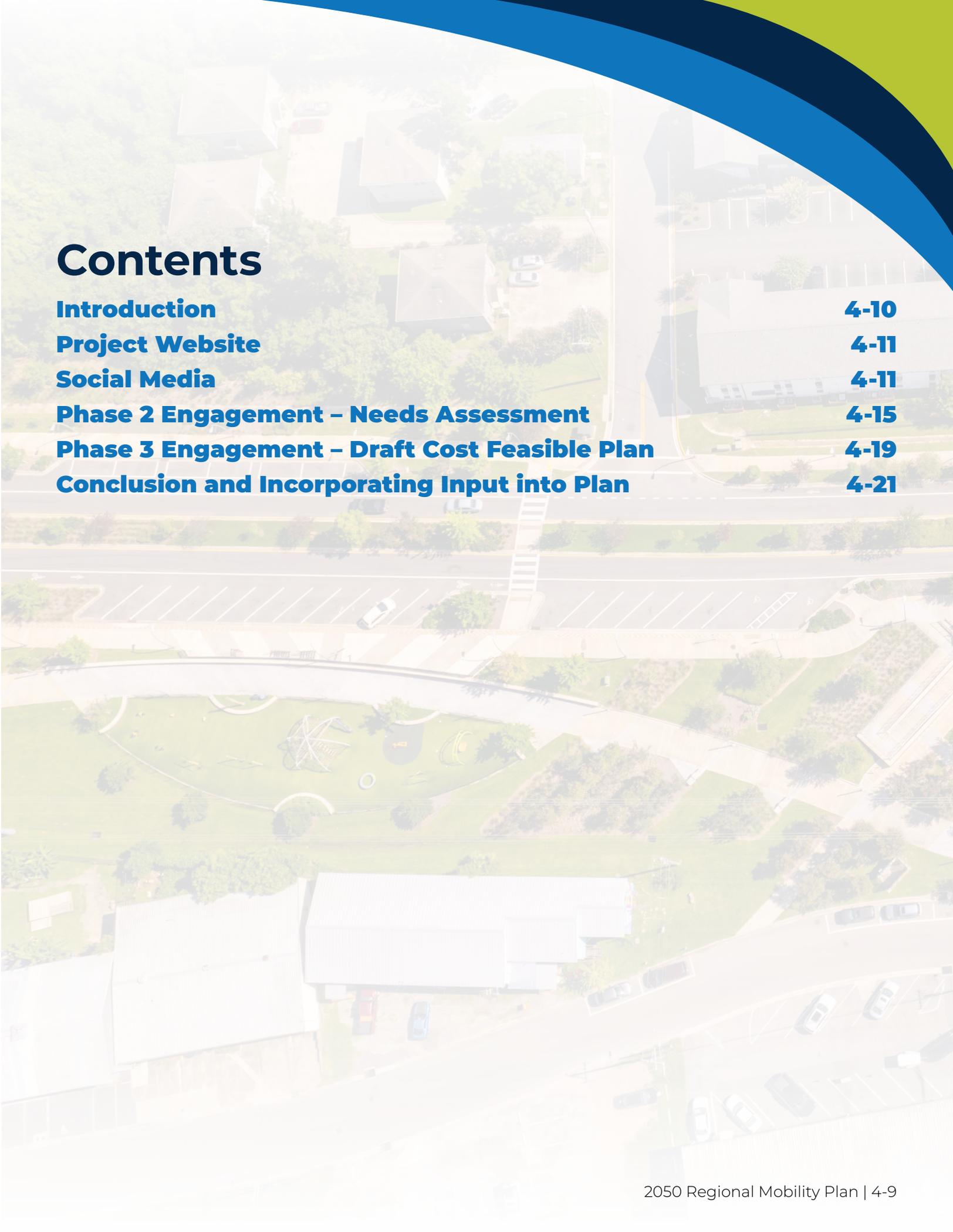


# **CHAPTER 4 PUBLIC INVOLVEMENT SUMMARY**



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# Introduction

Public engagement is a crucial part of the planning process to ensure that the plan is informed by the needs, desires, and opinions of the residents and stakeholders of the Capital Region. A Public Involvement Plan (PIP), included in **Appendix A**, was developed to guide the engagement campaign for the Year 2050 Regional Mobility Plan (RMP). The outreach outlined in the PIP and conducted to inform the RMP includes a phased process to obtain input at key plan development milestones. The process included a variety of in-person and digital media opportunities to maximize the availability and accessibility of the planning materials for public engagement

While opportunities to engage were continuously available through social media and web tools, targeted outreach was conducted at three key points in the process:

- 1 RMP Goals and Objectives** | The first phase was focused on obtaining input on the plan goals, which were used to inform the technical analysis and shape the plan.
- 2 Needs Assessment** | The second phase was devoted to sharing and getting feedback on needed improvements identified by CRTPA.
- 3 Draft Cost Feasible Plan** | The third and final phase centered on the draft cost feasible plan that was assembled for consideration by the CRTPA Board.

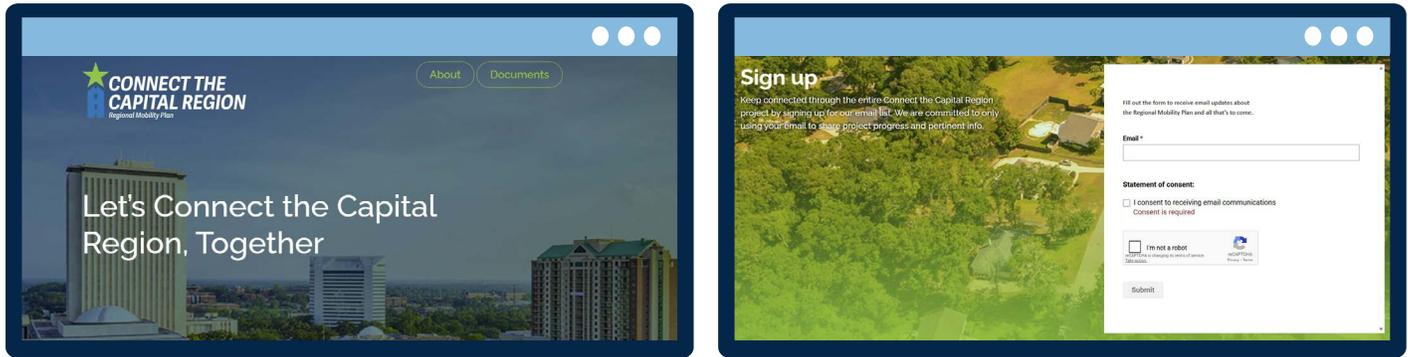
The three phases of engagement relied on a variety and mixture of in-person, shared virtual, and independent digital tools, all of which were advertised and promoted through a project website and social media campaign, including the purchase of digital advertisements targeting hard-to-reach areas of the region. Engagement tools used in this process include:

-  **2 Online Surveys**
-  **3 Virtual Meetings**
-  **RMP Introduction Video**
-  **2 Interactive Virtual Workshops**
-  **30 Social Media Posts**
-  **5 Presentations to the CRTPA Citizens Multimodal Advisory Committee**
-  **Project Website**
-  **5 Presentations to the CRTPA Technical Advisory Committee**
-  **6 Community Events**

# Project Website

A project website was developed ([Year 2050 Regional Mobility Plan \(RMP\)](#)) to provide general project information about the plan to the public, advertise opportunities to engage, and publish project materials. The site features a description of the planning process and the CRTPA's obligation to adopt and maintain the plan. The site also includes a form for visitors to provide contact information for project communication. Links to two online surveys were also published on the site, as well as links to social media channels and advertisements for opportunities to engage.

