MAY 2017

STRATEGY AND MESSAGING

PRESENTED BY LINDA VELA, ALAMO AREA MPO

DAVD BERLO'S SMCR MODEL OF COMMUNICATION

S

SENDER
Communication Skills
Attitude
Knowledge
Social System
Culture

M

MESSAGE
Content
Elements
Treatment
Structure
Codes

C

CHANNEL
Hearing
Seeing
Touching
Tasting
Feeling

R

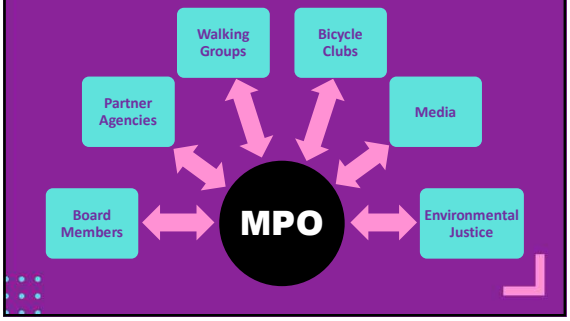
RECEIVER
Communication Skills
Attitude
Knowledge
Social System
Culture

4

KEY STEPS IN STRATEGY DEVELOPMENT

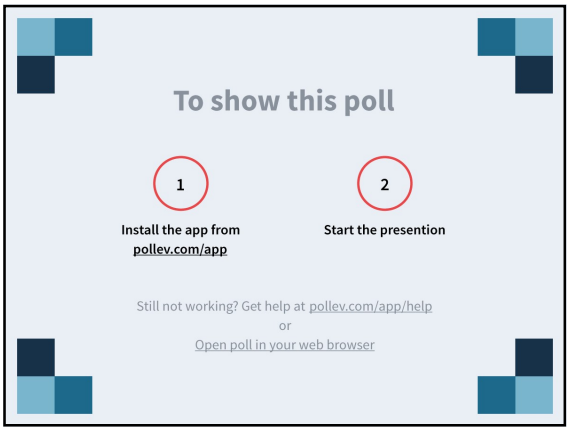
1. WHO ARE WE TRYING TO REACH
2. WHAT DO THEY WANT TO KNOW FROM US
3. WHAT DO WE NEED TO KNOW FROM THEM
4. WHAT IS THE BEST WAY TO EXCHANGE THIS INFORMATION

STAKEHOLDER GROUPS

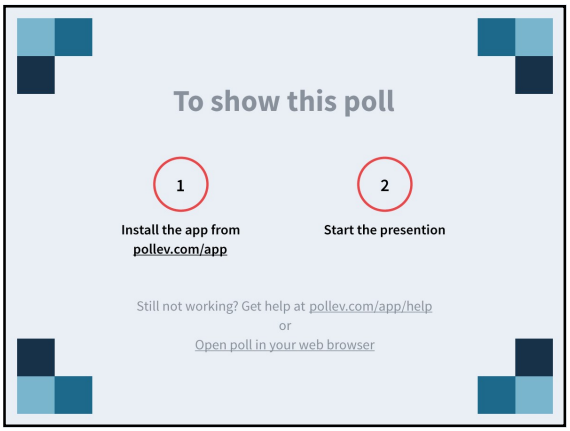


PollEv.com/lindavela893

WHO ARE SOME OTHER MPO STAKEHOLDERS...?



WHAT DOES THIS STAKEHOLDER GROUP NEED TO KNOW FROM US...?


