



Public Involvement Program

West Warren Avenue

Complete Streets Study

From State Road (S.R.) 434 to South Milwee Street

Project FM No.: 446488-1-18-01

Contract Number: RFP #04162020

**Prepared for
City of Longwood**

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City of Longwood

Date:

4/19/21

Date: _____



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INTRODUCTION

DESCRIPTION OF PROJECT

Contract No.:	RFP #04162020
Financial Project ID:	446488-1-18-01
Project Limits:	West Warren Avenue From S.R. 434 to South Milwee Street
County:	Seminole (within City of Longwood)
Project Length:	0.635 miles
Project Schedule:	17 months

PROJECT INTRODUCTION AND BACKGROUND – This project was approved by the City of Longwood as a part of their Complete Streets policy; a commitment to ensure that all roads are designed to comfortably accommodate all users as much as possible. The City of Longwood received Federal Highway Administration (FHWA) funds through the Florida Department of Transportation (FDOT) for this project.

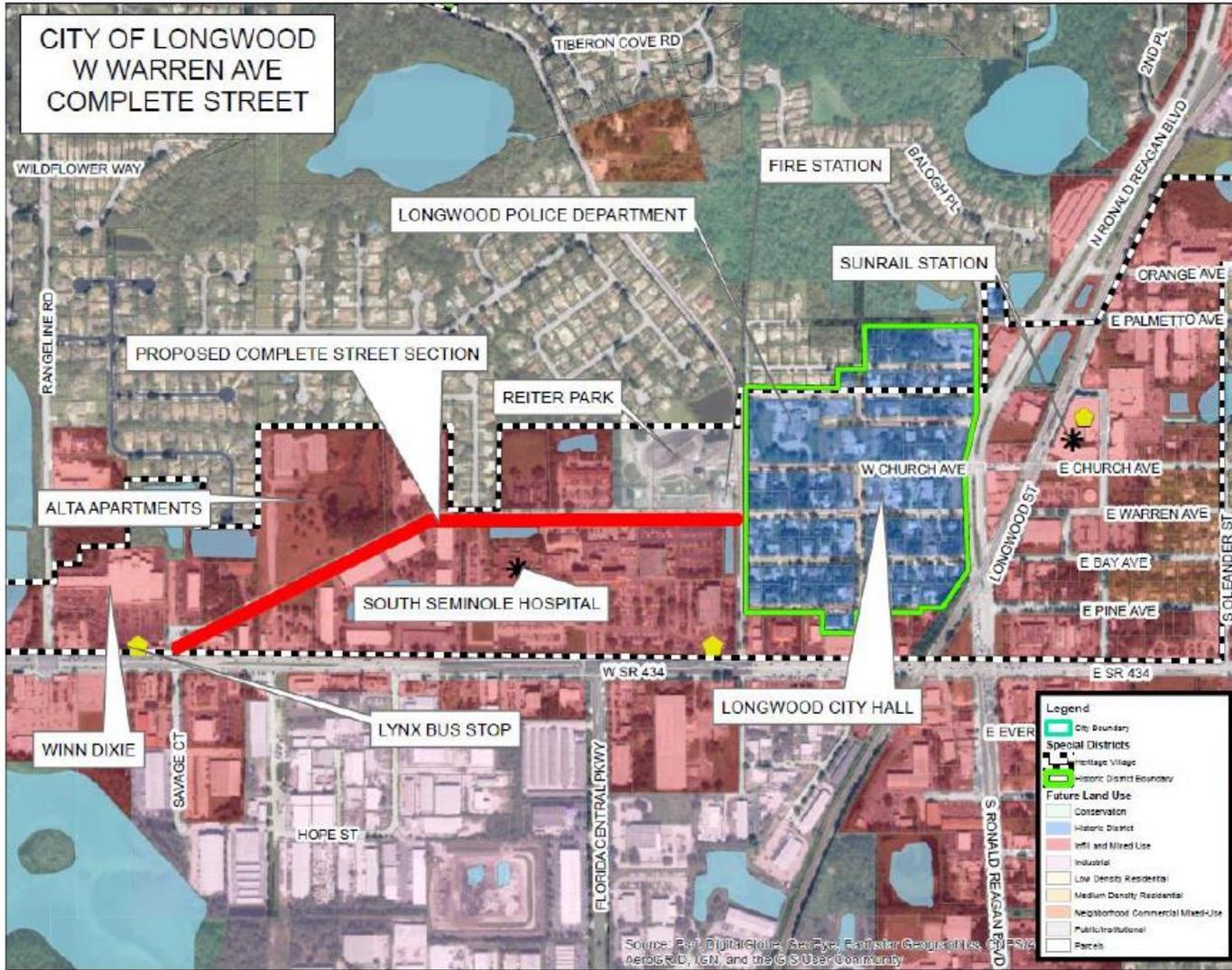
West Warren Avenue in the study area is a critical connection in the City of Longwood. It provides an entrance to the City’s Historic District, and is located in Longwood’s Heritage Village, which is anchored by the City’s SunRail station, located approximately one quarter mile from the eastern boundary of the project.

