

2018 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	<p>With a change in executive leadership in 2018, MetroPlan Orlando continued full steam ahead on public involvement, participating in 65 outreach events and 95 events held by our partners. We focused on involving non-transportation stakeholders and continued to fulfill our role as conveners by hosting other events that brought together different interests from across the region.</p> <p>We also fully implemented a youth outreach program using a software called StreetMix, which allows students to design their own road and become familiar with Complete Streets principles.</p>	<p>As the organization continues to integrate health into transportation planning, engaging non-transportation audiences will be a priority – particularly in the public involvement for our 2045 Metropolitan Transportation Plan in 2019.</p>
New Techniques Initiated This Year	<p>We tested a new digital platform this year to gather public input on several design options for a Complete Streets project. This was very successful, engaging more than 1,000 people and gathering more than 1,000 comments on the various designs.</p>	<p>In the future, we'll look at how to integrate similar digital outreach tools to expand our reach throughout the three-county area.</p>
Number of Objectives Met or Exceeded	<p>We met or exceeded all of our objectives, with the exception of some benchmarks in Objective 3 (social media).</p>	<p>We suspect Facebook social media objectives fell short in 2018 because of a change in the Facebook algorithm that was implemented in January. One factor affecting growth of Twitter following may be that our audience size is maturing. Future PIPs should revisit how social media success is measured and the type of content we post.</p>

Objective #1 – Measurement for 2018

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

MEASUREMENT = Outreach Event Listing		
Activity	Comments & Examples	Evaluation
Outreach Events	<p>We participated in 65 outreach events during 2018, including 47 presentations done by MetroPlan Orlando staff members to community groups and 20 community events where we had a presence such as a booth. We also participated in an additional 95 regional events held by partner agencies.</p> <p>Examples of outreach events include:</p> <ul style="list-style-type: none"> • Holding an event called <i>Transportation Think-In</i> as part of a FHWA grant. This event brought dozens of community leaders together to discuss how transportation can support health, environmental sustainability, and resiliency in Central Florida. They had a lot of ideas, which made for a lively day of sharing and brainstorming. This was a major effort to begin conversations with non-transportation partners about major regional issues, such as health and sustainability. Attendees included representatives from transportation, housing, health, philanthropy, tourism, nonprofit, and business sectors. • Held a series of pop-up meetings for phase two of the Corrine Drive Complete Streets Study. These supported a large-scale online effort to obtain feedback on various design concepts for the road (see below for more details). • 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. • Served as the host organization for the National Association of Regional Councils conference. • Hosted a meeting moderated by Congresswoman Stephanie Murphy, featuring two senior officials from USDOT. The officials shared information on several federal programs and priorities with MetroPlan Orlando Board members and representatives from transportation agencies in the region. 	Participated in 65 outreach events and 95 additional regional partner events
Seeking & Capturing Citizen Input	<p>Highlights of gathering citizen input during the year included:</p> <ul style="list-style-type: none"> • Last year, we piloted the use of StreetMix to engage students by allowing them to design their own roads on iPads. The success of the pilot led to us fully implementing this method in this year's student outreach. We used it in 2018 for a range of events, including a STEM (Science, Technology, Engineering, Math) event at Valencia College, which is a Minority Institution of Higher Education, and also at an elementary school STEAM (STEM +Arts) night. 	Personally engaged approximately 4,589 people, and many more online (see Objective 2)

	<ul style="list-style-type: none"> Developed a survey for ACCESS LYNX riders and obtained 338 responses via Survey Monkey. The survey asks riders to characterize their last trip on the paratransit service and asks about customer service, accessibility and overall level of service. MetroPlan Orlando analyzed the responses and presented findings at the annual Transportation Disadvantaged (TD) public meeting, hosted by the TDLCB. Used a new digital tool called Neighborland for collecting feedback online on design concepts for a complete streets study (see Objective 4 dashboard for more details). This allowed us to collect public input around the clock during the comment period. We supported this online effort with a series of pop-up meetings in the corridor where the community could chat with the project team fact to face. 	
Underserved Outreach	<p>During 2018, 11 of our 65 outreach events (about 17%) specifically included public involvement with underserved communities. Examples of underserved outreach include:</p> <ul style="list-style-type: none"> Participated in a huge event called <i>Discover Osceola</i>, which drew about 2,500 attendees. The event helps new residents connect with various community resources such as government organizations and nonprofit services. We had iPads set up at our table with a brief transportation survey that went with the event theme. A visually-appealing poster invited attendees to take the survey in English and Spanish, since there is a large population of folks with limited English proficiency (LEP) in Osceola County. Presented pedestrian and bicyclist crash data at a community meeting in Pine Hills hosted by Florida Representative Bruce Antone. Hosted a statewide training session and peer exchange conducted by FHWA and FDOT related to Title VI and nondiscrimination for representatives from MPOs across the state 	Participated in 11 outreach events with underserved communities
Annual Report	MetroPlan Orlando's 2018 annual report was themed <i>Powered by People</i> . This report focused on introducing our new executive director, Gary Huttman, to the community. It was initially distributed at the September MetroPlan Orlando Board meeting. After that, hard copies were mailed to elected officials, industry stakeholders, and business people, and a digital copy was emailed to our community database.	Distributed in Sep. and used at speaking events for the rest of the year
Overall Activity	MetroPlan Orlando had a solid community outreach year in 2018, which led to the public having a voice in the transportation planning process. We placed a major emphasis on involving non-transportation stakeholders in transportation planning and continued to fulfill our role as conveners by hosting other events that brought together different interests from the region. We also continued to focus on our board's priority areas, including youth outreach, complete streets, bicycle/pedestrian education and safety.	Exceeded goal by 150% , achieving an average of 5 outreach events per month

Outreach Event Listing: 2018

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
1	Altamonte Rotary: Presentation on transportation mega-projects	1/18/18		X		20
2	Pop-Up Meeting for Corrine Drive Study: Audubon Park Community Market	1/22/18	X			60
3	Northlake Elementary School STEAM Night (Science, Technology, Engineering, Arts & Math)	2/1/18	X			800
4	Pop-Up Meeting for Corrine Drive Study: Baldwin Park First Friday Festival	2/2/18	X			70
5	Judging the Seminole County Science Fair	2/3/18	X			n/a
6	Transportation Think-In, hosted by MetroPlan Orlando	2/7/18		X	X	80
7	Judging the Orange County Science Fair	2/14/18	X			n/a
8	Colonialtown North Neighborhood Association: Presentation on long range transportation planning	2/15/18		X		25
9	Women in Transportation Seminar (WTS) Central Florida Quarterly Luncheon: Panel discussion on complete streets	2/22/18		X		65
10	Pop-Up Meeting for Corrine Drive Study: Leu Gardens	2/24/18	X			50
11	STEM Day at Valencia College Lake Nona campus: Careers in transportation planning & Streetmix design your own street	2/27/18	X		X	n/a
12	Pop-Up Meeting for Corrine Drive Study: East End Market	3/3/18	X			50
13	Pop-Up Meeting for Corrine Drive Study: Redlight Redlight	3/8/18	X			60
14	Transportation Roundtable hosted by U.S. Representative Soto	3/9/18		X		10
15	Visit from Canadian College Students: Presentation on transportation planning in Central Florida	3/12/18		X		10
16	Kissimmee Bike Bonanza	3/22/18	X		X	75
17	UCF Urban and Regional Planning Distinguished Lecture Series, Spring 2018 – Moderated panel for program called <i>Built It, Hack, It, Share It! Making Data Work for Policy Change</i>	4/5/18		X		115
18	SMPS Program: The New Leaders of the I-4 Corridor	4/10/18		X		150
19	Leadership Osceola: Presentation on Central Florida transportation planning	4/11/18		X	X	35
20	Spectrum Central Florida News 13 Live Town Hall on transportation infrastructure	4/25/18		X		n/a

