

2017 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	We greatly increased our electronic outreach and use of visualization when we launched our new website with more features than ever before. Combined with an aggressive in-person outreach schedule (72 outreach events and 97 regional partner events), we made a significant effort to reach the community. MetroPlan Orlando celebrated 20 years as an independent organization this year. We marked the milestone anniversary by theming our annual report 20 Years of Leadership.	The new website is fully responsive, providing for an easy viewing and navigation experience – no matter the size of the screen. Our involvement in outreach events and online presence continue to raise our organization's profile and give citizens a voice in the planning process.			
New Techniques Initiated This Year	We produced 4 new videos, including a new style with animation that was very popular. We piloted a youth outreach program using a software called StreetMix, which allows students to design their own road and become familiar with Complete Streets principles. This was successfully tested at the Boy Scouts Jamboree.	As video plays a more significant role in how the public as a whole communicates, we will keep using this channel as an effective means of outreach. Video and interactive digital outreach is especially important as we engage the younger generations in transportation planning. We'll build on the success of our StreetMix pilot program and implement this in 2018.			
Number of Objectives Met or Exceeded	We met or exceeded all of our objectives, with the exception of one benchmark in Objective #3 (social media).	Staff recommends that future PIP revisions look at consolidating some of the current objectives in the plan.			

Objective #1 - Measurement for 2017

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

	MEASUREMENT = Outreach Event Listing	
Activity	Comments & Examples	Evaluation
Outreach Events	We participated in 72 outreach events during 2017, including 58 presentations done by MetroPlan Orlando staff members to community groups and 17 community events where we had a presence such as a booth. We also participated in an additional 97 regional events held by partner agencies. Examples of outreach events include: • Kicked off the Corrine Drive Complete Streets Study. Many events related to the study were completed throughout 2017, including briefings with elected officials, presentations to community groups, and booths at community events to raise awareness of the study. The highlight was a very successful workshop held at the end of phase one, with about 150 attendees. The purpose of the workshop was to share with the community results of a public opinion survey and technical analysis of existing conditions on the road. Participants watched a video and took self-guided tours through different information stations with 16 posters set up throughout the room. • Supported the Kissimmee Bike Bonanza, organized by our partners at reThink. This first bike to work day in Osceola was a big success, and we enjoyed speaking with participants at our booth. • Presented to a wide variety of groups such as transportation industry groups, K-12 classes, college/university classes, professional groups, rotary clubs, neighborhood associations, etc. • Scheduled an offsite Community Advisory Committee at the regional traffic management center so they could tour the facility after the meeting	Participated in 72 outreach events and 97 additional regional partner events
Seeking & Capturing Citizen Input	 Throughout 2017, MetroPlan Orlando used interactive tools for community events and speakers bureau activities to encourage conversation, including real-time polling. Highlights of gathering citizen input during the year included: Piloted the use of a website called StreetMix to engage students by allowing them to design their own roads on iPads. This was tested successfully at the Boy Scouts Jamboree. We'll use this method more extensively in 2018 for events with students from elementary to college age. Added several new ways to provide input through forms on our new website. Executed a Survey Monkey survey for phase one of the Corrine Study to understand public sentiment on 	Personally engaged approximately 3,195 people, and many more online (see Objective 2)

	wants and needs for the corridor. The survey garnered 1,705 responses. Staff analyzed the survey and wrote the report in-house.	
Underserved Outreach	 During 2017, 14 of our 72 outreach events (about 19%) specifically included public involvement with underserved communities. Examples of underserved outreach include: Hosting a delegation from the People's Republic of China for a peer exchange on planning for the transportation disadvantaged community. MetroPlan Orlando organized a program with several speakers and a field trip to a SunRail station to explain ADA/TD accommodations on transit. Presented to the local AARP chapter on the Corrine Drive Study and received their input Traveled to Tallahassee with TDLCB members and participated in Transportation Disadvantaged Day, where we met with several legislators to emphasize the importance of protecting or increasing funding for the TD program. 	Participated in 14 outreach events with underserved communities
Annual Report	The 20th anniversary issue of MetroPlan Orlando's annual report, 20 Years of Leadership, was distributed at the July 2017 MetroPlan Orlando Board meeting and given wider distribution following that. A digital supplement accompanied the report highlighting important events throughout Central Florida's transportation history and MetroPlan Orlando's history as an organization.	Distributed in July and used at speaking events for the rest of the year
Overall Activity	MetroPlan Orlando had a great community outreach year in 2017, which led to the public having a voice in the transportation planning process. We expanded our community outreach into areas that align with the MetroPlan Orlando Board's goals and priorities – outreach to young people, complete streets, bicycle and pedestrian education and safety.	Exceeded goal by 200%, achieving an average of 6 outreach events per month

Outreach Event Listing: 2017

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
1	Goldenrod Chamber of Commerce:	1/10/17		Х		15
	Presentation on Transportation					
	Planning 101					
2	Community Advisory Committee: Live	1/25/17		X		35
	demonstration of new MPO website					
3	Technical Advisory Committee: Live	1/27/17		X		40
	demonstration of new MPO website					
4	Municipal Advisory Committee: Live	2/2/17		X		20
	demonstration of new MPO website					
5	Osceola County Health Leadership	2/2/17		X		20
	Council: Regional transportation					
	update presentation	0.00.447		V		20
6	Corrine Drive Study Project Visioning	2/6/17		X		20
7	Team meeting	0/0/47		V		
7	MetroPlan Orlando Board: Live	2/8/17		X		60
8	demonstration of new MPO website	2/9/17		X	X	20
0	Transportation Disadvantaged Local Coordinating Board: Live	2/9/1/		^	^	_ ∠∪
	demonstration of new MPO website					
9	Polk TPO Board: Presentation on	2/9/17	+	X		40
	transportation challenges and	2/3/11				
	opportunities					
10	Judging at Seminole County Science	2/11/17	X			n/a
_	Fair	_,,				.,, \(\)
11	FHWA 6th Annual MIHE (Minority	2/15/17-	X	X	X	30
	Institutions of Higher Education)	2/16/17				
	Forum at Valencia College:	, ,				
	Presentation on transportation					
	planning					
12	Tri-County League of Cities:	2/16/17		X		50
	Presentation on complete streets					
13	Seminole State of the County: MPO	2/16/17	Х			150
	Exec. Director featured in event video	0.41==				
14	Judging at Orange County Science Fair	2/17/17	Х	<u> </u>		n/a
15	Seminole County Science Fair Award	2/21/17		X		n/a
	Ceremony: Presentation of Student					
10	Clean Air Award	0/02/47	-	V		n /a
16	Orange County Science Fair Award	2/23/17		X		n/a
	Ceremony: Presentation of Student Clean Air Award					
17	American Society of Highway	2/23/17		X		100
+ '	Engineers (ASHE) Transportation	2/23/11		^		100
	Summit on safety					
18	MetroPlan Orlando hosted a peer	3/10/17		X	X	15
-0	exchange for a delegation from China	0, 10, 11				
	on TD planning					
19	Osceola County Health Department	3/13/17		X	X	15
	senior leadership meeting:	, -, -:				
	Presentation on incorporating health					
	into transportation planning					
20	Transportation Disadvantaged (TD)	3/15/17	Х			n/a
	Day in Tallahassee					

