

TELLING THE MPO STORY

Why and how to use the web to tell your story

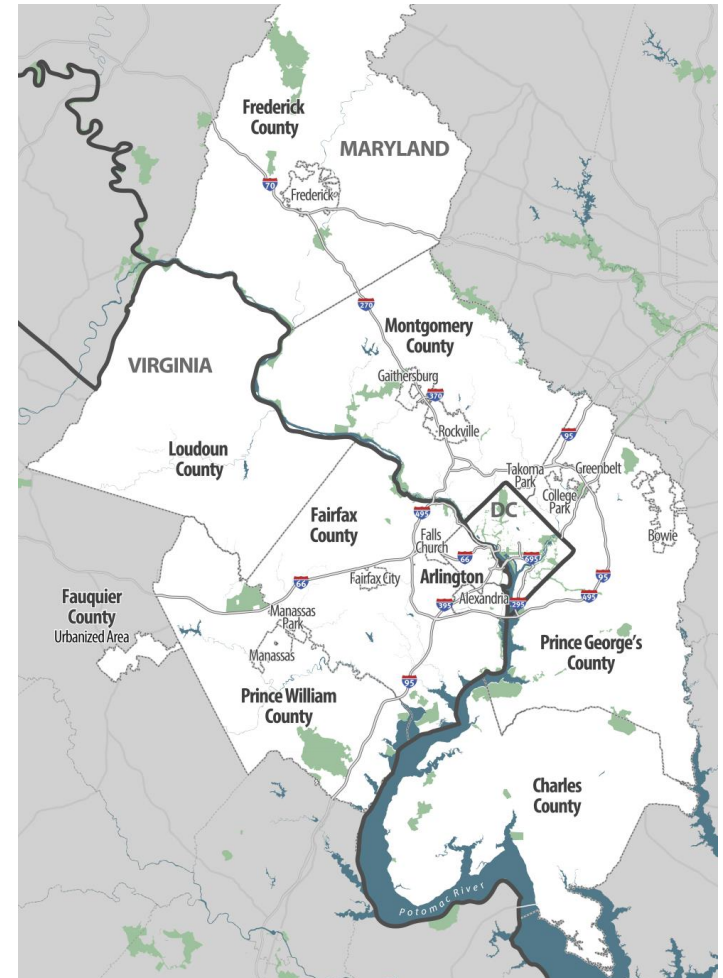
Ben Hampton and Abigail Zenner
TPB Communications Team

2017 AMPO Annual Conference
Public Involvement (Part 2)
October 18, 2017



About the TPB

- MPO for the National Capital Region
- 3 states, 23 member jurisdictions
- 3,500+ square miles
- 5.5 million people, 3.2 million jobs
- Multimodal system



Using the web to tell your story

Why is it so important to tell your own story, and to do it using the web? *Because...*

- You can tell it best
- The internet is where people are
- It's easy and inexpensive—sort of
- You can cultivate your network and champions



What we challenge ourselves to do

- 1** Create clear, compelling content that non-experts can understand
- 2** Get that content in front of more (of the right) people more often



How to be clear and compelling?

What makes a good story, blog post, content?

