



## 2045 Metropolitan Transportation Plan PUBLIC PARTICIPATION PLAN

### *MetroPlan Orlando*

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## HOW TO GET INVOLVED IN THE 2045 PLAN



**Online at MetroPlanOrlando.org**  
Learn more about how long range planning works and sign up for our e-newsletter to get email updates on comment opportunities



**Request printed material**  
If you don't have digital access and prefer information in paper form, you can make that request by calling the number below



**In person**  
Invite us to attend your event or present to your group by contacting our community outreach staff



**Questions?**  
Contact our community outreach staff at ***MTP@MetroPlanOrlando.org*** or ***407-481-5672***



**On social media**  
Follow us on Facebook and Twitter to learn about transportation news and when we'll be out in the community



# PLANNING FOR THE YEAR 2045



Planning Central Florida’s transportation system for the year 2045 presents vast opportunities and real challenges. How will our region grow and evolve? What type of transportation system will best meet the future needs of our residents and visitors? What kinds of projects will we be able to afford?

MetroPlan Orlando seeks to answer these questions and more while developing the 2045 Metropolitan Transportation Plan (MTP, or 2045 Plan), which is scheduled for completion in spring 2021. As the metropolitan planning organization for Orange, Osceola, and Seminole Counties, we provide leadership in transportation planning. We engage the public and cultivate effective partnerships with local governments and transportation industry experts to create the best plan possible for Central Florida – one that addresses transportation challenges and prepares our region for the future.

## HOW THE PUBLIC WILL SHAPE THE 2045 PLAN

Creating a transportation plan that spans decades requires two key things: 1) sound technical work and 2) diverse public input.

This Public Participation Plan ensures the community has a voice in the development of the 2045 Plan by creating opportunities to be informed and engaged throughout the planning process. The Participation Plan guides MetroPlan Orlando’s outreach efforts, and ultimately maps out how we will successfully achieve public involvement objectives.



Outreach will take place in two phases (see Schedule of Activities on page 13). In phase one, we'll seek opinions on what Central Floridians want to see in their future transportation system, and how they want to achieve that vision. In phase two, we'll seek more specific public input based on a handful of potential scenarios for the year 2045.

**MetroPlan Orlando is committed to community outreach that is:**

- **Thorough:** Outreach should be comprehensive, providing many options for how a person can get involved.
- **Inclusive:** Everyone is welcome to participate in the 2045 Plan process. We want to make sure participants are as diverse as our wonderful region, therefore, we make a concerted effort to reach traditionally underserved communities.
- **Creative:** We strive to use cutting-edge tools and techniques to reach the public. Being innovative means we're always focused on improving.
- **Continuous:** Members of the public should be able to participate from the comfort of their own homes, at a time convenient to them. This means using tools that enable 24/7 involvement. We also invite public feedback throughout the planning process.

**PUBLIC PARTICIPATION GOAL FOR 2045 PLAN**

Establish a **thorough, inclusive** process that uses **creative** approaches to offer the public **continuous** opportunities to shape the 2045 Plan.



# OBJECTIVES, STRATEGIES & EVALUATION



The following objectives and strategies will be used to achieve our public participation goal during development of the 2045 Plan. Evaluation measures are also outlined to ensure effectiveness.

## **OBJECTIVES FOR IN-PERSON ENGAGEMENT:**

*The following objectives address how active we are in reaching people in person, obtaining input, and sharing public opinion with decision makers.*

### **OBJECTIVE #1 – Community Events & Reaching Underserved Communities**

Personally engage and obtain input from at least 1,500 people in the development of the 2045 Plan by participating in three outreach events per month during phase one, with at least a third of these events taking place in MetroPlan Orlando’s environmental justice focus areas. These areas, shown in our Title VI Program: Nondiscrimination & Language Plan, identify parts of the region with high concentrations of underserved communities.

#### **Strategies:**

- Partner with existing groups (see Identifying Stakeholders on page 8) to conduct presentations that inform and gather public input
- Speak with people where they already are by hosting booths at community festivals or public locations
- Encourage public participation by using an activity to gather input and increase public awareness of transportation planning



- Provide essential materials in Spanish and visually-accessible formats, as needed
- Work with local government and transportation partners to identify outreach opportunities, particularly to reach underserved groups
- Develop a youth outreach program to get input from those who will be affected most by the 2045 Plan
- Reach out to bus and rail riders through a series of *Transit Talks* pop-up meetings
- Encourage event participants to see the results of their input and stay in touch throughout the 2045 Plan development by signing up for MetroPlan Orlando’s electronic newsletter

**Evaluation Measures:**

Outreach Event Listing, Survey Results



**WHAT IS AN UNDERSERVED COMMUNITY?**

Communities that have been traditionally underserved in the transportation planning process include individuals who are low income, minorities, elderly, youth, female heads-of-household with children, and also persons with limited English proficiency, disabilities or without access to a car. Federal law requires that organizations like MetroPlan Orlando make special efforts to engage these communities.