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
21	NAIOP (Commercial Real Estate	3/16/17		X		80
	Development Association):					
	Presentation on transportation mega-					
22	projects in Central Florida	2/24/47	V		V	70
22	Kissimmee Bike Bonanza – city's first	3/24/17	X		X	70
23	bike to work day Corrine Drive Study Outreach: Audubon	3/27/17	X			100
23	Park Community Market	3/21/11	^			100
24	Corrine Drive Study Outreach:	3/28/17		X		15
	Presentation to residents of Oak and	0, 20, 11		Α		10
	Palm Lanes					
25	UCF Lecture Series: Moderated panel	4/6/17		Х		100
	on UCF Downtown Campus	, ,				
26	Corrine Drive Study Outreach: Baldwin	4/7/17	X			200
	Park First Friday Festival					
27	Corrine Drive Study Outreach: Audubon	4/17/17	Х			100
	Park Community Market					
28	Leadership Osceola: Presentation on	4/19/17		X	X	30
	transportation planning	4 (0 4 (4 =		V	V.	4.5
29	Corrine Drive Study Outreach:	4/24/17		X	Х	15
20	Presentation to AARP Central Florida	E /1 /17	V			E0
30	Corrine Drive Study Outreach: Leu Gardens Free Admission Day	5/1/17	X			50
31	Corrine Drive Study Outreach:	5/3/17		X		10
31	Presentation to East End Market	3/3/11		^		10
	merchants					
32	Presentation to Goldsboro HUD Choice	5/3/17		X	X	15
-	Planning Initiative on health and	0, 0, =:			, ,	
	transportation planning					
33	Presentation at Osceola County Health	5/5/17		X	X	90
	Summit on health and transportation					
34	Presentation of Clean Air Award to	5/9/17		X		75
	Seminole County Public Schools board					
35	Ribbon Cutting for new TransitScreen	5/10/17	X			15
	installed at MetroPlan Orlando	E /4 C /4 Z		V		75
36	Presentation to Leadership Orlando Class 93 on technology in	5/16/17		X		75
	transportation planning					
37	Presentation at reThink's Citizen	5/18/17		X		15
"	Planner event on transportation	0, 10, 11		^		15
	planning					
38	Corrine Drive Study Outreach: Audubon	5/22/17	Х			100
	Park Community Market					
39	Presentation at AMPO Training and	5/24/17		X		100
	Tools Symposium					
40	Served as panelist for Osceola	5/25/17		X	X	50
	Realtors Association program on					
1.4	Central Florida transportation	C/E /47	V	V		25
41	Public Hearing on 2040 Long Range	6/5/17	X	X		35
	Transportation Plan amendment and					
42	Transportation Improvement Program Presentation series to Orlando	6/6/17		X		12
42	Breakfast Rotary Club (1 of 4):	0/0/1/		^		14
	Transportation Planning 101					
	Transportation Flamming 101		<u> </u>	<u> </u>		

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
43	Corrine Drive Study Outreach: Presentation to Colonialtown North	6/8/17		X		45
	Neighborhood Association					
44	Presentation series to Orlando Breakfast Rotary Club (2 of 4): Bicycle	6/13/17		Х		15
45	and Pedestrian Safety Presentation series to Orlando	6/27/17		X		13
45	Breakfast Rotary Club (3 of 4): Air Quality	0/21/11		^		13
46	Presentation series to Orlando Breakfast Rotary Club (4 of 4): The Future of Transportation and Technology	7/11/17		Х		15
47	Corrine Drive Study Outreach: Presentation to Phillips Park Place Neighborhood	7/11/17		Х		12
48	Corrine Drive Study Project Visioning Team & Regional Partners joint meeting	7/20/17		Х		20
49	Corrine Drive Study Outreach: Public Workshop to share results from phase 1 of the study	7/27/17	X	X		150
50	Presentation at TRANSPLEX conference on transportation planning and health	8/8/17		Х		45
51	American Public Health Association (APHA) webinar: Presentation on incorporating health into transportation decisions	8/24/17		Х		381
52	Orlando Economic Partnership Transportation Summit	8/24/17		X		120
53	Corrine Drive Study Outreach: Presentation to Merritt Park Neighborhood Association	8/28/17		Х		35
54	Presentation at the American Planning Association (APA) Florida conference on demystifying the travel demand model	9/7/17		X		65
55	Presentation to Seminole County Legislative Delegation on MetroPlan Orlando's draft legislative priorities	9/19/17		X		80
56	Presentation at Smarter Work Zones / SHRP2 Demonstration Workshop on integrating work zone impacts and strategies estimator (WISE) software into agency business processes	9/20/17		Х		30
57	Presentation to Osceola County Legislative Delegation on MetroPlan Orlando's draft legislative priorities	9/22/17		Х		75
58	Presentation to East Orlando Chamber Trustees on transportation planning	9/25/17		X		7
59	Presentation to Orange County Community Health Improvement Plan Built Environment Committee on Complete Streets Screening Database	10/4/17		Х		15

of County Commissioners on ITS Master Plan 61 Served as panelist for Orange County Millenial Lifestyle Affordable Housing Workshop to discuss how transportation supports affordable housing 62 Presentation to Orange County Legislative Delegation on MetroPlan Orlando's draft legislative priorities 63 Presentation at AMPO Annual Conference on health in all transportation policies 64 Community Advisory Committee offsite meeting on technology & tour of regional transportation management center 65 Presentation at Osceola County Best Foot Forward Launch on MetroPlan Orlando's role in pedestrian safety 66 Presentation to Florida Institute of 10/12/17 X X X 75 X		Attenda	Underserved?	Presentation?	Event?	Date	Name of Event	#
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Conference on health in all transportation policies 10/19/17 X 35								
Conference on health in all transportation policies 64 Community Advisory Committee offsite meeting on technology & tour of regional transportation management center 65 Presentation at Osceola County Best Foot Forward Launch on MetroPlan Orlando's role in pedestrian safety 66 Presentation to Florida Institute of 10/25/17 X 35 10/30/17 X 30 10/							Orlando's draft legislative priorities	
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66 Presentation to Florida Institute of 11/2/17 X 50							Foot Forward Launch on MetroPlan	
Transportation Engineers on ITS	O	50		X		11/2/17	Presentation to Florida Institute of	66
							Transportation Engineers on ITS	
Master Plan								
	O	30		X		11/7/17		67
Commission on Silver Star Complete							Commission on Silver Star Complete	
Streets Study								
68 Presentation at Broward MPO 11/9/17 X 15	50	150		X		11/9/17	Presentation at Broward MPO	68
Transportation Forum on MPO tips for							Transportation Forum on MPO tips for	
success								
·	0	50			X	11/9/17		69
meeting on ACCESS LYNX								
	.5	25	Х	X		11/30/17		70
Urban & Regional Planning Class on								
career lessons in networking and							career lessons in networking and	
communication								
71 Presentation to FSU Department of 12/1/17 X X 25	.5	25	X	X		12/1/17	Presentation to FSU Department of	71
Urban & Regional Planning Class on								
role of partnerships in healthy							role of partnerships in healthy	
communities								
	0	50	X			12/2/17	Boy Scout Jamboree	72
TOTAL = 72 outreach events 17 58 14 319	.95	319	14	58	17		TOTAL = 72 outreach events	