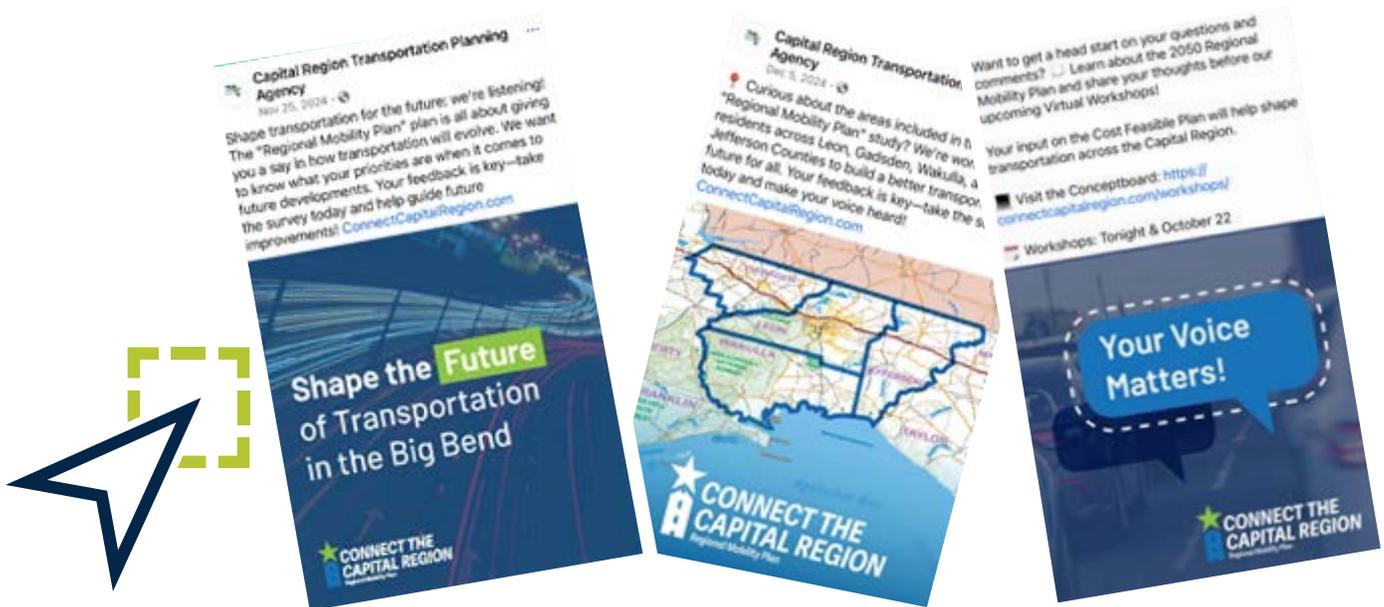
Figure 4-1. RMP Website



# Social Media

The RMP social media campaign played an important part in getting out the word about all the other ways that people could engage. The RMP team posted messages and advertisements continuously throughout the planning process, all focused on a call to action. The surveys, virtual meetings and in-person meetings were all heavily marketed on the CRTPA social media channels, including more than 30 individual posts released strategically in advance of the engagement opportunities. **Figure 4-2** provides a sample of some of the posts CRTPA designed and released.

Figure 4-2. Sample CRTPA Social Media Posts



# Phase 1 Engagement – Goals & Objectives

The first phase of engagement was conducted early in the plan update process to solicit input on the RMP Goals and Objectives and was designed to obtain input that would be used in the technical needs assessment and project prioritization processes. This is an important element of the RMP public campaign as the data generated from this phase was used to shape the plan. The primary goal of this phase was to obtain input on the relative importance of each of the RMP goals, which would later be used to assign weights to the individual goal measures in the needs assessment process.

Engagement in this first phase consisted of four (4) public community events dispersed throughout the region; an online survey; and two (2) community stakeholder meetings.

## Community Events

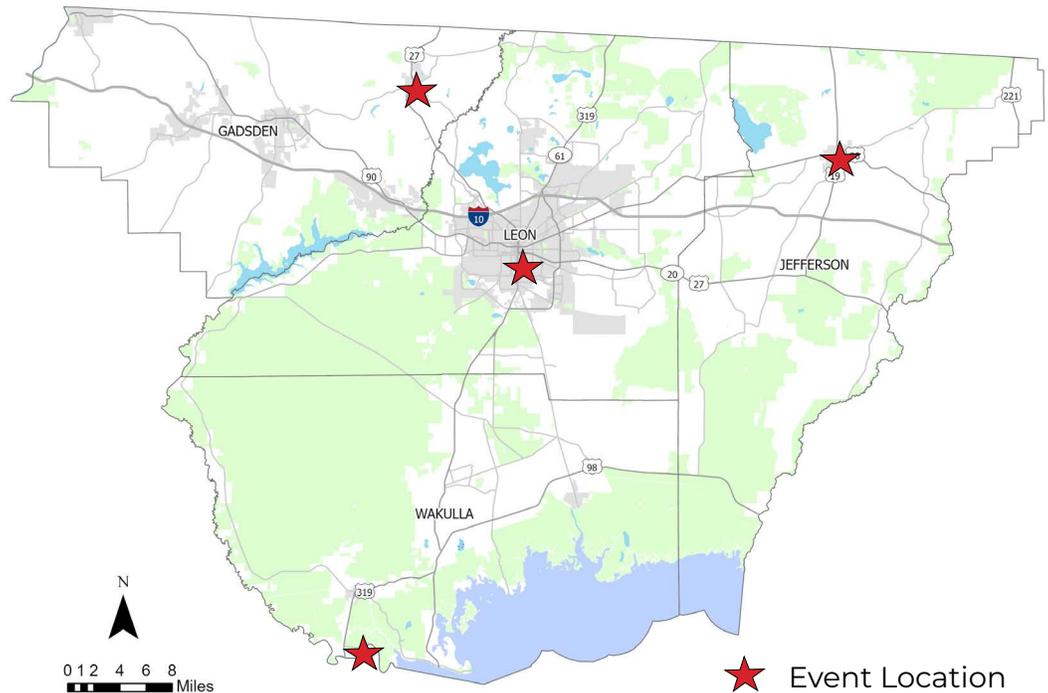
Community events represent an effective way to reach people without expecting them to attend a specific meeting related to the project. Events were selected based on three (3) criteria. The first is geographical dispersion, with the goal to attend at least one event in each of the four Capital Region counties. The second is to pick events with high levels of historical attendance to maximize input and the third is to select events located in

or near historically disadvantaged areas (see **Appendix B** for identification of historically disadvantaged areas), with the goal to make them as accessible as possible for people who may not have the means to travel to attend. The team broadly met those four criteria, with events in downtown Tallahassee (Leon County), Monticello (Jefferson County), Havana (Gadsden County), and Sopchoppy (Wakulla County).

