PROMOTION, INFORMATION, & ENGAGEMENT

EXCITEMENT & INVOLVEMENT IN CORE MPO PRODUCTS

AMPO Public Involvement Working Group
December 11, 2017
SPEAKER INTRODUCTIONS

PRAGATI SRIVASTAVA
ADMINISTRATOR

ALVAN-BIDAL SANCHEZ
TRANSPORTATION PLANNER
INTRODUCTION
- MEMPHIS MPO REGION
- NEED TO ANSWER “WHAT IS AN MPO?”

ANSWERING “WHAT IS AN MPO?”

PUBLIC INVOLVEMENT
- GENERAL STRATEGIES
- CORE MPO PRODUCTS
- ADDITIONAL STUDIES/PLANS

DISCUSSION/QUESTIONS

CONTACT INFORMATION
INTRODUCTION
MEMPHIS MPO REGION

18 MUNICIPALITIES
4 COUNTIES
DESMONTO
FAYETTE
MARSHALL
SHELBY

2 STATES
MISSISSIPPI
 TENNESSEE

POPULATION: 1.1 MILLION
NEED TO ANSWER “WHAT IS AN MPO?”

CONFUSION ON ROLES/RESPONSIBILITY
- PUBLIC
- ELECTED OFFICIALS

BRANDING INCONSISTENCIES

IMMINENT BOUNDARY EXPANSION (2010)
MEMPHIS MPO BOUNDARY EXPANSION

LEGEND
- Current MPO Boundary
- Previous MPO Boundary
- State Line
- Major Roadway
- I-269 Expansion
- Counties
- MPO Municipalities
- Non-MPO Municipalities

Miles

1 2 3 4 5

MEMPHIS URBAN AREA METROPOLITAN PLANNING ORGANIZATION (MPO)
ANSWERING “WHAT IS AN MPO?”

MPO 101 PRESENTATION

“WE ARE YOUR MPO” YOUTUBE VIDEO

PRESENTATIONS

MEMPHIS URBAN AREA METROPOLITAN PLANNING ORGANIZATION (MPO)

Memphis MPO
METROPOLITAN PLANNING ORGANIZATION

Strengthening Regional Transportation

BRAND IDENTITY
GENERAL STRATEGIES
GENERAL STRATEGIES

- Library Distribution System
- Live Video
- Social Media
- TV Interviews
- Presentation
- Handouts
- Postcards
- Community Meetings
- Media Promotion
- Surveys
- Brand Identity
LIVABILITY 2040 REGIONAL TRANSPORTATION PLAN (RTP)

LIVABILITY YOUTUBE VIDEO SERIES

TRANSIT ADVERTISEMENTS

MEETING POSTCARDS

COMMUNITY MEETINGS

TURNING POINT

COMMUNITY REMARKS
2017-20 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)
2017-20 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

“WHAT IS A TIP?” YOUTUBE VIDEO

PUBLIC MEETINGS (MPO + JURISDICTIONS)

FY 2017-2020 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

What is a Transportation Improvement Program (TIP)?
The Transportation Improvement Program (TIP) is a four-year, short-range program, which provides a prioritized list of multimodal transportation projects within the Metropolitan Planning Area. The TIP supports the long range vision of the Regional Transportation Plan (RTP), which articulates Greater Memphis’ future long term transportation needs and opportunities.

The Road to Adoption

TIP Funding Breakdown:
- Total Tennessee Funds Programmed by Project Type: 54.0%
  - Road Projects: 31.4%
  - Resurfacing Projects: 8.2%
  - Signallization Projects: 4.3%
  - Bike/PED Projects: 10.4%
- Total Mississippi Funds Programmed by Project Type: 44.9%
  - Bridge Projects: 7.3%
  - Transit Projects: 6.9%

$750,579,403 Total TENNESSEE Funds programmed in FY 2017-20 TIP.
$239,192,932 Total MISSISSIPPI Funds programmed in FY 2017-20 TIP.

TIP Criteria Categories for Project Prioritization:
- Safety
- Infrastructure Condition
- Congestion Reduction
- System Reliability
- Freight Movement and Economic Vitality
- Environmental Sustainability
- Project Delivery

*Memphis Area Transit Authority is the designated recipient of transit funds which are appropriated directly through their planning process.

ONE-PAGE SUMMARY HANDOUT
GREATER MEMPHIS REGIONAL FREIGHT PLAN

SELF-INITIATED VIDEO PROMOTION

“MAN ON THE STREET” TRUCK DRIVER SURVEY
Memphis Urban Area Metropolitan Planning Organization
Coordinated Public Transit – Human Services
Transportation Plan

Prepared for:

Memphis MPO
METROPOLITAN PLANNING ORGANIZATION
Strengthening Regional Transportation

April 2016

Prepared by:

Memphis Urban Area Coordinated Public Transit and Human Services Transportation Plan

ONLINE & PAPER SURVEY

TRI-STATE STUDY AREA
IN GENERAL, HOW DO YOU TEND TO HEAR ABOUT NEWS AND EVENTS IN YOUR COMMUNITY?

HOW WOULD YOU PREFER TO HAVE DETAILED OR COMPLICATED INFORMATION PRESENTED TO YOU?
WHAT WE ALWAYS DO!

SURVEYS

LIBRARY DISTRIBUTION SYSTEM

CONSTANT CONTACT

SOCIAL MEDIA

GOOGLE ANALYTICS

ANNUAL OUTREACH REPORT