Memphis MPO Public Outreach
Beyond Newspaper Advertisements

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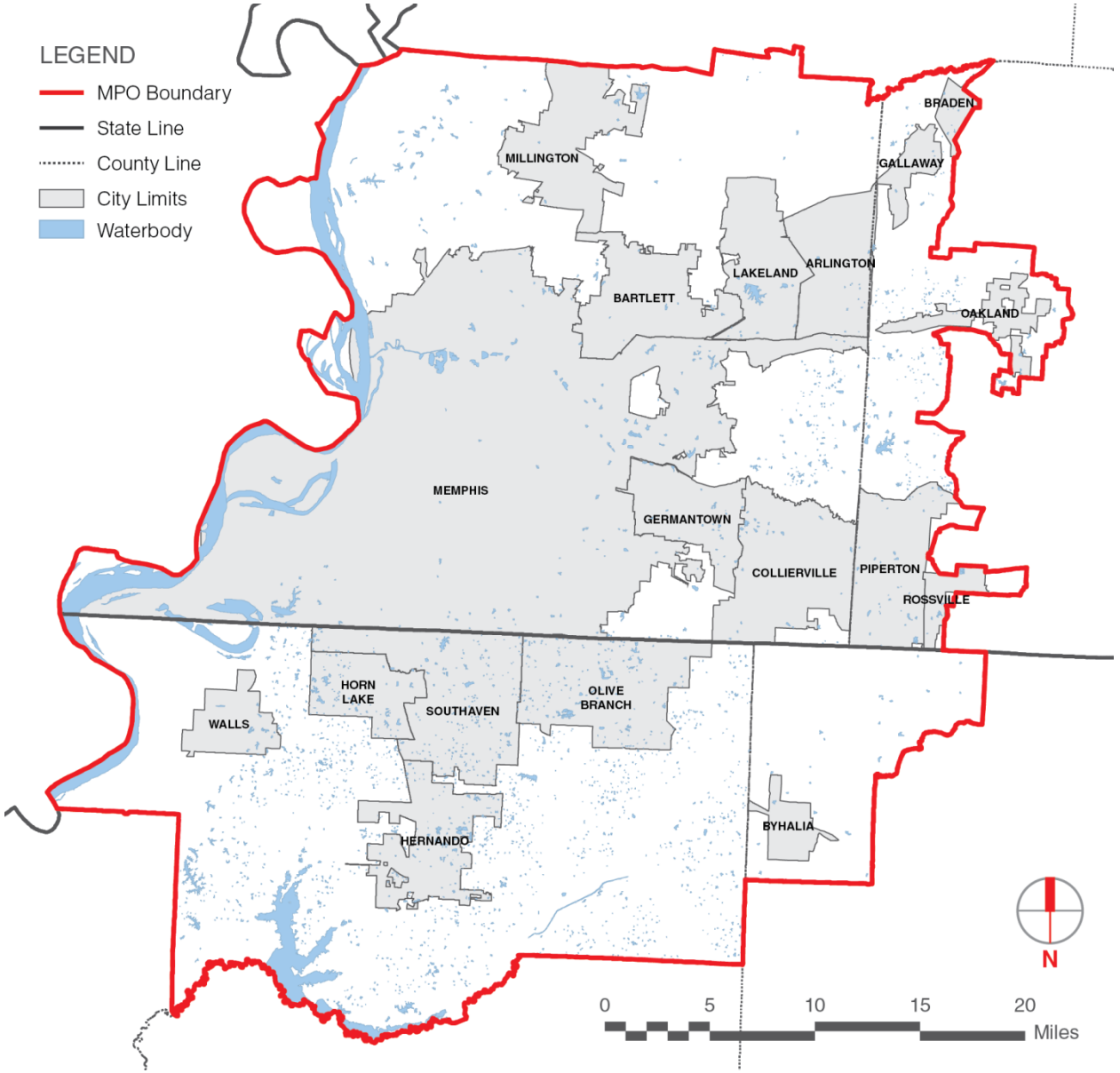
Memphis MPO
Date: October 18, 2017

Introduction



Who We Are

- **18 Municipalities**
- **4 Counties**
  - DeSoto
  - Fayette
  - Marshall
  - Shelby
- **2 States**
  - Mississippi
  - Tennessee
- **Population: 1.1 Million**
  - Black: 47.6%
  - White: 45.7%
  - Asian: 2.3%
  - Hispanic/Latino: 5.7%

2014 Public Participation Plan (PPP)

Process

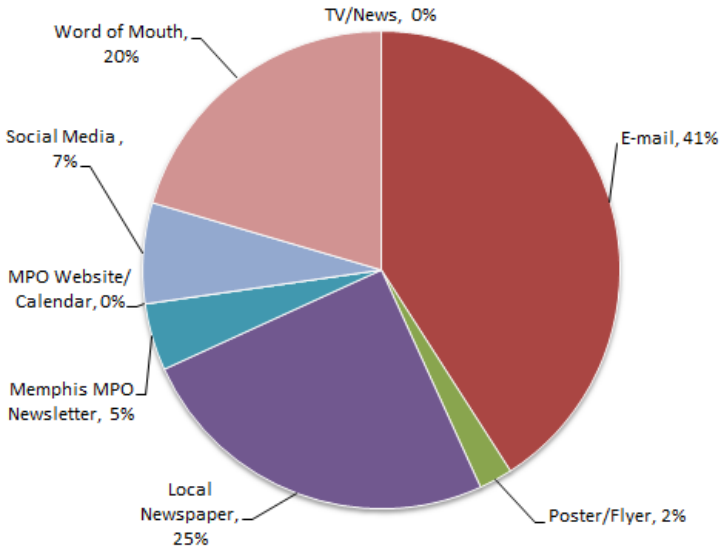
- Presentations at Bicycle and Pedestrian Plan Meetings
- Survey Activity
- Dedicated Comment Cards
- Email Notices
- Hard Copies of 2011 PPP

