

# VISUALIZE 2045

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## Timeline for Plan Update & Public Opinion Research

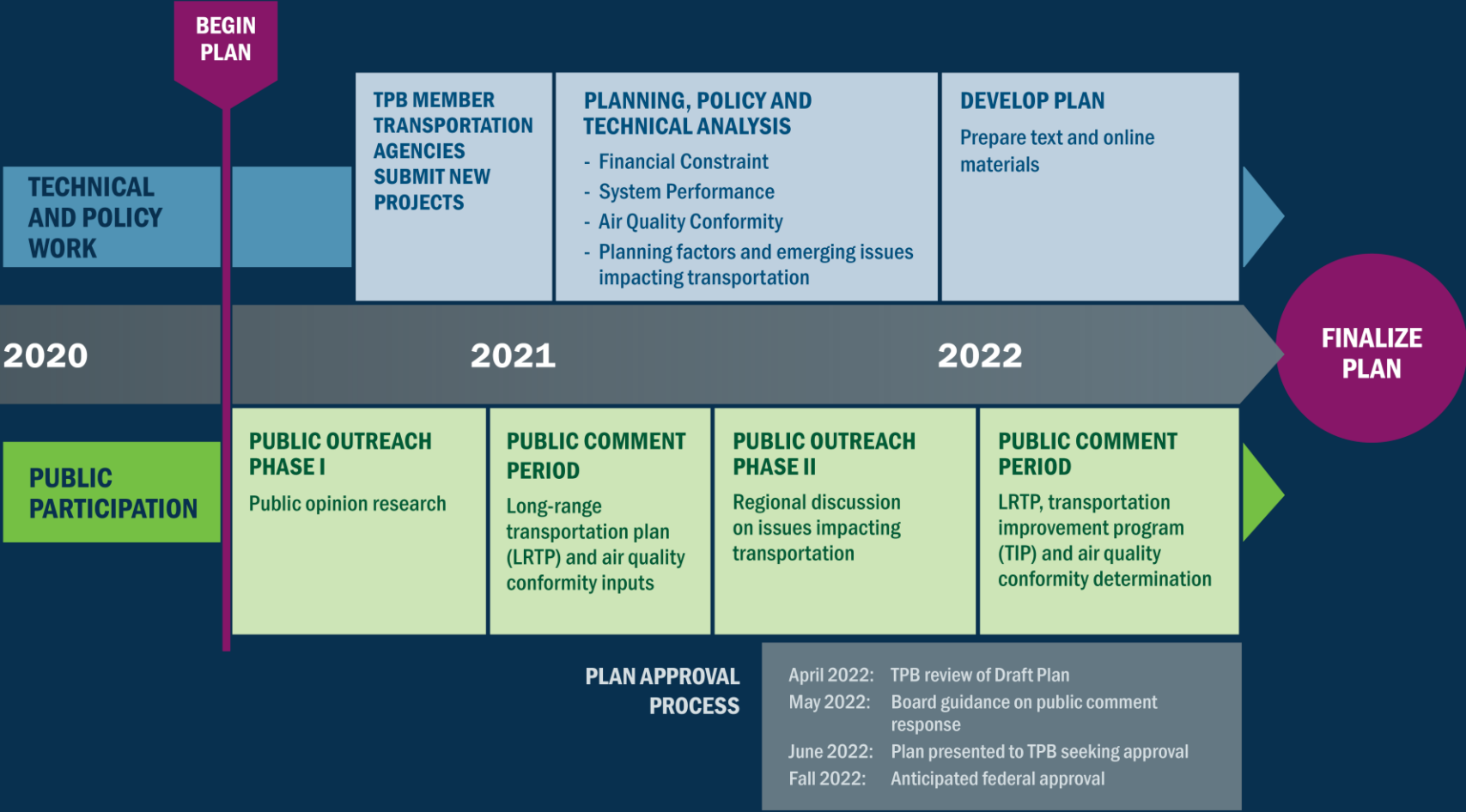
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Access for All Committee  
October 6, 2020



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



# Purpose

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- 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 any projects, programs, or policies that align with the TPB's Planning Policy Areas.



# Content

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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

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## 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

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## 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

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## 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

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- 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.
- Approximately 23,000 households will be invited to participate.
- This effort is expected to obtain at least 2000 completed surveys.