TOTAL = 72 outreach events personally engaging more than 3,100 people, including:

- 17 events
- 58 presentations
- 14 outreach events with underserved communities
- Monthly average = 6 events; beating objective of two events per month by 200%

Regional Partner Events

#	Name of Event	Date
1	Best Foot Forward steering committee	1/4/17
2	Website training for staff	1/17/17
3	Corrine Drive Study Briefing: Orlando Cmsr. Sheehan	1/17/17
4	Orange County Legislative Delegation meeting	1/17/17
5	CAC New Member Orientation: Gregory Eisenburg	1/18/17
6	CAC New Member Orientation: Venise White	1/18/17
7	CAC New Member Orientation: Lisa Portelli	1/19/17
8	Osceola County Legislative Delegation meeting	1/18/17
9	Corrine Drive Study Briefing: Orlando Cmsr. Stuart	1/18/17
10	Corrine Drive Study Briefing: Orange County Cmsr. Bonilla	1/30/17
11	Corrine Drive Regional Partners meeting	1/31/17
12	MetroPlan Orlando Board officer meeting to discuss priorities for 2017	1/31/17
13	Meeting with International Drive Chamber of Commerce	2/2/17
14	Corrine Drive Study Briefing: Orange County communication staff	2/6/17
15	Corrine Drive Study Briefing: City of Orlando communication staff	2/8/17
16	TDLCB community transportation coordinator evaluation	2/9/17
17	Bicycle/Pedestrian Task Force meeting	2/15/17
18	Transportation Briefing with Congresswoman Demings	2/21/17
19	Orange County PIO Communicators Roundtable	2/22/17
20	Meet & greet with new FHWA liaison Teresa Parker	2/23/17
21	Central Florida Commuter Rail Commission meeting	2/23/17
22	West Orange / South Lake Transportation & Economic Development meeting	3/9/17
23	American Lung Association call	3/15/17
24	Orange County technology working group	3/16/17
25	River to Sea TPO board meeting	3/22/17
26	LYNX board meeting	3/23/17
27	WTS luncheon on aviation	3/30/17
28	Osceola County Bridg facility ribbon-cutting	4/13/17
29	Corrine Drive Study Briefing: Cmsr. Stuart	4/17/17
30	Meet & greet with new Orlando Economic Partnership executive director	4/18/17
31	International Drive Master Plan briefing	4/18/17
32	American Lung Association call	4/19/17
33	Central Florida Commuter Rail Commission meeting	4/19/17
34	Corrine Drive Study Briefing: Cmsr. Sheehan	4/20/17
35	Corrine Drive Study Briefing: Cmsr. Bonilla	4/20/17
36	Central Florida MPO Alliance	4/21/17
37	Central Florida Regional Transit Study project advisory group meeting	4/21/17
38	Osceola Transportation Workshop	4/24/17
39	Kissimmee Intermodal Garage grand opening	5/9/17
40	League of Women Voters transportation program	5/10/17
41	U.S. 192 Bus Rapid Transit briefing	5/10/17
42	UCF/Valencia Downtown Orlando campus groundbreaking	5/11/17
43	Central Florida Expressway Authority board meeting	5/12/17
44	WTS conference	5/16-21/17
45	American Lung Association call	5/17/17
46	Business Force legislative briefing	5/23/17
47	LYNX board meeting	5/25/17
	Central Florida Transportation Planning Group (CFTPG) smart cities program	5/25/17
48		
48 49	National Association of Regional Councils conference	6/4-8/17

#	Name of Event	Date
51	Central Florida MPO Alliance / West Central Florida Chairs Coordinating Committee	6/16/17
	joint meeting	
52	Central Florida Regional Transit Study meeting	6/27/17
53	Corrine Drive Study Briefing: Mayor Leary	7/6/17
54	Meeting with staff from Senator Rubio's office	7/13/17
55	Corrine Drive Study Briefing: Cmsr. Sheehan	7/13/17
56	Central Florida Regional Transit Study project advisory group meeting	7/14/17
57	State of the City of Orlando address	7/21/17
58	Corrine Drive Study Briefing: Cmsr. Stuart	7/21/17
59	Meeting with representative from UCF Student Government Association	7/24/17
60	Corrine Drive Study Briefing: Cmsr. Bonilla	7/26/17
61	LYNX board meeting	7/27/17
62	LYMMO Lime Line grand opening	8/4/17
63	Florida Public Relations Association (FPRA) annual conference	8/6-9/17
64	Wekiva Commission meeting	8/11/17
65	State Legislator Mtg: Rep. Brodeur	8/14/17
66	Meet & greet with new LYNX director of planning Tomika Monterville	8/14/17
67	Legislative issues conference call	8/15/17
68	State Legislator Mtg: Sen. Torres	8/15/17
69	State Legislator Mtg: Sen. Stewart	8/17/17
70	State Legislator Mtg: Rep. Miller	8/21/17
71	State Legislator Mtg: Sen. Bracy	8/22/17
72	State Legislator Mtg: Rep. Cortes	8/23/17
73	Lake-Sumter MPO board meeting	8/23/17
74	State Legislator Mtg: Sen. Simmons	8/29/17
75	Central Florida Commuter Rail Commission meeting	8/30/17
76	Florida Simulation Summit	9/7/17
77	Corrine Drive Partner Mtg: City of Orlando	9/18/17
78	American Lung Association call	9/20/17
79	Central Florida Regional Transit Study project advisory group meeting	10/3/17
80	Best Foot Forward PIO meeting to prep for Osceola launch	10/11/17
81	Orlando Economic Partnership & Tampa Bay Partnership SunRail program	10/19/17
82	Corrine Drive Study Briefing: Leu Gardens Executive Director Robert Bowden	10/24/17
83	FPRA crisis communications workshop	10/27/17
84	Central Florida Commuter Rail Commission meeting	11/1/17
85	WTS SunRail Tour	11/1/17
86	City of Orlando Bike to Work Day	11/3/17
87	City of Apopka dedication of Mayor Land statue	11/3/17
88	SunTrax Groundbreaking	11/13/17
89	Performance measures meeting with FHWA	11/28/17
90	Central Florida Commuter Rail Commission meeting	12/1/17
91	Legislative update call	12/8/17
92	Best Foot Forward Steering committee	12/6/17
93	Corrine Drive Study Briefing: Orange County staff	12/11/17
94	Meeting with Osceola PIO	12/14/17
95	Corrine Drive Study Briefing: City of Orlando staff	12/18/17
96	Call with Miami-Dade transportation staff	12/18/17
97	Corrine Drive Study Briefing: Cmsr. Stuart	12/20/17

