

VCMPO Model Calibration And Home Based Travel Survey

Technical Memorandum Number Two

Public Awareness Campaign Plan

Prepared for

Volusia County MPO
1190 Pelican Bay Drive
Daytona Beach, FL 32119-1381

Prepared by

TEI Engineers & Planners
300 Primera Boulevard
Suite 200
Lake Mary, FL 32746

and

Herbert•Halback, Inc.
315 East Robinson Street, Ste 505
Orlando, FL 32801

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Purpose and General Approach

One of the major purposes of the Volusia County Home-Based Travel Survey is to collect information that will allow for a better understanding of the travel habits and patterns of residents within Volusia County. Participation by the public is key to the success of the survey. Participants will be randomly selected and it's critical that all participants complete their surveys so that the results accurately reflect a cross-section of the residents in Volusia County and their travel habits.

Due to its size and location within the Central Florida area, Volusia County is unique in that it is a tourist destination as well as being attractive to the retiree population and seasonal residents. It is composed of two distinct geographical areas that present very different demographical characteristics, the coastal area with large fluctuations in seasonal traffic, and the more typical urban characteristics of the mainland, or West Volusia County. These differences not only create challenges to the Florida Standard Urban Transportation Model Structure (FSUTMS) transportation model but also create challenges in getting the public involved in the process.

The public awareness campaign's multi-faceted approach reflects these differences. A primary goal of the campaign is getting the selected survey participants to complete their surveys and to do so accurately. A secondary focus is mostly educational in nature; making folks aware that the survey is being conducted, why it's being conducted and how it's going to benefit the community.

In preparing the public awareness campaign one must understand the different audiences that need to be reached. The public awareness campaign will involve 3 target groups the participants, the media, and the general public including public officials. Each group will be targeted in different ways and will receive slightly different messages, but messages with the same general purpose, to encourage the participation of the randomly selected survey participants.

Administration

Herbert•Halback, Inc (HHI) will be responsible for developing the public awareness plan components. The primary contact for HHI and spokesperson for the public awareness campaign will be Ginger Corless.

HHI's objective is to identify the activities needed to ensure participation for each survey area within Volusia County. HHI will develop a cohesive project identity program that will be used throughout all facets of the public awareness campaign. Each target group will receive materials that are unique to their needs but will have the same feel in terms of color scheme, logos, and graphics. This will be cost effective as well as assist in getting the message across to the survey participants in several different ways; as a member of the public hearing for the first time about the survey and it's purpose, and then again when they are contacted directly to participate. Messages will be conveyed graphically as well as textually to all target groups. In having seen the public awareness campaign materials previously, it is hoped that survey participants will be more likely to complete their surveys. Additionally, media contacts will easily recognize public awareness information materials throughout the survey process. The media will be a key player in this public awareness plan. Effective utilization of the media will assist the project team in keeping the public informed on the progress of the survey throughout the life of the project.

Public officials and the general public at large will know the survey is taking place and will be able to easily track how the project is progressing.

Outreach Programs

The survey plan calls for a random sample totaling 1,540 households to be targeted for gathering the necessary data for modeling trips in Volusia County. As stated earlier, a three pronged approach will be pursued in the effort to generate the highest survey response. The approach calls for utilizing the media to reach the general population, direct mail to the survey participants and working with the MPO board and community leaders to spread the word about the importance of participating in the survey.

Corporate Identity Package

The overall program will be enhanced through the development of a corporate identity package. The corporate identity package will create overall project continuity between the web site, all media releases, introduction letter, the survey instrument and subsequent thank you and follow up letters. This needs to be developed first as it sets the tone for the project.

The corporate identity package will include the following items.

- A logo for the survey letterhead and website
- Two color letter design
- Two color thank you / we missed you follow-up letter design

It is important to create a seamless look and feel for the entire survey campaign to encourage participation in the survey. HHI will be responsible for developing the designs for the package, but actual production, mailings and other tasks will be managed by TEI.

Media Release

Once the corporate identity package is developed, the media information package will be developed. This will include a brief description of the project and its importance to the people of Volusia County. The media release package will include MPO and consultant contact information. Media releases should be sent to the identified media outlets from the media contacts database 2-3 days prior to the introductory letter and survey mail-outs.

