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

- 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

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<th>1. Improving auto safety</th>
<th>2. Improving bicycle safety</th>
<th>3. Improving pedestrian safety</th>
<th>4. Reducing emissions and pollution</th>
<th>5. Promoting more equitable transportation mobility</th>
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<td>Maintaining and improving existing roads and bridges</td>
<td>Maintaining and improving existing sidewalks</td>
<td>Enhancing climate resiliency and the ability to respond to emergencies</td>
<td>Creating new connections in the bicycle network</td>
<td>Limiting the environmental impacts of projects</td>
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<td>Promoting economic development by increasing access to jobs and services</td>
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Online Engagement

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Equity Lens for All Outreach

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