

**MISSOURI'S
TRANSPORTATION**



LONG RANGE PLAN UPDATE

Engagement for Long Range Transportation Plans

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Missouri's Long Range Transportation Plan

- Last plan completed in 2014 – included **extensive outreach efforts**
- 2018 LRTP Update
 - Update **transportation system goals**
 - Assess **customer expectations** for the transportation system for the next 25 years
 - Outreach almost **exclusively online**




MoDOT's 2014 LRTP: Building the Foundation



MoDOT's 2018 LRTP Update: Online Outreach

MoDOT LRTP Update

Progress 


2 Welcome

WELCOME

Citizen's Guide to Missouri's Transportation Future

The Missouri Department of Transportation is updating the state's Long Range Transportation Plan and we want to hear from you!

[Begin](#)




Because it's time to update the Long Range Plan, MoDOT wants to hear your thoughts on the four goal areas: Preservation, Safety, Economic Development, and Connections & Choices as well as other transportation priorities. We appreciate your input!


2 GOALS

3 PRIORITIES

4 OPTIONS RATING

5 WRAP UP





MoDOT's 2018 LRTP Update: Online Outreach

Promoted through:

- Email blast to stakeholders
- News release
- Fact sheet
- MoDOT website
- Employee briefing



Missouri's transportation system safely and reliably connects people with jobs and services, connects businesses with suppliers and customers, moves students to and from school and allows visitors to explore the state's many destinations. To help make strategic decisions, meet Missouri's future transportation needs and be good stewards of taxpayer dollars, the Missouri Department of Transportation (MoDOT) is updating the state's Long Range Transportation Plan (LRTP).

What is a Long Range Transportation Plan?
An LRTP sets a 25-year vision for the state's transportation system. Developing the LRTP is a multi-modal planning effort that looks at the state's highways and bridges, as well as rail, ports, aviation, transit and bicycle/pedestrian accommodations.
The LRTP allows MoDOT to assess and address the needs of its

The state's current LRTP, A Vision Transportation completed in 2014 and the plan will set the through 2045.

Transportation Goals

The current LRTP includes four goal areas, developed with extensive stakeholder and public input:

- 1 **Preservation:** Take care of the transportation system and services we enjoy today.
- 2 **Safety:** Keep all travelers safe, no matter what mode of travel.
- 3 **Economic Development:** Make investments in the transportation system that spur economic growth and create jobs.
- 4 **Connections and Choices:** Give Missourians better transportation choices.

A screenshot of the MoDOT website news release page. The header includes the MoDOT logo and "Missouri Department of Transportation" with the phone number "888-ASK-MODOT (275-6636)". The navigation menu includes "About Us", "Travelers", "Business", "Bidding", "Plans & Projects", "Other Transportation", "News & Information", "Programs & Services", "Safety", and "Careers". The main content area is titled "MoDOT News Release" and dated "September 11, 2017 11:22 AM". The headline is "MoDOT Launches Statewide Survey for Long Range Transportation Plan". The text describes the survey and its purpose. A sidebar on the right contains social media icons and a "Transportation Plan" section. At the bottom, there is contact information for Ben Reeser and a note about the final plan's availability.

We Want to Hear from You!

We want to be sure we're focusing on the needs that are most important to you. Please visit our online survey and let us know if the existing goals should be the focus going forward. We also need your input on transportation priorities.

[MoDOTLRTP.metroquest.com](https://modotlrtp.metroquest.com)

The online survey should take less than 10 minutes and can be completed from a smartphone or a computer with internet access. If you don't have a computer at home, visit your local library or MoDOT district office to take the survey.

