

SURVEY DESIGN FEEDBACK

2018 Long-Range Plan

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TPB Technical Committee
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Our goals at the outset

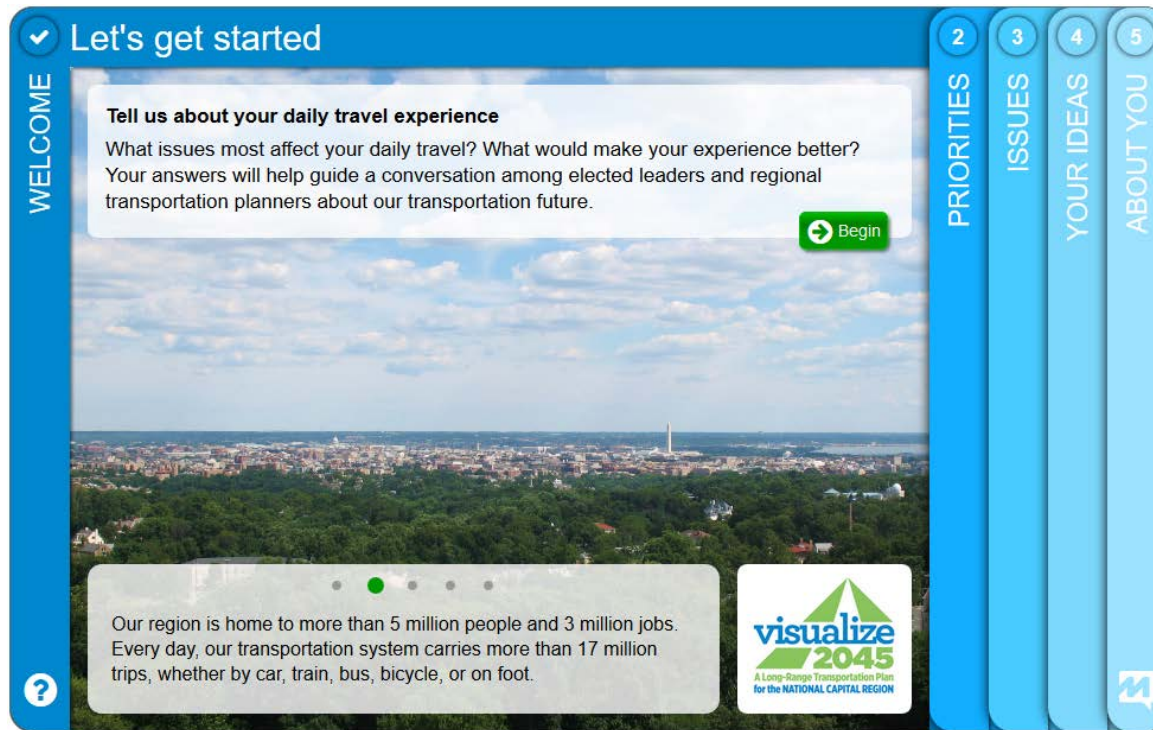
- **Gather information that could inform DOTs' and others' planning and funding decisions**
- **Capture broad, high-level attitudes and opinions**
 - Can't dive into every interesting issue that might be out there
 - Need not be directly mapped to TPB policy frameworks
- **Create tool that is easy and “fun” to use**
 - Keep the survey short and focused so people will complete it
- **Share results as part of Call for Projects and final approved plan**