**OBJECTIVE #2 – Events Hosted by MetroPlan Orlando**

Hold two transportation summits to raise awareness of key milestones during development of the 2045 Plan (including sharing the draft plan), with a total of 250 attendees, garnering input from 50%.

**Strategies:**

- Choose event locations that comply with Americans with Disabilities Act (ADA) requirements and are accessible by public transportation
- Establish opportunities for public input by allowing comments to be submitted in person, electronically, or via postal service
- Create an educational event program with interesting content that explains the 2045 Plan’s primary concepts
- Provide communication kits to make it easy for partners to distribute event information via social media and other communication channels such as newsletters
- Provide sufficient event notification, in accordance with Florida’s Government-in-the-Sunshine guidelines



- Create a detailed strategic media plan targeting various media outlets and local government access television channels to drive event attendance and public participation in the 2045 Plan
- Explore social media advertising to boost event attendance
- Explore adding an online component to the event to broaden reach

**Evaluation Measures:**

Event Attendance, Comments

**Objective #3 – Sharing Public Input with Decision Makers**

Supply a continuous stream of 2045 Plan public input to decision makers by providing quarterly community outreach updates to MetroPlan Orlando’s Board, committees, and the 2045 Plan Working Group (see page 10 for more information) through various communication channels, such as written summaries, videos, and oral presentations.

**Strategies:**

- Create a 2045 Plan Working Group to ensure a thorough vetting of plan concepts and documents
- Compile community event reports that provide photos, demographic information, and a summary of feedback gathered at outreach events
- Create short videos summarizing public sentiment at events to convey diversity of feedback
- Provide community outreach briefings and consult with federal and state transportation officials overseeing MetroPlan Orlando’s work
- Conduct statistically-valid market research examining public opinion on transportation issues in the three-county area

**Evaluation Measures:**

Community Event Reports, Oral Presentations, Videos, Market Research Results

**OBJECTIVES FOR VISUALIZATION & ACCESS TO INFORMATION:**

*The following objectives address how we will share information and ensure two-way communication.*

**Objective #4 – Use of Plain Language & Visualization in Communication Tools**

Ensure that all 2045 Plan print and electronic materials communicate MetroPlan Orlando’s message in an effective, appealing way by using visuals (photos, illustrations, charts, etc.) and plain language, as defined by Federal Plain Language Guidelines.

**Strategies:**

- Brand the 2045 Plan to make communication tools immediately recognizable
- Include how-to-comment information on all materials (email, social media, etc.)
- Send regular outreach updates via email, including MetroPlan Orlando’s newsletter, to community contacts
- Create a printed brochure explaining the 2045 Plan process in English and Spanish



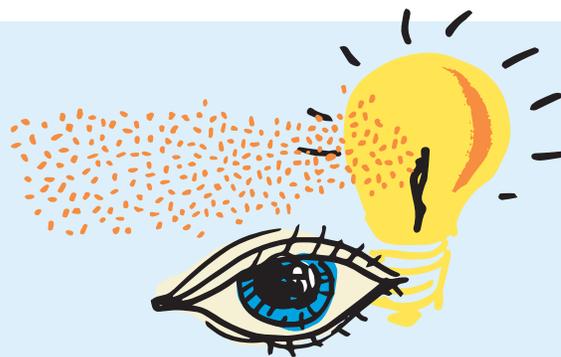
- Create shareable social media graphics to communicate key plan concepts and event information
- Feature the 2045 Plan in MetroPlan Orlando’s annual report, a communication tool used primarily with industry experts, elected officials, and the business community
- Create new online mapping features to place on MetroPlanOrlando.org to boost visualization efforts
- Incorporate innovative technology and interactive elements in community presentations and events

**Evaluation Measures:**

Email Statistics, Analytics for Web Maps, Checklist for Plain Language

**WHAT IS VISUALIZATION?**

According to the Federal Highway Administration, “visualization techniques are methods used to show information in clear and easily understood formats such as maps, pictures, or displays.”



