



Public Participation Plan

2050 Metropolitan Transportation Plan

MetroPlan Orlando

250 S. Orange Ave., Suite 200 • Orlando, FL 32801 • (407) 481-5672

Web: MetroPlanOrlando.gov • Email: Info@MetroPlanOrlando.gov

Facebook: [@MetroPlanOrlando](https://www.facebook.com/MetroPlanOrlando) • X: [@MetroPlan_Orl](https://twitter.com/MetroPlan_Orl)

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DRAFT FOR PUBLIC COMMENT

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Table of Contents

PLANNING FOR THE YEAR 20501

 How the Public Will Shape The 2050 Plan.....1

OBJECTIVES, STRATEGIES & EVALUATION2

 Objectives for In-Person Engagement2

 Objective #1 – Inclusive Engagement.....2

 Objective #2 – Community Events and Public Outreach3

 Objective #3 – Sharing Public Input with Decision Makers3

 Objectives for Visualization & Access to Information4

 Objective #4 – Use of Plain Language & Visualization in Communication Tools.....4

 Objective #5 – Digital Outreach (Website, Social Media & Video)4

 Evaluation & Reporting5

IDENTIFYING STAKEHOLDERS6

 2050 Plan Engagement and Feedback Opportunities.....7

PUBLIC PARTICIPATION REQUIREMENTS.....7

 Public Participation Plan Notification & Comment Period8

SCHEDULE OF PUBLIC PARTICIPATION ACTIVITIES FOR THE 2050 PLAN9



PLANNING FOR THE YEAR 2050

Planning Central Florida's transportation system for the year 2050 presents vast opportunities and challenges. How will our region grow and evolve? What type of transportation system will best meet the future needs of our residents and visitors? What kinds of projects will we be able to afford?

MetroPlan Orlando seeks to answer these questions and more while developing the 2050 Metropolitan Transportation Plan (MTP, or 2050 Plan), which is scheduled for completion in December 2025. As the metropolitan planning organization for Orange, Osceola, and Seminole Counties, we provide leadership in transportation planning.

We engage the public and cultivate effective partnerships with local governments and transportation industry experts to create a plan for Central Florida that addresses transportation challenges and prepares our region for the future.

HOW THE PUBLIC WILL SHAPE THE 2050 PLAN

Creating a transportation plan that spans decades requires two key things: 1) sound technical work and 2) diverse public input. This Public Participation Plan encourages the community to have a voice in the development of the 2050 Plan by creating opportunities to be informed and engaged throughout the planning process. The Participation Plan guides MetroPlan Orlando's outreach efforts, and maps out how we will successfully achieve public involvement objectives.

Outreach will take place in two phases. In phase one, we will seek opinions on what Central Floridians want to see in their future transportation system, and how they want to achieve that vision. In phase two, we will seek more specific public input based on a handful of potential scenarios for the year 2050.

PUBLIC PARTICIPATION GOAL FOR 2050 PLAN

Establish a thorough, inclusive process that uses creative approaches to offer the public continuous opportunities to shape the 2050 Plan.



MetroPlan Orlando is committed to community outreach that is:

Thorough: Outreach should be comprehensive, providing multiple options for how a person can get involved.

Inclusive: Everyone is welcome to participate in the 2050 Plan process. We want to make sure participants are as diverse as our wonderful region, therefore, we make a concerted effort to reach transportation underserved communities.

Creative: We strive to use innovative tools and techniques to reach the public and we are always focused on improving.

Continuous: Members of the public should be able to participate from the comfort of their own homes, at a time convenient to them. In addition to meaningful in-person engagement, we will be using tools that enable 24/7 involvement. We also invite public feedback throughout the planning process.

OBJECTIVES, STRATEGIES & EVALUATION

The following objectives and strategies will be used to achieve our public participation goal during development of the 2050 Plan. Evaluation measures are outlined to maximize effectiveness.

OBJECTIVES FOR IN-PERSON ENGAGEMENT

The following objectives address how MetroPlan Orlando plans to reach transportation underserved communities and obtain public input through inclusive and meaningful public engagement practices. Additionally, the following objectives outline engaging outreach strategies and event coordination tactics for maximizing public participation.

