



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.



Special Participation Efforts in 2014

5300+

Public Meeting postcards mailed to Public



15

Bus Advertisements

1331

MPO Video Views

Long Range Plan

560+



Community Remarks

120+



Household Travel
4877



Survey Responses

On-Board Transit
3227



Bike/PED
1172



Paratransit
90

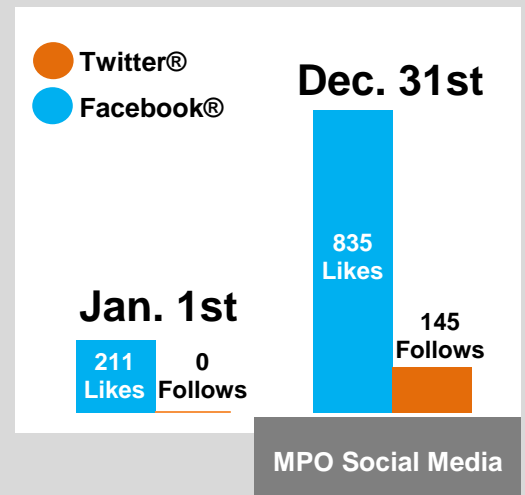
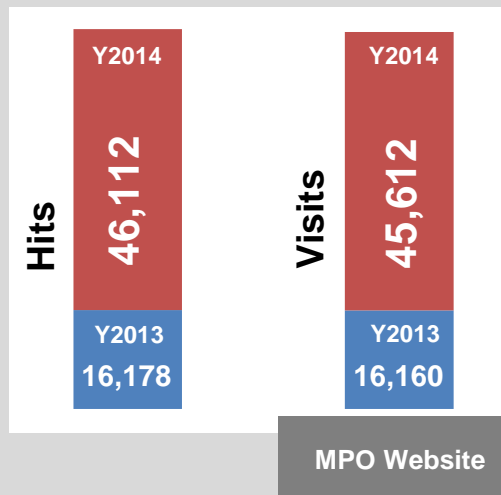


296%↑

Increase in on MPO Facebook® page during 2014.

182%↑

Increase in visits to the Memphis MPO website in 2014.



700+
EVENT

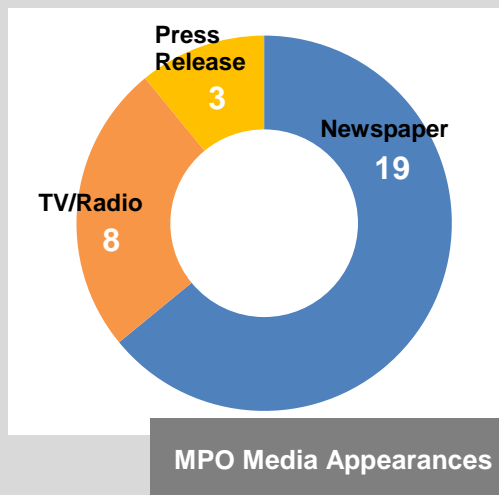
ATTENDEES

EIGHT

Featured Speaker/Presentations

FOUR

Local School Visits



53+
ENGAGEMENT EVENTS

Memphis Urban Area Metropolitan Planning Organization
125 N. Main St., Suite 450
Memphis, TN 38103
Phone: 901-576-7146
Fax: 901-576-7272

Questions?

Mr. Mitchell Lloyd
Mitchell.Lloyd@memphistn.gov
Mr. Peter Jenkins
Peter.Jenkins@memphistn.gov