

RIVER TO SEA TPO FY 2019/2020 PUBLIC OUTREACH SUMMARY



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



Table of Contents

Introduction	2
Impacts of COVID-19 Restrictions on Public Outreach	2
Public Meetings, Hearings and Contacts	4
Scheduled Meetings	4
Attendance Rates	4
Vacancies	5
Demographics	5
Public Comments	5
Meeting Attendees	5
Public Records Requests	6
Public Involvement Contact Logs	6
TPO Master Database/Email Contact List	6
TPO Returned Mail	6
Staff Presentations and Contacts	6
Media, News Releases and Articles	7
Printed Materials and Marketing Items	7
Social Media	9
Facebook	9
Twitter	10
Next-Door Page	10
Special Events and Community Activities	10
Connect 2045 Events and Activities	15
2020 Tell the TPO Survey	16

Introduction

The River to Sea TPO's Public Outreach Summary outlines the public engagement activities that were undertaken during fiscal year (FY) 2019/20. This document shows the comprehensive public outreach approach the TPO utilized to reach out to and solicit input from residents, visitors and local governments within our metropolitan planning area (MPA). In today's world, with its ever-changing technology and busy schedules, people are not always available or able to attend traditional meetings. In addition, due to the COVID-19 pandemic, much of the TPO's traditional public outreach had to be reconsidered during the second half of the fiscal year. Notable in this year's report is the continued expansion of social media technology and virtual meeting interactions, as well as communication through print and marketing materials. This Public Outreach Summary is required by the TPO's Public Participation Plan (PPP). The summary provides an overview of the public outreach activities the TPO utilized throughout the fiscal year. 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.

Impacts of COVID-19 Restrictions on Public Outreach

During the second half of FY 2019/20, the COVID-19 pandemic directly impacted the events identified as part of the TPO's public outreach plans. Although social media efforts were already included as a strategy for engaging the public, restrictions placed on public gatherings and face-to-face meetings required a re-evaluation of outreach efforts to ensure continued communication between the TPO and the public. The TPO's public outreach plan was shifted from traditional, event-based activities to virtual platforms and partnerships with local police departments and agencies were leveraged to ensure safety awareness programs were continued. This was particularly important as biking and walking activities among the public increased.

The effects of COVID-19 began to be felt in March 2020 when the state went into lockdown. On March 20, 2020, the Governor of Florida issued Executive Order 20-69 allowing the TPO to conduct official business and hold meetings virtually while suspending the requirement that a quorum must be physically present. At that time, all in-person TPO committee and board

meetings immediately switched to the GoToMeeting virtual platform. A total of 32 virtual committee, subcommittee and board meetings were held between March and June, the end of the fiscal year. As a result of the change to meeting virtually, committee member absences decreased by approximately 10% and general attendance increased slightly (7%). Feedback among committee members has been positive and, although many members have expressed interest in returning to in-person meetings, requests have also been received to continue offering a virtual meeting option to support expanded participation by the public.

In order to accommodate the shift to a virtual platform, it was necessary to amend two public involvement documents that guide the TPO public outreach process and the development of the Long Range Transportation Plan; the Public Participation Plan (PPP) and the Connect 2045 Public Involvement Plan (PIP). The PPP was amended on June 24, 2020 to add language that supports the use of virtual meeting platforms for meetings. The Connect 2045 PIP was amended on May 27, 2020 to incorporate virtual technology as part of the public outreach activities. In-person meetings and workshops were changed to webinars which could be viewed in real-time and after the fact, thus, enabling people to become involved based on their own schedules.

The TPO was also promoting participation of the 2020 Tell the TPO survey when public gatherings were suspended. This survey is a key effort in informing the public about current transportation trends and issues in addition to collecting public input on these topical issues. To ensure we reached a broad audience, the TPO instituted a robust social media campaign that included Facebook advertisements running throughout the survey. The TPO partnered with more than 150 agencies and stakeholders, including schools and universities in an effort to reach out to a comprehensive demographic of people.

Despite the quick pivot to virtual technology, many events were cancelled. A total of nine events the TPO was scheduled to participate in or hold were cancelled, including the TPO Annual Retreat, National Trails Day, Oak Hill Community Festival and three summer school helmet fittings.

To counter the potential decrease in public outreach, the TPO switched its focus from in-person events to look at alternative ways to reach the public and spread the message of safety. The TPO purchased 150 bicycle light sets and 250 pedestrian lights for distribution to the community. The TPO partnered with the Volusia County Sheriff's Department, Flagler County Sheriff's Department, Daytona Beach Police Department and Votran and provided the lights for these agencies to distribute to bicycle and pedestrians at night throughout Volusia and Flagler Counties.

