

Public Participation Dashboard - Annual Review 2021

This *Public Participation Dashboard* outlines how community outreach efforts are measuring up to the goals and objectives listed in MetroPlan Orlando's Public Participation Plan (adoption date: 9/11/2019). The annual review helps us compare our public involvement activities to the goals and objectives in the plan, to track progress, and to make adjustments when needed to maximize effectiveness of outreach.

Public Participation 2021 – By the Numbers

3,055 Respondents to Regional Survey	52 Outreach Presentations & 206 Regional Partner Events	50k+ Website Visitors
536 Social Media Posts to Audience of 7,000+	62 Videos on YouTube with 5,700+ Views	21 Emails Sent With Transportation News

Public Participation Highlights of the Year

Highlight	Details & Comments
Noteworthy Achievements	<p>In 2021, the global COVID-19 pandemic directly affected our ability to physically be out in the community. As we did in 2020, we compensated for this by increasing our efforts to reach the community through digital channels such as our website, email, social media, and video. We also increased involvement in regional partner events to continue to support initiatives benefiting the community.</p> <p>Highlights on outreach statistics are outlined in the <i>Public Participation 2021 – By the Numbers</i> section above.</p> <p>Noteworthy achievements (more details later in this document):</p> <ul style="list-style-type: none"> • Insights on public opinion from 2021 Regional Transportation Survey • 42% increase in attendance at Transportation Improvement Program virtual public meeting • Improved access to transportation planning process by making virtual access to MetroPlan Orlando's board and committee meetings permanent • Active community outreach for complete streets studies in various parts of the region • <i>The Blind Experience</i> event and paratransit van wrap to raise awareness of pedestrian safety and the white cane law • Student outreach video for STEAM (science, technology, engineering, arts and math) event teaching students about careers in transportation and walking them through an interactive exercise to design their own street

Highlight	Details & Comments
New Techniques Initiated	<p>MetroPlan Orlando always strives to try new techniques to increase effectiveness of public participation efforts. Some new techniques initiated this year include:</p> <ul style="list-style-type: none"> • <i>Increased use of Facebook & Instagram advertising</i> – We refined our strategy to better reach our target audiences, and this resulted in people attending our events who had not engaged with us before. • <i>Streamlined committee member onboarding</i> – Developed a standardized presentation for new member orientations across all MetroPlan Orlando advisory committees.
Adjustments Needed	<p>The Public Participation Plan is a living document that guides outreach efforts and sets expectations for public involvement. At times, an unforeseen event like a global pandemic affects the capacity of our staff to conduct public participation.</p> <p>To help futureproof the plan and make it more flexible to outside forces, we recommend the following adjustments the next time the Public Participation Plan is updated (due in 2024):</p> <ul style="list-style-type: none"> • <i>Remove 2% increase over base year for measurement of Goal 1</i> – Outreach outputs and event activities vary from year to year based on the planning studies being conducted during the year and the public involvement objectives for each. The increase over base year measurement only assesses level of activity and is not an accurate evaluation of public participation success and effectiveness. Eliminating this measure will allow flexibility to shift our methods and approach as needed to ensure the public continues to have a voice in the transportation planning process. • <i>Remove social media posts from Prioritized Project List (PPL) checklist and Transportation Improvement Program (TIP) amendment checklists</i> – The schedule for the PPL runs concurrently with the TIP, which we promote heavily. Information on the PPL is always included in the TIP public meeting. There is no need to do specific social media posts on the PPL, as there is sufficient notification and comment opportunity without these channels.



Goals, Objectives & Evaluation

GOAL 1

Encourage two-way communication with the community by informing members of the public about relevant transportation issues and ensuring they have a voice in the transportation planning process.



OBJECTIVES

- A. Plan or take part in at least two outreach events per month.
- B. Publish and distribute easy-to-read and visually appealing materials that use plain language to inform the public about significant accomplishments, key issues, upcoming events, and participation opportunities relating to the work of MetroPlan Orlando and transportation planning.
- C. Meet federal and state requirements for public involvement by having successful certifications annually from the Florida Department of Transportation and every four years from the U.S. Department of Transportation.

