

PUBLIC PARTICIPATION EVALUATION



West Central Florida Metropolitan Planning Organizations
Chairs Coordinating Committee (CCC)

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Public Participation Evaluation

WEST CENTRAL FLORIDA METROPOLITAN PLANNING ORGANIZATIONS CHAIRS COORDINATING COMMITTEE (CCC) PUBLIC PARTICIPATION EVALUATION 2012

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Public Participation Evaluation 2012

WEST CENTRAL FLORIDA METROPOLITAN PLANNING ORGANIZATIONS CHAIRS COORDINATING COMMITTEE (CCC)

I. INTRODUCTION

This evaluation reviews the West Central Florida Metropolitan Planning Organizations Chairs Coordinating Committee (CCC) public involvement activity over a 24 month period that begins January 1, 2010 and ends December 31, 2011.

I.A. Terms:

For the purposes of this report, the following terms are defined:

Public Involvement (or public participation or engagement) will imply the two-way process (incoming and outgoing) for exchanging information and ideas among MPOs and other transportation and land use agencies; and through CCC and member MPO/TPO staff contact with individual citizens, community groups, local governments, economic development groups, the business community, etc.

The Chairs Coordinating Committee (CCC) refers to the regional transportation planning entity fully named the West Central Florida Metropolitan Planning Organizations (MPOs) Chairs Coordinating Committee.

CCC Member Organizations
The organizations that are currently voting members of the CCC include the MPOs of Hernando, Hillsborough, Pasco, Sarasota/Manatee



and Pinellas counties, and the Transportation Planning Organizations (TPOs) of Polk and Citrus counties.

MPO and TPO – A “Metropolitan Planning Organization” (in some locations named a “Transportation Planning Organization”) is a federally required transportation planning body comprised of elected and appointed officials representing local, state and federal governments or agencies having interest or responsibility in transportation planning and programming. An MPO is responsible for the development of various documents and plans, including a Long Range Transportation Plan (LRTP), a Transportation Improvement Program (TIP), a Unified Planning Work Program (UPWP) and a Public Participation Plan (PPP) for its metropolitan planning area. The adoption of these documents is a prerequisite for the receipt of both federal transit and federal highway funding.

CCC Board – The CCC Board is composed of the Chair or his/her officially appointed representative of each member MPO/TPO. Partner Affiliates participate on the Board in a non-voting capacity as advisors and contributors.

CCC Partner Affiliates – Agencies that have been admitted as non-voting “Partner Affiliates” of the CCC include the Regional Planning Councils (RPCs), Florida’s Turnpike Enterprise, the Tampa Bay Area Regional Transportation Authority (TBARTA), and the Florida Department of Transportation, Districts 1 and 7, which serve as technical advisors.

I. B. Federal Requirements for Public Engagement

The CCC’s Public Involvement Plan was built on the public participation procedures outlined in Metropolitan Planning Rule (§450.316 and §450.322). It addressed the requirements set forth in the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 and the subsequent federal bill, the Transportation Equity Act for the 21st Century (TEA – 21).

In 2005 the Safe, Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users (SAFETEA-LU) further refined the requirements for the public involvement process. It specified that:

- Proactive public involvement is required in developing transportation plans;
- Citizens, affected public agencies, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled and other interested parties must receive reasonable opportunities to comment on the plan;
- Public meetings must be held at convenient times and locations;
- Plans must be made available for public review, including electronic format;
- Visualization techniques must be employed in describing plans.

SAFETEA-LU expired on September 30, 2009 and was replaced by the Moving Ahead for Progress in the 21st Century Act (MAP-21), passed by Congress on June 29, 2012, and signed by President Barack Obama on July 5. The bill does not significantly alter the previous authorization, but it does include many significant reforms directed at the speed of project development, a reduction in bicycle-pedestrian funding, and a national freight policy to be developed. Implications for regional and local, community based MPOs in regards to public involvement requirements are still being defined at this time.

As an agency that receives federal funds through its MPO/TPO member agencies, the CCC complies with Title VI and Americans with Disabilities Act (ADA) Requirements in all of its activities and interactions with the public. Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of color, race or national origin. Limited English Proficiency (LEP) of Title VI also requires Federally funded agencies to provide access to services and information for individuals who have a limited ability to read, write, speak or understand English. The Americans with Disabilities Act of 1990 ensures that people with mental or physical disabilities are entitled to fully participate in all aspects of society. To comply with these requirements, public hearings and other public events are held at ADA accessible locations. Public hearings and other public events are advertised with contact information to be used if special assistance or accommodations are needed. Complaints and requests for assistance may be initiated via telephone, at MPO/TPO offices, mail or email. Complaint forms are available on the web, at MPO/TPO offices, and at all CCC public meetings and events. To date there have been no complaints received and no requests for translation services or assistance.

1.C. What is the CCC?

Purpose: A regional approach to transportation planning is essential in this eight county region, where travelers frequently cross borders on a regular basis to commute to their jobs or for other routine tasks. To this end, the West Central Florida Chairs Coordinating Committee (CCC) was established by Florida Statute 339.175. The role of the CCC is to establish:

- A Regional Project Selection and Prioritization of the Long Range Transportation Plan;
- A Transportation Regional Incentive Program (prioritization of projects);
- Regional transit planning, in conjunction with TBARTA and local transit agencies
- A Regional Congestion Management Process;
- An Air Quality Management Planning Process;
- Regional Multi-Use Trails;
- Regional Data Sharing and Mapping;
- A Regional Conflict Resolution Process; and

- A Regional Public Participation Plan and related activities, including maintaining a website to provide information and public input opportunities. This activity will be coordinated with TBARTA in 2012.

Structure: The CCC is composed of seven member organizations, six of which have been officially designated as MPOs, including Hernando MPO; Hillsborough MPO; Pasco MPO; Pinellas MPO, Polk TPO (Transportation Planning Organization) and the Sarasota-Manatee MPO. Additionally, a seventh member organization, the Citrus County TPO, was added as a full, voting member of the CCC on December 12, 2010, replacing the Citrus County Board of County Commissioners, which previously participated as a member with limited voting privileges. Since that time, Citrus County TPO has actively participated in all CCC planning activities, including representation on the Board and Directors Team meetings, and has taken responsibility in 2012 for chairing a quarter and hosting a meeting of the CCC, an assignment based on rotation among member organizations. However, the official designation of Citrus County TPO as a new MPO (or incorporation into an existing MPO) is based on agreement between the Governor and local elected officials. This determination is still underway.

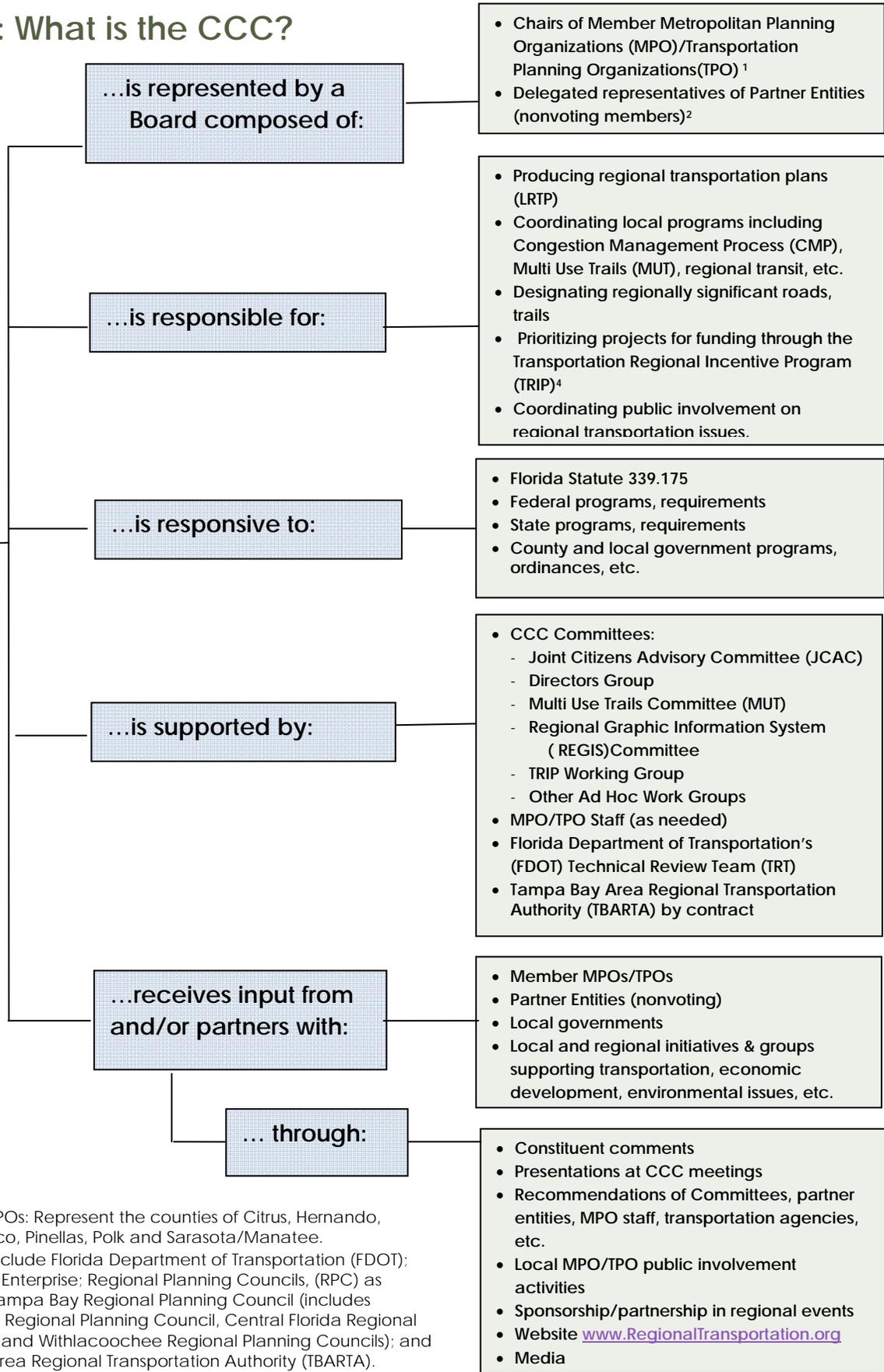
The CCC is supported in its efforts, including public involvement efforts, by four, non-voting member affiliates, including Florida's Turnpike Enterprise, Tampa Bay Regional Planning Council (which also represents the Central Florida Regional Planning Council, the Withlacoochee Regional Planning Council and the Southwest Florida Regional Planning Council), and the Tampa Bay Area Regional Transportation Authority (TBARTA). Florida Department of Transportation (FDOT) Districts One and Seven Secretaries serve on the CCC Board and Directors Team as Technical Advisors.

The CCC is has no full-time, dedicated staff or source of funding, but receives financial and staff support for its planning activities through the participation of member MPOs/TPOs. Part time administrative support for the purpose of scheduling and coordinating meetings, taking minutes, etc., is provided through a special contract funded by member agencies with services provided by the Tampa Bay Area Regional Transportation Authority (TBARTA). Figure 1 on the following page outlines the structure, responsibilities and supporting agencies for the CCC.

Question: What is the CCC?



The West Central Florida MPOs Chairs Coordinating Committee (CCC)...



1. Member MPOs/TPOs: Represent the counties of Citrus, Hernando, Hillsborough, Pasco, Pinellas, Polk and Sarasota/Manatee.
 2. Partner Entities: Include Florida Department of Transportation (FDOT); Florida's Turnpike Enterprise; Regional Planning Councils, (RPC) as represented by Tampa Bay Regional Planning Council (includes Southwest Florida Regional Planning Council, Central Florida Regional Planning Council and Withlacoochee Regional Planning Councils); and the Tampa Bay Area Regional Transportation Authority (TBARTA).

I.D. The History of CCC Public Participation

In 2000 the West Central Florida Metropolitan Planning Organization Chairs Coordinating Committee (CCC) developed its first Regional Public Involvement Plan designed to support regional transportation planning and project decision-making. The plan worked to coordinate and enhance existing public involvement programs undertaken by each member MPO, its partner entities, and other agencies involved in the regional transportation planning process. The plan was evaluated in 2006 and recommendations drawn from the process were incorporated in the design of the subsequent plan in December 2006. This process has been repeated in 2008 and in 2010. Likewise, this evaluation will be reviewed in the process of designing a public participation plan for 2012, which will be done in conjunction with the Tampa Bay Area Regional Transportation Authority (TBARTA).

