

Public Participation Dashboard - Annual Review 2022

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 2022 – By the Numbers

88 Outreach Events & 188 Regional Partner Events	Nearly 40% of events with underserved populations	33k+ Website Visitors
594 Social Media Posts to Audience of 7,900+	Nearly 27k Video Views Across Platforms	35 Emails Sent With Transportation News

Public Participation Highlights of the Year

Highlight	Details & Comments
Noteworthy Achievements	<p>In 2022, we saw a return to in-person events and presentations as the pandemic became manageable, though a healthy dose of virtual and hybrid events remained. Our staff focused on achieving a balance of in-person and digital strategies to yield maximum effectiveness.</p> <p>Highlights on outreach statistics are outlined in the <i>Public Participation 2022 – By the Numbers</i> section above.</p> <p>Noteworthy achievements (more details later in this document):</p> <ul style="list-style-type: none"> • Successful public engagement for planning studies, obtaining feedback from hundreds of people to help shape transportation plans • Increased youth outreach efforts, a MetroPlan Orlando Board priority • Formed a partnership with a Junior Achievement program where staff coach 12th graders, who will be creating a transportation safety campaign • Staff selected for USDOT pilot training on meaningful public involvement
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>'Learn to Map' Coloring Sheet</i> – Created a new coloring sheet activity to help elementary students gain map reading and map making skills. • <i>Social media motion graphics</i> – Increased our use of animated motion graphics (very short videos) in social media posts promoting projects, resulting in more engagement.
Adjustments Needed	No additional adjustments to the PPP are recommended at this time.