For more information on MoDOT's LRTP update, contact Ben.Reeser@modot.mo.gov or 573-526-0123



MoDOT's 2018 LRTP Update: Online Outreach

Promoted through:

- Social media – free and paid

 Missouri Department of Transportation
September 19 at 12:00pm · 🌐

Do you care about Missouri's roads? If so, we want to hear from you. Take the survey now. <http://bit.ly/2eHkGKV>



👍 Like 💬 Comment ➦ Share

👍 😄 55 Top Comments ▾

36 Shares

 Missouri Department of Transportation
September 28 at 12:00pm · 🌐

Which direction should we take our transportation future? Let MoDOT know by taking this survey. <http://bit.ly/2eHkGKV>



👍 Like 💬 Comment ➦ Share

👍 😄 🤔 38 Top Comments ▾

27 Shares



MoDOT's 2018 LRTP Update: Social Media Reach (Paid and Organic)

Paid Social Media Reach (Facebook)

- 363,122 total impressions
- 4,122 reactions
- 995 shares
- 511 comments

Organic Social Media Reach

Facebook

- 167 reactions
- 117 shares
- 83 comments

Twitter

- 77 re-tweets
- 83 comments
- 58 likes

Missouri Department of Transportation
September 22 at 9:00am · 🌐

Calling all Missourians! We're working on our long range plan and we need your help. Let MoDOT know what you want to see in Missouri's transportation future by taking this survey. <http://bit.ly/2eHkGKV>

MISSOURI'S TRANSPORTATION Future

Like Comment Share

4.1K

995 Shares

[Paid Post]



MoDOT's 2018 LRTP Update: Online Outreach

- Asked planning partners to help spread the word
- Paper and Spanish language versions made available
- People without computers encouraged to visit libraries or MoDOT district offices for access

MISSOURI'S TRANSPORTATION LONG RANGE PLAN UPDATE

The Missouri Department of Transportation (MoDOT) is updating the state's Long Range Transportation Plan (LRTP) and we want to hear from you!

Missouri's current LRTP was completed in 2014. It included an extensive outreach process. MoDOT talked with thousands of people to find out what Missourians expect from the state's transportation system. Input from that outreach helped MoDOT develop four goal areas to guide the future of transportation:

- 1.) **Preservation:** Take care of the transportation system and services we enjoy today;
- 2.) **Safety:** Keep all travelers safe, no matter the mode of transportation;
- 3.) **Economic Development:** Invest in projects that spur economic growth and create jobs;
- 4.) **Connections & Choices:** Give Missourians better transportation choices (urban/rural transit, bike/pedestrian, rail, ports and airports)

Because it's time to update the Long Range Plan, MoDOT wants to hear your thoughts on the four goal areas as well as other transportation priorities.

1.) MoDOT needs feedback on the four goals from the current LRTP. Do you agree or disagree with each of these goal areas as a focus for the next 25 years of transportation? (Please circle Agree or Disagree for each goal.)

Preservation: Take care of the transportation system and services we enjoy today.

Agree Disagree

Safety: Keep all travelers safe, no matter the mode of transportation.

