



The Brevard MPO 2035 LRTP

**Public Involvement Plan**  
**Technical Memorandum #1**  
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## Table of Contents

I.	Introduction	1
II.	Key Issues	1
III.	General Purpose	1
IV.	Public Outreach Techniques	2
A.	<i>LRTP Advisory Committee</i>	2
B.	<i>MPO Website</i>	2
C.	<i>MPO Newsletter</i>	2
D.	<i>Public Workshops</i>	3
E.	<i>Community Briefings</i>	3
F.	<i>Regional LRTP Committee</i>	3
G.	<i>Plan Information Network (PIN) and Contacts Database</i>	4
H.	<i>Alternative Mobility Scenario Workshops</i>	4
I.	<i>Enews</i>	4
J.	<i>TAC/CAC and MPO Board Briefings</i>	4
K.	<i>Focus Groups and Stakeholder Meetings</i>	5
V.	Documentation	5
VI.	Schedule	5

## **I. Introduction**

The Brevard Metropolitan Planning Organization (MPO) adopted an updated Public Involvement Plan (PIP) in February of 2007. The PIP defines the general goals, objectives, policies and tools used to engage the public in the transportation planning activities conducted by the MPO. The requirements outlined in the PIP are consistent with the requirements of federal legislation known as the Safe, Accountable, Flexible, and Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU).

One of the major transportation planning activities conducted by the MPO is the development and update of the Long Range Transportation Plan (LRTP). As such, the first task of the 2035 LRTP update process involves the creation of a project specific public outreach campaign associated with this major transportation planning effort. The following pages define the specific elements of public outreach associated with the 2035 LRTP. The public involvement plan for the LRTP shall function as a subset of the MPO's adopted PIP and will hereby be referred to as the LRTP PIP.

## **II. Key Issues**

For the purposes of developing the 2035 LRTP update, several key issues set the context for the outreach process. These include the following:

- Local coordination with County and municipalities on comprehensive plan updates and visioning processes
- Regional coordination and visioning processes
- Expanded participation by 'interested parties' following SAFETEA-LU guidance
- Emphasis on innovative outreach techniques and scenario planning

Building upon the major goals and objectives of the MPO's PIP, the following outlines the general purpose, public involvement techniques and schedule for the 2035 LRTP update.

## **III. General Purpose**

Engaging the public in the development of the LRTP focuses in five broad areas:

1. Informing the public on existing conditions and future trends in growth and transportation needs
2. Engaging public in the update and refinement to the Goals, Objectives and Policies of the MPO
3. Coordinating with local and regional partners in defining the major planning assumptions and considering alternative mobility strategies
4. Engaging the public and other interested parties in defining project needs, priorities and the ultimate identification of Cost Feasible Plan elements
5. Expanding outreach to traditionally underserved populations

## **IV. Public Outreach Techniques**

The schedule of outreach activities will follow the key phases of the 2035 LRTP development to ensure that the public and community stakeholders have ample time to review and consider the technical analysis, and weigh-in on project priorities. Public involvement will involve distribution of printed materials, email correspondence, presentations and workshops to both inform and engage interested parties in this decision-making process. Interactive communication techniques, 3-D visualizations, mapping and other creative approaches will be employed. In addition, information and analysis generated through the MPO's Community Characteristic Inventory project will also be used to guide elements of the public involvement plan. The following pages highlight the public outreach techniques to be employed over the two-year plan development time period.

### ***A. LRTP Advisory Committee***

For the 2035 LRTP, MPO staff shall establish and coordinate regular meetings of an LRTP Advisory Committee. This committee shall include a broad range of interested parties including local government staff, interagency staff representatives, and other public-sector oriented individuals. Membership in the LRTP advisory committee will include some existing members of the MPOs Technical Advisory Committee (TAC), as well as other agency representatives. This committee will be convened regularly to gather input on major planning assumptions for the 2035 LRTP, weigh in on refinement to the Goals, Objectives, Performance Measures and Policies (GOPMPs), participate in workshops to explore alternative mobility strategies and contribute to the project prioritization process. The meetings will include technical presentations on behalf of MPO staff and consultants, as well as formal and informal discussions to advance the plan development process. Meeting agendas and associated backup materials will be sent to the Advisory Committee members ahead of time to allow for adequate review prior to the meeting date.

