
To what extent do you agree or disagree with the following statements?

Strongly disagree   Somewhat disagree   Somewhat agree   Strongly agree



# Support for investment options varies, with many preferring tolling, taxes, or vehicle fees over increased fares.

Which of these investments do you support?

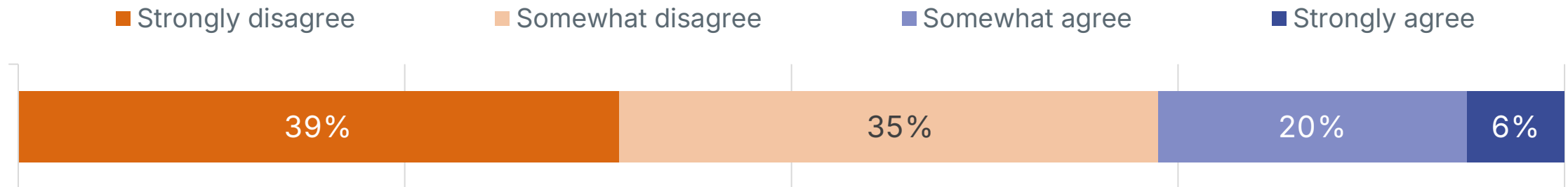


Note: for simplicity, the above chart does not include respondents who selected "Don't know"

# Most respondents (74%) do not consider the transit service provider when deciding whether to ride public transit.

To what extent do you agree or disagree with this statement?

When deciding whether to ride public transit, I consider who the transit service provider is – I will choose to ride one service (such as Metrobus) but not another (such as Circulator bus) based on the provider.





# Respondents who do choose a particular service provider say reliability, safety, and familiarity are top reasons why.

## Reliability

Perceived reliability is a key consideration when choosing transit services. Some view WMATA services and rail options as more reliable.

"Frequency/reliability of service: will the bus be there when I need it?"

"I prefer riding WMATA services because in my experience they are more reliable than jurisdiction-based services."

"Metrorail is far more reliable and convenient than Metrobus for where I want to go and when."

## Safety

Some riders also say they choose services based on their perception of safety onboard.

"The busses are often not a good mode of transport as there is no room and often people behaving unruly without repercussions. The Metro has more room and more safety precautions."

"Personal safety ---- certain agencies value law enforcement more than others and I know I am more likely to be heard by a police officer on various vehicles rather than others."

## Familiarity

Several riders say they simply prefer to ride the service they know best.

"I am familiar with Metrobus and know I will be able to pay using my Smartrip card; I don't have experience with other bus routes."

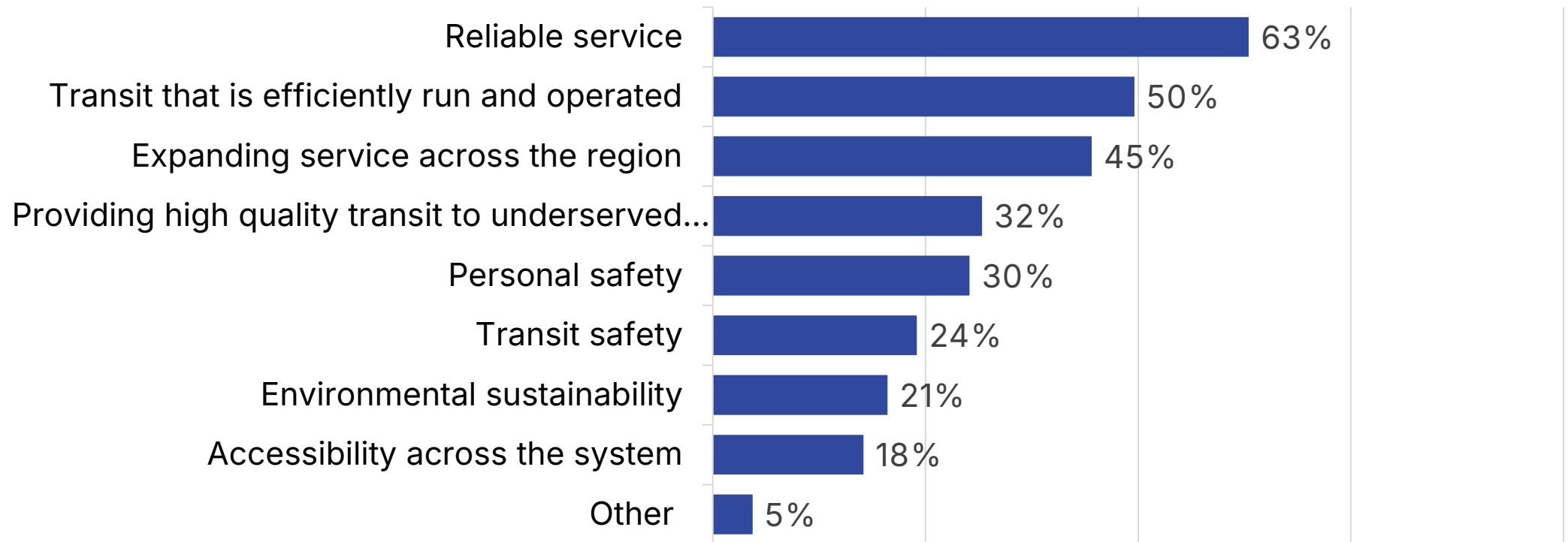
"Reliability and getting used to how they run is a learning curve."

Some riders also say ease of use, convenient transfers, ease of payment, location, frequency, better wayfinding, and lower cost (or free transit) are reasons why they choose a transit service provider.

*Quotes shown are a sample of open-ended responses to the question, "Why is the transit service provider important to you when deciding whether you will ride public transit?"*

