



Santa Fe Metropolitan Planning Organization

"Promoting Interconnected Transportation Options"



November 21, 2019
Transportation Policy Board Meeting

Santa Fe Metropolitan Transportation Plan Update Public Outreach as of 11/21/19

Goals: *Promote the online survey and provide survey hard copies where appropriate, advertise for the 10/24 public meeting, and engage with key stakeholders from across the community.*

Online outreach:

- SFMPO Website
- Facebook
 - SFMPO Page
 - Santa Fe Bulletin Board
 - City of Santa Fe's Page
 - Mayor Alan Webber's Page
- Instagram, LinkedIn, Twitter
- Nextdoor – city-wide and just City District 3

Email Campaign:

- Contacted ~90 key stakeholders from the public, private, education, healthcare, and non-profit sectors requesting they share the survey link and public meeting information with their networks
- Notified TCC and TPB members of the survey, stakeholder meetings, and public meeting and requested they share the information
- Contacted neighborhood associations in City Districts 3 and 4 requesting they share the survey link and public meeting information with their members
- Santa Fe County Sustainability Newsletter included the survey link

Flyers and/or survey hard copy distribution in English and Spanish:

- City Parking Ticket Desk
- City Water Office
- Southside Library
- La Farge Library
- Southside WIC Clinic
- Chainbreaker Collective
- Sirius Cycles
- San Isidro Church
- La Familia (flyers only)
- Genoveva Chavez Center (flyers only)

- Schools (flyers only):
 - El Camino Real Academy
 - Ramirez Thomas Elementary
 - Sweeney Elementary
 - Nina Otero Elementary
 - Capital High

In-person tabling:

- Southside Farmers Market at Presbyterian Medical Center
- Villa Therese free clinic/SFPS Adelante
- Southside Library

Print advertisements:

- Santa Fe Trails advertisements on the buses – English and Spanish
- Rail Runner advertisement on their screens
- ¼ page flyer drop on Rail Runner seats – English and Spanish
- Santa Fe Reporter
 - Print ad
 - Online/print calendar addition for the public meeting
- Santa Fe New Mexican
 - Print ad in the Sunday Paper
 - Online banner ad
- City of Santa Fe Press Release

Key stakeholder meetings:

- 12 meetings with 29 stakeholders
- Individual meetings: Homewise, Chainbreaker, Tesuque, NMDOH, Restaurant/Lodging Associations, State Climate Change Task Force, State Elective Vehicles, City ADA Coordinator, Christus St. Vincent Community Health
- Group meetings: Santa Fe Trails, SFPS Sustainability, County DWI, County Commissioners, County Community Services, County Sustainability, City of Santa Fe Economic Development, Villa Therese Free Clinic, Santa Fe Conservation Trust, City of Santa Fe Sustainability, St. Elizabeth’s Shelter, Falling Colors, City of Santa Fe Planning

Public meeting 10/24:

- Interactive maps and displays set up in the Presbyterian Medical Center cafeteria area
- Spanish translation and assistance was available
- 14 participants total

Survey count as of 11/20/19: 642