

Tri-Rail Coastal Link Study (f/k/a SF ECC Study)

PI/Outreach Subcommittee Meeting

DRAFT AGENDA

Thursday, August 29, 2013, 1:30 p.m.

FDOT District Four

3400 W. Commercial Blvd., Executive Conference Room – 3rd Floor
Ft. Lauderdale, FL 33309

1. Administration
 - a. Introductions
 - b. Meeting Minutes (from 7/25/2013)
 - c. Key Agency Representatives – reminder
2. “Tri-Rail Coastal Link” Project Branding
 - a. Project Letterhead with Agency Logos for Review (SFRTA lead)
 - b. Letterhead Protocol for Review (SFRTA lead)
 - c. Power Point Template Update (SFRTA lead)
 - d. Style Guide Update (SFRTA lead)
3. Website Development & Maintenance
 - a. Website Working Group Meeting Summary (Denis Eirikis lead)
 - b. Email Protocol (Denis Eirikis lead)
4. Tri-Rail Coastal Link – Build-Out System Map (Update by SFRTA)
 - a. Map Revisions to Date for Review (SFRTA lead)
 - b. Map Use & Distribution
5. Written Communication with Local Governments (timing, coordination)
 - a. Distribution of Project Documents (Station Refinement Report – FDOT, Tri-Rail Coastal Link Station Area Opportunities Report – SFRTA, Station Area Market Study - SFRTA)
6. Fall 2013 Quarterly Update to Agencies
 - a. Meeting Dates for MPOs, SFRTA, SEFTC, RPCs (calendar to be distributed via email)
 - b. Materials for Advance Briefings for Elected Officials & Others
 - i. Consistency of Message
 - ii. Requested Action
 - c. Materials for Advisory Committees
 - d. Press Briefing Packages
 - e. Requests for Stakeholder Support (e.g., MPOs, SFRTA, RPCs, FECI/AAF, Chambers of Commerce, Trade Organizations, Business Leaders, others)
 - f. Press Interface (reporters, editorial boards)
 - g. Outreach Communications Plan (Ric Katz lead)
7. Public Comments
8. Next Meetings
 - a. Tuesday, October 15 at 1:30 PM
 - b. Thursday, November 7 at 1:30 PM





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

To: Project Record

FROM: Aviva Baer

DATE: July 25, 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
Joint RW/Legal Conference Room
3400 W. Commercial Blvd.,
Fort Lauderdale, FL
Thursday, July 25, 2013, 1:30 p.m.

ATTENDEES

FDOT District Four	Amie Goddeau	amie.goddeau@dot.state.fl.us
FDOT District Four	Mike Melendez	michael.melendez@dot.state.fl.us
FDOT District Four	Jorge Padron	gaspar.padron@dot.state.fl.us
Miami-Dade MPO	Elizabeth Rockwell (phone)	erock@miamidade.gov
Broward MPO	Fred Taylor (phone)	taylorf@browardmpo.org
Palm Beach MPO	Malissa Booth	mbooth@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 Murley	jmurley@sfrpc.com
TCRPC	Kim DeLaney	kdelaney@tcrpc.org
RS&H	Jaime Lopez	jaime.lopez@rsandh.com
CH2M Hill	Sunserea Dalton (phone)	sunserea.dalton@ch2m.com
Clear Light Communications	Denis Eirikis	Eirikis@clearlightpr.com
Communikat	Aviva Baer	abaer@communikat.com
Communikat	Ric Katz	rkatz@communikat.com
SAFE	Jim Smith	jamesejimchar@aol.com

MATERIALS DISTRIBUTED:

- Sign-in sheet
- Notes of previous meeting
- Agenda
- Draft PowerPoint template
- Revised TRCL system map
- Draft Quiet Zones/Frequently Asked Questions
- Draft TRCL website and system map
- Draft Subcommittee Meeting schedule

Action Items / Follow-up required:

- Kommunikatz to be copied on email exchanges regarding agency suggestions for appointments to subcommittees so project database can be updated.
- DeLaney to show MPO meeting dates in gray on subcommittee meeting calendar.
- Westin to add to letterhead style guide: Email address above title in signature block.
- FDOT/SFRTA project update letter distribution to include news reporters
- FDOT/SFRTA to make five to ten minute project update presentations to local municipal governments.
- DeLaney/Communicatz to include SAFE in distribution of materials for review.
- DeLaney, Eirikis and Katz to create matrix of audience and communication vehicle.
- Eirikis to circulate protocol for responses to website comments.
- Both websites to include link to All Aboard Florida
- Project resources be allocated to handle responses to public comments.
- Westin to change map designations:
 - *36th Street/Design District to Miami Midtown*
 - *79th Street/Upper East Side to 79th Street*
 - *45th Street/St. Mary's to West Palm Beach/St. Mary's Hospital*
 - Fill in circles designating joint AAF stations
 - Center airplanes in circles
- Katz to speak with City of Miami administration regarding nomenclature.
- Dalton to develop caveat language for system map showing station locations under study.

