

Transportation Needs in Daily Life (Transportation Needs Assessment)

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Purpose



- Better understand why and how residents in the Minneapolis-St. Paul region travel in their daily lives.
- Understand how our region's transportation system work for the people who live here.
- Collect qualitative information about how people travel using interviews and small group discussions.
- Supplement quantitative transportation data to help make better decisions about transportation policies in the region.

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

Approach ⁽¹⁾



- Focus groups with community members.
- Facilitators will ask questions about feelings, attitudes, and perceptions of travel that encourage storytelling.
- Participants organized into groups based on common identities to increase openness and willingness to share.
- Work with community-based organizations to identify participants.
- Focus groups held in places and times that work best for participants.
- Gift card incentives.

Approach ⁽²⁾

Focus Group Organizing Factors

- Race/ethnicity
- Geography
- Age
- Gender
- Family status
- Transit dependency
- Housing security
- Disability

Early Challenges



- Coordinating focus groups is time-intensive
- Many of our key identity groups are hard to reach
- Many community organizations are stretched thin and, as a result, difficult to reach

Tasks

COMPLETE

Equity workshop

Workshop with 21 Met Council, Metro Transit, and MnDOT staff to help guide the research plan

Review of relevant work

15 local plans, policies, and studies, 11 research papers, and 2 peer interviews

Research plan

Target audiences, participant recruitment, and focus group strategy

IN-PROCESS

Focus groups

25-40 small groups; encourage storytelling and value-sharing; maximum 8 people per group; 200 people total; mix of in-person and virtual

UPCOMING

Data connection to policy

Identify preliminary research findings

Analysis

Summary document



Thank You

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