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

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<th>COMPLETE</th>
<th>IN-PROCESS</th>
<th>UPCOMING</th>
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<td>Equity workshop&lt;br&gt;Workshop with 21 Met Council, Metro Transit, and MnDOT staff to help guide the research plan&lt;br&gt;Review of relevant work&lt;br&gt;15 local plans, policies, and studies, 11 research papers, and 2 peer interviews&lt;br&gt;Research plan&lt;br&gt;Target audiences, participant recruitment, and focus group strategy</td>
<td>Focus groups&lt;br&gt;25-40 small groups; encourage storytelling and value-sharing; maximum 8 people per group; 200 people total; mix of in-person and virtual</td>
<td>Data connection to policy&lt;br&gt;Identify preliminary research findings&lt;br&gt;Analysis&lt;br&gt;Summary document</td>
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Thank You

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