OBJECTIVE #1 – INCLUSIVE ENGAGEMENT

Expand existing efforts to develop a public involvement process that proactively seeks full representation from transportation underserved communities by providing opportunities for inclusive and meaningful involvement in the transportation decision-making process.

Strategies:

- Enhance existing partnerships with community groups to host presentations that inform and gather public input.
- Conduct outreach within transportation underserved communities by participating in pop-up events or meetings at locations in proximity to the target audience.
- Encourage public participation by conveying issues in ways that are meaningful to various cultural groups.
- Use communication techniques that encourage meaningful access for persons with limited English proficiency (LEP).
- Provide reasonable modifications and ADA accommodations for persons with disabilities at in-person or virtual events upon request.
- Provide online public-facing materials that are ADA Compliant.
- Seek partnerships with “community advocates” on a one-on-one or small group basis to build deeper trust and relationships.
- Increase participation with transportation underserved communities by collaborating with community representatives with a broader reach and network.



Evaluation Tools and Measures:

- The effectiveness of Objective #1 will be evaluated through the results of demographics surveys distributed during public meetings and events to ensure transportation underserved populations have been engaged.

OBJECTIVE #2 – COMMUNITY EVENTS AND PUBLIC OUTREACH

Create multiple opportunities for public involvement by hosting a variety of community events and implementing strategic public outreach efforts to raise awareness of key milestones during the development of the 2050 plan.

Strategies

- Host a community summit with open-house style discussion topics and keynote speakers to announce the completed 2050 Plan.
- Host MTP Virtual Technical Workshops or webinars to discuss key project progress and receive input to continue the development of the 2050 MTP.
- Attend up to three community events each month to include events occurring in transportation underserved communities.
- Establish multiple opportunities for public input by allowing comments to be submitted in person, electronically, or by mail with paid postage.
- Expand educational events and programs to reach school-aged children with educational materials that explain the 2050 Plan's primary concepts.
- Develop public engagement materials to include in shareable tool kits for partners and stakeholders. Materials include, but are not limited to, one-page handouts or shareable social media content.
- Create a strategic media plan targeting media outlets and local government access television channels to drive event attendance and public participation in the 2050 Plan.
- Provide sufficient advance notice of public events and meetings to the community, in accordance with Florida's Government-in-the-Sunshine guidelines.

Evaluation Tools and Measures:

The effectiveness of Objective #2 will be measured by public attendance at community events, receiving public comments and feedback and earning positive media coverage related to the 2050 plan.

OBJECTIVE #3 – SHARING PUBLIC INPUT WITH DECISION MAKERS

Supply a continuous stream of public input on the 2050 Plan to decision makers by providing community outreach updates to MetroPlan Orlando's Board, committees, and through various communication channels.

Strategies:

- Create a 2050 MTP Technical Workshop Series to promote a thorough vetting of plan concepts and documents.
- Conduct Virtual Interdisciplinary Interviews with subject matter experts within planning emphasis areas.
- Compile community event reports that provide photos, demographic information and a summary of public input gathered at outreach events.
- Provide community outreach briefings and consult with federal and state transportation officials overseeing MetroPlan Orlando's work.
- Summarize public sentiment at events to document the diversity of feedback.
- Expand and update stakeholder contact lists.
- Conduct statistically valid market research examining public opinion on transportation issues in the three-county area.

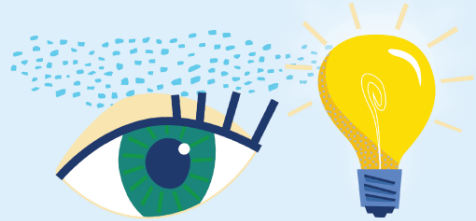


Evaluation Tools and Measures:

The effectiveness of Objective #3 will be measured through the development of community event reports, presentations on public outreach efforts to MetroPlan Orlando's Board and committees and market research results.

WHAT IS VISUALIZATION?

According to the Federal Highway Administration, "visualization techniques are methods used to show information in clear and easily understood formats such as maps, pictures, or displays."



OBJECTIVES FOR VISUALIZATION & ACCESS TO INFORMATION

The following objectives address how MetroPlan Orlando will share information and encourage two-way communication.

