

PUBLIC OUTREACH

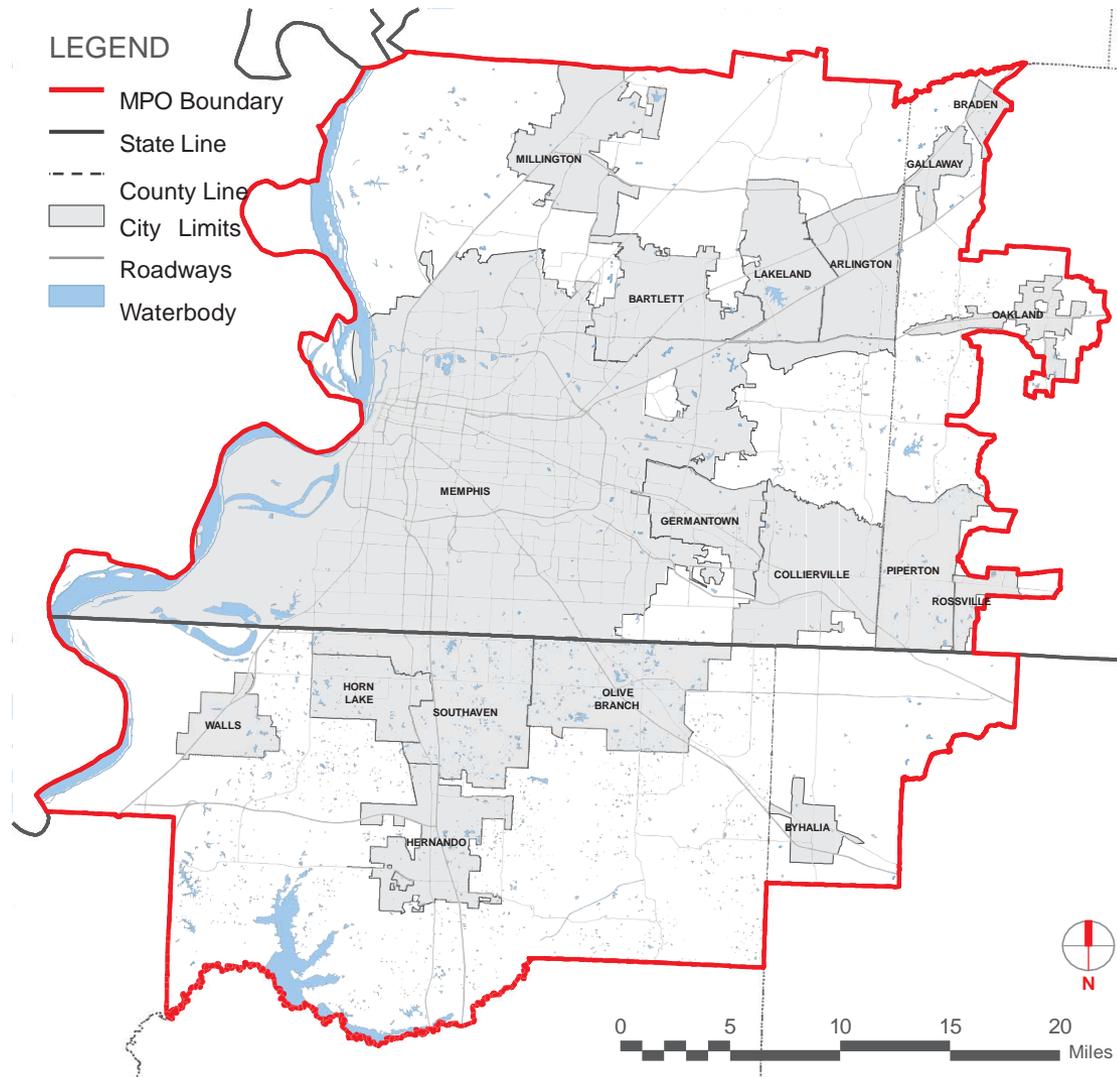
GENERAL STRATEGIES, PROJECT-SPECIFIC ACTIVITIES, & TRACKING

TN MPO PLANNING CONFERENCE
JUNE 7-9, 2017
MEMPHIS, TN



BACKGROUND

WHO WE ARE



18 Municipalities
4 Counties:

- DeSoto
- Fayette
- Marshall
- Shelby

2 States:

- Mississippi
- Tennessee

Population: 1.1 Million

- White: 45.7%
- Black: 47.6%
- Asian: 2.3%
- Hispanic/Latino: 5.7%

2014 PUBLIC PARTICIPATION PLAN

Process:

