



Prepared for:
**Metropolitan Transportation Planning Organization
for the
Gainesville Urbanized Area**

DRAFT

2040 Long Range Transportation Plan PUBLIC PARTICIPATION PLAN



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& Quest Corporation of America**

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**Metropolitan Transportation Planning Organization
For the Gainesville Urbanized Area**

YEAR 2040 LONG RANGE TRANSPORTATION PLAN

PUBLIC PARTICIPATION PLAN

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January 21, 2013



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How Can I Get Involved in the Transportation Planning Process?

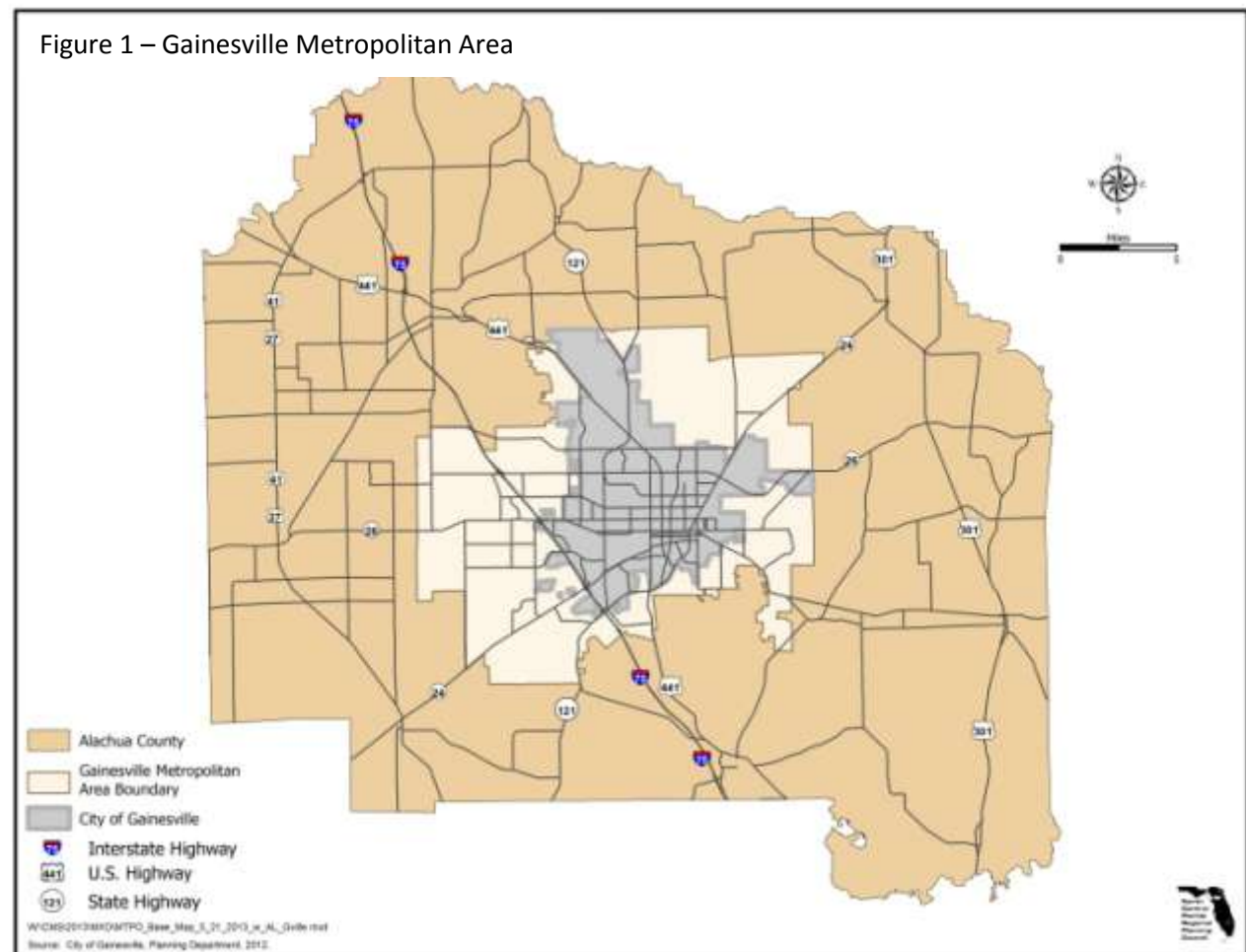
Learn about transportation and add your input to the planning process in these ways:

- **In person:** Attend and make a comment at the public meetings which are posted on our website calendar; or, invite us to speak to your group about transportation planning.
- **Email:** Send comments or questions to sanderson@ncfrpc.org
- **Phone:** Call us at 352-955-2200.
- **Social Media:** Like us on Facebook www.facebook.com/GainesvilleMTPO
- **Website:** Learn more about the Long Range Transportation Plan at www.livablecommunity2040.com or <http://ncfrpc.org/mtpo/LRTP.html>
- **Mail:** Marlie Sanderson, Director of Transportation Planning
 North Central Florida Regional Planning Council
 2009 NW 67 Place
 Gainesville, Florida 32653

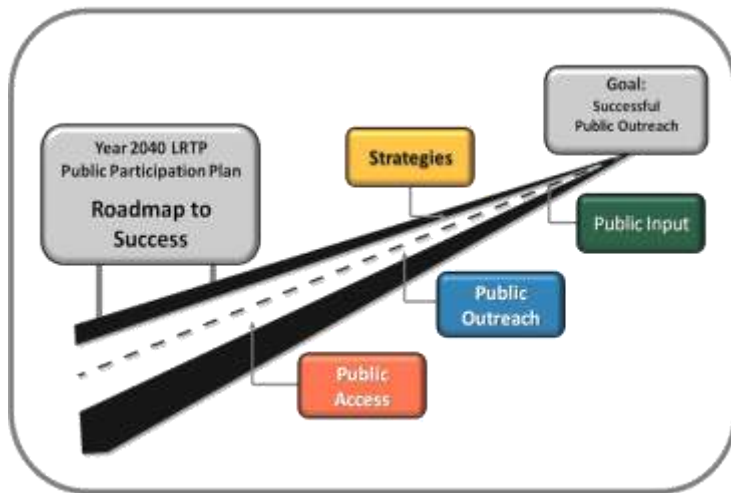
1. WHAT IS THE LONG RANGE TRANSPORTATION PLAN?

The Year 2040 Long Range Transportation Plan details how the metropolitan multimodal transportation system will evolve over the next 25 years. Federal law requires a Long Range Transportation Plan update on a five-year cycle. However, it may be amended or administratively modified anytime within that five-year period.

The 2040 Long Range Transportation Plan covers the Gainesville Metropolitan Area located in the center of Alachua County, Florida, which is comprised of the City of Gainesville as well as the surrounding urban and transitioning areas (see map below).



The 2040 Long Range Transportation Plan focuses on increasing the mobility of area residents and the connectivity of the entire transportation system, in order to create a more efficient travel network. The 2040 Long Range Transportation Plan's slogan is "Livable Community - Creating Connections" because of its focus on connecting the community through a planned and integrated multimodal transportation network.



Public participation is a critical element in the development and adoption of the 2040 Long Range Transportation Plan. This is due to the significant socio-cultural, economic, health, and environmental impacts of transportation on all persons in the region. This Public Participation Plan outlines widespread opportunities for the general public to be informed and engaged throughout the development of the 2040 Long Range Transportation Plan. The purpose of the Public Participation Plan is to provide a roadmap to systematically

achieve goals and objectives for participation, ensuring diverse and inclusive public input.

2. PUBLIC PARTICIPATION REQUIREMENTS

This Public Participation Plan incorporates the federal *Moving Ahead for Progress in the 21st Century Act* requirements into the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area's 2040 Long Range Transportation Plan. The Public Participation Plan:

- Provides for outreach to citizens, affected public agencies, agencies responsible for natural resources, environmental protection, conservation and historic preservation, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled and other interested parties with responsible opportunities to be involved in the development of the Long Range Transportation Plan;
- Provides adequate public notice of public participation activities and time for public review and comment at key decision points, including but not limited to, a reasonable opportunity to comment on the proposed long range transportation plan;
- Provides timely notice and reasonable access to information about transportation issues and processes;
- Employs visualization techniques to describe proposed long range transportation plans for use at public workshops and meetings;
- Makes public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web;