Thank You

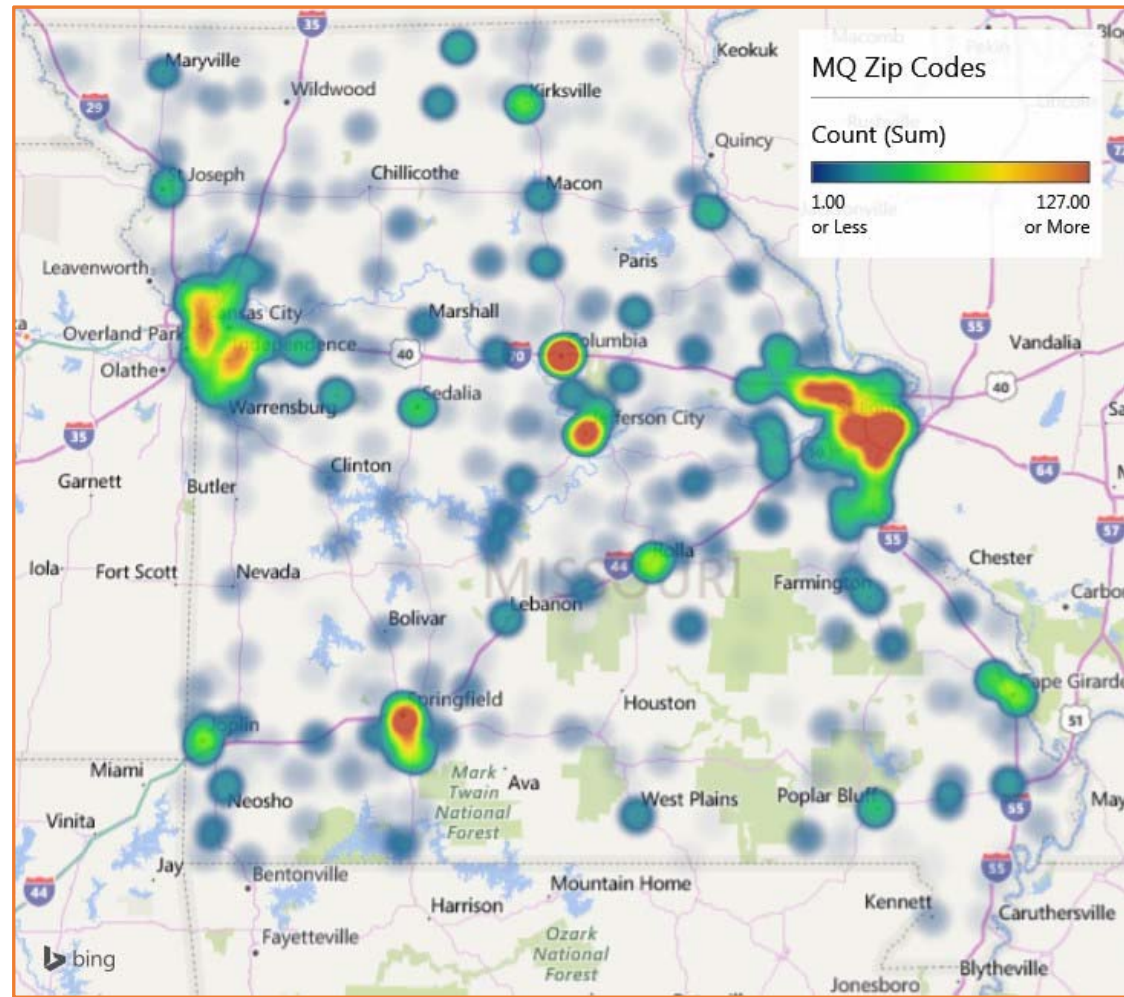
What Can You Do?

- Take the online survey: modotlrtp.metroquest.com
- Share the online survey with your contacts
- Share the website and factsheet: www.modot.org/LRTP
- Invite MoDOT staff to present at an upcoming meeting
- Email MoDOT and let them know how you're helping share information, promote participation and what you're hearing



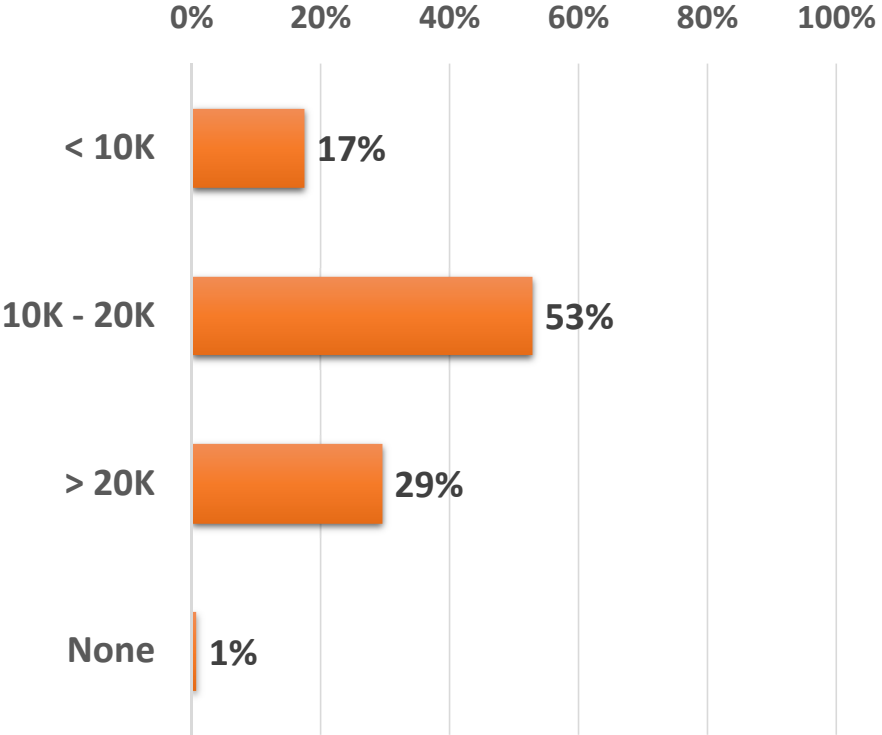
Who Did We Hear From?