MEASUREMENT OF RESULTS FOR GOAL 1

Measure	Comments & Examples	Evaluation
Outreach events & speakers bureau presentations <i>Target: Average at least two outreach events per month</i>	<p>Outreach continued to be primarily virtual since it was difficult to accomplish in person events safely with the high cases of COVID-19. We found virtual events to be effective, successful, and well attended. As mentioned in the <i>Highlights</i> section, we also increased involvement in regional partner events. Examples of outreach events:</p> <p>Transportation Improvement Program (TIP) virtual public meeting – The interactive format included not only comment period, but also a Q&A session with staff and live audience polling. We held this as a lunchtime event for the first time. The 2021 virtual meeting saw a 42% increase in attendance over the previous year.</p> <p>Staff presentations to outside groups – We presented to many groups, including health groups, neighborhood associations, farmers markets, industry peer exchanges, community forums, and agencies outside of the region.</p> <p>Community Advisory Committee (CAC) – We welcomed a diverse set of 10 new CAC members and conducted orientations, allowing them to immediately be active in committee discussion.</p> <p>Virtual access to meetings – All board and committee meetings include virtual participation components. Meeting recordings are posted to our YouTube channel for viewing anytime.</p>	<p>258 total events, including:</p> <ul style="list-style-type: none"> • 52 outreach events and presentations where staff spoke to outside groups • 206 regional partner events • 87 events involving underserved communities <p>Additionally, staff supported 54 board & committee meetings.</p> <p>For more information, see <i>Outreach Event Summary</i> and <i>Photo Gallery of Outreach</i> in the appendix</p>

Measure	Comments & Examples	Evaluation
Promotional & informative materials content review	Communication materials inform, illustrate key concepts and help raise awareness of important topics. Examples of materials produced in 2021: Fast Forward (2021 Annual Report); Tracking the Trends digital publication; public service announcement on a paratransit bus wrap; Regional Transportation Survey Report; and fact sheets on technology and pedestrian safety.	Confirmed plain language and visualization For more information, see <i>Samples of Communication Materials</i> in the appendix
Digital outreach: website visitors & electronic news recipients	More than 50k people accessed transportation information on MetroPlanOrlando.org in 2021. We added 20 news posts to the site and updated content, meeting calendars, and documents continuously throughout the year. The top five most visited website pages were: 1) Archived Meeting Materials; 2) Metropolitan Transportation Plan; 3) Transit; 4) Transportation Improvement Program; 5) Calendar. A total of 21 news emails were sent via Constant Contact to our community database, including 64,210 individual emails to 7,884 recipients.	Website users in 2021 = 50,964 Electronic News Recipients (database contacts) = 7,884 Contacts Added in 2021 = 2,179 For more information, see <i>Digital Outreach: Website Statistics</i> and <i>Digital Outreach: Email Statistics</i> in the appendix
Social media postings <i>Target: Average 5.5% engagement</i>	MetroPlan Orlando's Twitter, Facebook, LinkedIn, and YouTube social media accounts reach a wide audience of 7k+. We published 536 posts, which had 422,634 impressions (number of times content was displayed to users) and 13,856 engagements (number of times that users engaged with our posts). A total of 62 videos were posted to MetroPlan Orlando's YouTube channel, including 57 meeting recordings and 5 educational videos. These videos have over 5,700 views and a watch time of more than 559 hours. We saw our highest impressions, engagement rate, video views, published content and channel growth in April–July. During these months, we worked aggressively to promote the 10th Street Study Survey #1, 2021 Regional Transportation Survey, Transportation Improvement Program Virtual Public Meeting, and the Rock Springs Road / West Orange Trail Survey #1. We also saw great engagement on LinkedIn with short videos on our Bicycle Crash Research Report findings and recognition of our outgoing board officers and advisory chairs.	Social media audience = 7,074 (Facebook, Twitter, LinkedIn, YouTube followers and subscribers to our channels) Total social media posts = 536 Number of videos posted = 62 Engagement Rate = 3.3% Impressions = 422,634 YouTube Video Views = 5,702 YouTube video watch time hours = 559.2 For more information, see <i>Social Media & Video Statistics</i> in the appendix
Certification by FDOT, FHWA, & FTA	MetroPlan Orlando had a joint state certification with FDOT in 2021.	Successfully completed

GOAL 2

Continuously reach out to and get input from people who are not easily engaged



because of age, ability, language, financial resources, access to technology, or other reasons. Include traditionally underserved populations in the region – senior citizens, economically disadvantaged, physically disabled, young people, and people with limited proficiency in English.