- Presentations at Bicycle & Pedestrian Plan Meetings
- Survey Activity about best outreach methods
- Dedicated Comment Cards on 2011 PPP
- Email Notices to public/stakeholders
- Hard Copies of 2011 PPP at MPO Meetings

Recommendations:

- Outreach Tracking
- Annual Outreach Report

PUBLIC PARTICIPATION PLAN

OF THE MEMPHIS URBAN AREA
METROPOLITAN PLANNING ORGANIZATION
(plan de participación pública de la organización de planificación
metropolitana zona urbana Memphis)



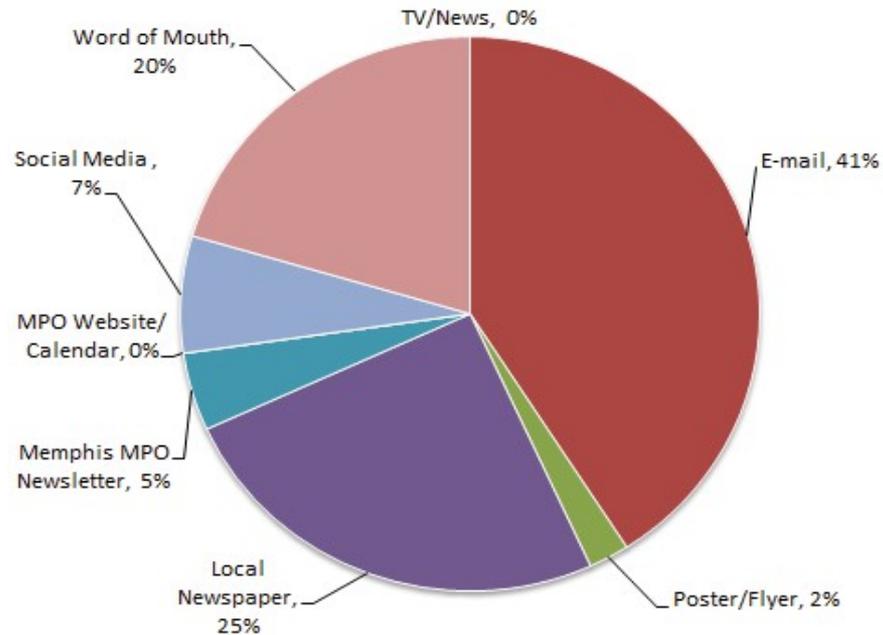
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 **Memphis MPO**
METROPOLITAN PLANNING ORGANIZATION
Strengthening Regional Transportation

2014 PUBLIC PARTICIPATION PLAN

Public Involvement Survey Results:

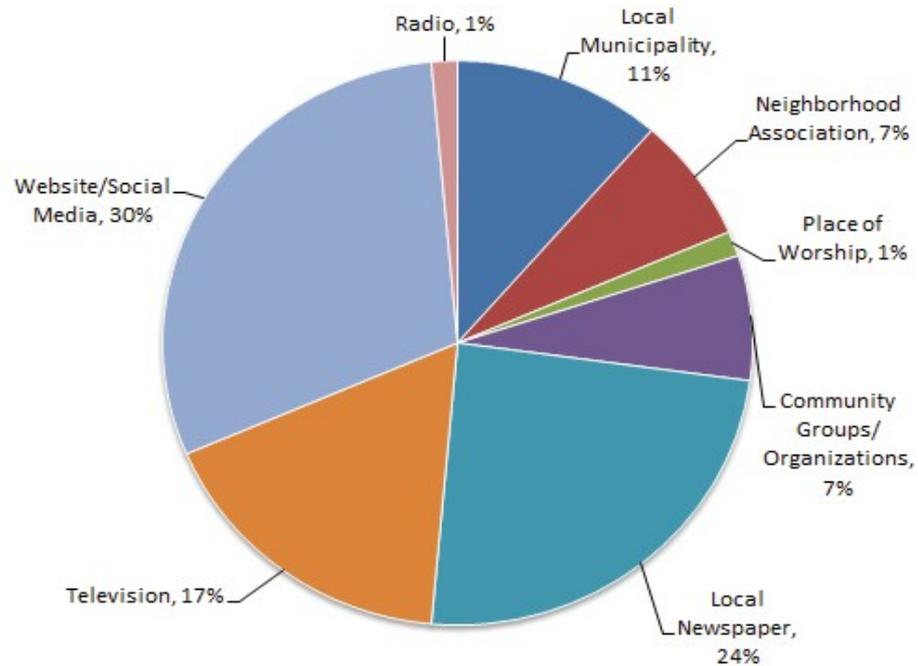
How did you hear about the Bike/Ped Meeting this Evening?



