



2025 12-Year Program Update Public Outreach Campaign

State Transportation Commission Meeting

Wednesday, December 18, 2024



State Transportation
Commission



pennsylvania
DEPARTMENT OF TRANSPORTATION

Standard TYP Update Process

This feedback is used to inform other state and regional transportation plans and programs such as Pennsylvania's Long Range Transportation Plan and the Freight Movement Plan



Adapting & Refining: TYP Outreach History

2013

Introduced the **virtual public meeting** and launch of the **first online survey**

2015

Introduced **social media integration** as a promotional tool for the outreach effort

2017

Developed a **customized, online Transportation Survey** designed to improve user experience and feedback quality

2019

Integrated **webinar and Facebook Live** platforms to broadcast the **Online Public Forum**

2021

Proactively translated content (Spanish, Simplified Chinese) for use in public materials

2023

Extended Transportation Survey availability, **pop-up events**, materials **translations**, and live Online Public Forum **ASL interpretation**



2027 TYP Update Process



2025 Outreach Campaign Goals

Increase **participation quality**, emphasize **feedback response**, increase **diversity** and improve the **Online Public Forum experience**



Increase quality
of participant
response data



Identify
innovative uses
of Survey data



Increase
participant
diversity



Emphasize
tracking and
follow-up for
comments
received



Improve Online
Public Forum
experience



2025 Outreach Techniques



Statewide Online Public Forum



Statewide Transportation Survey



Staffed Pop-up Events



Print and Broadcast Media



Website Announcements



PA Bulletin Announcement



Email Blasts



Social Media Campaign



Public Online Toolkit



Transportation Concern Responses





We want your feedback!

Provide any additional thoughts you have in the Microsoft Form which will be sent via email after today's meeting

Please direct any questions on the 2025 TYP Public Outreach Campaign to:
RA-PennDOTSTC@pa.gov



Questions?

Email: dkeane@pa.gov

For additional information / resources:
www.TalkPATransportation.com

Online Toolkit:
TalkPATransportation.com/toolkit

