

# AIMS Research Goals

## To create a practical tool for:

- analyzing public perceptions of existing and proposed highway views
- decision-making about highway design and management decisions
- monitoring traveler's and neighbor's visual experiences and preferences

# AIMS Research Concept

## Two-Phase Process:

Phase I - focus group traveler's responses to many views (in vans)

Phase II - large population sample of traveler's responses to specific views (online visual survey)



# AIMS Research Phase I Rankings

## Attractiveness:

1. Good fit of highway with context
2. Good design within the right-of-way
3. Good maintenance
4. Presence of nature
5. Attractive context

## Unattractiveness:

1. Poor maintenance
2. Poor design
3. Poor fit with context

# AIMS I Lessons Learned

## FHWA Environmental Excellence Award for Research

- To achieve attractiveness and to avoid unattractiveness, invest in maintenance.
- Views of landscape context create the most attractive views.
- Highway location and design should intentionally open or screen views.
- All urban highways should include a comprehensive planting design strategy.
- All structures in the right-of-way should meet a minimum level of aesthetic quality.