TOTAL REGIONAL PARTNER EVENTS = 97

Objective #2 - Measurement for 2017

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	Our new website launched on Jan. 14, 2017, and so far has been a huge success! The redesigned site positions MetroPlan Orlando as the leading source for transportation info in the region. It features a responsive design to better accommodate mobile users, more flexibility in posting graphics/videos, and a better content management system so staff can easily update the site in-house. We transitioned from a website look that centered on photos of impersonal transportation modes to a fresh, modern look that highlighted various types of transportation through bold icons juxtaposed against people-focused photography to drive home transportation's impact on quality of life. At launch, the new site had 65 pages, 68 news blog posts, and 190 calendar events. We created several forms throughout the site to boost opportunities for interaction with the public by giving citizens additional avenues for providing input digitally and signing up for our email list. In July, we added a new online timeline to our website, which was a digital supplement to the 20th anniversary edition of our annual report. This transportation timeline showcased important events throughout Central Florida's transportation history and MetroPlan Orlando's history as an organization.	The new MetroPlan Orlando website uses plain language and engaging visuals to communicate complex transportation concepts. In a post-launch user survey, 91% of respondents agreed the site has an attractive graphic design, and 86% agreed that it reinforces our role as a leading source for transportation planning information.			
Electronic Outreach	MetroPlan Orlando uses video, its social media channels and Constant Contact emails to point traffic to its website (see Objectives #3 & 5 for details). In 2017, we published four new videos to our YouTube channel: • We Need You To Get Involved in the Transportation System • Pedestrian Planning: Putting Your Feet In It • Bicycle Planning: Put Some Pedal in Your Life • Corrine Drive Complete Streets Study Public Workshop These videos are on YouTube, and also directly embedded within the new website, anchoring the pages that they correspond to. This is a much more visually-appealing style than our old site.	In 2017, MetroPlan Orlando's YouTube videos were watched 2,300 times, totaling about 5,600 minutes of viewing time.			

Overall Activity

From Jan. 1, 2017 through Dec. 31, 2017, MetroPlanOrlando.org had **93,660 pageviews, 18,903 unique users, and 34,749 sessions**.

This means that each month, approximately 7,805 pages were viewed by 1,575 different people visiting during an average of 2,896 sessions.

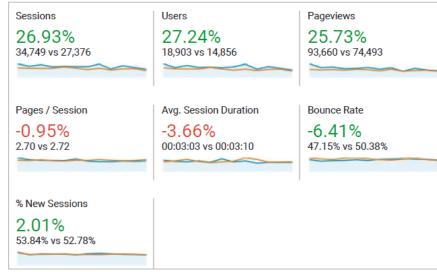
Exceeded our objective by 20+%. When comparing 2017 to 2016, increased pageviews by 25.73%, users by 27.24%, and sessions by 26.93%.

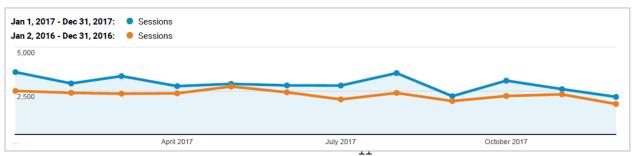
Excerpt from Google Analytics Report: 2017



Website Analytics Comparison:

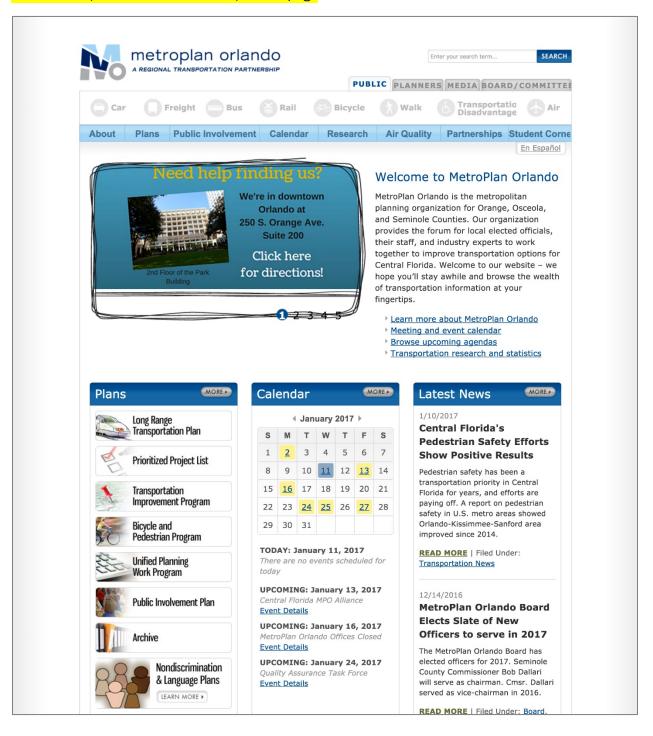
2017 vs. 2016



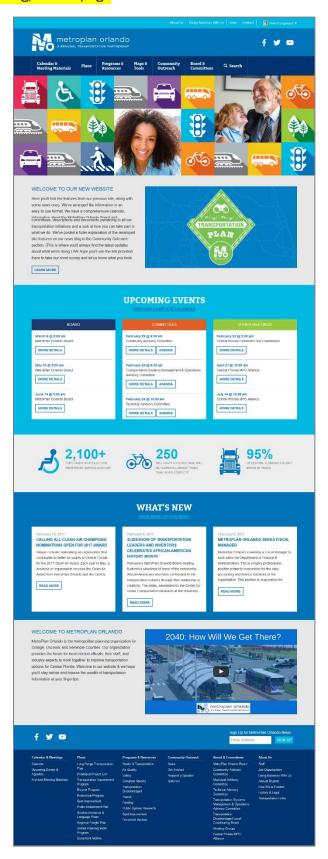


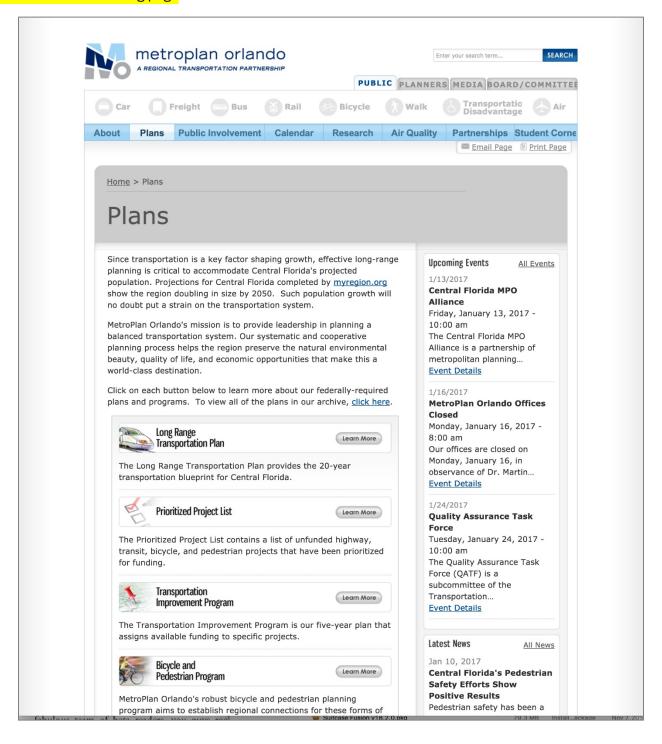
Screenshots: Old Website vs. New Website

Old Website (MetroPlanOrlando.com) - Homepage



New Website (MetroPlanOrlando.org) - Homepage







EFFECTIVE PLANNING

MetroPlan Orlando leads regional planning efforts to create a balanced transportation system in Central Florida that will enrich quality of life for our residents and visitors. Reliable and varied modes of transportation provide access to employment, education, cultural activities, healthcare and recreation. Being able to safely and conveniently go places helps us to maintain relationships with family and friends. Effective long range planning also plays a key role in shaping the region's economic growth.



PLANS



LONG RANGE TRANSPORTATION PLAN

20-year vision for Central Florida's future transportation system.



PRIORITIZED PROJECT

Projects that are ranked and awaiting funding.



TRANSPORTATION IMPROVEMENT PROGRAM

A five-year plan that assigns available funds to specific projects.



BICYCLE PROGRAM

Info on projects, safety, and planning for bicyclists.



Info on projects, safety and planning for pedestrians.



PUBLIC INVOLVEMENT

Guides community outreach and ensures the public can get involved in planning process.



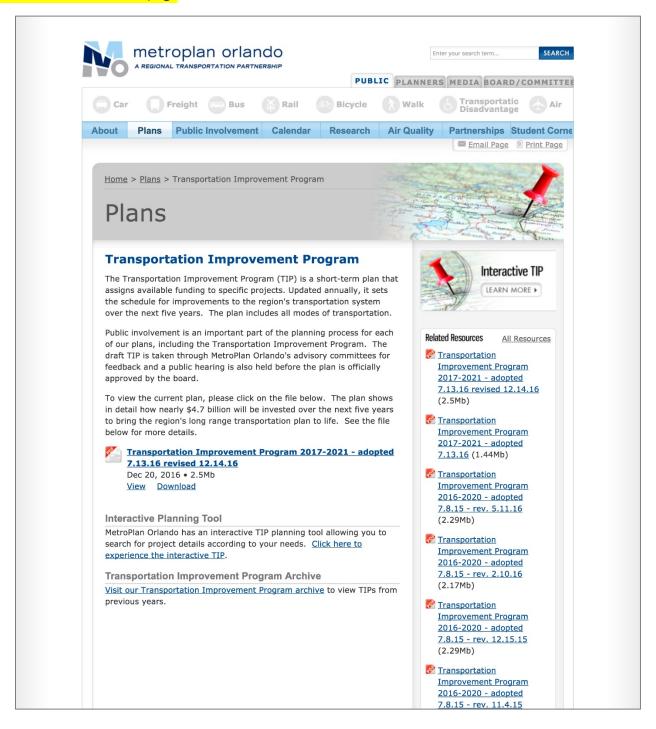
NONDISCRIMINATION & LANGUAGE PLANS

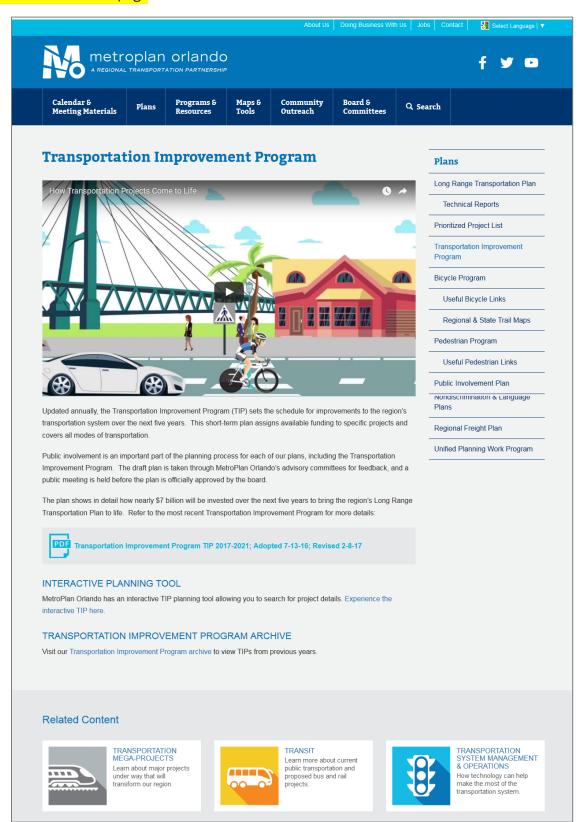
Ensure our commitment to equality and access for individuals with limited English

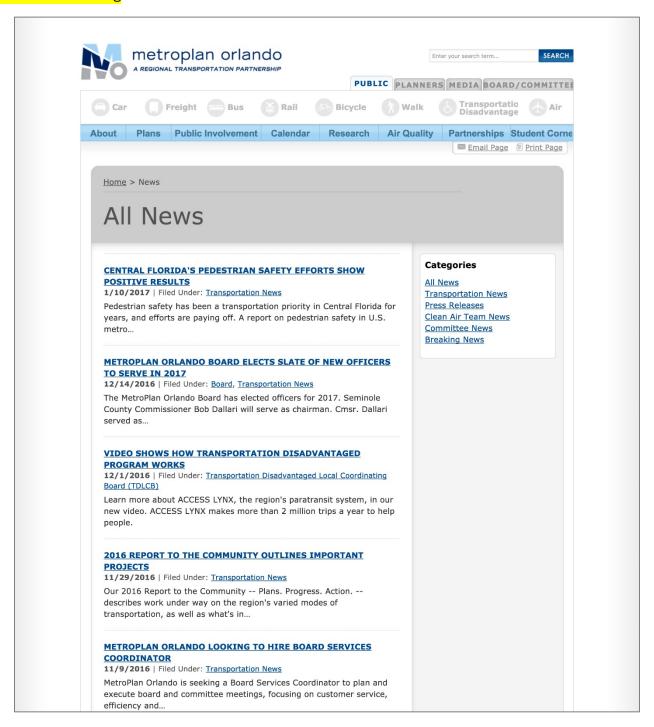


REGIONAL FREIGHT PLAN

Examines freight needs in seven Central Florida counties and how to prepare for growth.







