



## Public Participation Dashboard - Annual Review 2024

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. Our most recent plan was adopted May 8, 2024. (Adoption date for the previous plan was in 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 2024 – By the Numbers

|                                                               |                                                         |                                                |
|---------------------------------------------------------------|---------------------------------------------------------|------------------------------------------------|
| <b>58</b> Outreach Events & <b>65</b> Regional Partner Events | About <b>39%</b> of events with underserved populations | <b>141k+</b> Website Views                     |
| <b>458</b> Social Media Posts to Audience of <b>8,400+</b>    | More than <b>83k</b> Video Views Across Platforms       | <b>24</b> Emails Sent With Transportation News |

### Public Participation Highlights of the Year

| Highlight                      | Details & Comments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| <b>Noteworthy Achievements</b> | <p>In 2024, we began our 18-month outreach program to engage the region in the development of our 2050 Metropolitan Transportation Plan. This effort dominated the second half of the year’s outreach. Another significant project was driving public involvement in the Vision Zero initiative, as we worked toward adoption of the Vision Zero Central Florida Safety Action Plan in September. We also completed our biennial public opinion research.</p> <p>Highlights on outreach statistics are outlined in the <i>Public Participation 2024 – By the Numbers</i> section above.</p> <p>Noteworthy achievements (more details later in this document):</p> <ul style="list-style-type: none"><li>• <i>Vision Zero outreach materials</i>: Included a safety activity book for elementary students, an e-newsletter, and fact sheets</li><li>• <i>Vision Zero Safety Speakers series</i>: Provided regular webinars and YouTube livestreams of safety-topic presentations</li></ul> |



| Highlight                       | Details & Comments                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                 | <ul style="list-style-type: none"><li>• <i>Successful 2024 Regional Transportation Survey</i>: Engaged 3,000+ across the region and provided data for planning work</li></ul>                                                                                                                                                                                                                                                                          |
| <b>New Techniques Initiated</b> | <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"><li>• <i>YouTube Livestreaming events</i> – providing a livestream option for partners' in-person events on safety</li><li>• <i>Short video promotions</i> – Using micro-interviews with planners to promote events and meetings</li></ul> |
| <b>PPP Adjustments</b>          | <p>The 2019 Public Participation Plan was updated in 2024 and approved by the MetroPlan Orlando Board after a public comment period. It appears in English and Spanish at <a href="https://www.metroplanorlando.gov">MetroPlanOrlando.gov</a>. The revised plan makes several changes to enhance public participation on digital channels and adheres to the latest federal guidance. No further adjustments are needed.</p>                           |

## 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.

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- 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><b>Outreach events &amp; speakers bureau presentations</b></p> <p><i>Target: Average at least two outreach events per month</i></p> | <p>Examples of outreach events:</p> <p><b><i>Public engagement for plans and studies</i></b><br/>Held several public meetings, presentations, and hosted booths at events to share info and obtain feedback. We garnered more than 3,000 responses to our Regional Transportation Survey to help shape future transportation studies.</p> <p><b><i>Transportation Improvement Program (TIP) virtual public meeting</i></b><br/>The interactive format continues to produce active engagement. The 2024 meeting reached more than 130 people between participants at the live event and post-event views of the video recording.</p> <p><b><i>Staff presentations to the community</i></b><br/>We presented to many groups, including business groups, disability groups, community forums, schools, and civic organizations.</p> <p><b><i>Sharing best practices at industry events</i></b><br/>We shared planning and outreach best practices at 15 events and industry conferences.</p> | <p><b>Exceeded target.</b></p> <p>123 total events, including:</p> <ul style="list-style-type: none"> <li>• 58 outreach events and presentations where staff spoke to outside groups (averaging 4.8 events per month)</li> <li>• 65 regional partner events</li> <li>• 48 events involving underserved communities</li> </ul> <p>Additionally, staff supported 71 board &amp; 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                                                                                                                                                                                                                                                                                                                                                                                    |
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| <b>Promotional &amp; informative materials content review</b>              | Communication materials inform, illustrate key concepts and help raise awareness of important topics. Examples of materials used in 2024: A brochure to explain the Metropolitan Transportation Plan in English, Spanish and Haitian Creole; an activity book for grade school students used math and word skills to illustrate how long-range transportation planning works; another kids' activity book explaining safety principles of Vision Zero; information kits that included fact sheets and an explainer on using the online Vision Zero safety dashboard, which were distributed to media and the public. | Confirmed plain language and visualization<br><br>For more information, see <i>Samples of Communication Materials</i> in the appendix                                                                                                                                                                                                                                                         |
| <b>Digital outreach: website visitors &amp; electronic news recipients</b> | Approximately 33k people accessed transportation information on MetroPlanOrlando.gov in 2024. We added 24 news posts to the site and updated content, meeting calendars, and documents continuously throughout the year. The top five most visited website pages were: Transportation Improvement Program, Transit, Home, Transportation Disadvantaged, and Staff.<br><br>A total of 42 news emails were sent via Constant Contact to our community database, including 131,171 individual emails to 9,611 recipients.                                                                                               | Website views in 2024 = 141k+<br><br>Electronic News Recipients (database contacts) = 9,611<br><br>Contacts Added in 2024 = 559 (We audited contact lists to weed out bounces and spam, resulting in slower growth but higher-quality engagement.)<br><br>For more information, see <i>Digital Outreach: Website Statistics</i> and <i>Digital Outreach: Email Statistics</i> in the appendix |
| <b>Social media postings</b><br><br><i>Target: Average 5.5% engagement</i> | MetroPlan Orlando's Facebook, LinkedIn, TwitterX and YouTube social media accounts reach a wide audience of 8,452. We published 458 posts, which had more than 317k impressions (number of times content was displayed to users) and more than 11k engagements (number of times users engaged with our posts).                                                                                                                                                                                                                                                                                                       | Social media audience = 8,452 (Facebook, LinkedIn, TwitterX, YouTube followers and subscribers to our channels)<br><br>Total social media posts = 458<br><br>Engagement Rate = 3.6%                                                                                                                                                                                                           |