### ***B. MPO Website***

The MPO Website ([www.brevardmpo.com](http://www.brevardmpo.com)) will function as a major conduit for distributing information on the 2035 LRTP plan development. Interim and final work products, copies of presentations, and other relevant data will be posted to the website at regular intervals. A schedule of 2035 LRTP meetings and associated agendas will also be maintained on the website. Additionally, the website allows for submission of public comments on a range of topics under the 'contacts' section. The website comment form will remain active during the 2035 LRTP development process and serve as another avenue for soliciting public comments.

### ***C. MPO Newsletter***

The MPO publishes an MPO newsletter that is distributed to interested citizens as well as representatives of advocacy groups, elected officials, municipalities, the media private entities and other agencies. Citizens are added to the distribution list by their own request. An LRTP specific project summary will be included in each issue of the MPO

Newsletter. As appropriate, the newsletter will also include notifications of upcoming LRTP meetings, workshops and presentations.

#### ***D. Public Workshops***

For the 2035 LRTP, three major workshops will be held to inform and solicit input from the general public. These workshops will include presentations, facilitated discussions and opportunities for the public to share their ideas and concerns. Information will be gathered informally through facilitated discussions and formally through comment forms. These workshops will be held on the following topics: 1) Goals, Objectives, Performance Measures and Policies 2) Project Needs 3) Project Priorities. All materials developed for these workshops will also be posted on the MPO website. In addition, a summary of public comments will also be published within three weeks following each workshop.

#### ***E. Community Briefings***

The 2035 LRTP will involve a series of community briefings (up to four) intended to provide information on the key planning issues, plan development status or other relevant information. It is anticipated that these meetings could occur in conjunction with other organized events such as Chamber of Commerce meetings, city council meetings, civic association meetings, etc. These briefings will involve presentations and open question and answer sessions. Participants at these meetings will also be encouraged to get more involved and join the MPO contact database to stay informed in the LRTP planning process. All materials developed for the community briefings will be posted on the MPO website. Similar to other outreach events, specific comments and key issues raised by meeting participants will be documented.

#### ***F. Regional LRTP Committee***

The 2035 LRTP for the Brevard MPO will be developed concurrent with LRTPs for the other regional MPOs including: Volusia, Lake-Sumter and Metroplan (Osceola, Orange and Seminole County). As such, the Central Florida MPO Alliance has partnered with the Florida Department of Transportation (FDOT), District Five to coordinate activities on several fronts including:

- Ensuring consistent methodologies and approaches to travel demand modeling through use of the seven county Central Florida Regional Planning Model (CFRPM)
- Consideration and testing of alternatives related to the ‘How Shall We Grow’ visioning process
- Development of regional goals and objectives as it relates to cross-jurisdictional project prioritization

Given the regional coordination needs, one of the key activities of the MPO staff and consultants will be regular participation in monthly and quarterly Regional LRTP Committee meetings. From this participation, key issues of regional concern will be incorporated into work products and presentations as part of local outreach efforts. In addition, MPO staff may also coordinate with the Indian River MPO and FDOT District 4 to ensure coordination with their 2035 Long Range Transportation Planning efforts.

### ***G. Plan Information Network (PIN) and Contacts Database***

The MPO maintains a master contact database that includes business, civic, Federal, State, local agencies and the interested public. The database includes committee membership, mailing information, phone, fax, email addresses and websites. This database will be used and expanded upon for the 2035 LRTP process. For the purposes of the plan update, this database will be further refined to allow for cross-referencing contacts by interest area and/or representation. The database will be updated with new contacts as they become part of the LRTP process. This database will be utilized to generate email distribution and hard copy mailing lists as needed for the plan development.