**Figure 4-3** depicts the location of the four events, which include:

**Figure 4-3. Phase 1 Community Event Locations**

-  December 7, 2024: Winter Festival in Leon County
-  November 16, 2024: Fall Festival in Jefferson County on
-  December 14, 2024: Havana Winterfest in Gadsden County
-  December 14, 2024: Christmas in Sopchoppy in Wakulla County



The materials used to facilitate input at the Phase 1 events include a project schedule; a pamphlet explaining the RMP and providing additional avenues for input via the web and social media; and an interactive board displaying the goals. Participants were asked to “spend” \$100 by distributing \$5 stickers across the nine goals. **Figure 4-4** displays an example board from one of the community events, where more than 60 participants applied their weighting recommendations to the goals. A total of 120 participants provided their names on sign-in sheets at the events, although more provided input without signing in.

## Online Survey

In addition to the community events, the RMP team designed and administered an online survey to collect similar input on the goals. The survey was administered in the OpinionX platform in the fall 2024 for 45 days, from November 15 to December 31. The survey included three categories of questions:

- Opinion of existing conditions, including roadway, pedestrian, bicycle, and transit;
- Pairwise comparisons of goals; and
- Home and work zip codes.

A total of 880 people completed the online survey, bringing the total number of people who provided their input on goal weights to more than 1,000.

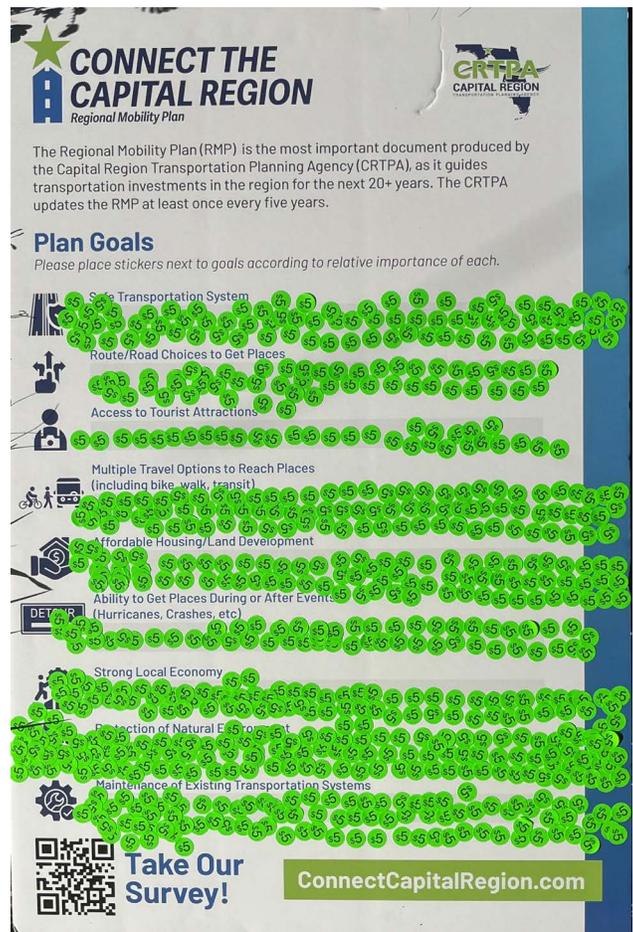
## Stakeholder Meetings

CRTPA also held two stakeholder meetings with community organizations in an effort to increase community representation in the planning process. The meetings were held on December 12, 2024 and the purpose of the meetings was to engage these organizations and to notify them of other opportunities to engage, in the hope that they, or their constituents would continue to provide input into the process. Invitees to the two stakeholder meetings are listed in **Table 4-1**. In addition to these stakeholders, CRTPA staff coordinated separately with the state and federal natural resource agencies in the region.

**Table 4-1. Community Stakeholders**

|   |  |  |
|---|--|--|
| <p><b>Tourism, Transportation, and Universities</b></p> | <ul style="list-style-type: none"> <li>• Discover Sopchoppy</li> <li>• Visit Panacea</li> <li>• Visit Tallahassee</li> <li>• Visit Wakulla</li> <li>• Capital City Cyclists</li> </ul> | <ul style="list-style-type: none"> <li>• Tallahassee Mountain Bike Association</li> <li>• Florida A&amp;M University</li> <li>• Florida State University</li> <li>• Tallahassee State College</li> </ul> |
| <p><b>Housing and Non-Profit Organizations</b></p>      | <ul style="list-style-type: none"> <li>• Discover Sopchoppy</li> <li>• Visit Panacea</li> <li>• Visit Tallahassee</li> <li>• Visit Wakulla</li> <li>• Capital City Cyclists</li> </ul> | <ul style="list-style-type: none"> <li>• Tallahassee Mountain Bike Association</li> <li>• Florida A&amp;M University</li> <li>• Florida State University</li> <li>• Tallahassee State College</li> </ul> |