Regional public involvement aims to inform citizens about regional transportation issues and to identify and communicate their perceptions about transportation needs and wants. As a facilitator of this process, the CCC also aims at achieving coordination and cooperation among the various local, State and Federal agencies and other groups that have interest in regional transportation planning. Toward this end, staffs of member MPOs/TPOs perform dual roles, representing both the CCC and their respective MPO or TPO simultaneously at meetings and public events. This approach enhances the two-way communication process between the CCC and the public because local representatives have opportunities for public contact through their MPO activities, and are familiar with the context that is necessary to interpret and relay public comments and concerns.

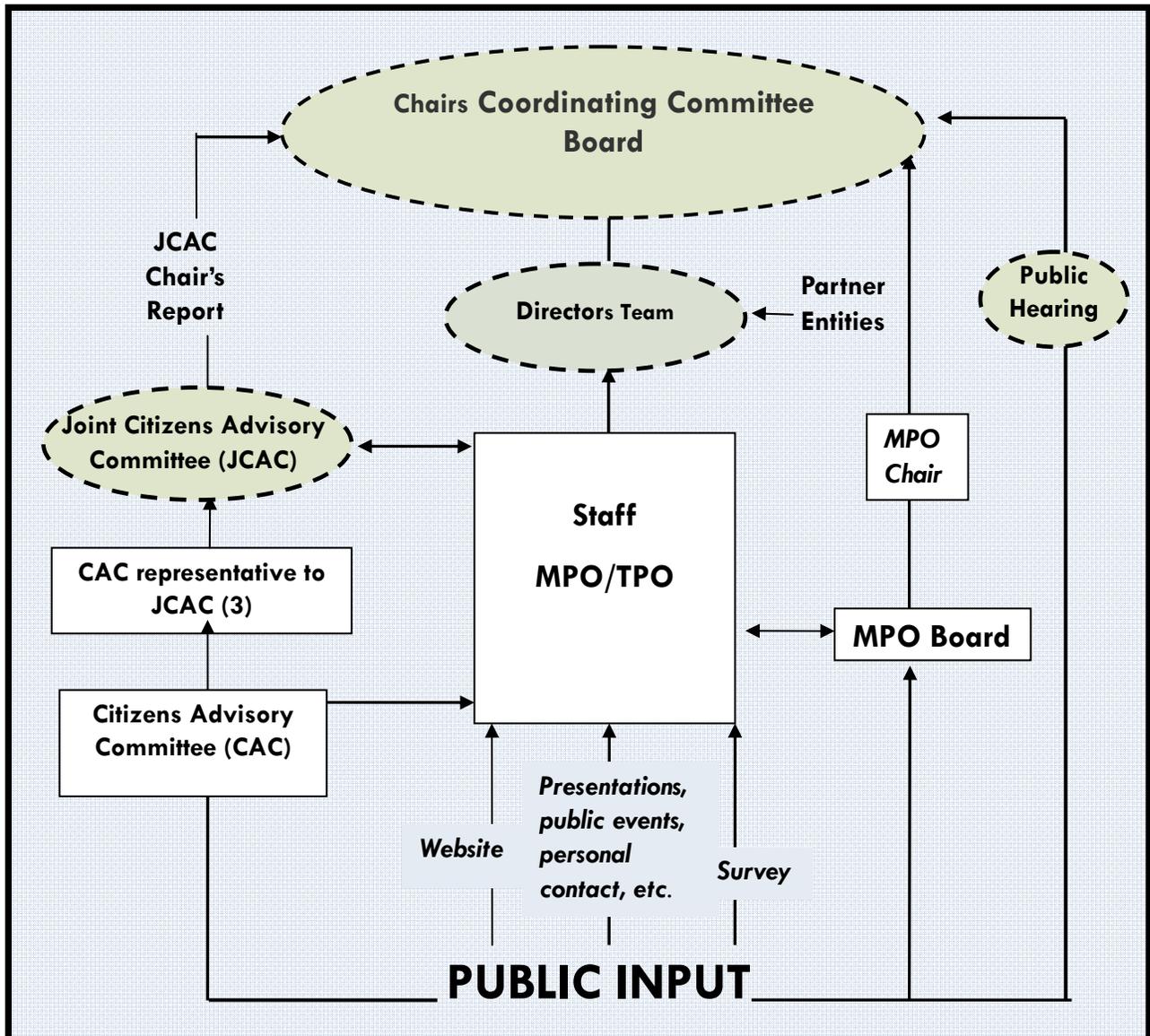
For the purposes of this report, the CCC's public involvement activities will be divided into four sections: the website; the regional level; the local level; and beyond the region (between neighboring regions and statewide).

I.E. The CCC Process for Public Engagement

As represented by the flow chart on the next page, the CCC process provides a clearly defined vehicle for transmitting public priorities, concerns and issues to the decision makers, which are the members of the Chairs Coordinating Committee Board. Board membership includes the Chair from each MPO/TPO Board, or their designee. The CCC process for providing public input was designed to accommodate the unique challenges of the eight county region. The process was designed to provide multiple conduits for citizens in the eight-county region to communicate about regional transportation issues. As shown by the diagram above, a citizen may present a concern or comment directly to the Board at a public hearing. A Board member can provide input to the CCC,

as a representative of a local government. MPO/TPO staff can submit public comments collected through the CCC website, through MPO/TPO and CCC public involvement activities, and through surveys. The MPO's Citizens Advisory Committee provides local perspectives through staff contact and through their respective Joint Citizens Advisory Committee (JCAC) representatives. The CCC Directors Team, composed of directors of member agencies, support the CCC by providing oversight and coordination for the entire process.

PROCESS MODEL: Conduits for Public Input on Regional Issues



Note: Solid outline (rectangle) represents a regional, CCC function. Dashed outline (oval) represents a local, MPO/TPO function.

II. REGIONAL ACTIVITIES AND COMMITTEES

The CCC functions as a foundation for collaboration among its member MPOs/TPOs and Partner Entities. Additionally, as a regional entity, the CCC works with local, regional, State and Federal entities to identify and promote regional priorities and problems, and to facilitate regionwide compliance with Federal requirements. Examples of how this collaboration is accomplished are provided below.

II.A. CCC Sponsored Activities

CCC meetings are attended by voting members, who are locally elected officials and chairs or delegated members of the MPO they represent. CCC and Joint Citizens Advisory Committee (JCAC) meetings are open to the public and are routinely advertised on the CCC website. The site also offers complete agenda packets, including attachments and maps to the meeting site. CCC meetings also provide a valuable opportunity for staff from member MPOs/TPOs and partner affiliates to receive briefings on regional transportation issues and to coordinate regional planning efforts. Major topics addressed during the past two years have included:

- Approval of a Regional Long Range Transportation Plan, Congestion Management Process, Multi-Use Trails Plan, Title VI and Limited English Proficiency programs, etc;
- Discussion and support of the Courtney Campbell Causeway Trail;
- Development and approval of regional agreements including the Interlocal Agreement and Transportation Regional Incentive Program (TRIP) priorities;
- Review of the UPWP and other regional documents;
- Coordination with TBARTA initiatives;
- Identification of regional transportation facilities, including roadways, trails, etc. and coordinated planning;
- Review and comment on State and Federal legislative issues;
- At its December 10, 2010 meeting the CCC also voted to permit Citrus County Transportation Planning



Organization to be a full, voting member.

Attendance at CCC meetings was as follows:

- March 12, 2010 – Six voting members, twenty-one staff members and three citizens attended.
- June 11, 2010 – Five voting members, twenty six staff and one citizen attended.
- September 17, 2010 - Five voting members, nine citizens, one Citrus County Commissioner and twenty-seven staff attended. (Six of the citizens who attended were from Citizens Opposed to the Suncoast Tollway, or COST)
- December 10, 2010 – Five voting members, one citizen and twenty-four staff members attended.
- March 11, 2011 - Six voting members, two citizens and twenty-eight staff attended.
- July 15, 2011 – Data are missing regarding attendance, however it is noted that there was a quorum.
- December 9, 2011 – Six voting members, one citizen and 33 staff attended.

Program Directors Meetings

Directors and their designees from local MPOs and partner entities meet bi-weekly to plan agendas for CCC and JCAC meetings and to discuss issues that require regional action and coordination - for example, the preliminary rankings of projects for the Transportation Regional Incentive Program (TRIP). Chairmanship and primary responsibility for planning these meetings rotates among MPOs quarterly. Attendance has expanded significantly during the past two years to regularly include staff of member MPOs/TPOs and of CCC Partner Entities. The expansion, which was made possible through FDOT's webconferencing facilities, has significantly broadened the scope and improved the quality of regional discussion and cooperation among participants. Attendance fluctuates from 10 – 18 directors and representatives, depending on the agenda topic.

Joint Citizens Advisory Committee (JCAC)

The JCAC serves a critical role as the CCC's public review entity for work products. Local MPO/TPO Citizen Advisory Committees (CACs) send issues to the regional (CCC) table through their designated delegates, who in turn, provide regional updates to their respective CACs. The JCAC is comprised of three representatives from each MPO/TPO. Meetings typically occur two Tuesdays prior to the CCC meeting.

The CCC is committed to supporting the JCAC and to providing to all member MPOs/CACs the opportunity to participate equally in the JCAC. This commitment is evidenced by the evolutionary process that has occurred during the past decade. Prior to 2005, members were drawn from Pinellas and Hillsborough counties only. Attendance was typically at or near 100%. Meetings were held at a centrally located site. However, in an effort to involve JCAC members from all seven counties, in 2005 the CCC began rotating meeting locations and

hosting responsibilities among MPOs/TPOs. Unfortunately, because of members' difficulty traveling to distant and unfamiliar meeting sites, attendance fell off and the quorum was not consistently met. In an effort to improve participation, a combination of live teleconferencing and pre-recorded Power Point videos was initiated. However, due to the limitations of telephone equipment at remote locations, the difficulty in synchronizing the audio and video portions of the meeting, and most importantly, the fact that existing bylaws did not permit members at remote sites to vote, attendance did not improve considerably.

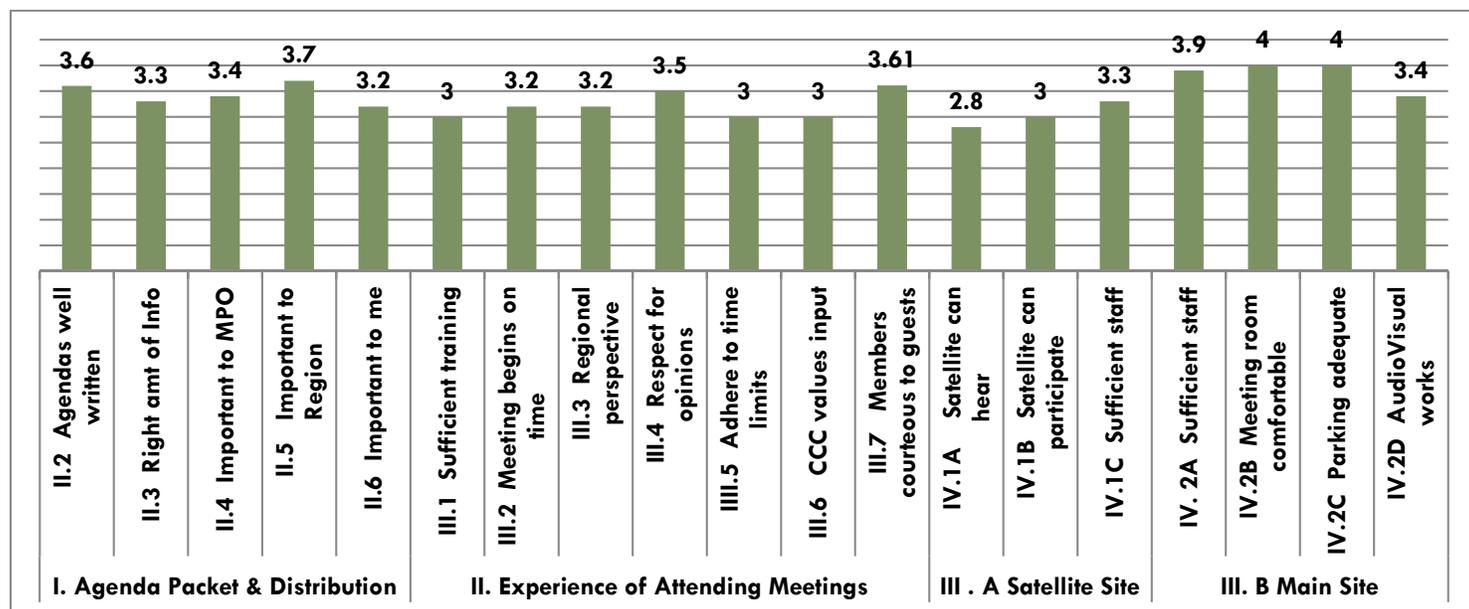
In 2010 the CCC began holding meetings at one, consistent location: the Florida Department of Transportation's District Seven office in Tampa. JCAC by-laws were amended to permit voting by members at satellite locations on the condition that a quorum existed at the main site. Members participated in defining protocols for meetings, which resulted in time requirements for presenters, etc. This arrangement has resulted in meeting a significant measure of effectiveness, in that quorum requirements have been consistently met.