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>Examples of outreach events:</p> <p>Public engagement for complete streets planning studies – Held several public meetings, presentations, and hosted booths at events to share info and obtain feedback for localized planning studies. Additionally, we garnered hundreds of community survey responses to help shape these studies.</p> <p>Transportation Improvement Program (TIP) virtual public meeting – The interactive format continues to produce active engagement. The 2022 meeting reached over 250 people between participants at the live event and post-event views of the video recording.</p> <p>Staff presentations to the community – We presented to many groups, including business groups, disability groups, neighborhood associations, community forums, schools, and rotary clubs.</p> <p>Supporting partner open houses – Hosted a booth at partner transportation initiative open houses, educating attendees on topics like future transportation, transit needs, health, safety and technology.</p> <p>Sharing best practices at industry events – We shared planning and outreach best practices at 14 events and industry conferences.</p>	<p>276 total events, including:</p> <ul style="list-style-type: none"> • 88 outreach events and presentations where staff spoke to outside groups • 188 regional partner events • 108 events involving underserved communities <p>Additionally, staff supported 48 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 2022: <i>Notes on the Future</i> Annual Report; short motion graphic videos to promote various projects; safety grant story map; visually-appealing 2022 Legislative Priorities fact sheet; videos helping the public visualize design recommendations from complete streets planning studies.	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 33k people accessed transportation information on MetroPlanOrlando.org in 2022. We added 22 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) Metropolitan Transportation Plan; 2) 10th Street Study; 3) Transit; 4) Calendar of Upcoming Events; 5) Plans. A total of 35 news emails were sent via Constant Contact to our community database, including 117,951 individual emails to 8,524 recipients.	Website users in 2022 = 33,407 Electronic News Recipients (database contacts) = 8,524 Contacts Added in 2022 = 2,393 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 7,919. We published 594 posts, which had nearly 495k impressions (number of times content was displayed to users) and nearly 27k engagements (number of times that users engaged with our posts). A total of 69 videos were posted to MetroPlan Orlando's YouTube channel, including 54 meeting recordings and 15 educational videos. These videos have over 13.6k views and a watch time of more than 675 hours, reflecting a 140% increase in views over last year. Popular topics that produced high social media engagement rates in 2022 were: Transportation Improvement Program public meeting, USDOT Secretary Buttigieg visit to Orlando, 10 th Street Study recommendations, and staff celebrations.	Social media audience = 7,919 (Facebook, Twitter, LinkedIn, YouTube followers and subscribers to our channels) Total social media posts = 594 Engagement Rate = 5.4% Impressions = 494,498 Total Video Views = 26,858 (13,688 on YouTube + 13,170 on all other platforms) YouTube video watch time hours = 675 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 2022. Our staff contributed outreach expertise and feedback as part of the first national USDOT virtual pilot training program to accompany the newly released federal guide on meaningful public involvement.	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>Examples of outreach to underserved:</p> <p><i>Youth outreach</i> – Participated in 13 events targeted to youth from elementary to college age, reaching 500+ young people. More details on next page in youth section.</p> <p><i>Transportation disadvantaged public meeting</i> – Hosted the annual Local Coordinating Board meeting for paratransit riders. Channels were set up so members of the community could submit written or voice comments if they were unable to attend. About two dozen comments were submitted in advance and several more provided oral public comments at the hybrid meeting, both in person and virtually.</p> <p><i>Plugging into federal equity efforts</i> – Participated in USDOT survey to research current equity efforts at metropolitan planning organizations and studied the new USDOT Equity Action Plan.</p> <p><i>Equity training</i> – Florida Metropolitan Planning Partnership Title VI training (1/6); Assistive technology webinar (3/9); USDOT session on Equity Action Plan (5/25); SmartGrowth.org event on Walkability and Equity (10/13); USDOT Virtual Pilot Training on Meaningful Public Involvement (11/2).</p>	<p>39.13% (108 of 276 total events) involved underserved populations</p> <p>Information was provided in Spanish for studies and public meetings, where appropriate. Translation services were used to ensure that public comments received in other languages were translated into English for decision makers to read and take into consideration.</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>Established a new outreach contact with a representative from the Commission on Aging to explore future outreach to seniors.</p> <p>Because we could not get into schools during the pandemic, we focused on youth outreach in 2022. Details below.</p>	We continue to try new strategies for reaching underserved communities.
Outreach through youth and school-focused programs	<p>Examples of student outreach include:</p> <p>Partnership with Junior Achievement 3DE program at Oak Ridge High School (a Title I school) – The Senior Consultancy Project is the capstone experience for 12th graders, who act as consultants to MetroPlan Orlando over five months. We challenged the students to create a peer-to-peer transportation safety campaign to encourage other teens to model safe behaviors. Our staff coaches the students and answers questions throughout the development of the project.</p> <p>New mapping activity to help elementary students gain map reading skills – Hosted an activity at a Cub Scout event where the theme was geospatial information and the connected world students are entering. We developed a special map coloring sheet using a location the students were familiar with. At the event, a planner helped the students turn into junior map makers and learn how to identify elements of a map.</p> <p>Events targeted to families – Participated in several events targeted to families where both students and parents could learn about transportation, including: a bike rodeo teaching entire families essential bike handling skills; a school festival where we shared safety information; and a bike to school event.</p> <p>Presentations to college students – Shared information with college students at various events, with a focus on careers in transportation and how planning works.</p>	Outreach to younger populations continues to be a priority for the MetroPlan Orlando Board. In 2022, we substantially increased our youth outreach efforts with students from elementary to college age.

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: Feb./Mar. 2022 – MTP Cost Adjustments Due to Increasing Costs & Bundling of TSMO Projects

Checklist Item	Done?	Details
Proposed amendment published on MetroPlanOrlando.org	✓	2/14/22
Review by MPO advisory committees	✓	2/23/22 – 3/3/22
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	✓	3/9/22
Approved amendment published on MetroPlanOrlando.org	✓	3/15/22

Metropolitan Transportation Plan Amendment, Modifications & Revisions Outreach Checklist

Amendment Date & Topic: Nov./Dec. 2022 – TIP Clean-Up & Addition of Carbon Reduction Funds

Checklist Item	Done?	Details
Proposed amendment published on MetroPlanOrlando.org	✓	11/18/22
Review by MPO advisory committees	✓	12/2/22 – 12/8/22
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	✓	12/14/22
Approved amendment published on MetroPlanOrlando.org	✓	12/15/22

