Appendix B:
Strategies Supporting Our Goals

What's in our toolbox?

Strategies & Tools	PPP Goals Supported										Strategy or Tool Description — How does this strategy or tool work? Could this strategy or tool work for us in the future?
	1 Visibility	2 Engagement	3 Notification	4 Responsiveness	5 Communication	6 Resourcefulness	7 User-Friendly	8 Proactive	9 Accessible	10 Compliant	
Advisory Committees		■		■	■			■	■	■	Make recommendations on projects, plans and policies to assist the MPO Board in making informed decisions from the seven standing committees composed of experts, citizens & special interest groups. The make-up of citizen-based groups should reflect the community's demographic composition.
Alternative Media	■	■	■		■	■	■	■	■		Use non-traditional means such as: automated voicemail, interactive information kiosks, computer graphic presentations, cell phones, pod casts in English and Spanish, etc.
Applets	■	■	■	■	■	■	■	■		■	Small scripts or programs that provide a function, such as sending a user a weekly notification of news stories covering a topic.
Banners	■		■					■	■		Position logo banners inside and outside MPO events. The public can easily find event locations and news media will capture the banners to reinforce MPO brand recognition in news clips and photographs taken.
Banner Ad & Wraps	■		■		■		■				Highly visible form of advertising an event or plan in general newspapers, community news and student newspapers.
Bicycle Suitability Map	■				■	■	■	■			Reinforces the relevance of the bicycle, pedestrian and safety planning; a great public relations collateral piece distributed through bicycle shops and other locations throughout Hillsborough County.
Business Briefings	■	■		■		■		■		■	Information is brought to a location where members of the business community gather in order to present background, goals, issues & status of a project with ample opportunity for attendee response.
Celebrity Media	■					■			■		Create excitement & appeal to a broader market than might normally take interest in transportation planning by creating PSA spots, videos, etc. with celebrity spokespersons or by having a celebrity attend public workshops to bolster attendance.
Chambers of Commerce	■	■		■	■	■		■	■		Being active in area Chambers of Commerce, including specialized Chambers, raises MPO recognition and provides a variety of opportunities to make presentations to various working groups and transportation committees that ideally represent a broad cross-section of the local business community.
Charrettes		■		■		■		■		■	A meeting format designed to define issues, analyze problems and alternative solutions in a short, intense time-frame to reach consensus on approaches to be taken, usually involving local experts and targeted stakeholders defining values and expectations in the process.
Citizens Guide	■	■	■	■	■	■	■	■	■	■	Produced and distributed in conjunction with the PPP to provide a concise informative tool for citizens on the various ways they can be involved in transportation planning and LRTP updates.

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Community Outreach Coordinators		■		■	■	■		■	■		Professionals or volunteers who have extensive knowledge of EJ populations being targeted, relationships with community leaders within that community, and the cultural and linguistic competency in order to engage EJ communities in MPO planning or project management team.
Contests & Games	■					■		■			Intensify community interest and increase community involvement through a game, gimmick or activity created to get the public's involvement in an idea, proposal or project.
Digital Engagement Platforms	■	■	■	■	■	■	■	■	■	■	Engage the public through media, exercises, collaborative processes, and other Web 2.0 content.
Discussion Facilitation	■	■	■	■	■	■	■	■	■	■	Group problem-solving guided by a trained facilitator who is neutral to the issues that focuses on a specific project or issue. Discussion is structured without controlling content in order to keep the process open with the full spectrum of opinions receiving due consideration, with the facilitator moving the discussion towards consensus and conclusion.
Event Hotline (24-Hour)	■	■	■	■		■		■	■	■	A dedicated and publicized local telephone number available 24 hours a day as an automated system to inform of upcoming public involvement opportunities and to collect recorded comments and/or get information for follow up.
Exhibits & Kiosks	■	■	■					■	■		Inform the community of project activities and opportunities to watch and/or attend in-person meetings or workshops.
Field Reviews					■						On-site visit to facilitate understanding of existing conditions and to communicate proposed activities from an existing conditions viewpoint.
Flexible Database		■		■		■		■	■	■	• A computer database in which participants, stakeholders and agencies information is entered in a manner that is easily and efficiently sorted and retrieved based on a variety of criteria. • Provide a means to track responses and to provide effective & timely responses. • An efficient means to achieve contact with the community through targeted mailing lists.
Flyers			■		■		■				Printed announcements of upcoming public meetings or events that are posted and handed out in communities affected by MPO plans.
Focus Groups	■	■	■	■		■	■	■	■	■	A meeting with a defined agenda where a set of questions is posed to participants which guides discussion so that public opinion can be more closely gauged. A facilitator is necessary and the number of participants is normally limited.
Geofencing	■	■	■	■	■	■	■	■	■		A tool that allows information to be sent to a user's phone when they enter a defined area.