To show this poll
1
Install the app from pollev.com/app
2
Start the presention
Still not working? Get help at pollev.com/app/help
or
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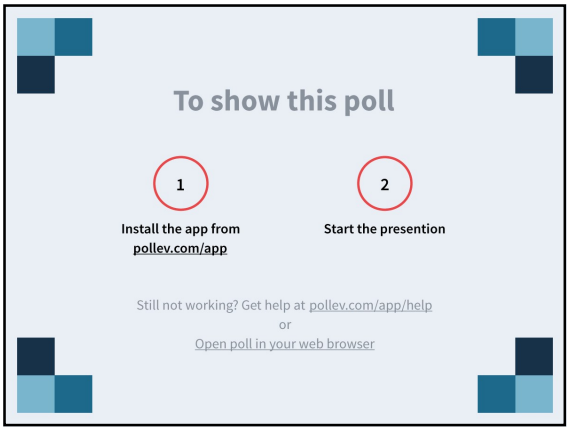
WHAT DO WE NEED TO KNOW FROM THIS STAKEHOLDER GROUP...?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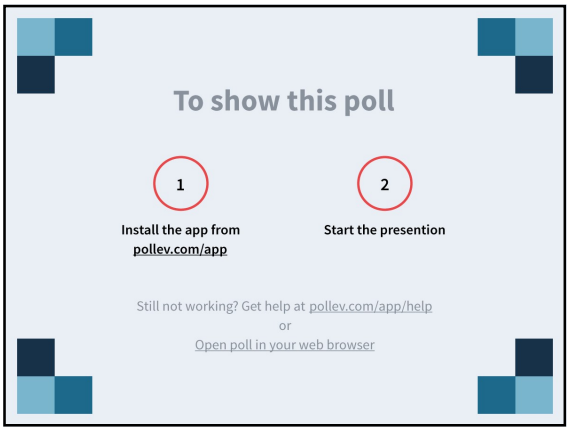
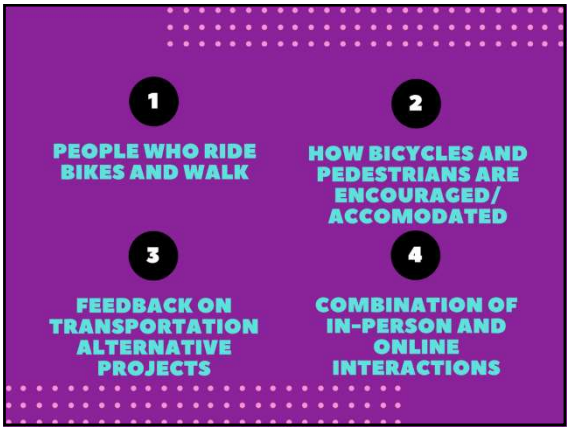
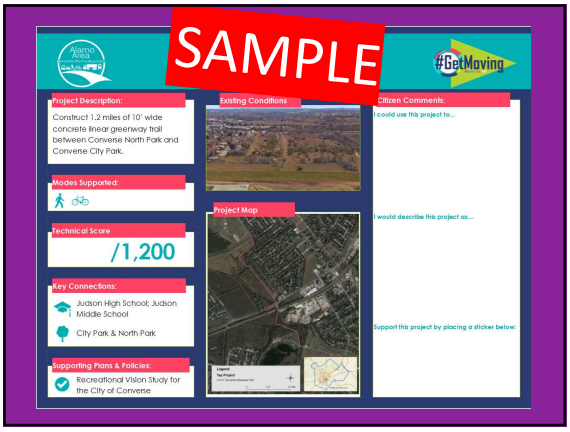
WHAT'S THE BEST WAY TO EXCHANGE INFORMATION WITH THIS GROUP...?

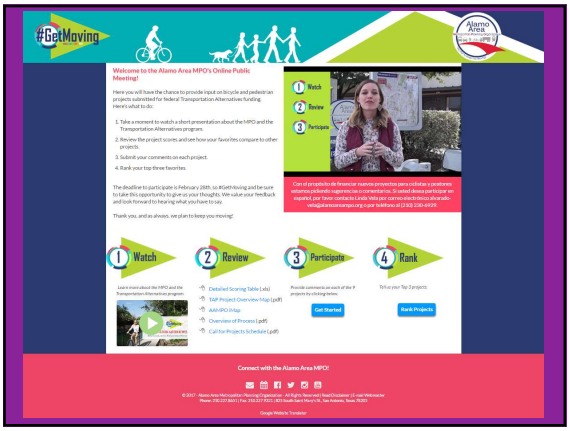


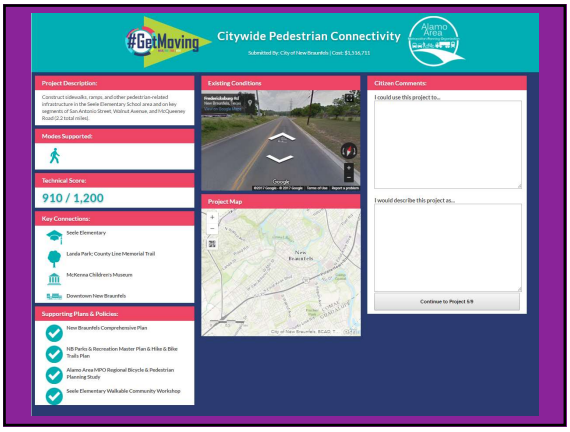
CASE STUDY


1
PEOPLE WHO RIDE BIKES AND WALK
2
HOW BICYCLES AND PEDESTRIANS ARE ENCOURAGED/ ACCOMODATED
3
FEEDBACK ON TRANSPORTATION ALTERNATIVE PROJECTS
4
COMBINATION OF IN-PERSON AND ONLINE INTERACTIONS

