TELL THE TPO
Community Transportation Survey
TPO BOARD/COMMITTEE BRIEFINGS
FEBRUARY 2020
“Tell the TPO” Survey Goals

Obtain Info

Obtain info about public opinion on hot button transportation issues & desires related to mobility options.

Engage Public

Engage the public in thinking about transportation planning issues.

Build Partnerships

Build partnerships with other agencies, civic organizations, and the business community.

Build Database

Build the TPO’s database of interested residents, businesses & visitors.

Increase Awareness

Increase awareness & branding regarding the TPO.

Compare Results

Compare results from 2020 survey with baseline results from prior years’ surveys.
Approach

1️⃣ Target everyone who lives, works, or visits the TPO region

2️⃣ Maximize public response
   - Concise survey – the longer the survey the lower the response
   - Available online – [www.tellthetpo.com](http://www.tellthetpo.com)
   - Mobile device friendly
   - Hard copies available at select locations and by request
   - Spanish survey available

3️⃣ Fun and excitement
   - Prize drawing for respondents
   - Board/Committee challenges

>> TARGET GOAL : 3,000 Responses <<
Marketing Plan

**PARTNERSHIPS**

Team with **businesses** to reach their employees

Team with **organizations** to reach their members

Team with **agencies** to reach their constituencies

**CHAMPIONS**

**TPO Board** and **Committees** being challenged to disseminate the survey to their stakeholders.

**EXPOSURE**

Traditional & social media outreach

Attendance at events

Flyers and hard copies in high traffic locations

And there’s a **prize** opportunity too!!
Ambassador Challenge

Each board member is an ambassador

Each committee (as a whole) is an ambassador

Each given a unique survey link to measure success

We invite you to each send your link to your stakeholders and contact lists

Include your link in E-newsletters, social media posts, etc.

Win Prizes - trophies awarded to most successful Board Ambassador and most successful Committee
Prior Survey Quick Facts

Outreach included partnerships and coordination with the government, business and civic communities:

- Every board & committee member was an ambassador.
- Partnered with various Chambers and VCARD/FCARD to reach the business community.
- Articles featured in 14 different media outlets.
- 17 partner organizations posted links on their websites.
- 40+ organizations/ambassadors/supporters posted links and encouragement to their social media networks, including Facebook, Twitter, and LinkedIn.
Survey Website

Tell the TPO!

All responses will be placed in a drawing for a brand new iPad Mini!

Tell the TPO!

About the TPO | About the Campaign | Tool Kit | Contact Us

Tired of traffic congestion? Have a great idea about how public transportation can be improved? Want more bike lanes or sidewalks?

TELL THE TPO!

The River to Sea Transportation Planning Organization (TPO) wants your input as we plan transportation improvements for Volusia/Flagler County.

If you live, work, or spend time in Volusia or Flagler County, we want to hear from you!
Prior Survey Summaries

https://www.r2ctpo.org/public-involvement/tell-tpo-survey/
2020 Survey Updates

- Proposed changes to the previous survey:
  - Removing questions with consistent answers over previous surveys
  - Adding questions to address:
    - Safety
    - Technology
    - Transit
    - Funding
  - Other minor wording/text changes for clarification.

- Committee suggestions?
Schedule and Next Steps

FEBRUARY
- TPO Briefings

MARCH
- Board Approval & Survey Launch – March 30th!

APRIL
- Survey open until May 30th!

MAY
- Compile & Analyze Data, Prepare Summary Report

JUNE
- Adopt Summary at Board/Committee Meetings

AUGUST
- TPO Briefings

TELL THE TPO SURVEY UPDATE | RIVER TO SEA TPO
Any Questions?

www.tellthetpo.com

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