



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.

Memphis MPO
METROPOLITAN PLANNING ORGANIZATION

HOW-TO-USE INTERACTIVE MAPPING GUIDE

THIS INNOVATIVE MAPPING TOOL CONSISTS OF THREE INTERACTIVE MAPS

The **FIRST map** is an overall resource that identifies planned as well as funded transportation projects, MATA stops and routes, bridges, proposed and existing bicycle facilities, federal roadway functional classifications, municipal boundaries, and more. The **SECOND map** displays projects identified in the Regional Transportation Plan (RTP) and the **THIRD map** displays the Transportation Improvement Program (TIP).

USE THIS STEP-BY-STEP PROCESS TO FIND INFORMATION, CREATE CUSTOM MAPS, AND EVEN SEND IT TO A FRIEND.

Overall Resource Map

HOW-TO-USE GUIDE LEGEND

- 1 **CLICK:** "Projects" for the "TIP" & "RTP" data. "Transportation Infrastructure" for airports, bridges, MATA terminals, bus stops, and routes, bicycle facilities, and functional classifications. "Administrative boundaries" for municipal, county, urbanized areas, and MPO boundaries.
- 2 **CLICK:** "Switch to: RTP or TIP" to view either data set for more specific project information. Then save your data as a PDF map or an Excel table.
- 3 **CLICK:** "Zoom to street address" to type in a location in order to find an area of your interest and then see the map zoom to the location of your choice.
- 4 **CLICK:** Select a specific map feature to identify more details.
- 5 **CLICK:** "Print map: Export PDF" to print your map in 8.5" x 11" or 11" x 17" (portrait or landscape) formats.
- 6 **CLICK:** "Save Data: Download CSV" to save the project attribute data in an Excel format (Comma Separated Version).

40% more time spent on this page than any other

1670 page views in 2015

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RTP Participation Efforts in 2015

Twelve

RTP Events & Presentations

200+

Community Remark® Comments
(Online Map)

7000+

Postcards mailed
50+ Small Gift Giveaways

TV/Radio

2

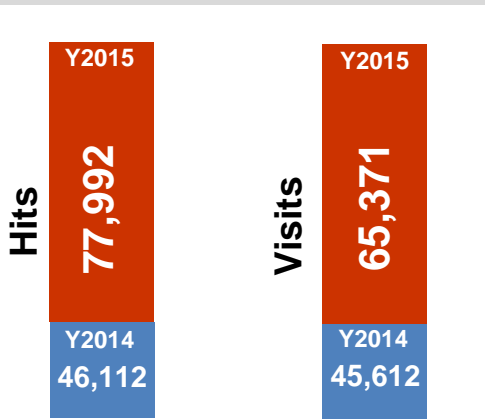
Press Releases

4

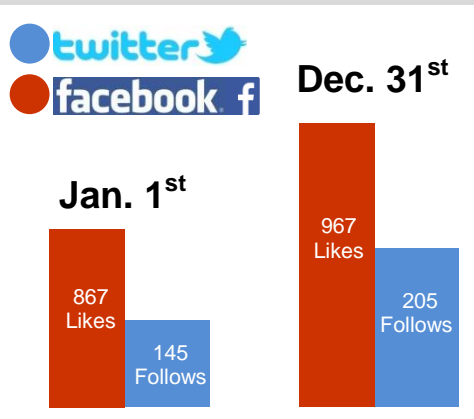
Newspaper

8

MPO Media Features



MPO Website



MPO Social Media

41%
Increase in hits to the Memphis MPO website in 2015.

30%
Increase in visits to the Memphis MPO website in 2015.

35+

ENGAGEMENT EVENTS

2100+
Total Contacts



E-mail!

40%

Email open rate in 2015; higher than industry peers

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Memphis Urban Area Metropolitan Planning Organization (MPO)

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. Nathaniel Heyward
Nathaniel.Heyward@memphistn.gov