



Central Avenue Blue/Silver Line

Sector Plan and SMA

Visioning Activity: Word Cloud

September 13 through November 22, 2023, the Maryland-National Capital Park and Planning Commission (M-NCPPC), Prince George’s County Planning Department, Central Avenue-Blue/Silver Line Sector Plan and Sectional Map Amendment (SMA) project team hosted an online opportunity for the community to build Word Clouds that represent their vision for each of the three inner-beltway Metro Stations and their surrounding area. The exercise, accessed on Slido.com, was linked on the project webpage, shared through constant contact emails and social media, included in information shared with stakeholders, and distributed at community events in QR code form as activity business cards.

Using Slido, the team created a survey that consisted of three poll questions:

1. In 1-3 words, describe your vision for the **Capitol Heights Metro area** // En 1 a 3 palabras, describa su visión para el área de Capitol Heights Metro.
2. In 1-3 words, describe your vision for the **Addison Road-Seat Pleasant Metro area**. // En 1 a 3 palabras, describa su visión para el área de Addison Road-Seat Pleasant Metro.
3. In 1-3 words, describe your vision for the **Morgan Boulevard Metro area**. // En 1 a 3 palabras, describa su visión para el área de Morgan Boulevard Metro.

Word Clouds are pictures designed to quickly communicate a collection of words. A reader can see what was said and how frequently - the larger the word, the more often it was provided as a response.

There were 127 visits to the online tool and 53 respondents to the poll. Some respondents only answered 1 or 2 of the poll questions but some answered all 3 poll questions resulting in 129 total poll responses.

For poll question 1 we received 47 responses; for poll question 2 we received 46 responses; and for poll question 3 we received 36 responses.

Following are the Word Clouds generated based on the raw responses input into the tool. In the raw Word Clouds words that have similar meaning/intent but spelled differently were not combined (e.g. safe and safety). To create a more meaningful Word Cloud, the responses were reviewed and minor edits made to combine words with similar meaning/intent. Both the raw Word Cloud and scrubbed Word Cloud for each poll question follow.

Capitol Heights: In 1-3 words, describe your vision for the Capitol Heights Metro area // En 1 a 3 palabras, describa su visión para el área de Capitol Heights Metro. [47 responses]