There were four JCAC meetings in 2010 and three in 2011. Attendance was as follows:

- March 2, 2010 - Seven members at the main site and two at remote sites and one citizen-nonmember participated at the main site. Quorum requirements were met. Staff members attended at sites and by teleconference.
- June 1, 2010 – Eight members at the main site and three at a satellite site participated. Quorum requirements were met. Staff members attended at sites and by teleconference.
- August 31, 2010 – Eight members attended at the main site and one at a satellite site. Quorum requirements were met. Staff members attended at sites and by teleconference.
- November 30, 2010 – Seven members attended at the main site, and four attended at satellite sites. Quorum requirements were met. Staff members attended at sites and by teleconference.
- March 1, 2011 – Six members attended at the main site, three at satellite sites. One citizen attended. Quorum requirements were met. Staff members attended at sites and by teleconference.
- July 12, 2011 – Nine members participated at the main site, and one at a satellite site. One citizen attended at the main site. Quorum requirements were met. Staff members attended at sites and by teleconference.
- November 29, 2011 – Five members participated at the main site and three at satellite sites. Quorum requirements were met. (It was later noted that the minutes do not reflect the total number of members present because some joined later and did not sign in.)

In 2010 the CCC sought to measure the quality of support provided to the JCAC. To this end, a survey of member's perceptions was developed, with a plan to repeat the survey biannually. A copy of the 2012 questionnaire is included in the appendix. With a few exceptions, the 2012 survey was consistent with the questions presented in the 2010 survey. Results are analyzed as follows:

AVERAGES FOR RESPONSES: JCAC BI-ANNUAL SURVEY 2012*



* N= 16. Time period is for January 1, 2010 through December 31, 2011. Responses for each question were assigned a score: 4 points for "Agree Strongly," 3 points for "Agree Somewhat," two points for "Disagree," and 1 point for "Strongly Disagree." No points were given for "No Opinion." Scores were totaled and averaged, and rounded to the nearest tenth. Averages are displayed in the table above.

Comments were collected from the survey question: *What topics would you like to see included in future JCAC agendas?* Responses were as follows:

- Plans for rail corridor use and future rail (heavy & light) projected transit needs or operations.
- The agenda should have how project affects the network of our area.
- New member information packet to help newbies get better acquainted with the process, explanation of acronyms, etc. I have served for 10 years so I can get "it" but new people take time for them to learn so much information.
- I consider time spent worthwhile
- Time spent is worthwhile
- Status of rail transit (h.s., commuter, light) projects and readiness reports on political/government involvement beyond MPOs. Funding status for 30 year transportation development in region
- I have attended 3 Citrus County CAC meetings. I would like to have a bus line established between Citrus County and St. Pete Beach and Downtown Pier area/Tampa Rays Stadium about once a week? And of course, Clearwater Beach and daily run to Spring Hill areas, which can then go to Tampa areas. Maybe special bus run for Vinoy Park "Ribfest" and other outdoor concerts? And select Ray's Baseball and hockey games.

The results of the JCAC suggest that overall, JCAC members believe they receive the support they need from the CCC and their respective MPOs. The majority of responses to the questions were concentrated on "Agree Totally" and "Agree Somewhat" categories, with a few exceptions. It is noted that scores to evaluate perceptions are highly subjective. Some respondents are more inclined to rate highly, while others are more critical. But by averaging scores and displaying them on the graph above, it is possible to identify patterns which can suggest where strengths and weaknesses lie. The mean score for all categories

in this table is 3.37. Above that point can be considered higher levels of agreement, with a 4.0 meaning total agreement. Scores under 3.37 suggest where problems may possibly lie. While none of the averaged scores suggest glaring problems or inadequacies, scores around 3.0 may suggest a need for additional investigation. This approach suggests the following:

- Agenda packets appear to be arriving one week prior to the meeting, and the language, content and distribution process for agenda packets appears to be meeting members' needs.
- There has been improvement since 2009 on starting meetings on time and on keeping presenters to the predefined time limits, but at 3.2 and 3.0, respectively, some improvement may still be necessary. Members perceive that those with dissenting opinions are treated with respect, and guests treated with courtesy.
- Highest scores were for accommodations at the main site, which provides both personal comfort and adequate parking. It is significant to note that meetings were relocated slightly more than two years ago to the Florida Department of Transportation District 7 office in Tampa. This was done to resolve a variety of problems that were experienced when alternating locations were used. Satellite sites were also provided by FDOT at District 1 offices. The 2012 scores indicate a successful outcome. It is noted that there are inherent disadvantages for members participating at satellite sites, and this reality was reflected in the survey results. While scores for the ability to hear and for the adequacy of staff were lower at satellite sites, the ability of members to participate from these remote locations has been radically improved since 2010 through the use of web based audio and video technology.

The issue of sufficient training may be resolved or at least improved through the recent updating and reissuing of the **JCAC Orientation Manual**, which provides information to assist members in making their recommendations. However, this improvement occurred subsequent to this survey. The comparatively lower level of agreement concerning the value assigned to JCAC input was an issue initially raised in the 2010 survey, and there appears to be some improvement since that time. Corrective actions taken have included inviting the acting JCAC chair to present a meeting summary of the JCAC recommendations at the following CCC meeting. Additionally, a report concerning actions taken at the previous CCC meeting is now included on the JCAC agenda.

Responses to questions III.6 (important to me), III.4 (important to MPO) and III.5 (important to region) show that members see agenda items as more important to the region than to their respective MPO, and of less importance to themselves, as individuals, than to their MPO. While this may seem logical, it may also

suggest that presenters should be encouraged to explain how their regional issue is relevant to local governments and to individual citizens

Regional Geographic Information Systems (REGIS) Committee draws participants from MPOs, the Tampa Bay

Regional Planning Council, and the Center for Urban Transportation Research and the Florida Department of Transportation. It is tasked with the maintenance of geographic (GIS) information for highway, transit, bicycle and pedestrian facilities. These maps are posted on the CCC website for public information. Currently, the Pinellas MPO serves as the meeting convener for the Regional GIS Committee, while the Hillsborough MPO maintains the data/mapping functions. In 2007 REGIS agreed to be responsible for routinely reviewing maps on the CCC website to ensure their quality. The committee meets as needed.



Regional Multi-Use Trails Committee - A subcommittee composed of MPO and other staff shares responsibility for the development of a Regional Multi-Use Trails Element (of the LRTP), which maps the existing, planned and programmed (funded) multi-use trails in the region. In 2010 and 2011 the committee met to perform an ongoing inventory of regional multi-use trails, to update the plan and to develop follow-up and implementation strategies when needed. The committee also produced an update to the brochure *Regional Multi-Use Trails* to inform the public about existing regional trails, linkages to local trails, and funding for planned regional trails. This brochure is distributed locally and at regional events.

Public Hearings: During this reporting term, the CCC held public hearings for the Transportation Regional Incentive Program (TRIP) on September 17, 2010 and July 15, 2011. The MPOs promoted this opportunity for public involvement on their websites, through paid advertisements in their local newspapers, in their correspondence, and at local events, wherever possible. Copies of the advertisements are included in the appendix. Citizens who had questions or required language translation or physical assistance were directed to contact their local MPO, with telephone numbers provided. Six citizens attended the 2010 public hearing for the TRIP priorities, which also included a hearing for the Multi-Use Trail priorities. The July 15, 2011 meeting included two public hearings: one for the TRIP and another for the Multi-Use Trails Enhancement Program, District 1. (Unfortunately, the sign in sheet was not recovered for this meeting, so there is no record of citizen attendance.) A public Hearing was also conducted on March 11, 2011 at Auburndale, FL to

amend the Regional LRTP reflecting recent updates of the plans in Polk, Manatee, Sarasota, Hillsborough and Citrus Counties. One citizen attended.

II.B Public Involvement Support by Nonvoting Partner Entities

The Florida Department of Transportation (District One and District Seven), the Regional Planning Councils (Tampa Bay Regional Planning Council, Southwest Florida Regional Planning Council, Withlacoochee Regional Planning Council, Central Florida Regional Planning Council), Florida's Turnpike Enterprise and the Tampa Bay Area Regional Transportation Authority (TBARTA) serve as Partner Entities of the Chairs Coordinating Committee. In that capacity, they are nonvoting members who participate in CCC planning activities, provide information to the public about the CCC, and support the CCC in implementing its public involvement goals. As previously mentioned, FDOT has provided a significant contribution to CCC's public involvement by providing a meeting place for meetings of the CCC Directors and for the Joint Citizens Advisory Committee, and has also provided teleconferencing and technical support for all of these meetings. FDOT representatives, including field staff, regularly participate in CCC Directors meetings and frequently provide presentations to the CCC and JCAC at their respective meetings.

TBARTA became a partner affiliate of the CCC in 2009. As an agency tasked by the Florida Legislature with pulling together the needs of all seven counties and formulating a transportation system that will serve the region, TBARTA and the CCC are natural partners. Since the creation of TBARTA in 2007, the two agencies have integrated their transit planning activities. Legislation provides for one CCC member on the TBARTA Board. Additionally, the CCC provides periodic updates to the TBARTA Board and its advisory committees during RLTP development.

Because both agencies have some responsibility for regional transportation planning, they have aligned their planning activities to maximize the resources each brings to the process. Modeling, data development and public outreach are coordinated. The CCC staff through its member MPOs participated in TBARTA's Land Use Working Group on the development of *Transit Oriented Development Guiding Principles and Resources Guide*. TBARTA updates are routinely presented at CCC and JCAC meetings.

TBARTA's Land Use Working Group includes participation from the development community, neighborhood groups, citizens, and local, regional and state agencies from thorough the region. Through this process, the CCC was able to participate in an on-going dialogue about land use and transportation issues in the region and ensure that its plans reflect the community's input. The LUWG has been transitioned and consolidated with Tampa Bay Regional Planning Council's advisory committee.

On April 30, 2010 TBARTA merged with Bay Area Commuter Services (BACS), a commuter assistance program whose public involvement activities have been charged with promoting transportation alternatives to the single-

occupant vehicle in the Tampa Bay area and surrounding counties. The agency operates in Hillsborough, Pinellas, Pasco, Hernando and Citrus counties. In previous years, BACS has worked hand-in-hand with the CCC and its member agencies, transit providers and local transportation management organizations through its major annual public outreach efforts.

In 2011 TBARTA engaged in its Master Plan Update of freight roadways and transit, which involved six telephone TownHalls during the period of April 14th through April 27th. One meeting was held for each of TBARTA's member counties (Citrus and Hernando were combined.) Promotions included website, press releases, TBARTA e-blast, local and regional news articles and social media announcements. Questions were submitted via website. Estimated attendance was 60,522 (combined). Responses indicated the following public needs and wants:

- Need better connections to the airport.
- Work with CSX to use existing rail lines for passenger transportation.
- Local bus service needs to be improved and expanded.
- Safety and service needs to be improved for bicyclists, pedestrians, handicapped citizens, and senior citizens.
- Regional transportation needs to come sooner than later.
- Consider the examples of other cities for successful transit modes, financing, and alignment.

In 2011, the CCC entered into a contract with TBARTA to provide one, part-time staff person for administrative support tasks. The purpose was to provide the consistency needed as responsibility for hosting meetings transfers among member MPOs/TPOs each quarter. Responsibilities of the TBARTA coordinator include producing minutes and agendas and coordinating meetings of the Board, Directors and JCAC.

II.C. Alliances with Transportation Organizations and Committees

The CCC engages in information sharing and planning activities with committees and organizations throughout the region, including:

Technical Review Team (TRT) – The TRT is a joint effort of the MPOs and FDOT. The TRT provides valuable assistance as a technical forum for developing and routinely maintaining the regional travel demand model used by the FDOT District Seven counties. The TRT is comprised of technical transportation planning staff from FDOT, the MPOs (who act as liaisons to the CCC staff directors), and other government agencies within the region. The TRT meets regularly, but schedules special meetings when important issues arise. The TRT has also been involved in the development of the *West Central Florida 2035 Long Range Transportation Plan*, the prioritization of regional roadway capacity projects for funding requests, and the technical review of various regional studies

conducted by FDOT such as the *Strategic Regional Transit Needs Assessment*, which also includes FDOT District One counties in the CCC area. The CCC participates in the TRT through its member MPOs.