In addition to the distribution of safety items, the TPO greatly increased its social media presence and outreach. Two advertisements were run; one Facebook advertisement designed to point people to the TPO's website and one advertisement placed on Flagler Live, www.FlaglerLive.com, a web-based news resource covering Volusia and Flagler Counties, which invited people to provide their input on Connect 2045, the TPO's Long Range Transportation Plan. The Facebook advertisement reached 13,785 people with 1,890 link clicks to the TPO's website. The Flagler Live

advertisement generated over 1.5 million gross impressions (the number of times people saw the advertisement) and 351 link clicks to the Connect 2045 website. Numerous emails were sent to the TPO's committees, board, stakeholders and public to provide updates on TPO business practices including ways to contact staff, office hours, meetings, events and the measures put into place to protect the health and well-being of those we work with and come into contact with. The TPO's website homepage was updated to include the changes that occurred due to COVID-19. Also added to the homepage was virtual meeting information and clear, concise instructions on how to access those meetings.

Public Meetings, Hearings and Contacts

Scheduled Meetings

The River to Sea TPO holds more than 50 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 and public comment periods that were held throughout FY 2019/20.

TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB) PUBLIC HEARING: The TDLCB held its annual Transportation Disadvantaged public hearing following the TDLCB meeting on November 13, 2019 to solicit public comments. One public comment was received.

2040 LONG RANGE TRANSPORTATION PLAN AMENDMENT; FY 2020/21 TO 2024/25 TRANSPORTATION IMPROVEMENT PROGRAM (TIP); 2020 TRANSPORTATION PRIORITY PROJECT LISTS; FY 2020/21 AND 2021/22 UNIFIED PLANNING WORK PROGRAM (UPWP); AND PUBLIC PARTICIPATION PLAN (PPP): While all River to Sea TPO meetings are open to the public and time for public comments are scheduled, the TPO formally announced through legal advertisements the availability of the following five documents for public review and comment: a 2040 Long Range Transportation Plan amendment; the FY 2020/21 to 2024/25 Transportation Improvement Program (TIP), the 2020 Transportation Priority Project Lists; the 2020/21 and 2021/22 Unified Planning Work Program (UPWP); and the Public Participation Plan (PPP). A number of comments were received for each document and each of the comments was addressed.

Attendance Rates

Attendance rates remained steady among all of the TPO's committees and board when compared to the previous fiscal year (2018/19); however, all fell below the minimum 80% attendance rate with the exception of the TDLCB. Committee attendance records were also included in each TPO Board agenda as information items for the board members. To address the low attendance rate, the TPO staff met and decided to implement the following measures to increase attendance:

- Members continued to be reminded of the importance of their participation;
- When members were unable to attend a meeting, TPO staff asked that they send an alternate in their place; and

- Members who had recurring absences were contacted in accordance with TPO Bylaws, along with the appointing board member if the absences continued.

In the upcoming fiscal year, TPO staff will continue the steps it is currently taken and will also meet again to discuss new, more effective ways to encourage attendance at the meetings and the steps to take when absences are recurring.

Vacancies

A similar number of vacancies were reported as compared to the previous fiscal year; however, they are still significant. In regards to the committees, appointing TPO Board members and/or city clerks were notified of vacancies on the committees. In addition, for the TDLCB, meeting notices were developed which highlighted speakers and topics for each meeting and encouraged participation. A membership application for the TDLCB was developed and included in each agenda as well as posted on the TPO website. When vacancies occur on a board or committee, TPO staff will continue to:

- Post the vacancies on the TPO's website (www.r2ctpo.org);
- Inform the corresponding city/county/elected official/agency via email; and
- 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.

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 increased about 35% this past fiscal year from 11 comments to 17; however, fewer public comment cards were filled out at meetings than in the previous fiscal year. These numbers are generally beyond the control of the TPO; however, we will continue to provide time during each meeting to allow public comment, encourage citizens to provide input and continue to be open and welcoming to everyone.

Meeting Attendees

The number of attendees at TPO Board and committee meetings decreased overall about 10% over the prior fiscal year. The number of attendees at TPO meetings is not typically within the control of the TPO; however, 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 2019/20, there were no requests for access to the TPO's plans and documents in person. This is two requests less than last fiscal year and is not something that the TPO can necessarily influence or increase. We will remain ready to respond to requests in an efficient and timely manner in accordance with state law.

