

# Transportation Awareness Program

## Evaluation Summary



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## EXECUTIVE SUMMARY

The Montana Department of Transportation (MDT) currently has two ways of marketing themselves to the public: a public information officer (PIO) and the Transportation Awareness Program (TAP). TAP was started in 1990 by a member of the maintenance department as a way to inform the public about maintenance activities. In 2001, the TAP program was moved under the director's office and now promotes all activities of the DOT.

The TAP program conducts outreach at such venues as: local/county fairs, rodeos, drivers' education classes, bus driver training, car shows, parades, elementary through university classrooms, and organization meetings. The general goals of the program are to educate the public and answer their questions on topics such as fuel tax, noxious weeds, 511, snow plow safety, and work zone safety. In 2003, the TAP program had "hand-to-hand" contact with 120,000 people. That represents one-eighth of the Montana population.

The objective of the TAP program is to present a positive image of MDT through proactive marketing. MDT management would like to evaluate the TAP program to determine the effectiveness of the program and to have more detailed information to provide to the Montana Legislature.

The objectives of this evaluation are:

- to determine what percent of Montanans know about the program, and
- to determine the perceived benefits of this program and what improvements could be made.

To fulfill these objectives, two different survey methods were used. The first method was a phone survey conducted by interviewers from the Computer Assisted Telephone Interviewing Laboratory (CATI Lab) at Montana State University, Billings as part of the annual MDT Maintenance Division survey. A total of 1000 interviews were completed. The second method was a mail-in survey distributed at public events during the summer of 2004. Of the 3000 surveys distributed, 1549 surveys were completed and returned with valid responses.

Certain conclusions can be made based on the analysis of the surveys, including:

- The goal of the two surveys was to solicit responses from two different populations of the Montana public. This was successful and can be seen through the demographics. The phone survey had a more even population distribution across MDT districts while the mail survey had a greater response rate in Billings and a lower response rate in Great Falls. Also, the phone survey had a more equal gender split whereas the mail survey was completed more often by females. Lastly, the phone survey tended to be completed more by 45-64 year olds while the mail survey was mostly completed by 25-44 year olds.
- Montana residents are aware of the TAP program. 10 percent of phone respondents knew the program by name, 39 percent of phone respondents had spoken to an MDT employee at a public event, 46 percent of mail survey respondents had previous knowledge of TAP, and 11

percent of mail survey respondents had participated in other TAP programs such as the work zone and snow plow safety courses.

- The mail and phone surveys both indicate that fairs and driver's education classes are a great marketing tool for both TAP and MDT.
- Billings district residents were more likely to have spoken with an MDT employee at a driver's education class and at county fairs. Glendive district residents were more likely to have spoken with an MDT employee at county fairs and trade shows.
- Driver education classes were more effective at reaching residents ages 45 and younger, especially 18 to 25 year olds. County fairs were most effective at targeting 36 to 45 year olds (according to the phone survey) and 25 to 44 year olds (according to the mail survey). The younger the respondent, the more likely that TAP contact took place in a school class, while the oldest respondents (over 75) most likely participated in "55 alive."
- People from other states are also benefiting from TAP as 4.3 percent of mail survey respondents were from out-of-state.
- Respondents from the mail survey were likely to recommend the TAP booth to others (78 percent), stated that the information provided to them at the TAP booth is useful (85 percent), and believed that the use of tax dollars for transportation safety is important (88 percent).
- 29 additional topics of discussion at the TAP booths were suggested. The most commonly mentioned additional topics include construction, winter information, general safety, other, bike safety, driving laws/rules, young drivers, school bus safety, and child safety.
- The majority of general suggestions and comments related to how great the TAP program is, how fun and informative the booths are, and how friendly the employees/volunteers are. Some examples include: "Very valuable to have a program such as this in place;" and "This seems like a good program. It would be nice to see in other areas of the northwest."

In addition, the following considerations are indicated for future research/program enhancements:

- Create more informational pamphlets for handouts at TAP according to the topics suggested by participants;
- Expand the current driver's education classes and school outreach;
- Continue and build on the "...creative ... ideas to gain interest;" noted by survey respondents and
- Continue and expand outreach to children. From the comments, it is evident that people enter the fair booths for the children's sake, but learn a lot themselves. (e.g. "The booth is fun. My kids think it is a lot of fun and my husband and I always learn something new.")



## 1. INTRODUCTION

The Montana Department of Transportation (MDT) currently has two ways of marketing themselves to the public: a public information officer (PIO) and the Transportation Awareness Program (TAP). TAP was started in 1990 by a member of the maintenance department as a way to inform the public about maintenance activities. In 2001, the TAP program was moved under the director's office and now promotes all activities of the DOT.

The TAP program has one fulltime employee who coordinates the program for the state. The rest of the program staff are volunteers from various divisions within the DOT, such as snow plow drivers, office assistants, and staff from the right-of-way bureau. To help the fulltime employee and to ensure that the entire state is reached, there are coordinators in each of the maintenance divisions that coordinate the events in their area.

The TAP program conducts outreach at such venues as: local/county fairs, rodeos, drivers' education classes, bus driver training, car shows, parades, elementary through university classrooms, and organization meetings. The general goals of the program are to educate the public and answer their questions on topics such as fuel tax, noxious weeds, 511, snow plow safety, and work zone safety. In 2003, the TAP program had "hand-to-hand" contact with 120,000 people. That represents one-eighth of the Montana population.

The MDT employees who participate in the TAP program have annual training to remain current on the programs' topics. By using current MDT staff, the TAP program allows the employees to show pride in their job and explain to the public what they do. MDT employees that participate in the TAP program also learn about all aspects of MDT, as they must present the full range of MDT programs to the public.

The objective of the TAP program is to present a positive image of MDT thorough proactive marketing. Those managing the TAP program believe they do not have sufficient funds to accomplish the programs goals. MDT management would like to evaluate the TAP program to determine the effectiveness of the program and to have more detailed information to provide to the Montana Legislature.

The objectives of this evaluation are:

- to determine what percent of Montanans know about the program, and
- to determine the perceived benefits of this program and what improvements could be made.

## 2. SURVEY DESIGN AND DISTRIBUTION

To achieve the objectives of this study, WTI researchers determined that two different surveying strategies would be most effective.

### 2.1. Phone Survey (1)

To achieve the first objective, “to determine what percent of Montanans know about the program,” WTI added three questions on TAP to the annual Montana Department of Transportation Maintenance Division’s phone survey. This survey was conducted by interviewers from the Computer Assisted Telephone Interviewing Laboratory (CATI Lab) at Montana State University, Billings. A random phone number sample was purchased from Genesys Sampling Systems and a total of 1000 interviews were completed.

Researchers selected this methodology because it would include a random sample of Montanans. In other words, people who have and have not seen TAP staff before would be surveyed along with people in all parts of the state (i.e. no part of the state will be biased in the phone survey.)

The TAP questions in the survey included:

1. Have you ever heard of the Transportation Awareness Program, which is also called TAP?
2. Next I am going to mention several types of public events. For each type of event I mention, please tell me whether or not you have ever spoken to a Montana Department of Transportation employee at such an event.
  - a. At a parade
  - b. At a county fair
  - c. At a driver’s education class
  - d. At a winter driving training seminar
  - e. At a trade show
  - f. At a school class
  - g. At a 55 alive event
3. Have you ever spoken with a Montana Department of Transportation employee at any other public event? What type of event?

## 2.2. Mail Surveys

To fulfill the second objective, “to determine the perceived benefits of this program and what improvements could be made,” surveys were handed out at local fairs across Montana this past summer. The intention of this methodology was to ensure that those people discussing the benefits of the program or making suggestions had indeed had experience with TAP. The paper survey was designed to assess users’ impressions of the usefulness and importance of the service. The seven survey questions were created by the Transportation Awareness Program area coordinators and were refined by WTI. The survey solicited the following types of information:

- Demographic information;
- Program awareness;
- Functional measures i.e. likeliness to recommend, usefulness, importance, etc; and
- Suggestions for additional topics and improvements.

Throughout the survey, four types of responses were used: multiple-choice, yes/no, open-ended questions, and ordinal ratings. For rated responses, survey participants were supposed to select one of five values depending on the question. The survey is shown in Appendix A.

## 2.3. Statistical Analysis Methodology

After tabulating the survey results and calculating the means and standard deviations (shown in Appendix B), the survey responses were analyzed using percentages, and frequencies. Percentages were based on the total responses for each question and not on the survey total, because not all respondents answered every question.

Rated response questions (e.g. Questions 2, 3, and 4) were analyzed by assigning a numerical value to each option with five representing the most positive answer and one representing the most negative answer.

Some questions had invalid answers that were omitted and included in the “no answer” count. This occurred if more than one option was selected for a question requiring only one answer. In this case, all of the answers to that particular question for that individual were omitted. This was done to avoid biasing results by randomly choosing one of the answers to be included. Failure to comply with written instructions for a question also resulted in the response for that question being omitted. Lastly, as the survey was intended for people over the age of 18, any respondents indicating that they were younger than 18 had their responses thrown out.

### 3. PHONE SURVEY RESULTS (1)

#### 3.1. Survey Distribution

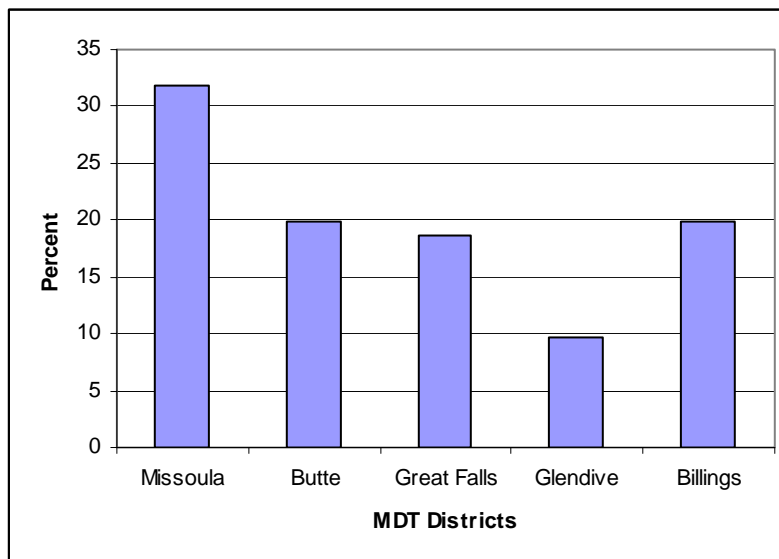
The Computer Assisted Telephone Interviewing Laboratory (CATI Lab) at Montana State University, Billings conducted a telephone survey using random phone numbers obtained from Genesys Sampling Systems. A total of 7,030 calls were made resulting in 1000 completed interviews from across Montana.

