

LAKE~SUMTER METROPOLITAN PLANNING ORGANIZATION



# PUBLIC INVOLVEMENT

---

## FINAL REPORT

**February 2011**

Prepared by Lake~Sumter Metropolitan Planning Organization  
1616 South 14<sup>th</sup> Street, Leesburg, FL 34748

## ***Introduction***

The development of the Lake~Sumter Metropolitan Planning Organization's Transportation 2035 plan began early in the process and included a focus on several public involvement activities. A significant effort was made to include all elected officials, agency staff, MPO boards, committees members, civic organizations, regional partners and the citizens of the Lake~Sumter MPO planning area.

The MPO presented the plan at over 120 meetings and events including three public workshops.

## **USING SOCIAL MEDIA TO ENGAGE THE COMMUNITY**

The MPO encouraged the use of appropriate Social Media/Web 2.0 (SM/W2.0) technologies to enhance communication, collaboration, and information exchange in support Transportation 2035. These tools are evolving rapidly and are shaping how we work with our, partners, other government agencies, and the public.



For the final phase of TRANSPORTATION 2035, the MPO created a "Facebook Group" as an interactive outreach vehicle for engaging citizens interested in the Plan. The Facebook group page provided a link to the MPO web page, feature project photos and renderings, will help publicize events, and will be a place where citizens can easily participate in the process. The fact that the MPO is as innovative as to employ social media in its planning process will help generate positive coverage for this project. All news

releases and media notices will list the Facebook Page. The public will be invited to post comments on the MPO website via the "Voice your Ideas" section. The results from Facebook will be evaluated before the use of other social media such as Twitter is considered.

All comments were collected and documented through the ***Voice your Ideas!*** area of the website. Access to all Transportation 2035 presentations, maps, meeting materials and supporting documentation is available on the MPO website at [www.LakeSumterMPO.com](http://www.LakeSumterMPO.com).

Form fields include: Name, Address, City, State, Zip, Phone, e-mail, Comment. Contact: Michael Woods - Phone (352) 313-0170, e-mail MWood@LakeSumterMPO.com Or visit us at: www.LakeSumterMPO.com.  Please include me in the Lake-Sumter MPO TRANSPORTATION 2035 e-mail list.



### ***Response to Public Input***

Responses to questions and comments from the public concerning TRANSPORTATION 2035 were made directly to the individual by letter, telephone call or email. Almost all of the public comments concerning TRANSPORTATION 2035 were made during the three workshop series or through the MPO committee probes and were documented on the large format maps used for the workshops and committee meeting. The workshop and committee maps with comments were made available on the Lake~Sumter MPO website after each workshop or committee meeting for further public and agency comment. The only written comments received that were not recorded a map were at the first TRANSPORTATION 2035 workshop from a group of residents of Yalaha concerned about the widening of CR 48 through their community. A copy of the written comments received from this group of residents is included in the appendix of this document.

### ***Opportunities for Participation***

The MPO took a proactive approach to providing the opportunity for the public to be involved early in the process, and with continuing involvement through all phases of TRANSPORTATION 2035. It was critical to employ effective marketing strategies for the various public involvement activities. The meetings were advertised in MPO newsletter, press releases, web site, radio talk show, public involvement email list, bulletin board postings at government and public places.

Presentations were prepared for each meeting and tailored to meet the needs of those involved. Notifications of all workshops began well in advance of a month ahead of the scheduled date. In addition to legal ads and formal postings announcing the meetings staff also utilized flyers and the website. Speaker cards, comment cards, and sign-in sheets were available at all meetings to record public input and concerns. At the workshops, participants were encouraged to write down their comments and concerns. Speaker comments were also recorded at the workshops, committee meetings and board meetings for the MPO to use in updating TRANSPORTATION 2035. A follow-up

summary of each workshop was prepared and posted to the MPO website.

**Lake~Sumter MPO Website**

The MPO maintained an internet project website providing a forum for the most current information on activities and transportation projects, downloadable plans for each citizen to review interactive maps of transportation projects; links to related sites; and several opportunities to provide commentary to the MPO regarding their plans and programs. The website can be accessed at [www.LakeSumterMPO.com](http://www.LakeSumterMPO.com).



All comments are collected and documented through the *Voice your Ideas!* area of the website.