**Figure 4-4. Goal Weight Input**



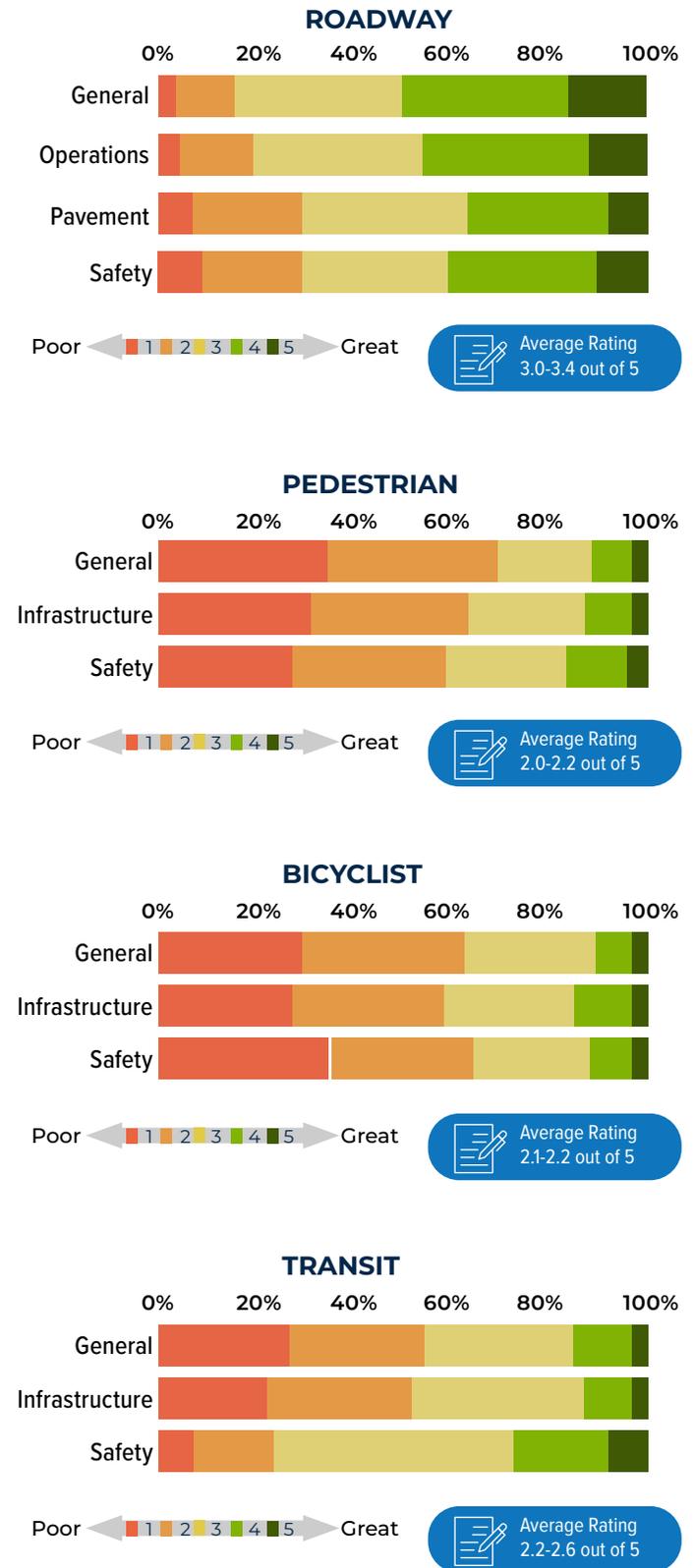
## What We Learned in Phase 1

Regarding the existing condition of the transportation system, survey respondents were asked several questions for each mode of travel, including general, infrastructure, and safety. For roadway, respondents were asked specifically to rate operations (traffic signals, turn lanes, etc.) and pavement condition. For all modes, participants were asked to rate the following on a scale of 1 to 5:

- **General Travel** – defined as the ability to reach places using the respective mode of transportation.
- **Infrastructure** – defined as the condition of the infrastructure, including pavement for roadways and non-motorized facilities, and the condition of transit stops and shelters.
- **Safety** – defined as the perception of feeling safe using the respective mode of transportation.

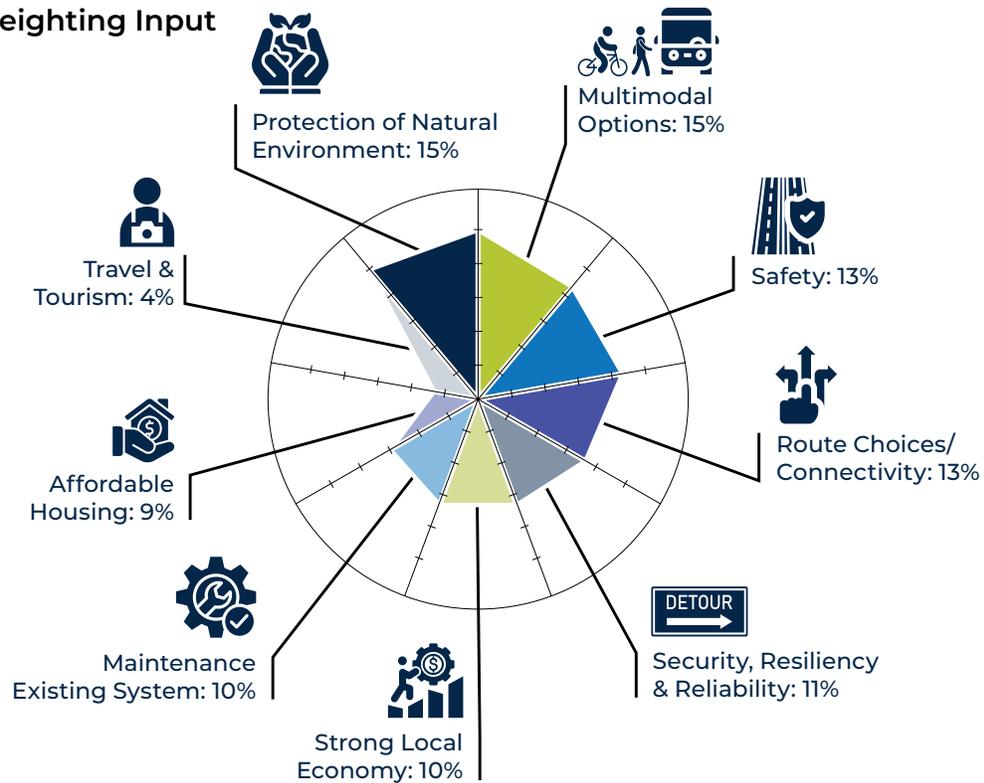
The survey results indicate that people are generally satisfied with the condition of roadways, which were given average scores between 3.0 and 3.4 on a scale of 1 to 5. Safety and pavement condition were scored less favorably, with average scores of 3.0, while general travel and operations were rated at 3.4 and 3.3, respectively. The non-motorized elements of the system were scored less favorably than roadways, with a maximum average score of 2.2 on a scale of 1 to 5. For public transit, the scoring was also less favorable, with general travel receiving the lowest rating at an average 2.2 and safety the highest rating at 2.6. The general theme in the feedback is that people are much more concerned about needed improvements to pedestrian, bicycle, and public transit to facilitate their travel needs than they are about roadway improvements. **Figure 4-5** summarizes the survey results related to existing conditions.

Figure 4-5. Survey 1 Input on Existing Conditions



The results of the survey and community events related to goal weights combined tell a very similar story to the existing conditions input. Most of the goals were considered more-or-less equally important, with all but two of the goals receiving a weight between 10 percent and 15 percent. However, the two highest weighted goals, each receiving a weight of 15 percent, are Protection of the Natural Environment and Multimodal Options, as depicted in **Figure 4-6**. The goal weight results from the public feedback were used in the Needs Assessment and Project Prioritization scoring described in **Chapter 5 Needs Assessment and Prioritization**.

**Figure 4-6. Goal Weighting Input**



## Phase 2 Engagement – Needs Assessment

The second phase of engagement was conducted during the needs assessment process. The purpose of this phase was to obtain input on the projects that CRTPA and partner agencies identified for consideration for the cost feasible plan and to solicit input about other potential projects. The engagement process consisted of two (2) public community events, one in the Southside area of Tallahassee in Leon County and one in Panacea in Wakulla County (see **Figure 4-7**). A second online survey was also administered during this phase of engagement.

### Community Events

The two community events attended by CRTPA were selected based on the same criteria as the phase 1 events, but only two events were logistically feasible given project and event schedules. The two events that were attended include the Southside Farmers Market in Leon County on May 15, 2025 and the Panacea Community Garden Farmers Market in Wakulla County on May 3, 2025, both located in transportation disadvantaged areas.