#### 3.2. Demographics

The following demographic information was included in the survey: residence (zip code), gender, and age. This information was recorded to determine if users' responses in the survey were influenced by one or more of the demographics.

##### 3.2.1. Residence

As can be seen in Figure 1, the respondents were fairly evenly distributed between the five MDT districts. Missoula had slightly more than the average (32 percent) while Glendive had slightly less (10 percent).

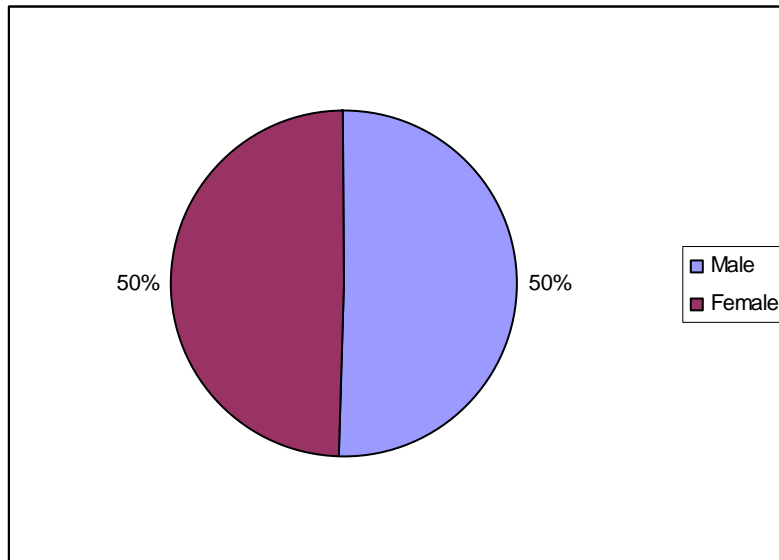


**Figure 1: Respondent Residence by MDT District**

##### 3.2.2. Gender

As shown in Figure 2, 50.3 percent of respondents were male and 49.7 percent were female. The survey was randomly distributed among the population of Montanans. Because of this, we would expect that the distribution of responses by gender would closely match the population by gender

in the state. The answers are very similar. According to the 2000 census, Montana residents aged 18-65<sup>+</sup> were 49 percent male and 51 percent female (2).



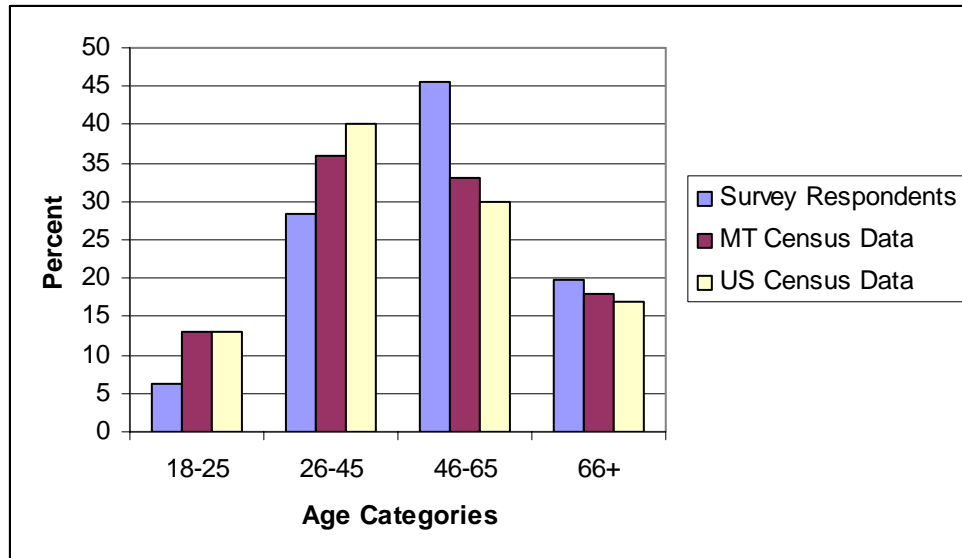
**Figure 2: Gender Comparison**

### 3.2.3. Age

Of the 1000 individuals who completed the survey, 6 percent were aged 18-25 years, 28 percent were aged 26-45 years, 46 percent were aged 46-65 years, and 20 percent were aged 66<sup>+</sup> years. As shown in Figure 9, the majority of survey participants were in the age category of 46-65 years. Figure 9 also shows a comparison of the survey data to the MT census and US census data. In the 46-65 years age group, survey respondents are represented in much greater numbers than they are in the actual population<sup>1</sup>.

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<sup>1</sup> The categories for the phone survey are one year off those of the census information (i.e. phone survey is 18-25, 26-45, 46-65, and 66+ whereas the census data is 18-24, 25-44, 45-64, and 65+).

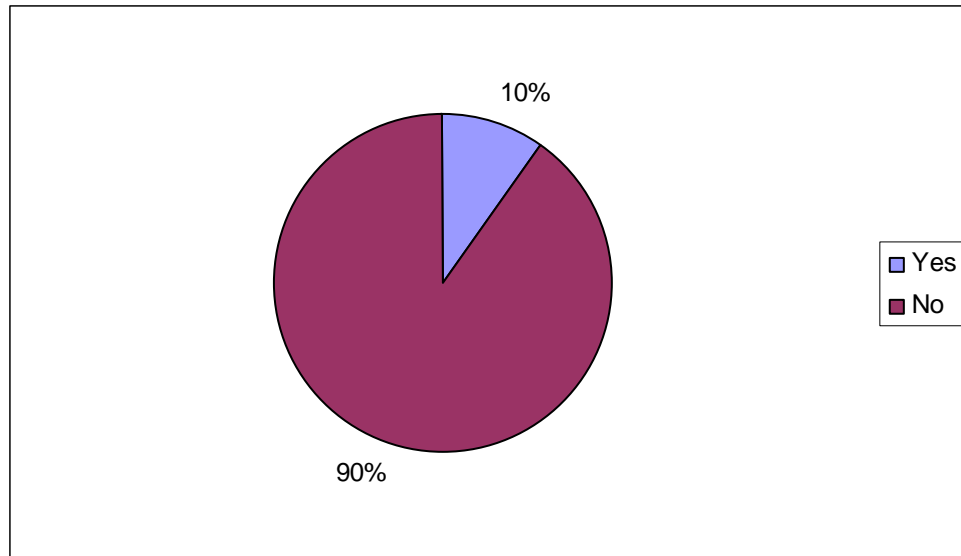


**Figure 3: Age Categories**

### 3.3. Awareness of TAP

To fulfill the first objective, “to determine what percent of Montanans know about the program,” researchers determined that a phone survey would provide less biased results than a mail back survey (e.g. the mail back survey was handed to people at the TAP booth; therefore, they would know who TAP was at that point).

Of the 1000 people asked if they had heard of the Transportation Awareness Program (TAP), 10 percent of respondents knew the program by name (Figure 4). Statistically significant relationships include that “respondents from 66 to 76 were more likely than younger or older respondents to say they had heard of TAP; respondents over 75 and those between 26 and 35 were less likely than younger or older respondents to say they had heard of TAP; respondents who reported their educational attainment as some high school were more likely than respondents with more or less education to say they had heard of TAP; and males were more likely than females to say they had heard of TAP.(1)”



**Figure 4: Knowledge of TAP**

### 3.4. Awareness of MDT Employees at Public Events

As seen by the responses to the previous question, most people who have experienced the TAP program do not know it by name. Therefore, phone survey participants were also asked if they had spoken to MDT employees at public events where TAP activities had taken place. The options that were provided to respondents included: parades, fairs, driver's education, winter driving seminar, trade show, school class, 55 alive, and other. The most common "other" event named was a public forum, so this has been included as its own category although the MDT employees at a public forum are generally not TAP volunteers.

As seen in Figure 5, of the 1000 respondents to this survey, 39 percent or 386 respondents have spoken to MDT employees at public events.

As shown in Figure 6, Driver's education classes (39 percent), fairs (35 percent), and school classes (26 percent) were the most common places where respondents had seen MDT employees<sup>2</sup>.

Statistically significant relationships included:

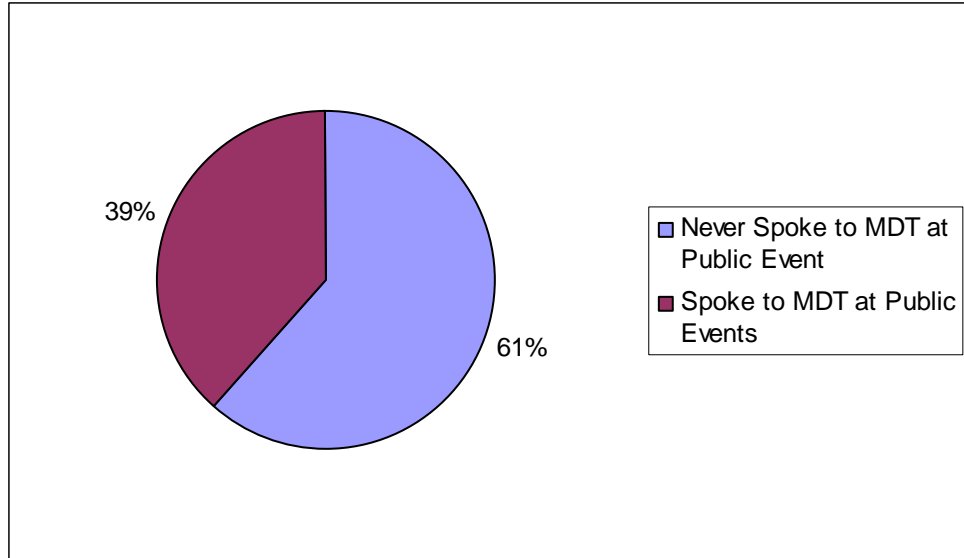
- "Respondents living in the Billings District were more likely than respondents living in other districts to say they had spoken with MDT employees at a driver's education class and respondents living in the Glendive District were less likely than respondents from other districts to say they had spoken with an MDT employee at a driver's education class;

