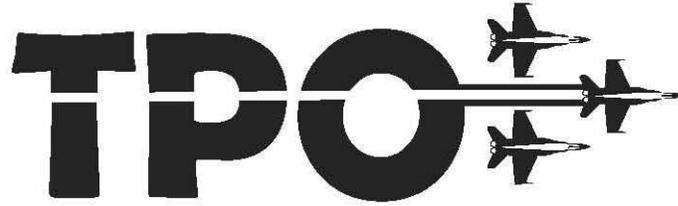


Florida-Alabama



Transportation Planning Organization

FLORIDA-ALABAMA
TRANSPORTATION PLANNING ORGANIZATION

2040
LONG RANGE TRANSPORTATION PLAN

PUBLIC INVOLVEMENT PLAN

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I. WHY IS PUBLIC INVOLVEMENT IMPORTANT?

One of the elements of the Long Range Transportation Plan (LRTP) is public involvement. The more public involved in the plan the better the plan will be for the improvement of the community. Documented public involvement opportunities result in fewer challenges to overcome in the later portions of the plan. Issues can be identified and rectified during the planning process. The Public Participation Process Plan (PPP) outlines the development of the Public Involvement Plan (PIP) for the LRTP to include an advertised public workshop with an ad hoc committee comprised of the Transportation Planning Organization (TPO) and their advisory committee members and members of the public.

The LRTP is updated every five years to review planning priorities, growth projections and travel demand. This is an 18 month process. The project began in the summer of 2013 with an examination and analysis of the socioeconomic conditions, community needs and current transportation studies, as well as the meeting to review the PIP. The TPO is scheduled to approve the Florida-Alabama 2040 LRTP in the fall of 2015.

The Ad hoc Subcommittee meeting held in Gulf Breeze on July 17th, 2013 presented an opportunity for TPO members, committee members as well as the public to provide ideas and suggestions to get the public involved in the LRTP process. The committee's input was used to finalize the PIP. The PIP outlines the TPO's process for providing the public with reasonable opportunities to be involved in the long range transportation planning process and ways to consider the public input provided.

Goal of the Public Involvement Plan

- Strive to ensure that the Long Range Transportation Plan (LRTP) reflects the community's vision.

Objectives of the Public Involvement Plan

- Provide a systematic approach to public involvement;
- Establish a sense of ownership for the stakeholders in the process;
- Provide timely responses to all written and oral comments;
- Document all comments for inclusion in the final LRTP;
- Recognize and meet Title VI and Environmental Justice requirements;
- Engage technical committees in the planning process;
- Incorporate visualization techniques;
- Coordinate with partner agencies;
- Develop easy to understand materials and website;
- Provide adequate notice of all public meetings;
- Ensure access to persons with disabilities; and
- Proactively pursue the inclusion of traditionally underserved populations.

Legislation

The Moving Ahead for Progress in the 21st Century (Map-21) Act was signed into law in July 2012. Under MAP-21 the LRTP must continue to comply with previous Transportation legislation. TPOs must consider projects that promote efficient system management and multi-modal operation as part of their planning process and continue to seek the participation of the public in the determination of how limited transportation funds should be allocated to improve a multi-modal transportation network. Previous legislation; Safe, Accountable, Flexible, Efficient Transportation Equity Act: a Legacy for Users (SAFETEA-LU), adopted in 2005, included public involvement provisions of Federal Law while aiming to enhance the public involvement experience. The LRTP process must include the following tasks to comply with provisions in MAP-21 but also SAFETEA-LU (23 CFR 450.320) as well as with State of Florida and State of Alabama regulations:

- Implement a Public Involvement Plan;
- Develop a Project Website;
- Compile and review data;
- Establish LRTP Goals and Objectives;
- Review and Update Financial Resources;
- Utilize ETDM-Efficient Transportation Decision Making;
- Utilize Travel Demand Modeling;
- Review Transportation Plan Update and;
- Review Regional Transportation Plan Update.

Effective public outreach and involvement requires relationship building with local governments, stakeholders and advisory groups. The PIP promotes an inclusive dialogue with the stakeholders of the Pensacola Florida - Alabama Metropolitan Urbanized Area. The stakeholders include: citizens, businesses, non-profit organizations, environmental groups, educational leaders, military representatives, industry advocates and others. These stakeholders will be provided with consistent communication about the importance of the 2040 LRTP.

