

Work Session on the Development of the Regional Transportation Priorities Plan

June 20, 2012



National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments

Regional Transportation Priorities Plan (RTPP)

- Scope and Process approved by TPB on July 20, 2011
- Will identify 10 to 15 near and long-term regional strategies that offer the **greatest potential for addressing regional challenges**



Schedule for Developing the RTPP



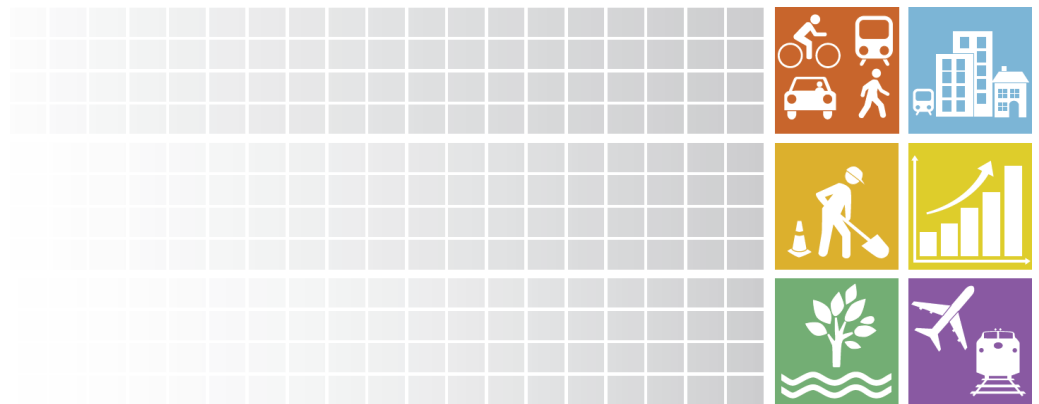
Tasks	FY2011		FY2012				FY2013				FY2014	
	Jan-Jun		Jul-Dec		Jan-Jun		Jul-Dec		Jan-Jun		Q1	
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Task 1												
Reaffirm Regional Goals and Agree Upon Performance Measures	█		█									
Task 2												
Determine Regional Challenges and Strategies to Address Them -Near Term -Longer Term		█	█		█							
Task 3												
Develop Regional Priorities, both Funded and Unfunded -Near Term -Longer Term			█		█		█		█			
Interim Reports *					▲		▲		▲			▲
Public Outreach and Comment					●		●		●		●	
Final Reports												■

* Interim Report #1 presented to TPB on January 18, 2012

Activities Since January 18, 2012

- **January/February 2012: Listening Sessions with Regional Stakeholders and Citizens Groups**
- **June 2, 2012: Citizen Forum**
- **July 2012: Interim Report 2, incorporating feedback received**
- **Fall 2012: Outreach to broader public on challenges and strategies**

LISTENING SESSIONS



Overview

- Held 5 listening sessions with regional stakeholders and citizens groups
- January – February 2012
- Purpose: to provide interim feedback on goals, challenges, and strategies
- Approach: focused on performance measures to illuminate regional challenges and identify strategies to address them

Listening Session Schedule

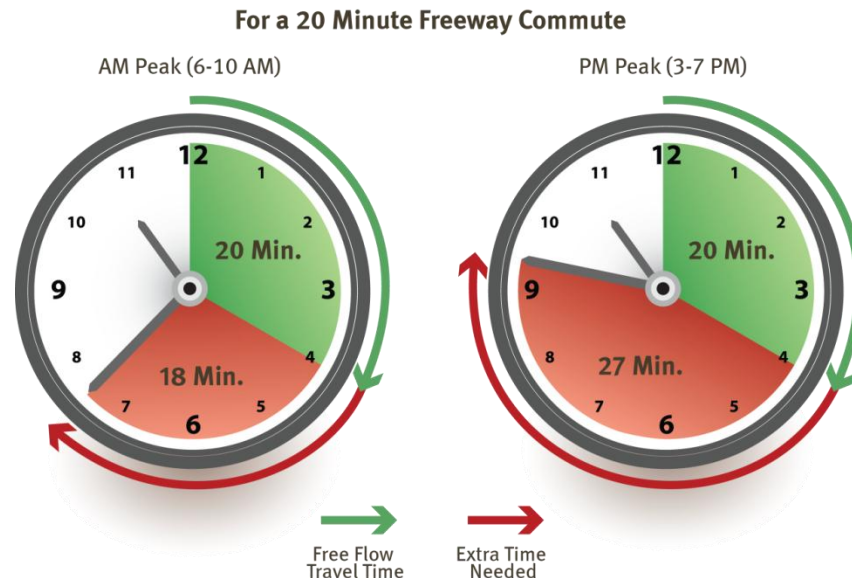
Stakeholder/Citizen Group	Date
Citizens Advisory Committee (CAC)	January 12
Air and Climate Public Advisory Committee (ACPAC)	January 23
Regional Stakeholder Group 1	February 22
Access for All Committee (AFA)	February 23
Regional Stakeholder Group 2	February 24

Format and Results

- Format: sessions were approximately 1 - 2 hours long
 - Began with a presentation of performance measures and challenges
 - When time allowed, a discussion of strategies followed
- Results:
 - People were somewhat confused by performance measures
 - A different approach was needed to better communicate the RTPP

Lessons Learned (1)

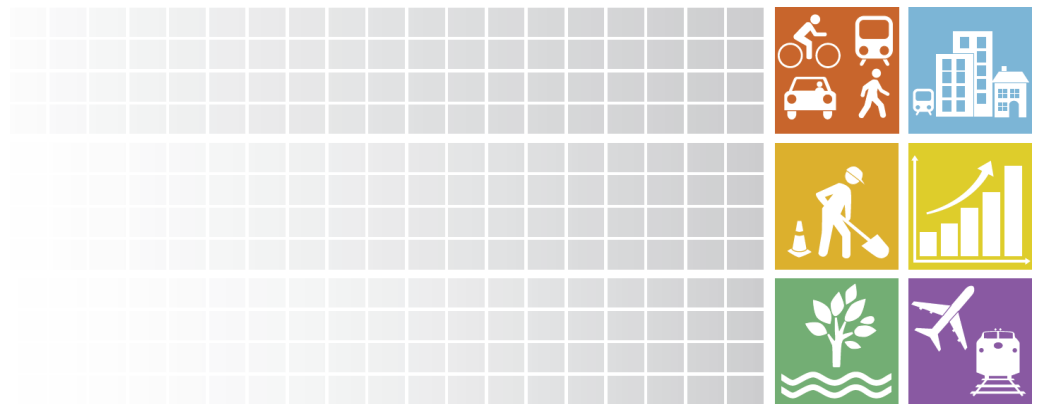
- **Lesson #1**: Place greater emphasis on the use of narrative, simple charts, and pictures to describe challenges and potential
 - Performance measures cannot stand alone
 - e.g. Extra time needed for on-time arrival



Lessons Learned (2)

- **Lesson #2**: While some challenges are best presented at the regional level (e.g. air quality), other challenges are more meaningful if shown in a more location-specific form (e.g. congestion and access to jobs)

JUNE 2 CITIZEN FORUM



June 2 Forum

- Independent firm **AMERICASPEAKS**
 - Organized and facilitated forum
 - Recruited participants
- 41 participants
 - Largely representative sample of general public from the region
- Forum included presentations, table discussions, dynamic participation and keypad polling



Forum Objectives

- How best to **communicate goals, challenges, and strategies** to the general public?
- Are the **challenges and strategies presented meaningful**, and are there **additional challenges and/or strategies** that should be included?

Forum Agenda: Morning

10:00am	Welcome and Review of the Agenda
10:15am	Table Introductions
10:30am	Overview of RTPP purpose and 6 Goal Framework
10:40am	Presentation, Discussion and Polling on <u>Challenges</u> Participants will: <ul style="list-style-type: none">•Discuss the challenges•Vote on how great of a problem they think the challenge is to achieving regional goals•Identify additional important challenges, and vote on those
12:45pm	Lunch

Forum Agenda: Afternoon

1:00pm	Presentation on Top Challenges (based on keypad polling during AM session)
1:10pm	<u>Presentation, Discussion and Polling on Strategies</u> Participants will: <ul style="list-style-type: none">•Discuss pros and cons of each of the six sample strategies, and vote•Propose additional strategies and vote on those
2:45pm	Gather Session Feedback (e.g. Was too much or too little detail provided on the challenges and strategies?)
3:00pm	Next Steps and Thank You
3:05pm	Adjourn

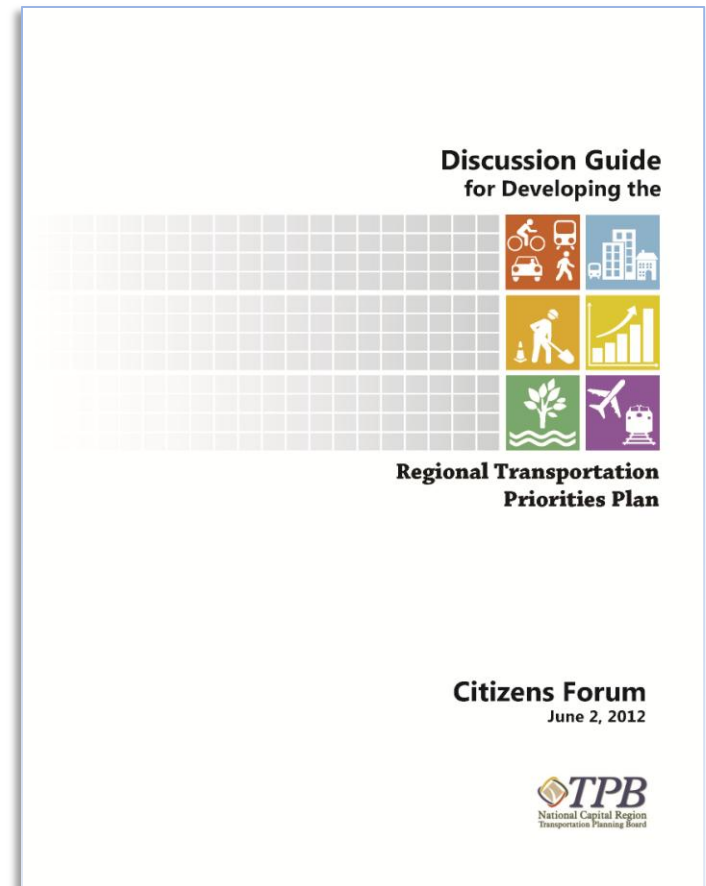
Forum Materials

1. PowerPoint Presentation

- Limited, simple text
- Many pictures, simple charts
- Examples

2. Discussion Guide

- Accompanied presentation
- More thorough explanation of goals, strategies, and challenges
- Pictures and simple charts