- Holds public meetings at convenient and Title VI-compliant locations and times;
- With at least seven (7) business days advance notice prior to public meetings, language interpretation in Spanish shall be available for all public meetings. Upon request, an interpreter will be available at meetings to translate verbal information. Meeting notices, newsletters, flyers and display boards will be available in Spanish to address Limited-English proficiency when requested. The availability of this option shall be advertised;
- Demonstrates explicit consideration and response to public input received during the development of the long range transportation plan;
- Seeks out and considers the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services;
- Consults with Federal, State, Tribal, wildlife, land management and regulatory agencies and agencies responsible for natural resources, environmental protection, conservation and historic preservation; and
- Provides an additional opportunity for public comment, if the final long range transportation plan differs significantly from the version that was made available for public comment by the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area and raises new material issues which interested parties could not reasonably have foreseen from the public involvement efforts.

3. GOALS, OBJECTIVES AND STRATEGIES

The purpose of this Public Participation Plan is to establish a comprehensive, inclusive process using innovative methods to create continuous opportunities for diverse public participation during the development of the 2040 Long Range Transportation Plan. The following goals, objectives and strategies will be used to achieve the purpose of this plan.



PUBLIC PARTICIPATION GOALS:

- Goals:** The public participation process for the 2040 Long Range Transportation Plan shall provide complete information, timely public notice and full access to key decisions; and shall support early and continuing involvement of the general public.



PUBLIC PARTICIPATION OBJECTIVES:

Objective 1: Public Access: The public shall be provided timely notice and access to information about the 2040 Long Range Transportation Plan.

Objective 2: Public Outreach: Opportunities shall be created for the public to be informed about the 2040 Long Range Transportation Plan, particularly those who can expect to be directly affected by the outcomes or those with special needs that may not be well served by the existing transportation system.

Objective 3: Public Input: The solicitation, compilation, and consideration of public input shall be an integral part of the 2040 Long Range Transportation Plan decision-making process.

Key Decision Events

Prior to adoption of the 2040 Long Range Transportation Needs Plan, the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area will conduct a public hearing. The Needs Plan public hearing will be preceded by a presentation on the various proposed projects included in the draft Needs Plan. The Needs Plan will include projects that will enable the Gainesville Metropolitan Area transportation system to operate at levels of service that meet the criteria specified in the City of Gainesville and Alachua County comprehensive plans.

Prior to adoption of the 2040 Long Range Transportation Cost Feasible Plan, the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area will conduct a public hearing. The Cost Feasible Plan public hearing will be preceded by a presentation on the various proposed projects included in the draft Cost Feasible Plan. The Cost Feasible Plan will include projects that are anticipated to be funded based on 2040 transportation revenue forecasts.

Other Major Public Participation Events

During development of the 2040 Long Range Transportation Plan, the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area will host three public workshops and an interactive “Town Call” meeting. As appropriate, status reports will be provided at regular business meetings.



STRATEGIES

2040 Long Range Transportation Plan Branding and Materials



The Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area will establish a 2040 Long Range Transportation Plan brand to make the planning effort immediately recognizable during public presentations and meetings, special events and in plan materials. The slogan “Livable Community - Creating Connections” and logo have been developed to help community members connect with the importance of shaping the region’s mobility future. Branded 2040 Long Range Transportation Plan materials, to be produced electronically and in print, will be eye-catching and easy to understand. All materials will be clear and concise; they will help connect key messages with target audiences. All branded materials will include the appropriate project team contact information for interested persons with questions or concerns. Creative, attractive community outreach materials will be developed for target audiences and distributed via the U.S Postal Service and electronically. In addition, at the conclusion of the 2040 Long Range Transportation Plan, a poster will be prepared similar in design to the Year 2035 Metropolitan Transportation Planning Organization’s Livable Community Reinvestment Plan poster.