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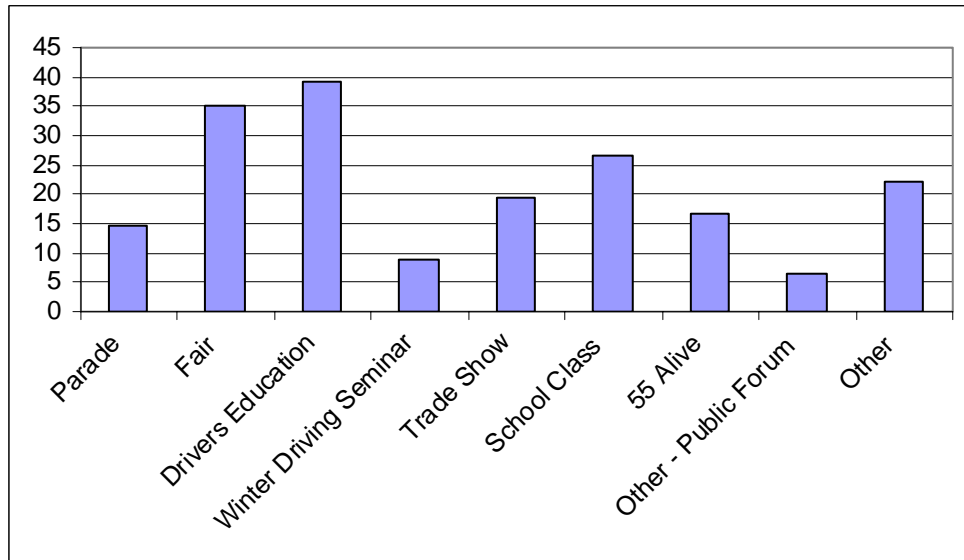
<sup>2</sup> Note that the percentages do not add to 100 because respondents could choose more than one event at which they saw an MDT employee.

- Respondents living in the Glendive and Billings Districts were more likely than respondents living in other districts to say they had spoken with a MDT employee at a county fair;
- Respondents from the Glendive District were more likely than respondents from other districts to say they had spoken with a MDT employee at a trade show and respondents from the Missoula and Butte districts were less likely than respondents from other districts to say they spoken with a MDT employee at a trade show;
- Respondents 45 and younger were more likely than older respondents to say they had spoken with a MDT employee at a driver's education class and respondents from 18 to 25 were the most likely to say they had spoken to a MDT employee at a driver's education class;
- Respondents who had lived in Montana for more than 10 years were more likely than those who had lived in Montana for 10 years or less to say they had spoken with a MDT employee at a driver's education class;
- Respondents between 36 and 45 were more likely than younger or older respondents to say they had spoken to a MDT employee at a county fair and respondents over 75 were less likely than younger respondents to say they had spoken to a MDT employee at a county fair;
- Respondents who were high school graduates and those with some college were more likely than respondents with less or more education to have spoken with a MDT employee at a county fair;
- Generally, the younger the respondent the more likely they were to indicate they had spoken with a MDT employee at a school class;
- Respondents who had lived in Montana for more than 10 years were more likely than those who lived in Montana for 10 years or less to say they had spoken to a MDT employee at a school class;
- Respondents who drove more than 15,000 miles per year were more likely than those who drove less than 15,000 miles per year to have spoken to a MDT employee at a school class;
- Respondents who drove more than 15,000 miles per year were likely than those who drove less than 15,000 miles per year to have spoken to an MDT employee at a trade show;
- Professional drivers were more likely than respondents identifying other purposes of their typical trip to say they had spoken with a MDT employee at a trade shows and respondents reporting their typical trip was work related were the next most likely in terms of typical trip to say they had spoken with a MDT employee at a trade show;
- Respondents over 75 were more likely than younger respondents to say they had spoken with an MDT employee at a 55 Alive event;
- Respondents who had lived in Montana for over 30 years were more likely than those who had lived here for 30 years or less to say they had spoken to a MDT employee at a 55 Alive event; and
- Respondents who had not driven in other states in the last 12 months were more likely than those who had to say they had spoken with a MDT employee at a 55 Alive event (1).”





**Figure 5: Awareness of MDT Employees at Public Events**



**Figure 6: Public Events Where MDT Employees Were Seen<sup>2</sup>**

## 4. MAIL SURVEY RESULTS

### 4.1. Survey Distribution

This survey was handed out at ten county fairs across Montana in the summer of 2004. Transportation Awareness Program volunteers requested that people stopping at their booths fill out a survey. Respondents filled out the survey and either dropped it in a locked box or mailed it back postage paid. The fairs attended and their dates are shown in Table 1.

**Table 1: Survey Distribution Places and Dates**

<b>Fair</b>	<b>City</b>	<b>Date</b>
Richland County Fair	Sidney	July 4-7
Lewis and Clark County Fair	Helena	July 28-August 1
State Fair	Great Falls	July 30-August 7
Western Montana Fair	Missoula	August 10-15
Dawson County Fair	Glendive	August 11-15
Montana Fair	Billings	August 14-21
Northwestern Montana Fair	Kalispell	August 18-22
Fallon County Fair	Baker	August 19-22
Eastern Montana Fair	Miles City	August 26-29
Beaverhead County Fair	Dillon	September 1-5

Of the 3000 surveys distributed, 1549 surveys were completed and returned with valid responses, which equals a response rate of 51.6 percent. This is an extremely high return rate.<sup>3</sup> WTI's experience with return rates for a postcard survey of this size is around 30 percent (Safe Passage survey #1 had a 33 percent response rate (3) and Safe Passage survey #2 had a response rate of 27 percent (4)).

### 4.2. Demographics

The following demographic information was included in the survey: fair that survey was received at, residence (zip code), gender, and age. This information was recorded in order to determine if users' responses in the survey were influenced by one or more of the demographics.

#### 4.2.1. Fair

Of the 1549 respondents, 149 did not answer which fair they received the survey at. As shown in Table 2, of the respondents that did answer, the majority of respondents attended the Montana Fair in Billings (42 percent) followed by the Lewis and Clark County Fair in Helena (22.1 percent) and the Western Montana Fair in Missoula (22.1 percent).

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<sup>3</sup> The response rate for this survey is actually higher as not all of the 3000 surveys were handed out; however, there is no accurate count as to how many were distributed.

**Table 2: Percent of Respondents from Each Fair**

<b>Fair</b>	<b>City</b>	<b>Date</b>	<b>Count</b>	<b>Percent</b>
Richland County Fair	Sidney	July 4-7	106	7.57
Lewis and Clark County Fair	Helena	July 28-August 1	310	22.14
State Fair	Great Falls	July 30-August 7	5	0.36
Western Montana Fair	Missoula	August 10-15	310	22.14
Dawson County Fair	Glendive	August 11-15	6	0.43
Montana Fair	Billings	August 14-21	588	42.00
Northwestern Montana Fair	Kalispell	August 18-22	38	2.71
Fallon County Fair	Baker	August 19-22	15	1.07
Eastern Montana Fair	Miles City	August 26-29	12	0.86
Beaverhead County Fair	Dillon	September 1-5	10	0.71

#### 4.2.2. Residence

One objective of this study was to determine if people were aware of TAP. As TAP is a statewide program with volunteers in different communities it is important to know if some communities are better at distributing information to the public than others. 3000 surveys were sent out with 1549 responses received. Of these, 95.3 percent responded that they were from Montana.

According to the 2000 census, the total population of Montana was 902,195; of which 672,133 are in the 18-65<sup>+</sup> age group that received this survey (2). Therefore, approximately 0.20 percent of Montana's population was represented in the survey responses.

Table 3 shows the percentage of respondents per MDT maintenance division compared to the population in that area. The response share for MDT divisions ranged from 0 percent in Havre to 38 percent in Billings, while the population distribution ranged from 2.5 percent in Lewistown to 18.2 percent in Billings.

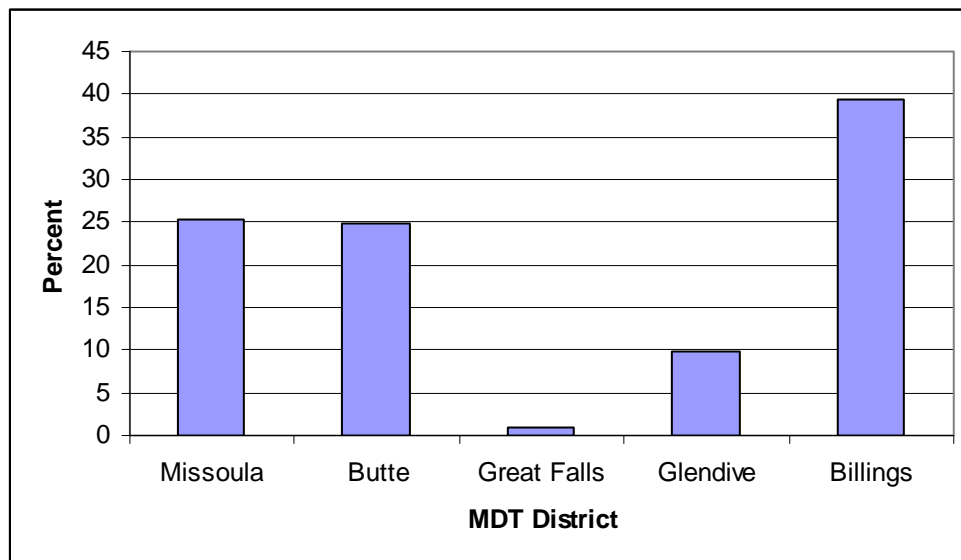
The table shows that the most responses came from Billings, Butte, and Missoula Maintenance Divisions. This is not surprising as these are the locations of the fairs with the highest response rates (i.e. Helena fair is in Butte Maintenance Division). Therefore, this indicates that mainly local residents attend the fairs. It is also not surprising that Bozeman, Havre, and Lewistown responses were so low, as no fairs were surveyed in these Maintenance Divisions. The most surprising response is Miles City with only 3 percent of the responses, as three fairs were in this area (i.e. Fallon County Fair in Baker, Dawson County Fair in Glendive, and Eastern Montana Fair in Miles City).

The other information to note is that 4.3 percent of respondents were from another state. Also, 9.1 percent of respondents' residences were unknown. This is either due to the respondent not supplying their zip code or the zip code they provided was non-existent (i.e. they may have written it incorrectly).

As seen in Figure 7, of the five MDT Districts in Montana. Billings residents responded to the survey the most and Great Falls residents, the least.