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
21	FHWA Webinar on Using Crash Types to Understand Pedestrian and Bicyclist Safety	4/30/18		X		160
22	Meeting with USDOT officials hosted by MetroPlan Orlando to discuss federal transportation policy	5/2/18	X			35
23	Apartment Association of Greater Orlando, Multi-Family Developers Council: Presentation on MetroPlan Orlando & our Upcoming SunRail / Transit-oriented Development Research Study	5/4/18		X		20
24	Pine Hills Community Meeting hosted by Florida Representative Bruce Antone: Presentation on Pedestrian and Bicyclist Crash Data & Causes	5/15/18		X	X	12
25	MetroPlan Orlando Transportation Improvement Program public meeting	6/11/18		X		15
26	National Association of Regional Councils (NARC) conference session on Innovations in Transportation	6/5/18		X		25
27	New York State Association of MPOs web conference: Presentation on MetroPlan Orlando's TSMO Program	6/12/18		X		15
28	Florida Section of Institute of Transportation Engineers (ITE): Moderated town hall on equity and transportation	6/14/18		X		25
29	Florida Section of Institute of Transportation Engineers (ITE): Presentation on TSMO & MPOs	6/15/18		X		25
30	Institute of Transportation Engineers HQ: Presentation on Transportation & Health	7/17/18		X		20
31	Spectrum Central Florida News 13 Live Town Hall on autonomous vehicles	8/9/18		X		n/a
32	Downtown Orlando Partnership Lunch and Learn: Panel discussion on transportation in downtown Orlando and agency collaboration	8/21/18		X		100
33	reThink Downtown Commute Update: Presentation to tenants at SunTrust property	8/22/18		X		12
34	Open House Reception Honoring Retirement of Harry Barley and Welcoming New Executive Director Gary Huttman	8/23/18	X			200
35	Florida Transportation Commission Workshop: Presentation on public transit challenges	9/7/18		X		40
36	APA Florida Conference: Presentation called <i>Ripped from the Headlines: A Planner's Perspective</i>	9/12/18		X		125
37	Florida League of Cities Transportation & Intergovernmental Relations	9/14/18		X		30

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
	Committee: Presentation on 21st Century Transportation System					
38	Discover Osceola, hosted by Community Vision	9/19/18	X		X	2,500
39	Tri-County League of Cities: Transportation update presentation	9/20/18		X		70
40	West Orange Chamber Economic & Governmental Advocacy Committee: Presentation on <i>Planning Today to Shape Tomorrow</i>	9/28/18		X		10
41	Northlake Elementary School STEAM Night (Science, Technology, Engineering, Arts & Math)	9/28/18	X			650
42	Federal Motor Carrier Safety Administration listening session, hosted by MetroPlan Orlando	10/2/18	X			100
43	Hillsborough MPO Board meeting: Presentation on TSMO program	10/2/18		X		30
44	Orange County Disability Advisory Board: Presentation on role of the Transportation Disadvantaged Local Coordinating Board	10/8/18		X	X	10
45	Walk to School Day at Sadler Elementary School with Cmsr. Siplin	10/10/18	X		X	75
46	Florida Public Relations Association class: Presentation on MetroPlan Orlando & managing relationships	10/15/18		X		5
47	Blind Americans Equality Day (White Cane Day) event: Presented resolution from the MetroPlan Orlando Board in support of the day	10/15/18	X	X		50
48	UCF Public Administration class, Fall 2018 semester: Presentation on <i>Planning Today to Shape Tomorrow</i>	10/16/18		X		40
49	ENO Mid-level Executive Leadership Panel	10/18/18		X		35
50	Quality Assurance Task Force: Presentation on <i>Title VI Program: Nondiscrimination & Language Plan</i>	10/23/18		X	X	15
51	Community Advisory Committee: Presentation on <i>Title VI Program: Nondiscrimination & Language Plan</i>	10/24/18		X		35
52	Transportation System Management & Operations Advisory Committee: Presentation on <i>Title VI Program: Nondiscrimination & Language Plan</i>	10/26/18		X		30
53	Technical Advisory Committee: Presentation on <i>Title VI Program: Nondiscrimination & Language Plan</i>	10/26/18		X		45
54	Florida Dept. of Health in Seminole County's first Bike to Work Day, hosted by reThink	10/26/18	X			15
55	Municipal Advisory Committee: Presentation on <i>Title VI Program: Nondiscrimination & Language Plan</i>	11/8/18		X		15

#	Name of Event	Date	Event?	Presentation?	Underserved?	Attendance
56	MetroPlan Orlando Board: Presentation on <i>Title VI Program: Nondiscrimination & Language Plan</i>	11/14/18		X		50
57	Presentation to AMPO AV Working Group on MetroPlan's Connected and Autonomous Vehicle study	11/14/18		X		25
58	Public Meeting: Transportation Disadvantaged Local Coordinating Board annual public meeting, including presentation on paratransit rider survey	11/15/18	X	X	X	50
59	TDLCB: Presentation on <i>Title VI Program: Nondiscrimination & Language Plan</i>	11/15/18		X	X	50
60	Moderated a breakout session at Florida Autonomous Vehicle Summit	11/27/18		X		30
61	Presentation to FHWA's Making Healthy Connections Framework Technical Assistance webinar on <i>Health and the Corrine Drive Study</i>	11/28/18		X		65
62	Presentation at Best Foot Forward Orange County planning workshop on pedestrian/bicycle crash trends in 2018	12/5/18		X		15
63	BFF Osceola workshop	12/10/18		X		12
64	Volunteer Appreciation holiday reception & toy drive benefiting Great Oaks Village	12/14/18	X			30
65	Presentation on Transportation Systems Management & Operations at TBARTA MPOs CCC Board Meeting	12/14/18		X		25
	TOTAL = 65 outreach events		20	47	11	4,589

TOTAL = 65 outreach events personally engaging more than 4,500 people, including:

- **20 events**
- **47 presentations**
- **11 outreach events with underserved communities**
- **Monthly average = 5 events; beating objective of two events per month by 150%**