- Survey open 1 month
- 7,716 participants
- 5,000+ comments
- 74% of people provided a zip code
- Created heat maps to see location of participants

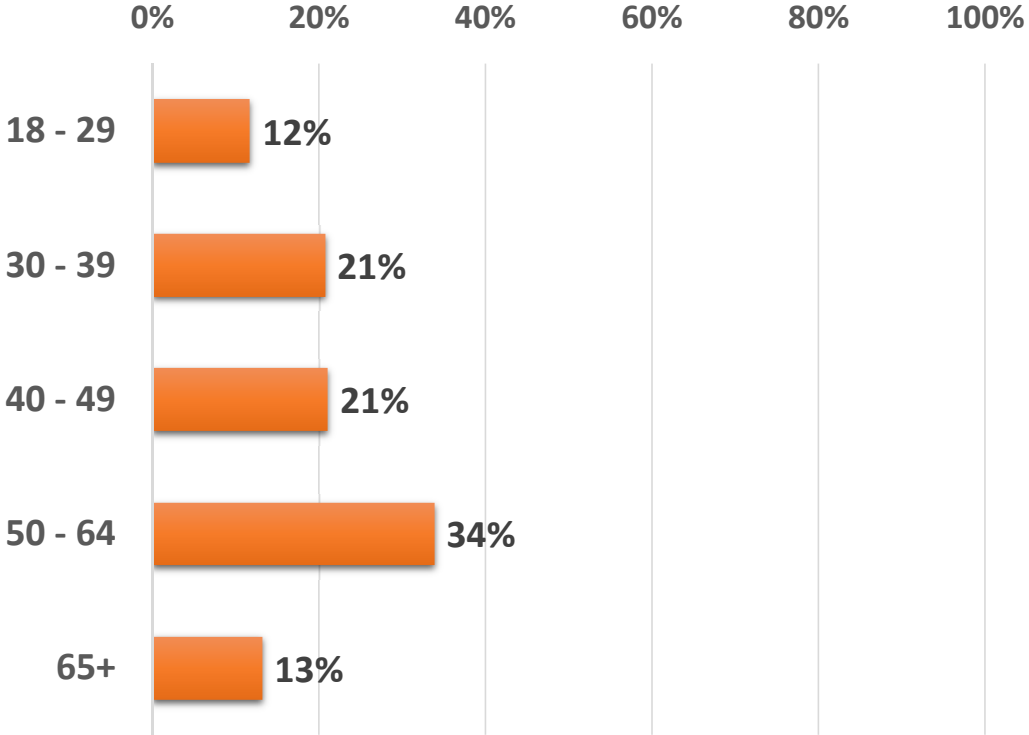


Who Did We Hear From?