|                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                              |
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|                                                   | <p>Our annual social media engagement goal was set at 5.5% across LinkedIn, Facebook, and TwitterX, however, actual engagement rate was 3.6%. While this fell short of the target, it's important to note that engagement benchmarks vary significantly by platform. For example, LinkedIn's average engagement rate typically ranges between 2–5%, Facebook's between 0.1–2%, and X's between 0.02–0.09%. Given these industry standards, <u>our organization's overall engagement rate of 3.6% remains strong and competitive</u>. The original 5.5% target did not fully account for these platform-specific differences and proved to be overly ambitious. Moving forward, we will set more tailored and realistic engagement goals for each platform to align with industry standards for a government organization.</p> <p>Our YouTube channel garnered 71k views, 661.3 watch hours, and gained 44 new subscribers.</p> <p>Popular topics that produced high social media engagement rates in 2024 were: 2050 Metropolitan Transportation Plan outreach; Vision Zero Central Florida; City of Orlando Bike to Work Day, City of Casselberry double ribbon cutting, active transportation</p> | <p>Impressions = 317,587</p> <p>Total Video Views = 83,488 (71,000 on YouTube + 12,488 on all other platforms)</p> <p>YouTube video watch time hours = 661.3</p> <p>For more information, see <i>Social Media &amp; Video Statistics</i> in the appendix</p> |
| <b>Certification by<br/>FDOT, FHWA, &amp; FTA</b> | MetroPlan Orlando had a joint state certification with FDOT in 2024.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 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                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Outreach events &amp; speakers bureau presentations reaching underserved</b><br><br><i>Target: At least 30% of events with groups including underserved populations</i> | <b>Youth outreach</b><br>Participated in 11 outreach events targeted to youth from elementary to college age, reaching 600+ young people. More details on next page in youth section.<br><br><b>Transportation disadvantaged public meeting</b><br>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. | <b>Exceeded target.</b><br><br>Almost 39% (48 of 123 outreach events) involved underserved populations<br><br>In 2024, MetroPlan Orlando increased access to transportation planning information by translating several materials for Spanish and Creole speaking audiences. These included transportation surveys, MTP brochures, social media, and promotions. |



|                                                                                                       | <p><b><i>Increasing Spanish and Creole translated materials</i></b></p> <p>The MTP brochure was translated into Spanish and Haitian Creole; the 2024 Public Participation Plan was translated into Spanish; a Spanish-language version of the Vision Zero kids' book was created and published digitally. In addition, the 2024 Regional Transportation Survey was available in Spanish and Haitian Creole.</p> <p><b><i>Title VI</i></b></p> <p>MetroPlan Orlando staff received Title VI training in February 2024 in which requirements were recapped. The staff also gave input on the update of the Title VI Nondiscrimination and Language Plan, which was approved by the MetroPlan Orlando Board in December 2024.</p> |                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | For more information, see <i>Outreach Event Summary</i>                                                                                                                                                                                                |
| Measure                                                                                               | Comments & Examples                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Evaluation                                                                                                                                                                                                                                             |
| <b>Explore new outreach tools for getting participation from hard-to-reach or underserved groups</b>  | We explored a variety of tools and outreach techniques for both youth and older adults during 2024.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | We continue to try new strategies for reaching all communities.                                                                                                                                                                                        |
| <b>Outreach through youth and school-focused programs; programming and contacts with older adults</b> | <p>Examples of outreach to younger and older groups include:</p> <p><b><i>Shared Kids' Activity Books</i></b></p> <p>We used our kids' books highlighting safety and long-range transportation planning at many events and also provided them to community groups, including Children's Home Society (for an adoption day event) and</p>                                                                                                                                                                                                                                                                                                                                                                                       | <p>We made important contacts in 2024 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> |



