PUBLIC OUTREACH
GENERAL STRATEGIES, PROJECT-SPECIFIC ACTIVITIES, & TRACKING

TN MPO PLANNING CONFERENCE
JUNE 7-9, 2017
MEMPHIS, TN
WHO WE ARE

LEGEND
- MPO Boundary
- State Line
- County Line
- City Limits
- Roadways
- Waterbody

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 Involvement Survey Results:

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

- E-mail, 41%
- Poster/Flyer, 2%
- Local Newspaper, 25%
- Memphis MPO Newsletter, 5%
- MPO Website/Calendar, 0%
- Social Media, 7%
- Word of Mouth, 20%
- TV/News, 0%
Public Involvement Survey Results:

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

- Website/Social Media: 30%
- Local Newspaper: 24%
- Television: 17%
- Local Municipality: 11%
- Neighborhood Association: 7%
- Place of Worship: 1%
- Community Groups/Organizations: 7%
- Radio: 1%
2014 PUBLIC PARTICIPATION PLAN

Public Involvement Survey Results:

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

- Written information online for review and/or download in advance, 43%
- Live presentation at meeting or workshop, 17%
- Brochure, flyer or printed material, 7%
- Maps, Charts, or other visual aid, 28%
- Other, 5%
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: "What is a TIP?"

Poster

‘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 TIP 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 recommendations 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 Jurisdictional Agencies
Jurisdictional projects and hold public meeting to present the proposed projects to their citizens
Jurisdictional 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
291 total applications

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 TIP Advisory Committee
Submit TIP to State DOT for inclusion in State TIP
Final Adoption 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:

- Local Match - The TIP must be realistic in terms of available funding as opposed to simply writing as much as possible
- 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 fulfills the Memphis MPO’s Public Participation Plan and addresses all comments received from the public during the comment period and public meeting
- The TIP is approved by the Memphis MPO Board and the respective State Governments
- The TIP lists all federal funded and regularly significant locally funded projects
- Projects in TIP include all ODOT projects, which show any federal funds spent during the previous fiscal year.

Individual Jurisdiction Meetings:

Timeline: How is the TIP Developed?

- STEP 1 - Develop Criteria for Project Evaluation - October – November 2016
  - 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 Jurisdictional Agencies
  - Jurisdictional projects and hold public meeting to present the proposed projects to their citizens
  - Jurisdictional 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 = 291
    - Total Mississippi applications scored and ranked = 58
    - Total Arkansas applications scored and ranked = 9
  - Project list is finalized based on available funding
  - Approval of final project list by Engineering and Technical Committee (ETC) and Transportation Policy Board (TPB)

  - 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 TIP Advisory Committee
  - Submit TIP to State DOT for inclusion in State TIP
  - Final Adoption of TIP and STIP - December 2016

MEMPHIS URBAN AREA METROPOLITAN PLANNING ORGANIZATION
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
MONTHLY TRACKING

Web Presence:

MPO Public Meetings:

Media Mentions/Interviews:

MPO Staff Participation:
MONTHLY TRACKING

Web Presence:

Website
Interactive Map
Facebook
Twitter YouTube
Constant Contact

Media Mentions/Interviews:

MPO Public Meetings:

MPO Staff Participation:
MONTHLY TRACKING

Web Presence:
- Website
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- YouTube
- Constant Contact

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:

Website
Interactive Map
Facebook
Twitter
YouTube
Constant Contact

Media Mentions/Interviews:

Newspapers
Radio
Television
Websites
Press
Releases

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Transportation Policy Board (TPB)
Engineering & Technical Committee (ETC)
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MPO Staff Participation:
MONTHLY TRACKING

Web Presence:
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- Transportation Policy Board (TPB)
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MPO Staff Participation:
- Featured Speaker
- Conferences
- Working Groups
- Webinars
MONTHLY TRACKING

Achievements:
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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