



metroplan orlando  
A REGIONAL TRANSPORTATION PARTNERSHIP

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# PUBLIC INVOLVEMENT PLAN

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TO FIND OUT HOW **YOU** CAN GET INVOLVED WITH REGIONAL  
TRANSPORTATION, PLEASE CONTACT:

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## About MetroPlan Orlando

MetroPlan Orlando is the metropolitan planning organization (MPO) for Orange, Osceola and Seminole counties - an agency created under federal law to direct urban transportation planning and the allocation of federal and state funds. As a regional transportation planning agency, MetroPlan Orlando provides a forum for local elected officials, transportation experts and members of the community to work together to improve mobility for residents, businesses and visitors.

This plan includes objectives, strategies and measurement tools for the organization's public involvement program. By directing its efforts through the structure of a public involvement program, MetroPlan Orlando provides a proactive approach to education and input in the planning process. MetroPlan Orlando is committed to



visualization techniques to ensure content is clear, concise, and easy to understand. The organization also relies on its website, [MetroPlanOrlando.org](http://MetroPlanOrlando.org), to provide easy access to information - including (but not limited to) activities, plans, and upcoming meetings. Prior to board adoption of the Public Involvement Plan, a draft was available for public review and input for 45 days. The draft document was also presented to MetroPlan Orlando's advisory committees and board for input. Comments received from all these sources were reviewed and shared with board members before arriving at the final version.

## MetroPlan Orlando Board & Committees

### The MetroPlan Orlando Board

The MetroPlan Orlando Board is ultimately responsible for implementing transportation plans in the three-county area. The board includes elected officials from Orange, Osceola and Seminole counties, the largest cities in the region, and representatives from area transportation operating agencies. In accordance with Florida Statute 339.175 (2)(a), the

composition of the board includes 20 voting members and six non-voting advisors. Non-voting advisors include a liaison from the Florida Department of Transportation, a representative from the Kissimmee Gateway Airport and the chairpersons of each MetroPlan Orlando advisory committee - except for the Municipal Advisory Committee, which has a voting seat.



The MetroPlan Orlando Board meets throughout the year to discuss issues and make informed decisions about future transportation projects, initiatives and improvements - providing leadership for a continuous, cooperative and comprehensive transportation planning process.

The make-up of the board, as designated by the Governor of Florida and by Interlocal Agreement, includes:

- Orange County (6)
- Osceola County (1)
- Seminole County (2)
- City of Altamonte Springs (1)
- City of Apopka (1)
- City of Kissimmee (1)
- City of Orlando (2)
- City of Sanford (1)
- Central Florida Expressway Authority (1)
- Central Florida Regional Transit Authority (LYNX) (1)
- Greater Orlando Aviation Authority (1)
- Sanford Airport Authority (1)
- MetroPlan Orlando Municipal Advisory Committee (1)

## GETTING THE MOST CURRENT INFORMATION

The most up-to-date information about our meetings is on MetroPlan Orlando's website calendar.

You can access it here:  
<http://www.metroplanorlando.org/calendar/>

All board meetings are advertised in several ways, including: posted at the MetroPlan Orlando office, and electronically published on the organization's website. As part of the board's

formal agenda, two public comment periods - one prior to action items and one near the conclusion of the meeting - are included in each meeting.

## METROPLAN ORLANDO BOARD MEETINGS

The MetroPlan Orlando Board meets on the second Wednesday of the month (unless otherwise advertised). Meetings begin at 9 a.m. in the MetroPlan Orlando Board Room, 250 S. Orange Ave., Suite 200, Orlando, FL 32801. All meetings are open to the public, and your participation is encouraged. The agenda is available online at [www.metroplanorlando.org/board-committees/](http://www.metroplanorlando.org/board-committees/)

**NOTE:** The board may not meet every month. Dates and times may change due to holidays or other conflicts.

Throughout the planning process, the MetroPlan Orlando Board receives input and recommendations from its advisory groups. Committee chairmen serve as non-voting advisors on the board - except for the Municipal Advisory Committee, which has a voting seat. The standing advisory groups include:

### Community Advisory Committee

The Community Advisory Committee ensures the public has the opportunity to review and evaluate all proposed transportation policies, plans and programs. About half the Community Advisory Committee members are appointed by local governments, and the other half by the



MetroPlan Orlando Board.

The committee membership includes multimodal transportation advocates, representatives from underserved communities and business interests. This composition encourages diversity of many kinds, including geographic, demographic and modal.

## COMMUNITY ADVISORY COMMITTEE MEETINGS

The Community Advisory Committee meets on the fourth Wednesday of the month (unless otherwise advertised). Meetings begin at 9:30 a.m. in the MetroPlan Orlando Board Room, 250 S. Orange Ave., Suite 200, Orlando, FL 32801. All meetings are open to the public, and your participation is encouraged. The agenda is available online at [www.metroplanorlando.org/board-committees/](http://www.metroplanorlando.org/board-committees/)

**NOTE:** The committee may not meet every month. Dates and times may change due to holidays or other conflicts.

The Community Advisory Committee is the only standing advisory committee for which citizens can volunteer their services. Residents interested in serving on the committee in a MetroPlan Orlando appointed seat will need to fill out an application, found [here in the Board/Committees section of the organization's website](#) or available by calling the office. For more information, contact MetroPlan Orlando at (407) 481-5672 or email [info@metroplanorlando.org](mailto:info@metroplanorlando.org).

