



PUBLIC ENGAGEMENT PLAN

Adopted October 2023

Updated June 2024

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LONG RANGE PLANS

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Advance 2050: Public Engagement Plan

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About Long Range and Transit Development Plans

In Florida, Metropolitan Planning Organizations (MPOs) are required by both federal code 23 CFR Parts 450 and 771 and State Statute 339.175 F.S. to prepare a Long Range Transportation Plan (LRTP) that has at least a 20-year planning horizon. Transit agencies in Florida are required under the Florida Administrative Code 14-73.001 to prepare a Transit Development Plan (TDP) with a 10-year planning horizon.

The Space Coast Transportation Planning Organization (SCTPO) is partnering with Space Coast Area Transit to combine the development of the LRTP and the TDP for planning consistency while also maximizing efforts spent engaging stakeholders and the community at large through the activities outlined in this Public Engagement Plan.

Public Engagement Plan Purpose

Public participation is a cornerstone of the SCTPO's everyday activities and also provides critical input to the LRTP and TDP planning process. The purpose of this plan is to engage the public in a manner consistent with the 2022 SCTPO Public Participation Plan with an added emphasis in these areas:

- Reaching Underserved Communities – implement innovative strategies that reach populations who may experience inadequate access to transportation options and public services, including, but not limited to, minorities, low-income, persons with disabilities, elderly, youth, and other transportation disadvantaged populations.
- Technology and Innovation – Use of modern technology that can support virtual and in-person public engagement tactics supporting a two-way conversation with the public and the project team.
- Meaningful Outreach Schedule – Provide a thoughtful approach to outreach that maximizes staff and consultant time through the hosting of events, identifying successful partner events that align with public engagement goals, and combining outreach across multiple SCTPO projects where appropriate.

Partners and Stakeholders

A database of stakeholders will be maintained by the Project Team and include representation from the agencies described in the following sections. To ensure consistency and compliance with local jurisdiction requirements and community preparedness, this project will connect with stakeholders from the following:

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County and Cities

Brevard County, Cities of Cape Canaveral, Cocoa, Cocoa Beach, Indian Harbour Beach, Melbourne, Palm Bay, Rockledge, Satellite Beach, Titusville, and West Melbourne. Towns of Grant-Valkaria, Indialantic, Malabar, Melbourne Beach, Melbourne Village and Palm Shores.

Transportation and Modal Partner Agencies

Florida Department of Transportation (District 5), Space Coast Area Transit, Melbourne Orlando International Airport, Titusville-Cocoa Airport Authority, Canaveral Port Authority, NASA/Kennedy Space Center, Space Florida, and Patrick Space Force Base.

Community Organizations

Brevard Public Schools, Community Redevelopment Agencies, Eastern Florida State College, University of Central Florida Cocoa Campus, Space Coast Office of Tourism, CareerSource Brevard (local workforce development agency), Florida Department of Health in Brevard, Community Action Agency, Brevard County Housing and Human Services, local Economic Development Commission for Florida's Space Coast, East Central Florida Regional Planning Council, Indian River Lagoon National Scenic Byway, Chambers of Commerce, Housing & Human Services/ Community Development Services, Homeless Coalition, and other social and economic service agencies as appropriate.

Environmental Agencies

Brevard County Natural Resources, Brevard County Environmentally Endangered Lands Program (EEL), Merritt Island National Wildlife Refuge (US Fish & Wildlife Service (MINWR), Canaveral National Seashore (National Park Service) (CANA), Melbourne-Tillman Water Control District, St. Johns Water Management District, and Indian River Lagoon National Estuary Program.

Stakeholder Outreach

The project will maintain regular updates, outreach, and coordination with several key stakeholder groups.

Space Coast TPO Governing Board and Committees

In addition to plan adoption meetings, technical presentations will be provided to the SCTPO Governing Board and committees at project milestone points for the purpose of guiding key decisions (see Table 1).

