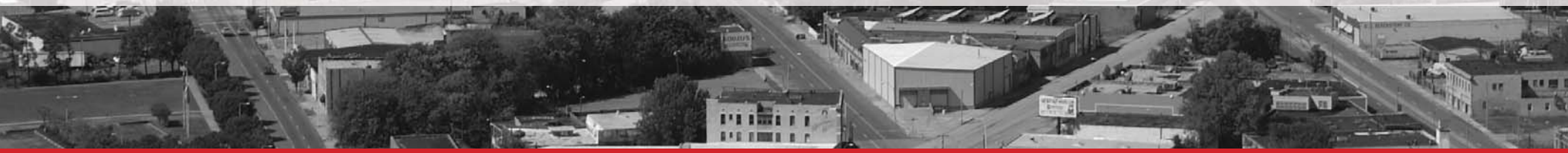
Public Outreach

General Strategies, Project-Specific Activities, & Tracking

TN MPO Planning Conference

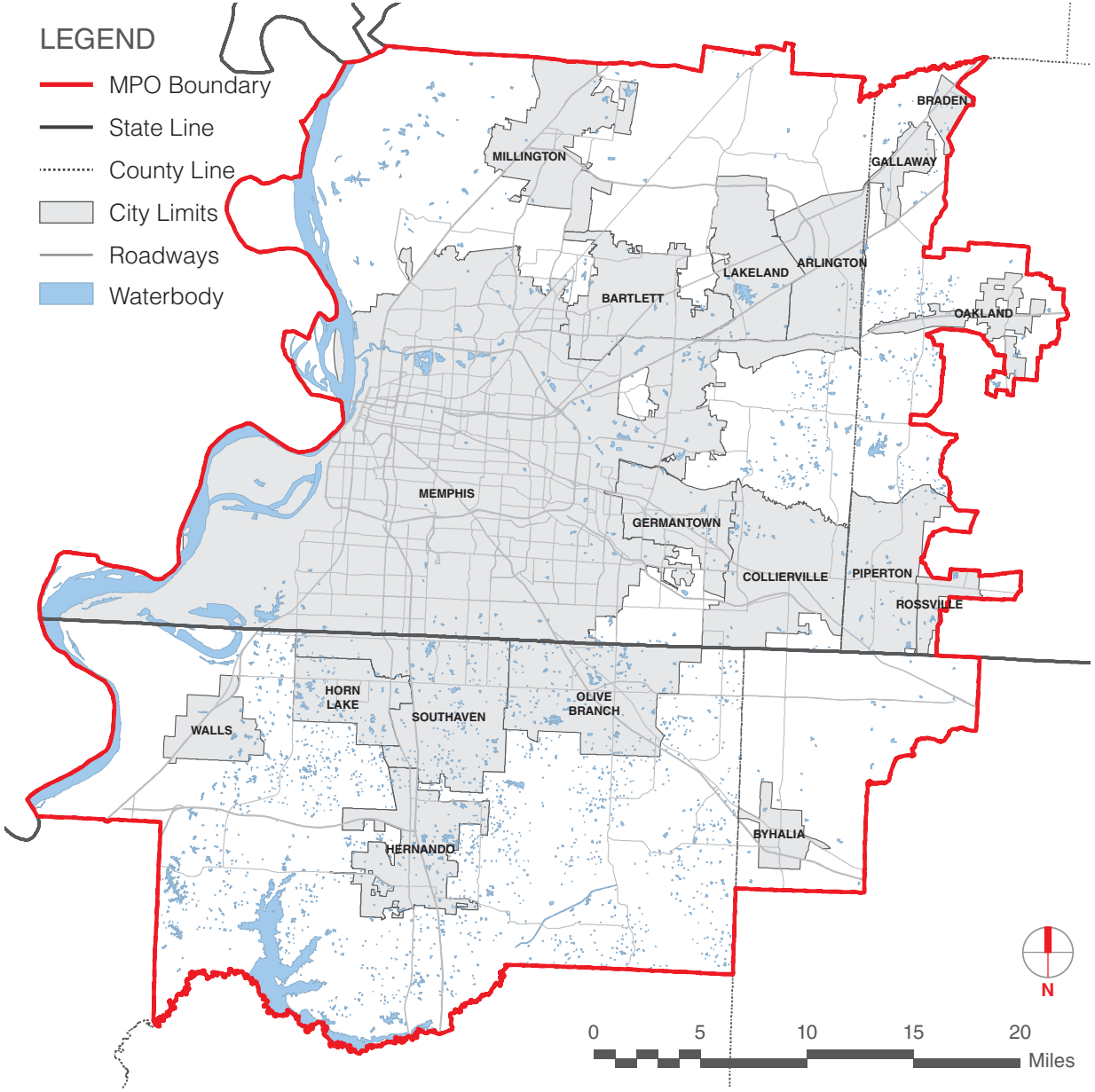
June 7-9, 2017

Memphis, TN



BACKGROUND

WHO WE ARE



18 Municipalities

4 Counties:

- DeSoto
- Fayette
- Marshall
- Shelby

2 States:

- Mississippi
- Tennessee

Population: 1.1 Million

