



metroplan orlando  
A REGIONAL TRANSPORTATION PARTNERSHIP

## 2040 Long Range Transportation Plan

# *Public Involvement Report*

*Final Adopted Plan*

*January 2016*



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# Table of Contents

An Objective-Driven Approach to Public Involvement .....	1
Public Input and the 2040 Long Range Transportation Plan.....	2
Measures of Effectiveness: Objectives for Outreach.....	3
Objective 1 - Community Outreach Events .....	3
Objective 2 - Reaching Underserved Communities .....	8
Objective 3 - Providing Public Input to Decision-Makers .....	10
Objective 4 - Media Coverage.....	12
Objective 5 - Visualization and Plain Language .....	15
Objective 6 - Online Outreach with Website .....	20
Measures of Effectiveness: Objectives for Input.....	22
Objective 7 - Round-the-Clock Engagement via Social Media .....	22
Objective 8 - MetroPlan LIVE! Interactive Town Hall Event.....	27
Objective 9 - Transportation Plan Cam Video Interviews .....	29
Objective 10 - Public Hearing.....	30
Appendix A: Documentation of Public Involvement Process .....	39
Public Involvement Plan - Adopted January 9, 2013 .....	40
Draft Public Involvement Plan - Comments Received .....	58
Community Event Reports .....	64
Public Hearing Legal Advertisements .....	125
Appendix B: Public Involvement for Re-Adoption of 2040 Plan .....	138
Public Involvement Plan - Adopted September 9, 2015 .....	147

# AN OBJECTIVE-DRIVEN APPROACH TO PUBLIC INVOLVEMENT

MetroPlan Orlando's 2040 Long Range Transportation Plan was created through two key elements: detailed technical work and widespread public involvement.

The community engagement process was guided by a Public Involvement Plan, which was adopted by the MetroPlan Orlando Board on January 9, 2013 after considering input from advisory committees and members of the public. The plan met all public involvement requirements in federal law (23 CFR 450.316 and 23 CFR 450.322) and was available for a 45-day review and comment period. Ultimately, the plan provided a roadmap to meet the goal:



## Public Involvement Goal

*To establish a **comprehensive, inclusive** process using **innovative** methods to create **continuous** opportunities for **diverse** public involvement during the creation of MetroPlan Orlando's 2040 Long Range Transportation Plan*

The Public Involvement Plan included targeted objectives, a variety of strategies and associated performance measures to ensure effectiveness. This report provides an evaluation of objectives and assesses how the organization measured up. MetroPlan Orlando's systematic, objective-driven approach produced a successful community outreach program, including these results:

- 2,406 Central Floridians from ages 5 to 90 personally reached by MetroPlan Orlando staff at 48 different outreach events in Orange, Osceola and Seminole counties
- An additional 1,510 residents participated in market research efforts and provided opinions and input on transportation
- 712 people signed up for MetroPlan Orlando emails to keep abreast of transportation news
- An average of 1,600+ visitors per month to [www.metroplanorlando.com](http://www.metroplanorlando.com)
- Surpassed the goal of Twitter followers by 145% and the goal of Facebook likes by 47%



## Public Input and the 2040 Long Range Transportation Plan

Several themes emerged from the public input received for the creation of the 2040 Long Range Transportation Plan. Overall, it is clear that Central Floridians are frustrated with the level of traffic congestion they experience and that they discern negative impacts personally and for the region as a whole. The community wants more transportation options and recognizes the importance of connectivity between modes. Many also wanted to see safety of drivers and pedestrians improved. The majority of citizens who filled out surveys (87%) said the region should invest more in transportation. However, there remains a need to continue to inform the public on how transportation is funded.

### Common Themes from Public Input



Frustration with congestion



More transportation options and connectivity desired



More investment in transportation wanted

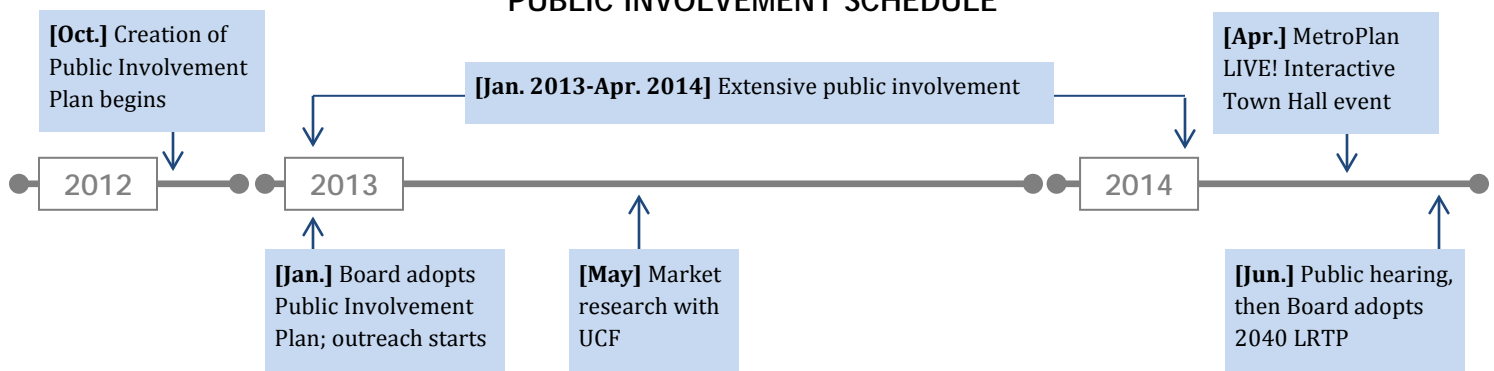


Lack understanding of how transportation is funded

In 2013, MetroPlan Orlando conducted market research in partnership with the University of Central Florida to measure opinions on transportation issues through a phone survey of residents in Orange, Osceola and Seminole counties. The same themes from outreach efforts were found in this research, providing confidence there was a good understanding of public wants and needs for a long-term transportation vision. The original schedule established in the Public Involvement Plan called for outreach to end in August, 2013 with a public hearing. However, community outreach was extended, in line with technical work on the plan, allowing more time to gather public input and engage the community in creating the 2040 plan (see graphic below). This resulted in the best use of available resources while meeting the public's needs.

Public involvement objectives here are divided into: 1) objectives for outreach and 2) objectives for input.

### PUBLIC INVOLVEMENT SCHEDULE





# MEASURES OF EFFECTIVENESS: OBJECTIVES FOR OUTREACH

The following objectives for outreach were established to ensure extensive opportunities for two-way communication with the public.

## Objective 1: Community Outreach Events

*Participate in at least three outreach events per month, with 85 percent of attendee surveys expressing satisfaction with opportunities for involvement.*



### Evaluation Results:

MetroPlan Orlando staff reached 2,406 Central Floridians at a total of 48 events during the intensive outreach period from January 2013 - April 2014, averaging three per month.

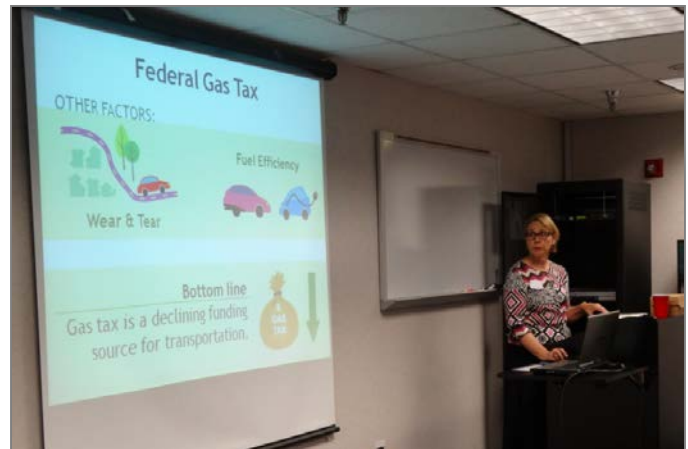
Surveys distributed after presentations showed 21.5% of participants were familiar with MetroPlan Orlando before hearing our presentation and 73.1% felt they could explain our mission after the sessions - a 51.6% increase in awareness of the organization! The vast majority of attendees were greatly satisfied with the information received, with 93.8% rating the presentations good or excellent. Additionally, 712 citizens joined the organization's electronic mailing list to receive periodic transportation updates.

## Strategies

MetroPlan Orlando engaged the public through a series of sessions called *Community Conversations* where staffers spoke to people in two types of settings: 1) at existing group meetings or 2) at community festivals. In each setting, an appropriate interactive activity was used to obtain input.

For presentations at group meetings, staff created an engaging *Community Conversation* presentation that was heavy on graphics and audience interaction to tell the transportation story, including challenges of planning for the future, project highlights and how transportation is funded. The presentation incorporated questions about transportation priorities and funding options. In most presentations, electronic polling devices were used to collect information, which was well-received. Paper versions were provided for groups preferring not to use technology or where Internet access was unavailable. After presenting, a survey was distributed to measure how the information was received and to give citizens a chance to join the mailing list.

The outreach team also developed a survey to use at community festivals soliciting the same input. After



chatting with event attendees at the booth and giving them the elevator speech version of the *Community Conversation*, staff asked them to fill out the survey on priorities and funding options.

When identifying groups to target for the sessions, staff tapped into three sources: 1) board and advisory committee members, 2) local government and agency partners and 3) members of the public who came to community events. Traditional methods such as web searches and cold calling were also used.

Since the format was interactive and designed to collect input on broad topics, *Community Conversations* were flexible and could be tailored to any group. People from ages 5 to 90 participated and understood the information (see Objective 5: Visualization and Plain Language). After the sessions, attractive one-page event reports were compiled from input received and shared at monthly board and committee meetings. Input from elementary and middle school students is not included in the measurement for this objective because their input was collected in a different way (see Objective 2: Reaching Underserved Communities).

## Measurement

This objective was measured in several ways:

- *Outreach Event Listing* - A full listing of events that MetroPlan Orlando participated in is included. The list notes the type of outreach event (presentation or festival/community event) and whether the event reached underserved populations (see Objective 2: Reaching Underserved Communities).
- *Community Event Reports* - A summary of feedback received on transportation needs and funding options is included. Reports for all groups containing detailed feedback is found in the appendix.
- *Post Presentation Survey Results* - Results from post presentation surveys are also included; only questions pertinent to measuring this objective are listed in this section.



## Outreach Event Listing

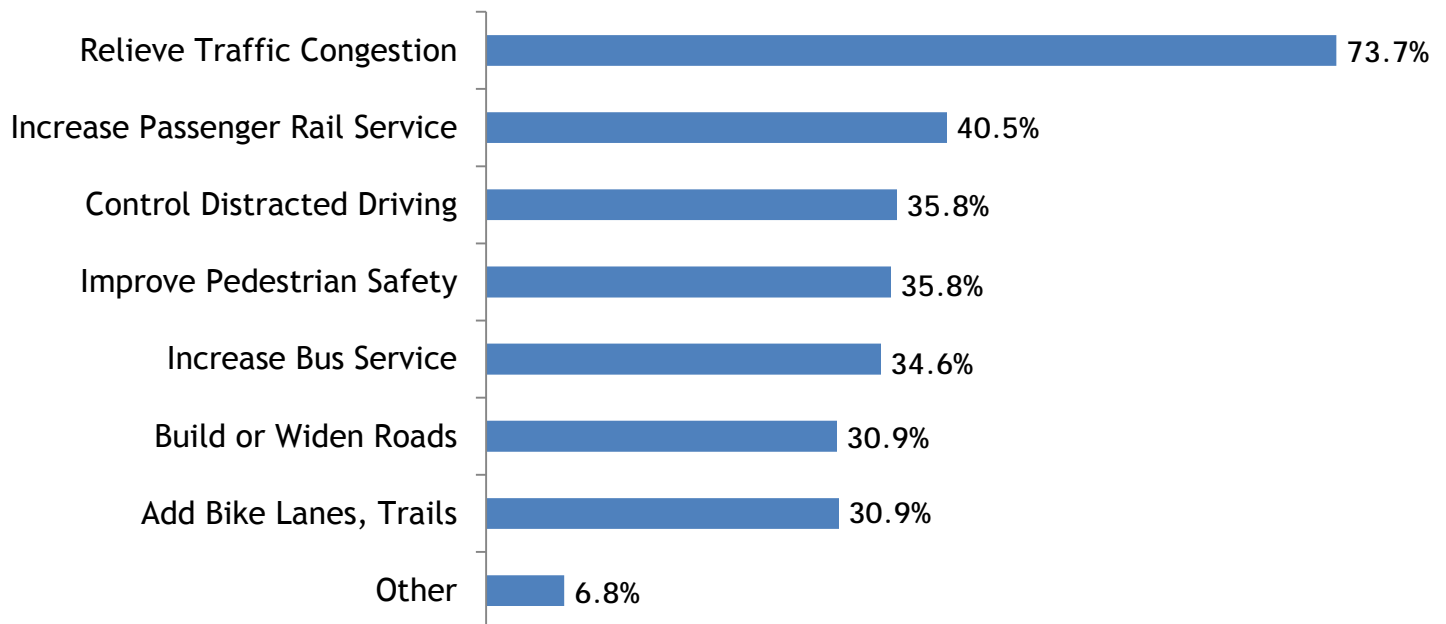
#	Name of Event	Date	Event?	Presentation?	Underserved?
1	One Less Car, One More Park	1/11/2013	X		
2	Martin Luther King, Jr. Festival	1/19/2013	X		X
3	Pine Hills Safe Neighborhood	2/14/2013		X	X
4	American Society of Highway Engineers	2/21/2013		X	
5	Apopka Rotary Club	2/28/2013		X	
6	Leadership Seminole	3/1/2013		X	
7	Leadership Orlando Class 85	3/7/2013		X	
8	Washington Shores Health Fair	3/9/2013	X		X
9	Kissimmee KowTown Festival	3/16/2013	X		
10	Poinciana Residents for Smart Change	3/18/2013		X	
11	Seminole County Bike from Work Day	3/21/2013	X		
12	Survive the Drive	4/8/2013	X		X
13	Hope Church	4/9/2013		X	X
14	Maitland Rotary Club	4/16/2013		X	
15	Tri-County League of Cities	4/18/2013		X	
16	Seminole County Centennial Festival	4/20/2013	X		
17	Lawton Chiles Middle School Environmental Day	5/3/2013	X		X
18	Society for Marketing Professional Services	5/7/2013		X	
19	Asian American Cultural Festival	5/18/2013	X		X
20	Central FL Hotel & Lodging Association Vendor Group	6/4/2013		X	
21	African-American, Hispanic & Disability Chambers	6/11/2013		X	X
22	League of Women Voters	6/12/2013	X		
23	Champions Summer Camp - Lawton Chiles Elementary	6/25/2013		X	X
24	Champions Summer Camp - Wetherbee Elementary	6/27/2013		X	X
25	Institute of Transportation Engineering	7/11/2013		X	
26	Osceola (BVL) Boys & Girls Club	7/12/2013		X	X
27	West Orange Boys & Girls Club	7/16/2013		X	X
28	Meridian Club	7/17/2013		X	
29	District 2 Neighborhood Leaders Council	7/18/2013		X	X
30	Orange County Neighborhood Preservation Conference	7/20/2013		X	
31	West Sanford Boys & Girls Club #1	7/22/2013		X	X
32	West Sanford Boys & Girls Club #2	8/1/2013		X	X
33	West Orange Chamber of Commerce	8/23/2013		X	
34	Pine Hills Neighborhood Improvement District	9/9/2013		X	X
35	FL Assoc. of Environmental Professionals	9/13/2013		X	
36	Downtown South Coffee Club	9/18/2013		X	
37	Seniors First	9/19/2013		X	X
38	Pink Heals Tour	10/4/2013	X		
39	Orlando Main Street	10/8/2013		X	
40	Kissimmee Bay Rotary Club	10/16/2013		X	



#	Name of Event	Date	Event?	Presentation?	Underserved?
41	Leadership Orlando Class 86	11/6/2013		X	
42	Ocoee High School Teach-In	11/20/2013		X	X
43	One Less Car, One More Park 2014	1/10/2014	X		
44	Intercession City Civic Association	2/20/2014		X	X
45	UCF Urban Knights	3/21/2014		X	X
46	MetroPlan LIVE! Interactive Town Hall	4/1/2014	X		
47	American Society for Public Administration	4/15/2014		X	
48	Casselberry Earth Fest 2014	4/26/2014	X		

## Community Event Reports - A Summary of Results

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?



Should Central Florida invest more money to improve its transportation system?

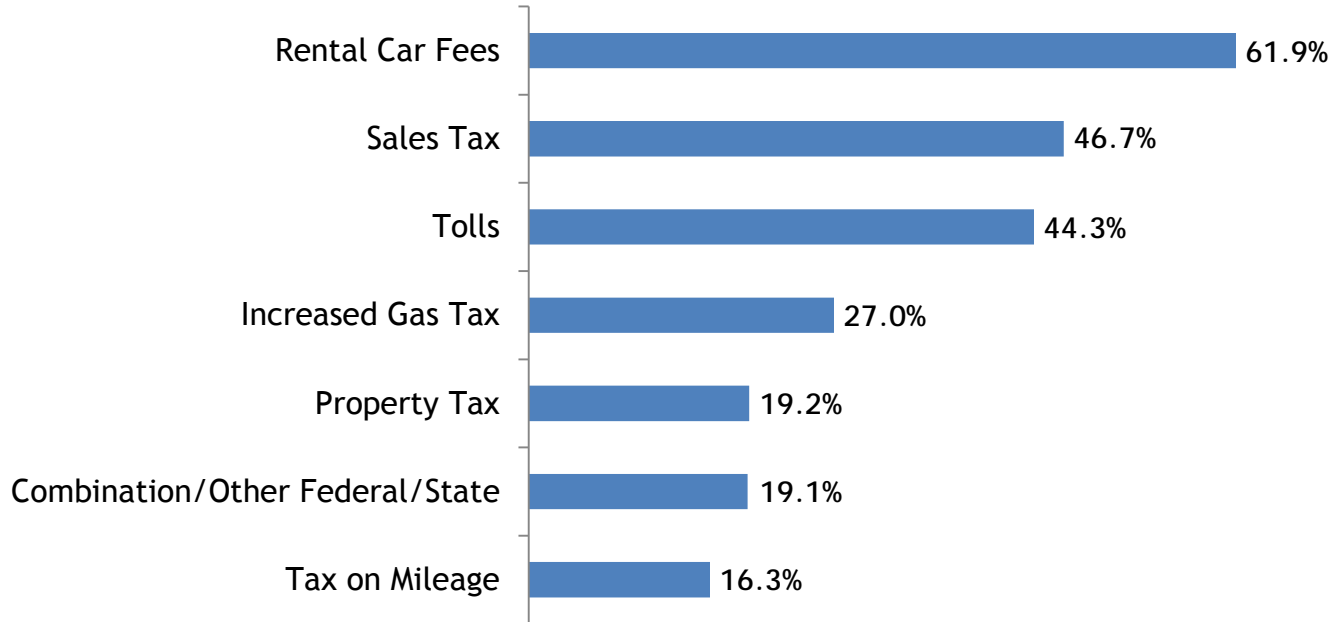
  
**87%**

  
**7%**

Other  
or  
No Answer  
**6%**



If yes, what do you see as the top 3 best ways to pay for improvements to the system?



### Post Presentation Survey Results

Rate the presentation:



Were you familiar with MetroPlan Orlando and its mission prior to the presentation?



After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?



## Objective 2: Reaching Underserved Communities

*Hold at least 30 percent of outreach events with groups either directly or indirectly representing traditionally underserved populations, including young people.*



### Evaluation Results:

Of the 48 outreach events MetroPlan Orlando participated in, 42% (20 events) were with groups that directly or indirectly represented underserved populations. This exceeded the objective by 12%. A Transportation Superhero contest targeting elementary and middle school students yielded more than 100 creative entries on how to solve transportation issues in 2040.



### Strategies

All surveys used at community events were available in both English and Spanish, the two most popular languages used in Central Florida. Brochures describing MetroPlan Orlando's mission were also available in both languages.

MetroPlan Orlando made a concerted effort to reach out to all segments of the underserved community by coordinating with faith-based organizations, advocacy groups, senior centers and social service groups. Additionally, the organization had a special focus on reaching young people from elementary to college age with presentations and events.

One special effort used to reach elementary and middle school students was the Transportation Superhero contest during the summer of 2013. Although the contest was open to everyone, staff visited Boys & Girls Clubs and summer camps in each of the three counties and did a brief presentation before soliciting contest entries.

The presentations stressed how transportation changed in the last century and how much it is likely to change in the students' lifetimes. Students were made aware that they will be in charge of the transportation system in the year 2040 and of some of the



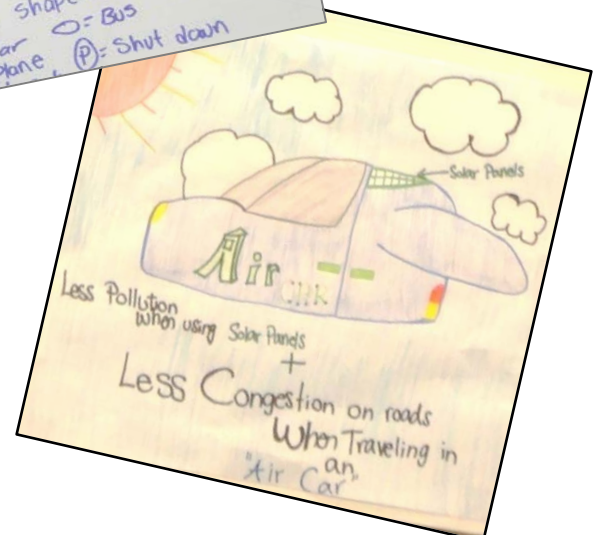
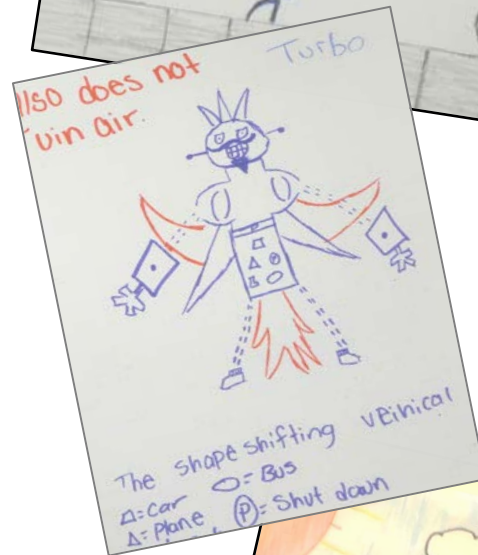
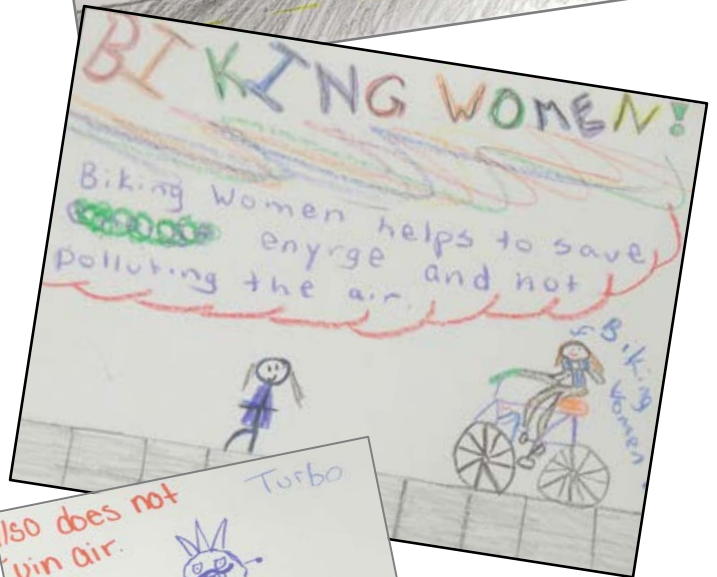
kinds of decisions and challenges they'll face. Pictures of cutting edge technology such as self-driving cars were presented and students were asked to come up with some of their own super solutions.

A few of the creative solutions are shown here, including the magnetic plane that transports vehicles over traffic tie-ups, biking women, the turbo shape-shifting vehicle and the non-polluting air car.

This contest not only challenged students to think about transportation issues, but it also allowed staff to build relationships with families and community groups in traditionally underserved areas. For a celebration of the contest winners, with certificates and small prize packs, parents were also invited to attend.

### Measurement

This objective was tracked by the *Outreach Event Listing*. Please see measurement under Objective 1: Community Events for the full list.





## Objective 3: Providing Public Input to Decision-Makers

*Provide a continuous stream of 2040 Plan public input to decision-makers by presenting regular community outreach updates to MetroPlan Orlando's Board and committees through visually-appealing monthly written reports and quarterly oral presentations.*



### Evaluation Results:

Written event reports were provided to decision makers monthly throughout the public involvement period. Staff made eight community outreach presentations to MetroPlan Orlando's Board and committees in the 19-month period from December 2012-June 2014 to ensure that decision-makers had a steady stream of citizen opinion throughout the long range planning process. This equated to roughly one presentation each quarter, meeting the objective.

## Strategies

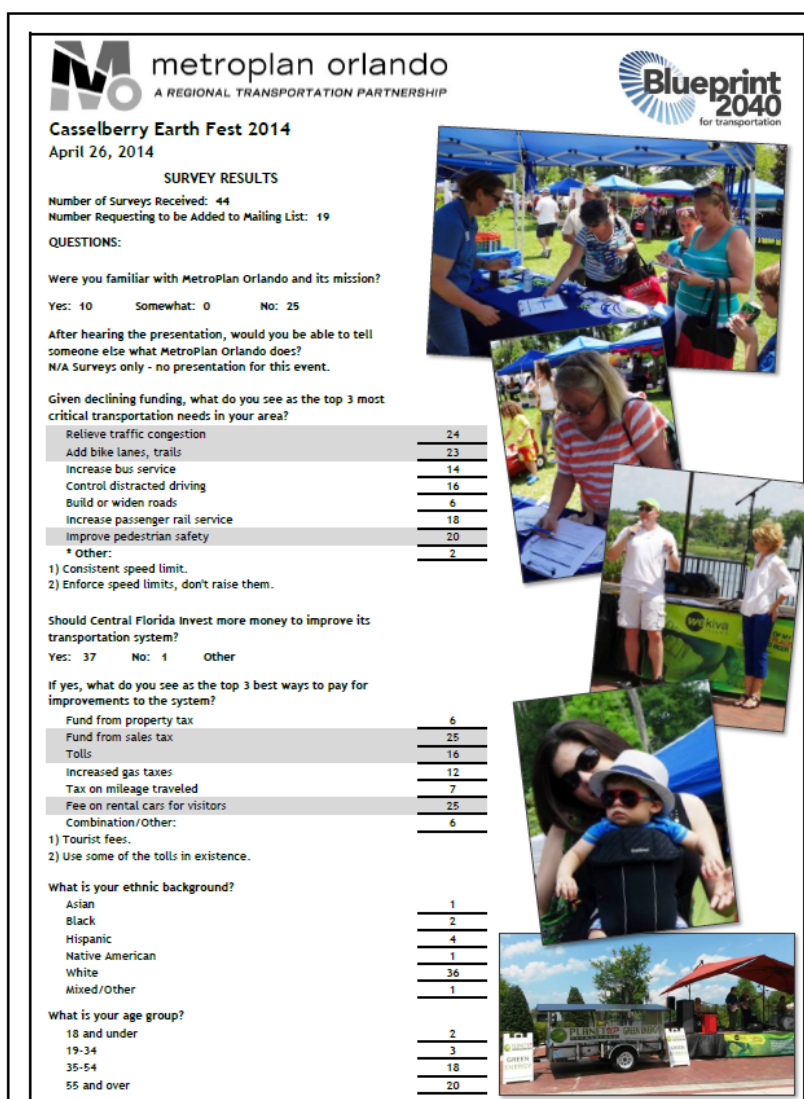
After each *Community Conversation* session, attractive one-page event reports (pictured at right) were compiled and then shared at monthly board and committee meetings. Each report included a summary of public input on transportation needs and funding, demographic information and photos.

Staff also scheduled oral presentations quarterly to review input received. These presentations were visually appealing and at times included video.

## Measurement

This objective was tracked using:

- *Presentations to Board & Committees* - A list of presentations given to MetroPlan Orlando Board and committees is found below.
- *Community Event Reports* - See Objective 1: Community Outreach Events for a summary of public input. Reports for all outreach events are found in the appendix.





