



Washington State
Transportation Commission



2013-2015 Voice Of Washington State (VOWS Program)

Survey & Panel Building
Program Overview

- VOWS Surveys
 - Goal is to conduct:
 - A major statewide transportation survey each year before the Legislature convenes & ad hoc policy studies for WSTC
 - A general public and a recreational rider study (Puget Sound Basin & Statewide) in support the Legislative WSF mandate
- VOWS Panel Building
 - Build the active participants of the VOWS program to around 60,000 individuals statewide from 15,000 currently

- 2013
 - Sept – Oct Panel Building Segment #1
 - Nov – Dec **Statewide Survey #1**
- 2014
 - Jan – Feb Panel Building Segment #2
 - Mar – April **WSF GP Ridership Study**
 - May – June Panel Building Segment #3
 - July – August **WSF GP Recreational Ridership Study**
 - Sept – Oct Panel Building Segment #4
 - Nov – Dec **Statewide Survey #2**
- 2015
 - Jan – Feb Panel Building Segment #5

- Use of WA Registered Voter Records
- Appending Emails to Records
- Sequencing of Email Invites to Join VOWS
- Division of Emails by County
- Quick Poll Topics
 - Adding Sales Tax to Gas
 - Tolls on Passes
 - Funding School Transportation with Gas Revenues
 - Funding Public Transportation with Gas Revenues
- Recruit a Friend Request & Panel Cleaning



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Questions?

THANK YOU!

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