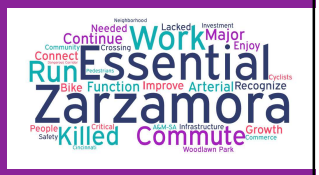
PUBLIC MEETING
Join the MPO's Bicycle and Pedestrian Mobility Advisory Committees for a special evening event.
#GetMoving
Wednesday
February 8, 2017
6:00 PM to 8:00 PM
VIA Metro Center Community Room
1021 San Pedro Avenue
San Antonio, TX 78212
AAMPO
Topics for discussion include:
Transportation Alternatives Projects.
Regional Bicycle & Pedestrian Connections.


SAMPLE
#GetMoving
Project Description:
Construct 1.2 miles of 10' wide concrete linear greenway trail between Converse North Park and Converse City Park.
Modes Supported:
Technical Score
/1,200
Key Connections:
Judson High School; Judson Middle School
City Park & North Park
Supporting Plans & Policies:
Recreational Vision Study for the City of Converse
Existing Conditions
Project Map
Citizen Comments:
I could use this project to...
I would describe this project as...
Support this project by placing a sticker below!


#GetMoving
Welcome to the Alamo Area MPO's Online Public Meeting!
1 Watch
2 Review
3 Participate
4 Rank
Get Started
Rank Projects
Connect with the Alamo Area MPO!


#GetMoving
Citywide Pedestrian Connectivity
Project Description:
Modes Supported:
Technical Score:
910 / 1,200
Key Connections:
Seele Elementary
Linda Park: County Line Memorial Trail
McKenna Children's Museum
Downtown New Braunfels
Supporting Plans & Policies:
New Braunfels Comprehensive Plan
NB Parks & Recreation Master Plan & Hike & Bike Trails Plan
Alamo Area MPO Regional Bicycle & Pedestrian Planning Study
Seele Elementary Walkable Community Workshop
Existing Conditions
Project Map
Citizen Comments:
I could use this project to...
I would describe this project as...
Continue to Project 6/9

WORD CLOUDS

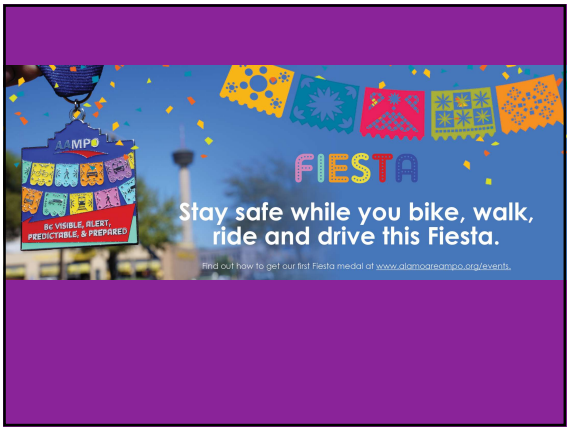


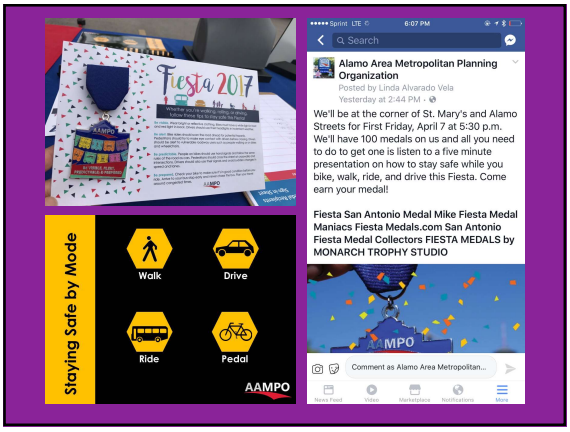
	Public Meeting Raw Ranking			Public Meeting Weighted Score			
	1	2	3	(X*3)	(X*2)	(X*1)	SCORE
Project 1: City of Balcones Heights, Hillcrest/Babcock Intersection Improvements	3	0	5	9	0	5	14
Project 2: City of Converse, Converse Greenway Trail	0	4	3	0	8	3	11
Project 3: City of Kirby, Ackerman Road Sidewalks and Bike Lanes	1	0	7	3	0	7	10
Project 4: City of New Braunfels, Citywide Pedestrian Connectivity	3	10	9	9	20	9	38
Project 5: City of San Antonio, Zarzamora Street Pedestrian Improvements	17	5	9	51	10	9	70
Project 6: City of Schertz, Schertz Pedestrian Routes and Bike Lanes Project	4	7	5	12	14	5	31
Project 7: City of Seguin, Walnut Springs Trail Extension Project	26	10	6	78	20	6	104
Project 8: San Antonio River Authority, Alazan Creek Linear Hike Trail	23	19	11	69	38	11	118
Project 9: San Antonio River Authority, Martinez Creek Linear Hike Trail	4	23	16	12	46	16	74

