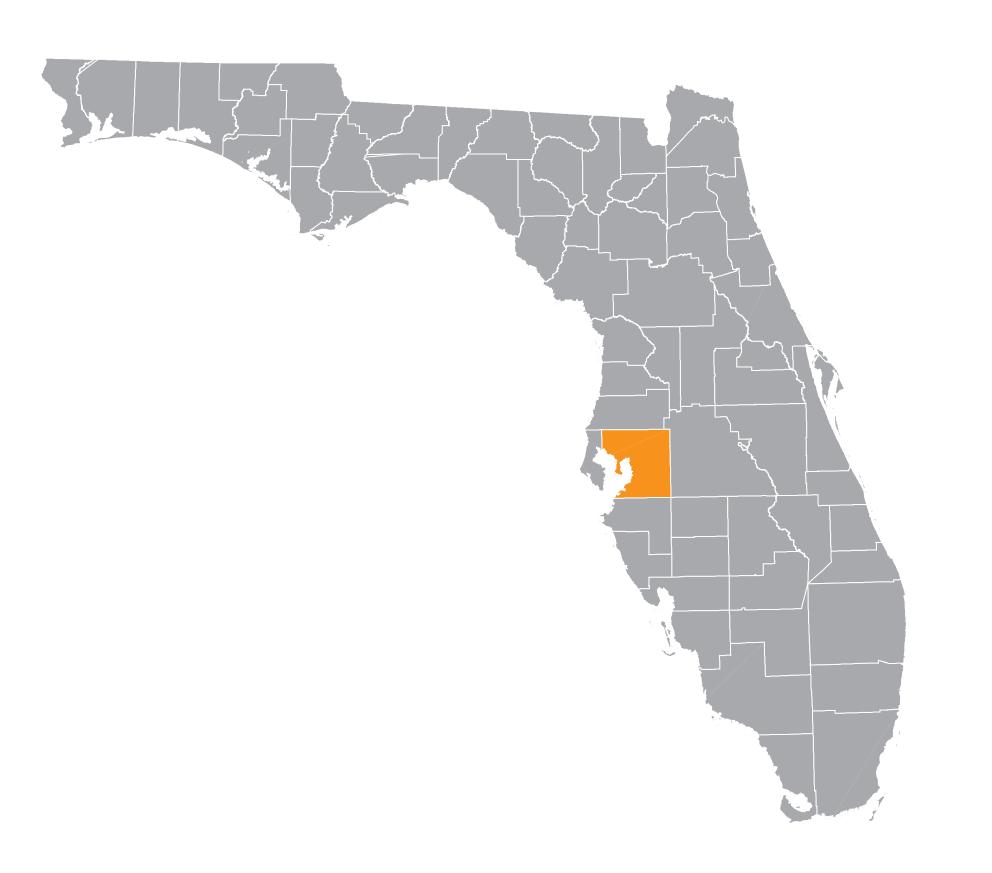
## MEET YOUR COMMUNITIES WHERE THEY ARE: HOW WE INCREASED EQUITABLE REPRESENTATION AND BROKE A METROQUEST SURVEY RECORD

