



Manatee County Public Works 2020 Mobility Plan

Public Involvement Plan (PIP)

Manatee County Transportation Planning

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I. Introduction

The Manatee County Mobility Plan encourages active participation by the public and other interested parties in the development of multi-modal plans and programs, prioritizing safety and efficiency while incorporating social and environmental justice. Manatee County believes the distribution of information regarding regional transportation planning and decision making needs to be inclusive of as many in the public as can reasonably be reached, and that interested parties and other federal, state, and local agencies are given a fair opportunity to participate in the planning process.

It is a major aspect of the Mobility Plan to take all public and stakeholder comments into account in ongoing development and adoption of plans. The processes outlined in this document form the basis for providing the opportunity for the general public and key stakeholders to participate in the transportation planning process. The purpose of the document is to merge public issues with technical solutions.

The Manatee County Mobility Plan is a plan to address safety, mobility, and access active transportation, through options that consider the users of key corridors. This includes pedestrian, cyclist, vehicle, and freight movements integrated with public transit along all relevant corridors within the County and connecting to external projects. Soliciting information and providing results to residents helps direct the Mobility Plan goals. Public input is needed to answer the questions below, and this document aims to provide the answers through established goals and strategies, technical input, and tools for visualization and presentation.

1. What do we need from the public to ensure that we're meeting the vision of Manatee County and the Manatee County Mobility Plan?
2. What are the areas of interest and focus?
3. What is the intended impact of this plan?

This Public Involvement Plan ensures a diverse community has a voice in the development of the Mobility Plan, creating opportunities to be informed and engaged throughout the planning process. This can be achieved through education and interactive activities as well as evaluating and reporting results. It guides Manatee County Transportation Planning outreach efforts, and ultimately directs successfully achieved public involvement objectives. The Public Involvement Plan should address the four components below.

Thorough: Outreach should be comprehensive, providing many options for how a person can get involved.





- Inclusive:** Everyone is welcome to participate in the Mobility Plan process. Assurance should be made that participants are as diverse as Manatee County, therefore, a concerted effort will be made to reach traditionally underserved communities. Areas in both urban and rural context where mobility options are currently limited, such as Samoset, Oneco, Pride Park, Memphis, and others, as well areas of civic and commercial activities lacking facilities should ensure a balance with concerns County-wide.
- Continuous:** Members of the public should be able to participate from the comfort of their own homes, at a time convenient to them. This means using tools that enable 24/7 involvement. We also invite other forms of public feedback throughout the planning process, such as workshops and digital or material content.
- Creative:** Cutting-edge tools and techniques to reach the public, as well as constant innovation helps keep a focus on improving.





Manatee County Mobility Plan

Public Involvement Vision

Establish a thorough, inclusive, continuous and creative process that uses creative approaches to offer the public continuous opportunities to partake in the planning of projects in Manatee



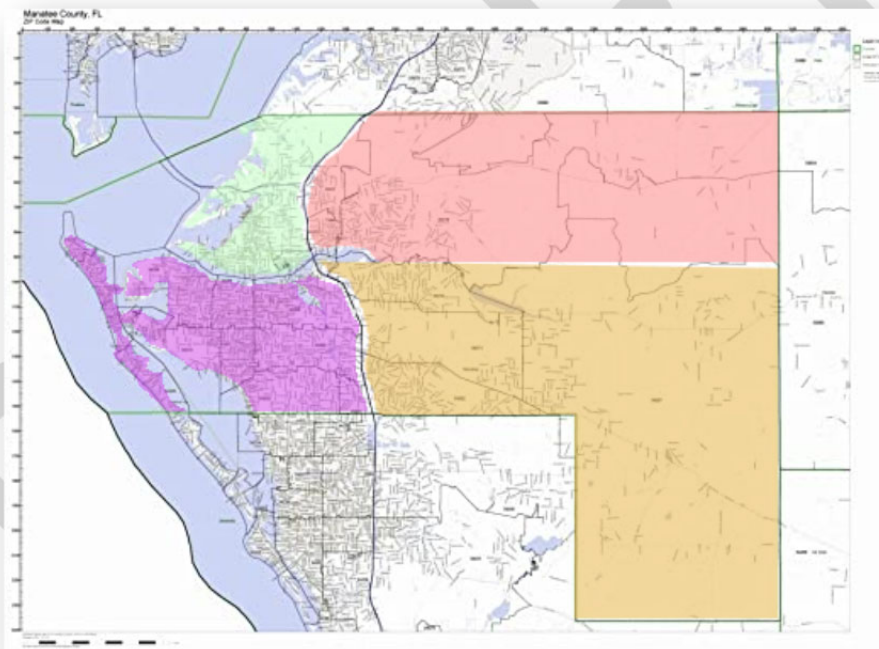


II. Objectives

The following measurable objectives address how active we are in reaching people, obtaining input, and using technical tools to share public opinion with decision makers. Each includes strategies and evaluation measures.

