TRACKING EXCITEMENT & INVOLVEMENT IN MPO ACTIVITIES

MDOT MPO Meeting: October 18-19, 2018
AGENDA

- 2014 Public Participation Plan
- Plans & Studies
- Tracking
2014 PUBLIC PARTICIPATION PLAN (PPP)
UPDATE PROCESS

- Best Practices Review and Identification of Stakeholders
- Cultivating Partnerships and Targeted Outreach
- Notifying and Presenting to the Community
  - Tag-on Meetings
  - Surveys
  - Comment Cards
  - Email Notices
- Gathering Feedback from the Community
- Tracking Effectiveness of Outreach Strategies
SURVEY QUESTIONS

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

- Word of Mouth, 20%
- Social Media, 7%
- MPO Website/Calendar, 5%
- Memphis MPO Newsletter, 5%
- Local Newspaper, 25%
- Poster/Flyer, 2%
- TV/News, 0%
- E-mail, 41%

In general, how do you tend to hear about news and events in your community?

- Radio, 1%
- Local Municipality, 11%
- Neighborhood Association, 7%
- Place of Worship, 1%
- Community Groups/Organizations, 7%
- Television, 17%
- Local Newspaper, 24%

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

- Maps, Charts, or other visual aid, 28%
- Brochure, flyer or printed material, 7%
- Live presentation at meeting or workshop, 17%
- Written information online for review and/or download in advance, 43%
- Other, 5%
LIVABILITY 2040: REGIONAL TRANSPORTATION PLAN (RTP)

- Livability Campaign Kickoff
- Stakeholder Identification and Meetings
  - Regional Transportation Plan Advisory Committee
- Public Outreach/Meetings
  - Three Rounds of General Public Meetings
  - Livability YouTube Series
  - Postcard Mailings
  - Memphis Area Transit Authority (MATA) Advertisements
  - Dedicated Website
  - Online Survey
FY 2017-20 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

- Engaging the Public
  - Tag-on Meetings
  - Targeted Outreach
  - Video Presentation

- Enhancing the Public’s Understanding
  - “What is a TIP” Handouts
  - Accessibility of Key Documents
  - Translation of Key Documents
ADDITIONAL PLANS + STUDIES

“Build a Bus Stop”

“Place your Penny”
TRACKING
PROGRAM, SERVICES, & ACTIVITIES

Public Meetings

Web Presence

MDOT Statewide MPO Meeting
October 18-19, 2018
PROGRAM, SERVICES, & ACTIVITIES

Media Mentions

Staff Participation

Annual Outreach Report

The Annual Report on the outreach efforts is issued in the Public Participation Plan. This report examines the Memphis MPO’s public participation and engagement techniques utilized at a glance. This report identifies a meaningful list of participation activities, which the MPO staff has implemented over the past year. Consequently throughout 2016, 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 in an important project. The MPO staff engaged these methods to ensure increased visibility and robust outreach strategies in coordination with the MPO branding and direct on-site engagement efforts. These innovative methods include the following:

1. Social Media: The MPO’s social media presence includes platforms such as Facebook, Twitter, and LinkedIn. These platforms have been used to promote outreach efforts and share important information.
2. Email Newsletters: The MPO sends regular newsletters to stakeholders, including updates on progress and upcoming events.
3. Public Meetings: These meetings are held in various locations throughout the region to provide opportunities for public input and feedback.
4. Workshops and Training: Workshops are held to educate the public on transportation issues and how they can participate in the planning process.

2015 Annual Outreach Report

The Annual Outreach Report outlines recent efforts of the MPO in connection with the Public Participation Plan. This report draws on the Memphis MPO’s public participation process and engagement techniques and reflects on a glance through the past year. This summary provides a meaningful list of participation activities, which the MPO staff has implemented over the past year. Consequently throughout 2015, the MPO staff has recorded 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 in connection with the Public Participation Plan. This report draws on the Memphis MPO’s public participation process and engagement techniques and reflects on a glance through the past year. This summary provides a meaningful list of participation activities, which the MPO staff has implemented over the past year. Consequently throughout 2016, the MPO staff has recorded data regarding participation that can now be used to evaluate and display the reach of MPO activities.

MDOT Statewide MPO Meeting

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STATE OF THE MPO REPORT
(2017-PRESENT)
STATE OF THE MPO REPORT
(2017-PRESENT)
FINDINGS

- Partnering with various community groups can play an important role in maximizing public engagement.
- Staff participation in various community meetings/events enhances the MPO’s visibility and aids in building interest in various MPO activities.
- Distributing information through various outlets/ mediums and increasing the accessibility of information plays a critical role in increasing the size and diversity of the audience.
- Tracking the effectiveness of various outreach strategies preserves staff time and agency resources.
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