Additionally, the MPO Board Chair or another elected official will be involved by providing written comments championing the importance of the project and why people need to take the time to complete the survey. One strategy, could involve an open letter to the residents of Volusia County from the MPO chair highlighting the significance of the survey and participation in it. An approach like this will enhance the news worthiness of the project and increase the exposure in the media. This should take place at the beginning of the month the survey participants will be contacted. Ginger Corless and her staff at HHI will act as spokespersons for the project and will oversee the development of the media release package. TEI will be responsible for actual production and dissemination of the materials.

Letters

Prior to receiving the survey, an introduction letter explaining what the survey is, why it is needed, how the results affect the participants daily life and the rewards for participating in the program should be sent to the participants. The introduction letter should be sent out within 10 days prior to the survey being mailed. Thank you letters should be sent out to the participants within 10 days after receiving the completed survey (mail, telephone or internet). The thank you letter should also include the incentive/rewards program materials, i.e. gift certificates, small cash incentives, coupons, etc.

To increase participation in the survey, follow-up or reminder letters should go out to those who have not responded to the survey within 30 days after the survey was originally sent. This will require tracking those who respond to the survey against the original mail out list. The letter sent should be upbeat and gently reminding them of the survey.

Local Leaders

The MPO board has a wealth of leadership available to assist in getting the word out about the importance of citizen participation. The program should tap into this leadership pool and ask that board members take the message home to their city councils and the Volusia County Council. The members could be provided general talking points about the survey and how participation may impact their communities in both negative and positive ways in regards to future transportation needs. The MPO members could encourage public participation at their local council meetings and other community functions, such as club and organizational meetings. This is an ongoing task throughout the project's life.

As spokesperson for the project, Ginger Corless, along with her staff, will be available for presentations as well as develop a set of 'talking points' for local leaders. Luis Diaz of TEI will be the primary contact for the project.

Web Site Development

A project web site will be developed serving to educate and inform the public about the survey process and project timelines. The website will also host an on-line version of the survey. The survey can only be accessed with a password provided in the mailed piece. This will allow for a timely response and enhanced data entry. The website will be developed concurrently with corporate identity package at the start of the project. HHI will develop the basic look of the website, RSG will assist with setting up ID numbers for participants, and TEI will be responsible for site content and development.

School Mentoring Program

A school outreach program targeted for 5th graders could provide another mechanism for increasing survey participation and community awareness on transportation/mobility issues and ways to address those issues. This concept involves seeking permission from the school board and each target school principal. It is envisioned that such a program would consist of speakers visiting individual schools and making a presentation regarding transportation planning in general and the travel survey in particular.

The program would serve as a supplemental element should the survey response rate results be less than adequate for the model update. Professional planners would provide a general overview of transportation, describe what the term "mode" means and use real world kid examples of moving through their communities. The class could participate in the two-day travel survey documenting where they went, how they got there (bike, foot, mom's taxi, etc) and what kind of stops they made (mall, soccer practice,

friends house, fast food joint, etc). Their parents would be asked to help the kids and while doing so, the parents would participate in the MPO home based travel survey program.

TEI would be responsible for developing the program and gaining the support of the School Board. HHI would assist in the development of the program.

Implementation Procedures

The key to success is getting people informed about the importance of the survey and what it means to the average person's life. The process should involve contacting all the local media outlets in Volusia County.

Press Releases

Media releases will be sent to all the print, radio and television outlets within Volusia County. The media release, as stated earlier, will have contact and project description information. Staff from the print, radio and television assigned to cover transportation and MPO related stories will be contacted directly through telephone and or electronic mail alerting them to the start of the project and providing a briefing as well. Press releases will either be sent to the media outlets by electronic mail or facsimile. The media releases will maintain the product identity developed for the letterheads, web site and so forth. All media releases will also point the media to the website, which will provide more detailed information on the project's status.

A Subcomponent of the press release is the availability of the consultants and the MPO leadership for interviews (television, radio and print). During the course of the project, HHI will act as the consultant liaison. However, members of the MPO governing board should be available to provide their input on any news story resulting from the project. The MPO Chair or another designated person should be available throughout this project for this task.

Project Hot line

A toll free project hotline will be established for the duration of the project, providing the public with access to a live person for direct communication about the project. This will be manned during normal business hours Monday through Friday, excluding holidays. TEI will provide the project hotline.