	Online Public Input Raw Ranking			Online Public Input Weighted Score			
	1	2	3	(X*3)	(X*2)	(X*1)	SCORE
Project 1: City of Balcones Heights, Hillcrest/Babcock Intersection Improvements	80	13	17	240	26	17	283
Project 2: City of Converse, Converse Greenway Trail	15	68	48	45	136	48	229
Project 3: City of Kirby, Ackerman Road Sidewalks and Bike Lanes	22	19	29	66	38	29	133
Project 4: City of New Braunfels, Citywide Pedestrian Connectivity	49	57	42	147	114	42	303
Project 5: City of San Antonio, Zarzamora Street Pedestrian Improvements	37	61	41	111	122	41	274
Project 6: City of Schertz, Schertz Pedestrian Routes and Bike Lanes Project	88	39	35	264	78	35	377
Project 7: City of Seguin, Walnut Springs Trail Extension Project	57	41	46	171	82	46	299
Project 8: San Antonio River Authority, Alazan Creek Linear Hike Trail	23	64	58	69	128	58	255
Project 9: San Antonio River Authority, Martinez Creek Linear Hike Trail	16	25	71	48	50	71	169

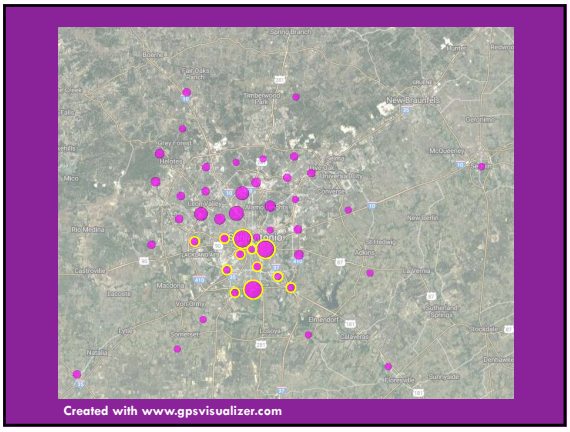
CASE STUDY

1. RESIDENTS
2. HONESTLY, NOT MUCH
3. PROVIDE MULTIMODAL SAFETY EDUCATION
4. A SAFETY OUTREACH CAMPAIGN TIED TO A POPULAR FESTIVAL




Fiesta 2017
Staying Safe by Mode
Walk
Drive
Ride
Pedal
AAMPO
Alamo Area Metropolitan Planning Organization
Posted by Linda Alvarado Vela
Yesterday at 2:44 PM
We'll be at the corner of St. Mary's and Alamo Streets for First Friday, April 7 at 5:30 p.m. We'll have 100 medals on us and all you need to do to get one is listen to a five minute presentation on how to stay safe while you bike, walk, ride, and drive this Fiesta. Come earn your medal!
Fiesta San Antonio Medal Mike Fiesta Medal Maniacs Fiesta Medals.com San Antonio Fiesta Medal Collectors FIESTA MEDALS by MONARCH TROPHY STUDIO
MPO
Comment as Alamo Area Metropolitan...

MPO
BE VISIBLE, ALERT, PREDICTABLE, & PREPARED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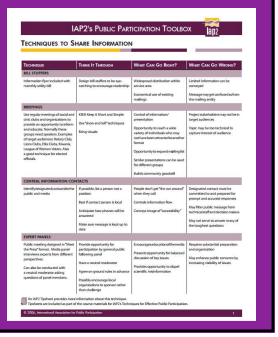
TOOLKIT

- International Association of Public Participation Training and Toolbox
- Institute for Participatory Management and Planning Training on Informed Consent