Coordination with Other Plans and On-Going Studies

The update of the 2040 Long Range Transportation Plan will be coordinated with on-going plans and studies that are currently underway. This includes:

- Alachua County Documents
 - Alachua County Comprehensive Plan
- Alachua County Transportation Disadvantaged Service Plan
- City of Gainesville Documents
 - City of Gainesville Comprehensive Plan
 - Community Redevelopment Agency Projects
 - Power District Redevelopment
 - Innovation Square Development
 - Depot Park Redevelopment
- Regional Transit System Projects
 - Premium Transit Service Project (Bus Rapid Transit and streetcar studies emanate from this)
 - Transit Development Plan Updates - Others
- Envision Alachua (Plum Creek Sector Plan)
- Florida Department of Transportation Documents
 - Florida Transportation Plan

- Florida's Strategic Intermodal System Strategic Plan
- Interstate 75 Transportation Alternatives Study
- Future Corridors Initiative
- Florida Highway Safety Plan

- North Central Florida Regional Planning Council
 - North Central Florida Strategic Regional Policy Plan

- University of Florida Campus Master Plan Update

Community Events

Community events will provide opportunities to raise awareness of the 2040 Long Range Transportation Plan and build positive relationships with the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area, its partners, and the community. As a cost-effective measure, a limited number of specific locally planned community events will be selected to help distribute information and collect comments regarding the 2040 Long Range Transportation Plan.



This strategy includes a variety of events sponsored by organizations that represent the community's diverse demographics. Events may include community and school fairs, farmers markets, sporting events, cultural and art festivals. Information will be provided through information booths, printed materials and exhibits. Event attendees will be able to submit feedback via surveys.

Community Conversations

Community Conversations are interactive presentations that foster two-way communication about regional transportation concerns and solutions. These presentations are given to specific groups and allow participants to take part in the 2040 Plan. Proactive public participation often means meeting with community members where they live or congregate. The public participation process for this plan update will include Community Conversations with focus groups such as homeowners associations, business groups, cultural, civic and fraternal organizations, houses of worship, environmental groups and others.

Information will be clearly communicated regarding the region's transportation needs and proposed 2040 Long Range Transportation Plan through these community speaking engagements. Community Conversations will ensure that accurate 2040 Long Range Transportation Plan information is distributed



far beyond those who are able to attend the scheduled public meetings, and that feedback is received from these groups.

4. TOOLS AND TACTICS



PUBLIC INVOLVEMENT TOOLS AND TACTICS

In addition to public meetings and community conversations, the following communication tools and tactics will be utilized to involve the public and key stakeholders in the 2040 Long Range Transportation Plan process. Offering a wide variety of public participation and communication opportunities encourages groups and individuals with varying levels of interests and diverse objectives to understand significant issues and participate in the decision-making process.

Newsletters

The first 2040 Long Range Transportation Plan newsletter will announce the 2040 Long Range Transportation Plan kickoff. Subsequent issues will provide updates on the planning process and public participation opportunities, and request feedback. The newsletters will include visual graphics to help area residents understand why they should contribute to the plan's development.

Existing Community Networks

Under the direction of Metropolitan Transportation Planning Organization staff, meeting notices and other information for the 2040 Long Range Transportation Plan will be submitted for placement in municipal and community newsletters, on websites, in house of worship bulletins, in libraries within the Gainesville Metropolitan Area, and social service agencies, community centers, and at various locations within the University of Florida and Santa Fe College that are specified in the Public Participation Plan.

Strategic Media Plan

Integrating the media in public participation strategies helps foster trust and maximizes the 2040 Long Range Transportation Plan team's ability to inform and engage a broad audience. A media plan will be developed to include:

- Key messaging and talking points;
- Press releases and public service announcements;
- A comprehensive media list, including ethnic, non-mainstream media; and
- Alerting agency and program management staff immediately upon media requests, and working with staff on responses.

The media plan will include working with local government public access television, Cox Cable, Channel 12, radio stations and other media outlets for strategic media placement and key messages about the 2040 Long Range Transportation Plan. The media plan will include coordination with:

Radio Stations

- Classic 89
- WRUF
- WSKY-WKTK

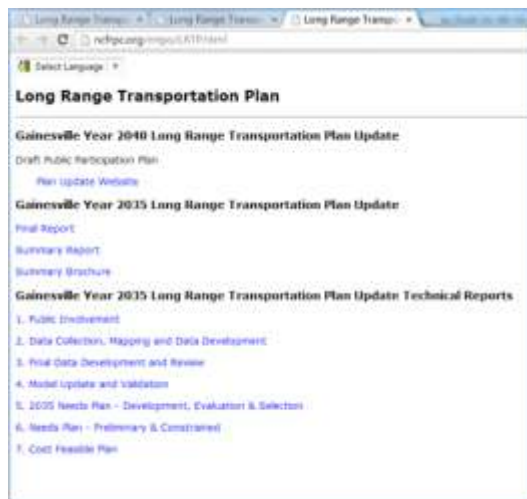
Television Stations

- WCJB TV 20 (American Broadcasting Company affiliate)
- GTN (Columbia Broadcasting System and National Broadcasting Company affiliate)
- NEWS 5 (Public Broadcasting System affiliate)



Newspapers

- Alachua County Today
- High Springs Herald
- Independent Florida Alligator
- Gainesville Sun
- Gainesville Sun-Guardian



Websites

Information about the 2040 Long Range Transportation Plan process will be posted on the Metropolitan Transportation Planning Organization website at <http://ncfrpc.org/mtpo/LRTP.html>. A separate project website, www.livablecommunity2040.com, will be launched by the end of January 2014. The website will contain general information about the 2040 Long Range Transportation Plan planning process and upcoming meetings, as well as contact information for project staff. The website will be updated throughout the process and will provide interested parties with project information, links to surveys, and opportunities to

provide comments and to sign up to receive communications and announcements about the 2040 Long Range Transportation Plan. A calendar identifying and scheduling all project related public meetings and activities will be posted on the 2040 Long Range Transportation Plan project website.



Social Media

Community members will be engaged through social media outlets using the Facebook page <https://www.facebook.com/GainesvilleMTPO>. The page will include plan update information and announcements relevant to the transportation planning process and feedback from the public. Other innovative social media ideas will be explored and, when appropriate, implemented to help achieve public participation objectives. Social media tools will be used to increase awareness of the Long Range Transportation Plan process and to solicit meaningful community input.

Online Opportunities

Online surveys are another effective tool for collecting public comments on the 2040 Long Range Transportation Plan. The opportunities for online surveys will be evaluated at milestones during the planning process. Survey instruments will be thoroughly reviewed and approved before implementation. Reports on survey findings will be available to the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area and posted on the website at www.livablecommunity2040.com.

Online public participation forums such as mindmixer.com or opentownhall.com will be considered in order to provide local communities with online engagement tools that will allow them to have productive, collaborative conversations and offer input.

Photographic Diary

A photographic diary detailing all public participation activities will be maintained.

Visualizing Techniques

Visualization techniques will be used to show information in clear and easily understood formats such as maps, pictures, displays or PowerPoint presentations. This will enable the public to better understand and respond to a potentially complex project or plan. They will help answer questions such as "How will the 2040 Long Range Transportation Project Plan affect me, my family and my neighborhood?" Visualizations can help bridge the gap between the Metropolitan Transportation Planning Organization's vision and the stakeholders' understanding.

A digital visualization with narrative description on a website ensures that the public can see and hear the same information about a project whether they come to a public meeting or view the presentation on their own. This ensures that people who cannot attend a meeting do not miss the information. Displays, maps, pictures and presentations that are used at public meetings and community conversations will be posted on the website at www.livablecommunity2040.com.



PUBLIC MEETINGS

Public workshops and public hearings provide the community with an opportunity to learn about the 2040 Long Range Transportation Plan process, receive updates on the project, share the latest information and provide comments on the 2040 Long Range Transportation Plan elements. They also provide a “look ahead” to the next steps in the project development.

Public Workshops/Public Hearings

There will be three (3) Public Workshops and two (2) Public Hearings held during the 2040 Long Range Transportation Plan update.

The meetings will be:

- Held at locations where residents regularly congregate;
- Held at accessible locations that comply with Americans with Disabilities Act requirements;
- Held at locations accessible to public transportation;
- Properly signed along routes leading to meeting locations; and
- Scheduled at a time that is convenient to the public.

The first public workshop shall inform the public of the Long Range Transportation Plan update. This workshop will occur early in the project to outline the study scope, goals and timing. The public will also have an opportunity to provide input which will help in the development of the vision statement and the goals and objectives for the Long Range Transportation Plan. Meeting attendees will be able to submit feedback via comment forms. Comment forms will also be posted on the 2040 Long Range Transportation Plan website for greater accessibility and be distributed at community presentations and other events. The public will be encouraged to offer their ideas, suggestions, issues and concerns about future transportation plans. A portion of each meeting shall be devoted to questions and answers and the public shall be asked to identify and provide information about transportation problem areas. A report detailing public comments and responses will be provided to the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area.