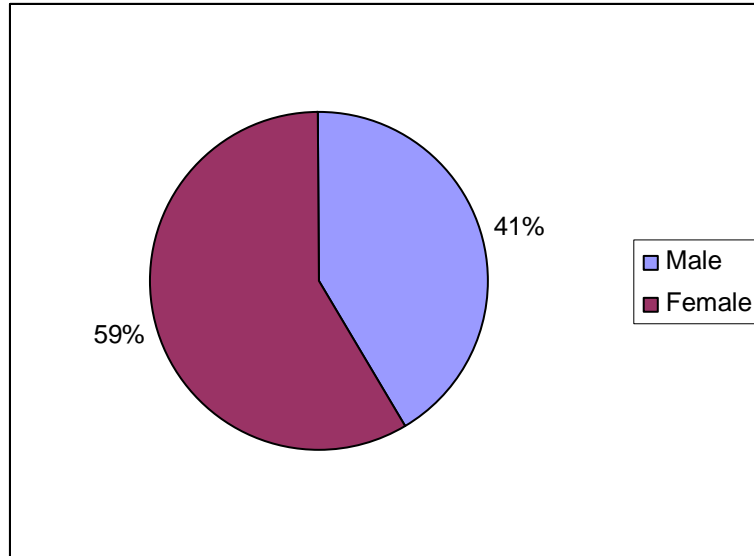
**Table 3: Survey Respondents Compared to State Population by Maintenance Division**

Survey Respondent Zip Code Analysis Based on MDT Division:						
Division	Count	Percent	Population per Division	Percent	Normalized by Pop	Percent
Billings	516	38	164240	18.2	0.0031	25.85
Bozeman	35	3	93268	10.3	0.0004	3.09
Butte	297	22	124565	13.8	0.0024	19.61
Great Falls	13	1	93361	10.3	0.0001	1.15
Havre	0	0	51573	5.7	0.0000	0.00
Kalispell	58	4	126185	14.0	0.0005	3.78
Lewistown	11	1	22513	2.5	0.0005	4.02
Miles City	46	3	39550	4.4	0.0012	9.57
Missoula	281	21	146090	16.2	0.0019	15.82
Wolf Point	85	6	40851	4.5	0.0021	17.12
Total	1342		902195		0.0122	

**Figure 7: MDT Districts**

#### 4.2.3. Gender

As shown in Figure 8, 41 percent of respondents were male and 59 percent were female. The survey was randomly distributed among the population of Montanans attending county fairs. Because of this, we would expect that the distribution of responses by gender would closely match the population by gender in the state. However closer analysis of the survey distribution and population distribution shows that this is not the case. According to the 2000 census, Montana residents aged 18-65<sup>+</sup> were 49 percent male and 51 percent female (2). These numbers indicate that females were more likely to answer the survey than males.

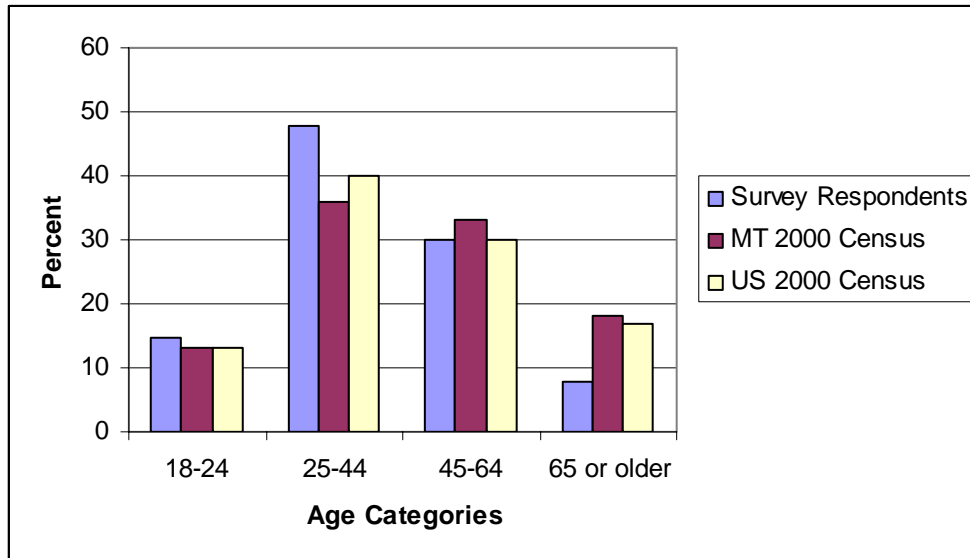


**Figure 8: Gender Comparison**

#### 4.2.4. Age

Of the 1549 individuals who completed the survey, 15 percent were aged 18-24 years, 48 percent were aged 25-44 years, 30 percent were aged 45-64 years, and 8 percent were aged 65<sup>+</sup> years. As shown in Figure 9, the majority of survey participants were in the age category of 25-44 years.

Figure 9 also shows a comparison of the survey data to the MT census and US census data. In the 25-44 years aged category, the results from the survey are much greater than the actual population indicated by the census data. It would be helpful to know the age distribution of the people receiving the surveys to determine the reason for this result. Unfortunately that information is not available so the reason for this result cannot be studied.



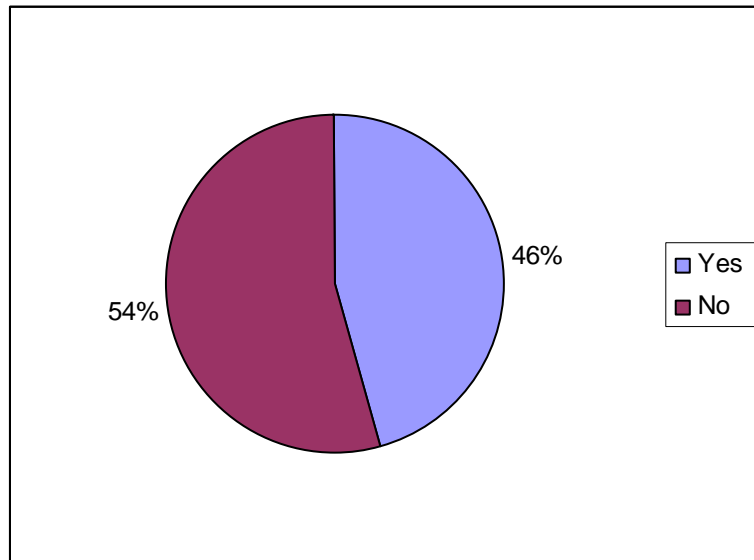
**Figure 9: Age Categories**

### 4.3. Program Awareness

These questions were asked to understand what the awareness level of this program is and how many people repeatedly attend the TAP booth at county fairs.

#### 4.3.1. Aware Before Fair

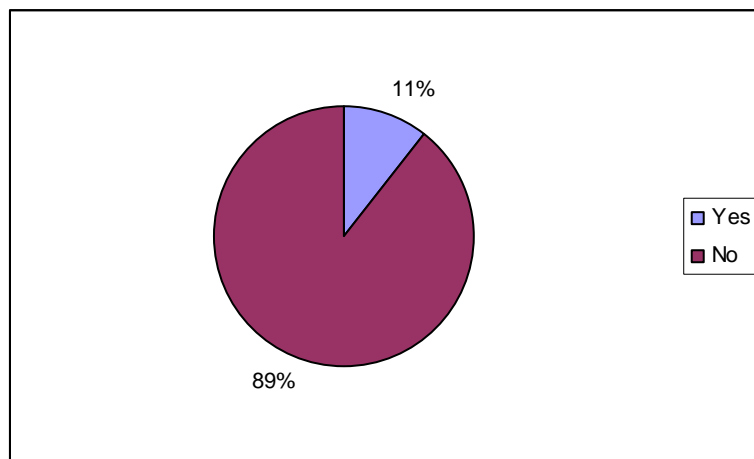
Survey respondents were asked if they knew of the Transportation Awareness Program prior to their trip to this booth. As shown in Figure 10, 46 percent of respondents were aware of the program prior to this trip to the booth.



**Figure 10: Awareness of TAP**

#### 4.3.2. Participate in Other TAP Programs

Respondents were also asked if they had participated in any other TAP programs such as the work zone or snowplow safety courses. As shown in Figure 11, 11 percent of respondents have also participated in other TAP programs other than county fairs. As 46 percent of respondents had heard of TAP prior to this fair, but only 11 percent have attended other TAP programs, this shows that fairs are a great marketing tool for both TAP and MDT.



**Figure 11: Participation in Other TAP Programs**

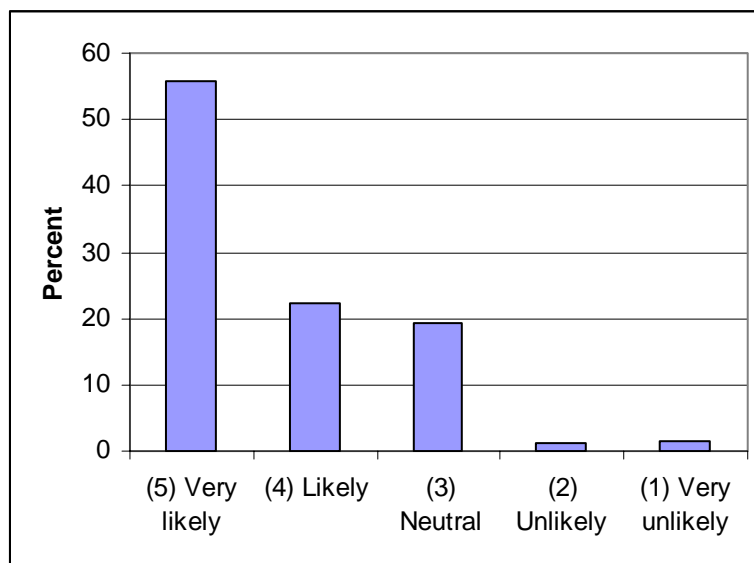


#### 4.4. Functional Measures

These questions were asked to understand the public's perception of this program. Specifically they were asked if they would recommend it to others, how useful it is, and the importance of spending tax funding on this program.

