

Public Participation Dashboard - Annual Review 2023

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 2023 – By the Numbers

68 Outreach Events & 128 Regional Partner Events	About 26% of events with underserved populations	27k+ Website Visitors
456 Social Media Posts to Audience of 8,000+	More than 10k Video Views Across Platforms	24 Emails Sent With Transportation News

Public Participation Highlights of the Year

Highlight	Details & Comments
Noteworthy Achievements	<p>In 2023, we launched our Vision Zero safety initiative with the help of a \$3.79 million federal grant. This effort will be dominant in 2024 outreach, as the plan takes shape. We also supported Complete Streets and Active Transportation projects, which had robust engagement. And we continued to promote our important core products and transportation disadvantaged efforts.</p> <p>Highlights on outreach statistics are outlined in the <i>Public Participation 2023 – 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 and draft plans, obtaining feedback from hundreds of people to help shape plans • Communications plan for continuing outreach for Vision Zero, supporting intense transportation planning effort that will involve all our local government partners in a unique approach to this effort • Successful organizational re-branding that changed our website to .gov domain; refreshed graphic style, website function, and appearance
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>Hub site and Data Dashboard</i> – As part of the Vision Zero launch, we worked with planners and consultants on a separate website that allowed the public to make a deep dive into safety data. • <i>Interactive comment map</i> – To promote our Active Transportation Plan, we used a Social Pinpoint comment map that gathered safety data
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
<p>Outreach events & speakers bureau presentations</p> <p><i>Target: Average at least two outreach events per month</i></p>	<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. Additionally, we garnered hundreds of community survey responses to help shape transportation studies.</p> <p>Transportation Improvement Program (TIP) virtual public meeting – The interactive format continues to produce active engagement. The 2023 meeting reached almost 230 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, community forums, schools, and civic organizations.</p> <p>Supporting partner events – Hosted a table on a regional trail to support a trail-awareness effort by our partners and to promote interest and gather feedback for our Active Transportation Plan.</p> <p>Sharing best practices at industry events – We shared planning and outreach best practices at 21 events and industry conferences.</p>	<p>196 total events, including:</p> <ul style="list-style-type: none"> • 68 outreach events and presentations where staff spoke to outside groups (averaging 5.7 events per month) • 128 regional partner events • 50 events involving underserved communities <p>Additionally, staff supported 58 board & committee meetings.</p>

		For more information, see <i>Outreach Event Summary</i> and <i>Photo Gallery of Outreach</i> in the appendix
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 used in 2023: a “comment map” to highlight safety issues; completion of the website reorganization, branding and domain change; update of organizational brochure; an interactive safety quiz for students; Vision Zero branding materials	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	Approximately 27k people accessed transportation information on MetroPlanOrlando.org or MetroPlanOrlando.gov in 2023. We added 19 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) Transportation Improvement Program; 3) Transit; 4) Transportation Disadvantaged; 5) Staff. A total of 24 news emails were sent via Constant Contact to our community database, including 88,212 individual emails to 9,052 recipients.	Website users in 2023 = 27,000+ Electronic News Recipients (database contacts) = 9,052 Contacts Added in 2023 = 528 (We audited contact lists to weed out bounces and spam, resulting in slower growth but higher-quality engagement.) 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 8,076. We published 456 posts, which had more than 395k impressions (number of times content was displayed to users) and more than 17k engagements (number of times users engaged with our posts). A total of 64 videos were posted to MetroPlan Orlando's YouTube channel. These videos have more than 10k views and a watch time of more than 390 hours. Popular topics that produced high social media engagement rates in 2023 were: Active Transportation Plan: Ride and Stride 2050; The Blind Experience 2023; Vision Zero Central Florida; and Brightline Trains Grand Opening in Central Florida.	Social media audience = 8,076 (Facebook, Twitter, LinkedIn, YouTube followers and subscribers to our channels) Total social media posts = 456 Engagement Rate = 4.3% Impressions = 395,143 Total Video Views = 10,163 (4,407 on YouTube + 5,756 on all other platforms) YouTube video watch time hours = 398 hours 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 2023.	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
<p>Outreach events & speakers bureau presentations reaching underserved</p> <p><i>Target: At least 30% of events with groups including underserved populations</i></p>	<p><i>Youth outreach</i> – Participated in 16 events targeted to youth from elementary to college age, reaching 2,000+ 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.</p> <p><i>Increasing Spanish and Creole translated materials</i> – Examples: 1) About MetroPlan Orlando brochures; Active Transportation Plan study page, social media, and survey; 3) Vision Zero regional overview and High Injury Network fact sheets.</p> <p><i>Equity review</i> – Staff began an update of the nondiscrimination and LEP plans and to outline a larger equity plan, using data sources for the equity audit and findings from the regional equity profile</p> <p><i>Equity training</i> – The Title VI contact participated in training from USDOT on Justice40 to learn more about new federal data tools. Staff also attended a local diversity program called “Critical Conversations.”</p>	<p>26% (50 of 196 total events) involved underserved populations</p> <p>In 2023, MetroPlan Orlando increased access to transportation planning information by translating several materials for Spanish and Creole speaking audiences. Both the MetroPlanOrlando.gov website and VisionZeroCFL.gov, the hub site for Vision Zero data, have translated documents and the capability to translate electronically.</p> <p>For more information, see <i>Outreach Event Summary</i></p>