West Central Florida Air Quality Coordinating Committee (WCFAQCC) was formed to provide a continuing forum for the many public and private agencies of the region that deal with air quality. The membership of this group included representatives of county air quality programs, planning councils, and MPOs in the region, including Hillsborough, Hernando, Pasco, Polk, Pinellas, Sarasota, and Manatee Counties, statewide agencies and private industry, as well as agencies within FDOT District Seven. WCFAQCC goals are to promote consensus among its members on air quality issues; to provide a clearinghouse and information-sharing forum, promoting consistency in the methods and practices; to foster coordination with state agencies in developing practical program policies; and to facilitate the development of air pollution control strategies at the local level. This forum provides another ongoing mechanism in augmenting the regional coordination efforts within the West Central Florida Area Regional Planning Initiatives. WCFAQCC members, which include MPO (CCC) representatives, provide support and technical assistance to transportation and air quality agencies of the region. The committee did not meet as a group during this reporting period because the region has been in "attainment" status for air quality, but members continued to share ideas and information informally on an ad hoc basis. The committee officially reconvenes periodically, as needed, and it is assumed that this will occur if the region is reassigned to "nonattainment" status, which is anticipated. (The CCC has directed an inter-agency consultation agreement be put in place for a unified regional air quality and conformity process, which may replace or augment WCFAQCC.)



II.D. Business and Community Partnerships

Creating a regional transportation system has been identified as a critical element in designing livable communities and promoting economic development in the region. To that end, the CCC member agencies have partnered on an ad-hoc basis with various community organizations that focus on regional goals and draw their members from a diverse base of private and public leaders. These include: **One Bay Visioning**, which has coordinated many of its efforts with TBARTA's Land Use Working Group activities, and **Tampa Bay Partnership**, a regional group focused on economic growth and development for the Tampa Bay area. The creation of an efficient regional public transportation system is one of The Partnership's top priorities. The CCC also participates with Floridians for Better Transportation (FBT), a statewide business and transportation association dedicated to making transportation safer and more efficient in Florida.

II.E. CCC Website and Technology Usage

When compared to traditional, print media, the trend towards the use of new communication technologies is making the task of two-way communication with the public cheaper, faster and targeted to the specific interests of individuals or groups. Communication technology is broad category, and may include the use of dedicated websites, emails, blogs (Facebook, Twitter, etc), picture-sharing, instant text messaging, social readers (online newspapers, etc.), and web videoconferencing, to name a few.

All of the member MPOs/TPOs have websites, and use them to support the CCC through announcements and links the webpage www.RegionalTransportation.org. Additionally, four of the member MPOs/TPOs now use Facebook or Twitter routinely to support their public involvement efforts. These include Hernando MPO, Hillsborough MPO, Pinellas MPO and Polk TPO. New Town Hall meetings are also now used by some MPOs, including Hillsborough, Pasco and Pinellas MPOs.

Since its inception in 2002, www.RegionalTransportation.org has been a major resource for information about the CCC and regional transportation issues. During the past two years, the increased use of personal computers and smart phones has made this resource more widely available. Organizations and businesses that provide free access to the Internet, including libraries, restaurants and hotels, are considerably more common now than in 2010. Additionally, many communities now provide free programs to educate low income and elderly individuals in the use of the Internet at community centers, recreation facilities and senior centers.

The Internet is particularly useful as an information resource for people with visual disabilities or who cannot travel. For example, electronic readers for the blind are able to interpret simple design and fonts, as well as "alt tags" (coded descriptions) on photo images. PDF files are usable by such devices when they are made directly from text files (as opposed to being scanned). The CCC website is set up to accommodate such devices.

Specific functions of the CCC website include:

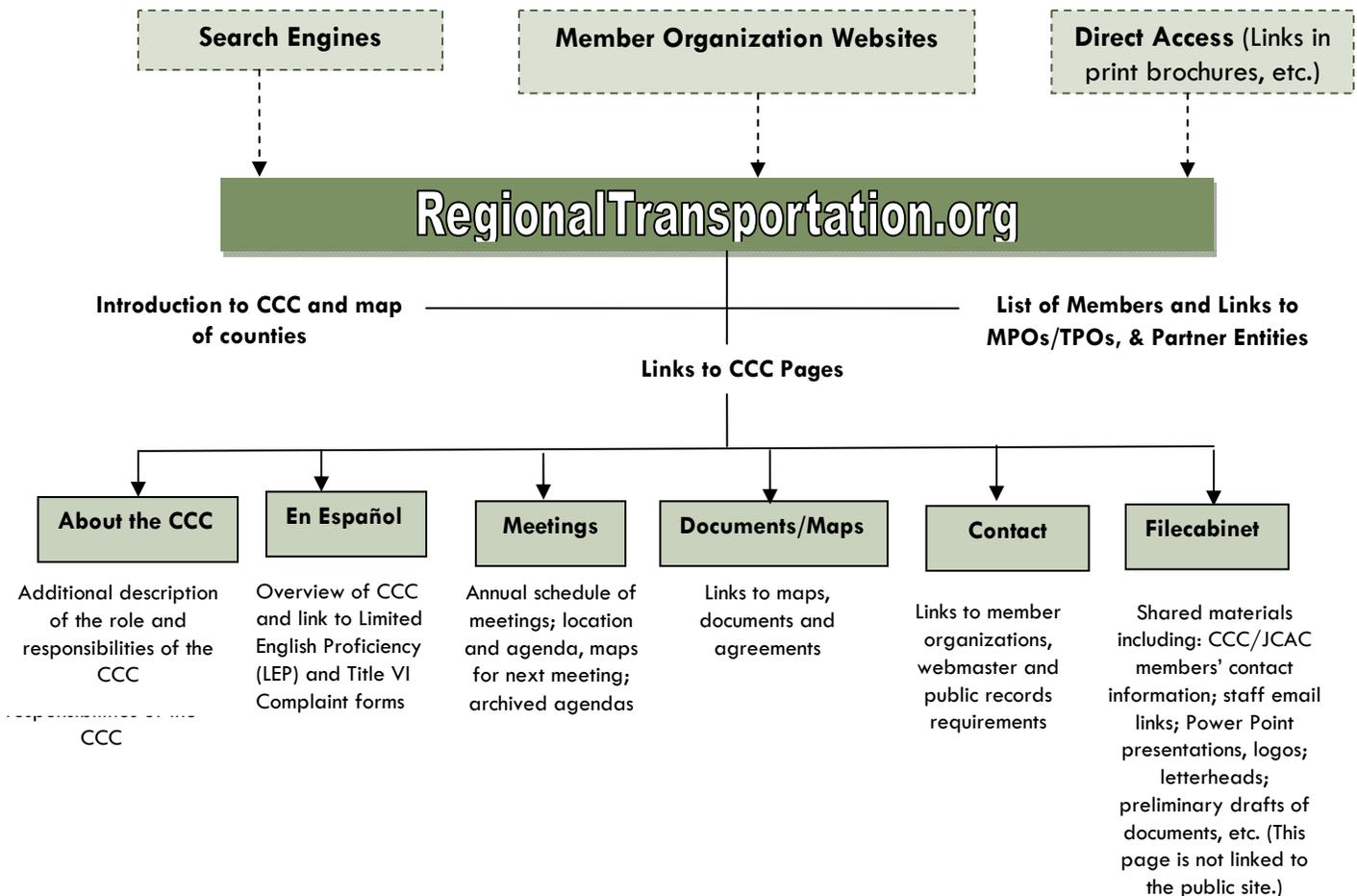
- Links to CCC member agencies and partners;
- Immediate access to the CCC's library of plan documents and maps;
- Immediate access to information about CCC and JCAC meetings, and regional transportation events.
- Archived agendas and minutes from previous CCC and JCAC meetings;
- Email links to permit citizens to relay their ideas about regional transportation issues;
- Direct access for MPO staff to CCC public involvement tools, including PowerPoint presentations and graphic downloads through the "virtual office;" and
- Instructions and forms for people who want to submit Title VI and LEP requests for assistance or complaints

Important website achievements during this reporting period include:

- Plans, maps, agreements and other documents are updated as they are adopted. This resource has almost completely eliminated requests for materials because the materials can be immediately downloaded.
- The Regional Long Range Transportation Plan (RLRTP) summary brochure and the Regional Multi-Use Trails summary brochure were updated.
- The webpage www.regionaltransportation.org/file, a dedicated resource webpage for use by member agencies, is revised quarterly to include updated contact information for all of the members of the CCC, the JCAC. This resource has improved the distribution process for agendas and other information.
- A dedicated web page <http://regionaltransportation.org/Spanish.htm> continues to provide instructions in Spanish that tell how to request language translation assistance for participating in meetings and for reading documents.

The structure of the CCC website is outlined below:

CCC REGIONAL WEBSITE

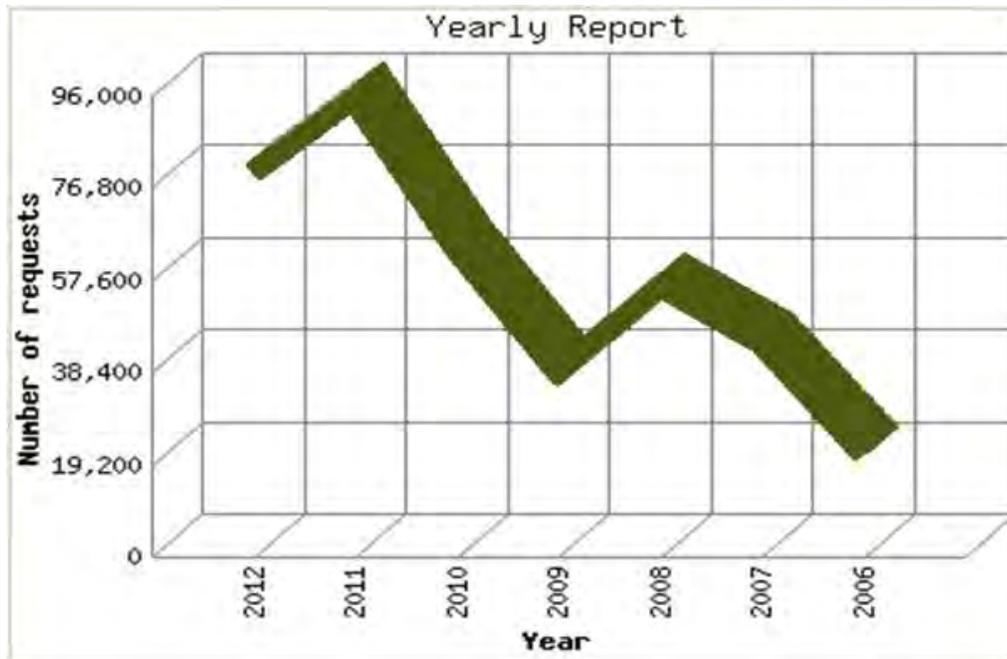


A review of available web data provides information about why people visit the web and what types of information they are seeking.

Use of Search Engines

In the previous report it was noted that Internet Explorer was by far, the search engine of choice by Internet users. Since that time Mozilla Firefox and Google Chrome have reversed that trend. This outcome suggests that websites need to be tested to ensure compatibility with all three of these search engines.

Regional Transportation.org Web Statistics - Number of Requests



Note: The above graph represents requests. Each page hit can result in several server requests.

Server requests peaked in 2011. However, it is noted that in 2009 data for the months of August, September and October were lost by the web service provider when a change in format was implemented. This accounts for the dip in that year. Otherwise, there was a slow but steady climb in usage, which is now estimated to involve more than 78% of the population of the United States.

The table below indicates that the “Meetings” page was the most frequently requested, followed by the “Fast Find” page, which contains links to documents, maps and agreements.

Most Requested Web Pages

| Rank | Web Page |
|------|---------------|
| 1 | Meetings |
| 2 | Fast Find |
| 3 | About the CCC |
| 4 | Contact |
| 5 | Spanish |

The Search Query Report below shows what visitors directed their search engines to find. (This list is limited to queries from search engines that have been defined and that provide referrer data.) This report is useful in determining what interested visitors.

Keywords for Top 10 Referring Search Queries

| Search Query | No. of requests |
|---|-----------------|
| 1. chairs coordinating committee | 278 |
| 2. west central florida chairs coordinating committee | 141 |
| 3. west central florida mpo | 96 |
| 4. west central florida ccc | 53 |
| 5. regionaltransportation.org | 37 |
| 6. west central florida mpo chairs coordinating committee | 34 |
| 7. central polk parkway | 22 |
| 8. www.regionaltransportation.org | 19 |
| 9. tampa mpo | 19 |
| 10. mpo chairs coordinating committee | 17 |
| 11. tampa bay mpo | 16 |
| 12. regional transportation survey | 16 |
| 13. west central florida mpo ccc | 16 |
| 14. mpo ccc | 16 |
| 15. gateway commons lakeland | 16 |
| 16. bartow northern connector | 15 |
| 17. west central florida metropolitan planning organization | 14 |
| 18. chairs coordinating committee florida | 14 |
| 19. regional transportation | 14 |
| 20. transportation system management tdm pdf | 14 |

As shown in the table below, visitors frequently found the site through links from a referring site. The following table shows where links to CCC's website originated. The table shows that the most frequent referring site to pages within the CCC site is the CCC's own home page. Links from MPO websites also appear to influence people's decision to visit the CCC website.

