

The SPACE COAST TPO 2040 LRTP

Public Involvement Plan Technical Memorandum February 15, 2013

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I. Introduction

The Space Coast Transportation Planning Organization (TPO) adopted an updated Public Participation Plan (PPP) in February of 2010. The PPP defines the general goals, objectives, policies and tools used to engage the public in the transportation planning activities conducted by the TPO. Since the update, a new Federal Highway Authority bill was passed in July of 2012 known as the Moving Ahead for Progress in the 21st Century Act (a.k.a. MAP-21). The public involvement plan for this LRTP update has been prepared consistent with the requirements of such new legislation.

One of the major transportation planning activities conducted by the TPO is the update of the Long Range Transportation Plan (LRTP). As such, the first task of the 2040 LRTP update process involves the creation of a project specific public outreach campaign associated with this major transportation planning effort. The following pages define the specific elements of public outreach associated with the 2040 LRTP. The LRTP Public Involvement Plan (PIP) shall function within the TPO's adopted PPP.

II. Key Issues

For the purposes of developing the 2040 LRTP update, several key issues set the context for the outreach process. These include:

- Coordination with Brevard County and its municipalities on comprehensive plan updates, visioning processes, and economic development initiatives influencing the various modes of transportation throughout the County
- Coordination with state and regional planning processes
- Expanded participation by 'interested parties' following the MAP-21 guidance
- Innovative outreach techniques, scenario planning and corridor strategies

Building upon the major goals and objectives of the TPO's PPP, the following outlines the general purpose, public involvement techniques and schedule for the 2040 LRTP update.

III. General Purpose

Engaging the public in the development of the LRTP focuses in five broad areas:

1. Informing the public on existing conditions, future trends and major issues facing the County today and how to address those issues as the County transitions into the future
2. Engaging public in a scenario planning process that results in an economic vision that guides the LRTP update, including the development of the LRTP's goals, objectives and policies
3. Coordinating with local and regional partners in defining the intended functionality of major corridors in the County and identifying the appropriate improvement strategies for those corridors
4. Engaging the public and other interested parties in defining project needs, priorities and the ultimate identification of the Cost Feasible Plan

5. Expanding outreach to traditionally underserved populations

IV. Public Outreach Techniques

The schedule of outreach activities follows the key phases of the 2040 LRTP update to ensure that the public and community stakeholders have ample time to review and consider the technical analysis and weigh-in on preferences and priorities. Public involvement will involve a range of methods to connect with people and groups, including the distribution of printed materials, email correspondence, project website updates and material postings, on-line surveys, presentations and workshops.

Consistent with the PPP, the LRTP’s public involvement efforts recognize and specifically address three general information constituencies: the general public, agency technical staff (including municipal CRAs and engineers), and elected officials. Figure 1 (below) identifies the effectiveness of each proposed outreach technique for each constituency type.

Figure 1 – Public Outreach Benefits, by Constituency

Public Outreach Techniques	General Public	Elected Officials	Technical Staff
2040 LRTP Project Website	●	◐	◐
Quarterly TPO Newsletter	●	◐	◐
E-News (as needed)	●	◐	◐
Project Workshops	●	◐	◐
Community Briefings	●	◐	◐
Community Surveys	●	●	●
TPO Board Briefings	◐	●	◐
Public Hearings	◐	●	◐
2040 LRTP Advisory Committee	○	◐	●
2040 LRTP Technical Library	○	○	●
TAC / CAC Briefings	○	◐	●
Web-based Technical Library	○	◐	●

Primary Audience
 Secondary Audience
 Indirect Audience

Each of the techniques listed in Figure 1 are described in more detail in the following sections.

A. LRTP Advisory Committee

For the 2040 LRTP, TPO staff shall establish and coordinate regular meetings of an LRTP Advisory Committee that will function as the primary conduit between state and local governments and agencies throughout the update process. Membership in the LRTP Advisory Committee will include selected members of the TPO's Technical Advisory Committee (TAC) that represent a broad range of interested parties including local government staff, interagency staff representatives, and other public-sector oriented individuals. This committee will be convened regularly to gather input on major planning assumptions for the 2040 LRTP, weigh in on refinement to the goals, objectives, performance measures and policies, participate in workshops to explore alternative mobility strategies and contribute to the project prioritization process used to develop the Cost Feasible Plan. The meetings will include technical presentations by TPO staff and the LRTP consultants, as well as formal and informal discussions to advance the plan development process. Meeting agendas and associated backup materials will be sent to the Advisory Committee members ahead of time to allow for adequate review prior to the meeting date.