New Website -	News blog	

Objective #3 – Measurement for 2017

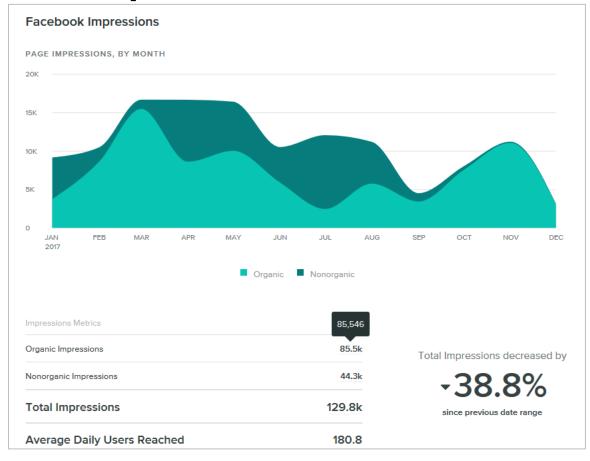
Provide opportunities for round-the-clock public engagement, Increase awareness of the transportation planning process, and offer information on MetroPlan Orlando activities through social media.

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 119 Facebook posts (77 photos, 34 posts) during the year; we also produced 623 tweets, along with 3 direct messages, for a total of 626 posts on Twitter during the year.	Met goal by providing about 62 social media messages per month		
Interact with users	We exceeded our goal for Facebook "Likes," with 114 for the year, but fell slightly short of our goal for average monthly organic impressions with 7,129. On Twitter, we exceeded our goals with 532 net new follows during the year and an average of 25,219 organic impressions.	Exceeded both goals on Twitter interactions and 1 goal on Facebook		
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; exceeded 3 out of 4 goals for engaging the public		

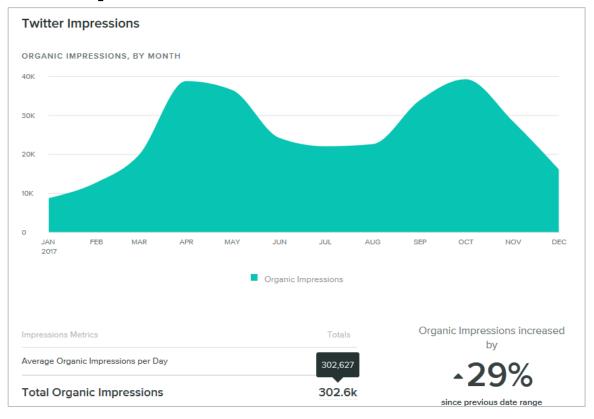
Sprout Social: Facebook Impressions 2017



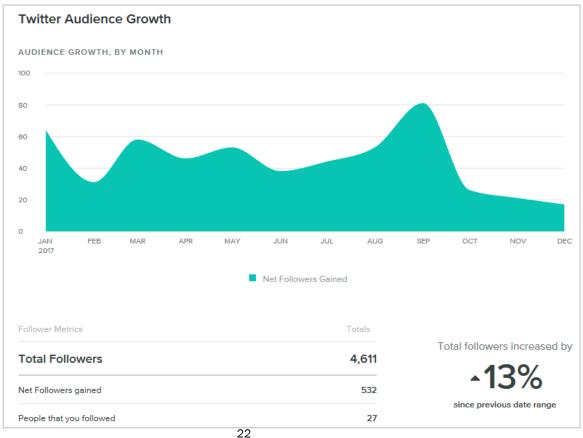
Sprout Social: Facebook Audience Growth 2017



Sprout Social: Twitter Impressions 2017



Sprout Social: Twitter Audience Growth 2017



Objective #4 - Measurement for 2017

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	 In 2017, MetroPlan Orlando created various new items for public outreach. Highlights include: Analyzed feedback from 1,705 respondents and wrote a comprehensive report on findings from the community survey. This report and public input was used to develop various design concepts for the road. Annual Report: 20th anniversary issue entitled 20 Years of Leadership (see description in Objective #1 dashboard) Getting Around e-newsletter Several editions of the Corrine Drive Complete Streets Study newsletter MetroPlan Orlando created a special social media campaign for FDOT Mobility Week called #Mayors4Mobility. We took photos of MAC members and highlighted the mayors' support of transportation options on Twitter and Facebook. 	Staff continues to be proactive in creating products for community outreach.
Visualization	In 2017, MetroPlan Orlando created new visualizations for public outreach. Highlights include: New website: Our new website is much more visual than the last one, containing more graphics and videos. The site is also fully responsive, adapting to any screen size. This better accommodates mobile users. (See Objective #2 dashboard for more details) MetroPlan Orlando received recognition from the Florida Public Relations Association (FPRA) for various visualization projects, including: 1) Image Award (best in category) for new website; 2) Grand Image Award (best in division for digital tools of public relations) for the new website; 3) Image Award (best in category) for the annual report; 4) Grand Image Award (best in division for printed tools of public relations) for annual report; and 5) Image Award (best in category) for transportation disadvantaged video. Worked with graphic designer to create logos for our complete streets projects New video: Created a video for the Corrine Drive Study workshop which outlined what attendees could learn at each station and showcased the pride the community felt for	Staff reached a major visualization milestone by launching a brand new website this year.

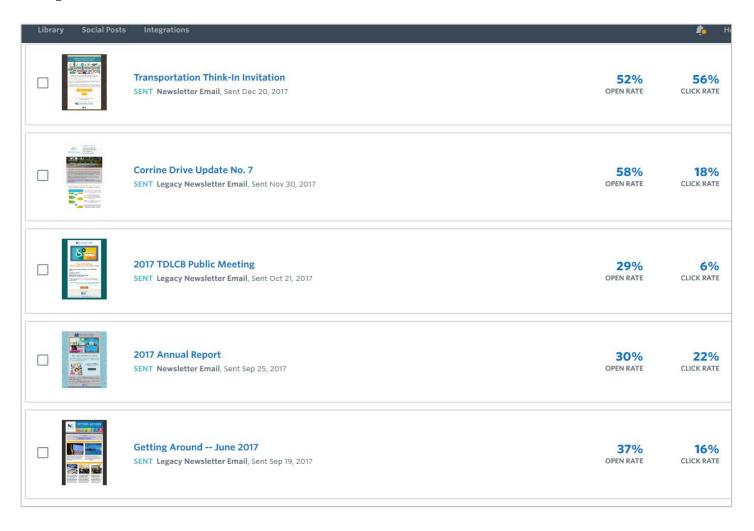
	 the neighborhood. The video was posted to MetroPlan Orlando's YouTube channel for use after the workshop. Also for the Corrine workshop, 16 visually-appealing posters were created to convey important statistics from technical data and feedback from community survey. 	
Overall Activity	MetroPlan Orlando continued to use plain language and visualization in its outreach efforts – both in hard copy publications and online.	Successfully met this objective.

