

## **Vision 2050: Long Range Transportation Plan**

### **SOCIAL MEDIA & PUBLIC ENGAGEMENT TOOLKIT**

#### **Engaging Your Community**

Palm Beach TPA appreciates your support as we update our Long Range Transportation Plan (LRTP).

Your promotion of LRTP outreach materials will:

- Raise awareness of the LRTP, and its influence on regional transportation priorities.
- Promote engagement opportunities to members of your community.

#### **What is a Long-Range Transportation Plan (LRTP)?**

The LRTP is the 25-year vision for transportation in Palm Beach County. It forecasts where people will live and work, looks at our current transportation system, and identifies projects for our future.

#### **How Can I Help?**

As local leaders and TPA partners, we're asking that you help us broadcast these opportunities to your community using your media of choices.

TPA regularly posts updates on social media channels. You can follow us there and promote these posts to your followers. *Please remember to tag us!*

- Instagram: [@PalmBeachTPA](#)
- Facebook: [@PalmBeachTPA](#)
- Twitter: [@PalmBeachTPA](#)
- LinkedIn: [@Palm Beach Transportation Planning Agency \(TPA\)](#)

#### **Current Engagement Opportunities**

We encourage participation in and promotion of our interactive materials, resources, and surveys! This includes:



Sign up for e-mail updates



Take our Transportation  
Survey



Share needs on our  
Comment Map

The best link for all the latest details: [PalmBeachTPA.org/LRTP](https://PalmBeachTPA.org/LRTP)



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#### Sample Content

We appreciate that your time is incredibly valuable. The following sample content has been assembled as a resource for TPA partners in your initial outreach.

To download the social media graphics and logos below, [click here](#). These images will also automatically generate in the link preview for the corresponding web pages.

SAMPLE SOCIAL CAPTIONS	DEFAULT SOCIAL GRAPHIC/LOGO
<p>Want to learn more about our transportation future in Palm Beach County? Visit and sign up at <a href="http://PalmBeachTPA.org/LRTP">PalmBeachTPA.org/LRTP</a></p>	
<p>The TPA's Long Range Transportation Plan (LRTP), Vision 2050, is underway. Share your opinions on how to improve transportation in Palm Beach County by taking the Transportation Survey! <a href="http://PalmBeachTPA.org/LRTPsurvey">PalmBeachTPA.org/LRTPsurvey</a></p>	
<p>Attend a Public Workshop to share your input about the future of our transportation system! Register and learn more at <a href="http://PalmBeachTPA.org/LRTPWorkshops">PalmBeachTPA.org/LRTPWorkshops</a></p>	<p>Please use default image preview for hyperlink</p>
<p>Where would you like to see transportation improved in Palm Beach County? Share your recommendations on the Comment Map! <a href="http://PalmBeachTPA.org/Comment-Map">PalmBeachTPA.org/Comment-Map</a></p>	