Houston - Galveston MPO
Meagan Coughlin, APR
Regional Collaboration • Transportation Planning • Multimodal Mobility
Hello from Houston!
Today’s Topics

- MPO Public Outreach Team
  - How are we structured?
  - What do we do?
  - Challenges (and solutions!) of branding an MPO
Houston - Galveston Area Council

- Council of Governments, Board of Directors
  - 13 counties, 107 cities, 11 school districts, 7 million people

- Community & Environmental Planning, Data Services, Human Services, Public Services, Transportation

- Workforce Solutions, Area on Aging, Homeland Security
MPO Snapshot

- 8-County Area of 6.8 Million People
- Policy Guidance by the Transportation Policy Council
- Eight Program Areas in Transportation
- Texas Department of Transportation
Regional Snapshot

7,612 Square Miles
TdOT District and County Statistics FY 2017

67,922 Roadway Lane Miles
TdOT Roadway Inventory Reports 2016

4,397 Transit System Miles
H-GAC 2017 (model estimates)

1,000 Miles of Freight Rail Lines
H-GAC Regional Goods Movement Plan 2013

4 Sea Ports
319 Million Short Tons
U.S. Army Corps of Engineers 2016

179 Million Miles Driven Daily
TdOT 2017 (estimate)

88 Million Transit Passenger Boardings
Regional Transit Agencies 2017

5.5 Million Registered Vehicles
TdOT District and County Statistics FY 2017

2 Airports
54 Million Passengers
Houston Airport System FY 2017

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Public Outreach Program (Today)

**PROGRAM MANAGER**
(strategic planning, budget management, staff management, project management, transportation industry, networking)

**Principal Outreach Coordinator**
(website design, graphic design, data resources and maps, reports and publications, video)

**Outreach Specialist**
(website, graphics, image library, event log and public outreach queue, inventory management)

**Outreach Coordinator**
(TPC, newsletter, brown bag lunch series, PPP, legal notices)

**Outreach Coordinator**
(public involvement, publicity plans, RTP, transportation studies, grassroots)

**Outreach Coordinator**
(external relationships, public education, community relations, presentations)

**Outreach Coordinator**
(campaign management, content, communication plans, MPO messaging, digital and social media)

**Principal Outreach Coordinator**
(Commute Solutions program, ACT, environmental justice outreach, contracts and grants)

**Outreach Coordinator**
(Commute Solutions, employer outreach, ridesharing platform, consultant management)

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Public Outreach Program

(Future)

- Add Two Additional Staff for Commute Solutions
- Robust Internship Program (the future of transportation!)
- Build the Capacity to Be Self-Reliant (in-house)
- Contract Management Sourced to Finance
- Multi-Cultural, Diversity
- AmeriCorps Vista
- Governmental Affairs
# What Do We Do?

## Public Outreach / Engagement
- Transportation planning education and awareness
- Grassroots outreach
- Outreach for transportation plans, projects, studies and all MPO core components
- Community relations and networking
- Presentations and speaking engagements
- Events (attending and hosting)
- Brown bag lunch series
- Public meetings (coordination, reporting, publicity plans, legal notices, etc.)
- Public Participation Plan
- Environmental justice outreach
- List management and growth (CRM – engagement)
- Relationships and partnerships

## Digital
- Social media
- Digital advertising
- E-Mail marketing
- Photography
- Website
- Blogging
- E-newsletter
- Graphic design
- Video
- Image Library
- Maps

## Commute Solutions
- Travel demand management
- Employer outreach
- Transportation outreach
- Commuter outreach

## Communication / Public Relations
- MPO branding, messaging, identity
- Media relations
- Research, surveys, analyzing
- Writing, editing, content, copy
- Reports, publications, fact sheets, flyers, brochures
- Communication plans
- Campaign development, implementation, management, evaluation

## Public Outreach Support
- Transportation Policy Council
- Spanish translations
- Proofreading

# HGACmpo
MPO Branding

- Challenges
- Solutions
- Examples

Who am I?
Examples

2045 Regional Transportation Plan
Moving Our Region Into Tomorrow

What’s Next

We recently concluded our first round of public meetings and we will hold another round of meetings in early 2019 to present a draft of the 2045 RTP. In the meantime, public comments are always welcomed and encouraged.

HOVAC staff proposes to announce the 2019 Call for Projects beginning July 2, 2018, and the application period for this call will be open until August 31, 2018.

A summary of general rules, project application information, and estimated available funding from FY 2019 to FY 2028 can be found here.

Learn about the Call for Projects

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Get Connected!  #HGACmppo

MAY IS BIKE MONTH

2045 RTP
REGIONAL TRANSPORTATION PLAN

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Accredited public relations professional dedicated to public service
Questions?