



Tri-Rail Coastal Link Study (f/k/a SFCEC Study) PI-Outreach Subcommittee Meeting Summary

To: Project Record

FROM: Aviva Baer

DATE: June 18, 2013

REFERENCE: SFCEC Corridor Management Oversight Consultant
FM #417031-3-32-01, Contract No. C8Z90

SUBJECT: Tri-Rail Coastal Link Project PI-Outreach Subcommittee Meeting
FDOT District Four
Executive Conference Room
3400 W. Commercial Blvd.,
Fort Lauderdale, FL
Tuesday, June 18, 2013, 1:30 p.m.

Attendees

FDOT District Four	Mike Melendez	Michael.Melendez@dot.state.fl.us
FDOT District Four	Jorge Padron	gaspar.padron@dot.state.fl.us
FDOT District Four	Gus Schmidt	Gus.Schmidt@dot.state.fl.us
Miami-Dade MPO	Elizabeth Rockwell (phone)	EROCK@miamidade.gov
Broward MPO	Fred Taylor	taylorf@browardmpo.org
Palm Beach MPO	Angela Morlok	amorlok@palmbeachmpo.org
SFRTA	Joe Quinty (phone)	quintyj@sfrta.fl.gov
SFRTA	Lynda Westin	westinl@sfrta.fl.gov
SFRTA	Natalie Yesbeck	yesbeckn@sfrta.fl.gov
SFRPC	Jim Murle	jmurley@sfrpc.com
TCRPC	Kim DeLaney	kdelaney@tcrpc.org
RS&H	Jaime Lopez (phone)	Jaime.lopez@rsandh.com
CH2M Hill	Sunserea Dalton (phone)	sunserea.dalton@ch2m.com
Clear Light Communications	Denis Eirikis	Eirikis@clearlightpr.com
CommunikatZ	Aviva Baer	abaer@communikatZ.com
CommunikatZ	Ric Katz	rkatZ@communikatZ.com
Parsons Brinckerhoff	Mark Briggs	BriggsM@pbworld.com
SAFE	Jim Smith	jamesejimchar@aol.com

Action Items / Follow-up required:

- Subcommittee membership/distribution list to be circulated to agencies & attendees for confirmation once available.
- Subcommittee meeting schedule (on project study website: www.sfecstudy.com) to be circulated to agencies & attendees for reference.
- SFRTA to develop a style guide within ten days and circulate it for comments so it can be presented at July 9 Steering Committee meeting.
- SFRTA to produce and circulate for comment PI/Outreach Subcommittee letterhead.
- Website working group to be organized.
- Eirikis and SFRTA representatives to develop sample website protocol for the PI Outreach Subcommittee to review and make recommendations to the Project Steering Committee.

Kim DeLaney opened the meeting and asked for self-introductions. She then turned to the agenda.

1. Administration

DeLaney will be the point of contact for developing future agendas. She said it would be assumed the previous minutes have been accepted.

She will identify the key agency representatives and alternates for the subcommittee – to be confirmed via email to the agencies and prior attendees – to create an updated distribution list, at the same time noting that meetings are open to the public.

Subcommittee meeting schedule to be circulated to parties for confirmation. It was subsequently noted that meeting schedule is posted on the project study website. DeLaney said future meetings dates will be adjusted as possible to accommodate all agencies.

2. “Tri-Rail Coastal Link” Project Name

DeLaney said going forward the project team will maintain both this new and former name, South Florida East Coast Corridor Study. However, just Tri-Rail Coast Link will be used for communicating with the public.

There was discussion of a logo, branding, and the image used in PowerPoint presentations. Lynda Westin circulated an image of the updated Tri-Rail train.

Ric Katz suggested that SFRTA create a style guide so all agencies and PI-Outreach Subcommittee members are on the same page. Westin will circulate a draft internally for comments so it can be submitted to the Steering Committee at the July 9 meeting.

Gus Schmidt said that slogans and logos are not part of the FDOT study, so he will support a recommendation from the Steering Committee.

Elizabeth Rockwell said the tagline on an SFRTA presentation -- *Getting Southeast Florida to Work* - had a double meaning. Westin said the intent was to present this as an economic development project.

DeLaney asked SFRTA to produce and circulate for comment PI-Outreach Subcommittee letterhead, with a goal of review by the Subcommittee at its next meeting.

