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MPO Board Member Training on Congestion Reduction

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Executive Summary

Metropolitan Planning Organization (MPO) board members are responsible for establishing a long-range transportation vision for their metropolitan area and for making a variety of other significant transportation planning and programming decisions. These decisions have noteworthy and long-lasting impacts on the character of their communities, including the impact on system-wide and corridor-level congestion.

One of the primary issues the average MPO board member faces when they are first appointed is a lack of understanding of the role the MPO plays in making critical planning and programming decisions in their metropolitan area. Once on an MPO governing board, members often view their role through a narrow lens of getting a project funded and are unaware of the potential of the MPO to systematically address a wide range of transportation issues in their region, including the issue of multimodal congestion.

This training program, funded by the National Institute for Congestion Reduction (NICR) and created under the guidance of the Association of Metropolitan Planning Organizations (AMPO), the National Association of Regional Councils (NARC), and the Florida MPO Advisory Council (MPOAC), is designed to educate MPO board members on the basics of traffic congestion, techniques for reducing congestion, fundamental details about the processes and functions of an MPO, and tips for how MPO board members can improve their community through the MPO decision-making process.

The training is divided into five modules that follow a systematic structure. The first three videos provide background necessary to understand the role and responsibility of the MPO and the last two videos focus on the nature of congestion, techniques for reducing or mitigating congestion, and the MPO role in managing multimodal congestion. Modules are provided as podcast-style YouTube videos and are supplemented by an in-depth training guide that offers suggestions and guidance for implementing the training.

All training material is free and publicly available at the following links:

YouTube Channel: <https://www.youtube.com/@mpocongestionreductiontraining>

Training Manual: https://digitalcommons.usf.edu/cutr_nicr_tm/6/

To ensure this training material reaches the intended audience, AMPO, NARC, and the MPOAC will each host information about the training as well as links to the NICR MPO Congestion Reduction Training YouTube Channel on their respective websites. To further assist AMPO, NARC, and the MPOAC with marketing the training, the research team created marketing content for suitable social media, email, and in-person communications.

Chapter 1. Introduction

Traffic congestion happens when travel demand (i.e., the number of travelers using a roadway at a given moment) exceeds capacity, resulting in travel speed that is lower than normal. While the term “traffic congestion” is often used to describe roadways, any type of transportation facility can be affected by congestion when demand for use exceeds capacity. For instance, sidewalks, stairways, railways, and airports can all experience congestion. Multimodal traffic congestion is real a problem for communities across the United States and beyond because traffic results in negative externalities that range from mild frustration (e.g., it takes too long to reach your destination) to major economic, public health, and environmental concerns (e.g., pollution, crashes, delayed shipment of goods, and delayed emergency response times). While there is a wide array of solutions to address congestion and the negative externalities it causes, there is often a disconnect between that knowledge base and people in the position to affect positive change. One such group of people are those who sit on the boards of Metropolitan Planning Organizations (MPOs).

An MPO is a transportation policy-making body mandated by federal law that is responsible for overseeing the development of transportation planning and programming for all urban areas in the United States with more than 50,000 residents. MPO board members are responsible for establishing a long-range transportation vision for their metropolitan area and for making a variety of other significant transportation planning and programming decisions, particularly as it relates to how federal and sometimes state funds should be used on projects and plans for their region. These decisions have noteworthy and long-lasting impacts on the character of their communities, including the impact on system-wide and corridor-level multimodal congestion. Yet, most individuals sitting on the MPO governing board come to this position without any background in transportation system development or understanding of the nature of congestion.

MPO board members are typically locally elected officials of general-purpose local government, officials representing modal agencies (public transportation, seaport, airport, expressway, etc.), and appropriate state representatives. They might also include other officials such as representatives of planning agencies, military installations, universities, and tribal governments. Most of the elected officials ran for a seat on their county commission, city council, or to be mayor of their jurisdiction. Many of these individuals did not run for these positions with the express intent to sit on a regional transportation planning board, and some may have not been aware of the MPO’s existence, purpose, or importance prior to accepting their positions. Once on the MPO governing board, members often view their role through a narrow lens of getting a particular project funded, unaware of the potential of the MPO to systematically address a wide range of transportation issues in their region, including the issue of multimodal congestion. This is even true of some modal agency representatives and state officials who sit on local MPO boards.

The broad goal of this project is to change that paradigm by developing a training program that educates MPO board members on the potential for enacting system-wide and corridor-level congestion management and reduction strategies through the federally required metropolitan transportation planning process. More specific goals of this project include aiding MPO board members in recognizing:

- The responsibilities of their MPO under federal regulations.
- Their role in the MPO decision-making process as members of the MPO governing board and as transportation decision-makers outside of the MPO process.

- The definition of “congestion” as it relates to transportation networks, the root causes of congestion, and the pros and cons associated with congestion.
- Various policy and physical approaches to managing and reducing congestion at a system-wide and corridor level.
- How to apply what they learn about MPOs and their role as MPO board members to plan, implement, and advocate for appropriate policies and physical approaches to address system-wide and corridor-level congestion through the MPO decision-making process.