Regional Partner Events

#	Name of Event	Date
1	Corrine Drive Study Briefing: Orange County Cmsr. Bonilla	1/5/18
2	Corrine Drive Study Briefing: Winter Park Mayor Leary	1/8/18
3	Corrine Drive Study Briefing: Orange County communication staff	1/10/18
4	Corrine Drive Study Briefing: Leu Gardens Executive Director Robert Bowden	1/11/18
5	Corrine Drive Study Briefing: Orlando communication staff	1/16/18
6	Corrine Drive Study Project Visioning Team meeting	1/17/18
7	Corrine Drive Study Briefing: Orlando executive staff	1/19/18
8	Central Florida MPO Alliance	1/19/18
9	State of Volusia County program	1/22/18
10	Community Advisory Committee New Member Orientation: Kayla Mitchell (multimodal advocate)	2/22/18
11	Community Advisory Committee New Member Orientation: Carmen Rasnick (non-voting alternate)	2/26/18
12	Community Advisory Committee New Member Orientation: Jeff Piggrem (non-voting alternate)	2/28/18
13	LYNX Board meeting	2/1/18
14	Best Foot Forward steering committee	3/7/18
15	Central Florida Commuter Rail Commission meeting	3/29/18
16	Best Foot Forward steering committee	4/4/18
17	Call with National Association of Regional Councils	4/16/18
18	Media Briefing with new reporter from Central Florida News 13	4/17/18
19	Central Florida Expressway Authority board meeting	4/12/18
20	Space Coast TPO board meeting	4/12/18
21	Tri-County League of Cities program	4/19/18
22	Meeting with LYNX TD staff	4/23/18
23	Ocala-Marion TPO board meeting	4/24/18
24	CFX Public Hearing: SR 408 Extension	4/26/18
25	American Lung Association conference call	4/25/18
26	Space Coast TPO TAC	5/7/18
27	Lake-Sumter TPO TAC	5/9/18
28	Space Coast TPO Board	5/10/18
29	Best Foot Forward steering committee	5/10/18
30	Civil Rights and MPO/LAP Roundtable FY 2018 Title VI / Nondiscrimination Training and Roundtable Sessions conducted by FHWA and FDOT	5/18/18
31	State of Orange County address	5/18/18
32	American Lung Association conference call	5/30/18
33	Central Florida Commuter Rail Commission meeting	5/31/18
34	NARC Public Involvement Working Group	6/5/18
35	Bicycle/Pedestrian Action Plan Working Group kick-off meeting	6/12/18
36	Meeting with Polis Institute	6/26/18
37	American Lung Association conference call	6/27/18
38	Corrine Drive Study Briefing: Orlando Commissioner Stuart	7/16/18
39	Corrine Drive Study Briefing: Orlando Commissioner Sheehan	7/17/18
40	Corrine Drive Study Briefing: Orange County transportation staff	7/18/18
41	Corrine Drive Study Briefing: Orange County Commissioner Bonilla	7/23/18
42	Media Briefing for new Orlando Business Journal reporter	7/24/18
43	Corrine Drive Study Briefing: City of Orlando transportation staff	7/25/18
44	American Lung Association conference call	7/25/18
45	Corrine Drive Study Briefing: City of Winter Park transportation staff	7/26/18
46	SunRail Southern Expansion Grand Opening Celebration	7/28/18
47	SunRail Southern Expansion Opening Day	7/30/18

#	Name of Event	Date
48	Corrine Drive Study Project Visioning Team meeting	8/1/18
49	MPOAC	8/2/18
50	Central Florida MPO Alliance directors meeting	8/10/18
51	Bicycle/Pedestrian Action Plan Working Group meeting	8/16/18
52	Tri-County League of Cities roundtable	8/22/18
53	League of Women Voters luncheon	9/12/18
54	Call with Broward MPO re: TRAC and RIDES program	9/14/18
55	FHWA Public Involvement webinar	9/18/18
56	WTS annual scholarship and awards banquet	9/20/18
57	Meeting with ACCESS LYNX team	9/24/18
58	LYNX Oversight Committee meeting	9/27/18
59	Planning call with reThink re: Florida Dept. of Health Bike to Work day	9/28/18
60	Meeting with representative from American Cancer Society	10/8/18
61	Central Florida MPO Alliance meeting	10/12/18
62	Tri-County League of Cities	10/18/18
63	reThink annual meeting	10/23/18
64	Mobility Week: FDOT Multimodal Transportation Workshop	10/30/18
65	Meet & greet with new LYNX chief innovation & sustainability officer	10/31/18
66	Best Foot Forward steering committee	10/31/18
67	TDLCB New Chairman Orientation with Mayor Alvarez	11/1/18
68	MPOAC	11/1/18
69	Field visit to Space Florida & Cape Canaveral Spaceport	11/2/18
70	Meeting with Hotel & Lodging Association representative	11/5/18
71	SunRail Technical Advisory Committee meeting	11/7/18
72	East Central Florida Regional Planning Council meeting	11/7/18
73	Meeting with Kissimmee City Manager	11/8/18
74	Open House for Kittelson Anniversary	11/8/18
75	Meeting with nonprofit Great Oaks Village	11/13/18
76	Wekiva Parkway open house	11/15/18
77	WTS Reception	11/15/18
78	Kissimmee Main Street public meeting	11/15/18
79	Central Florida visitor study project advisory group meeting	11/16/18
80	Screening of documentary <i>Paris to Pittsburgh</i>	12/3/18
81	Osceola Board of County Commissioners meeting	12/3/18
82	Orange County Oath of Office ceremony	12/4/18
83	Orange Board of County Commissioners meeting	12/4/18
84	LYNX Oversight Committee meeting	12/5/18
85	LYNX board meeting	12/6/18
86	New Board Member Orientation: Orange County Cmsr. Mayra Uribe	12/10/18
87	New Board Member Orientation: Orange County Cmsr. Gomez Cordero	12/10/18
88	New Board Member Orientation: Orange County Mayor Jerry Demings	12/10/18
89	FDOT Work Program Public Hearing Outreach Day	12/11/18
90	New Board Member Orientation: Orange County Cmsr. Christine Moore	12/11/18
91	City of Orlando Vision Zero community workshop	12/12/18
92	New Board Member Orientation: Seminole County Cmsr. Amy Lockhart	12/18/18
93	Journey mapping meeting with rethink	12/18/18
94	Orlando City Manager going-away reception	12/19/18
95	FDOT Goldenrod Rd. public meeting	12/20/18