Top (External) Referring Site Report 2011

| Site URL | Number of Requests |
|---|--------------------|
| http://www.google.com/ | 3,237 |
| http://www.hillsboroughmpo.org/ | 673 |
| http://www.pinellascounty.org/ | 400 |
| http://search.yahoo.com/ | 349 |
| http://search.msn.com/ | 303 |
| http://www.ccctransportation.com/ | 298 |
| http://search.live.com/ | 255 |
| http://www.bing.com/ | 171 |
| http://www.pascocountyfl.net/ | 165 |
| http://www.munax.com/ | 143 |
| http://images.google.com/ | 141 |
| http://ccctransportation.org/ | 129 |
| http://ccctransportation.com/ | 127 |
| http://www.whois.sc/ | 119 |
| http://www.bigfinder.de/ | 66 |
| http://www.sarasota-manateempopo.org/ | 65 |
| http://en.wikipedia.org/ | 55 |

An email address, ccc@regionaltransportation.org, which is linked directly to the webmaster at Pinellas County MPO, is available for reporting technical problems. During this two-year period there were five reports of technical problems, all of which were for broken links or requests for documents. Additionally, the CCC webmaster received five telephone calls during this same period requesting documents that users could not find. In three of these cases, the document was posted. In two cases, the document was not yet posed. Repairs were made where necessary.

For the benefit of Internet users who have limited technical competency or minimal connectivity, the CCC website uses minimal animation and smaller images to shorten download times. In a test of download times performed at various computers, downloads were almost always instantaneous or did not exceed two seconds. Exceptions

were a few documents, such as agenda packets, that were unusually large or had many maps.

It is important to remember that, despite the popularity and availability of the Internet, there are individuals who won't have (or want) access. For this reason, the CCC continues to rely on a variety of media and strategies to provide public involvement, rather than depending solely on the Internet.

II.F. BEYOND THE REGION

The CCC achieves its statewide and interregional public involvement goals by participating in planning meetings and events with other transportation-related organizations, including those listed below.

Metropolitan Planning Organization Advisory Council, (MPOAC) <http://www.mpoac.org> , is a statewide transportation planning and policy organization, the MPOAC assists MPOs in carrying out the urbanized area transportation planning process by serving as the principal forum for collective policy discussion. The organization is made up of a Governing Board (26 members) consisting of locally elected officials from each of the MPOs and a Staff Directors Advisory Committee consisting of the staff directors from each of its member MPOs. The Policy and Technical Subcommittee annually prepares legislative policy positions and develops initiatives to be advanced during Florida's legislative session. Members of the CCC participate in MPOAC meetings and use this process to promote regional transportation interests, as well as their local MPO interests.

Florida Legislature - The CCC also communicates directly with the Florida Legislature, including periodic briefings via mail and email. This type of correspondence routinely occurs when a new, regional LRTP update has been approved, and prior to CCC meetings when the agenda is distributed.

Central Florida MPO Alliance, <http://www.metroplanorlando.com/partnerships/central-florida-mpo-alliance/>, is a coalition of transportation and government organizations committed to addressing transportation challenges on a regional basis. The alliance is comprised of representatives from Metroplan Orlando, the Volusia County MPO, Brevard MPO, Polk County TPO and the Lake-Sumter MPO. The CCC meets with the Alliance annually to discuss common issues and to share potential solutions. In 2010 the annual combined meeting was held on Friday, June 11. Issues discussed included the Central Florida Commuter Rail Project, an update on the restoration of passenger service on the Florida East Coast Railway between Jacksonville and South Florida, and a discussion concerning connecting for global competitiveness. In 2011 the annual combined meeting was held on Friday, July 18th. Regional issues of common concern were identified as connectivity, streamlining of projects, and public information on regional issues.

III. REGIONAL ACTIVITIES CONDUCTED LOCALLY

MPOs/TPOs engage in a wide variety of activities at local levels to achieve public involvement. The table below represents the results of a survey to determine the specific types of activities used by individual MPOs/TPOs. It should be noted that for annual Transportation Regional Incentive Program (TRIP) hearings, all MPOs/TPOs provide advertisements on their websites and local newspapers.

III.A. Types of Public Engagement Activities – by MPO/TPO

| ACTIVITY | Citrus TPO | Hernando MPO | Hillsborough MPO | Pasco MPO | Pinellas MPO | Polk TPO | Sarasota/Manatee MPO |
|----------------------------------|------------|--------------|------------------|-----------|--------------|----------|----------------------|
| Public Focus Groups | | | X | X | X | X | |
| Public Hearings | | X | X | X | X | X | |
| Community Workshops | | | X | X | X | X | |
| Display Events/Open Houses/Fairs | | X | X | X | X | X | |
| Media Outreach | | X | X | X | | X | |
| Newsletters/Publications | | X | X | X | X | X | |
| Newspaper Advertisements | X | X | X | X | X | X | X |
| Brochures/Guides/Handouts | X | X | X | X | X | X | X |
| Citizen Surveys/Polling | | X | X | X | X | X | |
| Mailing List | | X | X | X | X | X | X |
| Direct Mailing/Letters | | | | X | | X | |

| ACTIVITY (cont.) | Citrus TPO | Hernando MPO | Hillsborough MPO | Pasco MPO | Pinellas MPO | Polk TPO | Sarasota/Manatee MPO |
|--|-------------------|---------------------|-------------------------|------------------|---------------------|-----------------|-----------------------------|
| Advertisements on buses | | | | X | | | |
| Hotline/Telephone Information | | | | X | | | X |
| Information Tracking System for Comments/Input | | | X | X | X | X | |
| Web Site – Link to Regional | | X | X | X | X | X | X |
| Email link/Interactive On-Line Program | | | X | X | X | X | |
| Government/Public Access Television | | X | X | X | X | X | |
| Interactive Information Kiosks | | | | X | | | |
| Speakers Bureau | | X | X | X | X | X | X |
| Key Leader Interviews | | X | | X | X | | |
| Offer Teleconferencing/Distance Disadvantaged Participation | X | X | X | X | X | X | X |
| Special Public Involvement Committees (non CAC) | | | | | | X | |
| Participate in Joint Citizens Advisory Committee | X | X | X | X | X | X | X |
| Town Hall Meetings | | | X | X | X | | |
| Social Media (Face book, Twitter, etc.) | | X | X | | X | | |

III.B. Highlights of Public Involvement Activities

The following are highlights of MPO/TPO programs that provided public information about regional transportation issues. Additional information can be found in individual MPO/TPO Public Participation Evaluations. There is considerable variation among MPOs/TPOs in terms of availability of staff and funding for public activities, as well as differences in local interests, perceptions and priorities of citizens. Consequently, the menu of strategies for promoting public involvement varies accordingly. It should be noted that all MPOs/TPOs participate in distributing announcements about TRIP hearings in their local newspapers.

Hernando Metropolitan Planning Organization achieves its public involvement goals through the involvement of a Citizens Advisory Committee, a Technical Advisory Committee, a Regional Multi-Use Trail Committee, a Transit Technical Committee, a Transportation Systems Operations Committee, a Bicycle Advisory Committee, and a Transportation Disadvantaged Local Coordinating Board (TDLCB) that deals with paratransit and transportation disadvantaged issues. Town hall meetings have been utilized to engage a broad audience on both local, regional and county issues. Combined attendance has varied from three to thirty participants per meeting. Board meetings are televised via a County government television station, and a quarterly newsletter is distributed. Issues that generate the most public interest in Hernando County include regional transit, regional road projects, regional water issues, and specifically, funding for all of these. The MPO is represented at TBARTA meetings and on FDOT technical advisory committees, and partners in TBARTA studies. The BRT Corridor along the Suncoast Parkway is an ongoing issue of regional importance for this MPO.

Hillsborough Metropolitan Planning Organization uses a wide variety of public venues to perform its public outreach, including print materials, public hearings, Town Hall meetings, committees, a government access cable television channel, video production, and regional summits such as those hosted by the Tampa Bay Partnership. Examples include a Mobility Forum held on September 22, 2010 to draw attention to cross border issues such as transportation options in the New Tampa and Wesley Chapel areas. The forum also emphasized the cooperation between Hillsborough and Pasco MPOs, county governments, transit agencies, and the City of Tampa. Approximately 170 citizens and elected officials from both counties attended and expressed their preferences and opinions about light rail's feasibility, funding and the need for more capacity on Bruce B. Downs Boulevard. The most innovative event was an electronic "Town Call" meeting on October 7, 2010 that attracted more than 6,200 participants. The event focused on rail planning and occurred shortly before the November 2010 referendum. Regional issues that concern Hillsborough citizens the most include cross-border concerns such as the Bruce B. Downs Boulevard corridor; statewide topics such as the Florida High Speed Rail system; and alternatives for regional linkages such as water transit and connections between Hillsborough and Pinellas counties. The public has also expressed support for expanding and linking regional trails,

including the Suncoast Trail, Courtney Campbell Causeway Multi-Use Trail, and efforts to save the Gandy Friendship Trail Bridge. County residents have been highly involved in issues regarding regional transit and rail. Committees include a Technical Advisory Committee (TAC), a Citizens Advisory Committee (CAC); a Bicycle/Pedestrian Advisory Committee (BPAC); a Policy Committee; a Livable Roadways Committee (LRC); an Intelligent Transportation Systems (ITS) Committee; and a Transportation Disadvantaged Coordinating Board (TDCB).

Pasco Metropolitan Planning Organization invites public participation on local and regional issues

primarily through the use of advisory committees, which include: the Citizens Advisory Committee, Technical Advisory Committee, and Metropolitan Planning Organization Board monthly meetings. All Board and committee meetings are open to the public and typically range from five or more citizens, drawing from mixed backgrounds and interests. Board meetings are recorded live and replayed throughout the month on Brighthouse Network channel 622 and Verizon channel 42. Sites for televised, MPO Board meetings alternate between New Port Richey and Dade City. Additionally, CAC meetings alternate between New Port Richey, Wesley Chapel, Dade City and Land O'Lakes. The media is notified and encouraged to attend on a regular basis through email and mail. For example, the media was encouraged to publicize the formation of the Pasco County Bicycle Pedestrian Advisory Committee. Pasco has successfully used public buses to advertise for public input, and has used flyers to recruit members to serve on the Bicycle/Pedestrian Advisory Committee. Quarterly produced newsletters provide local and regional information and insight on transportation planning efforts currently underway. The regional designation of Morris Bridge Road and the implementation of the Suncoast Parkway are examples of regional initiatives that were advanced through Pasco MPO's public involvement process. Pasco's CAC members are routinely informed about and actively involved in regional planning efforts.



Pinellas Metropolitan Planning Organization's Alternatives Analysis (AA) study represents one step in the ongoing development of a regional transportation system, focusing on premium transit options to connect Pinellas County's activity centers with the Tampa areas of Westshore, Tampa International Airport, and Downtown, specifically including the Howard Frankland Bridge. Representatives of four municipalities of the Study Area (Clearwater, Largo, Pinellas Park and St. Petersburg) were directly included. Stakeholders included business community leaders, key agency staff and concerned citizens. Agencies engaged at various points included: the Pinellas MPO Technical Coordinating Committee (TCC); the Florida Department of Transportation (FDOT); Pinellas Suncoast Transit Authority (PSTA); and the Tampa Bay Area Regional

Transportation Authority (TBARTA). The Hillsborough County MPO and the Hillsborough Area Regional Transit (HART) also provided input. The resulting Pinellas AA Locally Preferred Alternative (LPA) was endorsed by the Project Advisory committee at the January 30, 2012 meeting. Public events included the following:

- Three stakeholder forums in November and December, 2010.
- eTownHall Meetings held December 6, 2010 included: 685 on the blog, 410 on the live webcast/video streams. A total of 235 questions and comments were received.
- A January 18, 2012 eTownHall meeting engaged 380 webcast participants/video streams and 239 blog readers. On the phone, 70 questions and comments were received; 272 on the blog. There were 20 live questions during the show.
- Three citizen forums – May 3, May 4 and May 5. A total of 35 citizens attended.
- Speakers Bureau – Coordinated with TBARTA, FDOT, and PSTA. From February 2011 to January 2012. More than 1,890 people were addressed through 70 presentations.
- The MPO has ten advisory committees, which include the TCC and CAC, a Bicycle Advisory Committee and a Pedestrian Transportation Advisory Committee.

The Courtney Campbell Causeway Multi Use Trail is an example of a recent regional issue that was advanced through Pinellas MPO's public participation process.