OBJECTIVES

- A. Develop ways to provide outreach for traditionally underserved populations in the region, using environmental justice focus areas. The focus areas, included in our Nondiscrimination and Language Plan, were established by layering regional maps of disadvantaged populations and identifying the areas with the highest concentrations of people who meet those criteria.
- B. Develop and use an outreach program appropriate for Central Florida students, with an emphasis on planning a future transportation system.

MEASUREMENT OF RESULTS FOR GOAL 2

Measure	Comments & Examples	Evaluation
Outreach events & speakers bureau presentations reaching underserved <i>Target: At least 30% of events with groups including underserved populations</i>	<p>Historically, much of MetroPlan Orlando's underserved outreach has been through in person events. Because of limited face-to-face opportunities during the pandemic, efforts shifted to regional partner events serving interests of underserved. Examples:</p> <p><i>The Blind Experience</i> – As part of FDOT's Mobility Week, MetroPlan Orlando co-hosted an event to help sighted people understand what visually-impaired people experience when crossing the street. As mentioned, we also sponsored the design of a public service paratransit van wrap.</p> <p><i>Coordination with transit agencies</i> – We met regularly with LYNX and ACCESS LYNX staff throughout the year to improve bus and paratransit service.</p> <p><i>Regional partner events</i> – Supported events such as Heart of Florida United Way's State of Our Families and met with Orange County on their Title VI plan update.</p> <p><i>Equity training</i> – Smart Growth America equity summit (1/26-28); mtg. with FHWA civil rights staff (3/18); mtg. with new equity official at City of Orlando (3/23); Transplex equity session (4/16); USDOT Justice40 webinars (11/9 & 11/16)</p>	<p>34.1% (88 of 258 total events) involved underserved populations</p> <p>For more information, see <i>Outreach Event Summary</i></p>

Measure	Comments & Examples	Evaluation
Explore new outreach tools for getting participation from hard-to-reach or underserved groups	<p>An example of using new methods involved our 2021 Regional Transportation Survey. The double-pronged survey methodology involved: 1) an online Qualtrics panel: a group of individuals incentivized to take surveys in our three-county area representing Census demographics of the community, and 2) an online link.</p> <p>The survey was offered in English and Spanish. We targeted survey outreach to nonprofits serving underserved populations; posted survey flyers at LYNX Central Station and at select bus stops; secured media shares from Positively Osceola, Telemundo, St. Cloud Sunrise, and Orlando Business Journal; and mailed postcards to ZIP codes in our environmental justice focus areas. We also established partnerships with library systems in each of our three counties to make survey flyers available near computers where patrons who may not have internet access at home typically come in to use library computers.</p>	We continue to try various approaches to reaching underserved communities in Central Florida.
Outreach through youth and school-focused programs	<p>Examples of student outreach include:</p> <p>New student outreach video – We created a special 20-minute video program for a middle school’s virtual STEAM day event (STEAM = science, technology, engineering, arts, math) involving interviews with planners to teach about transportation careers and a ‘how to design your own street’ activity. The video was well received by students, teachers and parents. About 140 students benefited from the video, and we have plans to create a version that can be used with any class in our region.</p> <p>Presentations to college students – Staff guest lectured on a variety of topics, including MPO 101; land use and transportation planning; and careers in planning and engineering.</p> <p>Transportation youth activity book – We continued to promote our popular youth activity book, created a promotional video about it, and provided hard copies to events like the Florida Dept. of Health bike rodeo.</p>	Outreach to younger populations continues to be a priority for the MetroPlan Orlando Board. Despite not having much access to schools during the pandemic, we continued to reach youth as best as possible in virtual settings or outside of school to students of all ages (elementary to college).

Plan Checklists

This section documents public participation activities related to plan updates or amendments.