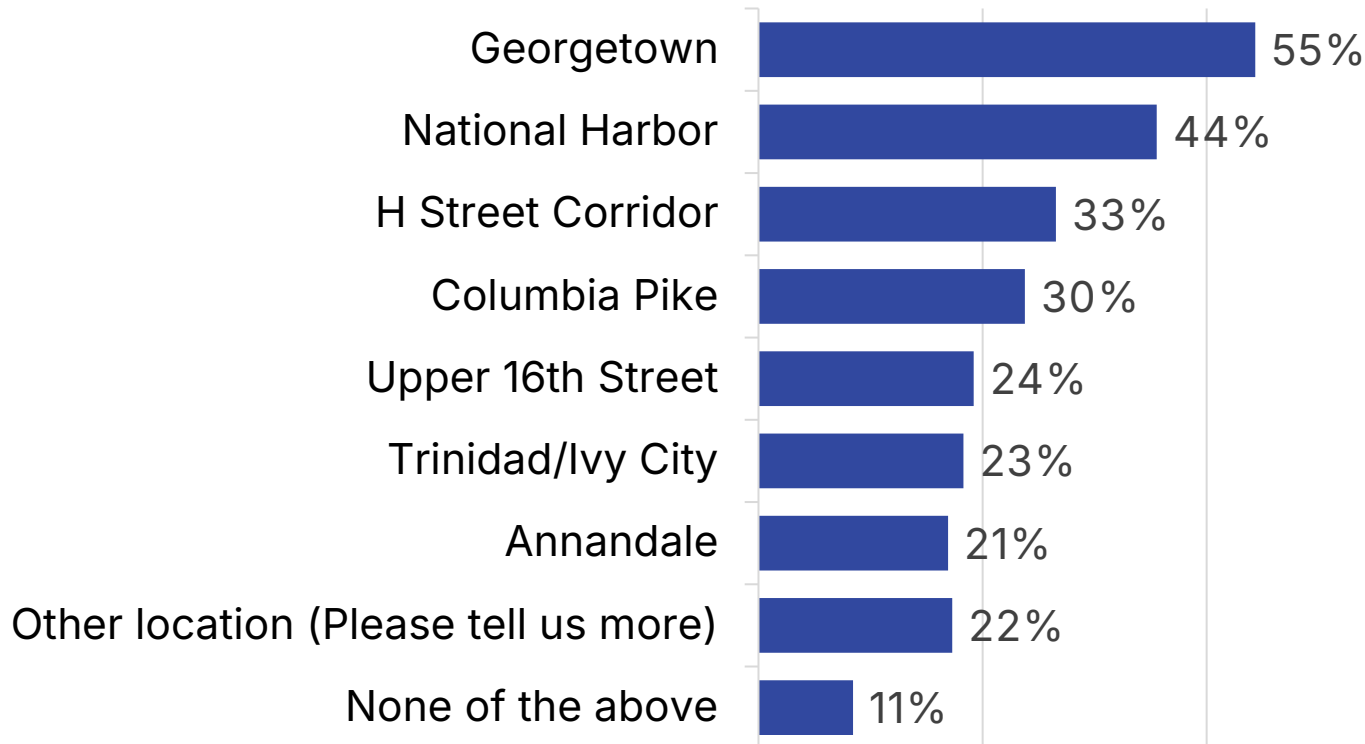
# Top future funding priorities are reliable service, efficiently run and operated transit, and expanded service across the region.

Which of the following should leaders prioritize when planning for and funding transit services in our region? Please select your top (3) priorities.



# Many (55%) would like Georgetown to be served by Metrorail. National Harbor, H Street Corridor, and Columbia Pike are the next most preferred destinations.

Which of the following destinations, if any, would you like to be served by Metrorail? Please select all that apply.



### Top\* Other Responses:

- Woodbridge, VA
- Manassas, VA
- Centreville, VA
- Frederick, MD
- Prince William County, VA
- Germantown, MD
- BWI Airport, MD
- Waldorf, MD
- Beltway/Loop
- Adams Morgan, DC
- Gaithersburg, MD
- Leesburg, VA
- Shirlington, VA
- Chantilly, VA
- Annapolis, MD
- Logan Circle, DC

\*Top 5% of over 350 suggested locations



## Expanding service, faster trips, and improving first and last mile connections are top of mind in other feedback shared.

### Expanded and faster service

Many concerns raised here overlap with what respondents said would encourage ridership.

"Service needs to be more time-competitive, or cheaper, or preferably both, than driving."

"Loop connection between radial metro lines across county to allow use without having to travel to metro center for transfers."

"I commute, but also use the rail to visit DC hot spots for restaurants and bars. It would be nice to have more rail lines and stations in popular areas (14th st, Adams Morgan, Georgetown)."

"More bus lanes! Put them everywhere! They're relatively cheap and provide the biggest service boost... buses shouldn't get stuck in traffic."

### First and last mile improvements

Many emphasized the need for pedestrian and bike infrastructure at and around transit stops.

"I bike when I can, so a safe, consistent bike network to Metro stations would improve transportation in the region."

"The intersection closest to the Takoma metro station is very dangerous for pedestrians."

"Last mile travel is important, especially in less dense areas- regional DOTs should prioritize safe protected bike lanes for transit connections."

"I need to be able to travel safely with my physically disabled spouse and my young child. Too much walking or transfers is a huge deterrent to public transit."

### Frequency, reliability, and fares

Respondents also used this space to say more about these topics and share about their trips.

"I like the digitalization (online fare card replenishment, next bus timetable etc). To make more financially viable I would skew incentives for people to get OUT of cars NOT make existing transit users pay more."

"Bus routes should run at same time intervals. It is confusing to know if a bus is running every 15 min or 30 min when planning or taking a trip."

"Local providers like Ride-on need to add frequency and speed for buses that connect to metro rail station. If you build it (provide the frequent service), your riders will come!"

"I am ok with increased metro fares if the ride is reliable and safe"

