

FY 2022/23

River to Sea TPO

Public Outreach Report



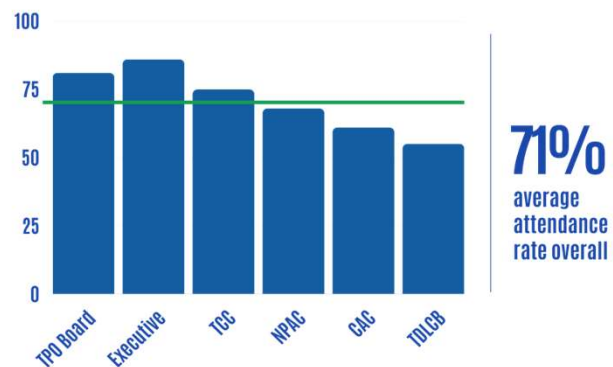
September 2023

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Committee/Board Meetings

- ▶ 80% attendance rate goal
 - ▶ Executive Committee: 86%
 - ▶ TPO Board: 81%
 - ▶ TCC: 75%
 - ▶ BPAC: 68%
 - ▶ CAC: 61%
 - ▶ TDLCB: 55%
- ▶ All meetings obtained a quorum

A LOOK AT OUR NUMBERS



ATTENDANCE RATE FOR TPO BOARD AND ADVISORY COMMITTEES

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Committee/Board Meetings

Vacancies

- ▶ TPO Board: 0%
- ▶ Exec Committee: 0%
- ▶ TDLCB: 0%
- ▶ TCC: 22%
- ▶ CAC: 24%
- ▶ BPAC: 25%

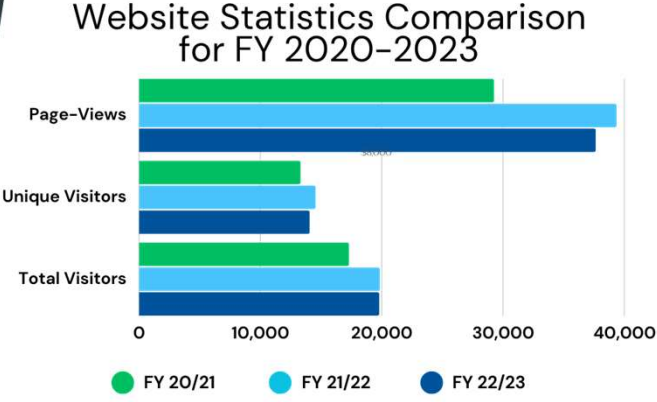
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TPO Website

- ▶ www.R2CTPO.org
- ▶ 19,751 visitors
 - ▶ 14,019 new users
- ▶ 37,583 page-views
- ▶ Most visited page: home page
- ▶ 2nd most visited page: Bicycle Suitability Maps (most downloaded item)
- ▶ 3rd most visited page: TPO Staff

Website Statistics Comparison for FY 2020-2023

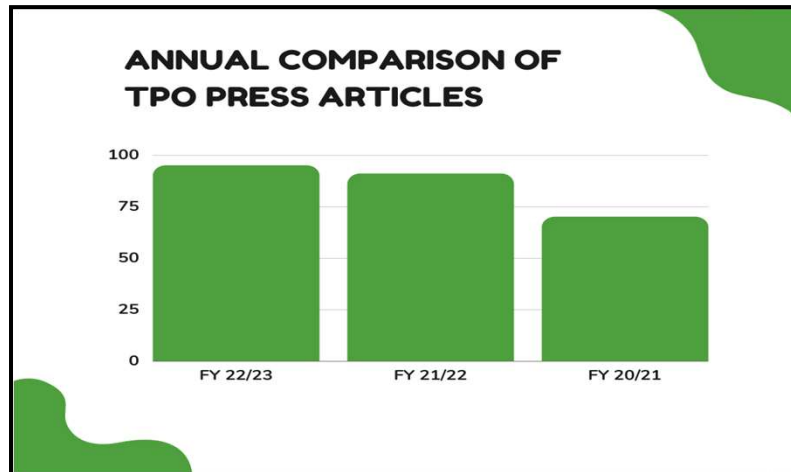


Category	FY 20/21	FY 21/22	FY 22/23
Page-Views	~28,000	~38,000	~38,000
Unique Visitors	~14,000	~15,000	~15,000
Total Visitors	~18,000	~20,000	~20,000

