



FY 2018/2019 PUBLIC OUTREACH SUMMARY

**RIVER TO SEA TRANSPORTATION PLANNING ORGANIZATION
WWW.R2CTPO.ORG
WWW.FACEBOOK.COM/RIVERTOSEATPO**

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Introduction

The River to Sea TPO’s FY 2018/19 Public Outreach Summary outlines the outreach and activities that were undertaken during the fiscal year. This document shows the comprehensive public outreach approach the TPO utilizes to reach out to and solicit input from the residents, visitors and local governments within our metropolitan planning area. In today’s world and ever-changing technology, people are not always available or able to attend traditional meetings. Therefore, we strive to offer numerous other ways to participate in our activities including community events, social media interaction, through print and marketing materials as well as the option to volunteer to serve as a representative on one of our committees. The Public Participation Evaluation Matrix is required by the TPO’s Public Participation Plan (PPP). This summary provides an overview of those measures of effectiveness. The following objectives are laid out in the TPO’s PPP and evaluated at the end of each fiscal year.

The TPO shall:

1. Actively engage the public in the transportation planning process as prescribed by the policies contained in this Public Participation Plan in accordance with state and federal laws;
2. Keep the public informed of ongoing transportation-related activities on a continuous basis;
3. Encourage the participation of all citizens throughout its metropolitan planning area including Volusia County and portions of Flagler County inclusive of the cities of Flagler Beach, Beverly Beach, and portions of Palm Coast and Bunnell in the transportation planning process; and
4. Strive to continuously improve public participation.

Public Meetings, Hearings and Contacts

Scheduled Meetings

The River to Sea TPO holds more than 60 public meetings each year including our regularly scheduled committee and board meetings. In addition to the routine, monthly meetings of the TPO advisory committees and board, listed below are some of the additional meetings that were held throughout FY 2018/19.

TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB) PUBLIC HEARING The TDLCB held its annual Transportation Disadvantaged public hearing following the TDLCB meeting on November 14, 2018 to solicit public comments. No public comments were received.

TPO BOARD RETREAT The River to Sea TPO held its annual Retreat on February 25, 2019 in coordination with the Daytona Regional Chamber of Commerce. The retreat focused on the Relationship between Transportation and the Local Economy. One-hundred and twenty-four (124) attendees including members of the TPO Board and committees, elected officials, government staff, members of the public, consultants and news media attended. The event was held at the



Jim Henderson Welcome Center at Embry-Riddle Aeronautical University. The purpose of the retreat was to provide an engaging forum within which leaders in the transportation industry could provide insight into current and future transportation trends and their effects on the local economy. Speakers included Mr. Mike Shannon, FDOT District Five Secretary, Florida House District 25 Representative Tom Leek, Mr. John Crossman, CEO of Crossman & Company, and Mr. Rusty Roberts, Vice President of Government Affairs for Virgin/Brightline.

FY 2019/20 TO 2023/24 TRANSPORTATION IMPROVEMENT PROGRAM (TIP); 2019 TRANSPORTATION PRIORITY PROJECT LISTS; AND 2019 PUBLIC PARTICIPATION PLAN While all River to Sea TPO meetings

are open to the public and time for public comments are scheduled, the TPO formally announced via legal advertisements the availability of the following three documents for public review and comment: the FY 2019/20 – 2023/24 Transportation Improvement Program (TIP), the 2019 Transportation Priority Project Lists and the 2019 Public Participation Plan. A number of comments were received for each document and each of the comments were addressed.

FEDERAL CERTIFICATION REVIEW PUBLIC MEETING On June 11, 2019, as part of the TPO's Federal Certification Review, a public meeting was held to solicit input on our planning processes and public outreach and availability. Seven comments were received.

Attendance Rates

Attendance rates decreased among all of the TPO's committees and board when compared to the previous fiscal year (2017/18); all fell below the minimum 80% attendance rate. Committee attendance records are included in each TPO Board agenda as information items. To address this in the upcoming fiscal year:

- Members will be reminded of the importance of their participation;
- When they are unable to attend a meeting, TPO staff will ask that they send an alternate in their place;
- Members who have recurring absences will be contacted in accordance with TPO Bylaws, along with the appointing board member if the absences continue; and
- TPO staff will meet to review the history of attendance, discuss potential causes and develop and implement a strategy aimed at improving attendance.

Vacancies

Fewer vacancies were reported than in the previous fiscal year; however, they are still significant. When vacancies occur on a board or committee, TPO staff will:

- Post the vacancies on the TPO's website (www.r2ctpo.org);
- Inform the corresponding city/county/elected official/agency via email;
- Recruitment efforts will continue to be made at local events, through interaction with the board members that appoint committee representatives and through our social media channels; and
- TPO staff will meet to review the vacancies for each committee, and map out a strategy to encourage appointments to the vacant seats.

Demographics

Demographics of the committee/board members include a diverse representation of genders, races and disabilities. The TPO will continue to reach out to traditionally underserved and underrepresented populations to encourage participation on our committees through social media, events and word of mouth.

Public Comments

Public comments at TPO meetings have decreased about 30% this past fiscal year. This could be due to less controversial items being discussed. These numbers are generally beyond the control of the TPO; however, we will continue to provide time during each meeting to allow public comment and encourage people to provide input. We will continue to be open and welcoming to everyone. No changes have been identified at this time.

Meeting Attendees

The number of attendees at TPO Board and committee meetings increased over the prior fiscal year. The number of attendees is not typically within the control of the TPO; we will continue to send out notices to all citizens who have requested to be notified and post all meetings on the TPO's website and Facebook page. No changes have been identified to be implemented at this time.