*DETAILED FINDINGS*

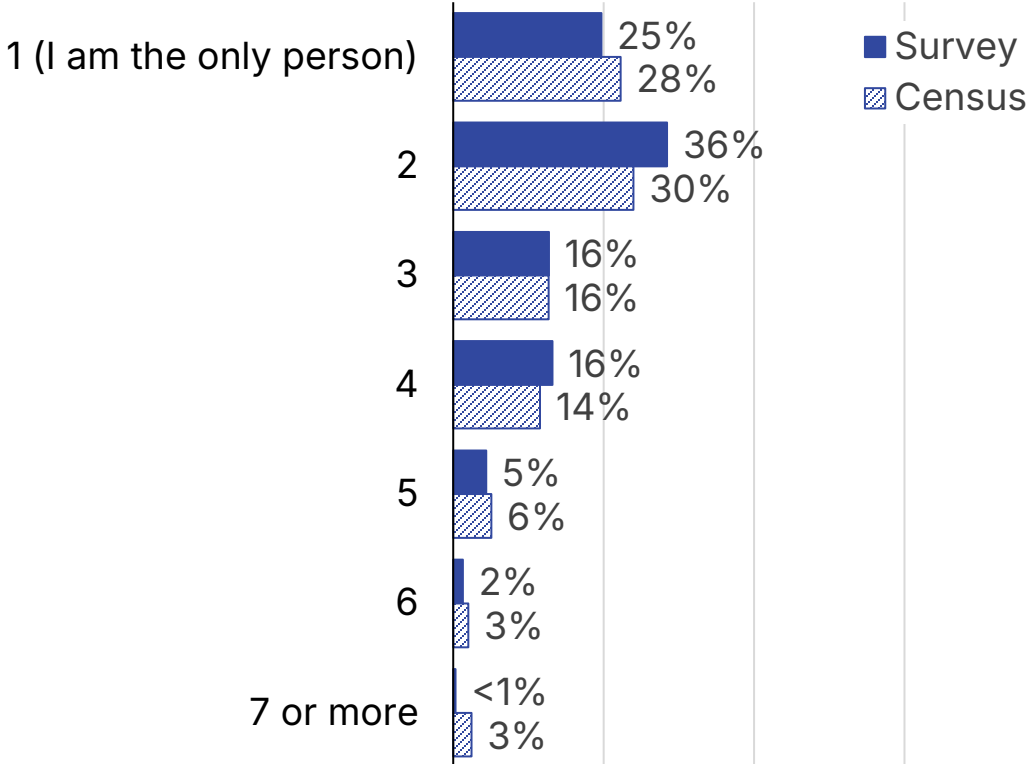
# *DEMOGRAPHIC AND BACKGROUND CHARACTERISTICS*



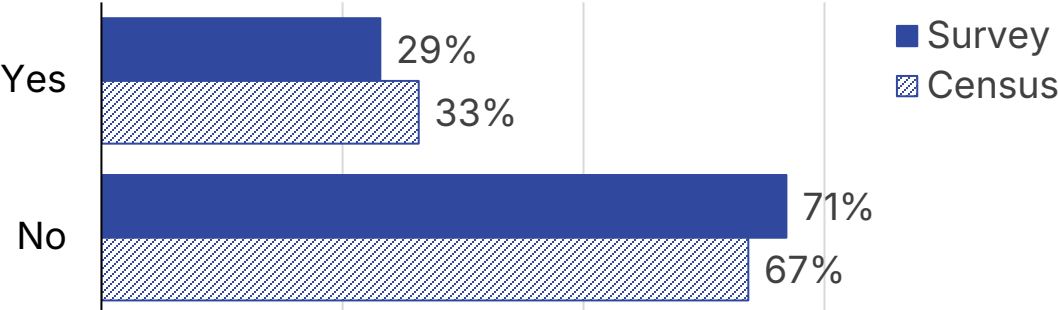


# Household composition and vehicle access

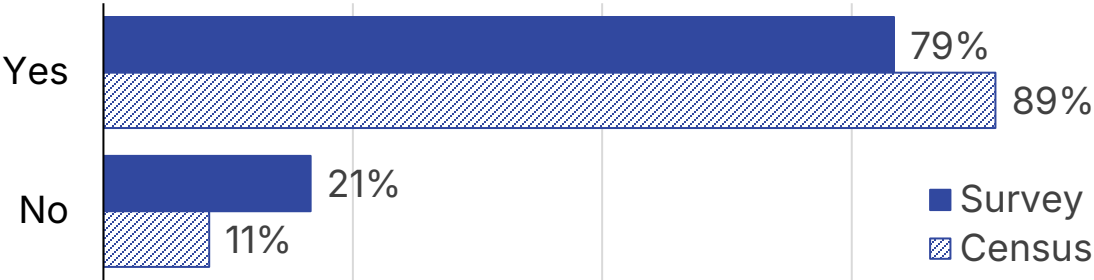
How many people (including yourself) currently live in your household?



Do any people under the age of 18 live in your household?

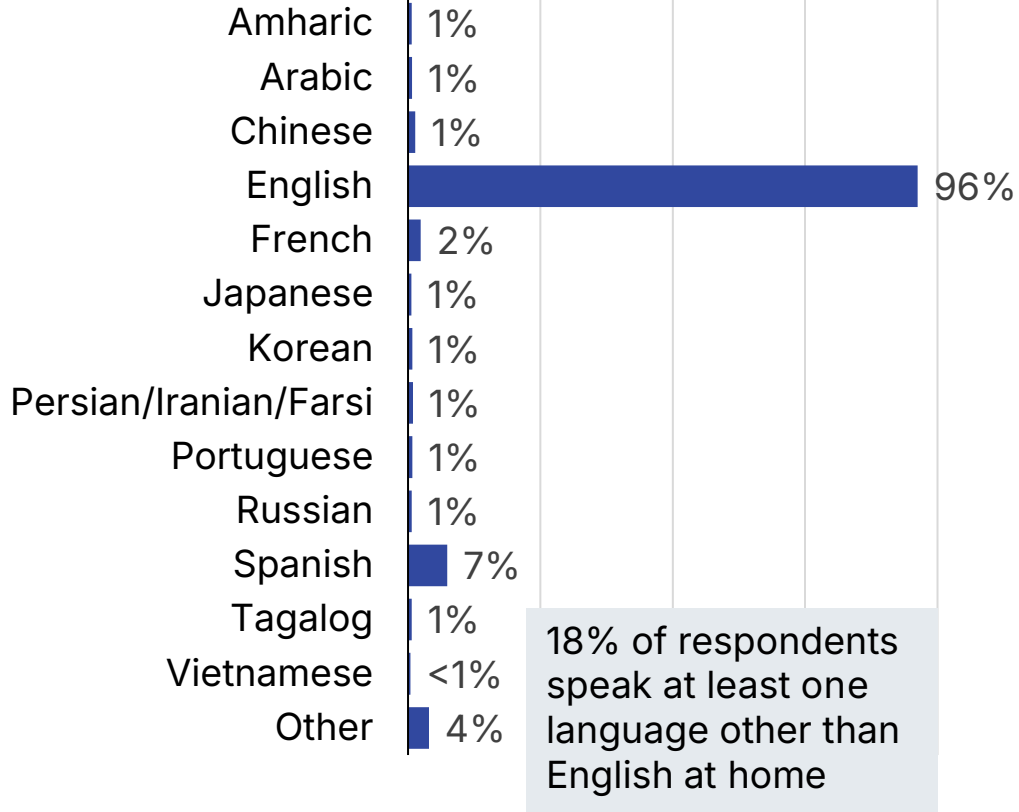


Does your household have a personal vehicle available for your use?

