

2016 Public Involvement Evaluation Dashboard

The purpose of the Evaluation Dashboard is to provide a process for public involvement staff to consider all activities during the past year and compare them to the goals, objectives, strategies and tools outlined in the adopted Public Involvement Plan. This process allows the organization to adjust strategies to maximize the effectiveness of outreach to the community and refine available resources.

PUBLIC INVOLVEMENT HIGHLIGHTS OF THE YEAR		
Highlight	Data	Comments
Outstanding Public Involvement Results	With 40 outreach events and 112 regional partner events, the visibility of the MPO in the community was increased. We held a well-attended Transportation Disadvantaged (TD) Forum for paratransit riders in the region, which reached one of our region's underserved communities and involved community partners to participate, which extended our reach.	Events served to raise the profile of the organization, and we fostered regionalism by supporting our partners.
New Techniques Initiated This Year	<p>We started work on a new website to offer a better online experience for the public. In addition, we produced 3 popular YouTube videos.</p> <p>Our new Community Advisory Committee had a successful new year, bringing a more diverse make-up to this citizen group.</p>	The increased digital presence and emphasis on new and more sophisticated techniques helped open up public involvement to more audiences and improve visualization.
Number of Objectives Met or Exceeded	Objectives 1, 3, 4, 5, 6, and 7 were met or exceeded.	Objective 2 was in flux due to the work on the new website and new PIP Dashboards, so it could not be evaluated completely. However, progress was made there that will be evident in future PIP reviews.

Objective #1 – Measurement for 2016

Increase public involvement through targeted outreach activities, **executing at least two activities each month.**

MEASUREMENT = Outreach Event Listing		
Activity	Comments & Examples	Evaluation
Outreach Events	<p>We participated in 40 outreach events during 2016, including 33 presentations done by MetroPlan Orlando staff members to community groups and 11 community events where we had a presence such as a booth. We also participated in an additional 112 regional events held by partner agencies.</p> <p>Examples of outreach events include:</p> <ul style="list-style-type: none"> • MetroPlan Orlando hosted an open house at our new office so board/committee members, partners, elected officials, and members of the public could become familiar with our new location. The event was a success, with over 100 attendees. • This year marked the start of our newly formed Community Advisory Committee (a blending of our Citizens and Bicycle/Pedestrian advisory committees). This new group features a more diverse make-up, with new seats dedicated to underserved, transportation disadvantaged, business community, and multimodal advocates. In putting together the recommendations for MetroPlan Orlando Board appointments, the application review group considered diversity of all type, including gender, race and geography. • Various activities to promote public awareness of air quality in May (Clean Air Month), including an event for the presentation of the Clean Air Award to Wekiva Island in Seminole County, judging of student science fairs and awarding of Clean Air Student Awards, and serving as judge for the OCPS Green Schools program awards for schools that had instituted environmental activities during the year. • Using a brand new look and PowerPoint presentation to share information with many groups, including transportation groups, school classes, professional groups, rotary clubs, neighborhood associations, etc. 	Participated in 40 outreach events and 112 additional regional partner events
Seeking & Capturing Citizen Input	<p>Highlights of gathering citizen input during the year included:</p> <ul style="list-style-type: none"> • Took part in a big event called <i>Discover Osceola</i>, which drew more than 2,000 attendees. The event helps new residents connect with community and government resources/services. The event theme was <i>Back to the Future</i> – a fitting theme for all the exciting things happening in transportation world. MetroPlan Orlando sponsored the transportation section and set up a fun, interactive exercise at our booth. Attendees enjoyed brainstorming creative ways they want to get around in the future and adding 	Personally engaged approximately 2,825 people, and many more online (see Objective 2)

	<p>it to our board in English and Spanish. MetroPlan Orlando had its “about us” brochure translated into Spanish and used it at Discover Osceola.</p> <ul style="list-style-type: none"> • We began working on the development of new website. This would include various options for seeking citizen input, as well as visualization and plain language to help the public understand complex transportation planning concepts. • Developed and distributed a 10-question survey for ACCESS LYNX riders. The survey was designed to mirror the Community Transportation Coordinator (CTC) evaluation done by the Transportation Disadvantaged Local Coordinating Board (TDLCB). After opinions were gathered, results were tabulated and a brief report was written summarizing the evaluation data. 	
Underserved Outreach	<p>During 2016, 11 of our 40 outreach events (about 28%) specifically included public involvement with underserved communities.</p> <p>Examples of underserved outreach include:</p> <ul style="list-style-type: none"> • Holding a Transportation Disadvantaged (TD) Riders Forum. The event included the annual TDLCB public hearing, the November TDLCB meeting, and an educational seminar and resource fair for ACCESS LYNX riders. The event was very successful, with approximately 100 attending. The ACCESS LYNX riders who came were able to voice their opinions, offer compliments and suggestions, and learn more about how the TD program works. A TD 101 presentation was created to explain how the TD program works, funding flow, and which organizations are responsible for what. We also debuted a new brochure and video explaining the TD program at the Riders Forum. • Building relationships with local universities by presenting to several UCF classes and engaging students in the planning process. This included encouraging them to seek careers in transportation. 	Participated in 11 outreach events with underserved communities
Annual Report	<p>MetroPlan Orlando’s 2016 annual report was themed <i>Plans. Progress. Action.</i> This theme uses fun illustrations to emphasize all the exciting things happening in Central Florida transportation. The easy-to-read reports were distributed at the July board meeting. This is a change from previous years, where it has been distributed at the beginning of the year. Digital distribution began with a Constant Contact email blast to our community database. Illustrations and graphics were resized for use in a social media campaign. It enjoyed tremendous engagement and positive feedback.</p>	Distributed in Jul. and used at speaking events for the rest of the year

Overall Activity	MetroPlan Orlando had a good community outreach year in 2016, which led to the public having a voice in the transportation planning process. We focused on outreach to underserved communities, and on creating materials that are public friendly and easily understood.	Exceeded goal by 50%, achieving an average of 3 outreach events per month
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Outreach Event Listing: 2016

