

You are driving on I-15 Northbound before you reach the Point of the Mountain at 8 AM on a Monday in September. Weather conditions are slightly cloudy but overall clear. The air temperature is 65-degrees F.

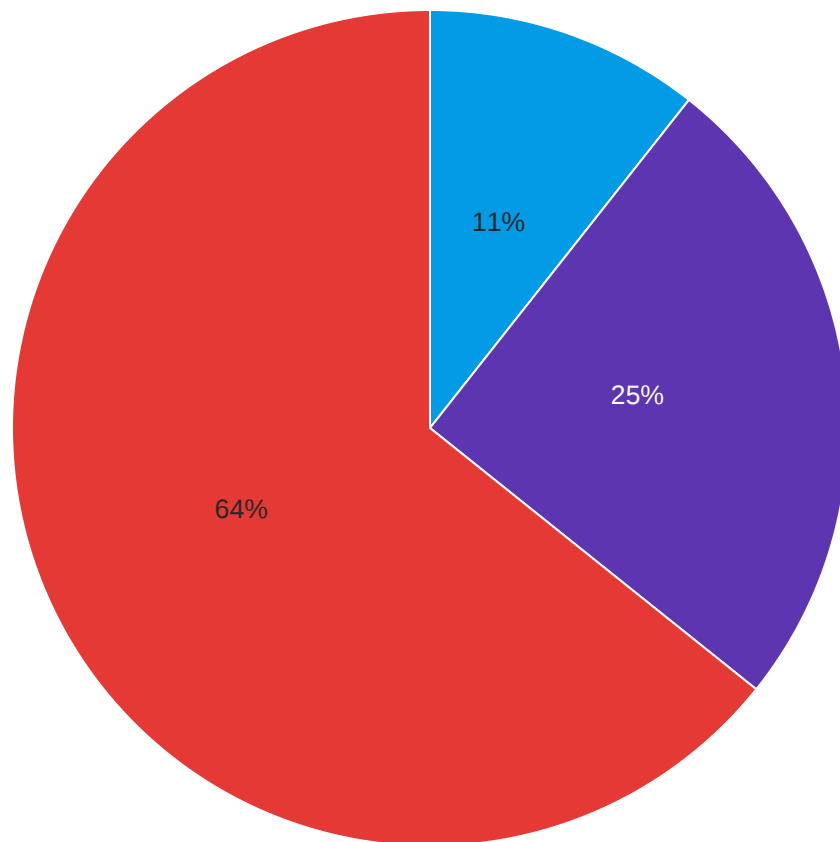
An alternating VMS displays a message saying,

"Severe Crash 2 Miles Ahead
Take Alt Route

One Lane Open
Expect 30 Min Delay"

You can't see any congestion. How do you react?

442 Responses



- I don't think it will be that bad and decide to keep going
- I wait to see the congestion before I take the next exit
- I exit the freeway at the next available exit and take an alternate route

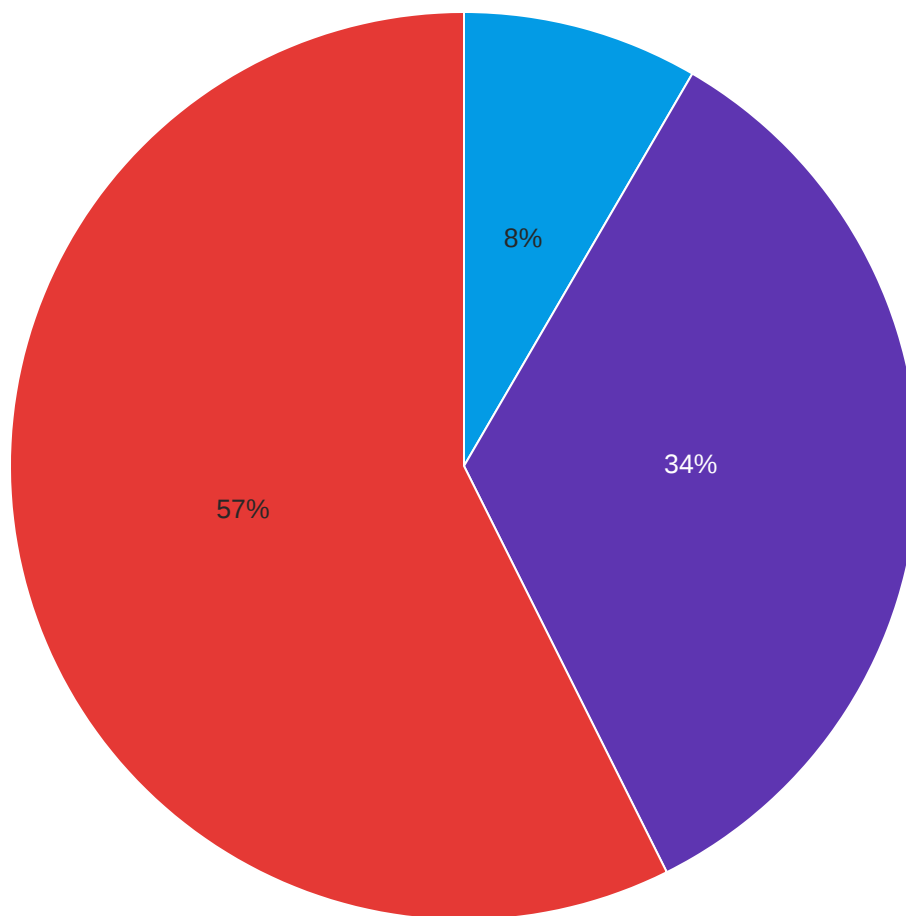
You are driving westbound on I-80 past Kimball Junction at 7 PM on a Saturday in January. It is snowing lightly, and air temperatures are around 30-degrees F.