The PIP also includes significant outreach opportunities to members of the traditionally underserved, defined by MAP-21 and SAFETEA-LU (CFR 450.316) as “including, but not limited to: the disadvantaged, minorities, the elderly, the youth, persons with disabilities, and individuals in low-income households.”

II. WHAT COMMUNICATION TOOLS WILL BE USED?

The utilization of key communication tools will enhance the public outreach process, ensure proper documentation of public responses, educate the public at every phase of the process and contribute to the development of a transportation plan that reflects the values, visions and ideals of the community.

Information will be readily available regarding the progress of the 2040 LRTP Update in several formats. The Public Involvement Team will utilize the following strategies to reach the public with information about the 2040 LRTP Update.

A. Slogan

The slogan will create a memorable phrase that sums up the tone and premise of the update and reinforces the stakeholder memory of the LRTP update.

Who	Task
Consultant / TPO Staff	Develop Slogan / Logo

B. Coordinate with Partners

One of the first steps in the PIP is to identify who is interested in transportation issues, systems and related issues, and knowledgeable about the community. By getting plugged into community networks, the TPO Staff and its consultant can identify groups that meet on a regular basis. This allows an opportunity to bring the topic to the people. Staff will attend these meetings and give presentations that inform members of the LRTP process and provide opportunities for these groups to give input.

Hold joint meetings when feasible with partners working on complementary projects like the annual project priorities, the Transit Development Plan, and corridor management plans.

Who	Task
Consultant	Develop a list of contacts for various community organizations
Consultant / TPO Staff	Develop Schedule of Outreach to targeted groups
Consultant / TPO Staff	Give Presentations

C. E-Blasts

E-Blasts are relatively inexpensive to produce and are one of the best ways to reach a large number of people. They are especially effective for making an initial contact with the public on specific transportation improvement projects.

E-Blasts will be developed commencing in the weeks leading up to each round of workshops to serve as meeting notices and to provide study information. Continued development of informational materials will provide necessary project information and encourage feedback.

Who	Task
Consultant	Draft Minimum 12 E-Blasts
TPO Staff	Proof and edit E-Blast information
Consultant / TPO Staff	Distribute E-Blast

D. Traditional and Social Media

A majority of the general public and agencies receive information through the radio, TV, newspaper or internet. A significant amount of outreach will utilize these mediums. Press releases, editorials and media interviews are generally free yet are effective means of providing information to the public. The media is a great avenue to provide information to large audiences and stimulate public understanding and support for transportation improvements and decisions at hand. To provide consistent information and contact, any direct association with the media will be coordinated and approved through the TPO.

Radio is an effective and inexpensive means of providing information to all segments of the population because each radio station has a well-defined target audience. The utilization of a variety of radio stations will ensure that all income levels, literacy levels, age groups, and races can be targeted, regardless of the language they speak.

Public service announcements by individuals that the various communities trust would be beneficial to increasing participation from all segments of the population. These individuals as well as public officials and members of the consultant team could participate in call-in shows. These would provide opportunities for officials to address citizen concerns and provide real-time responses.

Using newspapers is an effective method to reach the majority of the population; however, it is less successful in reaching the low-income population. There are a number of local, regional and community newspapers that serve the area. Some papers are targeted for specific communities and are a good way to advertise to specific populations. Local briefs and feature articles will be pitched on the LRTP process.

Local television news and public interest programs are valuable ways to “get the message out”, discuss both detailed and broader picture items, provide call-in possibilities and report “live from the scene” situations such as public meetings. When done early in a local news segment, these “live from the scene” segments often generate a second wave of the public to come out to a meeting.

Access to social media has become an important tool to reach and interact with the public. A website will be developed and managed to facilitate interaction with the

public about the LRTP Update. Social internet sites such as Facebook and Twitter continue to gain in popularity. A Florida-Alabama LRTP Facebook page will be created and on-line discussions can be hosted. Meeting materials will be posted and meetings can be promoted on-line.