### Technical Advisory Committee

The Technical Advisory Committee reviews and evaluates all transportation policies, plans and programs from a technical perspective. Composed of transportation planners and engineers appointed by local governments and the region's transportation operating agencies, the committee makes recommendations to the board based on technical aspects of all plans and programs. This input provides an additional perspective to the board prior to making decisions.

## TECHNICAL ADVISORY COMMITTEE MEETINGS

The Technical Advisory Committee meets on the fourth Friday of the month (unless otherwise advertised). Meetings begin at 10 a.m. in the MetroPlan Orlando Board Room, 250 S. Orange Ave., Suite 200, Orlando, FL 32801. All meetings are open to the public, and your participation is encouraged. The agenda is available online at [www.metroplanorlando.org/board-committees/](http://www.metroplanorlando.org/board-committees/)

**NOTE:** The committee may not meet every month. Dates and times may change due to holidays or other conflicts.

## Transportation Systems Management & Operations Advisory Committee

The Transportation Systems Management & Operations Advisory (TSMO) Committee explores how technology and relatively low-cost improvements can make the most of the existing transportation system. In addition, the committee establishes measures to help reduce congestion and improve safety in Central Florida. Members of the TSMO Committee represent planning and engineering expertise from federal, state, regional and local agencies. More than 30 jurisdictions are represented by voting or non-voting members.

### TSMO ADVISORY COMMITTEE MEETINGS

The Transportation Systems Management & Operations Advisory Committee meets on the fourth Friday of the month (unless otherwise advertised). Meetings begin at 8:30 a.m. in the MetroPlan Orlando Board Room, 250 S. Orange Ave., Suite 200, Orlando, FL 32801. All meetings are open to the public, and your participation is encouraged. The agenda is available online at [www.metroplanorlando.org/board-committees/](http://www.metroplanorlando.org/board-committees/)

**NOTE:** The committee may not meet every month. Dates and times may change due to holidays or other conflicts.

## Municipal Advisory Committee

Due to the limited number of seats on the MetroPlan Orlando Board, only the most populated cities in the three-county area are directly represented on the board. Created by MetroPlan Orlando in 2001, the Municipal Advisory Committee has a vote on the board and ensures the input of mayors and council members of cities and towns not directly represented on the board are included in the transportation planning process.

### MUNICIPAL ADVISORY COMMITTEE MEETINGS

The Municipal Advisory Committee meets on the Thursday prior to the MetroPlan Orlando Board meeting (unless otherwise advertised). Meetings begin at 9:30 a.m. in the MetroPlan Orlando Board Room, 250 S. Orange Ave., Suite 200, Orlando, FL 32801. All meetings are open to the public, and your participation is encouraged. The agenda is available online at [www.metroplanorlando.org/board-committees/](http://www.metroplanorlando.org/board-committees/)

**NOTE:** The committee may not meet every month. Dates and times may change due to holidays or other conflicts.



Its chairman also serves as a voting member of the MetroPlan Orlando Board. Statewide, the Municipal Advisory Committee is unique to MetroPlan Orlando.

### **Committee Input to the MetroPlan Orlando Board**

Committees meet regularly and provide reports, via the chairperson, during a standard agenda item at MetroPlan Orlando Board meetings. This reporting mechanism provides a greater level of assurance that board decisions are technically sound and that they have considered such things as public input, impacts on smaller municipalities, and the needs of all transportation system users. All state “Government in the Sunshine” requirements regarding public access to government meetings and records are part of the committee structure.

### **Advisory Groups**

The MetroPlan Orlando Board also receives input from several other groups, representing a variety of interests including freight, environmental concerns and land use. These groups are formed as needed and may not remain as permanent parts of the MetroPlan Orlando committee structure.

### **Transportation Disadvantaged Local Coordinating Board**

As the designated planning agency for the region, MetroPlan Orlando provides staff support to the Transportation Disadvantaged Local Coordinating Board (TDLCB). This board coordinates transportation needs of the disadvantaged in our community, including individuals with physical and economic challenges and senior citizens facing mobility issues. The Transportation Disadvantaged Local Coordinating Board reviews price and service levels, safety concerns, eligibility and other pertinent issues related to the ACCESS LYNX paratransit service in the three-county area.

#### **TDLCB MEETINGS**

The Transportation Disadvantaged Local Coordinating Board meets on the second Thursday quarterly (unless otherwise advertised). Meetings begin at 10 a.m. in the MetroPlan Orlando Board Room, 250 S. Orange Ave., Suite 200, Orlando, FL 32801. All meetings are open to the public, and your participation is encouraged. The agenda is available online at [www.metroplanorlando.org/board-committees/](http://www.metroplanorlando.org/board-committees/)

**NOTE:** Dates and times may change due to holidays or other conflicts.

## How You Can Get Involved

All MetroPlan Orlando board and committee meetings are open to the public. The organization has a comprehensive calendar with upcoming meetings, events, and workshops at [MetroPlanOrlando.org](http://MetroPlanOrlando.org). The calendar is updated continuously and will reflect the latest information - including meetings that may have been scheduled on short notice or to address an emergency situation.

