

THE 2017 TRUCKEE MEADOWS REGIONAL PLAN UPDATE

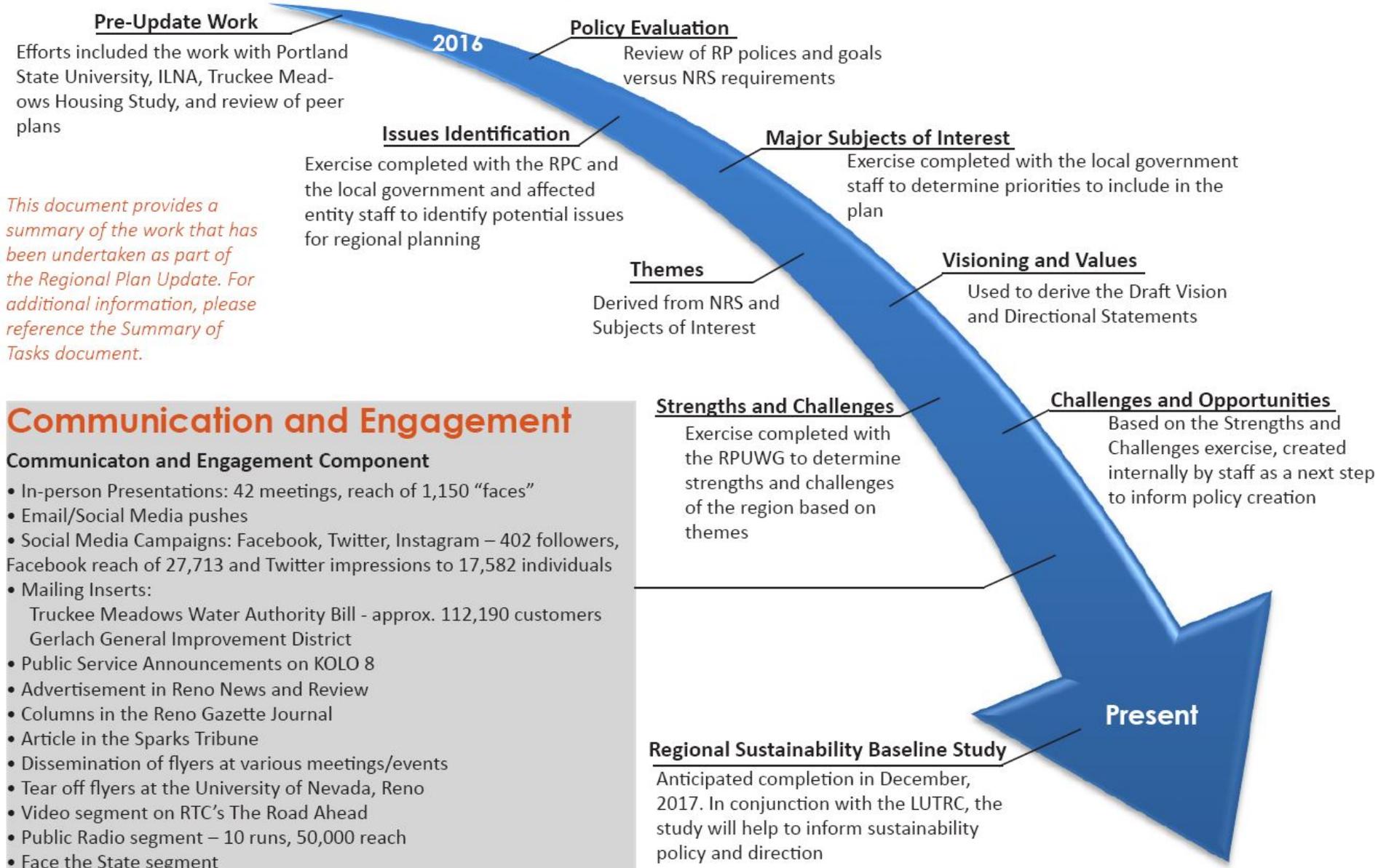
Agenda

- Recap of Tasks
- Communication and Engagement
- Draft MetroQuest Survey Results

SUMMARY OF TASKS

2017 Regional Plan Update - Summary of Tasks Quickview

Work Products and Conversations



This document provides a summary of the work that has been undertaken as part of the Regional Plan Update. For additional information, please reference the Summary of Tasks document.