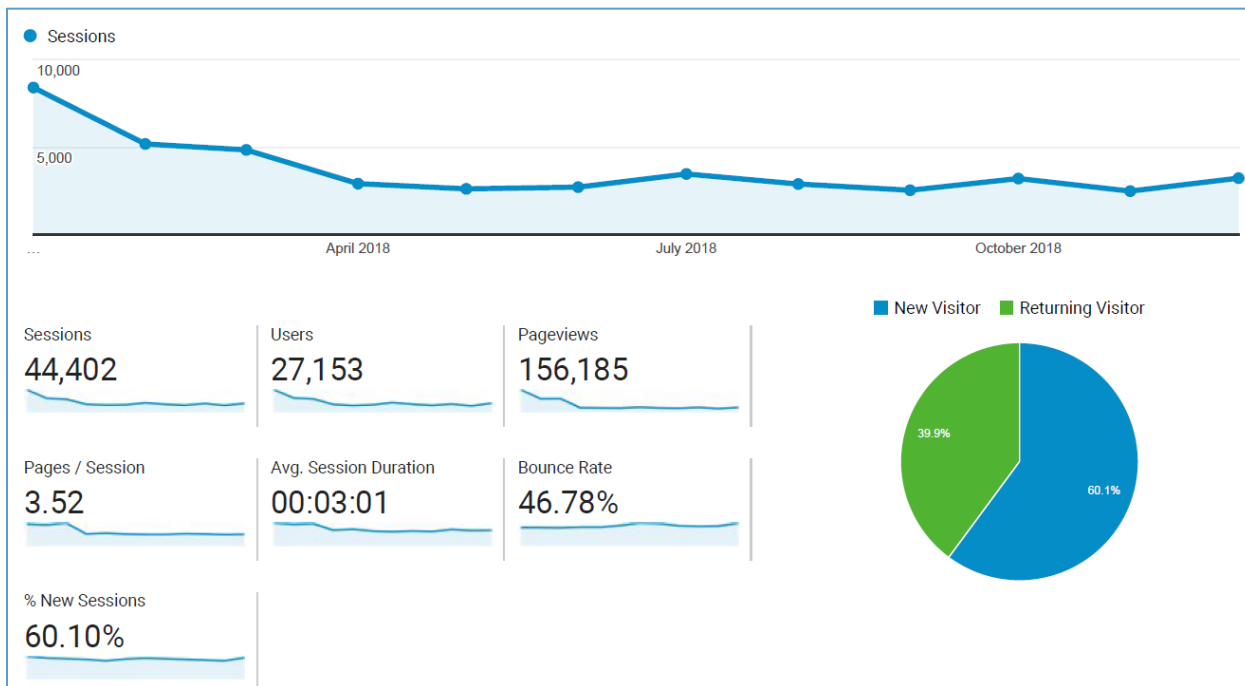
TOTAL REGIONAL PARTNER EVENTS = 95

Objective #2 – Measurement for 2018

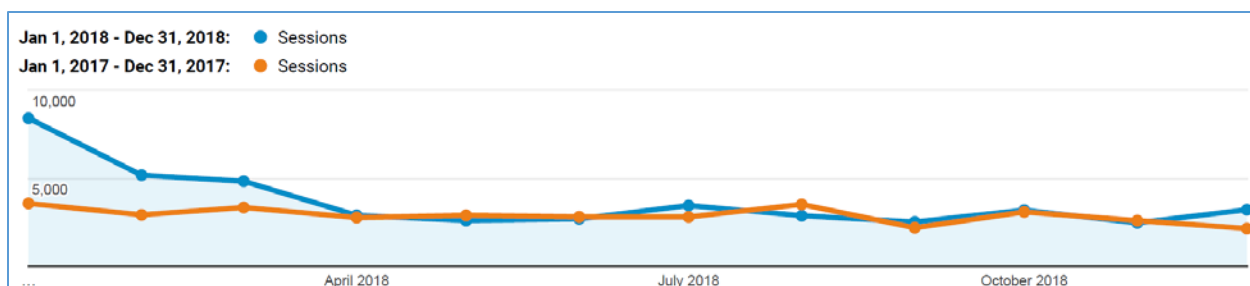
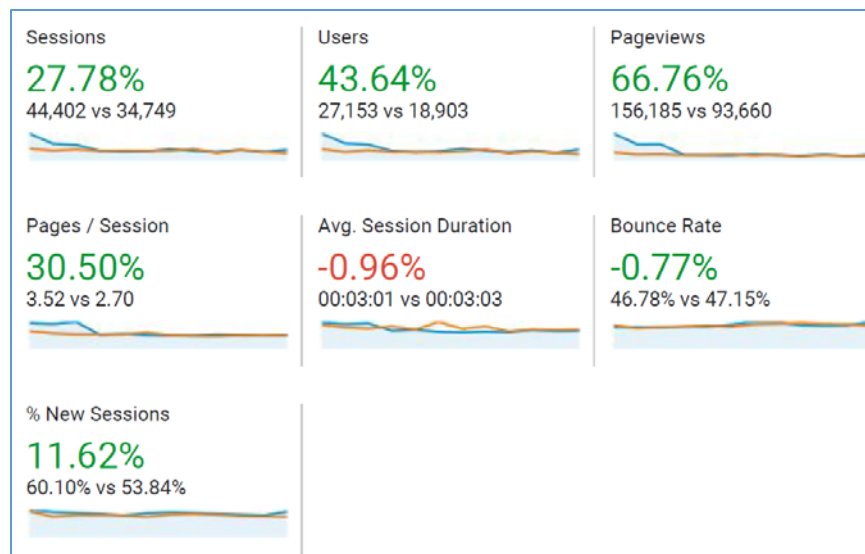
Increase website activity on MetroPlanOrlando.org by five percent each year, encouraging broader outreach and involvement.

MEASUREMENT = Website Analytics: Page Views, Unique Visitors		
Activity	Comments & Examples	Evaluation
Visualization	Adding to MetroPlan Orlando's repertoire of visuals continues to be a priority for us. We produced several new reports with engaging graphics and visualization to tell various aspects of the transportation story during 2018. The reports, icons, and infographics were incorporated into the website, and were used in other contexts such as presentations. One example is our revamped Health & Transportation page, which features a new Health in All Policies graphic demonstrating the link between health and transportation, as well as several new reports.	Visualization efforts continue to strengthen our website as we add fresh material on a regular basis.
Electronic Outreach	<p>MetroPlan Orlando tried a new digital tool for visualization and electronic outreach called Neighborland during the alternatives phase of the Corrine Drive Complete Streets Study. The online platform offered the public the opportunity to comment on and rate each design concept, choose a favorite design concept, and provide comments and feedback on whether they would like to see proposed safety solutions implemented. During the two months we collected public comment, more than 1,000 people participated, and more than 1,000 comments were made on the material.</p> <p>We continue to use video, social media, and Constant Contact emails to point traffic to our website (see Objectives #3 & 5 for details).</p>	<p>MetroPlan Orlando piloted the use of a new digital tool to collect public comment, resulting in participation from more than 1,000 people.</p> <p>In 2018, MetroPlan Orlando's YouTube videos were watched 1,500 times, totaling about 2,700 minutes of viewing time.</p>
Overall Activity	<p>From Jan. 1, 2018 through Dec. 31, 2018, MetroPlanOrlando.org had 156,185 pageviews, 27,153 unique users, and 44,402 sessions.</p> <p>This means that each month, approximately 13,015 pages were viewed by 2,263 different people visiting during an average of 3,700 sessions.</p>	<p>Exceeded our objective by 61.76%. When comparing 2018 to 2017, increased pageviews by 66.76%, users by 43.64%, and sessions by 27.78%.</p>

