

Tri-Rail Coastal Link (f/k/a SFCEC Study) Agenda

PI/Outreach Subcommittee Meeting

Tuesday, May 14, 2013, 1:30 p.m.

FDOT District Four

3400 W. Commercial Blvd., Conference Room 2
Ft. Lauderdale, FL 33309

1. Name change to *“Tri-Rail Coastal Link”*
 - a. Branding of service – logos, etc.
 - b. Websites
 - c. SFRTA’s Tri-Rail Coastal Link video
 - d. Documents & reports
2. Outreach ahead of September MPO Board updates
 - a. What’s necessary?
 - b. Advance briefings for elected officials
3. Messaging
 - a. Short-term
 - i. What’s our theme as we prepare to enter PD?
 1. NEPA public involvement
 2. General public outreach
 - ii. Mid-term
 1. Plan to generate excitement & momentum to develop local funding sources over next two years?
4. Station outreach & expectations
 - a. Locals
 - b. Developers
 - c. Other stakeholders
 - d. ULI workshop feedback
5. Other
 - a. Databases
 - b. Agenda development
 - c. Meeting dates – calendar
6. Next meeting – June 18 at 1:30 p.m.