OBJECTIVE #4 – USE OF PLAIN LANGUAGE & VISUALIZATION IN COMMUNICATION TOOLS

2050 Plan print and electronic materials will communicate MetroPlan Orlando's message in an effective, appealing way by using visuals (photos, illustrations, charts, etc.).

Strategies:

- Include "how-to-comment" information on materials to maximize participation.
- Send periodic outreach updates via email to community contacts.
- Create a printed brochure explaining the 2050 Plan process in English, Spanish, or provided in a commonly used language related to the target audience upon request.
- Create online mapping features to place on MetroPlanOrlando.gov to boost visualization efforts.
- Incorporate innovative technology and interactive elements in community presentations where feasible.

Evaluation Tools and Measures:

The effectiveness of Objective #4 will be measured using statistics gathered from outreach updates sent by email and incorporating guidelines for plain language guidelines in all public-facing materials.

OBJECTIVE #5 – DIGITAL OUTREACH (WEBSITE, SOCIAL MEDIA & VIDEO)

Provide digital engagement opportunities and transportation planning information through MetroPlan Orlando's website, social media channels, and online videos, achieving:

- a monthly average of 500 unique page views to the 2050 Plan section of MetroPlanOrlando.gov,
- a monthly average of 10 posts focused on the 2050 Plan, with 5% engagement, and
- 1,000 cumulative views on 2050 Plan videos

Strategies:

- Develop a social media advertising plan to boost event attendance and encourage digital engagement through likes, comments, and shares.
- Drive traffic to the MetroPlan Orlando website from social media channels by including website information and interactive posts with click-through options.
- Share timely and relevant transportation news on social media outlets.
- Encourage continuous two-way communication with the public by posting photos from outreach events and stimulating interest in future events.
- Post 2050 Plan technical reports to the website for public review as they become available throughout plan development and publish all final 2050 Plan documents to the website no later than 90 days after official adoption by the MetroPlan Orlando Board.



Evaluation Tools and Measures:

The effectiveness of Objective #5 will be measured through increased website traffic and analytics, social media engagement and video statistics.

EVALUATION & REPORTING

MetroPlan Orlando will periodically review the effectiveness of these objectives and strategies throughout the implementation of the participation plan and make any necessary adjustments to reach our goal.

A comprehensive, appealing, and easy-to-understand report will be produced to document public participation for the 2050 Plan. The report will present an overview of outreach activities, evaluate the effectiveness of these activities against the objectives outlined in this Public Participation Plan, and summarize public feedback received. Results will be shared with MetroPlan Orlando's Board and committees prior to the adoption of the 2050 Metropolitan Transportation Plan.



IDENTIFYING STAKEHOLDERS

Achieving the objectives in this Public Participation Plan begins with appropriately identifying audiences with a jurisdictional, direct, or other interest in the 2050 Plan. MetroPlan Orlando will develop a comprehensive community stakeholder database so that input is gathered from as many segments of the community as possible. This includes regular coordination with local governments, as well as state and federal agencies. The stakeholder database will be updated throughout the public involvement process, and will include representatives of the following entities:

Community & Service Organizations

Alumni Organizations
Apartment Complexes
Bicycle & Pedestrian Advocacy Groups
CareerSource Central Florida
Civic Involvement Organizations
Disability Advocacy Groups
Enterprise Florida, Inc.
Environmental Advocacy Groups
Faith-based Organizations
Food Security Advocacy
Homeowners Associations
Leadership Programs
Older Adult Advocacy Social Justice Organizations
Orlando Main Streets
Social Service Organizations
Sorority & Fraternity Organizations
Transit Advocacy Groups
Universities/Colleges
Veterans Associations

Health Organizations

Florida Department of Health in Orange County
Florida Department of Health in Osceola County
Florida Department of Health in Seminole County
Healthy West Orange
Orange Blossom Family Health
Osceola Community Health Services

Business & Tourism Associations

Arena/Stadium
Apartment Association of Greater Orlando
Central Florida Hotel & Lodging Association
Chambers of Commerce Convention & Visitors Bureaus
Downtown Orlando Partnership
Florida Vacation Rental Managers Association
International Drive Business Improvement District
Kia Center
Major Employers
Orlando Economic Partnership & Alliance for Regional Transportation
Realtors Associations