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
1	Open House at MetroPlan Orlando New Office	1/13/16	X			150
2	Presentation to Leadership Orlando Class 90 on regional planning	1/14/16		X		80
3	Orientation for first meeting of the Community Advisory Committee	1/27/16		X		30
4	Presentation to Central Florida Transportation Task Force	1/29/16		X		40
5	Orange County Science Fair judging	2/12/16	X		X	n/a
6	Seminole County Science Fair judging	2/13/16	X		X	n/a
7	Presentation to UCF Small Business Resource Network	2/16/16		X		35
8	Presentation to OASIS Business Partners in Education for Osceola School District	2/17/16		X	X	40
9	Video Presentation on transportation highlights for Seminole State of the County luncheon	2/18/16		X		100
10	Presentation to American Society of Civil Engineers on complete streets	3/1/16		X		50
11	Presentation to Orlando Rotary on <i>Planning Today to Shape Tomorrow</i>	3/22/16		X		30
12	Presentation to Edgewood City Council on Orange Avenue Corridor Study	4/19/16		X		30
13	Presentation to UCF Urban & Regional Planning graduate class	4/21/16		X	X	10
14	Presentation to UCF collaboration class on collaboration in transportation planning	4/26/16		X	X	30
15	MetroPlan Orlando hosted lecture from national walkability expert Jeff Speck on walkable communities	5/11/16	X			50
16	Presentation at Smart Growth America workshop on Complete Streets and regional implementation	5/3/16		X		35
17	Presentation to West U.S. 192 Development Authority on transportation planning	5/5/16		X	X	10
18	Presentation to Sanford Chamber on transportation planning	5/6/16		X		n/a
19	Presentation at Orange County & City of Orlando <i>Community Connections</i> workshop on future of transportation	5/14/16		X		30

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
20	Presentation of Clean Air Award Honorable Mention at City of Casselberry Council meeting	5/23/16		X		50
21	Presentation of Clean Air Award Honorable Mention to UCF Transportation department	5/25/16		X		7
22	Presentation of Clean Air Award to Wekiva Island	5/26/16	X	X		25
23	Long-form TV interview on transportation planning and walkable communities with WHLV TV 52 public affairs show <i>Joy In Our Town</i>	6/1/16		X		TV + social media audience
24	MetroPlan Orlando Board meeting at Second Harvest Food Bank, with tours	6/8/16	X			n/a
25	Public Meeting: Transportation Improvement Program	6/20/16	X	X		25
26	Presentation to Leadership Orlando class on Intelligent Transportation Systems (ITS)	6/21/16		X		80
27	Public Meeting: ITS Master Plan Workshop on Potential Strategies	7/22/16	X	X		50
28	Presentation at WTS program on autonomous vehicles	8/25/16		X		50
29	Presentation to downtown Orlando Rotary Club on future of transportation	8/25/16		X		60
30	Discover Osceola	9/14/16	X		X	2,000+
31	Presentation to Florida Metropolitan Planning Partnership statewide meeting on health and transportation planning	9/28/16		X		125
32	Hosted a SunRail press conference on Saturday service pilot program	9/29/16	X			35
33	Presentation at Florida Redevelopment Authority Conference on transportation and economic development	10/11/16		X		100
34	Presentation to Audubon Park Garden District board on upcoming Corrine Drive complete streets study	10/20/16		X		5
35	Presentation to Central FL Brazilian American Chamber on transportation	10/21/16		X	X	75
36	Presentation to Central Florida HIA Stakeholders Committee on state of health impact assessments	10/26/18		X		20
37	Presentation to UCF graduate level urban planning class	10/31/16		X	X	10
38	Panelist on Leadership Orlando panel discussion of autonomous vehicles and planning for the future	11/3/16		X		80
39	Presentation to Bike/Walk Central Florida board on upcoming Corrine Drive Complete Streets Study	11/7/16		X		10

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
40	Transportation Disadvantaged/TDLCB riders Forum for ACCESS LYNX riders, organized by MetroPlan Orlando	11/10/16	X	X	X	100
	TOTAL = 40 outreach events		11	33	10	2,825

TOTAL = 40 outreach events personally engaging more than 2,800 people, including:

- **11 events**
- **33 presentations**
- **10 outreach events with underserved communities**
- **Monthly average = 3 events; beating objective of two events per month by 50%**

Regional Partner Events

#	Name of Event	Date
1	City of Orlando Oath of Office Ceremony	1/3/16
2	Central Florida Expressway Authority (CFX) board meeting	1/14/16
3	Central Florida MPO Alliance meeting	1/15/16
4	ITS Master Plan kick-off meeting	1/20/16
5	Transportation Disadvantaged (TD) Day in Tallahassee	1/21/16
6	Orlando City Council meeting	1/25/16
7	CAC New Member Orientation: Sarah Elbadri (City of Orlando rep)	1/26/16
8	Seminole County Commission meeting	1/26/16
9	Lake-Sumter TPO board meeting and awards program	1/27/16
10	Florida Public Relations Association (FPRA) program: Behind the Scenes tour of Goodwill Industries	1/28/16
11	LYNX board meeting	1/28/16
12	Zipcar Grand Opening	2/3/16
13	Volusia County Council meeting	2/4/16
14	National Association of Regional Councils (NARC) conference	2/7-9/16
15	CAC New Member Orientation: RJ Mueller (MPO multimodal advocate)	2/9/16
16	CAC New Member Orientation: Jake Lujan (MPO multimodal advocate)	2/10/16
17	Transportation Disadvantaged Local Coordinating Board (TDLCB) meeting	2/11/16
18	Florida Chamber webinar	2/15/16
19	Orange County Commission meeting	2/16/16
20	West Orange / South Lake task force meeting	2/17/16
21	LYNX Community Connector meeting	2/18/16
22	CAC New Member Orientation: Casmore Shaw (Osceola County rep)	2/22/16
23	CAC New Member Orientation: Hector Lizasuain (Osceola County rep)	2/23/16
24	Central Florida Commuter Rail Commission meeting	3/2/16
25	American Lung Association call	3/3/16
26	CFX Public Workshop on SR 408 Extension Alternatives	3/8/16
27	USDOT Virtual Civil Rights Symposium: 508 Compliance – Ensuring Accessible Technology and Information	3/9/16
28	CFX board meeting	3/10/16
29	Osceola State of the County event	3/10/16
30	WTS program on the state of transportation	3/10/16
31	FDOT quarterly transit workshop	3/16/16
32	Wekiva Commission meeting	3/16/16
33	Orange County technology and social media work group meeting	3/17/16
34	Tri-County League of Cities meeting	3/17/16
35	Orange County Green Schools Recognition Program – judges' training session	3/29/16
36	I-4 Beyond the Ultimate Task Force, hosted by MetroPlan Orlando	4/4/16
37	Best Foot Forward conference call re: expansion into Osceola County	4/12/16
38	WTS & Career Source focus group on future transportation job market needs	4/12/16