Metropolitan Transportation Plan Outreach Checklist

Checklist Item	Done?	Details
Official 45-day public comment period for independent Metropolitan Transportation Plan (MTP) Public Participation draft plan on MetroPlanOrlando.org	✓	7/26/19 – 9/11/19 (more than 45 days)
Board approves Public Participation Plan after review by advisory committees and summary of public comment; staff executes the outreach plan to support the development of the MTP	✓	9/11/19
Draft MTP reviewed by MetroPlan Orlando advisory committees	✓	10/23/20 – 11/5/20
Public notice is distributed electronically	✓	
Social media posts help bring attention to draft plan	✓	
Ample opportunities for public comment throughout, including a process for submitting written public comments	✓	Comment period: 10/16/20 – 11/20/20
Provide summary of public comments to the board before it takes action, and respond to comments in writing, when applicable	✓	
Board vote on MTP adoption with public comment period at the meeting	✓	12/9/20
Publication of adopted plan on MetroPlanOrlando.org	✓	January 2021
Additional Comments:		
Details on MTP outreach efforts found in 2045 Plan Public Participation Report		

Metropolitan Transportation Plan Amendment, Modifications & Revisions Outreach Checklist

Amendment Date & Topic: May/Jun. 2021 – Proactive Compliance with Planning Requirements to Better Reflect TIP in MTP Cost Feasible Plan & Congestion Management Process

Checklist Item	Done?	Details
Proposed amendment published on MetroPlanOrlando.org	✓	5/13/21
Review by MPO advisory committees	✓	5/21/21 – 6/3/21
Ample opportunities provided for public input throughout, including a process for submitting written comments	✓	
Social media posts help bring attention to draft plan amendment	✓	
Amendment revised, as needed, based on public input, which is shared with the board	✓	
Board vote on approval of amendment	✓	6/9/21
Approved amendment published on MetroPlanOrlando.org	✓	6/9/21

Metropolitan Transportation Plan Amendment, Modifications & Revisions Outreach Checklist

Amendment Date & Topic: Oct./Nov. 2021 – I-4 Beyond the Ultimate Interim Elements

Checklist Item	Done?	Details
Proposed amendment published on MetroPlanOrlando.org	✓	10/15/21
Review by MPO advisory committees	✓	10/22/21 – 11/4/21
Ample opportunities provided for public input throughout, including a process for submitting written comments	✓	
Social media posts help bring attention to draft plan amendment	✓	
Amendment revised, as needed, based on public input, which is shared with the board	✓	
Board vote on approval of amendment	✓	11/10/21
Approved amendment published on MetroPlanOrlando.org	✓	11/19/21

Metropolitan Transportation Plan Amendment, Modifications & Revisions Outreach Checklist

Amendment Date & Topic: Dec. 2021 – Hicks Avenue Extension (formerly Terry Avenue)

Checklist Item	Done?	Details
Proposed amendment published on MetroPlanOrlando.org	✓	11/19/21
Review by MPO advisory committees	✓	12/1/21 – 12/3/21
Ample opportunities provided for public input throughout, including a process for submitting written comments	✓	
Social media posts help bring attention to draft plan amendment	✓	
Amendment revised, as needed, based on public input, which is shared with the board	✓	
Board vote on approval of amendment	✓	12/8/21
Approved amendment published on MetroPlanOrlando.org	✓	12/9/21

Prioritized Project List Outreach Checklist

Checklist Item	Done?	Details
Draft list published on MetroPlanOrlando.org	✓	5/10/21
Draft list presented at MPO advisory committee meetings	✓	5/21/21 – 7/1/21
Ample opportunities provided for public input throughout, including a process for submitting written comments	✓	
Social media posts help bring attention to draft plan		See comments below
Board vote on approval	✓	7/7/21
Approved Prioritized Project List published on MetroPlanOrlando.org	✓	8/11/21
Additional Comments: Board and committees receive a preview of the PPL in one meeting cycle, and then are asked to for recommendations of approval or consensus at the next meeting cycle. There are public comment periods at each of these 10 meetings. The schedule runs concurrently with the Transportation Improvement Program (TIP), which we promote heavily. In 2021, we did not do specific social media posts on the PPL. In future updates of the Public Participation Plan, staff suggests removing the social media checklist item from this plan, as there is sufficient notification and comment opportunity without these channels.		