The target audience for this training program is MPO board members in all 50 states (420 MPOs nationwide as of the 2020 Census) as well as MPO staff who can use this material to train others.

Chapter 2. MPO Board Member Training on Congestion Reduction

The development of the MPO Board Member Training on Congestion Reduction resulted in three products designed to be accessible and digestible to the diverse population that makes up MPO board members across the United States: five video training modules, five sets of presentation slides, and a detailed training agenda. All products were developed in consultation with the project advisory committee (comprised of regional transportation and planning experts from AMPO, NARC, and the MPOAC) and are available for download on the following websites:

- Dedicated NICTD MPO Congestion Reduction Training YouTube channel: <https://www.youtube.com/@mpocongestionreductiontraining>
 - This is the primary source for all training content including the videos and PDF/PPT versions of the slides shown in the videos.
- NICTD: <https://nictd.usf.edu/2021/05/17/e-2-mpo-governing-board-training-on-congestion-reduction/>
- AMPO: <https://ampo.org/nictd-mpo-congestion-reduction-training/>
- NARC: <https://narc.org/about/congestion-reduction-training/>

Training Videos and Presentation Slides

The video training modules were designed to be accessed directly by MPO board members and viewed or listened to at their own pace. There is no minimum background knowledge necessary to understand the content; the modules were made to be easy to follow regardless of prior experience, or lack thereof, in transportation planning. The videos are best viewed in order; however, individuals can choose to watch them in whatever order makes sense to them given their particular backgrounds. The videos are as follows and are described in more detail in the training agenda section of this report:

- Module 1: A Historical Roadmap of U.S. Transportation Policy
- Module 2: MPOs – Structure and Function
- Module 2.1: The Congestion Management Process (CMP) – A Deeper Look
- Module 3: Traffic Congestion – Causes, Impacts, and Management Solutions
- Module 4: Putting It All Together – What MPOs Can Do To Reduce Congestion

One of the videos, Module 2.1, is supplemental in that it pertains to the congestion management process (CMP), which is only required for the largest MPOs (over 200,000 in population). However, since any MPO can maintain a CMP, and many smaller MPOs do, it was important to provide content on the CMP to those who want to know more. Each video concludes with suggested questions to consider about their specific community, transportation planning organization, or personal role regarding the topics covered. Viewers are also invited to contact their MPO staff or the staff at AMPO or NARC to delve more deeply into the covered topics.

The corresponding slides for each module match content in the training videos. Each slide deck is available on the websites listed above and can be modified to fit the individual needs of the MPO.

Training Agenda

While the video training modules can be independently accessed by MPO board members for self-paced instruction, a training agenda has been developed to assist MPOs in making the best use of the materials. The agenda includes a general course overview, defined learning objectives, course module descriptions, and suggestions for developing supplemental training materials of local relevance. The following section provides the contents of the training agenda; however, the agenda for the target audience is a standalone document available here: https://digitalcommons.usf.edu/cutr_nicr_tm/6/.

How to Use this Agenda

The MPO Governing Board Training on Congestion Reduction program describes the role Metropolitan Planning Organizations (MPOs) and its board members can play to manage congestion through the federally required metropolitan transportation planning process. The agenda was designed to support the delivery of the training modules developed for this purpose. Resources provided in this document include an overview of the course and the course learning objectives, module descriptions, and suggestions for implementing the training. This agenda and associated materials were designed to be used by MPO board members for self-guided training and by MPO staff or other facilitators leading training for MPO board members.

The course overview and learning objectives describe the purpose of the course and identify the expected learning outcomes. Learning objectives were developed using the Revised Bloom's Taxonomy, which defines six levels of cognitive learning (Figure 1). Because modules are pre-recorded, offering limited opportunity for assessments in self-guided training, learning objectives fall within the first three levels of the taxonomy (remember, understand, apply) (Anderson et al., 2001). Although the first three levels are used in this document, facilitators can develop additional learning objectives to support their efforts in developing additional materials that address identified needs and learning outcomes. This can be done using any appropriate combination of the [taxonomy action verbs](#), including the remaining three levels (analyze, evaluate, create), where applicable (USF, n.d.).

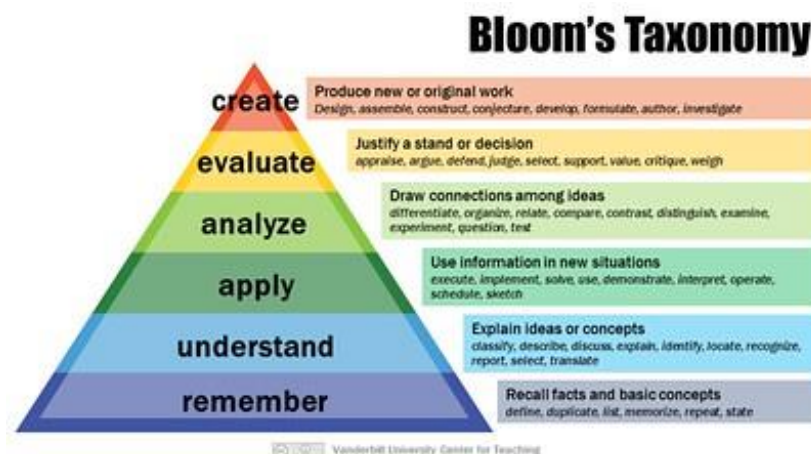


Figure 1. Blooms revised taxonomy.

