PROMOTION, INFORMATION, & ENGAGEMENT

EXCITEMENT & INVOLVEMENT IN CORE MPO PRODUCTS

AMPO Public Involvement Working Group
December 11, 2017

Memphis MPO
METROPOLITAN PLANNING ORGANIZATION

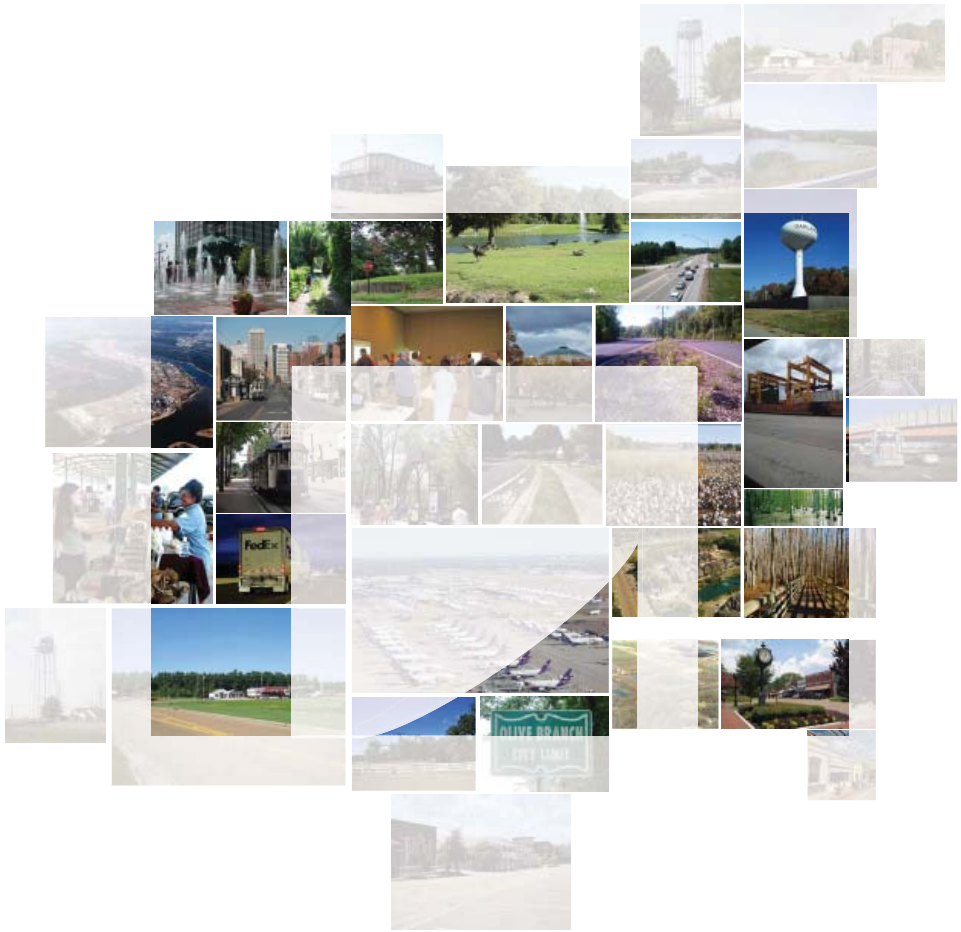
Strengthening Regional Transportation

SPEAKER INTRODUCTIONS

PRAGATI SRIVASTAVA
ADMINISTRATOR

ALVAN-BIDAL SANCHEZ
TRANSPORTATION PLANNER

PRESENTATION OUTLINE



INTRODUCTION
- MEMPHIS MPO REGION
- NEED TO ANSWER “WHAT IS AN MPO?”

ANSWERING “WHAT IS AN MPO?”