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Table 1 | TPO Governing Board and Committee Presentations

Board/Committee	Public Engagement Plan	Goals	Needs	2035 TDP	Cost Feasible 2050 L RTP
TPO Governing Board	✓	✓	✓	✓	✓
Technical Advisory Committee	✓	✓	✓	✓	✓
Citizens Advisory Committee	✓	✓	✓	✓	✓
Bicycle, Pedestrian, & Trails Advisory Committee		✓	✓	✓	✓
Transportation Disadvantaged Local Coordinating Board		✓		✓	✓

L RTP Working Group

The L RTP Working Group will meet regularly and provide an opportunity for the project team to provide updates and receive input in advance of presentations to the SCTPO Governing Board and committees. The Working Group will be tasked with reviewing technical documentation and providing their feedback. The SCTPO will try to schedule Working Group meetings in conjunction to already scheduled activities, such as Transportation Subcommittee meetings, as many of the same participants will be in attendance.

TDP Subcommittee

The TDP Subcommittee will provide oversight to guide the overall TDP process and be comprised of subcommittee members representing organizations with an inherent interest in transit development. See Table 2 for list of agency representation.

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Table 2 | TDP Subcommittee

TDP Subcommittee Agencies
Brevard County Traffic Operations
Brevard County Housing and Human Services
CareerSource Brevard (designated Local Workforce Development Agency)
FDOT Modal Development
Transportation Disadvantaged Local Coordinating Board Member
The Viera Company
Transit One

Equitable Communication

Demographic and socioeconomic data will help drive this plan's approach to ensuring thorough public engagement that reaches residents across Brevard County. A Community Profile is included in **Appendix A**. Key factors that will influence the PEP's approach include:

- Child Care Needs (83 - index) – Meeting time, location, and virtual option considerations
- Senior Population (26%) – Meeting time, location, and outreach activity consideration
- Limited English Proficiency – Understanding that English is widely spoken, materials will be created in English with non-English materials being made available if requested
- Disabled Population (13.4%) – Meeting time, location, and outreach activity consideration

Equity Screen

There are 30 census tracts around Titusville, Cocoa, in and around Melbourne and Palm Bay, and the southernmost portion of the county that are identified as disadvantaged using the EJ Screen Environmental Justice and Mapping Tool from the Environmental Protection Agency consistent with the Justice40 Executive Order. This screening will be used to identify opportunities for equitable and meaningful engagement throughout the public engagement process.

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Public Engagement Tools and Tactics

TDP Transit Rider Survey

A Transit Rider Survey of fixed-route bus patrons and non-riders will be conducted in an effort to capture rider trip origin and destination, transit use, trip timelines, and reasons to ride transit. It will also capture the non-rider's most common trips, reasons for not riding transit, and typical trip destinations. The survey will provide the rider and non-rider transit priorities, such as the expansion or improvement of the existing system, expansion of service, most desired service improvements, and possible funding strategies. The survey will be distributed online and through in person outreach and will be included in project documentation. The transit rider survey will be distributed at the most traveled transit bus stops and on board via scanning a QR code with their smartphone or paper copy. The survey will be promoted via social media by boosting it to the underserved zip codes on Facebook, Nextdoor, SCTPO newsletter, etc. The results will be displayed on the SCTPO's website as an infographic.

TDP Bus Operator Survey

A survey will be distributed to Space Coast Area Transit bus operators via email and QR code flyer to scan with their smartphones to gauge their opinions and what they hear from transit riders, regarding the following concerns:

- Hours and/or frequency of service
- Bus routes
- Bus tops/transfer locations
- Transit service
- Compliments from riders
- Challenges retaining bus operators
- Potential service improvements
- Areas of improvements (i.e., staffing ridership growth, bus services, replacement of fleet, rider amenities, enhanced safety measures for operators and riders)

The results will be displayed on the SCTPO's website as an infographic.

Long Range Plans Webpages

Two project webpages will be hosted within the SCTPO website to provide project information for the LRTP and TDP while also providing an opportunity for the public to provide their input and engage with project information. A link to the webpages will be easy to find on both the SCTPO and the Space Coast Area Transit websites and be shared with local partners for additional promotion.