B. 2040 LRTP Project Website

The LRTP project website (<http://www.spacecoast2040.com/>) will function as a major conduit with the public for both distributing information and soliciting public feedback on the 2040 LRTP plan development. Interim and final work products, copies of presentations, public survey questions and results, and other relevant data will be posted to the website at regular intervals. A schedule of 2040 LRTP meetings and associated agendas will also be maintained through the website as well as a link to the project's Technical Library, which is described below. Additionally, the website allows for submission of public comments on a range of topics under the 'contacts' section. The website comment form will remain active during the 2040 LRTP development process and serve as another avenue for soliciting public comments.

C. TPO Newsletter

The TPO publishes a TPO newsletter that is distributed to interested citizens as well as representatives of advocacy groups, elected officials, municipalities, the media private entities and other agencies. Citizens are added to the distribution list by their own request. An LRTP specific project summary will be included in each issue of the TPO Newsletter. As appropriate, the newsletter will also include notifications of upcoming LRTP meetings, workshops and presentations.

D. Public Survey

As an early step in preparing the 2040 LRTP, the Space Coast TPO would like to gather broad-based community input regarding how well the County's transportation system is performing and the types of transportation investments the TPO should make. The survey will be distributed through the U.S. Postal Service and through an interactive web-based version posted on the project website. Survey results will be posted on the web with an opportunity for the site visitors to weigh in on the results and presented to the TPO Board and the TAC / CAC.

E. Public Workshops

For the 2040 LRTP, 11 workshop events will be held that allow the TPO Board, the TAC and CAC and the public to provide advice and guidance at strategic junctures during the update. Each workshop will be specifically designed to quickly present the topic under consideration then allow participants to work with each other through an exercise that helps structure their thoughts regarding how to address the topic. The presentations developed for each workshop will be posted on the 2040 LRTP project website prior to the workshop and to the extent possible, the workshop exercise will be posted to allow visitors to interactively provide input. A summary of the thoughts and guidance provided will also be published within three weeks following each workshop.

As noted above, the workshops are designed to occur at strategic junctures in the LRTP update process where public guidance is needed. These workshops will be held on the following topics:

E.1. Envisioning the Future of Transportation in Brevard

The first workshop will be conducted with the TPO Board and the TAC and CAC in two parts with the intent of eliciting thoughts about both the economic and transportation possibilities for Brevard, including insights as to how transportation investments can foster economic development. The first part of the workshop will set the stage with a review of how the economy and transportation network in the Space Coast have grown and evolved over the years and how macroeconomic and transportation influences, such as Florida's emerging mega-region, are affecting Brevard. The second part of the workshop will ask participants to reflect on the information provided in part one, then envision how the county's economy and transportation system can grow over the next 50 years. The workshop information and questions will be posted on the LRTP website prior to the workshop to allow visitors to weigh in about Brevard's future. A summary of the responses will be presented to help stimulate the workshop discussion. A summary of key ideas and directives from the web site and the workshop will be prepared and posted on the web.

E.2. Regional Transportation Symposiums

In an effort to include a broader range of interested parties to address the wider perspective of the 2040 LRTP, four regional transportation symposiums will be held to review and discuss with participants future plans potentially affecting economic development and transportation in Brevard County. Participants in the symposiums will come from Space Coast agencies at all levels including Brevard County municipalities and Community Redevelopment Agencies (CRAs), Space Coast Transit (SCAT), the Spaceport (including Cape Canaveral Air Force Station), Port Canaveral, Melbourne International Airport, Patrick Air Force Base, and others. These meetings are also intended to gather input from unique areas of interest such as agencies serving the transportation disadvantaged populations, the elderly, freight and goods movement interests, Space Coast economic development concerns, etc. Each symposium will be tailored to and held within each of the following four planning areas of Brevard County, including the northern county, central county, Merritt Island and the north beach communities, and south county and the south beach communities. Results of the

symposium will be summarized and posted on the LRTP website and plans collected will be added to the Technical Library.

E.3. Future Scenarios

An economic growth vision will be developed to set a future context for the transportation investments included in the LRTP. A series of workshops will be held to create the vision, beginning with a workshop in which participants develop scenarios of alternative futures in Brevard. This scenarios development workshop will begin with a presentation of the historical trends and influences used in the first workshop with the TPO Board. Participants will then be asked to join a group charged with the task of generating a scenario that meets a specific objective, such as maximizing environmental land and open space, rejuvenating development along the US 1 corridor, or creating one or more new economic clusters to diversify the county's economic base. The objectives will be distilled from the results of the first TPO workshop and the survey.