- White: 45.7%
- Black: 47.6%
- Asian: 2.3%
- Hispanic/Latino: 5.7%

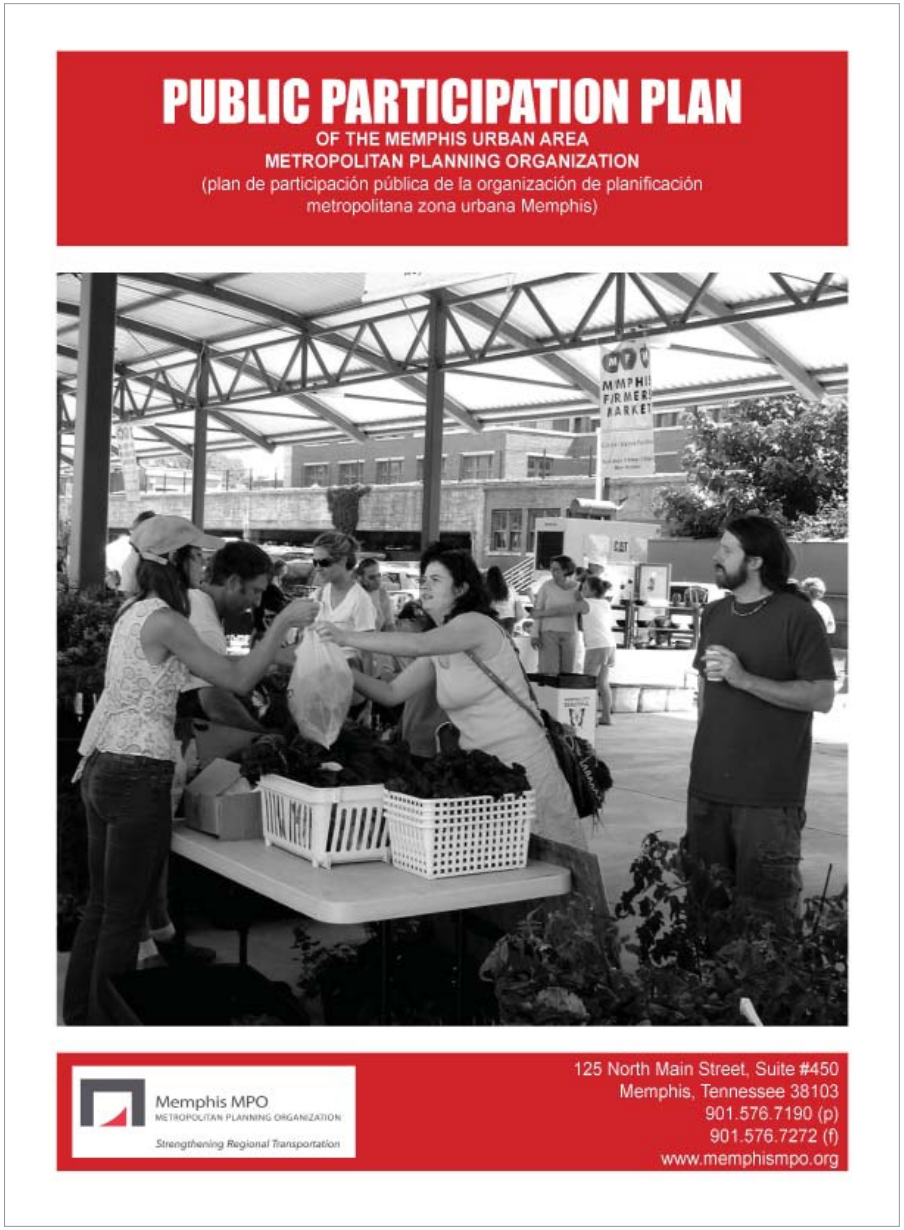
2014 PUBLIC PARTICIPATION PLAN

Process:

- Presentations at Bicycle & Pedestrian Plan Meetings
- Survey Activity about best outreach methods
- Dedicated Comment Cards on 2011 PPP
- Email Notices to public/stakeholders
- Hard Copies of 2011 PPP at MPO Meetings