The materials presented at the community events include a project schedule; basic project information; and an interactive board displaying identified projects. Participants were asked to review and comment on the projects or to suggest other projects by marking up the boards. **Figure 4-8** displays the board from the Southside Farmers Market event in Tallahassee.

Figure 4-7. Phase 2 Community Event Locations

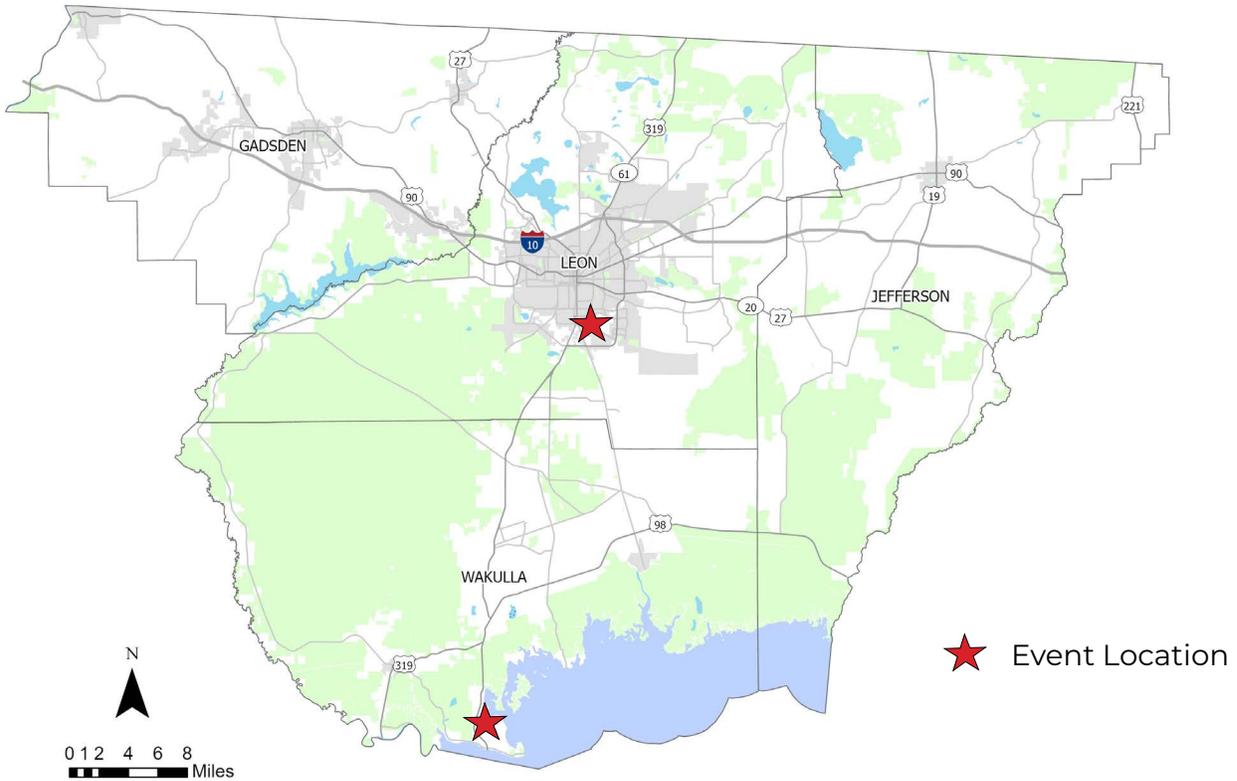
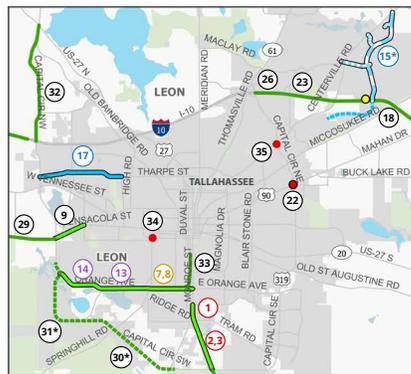
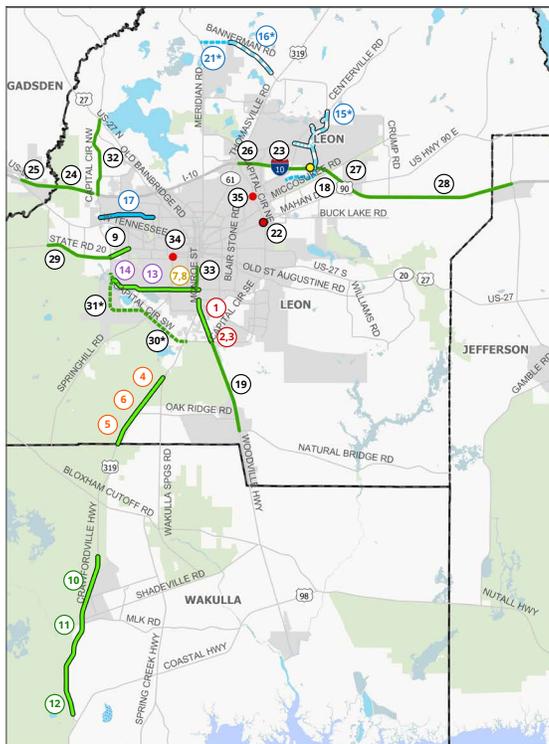


Figure 4-8. Southside Farmers Market Board



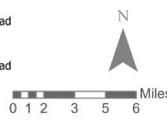
The Regional Mobility Plan (RMP) is the most important document produced by the Capital Region Transportation Planning Agency (CRTPA), as it guides transportation investments in the region for the next 20+ years. The CRTPA updates the RMP at least once every five years.



- CRTPA 2050 Regional Needs**
- Roadway Improvements (Funded in First Five Years - 2026-2030)
  - Roadway Improvements (Priority Projects)
  - Roadway Improvements /New Road (Priority Projects)
  - Intersection Improvement
  - Intersection Improvement (Priority Projects)
  - Potential New Interchange (Priority Projects)