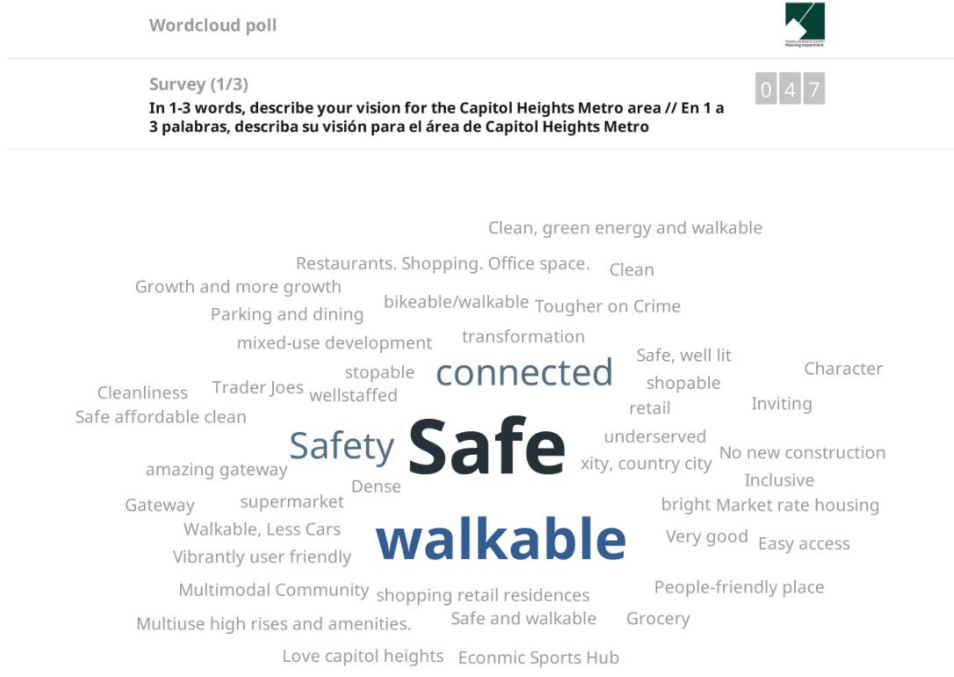


Figure 1 Raw Word Cloud for Poll Question 1 from Slido

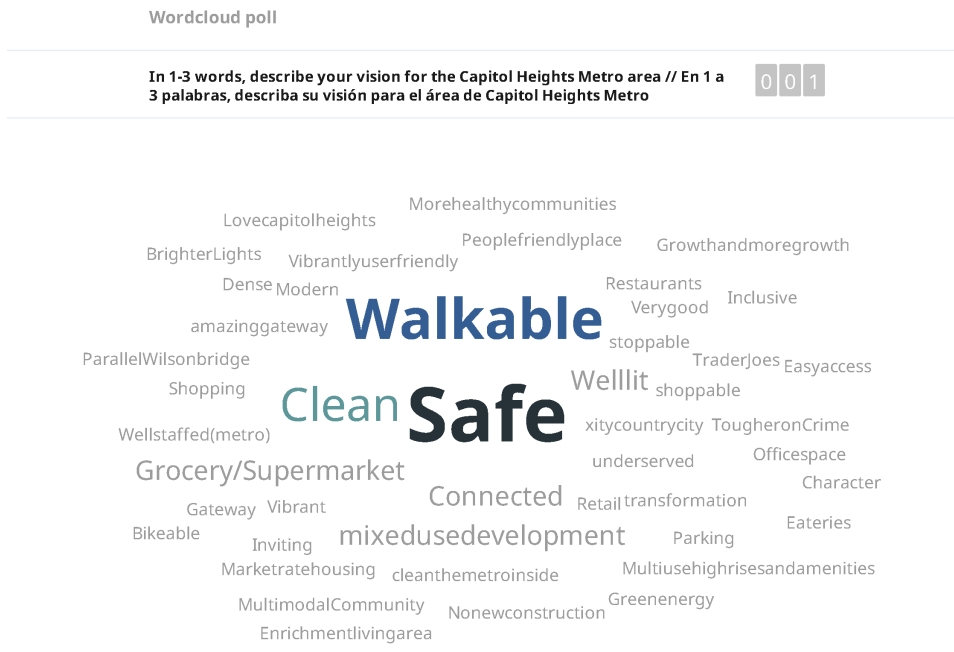


Figure 2 Scrubbed Word Cloud for Poll Question 1

Addison Road-Seat Pleasant: In 1-3 words, describe your vision for the Addison Road-Seat Pleasant Metro Area. // En 1 a 3 palabras, describa su visión para el área de Addison Road-Seat Pleasant Metro. [46 responses]