1. News
2. Message
3. Accessibility



**2 out of 3
isn't enough**

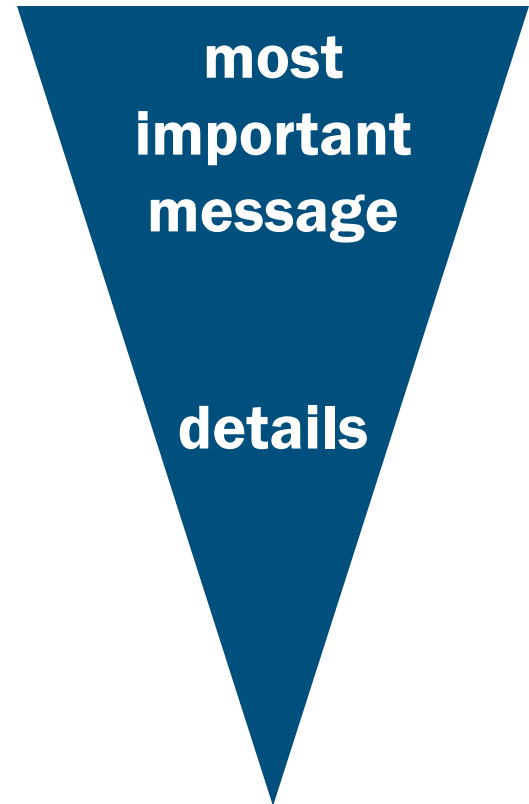
*...and they get
progressively harder*



How to be clear and compelling?

Put the most important info first.

More specific details and less important points come later.



How to be clear and compelling?

Most blog posts only need 2 sentences to sum them up.

One sentence to explain what it is, and a 2nd to set context.

New federal performance rules for MPOs, explained

Posted by TPB NEWS on FEBRUARY 21, 2017

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New federal performance measurement requirements for metropolitan planning organizations (MPOs) like the TPB mean new data and evaluation will provide additional ways to assess the transportation system's performance.

The last two federal surface transportation laws, MAP-21 and the FAST Act, included provisions requiring the U.S. Department of Transportation (USDOT) to craft new rules for state departments of transportation and MPOs to collect data and set targets to support performance based decision-making. These new rules were published January 18, 2017.

These new Performance-Based Planning and Programming rules require states and MPOs to measure, forecast, and set targets to address issues like road safety, bridge condition, the condition of buses and train cars, and many other measures to ensure that states, transit agencies, and MPOs are making and carrying out plans to meet important national goals.

The new federal performance measures fall into three main categories—safety, maintenance, and performance. Safety may be the most self-explanatory. These measures track highway and transit deaths and injuries and include transit incidents like fires or crashes. Maintenance measures look at the age of transit fleets or the condition of roads and bridges. System performance measures look at highway congestion and reliability, freight movement and economic vitality, and environmental sustainability including air quality.



How to be clear and compelling?

**ALWAYS USE
SIMPLE
LANGUAGE**



How to be clear and compelling?

~~JARGON~~

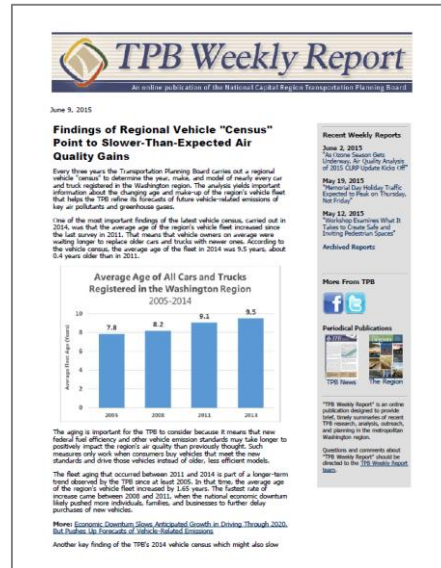
- Stakeholders– who are they?
- Improvements– what kind?
- AVs– audio visual?
- TNCs– what the heck is a Transportation Network Company?


EXPLAIN WHAT YOU MEAN!

- Residents, people who live near a project....
- Explain: adding a new sidewalk, adding lanes, repaving, planting trees, fixing broken pavement....
- Autonomous, driverless, self-driving– vehicles
- App based ride-hailing companies like Uber or Lyft. Avoid calling it “sharing.”




Getting content in front of people





National Capital Region
Transportation Planning Board

TPB NEWS
News and updates from the region's MPO



ONCE-IN-A-DECADE REGIONAL TRAVEL SURVEY KICKS OFF

The TPB's survey of 15,000 randomly selected households will paint a detailed picture of the daily travel patterns of people in all parts of the region.

