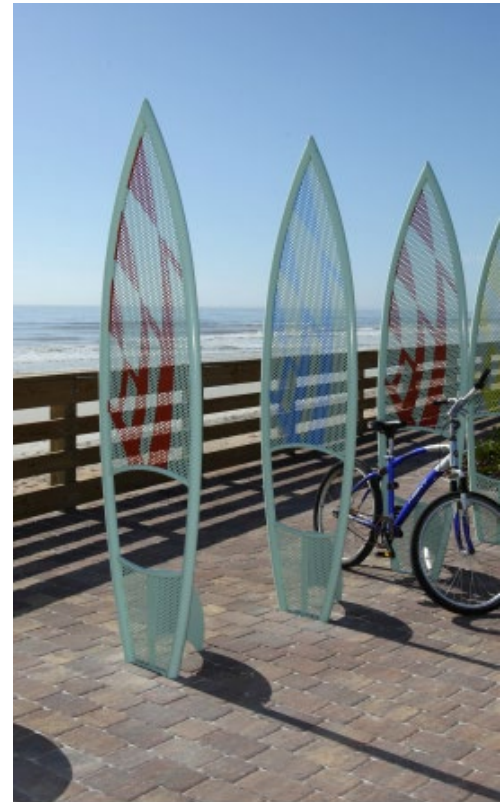


TELL THE TPO

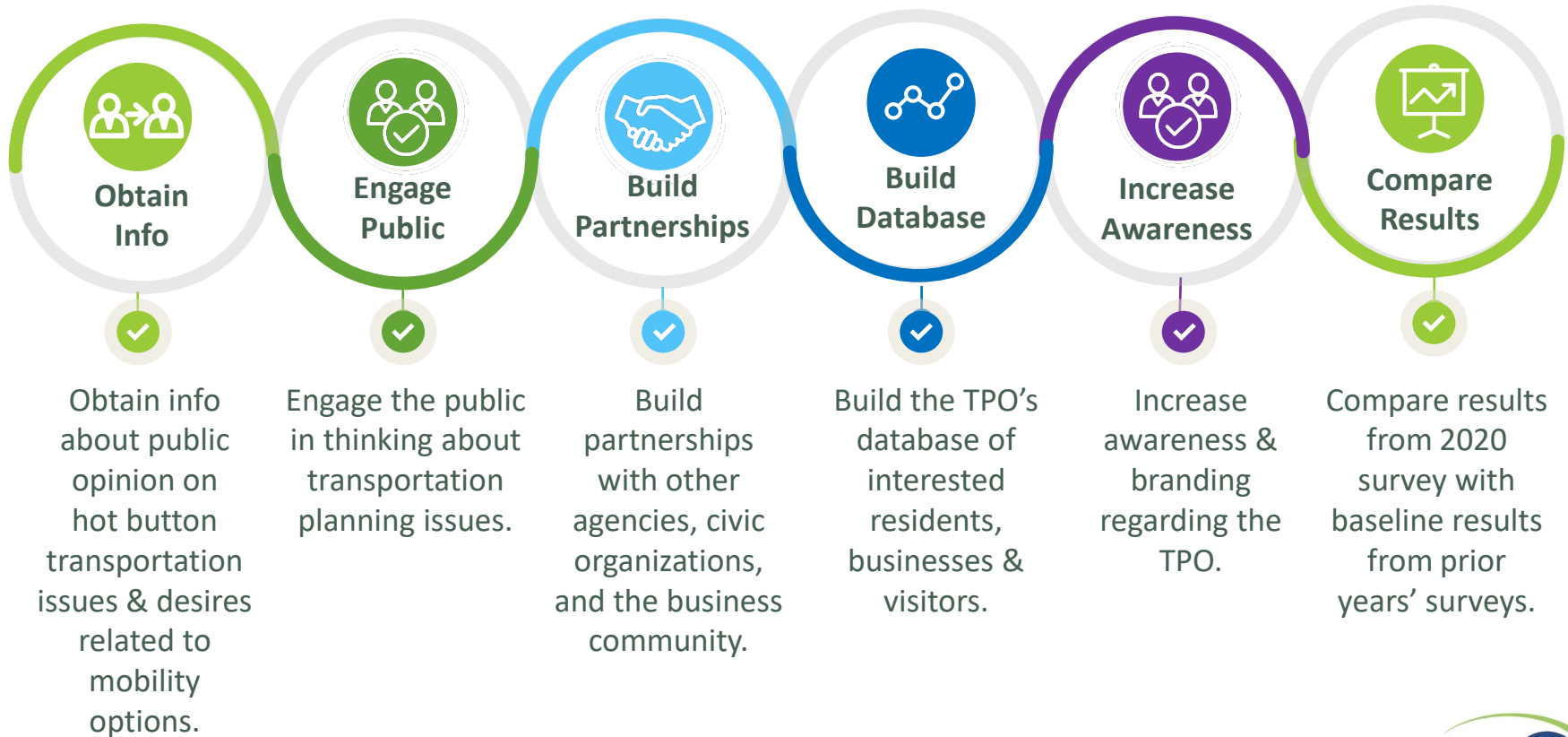
Community Transportation Survey

TPO BOARD/COMMITTEE
BRIEFINGS

FEBRUARY 2020



“Tell the TPO” Survey Goals



Approach

1 ✓

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

2 ✓

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

3 ✓

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