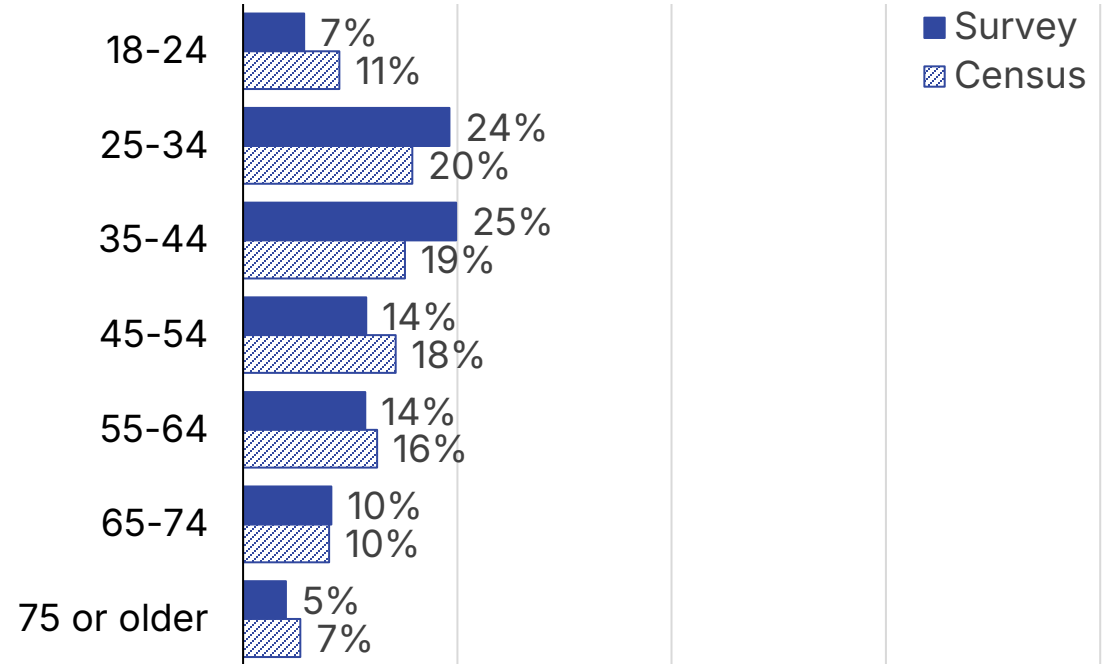


# Language, age, and gender

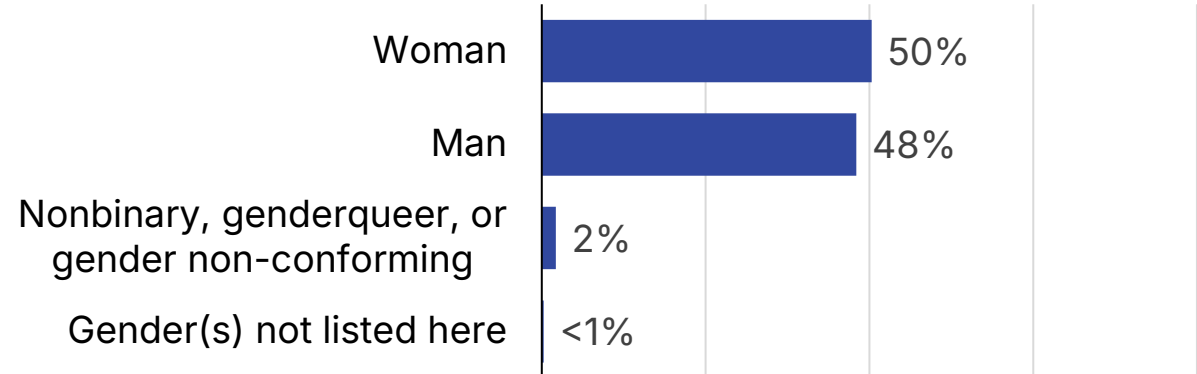
What language or languages do you speak at home? Please select all that apply.



What is your age?

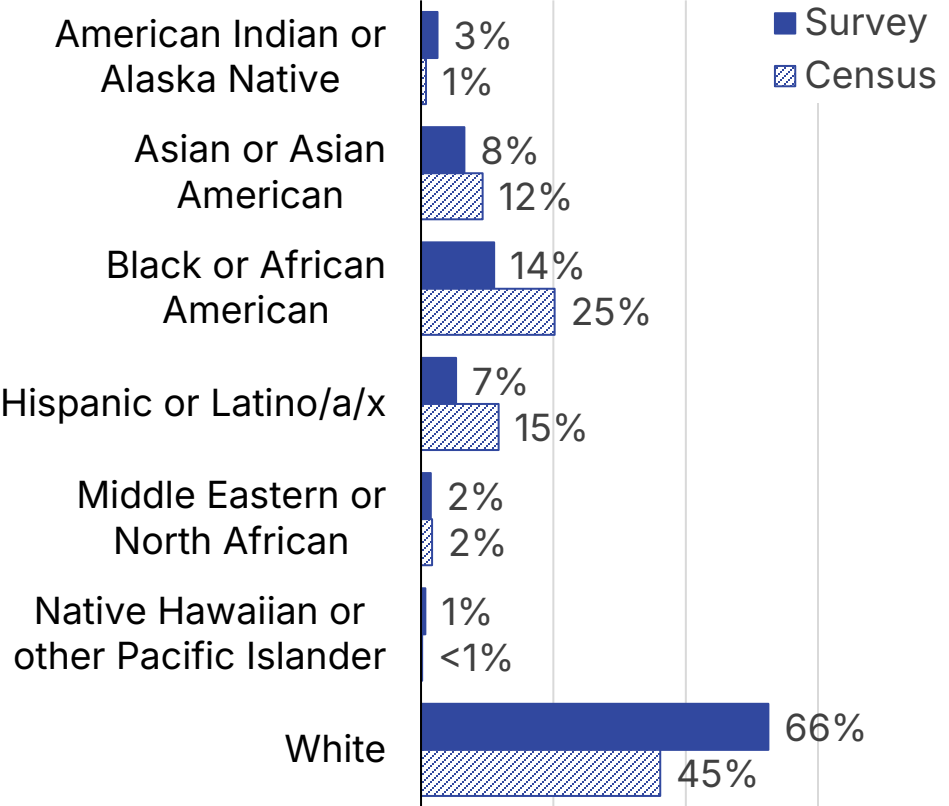


What is your gender identity? Please select all that apply.



# Race, ethnicity, disability status, and household income

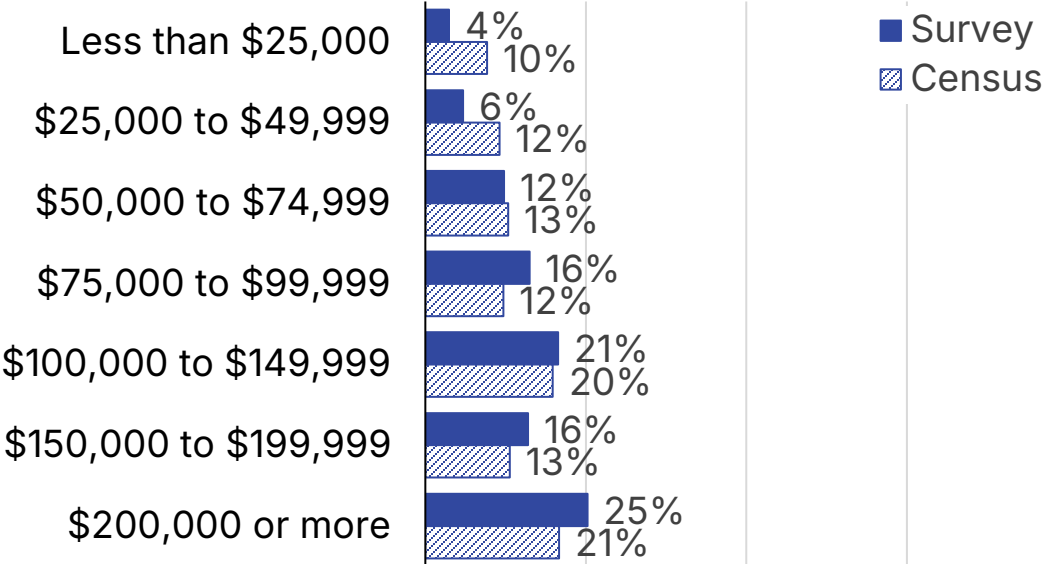
How do you identify? Please select all that apply.