Public Records Requests

In FY 18/19, two people requested access to the TPO's plans and documents in person. This is the same number as last year and is not something that the TPO can necessarily influence or increase. We continue to respond to requests in an efficient manner.

Public Involvement Contact Logs

Each River to Sea TPO employee keeps a log of contacts with the public. The information contained in each log includes the person's name, contact information, form of contact, their request and any follow up provided. There were 234 individual public involvement contacts recorded in FY 2018/19. This was a 12% increase in the number of individual public contacts over the previous fiscal year. One-hundred percent (100%) of these public inquiries were responded to by the TPO staff.

#	DATE	CONTACT INFORMATION	TYPE OF CONTACT	REASON	ACTION/FOLLOW UP
1	7/5/18	Pathways Elementary School	In Person	Present on Bike Safety	Presented to about 50 kids
2	7/15/18	Katie Tripp	Email	Request meeting with Lois	Scheduled meeting
3	7/16/18	Pat Diago	Phone	Request Presentation on TPO and funding	Forwarded to Lois
4	7/16/18	Ginger Norberg	Email	Request Conference Room space	Confirmed conference room reservation
5	7/18/18	Kathrina Regnier	Email	Request the TPO fill out a signature project survey	Forwarded to Lois
6	7/20/18	Dobbe Fitzgerald	Email	Term limits of board members	Provided by email to Lois
7	7/21/18	Tour de Palm Coast	In Person	FR helmets and talk about TPO	FR about FR helmets
8	7/25/18	Santiago Summers	Email	Web service offer	Responded via email about our RFP process
9	7/26/18	Cindi Pagliari	Phone	Question on presentation given	Gave information requested
10	8/8/18	Robert Altman	In Person	Interested in volunteering with the TPO	Set him to Stephen about bike pedestrian count program
11	08/21/18	Jason Taylor	Phone	Request helmet fitting	Contacted him by phone to discuss
12	8/22/18	Impact Fee Workshop Pre Run	In Person	Helped with impact Fee Pre	Spoke with about 8 people
13	8/29/18, 9/6/18, 9/14/18	Joak Shoemaker	Email	Schedule date to pick up Tall the TPO Survey Award	Scheduled for 09/10/18 between 9:30-11 am
14	09/05/18	Laura Turner	Phone	Request to be on agenda for October for 3RD Loop	Scheduled presentations for October 2018

TPO Master Database/Email Contact List

The River to Sea TPO has a master email database which contains contact information (email addresses) for 1,938 people and organizations. There was a slight increase of 2% over FY 17/18 in the number of people in the TPO's master database/email listing. The TPO also maintains a master mailing database which contains 1,527 people and organizations and their mailing information. The number of people that requested to be added to our email list through our committee and board sign in sheets has decreased slightly over the last two fiscal years.

Three pieces of mail were returned in FY 2018/19; this is one more than in FY 17/18. The TPO distributes paper agendas to about 72 people on a monthly basis, or a total of 720 per year; less than 1% are returned which is satisfactory.

Staff Presentations and Contacts

In FY 2018/19, the TPO staff presented at 18 different workshops and meetings. This shows a decrease of 12% over the previous fiscal year most likely due to the fact that the Tell the TPO Survey was not underway during this period of time. Among the workshops and meetings the TPO presented at were the following: Daytona Beach Association of Realtors, Volusia County League of Women Voters, TEAM Volusia, Southwest Volusia Transportation Alliance, City of Ormond Beach, Florida Engineering Society, Central Florida Transportation Planners Group, West Volusia Chamber of Commerce, Southeast Tourism Society Connections Conference, Volusia County and Flagler County Legislative Delegations; and the SR A1A Scenic & Historic Coastal Byway.

Media, News Releases and Articles

A total of 80 news articles were published in FY 18/19. This is the same number as last year. In addition, five press releases were issued; slightly more than last fiscal year. This is above the expected amount which averages around 65 per year over the previous five years.

Printed Materials and Marketing Items

During FY 18/19, the TPO distributed eighty-two (82) 2040 Long Range Transportation Plan (LRTP) Summary Brochures and 125 TPO Annual Reports. This is a decrease of 30% over the previous year for the 2040 LRTP Summaries which is to be expected as we get further from the original adoption date of the plan. For the Annual Report, the distribution stayed relatively the same as the previous fiscal year.

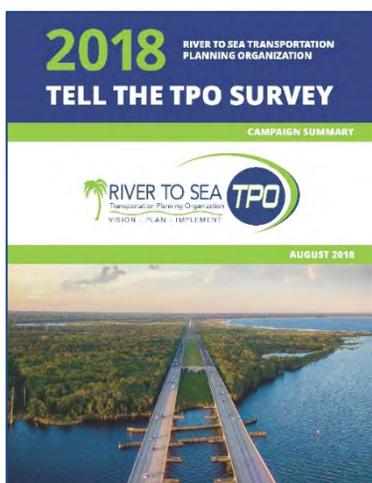
The River to Sea TPO produced the first countywide bicycling map for the experienced cyclist consisting of bicycle routes throughout Volusia County. This map was developed in cooperation with the Florida Bicycle Association, Florida Freewheelers Bicycle Club, Bike Florida, Inc. and local governments in Volusia County. It was made available at kiosks in the Volusia County Parks, the office of the West Volusia Advertising Authority as well as the Daytona Beach Chamber of Commerce and the Daytona Beach/Port Orange Chamber of Commerce. The map was handed out at events that the TPO participates in and was also available through direct request. Approximately 200 bicycle maps were distributed in FY 2018/19; a decrease of 58%. This is due to a lack of maps that were available to distribute (this number is expected to increase next



fiscal year with the publishing of the new TPO Bicycle Suitability Map). Because the map was last updated in 2014 and only included Volusia County it has been updated to include both Volusia and Flagler Counties and to add suitability levels for cyclists; the new map is titled “The River to Sea TPO 2019 Bicycle Suitability Map”. This update was completed in June 2019 and is currently available on the TPO’s website. Hard copies of the map will be made available in July 2019.