Communication and Engagement

Communication and Engagement Component

- In-person Presentations: 42 meetings, reach of 1,150 "faces"
- Email/Social Media pushes
- Social Media Campaigns: Facebook, Twitter, Instagram – 402 followers, Facebook reach of 27,713 and Twitter impressions to 17,582 individuals
- Mailing Inserts:
 - Truckee Meadows Water Authority Bill - approx. 112,190 customers
 - Gerlach General Improvement District
- Public Service Announcements on KOLO 8
- Advertisement in Reno News and Review
- Columns in the Reno Gazette Journal
- Article in the Sparks Tribune
- Dissemination of flyers at various meetings/events
- Tear off flyers at the University of Nevada, Reno
- Video segment on RTC's The Road Ahead
- Public Radio segment – 10 runs, 50,000 reach
- Face the State segment

COMMUNICATION AND ENGAGEMENT

Communication and Engagement

- In-person Presentations
 - 42 meetings
 - reach of 1,150 “faces”
- Email/Social Media pushes
- Social Media Campaigns:
 - Facebook, Twitter, Instagram
 - 402 followers
 - Facebook reach of 27,713
 - Twitter impressions to 17,582 individuals

Communication and Engagement

- Mailing Inserts:
 - Truckee Meadows Water Authority Bill - approximately 112,190 customers
 - Gerlach General Improvement District
- Public Service Announcements
 - KOLO 8 – 15 and 30 second videos
- Advertisement in Reno News and Review
- Columns in the Reno Gazette Journal
- Article in the Sparks Tribune

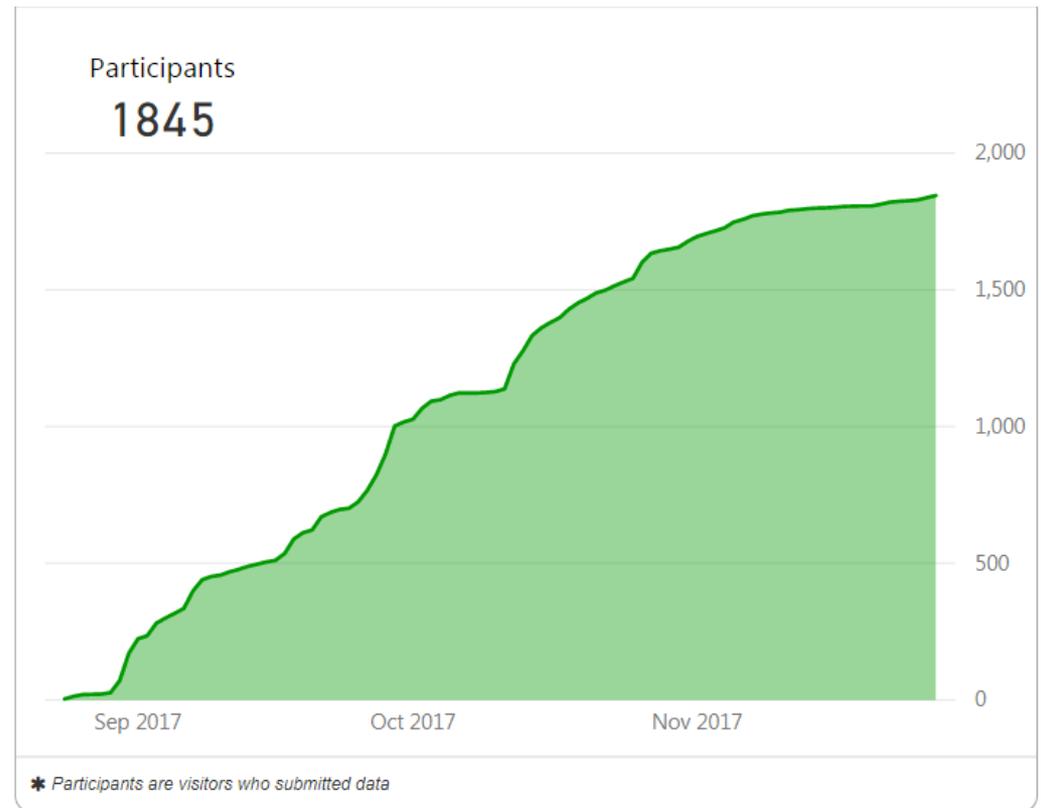
Communication and Engagement

- Dissemination of flyers at various meetings/events
- Tear off flyers at the University of Nevada, Reno in 30 different locations
- Video segment on RTC's The Road Ahead
- Public Radio segment – 10 runs, 50,000 reach
- Face the State segment