PARTICIPANT DEMOGRAPHICS

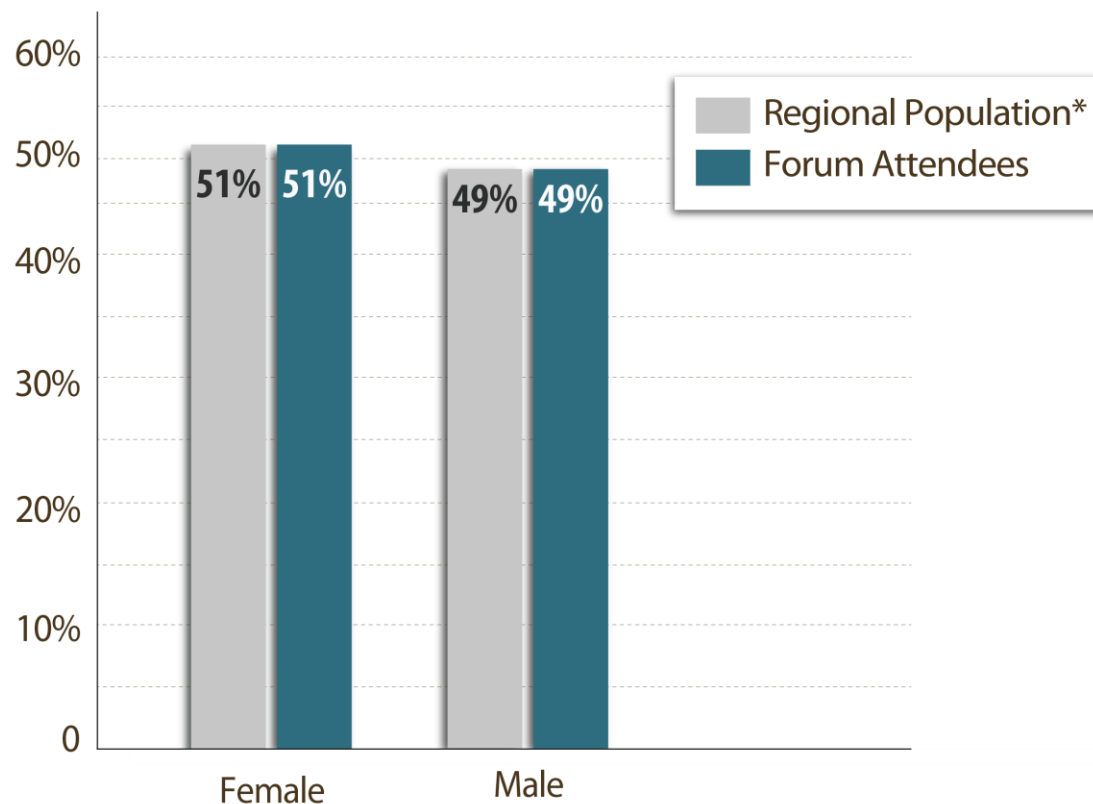
Demographics Overview

- 41 participants in total
- Largely representative sample of the region across several key characteristics
 - Gender
 - Age
 - Race/ethnicity
 - Household income
 - Jurisdiction



What is your gender?

Gender
Regional Population vs. Forum Attendees

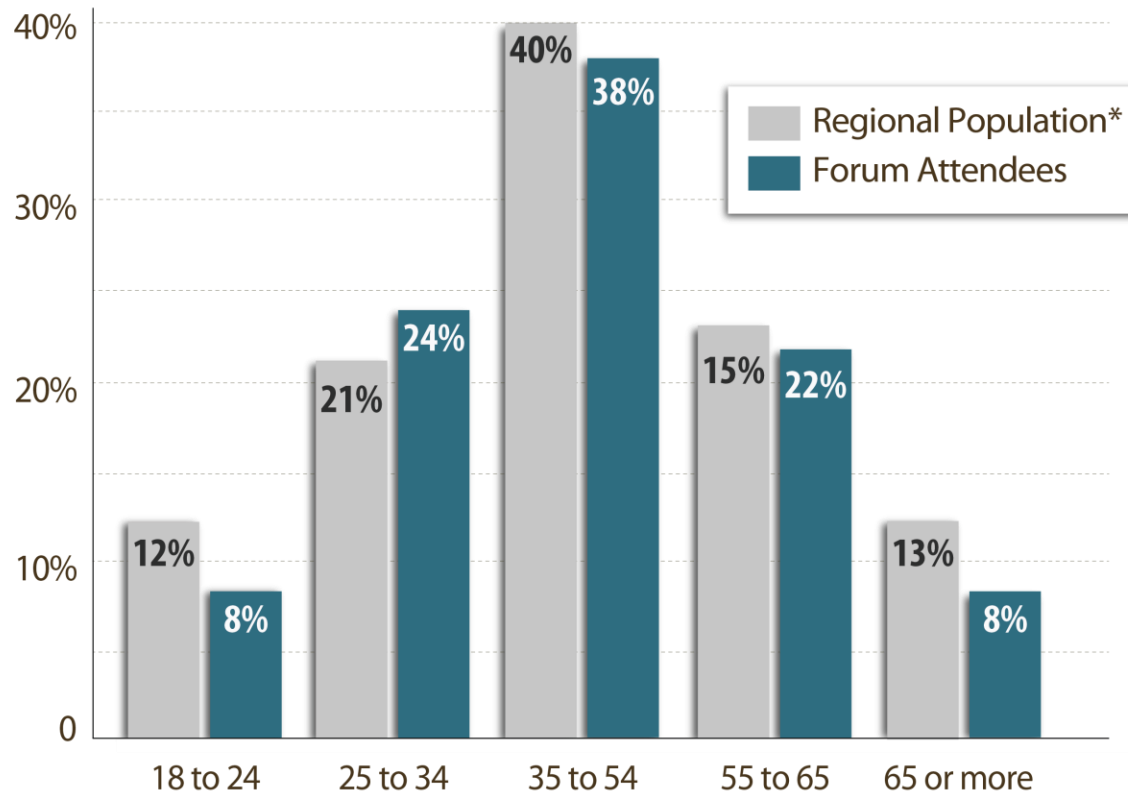


* Regional Population Source: Census 2010

What is your age?

Age

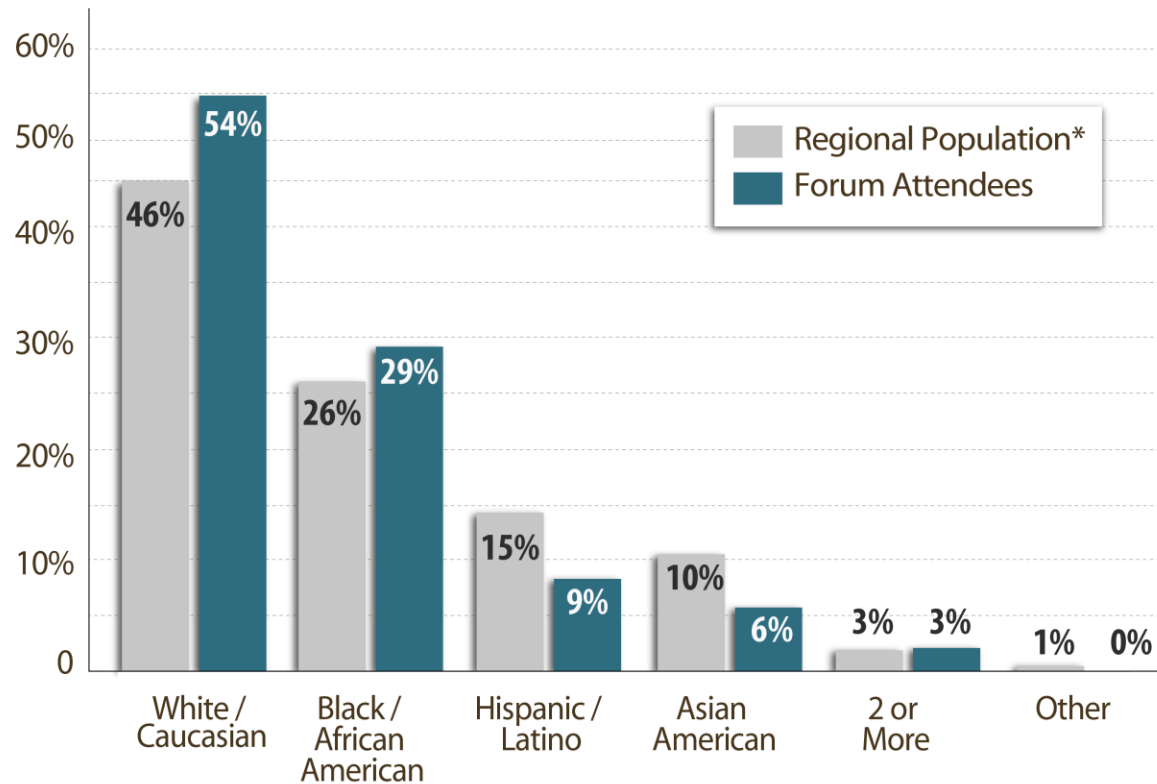
Regional Population vs. Forum Attendees



* Regional Population Source: Census 2010

What is your race/ethnicity?

