

AGENDA ITEM #8: RESULTS OF THE HAMPTON ROADS FOCUS GROUPS: FINAL REPORT

SUBJECT:

The final report, prepared by Christopher Newport University, summarizing the results of the focus groups, is ready for approval.

BACKGROUND:

As part of the HRTPO's community outreach strategies to seek out and consider transportation interests and needs of Hampton Roads residents, the HRTPO entered into a cooperative agreement with Christopher Newport University (CNU) to conduct focus groups and to gauge public opinion and engage area residents in HRTPO plans, programs, and activities. This work also includes learning more about the transportation needs of and engaging military personnel and dependents in the Hampton Roads region. The HRTPO will consider findings and develop outreach strategies for implementation during the development of the 2034 Long-Range Transportation Plan from June 2010 to June 2011.

During the first week of March 2010, researchers from the Judy Ford Wason Center for Public Policy at CNU conducted six focus groups to learn more about perceptions held by area residents related to regional pride, future living conditions of Hampton Roads, and the transportation system in Hampton Roads in twenty years. Because of the large military presence and its importance to the Hampton Roads region, two of these focus groups included only active duty military personnel.

At the May 19th meeting, Dr. Quentin Kidd from CNU briefed the HRTPO Board regarding the results of the focus groups and notified the HRTPO that the final report, entitled "*The Present and Future of Transportation in Hampton Roads: Results of a Series of Focus Groups among Hampton Roads Residents*," will be brought back to the HRTPO Board for approval at its June 2010 meeting.

CNU will return in the fall of 2010 to provide recommended strategies to inform and engage Hampton Roads residents in transportation planning and programming activities.

Enclosure 8 – Results of the Hampton Roads Focus Groups final report

RECOMMENDED ACTIONS:

Approve the final report.