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**DRAFT**

Corrine Drive  
Complete Streets Study  
**Public Involvement Plan**

Prepared by:

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[CorrineDriveStudy.org](http://CorrineDriveStudy.org)  
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MetroPlan Orlando



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## About MetroPlan Orlando

MetroPlan Orlando is the metropolitan planning organization for Orange, Osceola and Seminole Counties. As a transportation planning organization, we strive to be a positive force for advancement of Central Florida’s transportation system by working in partnership with a variety of people and organizations across the region. MetroPlan Orlando takes a transparent approach to solving transportation issues, providing an inclusive and open environment for local elected officials, transportation experts, and citizens to work together to improve access and mobility for residents, businesses and visitors.

### Planning for People of All Ages and Abilities

Applying “Complete Streets” strategies to Central Florida projects can help us accommodate people of all ages and abilities, including pedestrians, cyclists, transit users, motorists, and freight and service operators. This type of planning recognizes that depending on context, streets may serve a variety of functions. The Corrine Drive study will use MetroPlan Orlando’s draft Complete Streets policy to showcase how Complete Streets techniques can shape a corridor to better meet the community’s needs.

## How to Get Involved in the Corrine Drive Planning Process

Learn about the Corrine Drive Complete Streets Study and add your input to the planning process:

- **In person:** Attend a Project Visioning Team meeting where you can make a public comment. Our [comprehensive calendar](#) includes upcoming meetings, events and workshops. Or invite us to speak to your group about the study by completing an online request through the speakers bureau on [MetroPlanOrlando.org](http://MetroPlanOrlando.org). You’ll also find us at several community events, where you can speak to our staff and give us your input.
- **Email:** Send comments or questions anytime to [info@MetroPlanOrlando.org](mailto:info@MetroPlanOrlando.org).
- **Phone:** Call us at 407-481-5672.
- **Social Media:** Follow us on Twitter (@metroplan\_orl) or like us on Facebook.
- **Website:** Learn more at [CorrineDriveStudy.org](http://CorrineDriveStudy.org). You can also sign up to receive regular email updates about the project and opportunities to provide input.

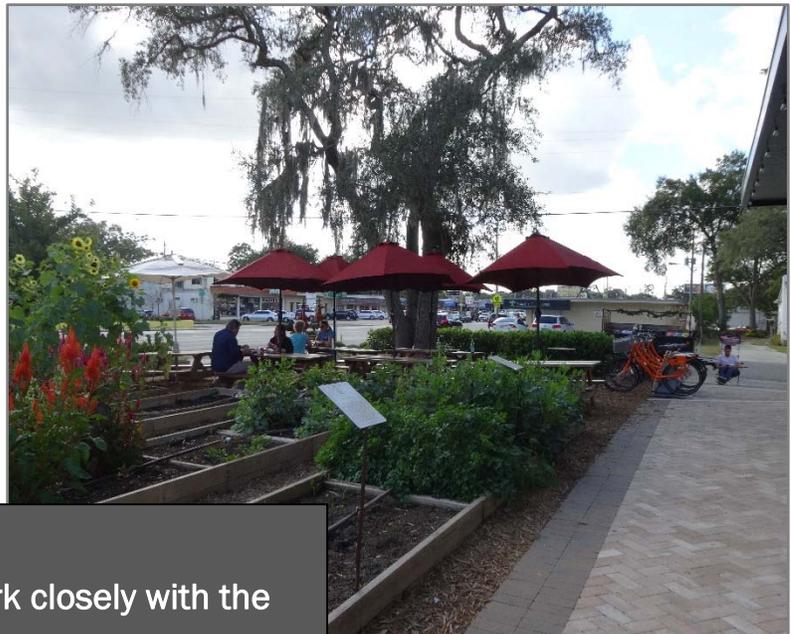
## Project Overview

### Historical Perspective

For many years, Corrine Drive played a key role in accommodating traffic between Orlando's Naval Training Center and US 17-92, including the transport of heavy military equipment. The training center's main gate was located on Corrine Drive at the intersection with Bennett Road. The naval center was demolished in the 1990s, making way for Baldwin Park.

Corrine Drive, owned by Orange County and adjacent to the City of Winter Park, has been maintained by the City of Orlando since the 1980s, when the City added traffic islands. Recently, there was discussion regarding the transfer of ownership from the County to the City, with the City offering to take on the redesign of the road with financial help from the County. In addition, the City of Winter Park has expressed concerns about traffic potentially being diverted into its neighborhoods.

