

Appendix A: Public Involvement Plan

Appendix A: Public Involvement Plan

Section 1: Background & Purpose

Study Background

The Pasco County Vision 54/56 Corridor Study was conceived to develop a transportation vision for the SR 54/56 corridor and an implementation plan for addressing congestion, safety, and mobility within the SR 54/56 corridor.

At the request of the MPO Board, MPO staff developed and conducted a Phase 1 planning study to initiate the development of a vision for the SR 54/56 corridor. The corridor was broken up into three key segments:

- Segment 1 – US 19 to west of US 41 (included in Phase 1)
- Segment 2 – West of US 41 to Bruce B Downs Boulevard (included in Phase 1)
- Segment 3 – Bruce B Downs Boulevard to US 301 (not included in Phase 1)

Based on the priorities established by the MPO and County staff, the Phase 1 scope of services focused on Segments 1 and 2. The key outcome of Phase 1 was a reduction in the number of major alternatives from 20+ alternatives to 12 alternatives. The following alternatives were recommended by the Task Force and approved by the MPO:

- 6 major roadway and transit alternatives
- 5 complementary alternatives, such as Alternative Intersection Design, frontage/bypass roads
- 1 do-nothing alternative

The project approach and work plan for Phase 2 builds upon the outcomes of Phase 1. The Phase 2 effort continues the evaluation as one aggregated segment from US 19 to Bruce B Downs Boulevard (previously segments 1 and 2). Consistent with Phase 1, the segment from Bruce B Downs Boulevard to US 301 is not included in the Phase 2 evaluation. The two Task Forces are merged into a single Task Force that is being used to guide the Phase 2 work effort.

The Alternatives Evaluation Methodology assumes a 2-step approach and is summarized in this memorandum. Due to funding constraints, Phase 2 is being completed incrementally, with Step 1 being funded by the MPO.

Phase 2 Evaluation Process

The Phase 2 Evaluation Process is organized into two key steps:

- Step 1 – Evaluation of 12 alternatives at 2 selected intersections (SR 54/US 41 and SR 54/Little Road)
- Step 2 – Evaluation of alternatives recommended from Step 1 for the SR 54/56 Corridor (from US 19 to Bruce B Downs Boulevard)

In Step 1, the intersections of SR 54/US 41 and SR 54/Little Road were selected for the comparative evaluation of the alternatives, since US 41 is the most congested intersection and Little Road is more representative of an average intersection along the corridor in terms of traffic congestion and right-of-way availability. The results of the Step 1 evaluation process will be summarized for presentation to and discussion with the Task Force at its second meeting of Phase 2. Following the Task Force meeting, a survey of Task Force members will be conducted to help facilitate the discussion at the Task Force meeting. The ultimate objective of Step 1 is for the Task Force to recommend 3–4 alternatives and 1 do-nothing alternative to the MPO Board to move forward into Step 2 of the Phase 2 evaluation.

The preliminary evaluation process for Step 2 has not been finalized since it is not fully funded. FDOT District 7 has agreed to fund the next step of the evaluation for the SR 54/US 41 intersection and will consider recommendations of the Task Force and the MPO Board as they move forward with the evaluation at this intersection. The MPO is exploring opportunities to fund the Step 2 evaluation for the remainder of the corridor. Similar to the Step 1 evaluation, the Step 2 results will be summarized for presentation to the Task Force to facilitate discussion. Following the Task Force discussion, a survey of members will be conducted to help facilitate the discussion and selection of preferred alternatives that support the vision and purpose and need statement for the corridor. The preferred alternatives of the Task Force will be presented to the MPO Board for consideration.