## Public Involvement Presentations to Board & Committees

Date	Board/Committee	Topic
12/5/2012	Citizens' Advisory Committee	Presentation of draft Public Involvement Plan and request for recommendation of approval
12/5/2012	Bicycle & Pedestrian Advisory Committee	
12/6/2012	Municipal Advisory Committee	
12/7/2012	Transportation Technical Committee	
1/9/2013	MetroPlan Orlando Board	
4/24/2013	Citizens' Advisory Committee	Report on first quarter 2013 outreach results and overview of public input received
4/24/2013	Bicycle & Pedestrian Advisory Committee	
4/26/2013	Transportation Technical Committee	
5/2/2013	Municipal Advisory Committee	
5/8/2013	MetroPlan Orlando Board	
7/24/2013	Citizens' Advisory Committee	Report on MetroPlan Orlando & UCF market research / phone survey results
7/24/2013	Bicycle & Pedestrian Advisory Committee	
7/26/2013	Transportation Technical Committee	
8/8/2013	Municipal Advisory Committee	
8/10/2013	MetroPlan Orlando Board	
8/23/2013	Transportation Technical Committee	Report on second quarter 2013 outreach results and overview of public input received
8/28/2013	Citizens' Advisory Committee	
8/28/2013	Bicycle & Pedestrian Advisory Committee	
9/5/2013	Municipal Advisory Committee	
9/11/2013	MetroPlan Orlando Board	
10/23/2013	Citizens' Advisory Committee	Report on third quarter 2013 outreach results and overview of public input received
10/23/2013	Bicycle & Pedestrian Advisory Committee	
10/25/2013	Transportation Technical Committee	
11/7/2013	Municipal Advisory Committee	
11/14/2013	MetroPlan Orlando Board	
2/26/2014	Citizens' Advisory Committee	Report on findings from MetroPlan Orlando & UCF focus groups
2/26/2014	Bicycle & Pedestrian Advisory Committee	
2/28/2014	Transportation Technical Committee	
3/6/2014	Municipal Advisory Committee	
3/12/2014	MetroPlan Orlando Board	
4/23/2014	Citizens' Advisory Committee	Presentation on results from MetroPlan LIVE! Interactive Town Hall event
4/23/2014	Bicycle & Pedestrian Advisory Committee	
4/25/2014	Transportation Technical Committee	
5/1/2014	Municipal Advisory Committee	
5/14/2014	MetroPlan Orlando Board	
5/23/2014	Transportation Technical Committee	Final report on public involvement for the 2040 Long Range Transportation Plan and request for recommendation of approval of 2040 LRTP
5/28/2014	Bicycle & Pedestrian Advisory Committee	
5/28/2014	Citizens' Advisory Committee	
6/5/2014	Municipal Advisory Committee	Final report on public involvement for the 2040 Long Range Transportation Plan and request for approval of 2040 LRTP
6/11/2014	MetroPlan Orlando Board	

## Objective 4: Media Coverage

*Raise awareness of long range transportation planning by using media coverage to reach a wide Central Florida audience with key messages, achieving 500,000 impressions (number of people reached).*



### Evaluation Results:

More than 30 stories ran in local news outlets about MetroPlan Orlando's long range planning process or about central themes and projects in the plan. These stories achieved approximately two million impressions (number of people reached), surpassing the objective.

## Strategies

MetroPlan Orlando used various types of media across Central Florida to reach residents with very different media consumption habits. In keeping with the commitment to social media (See Objective 7: Round-the-clock Engagement via Social Media), staff went beyond mainstream media outlets to include blogs, community publications and government channels.

The public involvement phase of the 2040 Plan coincided with the region's preparation for its first commuter rail line, SunRail. Staffers took advantage of this overlap to highlight future planning and transportation issues in mainstream media articles about the rail line.

Staff members created detailed strategic media outreach plans for the two largest public involvement events - the MetroPlan LIVE! interactive town hall event and the public hearing. These plans targeted various media outlets, including television, print, radio, blogs and trade publications, with special attention to underserved communities.

Staff worked with local government access television channels such as Orange TV, WUCF TV, WMFE-FM, Seminole Government TV, and Access Osceola TV to make them aware of the need for media coverage on the long range plan and its related events. One staff member appeared on Orange TV to discuss the long range planning process. Another participated in a panel discussion on the future of mass transit on WMFE public radio station. Other outlets placed information about events on community bulletin board segments.

MetroPlan Orlando staff wrote articles about the 2040 Plan and related public involvement opportunities and submitted them to partner newsletters, websites and blogs in the region.

In addition to earned media (stories or notices that media outlets decided to dedicate to the 2040 Plan and associated transportation issues), staff also devised a strategy for purchasing ads in publications throughout the region to make sure residents were aware of major public involvement opportunities, such as the interactive town hall event and the public hearing. The ads were placed in general circulation papers in all three counties covered by MetroPlan Orlando and also appeared in a Spanish-language paper and a publication targeting the African-American community.

## Measurement

This objective was measured by *number of impressions*. Samples of news clips are included.

## Orlando Sentinel

### My Word: Pricing worth a look to ease traffic

By Harold W. Barley, **MetroPlan Orlando** Executive Director - August 15, 2013

We're running out of time — in more ways than one.

Busy Central Floridians, rushing to meet work, family and community obligations, spend more than a normal work week each year stuck in traffic. Orlando is tied for 13th most-congested metro area in the country, and it's getting worse.

We expect more than 1 million additional residents by 2040. As we grow, commute times could easily double unless we find ways to relieve traffic overload.

Sentinel columnist Beth Kassab recently dismissed the idea of congestion pricing, which is one possible option in early stages of study ("Put tolls on S.R. 50? What a terrible idea," Aug. 8). As a long-range transportation-planning agency, MetroPlan Orlando explores various strategies while developing plans for a balanced transportation system. With our traffic problems, the region can't afford to reject alternatives that might give us relief without proper study. That's responsible planning.

## Orlando Sentinel

### Central Floridians support mass transit, new survey reveals

By Dan Tracy, Orlando Sentinel  
4:37 PM EDT, May 14, 2014

Long dependent on the automobile, Central Florida residents are highly supportive of mass transit and, a new survey says, are willing to pay for it.

But how to get them to open their wallets is another question, the report said.

People living in Orange, Seminole, Osceola, Lake, Volusia, Brevard and Polk counties are largely split on whether the money should come from rearranging the way existing public dollars are spent or by coming up with a new tax, said Dee Allsop, one of the report's authors.

Speaking on Tuesday to the board of the **MetroPlan Orlando** transportation planning organization, Allsop said the key is getting residents to understand they benefit from buses and trains, even if they do not ride them regularly.

Mass transit, Allsop said, connects people with their jobs and communities and keeps some cars and trucks off the road, opening up space for other motorists.

# Orlando Sentinel

## MetroPlan wants your opinions on transportation

By [Mark Skoneki](#), Orlando Sentinel

10:38 AM EDT, May 21, 2013

**MetroPlan** wants your opinion.

The Orlando agency is conducting its annual transportation survey in coordination with the University of Central Florida. It uses the research to help it set priorities for transportation planning and funding.

The online, 10-minute survey, which is open to any Central Floridian age 18 or older, is available [here](#). It will be available through June 9.



Intersection

## SunRail: The Last Mile, Urban Planning and Future Development

Tuesday, April 29, 2014

By: Brendan Byrne

April 29, 2014 | WMFE, Orlando - This week, 90.7's news team is taking an in depth look at the SunRail. The first phase of the commuter train launches May 1 and will run 32 miles from DeBary to Sand Lake Road. As part of our SunRail series, 90.7's Matthew Peddie talks to a panel of experts about urban planning and the critical last mile for commuters taking the train.

And later in the program Matthew Peddie speaks with **MetroPlan Orlando**'s Executive Director Harry Barley about the future of mass transit in Central Florida.



Orange TV Segment: Transportation in Central Florida



## Objective 5: Visualization and Plain Language

*Ensure that all 2040 Plan print and electronic materials communicate MetroPlan Orlando's message in an effective, appealing way by using visualization (photos, illustrations, charts, etc.) and plain language, as defined by Federal Plain Language Guidelines.*

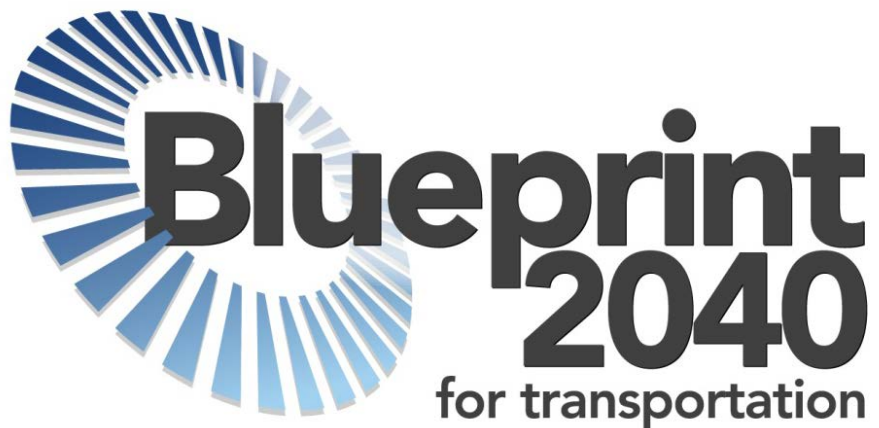


### Evaluation Results:

Over the years, MetroPlan Orlando has developed a high standard for producing visually appealing and easily understandable materials. This was confirmed through feedback received from the public. Surveys distributed after presentations showed 84.9% of participants found the presentation and materials visually appealing and 91.1% thought the presentation easy to understand.

### Strategies

At the beginning of the public involvement process, MetroPlan Orlando established a brand for the 2040 Long Range Transportation Plan, named *Blueprint 2040*. A logo was created to make the planning effort immediately recognizable during public presentations, special events and in plan materials.



The aim of using visualization and plain language is to get the organization's message across concisely and in a manner that the public can easily understand. One of the main messages throughout the process was encouraging public comments. At every opportunity, efforts were made to let the public know they could submit comments in various ways, including online, by phone, email or social media.

MetroPlan Orlando staff conducted a review of all content created for the 2040 Plan, whether it was an email blast, a presentation or handout, etc. During the review, adjustments were made to ensure the content was easy to understand and suitable for public consumption. For example, prior to adoption of the long range plan, staff created materials for the presentation of the draft 2040 Plan to MetroPlan Orlando board and committees. The adoption packet included highlights of all the chapters that will be in the plan, including an overview, public involvement, safety, bicycle and pedestrian element, congestion management process, transit projects, highway project and financial resources. Each section included visuals and plain language.

The public hearing for *Blueprint 2040* provided the perfect opportunity to showcase visualization and plain language (see Objective 10: Public Hearing for details). Attendees were provided with a welcome packet including an easy-to-read map of the room layout featuring tables with different focus areas and clear instructions on how to comment. Samples of event materials are included in the measurement section for this objective.

## Measurement

This objective was measured using these methods:

- *Post Presentation Survey Results* - Results from post presentation surveys are also included; only questions pertinent to measuring this objective are listed below.
- *Content Review* - MetroPlan Orlando staff continuously reviewed material to ensure maximum use of visualization and plain language. Samples of materials are included in this section.

### Post Presentation Survey Results (excerpt)

Did you find the presentation and materials visually appealing?

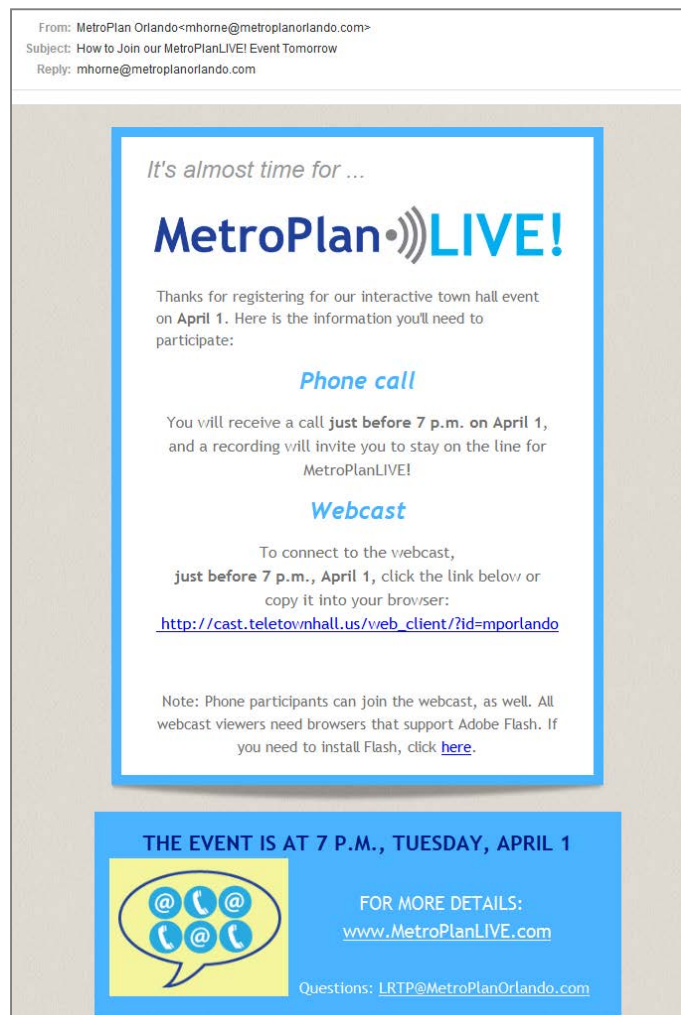
Yes 84.9%	Somewhat 14.5%	No 0.6%
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Did you find the presentation and materials easy to understand?

Yes 91.1%	Somewhat 8.7%	No 0.2%
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## Samples of Communication Materials

Example of an email invitation:



## Samples of materials from public hearing:



Step Up to Our Information Stations	
	<b>What Central Florida Will Look Like in 2040</b> Find out how linking land use, development and transportation can help our region grow in a smart way. What you'll see: • Animated maps of population and job growth between now and the year 2040 • How demographics will affect transportation as we move toward 2040
	<b>Transportation Funding: How to Pay for What We Need</b> Learn where we get money for transportation projects and how much we'll need for future improvements. What you'll see: • Sources of funding and how they work • What major projects cost and alternative ways to finance them
	<b>Public Involvement: Hearing Central Floridians' Voices</b> We've spoken to hundreds of citizens at dozens of events during the past year and a half. Find out what your neighbors are saying about transportation. What you'll see: • YouTube: Our video booth lets you share your transportation comments on camera • Residents' thoughts on how our 2040 transportation system should serve the region
	<b>Congestion Management: Making the System Efficient</b> Learn about the congestion management process and how it helps us get the most out of the transportation system we have. What you'll see: • The power of data and information sharing to improve safety and change commutes • How traffic signal retiming works
	<b>Bicycle &amp; Pedestrian: Encouraging Active Transportation Options</b> Learn why expanding the bicycle and pedestrian network is an important part of giving Central Floridians travel options. What you'll see: • Gaps in the bike and pedestrian networks and location of the Coast to Coast Connector trail • How Best Foot Forward and Cycling Savvy are improving safety for pedestrians and cyclists
	<b>Freight: Our Economy in Motion</b> Just about everything you buy at the store comes in to Central Florida as freight. Find out why freight is so crucial to the region. What you'll see: • What moves, how it moves, and the effect it has on our economic development • A summary of our comprehensive freight plan for the year 2040
	<b>Transit: Investing in Improvements</b> Learn what improvements are planned for public transportation in the future. You'll see: • Maps of our Transit Blueprint showing corridors that are ready for improvements • Project lists and renderings of future projects
	<b>Highways: Maintaining the Backbone of our System</b> Highways will always be an important part of our transportation network, but like everything else they'll change. Find out about future road projects. What you'll see: • Project lists for roads in the region • Renderings of mega-projects that will transform our transportation system

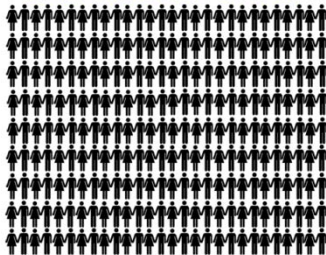
  

Room Map	
Screen and Chairs	<b>Central FL in 2040</b>
<b>Public Involvement &amp; Video Booth</b>	<b>Funding</b>
<b>Congestion Management</b>	<b>Sign-In Table</b>
<b>Bicycle &amp; Pedestrian</b>	
<b>Freight</b>	<b>Transit</b>
	<b>Highways</b>
Doors	

## What is causing all this traffic?

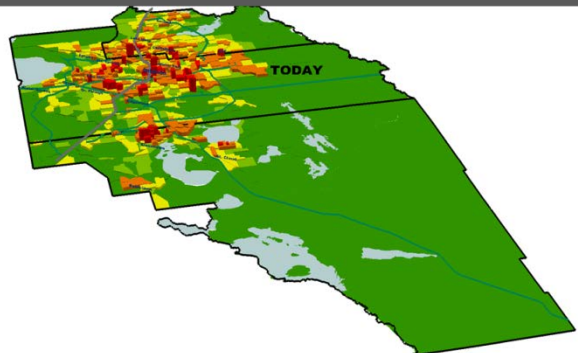
By 2040:

ONE MILLION MORE



Source: MyRegion.org & Visit Orlando

## Population: 2040



## Federal Gas Tax

OTHER FACTORS:



Wear & Tear

Fuel Efficiency



**Bottom line**  
Gas tax is a declining funding  
source for transportation.



## Federal Gas Tax

1993



18.4¢  
per gallon



29¢  
per letter

2014



18.4¢  
per gallon



49¢  
per letter

## What Driving Costs You in Gas Tax



**\$210 per year**



**\$0.58 per day**

## Connect With Us



[metroplanorlando.com](http://metroplanorlando.com)



MetroPlan Orlando



@metroplan\_orl



# TO SAVE CENTRAL FLORIDA'S FUTURE WE NEED A

SAVE US!

# TRANSPORTATION SUPERHERO!

**HEY STUDENTS!**  
DO YOU HAVE  
WHAT IT TAKES  
TO RESCUE OUR  
TRANSPORTATION  
SYSTEM?



**O**ur roads are getting more congested, our air is getting dirtier and people can't get where they need to be on time. We're worried that the **Evil Gridlocker** will completely stop traffic by the year 2040. **Please save us!**

## HOW WILL YOU COME TO THE RESCUE?

**Draw a picture or make a video** showing how you will keep Central Florida moving. See contest rules on our website. **Entries are due by July 31 to [LRTP@metroplanorlando.com](mailto:LRTP@metroplanorlando.com).**

**PRIZES!**  
**WINNERS**  
**WILL RECEIVE**  
**VISA GIFT**  
**CARDS!**



metroplan orlando  
A REGIONAL TRANSPORTATION PARTNERSHIP

[www.MetroPlanOrlando.com](http://www.MetroPlanOrlando.com)

## Objective 6: Online Outreach with Website

Provide online opportunities for the public to learn about the transportation planning process through MetroPlan Orlando's website ([www.metroplanorlando.com](http://www.metroplanorlando.com)), achieving a monthly average of 1,100 unique visitors to the site.



### Evaluation Results:

A concerted effort to refer residents to the MetroPlanOrlando.com website for information and to provide regular updates on the 2040 Long Range Transportation Plan and other planning topics resulted in more than 1,600 visitors per month.

## Strategies

The agency's website was home base for public information and updates on the 2040 LRTP. Postings on the MetroPlanOrlando.com site noted important events in the development of the 2040 Plan and referred readers to additional information sources. Staff regularly updated the long range plan pages with new information and photos from community events. The website calendar advanced events or meetings where MetroPlan Orlando staff members were giving presentations or offering information.

In community outreach efforts, the website was reinforced as the place to get information. Email invitations to important events, such as the public hearing or interactive town hall gave recipients basic event information and referred them to the website for more details. Each Community Conversation presentation closed with a slide on how to access the website, and the web address was included on all promotional items and fliers handed out at events.



Each Community Conversation presentation closed with a slide on how to access the website, and the web address was included on all promotional items and fliers handed out at events.

The website included opportunities for readers to give their opinions or ask questions. The public opinion research conducted in conjunction with the University of Central Florida included an online component, where residents who were not part of the original survey could fill out the same questionnaire online and give their opinions on transportation issues. Also, a special email address - LRTP@MetroPlanOrlando.com was set aside for website readers to seek more information about the plan or events connected to it. Staff members monitored the email box and responded promptly to any questions or requests for more information.

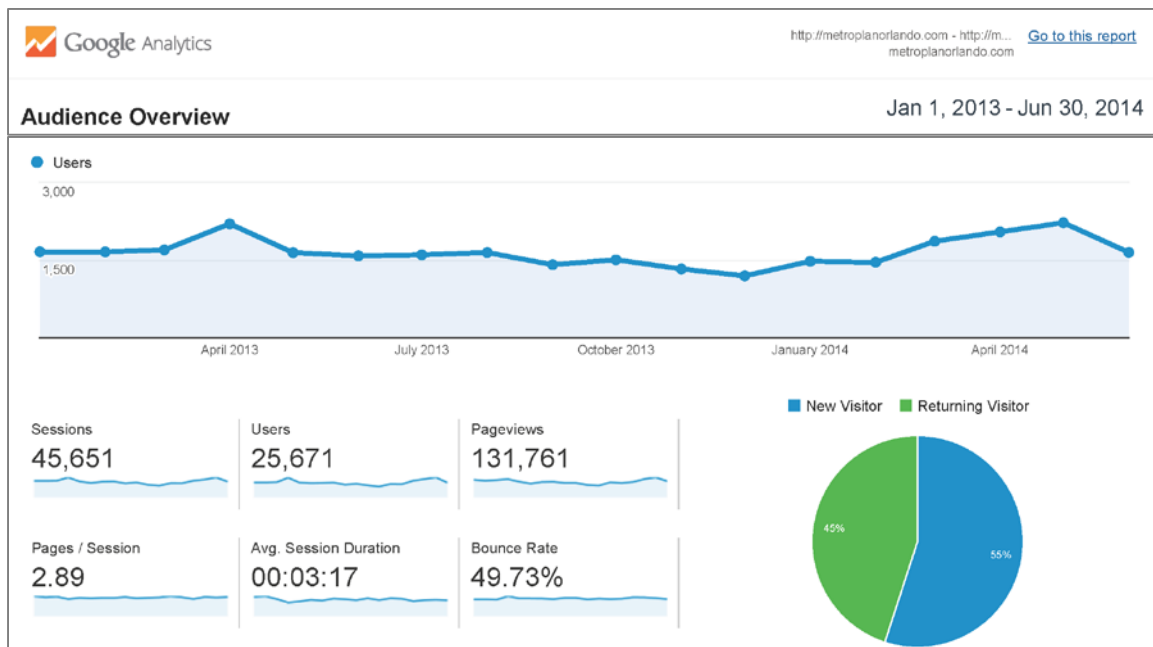
## Measurement

This objective was measured using *Google Analytics*, which provides detailed website statistics.

### Website Statistics

January 2013 - June 2014

Month	Web Sessions	Users
January 2013	2,671	1,660
February 2013	2,665	1,657
March 2013	2,694	1,696
April 2013	3,205	2,198
May 2013	2,570	1,643
June 2013	2,311	1,581
July 2013	2,521	1,601
August 2013	2,565	1,645
September 2013	2,252	1,411
October 2013	2,407	1,506
November 2013	2,013	1,328
December 2013	1,878	1,194
January 2014	2,284	1,476
February 2014	2,268	1,456
March 2014	2,693	1,862
April 2014	2,882	2,042
May 2014	3,209	2,218
June 2014	2,563	1,648
<b>TOTAL</b>	<b>45,651</b>	<b>29,822</b>
--	--	--
<b>AVERAGE PER MONTH</b>	<b>2,536</b>	<b>1,657</b>





## MEASURES OF EFFECTIVENESS: OBJECTIVES FOR INPUT

The following objectives for outreach were established to encourage public comments and participation in the transportation planning process.

### Objective 7: Round-the-Clock Engagement via Social Media

*Provide opportunities for round-the-clock public engagement through social media channels, achieving the following results:*

- *Twitter - 700 followers, at least 85 interactions (retweets + mentions + replies)*
- *Facebook - 375 likes, 1,400 interactions (comments + likes on posts + shares)*
- *YouTube - 20 video uploads, 500 views*



#### Evaluation Results:

At the end of June 2014, MetroPlan Orlando had 1,718 followers on Twitter - doubling the original objective. During the period from January 2013 to June 2014, the organization achieved 1,207 interactions - more than 13 times our objective! The organization had 550 likes on Facebook at the end of June, exceeding the objective by 175 likes. MetroPlan Orlando achieved 2,561 Facebook interactions - almost doubling the objective. There are currently 10 videos up on YouTube, falling short of the objective. Those videos came very close to reaching the targeted number of views, however, with 448 current views on the videos.

### Strategies

Staff used social media - primarily Twitter and Facebook - to let people know in advance about meetings and events, to provide photos and coverage of the events and to route followers to *Blueprint 2040* news.

During Community Conversation sessions, attendees were encouraged to follow MetroPlan Orlando on social media, and many did. Meetings and events were advanced on Twitter, and staff live-tweeted from events encouraging residents to check out the MetroPlan Orlando booth. Staff also thanked host organizations on social media for the chance to speak or participate in their events, including lots of photos, which were popular. The posts urged followers to get in touch if they wanted staff to attend a future meeting or event.

Important milestones or events in the *Blueprint 2040* development – completion of the technical report summaries, the interactive town call and the public hearing – were all marked with multiple social media postings. The social media feeds interfaced with the MetroPlanOrlando.com website to provide more information. The social media feeds, along with the website, also promoted videos on YouTube and offered ways to comment for public events, including the MetroPlan LIVE! interactive town hall.

MetroPlan Orlando contacted staff members at local government and transportation partner agencies to request help in spreading the social media messages. In many cases, they shared or promoted posts from the MetroPlan Orlando feeds on their social media channels. For big events, they received suggested messages and supporting graphics to put on their own webpages, newsletters and social media streams. Their response was very helpful in extending the online audience.

### Measurement

This objective was measured through a *Social Media Statistics* tracking sheet. A summary follows.



## Social Media Statistics: Twitter Interactions

Month	Retweets	Favorites	Mentions	Total
January 2013	18	2	4	24
February 2013	21	2	3	26
March 2013	17	6	19	42
April 2013	7	2	16	25
May 2013	6	1	3	10
June 2013	14	3	5	22
July 2013	9	1	8	18
August 2013	16	4	15	35
September 2013	24	2	21	47
October 2013	28	5	21	54
November 2013	8	2	23	33
December 2013	32	10	14	56
January 2014	36	8	39	83
February 2014	51	6	29	86
March 2014	41	20	19	80
April 2014	128	64	34	226
May 2014	98	53	38	189
June 2014	66	51	34	151
TOTALS	620	242	345	1207

## Social Media Statistics: Facebook Interactions

Month	Comments	Likes on Posts	Shares	Total
January 2013	9	78	20	107
February 2013	13	137	29	179
March 2013	13	146	19	178
April 2013	5	118	22	145
May 2013	23	141	15	179
June 2013	18	83	14	115
July 2013	26	126	26	178
August 2013	30	95	17	142
September 2013	26	82	14	122
October 2013	9	108	16	133
November 2013	25	128	13	166
December 2013	3	96	16	115
January 2014	22	122	20	164
February 2014	12	133	34	179
March 2014	16	108	50	174
April 2014	11	68	15	94
May 2014	8	77	8	93
June 2014	11	66	21	98
TOTALS	280	1912	369	2561

# Samples of Social Media Outreach

## MetroPlan Orlando YouTube Channel

MetroPlan Orlando

3

[Home](#)
[Videos](#)
[Playlists](#)
[Channels](#)
[Discussion](#)
[About](#)

Uploads

Date added (newest - oldest)

**Values and Priorities Research Results**  
1 month ago • 34 views  
Dr. Dee Allsop of Heart+Mind Strategies presents an overview of results from research into "Understanding the Values and Priorities of Central Floridians" at the MetroPlan Orlando ...

**Draft 2040 Long Range Transportation Plan**  
1 month ago • 65 views  
The draft 2040 Long Range Transportation Plan was presented to the MetroPlan Orlando Board of Directors ...

**MetroPlan LIVE [Part 4 of 4] - Community Input**  
2 months ago • 15 views  
Community input is very important to us. Watch this video to see feedback on citizens' transportation wishes.

**MetroPlan LIVE [Part 2 of 4] - Mega-projects**  
2 months ago • 54 views  
Learn about several mega-projects in the region including I-4 Ultimate, Wekiva Parkway, Osceola Expressway, and SunRail.

**MetroPlan LIVE [Part 1 of 4] - A Vision for the Future**  
2 months ago • 16 views  
Learn about how we plan the future transportation system like in the year 2040.

**MetroPlan LIVE [Part 3 of 4] - Transportation Funding**  
2 months ago • 13 views  
Funding is a crucial piece of the 2040 Long Range Transportation Plan. Watch how transportation is funded and what the future looks like.

**MetroPlan LIVE! - Interactive Town Hall Event**  
2 months ago • 79 views  
MetroPlan LIVE!, an interactive town hall, was held on April 1, 2014. We connected with a few hundred folks across our region to talk about transportation needs for the year 2040, and got some great input from members of the public. Here are some of the highlights of our event:

**Population Growth by the year 2040**  
3 months ago • 25 views  
About one million additional people will live in the region by the year 2040. Watch this animation to see where growth will occur.

MetroPlan • LIVE!

