



Public Outreach Strategies

December 5, 2019

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Overview

- Public outreach goals
- In-person engagement
- Online engagement
- Equity lens
- Evaluation



Public Outreach Goals

1. Continual dialogue throughout development and comment periods
2. Raise awareness about the MPO
3. Build a robust and inclusive public engagement program



Public Outreach Engagement Strategies

In-person engagement

- Community events
- One-on-one stakeholder meetings
- Street art tours
- Farmers markets
- Civic engagement meetings
- Networking nights

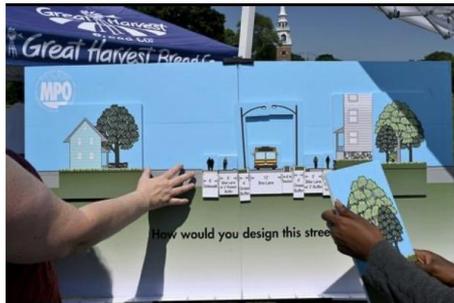
Online engagement

- Website
 - Meeting Calendar
 - TransReport blog
- Email
- Twitter
- Surveys
- Partner organization channels: “MPO Corner” in MAPC’s MAPC Matters newsletter

Farmers Markets and Community Meetings



Intersections in Natick, Framingham could get overhauls as part of MPO transit plan



[BUY](#) [HIDE CAPTION](#)

Visitors try their hand at designing a street with bike lanes, sidewalks, trees, grass buffers and the main road Thursday at the Framingham Farmers Market. Action took place at the Boston Region Metropolitan Planning Organization's booth. [Daily News and Wicked Local Staff Photo / Ken McGagh]

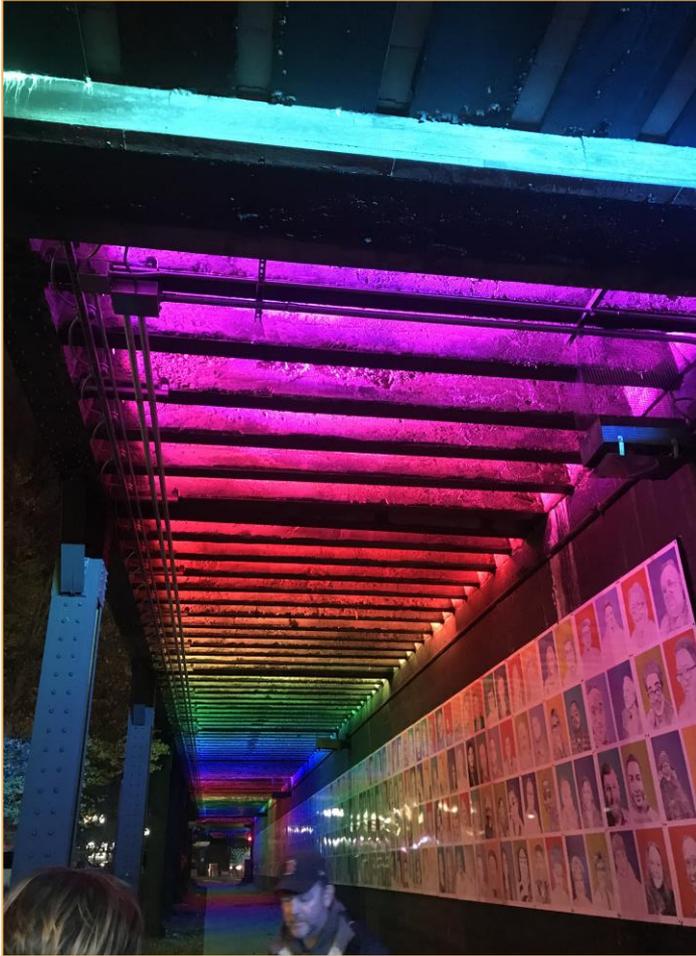
- Meet people where they are
- Engage new community members
- Employ new games and printed materials

Civic Engagement Meetings with Union Capital Boston



- Union Capital Boston (UCB) activates volunteerism and civic engagement to enhance community networks
- Monthly meetings in Jackson Square, Mattapan, Grove Hall, and Maverick Square
- Dinner, child care, and opportunities to learn are provided
- Incentives show participants' time is valued
- Regular attendance is 30 to 60 people per site