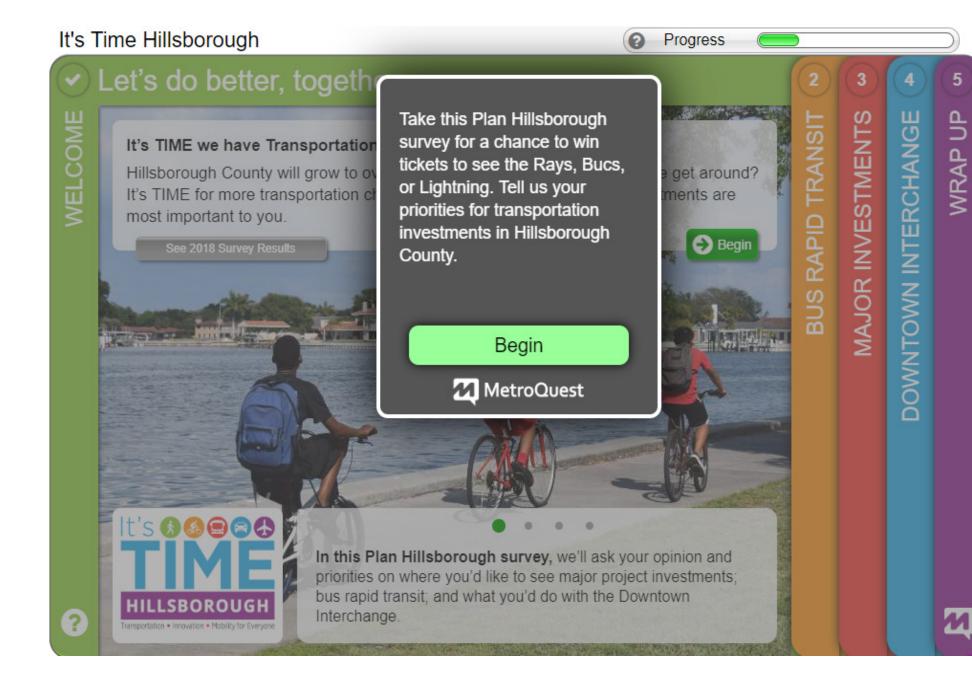


# IT'S TIME HILLSBOROUGH

The Hillsborough Metropolitan Planning Organization (MPO) represents Hillsborough County and the cities of Tampa, Temple Terrance, and Plant City.

It's TIME Hillsborough is the MPO's 2045 Long Range Transportation Plan. The MPO used the MetroQuest platform to get input on the Plan at two points during Plan development.