The TPO Walk & Ride DVD gives tips to bicyclists and pedestrians on the rules of the road. The DVD is provided to the Volusia and Flagler County school systems and handed out at the events the TPO participates in as well as through direct request. The Walk and Ride Bicycle & Pedestrian Safety Video is a TPO project funded by the Florida Safe Routes to School Program and produced by WDSC-TV Channel 15. The video and accompanying public service announcements promote safe practices for walking and biking. English and Spanish versions of the video are available. Four-hundred and two (402) Walk and Ride Safety DVDs were distributed last fiscal year which is an increase of 34% over the prior year. It is expected that we will continue to maintain this level of distribution.

The Bicycle Safety Awareness Decal (It’s the Law Decal) was developed by the River to Sea TPO and promotes Florida Statute 316.083 (1) – a statute that states the driver of a vehicle passing a bicycle or other non-motorized vehicle must pass the bicycle or other non-motorized vehicle at a distance of at least three (3) feet. Decals are displayed public and private vehicles alike including Volusia County vehicles and buses. The River to Sea TPO distributed approximately 372 bicycle safety car decals in FY 2018/19. This is a slight decrease (7%) from the previous fiscal year; however, we will strive to distribute at least 370 safety decals in the coming fiscal year.



The River to Sea TPO’s Tell the TPO Survey brochure outlines the results of the 2018 survey campaign. Just over 325 Survey brochures were distributed in FY 2018/19, an increase of close to 20% over FY 17/18. The distribution of these brochures varies based on when the survey was completed. Distribution tends to be higher immediately following the completion of the survey and lower immediately prior to beginning a new survey.

The River to Sea TPO keeps a scrapbook of relevant news articles, press releases, legal ads and events that are of interest to the TPO or the TPO is referenced in. In the FY 2018/19 River to Sea TPO scrapbook, there were a total of 80 newspaper articles published mentioning the River to Sea TPO and 18 legal ads/press releases issued. This is a slight increase over FY 2017/18 and continues to be positive for the TPO. The TPO will look to maintain its level of media coverage in the coming fiscal year.

Social Media

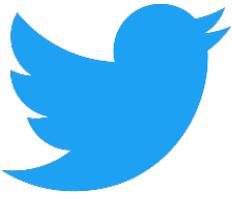
The River to Sea TPO has a website, www.r2ctpo.org, which showcases agendas, minutes, Title VI information, a calendar of events, plans, studies, documents, news and press releases, as well as information on the public outreach program. During the period from July 1, 2018 through June 30, 2019, there were a total of 10,074 visitors to the River to Sea TPO website; a 12% increase over the previous fiscal year. There were 8,949 unique visitors to the website; an increase of 14% over FY 2017/18. Of the 10,074 visitors, 3,031 accessed the website via a mobile phone or tablet (33%). The River to Sea TPO's Bicycle Map continues to be the most accessed webpage.



Facebook

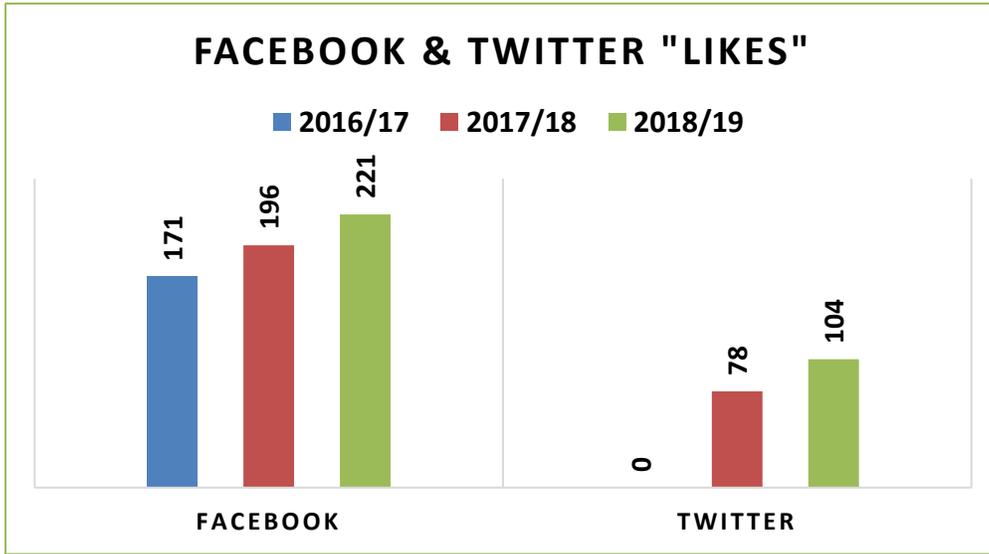


The River to Sea TPO published and maintained a Facebook page that was active during FY 2018/19. The TPO Facebook page had 221 "likes" and 149 "check-ins." This represents an increase of 13% over the prior year. At a minimum, posts were made on a bi-weekly basis and included meeting announcements and news of interest to the fan base. Some individual posts reached upwards of 2,000 people. The majority of posts reached between 60 and 500 people.



Twitter

During FY 2018/19, the TPO utilized its Twitter account, @TelltheTPO, to get the word out about the Tell the TPO Survey and our Federal Certification Review. The TPO’s Twitter page has 104 followers and announcements for the Tell the TPO Survey and Federal Certification Review resulted in 42,165 Tweet “impressions” or the number of times users saw TPO posts.