The area surrounding West Warren Avenue includes many local destinations, such as Longwood City Hall, the Longwood Police Department, Orlando Health South Seminole Hospital, and Reiter Park, the City’s recently completed signature park. Reiter Park contains an amphitheater, playground areas, walking paths, basketball and tennis courts, and is home to numerous events and concerts that are a regional draw. Orlando Health South Seminole Hospital is the City of Longwood’s largest employer and has recently completed a more than \$20 million expansion.

Additionally, Wood Partners Group opened Alta Apartments in early 2021, a 263-unit apartment complex that has its only access point on this portion of West Warren Avenue that brings a significant number of new residents to the area. West Warren is also an access point for the Longwood Groves subdivision.

The existing and projected growth of businesses and residential properties within the study area, as well as the proximity of the SunRail station, all indicate that the provision of multi-modal access for residents, visitors, and workers along the West Warren Avenue is key to the continued healthy growth of this corridor.

Project Location Map



PROJECT GOALS – The purpose of this complete streets project is to develop a plan for the corridor to enhance connectivity and accessibility between all modes of transportation, activity centers, and neighborhoods surrounding West Warren Avenue. The plan will comprise a set of implementable improvements (alternatives) in the study area that can be designed and constructed, including improvements to create a safe and supportive environment for walking and biking. As part of the final complete streets plan, a Multi-modal Vision and Plan will also be created to support the City’s Economic Development initiatives.

The efforts to be undertaken for West Warren Avenue will be a collaborative effort with key agency and local stakeholders and includes the establishment of a Project Visioning Team to actively seek input into the planning process and to promote a heightened awareness of context-sensitive design issues.

PUBLIC INVOLVEMENT PROCEDURES

PURPOSE OF THE PUBLIC INVOLVEMENT PROGRAM (PIP) – Successful public involvement is about building credibility, understanding and consensus. This requires a process that is characterized by technical competence, integrity, and good listening. These principles created the framework for the West Warren Avenue Complete Streets Study public involvement strategy.

Activities implemented as part of this PIP allow people living and working within the project study area, and other interested parties, to contribute to the decision-making process and to influence the choices made about the West Warren Avenue corridor. The fundamental objectives of the PIP are to ensure that the concerns and issues of those with a stake in the project are identified; that stakeholders are given opportunities to review and comment on the findings of the alternatives; and that stakeholder concerns are addressed. The PIP effort assists the City of Longwood in developing a project that meets the needs of the community in addition to gaining greater acceptance and support of the project.

Gaining community consensus among the varied stakeholders in the study area is essential to achieving a successful project outcome. The keys to gaining community consensus are:

- Include project stakeholders early and continuously in the project process and include their input to define the initial alternatives;
- Make technical and other project information readily available;
- Provide open access to the decision-making process;
- Maintain regular communication with the project stakeholders to achieve community buy-in.