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Media, News Releases, Articles

TPO Scrapbook: 95 news articles/media mentions in FY 22/23

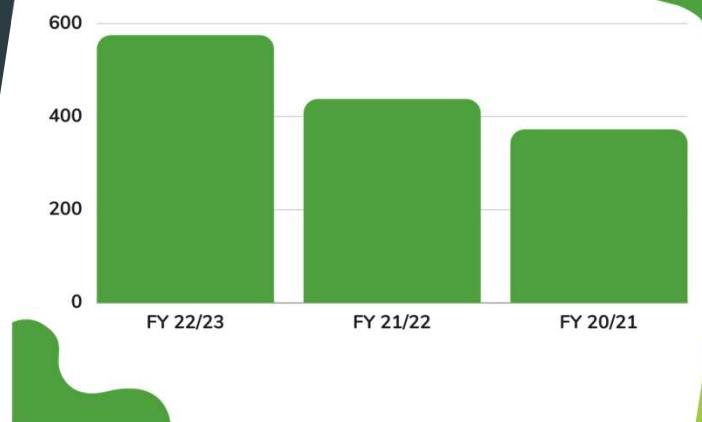


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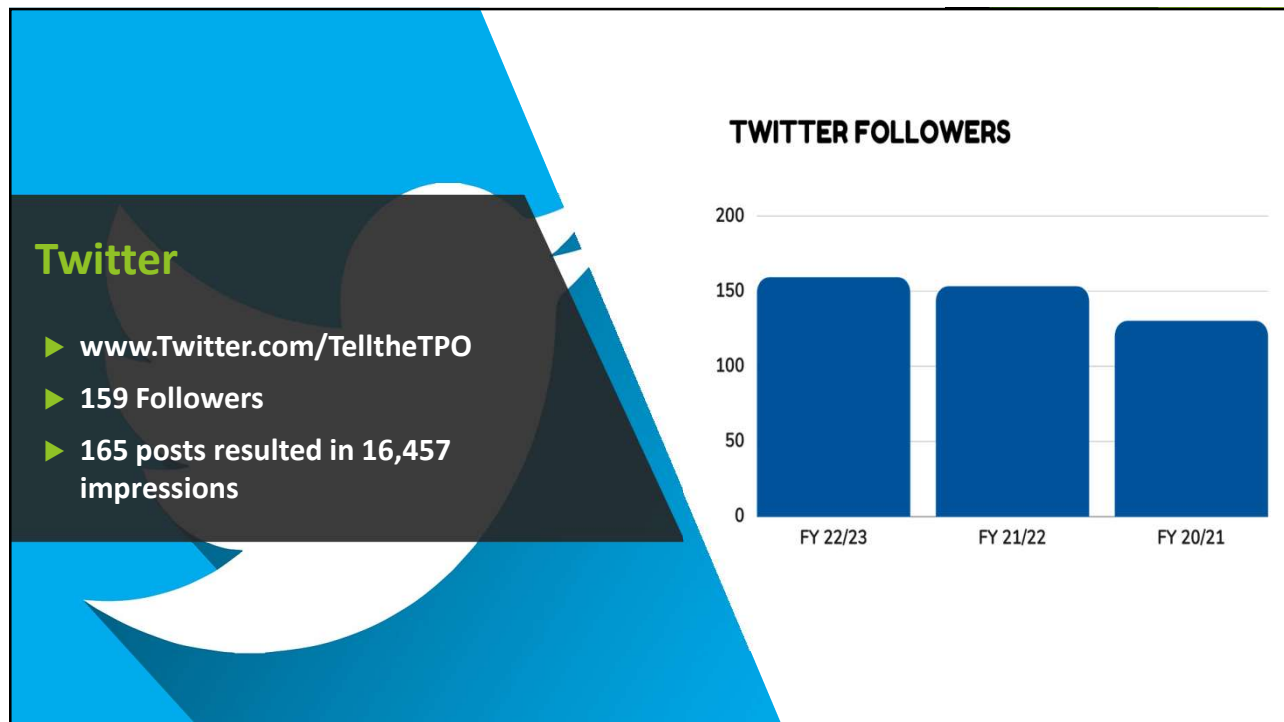
Facebook

