

A. Public Involvement Plan

INTRODUCTION

About the CRTPA 2050 Long-Range Transportation Plan

The Capital Region Transportation Planning Agency (CRTPA) is required to update the Regional Mobility Plan (RMP) at least once every five years. The RMP is the most important document produced by the CRTPA since it guides transportation system investments in the region for a horizon period of 20+ years. The final RMP will include all modes of transportation ranging from pedestrian, bike, transit, roadway, freight, and rail.

The plan's foundation is public involvement. The CRTPA has partnered with Kittelson and Associates and BowStern Marketing Communications to inform and engage the residents of Gadsden, Jefferson, Leon, and Wakulla counties.

In the Public Involvement Process Plan (developed in 2018), the CRTPA identified four key goals to carry through all public involvement efforts:



Equity – providing equitable opportunity for participation in transportation decision making



Information & Education – inform and educate the public early, clearly, and continuously throughout the transportation decision-making process.



Methods of Public Engagement are Effective – Identify and utilize a variety of methods to most effectively inform and engage the public.



Responsiveness – Carefully consider public input in transportation decision-making.

The 2050 RMP update approach ensures that these goals are considered and achieved during the year-long public involvement campaign.

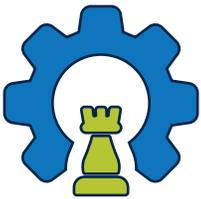
GENERAL OVERVIEW

Public Engagement Framework Purpose

This Public Involvement Plan (PIP) will serve as a guide to engage the public throughout the Regional Mobility Plan (RMP) update. This PIP outlines the tactics that will be used for outreach to the region's communities and key stakeholders. The team will utilize a variety of marketing tactics and platforms to engage with target audiences throughout the process and garner important feedback during each phase of the project. From survey website development to online paid media and public relations, the following pages outline a comprehensive approach that will drive public engagement for this effort. Throughout the project, the team will monitor and measure activities closely in order to make any necessary optimizations during the course of the effort.

The project will culminate with detailed documentation of the public engagement process, including a summary of the tools utilized, input received, and overall results.

For the purposes of developing the 2050 RMP Public Involvement Plan, the team has identified several key challenges and opportunities for the public outreach process:



Key Challenges

- Initial public involvement activities take place during a noisy October/November election cycle, which drives the cost of digital advertising up.
- Education and coordination with various counties (and their respective officials, stakeholders, and citizens.)
- General apathy of the public to participate in transportation projects given perceived long-term implementation.
- Utilizing innovative outreach techniques that are social media and technology-driven that appeal to diverse communities given limited resources.



Opportunities

- Creating project content that is perceived as relatable and urgent. This combination often helps generate interest and participation from the public.
- While the initial public involvement phase takes place during the November election cycle, often non-political messaging during this time is a breath of fresh air to residents. This is an opportunity to 'break through' clutter in the marketplace.

GOAL & OBJECTIVES

Goal

Educate and engage with the public about the CRTPA's 2050 RMP to achieve maximum participation from a diverse and representative cross section of residents in all four counties that the organization represents.

Measurable Objectives

The project team will work toward achieving measurable marketing objectives aligned with the overarching project goal. Over the course of the project, the team will work to secure the following:



1,200 surveys completed



100,000 advertising impressions



7,500 sessions to project website



1,500 engagements on social media content (i.e. – likes, comments, shares)



50,000 earned media impressions as a result of public relations efforts



200 in-person engagements at workshops/community pop-up events

Key Phases

- Phase 1 Prioritization of Objectives
- Phase 2 Needs Project Feedback
- Phase 3 Educate on the Cost-Feasible Plan

PUBLIC OUTREACH TECHNIQUES

The schedule of outreach activities follows the key phases of the RMP Planning process so that the public and community stakeholders have ample time to review and provide feedback. Public involvement will involve a range of methods to connect with people, groups, and underserved populations. This will include the following techniques:

Activity	Summary
Brand	Development of campaign name and logo package
Website	Content strategy, development of web environment to collect survey responses and inform the public.
Project Video	Storyboarding, production, and promotion of a project summary video
Online Surveys	Survey creation and promotion
Digital Advertising	Ad setup, targeting, placement & optimization of advertisements on Google and Meta ad networks
Public Relations	Story development, pitching, media coaching and interview prep assistance for project team and CRTPA staff
Social Media	Content calendars, posting and Facebook event creation
In-Person Workshops	Coordination, promotion and attendance of workshops
Community Events	Identification, coordination, and attendance at community events across the region
Community-Based Stakeholder Engagement	Identification, engagement, and hosted stakeholder meetings