#	Name of Event	Date
39	CAC New Member Orientation: T.J. Legacy-Cole (MPO underserved)	4/13/16
40	CFX board meeting	4/14/16
41	Florida Public Relations Association (FPRA) Image Awards	4/14/16
42	LYNX board meeting	4/14/16
43	Media Orientation: New Orlando Sentinel transportation reporter Jason Ruiters	4/15/16
44	LYNX CNG fueling facility grand opening	4/15/16
45	LYNX public service bus unveiling	4/20/16
46	Tri-County League of Cities program on crisis communication	4/21/16
47	Coast to Coast Connector conference call	4/21/16
48	Meeting with LYNX and MV on TD technology	4/22/16
49	Orange State of the County	4/22/16
50	SunRail Phase 2 South Groundbreaking	4/25/16
51	CAC New Member Orientation: Karolyn Campbell (MPO TD advocate)	4/27/16
52	MPOAC, hosted by MetroPlan Orlando	4/28/16
53	ITS Master Plan workshop	4/29/16
54	Poinciana Parkway grand opening	4/30/16
55	reThink's GoDTO Commuter Challenge kick-off event	5/3/16
56	Orange County Green Schools Recognition program	5/3/16
57	City of Orlando's Bike to Work Day	5/6/16
58	CFX board meeting	5/12/16
59	Women in Transportation Seminar (WTS) conference	5/17-20/16
60	EJ Training Webinar (hosted by AASHTO): Moving Environmental Justice Forward in Transportation Planning and Project Development	5/18/16
61	Central Florida Commuter Rail Commission meeting	5/25/16
62	Coast to Coast Trail leadership meeting	6/2/16
63	EJ/Title VI training: EPA webinar on EJSCREEN tool	6/2/16
64	East Central Florida Future Corridors Evaluation Study Project Advisory Group kick-off meeting	6/9/16
65	Meeting with executive director of Miami-Dade MPO	6/14/16
66	Meeting with LYNX staff	6/15/16
67	Tri-County League of Cities	6/16/16
68	CFX board meeting	6/16/16
69	River to Sea TPO board meeting	6/22/16
70	Media orientation with new Orlando Business Journal reporter	6/24/16
71	National Association of Regional Councils (NARC) conference	6/26-29/16
72	I-4 Beyond the Ultimate Finance Committee	7/7/16
73	Meeting with Center for Independent Living	7/14/16
74	FDOT open house on roundabouts	7/14/16
75	Central Florida MPO Alliance joint meeting with West Central Florida Chairs Coordinating Committee in Plant City, FL	7/15/16
76	Meeting with FDOT on Mobility Week	7/18/16
77	West Orange/South Lake Transportation & Economic Development meeting	7/20/16
78	Orange County Planning & Zoning meeting	7/21/16
79	MPO Coordination webinar	7/21/16
80	Florida Public Relations Association (FPRA) media relations professional development workshop	7/22/16
81	LYNX board meeting	7/28/16
82	Ribbon-cutting of new Webster University campus	8/2/16
83	Kissimmee Gateway Airport new administration building grand opening	8/3/16
84	American Lung Association call	8/4/16
85	Best practices peer exchange with West Florida Regional Planning Council & MPOs	8/5/16
86	FPRA conference	8/7-10/16
87	Wekiva Commission meeting	8/15/16

#	Name of Event	Date
88	Orange County Public Schools Audubon Park K-8 school design meeting	8/17/16
89	Staff Training: New Graphic Standards & Tips for Effective PowerPoint Presentations	8/22/16
90	Central Florida Commission on Homelessness meeting	8/24/16
91	Central Florida Partnership Leadership Forum on healthcare	8/25/16
92	Commercial Real Estate Development Association (NAIOP) program on Osceola Co.	9/15/16
93	reThink Open House & Presentation on Go DTO results	9/19/16
94	East Central Florida Future Corridors Evaluation Study Project Advisory Group mtg	9/20/16
95	Meeting with Wekiva Parkway PIO	9/26/16
96	Central Florida Commuter Rail Commission meeting	9/29/16
97	MPOAC meeting	10/6/16
98	Orlando International Airport briefing and tour	10/13/16
99	Robinson Street corridor study public meeting	10/20/16
100	Tri-County League of Cities	10/20/16
101	American Lung Association Lung Force Expo	10/21/16
102	Legislative liaisons roundtable	11/2/16
103	Shingle Creek Trail grand opening	11/10/16
104	Coast to Coast Trail conference call	11/11/16
105	Poinciana Parkway Phase Two grand opening	11/18/16
106	MetroPlan Orlando hosted FDOT Tentative Work Program Public Hearing	12/6/16
107	Commission for the Transportation Disadvantaged conference	12/11-14/16
108	Central Florida Commuter Rail Commission meeting	12/14/16
109	Best Foot Forward planning workshop for 2017	12/15/16
110	Transportation Briefing: U.S. Representative Darren Soto	12/19/16
111	MetroPlan Orlando hosted MPOAC Policy & Technical Subcommittee	12/20/16
112	Transportation Briefing: U.S. Representative Stephanie Murphy	12/21/16