|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                |
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|  | <p>reThink Your Commute (for a Disney workers family fair).</p> <p><b><i>Outreach targeted to families</i></b><br/>Participated in several events targeted to families where both students and parents could learn about transportation, including high school and middle school STEAM fairs.</p> <p><b><i>Presentations to college students</i></b><br/>Shared information with college students at various classes and events, with a focus on careers in transportation and how planning works.</p> <p><b><i>Presentations to older adults</i></b><br/>Among the events targeting elders were an Elder Expo at the Orange County Library and work with the Orlando Mayor’s Committee on Healthy Aging.</p> | <p>At the same time, 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 visiting some partner events to find out about their needs.</p> |
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## 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 2050 Metropolitan Transportation Plan (MTP) Public Participation draft plan on MetroPlanOrlando.gov                               | ✓     | 3/15/24 – 5/10/24<br>(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 2050 MTP | ✓     | 5/8/24                                   |
| Draft 2050 MTP reviewed by MetroPlan Orlando advisory committees                                                                                                                        | n/a   | This event will be part of 2025 report   |
| Public notice is distributed electronically                                                                                                                                             | n/a   |                                          |
| Social media posts help bring attention to draft plan                                                                                                                                   | n/a   |                                          |
| Ample opportunities for public comment throughout, including a process for submitting written public comments                                                                           | n/a   |                                          |
| Provide summary of public comments to the board before it takes action, and respond to comments in writing, when applicable                                                             | n/a   |                                          |
| Board vote on MTP adoption with public comment period at the meeting                                                                                                                    | n/a   |                                          |
| Publication of adopted plan on MetroPlanOrlando.gov                                                                                                                                     | n/a   |                                          |
| <b>Additional Comments:</b><br>Details on MTP outreach efforts will be covered in the 2025 PPP Evaluation.                                                                              |       |                                          |

### 2045 Metropolitan Transportation Plan Modifications & Revisions Outreach Checklist

*Three administrative modifications were made in 2024*

| Checklist Item                                       | Done? | Details                       |
|------------------------------------------------------|-------|-------------------------------|
| Proposed amendment published on MetroPlanOrlando.gov | ✓     | 1/17/24; 5/15/24;<br>11/27/24 |



|                                                                                                               |   |                                                     |
|---------------------------------------------------------------------------------------------------------------|---|-----------------------------------------------------|
| Review by MPO advisory committees                                                                             | ✓ | Jan.-Feb, 2024;<br>May-June, 2024;<br>December 2024 |
| 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                                                                           | ✓ | 2/14/24; 6/12/24;<br>12/11/24                       |
| Approved amendment published on MetroPlanOrlando.gov                                                          | ✓ | 2/15/24; 6/13/24;<br>12/12/24                       |

Prioritized Project List Outreach Checklist

| Checklist Item                                                                                                | Done? | Details           |
|---------------------------------------------------------------------------------------------------------------|-------|-------------------|
| Draft list published on MetroPlanOrlando.gov                                                                  | ✓     | 5/15/24           |
| Draft list presented at MPO advisory committee meetings                                                       | ✓     | 5/22/24 – 7/10/24 |
| Ample opportunities provided for public input throughout, including a process for submitting written comments | ✓     |                   |
| Board vote on approval                                                                                        | ✓     | 7/10/24           |
| Approved Prioritized Project List published on MetroPlanOrlando.org                                           | ✓     | 7/11/24           |

Transportation Improvement Program Outreach Checklist (FY 24/25 – FY 29/30)

| Checklist Item                                                                             | Done? | Details           |
|--------------------------------------------------------------------------------------------|-------|-------------------|
| Draft project information published on MetroPlanOrlando.gov in advance of committee review | ✓     | 5/15/24           |
| Draft plan presented at MPO advisory committee meetings                                    | ✓     | 5/22/24 – 7/10/24 |



|                                                                                                                                                                                                                                                                                                                                                                                                                     |   |         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---------|
| 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                                                                                                                                                                                                                                                                                                                                                                  | ✓ | 7/10/24 |
| Approved Transportation Improvement Program published on MetroPlanOrlando.org                                                                                                                                                                                                                                                                                                                                       | ✓ | 7/11/24 |
| <b>Additional Comments:</b><br>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 6/18/24. The virtual event was by 24 people, and the meeting recording video had 109 views on YouTube. |   |         |

## 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.gov in advance of committee review                  | TIP 2023/24-2028/29:<br>1/17/24 - 2/14/24 | ✓                     |
| Amendment reviewed by MPO advisory committees                                                        | TIP 2023/24-2028/29:<br>2/21/24 - 3/13/24 | ✓                     |
| Ample opportunities for public comment throughout, including process for submitting written comments | TIP 2023/24-2028/29:<br>5/15/24 - 6/12/24 | ✓                     |
| Board vote on approval, following public comment period                                              | TIP 2024/25-2029/30:<br>8/21/24 - 9/11/24 | ✓                     |



|                                                                                                                     |                                          |   |
|---------------------------------------------------------------------------------------------------------------------|------------------------------------------|---|
| Approved Transportation Improvement Program amendment becomes part of revised TIP published on MetroPlanOrlando.gov | TIP 2024/25-2028/29: 11/27/24 - 12/11/24 | ✓ |
|---------------------------------------------------------------------------------------------------------------------|------------------------------------------|---|