Special Events and Community Activities

The TPO participated in 42 community events during FY 18/19; a decrease of 9% from the prior fiscal year. This fiscal year, one focus of community events was to reach out to college-age and elementary students. Ten of the events the TPO participated in were specifically geared towards these students. These events were held at Daytona State College, Bethune-Cookman University, Embry-Riddle Aeronautical University as well as seven different elementary schools. The following are some of the events the TPO participated in during FY 2018/19.

SUMMER SCHOOL CAMP BICYCLE HELMET FITTINGS

The River to Sea TPO conducts a bicycle safety awareness program that includes a presentation on bicycle safety and properly fitting and donating bicycle helmets. Bicycle helmets are purchased by the River to Sea TPO and awarded by the Bicycle Helmet Promotion Grant from the Florida's Pedestrian and Bicycling Safety Resource Center. Each summer, the bicycle helmets are fitted and donated to a number of children in Volusia and Flagler County schools. During the 2018/19 fiscal year, the River to Sea TPO staff went to the following schools, gave a presentation on bicycle and pedestrian safety and properly fit and donated helmets:

July 5, 2018: Pathways Elementary School – 50 helmets fitted

June 13, 2019: Forest Lake Elementary School – 52 helmets fitted

June 25, 2019: South Daytona Elementary School – 45 helmets fitted

TOUR DE PALM COAST HELMET FITTING

On July 21, 2018, the River to Sea TPO staff attended, fit and distributed helmets and staffed a display booth at the Tour de Palm Coast event.



VCARD ICEBREAKER

On September 26, 2018, the River to Sea TPO staff attended and manned a display booth at the VCARD Icebreaker in Daytona Beach. The booth display showcased results from the recently completed Tell the TPO Survey Campaign.

PORT ORANGE FAMILY DAYS

Port Orange Family Days is an area-wide community event that draws close to 60,000 people over three days. The River to Sea TPO participated in this event on October 6, 2018; approximately 265 helmets were properly fitted and donated during this event and a large number of promotional safety items were distributed.



INTERNATIONAL WALK TO SCHOOL DAY EVENTS

The River to Sea TPO participated in Walk to School Day on October 12, 2018 at Indian River Elementary School and Campbell Middle School. This event celebrates the joys of walking and opens the eyes of students, families, school and community leaders and partners in seeing the possibilities for walking to school every day. The TPO staff walked with the kids from a designated location to the schools.

MOBILITY WEEK EVENTS

This week-long event, held from October 27 to November 3, 2018, is an annual collection of outreach events intended to bring attention to safe, multimodal transportation choices in Central Florida. As part of Mobility Week, the TPO participated in four events. These included:

WHITE CANE AND PEDESTRIAN SAFETY DAY

On October 27, 2018, the TPO participated in White Cane and Pedestrian Safety Day. This included participating in the white cane challenge; for the



challenge, each participant was blindfolded and led through crosswalks on all four legs of an intersection by a guide. This year's event was held at the intersection of White Street and International Speedway Boulevard in Daytona Beach.

NEW SMYRNA BEACH FARMERS' MARKET EVENT

The TPO partnered with Votran to set up a booth and hand out promotional items, provide information on safety and the River to Sea TPO.

PALM COAST NATURE WALK PRESENTATION

TPO staff gave a presentation on trails to residents of Palm Coast and fit and donated 18 bicycle helmets.



HALIFAX ART FESTIVAL

The TPO, in partnership with Votran, set up a booth at this event and fit and donated 128 bicycle helmets, and handed out numerous safety and promotional items. This event attracts approximately 45,000 visitors each year.

TRANSPORTATION RESEARCH BOARD (TRB) "TOOLS OF THE TRADE" CONFERENCE AND PRESENTATION

On August 22-24, 2018, the River to Sea TPO staff attended the TRB Tools of the Trade Conference in Kansas City, Missouri. Staff gave a presentation on resilience in Volusia and Flagler Counties.

WSBB RADIO SHOW

TPO staff was interviewed on WSBB radio during the months of September and October 2018 regarding who the TPO is and ways the public can become involved.

VOLUSIA COUNTY GEOGRAPHICAL INFORMATION SYSTEMS (GIS) DAY

The River to Sea TPO participated in GIS day on November 13, 2018 and provided a table display of TPO area crash statistics as well as handing out promotional items and information. The event was held in DeLand.



ANNUAL TPO TOY DRIVE AND HOLIDAY OPEN HOUSE

During the month of December, the TPO held our annual toy drive for the Children’s Home Society of Flagler and Volusia. The toy drive concluded with a Holiday Open House held by the TPO on November 28, 2018; more than 26 people attended and provided toys and donations during the open house. Upwards of 121 toys were donated as a result of this outreach.

SPRING TO SPRING TRAIL RIBBON CUTTING

On December 28, 2018, the TPO attended the ribbon cutting of the Spring to Spring Trail in DeLand.

SCHOOL CAREER DAYS

On December 6, 2018, TPO staff attended Holly Hill Middle School’s Career Day. Staff gave a presentation on what the TPO is and what we do to more than 100 middle school students. In addition, on May 17, 2019, TPO staff discussed transportation safety and planning at Volusia Pines Elementary School’s Career Day.



LIGHT UP MIDTOWN HEALTH FAIR

The River to Sea TPO set up a booth at the Light Up Midtown Health Fair in Daytona Beach on December 8, 2018 and fit and donated 84 helmets as well as giving away safety promotional items.

