



Innovation in Public Outreach – A Different Kind of ARTS

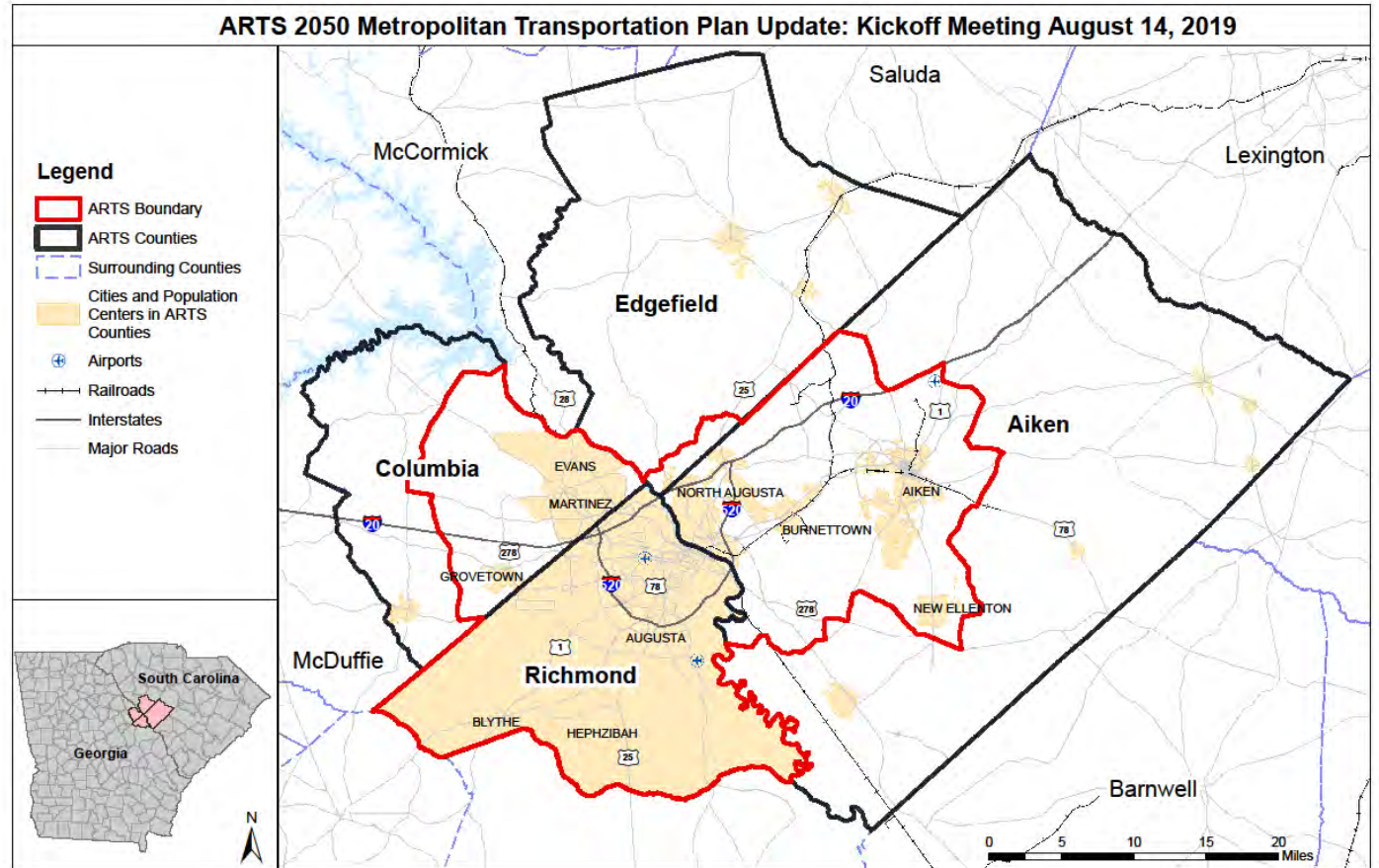
Presentation to: Georgia Planning Association Fall Conference
Decatur GA

Presentation by: Oliver Page, Ph.D.

Date: October 2 – 4, 2019

Augusta Regional Transportation Study (ARTS)

- Established: 1978
- Bi-State MPO (GA & SC)
- 6 Cities
- 1 Military Base
- Population: 460K
- Area: 805 m²
- Road Lengths: 3,734 m²