The internet is also an effective means of providing information to those who own or have access to a computer. It is an effective avenue for providing general information, identifying persons to contact, highlighting project milestones, showing the project schedule, announcing future meeting times and locations, summarizing past meetings, etc. The site will be created in a non-technical format, friendly to the average citizen. A meeting calendar of all public workshops, presentations, and events will be maintained on the website.

The website and project status can be provided in an email blast to a “Transportation Information Network (TIN)” consisting of individuals and organizations that are interested in transportation. Email blasts should be provided in a familiar, consistent format.

Who	Task
Consultant	Develop a media contact list
Consultant	Provide all maps, charts, graphs, and reports etc. for posting on the website.
Consultant/ TPO Staff	Maintain Facebook / website.
Consultant	Write all press releases, develop display ads for print and schedule radio spots. All material will be sent to the TPO Project Manager for action.
TPO Staff	Distribute press releases, place ads and encourage the media to cover the LRTP events. Attend radio shows.
TPO Staff / Consultant	Send email blasts to the Transportation Network on project milestones.

E. Maps, Charts, and Graphs

Maps, charts, graphs and other visual tools such as photos, artist renditions, drawings and models will be utilized through the duration of all public outreach activities. Maps offer a variety of ways to encourage the public to be involved with the transportation planning process. Maps can also portray physical and social characteristics of the project area.

Who	Task
Consultant	Visual Aids

F. Surveys and Comment Cards

A comment card will be developed and included on the webpage and in E-Blasts. In addition, a short survey instrument will be developed on mobility, congestion, transportation of goods, access, travel choices and connections.

Who	Task
Consultant	Develop surveys and comment cards and provide copies at meetings, workshops and public events.
Consultant / TPO Staff	Tabulate, document and provide to the TPO.

G. Promotion

To promote both the Needs Plan and the Cost Feasible Plan public workshops, the following avenues will be explored:

Who	Task
Consultant / TPO Staff	TV and or Radio Interviews
Consultant	Identify Community Organizations / homeowner associations.
Consultant	Arrange for LRTP Presentations to be made at regular local government and community organizations' meetings.
Consultant	Determine which agencies/organization publishes a newsletter; place workshop information in their newsletters.
Consultant / TPO Staff	Ask Cities, Counties, and others to place workshop information on their web site.
Consultant / TPO Staff	Use the LRTP E Blasts and fliers as a means to promote workshops. Determine locations to post/distribute fliers.
Consultant / TPO Staff	Submit an opinion editorial from TPO Chairman to local newspaper (Pensacola News Journal) if they will publish.
Consultant / TPO Staff	Place advertisements that mirror the workshop flier in local newspapers.
Consultant / TPO Staff	Press releases and announcements of public workshops and their purpose.

III. PHASES OF THE LONG RANGE TRANSPORTATION PLAN

A. Development of the Demographic Destiny Outlook for the TPO Area

An analysis and forecast of the demographics of the TPO population, limited not just to population numbers, but to include age, and family size and disabilities and income expectations for the 2040 horizon will be created. A social analysis of demographics as they pertain to travel choices and preferences will also be developed. This data set will be used to assist in the determination of transportation mode source for planning purposes.

Who	Task
Consultant / TPO Staff	Develop a Demographic Destiny forecast
Consultant / TPO Staff	Develop a social analysis for the forecasted demography

B. Adopt Vision Statement, Mission Statement and Goals and Objectives

Existing neighborhood and comprehensive plans will be reviewed, along with regional growth management plans, such as appropriate sections of the Okaloosa-Eglin Tri-County Growth Management Plan (sections G1 and G2 refer to Santa Rosa County areas, as well as the entire Santa Rosa County Growth management plan; it is understood that most counties and municipalities have growth plans and master plans, these are the plans referred to for this exercise in order to determine Goals and Objectives. Although the Goals and Objectives adopted for the 2035 Florida-Alabama LRTP were SAFETEA-LU compliant, the Goals and Objectives will be re-evaluated for the 2040 update for consistency with local government plans and initiatives. Goals and Objectives for 2040 will then be drafted from this review and guidance of the Demographic Destiny forecast. Following review and recommendation by its advisory and technical committees, the TPO will adopt the Goals and Objectives that support the urbanized area communities' vision.