Access to all Transportation 2035 presentations, maps, meeting materials and supporting technical documentation was made available on the MPO website at [www.LakeSumterMPO.com](http://www.LakeSumterMPO.com).



COMMUNITY EVENTS – MPO staff used every opportunity available to speak at community events in Lake County and Sumter County. The Lake County Green Symposium provided the MPO with the chance to moderate a panel of presenters who led the discussion on Green Transportation. Other

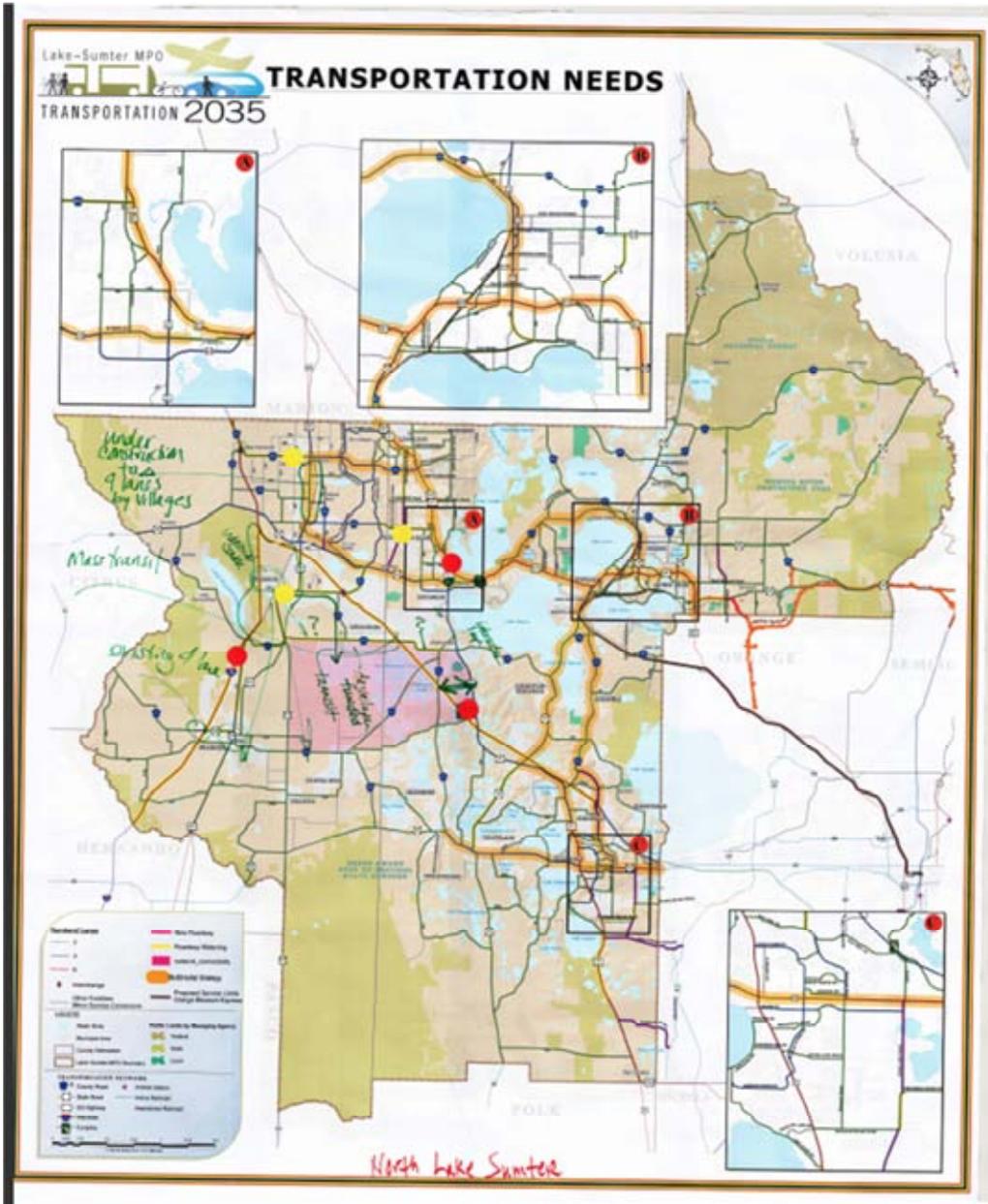
unique opportunities included an electric vehicle event hosted by Rube Lab, Lake Vision 2011 and the Lake County Green Fair. Visual displays including story boards were used to present the plan in an easy to understand format. At each event handouts were provided along with comment cards.

