



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

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

Public Participation Highlights of the Year

Highlight	Details & Comments
Noteworthy Achievements	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. Highlights on outreach statistics are outlined in the <i>Public Participation 2024 – By the Numbers</i> section above. Noteworthy achievements (more details later in this document): • <i>Vision Zero outreach materials</i>: Included a safety activity book for elementary students, an e-newsletter, and fact sheets • <i>Vision Zero Safety Speakers series</i>: Provided regular webinars and YouTube livestreams of safety-topic presentations



Highlight	Details & Comments
	• <i>Successful 2024 Regional Transportation Survey</i>: Engaged 3,000+ across the region and provided data for planning work
New Techniques Initiated	MetroPlan Orlando always strives to try new techniques to increase effectiveness of public participation efforts. Some new techniques initiated this year include: • <i>YouTube Livestreaming events</i> – providing a livestream option for partners’ in-person events on safety • <i>Short video promotions</i> - Using micro-interviews with planners to promote events and meetings
PPP Adjustments	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 MetroPlanOrlando.gov. 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.

Goals, Objectives & Evaluation

Goal 1

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

Objectives

A. Plan or take part in at least two outreach events per month.

B. Publish and distribute easy-to-read and visually appealing materials that use plain language to inform the public about significant accomplishments, key issues, upcoming events, and participation opportunities relating to the work of MetroPlan Orlando and transportation planning.

- C. Meet federal and state requirements for public involvement by having successful certifications annually from the Florida Department of Transportation and every four years from the U.S. Department of Transportation.

Measurement of Results for Goal 1

Measure	Comments & Examples	Evaluation
Outreach events & speakers bureau presentations <i>Target: Average at least two outreach events per month</i>	Examples of outreach events: Public engagement for plans and studies 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. Transportation Improvement Program (TIP) virtual public meeting 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. Staff presentations to the community We presented to many groups, including business groups, disability groups, community forums, schools, and civic organizations. Sharing best practices at industry events We shared planning and outreach best practices at 15 events and industry conferences.	Exceeded target. 123 total events, including: • 58 outreach events and presentations where staff spoke to outside groups (averaging 4.8 events per month) • 65 regional partner events • 48 events involving underserved communities Additionally, staff supported 71 board & committee meetings. 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 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 For more information, see <i>Samples of Communication Materials</i> in the appendix
Digital outreach: website visitors & electronic news recipients	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. 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+ Electronic News Recipients (database contacts) = 9,611 Contacts Added in 2024 = 559 (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 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) Total social media posts = 458 Engagement Rate = 3.6%

Commented [LV1]: The target was 5.5%- we did not meet it- we came in at 3.6%- need to talk about methodology with this.

Commented [MH2R1]: That's OK. We can note this and state that we want to realign the methodology in the next plan.

	Our annual social media engagement goal was set at 5.5% across LinkedIn, Facebook, and TwitterX, however, our 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. Our YouTube channel garnered 71k views, 661.3 watch hours, and gained 44 new subscribers. 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	Impressions = 317,587 Total Video Views = 83,488 (71,000 on YouTube + 12,488 on all other platforms) YouTube video watch time hours = 661.3 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 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
Outreach events & speakers bureau presentations reaching underserved <i>Target: At least 30% of events with groups including underserved populations</i>	Youth outreach 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. Transportation disadvantaged public meeting 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. Increasing Spanish and Creole translated materials	Exceeded target. Almost 39% (48 of 123 outreach events) involved underserved populations 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.