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

- Item #8 become item #1d
- Additional item #6e Requesting 5-10 minute presentations to local governments
- Additional item #9 Member comments

1. Administration

DeLaney said Gerry O'Reilly had issued requests to agencies for representatives on project subcommittees, and replies still need to come in. Ric Katz asked that Kommunikatz be copied on these email exchanges so the firm can update the project database.

DeLaney reviewed the revised subcommittee meeting schedule and suggested that one PI/Outreach Committee meeting be held on Thursday, August 29 instead of two meetings, August 6 and September 4. Aviva Baer said at the previous meeting it had been suggested that MPO meeting dates be indicated in gray.

DeLaney suggested making future PI/Outreach Subcommittee meetings two hours in length, from 1:30 - 3:30 p.m. The members of the subcommittee concurred.

2. "Tri-Rail Coastal Link" Project Name

Lynda Westin circulated proposed project letterhead, envelopes and labels. Katz suggested adding an individual's email address above title in the signature block. Westin said she would include that in the style guide being developed. Katz asked to see the draft of the style guide.

Westin circulated the draft PowerPoint templates. DeLaney said the title page needs to reflect a contact for FDOT and SFRTA. There was a suggestion that the logo on the screened image of the locomotive be photoshopped so it stands out better. There was also a comment that while maps generally read north to south from top to bottom, the TCRL logo with three circles shows Miami-Dade in the topmost circle.

DeLaney moved to

#5 Written Communication with Local Governments

She suggested a letter containing update information on the project and the direction it is taking (a "coming together" letter) be sent to local municipalities under joint signatures by FDOT and SFRTA executives. Katz suggested distribution to include news reporters in the project distribution list, and that text be bulleted and include illustrations.

DeLaney suggested there might be a press release with update information and asked for comments on its effectiveness. Katz suggested instead speaking to individual municipalities rather than a release.

Jim Smith said it would be best to communicate with local governments after October since they will be concerned with budgeting until then. He suggested update presentations five to ten minutes in length to municipal governments. He also suggested getting information to the public through municipal email databases.

Jim Murley said an update letters should go to chairs of collegial bodies such as the Florida legislative delegation. Katz said distribution should include transportation aides as they are more likely to read the letter and report on its contents to their respective legislators. He said the letter should drive recipients to the project website.

Lynda Westin said SFRTA has specific needs to let cities know their financial negotiations will be with RTA. Amie Goddeau said the project can't discuss negotiations until the NEPA study is completed, and there can be no negotiations with municipalities until station locations are known.

DeLaney said most officials are only vaguely aware of the new structure of the project. She said FDOT and SFRTA have accomplished a great deal but it isn't always visible. Joe Quinty said SFRTA had been considering an information update with a newsletter that could be emailed. Malissa Booth added the Palm Beach MPO quarterly newsletter could be another communication vehicle.

Smith said MPO members could forward a newsletter to their email lists. He said there needs to be a discussion on how to disseminate a newsletter and would like SAFE to be included in draft review distribution.

Jaime Lopez said the project should be reintroduced to stakeholders as a joint effort by FDOT and SFRTA. He said any financial information is premature. Westin said SFRTA had told stakeholders that information would be available by the end of the year.

Goddeau said a letter and the project documents need to be distributed within the next two weeks to meet the two-year NEPA schedule.

DeLaney said the cover letter to the documents should contain the update information and a separate letter should be sent to municipalities currently without station locations. Goddeau said for NEPA there needs to be feedback on the project documents from the cities, and the update letter can be another discussion.

Sunserea Dalton agreed that the project materials need to be distributed. She asked which website should be listed on the letterhead.

DeLaney said the station documents could go out in August. The “coming together” letter needs to go out in September in advance of the MPO updates.

Katz suggested creating a matrix with one column denoting the audience and the adjoining column listing the communications vehicle(s). DeLaney said she would work with Katz and Eirikis to create it.