**Objective #5 – Digital Outreach (Website, Social Media & Video)**

Provide digital engagement opportunities and transportation planning information through MetroPlan Orlando’s website, social media channels, and online videos, achieving:

- a monthly average of 500 unique visitors to the 2045 Plan section of the website,
- a monthly average of 10 posts focused on the 2045 Plan, with 5% engagement, and
- 1,000 cumulative views on 2045 Plan videos.

**Strategies:**

- Drive traffic to website from social media channels
- Include website address in all materials and presentations and encourage visits
- Share timely transportation news on social media
- Encourage continuous two-way communication with the public by posting photos from outreach events and stimulating interest in future events
- Conduct video interviews at 2045 Plan meetings and events, as well as at locations where people typically congregate
- Post video footage online, with captions whenever possible to make them ADA-friendly, and disseminate through social media channels
- Use an online platform to collect input during phase two of public outreach
- Post 2045 Plan technical reports to the website for public review as they become available throughout plan development, and publish all final 2045 Plan documents to the website no later than 90 days after official adoption by the MetroPlan Orlando Board



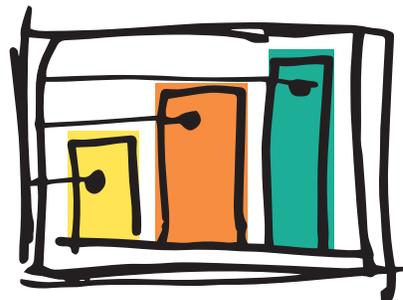
**Evaluation Measures:**

Website Analytics, Social Media Statistics, Video Statistics

**EVALUATION & REPORTING**

MetroPlan Orlando will periodically review the effectiveness of these objectives and strategies throughout the implementation of the participation plan and make any necessary adjustments to ensure our goal is reached.

A comprehensive, appealing and easy-to-understand report will be produced to document public participation for the 2045 Plan. The report will present an overview of outreach activities, evaluate the effectiveness of these activities against the objectives outlined in this Public Participation Plan, and summarize public feedback received. Results will be shared with MetroPlan Orlando’s Board and committees prior to the adoption of the 2045 Metropolitan Transportation Plan.



# IDENTIFYING STAKEHOLDERS



Achieving the objectives in this Public Participation Plan begins with appropriately identifying audiences with a jurisdictional, direct, or other interest in the 2045 Plan. MetroPlan Orlando will develop a comprehensive community stakeholder database to ensure that input is gathered from as many segments of the community as possible. This includes regular coordination with local governments, as well as state and federal agencies.



## I DON'T SEE MY GROUP'S NAME LISTED HERE! HOW CAN I GET IN TOUCH WITH METROPLAN ORLANDO?

We're always on the lookout to connect with organizations we haven't spoken with before. If you don't see your group's name on here, please let us know so you can get involved in the 2045 Plan. Contact our community outreach staff to learn more by emailing [MTP@MetroPlanOrlando.org](mailto:MTP@MetroPlanOrlando.org) or calling 407-481-5672.



The stakeholder database will be updated throughout the public involvement process, and at a minimum will include the following entities:

### **Community & Service Organizations**

Alumni Organizations  
Apartment Complexes  
Bicycle & Pedestrian Advocacy Groups  
CareerSource Central Florida  
Civic Involvement Organizations  
Disability Advocacy Groups  
Environmental Advocacy Groups  
Faith-based Organizations  
Food Security Advocacy  
Homeowners Associations  
Leadership Programs  
Older Adult Advocacy  
Social Justice Organizations  
Social Service Organizations  
Sorority & Fraternity Organizations  
Transit Advocacy Groups  
Universities/Colleges  
Veterans Associations

### **Health Organizations**

Florida Department of Health in Orange County  
Florida Department of Health in Osceola County  
Florida Department of Health in Seminole County  
Healthy West Orange  
Orange Blossom Family Health  
Osceola Community Health Services

### **Business & Tourism Associations**

Apartment Association of Greater Orlando  
Central Florida Hotel & Lodging Association  
Chambers of Commerce  
Convention & Visitors Bureaus  
Florida Vacation Rental Managers Association  
International Drive Business Improvement District  
Major Employers  
Orlando Economic Partnership & Alliance for Regional  
Transportation  
Realtors Associations

### **State & Federal Agencies**

Central Florida Congressional Delegation  
Central Florida Legislative Delegation  
Federal Highway Administration  
Federal Transit Administration  
Florida Department of Environmental Protection  
Florida Department of Transportation  
Florida's Turnpike Enterprise  
reThink Your Commute  
SunRail

