

visualize2045

A LONG-RANGE TRANSPORTATION PLAN FOR THE NATIONAL CAPITAL REGION

Public Outreach: Phase 1 Activities Summary

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TPB Access for All Advisory Committee (AFA)
September 28, 2017

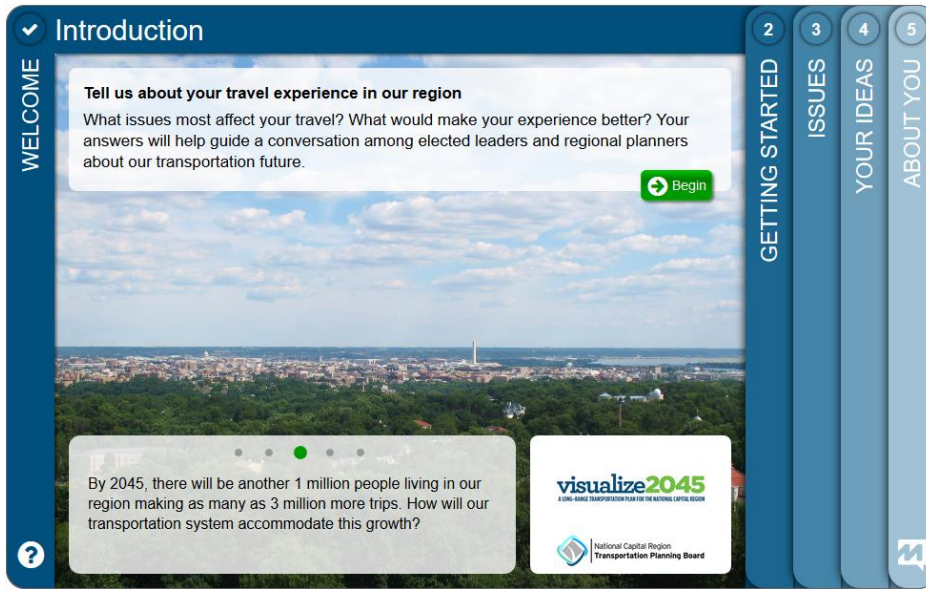


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Survey Recap



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



Survey Recap

The screenshot shows a survey interface with a blue header and sidebars. The main content area is titled "What affects your travel?". On the left sidebar, there are five tabs: "WELCOME", "GETTING STARTED", "ISSUES", "YOUR IDEAS", and "ABOUT YOU". The "ISSUES" tab is active, showing a list of travel-related issues: "Reliability", "Affordability", "Travel Time", "Travel Options", and "Safety". The "Reliability" issue is highlighted in yellow. To the right of the "Reliability" issue is a photograph of a highway with traffic. Below the photograph, the text reads: "Reliability How much does each of these issues affect you? *More stars means greater impact.*". Below this text are five star rating buttons, all of which are filled. Below the stars is a "Comment" button. Below the "Comment" button are four more star rating buttons, all of which are empty. Below these stars are four "Comment" buttons. At the bottom of the survey area, there is a "Suggest another item" button and a "Next Category" button.

What to do Next Task

WELCOME GETTING STARTED ISSUES YOUR IDEAS ABOUT YOU

1 2 3 4 5

What affects your travel?

Reliability

Affordability

Travel Time

Travel Options

Safety

Reliability
How much does each of these issues affect you? *More stars means greater impact.*

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.

Suggest another item

Next Category



Outreach Methods

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



“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



Live-Surveying: Virginia



Live-Surveying: Maryland



Live-Surveying: DC



Digital outreach and promotion

The screenshot shows the homepage for visualize2045, a long-range transportation plan for the National Capital Region. The header includes navigation links: HOME, LEARN, PARTICIPATE, CONNECT, and TAKE THE SURVEY! (highlighted in green). The main banner features a scenic view of the region with the text "TAKE THE VISUALIZE 2045 PUBLIC INPUT SURVEY". Below the banner, there are sections for "Recent News" (dated August 15, 2017) and "Recent Tweets" (dated August 15, 2017).

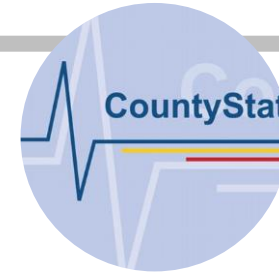
This is a screenshot of a tweet from TPB (@NatCapRegTPB). The tweet text reads: "That's right! There's still time to share your thoughts on #regional #transportation for our new #VIZ2045 long-range plan!". A reply from NVTC (@NoVaTransit) is visible below, dated 4:42 PM - 17 Jul 2017, encouraging users to take the survey by August 21.

This screenshot shows a tweet from TPB (@NatCapRegTPB) dated 4:29 PM - 3 Aug 2017. The tweet text says: "We're giving you a couple more weeks to weigh in for #VIZ2045! Learn more and take the survey by August 21: visualize2045.org". Below the text is a preview of the survey interface, showing an "Introduction" screen with a "Start" button and a sidebar with options like "GETTING STARTED", "ISSUES", "YOUR IDEAS", and "ABOUT YOU".



Visualize 2045 Ambassadors

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



Additional targeted outreach

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



Final stats

15

LIVE-SURVEYING
EVENTS

9

METRORAIL
STATIONS

351

TWEETS

64,438

TWITTER IMPRESSIONS

6,215

SURVEY PARTICIPANTS



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



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National Capital Region
Transportation Planning Board