Unified Planning Work Program Outreach Checklist

| Checklist Item                                                                                                                                                                                                                                                                                                                                                                                                                           | Done? | Details                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------------------------------|
| Draft UPWP published on MetroPlanOrlando.org in advance of committee review                                                                                                                                                                                                                                                                                                                                                              | ✓     | 2/21/24                          |
| Draft UPWP presented at MPO advisory committee meetings                                                                                                                                                                                                                                                                                                                                                                                  | ✓     | 2/28/24 – 3/7/24                 |
| Board vote on approval                                                                                                                                                                                                                                                                                                                                                                                                                   | ✓     | 3/13/24 (draft) & 5/8/24 (final) |
| Approved UPWP published on MetroPlanOrlando.org                                                                                                                                                                                                                                                                                                                                                                                          | ✓     | 7/5/24                           |
| <b>Additional Comments:</b><br>The two-year UPWP covering fiscal years 2022/23 and 2023/24 was active in the first part of the 2024 calendar year. A new UPWP for fiscal years 2024/25 and 2025/26 was previewed by the MetroPlan Orlando Board and committees in the February/March meeting cycle, and the Board adopted the new UPWP in May and poste on MetroPlanOrlando.gov at the beginning of the new fiscal year on July 5, 2024. |       |                                  |



## 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: 2024

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                  | 2   | 7   | 2   | 2   | 5   | 6   | 3   | 4   | 7   | 5   | 10  | 5   | 58    |
| Underserved: Outreach Events & Prez (*these included in row above) | 0   | 1   | 2   | 1   | 2   | 1   | 0   | 1   | 4   | 1   | 6   | 1   | 20    |

|                                                                     | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|---------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| Regional Partner Events                                             |     |     |     |     |     |     |     |     |     |     |     |     |       |
| Regional Partner Events                                             | 5   | 10  | 4   | 9   | 5   | 5   | 5   | 5   | 4   | 5   | 3   | 5   | 65    |
| Underserved: Regional Partner Events (*these included in row above) | 2   | 3   | 3   | 3   | 2   | 1   | 4   | 3   | 2   | 2   | 0   | 3   | 28    |



|                             | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|-----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| Total Events                | 7   | 17  | 6   | 11  | 10  | 11  | 8   | 9   | 11  | 10  | 13  | 10  | 123   |
| Total Involving Underserved | 2   | 4   | 5   | 4   | 4   | 2   | 4   | 4   | 6   | 3   | 6   | 4   | 48    |
|                             |     |     |     |     |     |     |     |     |     |     |     |     |       |

|                                  | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| Board & Committee Meetings       |     |     |     |     |     |     |     |     |     |     |     |     |       |
| Total Board & Committee Meetings | 5   | 9   | 5   | 5   | 6   | 7   | 3   | 7   | 4   | 6   | 5   | 7   | 71    |

| Totals                                                    |                          |
|-----------------------------------------------------------|--------------------------|
| Outreach Events + Presentations + Regional Partner Events | 196                      |
| Events Involving Underserved Populations                  | 50 (26% of total events) |
| Board & Committee Meetings                                | 58                       |

## Samples of Communication Materials: 2024

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 2024.

### Vision Zero Safety Speaker Series



**VISION ZERO CENTRAL FLORIDA**  
Safety Speaker Series

**Traveling at the Speed of Safety: Examining Speed Management in Communities**

**Tuesday - Nov. 19 / 1-2 p.m.**

Speed-related crashes cause at least one-third of roadway fatalities in the U.S. As communities experience tragic – and preventable – increases in traffic deaths and injuries, it is crucial that we prioritize ambitious and actionable speed management strategies.

In this 6th webinar in our Vision Zero Safety Speaker Series, we will discuss options for leveraging multimodal planning to prioritize safety over speed. Hear from practitioners around the state and beyond about strategies they have employed to manage speeds in their communities.

**Speed Management Panelists**

- Chelsea Favero, AICP**  
MPO Division Manager  
Forward Pinellas
- Lori Trebitz, PE**  
Roadway Engineer/Supervisor  
FDOT District 5
- Fernando Navarrete**  
Legislative Coordinator  
LADOT

**Moderated by:**  
**Lara Bouck, AICP, PE**  
Manager of Project Development

**Register to attend!**  
<https://bit.ly/3YMLMWP>

Webinar is eligible for 1 AICP CM credit.  
Event #9301488

**metroplan orlando**  
A REGIONAL TRANSPORTATION PARTNERSHIP

### MTP Kids' Book





# MTP Brochure

### Your Guide: MetroPlan Orlando

MetroPlan Orlando leads transportation planning efforts in Orange, Osceola, and Seminole counties. We coordinate closely with elected officials, industry experts, and the community to shape our region's transportation system. As the metropolitan planning organization for Central Florida, we also set priorities and determine how federal and state transportation dollars are spent in the region.



