

Visualize 2045 2021 Focus Groups

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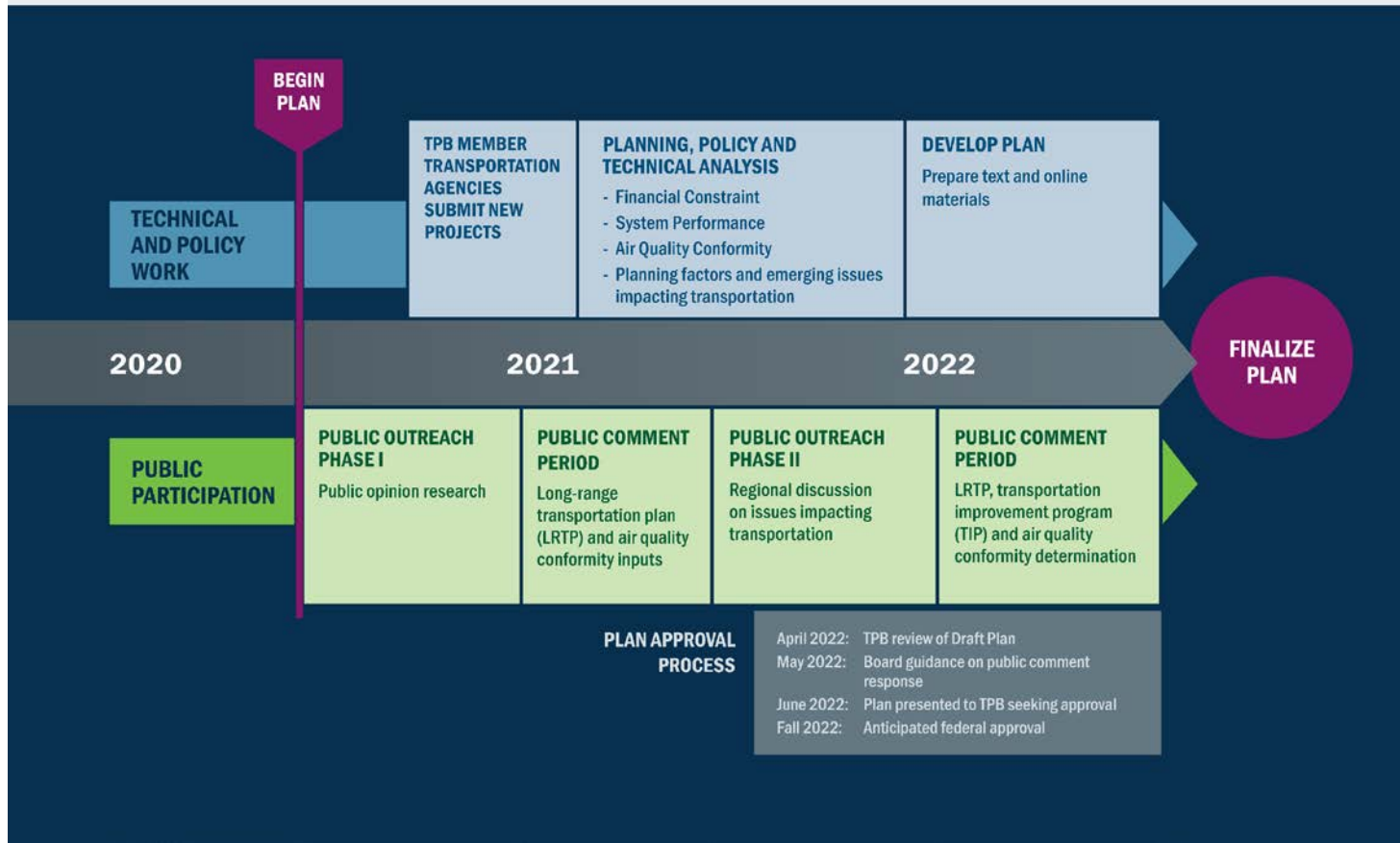
TPB Technical Committee
Agenda Item 6
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visualize
2045 A long-range
transportation plan
for the National
Capital Region

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**TPB's Visualize 2045 Long-Range
Transportation Plan Update (2022)**



Background on the Survey

Objective: to capture a regional snapshot of transportation public opinion

- By gaining insights on:
 - the impacts of the pandemic on transportation planning
 - preferred transportation improvements (relative to TPB policy priorities)
 - future / external factors to be considered

Overview:

- Conducted fall 2020; more than 2,400 responses
- Statistically significant for TPB planning area and 10 subareas
- Supported by consultant with survey expertise
- Conducted largely online, or over the phone, in English and Spanish

Focus Groups Purpose

Topics:

- Climate Change
- Transportation Equity
- Safety

Purpose:

- Supplement the data from the public opinion survey with aligned qualitative methodology
- Contextualize and supplement transportation issues
- Incorporating equity considerations

Objectives

1. Identify how different population groups experience and perceive these issues based on their demographic context and life circumstances.
2. Identify any recommendations and hopes for the transportation system as suggested by these individuals.
3. Our story about transportation equity, climate change, and safety is not complete. What can we learn from these groups to help us tell a more holistic and equitable story about these issues?

The Sessions

The Core	Low-income individuals	Inner Suburbs
Young Adults 18-25	People of Color	Spanish Speaking
Seniors 60+	Outer Suburbs	People with Disabilities
Individuals with HS Degrees or Lower	People of Color	

Recruitment

- Partnered with ICF to conduct Facebook, Craigslist, and Instagram Recruitment.
- Interested individuals were invited to complete a screener online.
- They were given the option to complete the screener via the phone. Participants were also invited to join via the phone.
- If selected, ICF worked with participants to assist them with using Zoom.

703 Eligible Participants	Low-income Individuals 91	Inner Suburbs 155
Young Adults 110	People of Color 451	Spanish Speaking 21
Seniors 68	Outer Suburbs 56	People with Disabilities 67
Individuals with School Degrees 73	People of Color 451	The Core 471

Focus Groups Content

Framework

- Three sections made up the conversation:
 - Equity
 - Climate Change
 - Transportation Safety
- Each section asked two main questions to contextualize and supplement these issues.

Contextualize

- Understand priorities
- Understand barriers and opportunities
- Understand different ways to perceive these issues

Supplement

- Understand current and future needs
- Listen to recommendations and rationale

Equity

Contextualize

Based on your personal experience and/or your observations, what are some equity issues that should be getting addressed in transportation?

Supplement

Imagine that you are in charge of creating an equitable transportation system. Can you talk about actions and/or ideas that you would prioritize?

Climate Change

Contextualize

Imagine that you have a magic wand that allows you to do anything you want to reduce your impact on climate change. Can you tell me about any transportation choices that you would make to reduce your impact on climate change?

Supplement

We talked about changes that you would make with your magic wand. Tell me what transportation officials can do to help you make these changes a reality?

Transportation Safety

Contextualize

Imagine that you are going to work, school, or picking up groceries. Can you describe what makes you feel safe when using your method of transportation?

Supplement

What can transportation do to continue to make you feel safe while navigating the transportation system?

Next Steps

- February: AFA and CAC focus group Section
- March- April: Analysis of the all the focus groups sessions using MAXQDA, a qualitative data analysis software
- May: Begin the focus group report / connecting the qualitative data with the survey's findings

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