MetroPlan Orlando staff will also make presentations, on request, for any group wanting more information about the region's transportation system. There is an online form to request a speaker [here on the organization's website](#). This information is also available by mail, email or phone: 250 S. Orange Ave., Suite 200, Orlando, FL 32801 / [info@metroplanorlando.org](mailto:info@metroplanorlando.org) / (407) 481-5672.

MetroPlan Orlando will make special accommodations at no cost for persons with disabilities or persons requiring alternative language services who desire to participate in a MetroPlan Orlando event. To arrange



## COMMON TERMS

Sometimes it seems like transportation planning has its own language.

Here are some common terms that you may encounter:

**ADA** - Americans with Disabilities Act - a federal law that requires public facilities (including transportation services) to be accessible to persons with disabilities.

**LEP** - Limited English Proficiency - refers to a person who is not fluent in the English language. MetroPlan Orlando has an LEP plan to ensure individuals with limited English skills can participate in the transportation planning process.

**LRTP** - Long Range Transportation Plan - a 20-year forecast plan required of state planning agencies and Metropolitan Planning Organizations to consider a range of factors in determining regional goals and how transportation can best meet these goals.

**Title VI** - The portion of the Civil Rights Act of 1964 that says no person in the U.S. can be excluded from programs or activities receiving federal financial assistance.

*For more terms often used in transportation planning, see MetroPlan Orlando's electronic acronym guide, [available here on our website](#).*

for special accommodations, persons should call (407) 481-5672 at least three business days prior to the event. Additionally, audio recordings of monthly meeting schedules and the board agenda are available for sight-impaired individuals by calling the number above and following the phone menu instructions.

## Lessons Learned from the 2012 Plan

In creating this Public Involvement Plan, MetroPlan Orlando considered ways to improve outreach processes, building on feedback on the last plan, approved in 2012. We also reviewed other similar public involvement plans and researched new methods for community outreach that might be useful for the plan.



Among the improvements:

- This plan has been streamlined from the previous version to make it easier for the public to understand.
- Public outreach checklists for each transportation plan make it easier to track effectiveness.
- An Evaluation Dashboard helps track performance and how the outreach efforts measure up to objectives.
- A section on outreach tools was removed, because these change frequently according to technology and the habits of residents. Instead, we focus on broader strategies and will use tools that most effectively help reach those goals.

## Public Involvement & Transportation Planning

Metropolitan planning organizations, such as MetroPlan Orlando, are charged in federal law with developing three specific plans: 1) Long Range Transportation Plan (LRTP), 2) Transportation Improvement Program (TIP), and 3) Unified Planning Work Program. MetroPlan Orlando also produces a Prioritized Project List to serve as a bridge document between the LRTP and the TIP, as required by state law. Here is a look at each of these plans along with checklists for involving the public.

## Long Range Transportation Plan

This plan identifies transportation improvements necessary to maintain adequate mobility and to accommodate growth forecasted in the coming decades. The current Long Range Transportation Plan (LRTP) includes projects through the year 2040. The plan is developed, in part, through a comprehensive analysis of highway, public transit, bicycle, pedestrian, and freight movement needs. Public policy considerations and public input also guide development of the plan.

<b>PUBLIC INVOLVEMENT CHECKLIST FOR THE LRTP</b>	
<b>OUTREACH STEP</b>	<b>TIMEFRAME</b>
<b>Board approval of an independent LRTP Public Involvement Plan before outreach efforts start</b>	45-day public comment period before adoption
<b>Execution of process laid out in the LRTP Public Involvement Plan, including feedback from residents conveyed to MetroPlan Orlando Board and committees from outreach events and other sources</b>	Time varies to coincide with technical work on the plan
<b>Official public comment period, with draft plan documents available on MetroPlanOrlando.org</b>	At least 30 days prior to board action
<b>Draft plan documents reviewed by MPO advisory committees, with opportunity for public comment at committee meetings</b>	During the meeting cycle prior to board action
<b>Draft plan documents available in print, by request</b>	At least seven days before the public hearing
<b>Public hearing notices sent via email to MetroPlan Orlando’s community database and other notifications made, per Sunshine Law</b>	At least seven days before the public hearing
<b>A formal public hearing for citizen information and input</b>	Prior to board adoption
<b>Process for submitting written public comments via postal service, website contact form (MetroPlanOrlando.org/contact), or email (LRTP@MetroPlanOrlando.org)</b>	In place and publicized as soon as documents are posted
<b>Board vote on plan adoption with public comment period at the meeting</b>	First board meeting after public hearing.
<b>Publication of adopted Long Range Transportation Plan on MetroPlanOrlando.org</b>	As soon as final copies of all documents can be uploaded to the website

## Long Range Transportation Plan Amendments

Amendments to the long range transportation plan are occasionally requested. The proposed amendments may be deemed either “substantial,” or “non-substantial,” according to guidelines in MetroPlan Orlando’s Internal Operating Procedures (available [here on the organization’s website](#)).