Polk Transportation Planning Organization has been the liaison between the CCC and the Central Florida MPO Alliance (representing Lake-Sumter MPO, MetroPlan Orlando, Ocala/Marion County TPO, Polk County TPO, Space Coast TPO and Volusia TPO). The two groups participated in combined meetings on July 15, 2011 and on June 11, 2010. The meetings were televised on the County's television station. In 2011 Polk TPO won an award from the American Planning Association for its 2035 Polk TPO. One of its goals was to foster the economic vitality and global competitiveness of Polk County and Central Florida through the development of a transportation network.



Public involvement activities for this project included a speakers bureau, an interactive TIP, webcasts, and community workshops on August 24, August 31, September 11, September 21, September 25 and October 7 at locations throughout Polk County. Additionally, the TPO produced a video for its website and YouTube. The events were promoted via website and press releases to local newspapers. Board meetings are available online. Committees include a Citizens Advisory Committee and a Technical Advisory Committee. Interests of citizens and media include public transit, major road projects, trails, safety, and freight and passenger rail.

Sarasota-Manatee Metropolitan Planning Organization provided LRTP workshops in August, 2010 at the Sarasota Public Library and the Bradenton Municipal Auditorium, attended by 65 participants. The most productive public involvement activity for regional issues has been the website, which provides links to regional websites such as the CCC and TBARTA. Transportation topics that interested these two counties were funding and transportation safety. The MPO has three committees that provide regional input as needed, including the Technical Advisory Committee (TCC), the Citizens Advisory Committee (CAC) and the Bicycle/Pedestrian/Trails Advisory Committee (BPTAC). The MPO works in partnership with TBARTA, the Tampa Bay Regional Planning Council (TBRPC). The Southwest Florida Regional Planning Council, the Charlotte Harbor National Estuary Program, the Tampa Bay Natural Estuary Program and the Chambers of Commerce, which provide input on regional transportation issues. The MPO participates in the Manatee and Sarasota Chambers of Commerce Transportation Committees, Island Transportation Planning Organization (ITPO); and South Tampa Bay Area Transportation Partnership (STARTUPS). MPO Board meetings are broadcast via government television channel.

Citrus Transportation Planning Organization was formed on July 8, 2010. As a new organization, the TPO's focus has been on establishing working relationships between the TPO and local governments, developing bylaws, and participating in the appointment and orientation of its voting and non-voting representatives. The TPO recently established a Limited English Proficiency Operational Policy and has been actively involved with the CCC, attending Board and committee meetings and hosting a meeting.

Tampa Bay Area Regional Transportation Authority (TBARTA) held six Telephone TownHall meetings as part of its public engagement process related to the Master Plan Update, which is required every two years. One meeting was held for each of TBARTA's member counties (Citrus and Hernando were combined into one joint meeting.) Member MPOs/TPOs participated in each. Details are as follows:

- Telephone TownHalls: 6 (April 14-27)
- Attendees: 60,522 (average of 10,085 attendees per TownHall)
- "Live" Questions: average of 24 per TownHall

Based on responses, the conclusions were:

- Better connections to the airport are needed.
- TBARTA and CSX should work together to use existing rail lines for passenger transportation.

- Local bus service needs to be improved and expanded.
- Safety and service needs to be improved for bicyclists, pedestrians, handicapped citizens, and senior citizens.
- Regional transportation needs to come soon.
- Examples of other cities should be reviewed for successful transit modes, financing, and alignment.
- More conversation is needed about transportation infrastructure problems and how to solve them.

III.C. Regional Publications

- The CCC produced a *Regional Long Range Transportation Plan* brochure and a *Regional Multi-Use Trails* brochure. Eight thousand of each were printed and distributed over a two year period by MPOs/TPOs at their offices and at local events. Additionally, copies of the brochures were made available at member organizations' offices and other public venues. Copies are attached in the Appendix of this report and are on the website at http://regionaltransportation.org/LRTP/Brochure_2010_LRTP.pdf and at <http://regionaltransportation.org/PDFs/TrailsBrochure.pdf>.
- Various visuals have been developed to enhance the public understanding of regional transportation issues. An example, *Annual Transportation Regional Incentive Program (TRIP) Process*, is included in the Appendix.
- The CCC issued its first *JCAC Orientation Manual in 2011*, which was distributed to new JCAC members. It was favorably reviewed by the JCAC and an update was produced in 2012. A copy of this manual is included in the Appendix of this document. The manual will also be available for new CCC members, to acquaint them with the structure, responsibilities and process of the CCC.

IV. CONCLUSION AND RECOMMENDATIONS

This evaluation reviewed the West Central Florida Metropolitan Planning Organizations Chairs Coordinating Committee (CCC) public involvement activity over a 24 month period that began January 1, 2010 and ended on December 31, 2011.

IV.A. Summary

The CCC has continued to meet its public participation requirements, primarily through the participation of member MPOs/TPOs. This “piggyback” approach - providing regional transportation information within the context of local and vice-versa - appeals to public interest, encourages local participation, and produces more opportunities to participate through local speakers bureaus and other activities.

The networking that has occurred among member MPOs/TPOs and their Partner Entities has provided a process for bringing the issues that concern local citizens to the regional table, and has enhanced the cooperative spirit for problem solving and prioritization. Cross-border road, transit and trail issues have been addressed through both the CCC process, and through the involvement of the affected MPOs/TPOs.

The website has continued to be an effective tool for making documents, maps and other work products and information easily and quickly available both regionwide and outside the region. Additionally, the website has proven to be an effective tool for maintaining and updating email lists for MPO/TPO staff who are engaged in regional transportation planning, and for keeping CCC and JCAC contact information current.

The CCC has been successful in ensuring a quorum at its JCAC meetings and in soliciting and interpreting comments from members as to how meetings can be improved. Actions have been taken to correct deficiencies. Webconferencing has provided opportunities for JCAC members to participate at satellite offices and has corrected many of the technical problems that plagued earlier JCAC meetings where teleconferencing was used.

During the past year, the CCC has entered into a contract with TBARTA to provide one, part-time administrative staff person. This support has been effective in establishing consistency between meetings, as responsibility for planning and hosting meetings alternates among member MPOs/TPOs each quarter. Responsibilities of the TBARTA coordinator include producing minutes and agenda packets, and coordinating meetings of the CCC Board, Directors and JCAC.

IV.B. Review of Prior Recommendations:

The evaluation performed in 2010 recommended enhancements to the CCC's regional Public Participation Plan. Some require ongoing implementation and all will remain a goal of the CCC to be implemented whenever possible and appropriate. The activities described in the previous sections address many of these recommendations, but some specific comments are addressed below:

Promoting the Brand:

- The CCC logo is consistently being used on all documents and publications.
- The web domain name "RegionalTransportation.org" is appearing in search engines and links are included at all MPO member websites.
- In 2010 and 2011, all member MPOs/TPOs provided paid newspaper advertisements in local papers to announce the CCC Annual TRIP hearings. Likewise, two CCC print brochures - the *Regional Long Range Transportation Plan* and the *Regional Multi-Use Trails Plan* - were distributed in all counties by member MPOs/TPOs.

Partnerships

- The CCC maintained its partnerships with local advocacy organizations and business entities, and expanded its Partner Entities to include TBARTA in 2009. Since that time, the partnership with TBARTA has grown to include frequent participation in CCC planning meetings. The CCC has one slot on the TBARTA Board. Both organizations have participated in each other's public engagement activities.
- In 2011 the Citrus TPO became a full voting member of the TCC and has participated in all activities, including hosting a CCC Board meeting.

Joint CAC:

- At the previous evaluation it was recommended that efforts continue to ensure that the JCAC is broadly representative of the diversity in the West Central Florida region, particularly those who may be transportation disadvantaged. Elderly persons are represented on the JCAC, representing around 30% of the attendance. There has been occasional participation at meetings by members with disabilities. Minority representation is still a goal that is being pursued by the CCC through local MPOs. Although meeting sites are accessible for people with disabilities, the travel distance and expense for members has made the achievement of this goal difficult for the transportation disadvantaged, but the use of satellite offices should provide opportunities for improvement in the future.
- Another goal is to further cultivate broad-based, citizen participation from a variety of groups. At present, people involved in law and business are represented on the JCAC. Expanded

representation will continue to be a goal for the JCAC.

- The goal of participation by all member MPOs/TPOs has been significantly advanced during the past two years. As previously mentioned, participation has been expanded through the use of technology and satellite offices, and a quorum has been consistently met.

IV.C. Implementation of Goals of the Public Participation Plan

The following goals were drawn from the CCC's *Regional Public Participation Plan*. It should be noted that the strategies listed under each of the plan's goals were intended to function as menu items, permitting MPOs to select those that are most appropriate and successful for their specific communities.

Goal 1: To continue to implement, monitor and evaluate the flow of information and communication between the CCC and individual citizens and groups throughout the region. (This goal has been the subject of this report.)

Goal 2: To maintain the process for collecting, responding to and addressing public comment.

Correspondences that come through the CCC's web address are directed to local MPOs/TPOs. With few exceptions, these are requests for receiving notice of updates on the website. Because links on the website provide access to meeting dates and materials, regional documents and links to local MPOs/TPOs, this approach permits questions to be addressed immediately, by referral to an MPO/TPO or more often, through the website, itself. This process continues to be needed and will continue to be made available. The process for addressing Title VI and LEP requests for assistance and complaints is also in place. No complaints have been made to date.

Goal 3: To increase the visibility and viability of the CCC as a strategic regional transportation planning agency.

- The CCC continues to be presented through all member MPOs and their media, including their websites. Data show that MPO web referrals constitute a significant number of web referrals.
- Advertisements sent out prior to the TRIP hearing also give the opportunity to acquaint the media with the CCC and its role in regional transportation planning.

Goal 4: To use the "online toolbox" and other methods to provide support to CCC member organizations in their efforts to implement regional public engagement.

The website file cabinet has been further developed to provide more support to local MPOs. Mailing lists are current for CCC and JCAC members. A list of email of MPO/TPO and Partner Entity staff is updated regularly. This process has improved the distribution of meeting materials by providing web links to agendas and documents being developed. Regionwide participation in meetings by staff has improved dramatically, and the immediate availability of updated CCC/JCAC contact information has facilitated the production of mailings in a timely manner.

Goal 5: To expand planning partnerships with transportation agencies and interested groups for the purpose of obtaining regional transportation planning input and for the purpose of expanding public information distribution opportunities.

This goal has been significantly advanced during this two-year period, as described throughout this document. The cooperative efforts of TBARTA and the CCC in their respective public involvement activities are examples.

Goal 6: To facilitate the two-way, internal communication process between the CCC and the Joint Citizens Advisory Committee (JCAC) and between the CCC and MPO Citizens Advisory Committees

There has been considerable effort during this reporting period to identify the needs and preferences of the JCAC members for the purpose of improving attendance and enhancing the quality of input the committee provides. These efforts have been highly successful in that a quorum has been consistently met after changes were made, and survey of members has indicated general satisfaction and approval of the changes implemented. This survey should continue to be repeated bi-annually. Additionally, MPOs/TPOs have been encouraged to provide a slot on their CAC agendas for updates from the previous JCAC meeting, as presented by their delegates.

Goal 7: To act as a point of contact between the public and legislators on regional transportation issues.

Legislative updates are routinely provided on CCC and JCAC agendas. MPO Board members are particularly helpful in relaying regional issues to Florida legislators. MPO directors participate in Florida Metropolitan Planning Organization Advisory Council meetings to receive briefings on legislative actions and identify priorities.

Goal 8: To maximize contact for nontraditional and underserved populations within the region.

The CCC included in its TRIP ads that special provisions would be made, upon request, for people needing assistance. There were no requests.

The CCC website is reviewed periodically for reading level and for access by those with visual or cognitive difficulties. The CCC updates its Title VI and LEP process annually. To date, there have been no complaints. The complete manual for these processes, including complaint forms, is now available at all meetings of the CCC, the JCAC and its activities. In 2009, CCC added a Spanish language page to its website.

Goal 9: To be cost conscious in executing all activities.

Expanded web availability of documents and maps via the CCC website has continued to reduce the cost of mailing to the public. Website and webconferencing technologies are also saving

printing and mailing costs for MPO/TPO staff and Partner Entities, and reducing travel time and expense. This has been particularly valuable during times of limited budgets.

IV.D. General Recommendations:

Communication technology is minimizing the problem of distance, which has long been an obstacle to be addressed when planning regional activities at central locations. Examples of new technologies include: programs for creating and distributing bulk emails, instant text-messaging, and picture sharing; blogs (Facebook, Twitter, etc.); social readers (online newspapers, etc.); and web videoconferencing. It is likely that by the next time this report is generated, additional technologies will be available and existing technologies will become even simpler, cheaper, and more commonly used.