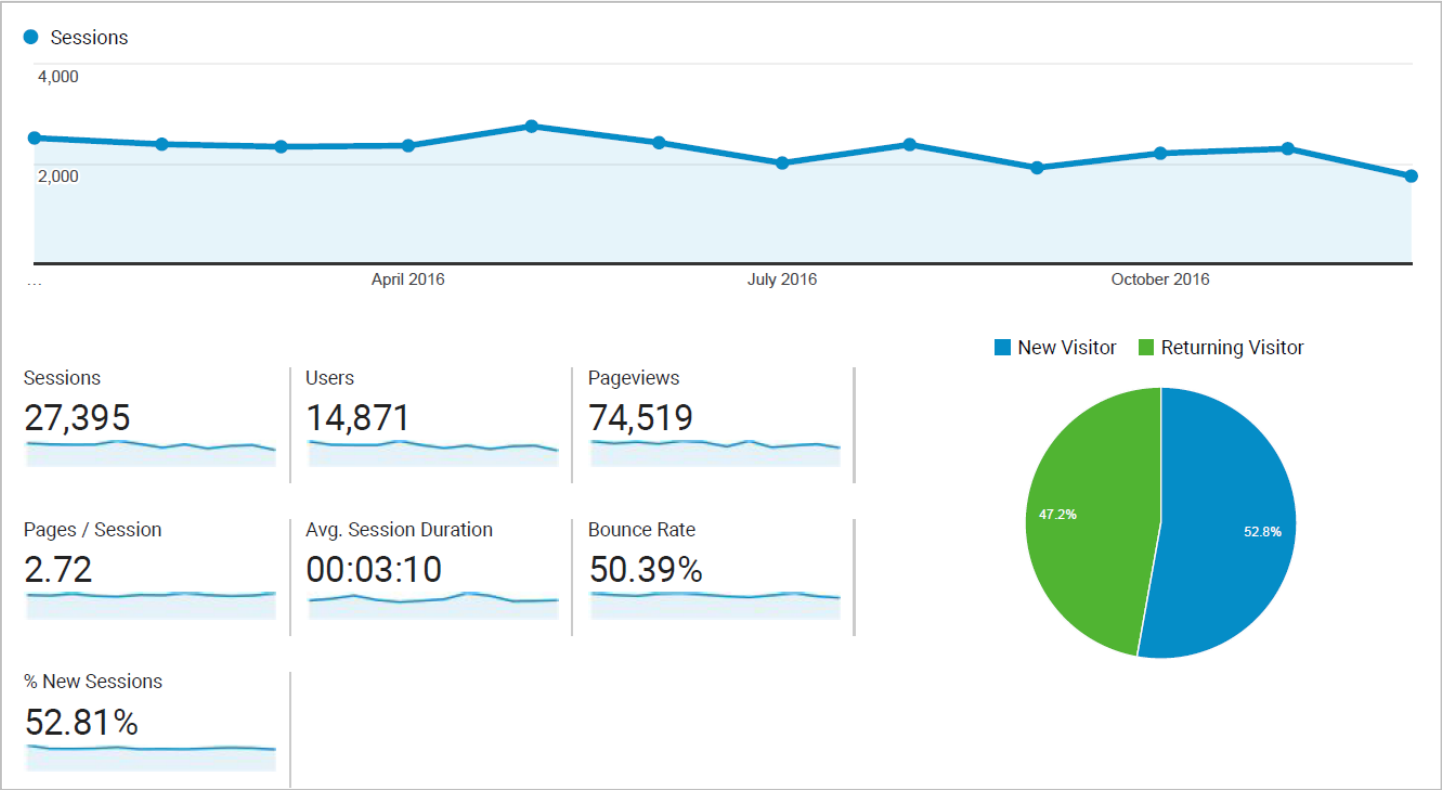
TOTAL REGIONAL PARTNER EVENTS = 112

Objective #2 – Measurement for 2016

Increase website activity on MetroPlanOrlando.org by five percent each year, encouraging broader outreach and involvement.

MEASUREMENT = Website Analytics: Page Views, Unique Visitors		
Activity	Comments & Examples	Evaluation
Visualization	MetroPlan Orlando began development of a new website during 2016 from scratch, with consultant help. The new website will be launched at the beginning of 2017. Our new branding, which debuted this year, will be incorporated into the look of our new website to make our online presence a seamless extension of our brand. The new website will include more visualization, including photos, videos and graphics.	MetroPlan Orlando is in the process of upgrading its website visualization through the creation of a state-of-the-art website.
Electronic Outreach	<p>MetroPlan Orlando uses its social media channels and Constant Contact emails to point traffic to its website (see Objectives #3 & 5 for details). This includes the use of video. In 2016, we published three new videos to our YouTube channel:</p> <ul style="list-style-type: none"> • How a Transportation Project Comes to Life (our first fully animated video) • SunRail on Saturdays News Conference • Transportation Disadvantaged Program 	In 2016, MetroPlan Orlando's YouTube videos were watched 1,200 times, totaling about 2,300 minutes of viewing time.
Opinion Research	<p>No public opinion was conducted in 2016. The last version was done in 2015.</p> <p>For future PIP evaluations, staff recommends taking this activity off the evaluation sheet because it does not have a direct connection to the website.</p>	Remove this activity from future Objective #2 evaluations.
Overall Activity	<p>From Jan. 1, 2016 through Dec. 31, 2016, MetroPlanOrlando.org had 74,519 pageviews, 14,871 unique users, and 27,395 sessions.</p> <p>This means that each month, approximately 6,210 pages were viewed by 1,239 different people visiting during an average of 2,283 sessions.</p>	Since 2016 is the first complete year included in this PIP, these statistics will serve as a baseline for future comparisons.

Excerpt from Google Analytics Report: 2016



Objective #3 – Measurement for 2016

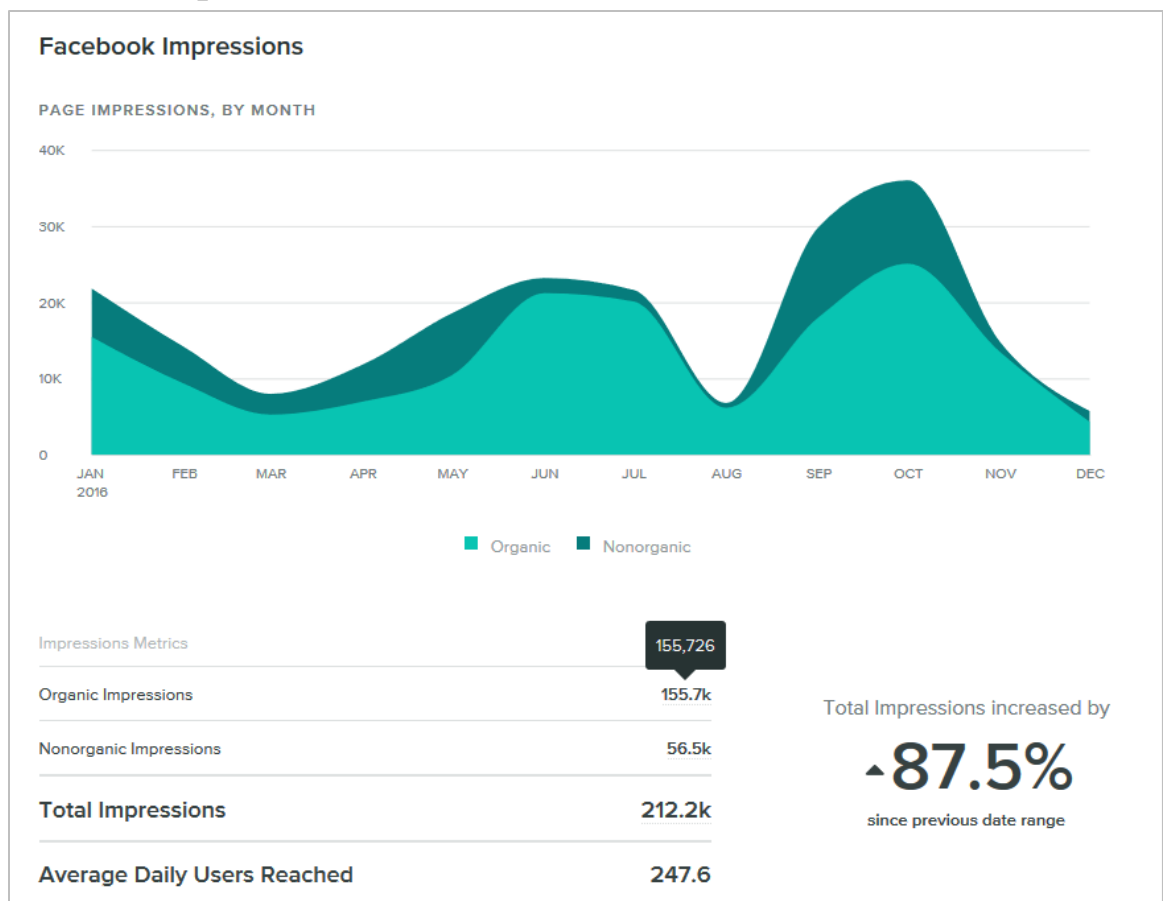
Provide opportunities for round-the-clock public engagement, Increase awareness of the transportation planning process, and offer information on MetroPlan Orlando activities through social media.