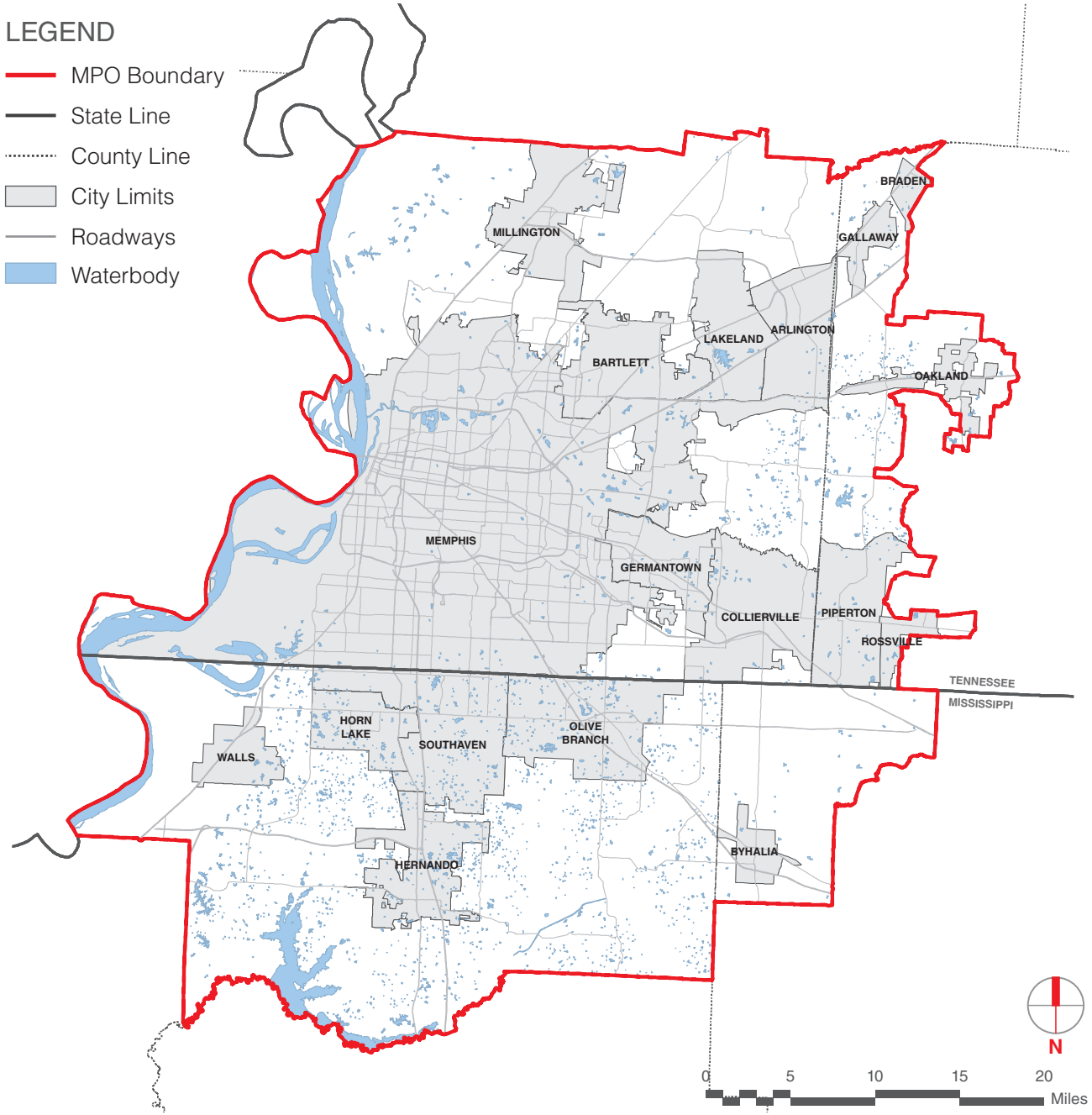
PUBLIC INVOLVEMENT
- GENERAL STRATEGIES
- CORE MPO PRODUCTS
- ADDITIONAL STUDIES/PLANS

DISCUSSION/QUESTIONS

CONTACT INFORMATION

INTRODUCTION

MEMPHIS MPO REGION



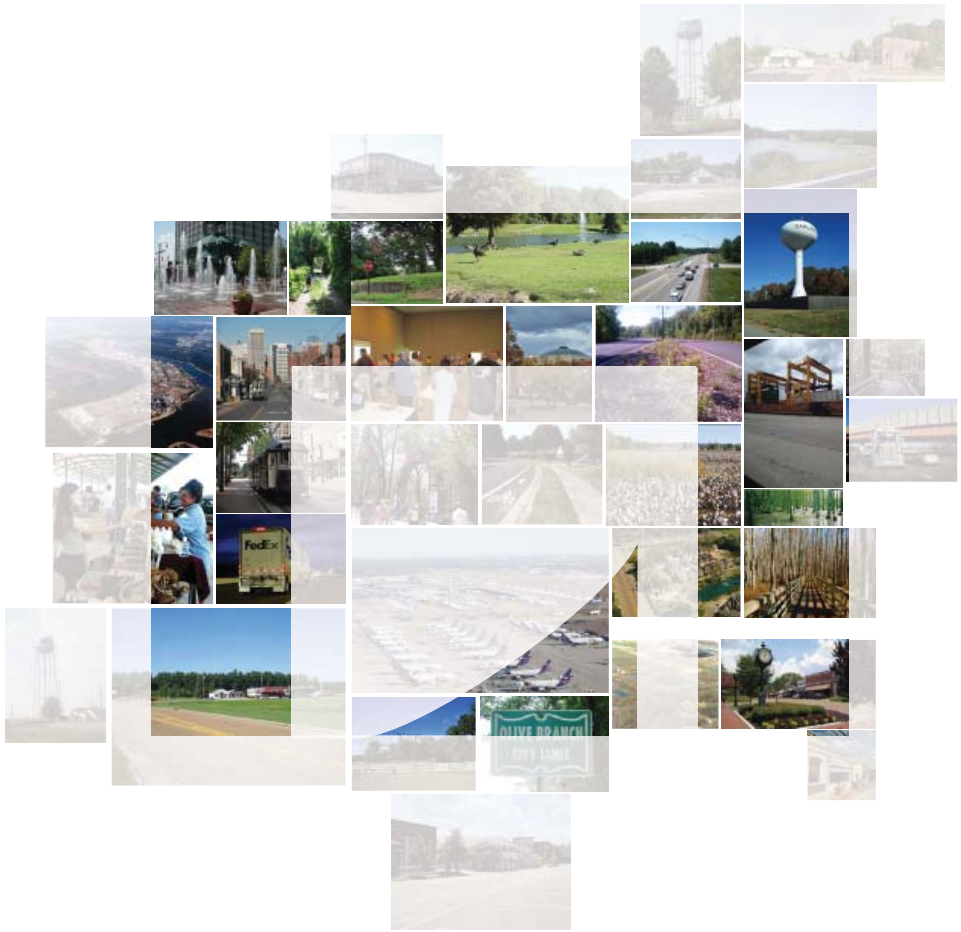
18 MUNICIPALITIES

4 COUNTIES
DESOTO
FAYETTE
MARSHALL
SHELBY

2 STATES
MISSISSIPPI
TENNESSEE

POPULATION: 1.1 MILLION

NEED TO ANSWER “WHAT IS AN MPO?”



