Public Involvement Plan

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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 study webpage at CorrineDriveStudy.org provides the most recent listing of upcoming community events where you can speak with our staff and give us your input. Or invite us to speak to your group about the study by completing an online request-a-speaker form on MetroPlanOrlando.org.

- **Email:** Send comments or questions anytime to 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. You can also sign up to receive regular email updates about the project and opportunities to provide input.
Study Overview

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 medians. 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 study is being conducted in partnership with:
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 an active calendar of outdoor community events throughout the year. 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, condos, apartments, and retail shops. The neighborhood’s residents use Corrine Drive as 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 Audubon Park K-8 school on the horizon, the area is in need of a connectivity analysis, looking at the corridor’s infrastructure, safety issues, potential traffic flow changes, and access to jobs, education, and community amenities.

In collaboration with public and private stakeholders, MetroPlan Orlando will lead community engagement and the creation 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 for the 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 flow changes from Corrine Drive.

Residents:

Data from the 2011-2015 American Community Survey conducted by the U.S. Census Bureau shows the following demographic picture of residents in the Corrine Drive study area:

- The study area encompasses 3.84 square miles with a total population of 15,730, resulting in a population density of 4,096 people per square mile.
- There are a total of 10,417 households in the area.
- Median age of residents is 41 years.
- Median household income is $67,182.
- Average household size is 2.1 people, with 67% of all households comprised of families (two or more people related by birth, marriage or adoption).
- There are 14.2% 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 84.4% of the area population.
- Residents who identify as white/Caucasian make up 90.2% of the area population.
- Only 0.5% of residents say they don’t speak English well or at all.
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, pictured on the right.

In the area, only 4.7% of residents also work there. Of the area residents who are employed, 95.3% work somewhere else, and 97% of the people who work in the area live elsewhere. This map shows the relationship between workers and residents.

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, placing a station at East End Market, to provide transportation options to the community. In addition, the following organizations help define the area’s ambiance.

Leu Gardens: A 50-acre botanical garden, owned by the City of Orlando, is a short walk from the Audubon Park Garden District’s shopping and dining district.
Audubon Park Community Market: A market featuring local 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. The group coordinates events and improvement initiatives aimed at engaging residents, businesses, civic groups and public agencies to find innovative solutions for making the area more desirable, engaging and diverse.

Baldwin Park Residential Owners Association: All residents of Baldwin Park belong to its Residential Owners 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. The group 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 (on Common Way), Glenridge Middle School (on Upper Park Road), and a new Audubon Park K-8 school currently under construction on Falcon Drive

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:

Lake Baldwin Outpatient VA Clinic: Outpatient clinic 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 to guide the creation of the plan and build relationships with stakeholders:
   a. Project Visioning Team - Will lead the identification of issues, goals, and solutions (includes 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). This group will

PHASE ONE

In this phase, we’ll be listening to the community’s observations and 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.
meet at least four times during the study and will receive email updates approximately every six weeks between meetings.

b. **Regional Partners Group** – Will gather input from and coordinate with multiple local government departments within Orange County, City of Orlando, and City of Winter Park. This group will meet at least four times during the study and will receive email updates approximately every six weeks between meetings.

c. **Elected Officials** – Elected officials interested in the study will receive regular briefings throughout the study.

2. Create a short survey which can be quickly completed at events 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 school organizations, 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.

3. Disseminate project information through email, social media channels as well as media and bloggers.

   a. Create a project fact sheet for distribution 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 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. Encourage participation through emails and printed materials.
2. Provide 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 the draft plan from a minimum of 100 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.
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. Encourage participation through 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.