



# LSMPO 2050 Long Range Transportation Plan Update

Public Involvement Plan - DRAFT

*RFP # 22-5384A  
Lake and Sumter Counties, FL*

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## Overview

A Long Range Transportation Plan (LRTP) outlines a regions future transportation needs for the next 20 years. The plan guides decisions on infrastructure, project priorities, and funding allocation. Federal code 23 CFR Parts 450 and 771 and State Statute 339.175 F.S. both require Metropolitan Planning Organizations (MPOs) to prepare a Long Range Transportation Plan (LRTP) that has at least a 20-year planning horizon every five years.

The Lake-Sumter MPO's (LSMPOs) mission is to provide local governments, agencies, and residents of Lake Sumter counties with accessible, multi-modal transportation that's in-line with our community members' and partners' vision for the region. This Public Involvement Plan (PIP) outlines the roadmap for community and stakeholder engagement for the 2050 Long Range Transportation Plan.

## Public Involvement Plan's Purpose

When building a regions transportation vision for the future, public participation and engagement provides essential input into community wants and needs. The Public Involvement Plan's (PIP's) purpose is to engage with the public and gather information in a manner consistent with the LSMPO's overall Public Participation Plan (PPP) and Title IV Program: Nondiscrimination and Language Plan.

This plan adds specific emphasis on the following areas:

**Underserved Communities:** Apply innovative strategies and accessible engagement options to reach populations that may have inadequate access to transportation and public services, including, but not limited to, minorities, low-income individuals, persons with disabilities, elderly, and youth.

**Innovation and Technology:** Integrate modern technology and tactics that support in-person and virtual public engagement to foster two-way conversations with LSMPO and community members.

**Meaningful Outreach Schedule:** Develop an organized and thoughtful outreach schedule that maximizes time and resources, while enhancing and encouraging public participation at key phases in the LRTP development process.

Focusing on the above emphasized elements, the Lake-Sumter MPO's Public Involvement Plan will encourage and gain input about transportation from community members and stakeholders across Lake and Sumter Counties.

## Partners and Stakeholders

The LSMPO 2050 LRTP project team maintains a database of stakeholders and includes representation from agencies, including but not limited to, local city governments, transportation and modal partner agencies, community organizations, and environmental agencies. This project will connect with stakeholders outlined below to ensure consistent engagement and collaboration, as well as compliance with local jurisdiction requirements.

### Counties and Cities

#### *Lake County*

Lake County BoCC  
Clermont  
Eustis  
Fruitland Park  
Groveland  
Howey-in-the-Hills  
Lady Lake

Leesburg  
Mascotte  
Minneola  
Montverde  
Mount Dora  
Tavares  
Umatilla

#### *Sumter County*

Sumter County BoCC  
Bushnell  
Center Hill  
Coleman  
Webster  
Wildwood

### Transportation and Modal Partners

Carroll Fulmer Trucking  
Central Florida Regional  
Planning Council (CFRPC)  
Florida Department of  
Transportation (FDOT) District 5  
Hernando/Citrus MPO  
Lake County Connection (LCC)  
Lake County Public Transit  
Advisory Committee  
Lake County Public Works  
LakeXpress  
Leesburg International Airport  
LYNX

MetroPlan Orlando  
Mid Florida Air Service Airport  
(X55)  
Ocala/Marion County  
Transportation Planning  
Organization (TPO)  
Pasco County MPO  
Polk TPO  
River to Sea TPO  
Sumter County Public Works  
Sumter County Transit (SCT)  
The Villages  
Umatilla Municipal Airport (X23)

## Community Partners

Center for Independent Living  
Central Florida  
Deaf and Hearing Services of  
Lake and Sumter County  
Lake County Economic  
Development and Tourism Office  
Lake County Elder Affairs  
Coordinating Council  
Lake County Schools  
Lake-Sumter State College

Sumter County Elder Affairs  
Advisory Committee  
Sumter District Schools  
The Villages Community  
Development Districts  
The Villages Homeowners  
Association  
United Way of Lake and Sumter  
Counties

## Environmental Agencies

Florida Department of Environmental Protection  
Florida Department of Historical Resources  
Florida Fish and Wildlife Conservation Commission  
Florida Forest Service  
Friends of Lake Apopka  
Lake County Water Authority  
St. Johns River Water Management Districts (SJRWMD)  
US Fish and Wildlife  
USDA Forest Service (Ocala National Forest)

## Public Engagement Tools & Tactics

### 2050 Long Range Plan Webpage

The Lake-Sumter MPO's website will host a webpage specific to the 2050 Long Range Transportation Plan including general information and upcoming opportunities for the public to engage and offer their input. Community members and stakeholders will have easy access to the webpage and a link will be shared to local partners and via social media platforms.