3. Website Development & Maintenance

Denis Eirikis summarized the findings from the website working group that met in early July, including a determination that two different websites need to be maintained. Eirikis said the FDOT/NEPA website must show FTA a no-build option. Conversely, the RTA website for other audiences will really be a marketing website reflecting the benefits and excitement of the project. He said imagery on the FDOT website will reflect Tri-Rail. He said links connecting the two sites will be on each pages. He said the aim will be “Consistency, Coordination and Synergy.” Eirikis said he could have the FDOT website up and running by September 1.

Goddeau said the website needs to collect comments so for now it’s okay to use the FDOT website for that purpose. Discussion followed on collecting and sharing comments between the two sites. Dalton said the important issue is that each question or comments needs a response and it needs to be directed to the appropriate person to do that. Eirikis said he will circulate a proposed website public comment protocol.

DeLaney summarized:

- Eirikis will develop a public comment protocol for the website
- The NEPA compliant (FDOT) website link should be on overprint on the project letterhead if it is an FDOT transmittal
- Project resources need to be allocated to handle public comments
- Both websites need to include a link to All Aboard Florida.

4. Tri-Rail Coastal Link System Map

Westin distributed the revised system map. She said airplanes had been added on the blue line to indicate airport stations and said it has been suggested that seaports be added as well. Katz said reference should be to *Midtown* and not *36 Street/Design*

District. He also said reference should be *79 Street* only and not *Upper East Side* because most people don't know where that is.

Smith suggested that instead of just *Midtown* reference should be *Miami Midtown*. Katz agreed, and said he would ask City of Miami administration which nomenclature it would prefer.

Since it had previously been suggested that station names reflect the municipality, DeLaney said *45th Street/St. Mary's* should be changed to *West Palm Beach/St. Mary's Hospital*.

Smith asked if it means funding is in place when a city is shown as having a station. Dalton said she would develop caveat language indicating the map shows stations currently being studied.

DeLaney also suggested filling in with black the circles representing joint stations with All Aboard Florida and centering the airplanes in circles designating airports.

#7 FAQ pages

DeLaney distributed a draft Quiet Zone FAQ that had been developed for the Palm Beach MPO. Smith said the Quiet Zone FAQ should be updated to incorporate recent discussions. He said there should be more information and source references should be included.

DeLaney said the next meeting will be August 29. The meeting adjourned at 3:35 p.m.