Recommendations

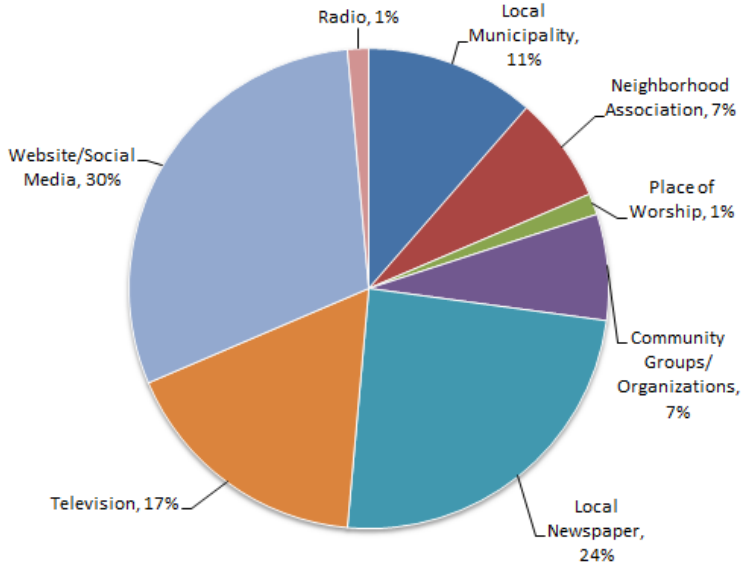
- Outreach Tracking
- Annual Outreach Report

PPP Survey Questions

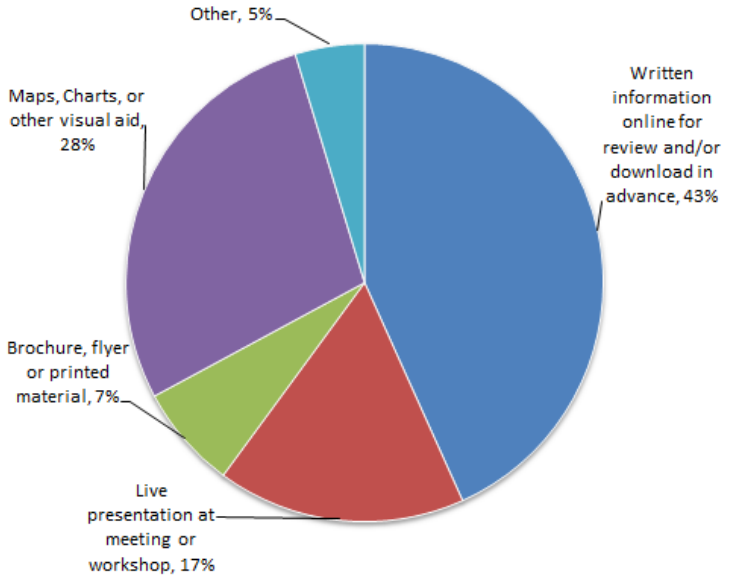
How did you hear about the Bike/Ped Meeting this evening?



In general, how do you tend to hear about news and events in your community?



How would you prefer to have detailed or complicated information presented to you?



Plans & Studies

Livability 2040 Regional Transportation Plan (RTP)