Full video of our online and phone Town Hall Event on April 1

0:03 / 59:45

MetroPlan LIVE! - Interactive Town Hall Event [full length]

MetroPlan Orlando

0

14 views

[About](#)
[Share](#)
[Add to](#)


Published on May 12, 2014

MetroPlan LIVE!, an interactive town hall, was held on April 1, 2014. We connected with a few hundred folks across our region to talk about transportation needs for the year 2040, and got some great input from members of the public. Here are some of the highlights of our event:

- 0:23 -- Board Chairman's Welcome from Commissioner Bob Dallari
- 0:54 -- Overview of the Discussion
- 3:30 -- Why We Plan for the Year 2040
- 4:44 -- Where We Expect Central Florida Employment and Population Growth
- 6:01 -- The Future of Freight
- 9:06 -- What Citizens Say They Want in the Transportation System
- 10:55 -- Message from Commissioner Scott Boyd
- 11:47 -- Mega-projects That Will Transform the Region
- 12:26 -- I-4 Ultimate Project
- 14:50 -- Wekiva Parkway
- 15:57 -- Osceola Expressway Master Plan
- 19:39 -- SunRail

## Twitter Screenshots

**MetroPlan Orlando** @MetroPlan\_Orl · Jun 3  
Learn how [#traffic](#) signals work -- and MUCH MORE at our [#2040 LRTP](#) public hearing. [bit.ly/10Zp6CI](http://bit.ly/10Zp6CI)



1 2 View more photos and videos

**MetroPlan Orlando** @MetroPlan\_Orl · Jun 3  
Join us at our [#2040 Long Range #Transportation Plan](#) public hearing tomorrow -- or send a comment. [bit.ly/10Zp6CI](http://bit.ly/10Zp6CI)

2 1

**MetroPlan Orlando** @MetroPlan\_Orl · Apr 1  
The MetroPlanLIVE! question line is open. Tweet us your question on any [#2040 #transportation](#) issue.

1

**MetroPlan Orlando** @MetroPlan\_Orl · Apr 1  
We're talking about [#bikes](#) and [#trails](#) in our [#2040](#) plan. Join in at [bit.ly/PMuWTX](http://bit.ly/PMuWTX) or send us your questions on social media.

1

**MetroPlan Orlando** @MetroPlan\_Orl · Apr 1  
Our MetroPlanLIVE! participants are very interested in [#rail](#) projects. Join the [#2040](#) conversation! Tweet your questions and comments.

1


**MetroPlan Orlando** @MetroPlan\_Orl · Apr 1  
Lots of questions about [@RideSunRail](#) in our [#2040](#) conversation. Join in!

1

Retweeted by MetroPlan Orlando  
**Bob O'Malley** @bomalley · Apr 1  
[@MetroPlan\\_Orl](#) Question for MetroPlanLIVE #2040: What can Central FL do to promote ride sharing services like [@Uber](#) and [@lyft](#)?

1 View conversation

**MetroPlan Orlando** @MetroPlan\_Orl · Apr 23  
Winning team members celebrate I-4 success. [@MyFDOT](#)



3 View more photos and videos

**MetroPlan Orlando** @MetroPlan\_Orl · Apr 23  
Congrats to I-4 Mobility Partners!

5 2

**MetroPlan Orlando** @MetroPlan\_Orl · Apr 23  
I-4 Ultimate Project Selection is I-4 Mobility Partners. Overall score is 91.52. [@MyFDOT](#)

5 1

**MetroPlan Orlando** @MetroPlan\_Orl · Apr 30  
The first [@RideSunRail](#) train loading up for the return trip from Sand Lake Station. [@MyFDOT\\_CFL](#)



4 2 View more photos and videos




## Facebook Screenshots

**MetroPlan Orlando**  
Posted by Mary Ann Bennett Horne [?] · April 2

**MetroPlanLIVE! Interactive Town Hall Event** (6 photos)

Thanks so much to everyone who joined us for our first-ever MetroPlanLIVE! event. We were delighted with all the feedback we got for our #2040 transportation plan. Soon, we'll post an edited video of the event and a transcript at [MetroPlanLIVE.com](http://MetroPlanLIVE.com). In the meantime, here are a few photos from our practice session and event.



Like · Comment · Share

116 people reached

Boost Post

**MetroPlan Orlando**  
July 17, 2013

**West Orange Boys & Girls Club** (10 photos)

We had another great visit to a Boys & Girls Club to talk about the future of transportation and promote our Transportation Superhero student art contest. This time, we were with the West Orange Club, which has some very creative artists! Find out more about the contest: <http://bit.ly/10Zp6Cl>



Like · Comment · Share

116 people reached

Boost Post



**MetroPlan Orlando**  
Posted by Mary Ann Bennett Horne [?] March 13

Mark your calendars for Tuesday, April 1, 2014, 7-8 p.m. for our MetroPlanLIVE! event on the region's 2040 Long Range Transportation Plan. You can find out details of the plan and submit questions to our experts. And you can do it from your own home by telephone or online. To participate, you need to register your phone number and email, so we can contact you on the evening of the event. Here's the link: <http://btxsmart.com/onlineSignup/TeleB/metroplanorlando>

Tag Photo · Add Location · Edit

Like · Comment · Share

Puerto Rican Chamber of Commerce of Central Florida and Loreen Bobo like this.

3 shares

Write a comment...



## Objective 8: MetroPlan LIVE! Interactive Town Hall Event

*Hold at least one interactive town call with participation by at least 300 citizens, with geographic representation from all three counties.*



### Evaluation Results:

The event drew, at peak, 407 participants from throughout the three-county area and gave citizens the chance to participate by phone or online. The average phone participant stayed on about five minutes - long enough to hear what the agency does and where to get more information about the 2040 Plan. Most web participants stayed on throughout the hour-long event. The audience average throughout the event was 75. This new outreach method was a success at engaging the community, with a total of 59 questions and comments submitted during the hour.

## Strategies

MetroPlan Orlando worked to create excitement around this new approach to public outreach for the 2040 Plan. To ensure broad awareness, staff created invitations (see top image at right) and promotional handouts in English and Spanish, as well as display ads in English and Spanish (see bottom image at right) to run in five area newspapers.

Outreach efforts included several email blasts with information on how to register for MetroPlan LIVE!, as well as asking local government partners to publish information about the event in newsletters, on websites and on social media channels. In addition, information was posted in several community calendars, and staffers contacted groups who had hosted Community Conversations and asked them to share info with their members. Information about the event also was provided to local TV traffic reporters.

Other strategies for building awareness included a vigorous social media campaign by MetroPlan Orlando, including a Facebook banner and other graphics and a promotional board with QR code posted in LYNX Central Station bus terminal.

MetroPlan Orlando staff put together an hour-long presentation that included videotaped messages from board officers, an understandable overview of major projects in the 2040 Plan. Key staff members answered questions about the plan, which were submitted by participants. The presentation also included polling of participants on transportation issues.



Part of the town hall provider's service was a random dial-out to area residents, just prior to the start of the call - in addition to those who had already registered to participate. Staff directed the provider to pull 2,500 contacts from each of the three counties represented by MetroPlan Orlando, along with an additional 2,500 contacts from low-income zip codes to oversample the underserved community. The combination of strategies meant a broad representation of the community was included in the call.

MetroPlan LIVE! was also videotaped and posted online for viewing after the event. This allowed citizens to learn more about *Blueprint 2040*, even if they did not get a chance to participate in the live event.

### Measurement

This objective was measured by *Number of Event Participants*. Detailed statistics from the event confirm that participants came from zip codes throughout the three-county area.

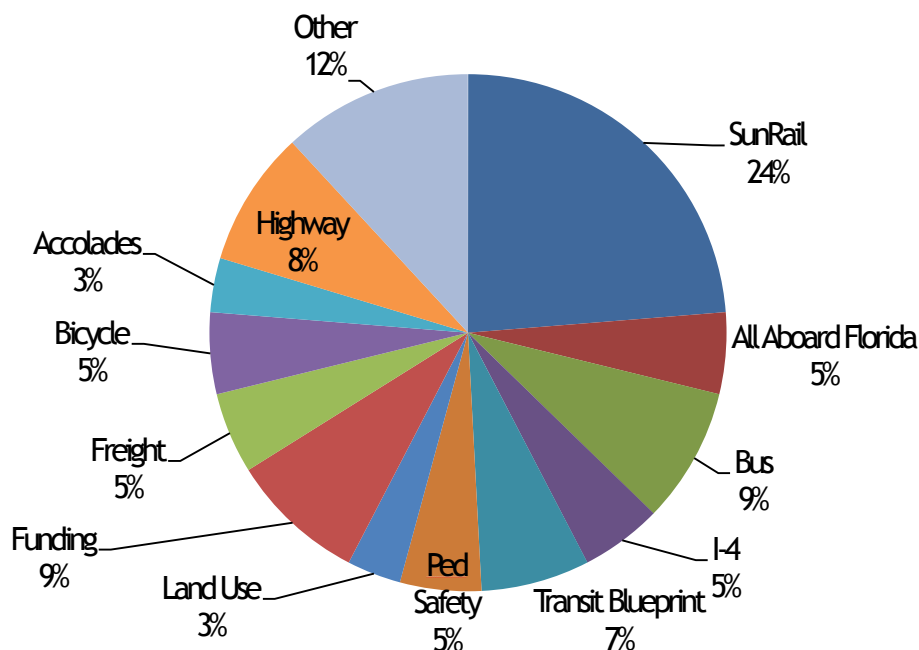
#### Number of MetroPlan LIVE! Participants

$$407 = 362 + 45$$

Peak Participants                      phone                      web

Audience Average = 75

#### Participants' Questions By Topic



## Objective 9: Transportation Plan Cam Video Interviews

*Record at least 75 citizen video interviews using the Transportation Plan Cam, with geographic representation from all three counties.*



### Evaluation Results:

MetroPlan Orlando fell short of this admittedly ambitious goal, completing 40 citizen video interviews. These interviews had geographic representation from all three counties. When the public involvement period was extended from the original timeline, we chose to conserve financial resources and do less video so that we could be physically present at more events throughout Orange, Osceola and Seminole counties.

### Strategies

Citizens were sought out at various community events and asked the question, “What do you think can be done to improve transportation now and in the future?” Though some people were camera shy, many citizens seized the opportunity to share their opinions.

Video interviews were particularly useful for capturing input from traditionally underserved citizens. The interviews were compiled into video montages, which were shared with MetroPlan Orlando Board and committees. The videos were also shared online at MetroPlan Orlando’s YouTube channel.



### Measurement

This objective was measured by number of interviews, which was tracked using a comprehensive *Video Log*. Due to a large file size, the video log is not included in this report, but is available by request from MetroPlan Orlando (email [LRTP@MetroPlanOrlando.com](mailto:LRTP@MetroPlanOrlando.com) or call 407-481-5672). Excerpts from interviews are included below.



“We’re very impressed with the SunRail project. It has definitely passed our expectations.”



“Orlando needs more public transportation... It’s more relaxed going to work.”



“We should start riding bikes and walking more instead of just jumping in a car.”



## Objective 10: Public Hearing

*Hold a formal public hearing prior to adoption of the 2040 Plan with participation by at least 40 citizens, including at least three comments made during the hearing.*



### Evaluation Results:

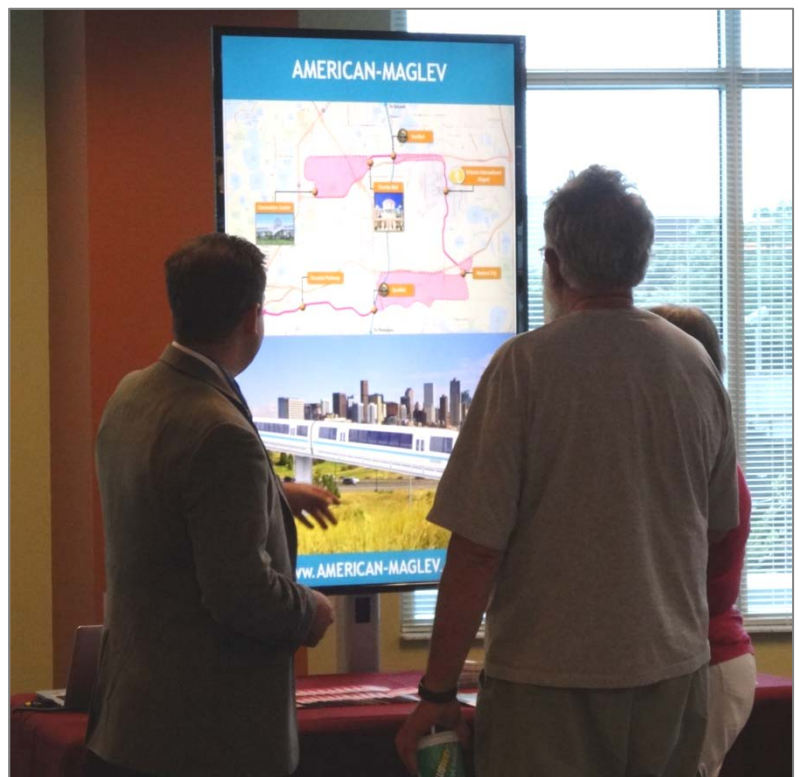
The public hearing for the 2040 Long Range Transportation Plan was held on June 4, 2014. A total of 76 people signed in, though not all attendees stopped at the check-in table. Staff estimated nearly 100 people were in attendance at the public hearing, exceeding the objective. Nine spoken comments were made during the public hearing, and another 11 people submitted written comments at the event. Additionally, several comments were received via email during the comment period and at an information table that was set up inside the LYNX Central Station.

### Strategies

MetroPlan Orlando staff began preparing for the public hearing by choosing an event location complying with ADA requirements and accessible to public transportation. The best fit for these requirements was a meeting space on the second floor of the LYNX administration building, adjacent to the LYNX Central Station bus terminal and SunRail station.

The first hour of the event was an open house where members of the public browsed information tables featuring various aspects of the 2040 Plan. They were able to ask questions and speak one-on-one with transportation experts. Screens for 60-inch televisions were placed at many of the stations to run animations, maps and other graphics telling the *Blueprint 2040* story. Staff was even able to borrow a full-sized control box and functioning traffic light from a local government partner to add more visuals to the event. Bus passes were given away to the first several guests to encourage early arrival. There also was a drawing for four SunRail reloadable cards at the end of the hearing to encourage folks to stay all the way through.

The second hour included a formal presentation and public comments. Written comments were also encouraged at the event. Additionally, a video booth was available during the open house portion of the event where citizens could speak directly





into a camera. Comments from the hearing were compiled and provided to the MetroPlan Orlando Board before they adopted the plan on June 11.

To encourage attendance at the public hearing, MetroPlan Orlando staff took a diverse approach to promotion, including:

- Creating invitations and promotional handouts
- Running legal ads in Orlando Sentinel, La Prensa, Orlando Times (available in the *Appendix*)
- Making draft 2040 Plan documents available on the website
- Social media promotion
- Creating a visual, easy-to-understand PowerPoint presentation
- Sending several email blasts with public hearing event details, links to draft documents and information on how to submit comments
- Contacting local government partners and asking them to share public hearing information on their social media channels
- Contacting groups who had hosted *Community Conversations* and asking them to share info with their groups



## Measurement

This objective was measured by a *Public Hearing Record* containing names from the sign-in sheet and a summary of all comments received. The record follows.





2040 Long Range Transportation Plan  
Public Hearing

Date: Wednesday, June 5, 2014

Time: Open House - 5:00 p.m.  
Public Hearing - 6:00 p.m.

Location: Lynx Central Station  
455 N. Garland Ave, Orlando, FL 32801

Those in attendance were:

Mr. Win Adams, Public	Mr. Renzo Nastasi, Orange County
Mr. Jeff Arms, HDR	Mr. Jason Navarro, Public
Ms. Nadine Avola, Public	Mr. David Nerfield, Public, FDOT
Mr. Kevin Blair, Public	Mr. John Nico, Mead Botanical Gardens
Mr. Jorge Boone, Public	Ms. Patricia O'Beirne, Solivita
Ms. Shenneth Brown, Public	Mr. Jim O'Beirne, Solivita
Ms. Brianna Bruno, Public	Mr. Myles O'Keefe, Lynx
Mr. Gus Castro, Orlando	Mr. Bob O'Malley, Public
Mr. Joel Davis, Public	Ms. Andrea Ostrodka, Lynx
Mr. Joe Eisenberg, Rollins	Mr. Arturo Perez, LCE
Mr. Gene Ferguson, FDOT	Mr. Vasu Persaud, Zaballero Eng.
Mr. Steve Ferrell, HDR	Mr. Jeff Piggrem, Public
Ms. Carleen Flynn, Lynx	Ms. Barbara Pomales, Public
Mr. Robert Friedman, Sierra Club	Mr. Fabricio Ponce, Tindale Oliver
Mr. Brad Friel, GOAA	Mr. Tommy Pressley, Public
Ms. Susan Gearhardt, Public	Mr. John Puhek, Sierra Club
Mr. Rick Geller, Public	Mr. Charles Ramdatt, Orlando
Ms. Mayman Hardem, Public	Mr. Michael Richardson, Canin Associates
Ms. Maxine Harris, Public	Ms. Mary Rodriguez, Public
Mr. Chris Jennison, Public	Mr. Tony Rodriguez, Lynx
Mr. Warren Jennison, Public	Ms. Patricia Rumph, Public
Mr. Mansoor Khuwaja, GMB	Ms. Juanita Haley Sanders, Public
Mr. Mario Kee, Public	Ms. Lori Sellers, GMB
Mr. Bill Kercher, WCLE Planning	Ms. Kathleen Shannon, AKJ Assoc.
Mr. Jamie Krzeminski, HDR	Ms. Shara Small, Public
Ms. Eileen LaSeur, QCA	Mr. Alex Stringfellow, AKJ Assoc.
Mr. Keith Laytham, Public	Ms. Natalie Suner, FDOT/GMB
Dr. Scot Leftwich, LCE	Mr. Clif Tate, Kimley-Horn & Assoc.
Ms. Katie Lockard, Lynx	Mr. Kelvin Thompson, Public
Mr. Brock Magruder, BWCF	Ms. Genevieve Velazquez, Lynx
Ms. Katy Magruder, BWCF	Mr. Bob Wallace, Tindale Oliver
Ms. Ginnie Maminski, Public	Ms. Libby Wallace, USF
Mr. Stan Maminski, Public	Mr. Greg Witherspoon, Canin Associates
Mr. Jeffrey McClain, Public	Mr. Randy Woodruff, Public
Ms. Shelley McClain, Public	Mr. Mike Woodward, Kimley-Horn
Mr. Matt McIntosh, Public	Ms. Joedel Zaballero, Zaballero Eng.
Mr. Rob McKey, Public	Mr. John Zielinski, FDOT
Mr. Pablo More, Public	
Mr. Ravi Narayana, GMB	

MetroPlan Orlando Staff In Attendance:

Ms. Gabriella Arismendi  
Mr. Harry Barley  
Mr. Keith Caskey  
Mr. Eric Hill  
Ms. Mary Ann Horne  
Mr. Gary Huttman  
Ms. Cynthia Lambert  
Ms. Sally Morris  
Ms. Lena Tolliver  
Mr. Alex Trauger  
Mr. Anthony Washington  
Ms. Virginia Whittington  
Mr. Mighk Wilson

Ms. Cynthia Lambert, MetroPlan Orlando, opened the 2040 Long Range Transportation Plan (LRTP) Public Hearing at 6:00 p.m. and provided a brief introduction of the Draft 2040 LRTP. She also informed attendees on the process for making spoken or written comments that will be provided to the MetroPlan Orlando Board. Mr. Alex Trauger, MetroPlan Orlando staff, reviewed the process involved with the development of the proposed 2040 LRTP and noted that the next step will be a request to the MetroPlan Orlando Board on June 11, 2014 for adoption of the 2040 Long Range Transportation Plan. Mr. Trauger also reported on the federal and state requirements for the Long Range Transportation Plan and noted that the plan must be cost feasible. Both spoken and written comments were received and are listed below. Comments received via email during the comment period are also included below for the official record.

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**SPOKEN COMMENTS RECEIVED AT PUBLIC HEARING**

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- 1) Mr. Keith Laytham (Poinciana) thanked MetroPlan Orlando for including Poinciana residents in the creation of the 2040 plan. He expressed concern that the creation of a new regional expressway authority may impact the progress of Osceola County's projects. He noted that the majority of members slated to be on the new regional expressway board have many unfunded projects and this may cause a disadvantage for Osceola County.
- 2) Ms. Joan Carragher (Best Foot Forward) stated that she is happy to see that pedestrian safety is incorporated in the proposed 2040 LRTP and thanked MetroPlan Orlando for being a partner in the Best Foot Forward pedestrian safety campaign.
- 3) Mr. Jeff Piggrem (Orlando) commented on the long term viability of SunRail and need to keep travel times competitive. He noted that I-4 improvements will increase speeds, which may appeal to SunRail riders who may decide to drive their cars because of faster travel times. He suggested increasing the speed of trains to keep SunRail travel times competitive.
- 4) Mr. John Puhek (Orlando) requested that light rail be considered for connecting the Orlando tourist area to Downtown Orlando with frequent stops.
- 5) Mr. Jorge Boone (Orlando) commented on the traffic congestion at Mills Ave. and SR 50. He asked that there be increased focus on finding solutions to make the Mills 50 area more bicyclist and pedestrian friendly.

- 6) Mr. Robert Friedman (Orlando) expressed the need for dedicated funding for local transit. He offered the following cities as models for transit funding: Houston; Dallas; Phoenix and Salt Lake City.
- 7) Ms. Barbara Pomales (Orlando) complimented staff on the use of social media to invite the public to today's hearing. She expressed that transit should be economically effective for students who have limited resources.
- 8) Mr. Jeffrey McClain (Orlando) commented on pedestrian safety issues and concerns with the crosswalk signals that he believes are not effective and cause pedestrians to rush across major intersections. He noted that Orlando has several crosswalk signals that do not work and crosswalk markings that are faded or missing. Mr. McClain also expressed concern about buses running behind schedule.
- 9) Mr. Alex Stringfellow (Winter Park) commented on the importance of sustainability and diversifying the region's transportation system.

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#### WRITTEN COMMENTS RECEIVED AT PUBLIC HEARING

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- 1) Ms. Katy Magruder (Orlando): "I enjoyed the structure of the meeting. The presentation was concise and the representatives at each station were both knowledgeable and helpful. Great job covering so much material. Also, I am pleased and impressed with MetroPlan's commitment to solving the pedestrian safety epidemic in Central Florida. Continue advocating for these bike/ped projects!"
- 2) Mr. Brock Magruder (Maitland): "1) Excellent format for [the] meeting. 2) Maintain and increase emphasis on bike/ped/active transport projects. 3) Decrease road widening!"
- 3) Ms. Kathleen Shannon (Orlando): "I am hoping that sustainable stormwater solutions were considered in the redesign/implementation of complete streets as a means of providing a variety of benefits, including (1) a buffer zone for walking pedestrians or cycle tracks; (2) a means of filtration of the pollutants that would normally enter our water table and; (3) pure aesthetics! Bring more green to the street - shade would be preferred and natives!!"
- 4) Mr. Tommy Pressley (city of residence not provided): "If financially equitable, allow for shelters, with timed cool or air with cover for metro passengers of elderly age or younger with children. [This could] possibly increase use of metro."
- 5) Mr. Stan Maminski (Poinciana): "Changes to the Poinciana area have changed and will change some of the traffic patterns: continued home building along Marigold south of Cypress Parkway, the new toll road exit on N. Marigold (2015), newly announced Valencia College in Poinciana. There is a current bottleneck on Cypress Pkwy between Marigold and Poinciana Blvd. The widening to six lanes is out in 2020-30 and needs to be moved in. Traffic today is dead stopped east in AM and west in PM and cannot wait give, let alone 15 years."
- 6) Ms. Patricia O'Beirne (Poinciana): "We live in Poinciana. We are seriously under-road, under public transportation and under pedestrian friendly - our area is seriously under-funded. At present we are promised some relief on Poinciana Parkway. The only project #3 - widening to six lanes in 2020. No other funding until #21-23 for 2025. Our population is currently approaching 100,000 - congestion [is] rampant now. KOA to Rhododendron (#70) needs to be moved from 2030 to 2020 - now! Southport Connector - when?"
- 7) Mr. Pablo More (Groveland): "Please include into the plan Lake and Sumter Counties. People live in Lake and Sumter and travel to Orange County to work. We need public transportation for Lake, in particular south Lake to Orange County. Thank you. Make intelligent transportation system accessible via mobile devices, including sensors."



- 8) Ms. Shenneth Brown (Orlando): "I'd like to see Central Florida in line with New York City and London in mass transportation, hooking up all the airports, fun attractions, business areas, downtown, shopping and all the beaches. I've been spoiled by those old cities. Note: Retiring professionals retiring from the northeast, many do not drive and are stuck at home. They come to enjoy their life's earnings in the Sunshine State. (beach, concerts, arenas, cruises, etc.) Thank you."
- 9) Mr. Bob O'Malley (Maitland): "Please do not six-lane Maitland Blvd. between Maitland Avenue and I-4. Six-lane roads destroy communities by inducing even more traffic and decreasing walkability. Six-lanes are not needed to fix a two-hour-a-day problem. There is plenty of capacity, please tell FDOT to stop. Thank you."
- 10) Mr. Rob McKey (Ocoee): "Leave left lane clear of freight traffic through Orlando."
- 11) Mr. Mario Kee-Figueras (Orlando): "Muchas felicidades y muchas bendiciones por el plan hasta el 2040 y el de cada 5 años, tambien excelente el futuro en Orlando y los 3 condados y la connexion con el aereopuerto de Orlando y terminacion con Miami en el futuro. Que Dios los bendiga a todos."

English Translation: "Many congratulations and many blessings for the 2040 plan that you update every five years, also the excellent future of Orlando and the three counties, and the connection from the Orlando airport terminating in Miami in the future. May God bless you all."

Following a request for any additional comments; the public hearing was closed at 6:45 p.m. and was transcribed by Ms. Lena Tolliver, Senior Board Services Coordinator/ Recording Secretary.

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#### WRITTEN COMMENTS RECEIVED IN LYNX CENTRAL STATION

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- 1) Ms. Sandy Rodriguez (Apopka): "I agree [with] the plan. I hope it works out. Would like to attend [the public hearing], but can't."
- 2) Mr. Christopher Whitaker (city of residence not provided): "Enjoy [the transportation] services."
- 3) Mr. Chris Hays (Lake Mary): "I like the transportation [plans]. They are nice."
- 4) Mr. Kevin Fitzpatrick (Orange County): "Lynx needs an app to help riders plan trips and let you know when a bus [is] coming."
- 5) Mr. Charles Richard (Orange County): "We need SunRail to work 7 days a week."
- 6) Mr. Wayman Hardem (Orange County): "I work from 3:30 p.m. til 12 a.m. on Tradeport Drive and Orange Ave. and there is no bus for me to get home after work. Please help. Thank you and God bless."
- 7) Ms. Heid (city of residence not provided): "They think they own the bus - I had another driver tell me to sit till everyone gets off. I had to catch a second bus to go to work - I was an hour late for work. What are buses for if you can't get to work on time. First of all, there were no posters announcing this meeting at all; which I think awful. How do you get our opinion if we don't know about the meeting as a bus rider, disabled with walker. I have been verbally abused by bus drivers (bale) about pushing a walker. I have been treated wrong on Mother's Day to go home my last bus after work. I was told I couldn't get on bus because of my walker I had to walk home and it was raining. Give your drivers a class on respect and courtesy about disabled, handicap people. We count too. We pay your salary too."

- 8) Mr. Bryan Gonzalez Perez (Altamonte Springs): “El pase de 30 dias solo lo puedes usar 20 dias porque el tren solo corre lunes a viernes por lo que no es un pase de 30 dias, sino de 20 dias. Por lo que pienso que no es justo y deberian dar el servicio sabado y domingo y brindar service hasta mas tarde.”

English Translation: “The [SunRail] 30 day pass can only be used for 20 days because the train only runs Monday through Friday, so it’s not a 30-day pass, it’s only a 20-day pass. That’s why I don’t think it’s fair and they should offer service on Saturday and Sunday and offer later service hours.”

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RECEIVED VIA EMAIL DURING PUBLIC COMMENT PERIOD

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From: John Puhek [mailto:john.puhek@yahoo.com]  
Sent: Wednesday, May 7, 2014 4:48 PM  
To: Harry Barley  
Subject: 2040 Plan

Dear Mr. Barley,

The Sierra Club Central Florida Group is disappointed in the lack of vision in the 2040 long range transportation plan for Central Florida for the following reasons:

1. The only multimodal transportation project is SunRail/I-4 expansion which will be completed by 2020. Even this project is inadequate a[nd] there is no provision [for] rail transit between the Orange County Convention Center and downtown Orlando.
2. There is no funding source for mass transit in the plan except for raising fares apparently by 250% in 2021.
3. There is no plan to increase the number of buses, headways, or bus routes to serve a growing population.

The 2040 LRP should be changed to include the following:

1. Add a multi-county sales tax to fund mass transit expansion and operating costs as well and road maintenance.
2. Build an intracity rail line such as light rail or monorail between the Orange County Convention Center and downtown Orlando and change the SunRail line north of downtown Orlando to light rail with service every day with longer times and increased frequency of head times. Consider running such a line along Kirkman to serve the high density multifamily complexes along that road as well, Valencia College, and connect workers to their jobs.
3. Build a cross-town intracity rail line along Colonial to spur redevelopment in this economically depressed zone between Winter Garden and UCF.
4. Extend SunRail commuter rail service to Lake County on the existing rail line.
5. Connect Orange County Convention Center and SunRail to Orlando International Airport by rail.

For any questions, please contact me at (407) 766-8988.

Sincerely yours,  
John M. Puhek  
Transportation Chair

From: Connie Greaney [connie.greaney@gmail.com]  
Sent: Thursday, May 22, 2014 3:44 PM  
To: LRTP Email  
Subject: EE Williamson on/off ramps

Hello. Will the proposed on/off ramps for I4 at EE Williamson in Longwood be discussed at this meeting?

