

VOICES OF THE REGION

Public Opinion Survey

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Technical Committee
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Purpose

- The theme for the upcoming Visualize 2045 engagement is Visualizing Our Future Together.
- Results will provide a regional snapshot of public opinion related to various transportation issues.
- Results will provide input for a range of TPB planning activities including the 2022 update to Visualize 2045.
- Results can be used by TPB, member jurisdictions, and elected officials as quantitative support for any project, programs, or policies that align with the TPB's Planning Policy Areas.



Content

To visualize 2045 together, regional leaders need to understand public opinion trends in three different ways:

- Travel During the COVID-19 Pandemic
- Our Transportation Future
- External Forces and Future Factors



Travel During Covid-19

Content:

- This section will ask the public about their transportation choices in the midst of COVID-19.

Purpose:

- Understand how people are adapting their transportation choices to the current health crisis.
- Understand how these changes might affect long-term travel patterns and choices in the future.



Our Transportation Future

Content:

- This section asks the public to consider our current transportation system and determine what implementation activities would make transportation options more appealing in the future.

Purpose:

- Understand barriers and opportunities in our transportation system.
- Obtain information that can inform and provide support for TPB member implementation activities that align with the TPB policy framework.



External Forces and Future Factors

Content:

- This section asks the public about factors that will affect transportation in the future.
- The factors we explore include climate change, autonomous vehicles, and continuing efforts to advance transportation equity in the region.

Purpose:

- Measure public awareness of these factors.
- Establish a baseline for public awareness on these factors.
- Understand how important these factors are in transportation decisions made by the public.



Methodology

- ICF developed a methodology for the survey using a representative address-based sample frame to select potential respondents.
- Respondents will be contacted via mail and encouraged to complete the survey via web. Respondents will be contacted up to three times.
- This effort will obtain at least 2000 completed surveys.
- The survey has been designed to be statistically valid for the following 10 geographic areas.



Methodology

Results from the survey will be available for these 10 geographies:

- District of Columbia
- Charles County
- Frederick County (including City of Frederick)
- Montgomery County (including Gaithersburg, Rockville and Takoma Park)
- Prince George's County (including Bowie, College Park and Laurel)
- City of Alexandria
- Arlington County
- Fairfax County (including City of Fairfax and Falls Church)
- Loudoun County
- Prince William County area (including Manassas and Manassas Park)



Schedule

This project will follow this broad schedule:

- August: Conduct Cognitive Interviews
- September: Invite randomly selected participants and collect our surveys responses
- October: Analyze Data
- November: Develop Survey Report
- December: Final Report



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