2014 PUBLIC PARTICIPATION PLAN

Public Involvement Survey Results:

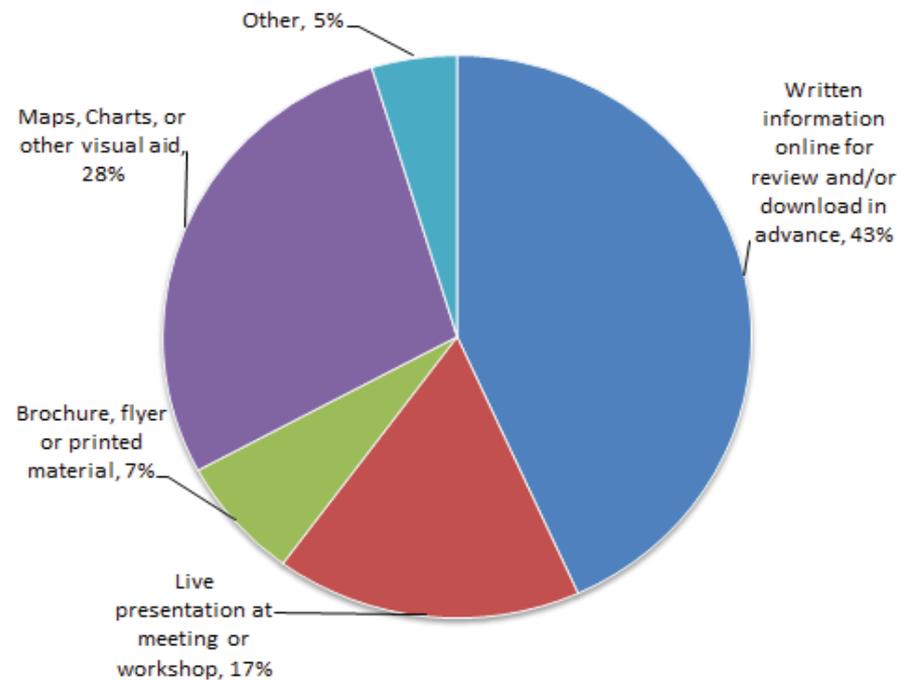
In general, how do you tend to hear about news and events in your community?



2014 PUBLIC PARTICIPATION PLAN

Public Involvement Survey Results:

How would you prefer to have detailed or complicated information presented to you?





MPO PLANS & STUDIES

LIVABILITY 2040 REGIONAL TRANSPORTATION PLAN (RTP)

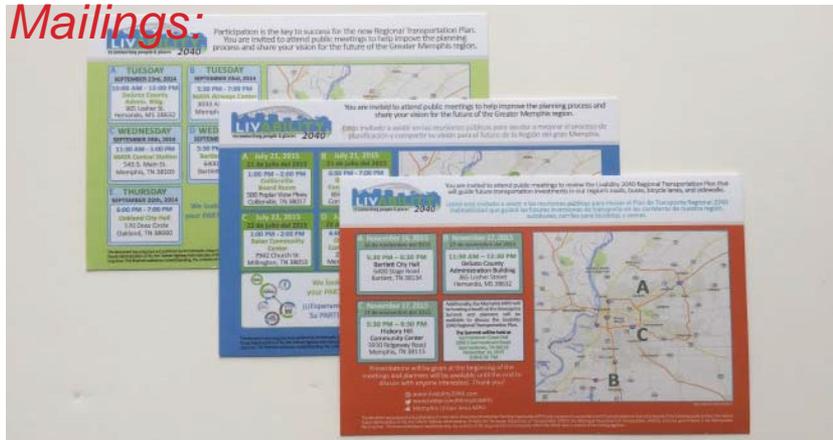
Livability YouTube Series: Advertisements:



MATA



Postcard Mailings:



Turning Point & Community Remarks:



2017-2020 TRANSPORTATION IMPROVEMENT PROGRAM

YouTube Video Resource: Poster



Individual Jurisdiction Meetings:

Timeline: How is the TIP Developed?