Excerpt from Google Analytics Report: 2018



Website Analytics Comparison: 2018 vs. 2017



Objective #3 – Measurement for 2018

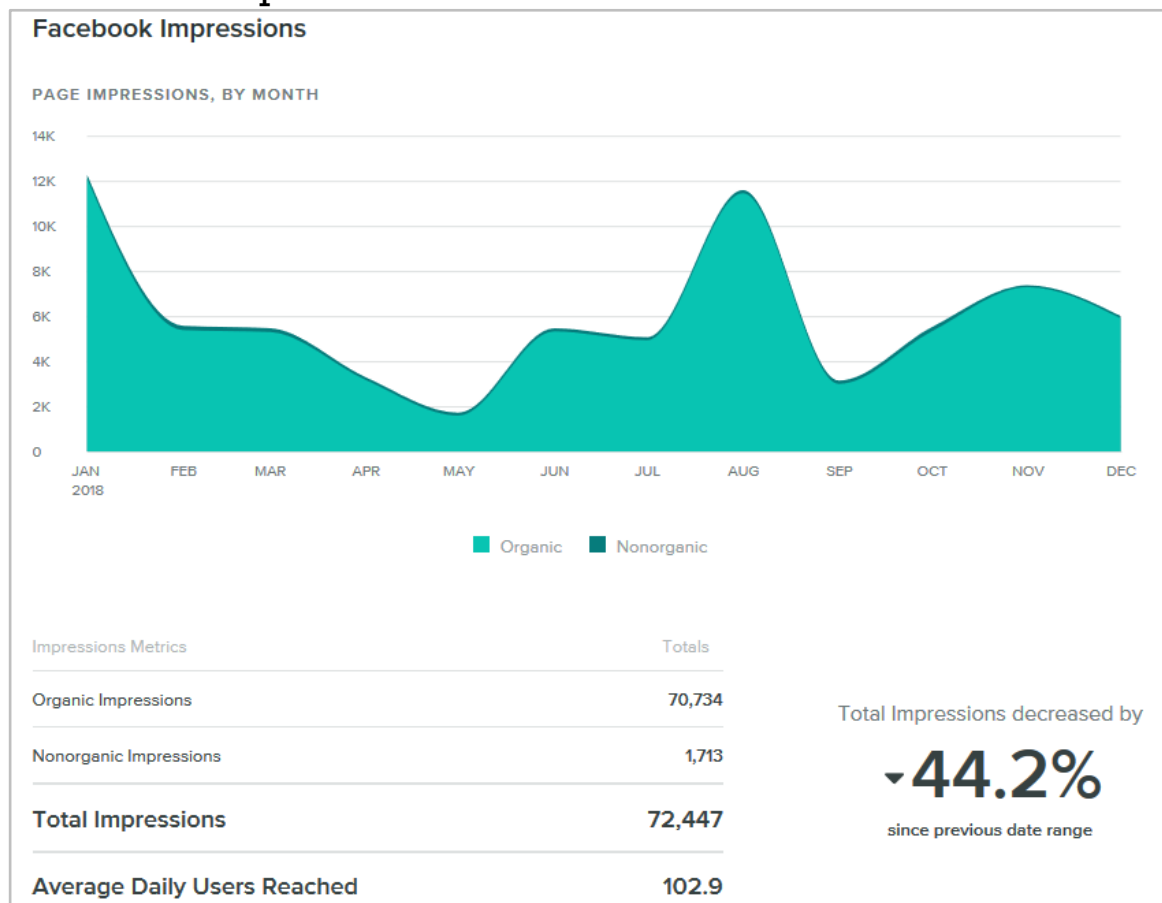
Provide opportunities for round-the-clock public engagement, Increase awareness of the transportation planning process, and offer information on MetroPlan Orlando activities through social media.

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).

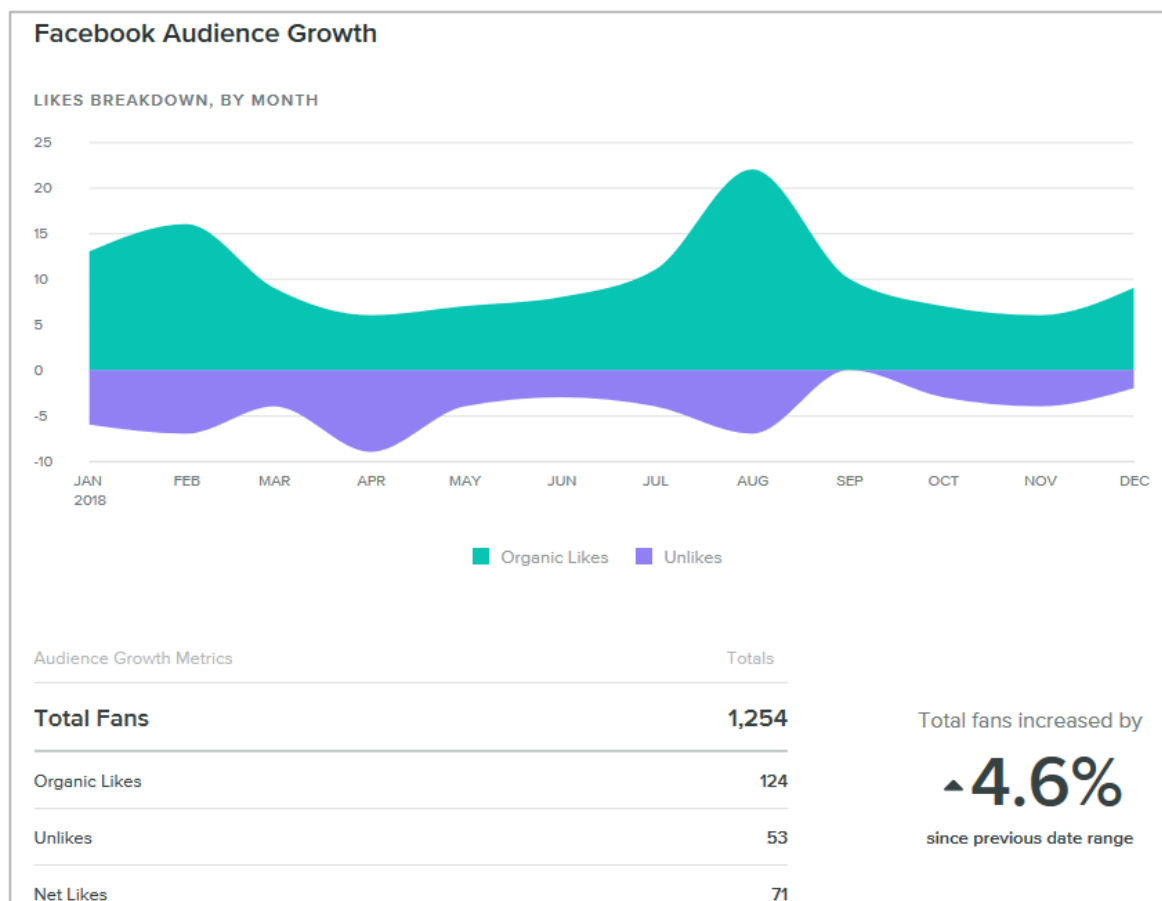
Demonstrate success with Twitter by adding **500 Twitter followers** annually, along with an average of **19,000 total Twitter impressions** (number potential engagements, based on delivery of the organization’s tweets to Twitter users feeds) per month.

MEASUREMENT = Facebook Likes/Impressions, Twitter Followers/Impressions		
Activity	Comments & Examples	Evaluation
Produce & promote content	We produced a total of 133 Facebook posts (94 photos, 39 posts) during the year; we also produced 547 tweets, along with 1 direct message, for a total of 548 posts on Twitter during the year.	Met goal by providing about 57 social media messages per month
Interact with users	We fell short of our goal for Facebook “Likes,” with 71 for the year, and also were short of our goal for average monthly organic impressions with 6,037. On Twitter, we fell short of our goals with 214 net new follows during the year and an average of 18,779 organic impressions. This deficit may reflect our social media outreach’s recent rapid growth, which has captured most of our natural audience, and changing social media habits. We may need to revise growth projections for future PIPs and re-examine the types of content provided.	Fell short of goals on Facebook and Twitter interactions
Overall Activity	Despite falling short of goals set in 2016 , we continued to increase our followers on both of our main social media platforms – Facebook and Twitter. We maintained an active presence on both, offering readers about 2 postings a day between our two platforms. This publishing effort drew attention from our followers, and we had robust 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; fell short of goals for engaging the public via social media

