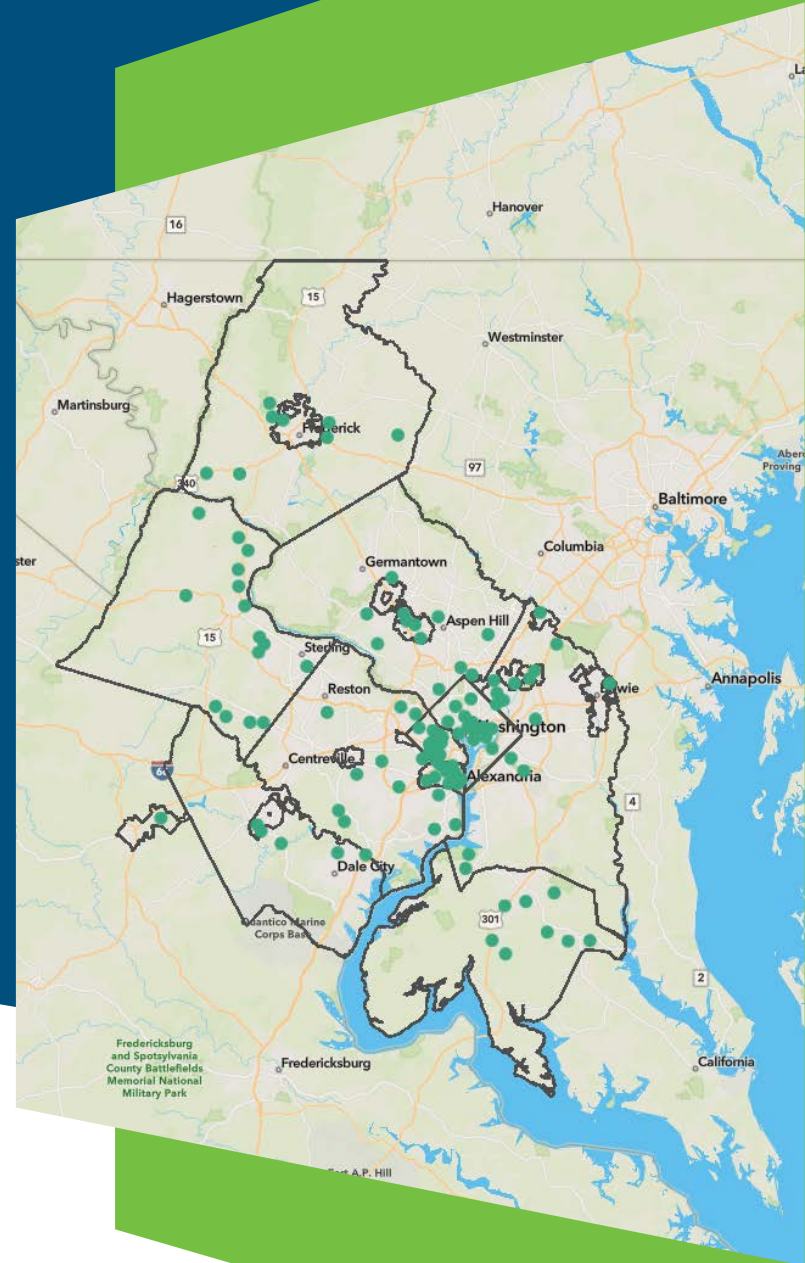


Voices of the Region Wrap-Up

Briefing on *Aspiration to
Implementation Outreach &
Voices of the Region Story Map*

John Swanson & Charlene Howard, TPB Staff
Technical Committee, May 6, 2022
Agenda Item 7



visualize
2045 A long-range
transportation plan
for the National
Capital Region

Voices of the Region

The TPB engaged thousands of the region's residents between 2020 and 2021 for the Visualize 2045 update. This engagement, called Voices of the Region, included three activities:

- **Public Opinion Survey** – In 2020, the TPB conducted a survey with more than 2,400 randomly selected residents from the Washington region.
- **Focus Groups** – In 2021, the TPB conducted 11 focus groups with more than 112 people. The purpose of the focus groups was to better understand people's beliefs, experiences, and perceptions about their daily travel, as it relates to climate change, equity, and transportation safety.
- **Aspiration to Implementation (QR Code Outreach)** – During the summer of 2021, the TPB placed brightly colored posters across the region prompting more than 400 individuals to provide their thoughts on transportation projects, programs, and policies that were recently implemented around the region.