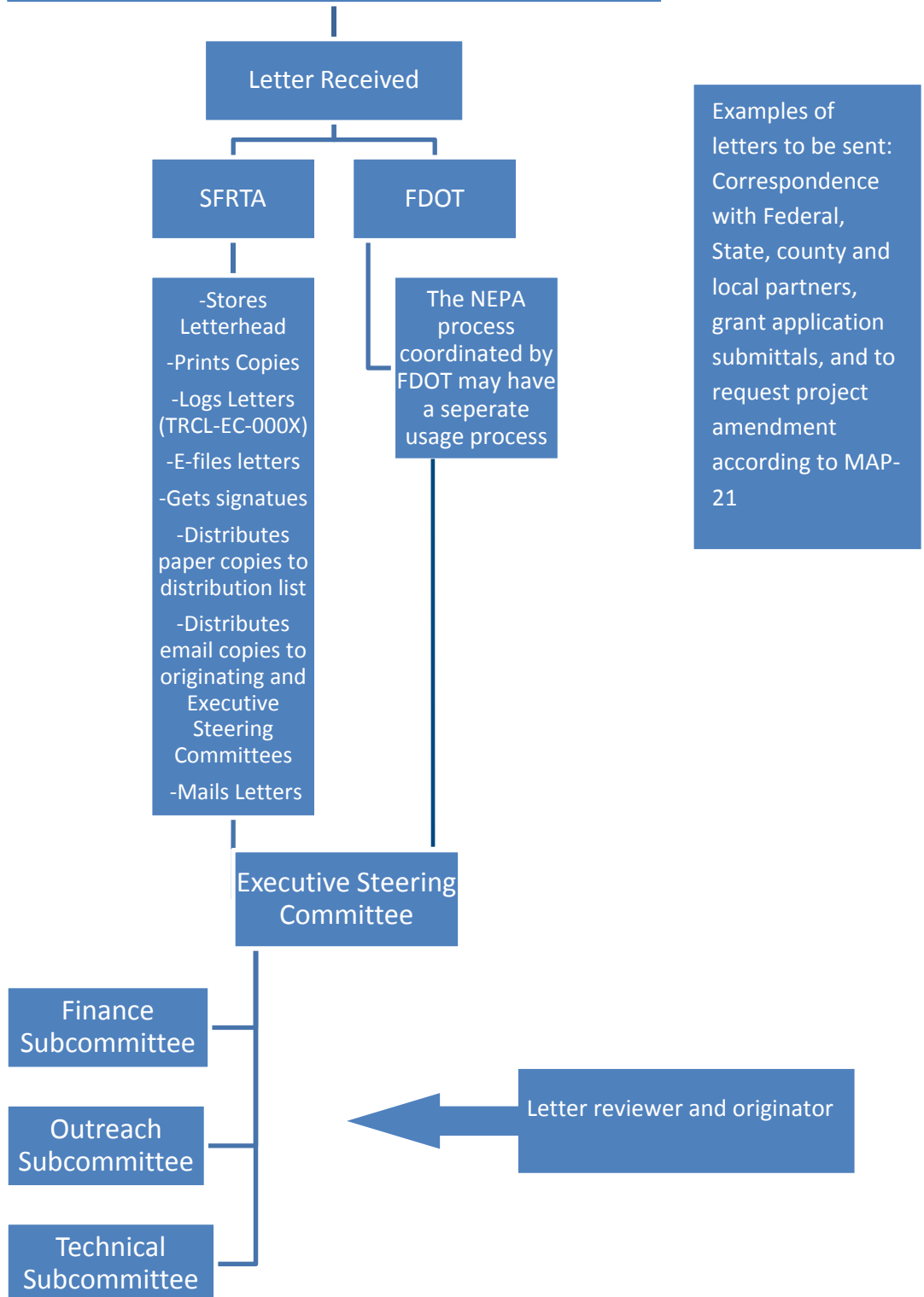


Tri-Rail Coastal Link Letter Log

Number Sequence	Originating Committee	Letter Date	Regarding	Hyperlink
TRCL-EC-0001				
TRCL-EC-0002				
TRCL-EC-0003				
TRCL-EC-0004				
TRCL-EC-0005				
TRCL-EC-0006				
TRCL-EC-0007				
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TRCL-EC-0029				
TRCL-EC-0030				

Tri-Rail Coastal Link Letterhead Usage Flow Chart

Letters will be used to: document decisions regarding funding, outreach, scope, cost, schedule, and contractual matters.



**Tri-Rail Coastal Link
Draft Letterhead Usage Guide
8/6/13**

When Is Tri-Rail Coastal Link (TRCL) Letterhead Used?

The Tri-Rail Coastal Link letterhead will be used for all official correspondence related to the Tri-Rail Coastal Link project. The signed paper will be considered the official record in support of management decisions regarding funding, outreach, scope, cost, schedule, and contractual matters. In these situations a formal, signed letter must be prepared and delivered.

Situations where the letterhead will be used include but are not limited to:

1. Document distribution;
2. Correspondence with federal, state, county and municipal project partners;
3. Grant application submittals; and
4. Requests to advance projects as defined in Map-21.

Who may use the TRCL Letterhead?

The Executive, Technical Financial, and Outreach Committees are guiding the TRCL project. Each of the committees may use the TRCL letterhead.

What is the Process for Using the TRCL Letterhead?

1. The blank TRCL letterhead will be stored at SFRTA.
2. The originating Committee prepares a draft letter using the agreed upon style guidelines.
3. The originating Committee coordinator reviews and approves the letter.
4. The originating committee coordinator then forwards the letter to the Executive Steering Committee coordinator for final review and approval.
5. Review of the TRCL letter should take no more than three business days at each step of the process. If no review occurs within that time, the appropriate committee coordinator is encouraged to send a friendly reminder e-mail. Track changes is encouraged to be used if more than one revision cycle is anticipated.
6. Via e-mail, the Executive Steering Committee coordinator will send a final approved draft to SFRTA for printing on TRCL letterhead. In the e-mail, the Executive Steering Committee coordinator will specify which project partner will distribute the letter and how the letter will be distributed. (i.e. US mail, hand delivery, via e-mail and US mail, etc.)
7. SFRTA will assign a document control number to the letter and the letter will be logged into the Document Control Log and a paper copy of the letter will be stored in the Document Control Log. As future Project Sponsor the Document Control Log will be held at SFRTA. It is anticipated that all correspondence would be initiated from Executive Committee. Accordingly, the document control numbers will begin at TRCL-EC-0001 and continue sequentially. SFRTA will keep a copy of the correspondence. The document control log is attached.