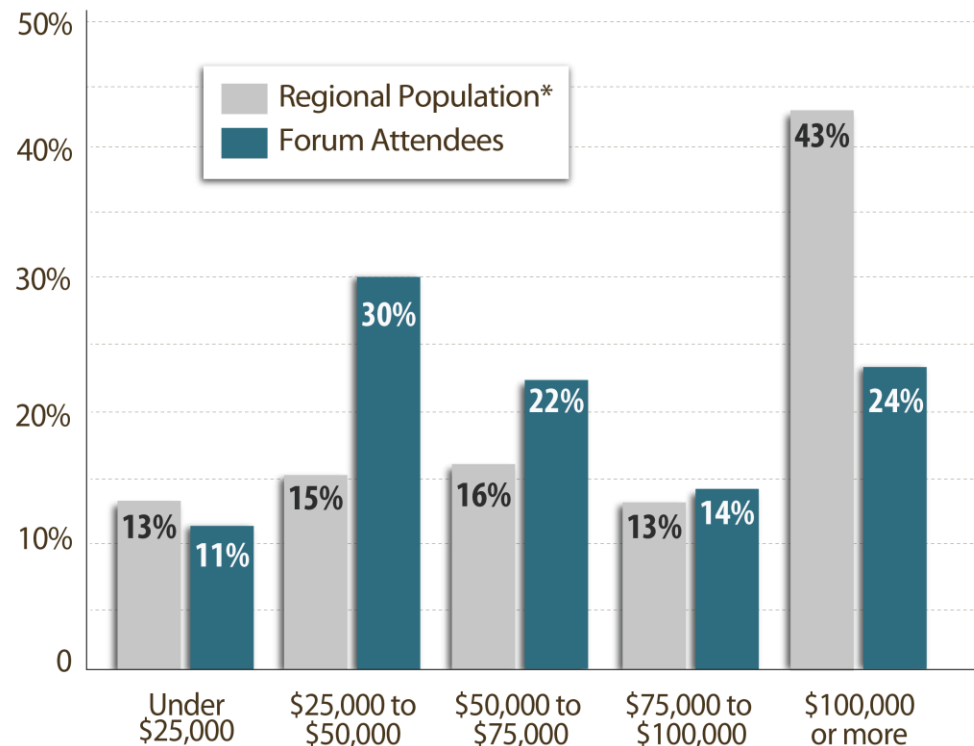
Racial / Ethnic Makeup
Regional Population vs. Forum Attendees



* Regional Population Source: Census 2010

What is your annual household income?

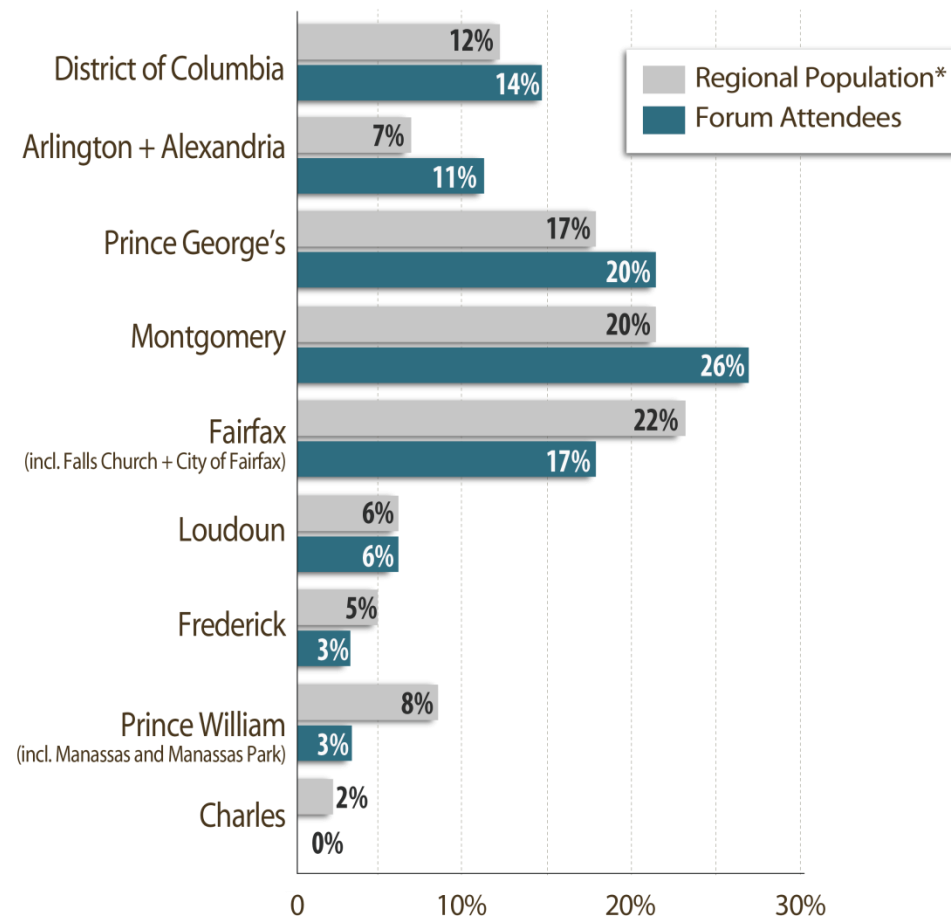
Income (Annual Household)
Regional Population vs. Forum Attendees



* Regional Population Source: 2010 American Community Survey (ACS)

Where do you live?

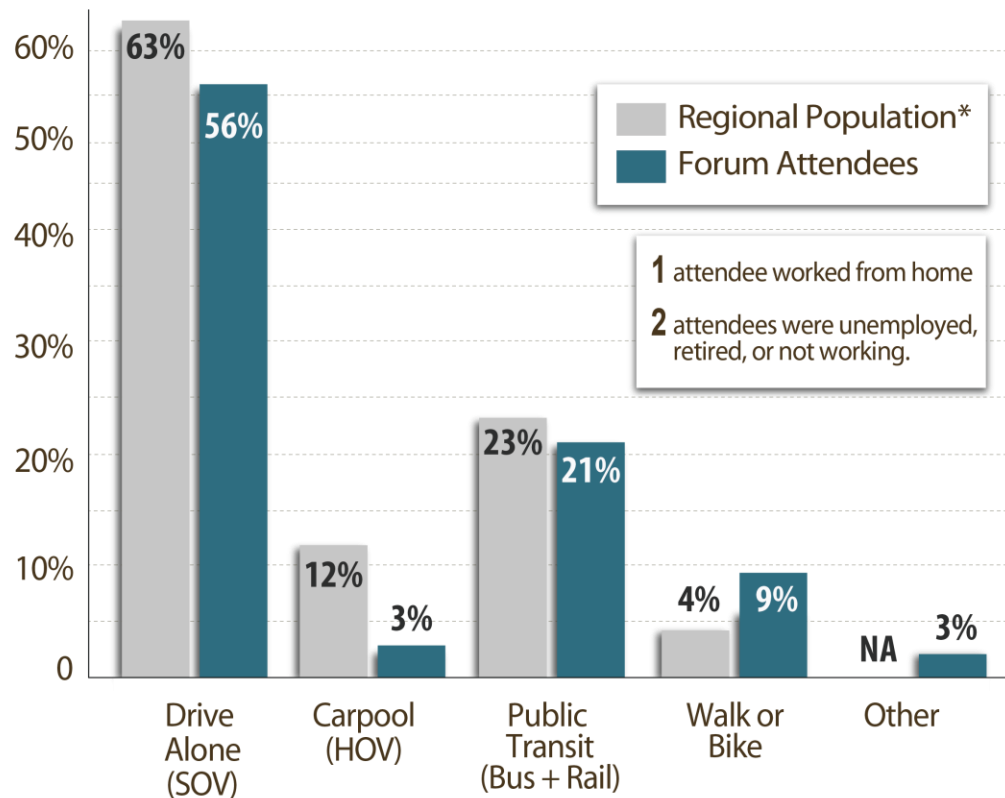
Jurisdiction of Residence Regional Population vs. Forum Attendees



* Regional Population Source: Census 2010

How do you usually travel to and from work? (“longest leg”)

Travel Mode to Work
Regional Population vs. Forum Attendees



* Regional Population Source: 2011 CLRP

PRESENTED GOALS AND CHALLENGES

Presented Goals and Challenges

- Six goals based on TPB Vision and Region Forward
- Each goal had two challenges developed by TPB staff
- Information provided in PowerPoint and Discussion Guide
- Table discussion about goals and challenges
- Voting on challenges
 - Q: “How significant of a problem is this challenge to achieving Regional Goal X”

TPB Vision Goals 1 & 2



1. Provide a Comprehensive Range of Transportation Options for Everyone



2. Promote a Strong Regional Economy, including a Healthy Regional Core and Dynamic Regional Activity Centers



Goal 1 – Challenge 1

“The transportation system is too congested”

How significant of a problem is this to achieving Regional Goal #1?