[READ MORE >](#)

More News

Bike and ped funding, Visualize 2045, and urban freight coming up at the Oct. 18 TPB meeting

GET THE PREVIEW

We're heading to Savannah for the AMPO Annual Conference!

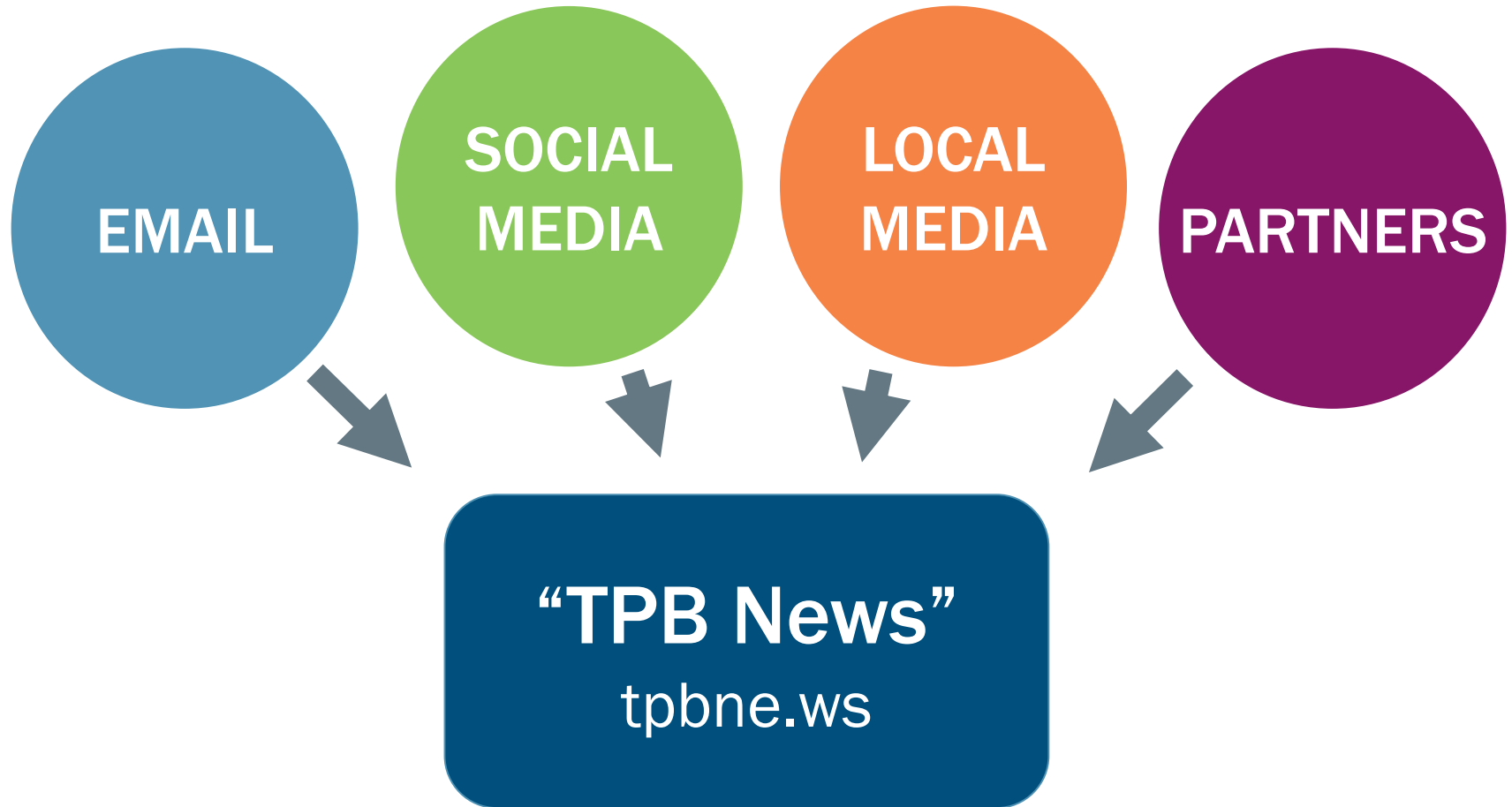
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Print-Only → E-Publication

