

ITEM 10 –Information
June 21, 2017

2018 Quadrennial Update of the Long-Range Plan:
Outreach and Communications Update

Staff

Recommendation: Update on the status of activities and survey update in the Long-Range Plan.

Issues: None

Background: The board will be updated on the status of the public outreach activities, including the survey which is now underway.



MEMORANDUM

TO: Transportation Planning Board
FROM: Ben Hampton, TPB Transportation Planner
SUBJECT: 2018 Quadrennial Update of the Long-Range Plan: Outreach and Communications Update
DATE: June 21, 2017

This memo provides a status update on outreach and communications efforts related to the 2018 quadrennial update of the long-range plan. These are the first public-facing activities related to the 2018 update, which will culminate with final TPB approval in October 2018.

COMPONENTS OF THE 2018 LONG-RANGE PLAN UPDATE

The 2018 long-range plan update is a major four-year update as required by federal law. The key components of the plan, as has been outlined to the board in previous months, include:

- Financial plan
- Constrained (“planned-build”) element
- Unconstrained (“all-build”) element
- Stakeholder and public outreach
- Other elements as defined by federal requirements
- Overall communications and final product

The activities outlined in this memo fall under “Stakeholder and Public Outreach” and “Overall Communications and Final Product” and are collectively referred to in this memo as outreach and communications activities.

OUTREACH AND COMMUNICATIONS ACTIVITIES UNDERWAY

Over the past two months, staff have been working on the following components of the planned outreach and communications activities:

- Developing a unifying, identifiable name, logo, and branding for the plan
- Designing and deploying a public opinion survey to gather general attitudes and opinions about transportation in the region
- Planning and carrying out public outreach to encourage participation in the survey

BRANDING: Visualize 2045

One desire for the 2018 update was to develop a simplified name and attractive, unifying logo and branding for the plan and all public-facing activities related to it. Over the past few months, staff have been working with a graphic design firm and key stakeholder committees to develop a name and brand for the plan.

Today, staff are excited to unveil the consensus recommendation of these groups. The name that will be used hereafter to refer to the 2018 long-range plan is “Visualize 2045.” The name reflects the fact that the long-range plan is a tool for understanding what the region’s transportation future could look like given current planning and funding realities. The logo itself and the associated branding are meant to be new and fresh, simple, easy to use across platforms, and aligned with the TPB brand.

SURVEY: MetroQuest

A web-based public opinion survey has been developed to gather general attitudes and opinions about transportation in the region. The survey results will be shared in such a way that transportation agencies and board members will be able to easily digest them and refer to them in their deliberations regarding plan development. The survey window runs from June 16 to July 31.

The survey asks respondents about:

- Daily travel behaviors and patterns
- Key issues related to reliability, affordability, travel time, travel options, and safety
- Suggestions for needed transportation projects or other improvements
- Personal demographic characteristics (to ensure a representative sample)

Two different methods for gathering survey results are being undertaken:

- **“Controlled” survey:** This method aims to ensure that opinions are gathered from a scientifically representative sample of the region’s population. The survey will target a random sample of households throughout the region via postal mail. The goal is to secure responses from a minimum of 600 households.
- **“Open” survey:** This method will make the survey open to anyone who wants to participate. The goal will still be to get responses from a broad and diverse swath of the region’s population. Staff will carry out a robust public outreach strategy to reach a geographically, socially, and economically diverse group.

The results of the public opinion survey will be tabulated, analyzed, and reported to the TPB and its stakeholders at a minimum of two key points in the process:

- During the Call for Projects for the Constrained (“Planned-Build”) Element (Fall 2017)
- As part of the final plan to be approved by the TPB (Fall 2018)

One final note is that this survey uses the web-based MetroQuest public engagement tool used by numerous MPOs and planning agencies. The TPB has also used MetroQuest once before—in 2013, as part of the development of the Regional Transportation Priorities Plan (RTPP).

OUTREACH: Encouraging survey participation

Staff have developed a coordinated outreach plan to encourage widespread participation in the online MetroQuest survey. The plan includes both digital and in-the-field elements. The survey window is narrow, so these activities will be taking place between now and the end of July.