MetroPlan Orlando was engaged by Orange County and the cities of Orlando and Winter Park to conduct an independent evaluation of transportation options in the Corrine Drive corridor and the surrounding area through the creation of a Complete Streets vision.



**MetroPlan Orlando will work closely with the community and local governments to create a vision for Corrine Drive that balances the road's local, regional and economic needs.**

## **The Community**

The Corrine Drive Complete Streets Study includes parts of both Orlando and Winter Park. The Audubon Park Garden District and Mills 50 are two of the City of Orlando's Main Street Districts. The work of these organizations, along with the Baldwin Park neighborhood, has changed the character of the study area in the last 15 years.

The Audubon Park Garden District's efforts have led to an organic community garden, Fleet Farms' urban farm-lettes, an eco-district initiative, a local-only farmers market, and a bicycle-powered composting service. The Audubon Park Garden District was recognized with the 2016 Great American Main Street Award, a national honor that recognizes the country's best example of comprehensive neighborhood commercial district revitalization.

The Mills 50 District is the western and southern edge of the study area. It describes itself as being on the edge of creativity and culture.

The redevelopment of the former Naval Training Center created the Baldwin Park neighborhood, which includes single family homes, townhouses, apartments, and retail shops. The neighborhood's residents use Corrine Drive has an east-west connection to I-4 or downtown Orlando.

In May 2013, the Corrine Calming Coalition (C3) launched with the vision of transforming Corrine Drive into a safe, walkable and attractive corridor that supports high quality of life, promotes local business and community social interaction. The coalition has actively promoted its position with local elected officials, government agencies and through the media.

## **Current Situation**

Following its transformation into one of Orlando's Main Streets, the area has evolved into a highly desirable location, spurring residential and business growth. With the addition of a new K-8 school on the horizon, the area is in need of a connectivity analysis, looking at the corridor's infrastructure, safety issues and access to jobs, education, and community amenities.

In collaboration with public and private stakeholders, MetroPlan Orlando will lead community engagement and the initiation of the Corrine Drive Complete Streets Plan.

## Corrine Drive Area Profile & Stakeholders

### Local Governments:

- *Orange County*: The County owns Corrine Drive, having developed it when the area was unincorporated.
- *City of Orlando*: Now that Audubon Park is part of the City and one of its designated Main Street Districts, it has assumed responsibility maintenance of Corrine Drive.
- *City of Winter Park*: Located to the north of Audubon Park, the City has a vested interest in any potential traffic overflow from Corrine Drive.



