Will you join us for your Tuesday Traffic Jams?

Corinne Tucker
### Overview

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background on Sarasota/Manatee MPO</td>
<td></td>
</tr>
<tr>
<td>What is <strong>Tuesday Traffic Jam</strong>?</td>
<td></td>
</tr>
<tr>
<td>Why did we do it?</td>
<td></td>
</tr>
<tr>
<td>How did we do it?</td>
<td></td>
</tr>
<tr>
<td>Did it work?</td>
<td></td>
</tr>
<tr>
<td>Can anyone do it?</td>
<td></td>
</tr>
</tbody>
</table>
SARASOTA/MANATEE MPO VISION

• Promote Economic Diversity,
• Preserve Environmental Health, and
• Create Vibrant Places.

Sarasota/Manatee MPO – Adopted October 26, 2020
Sarasota/Manatee

Southwest Florida
800,000 People
Coastal Communities
Urban
Suburban
Rural
What is Tuesday Traffic Jam?

• A bi-weekly video podcast hosted by the Sarasota/Manatee MPO
• Discusses sections of the LRTP and other important transportation topics
• Features MPO Staff and transportation experts
Why did we create a video podcast?
Why we did it

• LRTP Public Outreach
• Equitable Engagement
• Participation
• Response to COVID-19
How did we do the video podcast?
How we did it

- Scripts
- PublicInput.com
- Adobe Premiere Pro
- MS Teams
- Guests
Did it work?

Tuesday Traffic Jam Views

PublicInput.com + YouTube + Social Media Views = Total Views

4,903 + 469 + 202 = 5,574
Did it work?

Which LRTP Chapter will include an overview of MCAT's adopted TDP?

Environment and Conservation Chapter - why aren't the Manatee River and Braden River also considered to be priority waterbodies in our region?
Good conversation about the accessibility and place making. Traffic corridors are not only for vehicles; however, it can be difficult to retrofit.

Interesting and informative. Nice to see government reaching out to the people.

Thank you for the very informative update! Great format. Thank you

We like the approach to get us thinking how these areas are connected or related.
Did it work?

**Successes**
- Had over 5,000 views
- People are still watching
- Completed 7 Episodes and 1 Special Edition
- Led to a Newsletter redesign
- People were engaged and receptive
- Board adopted the LRTP and encouraged all to watch TTJ

**Challenges**
- No formal training in videography
- Time constraints
- Coordination between guests
- Limited staff
Can you do it?
Video

CLIPS OF THE BIKE/PED EPISODE

CLIPS OF SAFETY EPISODE...
Watch All the Episodes!

Contact Information

Corinne Tucker
Multi Modal Planner
Corinne@mympo.org

Twitter
@saramanampo

Facebook
@transform2045

Instagram
transform.tomorrow