

ITEM 10 – Information

April 18, 2018

Visualize 2045: Phase 1 Public Outreach Survey Results

Staff Recommendation: Briefing on the more detailed results and findings from the public input survey conducted in Summer of 2017.

Issues: None

Background: A public input survey was conducted in Summer of 2017 to gather general attitudes and opinions about transportation in the region to inform the TPB planning process for Visualize 2045, future plan updates, and beyond. Preliminary results were shared with the committee on October 2017 and this presentation will focus on more detailed results and findings from the survey.



MEMORANDUM

TO: Transportation Planning Board
FROM: Kenneth Joh, TPB Transportation Planner
SUBJECT: Visualize 2045: Phase 1 Public Outreach Survey Results
DATE: April 12, 2018

The TPB conducted the Visualize 2045 Public Input Survey during the summer of 2017 to gather general attitudes and opinions about transportation in the region. The survey's purpose was to better understand what factors influence people's travel choices, what affects their travel experiences, and what they would like to see in the future. The results will be used to inform the TPB's planning process and long-range planning efforts, including Visualize 2045 as well as future plan updates.

The public input survey used two different sampling approaches: a random sample and an "open survey." The random sample consisted of adults living in households in the region, and was designed to be geographically representative. TPB staff mailed these households invitations to respond to questions using an online survey. The open survey was available for any member of the public who wanted to participate, and used public outreach strategies to reach out to a broad audience. While statistically valid conclusions could not be made from the open survey, the responses received provide valuable insights to consider in the region's long-range planning efforts.

The survey asked respondents to identify what factors have the greatest influence on their daily travel decisions. Respondents could choose up to two factors from a list of five factors: reliability, affordability, travel time, travel options, and safety. Results from the geographically representative survey results showed that reliability was the most important factor, chosen by 65 percent of respondents. When analyzed by the respondent's primary travel mode, reliability was the top priority among all respondents: drivers, train riders, bus riders, and pedestrians and bicyclists. For differences across modes, bus and train riders chose affordability more than respondents who use other modes, drivers indicated travel time as a factor more than respondents who use other modes, and walkers and bikers prioritized travel options more than respondents who use other modes.

The random sample results also showed that reliability was the top priority for residents regardless of where they live in the region. The top three factors for all residents were reliability, travel time, and affordability. However, residents who live in the regional core (District of Columbia, Alexandria, and Arlington) prioritized travel options more than suburban residents in Maryland and Virginia. Another key finding is that suburban residents were more likely to choose travel time as a priority than residents living in the regional core.

TPB staff will pull together the data for a report on these and other findings from the survey. These outreach efforts will also be included as part of Visualize 2045. The thousands of comments from both samples will also serve as a database of information about what people in the region think about the transportation system, which can be used over time to design future public participation efforts and inform the future long-range planning efforts.

Visualize 2045 Public Input Survey

Results from Survey Analysis

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Transportation Planning Board
April 18, 2018

Item #10



Background

- The Visualize 2045 Public Input Survey took place in Summer 2017
- The survey aimed to gather general attitudes and opinions about transportation in the region



How Survey Results Will be Used

- Will inform TPB planning process going forward, for Visualize 2045, future plan updates, and beyond
- What the public wants and needs will be shared with TPB and other regional leaders
- Survey results are also being used to help shape the program design for public forums this spring



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Methodology

- Two different methodologies were used to gather responses to the public input survey: a random sample and an “open survey”
 - The random sample was designed to capture a geographically representative sample of the region
 - The open survey was available for any member of the public who wanted to participate
- Both the random sample and open surveys were conducted concurrently and used the same interactive online survey tool and questionnaire
- Using a mixed-method approach ensures statistical validity while also maximizing public participation



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Survey Responses

- There were 755 respondents in the random sample (5% response rate) and 5,460 respondents in the open survey, for a total of 6,215 respondents
- Random sample results were weighted by jurisdictional household totals to ensure geographic representation
- **This presentation focuses on the geographically representative random sample's results for Question 1, while Questions 2 and 3 will be presented in detail in the future**



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Question 1: Priorities

What's important to you?

We all have different priorities when it comes to making decisions about how we get where we're going. Which factors have the greatest influence on the travel choices you make every day? (Choose two.)

Reliability	"It's important that I can count on getting where I'm going on time without unexpected delays."
Affordability	"It's important that I can afford the travel options that work best for me."
Travel Time	"It's important that I can get where I want to go as quickly as possible."
Travel Options	"It's important that I have options other than driving to get where I want to go."
Safety	"It's important that I feel safe from personal harm or injury when traveling."



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Respondents' Priorities

Priority	Responses	% Respondents Selecting Priority
Reliability	497	65%
Travel Time	341	45%
Affordability	222	30%
Safety	156	21%
Travel Options	106	14%
Other	17	2%
Total	1,339	

Total Respondents = 755
 (Adds up to more than 100% because respondents could select up to two priorities)



Priorities by Mode of Travel



Drivers = 550 Respondents; Train Riders = 92 Respondents;
 Bus Riders = 57 Respondents;
 Pedestrians and Cyclists = 38 Respondents