The community will be notified in advance of public meetings through:

- Legal display ads;
- News releases sent to the media list;
- Postings on the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area’s 2040 Long Range Transportation Plan website;

- Posters and/or flier distributions at businesses, community focal points, places of worship, for display on Regional Transit Service buses, information kiosks, paratransit vans; and
- Meeting notices emailed to the stakeholder database.

Special accommodations will be made at no cost for persons with disabilities or persons requiring translation services who desire to participate in a 2040 Long Range Transportation Plan event. To arrange for special accommodations, persons should call Marlie Sanderson at 352-955-2200 extension 103, or send an email to sanderson@ncfrpc.org at least seven (7) business days prior to the event. With adequate advance notice, agendas for all public meetings shall be available in Braille or large print upon request, as well as recorded versions of the same and sign language interpretation shall be available for all public meetings. The availability of these media alternatives shall be advertised.

Meeting attendees will be able to submit feedback via comment forms. Comment forms will also be posted on the 2040 Long Range Transportation Plan website for greater accessibility and distributed at community presentations and other events. A report detailing public comments and responses will be provided to the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area.

Interactive Public Meeting “Town Call”

To implement a comprehensive, diverse, and widespread public participation process, a “Town Call” meeting will be held to reach a high volume of participants, provide information about the 2040 Long Range Transportation Plan, and solicit input. A Town Call meeting is an informal meeting that is available electronically to a large group of people via telephone/cell phone. The technology for “Town Call” Events must be provided by a vendor who specializes in that technology. It is an inexpensive, time-saving way to reach large numbers of area residents that may not be able to attend regularly scheduled meetings or events. Live video streaming via the internet for those who have computer accessibility is generally an option, as well as PowerPoint streaming with a speaker. Participants can scroll through the presentation during the call and have the ability to ask questions through “live chat” with the speakers. Those who do not have internet accessibility can hear the speaker and ask questions via telephone.



Use of these techniques will help a broad audience better understand the planning process and contribute constructive feedback. A report detailing the “Town Call” meeting along with the public



comments and responses will be provided to the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area.

Interactive Activities

Interactive games will be provided at public workshops and other events to gather feedback and help participants understand the planning process and decisions that need to be made about meeting future transportation needs.

5. NOTIFICATION REQUIREMENTS

The Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area is dedicated to appropriately notifying the community about the Public Participation Program for the 2040 Long Range Transportation Plan, as required by federal and state law. Specifically, this includes:

- Posting a Draft Public Participation Plan on <http://ncfrpc.org/mtpo/LRTP.html> and on <http://ncfrpc.org/mtpo/index.html> for a 45-day comment period prior to adoption by the Metropolitan Transportation Planning Organization;
- Presenting the Draft Public Participation Plan to all Metropolitan Transportation Planning Organization advisory committees for review and comment;
- Providing notice about public outreach activities in 2040 Long Range Transportation Plan newsletters, on the website and social media;
- Using diverse media outlets to publicize public participation activities;
- Advertising 2040 Long Range Transportation Plan public hearings in local newspapers at least two Thursdays prior to each hearing;
- Sending notification via email to interested parties in the email database.

Public workshop notices and public hearing notices, public flyers and/or posters will be provided for placement on Community service bulletin boards and information kiosks at the following locations:

- Community centers, recreation facilities and other public buildings located in lower income and minority neighborhoods, including:
 - Alachua County Administration Building
 - Alachua County Public Health Department
 - Alachua County Sheriff's Office
 - Alachua County/Gainesville Senior Recreation Center
 - Gainesville City Hall
 - Gainesville Housing Authority
 - Gainesville Police Department
 - Gainesville Regional Utilities
 - Martin Luther King, Jr. Center
 - Rosa Williams Center
 - Wilhemina Johnson Center

- Places serving special needs populations located within the Gainesville Metropolitan Area, including:
 - Center for Independent Living
 - Division of Blind Services
 - Eldercare of Alachua County

6. IDENTIFYING STAKEHOLDERS



Achieving these public participation goals and objectives begins with appropriately identifying stakeholders with a jurisdictional, direct or other interest in contributing input to the 2040 Long Range Transportation Plan. The Public Participation Plan includes conducting a formal, comprehensive community inventory to develop a stakeholder database. A variety of resources will be used to compile the database, including updating existing agency stakeholder lists. The Metropolitan

Transportation Planning Organization for the Gainesville Urbanized will receive regular updates on community feedback. The stakeholder database will be updated throughout the public participation process.