Implementation Summary

Specific responsibilities are detailed in Technical Memorandum One, the Survey Management Plan. HHI is primarily charged with developing the public awareness information materials. TEI will handle actual production and dissemination of these materials. Materials targeted to actual survey participants will require additional coordination with RSG. The schedule below should be considered a guide. The planning and design of travel surveys can be quite time-consuming. Allocating adequate time for designing the overall survey, including time for resolving unexpected difficulties is essential. Therefore, as early as possible in the planning process, it is very important to prepare a realistic survey schedule, which anticipates the inevitable challenges that will occur. As the project progresses, there may be a need to adjust the schedule due to unforeseen circumstances or changes necessitated by survey pilot tests.

Schedule/Timeline

Item	Time Frame
Project identity package materials	90 days prior to survey
Project hotline set up	60 days prior to survey
Go 'live' with website	60 days prior to survey
Talking Points for Local Leaders	60 days prior to survey
Press Release #1 (project kickoff)	60 days prior to survey
Press Release #2 (survey kickoff, open letter from leaders)	30 days prior to survey
Direct mailout to survey participants (introductory letter)	15 days prior to survey
Direct mailout of survey materials	0 days prior to survey
Press Release #3	0 days prior to survey
Follow up mailout to survey participants	15 days after survey
'Thank You' mailout to survey respondents	30 days after survey
Follow up with survey non-respondents	30 days after survey
Press Release #4 (status update)	30 days after survey
Press Release #5 (household travel survey findings)	45 days after survey

Media Contacts

The following was compiled with the assistance of the Volusia County Public Information Office and research by HHI.

Newspapers

Daytona Times - Daytona Beach

386 - 253-0321

386 - 254-7510 Fax

Charles Cherry, Managing Editor

ccherry106@aol.com

Deland Beacon - DeLand

386 - 734-4622

386 - 734-4641 Fax

Beacon - beacon@bitstorm.net

Barb Shepherd, Editor / News

Deltona Beacon - Deltona

386 - 734-4622

386 - 734-4641 Fax

Beacon - beacon@bitstorm.net

Kati Bentley, Editor/News

New Smyrna Beach Observer

386 - 427-1000

386 - 428-1265 Fax

NSBObserver - observer@ucnsb.net

Debbie Brazzell, Editor

News-Journal - Daytona Beach Office

386-734-1511

386-252-1511

386-428-9001

386-258-8465 Fax

metro@news-jrnl.com

NJ - njphoto@news-jrnl.com

Contact for MPO coverage

Derek Catron

x2289

derek.cantron@news-jrnl.com

News-Journal - Southeast Volusia Bureau

386 - 428-9001
424-0586 Fax
Sandy Frederick, Bureau Chief
Sandra.frederick@news-jrnl.com
386 - 428-9001 x 19

News-Journal : The Volusian - Deland

386 - 734-1551
386 -736-2714 Fax
Matt Grimison, Reporter x4419
Matt.grimison@news-jrnl.com

News-Journal / Southwest Volusia Bureau - Orange City

386 - 774-2777
386 - 774-4141 Fax
Swnews@news-jrnl.com
Ronald Williamson, Bureau Chief x2

Orlando Sentinel - Daytona Beach Office

386 - 253-1076 main
386 - 258-8680 Fax
OS - volusia@orlandosentinel.com
Rich McKay, Reporter (beach & east side)
386 - 253-2316 Office
rmckay@orlandosentinel.com

Orlando Sentinel - Deland

386 - 822-6801
386 - 822-6806 Fax
Purvette Bryant, County gov't / health reporter
pbryant@orlandosentinel.com

Orlando Sentinel - Orange City Office

386 -851-7920 Office
386 - 851-7919 Fax
OS - mlafferty@orlandosentinel.com
Mike Lafferty, Volusia County Editor
386 - 851-7922 Office

Orlando Sentinel - Orlando Office

1-800 - 347-6868
Jane Healy, Managing Editor - Local
407 - 420-5406 Office
407 - 420-5286 Fax

Southwest Volusia Reporter - Orange City

see Deltona Beacon

Radio

Cornerstone Broadcasting

386-756-9000

WJHM 101.9 FM WJLH 90.3 FM

WJLU 89.7 FM WMFJ 1450 AM

cornerstoneradio@juno.com

WJHM Radio 101.9 FM - Lake Mary

Cornerstone Broadcasting

407 - 919-1000

407 - 333-2342 Fax

Brandy Shannon, News Dir.