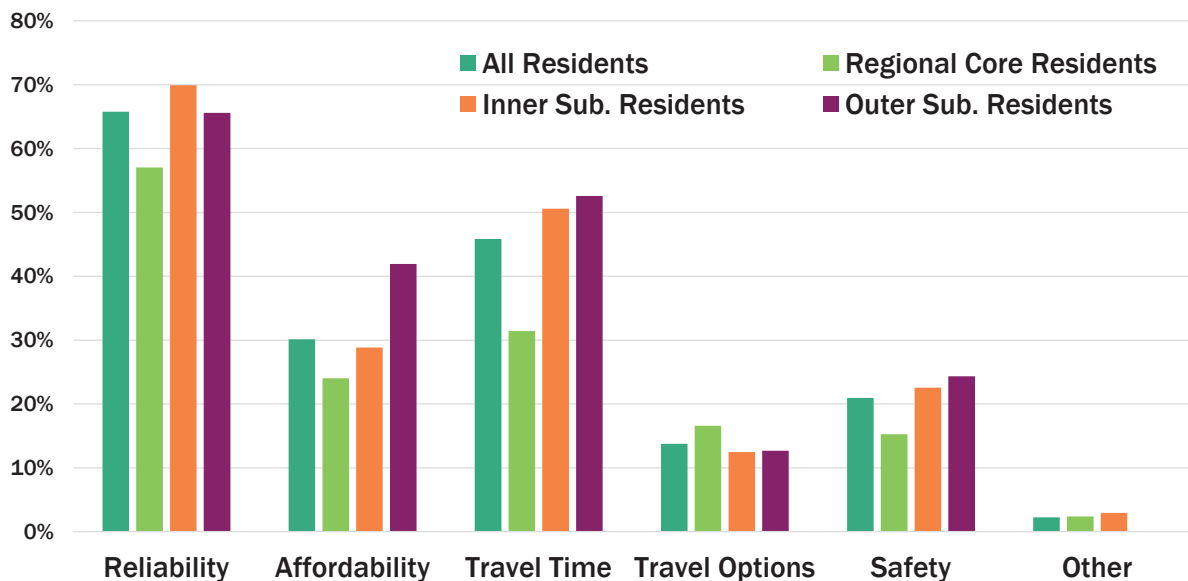


Findings – Priorities by Mode of Travel

- Reliability was the most prioritized for all modes
- Bus riders prioritized affordability more than other modes
- Drivers prioritized travel time and safety more than other modes
- Pedestrians and bicyclists prioritized travel options more than other modes



Priorities by Regional Sub-Area



Regional Core = District of Columbia, Alexandria, Arlington
Inner Suburb = Fairfax (including Falls Church and Fairfax City), Montgomery, Prince George's
Outer Suburb = Charles, Frederick, Loudoun, Prince William (including Manassas and Manassas Park), Fauquier (Urbanized Area)



Findings – Priorities by Sub-Area

- Reliability was the most prioritized for all sub-areas
- Inner and outer suburban residents prioritized travel time and safety more than regional core residents
- Regional core residents prioritized travel options more than inner or outer suburban residents
- Outer suburban residents prioritized affordability more than regional core or inner suburban residents



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Next Steps

- Key issues identified in the survey will be highlighted in Visualize 2045
- Future opportunity for more detailed presentation
- Report



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Priorities by Mode of Travel

	#1	#2	#3	#4	#5
All Respondents	Reliability	Travel Time	Affordability	Safety	Travel Options
Drivers	Reliability	Travel Time	Affordability	Safety	Travel Options
Train Riders	Reliability	Affordability	Travel Time	Safety	Travel Options
Bus Riders	Reliability	Affordability	Travel Time	Safety	Travel Options
Ped. & Cyclists	Reliability	Travel Time	Travel Options	Safety	Affordability

Drivers = 550 Respondents; Train Riders = 92 Respondents; Bus Riders = 57 Respondents; Pedestrians and Cyclists = 38 Respondents



Priorities by Regional Sub-Area

	#1	#2	#3	#4	#5
All Respondents	Reliability	Travel Time	Affordability	Safety	Travel Options
Regional Core Residents	Reliability	Travel Time	Affordability	Travel Options	Safety
Inner Suburban Residents	Reliability	Travel Time	Affordability	Safety	Travel Options
Outer Suburban Residents	Reliability	Travel Time	Affordability	Safety	Travel Options

Regional Core:

District of Columbia
Arlington
Alexandria

Inner Suburbs:

Montgomery
Prince George's
Fairfax Co.
Fairfax City
Falls Church

Outer Suburbs:

Charles Frederick
Prince William Loudoun
Manassas
Manassas Park
Fauquier Co. (*Urbanized Area*)



Other Findings for Priorities Question

- Priorities by State
 - Maryland and Virginia residents prioritized travel time more than District of Columbia residents
 - Maryland residents prioritized affordability and safety more than District of Columbia or Virginia residents
- Priorities by Gender
 - Female residents prioritized safety more than male residents
 - Male residents prioritized travel time more than female residents



Other Findings for Priorities Question

- Priorities by Income
 - Higher income households (\$100k+) prioritized travel time more than lower income households
 - Low-income households (<\$50k) prioritized affordability more than higher income households
- Priorities by Disability Status
 - Persons with disabilities prioritized affordability and safety more than persons without disabilities
 - Persons without disabilities prioritized travel time more than persons with disabilities



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Other Findings for Priorities Question

- Priorities by Age
 - Older adults (55+) prioritized safety more than other age groups
 - Prime working-age adults (25-54) prioritized travel time more than other age groups
- Priorities by Race and Ethnicity
 - Hispanic and African-American respondents prioritized affordability more than other racial/ethnic groups
 - Non-Hispanic white respondents prioritized travel time more than other racial/ethnic groups



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