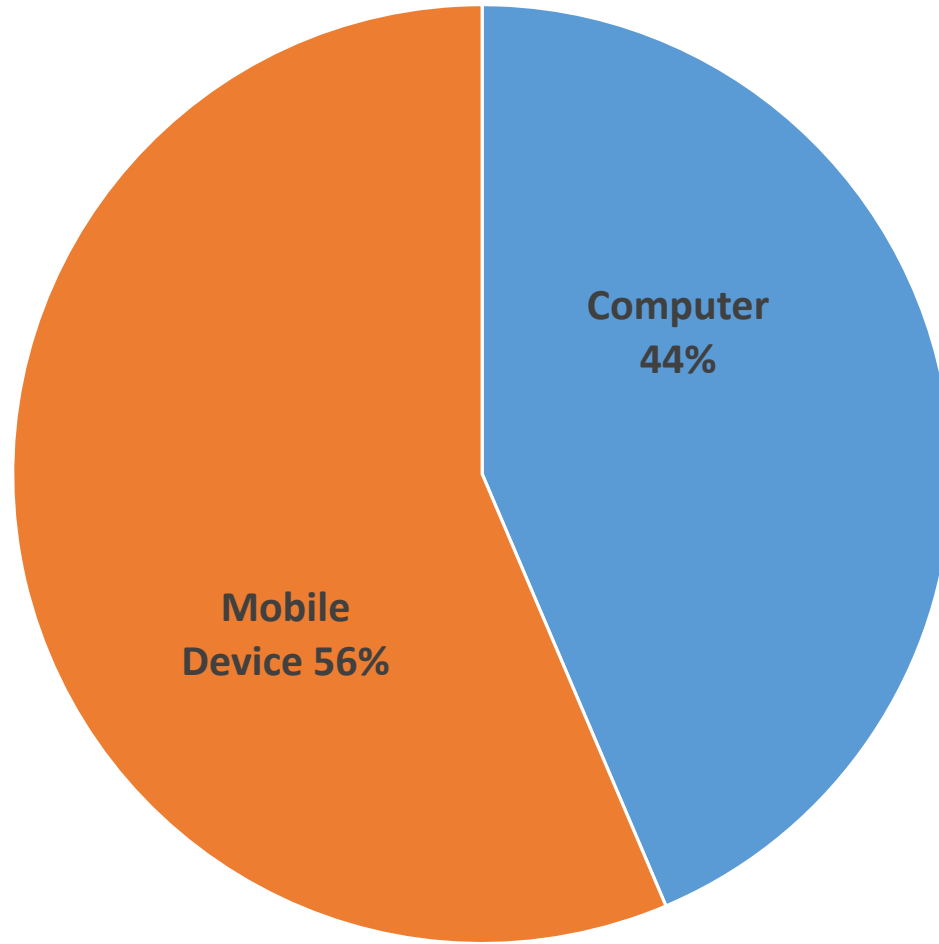
About How Many Miles Do you Drive Per Year?



What Is Your Age?