WJLH Radio 90.3 FM - Port Orange

Cornerstone Broadcasting

386 - 756-9094

386 - 760-7107 Fax

Bill Powell, News Director

WJLU Radio 89.7 FM - Port Orange

Cornerstone Broadcasting

386 - 756-9094

386 - 760-7107 Fax

Bill Powell, News Director

WMFJ Radio 1450 AM - Port Orange

Cornerstone Broadcasting

386-756-9094

386-239-0945

386 - 760-7107 Fax

Bill Powell, News Director

MRN Radio

386-947-6400

Public Radio, Inc.

386-677-4272

WAPN Radio 91.5 FM - Holly Hill

386 - 677-4272

386 - 673-3715 Fax

Michelle Lund-Vallance, G-M

WBCC Radio 830 AM

Request line 386 - 257-4144

WDBO Radio 580 AM

407 - 297-6397

386 - 295-5858

386 - 290-1076 Fax

wdbonews@coxorlando.com

Marsha Taylor, News Dir.

Mike Wallace, Mng Editor

WELE Radio 1380 AM - Ormond Beach

386 - 677-4122

386 - 677-4123 Fax

weleoffice@aol.com

Doug Wilhite, Program ./News

WFKS Radio 99.9 FROG - FM - Ormond Beach

386 - 672-9210

677-2252 Fax

Mindy, News Director

WGNE FM Radio Spanish Station - Daytona Beach

386 - 230-9836

386 - 239-9898 Fax

386 - 239-9506 Business

Jennifer Jones, News Dir.

WHOG 95.7 FM Rock Radio - Daytona Beach

386 - 239-9506

386 - 239-0966 Fax

WKRO Radio 93.1 FM

Daytona Beach 386 - 255-9300

Edgewater 386 - 345-0075

WKTO Radio

386-427-1095

WMRN Radio

386 - 947-6400

WNDB Radio 1150 AM - Daytona Beach

& WNDA Radio 1490 AM

Black Crow Broadcasting

386-257-1150

386 - 239-0966 Fax

Mike Scudiero, News Director

WOCL Radio - COOL105.9 FM - Longwood

407-919-1000

407-919-9329 Fax

407-682-2121

Gary Van Allen, News Director 407-682-1059

WPUL Radio 1590 AM - South Daytona

386-252-2015

386-767-1131

Patricia Hycinth, News Director

WROD Radio - 1340 AM - Daytona Beach

386-253-0000

386-255-3178 Fax

Bob Edwards, News Director

WSBB Radio Station - New Smyrna Beach

386-428-9091

386-428-7835 Fax

Brian Tolby, GM / News Director

WVYB Radio 103.3 FM

386 - 257-7746

WYND Radio - 1310 AM - DeLand

386-734-1310

News – no 386-734-1581 Fax Buddy Tucker, Op's Manager

Art Taylor, Public Service Dir.

WTKS Real Radio 104.1 FM

General Manager: Linda Byrd
2500 Maitland Ctr. Pkwy Suite 401
Maitland, FL 32751-
Main Phone: (407) 916-7790

Television

WESH TV - Channel 2 - Daytona Beach Office

386-226-2222
386-226-2110 Fax
Fax to both Daytona and Winter Park:
407-539-7948 Fax

Ron Kendrick, Bureau News Mgr
386-226-2114
weshvolusia@mpinet.net prefers fax

NOTE: If Daytona crew is not in, use Winter Park numbers.

WESH TV, Channel 2 - Winter Park Office

Front desk 407-645-2222
News Room 407-539-7878
407 - 539-7948 Fax
e-mail: desk@wesh.com
(prefer to receive press releases by e-mail)

Dave Elliott, Assignment Desk Mgr.
407-539-7878

WKMG TV - Channel 6 (CBS) - Daytona Beach

(Heard on 87.7 FM Radio)
386 - 252-6449 main
386 - 252-2415 Fax
407 - 521-1323 News
407 - 298-2122 Fax