### **Local Governments**

Orange County & City Governments  
Osceola County & City Governments  
Seminole County & City Governments

### **Planning & Operating Partners**

Aviation Authorities  
Central Florida Expressway Authority  
East Central Florida Regional Planning Council  
LYNX  
School Districts  
Water Management Districts

### **Board & Committees**

MetroPlan Orlando Board  
Community Advisory Committee  
Technical Advisory Committee  
Transportation System Management & Operations  
Advisory Committee  
Municipal Advisory Committee  
Transportation Disadvantaged Local Coordinating  
Board



## 2045 PLAN WORKING GROUP

To better manage the 2045 Plan development process, MetroPlan Orlando staff will establish a working group made up of volunteer community leaders, subject matter experts, and transportation planning and traffic engineering agency staff from the three-county area.

The group's purpose is to help ensure a process that is technically sound, enjoys broad public and expert support, and results in the creation of a far-sighted and feasible transportation plan that can guide regional transportation investment for the years to come.

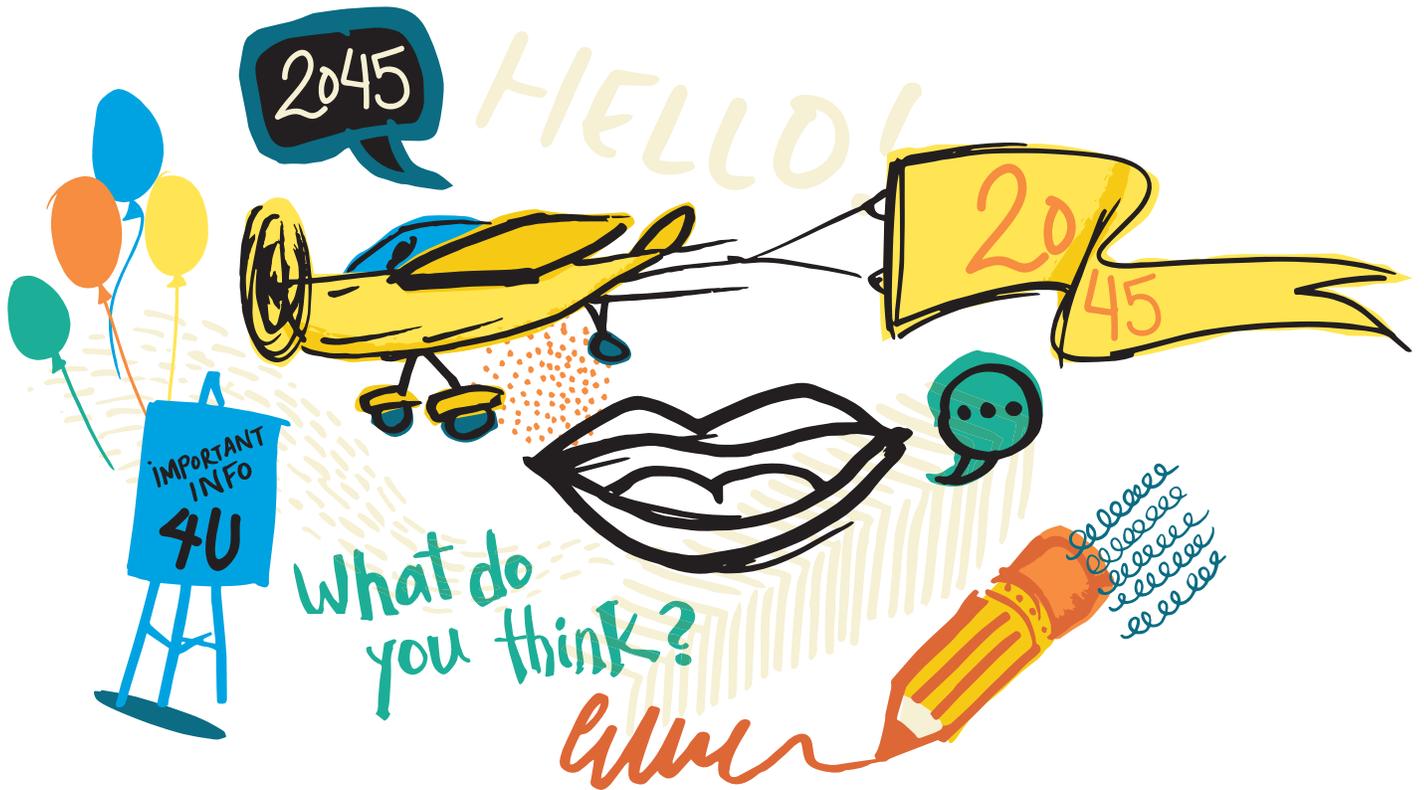
The working group will review all technical documentation and provide feedback. All meetings will be public and will welcome public participation and input.