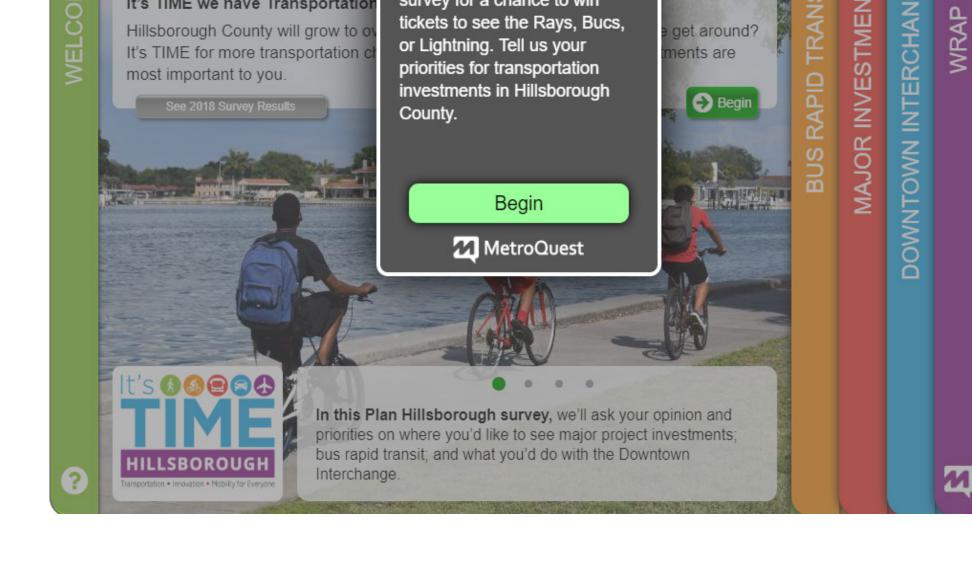


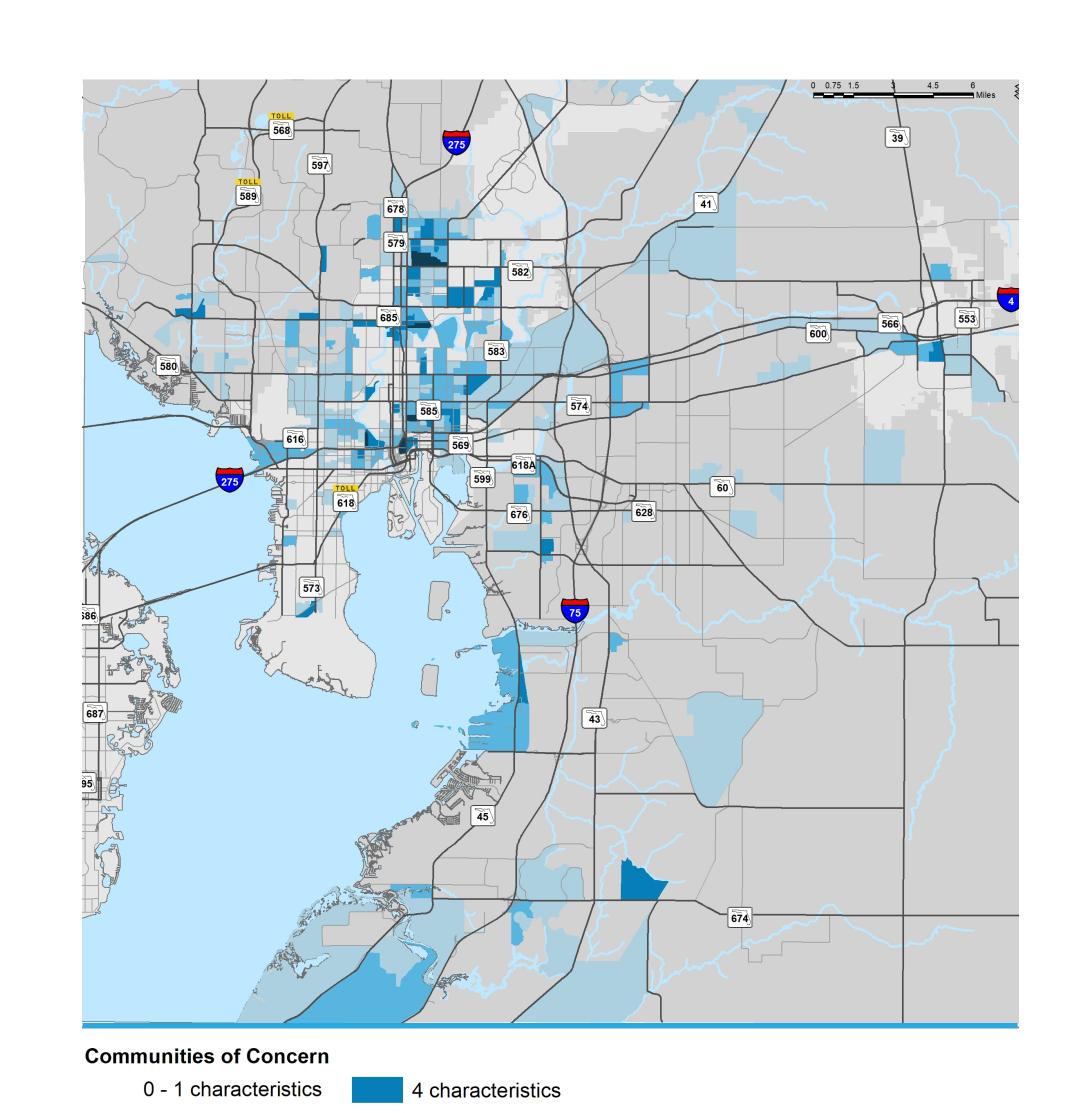
## COMMUNITIES OF CONCERN

The Hillsborough MPO defines a Community of Concern as any block group at least one standard deviation above the median in two or more of the following characteristics:

- minority population,
- elderly population,
- Limited English Proficiency population,
- disability,
- zero vehicle households,
- low income, or
- youth.

Communities of Concern face unique and often overwhelming obstacles related to transportation and engagement in MPO participation processes.





3 characteristics

#### ENGAGEMENT STRATEGIES

Rather than expecting people to come to us, the MPO met people where they are by attending community events, existing neighborhood meetings, riding the bus, and leveraging social media advertising.

#### Identifying Neighborhood Gatekeepers

People listen to people they know. The MPO contacted over 100 community leaders and asked how to best reach their community. Many hosted presentations, distributed information to their members, and sent e-blasts to encourage the public to participate.

## LESSON LEARNED



Coordinating with community leaders can take weeks, sometimes months. For best results, start reaching out three months before your outreach period.

#### Getting to the People

The MPO used the following strategies to meet people where they are:

- Attended 100 community meetings and events.
- Rode 6 bus routes through communities of concern.
- Hosted 7 pop-up events at major transit transfer centers and local malls.

### LESSON LEARNED



Riding the bus was an effective strategy to engage communities of concern in person.

#### Harnessing the Power of Social Media

The MPO paid for advertising through Facebook and Instagram. Nearly 50% of the social media budget was spent in Communities of Concern. The MPO used zip codes to track where survey participants were from and adjusted the social media spend in real time to reach underrepresented areas.