	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. Title VI 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.	For more information, see <i>Outreach Event Summary</i>
Measure	Comments & Examples	Evaluation
Explore new outreach tools for getting participation from hard-to-reach or underserved groups	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.
Outreach through youth and school-focused programs; programming and contacts with older adults	Examples of outreach to younger and older groups include: Shared Kids' Activity Books 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	We made important contacts in 2024 to underserved groups at both ends of the age spectrum. Outreach to younger populations continues to be a priority for the MetroPlan Orlando Board, and we worked on some new avenues to engage them.



	reThink Your Commute (for a Disney workers family fair). <i>Outreach targeted to families</i> Participated in several events targeted to families where both students and parents could learn about transportation, including high school and middle school STEAM fairs. <i>Presentations to college students</i> Shared information with college students at various classes and events, with a focus on careers in transportation and how planning works. <i>Presentations to older adults</i> 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.	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.
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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 (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	
Additional Comments: 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; 11/27/24

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

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
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 6/18/24. 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 2023/24-2027/28: 1/17/24 - 2/14/24	✓
Amendment reviewed by MPO advisory committees	TIP 2023/24-2027/28: 2/21/24 - 3/13/24	✓
Ample opportunities for public comment throughout, including process for submitting written comments	TIP 2023/24-2027/28: 5/15/24 - 6/12/24	✓
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.gov	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: 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



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, personal, 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 moved into a waiting list called the Prioritized Project List, which begins our 15-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
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/transportation

Contact Us
MTPO@MetroPlanOrlando.gov | (407) 481-5671
250 N. 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.

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a division of Metropolitan Planning Organization

JOURNEY TO 2050

Destination: A Top-notch Transportation System for Central Florida

2050: The Route

Travel Time
20 years

KEY STOPS

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

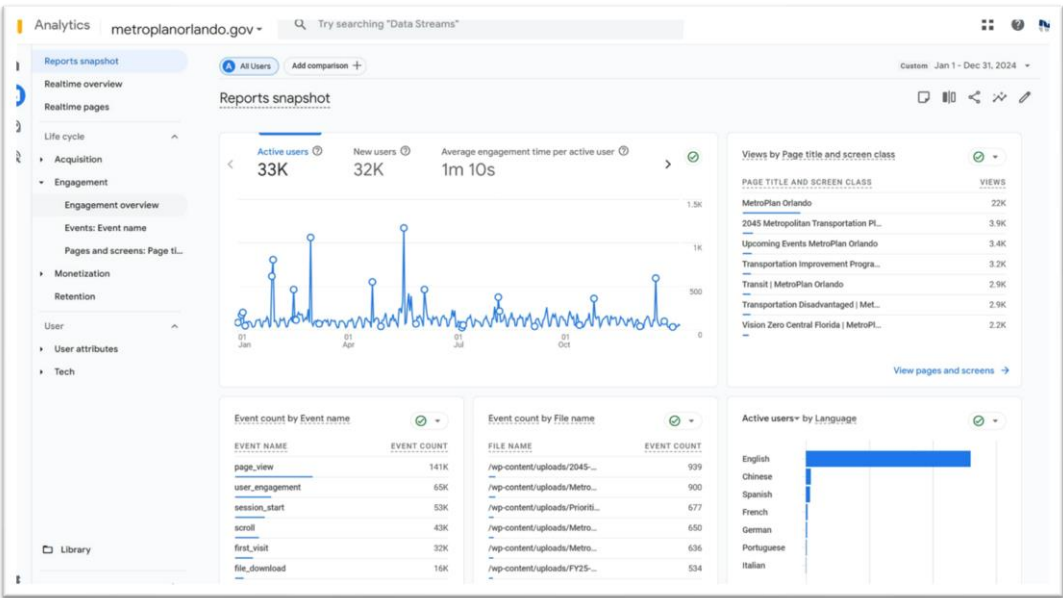
These goals ensure the best experience for people of all ages and abilities:

Safety	Provide a safe and secure transportation system
Connectivity	Enhance lives through improved access to jobs and services
Prosperity	Strengthen our region's economy
Reliability	Provide a dependable system across all modes for people and freight
Community	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	https://conta.cc/3UXEhI
3/18/24	Public Participation Plan Comments	https://conta.cc/48Weur5
3/21/24	Vision Zero Spring Newsletter	https://conta.cc/43tohnR
4/23/24	Transportation For All Summit Invitation	https://conta.cc/443PMEj
7/11/24	Vision Zero Summer Newsletter	https://conta.cc/3Whbane
9/19/24	2024 Regional Transportation Survey Report	https://conta.cc/3XsgaoJ
9/24/24	Vision Zero Fall Newsletter	https://conta.cc/3XUfv0u
10/1/24	Transportation Disadvantaged Local Coordinating Board Recruitment	https://conta.cc/4gMslp6
11/25/24	Vision Speaker Series: Ways to Slow Down	https://conta.cc/3CBL5rP



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A REGIONAL TRANSPORTATION PARTNERSHIP

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.