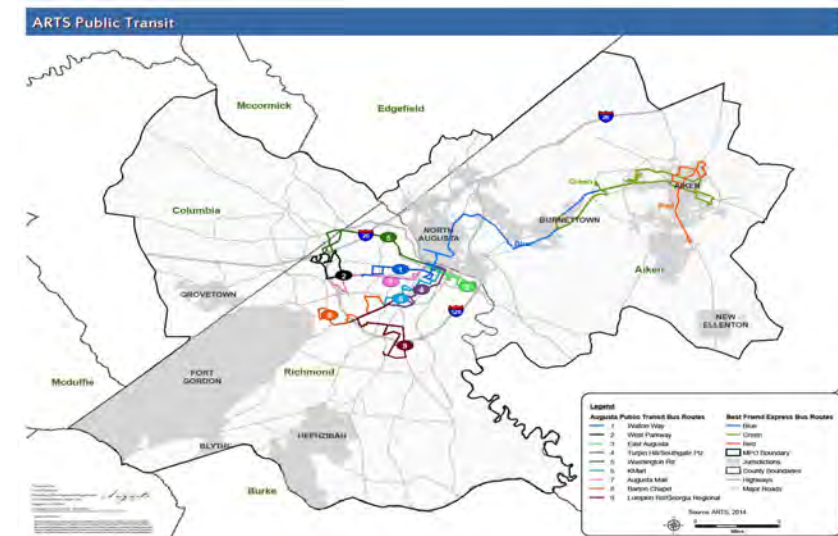
Public Outreach and ARTS

- Guided by Public Participatory Plan
(Adopted 12/07/17)
- Public Meetings & Notices
- Speaker Bureaus
- Venues: Municipal Buildings/City Hall
Recreation/Activity Centers
Community Centers/Churches
Libraries/Museums



Past & Current Public Outreach Outcomes

- Low attendance
- Limited demographic mix
- Transit Reach & Frequency
- Spatial accessibility
- Venue setup logistics
- ARTS/City of Augusta IT framework
- Costly advertising



Innovation #1 – ARTS Rebranding

- Who are we?
- What is ARTS?
- What is a MPO?
- What do we do?
- What is Long Range Planning?
- Why is planning important?



Innovation #2 – Scope of Services, Logo and Theme Development

- Scope of Services
- Logo
- Theme: FutureMobility2050



ARTS2050
METROPOLITAN TRANSPORTATION
PLAN UPDATE ► *Future Mobility*
futuremobility2050.com

Innovation #3 – Go to where the people are

Event:

- Arts in the Heart September 20-22, 2019
- Annual Arts Festival in downtown Augusta
- 2019 marked 39th Year
- City of Augusta major sponsor
- More than 80,000 visitors

Benefits:

- Festive atmosphere, happy people, captive audience
- Giveaways attract people and stimulate conversation
- Familiarity with venue & location
- 300 surveys completed



ARTS2050
METROPOLITAN TRANSPORTATION
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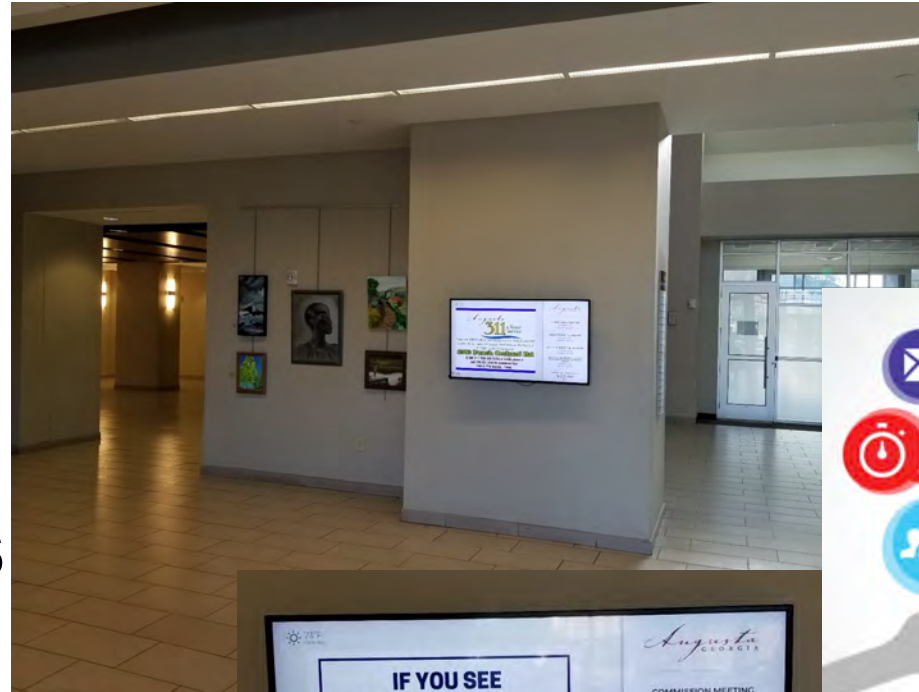
Innovation #4 – Social Media & Internet

- www.futuremobility2050.com
 - [Google Analytics](#)
- www.facebook.com/futuremobility2050
 - Facebook marketing
- Twitter @Fmobility2050
- Online Surveys via Metroquest