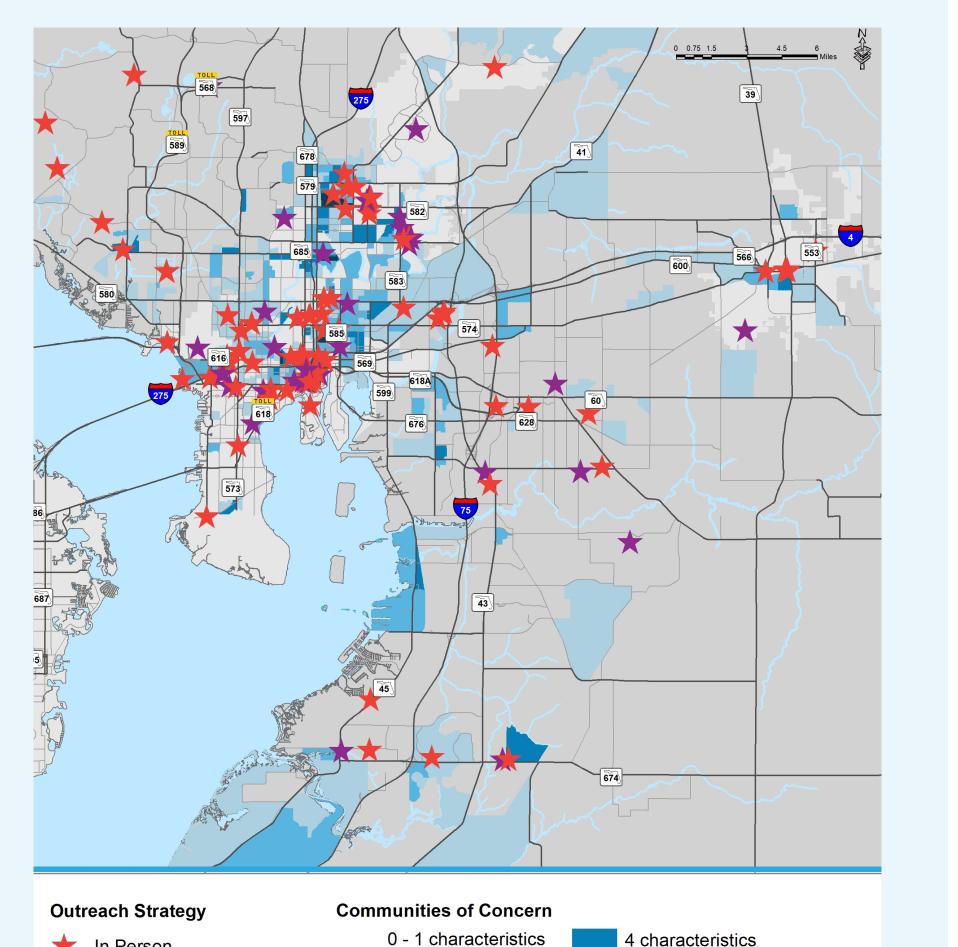
## LESSON LEARNED



Start small and test. The MPO developed five social media ad sets and tested different images and text ptions to see what resonated with audiences. The MPO then adjusted the advertising spend to favor the ads that performed well.

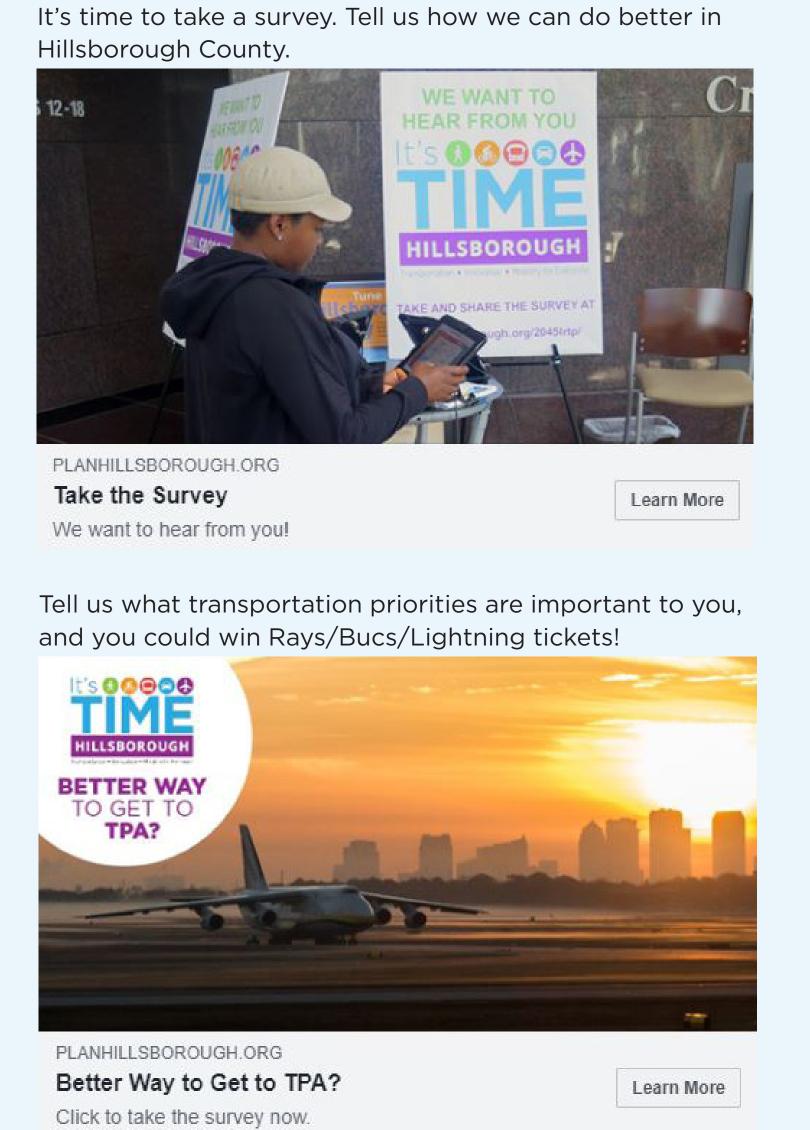
Other aspects of the media campaign included:

- Radio Kick-off Event
- Radio Cross Promotions and Tie in Radio Marketing
- Incentives Survey participants were eligible to win tickets to local sports events provided by radio partners



The MPO worked with 100+ organizations. 40% represented Communities of Concern

3 characteristics

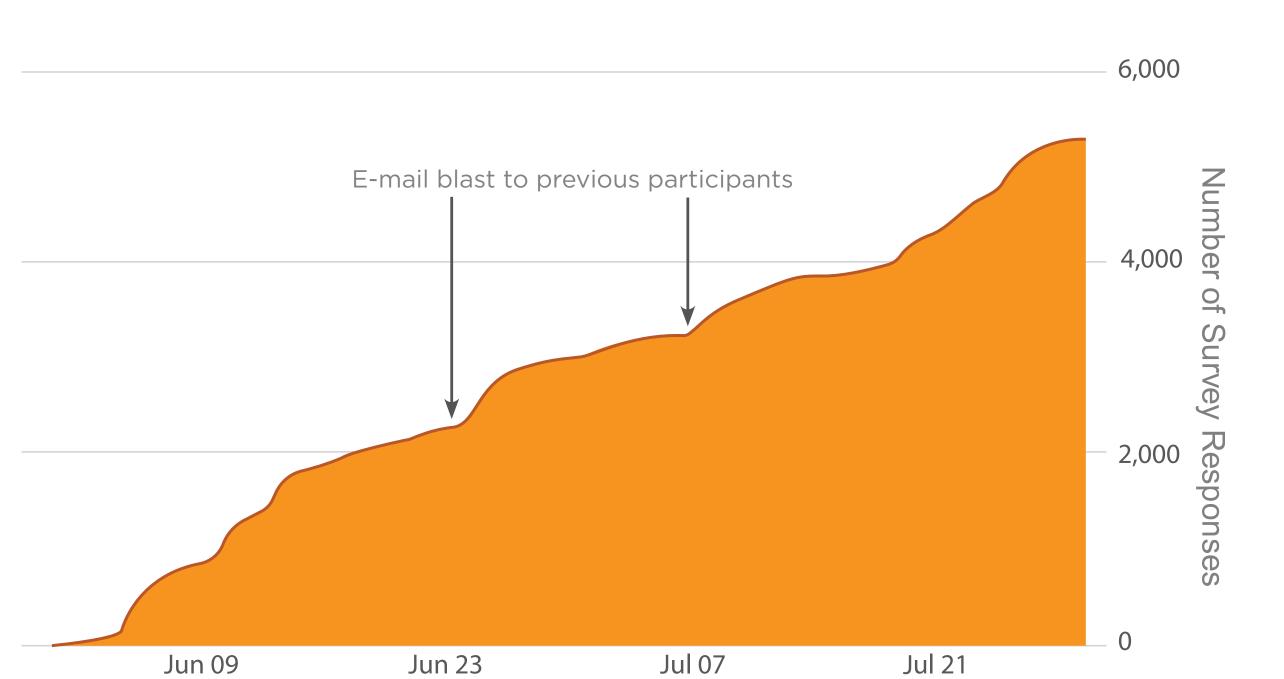


## RESULTS

**Overall Survey** 

#### Nearly 10,000 citizens responded to the online surveys, held at two different time periods over a total of five months setting a national record for participation in a MetroQuest online survey.

