



FY 2018/2019 PUBLIC OUTREACH SUMMARY

**RIVER TO SEA TRANSPORTATION PLANNING ORGANIZATION
WWW.R2CTPO.ORG
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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	7/11/18	Katie Tripp	Email	Request meeting with Lois	Scheduled meeting
3	7/16/18	Pat Drago	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	7/16/18	Kathrena Regnier	Email	Request the TPO fill out a signature project survey	Forwarded to Lois
6	7/20/18	Debbie Fitzgerald	Email	Term limits of board members	Provided bylaws and answered q's
7	7/21/18	Tour de Palm Coast	In Person	Fit helmets and talk about TPO	Fit about 10 helmets
8	7/25/18	Santiago Summers	Email	Web services 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 Atkinson	In Person	Interested in volunteering with the TPO	Sent him to Stephan about bike pedestrian counts 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 Pres.	Spoke with about 8 people
13	8/29/8/30/8/31/09/4/18	Josh Shoemaker	Email	Schedule date to pick up Tell the TPO Survey Award	Scheduled for 09/10/18 between 9-10 a.m.
14	09/05/18	Laura Turner	Phone	Request to be on agenda for October for SR2C 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.

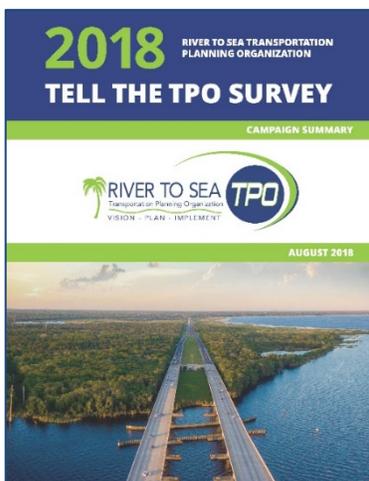
The River to Sea TPO produced the first countywide bicycling map for the experienced cyclist consisting of bicycle routes throughout Volusia County. This map was developed in cooperation with the Florida Bicycle Association, Florida Freewheelers Bicycle Club, Bike Florida, Inc. and local governments 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

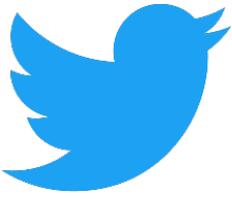
The River to Sea TPO has a website, www.r2ctpo.org, which showcases agendas, minutes, Title VI information, a calendar of events, plans, studies, documents, news and press releases, as well as information on the public outreach program. During the period from July 1, 2018 through June 30, 2019, there 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

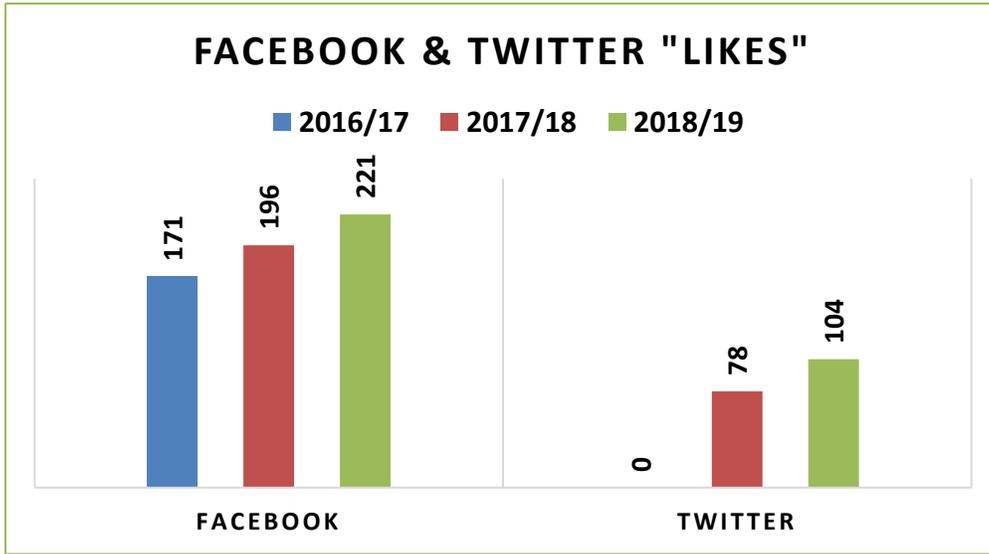


The River to Sea TPO published and maintained a Facebook page that was active during FY 2018/19. The TPO Facebook page had 221 "likes" and 149 "check-ins." This represents an increase of 13% over the prior year. At a minimum, posts were made on a bi-weekly basis and included meeting announcements and 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.