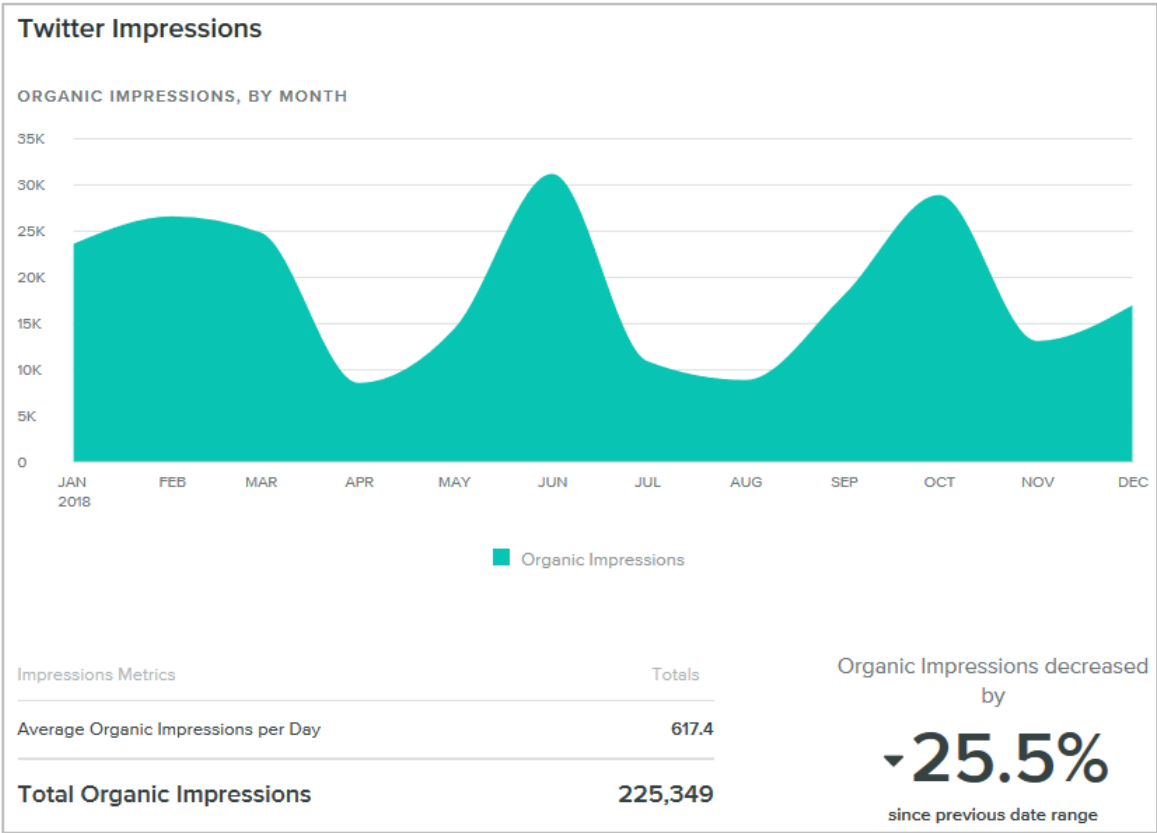
Sprout Social: Facebook Impressions 2018



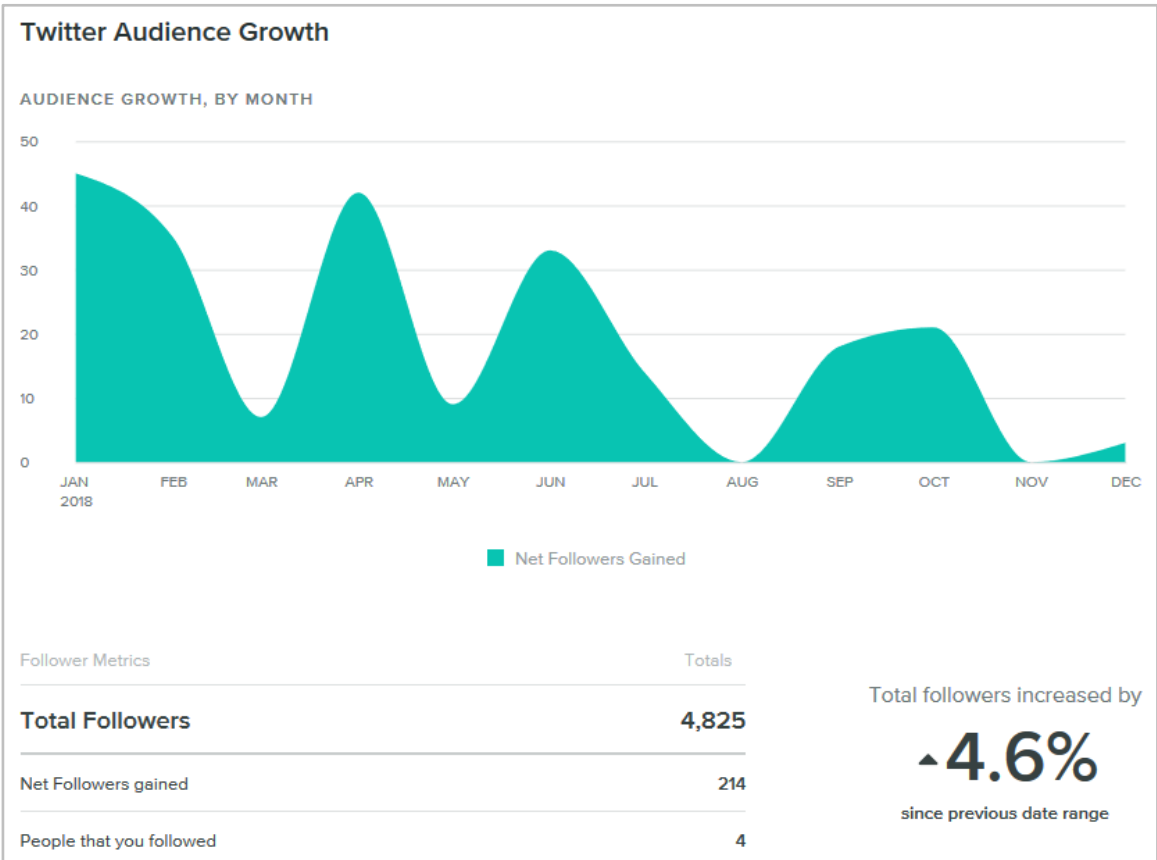
Sprout Social: Facebook Audience Growth 2018



Sprout Social: Twitter Impressions 2018



Sprout Social: Twitter Audience Growth 2018



Objective #4 – Measurement for 2018

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

MEASUREMENT = Event Listing, Newsletter/Website/Social Media/Collateral Content		
Activity	Comments & Examples	Evaluation
Create Outreach Content & Products	<p>In 2018, MetroPlan Orlando created various new items for public outreach. Highlights include:</p> <ul style="list-style-type: none"> • <i>New Title VI Program: Nondiscrimination and Language Plan</i> - This revision combines the Title VI plan and Limited English Proficiency (LEP) plan into one. The language and content was simplified and new graphics were added to make it more public-friendly. • Planners created three white papers to go along with the INVEST/Transportation Think-In project, and public involvement staff provided writing and graphics support. The three easy-to-read and visually appealing papers cover topics of housing, funding, and how MetroPlan Orlando can help frame the future. • Annual Report: <i>Powered by People</i> (see description in Objective #1 dashboard) • <i>Getting Around</i> e-newsletter • Several editions of the Corrine Drive Complete Streets Study newsletter • Created a new page on MetroPlanOrlando.org for LRTP amendments • New Spanish version of our Transportation Disadvantaged (TD) brochure 	Staff continues to develop easy to understand materials, creates content related to themes in the long range plan, and emphasizes outreach to underserved and limited English proficiency communities.
Visualization	<p>In 2018, MetroPlan Orlando created new visualizations for public outreach. Highlights include:</p> <ul style="list-style-type: none"> • Used a new online crowdsourcing platform called Neighborland to gather input on various design options for the Corrine Drive Complete Streets Study. The platform allowed the public to comment on and rate each design concept, choose a favorite design concept, and provide comments on whether they would like to see proposed safety solutions implemented. Over 1,000 people participated. MetroPlan Orlando staff analyzed over 1,000 comments on the material and authored a 51-page report summarizing community feedback. This public feedback will directly influence the draft plan. • MetroPlan Orlando received recognition from the Florida Public Relations Association (FPRA) for various visualization projects, including: an Award of Distinction (meets standard of excellence) for our last annual 	Staff continues to look for new ways to visualize material and expands its visualization toolbox.






