

# Tri-Rail Coastal Link (f/k/a SFEC 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.