Transportation Improvement Program Outreach Checklist

Checklist Item	Done?	Details
Draft project information published on MetroPlanOrlando.org in advance of committee review	✓	5/10/22
Draft plan presented at MPO advisory committee meetings	✓	5/21/22 – 7/1/22
Ample opportunities for public comment throughout, including a process for submitting written public comments	✓	
Social media posts help bring attention to draft plan	✓	
Demonstrate explicit consideration and response to public input by providing summary of public comments to the board before it takes action, and respond to the comments in writing, when applicable	✓	
Board vote on approval after public comment period	✓	7/7/21
Approved Transportation Improvement Program published on MetroPlanOrlando.org	✓	7/7/21
Additional Comments: Board and committees receive a preview of the TIP in one meeting cycle, and then are asked to for recommendations of approval or consensus at the next meeting cycle. There are public comment periods at each of these 10 meetings. A TIP virtual public meeting was held on 6/21/21. The virtual event was well attended with 105 total attendees, a 42% increase over last year's virtual TIP meeting.		

Transportation Improvement Program Amendments Outreach Checklist

Because the TIP is updated frequently throughout the year, dates are listed below. First date listed is when information was made publicly available, and second date is when amendment was approved by the MetroPlan Orlando Board.

Checklist Items	Time Period for TIP Amendment	Checklist items done?
Proposed amendment published on MetroPlanOrlando.org in advance of committee review	TIP 2020/21-2024/25: 1/20/21 - 2/10/21	✓
Amendment reviewed by MPO advisory committees	TIP 2020/21-2024/25: 2/17/21 - 3/10/21	✓
Ample opportunities for public comment throughout, including process for submitting written comments	TIP 2020/21-2024/25: 4/16/21 - 5/12/21	✓
Social media posts help bring attention to draft plan	TIP 2020/21-2024/25: 5/14/21 - 6/9/21	✓
Board vote on approval, following public comment period	TIP 2021/22-2025/26: 8/18/21 - 9/8/21	✓
Approved Transportation Improvement Program amendment becomes part of revised TIP published on MetroPlanOrlando.org	TIP 2021/22-2025/26: 10/15/21 - 11/10/21	✓
	TIP 2021/22-2025/26: 11/24/21 - 12/8/21	✓

Unified Planning Work Program Outreach Checklist

Checklist Item	Done?	Details
Draft UPWP published on MetroPlanOrlando.org in advance of committee review	✓	2/19/20
Draft UPWP presented at MPO advisory committee meetings	✓	2/26/20 - 3/5/20
Board vote on approval	✓	3/11/20 (draft) & 5/13/20 (final)
Approved UPWP published on MetroPlanOrlando.org	✓	5/14/21
Additional Comments: The current two-year UPWP covers fiscal years 2020/21 and 2021/22. On years when a new UPWP is adopted, the MetroPlan Orlando Board and committees receive a preview of the UPWP in the February/March meeting cycle, and the Board approves a draft in March. The Board approves the final UPWP in May.		



Appendix

The appendix includes measurement tracking and documentation to support the evaluation summarized in this annual Public Participation Plan review. Items include:

- Outreach Event Summary
- Samples of Communication Materials
- Digital Outreach: Website Statistics
- Digital Outreach: Email Statistics
- Social Media & Video Statistics
- Photo Gallery of Outreach

Outreach Event Summary: 2021

The table below summarizes the number of events that MetroPlan Orlando staff participated in during the review period. The *outreach events and presentations* category includes staff speaking engagements to outside groups and participation in community events (typically through hosting booths or other event involvement). The *regional partner events* category includes MetroPlan Orlando staff involvement in events hosted by our partner organizations. Both categories include notes on how many of these events reached underserved populations, either through topic, agency representation, or audience representation. Underserved populations include senior citizens, economically disadvantaged, physically disabled, young people, and people with limited proficiency in English. Board and committee meetings refer to gatherings of the MetroPlan Orlando Board and its advisory committees.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
OUTREACH EVENTS & PRESENTATIONS													
Outreach Events & Presentations to Outside Groups	4	1	6	5	4	7	5	3	3	5	8	1	52
Underserved: Outreach Events & Prez (*these included in row above)	0	1	2	0	0	0	0	0	0	2	3	0	8
REGIONAL PARTNER EVENTS													
Regional Partner Events	21	24	18	19	15	15	17	15	15	21	18	8	206
Underserved: Regional Partner Events (*these included in row above)	5	8	9	5	4	4	6	7	9	9	10	4	80
TOTAL EVENTS (Outreach, Presentations, Regional Partner)	25	25	24	24	19	22	22	18	18	26	26	9	258
TOTAL INVOLVING UNDERSERVED	5	9	11	5	4	4	6	7	9	11	13	4	88
BOARD & COMMITTEE MEETINGS													
Total Board & Committee Meetings	5	7	4	6	5	6	3	4	2	4	3	5	54

