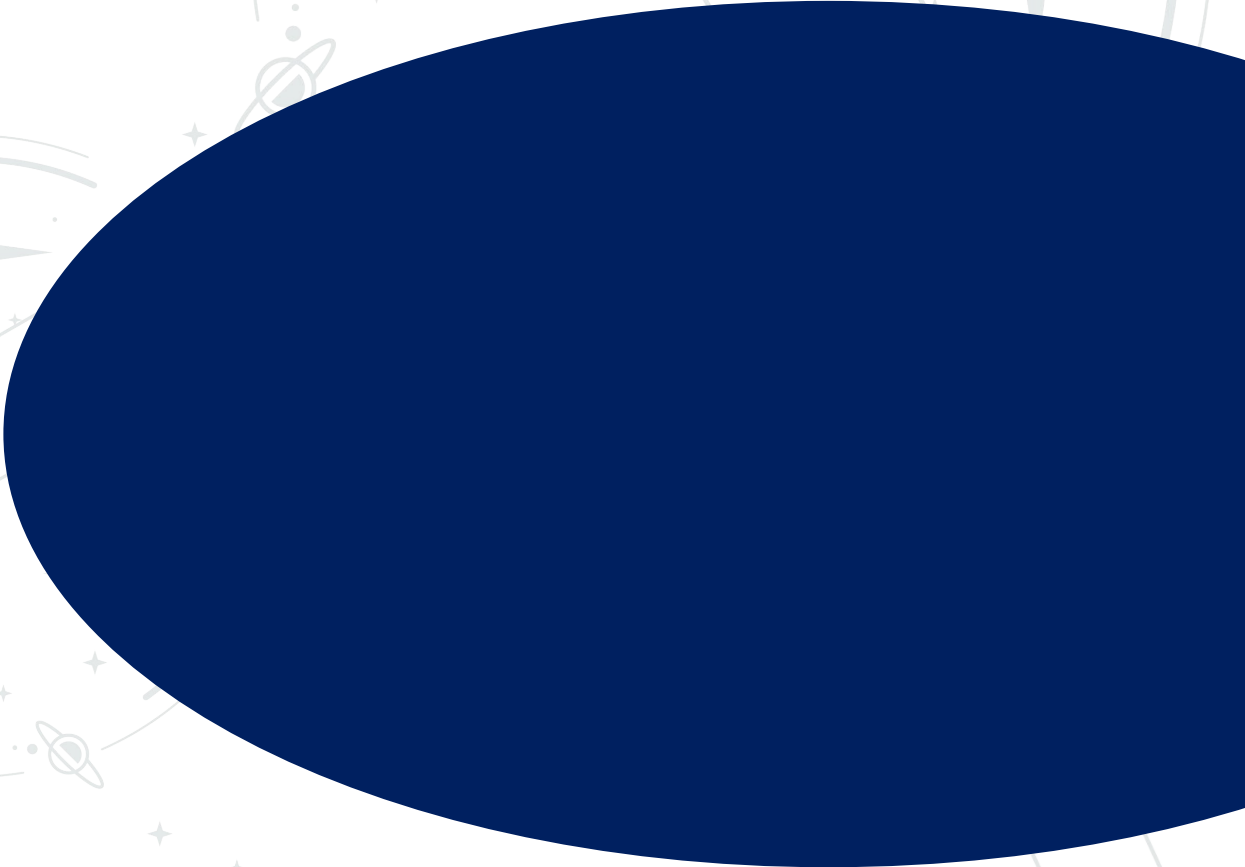




APPENDIX C

Public Participation Plan



Intermodal Station Feasibility Study

Public Participation Plan

August 24, 2023

Intermodal Station Feasibility Study Public Participation Plan

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About the Study

The purpose of this study is to identify and analyze intermodal connections to major regional destinations along with the potential travel demand to the station, conceptual design for the station, potential infrastructure improvements to support the station and an implementation plan. Kicked off in June 2023 and scheduled to be completed by early 2025, the station location being studied is within the City of Cocoa near SR 501 (Clearlake Road), SR 528 and US 1, as identified as the locally preferred location in the 2016 SCTPO Passenger Rail Station Location Study.