Street Tours



- **Street Art Tour with Beyond Walls in Lynn using public art to activate economic development and increase safety and mobility in downtown Lynn**
- **Mural and parklet tour in Salem visiting streets where North Shore CDC hopes to advocate for Complete Streets redesigns**

Meetings



- **Goal to meet with 2-4 stakeholder groups a month (24 minimum a year)**
- **Connect (strengthen relationships) with 8 “mobilizer” organizations**
- **Regularly attend MAPC subregional meetings**

TIP Criteria Focus Groups

<p>1</p> <p>Improving auto safety</p> <p>Suzyer intersections, smart signals</p>	<p>2</p> <p>Improving bicycle safety</p> <p>skateboards / scooters</p>	<p>3</p> <p>Improving pedestrian safety</p> <p>Pedestrian bridges R. Her timed signals side soon lit</p> <p>2 1 2 2</p>	<p>4</p> <p>Reducing emissions and pollution</p>	<p>5</p> <p>Promoting more equitable transportation mobility</p> <p>isolation because transit doesn't support people w/ disabilities enough time to get off T communication see hills injur</p>
<p>6</p> <p>Maintaining and improving existing roads and bridges</p>	<p>7</p> <p>Maintaining and improving existing sidewalks</p> <p>1 3 3</p>	<p>8</p> <p>Enhancing climate resiliency and the ability to respond to emergencies</p>	<p>9</p> <p>Creating new connections in the bicycle network</p>	<p>10</p> <p>Limiting the environmental impacts of projects</p>
<p>11</p> <p>Promoting economic development by increasing access to jobs and services</p>	<p>12</p> <p>Look on Chicago's elevated system communication of new trains & buses</p> <p>Maintaining the existing transit system</p> <p>Fix broken statistics Pro led led led Hes at every disrupt encase Green line hazard, E line intersection w/ multiple issues, cars in way of people getting on train, busload / car / train not clearly separated clear stop signs to get people to stop for need enough time to get off T.</p> <p>1 2</p>	<p>13</p> <p>Prioritizing buses with dedicated bus lanes</p> <p>477 going to Broadway bring station back to school P&O has dedicated lanes in bridges, selected stations to focus</p> <p>3 1 1 3</p>	<p>14</p> <p>Reducing congestion</p> <p>construction work</p> <p>3</p>	<p>15</p> <p>Improving mobility and safety for trucks</p>

Online Engagement

BOSTON REGION METROPOLITAN PLANNING ORGANIZATION

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destination 2040
The Long-Range Transportation Plan for the Boston Region

THE PLAN
NEEDS
PREVIOUS PLANS

An aging population, changing job market, and continued demand for more housing are all forces that will shape the Boston region over the next 20 years. Increased congestion, stressed transportation infrastructure, and climate change present challenges to the long-term vitality of the region. The Boston Region Metropolitan Planning Organization's (MPO) new Long-Range Transportation Plan (LRTP), Destination 2040, was developed to help the region address these challenges within this changing context.

Destination 2040 establishes a vision for the region's transportation system and funds both to support that vision and to support that vision. The plan, which needs. Destination half of its d improve m pedestrian

The MPO requires public input

The LRTP MPO plans \$20 million

TRANSREPORT

MPO Study Finds 15 Percent of Boston Region Workers Reverse Commute; Woburn, Burlington, Waltham, and Needham Lead
November 1, 2019

A recent study conducted by the Boston Region Metropolitan Planning Organization (MPO) found that a substantial number of Boston region workers reverse commute, but serving these trips by transit remains challenging because of entrenched land use patterns and the structure of transit, walking, and biking networks. Reverse commuters are residents of the core of a major urban area, such as Boston, who travel to and from work in the suburbs. In recent years, this phenomenon has become a major point of interest in media and public policy circles. The MPO study sought to better understand how many reverse-commute trips occur in the region so planners can develop strategies for improving these trips.