CONFUSION ON ROLES/RESPONSIBILITY

- PUBLIC
- ELECTED OFFICIALS

BRANDING INCONSISTENCIES

IMMINENT BOUNDARY EXPANSION (2010)

MEMPHIS MPO ORGANIZATION

Memphis and Shelby County
Division of Planning and Development

Office of Planning and Development

Metropolitan Planning Organization

Office of Construction Code Enforcement

Office of Comprehensive Planning

Shelby County
Office of Resiliency

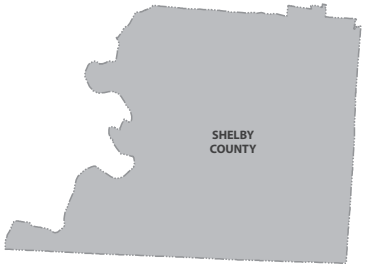
Office of Sustainability

Shelby County
Department of Housing

MEMPHIS MPO ORGANIZATION

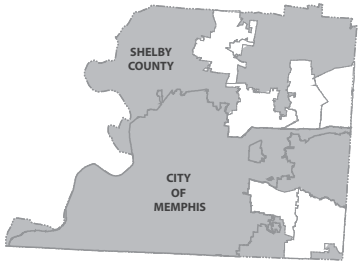
Memphis and Shelby County
Division of Planning and Development