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Growth & Transportation Options Visioning Tool	■	■	■	■	■	■	■	■	■	■	An interactive visioning tool Flash based program using GIS data, developed in conjunction with Tampa Digital for the Planning Commission to help people better understand the relationship between transportation and land use. It allows users to allocate growth and types of development to building land use scenarios using information on available, developable land, environmentally sensitive land, and population. Users can see instantly the impact it has on transportation choices. This tool has applications in live workshops, at free-standing kiosks and with online participants with easily downloadable results.
HCTV22 & Cable TV	■	■	■	■	■	■	■	■	■		• Broadcast spots that inform the community about events, meetings & other public participation opportunities. • Live and rebroadcasts of all MPO meetings in HTV22 with reference to MPO website on banner. The schedule is available from HTV at 813/272-5362.
"Home Games"	■	■	■	■	■	■	■	■	■	■	A method most recently used for the *MPO Transit Study's* Transit Scenarios Workshops providing the ultimate in proactive participation techniques by providing 'at home' workshops for neighborhood or other stakeholder groups to participate at a time and place most convenient, allowing people to participate who may never have attended a public workshop, having a significant impact on overall number of participants.
Informational Brochures	■	■	■		■	■	■	■	■	■	Develop & distribute informational brochures regarding current transportation issues. Recent & upcoming brochures include a one-page fold-out map depicting LRTP projects, the Ride Guide, Citizens Guide, Transit Concept for 2050 brochure and a Bicycle Suitability Map. Brochures are made available at public events, through public libraries and in the public area of The Planning Commission offices.
Interactive Displays	■	■		■	■	■	■	■	■	■	The electronic display of information which includes computer graphics, photo mosaics, GIS systems, video brochures, simulations and visualization tools that can be enhanced with interaction, making complex concepts more easily understood.
Leadership Meetings	■	■	■			■	■	■		■	Meetings where the public receives the latest project information in an atmosphere where community leaders can respond to current information, assess leadership concerns and needs and rally support for project goals and upcoming activities.
Advertisements	■	■	■		■		■	■	■	■	Advertise public meetings, public hearings, and required public comment and review periods. See the Notices section.
Logos	■	■	■		■		■	■	■	■	Using the MPO Logo or special study logos to create brand recognition through every phase of projects, plans, programs and documentation.
Media Kits & Briefing Packages	■		■			■	■	■	■	■	An informational package to provide general project data to media outlets that will be able to disseminate accurate information to interested audiences in a people-friendly format.

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Media (non-traditional)	■	■	■		■			■	■	■	Includes newspapers aimed at ethnic groups, broadcast media serving non-English speakers
Meeting Notices & Agendas		■	■		■	■					Mailed electronically or in hard-copy to all citizens who request them in addition to MPO members and Committee members. Posted on the MPO website. See the Notices section.
Mobile Devices	■	■	■		■	■		■	■	■	Electronic forms of communication can leverage technology through means such as text messaging, email blasts, and twitter to broadcast alerts and public notices to mobile devices and smart phones.
Mobile Exhibits	■	■	■	■	■	■	■	■	■	■	A portable, stationary or interactive display of project background and current information that can be moved community sites or special events to improve awareness and response collection by stakeholders.
Money Game		■		■	■	■	■	■			An active participant form of surveying used to demonstrate how the public would like to see their tax dollars spent. At the onset of a meeting, participants are given $100 in play money and asked to distribute the money into boxes representing various modes of travel.
Newsgroups	■	■	■	■	■	■	■	■	■	■	Available 24 hours a day for interested and informed stakeholders.
Newspapers	■	■	■	■	■	■	■	■	■	■	An article, advertisement or announcement generates attention, intended to reach a wide audience to announce a project or meeting and/or stimulate interest community interest. Building relationships with reporters to cover relevant transportation planning activities is key. See the Notices section.
Online Communities, i.e. MySpace, Facebook, Yahoo	■	■	■	■	■	■	■	■	■	■	Setting up an online community can generate a new level of interest, particularly with the younger generation who may not typically be interested in long range transportation planning. This can be a good discussion forum as well as a way to broaden notice opportunities.
Open House	■	■	■	■	■	■	■	■	■	■	An informal gathering that provides a forum where questions can be asked or submitted and answered in a comfortable atmosphere that encourages open discussion focusing on issues rather than positions, often tailored to specific area needs. Complex projects can be broken down into smaller components for easier understanding.
Participatory Budgeting		■		■		■		■			A democratic form of budget-making for all or part of a municipal or state budget, in which volunteer delegates selected from districts or thematic groups (e.g., health, education, transportation) identify projects, the costs of which are estimated by professional staff. The delegates then review and prioritize projects against available funding and present them to elected officials for final approval.
Partnering with Community Organizations	■	■			■	■	■	■			Reaching out to partner with community based organizations and leaders to promote and hold meetings, facilitate discussions, and obtain feedback on MPO plans.