Source: Vanderbilt University Center for Teaching, 2016

There are a total of five modules developed for this training. These include four main modules and one supplemental module (Module 2.1). These modules are provided in the form of podcast-style videos available on YouTube. For self-training, the videos can be viewed at the leisure of the viewer. For facilitator-led training, the videos can be watched in a group setting with one or more board members, offering opportunities for immediate questions and discussions. The modules can also be assigned for individual viewing with opportunities for questions and discussions on an as-needed-basis. Training provided using these materials can be offered in an asynchronous or synchronous format.

Templates and recommendations for each training type are provided in the Suggestions for Implementing the Training section of this report. It is divided into two sections that offer information for self-guided training and for facilitator-led training. The self-guided training includes tips and suggestions for MPO board members completing the training on their own. The facilitator-led training section includes a variety of suggestions to host the training sessions in-person and virtually using asynchronous- or synchronous-style implementation. An optional training worksheet in the standalone training agenda reinforces materials from each module.

Course Overview and Learning Objectives

At the conclusion of the proposed training program, MPO board members will be able to:

- Describe the responsibilities of MPOs under federal regulations and appreciate their own roles in the MPO decision-making process as members of the MPO board and as transportation decision-makers outside of the MPO process (as a locally elected official, a modal agency board member or chief executive, etc.), including having direct authority over such planning and programming activities as:
 - Developing and approving required MPO products including the Metropolitan Transportation Plan (MTP), Transportation Improvement Program (TIP), Unified Planning Work Program (UPWP), Congestion Management Process (CMP), and Public Participation Plan (PPP).
 - Overseeing an open forum for transportation decision-making in the metropolitan planning area by maintaining a federally required “3C” (continuing, cooperative, and comprehensive) metropolitan planning process.
 - Funding and conducting studies, collecting and analyzing data, defining policies, organizing public education experiences, and engaging in a wide variety of activities that support the federally required work of the MPO.
- Define the term “congestion” as it relates to transportation networks, identify the root causes of congestion, and appreciate the pros and cons associated with congestion.
- Recognize various policy and physical approaches to managing and reducing congestion at a system-wide and corridor level.
- Apply what they learn about the role and responsibilities of MPOs and their role as MPO board members to plan, implement, and advocate for appropriate policies and physical approaches to address system-wide and corridor-level congestion through the MPO decision-making process.

Modules

This training is divided into five modules that follow a systematic structure. The first set of videos provide background necessary to understand the role and responsibility of the MPO and the last two videos focus on the nature of congestion, techniques for reducing or mitigating congestion, and the

MPO role in managing congestion. Modules are presented as podcast-style YouTube videos ranging from 9 minutes up to 1 hour and 15 minutes, with most being just over 30 minutes long. Sections are identified in the videos and are useful if a single video is viewed over several sessions. Additionally, many of the modules are comprehensive, allowing viewers to watch them independently. Each of the modules are described in this section.

MODULE 1: HOW DID WE GET HERE? – A HISTORICAL ROADMAP OF U.S. TRANSPORTATION POLICY

MPO board members make important transportation planning and programming decisions, including many decisions related to reducing congestion in their metropolitan areas. But MPO board members often come to this role without a clear understanding of why MPOs exist and the agencies intended purpose. This module provides a historical background for U.S. transportation policy in general and MPOs specifically. It includes an explanation of the changing role of the U.S. government in transportation policy and planning over time, the emergence of the Interstate Highway Program and associated conflicts, the creation of the federal “3-C” planning requirement, and the formation of MPOs to give a local voice in the federal transportation planning and programming process. It also includes a high-level outline of contemporary themes in federal transportation policy and their impact on MPO decision-making. After viewing this module, MPO board members will have a better understanding of why MPOs were established in federal law and their role in transportation decision-making, including decisions related to congestion reduction.

MODULE 2: METROPOLITAN PLANNING ORGANIZATIONS – STRUCTURE AND FUNCTION

MPO board members are responsible for making final decisions as part of the federally required performance-based metropolitan transportation planning and programming process, including decisions related to or influencing congestion in their metropolitan areas. But many MPO board members are not aware of the full range of activities MPOs can engage in. This module describes the purpose of MPOs, including the purpose and role of the MPO board, committees, staff, and stakeholders. It defines MPO responsibilities under federal law and describes the wide variety of activities and products MPOs either do or can undertake as the lead planning agency in their metropolitan area. After viewing this module, MPO board members will have a better understanding of the activities and products of the MPO, particularly those related to congestion and congestion management.

MODULE 2.1: THE CONGESTION MANAGEMENT PROCESS – A DEEPER LOOK

MPOs in urban areas with populations over 200,000 are required by federal law to maintain a Congestion Management Process (CMP), though many MPOs in smaller population areas also develop and maintain a CMP. The CMP is a technical process that identifies the most congested portions of the transportation system and whether or how congestion is to be managed, emphasizing management and operational approaches for reducing congestion. This submodule gives MPO board members a more detailed explanation of the federal regulations related to the process and a deeper understanding of the value the CMP can provide to the broader metropolitan transportation planning process.