OFFICE OF COMPREHENSIVE PLANNING

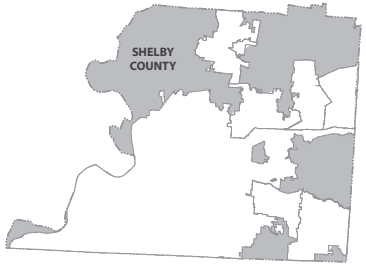


OFFICE OF RESILIENCE

OFFICE OF SUSTAINABILITY

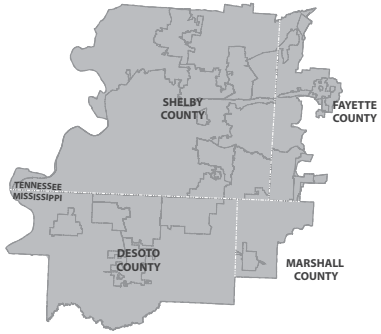


OFFICE OF PLANNING & DEVELOPMENT



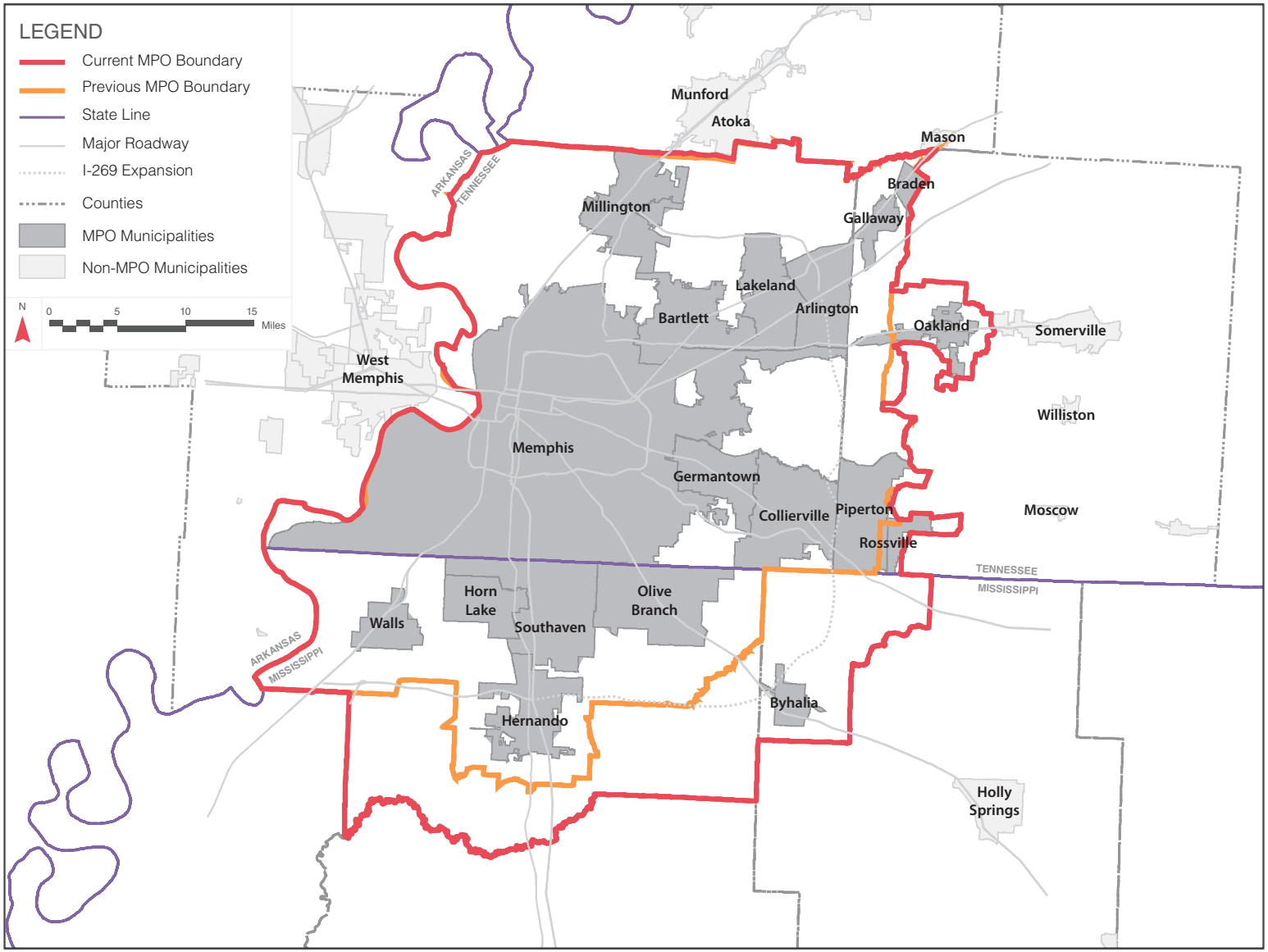
OFFICE OF CONSTRUCTION CODE ENFORCEMENT

DEPARTMENT OF HOUSING

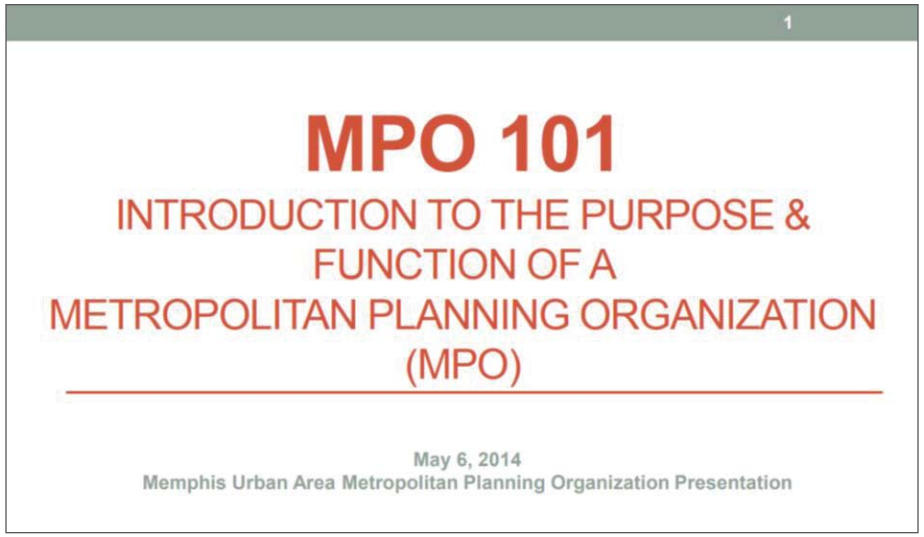


MEMPHIS URBAN AREA MPO

MEMPHIS MPO BOUNDARY EXPANSION



ANSWERING “WHAT IS AN MPO?”



MPO 101 PRESENTATION

“WE ARE YOUR MPO” YOUTUBE VIDEO

PRESENTATIONS

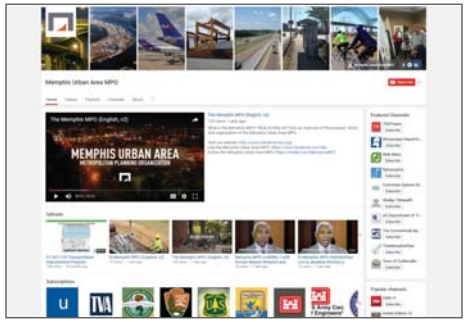
Memphis MPO
METROPOLITAN PLANNING ORGANIZATION