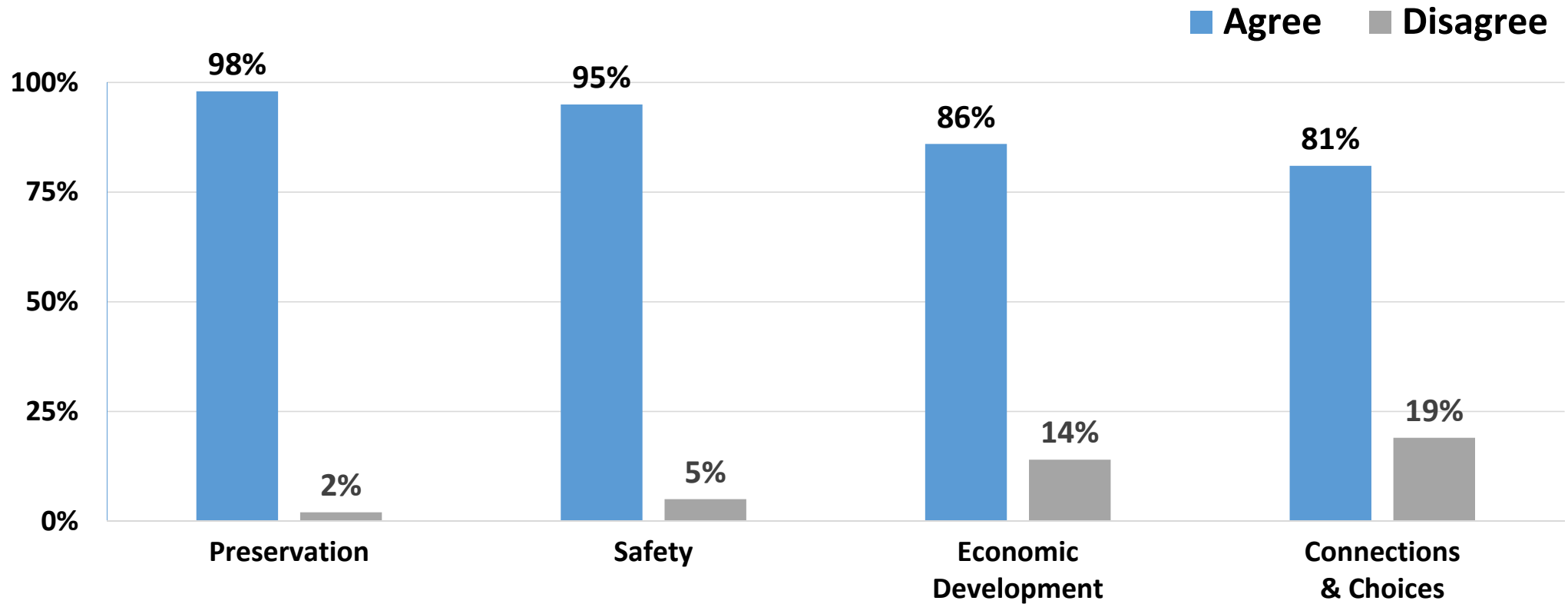


How Did People Participate?



What Did We Hear: Goal Areas

Do you agree or disagree with each of these as a focus for the next 25 years



What's Most Important to You?

Rate each scenario between 1 – 5 stars

Average Ratings



Improving road and bridge conditions, which means paying a little more and limiting the construction of new roadways.



Seeking new revenue for other transportation options, such as increased public transit and rail, or bicycle and pedestrian facilities.



Expanding the transportation system (adding lanes, building new roads and interchanges), which could mean paying more or seeing the condition of the system and services decline.



Keeping my transportation costs the same, even if that means the condition of the system declines over time and no new facilities are built.



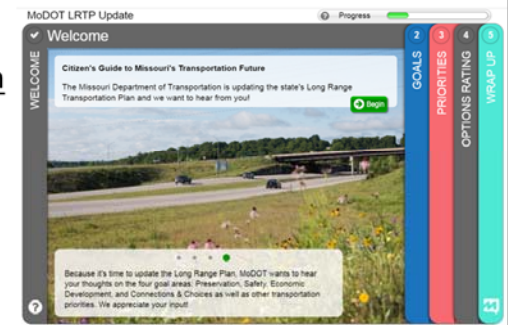
Additional Outreach Efforts

- LRTP presentations at existing meetings
- Statewide webinars that include live polling

Updating LRTP goals

Seeking input online at:
modotlrtp.metroquest.com

Input will help confirm goals and rank transportation priorities



Which of these do you think have the biggest impact on transportation system?

- A. The shifting of population from rural to urban
- B. Missouri's increasing aging population
- C. Young people being less interested in driving and wanting more transportation options
- D. Technological shifts: (Self-driving cars, electric vehicles reducing motor fuel revenues)

 Please respond in the Polling box. Share any comments in the Chat box



Lessons Learned

- High-touch and high-tech outreach efforts each have their place
- The time invested in developing contact lists pays off
- Engaging your partners is important – ask for their help
- Preview content with other people in your agency – ask for feedback
- Keep people in your agency in the loop – they can help promote
- Reduce the number of open-ended questions where possible
- Simpler is better, but not always easier