TEAM ORGANIZATION AND COORDINATION – To ensure an all-inclusive public involvement process, the following team will support and participate in the study process:

- **Project Management Team:** The Project Management Team (PMT) is involved in the overall management and technical assistance; and will meet at key milestones of the study. The PMT is composed of the City of Longwood project manager and key city staff.
- **Project Visioning Team (PVT):** The PVT will likely consist of the City of Longwood, FDOT, Seminole County, MetroPlan Orlando, Seminole County, LYNX, the Seminole County School Board, the Seminole County Health Department, the Longwood Police Department, Orlando Health and other local business owners. This group will meet to discuss at key milestones of the study.
- **Consultant Team:** The Consultant Team will conduct day-to-day study activities and manage the study schedule and budget.

PUBLIC INVOLVEMENT OPPORTUNITIES – The Concept Development and Evaluation process provides the ideal opportunity to engage local and regional project stakeholders in the identification of issues, establishment of planning goals, and project visioning leading to the identification of potential improvement alternatives. Collaboration with the public and project stakeholders to seek input into the development of the final Complete Streets Plan will be an essential part of this project.

PROJECT VISIONING TEAM: Specific city and agency staff and other interested parties have been identified to actively participate as part of a Project Visioning Team (PVT) that will assist and guide the planning process throughout the study in the development of a multi-modal/complete streets planning approach. The PVT will consist of approximately 18 - 20 members, including representatives from the following:

- City of Longwood
- Seminole County
- MetroPlan Orlando
- Florida Department of Transportation
- LYNX
- SunRail
- Seminole County School Board
- Seminole County Health Department
- Longwood Police Department
- Longwood Fire Department
- Orlando Health South Seminole Hospital
- Wood Partners Group / Alta Apartments
- Longwood Groves Subdivision

The PVT will meet for three (3) meetings during the length of the project, coordinated by the consultant team. The list of members will be updated to reflect any position changes and to the extent that any additional active local residents, businesses, or property owners wish to become engaged as stakeholders in the process.

PUBLIC MEETING: Two (2) public workshops will be held to solicit input from any and all interested parties that wish to actively engage in the planning process.

The consultant team will be responsible for the preparation of the following materials:

- Project newsletter or similar handout
- Multi-media presentation/video loop, equipment and graphics for presentation, meeting equipment set-up and tear-down
- Roll plots, display boards and other boards such as Welcome Board, Title VI Board, and other needed displays
- Meeting notifications: This includes letters/emails to elected and appointed officials, press releases, legal/display and Florida Administrative Register advertisements, and post card mailings to property owners and other interested parties.
- A summary no later than 10 business days following the meeting

All public involvement materials and summaries will be uploaded to the project website; and documented in the final report for this Complete Streets Study.

Meeting Facilities Evaluation: Due to the ongoing Covid-19 pandemic, plans will be made for holding public workshops in person, virtually, and as hybrid workshops. The specific format of the workshops will be decided closer to the date on which they are held.

- Virtual workshops will be held either in a webinar format with project documents available for attendees to download, or in a virtual meeting room format where attendees may view project documents and presentations at their own pace.
- In person workshops will be held at a location to be determined. The workshop venue will be located either along the study corridor or within one mile of the study corridor. Options include Longwood City Hall and Longwood Community Building, both of which are located within 800 feet of the study corridor, are accessible to public transportation and comply with the Americans with Disabilities Act of 1990. Special considerations will also be given to ensure compliance with the 2005 Jessica Lunsford Act.
- Hybrid workshops will offer attendees the choice between an in person venue and a simultaneous online virtual workshop. The presentations, information, and project documents provided will be the exact same for both in person and virtual attendees.

AGENCY COORDINATION (City of Longwood): An updated presentation will be provided to the City of Longwood Commission following the public meeting.

OTHER STRATEGIES EMPLOYED:

- In accordance with Florida Statute (F.S.) 163.3181 (2), local city and county governments follow procedures providing for effective public participation in the process of developing and/or amending local government comprehensive plans.