##### 4.4.1. Likeliness to Recommend

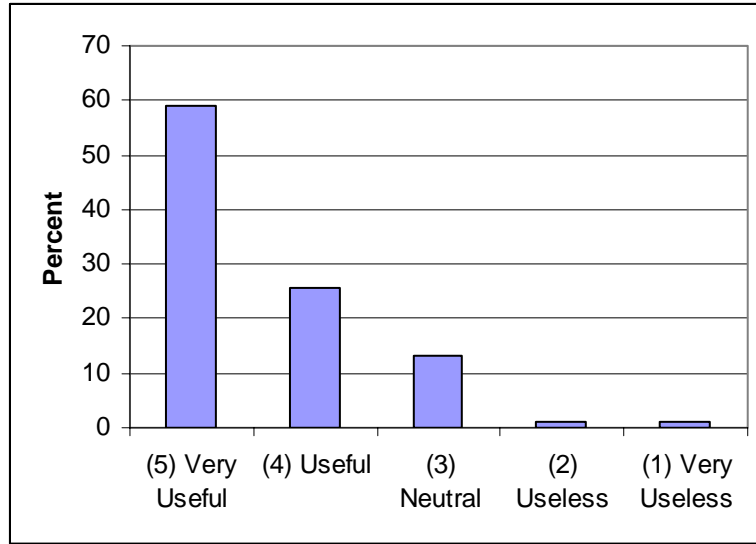
Respondents were asked how likely they are to recommend the TAP booth to others. As can be seen in Figure 12, the majority of people, 78 percent, were either very likely or likely to recommend the booth to others. The mean was 4.3 corresponding to between very likely (5.0) and likely (4.0) with a standard deviation of 0.92.



**Figure 12: Likeliness to Recommend to Others**

##### 4.4.2. Usefulness

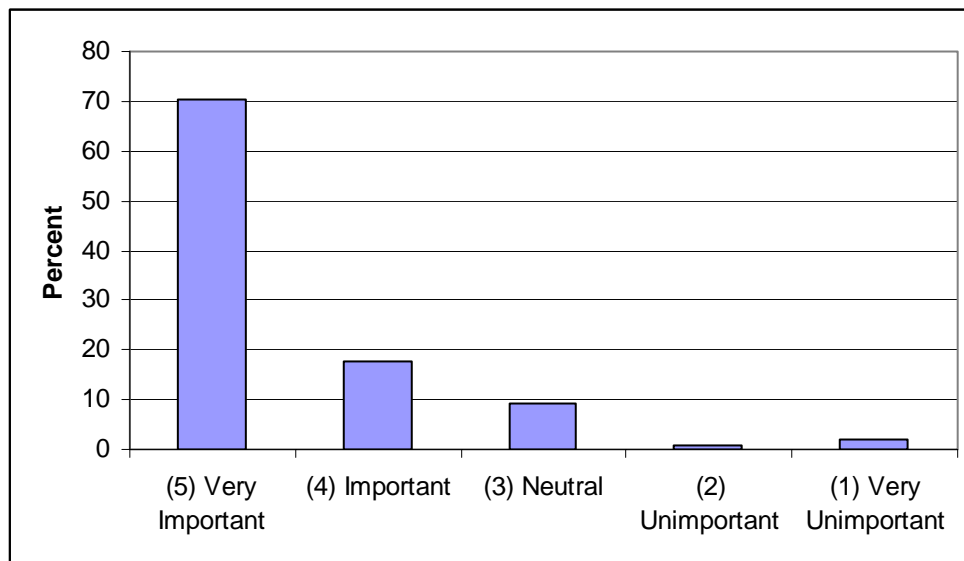
As TAP provides information to the public on topics that are important to MDT such as fuel tax, noxious weeds, snow plow safety, construction zone safety, and 511; the TAP coordinator was also interested in whether or not this information was perceived as useful by the public. As shown in Figure 13, the majority of respondents, 85 percent, feel that the information provided to them at the TAP booth is useful. The mean is 4.4 corresponding to between very useful (5.0) and useful (4.0) with a standard deviation of 0.84.



**Figure 13: Usefulness of Information Provided**

#### 4.4.3. Importance of Spending Tax Dollars

As this program is funded through tax dollars, it is important to know if the public thinks it is a worthwhile use of their money. As shown in Figure 14, the majority of respondents, 88 percent, felt that the use of tax dollars to promote transportation safety is important. The mean was 4.5 corresponding to between very important (5.0) and important (4.0) with a standard deviation of 0.85.



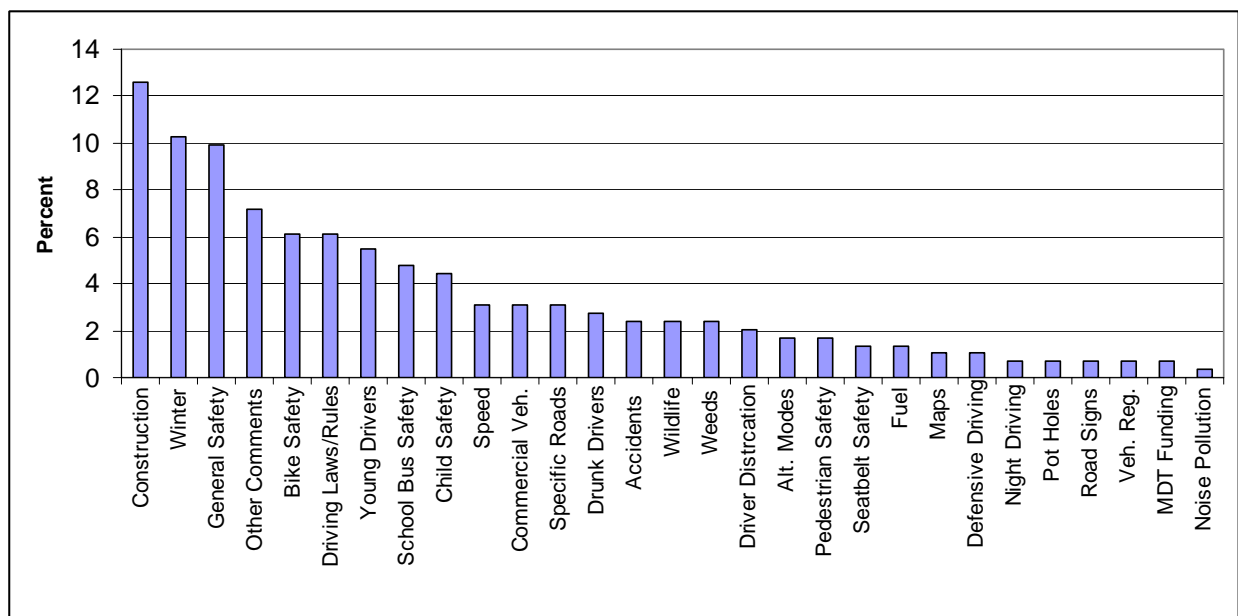
**Figure 14: Importance of Spending Tax Dollars**

## 4.5. Suggestions for Improvement

In the survey, respondents were asked their candid opinions of additional topics that could be discussed as well as their opinions on the program in general.

### 4.5.1. Additional topics

Twenty eight respondents wrote that they had no suggestions, while there were 293 additional topics suggested. As shown in Figure 15, there were 29 additional topics suggested. The most commonly mentioned additional topics include construction, winter information, general safety, other, bike safety, driving laws/rules, young drivers, school bus safety, and child safety. The comments can be found in Appendix C.



**Figure 15: Suggestions for Additional Topics to Discuss at the Booth**

### 4.5.2. General comments and suggestions

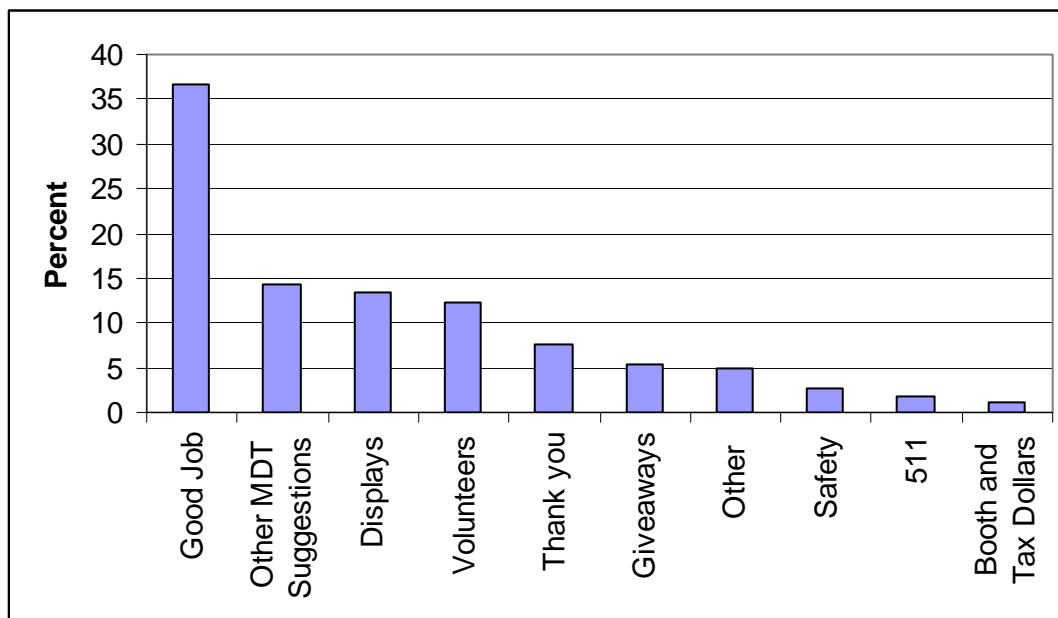
A total of 342 general comments and suggestions were recorded. As shown in Figure 16, the majority of the comments mentioned what a good job TAP is doing. 13 percent of the comments were specific to how much the public likes the fair booth (e.g. “very creative in your ideas to gain interest” and “awesome tribute to the man who died. I wish more people knew about this program.”). 12 percent were specific to how nice and friendly the MDT staff is (e.g. “Enjoyed meeting MDT employees, they were knowledgeable, courteous, and friendly-retired FDOT employee;” “very good info and good PR people;” and “MDT is greatly appreciated.”

14 percent of the comments were suggestions that the public has for other divisions/programs within MDT.

Some of the general comments commending the TAP and MDT in general include:

- “Very informative, booth is good to educate people/public about where tax dollars are spent;”
- “A great program. Very informative and educational for kids (non-drivers/ as well as drivers of all ages);”
- “Best class I ever took;”
- “Very valuable to have a program such as this in place;”
- “This seems like a good program. It would be nice to see in other areas of the northwest;”
- “I definitely feel this program is an asset, particularly for young students and drivers ed students;” and
- “The booth is fun. My kids think it is a lot of fun and my husband and I always learn something new.”

The complete list of comments can be found in Appendix D.