### Media & Press Release

Throughout the 2050 LRTP, LSMPO will release press releases and communicate with local media to provide the latest updates and inform the public about upcoming engagement opportunities.

### Online ArcGIS Maps & Online Surveys

Online ArcGIS mapping tools and digital surveys will allow individuals to provide their input online about the 2050 LRTP. The LSMPO will link these tools on the webpage

and distribute them through email, QR code flyers, and other means to gauge opinions and feedback.

These tools will gather public opinions on transportation needs, including, but not limited to, congestion, safety, multi-modal, transit, and resiliency to help inform the development of the 2050 LRTP. These tools will coincide with the project's timeline for public input and will target Lake and Sumter Counties' residents before and during the Needs Assessments.

## E-Newsletters & E-Blasts

The Lake-Sumter MPO will distribute new updates and information about the project through e-newsletters and e-blasts. These materials will align with the Lake-Sumter MPO's brand and comply with the Americans with Disabilities Act (ADA) guidelines.

The e-newsletter and e-blasts will include kickoff updates, virtual and in-person public engagement opportunities, and visual updates (videos, pictures, graphics). E-newsletters and e-blasts are sent to all those on the Lake-Sumter MPO's email list. Lake and Sumter County residents can sign up to receive these e-newsletters and e-blasts on the LSMPO's webpage.

## Social Media & Audio Advertising

Organic posts and paid advertising will be used on social media with the goal of encouraging public participation. The Lake-Sumter MPO uses Facebook to connect with the communities they serve. To increase reach, posts including project videos, interactive elements, and important updates should also be considered for paid advertising.

Social media posts can include project updates, in-person and virtual engagement opportunities, surveys, etc. Messaging on social media platforms will encourage participation and 2050 LRTP branding.

Other online advertising opportunities for the 2050 LRTP, including radio advertising and website banner ads, will target Lake and Sumter Counties' residents and align with the project's timeline for public input, including during the Needs Assessments and in preparation for the Cost Feasible Plan development.

## Public Engagement

Throughout the 2050 LRTP process, LSMPO will hold both in-person and virtual opportunities for engagement. The LSMPO utilizes accessible and innovative technologies to capture community feedback and avoid overextending resources that may cause fatigue amongst the public and key stakeholders.

In compliance with LSMPO's Title VI, Section 4.7 policy on the strategies for engaging Title IV protected groups, meetings will be held in locations accessible by public transit and during times that consider riders.

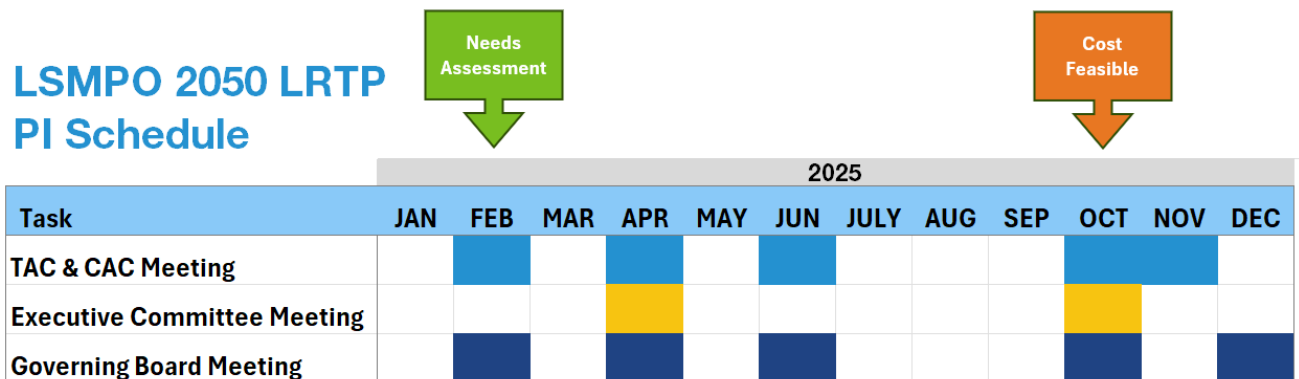
## 2050 LRTP Governing Board, TAC & CAC Presentations