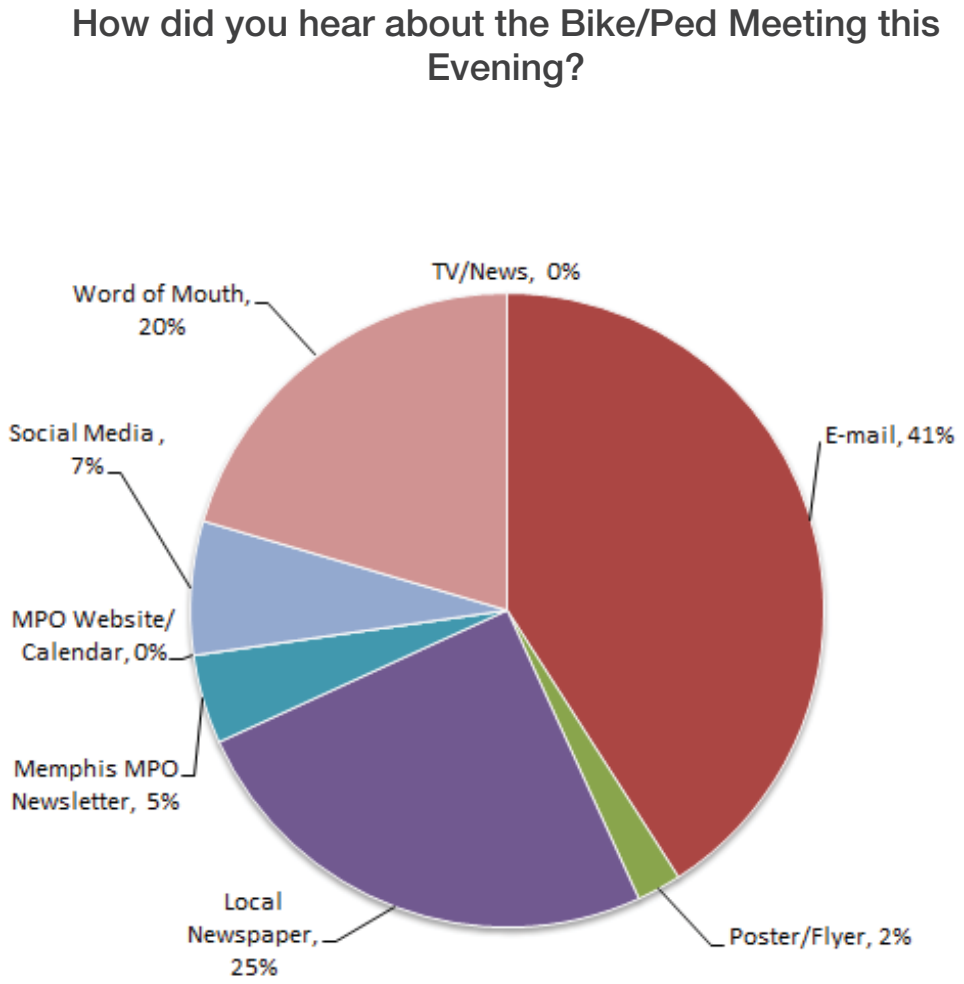
Recommendations:

- Outreach Tracking
- Annual Outreach Report



2014 PUBLIC PARTICIPATION PLAN

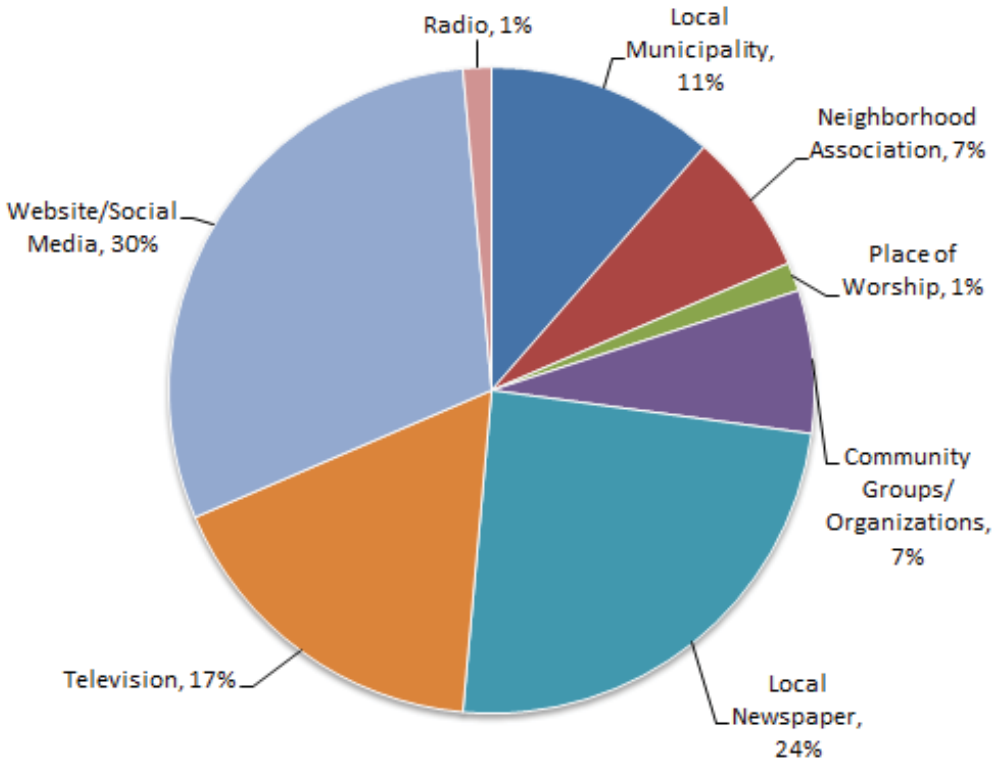
Public Involvement Survey Results:



2014 PUBLIC PARTICIPATION PLAN

Public Involvement Survey Results:

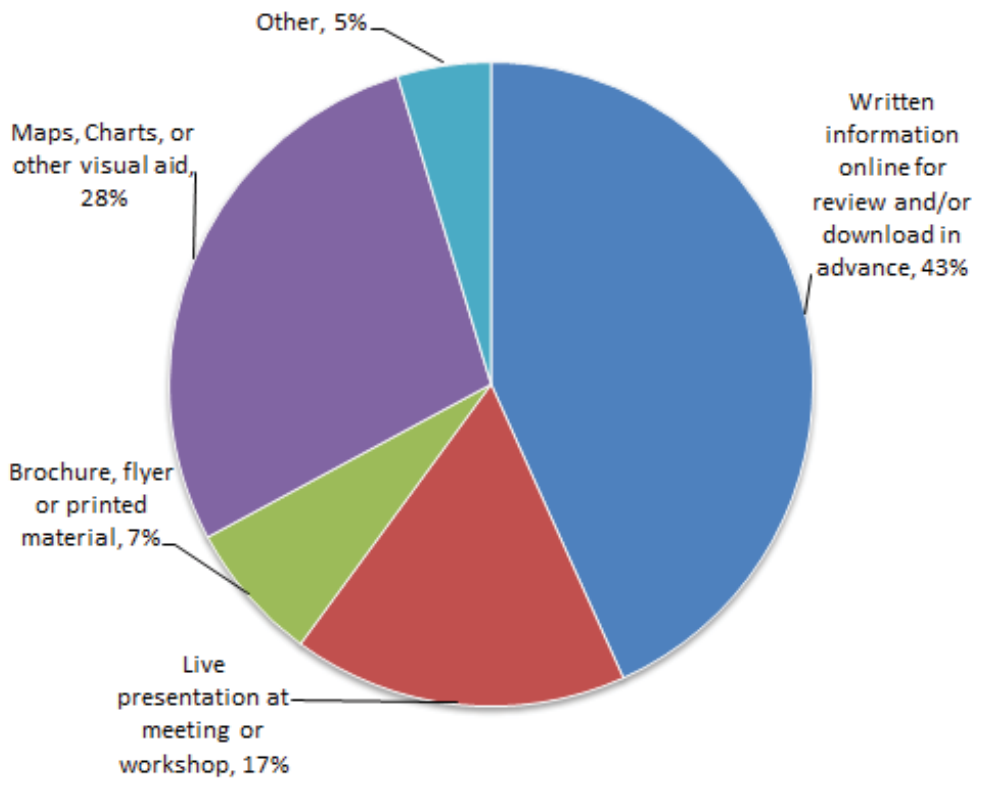
In general, how do you tend to hear about news and events in your community?



2014 PUBLIC PARTICIPATION PLAN

Public Involvement Survey Results:

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



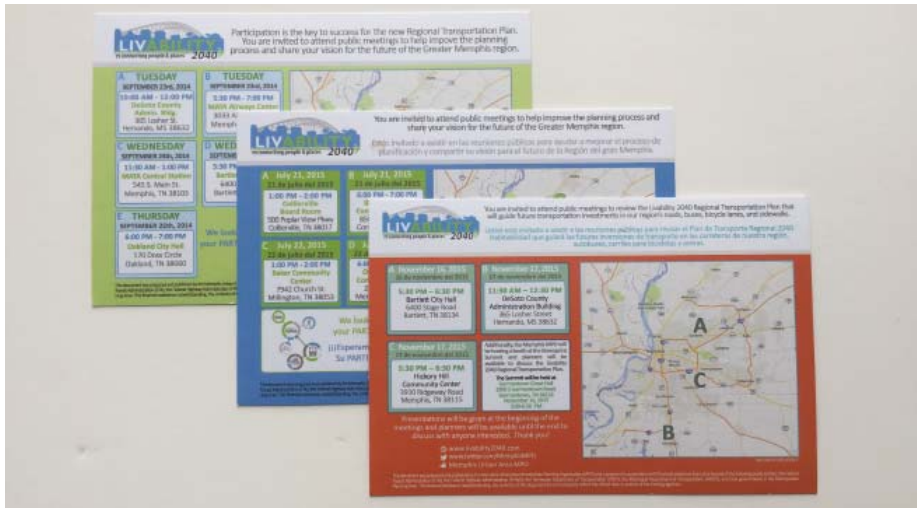
MPO Plans & Studies

LIVABILITY 2040 REGIONAL TRANSPORTATION PLAN (RTP)

Livability YouTube Series:

MATA Advertisements:

Postcard Mailings:

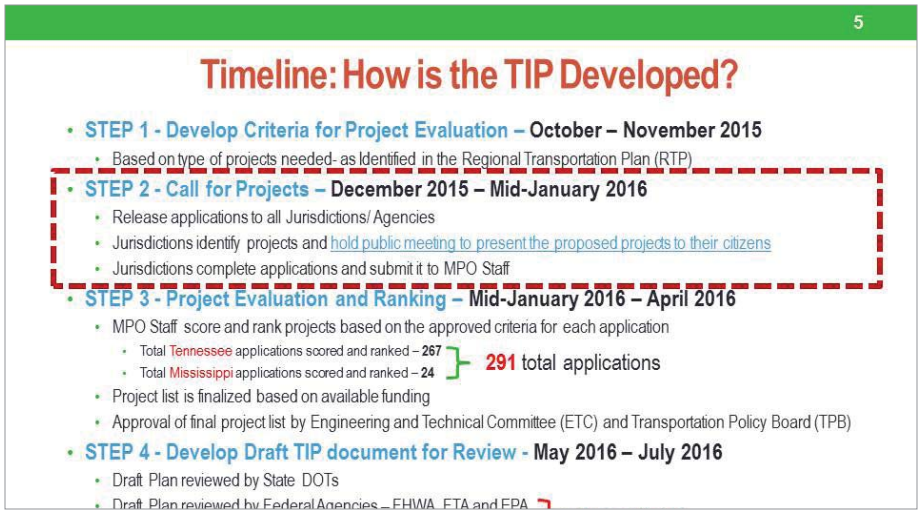


Turning Point & Community Remarks:

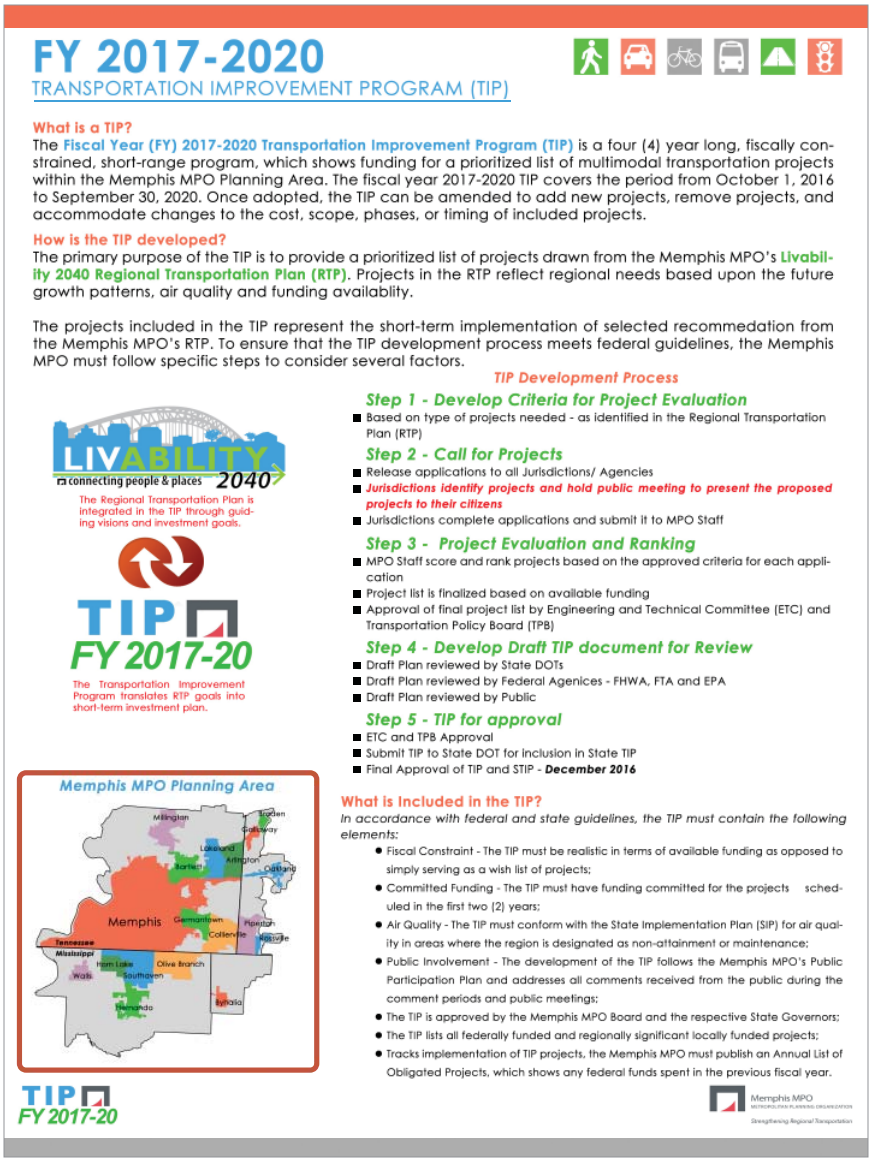
2017-2020 TRANSPORTATION IMPROVEMENT PROGRAM