Corridor Study Area

Three segments were defined initially along SR 54/56. Segment 1 runs from US 19 to just west of US 41, Segment 2 runs from west of US 41 to Bruce B Downs Boulevard, and Segment 3 (future study) runs from Bruce B Downs Boulevard to US 301. Both phases of the Vision 54/56 study focus on Segments 1 and 2. Several factors guided the designation of the three segments, as illustrated below. Segment 3 (east of Bruce B Downs Boulevard) is not fully constructed, and the future projections of traffic included in the MOBILITY 2040 LRTP did not warrant any future improvements beyond six lanes. Defining Segment 1 and Segment 2 was made on the basis of community characteristics, adjacent land use, and development patterns.



Purpose of Public Involvement Plan

The purpose of the Public Involvement Plan (PIP) is to establish a clear, easy-to-understand framework for providing information to and obtaining feedback/input from the public. The overall goal of this plan is to help ensure that the Vision 54/56 study reflects input from the citizens of Pasco County and the users of the SR 54/56 corridor.

Gaining community consensus is critical to shaping the viability of the preferred alternative resulting from this study. Keys to gaining community consensus will be early, continuous, and inclusive communication with and involvement of key stakeholders, residents along the corridor, and others who travel the corridor on a regular basis. A maximum number of opportunities will be provided to engage the public in the process and empower them to be a part of the decision-making process from beginning to end. The PIP includes several strategies to solicit participation from the public, such as:

- Convening citizen-led Task Force meetings to guide the evaluation and recommendation of alternatives
- Communicating upcoming meetings and project status through the project website (www.vision54-56.com)
- Coordinating with the Pasco County Public Information Office
- Using social media to engage residents and project stakeholders
- Deploying road-side mobile message signage at key decision points through the study
- Conducting on-line surveys for the public to weigh in on the alternatives being evaluated
- Conducting a telephone town hall meeting and an open forum to educate the public
- Conducting a public opinion survey of 500 households within the corridor study area

The PIP will provide a clear process for actively engaging the public, as well as a schedule of events and community outreach activities that will be employed during the course of this update.

The PIP is one of the first activities being undertaken for Phase 2 of the Vision 54/56 Study and will provide a blueprint for the Project Review Team to gather input throughout the study. The PIP details how, from whom, and when information for the study will be gathered. The remainder of the PIP highlights the following:

- Study stakeholders and groups
- Public involvement strategies
- Public involvement schedule
- Public involvement goals

Section 2: Public Involvement Goals

Four overarching goals pertaining to the public involvement process for the SR 54/56 corridor study were identified for both Step 1 and Step 2 of Phase 2, as described below. Greater public involvement strategies will occur in Step 2, but the public will have sufficient opportunities in Step 1 to comment.

Goal 1: Broader Public Involvement

Involve the public and other stakeholders early and regularly in Phase 2 by engaging during each of the three key phases of involvement:

- *Informational Phase* – Inform the public and other stakeholders of the project’s purpose, timeline, and major milestones, as well as how they can get involved and stay informed as the project progresses.
- *Decision-making Phase* – Identify specific opportunities for the public and stakeholders to provide input at key decision-making points that will affect the development of project deliverables.
- *Review Phase* – Allow the public to review and provide input on a draft version of the completed products.

Goal 2: Opportunity

Provide all citizens, Task Force members, and interested stakeholder agency groups with the opportunity to participate in all phases of the public involvement process, including input on identification of preferred alternatives.

Goal 3: Information and Communication

Provide all citizens and interested stakeholder groups with clear, timely, and accurate information relating to the project as it progresses.

Goal 4: Range of Techniques

Use a broad spectrum of techniques to gather input from a diverse population within the project area. To ensure that the above goals are met, a wide range of public involvement and outreach techniques is proposed for use during the course of the SR 54/56 corridor study.

Section 3: Public Involvement Strategies

Pasco County’s Communication Plan was used to assist in shaping several public involvement strategies to ensure the active involvement of citizens in the community. The complete Communication Plan can be found in Appendix A. A complete list of public involvement strategies for Phase 2 can also be found in Table 3-1. Strategies for Step 1 have been confirmed; the strategies for Step 2 are tentative. More extensive public involvement strategies occur under Step 2; however, there are sufficient opportunities for the public to be involved during Step 1.

