



# QOL Pilot Study

April 23, 2010  
2010 Southwest Minnesota TZD Workshop

*Your Destination...Our Priority*





# QOL Pilot Study

## Mn/DOT's QOL Goal:

Understand – from a customer perspective – what QOL is and how transportation both detracts from and contributes to this life view. Once understood, this information will inform Mn/DOT measurement planning and track our performance against QOL targets.

## Pilot Study Objectives:

To test and an approach (method, question flow) that we can carry to the next, statewide phase.





# Creating Customer Driven Measures

Expectation



Outcome



Measure

*"I expect Mn/DOT to make good, informed decisions about how the money is spent!"*

Minnesotans are informed of Mn/DOT's plans & investments and trusts its use of resources

- Frequency: Annual
- Source: Omnibus
- Scale: 4 point Agreement
- Target: TBE
- Measure: *Mn/DOT acts in a financially responsible manner*



## Planning Strategy:

1. Does the expectation align with Mn/DOT's Strategic Directions? YES (Continue)
2. Understand what (specifically) citizens want to know about Mn/DOT on an ongoing basis.

- Define the elements that are useful and meaningful to achieve transparency. Use OLC to define what transparency means to the public.
3. Create communications plan to inform public of these activities, update as needed.
  4. Measure progress – public trust with resources. Omnibus study, annually.
  5. Report/Update Mn/DOT leaders on progress toward outcome [establish targets].



# Pilot Study Decisions

## Methodology:

- q \*5 Focus Groups within the metro area [December 3-10, 2009]
- q East St. Paul – utilizing census data to identify differing demographic communities in E. St. Paul
  - § Selected communities: Woodbury and East St. Paul (proper)
- q Segmented by community and *within* Life Stage:
  - § Younger (20–34 yrs)
  - § Middle (35–59 yrs)
  - § Older (60+ yrs)
- q To ensure good representation within each focus group the following criteria was managed against:
  - q Live within community, 3 yrs
  - q Live MN, 5 yrs
  - q Ages 20–75 [designated life stage]
  - q Drive or travel 20 mil or more in a typical week
  - q Mix of income, ethnic diversity, gender, occupation, mode of travel and education
  - q Security Screen [no Mn/DOT, Media, Government, Market Research]

\* originally 6 were planned; however, a snowstorm forced the cancelation of one (60+ yrs.) focus group





# q Elements QOL...What exactly is QOL to Minnesotans?

The following factors were created *on their own without prompting* -- to describe their QOL categories:

Education  
 Employment/finances  
 arts, sports]  
 Environment  
 Family  
 Friends/neighbors  
 Health  
 every group)  
 Individual Psyche  
 bike paths,  
 (freedom/peace/serenity)  
 bus system.

Local amenities  
 Recreation [entertainment, the  
 Safety  
 Spirituality  
 Stress  
Transportation (mentioned without prompting,

-Reasonable access to parks,  
 walking trails, LRT, and the

key trips:  
 work, entertainment, restaurants,  
 and family.



