

visualize2045

A LONG-RANGE TRANSPORTATION PLAN FOR THE NATIONAL CAPITAL REGION

Public Input Survey: Preliminary Findings

Lori Zeller
TPB Transportation Planner

Citizens Advisory Committee
October 12, 2017



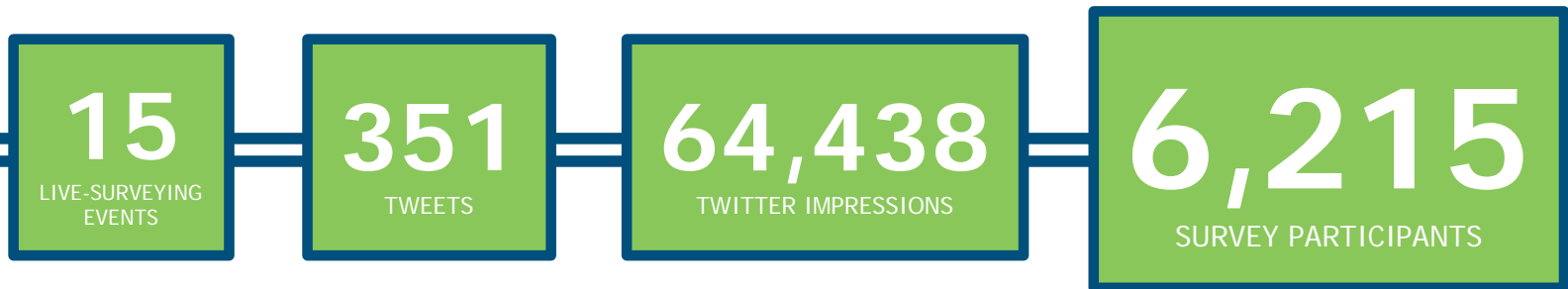
Overview

- **Why share now?**
- **Survey methods**
- **Preliminary findings**
- **Next steps and your input**



Why share now?

- Some high-level findings really stand out
- Want to keep the momentum going
- More in-depth analysis coming (full report in 2018)



Survey Methods

- Online MetroQuest survey tool
- Aim: To gather general attitudes and opinions
- Two methods:
 - **Random sample** – geographically representative
 - **Open survey** – open to anyone; sought a broad reach
- Available from June 17 to August 21



Preliminary Findings

Random Sample: 755 respondents

Open Survey: 5,460 respondents

TOTAL: 6,215 respondents

What factors influence people's travel choices the most?

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." |
-



What factors influence people's travel choices the most?

Top Factors Influencing People's Travel Choices

61%

of respondents selected

RELIABILITY

as a top factor influencing their travel choices

42%

of respondents selected

TRAVEL TIME

as a top factor influencing their travel choices



What issues affect people's travel experience the most?

The screenshot shows a survey interface with a blue header and a white main content area. The header contains the title "What affects your travel?" and navigation buttons: "? What to do" and "Next Task". The left sidebar has five sections: "WELCOME", "GETTING STARTED", "ISSUES", "YOUR IDEAS", and "ABOUT YOU". The "ISSUES" section is active, showing a list of categories: "Reliability", "Affordability", "Travel Time", "Travel Options", and "Safety". The "Reliability" category is selected and highlighted in yellow. The main content area displays the "Reliability" survey question: "How much does each of these issues affect you? *More stars means greater impact.*" Below this, there are five survey items, each with a 5-star rating scale and a "Comment" button:

- Traffic Congestion**: Traffic on the roads makes it hard for me to get where I'm going on time.
- Traffic Incidents**: Crashes and other incidents make it hard for me to get where I'm going on time.
- Train Delays**: It's hard for me to rely on trains to get me where I'm going on time.
- Bus Delays**: It's hard for me to rely on buses to get me where I'm going on time.

At the bottom of the main content area, there are two buttons: "Suggest another item" and "Next Category".



What issues affect people's travel experience the most?

What affects your travel?

How much do each of the issues on this screen affect your travel? Rate each issue on a scale of "1" to "5", with higher ratings signifying a greater impact on your travel.

Reliability	Affordability	Travel Time	Travel Options	Safety
Traffic Congestion	Vehicle Ownership Costs	Time Spent in Traffic	Need for Rail Transit	Dangerous Driving
Traffic Incidents	Tolls and Parking	Time Needed for Transit	Need for Bus Transit	Infrastructure Conditions
Train Delays	Rail Fares	Lack of Faster Options	Need for Driving Options	Crime
Bus Delays	Bus Fares	Distance to Destinations	Need for Walking and Bicycling	Street Design

(NOTE: Issues are listed in no particular order)



What issues affect people's travel experience the most?

What affects your travel?

How much do each of the issues on this screen affect your travel? Rate each issue on a scale of "1" to "5", with higher ratings signifying a greater impact on your travel.