Table 3-1: Phase 2 Public Involvement Strategies

Project Website	Project Website
Press Release	Press Release
Social Media	Social Media
Task Force Meetings	Task Force Meetings
Road-Side Signs	Road-Side Signs
Task Force Survey	Task Force Survey
	Online Survey
	Telephone Town Hall
	Telephone Survey

The strategies fall into two major categories—Direct Involvement and Information Distribution. Direct involvement strategies are activities that engage the public with surveys and/or public meetings about the project. Information distribution strategies are public information materials used to inform the general public of the project.

Direct Involvement Strategies

Online Survey

A Survey Monkey-style web survey will be created for use by the general public during the early part of Step 2 to give the public an opportunity to weigh in on the alternatives being evaluated. The project website will host the survey link.

Telephone Town Hall

The Project Team will host a telephone town hall meeting, a mechanism used to connect a large number of callers into an interactive telephone-based meeting. This will be done in Step 2 to educate the public and conduct an open forum for discussion on the SR 54/56 corridor.

Task Force Meetings

Citizen-led Task Force meetings will convene to guide the evaluation and recommendation of alternatives. Task Force meetings will be held throughout the Phase 2 process. These meetings are discussed in detail in Section 4.

Task Force Surveys

A Task Force survey using Survey Monkey will be conducted to support the development of consensus at key points in the project. It is anticipated the survey will be conducted between Task Force meetings 2 and 3. The results of the survey will be discussed at the third meeting. A second Task Force survey will be conducted during Step 2 between meetings 4 and 5. The results of the survey will be discussed at the fifth meeting.

Telephone Survey

A telephone public opinion survey of 500 households within the corridor study area will be conducted in Step 2.

Information Distribution Strategies

Project Website

In Phase 1, the Project Review Team developed a project website (www.vision54-56.com) that provides an overview of the project, access to related studies and reports, and an outlet for the public to ask questions and make comments about the project. In Phase 2, the website will continue to host project information and information on upcoming public involvement activities.

Media

Consultants will coordinate with Pasco County to distribute information about the project through social media (facebook.com/PascoCounty), the My Pasco app, reporter groups, and other options. A review and posting process for these efforts will be established and executed in coordination with the Pasco County Public Information Office (PIO).

Press Releases

A press release is a formal means of communicating with the press and public. Consultants will coordinate with Pasco County PIO to prepare up to five press releases.

Roadside Signs

Signs announcing upcoming Task Force meetings will be placed at the SR 54 and US 41 intersection, as well as along other key locations along the study corridor, for up to a week before selected Task Force and other public meetings as deemed appropriate by the MPO and County staff. These signs will be large format in nature and include pertinent meeting information such as date, time and location. The project website will also be included on these where additional information can be found.

Section 4: Project Stakeholders

Project Review Team

A Project Review Team (PRT) will convene early in the study process for the purpose of providing technical guidance and review of the study methodology and cooperation with State and local transportation agencies. The PRT will review the technical methodology and evaluation of alternatives prior to being presented at Task Force meetings. The PRT will be composed of representatives from the public agencies and departments shown below in Table 4-1.

Table 4-1: PRT Organizations and Representatives

Organization	Contact
Pasco County Planning and Development	Chris Hughes
Pasco County Planning and Development	Matt Armstrong
Pasco County Public Information Office	Doug Tobin
Pasco County Public Transportation	Kurt Scheible
Pasco County Attorney's Office	David Goldstein
Pasco County MPO	Ali Atefi
FDOT District 7 – Planning	Lilliam Escalera
FDOT District 7 – Planning	Waddah Farah
FDOT District 7 – Planning	Dan Santos

Three PRT meetings will be held during Phase 2 Step 1 of the study and in advance of the Task Force meetings. A tentative schedule and description of the PRT meetings for Phase 2 Step 1 is provided in Table 4-2 (note that Meeting #1 has already taken place).