TOTAL Outreach Events + Presentations + Regional Partner Events = 258

TOTAL Events Involving Underserved Populations = 88 (34.1% of total events)

TOTAL # of Board & Committee Meetings = 54

Samples of Communication Materials: 2021

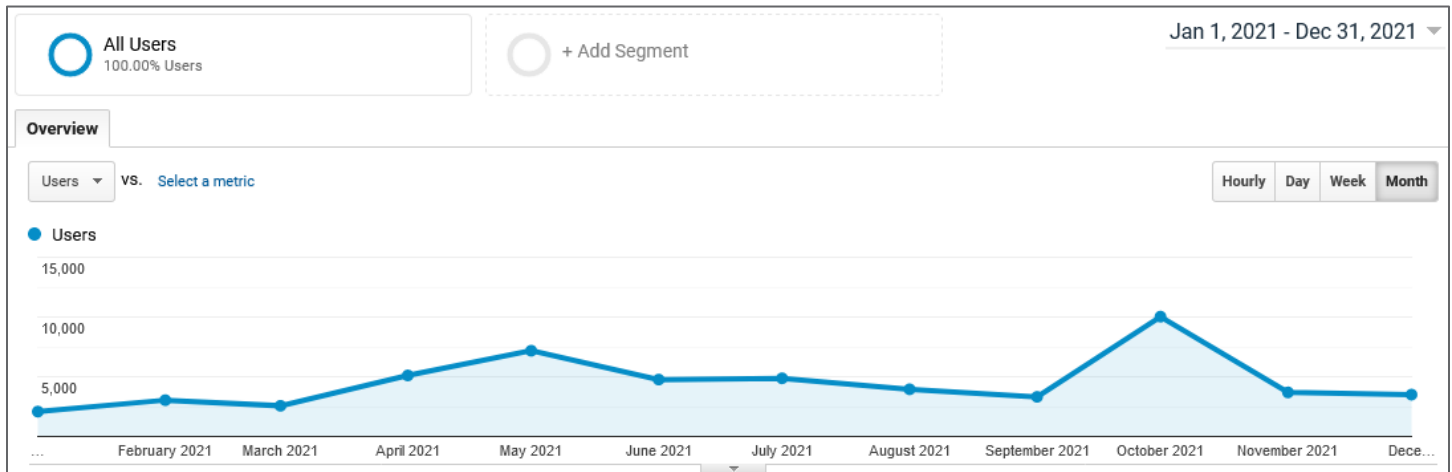
MetroPlan Orlando's communication materials are always visually appealing and written in plain language to the maximum extent possible. Below are some materials produced in 2021.

 <p>2021 Annual Report: Fast Forward</p> <p>Our 2045 Plan-focused annual report highlights how Central Florida is expected to change between now and the year 2045.</p>	<p>Tracking the Trends</p> <p>This annual publication is new and improved. It was converted to digital and is now an interactive web-based tool.</p> 
<p>Public Service Announcement Paratransit Bus Wrap</p> <p>The paratransit van wrap featured custom illustrations with the safety message: <i>White Cane? Be kind. Stop for the blind.</i></p> 	<p>2021 Regional Transportation Survey Report</p> <p>This engaging report shares fascinating findings from a survey of 3,055 Central Floridians on a variety of topics, including: transportation use & challenges; safety; public transportation; equity; technology; and funding.</p> 
 <p>Technology Fact Sheet: Automated, Connected & Electric Vehicles</p> <p>MetroPlan Orlando produces fact sheets for outreach to the community and to media. This sample provides information on automated, connected, and electric vehicles.</p>	<p>New Video for Student Outreach</p> <p>This video for a middle school's virtual STEAM day event (STEAM = science, technology, engineering, arts, math) interviews planners about transportation careers and walks students through a 'how to design your own street' activity.</p> 

Digital Outreach: Website Statistics

January–December 2021

MetroPlanOrlando.org serves as an important means of electronic publication, visualization and public access to the transportation planning process.