Objective #1: In-person engagement

Personally engage and obtain input from a representative sample for the development of the Mobility Plan by participating in four or more outreach events per year with at least one in each quadrant below. These areas are shown that identify parts of the region with high concentrations of diverse and often underserved communities.



Strategies:

- Partner with existing groups both within and outside the County's current coordination efforts to conduct workshops that inform and gather public input.
- Speak with people where they already are by hosting booths at community festivals, organizational events, or public locations.
- Encourage public participation by using an activity to gather input and increase





- public awareness of multimodal transportation planning.
- Provide essential materials in local Spanish and visually-accessible formats, as needed
 - Work with local government and transportation partners to identify outreach opportunities, particularly to reach underserved groups.
 - Develop a youth outreach program in coordination with existing programs through the Schools and Parks Department to get input from those younger users who will be affected by and receive the most benefits by the Mobility Plan efforts.
 - Encourage event participants to see the results of their input and stay in touch continuously.

Evaluation Measures:

Outreach event listings and in-person survey results

Objective #2: Digital & print engagement

Leverage digital tools can help you carry out effective public engagement, while connecting with your community in new and innovative ways.

Strategies

- Create a Mobility Plan website within the larger Manatee County web presence.
- Build online survey tools that allow 24/7 remote surveys addressing recent topics, plans or general ideas.
- Provide interactive online maps including areas of concern (high-level crash data) and areas of opportunity.
- Provide recordings and schedules of upcoming on-demand webinars.
- Develop a social media presence.
- Drive traffic to website from social media channels.
- Include website address in all materials and presentations and encourage visits.
- Share timely transportation news on social media.
- Encourage continuous two-way communication with the public by posting photos from outreach events and stimulating interest in future events.
- Post video footage online, with captions whenever possible to make them ADA-friendly, and disseminate through social media channels.
- Post technical reports to the website for public review as they become available.





Evaluation Measure

Email statistics and analytics for web-based maps; recordings of online presentations

Objective #3: Evaluation & Reporting

Transportation Planning will periodically review the effectiveness of these objectives and strategies throughout the implementation of the participation plan and make any necessary adjustments to ensure the PIP vision is reached.

Strategies

- Develop a comprehensive, appealing and easy-to-understand report to document public participation for the Manatee County Mobility Plan.
- Present an overview of outreach activities, evaluate the effectiveness of these activities against the objectives outlined in the Public Involvement Plan, and summarize public feedback received.
- Share public input with decision-makers, committees, partner agencies and government stakeholders prior to the adoption of the Mobility Plan.

Evaluation Measures

Community event reports, oral presentations, videos, market research results

Objective #4: Visualization and Accessibility

Use visualization techniques and methods to show information in clearly and easily in understood formats such as maps, pictures, or displays.

Strategies

- Brand the Mobility Plan to make communication tools immediately recognizable.
- Include how-to-comment information on all materials (email, social media, etc.).
- Send regular outreach updates via email to community contacts.
- Create a printed brochure explaining the process in English and local Spanish
- Create shareable social media graphics to communicate key plan concepts and event information.
- Feature the Mobility Plan on the County-wide website and those of close partners and stakeholders.