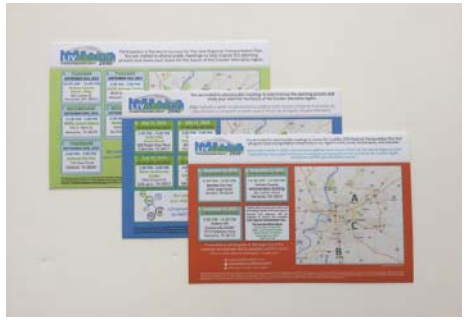
Strengthening Regional Transportation

BRAND IDENTITY

PUBLIC INVOLVEMENT

GENERAL STRATEGIES

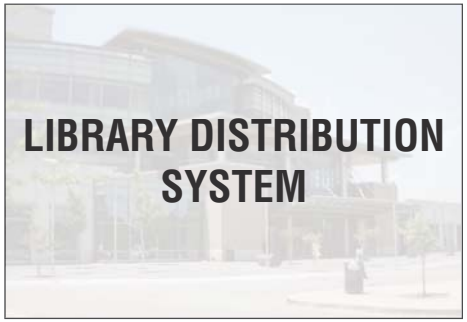




Memphis MPO
METROPOLITAN PLANNING ORGANIZATION

Strengthening Regional Transportation

GENERAL STRATEGIES



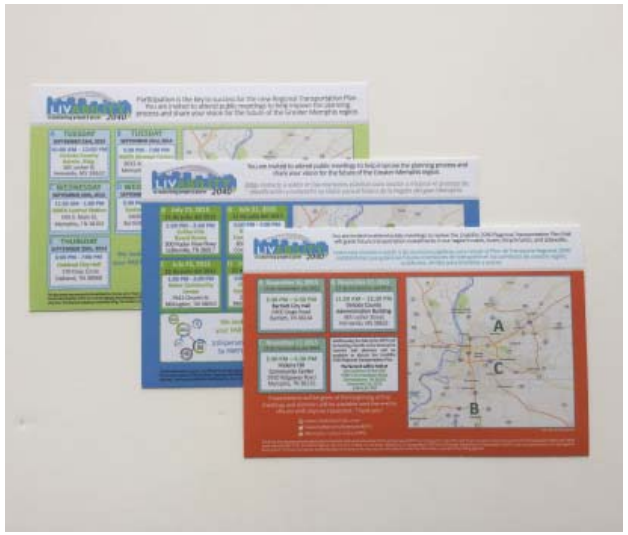
MEDIA PROMOTION

LIVABILITY 2040 REGIONAL TRANSPORTATION PLAN (RTP)

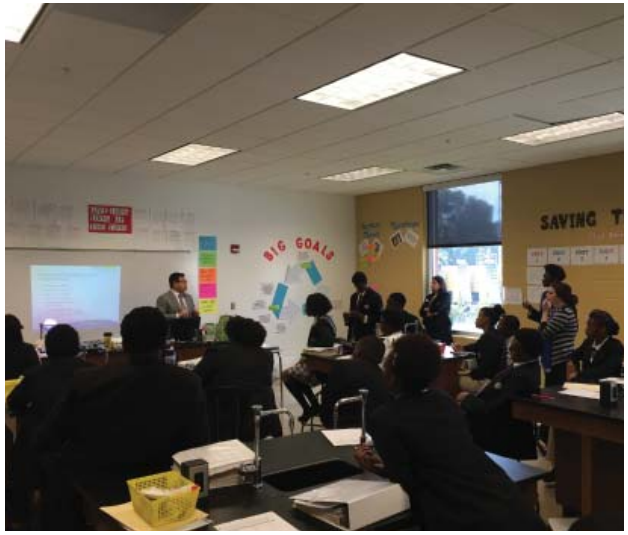
LIVABILITY 2040 REGIONAL TRANSPORTATION PLAN (RTP)