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 923 individual public involvement contacts recorded in FY 2019/20. This was a 74% 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	7/1/19	Hiedi Alvarez	Email	Schedule meeting for TRAC Program	Scheduled time to meet on 07/08/19 to discuss TRAC
2	7/2/19	Camira Harrison	Email	Requested TPO Board recording and Priority List	Sent the recording link and priority list for 2019
3	8/10/19	Orange City State Park Operator	In person	State Park Opening helmet fitting	Fitted and donated 52 helmets - failed to about 75 people
4	8/20/19	VC Environmental Services	Phone	Requested 100 blue maps	Provided 100 maps for department
5	8/20/19	Linda Kant	Phone	Ask TPO to attend Debary Safety Fair	Agreed to attend safety fair on September 20, 2019
6	8/21/19	McKenzie Bennett	Email	Requested to know who public involvement coordinator is	Directed her back
7	9/10/19	Joe Fontabelli	Phone	Requested spreadsheet info for SWOC Loop Meeting	Sent him email addresses
8	9/28/19	Phil Travel Country Outfitters	Phone	Requested Blue Maps to give away	Mailed 20 blue maps
9	10/24/19	Andre	Phone	Request info on Water Authority	Directed him to Volusia County website
10	10/24/19	East CST Meeting	In person	Informed the group about Mobility Week events	~ 18 people
11	01/28/19	Port Orange Family Days	In Person	Fit 205 helmets	Spoke with ~ 80 people about the TPO
12	09/20/16	Debary Safety Fair	In Person	Had a table at the event	Spoke with ~ 45 people on the TPO

TPO Master Database/Email Contact List

The River to Sea TPO has a master email database which contains contact information (email addresses) for 2,125 people and organizations. There was an increase of 10% over FY 2018/19 in the number of people in the TPO's master email database. The TPO also maintains a master mailing database which contains 1,575 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 remained steady over the last fiscal year.

TPO Returned Mail

There was no returned mail in FY 2019/20; this is three less than in FY 2018/19. The TPO distributes paper agendas to 39 people on a monthly basis, or a total of 390 per year; none of which have been returned which is satisfactory.

Staff Presentations and Contacts

In FY 2019/20, the TPO staff presented at 27 different workshops and meetings. This shows an increase of 66% over the previous fiscal year, of which many can be attributed to the launch of Connect 2045, the TPO's Long Range Transportation Plan (LRTP). Some of the workshops and meetings the TPO presented at included: Volusia County and Flagler County Legislative Delegations, Big John Radio Show, Holly Hill City Commission, Ormond Beach Chamber of Commerce, the Daytona Beach Rotary Club, New Smyrna Beach Rotary Club, Downtown DeLand Rotary Club and the Palm Coast Rotary Club.

Media, News Releases and Articles

A total of 69 news articles were published in FY 2019/20. This is slightly less than last fiscal year; however, it is consistent with the expected number which averages about 65 per year over the previous five years. In addition, eight press releases were issued; 37% more than last fiscal year.

Printed Materials and Marketing Items

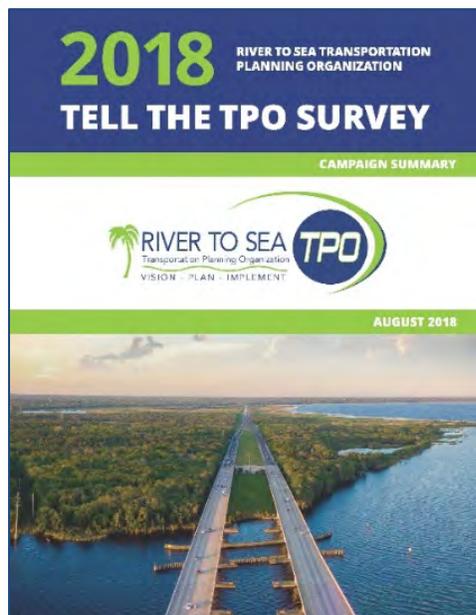
During FY 2019/20, the TPO distributed forty-two (42) 2040 Long Range Transportation Plan (LRTP) Summary Brochures and 150 TPO Annual Reports. These documents are typically sent to the Volusia and Flagler County Public Libraries as well as to each local government and distributed at events. In regards to the 2040 LRTP Summaries, this is a decrease of 48% over the previous year which is to be expected as we get further from the original adoption date of the plan. For the Annual Report, the distribution was slightly higher than 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 underwent an update in FY 2019/20 and was renamed the River to Sea TPO 2019 Bicycle Suitability Map. It included the entire TPO planning area; Volusia and parts of Flagler 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 is also available on the TPO's website www.R2CTPO.org. The map is handed out at events that the TPO participates in and is also available through direct request. Approximately 220 bicycle maps were distributed in FY 2019/20; an increase of about 10% over the prior fiscal year.

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. One hundred seventy-five (175) Walk and Ride Safety DVDs were distributed last fiscal year which is a decrease of 75% over the prior year. This is due to the cancellation of three elementary school bicycle helmet fittings and multiple community events because of COVID-19.



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 385 bicycle safety car decals in FY 2019/20. This is a slight increase (3%) over the previous fiscal year.