Measure	Comments & Examples	Evaluation
<p>Explore new outreach tools for getting participation from hard-to-reach or underserved groups</p>	<p>Established a new network of equity stakeholders from various agencies and community groups and explored ways to get input from the members and form relationships with underserved groups.</p> <p>We explored some new tools and outreach techniques for both youth and elders during 2023.</p>	<p>We continue to try new strategies for reaching underserved communities.</p>
<p>Outreach through youth and school-focused programs; programming and contacts with older adults</p>	<p>Examples of outreach to younger and older groups include:</p> <p>Online interactive safety quiz – We created a quiz to give students immediate feedback on their knowledge and spark conversations about safety practices. We debuted the 9-question quiz at a middle school STEAM fair, where 83 students and families participated. We later adapted it for conversations with young drivers at a high school event and shared the info with Board members and partners.</p> <p>FDOT Construction Career Days – A member of our staff attended this event for high-schoolers to explore possibilities for incorporating or adapting such an activity for TSMO careers.</p> <p>Events targeted to families – Participated in several events targeted to families where both students and parents could learn about transportation, including: an aerospace festival at the Sanford Airport; biking event for 5 cities; trails “takeover” day event</p> <p>Presentations to college students – Shared information with college students at various classes and events, with a focus on careers in transportation and how planning works.</p> <p>Presentations to older adults – Among the events targeting elders were a table at an anti-elder abuse symposium and a roundtable discussion with AARP about Central Florida travel options. Staff also attended a Safe Mobility for Life training to learn about resources we can share with the community.</p>	<p>We made important contacts in 2023 to underserved groups at both ends of the age spectrum.</p> <p>Outreach to younger populations continues to be a priority for the MetroPlan Orlando Board, and we worked on some new avenues to engage them.</p> <p>At the same, the region is preparing for an increase in older residents, who have specific transportation needs. We continued to build contacts and relationships with them, including becoming a community partner with FDOT’s Safe Transportation for Life initiative.</p>

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: Nov./Dec. 2023 – TIP Clean-Up & Addition of Carbon Reduction Funds

Checklist Item	Done?	Details
Proposed amendment published on MetroPlanOrlando.gov	✓	11/20/23
Review by MPO advisory committees	✓	12/6/23 – 12/13/23
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	✓	12/13/23
Approved amendment published on MetroPlanOrlando.gov	✓	12/14/23

Prioritized Project List Outreach Checklist

Checklist Item	Done?	Details
Draft list published on MetroPlanOrlando.org	✓	5/12/23
Draft list presented at MPO advisory committee meetings	✓	5/19/23 – 7/12/23
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	✓	7/12/23
Approved Prioritized Project List published on MetroPlanOrlando.org	✓	7/12/23
<p>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.</p>		