MODULE 3: TRAFFIC CONGESTION – CAUSES, IMPACTS, AND MANAGEMENT SOLUTIONS

MPO board members make a variety of planning and programming decisions that directly and indirectly impact congestion on the metropolitan transportation system, but they often do not have a deep understanding of the nature of congestion. This module explores the causes and types of traffic congestion, the various impacts of traffic congestion (both negative and positive), and the numerous strategies for managing congestion. After viewing this module, MPO board members will have a better

understanding of the makeup of congestion, when and where it is proper to take steps to reduce congestion, and when it is ok to accept an appropriate level of congestion.

MODULE 4: PUTTING IT ALL TOGETHER – WHAT MPOs CAN DO TO REDUCE CONGESTION

This is the final module in the series. The purpose of this module is to put the elements of the previous modules together by exploring what MPOs, and MPO board members, can do to reduce congestion in their metropolitan areas. It describes how MPOs can employ various strategies for congestion reduction and integrate congestion considerations into their studies, plans, project selection processes, and other activities. After viewing this module along with the previous modules, MPO board members will be well prepared to make important congestion-related planning and programming decisions as part of the broader metropolitan transportation decision-making process.

Suggestions for Implementing the Training

There are several ways this training can be used. This section divides training implementation ideas into two sections. The first section identifies ideas for self-guided training. The second section outlines ideas for guided training provided by MPO staff or other training facilitators.

SELF-GUIDED TRAINING

This section includes suggestions for MPO board members viewing the training modules at their own leisure. Three key suggestions are provided: watch the videos at your own pace, assess your knowledge and reinforce what you have learned, and keep in touch with your MPO staff and other resources to ask questions.

Suggestion #1 Pace yourself

The modules range from 9 minutes up to 1 hour and 15 minutes in length, with most modules being a little more than 30 minutes. You can watch the entire module at one time or you can watch a few minutes at a time. It is up to you!

Suggestion #2 Test your knowledge

Reinforce what you have learned using the training worksheet provided in this training agenda. The worksheet is provided as a separate section that you can print and fill it out. You can use the answer key to check your answers.

Suggestion #3 Ask questions

If you have questions, you can contact your MPO's staff director or AMPO and NARC staff. Contact information for AMPO and NARC is provided at the end of each module.

FACILITATOR-LED TRAINING

This section includes suggestions for MPO staff or other facilitators leading training for MPO board members. Three key suggestions are provided. The first is to divide the modules into short training sessions. The second suggestion is to create additional training materials providing local information for your MPO board members. The third is to identify topics that need to be reinforced.

Suggestion #1 Divide the modules into short training sessions

Each module can be divided into shorter sessions, a technique called "chunking" (Murphy, 2008) that increases learning capacity and memory by clustering or grouping information into chunks (Fountain et

al., 2012). The length of each session is up to the facilitator's discretion, but time constraints and other factors influencing availability should be considered. When choosing the appropriate length for each session, also keep in mind that the average person can concentrate on information being taught for about 20 minutes (Murphy, 2008).

Suggestion #2 Develop regionally specific training materials

Information in each module is presented at a national level to ensure broad applicability across the U.S. When providing training for local MPO board members, it is important for the facilitator to include information relevant to the local MPO context. This will ensure that training attendees understand regional needs and how their role translates on a local level.

Suggestion #3 Test and reinforce knowledge

A set of three to five questions are provided for each module in the form of a training worksheet. This worksheet can be used to reinforce what was learned and identify areas of uncertainty for MPO board members. These topics can be more thoroughly explained by the facilitator. An answer key is provided at the end of the worksheet. These questions may serve as a template or an example. Different or additional questions can be developed based on pre-existing topics of interest and/or using the MPO-specific training materials (if developed). Keep in mind that the purpose of the worksheet is not to grade knowledge, but to reinforce what is explained in the modules and identify areas and topics that require additional explanation.

At the end of each module there is a set of reflective questions entitled "Questions to Consider." These questions are not only helpful discussion points but are also useful prompts for MPO-specific training presentations that answer each question. The lists of questions from each module are as follows:

Module 1

- What were the major transportation issues when your MPO was created?
- What are the issues today? Have your organization's processes and plans evolved to reflect these changes?
- How does your MPO engage with partners (state, transit agencies, other modal agencies, land use agencies, etc.)?
- Are you considering and planning for a variety of transportation modes and strategies for implementation?

Module 2

- What does the geography of your MPO look like? What communities are part of your MPO?
- What are the goals and objectives of your Metropolitan Transportation Plan (MTP)?
- How are projects selected for your Transportation Improvement Program (TIP)?
- Is your MPO an effective forum for regional transportation decision making? Are there subjects that you feel should be discussed, but aren't?

Module 3

- Do you have a traffic operations center in your region?
- Are the traffic signals synchronized (even across jurisdictional lines)?
- Does your MPO incorporate TSMO and TDM strategies in their plans, projects, and studies?
- Are there parts of your community where it would be beneficial to slow traffic down?