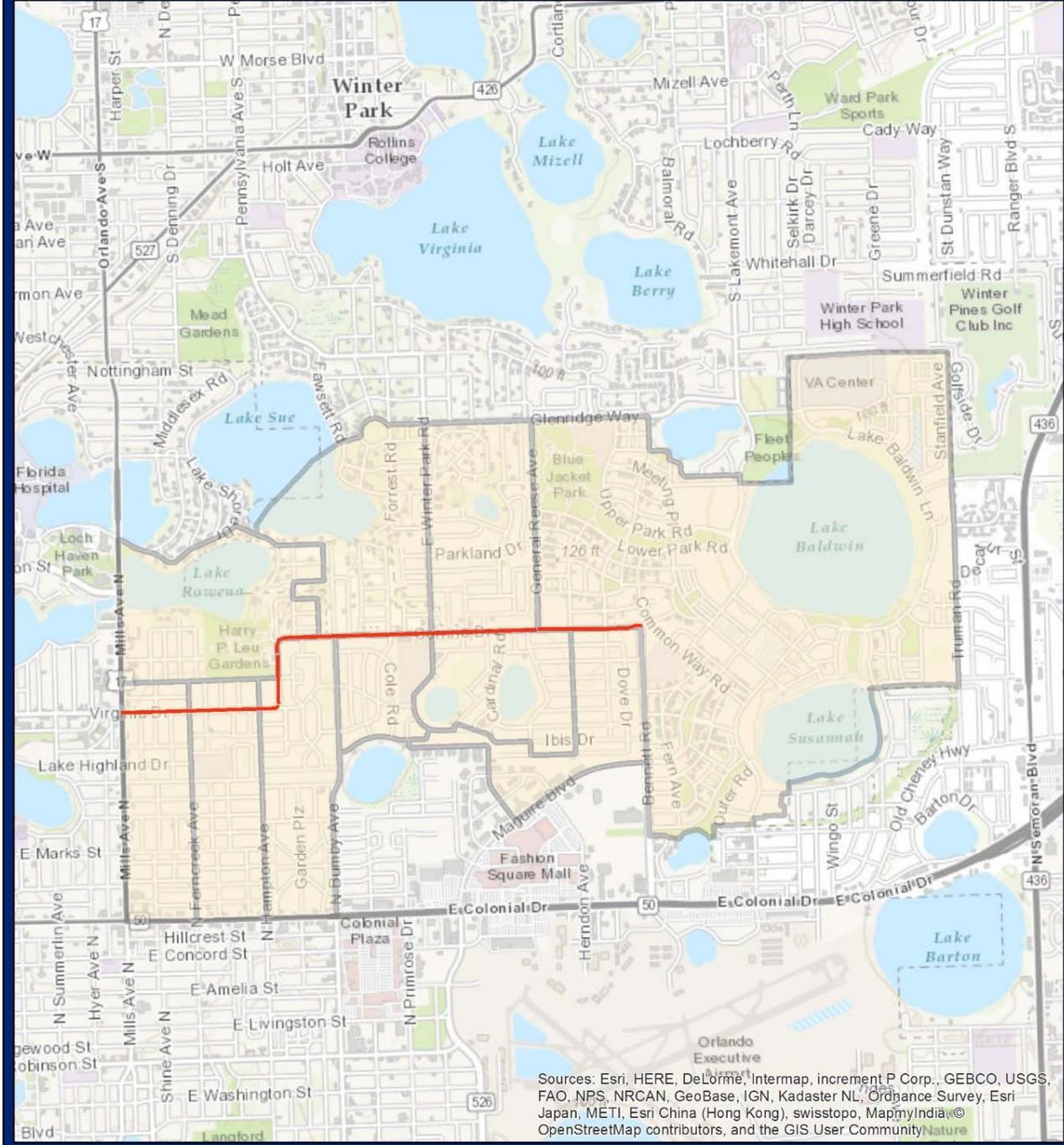
### Residents:

Data from the 2010-2014 American Community Survey shows the following demographic picture of the Corrine Drive study area:

- The study area encompasses 3.29 square miles with a total population of 14,093, resulting in a population density of 4,284 people per square mile.
- There are a total of 6,347 households in the area.
- Median age of residents is 39 years.
- Median household income is \$68,174.
- Average household size is 2.1 people, with 50% of all households comprised of families (two or more people related by birth, marriage or adoption).
- There are 13.2% of households with income less than \$24,000.
- People who use a car, truck or van as the primary means of transportation to get to work are 85.8% of the area population.
- Residents who identify as white/Caucasian make up 91% of the area population.
- Only 0.5% of residents say they don't speak English well or at all.