Prioritized Project List Outreach Checklist

Checklist Item	Done?	Details
Draft list published on MetroPlanOrlando.org	✓	5/12/22
Draft list presented at MPO advisory committee meetings	✓	5/20/22 - 7/7/22
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	✓	7/27/22
Approved Prioritized Project List published on MetroPlanOrlando.org	✓	7/29/22
Additional Comments: Board and committees received a preview of the PPL in one meeting cycle, and then were asked for recommendations of approval or consensus at the next meeting cycle. There were public comment periods at each of these 10 meetings. The schedule ran concurrently with the Transportation Improvement Program (TIP), which we promoted heavily. In line with previous recommendations, staff suggests removing the social media checklist item from the Public Participation Plan at the next major update.		

Transportation Improvement Program Outreach Checklist

Checklist Item	Done?	Details
Draft project information published on MetroPlanOrlando.org in advance of committee review	✓	5/11/22
Draft plan presented at MPO advisory committee meetings	✓	5/20/22 - 7/7/22
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	✓	7/27/22
Approved Transportation Improvement Program published on MetroPlanOrlando.org	✓	7/27/22
Additional Comments: Board and committees received a preview of the TIP in one meeting cycle, and then were asked for recommendations of approval or consensus at the next meeting cycle. There were public comment periods at each of these 10 meetings. A TIP virtual public meeting was held on 6/20/22. The virtual event was well attended with 88 total attendees, and the meeting recording video had 142 views as of the writing of this report.		

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: 4/15/22 - 5/11/22	✓
Amendment reviewed by MPO advisory committees	TIP 2020/21-2024/25: 8/17/22 - 9/14/22	✓
Ample opportunities for public comment throughout, including process for submitting written comments	TIP 2020/21-2024/25: 11/22/22 - 12/14/22	✓
Social media posts help bring attention to draft plan		
Board vote on approval, following public comment period		
Approved Transportation Improvement Program amendment becomes part of revised TIP published on MetroPlanOrlando.org		

Unified Planning Work Program Outreach Checklist

Checklist Item	Done?	Details
Draft UPWP published on MetroPlanOrlando.org in advance of committee review	✓	2/18/22
Draft UPWP presented at MPO advisory committee meetings	✓	2/23/22 - 3/3/22
Board vote on approval	✓	3/9/22 (draft) & 5/11/22 (final)
Approved UPWP published on MetroPlanOrlando.org	✓	5/17/22
Additional Comments: The current two-year UPWP covers fiscal years 2022/23 and 2023/24. 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: 2022

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	11	14	13	9	3	2	5	4	8	11	5	3	88
Underserved: Outreach Events & Prez (*these included in row above)	1	2	7	4	1	0	4	1	2	5	3	2	32
REGIONAL PARTNER EVENTS													
Regional Partner Events	17	23	17	16	12	24	14	7	11	27	5	15	188
Underserved: Regional Partner Events (*these included in row above)	6	9	6	6	5	12	7	2	3	10	2	8	76
TOTAL EVENTS (Outreach, Presentations, Regional Partner)	28	37	30	25	15	26	19	11	19	38	10	18	276
TOTAL INVOLVING UNDERSERVED	7	11	13	10	6	12	11	3	5	15	5	10	108
BOARD & COMMITTEE MEETINGS													
Total Board & Committee Meetings	4	6	2	3	7	6	3	4	2	4	2	5	48

TOTAL Outreach Events + Presentations + Regional Partner Events = 276

TOTAL Events Involving Underserved Populations = 108 (39.13% of total events)

TOTAL # of Board & Committee Meetings = 48

Samples of Communication Materials: 2022

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 2022.

2022 Annual Report: *Notes on the Future*

This report highlights current projects that we're working on to lay the foundation for the future of transportation.



Rebranding MetroPlan Orlando

We began updating our brand, to be rolled out in 2023. Here's a sneak peek of our new look.