**Blueprint Funded**

- Roadway Improvements /New Road (Funded in First Five Years - 2026-2030)
- Roadway Improvements /New Road (Funded in First Five Years - 2026-2030)
- Roadway Improvements /New Road (Priority Projects)



| ID  | Road                             | From                            | To                              | Improvements  |
|-----|----------------------------------|---------------------------------|---------------------------------|---|
| 1   | Woodville Hwy (SR 363)           | Galle Ave                       | Paul Russell Rd                 | Widen to 4 lanes with bicycle lanes and sidewalks       |
| 2   | Woodville Hwy (SR 363)           | Belair St                       | Galle Ave                       | Widen to 4 lanes with bicycle lanes and sidewalks       |
| 3   | Woodville Hwy (SR 363)           | Capital Cr SE                   | Belair St                       | Widen to 4 lanes with bicycle lanes and sidewalks       |
| 4   | Crawfordville Rd (US 319)        | LL Wallace Rd                   | S of SR 61 Int.                 | Widen to 4 lanes with bicycle lanes and sidewalks       |
| 5   | Crawfordville Rd (US 319)        | Wakulla Co Line                 | Widflower Rd                    | Widen to 4 lanes with bicycle lanes and sidewalks       |
| 6   | Crawfordville Rd (US 319)        | Widflower Rd                    | LL Wallace Rd                   | Widen to 4 lanes with bicycle lanes and sidewalks       |
| 7   | Orange Ave (SR 371)              | Cypress Lake St                 | Paisco St                       | Widen to 4 lanes with separated trail and sidewalks     |
| 8   | Orange Ave (SR 371)              | Paisco St                       | Monroe St                       | Widen to 4 lanes with separated trail and sidewalks     |
| 9   | Pensacola St (SR 366)            | Capital Cr SW                   | Appland Dr                      | Widen to 4 lanes with bicycle lanes and sidewalks       |
| 10  | Crawfordville Rd (US 319)        | Wakulla Arroyo Rd               | E Ivan Rd                       | Widen to 4 lanes with bicycle lanes and sidewalks       |
| 11  | Crawfordville Rd (US 319)        | Lost Creek Bridge               | Wakulla Arroyo Rd               | Widen to 4 lanes with bicycle lanes and sidewalks       |
| 12  | Crawfordville Rd (US 319)        | N of Alaska Way                 | Lost Creek Bridge               | Widen to 4 lanes with bicycle lanes                     |
| 13  | Orange Ave (SR 371)              | S Lake Bradford Rd              | Cypress Lake St                 | Widen to 4 lanes with separated trail and sidewalks     |
| 14  | Orange Ave (SR 371)              | Capital Cr SW                   | S Lake Bradford Rd              | Add separated trail and sidewalks                       |
| 15* | Northhead Gateway - Wakulla Blvd | Hutchinson Rd                   | Roberts Rd                      | New 2 lane road and overpass                            |
| 16* | Bannerman Rd                     | Preservation Rd                 | Quail Common Dr                 | Widen to 4 lanes with separated trail and sidewalks     |
| 17  | Thurpe St                        | Capital Cr SW                   | Osula Rd                        | Roadway improvements with separated trail and sidewalks |
| 18  | I-10                             | at Waluane Blvd                 | Natural Bridge Rd               | New interchange   |
| 19  | Woodville Hwy (SR 363)           | Capital Cr SE                   | Natural Bridge Rd               | Widen to 4 lanes  |
| 21* | Bannerman Rd                     | Meridian Rd                     | Preservation Rd                 | Separated trail and sidewalks                           |
| 22  | Mahan Dr (US 90)                 | at Capital Cr NE                | Gamble Rd                       | Reconstruct intersection to add capacity                |
| 23  | I-10                             | E of Capital Cr NE              | Gamble Rd                       | Study   |
| 24  | I-10                             | Capital Cr NE                   | W of Capital Cr NW              | Widen to 6 lanes  |
| 25  | I-10                             | US 90                           | Capital Cr NW                   | Widen to 6 lanes  |
| 26  | I-10                             | E of Capital Cr NE              | E of Centerville Rd             | Widen to 6 lanes  |
| 27  | I-10                             | E of Centerville Rd             | E of Centerville Rd             | Widen to 6 lanes  |
| 28  | I-10                             | E of Centerville Rd             | W of Gamble Rd                  | Widen to 6 lanes  |
| 29  | Blountstown Hwy                  | Geddie Rd                       | Capital Cr SW                   | Widen to 4 lanes  |
| 30* | Capital Cr SW (SR 263)           | Crawfordville Rd (US 319)       | Springhill Rd                   | Widen to 6 lanes  |
| 31* | Capital Cr SW (SR 263)           | Springhill Rd                   | Orange Ave (SR 371)             | Widen to 6 lanes  |
| 32  | Capital Cr N NW                  | I-10                            | Monroe St                       | Widen to 4 lanes  |
| 33  | Adams St                         | Orange Ave (SR 371)             | BroughOQuail                    | Widen to 4 lanes  |
| 34  | Stadium Dr (SR 366)              | at Lake Bradford Rd             | at Centerville Rd/Walauane Blvd | Intersection improvement                                |
| 35  | Capital Cr NE                    | at Centerville Rd/Walauane Blvd |                                 | Major intersection reconfiguration                      |

**LEGEND**  
**Bold Blue** - Blueprint funded  
 \*Funded in First Five Years (2026-2030)

[ConnectCapitalRegion.com](https://www.ConnectCapitalRegion.com)

**Take Our Survey!**

## Online Survey

The second online survey was administered in the Maptionnaire platform in the spring 2025 for two months, from May 1 to June 26. This survey provided more functionality than the first, including an interactive map that allowed participants to engage in several different ways. There were three primary categories of input requested:

- **Opinion of needs projects** – in terms of “agree” or “disagree”, with the option to provide comments;
- **“Drop a Pin” on map** – allowing participants to identify transportation issues anywhere on the regional network; and
- **Home and work locations** – identified interactively on the map.

A total of 602 people completed at least one portion of the online survey, with 1,320 data points on reviewed needs projects and 230 dropped pins.