Transportation Improvement Program Outreach Checklist

Checklist Item	Done?	Details
Draft project information published on MetroPlanOrlando.org in advance of committee review	✓	5/12/23
Draft plan presented at MPO advisory committee meetings	✓	5/24/23 – 7/12/23
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	✓	7/12/23
Approved Transportation Improvement Program published on MetroPlanOrlando.org	✓	7/12/23
<p>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 6/21/23. The virtual event was well attended with 82 total attendees, and the meeting recording video had 167 views as of the writing of this report.</p>		

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 2023/24-2027/28: 12/14/22 - 2/8/23	✓
Amendment reviewed by MPO advisory committees	TIP 2023/24-2027/28: 2/8/23 - 3/8/23	✓
Ample opportunities for public comment throughout, including process for submitting written comments	TIP 2023/24-2027/28: 3/8/23 - 4/12/22	✓
Social media posts help bring attention to draft plan	TIP 2023/24-2027/28: 4/12/23 - 5/12/23	✓
Board vote on approval, following public comment period	TIP 2023/24-2027/28: 5/12/23 - 6/14/23	✓
Approved Transportation Improvement Program amendment becomes part of revised TIP published on MetroPlanOrlando.org	TIP 2024/25-2028/29: 6/14/23 - 7/12/23	✓
	TIP 2024/25-2028/29: 7/12/23 - 9/13/23	✓
	TIP 2024/25-2028/29: 9/13/23 - 11/14/23	✓

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
- Photos of Outreach Activities

Outreach Event Summary: 2023

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.

SUMMARY

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
OUTREACH EVENTS & PRESENTATIONS													
Outreach Events & Presentations to Outside Groups	6	8	8	2	3	5	0	5	7	11	9	4	68
Underserved: Outreach Events & Prez (*these included in row above)	2	4	4	0	0	1	0	0	0	4	4	0	19
REGIONAL PARTNER EVENTS													
Regional Partner Events	15	12	12	19	14	8	8	11	14	4	6	5	128
Underserved: Regional Partner Events (*these included in row above)	4	6	2	4	6	4	1	6	4	2	1	1	41
TOTAL EVENTS (Outreach, Presentations, Regional Partner)	21	20	20	21	17	13	8	16	21	15	15	9	196
TOTAL INVOLVING UNDERSERVED	6	10	6	4	6	5	1	6	4	6	5	1	50
BOARD & COMMITTEE MEETINGS													
Total Board & Committee Meetings	4	9	5	5	7	5	3	7	2	3	3	5	58

TOTAL Outreach Events + Presentations + Regional Partner Events = 196

TOTAL Events Involving Underserved Populations = 50 (26% of total events)

TOTAL # of Board & Committee Meetings = 58

Samples of Communication Materials: 2023

MetroPlan Orlando’s communication materials and outreach tools are always visually appealing and provided in plain language to the maximum extent possible. Below are some examples of how we reached out to the public during 2023.

Vision Zero Safety Speaker Series

We kicked off our outreach for the Vision Zero initiative with a webinar – the first of a series – highlighting road safety and World Day of Remembrance.

Uniting on a Quest for Zero Traffic Deaths
Wednesday - Nov. 15 / 9:30-10:30 am

REGISTER NOW bit.ly/VZCFSS1

MetroPlan Orlando Speakers

- Lara Bouck, PE, AICP**
Senior Transportation Engineer
- Adriana Rodriguez, PE**
Senior Transportation Engineer
- Mighk Wilson**
Senior Transportation Planner
- Moderated By: Cynthia Lambert, APR**
Public Information Manager

VISION ZERO CENTRAL FLORIDA
Counting down to zero traffic deaths

metroplan orlando
A REGIONAL TRANSPORTATION PARTNERSHIP

WORLD DAY OF REMEMBRANCE

Launching MetroPlanOrlando.gov

We completed reorganizing our website, refreshing with a new graphic style and changing the domain name to .gov, which better conveys our organization’s purpose and increases security for users.

metroplan orlando
A REGIONAL TRANSPORTATION PARTNERSHIP

FUTURE WAY

WHAT DO YOU THINK OF OUR REVAMPED WEBSITE?
 The new MetroPlanOrlando.gov includes better-organized content and features, while providing the same comprehensive information on transportation planning that you've come to expect. Take a look around and share your thoughts on the updates.