The Lake-Sumter MPO gathers in-depth information and feedback from the community and its stakeholders through its Governing Board and various committees. The Governing Board consists of 29 board members representing communities in the Lake-Sumter region.

During the 2050 LRTP process, the Project Team will present updates to the current Governing Board, Technical Advisory Committee (TAC), and the Citizens Advisory Committee (CAC). These presentations will provide direction and oversight into the development of the 2050 LRTP. The governing board will adopt 2050 LRTP updates and approve the final report adoption in compliance with Federal guidance.

Presentations can include, but is not limited to, the Needs Assessment, updates for the Active Transportation Plan and Transportation Systems Management and Operations (TSM&O) Master Plan, the Financial Resources and Cost Feasible Plan and more. **Figure 1** represents the timeline for the 2050 LRTP Update throughout the project duration.

Figure 1 | TPO Governing Board & Committee Meetings



## Stakeholder Meetings

Meetings with key stakeholders and communities in Lake and Sumter County will offer insight into the 2050 LRTP and gather input on multimodal needs, accessible mobility, safety and resiliency, capacity, transit, technology, bicycle/pedestrian/trails, and other elements in the plan.

## Public & Community Meetings

In-person workshops and events will also be held during key stages of the LRTP process. These events will occur to gather input on the community's transportation needs and present information about the 2050 LRTP. Additionally, the LRTP project team will look at community hosted events for potential to sign up and attend to meet the public where they are already at – this can include local markets, shows, and festivals.

Before these events, the LSMPO will post location, time, and event details on social media, website, and other areas that may reach community members. These events will comply with the PPP, Title IV policies, and the ADA. Social media boosting is an important strategy to reach community members in specific geographic areas. LSMPO may also use other technologies and interactive tools to help identify feedback through project development.

Community members will have various comment methods available to them and can submit them via email, online surveys, and verbally at specific events. A response will be made directly to the individual via telephone call, e-mail, or letter within fourteen (14) business days of receiving the question or comment.

Virtual options may be made available to accommodate those unable to participate in or attend in-person events due to transportation limitations, childcare responsibilities, or other challenges. Information about virtual opportunities will be housed on the LSMPO website and disseminated on social media and e-blasts. Recordings of the virtual event will be available upon request.

Public and community meetings will be summarized following the event and incorporated into final 2050 LRTP documentation.

## Communications Tools

### Equitable Communications & Outreach

The LSMPO's 2050 LRTP encourages feedback and engagement with the public and its stakeholders through accessible and innovative strategies, including online surveys, in-person events, and online mapping tools. By using various data collection methods, the LSMPO will gain insight into the entire community's transportation needs and wants. The plan stays consistent with the PPP (2024) and Title IV Program to ensure an equitable and cohesive plan for the region's future mobility.

### Project Branding

A cohesive brand plays a role in the 2050 LRTP's recognition and engagement with the community. Common collateral, media, and advertisements for the 2050 LRTP will have a unique look and feel compared to other campaigns and brands for The Lake-Sumter MPO while still aligning with the overall MPO's branding. Proposed LSMPO 2050 LRTP logos are included in Appendix A.

## Technology & Interactive Presentations


During virtual and in-person events or online engagement, the LSMPO will utilize technology and interactive elements to garner feedback from the public. Platforms like Mentimeter or Survey123 can conduct live polling and questions, which can simulate an in-person activity for those online.

## Documentation


The final report will include a technical memorandum documenting the public engagement outcomes and findings and will be added to the appendices.

## Appendix A. LSMPO LRTP 2050 Logo Exploration


### LSMPO LRTP 2050 Logo Exploration




**1a**




**1b**




**1c**




**1d**




**2**




**2b**




**3a**




**3b**



**4a**



**4b**



**4c**