LIVABILITY YOUTUBE VIDEO SERIES

TRANSIT ADVERTISEMENTS

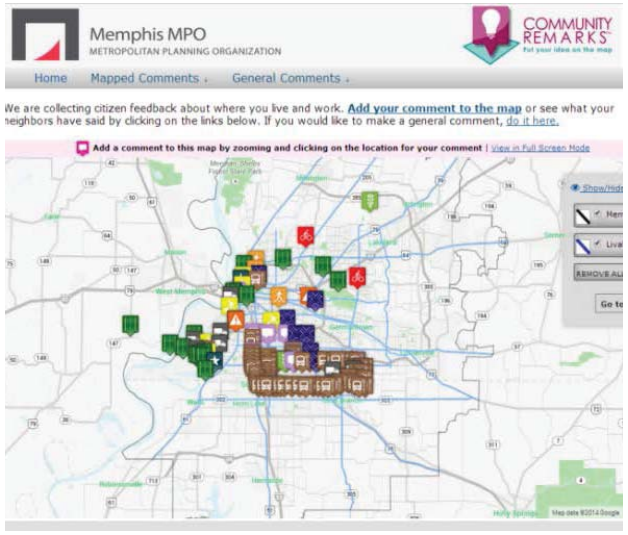


MEETING POSTCARDS



COMMUNITY MEETINGS

TURNING POINT



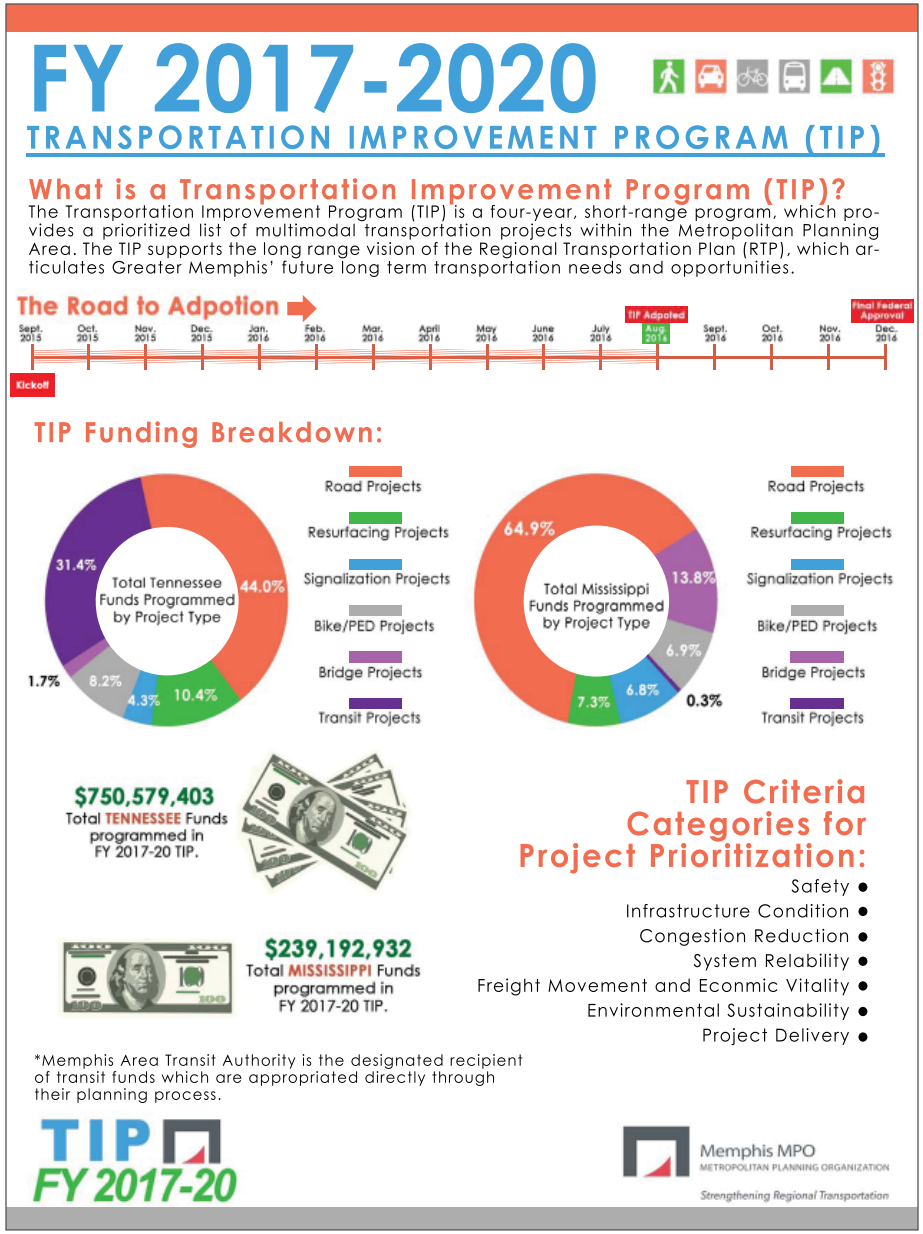
COMMUNITY REMARKS

2017-20 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

2017-20 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

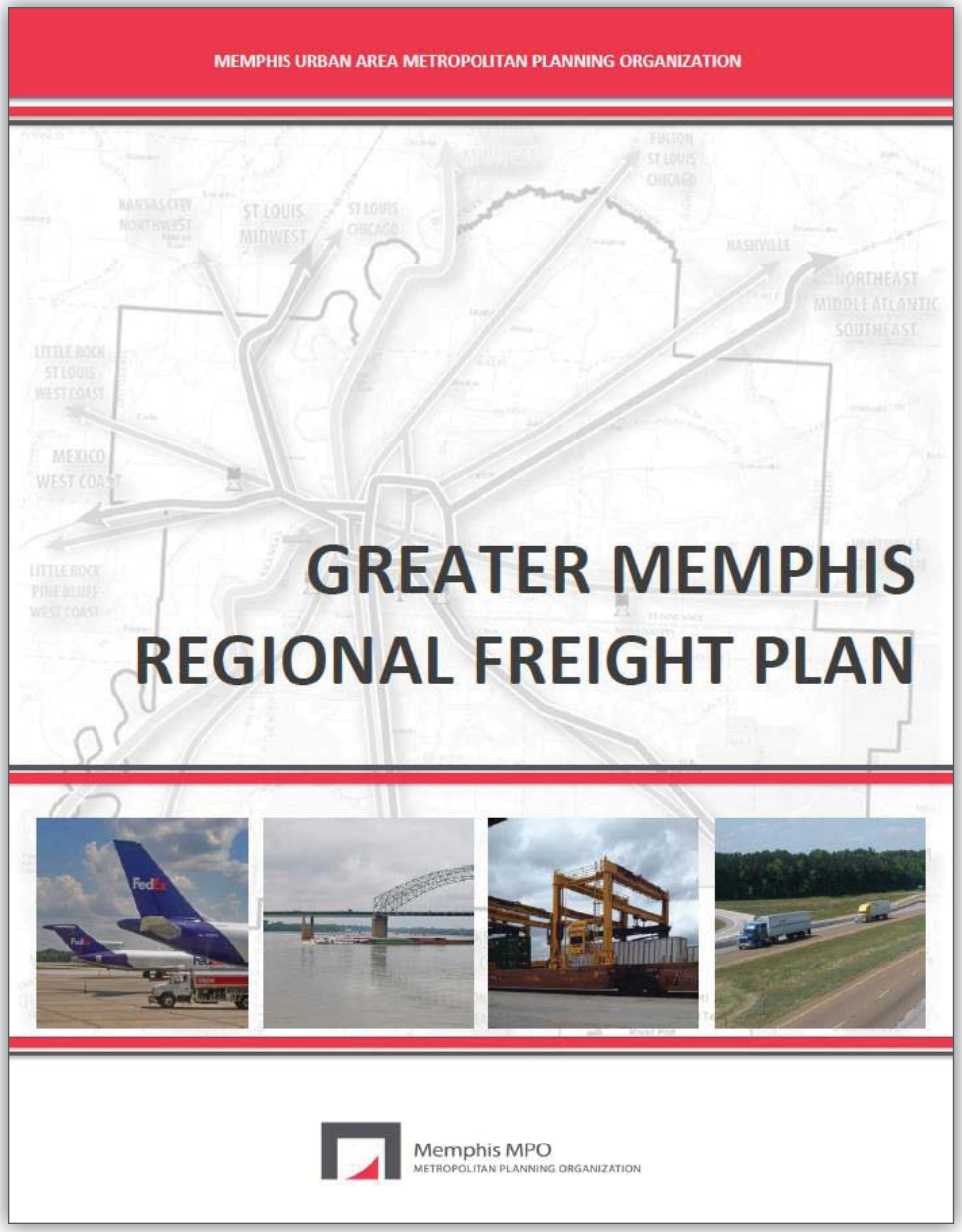
"WHAT IS A TIP?" YOUTUBE VIDEO

PUBLIC MEETINGS (MPO + JURISDICTIONS)



