FY 2017/18
River to Sea TPO
Public Outreach Overview

September 2018
Social Media Outreach

Facebook

“Likes” & Followers
Facebook.com/RivertoSeaTPO

Twitter

Followers
@TelltheTPO

Social Media
Public Contacts

Master Database: 1,925 people
Email Contact List: 1,655 people

TPO Staff
Public Involvement Contact Logs
201 Individual Public Contacts
Public Meetings/Hearings

Public meetings/hearings held:

- TDLCB Annual Public Hearing
- Three SR 44 @ Mission Rd/Wallace Ave/Canal St Alternative Intersection Analysis Design Study Meetings
- FY 2018/19 - 2022/23 Transportation Improvement Program
- FY 2018/19 and 2019/20 Unified Planning Work Program
- 2018 Transportation Priority Project Lists
Community Presentations

- DeLand Rotary Club
- Rotary Club of Daytona Beach
- Daytona Beach Economic Development Board
- Flagler County Chamber of Commerce
- One Voice for Volusia
- Volusia County & Flagler County Legislative Delegations
- Florida Scenic Highways Program Statewide Meeting
- Deltona City Commission

22 Business Presentations
Distribution of Materials

adiens Volusia County Bicycle Map for the Experienced Cyclist - 485

_paid Walk & Ride DVD - 300

_Bicycle Safety 3’ Car Decals - 400

_promotional items - blinking lights, pens, reflective backpacks, med kits

_paid FY 2016/17 TPO Annual Report - 450
Outreach & Events

Summer School Helmet Fittings:
- Pine Trail Elementary School – Ormond Beach
- Flagler County Summer School Program
- Spirit Elementary School – Deltona
- Port Orange Elementary School
- Osteen Elementary School
Outreach & Events

Port Orange Family Days - 196 bicycle helmets
Outreach & Events

977

Bicycle Helmets Properly Fit & Donated to Adults and Children
Outreach & Events

White Cane & Pedestrian Safety Day

TPO Annual Holiday Toy Drive & Open House

77 Toys Donated
Outreach and Events

Bethune-Cookman University
Equitable Development Conference

Dale Street SUN Trail Ribbon Cutting
Edgewater
2018 Tell the TPO Survey

- 2,176 Survey Responses
- 107 Facebook Posts - reaching 2,201 people
- 43 Twitter Tweets - reaching 35,212 people
- 13 News Media Articles
- 2 Television Interviews
- 2 Radio Interviews
- 11 Public Events
- 155 Companies/Organizations promoted the Survey

62,363 People reached throughout Volusia & Flagler Counties
LOOKING FORWARD TO FY 2018/19

- Reaching out to the “Younger Crowd”
  - TRAC Program
  - Not So Noisy Bike Week
  - Summer School Helmet Fittings
- Increase Media Coverage
- Continued Outreach to Traditionally Underserved Communities
  - Light Up MidTown
  - MidTown HEAT
  - Partnering with the Volusia County Health Dept.
  - Community Safety Action Plan (CSAP)
- 2045 Long Range Transportation Plan Public Outreach