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.

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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) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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
* 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.

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| 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.

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Display This Question:

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

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

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) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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?

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