ONE-PAGE SUMMARY HANDOUT

GREATER MEMPHIS REGIONAL FREIGHT PLAN



SELF-INITIATED VIDEO PROMOTION

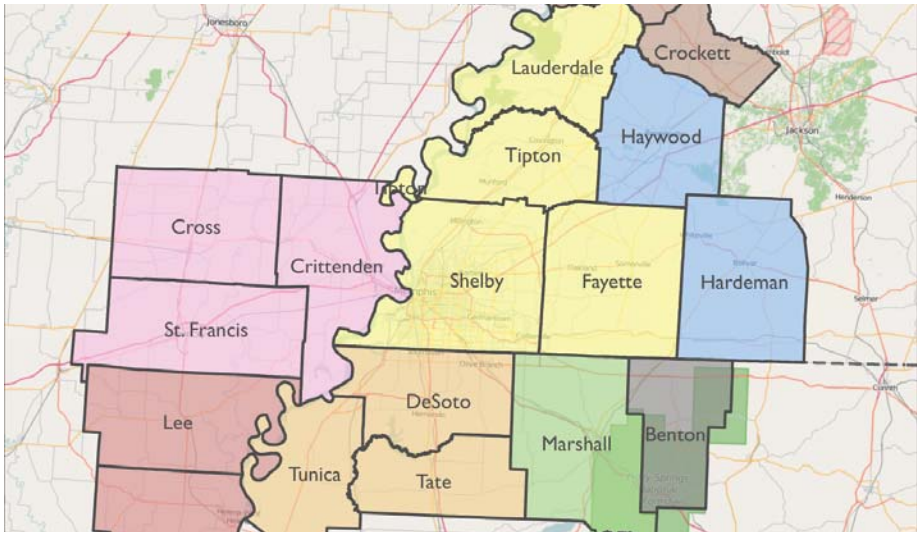
"MAN ON THE STREET" TRUCK DRIVER SURVEY

BUS STOP DESIGN AND ACCESSIBILITY GUIDELINES

DISABILITY COMMUNITY STAKEHOLDER MEETING

“BUILD A BUS STOP” GAME

COORDINATED PUBLIC TRANSIT - HUMAN SERVICES TRANSPORTATION PLAN

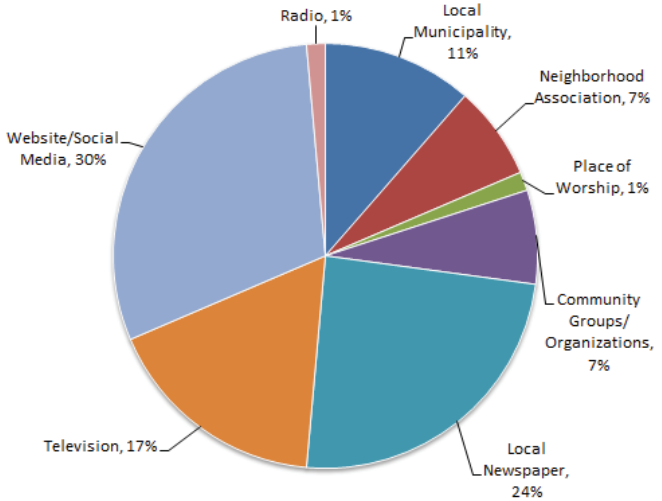


TRI-STATE STUDY AREA

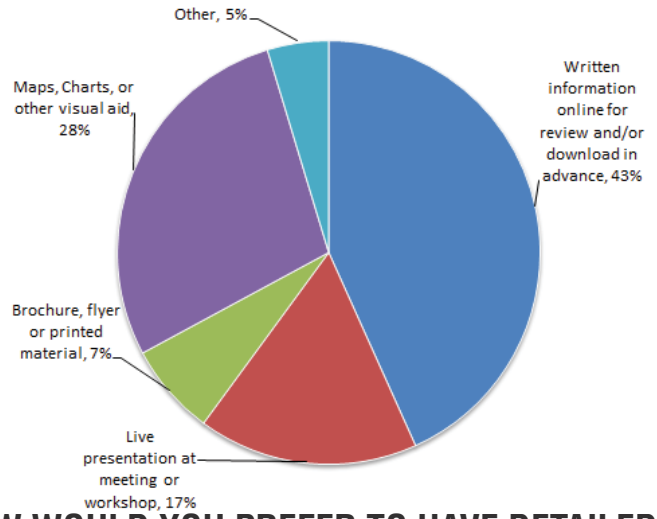
Memphis Urban Area Coordinated Public Transit and Human Services Transportation Plan