Table 4-2: Tentative Project Review Team Meeting Schedule, Phase 2 Step 1

Meeting	Meeting Dates	Topics
#1	March 22, 2017	Review draft purpose & needs Review methodology statement Recommend alternatives
#2	July 24, 2017	Review results of Step 1 evaluation
#3	November 17, 2017	Discuss/Review survey results and prepare for Task Force meeting Update alternatives for Step 2

Additional PRT meetings will occur during Phase 2 Step 2. Possible topics of discussion include:

- Review of Step 2 alternatives
- Review results from the second Task Force survey
- Implementation Plan

Task Force

At the beginning of Phase 1, two citizen-led Task Forces were developed to obtain input and direction regarding a transportation vision for the SR 54/56 corridor. Members were selected by the MPO Board to represent community, business, and homeowner groups along the corridor. These Task Forces have been combined to create one Task Force for Phase 2. The Task Force will review and recommend the preferred alternative to the MPO Board at the conclusion of Phase 2. Table 4-3 lists the Task Force members.

Table 4-3: Task Force Organizations and Representatives

Name	Organization
Hope Allen	Wesley Chapel Chamber of Commerce
Jack Buckley	Central Pasco Chamber of Commerce
Debby Catanzaro	Citizen at Large
Donna Collier	Citizen at Large
John Copeland	Pasco Alliance of Community Associations
Marilynn deChant	MPO Citizens Advisory Committee
Rich Dutter	Citizen at Large
Sandy Graves	Central Pasco Chamber of Commerce
Steve Henry	Developer on Segment or Designated Representative
Ronald Hubbs	Council of Neighborhood Associations
Fred Krauer	Pasco Alliance of Community Associations
Kelly Miller	MPO Citizens Advisory Committee
Bruce Mills	West Pasco Chamber of Commerce
Tom Ryan	Pasco Economic Development Council & MPO CAC
Carlos Saenz	Pasco Fiasco
Robb Sercu	MPO Citizens Advisory Committee
Christie Zimmer	MPO Citizens Advisory Committee

It is anticipated that three Task Force meetings will be held throughout Phase 2 Step 1 of the study and will follow the PRT meetings. A tentative schedule and description of the Task Force meetings for Phase 2 Step 1 is provided in Table 4-4.

Table 4-4: Tentative Task Force Meeting Schedule, Phase 2 Step 1

Meeting	Meeting Dates	Topics
#1	April 20, 2017	Draft purpose & need elements Draft public involvement strategies Draft evaluation process Vote on topics to move forward
#2	August 24, 2017	Review results of Step 1 evaluation Facilitate discussion
#3	October 2017	Review Task Force survey results Vote on alternatives for Step 2

As details of Step 2 are developed, the number of meetings will be determined. Possible topics of discussion include:

- Review results from Step 2 evaluation
- Review results from the second Task Force survey
- Review draft implementation plan
- Vote on preferred alternative
- Vote on Implantation Plan

Residents

Pasco County residents will have access to the project website (www.vision54-56.com) and Pasco County’s Facebook page (facebook.com/PascoCounty) to stay informed of upcoming meetings and project status. All Task Force meetings will be noticed on the project website and open to the public, and will include opportunities for public comment. The website will also host information regarding the public survey and the Telephone Town Hall meeting to be held during Step 2, at which residents will have the opportunity to weigh in on the alternatives being evaluated.

Pasco County Public Information Office

Phase 2 activities will be coordinated with the Pasco County Public Information Office (PIO) to establish and execute a review and posting process for social media, the My Pasco app, reporter groups, and other efforts. The public involvement process also will be coordinated with the PIO to establish a format for media communication and prepare up to five press releases for informing residents and visitors of key decision points and the progress of the study.

Section 5: Public Involvement Schedule

Figure 5-1 provides an overview of how the evaluation and analysis of alternatives coincides with the public involvement activities and Task Force meetings. Refinements to this schedule, specifically for Step 2 of the analysis, will be made as the study progresses.