Improvements in communication technology will provide unforeseen opportunities to involve individuals and groups throughout the region in transportation issues. It should be noted that the United Nation's International Telecommunications Union reports that in North America, 78.6% of the population now use the Internet. An eMarketer poll conducted in 2011 found that most adult Americans with Internet access use Facebook at least once a month, and a full 42.3% of the entire American population were using it as of February, 2011, while only 7% used Twitter. However, a more recent Reuters poll suggests that Facebook usage appears to have declined. Thirty-four percent of users surveyed were spending less time on this website than six months prior, whereas only 20 percent were spending more. In contrast, the number of text messages sent has grown dramatically from 2007 to 2010, tripling worldwide. This suggests that the opportunities for communicating about regional transportation locally and worldwide are both increasing and changing at a rapid pace.

It is also possible that this enhanced technology will benefit the CCC indirectly, by creating regional awareness and a sense of "regional citizenship" among the general public. It will be important for the CCC to identify and to take advantage of these opportunities in achieving its public participation goals. As a consequence, the need for print materials may likely be minimized, but not likely totally eliminated. Likewise, the participation of local MPOs/TPOs will continue to be essential in providing regional transportation information and soliciting feedback. The CCC's use of the internet and email as a conduit for information and for distributing regional newsletters should be continued. Consideration has begun for a CCC social media program. As a first step, a Social Media Policy was developed and is included in the Appendix of this document.

The Joint Citizens Advisory Committee will continue to require active support from the CCC and its

member agencies. Efforts to maintain a quorum and to improve attendance, perhaps through additional satellite sites, should continue. Possibilities for members attending from their homes or at work may be considered, but the advantages of group participation will also have to be weighed. Results of the JCAC members' study suggest that CCC should continue to enforce time limits for JCAC presentations. Additionally, presenters should be instructed to explain during their presentations why their issue is important to citizens and to their MPO/TPO, as opposed to assuming that the members will infer it.

Problems arising from reductions in available funding for travel to meetings, for public participation activities and for print materials are likely to increase. Some strategies, such as webconferencing, are already in place to meet these challenges. Regional brochures are being modified to permit production at lower cost, and e-newsletters are replacing many print newsletters. It has been determined from CCC experience that regional events can be more successful and cost affordable if they are done in partnership with other agencies and if they are located where the public typically congregates. Examples of the most successful events include public libraries, major business centers, museums, etc.

Partnerships with individuals and among MPOs/TPOs, agencies, transit authorities and governments will likely continue to be the most important function of the CCC in executing its public engagement goals. The CCC will need to continue to rely on its member agencies to act as a conduit for communication with citizens. Improved connectivity, such as enhanced transit between counties, will make the role of the CCC as convener of regional transportation meetings and events even more critical. Partnering for economic growth, environmental protection, growth management, etc., for the purpose of identifying mutually shared goals and public participation opportunities, will likely become increasingly important.

APPENDIX

Public Hearing Notice: District 1

Public Hearing Notice: District 7

JCAC Questionnaire

Social Networking Policy

Example of a Visual: *Annual Transportation Regional*

Incentive Program

JCAC Orientation Manual

2035 Regional Long Range Transportation Plan Brochure

Regional Trails Plan Brochure

PUBLIC NOTICE

The West Central Florida Metropolitan Planning Organizations Chairs Coordinating Committee (CCC) is the regional transportation planning organization for Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota counties.

Public Hearings – The CCC will conduct a Public Hearing on Friday, June 8, 2012 at 10 a.m. at the Polk County Sheriff's Office in Winter Haven, FL in the multi-purpose room. The public is invited to comment during the hearing on Transportation Regional Incentive Projects (TRIP) and Regional Multi-use Trail (RMUT) projects as prioritized by the CCC.

In accordance with the Americans with Disabilities Act, persons with disabilities needing special accommodations to participate in this proceeding should contact the Board of County Commissioners, Communications Office, at 330 W. Church Street, Bartow or phone (863) 534-6490 not later than four days prior to the proceeding. If hearing impaired call: (TDD) (863) 534-7777 or 1-800-955-8771 or Voice impaired call: 1-800-955-8770, via Florida Relay Service.

The TPO planning process is conducted in accordance with Title VI of the Civil Rights Act of 1964 and Related Statutes. Any person or beneficiary who believes they have been discriminated against because of race, color, religion, sex, age, national origin, disability, or familial status may file a complaint in writing with the TPO's Title VI Specialist, Diane Slaybaugh, at Drawer TS05, P.O. Box 9005, Bartow FL 33831-9005.

Public Hearing Notice

The West Central Florida Metropolitan Planning Organizations' (MPOs') Chairs Coordinating Committee (CCC) is the regional transportation planning organization for Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota Counties.

**The CCC will conduct a Public Hearing on
Friday, March 11th 2011 at 12 noon
at the Lake Myrtle Sports Complex**

(905 Lake Myrtle Park Drive, Auburndale, FL 33823)

**to Amend the Regional Long Range Transportation Plan
reflecting recent updates of the long range plans in Polk,
Manatee, Sarasota, Hillsborough and Citrus Counties.**

Persons in need of special accommodations under the Americans with Disabilities Act or persons who require interpreter services (free of charge) for this meeting should contact M^o Ogilvie at 813.273.3774 x317 or ogilviem@plancom.org no later later than March 8th 2011.



***Planning
to keep
our region
moving!***

For more information, please visit:

www.regionaltransportation.org

In accordance with Title VI of the Civil Rights Act of 1964 and other nondiscrimination laws, public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status.

March 1, 2011

Public Meeting Notice

The West Central Florida Metropolitan Planning Organization (MPO) Chairs Coordinating Committee (CCC) is the regional transportation planning organization for Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota Counties.

**The CCC will conduct a Public Meeting on
Friday, March 12th 2010, at 11:30 a.m.,
at the Clearwater Marine Aquarium**

(249 Windward Passage, Clearwater, FL)

to consider a request by HART (Hillsborough Area Regional Transit) to expend Transportation Regional Incentive Program (TRIP) funds on preliminary engineering for rail transit rather than acquisition of buses for regional express bus service.

TRIP provides matching grants for regionally significant transportation facility improvements.

Persons in need of special accommodations under the Americans with Disabilities Act or persons who require interpreter services (free of charge) for this meeting should contact Karen Cunningham at 727.464.8200 no later later than March 9th 2010.



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March 5, 2010

2012 Joint Citizens Advisory Committee (JCAC) Survey

I. Questions about you, as a JCAC member

1. My current status as a JCAC member is: active; retired.
2. I've been/was a member: more than 2 years; more than 1 year; more than 6 months; less than 6 months
3. I have attended a meeting of the JCAC within the past two years (in Tampa or at a satellite office).
Yes No (If "no," go to the last question on the next page.)
4. My county is: Citrus ; Hernando; Hillsborough; Manatee; Pasco; Pinellas; Polk; Sarasota

II. Questions about the agenda packet and its distribution process

1. I receive my agenda packet in the mail (approximately)...
 1 week or more prior; 4-6 days prior; 3-4 days prior; 1-2 days prior; I don't get one at all.
2. Agendas are well written (not too technical, easy-to-read type, etc.).
 Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion
3. Agenda packets contain the right amount of information (neither too little nor too much information).
 Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion
4. Agenda items include issues that are important to my county and to my MPO/TPO.
 Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion
5. Agenda items include issues that are important to Florida's West Central region.
 Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion
6. Agenda items include issues that are important to me, personally.
 Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

III. Questions about the experience of attending meetings

1. My MPO/TPO provides sufficient training and support to prepare members for their JCAC roles/responsibilities.
 Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion
2. Meetings start on time, as scheduled.
 Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion
3. Members approach their decisions from a regional perspective, not just a local one.
 Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion
4. Members demonstrate respect for the opinions of others, even when they disagree.
 Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

5. Presenters adhere to preset time limits.

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

6. The CCC Board values the recommendations and input of the JCAC.

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

7. Staff and JCAC members are courteous to guests (citizens who are not JCAC members) at meetings.

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

IV. Questions about JCAC meetings sites

When answering the following questions, please remember that “main site” refers to meetings you attended at FDOT in Tampa; while “satellite site” refers to meetings you attended at one of the satellite offices via web conference.)

1. I participated in at least one JCAC meeting at a **satellite** site.

Yes; No (If “no,” Please go to section 2 below)

A. As a satellite participant, it is possible to hear what is being said at the main site (in Tampa).

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

B. As a satellite participant, I feel encouraged to participate (vote, ask questions, make comments, etc.).

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

C. There is adequate, available staff to assist members in accessing the JCAC meeting online.

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

2. I participated in at least one meeting at the **main** site (FDOT office in Tampa)

Yes; No (If “no,” go to Section V.)

A. The number and expertise of MPO/TPO staff at the main site is sufficient to support JCAC members' needs.

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

B. The meeting room at the main site is comfortable and accessible.

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

C. Parking at the main site is adequate.

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

D. Audio visual equipment (overhead, sound) at the main site is adequate.

Agree totally; Agree somewhat; Disagree somewhat; Disagree totally; No opinion

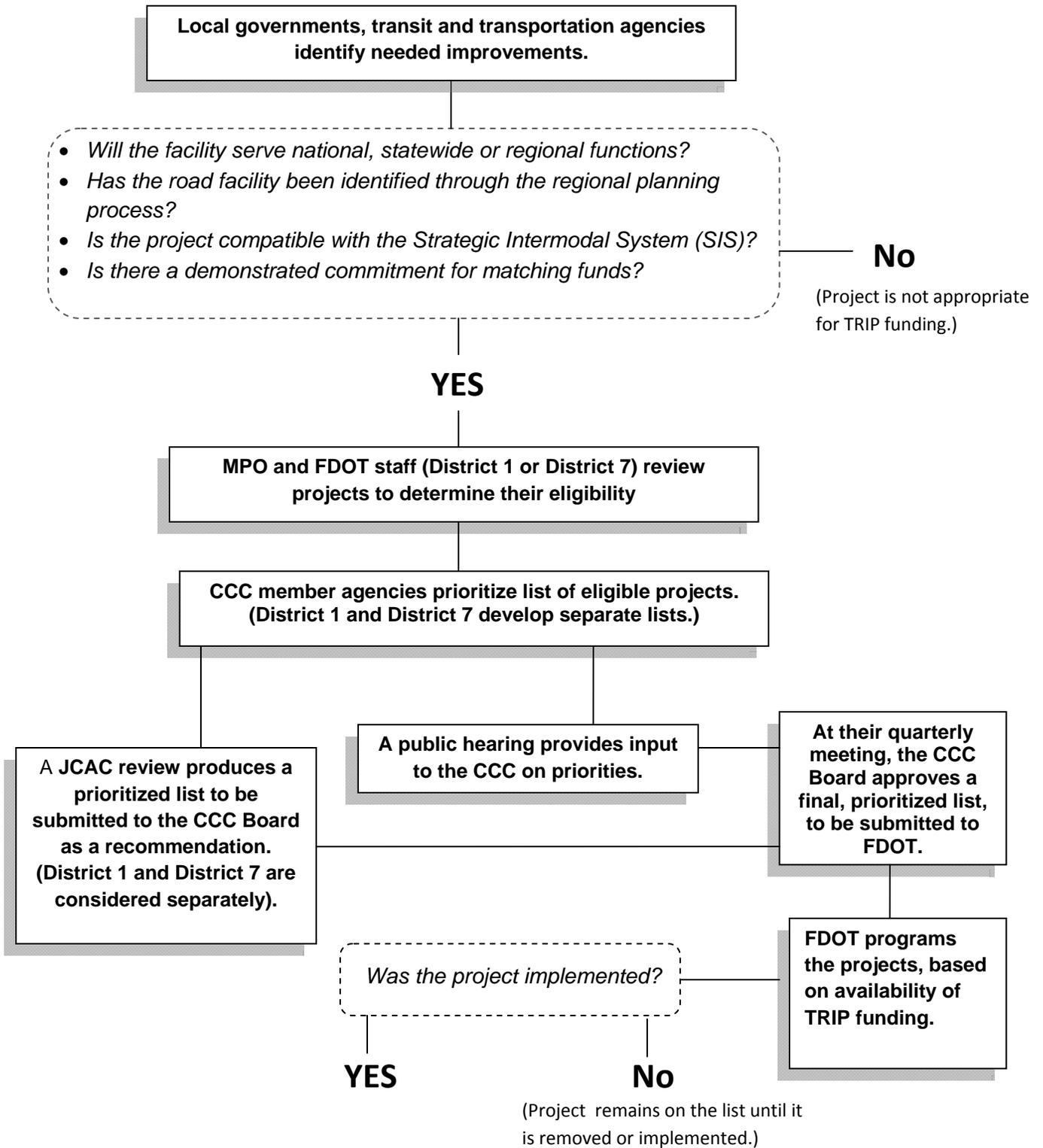
V. What topics would you like to see included in future JCAC agendas? Do you have comments or suggestions? Do you consider your time spent with the JCAC worthwhile? Write below, or on a separate sheet.