Who	Task
Consultant and TPO Staff	Review Existing Plans and Draft Goals and Objectives' Vision Report
TPO Staff /Ad hoc Sub-com	Finalize Goals and Objectives

C. Review the Evaluation Criteria

Once the Goals and Objectives are adopted, TPO Staff will develop evaluation criteria to rank projects identified in the upcoming assessment of transportation needs. The evaluation criteria will be based on the adopted Goals and Objectives.

Who	Task
Consultant and TPO Staff	Workshop for TPO Board and all Advisory

	Committees to review proposed criteria and their relationship to the goals and objectives.
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D. Develop a Summary of Transportation Needs based on Community Plans

A map of the existing plus committed transportation network in the urbanized area through 2040 and graphical depictions of change over time will be developed. Analysis of local comprehensive plans, master plans, growth management plans, etc. will be developed and utilized to develop a needs list of transportation projects that support the communities' vision, plans and goals. Review neighborhood, military, city and county plans for consistency. Specific plans include, but are not limited, to the Joint Land Use Study and Tri-County Growth Management Plan for Eglin AFB in Santa Rosa County; research is underway to identify the comparable entity for Naval Air Station Pensacola in Escambia County, Sustainable Emerald Coast, 2060 Florida Transportation Plan, West Florida Regional Planning Council Strategic Regional Policy Plan, Community Redevelopment Agency Plans, local government transportation plans transportation elements and Friends of Scenic Highway Plan, etc.

Who	Task
Consultant	Create Existing and Committed Network Map and explain levels of congestion.
Consultant	Summary analysis of local plans and transportation modal needs of those plans.

E. Comparison of the Draft Needs Assessment with the Summary of Community Plans' Transportation Needs including the Demographic Destiny Forecast.

Community input will be collected through scheduled community meetings and speaking engagements with the public. All comments will be recorded and reported back to the Ad hoc Sub - Committee, TPO Board and their advisory Committees. At this point the aspects of Demographic Destiny will be compared to the proposed needs assessment to determine the modal needs for future transportation issues.

Who	Task
Consultant / TPO Staff	Compare Demographic Destiny forecast of transportation needs to Draft needs Assessment for mode choices.
Consultant / TPO Staff	Draft determination of mode choice selections based on Community Plans and Demographic Destiny forecasts.
Consultant	Compare written community plan report with the draft needs assessment.
TPO Project Manager	Document any inconsistencies in a written report.

F. Environmental Justice

Throughout the LRTP Process, efforts will be made to ensure traditionally underserved populations are provided opportunities to participate in the development of the plan. The three junctures for presentations/communications during the LRTP process will be at the Plan Kick Off, during development of the Needs Assessment, and development of the Cost Feasible Plan.

Underserved communities have traditionally been identified as the following: transit dependent, low income groups, physically challenged/handicapped, ethnic groups/minorities and youth/elderly. Communicating with key organizations to locate and include these populations is one of the many ways the TPO Staff will reach out to these communities.

This PIP will include outreach through some of the following organizations:

- National Association for the Advancement of Colored People (NAACP);
- United Way Foundation;
- Escambia and Santa Rosa County Head Start facilities;
- Escambia and Santa Rosa County Health Departments;
- Neighborhood Associations;
- Pensacola and Milton Public Housing Authorities;
- Escambia County Area Transit;
- Local Transportation Disadvantaged Coordinating Boards;
- Disability Summit Council.

The consultant will seek assistance in identifying groups from TPO Staff. The consultant team will develop a draft recommendation of the groups to the TPO Project Manager. Once groups are approved, the consultant will develop a contact list of the groups.

The TPO Staff will be the “first line” to present to the groups. The consultant will schedule the presentations, prepare informational pieces and support the presentations.

Who	Task
Consultant	Create and maintain a spreadsheet of groups' meeting schedules and contacts.
Consultant / TPO Staff	Schedule the presentations, prepare informational pieces and support the presentations
TPO Staff	Present to groups.
Consultant / TPO Staff	Document the meetings and provide a written summary of each.

