

2018 QUADRENNIAL UPDATE OF THE LONG-RANGE PLAN

Outreach and Communications Update

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Today's topics

BRANDING SURVEY OUTREACH HOW YOU CAN HELP



How we got here

- **Peer review**

Other MPOs and regional and sub-regional planning bodies

- **Internal development**

Extensive brainstorming and discussion

- **Stakeholder feedback**

CAC, AFA, DOTs, Technical Committee

- **Consultant assistance**

Graphics, survey development, public outreach



Our goals at the outset

BRANDING

**FRESH
SIMPLE
ON-MESSAGE**

SURVEY

**USEFUL
BROAD
EASY & FUN**



Branding: From CLRP to LRP



**UNFUNDED
CAPITAL NEED,
“ALL-BUILD”**



Branding: New name and look

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A LONG-RANGE TRANSPORTATION PLAN FOR THE NATIONAL CAPITAL REGION



Survey: MetroQuest

Introduction

WELCOME

Tell us about your travel experience in our region

What issues most affect your travel? What would make your experience better? Your answers will help guide a conversation among elected leaders and regional planners about our transportation future.

Begin

GETTING STARTED 2

ISSUES 3

YOUR IDEAS 4

ABOUT YOU 5

?

By 2045, there will be another 1 million people living in our region making as many as 3 million more trips. How will our transportation system accommodate this growth?

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A LONG-RANGE TRANSPORTATION PLAN FOR THE NATIONAL CAPITAL REGION

National Capital Region
Transportation Planning Board



Survey: MetroQuest

The screenshot displays a survey interface for MetroQuest. The main heading is "What affects your travel?". On the left, a vertical navigation bar includes "WELCOME", "GETTING STARTED", "ISSUES", "YOUR IDEAS", and "ABOUT YOU". The "ISSUES" section is active, showing a list of categories: Reliability (highlighted), Affordability, Travel Time, Travel Options, and Safety. The "Reliability" category is expanded to show a list of issues: Traffic Congestion, Traffic Incidents, Train Delays, and Bus Delays. Each issue has a star rating system (5 stars) and a "Comment" button. At the bottom, there are buttons for "Suggest another item" and "Next Category".

What affects your travel?

What to do Next Task

WELCOME GETTING STARTED ISSUES YOUR IDEAS ABOUT YOU

Reliability

Affordability

Travel Time

Travel Options

Safety

Reliability
How much does each of these issues affect you? *More stars means greater impact.*

Traffic Congestion
Traffic on the roads makes it hard for me to get where I'm going on time.

Traffic Incidents
Crashes and other incidents make it hard for me to get where I'm going on time.

Train Delays
It's hard for me to rely on trains to get me where I'm going on time.

Bus Delays
It's hard for me to rely on buses to get me where I'm going on time.

Suggest another item Next Category



Survey: Key Issues

RELIABILITY

Traffic Congestion
Traffic Incidents
Train Delays
Bus Delays

AFFORDABILITY

Vehicle Ownership
Tolls and Parking
Rail Fares
Bus Fares

TRAVEL TIME

Time Spent in Traffic
Time Needed for Transit
Lack of Faster Options
Distances to Destinations