Substantial amendments have a major impact on the plan - usually in terms of funding or needs identification. Their approval follows a public involvement process similar to the original adoption of the plan. Non-Substantial Amendments, which do not affect the cost-feasibility elements of the plan - are approved through a more streamlined process.

Both public involvement processes are laid out here.

PUBLIC INVOLVEMENT CHECKLIST FOR LRTP SUBSTANTIAL AMENDMENTS	
OUTREACH STEP	TIMEFRAME
<b>Proposed amendment published electronically on MetroPlanOrlando.org, and notification of public hearing on the amendment is made as outlined above</b>	At least 7 days prior to the public hearing
<b>Review by the MPO advisory committees for input and recommendations, including public comment period at committee meetings</b>	During the meeting cycle prior to the board action
<b>Public hearing after any required technical analysis</b>	Prior to board adoption
<b>Board vote on approval</b>	First board meeting after hearing
<b>Citizens unable to attend committee or board meetings are encouraged to submit written comments via postal service, MetroPlanOrlando.org contact form, or email</b>	Throughout official public comment period
<b>Approved amendment published on MetroPlanOrlando.org</b>	As soon as final copies of documents can be uploaded to the website

<b>PUBLIC INVOLVEMENT CHECKLIST FOR LRTP NON-SUBSTANTIAL AMENDMENTS</b>	
<b>OUTREACH STEP</b>	<b>TIMEFRAME</b>
<b>Proposed amendment published electronically on MetroPlanOrlando.org</b>	7 days before committee review, opening public comment period
<b>Review by MPO Advisory Committees for input and recommendations, including public comment period at committee meetings</b>	During the meeting cycle prior to board action
<b>Board vote on approval, following public comment period at the meeting</b>	First board meeting after committee review
<b>Citizens unable to attend meetings are encouraged to submit written comments via postal service, MetroPlanOrlando.org contact form, or email</b>	Throughout official public comment period
<b>Approved amendment published on MetroPlanOrlando.org</b>	As soon as final copies of documents can be uploaded to the website

### **Prioritized Project List**

Once projects are included in the long range plan, they then need to be prioritized as they await funding. MetroPlan Orlando’s formal process for prioritizing projects results in a Prioritized Project List (PPL), which is reviewed annually by the board.

<b>PUBLIC INVOLVEMENT CHECKLIST FOR PRIORITIZED PROJECT LIST</b>	
<b>OUTREACH STEP</b>	<b>TIMEFRAME</b>
<b>Draft PPL published electronically on MetroPlanOrlando.org</b>	Before the first committee meeting, opening public comment period
<b>Draft PPL presented at MPO advisory committee meetings, with public comment during meeting</b>	During the meeting cycle prior to board approval
<b>Board vote on approval, after public comment period at the meeting and consideration of committee input</b>	First board meeting after committee review
<b>Citizens unable to attend committee or board meetings are encouraged to submit written comments via postal service, MetroPlanOrlando.org contact form, or email</b>	Throughout official public comment period
<b>Approved Prioritized Project List published on MetroPlanOrlando.org</b>	As soon as final documents can be uploaded to the website

## Transportation Improvement Program

This five-year plan assigns available funding to specific projects in the near future. MetroPlan Orlando develops a Transportation Improvement Program (TIP) each year, in cooperation with the Florida Department of Transportation (FDOT).

PUBLIC INVOLVEMENT CHECKLIST FOR TIP	
OUTREACH STEP	TIMEFRAME
Draft TIP project information published on MetroPlanOrlando.org	7 days before committee review, opening public comment period
Draft PPL presented at MPO advisory committee meetings, with chance for public comment at the meeting	During the meeting cycle prior to board approval
Public meeting to present draft TIP, maps, other information, with opportunity for public comment	Prior to board approval
Board vote on approval after public comment period	First board meeting after committee review
Citizens unable to attend committee or board meetings are encouraged to submit written comments via postal service, MetroPlanOrlando.org contact form, or email	Throughout official public comment period
Plan is published on MetroPlanOrlando.org	When final documents can be uploaded to the website

## Amendments to the TIP

Most amendments to the TIP receive a review (as outlined in the checklist that follows) before becoming part of the plan.

Exceptions are made when an emergency amendment must be approved prior to the next board meeting for the amended project to receive funding. Then, the MetroPlan Orlando Board Chairman is authorized



to approve the amendment and sign the corresponding resolution on behalf of the board without having to call an emergency meeting of the board. The chairman’s approval of the amendment then must be provided to advisory committees as an information item and ratified at the next regularly scheduled board meeting.