The image shows two screenshots related to the ARTS 2050 project. The top screenshot is the website for the ARTS 2050 Metropolitan Transportation Plan Update. It features the ARTS 2050 logo, navigation links (Home, About the Plan, MTP Materials, Get Involved), and a main heading. Below the heading is a paragraph explaining that the Augusta Regional Transportation Study (ARTS) Metropolitan Planning Organization (MPO) is updating its Metropolitan Transportation Plan (MTP) for 2050. A secondary paragraph states that the MTP is updated every five years to develop a vision of what the ARTS planning area will look like in the next 10, 20, or 30 years. A 'Take Survey!' button is visible at the bottom of the page. The bottom screenshot shows a MetroQuest survey interface titled 'Future Mobility 2050'. It includes a progress bar, a 'WELCOME' section with an 'About This Plan!' heading, and a central pop-up window that says 'Please take a moment to tell us what you think and help us better understand issues that are important to you. We appreciate your valuable input!' with a 'Begin' button and the MetroQuest logo. A vertical navigation menu on the right includes 'PRIORITIES', 'SURVEY', 'MAP MARKERS', and 'THANK YOU'.

Innovation #5: Intranet Use & Facility Use

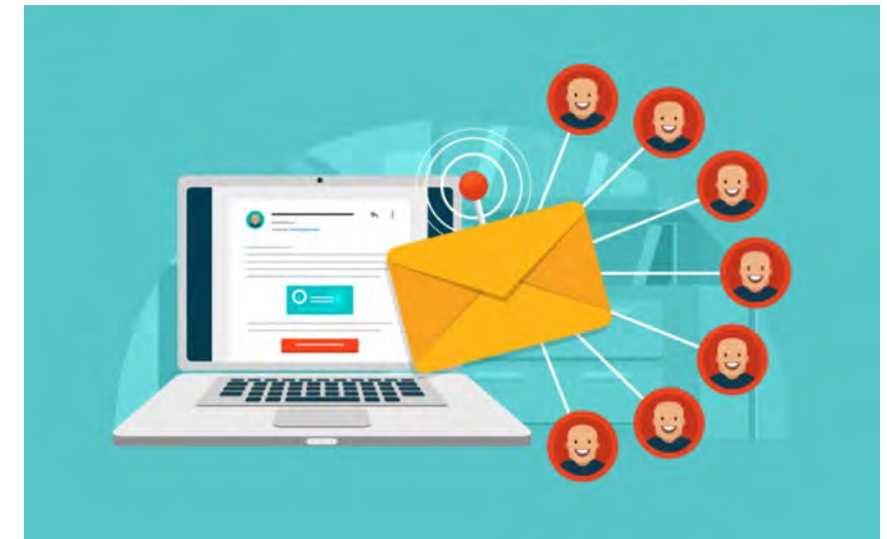
- City of Augusta Intranet
 - 2,730 network users
- Inhouse Communication
 - 350 persons/day
- Audience Response Systems
 - In-house
 - Online (Slido.com)



Innovation #6 – Partnering Out-of-the-Box

Through selective use of emails reach

- Departments of Public Health
- Departments of Labor
- Community/Neighborhood Associations
- Cultural Associations
- Recreational Associations
- Civic and nonprofit Associations



Innovation #7: USPS Mail Marketing

- Every Door Direct Mail

The screenshot displays the USPS.COM website interface for the 'Every Door Direct Mail' tool. At the top, the USPS.COM logo is on the left, and navigation links for 'Quick Tools', 'Mail & Ship', 'Track & Manage', 'Postal Store', 'Business', 'International', and 'Help' are on the right. Below the navigation bar, the page title is 'Every Door Direct Mail®'. There are links for 'Select Routes', 'Find a Printer', and 'Using EDDM®'. A 'Mailpiece Size Checker' icon is also present.

The main content area features a search bar with the address '1701 15th St, Augusta, Georgia, 30901' and a 'RADIUS 1.0 mi' dropdown. Below the search bar is a table with columns: ROUTE, RESIDENTIAL, BUSINESS, TOTAL, AGE 25-44, SIZE, INCOME, and COST. A 'Show Table' dropdown is located to the left of the table.

The central part of the interface is a map of Augusta, Georgia, showing a blue shaded area representing the mail delivery route. A red star icon marks the starting location. The map includes labels for various streets and landmarks, such as 'North Augusta', 'Augusta', and 'Augusta University-Forrest Hills'.

On the right side, there is an 'Order Summary' panel with the following information:

- Individual Routes Selected: 3
- Post Office™ Drop-Offs: 1
- Total Delivery Addresses: 2295
- Approximate Cost: \$429.17

At the bottom of the 'Order Summary' panel, there are 'Continue' and 'Save' buttons.

Challenges

- Attracting and retaining followers
- Attracting and retaining hard-to-reach population groups
- Visually impaired persons (reading and ranking capacity)
- Tablet versus Paper Surveys
- Perceived climate of fear of arrest at venues





**ANY
QUESTIONS**

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