3. Website Development & Maintenance

Denis Eirikis said he will use the new logos on the website. Jim Murley asked the meaning of a “NEPA-compliant” website. Mike Melendez said it needs to be informative without taking a position of advocacy and avoids “pre-determination” of alternatives.

Westin said SFRTA has researched NEPA compliance. She said elements needed on a website are:

- Contact information
- Project schedule
- Meeting calendar
- Project description
- Public involvement section
- Link to related agencies
- A mechanism for tracking activity
- Comments/question survey

Schmidt said all FDOT project websites are now standardized following a directive from Central Office. He said it is important to make sure there would be a link to the PD&E Study from the project website.

It was agreed that FDOT would maintain the content of the PD&E Study, but that there would not be separate websites. Jaime Lopez said the PI-O Subcommittee will need to decide who maintains what -- for instance, the FAQs -- to eliminate duplication that may be confusing to the public. FDOT has specific requirements for NEPA websites and these can be further discussed in the near future.

Eirikis said there may be several links for accessing information, but that would not create a redundancy.

Ric Katz said specific people need to have the ability to edit material. DeLaney said the discussion should be the subject of a working group who will recommend which data and visuals to include as well as the protocol for revising them.

Jim Smith said if individuals navigate from this website to another site, they should receive a message indicating they are “Leaving the official FDOT website.” He said the cities along the corridor should be involved and could put a link to the study site on their websites. DeLaney said going forward, there should be links on the websites of the cities, chambers of commerce, and many other community-based organizations.

Joe Quinty said it is urgent to get the meeting schedule and meeting notes posted on the project website to maintain transparency.

The consensus of the committee was for the project to be organized within a single website, within which would be links to different types of project data (including the PD&E documents). The complexities of various website alternatives will be discussed in further detail by the website working group. DeLaney asked if Eirikis and SFRTA representatives could meet and produce a sample information outline and website protocol to present to the Steering Committee by July 9 for a recommendation, with the final format ready to present at the next PI-O meeting July 22.

Lopez said that items to be presented at Steering Committee meetings must be submitted for distribution two weeks in advance of the meeting date to allow time for compilation, review and distribution to the PSC a week prior to the meeting..

Regarding social media, DeLaney said that discussion would be carried forward to the next PI-O meeting.

4. Tri-Rail Coastal Link System Map

DeLaney suggested calling stations “Downtown [city name]”. Katz said what is best for the consumer should be considered, and current station names shouldn’t be held sacred. Smith said the cities should be involved in naming their stations. He said the project team should provide updates to city commissions to keep them in the loop.

Sunserea Dalton said planners don’t have station recommendations yet. She said that may need to be indicated on the map. DeLaney suggested italicizing the names of all proposed stations (on the existing Tri-Rail corridor, such as the PBI and Boca Town Center stations as well as the proposed Coastal Link stations). . Dalton said it may also be necessary to indicate potential phasing. The proposed map, still in draft form, will be reviewed once a draft is submitted to FDOT.

There were several comments regarding the two circles shown at station locations, one for each proposed service, when there would be only one station. Westin said those need to be kept in place because the service plans are still under discussion. She said the map will be presented to the Steering Committee with the explanation that it is still in development.

There was also a recommendation to indicate the locations of proposed All Aboard Florida stations, and Westin indicated the symbology would be adjusted to indicate those stations as well.

5. Distribution Process for Existing Station Evaluation Documents

Melendez said SFRTA and FDOT are working on a joint cover letter to be distributed with the documents. Westin said FDOT needs to decide if distribution should be electronic, so the letter would include two links, and hard copies would not be mailed. She said a draft will be sent to DeLaney and Murley. Melendez said FDOT is waiting for comments on the Station Refinement Report so it can be distributed to municipal staff for their review based on prior station planning meetings and extensive coordination to date. Murley asked if the report would go to the counties, too. DeLaney asked if the letter can be transmitted by July 2 so it can be reviewed at the July 9 Steering Committee meeting.

Melendez asked Westin to confirm the distribution, and she said it would be to city managers and planning directors as well as county administrators and planning directors.

Dalton said transmission to municipal staff needs to be via a secure link before the information is released to the general public. DeLaney said anything released to the cities becomes public record.

The meeting adjourned at 3:20 p.m.