- STEP 1 - Develop Criteria for Project Evaluation – October – November 2015**
 - Based on type of projects needed- as identified in the Regional Transportation Plan (RTP)
- STEP 2 - Call for Projects – December 2015 – Mid-January 2016**
 - Release applications to all Jurisdictions/ Agencies
 - Jurisdictions identify projects and hold public meeting to present the proposed projects to their citizens
 - Jurisdictions complete applications and submit it to MPO Staff
- STEP 3 - Project Evaluation and Ranking – Mid-January 2016 – April 2016**
 - MPO Staff score and rank projects based on the approved criteria for each application
 - Total Tennessee applications scored and ranked – 267
 - Total Mississippi applications scored and ranked – 24
 } **291 total applications**
 - Project list is finalized based on available funding
 - Approval of final project list by Engineering and Technical Committee (ETC) and Transportation Policy Board (TPB)
- STEP 4 - Develop Draft TIP document for Review - May 2016 – July 2016**
 - Draft Plan reviewed by State DOTs
 - Draft Plan reviewed by Federal Agencies – FHWA, FTA and EPA

'What is a TIP?'

FY 2017-2020 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

What is a TIP?
The Fiscal Year (FY) 2017-2020 Transportation Improvement Program (TIP) is a four (4) year long, fiscally constrained, short-range program, which shows funding for a prioritized list of multimodal transportation projects within the Memphis MPO Planning Area. The fiscal year 2017-2020 TIP covers the period from October 1, 2016 to September 30, 2020. Once adopted, the TIP can be amended to add new projects, remove projects, and accommodate changes to the cost, scope, phases, or timing of included projects.

How is the TIP developed?
The primary purpose of the TIP is to provide a prioritized list of projects drawn from the Memphis MPO's **Livability 2040 Regional Transportation Plan (RTP)**. Projects in the RTP reflect regional needs based upon the future growth patterns, air quality and funding availability.

The projects included in the TIP represent the short-term implementation of selected recommendation from the Memphis MPO's RTP. To ensure that the TIP development process meets federal guidelines, the Memphis MPO must follow specific steps to consider several factors.

TIP Development Process

- Step 1 - Develop Criteria for Project Evaluation**
 - Based on type of projects needed - as identified in the Regional Transportation Plan (RTP)
- Step 2 - Call for Projects**
 - Release applications to all Jurisdictions/ Agencies
 - Jurisdictions identify projects and hold public meeting to present the proposed projects to their citizens**
 - Jurisdictions complete applications and submit it to MPO Staff
- Step 3 - Project Evaluation and Ranking**
 - MPO Staff score and rank projects based on the approved criteria for each application
 - Project list is finalized based on available funding
 - Approval of final project list by Engineering and Technical Committee (ETC) and Transportation Policy Board (TPB)
- Step 4 - Develop Draft TIP document for Review**
 - Draft Plan reviewed by State DOTs
 - Draft Plan reviewed by Federal Agencies - FHWA, FTA and EPA
 - Draft Plan reviewed by Public
- Step 5 - TIP for approval**
 - ETC and TPB Approval
 - Submit TIP to State DOT for inclusion in State TIP
 - Final Approval of TIP and STIP - **December 2016**

What is Included in the TIP?
In accordance with federal and state guidelines, the TIP must contain the following elements:

- Fiscal Constraint - The TIP must be realistic in terms of available funding as opposed to simply serving as a wish list of projects;
- Committed Funding - The TIP must have funding committed for the projects scheduled in the first two (2) years;
- Air Quality - The TIP must conform with the State Implementation Plan (SIP) for air quality in areas where the region is designated as non-attainment or maintenance;
- Public Involvement - The development of the TIP follows the Memphis MPO's Public Participation Plan and addresses all comments received from the public during the comment periods and public meetings;
- The TIP is approved by the Memphis MPO Board and the respective State Governors;
- The TIP lists all federally funded and regionally significant locally funded projects;
- Tracks implementation of TIP projects, the Memphis MPO must publish an Annual List of Obligated Projects, which shows any federal funds spent in the previous fiscal year.