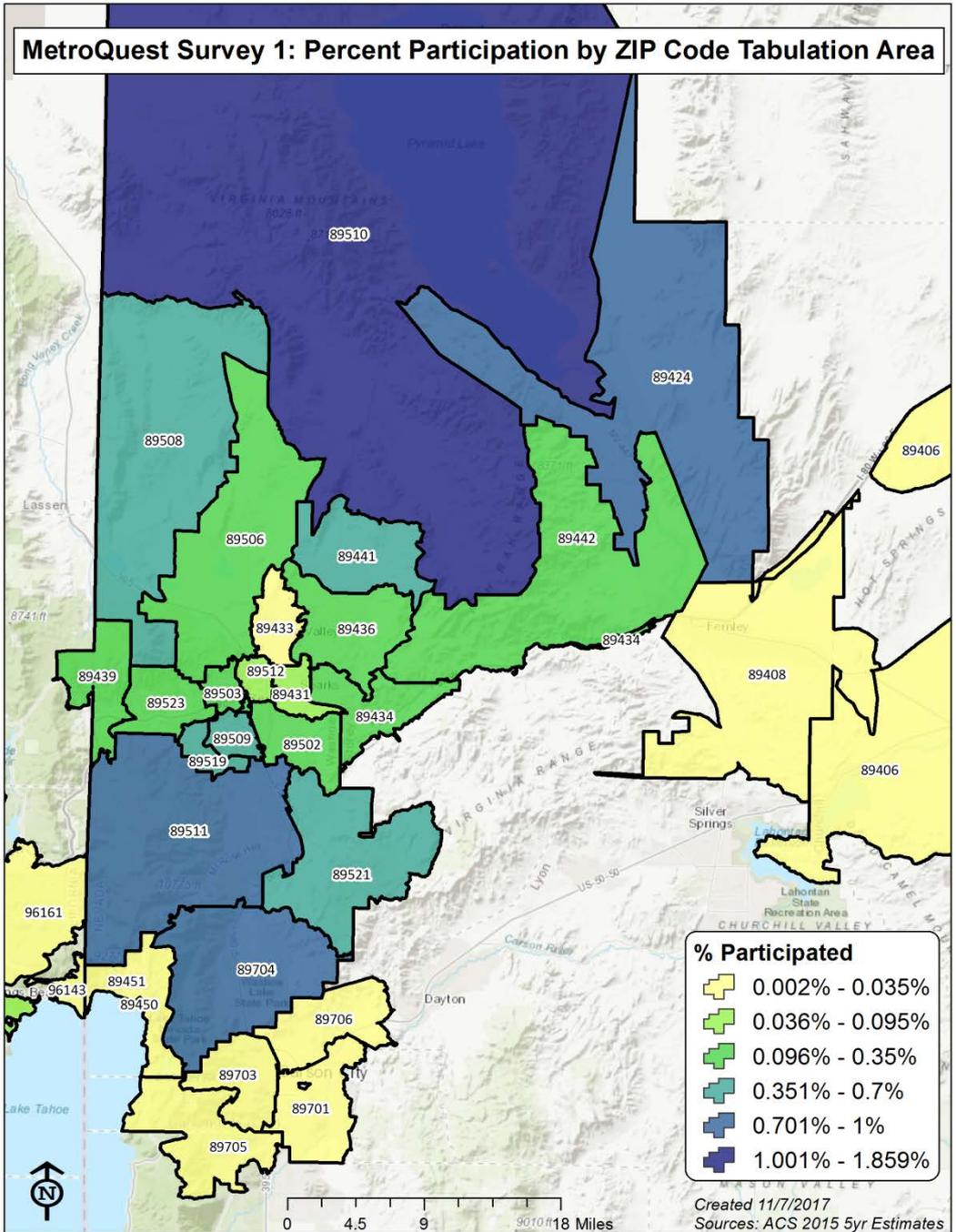
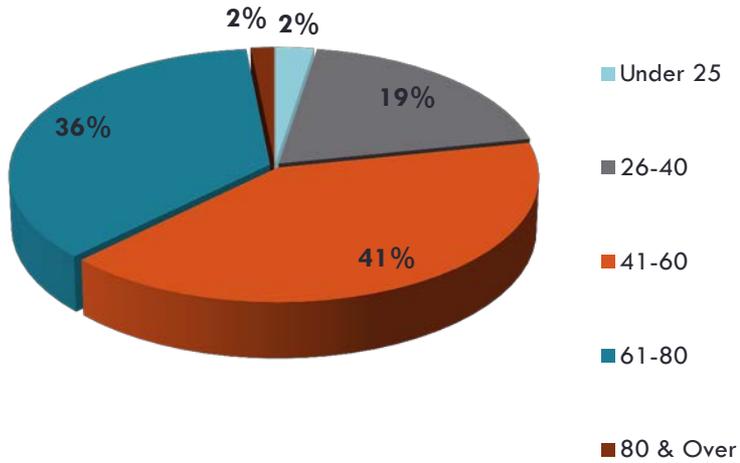
DRAFT METROQUEST SURVEY RESULTS