### ***H. Alternative Mobility Scenario Workshops***

One of the key elements of the 2035 LRTP will be the exploration of alternative mobility strategies or scenarios. In particular, in areas where there is limited funding or constrained facilities, alternative scenarios will be developed that look at the viability of transit, operational or land use strategies to address unmet transportation needs. In addition, these scenarios will allow Brevard to explore the potential impacts of alternative transit corridors and land use concepts being considered as part of the larger seven-county regional visioning exercise. To develop the scenarios, a series of three workshops will be held with the LRTP Advisory Committee to consider and explore scenario alternatives. At the culmination of these workshops, a preferred scenario will be developed and used to define a series of cost constrained strategies and improvement projects for incorporation into the 2035 LRTP Cost Feasible Plan. This preferred scenario will also be incorporated into the preferred scenario for the seven-county region.

### ***I. Enews***

Electronic communications are an effective and economical way to disseminate information. Utilizing the MPOs contacts database, e-newsletters will be created and distributed during the course of the project as needed. These newsletters will contain summary information about the LRTP development process and may also serve as a vehicle for soliciting and gathering additional public input on the plan. It is anticipated that the e-newsletters will be developed and distributed concurrent with the major public workshops noted previously.

### ***J. TAC/CAC and MPO Board Briefings***

The 2035 LRTP involves extensive data gathering and technical analysis to determine the key planning assumptions necessary to estimate future transportation needs. As such, there are a series of technical memoranda that will be produced to summarize the major findings of each LRTP tasks. These technical memoranda will serve as the framework for providing summary briefings to the TAC/CAC and MPO Boards at key intervals in the project. When specific policy direction or action is needed, summary presentations and copies of technical memoranda will be submitted as appropriate to aid in decision-making. All technical memoranda will also be published on the MPO's website and made available to the public upon their completion at each phase of the project. To

encourage active public participation, all MPO Board meetings are televised live on Space Coast TV, and rebroadcast throughout the month.

### ***K. Focus Groups and Stakeholder Meetings***

In an effort to expand public outreach and include a broad range of interested parties, the 2035 LRTP process will also include a series of focus groups and stakeholder meetings. These meetings will be scheduled during the transportation needs assessment phase to gather input from unique areas of interest such as agencies serving the transportation disadvantaged populations, the elderly, freight and goods movement interests, Space Coast economic development concerns, etc. The purpose of these meetings and interviews will be to ensure that the specific needs and concerns of these constituencies can be considered in the plan development. Summary documentation will be prepared highlighting the major insights gathered through these activities.

## **V. Documentation**

Documentation of the entire 2035 LRTP public outreach process will occur on a continual basis. A schedule of events accompanied by copies of sign-in sheets, public comment forms, photographs of meetings, and summary notes from all public outreach activities will be maintained and made available to the public, upon request. A final public outreach compendium notebook will be assembled at the completion of the project documenting the materials utilized for public noticing, summarizing the major activities and all public comments.

## **VI. Schedule**

The schedule for public outreach follows the major milestones of the plan development process, but also remains in sync with the regional coordination activities of other MPOs. Several major technical tasks for the Brevard 2035 LRTP are actually being conducted in part or whole by the Florida Department of Transportation and their consultants. As such, it is critical for the Brevard MPO to remain on schedule to provide input, conduct technical reviews and ensure overall plan development consistency throughout the process. Figure 1 on the following page details the major public involvement activities associated with the 2035 LRTP development phases.

**Figure 1 - 2035 LRTP Public Involvement Plan Schedule**

	2008				2009				2010			
	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec
Financial Resources												
GOPs												
Zdata Development												
Scenarios & Trend Analysis												
Travel Demand Modeling												
Needs Plan Development												
Cost Feasible Plan Development												
Plan Adoption												
L RTP Advisory Cmte. Meetings (9)												
Kick-off												
Planning Assumptions & Zdata Review												
Financial Resources & GOPs												
Trend Analysis & Regional Comparisons												
Alternative Scenarios												
Final Preferred Scenario												
Project Priorities												
Congestion Management Process Refinement												
Cost Feasible Plan												
MPO Website Updates (Continuous)												
MPO Newsletter (4) Inserts												
Public Workshops (3)												
Community Briefings (4)												
Regional LRTP Committee (12-24)												
Alternative Mobility Scenario Workshops												
Enews												
TAC/CAC and MPO Board Briefings												
Focus Groups and Stakeholder Meetings (4)												