



2016 Annual Outreach Report

The Annual Outreach Report outlines recent efforts of the MPO is covered in the Public Participation Plan. This report will describe the Memphis MPO's public participation process and engagement techniques captured at a glance through the past year. This summary provides a meaningful look at participation activities, which the MPO staff has implemented over the past year. Consistently throughout 2016, the Memphis MPO staff has monthly recorded data regarding participation that can now be used to evaluate and display the reach of MPO activities.

2016 brought new opportunities for citizen interaction along with regular fixtures like the Transportation Improvement Program (TIP). The development of the new FY 2017-20 TIP spurred a cooperative effort with local members to organize region-wide short term investment priorities to formulate a strong plan. The Memphis MPO aimed to include meaningful opportunities to share and educate the local communities of investment decisions. After community and regional scaled meetings and reviews from state and federal partners the TIP is complete and has received all necessary approvals. The final document in its entirety can be found on the Memphis MPO website at www.memphismpo.gov.

The MPO staff conducted in person surveys at the Uptown MATA station to gather information on riders' preferences on Bus Stop Design elements. The purpose of the Bus Stop Design Guidelines is to help the prioritization process to provide comfortable and convenience environment for the rider's experience.

BUS STOP DESIGN SURVEY



47%

Percent of surveyed riders who ride MATA at least twice a week

66%

Percent of riders whom aware of the MATA's Transloc Rider app



Indicated as most important MATA bus features:

- Lighting
- Clear Signage
- Convenient Location

Most popular MATA bus routes:

- Poplar Ave.
- Madison Ave.
- (Tied) Crosstown/Walnut Grove Ave.

Top age group of MATA riders surveyed:

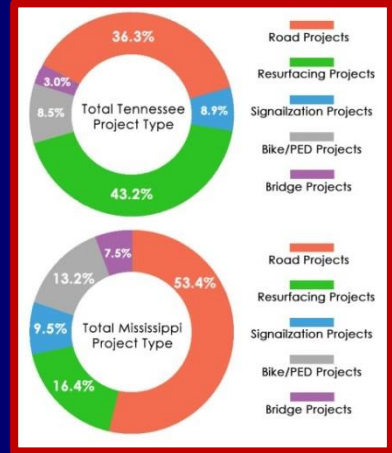
- Ages: 36 to 64
- Ages: 19 to 35
- Ages: 65 or over

FY 2017-20 TIP Outreach

Community Input Opportunities

Days of Document Review

19 182



Surface Transportation Block Group (STBG) Projects by Project Types

MPO Media Appearances



20.1%

*4-8% industry standard

Click rate for Constant Contact® emails

*Click Rate - Percentage of emails where a hyperlink was clicked

28.7%

*20-30% industry standard

Open rate for Constant Contact® emails

*Open Rate - Percentage of emails opened by receivers

Engagement Events

24

21,800

of Constant Contact® emails sent



Website Hits

Year: 2015

32,356

Year: 2016

249,472

Website Visitors

Year: 2015

20,141

Year: 2016

28,756

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Questions?

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