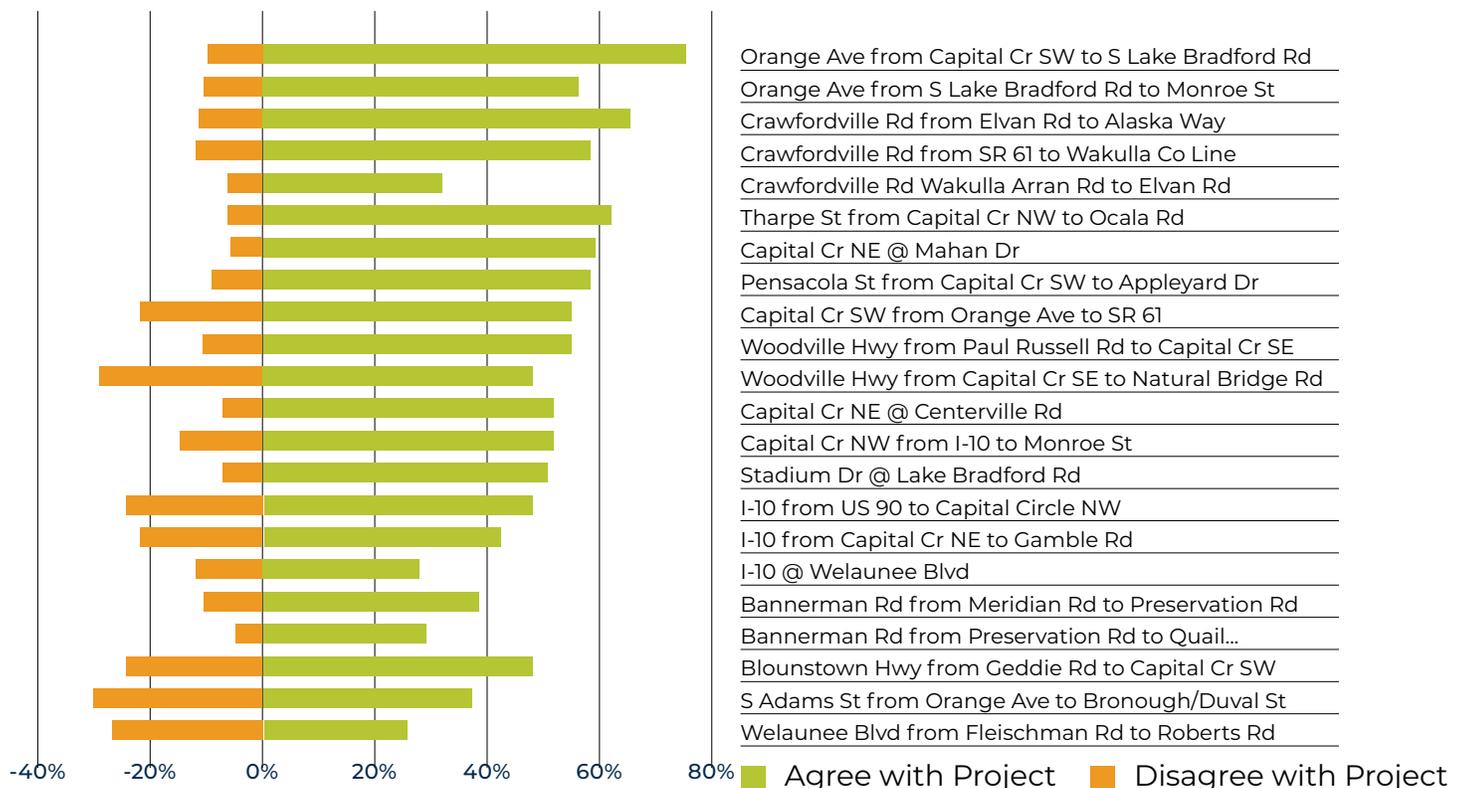
## What We Learned in Phase 2

At the community events in Tallahassee and Panacea, participants generally expressed support for the identified projects, and

numerous comments were provided regarding the need for better drainage along Orange Avenue; bus service on Capital Circle, NW; and sidewalk improvements in various locations. Participants at the Panacea event also commented on the need for operational improvements along Crawfordville Road, including turn lanes and signal improvements; the need for more shared use trails; and the need for more north/south roadway capacity east of Tallahassee to address development pressures in that area.

The phase 2 survey yielded more than 1,500 data points in terms of opinions or responses related to projects and additional issues offered by respondents. . The number of project responses varied from project to project, but the majority of input regarding participants’ agreement or disagreement with needs projects were supportive (75 percent) and the remainder were not supportive of one or more projects (25 percent). . Projects receiving the most “agreements” include those on Orange Avenue, Crawfordville Road, Tharpe Street, and Pensacola Street. **Figure 4-9** summarizes the results of this component of the survey.

**Figure 4-9. Survey 2 Input on Needs Projects**

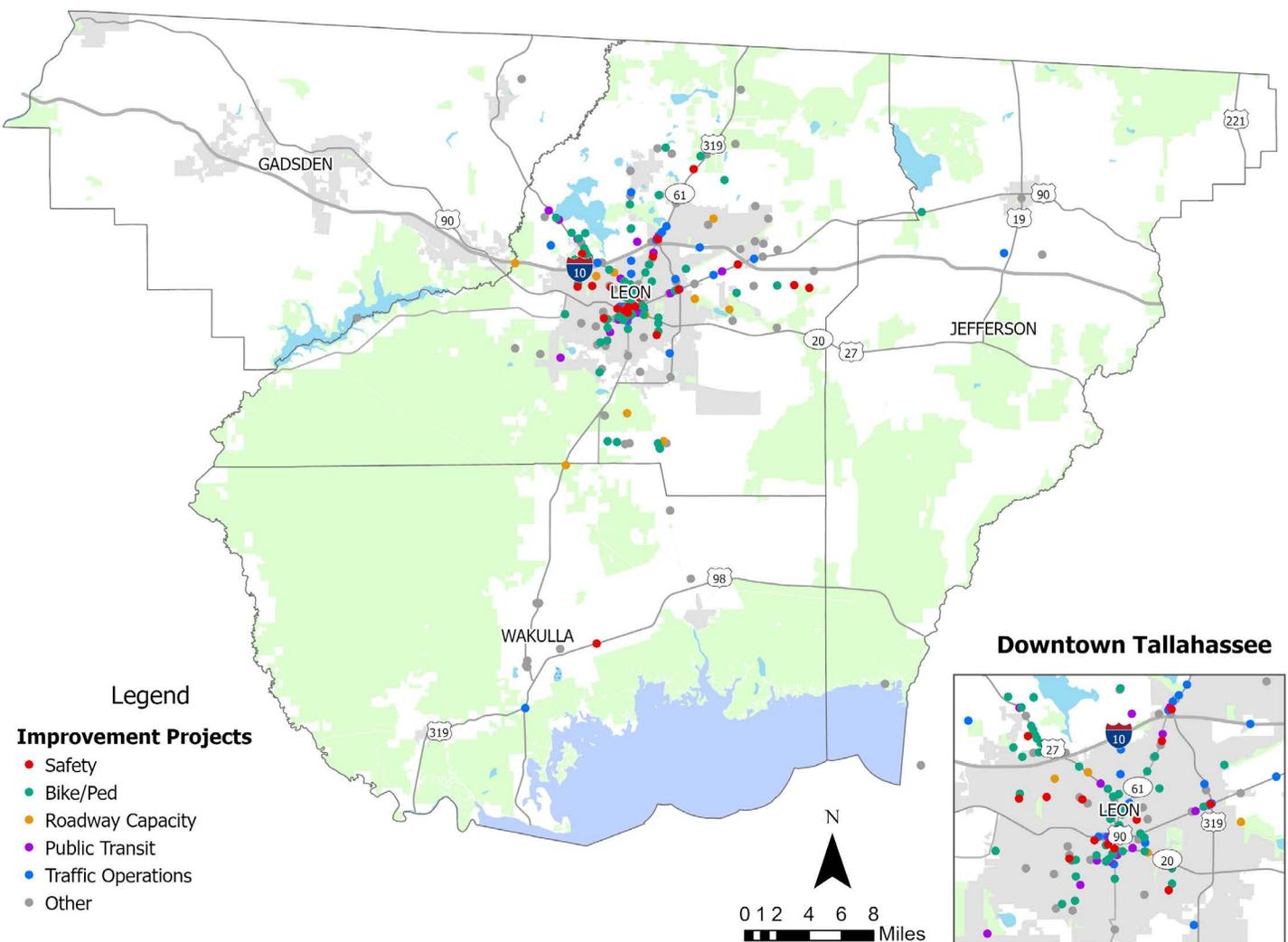


The “drop a pin” portion of the survey allowed participants to identify any location on the map and provide input in terms of the need for improvement across six categories, including:

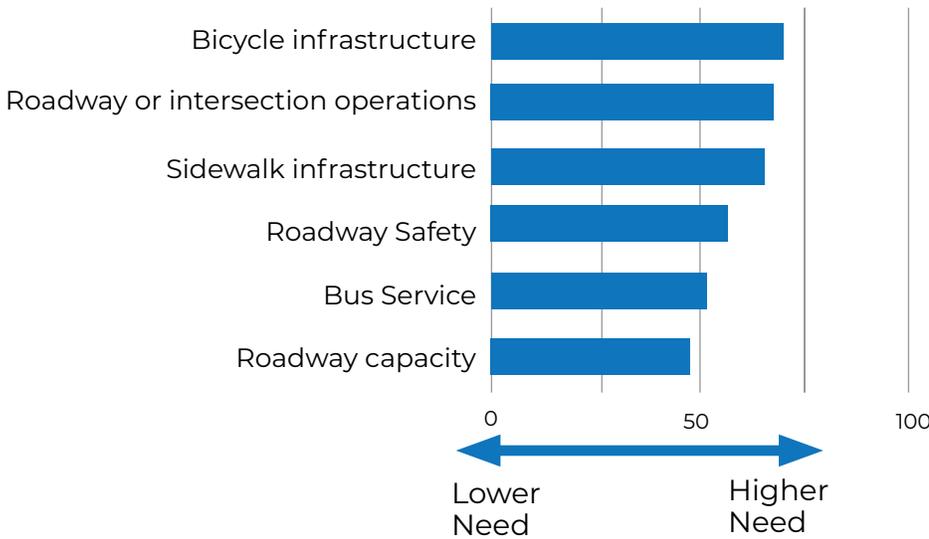
- **Sidewalk infrastructure** – need to increase or upgrade
- **Bicycle infrastructure** – need to increase or upgrade
- **Bus service** – need to increase or upgrade
- **Roadway or intersection operations** – need to improve
- **Roadway safety** – need to improve
- **Roadway capacity** – need more added lanes

The improvement categories were rated on a scale of 1 to 100, with 100 representing the highest need for improvement. Results indicate sentiment similar to what was learned in the first survey, that respondents feel the most important needs are sidewalk and bicycle infrastructure improvements, while roadway widening was the lowest rated category, in terms of need for improvement. The locations identified by respondents are depicted in **Figure 4-10** and the results are summarized in **Figure 4-11**.

**Figure 4-10. Drop a Pin Locations**



**Figure 4-11. Drop a Pin Improvement Needs by Type**



## Phase 3 Engagement – Draft Cost Feasible Plan

The third and final phase of engagement was conducted in October 2025 to solicit input on the RMP draft Cost Feasible Plan (CFP). The engagement process consisted of two virtual workshops and a web-based interactive platform open for engagement for a period of 30 days. The workshops, held on October 16 and October 22, 2025, included a presentation by CRTPA explaining the RMP planning process; the challenge of building a cost feasible plan with limited financial resources expected to be available to fund projects; and a presentation of the draft CFP.

The platform used for the workshops is Conceptboard, which enables the logical organization of information that can be used in a live presentation setting, as well as for independent review. The application is fully interactive, allowing participants to draw or add notes anywhere on the board, including the maps, as illustrated in **Figure 4-12**.

A final opportunity to provide input was also solicited in a summary plan document on the Connect the Capital Region website for one month prior to plan adoption in November 2025.

**Figure 4-12. Conceptboard Layout for Cost Feasible Plan Workshops**



## What We Learned in Phase 3

The concerns and questions voiced in Conceptboard covered a range of issues, including the desire for more non-motorized facility improvements and general opposition to roadway widening consistent with the majority of feedback received since the first phase of engagement. Questions were also raised about the planning process and financial considerations of planned investments. **Table 4-2** summarizes the comments and CRTPA responses provided during the workshops.

**Table 4-2. Cost Feasible Plan Workshop Comments**

| Topic                         | Comment   | CRTPA Response  |
|-------------------------------|---|---|
| Roadway Capacity Comments     | How long are capacity expansion projects expected to mitigate congestion?   | Forecasts indicate at least until 2050.   |
|                               | What local examples do we have of roadway expansion improving congestion/travel time for longer than a few years versus lane diets or encouraging other types of travel?  | Forecasts indicate at least until 2050.   |
|                               | Considering that the AADT are more than or at least comparable on Crawfordville Road, why is the Wakulla segment pushed behind Leon for improvement?  | FDOT advances projects as they are ready, based on ROW needs. Traffic is not the only consideration.  |
|                               | Are there plans to address increased traffic on Fred George Road and Gearhart Road after the Buc-ee's development?  | The Capital Circle NW PD&E will assess traffic conditions associated with the Buc-ee's development.   |
| Pedestrian & Bicycle Comments | How about transitions between trails, sidewalks, etc. There are areas where curbs aren't designed for continuous bike or pedestrian traffic or there are trails to nowhere that leave bikes and pedestrians walking along a roadside. | Where there is non-motorized demand along roadways without bike/ped infrastructure, CRTPA considers these issues.   |
|                               | As a regular driver in the area near Pensacola Street, I would be happy for Pensacola Street to remain a lower speed street that's attractive to pedestrians and bicyclists.  | The Pensacola Street project will include multimodal facilities.  |
|                               | Yes, please! This stretch of Tharpe is almost impossible for pedestrians, there are few intersections or crosswalks.  | Tharpe Street project will include multimodal facilities, per Blueprint plans.  |
|                               | Do plans include bike/ped trail connectivity to keep motorized vehicles away from non-motorized traffic?  | Yes, most of the roadway projects include separated trails, including Orange Ave, Capital Cr, Tharpe St, and Woodville Hwy.   |
| Other Topics                  | Will there be opportunities for non-profit orgs to work with local land managers to collaborate on any of the proposed plans?   | CRTPA encourages these connections as much as possible for collaboration.   |
|                               | Why are we constructing things that we can't afford?  | The capacity projects that are in various stages of project development will be completed, but the plan allocates more than half of the total funding to low-cost improvement types that are more cost efficient. |

# Conclusion and Incorporating Input into Plan

The RMP public engagement campaign successfully engaged thousands of people using a variety of methods and resources, both digital and in-person. The input received over the course of the planning process played a crucial role in shaping both the planning process, through the incorporation of goal weights input in the first phase, and the Cost Feasible Plan, through funding allocations to safety improvements, pedestrian and bicycle improvements, and operational roadway improvements.

The input received in all three phases of public engagement was incorporated into the RMP, as described in **Chapter 7 Cost Feasible Plan**.

## Social Media



**390,000**  
Impressions



**6,900**  
Likes?

## Website



**4,700**  
Users



**2,300**  
Clicks on "Take the Survey" Button

## Community Events



**6**  
Events



**200**  
In-person Engagements

## Surveys



**1,480**  
Completed Surveys