Demonstrate success with Facebook by adding **100 people** who “like” the organization’s Facebook page annually, along with an average of **8,500 organic impressions per month** (number of times users may have seen page content in news feeds, tickers or page visits).

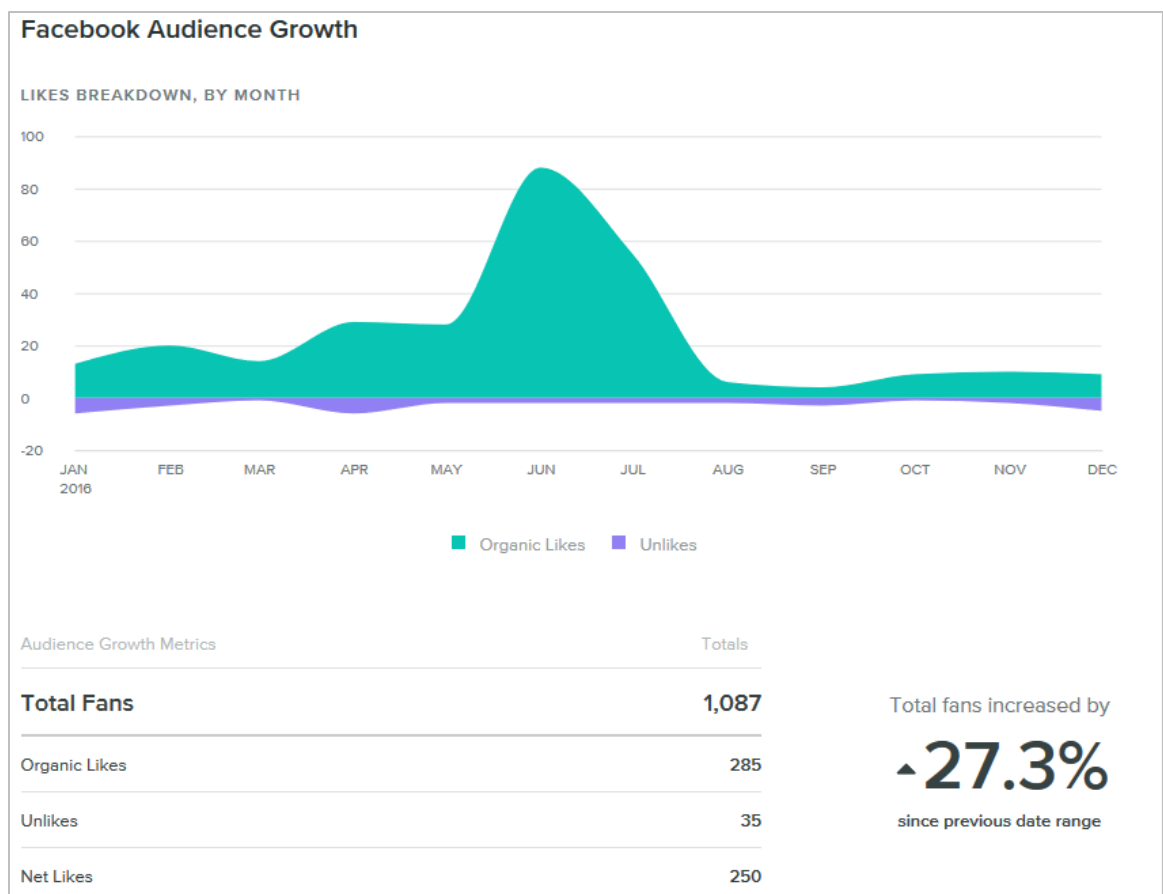
Demonstrate success with Twitter by adding **500 Twitter followers** annually, along with an average of **19,000 total Twitter impressions** (number potential engagements, based on delivery of the organization’s tweets to Twitter users feeds) per month.

MEASUREMENT = Facebook Likes/Impressions, Twitter Followers/Impressions		
Activity	Comments & Examples	Evaluation
Produce & promote content	We produced a total of 120 Facebook posts (57 photos, 63 posts) during the year; we also produced 649 tweets, along with 5 direct messages, for a total of 654 posts on Twitter during the year.	Met goal by providing about 65 social media messages per month
Interact with users	We more than doubled our goal for Facebook “Likes,” with 250 for the year, and exceeded our goal for average monthly organic impressions with 12,977. On Twitter, we exceeded our goals with 842 net new follows during the year and an average of 19,591 organic impressions.	Exceeded goals on both Facebook and Twitter interactions
Overall Activity	We increased our followers on both of our main social media platforms – Facebook and Twitter. We maintained an active presence on both, offering readers more than 2 postings a day between our two platforms. This publishing effort drew attention from our followers, and we exceeded our goals for audience engagement as demonstrated by the number of organic impressions we logged in both. The attached information from our social media monitoring service Sprout Social are attached.	Met goals for producing outreach content and engaging the public with our messages.

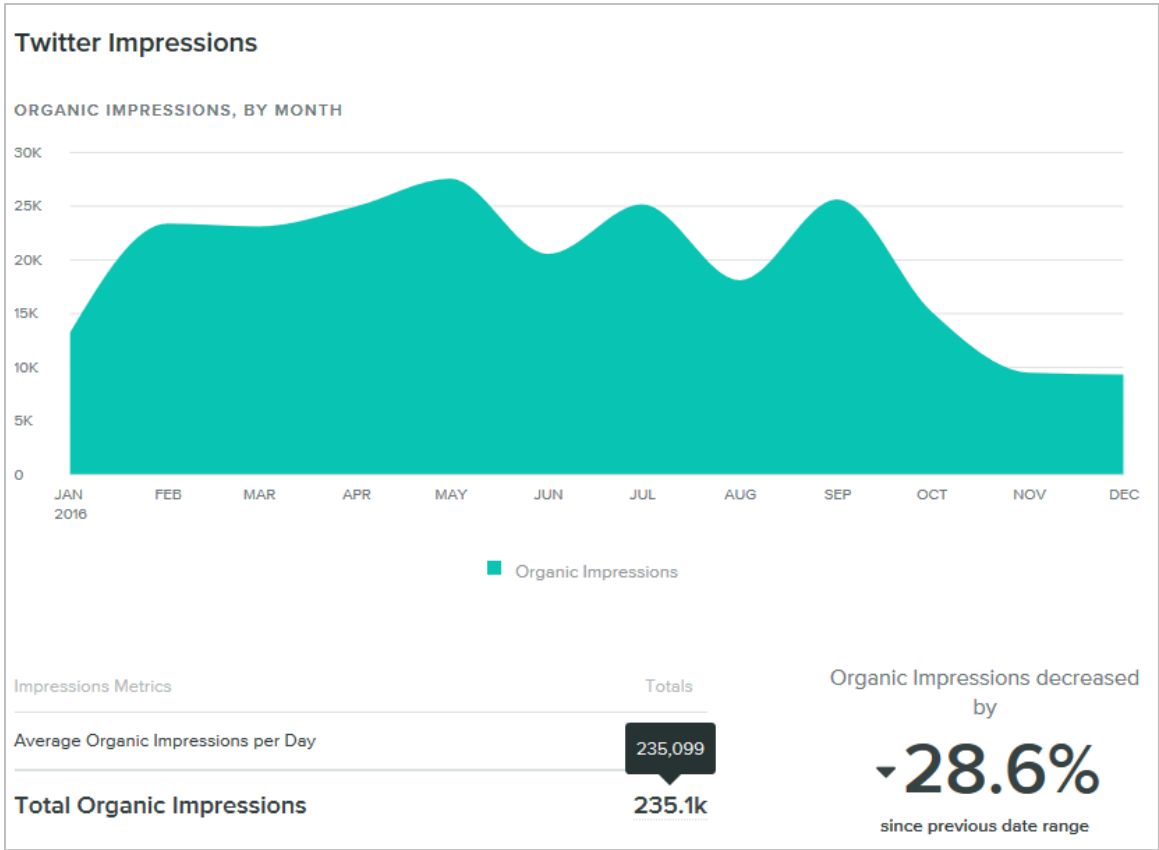
Sprout Social: Facebook Impressions 2016