How we got here

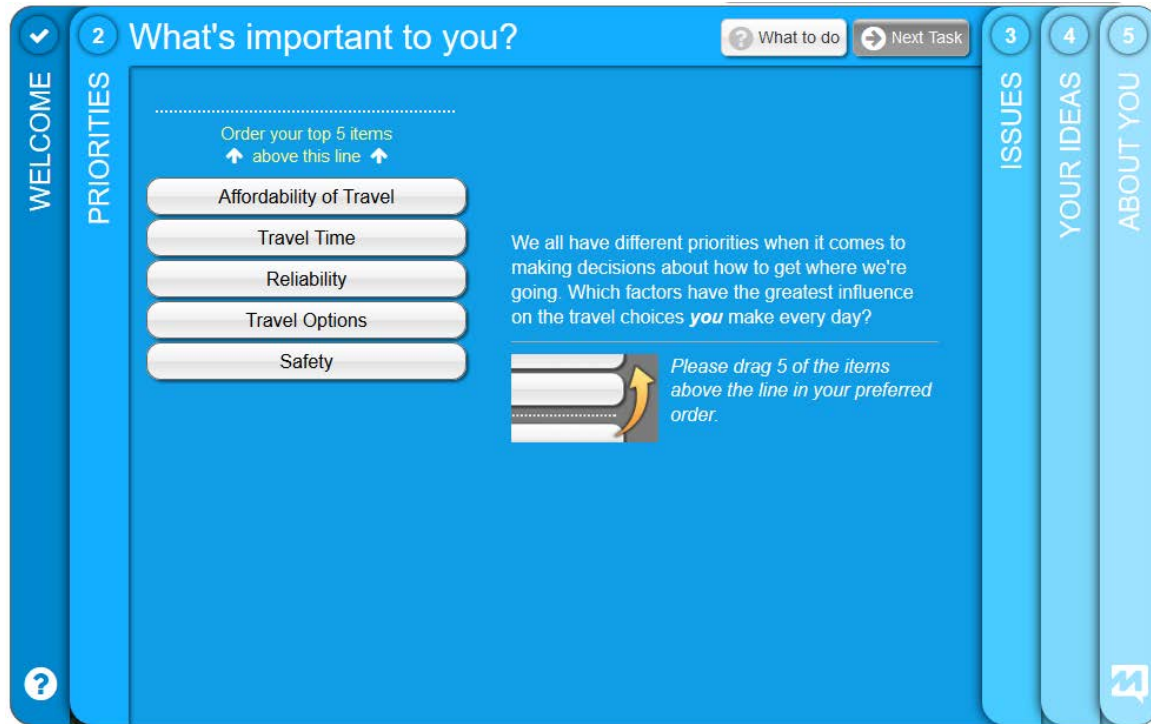
- Reviewed surveys by other regional and sub-regional planning bodies
- Conducted extensive internal brainstorming and discussion
- Gathered feedback from CAC
- Contracted with MetroQuest to develop survey tool





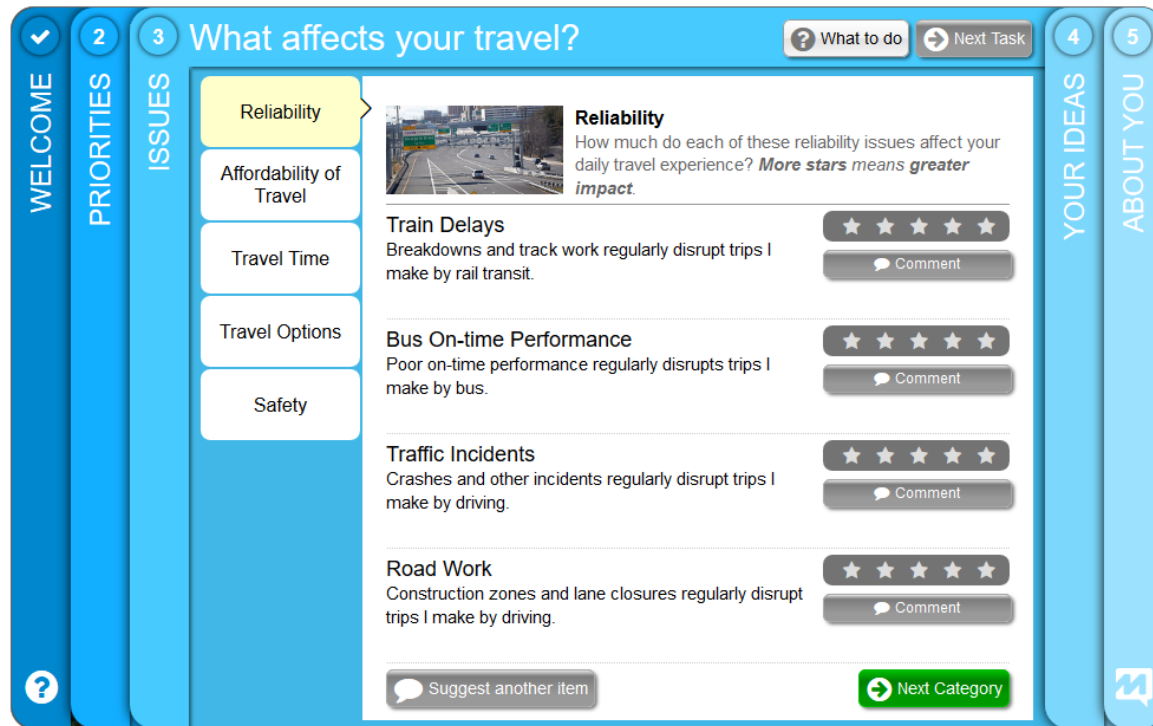
- **WHY WE LIKE THIS SCREEN:** Provides context for the survey, including who the TPB is, why we're developing a plan, and what that plan will do.