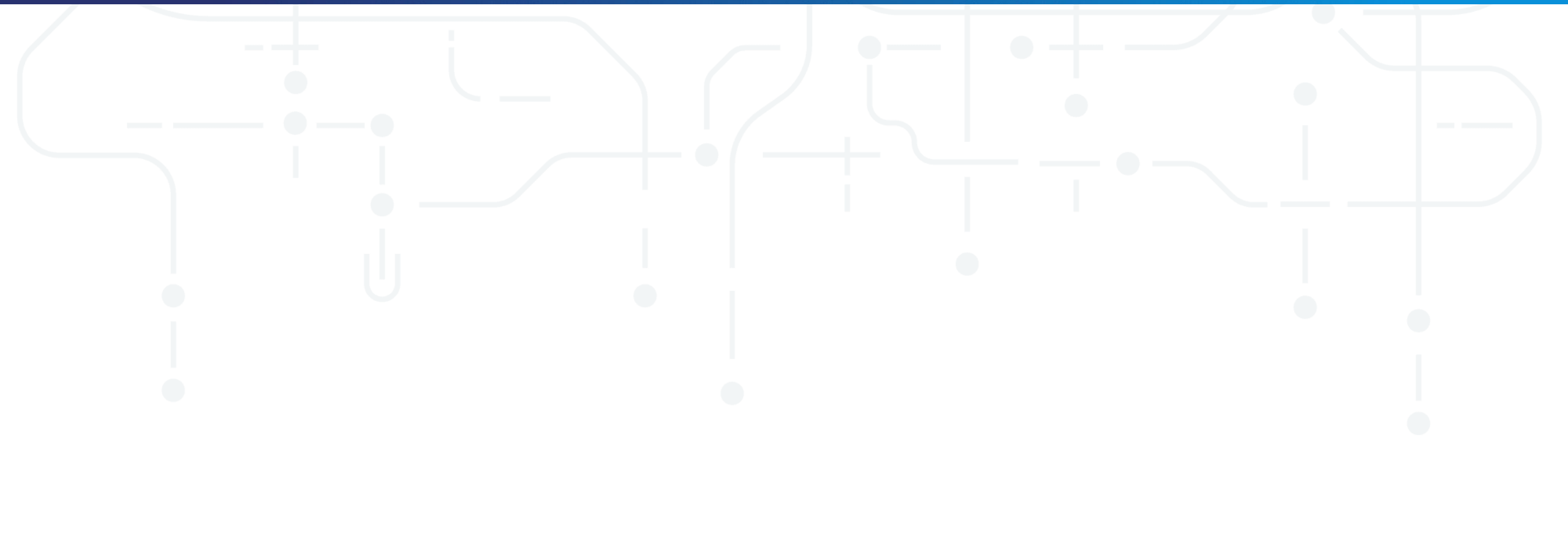
Do you have a disability that impacts how you travel or use transit?



What was your total household income before taxes in 2023?



# ***APPENDIX A: OUTREACH APPROACH & RECRUITMENT MATERIALS***



# This project used a multi-mode outreach approach aimed at reaching as many respondents as possible across all COG jurisdictions.



Invitation letters and reminder postcards sent to a random sample of 20,000 households across the region, oversampling from areas with a higher proportion of people of color and low-income households.

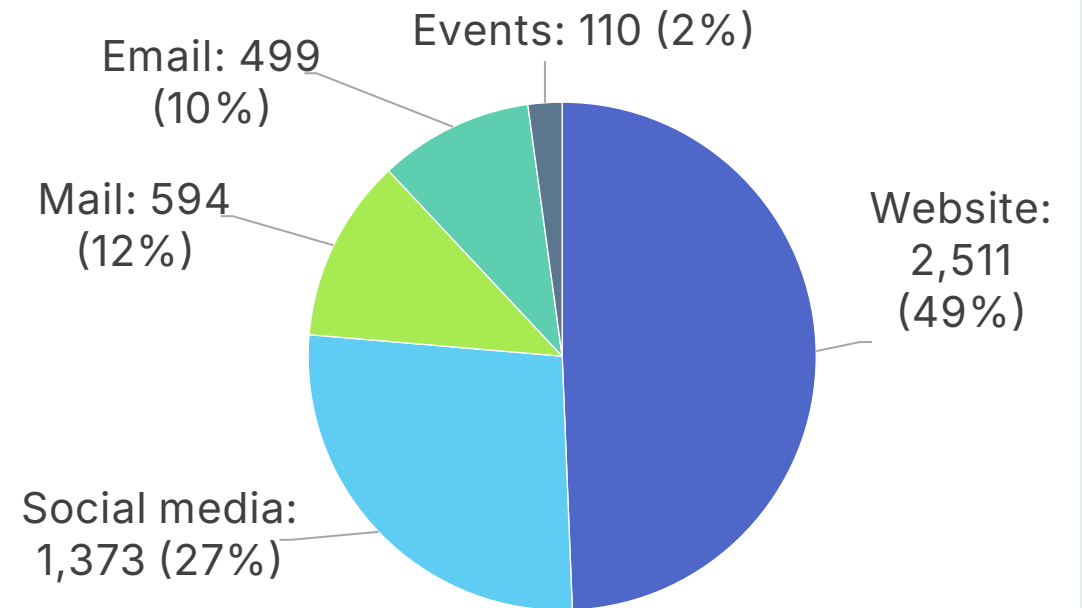


In-person outreach, including at WMATA, MARC, VRE, and bus stations during rush hour, and at community events.



Social media and digital outreach via COG and partner agencies.

Responses by recruitment method

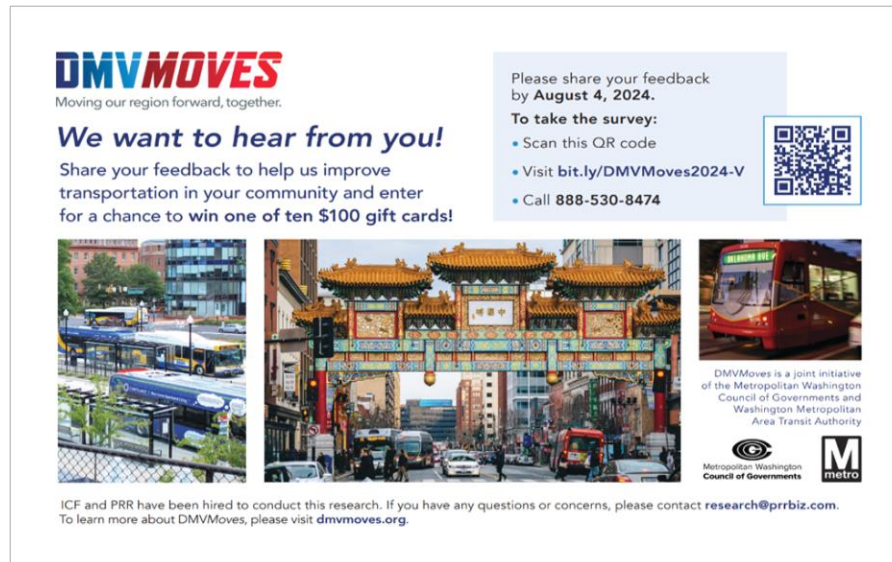


To incentivize participation, we offered respondents who completed the survey an opportunity to win one of ten \$100 gift cards.

# Invitation letters and reminder postcards

We reached at least 594 respondents (12%) using a randomized, mail-based outreach approach.

- Invitation letters were mailed to 20,000 randomly selected addresses in the COG region, oversampling from areas with a higher proportion of people of color and low-income households.
- One week later, reminder postcards were sent to the same addresses.



Reminder postcard



Invitation letter

# In-person outreach

110 responses (2%) came from in-person outreach.

Outreach teams distributed over 2,000 DMV *Moves* info cards, discussed the initiative with many interested community members and transit riders, and encouraged all to take the DMV *Moves* survey.



**DMV MOVES**  
Moving our region forward, together.

**We want to hear from you!**  
Share your feedback to help us improve transportation in your community and enter for a chance to win one of ten \$100 gift cards!

Please share your feedback by **August 4, 2024**.  
**To take the survey:**

- Scan this QR code
- Visit [bit.ly/DMVMoves2024-V](https://bit.ly/DMVMoves2024-V)
- Call 888-530-8474



DMV *Moves* is a joint initiative of the Metropolitan Washington Council of Governments and Washington Metropolitan Area Transit Authority.