Each group will create the basic storyline for their scenario then translate that scenario onto a map using a chip-map game. The groups will present their stories and maps at the end of the workshop and will have a chance to see where the differing scenarios converge and overlap. If possible, an interactive version of the workshop will be posted on the LRTP website.

The scenarios generated by the workshops will be developed more fully for testing and evaluation. Those scenarios will be posted on the LRTP web site, included in the TPO newsletter and presented to the TPO, the TAC and the CAC.

E.4. Scenario Preference Assessments

The purpose of the scenario preferences is to reconvene the public to let us know directly what they like and don't like about each scenario and which one or two scenarios they prefer. The workshop will begin with a presentation of the fleshed out scenarios and how they compare across a broad set of performance measures. Participants will then break into groups to come to collective agreements about preferences among scenarios. Those preferences will be reported out and listed. All participants will then vote on those preferences that matter most. The scenarios and evaluation results will also be posted on the web for review and a web based version of the workshop exercise available for visitors to complete. Results from the workshop and web will be posted on the web, printed in the TPO newsletter and presented to the TPO and the TAC and CAC. They will be used to develop the economic vision and the goals and objectives for the LRTP.

E.5. Corridor Strategic Plans

The 2040 LRTP update will depart from past updates with its focus on corridor level planning. Context and function based typologies will be developed and corridors assessed to determine their type. Each typology will define the appropriate corridor strategies and improvements. Detailed planning will be done using the typologies as a guide for selected corridors.

The purpose of the corridor plans workshops is for the public to provide insight and guidance about improvements along the selected corridors given the typology framework. Workshops will be held in the north county, central county, Merritt Island and north beaches and south county and south beaches planning areas to focus on the selected corridors in each planning area. Participants will be asked to join a group to create a plan for on one of the corridors in the planning area. They will use the typology strategies and improvements to create the plans, with results reported out by each group.

To the extent possible, a web based version of the exercise will be hosted on the LRTP web site to allow others to help plan the selected corridors.

The recommendations of the workshop participants will be posted on the web and used to further develop the final corridor strategic plans under the guidance of the LRTP Advisory Committee. Final drafts of the plans will be posted on the Technical Library and presented to the TPO and the TAC and CAC.

E.6. Draft Cost Feasible Projects

Results of the corridor strategic plans and other system assessments will be used to define a long list of needed strategies and improvements (Needs Plan). An updated version of the TPO's Project Evaluation and Prioritization Process (PEPP) will be used to narrow the list down to those improvements that can be funded over the 2040 planning horizon.

The purpose of the PEPP workshop is to allow the public and others to weigh in on priorities. Participants will be given funding source budgets and a list of improvements with an indication of those funding sources each is eligible for and asked to select projects until their funding runs out. The lists will be compiled into a composite. The LRTP Advisory Committee will test and refine the exercise prior to the public workshop. TPO Board and TAC and CAC members will be asked to participate in the workshop. A version of the workshop exercise will be uploaded to the LRTP website if feasible.

Results from the workshop and web will be presented to the LRTP Advisory Committee for review and comment, then to the TAC and CAC and to the TPO Board. The results are non-binding and each committee and the Board will have the opportunity to revise the list as needed. The final Cost Feasible Plan will be posted on the LRTP web site.

F. Regional LRTP Committee

The 2040 LRTP for the Space Coast TPO will be developed concurrent with LRTPs for the other regional MPOs including: Volusia, Lake-Sumter and Metroplan (Osceola, Orange and Seminole County). The Regional LRTP Committee will coordinate with the other MPOs' LRTP schedules and technical modeling updates that may impact Space Coast efforts. The Central Florida MPO Alliance has partnered with the Florida Department of Transportation (FDOT), District Five to coordinate activities on several fronts including:

- Ensuring consistent methodologies and approaches to travel demand modeling through use of the seven-county Central Florida Regional Planning Model (CFRPM)
- Development of regional goals and objectives as it relates to cross-jurisdictional project prioritization

Given the regional coordination needs, one of the key activities of the TPO staff and consultants will be regular participation in monthly and quarterly Regional LRTP Committee meetings. From this participation, key issues of regional concern will be incorporated into work products and presentations as part of local outreach efforts. In addition, TPO staff may also coordinate with the Indian River MPO and FDOT District 4 to ensure coordination with their 2040 Long Range Transportation Planning efforts.

G. Enews

Electronic communications are an effective and economical way to disseminate information. Utilizing the TPO's contacts database, e-blasts will be used during the course of the project to announce upcoming workshops and meetings and provide information of interest and value as it develops during the update. These e-blasts will also serve as a vehicle for soliciting and gathering additional public input on the plan.