I would like to comment that the proposed ramps would have a very negative effect on the community as it would: increase traffic on Markham Woods road which is already busy; direct rush hour traffic past Woodlands Elementary school endangering walkers (many walk across the EE Williamson overpass); lead to further commercializations and neighborhood erosion near the overpass (how long until they "need" a gas station there); endanger users of the Wekiva bike trail; further erode habitat and increase traffic risk for the local bear population; increase noise in the nearby neighborhoods; and likely increase traffic on Lake Emma and Rangeline roads. 434 is the appropriate road to bear this traffic and was widened to do so. Please do not divert this traffic through our neighborhoods.

Connie Greaney

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From: Samme Ripley [Samme.Ripley@ocfl.net]  
Sent: Tuesday, June 3, 2014 1:29 PM  
To: LRTP Email  
Subject: RE: The Future Will Be On Display Tomorrow!

Sorry I cannot attend [the public hearing] but I will be facilitating a CERT class at Emergency Operations Center. Great content. No other comments.  
Samme Ripley  
ADA Office of Disability Concerns

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From: Frederick Ritz [fredadritz@webtv.net]  
Sent: Wednesday, June 3, 2014 11:36 PM  
To: LRTP Email  
Subject: Metroplan Orlando Comments

Dear Metroplan Orlando

Your plans for FUTURE transportation improvements are monumental, however much of the PRESENT transportation infrastructure seems to have been abandoned.

Apparently TRANSPORTATION Agencies in Florida subcontract most of their highway design, construction and inspection to Private Contractors. This provides LOW OVERHEAD for the Agency but LITTLE OVERSIGHT of daily road conditions. For instance:  
Fairly new Moss Park Road has unaddressed pavement and drainage structure settlement.  
Narcoossee Road between 417 and 528 has a fatal case of "Leprosy" - drivers encroach on the bike lane to miss the roughest portions. Professional, lasting repairs would require saw-cutting the pavement and replacing it with hot mix .

High winds seem to be the chosen method to trim the palms on Narcoossee Road's median between Northlake Pkwy and Dowden Road. After each major windstorm, motorists are left to dodge the palm fronds that have blown into the roadway - dangerous.



Pavement markings are non-existent on Narcoossee Road in the vicinity of 417 and numerous other roadways in Orlando.

The 45 mph SPEED LIMIT on Narcoossee Road, from St. Cloud to Orlando, which is a 4 to 6 lane divided high with relatively low density development is unrealistically low. All it does is breed disrespect for realistic speed limits in other areas.

Ultimately, 6 lanes of Narcoossee Road are funneled down to 2 lanes at Lee Vista Road and Hoffner. It's a bottleneck. If it were not for Developer driven construction priorities, Narcoossee Road would be 6 lanes wide at the City with reduced width at the outskirts , not the other way around.

TRAFFIC CONGESTION in urban areas could be alleviated by the construction of bus turnouts; repairing non-working traffic signal vehicle detectors, especially in left turn lanes; and interconnecting sequential signals. Construction contracts could require a Completion Date earlier than that designated in the past - Contractors can increase the number of employees to avoid seemingly endless completion dates on projects like Alafaya, "The Trail to Hell"!

The only type of DIVERSITY that we need in leadership positions on Orange County Advisory Boards (whether influential or not) is unbiased, trained in the profession and ethical.

Has anybody noticed that most business establishments do not have a legible street number sign on their buildings. With the high volumes of traffic and out-of-state drivers in Central Florida, it would be a courtesy and improve safety to have readable street numbers on commercial buildings. Fire and Police Departments would also benefit.

Can't close without mentioning the Expressway Authority.

Traveling north on Route 417, approaching Curry Ford Road, the right lane ends and traffic has to merge left. There is insufficient advance warning for this merge other than pavement marking arrows. Only at the point where the right lane ends does one find an overhead warning sign - not too safe in the daytime - worse at night! Fortunately the situation is currently being rectified by a construction contract, although the Contractor is using a flashing arrow board that is too dim to be of value during the daytime.

Almost done - Construction warning signs on many highway and utility projects are grossly deficient, sometimes absent, sometimes left up 24/7 - this only results in complete disrespect from the motorist and increased hazards to construction personnel.

The Federal Government produces a "Manual On Uniform Traffic Control Devices" that, if consulted and adhered to, would improve safety on the highways for motorists, workmen and pedestrians.

My final general advice is: first, be good stewards of the existing transportation infrastructure before constructing more of what can not be properly maintained.

Sincerely,  
Frederick Ritz  
12338 Citruswood DR  
Orlando FL 32832

## **Appendix: Documentation of Public Involvement Process**

Public Involvement Plan -  
Adopted January 9, 2013

Draft Public Involvement Plan -  
Comments Received

Community Event Reports

Public Hearing Legal Advertisements



**Public Involvement Plan -  
Adopted January 9, 2013**



metroplan orlando

A REGIONAL TRANSPORTATION PARTNERSHIP

# 2040 Long Range Transportation Plan Public Involvement Plan



315 E. Robinson Street, Suite 355, Orlando, FL 32801 | 407-481-5672 | [LRTP@metroplanorlando.com](mailto:LRTP@metroplanorlando.com)

[www.metroplanorlando.com](http://www.metroplanorlando.com)



Adopted January 9, 2013



**MetroPlan Orlando**  
**2040 Long Range Transportation Plan**  
**Public Involvement Plan**

**Table of Contents**

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Public Involvement & Transportation Planning .....	1
Public Involvement Requirements .....	1
Goals, Objectives, Strategies and Evaluation Measures .....	2
Public Involvement Strategies .....	8
Tools and Tactics .....	9
Identifying Stakeholders .....	12
Notification Requirements .....	14
Public Involvement Schedule of Activities .....	15
Final Report .....	15

**How to Get Involved in the Transportation Planning Process**

Learn about transportation and add your input to the planning process in these ways:

- In person: Attend and make a public comment at public meetings, which are posted on our website calendar. Or invite us to speak to your group about transportation.
- Email: Send comments or questions anytime to [LRTP@metroplanorlando.com](mailto:LRTP@metroplanorlando.com).
- Phone: Call us at 407-481-5672.
- Social Media: Follow us on Twitter (@metroplan\_orl) or like us on Facebook.
- Website: Learn more about the Long Range Transportation Plan at [www.metroplanorlando.com/plans/long-range-transportation-plan](http://www.metroplanorlando.com/plans/long-range-transportation-plan)

## Public Involvement and Transportation Planning

MetroPlan Orlando, the metropolitan planning organization (MPO) for Orange, Osceola, and Seminole Counties, provides leadership in transportation planning by engaging the public and fostering effective partnerships. One of the organization's major responsibilities is developing a Long Range Transportation Plan, which sets at least a 20-year vision for the region. The long-term plan is updated every five years to reflect the changing dynamics of the area. Work is already under way to create a plan for the year 2040.

Developing a long range plan requires two key elements: technical work and community engagement. Ultimately, the MetroPlan Orlando Board adopts the long range plan after considering public input and recommendations from local transportation planners. Public involvement is a critical element in the development and adoption of the 2040 Long Range Transportation Plan, given the significant socio-cultural, economic, health, and environmental impact of transportation on all citizens in the region.

This Public Involvement Plan creates widespread opportunities for citizens to be informed and engaged throughout the development of the 2040 Long Range Transportation Plan. The purpose of the Public Involvement Plan is to provide a roadmap to systematically achieve goals and objectives for public involvement, ensuring diverse and inclusive public input.

### Public Involvement Requirements

The Public Involvement Plan meets the federal requirements for public involvement as identified in 23 CFR 450.316 and 23 CFR 450.322. MetroPlan Orlando will meet all federal and state requirements to document a participation plan that defines a process for providing citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with reasonable opportunities to be involved in the planning process.

MetroPlan Orlando is developing this public involvement plan in consultation with all interested parties, describing explicitly the procedures, strategies, and desired outcomes relating to:

- a. Providing adequate notice of public participation activities;
- b. Providing timely notice and reasonable access to information about transportation issues and processes;
- c. Using visualization techniques;
- d. Making public information available on [www.metroplanorlando.com](http://www.metroplanorlando.com);
- e. Holding public meetings at convenient and accessible locations and times;
- f. Demonstrating explicit consideration and response to public input received;
- g. Seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income and minority citizens;
- h. Providing an additional opportunity for public comment, if the final plan differs significantly than the version made available for public comment;



- i. Coordinating with the statewide transportation planning public involvement and consultation processes;
- j. Periodically reviewing the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.

## Goals, Objectives, Strategies and Evaluation Measures

The goal of this Public Involvement Plan is to establish a comprehensive, inclusive process using innovative methods to create continuous opportunities for diverse public involvement during the creation of MetroPlan Orlando's 2040 Long Range Transportation Plan.

The following objectives and strategies will be used to achieve the above goal during the implementation of this plan (see *Public Involvement Schedule of Activities* on page 14). Evaluation measures are also outlined to ensure effectiveness.



### OBJECTIVES FOR OUTREACH:

Ensuring widespread opportunities for two-way communication

#### Objective #1

Participate in at least three outreach events per month, with 85 percent of attendee surveys expressing satisfaction with opportunities for involvement.

##### Strategies:

- Partner with existing community groups and organizations to conduct Community Conversations tailored to meet citizen needs.
- Work with local government and agency partners to identify community events that provide diverse audiences for 2040 Plan outreach.
- Encourage citizen participation and input during outreach events by using interactive activities that help increase understanding of the transportation planning process.
- Work with Board and committee members to identify groups that would benefit from transportation planning information.

##### Evaluation Measures:

Participation Log, Surveys, Electronic Polling Data



## Objective #2

Hold at least 30 percent of outreach events with groups either directly or indirectly representing traditionally underserved populations, including young people. (An example of indirect representation would be employees of a nonprofit organization that works with underserved populations. This group would be able to accurately convey their clients' transportation needs.)

### Strategies:

- Coordinate with faith-based organizations, disability advocacy groups, senior centers, social service groups and others serving these demographics to identify potential locations for Community Conversations.
- Coordinate with schools in targeted communities to send 2040 Plan information home with students.
- Work with board and committee members to identify specific underserved groups in their communities that would benefit from transportation planning information.
- Work with local government and agency partners to identify community events targeting underserved audiences.
- Translate materials for non-English speaking or visually-impaired audiences, where appropriate.

### Evaluation Measures:

Participation Log, Surveys

## Objective #3

Provide a continuous stream of 2040 Plan public input to decision-makers by providing regular community outreach updates to MetroPlan Orlando's Board and committees through visually-appealing monthly written reports and quarterly oral presentations.

### Strategies:

- Compile community event reports that provide photos, demographic information, and a summary of citizen feedback gathered at outreach events.
- Create short videos of Transportation Plan Cam citizen interviews and participation at events to convey diversity of feedback.

### Evaluation Measures:

Community Event Reports, Oral Presentations, Videos

## Objective #4

Raise awareness of long range transportation planning by using media coverage to reach a wide Central Florida audience with key messages, achieving 500,000 impressions (number of people reached).

### Strategies:

- Create a detailed strategic media plan targeting various media outlets, including television, print, radio, blogs, trade publications, and outlets specifically targeting underserved communities.
- Work with local government access television channels such as Orange TV, WUCF TV PBS, Seminole Government TV and Access Osceola TV for strategic media placement of high-impact video and community outreach materials.
- Write articles about the 2040 Plan and related public involvement opportunities and submit to partner newsletters and blogs.

### Evaluation Measures:

Number of Impressions

## Objective #5

Ensure that all 2040 Plan print and electronic materials communicate MetroPlan Orlando's message in an effective, appealing way by using visualization (photos, illustrations, charts, etc.) and plain language, as defined by Federal Plain Language Guidelines.

### Strategies:

- Establish a brand for the 2040 Plan to make the planning effort immediately recognizable during public presentations and meetings, special events and in plan materials.
- Include various ways to submit public comments (phone, email, social media, etc.) on all materials.
- Strategically place Quick Response Codes - better known as QR codes - in outreach materials to encourage further citizen engagement. This innovative tool can be scanned with a smart phone to allow instant mobile access to a website.
- Place regular articles on public involvement activities for the 2040 Plan with accompanying visuals in MetroPlan Orlando's newsletter.

### Evaluation Measures:

Content Review, Surveys

## Objective #6

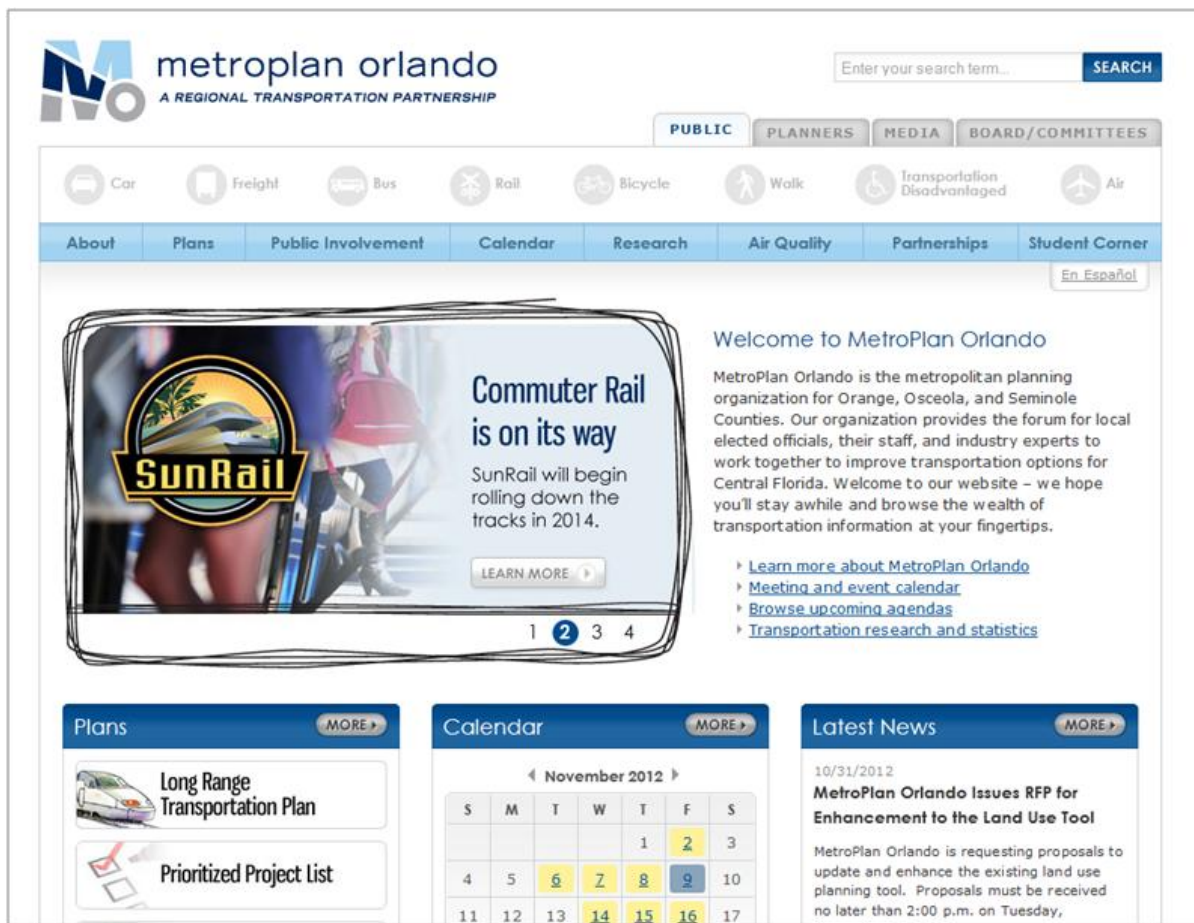
Provide online opportunities for the public to learn about the transportation planning process through MetroPlan Orlando's website, achieving a monthly average of 1,100 unique visitors to the site.

### Strategies:

- Drive traffic to website from social media channels.
- Include website address in all materials and presentations and encourage visits to learn more.
- Use QR codes in printed materials to point citizens to specific areas of the MetroPlan Orlando website for more information, including the event calendar and Long Range Transportation Plan sections.
- Use online surveys at various milestones during the planning process to gather input.

### Evaluation Measures:

Website Statistics (Google Analytics)



OBJECTIVES FOR INPUT:  
Encouraging public comments

### Objective #7

Provide opportunities for round-the-clock public engagement through social media channels, achieving the following results:

- Twitter - 700 followers, at least 85 interactions (retweets + mentions + replies);
- Facebook - 375 likes, 1,400 interactions (comments + likes on posts + shares);
- YouTube - 20 video uploads, 500 views

Strategies:

- Find and share recent national and international news articles that illustrate key long range transportation planning principles.
- Encourage continuous two-way communication with the public by posting photos from outreach events and stimulating interest in future events.
- Explore additional social media channels for potential use.
- Post at least one question of the week to garner public comments on topics relevant to the 2040 Plan.
- Create a #hashtag Twitter campaign for the duration of the 2040 Plan public involvement process.

Evaluation Measures:  
Social Media Statistics

### Objective #8

Hold at least one interactive town call with participation by at least 300 citizens, with geographic representation from all three counties.

Strategies:

- Oversample phone numbers in environmental justice areas to ensure diversity of participants.
- Obtain public input by using polling questions during the call and providing opportunities for submittal of public comments outside of the call.
- Create a script for transportation experts on the call to ensure a smooth conversation.
- Ask partners to distribute town call invitations to their distribution lists.

Evaluation Measures:  
Number of Call Participants, Zip Code Information from Surveys



## Objective #9

Record at least 75 citizen video interviews using the Transportation Plan Cam, with geographic representation from all three counties.

### Strategies:

- Conduct interviews at 2040 Plan meetings and events, as well as at locations where people typically congregate such as community centers, libraries, transit stations, malls, and parks.
- Actively seek out minority and other traditionally underserved citizens for the interviews.
- Post video footage online and disseminate through social media channels.

### Evaluation Measures:

Number of Interviews, Locations and Participants in Filmed Interviews

## Objective #10

Hold a formal public hearing prior to adoption of the 2040 Plan with participation by at least 40 citizens, including at least three comments made during the hearing.

### Strategies:

- Choose a public hearing location that complies with ADA requirements and is accessible to public transportation.
- Provide sufficient notification of the public hearing (see *Notification* section on page 14.)
- Allow both written and oral comments to be submitted in person, electronically, or via phone or postal service.

### Evaluation Measures:

Public Hearing Attendance, Number of Comments

## Public Involvement Strategies

### *2040 Plan Branding and Collaterals*

MetroPlan Orlando will establish a 2040 Plan brand to make the planning effort immediately recognizable during public presentations and meetings, special events and in plan materials. A slogan and/or logo will be developed that helps community members connect with the importance of shaping the region's mobility future.

Branded 2040 Plan materials, to be produced electronically and in print, will be eye-catching and easy to understand. All materials will be clear and concise; they will help connect key messages with target audiences. All branded materials will include the appropriate contact information for members of the public to get additional information.

Creative, attractive community outreach materials will be developed for target audiences and distributed via mail and electronically.

### *MetroPlan Orlando Board and Committee Meetings*

The MetroPlan Orlando Board and committee meetings will include periodic updates on the 2040 Plan and community outreach activities. Members will be offered opportunities to be involved with public engagements in their communities.

### *Elected and Appointed Officials Coordination*

MetroPlan Orlando's public involvement team will keep local, state, and federal officials briefed and engaged. This will occur through avenues including the agency newsletter, the distribution of 2040 Plan materials, as well as through individual briefings and/or periodic presentations to city and county commissions.

### *Regional Partnerships*

Productive partnerships with other transportation agencies, local governments, and key community organizations will help raise awareness of the 2040 Plan and maximize efficiency. To further broaden public comment opportunities, MetroPlan Orlando will team with our regional partners and elected officials for joint public meetings, or to exhibit related materials at outside events.



### *Community Conversations*

Since proactive public involvement often means meeting community members where they live or congregate, MetroPlan Orlando will conduct Community Conversations with homeowners associations, business groups, cultural, civic and fraternal organizations, churches, and others.

MetroPlan Orlando will communicate clear information about the region's transportation needs and proposed 2040 Plan through these community speaking engagements. Key staff will support the speakers'

bureau, and a schedule of presentations will be developed. Key messages, responsive talking points, collateral materials, and various multi-media tools, such as PowerPoint presentations and video, will be developed to support staff members making speaking engagements.

Several mechanisms will be established to obtain feedback from those participating in the Community Conversations.

Such engagements on the 2040 Plan will be included in MetroPlan Orlando's comprehensive calendar of events and workshops. Community Conversations will ensure that accurate 2040 Plan information is distributed far beyond those who can attend more formal public meetings.

### *Community Events*

These outreach events provide opportunities to raise awareness of the 2040 Plan and build positive relationships for MetroPlan Orlando, its partners, and the community. As a cost-effective measure, existing community events will be selected to help distribute information and collect comments on the 2040 Plan. The goal is to cull a broad spectrum of events sponsored by organizations that represent the community's diverse demographics.

At events such as community and school fairs, farmers markets, sporting events, cultural and art festivals, information will be provided through information booths, printed materials and exhibits. Event attendees will be able to submit feedback via surveys and informal interviews digitally recorded on the Transportation Plan Cam. Comments recorded by the Transportation Plan Cam will be added to the agency website and social media sites to help generate broader interest in the 2040 Plan.



### *Tools and Tactics*

#### *MetroPlan Orlando Newsletter*

The MetroPlan Orlando newsletter will announce the kickoff of the 2040 Plan. Subsequent issues will provide updates on the planning process and public involvement opportunities, as well as solicit feedback. The newsletter will include visuals to help people understand why they should contribute to the plan's development.

#### *Strategic Media Plan*



Integrating the media in public participation strategies helps to foster trust and maximize the team's ability to inform and engage a broad audience. The 2040 Plan will try to maximize earned media, a cost-effective method of communicating with the public. A media plan will be developed and will include:

- Key messaging and talking points;
- A comprehensive media list;
- Reaching out to transportation trade publications;
- Communicating proactively with ethnic, non-mainstream media;

- Ensuring a steady flow of news releases on the benefits of proposed projects;
- Drafting letters to the editor;
- Alerting agency and program management staff immediately upon media requests, and working with staff on responses.

The social and economic importance of the 2040 Plan makes it a prime candidate for earned or “free” media. The media plan will include working with local government public access television channels, radio stations and other media outlets for strategic media placement of high-impact video, public service announcements (PSAs), and key messages about the 2040 Plan. This will include coordination with Orange TV, WUCF TV (PBS), Seminole Government TV, Access Osceola TV, and local radio stations.

### *Online Surveys*

Online surveys are another effective tool to collect public comment on the 2040 Plan. MetroPlan Orlando will evaluate opportunities for online surveys at milestones during the planning process. Survey instruments will be thoroughly reviewed and approved before implementation. Reports on survey findings will be available to the Board and posted on the MetroPlan Orlando website.

### *Interactive Public Meeting “Town Call”*

To implement a comprehensive, diverse, and widespread public involvement process, a “town call” meeting will be held to reach a high volume of participants, educate them on the 2040 Plan, and receive input. Use of these techniques will help a broad audience to better understand the planning process, and thereby be better able to contribute constructive feedback. A report detailing the meeting, public comments and responses will be provided to the MetroPlan Orlando Board and committees and made available on the website.

### *Final Public Hearing*

The MetroPlan Orlando Board requires a formal public hearing prior to final approval of the 2040 Plan. The recommended 2040 Plan, alternatives to the recommended plan, and supporting documentation will be presented to the public, providing a final chance to submit feedback on the plan.

To create a dynamic, interactive public hearing that encourages greater participation by the public, MetroPlan Orlando may include electronic polling, in which citizens give direct input or “vote” and see their opinions counted. The public hearing also can be live streamed over the Internet for those who cannot physically attend.



The public hearing will be publicized as outlined in MetroPlan Orlando’s existing plans and procedures. Prior to the public hearing draft plan documents will be made available on the agency website and in print by request at least seven days prior to the hearing.

The public hearing will be scheduled at a time that is convenient to the public and at a location that is accessible to public transit and ADA compliant. Proceedings may be recorded by a court reporter and transcribed for review by the MetroPlan Orlando Board.



Citizens unable to attend the public hearing or MetroPlan Orlando Board meeting may submit written public comments to MetroPlan Orlando during the official public comment period in three additional ways: 1) via postal service, 2) via the Contact Us form on the website, or 3) by emailing [LRTP@metroplanorlando.com](mailto:LRTP@metroplanorlando.com).

The deadline to submit a comment will be included in legal advertisements and notifications associated with the public hearing. This deadline is generally seven days prior to the date board action is scheduled.

A summary report detailing the meeting, public comments from the hearing and responses will be compiled and shared with the MetroPlan Orlando Board and committees and made available on the website.

### *Transportation Plan Cam*



Building on previous successful implementation in public outreach activities, a Transportation Plan Cam will digitally record citizen comments in informal on-camera interviews.

Interviews will be conducted at 2040 Plan meetings and events, as well as at locations where people typically congregate such as community centers, libraries, transit stations, malls, and parks. Minority and other traditionally underserved citizens will be included in the interviews. Video footage will be posted on the agency website, on social media sites and made available for media placement.

### *Interactive Activities*

MetroPlan Orlando will use interactive games at Community Conversations and other events to gather feedback and help participants understand the planning process and decisions that need to be made about meeting future transportation needs.

### *Video*

A short, high-impact informational video about the 2040 Plan and public involvement opportunities will be produced. The video will use a variety of visuals, including animation, photographs, maps and renderings to help people understand the transportation planning process.

The video will be used in social media, on the MetroPlan Orlando website and on the agency's YouTube channel. Opportunities to feature the video on government access channels will be pursued.

### *MetroPlan Orlando Website*

MetroPlan Orlando's existing website will be used to disseminate information about the 2040 Plan, engage the public in a conversation of important issues related to the plan, and collect feedback via online surveys and comment links. Agency newsletters featuring plan updates will be posted, along with the plan video and Transportation Plan Cam interviews. Links from municipal and other transportation agency websites to the 2040 Plan web pages will be actively sought, and will help to drive traffic to the site.

### *Social Media*

MetroPlan Orlando will engage community members through social media including Facebook, Twitter, and YouTube. All social media efforts in support of the 2040 Plan will comply with MetroPlan Orlando's existing

social media policy. Use of social media will focus on the real-time dissemination of information relevant to the transportation planning process and on obtaining input on targeted issues of importance.

Innovative social media ideas will be explored and, when appropriate, implemented to help achieve public involvement objectives. Social media tools will be used to increase awareness of the Long Range Transportation Planning process, to leverage other MetroPlan Orlando activities, and to solicit meaningful community input.

## Identifying Stakeholders

Achieving these public involvement goals and objectives begins with appropriately identifying stakeholders with a jurisdictional, direct or other interest in contributing input to the 2040 Plan.

The Public Involvement Plan includes conducting a formal, comprehensive community inventory to develop a stakeholder database. A variety of resources will be used to compile the database, including updating existing agency stakeholder lists. The MetroPlan Orlando Board will receive regular updates on community feedback.

The stakeholder database will be updated throughout the public involvement process, and at a minimum will include the following entities:



### State and Federal Agencies

- Federal Transit Administration
- Federal Highway Administration
- Central Florida Congressional Delegation
- Florida Department of Transportation
  - reThink Commuter Services Program
  - SunRail Commuter Rail Service
- Florida's Turnpike Enterprise
- Central Florida Legislative Delegation

### Local Governments

- Orange County & City Governments
- Osceola County & City Governments
- Seminole County & City Governments

### Community Organizations

- Homeowners Associations
- Apartment Complexes
- League of Women Voters
- Environmental Groups
- Bicycle and Pedestrian Advocacy Groups
- Faith-based Organizations
- Veterans Associations
- County Watch

Urban League  
Social Service Organizations  
Alumni Organizations  
Kiwanis Organizations  
Universities/Colleges  
Rotary Clubs  
Disability Advocacy Groups  
Sorority and Fraternity Organizations  
Leadership Orlando  
Leadership Seminole  
Leadership Osceola  
Myregion.org  
Other Interested Parties

#### **Business & Tourism Associations**

Central Florida Partnership  
Apartment Association of Greater Orlando  
Hispanic Chamber of Commerce  
African-American Chamber of Commerce  
Asian-American Chamber of Commerce  
Chamber of Commerce for Persons with Disabilities  
Visit Orlando  
Metro Orlando Economic Development Commission  
Realtors Associations  
Central Florida Hotel & Lodging Association  
Florida Vacation Rental Managers Association

#### **Media**

Local Newspapers  
Local Television Stations  
Local Radio Stations  
Online Publications  
Transportation & Transit Trade Publications  
Neighborhood/Community Newspapers  
Community Blogs

#### **Board and Committees**

MetroPlan Orlando Board  
Citizens' Advisory Committee  
Transportation Technical Committee  
Municipal Advisory Committee  
Bicycle and Pedestrian Advisory Committee  
Transportation Disadvantaged Local Coordinating Board

## Multicultural Outreach

MetroPlan Orlando is committed to ensuring ongoing participation by traditionally underserved “environmental justice” populations, such as the transportation disadvantaged, minorities and those living in low-income communities.

