

How will the outreach address Environmental Justice?

Send notice to Environmental Justice contact list

Provide outreach materials in Spanish

Other (describe) _____

-
-
-

Core outreach (including environmental justice): public comment period, public hearing, open house, newspaper display ad, notice to interested parties, web notice, and bus posters.

Stakeholder/ Targeted Audience	Message (What is the benefit or desired change in behavior?)	Where and When ...will the audience be most receptive to the message?	Outreach Tool	Time Frame
General public, including Environmental Justice	The MPO does transportation planning and it has a big effect on your life. Here's what the Plan does and what the Update includes. It's how we get there that matters. We appreciate your input—it makes a difference.	Hold open houses at varied times and at places where people go anyway. Radio talk shows during commute times. Water Cooler type TV show.	Website, display ads, open houses, public comment period, public hearings, bus posters	April – June 2007
Environmental Justice	Same as above.	Community gathering places.	email notice, bus posters, flyers	April – June 2007
Interested Parties --Community leaders --Interest groups --Decision makers --Neighborhood grps. --Key communicators	The MPO is updating the Regional Transportation Plan. Here's what the Update includes. This is a first step that will lead to a more involved update. Your suggestions will inform the next update.	Contacts through existing organizations like neighborhood groups, the Chamber. Put articles in their newsletters, use their mailing lists, speakers bureau (may be beyond scope), etc.	All of the above, plus e-mail announcements, postcard mailings, public hearings, Survey Monkey	April – June 2007