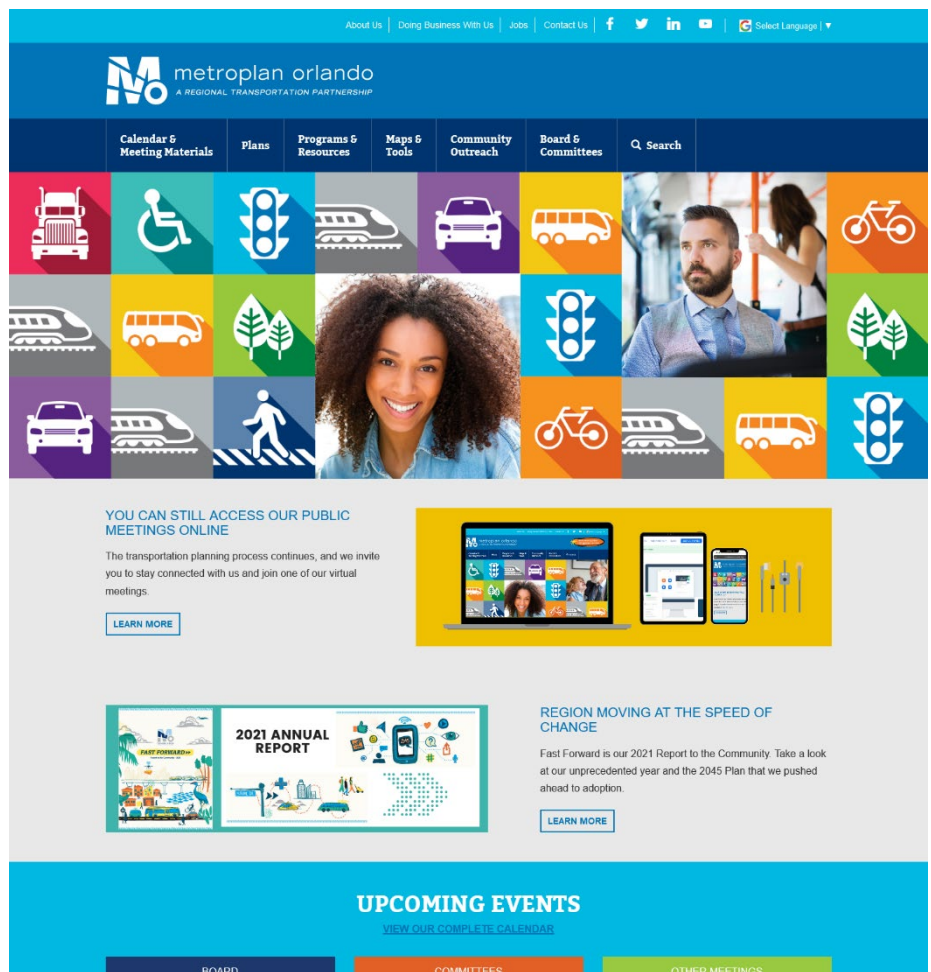


TOTAL Website Users = 50,964

TOTAL News Posts = 20

Top five most visited pages:

- 1) [Archived Meeting Materials](#)
- 2) [Metropolitan Transportation Plan](#)
- 3) [Transit](#)
- 4) [Transportation Improvement Program](#)
- 5) [Calendar](#)



Digital Outreach: Email Statistics

January–December 2021

To keep the community updated on transportation news, Constant Contact emails are sent to our database. The database is divided into lists for various interest areas to allow for better message targeting.