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Newsletters

Timely content will be included in the SCTPO electronic newsletters including the En Route Newsletter. This will include content about the project kickoff, in-person and virtual public engagement opportunities, availability of an online public engagement platform and sharing of video and graphical project media. Basic project information (call to action, website link) will be included with additional featured content on the LRTP and TDP to be included as appropriate. Newsletters are sent to all individuals on the SCTPO email list.

Social Media and Online Advertising

Social Media will be utilized through both organic postings and paid advertising with the goal of driving public engagement and participation. The SCTPO utilizes Facebook, X, YouTube, NextDoor, and LinkedIn.

Online advertising will target Brevard County residents and timing of paid posts will align with the project's public input needs (i.e., Needs Assessments and in advance of the Cost Feasible Plan Development). Posts including project videos or other media with a higher rate of engagement should also be considered for increased reach through paid advertising on Facebook.

For the purposes of the FY 2025-2035 Transit Development Plan update, content will be created by the consultant in collaboration with the SCTPO and Space Coast Area Transit for providing information through their social media channels (Facebook, X, YouTube, Instagram).

Transit Advertising

Interior bus advertising rack cards, yard signs, and handouts will be used to promote engagement among transit riders. The Space Coast Area Transit mobile app has also been identified as a potential resource for sharing project information and public engagement opportunities.

Visualization Tools and Publications

Project Branding

A "Long Range Plans" brand will be established that will include sub-brands for the 2050 LRTP and FY 2025-2035 TDP. This approach will allow for common collateral and media to be created. The overall brand will have a unique look and feel compared to other SCTPO campaigns and branding but will tie-in to the "Advancing Transportation Together" tagline. Proposed project logos and branding elements, including how they will be used alongside the SCTPO logo, are included in **Appendix B**.

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Technology and Interactive Presentations

Technology and interactive elements will be utilized to encourage public engagement. This will be done in the form of utilizing platforms such as Mentimeter to conduct live polling and through a Transportation Tycoon platform to simulate an in-person prioritization activity for those unable to attend. Use of boosting on social media platforms to encourage attendance and engagement. Boosting can allow for targeted zip codes to reach underserved communities, or those around the meeting if geographically specific. Other technologies and interactive tools may be utilized as identified throughout the project development.

Public Engagement Video

A video will be created to communicate and encourage public engagement and participation in the transportation planning process, specifically in long range planning. Video will be played at meetings and showcased on social media.

Events

The general approach to event scheduling and participation values **quality over quantity**. The SCTPO may leverage outreach around other studies to avoid overextending limited staffing resources and causing fatigue among stakeholders and the public. Where possible, dissemination of project information and solicitation of feedback will be conducted at established events in target areas that offer built-in attendance. Events such as the annual SCTPO Open House (June) also offer an opportunity to engage the public around the LRTP and TDP while sharing other TPO updates and project information. SCTPO will also utilize partner agencies' events and programs when possible or applicable.

In compliance with the SCTPO's Title VI policy's stated goal to, "ensure full and fair participation by all potentially affected individuals, groups, and communities in the transportation decision-making process," the event schedule will include meeting and event times and locations that are sensitive to the needs of the community, particularly those of transit riders, so that participation is maximized.

State of Transportation

One new event that will be established for this project is the "State of Transportation." This event will convene residents, technical professionals, local advocates, and elected officials to discuss transportation topics and collaborate on local needs across Brevard County. This summit will be a one-day event. The State of Transportation is scheduled for November 15, 2023, at the Center for Collaboration in Rockledge.

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L RTP Working Group Charette

The purpose of the Working Group Charette is to engage the Working Group and other partners towards the development of a wholistic multimodal needs project list. Charette will host a variety of tables for attendees to engage and express their transportation needs for: safety, resiliency, capacity, transit, technology, and bicycle/pedestrian/trails.

Virtual Events

Consideration will be given to virtual outreach events to accommodate residents with needs such as transportation or childcare. These events may be small-group (i.e., roundtable with a planner) or larger based on interest. The website will also house activities that simulate any activities offered at in-person workshops. As well as, whenever possible recordings of presentations will be made available.