Livability YouTube Series

- 1,000+ Views

Memphis Area Transit Authority (MATA) Advertisements

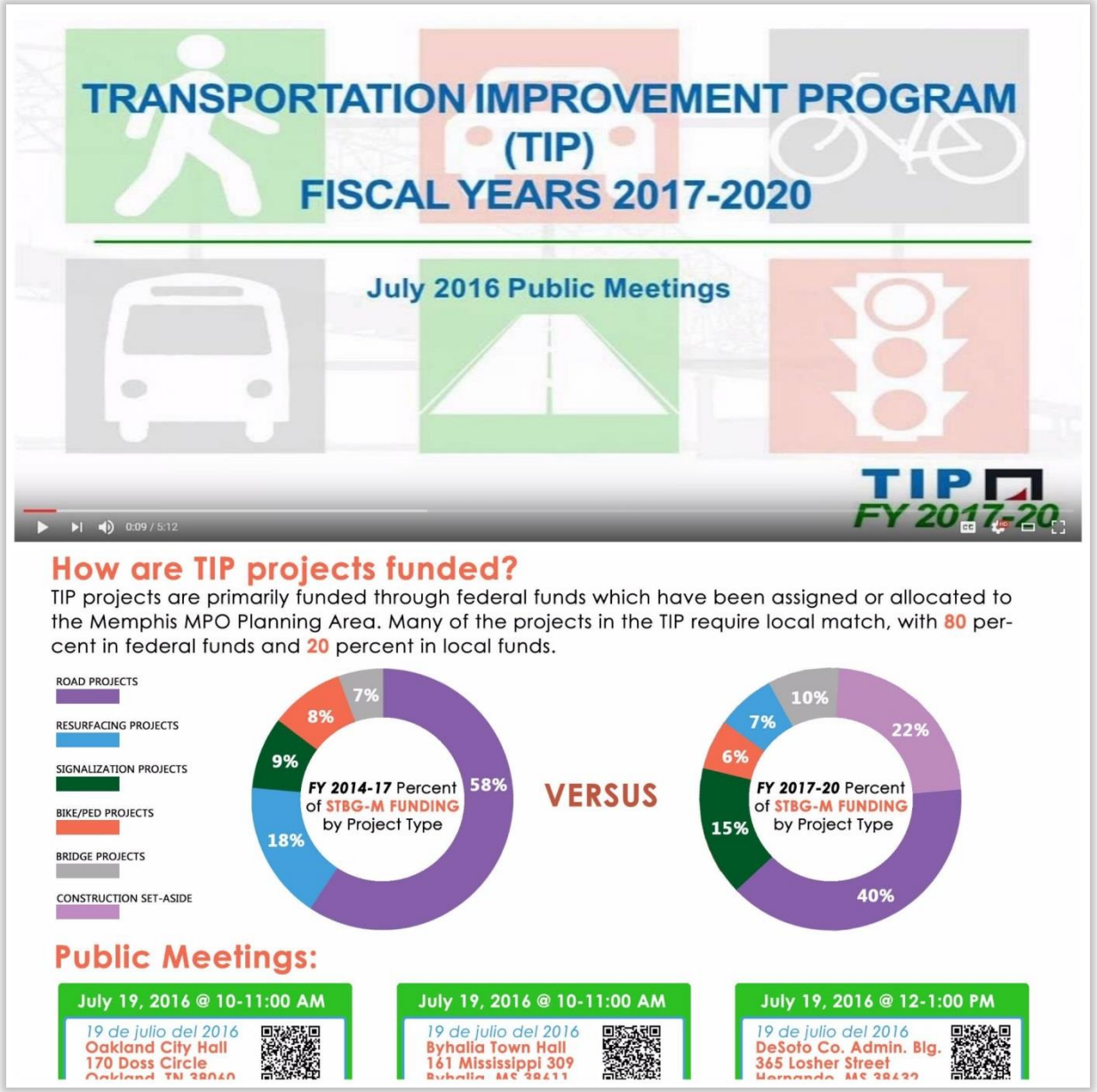
- 8,501 Daily Impressions

Postcard Mailings

- 5,300 Mailings

Turning Point & Community Remarks

- 200+ Comments



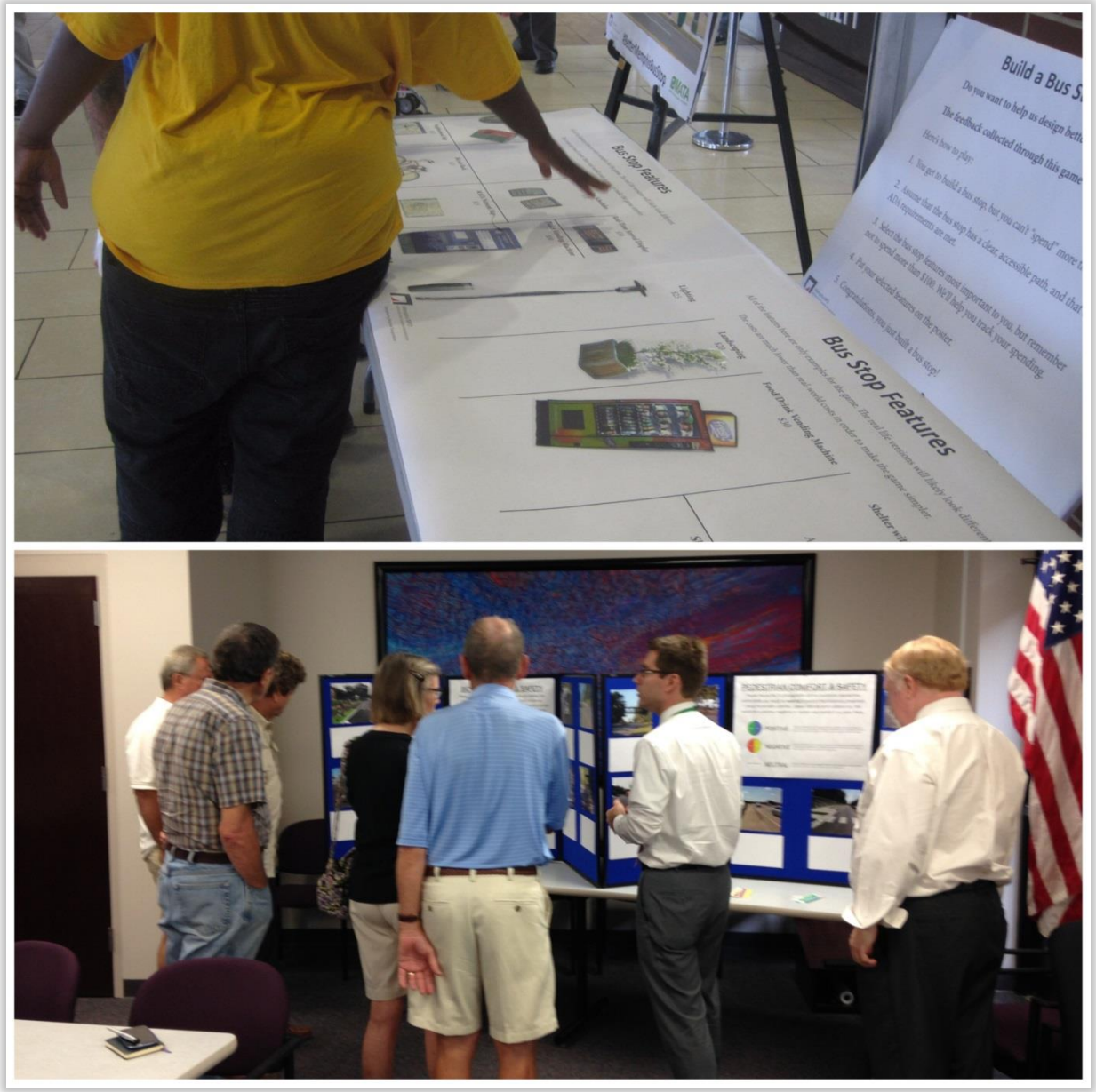
FY 2017-20 Transportation Improvement Program (TIP)