### How Transportation Plans Work

When we say transportation, we mean all types: walking, biking, car, bus, train, paratransit, and more. We plan for how the whole system will grow, evolve, and connect over the coming decades. Currently, we're creating the Metropolitan Transportation Plan for the year 2050.

Once projects are in our 2050 Plan, then they're eligible for federal and state funding. They get ranked and turned into a waiting list called the Prioritized Project List, which bridges our 20-year plan and our five-year plan. When money is available, a project moves into the five-year Transportation Improvement Program.



### Does My Input Really Matter?

Yes! We need your feedback so we can ensure the plans truly reflect what the community values. It's important for us to hear from as many people as possible, because transportation affects everyone. Our economy and quality of life depend on efficiently connecting people to places.

### How You Can Get Involved

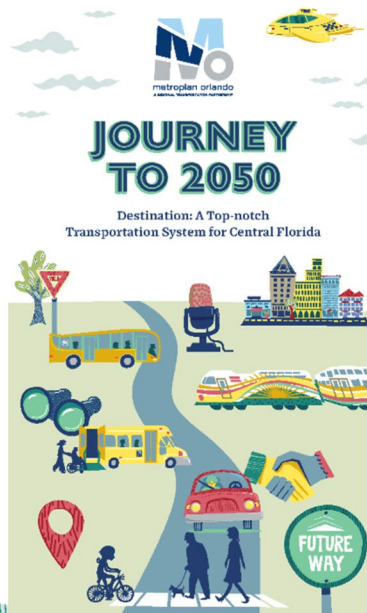
**Online** at [MetroPlanOrlando.gov/2050](https://MetroPlanOrlando.gov/2050)  
Visit our website for ways to attend meetings, give input, or follow us on social media

**In Person**  
Invite us to attend your event or present to your group  
[MetroPlanOrlando.gov/RequestASpeaker](https://MetroPlanOrlando.gov/RequestASpeaker)

**Contact Us**  
[MTP@MetroPlanOrlando.gov](mailto:MTP@MetroPlanOrlando.gov) | 407-481-5672  
250 S. Orange Ave., Suite 200, Orlando, FL 32801

\*No internet connection? No problem! If you don't have digital access, you can request printed material by calling the above number





## JOURNEY TO 2050

Destination: A Top-notch Transportation System for Central Florida

### 2050: The Route



**Travel Time: 25 years**

**KEY STOPS**

- Data Central**  
Get data on what's happening today and tomorrow
- Input Island**  
Listen to community and government partner ideas
- Project Point**  
Determine needs and what we can afford
- Plan Summit**  
MetroPlan Orlando Board adopts the 2050 Plan
- Update Avenue**  
Adapt the plan over time

**2050**  
You Have Arrived

### Central Florida: Know Before You Go



**More People, More Stuff**

2.4 million people live here today, with **778,000** more people and **70%** more tons of freight arriving by **2050**



**Visitors Come & Stay Awhile**

About a **half million** visitors share our transportation system every day



**Safety Challenges**

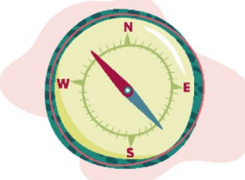
More than **200** people die on Central Florida roads each year



**Cost of Living Struggles**

Almost **half** of families have difficulties paying for transportation, housing, food, & health care