ICF and PRR have been hired to conduct this research. If you have any questions or concerns, please contact [research@prrbiz.com](mailto:research@prrbiz.com). To learn more about DMV *Moves*, please visit [dmvmoves.org](http://dmvmoves.org).

Info Card



**DMV MOVES**  
Moving our region forward, together.  
[www.dmvmoves.org](http://www.dmvmoves.org)


**We want to hear from you!**  
Share your feedback to help us improve transportation in your community and enter for a chance to win one of ten \$100 gift cards!

The Metropolitan Washington Council of Governments (COG) and the Washington Metropolitan Area Transit Authority (WMATA) have launched DMV *Moves*, a new joint initiative to develop a unified vision for transit service in the region. To support this initiative and inform this vision, COG and WMATA are conducting a survey to understand residents' needs and desires about the future of public transportation in the region.

In this 10-minute survey, we want to hear about your experiences using transportation in the Metropolitan Washington area. Your feedback will help us better understand and identify ways to improve transportation in your community.

**Please share your feedback by August 4, 2024.**  
**To take the survey:**

- Scan this QR code
- Visit <https://bit.ly/DMVMoves2024-V>
- Call 888-530-8474



To learn more about DMV *Moves*, please visit [dmvmoves.org](http://dmvmoves.org). COG has hired ICF and PRR to conduct this research. If you have any questions or concerns, please contact [research@prrbiz.com](mailto:research@prrbiz.com).



Flyer

# Outreach events



Two (2) WMATA MetroFest events

- Franconia-Springfield Station (VA)
- Branch Ave. Station (MD)

Six (6) transit stations at peak commute times

- Union Station (DC)
- King Street/Old Town (VA)
- New Carrollton (MD)
- Fort Totten (DC)
- Anacostia (DC)
- Rhode Island Ave. (DC)



# Social media and digital outreach

We reached at least 1,373 respondents (27%) using social media and digital outreach campaign.

- COG shared information about the survey using organic posts and paid ad placements on major social media sites, including:
  - Twitter/X (24,800+ impressions)
  - Facebook (120,000+ impressions)
  - LinkedIn (5,000+ impressions)
- COG worked closely with partner agencies for digital outreach. Social media tool kits were shared with Public Information Officers at 24 local jurisdictions and all area transit agencies, many of whom posted and shared invitations to take the survey.

Metropolitan Washington Council of Governments  
3,788 followers  
2mo · 🌐

🔔 Less than 3 weeks left! We want to hear your feedback on how we can improve public transportation in our region. 🗣️ 🇺🇸 ...more

**DMV MOVES**  
Moving our region forward, together.

**We want to hear from you!**  
Share your feedback to help us improve transportation in your community and enter for a chance to win one of ten \$100 gift cards!

DMV MOVES is a joint initiative of the Metropolitan Washington Council of Governments and Washington Metropolitan Area Transit Authority.

Larissa Fitzhugh, IPMA-SCP, CPM and 14 others · 9 reposts

👍 Like    💬 Comment    🔄 Repost

Comment as Metropolitan Washington Council of Governments...

Organic impressions: 1,634 Impressions    Preview results

Ad on Facebook

Metropolitan Washington Council of Governments  
July 11 · 🌐

We want to hear from you! As part of our #DMVMoves initiative, COG and WMATA are conducting a survey to learn more about the transit needs and desires of area residents. Weigh in by Aug. 4 to help shape the future of transit in the region: <https://bit.ly/3Y2GU0P>

**DMV MOVES**    Help shape transit in the DC region! Take the survey by August 4: [dmvmoves.org](https://dmvmoves.org)

Moving our region forward, together.

DMVMOVES.ORG    Survey seeks input to inform DMVMoves initiative - DMV Moves    Learn more

To support the DMVMoves initiative to create a unified vision and sustainabl...

See insights    Boost again

You and 40 others    18 comments    18 shares

Post on LinkedIn

COG @MWCOG    Promote

As part of the #DMVMoves initiative, COG and @wmata are conducting a survey to understand residents' needs and desires about the future of public transportation in the region. Help shape the vision for our region's transit! Take the survey by Aug. 4: [bit.ly/DMVMoves2024-5](https://bit.ly/DMVMoves2024-5)

**DMV MOVES**    Moving our region forward, together.

**We want to hear from you!**  
Share your feedback to help us improve transportation in your community and enter for a chance to win one of ten \$100 gift cards!

DMV MOVES is a joint initiative of the Metropolitan Washington Council of Governments and Washington Metropolitan Area Transit Authority.

Post on Twitter/X



# ***APPENDIX B: SURVEY INSTRUMENT***





Moving our region forward, together.

## DMVMoves Survey 2024

Thank you for sharing your opinion with the Metropolitan Washington Council of Governments (COG) and the Washington Metropolitan Area Transit Authority (WMATA)!

In this 10-minute survey, we want to hear about your experiences using transportation in the DMV area. Your feedback will help us better understand and identify ways to improve transportation in your community. You can skip questions or choose to stop taking the survey at any time. Information you share will remain confidential.

ICF and PRR have been hired to conduct this research. If you have any questions or concerns, please contact [research@prrbiz.com](mailto:research@prrbiz.com)

To learn more about *DMVMoves*, please visit [dmvmoves.org](https://dmvmoves.org)

What is your ZIP code?\*

Where do you live?\*

- District of Columbia (Washington, DC)
- Maryland
- Virginia
- None of the above

What county do you live in?\*

- Charles County, Maryland
- Frederick County, Maryland
- Montgomery County, Maryland
- Prince George's County, Maryland
- Other county in Maryland
- None of the above

What county do you live in?\*

- Charles County, Maryland
- Frederick County, Maryland
- Montgomery County, Maryland
- Prince George's County, Maryland
- Other county in Maryland
- None of the above

What city/county do you live in?\*

- Alexandria City, Virginia
- Arlington County, Virginia
- Fairfax City, Virginia
- Fairfax County, Virginia
- Falls Church City, Virginia
- Loudoun County, Virginia
- Manassas City, Virginia
- Manassas Park City, Virginia
- Prince William County, Virginia
- Other city/county in Virginia
- None of the above

Which of the following services are you familiar with? Please select all that apply.

- Metrorail
- Metrobus
- VRE (Virginia Area Rail Commuter) train
- County buses (like ART, Ride On, Fairfax Connector, etc.)
- None of the above

Which of the following best describes your current work/school status? Please select all that apply. \*

- Employed, full-time (30 hours or more per week)
- Employed, part time (less than 30 hours per week)
- Full-time parent or caregiver
- Retired, fully or in part
- Student, full-time or part-time
- Unemployed – Looking for work
- Unemployed – Not looking for work
- Other (Please tell us more)

The next set of questions asks about how you travel to work or school.

What days of the week do you typically commute to work/school? Please select all that apply.

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- It varies
- I do not commute to work/school

What days of the week do you typically work/attend school from home or another location (like a coffee shop, co-working space, etc.)? Please select all that apply.

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- It varies
- I do not work or attend school from home

How do you usually travel to work/school? Please select all that apply.

- Walk or roll (using a wheelchair or other mobility device)
- Drive alone in a private vehicle
- Motorcycle, moped, or scooter
- Carpool in a private vehicle
- Vanpool
- Bike
- Metrorail
- Commuter rail services (MARC train, VRE, etc.)
- Metrobus
- Local and commuter bus services (ART, Ride On, Fairfax Connector, etc.)
- MetroAccess or Dial-A-Ride
- Taxi
- Ridehail (Uber, Lyft, etc.)
- Other (Please tell us more)

How often do you typically use the following services when you commute to or from work/school?