TIP FY 2017-20

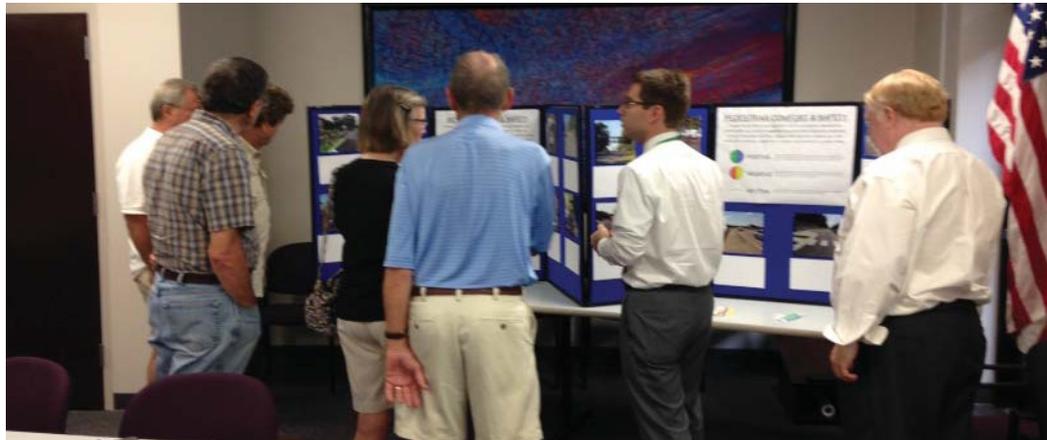
BUS STOP DESIGN & ACCESSIBILITY GUIDELINES



“Build a Bus Stop” Game:

- William Hudson Transit Center (Downtown)
- \$100 Amenity Budget
- Transit Riders’ Priorities
- Financial Tradeoffs/Funding Limits

2014 REGIONAL BICYCLE & PEDESTRIAN PLAN



“Place Your Penny” Exercise:

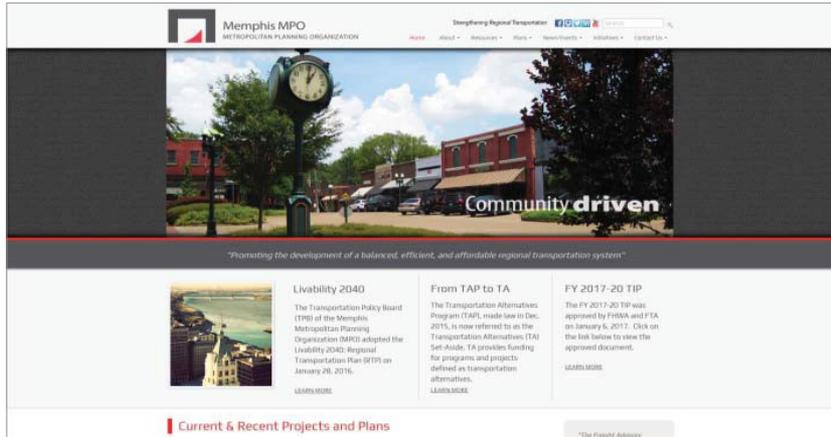
- 15 Public Meetings
- 10 Pennies
- 11 Transportation Funding Opportunities
- Project Priorities



TRACKING

MONTHLY TRACKING

Web Presence:

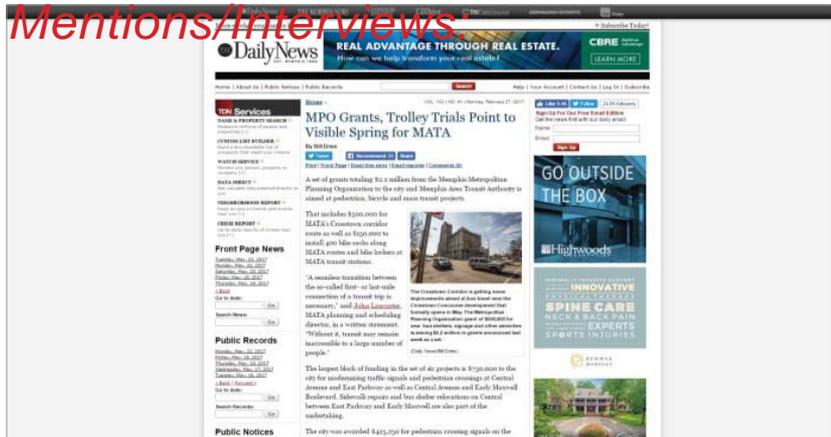


MPO Public Meetings:



Media

Mentions/Interviews



MPO Staff

Participation:



MONTHLY TRACKING

Web Presence:



MPO Public Meetings:



Media Mentions/Interviews:



MPO Staff Participation:



MONTHLY TRACKING

Web Presence:



Media Mentions/Interviews:



MPO Public Meetings:



- Transportation Policy Board (TPB)
- Engineering & Technical Committee (ETC)
- Active Transportation Advisory Committee (ATAC)
- Planning & Land Use Advisory Committee (PLAC)
- Freight Advisory Committee (FAC)

MPO Staff Participation:



MONTHLY TRACKING

Web Presence:



Media Mentions/Interviews:



MPO Public Meetings:



MPO Staff Participation:

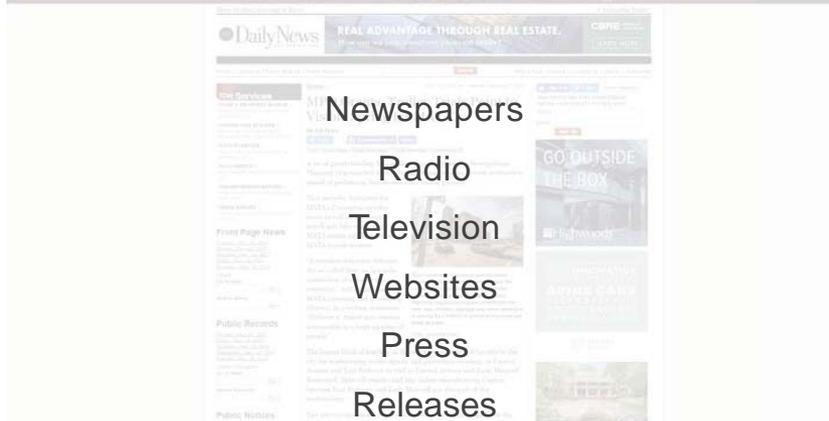


MONTHLY TRACKING

Web Presence:



Media Mentions/Interviews:



MPO Public Meetings:



MPO Staff Participation:



MONTHLY TRACKING

Achievements:

U.S. Department of Transportation
Federal Highway Administration/Federal Transit Administration

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Transportation Planning Capacity Building Planning for a Better Tomorrow

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Focus Areas
Back to Public Engagement Focus Area

Public Engagement Case Studies and Notable Practices

Locations of Public Engagement Case Studies and Notable Practices

■ Department of Transportation
 ● Metropolitan Planning Organization
 ● Other Organization

Click the tabs heading to sort by Name or State

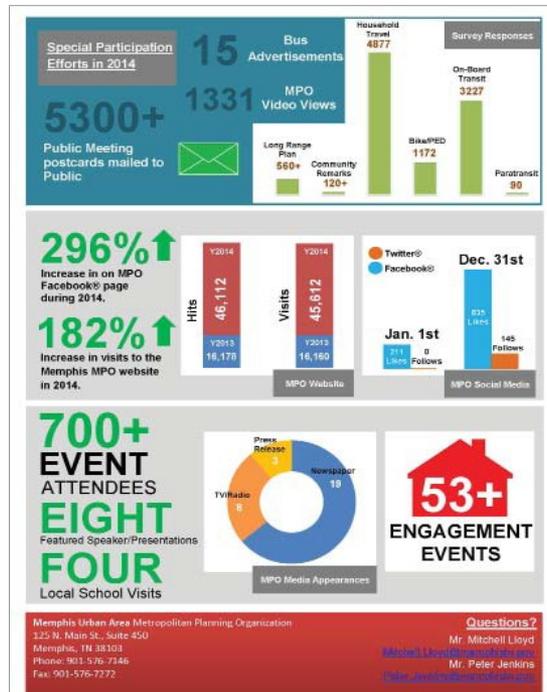
Name	State	Description
Case Study Tennessee: Memphis Urban Area Metropolitan Planning Organization	TN	<p>Memphis Metropolitan Planning Organization's (MPO) developed an effort to increase the public involvement and awareness of the recently adopted Livability 2040 Regional Transportation Plan (RTP). The Livability Campaign Kick-off was held, and it included launching a series of three Livability videos. The videos, watched by over 1,000 viewers, began a regional dialogue for the planning process of the RTP.</p> <p>As a part of the campaign, the MPO staff explored different outreach methods that would reach a larger and broader range of citizens. Many people (more than 50%) living in the region, travel over 200 miles a week to and from work, and spend about 37 minutes in the car, round trip. The MPO wanted to capture the attention of both the driver as well as the rider commuter. The drivers would see the big poster while waiting at a stop light behind the bus. And commuters taking the bus would see the ads that were posted inside the city buses which featured the Livability logo, information that helps them to learn more about the plan. The ads which remained on a number of buses for a year and were viewed by thousands of people, helped generate conversation about the plan.</p>