### PUBLIC WORKSHOPS

Three Public Workshops were held at various locations throughout the MPO planning area. The workshops were advertised in the Orlando Sentinel as well as on the MPO Website and calendar of events as well as community calendars. Notification of the Public workshops began well in advance of the scheduled date.

TRANSPORTATION 2035 demonstrates a thorough response and consideration to public input and comment as shown on the Transportation Needs Map (with public and agency comment and highlights depicted) used in a series of three TRANSPORTATION 2035 workshops held during the planning process. Public and agency comment were used to identify and prioritize transportation needs and cost feasible transportation projects and the final Goals, Objectives and Policies.

*TRANSPORTATION 2035 demonstrates a thorough response and consideration to public input and comment as shown on the Transportation Needs Map (with public and agency comment and highlights depicted) used in a series of three TRANSPORTATION 2035 workshops held during the planning process. Public and agency comment were used to identify and prioritize transportation needs and cost feasible transportation projects and the final Goals, Objectives and Policies.*



COMMUNITY OUTREACH

The Lake~Sumter MPO contacted each of the Chambers of Commerce in Lake County and Sumter County and presented the Transportation 2035 plan. This community outreach began in early 2009 and continued throughout the development of the plan, allowing the MPO to speak at all Chambers and some twice.



**ETDM PROCESS**

The Lake~Sumter MPO provided the public, federal, state, tribal, wildlife, land management and regulatory agencies with reasonable and timely access to technical and policy information relating to the data or content in the development of TRANSPORTATION 2035. Documents were made available for agency and public inspection at the Lake~Sumter MPO Offices, located at 1616 South 14<sup>th</sup> Street, Leesburg, Florida, 34748, during normal business hours, as well as on the Lake~Sumter MPO web site ([www.LakeSumterMPO.com](http://www.LakeSumterMPO.com)), the State’s ETDM Public Access website (<http://etdmpub.fl.a-etat.org>) and the ETDM Project Diary website (<http://cfgis.org/diary/>).

**MULTICULTURAL OUTREACH**

In order to meet the requirements Title VI and to better serve the community the MPO reached out to members of the low income, minority, and disabled communities. The FDOT Sociocultural Effects Evaluation Handbook was used as a reference. TRANSPORTATION

- Persons over 60
- Economically Disadvantaged
- Vocational Rehabilitation
- Citizens’ Advocates
- Children at Risk
- Veterans Service Office
- Persons with Disabilities
- FDOT
- Public Education Community
- Elder Affairs
- Dept. of Children & Families
- Medical Community
- Private Transportation

2035 was presented at every Transportation Disadvantaged Coordinating Board meeting during 2009-2010 plan development period.. The board is comprised of members who represent the traditionally underserved by the transportation system. It is important to The MPO will reach out to members of the low income, minority, and disabled communities as part of TRANSPORTATION 2035 to meet the requirements of Title VI and to better serve the community.

