

Transportation Outreach Planner -- an Integrated Geo-spatial Web Tool for Assisted Decision-making in Community Outreach

Effective decision making in urban transportation requires access to population and housing characteristics. This poster illustrates a three-tiered web based platform developed for Palm-Beach, Broward, and Miami-Dade Counties, Florida, which can be accessed at <http://mpotransportationoutreachplanner.org>. There are three main components of this geo-spatial web tool: 1) **Demographic Reports** provides interactive reporting of current and historic demographic data. 2) **Community Background Reports** provides further community information such as history, community dynamics, business landscape, and cultural events, 3) **Public Outreach Strategies** provides a list of public outreach methods (for example, public opinion survey, site meetings) for targeted audience. This module is an interactive spatial decision-making tool which identifies the most effective method for transportation planners to outreach the community based upon its characteristics. Using a combination of Google API and ArcGIS Server, this Web application visualizes the selected geography, displays both quantitative and qualitative reports, and automatically generates a list of recommendations of methods to outreach the selected community.