LEARN MORE

Interactive Safety Quiz for Students

A 9-question safety quiz helped engage middle and high school students – and their families – in testing their knowledge.



Engaging Presentations

We customize interactive presentations for community, business, and industry groups throughout the year. Our new branding included a robust library of illustrations and slide templates.

Local Agency Feedback
 Coordination and Comments Received

- Seminole County
- City of Winter Garden
- City of Oviedo
- City of Winter Park
- Orange County
- Osceola County
- City of Orlando
- City of Kissimmee
- City of Apopka
- City of St. Cloud

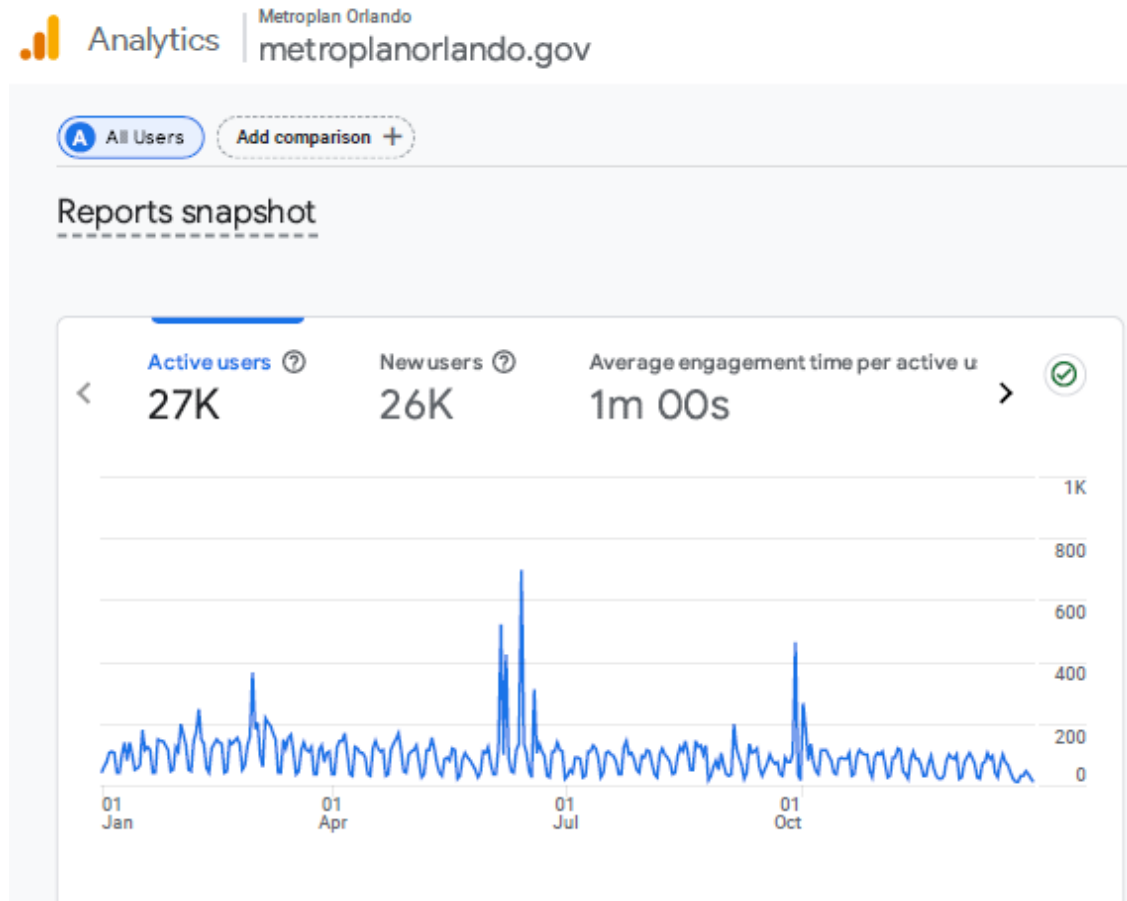
Additional coordination ongoing with Lake-Sumter MPO for Urban Areas located within Lake County (Mascotte, Groveland, Clermont, Minneola, and 4 Corners Area)