TIP Video Resource

- Available for public viewing
- 100+ Views

"What is a TIP" Handouts

- Easy-to-understand
- Emphasis on visuals



Bus Stop Design & Accessibility Guidelines

"Build a Bus Stop" Game:

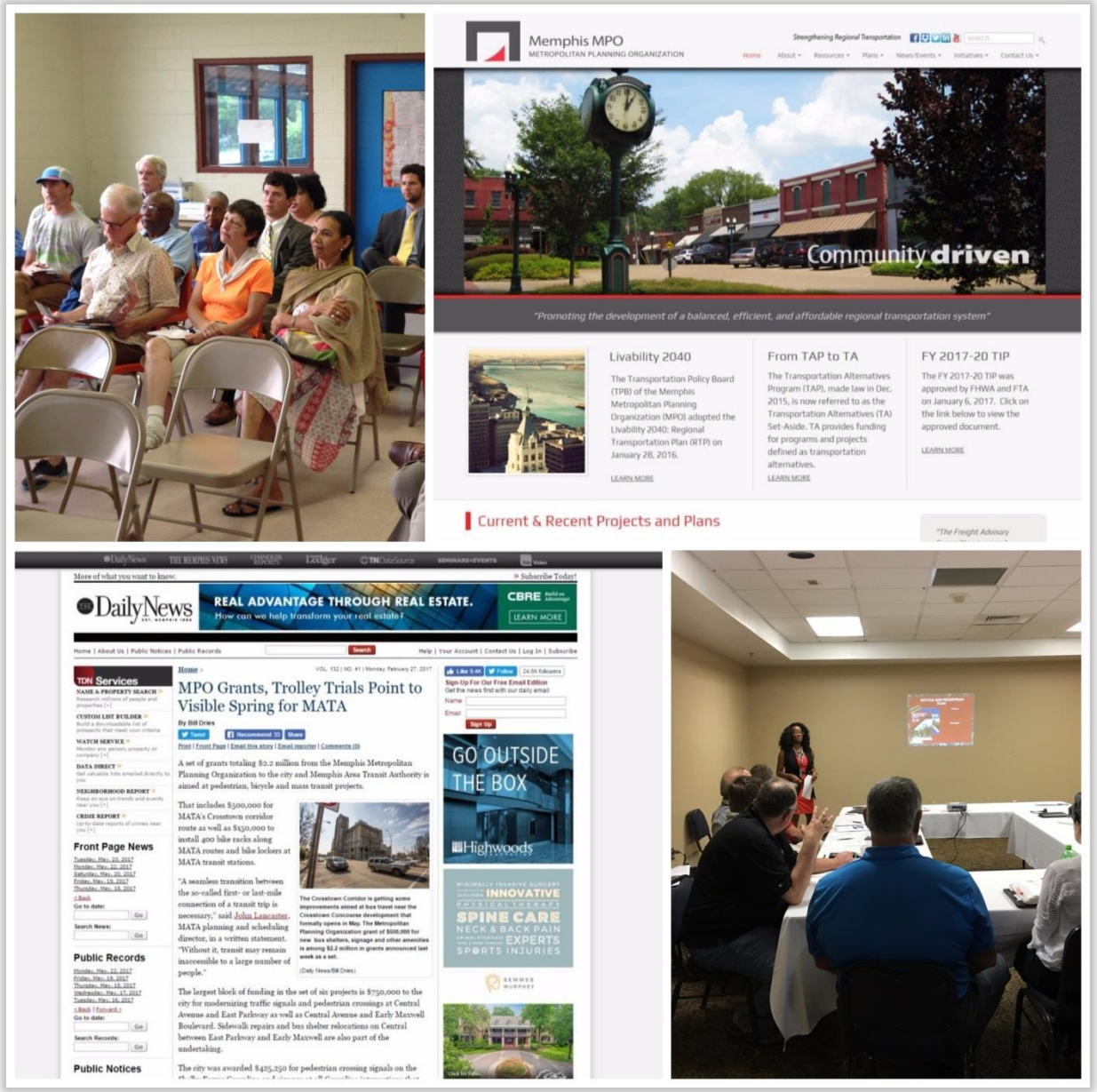
- William Hudson Transit Center (Downtown)
- $100 Amenity Budget
- Gauge Existing Transit Riders' Priorities
- Financial Tradeoffs/Funding Limits