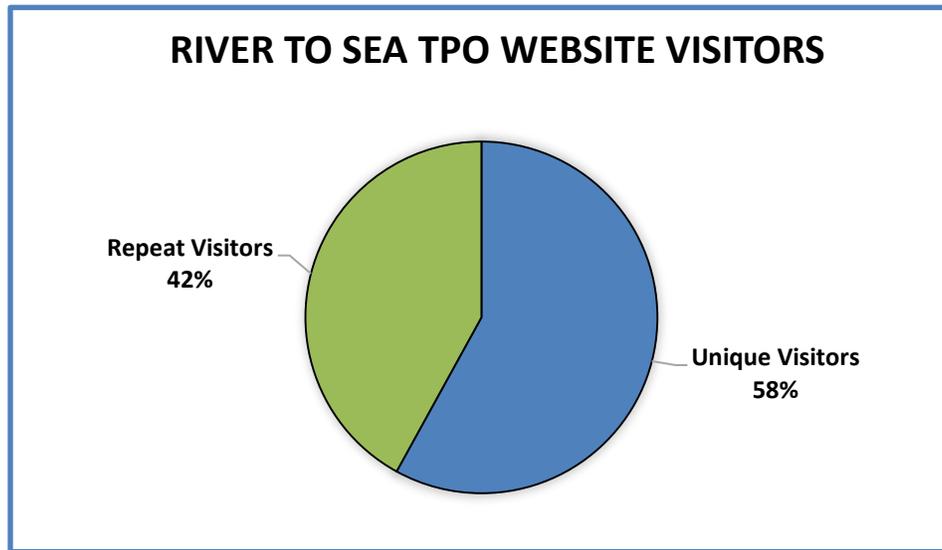


The River to Sea TPO's Tell the TPO Survey brochure outlines the results of the 2018 survey campaign. Eighty-seven (87) Survey brochures were distributed in FY 2019/20, a marked decrease over FY 2018/19. This is due to the fact that the 2020 Tell the TPO Survey launched during fiscal year 19/20 and the distribution of these brochures varies based on when the last 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 2020 Tell the TPO Survey Campaign Summary Brochure will be distributed in the summer of 2020.

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 2019/20 River to Sea TPO scrapbook, there were a total of 69 newspaper articles/media mentions published mentioning the River to Sea TPO and 17 legal ads/press releases issued. This is a slight decrease over FY 2018/19. These media mentions continue to be positive for the TPO. The TPO will look to maintain or increase 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, 2019 through June 30, 2020, there were a total of 11,025 visitors to the River to Sea TPO website; an estimated 10% increase over the previous fiscal year. There were 6,405 unique visitors to the website; a decrease of 39% over FY 2018/19. The River to Sea TPO's 2019 Bicycle Suitability Map continues to be the most accessed webpage.

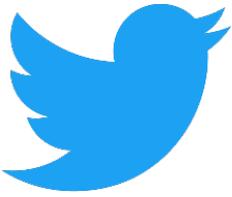


In addition, Connect 2045, the TPO's Long Range Transportation Plan (LRTP), maintained its own dedicated website, www.R2CTPOConnect2045.com. There were 1,042 users of this website during FY 19/20 with 98% of them being new users.