YouTube Video Resource:

Individual Jurisdiction Meetings:



'What is a TIP?' Poster

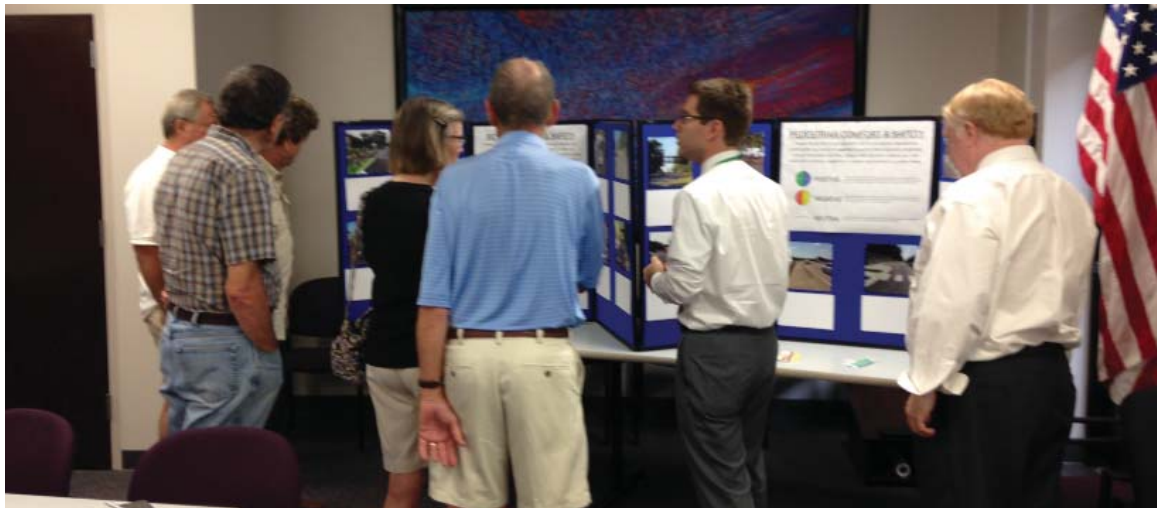


BUS STOP DESIGN & ACCESSIBILITY GUIDELINES

"Build a Bus Stop" Game:

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

2014 REGIONAL BICYCLE & PEDESTRIAN PLAN



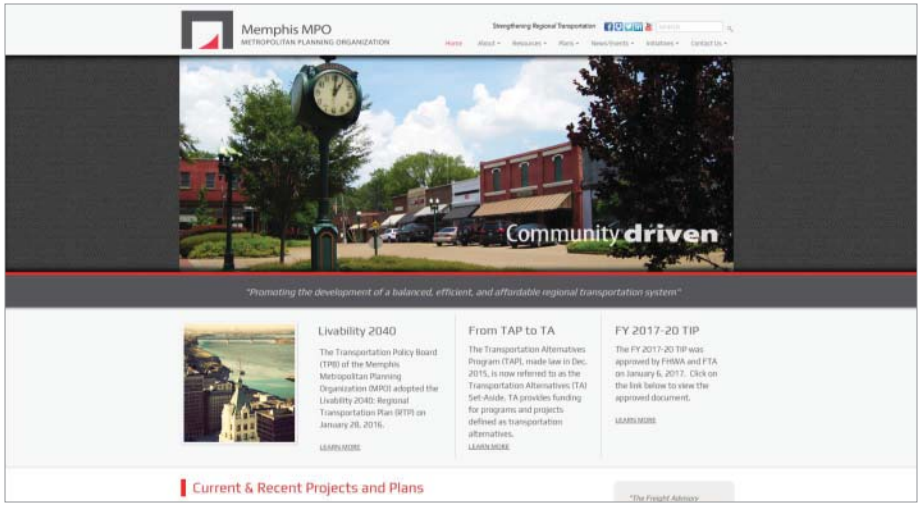
"Place Your Penny" Exercise:

- 15 Public Meetings
- 10 Pennies
- 11 Transportation Funding Opportunities
- Project Priorities

TRACKING

MONTHLY TRACKING

Web Presence:



MPO Public Meetings:

Media Mentions/Interviews:

MPO Staff Participation:

MONTHLY TRACKING

Web Presence:

Website

Interactive Map

Facebook

Twitter

YouTube

Constant Contact

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MPO Public Meetings:

Transportation Policy Board (TPB)

Engineering & Technical Committee (ETC)

Active Transportation Advisory Committee (ATAC)

Planning & Land Use Advisory Committee (PLAC)

Freight Advisory Committee (FAC)

Media Mentions/Interviews:

MPO Staff Participation:

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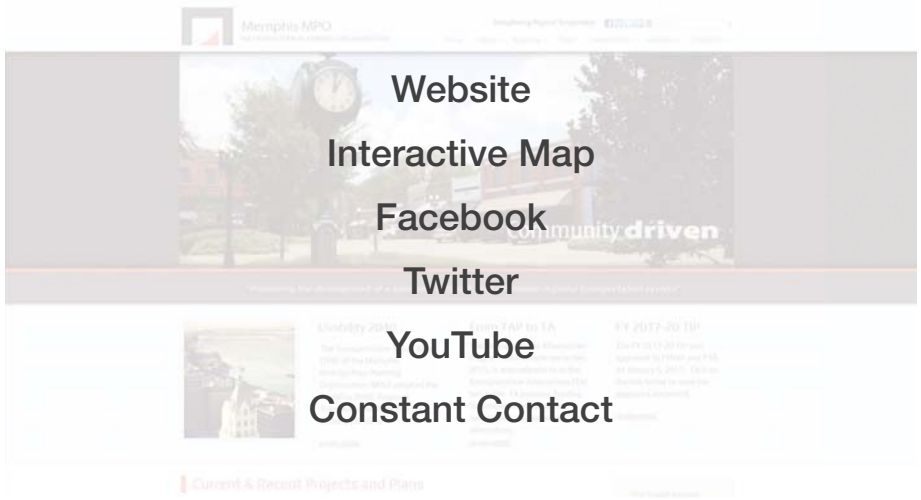

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Media Mentions/Interviews:

Newspapers

Radio

Television

Websites

Press Releases

MPO Staff Participation:

MONTHLY TRACKING

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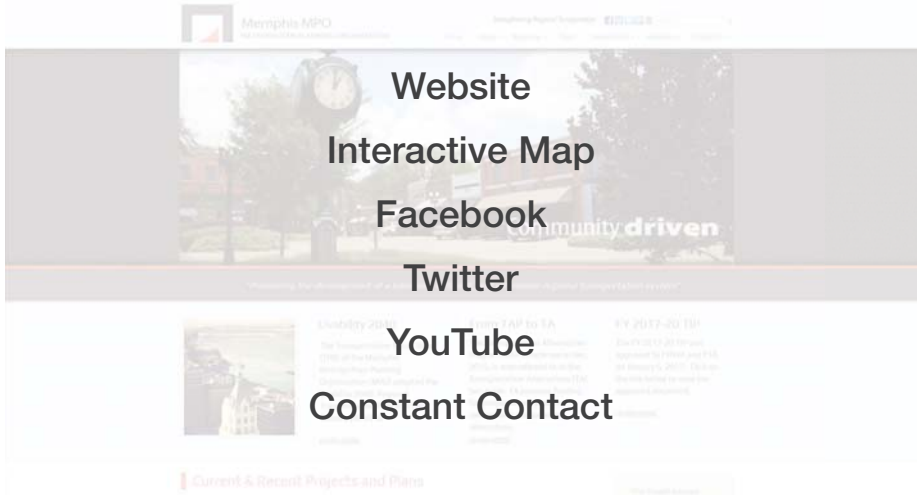

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Radio

Television

Websites

Press Releases

MPO Staff Participation:

Featured Speaker

Conferences

Working Groups

Webinars

MONTHLY TRACKING

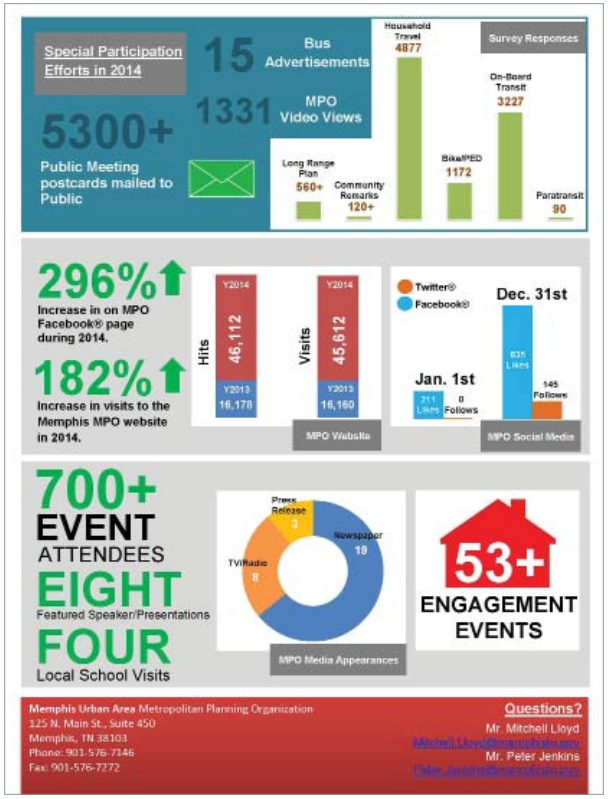
Achievements:

ANNUAL OUTREACH REPORT

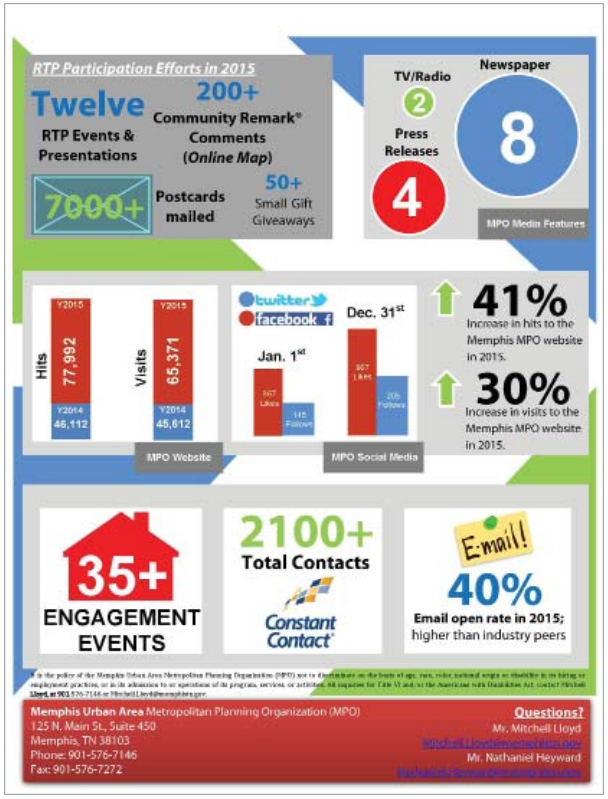
Purpose:

- Evaluate the reach of MPO efforts
- Quick Easy-to-Read Guide
- Presented to the Transportation Policy Board
- Available on MPO website

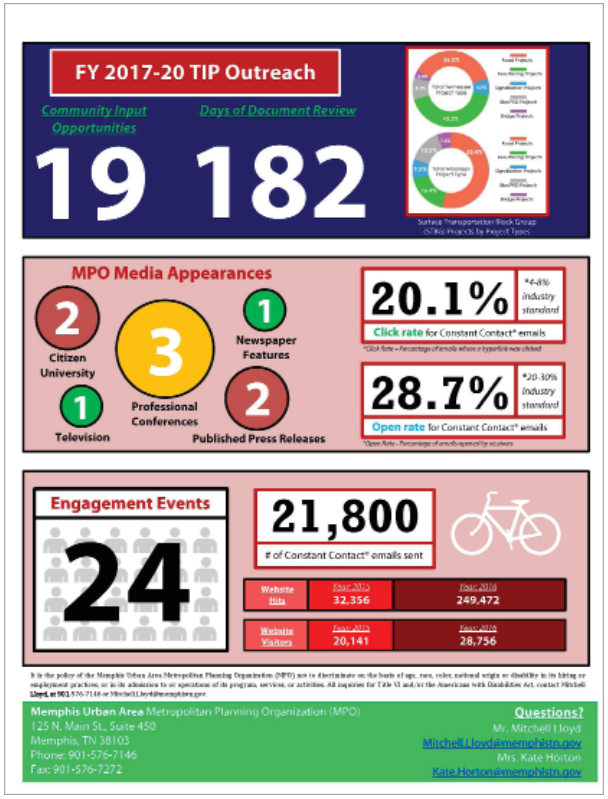
2014:



2015:



2016:



FINDINGS

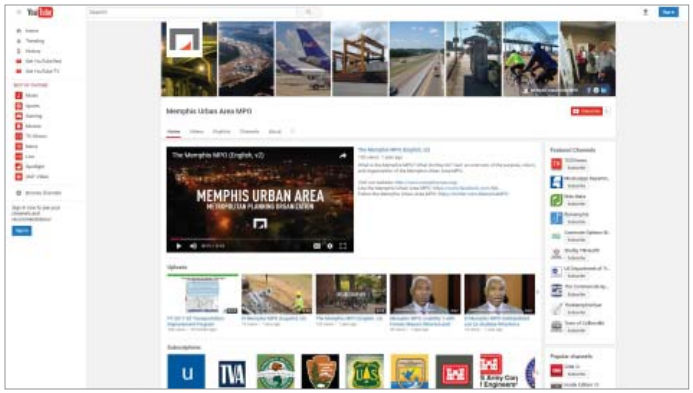
REACH & EFFECTIVENESS

Tailoring General Strategies to Specific Projects:

- Surveys
  - Regional Freight Plan's "Man on the Street" Surveys
- Stakeholder Meetings
  - Bus Stop Guidelines' Memphis Center for Independent Living

Using Project/Audience Specific Activities:

- "Build a Bus Stop" Game
  - Transit Riders
- "Place Your Penny" Exercise
  - Project Types



Adjusting Evaluation Metrics:

- MPO Staff Participation
- YouTube Channel Views
- Facebook Posts

DISCUSSION

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