Public Workshops

Planned public workshops are outlined in Table 3.

Table 3 | Public Workshop Schedule

Public Workshop	Nov 2023	May/June 2024	Aug 2024	Mar 2025
State of Transportation	L RTP & TDP			
Public Needs Workshops (4 Locations)		L RTP & TDP		
Bus Stop TPD Plan Pop-Ups (5 Locations)			TDP	
Draft Cost Feasible Plan Workshop				L RTP

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Performance Measures

In order to monitor and document effectiveness of the public outreach activities utilized throughout the development of the LRTP and TDP, the following performance measures shown in Table 4 have been developed.

Table 4 | Summary of Public Engagement Plan Performance Measures

Outreach Tool	Objective	Performance Measure	Target
In-Person Engagement	Provide opportunities for the public to engage directly with the project team	# of events held or participated in to promote LRTP/TDP	15
Social Media Engagement	Utilize social media to engage the public around the project`	# of reactions, comments and views (when applicable)	Facebook Impressions = 125,000
			Facebook Video views = 3,000
			Twitter/NextDoor Impressions = 75,000
			YouTube Views = 250
Project Website	Provide an online home for project information and feedback	# of sessions	500
TDP Rider Survey	Provide opportunities for the public to provide feedback on transit fixed-route	# of surveys taken	300
En Route Newsletter Features	Provide project updates and opportunities for feedback	# of Newsletters including project information	10
Press Releases	Provide local and regional partners notice of events	# of Press Releases	3
Stakeholder Engagement	Provide opportunities for stakeholders to engage directly with the project team	# of stakeholders reached out to	15

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Documentation

A technical memorandum documenting the public engagement outcomes and findings will be prepared and included in the final report documents in an appendix.

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APPENDIX A

Brevard County Community Profile

HR Demographic and Socioeconomic Profile

Brevard County, FL

KEY FACTS



HOUSING STATS



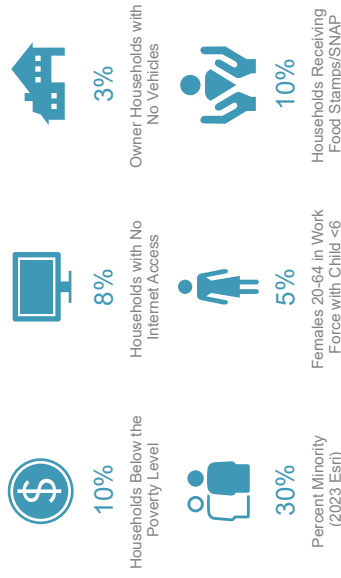
EDUCATION (2021 ACS)



Less than high school education 80-90%ile 90-95%ile 95-100%ile



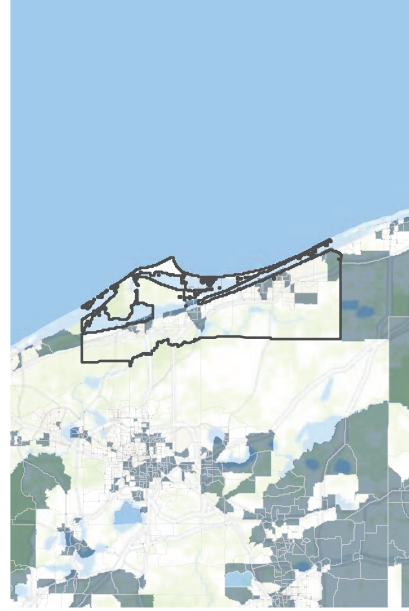
AT RISK OR UNDERSERVED (2017 – 2021 ACS)