Facebook

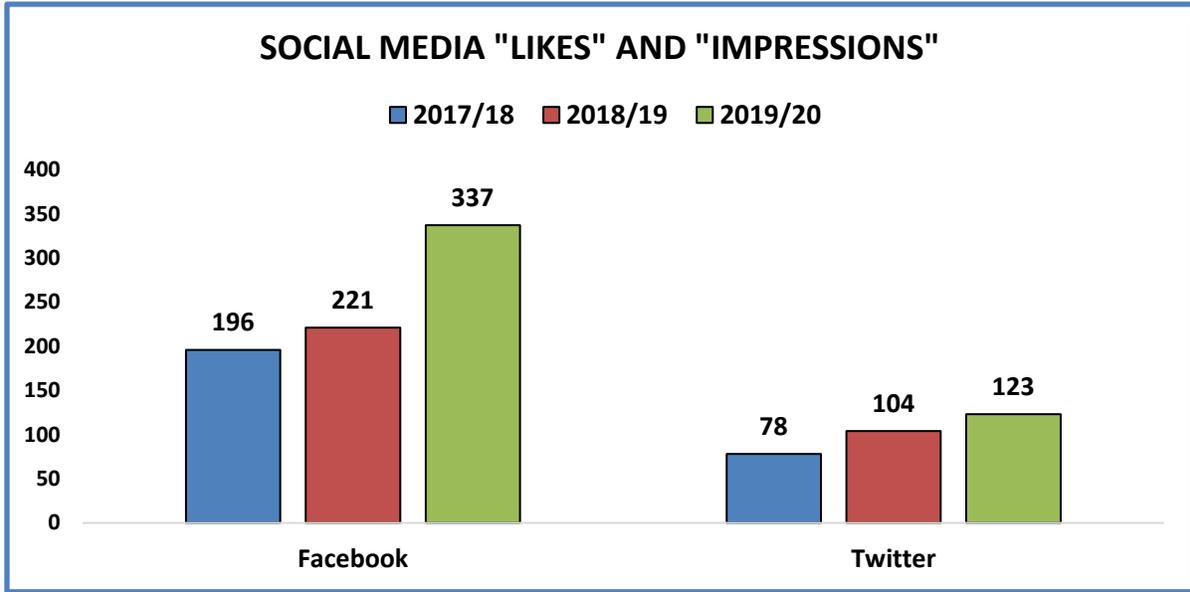


The River to Sea TPO published and maintained a Facebook page that was active during FY 2019/20. The TPO Facebook page had 337 "likes" and 174 "check-ins." This represents a marked increase of 34% over the prior year and a steady increase over the past three fiscal years. At a minimum, posts were made on a bi-weekly basis and included meeting announcements and news of interest to the fan base. Facebook was also used to promote the Tell the TPO Survey and Connect 2045. Some individual posts reached upwards of 4,700 people. The majority of posts reached between 60 and 3,000 people. Facebook advertisements were run throughout the 2020 Tell the TPO Survey campaign reaching just over 13,290 people.



Twitter

During FY 2019/20, the TPO utilized its Twitter account, @TelltheTPO, to get the word out about the Tell the TPO Survey and Connect 2045. The TPO’s Twitter page has 123 followers and announcements for the Tell the TPO Survey and Connect 2045 resulted in 24,732 Tweet “impressions” or the number of times users saw TPO posts. There was an increase of 15% in the number of followers on Twitter; a steady increase over the previous three fiscal years.



Next-Door Page

The TPO managed a Next-Door webpage during FY 2019/20 that was used to promote the Tell the TPO Survey and Connect 2045 events and activities. Next-Door is a platform that allows neighbors to connect to local business. The webpage, www.nextdoor.com/pages/river-to-sea-tpo/, is visible to 752 neighbors in the Daytona Beach area.

Special Events and Community Activities

The TPO participated in 30 community events during the fiscal year; a decrease of 35% from the prior fiscal year. During the latter half of the fiscal year, COVID-19 played a profound role in the decrease in events the TPO participated in; a total of nine events were cancelled. In addition, the cancellation of six additional events the TPO normally participates in such as Not So Noisy Bike Week and the Light Up Midtown Health Fair contributed to the overall decrease in outreach. The following are some of the events the TPO participated in during FY 2019/20.

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 hundreds of children in Volusia and Flagler County schools.



During the 2019/20 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 9, 2019: Pride Elementary School – 46 helmets fitted

July 18, 2019: Spruce Creek Elementary School – 48 helmets fitted

The school helmet fittings for summer 2020 were cancelled due to COVID-19. TPO staff is investigating additional ways to provide bicycle and pedestrian safety presentations to students that conform to social distancing requirements.

ORANGE CITY SKATE PARK OPENING AND HELMET FITTING

On August 10, 2019, the River to Sea TPO staff attended, fit and donated helmets and staffed a display booth at the ribbon cutting for Orange City's Colin's Dream Skate Park. The event began with a run/walk/skate to the park. Fifty-two (52) helmets were fitted for children and adults and safety merchandise and literature were handed out.



DEBARY WELLNESS AND SAFETY FAIR

On September 20, 2019, the TPO participated in the city of DeBary's Wellness and Safety Fair. More than 20 vendors, including the River to Sea TPO participated in this event. The TPO provided safety information and promotional items and informed the attendees about the role of the TPO in the community.



PORT ORANGE FAMILY DAYS

Port Orange Family Days is an area-wide community event that draws close to 65,000 people over three days. The River to Sea TPO participated in this event on September 28, 2019; approximately 203 helmets were properly fitted and donated during this event to adults and children 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 2, 2019 at Indian River Elementary School and Orange City Elementary 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.



VCARD ICEBREAKER

On October 23, 2019, the River to Sea TPO staff attended and manned a display booth at the VCARD Icebreaker in Daytona Beach. The booth display showcased information on Connect 2045, the TPO's Long Range Transportation Plan.



MULTIMODAL MOBILITY AND SAFETY ASSESSMENT

The TPO staff participated in this bicycle, pedestrian and transit safety assessment in partnership with FDOT, Volusia County, Daytona Beach and Votran. The assessment took place on US 1, from US 92 to Mason Avenue and from US 1 to Halifax Drive in Daytona Beach.

MOBILITY WEEK EVENTS

This week-long event, held from October 25 to November 1, 2019, 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 three events. These included:

WHITE CANE AND PEDESTRIAN AWARENESS EVENT

On October 29, 2019, the TPO participated in the White Cane and Pedestrian Awareness event. This event included participation in a 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 Wilder Road and US Highway 1 in Daytona Beach.