Survey: Key Issues

TRAVEL OPTIONS

Rail Transit
Bus Transit
Driving
Walking and Bicycling

SAFETY

Dangerous Driving
Infrastructure Condition
Crime
Street Design

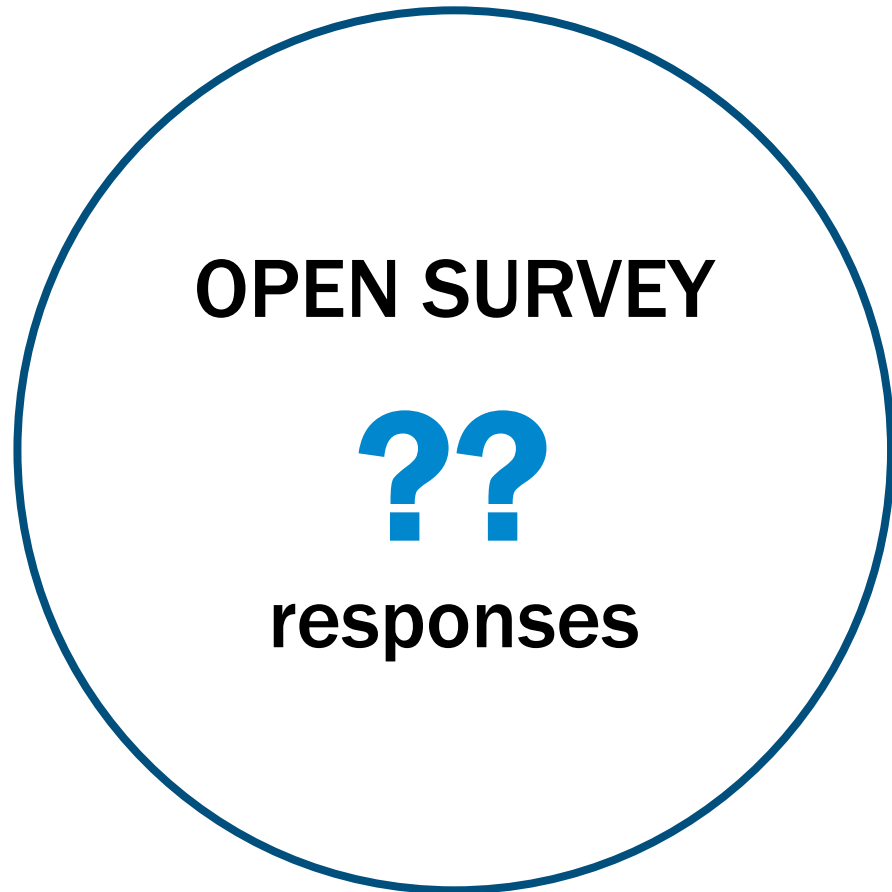


Survey: MetroQuest

The screenshot displays the MetroQuest survey interface. At the top, a navigation bar includes a back arrow, step indicators for '2 GETTING STARTED', '3 ISSUES', and '4 Share your ideas with us', and buttons for 'What to do' and 'Next Task'. A vertical sidebar on the left contains 'WELCOME', 'GETTING STARTED', 'ISSUES', and 'YOUR IDEAS'. A vertical sidebar on the right contains 'ABOUT YOU' and a speech bubble icon. The main content area features a map of the Washington, DC region with a 'Transit (Rail)' marker. A pop-up form titled 'Transit (Rail)' is open, containing a 'Delete' button, a dropdown menu for 'Choose the improvement type:', a text input field for 'Type...', and a 'Submit' button. Above the map, icons represent different categories: Road, Transit (Rail), Transit (Bus), Walking & Bicycling, Land-Use & Policies, and Other. A text prompt above the icons reads: 'Please drag and drop at least 3 markers on the map.'



Survey: Two approaches



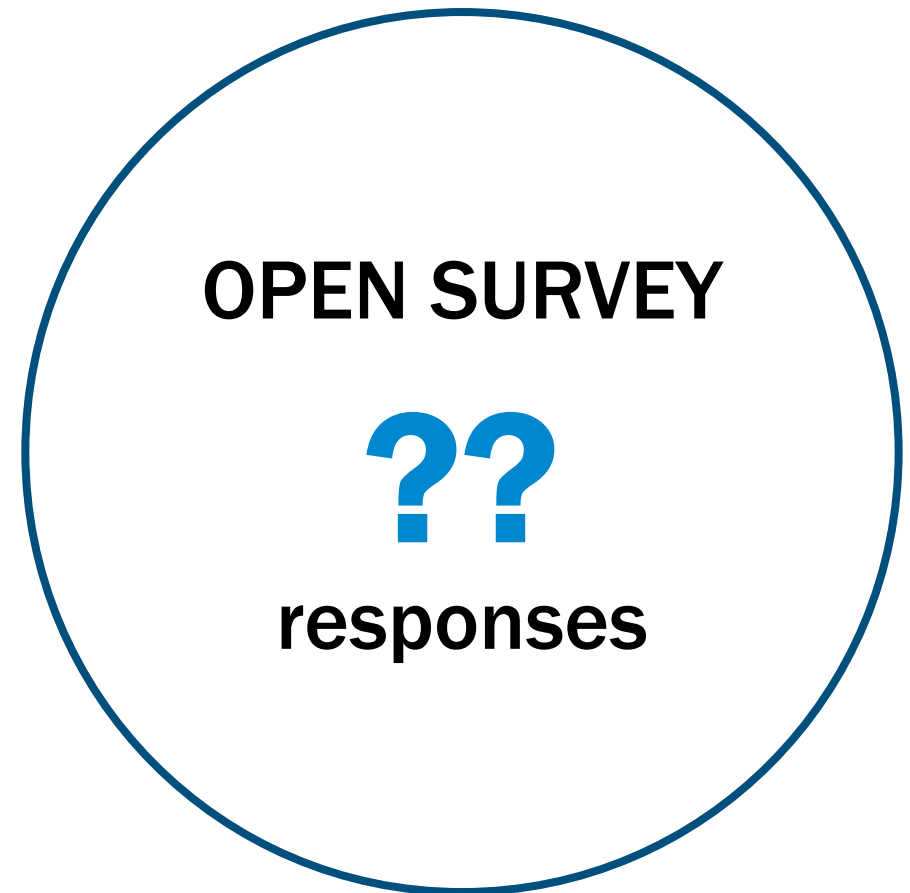
Survey: “Controlled sample”

- **First wave: June 16**
- **6,000 households**
- **Respond by July 7**
- **\$15 Visa gift card reward**



Outreach: “Open survey”

- **15 survey-taking events**
- **Info tables, events, street teams**
- **TPB newsletters, social media**
- **Stakeholder networks**
- **Media outreach and ad buys**



How you can help

BE A VISUALIZE 2045 AMBASSADOR!

In your Ambassador's Kit:

- Talking points & FAQs
- E-blast language
- Social media messages
- Information cards



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