# Corrine Drive - Corridor Planning Study

## Study Area With Surrounding Census Block Groups



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

- Legend**
- Corrine Drive/ Virginia Drive
  - Census Block Groups

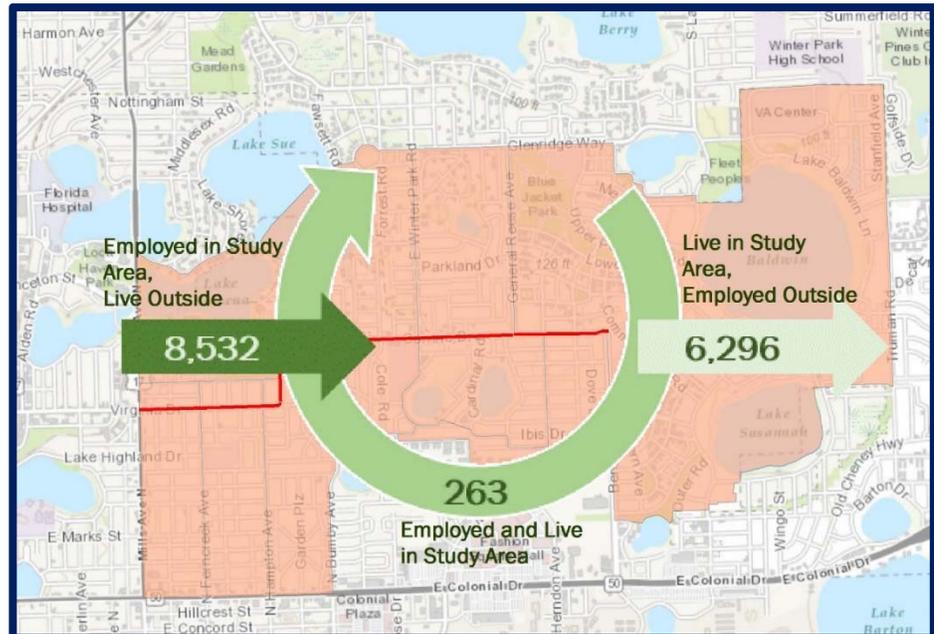
0 0.2 0.4 0.8 Miles

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## Employment Profile:

The U.S. Census Bureau, through a partnership with its Local Employment Dynamics partner states, provides details about where people work and live relative to a particular area. This information was used to make an Inflow/Outflow Area Profile for the Corrine Drive study area

In the area, only 4% of residents also work there. Of the area residents who are employed, 96% work somewhere else, and 97% of the people who work in the area live elsewhere. This map shows the relationship between workers and residents.



Inflow/Outflow Map Sources: Esri, HERE, DeLorme, Intermap, Increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaste, NL, Ordinance Survey, Esri Japan, METI, Esri China (HongKong), swisstopo, Mapmyindia, OpenStreetMap contributors, and the GIS User Community

This work flow analysis helps highlight the

importance of designing a corridor that meets the needs of commuters who are entering or leaving the area for employment every day.

## Businesses:

Corrine Drive is host to approximately 45 eclectic small businesses and eateries. Although the area does not have a formal community center, Stardust Video and Coffee has unofficially filled that role for a number of years, offering space to a wide range of community groups and activities. Juice Bikeshare established a presence to provide transportation options to the community. In addition, the following organizations help define the overall ambiance of the area.

*Leu Gardens*: A 50-acre botanical garden, owned by the City of Orlando, just a short walk away from the Audubon Park Garden District's shopping and dining district.

*Audubon Park Community Market:* A weekly gathering of growers, ranchers, fishermen, chefs, artists, handicrafters, musicians and neighbors.

*East End Market:* A neighborhood market and food hub that is home to a dozen merchants, a large event space, a demonstration kitchen, an incubator kitchen, offices, retail shops, a full-time caterer and a restaurant.

**Community Groups:**

*Audubon Park Garden District:* A nonprofit, grassroots organization and one of Orlando’s Main Street programs representing local business owners and residents. They coordinate events and improvement initiatives aimed at engaging residents, businesses, civic groups and public agencies to find innovative solution for making the area more desirable, engaging and diverse.

*Baldwin Park Resident Owners*

*Association:* All residents of Baldwin Park belong to its Residents Owner Association. The group oversees the neighborhood’s community events and recreational amenities.



*Mills 50:* A nonprofit, grassroots organization and one of Orlando’s Main Street programs representing local business owners and residents. The district prides itself as being at the intersection of creativity and culture.

*Corrine Calming Coalition:* Launched in May 2013, this nonprofit is focused on identifying champions, engaging decision-makers, and mobilizing local residents to make Corrine Drive into a vibrant and appealing local shopping district.

*Bike/Walk Central Florida:* A nonprofit formed in 2010 to promote walkable and bikeable communities through raising public awareness and advocating for safe, active transportation. Bike/Walk Central Florida also manages the *Best Foot Forward for Pedestrian Safety* coalition and outreach program.

*Healthy Central Florida: A community-based partnership established to transform our community into the healthiest in the nation by encouraging physical activity and healthy eating.*

**Schools:**

*Public schools: Audubon Park Elementary School, Fern Creek Elementary School, Glenridge Middle School, a K-8 school under construction just off the corridor*

*Private schools: Beeman Park Preparatory School, Baldwin Oaks Academy*

**Public Agencies and City/County Departments:**

*Orlando Main Streets (part of the City of Orlando's Business Development Division), LYNX, Orange County Public Schools, FDOT District Five, Florida Department of Health in Orange County, Emergency Management agencies (including fire, police and other first responders)*

**Neighboring Communities Affected:**

*Winter Park, Fashion Square mall, Ivanhoe Main Street district*

**Faith Based Organizations:**

*Audubon Park Covenant Church: Serving the Orlando community for over 57 years.*

*Emmanuel Episcopal Church: Located in the heart of the Audubon Park Garden District.*

**Health Organizations:**

*Orlando VA OutPatient Clinic: Outpatient clinics for veterans.*

## Public Involvement Goals, Objectives, and Strategies

The Public Involvement Plan offers a variety of ways for the community to continuously participate in the Corrine Drive Complete Streets Study. Each of the study's three phases has specific goals that guide measurable outreach objectives and strategies.

