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 participate 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 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

Increase in on MPO Facebook® page during 2014:
- 296% Increase

Increase in visits to the Memphis MPO website in 2014:
- 182% Increase

700+ EVENT ATTENDEES

EIGHT Featured Speaker/Presentations

FOUR Local School Visits

1572 Bike/PED On-Board Transit Responses

1172 Community Remarks

560+ Long Range Plan Responses

211+ Household Travel Responses

5300+ Public Meeting postcards mailed to Public

Questions?

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