### Pointing in the Right Direction



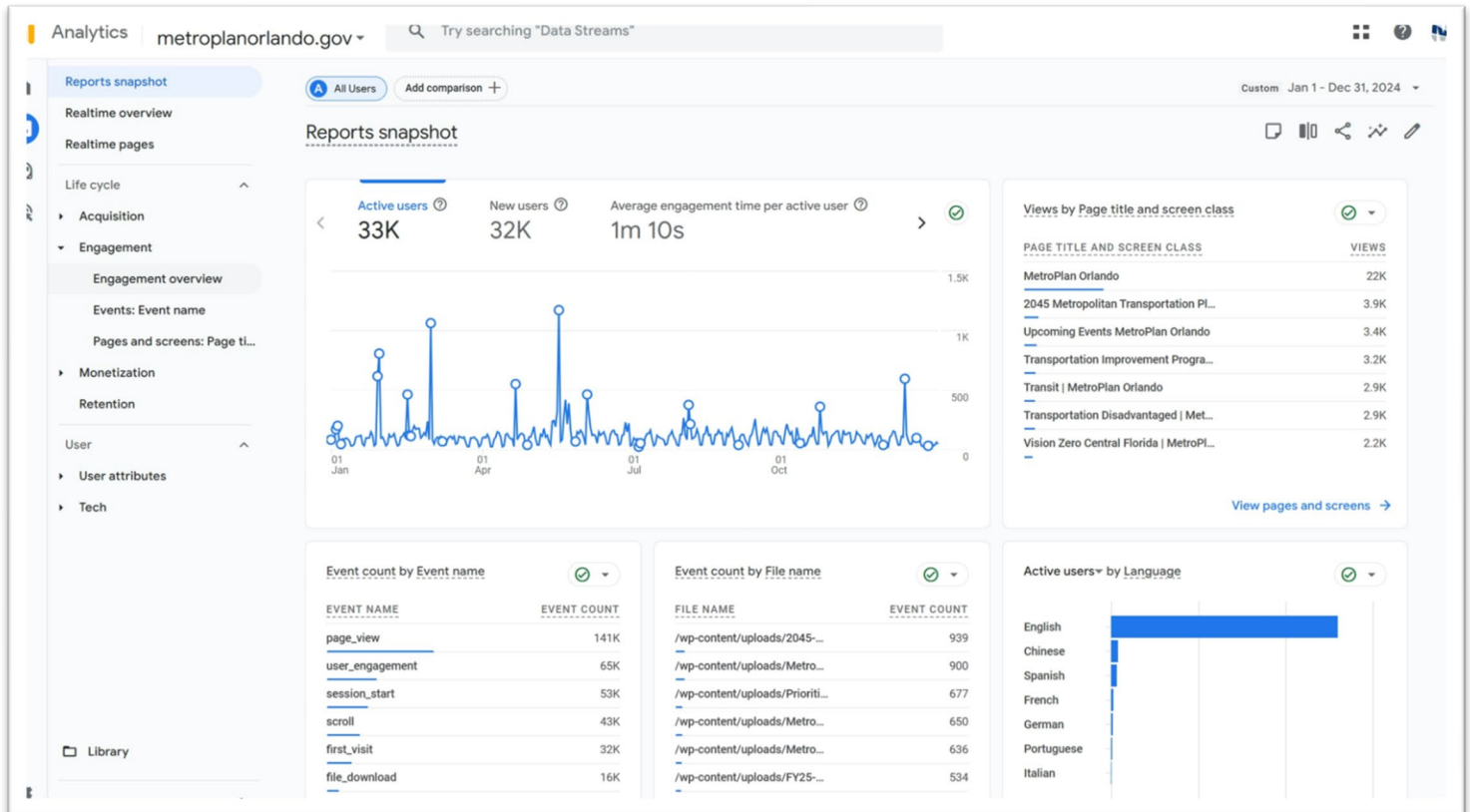
These goals ensure the best experience for people of all ages and abilities:

|                     |                                                                     |
|---------------------|---------------------------------------------------------------------|
| <b>Safety</b>       | Provide a safe and secure transportation system                     |
| <b>Connectivity</b> | Enhance lives through improved access to jobs and services          |
| <b>Prosperity</b>   | Strengthen our region's economy                                     |
| <b>Reliability</b>  | Provide a dependable system across all modes for people and freight |
| <b>Community</b>    | Enhance our region's health and environments                        |

## Digital Outreach: Website Statistics, January – December 2024

### Google Analytics Monthly User Trend for MetroPlanOrlando.gov in 2024

MetroPlanOrlando.gov serves as an important means of electronic publication, visualization and public access to the transportation planning process. The site welcomed over 33k active users, with an incredible 32k of them visiting for the first time. Overall, we had 141k page views with an average of 1 minute and 10 seconds actively engaging with our content.



**Total Website Views**  
141k

**Total News Posts**  
24

#### Top five most visited pages:

- [Transportation Improvement Program](#)
- [Transit](#)
- [Home](#)
- [Transportation Disadvantaged](#)
- [Staff](#)

## Digital Outreach: Email Statistics, January–December 2024

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, allowing for more targeted messaging.

**Total Electronic News Recipients (database contacts): 9,611**

**Total News Emails Created: 42**

**Total Number of Individual Email Sends: 131,171**

### Some Email Highlights throughout 2024:

| Date     | Topic                                                             | Link                                                            |
|----------|-------------------------------------------------------------------|-----------------------------------------------------------------|
| 3/4/24   | Transportation For All Network Invitation                         | <a href="https://conta.cc/3UXEhl">https://conta.cc/3UXEhl</a>   |
| 3/18/24  | Public Participation Plan Comments                                | <a href="https://conta.cc/48Weur5">https://conta.cc/48Weur5</a> |
| 3/21/24  | Vision Zero Spring Newsletter                                     | <a href="https://conta.cc/43tohnr">https://conta.cc/43tohnr</a> |
| 4/23/24  | Transportation For All Summit Invitation                          | <a href="https://conta.cc/443PMEj">https://conta.cc/443PMEj</a> |
| 7/11/24  | Vision Zero Summer Newsletter                                     | <a href="https://conta.cc/3Whbane">https://conta.cc/3Whbane</a> |
| 9/19/24  | 2024 Regional Transportation Survey Report                        | <a href="https://conta.cc/3XsgaoJ">https://conta.cc/3XsgaoJ</a> |
| 9/24/24  | Vision Zero Fall Newsletter                                       | <a href="https://conta.cc/3XUfv0u">https://conta.cc/3XUfv0u</a> |
| 10/1/24  | Transportation Disadvantaged Local Coordinating Board Recruitment | <a href="https://conta.cc/4gMslp6">https://conta.cc/4gMslp6</a> |
| 11/25/24 | Vision Speaker Series: Ways to Slow Down                          | <a href="https://conta.cc/3CBL5rP">https://conta.cc/3CBL5rP</a> |