TRANSPORTATION AND CIVIL ENGINEERING (TRAC) TRAINING

On January 10, 2019, TPO staff partnered with the Federal Highway Administration (FHWA) to provide TRAC training to three Mainland High School teachers and numerous transportation-field volunteers. The TRAC program is a hands-on program that lets high school students use math and science to solve real world problems in transportation and civil engineering. This program aims to improve work force diversity which helps to resolve one of the most pressing problems faced by the transportation today: a critical shortage of civil engineers.



“NOT SO NOISY” BIKE WEEK EVENTS

During February 25-27, 2019, the River to Sea TPO participated in three “Not So Noisy” Bike Week events. TPO staff manned a booth at Daytona State College, Embry-Riddle Aeronautical University, and Bethune-Cookman University. Promotional items and safety information were distributed. In addition, a total of 84 bicycle helmets were properly fit and distributed among students at the three university campuses.



TURNBULL BAY BRIDGE RIBBON CUTTING

On March 1, 2019, the TPO staff attended the Michael Eader Turnbull Bay Bridge Ribbon Cutting in New Smyrna Beach.

DAYTONA HALIFAX AREA LIONS CLUB HEALTH FAIR HELMET FITTING

On March 2, 2019, the TPO staff set up a booth at the 2nd annual Daytona Halifax Area Lions Club Health Fair located at the Daytona Beach Midtown Cultural and Education Center. Thirty-three (33) helmets were properly fit and donated along with numerous promotional safety items being distributed.



TRANSPORTATION DISADVANTAGED (TD) LEGISLATIVE AWARENESS DAY On March 20, 2019, the TPO staff, along with members of the TPO's Transportation Disadvantaged Local Coordinating Board (TDLCB) and Votran travelled to Tallahassee for TD Awareness Day to speak with legislators regarding TD issues and concerns.

NACDD WALKABILITY ACTION INSTITUTE

The Step It Up!: Action Institute to Increase Walking and Walkability, also known as the Walkability Action Institute (WAI), prepares interdisciplinary teams from metropolitan planning organization (MPO) regions (or similar regional entities) to pursue policy, systems, and environmental (PSE) supports for walking and walkability. The River to Sea TPO team, including staff members from the TPO, Orange City, the Florida Department of Health in Volusia County and the Health Planning Council of Northeast Florida, participated in this institute which took place in Atlanta, Georgia from April 22-25, 2019.



OAK HILL COMMUNITY FESTIVAL

On May 5, 2018, the TPO staff attended the Oak Hill Community Festival. Fifty-six (56) bicycle helmets were fitted and donated and promotional items were handed distributed.

NATIONAL TRAILS DAY

The River to Sea TPO participated in Volusia County's National Trails Day on June 1, 2018 at DeBary Hall. Twenty-eight (28) bicycle helmets were fit and donated and numerous promotional safety items being handed out.



Public Participation Evaluation Matrix

Summary of Results for FY 2018/19

Scheduled Meetings

Attendance Rates:

Attendance rates decreased among all of the TPO's committees and board when compared to the previous fiscal year (2017/18); all fell below the minimum 80% attendance rate. Committee attendance records are included in each TPO Board agenda as information items. In the upcoming fiscal year, members will be reminded of the importance of their participation and when they are unable to attend a meeting, we request they send an alternate in their place. In addition, members who have recurring absences will be contacted along with the appointing board member if the absences continue. TPO staff will meet to review the history of attendance, discuss potential causes and develop and implement a strategy aimed at improving attendance.

Vacancies:

In regards to vacancies on the TPO's committees/board, fewer vacancies were reported than the previous fiscal year. When vacancies occur on a board or committee, this information is posted on the River to Sea TPO's website and the corresponding city/county/elected official/agency is informed via email. Recruitment efforts will continue to be made at local events, through interaction with the board members that appoint committee representatives and through social media channels. While there were fewer vacancies than last fiscal year, they still were significant. TPO staff will meet to review the vacancies for each committee, and map out a strategy to fill the vacant seats.

Demographics:

Demographics of the committee/board members include a diverse representation of genders, races and disabilities. The TPO will continue to reach out to traditionally underserved populations to encourage participation on our committees through social media, events and word of mouth.

Public Comments:

Public comments at TPO meetings have decreased overall this past fiscal year. This could be due to less controversial items being discussed. This is generally beyond the control of the TPO; however, we will continue to provide time during each meeting to allow public comment and encourage people to provide input.

Meeting Attendees:

The number of attendees at TPO Board and committee meetings increased over the prior fiscal year. The number of attendees is not typically within the control of the TPO; we will continue to

send out notices to all citizens who have requested to be notified and post all meetings on the TPO's website and Facebook page.

Open Access to Plans and Documents

Public Records Requests:

In FY 18/19, two people requested access to the TPO's plans and documents in person. This is the same number as last year and is not something that the TPO can necessarily influence or increase. We continue to respond to requests in an efficient manner.

Requests for Information

Public Involvement Contact Logs:

Public Involvement Contact logs showed a 12% increase in the number of individual public contacts over the previous fiscal year. One-hundred percent (100%) of these public inquiries were responded to by the TPO staff.

TPO Master Database/Email Contact List

Number of Recipients on Master Contact Listing:

There was a slight increase of 2% over FY 17/18 in the number of people in the TPO's master database/email listing. The number of people that requested to be added to our email list has decreased slightly over the last two fiscal years.

Monitor Returned Mail:

Three pieces of mail were returned in FY 2018/19; this is one more than in FY 17/18. The TPO distributes agendas to more than 72 people monthly for a total of 720 per year; less than 1% are returned which is satisfactory.