ONLINE & PAPER SURVEY

PUBLIC PARTICIPATION PLAN

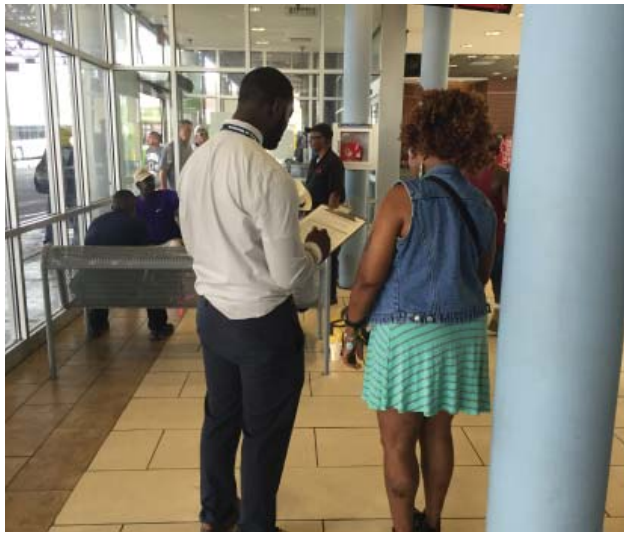


IN GENERAL, HOW DO YOU TEND TO HEAR ABOUT NEWS AND EVENTS IN YOUR COMMUNITY?



HOW WOULD YOU PREFER TO HAVE DETAILED OR COMPLICATED INFORMATION PRESENTED TO YOU?

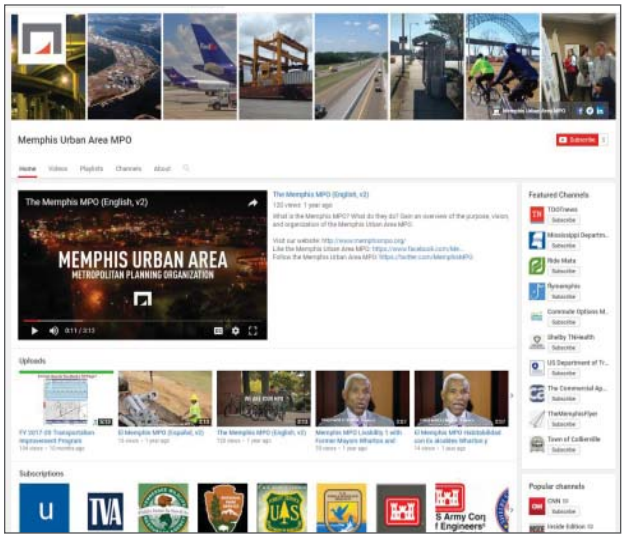
WHAT WE ALWAYS DO!



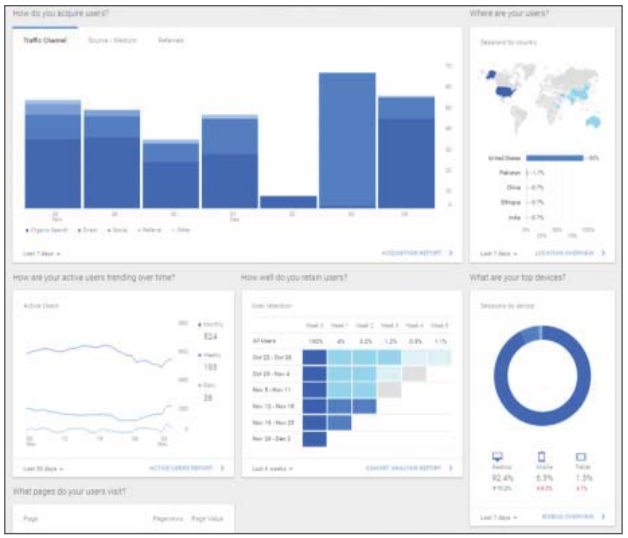
SURVEYS

LIBRARY DISTRIBUTION SYSTEM

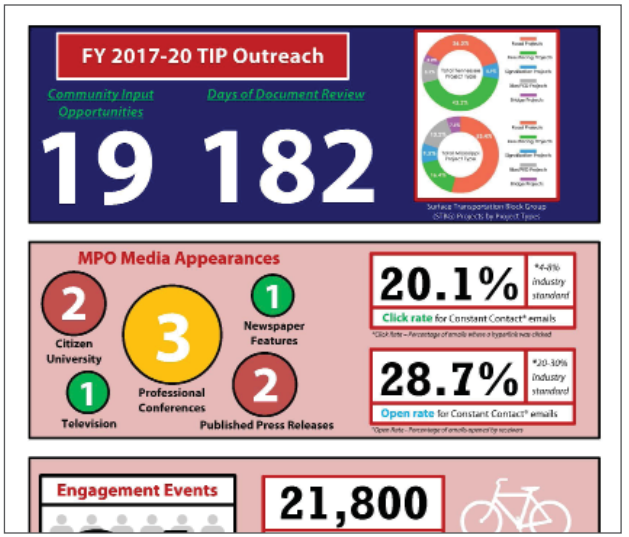
CONSTANT CONTACT



SOCIAL MEDIA



GOOGLE ANALYTICS



ANNUAL OUTREACH REPORT

CONNECT WITH US!

PRAGATI SRIVASTAVA
pragati.srivastava@memphistn.gov

ALVAN-BIDAL SANCHEZ
alvan.sanchez@memphistn.gov

MEMPHIS URBAN AREA MPO
125 N. Main St., Suite 450
Memphis, TN 38103
Phone: (901) 636.7190
Fax: (901) 636.7272

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