### Phase 1: Research & Public Listening to Create a Community Vision

#### Goal

Listen, analyze and share ideas. Engage local and regional project stakeholders in the identification of issues and establishment of planning goals, leading to consensus on a clear vision for the corridor.

#### Objective #1

Identify and establish relationships with key stakeholders, share project information, and engage the community in identification of Corrine Drive's issues and opportunities for solutions through the collection of at least 300 surveys at 10 events and online during phase one.

#### Strategies:

1. Form advisory groups that will meet regularly to guide the creation of the Complete Streets Study and build relationships with stakeholders:
  - a. *Project Visioning Team* – to lead the identification of issues, goals, and solutions (will include representatives from MetroPlan Orlando, local governments, FDOT District 5, LYNX, Orange County Public School administrators and staff, residents, business owners, faith-based leaders, and other community organizations)

### PHASE ONE

In this phase, we'll be listening to the community's desires for Corrine Drive. This input will be used to shape the study's approach. At the same time, we'll be gathering technical data on how the street is currently used. Findings of our technical analysis and a summary of public comments will be presented at a workshop at the end of this phase.

Phase one will last approximately six months.

- b. *Regional Partners Group* – to gather input and coordinate with multiple local government departments within Orange County, City of Orlando, and City of Winter Park
- 2. Develop a short survey which can be quickly completed on-site using tablet or electronic polling technologies. Identify opportunities to interact with the community, including:
  - a. Establish a presence at the Audubon Park Community Market, Baldwin Park First Friday, and Mills 50 community events either by setting up a booth/table and/or by asking vendors to disseminate information.
  - b. Make presentations to local groups, including Audubon Park Elementary School PTSA, church groups, business leaders, resident groups, etc.
  - c. Engage students in the study process through creative activities.
  - d. Regularly brief advisory groups on public input gathered through surveys.
  - e. Drive-thru events at key points in phase one where the public can easily pick up study information and learn how they can get involved.
- 3. Disseminate meeting schedules and project information through email, social media channels as well as media and bloggers.
  - a. Create a project fact sheet with public meeting information to be distributed online, via email, and at events.
  - b. Media outreach to include local print, broadcast (TV/radio), and bloggers.
  - c. Build an electronic mailing list to provide regular project updates to stakeholders via email.



- d. Provide study information to elected officials and other partners to post in their newsletters and social media channels, as appropriate.

**Measurement:**

1. Electronic mailing list(s) with residents, businesses, other stakeholders.
2. Number of completed surveys.
3. Number of people attending meetings and sharing opinions.
4. Activities of advisory group.
5. Impressions and engagement through social media.
6. Media and blog coverage.

**Objective #2**

Ensure that project information and ways to provide input are readily available through digital channels of communication that encourage open discourse about issues and opportunities, achieving the following social media results: an average of 500 reach and 10 engagements per Facebook post, and an average of 700 impressions and 15 engagements on Twitter posts.

**Strategies:**

1. Create a powerful identity (brand) for the project that is easily recognizable.
2. Establish destination URL, create web page, and drive traffic through targeted emails, social media, and printed materials.
3. Link to online survey and use #CorrineWishList hashtag.
4. Coordinate with regional partners to make information available via links from their webpages and through social media.

**Measurement:**

1. Website analytics.
2. Social media impressions and engagement.
3. Completions of online survey.
4. Number of partners providing informational links on their websites.

### **Objective #3**

Document public outreach with video and photography and create visual elements that enable stakeholders to readily understand and respond to the issues and potential solutions.

#### **Strategies:**

1. Video footage of key outreach events and interviews with area residents, business owners, planners and community leaders at key points in the process.
2. Take photos of people interacting and sharing opinions, and post photo albums to Facebook after outreach events.
3. Create infographics as needed to communicate data and feedback results.