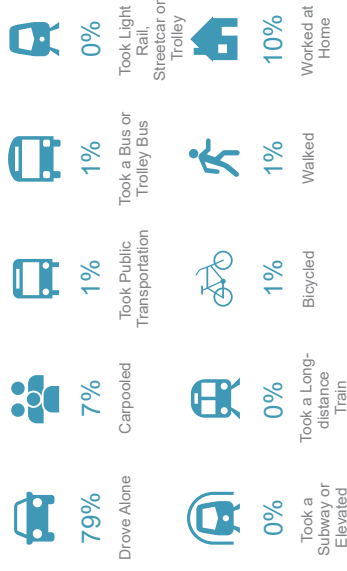
AT RISK OR UNDERSERVED (2023 Esri)



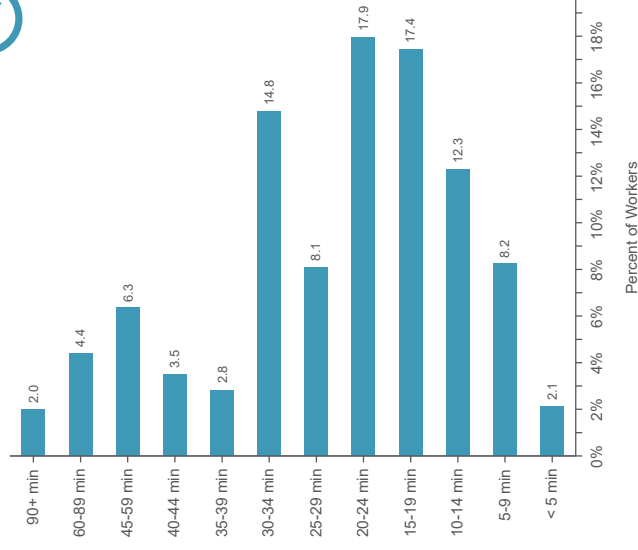
Justice40 Disadvantaged Partially Disadvantaged



JOURNEY TO WORK (2017 – 2021 ACS)



TRAVEL TIME TO WORK



HDR Demographic and Socioeconomic Profile

Brevard County, FL

2023 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (17.7%)

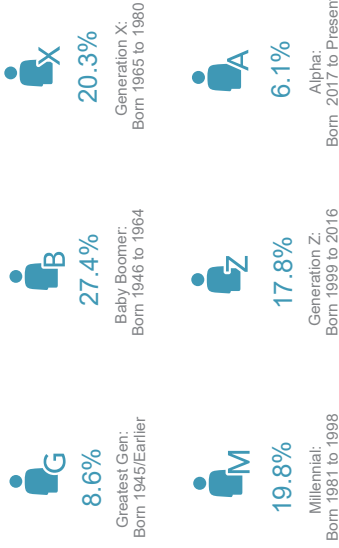
The smallest group: \$200,000+ (7.6%)

Indicator ▲	Value	Diff
<-\$15,000	8.4%	-1.3%
\$15,000 - \$24,999	8.9%	+1.1%
\$25,000 - \$34,999	8.0%	-0.4%
\$35,000 - \$49,999	12.8%	+1.0%
\$50,000 - \$74,999	15.8%	-2.0%
\$75,000 - \$99,999	12.8%	-0.3%
\$100,000 - \$149,999	17.7%	+1.8%
\$150,000 - \$199,999	8.0%	+1.0%
\$200,000+	7.6%	-0.8%

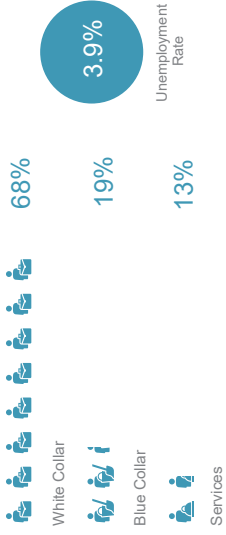
Bars show deviation from

12 (Florida)