Project Brand

The team will develop and launch a campaign brand for this public involvement initiative so that it has a unique name and logo that can be used across all campaign materials. The goal of a campaign brand is to make the RMP project recognizable, aiding in recall and participation throughout the entire process. By design, this mark will have a call-to-action layered in, directly asking for participation. As part of this process, the team will develop a full branding package to include logo, color scheme, guidelines and document templates.

The campaign brand will be developed by the consultant team and approved by the CRTPA team. Once approved, the branding will be utilized across all project materials to give the effort a cohesive appearance.

The campaign brand will be used to create the following marketing pieces:

- Survey Website
- Print Outreach Materials
- PowerPoint Template
- Online/Print Survey
- Online Ad Graphics
- Social Media Graphics

Spanish Language Versions

In the event any of the RMP materials are requested in Español, the consultant team will work with CRTPA to identify available resources for translation.

Website

The website will function as a clearinghouse for project information. It will also be the primary avenue for the public to participate in the project – by way of accessing the survey tools. As the public-facing project hub, all collateral and PR initiatives will drive the public back to the website.

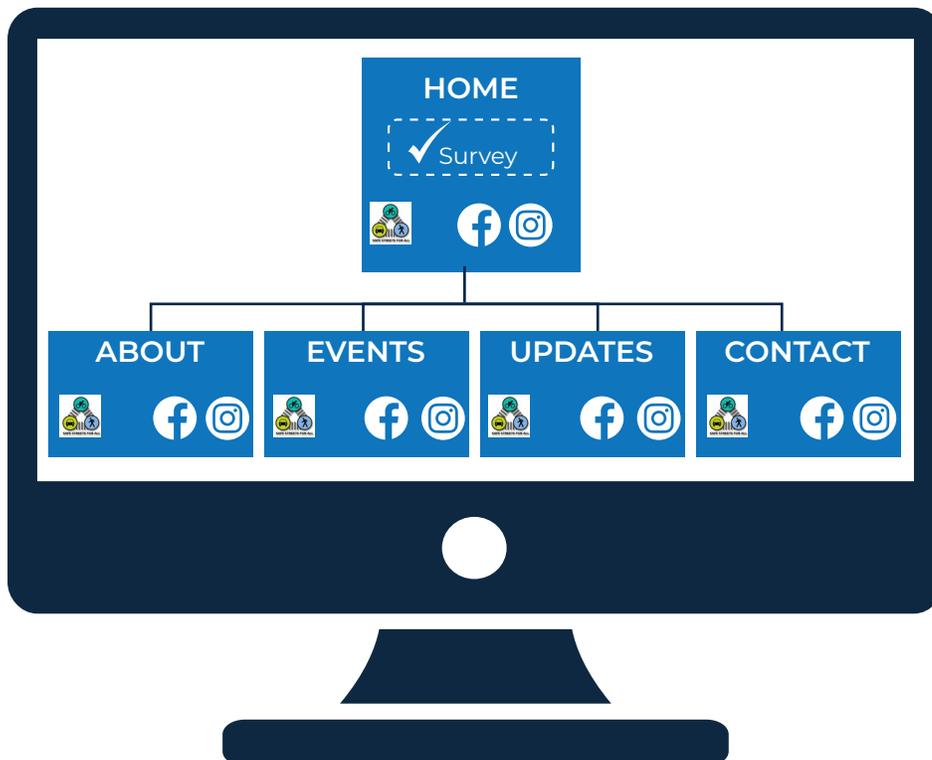
Additionally, the website will house updates and documents as they become available. The website will be intentionally simple and not overloaded it with contractual or technical documents. It will be a freestanding website for the purpose of the RMP promotion, securing a memorable URL to be used throughout the public engagement period. The project site will be linked from the CRTPA site as well.

The project website will contain a brief, easily digestible project overview, explaining the plan in laymen’s terms. During the active part of each phase, the primary call to action will be to take the current survey and/or attend a workshop. During education periods the site will provide some impression of when the next step can be expected, and where the project is in the overall timeline.