<b>PUBLIC INVOLVEMENT CHECKLIST FOR NON-EMERGENCY AMENDMENTS</b>	
<b>OUTREACH STEP</b>	<b>TIMEFRAME</b>
<b>Proposed amendment published on MetroPlanOrlando.org</b>	7 days prior to committee review, opening public comment period
<b>Amendment reviewed by MPO advisory committees for input, with public comment periods offered at committee meetings</b>	During the meeting cycle prior to board approval
<b>Board votes on approval, following public comment period</b>	First board meeting after committee review
<b>Citizens unable to attend committee or board meetings are encouraged to submit written comments via postal service, MetroPlanOrlando.org contact form, or email</b>	Throughout official public comment period
<b>Amendment is published on MetroPlanOrlando.org</b>	When final documents can be uploaded to the website

<b>PUBLIC INVOLVEMENT CHECKLIST FOR EMERGENCY AMENDMENTS</b>	
<b>OUTREACH STEP</b>	<b>TIMEFRAME</b>
<b>MetroPlan Orlando Board chairman contacted about need for emergency amendment to secure funding</b>	As soon as situation is identified by staff
<b>Board chairman signs corresponding resolution on behalf of the board without calling emergency session</b>	As soon as chairman’s schedule permits
<b>Board ratifies approval of the emergency amendment resolution</b>	At next regularly scheduled board meeting
<b>Amendment is published on MetroPlanOrlando.org</b>	When final documents can be uploaded to the website



## Unified Planning Work Program

This plan provides a work program for MetroPlan Orlando, including the transportation planning budget and related activities for the metropolitan area. It is also the organization’s official budget document. Though the document covers a two-year period, the Unified Planning Work Program (UPWP) is reviewed yearly to refine previously identified tasks and better reflect changes in the economic climate.

PUBLIC INVOLVEMENT CHECKLIST FOR UPWP	
OUTREACH STEP	TIMEFRAME
Draft plan is published on MetroPlanOrlando.org	7 days prior to committee review, opening public comment period
Draft is presented to MPO advisory committees for input, with public comment periods offered at committee meetings	During the meeting cycle prior to board approval
Board votes on approval, following public comment period at board meeting	First board meeting after committee review
Citizens unable to attend committee or board meetings are encouraged to submit written comments via postal service, MetroPlanOrlando.org contact form, or email	Throughout official public comment period
Plan is published on MetroPlanOrlando.org	As soon as final copies of documents can be uploaded to the website

## Public Involvement Goal, Objectives, Strategies & Tools

**Goal:** To establish a comprehensive, inclusive process, through various methods, and create continuous opportunities to engage the public in transportation planning.

These objectives and strategies will be used to achieve the goal, while evaluation measures ensure effectiveness.

## Objective #1

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

### Strategies & Tools:

1. Partner with transportation agencies, local governments, and interested parties to broaden outreach.
2. Continue to foster an active speakers' bureau program to interact with interested community groups by providing easy access on the website to a "Request a Speaker" form and other information about getting a speaker from MetroPlan Orlando.
3. Develop interactive tools for community events and speakers bureau activities to encourage conversation, including such things as: public comment forms that ask for general or specific input on projects, specialized surveys to gather information for the MetroPlan Orlando Board, as well as real-time polling and other conversation starters.
4. Pay special attention to outreach for traditionally underserved populations in the region, including senior citizens, economically disadvantaged, physically disabled, young people, and people with limited proficiency in English. Use targeted meetings, non-traditional partnerships and other tools to foster meaningful participation.
5. Capture and share citizen comments at community events in various ways, including video recording, photography, surveys and social media engagement.
6. Publish an annual report that summarizes accomplishments and outlines key issues.
7. Publish event photos to social media and invite the public to come see us at community events.



### Measurement

Outreach event listing

## Objective #2

Increase website activity on [MetroPlanOrlando.org](http://MetroPlanOrlando.org) by five percent each year, encouraging broader outreach and involvement.

### Strategies & Tools:

1. Maximize visualization and electronic publication opportunities on the website to make electronic public participation more effective. Use social media channels to drive visitors to the website. Reduce printing and related costs by incorporating more content on [MetroPlanOrlando.org](http://MetroPlanOrlando.org).
2. Provide an interactive “Contact Us” feature on the website, allowing the public to send in comments or questions about transportation plans and other issues and to submit public comments about public meetings they may not be able to attend.
3. Increase awareness of the organization’s website by adding links to [MetroPlanOrlando.org](http://MetroPlanOrlando.org) on partner and community websites, along with cross-promotion of the website in print and electronic communication.
4. Use statistically valid public opinion survey research as a tool to gather input and bring traffic to the website from a wider regional audience.



### Measurement

Website information from Google Analytics on page views and unique visitors

### Objective #3

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 **5,500** 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 **12,000** total Twitter impressions (number potential engagements, based on delivery of the organization’s tweets to Twitter users feeds) per month.



### Strategies & Tools:

1. Position MetroPlan Orlando as the transportation planning expert in Central Florida by posting current transportation information, such as research, plan details, current industry news, and details of public meetings and events.
2. Interact with transportation agencies, local government partners, and interested parties on social media outlets to strengthen relationships.
3. Promote social media efforts during community outreach events, on the website, in community presentations and within printed materials published by the organization.
4. Solicit community feedback on various transportation issues through posting questions and opportunities to comment.
5. Use guidelines in Social Media Policy (see page 19) to monitor comments for compliance and propriety.
6. Send live Tweets and Facebook posts during events and meetings to build engagement among people outside the room.
7. Evaluate new social media tools for possible use in outreach efforts.