## Samples of 2024 Emails



### Central Floridians' Transportation Concerns: Safety, Technology, Reliability

**2024 Regional Transportation Survey Report Now Available**

We got opinions from **more than 3,100** Central Floridians on such topics as commuting habits and challenges, safety, public transit, equity, technology, and funding. People from all across the region responded. **Check out our report** for all the fascinating results.

[READ THE REPORT](#)



#### SOME KEY FINDINGS



##### NEW TECHNOLOGY

Half of respondents say they would like to experience a driverless car ride. But safety concerns with new technology are growing. People worry the technology is not ready and wonder how driverless cars will interact with other cars on the road.



##### RELIABILITY

One in four (25%) respondents skipped or missed a doctor's appointment in the past year, because they did not have reliable transportation – a seven-point increase from 2021.



##### SAFETY

Almost half (48%) of respondents report regularly driving 10 mph over the speed limit or faster. When it comes to distracted driving, 14% of respondents feel it is OK to text and drive.



[MetroPlanOrlando.gov/Research](https://MetroPlanOrlando.gov/Research)





### Make Sure Everyone Can Get Around

**Volunteer for a seat on the Transportation Disadvantaged Local Coordinating Board.**

We are accepting applications to represent:

- For-Profit Operator
- At-Large Alternate
- Representing the Elderly (over 60)

**DEADLINE: OCTOBER 22**

Apply at: [MetroPlanOrlando.gov/TDLCB](https://MetroPlanOrlando.gov/TDLCB)




Composed of representatives from local governments and transportation providers, as well as private citizens, the Transportation Disadvantaged Local Coordinating Board (TDLCB) evaluates service provided by ACCESS LYNX. [Learn more about this opportunity.](#)

Persons interested in any of these positions should fill out and send in their application by Oct. 22, 2024.

Find the TDLCB Membership Application at, [MetroPlanOrlando.org/TDLCB](https://MetroPlanOrlando.org/TDLCB), where you can apply online. You can also print the form and send it via mail to: MetroPlan Orlando, ATTN: TDLCB Application, 250 S. Orange Ave., Suite 200, Orlando, FL 32801.

[APPLY NOW](#)

Connect with us






## Let's Plan Together

*We want public involvement in all we do.*

Transportation affects all of us, and our public participation plans reflect our commitment to providing opportunities for meaningful engagement with the communities we serve. Two draft plans are available for review and comment. We're looking for your comments on either or both plans by **May 10, 2024**.

[Tell Us What You Think](#)



#### 2024 Public Participation Plan

Our **2024 Public Participation Plan** will guide public involvement for the next five years. With the stated goals of encouraging two-way communication with the community and consistent outreach and input from transportation underserved populations, this plan seeks to continue our proactive approach to including the entire community in the planning process.

[Read the Draft Plan](#)



#### 2050 MTP Public Participation Plan

A second participation plan outlines specific engagement activities that will take place around the **2050 Metropolitan Transportation Plan (MTP)** update. The MTP helps us plan for our region's growth and for tomorrow's transportation needs. Public input is a critical part of the process, and the **2050 MTP Public Participation Plan** will guide those efforts.

[Read the Draft Plan](#)

**To provide your comments on the public participation plans:**

- Email: [Comment@MetroPlanOrlando.gov](mailto:Comment@MetroPlanOrlando.gov)
- Contact Us Form: [MetroPlanOrlando.gov/contact/](https://MetroPlanOrlando.gov/contact/)
- Phone: 407-481-5672, Ext. 305
- Mail: MetroPlan Orlando, 250 S. Orange Ave., Suite 200, Orlando, FL 32801

The plans will be presented to the MetroPlan Orlando Board at **9 a.m. on Wednesday, May 8, 2024**, in the MetroPlan Orlando Boardroom. A virtual meeting link will be posted to our [website calendar](#) a week before the meeting. Comments may be made in-person and virtually at the meeting.