2014 Regional Bicycle & Pedestrian Plan

"Place Your Penny" Exercise:

- 15 Public Meetings
- 10 Pennies ($1,000,000 Each)
- 11 Transportation Funding Opportunities
- Jurisdiction's Project Priorities

Tracking



Monthly Tracking

MPO Public Meetings

- Freight, Planning & Land Use, and Active Transportation Committees

MPO Web Presence

- Website + Interactive Webmap
- Social Media + Constant Contact

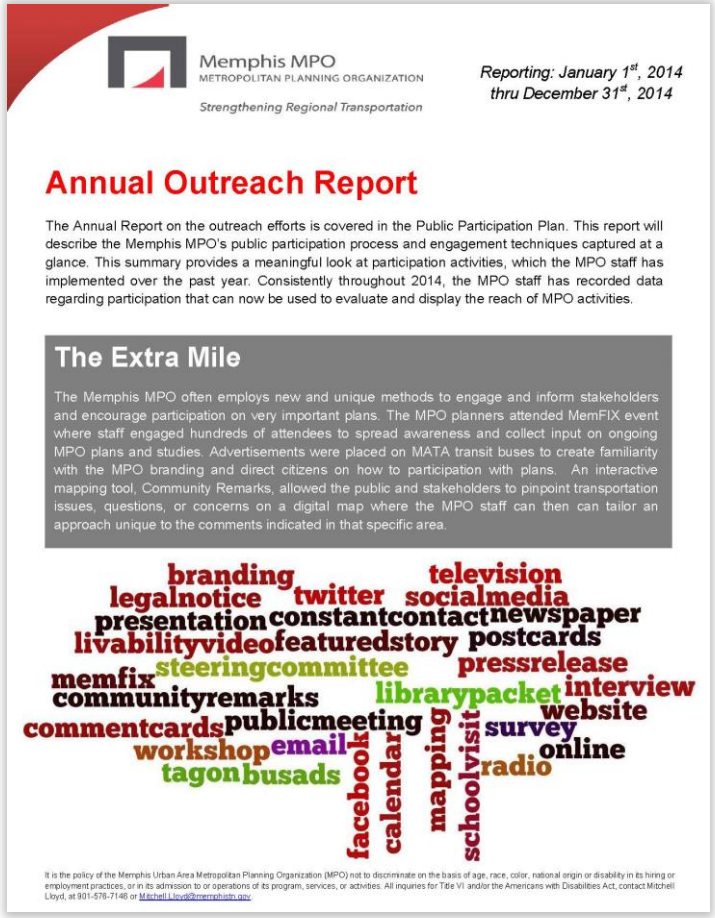
Media Mentions

- Newspaper/Radio/Television/Websites
- Press Releases

Staff Participation

- Conferences
- Speaker/Panelist
- Working Groups

Annual Outreach Report



Memphis MPO
METROPOLITAN PLANNING ORGANIZATION
Strengthening Regional Transportation

Reporting: January 1st, 2014 thru December 31st, 2014

Annual Outreach Report

The Annual Report on the outreach efforts is covered in the Public Participation Plan. This report will describe the Memphis MPO's public participation process and engagement techniques captured at a glance. This summary provides a meaningful look at participation activities, which the MPO staff has implemented over the past year. Consistently throughout 2014, the MPO staff has recorded data regarding participation that can now be used to evaluate and display the reach of MPO activities.

The Extra Mile

The Memphis MPO often employs new and unique methods to engage and inform stakeholders and encourage participation on very important plans. The MPO planners attended MemFIX event where staff engaged hundreds of attendees to spread awareness and collect input on ongoing MPO plans and studies. Advertisements were placed on MATA transit buses to create familiarity with the MPO branding and direct citizens on how to participation with plans. An interactive mapping tool, Community Remarks, allowed the public and stakeholders to pinpoint transportation issues, questions, or concerns on a digital map where the MPO staff can then can tailor an approach unique to the comments indicated in that specific area.