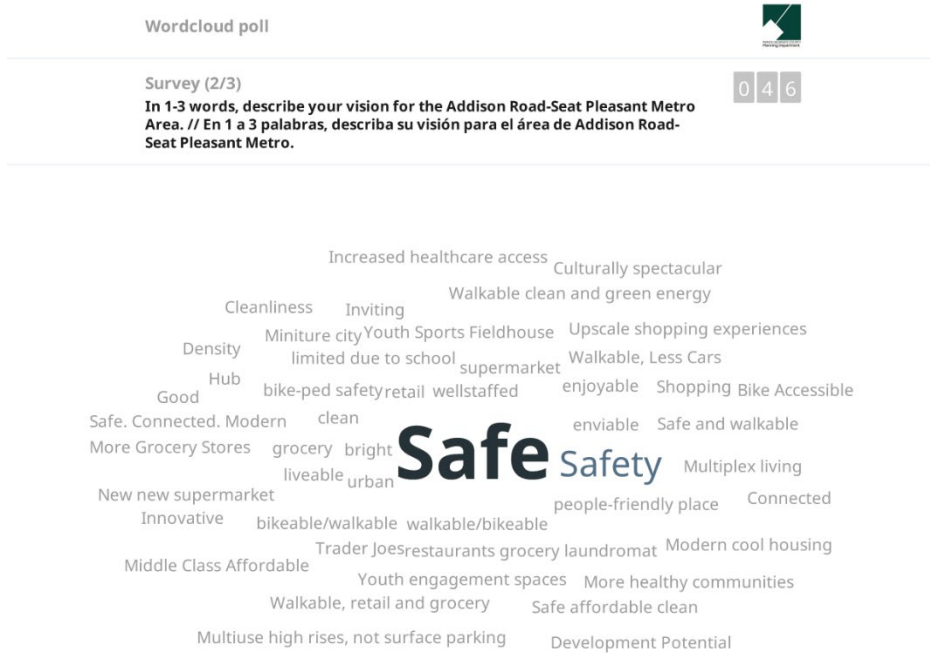


Figure 3 Raw Word Cloud for Poll Question 2 from Slido

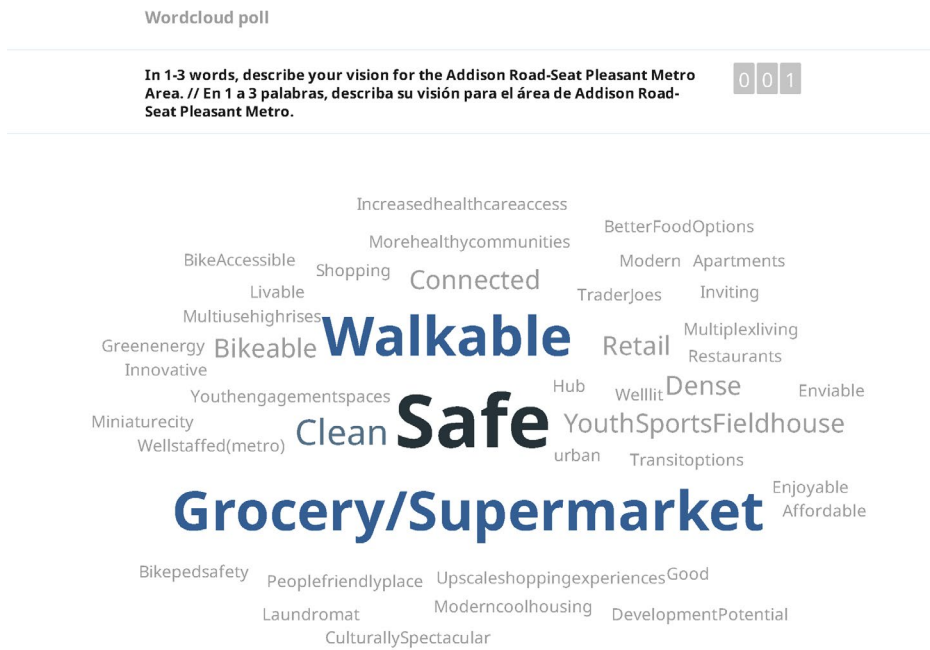


Figure 4 Scrubbed Word Cloud for Poll Question 2

Morgan Boulevard: In 1-3 words, describe your vision for the Morgan Boulevard Metro area. // En 1 a 3 palabras, describa su visión para el área de Morgan Boulevard Metro. [36 responses]

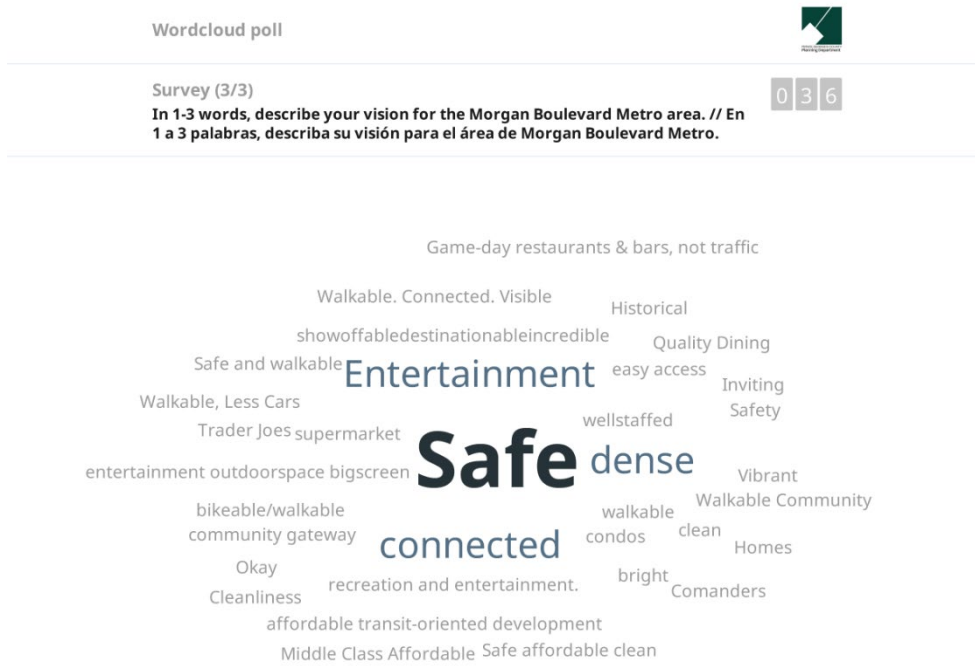


Figure 5 Raw Word Cloud for Poll Question 3 from Slido



Figure 6 Scrubbed Word Cloud for Poll Question 3