0% 1. Very low significance

3% 2. Low

11% 3. Medium

33% 4. High

53% 5. Very high significance



Goal 1 – Challenge 2

“Many people cannot access affordable and convenient transit” – How significant of a problem is this to achieving Regional Goal #1?

0% 1. Very low significance

0% 2. Low

19% 3. Medium

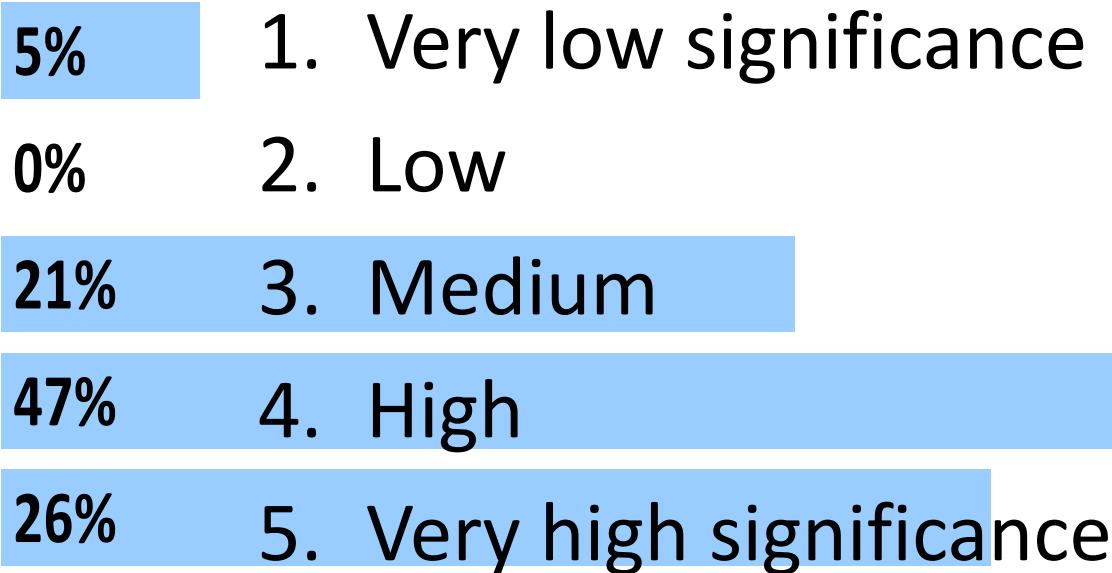
41% 4. High

41% 5. Very high significance



Goal 2 – Challenge 1

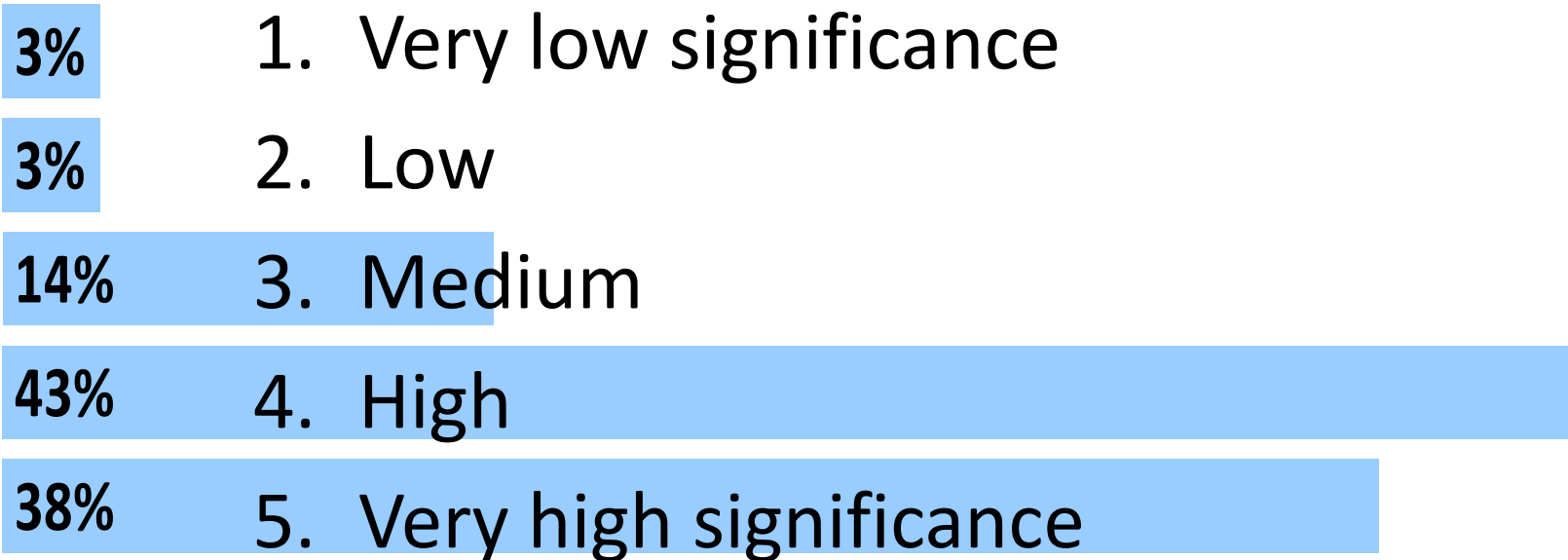
“Development and transportation are often not well-coordinated” – How significant of a problem is this to achieving Regional Goal #2?



Goal 2 – Challenge 2



“Many residential areas have limited transportation options” – How significant of a problem is this to achieving Regional Goal #2?



TPB Vision Goals 3 & 4



3. Ensure Adequate Maintenance, Preservation, and Safety of the Existing System

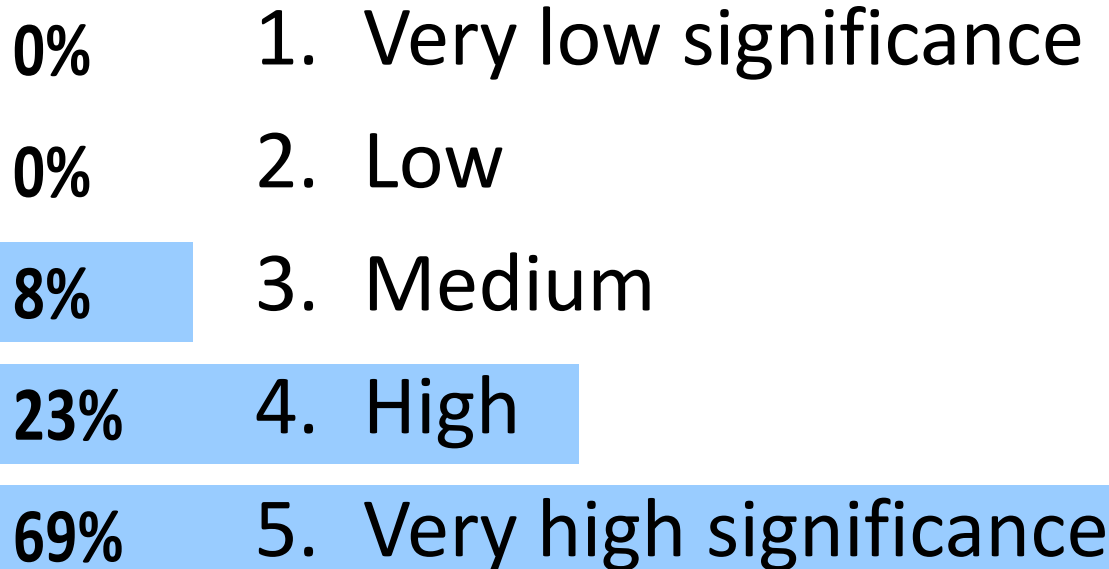


4. Maximize Operational Effectiveness and Safety of the Transportation System



Goal 3 – Challenge 1

“Deferred Metrorail maintenance causes unreliability” - How significant of a problem is this to achieving Regional Goal #3?





Goal 3 – Challenge 2

“Aging roadways need repair”

- How significant of a problem is this to achieving Regional Goal #3?

3%

1. Very low significance

3%

2. Low

16%

3. Medium

39%

4. High

39%

5. Very high significance



Goal 4 – Challenge 1

“Traffic incidents are a major source of delays”

- How significant of a problem is this to achieving Regional Goal #4?

5% 1. Very low significance

11% 2. Low

13% 3. Medium

34% 4. High

37% 5. Very high significance



Goal 4 – Challenge 2

“Pedestrian and bicycle fatalities are a growing concern” – How significant of a problem is this to achieving Regional Goal #4?