Digital Outreach: Website Statistics

January–December 2023

MetroPlanOrlando.gov 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 and MetroPlanOrlando.gov – 2023
(Domain change occurred in August; the previous address re-directed to the new address, so no users were lost.)



TOTAL Website Users = 27,217

TOTAL News Posts = 19

Top five most visited pages:

- [Metropolitan Transportation Plan](#) (Current page includes a mention of the 2050 Plan)
- [Transportation Improvement Program](#)
- [Transit](#)
- [Transportation Disadvantaged](#)
- [Staff](#)

Digital Outreach: Email Statistics

January-December 2023

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) = 9,052

TOTAL News Emails Created = 24

TOTAL Number of Individual Email Sends = 88,212

Some Email Highlights throughout 2023:

Date	Topic	Link
1/12/23	CAC Recruitment	https://conta.cc/3W68lg8
2/8/23	Active Transportation Survey	https://conta.cc/3TzpXp6
3/1/23	Federal Certification	https://conta.cc/3KJPcUP
3/16/23	RSR/WOT Final Studies Complete	https://conta.cc/3TajBh0
6/8/23	TIP Public Meeting	https://conta.cc/4318Rpw
7/11/23	10 th Street Study Update	https://conta.cc/3riQQVT
9/5/23	Branding Update Announcement	https://conta.cc/4665hf5
11/1/23	Uniting on a Quest for Zero Traffic Deaths	https://conta.cc/3MkFesU
12/13/23	End of Year Note to Committees about Vision Zero	https://conta.cc/3v6agPI



Social Media & Video Statistics

January–December 2022

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



SOCIAL MEDIA: FACEBOOK, TWITTER & LINKEDIN

<p>TOTAL Audience = 8,076 Number of followers (note: includes YouTube subscribers)</p>	<p>TOTAL Published Posts = 456 Content Posted in Individual posts on all platforms</p>
<p>TOTAL Impressions = 395,143 How Many Times Content Was Seen</p>	<p>TOTAL Engagement = 17,153 (Rate/Impression: 4.3%) How Many Times People Interact with Posts</p>

VIDEOS

<p>TOTAL Video Views = 10,163 (4,407 on YouTube + 5,756 on all other platforms)</p>	<p>TOTAL YouTube Published Videos = 64 (15 Educational Videos + 54 Meeting Recordings)</p>	<p>TOTAL YouTube Watch Time Hours = 398</p>
--	---	--

Top Five Most Watched Videos on YouTube

[@metroplan_orlando](https://www.youtube.com/@metroplan_orlando)

1. Transportation Improvement Program Public Meeting - 6/21/23
2. MetroPlan Orlando Board Meeting - 2/8/23
3. MetroPlan Orlando Board Meeting - 5/10/23
4. Rock Springs Road Study: Final Recommendations
5. MetroPlan Orlando Board Meeting - 9/13/23

MetroPlan Orlando Social Links
(Click to view profile)

Facebook
[MetroPlan Orlando](#)

Linked In
[MetroPlan Orlando](#)

X (formerly Twitter)
[MetroPlan_Orl](#)

Photos from Outreach: 2023



Outreach events, clockwise from top left: Bike 5 Cities; The Blind Experience; Osceola Transportation Summit; Lake Nona High School STEAM Fair; CAC backstage tour of Brightline.