IAP2's Public Participation Toolbox

Techniques to Share Information

Technique	Tweak It Technique	When Can Go Right?	When Can Go Wrong?
MAIL STUFFERS			
Information flyer included with monthly utility bill	Design bill stuffers to be eye-catching to encourage readership	Widespread distribution within service area Economical use of existing mailings	Limited information can be conveyed Message can get confused within the mailing entity
MEETINGS			
Use regular meetings of social and civic clubs, neighborhood groups, citywide or department/city/district architecture. Normally these meetings are for the benefit of target audiences. Kiwanis Club, Lions Clubs, Elks Clubs, Kiwanis, League of Women Voters, Pals - a good technique for elected officials.	KISS: Keep It Short and Simple Use "Praise and Gripe" technique Bring visuals.	Consist of information/presentation Opportunity to vault a wide audience quickly and to do so with an event where attending is another format Opportunity to expand mailing list Similar presentations can be used for different groups Builds community goodwill	Project stakeholders may not be in target audiences. Topic may be too technical to capture interest of audience
CENTRAL INFORMATION CONTACTS			
Identifying key persons/communities/the public and media	If possible, be a person not a position Real: If contact person is local Ambiguate how phones will be answered Make sure message is kept up to date	People don't get "the run around" when they call Controls information flow Conveys image of "accessibility"	Designated contact must be committed to local, prepared for prompt and accurate responses May filter public message from techs to staff and decision makers May not serve to answer many of the toughest questions
EXPERT PANELS			
Public meeting designed to "Meet the Press" format. Media panel interviews experts from different perspectives. Can also be conducted with stakeholder groups to field questions of panel members.	Provide opportunity for participation by general public following panel Have a neutral moderator Hymn-in ground rules in advance Possibly encourage input regarding agency sponsor rather than challenge	Encourages media attention/Promotes Presents opportunity for balanced discussion of key issues Provides opportunity to dispel scientific misinformation	Requires substantial preparation and organization May enhance public concerns by increasing visibility of issues

See IAP2 Toolkit provides more information about this technique.
Toolkits are included as part of the course materials for IAP2's Techniques for Effective Public Participation.

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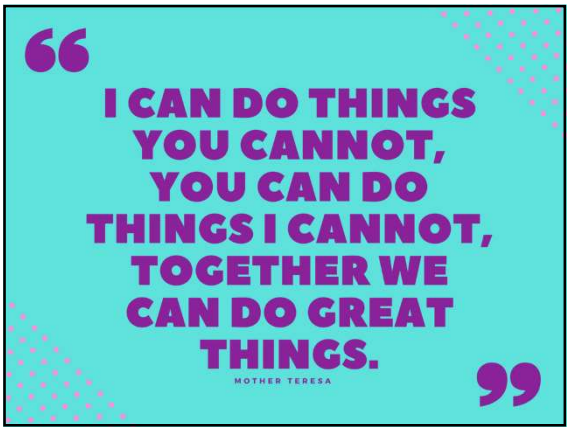

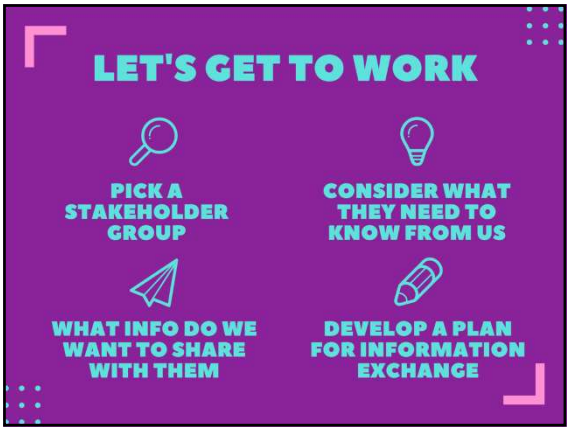

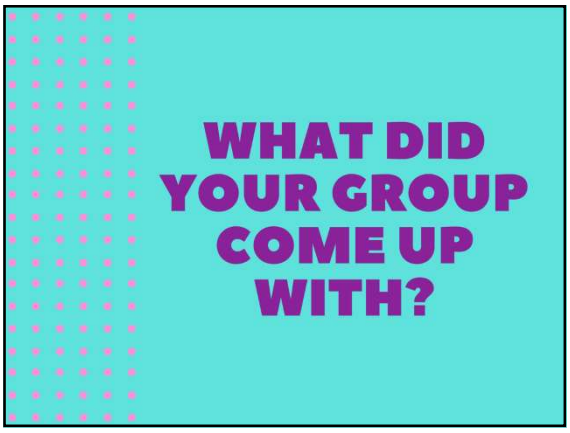
WHAT DID YOUR GROUP COME UP WITH?

THANKS
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