Digital efforts include:

- TPB and COG newsletters and social media
- Targeted advertising on Twitter and Facebook
- Media outreach and ad buys
- Public portal website

In-the-field efforts include:

- 15 on-the-ground events with in-person survey administration (will target community events and busy public spaces in jurisdictions throughout the region)
- Other information tables, booths, and events as appropriate
- Targeted meetings with hard-to-reach populations

Another very important component of this outreach is leveraging the TPB's existing networks and stakeholder groups to help spread the word about the survey. This includes the TPB itself as well as the TPB Technical Committee, Citizens Advisory Committee (CAC), Access for All Advisory Committee (AFA), and the COG Public Information Officers (PIOs) Committee. Staff also hopes to work with various stakeholder groups, including advocacy groups, to help spread the word.

HOW TPB BOARD MEMBERS CAN HELP

We're excited to engage our board members in getting the word out about this survey! Board members can help us by sharing this survey with their constituents, colleagues, and networks in their home jurisdictions. We will soon have "ambassador kits" available for board members.

Board member ambassador kits will include:

- Text for e-blasts, newsletters, and web pages
- Pre-packaged social media messages and graphics
- Information cards to hand out
- FAQs and talking points

TIMELINE AND FUTURE OUTREACH EFFORTS

The outreach and communications outlined in this memo will largely take place over the course of June and July of this year. Staff will be analyzing and summarizing the results of this summer's outreach in August and presenting it to the board in September. Additional outreach, in the form of more in-depth workshops and/or focus groups, is expected to take place later this year or in early 2018. The results of all outreach will be shared with board members and included in the final plan.

2018 QUADRENNIAL UPDATE OF THE LONG-RANGE PLAN

Outreach and Communications Update

Ben Hampton
TPB Transportation Planner

Transportation Planning Board
June 21, 2017



National Capital Region
Transportation Planning Board

Agenda Item #10

Today's topics

**BRANDING
SURVEY
OUTREACH
HOW YOU CAN HELP**



National Capital Region
Transportation Planning Board

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How we got here

- **Peer review**
Other MPOs and regional and sub-regional planning bodies
- **Internal development**
Extensive brainstorming and discussion
- **Stakeholder feedback**
CAC, AFA, DOTs, Technical Committee
- **Consultant assistance**
Graphics, survey development, public outreach

Our goals at the outset

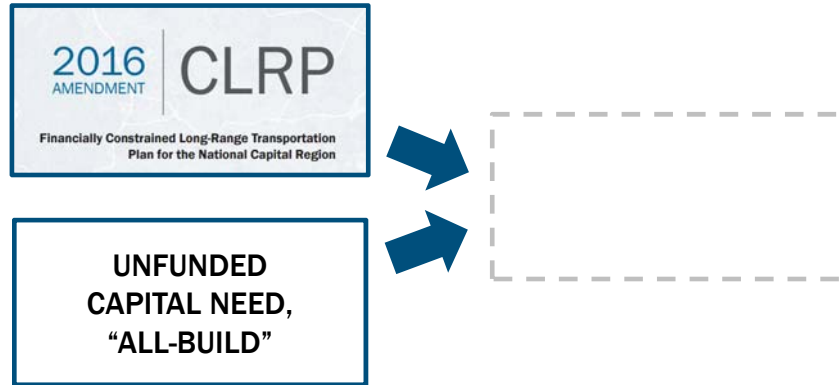
BRANDING

**FRESH
SIMPLE
ON-MESSAGE**

SURVEY

**USEFUL
BROAD
EASY & FUN**

Branding: From CLRP to LRP



Branding: New name and look

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

Survey: MetroQuest

Survey: MetroQuest

Survey: Key Issues

RELIABILITY

Traffic Congestion
 Traffic Incidents
 Train Delays
 Bus Delays

AFFORDABILITY

Vehicle Ownership
 Tolls and Parking
 Rail Fares
 Bus Fares

TRAVEL TIME

Time Spent in Traffic
 Time Needed for Transit
 Lack of Faster Options
 Distances to Destinations