- 60% of people who clicked on the survey link completed the survey.
- 65% of people left their email to be eligible for prizes.



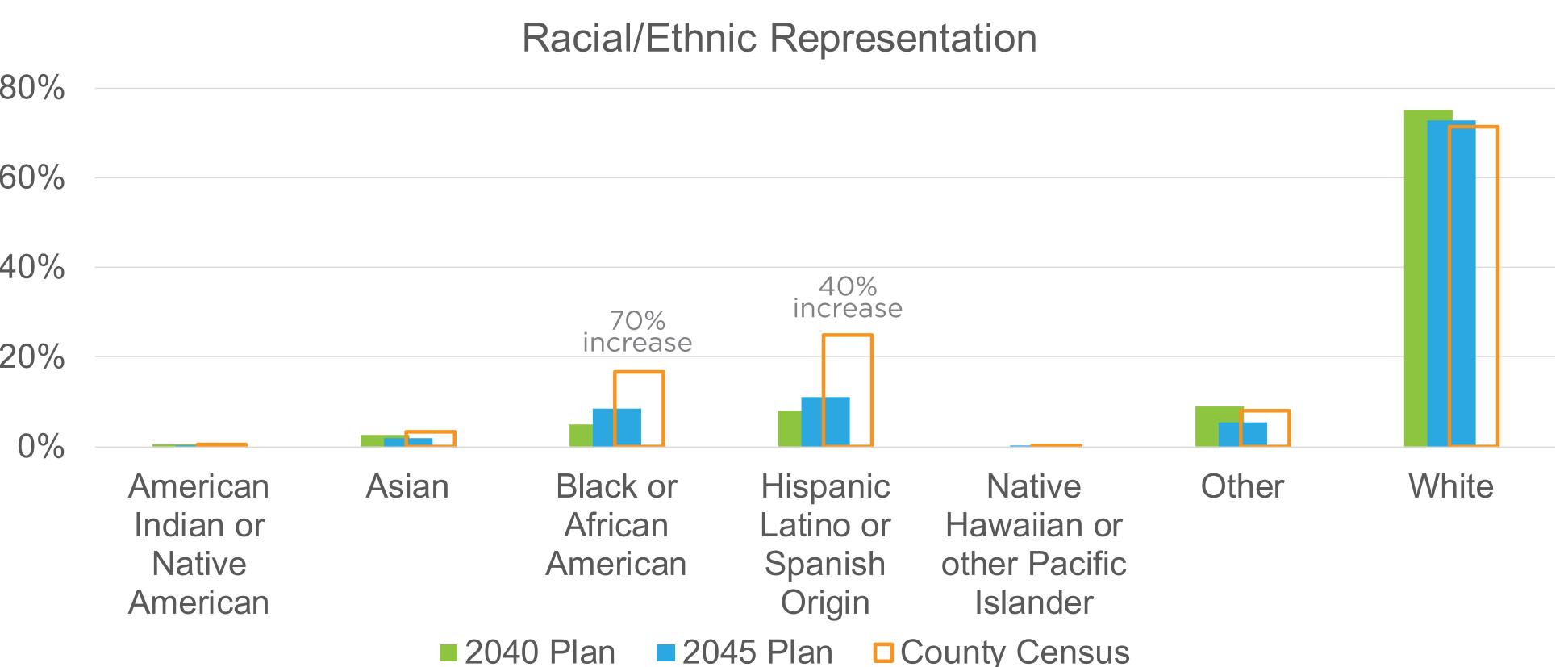
## LESSON LEARNED



Listen to and reengage the public. The MPO saw major spikes in Phase 2 survey responses after sharing the survey with Phase 1 survey takers.

#### **Communities of Concern**

The MPO increased representation from minority populations by 40 to 70% when compared to the 2040 Plan.



#### **Social Success Stories**

354,476 total impressions and 3,890 total clicks from a \$2,000 social media advertising budget. 40% of survey takers found the survey through social media.

## LESSON LEARNED



Set up advertising audiences strategically. The MPO used a tracking pixel to understand which social media users had already taken the survey and created a custom social media advertising audience that avoided targeting these individuals. This helped to maximize budget by not wasting advertising dollars on those who had already taken the survey.