The website will be organized with priority given to the survey itself – as it will be featured front and center on the home page. It will also share information about the project, upcoming events for the public, and a contact form where inquiries will be directed straight to CRTPA.

Measures of effectiveness for the website will include:

- Number of visitors to site
- Number of surveys completed via the website
- Number of public comments received via the website
- Time spent on site
- Geography of site visitors



Online Surveys

The project team will conduct two surveys during the project to generate quantitative feedback from the public. The survey gathering timeframe will be as follows:

Survey #1 Phase 1 | October 2024
Survey #2 Phase 2 | May 2025



2 surveys to generate quantitative feedback

The surveys will be conducted through Survey Monkey (SM), a tool which allows for easy use on mobile devices, good conditional logic for cases where survey routes might bifurcate, and useful collating and reporting tools. SM also allows users to be directed back to the website upon completion. The redirection enables the project team to provide a satisfactory conclusion to the process, and serves the public with additional links or information to further educate them. By following the public through their entire participation, can fine-tune the targeting and performance of the ad campaigns for best results.



Measures of effectiveness for the surveys will include:

- Number of surveys completed
- Contact information gathered from survey takers
- Equitable response from underrepresented populations and geographies within the region

SM will allow the team to require certain data be collected from survey takers, which can be used in reporting, but also is invaluable for retargeting in subsequent phases. Email addresses will allow the team to find and target people for follow-up, as well as generate look-alike audiences for digital advertising.

In-Person Public Workshops

Throughout the project, a total of three public workshops will be held in different areas of the region. Details for the three (3) public workshops are below:

Workshop Timeframe: September 2025

Length: 2 Hours

Venue(s): Leon, Gadsden, and Wakulla (or) Jefferson County



3 public workshops

Efforts will be made to maximize opportunities for underrepresented populations to take part in the planning process. The Project Team will target workshop locations in areas accessible to those populations – particularly the transit-dependent. It is anticipated the public workshops will be 2 hours in length and time of day will vary to ensure that various demographics (retirees, working professionals, shift workers) are able to attend.

WORKSHOP CONTENT: FEEDBACK ON FINAL RMP

Public workshops will be held to review the final recommendations and encourage buy-in from members of the public. Participants at the workshop will be given the opportunity to comment on projects in their area before the plan is presented for adoption.

WORKSHOP MATERIALS AND NOTIFICATION

- Powerpoint template
- Poster boards with project information, which may include phase-specific information for the plan Goals, Existing Conditions, Solutions and Cost.
- Project overview handout
- QR code to collect public input with the capability to present results back to workshop participants in real time

To promote these workshops to the public, a combination of outreach will occur:

- Social media event creation and postings
- Community calendar postings
- Print classified ads

Community Pop-Up Events

In addition to the public workshops, tabling at local public events will be utilized to share information about the project and collect input. Participation in a total of nine (9) community events, with November 2024, April 2025, and September 2025 as target months. The Project Team will help prepare materials, coordinate participation, and attend the events themselves.

The project team will develop an event list that considers the CRTPA's desire to interact with a wide variety and cross-section of residents. An overview of event details, key point(s) of contact, anticipated number of attendees, and costs to participate (if any) will be provided by BowStern.

BowStern will handle distribution of a news release and/or advisory to the local media (print, television, radio) to promote each individual workshop.

Following the workshops, members of the public will complete a questionnaire to gauge the success of the events. Summary notes of workshops, including results of the public involvement performance questionnaire, will be provided to the CRTPA no later than 10 business days after the workshop.



Measures of effectiveness specific to public workshops will include:

- Number of meetings held
- Number of individuals in attendance
- Number of impressions garnered surrounding workshop event details
- Number of individuals who engaged with social media event posting



9 pop-up events in the community

Measures of effectiveness for community events will include:

- Number of events attended
- Overall attendee count
- Number of individuals engaged during event
- Number of surveys completed onsite



Digital Advertising

The digital advertising approach will prioritize survey participation during Phases One and Two. Audience targeting will focus on residents that fall within the geographic footprint of the project area. Ad sets will run with a 4-week blitz approach to ensure high frequency of exposure and maximize return on investment.

In alignment with the surveys, digital advertising will launch as follows:

Ad Blitz #1 Phase 1 | October 2024

Ad Blitz #2 Phase 2 | May 2025

Based on team experience in other efforts, Google and META (Facebook/Instagram) are two advertising platforms that have proven high survey completion rates. Because of this, efforts will be focused on these two powerful platforms to ensure maximum survey completions, but also achieve a low cost per conversion along the way.