	<p>report, an Image Award (top in category) and a Grand All Image Award (top award in the whole competition) for phase one outreach phase of the Corrine Drive Study.</p> <ul style="list-style-type: none"> Wrote a script and began work with our video vendor on a 3-D animated video to visualize the recommended design for Corrine Drive. This will be used at a public workshop and online in 2019. 	
Overall Activity	<p>MetroPlan Orlando strives to use plain language and visualization in its outreach efforts online and on paper.</p>	<p>Successfully met this objective.</p>

Objective #5 – Measurement for 2018

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 19 emails during 2018, including 1 general newsletter, 4 project-specific newsletters and 1 survey, along with other announcements and invitations that were sent out to members of our subscribers list. These averaged an open rate (emails opened) of about 44% and a click-through rate (links clicked on) of about 21%, well above the transportation industry averages of 17% and 15%.	Met the goal, by producing an average of 1.5 emails per month and varying the type of content.
Build & Maintain Database of Contacts	We added 442 contacts to our subscribers in 2018 database, using a variety of methods. In addition to a sign-up option on our website, we offered sign-up sheets at community events and meetings and included an invitation on our surveys for survey respondents to also become email subscribers.	Met the goal by building our list of contacts and actively reaching out to potential subscribers.
Overall Activity	Our communication through email to our subscribers was active and engaging, based on the number of emails sent and the positive reaction of our readers. In addition, we were able to add interested people to the list and increase our outreach. The attached reports and examples from Constant Contact, our email marketing platform, illustrate this further.	Met the objective in terms of content production, audience growth, and engagement.

Sample of Emails Sent

Library Social Posts Integrations			Contact Us	Videos & Articles
<input type="checkbox"/>		Corrine Drive Update No. 11 SENT Legacy Newsletter Email, Sent Jul 17, 2018	66% OPEN RATE	33% CLICK RATE
<input type="checkbox"/>		Executive Director Announcement SENT Newsletter Email, Sent Jul 12, 2018	38% OPEN RATE	18% CLICK RATE
<input type="checkbox"/>		Reminder: 2018 TIP Public Hearing SENT Legacy Newsletter Email, Sent Jun 7, 2018	30% OPEN RATE	11% CLICK RATE
<input type="checkbox"/>		2018 TIP Public Hearing SENT Legacy Newsletter Email, Sent Jun 1, 2018	31% OPEN RATE	15% CLICK RATE
<input type="checkbox"/>		Getting Around -- Spring 2018 SENT Legacy Newsletter Email, Sent Apr 25, 2018	36% OPEN RATE	14% CLICK RATE

Objective #6 – Measurement for 2018

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

MEASUREMENT = Media Clips		
Activity	Comments & Examples	Evaluation
Offer orientation, information & pitches to media	<p>In 2018, we conducted two transportation briefings for new reporters to the Orlando market: one with Spectrum News 13 and one with the Orlando Business Journal.</p> <p>To inform the community and members of the media of newsworthy transportation information, we maintain an active news blog on MetroPlanOrlando.org. In 2018, 23 news items were posted, including announcements for public meetings and requests for proposals.</p>	Conducted 2 orientations for new reporters and posted 23 items to our website's news blog.
Expand outreach channels	MetroPlan Orlando staff members participated in two Spectrum News 13 live town hall programs – one on general transportation issues, and one on autonomous vehicles. The program reached audiences in both the Orlando and Tampa media markets.	We continue to research opportunities to expand outreach channels.
Overall Activity	<p>From Jan. 1, 2018 through Dec. 31, 2018, 67 articles included mentions of MetroPlan Orlando, including 53 print stories and 14 broadcast stories. Highlights include:</p> <ul style="list-style-type: none"> • An in-depth interview on WMFE's (local NPR station) Intersection program regarding the Future of MetroPlan Orlando, featuring our new executive director • Spectrum News 13 Town Halls (see above for more details) • Various articles encouraging the public to voice their opinions on phase two of the Corrine Drive Study 	Exceeded objective by 43 print articles and 6 broadcast stories.

Intersection

INTERSECTION: THE FUTURE OF METROPLAN ORLANDO

🕒 Tuesday, August 7, 2018 🗣️ by Brenda Argueta (WMFE)



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Gary Huttman. Photo: Matthew Peddie, WMFE

There are more cars on the road now than ever. Transportation planning isn't as easy as laying concrete. It's meticulous and takes into consideration a wide variety of demands.

"It's a constant balance of freight needs, pedestrian's needs, bicyclist needs and automobile users' needs. But I think more and more the needs of the automobile aren't given the priority that they once were," says Gary Huttman, incoming executive director of MetroPlan Orlando.

"It's kind of navigating from what has been a highway-only development as we've matured. Well it's sort of like, we're there now and we need to do some catch up on some transit projects," Huttman says.

SunRail has been one key player in mass transit with increased ridership. In 2021, control of SunRail will transfer over to municipalities who will need to figure out how to continue funding it.

"In the agreement, there's some language about those cost overruns and that if we can't come up with the funds to meet those then it may affect other projects in the region because we'll have to take resources from other projects," Huttman says.

MetroPlan Orlando is eyeing Orlando International Airport for rail opportunities.

"We are going to bring that back to the executive committee of MetroPlan to discuss kind of the bigger picture and looking at not just a potential tie-in in the airport to SunRail, but even beyond that," Huttman says.

Huttman says MetroPlan seeks partnerships outside traditional sectors. He says when MetroPlan got involved with public health, they received a positive response.

"I hope to continue to be involved with the health departments, but to get more involved with the groups dealing with affordable housing and homelessness."



Autonomous Vehicles Part 2

By In Focus Staff | Orlando | November 4, 2018 @11:30 AM

SHARE       

Would you trust your ride to a computer? Autonomous vehicles might sound futuristic, but they're just about a daily reality. The problem is... are they safe? Can we trust a computer to drive our car for us? SunTrax is located off I-4 between Orlando and Tampa, and is a large-scale, cutting-edge facility dedicated to the research, development and testing of emerging transportation technologies in safe and controlled environments. We talk about the technology on the horizon, as well as the protections for the consumer that lawmakers say need to be in place.



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- State Sen. Jeff Brandes (R – St. Petersburg)
- State Sen. Dennis Baxley (R – Lady Lake), Transportation Committee
- State Rep. Wengay Newton (D – St. Petersburg), Transportation and Infrastructure Subcommittee
- Dr. Rahul Razdan, Florida Polytechnic University Professor
- Michael Jernigan, Florida Polytechnic University Student
- Beth Alden, Executive Director, Hillsborough County MetroPlan
- Eric Hill, Director of Transportation System Management, MetroPlan Orlando

Audubon Park residents get options for remake of Corrine Drive



Audubon Park residents will vote on different options presented by MetroPlan Orlando for rebuilding Corrine Drive as safer for motorists, walking and cycling



By **Kevin Spear** · Contact Reporter
Orlando Sentinel

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JANUARY 21, 2018, 1:50 PM

If Audubon Park residents opt for revamping Corrine Drive from five lanes to three, making room for landscaping, curb parking, sidewalks and bike lanes, then rush hour through a community that celebrates its funky character would worsen dramatically, according to MetroPlan Orlando.

