

TPB PUBLIC INVOLVEMENT COMMUNICATIONS

Audience, Messaging & Practices

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Overview

- The communications and public participation relationship
- TPB's audiences
- How and when TPB communicates public participation opportunities
- TPB messaging and tone
- Ripple effect of communications
- Local communications considerations
- Your thoughts



COG Enhanced Mobility Forum (COG)



Communications & Public Participation Relationship

Communications supports TPB's Participation Plan policy goals

- Engage different audiences with a variety of tools
- Provide clear and open access to information
- Promote a **regional** perspective
- Use plain language and prepare materials in a variety of ways

Communicate daily, weekly, monthly, annually!



(Canva)



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Source: [TPB 2020 Participation Plan](#)

Reaching Our Audiences

Communicate to and engage TPB's constituencies

- **Active participants:** Board and committee members (including CAC, Access for All), Community Leadership Institute, elected officials, state/county/city leaders and staff (knowledgeable about TPB and regional planning)
- **Community leaders:** Community and opinion leaders at the local level (some knowledge of TPB and regional planning)
- **General public:** Most of the region's population but may also include local leaders or elected officials with limited exposure to transportation or regional planning



TPB Curbside Management Forum (COG)

Source: [TPB 2020 Participation Plan](#)



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How Staff Communicates TPB Public Participation Opportunities

- TPB website: comment form, newsroom, homepage
- Newsletters: TPB News, COG Connections, special targeted announcements - Visualize 2050, grant solicitations
- Social Media: Facebook, Twitter, Instagram, YouTube
- News: Washington Post; AFRO, Washington Hispanic; state/local outlets (WTOP, Frederick News-Post, ARLNow, etc.)
- Special events: flyers, postcards



TPB X/Twitter post (COG)



TPB Messaging and Tone

- The TPB is a **coordinating** agency
- Objective style, regional perspective
- Neutral
- Friendly, formal, professional, welcoming, informative*
- Clear and active voice



(PickPik.com)

Transportation Communications Jeopardy!

A. Crosswalk, dedicated bus lane, pedestrian signal, shade tree and bench

Q. What are “transportation improvements”?



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*Source: Story Chief Insights [Exploring 12 Tone of Voice Examples](#)

Ripple Effect

- **Each of us is a TPB ambassador!**
- Share by word of mouth or forwarding
- Explain regional planning to your community (People's Guide has tips)
- Provide practical examples of **regional priorities** that every TPB member agency supports (roadway safety, bike trail connections, transportation services for older adults and people with disabilities)
- Let others know that the TPB accepts comments on an ongoing basis

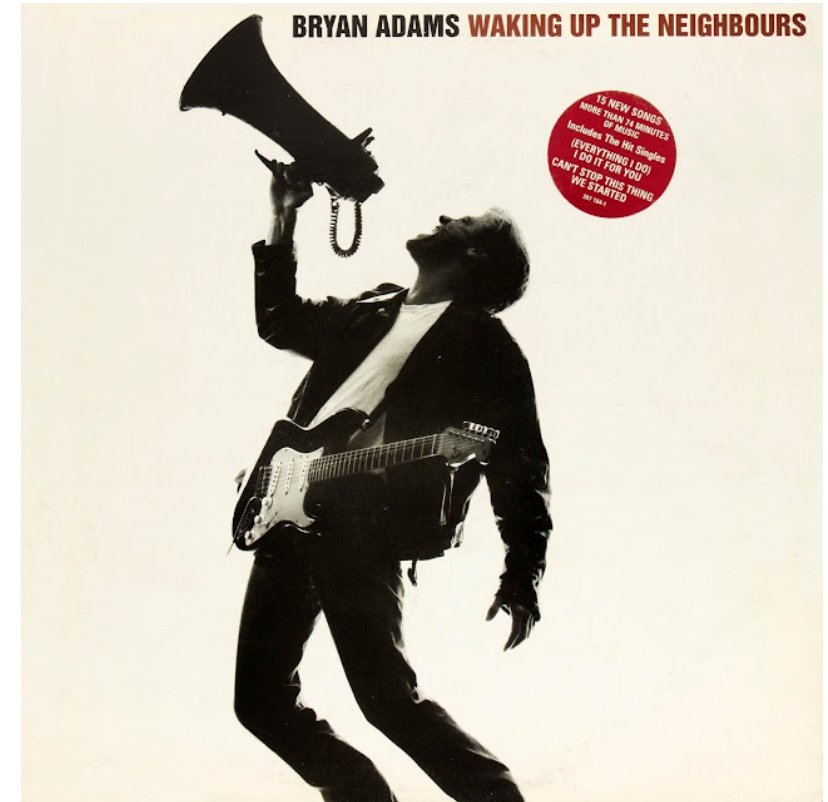


(Microsoft stock)



Local Communication & Your Thoughts

- How do you receive your news?
- How do you like to share communications?
- Have your social media habits changed?
- Waking up the neighbors...what are examples of effective local or neighborhood-level ways of raising awareness?
- Success stories or lessons learned



(1991 Waking Up The Neighbours - Bryan Adams – Rockronología)



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