



Transportation Attitudes and Needs Assessment



June 2022

Introduction

Qualitative research study on:

Residents' **feelings, attitudes, and perceptions** of their travel and the transportation system

How do **constraints, needs, values, and relationships** shape daily travel experiences?

How does that define needs surrounding infrastructure and investment?

Integrate findings into TPP, individual project needs.

Motivation



Limitations of survey data

Need to understand barriers, travel not made, reasons for choices

Identifying common language between researchers, planners, engineers, and the public

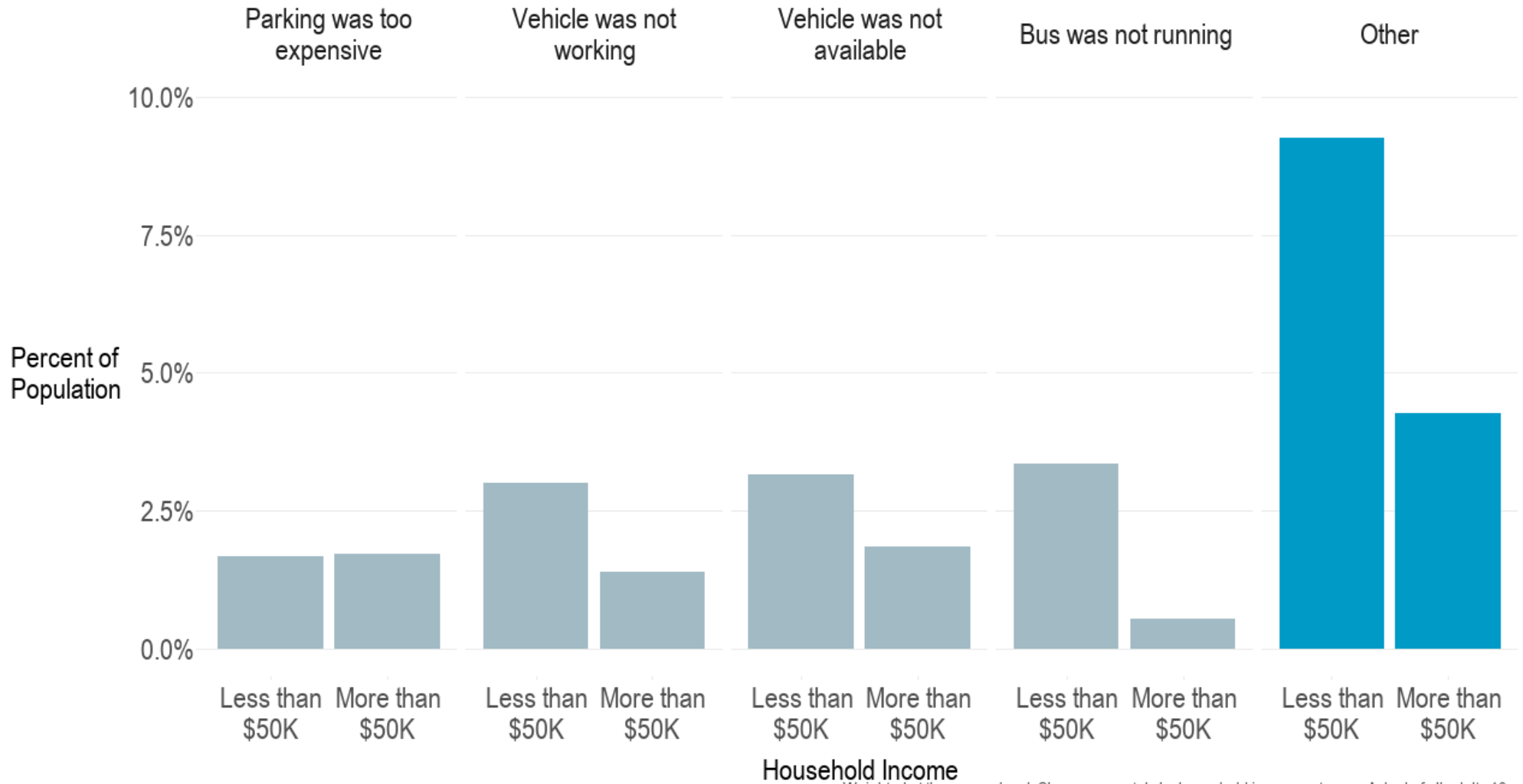
Elevating equity dimension of transportation attitudes

Identify core values and feelings people have about transportation and how it relates to their lives

Build trust and accountability

Example of Need for Qualitative Data

Which of the following prevented you from making a trip you wanted to make in the past week?



Weighted at the person level. Shown separately by household income category. Asked of all adults 18+.

Project Scope of Work (1)

Task 1: Project Management

Task 2: Review of Relevant Work

- Review current practice in planning and project development on transportation needs and attitudes
- Review innovative and best-practice qualitative and mixed-methods research across the country
- Identify what is missing- where are transportations concerns and modes missed by survey methods

Project Scope of Work (2)

Task 3: Research Plan

- Identify specific audiences
 - Look at dimensions of race, ethnicity, immigration status, income, age, family structure, ability, gender identity, geography, other
- Determine sample size
- Identify specific research tactics for various audiences, including focus groups, interviews, listening sessions, and surveys
- Develop research questions
- Recruit participants

Project Scope of Work (3)

Task 3 (continued)- Sample Research Questions and Themes

- Travel in daily life
- Role of transportation in key life decisions
- Values and perceptions around transportation
- Transportation and social vulnerability
- Climate and travel
- Transportation safety and security
- Transportation and social relationships

Project Scope of Work (4)

Task 4: Data Collection

- Four waves of data collection
- Between each wave-
 - Refine instruments and interview questions
 - Monitor engagement
 - Adjust outreach strategies
 - Summarize key findings

Project Scope of Work (5)

Task 5: Connection to Policy

- Review notes, transcriptions, and other data to identify and code key themes
- Identify potential nexus points to transportation policy and planning
- Work with Council staff to identify policy implications
- Connection point to TPP update

Task 6: Finalize

- Documentation of key travel needs in the region
- How is the transportation system experienced by residents and travelers?
- Recommendations for regional plans, strategies, and project planning studies

Schedule

- June 22, 2022: Notice to Proceed
- July – August 2022: Review of Relevant Work
- July – September 2022: Research Plan
- August – December 2022: Data Collection
- November – December 2022: Connection to Policy
- December 2022 – January 2023: Finalize



Thank You

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