A VMS displays a message saying,

"Icy Roads Ahead
Reduce Speeds"

There is some snow on the ground next to the road, but the road itself is clear though wet. The speed of the traffic around you is on average 5 mph above the speed limit. How do you react?

441 Responses



- I maintain my speed to be safe among the other drivers
- I reduce my speed to the speed limit
- I reduce my speed to 5 mph below the speed limit

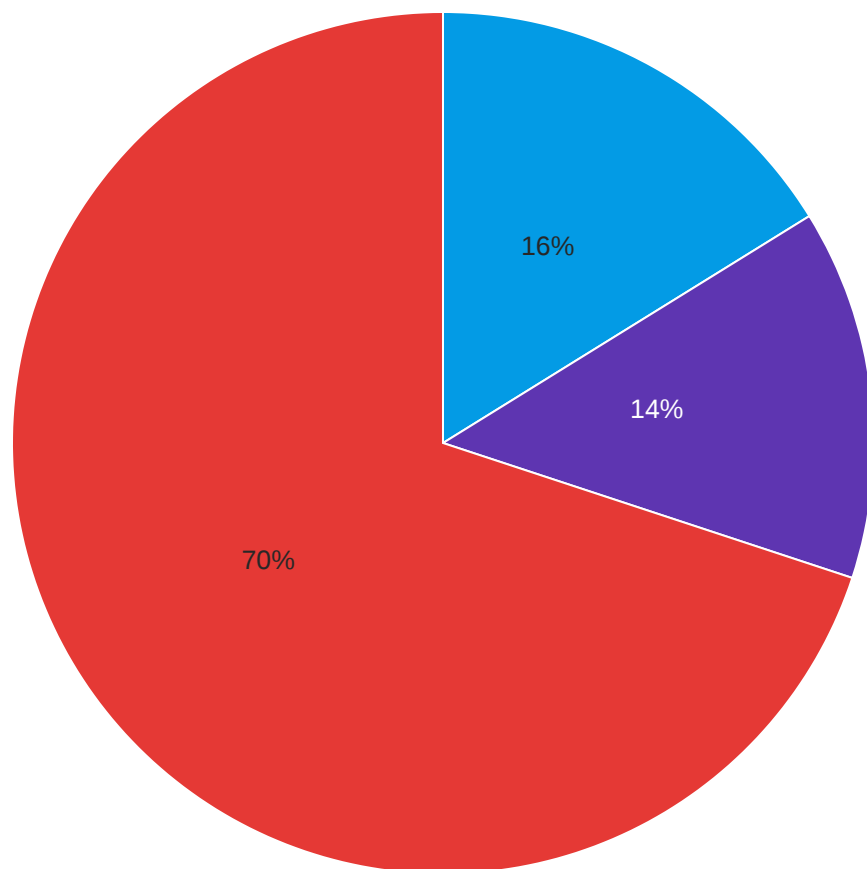
You are driving on I-215 at 5 PM on a Wednesday in April. Weather conditions are slightly cloudy and misty, and you know that rain is on the way. Air temperatures are around 45-degrees F. An alternating VMS displays the following message,

"April Showers
Bring Pretty Flowers

Stay Alive to See Them
No Texting While Driving"

You aren't texting right now, but how do you react to this message?