Reliability	Affordability	Travel Time	Travel Options	Safety
Traffic Congestion	Vehicle Ownership Costs	Time Spent in Traffic	Need for Rail Transit	Dangerous Driving
Traffic Incidents	Tolls and Parking	Time Needed for Transit	Need for Bus Transit	Infrastructure Conditions
Train Delays	Rail Fares	Lack of Faster Options	Need for Driving Options	Crime
Bus Delays	Bus Fares	Distance to Destinations	Need for Walking and Bicycling	Street Design

(NOTE: Issues are listed in no particular order)



What issues affect people's travel experience the most?

Top Issues Affecting People's Travel Experience

TRAFFIC CONGESTION

"Traffic on the roads makes it hard for me to get where I'm going on time."

TIME SPENT IN TRAFFIC

"Traffic makes it take too long to drive where I need to go."

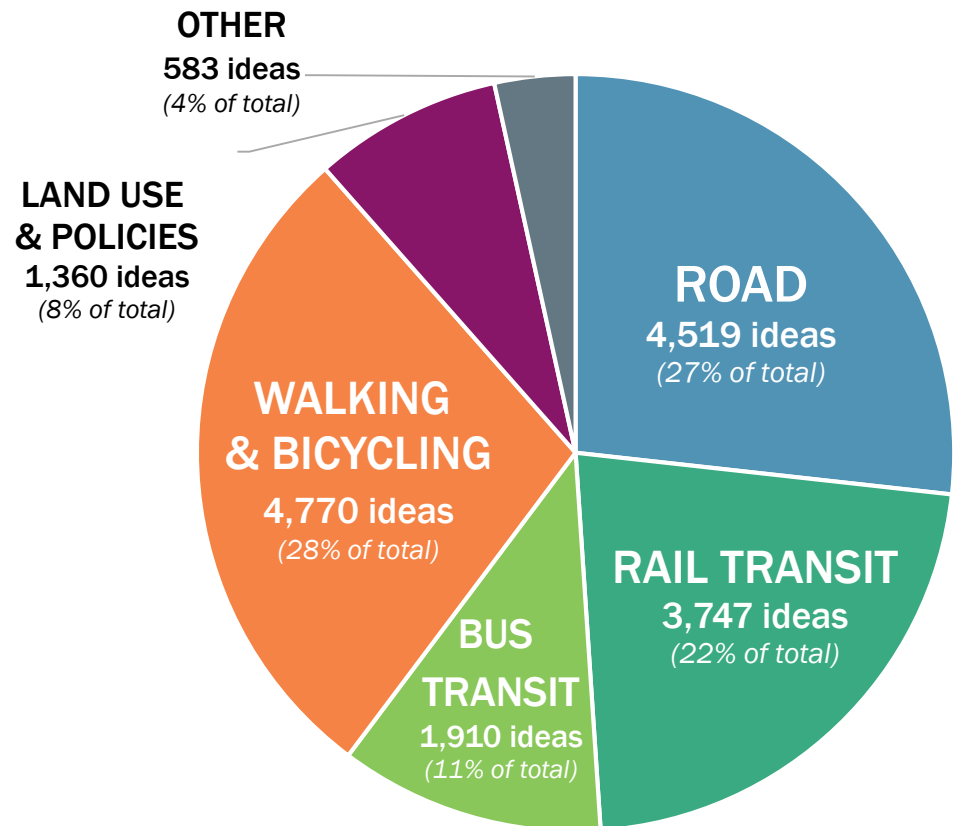
NEED FOR RAIL TRANSIT

"More or better rail transit options would make my travel experience better."



What ideas do people have for improving the transportation system?

- Identify where and what kind of transportation improvement you think should be made
- **16,889 markers!**
- Markers were spread throughout the region and included numerous ideas within each of the modal categories



Main Takeaways

- Reliability is at the top of people's minds, followed by travel time
- People are most concerned with traffic congestion and time spent in traffic, and would like more or better rail transit options
- As projects, programs, and policies are further developed by submitting jurisdictions, keeping these regional priorities and issues in mind can help better serve the residents of the region



Next Steps

- Analysis will continue throughout fall and early winter, with a scheduled release of a full report in early 2018
- Future analysis topics:
 - Identify jurisdictions and sub-areas which were over- and under-represented in the random sample
 - Show the sociodemographic make-up of both samples, including age, gender, race and ethnicity, disability status, income, and usual travel mode
 - Cross-tabulations to shed light on associations between responses
 - Qualitative analysis based on the written-in answers and comments provided by respondents



Your Input: Future Lines of Inquiry

Today's discussion

What analysis would you like to see based on the data we have?

Feel free to follow up with e-mail as well with feedback.

See a “demo” version of the survey (no longer collecting responses) at:

visualize2045-demo.metroquest.com



Lori Zeller

TPB Transportation Planner
(202) 962-3290
bhampton@mwcog.org

visualize2045
A LONG-RANGE TRANSPORTATION PLAN FOR THE NATIONAL CAPITAL REGION

Metropolitan Washington Council of Governments
777 North Capitol Street NE, Suite 300
Washington, DC 20002



National Capital Region
Transportation Planning Board