MetroQuest Results

- 1,807 Participants
- 2,391 Written Comments
- 33,914 Data Points

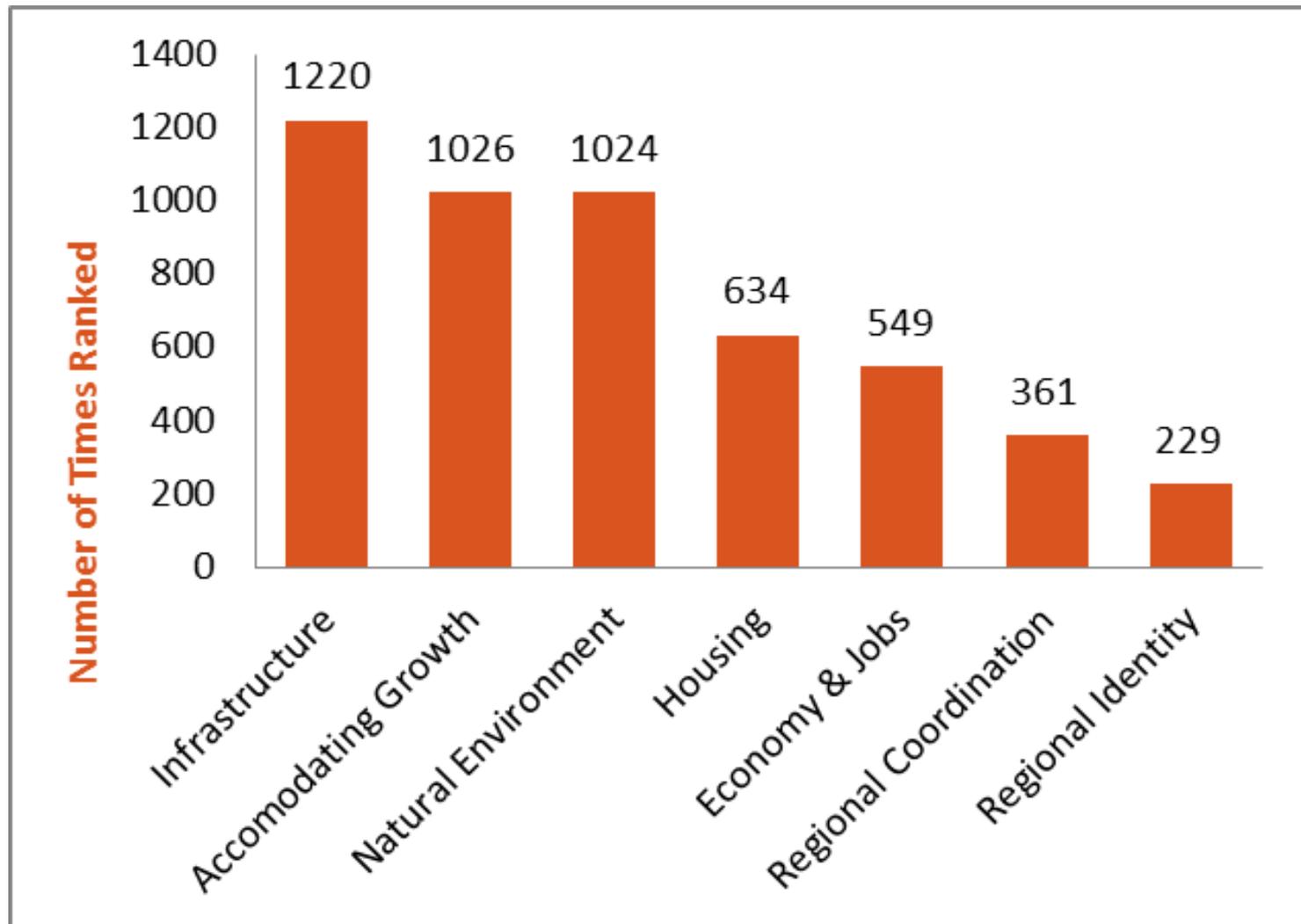


Age Demographic Breakdown



Created 11/7/2017
Sources: ACS 2015 5yr Estimates

Quantitative Analysis

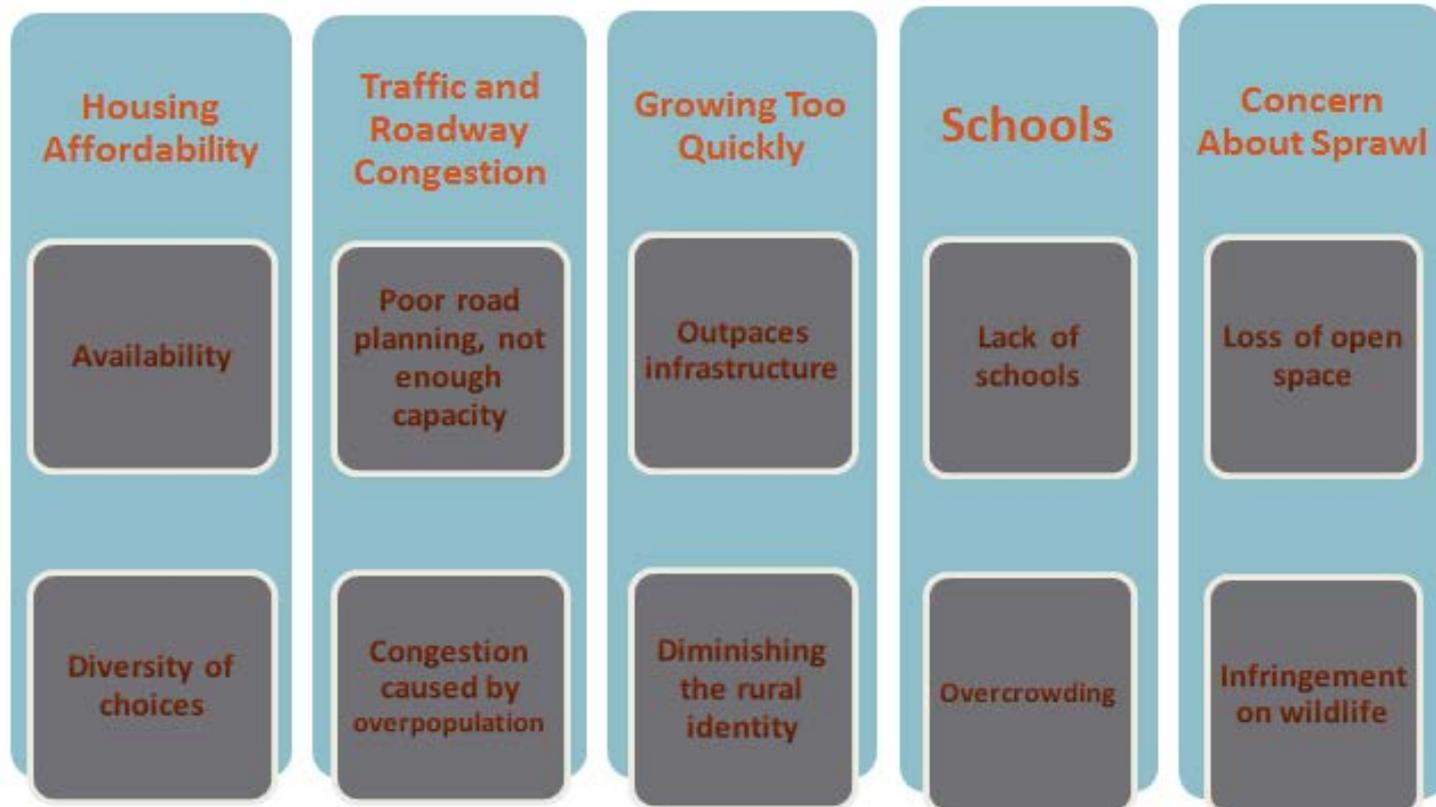


Quantitative Analysis



Qualitative Analysis

Top 5 Concerns Based on Comments



Continued Engagement

- Monthly Updates for the Regional Planning Commission
- Occasional Updates to jurisdiction Planning Commissions
- Newsletter and surveys at tmrpa.org
- Always available for questions/comments
- HAPPY HOLIDAYS!