PALM COAST COMMUNITY CENTER PRESENTATION AND HELMET FITTING

The TPO gave a presentation on the role of the TPO in the community and bicycle safety. In addition, TPO staff fitted and donated bicycle helmets.

HALIFAX ART FESTIVAL HELMET FITTING

The TPO, in partnership with Votran and the Florida Department of Transportation (FDOT), set up a booth at this event and fit and donated 93 bicycle helmets, as well as handing out numerous safety promotional items and literature. This annual event attracts approximately 45,000 visitors each year.





ANNUAL TPO TOY DRIVE AND YEAR END CELEBRATION OPEN HOUSE

During the month of December, the TPO held its annual toy drive for the Children’s Home Society of Flagler and Volusia. The toy drive concluded with a Year End Open House held by the TPO on December 13, 2019; more than 35 people attended and provided toys and donations during the open house. Upwards of 98 toys were donated as a result of this outreach.

FOOD BRINGS HOPE HELMET FITTING

On January 21, 2019 the TPO partnered with Food Brings Hope to fit and donate bicycle helmets to students at Turie T. Small Elementary School in Daytona Beach.

TRANSPORTATION DISADVANTAGED (TD) LEGISLATIVE AWARENESS DAY

On February 11, 2020, 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.



OPERATION VISION ZERO PRESS CONFERENCE AND HIGH VISIBILITY ENFORCEMENT INITIATIVE

On February 28, 2020, FDOT held an Operation Vision Zero press conference to kick off a high visibility enforcement education and enforcement pedestrian and bicycle safety campaign on high crash corridors. This campaign was aimed at reducing serious and fatal injury crashes involving bicyclists and pedestrians. Agencies that participated in the enforcement campaign included the Volusia County Sheriff’s Office, Daytona Beach Police Department and Port Orange Police Department.

Connect 2045 Events and Activities

CONNECT 2045, YOUR COMMUNITY LONG RANGE TRANSPORTATION PLAN

One of the foremost focuses in FY 2019/20 was community outreach for Connect 2045, the TPO's 2045 Long Range Transportation Plan. A robust public involvement plan was developed which included the following tools:

CONNECT 2045 SURVEY

One of the ways the TPO solicited information and input from the public was through the use of a survey. The survey was both an education and outreach tool and was used to gain insight into the public's thoughts on transportation options and desired goals. The survey was available in both online and hard copy versions and English and Spanish languages. More than 500 people completed the survey and these results were used to inform LRTP development as well as to serve as a baseline to understand the changing needs of the region.

CONNECT 2045 FOCUS GROUP WORKSHOPS

Five (5) focus group workshops were held in January 2020 to discuss the roles that technology, resiliency and funding play in the development of our transportation system. Thirty-nine (39) people attended these workshops which were held in east and west Volusia County and Flagler County.



CONNECT 2045 NEEDS ASSESSMENT WORKSHOPS

Three (3) needs assessment workshops were held in March 2020 to solicit public comments on the Long Range Transportation Plan. Thirty (30) people attended the workshops held in Volusia and Flagler Counties.

CONNECT 2045 PRELIMINARY COST FEASIBLE PLAN WEBINARS

Two (2) webinars were held on May 26, 2020 to solicit public input on the 2045 LRTP preliminary cost feasible plan. These meetings were held virtually due to COVID-19 meeting restrictions in place at the time. Forty-four (44) people attended the two webinars.



CONNECT 2045 COMMUNITY OUTREACH PRESENTATIONS

Ten (10) presentations were given to community groups throughout Volusia and Flagler Counties between February and May 2020. These included both in-person and virtual presentations. Some of these groups included the Ormond Beach Chamber of

Commerce, Big John’s Radio Show, Daytona Beach Rotary Club, Palm Coast Rotary Club and The Chamber’s Eggs & Issues Breakfast. These presentations reached more than 440 people.

2020 Tell the TPO Survey

The River to Sea TPO kicked off its bi-annual Tell the TPO Survey Campaign on March 31, 2020; the campaign ran through June 7, 2020. The goals of the survey included increasing awareness and branding of the TPO; building the TPO’s database of interested residents, businesses and visitors; building partnerships with other agencies, civic organizations, and the business community; engaging the public in thinking about transportation planning issues; obtaining information about public opinion on “hot button” transportation issues and desires related to mobility options; and comparing results of the 2020 survey to prior years’ surveys.

Due to the COVID-19 restrictions on face-to-face interactions and social distancing requirements, it was necessary to pivot previously planned public outreach for the survey. In response to events being cancelled, a robust social media campaign was implemented including Facebook advertisements running throughout the survey. This resulted in 13,291 people being reached on Facebook and 7,369 Twitter impressions. During the previous survey in 2018, hard copies of the surveys were available at the Volusia and Flagler County public libraries; however, the libraries were closed for much of the time this survey was active. For the remaining time, surveys were handed out at the Volusia County libraries through its curbside pick-up service.