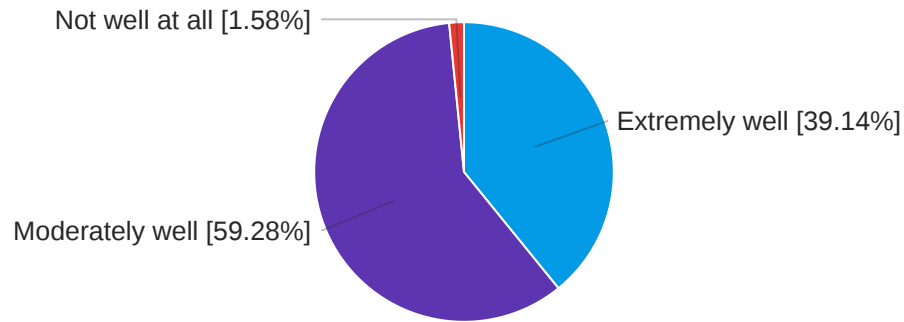
439 Responses



- I do not pay attention to these type of VMS messages
- I think the warning does not apply to me, but the message does stick in my mind
- I laugh at the message and keep the warning in mind

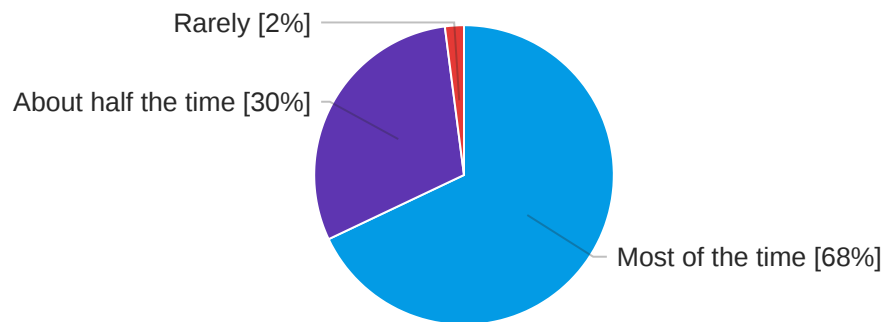
In general, how well do you trust VMS messages?

442 Responses



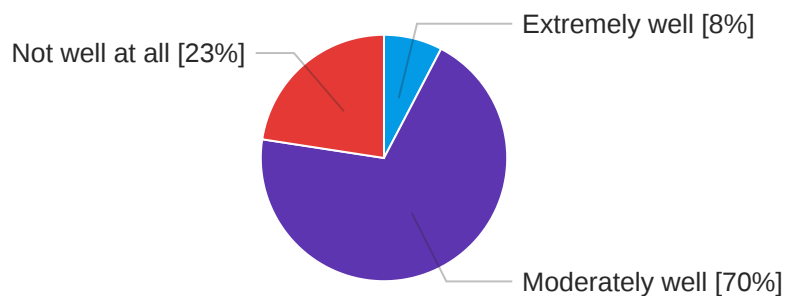
How often do you follow advice given by VMS messages?

440 Responses



How well do you think the traveling public responds to VMS messaging?

443 Responses



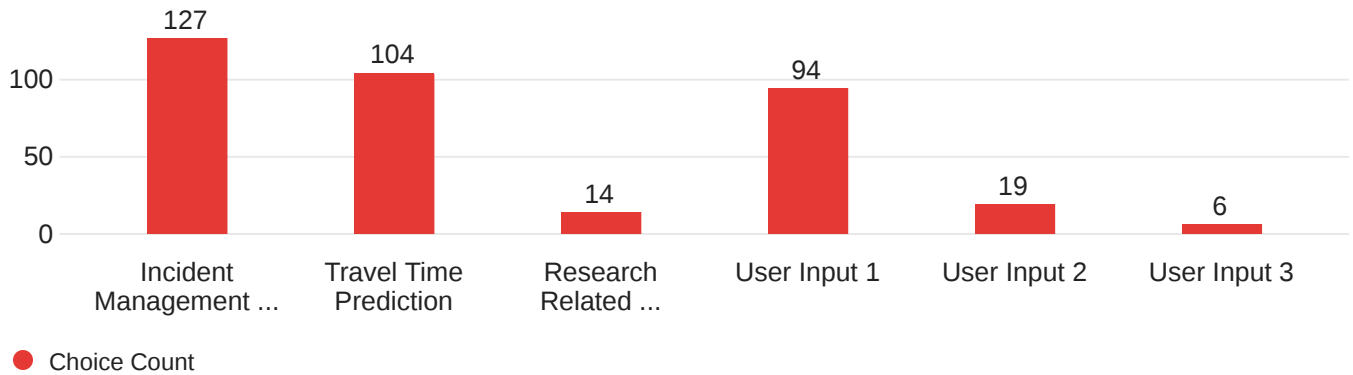
VMS messages are [...]