**TRANSPORTATION 2035 MEETING SCHEDULE AND LOCATION**

Date	Event
August 20, 2008	Lake~Sumter MPO Technical Advisory Committee Meeting
August 20, 2008	Lake~Sumter MPO Citizens' Advisory Committee Meeting
August 21, 2008	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
August 27, 2008	Lake~Sumter MPO Governing Board Meeting
September 17, 2008	Lake~Sumter MPO Technical Advisory Committee Meeting
September 17, 2008	Lake~Sumter MPO Citizens' Advisory Committee Meeting
September 18, 2008	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
September 24, 2008	Lake~Sumter MPO Governing Board Meeting
October 15, 2008	Lake~Sumter MPO Technical Advisory Committee Meeting
October 15, 2008	Lake~Sumter MPO Citizens' Advisory Committee Meeting
October 16, 2008	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
October 22, 2008	Lake~Sumter MPO Governing Board Meeting
November 19, 2008	Lake~Sumter MPO Technical Advisory Committee Meeting
November 19, 2008	Lake~Sumter MPO Citizens' Advisory Committee Meeting
November 20, 2008	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
December 3, 2008	Lake~Sumter MPO Governing Board Meeting
January 14, 2009	Lake~Sumter MPO Transportation 2035 & Land Use Workshop
January 21, 2009	Lake~Sumter MPO Technical Advisory Committee Meeting
January 21, 2009	Lake~Sumter MPO Citizens' Advisory Committee Meeting
January 22, 2009	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
January 28, 2009	Lake~Sumter MPO Governing Board Meeting
February 11, 2009	Lake~Sumter MPO 2035 Land Use Subcommittee Workshop
February 18, 2009	Lake~Sumter MPO Technical Advisory Committee Meeting
February 18, 2009	Lake~Sumter MPO Citizens' Advisory Committee Meeting
February 19, 2009	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
February 25, 2009	Lake~Sumter MPO Governing Board Meeting
March 18, 2009	Lake~Sumter MPO Transportation 2035 & Land Use Workshop
March 20, 2009	Lake~Sumter MPO Transportation 2035 & Land Use Workshop, Sumter County
April 8, 2009	Regional Transportation Summit: How to Build a Cost Feasible Transportation Plan

April 15, 2009	Lake~Sumter MPO Technical Advisory Committee Meeting
April 15, 2009	Lake~Sumter MPO Citizens' Advisory Committee Meeting
April 16, 2009	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
April 22, 2009	Lake~Sumter MPO Governing Board Meeting
??? 2009	Astor Chamber of Commerce
May 11, 2009	Lake County Transportation Coordinating Board Meeting, Tavares
May 12, 2009	Sumter County Transportation Coordinating Board Meeting
May 13, 2009	Lake~Sumter MPO 2035 Land Use Data Set Meeting
May 14, 2009	Lake~ Sumter MPO South Lake Task Force Meeting
May 28, 2009	Sumter County Chamber of Commerce Luncheon
June 10, 2009	Lake~Sumter MPO LakeXpress Task Force Meeting
June 15, 2009	Lake~Sumter MPO East Lake Task Force Meeting
July 8, 2009	Lake~Sumter MPO Transportation 2035 & Land Use Workshop, Sumter County
July 15, 2009	Lake~Sumter MPO North Lake Task Force Meeting
August 27, 2009	Lake~ Sumter MPO South Lake Task Force Meeting
September 14, 2009	Lake County Transportation Coordinating Board Meeting
September 15, 2009	Sumter County Transportation Coordinating Board Meeting
September 21, 2009	Lake~Sumter MPO East Lake Task Force Meeting
September 22, 2009	Tavares Chamber of Commerce Luncheon
September 30, 2009	Lake~Sumter MPO Board Training Workshop
October 7, 2009	Lake~Sumer MPO LakeXpress Task Force Meeting
October 27, 2009	Umatilla Chamber of Commerce Luncheon
November 9, 2009	Lake County Transportation Coordinating Board Meeting
November 10, 2009	Sumter County Transportation Coordinating Board Meeting
November 20, 2009	South Lake Chamber of Commerce Breakfast
December 9, 2009	Lake~Sumer MPO LakeXpress Task Force Meeting
January 12, 2010	East Lake Chamber of Commerce Breakfast
January 20, 2010	Lake~Sumter MPO Technical Advisory Committee Meeting
January 20, 2010	Lake~Sumter MPO Citizens' Advisory Committee Meeting
January 21, 2010	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
February 8, 2010	Lake County Transportation Coordinating Board Meeting
February 9, 2010	Sumter County Transportation Coordinating Board Meeting
February 17, 2010	Lake~Sumter MPO Technical Advisory Committee Meeting
February 17, 2010	Lake~Sumter MPO Citizens' Advisory Committee Meeting
February 18, 2010	Lake~Sumter MPO South Lake Task Force Meeting
February 18, 2010	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
March 20, 2010	Rube Lab Event, Eustis