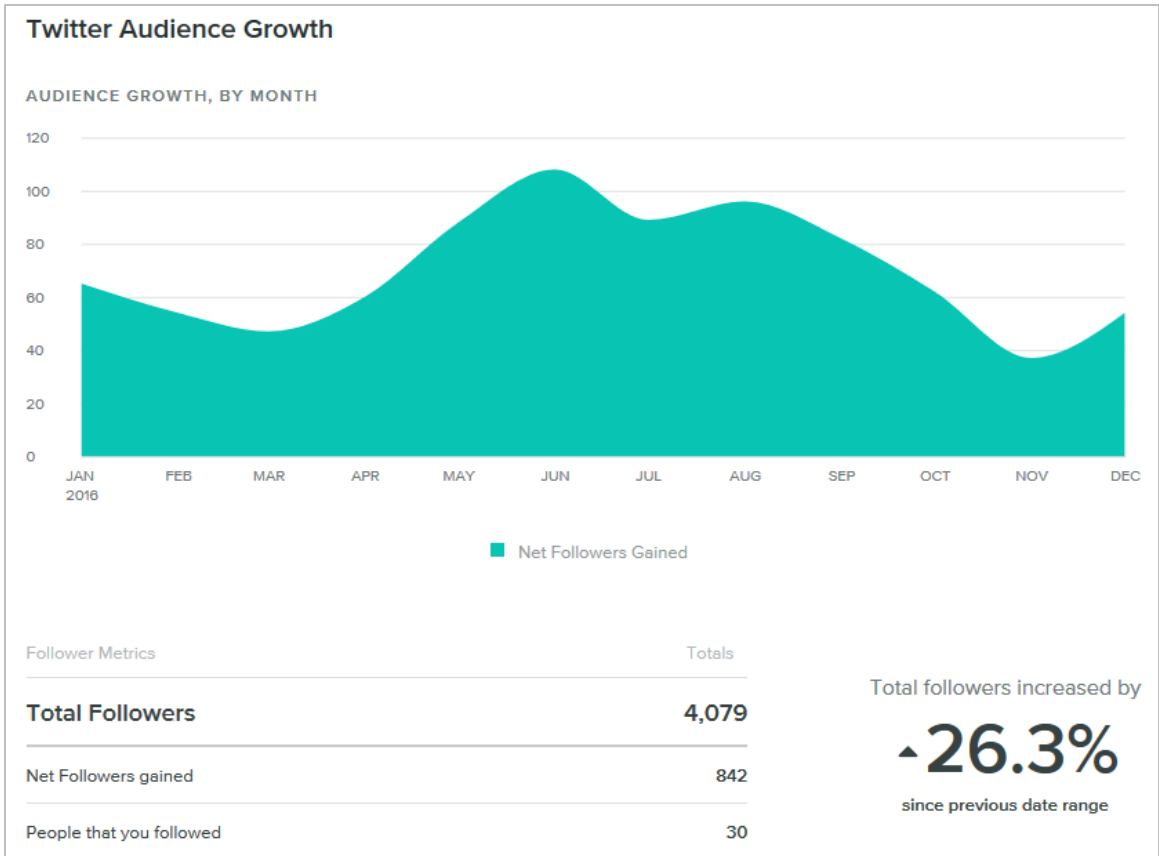
Sprout Social: Facebook Audience Growth 2016



Sprout Social: Twitter Impressions 2016



Sprout Social: Twitter Audience Growth 2016



Objective #4 – Measurement for 2016

Integrate the adopted 2040 Long Range Transportation Plan in public outreach, using **plain language** and focusing on **key concepts central to the plan**.

MEASUREMENT = Event Listing, Newsletter/Website/Social Media/Collateral Content		
Activity	Comments & Examples	Evaluation
Create Outreach Content & Products	<p>In 2016, MetroPlan Orlando created various new items for public outreach. Highlights include:</p> <ul style="list-style-type: none"> Public Involvement Plan: This newly updated plan included streamlined objectives for outreach. Colorful Directions to Our New Office (link here): We created an extensive directions sheet that includes how to access the new office by every mode, including walking, biking, SunRail, LYNX, LYMMO, and car. Annual Report: <i>Plans. Progress. Action.</i> (see description in Objective #1 dashboard) Getting Around e-newsletter New Transportation Disadvantaged (TD) brochure: This new publication explains the TD program, what paratransit is, and outlines basic paratransit rider policies. A magnet with important paratransit phone numbers is attached to the brochure as an added benefit to readers. These were first distributed at the TD Riders Forum (see more details about this event in Objective #1 dashboard). 	Staff is proactive in identifying topics that could use further explanation through publications.
Visualization	<p>In 2016, MetroPlan Orlando created new visualizations for public outreach. Highlights include:</p> <ul style="list-style-type: none"> MetroPlan Orlando staff assisted with a SunRail press conference that was held at our office announcing a pilot program for Saturday service. We had a packed house for the announcement, with all local media outlets attending. We recorded the announcement and uploaded it to our YouTube channel for distribution on social media later in the day. We also live-tweeted during the event and posted a photo gallery to Facebook afterward, which received many shares and interactions. New PowerPoint presentation template and revised graphic standards: Provided training to staff on effective PowerPoint. The material included a review of the organization's new graphic standards manual, new PowerPoint backgrounds, and several tips on how to improve a presentation while designing and delivering it. 	Staff uses all types of visualization in outreach, including video.