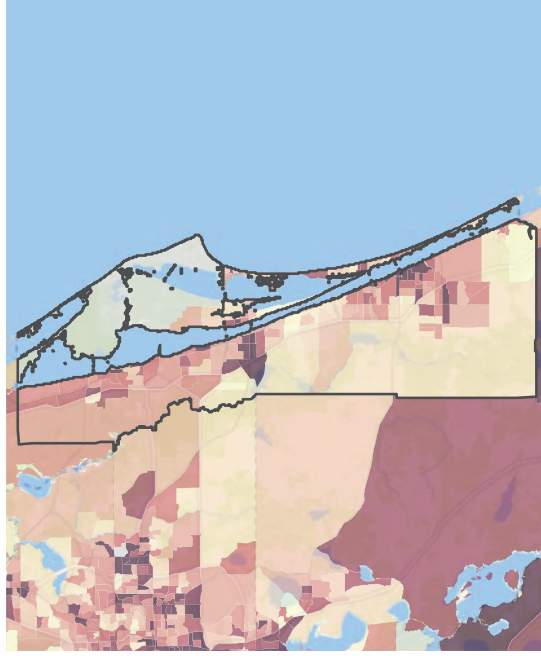
POPULATION BY GENERATION (2023 Esri)



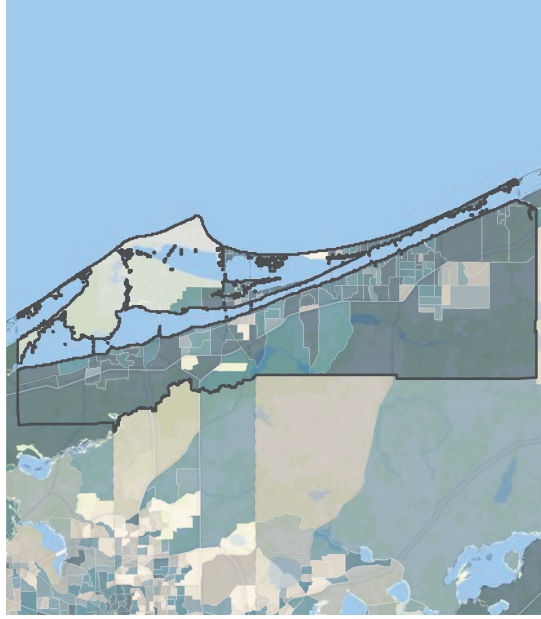
EMPLOYMENT (2023 Esri)



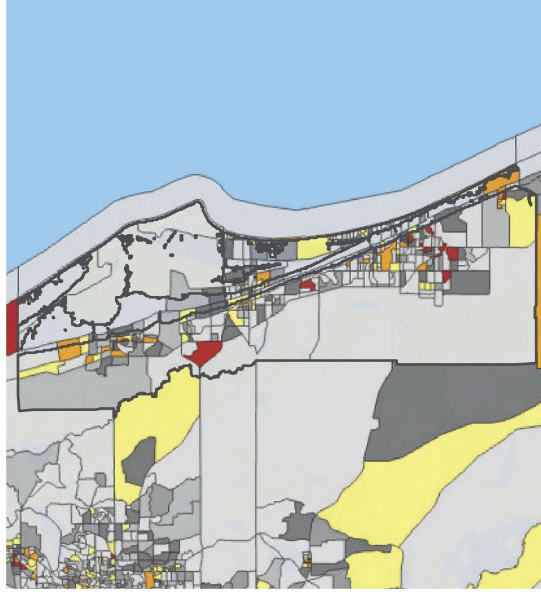
BUSINESS (2023 Esri)



Percent of Population whose income in the past 12 months is below poverty level



Percent of Population that is 65 Years and Over



Percent Unemployment

HR Race, Ethnicity, and Language Profile

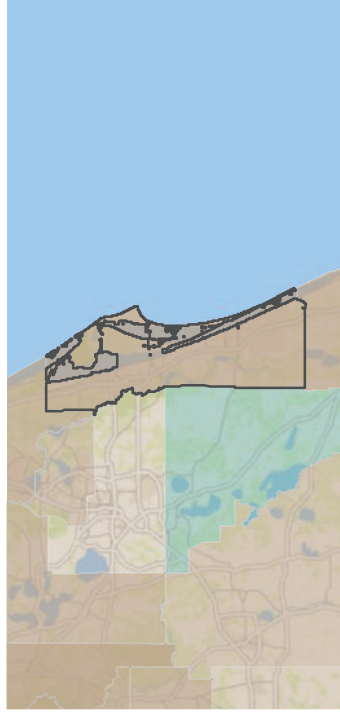
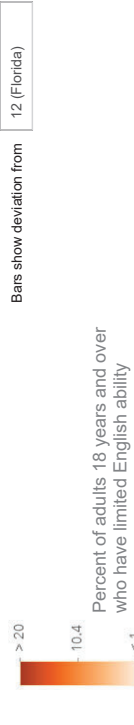
Brevard County, FL

