

2045 RTP PUBLIC OUTREACH UPDATE

Summary

The public outreach process for the 2045 Regional Transportation Plan began in November of 2017 with early notice messaging communicated through targeted email marketing and social media outreach driving traffic to the RTP website indicating the forthcoming regional transportation plan. H-GAC also introduced local media to the RTP by hosting a successful “meet-the-media” event.

In 2018, public outreach staff gave RTP presentations in the community, disseminated collateral utilizing a “grassroots” outreach approach, submitted public meeting information to various community calendars, executed direct mail tactics, attended and presented at various internal H-GAC committee meetings, and planned a digital awareness campaign utilizing *Houston Chronicle* web advertisements, as well as, organic and paid social media postings.

Current Situation

As of May 2, 2018, H-GAC’s Transportation Department held 13 community-based public meetings in the MPO’s eight-county service area with more than 250 participants in attendance and received 155 public comments online and in writing. Public comments may be viewed [here](#).

Outreach Strategies and Tactics:

- Briefings and Presentations: **Examples** - United Way Interagency Meeting in Fort Bend County (*100 Attendees*), PIO Network Meeting (*50 Attendees*), Kashmere-Gardens Super Neighborhood Council #52 Meeting: EJ Population (*60 Attendees*)
- Collateral: Bookmarks, flyers, fact sheets, website cards distributed to target audience groups
- Community Calendars: **Examples** - Chambers of commerce, KPRC – Channel 2, Bike Houston, Citizens’ Environmental Coalition, local governments
- Direct Mail: Postcards sent by mail to residents who live near public meeting locations
- Dynamic Message Signs (*Houston TranStar, TxDOT*)
- Email Marketing Efforts – Digital newsletters: designed unique RTP email template, The Region View monthly newsletter, Community & Environmental monthly newsletter, H-GAC Regional Focus
- Eventbrite: Event management and ticketing website promoting local events
- H-GAC Board Meetings, Staff and Committee Meetings: Presentations, briefings, materials disseminated
- Houston Chronicle: Digital ad spend generated 900,082 impressions and 1,700 clicks. Two Sunday-edition legal notices published (3/11/18 & 4/1/18)
- Meet-the-Media Event & Media Kits: There was a considerable amount of RTP coverage, 25+ articles published
- Public Service Announcements: 15 and 30-second radio PSAs created, available for download on RTP website
- Social Media: Organic and paid social media generated 94,477 impressions on Twitter and 23,137 impressions on Facebook, resulting in 705 unique individuals taking an action attributed to our RTP content
- Utility Bills: Meeting notices delivered with utility bills and “robo-calls” placed by the City of Prairie View

- Website: From November 1, 2017 – May 1, 2018 the 2045 RTP website saw 4,540 unique users and 12,435 page views
- Commissioner’s Court Briefings: Brazoria County, Fort Bend County, and Montgomery County
- Public Meetings: 13 public meetings in March, April, and May with at least one meeting in each of the MPO’s eight service area counties, 250 participants
- Public Comments: 155 public comments received in writing and online

Action Requested

For information only.