10% 1. Very low significance

10% 2. Low

23% 3. Medium

26% 4. High

31% 5. Very high significance

TPB Vision Goals 5 & 6



5. Enhance Environmental Quality, and Protect Natural and Cultural Resources

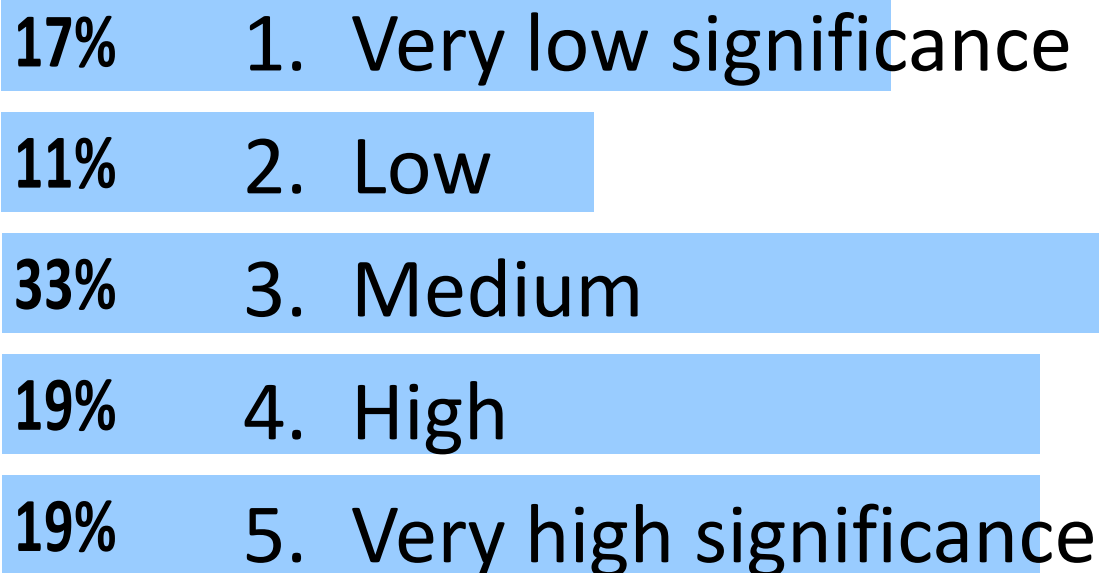


6. Support International and Inter-regional Travel and Commerce



Goal 5 – Challenge 1

“Air quality and public health standards are getting stricter” – How significant of a problem is this to achieving Regional Goal #5?





Goal 5 – Challenge 2

“Natural resources are threatened by transportation and growth” – How significant of a problem is this to achieving Regional Goal #5?

8% 1. Very low significance

11% 2. Low

8% 3. Medium

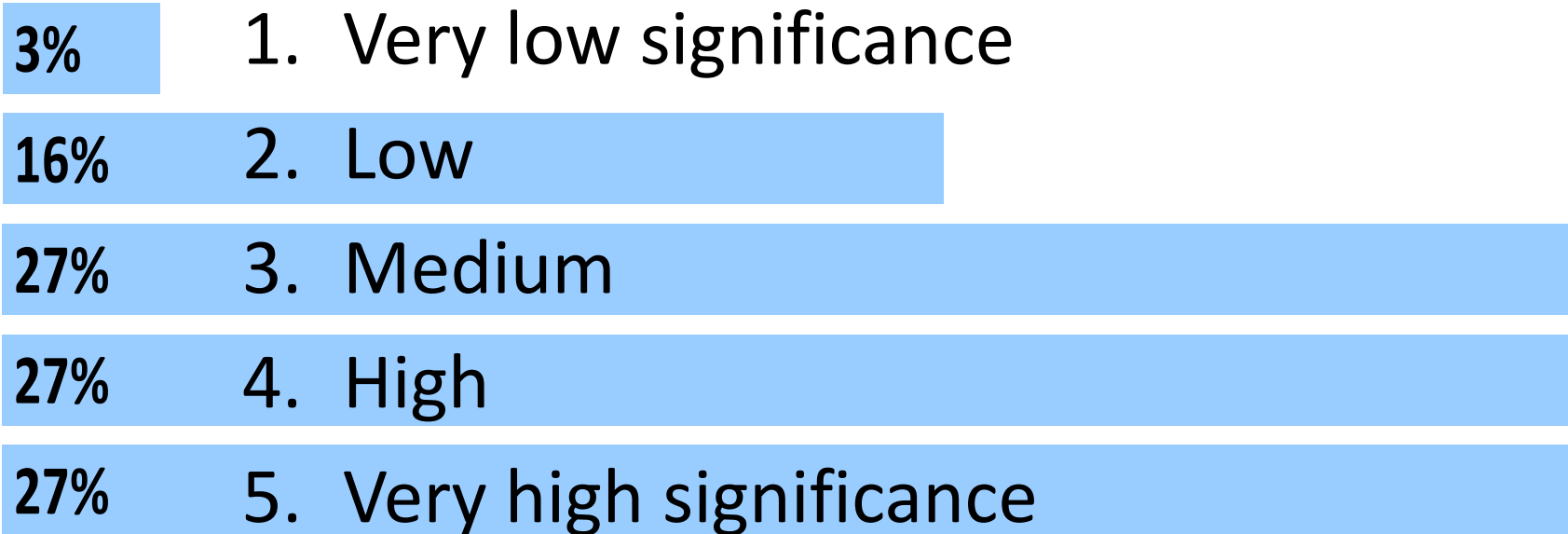
30% 4. High

43% 5. Very high significance



Goal 6 – Challenge 1

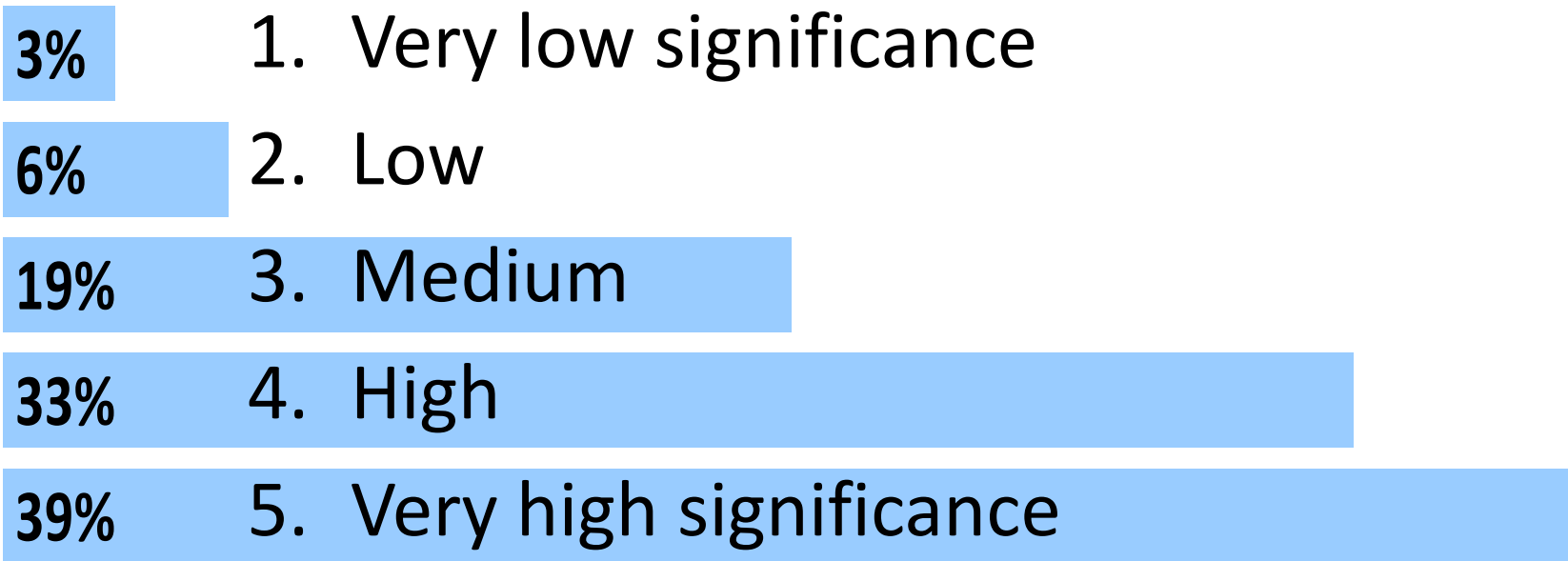
“Travel times to and from airports is increasingly unreliable” – How significant of a problem is this to achieving Regional Goal #6?





Goal 6 – Challenge 2

“Bottlenecks are causing delays of inter-regional movement” – How significant of a problem is this to achieving Regional Goal #6?



Challenge Rankings

(scale from 1 to 5)

1	Deferred Metrorail maintenance causes unreliability:	4.62
2	The transportation system is too congested:	4.36
3	Many people cannot access affordable and convenient transit:	4.22
4	Many residential areas have limited transportation options:	4.11
5	Aging roadways need repair:	4.11
6	Bottlenecks are causing delays of inter-regional movement:	4.00
7	Development and transportation are often not well-coordinated:	3.89
8	Natural resources are threatened by transportation and growth:	3.89
9	Traffic incidents are a major source of delays:	3.87
10	Travel times to & from airports are increasingly unreliable:	3.59
11	Pedestrian and bicycle fatalities are a growing concern:	3.56
12	Air quality and public health standards are getting stricter:	3.14

NEW CHALLENGES

New Challenges

- Developed amongst participants
 - Table discussions
 - Consensus reached at each table on one or two additional challenges per goal
 - Challenges were compiled and participants voted on their top choice
 - Q: “Which of these new challenges do you think are the biggest problem(s) to achieving Regional Goal X”



Goal 1 – New Challenges

Which one of these new challenges do you think are the biggest problems to achieving Regional Goal #1?

- 17% 1. Existing connections don't take people where they need to go
- 43% 2. Lack of funding to support maintenance or expanding transportation options
- 34% 3. Existing funds are managed poorly, limiting quality of transit services
- 6% 4. Lack of coordination between jurisdictions
- 0% 5. Metro system, including cost structure, is hard to understand



Goal 2 – New Challenges

Which one of these new challenges do you think are the biggest problems to achieving Regional Goal #2?

- 43%** 1. No forum for underdeveloped communities to articulate their needs
- 32%** 2. Opposition to development because of concerns about increased housing costs
- 24%** 3. Not everyone can or wants to live in dense, walkable areas



Goal 3 – New Challenges

Which one of these new challenges do you think are the biggest problems to achieving Regional Goal #3?

- 56% 1. Lack of funding
- 38% 2. Lack of: transparency, trust in management, and maintenance oversight
- 6% 3. The general public doesn't realize the extent of maintenance needs



Goal 4 – New Challenges

Which one of these new challenges do you think are the biggest problems to achieving Regional Goal #4?

