

# Tri-Rail Coastal Link Study (f/k/a SFECC Study)

## PI/Outreach Subcommittee Meeting

### DRAFT AGENDA

Thursday, September 19, 2013, 1:30 p.m.

FDOT District Four

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

#### 1. Administration

- a. Introductions
- b. Meeting Minutes (postponed until 10/15/2013)



#### 2. Fall 2013 Quarterly Update to Agencies

- a. Meeting Dates for MPOs, SFRTA, SEFTC, RPCs
- b. Scope & Substance of Presentation Materials
- c. Materials for Advance Briefings for Elected Officials & Others
  - i. Timing
  - ii. Consistency of Message
  - iii. Requested Action
  - iv. Cmr. Suarez PPT (for review/discussion)
- d. Materials for Advisory Committees
- e. Press Briefing Packages
- f. Requests for Stakeholder Support (e.g., MPOs, SFRTA, RPCs, FECI/AAF, Chambers of Commerce, Trade Organizations, Business Leaders, others)
- g. Press Interface (reporters, editorial boards)
- h. Outreach Communications Plan (Ric Katz lead)

#### 3. "Tri-Rail Coastal Link" Project Branding

- a. Project Letterhead with Agency Logos for Review (SFRTA lead)
- b. Style Guide Update (SFRTA lead)

#### 4. Website Development & Maintenance

- a. Launch of [www.Tri-RailCoastalLink.com](http://www.Tri-RailCoastalLink.com) Website
- b. Email Protocol (Denis Eirikis lead)

#### 5. Tri-Rail Coastal Link – Map Template (Update by SFRTA)

- a. System Build-Out Map – Qualifying Language (SFRTA lead)
- b. Operational Variations

#### 6. Written Communication with Local Governments (timing, coordination)

- a. FAQs for Pending Project Documents (Station Refinement Report – FDOT, Tri-Rail Coastal Link Station Area Opportunities Report – SFRTA, Station Area Market Study - SFRTA)

#### 7. Public Comments

#### 8. Next Meetings

- a. Tuesday, October 15 at 1:30 PM
- b. Thursday, November 7 at 1:30 PM