- Do you set aside money in your TIP for projects that address congestion?

Module 4

- Does your MPO MTP include reducing congestion as a goal?
- What strategies are identified in your MPO documents to reduce congestion? Are they multimodal in nature?
- Do your project selection methodologies consider congestion reduction?
- What do you think is the best way to address congestion in your metropolitan area? Have you discussed this with other members of the MPO board? With the public?
- Who is the congestion reduction champion at your MPO?

Beyond the discussion prompts listed above, it is important for facilitators to focus on issues of local relevance. If micromobility is a hot topic in the metropolitan area, then a prompt discussing micromobility (technology, first-mile/last-mile, accessibility, mobility, etc.) and the potential it plays in reducing congestion on the local network and facilitating public transit usage would be appropriate. Smaller metropolitan areas may instead want to include prompts focused on demand-response transit service or the removal of choke points in lieu of roadway capacity expansion.

Chapter 3. Getting Training Material to the Intended Audience

The goal of this project is to provide MPO board members with the knowledge and understanding they need to enact system-wide and corridor-level multimodal congestion management and reduction strategies in their region. While creating easily digestible and accessible training material is certainly the first step, an effective training program must reach the intended audience—in this case MPO board members and MPO staff from approximately 420 MPOs nationwide.

The most effective strategy for making the training materials accessible to the MPO community is to have them available for download on the websites of major national and state-level MPO membership organizations. Accordingly, the Association of Metropolitan Planning Organizations (AMPO), the National Association of Regional Councils (NARC), and the Florida MPO Advisory Council (MPOAC) have agreed to make all training materials produced as part of this project (videos, presentation files, and the training agenda) available for free download on their websites. Additionally, the videos will be hosted on the National Institute for Congestion Reduction (NICR) website and the NICR MPO Congestion Reduction Training YouTube channel located at <https://www.youtube.com/@mpocongestionreductiontraining>. The Training Manual is housed in the University of South Florida Digital Commons at https://digitalcommons.usf.edu/cutr_nicr_tm/6/. All training material in PDF format is available at https://digitalcommons.usf.edu/cutr_nicr_tm/.

An additional route of information distribution for this training was to make a presentation at the 2023 Association of Metropolitan Planning Organizations (AMPO) Annual Conference in Cleveland, Ohio, on September 26–29, 2023. The Principal Investigator for this project, Jeff Kramer, attended and distributed hard copies of the marketing materials at the event. More than 400 MPO directors, transportation planners, and elected officials from across the country were in attendance. Flyers were distributed at the event registration table, ensuring maximum coverage.

The following marketing strategy is focused on motivating the target audience to access the training materials on the above-mentioned websites.

Marketing Strategy

Defining the Target Audience

The target audience is comprised of two general groups: (1) individuals on MPO boards and (2) individuals who make up MPO staff. In order to build a clearer understanding of the general characteristics that typify members of MPO boards, a sample of board members was taken from across the country from eight all-encompassing regions: Far West, Rocky Mountain, Southwest, Plains, Great Lakes, Southeast, Midwest, and New England. An organization that functions as an MPO was selected from each region by a random number generator, then 10 MPO board members were selected from each of the representative MPOs through the same random number generator. Basic demographic information for each of those 80 MPO board members were identified through social media profiles, news stories, whitepage style websites, and biographical information on governmental websites. Where demographic information was not readily available or unclear, the information was left blank. Table 1 represents the MPO board sample demographics.

Table 1. Target Audience Basic Demographics

Demographic Category	#	%
Male	50	63%
Female	30	37%
Unknown	0	0%
Age Range	31–83	
Age Median	58	
Age Mean	57	
Age Mode	66	
Age Unknown	2	3%
Race - White	62	78%
Race - Black	6	7%
Race - Latino/a	10	13%
Race - Unknown	2	2%

While the age range in this sample is from 31 to 83, the average age of an MPO board member is 57. Seventy-three percent of the individuals sampled are 50 years old or more, 63% sampled are men, and 78% are white. For the most part, individuals in this sample have a bachelor’s degree. Younger board members tended to also have master’s degrees while a small number of older board members had only a high school diploma or GED.

Individuals who make up MPO staff were not as rigorously sampled but, based on the experience of the researchers and low-level scans of MPO websites, an educated assumption about the second target audience was developed. MPO staff tend to be younger, more diverse, and slightly more educated than those on the MPO board.

Reaching the Target Audience

All content related to the MPO Governing Board Training on Congestion Reduction is hosted on YouTube, the NICR website, the AMPO website, the NARC website, and the Florida MPOAC website.