### Measurement

Facebook likes and impressions, Twitter followers and impressions

## Objective #4

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

### Strategies & Tools:

1. Regularly include content about efforts to implement elements of the 2040 Plan in outreach tools, including the annual report, electronic newsletter, social media, speakers' bureau presentations, and community events.
2. Develop an outreach component appropriate for Central Florida students, with an emphasis on planning a future transportation system and preserving air quality.
3. Produce publications that are visually appealing and underscore key messages in easy-to-read formats and distribute them at events, meetings and through partnerships.
4. Maintain the 2040 Long Range Transportation Plan section of MetroPlanOrlando.org, and maintain electronic publication of the adopted plan and current efforts related to implementation.

### Measurement

Outreach event listing, Newsletter/Website/Social media/Collateral Content

## Objective #5



Keep interested members of the public informed about the transportation planning process in the region through email and continue increasing the database of contacts by 10 percent each year, through actively seeking new sign-ups for email communication.

## Strategies & Tools:

1. Highlight planning activities and offer information about future public involvement opportunities in an attractive electronic newsletter, produced several times during the year.
2. Increase awareness of events, such as public hearings and informational meetings through email invitations.
3. Provide links to planning documents and other information through email announcements.
4. Maintain central database for email contacts, segmented into useful groups by affiliation, geographic location or area of interest - allowing for targeted email communication.
5. Actively seek to increase the number of contacts by providing links for email communication sign-ups on the website and by soliciting sign-ups in printed collateral, and at community events.

## Measurement

Email communication sign-ups, Email communications sent

## Objective #6

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.

## Strategies & Tools:

1. Develop and distribute targeted press releases or informative emails on key events and activities and, if appropriate, press kits that offer visual tools, such as photos, maps



and graphics that help in reporting the story, as well as background on MetroPlan Orlando.

2. Provide transportation briefings for new journalists in Central Florida and those who may be unfamiliar with planning process.
3. Generate targeted media pitches for transportation reporters, and provide contacts or information, as needed, to reporters working on transportation stories.
4. Increase outreach to community-based newspapers, including targeted outreach that features volunteers from advisory committees and board members.
5. Use community calendars maintained by partners and community organizations, as well as local blogs to help publicize events and activities.
6. Identify opportunities for appropriate social media outreach, to reporters and media outlets, including building awareness and providing information through live-tweeting from events.
7. Post and archive [news on MetroPlanOrlando.org](http://news.on.MetroPlanOrlando.org) for easy access by the media and public.
8. Clarify any misinformation about the organization that makes its way into media local reports.

## **Measurement**

Media clips

## **Objective #7**

Meet all federal and state requirements for public involvement, by having successful certifications annually by the Florida Dept. of Transportation (FDOT) and every four years by the Federal Highway Administration (FHWA).

### **Strategies & Tools:**

1. Identify opportunities to broaden outreach beyond public meeting notice requirements, including media coverage and partner resources.
2. Document extensive public involvement efforts.
3. Keep up with federal and state guidance on public involvement.

## Measurement

Certification by Florida Department of Transportation, the Federal Highway Administration, and the Federal Transit Administration.

## Social Media Policy

No single communication tool serves all populations, and MetroPlan Orlando is committed to engaging the public in a variety of ways. Social media use has become a must for public involvement toolboxes, but it brings its own special set of needs and considerations.

### The Evolving Potential Reach

Within the last decade, social media has become a common way for people to get information and share comments, so it is a natural place to engage them on transportation planning. Facebook (facebook.com) has about 1.5 billion



monthly active users (people who log on at least every 30 days). Twitter (twitter.com) has 307 million monthly active users. These are the two main social media outlets used for public involvement at MetroPlan Orlando.

### Considerations

Though social media tools are standard in communication plans for private, non-profit, and public sector organizations, MetroPlan Orlando recognizes that public record and public access (i.e. Government in the Sunshine) laws in Florida require a thoughtful approach. As additional guidance is provided at the state level, the organization will modify the application of social media tools, when necessary.





MetroPlan Orlando adheres to the following social media guidelines to ensure compliance with Florida's open government and public record laws:

### **Access**

When social media applications provide mechanisms to restrict content access, MetroPlan Orlando will allow all content

to be freely visible and open to any user.

### **Content**

MetroPlan Orlando will generate much of its own social media content, using it to highlight the organization's activities and those of partners. Other content for social media channels will be shared or repurposed from outside sources and may link to external sites. Appearance of external links does not constitute an official endorsement on behalf of the organization.

### **Posting Comments**

- Use of social media will primarily focus on the dissemination of information relevant to the transportation planning process, with a secondary focus on obtaining input on targeted issues of importance.
- MetroPlan Orlando board and committee members are prohibited from engaging in an exchange or discussion of matters via social media that will foreseeably come before the board or committee for official action.
- User Comments:
  - i. The following forms of content shall not be allowed:
    - a) Comments not topically related to the particular social medium article being commented upon;
    - b) Comments in support of or opposition to political campaigns or ballot measures;