The survey was available in English and Spanish and the online version was housed on its own website www.TelltheTPO.com. One-thousand three-hundred forty-four (1,344) survey responses were received. While this is less than what was received for the 2018 survey, it is slightly more than the surveys completed in 2014 and 2016.



FY 2019/20 Public Participation Evaluation Matrix

TPO Board, Advisory Committees and Staff					FY 2019/20 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 19/20 was: TPO Board – 75% TCC – 68% CAC – 63% BPAC – 70% TDLCB – 80%</p> <p>* Percentage does not reflect vacant seats but does include non-voting seats.</p> <p>In FY 2019/20, all TPO Board and committee meetings obtained a quorum.</p>

ONGOING PUBLIC PARTICIPATION					FY 2019/20 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; One of the ways TPO Board members are made aware of vacancies as they occur is 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 2019/20:</p> <p>TPO Board – 0 out of 32 total seats (0%) TCC – 7 out of 25 total seats (28%) CAC – 9 out of 24 total seats (37%) BPAC – 13 out of 35 total seats (37%) TDLCB – 1 out of 17 total seats (5%) (alternate member vacancies 5 out of 17 total seats) (29%)</p> <p>An average breakdown of committee members' race, gender and disability for FY 19/20 was as follows:</p> <p>TPO Board: African American: 3; Hispanic: 2; Asian: 0; Male: 23; Female: 8; disabilities: 0</p> <p>TCC: African American: 5; Hispanic: 1; Asian: 1; Other: 1; Male: 17; Female: 7; disabilities: 0</p> <p>CAC: African American: 1; Hispanic: 0; Asian: 0; Male: 11; Female: 8; disabilities: 1</p> <p>BPAC: African American: 0; Hispanic: 0; Asian: 0; Male: 9; Female: 7; disabilities: 3</p> <p>TDLCB: African American: 6; Hispanic: 3; Asian: 0; Male: 5; Female: 12; disabilities: 5</p>

ONGOING PUBLIC PARTICIPATION					FY 2019/20 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
	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 specific 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 at each of the TPO committees in FY 19/20 was:</p> <p>TPO Board – 11 TCC – 0 CAC – 0 BPAC – 1 TDLCB – 5</p> <p>The opportunity for public comment is included on all meeting agendas.</p> <p>The number of attendees, not including committee members and TPO staff, at each committee meeting in FY 19/20 was:</p> <p>TPO Board – 142 TCC – 48 CAC – 47 BPAC – 43 TDLCB – 23</p> <p>Members of the press routinely attend the TPO Board meetings at an average of one 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 2019/20 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 19/20, there were no requests for access to TPO plans or documents within the TPO offices. 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 provides a great deal of information as well as plans and documents that can be viewed and downloaded. The majority of the TPO's plans, studies and documents are provided on the TPO website at www.R2CTPO.org. Additional information is available by request.</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 923 requests for information from the TPO via phone, email or in person during FY 19/20.

ONGOING PUBLIC PARTICIPATION					FY 2019/20 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 2,125 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 19/20 was:</p> <p>TPO Board – 22 TCC – 2 CAC – 4 BPAC – 6 TDLCB – 8</p> <p>Additionally, requests to be added to our email contact list are occasionally made through the TPO's website, Facebook and Twitter pages.</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 2019/20, the TPO did not receive any returned mail.</p>

ONGOING PUBLIC PARTICIPATION					FY 2019/20 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	<p>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.</p> <p>One TPO public meeting/hearing was held in FY 2019/20 which was for the TDLCB Public Hearing.</p> <p>Ten (10) community workshops/webinars were held in relation to Connect 2045, the TPO's Long Range Transportation Plan during FY 19/20.</p> <p>Public outreach meetings are scheduled throughout Volusia and Flagler counties at various times for various projects. TDLCB meetings are held at Votran. The TPO's Annual Retreat for FY 2019/20 was cancelled due to the COVID-19 pandemic and resulting travel restrictions.</p>
	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 30 public comment cards in FY 2019/20.

ONGOING PUBLIC PARTICIPATION					FY 2019/20 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 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, Connect 2045 Workshops and Survey and the Tell the TPO Survey Release. Legal ads were issued for a number of requests for qualifications (RFQ) including the Human Resources Consultant RFQ and Janitorial Services RFQ. 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 (TIP), Project Priority Lists, Unified Planning Work Program (UPWP) and the Public Participation Plan (PPP) update. Legal notices were issued to notify the public of the Transportation Disadvantaged Local Coordinating Board meetings.</p> <p>In FY 2019/20, there were eight press releases issued and 69 news articles/media mentions collected referencing or pertaining to 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	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 forty-two (42) 2040 LRTP Summaries were distributed at events the TPO attends. The 2045 LRTP began in FY 2019/20.

