# Slide 1: Presentation Title: Visualize 2045 - A Long-Range Transportation Plan for the National Capital Region

# Subtitle: Public Outreach: Phase 1 Activities Summary

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# Presenter: Ben Hampton, TPB Transportation Planner

# TPB Access for All Advisory Committee (AFA)

# September 28, 2017

Slide 2: Visualize 2045

A Long-Range Transportation Plan for the National Capital Region

Slide 3: Survey Recap

Picture of survey on website

* Gather general attitudes and opinions about transportation
* Random sample + open survey
* Diverse cross-section
* June 17 to August 21

Slide 4: Survey Recap

Picture of survey on website.

Sections of survey:

* Welcome
* Getting Started
* Issues (What affects your travel?). Categories include:
  + - Reliability
    - Affordability
    - Travel Time
    - Travel Options
    - Safety
* Your Ideas
* About You

Slide 5: Outreach Methods

* “Live-surveying” events
* Digital outreach and promotion
* Visualize 2045 “Ambassadors”
* Additional targeted outreach

Slide 6: “Live-Surveying Events”

MARYLAND

* Greenbelt
* Frederick
* College Park
* Silver Spring
* Takoma Park
* Rockville

DC

* Columbia Heights
* Farragut Square
* Marvin Gaye Park

VIRGINIA

* Mosaic District
* Manassas
* Dale City
* Ballston
* Leesburg
* Reston

Slide 7: Live-Surveying: Virginia

Picture of Visual 2045 Ambassadors at an information table and speaking with interested parties

Slide 8: Live-Surveying: Maryland

Picture of a TPB Staff and Visual 2045 Ambassador at an information table and speaking with interested parties

Slide 9: Live-Surveying: DC

Picture of a Visual 2045 Ambassadors surveying interested parties in a park

Slide 10: Digital outreach and promotion

Pictures of means of digital outreach and promotion

* + Website
  + Two tweets

Slide 11: Visualize 2045 Ambassadors

* Transportation Planning Board
* TPB Technical Committee
* Citizens Advisory Committee (CAC)
* Access for All Advisory Committee (AFA)
* COG Public Information Officers (PIOs)

Pictures of logos of some of the Ambassador agencies

Slide 12: Additional targeted outreach

* Metro station postcarding
* Lunchtime postcarding
* Washington English Center
* So Others Might Eat
* Bridges to Independence
* National Night Out

Slide 13: Final stats

* + 15 Live Surveying Events
  + 9 Metrorail Stations
  + 351 Tweets
  + 64,438 Twitter Impressions
  + 6,215 Survey Participants

Slide 14: Visualize 2045 Timeline

* January 2017
  + - Update Kickoff
  + Summer 2017
    - Public Outreach Phase 1 Financial Analysis Begins
  + Fall 2017
    - Technical Inputs Solicitation Initial Financial Analysis
  + Winter/Spring 2018
    - Planning Factors Analysis
  + Spring/Summer 2018
    - Technical Analysis
  + October 2018
    - Final TPB Approval

Slide 15: Contact information

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