#### **Measurement:**

1. Social media impressions and engagement.

### **Objective #4**

Conduct a public workshop that draws 100 attendees to share results of existing conditions analysis, summary of public input received in phase one, and get input from at least 50% of attendees on refinement of opportunities and vision.

1. Create a Corrine Drive wish-list from compiled survey responses.
2. Ensure workshop is properly noticed, in accordance with MetroPlan Orlando's public involvement guidelines and Florida's Government-in-the-Sunshine laws.
3. Send email invitation to residents, businesses, media, bloggers, and other stakeholders.
4. Publicize workshop on social media channels, including creating a Facebook event for easy sharing.
5. Provide study information to elected officials and other partners to post in their newsletters and social media channels, as appropriate.
6. Use an interactive exercise to collect input from attendees.

#### **Measurement:**

1. Number of attendees.
2. Attendee engagement during workshop.

## PHASE TWO

In this phase, transportation planners will show how different solutions could perform if used on Corrine Drive and tap into the power of crowdsourcing to engage the community in the refinement of design options. The public will be able to offer ideas and vote on what they like best.

Design options and performance information will also be shared in five pop-up meetings that will be held throughout the corridor, and the public will be able to offer feedback.

Phase two will last approximately six months.

## Phase 2: Crowdsourcing Design Options

### **Goal**

Share menu of Complete Streets design options including supporting data with stakeholders and general public, gathering feedback on potential solutions and providing opportunities for additional ideas.

### **Objective #1**

Provide digital opportunities to review and comment on design options, actively engaging 100 visitors and generating 25 ideas through the use of online crowdsourcing technology.

### **Strategies:**

1. Drive traffic through targeted emails and printed collateral.
2. Provided updated information to partners for their websites links and social media.
3. Link to online crowdsourcing and voting platform designed to elicit feedback related to design preferences.
4. Launch series of social media posts highlighting various design options.

### **Measurement:**

1. Number of people providing feedback on favorite designs.
2. Social media impressions and engagement.
3. Crowdsourcing participation.

### **Objective #2**

Attract at least 100 people to a series of five pop-up meetings in various Corrine Drive locations where at least 75% of attendees give feedback on their favorite designs.

### **Strategies:**

1. Send email invitations to residents, businesses, media, bloggers, and other stakeholders.

2. Ensure meetings are properly noticed, in accordance with MetroPlan Orlando’s public involvement guidelines and Florida’s Government-in-the-Sunshine laws.
3. Publicize meetings on social media channels, including creating a Facebook event for easy sharing.
4. Provide study information to elected officials and other partners to post in their newsletters and social media channels, as appropriate.
5. Provide feedback mechanism so people can ‘vote’ for their favorite designs.

**Measurement:**

1. Email analytics – number of evites opened and click-throughs to website.
2. Number of attendees.
3. Number of votes gathered.

**Objective #3**

Document public outreach with video and photography and create visual elements that enable stakeholders to readily understand and respond to the issues and potential solutions.

**Strategies:**

1. Video footage of key outreach events.
2. Take photos of people interacting and sharing opinions, and post photo albums to Facebook after outreach events.
3. Create infographics as needed to communicate data and feedback results.



**Measurement:**

1. Social media impressions and engagement.

## Phase 3: Corrine Drive Corridor Plan & Feedback on Draft Plan

### **Goal:**

Present a plan for Corrine Drive that the community and local governments support with viable short- and long-term solutions, while providing opportunities for final input from the community.

### **Objective #1**

Hold four small-group presentations and one large-scale public outreach event where the preferred concept is unveiled and feedback is gathered on draft plan from a minimum of 100 total attendees, with survey results showing 75% support for the design concept and 75% satisfaction with opportunities for public involvement throughout the study.

### **Strategies:**

1. Send email invitations to residents, businesses, media, bloggers, and other stakeholders.
2. Ensure workshop is properly noticed, in accordance with MetroPlan Orlando's public involvement guidelines and Florida's Government-in-the-Sunshine laws.
3. Publicize workshop on social media channels, including creating a Facebook event for easy sharing.
4. Provide study information to elected officials and other partners to post in their newsletters and social media channels, as appropriate.
5. Provide surveys and opportunities for comment.

### **Measurement:**

1. Email analytics – number of evites opened and click-throughs to website.
2. Number of attendees.
3. Analysis of public sentiment/comments from surveys.
4. Social media impressions and engagement.