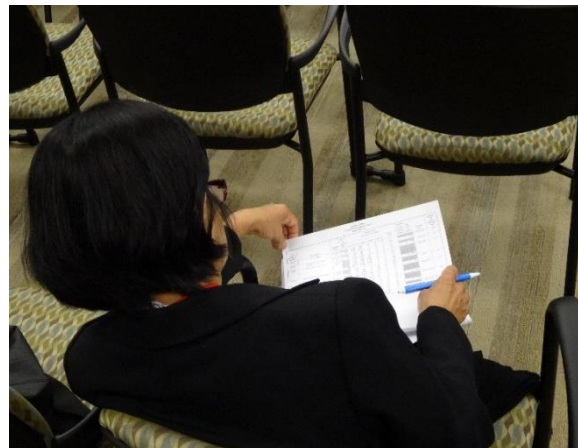
- c) Profane language or content;
- d) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- e) Sexual content or links to sexual content;
- f) Solicitations of commerce;
- g) Conduct or encouragement of illegal activity;
- h) Information that may tend to compromise the safety or security of the public or of private entities; or
- i) Content that violates a legal ownership interest of any other party.

ii. When a feature allowing users to post a comment is activated and an “approval-required” feature exists, the organization will review all comments prior to publication.

iii. When a feature allowing users to post a comment is activated and approval features do not exist, the organization will regularly monitor user comments and take appropriate action to delete inappropriate comments.

## Public Record

- As with electronic communication, MetroPlan Orlando will post a notice on the social media site regarding Florida public records law.
- MetroPlan Orlando will independently track social media activity monthly.
- Social media records will conform with applicable public record retention schedules, as outlined in Florida Statutes.



As is the case with the MetroPlan Orlando website, the public involvement staff will be responsible for the content and upkeep of any social media sites created to promote the mission of the organization.

## Public Involvement Requirements



As part of the planning process, federal law (§450.316, Code of Federal Regulation), and state law (Section 286, Florida statutes) both require public involvement to ensure that various parties -- the individuals, affected public agencies, representatives of transportation agency employees, freight shippers,

providers of freight transportation services, private providers of transportation, representatives of users of public transit, and others -- are given reasonable opportunities to comment. The process is continuing, cooperative and comprehensive. The Public Involvement Plan (PIP) is organized to work in concert with the organization's [Title VI Nondiscrimination Plan and Limited English Proficiency Plan](#).

MetroPlan Orlando recognizes that diverse public involvement is a cornerstone of the planning process, improving decision-making, strengthening community partnerships and providing traditionally underserved populations with opportunities to learn about and influence the ways transportation affects their lives.

To ensure all interested persons in Central Florida have the opportunity to offer input, MetroPlan Orlando provides a 45-day comment period, during which the draft Public Involvement Plan is available on the organization's website. The draft plan is distributed in print and electronically to board and committee members for review.

Once the feedback is incorporated and the plan is approved by the MetroPlan Orlando Board, it is posted in the Public Involvement section of the website. Those persons who want a printed copy of either the draft or approved plan may request it by calling the Community Outreach Specialist at 407-481-5672.

The MetroPlan Orlando Public Involvement Plan is developed in consultation with all interested parties, identifying procedures, strategies, desired outcomes, and evaluation tools related to:

- a) Providing adequate notice of public participation activities;
- b) Providing timely notice and reasonable access to information about transportation issues and processes;
- c) Using visualization techniques;
- d) Making public information available on MetroPlanOrlando.org;
- e) Holding public meetings at convenient and accessible locations and times;
- f) Demonstrating explicit consideration and response to public input received;
- g) Seeking out and considering the needs of those traditionally underserved by the existing transportation systems, such as low-income and minority households;
- h) Providing an additional opportunity for public comment, if the final plan differs significantly from the version made available for public comment;
- i) Coordinating with the statewide transportation planning public involvement and consultation processes;
- j) Periodically reviewing the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.



Florida’s [“Government in the Sunshine”](#) law outlines requirements related to notification of and access to public meetings, as well as access to public records.

## Public Hearings & Notification

Public hearings are a formal process to solicit public comment on specific plans being considered by MetroPlan Orlando. As a formal setting for citizen input, public hearings are recorded and summarized for the record.

A summary of comments is provided to MetroPlan Orlando Board members, prior to board action. Maps along with other visualization tools are displayed at public hearings to present information in a visual way.



According to the state's Sunshine Law (Section 286 of the Florida Statutes), the public must have reasonable notice of the meetings of public boards and commissions. MetroPlan Orlando complies with the law's requirement that the dates and times of meetings be published at the MPO office.

In addition, meetings are posted on the [MetroPlanOrlando.org electronic](https://www.metroplanorlando.org/electronic-calendar)

[calendar](https://www.metroplanorlando.org/electronic-calendar), along with contact information and agendas when available.

For MetroPlan Orlando Board meetings and some special meetings, the organization uses other tools for advance notification.

## Legal Advertisements

MetroPlan Orlando advertises board meetings and public hearings in several publications, based on the meeting and/or purpose. Legal advertisements are included in the region's major daily newspaper, the Orlando Sentinel, prior to each board meeting. Public hearings are also advertised in La Prensa, which serves the Spanish-speaking community, and The Orlando Times, which serves the African-American community.

## Display Ads

These advertisements are used as needed to promote special meetings. Display ads are typically published in the main section of a community newspaper, rather than a legal advertisement section, to reach a larger audience.