“In Accordance with Title VI of the Civil Rights Act of 1964 and other nondiscrimination laws, public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status.”

LEP – Executive Order of Title VI: “Persons who require special accommodations under the Americans with Disabilities Act or persons who require translation service (free of charge) should contact their local MPO/TPO.”

05/2012

ANNUAL TRANSPORTATION REGIONAL INCENTIVE PROGRAM (TRIP) PROCESS



WEST CENTRAL FLORIDA METROPOLITAN PLANNING ORGANIZATIONS
CHAIRS COORDINATING COMMITTEE (CCC)
INTERNET SOCIAL NETWORK POLICY

Section 1. **Introduction:**

Only the use of certain ISN Sites is authorized with a focus of driving visitors to the Chairs Coordinating Committee or Member Organizations' already established websites and engaging in communications with constituents on the ISN Site.

- a) What are common terms used throughout this policy?

Chairs Coordinating Committee - shall mean the West Central Florida Metropolitan Planning Organizations Chairs Coordinating Committee.

CCC - shall mean the West Central Florida Metropolitan Planning Organizations Chairs Coordinating Committee.

Member Organization - shall mean the metropolitan planning organizations that are currently voting members of the CCC. These organizations include the Metropolitan Planning Organizations (MPOs) of Hernando, Hillsborough, Pasco, Sarasota/Manatee and Pinellas counties and the Transportation Planning Organizations (TPOs) of Polk and Citrus counties.

Partner Affiliates – shall mean agencies that have been officially admitted to the CCC as non-voting “Partner Affiliates.”

Staff Director – shall mean the acting Director of each Member Organization, or in the absence of such Director, his/her officially designated CCC decision maker.

Internet Social Networking (ISN) Sites - shall mean Web 2.0 applications and any similar applications that are utilized as social networking vehicles on the Internet. Only Twitter®, Facebook®, YouTube® and blogs are currently authorized. Any other ISN Site will be considered a pilot and must be authorized by the CCC as provided for in Section 3 of this Policy. (See Appendix A for ISN Site descriptions.)

CCC Webmaster – shall mean the individual who has primary responsibility for maintaining the CCC website and the CCC ISN Site. The Webmaster is also a CCC ISN Site Manager.

Site Manager - shall mean those who have direct access to post on and share responsibility for the technical management of the ISN Site.

CCC Website – shall mean www.RegionalTransportation.org

Contributor - shall mean an officially designated representative who has been appointed by the Director of their respective Member Organization or partner entity for the purpose of contributing text, links, photos, etc. to the CCC's ISN Site on behalf of their organization. They do not have technical responsibilities.

Contribution - shall mean any information submitted for the CCC's ISN Site by a Contributor at the direction of their organization.

- b) What is the primary purpose of using an ISN Site?

The ISN Site should engage citizens via alternative venues and drive quality traffic to the CCC's and its Member Organizations' internet sites. The ISN's focus is not to have constituents remain within and correspond through the ISN Site, but to function as a link for the exchange of meaningful information for prospective and current constituents. Driving these initial contacts to these web sites will allow the CCC and its member organizations to advertise public meetings; to provide relevant information to residents and non-residents of the region; to maintain and build relationships; and to gain market insight.

Section 2. **Management/Responsibility:**

- a) Ultimate oversight authority is vested in the Staff Directors.
- b) Staff Directors have the power to require the Webmaster to disable and cease the CCC's ISN Site.
- c) The Staff Directors may establish policies or rules for contributions to the CCC ISN Site.
- d) Contributors are responsible for notifying the Site Manager when their information is no longer current.
- e) Site Managers have full access to post on the site and responsibilities for maintaining the website. They serve by appointment of the Staff Directors.

Section 3. **Pilot Programs:**

- a) Use of any ISN not listed in Section 1.a of this policy must be pre-approved by the Staff Directors.

- b) Upon conclusion of the pilot phase the Staff Directors may require the approval of the Chairs Coordinating Committee for the unlisted site.
- b) Such approval may include specific conditions for use to assure consistency with CCC goals, objectives and policies.

Section 4. **Key Roles:**

The CCC Webmaster shall monitor overall ISN Site content and research new social networking opportunities. The Webmaster shall keep the CCC Staff Directors apprised of developments. Site Managers will share technical responsibilities with the Webmaster in order to ensure uninterrupted access, appropriate content and maintenance of the ISN Site. Contributors prepare and submit Contributions to the Site Managers. Staff Directors have approval rights for all content of the site. All are prohibited from including personal remarks in that capacity.

a) CCC Webmaster:

- i. Shall maintain an inventory which shall track who is contributing to the Internet, on behalf of which MPO, and specific scope/tasks involved.
- ii. Shall monitor site content for timeliness and for inappropriate content.
- iii. Shall develop and administer ISN Site training in coordination with designated Site Managers.
- iv. Shall review overall ISN Site content for adherence to primary focus area mentioned in Section I, above and shall call attention to Staff Directors if there are perceived inconsistencies.

b) Site Managers:

- i. Shall monitor site content for timeliness and for inappropriate content.
- ii. Shall use their direct access to the ISN Site to provide technical support to contributors.
- iii. Shall have primary responsibility for the ISN Site when the Webmaster is not available.

c) Contributors:

- i. Contributors shall not publish anything (on social networking sites) that may be construed as inappropriate (such as obscene or libelous material) while acting in their official capacity as a Contributor.
- ii. The identities of Contributors shall be topic/title-based, not staff name based. The Contributor's name shall be available for administrative use.
- iii. Violation of acceptable use may result in revocation of contributor status

d) Staff Directors:

- i. Shall determine the appropriateness of contributions to the ISN Site in regards to adherence to primary focus area mentioned in Section I, above.
- ii. Shall report the need for training and coordinate the provision of that training with the Webmaster.
- iii. Shall periodically review current web content, new web initiatives and news releases being published on ISN Sites.
- iv. Shall appoint the Contributors for their respective organization.

Section 5. **Protections:**

Use of ISN Sites holds the potential for unintended consequences. Users must remain mindful of internal security, personal privacy, rights of access and creating liabilities.

- a) **Privacy Rights** - Contributing to ISN Site materials for public purposes should not expose individuals to personal identification and personal contact.
 - i. CCC Member Organizations contributing to the ISN Site accounts shall use their respective e-mail accounts, agency name and phone number when possible.
 - ii. While the CCC cannot stop all people from being "Friends", "Fans" or "Following Us," Site Managers should not click onto the profiles of CCC "Friends", "Fans" and "Followers" without receiving prior approval from the Staff Directors.

- iii. Member Organizations should disallow comments and discussions on social profiles and refrain from participating in dialogue and online discussions with social profile visitors.
- c) **Accessibility Rights** - ISN sites are governed by Section 508 of the Rehabilitation Act of 1973 regarding compliance and web accessibility for people with visual and hearing disabilities. Risks can be mitigated by following these standard operating procedures:
 - i. For video captions and transcriptions, when available, include captions within videos. Maintain Section 508 compliant videos, captions and transcripts on the CCC's website and attempt to link back to the CCC website from the ISN Site.
 - ii. Regarding photos, name the photo after the description before uploading it to the social networking site. Write text captions and descriptions when the ISN Site makes these form fields available.
- d) **Liability Concerns** -
 - i) Regarding any copyright, slander, libel, general negligence, Sunshine, First Amendment or other concerns, all complaints should be submitted to the Staff Directors group for review and decision.
 - ii) The following shall be included in any CCC ISN Site:
 - (a) Appropriate Disclaimers
 - (b) Complaint Notice Statement

Section 6. **Sunshine Law and Public Records Law Compliance:**

Because of the need to assure compliance with these laws, certain policy constraints will be required. Public records law compliance mandates the primary purpose outlined in the introductory section to drive traffic to existing Member Organization websites where they are in control of preservation and retention. Care must be exercised by all members, committees or groups when posting information on the CCC ISN Site.

- a) Any ISN Site content is a public record per Section 119 of the Florida Statutes. The exact responsibilities of the public body to retain these "documents" has not

been clarified by an authoritative body therefore at this time the CCC is prohibiting Contributors from deleting any work product created for the ISN site.

- b) Section 286 of the Florida Statutes prohibits members of public boards from meeting outside of the Sunshine. A violation of this Law may occur where two (2) members of the same board respond and reply to one another via an ISN Site. No elected officials or appointed officials of local governments, including CCC Board Members, may contribute to or control any aspect of the CCC ISN Site that relate to matters that may come before their Sunshine bodies.
- c) Under no circumstances should a Site Manager create a public record in response to a public records request by altering the format in which the record currently exists without obtaining prior approval from the Staff Directors.
- d) These protocols and procedures may be supplemented in order to assure compliance with Sections 119 and 286 of the Florida Statutes.

Section 7. **Prohibitions:**

In addition to those contained herein, please review the prohibitions in Appendix B.

Appendix A

Specific ISN Sites

A.1 General Considerations:

- i) The demographic profile of the intended target audience combined with the purpose and goal of the social networking initiative are the primary considerations for determining the appropriate use of internet social media marketing.
- iii) Appointed CCC Contributors are limited to using one of the ISN sites listed below unless otherwise authorized as provided for in Section 3 of this Policy.
- iv) In order to avoid creating new material on ISN Sites, use existing material from existing websites or previously published documents.
- iv) The Staff Directors' oversight of the CCC ISN Site shall include developing new protocols; branding changes; policy changes; technical announcements/issues; providing written authorization prior to initiating any pilot program; and quality control, accuracy and appropriateness of all Contributions. (See Appendix C.)

A.2 Twitter© (micro-blogs) - Twitter© sends short text messages to subscribers essentially saying "Hey check this out" and therefore is innocuous as long as the messages are appropriate. Conditions of use for Twitter© are:

- i) Provide contributor inventory to the CCC Web Manager.
- ii) Messages must be appropriate for Chairs Coordinating Committee, regional transportation, or Member Organization context.
- iii) Limit quantity of tweets so as not to become a public annoyance.
- iv) Messages must be "teasers" referring to the County website for additional info. (Tweet example - "Great New cost savings program! Go [here](#) for info.")
- v) The Staff Directors must be recipients of all "tweets" in order to monitor the messages going out.
- vi) Tweeter Identities (names/personalities) must be topic/title-based and shall not be staff name based.
- vii) There shall not be any links from the CCC Website to personal Twitter© sites, although links to CCC Member Organizations sites are permitted.

A.3 **Facebook®** – Facebook® is simply a global-scale website collection of personal websites. Conditions of use for Facebook® are:

- i) All new Facebook® sites created by the CCC must be reviewed and approved by the Staff Directors.
- ii) Each Staff Director shall be responsible for monitoring the content of the Contribution from his/her Member Organization.
- iii) The Staff Directors shall view any new Facebook® sites to advise if they are consistent with branding, copyrights and message.
- v) The Staff Directors shall determine whether to enable Walls. Enabling this option will require greater monitoring of the page by the Department.

A.4 **YouTube® (video sharing)** - YouTube® is a web community for sharing videos under ten (10) minutes in length. Conditions of use of YouTube® are:

- i) This is a venue to offer short promotional videos.
- ii) The Staff Directors shall review and approve any videos made for YouTube®.

A.5 **Blog** – Blog is a type of website usually maintained by an individual with regular entries of commentary, descriptions of events or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order.

- i) Blogging by Contributors is not authorized.
- ii) Allowing comments is a decision to be determined by the Staff Directors. Fully consider the dilemma of allowing comments. If allowing comments, utilization will be much higher due to active participation, but problems may arise. If blocking comments/post-backs, utilization may be significantly lower because it is not a “participative” environment.

Appendix B

Prohibitions

B.1 Employees:

- i) Member Organizations' employees are encouraged not to represent themselves or their organization as members of the Chairs Coordinating Committee workforce on social networking sites regarding matters specific to their official duties unless they are specifically authorized by their Director to do so.
- ii) Staff Directors are encouraged not to authorize staff to use the site for their organizations' purposes without the prior clearance from the Staff Directors.
- iii) Member Organizations' employees shall not disclose any confidential or proprietary information on any personal web application.
- ii) Member Organizations' employees shall not create unauthorized web or ISN Sites that intend to represent or present itself as a CCC sponsored or authorized web or ISN Site.

B.2 Use of Personal E-mail Addresses and Links or ISN Sites of Public Officials

- i) No employee or volunteer shall access the personal (non-government) e-mail account of any Member Organization employee without first receiving authorization from that employee.
- ii) Links to web or ISN Sites or applications of elected officials shall not be allowed or accepted. Such links shall be removed from the CCC sponsored site upon detection.