The need to produce materials for non-English speakers and the hearing- and visually-impaired will be evaluated throughout the process. MetroPlan Orlando will make special accommodations at no cost for persons with disabilities or persons requiring translation services who desire to participate in a MetroPlan Orlando event. To arrange for special accommodations, persons should call (407) 481-5672 at least three business days prior to the event. Additionally, audio recordings of monthly meeting schedules and the board agenda are available for sight-impaired individuals by calling the number above and following the phone menu instructions.



## Youth Outreach



Because the 2040 Plan visualizes mobility solutions for future generations, the Public Involvement Plan will engage future decision-makers (students) as a significant target audience in the plan’s development.

MetroPlan Orlando will seek out opportunities to provide information to and garner feedback from this younger demographic. This may include participation in transportation events such as the Florida Department of Transportation’s Construction Career Days, which draws approximately 2,000 high school and technical school students to discover the world of roadway construction and learn about the opportunities in the transportation industry.

MetroPlan Orlando also will explore youth engagement opportunities such as video contests, school campaigns, and curriculum-based projects. A high school video contest, for example, would solicit brief video submissions in which students highlight the importance of transportation in their lives. The winner’s video could be posted on the agency website, and a snippet also could be included in the 2040 Plan video.

The agency will investigate opportunities to work with the civil engineering and planning departments at higher education facilities such as Valencia College, Seminole State College, Rollins College, and the University of Central Florida to develop course activities based on the 2040 Plan.

## Notification Requirements

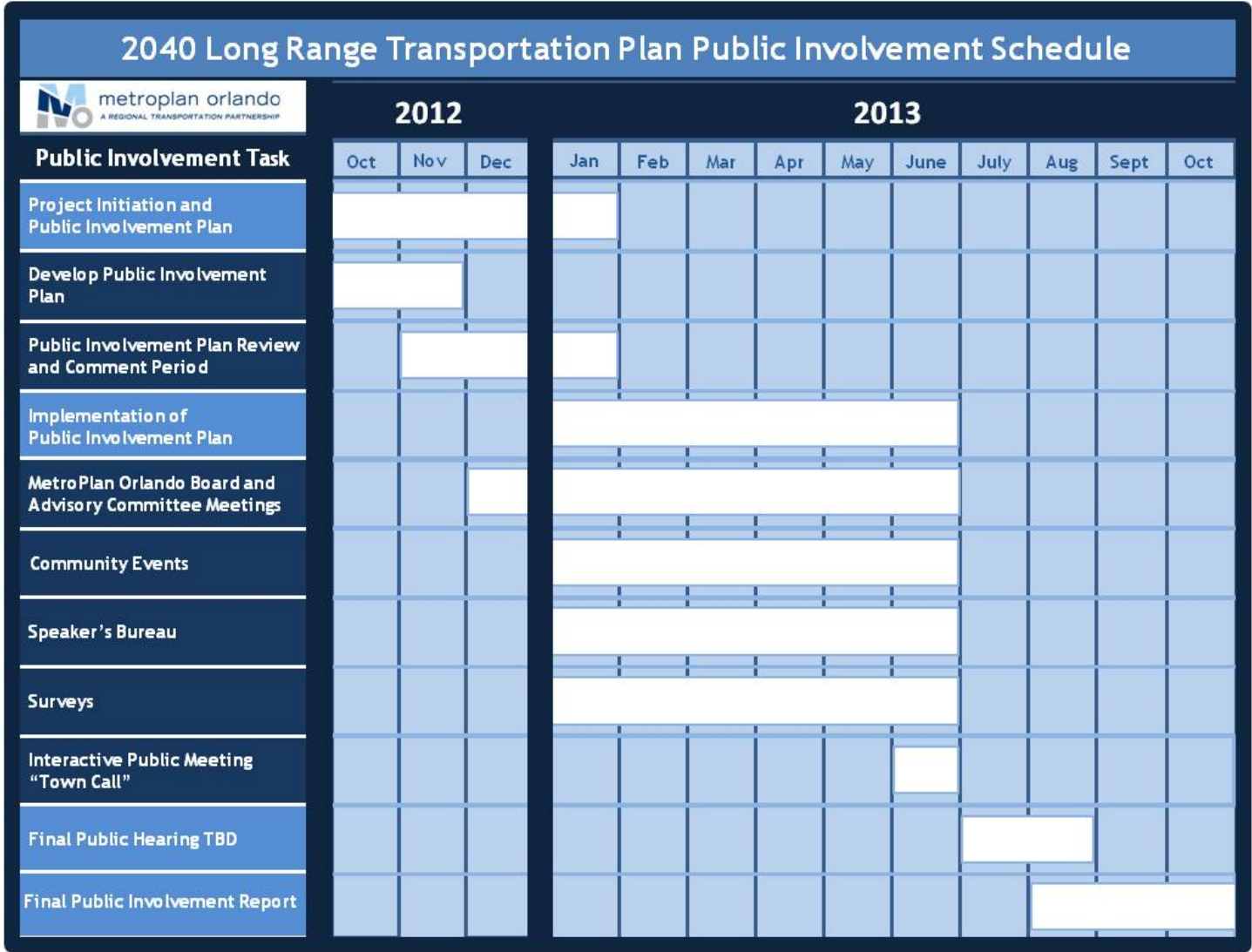
MetroPlan Orlando is dedicated to appropriately notifying the community about the public involvement program for the 2040 Plan, as required by federal and state law. Specifically, this includes:

- Advertising all MetroPlan Orlando Board and committee meetings;
- Posting a draft Public Involvement Plan on [www.metroplanorlando.com](http://www.metroplanorlando.com) for a 45-day comment period prior to adoption by the MetroPlan Orlando Board;



- Presenting the draft Public Involvement Plan to all MetroPlan Orlando committees;
- Providing notice about public outreach activities in the Long Range Transportation Plan sections of MetroPlan Orlando’s newsletter, website and social media;
- Using diverse media outlets to publicize public participation activities;
- Advertising 2040 Plan public hearings in local newspapers at least seven days prior to the hearing;
- Sending notification via email to community members in the MetroPlan Orlando database.

### Public Involvement Schedule of Activities



### Public Involvement Final Report

A comprehensive, appealing and easy-to-understand final Public Involvement Report will be produced for the 2040 Plan. The report will document all outreach efforts including public involvement strategies, activities and materials, along with evaluation and performance measures for each methodology. Public comments gathered during the process will be summarized and evaluated. The report will be presented for review to MetroPlan Orlando’s Board and committees.

## Draft Public Involvement Plan - Comments Received



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## 2040 Long Range Transportation Plan

### PUBLIC COMMENTS ON PUBLIC INVOLVEMENT PLAN

The following comments were received from members of the public during the comment period on the Public Involvement Plan for the development of the 2040 Long Range Transportation Plan. The comment period was open from November 20, 2012 through January 8, 2013. MetroPlan Orlando staff has responded to each comment to thank the person, answer any questions and address concerns. To the extent possible, the Public Involvement Plan was adjusted to incorporate suggestions.

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#### RECEIVED VIA EMAIL

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From: Carl.Mikyska@dot.gov [mailto:Carl.Mikyska@dot.gov]  
Sent: Friday, November 23, 2012 1:43 PM  
To: Cynthia Lambert; Shakira.Crandol@dot.gov  
Subject: RE: request for comment on draft Public Involvement Plan for 2040 LRTP

Cynthia,

This looks really good. I like the format, length and how you balanced content with length. I especially like the schedule of activities and how you represented that information in the PIP. The only comment I can provide is to put near the front of the document (maybe near the bottom of page i - table of contents) a box with information about how to get involved. Maybe put in the box "How do I get involved?" or "How can I get more information?" and then put the 2040 website in the box and perhaps a contact phone number and/or e-mail address. This would allow someone to quickly look in the document and find the contact info without having to dig through the document. Of course, the downside is that some people may not actually read the rest of the document once they find the website and/or contact info.

Once again, MetroPlan Orlando has done a very nice job. Congrats on this document. I almost forgot to mention, the performance measures identified in the PIP are really good. You have identified easily measurable items and thus can define success. Compliments on your performance measures.

Thanks for the opportunity to review, much appreciated.

Grin Big,

Carl Mikyska  
Transportation Planner  
Florida Division - FHWA  
545 John Knox Rd - Suite 200, Tallahassee, FL 32303  
850/553-2221

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From: Marco Franco [mailto:mfranco22002@yahoo.com]  
Sent: Monday, November 26, 2012 7:23 PM  
To: LRTP Email  
Subject: Public Involvement Plan Observations

Although I find meritorious to be specific, the plan as drafted is too long and therefore may be counterproductive since I am afraid people may get tired and miss what is most important. The very beginning may be confusing for the majority of people when the 20 year plan is called 2040, when technically should be 2032, suggest rephrasing or add some form of explanation.

Forgive me if I missed but I did not see a reference to engineers nor the University of Central Florida which should be an integral and critical part of the plan.

Marco Franco  
1421 S. Chickasaw Trail  
Orlando, FL 3825  
407-282-7919

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From: Shakira.Crandol@dot.gov [mailto:Shakira.Crandol@dot.gov]  
Sent: Wednesday, November 28, 2012 1:38 PM  
To: Carl.Mikyska@dot.gov; Cynthia Lambert  
Subject: RE: request for comment on draft Public Involvement Plan for 2040 LRTP

Hi Cynthia,

I agree with Carl that overall you have put together a very thorough and comprehensive public participation plan. It looks like you all have quite an aggressive approach to your efforts, so I know that the next year will be super busy. There are quite a few exciting features: I like your planned uses of technology and social media, I like the feature of having the Transportation Plan Cam to capture the opinions of local stakeholders and I also like the efforts that you all will make to include the youth as well as college students.

I only have three comments to offer for the plan:

1. Page 3- I noticed that you all will be creating community event reports and I just wanted to know if that will be an internal or external activity. For example if a member of the public asks to review a community report after one of your scheduled outreach events, how soon will these be made available? With as many events as you all will have planned it seems like there will be several of these reports, which will include a lot of information and no doubt be a great deal of effort. Will these reports be rolled up into the monthly report, or uploaded daily/weekly?
2. Page 4- I am not familiar with the term "earned media". Is this a term that would be familiar to members of the general public? This comment repeats for the use of "impressions".
3. I also agree with Carl about including a general how to get involved section earlier in the plan. Perhaps before you discuss the performance measurement for the plan you can detail that the public involvement campaign will include several opportunities to get involved



(which are detailed later in the plan)... and perhaps include contact information for any questions/comments that a member of the public might have.

Exciting plan Cynthia, looking forward to the awesome things that you all do with public involvement as you prepare to update your Long Range Transportation Plan.

Thank-you for the opportunity to review.

Shakira T. Crandol  
Transportation Planner  
Florida, Puerto Rico and Virgin Islands  
Federal Highway Administration  
545 John Knox Rd. Ste 200, Tallahassee, Florida 32303  
phone: (850) 553-2220

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From: mjohn003@tampabay.rr.com  
Sent: Sunday, December 09, 2012 8:17 PM  
To: Contact Us MetroPlan Orlando  
Subject: Contact Notification from Patricia Merritt

I have read the plan as shown. It looks quite comprehensive. I live in Polk county near the Polk -Osceola line and would like to see public transportation extended to Ronald Reagan (SR 54) from the Orlalndo area. Thanks for the opportunity to comment.

Patricia Merritt  
Phone: 863-852-9040

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From: Toni M Jones [mailto:tmjones@alaska.com]  
Sent: Friday, January 04, 2013 3:30 AM  
To: Cynthia Lambert  
Subject: Comments on Draft Public Participation Plan for the 2040 LRTP

I offer the following comments regarding the draft public participation plan for the 2040 LRTP.

While the plan is generally robust, I did note a few areas that may benefit from some enhancements. Since I'm a new resident in the area I don't know the protocol that is used to present plans to the public. Regarding the LRTP and other area wide plans, I would recommend that hearings be held in all three counties not just in Orlando. Many people need to work during the day and cannot take time off work to attend. For the hearings to be meaningful they need to be at night and near where the people live. Otherwise the public is disenfranchised by the very process that is established.

I particularly like the section where your agency will work with non-profits or agencies to determine the needs of their clients. I suggest you also reach out to school children from elementary through high school and perhaps even colleges and universities. Since this area of Florida has the highest pedestrian fatality rate in the state, perhaps we could offer some age appropriate safety tips to the students. And perhaps the school districts would allow a link to your website regarding pedestrian safety.

Some other populations that deserve special consideration are the disabled, parents with young children, and the elderly.

Thank you for inviting comments on the draft public participation plan.

Kind Regards,  
Toni J.M. Jones  
1619 Florida Avenue, Saint Cloud, Florida 34769  
907-441-4917

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From: Dennis Burgess [mailto:bamaburgess@hotmail.com]  
Sent: Monday, January 07, 2013 3:40 PM  
To: LRTP Email  
Subject: Public Comment, LRTP

Dear Sirs,

Thank you for the opportunity to offer my public commentary on MetroPlan's Long Range Transportation Plan.

Understanding the comprehensive overall plan includes the incorporation of multiple projects- Bicycle and Pedestrian, Highway, Toll Road and Transit- and having participated in the Sun Rail Sneak Peek - it is the Bicycle and Pedestrian aspects of the plan and MetroPlan's approach to it which my comments will address.

Purely and simply, folks die on our streets. I write a blog on a popular real estate social media site- and a majority of my posts concentrate on foreclosures, rental properties and property management issues. In the past year, though, I've written a series called Pedestrian Tales from the Middle of the Road that chronicles pedestrian deaths in our area where the pedestrian was absolutely at fault.

As of last week, 43 had lost their lives while crossing the street whenever and wherever they deemed fit versus within a crosswalk designed for their use.

Pedestrians' behavior is no secret- any of us leaving here for a trip down Colonial, Kirkman, Hiawassee, Semoran, Orange Blossom Trail or the John Young Parkway will surely encounter a pedestrian walking into their path. Our laws prescribing where pedestrians may cross the street aren't tough to comprehend- and I dare say most crossing the street mid-block into the path of vehicular traffic know they're in the wrong.

Folks will tell you that they fail to use crosswalks- and jeopardize the safety of law-abiding motorists and their own for a number of reasons. They'll tell you that crosswalks aren't convenient, that there aren't enough of them, that they didn't have time to get to them, etc. The truth, however, is that pedestrians don't use crosswalks because they don't want to use crosswalks.

Any Long Range Transportation Plan must include methods to enforce pedestrians' use of designated crosswalks- and MetroPlan's message to the public should be a consistent one. Changing deadly behavior the best we can should be a legitimate goal- and this is an educational path folks are best set on at an early age- educating our youth is key.

MetroPlan's study of the Department of Transportation's 2011 Dangerous by Design report and the incorporation of it into any Long Range Transportation Plan is surely welcomed- but MetroPlan members' statements that ring contrary to data from that report should be explained.

Most Orange, Osceola and Seminole County fatalities in the report occurred mid-block and not in crosswalks. Whether by "darting and dashing", walking along the roadway or simply failing to yield, pedestrians were at fault in 60% of those fatal accidents. A September 20, 2012 release in which MetroPlan's Mighk Wilson discussed an Orlando Sentinel column on this matter, though, stated that "A comparison of pedestrian crossing numbers and crashes shows that crossing mid-block is not necessarily dangerous".

I respectfully disagree with Mr. Wilson. If crossing mid-block weren't dangerous, we wouldn't need crosswalks at all- nor care if anyone used them. But crossing mid-block is dangerous- and a deadly game that far too many play.

Any comprehensive transportation plan should include both a tangible enforcement mechanism brought to bear through partnerships between MetroPlan, local law enforcement organizations and others- as well as an education plan geared for those in all stages of life- with special emphasis on our youth.

Dying while crossing the street need not be a family tradition.

Once again, I thank you kindly for the opportunity to speak on this issue.

Sincerely,  
Dennis B. Burgess

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RECEIVED VIA TWITTER

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Received: November 20, 2012

From: Deanna Ortner @dlortner

Tweet: @MetroPlan\_Orl Instead of 20 year plan, you need a 50 year plan. Need private sponsorship of public transportation, IG Tropicana SunRail.

## Community Event Reports



## One Less Car, One More Park

Jan. 11, 2013

### SURVEY RESULTS

Number of Surveys Received: 82

Number Requesting to be Added to Mailing List: 46

#### QUESTIONS:

Are you familiar with MetroPlan Orlando and its mission?

Yes: 30

No: 36

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	51
Add bike lanes, trails	31
Increase bus service	23
Control distracted driving	25
Build or widen roads	19
Increase passenger rail service	41
Improve pedestrian safety	35
Other:	5

Bike sharing; people who don't use crosswalks; increased motorcycle awareness; narrow roads, streetscapes in Main Street Districts

Should Central Florida Invest more money to improve its transportation system?

Yes: 70

No: 3

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	18
Fund from sales tax	47
Tolls	32
Increased gas taxes	19
Tax on mileage traveled	16
Fee on rental cars for visitors	40
Combination/Other: Federal / State funding	9

What is your ethnic background?

Asian	4
Black	15
Hispanic	10
Native American	1
White	49
Mixed/Other	2

What is your age group?

18 and under	0
19-34	15
35-54	41
55 and over	26



#### RESPONSES



## Eatonville MLK Jr. Festival

Jan. 19, 2013

### SURVEY RESULTS

Number of Surveys Received: 98  
Number Requesting to be Added to Mailing List: 56

#### QUESTIONS:

Are you familiar with MetroPlan Orlando and its mission?

Yes: 34 No: 40

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	56
Add bike lanes, trails	32
Increase bus service	49
Control distracted driving	33
Build or widen roads	31
Increase passenger rail service	38
Improve pedestrian safety	38
Other:	3

Bike sharing; people who don't use crosswalks; increased motorcycle awareness; narrow roads, streetscapes in Main Street Districts

Should Central Florida Invest more money to improve its transportation system?

Yes: 19 No: 3

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	25
Fund from sales tax	29
Tolls	37
Increased gas taxes	7
Tax on mileage traveled	22
Fee on rental cars for visitors	57
Combination/Other: Federal / State funding	15

What is your ethnic background?

Asian	1
Black	77
Hispanic	5
Native American	1
White	3
Mixed/Other	10

What is your age group?

18 and under	7
19-34	21
35-54	46
55 and over	23



#### RESPONSES







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## Pine Hills Safe Neighborhood Partnership

February 14, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 29

Number Requesting to be Added to Mailing List: 14

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 5      Somewhat: 6      No: 13

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 14      Somewhat: 7      No: 2

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion

Add bike lanes, trails

Increase bus service

Control distracted driving

Build or widen roads

Increase passenger rail service

Improve pedestrian safety

Other:

- ♦ Connect more secondary streets - more connections (not wider)
- ♦ Reducing/eliminating tolls
- ♦ Get all traffic lites timed from lite to lite!!!
- ♦ Fix existing roads

Should Central Florida Invest more money to improve its transportation system?

Yes: 24      No: 4      Other: 1

- ♦ Dedicated bus funding for LYNX

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax

Fund from sales tax

Tolls

Increased gas taxes

Tax on mileage traveled

Fee on rental cars for visitors

Combination/Other: See Sheet Attached

What is your ethnic background?

Asian

Black

Hispanic

Native American

White

Mixed/Other

What is your age group?

18 and under

19-34

35-54

55 and over

#### RESPONSES



20

8

17

7

11

3

14

4



2

11

11

8

5

16

10



1

11

1

0

5

3

0

2

7

15

What do you think?  
Pine Hills Safe Neighborhood Partnership Survey  
February 14, 2013  
Other Categories

**Question** - If yes, what do you see as the top three best ways to pay for improvements?

- Tax on mileage traveled (over certain amount per year)
- Reduce politicians salaries!!!
- Enforcing parking violations in Pine Hills
- Grants (Federal Grants)
- Hotel - no new taxes please
- Business with over 100 employees should access taxes if individuals don't carpool
- I-4 should not be widened thru downtown Orlando. There should be a beltway to go west of I-4 to by-pass downtown Orlando.
- Impact fees
- Promote work from home or local/regional business centers (CoachBourne@aol.com)
- Vehicles (cars, buses, trucks), luxury items, fee on license plates
- Need Regional Taxing Authority
- Why the toll auth. can not expand the budget to include other agencies
- Go to smaller buses & larger buses in high rider areas
- Fund from property tax (on big employers)
- I think there should be an accounting of our infrastructure to save monies to apply to selected future projects.





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## APOPKA ROTARY CLUB

February 28, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 36

Number Requesting to be Added to Mailing List: 5

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 7      Somewhat: 5      No: 4

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 9      Somewhat: 6      No: 3

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	30
Add bike lanes, trails	8
Increase bus service	8
Control distracted driving	17
Build or widen roads	12
Increase passenger rail service	14
Improve pedestrian safety	6
* Other:	1
* Eliminate red light cameras. They're dangerous.	

Should Central Florida Invest more money to improve its transportation system?

Yes: 29      No: 4      \*\* Other: 0

\*\* Dedicated bus funding for LYNX

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	8
Fund from sales tax	14
Tolls	18
Increased gas taxes	7
Tax on mileage traveled	6
Fee on rental cars for visitors	24
Combination/Other: See Sheet Attached	7

What is your ethnic background?

Asian	
Black	
Hispanic	
Native American	
White	15
Mixed/Other	1

What is your age group?

18 and under	
19-34	1
35-54	4
55 and over	10



**What do you think?**  
**Apopka Rotary Club**  
**February 28, 2013**  
**Other Categories**

**Question** - If yes, what do you see as the top three best ways to pay for improvements?

- Hotel Fee
- Air Fee
- Private Funding
- Those that use - pay rail/bus costs
- Use of existing \$ tired of increased taxes
- Rail tix purchased

## Leadership Seminole

March 1, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 40

Number Requesting to be Added to Mailing List: 9

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 6      Somewhat: 11      No: 18

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 23      Somewhat: 11      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	35
Add bike lanes, trails	13
Increase bus service	6
Control distracted driving	17
Build or widen roads	14
Increase passenger rail service	20
Improve pedestrian safety	10
* Other:	5

\* 1) Reroute busses. 2) Rental car tax versus airport/rail? 3) New technology, 4) State funding to City/County governments. 5) Encourage citizens to use mass transit.

Should Central Florida Invest more money to improve its transportation system?

Yes: 35      No: 4      \*\* Other: 1

\*\* Dedicated bus funding for LYNX

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	3
Fund from sales tax	20
Tolls	23
Increased gas taxes	15
Tax on mileage traveled	3
Fee on rental cars for visitors	29
Combination/Other: See Sheet Attached	7

What is your ethnic background?

Asian	1
Black	1
Hispanic	0
Native American	0
White	27
Mixed/Other	2

What is your age group?

18 and under	0
19-34	8
35-54	19
55 and over	5



What do you think?  
Leadership Seminole Survey  
March 1, 2013  
Other Categories

**Question #3** - If yes, what do you see as the top three best ways to pay for improvements?

- Gas too high already.
- Incentives for participation (pass discounts for rails)
- Tire tax.
- New technology.
- Cut other spending
- Annual auto pollution checks / certifications.
- Fares / sponsors.
- Those who use the road the most should pay the most.
- Incentives to people who use mass transit, car pool, live closer to work, etc.



**Washington Shores 5K and Health Fair**  
**March 9, 2013**

**SURVEY RESULTS**

Number of Surveys Received: 83

Number Requesting to be Added to Mailing List: 30

**QUESTIONS:**

Are you familiar with MetroPlan Orlando and its mission?

Yes: 22      No: 51

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	62
Add bike lanes, trails	28
Increase bus service	35
Control distracted driving	34
Build or widen roads	29
Increase passenger rail service	26
Improve pedestrian safety	32
Other:	0

Bike sharing; people who don't use crosswalks; increased motorcycle awareness; narrow roads, streetscapes in Main Street Districts

Should Central Florida Invest more money to improve its transportation system?

Yes: 73      No: 2

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	34
Fund from sales tax	35
Tolls	37
Increased gas taxes	7
Tax on mileage traveled	11
Fee on rental cars for visitors	49
Combination/Other: Federal / State funding	4

What is your ethnic background?

Asian	1
Black	52
Hispanic	12
Native American	0
White	16
Mixed/Other	3

What is your age group?

18 and under	3
19-34	25
35-54	33
55 and over	21



**Kissimmee 2013 KowTown Festival**  
March 16, 2013

**SURVEY RESULTS**

Number of Surveys Received: 105

Number Requesting to be Added to Mailing List: 58

**QUESTIONS:**

Are you familiar with MetroPlan Orlando and its mission?

Yes: 38

No: 55

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	77
Add bike lanes, trails	41
Increase bus service	47
Control distracted driving	42
Build or widen roads	27
Increase passenger rail service	46
Improve pedestrian safety	38
Other:	8

More roundabouts. Bike racks. Educate bikers. Encourage bus riding. Walkways over roads. More sidewalks. More people should take Drivers Ed. Speeders and erratic drivers.

Should Central Florida Invest more money to improve its transportation system?

Yes: 87

No: 5

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	33
Fund from sales tax	51
Tolls	33
Increased gas taxes	17
Tax on mileage traveled	9
Fee on rental cars for visitors	65
Combination/Other: Federal / State funding	7*

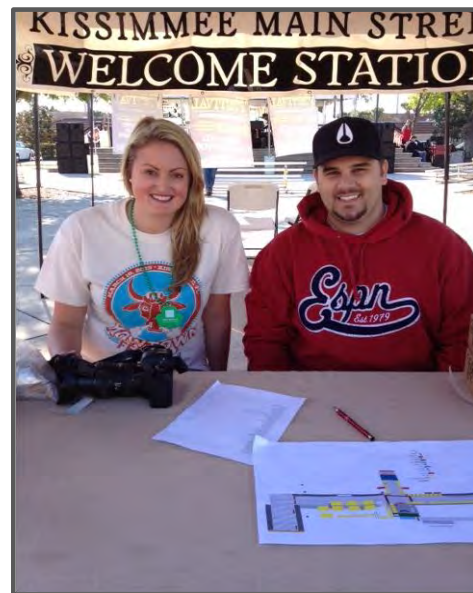
\* See attached sheet

What is your ethnic background?

Asian	0
Black	7
Hispanic	26
Native American	3
White	62
Mixed/Other	6

What is your age group?

18 and under	4
19-34	11
35-54	41
55 and over	45



## **What do you think?**

### **Kissimmee 2013 KowTown Festival**

**March 16, 2013**

Other Categories

Question – If yes, what do you see as the top three best ways to pay for improvements?

- Tobacco & alcohol.
- Transportation for people who can't get anywhere because of no busses nearby.
- Tourism tax.
- State and Federal Funding.
- Federal.
- Hit up the rich.
- Funds from Visitors, Hotels & Parks.





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## Poinciana Residents for Smart Change

March 18 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 28

Number Requesting to be Added to Mailing List: 20

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 10      Somewhat: 4      No: 12

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 22      Somewhat: 3      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	23
Add bike lanes, trails	5
Increase bus service	8
Control distracted driving	4
Build or widen roads	19
Increase passenger rail service	9
Improve pedestrian safety	1
* Other: See Attached	4

Should Central Florida Invest more money to improve its transportation system?

Yes: 27      No: 0      \*\* Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	0
Fund from sales tax	19
Tolls	17
Increased gas taxes	10
Tax on mileage traveled	3
Fee on rental cars for visitors	17
Combination/Other: See Attached	4

What is your ethnic background?

Asian	2
Black	8
Hispanic	7
Native American	0
White	10
Mixed/Other	0

What is your age group?

18 and under	0
19-34	1
35-54	4
55 and over	19



**What do you think?**  
**Poinciana Residents for Smart Change Survey**  
**March 18th 2013**  
**Other Categories**

**Question #1** - Given declining funding, what do you consider the top three (3) most critical transportation issues in our community?

- Bring SunRail into Poinciana area (Home Depot is too far away)
- Need local businesses so we do not need to drive 17 miles for dining, clothing, Wal-Mart, movies, swimming, etc.
- OIA - mass transportation - Poinciana.
- Less traffic lights from Poinciana to Orange City, approximately 20+ lights, lots of time and gasoline wasted.

**Question #2** - Should Central Florida invest more money to improve its transportation system?  
If yes, what do you see as the top 3 best ways to pay for improvements to the system?

- Do not tax sales tax for people who do not drive.
- Swap \$ from property tax to sales tax.
- The largest revenue \$4M.
- Fees for other tourist transit - buses, limos, etc. To and from the airport.





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## Seminole County Bike From Work Day

March 21, 2013

### SURVEY RESULTS

Number of Surveys Received: 14

Number Requesting to be Added to Mailing List: 8X

#### QUESTIONS:

Are you familiar with MetroPlan Orlando and its mission?

Yes: 6

No: 6

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	8
Add bike lanes, trails	5
Increase bus service	7
Control distracted driving	7
Build or widen roads	3
Increase passenger rail service	9
Improve pedestrian safety	3
Other:	2*

\* Education Campaign - Carpool/Vanpool

\* Add trails - no bike lanes

Should Central Florida Invest more money to improve its transportation system?

Yes: 13

No: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	3
Fund from sales tax	6
Tolls	8
Increased gas taxes	7
Tax on mileage traveled	5
Fee on rental cars for visitors	9
Combination/Other: Federal / State funding	0

What is your ethnic background?

Asian	0
Black	1
Hispanic	2
Native American	0
White	9
Mixed/Other	1

What is your age group?