Survey: Key Issues

TRAVEL OPTIONS

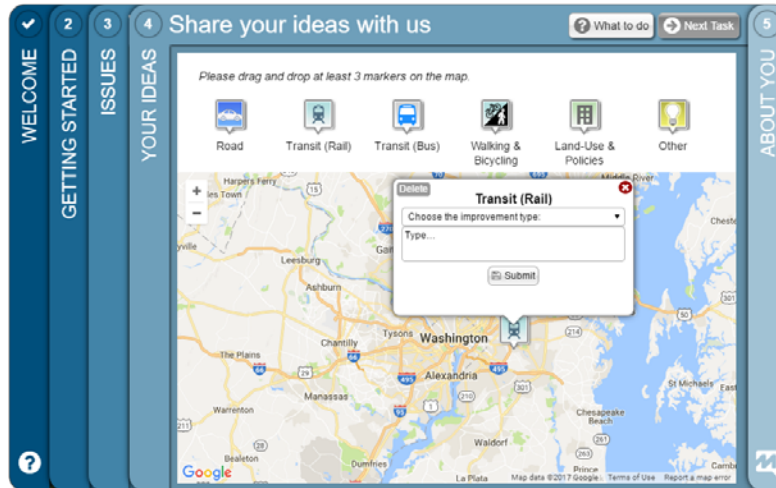
Rail Transit
 Bus Transit
 Driving
 Walking and Bicycling

SAFETY

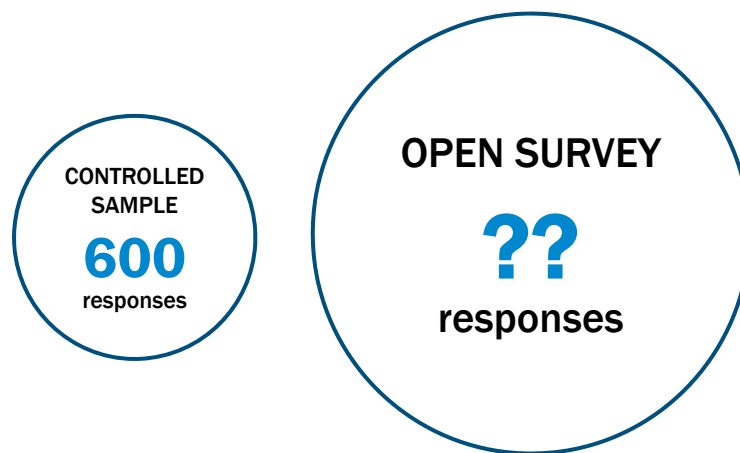
Dangerous Driving
 Infrastructure Condition
 Crime
 Street Design



Survey: MetroQuest



Survey: Two approaches



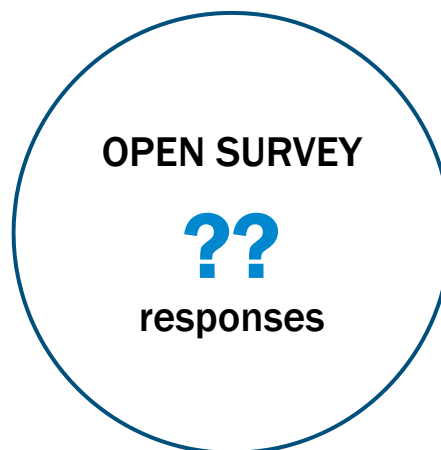
Survey: “Controlled sample”

- First wave: June 16
- 6,000 households
- Respond by July 7
- \$15 Visa gift card reward



Outreach: “Open survey”

- 15 survey-taking events
- Info tables, events, street teams
- TPB newsletters, social media
- Stakeholder networks
- Media outreach and ad buys



How you can help

BE A VISUALIZE 2045 AMBASSADOR!

In your Ambassador's Kit:

- Talking points & FAQs
- E-blast language
- Social media messages
- Information cards



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