Community Workshops

Attendance:

Two public meetings/hearings (not including regularly scheduled TPO Board and committee meetings) were held in FY 18/19; a slight decrease from three in FY 17/18.

The TPO held its annual planning retreat on the "Relationship between Transportation and the Local Economy"; 124 people attended. This is similar to the number of people who attended the prior year's retreat in FY 17/18. The retreat was held in coordination with the Daytona Regional Chamber of Commerce at Embry-Riddle Aeronautical University.

In addition, the TPO staff presented at 18 different workshops and meetings. This shows a decrease of 12% over the previous fiscal year most likely due to the fact that the Tell the TPO Survey was not underway this year.

Feedback and Participation:

Public comment cards are available at all TPO committee meetings. Nineteen (19) were received in FY 18/19. This is a 30% decrease over the prior year.

Media, News Releases and Articles

Number of News Articles and Level of Press Coverage:

A total of 80 news articles were published in FY 18/19. This is the same number as last year. In addition, five press releases were issued; slightly more than last fiscal year. This is above the expected amount which averages around 65 per year over the previous five years.

Printed Materials and Marketing Items

Brochures, Maps and Marketing Materials:

During FY 18/19, the TPO distributed 82 Long Range Transportation Plan (LRTP) Summary Brochures, 125 TPO Annual Reports, 200 Volusia County Bicycle Maps for the Experienced Cyclist, 402 Walk and Ride Safety DVDs, three-hundred and seventy-two (372) 3' Bicycle Law decals and 325 Tell the TPO Survey brochures. This is a decrease of 30% over the previous year for LRTP Summaries which is to be expected as we get further from the adoption date of the plan. For the Annual Report, the distribution stayed relatively the same as the previous fiscal year. In regards to the bicycle maps, there was a decrease in their distribution of 58%. This is due to a lack of maps that were available to distribute (this number is expected to increase next fiscal year with the publishing of the new TPO Bicycle Suitability Map). There was a 34% increase in the distribution of the Walk and Ride Safety DVDs and a slight decrease (7%) in 3' Bicycle Law decals.

TPO Website, Facebook Page and Twitter Page

Number of Website Visitors, Facebook Likes and Twitter Impressions:

In FY 18/19, there were a total of 10,074 visitors to the TPO website; of which, about one-third (3,031) were from a mobile device. There were 25 more Facebook "likes" in FY 18/19 than in FY 17/18; an increase of 13%. In addition, the TPO maintained and used a Twitter page for the Tell the TPO Survey and Federal Certification Review announcements which resulted in 42,165 Tweet "impressions" or the number of times users saw TPO posts.

Public Inquiries, Special Events and Miscellaneous Activities

Number of Special Events Involving TPO Staff:

The TPO participated in 42 community events in FY 18/19; a decrease of 9% from the prior fiscal year. This fiscal year, one focus of the community events was to reach out to college-age and elementary students. Ten of the events the TPO participated in were specifically geared towards these students. These events were held at Daytona State College, Bethune-Cookman University, Embry-Riddle Aeronautical University as well as seven different elementary schools.

Tell the TPO Survey Campaign:

The Tell the TPO Survey Campaign is undertaken every other year. It was last completed in FY 17/18; the next survey will kick off in early 2020.



FY 2018/19 Public Participation Evaluation Matrix

TPO Board, Advisory Committees and Staff					FY 2018/19 Evaluation
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
Scheduled Meetings	Monitor meeting attendance of members and alternates	80% participation by committee members	Include minimum standards for meeting attendance in the TPO Bylaws and provide attendance records to the TPO Board	Monthly	<p>Sign in sheets and roll call forms are kept for all meetings; attendance records are also kept for all TPO committee meetings which are then provided each month to the TPO Board and advisory committees for their information and review.</p> <p>The average annual (fiscal year) attendance rate* for the TPO Board and advisory committees for FY 18/19 was:</p> <ul style="list-style-type: none"> TPO Board – 79% TCC – 72% CAC – 67% BPAC – 60% TDLCB – 57% <p>* Percentage does not reflect vacant seats</p> <p>Low attendance rates for each of the committees were identified prior to the end of the fiscal year and actions are being taken to increase these rates in the new fiscal year.</p> <p>In FY 2018/19, all TPO Board and committee meetings, with the exception of two TDLCB meetings, obtained a quorum.</p>

ONGOING PUBLIC PARTICIPATION					FY 2018/19 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
<i>Scheduled Meetings (continued)</i>	Monitor demographic representation of committee members	When possible, fill available positions with citizens that represent varied demographic populations	Identify open positions and assist board members in recruiting public participants when requested	Monthly	<p>Committee members are appointed based on the location of their residence in accordance with the appointing members' jurisdiction; TPO Board members are made aware of vacancies as they occur through the inclusion of committee attendance records in each month's TPO Board agenda.</p> <p>Each of the TPO advisory committees and the TPO Board had the following average number of vacancies for FY 18/19:</p> <p>TPO Board – 0 out of 32 total seats TCC – 7 out of 25 total seats (28%) CAC – 9 out of 24 total seats (37%) BPAC – 10 out of 22 total seats (45%) TDLCB – 1 out of 17 total seats (5%) (alternate member vacancies 6 out of 17 total seats) (35%)</p> <p>An average breakdown of committee members' race, gender and disability for FY 18/19 was as follows:</p> <p>TPO Board: African American - 3; Hispanic - 0; Asian - 1; Male – 23; Female – 9; disabilities– 0 TCC: African American - 3; Hispanic - 1; Asian- 1; Male – 15; Female – 10; disabilities – 0 CAC: African American - 1; Hispanic - 0; Asian - 0; Male – 11; Female – 13; disabilities – 0 BPAC: African American - 0; Hispanic - 0; Asian - 0; Male – 13; Female – 9; disabilities – 3 TDLCB: African American - 2; Hispanic - 2; Asian - 0; Male – 5; Female – 12; disabilities– 4</p>