- ▶ www.Facebook.com/RivertoSeaTPO
- ▶ 574 followers
- ▶ Individual posts reached between 60 to 5,152 people
- ▶ 175 posts reaching 22,182 people

FACEBOOK FOLLOWERS



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Constant Contact Newsletter

Transportation Talk

- ▶ TPO Transportation Talk
- ▶ Sent to an average of 675 individuals, cities, counties, and organizations
- ▶ Average Open Rate: 32-39% (the number of emails opened vs. the number sent)
 - ▶ Transportation-related industries' average open rate is 26.63%
- ▶ Covers a variety of topics including Florida Bike Month, bicycle/pedestrian safety tips, transportation-related news of interest, and TPO activities

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Outreach & Events



Thirty-one (31) Community Outreach Events in FY 22/23 (an increase of 29% over the prior fiscal year)

► Partnered with FDOT for:

- Mobility Week
- National Bicycle Month Kick-Off Press Conference
- Love to Ride Challenge
- Bunnell Health Fair
- Bicycle Lane Design Contest
- Flagler County Buck Slip

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Flagler County Buck Slip

- Partnered with FDOT for the design and development of a buck slip
- In all Flagler County Tax Registration Renewals
- Over 70,000 mailings over a one-year period



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FACT FAIRS

- ▶ Families & Communities Together (FACT)
- ▶ Promote bicycle/pedestrian/driver safety
- ▶ Provide information on Distracted Driving
 - ▶ DeLand High School
 - ▶ Campbell Middle School
 - ▶ Heritage Middle School
 - ▶ New Smyrna Beach High School

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TPO Open House & Toy Drive

- ▶ More than 110 toys and gift cards were collected and donated to the Department of Children & Families




ANNUAL TPO HOLIDAY OPEN HOUSE & TOY DRIVE

WEDNESDAY, DECEMBER 7, 2022
4:00 P.M. - 6:00 P.M.

Don't forget to bring a new, unwrapped gift for an infant, child, or teen to benefit the Department of Children and Families

LIGHT REFRESHMENTS WILL BE SERVED

RIVER TO SEA TPO CONFERENCE ROOM
2570 W. INTERNATIONAL SPEEDWAY BLVD.
SUITE 100
DAYTONA BEACH, FL 32114

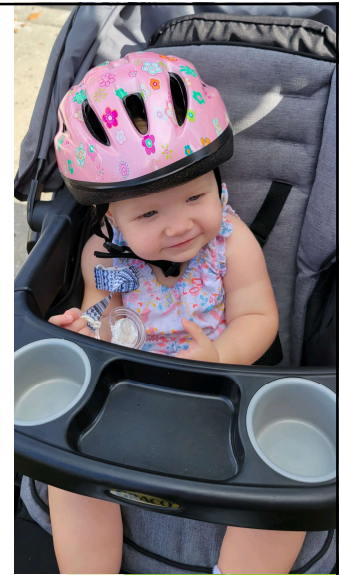
RSVP to
PBLANKENSHIP@R2CTPO.ORG

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

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Port Orange Family Days

- Focused on educating people about bicycle and pedestrian safety
- Fit and donated 267 bicycle helmets



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Flagler County Helmet Fittings

- 21st Century Community Learning Camp (CLCC): 117 helmets
- Flagler County Summer Camp: 125 helmets
- Vincent's Clubhouse: 12 helmets