- Periodic evaluation of the PIP to determine effectiveness of public involvement activities and make adjustments as necessary.
- Documentation of comments, commitments, community issues, and continual update of this document to be passed to design project manager.
- The City of Longwood liaison will communicate the status of this project at all City Commission meetings throughout the life of the project. Any adverse responses from the Commission will be reviewed and responded to by the Project Team.
- Distribution of flyers to major employers, grocery stores, libraries, post office, transit vehicles, and restaurants in study area.
- Digital outreach through the City of Longwood social media platforms, including Twitter and Facebook.

IDENTIFICATION OF AFFECTED PUBLIC ENTITIES – A formal, comprehensive community inventory will be conducted to develop a study area stakeholder database. A variety of resources will be used to compile the database to include key community members and leaders who can provide information about the community, local elected and appointed officials, local agencies, property owners, businesses owners and operators, chamber of commerce leaders, neighborhood homeowner’s association (HOA) presidents, religious leaders and school principals.

A detailed list of the elected and appointed officials is provided in the *Appendix*.

POTENTIAL CONTROVERSIES: None at this time.

PUBLIC NOTIFICATION – The following techniques will be employed to notify the public of the public workshops and to facilitate an exchange of ideas and information about the project. The goal of early coordination is to incorporate community input prior to key decision points in the study. An effort will be made to solicit input from all who have an interest or stake in the Complete Streets proposed concept. The opportunity will be provided to active local residents, businesses, and property owners who wish to become engaged in the process.

LEGAL/DISPLAY NEWSPAPER ADVERTISEMENTS – In accordance with Section 120.525, F.S., the City of Longwood will give notice of the public workshops by publication in the *Florida Administrative Register* and on the city’s website not less than 7 days before the public workshop. Legal/display newspaper advertisements will be published in the highest circulating newspaper in the area (Orlando Sentinel). Social media should be used extensively, where possible. For the newspaper advertisement, it will be published two (2) times, 10 to 14 days prior to the date of the event. The advertisements will announce the date, time, location, and purpose of the study’s public meetings for the general public.

INVITATIONAL AND INFORMATIONAL LETTERS – Letters will be mailed or emailed, as appropriate, to jurisdictional agencies, elected, and appointed officials to provide information

about the study and to announce the public workshops at least 25 but no more than 30 days before each public workshop.

Post card mailouts will be mailed to property owners and tenants to be received 14 to 21 days prior to each public workshop.

DIRECT MAIL LIST – The following will be contacted by direct mail in order to obtain input into the planning study process and/or to provide project information.

- All individuals owning and/or occupying property within the project study area. This includes all individuals owning and/or occupying property within 300 feet of the existing West Warren Avenue right-of-way (as required by Section 339.155, F.S.). The mailing list will be compiled using the most current GIS data available from the Seminole County Property Appraiser’s website.
- Local public officials, community service organizations, local and regional transportation officials, environmental agencies and special-interest groups for each city and county affected by the project.
- Individuals, public or private groups, organizations, agencies, or businesses that request to be placed on the mailing list.

MEDIA RELEASES – Media releases will be prepared and submitted to the City of Longwood’s Project Manager and the City Clerk’s Office for publication 3 to 5 days prior to the meetings. Local newspaper, television station and radio station information is provided in the *Appendix*.

WEBSITE – The project website will be updated to contain project products, meeting notices, and other informational materials as appropriate. A QR code will be generated and made available on the postcard mail-out to allow the public the opportunity to directly link to the specific project website where all material will be available to view and/or print.

SOCIAL MEDIA – Social media, such as Facebook and Twitter posts will be developed and maintained by the City of Longwood. The study team will coordinate with the city to provide content materials for social media. The study team will also coordinate with local agencies to post notifications about upcoming public meeting in regard to this study.

E-MAIL BLASTS AND LISTS – E-mail blasts will be used to provide stakeholders and citizens with information on the study and will be coordinated with the City of Longwood PM. This includes stakeholder and PVT e-mail blasts sent to the stakeholders and PVT members. These e-mail blasts will be used to keep stakeholders up-to-date on the progress of the study and announce new content on the website, upcoming PVT meetings, public meetings and other study developments.