ONGOING PUBLIC PARTICIPATION					FY 2018/19 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
<i>Scheduled Meetings (continued)</i>	Document press and citizen attendance and comments at meetings	Provide opportunities for public comment at all meetings; record the attendance and participation of non-members	Encourage the participation of interested parties through public notices, advertising, "networking" and posting meeting notices on the website and Facebook	Monthly	<p>Sign in sheets are kept for all meetings; public comment/participation periods are provided at the beginning of all TPO meetings.</p> <p>The TPO holds a minimum of 56 regularly scheduled meeting each fiscal year. Each meeting provides a time set aside to hear public comments. All meetings are noticed a minimum of five business days prior to the meeting and posted on the TPO website and Facebook page as well as emailed out to committee members and interested parties, including the press and libraries for posting.</p> <p>The number of public comments received for each of the TPO committees in FY 18/19 was:</p> <p>TPO Board – 6 TCC – 0 CAC – 0 BPAC – 4 TDLCB – 1</p> <p>Opportunity for public comment is included on all meeting agendas.</p> <p>The number of attendees who were not committee members or TPO staff for each committee in FY 18/19 was:</p> <p>TPO Board – 160 TCC – 41 CAC – 32 BPAC – 70 TDLCB – 31</p> <p>Members of the press routinely attend the TPO Board meetings at an average of two per meeting. Meeting agendas and notices are sent to 13 various press contacts, including the local newspapers and radio broadcasters, as well as the local libraries for posting.</p>

ONGOING PUBLIC PARTICIPATION					FY 2018/19 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
<i>Open Access to Plans and Documents</i>	Monitor the daily public review of plans and reports maintained within the TPO offices	Ensure ample opportunity for press and public review of all records	<p>Promote/encourage review of TPO documents</p> <p>Post documents on website for convenient viewing/download</p> <p>Distribute electronic and/or printed copies of key documents to libraries</p> <p>Produce documents that are accessible to persons with disabilities</p>	Monthly	<p>During FY 2018/19, two people requested access to TPO plans or documents within the TPO offices. In addition, public contact logs which document record requests are kept by all TPO staff.</p> <p>Documents related to the Transportation Disadvantaged Local Coordinating Board (TDLCB) are provided in Microsoft Word format to the members in an effort to ensure accessibility by persons with disabilities; other documents and agendas in Word format are provided as requested.</p> <p>The TPO's website is currently undergoing an update to ensure its content is accessible to all people.</p> <p>The majority of the TPO's plans, studies and documents are provided on the TPO website at www.R2CTPO.org.</p>
<i>Requests for Information</i>	Number of calls, email, and other verbal and written inquiries	Respond to all requests by the public	Use public involvement contact logs to document information provided and actions taken	Monthly	The TPO received an estimated 161 requests for information from the TPO via phone, email or in person during FY 18/19.

ONGOING PUBLIC PARTICIPATION					FY 2018/19 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
<i>TPO Master Database/Email Contact List</i>	Number of recipients on master contact listing	Maintain 1,400+ interested parties in the Master Database/Email List	Identify interested parties during public events and workshops	Monthly	<p>The TPO's master email database contains contact information for 1,938 people and organizations; there is an option to request to be added to the email contact list on all sign in sheets provided at meetings.</p> <p>The number of people requesting to be added to our email contact list for each committee (through TPO sign in sheets) for FY 18/19 was as follows:</p> <p>TPO Board – 14 TCC – 5 CAC – 6 BPAC – 8 TDLCB – 8</p> <p>Additionally, requests to be added to our email contact list are occasionally made through the TPO's website and Facebook page.</p>
	Monitor returned mail	100% accuracy for mailings	Review and correct mailing list on a regular basis	Weekly	<p>Returned mail is routinely monitored and addresses are corrected as needed.</p> <p>In FY 2018/19, the TPO received three pieces of returned mail; the addresses were updated in the TPO's database and the mail resent.</p>

ONGOING PUBLIC PARTICIPATION					FY 2018/19 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
Community Workshops	Attendance	Expected attendance will vary - set goals for each event	Use advertising, public notice, flyers, invitations, website, Facebook and press releases Schedule at varying times and locations	As needed	Sign in sheets are kept for all community workshops and all meetings are listed on the TPO website and Facebook page; emails are sent to committee members as well as those who have indicated an interest in receiving notices. Two TPO public meetings/hearings were held in FY 2018/19 for the following: TDLCB Public Hearing and the Federal Certification Review Public meeting. Public outreach meetings are scheduled throughout Volusia and Flagler counties at various times for various projects. TDLCB meetings are held at Votran. The TPO also held its annual retreat at Embry-Riddle Aeronautical University (ERAU) in Daytona Beach which included participation from 124 TPO Board and committee members, elected officials, government staff, and members of the press, the public and consultants.
	Feedback and Participation	Encourage participants to provide written or verbal input	Use surveys, public comment forms, interactive exercises, games, etc. to increase participation	As needed	Public comment cards are filled out by those wishing to provide input and feedback at meetings and those cards are kept on file with the TPO. The TPO received a total of 19 public comment cards in FY 2018/19.

