TELLING THE MPO STORY

Why and how to use the web to tell your story

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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.
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

Print-Only  ➔  E-Publication  ➔  “TPB News”
Getting content in front of people

EMAIL  SOCIAL MEDIA  LOCAL MEDIA  PARTNERS

“TPB News”
tpbne.ws
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

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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