Memphis MPO Public Outreach
Beyond Newspaper Advertisements

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Memphis MPO
Date: October 18, 2017
Introduction
Who We Are

- **18 Municipalities**
- **4 Counties**
  - DeSoto
  - Fayette
  - Marshall
  - Shelby
- **2 States**
  - Mississippi
  - Tennessee
- **Population: 1.1 Million**
  - Black: 47.6%
  - White: 45.7%
  - Asian: 2.3%
  - Hispanic/Latino: 5.7%
2014 Public Participation Plan (PPP)

Process
- Presentations at Bicycle and Pedestrian Plan Meetings
- Survey Activity
- Dedicated Comment Cards
- Email Notices
- Hard Copies of 2011 PPP

Recommendations
- Outreach Tracking
- Annual Outreach Report
PPP Survey Questions

How did you hear about the Bike/Ped Meeting this evening?

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

In general, how do you tend to hear about news and events in your community?
Plans & Studies
Livability 2040 Regional Transportation Plan (RTP)

Livability YouTube Series
• 1,000+ Views

Memphis Area Transit Authority (MATA) Advertisements
• 8,501 Daily Impressions

Postcard Mailings
• 5,300 Mailings

Turning Point & Community Remarks
• 200+ Comments
FY 2017-20 Transportation Improvement Program (TIP)

TIP Video Resource
- Available for public viewing
- 100+ Views

“What is a TIP” Handouts
- Easy-to-understand
- Emphasis on visuals
Bus Stop Design & Accessibility Guidelines

“Build a Bus Stop” Game:
- William Hudson Transit Center (Downtown)
- $100 Amenity Budget
- Gauge Existing Transit Riders’ Priorities
- Financial Tradeoffs/Funding Limits

2014 Regional Bicycle & Pedestrian Plan

“Place Your Penny” Exercise:
- 15 Public Meetings
- 10 Pennies ($1,000,000 Each)
- 11 Transportation Funding Opportunities
- Jurisdiction’s Project Priorities
Tracking
Monthly Tracking

MPO Public Meetings
- Freight, Planning & Land Use, and Active Transportation Committees

MPO Web Presence
- Website + Interactive Webmap
- Social Media + Constant Contact

Media Mentions
- Newspaper/Radio/Television/Websites
- Press Releases

Staff Participation
- Conferences
- Speaker/Panelist
- Working Groups
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 processes 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 plans annual IDENTIX events where staff engaged hundreds of area residents and outreach events during MPO plans and studies. Advertisements were placed in various transit buses to create familiarity with the MPO’s existing and new initiatives. The Memphis MPO website and social media efforts are key to its successes with plans. An interactive mapping tool. Community meetings, allowed the public and stakeholders to present transportation issues, questions, or comments to a digitized map where the MPO staff can then provide an approach unique to the comments indicated it that specific area.

2015 Annual Outreach Report

This Annual Outreach Report outlines recent efforts of the MPO to implement the Public Participation Plan. This report will describe the Memphis MPO’s public participation processes 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 monitored data regarding participation that can now be used to evaluate and display the reach of MPO activities.

2016 Annual Outreach Report

The Annual Outreach Report outlines recent efforts of the MPO to implement the Public Participation Plan. This report will describe the Memphis MPO’s public participation processes 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 2016, the Memphis MPO staff has monitored data regarding participation that can now be used to evaluate and display the reach of MPO activities.

The Memphis MPO is a transportation planning organization responsible for the development of Comprehensive Transportation Plans and other related transportation studies. The MPO can be reached at 901-526-9388, or via the website at www.memphismpo.org. The MPO staff conducted a web survey at the Union Street Station to gather information on riders preferences on Bus Stop Design elements. The purpose of the Bus Stop Design Guidelines is to help the prioritization process to promote a comparable and convenient environment for the rider’s experience.

Memphis MPO
METROPOLITAN PLANNING ORGANIZATION

Strengthening Regional Transportation

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Annual Outreach Report

- **Special Participation Efforts in 2014**
  - 15 Bus Advertisements
  - 1331 MOPO Video Views
  - 5300+ Public Meeting postcards mailed to Public

- **RTA Participation Efforts in 2015**
  - Twelve RTP Events & Presentations
  - 200+ Community Remark Presentations
  - 7000+ Postcards mailed
  - 50+ Small Gift Giveaways
  - 4 TV/Radio Press Releases
  - 8 Newspaper Press Releases

- **FY 2017-20 TIP Outreach**
  - 19 Media Appearances
  - 182 Days of Direct Contact

- **Engagement Events**
  - 700+ EVENT ATTENDEES
  - 12 Local School Visits
  - 53+ ENGAGEMENT EVENTS

- **Annual Report**
  - Memphs Urban Area Metropolitan Planning Organization
  - 430 S Main St, Suite 400
  - Memphis, TN 38103
  - Phone: 901-377-6460
  - Fax: 901-377-6461
  - MemphsUrbanAreaMPO.org

Questions?
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Findings
Reach & Effectiveness

Tailoring General Strategies to Specific Projects
- Freight Plan’s “Man on the Street” Surveys
- Memphis Center for Independent Living Stakeholder Meeting

Using Project/Audience Specific Activities
- “Build a Bus Stop” Game
- “Place Your Penny” Exercise

Adjusting Evaluation Metrics
- MPO Staff Participation
- YouTube Channel Views
- Facebook Posts
Resources

- Website - memphismpo.org
- Facebook Page - @MemphisUrbanAreaMPO
- Twitter Account - @MemphisMPO
- YouTube Channel – Memphis Urban Area MPO
Contact Information

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