443 Responses

Not at all useful	1.13%
Moderately useful	43.12%
Extremely useful	55.76%

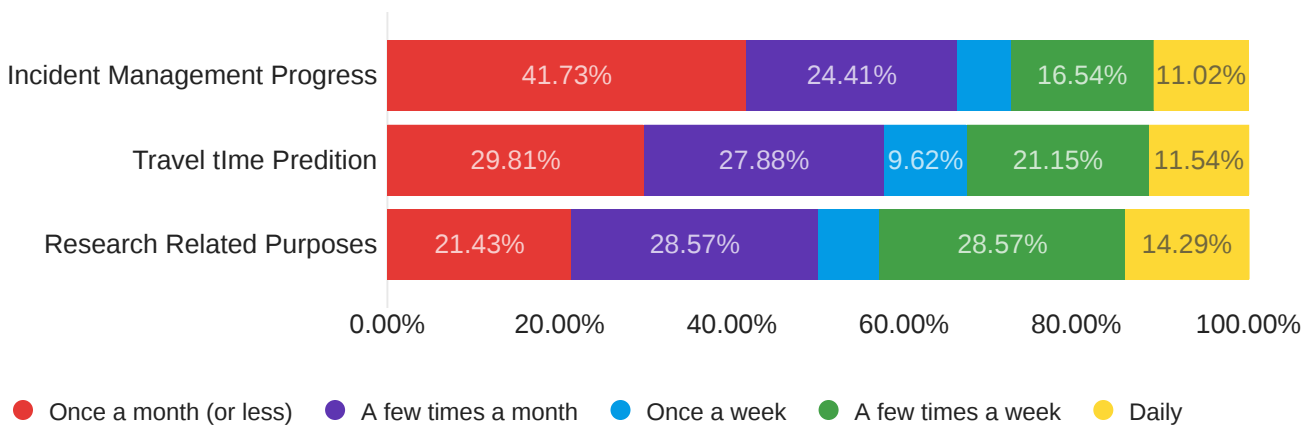
UDOT Related Uses of VMS

252 Responses



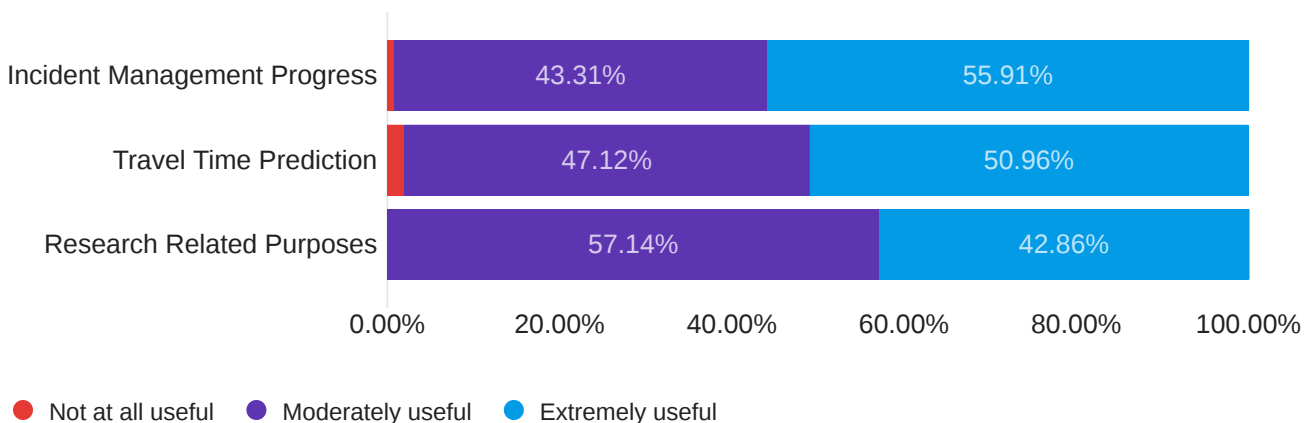
How often do you use or have used VMS for these purposes?

252 Responses



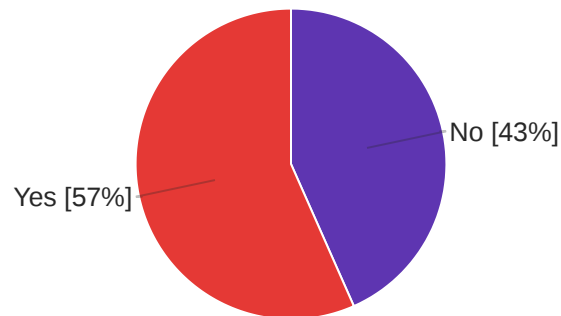
How useful are VMS for these purposes?