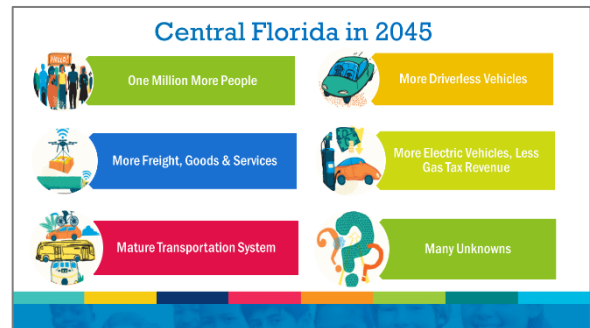
Mapping Activity for Elementary School Students

A new map coloring sheet activity helped young students gain map skills while showing the importance of transportation.



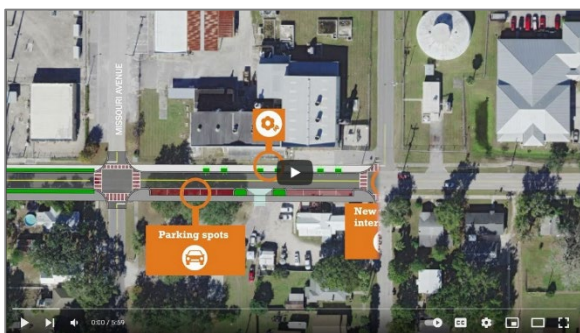
Engaging Presentations

We customize interactive presentations for community, business, and industry groups throughout the year.



Informative Videos for Planning Studies

Videos showing design recommendations for our complete streets planning studies are popular with the public.



Eye-Catching Digital Graphics

This year, we increased our use of animated motion graphics (very short videos) in social media posts promoting projects.