- 18%** 1. Technology is not used to its fullest potential in order to increase efficiency
- 16%** 2. Lack of law enforcement for motorists, bicyclists, and pedestrians
- 16%** 3. Lack of accurate, comprehensive, and up-to-date transportation information available to the public
- 29%** 4. Insufficient safety education for motorists, bicyclists, and pedestrians
- 21%** 5. Lack of well-integrated bike/pedestrian facilities



Goal 5 – New Challenges

Which one of these new challenges do you think are the biggest problems to achieving Regional Goal #5?

- 8% 1. New, fuel-efficient cars are not affordable to many people
- 3% 2. Infrastructure, like charging stations, to support clean cars is limited
- 24% 3. “Congestion is visible; air quality is not”: public may be unaware of the magnitude of the problem
- 21% 4. Not enough employers offer incentives to use alternative transportation options
- 45% 5. Difficult to strike proper balance between development and environmental preservation



Goal 6 – New Challenges







Which one of these new challenges do you think are the biggest problems to achieving Regional Goal #6?

- 22%** 1. Lack of diverse options for getting to airports
- 19%** 2. Mixing of freight and local traffic causes delays
- 11%** 3. General public doesn't understand relationship between the movement of goods and the strength of the regional economy
- 28%** 4. Lack of funding to address critical bottlenecks
- 19%** 5. Secondary highways (like US 301) lack capacity

EVALUATION OF GOALS & CHALLENGES

Goals and Challenges Evaluation (1)

Q: Please rate how easy or difficult it was for you to understand each of the six

		Difficult to Understand (1)	Somewhat Difficult to Understand (2)	Somewhat Easy to Understand (3)	Easy to Understand (4)
	Goal 1: Provide a range of transportation options				Avg = 3.85
	Goal 2: Promote a strong economy & activity centers				Avg = 3.51
	Goal 3: Maintain the existing system				Avg = 3.63
	Goal 4: Maximize operational effectiveness				Avg = 3.40
	Goal 5: Enhance environmental quality				Avg = 3.44
	Goal 6: Support international and inter-regional travel and commerce				Avg = 3.32

Goals and Challenges Evaluation (2)

Q: Did you feel you had adequate information about the challenges listed in the Discussion Guide to rate how significant a problem they are?

- a. Yes, almost all the time (2)
- b. Most of the time (1)
- c. Only sometimes (-1)
- d. No, generally it was inadequate (-2)

Avg = 1.05

Goals and Challenges Evaluation (3)

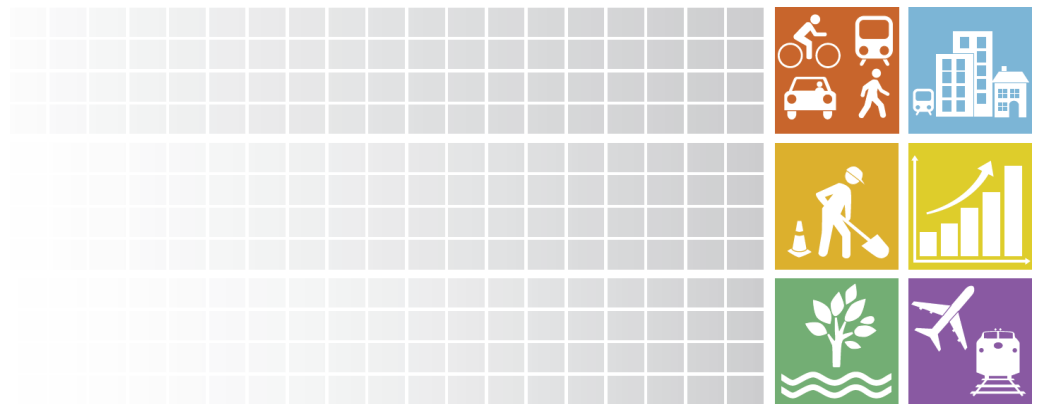
**Q: What would help you understand the challenges more fully?
(circle all that apply)**

- a. More data and/or technical specificity *(14 responses)*
- b. Less detail and data *(0 responses)*
- c. Clearer and less technical language *(5 responses)*
- d. More charts and graphs *(0 responses)*
- e. More pictures *(14 responses)*
- f. Other *(2 responses; More examples; Connections to larger transportation issues)*

Observations & Takeaways

- Overall: goals and challenges were fairly well-communicated
 - Some tweaking necessary
- Phrasing
 - Simplify wording of some goals
 - Fine-tune some challenges
- Revise list of challenges
 - Most of the challenges were meaningful
 - Incorporate some additional challenges provided by participants

STRATEGIES



Presented Six “Sample” Strategies

- Presented a list of 6 sample strategies developed by TPB Staff across a spectrum of:
 - Cost
 - Time-frame
 - Scale
 - Specificity
- Intended to spur discussion and test different approaches to strategies
- Information provided in PowerPoint and Discussion Guide
- Table discussion about strategies
- Voting
 - Q: “How important (scale: 1-5) is it that we pursue this strategy?”

Strategy A: Expand bike-sharing throughout the region



Cost:
\$

Time Frame:
Near-Term

Primary Goals Addressed:

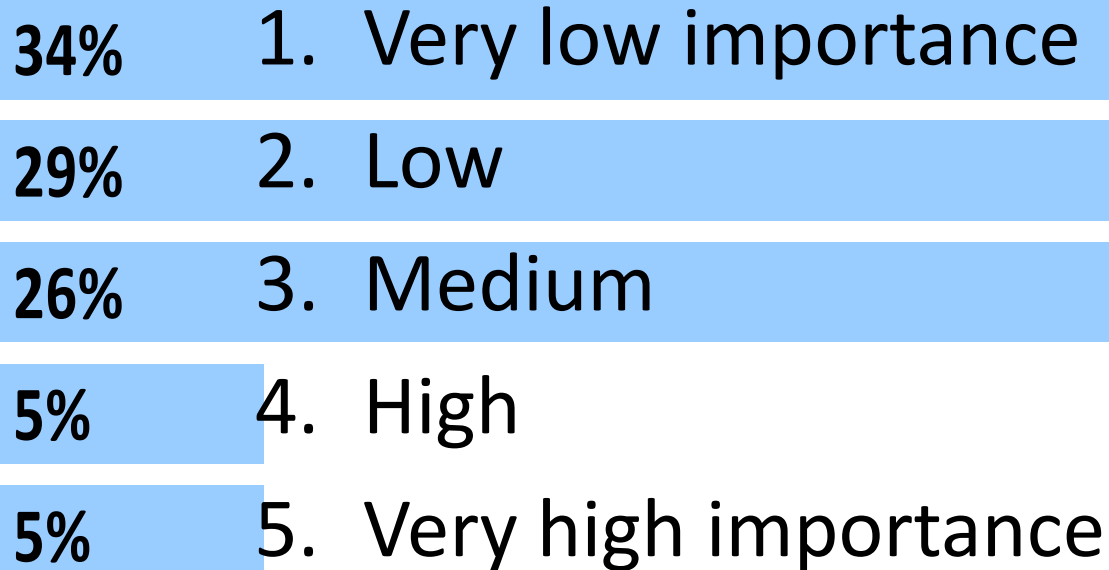


Secondary Goals Addressed:



Strategy A: Expand bike-sharing

How important (scale: 1-5) is it that we pursue this strategy?



Strategy B: Improve pedestrian facilities and safety around bus stops throughout the region



Cost:
\$

Time Frame:
Near-Term

Primary Goals Addressed:

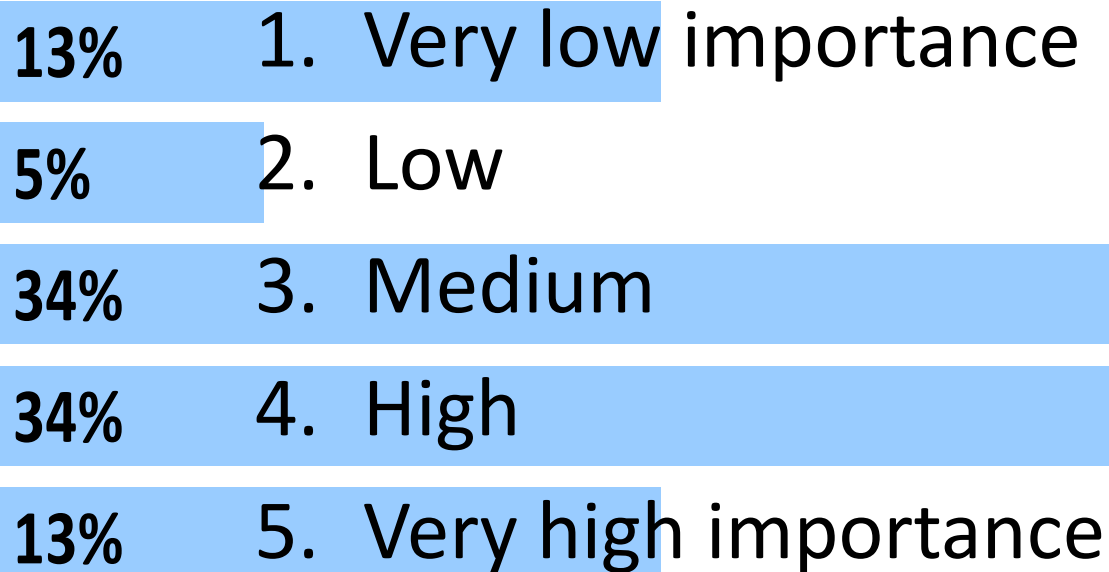


Secondary Goals Addressed:



Strategy B: Improve pedestrian facilities

How important (scale: 1-5) is it that we pursue this strategy?