The 2045 Plan Working Group will include representation from:

- Technical Advisory Committee
- Transportation System Management & Operations Advisory Committee
- Community Advisory Committee
- Transportation Planning & Operating Agencies
  - LYNX (Central Florida Regional Transportation Authority)
  - Central Florida Expressway Authority
  - Florida's Turnpike Enterprise
  - East Central Florida Regional Planning Council
  - Florida Department of Transportation District 5
  - Greater Orlando Aviation Authority
  - Reedy Creek Improvement District
  - Federal Highway Administration
- Transportation Disadvantaged Community
- Economic Development
- Convention & Tourism Industry
- Freight & Logistics Industry
- Nonprofit / Independent Sector
- Intercity Passenger Service Provider



# PUBLIC PARTICIPATION REQUIREMENTS



This Public Participation Plan meets all requirements for public involvement, as outlined in federal law (23 CFR 450.316 and 23 CFR 450.322) and state law (s.339.175(7),F.S.). MetroPlan Orlando has developed this plan in consultation with interested parties, as specified in law. This plan is also consistent with MetroPlan Orlando's organizational Public Participation Plan.

## PUBLIC PARTICIPATION PLAN NOTIFICATION & COMMENT PERIOD

MetroPlan Orlando posted the draft 2045 MTP Public Participation Plan to its website on July 26, 2019, beginning the 45-day comment period. The comment period ended on September 10, 2019, the day before the plan was officially adopted by the MetroPlan Orlando Board.

The participation plan was presented as an action item for input and adoption at the following MetroPlan Orlando committee and board meetings:

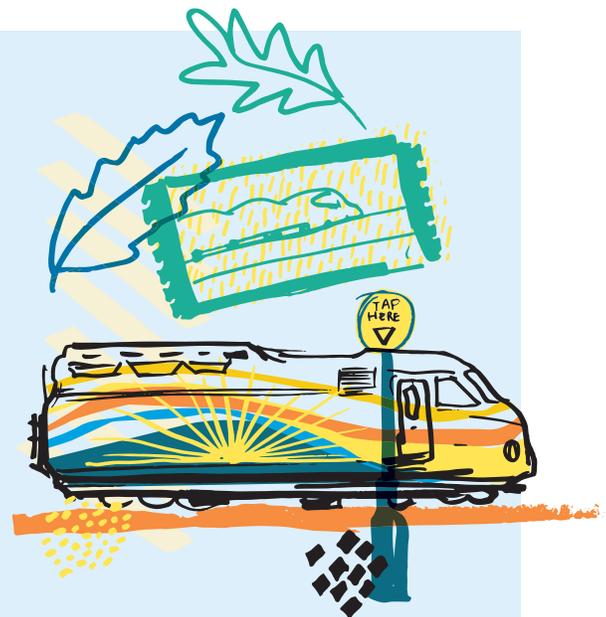


GROUP NAME	ACTION TAKEN	DATE OF ACTION
<i>Transportation Disadvantaged Local Coordinating Board</i>	Presented for information and input	8/8/19
<i>2045 Plan Working Group</i>	Presented for information and input	8/20/19
<i>Technical Advisory Committee</i>	Recommended approval	8/23/19
<i>Transportation System Management &amp; Operations Advisory Committee</i>	Recommended approval	8/23/19
<i>Community Advisory Committee</i>	Recommended approval	8/28/19
<i>Municipal Advisory Committee</i>	Recommended approval	9/5/19
<i>MetroPlan Orlando Board</i>	Adopted the Public Participation Plan	9/11/19