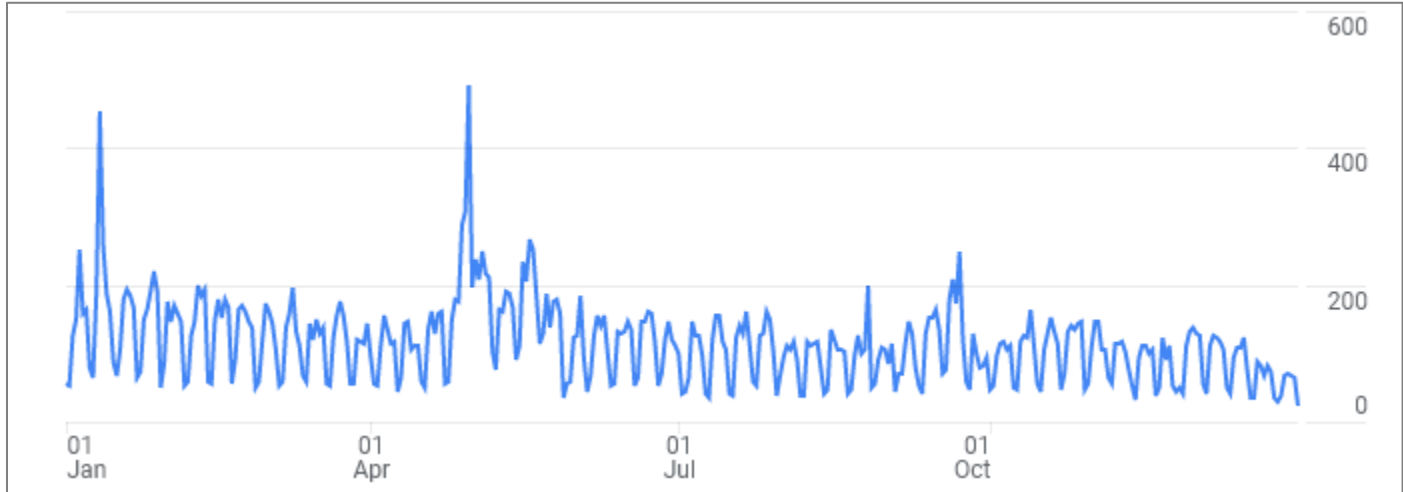


Digital Outreach: Website Statistics

January–December 2022

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

Google Analytics Monthly User Trend for MetroPlanOrlando.org - 2022

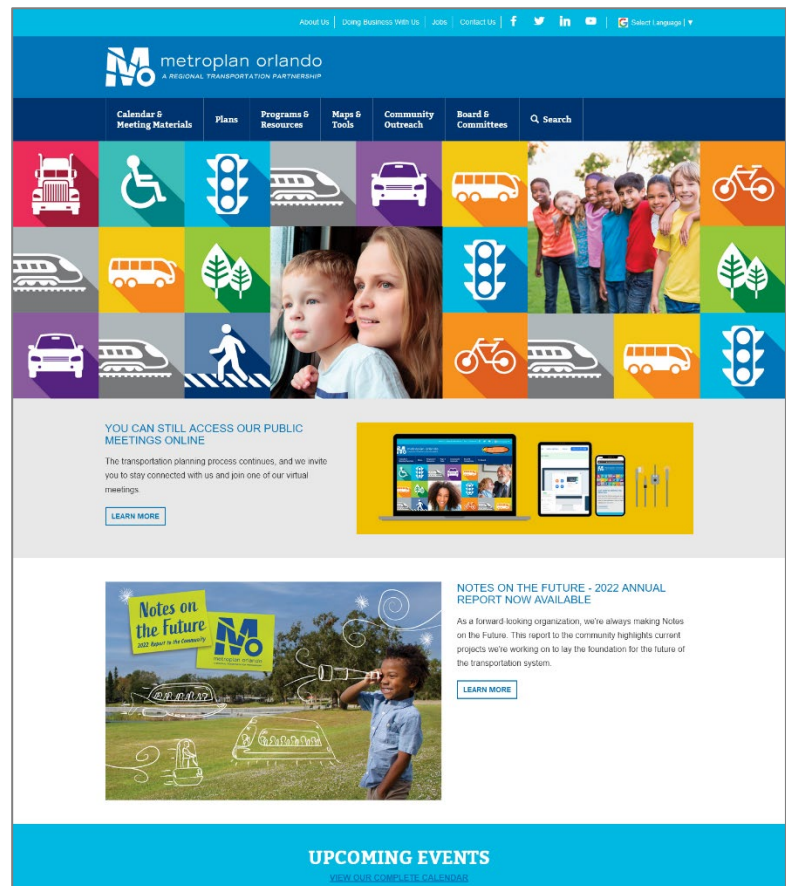


TOTAL Website Users = 33,407

TOTAL News Posts = 22

Top five most visited pages:

- 1) [Metropolitan Transportation Plan](#)
- 2) [10th Street Study](#) (*note: study page no longer active; URL now links to study's final report)
- 3) [Transit](#)
- 4) [Calendar of Upcoming Events](#)
- 5) [Plans](#)



Digital Outreach: Email Statistics

January–December 2022

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) = 8,524

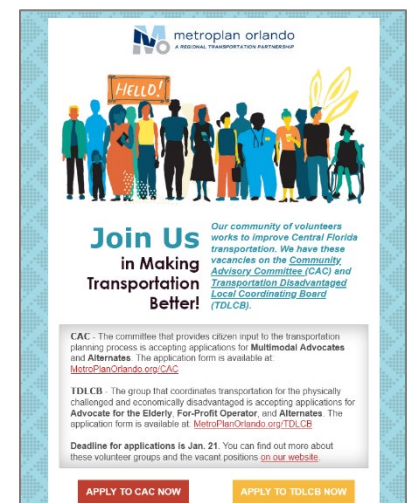
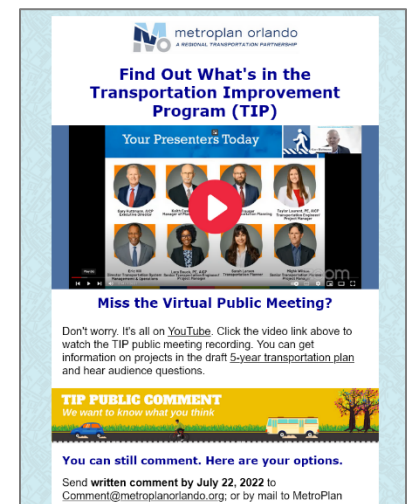
Contacts Added in 2022 = 2,393