**Figure 16: General Comments and Suggestions**

## 5. CONCLUSIONS

Certain conclusions can be made based on the analysis of the survey, including:

- The goal of the two surveys was to solicit responses from two different populations of the Montana public. This was successful and can be seen through the demographics. The phone survey had a more even population distribution across MDT districts while the mail survey had a greater response rate in Billings and had a lower response rate in Great Falls. Also, the phone survey had an equal gender split whereas the mail survey was completed more by females. Lastly, the phone survey tended to be completed more by 45-64 year olds while the mail survey was mostly completed by 25-44 year olds.
- Montana residents are aware of the TAP program. 10 percent of phone respondents knew the program by name, 39 percent of phone respondents had spoken to an MDT employee at a public event, 46 percent of mail survey respondents had previous knowledge of TAP, and 11 percent of mail survey respondents had participated in other TAP programs such as the work zone and snow plow safety courses.
- The mail and phone surveys both indicate that fairs and driver's education classes are a great marketing tool for both TAP and MDT.
- Billings district residents were more likely to have spoken with an MDT employee at a driver's education class and at county fairs. Glendive district residents were more likely to have spoken with an MDT employee at county fairs and trade shows.
- Driver education classes were more effective at reaching residents ages 45 and younger, especially 18 to 25 year olds. County fairs were most effective at targeting 36 to 45 year olds (according to the phone survey) and 25 to 44 year olds (according to the mail survey). The younger the respondent, the more likely that TAP contact took place in a school class, while the oldest respondents (over 75) most likely participated in "55 alive."
- People from other states are also benefiting from TAP as 4.3 percent of mail survey respondents were from out-of-state.
- Respondents from the mail survey were likely to recommend the TAP booth to others (78 percent), felt that the information provided to them at the TAP booth is useful (85 percent), and felt that the use of tax dollars for transportation safety is important (88 percent).
- 29 additional topics of discussion at the TAP booths were suggested. The most commonly mentioned additional topics include construction, winter information, general safety, other, bike safety, driving laws/rules, young drivers, school bus safety, and child safety.
- The majority of general suggestions and comments related to how great the TAP program is, how fun and informative the booths are, and how friendly the employees/volunteers are.

Some examples include: “Very valuable to have a program such as this in place;” and “This seems like a good program. It would be nice to see in other areas of the northwest.”

In addition, the following considerations are indicated for future research/program enhancements:

- Create more informational pamphlets for handouts at TAP according to the topics suggested by participants;
- Expand the current driver’s education classes and school outreach;
- Continue and build upon the “...creative ... ideas to gain interest;” that were positively received by survey respondents and
- Continue and expand your outreach to children. It seems that people enter the fair booths for the children’s sake, but learn a lot themselves. (e.g. “The booth is fun. My kids think it is a lot of fun and my husband and I always learn something new.”)

## 6. REFERENCES

1. Floyd, J. "Perceptions of Highway Maintenance in Montana in 2004: The results of a Telephone Survey Final Report." Montana State University, Billings. November, 2004.
2. U.S. Census Bureau 2000 Data. August 2002.  
<http://www.census.gov/main/www/cen2000.htm/>
3. Bylsma, R., E. Adams, J. Carson, and J. Mounce. "Safe-Passage Development and Demonstration of a Rural Weather Prediction Model and Motorist Communication System for Safe and Efficient Traffic Management/Infrastructure Maintenance Third Year Report." Western Transportation Institute, September 2001.
4. Bylsma, R., J. Mounce, E. Adams, and E. Eidswick. "Safe-Passage Development and Demonstration of a Rural Weather Prediction Model and Motorist Communication System for Safe and Efficient Traffic Management/Infrastructure Maintenance Fourth Year Report." Western Transportation Institute, September 2001.

**APPENDIX A: SURVEY INSTRUMENT**

1. **Prior to your visit to the Transportation Awareness Program (TAP) booth at the fair, were you aware of this program?**  
 \_\_\_\_\_ yes \_\_\_\_\_ no

2. **After visiting the TAP booth, HOW LIKELY are you to recommend it to others?**  
 (*Check only one*)

Very <u>Likely</u> <input type="checkbox"/>	<input type="checkbox"/>	<u>Neutral</u> <input type="checkbox"/>	<input type="checkbox"/>	Very <u>Unlikely</u> <input type="checkbox"/>
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3. **HOW USEFUL did you find the information provided to you at the booth?** (*Check only one*)

Very <u>Useful</u> <input type="checkbox"/>	<input type="checkbox"/>	<u>Neutral</u> <input type="checkbox"/>	<input type="checkbox"/>	Very <u>Useless</u> <input type="checkbox"/>
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4. **HOW IMPORTANT is it to spend tax dollars to promote transportation safety?** (*Check only one*)

Very <u>Important</u> <input type="checkbox"/>	<input type="checkbox"/>	<u>Neutral</u> <input type="checkbox"/>	<input type="checkbox"/>	Very <u>Unimportant</u> <input type="checkbox"/>
--	--------------------------	--	--------------------------	--

5. **Have you participated in any other TAP programs, such as the work zone or snowplow safety courses?** \_\_\_\_\_ yes \_\_\_\_\_ no

6. **What additional transportation topics would you like TAP to provide information about?**

\_\_\_\_\_

\_\_\_\_\_

7. **General Comments/Suggestions**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Demographic Questions**

1. At which fair (name of city) did you receive this survey? \_\_\_\_\_

2. What is your home zip code? \_\_\_\_\_

3. What is your gender?  
 Male       Female

4. What is your age? (*Check only one*)  
 18-24       45-64  
 25-44       65 or older

**PLEASE RETURN BY SEPTEMBER 3, 2004**



## APPENDIX B: TABULAR RESULTS

1. Prior to your visit to the Transportation Awareness Program (TAP) booth at the fair, were you aware of this program?

	Count	Percent
<b>Yes</b>	699	45.57
<b>No</b>	835	54.43
<b>Total</b>	1534	-
<b>Did Not Answer</b>	15	-

2. After visiting the TAP booth, how likely are you to recommend it to others?

	Count	Percent
<b>(5) Very likely</b>	852	55.72
<b>(4) Likely</b>	340	22.24
<b>(3) Neutral</b>	297	19.42
<b>(2) Unlikely</b>	19	1.24
<b>(1) Very unlikely</b>	21	1.37
<b>Total</b>	1529	-
<b>Did Not Answer</b>	20	-
<b>Mean</b>	4.297	-
<b>Standard Deviation</b>	0.915	-

3. How useful did you find the information provided to you at the booth?

	Count	Percent
<b>(5) Very Useful</b>	897	58.86
<b>(4) Useful</b>	391	25.66
<b>(3) Neutral</b>	201	13.19
<b>(2) Useless</b>	18	1.18
<b>(1) Very Useless</b>	17	1.12
<b>Total</b>	1524	-
<b>Did Not Answer</b>	25	-
<b>Mean</b>	4.4	-
<b>Standard Deviation</b>	0.842	-

4. How important is it to spend tax dollars to promote transportation safety?

	Count	Percent
<b>(5) Very Important</b>	1079	70.25
<b>(4) Important</b>	272	17.71
<b>(3) Neutral</b>	142	9.24
<b>(2) Unimportant</b>	12	0.78
<b>(1) Very Unimportant</b>	31	2.02
<b>Total</b>	1536	-
<b>Did Not Answer</b>	13	-
<b>Mean</b>	4.534	-
<b>Standard Deviation</b>	0.8505	-

5. Have you participated in any other TAP programs, such as the work zone or snowplow safety courses?

	Count	Percent
<b>Yes</b>	163	10.63
<b>No</b>	1370	89.37
<b>Total</b>	1533	-
<b>Did Not Answer</b>	16	-

### Demographic Questions

1. At which fair (name of city) did you receive this survey?

City	Count	Percent
Baker	15	1.07
Billings	588	42.00
Dillon	10	0.71
Glendive	6	0.43
Great Falls	5	0.36
Helena	310	22.14
Kalispell	38	2.71
Miles City	12	0.86
Missoula	310	22.14
Sidney	106	7.57
Total	1400	-
Did Not Answer	149	-

2. What is your home zip code?

	Count	Percentage
Montana	1342	95.31
Other	66	4.69
Total	1408	-
Did Not Answer	141	-

Survey Respondent Zip Code Analysis Based on MDT Division:						
Division	Count	Percent	Population per Division	Percent	Normalized by Pop	Percent
Billings	516	38	164240	18.2	0.0031	25.85
Bozeman	35	3	93268	10.3	0.0004	3.09
Butte	297	22	124565	13.8	0.0024	19.61
Great Falls	13	1	93361	10.3	0.0001	1.15
Havre	0	0	51573	5.7	0.0000	0.00
Kalispell	58	4	126185	14.0	0.0005	3.78
Lewistown	11	1	22513	2.5	0.0005	4.02
Miles City	46	3	39550	4.4	0.0012	9.57
Missoula	281	21	146090	16.2	0.0019	15.82
Wolf Point	85	6	40851	4.5	0.0021	17.12
Total	1342		902195		0.0122	

3. What is your gender?

	Count	Percent
Male	615	41.47
Female	868	58.53
Total	1483	-
Did Not Answer	66	-

4. What is your age?

	Count	Percent	MT Census Data	US Census Data
18-24	217	14.57	13.00	13.00
25-44	712	47.82	36.00	40.00
45-64	445	29.89	33.00	30.00
65 or older	115	7.72	18.00	17.00
Total	1489	-	-	-
Did Not Answer	60	-	-	-

## APPENDIX C – QUESTION 6 COMMENTS

### Road Construction (37)

- Surveying equipment
- Status of infrastructure
- Road construction
- Work zone info
- Work zone safety
- More work zone safety
- Flagging
- Schedule post of work zone and delays
- Flagman safety zones
- Construction zones speed
- Road construction.
- Road construction.
- Construction zone safety.
- Construction zone safety for workers.
- Road work.
- Driving in work zones.
- Construction zones.
- Construction zone rules for safety.
- What the purpose of construction is.
- Construction zone safety.
- How they make roads
- Slow down in work zones.

- Road construction
- Road construction
- Road design.
- People to be aware of survey crews on highways.
- Construction zones.
- Speeding in construction zones.
- Road construction areas.
- Construction zones
- Flagger safety – sign person, safety before and after work on highway begins and ends.
- More warnings before you get to road construction.
- Why they don't do old highways.
- Up-coming projects.
- Speed in work zones.
- Fundraisers for hurt on the job employees.
- Dirt roads.

