



MEMORANDUM

TO: Transportation Planning Board
FROM: Karen Armendariz, TPB Public Engagement Specialist
Stacy Cook, TPB Transportation Planner
John Swanson, TPB Transportation Planner
SUBJECT: Upcoming Public Opinion Survey for Visualize 2045 Update
DATE: August 28, 2020

The TPB will be conducting a region-wide public opinion survey this fall that will examine broad challenges and opportunities related to regional transportation. The survey will be statistically significant. It will provide input for a range of TPB planning activities, including the 2022 update to Visualize 2045, the region's long-range transportation plan. Consultant support has been secured to assist with the survey's design, implementation, and analysis.

PURPOSE AND CONTENT

The results of this survey are expected to be used by the TPB, member jurisdictions, and elected officials as quantitative support for any projects, programs or policies that align with the TPB's Planning Policy Focus Areas and Aspirational Initiatives.

The guiding theme for the upcoming Visualize 2045 engagement efforts is Visualizing our Future Together. In order to visualize 2045 together, regional leaders will need to understand public opinion trends in three different ways:

- *Travel During the COVID-19 Pandemic*
This section will ask the public about their transportation choices in the midst of COVID-19. The purpose of this section is to understand how people adapted to the current health crisis and how these changes might affect long-term travel patterns and choices in the future.
- *Our Transportation Future*
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.
- *External Forces and Future Factors*
This section focuses on factors that will affect how agencies plan for the transportation system in the future, including climate change, connected and autonomous vehicles, and efforts to continue advancing transportation equity in the region. We ask the public about their perspectives on these issues and how transportation agencies should respond to these issues. These results will inform other work that TPB is or will be conducting on these topics.

METHODOLOGY

ICF, the consultant firm working on the survey, developed a methodology for the survey that utilizes a representative address-based sample frame to select potential respondents who will be contacted via mail and encouraged to complete the survey via web. The surveys will be conducted on the web, although we will offer the chance for residents who do not have internet access to provide their answers over the phone. We will send up to three mailings to selected respondents, ensuring that we obtain feedback from as many respondents as possible, including those who may be initially reluctant to respond.

This effort will obtain at least 2,000 completed surveys. It 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 and the Prince William County area (including Manassas and Manassas Park). Results from the survey will be available for these 10 geographies.

SCHEDULE

The project will follow this broad schedule:

- September: Invite randomly selected participants and collect survey responses
- October: Analyze data
- November: Develop survey report
- December: Final Report

A report on the survey findings will be developed and released in conjunction with the release of the Call for Projects for the constrained element of Visualize 2045.

In addition to quantitative input obtained through the survey, staff plans to conduct qualitative research as part of the Visualize 2045 update to obtain a more complete and nuanced understanding of public attitudes.

For more information, please contact:

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