Elected and Appointed Officials Coordination

The 2040 Long Range Transportation Plan team will keep local, state, and federal officials briefed and engaged. This will occur through various avenues including newsletters and the distribution of 2040 Long Range Transportation Plan materials, as well as through briefings and/or periodic presentations to the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area and the Alachua County League of Cities.

Advisory Committees

The Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area utilizes advisory committees in its transportation planning decision processes. Periodic updates regarding the 2040 Long Range Transportation Plan and community outreach activities will be presented at advisory committee meetings. The following committees have been established to





provide additional public input in the transportation planning process:

- Citizens Advisory Committee
- Technical Advisory Committee
- Transportation Disadvantaged Coordinating Board
- Bicycle/Pedestrian Advisory Board
- Alachua County Traffic Safety Team

Intergovernmental / Community Organizations

Productive partnerships with other transportation agencies, local governments, and key community organizations will help raise awareness of the 2040 Long Range Transportation Plan and maximize efficiency. The development of the 2040 Long Range Transportation Plan will be coordinated with:

- Florida Department of Transportation
- Alachua County
- City of Alachua
- City of Archer
- City of Gainesville
- City of Hawthorne
- City of High Springs
- City of Newberry
- City of Waldo
- Town of La Crosse
- Town of Micanopy
- Gainesville Area Chamber of Commerce
- Latina Women's League
- League of Women Voters
- Santa Fe College
- Sierra Club
- University of Florida

Resources and Permitting Agencies-State and Local

The following local and state agencies, businesses and institutions may be utilized as resources for information gathering:

- Florida Department of Transportation
- Florida Department of Environmental Protection
- City of Gainesville Regional Transit System
- City of Gainesville Bicycle/Pedestrian Advisory Board Staff



- City of Gainesville Planning & Development Services
- City of Gainesville Public Works
- Gainesville Regional Utilities
- Gainesville Regional Airport
- Alachua County Growth Management
- Alachua County Public Works
- Alachua County Environmental Protection
- Alachua County School Board
- University of Florida Facilities Planning & Construction
- University of Florida Parking Services Administration
- North Central Florida Regional Planning Council
- St. Johns River Water Management District

Traditionally Underserved Communities

The Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area is committed to ensuring ongoing participation by traditionally underserved “environmental justice” populations, such as the transportation disadvantaged, transit-dependent, minorities and those living in low-income communities. The need to produce materials for non-English speakers and the hearing and visually-impaired will be evaluated throughout the process.