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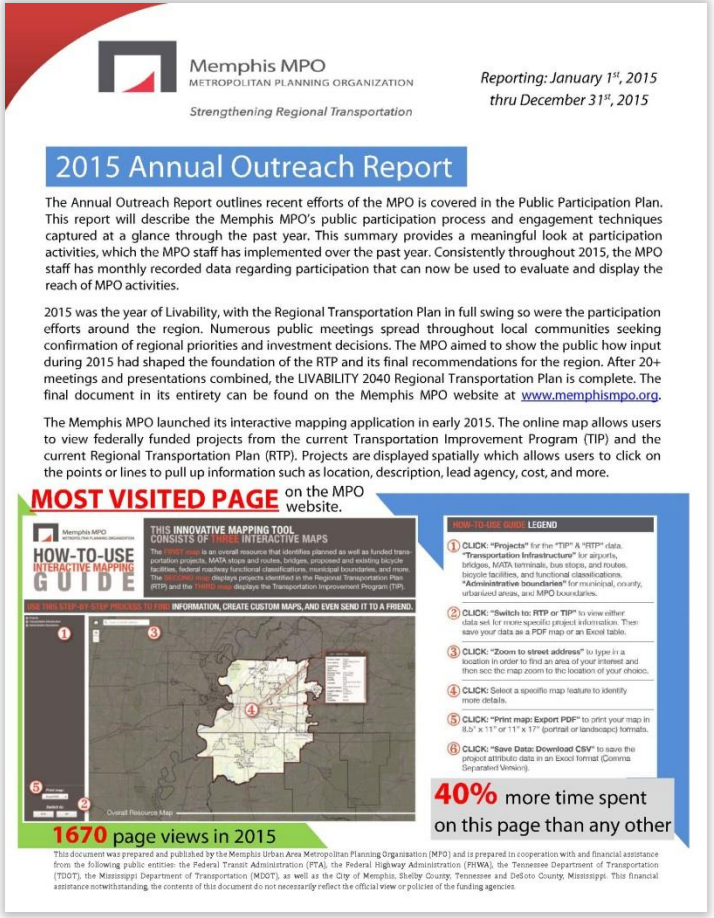


Memphis MPO
METROPOLITAN PLANNING ORGANIZATION
Strengthening Regional Transportation

Reporting: January 1st, 2015 thru December 31st, 2015

2015 Annual Outreach Report

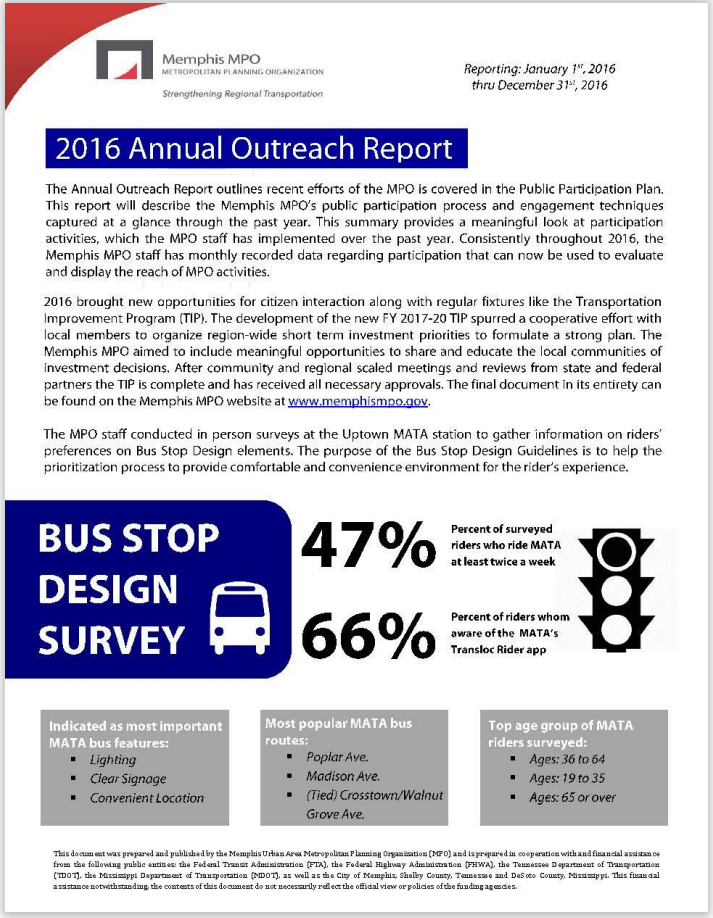
The Annual Outreach Report outlines recent efforts of the MPO is covered in the Public Participation Plan. This report will describe the Memphis MPO's public participation process and engagement techniques captured at a glance through the past year. This summary provides a meaningful look at participation activities, which the MPO staff has implemented over the past year. Consistently throughout 2015, the MPO staff has monthly recorded data regarding participation that can now be used to evaluate and display the reach of MPO activities.

2015 was the year of Livability, with the Regional Transportation Plan in full swing so were the participation efforts around the region. Numerous public meetings spread throughout local communities seeking confirmation of regional priorities and investment decisions. The MPO aimed to show the public how input during 2015 had shaped the foundation of the RTP and its final recommendations for the region. After 20+ meetings and presentations combined, the LIVABILITY 2040 Regional Transportation Plan is complete. The final document in its entirety can be found on the Memphis MPO website at www.memphismpo.org.

The Memphis MPO launched its interactive mapping application in early 2015. The online map allows users to view federally funded projects from the current Transportation Improvement Program (TIP) and the current Regional Transportation Plan (RTP). Projects are displayed spatially which allows users to click on the points or lines to pull up information such as location, description, lead agency, cost, and more.

MOST VISITED PAGE on the MPO website.

This document was prepared and published by the Memphis Urban Area Metropolitan Planning Organization (MPO) and is prepared in cooperation with and financial assistance from the following public entities: the Federal Transit Administration (FTA), the Federal Highway Administration (FHWA), the Tennessee Department of Transportation (TDOT), the Mississippi Department of Transportation (MDOT), as well as the City of Memphis, Shelby County, Tennessee and DeSoto County, Mississippi. This financial assistance notwithstanding, the contents of this document do not necessarily reflect the official view or policies of the funding agencies.



