

This collection of information is voluntary and will be used to help FHWA provide a better online experience for our user. Public reporting burden is estimated to average 3 minutes per response, including the time for reviewing instructions searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this collection is 2125-0628. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Michael Howell, Information Collection Clearance Officer, Federal Highway Administration, 1200 New Jersey Avenue, SE, Washington, DC 20590.

FHWA www.fhwa.dot.gov 2020 survey

Thank you for agreeing to participate in this survey. Your feedback will be used to help us provide an even better online experience.

Q1 What role **best** describes you? I am ...

- General public / consumer
- Business owner
- FHWA partner
- Transportation professional or consultant
- Student, teacher, or researcher
- Media
- State DOT employee
- Federal government employee
- Other State government employee
- County/local government employee
- Municipal Planning Organization employee
- Other (please specify) _____

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Q2 About how often do you visit this site?

- This is my first time
- Daily
- Weekly
- Monthly
- Less than once a month

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Q3 What prompted you to come to this site today?

- Reference from an industry association
- I was referred by a job search website
- Information I read online suggested coming here
- Internet search engine (Google, Bing, etc.)
- Recommendation from a friend or colleague
- News story
- Facebook, Twitter or another social media site
- Email, newsletter, or other form of communication from FHWA
- I'm a regular visitor / have general familiarity with the FHWA website
- Other (please specify) _____

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Q4 And, what were you **primarily** seeking to do while visiting the site today?

- Get information I need for my business or organization
- Check out information and resources for the general public / consumers
- Find and review partner resources and information
- Find and review government resources and information
- Look for job / career opportunities
- Read news / press releases, testimony, speeches, etc.
- Check out the latest highway research, technology, or statistics
- Find contact information
- Learn more about the FHWA
- Other (please specify) _____

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Display This Question:

If visit intent = Check out information and resources for the general public/consumers

Q4a What type of consumer information or resources were you **most** interested in today?

- Location of my state's transportation department
- Useful information for upcoming travel I have planned
- Learn about automated vehicles
- Learn about public participation in transportation planning
- Safety
- Other (please specify) _____

Display This Question:

If visit intent = Find and review partner resources and information

Q4b What type of partner information or resources were you **most** interested in today?

- Location of my state's transportation department
- Grants or other project financing resources
- Business opportunities
- Learn about automated vehicles
- Safety
- Other (please specify) _____

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Display This Question:

If visit intent = Find and review government resources and information

Q4c What type of government information or resources were you **most** interested in today?

- Regulatory information and/or contacts
- Governmental affairs information
- Federal and Tribal Lands information
- Highway funding
- Highway statistics
- Environmental issues / environmental justice in transportation
- Learn about automated vehicles
- Other (please specify) _____

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Q5 How successful was your overall visit today?

- Not at all successful
- Mostly unsuccessful
- Neither unsuccessful nor successful
- Mostly successful
- Very successful

Display This Question:

If success = Not at all successful

Or success = Mostly unsuccessful

Or success = Neither unsuccessful nor successful

Q5a.0 Please tell us the main reason your visit was not as successful as it could have been.

- Had a hard time getting around / navigation was difficult
- Could not find what I was looking for
- Search was not helpful
- Labeling and terminology was not clear / not written in plain language
- Unappealing website design
- Site was too slow / slow page loads
- Technical difficulties or errors

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0 Other (please specify) _____

Display This Question:

If reason no success = Had a hard time getting around / navigation was difficult

Q5a.1 Please specify what caused the most trouble for you.

Page Break _____

Display This Question:

If reason no success = Could not find what I was looking for

Q5a.2.0 Please specify what it was you were looking for.

Display This Question:

If reason no success = Could not find what I was looking for

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Q5a2.1 And, which of the following **best** describes why you feel you didn't find that information?

- Was not sure where to look on the site
- Information I found did not meet my expectations
- It was taking too long to find what I was looking for
- Not sure the information I want is on the website
- Other (please specify) _____

Display This Question:

If reason no success = Search was not helpful

Q5b Which of the following best describes why you weren't satisfied with the search feature?

- Search results were irrelevant / unrelated to my request
- Not enough search results
- Too many search results
- Couldn't filter my search results the way I wanted to
- Other (please specify) _____

Display This Question:

If reason no success = Labeling and terminology was not clear / not written in plain language

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Q5c Which of the following **best** describes why you weren't satisfied with labeling and/or terminology?

- Too wordy overall / sentences or paragraphs were too long
- Headings were not helpful / not descriptive enough
- Terminology was too technical
- I didn't understand the content / not written in a way I could understand
- Other (please specify) _____

Display This Question:

If reason no success = Unappealing website design

Q5d Which of the following **best** describes why you weren't satisfied with the website design?

- Design is outdated
- Not well organized / poor layout
- Text too small or too hard to read
- Too busy / cluttered
- Images were poor quality / not relevant or engaging
- Other (please specify) _____

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Q6 On a scale from 0-10, how likely are you to recommend the FHWA website to a friend or colleague?

- 0 (Not at all likely)
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 (Will definitely recommend)

Q7 And finally, what are the one or two most helpful things we can do on this website to make it a better experience for you?
