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 the public in thinking about transportation planning issues.



Build Partnerships



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







Increase Awareness



Increase awareness & branding regarding the TPO.



Compare Results



from 2020 survey with baseline results from prior years' surveys.



Approach



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



Maximize public response

- Concise survey the longer the survey the lower the response
- Available online www.tellthetpo.com
- Mobile device friendly
- Hard copies available at select locations and by request
- Spanish survey available



Fun and excitement

- Prize drawing for respondents
- Board/Committee challenges



>> TARGET GOAL: 3,000 Responses <<









Team with **businesses** to reach their employees

Team with organizations to reach their members

Team with **agencies** to reach their constituencies

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

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





2,176 (2018)

1,276 (2016)

1,263 responses (2014)

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



Spanish

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!

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

Start Survey

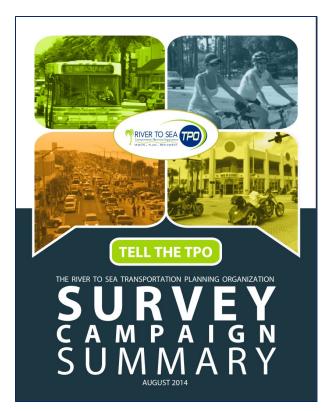
The River to Sea Transportation Planning Organization (TPO) wants your input as we plan transportation improvements for Volusia/Flagler County.

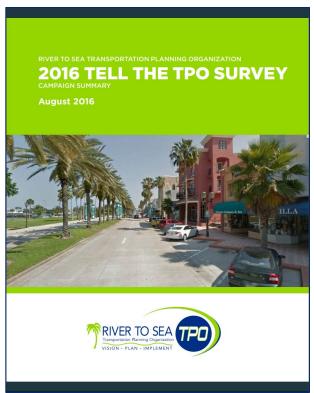
> If you live, work, or spend time in Volusia or Flagler County, we want to hear from you!

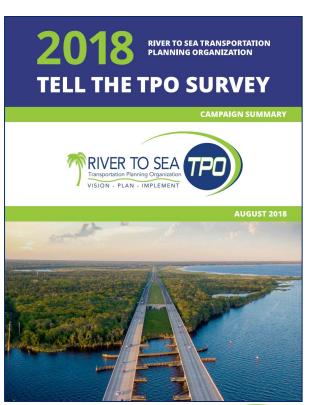




Prior Survey Summaries







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

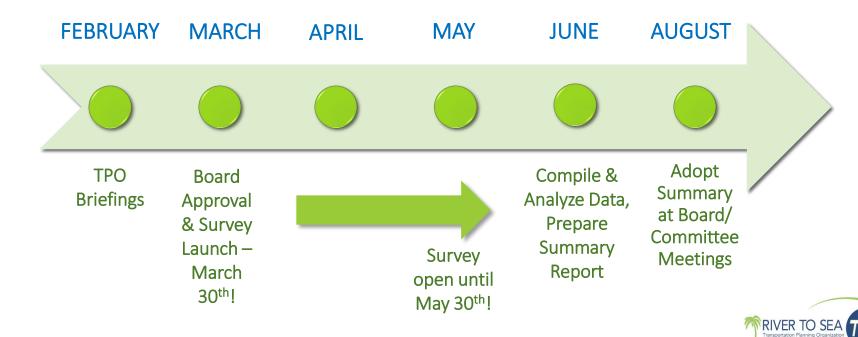


2020 Survey Updates

- 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



Any Questions?

www.tellthetpo.com



TPO Project Manager: Pamela Blankenship pblankenship@r2ctpo.org

Consultant Project Manager: Doug Robinson drobinson@hwlochner.com