# Methodology

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- The survey has been designed to be statistically valid for the following 10 geographic areas:
  - 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)
  - the 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

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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



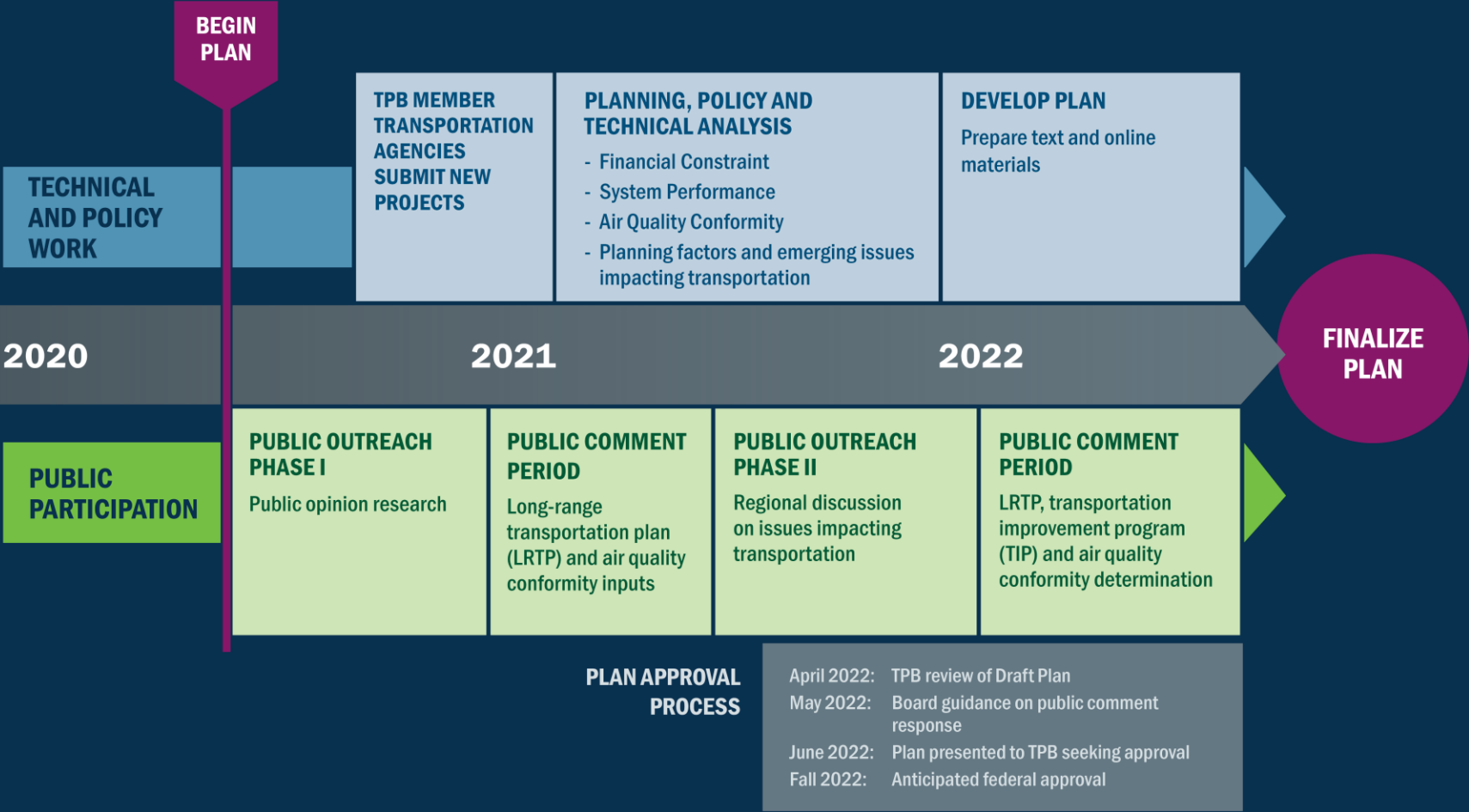
# Focus Groups

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- TPB staff understands that we will not reach out to everyone in the region through our survey.
- Focus groups will supplement our survey's results.
- They will focus on understanding "why" and "how" factors.
- Findings will help drive conversations for the second phase of public engagement.



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



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