UNDERREPRESENTED POPULATIONS

In addition to residents within the target geographic area, the Project Team will specifically focus on lower income, minority populations, persons with disabilities, Spanish-speakers and elderly populations.

Direct communication with these audience sets will be facilitated through a combination of layered targeting. These include household income, zip code mapping, job titles, age, education status, and behavior/interests online. As an example, a person with a disability may participate in a Facebook support group in that interest area. This is one example that allows the team to refine the targeting and ensure all populations are seeing and receiving information about the RMP.



Meta META (FACEBOOK/INSTAGRAM)

Targeting Capabilities

Outreach to target audiences will be accomplished by using a mixture of features such as geographic, demographic, behavior, and interest targeting. Past project participants

will also be targeted by serving them ads to ensure they are aware of the project and have the ability to participate.

Ad Types

Facebook Web Conversion Ads

This type of Facebook ad uses eye-catching imagery and copy to encourage users to click through to the website. Once on the website, users will be asked to take the survey. The team will optimize the ad targeting based on a respondent's conversion performance (in this case – completion of the survey).

Facebook Promoted Posts

As the team generates content calendars for the campaign, relevant posts will be selected for an extra “boost” through designated ad dollars. This will allow the team to select a target audience who will see the post, drastically increasing reach and impressions. The team will prioritize content focused on educating residents about the process and progress during windows where surveys are not actively available for participation. Additionally, this will be used to promote community workshops.



Google Remarketing

Google targeting capability called Remarketing on the Google Display Network will allow the team to serve ads to people who have visited the web page, but did not complete the survey. Additionally, this targeting will be used to engage people who have completed surveys during previous phases of the campaign – asking them to revisit the project in subsequent phases.

Measures of effectiveness for digital ads:

- Overall paid media impressions
- Reach
- Cost-per-click
- Cost-per survey completed
- Number of conversions (web visits/surveys/form fills)



Organic Social Media

Use of Facebook as the primary tool for study engagement is recommended, leveraging the current CRTPA Facebook page to promote the RMP. The advantages of this strategy are two-fold: immediately engage supporters of the CRTPA and grow this following for future public involvement efforts. Ads will also appear on Instagram to ensure outreach to a wide range of age groups.

The Project Team will create up to 4 posts per month – with a higher volume of posts during open-survey periods. These will be both action and education focused. Specifically, these posts are designed to:

- Generate survey completions
- Educate the public on the project's goals
- Garner community engagement/feedback
- Provide project updates
- Engage with stakeholders

ONLINE BRAND VOICE AND IMAGERY

- Tone: Professional, educational, informative
- Imagery: Photos of the regions, photos of laptops/mobile devices to encourage survey completions

Public Relations

Public relations not only establishes and builds credibility, but research has proven that consumers trust and rely on earned media to help guide their daily decisions. The team will utilize a variety of public relations tactics to spread awareness during public feedback periods - increasing survey responses. The following types of media will be a key priority in any pitching/media outreach efforts:

- Print (Daily/Community Papers)
- Broadcast/Television
- Radio
- HOA Newsletters
- Online Blogs



**up to 4
social media
posts a month**

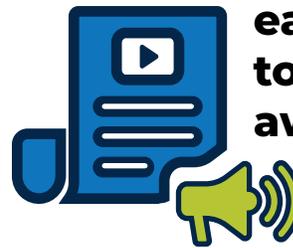


Social media measures of effectiveness will include:

- Impressions
- Reach
- Engagements (like/comments/shares)

The project team will post, monitor, and coordinate response (with CRTPA) to incoming messages received through the Facebook account during business hours (M-F, 9-5). The primary goal when monitoring and responding will be to:

- Provide positive online reputation management
- Encourage community members to express their concerns via the survey link
- Mitigate negativity and profanity
- Deliver relevant information and answers to incoming questions
- Channel any frustrations toward the action of participating via a survey tool



**earned media
to help spread
awareness**

MEDIA MATERIALS

As part of the effort to generate awareness and control the messaging, the team will develop the following:

- Press Releases
 - Phase 1: Kick-off with call for survey completion
 - Phase 2: Call for second survey completion