ONGOING PUBLIC PARTICIPATION					FY 2018/19 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
Media/News Releases and Articles	Number of news articles and level of press coverage	Strive for increased media coverage of TPO activities	Issue press releases and develop positive relationships with media representatives	Monthly	<p>A TPO scrapbook is kept by TPO staff which contains all TPO-related news articles, legal ads, press releases and press received; press releases were issued for various events and meetings including the annual TDLCB Public Hearing, Earth Day, TRAC Training, Mobility Week and the Public Participation Plan. Legal ads were issued for a number of requests for proposals (RFP) including the Information Technology RFP and the Federal Certification Review public meeting. Legal ads were also issued to notify the public that the following documents were available for public comment: a 2040 Long Range Transportation Plan amendment, the Transportation Improvement Program, Project Priority Lists and the Public Participation Plan update. Legal notices were also issued to notify the public of the Transportation Disadvantaged Local Coordinating Board meetings.</p> <p>For FY 2018/19, there were five press releases issued and 80 news articles collected referencing the TPO.</p> <p>Press releases are distributed to 33 various news media contacts including the local newspapers, magazines, and radio and news stations.</p>
Printed Materials and Marketing Items	A Citizen's Guide to the River to Sea TPO	Distribute to the TPO Master Database/ Email contact List and at community events	Identify interested recipients during public events and workshops and through the SCE process	Annually	The Citizen's Guide to the River to Sea TPO is scheduled to be updated in FY 2019/20.

ONGOING PUBLIC PARTICIPATION					FY 2018/19 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
	Long Range Transportation Plan (LRTP) Summaries	Distribute to new persons in the TPO Master Database/ Community Contact List and at community events	Identify interested recipients during public events and workshops and through the SCE process	Annually	Approximately eighty-two (82) 2040 LRTP Summaries were distributed at events the TPO attends. The 2045 LRTP will begin in FY 2019/20.
	Annual Report	Distribute to new persons in the TPO Master Database / Community Contact List and at community events	Identify interested recipients during public events and workshops and through the SCE process	Annually	The TPO's Annual Report was made available to board and committee members as well as Volusia and Flagler County libraries and distributed at relevant events. The report has also been posted on the TPO's website and 125 have been handed out to the public and TPO committee members.
	Volusia County Bicycle Map for the Experienced Cyclist	Distribute at community events and as requested	Identify interested recipients during public events and workshops and through the SCE process	Annually	In FY 2018/19, the TPO's Volusia County Bicycle Map for the Experienced Cyclist was distributed at community events as well as the local Chambers of Commerce and Visitors Bureaus. Approximately 200 maps were distributed. An update to the map is expected in summer 2019. The update will be a bicycle suitability map covering all of the TPO's planning area.
<i>TPO Website and Facebook page</i>	Number of website visitors and Facebook "likes"	Maintain a user-friendly, ADA compliant website and Facebook page	Issue press releases and increase links from other websites	Annually	The TPO website had 10,074 visitors with 3,031 accessing the site from a mobile device. The River to Sea TPO's Facebook page had 221 likes during FY 2018/19. Facebook posts are made multiple times per week and generally reach between 60 and 500 people with a number of posts reaching upwards of 2,000 people. Links to the River to Sea TPO website are also provided on the majority of the TPO member cities' and counties' websites. The TPO website is currently undergoing modifications to increase its accessibility for all people.

ONGOING PUBLIC PARTICIPATION					FY 2018/19 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
Project Specific Efforts	Document public involvement activities for special projects	Ensure the performance of public involvement efforts meets the goals established for the project	As established for each project	As needed	Public involvement efforts were documented for specific TPO activities such as meetings, workshops and special events. One such activity was the Federal Certification Review of the TPO. Facebook posts encouraging public input reached more than 600 people and Twitter posts reached 4,155 people. Email was sent to over 900 citizens, board and committee members, business owners, consultants, media and other interested parties to solicit their input.
Public Inquiries, Special Events and Miscellaneous Activities	Number of special events involving TPO staff	Attend community events as requested by the public and/or groups and organizations	Participate in various public events throughout Volusia and Flagler Counties where TPO activities can be discussed	As needed	<p>The TPO participated in 42 community outreach events during FY 2018/19. Some of these events included Port Orange Family Days, Mobility Week events, “Not So Noisy” Bike Week, Light Up Midtown Health Fair, VCARD Icebreaker, National Trails Day, elementary school summer helmet fittings and the Turnbull Bay Bridge Ribbon Cutting. It is estimated that the TPO reached 5,829 people through these community outreach events.</p> <p>In addition, staff representing the River to Sea TPO presented at 18 workshops and meetings throughout FY 2018/19 including the Daytona Beach Association of Realtors, Volusia County League of Women Voters, TEAM Volusia, Southwest Volusia Transportation Alliance, Florida Engineering Society, Central Florida Transportation Planners Group, Southeast Tourism Society Connections Conference, Volusia County and Flagler County Legislative Delegations; and the SR A1A Scenic & Historic Coastal Byway. During these meetings and workshops, an estimated 1,253 people were informed about the TPO and our purpose.</p>
	Tell the TPO Survey Campaign	Conduct a biannual transportation survey	Solicit public response to a transportation survey in order to identify trends	Every two years	The Tell the TPO Survey is a biannual endeavor. The next Survey is expected to begin in early 2020.

ONGOING PUBLIC PARTICIPATION					FY 2018/19 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
	Number of public inquiries logged (calls, email and website)	Respond to 100% of the public inquiries	Respond to 100% of the public inquiries	As needed	<p>A public involvement contact log is kept by each TPO staff member that contains the date of the contact, contact information, the nature of the contact and any action or follow-up taken in reference to that contact.</p> <p>234 individual public inquiries were logged for FY 2018/19. This is an increase of 12% over the prior fiscal year.</p> <p>100% of the public inquiries received were responded to by TPO staff.</p>