18 and under	0
19-34	1
35-54	8
55 and over	4









## Hope Church

April 9, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 63

Number Requesting to be Added to Mailing List: 35

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 21      Somewhat: 19      No: 23

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 52      Somewhat: 9      No: 1

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	59
Add bike lanes, trails	7
Increase bus service	30
Control distracted driving	27
Build or widen roads	28
Increase passenger rail service	17
Improve pedestrian safety	42
* Other:	4

Should Central Florida Invest more money to improve its transportation system?

Yes: 72      No: 0      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	9
Fund from sales tax	52
Tolls	30
Increased gas taxes	31
Tax on mileage traveled	5
Fee on rental cars for visitors	61
Combination/Other: See Sheet Attached	15

What is your ethnic background?

Asian	0
Black	57
Hispanic	0
Native American	0
White	2
Mixed/Other	1

What is your age group?

18 and under	12
19-34	10
35-54	27
55 and over	13



**What do you think?**  
**Hope Church Survey**  
**April 9, 2013**  
**Other Categories**

**Question #1** - Given declining funding, what do you consider the top three (3) most critical transportation issues in the community?

- Parking.
- Children walking between cars at no stop light or walk way.
- Improve bus service. Being able to get service quicker.
- Parking for rail.

**Question #2** - Should Central Florida invest more money to improve its transportation system?

- Fed., State, Local fees. Gas tax is primary funding.

**Question #3** - If yes, what do you see as the top 3 best ways to pay for improvements to the system?

- Increase gas taxes - primary funding for improvements.
- Increase tourist tax. (9)
- Driving tax.
- Fed. State Local user fee.
- Impact fees on construction.
- People vote, commissioners vote - gas tax hasn't increased in 20 years.
- Impact construction tax.
- Bus fare and jail.
- It was paid when tolls started. It was to pay for the roads. Roads are complete and instead of doing away with the tolls the price goes up and more booths are being added on the same roads.

**Question:** What punishment does the pedestrians get when they continue to walk in between cars on the green light and there is no walk way (Hiawassee, Silver Star)? This happens every day. I always yield for pedestrians.





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## Maitland Rotary Club

April 16, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 24

Number Requesting to be Added to Mailing List: 0

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 3      Somewhat: 3      No: 4

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 7      Somewhat: 3      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion

18

Add bike lanes, trails

5

Increase bus service

5

Control distracted driving

7

Build or widen roads

8

Increase passenger rail service

8

Improve pedestrian safety

5

Other: See Attached

5

Should Central Florida Invest more money to improve its transportation system?

Yes: 19      No: 3      Other

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax

0

Fund from sales tax

10

Tolls

11

Increased gas taxes

12

Tax on mileage traveled

2

Fee on rental cars for visitors

15

Combination/Other: See Sheet Attached

7

What is your ethnic background?

Asian

0

Black

0

Hispanic

0

Native American

0

White

6

Mixed/Other

0

What is your age group?

18 and under

0

19-34

1

35-54

2

55 and over

3



**What do you think?**  
**Maitland Rotary Club**  
**April 16, 2013**  
**Other Categories**

**Question #1** - Given declining funding, what do you consider the top three (3) most critical transportation issues in our community?

- Parking at stations.
- Privatize Systems.
- Traffic light coordination = +/- gas tax. Poor traffic light control - more gas consumed per trip & WOW more gas tax income.
- Better timing of traffic lights.
- Red light cameras.

**Question #3** - (Should Central Florida invest more money to improve its transportation system?)  
If yes, what do you see as the top 3 best ways to pay for improvements to the system?

- license plate fee, rebates for use of public transportation.
- Less waste in spending.
- Rental tax, gas tax, sales, tax, property tax (equal split between all 4 ways.)
- Use \$ from SunRail to build and widen roads instead.
- Let's maximize what we have w/existing budgets.
- Use tax.
- Fee for train/bus riding.

**Tri-County League Community Conversation**  
**April 18, 2013**

**SURVEY RESULTS**

Number of Surveys Received: 54

Number Requesting to be Added to Mailing List: 15

**QUESTIONS:**

Are you familiar with MetroPlan Orlando and its mission?

Yes: 40      Somewhat: 1      No: 1

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	44
Add bike lanes, trails	6
Increase bus service	14
Control distracted driving	23
Build or widen roads	13
Increase passenger rail service	23
Improve pedestrian safety	16
Other:	2

- 1) Awareness of safety measures (reutilizing bridges a trails).
- 2) Adding urban form.

Should Central Florida Invest more money to improve its transportation system?

Yes: 44      No: 2

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	5
Fund from sales tax	25
Tolls	28
Increased gas taxes	13
Tax on mileage traveled	8
Fee on rental cars for visitors	38
Combination/Other: Federal / State funding	6

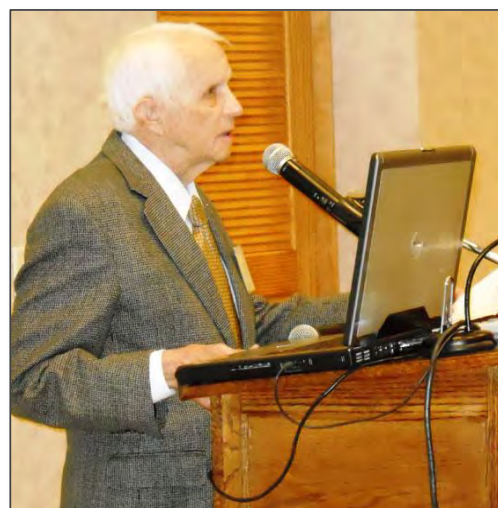
- 1) Those who use mass transit should pay also; tax on miles traveled would not include them.
- 2) I85-I75 money not used.
- 3) CRAs.
- 4) State money collected from red light cameras.
- 5) Two combos.
- 6) Tolls - pay by plate.

What is your ethnic background?

Asian	0
Black	2
Hispanic	1
Native American	1
White	38
Mixed/Other	0

What is your age group?

18 and under	0
19-34	2
35-54	16
55 and over	24







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## Seminole County Centennial Festival April 20, 2013

### SURVEY RESULTS

Number of Surveys Received: 94

Number Requesting to be Added to Mailing List: 43

#### QUESTIONS:

Are you familiar with MetroPlan Orlando and its mission?

Yes: 26

No: 59

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	64
Add bike lanes, trails	37
Increase bus service	27
Control distracted driving	38
Build or widen roads	23
Increase passenger rail service	39
Improve pedestrian safety	41
Other:	2
1) Better wheelchair transportation.	
2) Increased enforcement.	

Should Central Florida Invest more money to improve its transportation system?

Yes: 78

No: 4

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	17
Fund from sales tax	51
Tolls	34
Increased gas taxes	16
Tax on mileage traveled	12
Fee on rental cars for visitors	61
Combination/Other: Federal / State funding	8

- 1) Tax, alcohol, sin tax. 2) None of the above.  
3) Tax alcohol & cigarettes. 4) Transportation Tax?  
5) Tourist tax. 6) Be more financially responsible with what you have. 7) Advertisement. 8) Politicians.

What is your ethnic background?

Asian	5
Black	6
Hispanic	15
Native American	1
White	65
Mixed/Other	3

What is your age group?

18 and under	4
19-34	14
35-54	43
55 and over	30







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## Lawton Chiles Middle School Environmental Day May 3, 2013

### YOUTH EVENT SURVEY RESULTS

Number of Surveys Received: 300

#### QUESTIONS:

Have you heard of MetroPlan Orlando and its mission before today?

Yes: 36 No: 202

What do you think are the top 3 most important transportation issues?

Reduce pollution from vehicles	224
Add bike lanes, trails	112
Increase bus service	52
Control distracted driving	133
Build or widen roads	60
Increase passenger rail service	33
Improve safety for walkers and cyclists	134
Protect environment around roadways	126
Other: (see below)	9

Texting, Cars, Rollout, Pollution-stop it, Diesel Fuel  
Reduce Traffic, 3 checked the box but didn't offer ideas

Should Central Florida Invest more money to improve its transportation system?

Yes: 206 No: 30

What do you think will be the best way to get around in Central Florida in the year 2040?

Gasoline powered automobiles	18
Buses	11
Bicycles	96
Walking	54
Hybrid or Electric cars	196
Trains	20
Other (see below)	26

Skate board	Hover cars (if they invent them)
Birds	Cars
Monorail (2)	Bikes
Electronic cars	Horses (2)
Hydrogen fuel cells	Floating cars
Flying cars (5)	Hover kids
Solar powered cars (2)	Portals
Helicopter	1 Box was checked with no comment
Buses	Non-gasoline automobiles
Flying	



**SMPS - Mapping Out the Future of Infrastructure**  
**May 7, 2013**

**SURVEY RESULTS**

Number of Surveys Received: 21

Number Requesting to be Added to Mailing List: 14

**QUESTIONS:**

Are you familiar with MetroPlan Orlando and its mission?

Yes: 16                      No: 5

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	21
Add bike lanes, trails	3
Increase bus service	3
Control distracted driving	4
Build or widen roads	13
Increase passenger rail service	12
Improve pedestrian safety	5
Other:	2*

\* 1) Connectivity 2) Expand Lymmo Downtown Orlando

Should Central Florida Invest more money to improve its transportation system?

Yes: 20                      No: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	1
Fund from sales tax	6
Tolls	16
Increased gas taxes	8
Tax on mileage traveled	6
Fee on rental cars for visitors	14
Combination/Other: Federal / State funding	4

What is your ethnic background?

Asian	0
Black	2
Hispanic	4
Native American	0
White	13
Mixed/Other	2

What is your age group?

18 and under	0
19-34	6
35-54	12
55 and over	3





**Asian American Cultural Festival**  
**May 18, 2013**

**SURVEY RESULTS**

Number of Surveys Received: 70

Number Requesting to be Added to Mailing List: 43

**QUESTIONS:**

Are you familiar with MetroPlan Orlando and its mission?

Yes: 20

No: 42

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	50
Add bike lanes, trails	19
Increase bus service	29
Control distracted driving	24
Build or widen roads	23
Increase passenger rail service	33
Improve pedestrian safety	25
Other:	4
1) Increase transit for seniors 2) Senior transportation	
3) Subway 4) Handicap transport	

Should Central Florida Invest more money to improve its transportation system?

Yes: 62

No: 1

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	22
Fund from sales tax	44
Tolls	37
Increased gas taxes	8
Tax on mileage traveled	8
Fee on rental cars for visitors	38
Combination/Other: Federal / State funding	5
(See attached)	

What is your ethnic background?

Asian	34
Black	5
Hispanic	8
Native American	1
White	18
Mixed/Other	6

What is your age group?

18 and under	6
19-34	15
35-54	31
55 and over	18



**What do you think?****Asian American Cultural Festival****May 18, 2013**

Other Categories

Question – If yes, what do you see as the top three best ways to pay for improvements?

- Tolls HOV Lanes
- Tourists
- Use private funding only allow private companies to build & profit from transportation
- Separate fundraiser emphasizing travel safety
- Fee for actual means of public transportation



## Central Florida Hotel and Lodging Association

June 4, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 8

Number Requesting to be Added to Mailing List: 7

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 2      Somewhat: 4      No: 2

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 7      Somewhat: 1      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	8
Add bike lanes, trails	2
Increase bus service	1
Control distracted driving	3
Build or widen roads	5
Increase passenger rail service	3
Improve pedestrian safety	2
* Other:	0

Should Central Florida Invest more money to improve its transportation system?

Yes: 8      No: 0      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	1
Fund from sales tax	5
Tolls	4
Increased gas taxes	2
Tax on mileage traveled	0
Fee on rental cars for visitors	2
Combination/Other:	4

What is your ethnic background?

Asian	0
Black	0
Hispanic	0
Native American	0
White	6
Mixed/Other	1

What is your age group?

18 and under	0
19-34	1
35-54	2
55 and over	4



## African American, Hispanic and Disability Chambers of Commerce

June 11, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 29  
Number Requesting to be Added to Mailing List: 21

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 4      Somewhat: 10      No: 15

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 21      Somewhat: 7      No: 1

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	21
Add bike lanes, trails	5
Increase bus service	6
Control distracted driving	10
Build or widen roads	7
Increase passenger rail service	13
Improve pedestrian safety	9
* Other:	3

Should Central Florida Invest more money to improve its transportation system?

Yes: 27      No: 3      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	8
Fund from sales tax	12
Tolls	7
Increased gas taxes	13
Tax on mileage traveled	6
Fee on rental cars for visitors	16
Combination/Other: See Sheet Attached	9

What is your ethnic background?

Asian	1
Black	5
Hispanic	14
Native American	0
White	9
Mixed/Other	0

What is your age group?

18 and under	0
19-34	7
35-54	15
55 and over	7





**League of Women Voters of Orange County**  
**June 12, 2013 - Panel on Transportation**

**SURVEY RESULTS**

Number of Surveys Received: 65

Number Requesting to be Added to Mailing List: 35

**QUESTIONS:**

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 37      Somewhat: 1      No: 19

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes:      Somewhat:      No:

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	40
Add bike lanes, trails	20
Increase bus service	30
Control distracted driving	23
Build or widen roads	11
Increase passenger rail service	39
Improve pedestrian safety	22
* Other: See Attached	7

Should Central Florida Invest more money to improve its transportation system?

Yes: 58      No: 0      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	16
Fund from sales tax	35
Tolls	26
Increased gas taxes	33
Tax on mileage traveled	17
Fee on rental cars for visitors	38
** Combination/Other:	13

\*\*1) Dedicated funding. 2) Should take Federal money!!! 3) Make it less expensive for trucks to use the beltway. 4) Separate taxing districts in Florida similar to water authority.

**What is your ethnic background?**

Asian	0
Black	4
Hispanic	3
Native American	0
White	57
Mixed/Other	1

**What is your age group?**

18 and under	0
19-34	3
35-54	13
55 and over	46



**League of Women Voters  
Survey Summary - June 12, 2013**

**Other Categories**

**Question** - Given declining funding, what do you see as the top 3 most critical transportation needs in your area? \*Other:

- Increase transportation for elderly who can't or shouldn't be driving.
- Goal should be to move people and goods, not cars and trucks.
- Increase bus and rail service.
- Train to airport.
- Coupled with modes of transit from rail depots to passenger destinations (taxi expansion?).
- Urbanization.
- Viable options for elderly.



Champions Summer Camp - Lawton Chiles Elementary  
School in Orlando  
25-Jun-13

YOUTH EVENT

Number of Students Participating: 30

Ages: Five through Eleven

QUESTION:

What do you think is the most important thing we can do  
to get ready for the year 2040?

Make transportation safer for walkers

3

Provide more bus service

3

Provide more passenger trains

3

Widen roads and highways

6

Make drivers pay attention to what they're doing

9

Provide better bike lanes and trails

1





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## Champions Summer Camp Wetherbee Elementary School

June 27, 2013

### YOUTH EVENT

Number of Students Participating: 15

Ages: Five through Eleven

#### QUESTIONS:

What is the most important  
thing we should do to get  
ready for 2040?

Make transportation safer for walkers

1

Provide more bus service

0

Provide more passenger trains

0

Widen roads and highways

12

Make drivers pay attention to what they're doing

1

Provide better bike lanes and trails

1





## Central Florida Institute of Transportation Engineers

June 11, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 22

Number Requesting to be Added to Mailing List: 12

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 13      Somewhat: 5      No: 4

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 16      Somewhat: 6      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	24
Add bike lanes, trails	5
Increase bus service	8
Control distracted driving	7
Build or widen roads	6
Increase passenger rail service	15
Improve pedestrian safety	4
* Other: See attached.	3

Should Central Florida Invest more money to improve its transportation system?

Yes: 24      No: 0      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	5
Fund from sales tax	13
Tolls	12
Increased gas taxes	12
Tax on mileage traveled	8
Fee on rental cars for visitors	13
Combination/Other: See attached	4

What is your ethnic background?

Asian	3
Black	0
Hispanic	3
Native American	0
White	14
Mixed/Other	1

What is your age group?

18 and under	0
19-34	13
35-54	6
55 and over	3



**What do you think?**  
**Central Florida Institute of Transportation Engineers**  
**July 11, 2013**

**Other Categories**

**Question** - Given declining funding, what do you consider the top three (3) most critical transportation issues in our community?

- Livable development centers.
- Connectivity b/w transportation system & destination (SunRail work office).
- Sustainable Funding Source for transportation only. Hwy trust fund is broke.

**Question** - If yes, what do you see as the top 3 best ways to pay for improvements to the system?

- Vehicles that create more damage to asphalt surfaces. Also, incentive for companies to modify with hours to off-peak (7:00 a.m. to 4:00 p.m., for example.)
- Local gas or sales taxes for transportation only.
- Rental car fee, tolls managed lane, local option gas tax, sales tax, electrical car annual fee, & hybrid car annual fee.
- PPP - Public Private Partnerships.
- Regarding fee on rental cars for visitors - they are already spending lots of \$ to vacation; what's a couple more dollars?



Osceola County Boys & Girls Club  
July 12, 2013

## YOUTH EVENT

Number of Students Participating: 35 Students 4 Adult Staff

Ages: Six to Sixteen

### QUESTIONS:

What do you think are the top 3 most important transportation issues?

Make transportation safer for walkers

2

Provide more bus service

1

Provide more passenger trains

1

Widen roads and highways

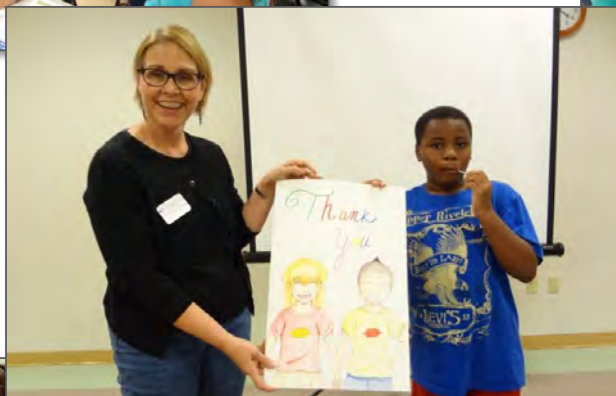
3

Make drivers pay attention to what they're doing

19

Provide better bike lanes and trails

2







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**West Orange Branch Boys & Girls Clubs**  
**July 16, 2013**

**YOUTH EVENT**

**Number of Students Participating: 58**

**Ages: Six through Fifteen**

**QUESTIONS:**

**What do you think are the top 3 most important transportation issues?**

- Make transportation safer for walkers
- Provide more bus service
- Provide more passenger trains
- Widen roads and highways
- Make drivers pay attention to what they're doing
- Provide better bike lanes and trails

3
26
3
18
0
0





## Meridian Club - Maitland

July 17, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 19

Number Requesting to be Added to Mailing List: 0

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes:                      Somewhat:                      No:

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes:                      Somewhat:                      No:

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	11
Add bike lanes, trails	1
Increase bus service	0
Control distracted driving	8
Build or widen roads	10
Increase passenger rail service	0
Improve pedestrian safety	4
* Other:	3

Should Central Florida Invest more money to improve its transportation system?

Yes: 14      No: 5      Other

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	3
Fund from sales tax	6
Tolls	8
Increased gas taxes	6
Tax on mileage traveled	5
Fee on rental cars for visitors	12
Combination/Other: See Sheet Attached	7

What is your ethnic background?

Asian \_\_\_\_\_  
Black \_\_\_\_\_  
Hispanic \_\_\_\_\_  
Native American \_\_\_\_\_  
White \_\_\_\_\_  
Mixed/Other \_\_\_\_\_

What is your age group?

18 and under \_\_\_\_\_  
19-34 \_\_\_\_\_  
35-54 \_\_\_\_\_  
55 and over \_\_\_\_\_





**District 2 Neighborhood Leaders Council**  
**July 18, 2013**

**SURVEY RESULTS**

Number of Surveys Received: 21

Number Requesting to be Added to Mailing List: 10

**QUESTIONS:**

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 7      Somewhat: 9      No: 5

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 14      Somewhat: 6      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	17
Add bike lanes, trails	4
Increase bus service	6
Control distracted driving	10
Build or widen roads	3
Increase passenger rail service	9
Improve pedestrian safety	10
* Other:	2

\* (1) Enforcing current speed and traffic signals.

(2) Oversight on current wasted government spending.

Should Central Florida Invest more money to improve its transportation system?

Yes: 17      No: 2      \*\* Other 1

\*\* Need more information to make a decision.

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	2
Fund from sales tax	5
Tolls	15
Increased gas taxes	5
Tax on mileage traveled	5
Fee on rental cars for visitors	17
Combination/Other: See Sheet Attached	8

What is your ethnic background?

Asian	0
Black	1
Hispanic	6
Native American	0
White	12
Mixed/Other	1

What is your age group?

18 and under	0
19-34	0
35-54	9
55 and over	12





**What do you think?**  
**District 2 Neighborhood Leaders Council**  
**July 18, 2013**  
**Other Categories**

**Question** - If yes, what do you see as the top three best ways to pay for improvements?

- Transportation dollars need to be protected against other "specialty projects.
- Special assessment.
- Lottery/luxury tax.
- Five others checked the box but did not list the reason.

**Orange County Neighborhood Preservation Conference  
July 20, 2013**

**SURVEY RESULTS**

Number of Surveys Received: 41

Number Requesting to be Added to Mailing List: 18

**QUESTIONS:**

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 9      Somewhat:      No: 23

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does? N/A

Yes:      Somewhat:      No:

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	28
Add bike lanes, trails	20
Increase bus service	17
Control distracted driving	13
Build or widen roads	9
Increase passenger rail service	16
Improve pedestrian safety	23
* Other:	4

- (1) Light rail, support of civil aviation.
- (2) Sunday bus service to Disney - and Saturday.
- (3) SunRail.
- (4) Beautify roads.

Should Central Florida Invest more money to improve its transportation system?

Yes: 28      No: 5      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	18
Fund from sales tax	18
Tolls	13
Increased gas taxes	1
Tax on mileage traveled	6
Fee on rental cars for visitors	25
**Combination/Other: See Sheet Attached	6

- (1) Dedicated funding source. (2) Private investment
- Four - no comment.

What is your ethnic background?

Asian	2
Black	11
Hispanic	4
Native American	0
White	22
Mixed/Other	2

What is your age group?

18 and under	2
19-34	2
35-54	16
55 and over	19





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## West Sanford Boys & Girls Club Presentation (1) July 22, 2013

### YOUTH EVENT

Number of Students Participating: 37

Ages: Kindergarten through Second Grade

### QUESTIONS:

What do you think are the top 3 most important transportation issues?

Make transportation safer for walkers

Provide more bus service

Provide more passenger trains

Widen roads and highways

Make drivers pay attention to what they're doing

Provide better bike lanes and trails

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Name of Event: West Sanford Boys & Girls Club

Date: August 1, 2013

## YOUTH EVENT

Number of Students Participating: 12 Students, 1 Adult

Ages: Third to Fifth Grade

### QUESTIONS:

What do you think are the top 3 most important transportation issues?

Make transportation safer for walkers

Provide more bus service

Provide more passenger trains

Widen roads and highways

Make drivers pay attention to what they're doing

Provide better bike lanes and trails



5
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3
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8
3





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Name of Event: West Sanford Boys & Girls Club

Date: August 1, 2013

## YOUTH EVENT

Number of Students Participating: 11 Students, 2 Adults

Ages: Sixth to Twelfth Grade

### QUESTIONS:

What do you think are the top 3 most important transportation issues?

Make transportation safer for walkers

0

Provide more bus service

0

Provide more passenger trains

0

Widen roads and highways

5

Make drivers pay attention to what they're doing

5

Provide better bike lanes and trails

3



**West Orange Chamber: Economic & Governmental Advocacy Committee**  
**August 23, 2013 - Community Conversation**  
**SURVEY RESULTS**

Number of Surveys Received: 15

Number Requesting to be Added to Mailing List: 6

**QUESTIONS:**

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 6      Somewhat: 3      No: 1

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 10      Somewhat: 0      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	12
Add bike lanes, trails	3
Increase bus service	4
Control distracted driving	4
Build or widen roads	6
Increase passenger rail service	9
Improve pedestrian safety	7
* Other:	1

\* Clear lane markers - repair I-4, SR 50 - improves safety

Should Central Florida Invest more money to improve its transportation system?

Yes: 12      No: 2      \*\* Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	0
Fund from sales tax	8
Tolls	4
Increased gas taxes	6
Tax on mileage traveled	1
Fee on rental cars for visitors	9
Combination/Other:**	2

\*\* Need State Income Tax or allocated/diversion from independent city taxes.

What is your ethnic background?

Asian	0
Black	1
Hispanic	1
Native American	0
White	7
Mixed/Other	1

What is your age group?

18 and under	0
19-34	0
35-54	7
55 and over	3







## SURVEY RESULTS

Number of Surveys Received: 20

Number Requesting to be Added to Mailing List: 8

### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 6      Somewhat: 5      No: 4

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 10      Somewhat: 4      No: 1

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	12
Add bike lanes, trails	5
Increase bus service	6
Control distracted driving	6
Build or widen roads	5
Increase passenger rail service	10
Improve pedestrian safety	12
* Other:	2
* 1) Road Maintenance 2) Driver Awareness	

Should Central Florida Invest more money to improve its transportation system?

Yes: 19      No: 1      Other 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	1
Fund from sales tax	12
Tolls	6
Increased gas taxes	7
Tax on mileage traveled	0
Fee on rental cars for visitors	12
Combination/Other: See Sheet Attached	7

What is your ethnic background?

Asian	0
Black	7
Hispanic	2
Native American	0
White	1
Mixed/Other	2

What is your age group?

18 and under	0
19-34	3
35-54	6
55 and over	3



**What do you think?**  
**Pine Hills Safe Neighborhood Partnership Survey**  
**9/9/2013**  
**Other Categories**

**Question #3** - If yes, what do you see as the top three best ways to pay for improvements?

- Tolls/User Fees
- Gvmt./Stop Wasting Money
- Become more efficient
- Fund from large entertainment and sports venues, corporations, business franchises: OCCC, NBA/Magic, Universal Studios, Disney, Sea World, Nascar, etc.



**Florida Association of Environmental Professionals**  
**September 13, 2013**

### SURVEY RESULTS

Number of Surveys Received: 45

Number Requesting to be Added to Mailing List: 13

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 5      Somewhat: 15      No: 17

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 29      Somewhat: 8      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	34
Add bike lanes, trails	20
Increase bus service	9
Control distracted driving	17
Build or widen roads	13
Increase passenger rail service	13
Improve pedestrian safety	1
* Other:	

\* This was taken by electronic survey - attends could not make written comments

Should Central Florida Invest more money to improve its transportation system?

Yes: 38      No: 7      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

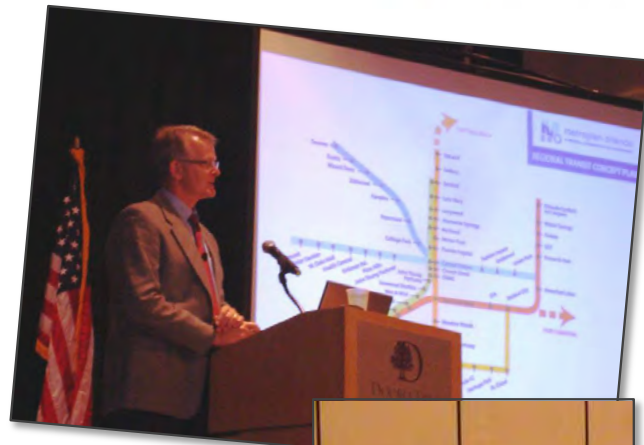
Fund from property tax	2
Fund from sales tax	19
Tolls	19
Increased gas taxes	17
Tax on mileage traveled	3
Fee on rental cars for visitors	29
Combination/Other	16

What is your ethnic background?

Asian	0
Black	1
Hispanic	3
Native American	0
White	27
Mixed/Other	2

What is your age group?

18 and under	0
19-34	9
35-54	21
55 and over	5





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## Downtown South Coffee Club

September 18, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 15

Number Requesting to be Added to Mailing List: 5

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 5      Somewhat: 7      No: 3

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 10      Somewhat: 5      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	10
Add bike lanes, trails	5
Increase bus service	5
Control distracted driving	5
Build or widen roads	4
Increase passenger rail service	7
Improve pedestrian safety	3
* Other:	2

\* This was an electronic survey - attendees couldn't submit written comments.

Should Central Florida Invest more money to improve its transportation system?

Yes: 14      No: 1      Other

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	2
Fund from sales tax	3
Tolls	8
Increased gas taxes	7
Tax on mileage traveled	5
Fee on rental cars for visitors	8
Combination/Other: See Sheet Attached	5

What is your ethnic background?

Asian	1
Black	0
Hispanic	1
Native American	0
White	13
Mixed/Other	0

What is your age group?

18 and under	0
19-34	5
35-54	5
55 and over	5





## Seniors First - Taft

September 19, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 33

Number Requesting to be Added to Mailing List: 5

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 4      Somewhat: 5      No: 8

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 9      Somewhat: 11      No: 1

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	12
Add bike lanes, trails	4
Increase bus service	22
Control distracted driving	12
Build or widen roads	9
Increase passenger rail service	5
Improve pedestrian safety	15
* Other:	4

- 1) Traffic light timing.
- 2) Improve public transportation.
- 3) Stop red light cameras. #1 pain in the \_ \_ \_.
- 4) Study existing systems that need the dots connected (bus/rail).