	<ul style="list-style-type: none"> Spanish version of MetroPlan Orlando brochure: The MetroPlan Orlando brochure was translated and printed in Spanish for outreach to limited English proficiency persons in the region. New website in development New videos: In preparation for the new website, a number of videos were developed, including on the following topics: 1) how to get involved in transportation planning, 2) how pedestrian/bicycle planning works, and 3) TD program. Additionally, MetroPlan Orlando produced its first completely animated video, <i>How Transportation Projects Come to Life</i>. When a presentation was deferred from CAC agenda, staff created a video out of the PowerPoint slides by recording audio over them. The video was placed on YouTube and emailed to CAC members for viewing and input. 	
Overall Activity	MetroPlan Orlando made a concerted effort to use plain language and visualization in all its outreach efforts.	Successfully met this objective.

Objective #5 – Measurement for 2016

Keep interested members of the public informed about the transportation planning process through email – including **regular newsletters, announcements, and surveys** – and continue **building a database of contacts** by actively seeking new sign-ups for email communication.

MEASUREMENT = Email Communication Sign-ups, Emails Sent		
Activity	Comments & Examples	Evaluation
Produce Email Outreach Materials	We produced 24 emails during 2016, including 3 newsletters and 2 surveys, along with other announcements and invitations that were sent out to members of our subscribers list. These averaged an open rate (emails opened) of about 32% and a click-through rate (links clicked on) of about 19%, well above the transportation industry averages of 17% and 15%.	Met the goal, by producing an average of 2 emails per month and varying the type of content.
Build & Maintain Database of Contacts	We added 422 contacts to our subscribers in 2016 database, using a variety of methods. In addition to a sign-up option on our website, we offered sign-up sheets at community events and meetings and included an invitation on our surveys for survey respondents to also become email subscribers.	Met the goal by building our list of contacts and actively reaching out to potential subscribers.
Overall Activity	Our communication through email to our subscribers was active and engaging, based on the number of emails sent and the positive reaction of our readers. In addition, we were able to add interested people to the list and increase our outreach. The attached reports and examples from Constant Contact, our email marketing platform, illustrate this further.	Met the objective in terms of content production, audience growth, and engagement.


Sample of Emails Sent


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Library


Social Posts

Integrations





☐




Copy of 2016 Volunteer Appreciation Luncheon Invitation
SENT Legacy Newsletter Email, Sent Nov 16, 2016

37%
OPEN RATE

8%
CLICK RATE

☐




Getting Around -- August 2016
SENT Legacy Newsletter Email, Sent Aug 25, 2016

34%
OPEN RATE

14%
CLICK RATE

☐




2016 Annual Report
SENT Legacy Newsletter Email, Sent Jul 21, 2016

34%
OPEN RATE

26%
CLICK RATE

☐




Copy of 2016 TIP Public Hearing Reminder: 6-17-16
SENT Legacy Newsletter Email, Sent Jun 17, 2016

30%
OPEN RATE

15%
CLICK RATE

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Clean Air Invitations -- Wekiva Island
SENT Legacy Newsletter Email, Sent May 12, 2016

41%
OPEN RATE

12%
CLICK RATE

Objective #6 – Measurement for 2016

Increase press coverage about the transportation planning process and principles central to the process, generating at least 10 print articles and eight broadcast stories each year.

MEASUREMENT = Media Clips		
Activity	Comments & Examples	Evaluation
Offer orientation, information & pitches to media	<p>In 2016, we conducted transportation orientations for two new reporters, including one at the Orlando Sentinel and one at the Orlando Business Journal. These briefings allows new reporters to get to know MetroPlan Orlando and Central Florida transportation before covering stories in our area.</p> <p>We made 15 posts to the news section on MetroPlan Orlando's website during the year.</p>	Conducted 2 orientations with new reporters to the Orlando market and posted 15 items to our website's news section.
Expand outreach channels	<p>MetroPlan Orlando's executive director was interviewed by SGTV (Seminole County's government access TV channel). The footage was used at the Seminole State of the County program and online.</p> <p>For the first time, MetroPlan Orlando staff participated in a long-form TV interview for a public affairs show called <i>Joy In Our Town</i> on WHLV TV-52, a faith-based network. Discussion topics included transportation planning and walkable communities.</p>	Participated in 2 new, unique TV interview opportunities.
Overall Activity	<p>From Jan. 1, 2016 through Dec. 31, 2016, 63 articles included mentions of MetroPlan Orlando, including 53 print stories and 10 broadcast stories. Highlights include:</p> <ul style="list-style-type: none"> • Included in Orlando Sentinel special section called <i>Central Florida 2030</i>, including a special interactive map on OrlandoSentinel.com with population projections based on our LRTP data • WHLV TV-52 interview (see above for details) 	Exceeded objective by 53 print articles and 2 broadcast stories.





Gone or growing? Ridership may tell tale for SunRail

By KEVIN SPEAR
Staff Writer

SunRail commuter rail by the third decade of the 21st century will have shed its humble start as a diesel-gulping locomotive that looked like a coal train's cousin as it trundled through Central Florida.

In 2030, SunRail's new aerodynamic trains will whisper along with European refinement and frequency, and its messy internal combustion will have been replaced by solar energy.

Except, maybe that's not remotely possible. Now in its third year of serving 32 miles between DeBary and south Orange County, SunRail hauls only about as many riders as Orlando's free downtown bus, Lymmo: between 3,000 and 4,000 daily.

Passengers share similar stories. They have figured out how to take advantage of the rail, often because they live near a station and work near another. They also understand SunRail's future ties to a pair of needs.

SunRail must run "more often in more directions," said Damon Wille, who lives in Lake Mary and rides SunRail to downtown Orlando, where he walks to his teaching job at Howard Middle School.

David Porter, whose public relations company produces SunRailRiders.com, a blog that calls for system improvements, said he fears SunRail won't last.

"The ridership is worse than disappointing," Porter said. "Unless they can drastically improve the ridership before 2021 [when local government inherits operation costs], it's game over." Porter said trains must run more often, nights and weekends. "Without these changes, SunRail will remain the most inconvenient passenger train in America."

Harold Barley, director of MetroPlan Orlando, which coordinates transportation plans in Orange, Seminole and Osceola counties, said by 2030 the region will enjoy a rail renaissance.

Barley described the potential scene then as having SunRail weekend service; progress or completion in linking the airport, Medical City and west Orange County with some version of rail; expansion of SunRail from Daytona Beach to Lakeland; and embraced Brightline higher-speed rail from South Florida to Orlando. "There will be enough enthusiasm for this to happen," Barley said.



COURTESY I-4 ULTIMATE

The connector between Interstate 4 and S.R. 408 will be a 9-story stack of interchanges after I-4 Ultimate.

More traffic, but better flow after 'I-4 Ultimate' project

By KEVIN SPEAR
Staff Writer

Central Florida residents might hope that the rebuilding of Interstate 4 currently snarling traffic is a success and that by 2030 the region's most disliked road treats motorists like a Swiss watch marking time.