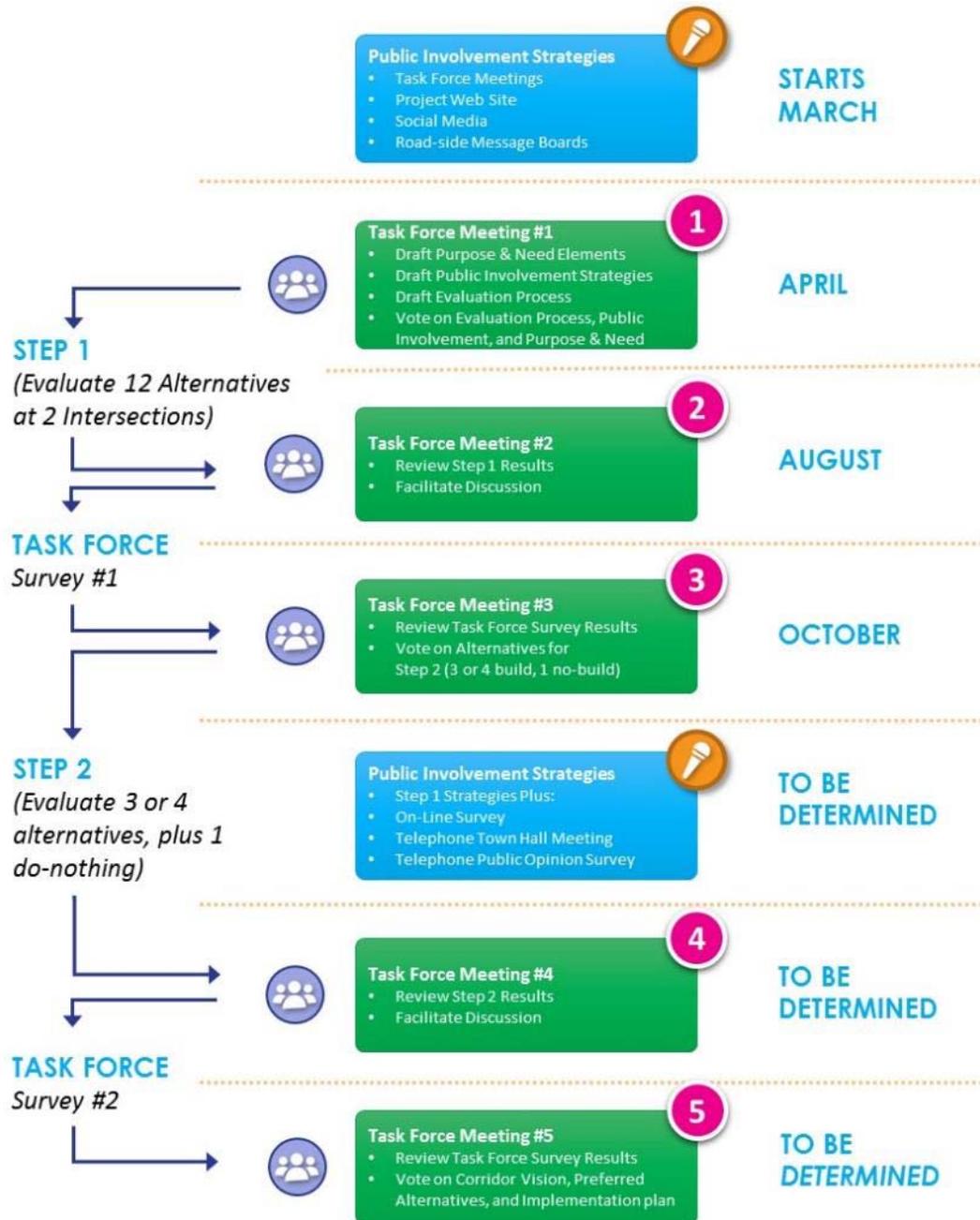


Figure 5-1: Phase 2: Corridor Vision and Implementation Plan