



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
CommunikatZ	Aviva Baer	abaer@communikatZ.com
CommunikatZ	Ric Katz	rkatz@communikatZ.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.