## Print & Electronic Notification

When appropriate, MetroPlan Orlando may also send a print or electronic message with meeting information and contact information to parties in the organization’s database.

Electronic notification is primarily conducted using the organization’s website, which includes a frequently visited online meeting/event calendar. In addition to time and location information, the calendar includes links to agendas and materials. Agendas are posted at



least three days prior to a meeting. MetroPlan Orlando posts notices for all public meetings in accordance with requirements set forth in Florida’s Government in the Sunshine law.

## Public Record of Meetings

The Sunshine Law also stipulates that minutes must be taken of all public meetings. MetroPlan Orlando takes minutes of meetings, distributes them to involved board and committee members, posts them promptly on MetroPlanOrlando.org, after approval, and provides written copies on request.

## Evaluation

To ensure that this plan is effective in meeting its performance measures and that it satisfies federal and state requirements related to public involvement, MetroPlan Orlando will complete an update of the Public Involvement Plan every three years to reflect the latest outreach tools and trends.

MetroPlan Orlando staff will review the goals, objectives, strategies, and tools included in the Public Involvement Plan to ensure activities are meaningful and effective.

A Public Involvement “dashboard” for MetroPlan Orlando outreach activities will be posted to [MetroPlanOrlando.org](http://MetroPlanOrlando.org) between plan updates. An example of this evaluation dashboard is included in the appendix to this plan.

## Appendix

### Public Involvement Evaluation Dashboard

**MetroPlan Orlando encourages public comment.**

**This document is available on our website, at**

**<http://www.metroplanorlando.com/public-involvement/>**

**or call our Public Information Officer/Title VI Coordinator at**

**(407) 481-5672, ext. 320 for a copy.**





metroplan orlando

A REGIONAL TRANSPORTATION PARTNERSHIP

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# PUBLIC INVOLVEMENT EVALUATION DASHBOARD

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## 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.

### Goal:

To establish a comprehensive, inclusive process, through various methods, and create continuous opportunities to engage the public in transportation planning.

PUBLIC INVOLVEMENT HIGHLIGHTS OF THE YEAR		
Highlight	Data	Comments
Outstanding public involvement results		
New Techniques Initiated This Year		
Number of Objectives Met or Exceeded		

### Objective #1

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

**Strategies & Tools:** See Page 13 in Public Involvement Plan

MEASUREMENT = Outreach Event Listing		
Activity	Comments & Examples	Evaluation
Outreach events		
Seeking & Capturing Citizen Input		
Underserved Outreach		
Annual Report		
Overall Activity		

**Objective #2**

Increase website activity on [MetroPlanOrlando.org](http://MetroPlanOrlando.org) by five percent each year, encouraging broader outreach and involvement.

**Strategies & Tools:** See Page 14 in Public Involvement Plan

MEASUREMENT = Website Analytics: Page Views, Unique Visitors		
Activity	Comments & Examples	Evaluation
Visualization		
Electronic outreach		
Opinion Research		
Overall Activity		

### Objective #3

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.

**Strategies & Tools:** See Page 15 & 16 in Public Involvement Plan

MEASUREMENT = Facebook Likes/Impressions, Twitter Followers/Impressions		
Activity	Comments & Examples	Evaluation
Produce & promote content		
Interact with users		
Overall Activity		

### Objective #4

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

**Strategies & Tools:** See Page 17 in Public Involvement Plan

<b>MEASUREMENT = Event Listing, Newsletter/Website/Social Media/Collateral Content</b>		
<b>Activity</b>	<b>Comments &amp; Examples</b>	<b>Evaluation</b>
<b>Create Outreach Content &amp; Products</b>		
<b>Visualization</b>		
<b>Overall Activity</b>		

**Objective #5**

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.

**Strategies & Tools:** See Page 17 in Public Involvement Plan

<b>MEASUREMENT = Email Communication Sign-ups, Emails Sent</b>		
<b>Activity</b>	<b>Comments &amp; Examples</b>	<b>Evaluation</b>
<b>Produce Email Outreach Materials</b>		
<b>Build &amp; Maintain Database of Contacts</b>		
<b>Overall Activity</b>		

### Objective #6

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.

**Strategies & Tools:** See Page 18 in Public Involvement Plan

MEASUREMENT = Media Clips		
Activity	Comments & Examples	Evaluation
Offer orientation, information & pitches to media		
Expand outreach channels		
Overall Activity		

### Objective #7

Meet all federal and state requirements for public involvement.

**Strategies & Tools:** See Page 19 in Public Involvement Plan

MEASUREMENT = FDOT & FHWA Certification		
Activity	Comments & Examples	Evaluation
Identify Outreach Opportunities		
Foster Regional Partnership		
Overall Activity		

**PUBLIC INVOLVEMENT & TRANSPORTATION PLANNING**

PLAN / PROGRAM	CHECKLIST ITEMS COMPLETED	COMMENTS
Long Range Transportation Plan		
LRTP Substantial Amendment		
LRTP Non-Substantial Amendment		
Prioritized Project List		
Transportation Improvement Program		
TIP Emergency Amendment		
TIP Non-Emergency Amendment		
Unified Planning Work Program		



**[MetroPlanOrlando.org](http://MetroPlanOrlando.org)**

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