Tarik Minor, Volusia Bureau Reporter
386 - 252-6449
407-701-9839
252-2415 Fax

WKMG TV - Channel 6 (CBS) - Orlando Office

407-521-1323
Newsroom hotline 407-298-2122 Fax Peter Spiller, Assignment Manager

WFTV - Channel 9 - ABC - Daytona Beach Office

386-253-7000

386-255-9388 Fax

Jill Robers, News Bureau Chief

Tracy Sievertson, News Bureau Chief

WFTV - Channel 9 - ABC - Orlando Office

All departments (Orlando) 800 - 972-9388

407 - 481-2891 Fax

David Lippoff, General Manager

Lyn Tolan, News Director

507 - 841-9000

WCNF - CH 13 Central Florida News

(Central Florida News 13)

407 - 513-1313

407 - 513-1399 Fax

News desk - Orlando: 800 - 493-7488

Lee Murray, Executive Producer

Robin Smythe, News Dir.

Max White, Assignment Manager

WCFN TV - Channel 13 - Volusia Bureau

386 - 822-6807, 6808

386 - 822-6806 Fax

407-513-1313 or 888-513-1313 - Orlando office

Channel 13 - cfn13@orlandosentinel.com

Jennifer Morton, Reporter

Christine Brown, Reporter

WCEU TV - Channel 15 - Daytona Beach

1-800-638-9238

386-254-4415

386-254-4477 main

386 -254-4427 Fax

Master Control - 386- 254-4463

Always staffed when station is on the air.

Station is off the air 12:30 a.m. to 5:30 a.m.

Dr. Don Thigpen, Pres & Gen Mgr

Sandra Sessions-Robertson, Dir of Public Outreach & PR

WKCF TV - Channel WB 18 - Lake Mary

407 - 645-1818

407 - 628-4771 Fax

News Room: 407 - 521-1200

WMFE TV Channel 24 - PBS

Stephen McKenney Steck, CEO
407- 273-2300 x 100
(No TV news) 407 - 273-8462 Fax
Pat Duggins, WMFE 90.7 FM news.

WOFL TV Channel 35, FOX News - Lake Mary

407-741-5027 News
407-741-5180 Fax
Channel 35 - assignmenteditor@wofl.com
Luis Olivero, Assignment Ed.

Beth Sherman, Volusia Reporter
407-644-3535 Office
407-741-5189 Fax

WTGL TV Channel 52 - Orlando

407-423-5200
407-422-0120 Fax
Jackie Keith, Producer
Cristen Mikefell, Media

WRBW TV Channel 65 - Orlando

Rainbow Broadcasting Ltd through WFTV
407 - 248-6500
248-6520 Fax

Other Media

Florida Trend

407 - 740-6344
Laura Peters

Halifax Magazine - Daytona Beach

386-255-1860
255-2860 Fax
Bev Hanson, Editor / Publisher

Diane Connett, Editorial Ass't 386 - 255-1860

Orlando Business Journal - Orlando

407 - 649-8470

407 - 420-1625

Pat Beall, Editor

Wire Services

Associated Press

Orlando

407-425-4547 648-8011 Fax

Sunshine Network Public Affairs - Tallahassee

850-224-6577 fax

Steve Hull x 22

Florida Public Broadcasting - Tallahassee

850-414-9990/850-414-9998 Fax

Jim Moran, CEO

Metro News Network - Daytona Beach

407-774-9828 Office 425-985-8187 fax

Rory O'Neill

rory_oneill@metronetworks.com

Reuters News Service- Orlando

407-673-0444 407-673-4408 Fax

Brad Liston, Correspondent

Chambers

The Chamber, Daytona Beach Halifax Area

126 East Orange Ave.

Daytona Beach, FL 32114

Phone: 386-255-0981

Fax: 386-258-5104

Email - info@daytonachamber.com

Jim Carmeron, V.P. Government Relations

DeLand Area Chamber of Commerce

336 N. Woodland Boulevard, DeLand, FL 32720

Phone: 904-734-4331

Fax: (904) 734-4333

welcome@delandchamber.org

Southeast Volusia Chamber of Commerce

115 Canal Street

New Smyrna Beach, Florida 32168

386-428-2449

386-428-2450

Fax 386-423-3512

Chamber of Commerce of West Volusia

520 North Volusia Avenue

Orange City, Florida 32763-4802

407-574-5522

386-775-2793

Fax 386-775-4575

www.chamberofcommerceofwestvolusia.com