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Peer-to-Peer Messaging	■	■	■		■	■	■	■	■		A messaging tool that encourages and provides the ability to receivers of a text or email message to forward to others.
Personal Interview		■		■				■		■	Face-to-face discussion about project specific topics and issues with key community stakeholders, community and opinion leaders, agency representatives and other interested parties who represent broader community opinions for the purpose of gathering information and opinions early in the planning process or prior to decision-making.
Photo Inventory		■				■		■			• Assign citizen volunteers to photograph what they like and do not like about their community. • Photos are compiled and organized into an inventory of community problems and assets. • Smart phones can be used to take photos, transmit them and geo-tag locations for easy mapping later on.
Plain Language		■			■		■		■		MPO plans and presentations should always strive to be clear, concise, free of technical jargon, understandable and inviting to citizens.
Plan Documents	■				■		■			■	Published by the MPO at regular intervals and include the LRTP, TIP and other plans and reports and disseminated according to the guidelines outlined in this PPP.
Postage Paid Comment Cards		■		■		■				■	Accompany the distribution, preferable as an attachment, with all plan documents in order to solicit immediate feedback from the public. Tear-off versions of the card are included in all publications printed for widespread distribution.
PowerPoint Presentations	■	■			■	■	■	■	■	■	An excellent tool for reaching out to other agencies and community groups and for presentations to the MPO and its advisory committees, helping to tell our story and explain plans and projects using visuals and allowing for Q&A or discussions.
Press Releases	■	■	■		■	■	■	■	■	■	Press releases are free and can often generate print, television and radio coverage going beyond purchased legal and display ads to encourage participation at MPO activities and events and to help keep people who cannot attend involved and aware.
Project Teams – Citizens Leadership Technical	■	■	■	■	■	■	■	■	■	■	Used most recently for the *MPO Transit Study*, this was a great avenue to involve citizens, leaders and technical advisors for a specific project to generate excitement, improve communication, and bolster the effectiveness of public participation goal.
Public Hearings	■	■	■	■	■			■	■	■	Advertised meetings held by the MPO to consider the adoption of the plan or program being presented at which public input is encouraged. All comments, whether written or oral, are formally recorded.

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Public Participation Workshops	■	■	■	■	■	■	■	■	■	■	• Interactive meetings held throughout a defined community to which all community members are invited, information is shared, project questions are asked and answered and awareness is increased. • Provide information to the community in a forum that allows people to feel comfortable & encouraged to contribute meaningful feedback to the project team in a non-threatening atmosphere. • Held prior to decision-making points in the MPO process.
Periodic Newsletter	■	■	■	■	■	■	■	■	■	■	Produce & distribute a periodic newsletter concerning transportation issues in the county that promotes best planning practices to neighborhood associations, business groups, professional associations, social clubs, chambers of commerce, interest groups, churches, schools and other groups and associations of those traditionally under-served by existing transportation systems. Hundreds of copies are also distributed through the Hillsborough County Public Library system.
Radio & PSAs	■	■	■		■	■	■	■	■	■	• News releases will be made available to all local radio media. • Broadcast spots that inform the community about an event. • Inform the community of project activities and opportunities to become more involved. • Partner with radio personalities like WFLA's Jack Harris who has consistently supported transit and a better transportation network. • Target community reporters at public radio stations such as WMNF and WUSF.
Relationship Building	■	■		■	■	■	■	■	■	■	Building relationships with interagency partners, community leaders, civic groups, faith-based organizations, media, etc. will ensure understanding by the MPO and support all of the public participation goals.
Report Public Comments & Results		■	■	■	■			■		■	Each MPO report developed will include a public and interagency comment section summarizing comments received and any changes made to plans as a result of the comments.
Ride Guide	■	■	■	■	■	■	■	■	■	■	A highly informative, user-friendly collateral piece distributed though human services and transportation agencies throughout Hillsborough County. Printed in large font for the elderly market, it is an excellent tool for the transportation disadvantaged and caregivers.
Scenario Workshops	■	■	■	■	■	■	■	■	■	■	Planners, citizens, technical specialists, community leaders, elected officials doing hands-on planning in a visualization format. Used most recently for the *MPO Transit Study* with a "Home Game" version.
Signage	■		■		■		■				Making the public aware of public meetings and events by posting signs in the affected areas.
Speakers Bureau					■					■	A presentation to interested groups to provide background information and discuss current issues, allowing ample time for interactive feedback. Upon request, the MPO will give presentations to public, private or citizen groups concerning the MPO plans and activities.