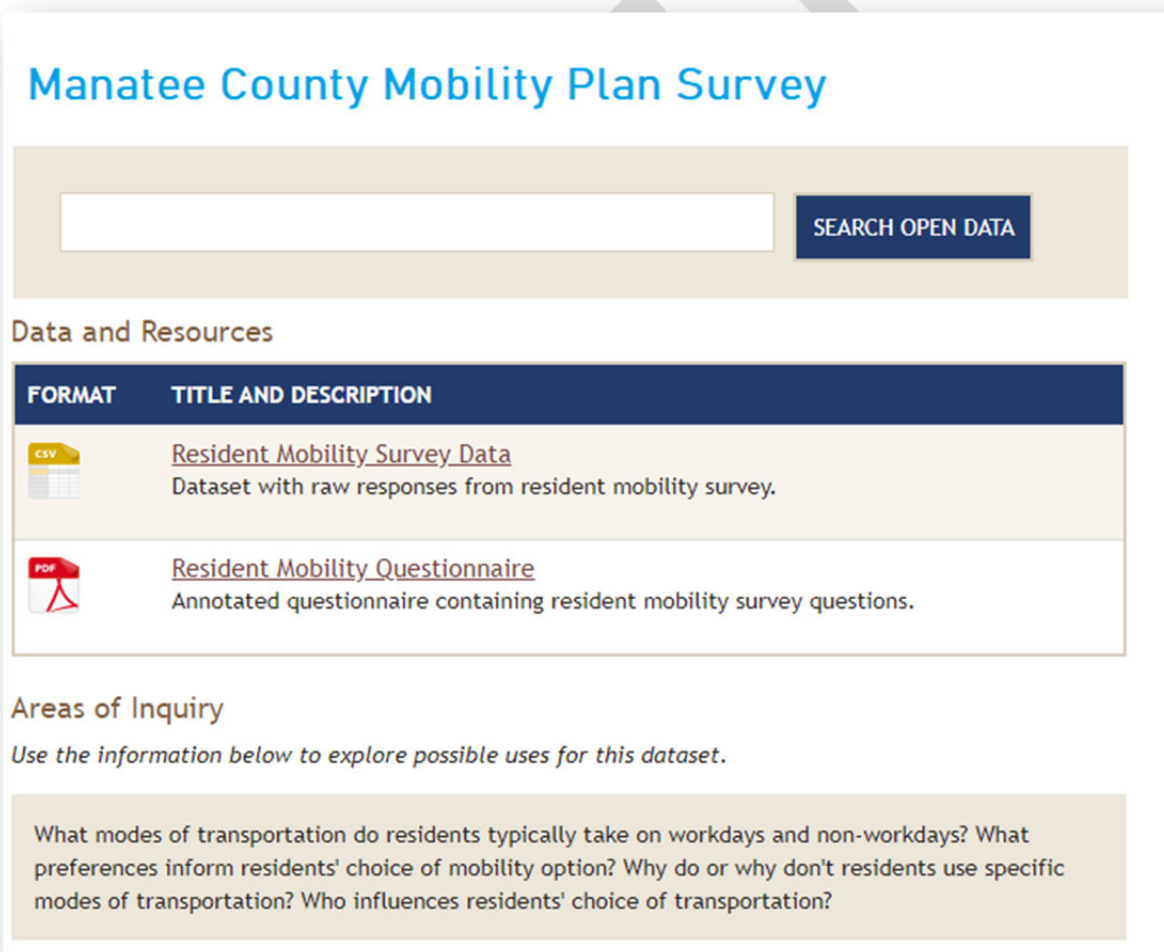






- Incorporate innovative technology and interactive elements in community presentations and events.
- Use ADA compliant presentations and access to community events.
- Ensure online materials (fonts, sizes, etc.) are ADA and WCAG compliant

Evaluation Measures

Email statistics, analytics for Web Maps, checklist for Plain Language & accessibility

A screenshot of a web page titled "Manatee County Mobility Plan Survey". At the top, there is a search bar with a "SEARCH OPEN DATA" button. Below this is a section titled "Data and Resources" containing a table with two rows of data. The first row is for "Resident Mobility Survey Data" (CSV format) and the second is for "Resident Mobility Questionnaire" (PDF format). Below the table is a section titled "Areas of Inquiry" with a paragraph of text asking about transportation modes and preferences.

FORMAT	TITLE AND DESCRIPTION
	Resident Mobility Survey Data Dataset with raw responses from resident mobility survey.
	Resident Mobility Questionnaire Annotated questionnaire containing resident mobility survey questions.

Areas of Inquiry
Use the information below to explore possible uses for this dataset.

What modes of transportation do residents typically take on workdays and non-workdays? What preferences inform residents' choice of mobility option? Why do or why don't residents use specific modes of transportation? Who influences residents' choice of transportation?





III. Mobility Plan Stakeholder Identification

Achieving the objectives in this Public Involvement Plan begins with appropriately identifying audiences with a jurisdictional, direct, or other interest in the Mobility Plan. Manatee County Transportation Planning will develop a comprehensive stakeholder database to ensure regular coordination with partner agencies in local governments, as well as state and federal agencies.

The stakeholder database will be updated throughout the public involvement process, and at a minimum will include the following.

Regional, State & Federal Agencies

Partner and Neighboring Agencies

Boards and Committees

Mobility Plan Working Group

Community Service and Health Organizations

- Local schools, churches, and law enforcement organizations as well as service groups such as Lions Club and Kiwanis, and others.

Business & Tourism Groups

- Bradenton Area CVB, Rental Property Owners, Hospitality Industry and others





IV. *Schedule of Activities*

The Public Involvement Plan includes a schedule of activities from interaction with the public, technical advisors, stakeholder agencies, and culminates with decision-maker approvals and adoption.

Contingency is built in the schedule for unforeseen events (such as the 2020 Health Crisis). It also allows for updates made by lessons learned and availability of new technology as it is continuously updated.

DRAFT





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