Schedule



Public Participation Plan Purpose

Public participation will be conducted to receive meaningful input from the public throughout the study process. The 2022 SCTPO Public Participation Plan serves as a blueprint for the organization's public engagement efforts for all transportation planning activities. That document will guide the Intermodal Station Feasibility Study's Public Participation Plan with additional study-specific tools, tactics, and deliverables included within this plan.

Other Plans and Studies

The overlap of the 2050 LRTP and TDP plan updates (June 2023-July 2025) presents an opportunity and challenge for effective public engagement around the Intermodal Station Feasibility Study. The project team will leverage outreach opportunities around the LRTP and TDP update where appropriate while ensuring that marketing materials have a distinct look that will not be confused with the branded LRTP and TDP effort. Public engagement will be informed by relevant pieces of the Community Profile and Engagement Strategy developed for the LRTP and TDP.

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Target Audiences

The Public Participation Plan's approach targets Steering Committee members, stakeholders, and the community at-large to guide the project in a holistic way.

Steering Committee

The purpose of the Steering Committee is to provide insight and direction at progress meetings during the study. The committee will be made up of relevant city and modal representatives, community partners, and subject matter experts who are most directly involved in planning for and implementing any required station area modifications (i.e., infrastructure construction, land use policy, commercial activity). Membership overlaps with SCTPO's Regional Intermodal Connections Committee to ensure continuity of the foundation that has been established through that effort. Table 1 includes a list of identified Steering Committee invitees.

Table 1 | Identified Steering Committee

Organization
Brevard County (Public Works, Traffic Engineering, Planning & Development)
Canaveral Port Authority*
City of Cocoa*
Economic Development Council of the Space Coast*
FDOT D5 PLEMO
FDOT Intermodal Development Program
Space Coast Area Transit*
Space Coast Office of Tourism*
Space Coast TPO*

*Indicates also represented on Regional Intermodal Connections Committee (RICC)

The committee will convene up to six (6) times at which project team members will provide presentations and updates while receiving feedback, insight, and guidance. These meetings will be in-person but use virtual if needed. The potential meeting time frames are below:

- September 2023 – Confirm committee roles and analysis direction
- February 2024 – Review analysis results and advise on identified needs
- April 2024 – Guide initial concept kickoff and station connections / destinations

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- August 2024 – Confirm concept direction and recommend concept priorities
- February 2025 – Gain consensus on station feasibility and confirm next steps
- 6th meeting TBA as needed

Stakeholders

The study will need to include input from a variety of key stakeholders during the study process. Up to 14 virtual stakeholder interviews will be scheduled with the stakeholders included in Table 2. Additional stakeholders may also be identified during the process. Some stakeholders may only require one meeting while others could be more.

Table 2 | Identified Stakeholders

Stakeholder
Brevard County Commissioner District 1*
Brevard County Commissioner District 2
Brevard Zoo
Brightline
City of Cocoa Council
East Central Florida Regional Planning Council
Eastern Florida State College
Historic Cocoa Village Main Street
Kennedy Space Center
Melbourne Orlando International Airport*
North Brevard Economic Development Zone*
Space Florida
University of Central Florida
Walmart (2700 Clearlake Rd.)
Others to be determined

*Indicates also represented on Regional Intermodal Connections Committee (RICC)

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Community At-Large

The project team will provide several in-person and digital opportunities for the public to be informed and engaged throughout the study. The tools and tactics described in the subsequent sections outline the methods that will be deployed to reach the public.

Public Engagement Tools and Tactics

Meetings and Public Workshops

Project team members will attend and provide updates at up to four (4) Space Coast TPO Governing Board and/or TAC/CAC meetings. Presentations will also be made to relevant community groups by requesting time during regularly held community group or local government meetings, such as City of Cocoa Council meetings.