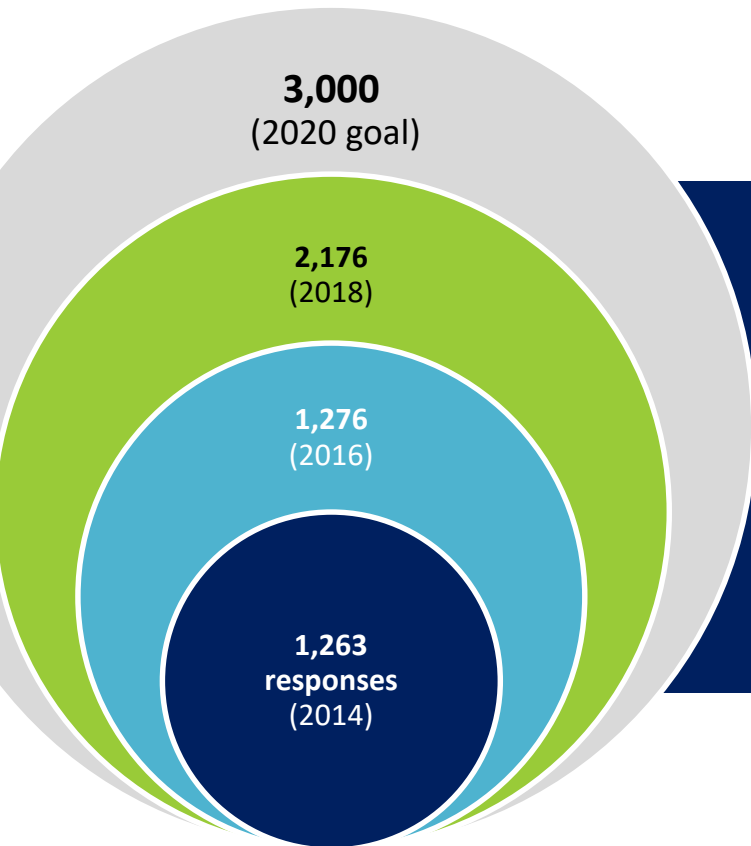
- Each board member is an ambassador
- Each committee (as a whole) is an ambassador
- Each given a *unique survey link* to measure success
- We invite you to each send your link to your stakeholders and contact lists
- Include your link in E-newsletters, social media posts, etc.
- Win Prizes - trophies awarded to most successful Board Ambassador and most successful Committee