**Winter (30)**

- The safety zones around snowplows and such.
- The weight of snow plows with 8 yards of sand in back
- Snow plow safety
- Road and weather conditions
- Icy road driving
- Snow plow situation
- How fast you can go on snow.
- Winter driving safety tips.

- Safety in icy conditions.
- Icy roads.
- Winter driving
- Icy roads
- Driving on icy roads.
- Cold weather survival gear i.e. what to carry in truck.
- Inclement weather driving.
- 511-weather and road conditions.
- Winter driving tips.
- Winter driving safety.
- Driving on icy roads.
- What do they use on the streets to help you from sliding?
- Winter driving.
- Driving in snow.
- 511
- More info on accessing remote road surface cameras by internet.
- Deicer information.
- Plowing roads in winter
- Winter driving
- Weather at passes in the winter.
- Winter safe driving.
- Winter driving tips.

**General Safety (29)**

- Trailer safety

- 
- Drive calm and stop road rage.
  - Driver's day
  - What to do about unsafe drivers you see.
  - Drag racing on city streets
  - How unsafe driving can be
  - Anything to make our roads safer
  - People stopped along the highway.
  - Other highway problems.
  - Topics about highway.
  - Roads
  - Safety.
  - Emergency numbers.
  - What to do in various vehicle emergencies.
  - How to get emergency assistance when cell phone has no coverage (like over the pass).
  - Anything to do with safety.
  - Safety.
  - Basic traffic safety.
  - Emergency tips.
  - Cars with big trucks.
  - Safe merging procedure.
  - Vehicle awareness
  - What to do in long traffic jams.
  - Traffic or driving courtesy and ways to reduce aggressive driving.
  - Share the road

- How to better the streets.
- Better streets.
- Awareness
- It would be great to see these lectures at the ambulance meetings

**No Suggestions (28)**

- Not sure – I think the workers have a better perspective
- None, you do a great job.
- None, great.
- None, all helpful.
- None at this time.
- None at this time.
- None, all information was provided.
- There is enough information for us all!
- Don't know.
- Not sure
- None right now!
- No topic available.
- None at this time.
- I'm not sure.
- Nothing at this time, the people at the booth were very informative.
- They covered a lot! I cannot think of any!
- All questions were answered great!
- Nothing, you're doing an awesome job.
- None



- None, all is told.
- None at this time.
- None, they're wonderful.
- None, there were very informative
- Nothing.
- Can't think of any.
- Not sure
- Not sure.
- Not sure.

**Other Comments (21)**

- Anything
- Speed limits not needed for the public
- Volunteer
- Education is important.
- Any
- Does not matter.
- Open to all.
- Any for the public.
- Strikes
- How do you get stupid drivers off the road.
- Received what was needed.
- What it is
- I didn't receive any info.
- Handicap

- Litter
- Parks and rest areas
- Delineations
- Give more info.
- Longer string on pen
- Longer string.
- Bigger booth.

**Motorcycle/Bike Safety (18)**

- More bike safety, motorcycles
- Biking and vehicles.
- Motorcycle awareness.
- Bike safety.
- Bikes on roads.
- Motorcycle safety, helmet regulations.
- Motorcycle safety.
- Motor bike safety.
- Bicycle safety for cyclists.
- Bicycle safety for cyclists.
- Bike safety and road rules
- Availability of bike paths.
- Would like more bicycle stuff.
- Bike safety- road rules.
- Bike safety.
- More bike lanes.

- Quadra cycles
- How can we teach Missoula about bike safety laws?

### **Driving Laws/Rules (18)**

- Correct turning procedures at stoplights for each lane and what lane they should be turning into.
- Uncontrolled intersections
- Obeying all traffic rules
- Don't tailgate, use signals, and wait for safe space before pulling out into traffic.
- Safe driving distance.
- Send Montana drivers a notice with reminders to signal before turn lane outry. Also wait a safe distance before pulling out into traffic.
- Passing up hills
- Driving laws.
- Driving laws.
- Not running red lights.
- When trucks pass a car.
- What will happen if signs are not posted.
- What to look for is no signs are posted
- What can happen with no sign posted
- Basics – turn signals, highway stops etc.
- Use headlights always, distance behind vehicle as per MPH
- Following distance.
- Is there a way to remind people how uncontrolled intersections and 4-way stops work? People in Missoula don't seem to do very well with that.

### **Young Drivers (16)**

- Young driver's awareness (first time drivers)

- Drivers training
- Training for teenage drivers
- Driver's education.
- Driver's Ed back in schools!! Drive smart days at high schools.
- I think drivers Ed should be a regular school course & required to get a license.
- Drivers Ed
- School
- Young driver safety.
- It would be great to see these lectures at the student driver's ed classes
- Have table at University registration to educate students about road safety.
- Hit the high schools.
- Provide info to new drivers thru driver's ed.
- I think more time should be spent educating young drivers and making sure elderly drivers are safe to be on the road.
- School/outreach programs.
- Do you do school visits?

#### **School Bus Safety (14)**

- Rules for stopping for a school bus
- School bus safety
- Bus stuff
- Bus information, speed limit etc.
- School busing in rural communities.
- School bus transportation.
- School bus safety.
- School bus safety.

- School bus safety
- Bus
- School bus safety.
- School zones.
- School zones and bus stops.
- School bus safety.

**Child safety (13)**

- Children's stuff
- Car safety for kids
- Kid safety.
- Safety for children.
- Car seat safety and air bag safety.
- To schools and clubs (4-H)
- More for children.
- Car seats
- Child safety.
- Child safety in vehicles.
- Child safety seat info.
- Child safety – car seats
- Child restraints in vehicles.

**Speed (9)**

- Tell people to slow down.
- Speed
- Speed proportional to accidents.

- Road speed and time actually saved.
- People that drive too slow.
- Why can't people at least drive the speed limit?
- Speeding
- Speeding
- Speed limits

**Commercial Vehicle (9)**

- Truck safety
- No Zone.
- Trucks (16 wheelers) on Zimmerman Trail in Billings. Is this legal? Why?
- Scale houses
- Semi-truck safety
- How fast does it take a semi to stop.
- Awareness of commercial vehicles.
- 18 wheeler stuff
- Education for regular drivers with class D on the road.

**Specific Roadways (9)**

- Hwy 93 N construction.
- Information about highway 212
- Road proposals throughout Flathead County not just Kalispell.
- Highway improvement, local I-15 area.
- Malfunction junction
- Referring to street light on Broadway.
- Kalispell bypass.

- Traffic reports at malfunction junction.
- Snow removal on 6<sup>th</sup> Ave.

**Drunk Drivers (8)**

- Safety from drunk drivers
- Speed, alcohol.
- Open bottles.
- Drunk driving.
- Don't drink and drive.
- Just how bad drinking and driving is and not told enough.
- Open container issue
- Drunk drivers.

**Accidents (7)**

- Car wrecks and paying attention.
- Car wrecks
- Car wrecks
- Car wrecks
- First responses to an accident- what's the safest thing to do.
- Safety for firefighters/EMT's at accidents.
- Wherever more death occurs.

**Wildlife (7)**

- Deer, day and night.
- Dead animal removal.
- Wildlife on roads
- Deer collision awareness.

- Wildlife on roads
- Watching for game on our highways (Full moon-early morning and late afternoon.)
- Wildlife detection.

**Weeds (7)**

- Weed control
- Cutting down weed along roads.
- Weeds & what the state is doing.
- Weeds
- Knapweed weed control.
- Spraying roads for noxious weeds i.e. Knapweed and thistles.
- Show actual plants.

**Driver Distraction/Cell Phones (6)**

- Driving distraction.
- Cell phone use.
- Cell phone use while driving.
- Cell phone use & accident statistics related to cell phone use.
- Cell phone use
- How to eliminate cell phone while driving.

**Mass Transit/Alternative Transportation Modes (5)**

- City transportation.
- Bus transportation services in Missoula
- More about car pooling/alternative transportation options
- Airport
- Boats and trolleys.



**Pedestrian Safety (5)**

- Cross walk safety.
- Cross walks
- Pedestrian safety
- Pedestrian safety
- Pedestrian

**Seatbelt Safety (4)**

- Seatbelt safety
- Importance of seat belts.
- Seatbelt stuff.
- Stress seat belt use

**Fuel (4)**

- Dyed fuel misuse, federal funding and gas taxes.
- Ways to conserve fuel
- A way for less cars and better fuel efficiency.
- Would like gas price info for selected cities during the may thru October travel season.

**Maps (3)**

- Road maps
- More info on maps.
- Road maps.

**Defensive Driving (3)**

- Defensive driving.
- Driving defensively in 55 alive and young people.
- Mt drivers are nearly the worst drivers I've been around in 17 states, need some kind of courses.

**Night Driving (2)**

- Night driving.
- Night driving

**Pot holes (2)**

- Pot holes
- Pot holes

**Road Signs (2)**

- Cost of sign replacement.
- Respect for road signs, very good.

**Vehicle Registration and Licenses (2)**

- Mandatory Q & A vehicle registration yearly.
- Question to be answered when renewing driver's license.

**MDT Funding/Research (2)**

- All the research programs underway and info on the many things MDT does.
- How highway money is being spent.

**Noise Pollution (1)**

- Noise and other pollution especially in town and cities from vehicles (all types)

**APPENDIX D - QUESTION 7 GENERAL COMMENTS/SUGGESTIONS****Good Job (125)**

- They did a good job.
- Good Job!
- I think you do well as it is
- Great
- Wonderful stuff
- Great
- Great job at the fair!
- Very good
- Excellent info
- Great.
- Best class I ever took.
- Good info.
- Good program.
- Very well done.
- Do a good job.
- This is a great program.
- Very good
- Keep up the good work. God bless, be safe, have fun.
- Great.
- Good job
- A great program. Very informative and educational for kids (non-drivers/ as well as drivers of all ages).

- Have fun at the fair!
- Enjoy you guys every year.
- Awareness is great.
- Good work, keep it up.
- Keep up the great work!
- Helpful, good presentation, very aware of all questions asked.
- You are doing a good job.
- I like your program.
- Very good.
- I find this info very useful.
- Great program!
- It was helpful.
- Keep up the good work.
- Nice job!
- Great idea.
- Good stuff.
- Very helpful, great job.
- Very valuable to have a program such as this in place.
- Good info for kids also.
- I think the guys at the fair did a very good job.
- Good.
- Good job!
- Great.
- Good program, especially for youngsters.