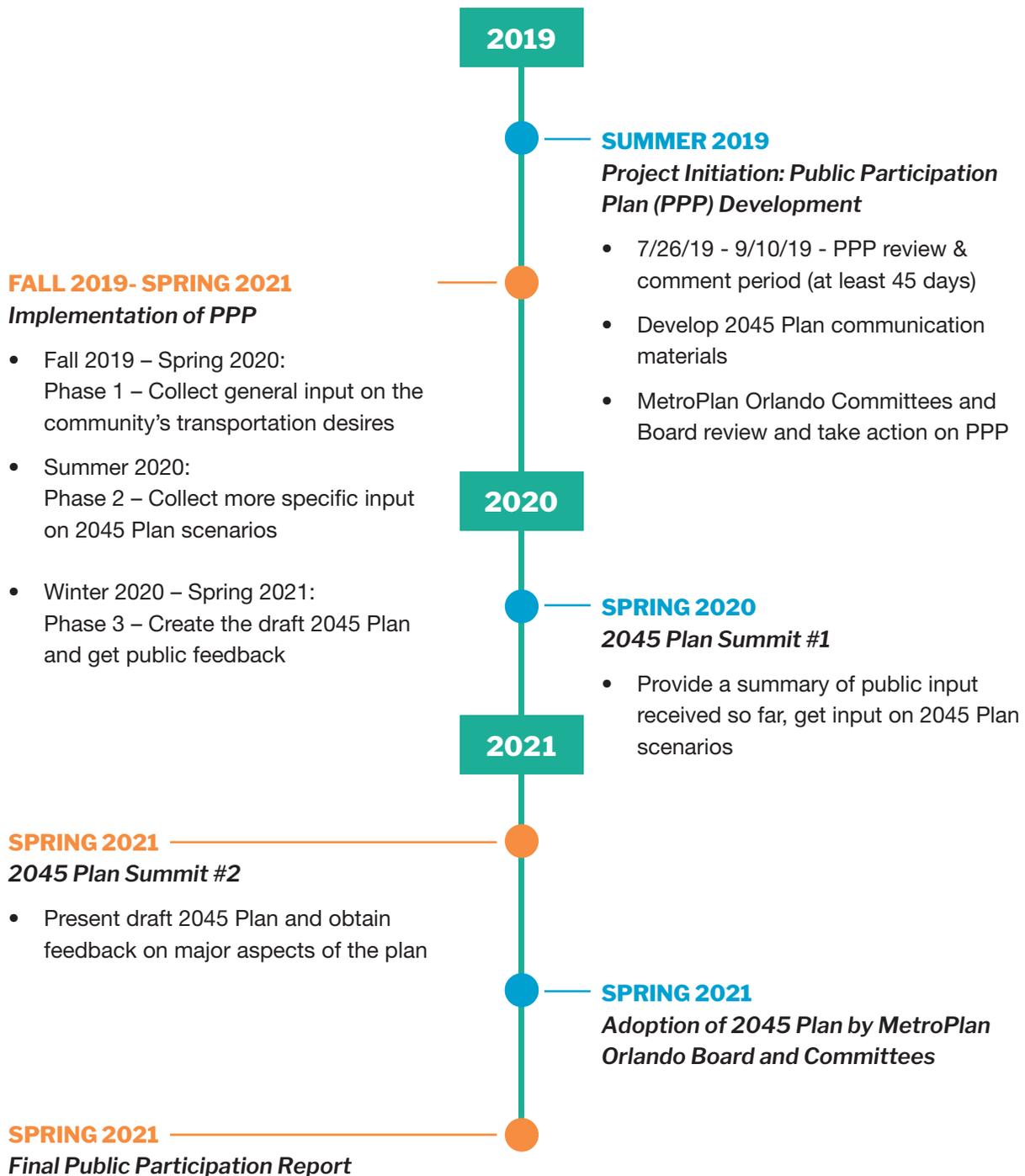
Email notifications and an invitation to review the Public Participation Plan on MetroPlanOrlando.org were sent to MetroPlan Orlando’s community database of interested parties, board/committee list, and federal/state transportation partners at the opening (7/26/19) and just prior to the closing (9/9/19) of the required comment period. This information was also distributed via social media channels on Facebook and Twitter.

### WHAT ARE THE REQUIREMENTS FOR PUBLIC PARTICIPATION?

“MPOs are required to develop and use a documented Public Participation Plan that defines a process for providing reasonable opportunities to be involved in the metropolitan transportation planning process to individuals, affected public agencies, representatives of public transportation employees, public ports, freight shippers, providers of freight transportation services, private providers of transportation (including intercity bus operators, employer-based commuting programs, such as carpool program, vanpool program, transit benefit program, parking cash-out program, shuttle program, or telework program), representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties.” ~FDOT MPO Management Handbook



# SCHEDULE OF PUBLIC PARTICIPATION ACTIVITIES FOR 2045 PLAN



*\*This schedule is subject to change*





COMMUNICATE

LITER

RESULTS

BUS



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