Strategy C: Create a dedicated regional funding source to ensure “state of good repair” for Metrorail trains and facilities



Cost:
\$\$

Time Frame:
On-Going

Primary Goals Addressed:

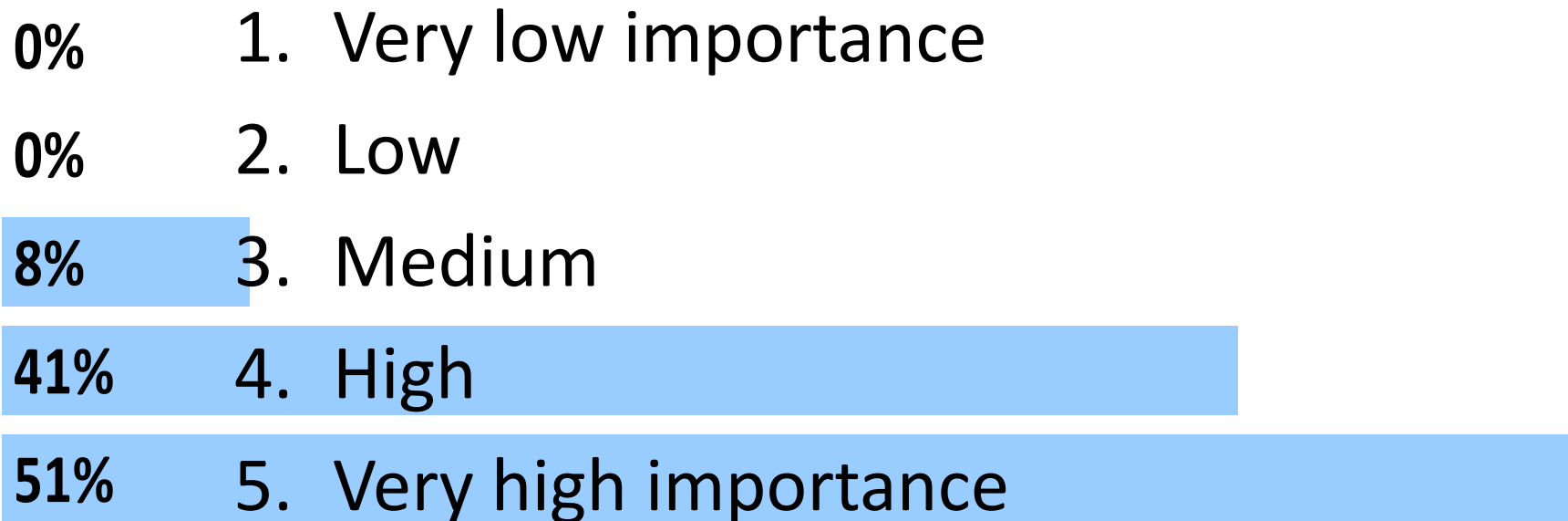


Secondary Goals Addressed:



Strategy C: Dedicated regional funding source

How important (scale: 1-5) is it that we pursue this strategy?



Strategy D: Secure dependable sources of funding to ensure “state of good repair” for highways and bridges



Cost:
\$\$

Time Frame:
On-Going

Primary Goals Addressed:

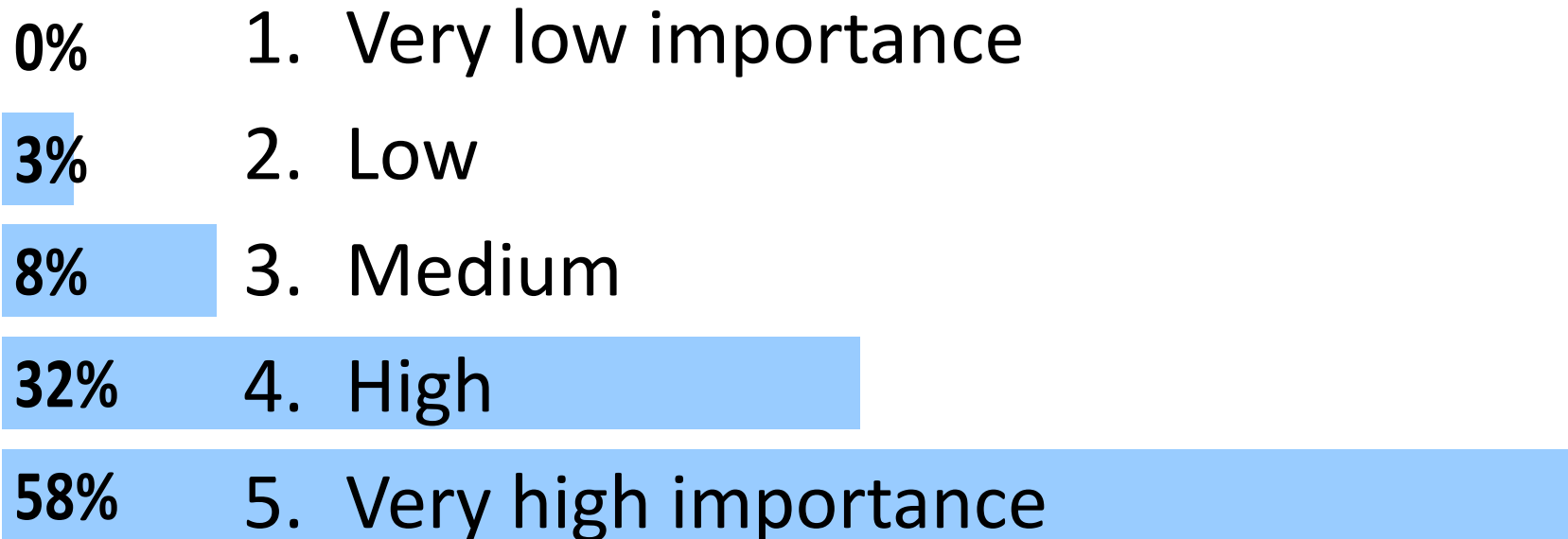


Secondary Goals Addressed:

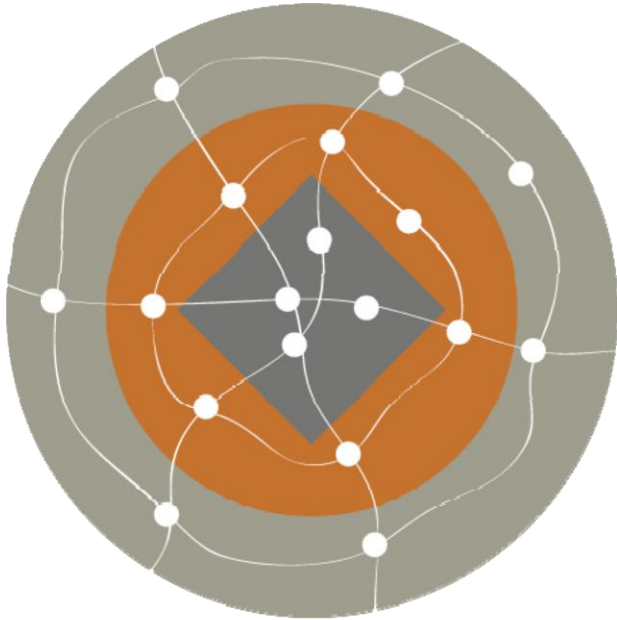


Strategy D: Funding to ensure “state of good repair”

How important (scale: 1-5) is it that we
pursue this strategy?



Strategy E: Connect existing Metrorail lines with high-quality, circumferential transit



Cost:
\$\$\$

Time Frame:
Long-Term

Primary Goals Addressed:



Secondary Goals Addressed:



Strategy E: Connecting Metrorail with circumferential transit

How important (scale: 1-5) is it that we pursue this strategy?

5% 1. Very low importance

5% 2. Low

49% 3. Medium

15% 4. High

26% 5. Very high importance

Strategy F: Expand the region's highway network, possibly including new Potomac River crossings



Cost:
\$\$\$

Time Frame:
Long-Term

Primary Goals Addressed:



Secondary Goals Addressed:



Strategy F: Expand the region's highway network

How important (scale: 1-5) is it that we pursue this strategy?

8% 1. Very low importance

24% 2. Low

37% 3. Medium

18% 4. High

13% 5. Very high importance

Ranking Strategies

(scale from 1 to 5)

Strategy D:	Secure Dependable Sources of Funding to Ensure “State of Good Repair” for Highways and Bridges	4.45
Strategy C:	Create a Dedicated Regional Funding Source to Ensure “State of Good Repair” for Metrorail Trains and Facilities	4.43
Strategy E:	Connect Existing Metrorail Lines with High-Quality, Circumferential Transit	3.51
Strategy B:	Improve Pedestrian Facilities and Safety Around Bus Stops	3.29
Strategy F:	Expand the Region’s Highway Network, Possibly Including New Potomac River Crossings	3.05
Strategy A:	Expand Bike-Sharing	2.18

NEW STRATEGIES

New Strategies

Q: Which two of these new strategies are most important to pursue?

Increase incentives and improve infrastructure for the use of transit, carpooling, walking, and biking	14	18.92%
Require agency transparency to ensure accountability	12	16.22%
Encourage employers to support telework and alternative work schedules	12	16.22%
Separate infrastructure for different modes of transport, especially for truck traffic	8	10.81%
Establish public/private partnerships to provide funding	8	10.81%
Use tax incentives and transportation investments to encourage development in underserved areas	6	8.11%
Increase transit options: more commuter rail, high speed bus service	5	6.76%
Implement a real-time transportation information system for traffic reports, congestion, etc.	4	5.41%
Simplify and/or restructure Metro fares	4	5.41%
Create public education campaign to encourage transit use	1	1.35%
	74	100%

EVALUATION OF STRATEGIES

Strategies Evaluation (1)

Q: Were the six sample strategies presented today too general, too specific, or just the right level of specificity for you to be able to form an opinion about them?

