

# PUBLIC OUTREACH UPDATE

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TPB Technical Committee  
September 8, 2017



# Public Outreach Update

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**“Live-Surveying” Events**

**Digital Outreach**

**Ambassadors**

**Next Steps**



# Quick stats

15

SURVEY EVENTS  
COMPLETED

9

METRORAIL  
STATIONS

351

TWEETS

64,438

TWITTER IMPRESSIONS

6,215

SURVEY PARTICIPANTS



# Here's where we were this summer!

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## “Live-Surveying” Events

### MARYLAND

Greenbelt  
Frederick  
College Park  
Silver Spring  
Takoma Park  
Rockville

### DC

Columbia Heights  
Farragut Square  
Marvin Gaye Park

### VIRGINIA

Mosaic District  
Manassas  
Dale City  
Ballston  
Leesburg



# Greenbelt Farmers Market – June 25





# Farragut Fridays (DC) – June 30



# Reston Farmers Market – July 1





# Mosaic District Farmers Market – July 2





# Silver Spring Farmers Market – July 8



# Dale City Farmers Market – July 9



# Crossroads Farmers Market – July 12





# Rockville Peace Day Party– July 16





# Ballston Farmers Market – July 20



# Postcards and other events



# Social Media increased our reach



**FairfaxCity Planning**

@FairfaxPlanning

Follow

Share your travel experiences w/National Capital Region Transportation Planning Board at [visualize2045.org](http://visualize2045.org) #VIZ2045 (survey ends 7/31)



10:19 AM - 24 Jul 2017

**OPinDC** @OPinDC · Jul 6  
 Share your vision for #transportation by taking the #VIZ2045 survey. [visualize2045.org](http://visualize2045.org). #visualize2045 @MWCOG

2 retweets, 3 likes

Chuck Bean liked

**Tina Slater** @TGSlater · Jul 6  
 Tell regional leaders what you think about transportation in metro Washington! Take this quick survey. #viz2045 [shar.es/1B9pVf](http://shar.es/1B9pVf)

2 likes

**City of Gaithersburg** @GburgMD · Jul 5  
 What do you think about the future of #transportation in the region? Take @MWCOG's #VIZ2045 survey: [gburg.md/2upNU7A](http://gburg.md/2upNU7A)

1 retweet, 4 likes



**City of Rockville**

@Rockville411

Following

Tell the National Capital Region Transportation Planning Board about your travel experiences at [visualize2045.org](http://visualize2045.org). #VIZ2045



4:55 PM - 20 Jul 2017

**Jonathan Parker** @JonathanHParker · Jul 3  
 The DC region is planning its transportation future. Take the @NatCapRegTPB's survey at [visualize2045.org](http://visualize2045.org). #viz2045

1 like

**Alexandria T&ES** @AlexandriaVATES · Jul 3  
 What will our region's transportation future look like? Take @NatCapRegTPB's Visualize 2045 survey today: [visualize2045.org](http://visualize2045.org) #VIZ2045

1 retweet, 3 likes

**Yvonne Pearson** @Pinkdollstyle · Jul 2  
 Hey DMW tell our leaders about improving transportation and traffic! Take this quick survey. #viz2045 [shar.es/1ByIJm](http://shar.es/1ByIJm)

1 like





# Thank you for your help!

- Newsletters
- Social media
- Civic associations
- Advocacy groups
- Event ideas

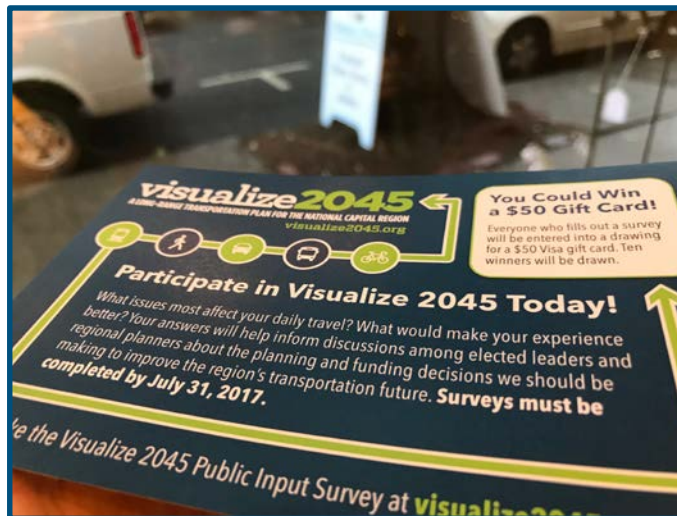




# Next Steps

## Survey Analysis

## Additional Outreach



## Abigail Zenner

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[visualize2045.org](http://visualize2045.org)

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**visualize2045**  
A LONG-RANGE TRANSPORTATION PLAN FOR THE NATIONAL CAPITAL REGION



National Capital Region  
Transportation Planning Board