8. Letters will be jointly signed by the FDOT District IV Secretary and the SFRTA Executive Director.
9. A copy of the letter will be stored in the Document Control Log.
10. The designated project partner will distribute the letter and its paper and electronic copies. The printed letters and label/envelopes will be provided to the designated project partner for assembly and distribution.
11. Electronic copies of the letter will be distributed by the designated project partner to the committee coordinator, who will e-mail a copy to the members of the Executive Steering Committee and the originating committee.
12. A copy of the correspondence is posted on the project website as an activity of the originating committee.
13. FDOT is leading the NEPA process, and is encouraged to use the TRCL letterhead for NEPA related correspondence. FDOT is encouraged to develop a process for approval of NEPA related correspondence for review by the project partners. A separate NEPA log is encouraged. For example. TRCL-NEPA-0001.

2013 Governing Board Meeting Calendar

rev. 22Aug2013

OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5						1	2	1	SFRPC	3	4	5	6	7
6	7	8	9	10	11	12	3	4 <i>*BC</i>	PSC	PB TAC/CAC 9A/1:30P	7	8	9	8	PB MPO	10	11	B MPO MD	TCRPC	14
13	14	15	16	17	18 <i>*TCC/CIR</i>	19	10	11 <i>*SFRPC</i>	MD TPC 2PM	MD TPTAC 2PM	14	15	16	15	16	17	18	19	20	21
20	21	22	23 <i>*TAC/CAC</i>	24	25	26	17	18 <i>*PBC</i>	19	TCC/CIR CTAC PTAC RTTAC	21	22 <i>*TCRPC</i>	23	22	23	24	25	26	27	28
27	28	29 <i>*TPC</i>	RTTAC PTAC 30 CTAC/ TPTAC	31			24	25 <i>*MDC</i>	26	27	28	29	30	29	30	31				

PSC Steering Committee (1:30 pm)

MD MPO MD MPO Board Meeting (2:00 pm)

B MPO B MPO Board Meeting (9:30 am)

PB MPO PB MPO Board Meeting (9:00 am)

SEFTC SEFTC Meeting (10:00 am)

SFRTA SFRTA Board Meeting (date TBD 10/25)

SFRPC SFRPC Board Meeting (10:00 am)

TCRPC TCRPC Board Meeting (9:30 am)

TPC Committee Meeting

**meeting materials due*

JANUARY						
S	M	T	W	T	F	S
			1	2	3 <i>*SEFTC</i>	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	SEFTC	28	29	30	31	



COMMUNICATIONS PLAN
Tri-Rail Coastal Link Steering Committee
Public Involvement Sub-Committee

Message Delivery Channels

Message Targets

- Website-TRCL
- Websites-external
- Postcard-existing database
- Postcard-Merged pub lists
- Blog (external)
- Nwslttr (int produced, distrib)
- Nwslttr (ext produced, distrib)
- Flyer for Otr's mtg
- Flyer for external stuffer
- E-flyer external list
- Letters-mail merged
- Mtg-indv
- Mtg-small grp
- Mtg-cy comm
- Mtg- cnty comm
- Mtg-tag along presentation
- Mtg- tag along lit distribution
- Mtg- trans events
- NP ads print
- E-ads on rp pub events
- E-ads on rp websites (combo)
- Muni websites (comp)
- Muni clerks
- News media releases
- Op Ed & Lit to Ed
- News media PSAs
- Soc media event
- Soc media thru D4-Twitter
- Soc media thru D4-Youtube
- Soc Media-external

Govt entities and those directly associated with Govt.

DDA

Leagues of Cities

Regional planning councils-staff

Regional planning council-members

Transportation agencies & entities

FDOT District 4

FDOT District 6

MPO's staff

County transit operators

SFRTA

FECL-AAF

Others not directly involved in study

MDX

CSX

Airports

Seaports

South Florida Commuter Services

Transportation organizations

FL Urban Transportation Coalition

SAFE (Safety As Floridians Expect)

Others

Colleges & universities

Trade schools

School boards -members

School boards-superintendent

School boards- transportation members and staff

Hospitals

Cultural organizations

Sports Teams/Facilities

News Media

Major daily newspapers

Major daily newspaper & TV editorialists

Business publications

Talk radio-english

Talk radio-spanish

Talk radio-creole

Talk radio-black

T.V. news and public affairs

Transportation blogs