



# MEETING SUMMARY

**To:** Project Record

**FROM:** Ric Katz

**DATE:** May 16, 2013

**REFERENCE:** Tri-Rail Coastal Link (f/k/a SFECC Study)  
Management Oversight Consultant  
FM #417031-3-32-01, Contract No. C8Z90

**SUBJECT:** PI/Outreach Subcommittee Meeting  
FDOT District Four  
3400 Commercial Boulevard, Conf. Rm. 2  
Fort Lauderdale, FL 33309  
Tuesday, May 14, 2013, 1:30 p.m.

- Attendees:**
- FDOT District Four
    - Mike Melendez
    - Jorge Padron
  - Miami-Dade MPO
    - Wilson Fernandez – phone
    - Elizabeth Rockwell - phone
  - Broward MPO
    - Chris Ryan - phone
  - Palm Beach MPO
    - Malissa Booth
  - SFRTA
    - Joe Quinty - phone
    - Lynda Westin
  - SAFE
    - Jim Smith
  - TCRPC
    - Kim Delaney
  - SFRPC
    - James Murley
  - RS&H
    - Jaime Lopez
  - Kommunikatz
    - Ric Katz
  - Clear Light Communications
    - Denis Eirikis

## **ACTION ITEMS**

1. Discuss with FDOT PM the SFRTA request to merge the SFECC study website into the newly updated SFRTA site
2. FAQs to be further updated
3. Revisions to be made to proposed SFRTA map(s)
4. All products to be updated with new logo and images

Denis Eirikis described the evolution of the logo being introduced in the re-designed study website.

Lynda Westin told of SFRTA's recent efforts to update and redesign its website and suggested the SFECC study website be folded into it. She said SFRTA has secured the domain names for the various service names under discussion. Ric Katz proposed that a subgroup work on the integration of the SFECC study and SFRTA sites with FDOT concurrence. He proposed that Denis Eirikis be the principal SFECC member and asked for the group to send a report to the full PI Committee a week before the next scheduled PI meeting on June 18<sup>th</sup>.

Jim Murley opened a discussion about prior and current names from the various services. Westin said the "Fast Start" name would remain visible on the web, but users would be redirected to the new combined site.

SFRTA's Tri-Rail Coastal Link video was shown. Mike Melendez asked if it can be easily updated. Westin said it was produced by PB's production company based in Denver. Katz has worked with that unit and said its staff is able to make changes as the study moves along.

Joe Quinty suggested all documents be updated to reflect the new logo and images.

Westin presented a new "project map." A discussion followed pertaining to station names and locations. The consensus was to use municipal names instead of streets when possible. Care should be taken in the use of colors so as not to imply ownership by a particular county. Since the map will be used for external meetings, color coding should reflect "services" instead of projects, i.e. Jupiter to Miami would be designated in one color. All Aboard Florida stations should be shown. Westin suggested showing the stations that are to be taken through NEPA, but not others. Jaime Lopez suggested showing Metrorail. Jim Smith and Kim Delaney suggested adding other east-west services. Delaney also suggested using either a joint tag line at the bottom of the map or none at all. It was concluded that the map should not have a bunch of logos or agency names; it should simply show the web address and date of issue. It was also suggested that one map show the rail services now under study and another show a comprehensive system.

Delaney described the MOU presentation that has been made before the MPOs, SEFTC and RPCs, which is planned for presentation at the May 23, 2013 Miami-Dade MPO meeting. Katz briefly explained the current problems in accommodating Amtrak at the Miami Intermodal Center and said those will be resolved soon.

It was suggested that all of rail services now being discussed ought to be described in the soon-to-be updated Frequently Asked Questions (FAQs). Regarding project costs, Smith suggested operating costs estimates be skewed on the high side.

Delaney suggested the fall presentation to the MPO Boards should include: access to the FEC corridor; station locations; SFRTA's economic analysis; a financial plan covering both capital and operating costs; and the overall schedule. She explained that local contributions have not yet been determined, and they can likely either be in cash or some combination of cash, land for the station and/or for parking as well as various in-kind contributions. She said host municipalities or counties would likely be responsible for bicycle and pedestrian access and for shuttles to other activity centers.

Elizabeth Rockwell asserted that many of the matters being discussed by the Public Involvement Subcommittee need to be addressed by the full Steering Committee. Most in attendance concurred. The subcommittee is responsible for raising policy issues and decision items to the Steering Committee. Katz said the PI Committee needed to delve deeply into matters to provide the steering committee with a basis for making decisions.

Timing of MPO member briefings in the fall was discussed. Wilson Fernandez said the Miami-Dade MPO prefers to address action items, not status reports. He added that true concurrence to enter PD requires an action item. Asked about timing, he said the matter ought to be presented to the MPO before it's heard by SEFTC. A discussion on when to go to MPO advisory committees and the full MPO boards ensued. Consensus seemed to lean toward going to MPOs in September and SEFTC and the regional planning councils in October. Fernandez said the vote will be to authorize FDOT to move into the Project Development stage since the necessary funds are already programmed.

Regarding content of the joint letters to cities, the Urban Land Institute report is completed and printed; the Market Study is due this week; and the Station Refinement report is being revised to incorporate MPO comments.

The following were proposed as agenda items for the next PI committee meeting: Corridor Coalition and a news media plan.

Murley advised that the final Seven 50 Summit will be June 19, 20 and 21 at the Palm Beach County Convention Center.

The meeting ended at 3:45 p.m.