PERSONAL INTERACTION – The telephone conversations, email exchanges, and face-to-face meetings that take place during the course of the study will also provide a method for the timely

exchange of relevant information about the study. These communications will be documented and retained in the project files.

TITLE VI, VIII AND ADA COMPLIANCE – All meetings will comply with Title VI, Title VIII, and the Americans with Disabilities Act (ADA) of 1990 regulations.

MEETING SUMMARIES – As PVT meetings and public workshops are held, summaries will be made of each meeting and will be added to this PIP.

STUDY SCHEDULE

Below is a schedule of the major public involvement activities:

Task	Completion Date
Task 1: Existing Conditions Assessment and Data Collection	
Prepare Public Involvement Plan	12/15/2020
<i>Deliverable: Draft Existing Conditions and Future Trends Report</i>	2/25/2021
<i>Deliverable: Draft Guiding Principles Document</i>	4/8/2021
Project Visioning Team Meeting #1	3/16/2021
<i>Deliverable: Final Existing Conditions and Future Trends Report</i>	4/6/2021
Public Workshop #1	4/15/2021
<i>Deliverable: Final Guiding Principles Document</i>	5/20/2021
Task 2: Define and Select Alternatives	
Project Visioning Team Meeting #2	7/13/2021
<i>Deliverable: Draft Alternative Assessment Tech Memo and Evaluation Criteria Matrix</i>	11/14/2021
Public Workshop #2	11/18/2021
<i>Deliverable: Final Alternative Assessment Tech Memo and Evaluation Criteria Matrix</i>	12/16/2021
City Commission Presentation #1	12/6/2021
Task 3: Corridor Plan & Design Concept	
<i>Deliverable: Draft Recommended Alternative Concept Plan</i>	3/16/2022
<i>Deliverable: Draft Final Report</i>	3/16/2022
Project Visioning Team Meeting #3	3/1/2022
<i>Deliverable: Final Concept Plans</i>	3/18/2022
City Commission Presentation #2	3/21/2022
<i>Deliverable: Final Report</i>	4/25/2022

The Public Involvement Program is considered a fluid document and will be updated in future iterations of the study.

APPENDIX

STATE AGENCIES

Florida Department of Transportation
Central Environmental Management Office
Department of Transportation
605 Suwannee Street
Tallahassee, FL 32399-0450

Florida Department of Environmental
Protection (FDEP) – Central District
3319 Maguire Blvd, Suite 232
Orlando, Florida 32803-3767

Florida Department of Agriculture and
Consumer Services
Division of Administration
507 S. Calhoun Street
Tallahassee, FL 32399-0800

Florida Department of State – Division of
Historical Resources
500 S. Bronough Street
Tallahassee, FL 32399-0250

Florida Fish and Wildlife Conservation
Commission (FFWCC)
Farris Bryant Building
620 S. Meridian Street
Tallahassee, FL 32399-1600

Florida Transportation Commission
605 Suwannee Street, MS 9
Tallahassee, FL 32399-0450

St. Johns River Water Management District
P.O. Box 1429
Palatka, FL 32178-1429

REGIONAL AGENCIES

East Central Florida Regional Planning Council
309 Cranes Roost Blvd. Suite 2000
Altamonte Springs, Florida 32701

STATE ELECTED OFFICIALS

STATE SENATE

State Senator DISTRICT 9
Jason Brodeur
404 South Monroe Street
Tallahassee, FL 32399-110

STATE HOUSE OF REPRESENTATIVES

State Representative District 29
Scott Plakon
Suite 222
1855 West State Road 434
Longwood, FL 32750-5071