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Student Newspapers	■	■	■		■						Articles and notices pertinent to specific school, college and university populations are a good way to engage what can be a hard to reach segment of the community.
Surveys & Comment Cards	■	■	■	■	■	■	■	■	■	■	Can be used at community events, following presentations, in the newspaper, in the MPO newsletters, accompanying MPO plan documents or direct-mailed to solicit general input from the public or a target audience, or to generate specific technical data. Can also be distributed at the end of MPO events to get feedback on the event itself.
Talking Points	■	■	■		■	■	■				Provides an accurate, uniform message for the MPO and staff to use to address public or media inquiries or when making presentations.
Technical Memos					■						For long-term projects like the LRTP, the MPO staff and/or project consultants prepare technical memoranda concerning the technical and policy issues. Specifically, these document issues methodologically used and data developed as part of the planning process.
Teleconferencing	■	■		■				■	■	■	A telephone or visual communication meeting between interested parties in two or more locations allowing distance-disadvantaged community participants to be involved in the exchange of ideas and discussions, saving time, gas and travel inconveniences.
Telephone Polling		■		■		■		■		■	Telephone interviews with a randomly generated community cross-section or specific sub-section of the community will provide a current sense of community awareness and particular project issues.
The Planning Commission Library	■				■		■			■	A central depository for MPO publications and other transportation related materials. It is open to the public and is located at: The Planning Commission, County Center Building, 18th Floor, 601 East Kennedy Boulevard, Tampa, FL 33602
Town Call Meetings	■	■	■	■	■	■	■	■	■	■	Town Hall style meetings held as a live telephone conference call providing an opportunity to share information, answer questions and poll thousands of participants. Celebrity host & panelists may be used.
Town Hall Meetings	■	■	■	■	■	■	■	■	■	■	Displaying at events like the BOCC Town Hall Meetings supports all of the PPP goals in various communities throughout Hillsborough County and minimizes costs by partnering with the County's event format.

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Translation into Other Languages	■	■	■	■	■	■	■	■	■	■	Speaking the language the people speak to enhance their ability to not only understand the plans, but actually participate in the transportation planning process. Opportunities may exist in more than one language, including sign language, depending on the targeted group or stakeholders in the planning area and may be applied to publications, web site, advertisements, hot line information, customer assistance and presentations. See Accessibility for more information and Appendix E for the MPO's *Limited English Proficiency Plan*.
Transportation Fairs	■	■	■	■	■	■	■	■	■	■	An event used to create public interest in a transportation project or program usually of one-day duration. The event is actively promoted across multi-media and involves visual displays or technology demonstrations; thus, encouraging community interest in a program or study, keeping the public interested and informed while allowing for casual input and formal feedback opportunities.
Twitter	■	■	■	■	■	■	■	■	■	■	Used as a rapid news source feed to provide information about all MPO plans, programs and events as well as a tool to providing information about other relevant meetings, events and resources. Also, an interactive tool providing 2-way communication for feedback.
Videos	■				■	■	■	■	■		Recorded visual and audio messages for presentation to the community that is easy to understand and visually appealing with the advantage of being used for consistent presentations that can go beyond the capabilities of live presentations or when a live speaker is not available.
Visioning		■		■		■		■		■	A series of meetings focused on long-range issues involving a broad spectrum of people to generate ideas, set goals and priorities and to assist in the formulation of policy direction. Determines parameters of short-range planning activities. Provides a venue for the input of a wide range of ideas and potential solutions.
VISSIM Software	■	■	■	■	■	■	■	■	■	■	Powerful 3-D multi-modal tool applied to simulate future vehicular flows, bicycle and pedestrian traffic, transit operations and conditions at rail stations. Used to model movement and behavior from small surface roads to complex, large-scale transit systems and generate before and after aerial animations of future transportation projects based on existing and future traffic conditions.
Visualization Software Programs	■	■	■	■	■	■	■	■	■	■	Samples of visualization techniques range from photo, PowerPoint or video presentations, brainstorming sketches and visual preference surveys to scale models, renderings, maps, aerials, 3-D imagery and other computer-aided visualization.
Walking Tours & "Walkshops"											Organized group walking tours through a project site or corridor to enable community members to see and or point out problems, assets and resources important to the community. "Walkshops" are mobile workshops geared around group activities, such as photo inventorying and mapping.

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Web 2.0 Technology & Crowdsourcing		■		■		■	■				Web 2.0 refers to new Internet programs designed to foster collaboration between users. Crowdsourcing is a form of distributed problem-solving. Internet-based tools, such as Wikis, webcasts, and on-line dialogues, can allow users to develop documents collaboratively, for example, corridor plans drafted with direct input from community representatives.
Web Sites	■	■	■	■	■	■	■	■	■	■	• 24-hour accessible on-line site with web address http://www.hillsboroughmpo.org where the community can immediately access calendars, agendas, members, interactive maps, links to related sites, general study information and most MPO publications with the opportunity to participate in a survey or email feedback. Visits to the site are tracked. • www.mpo2035.org created in conjunction with the 2035 Plan.