WE NEED
YOU



Prior Survey Quick Facts

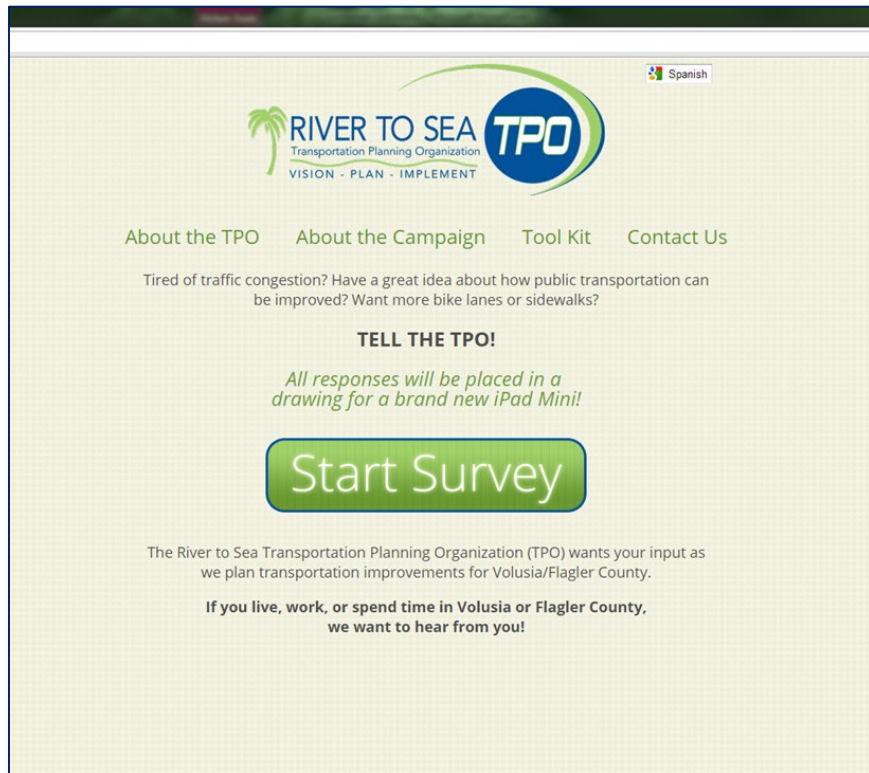
WE NEED
YOU



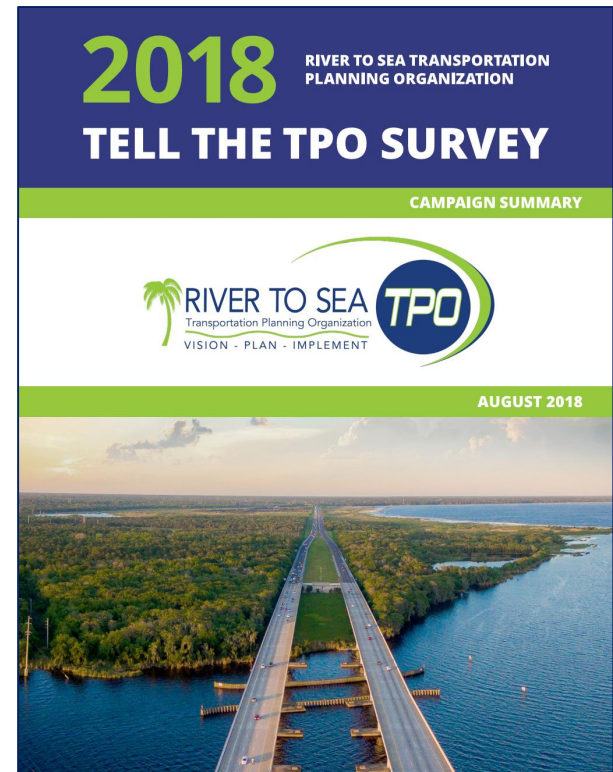
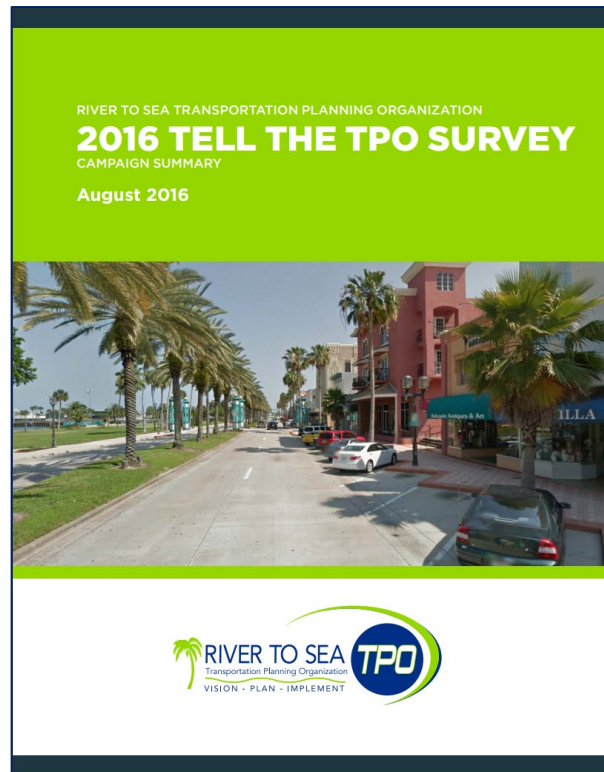
Outreach included partnerships and coordination with the government, business and civic communities:

- ✓ 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



Prior Survey Summaries



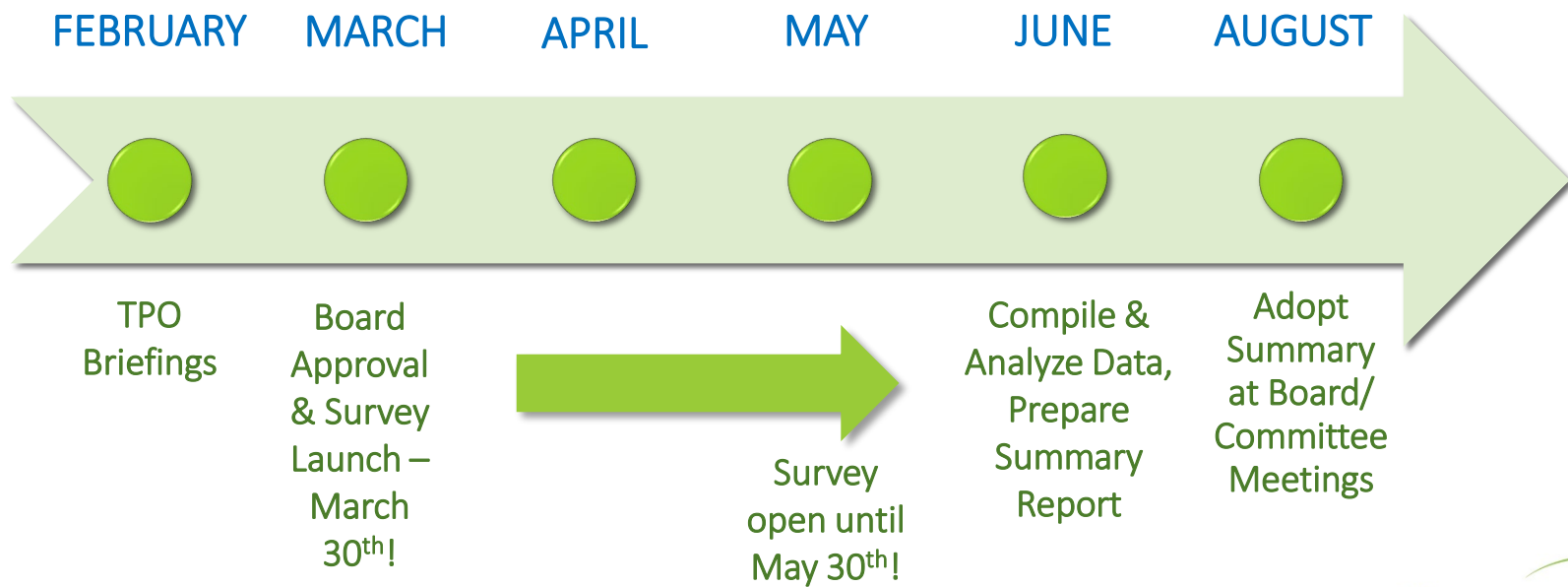
<https://www.r2ctpo.org/public-involvement/tell-tpo-survey/>



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



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