

MEETING SUMMARY



TO: Project Record

FROM: Ric Katz, Denis Eirikis, Kim Delaney and Jaime Lopez

DATE: August 29, 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
Fort Lauderdale, FL 33309
Tuesday, August 29, 2013, 1:30 p.m.

NEED TO TRACK DOWN SIGN-IN SHEET & USE TO FILL IN BELOW

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

ACTION ITEMS

Meetings

- Schedule PI subcom Sept 19 meeting - Kommunikatz/Melendez

Message

- Data, video and extensive FAQs to be forwarded by – SFRTA to Kommunikatz
- Compile list of community concerns - Kommunikatz
- Craft meeting start-up messages tailored to each county
 - Differentiate rail concepts for service on FEC corridor
 - Status of negotiations with FECI
 - Anticipated economic development
 - Action item at MPOs in December for concurrence to Request to Enter PD phase
 - FDOT to develop talking points for use and consistency during briefings

Outreach

- Compile key stakeholder list drawn from all TRCL participants for use in scheduling advance briefings in late November/ early December – Communications Group
- Encourage stakeholders to attend MPO meetings – Communications Group
- Provide stakeholder contact list - Natalie Yesbeck.
- Compile shop media list of news reporters/editors to be briefed – Communications Group

Briefings

- Schedule policy and advisory committees named in the MOU (include M-D MPO FTAC subcommittee and SFRTA PTAC) – Communications Group
 - Book in early November to be conducted in early December
 - Schedule two or more committees in same county on the same day

The meeting began at 1:35p.m. Chair Kim Delany modified the agenda so that “Fall 2013 Quarterly update to Agencies” would be taken up as item #2 instead of being item #6.

December 6 is the tentative date for the presentation to the board of the South Florida Regional Transportation Authority (SFRTA). **X said** when PowerPoint slides have been modified after they have been sent to MPO members, the changed slide(s) should be marked as having been “updated”.

Elizabeth Rockwell asked that the M-D Freight Transportation Advisory Committee be added to the group being briefed prior to full MPO consideration. Discussion ensued pertaining to committees to be briefed in advance of presenting to the MPOs. Jim Murley asked: in addition to the policy committees, are the advisory committees named in the [recently adopted] MOU? Discussion continued over the possibilities for briefing two or more committees on the same day. Discussion then turned to the meaning of concurrence as expressed in the same MOU. It was noted by Wilson Fernandez that MD MPO expects an action item they can vote on. Joe Quinty said the SFRTA PTAC should hear the presentation before it is made to its full board.

Discussion then moved to the level of action required of various bodies such as the planning councils. **X said ask Denis** questioned the format of the approach saying it was not consistent with SFRTA’s approach.

Wilson Fernandez said the next Steering Committee meeting on Sept. 10th will be at the Miami Parking Authority's administrative offices at 40 NW 3 Street, Suite 1103, phone 305-373-6789. [Driving and parking instructions will accompany meeting notice.]

Fernandez said the M-D MPO expects the December update to the MPO to be part of an action item in accordance with the MOU to request concurrence to Enter the PD phase. He said an action item would ward off future questions as to how this initiative moved into the formal Florida PD&E and federal NEPA processes.

In discussing the upcoming December update to the MPOs, Fernandez said information emanating from the Finance subcommittee needs to show that each county's contribution will be proportionate to the service provided. He asked if M-D is being asked to pay disproportionate portion when compared to the amount of services it will receive. Lopez said the breakdown and cost allocation has not been determined yet but that disproportionality is highly unlikely as all three counties will have to agree with the final proposal, whatever that may be.

Fernandez cautioned that the report to the MPOs should not give the impression the finances have been ironed out. Lopez said it will be clear that the actions to be taken by the MPOs this fall will not be binding financial commitments. Amie Goddeau said the MPO boards and the other bodies need to be educated as to where we are in the process.

Commenting on the MPO presentations, Jim Murley said most officials ask about commuter rail's relationship with All Aboard Florida (AAF). He said the TRCL report needs to address where we are in negotiations with FECI.

Denis Eirikis said Palm Beach County folks site AAF as heavily messaging that they are being built without public financing and wonders if that will hurt our messaging. AAF is expected to make a report at the September 19 Palm Beach MPO meeting. Meanwhile, the Palm Beach MPO is setting aside dollars each year to fund the northern tier of the project.