Memphis MPO
METROPOLITAN PLANNING ORGANIZATION
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2016 Annual Outreach Report

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2016 brought new opportunities for citizen interaction along with regular fixtures like the Transportation Improvement Program (TIP). The development of the new FY 2017-20 TIP spurred a cooperative effort with local members to organize region-wide short term investment priorities to formulate a strong plan. The Memphis MPO aimed to include meaningful opportunities to share and educate the local communities of investment decisions. After community and regional scaled meetings and reviews from state and federal partners the TIP is complete and has received all necessary approvals. The final document in its entirety can be found on the Memphis MPO website at www.memphismpo.gov.

The MPO staff conducted in person surveys at the Uptown MATA station to gather information on riders' preferences on Bus Stop Design elements. The purpose of the Bus Stop Design Guidelines is to help the prioritization process to provide comfortable and convenience environment for the rider's experience.

BUS STOP DESIGN SURVEY

47% Percent of surveyed riders who ride MATA at least twice a week

66% Percent of riders whom aware of the MATA's Transloc Rider app

Indicated as most important MATA bus features:
- *Lighting*
- *Clear Signage*
- *Convenient Location*

Most popular MATA bus routes:
- *Poplar Ave.*
- *Madison Ave.*
- *(Tied) Crosstown/Walnut Grove Ave.*

Top age group of MATA riders surveyed:
- *Ages: 36 to 64*
- *Ages: 19 to 35*
- *Ages: 65 or over*

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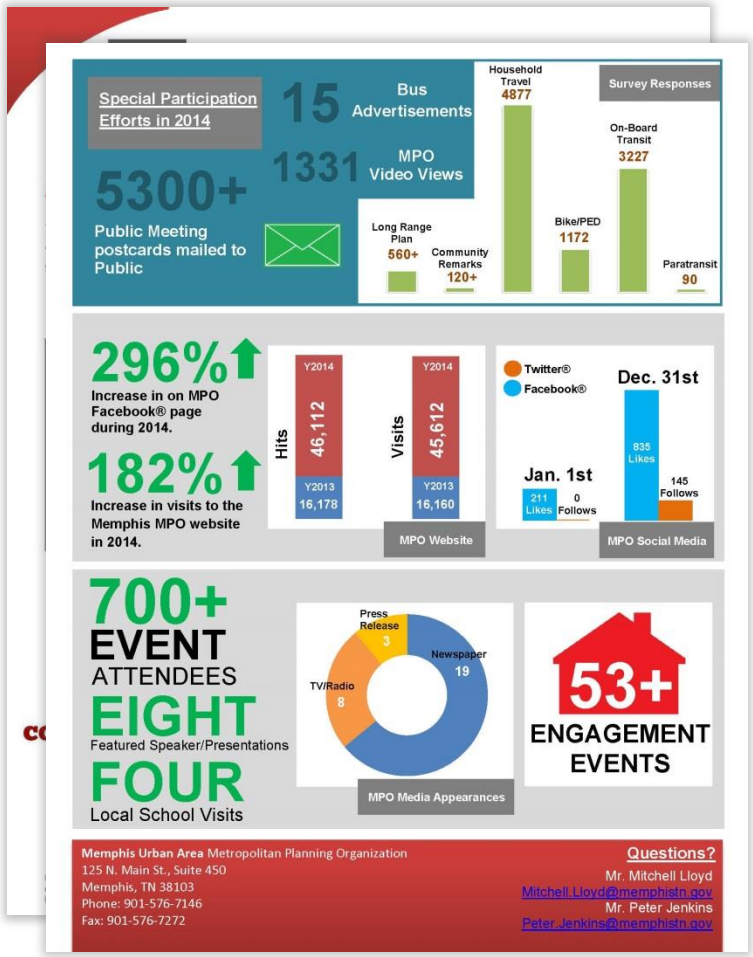
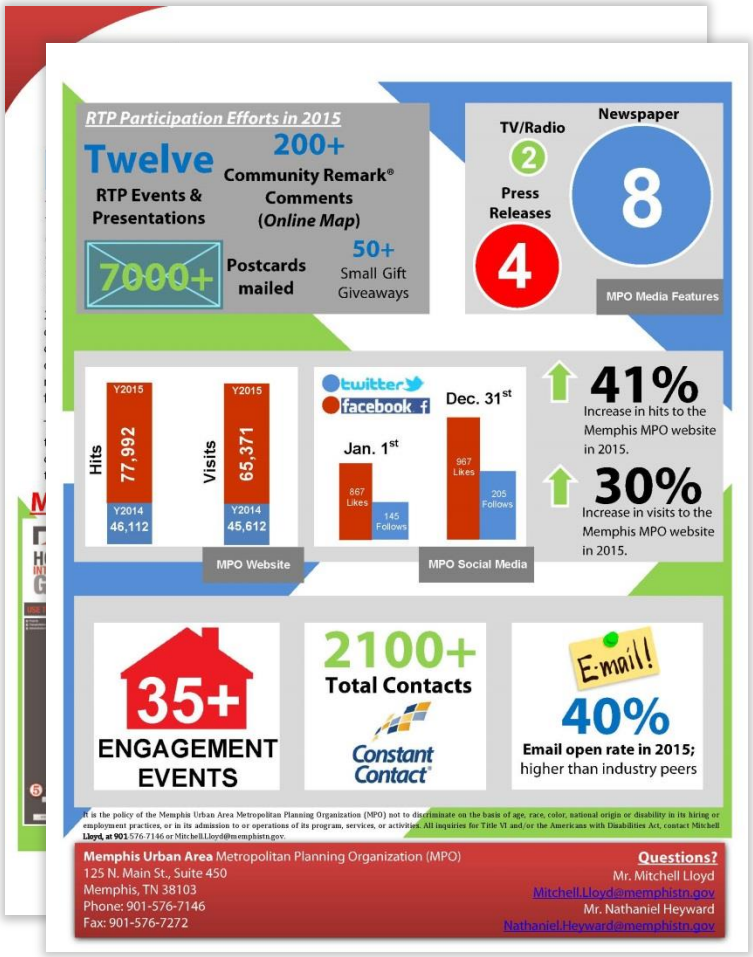
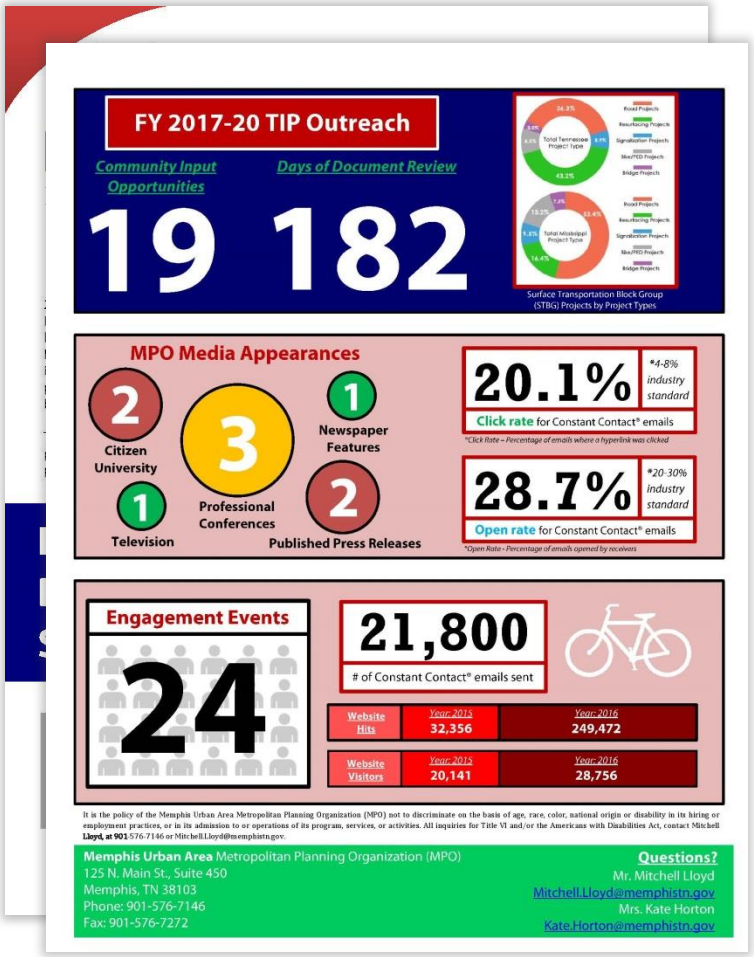