2023 Race and ethnicity (Esri)

The largest group: White Alone (73.12)

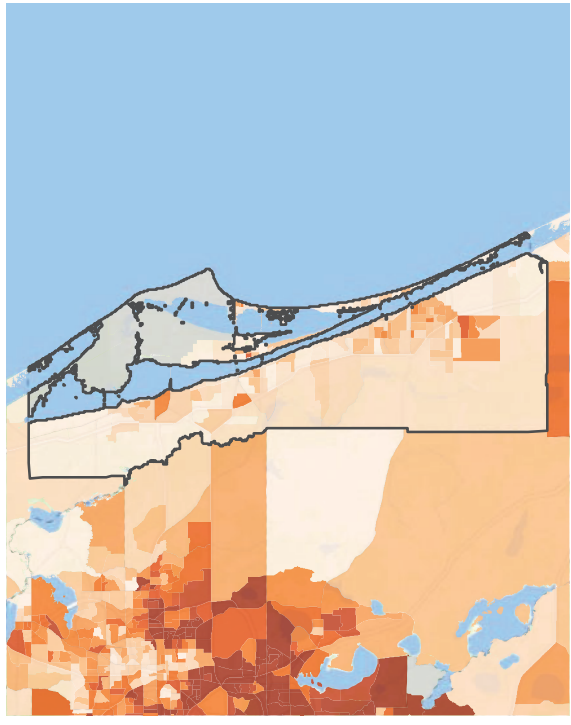
The smallest group: Pacific Islander Alone (0.09)

Indicator ▲	Value	Diff
White Alone	73.12	+16.03
Black Alone	9.79	-5.21
American Indian/Alaska Native Alone	0.39	-0.07
Asian Alone	2.79	-0.33
Pacific Islander Alone	0.09	+0.02
Other Race	3.49	-4.06
Two or More Races	10.34	-6.38
Hispanic Origin (Any Race)	11.64	-15.38



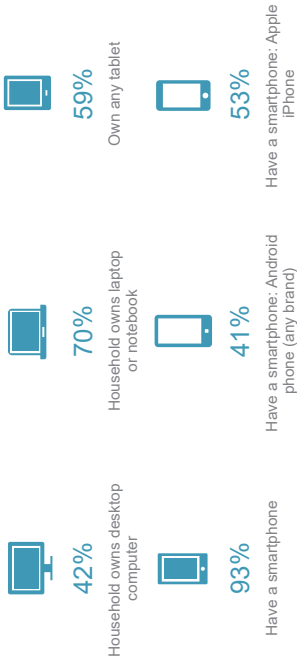
3%

Used Spanish Language Website or App Last 30 Days (2023 Esri)

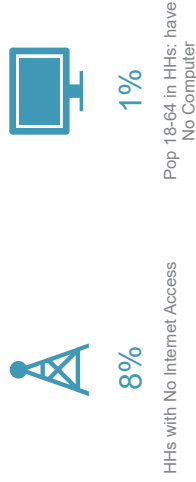


	%	Num.
Speak Spanish & No English	0.11%	645
Speak Spanish & English Not Well	0.31%	1,765
Speak Indo-European & No English	0.04%	218
Speak Indo-European & English Not Well	0.06%	358
Speak Asian-Pacific Island & No English	0.01%	41
Speak Asian-Pacific Island & English Not Well	0.12%	686
Speak Other Language & No English	0.01%	47
Speak Other Language & English Not Well	0.02%	105

DEVICE OWNERSHIP (2023 Esri)