Aspiration to Implementation Public Engagement Activity

- Purpose: Get input on how people experience the TPB's seven Aspirational Initiatives in their daily lives – What works well? What doesn't? What would they like to see more of?
- Method: More than 40 posters and signs with thought-provoking questions were installed throughout the region
 - Participants scanned QR codes...
 - ... and gave comments using a short online survey

Aspiration to Implementation Public Engagement Activity

- Timeframe: July-August 2021
- Participants:
 - Open to anyone (not a representative sample or invitation-only)
 - Most respondents encountered the physical posters in the course of daily activities; other participants responded directly online
- Responses: 428 participants provided comments
 - More than half under 35 years old
 - Uneven response rate among the 7 Aspirational Initiatives

The Posters (1 of 7 versions)

**visualize
2045**

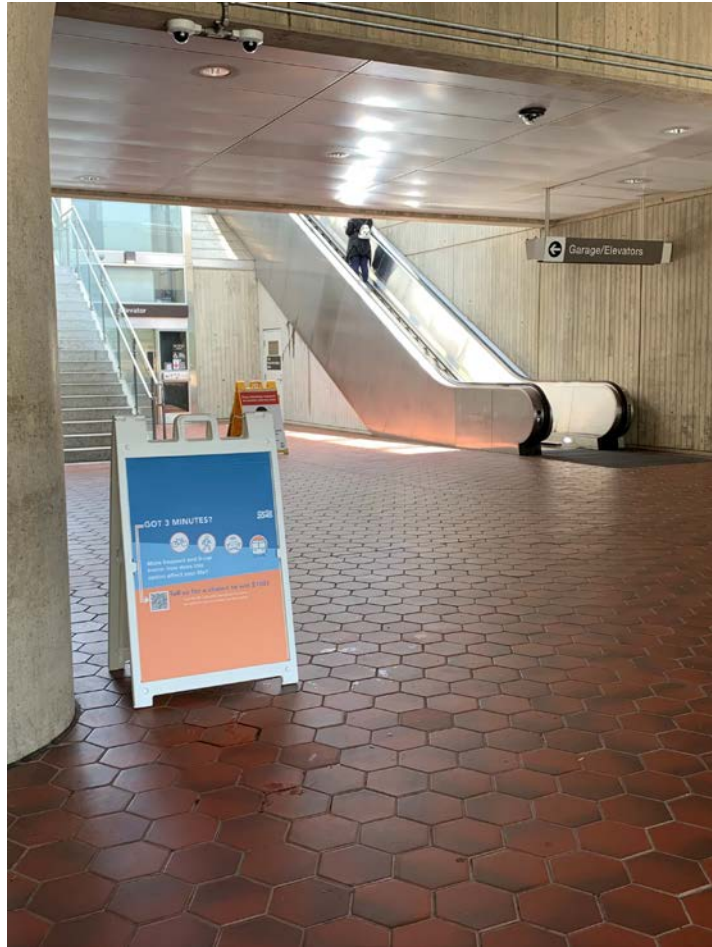
GOT 3 MINUTES?

An easy walk or bike ride to your bus or train: how does this option affect your life?

Tell us for a chance to win \$100!

Scan the QR Code with your phone to answer our question and be entered into the contest.

In the Wild



Findings

Overall Themes

Staff analyzed all 428 comments using qualitative data analysis software

The following themes were most frequently mentioned:

- Time management/efficiency (23%)
- Convenience/options (20%)
- Access to jobs/school (16%)
- Family and quality of life (15%)

1. Bring Jobs and Housing Together

Question: How does having options to live near your job, school and shops affect your life?

Common Themes:

- Time savings to do other things
- Expanded access to non-work opportunities
- Increased access to jobs
- Saving money
- Helping the environment
- Enjoying convenience
- General happiness
- Health benefits
- Criticisms & suggestions

2. Expand Bus Rapid Transit and Transitways Regionwide

Question: How does having faster and more frequent bus service affect your life?”