State & Federal Agencies

Central Florida Congressional Delegation
Central Florida Legislative Delegation
Federal Highway Administration
Federal Transit Administration
Florida Department of Environmental Protection
Florida Department of Transportation

- Florida's Turnpike Enterprise
- reThink Your Commute
- SunRail

Local Governments

Orange County & City/Town Governments
Osceola County & City/Town Governments
Seminole County & City/Town Governments

Planning & Operating Partners

Aviation Authorities
Central Florida Expressway Authority
East Central Florida Regional Planning Council
LYNX
School Districts
Water Management Districts

MetroPlan Orlando Boards & Committees

MetroPlan Orlando Board
Community Advisory Committee
Technical Advisory Committee
Transportation System Management & Operations Advisory Committee
Municipal Advisory Committee
Transportation Disadvantaged Local Coordinating Board





I DON'T SEE MY GROUP'S NAME LISTED HERE! HOW CAN I GET IN TOUCH WITH METROPLAN ORLANDO?

We're always on the lookout to connect with organizations we haven't spoken with before. If you don't see your group's name listed below, please let us know so you can get involved in the 2050 Plan. Contact our community outreach staff to learn more by emailing MTP@MetroPlanOrlando.gov or calling **407-481-5672**.

2050 PLAN ENGAGEMENT AND FEEDBACK OPPORTUNITIES

To better manage the 2050 Plan development process, MetroPlan Orlando has identified strategic engagement and feedback opportunities to include:

- Advisory Committee & Board Meetings
- 2050 MTP Technical Workshops
- Interdisciplinary Interviews
- Public Engagement Events

Gathering feedback from advisory committees and at board meetings will allow for critical input from decision-makers. Technical Workshops will create an opportunity to promote a thorough vetting of plan concepts and documents, while Interdisciplinary Interviews with subject matter experts within planning emphasis areas allow for diverse feedback and perspectives. MetroPlan Orlando will also establish multiple opportunities for input by allowing comments to be submitted in person, electronically, by mail, by phone or at public engagement events.

PUBLIC PARTICIPATION REQUIREMENTS

This Public Participation Plan meets all requirements for public involvement, as outlined in federal law (23 CFR 450.316 and 23 CFR 450.322) and state law (s.339.175(7),F.S.). MetroPlan Orlando has developed this plan in consultation with interested parties, as specified in law. This plan is also consistent with MetroPlan Orlando's organizational Public Participation Plan.

WHAT ARE THE REQUIREMENTS FOR PUBLIC PARTICIPATION?

“MPOs are required to develop and use a documented Public Participation Plan that defines a process for providing reasonable opportunities to be involved in the metropolitan transportation planning process to individuals, affected public agencies, representatives of public transportation employees, public ports, freight shippers, providers of freight transportation services, private providers of transportation (including intercity bus operators, employer-based commuting programs, such as carpool program, vanpool program, transit benefit program, parking cash-out program, shuttle program, or telework program), representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties.”
~FDOT MPO Management Handbook



PUBLIC PARTICIPATION PLAN NOTIFICATION & COMMENT PERIOD

MetroPlan Orlando posted the draft 2050 MTP Public Participation Plan to its website on March 15, 2024, beginning the 45-day comment period. The comment period ended on May 10, 2024.

The participation plan was presented as an action item for input and adoption at the following MetroPlan Orlando committee and board meetings:

Group Name	Action Taken	Date of Action
Technical Advisory Committee		
Community Advisory Committee		
Municipal Advisory Committee		
MetroPlan Orlando Board		

Email notifications and an invitation to review the 2050 Metropolitan Transportation Plan’s Public Participation Plan on MetroPlanOrlando.gov were sent to MetroPlan Orlando’s community database of interested parties, board/committee list, and federal/state transportation partners at the opening on March 15, 2024, and just prior to May 10, 2024, the last day of the required comment period. This information was also distributed via social media channels on Facebook, LinkedIn and X (formerly Twitter).

SCHEDULE OF PUBLIC PARTICIPATION ACTIVITIES FOR 2050 PLAN





MetroPlanOrlando.gov
250 S. Orange Ave., Suite 200
Orlando, FL 32801

MTP@MetroPlanOrlando.gov
(407) 481-5672