## Social Media & Video Statistics

### January–December 2024



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

| MetroPlan Orlando Social Links <i>(Click to view profile)</i> |                                               |                                                       |
|---------------------------------------------------------------|-----------------------------------------------|-------------------------------------------------------|
| Facebook<br><a href="#">MetroPlan Orlando</a>                 | LinkedIn<br><a href="#">MetroPlan Orlando</a> | X (formerly Twitter)<br><a href="#">MetroPlan_Orl</a> |

### Social Media: Facebook, Twitter & LinkedIn

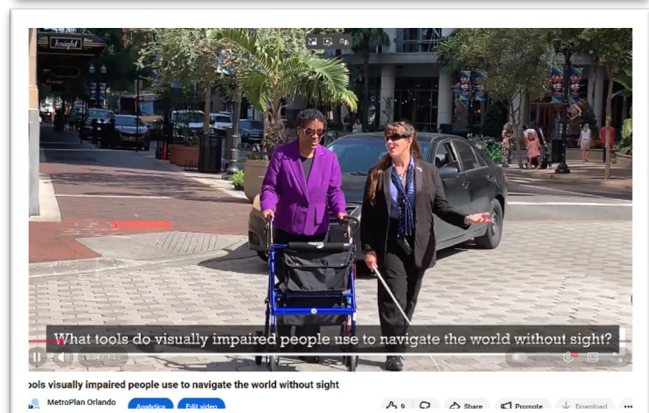
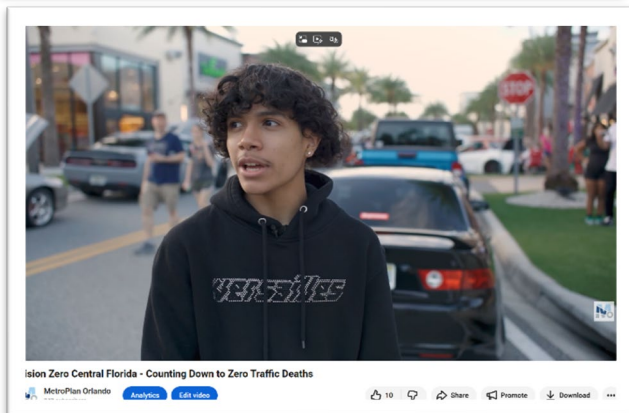
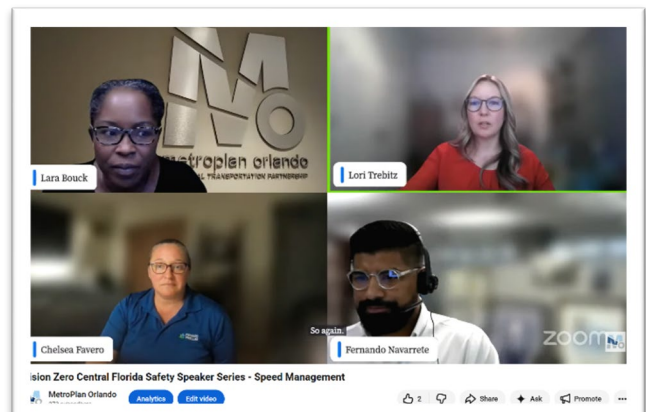
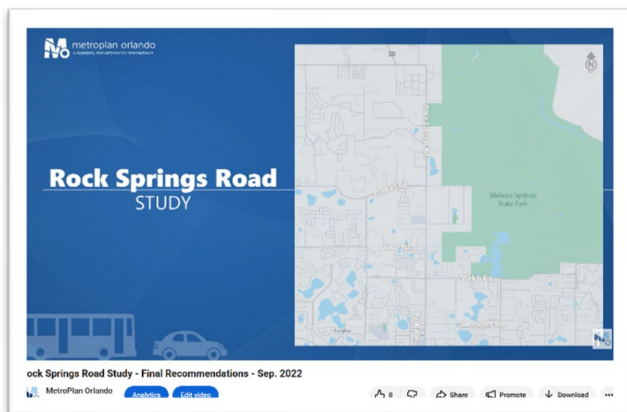
|                                                                                                              |
|--------------------------------------------------------------------------------------------------------------|
| <b>Total Audience = 8,452</b><br><i>Number of followers (note: includes YouTube subscribers)</i>             |
| <b>Total Published Posts = 458</b><br><i>Content Posted in Individual posts on all platforms</i>             |
| <b>Total Impressions = 317,587</b><br><i>How Many Times Content Was Seen</i>                                 |
| <b>Total Engagement = 11,000 (Rate/Impression: 3.6%)</b><br><i>How Many Times People Interact with Posts</i> |

### Videos

|                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------|
| <b>Total Video Views = 83,488</b><br><i>(71,000 on YouTube + 12,488 on all other platforms)</i>                        |
| <b>Total YouTube Videos and Livestreams = 72</b><br><i>(11 Educational Videos + 61 Livestreams/Meeting Recordings)</i> |
| <b>Total YouTube Watch Time Hours = 661.3</b>                                                                          |

## Top Five Most Watched Videos on YouTube @metroplan\_orlando

1. **Rock Springs Road Study- Final Recommendations – Sep. 2022**
2. **Vision Zero Central Florida Safety Speaker Series – Speed Management**
3. **Vision Zero Central Florida – Counting Down to Zero Traffic Deaths**
4. **Tools visually impaired people use to navigate the world without sight**
5. **Transportation Disadvantaged Program**





## Photos from Outreach: 2024

