How millennials got their groove back
...in the transportation planning process

PRESENTED BY CORINNE TUCKER, SARASOTA/MANATEE MPO
To develop a future plan, through cooperation with our member governments and the general public for a safe, efficient, financially feasible, environmentally sensitive, regional, integrated multimodal transportation system that supports sustainable, livable communities and economic development.

Sarasota/Manatee MPO
THE REGION
SARASOTA/MANATEE

Southwest Florida
800,000 People
Coastal Communities
Urban
Suburban
Rural
THE REGION

AGING

- Sarasota/Manatee is aging.
- 67% of the region is 45 or older.
- 1 out of 3 people is 65 or older.

Pie Chart:

- 65+ 35.5%
- 45-64 31.6%
- 15-44 32.8%
45% of respondents from the general population do not commute compared to 8% of respondents under the age of 45.
THE DIRECTIVE STRATEGIC INITIATIVE

Target Young Professionals
Transform 2045 is a community activation group under the age of 45 with a passion for transportation development that will gather, engage, discuss, survey and provide feedback on our community’s transportation model for tomorrow.
Partner
We partnered with a local public relations company called atLarge to create Transform 2045.

Outreach
The group was formed via recommendations from committee and MPO Board members, stakeholders, Manatee Chamber of Commerce, Sarasota Chamber of Commerce, Manasota Black Chamber of Commerce, and other regional partners.

Publicize
Press releases, social media, blogs, TV interviews, and more.
March 20, 2019: Duffy's
April 23, 2019: Motorworks
May 23, 2019: Oak & Stone
June 25, 2019: Gecko's
July 23, 2019: Anna Maria Oyster Bar
August 22, 2019: EOC & RTMC
September 23, 2019: Oak & Stone
PLANNING FACTORS THEMES

May
Ger to know you MPO. Think like a region. Regional Transportation Trivia.

June
Technology in Transportation Technology and Autonomy. Commute Connector and iRide.

July

August

September
The Roads You Avoid
High Crash Locations
Members were given three dots to place on roads they avoid, for whatever reason. After, the crash hot spot layer was flipped over the map to show the similarities.

NOAA Interactive Map
Sea Level Rise
Members typed in their address to find out how they will be impacted by sea-level rise in 5- and 10- years.

The Money Game
Transportation Investments
Members were given $100 MPO Bucks in $10 increments. They reviewed the transportation planning factors and invest their money in what mattered most to them.
Neighborhoods
Equity | Livability
"The Region" Trivia

OAK & STONE
Technology in Transportation - Gecko's on Hillview

Commuter Services, gave an exclusive "sneak peak" on their new app that was about to go live.

Gotcha
iRide, a local micro-transit company, shared how members can call for a ride through their app. Members were given 3 free rides.

Improve Commuting
Members brainstormed ideas and strategies to make commuting appealing to the millennial generation.
Guest Speaker
Mayor Groover Bryant, MPO Vice-Chair, shared information about Palmetto's living sea-wall and other upcoming environmental projects.

Planning Activity
Members were separated into three groups. Each person received a role (local agency, environmentalist, and developer) and a lot.

Report Out
Each group presented their lot and Mayor Groover Bryant chose a winner. Winners received macarons that were donated from Macaronage.
EMERGENCY OPERATIONS CENTER
Safety and Security EOC & RTMC Tour
MODELING
Members got a firsthand look into the ins-and-outs of modeling. What is a model, what data goes into a model, and why it is important for the LRTP.

VISIONING
Members were asked to share their thoughts on where we are now and where we want to go, as a region.
Ruben Ferrer
A beautiful place to live in when you own a car!

Simone Peterson
• A great place to grow up
• ON THE COME UP! ^
• A place with a great future because of the people stepping up to make it a better place for everyone!

Cate McLean
OPPORTUNITY
WHERE WE WANT TO GO

Transform Tomorrow
“IF YOU WANT TO GO QUICKLY, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER.”

– African Proverb.
EVENT SURVEY
YOU CAN SHAPE TRANSFORM 2045 EVENTS

73% decided to attend an event because of the location.

58% wanted to meet more elected officials.

50% wanted to have more networking opportunities.

58% said they would attend an event during a workday.

58% said Monday would be the best day to attend an event on a typical workday.
### Program Pivot

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<th>Brainstorm</th>
<th>Invitation</th>
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| • What are they telling us  
• How can we adapt the program  
• What matters to them        | An official invitation, signed by the MPO Chair and Vice-Chair, was sent to Transform 2045 members to serve as an advisor to the MPO Governing Board for the duration of the Long Range Transportation Plan. | Should they choose to accept, their attendance was required for the remaining three LRTP events. These events gathered elected officials, technical professionals, and members of the community.                                                                 | Employer letters were sent with the invitation. This provided members the opportunity to show their employer they are being recognized for their leading voice in shaping the 2045 Long Range Transportation Plan. |