G. Identify Areas for targeted outreach efforts and meeting locations

The following areas are recommended for meeting locations and outreach efforts for the development of the 2040 LRTP:

Needs Assessment Public Workshops			
LOCATIONS	AREAS WITHIN	KEY AGENCIES	ORGANIZATIONS
Shriners Temple on 9 Mile Rd	Escambia County	To Be Identified	To Be Identified
Gulf Breeze Zoo	Santa Rosa County	To Be Identified	To Be Identified
Lillian Community Center	Baldwin County	To Be Identified	To Be Identified

Who	Task
Consultant	Identify three (3) Neighborhood Associations and three (3) Community Organizations around each location.
TPO Staff	Develop contact list of major employers in the TPO area, broken down into the areas indicated in the chart above.
Consultant	Develop contact list information with emails, phone numbers and meeting location addresses and schedules for all identified above.
TPO Staff	Contact entities to promote participation in the LRTP process.
TPO Staff	Work with organizations, etc. to provide regular presentations during the course of the LRTP Process.



Cost Feasible Public Workshops			
LOCATIONS	AREAS WITHIN	KEY AGENCIES	ORGANIZATIONS
City of Pensacola	Escambia County	To Be Identified	To Be Identified
PSC Milton Campus	Santa Rosa County	To Be Identified	To Be Identified
Florabama Restaurant	Baldwin County	To Be Identified	To Be Identified

Who	Task
Consultant	Identify three (3) Neighborhood Associations and three (3) Community Organizations around each location.
TPO Staff	Develop contact list of major employers in the TPO area, broken down into the areas indicated in the chart above.
Consultant	Develop contact list information with emails, phone numbers and meeting location addresses and schedules for all identified above.

TPO Staff	Contact entities to promote participation in the LRTP process.
TPO Staff	Work with organizations, etc. to provide regular presentations during the course of the LRTP Process.

H. Public Workshops and Meetings on the Draft Needs Assessment

The Ad hoc Sub - Committee will review the Draft Needs Assessment and provide comments to be incorporated prior to development of presentations for public workshops.

Various outreach efforts will be conducted in order to promote and encourage attendance at public workshops for needs assessment. Presentations will be made to community groups and neighborhood organizations as well as other advertisement and promotional activities to support successful public participation. Presentation to local governments at regular meetings will provide information about the LRTP and promote the Needs Assessment Public Workshops.

To promote both the Needs Plan and the Cost Feasible Plan public workshops, the following avenues will also be explored:

- TPO and Ad hoc Sub - Committee members' promotion within their network.
- Request promotional assistance and seek specific comments by meeting with Ad hoc Sub - Committee and organizations.
- Ask partner organizations to promote workshops.

Who	Task
Consultant / TPO Staff	TV and or Radio Interviews
Consultant	Identify Community Organizations / homeowner associations.
Consultant / TPO Staff	Determine which agencies/organization publishes a newsletter and place workshop information in their newsletters.
Consultant / TPO Staff	Ask Cities, Counties, and others to place workshop information on their web site.
Consultant / TPO Staff	Use the LRTP E Blasts and fliers as a means to promote workshops. Determine locations to post/distribute fliers.
Consultant / TPO Staff	Submit an opinion editorial from TPO Chairman to local newspaper (Pensacola News Journal) if they will publish.
Consultant / TPO Staff	Place advertisements that mirror the workshop flier in some local newspapers.
Consultant / TPO Staff	Press releases and announcements of public workshops and their purpose.

Public Workshops Draft Needs Assessment

Who	Task
TPO Staff	Determine time and locations for Needs Plan Workshops; total of 3, one in each county. See Item G.
TPO Staff	Work with community groups to be included on agendas of their meetings, make presentation about the LRTP and promote the public workshop in their area.
TPO Staff	Participate in local activities in the surrounding areas of the public workshops advertise, promote and encourage public participation.
TPO Staff	Have item included on local government agendas; provide presentation and information about the public workshops across the TPO area for the needs assessment.
Consultant	Create workshops flier.
TPO Project Manager	Obtain TPO approval to hold public workshops at determined times and locations.
TPO Staff	Distribute workshops flier.
Consultant	Create press release 30 days prior to first workshop.
TPO Staff	Advertise workshops two weeks prior.
TPO Staff	Send out information to the TPO and all Advisory Committees, as well as interested parties and the TIN.
TPO Staff	Send out press release to media list maintained by consultant.
Consultant	Agenda/Schedule for workshop (detailed listing of tasks and materials)
Consultant	Provide appropriate miscellaneous workshop supplies.
Consultant and TPO Staff	Attend workshops and record public comments.
Consultant/ TPO Staff	Assess workshops within one week of final workshop to combine notes and review comments.

