FY 2019/20 River to Sea TPO Public Outreach Overview

September 2020

RIVER TO SEA TPO
Transportation Planning Organization
VISION - PLAN - IMPLEMENT

COVID-19 Effects on Outreach

- Pandemic began in March 2020
  - Virtual meetings introduced – attendance increased slightly (10%)
  - PPP & Connect 2045 PIP Updated
  - Nine (9) Events Cancelled – National Trails Day, Summer School Helmet Fittings, TPO Annual Retreat, Oak Hill Community Festival
  - New Ways to Reach the Community implemented:
    - Bicycle & Pedestrian Light Distribution
    - Social Media Advertisements

Bicycle & Pedestrian Lights

- 150 Bicycle Light Sets
- 250 Pedestrian Lights
- Lights distributed to:
  - Volusia County Sheriff's Department
  - Flagler County Sheriff's Department
  - Daytona Beach Police Department
  - Votran

Social Media Advertisements

Two month-long display advertisements were placed on:

- **Facebook – River to Sea TPO website – 13,785 people, 1,890 link clicks**
- **FlaglerLive.com – Connect 2045 website – 1.5 million impressions, 351 link clicks**

Social Media Outreach

337 "Likes" 174 Check-ins
Facebook.com/RivertoSeaTPO

123 Followers
@TelltheTPO

Community Presentations

27 Community & Business Presentations

12 virtual & 15 in person presentations

- **Holly Hill City Commission**
- **Ormond Beach Chamber of Commerce**
- **Daytona Beach Rotary Club**
- **New Smyrna Beach Rotary Club**
- **Palm Coast Rotary Club**
- **Volusia County & Flagler County Legislative Delegations**

Distribution of Materials

- **2019 Bicycle Suitability Map – 220**
- **Walk & Ride DVD – 175**
- **Bicycle Safety 3' Law Car Decals – 385**
- **Promotional Safety Items – blinking lights, reflective backpacks, first aid kits**

Photograph of the Ormond Scenic Loop and Trail courtesy of Bike Florida, Inc.

RIVER TO SEA TPO FDOT

Outreach & Events

30 Community Events

- In-person events

385 **Bicycle Helmets Properly Fitted & Donated to Adults and Children**

Outreach & Events

Port Orange Family Days:

203 bicycle helmets fitted

Outreach and Events

White Cane Awareness & Pedestrian Safety Day

Intersection of Wilder Road & US 1

Outreach and Events

Halifax Art Festival: partnership with Votran & FDOT

Outreach & Events

Annual TPO Holiday Toy Drive & Open House

98 Toys donated to the Children's Home Society of Volusia and Flagler Counties

Connect 2045

- **Five (5) Focus Group Workshops**
- **Three (3) Needs Assessment Workshops**
- **Two (2) Virtual Preliminary Cost Feasible Plan Workshops**
- **One (1) Public Outreach Webinar**
- **One (1) Virtual Environmental Justice Workshop**
- **Ten (10) Community Group Presentations including:**
  - **Local Chambers of Commerce**
  - **Rotary Clubs**

Reached more than 440 people

CONNECT2045
YOUR COMMUNITY TRANSPORTATION PLAN

Connect 2045

- **Connect 2045 Survey – over 500 responses**
- **Facebook posts reached 3,982 people**
- **Twitter posts - 5,944 impressions**

2020 Tell the TPO Survey

- Campaign ran from March 31 - June 7, 2020
- 1,344 responses received
- Robust Social Media Campaign
  - 13,291 people reached on Facebook
  - 7,369 Twitter Impressions
- Partnered with more than 150 agencies and stakeholders to promote the survey

LOOKING FORWARD TO FY 2020/21

- Continuing our virtual outreach as long as needed
- Speakers' Bureau Development
- Constant Contact Implementation
- Targeted Print and Social Media Safety Campaign geared towards Preventing Distracted Driving
- 2045 Long Range Transportation Plan Public Input – Spring 2021