The Florida Department of Transportation anticipates that daily traffic on I-4 will jump from 188,000 vehicles now, along a stretch between Ivanhoe Boulevard and Princeton Street, to 230,000 in 2030.

Counting drivers and passengers, that much traffic could populate a new Orlando every day.

That 20 percent increase of cars, buses and trucks also amounts to 10 times the number of people now riding each day on the SunRail commuter system that roughly parallels I-4.

Not to worry, according to the team building and maintaining the "I-4 Ultimate" project; what is now multilane dysfunction will become a more satisfying experience after \$2.3 billion worth of work.

"When our team completes construction in 2021, the

Orlando stretch will be a better-functioning highway," states I-4 Mobility Partners, a consortium.

The new version of I-4 will have "safer curves, improved access to connecting roads and all new driving surfaces — and a more aesthetically pleasing corridor through artful bridge design, lighting and landscaping," the consortium promises.

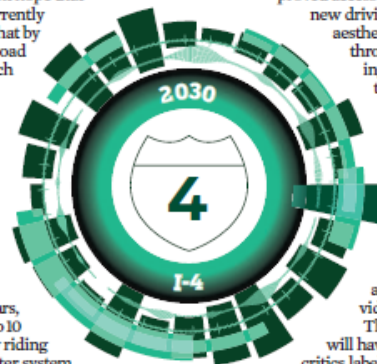
Construction along 21 miles from Kirkman Road in Orange County to State Road 434 in Seminole County is called I-4 Ultimate.

That's because the state has deemed there will be no further expansion of the road.

In fact, the job underway along the freeway will not provide more free lanes.

The new I-4 when completed will have new express lanes, which critics label as Lexus lanes because motorists who use them will have to pay a toll. The busier the road gets each day, the higher the charge.

"Everyone is going to be accustomed to using the express lanes," said Harold Barley, MetroPlan Orlando director. "I see traffic congestion being a rare occurrence in 2030, and travel time will definitely be more reliable."



Photos from WHLV-52 Interview Taping



Objective #7 – Measurement for 2016

Meet all federal and state requirements for public involvement.

MEASUREMENT = FDOT & FHWA Certification		
Activity	Comments & Examples	Evaluation
Identify Outreach Opportunities	<p>The following are excerpts from FDOT's 2016 Joint Certification Report regarding MetroPlan Orlando's public involvement:</p> <p>"The MetroPlan Orlando MPO is to be commended for their approach into making the 2040 Long Range Transportation Plan (LRTP) process more user-friendly for members and the general public."</p> <p>"The MetroPlan Orlando MPO continues to improve and update their public outreach and information efforts by making [its website] more user-friendly."</p>	The FDOT certification report commended MetroPlan Orlando's public involvement efforts.
Foster Regional Partnership	<p>The following are excerpts from FDOT's 2016 Joint Certification Report confirming MetroPlan Orlando's commitment to fostering regional partnerships:</p> <p>"They [MetroPlan Orlando] continue to have a positive relationship with other Local Governmental Agencies, Regional Planning Agencies and other transportation and land use agencies... FDOT appreciates the support that the MetroPlan Orlando MPO and Local Agencies provide to move projects forward to meet the transportation needs in the MetroPlan Orlando MPO areas that they represent."</p> <p>"MetroPlan Orlando MPO has continued to keep its Board and Committees informed of the status of mega-projects underway including SunRail initiatives, the Ultimate I-4 project, and the Beyond the Ultimate I-4 initiatives, and the Wekiva Parkway project."</p>	The FDOT certification report noted MetroPlan Orlando's regional relationships.
Overall Activity	MetroPlan Orlando participated in a joint certification review with the Florida Department of Transportation (FDOT) on January 19, 2016. Based on this meeting and an evaluation, FDOT recommended certification of MetroPlan Orlando and its metropolitan planning process.	Successfully met this objective.

Plan Checklist 2016

PUBLIC INVOLVEMENT & TRANSPORTATION PLANNING		
PLAN / PROGRAM	CHECKLIST ITEMS COMPLETED	COMMENTS
Long Range Transportation Plan	The 2040 LRTP was re-adopted by the MetroPlan Orlando Board at Dec. 9, 2015 meeting. After final approval, plan documents were completed and posted on MetroPlanOrlando.org in January of 2016.	No official actions concerning the LRTP were taken in 2016. However, the posting of final plan documents on the website completed the public involvement requirements of the re-adopted plan.
LRTP Substantial Amendment	N/A	There were no substantial LRTP amendments in 2016.
LRTP Non-Substantial Amendment	N/A	There were no non-substantial LRTP amendments in 2016.
Prioritized Project List	<ul style="list-style-type: none"> • Draft FY 2022-2040 PPL published in full agenda for Aug. 24 Community Advisory Committee meeting – 7 days before committee review began. • Board approved PPL at Sept 14 meeting. • PPL posted on the MPO website. • Opportunities for public comment at meetings, and MPO contact information provided on website and meeting agendas. 	Items on checklist completed within the appropriate timeframes. No specific information for people wishing to make public comments outside the meeting forum, but information for contacting the MPO provided on the website and the meeting agendas. Material from MetroPlanOrlando.org and committee and board agendas are available, if more information is needed.
Transportation Improvement Program	<ul style="list-style-type: none"> • Draft plan put on website • Draft presented to advisory committees • Public meeting on June 20 • Board adopted plan July 13 • Plan published on website 	All items on checklist met within the timeframes. Material from MetroPlanOrlando.org and committee and board agendas are available, if more information is needed.
TIP Emergency Amendment	N/A	There were no emergency amendments to the TIP during 2016.

TIP Non-Emergency Amendment	<p>For 11 amendment items on 6 agendas:</p> <ul style="list-style-type: none"> • Information published 7 days prior to committee review • Amendment reviewed by advisory committees • Approved by board • Comment period available • Amendment published on website 	<p>All items on checklist met within the timeframes. Amendments approved by the board in February, March, and May were for the FY2016-2020 TIP. Amendments approved in September, November, and December were to the FY 2017-2021 TIP. Material from MetroPlanOrlando.org and committee and board agendas are available, if more information is needed.</p>
Unified Planning Work Program	<ul style="list-style-type: none"> • Draft plan published on website in Community Advisory Committee's February full agenda – 7 days before committee review began. • CAC approval of draft at Feb. 24 meeting. Approval by other advisory committees followed. • Board preliminary approval on March 9, pending review by state and federal partners. • Opportunities for public comment available at board and committee meetings. • Final approval May 11. • Plan posted on website. • All budget amendments published as part of the board's full agenda in advance of board action. 	<p>Requirements for public involvement met and timelines adhered to for UPWP draft plan and revisions for budget amendments. Budget amended in FY 2016 Plan in February. FY 2017 Plan revised with budget amendments in July, September, and November. No specific notification for public comment outside the board and committee meetings, but contact information was available on website and agendas. Material from MetroPlanOrlando.org and committee and board agendas available if more information is needed.</p>