TOTAL Electronic News Recipients (database contacts) = 7,884

Contacts Added in 2021 = 2,179

TOTAL News Emails Created = 21

TOTAL Number of Individual Email Sends = 64,210

Record of Emails:

Date	Topic	Link
1/14/21	CAC Application Deadline	https://conta.cc/3nKWEQi
4/12/21	10 th Street Project	https://conta.cc/3uLgQ8M
4/12/21	10 th Street – Board & Committees	https://conta.cc/3uKQ6Fi
4/20/21	Survey Partners First Appeal	https://conta.cc/32vf13g
4/27/21	10 th Street Reminder	https://conta.cc/3eBqunR
5/3/21	Market Research Survey Launch	https://conta.cc/3nvZUK7
5/21/21	Survey – Last Chance	https://conta.cc/2S8DmKy
6/2/21	Survey Partner Thanks	https://conta.cc/2RfXbj7
6/10/21	TIP Public Meeting	https://conta.cc/3gcWwc0
6/17/21	TIP Public Meeting - Reminder	https://conta.cc/3gvg5p9
7/6/21	Return to In-Person Meetings	https://conta.cc/3hkTyT3
7/8/21	Survey Report Announcement	https://conta.cc/36mPr2G
7/14/21	Apopka Studies Survey	https://conta.cc/36DmOhC
10/13/21	2021 Annual Report Announcement	https://conta.cc/3DsGL9B
10/21/21	MTP Amendment	https://conta.cc/3nfBCLm
11/3/21	2021 TD Public Meeting	https://conta.cc/3nQbjMe
11/11/21	TD Public Meeting - Reminder	https://conta.cc/3khhg3V
11/11/21	10 th Street Newsletter	https://conta.cc/31M2Ylb
11/22/21	MTP Amendment	https://conta.cc/3r1fAje
12/9/21	Apopka Studies Newsletter	https://conta.cc/3oFR713
12/14/21	Year-End Appreciation	https://conta.cc/3pUSisT

MetroPlan Orlando's New Board Officers

The MetroPlan Orlando Board elected officers for 2022 at its Dec. 8 meeting. Orange County Cmsr. Mayra Uribe will be Chairwoman. Seminole County Cmsr. Bob Dallari will be Vice-Chair, and Osceola County Cmsr. Cheryl Grieb will be Secretary-Treasurer. The first Board meeting of the new year will be held on Feb. 9, 2022.

2021 Was Quite a Year

We appreciate the support of our board & committee members, our partners, and the Central Florida community.

Survey now open - Take it TODAY!

Please Help Us Keep Moving Ahead

Transportation is essential to access so many things in Central Florida – from medical care to employment. *We want to hear from you.* Our Regional Transportation Survey is your chance to speak out on a variety of topics and let us know which parts of the transportation system in Orange, Osceola, and Seminole counties are most important to you. As a bonus, you can enter a drawing for a \$25 gift card.

TAKE THE SURVEY

Join Us for a Public Meeting on the Region's 5-Year Plan

Virtual TIP Public Meeting
Monday, June 21, 2021
11:30 a.m. – 1 p.m.

We will offer a preview of the Draft Transportation Improvement Program, as well as Q&A with a panel of experts, and opportunities for public comment.

MetroPlan Orlando is seeking your input on the proposed Transportation Improvement Program (TIP).
Learn more [about the TIP](#).

Click to view: [meeting details](#), the [draft TIP](#).

REGISTER HERE

Social Media & Video Statistics

January–December 2021

MetroPlan Orlando's social media channels (Facebook, Twitter, LinkedIn, YouTube) are an important way to communicate with a wide audience in a digital space.

SOCIAL MEDIA: FACEBOOK, TWITTER & LINKEDIN

TOTAL Audience = 7,074 <i>Number of followers (note: includes YouTube subscribers)</i>	TOTAL Published Posts = 536 <i>Content Posted in Individual posts</i>
TOTAL Impressions = 422,634 <i>How Many Times Content Was Seen</i>	TOTAL Engagement = 13,856 (Rate/Impression: 3.3%) <i>How Many Times People Interact With Posts</i>

VIDEO: YOUTUBE

TOTAL Video Views = 5,702	TOTAL Published Videos = 62 <i>(5 Educational Videos + 57 Meeting Recordings)</i>	TOTAL Watch Time Hours = 559.2
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Top Five Most Watched Videos:






1  10th Street Study - Proposed Solutions Nov 5, 2021	2  MetroPlan Orlando Board Meeting 7-7-2021 Jul 7, 2021
3  Corrine Drive Recommended Design May 1, 2019	4  MetroPlan Orlando (MPO) Board Meeting Sep 8, 2021 Sep 8, 2021
5  Transportation Disadvantaged Program Nov 10, 2016	

Photo Gallery of Outreach: 2021