Metrorail

- Never
- 1 day a month or less
- 2-3 days a month
- 1 day a week
- 2 days a week
- 3 days a week
- 4 days a week
- 5 or more days a week
- Not sure

Commuter rail services such as MARC train, VRE, etc.

- Never
- 1 day a month or less
- 2-3 days a month
- 1 day a week
- 2 days a week
- 3 days a week
- 4 days a week
- 5 or more days a week
- Not sure

Metrobus

- Never
- 1 day a month or less
- 2-3 days a month
- 1 day a week
- 2 days a week
- 3 days a week
- 4 days a week
- 5 or more days a week
- Not sure

Local and commuter bus services such as ART, Ride On, Fairfax Connector, etc.

- Never
- 1 day a month or less
- 2-3 days a month
- 1 day a week
- 2 days a week
- 3 days a week
- 4 days a week
- 5 or more days a week
- Not sure

Which of the following challenges, if any, make it difficult to ride rail transit (Metrorail, VRE, MARC train, etc.) to work / school?

Please select up to three (3) that impact you the most.

- Too many stops/transfers
- Service is not frequent enough
- Stations are too far away from my home
- Stations are too far away from my work/school
- I need to use my personal vehicle during the day (to visit clients, make deliveries, do school drop-off/pick-up, go to appointments, etc.)
- Fares are too expensive
- Difficult to get real-time information on arrival/departure times
- Parking provided by work/school
- Personal safety concerns (assault, theft, etc.)
- Vehicle safety concerns (crashes, derailments, etc.)
- Other (Please tell us more)

- I do not experience challenges riding rail transit to work/school



Which of the following challenges, if any, make it difficult to ride bus transit (Metrobus, county buses, etc.) to work / school?

Please select up to three (3) that impact you the most.

- Too many stops/transfers
- Service is not frequent enough
- Stops are too far away from my home
- Stops are too far away from my workplace/school
- I need to use my personal vehicle during the day (to visit clients, make deliveries, do school drop-off/pick-up, go to appointments, etc.)
- Fares are too expensive
- Difficult to get real-time information on arrival/departure times
- Parking provided by work/school
- Personal safety concerns (assault, theft, etc.)
- Vehicle safety concerns (crashes, injury while onboard from sudden stops, etc.)
- Other (Please tell us more)

- I do not experience challenges riding bus transit to work/school

The next set of questions asks about how you travel for trips other than work or school, such as shopping, medical appointments, and visits to friends and family.

How do you usually travel for trips other than work/school, such as shopping, medical appointments, or to visit friends and family? Please select all that apply.

- Walk or roll (using a wheelchair or other mobility device)
- Drive alone in a private vehicle
- Motorcycle, moped, or scooter
- Carpool in a private vehicle
- Vanpool
- Bike
- Metrorail
- Commuter rail services (MARC train, VRE, etc.)
- Metrobus
- Local and commuter bus services (ART, Ride On, Fairfax Connector, etc.)
- MetroAccess or Dial-A-Ride
- Taxi
- Ridehail (Uber, Lyft, etc.)
- Other (Please tell us more)

How often do you typically use the following services trips other than work/school, such as shopping, medical appointments, or to visit friends and family?

Metrorail

- Never
- 1 day a month or less
- 2-3 days a month
- 1 day a week
- 2 days a week
- 3 days a week
- 4 days a week
- 5 or more days a week
- Not sure

Commuter rail services such as MARC train, VRE, etc.

- Never
- 1 day a month or less
- 2-3 days a month
- 1 day a week
- 2 days a week
- 3 days a week
- 4 days a week
- 5 or more days a week
- Not sure

Metrobus

- Never
- 1 day a month or less
- 2-3 days a month
- 1 day a week
- 2 days a week
- 3 days a week
- 4 days a week
- 5 or more days a week
- Not sure

Local and commuter bus services such as ART, Ride On, Fairfax Connector, etc.

- Never
- 1 day a month or less
- 2-3 days a month
- 1 day a week
- 2 days a week
- 3 days a week
- 4 days a week
- 5 or more days a week
- Not sure

Which of the following challenges, if any, make it difficult to ride rail transit (Metrorail, VRE, MARC train, etc.) for trips other than work/school, such as shopping, medical appointments, or to visit friends and family?

Please select up to three (3) that impact you the most.

- Too many stops/transfers
- Service is not frequent enough
- Stations are too far away from my home
- Stations are too far away from the places I want to go
- I need to use my personal vehicle during the day (to visit clients, make deliveries, do school drop-off/pick-up, go to appointments, etc.)
- Fares are too expensive
- Difficult to get real-time information on arrival/departure times
- Parking provided by work/school
- Personal safety concerns (assault, theft, etc.)
- Vehicle safety concerns (crashes, derailments, etc.)
- Other (Please tell us more)

- I do not experience challenges riding rail transit

Which of the following challenges, if any, make it difficult to ride bus transit (Metrobus, county buses, etc.) for trips other than work/school, such as shopping, medical appointments, or to visit friends and family?

Please select up to three (3) that impact you the most.

- Too many stops/transfers
- Service is not frequent enough
- Stops are too far away from my home
- Stops are too far away from the places I want to go
- I need to use my personal vehicle during the day (to visit clients, make deliveries, do school drop-off/pick-up, go to appointments, etc.)
- Fares are too expensive
- Difficult to get real-time information on arrival/departure times
- Parking provided by the places I go
- Personal safety concerns (assault, theft, etc.)
- Vehicle safety concerns (crashes, injury while onboard, etc.)
- Other (Please tell us more)

- I do not experience challenges riding bus transit to work/school

The next set of questions asks for your feedback on improving transit services for all trips in the Metropolitan Washington area.

Which of the following service or fare changes, if any, would encourage you to ride rail transit (Metrorail, VRE, MARC train, etc.) more often?

Please select up to five (5) that are most important to you.

- More frequent service during peak commute hours
- More frequent service during off-peak and late-night hours
- Longer operating hours (evening, late night, weekends, overnight, etc.)
- Fewer stops/transfers
- New transit connections/routes
- More accurate information about arrivals/departures
- Lower fares
- An app where customers can pay fares, plan trips, and check real-time arrival/departure information
- Option for universal fare payment (ability to transfer from Metrorail to commuter rail)
- None of the above

Which of the following changes at stops, stations, and onboard, if any, would encourage you to ride rail transit (Metrorail, VRE, MARC train, etc.) more often?

Please select up to five (5) that are most important to you.

- Better signage/easier wayfinding at stations
- Digital signs with real-time information at stations
- More police officers and security personnel at train stations and station areas
- More police officers and security personnel onboard trains
- More enforcement of fare payment/prevention of fare evasion
- Better pedestrian access to stations (including for people with disabilities, families with young children, or people traveling with large, bulky, or many belongings)
- Better bicycle access to stops/stations
- Stations that are more comfortable, clean, and welcoming
- Modern trains that use the latest technology and green energy
- None of the above

Which of the following service or fare changes, if any, would encourage you to ride bus transit (Metrobus, county buses, etc.) more often?