There was consensus that preliminary/start-up messages need to be crafted for use during outreach to key stakeholders which should commence in September. The following concepts were mentioned for inclusion in this outreach effort: quick summary of different rail concepts being discussed for FEC corridor; status of negotiations with FECI and the economic development that is likely to occur in the corridor; action item at MPOs in December for concurrence to Request to Enter PD phase. FDOT will develop talking points for use and consistency during briefings

Ric Katz said it is time to re-start outreach so key stakeholders know what is happening and are prepared to attend MPO meetings. He reminded the group of lessons learned at MD MPO three years ago – that an array of stakeholder should be encouraged to attend MPO meetings when a TRCL update is being made and especially when an MPO action is expected. Goddeau said it was time to get started with light messaging. She said message will become more fine-tuned as more facts are known. Jim Murley advised that each county is different so messaging should be modified to reflect local issues. Quiet zone information is an example – both Broward and Palm Beach have requested it while MD has not.

Lynda Westin said SFRTA has both reliable data and a video which she will make available for the outreach effort. She added SFRTA data can be broken out to provide economic forecasts on a county-by-county basis. SFRTA will also provide its extensive set of FAQs. Lopez noted that these FAQs should be updated and reconciled with those on the FDOT NEPA website to avoid contradictions and duplication.

Natalie Yesbeck will provide a list of community contacts. Katz was tasked with compiling a key stakeholder list drawn from various TRCL participants. Briefings for key elected officials will be scheduled to start in early December (after the Thanksgiving holiday) which means they need to be booked in late October/early November. The group was tasked with developing a consolidated and prioritized shortlist of elected, appointed, business and other stakeholders and key leaders that should be briefed in advance of the MPO Board updates scheduled for December.

A list of news reporters and editors to be briefed will be compiled. It was also proposed that a list of concerns be compiled. Some may be addressed in the extensive SFRTA FAQs.

The communication matrix prepared by Kommunikatz was review and set aside for future discussion.

The SFRTA branding kit (packet) was shown and discussed. All elements appeared to be accepted by the subcommittee however a question was voiced over the use of a tag line.

There was continued discussion on the NEPA study website name. Eirikis advised that FDOT's Central Office has now prescribed a standard format for project (study) websites. There was further discussion about the NEPA website name and URL. There was consensus that the NEPA site URL include the word "study."

It was proposed that the website URLs not be included since the letterhead will be used by both the SFRTA and the NEPA study.

Regarding project web sites:

- Denis Eirikis relayed that FDOT Central office has made mandatory that all new and redesigned sites comply with a new statewide PD&E Website Template. The template was shown and he asked SFRTA for images and photos that could be highlighted in that template. He said that new site has a target date to be ready the week of Sep. 16th.
- Discussion was deferred on the comment management system, but effective immediately, Lynda Westin will be copied on comments received by the site.
- A long discussion then ensued regarding the URL for the NEPA site with a vote taking place between www.tri-railcoastllinkstudy.com or www.tri-railcoastallinkPDE.com. A vote was taken and "study" was preferred by a vote of 11-3 with the three SFRTA members voting for "PDE" while everyone else present agreed that the public does not understand PDE. Tri-Rail objected to the outcome and it was decided to secure both URL's in case SFRTA wishes to appeal the decision of the subcommittee.
- Natalie Yesbeck then presented the draft www.tri-railcoastallink.com site. Denis Eirikis said the plan was for the FDOT site to comply with NEPA and not to advocate for the project. So a central task of the SFRTA site was to start getting the voters, business community, and public excited about the benefits of the project. The draft SFRTA site presented was text-intensive, dry, featured a long video, and did not communicate

benefits or excitement. Jim Murley pointed out the heavy text as a turn off and suggested that the site be more visually exciting in order to promote the project. SFRTA mentioned the site is an early draft and will be further developed in the coming weeks.

- A discussion of FAQs took place. Jaime Lopez said that in revising the FAQs, the NEPA site content should be technical. The SFRTA website FAQs should address TOD, advertising, marketing, revenues, advocacy and other topics outside the NEPA study. Any duplication with SFRTA FAQ should be carefully eliminated to avoid confusion. Lynda Westin said that SFRTA had already rewritten FAQs, they would prefer both sites have the same FAQs. Lopez reiterated that duplication generally causes confusion when future updates are made. The FAQs should be developed consistent with the purpose of each website: FDOT's NEPA site and SFRTA's informational website. Denis Eirikis asked if SFRTA would share their draft FAQ and Lynda agreed to send them after further internal review.
- The updated System Map was briefly discussed. All agreed that changes were generally as discussed at prior meeting. Lopez again requested that the map not be circulated as it does not reflect the proposed service or station locations. Service planning is ongoing and will be finalized early in the PD phase.
- RTA agreed to distribute the powerpoint template to the group for use, effective immediately.

There was a call for an additional PI subcommittee meeting on September 19th from 1:30 until 3:30 p.m. at FDOT D4. That meeting will be calendared.

The meeting ended at 4:15 p.m.