


GIS StoryMaps for 2045 Long Range Transportation Plan Public Outreach and Engagement

MPO Directors Meeting
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Traditional Outreach

- ◆ Information on website
- ◆ In-person presentations and open houses
- ◆ Direct calls or emails to staff

Limitations of Traditional Outreach

- ◆ People can't always make it to in-person meetings
- ◆ Information online tends to be dense and technical (e.g., draft plan chapters)
- ◆ In-person meetings don't offer enough time for people to examine details and formulate good questions and comments

StoryMaps Allows

- ◆ People to get a useful summary
- ◆ People to explore details to the level they wish
- ◆ People to comment directly on specific projects
- ◆ People to explore at their own pace, at whatever time works for them

How We Used StoryMaps for LRTP

- ◆ Introduction: Setting the scene for what ROCOG and the LRTP are
- ◆ Modal Plan Maps:
 - Streets and Highways
 - Active Transportation
 - Transit
- ◆ Chapter Summaries

What We Learned

- ◆ 3 in-person responses for every 4 StoryMap responses
- ◆ In-person outreach responses balanced among the three modes
- ◆ StoryMap responses dominated by active transportation
- ◆ In-person responses were often general in nature, and only about specific projects about a quarter of the time; StoryMap responses were about 95% about specific projects

What We Learned (cont.)

- ◆ In-person responses and StoryMap responses had noticeably different lists of priorities
- ◆ Diverging points of view on how to address future needs
- ◆ In-person outreach allowed for more give-and-take and general topics
- ◆ StoryMap comments were more focused on project