ANNUAL OUTREACH REPORT

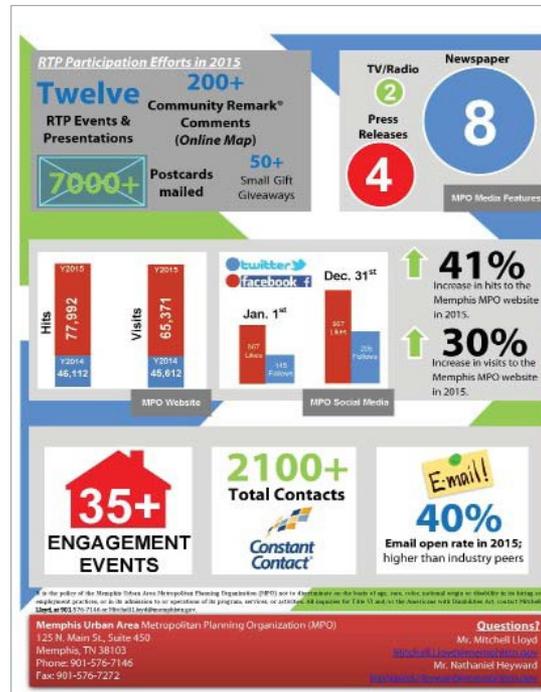
Purpose:

- Evaluate the reach of MPO efforts
- Quick Easy-to-Read Guide
- Presented to the Transportation Policy Board
- Available on MPO website

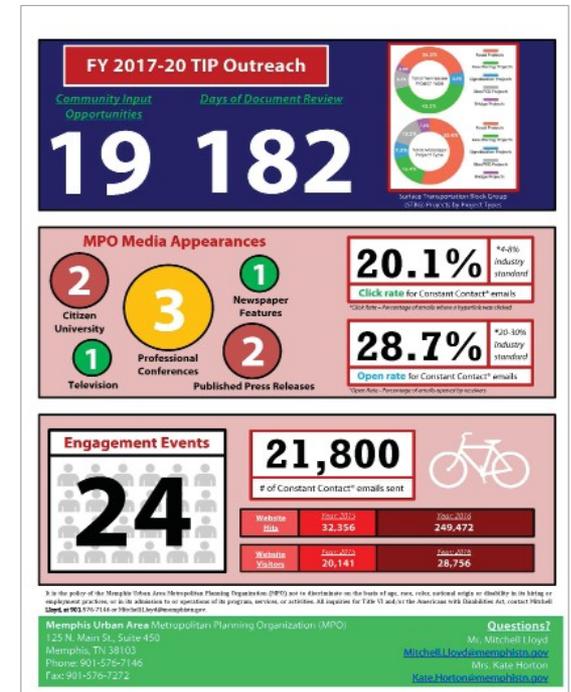
2014:



2015:



2016:





FINDINGS

REACH & EFFECTIVENESS



Tailoring General Strategies to Specific Projects:

- Surveys
 - Regional Freight Plan's "Man on the Street" Surveys
- Stakeholder Meetings
 - Bus Stop Guidelines' Memphis Center for Independent Living



Using Project/Audience Specific Activities:

- "Build a Bus Stop" Game
 - Transit Riders
- "Place Your Penny" Exercise
 - Project Types



Adjusting Evaluation Metrics:

- MPO Staff Participation
- YouTube Channel Views
- Facebook Posts



DISCUSSION



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www.memphismpo.org



<https://www.facebook.com/MemphisUrbanArea>



MPO/ <https://twitter.com/MemphisMPO>



<https://www.youtube.com/user/memphismpo>