ONGOING PUBLIC PARTICIPATION					FY 2019/20 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
	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 FY 19/20 Annual Report was made available to board and committee members as well as the Volusia and Flagler County libraries. The report has also been posted on the TPO's website.
	Volusia County Bicycle Map for the Experienced Cyclist – 2019 Bicycle Suitability Map	Distribute at community events and as requested	Identify interested recipients during public events and workshops and through the SCE process	Annually	In FY 2019/20, an update to the TPO's Volusia County Bicycle Map for the Experienced Cyclist occurred. The updated map was entitled the "2019 Bicycle Suitability Map" and covers all of the TPO's planning area. The map was distributed at community events as well as the local Chambers of Commerce, Visitors Bureaus and local bicycle shops. Approximately 220 maps have been distributed.
<i>TPO Website, Facebook and Twitter pages</i>	Number of website visitors, Facebook "likes" and Twitter followers	Maintain a user-friendly, ADA compliant website and Facebook page	Issue press releases and increase links from other websites	Annually	<p>The TPO website had 35,363 page views by 11,025 visitors with 6,405 being new users. During FY 19/20, the TPO website underwent numerous modifications to increase its accessibility for all people.</p> <p>The River to Sea TPO's Facebook page had 337 likes during FY 2019/20. Facebook posts are made multiple times per week and generally reach between 60 and 4,700 people with a number of posts reaching upwards of 3,000 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's Twitter page, @TelltheTPO, had 123 followers. Tweets were made 3-4 times per week mainly promoting the Tell the TPO Survey and Connect 2045, the TPO's 2045 Long Range Transportation Plan.</p>

ONGOING PUBLIC PARTICIPATION					FY 2019/20 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
<i>Project Specific Efforts</i>	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	<p>Public involvement efforts were documented for specific TPO activities such as meetings, workshops and special events. One such activity was Connect 2045, the TPO's Long Range Transportation Plan (LRTP). Facebook posts encouraging public input reached more than 3,900 people and Twitter posts reached 5,944 people. Email was sent to over 1,800 citizens, board and committee members, business owners, consultants, stakeholders, media and other interested parties to solicit their input.</p> <p>Another activity undertaken in FY 19/20 was the TPO's "Tell the TPO" Community Transportation Survey. Facebook posts for the survey reached a total of 13,291 people and Twitter posts reached 7,369 people.</p>

ONGOING PUBLIC PARTICIPATION					FY 2019/20 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
<i>Public Inquiries, Special Events and Miscellaneous Activities</i>	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 30 community outreach events during FY 2019/20. This number is lower than previous years because many events were cancelled due to COVID-19. Some of the events that the TPO participated in included Port Orange Family Days, Mobility Week events including a White Cane & Pedestrian Awareness event, VCARD Icebreaker, Halifax Art Festival, DeBary Wellness and Safety Fair and elementary school summer helmet fittings. It is estimated that the TPO reached 4,200 people through these community outreach events.</p> <p>In addition, staff representing the River to Sea TPO presented at 27 workshops and meetings throughout FY 19/20 including the Volusia County and Flagler County Legislative Delegations, Holly Hill City Commission, Ormond Beach Chamber of Commerce, the Daytona Beach Rotary Club, New Smyrna Beach Rotary Club and the Palm Coast Rotary Club. During these meetings and workshops, an estimated 2,320 people were informed about the TPO and our purpose.</p>

ONGOING PUBLIC PARTICIPATION					FY 2019/20 EVALUATION
Public Participation Tool	Evaluation Criteria	Performance Goal	Performance Strategies	Review Period	
	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	<p>The Tell the TPO Survey was released on March 30, 2020 and ran through June 7, 2020. The survey was available online at www.TelltheTPO.com. In addition, it was available in hard copy format at the Votran Transfer Plaza and office as well as being distributed through the Volusia County Library's curbside pick-up service; it was also available by request. A total of 1,344 public responses were received during the two-month campaign.</p> <p>Due to COVID-19, planned events were cancelled and outreach at events was not possible; therefore, the focus shifted to a robust social media campaign (Facebook, Twitter, Next Door, Linked-In, city/county websites, etc.). The survey team promoted the survey through Facebook advertisements and consistent posting on social media. A link to the survey was posted on 21 Volusia and Flagler city and county websites. In addition, partnerships with more than 130 different companies and organizations helped to spread the word about the survey.</p>
	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>923 individual public inquiries were logged for FY 2019/20. This is an increase of 74% over the prior fiscal year.</p> <p>100% of the public inquiries received were responded to by TPO staff.</p>