Common Themes:

- Reducing the need to drive
- Increased access to non-work opportunities
- Improving quality of life
- Criticisms & suggestions

3. Move More People on Metrorail

Question: How does having frequent Metrorail and 8-car trains affect your life?”

Common Themes:

- Service has become more reliable
- Trips are faster
- Using Metro is good for the environment
- These improvements make a car-free lifestyle more possible
- More space on trains helps with social distancing
- Criticisms & suggestions

4. Provide More Telecommuting Options & Other Commuting Options

Question: “How important is having options to work from home to you?”

Common Themes:

- Teleworking saves valuable time
- Quality of life has improved

5. Expand Express Highway Network

Question: Express toll lanes as an option: how does this affect your life?”

Common Themes:

- Good to have the option if needed
- Saving time to do other things
- Criticisms & suggestions

6. Improve Walk & Bike Access to Transit

Question: How does having an easy walk or bike ride to your bus or train affect your life?

Common Themes:

- Walk-bike options increase the likelihood of using transit
- It's a key factor in choosing where to live
- Reducing car dependency
- Saving money
- Health benefits of walking and biking
- Feeling safer
- Expanded access to non-work opportunities
- Environmental benefits
- Criticisms & suggestions

7. Complete the National Capital Trail Network

Question: How does having a connected network of regional trail affect your life?”

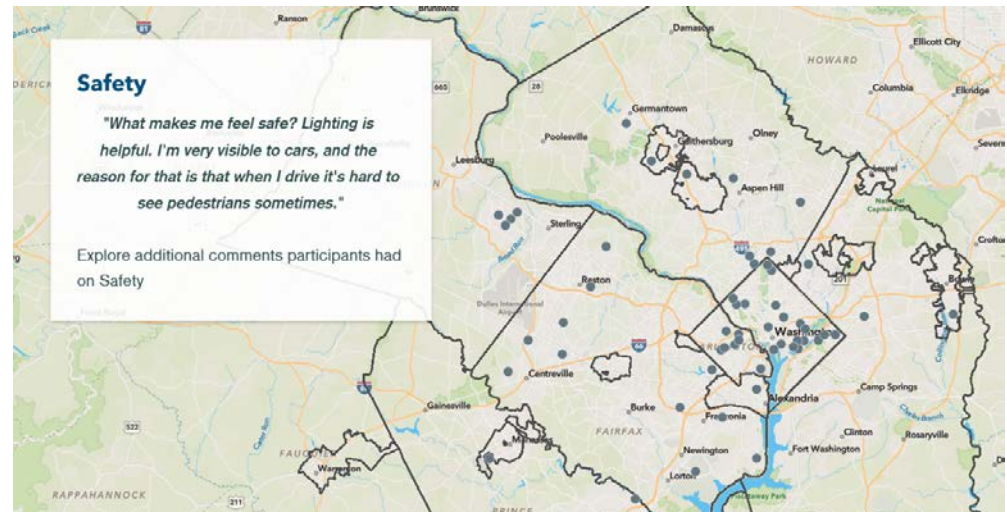
Common Themes:

- Useful for transportation (not just recreation)
- Health benefits of walking and biking
- Good for the environment
- Connecting communities
- Recreational value, appreciating nature
- Criticisms & suggestions

Story Map

The Story Map shares a selection of comments that reflect the different perspectives the TPB heard during different phases of Voices of the Region. By displaying the comments on a map, we are giving the public an opportunity to explore the comments and how those perspectives are share similarities and differences based on location.

The Story Map displays one map for each of the three Voices of the Region activities. Additional maps are included that provide the user with the opportunity to look at all the quotes from the other maps and filter them by issue, Aspirational Initiative, or Visualize 2045 Future Factor.



Demonstration

Spread the word

- Voices of the Region
visualize2045.org/voices-of-the-region
- Story Map
visualize2045.org/voices-of-the-region/story-map
- Visualize 2045 – Get Involved
visualize2045.org/get-involved
- Visualize 2045 – Appendix H – Public Participation Summary
visualize2045.org/plan-update/draft-plan
- TPB Participation Plan
mwcog.org/documents/2020/10/21/tpb-participation-plan--outreach-public-comment-tpb

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