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Upcoming Events in Regional Transportation Planning

MON 11/11	TUES 11/12	WED 11/13	THURS 11/14	FRI 11/15	SAT 11/16	SUN 11/17
VETERAN'S DAY	9:30 AM South West Advisory Planning Committee Meeting (Wendham)	7:30 AM South End Community Walk	9:30 AM North Suburban Planning Council Meeting (Wilmington)			Memorial Day 2:30 PM World Day of Remembrance 2019
	9:30 AM City of Somerville Accessibility Forum	9:30 AM Finance and Audit Committee	6:00 PM West Station Area Transit Study Public Forum			
		10:30 AM Capital Programs Committee	6:00 PM West Station Area Transit Study Public Forum			
		2:00 PM Allston Multimodal Project Task Force	6:00 PM Warren Street Bus-Priority Corridor Project Public Meeting (Dudley Square)			
		3:00 PM Regional Transportation Advisory Council				
		6:30 PM Beacon Street Parking Protected Bike Lane Community Meeting				

Note: This calendar is a listing of events related to transportation planning in the Boston region, sent out as a courtesy. It is not to be considered a formal notice of meetings. For complete and updated information on publicly-noticed meetings, please refer to the official meeting calendar of the associated agency.

Brought to you by MPO

MAKE YOUR VOICE HEARD
as the MPO revises how it evaluates transportation projects to fund in the Boston Region!

Take the Survey

Equity Lens for All Outreach

- Equity population prioritization index
- Survey demographic information
- Creating multiple pathways for engagement

MPO是如何制訂《目標2040》的？

需求評估

MPO職員進行“需求評估”去調查

- 市民如何出行
- 交通運輸設施的狀況
- 本地區交通運輸系統與建築環境和自然環境的相互影響
- 本地區將來的交通運輸需求

公眾意見

透過面對面和線上的公眾外展活動，我們詢問了市民的交通運輸需求，以及他們對於MPO所提出的目標、項目和計劃的意見。參與人士的需求對MPO的職責產生了影響。

愿景

波士頓都會區規劃組織(MPO)展望一個現代化且持續良好的交通系統，該系統能夠撐起一個可持續的、健康的、寬廣且經濟活潑的地區。為了實現這個願景，交通運輸系統必須安全且具有彈性，融入新興技術並提供公平的可及性、卓越的機動性以及多元化的交通選擇。

計劃制訂

結合各項分析和公眾意見，MPO職員制訂出一份計劃去作為協調波士頓地區交通運輸投資的指導文件。《目標2040》將重點放在維護交通運輸系統的持續和適應力，包括支持單車、行人和交通運輸需求以及主要道路改善的項目。

《目標2040》的目標是什麼？

安全性 系統維護和現代化 運輸能力和機動性 清潔的空氣和可持續社區 運輸公平 經濟活力

《目標2040》會資助哪些類型的项目和投資計劃？

 <p>十字路口改善</p> <p>對現有信號燈進行現代化升級</p> <p>縮短行人過馬路的时间</p> <p>改善人行道</p>	 <p>完裝街道</p> <p>打造連續人行道</p> <p>建造單車道和單車徑</p> <p>建造巴士專用道並對關聯道路進行改善</p>	 <p>單車徑網絡和行人通道</p> <p>擴展單車道網絡</p> <p>打造新的共享路徑</p> <p>實施交通減速改善手段</p>
 <p>車站</p> <p>實施開頭和尾端</p> <p>增加車站對接</p> <p>安裝標誌和</p>		



Traduza isso (Portuguese) | Traduce esto (Spanish)
 翻譯這個 (Traditional Chinese) | 翻译这个 (Simplified Chinese)

Make your voice heard!

The Boston Region Metropolitan Planning Organization (MPO) wants to hear your priorities for investing in future transportation projects.

Take the Survey

简体中文
繁體中文
Kreyòl Ayisyen
Español
Português

When deciding which transportation projects to fund, the MPO uses **criteria** to assess how each project will help accomplish the MPO's goals for transportation in the region. With the endorsement of the new Long-Range Transportation Plan, **Destination 2040**, the MPO has the opportunity to revise the project evaluation criteria to better reflect the **updated regional goals**.

WHAT ARE THE GOALS FOR DESTINATION 2040?

Evaluating Outreach

- Comment Tracker
- Events Tracker
- Stakeholder Database
- Digital Analytics



Top mention earned 21 engagements



Transportation for MA

@T4MASS · Nov 12

The Boston Region Metropolitan Planning Organization (@[BostonRegionMPO](#)) wants to hear your priorities for investing in future transportation projects. To fill out a quick 3-minute survey, visit:

surveymonkey.com/r/YXGPGSK #mapoli

pic.twitter.com/7tNqF795Si

Questions, Comments, Thoughts and Ideas?

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