2024 REGIONAL TRANSPORTATION SURVEY REPORT



READ THE REPORT

SOME KEY FINDINGS



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.

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.

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



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metropolitan planning council

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, 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:** Comments@MetroPlanOrlando.gov
- **Contact Us Form:** [MetroPlanOrlando.gov/contact/](https://metroplanorlando.gov/contact/)
- **Phone:** 407-481-5672, Ext. 306
- **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



Commented [LV3]: Pull data from SS

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 *(Click to view profile)*

Facebook

[MetroPlan Orlando](#)

LinkedIn

[MetroPlan Orlando](#)

X (formerly Twitter)

[MetroPlan_Orl](#)

Social Media: Facebook, Twitter & LinkedIn

Total Audience = 8,452

Number of followers (note: includes YouTube subscribers)

Total Published Posts = 458

Content Posted in Individual posts on all platforms

Total Impressions = 317,587

How Many Times Content Was Seen

Total Engagement = 11,000 (Rate/Impression: 3.6%)

How Many Times People Interact with Posts

Videos

Total Video Views = 83,488

(71,000 on YouTube + 12,488 on all other platforms)

Total YouTube Videos and Livestreams = 72

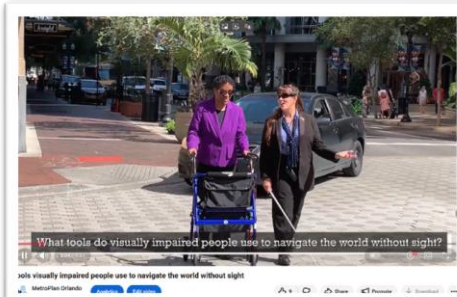
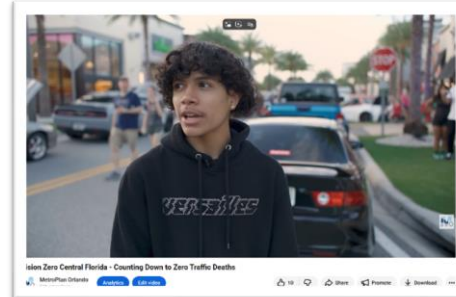
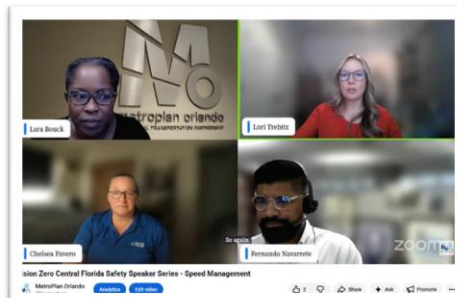
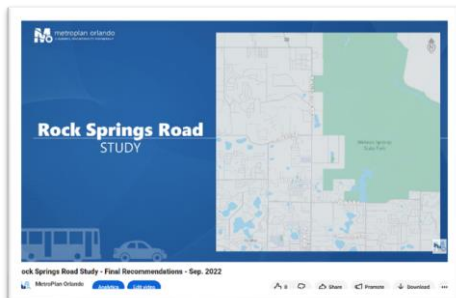
(11 Educational Videos + 61 Livestreams/Meeting Recordings)

Total YouTube Watch Time Hours = 661.3

Top Five Most Watched Videos on YouTube @metroplan_orlando

Commented [GV4]: We can add screenshots of the videos if there's a lot of blank space

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

