Public Outreach Assessment Meeting
April 28, 2016
2 p.m.

In Attendance:
Brittany Ellers     Jill Lavender
Mary Beth Washnock   Annie Walthall
Tiffany Bates       Gary Kramer
Kathy Saldana

The group discussed the movement toward taking presentations to groups already underway.

Brittany Ellers will investigate innovative outreach opportunities.

The group discussed various media to consider leaving with the agreement that radio and video would be pursued to determine if they will be applicable vehicles to promote public involvement. Kathy Saldana will look into these vehicles.

The group will meet next quarter to report on findings and meeting attendance.
Public Outreach Assessment Meeting
July 22, 2016
2 p.m.

In Attendance:
Brittany Ellers     Jill Lavender
Mary Beth Washnock  Gary Kramer
Brian Youpatoff     Jenny Cook
Kathy Saldana

The group discussed the many summer events and concluded that while outreach in terms of bicycle helmet fittings were working well, public meeting for the LRTP and the like were not evoking enough public participation. O-W reported meetings with 0 public attendance.

Therefore, a movement toward taking presentations to groups already assembling has been initiated and will be pursued. Some examples are: Kiwanis Club, Rotary Club, Institute for Senior Professionals, etc. WFRPC administration has been given a list of dates to secure invitation to standing meetings which Jill Lavender and Atkins’ Wiley Page will attend and present.

Additionally, the group determined that more online options should be investigated. Brittany Ellers will investigate boost options.

The group discussed various media to consider, leaving with the agreement that radio and video would be pursued to determine if they will be applicable vehicles to promote public involvement. Kathy Saldana will look into these vehicles.

The group will meet next quarter to report on findings and meeting attendance.
Public Outreach Assessment Meeting
Nov. 4, 2016
10 a.m.

In Attendance:
Brittany Ellers    Jill Lavender
Mary Beth Washnock    Gary Kramer
Kathy Saldana

Absent:
Brian Youpatoff    Jenny Cook

Kathy Saldana reported that while she had poor response from radio stations regarding the ability to do on-air, brief interviews regarding upcoming events, she had met with a team from Blab TV three times to investigate video as a means of promoting both the WFRPC and TPO events. A decision has been made to do a very small package of three videos to introduce the council and its online readership to the medium of videos in the near future.

Jill Lavender reported much success with taking LRTP presentations to groups. Much input and engagement was experienced, yielding a far better quantity and quality of public input at the pre-organized events.

Brittany Ellers reported that she can begin creating FB events and counting the interactions as public involvement.

Gary Kramer stated that if we are going to do fewer outreach events, we need to be cognizant of hosting them in traditionally underserved areas. The group discussed resources to help identify sites and contacts to achieve this.

Brittany Ellers Mary Beth Washnock stated that the Council should use the current corridor management project’s charrette endeavor as a means of calculating the costs of internal versus external mailings, as mailings may be a viable outreach. Mary Beth also encouraged the group to connect with other agencies on FB to enjoy the mutual benefits of sharing one another’s posts and events.

The group discussed the need to eventually reach out to every school board in the region to see what presentations we can bring into the schools to engage younger community members in the importance of planning and transportation matters.
Public Outreach Assessment Meeting
Feb. 10, 2017
2 p.m.

In Attendance:
Brittany Ellers     Jill Lavender
Mary Beth Washnock  Gary Kramer
Tiffany Bates       Kathy Saldana

The group discussed the quarter’s outreach and determined:
  • FB is underutilized: PI will send an email to staff with complete explanation of what is need with submissions so that photos and information is complete and can be posted when submitted
    - PI must reassess FB policies/suggestions for personal use of WFRPC in posts
  • PPP Drafts for Bay and O-W will be ready by end of March with an April present goal and July adoption
  • FL-AL still looking for physical places to promote and conduct survey – will try Farmers’ Markets
  • PI will investigate mailing permits/indicia and look into the use of postcards for the Detroit/Johnson CMP mailing
  • Future workshops will not be traditional – they will be advertised and held in coordination of other large public activities – PI will try this for a year and determine its effectiveness. Given the bleak public involvement from previous years, staff is hopeful that this new approach will generate more citizen input

The meeting generated a long conversation regarding the interests of family, economics, and quality of life being the narrative for attracting people to the CAC and other involvement activities, since leaving the pitch at “transportation” is truly not reflective of what all is at stake. PI will brainstorm this and see how to incorporation future endeavors.

The group will meet next quarter to report on findings.
Public Outreach Assessment Meeting
July 18, 2017
9 a.m.

In Attendance:
Brittany Ellers     Jill Lavender
Annie Walthall     Tiffany Bates
Gary Kramer        Kathy Saldana

The group discussed the new approach to collecting public input by holding workshops at existing, large scale events. Brittany hosted workshops at Bands on the Blackwater, Palafox Market, and Slow Ride events, yielding more than 300 votes on poster board polls, more than 50 recorded comments, 7 comment cards, 17 surveys, and 27 online surveys for the Bike Ped program being represented. (TPO surveys were also available and completed by some participants.) The group determined that this platform is good for input collection, but civic meetings are better for education, as people attend prepared to learn. The group decided to try a hybrid approach, condensing TPO 101 into poster boards (or LRTP, etc.) to do brief education and subsequent input collection to see if it works for the TPO overall, as opposed to a singular program.

Group would like Mary Beth’s permission to send Tiffany to do a TPO 101 on 104.7 a.m. in Crestview.

