



MEMORANDUM

TO: TPB Technical Committee
FROM: Karen Armendariz, TPB Public Engagement Specialist
Abigail Zenner, TPB Communications Specialist
SUBJECT: Overview of the “Aspiration to Implementation” Outreach Activity
DATE: May 28, 2021

This memo provides information about the background, purpose, and logistics about the Aspiration to Implementation activity that will begin on the last week of June and will culminate by July 31. An official email will be sent to the Technical Committee prior to officially launching the outreach event.

BACKGROUND

In 2017, while developing Visualize 2045, the TPB looked at more than 80 projects, programs, and policies that are not currently funded, but could potentially address key challenges the region is facing. Some of these ideas were packed into initiatives that were analyzed for their impacts on future transportation conditions.

Based upon analysis and discussion, the TPB endorsed seven initiatives in early 2018 for future concerted action and inclusion in the aspirational element of Visualize 2045.

The seven initiatives are:

- Bring Jobs and Housing Closer Together
- Expand Bus Rapid Transit Regionwide
- Move More People on Metrorail
- Provide More Telecommuting and Other Options for Commuting
- Expand Express Highway Network
- Improve Walk and Bike Access to Transit
- Complete the National Trail Network

PURPOSE OF THE ASPIRATION TO IMPLEMENTATION ACTIVITY

The purpose of TPB’s Phase II Outreach Activity is to reaffirm the importance and impact that the Aspirational Initiatives have in the region. TPB is doing this by highlighting examples of projects that align with the Aspirational Initiatives and have successfully been implemented throughout the region. By highlighting physical examples of these projects, TPB staff seeks to:

- Raise awareness of the TPB Aspirational Initiatives by allowing people to see how these concepts can be implemented.
- Meet people where they are and ask for feedback as they interact with projects that align with the Aspirational Initiatives.

- Allow the public to contribute to the TPB’s discussion and analysis about these initiatives by providing input about how these initiatives have been useful and what they need to continue accessing them in the future.

DETAILS

Project Related Posters:

Staff will highlight projects that align with a specific Aspirational Initiative by placing a poster with a QR code that can be scanned to access the webpages on the Visualize 2045 website. Once on the website, participants will be able to watch an informational video about the TPB’s Aspirational Initiatives and respond to a series of questions that ask how the specific project has impacted them. The figure below shows the respondent’s journey after finding a poster.



General Posters:

TPB staff understand that not everyone will be available to interact with a poster at a selected location. TPB staff want to hear how the Aspirational Initiatives would be useful for people who have yet have to learn about the initiatives or are unable to access projects that align with them.

To accommodate these groups, staff will create posters that can be placed at locations such as recreation centers, job centers, grocery stores, or libraries. People using these posters will be able to scan a QR code to access the Visualize 2045 website and answer general questions about any Aspirational Initiative of their interest.

Accommodations:

In addition to providing QR codes, all posters will have a telephone number that a person can text if they don’t have access to a smart phone, Wi-Fi, or cellular data.

TPB staff will also make postcards for interested community groups to distribute to the public.

Postcards and posters will be available in English and Spanish.

PROMOTION AND AMBASSADORS

To get the word out about this outreach, staff will also be promoting the activity on social media and word of mouth. Staff will provide Visualize 2045 ambassadors with talking points, sample text for newsletters, and sample social media posts to share.

The ambassadors, as influencers in the region will be asked to participate in the social media campaign. The campaign will include a digital passport that can be filled out by visiting selected sites in the region. Ambassadors will also be asked to share pictures of the signs when they encounter them around the region. Staff will also ask ambassadors to share the campaign with their networks, neighbors, and constituents to spread the word and encourage participation.