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# AMPO Public Involvement Working Group Meeting

June 11, 2018 at 2pm eastern time

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## Agenda

- Welcome and Announcements
  - 2018 AMPO Awards Nomination Period is Open Until June 29, 2018
- Future Webinar Topics Survey
- Next Steps
- Presentation by the Houston Galveston Area Council

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## Welcome and Announcements

- *2018 AMPO Awards Nomination Period is Open Until June 29, 2018*
  - Outstanding Overall Achievement for a TMA MPO
  - Outstanding Overall Achievement for a non-TMA MPO
  - **Excellence in MPO Coordination & Partnership**
  - Outstanding Elected Official Leadership
  - Excellence in MPO Staff Achievement
  - The Ronald F. Kirby Lifetime Achievement Award

<http://www.ampo.org/news-events/2018-ampo-annual-conference-call-for-awards/>

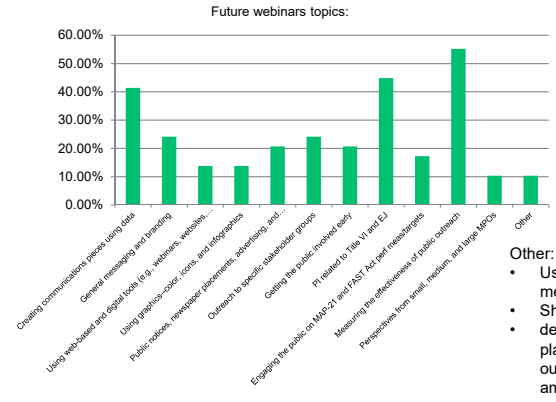
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## Future Webinar Topics Survey

- Thank you for completing the survey and to those who volunteered to present

Future webinars topics:



Topic	Percentage
Challenging communications policies using data	40.00%
General messaging and branding	25.00%
Using web-based and digital tools (e.g., webinars, websites,...	15.00%
Using graphics-rich icons and infographics	15.00%
Public notices, newspaper placements, advertising, and...	20.00%
Outreach to specific stakeholder groups	25.00%
Getting the public involved early	20.00%
PI related to Title V and EU	45.00%
Measuring the effectiveness of public outreach	55.00%
Outreach to small, medium and large MPOs	10.00%
Other:	10.00%

**Other:**

- Using innovative methods (e.g., pop up meetings or booths)
- Sharing non-traditional MPO initiatives
- developing strategic communication plans and timing associated with outreach for plan/program updates and amendments

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## Future Webinar Topics Survey

- Stakeholder groups
  - Underserved in multi-county area
  - EJ communities (2)
  - Low income communities (3)
  - African American communities
  - Hispanic communities (2)
  - Disabled adults
  - Minority populations (3)
  - Limited English Proficient
  - Homeless
  - Non-transit riders
  - Freight
  - Pedestrians
  - Businesses (2)
  - Land owners
  - First responders
  - Public health
  - Elected officials (2)
  - Municipal volunteers
  - Seniors
  - Parents of school aged children
  - Millennials
  - Working people under 40
  - College student (2)
  - Children/youth (2)
  - People who don't attend traditional public meetings
  - General public (2)

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## Next Steps

- Next meeting: September 10, 2018, 2pm eastern
- Please continue to send resources for our website and YouTube Channel, and also suggestions for webinar presentations/topics.

<http://www.ampo.org/resources-publications/ampo-work-groups/public-involvement-working-group-2/>  
<http://www.ampo.org/resources-publications/ampo-work-groups/public-involvement-working-group-2/resources/>

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## Presentation





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### Houston Galveston Area Council

How is the public outreach program structured at your Metropolitan Planning Organization (MPO)? What challenges do you face in branding and messaging your MPO to your target audiences? H-GAC Public Outreach Manager, Meagan Coughlin, will share her experiences in restructuring the public outreach program at the Houston-Galveston MPO along with the challenges the team faces in branding an MPO, especially as part of a council of governments. New to the transportation industry, Meagan's perspective will contribute a new way to look at what we do at our MPO's, offer up solutions, and answer questions about public outreach programming.

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## Presentation

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### Houston Galveston Area Council

- Mississippi native **Meagan Coughlin** joined the Houston-Galveston Area Council as the Public Outreach Manager for the transportation department in March 2017. Prior to arriving in Houston, she worked as the Director of International Communications and Protocol for Mississippi State University's (MSU) International Institute. Meagan is an MSU graduate with an arts and sciences degree in communication with an emphasis in public relations and earned her Accreditation in Public Relations (APR) in 2015. At H-GAC, Meagan leads the public outreach team in engaging the public and key stakeholders in the transportation planning process for an MPO eight-county service area of 6.8 million people.



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## Thank you

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- Linda Alvarado-Vela, Alamo Area Metropolitan Planning Organization
- Melissa Roberts, Atlanta Regional Commission
- Chris Ryan, Broward Metropolitan Planning Organization
- Amanda Wilson, North Central Texas Council of Governments

### AMPO Contacts:

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