Dedicated NICR MPO Congestion Reduction Training YouTube channel:

<https://www.youtube.com/@mpocongestionreductiontraining>

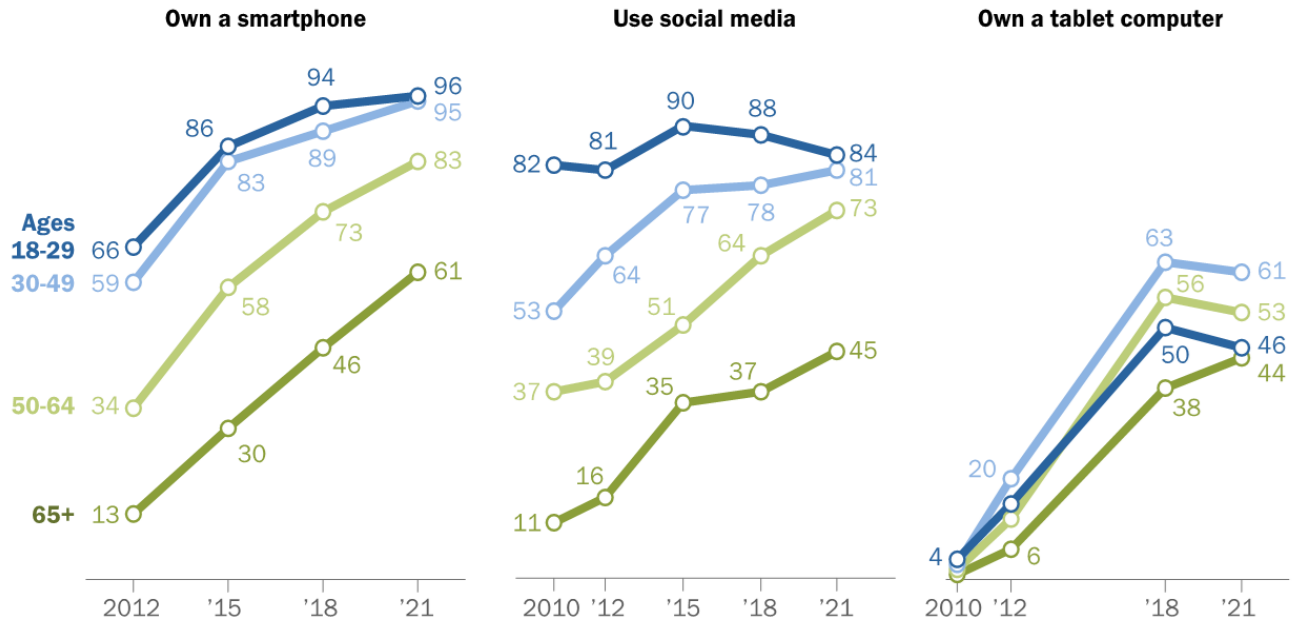
- This is the primary source for all training content including the videos and PDF/PPT versions of the slides shown in the videos.
- NICR: <https://nicr.usf.edu/2021/05/17/e-2-mpo-governing-board-training-on-congestion-reduction/>
- AMPO: <https://ampo.org/nicr-mpo-congestion-reduction-training/>
- NARC: <https://narc.org/about/congestion-reduction-training/>

Pew Research Center survey results from 2021 indicate that it can be generally assumed that the target audience owns a smartphone or tablet and likely engages heavily in online activities (Table 2). Additionally, Pew Research materials from 2010 indicate that email is the most popular activity for older internet users, followed by activities on YouTube and Facebook (Heimlich, 2010; Madden, 2010). More recent data collected by Pew Research continues to verify this trend (

Table 3).

Table 2. Smartphone Ownership and Social Media Use by Age

% of U.S. adults who say they ...



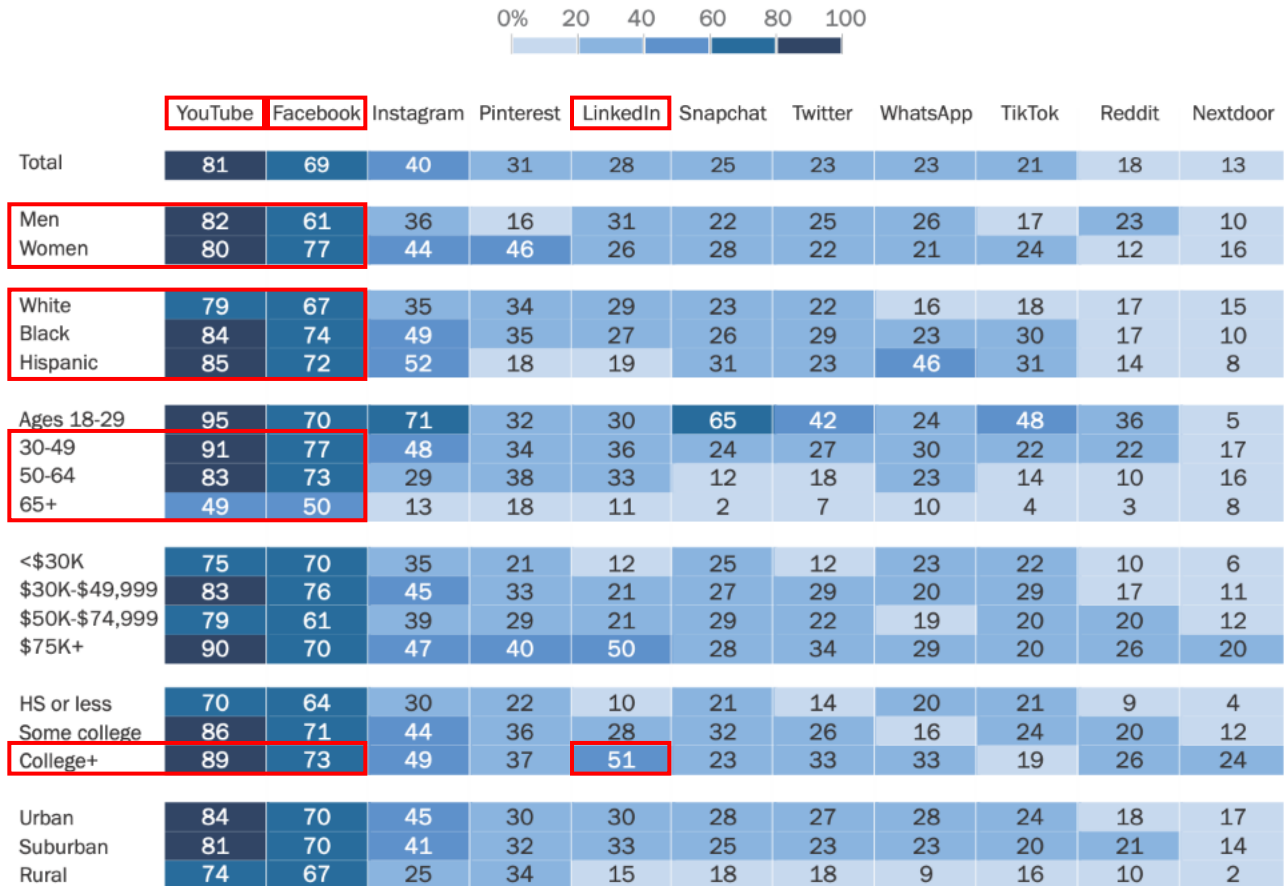
Note: Respondents who did not give an answer are not shown.
 Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