TOTAL News Emails Created = 35

TOTAL Number of Individual Email Sends = 117,951

Email Highlights:

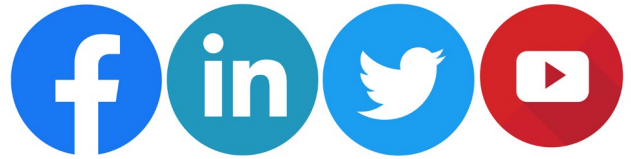
Date	Topic	Link
1/5/22	CAC & TDLCB Recruitment	https://conta.cc/3EY0duU
1/7/22	RSR/WOT Public Meeting	https://conta.cc/3qTcb42
1/28/22	RSR/WOT Meeting Follow-up	https://conta.cc/3IOjscG
2/10/22	Two Transportation Surveys Are Waiting for Your Response	https://conta.cc/3gCfkkQ
2/17/22	MTP Amendment - February 2022	https://conta.cc/3uY4MUY
2/21/22	Share Your Thoughts on Proposed Changes for 10th Street by Feb. 28	https://conta.cc/3BCxUT2
3/7/22	2022 TD Survey	https://conta.cc/34grwog
4/19/22	Rock Springs FAQ Document	https://conta.cc/3uWwJfa
4/21/22	St. Cloud Market 4-27-22	https://conta.cc/3Khxbtf
4/28/22	10th Street video	https://conta.cc/3KrKN58
6/8/22	Staff Transition - Director of Transportation Planning	https://conta.cc/3MHB8IV
6/9/22	TIP Public Meeting 6-20-22	https://conta.cc/3xoqTEZ
6/15/22	TIP Partners Email	https://conta.cc/3xxiyxu
6/21/22	Comment on the TIP/ Watch the Recording	https://conta.cc/39DHYle
9/7/22	RSR/WOT Public Meeting #2	https://conta.cc/3Q5fHmE
9/23/22	RSR/WOT Survey #3 and after-mtg	https://conta.cc/3BC1ngh
10/13/22	Tell Us Your Thoughts on Apopka Transportation Study Designs	https://conta.cc/3SX5llg
10/20/22	Let's Talk About Mobility	https://conta.cc/3VCh7Jj
11/7/22	Transportation Disadvantaged Meetings Reset for Nov. 30	https://conta.cc/3fNle43
11/14/22	What Do You Think About the Air? Air Quality Survey	https://conta.cc/3TzpXp6
11/21/22	Proposed Revisions to 2045 Plan Available for Comment	https://conta.cc/3Gv3TJc



Social Media & Video Statistics

January–December 2022

MetroPlan Orlando's social media channels (Facebook, Twitter, LinkedIn, YouTube) are an important way to communicate with a wide audience in a digital space. Click on each social media icon at right to view each of our channels.



SOCIAL MEDIA: FACEBOOK, TWITTER & LINKEDIN

TOTAL Audience = 7,919 <i>Number of followers (note: includes YouTube subscribers)</i>	TOTAL Published Posts = 594 <i>Content Posted in Individual posts</i>
TOTAL Impressions = 494,498 <i>How Many Times Content Was Seen</i>	TOTAL Engagement = 26,892 (Rate/Impression: 5.4%) <i>How Many Times People Interact With Posts</i>

VIDEOS

TOTAL Video Views = 26,858 <i>(13,688 on YouTube + 13,170 on all other platforms)</i>	TOTAL YouTube Published Videos = 69 <i>(15 Educational Videos + 54 Meeting Recordings)</i>	TOTAL YouTube Watch Time Hours = 675
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Top Five Most Watched Videos on YouTube:






1		MetroPlan Orlando - CAC Virtual Meeting 1-27-2021 Jan 27, 2021
2		10th Street Concept Video Apr 22, 2022
3		Rock Springs Road Study - Final Recommendations - Sep. 2022 Sep 21, 2022
4		10th Street Study - Proposed Solutions Nov 5, 2021
5		West Orange Trail Extension Study - Final Recommendations - Sep. 2022 Sep 21, 2022

Photo Gallery of Outreach: 2022