Local Elected & Appointed Officials and Local Agencies

LOCAL ELECTED AND APPOINTED OFFICIALS

SEMINOLE COUNTY

1101 East 1st Street
Sanford, FL 32771

COMMISSIONER DISTRICT 1

Bob Dallari

COMMISSIONER DISTRICT 2

Jay Zembower

COMMISSIONER DISTRICT 3

Lee Constantine

COMMISSIONER DISTRICT 4*

Amy Lockhart

COMMISSIONER DISTRICT 5

Andria Herr

*Project located within District

CITY OF LONGWOOD

175 West Warren Avenue
Longwood, FL 32750

CITY COMMISSION

MAYOR (Commissioner District 2)

Richard Drummond

DEPUTY MAYOR (Commissioner District 1)

Abby Shoemaker

COMMISSIONER DISTRICT 3

Matt McMillan

COMMISSIONER DISTRICT 4

Matt Morgan

COMMISSIONER DISTRICT 5

Brian D. Sackett

LOCAL AGENCIES

METROPLAN ORLANDO

TECHNICAL ADVISORY COMMITTEE (TAC)

Mary Moskowitz, AICP
100 East First Street
Sanford, Florida 32771

TECHNICAL ADVISORY COMMITTEE (TAC)

Jean Jreij, PE
200 West County Home Road
Sanford, Florida 32773

TECHNICAL ADVISORY COMMITTEE (TAC)

Bill Wharton, AICP
1101 East First Street
Sanford, Florida 32771

COMMUNITY ADVISORY COMMITTEE (CAC)

Tom O'Hanlon
250 South Orange Ave, Suite 200
Orlando, Florida 32801

COMMUNITY ADVISORY COMMITTEE (CAC)

Brindley Pieters
250 South Orange Ave, Suite 200
Orlando, Florida 32801

GOVERNING BOARD

Bob Dallari
1101 East First Street
Sanford, Florida 32771

SEMINOLE COUNTY

OFFICE OF EMERGENCY MANAGEMENT

150 Eslinger Way
Sanford, FL 32773

FIRE/RESCUE HEADQUARTERS

150 Eslinger Way
Sanford, FL 32773

COUNTY MANAGER

1101 East First Street
Sanford, Florida 32771

DIRECTOR OF PUBLIC WORKS

200 West County Home Road
Sanford, FL 32773

DIRECTOR OF PLANNING

1101 East First Street
Sanford, Florida 32771

CITY OF LONGWOOD

PLANNING DIRECTOR

Chris Kintner, AICP

PUBLIC WORKS DIRECTOR

Shad Smith, PE

SENIOR PLANNER

Anjum Mukherjee, AICP

ECONOMIC DEVELOPMENT MANAGER

Tom Krueger

NEWS MEDIA CONTACTS

PRINT

Orlando Sentinel
633 N Orange Ave
Orlando, FL 32801
www.orlandosentinel.com
407-420-5353

Florida Administrative Code, Register and Laws
Florida Department of State
R.A. Gray Building
Mail Station 22
Tallahassee, FL 32399-0250
<https://www.flrules.org/>
E-mail: administrativecode@dos.state.fl.us
850-245-6270

TELEVISION (as required)

WKMG TV Local 6 – CBS
4466 North John Young Parkway
Orlando, FL 32804
407-521-1200

WFTV TV Channel 9 – ABC
490 E. South Street
Orlando, FL 32801
407-841-9000

WESH TV Channel 2 – NBC
1021 North Wymore Road
Winter Park, FL 32789
407-645-2222

WOFL TV Channel 35 – FOX
35 Skyline Drive
Lake Mary, FL 32746
407-644-3535

WUCF TV Channel 24 – PBS
12443 Research Parkway, Suite 301
Orlando, FL 32826
407-823-1300

RADIO

WMFE FM 90.7 National Public Radio
11510 East Colonial Drive
Orlando, Florida 32817

WDBO FM 96.5
4192 North John Young Parkway
Orlando, FL 32804
321-281-2000

SOCIAL MEDIA

City of Longwood Facebook page
<https://www.facebook.com/LongwoodFL/>

City of Longwood Twitter
<https://twitter.com/LongwoodFL>