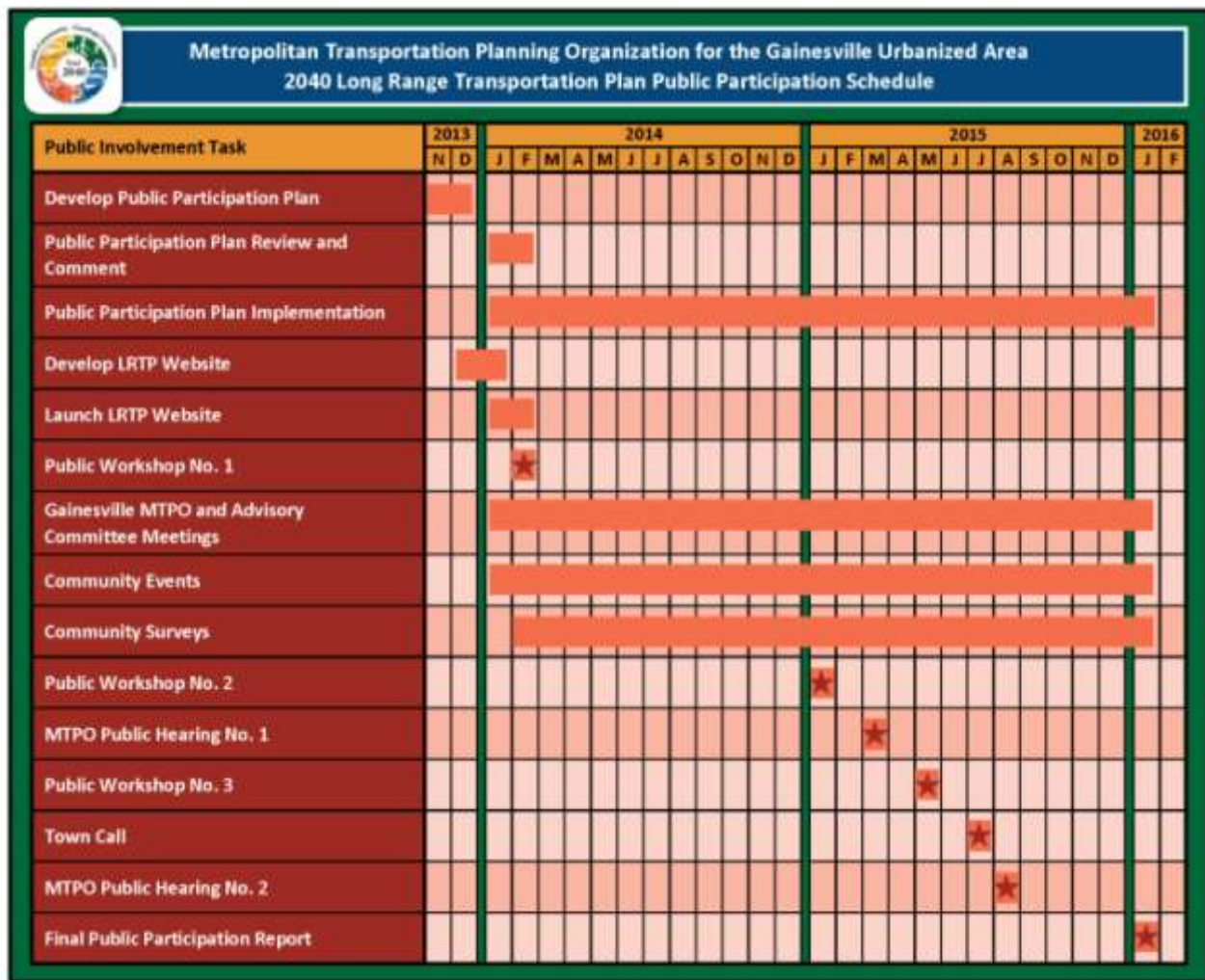
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The transportation needs and opinions of those with disabilities will be sought out and the planning process will be made accessible to such persons as per the regulations provided by the American with Disabilities Act of 1990.

To facilitate outreach to **Traditionally Underserved Communities** for membership on the advisory committees and to inform the communities of public workshops on the 2040 Long Range Transportation Plan, flyers and/or posters for display will be distributed on Regional Transit System (RTS) buses, information kiosks and paratransit vans.

7. PUBLIC PARTICIPATION SCHEDULE

A schedule for the 2040 Long Range Transportation Plan Public Participation Plan activities is shown on the following page.



8. PUBLIC PARTICIPATION FINAL REPORT

The entire public involvement effort shall be documented as a final Public Participation Report section in Technical Report 1. All outreach efforts will be documented including public participation strategies, activities, materials, photographs and subjects discussed, along with evaluation and performance measures documenting the results of the process for each methodology. Meeting minutes will be prepared for all public workshops, community conversations, meetings and hearings, and all public comments will be summarized, evaluated and documented. All meeting minutes, emails, comments from the public and related information concerning the public outreach for the Draft Long Range Transportation Plan and technical reports shall be compiled and included in the final Technical Report 1.



9. DISPOSITION OF PUBLIC COMMENTS

When significant written and oral comments are received on the draft Year 2040 Long Range Transportation Plan (including the financial plan), a summary, analysis and reports on the disposition of public comments shall be prepared and included as part of the adopted Year 2040 Long-Range Transportation Cost Feasible Plan Final Report.



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www.ncfrpc.org/mtpo