A three-lane remake is one of several approaches described in "Corrine Design Concepts" put out by the transportation-planning agency for public response. The road, derided as an eyesore and hazardous, traverses an otherwise quirky, original and increasingly popular neighborhood wedged against Baldwin Park and Winter Park.



A cyclist pulls in front of a truck while heading down Corrine Drive. (Jacob Langston / Orlando Sentinel)

"There is no perfect solution," MetroPlan Orlando's Elizabeth Whitton said of a proposed overhaul that has no price, funding source or deadline yet. "Everything we are presenting will require trade-offs."

The road serves pass-through commuters, Audubon Park residents who live next to and near it, and an array of local shops in two plazas and East End Market.

MetroPlan has drafted three concepts, calling for attractive landscaping and different objectives.

Users of Corrine are invited to visit CorrineDriveStudy.org through March 16 to rank each concept by marking love it, like it, neutral, dislike it or hate it.

Corrine Drive: 5-Lane Concept



(MetroPlan Orlando)

The concept changing Corrine the least would have five lanes — where the center lane is for turns — with curb parking, landscaping and sidewalks 5½ feet wide.

The biggest alteration would come with a concept of three lanes for cars, a pair of bike lanes, curb parking and sidewalks 6½ feet wide.

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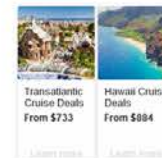


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MetroPlan Orlando asks for community feedback to improve Corrine Drive

By: Kelly Healey

Updated: Mar 15, 2018 - 6:34 AM



ORLANDO, Fla. - MetroPlan Orlando is working to improve transportation options on two miles of Corrine Drive, between US-1792 and Bennett Road in Orlando.

Time is running out for neighbors in the Audubon Park area to give their final thoughts on what they want to see on Corrine Drive.

Related Headlines

Objective #7 – Measurement for 2018

Meet all federal and state requirements for public involvement.

MEASUREMENT = FDOT & FHWA Certification		
Activity	Comments & Examples	Evaluation
Identify Outreach Opportunities	<p>The following are excerpts from FDOT's 2018 Joint Certification Report regarding MetroPlan Orlando's public involvement:</p> <p>"MetroPlan Orlando is great about making sure that individuals with disabilities are well take care of, have full access to meetings, and are able to make comments when they would like. MetroPlan Orlando's professionalism in dealing with the disabled individuals is to be commended and should be a practice all should use."</p> <p>"The Department appreciates Metroplan's outreach and safety initiatives, including its Safe Routes to School, Complete Streets, and using the StreetMix tool at the regional Boy Scout Jamboree, to reach out to the public for feedback."</p> <p>"Metroplan's website continues to be extremely user friendly."</p>	The FDOT certification report commended MetroPlan Orlando's public involvement approach and activities.
Foster Regional Partnership	<p>The following are excerpts from FDOT's 2018 Joint Certification Report confirming MetroPlan Orlando's commitment to fostering regional partnerships:</p> <p>"MetroPlan Orlando's leadership at the local, state, and national level demonstrates how our transportation system is crucial for supporting public health, increasing economic opportunity, and enhancing quality of life."</p> <p>"The Metroplan Orlando Executive Director and Staff's dedication to be transparent and fair to their board, committees, the public, and municipalities (cities and counties) is evident in the way they conduct their processes and meetings. Metroplan Orlando continues to do an outstanding job with its planning processes. The Department commends Metroplan for continuing to be innovative and proactive."</p>	The FDOT certification report commended MetroPlan Orlando's regional leadership and professionalism.
Overall Activity	MetroPlan Orlando participated in a joint certification review with the Florida Department of Transportation (FDOT) on January 18, 2018. Based on this meeting and an evaluation, FDOT recommended certification of MetroPlan Orlando and its metropolitan planning process.	Successfully met this objective.

Plan Checklist 2018

PUBLIC INVOLVEMENT & TRANSPORTATION PLANNING		
PLAN / PROGRAM	CHECKLIST ITEMS COMPLETED	COMMENTS
Long Range Transportation Plan	N/A	2040 Long Range Transportation Plan approved in late 2015
L RTP Substantial Amendment	N/A	No substantial amendments approved in 2018
L RTP Non-Substantial Amendment	<p>For 4 non-substantial amendments:</p> <ul style="list-style-type: none"> Information published 7 days prior to committee review, as part of January, May, October and November CAC agendas Amendments reviewed by advisory committees Approved by board in February, June, November, and December Comment periods available Amendments published on MetroPlanOrlando.org 	All items on checklist met within the timeframes. Material from MetroPlanOrlando.org and committee and board agendas are available if more information is needed.
Prioritized Project List	<ul style="list-style-type: none"> FY 2024-2040 PPL posted on MetroPlanOrlando.org in full agenda for Aug. 22 Community Advisory Committee meeting – 7 days before committee review began. Board approved PPL at Sept. 12 meeting after period of public comment. PPL posted on MPO website. No specific invitation for public comment extended to people who couldn't attend board or committee meeting. However, general contact information for MPO is available on the website and printed on the meeting agendas. 	<p>All checklist items completed within the assigned timeframes. Material from MetroPlanOrlando.org and committee and board agendas are available, if more information is needed.</p> <p>In the future, the MPO should consider issuing a specific invitation for members of the public to comment outside the board and committee meetings.</p>

Transportation Improvement Program	<ul style="list-style-type: none"> • Draft plan put on website as part of CAC full agenda 7 days before committee review began • Draft presented to advisory committees • Public meeting on June 11 • Board adopted plan July 11 • Plan published on website 	All items on checklist met within the timeframes. Material from MetroPlanOrlando.org and committee and board agendas are available if more information is needed.
TIP Emergency Amendment	N/A	There were no emergency amendments in 2018
TIP Non-Emergency Amendment	<p>For 10 amendment items on 7 agendas:</p> <ul style="list-style-type: none"> • Information published 7 days prior to committee review • Amendment reviewed by advisory committees • Approved by board • Comment period available • Amendment published on website 	All items on checklist met within the timeframes. Amendments approved by the board in February, March, May, and June were for the FY2018-2022 TIP. Amendments approved in September, November, and December were to the FY 2019-2023 TIP. Material from MetroPlanOrlando.org and committee and board agendas are available, if more information is needed.
Unified Planning Work Program	<ul style="list-style-type: none"> • Draft plan was posted on website in February Technical Advisory Committee's full agenda – 7 days before committee reviews began. • Draft went before all advisory committees for input and public comment. • Board approved UPWP schedule of development on Feb. 14 and the draft plan on March 14. • MPO contact information available for those who wished to comment outside meetings. • Board gave final approval to the UPWP May 9, after review by state and federal partners. • Plan published on website's UPWP page. 	<p>Items on checklist met within timeframes. No specific call for public comment outside committee and board meetings was issued, but information on how to contact the MPO is made available on MetroPlanOrlando.org.</p> <p>For future UPWPs, the MPO might consider posting information specifically about how to comment on the plan if a person is unable to attend a meeting.</p> <p>Material from MetroPlanOrlando.org and committee and board agendas are available if more information is needed.</p>