Objective #5 - Measurement for 2017

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 29 emails during 2017, including 4 newsletters and 2 surveys, along with other announcements and invitations that were sent out to members of our subscribers list. We also started a newsletter for a specific project, which was popular. These averaged an open rate (emails opened) of about 40% and a click-through rate (links clicked on) of about 23%, well above the transportation industry averages of 17% and 15%.	
Build & Maintain Database of Contacts	We added 786 contacts to our subscribers in 2017 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 of contacts and activel reaching out to potential subscribers.	
· · · · · · · · · · · · · · · · · · ·		Met the objective in terms of content production, audience growth, and engagement.

Sample of Emails Sent

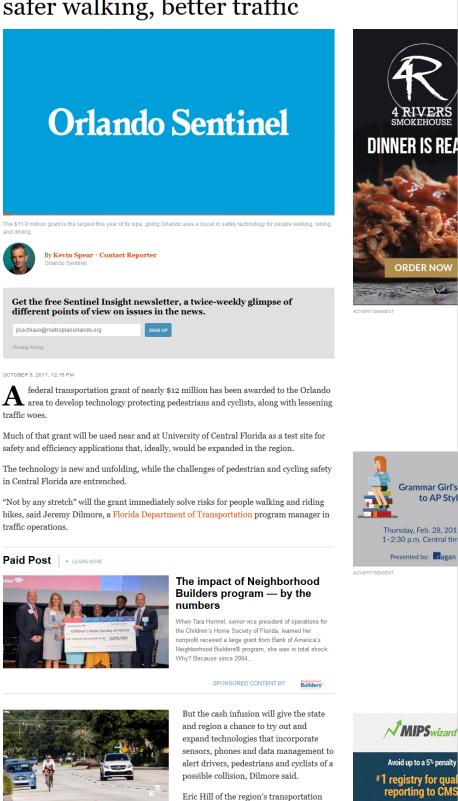


Objective #6 - Measurement for 2017

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	In 2017, we conducted a briefing for the Orlando Sentinel transportation reporter to catch him up on several topics of interest to him, including express lanes, bus rapid transit, and roundabouts. MetroPlan Orlando worked with Best Foot Forward and partner PlOs to plan and execute a media strategy related to the release of a national pedestrian safety report. This included creating a pedestrian safety fact sheet and posting extensive information on our website.	We continue to conduct media briefings for reporters as needed. We also work with partners to provide comprehensive information to the media.
Expand outreach channels	Our new website has a news blog, which allows us to inform the community and members of the media of newsworthy transportation information. The new format is much more visual than the previous site, allowing the posting of feature photos and graphics. In 2017, 26 news items were posted, including announcements for public meetings and requests for proposals. MetroPlan Orlando received exciting news that we received a \$11.9 million FHWA safety and technology grant– the largest award in the nation for 2017 grantees. Staff worked hard to create a fact sheet highlighting emphasis areas of the grant. We collaborated with UCF and FDOT, the two other partners to create a media release announcing the award.	Posted 26 items to our updated website's news blog, including fact sheets. Expanded our reach by working with partners.
Overall Activity	From Jan. 1, 2017 through Dec. 31, 2017, 78 articles included mentions of MetroPlan Orlando, including 64 print stories and 14 broadcast stories . Highlights include: • Articles in the Orlando Sentinel, UCF Today and others on the \$11.9 million safety and technology grant (see above for details) • Articles in Spanish publication on new board chairwoman from Osceola and Kissimmee's Bike Bonanza	Exceeded objective by 54 print articles and 6 broadcast stories.

Orlando area wins \$11.9 million grant for safer walking, better traffic



pedestrian accidents.

planner, MetroPlan Orlando, said the technology development also will be done in Pine Hills, the community west of Orlando with a higher rate of

UCF Helps Lead \$12M Smart Transportation **Project**

New Safety Features Coming to Campus and Central Florida



CF will help advance several intelligent transportation system technologies across Central Florida aimed at enhancing pedestrian safety and easing congestion, thanks to a nearly \$12 million federal grant.

The Federal Highway Administration just awarded \$11.9 million to a team of experts from the Florida Department of Transportation (FDOT), the University of Central Florida, and MetroPlan Orlando to test several smart cities transportation technologies locally and make recommendations, which could lead to national models.

Because Orlando is a rapidly-growing region, as well as one of the world's busiest tourism destinations, it offers an ideal place to test out technologies that show promise.

"Partnerships are powerful," said Engineering Professor and Chair of the Civil, Environmental and Construction Engineering Department Mohamed Abdel-Aty, who leads the Smart Cities initiative at UCF. "That's why this is possible. And because UCF is a little city, we are in a good position to test these technologies in real world situations. The goal is to improve pedestrian safety and congestion. We aim to become a showcase for the future."

UCF will use its research capabilities and existing Smart Cities initiative to advance the project, while leading data collection and analysis efforts. In addition to being liaison with state and federal governments, FDOT will ensure the project can be scaled appropriately for other locations and applications and will contribute software development, operations, and data management expertise. MetroPlan Orlando will make sure projects meet their intended purposes and will facilitate collaboration among agencies and local governments.



Kissimmee celebró Bike to Work "BONANZA"

Por **admin** - Marzo 31, 2017



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f Compartir en Facebook









Kissimmee, FL – The Kissimmee Bike Bonanza se celebró el viernes, 24 de marzo de 2017, en el programa The Kissimmee Main Street y reThink Your Commute, el programa de asistencia al viajero del FDOT, junto al Condado Osceola organizaron la primera "Bike to Work Day". Viajeros que vivian y trabajaban en el área de Kissimmee estuvieron invitados a tomar su bicicleta y casco, inflar sus neumáticos y unirse a Kissimmee Bike Bonanza en el Lakefront Park. Los participantes disfrutaron de un circuito de dos millas a través del centro de Kissimmee junto a colegas, vecinos y amigos. El evento comenzó a las 8:00 a.m. en el Lakefront Park.