Community Pop-Up Events

Four (4) community pop up events are anticipated to take place during the project. These events should take place at different phases of the project and should include:

- One (1) during the Analysis phase (2023)
- One (1) during the Analysis/Concept Development transition (early 2024)
- One (1) during Concept Development (mid to late 2024)
- One (1) during Final Plan and Implementation (2025)

These events may overlap with other SCTPO initiatives (i.e., LRTP and TDP updates) but will also include existing events within the Cocoa area that reach a large number of attendees such as the Historic Cocoa Village Arts and Crafts Holiday Bazaar in December. Event materials will include project information and QR codes will be used for attendees to easily access online materials such as the project website or ESRI StoryMap directly. These codes may be placed on flyers within upright displays, takeaways, or larger signs and displays as appropriate.

Fact Sheets and Collateral

A flyer/fact sheet will be created from the onset to support public engagement and participation. This document will include the project's purpose and goals, map of station location, project schedule, and contact information for more information.

SCTPO Website

The SCTPO will create a project webpage that will be a part of the SCTPO website. This webpage will be populated with project information created for project materials (i.e., project flyer, social media, videos, etc.), project documentation, and a SCTPO point of contact. The website will also include the electronic comment form.

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En Route Newsletter

Timely content will be included in the SCTPO's monthly electronic En Route Newsletter including content about the project kickoff, milestones, and the availability of the Esri StoryMap and project video(s).

Social Media and Online Advertising

Timely content will be included on the SCTPO social media channels. Content can include information about the public project meetings, milestones, and the availability of the Esri StoryMap and project video(s). Graphic sizes can be optimized for the SCTPO social media platforms (Facebook, Twitter, LinkedIn, NextDoor, YouTube). The use of boosted (paid) social media posts is a form of advertising that will amplify a post's reach to a target audience. This tactic can be used to share important content and feedback opportunities with social media users specifically within Brevard County or the City of Cocoa area. It is suggested that boosted posts coincide with the ESRI StoryMap and project videos for increased likelihood of social sharing.

Social Media content may be provided and shared with Steering Group and Stakeholder organizations for additional reach.

Comment Form

Public comment will help facilitate feedback and suggestions from the community. An electronic comment form will be developed and utilized with a hyperlink provided on the project webpage, the ESRI StoryMap, and at in-person outreach events. The form will collect information to assist staff in sorting, summarizing, and responding to the comments received. The comment form may include survey-type questions to aid the study in addition to general feedback. Online comments may be solicited through social media posts and newsletter content linking to the electronic form. The consultant team will utilize a robust comment/survey platform (i.e., JotForm or SurveyMonkey) for the intake of electronic comments.

To assist in consistent data collection and tracking, the electronic form will be the primary form used while paper forms will be used only when best suited for the event or audience.

Public Engagement Videos

A short 2-to-3-minute video, or two (2) 90 second video's will be prepared that will summarize the analysis completed and showcase the potential station development illustrations and concepts. This video could also include both footage of public outreach and interviews with stakeholders, steering committee members, and community members speaking to what the station would mean to them.

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ESRI StoryMap

ArcGIS StoryMaps help tell a project's story through mixed-media including GIS-based maps and will incorporate public feedback. An ESRI GIS StoryMap will be developed when the analysis has been completed and there are draft recommendations. The StoryMap will be accessible on the project webpage and disseminated through public outreach. It is recommended that the promotion of the StoryMap is included in the budgeted social media posts.

Title VI Analysis

SCTPO's Public Participation Plan states, *The SCTPO strives to ensure full and fair participation by all potentially affected individuals, groups, and communities in the transportation decision-making process. The SCTPO does not discriminate against any person with respect to a SCTPO program, activity, or service and adheres to the Federal non-discrimination requirements under Title VI and other related regulations and statutes. **Public comments are solicited without regard to race, color, national origin, age, sex, religion, disability, or family status.***

Analysis to provide public participation and engagement in compliance with Title VI and is conducted to be inclusive and nondiscriminatory based on the SCTPO's Public Participation Plan.

Documentation

Public engagement will be documented through notes from presentations to groups, comments received and responses, and a memorandum summarizing public engagement. A Title VI Technical Memorandum will also be created and will document any unique outreach tools or efforts used to reach any identified traditionally underserved communities.

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