PI has been successful in acquiring public outreach events in Santa Rosa county.

The group will meet next quarter to report on findings and outreach success.
Quarterly Assessment Meeting
10/23/17

Attendance:
Mary Beth Washnock
Tiffany Bates
Jill Krug
Gary Kramer
Annie Walthall
Kathy Saldana
Brittany Ellers

I. LRTP Amendment Process – Staff discussed public outreach and public workshops for LRTP Amendments. Staff discussed when and where to hold public workshops for LRTP Amendments.

II. Public Outreach Events
   This Quarter:
   • Brownsville Community Celebration
   • Santa Rosa Back to School Safety Bash
   • Blackwater Water Fest
   Staff discussed ordering helmets and events for next year.

III. Social Media
    Staff reviewed analytics from social media accounts and discussed possible social media promotion.
    714 Facebook Page Likes
    695 Facebook Page Followers * Individuals that have WFRPC posts in their social media feed.
    Social media post reach varied from 100 to 1000.

IV. Newsletters – Staff discussed possible articles and reports for the monthly enewsletter.

V. TPO Meetings/Projects
   a. Pedestrian/Bicycle Master Plan
      Staff discussed the recent Ped/Bike Plan Public workshop on August 22.
      Successes: Good engagement with voting system and excellent discussion from attendees.
      Fails: Better ways to get more of an audience involved.
   b. Detroit/Johnson CMP
      Staff gave an update of the Detroit/Johnson CMP.
   c. Other Upcoming/Potential Projects
      Staff discussed the upcoming Beal Parkway CMP for the O-W TPO

VI. Quarterly Reporting

VII. Other Business
Staff discussed gathering results of the 2017 FL-AL TPO Survey and drafting the 2018 FL-AL TPO Survey.
Public Involvement Quarterly Assessment Meeting  
January 23, 2018  
Agenda/Meeting Notes

Attendance:  
Mary Beth Washnock  
Tiffany Bates  
Jill Krug  
Jill Lavender  
David Wood  
Gary Kramer  
Caitlin Cerame  
Annie Walthall  
Kathy Saldana  
Brittany Ellers

1. Quarterly Reporting  
   a. Template  
   b. What will we report?  
      TPO Staff discussed doing quarterly reports, in the form of a video, that would exhibit the outreach done for each quarter of the year.

2. TPO Meetings/Projects  
   a. LRTP Amendments  
      Staff brought up the LRTP Public Participation Process Plan (PPP). It was developed by previous public involvement or planning staff. Public involvement staff requested that they be allowed the opportunity to craft the LRTP PPP with the next LRTP update.  
      Staff discussed scheduling upcoming LRTP Amendment Public workshops.
   
   b. Project Priorities  
      Staff discussed the timeline for the 2018 Project Priorities. The layout of public outreach in terms of number of workshops, community group presentation, and outreach. Public Involvement staff discussed the benefits of incorporating non-traditional outreach at re-occurring community events. Mr. Kramer explained that he will draft a schedule for the project priorities.
   
   c. Pedestrian Bicycle Master Plan Update  
      Staff discussed the continued efforts of completing the Pedestrian Bicycle Master Plan Update. Portions of the plan, to include the public involvement efforts were already drafted.
   
   d. Detroit/Johnson CMP
Staff discussed upcoming public workshops and the status of the plan.

**e. Beal Parkway CMP**
Staff discussed the draft scope of work and possible public involvement for the Beal Parkway CMP.

**f. Okaloosa-Walton BPAC**
Staff discussed the possibility of forming a Bicycle Pedestrian Advisory Committee for the O-W TPO and possible public involvement for the committee. This was requested from local municipality staff.

**g. Freight Committee**
Staff discussed promoting the Freight Campaign at upcoming community group presentations.

**h. Other/Misc.**

3. Outreach Events
   a. **Helmets**
      Staff discussed working with local Community Traffic Safety Teams for helmets.
   
   b. **Potential Events**
      Staff discussed upcoming events to participate in, those events included:
      - Ciclovia – Pensacola Open Streets on March 24
      - Other possible events discussed by staff included:
        - Earth Day Pensacola
        - Brownsville Community Celebration (EJ Population in Escambia County)
        - Blackwater Water Fest (EJ Population in Santa Rosa County)
        - Back to School Safety Bash (Santa Rosa County)

      **Community Group Presentations:**
      - North Pensacola Rotary
      - Seville Rotary
      - Pace Rotary

4. **Title VI Training** – Public involvement staff announced the date, time, and location of the 2018 Title VI Training. Staff discussed possible trainers and speakers at the training.

5. **2018 Quarterly Assessment Meeting Schedule**
   Public involvement staff explained that an Outlook event will be sent for the next Quarterly Assessment Meeting.

6. **Other/Misc. Discussion**
   Staff discussed the upcoming Federal Certification. Public Involvement staff will answer questions provided from previous certification years.

   Staff discussed Okaloosa-Walton TPO and WFRPC participation in the proposed Crestview Bypass Project.

   Staff discussed having a public involvement panel at the 2018 Transportation Symposium. Public involvement staff will develop a list of subject matter and experts to speak on the subjects.

   Staff discussed targeting outreach to Navarre in Santa Rosa County. This community has not had much outreach in the past.
Staff also discuss the upcoming Berryhill Congestion Management Plan Scope of Work, which will be adopted in June 2018. Staff discussed Public Involvement tasks needed for the Unified Planning Work Program (UPWP).