252 Responses



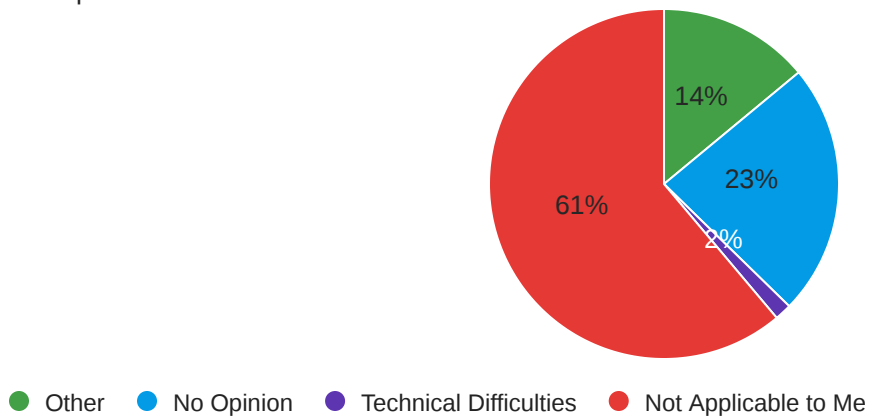
Do you use VMS in your work for UDOT?

445 Responses



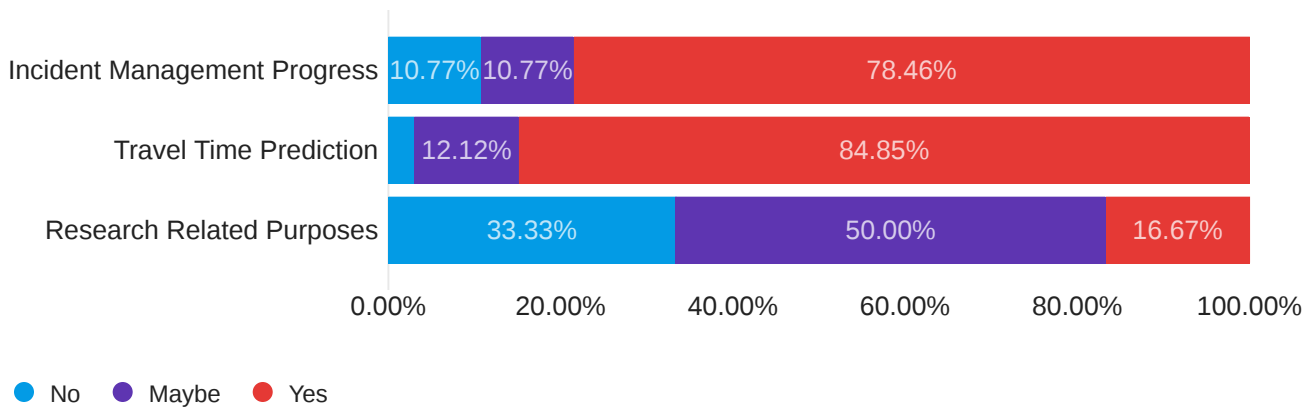
Why don't you use VMS?

193 Responses



How do you think VMS could be useful for you?

67 Responses



Other - Text

I don't understand the question. I don't have anything to do with VMS working in finance at UDOT. I've seen them before while driving.

I have not had the opportunity to do it yet.

I don't venture out of the office during working hours, as I have a desk job.

The one in my area is an Idaho VMS board

VMS are hard to access, use, and/or understand...AND they don't have the deployment footprint, which limits the ability of their impact to be improved

work in the office

I utilize mobile VMS boards in project delivery for project MOT

I don't have access to them at work except for when I see them driving down the road.

I don't see them very often - Live in a rural community

No VMS in my area except for portable type. I do use portable type on a regular basis, wish I had access to another.

I use them when I see them.

I have access to VTMS (variable toll) signage and wouldn't want to change or access VMS without similar understanding and approval (i.e. as directed)

All of the above? I don't use them, but if I needed to I wouldn't know where to go,

I only use them as a motorist in traffic.

Unless I am out on the road driving for work, I don't know what the messages are.

There are very few in Region 4 and there are almost no alternate routes around here

I haven't had a use case to use the VMS.

my job doesn't require

I don't operate them, I listen to them when I see the message

I work to install VMS; so I'm not a direct user.