Should Central Florida Invest more money to improve its transportation system?

Yes: 30      No: 2      Other 1 (no comment)

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	7
Fund from sales tax	10
Tolls	19
Increased gas taxes	7
Tax on mileage traveled	10
Fee on rental cars for visitors	12
Combination/Other: See Sheet Attached	12

What is your ethnic background?

Asian	1
Black	1
Hispanic	6
Native American	2
White	12
Mixed/Other	1

What is your age group?

18 and under	0
19-34	0
35-54	0
55 and over	22



What do you think?  
Seniors First - Taft  
September 19, 2013

**Other Categories**

**Question** - Do you have any suggestions for how we can improve the presentation?

- Need Spanish speaking people also.
- I live on the corner of Town Centre Blvd. & 441 - I have to cross 8 lanes of traffic to take the bus on 441. it is very dangerous. There must be a way to improve it. I am almost 90 years old.
- Additional research into areas that exist that could be incorporated into an overall plan.
- Nope - just keep up the good job & presentation.
- Need people that speak in Spanish.





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## Pink Heals Tour - St. Cloud

October 4, 2013

### SURVEY RESULTS

Number of Surveys Received: 27

Number Requesting to be Added to Mailing List: 10

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 10      Somewhat: 0      No: 14

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does? N/A

Yes:      Somewhat:      No:

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	16
Add bike lanes, trails	13
Increase bus service	8
Control distracted driving	8
Build or widen roads	6
Increase passenger rail service	9
Improve pedestrian safety	12
* Other:	2

- \* 1. Need more often - buses in St. Cloud  
2. Driver Education

Should Central Florida Invest more money to improve its transportation system?

Yes: 21      No: 2      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	5
Fund from sales tax	12
Tolls	13
Increased gas taxes	1
Tax on mileage traveled	5
Fee on rental cars for visitors	17
Combination/Other:	1 **

- \*\* 1. State Income Tax - Accept It!

What is your ethnic background?

Asian	0
Black	1
Hispanic	3
Native American	0
White	21
Mixed/Other	0

What is your age group?

18 and under	1
19-34	5
35-54	10
55 and over	9





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## Orlando Main Street

October 8, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 7

Number Requesting to be Added to Mailing List:

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 3      Somewhat: 0      No: 4

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 2      Somewhat: 2      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	4
Add bike lanes, trails	3
Increase bus service	1
Control distracted driving	4
Build or widen roads	3
Increase passenger rail service	2
Improve pedestrian safety	1
* Other:	0

Should Central Florida Invest more money to improve its transportation system?

Yes: 7      No: 0      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

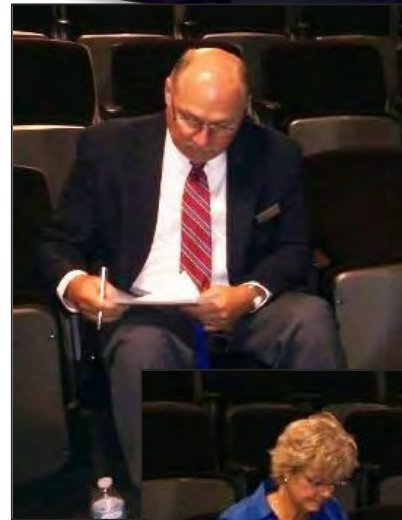
Fund from property tax	1
Fund from sales tax	4
Tolls	2
Increased gas taxes	4
Tax on mileage traveled	1
Fee on rental cars for visitors	3
Combination/Other:	1

What is your ethnic background?

Asian	0
Black	0
Hispanic	1
Native American	0
White	6
Mixed/Other	0

What is your age group?

18 and under	0
19-34	1
35-54	3
55 and over	3





## Kissimmee Bay Rotary Club

October 16, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 28

Number Requesting to be Added to Mailing List: 5

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 9      Somewhat: 12      No: 7

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 18      Somewhat: 8      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	22
Add bike lanes, trails	9
Increase bus service	7
Control distracted driving	11
Build or widen roads	9
Increase passenger rail service	6
Improve pedestrian safety	5
Other:	0

Should Central Florida Invest more money to improve its transportation system?

Yes: 22      No: 7      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	0
Fund from sales tax	7
Tolls	10
Increased gas taxes	7
Tax on mileage traveled	0
Fee on rental cars for visitors	14
Combination/Other:	9

(Note electronic polling - no comments submitted)

What is your ethnic background?

Asian	0
Black	1
Hispanic	2
Native American	1
White	21
Mixed/Other	0

What is your age group?

18 and under	0
19-34	0
35-54	7
55 and over	20





## Leadership Orlando

November 6, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 56

Number Requesting to be Added to Mailing List: 30

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 6      Somewhat: 21      No: 29

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 48      Somewhat: 7      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	44
Add bike lanes, trails	18
Increase bus service	15
Control distracted driving	27
Build or widen roads	31
Increase passenger rail service	34
Improve pedestrian safety	6
Other:	2

Should Central Florida Invest more money to improve its transportation system?

Yes: 60      No: 3      Other: 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	5
Fund from sales tax	19
Tolls	26
Increased gas taxes	44
Tax on mileage traveled	10
Fee on rental cars for visitors	44
Combination/Other:	20

What is your ethnic background?

Asian	3
Black	3
Hispanic	4
Native American	0
White	39
Mixed/Other	4

What is your age group?

18 and under	0
19-34	14
35-54	35
55 and over	5







## Ocoee High School Teach-In

November 20, 2013 - Community Conversation

### SURVEY RESULTS

Number of Surveys Received: 50 (Two classes combined)

Number Requesting to be Added to Mailing List: 14

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 3      Somewhat: 6      No: 18

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 15      Somewhat: 12      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	28
Add bike lanes, trails	12
Increase bus service	10
Control distracted driving	15
Build or widen roads	12
Increase passenger rail service	10
Improve pedestrian safety	22
* Other:	2

\* Electronic survey - no comments were posted.

Should Central Florida Invest more money to improve its transportation system?

Yes: 29      No: 21      \*\* Other 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	17
Fund from sales tax	18
Tolls	17
Increased gas taxes	6
Tax on mileage traveled	8
Fee on rental cars for visitors	17
Combination/Other:	15

What is your ethnic background?

Asian	1
Black	6
Hispanic	5
Native American	0
White	9
Mixed/Other	5

What is your age group?

18 and under	25
19-34	0
35-54	0
55 and over	0



## One Less Car, One More Park Event

Date: January 10, 2014

### SURVEY RESULTS

Number of Surveys Received: 28

Number Requesting to be Added to Mailing List: 13

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 10      Somewhat:      No: 16

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does? N/A

Yes:      Somewhat:      No:

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	14
Add bike lanes, trails	11
Increase bus service	8
Control distracted driving	9
Build or widen roads	4
Increase passenger rail service	14
Improve pedestrian safety	15
* Other:	2

- \* 1) Timing of lights Summerlin & Anderson
- 2) Create an efficient Circuit that connects neighborhoods and areas, to minimize the dependence of the car.

Should Central Florida Invest more money to improve its transportation system?

Yes: 24      No: 1      Other N/A

\*\* Dedicated bus funding for LYNX

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	1
Fund from sales tax	15
Tolls	9
Increased gas taxes	3
Tax on mileage traveled	7
Fee on rental cars for visitors	20
Combination/Other (see listed on the next page):	8

What is your ethnic background?

Asian	0
Black	3
Hispanic	3
Native American	1
White	17
Mixed/Other	3

What is your age group?

18 and under	0
19-34	6
35-54	10
55 and over	9





**metroplan orlando**

A REGIONAL TRANSPORTATION PARTNERSHIP



## **One Less Car, One More Park Event**

**Date: January 10, 2014**

### **SURVEY RESULTS (Continued)**

**If yes, what do you see as the top 3 best ways to pay for improvements to the system?**

- 1) Dedicated from several sources.
- 2) Marijuana legalization (tax).
- 3) Tax alcohol/cigs.
- 4) Taxes for garbage/trash accumulation.



## Intercession City Community Conversation

February 20, 2014

### SURVEY RESULTS

Number of Surveys Received: 28

Number Requesting to be Added to Mailing List: 1

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 6      Somewhat: 5      No: 14

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 11      Somewhat: 9      No: 4

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	19
Add bike lanes, trails	11
Increase bus service	9
Control distracted driving	13
Build or widen roads	10
Increase passenger rail service	11
Improve pedestrian safety	15
* Other:	3

Poll was taken electronically - there were no written comments.

Should Central Florida Invest more money to improve its transportation system?

Yes: 27      No: 11      \*\* Other

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	8
Fund from sales tax	10
Tolls	14
Increased gas taxes	4
Tax on mileage traveled	5
Fee on rental cars for visitors	18
Combination/Other:	6

What is your ethnic background?

Asian	0
Black	1
Hispanic	0
Native American	2
White	21
Mixed/Other	1

What is your age group?

18 and under	0
19-34	2
35-54	3
55 and over	22





## Name of Event - UCF Urban Knights

Community Conversation - March 21, 2014

### SURVEY RESULTS

Number of Surveys Received: 9

Number Requesting to be Added to Mailing List: 8

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 6      Somewhat: 3      No: 0

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 9      Somewhat: 0      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	4
Add bike lanes, trails	3
Increase bus service	3
Control distracted driving	2
Build or widen roads	1
Increase passenger rail service	6
Improve pedestrian safety	8
* Other:	0

Should Central Florida Invest more money to improve its transportation system?

Yes: 8      No: 1      \*\* Other

Electronic polling - no comments

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	2
Fund from sales tax	1
Tolls	4
Increased gas taxes	7
Tax on mileage traveled	2
Fee on rental cars for visitors	6
Combination/Other:	4

What is your ethnic background?

Asian	0
Black	0
Hispanic	2
Native American	0
White	6
Mixed/Other	1

What is your age group?

18 and under	0
19-34	9
35-54	0
55 and over	0



**American Society for Public Administration - Central Florida Chapter**

**April 15, 2014 - Community Conversation**

**SURVEY RESULTS**

Number of Surveys Received: 22

Number Requesting to be Added to Mailing List: 13

**QUESTIONS:**

Were you familiar with MetroPlan Orlando and its mission prior to the presentation?

Yes: 16      Somewhat: 3      No: 3

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

Yes: 21      Somewhat: 0      No: 0

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	9
Add bike lanes, trails	8
Increase bus service	4
Control distracted driving	2
Build or widen roads	2
Increase passenger rail service	12
Improve pedestrian safety	8
* Other:	0

\*This was an electronic survey.

Should Central Florida Invest more money to improve its transportation system?

Yes: 19      No: 2      Other 0

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	1
Fund from sales tax	6
Tolls	12
Increased gas taxes	10
Tax on mileage traveled	8
Fee on rental cars for visitors	9
Combination/Other:	5

What is your ethnic background?

Asian	1
Black	3
Hispanic	3
Native American	0
White	14
Mixed/Other	0

What is your age group?

18 and under	0
19-34	12
35-54	9
55 and over	0





## Casselberry Earth Fest 2014

April 26, 2014

### SURVEY RESULTS

Number of Surveys Received: 44

Number Requesting to be Added to Mailing List: 19

#### QUESTIONS:

Were you familiar with MetroPlan Orlando and its mission?

Yes: 10      Somewhat: 0      No: 25

After hearing the presentation, would you be able to tell someone else what MetroPlan Orlando does?

N/A Surveys only - no presentation for this event.

Given declining funding, what do you see as the top 3 most critical transportation needs in your area?

Relieve traffic congestion	24
Add bike lanes, trails	23
Increase bus service	14
Control distracted driving	16
Build or widen roads	6
Increase passenger rail service	18
Improve pedestrian safety	20
* Other:	2

1) Consistent speed limit.

2) Enforce speed limits, don't raise them.

Should Central Florida Invest more money to improve its transportation system?

Yes: 37      No: 1      Other

If yes, what do you see as the top 3 best ways to pay for improvements to the system?

Fund from property tax	6
Fund from sales tax	25
Tolls	16
Increased gas taxes	12
Tax on mileage traveled	7
Fee on rental cars for visitors	25
Combination/Other:	6

1) Tourist fees.

2) Use some of the tolls in existence.

What is your ethnic background?

Asian	1
Black	2
Hispanic	4
Native American	1
White	36
Mixed/Other	1

What is your age group?

18 and under	2
19-34	3
35-54	18
55 and over	20



## Public Hearing Legal Advertisements



# Orlando Sentinel

Published Daily  
ORANGE County, Florida

STATE OF FLORIDA

SEMINOLE County

Before the undersigned authority personally appeared Sarahelle Lewis-Edwards, who on oath says that he/ she is an Advertising Representative of the ORLANDO SENTINEL, a DAILY newspaper published in ORANGE County, Florida; that the attached copy of advertisement, being a Legal Notice in:

The matter of 11150-Public Hearing Notice

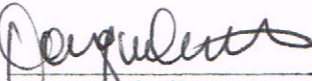
June 4 @ 5PM 2040 Long Range Transportation Plan  
SEMINOLE County

was published in said newspaper in the issues of;

Jun 01, 2014


Order # 2414502

Affiant further says that the said ORLANDO SENTINEL is a newspaper published in said ORANGE County, Florida, and that the said newspaper has heretofore been continuously published in said ORANGE County, Florida, each day and has been entered as periodicals matter at the post office in ORANGE County, Florida, for a period of one year next preceding the first publication of the attached copy of advertisement; and affiant further says that he or she has neither paid nor promised any person, firm or corporation any discount, rebate, commission or refund for the purpose of securing this advertisement for publication in the said newspaper.

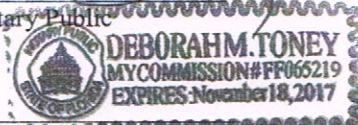


Signature of Affiant

Sworn to and subscribed before me on this 06 day of 03, 2014.



Signature of Notary Public



Name of Notary, Typed, Printed, or Stamped

Personally Known (X) or Produced Identification ( )

## NOTICE OF PUBLIC HEARING

MetroPlan Orlando is holding a public hearing on Wednesday, June 4 at 5 p.m. to seek public input on future transportation plans in Orange, Osceola, and Seminole counties. The hearing includes highway, transit, bicycle, pedestrian, and management/operations projects that make up the region's proposed 2040 Long Range Transportation Plan.

Public Hearing:  
2040 Long Range Transportation Plan  
Wednesday, June 4, 2014  
LYNX Central Station, 2nd Floor  
455 N. Garland Ave., Orlando, FL

5 p.m. Maps and materials available for review  
6 p.m. Formal presentation and public comment

Transit service is available at Central Station via LYNX bus and SunRail. Limited free parking is also available at the corner of Garland Ave. and Amelia St.

The MetroPlan Orlando Board is scheduled to adopt the transportation plan on June 11, 2014. Parties can submit written comments before June 4 to: [LRTPE@metropianorlando.com](mailto:LRTPE@metropianorlando.com) or MetroPlan Orlando, 315 E. Robinson Street, Suite 355, Orlando, FL 32801. For more information about the 2040 Long Range Transportation Plan, visit [www.MetroPlanOrlando.com](http://www.MetroPlanOrlando.com).

If any person needs special accommodations because of disability or language to participate in this event, he/she should contact MetroPlan Orlando at (407) 481-5672 no later than May 30.

SEM2414502

06/01/14

2414502

# Orlando Sentinel

**Sold To:**

Quest Corp of America - CU00110809  
3837 Northdale Blvd.  
Attn: Gloria Freeman  
Tampa, FL, 33624-1841

**Bill To:**

Quest Corp of America - CU00110809  
3837 Northdale Blvd.  
Attn: Gloria Freeman  
Tampa, FL, 33624-1841

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SEM2414502

06/01/14

2414502



# Orlando Sentinel

Published Daily  
ORANGE County, Florida

## STATE OF FLORIDA

### OSCEOLA County

Before the undersigned authority personally appeared Saraheline Lewis Edwards, who on oath says that he/ she is an Advertising Representative of the ORLANDO SENTINEL, a DAILY newspaper published in ORANGE County, Florida; that the attached copy of advertisement, being a Legal Notice in:

The matter of 11150-Public Hearing Notice

June 4 @ 5PM 2040 Long Range Transportation Plan  
OSCEOLA County

was published in said newspaper in the issues of;

Jun 01, 2014

Order # 2414532

Affiant further says that the said ORLANDO SENTINEL is a newspaper published in said ORANGE County, Florida, and that the said newspaper has heretofore been continuously published in said ORANGE County, Florida, each day and has been entered as periodicals matter at the post office in ORANGE County, Florida, for a period of one year next preceding the first publication of the attached copy of advertisement; and affiant further says that he or she has neither paid nor promised any person, firm or corporation any discount, rebate, commission or refund for the purpose of securing this advertisement for publication in the said newspaper.

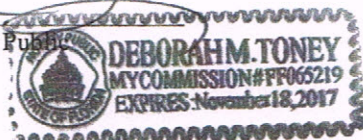
Saraheline Lewis Edwards

Signature of Affiant

Sworn to and subscribed before me on this 06 day of 03, 2014.

Deborah M. Toney

Signature of Notary Public



Name of Notary, Typed, Printed, or Stamped

Personally Known (X) or Produced Identification ( )

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OSC2414532

06/01/14

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OSC2414532

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2414532



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Published Daily  
ORANGE County, Florida

## STATE OF FLORIDA

### ORANGE County

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The matter of 11150-Public Hearing Notice

June 4 @ 5PM 2040 Long Range Transportation Plan  
ORANGE County

was published in said newspaper in the issues of;

Jun 01, 2014

Order # 2414451

Affiant further says that the said ORLANDO SENTINEL is a newspaper published in said ORANGE County, Florida, and that the said newspaper has heretofore been continuously published in said ORANGE County, Florida, each day and has been entered as periodicals matter at the post office in ORANGE County, Florida, for a period of one year next preceding the first publication of the attached copy of advertisement; and affiant further says that he or she has neither paid nor promised any person, firm or corporation any discount, rebate, commission or refund for the purpose of securing this advertisement for publication in the said newspaper.

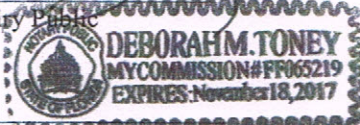
Saouelle Lewis-Edwards

Signature of Affiant

Sworn to and subscribed before me on this 06 day of 03, 2014.

Deborah M. Toney

Signature of Notary Public



Name of Notary, Typed, Printed, or Stamped

Personally Known (X) or Produced Identification ( )

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ORG2414451

06/01/14

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ORG2414451

06/01/14

2414451



# The Orlando Times

4403 Vineland Road, Suite B5 - Quorum Center - Orlando, Florida 32811  
Post Office Box 555339 - Orlando, Florida 32855-5339  
Office: 407.841.3052 or 407.841.3710 - Fax: 407.849.0434  
Website: [www.orlando-times.com](http://www.orlando-times.com)

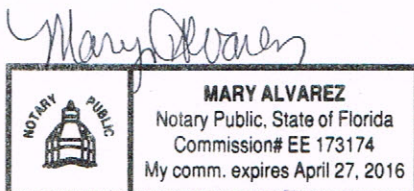
STATE OF FLORIDA

COUNTY OF ORANGE *Seminole*

Before the undersigned personally appeared Lottie H. Collins who on oath says that she is General Manager of **THE ORLANDO TIMES**, a weekly newspaper published at 4403 Vineland Road, Orlando, Orange County, Florida; that the attached copy of Advertisement was published in said Newspaper in the issue of May 29, 2014

Affiant further says that the said **ORLANDO TIMES** is a newspaper published in said Orange County, Florida, and that the said newspaper has heretofore been continuously published in said Orange County, Florida each week and has been entered as second class mail matter at the post office in Orlando in said Orange County, Florida for a period of one year next proceeding the first publications of the attached copy of advertisement; and affiant further says that she has neither paid nor promised any discount, rebate, commission or refund for the purpose of securing this advertisement for publication in the said newspaper.

Sworn to and subscribed  
before me this 16  
day of June, 2014



LOTTIE H. COLLINS  
General Manager



## LEGAL

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6 p.m. Formal presentation and public comment

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MAY 29, 2014

## SUDOKU SOLUTION

2	9	4	6	1	5	3	8	7
5	3	8	7	2	4	1	9	6
7	6	1	3	8	9	4	5	2
9	4	3	1	6	8	2	7	5
1	7	5	9	4	2	6	3	8
6	8	2	5	3	7	9	4	1
3	5	7	2	9	1	8	6	4
8	2	6	4	5	3	7	1	9
4	1	9	8	7	6	5	2	3

### STORE LOCATIONS

Listed below are a few out of our many stores

Only .50 to get  
The Orlando Times

#### Circle Ks

325 E Par Ave.  
Orlando, FL 32804  
407-645-5501

4600 N Alafaya Trail  
Orlando, FL 32826  
407-482-8222

5821 Curry Ford Rd.  
Orlando, FL 32822  
407-277-9474

808 Buenaventura Blvd.  
Kissimmee, FL 34741  
407-962-4030

6201 N Orange  
Blossom Trl, Orlando, FL 32810  
407-296-0698

7-Elevens  
5494 Clarcona-  
Ocoee Rd,  
Orlando, FL 32810  
407-298-3637

4305 Pine Hills Rd.  
Orlando, FL 32811

## Advertising Networks of Flo

### Adoption

Are you pregnant? A childless loving married couple seeks to adopt. Will be hand on mom/dad. Financial security. Expenses paid. Dawn & Domenick 1(855)985-4592. Adam Sklar #0150789

### Auctions

Auction-Waterfront Home, Lake Eu-  
faula, 217 Cypress Cove Drive, Eu-  
faula, Al, 5 Bedroom-4Bath, Execu-  
tive, Great views. June 10, 1:00pm.  
Details, pictures [GTAuctions.com](http://GTAuctions.com),  
205.326.0833 Granger, Thagard &  
Assoc, Inc. Jack F Granger, #873

### Education

TRAIN FROM HOME  
MEDICAL BILLING  
ACCOUNTING ASS'T  
CUSTOMER SERVICE  
NO EXPERIENCE NEEDED.  
HS/GED NEEDED TO APPLY  
Sullivan and Cogliano  
Training Centers. 1-800-451-0709

### Employment

Driver Trainees No  
a driver for Wern  
\$800 per week! L  
1-877-214-3624

### Help Wanted

Experienced Team  
& Student Drivers  
run in your area! A  
bonus and guaran  
866-414-3402

### Real Estate

LAKEFRONT E  
Norris Lake! \$39,9  
ground electric, ci  
roads, mountain  
1-877-717-5263ex

Western NC Ne  
w/2bdr, loft, large  
fpl, minutes from  
Call 828-286-1666



**AFFIDAVIT OF PUBLICATION:**

IN THE MATTER OF: **Public Notice**  
**Metro Plan Orlando**

STATE OF: FLORIDA :

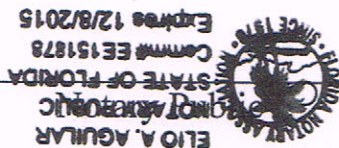
COUNTY OF ORANGE, SEMINOLE

I, Rosario Toro, being duly sworn, hereby certify that (a) I am the Multimedia Advertising Consultant of La Prensa Newspaper, Inc, a publication for the weekly distribution at Orange, Seminole County, in the STATE OF FLORIDA and (b) that the Notice of which the annexed is a copy, which was published in La Prensa Newspaper, for one insertion on 05/29/2014.

Rosario Toro  
Signature

Multimedia Advertising Consultant  
Title

Sworn to before me this: JUNE 11 day of JUN, 2014.  
E.A.



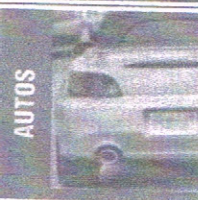


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## AUDIENCIA PÚBLICA

### Plan de Transporte a Largo Plazo del 2040

MetroPlan Orlando celebrará una audiencia pública el miércoles, 4 de junio a las 5 p.m. para obtener comentarios del público sobre los planes futuros del transporte en los condados de Orange, Osceola y Seminole. La audiencia incluye proyectos de carreteras, tránsito, bicicletas, peatones y manejo de operaciones que conforman la propuesta de la región del Plan de Transporte a Largo Plazo del 2040.

Fecha: miércoles, 4 de junio de 2014

Hora: 5 p.m. Los mapas y otros materiales estarán disponibles para la revisión  
6 p.m. Presentación formal y comentarios del público

Lugar: LYNX Central Station, 2nd Floor, 455 N. Garland Ave. Orlando, FL

El servicio de transporte público estará disponible en la Estación Central vía autobús LYNX y SunRail. También hay estacionamiento gratuito limitado en la esquina de Garland Ave. y Amelia St.

La Junta de MetroPlan Orlando está programada a adoptar el plan de transporte el 11 de junio de 2014. Interesados pueden presentar comentarios por escrito antes del 4 de junio a: LRTP@metroplanorlando.com o MetroPlan Orlando, 315 E. Robinson Street, Suite 355, Orlando, FL 32801. Para obtener más información sobre el Plan de Transporte a Largo Plazo del 2040, visite [www.MetroPlanOrlando.com](http://www.MetroPlanOrlando.com).

Si alguna persona necesita acomodaciones especiales para participar en este evento por incapacidad o lenguaje, debe contactar a MetroPlan Orlando al (407) 481-5672 a no más tardar del 30 de mayo.

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## Appendix B: Public Involvement for Re-Adoption of 2040 Plan

Public Involvement Report -  
January 2016

Public Involvement Plan -  
Adopted September 9, 2015



# PUBLIC INVOLVEMENT & RE-ADOPTING THE 2040 LONG RANGE TRANSPORTATION PLAN

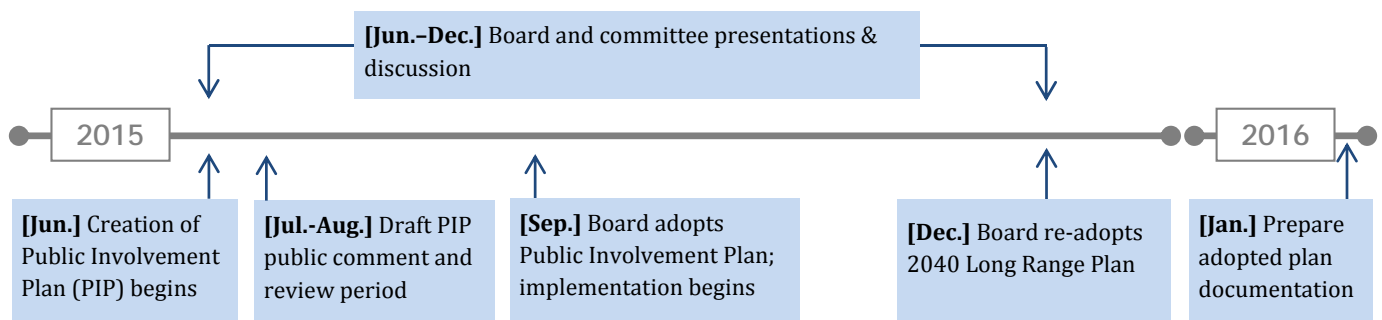
Central Florida's Year 2040 Long Range Transportation Plan was originally adopted by the MetroPlan Orlando Board in June 2014. In December 2015, an updated version of the plan was re-adopted by the board. The 2040 Plan Re-Adoption incorporates comments from federal partners for plan improvements and allows MetroPlan Orlando to align its long range plan schedule with other metropolitan planning organizations in Central Florida.

The community engagement process for the re-adoption was guided by a Public Involvement Plan, which was adopted by the MetroPlan Orlando Board on September 9, 2015 after considering input from advisory committees and members of the public. The plan met all public involvement requirements in federal law (23 CFR 450.316 and 23 CFR 450.322) and was available for a minimum 45-day review and comment period.

Because an extensive outreach process was used in the creation of the original 2040 Long Range Transportation Plan and the updates during the re-adoption process were administrative in nature, the Public Involvement Plan for the re-adoption was scaled down to meet the accelerated time frame below.



## PUBLIC INVOLVEMENT SCHEDULE





# MEASURES OF EFFECTIVENESS: OBJECTIVES FOR OUTREACH

The following outlines how objectives for outreach outlined in the Public Involvement Plan were evaluated.

## Objective 1: Board & Committee Involvement

*Facilitate in-depth discussions of the 2040 Long Range Transportation Plan re-adoption process with decision-makers, focusing on MetroPlan Orlando's Board and committees.*



### Evaluation Results:

From June-December 2015, MetroPlan Orlando staff made 40 presentations on the 2040 Plan to various groups, including board and committees, community groups, and partner coordination meetings. This thorough process ensured that various stakeholders were kept informed throughout the plan update process.

## Strategies & Measurement

Throughout the public involvement period, MetroPlan Orlando staff met with various stakeholders and presented comprehensive information, including technical statistics and public opinion data. A schedule was created to present a separate topic to the MetroPlan Orlando Board and committees each month leading up to the re-adoption of the 2040 Long Range Transportation Plan, so information could be easily absorbed and discussed. Additional coordination meetings were held with local government partners to ensure any updates incorporated each jurisdiction's input. When presenting to community groups, staff included a variety of information from the 2040 Long Range Transportation Plan in an easy to understand manner.

The event listing below contains details on outreach events and stakeholder coordination.