March 24, 2010	Transportation 2035 Workshop #1, Lake-Sumter Community College
April 8, 2010	Lake~Sumter MPO East Lake Task Force Meeting
April 15, 2010	Lake~Sumter MPO North Lake Task Force Meeting
April 21, 2010	Lake~Sumter MPO Technical Advisory Committee Meeting
April 21, 2010	Lake~Sumter MPO Citizens' Advisory Committee Meeting
April 22, 2010	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
May 3, 2010	Lake County Transportation Coordinating Board Meeting
May 4, 2010	Sumter County Transportation Coordinating Board Meeting
May 10, 2010	Mount Dora Chamber of Commerce Breakfast
May 19, 2010	Lake~Sumter MPO Technical Advisory Committee Meeting
May 19, 2010	Lake~Sumter MPO Citizens' Advisory Committee Meeting
May 20, 2010	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
June 3, 2010	Lake~Sumter MPO South Lake Task Force Meeting
June 9, 2010	Lake~Sumter MPO East Lake Task Force Meeting
June 10, 2010	Eustis Chamber of Commerce Breakfast
June 10, 2010	Transportation 2035 Workshop #2, Leesburg Opera House
June 16, 2010	Ralph Smith Radio Show
June 16, 2010	Lake~Sumter MPO Technical Advisory Committee Meeting
June 16, 2010	Lake~Sumter MPO Citizens' Advisory Committee Meeting
June 17, 2010	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
July 16, 2010	Lake County Chamber Alliance Luncheon
July 28, 2010	Tavares Chamber of Commerce Luncheon
July 29, 2010	Lake County Green Symposium
July 30, 2010	Lake County Green Symposium
August 9, 2010	Central Florida National Historical Railroad Society
August 14, 2010	Golden Triangle Democratic Club
August 18, 2010	Lake~Sumter MPO Technical Advisory Committee Meeting
August 18, 2010	Lake~Sumter MPO Citizens' Advisory Committee Meeting
August 19, 2010	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
September 1, 2010	Sumter County Chamber of Commerce Breakfast
September 1, 2010	SR 50 Corridor Charette, Clermont
September 8, 2010	Lake~Sumter MPO East Lake Task Force Meeting
September 9, 2010	Lake~Sumter MPO South Lake Task Force Meeting
September 9, 2010	Lake~Sumter MPO North Lake Task Force Meeting
September 13, 2010	Lake County Transportation Coordinating Board Meeting
September 14, 2010	East Lake Chamber of Commerce Breakfast
September 14, 2010	Sumter County Transportation Coordinating Board Meeting

September 15, 2010	Lake~Sumter MPO Technical Advisory Committee Meeting
September 15, 2010	Lake~Sumter MPO Citizens' Advisory Committee Meeting
September 16, 2010	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
September 21, 2010	Lady Lake Chamber of Commerce Breakfast
October 14, 2010	Rotary Club of the Villages
October 15, 2010	South Lake Chamber of Commerce Breakfast
October 20, 2010	Lake~Sumter MPO Technical Advisory Committee Meeting
October 20, 2010	Lake~Sumter MPO Citizens' Advisory Committee Meeting
October 21, 2010	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
November 8, 2010	Lake County Transportation Coordinating Board Meeting
November 8, 2010	Leesburg Commission Meeting
November 9, 2010	Sumter County Transportation Coordinating Board Meeting
November 13, 2010	Lake County Green Fair
November 18, 2010	Leesburg Chamber of Commerce Breakfast
November 18, 2010	Lake~Sumter MPO Technical Advisory Committee Meeting
November 18, 2010	Lake~Sumter MPO Citizens' Advisory Committee Meeting
November 18, 2010	Lake Vision 2011
November 19, 2010	Lake~Sumter MPO Bicycle & Pedestrian Advisory Committee Meeting
December 7, 2010	Lake County Board of County Commissioners Meeting
December 7, 2010	City of Umatilla Commission Meeting

### ***Follow-up and Continuing Efforts***

This document established the basic techniques used for disseminating the information to the public and engaging the citizens in interactive discussions about TRANSPORTATION 2035. MPO staff will continue work to refine, quantify and qualify the results of the TRANSPORTATION 2035 public involvement efforts and include these in our future transportation planning efforts.

***Contact Information***

For more information about the Lake~Sumter Metropolitan Planning Organization and TRANSPORTATION 2035, visit [www.LakeSumterMPO.com](http://www.LakeSumterMPO.com)

***Lake~Sumter Metropolitan Planning Organization***

***1616 South 14<sup>th</sup> Street***

***Leesburg, FL 34748***

***352-315-0170***

***Fax 352-315-0993***

***Email: [mwoods@LakeSumterMPO.com](mailto:mwoods@LakeSumterMPO.com)***