-Connections: Roadways/freeways for  
 medical, shopping,  
 airports



# QOL Major Elements and Voting Results

Relative Importance of Factors that Affect Quality of Life

Contributors (in descending order) Inhibitors/Detractors

*A contributor to QOL*

*An inhibitor /detractor to QOL*

Family Life

Economy's Impact of Your Life

Health

**Transportation**

Friends

Health

Social Life / Leisure Time /  
Recreation / Entertainment

Safety

Neighbors

Present Job / Employment

Present Job / Employment Opportunities

Education

Environment

Spiritual

Education

Housing / Accommodations

Spiritual

Income

Income

Safety

Present Standard of Living

**Transportation**

Social Life / Leisure Time /Recreation /

Entertainment

Present Standard of Living

Friends

Environment

Housing Accommodations

Neighbors

Family Life

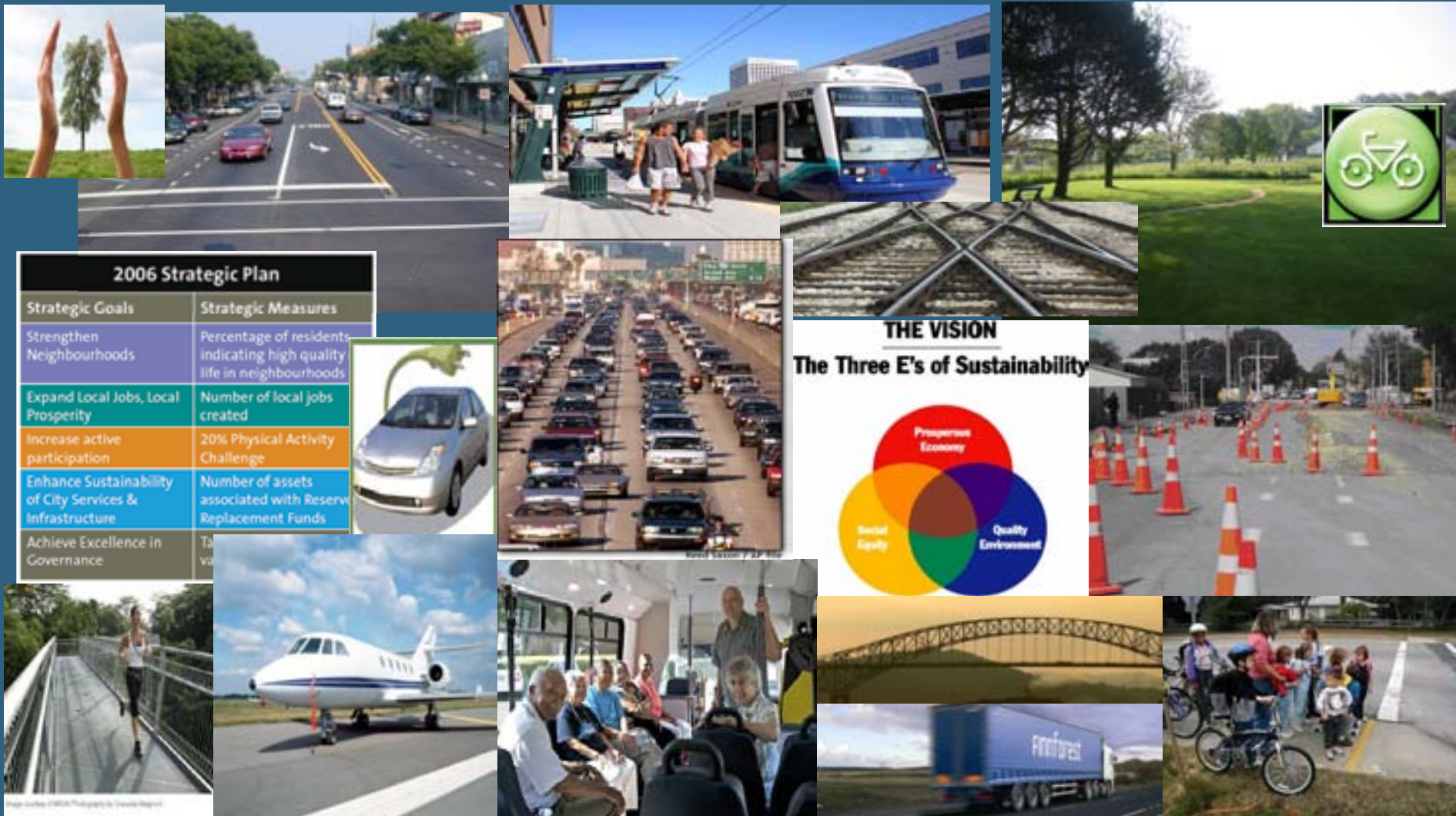
Economy's Impact of Your Life







# Where Do QOL and Transportation Intersect?



2006 Strategic Plan	
Strategic Goals	Strategic Measures
Strengthen Neighbourhoods	Percentage of residents indicating high quality life in neighbourhoods
Expand Local Jobs, Local Prosperity	Number of local jobs created
Increase active participation	20% Physical Activity Challenge
Enhance Sustainability of City Services & Infrastructure	Number of assets associated with Reserve Replacement Funds
Achieve Excellence in Governance	Ta va





# q Transportation System QOL Contributors & Detractors (as known, to date)

Participants were asked to write down factors related to the transportation system that contributes to (or detracts from) their own QOL. Contributors / Detractors

## A Contributor to QOL

## An Inhibitor / Detractor to QOL

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Access to major highways   | <input checked="" type="checkbox"/> Congestion/crowded roads               |
| <input checked="" type="checkbox"/> High quality roads/Road conditions<br>roads (upkeep)                   | <input checked="" type="checkbox"/> Quality of the                         |
| <input checked="" type="checkbox"/> Safe roads   | <input checked="" type="checkbox"/> Potholes                               |
| <input checked="" type="checkbox"/> Traffic control/Law enforcement<br>routes cut/schedules limited/spotty | <input checked="" type="checkbox"/> Bus                                    |
| <input checked="" type="checkbox"/> Prompt snow removal  | <input checked="" type="checkbox"/> Public transit to limited destinations |
| <input checked="" type="checkbox"/> Road signs   | <input checked="" type="checkbox"/> Limited public transit <i>options</i>  |
| <input checked="" type="checkbox"/> Bus schedules/bus system   | <input checked="" type="checkbox"/> Stress of rush hours                   |
| <input checked="" type="checkbox"/> Light rail system  | <input checked="" type="checkbox"/> Unsafe roads                           |
| <input checked="" type="checkbox"/> Evolving public transit system   | <input checked="" type="checkbox"/> Crazy drivers                          |
| <input checked="" type="checkbox"/> Bike/walking trails  | <input checked="" type="checkbox"/> Travel time to some destinations       |
| <input checked="" type="checkbox"/> Parking  | <input checked="" type="checkbox"/> Construction                           |
| <input checked="" type="checkbox"/> Construction   | <input checked="" type="checkbox"/> High cost                              |
| <input checked="" type="checkbox"/> No toll booths   | <input checked="" type="checkbox"/> Traffic lights/arrows                  |
| <input checked="" type="checkbox"/> Good mobility – in general   | <input checked="" type="checkbox"/> Politicians                            |