H. Technical Website and Library

A Sharepoint type website will be created that will include a technical blog and library for the LRTP Advisory Committee, the TAC and CAC and other agency staff included in the Transportation Symposiums. County, city and agency plans identified during the symposium will be uploaded to one of the site's libraries so for easy access. Another library will house all documents created for the LRTP update, including technical memoranda, workshop summaries, etc. The site's blog will allow participants to post comments and questions to each other and TPO staff during the course of the update.

I. TAC/CAC and TPO Board Briefings

The 2040 LRTP involves extensive data gathering and technical analysis to determine the key planning assumptions necessary to estimate future transportation needs. As such, there are a series of technical memoranda that will be produced to summarize the major findings of each LRTP task. These technical memoranda will serve as the framework for providing summary briefings to the TAC/CAC and TPO Boards at key intervals in the project. When specific policy direction or action is needed, summary presentations and copies of technical memoranda will be submitted as appropriate to aid in decision-making. All technical memoranda will also be published on the TPO's website and made available to the public upon their completion at each phase of the project. To encourage active public participation, all TPO Board meetings are televised live on Space Coast TV, and rebroadcast throughout the month.

V. Documentation

Documentation of the entire 2040 LRTP public outreach process will occur on a continual basis. A schedule of events accompanied by copies of sign-in sheets, public comment forms, photographs of meetings, and summary notes from all public outreach

activities will be maintained and made available to the public, upon request. A final public outreach compendium notebook will be assembled at the completion of the project documenting the materials utilized for public noticing, summarizing the major activities and all public comments. In addition, after the completion of each public involvement event, evaluation forms will be provided to event participants to garner feedback on the public value for the information presented and activities conducted. The results will be tabulated and revealed along with the final 2040 LRTP report.

VI. Schedule

The schedule for public outreach follows the major milestones of the plan development process, but also remains in sync with the regional coordination activities of other MPOs. Several major technical tasks for the Space Coast 2040 LRTP are actually being conducted in part or whole by the Florida Department of Transportation and their consultants. As such, it is critical for the Space Coast TPO to remain on schedule to provide input, conduct technical reviews and ensure overall plan development consistency throughout the process. Figure 2 on the following page details the major public involvement activities associated with the 2040 LRTP development phases.

Figure 2 - 2040 LRTP Public Involvement Plan Schedule

	FY 2013			FY 2014				FY 2015				
	<i>Ja</i>	<i>Ap</i>	<i>Jl</i>	<i>O</i>	<i>Ja</i>	<i>Ap</i>	<i>Jl</i>	<i>O</i>	<i>Ja</i>	<i>Ap</i>	<i>Jl</i>	
	1	4	7	10	13	16	19	22	25	28	31	
Project Initiation and Public Engagement	[Solid blue bar]											
Plan Synthesis	[Solid blue bar]											
Scenarios and Vision	[Solid blue bar]											
Corridor Typologies	[Solid blue bar]											
Corridor Strategic Plans	[Solid blue bar]											
Cost Feasible Plan	[Solid blue bar]											
Plan Documentation	[Solid blue bar]											
L RTP Advisory Committee Meetings	[Solid blue bar]											
Project Initiation and Public Engagement	[Hexagon icons]											
Plan Synthesis	[Hexagon icons]											
Scenarios and Vision	[Hexagon icons]											
Corridor Typologies	[Hexagon icons]											
Corridor Strategic Plans	[Hexagon icons]											
Cost Feasible Plan	[Hexagon icons]											
Plan Documentation	[Hexagon icons]											
2040 LRTP Project Website Updates (continuous)	[Solid blue bar]											
TPO Newsletter	[Hexagon icons]											
Public Survey	[Hexagon icons]											
Public Workshops	[Hexagon icons]											
Envisioning the Future of Transportation in Brevard Workshop (x2)	[Hexagon icons]											
Regional Transportation Symposiums (x4)	[Hexagon icons]											
Future Scenarios Workshop (x2)	[Hexagon icons]											
Scenario Preference Assessments Workshop	[Hexagon icons]											
Corridor Strategic Plans Workshop	[Hexagon icons]											
Draft Cost Feasible Projects Workshop	[Hexagon icons]											
Regional LRTP Committee Meetings	[Hexagon icons]											
Enews	[Hexagon icons]											
Technical Website and Library	[Hexagon icons]											
TAC/CAC and TPO Board Briefings	[Hexagon icons]											