Findings

Reach & Effectiveness

Tailoring General Strategies to Specific Projects

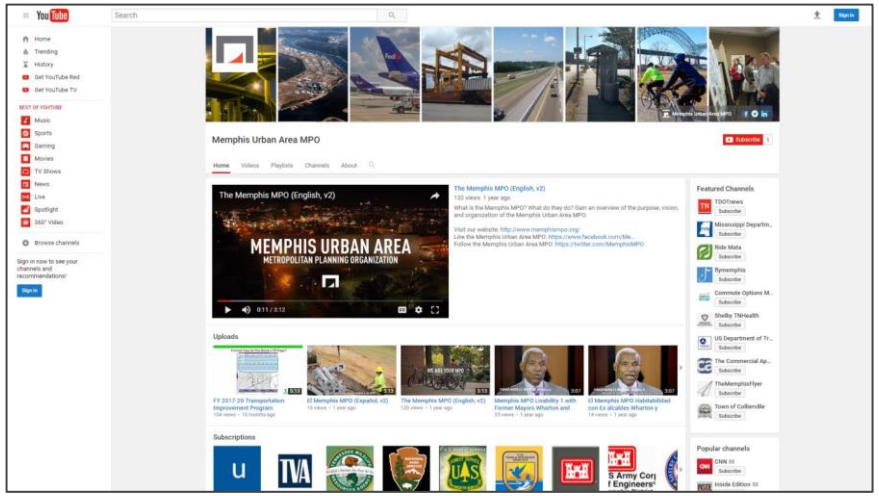
- Freight Plan's "Man on the Street" Surveys
- Memphis Center for Independent Living Stakeholder Meeting

Using Project/Audience Specific Activities

- "Build a Bus Stop" Game
- "Place Your Penny" Exercise

Adjusting Evaluation Metrics

- MPO Staff Participation
- YouTube Channel Views
- Facebook Posts



Resources

- Website - **memphismpo.org**
- Facebook Page - **@MemphisUrbanAreaMPO**
- Twitter Account - **@MemphisMPO**
- YouTube Channel – **Memphis Urban Area MPO**

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