Innovation in Public Outreach – A Different Kind of ARTS

Presentation to: Georgia Planning Association Fall Conference
Decatur GA
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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
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
Innovation #4 – Social Media & Internet

- www.futuremobility2050.com
  - Google Analytics
- www.facebook.com/futuremobility2050
  - Facebook marketing
- Twitter @Fmobility2050
- Online Surveys via Metroquest
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
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
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