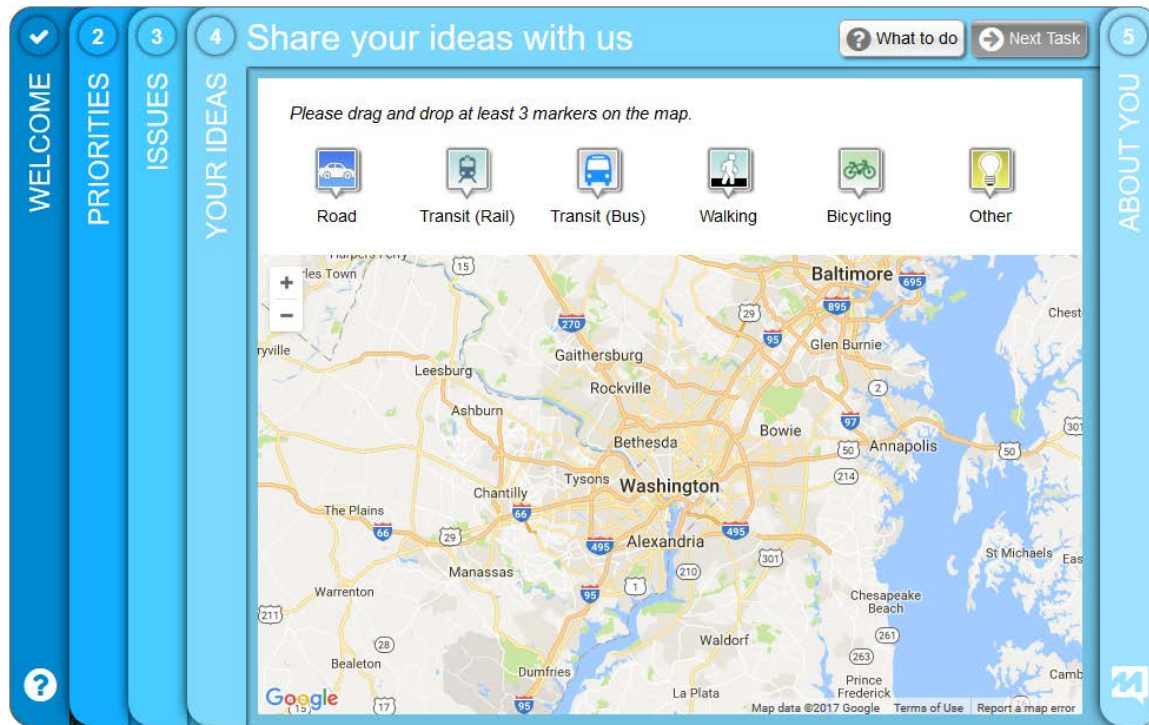
- **WHY WE LIKE THIS SCREEN:** Familiarizes people with the tool and provides a quick, easy task to accomplish to help build confidence.
- **WHAT WE'LL LEARN:** If one or two of these factors rise to the top, we may be able to use that to frame the findings from the rest of the survey.





- **WHY WE LIKE THIS SCREEN:** We can fit a lot of questions into a small space. The rating system is easy and engaging. We can ask about mode-specific factors within each category.
- **WHAT WE'LL LEARN:** We'll learn what factors affect people most and therefore require additional attention and/or should be the focus of planning and funding decisions.





- **WHY WE LIKE THIS SCREEN:** Gives respondents a fun, engaging task. Also gives them an outlet for identifying tangible improvements they'd like to see.
- **WHAT WE'LL LEARN:** We'll be able to quantify and visually display projects, including looking for patterns, trends, or specific focus areas. This could provide helpful input for CLRP or LRP discussions.



- **WHAT WE’LL LEARN:** We’ll be able to use this demographic information to make sure we’re getting responses from a generally representative sample of the region.
- **ADDITIONAL CONSIDERATIONS:** There are more questions we’d like to ask than can fit here, like usual travel mode and providing an email address for additional follow-up. We’re working on this.



What we're looking for from you

- Will the information that will be gathered by this survey be useful to your agency?
- Are there any major issues or questions we haven't asked here but should?
- Are there any issues or questions here that we definitely shouldn't ask about?
- Do you have any concerns about advancing this to the Technical Committee for review and input?
- Any other feedback?



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