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White Cane & Pedestrian Safety Awareness Day

- ▶ Proclamation by the City of Daytona Beach on October 28, 2022
- ▶ TPO staffed a table with safety information
- ▶ Walk blindfolded across an intersection



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Health Fairs & Summits

- ▶ Department of Health Family Fun Fair – Deltona – partnered with reThink Your Commute
- ▶ Bunnell Health Fair – partnered with FDOT
- ▶ One Voice Volusia Health & Human Services Summit



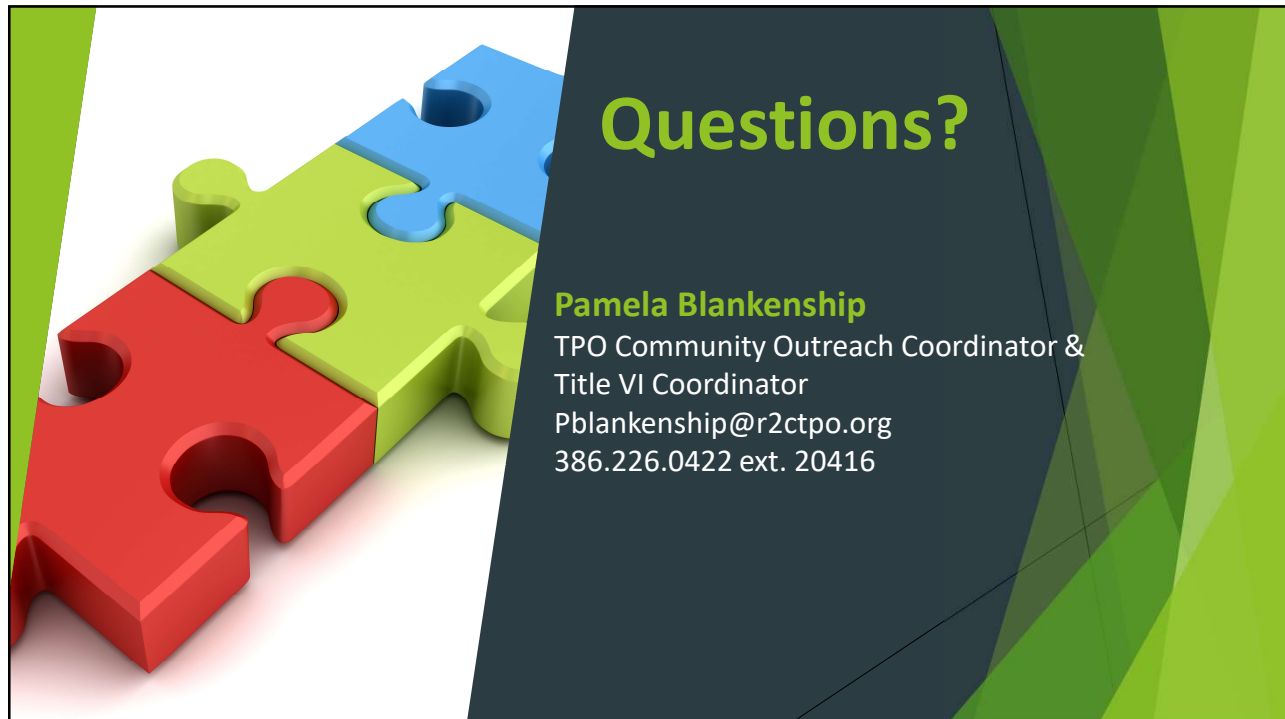
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What's Next?

- ▶ Safe Streets and Roads for All Grant – Comprehensive Safety Action Plan Development
 - ▶ Target Zero
- ▶ College Pilot Project for Distracted Driving with FDOT
- ▶ Partnership with Homeless Shelters – bicycle/pedestrian safety
- ▶ Library Partnerships for helmets
 - ▶ Deltona Library
 - ▶ DeBary Library
 - ▶ John H Dickerson Library
 - ▶ Hope Place Library

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Questions?

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