Source: Pew Research Center – survey of 1,502 U.S. adults conducted Jan 25 – Feb 8, 2021.

<https://www.pewresearch.org/fact-tank/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/>

Table 3. Use of Online Platforms by Demographic Groups

% of U.S. adults in each demographic group who say they ever use ...



Source: Pew Research Center – survey of 1,502 U.S. adults conducted Jan 25 – Feb 8, 2021.

<https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>

Marketing Material

The proclivity of the target audience to engage heavily in online activities, particularly email, YouTube, and Facebook, guided the selection of the marketing materials: content designed for email and social media. The following text and image content is meant to be used in email push notifications and as social media posts. Content can also be printed to be used as posters or flyers for in-person events or as part of a snail mail campaign. However, online use will likely produce the best outcomes.

Marketing Content for MPO Board Members

SUBJECT LINE OPTIONS TO MPO BOARD MEMBERS

- Brand-new video lessons for MPO board members
- The ultimate guide for MPO board members
- Your free access to MPO board member training is now active!

EMAIL FLYER TO MPO BOARD MEMBERS

The email flyer can be sent as a standalone email or in conjunction with the email body text below (Figure 2). See Appendix A for full flyer.

OPTIONAL EMAIL BODY TEXT TO MPO BOARD MEMBERS

We are excited to announce the arrival of a [brand-new training program designed especially for MPO board members!](#)

This FREE training program consists of a series of video lessons that can be completed at your own pace and an optional training manual that can be used to test your knowledge and deepen your understanding of the topics covered in each video. The videos cover the basics of traffic congestion, techniques for reducing congestion, fundamental details about the processes and functions of an MPO, and tips for how MPO board members can improve their community through the MPO decision-making process.

This training program was funded through the National Institute for Congestion Reduction (NICR) and created by faculty at the Center for Urban Transportation Research (CUTR) with guidance from staff at the Association of Metropolitan Planning Organizations (AMPO), the National Association of Regional Councils (NARC), and the Florida MPO Advisory Council (MPOAC). The training is specifically designed to enhance the knowledge and skills of MPO board members.

To access the training program, please visit the [NICR MPO Congestion Reduction Training YouTube Channel](#).

We hope that you take advantage of this opportunity to enhance your skills and become an even more informed and effective MPO board member.

If you have any questions or concerns about this training program, please don't hesitate to reach out.

Marketing Content for MPO Staff

EMAIL FLYER TO MPO BOARD MEMBERS

The email flyer can be sent as a standalone email or in conjunction with the email body text below (Figure 3). See Appendix A for the full flyer.

SUBJECT LINE TO MPO STAFF

- New video lessons for your MPO board members
- Your ticket to more informed and effective MPO board members
- All-New MPO board member training videos



Figure 2. Email flyer to MPO board members

OPTIONAL EMAIL BODY TEXT TO MPO STAFF

We are excited to announce the arrival of a [brand-new training program designed especially for MPO board members!](#)

This FREE training program consists of five self-paced video lessons and an in-depth training manual. Videos can be watched alone or MPO staff can use the video/training manual combo to educate their MPO board members. The facilitator-led training section includes a variety of suggestions for hosting training sessions both in-person and virtually.

The first three videos provide background necessary to understand the role and responsibility of the MPO. The last two focus on the nature of congestion, techniques for reducing or mitigating congestion, and an MPO's role in managing congestion.