	Too General (1)	About Right (2)	Too Specific (3)
Strategy A: Expand Bike Sharing	Avg = 1.83		
Strategy B: Improve Pedestrian Facilities	Avg = 1.88		
Strategy C: Funding for Metrorail "state of good repair"	Avg = 1.83		
Strategy D: Funding for roadway "state of good repair"	Avg = 1.78		
Strategy E: Build circumferential transit	Avg = 1.80		
Strategy F: Expand highways (incl. river crossings)	Avg = 1.56		

Strategies Evaluation (2)

Q: What level of difficulty did you have in evaluating the strategies based on the information that was provided?

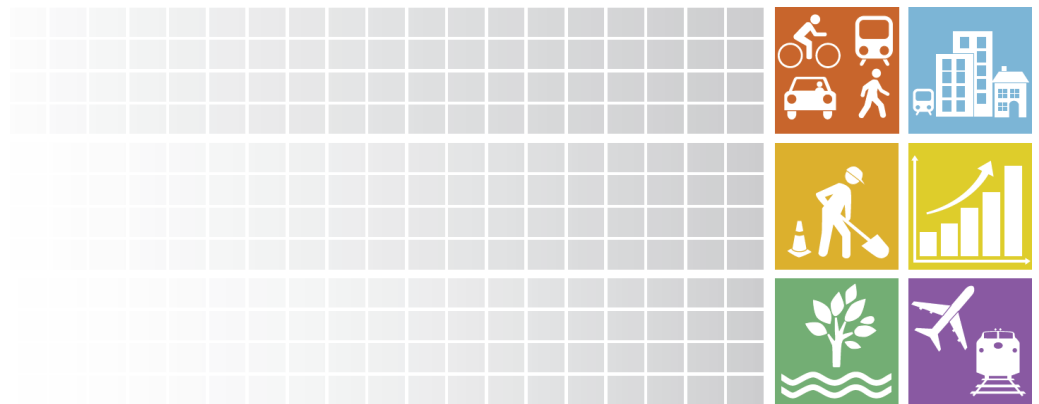
	Great Difficulty (1)	Some Difficulty (2)	No Difficulty (3)
Strategy A: Expand Bike Sharing			Avg = 2.93
Strategy B: Improve Pedestrian Facilities			Avg = 2.90
Strategy C: Funding for Metrorail "state of good repair"			Avg = 2.83
Strategy D: Funding for roadway "state of good repair"			Avg = 2.78
Strategy E: Build circumferential transit			Avg = 2.78
Strategy F: Expand highways (incl. river crossings)			Avg = 2.75

Strategies Evaluation (3)

Q: Do you have any suggestions for how we could better describe the strategies?

- Provide more detail about funding sources
– *9 responses*
- Provide more graphics (pictures, charts, and graphs) – *2 responses*

OVERALL EVALUATION OF THE FORUM



Overall Evaluation (1)

Q: Overall, did the order of presenting goals, challenges, and then strategies make sense to you?

- a. Yes, I could see how everything fit together *(38 responses)*
- b. Not really *(1 response)*
- c. No, not at all *(1 response)*

Overall Evaluation (2)

Q: I learned a lot of valuable information today about the region's transportation goals and challenges.

33% 1. Strongly Agree

54% 2. Agree

5% 3. Neutral

3% 4. Disagree

5% 5. Strongly Disagree

Overall Evaluation (3)

Q: I felt I had adequate opportunity to share my opinions and hear from others.

55% 1. Strongly Agree

37% 2. Agree

3% 3. Neutral

3% 4. Disagree

3% 5. Strongly Disagree

Overall Evaluation (4)

Q: The combination of the table discussions, computers and keypad polling helped make the forum an engaging and worthwhile experience.

42% 1. Strongly Agree

47% 2. Agree

8% 3. Neutral

0% 4. Disagree

3% 5. Strongly Disagree

Overall Evaluation (5)

Q: Overall, do you feel that we are on the right track in clearly communicating regional transportation goals and challenges to the general public?

- 37% 1. Yes; the presentation and materials were clear enough to communicate with the general public.
- 55% 2. Almost right, but needs a little tweaking.
- 8% 3. No; the level of detail and presentation is too confusing.

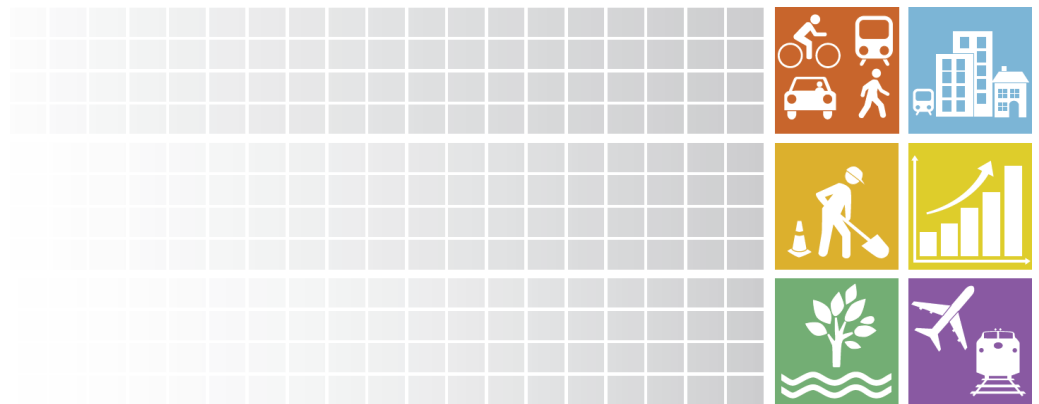
Right Track

- Overall, the feedback was positive
- It appears that we are generally on the right track to effectively communicating the RTPP
- Some tweaks are necessary

“Tweaks”

- **Use simplified goal language**
 - Some goal language should be simpler and less technical
 - Example: Goal 4, “Maximize operational effectiveness and safety of the transportation system” could be changed to “Get the most out of the existing transportation system”.
- **Use examples whenever possible to describe challenges**
 - A few challenges sounded vague at first, but examples helped participants understand
 - Example: Picture of the Virginia Avenue tunnel.
- **All strategies must be explained thoroughly and at the appropriate level of specificity**
 - Some strategies that TPB staff thought were self-evident were not universally understood (e.g. bikesharing)
 - “Goldilocks” level of specificity needed for all strategies
 - Highway expansion and circumferential transit were felt to be too general

KEY TAKEAWAYS



Takeaway 1 – Forum Participants' Ideas

- The participants had some new challenges that could be included in the RTPP
 - Lack of transparency, trust in management, and maintenance oversight
 - No forum for underdeveloped communities to articulate their needs
 - Difficult to strike proper balance between development and environmental preservation

Takeaway 2 – Challenges → Strategies

- Continue to emphasize the importance of regional challenges as a context for developing strategies
- RTPP materials and outreach tools should make it clear that strategies must emanate from challenges

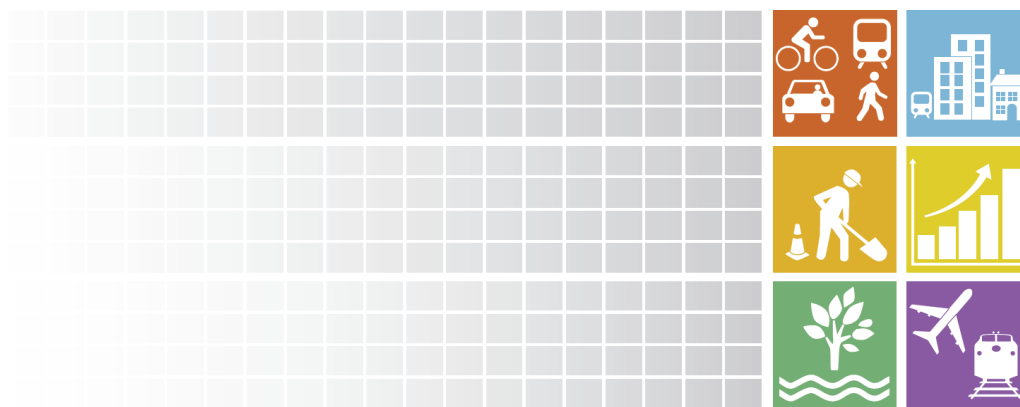
Takeaway 3 – Strategies Need Funding Mechanisms

- Participants understood that funding is tight
- More complete funding information would have helped participants in evaluating strategies

Takeaway 4 – Clear and Concise Communication

- Still room for improvement to effectively communicate the RTPP
 - Simplify goal language
 - Use examples to help explain challenges
 - All strategies need full explanation
- Employ more:
 - Examples
 - Pictures
 - Simple charts and graphs

NEXT STEPS



Next Steps



- TPB Agenda Item (June 20)
- Present Interim Report 2 (July 2012)
- Seek broader feedback from general public (September to November 2012)
- Refine strategies & conduct benefit-cost analysis (November 2012 to Spring 2013)
 - RTPP will include 10 to 15 selected strategies that have higher benefits than costs and have broad regional appeal

Fall Public Outreach

- Utilize a web-based tool
- Get input from:
 - A large (~600 person) representative sample of the region
 - Stakeholder groups
 - Citizen groups (CAC, ACPAC, etc)

Questions



For more information visit our website:

www.mwcog.org or www.mwcog.org/transportation/priorities