Memphis MPO Public Outreach
Beyond Newspaper Advertisements

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Memphis MPO
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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

1. **How did you hear about the Bike/Ped Meeting this evening?**
   - Word of Mouth, 20%
   - TV/News, 0%
   - Social Media, 7%
   - MPO Website/Calendar, 0%
   - Memphis MPO Newsletter, 5%
   - Local Newspaper, 25%
   - Poster/Flyer, 2%

2. **In general, how do you tend to hear about news and events in your community?**
   - E-mail, 41%
   - Website/Social Media, 20%
   - Local Government, 11%
   - Neighborhood Association, 7%
   - Place of Worship, 2%
   - Community Groups/Organizations, 7%
   - Local Newspaper, 24%
   - Television, 17%

3. **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%
   - Written information online for review and/or download in advance, 43%
   - Live presentation at meeting or workshop, 17%
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 process 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 monitored recorded data regarding participation that can now be used to evaluate and display the result of MPO activities.

2015 Annual Outreach Report

The Annual Outreach Report outlines recent efforts of the MPO to cover 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 monitored recorded data regarding participation that can now be used to evaluate and display the results of MPO activities.

2016 Annual Outreach Report

The Annual Outreach Report outlines recent efforts of the MPO to cover 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 2016, the MPO staff has monitored recorded data regarding participation that can now be used to evaluate and display the results of MPO activities.

The Memphis MPO staff conducted online surveys at the Union MTA station to gather information on riders’ preferences on bus stop design elements. This purpose of the bus stop survey was to help the transportation process to provide a reliable and convenient environment for riders’ experience.
Annual Outreach Report

296%↑
Increase in MPO Facebook page during 2014.

182%
Increase in visits to the Memphis MPO website in 2014.

700+
EVENT ATTENDEES
EIGHT
FOUR
Local School Visits

15
Bus Advertisements
1331
MPO Video Views
5300+
Public Meeting postcards mailed to Public

MPD
5 4,012
Visits
45,812
MPD Media Appearances
Jan. 1st
10,412
Dec. 31st
2,112
MPD Social Media

200+
Comments (Online Map)
7000+
Postcards mailed
50+
Small Gift Giveaways

4
MPD Media Features

MPD Outreach Efforts in 2014

19,182
FY 2017-20 TIP Outreach

13
Community Input Opportunities

28.7%
Non-Industry Visits

20.1%
Click visits for Contact/Contact email

2
Professional Conferences
1
Published Press Releases
1
Newspaper Features

24
Individuals
21,800
Total Contacts

Email open rate in 2015; higher than industry peers

RTP Participation Efforts in 2015

35+
ENGAGEMENT EVENTS
2100+
Total Contacts

MPO Outreach Efforts in 2014
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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