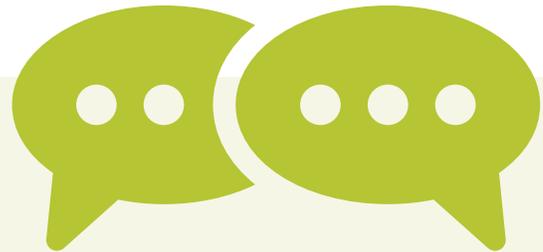
- Phase 3: Final report
- Media advisories for promotion of three (3) workshops
- Project fact sheets

While some elements in the media materials will be evergreen for the purposes of this project, facts related to each phase will need to be updated based on the data collected and presented by the transit planning team.



Measures of effectiveness for public relations:

- Earned media impressions
- Ad equivalency value
- Positive/negative message analysis



Stakeholder Engagement

CRTPA staff and the consultant team are committed to engaging stakeholders and the general public, keeping them updated on progress and ensuring they have a voice in the process. Stakeholder outreach and activation will also allow community leaders to engage and remain involved throughout the project and to play a key role in amplifying the results. A database of stakeholders will be maintained by the consultant team and include representation from the agencies described in the following sections.

To ensure consistency and compliance with local jurisdiction requirements and community preparedness, this project will connect with stakeholders from organizations like the following:

Transportation/Governing Agencies:

- StarMetro
- Florida Department of Environmental Protection
- Office of Economic Vitality
- Veterans Florida
- Florida Forest Service
- Florida Housing and Finance Corporation

Community Representatives:

- Local School Districts
- Tourism Development Councils
- Urban Leagues
- Housing Authorities
- Chambers of Commerce
- Local Universities
- Second Harvest of the Big Bend
- Goodwill of the Big Bend
- Capital Chapter of the American Red Cross
- Grow Tallahassee
- Large-Scale Employers:
 - Apalachee Center, Inc.
 - Capital City Bank
 - Cone Distributing
 - Envision Credit Union
 - Georgia Pacific
 - HCA Hospital
 - Mainline Information Systems
 - Tallahassee Memorial Hospital
 - St. Marks Powder
 - Tallahassee Primary Care Associates
 - Tri-Eagle
 - Talquin Electric
 - Thomas Howell Ferguson

Note: a more specific list will be provided as a separate deliverable

REPORTING

All public engagement efforts should be revisited frequently, evaluated, and modified as appropriate to ensure the team is on-target and producing strong results. The scorecard for success? Achievement of the goals and objectives outlined in this framework. Without a clear tracking of these goals, marketing is a shot in the dark.

The project team is plugged in through multiple tracking metrics to first and foremost, know what the data is saying. And secondly, react smartly; making disciplined and subtle adjustments that ensure the public engagement remains successful.



Some of the following industry tools for measurement will be utilized.

These performance measures are consistent with guidelines found in the CRTPA Public Involvement Process Plan (PIPP).

Website

- Visitor trends
- Length of stay on site
- Most viewed pages
- Referring sites

Workshop/Events

- Number of events
- Overall attendee count
- Number of individuals interacted with during event
- Number of surveys completed onsite

Surveys

- Total completions
- Geographic representation secured

Advertising

- Paid media impressions
- Cost-per-click
- Reach
- Web visits
- Survey conversions/contact form submissions

Social Media

- Impressions
- Reach
- Engagements

Public Relations

- Earned media impressions
- Ad equivalency value
- Positive/negative message analysis

Documentation

Documentation of the RMP public engagement will occur on a continual basis. A schedule of events accompanied by copies of sign-in sheets, public comment forms, survey results, photographs of meetings, and summary notes from the public outreach activities will be maintained and made available to the public upon request. After the completion of each phase, a summary of public engagement techniques and outcomes will be tracked. A final report will be assembled at the completion of the project to document materials utilized for public outreach, summarizing the major activities, and documenting all participation. Some of the following industry tools for measurement will be utilized. These performance measures are consistent with guidelines found in the CRTPA Public Involvement Process Plan (PIPP).

SCHEDULE

The public engagement process will deploy a combination of action and education-focused messaging.

- Phase 1 Prioritization of Objectives
- Phase 2 Needs Project Feedback
- Phase 3 Educate on the Cost-Feasible Plan

Below is the scheduled approach for each individual phase.



**Subject to change based upon project progression.*