## Event Listing

#	Name of Meeting/Group	Topic	Date	Board or Committee Presentation?	Community Presentation?	Coordination meeting?
1	Citizens' Advisory Committee	Environmental Mitigation & Mobility Needs	6/24/15	X		
2	Bicycle & Pedestrian Advisory Committee	Environmental Mitigation & Mobility Needs	6/24/15	X		
3	Realtors Association	Transportation Planning Overview	6/24/15		X	
4	American Society of Highway Engineers	Transportation Planning Overview	6/25/15		X	
5	Technical Advisory Committee	Environmental Mitigation & Mobility Needs	6/26/15	X		
6	Transportation System Mgmt. & Operations Advisory Committee	Environmental Mitigation & Mobility Needs	6/26/15	X		
7	Municipal Advisory Committee	Environmental Mitigation & Mobility Needs	7/2/15	X		
8	MetroPlan Orlando Board	Environmental Mitigation & Mobility Needs	7/8/15	X		
9	Central Florida Transportation Planning Group	Land Use & Trans. Planning	8/6/15		X	

#	Name of Meeting/Group	Topic	Date	Board or Committee Presentation?	Community Presentation?	Coordination meeting?
10	Coordination Meeting: Orange County Staff	L RTP Transit Element & Environmental Mitigation	8/21/15			X
11	Citizens' Advisory Committee	Transit Update & Priorities Discussion	8/26/15	X		
12	Bicycle & Pedestrian Advisory Committee	Transit Update & Priorities Discussion	8/26/15	X		
13	Technical Advisory Committee	Transit Update & Priorities Discussion	8/28/15	X		
14	Transportation System Mgmt. & Operations Advisory Committee	Transit Update & Priorities Discussion	8/28/15	X		
15	Municipal Advisory Committee	Transit Update & Priorities Discussion	9/3/15	X		
16	MetroPlan Orlando Board	Transit Update & Priorities Discussion	9/9/15	X		
17	Central Florida Expressway Authority Board	Regional Trans. Planning & Partnership	9/10/15			X
18	Learning Institute for Elders (LIFE) at UCF	Planning Today to Shape Tomorrow	9/22/15		X	
19	Citizens' Advisory Committee	Public Involvement Plan Presentation & Adoption	8/26/15	X		
20	Bicycle & Pedestrian Advisory Committee	Public Involvement Plan Presentation & Adoption	8/26/15	X		
21	Technical Advisory Committee	Public Involvement Plan Presentation & Adoption	8/28/15	X		
22	Transportation System Mgmt. & Operations Advisory Committee	Public Involvement Plan Presentation & Adoption	8/28/15	X		
23	Municipal Advisory Committee	Public Involvement Plan Presentation & Adoption	9/3/15	X		
24	MetroPlan Orlando Board	Public Involvement Plan Presentation & Adoption	9/9/15	X		
25	Coordination Meeting: Orange County Staff	L RTP Overview & Freight Needs	10/9/15			X
26	Technical Advisory Committee	Summary of Proposed Changes to 2040 L RTP	10/23/15	X		
27	Transportation System Mgmt. & Operations Advisory Committee	Summary of Proposed Changes to 2040 L RTP	10/23/15	X		
28	Citizens' Advisory Committee	Summary of Proposed Changes to 2040 L RTP	10/28/15	X		
29	Bicycle & Pedestrian Advisory Committee	Summary of Proposed Changes to 2040 L RTP	10/28/15	X		
30	Municipal Advisory Committee	Summary of Proposed Changes to 2040 L RTP	10/29/15	X		
31	MetroPlan Orlando Board	Summary of Proposed Changes to 2040 L RTP	11/4/15	X		
32	Central Florida Expressway Authority Board	Transit & Public Opinion of Transit	11/12/15		X	
33	UCF Land Use & Planning Undergraduate Class	Transportation Planning 101	11/16/15		X	
34	UCF Urban & Regional Planning Class	How MPOs Work	12/1/15		X	
35	Citizens' Advisory Committee	Re-Adoption of 2040 L RTP	12/2/15	X		

#	Name of Meeting/Group	Topic	Date	Board or Committee Presentation?	Community Presentation?	Coordination meeting?
36	Bicycle & Pedestrian Advisory Committee	Re-Adoption of 2040 LRTP	12/2/15	X		
37	Municipal Advisory Committee	Re-Adoption of 2040 LRTP	12/3/15	X		
38	Technical Advisory Committee	Re-Adoption of 2040 LRTP	12/4/15	X		
39	Transportation System Mgmt. & Operations Advisory Committee	Re-Adoption of 2040 LRTP	12/4/15	X		
40	MetroPlan Orlando Board	Re-Adoption of 2040 LRTP	12/9/15	X		

## Objective 2: Visualization & Plain Language

*Ensure that materials communicate our message in an effective way by using visualization and plain language.*



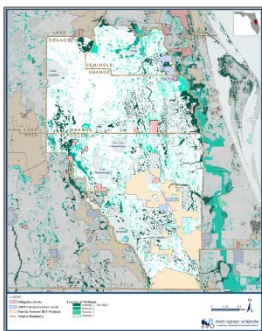
### Evaluation Results:

MetroPlan Orlando always strives to create materials that are easily understandable and visually appealing. The same approach was used for presentations and written materials discussing the re-adoption.

## Strategies & Measurement

Staff conducts continuous content reviews on documents, materials and presentations to ensure quality. Information about the re-adoption was posted on MetroPlan Orlando's website at appropriate times ([www.MetroPlanOrlando.com](http://www.MetroPlanOrlando.com)), including invitation to comment on the re-adoption Public Involvement Plan with details on how to submit comments, posting draft technical reports for review, and providing an overview. In presentations, visuals were used to the maximum extent possible. The open rate on our electronic newsletter was 33%, exceeding industry averages.

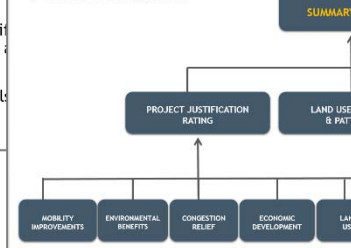
Samples of materials are included below.



### Environmental Mitigation

- Consolidated mitigation subsections
- Identified lands
- Detailed

### Transit Performance



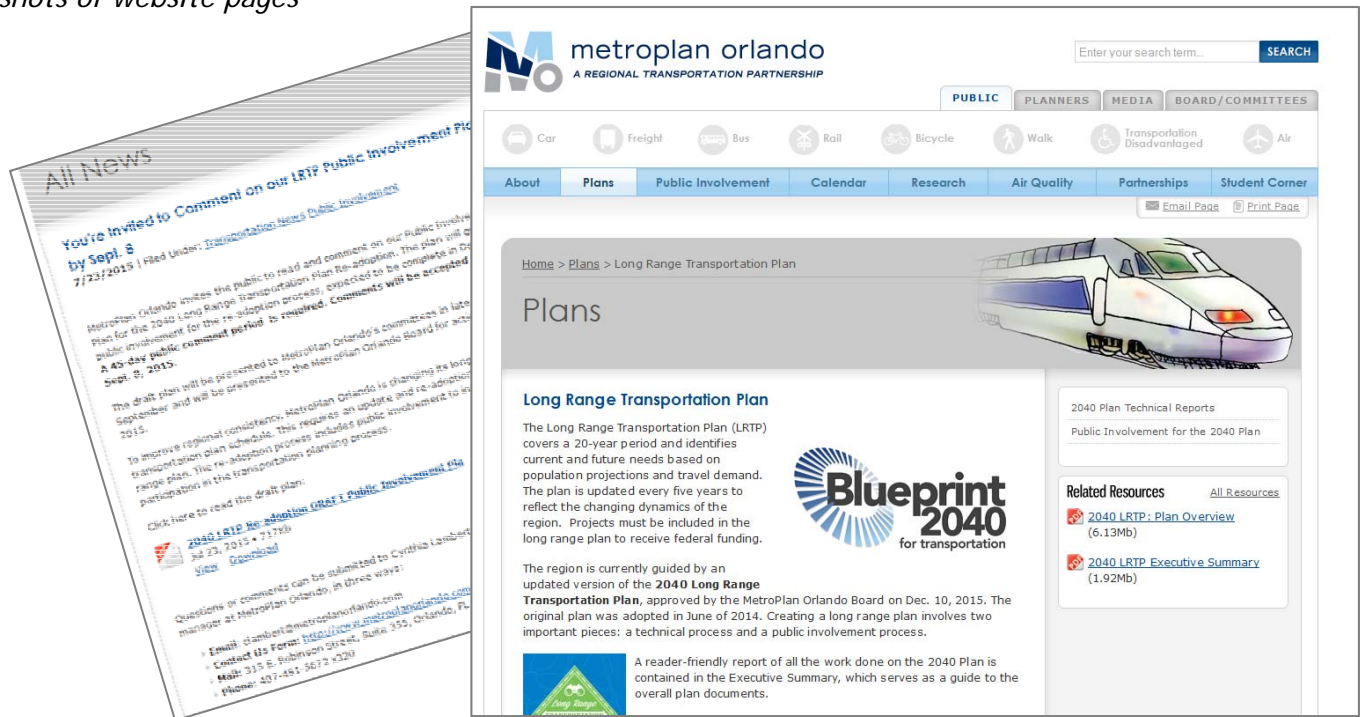
2040 Transit Element



*Slides excerpted from PowerPoint presentations*



## Screenshots of website pages



## Electronic newsletter & accompanying statistics from email blast



### Objective 3: Online Information

*Provide online opportunities for the public to learn about the transportation planning process, achieving a monthly average of 1,000 unique visitors to our website.*



#### Evaluation Results:

Efforts to refer the community to MetroPlanOrlando.com resulted in more than 1,500 visitors per month, exceeding the objective.

### Strategies & Measurement

As noted in the previous objective, the website housed information on the re-adoption process, including draft versions of all technical reports. Staff also drove traffic to the website from social media channels, electronic newsletter and email blasts. The website included opportunities for the public to submit opinions or questions. The website statistics below were pulled from *Google Analytics*.

### Website Statistics

*June 2015 - December 2015*

Month	Web Sessions	Users
June 2015	2,693	1,587
July 2015	2,371	1,457
August 2015	2,282	1,420
September 2015	2,449	1,552
October 2015	2,463	1,602
November 2015	2,425	1,625
December 2015	1,958	1,347
TOTAL	16,641	10,590
--	--	--
AVERAGE PER MONTH	2,377	1,513

### Objective 4: Social Media

*Provide opportunities for round-the-clock public engagement through social media channels, achieving 850 likes and 16,000 impressions (number of times posts were seen in news feeds, tickers or on visits to the page) on Facebook and 3,200 followers and 85 interactions (retweets + mentions + replies) on Twitter.*



#### Evaluation Results:

During the period from June 2015 to December 2015, the organization achieved: 854 likes and 32,069 impressions on Facebook; and 3,229 followers and 746 interactions on Twitter - exceeding the objective.

## Strategies & Measurement

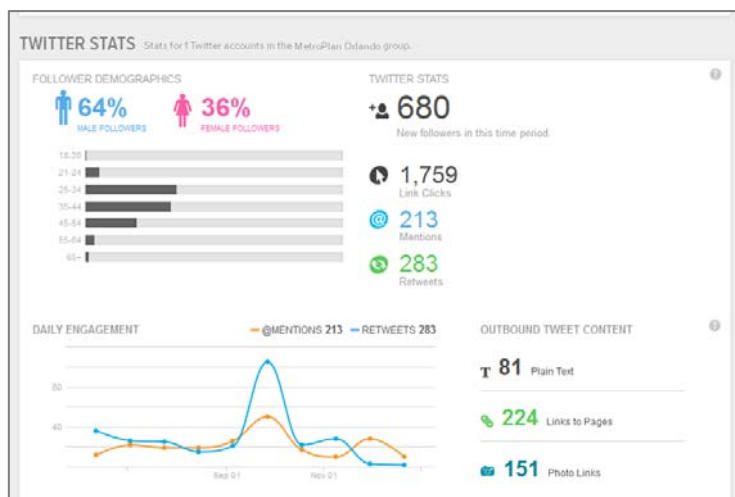
Social media - primarily Twitter and Facebook - was used to inform the public about meetings and events, provide photos and coverage of events, and to route followers to the website. It was also used to engage the public by answering questions, sharing opinions and taking comments. This objective was measured through a *Social Media Statistics* tracking sheet. A summary follows.

### Social Media Statistics: Twitter Followers & Interactions

Month	# of Followers @ end of month	Retweets	Favorites	Mentions	Total
June 2015	2,821	42	40	23	105
July 2015	2,915	44	42	29	115
August 2015	2,987	21	13	24	58
September 2015	3,071	57	50	50	157
October 2015	3,129	89	60	41	190
November 2015	3,185	23	25	14	62
December 2015	3,229	4	23	32	59
TOTALS	-	280	253	213	746

### Social Media Statistics: Facebook Likes & Interactions

Month	# of Page Likes @ end of month	Total Impressions (# of times posts were seen in news feed, ticker or on page)
June 2015	758	6,034
July 2015	777	4,215
August 2015	803	8,011
September 2015	820	5,992
October 2015	837	3,023
November 2015	843	2,443
December 2015	854	2,351
TOTAL	-	32,069





## Objective 5: Visualization - Video

*Create a short video about the Long Range Transportation Plan, with an emphasis on transit.*



### Evaluation Results:

MetroPlan Orlando created an engaging three-minute video about the 2040 Long Range Transportation Plan, which was shown to MetroPlan Orlando Board and committees and uploaded to YouTube for online and social media use. The video had 130 views on YouTube at the time this report was written in January 2016.

### Strategies & Measurement

The video combined live footage with graphics and interviews of Central Florida residents to tell the story of the 2040 Long Range Transportation Plan. Residents interviewed shared the stories of their commutes and why transportation was important to them personally. The voiceover in the video emphasizes the importance of having transportation options such as transit to prepare for future population and tourism growth. The video was very well received by board and committees, even receiving applause at one meeting. After the live showings, the video was uploaded to MetroPlan Orlando's YouTube channel to be used in online and social media outreach efforts. It continues to be used as an educational tool.

The screenshot below is from MetroPlan Orlando's YouTube channel.



**Public Involvement Plan -  
Adopted September 9, 2015**



## 2040 LONG RANGE TRANSPORTATION PLAN RE-ADOPTION

# PUBLIC INVOLVEMENT PLAN

---

315 E. Robinson Street, Suite 355 | Orlando, FL 32801 | (407) 481-5672

MetroPlanOrlando.com



**ADOPTED: SEPTEMBER 9, 2015**





MetroPlan Orlando  
2040 Long Range Transportation Plan Re-adoption  
Public Involvement Plan

Table of Contents

---

Re-adopting the 2040 Long Range Transportation Plan .....	2
Public Input from the 2040 Plan Process .....	3
Public Involvement Requirements .....	4
Goals, Objectives, Strategies, Tools and Evaluation Measures .....	5
Identifying Stakeholders .....	8
Notification Requirements .....	10
Public Involvement Schedule of Activities .....	11
Final Report .....	11

### How to Get Involved in the Transportation Planning Process

#### LEARN ABOUT TRANSPORTATION AND ADD INPUT TO THE PLANNING PROCESS:

- IN PERSON - ATTEND AND MAKE A PUBLIC COMMENT AT A MEETING (VIEW THE CALENDAR ON OUR WEBSITE); INVITE US TO SPEAK TO YOUR GROUP
- EMAIL - SEND COMMENTS OR QUESTIONS TO [LRTP@METROPLANORLANDO.COM](mailto:LRTP@METROPLANORLANDO.COM)
- PHONE - CALL US AT 407-481-5672
- SOCIAL MEDIA - FOLLOW US ON TWITTER (@METROPLAN\_ORL) OR LIKE US ON FACEBOOK
- WEBSITE - LEARN ABOUT THE LONG RANGE TRANSPORTATION PLAN OR SEND COMMENTS AT [METROPLANORLANDO.COM/PLANS/LONG-RANGE-TRANSPORTATION-PLAN](http://METROPLANORLANDO.COM/PLANS/LONG-RANGE-TRANSPORTATION-PLAN)

# Re-adopting the 2040 Long Range Transportation Plan

MetroPlan Orlando, the metropolitan planning organization (MPO) for Orange, Osceola, and Seminole counties, provides leadership in transportation planning by engaging the public and fostering effective partnerships. One of the organization's major responsibilities is developing a Long Range Transportation Plan (LRTP), which sets a 20-year vision for the region. The current Year 2040 Long Range Transportation Plan was adopted by the MetroPlan Orlando Board in June 2014. This plan is updated every five years to meet federal requirements and adjust to the region's evolving needs.

Four other planning organizations, along with MetroPlan Orlando, are included in the Florida Department of Transportation's District 5. The fastest growing district in the state, District 5 covers nine counties and nearly 9,000 square miles.

These other planning organizations have responsibilities for the 20-year visions in their areas. While there is a great deal of coordination among the planning organizations within the FDOT district, each planning organization designs its own long range transportation plan and sets its own vision in coordination with FDOT. Each plan includes technical work and public involvement.

A crucial element for all the long range transportation plans is determining future demands on the regional transportation system. Computer models aid planners in making these forecasts. These instruments are complex tools that predict how many people will be using a region's system in future years and what their travel needs will be.

To improve regional consistency, MetroPlan Orlando is changing its long range transportation plan schedule and switching to the forecasting tool used by FDOT and other planning organizations in Central Florida. This will require a re-adoption of the 2040 Long Range Transportation Plan, which is expected to be complete in December 2015.

Besides these administrative changes, the readopted plan will reflect major projects and events that have occurred since June 2014 and better represent the region's transit alternatives. Since the 2040 Plan was originally adopted, better information has become available on costs associated with transit projects. The readopted plan will also confirm regional transit priorities and seek public input on proposed changes.

## Public Involvement & Plan Re-adoption

Developing a long range plan traditionally requires two key elements: technical work and community engagement. Ultimately, the MetroPlan Orlando Board adopts the long range plan after considering public input and recommendations from local transportation planners. The process will work in the same way for this re-adoption.

This Public Involvement Plan creates opportunities for stakeholders and citizens to be informed and engaged throughout the re-adoption of the 2040 Long Range Transportation Plan. The Public Involvement Plan will provide a roadmap to achieve goals and objectives for public involvement, ensuring diverse and inclusive public input.

This plan relates specifically to the 2040 Plan re-adoption. It is part of MetroPlan Orlando's comprehensive plan for community outreach, which guides overall public participation for the organization's entire transportation planning process.

## Public Input from the 2040 Plan Process

The community engagement process for the 2040 Long Range Transportation Plan was guided by a Public Involvement Plan, which was adopted by the MetroPlan Orlando Board on January 9, 2013 after considering input from advisory committees and members of the public. The plan included targeted objectives, a variety of strategies and associated performance measures to ensure effectiveness.



During the 18-month public involvement phase for the 2040 Plan, MetroPlan Orlando's objective-driven approach produced a successful community outreach program that garnered significant citizen input. Among the results:

- 2,406 Central Floridians from ages 5 to 90 were personally reached by MetroPlan Orlando staff at 48 outreach events in Orange, Osceola and Seminole counties
- An additional 1,510 residents participated in market research efforts and provided opinions and input on transportation



- 712 people signed up for MetroPlan Orlando emails to keep abreast of transportation news
- An average of 1,600+ visitors per month to [www.metroplanorlando.com](http://www.metroplanorlando.com)
- Surpassed the goal of Twitter followers by 145% and the goal of Facebook likes by 47%



Several themes emerged from the public input received for the creation of the 2040 Long Range Transportation Plan. Overall, it was clear Central Floridians were frustrated with the level of traffic congestion and that they discerned negative impacts personally and for the region. The community wanted more transportation options and recognized the importance of connectivity among modes.

The majority of citizens who filled out surveys (87%) said the region should invest more in transportation. However, there remains a need to inform the public on how transportation is funded.

These themes provide a foundation for this public involvement plan to build on, ensuring that MetroPlan Orlando's planning process is continuing, cooperative and comprehensive. Because the 2040 Plan re-adoption is more administrative than the original 2040 Plan, it will be more narrowly focused. The close attention to public transportation projects and funding information will allow MetroPlan Orlando to elaborate on at least two areas where there appears to be a need for increased public information.

## Public Involvement Requirements

The Public Involvement Plan meets federal requirements for public involvement as identified in 23 CFR 450.316 and 23 CFR 450.322. MetroPlan Orlando will meet all federal and state requirements to document a participation plan that defines a process for providing citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with reasonable opportunities to be involved in the planning process.

MetroPlan Orlando is developing this public involvement plan in consultation with all interested parties, describing procedures, strategies, and desired outcomes relating to:

- a. Providing adequate notice of public participation activities;

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

## Goals, Objectives, Strategies and Evaluation Measures

The goal of this Public Involvement Plan is to establish a comprehensive, inclusive process to create continuous opportunities for diverse involvement during the re-adoption of MetroPlan Orlando's 2040 Long Range Transportation Plan.

The following objectives, strategies, and tools will be used to achieve the stated goal during the implementation of this plan. Evaluation measures are also outlined to ensure effectiveness.

1. **Objective:** Help facilitate in-depth discussions of the 2040 Plan re-adoption with decision-makers, focusing on MetroPlan Orlando's Board and committees. Because of the nature of the update and the compressed time frame, it is crucial to provide these decision-makers adequate information to discuss the re-adoption with their staffs and constituencies. The most



substantive changes for the re-adoption are in the administrative and financial aspects of the transit alternatives, and these decision-makers have recommendation/voting responsibilities related to setting the region's public transit priorities.

**Strategies/Tools:**

- Compile a report summarizing available public input about transit, using data from community outreach events, market research and comments at public meetings, email and social media;
- Provide timely updates on public input as the re-adoption process progresses;
- Help prepare key messages, talking points, collateral materials and presentation tools for use at MetroPlan Orlando Board and committee meetings;
- Team with our regional partners - transportation agencies, local governments and key community organizations - to raise awareness of the 2040 Plan re-adoption;
- Contribute to coordination meetings between MetroPlan Orlando staff and local government staff.

**Evaluation Measures:** Public input report, research data, presentation materials and partner updates

2. **Objective:** Ensure that all 2040 Plan re-adoption materials communicate MetroPlan Orlando's message in an effective, appealing way by using visualization (photos, illustrations, charts, etc.) and plain language, as defined by Federal Plain Language Guidelines.

**Strategies/Tools:**

- Describe the 2040 Plan re-adoption effort on the website and in materials so that it's clear why this planning effort is important;
- Use appropriate illustrations, photos and graphics with electronic and print items that stress transit as the primary focus for the re-adoption;
- Include various ways to submit public comments (phone, email, social media, postal service, etc.) on all materials and messages to the public;
- Place at least one article on public involvement activities for the 2040 Plan with accompanying visuals in a MetroPlan Orlando electronic newsletter;
- Advise media outlets, as appropriate, on developments in the 2040 Plan re-adoption and maximize earned media opportunities;
- Update plan documentation.

**Evaluation Measures:** Content review, open and click-through rates from electronic newsletter article on 2040 Plan re-adoption



3. **Objective:** Provide online opportunities for the public to learn about the transportation planning process through MetroPlan Orlando's website, achieving a monthly average of 1,000 unique visitors to the site.

**Strategies/Tools:**

- Drive traffic to website from social media channels, electronic newsletter and email information blasts;
- Include website address in all materials and presentations and encourage visits to learn more;
- Use website homepage and plan pages to highlight 2040 Plan re-adoption information and seek links to plan pages from partner websites;
- Provide online opportunities for the public to view a short video that explores how public transit works and how it fits into the transportation system (as outlined in Objective No. 5);
- Provide all technical reports related to 2040 re-adoption on the MetroPlan Orlando website.



**Evaluation Measures: Website Statistics (Google Analytics)**

4. **Objective:** Provide opportunities for round-the-clock public engagement through social media channels, achieving the following results: Twitter - 3,200 followers, at least 85 total interactions (retweets + mentions + replies); 850 Facebook likes, with 16,000 total organic impressions (number of times posts were seen in News Feeds, Tickers or on visits to the page).

**Strategies/Tools:**

- Find and share recent national and international news articles that illustrate key long range transportation planning principles, especially as they apply to transit;
- Encourage continuous two-way communication with the public by posting photos from meetings and events and stimulating interest in future discussions;

- Ensure that social media efforts in support of the 2040 Plan re-adoption effort comply with MetroPlan Orlando’s existing social media policy;
- Provide social media messages to partner organizations, when appropriate.

#### Evaluation Measures: Social Media Statistics

5. **Objective:** Create a short video that explores how public transit works and how it fits into the regional transportation system. The video would support the 2040 Plan re-adoption by giving the public information on transit alternatives that are changing in the update.

#### Strategies/Tools:

- Combine live footage with informative slides to drive home a transit message;
- Distribute the video to board and committee members and get feedback;
- Put the video on YouTube and drive viewers to it through the website and social media channels.

#### Evaluation Measures: YouTube statistics, qualitative board and committee feedback

## Identifying Stakeholders



Achieving these public involvement goals and objectives begins with appropriately identifying stakeholders with a jurisdictional, direct or other interest in contributing input to the 2040 Plan re-adoption.

The Public Involvement Plan includes conducting a formal, comprehensive community inventory to develop a stakeholder database. The database that was developed for the 2040 Plan provides the foundation for the re-adoption database. A variety of resources will be used to review and augment the database.

The stakeholder database will be updated as needed during the public involvement process, and at a minimum will include the following entities:

## Board and Committees

- MetroPlan Orlando Board
- Citizens' Advisory Committee
- Technical Advisory Committee
- Municipal Advisory Committee
- Transportation System Management & Operations Committee
- Bicycle and Pedestrian Advisory Committee
- Transportation Disadvantaged Local Coordinating Board

## State and Federal Agencies

- Federal Transit Administration
- Federal Highway Administration
- Central Florida Congressional Delegation
- Florida Department of Transportation
  - reThink Commuter Services Program
  - SunRail Commuter Rail Service
- Florida's Turnpike Enterprise
- Central Florida Regional Transportation Authority (LYNX)
- Central Florida Legislative Delegation
- Florida Department of Environmental Protection
- South Florida Water Management District
- St Johns Water Management District
- Wekiva River Basin Commission

## Local Governments

- Orange County & City Governments
- Osceola County & City Governments
- Seminole County & City Governments
- Local government environmental staff

## Community Organizations

- Condo/Homeowners/Neighborhood Associations
- Apartment Complexes
- League of Women Voters
- Sierra Club
- Audubon Florida
- 1000 Friends of Florida
- Bicycle and Pedestrian Advocacy Groups
- Faith-based Organizations
- Veterans Associations
- County Watch
- Urban League
- Social Service Organizations
- Kiwanis Organizations
- Universities/Colleges
- Rotary Clubs
- Disability Advocacy Groups



Sorority and Fraternity Organizations  
Leadership Orlando  
Leadership Seminole  
Leadership Osceola  
Myregion.org  
Other Interested Parties

#### **Business & Tourism Associations**

Central Florida Partnership  
Seminole Regional Chamber of Commerce  
Kissimmee / Osceola County Chamber of Commerce  
Apartment Association of Greater Orlando  
Hispanic Chamber of Commerce  
African-American Chamber of Commerce  
Asian-American Chamber of Commerce  
Chamber of Commerce for Persons with Disabilities  
Visit Orlando  
Metro Orlando Economic Development Commission  
Realtors Associations  
Central Florida Hotel & Lodging Association  
Florida Vacation Rental Managers Association

#### **Media**

Local Newspapers  
Local Television Stations  
Local Radio Stations  
Online Publications  
Transportation & Transit Trade Publications  
Neighborhood/Community Newspapers  
Community Blogs

### **Notification Requirements**

MetroPlan Orlando is dedicated to appropriately notifying the community about the public involvement program for the 2040 Plan re-adoption, as required by federal and state law. Specifically, this includes:

- Advertising all MetroPlan Orlando Board meetings including 2040 Plan re-adoption activities and posting board and committee meetings on the website calendar;
- Posting a draft Public Involvement Plan on [www.metroplanorlando.com](http://www.metroplanorlando.com) for a 45-day comment period prior to adoption by the MetroPlan Orlando Board;
- Presenting the draft Public Involvement Plan to all MetroPlan Orlando committees;
- Providing notice of public outreach activities for re-adoption in the Long Range Transportation Plan sections of MetroPlan Orlando's newsletter, website and social media;

- Using diverse media outlets to publicize public participation activities where appropriate;
- Sending notification via email to community members in the MetroPlan Orlando database when appropriate.

### Public Involvement Schedule of Activities

The timeline for public involvement related to the 2040 Plan re-adoption is tight, given that updates to the plan are mostly administrative. The anticipated vote on the 2040 Plan re-adoption should come from the MetroPlan Orlando Board in December of 2015. This is the general way activities are anticipated to break down.

2040 Long Range Transportation Plan Re-adoption Public Involvement Schedule								
Public Involvement Task	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan. 2016
Develop Public Involvement Plan								
Public Involvement Plan Review and Comment								
Request Public Involvement Plan Approval								
Board and Committee discussions on re-adoption								
Implement Public Involvement Plan								
Prepare Final Report and Other Documentation								

### Final Report

A comprehensive, appealing and easy-to-understand final Public Involvement Report will be produced for the 2040 Plan re-adoption. The report will document all outreach efforts including public involvement strategies, activities and materials, along with evaluation and performance measures for each methodology. Public comments gathered during the process will be summarized, evaluated and provided to the MetroPlan Orlando Board, so they receive proper consideration during the plan development and approval process.