Please select up to five (5) that are most important to you.

- More frequent service during peak commute hours
- More frequent service during off-peak and late-night hours
- Longer operating hours (evening, late night, weekends, overnight, etc.)
- Fewer stops/transfers
- Bus-only lanes to reduce trip times
- New transit connections/routes
- More accurate information about arrivals/departures
- Lower fares
- An app where customers can pay fares, plan trips, and check real-time arrival/departure information
- Option for universal fare payment (ability to transfer from Metrorail to commuter rail)
- None of the above



Which of the following changes at stops, stations, and onboard, if any, would encourage you to ride bus transit (Metrobus, county buses, etc.) more often?

Please select up to five (5) that are most important to you.

- Better signage/easier wayfinding at stations
- Digital signs with real-time information at stations
- More police officers and security personnel at stops
- More police officers and security personnel onboard buses
- More enforcement of fare payment/prevention of fare evasion
- Better pedestrian access to stops (including for people with disabilities, families with young children, or people traveling with large, bulky, or many belongings)
- Better bicycle access to stops
- Stops that are more comfortable, clean, and welcoming
- Modern buses that use the latest technology and green energy (like electric buses)
- None of the above

Is there anything else that would encourage you to ride transit more often?

To what extent do you agree or disagree with the statements below?

---

I support more and better transit services in our region.

Strongly disagree       Somewhat disagree       Somewhat agree       Strongly agree

---

I support more and better transit services in our region even if it results in somewhat higher costs (taxes, fares, fees, etc.)

Strongly disagree       Somewhat disagree       Somewhat agree       Strongly agree

---

Developing and maintaining a high-quality public transportation system takes significant resources. We are currently considering several approaches, including:

- Increased fares during peak hours
- Increased fares for all hours (peak and off-peak times)
- Regional transit tax (like sales tax) – a new tax that would be dedicated exclusively towards funding transit in the region.
- Increased fees for owning a private vehicle (like car registration)
- Using existing toll revenue from tolled Express Lanes
- Expanding tolling to more lanes or roads

## Which of these investments do you support?

Increased fares during peak hours.

Don't know       Strongly oppose       Somewhat oppose       Somewhat support       Strongly support

Increased fares for all hours (peak and off-peak times)

Don't know       Strongly oppose       Somewhat oppose       Somewhat support       Strongly support

Regional transit tax (like sales tax)

Don't know       Strongly oppose       Somewhat oppose       Somewhat support       Strongly support

Increased fees for owning a private vehicle (like car registration)

Don't know       Strongly oppose       Somewhat oppose       Somewhat support       Strongly support

Using existing toll revenue from tolled Express Lanes

Don't know       Strongly oppose       Somewhat oppose       Somewhat support       Strongly support

Expanding tolling to more lanes or roads

Don't know       Strongly oppose       Somewhat oppose       Somewhat support       Strongly support

To what extent do you agree or disagree with this statement?

---

When deciding whether to ride public transit, I consider who the transit service provider is – I will choose one service (such as Metrobus) but not another (such as Circulator bus) based on the provider.

Strongly disagree

Somewhat disagree

Somewhat agree

Strongly agree

---

Why is the transit service provider important to you when deciding whether you will ride public transit?



Which of the following should leaders prioritize when planning for and funding transit services in our region?

Please select your top (3) priorities.

- Reliable service
- Environmental sustainability
- Providing high quality transit to underserved communities
- Expanding service across the region
- Personal safety
- Transit safety
- Accessibility across the system
- Transit that is efficiently run and operated
- Other (Please tell us more)

As COG and WMATA work to improve transportation in the region, what else should we know about how you travel and use transit?

Which of the following destinations, if any, would you like to be served by Metrorail? Please select all that apply.

- Annandale
- Columbia Pike
- Georgetown
- H Street Corridor
- National Harbor
- Trinidad/Ivy City
- Upper 16<sup>th</sup> Street
- Other location (Please tell us more)

- None of the above

The next set of questions asks about you and your household. All of these questions are voluntary, and you can skip them at any time. Your responses will remain confidential. We use this information to understand who we heard from and support efforts to reach respondents that represent everyone in our community and across the region.

How many people (including yourself) currently live in your household?

- 1 (I am the only person)
- 2
- 3
- 4
- 5
- 6
- 7
- 8 or more

Do any people under the age of 18 live in your household?

- No
- Yes

Does your household have a personal vehicle available for your use?

- No
- Yes

What language or languages do you speak at home? Please select all that apply.

- Amharic
- Arabic
- Chinese (Please tell us more – Mandarin, Cantonese, etc.)

- English
- French
- Japanese
- Korean
- Persian/Iranian/Farsi
- Portuguese
- Russian
- Spanish
- Tagalog
- Vietnamese
- Other (Please tell us more)

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older

What is your gender identity? Please select all that apply.

- Woman
- Man
- Nonbinary, genderqueer, or gender non-conforming
- Gender(s) not listed here

How do you identify? Please select all that apply.

- American Indian or Alaska Native
- Asian or Asian American
- Black or African American
- Native Hawaiian or other Pacific Islander
- Hispanic or Latino/a/x
- Middle Eastern or North African
- White
- Other race(s) not listed here (Please tell us more)

Do you have a disability that impacts how you travel or use transit?

- No
- Yes

What was your total household income before taxes in 2023? Your best guess is fine.

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Don't know

We would like to hear about your experience taking this survey so we can improve future research tools. Thank you for any feedback you are willing to share.



We appreciate your feedback! As a thank you for participating in this survey, you can enter a drawing for a chance to win one of ten \$100 gift cards (Visa, Amazon, or another gift card of your choice"). Please note you must be 18 or older to enter this drawing.

### Drawing Rules:

- No purchase is necessary to enter the drawing.
- This drawing is administered by PRR, 1501 4th Ave, Suite 550, Seattle, WA 98101
- This drawing is sponsored by the Metropolitan Washington Council of Governments (COG), 777 North Capitol Street, N.E., Suite 300, Washington, DC 20002-4290.
- In order to enter you must:
  - Complete the DMVMoves 2024 Survey.
  - Indicate your interest in entering the drawing by providing your full name and email address or phone number.
- You are eligible to enter if:
  - You are 18 years of age or older,
  - You complete the DMV Moves 2024 Survey by August 4, 2024,
  - You are not a current employee of PRR, ICF, COG, or WMATA.
- Each person can enter the drawing only once.
- The odds of winning are based on the number of eligible drawing entries. For example, if 100 people enter the drawing, your chances would have a 1 in 10 chance of winning. If 1,000 people entered, you have a 1 in 100 chance of winning.
- Winners of the \$100 gift cards will be chosen within one month of the survey closing and will be notified via email or phone within two months of the survey closing.
- The ten winners will be selected through a random drawing from among all eligible drawing entrants.
- Winners do not have to be present for the drawing.
- Winners' contact information will not be used in any publicity or promotional materials.
- Winners will need to report the cash value of the prize to the Internal Revenue Service as part of their earnings.

Would you like to enter this drawing?

- Yes and I am 18 years or older
- No

Please provide your contact information below. Information shared here will only be used for the drawing and will not be shared with your survey responses.

First name: \*

Last name: \*

Email (primary contact method): \*

Phone (back up contact method):

Thank you for taking our survey. Your response is very important to us.