This training program was funded through the National Institute for Congestion Reduction (NICR) and created by faculty at the Center for Urban Transportation Research (CUTR) with guidance from staff at the Association of Metropolitan Planning Organizations (AMPO), the National Association of Regional Councils (NARC), and the Florida MPO Advisory Council (MPOAC). The training is specifically designed to enhance the knowledge and skills of MPO board members.

To access the training program, please visit the [NICR MPO Congestion Reduction Training YouTube Channel](#).

If you have any questions or concerns about this training program, please don't hesitate to reach out.

Marketing Content for General Distribution

SOCIAL MEDIA FLYER

The made-for-social-media flyer is generalized for MPO board members and MPO staff. It is lightly animated to capture attention, smaller, and has less text (Figure 4). See Appendix A for the full flyer.

PRINTABLE FLYER FOR IN-PERSON DISTRIBUTION

The printable version of the flyer is simplified so that it can be printed in color or in black and white without degraded readability. This version also includes a QR code that brings users directly to the NICR MPO Congestion Reduction Training YouTube channel when scanned by a camera app on their smartphone. See Appendix A for the full flyer.



Figure 3. Email flyer to MPO staff.



Figure 4. Social media flyer.

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Appendix A – Flyer Examples

Email Flyer for MPO Board members

Brought to you by **AMPO, NARC, and MPOAC**

Your access to MPO Board Member Training is now active

History - Purpose - Roles - Responsibilities - Congestion Reduction

ALL-NEW

FREE

MPO Board Member Training on Congestion Reduction

5 Self-Paced Video Lessons

Specially Designed by Transportation Research Faculty



This free training program addresses traffic congestion, congestion reduction, MPO processes and functions, and tips for how MPO Board members can improve their communities.

The video series can be completed at your own pace and includes an optional training manual which can be used to test your knowledge and deepen your understanding of the covered topics.

To access the training program, please visit
NICR MPO Congestion Reduction Training YouTube Channel
www.youtube.com/@mpocongestionreductiontraining

Funded by the National Institute for Congestion Reduction (NICR) and conducted by faculty at the Center for Urban Transportation Research (CUTR).



Email flyer for MPO Staff

Brought to you by **AMPO, NARC, and MPOAC**

Your ticket to more informed and effective MPO Board members

History - Purpose - Roles - Responsibilities - Congestion Reduction

ALL-NEW

FREE

MPO Board Member Training on Congestion Reduction

5 Self-Paced Video Lessons

Specially Designed by Transportation Research Faculty



This free training program addresses traffic congestion, congestion reduction, MPO processes and functions, and tips for how MPO Board members can improve their communities.

The video series can be completed alone or MPO staff can use the video/training manual combo to educate their MPO Board members. The facilitator-led training section includes a variety of suggestions for hosting training sessions both in-person and virtually.

To access the training program, please visit
NICR MPO Congestion Reduction Training YouTube Channel
www.youtube.com/@mpocongestionreductiontraining

Funded by the National Institute for Congestion Reduction (NICR) and conducted by faculty at the Center for Urban Transportation Research (CUTR).



Generalized flyer made-for-social-media flyer (static version)

Brought to you by **NICR, AMPO, NARC, and MPOAC**

 **NICR**
NATIONAL INSTITUTE FOR
CONGESTION REDUCTION

 **AMPO** ASSOCIATION OF METROPOLITAN
PLANNING ORGANIZATIONS

 **NARC**
Building Regional Communities
National Association of Regional Councils

 **MPOAC**

Brand-New Video Lessons
for
MPO Board Members

FREE

History - Purpose - Roles - Responsibilities - Congestion Reduction

**Specially
Designed by
Transportation
Research
Faculty**

 **CUTR**
CENTER FOR URBAN
TRANSPORTATION
RESEARCH

www.youtube.com/@mpocongestionreductiontraining

Generalized flyer for print

Brought to you by AMPO, NARC, and MPOAC



History - Purpose - Roles - Responsibilities - Congestion Reduction

MPO Board Member Training on Congestion Reduction

This free training program addresses traffic congestion, congestion reduction, MPO processes and functions, and tips for how MPO Board members can improve their communities.

The video series can be completed at your own pace and includes an optional training manual which can be used to test your knowledge and deepen your understanding of the covered topics.

Specially
Designed by
Transportation
Research
Faculty

CUTR
CENTER FOR URBAN
TRANSPORTATION
RESEARCH



Scan this QR code or go to
www.youtube.com/@mpocongestionreductiontraining
to find out more.

Funded by the National Institute for Congestion Reduction (NICR) and conducted by faculty at the Center for Urban Transportation Research (CUTR).



NICR

**NATIONAL INSTITUTE FOR
CONGESTION REDUCTION**

The National Institute for Congestion Reduction (NICR) will emerge as a national leader in providing multimodal congestion reduction strategies through real-world deployments that leverage advances in technology, big data science and innovative transportation options to optimize the efficiency and reliability of the transportation system for all users. Our efficient and effective delivery of an integrated research, education, workforce development and technology transfer program will be a model for the nation.



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