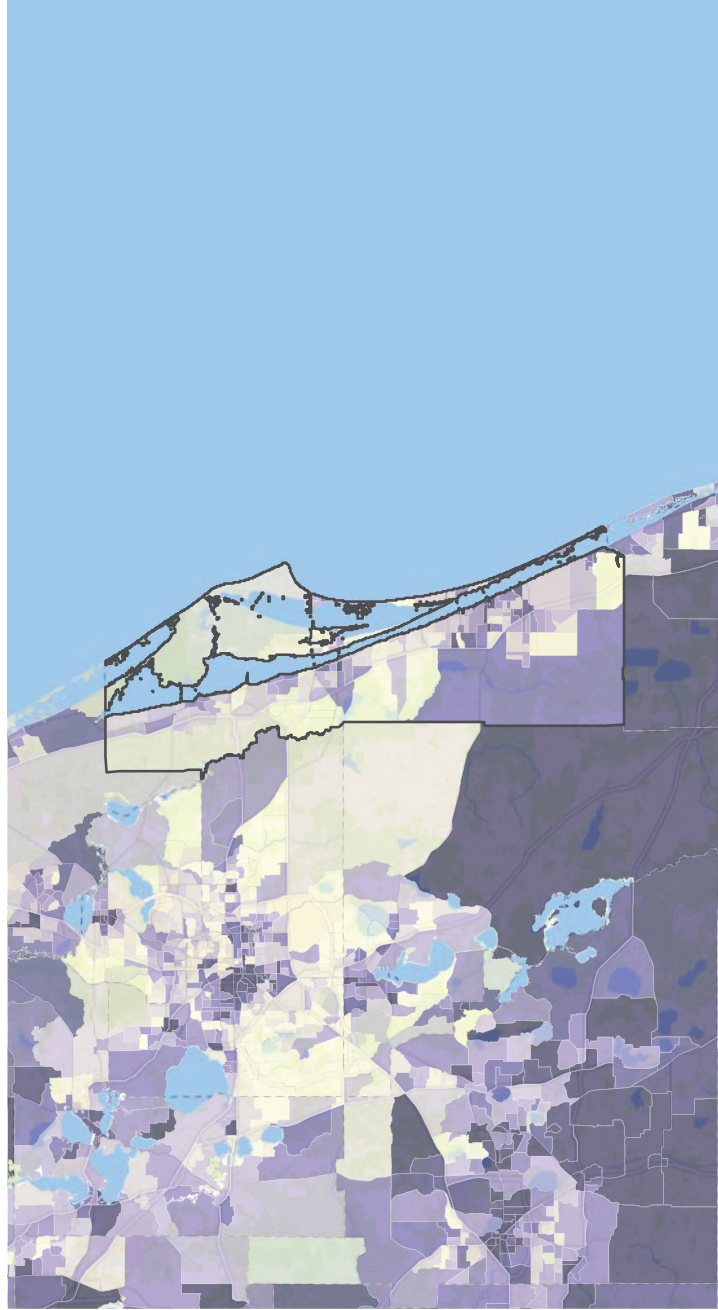


HOUSEHOLD INTERNET ACCESS (2021 ACS)



INTERNET & SOCIAL MEDIA USAGE in Last 30 Days (2023 Esri)

Visited online blog (%)	10%	HH %
Watched TV program online (%)	20%	
Used Spanish language website in last app (%)	3%	
Facebook.com (%)	66%	
Instagram.com (%)	31%	
LinkedIn.com (%)	11%	
Tumblr.com (%)	2%	
Twitter.com (%)	15%	
Youtube.com (%)	51%	
Social network used to track current events (%)	11%	
Search engine: bing.com (%)	10%	
Search engine: google.com (%)	85%	
Search engine: yahoo.com (%)	17%	



APPENDIX B

Project Branding

PLAN LOGOS



PUBLIC ENGAGEMENT PLAN



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LONG RANGE PLANS

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LONG RANGE TRANSPORTATION PLAN

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TRANSIT DEVELOPMENT PLAN

ADVANCE 2035 TOGETHER



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