Durante el evento, los medios de transporte en el lugar permitieron a los residentes y viajeros a aprender más sobre sus opciones de viajes en LYNX, Bike/Walk Central Florida, MetroPlan Orlando y Evolve Bicycles. KUA donó una tarjeta de regalo para una bicicleta nueva, casco y equipo de luces.

NEWS



Three Kings in

admin - Diciembre 30, 20

Los 3 Reyes Magos lleg de enero a partir de las familia a Old...



Chr Dicie



Chr Dicio



Cor réc Cer



La comisionada Grieb del condado Osceola fue electa presidente de la Junta de MetroPlan Orlando para el año 2018













Osceola Commissioner Cheryl Grieb, center, with Seminole County Commissioner Bob Dallari and Orange County Commissioner Pete Clarke

Condado Osceola, FL – La Comisionada Cheryl Grieb del condado Osceola fue electa como presidente de la Junta de MetroPlan Orlando esta semana. "Es un honor asumir el liderazgo de MetroPlan Orlando para el 2018, ya que la organización desempeña un rol clave en desarrollar la infraestructura de la transportación regional", dijo Grieb. "Estoy deseosa de colaborar con mis colegas de esta Junta, así como su personal, en el año que viene para propulsar una agenda efectiva para la transportación regional."

MetroPlan Orlando dirige los esfuerzos de planificación del transporte en Orange, Osceola y Seminole, para diseñar un futuro sistema que ofrezca opciones de viaje. Como la organización de planificación metropolitana del Centro de la Florida, la organización también establece prioridades y determina cómo se utilizan en la región los dólares de transportación federales y estatales.

La Comisionada Grieb sirvió como vicepresidente en el año 2017, y también como secretaria-Tesorera en el 2016. El Comisionado del condado de Orange, Pete Clarke, fue electo como vicepresidente. El comisionado del condado de Seminole, Bob Dallari, servirá como secretario-Tesorero.

Los nuevos oficiales comenzarán sus funciones en enero. La primera reunión de la Junta MetroPlan Orlando en 2018 será el 14 de febrero. Para más información visite https://metroplanorlando.org.



Three Kings in Osceola

admin - Diclembre 30, 2018

Los 3 Reyes Magos llegarán a Osceola el próximo 6 de enero a partir de las 10am, asiste con toda tu familia a Old...



Christmas Events

Diclembre 23, 2018



Christmas Events Diciembre 23, 2018



Conciertos hispanos rompen récord en la historia del Amway Center

Diciembre 22, 2018



Conferencia de prensa celebración del día de Reyes er Osceola

Diciembre 11, 2018

Objective #7 - Measurement for 2017

Meet all federal and state requirements for public involvement.

MEASUREMENT = FDOT & FHWA Certification		
Activity	Comments & Examples	Evaluation
Identify Outreach Opportunities	The following are excerpts from FDOT's 2017 Joint Certification Report regarding MetroPlan Orlando's public involvement: "The MPO staff continues to update and modify the MPO website with a new website launched in January 2017. Staff is committed to informing the public and members about the planning process and uses their website as a tool to disseminate information." "MetroPlan Orlando continues to take reasonable steps to ensure that all persons, including those with disabilities or language barriers, have meaningful opportunities to participate." "During 2016 MetroPlan Orlando MPO improved their visualization efforts by creating five new videos to use in their outreach efforts online." "The MPO is to be commended on their initiative to host a Transportation Disadvantaged (TD) Riders Forum in November 2016."	The FDOT certification report commended MetroPlan Orlando's public involvement efforts.
Foster Regional Partnership	The following are excerpts from FDOT's 2017 Joint Certification Report confirming MetroPlan Orlando's commitment to fostering regional partnerships: "The MetroPlan Orlando MPO is to be commended for their continued coordination efforts with the Florida Department of Transportation, Local Governmental Agencies, Regional Planning Agencies, and other Transportation Agencies to support the initiatives needed to support a vibrant transportation system in Orange, Osceola, and Seminole Counties." "This action [re-adopting LRTP] will mitigate duplicative efforts this action shows how cooperative the MPO is to work with and how they are thinking more regionally."	The FDOT certification report commended MetroPlan Orlando's regional coordination and partnership efforts.
Overall Activity	MetroPlan Orlando participated in a joint certification review with the Florida Department of Transportation (FDOT) on January 30, 2017. Based on this meeting and an evaluation, FDOT recommended certification of MetroPlan Orlando and its metropolitan planning process.	Successfully met this objective.

Plan Checklist 2017

PUBLIC INVOLVEMENT & TRANSPORTATION PLANNING		
PLAN / PROGRAM	CHECKLIST ITEMS COMPLETED	COMMENTS
Long Range Transportation Plan	N/A	2040 LRTP passed in late 2015
LRTP Substantial Amendment	 For 1 substantial amendment: Information on website as part of CAC full agenda, 7 days before committee review Public meeting held on June 5 Board approval on June 14 Information made available on website for public comment Substantial amendment 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.
For 1 non-substantial amendment: Information published 7 days prior to committee review, as part of April 26 CAC agenda Amendment Amendment reviewed by advisory committees Approved by board May 10 Comment period available Amendment published on MetroPlanOrlando.org		All items on checklist met within time frames. No specific information provided on public comment procedure other than at board and committee meetings, but contact information included on website and meeting agendas. Material from MetroPlanOrlando.org and committee and board agendas are available if more information is needed.

Prioritized Project List	 Draft PPL published on the MPO website as part of the full agenda for the June 28 Community Advisory Committee meeting – 7 days before committee review process began. Board approved FY2023-2040 PPL at July 12 meeting, after public comment period. Contact information for MPO available on website and meeting agendas. Approved document posted on website's PPL page. 	All items on checklist met within timeframes. No specific comment invitation was posted for people unable to attend a meeting, but contact information available on website and agendas. Material from MetroPlanOrlando.org and committee and board agendas are available, if more information is needed.
Transportation Improvement Program	 Draft plan put on website Draft presented to advisory committees Public meeting on June 5 Board adopted plan July 12 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	 For 1 emergency amendment: Board chairman notified Chairman signed resolution Board ratified amendment Amendment published on website 	All items on checklist met within time frames. Material from MetroPlanOrlando.org and committee and board agendas are available if more information is needed.
TIP Non-Emergency Amendment	For 8 amendment items on 5 agendas: Information published 7 days prior to committee review Amendment reviewed by advisory committees Approved by board Comment period available Amendment published on website	All items on checklist met within the timeframes. Amendments approved by the board in February and May were for the FY2017-2021 TIP. Amendments approved in October, November, and December were to the FY 2018-2022 TIP. Material from MetroPlanOrlando.org and committee and board agendas are available, if more information is needed.

Budget amen FY2017 budg the board in F and May (alor budget amen in June for the Budget amen Unified Planning Work Program Published agenda Approved after a per comment Published	
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