## PHASE THREE

In this phase, MetroPlan Orlando will present a draft Corrine Drive Corridor Plan and provide an opportunity for the public to provide input. The plan will then be presented to local governments for approval.

Phase three will last approximately six months.

### **Objective #2**

Post draft plan to project webpage and digital channels of communication, and obtain at least 50 respondents to an online survey, with survey results showing 75% support for the design concept and 75% satisfaction with opportunities for public involvement throughout the study.

#### **Strategies:**

1. Create survey and make it available at meetings as well as online.
2. Drive traffic through targeted emails, social media, and from partner websites.
3. Provide information on how the community can comment and ask questions.

#### **Measurement:**

1. Web analytics.
2. Number of surveys completed.
3. Analysis of public sentiment/comments from surveys.
4. Social media impressions and engagement.

### **Objective #3**

Present the draft Corrine Drive plan and obtain approval from the Orlando City Council and Orange County Board of County Commissioners.

#### **Strategies:**

1. Provide a thorough overview of public engagement in the study process and how the vision for the corridor was created.
2. Create a clear, concise presentation with compelling visuals to convey the highlights of the plan in an easy-to-understand way.

#### **Measurement:**

Plan approval from governing bodies.

### **Objective #3**

Create a mini video documentary on the creation of the Corrine Drive plan.

#### **Strategies:**

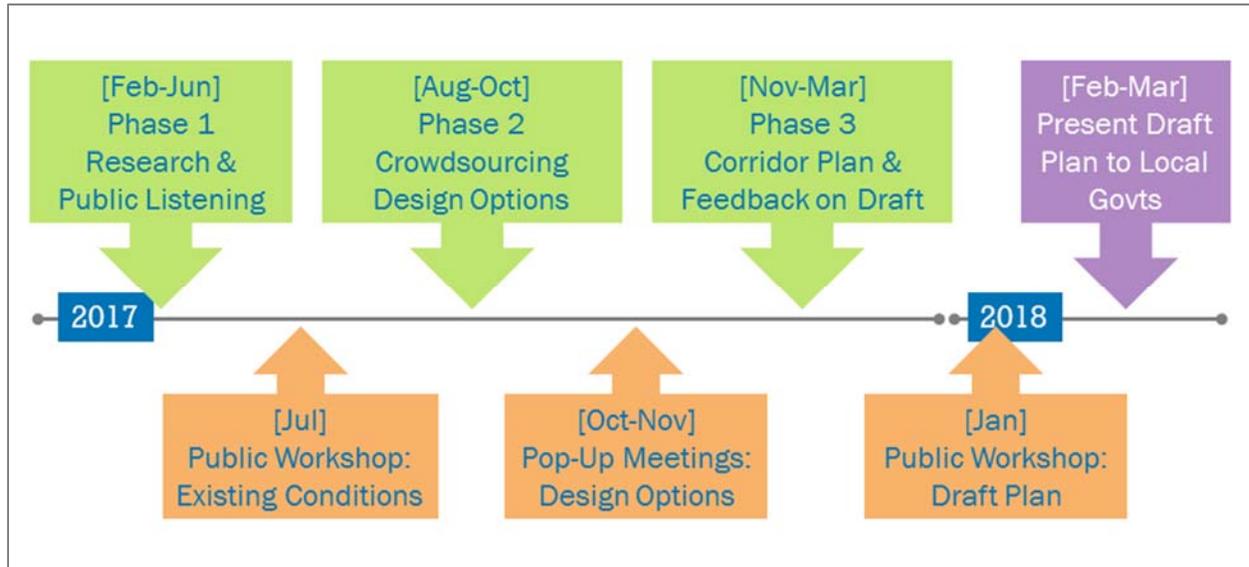
1. Email stakeholders, linking to video.
2. Promote video through social media and website.
3. Share with MetroPlan Orlando Board and committee members.

#### **Measurement:**

1. Video views.

## Tentative Timeline

The graphic below shows a tentative timeline for the project phases and key public meetings. Please note that this is subject to change.



## Evaluation

This Public Involvement Plan is a living document. Outreach efforts will continually be monitored throughout and adjusted as necessary to ensure maximum effectiveness. Results will be documented at the end of the study.

MetroPlan Orlando is committed to keeping the public informed as the Corrine Drive Complete Streets vision turns into reality.



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