“TPB News”



Getting content in front of people



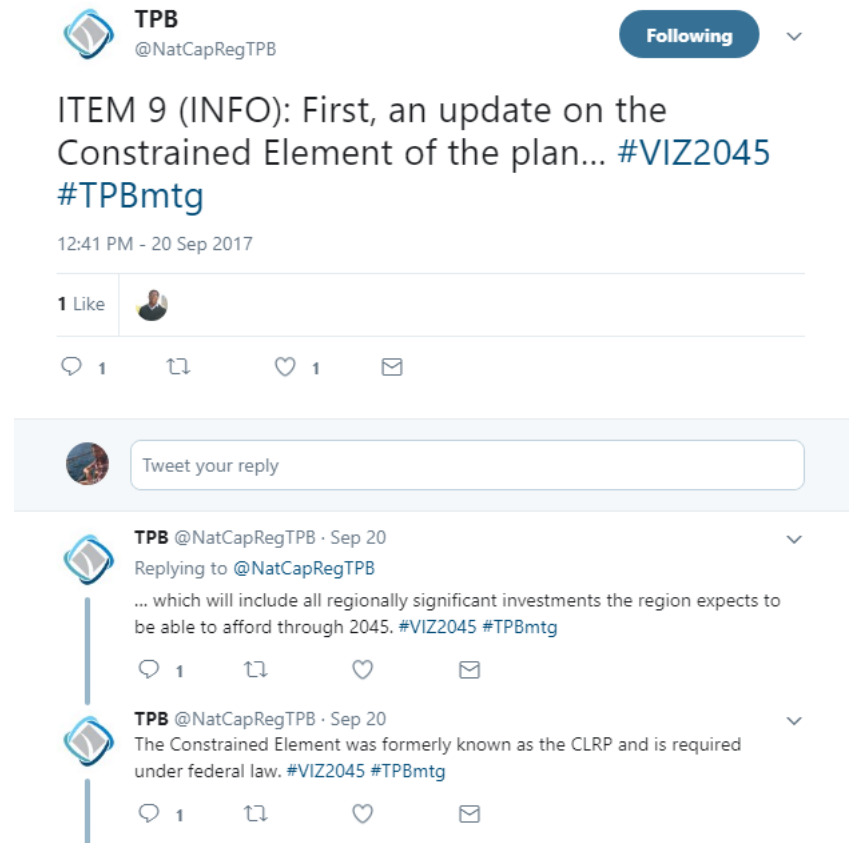
Getting content in front of people

Example: “Live-tweeting” Monthly MPO meetings

- Meetings are in the middle of the workday
- News happens
- Packed news cycle

#TPBmtg

mwcog.org/TPBmtg



The screenshot shows a Twitter thread. The top tweet is from TPB (@NatCapRegTPB), posted on Sep 20, 2017, at 12:41 PM. The text of the tweet is: "ITEM 9 (INFO): First, an update on the Constrained Element of the plan... #VIZ2045 #TPBmtg". It has 1 like. Below the tweet is a reply box with the placeholder text "Tweet your reply". The first reply is from TPB (@NatCapRegTPB) on Sep 20, replying to @NatCapRegTPB. The text of the reply is: "... which will include all regionally significant investments the region expects to be able to afford through 2045. #VIZ2045 #TPBmtg". The second reply is also from TPB (@NatCapRegTPB) on Sep 20, with the text: "The Constrained Element was formerly known as the CLRP and is required under federal law. #VIZ2045 #TPBmtg".



Getting content in front of people

Example: Record-breaking Visualize 2045 response

- MetroQuest public input survey
- 6,215 survey responses!
- Web + social + email integrated approach
- Network activation



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