I. Evaluate the Effects (Community Impact Assessment)

Community Impact Assessment is the evaluation of the effects of a transportation action on communities and their quality of life. The focus should be on the early and continuous gathering of information from diverse sections of each county.

Recognizing the diversity of people's interests, backgrounds and experiences within a defined area provides a clearer picture of community vision. The result is the development of a transportation system that truly reflects community needs, desires

and values. Conducting a Community Impact Analysis will provide additional Evaluation Criteria to better determine projects that will enhance, improve and fulfill the communities' vision. Various aspects of a Community Impact Assessment will include Environmental Impacts, Social Impacts, Fiscal Impacts and Overall Health Impacts.

Who	Task
Consultant	Collect relevant data in regards to financial costs; construction and operation of proposed projects, of all modes.
Consultant / TPO Staff	Collect data in regards to physical environmental impacts.
TPO Staff	Determine and document social impacts.
Consultant / TPO Staff	Work with outside agencies to determine Health Impacts.
Consultant / Staff	Develop a matrix to assist in the evaluation and measurement of effects.

J. Public Workshops and Meetings on the Draft Cost Feasible Plan

Public hearings, workshops and meetings will be held to better explain the development of the Draft Cost Feasible Plan and how it relates to the Needs Assessment and what projected revenue is available to fund needed transportation improvements through 2040.

A combination of the Evaluation Criteria and the Community Impact Assessment will provide a foundational basis to assist the TPO in developing a LRTP to meet the community vision and the demographic destiny needs for 2040.

Public Workshops Draft Cost Feasible Plan

Who	Task
Consultant	Determine time and locations for Cost Feasible Workshops; total of 3, one in each county. See Item G.
Consultant	Create workshop fliers.
TPO Project Manager	Obtain TPO approval to hold public workshops at determined times and locations.
TPO Staff	Distribute workshop fliers.
Consultant	Create press release 30 days prior to first workshop.
TPO Staff	Advertise workshops two weeks prior.
TPO Staff	Send out press release to media list maintained by consultant.
Consultant	Agenda/Schedule for workshop (detailed listing of tasks and materials)
Consultant and TPO Staff	Attend workshops and record public comments.

Consultant/ TPO Staff	Assess workshops within one week of final workshop to combine notes and review comments.
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K. TPO Meetings to review the Draft and adopt the Final Cost Feasible Plan

Who	Task
TPO Staff / Consultant	Present Draft Cost Feasible the TPO and their advisory committees for review.
TPO Staff / Consultant	Present Final Cost Feasible and all collected comments from public workshops to TPO and their advisory committees for adoption.

III. HOW SHOULD MEETINGS BE CONDUCTED

Information must be provided in non-technical terms and must reach across the study area. Provide the following at all public meetings and workshops:

- Agendas
- All audio visual as appropriate
- Comment Cards
- Directional Signage
- Set-Up (tables, chairs, microphones, recorders, etc)
- Sign-In-Sheets
- Name Tags for the Team and Attendees
- Photos for newsletters and posting on the webpage
- Large, oversized maps, illustrations, note pads, and easels
- Sign Language Interpreters and Translators (if requested in advance)
- Miscellaneous workshop supplies as appropriate
- ADA Access to meeting and restroom facilities

IV. CONCLUSION

The 2040 Long Range Transportation Plan will be presented for adoption in November of 2015. The public outreach detailed in this Public Involvement Plan is to assist in the participation of the public in the determination of the projects included in the plan. Public involvement in the development of any transportation plan provides a means for the actual users of the transportation system to guide the direction of that system. Inclusion of the public in the creation of the transportation plan also helps to alleviate issues with specific projects further down the phases such as during construction. Public involvement is the very foundation of providing excellent customer service to the local communities. This document serves as a guide for the development of 2040 Florida-Alabama Long Range Transportation Plan Scope of Services.