- Good job!
- Great.
- Very good work from all of you.
- You rock!
- Great job!
- Good job.
- Keep up the good work.
- After hearing about the program, I think its great!
- Information was very useful.
- Great effort, keep it up.
- Keep up the good work!
- Good idea.
- Very good.
- Keep up the good work.
- Keep up the good work.
- Very good.
- Cool!
- You do good work.
- You're doing a great job.
- Great program!
- Educate people.
- Great program!
- Great
- Great stuff.

- Great program.
- Great idea, very informative.
- This is a good idea about telling people about this.
- Very good information.
- Keep up the good work!
- Great info.
- Very informative.
- Very informative.
- Keep up the good work.
- Very informative.
- Great job!
- Good info.
- Keep up the good work.
- Great job.
- I think they do a good job!
- Last year, very informative.
- Very helpful.
- Great
- The info was very helpful.
- Great job!
- Good job!
- Good job!
- Very good information!
- Knowledgeable, fun for kids.

- This is great.
- This seems like a good program. It would be nice to see in other areas of the northwest.
- Good work.
- Good program.
- It's good to know info is available.
- Great awareness program.
- Very good.
- Keep going! Montana is going to need this info.
- I thought it was very informative and is a very good program.
- Keep this going at fair – informational.
- I've used program like these in educational and elementary programs.
- Good with kids! And good for kids.
- Way to keep up informed.
- Keep on truckin'
- Very interesting and informative.
- I insist people come to this and get more info on our roads.
- Great and excellent info, truck driver and family.
- Good job.
- Very informative chat.
- Great job.
- I think they are doing a great job!
- Keep up the good work.
- Keep up the good work!
- They are very informative.

- Good!
- Good!
- Good idea.
- Great for school!
- I definitely feel this program is an asset, particularly for young students and drivers ed students.
- Keep up the good work.
- I think that this is a good program not that many people know this info so it's nice that you teach it.
- Keep up the good work

**Suggestions for Other MDT Divisions (49)**

- Higher fines in a work zone
- Get after those stiff penalties for those stealing construction sign in work areas. Very dangerous.
- Need more stop signs at intersections. I've noticed a lot on the south side that don't.
- There should be more police & sheriffs watching traffic thru work zones. People do not seem to understand speed limit signs.
- Loss of license with speeding in work zones.
- Public notification of work zone fines.
- More construction signs in work zones.
- All trucks should have mud flaps.
- Enjoy the website cameras.
- Enjoy the website, looking at the cameras. Also enjoy being able to email questions and receive answers.
- More info at licensing outlets about road construction/maintenance vehicles and operations.
- Lincoln in town needs new roads without the large tax increase.



- Paint like more often, use bright paint for night.
- Pull the ones over that prevent traffic from moving freely.
- I would like to see all semis restricted during the winter.
- I think they need to plow more and sand more.
- Yellow flashing lights on highways before a stop light should be programmed to let you know if light will change to red before you get to it.
- Fines for motorists without mufflers.
- Enforce construction zone safety.
- More fines in the work area!
- Road construction at web site.
- More warning on construction areas.
- Second hand roads cleared along highways and interstates
- Put TTY phone for deaf to call of any emergency.
- Survey for bicyclists for suggestions for new trails in Missoula
- Truck 65, car 75 is a bad idea.
- Car at 75 and big truck at 65 is a bad idea.
- Truck 65, car 75 is a bad idea.
- Truck 65 car 75, not a good idea
- Signs at ID stat border telling the dummies from WA to slow down.
- When a posted speed says 60 MPH make them go 60 MPH!
- Subways
- Mass transit.
- Trains, we need more trains.
- Trains (electric) ex. Italy
- Lets get the cars off the highways and promote trains and bikes.

- Speed kills, 70 MPH is too fast for most 2 lane roads in Montana.
- Transportation safety should be first and for most. Using tax dollars to accomplish this by widening and changing road ways to accommodate all the new growth – not spending tax dollars to study roadways for decades – what a waste! Just get out and do it! – not study and get nothing done.
- Better signage at construction sites.
- When improving the highway- always consider putting in a bike/walking path at the same time.
- I wish you could put a rumble strip in between lanes on 2 lane highways. It would prevent head on collisions if a driver wanders across the center line.
- Need more culverts, large ones.
- Slow down the traffic.
- I think Missoula should consider the investment in bio diesel for at least Mtn. Line (buses).
- Teach people to stay in the right lane and give right of way to emergency vehicles.
- Road paving would decrease dust.
- Comment on performance boards for contractors – quality control lacking on jobs.
- Longer turn left from Reserve onto Mullan North bound
- Need TV spots on road safety especially how to handle a 4-way stop.

**Displays (46)**

- Well presented, good graphics, enjoyable and educational!
- Very nice display – bright, informative and clean
- Very creative in your ideas to gain interest
- Nice displays, good info
- Thanks for sharing the new truck
- Good display
- Very nice dedication to the construction worker.

- Awesome tribute to the man who died. I wish more people knew about this program.
- Wonderful tribute to Dean!! Brings tears to my eyes.
- I liked the orange ribbons for the guy killed in the work zone.
- I liked the time poster on how much longer it takes to drive 45 mph.
- Nice display, great staff.
- Display was impressive.
- Nice exhibit
- Presentation was very professional. They passed on valuable information.
- Liked color large photo of weeds.
- Great booth.
- Great booth.
- Great booth, love the plow.
- Great booth.
- This is a good Metra Fair Booth exhibit.
- Good booth.
- Good booth.
- Great booth!
- This a good info booth.
- Always enjoy your booth and water.
- Like how the booth was set up and love the water.
- Very great booth.
- Excellent booth, especially for kids.
- Great booth and workers.
- Kids love the chance to see large highway machines up close. Our 4 year old grandson really enjoyed the snow plow.

- Nice booth.
- The booth is fun. My kids think it is a lot of fun and my husband and I always learn something new.
- Good booth, helpful people.
- Good fair display and knowledgeable people.
- Excellent booth!
- Great booth, you were great with the kids.
- Very nice booth! Good job.
- Good booth – informed people.
- Great booth.
- Nice booth!
- Like your booth.
- This booth was very helpful.
- Awesome booth.
- Good booth.
- Very informative, booth is good to educate people/public about where tax dollars are spent.

**Volunteers (42)**

- MDT people know the corniest jokes!
- Very good info and good PR people.
- I really like the friendly people working and the way it is set up, people friendly.
- MDT is greatly appreciated.
- Very friendly workers at booth!
- Very friendly people.
- Great job by people working at the booth.

- Your staff is very friendly.
- I think you guys and gals do an awesome job!!
- Workers were very kind and helpful.
- Nice people.
- Very friendly informants!
- Great, friendly people.
- The people at the fair booth were very friendly and informative.
- People at the booth were very, very kind.
- You're all so nice.
- Nice Folks!!
- People were very helpful and upbeat.
- Friendly, informative people answering questions at the booth; liked bike info.
- Our local MDT crew is the best.
- The people working the booth were great.
- Great job! Take care of those workers.
- Enjoyed meeting MDT employees – they were knowledgeable, courteous and friendly – retired FDOT employee
- The people working the booth are great.
- Friendly people.
- Personable guys running your booth!
- I enjoyed visiting with the people in the booth!
- Good presentation people at your booth at the fair.
- The people at the booth are very kind and helpful.
- Always helpful employees.
- I enjoy coming to your booth, I've never seen an unfriendly face and helpful info!!

- The 2:00 Friday shift was great!
- Every one was very friendly and informed.
- The 2:00 shift was informative and FUN!
- Great people working there.
- DOT representatives are very nice and have a lot of good info.
- Nice people working the booth!
- They know their stuff.
- Shannon is very personable and knowledgeable
- Kelly and Sam rule
- Jackie Miller is great.
- Paul did an awesome job!

**Thank you (26)**

- Thank you
- Thanks!
- Thanks!
- Thanks
- Thanks
- Thanks.
- Thank you.
- Thanks you for the info.
- Thanks
- Thank you.
- Thanks.
- Thank you.

- Thanks.
- Thank you!
- Thank you for all you do!
- Thanks.
- Thanks for the info.
- Thanks
- Thanks, kids love it.
- Very fun, Thank you!
- Thanks!
- Thanks
- Thanks for reminding people to drive safely.
- Thanks for bringing around awareness
- Thanks, kids had fun.
- Thank you.

**Giveaways (18)**

- More Mr. Misters spray bottles for promotion.
- I like florescent and hats, they're very cool I wish I could have one.
- Great water
- Love the free water and county seat cards.
- Awesome booth, awesome stickers.
- Thanks for the water.
- Cool bright orange stickers.
- I like water.
- Love the doodads.

- Your sticker's rock!
- The water is a life saver!
- Bumper stickers (I break for road crew)
- Very good water.
- Thanks for the cold water.
- Thanks for the shade and water.
- Thanks for the water.
- Thanks for the info, maps etc.
- Thanks for the water.

**Other (17)**

- I used to drive a tow truck so I know what it is like for you guys.
- I worked heavy highway at one time. It is scary.
- Nice truck.
- What is this about? No info was given, just shoved survey at me =)
- Washington has \$8 millions for rural (*transit grant?*).
- Winter survival book is an excellent resource.
- Send me a job ap.
- I like red trucks
- A big truck
- You have a big truck.
- With all the vehicles on the road today it's a good time to get people's attention.
- None at this time.
- I've worked in this field for 20 years.
- Correct our name NOT "55 Alive" now "AARP Driver Safety Program"



- Good web cams.
- Husband is survey/fireman, know most of stuff.
- When I asked what the coulee sign was for they gave me this card and said to mail it in.

**Safety (9)**

- People need to know about highway safety.
- I like the idea of making people aware of construction safety.
- Work zone safety is very important!
- Appreciate the effort to generate awareness about transportation safety.
- Good booth, hopefully it makes people more aware of safety issues!
- Keep up the good work of informing drivers to slow down in work zones and to obey posted speed limits.
- General population needs to know how important safe driving is.
- Safety is important and benefits all. Great job!
- Safety for all.

**511 (6)**

- Love the phone number on road conditions.
- Find out if 511 can be called from an “emergency calls only” (911) cell phone, promote this.
- 511 is great.
- Nice 511 idea.
- 511 rules.
- Good info on 511.

**Booth and Tax Dollars (4)**

- Need more funding.
- Seems like a waste of tax dollars.

- We spend too much tax dollars to be paying for this at the fair.
- Lots of giveaways. Would tax dollars do better on education not giveaways.