



**Public Participation Subcommittee (PPS) Meeting
Agenda**

Date: June 28, 2018

Time: 11:00 AM – 1:00 PM

Place: Broward Metropolitan Planning Organization
100 W Cypress Creek Rd #650
Fort Lauderdale, FL 33309

Dial-in Number: (515) 739-1015 ACCESS CODE: 301-308-466

1. Approval of Agenda
2. Comments on March 1 Meeting Notes
3. Status of Local Metropolitan Transportation Plans/Long Range Transportation Plans
4. Introductory Video
 - a. Discuss and finalize video
 - b. Discuss methods and strategies for distribution
5. Review Updated SEFTC Website
6. Review Any Action Items and Next Steps
7. Other Items
8. Adjourn



Public Participation Subcommittee (PPS) Meeting Notes

Date: March 1, 2018

Time: 2:00 PM – 4:00 PM

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Attendees: Chris Ryan, Broward MPO; Erica Lychak, Broward MPO; Jessica Josselyn, Kittelson; Paul Calvaresi, Broward MPO; Jorge Padron, FDOT District 6; Elizabeth Rockwell, Miami-Dade TPO; Malissa Booth, Palm Beach TPA; Anthea Thomas, Broward MPO; Daniel Knickelbein, Broward MPO

Phone: Robyn Austin, Kittelson, FDOT District 6 (Need to find name)

Discussion was held on nominating a Chair and Vice-Chair. Paul Calvaresi stated that the RTTAC bylaws are being revised to allow for a Chair and Vice-Chair to serve from the same organization. Elizabeth made a motion to nominate Chris Ryan as the RTTAC PPS Chair, and Daniel Knickelbein as the RTTAC PPS Vice-Chair.

Status of local LRTPs/MTP:

-Miami-Dade TPO recently selected and signed a contract with Gannet Fleming to provide consulting services for the LRTP. (Carlos Roa)

-Palm Beach TPA in October selected and signed a contract with Kimley Horn to provide consulting services for the LRTP. (Kevin Fischer)

-Broward MPO has selected Tindale Oliver to provide consulting services for the LRTP, and has begun work on the LRTP, including the public involvement.

Paul Calvaresi gave an update and Jessica Josselyn presented an update on the Regional Transportation Plan (RTP), and Jessica introduced Robyn Austin from the Kittelson team.

The team went through the Regional Transportation Plan scope, task by task.

- Goals and Objectives: The goal is to engage residents, visitors, and stakeholders in the regional planning process, and to coordinate outreach efforts with Broward, Miami-Dade, and Palm Beach.
 - Jessica talked about the need for consistency of messaging and importance of coordinating one message.
- Timeline: Jessica went over the schedule and timeline to ensure coordination with all three planning agencies.
- Malissa indicated that they are comfortable with including the regional survey questions in her local survey.
- Elizabeth indicated that she has forwarded the regional survey questions to Carlos Roa for potential inclusion in the Miami-Dade local survey.
- Jessica stated that the regional survey results are different than the local survey results, in that the regional survey will serve as a snapshot of themes and trends for the South Florida region.
- Jessica also stated that one of the goals of the Regional Transportation Plan is to focus on policy change and the policy changes that are needed to match the needs of the South Florida region.



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- Jessica stated that there are additional resources available, including consultants such as Cambridge Systematics and Gabe Klein at CityFi.
- In terms of social media, there is a desire for SEFTC and the RTP to compliment work being done by the local metropolitan planning agencies. The goal of social media should not be to raise the profile of SEFTC, but rather for the content to inform audiences on the regional component of transportation but on local MPO/TPA/TPO platforms. SEFTC consultant should send draft social media messages to the local partners for review. Kittelson will come up with a social media content calendar.
 - Jess will develop a short paragraph with messaging and a tagline on the purpose of the regional plan.
- Video: Desire is for a low budget and low-cost video. Important to emphasize the regional aspect of this plan and how we are working as a region. Try to show different modes and different groups of people throughout the South Florida region. We are going to let people know that there are organizations in Miami, Broward, and Palm Beach who want to help improve transportation in our region. Video will link to each of the three MPO websites. Video will be no longer than 60 seconds.
- Rack Card: The rack card should serve functionally as something that people can use for promotion of the end product of the regional plan, similar to the fan that was produced for the 2040 regional plan.
- Website: Goal is to make the website more functional. Things like searching for agendas or downloading an old agenda should be easy to do. Chris will send out the weblink for folks to look at where the S
- SEFTC website can be improved. Please review within 7 days.
- Regional Survey: Regional questions will be embedded into local survey. Chris will send out the regional questions again.
- Jessica has a mapping software that she will share with the group, should folks want to use it for their local planning efforts.
- Presentations: Scope calls for two presentations, one towards the beginning of the regional plan and one towards the end. Discussion on if there is the ability to create a recorded version of the presentation for a website.
- Evaluation: The group will explore an evaluation technique.
- Documentation: This will be discussed at a later date. Kittelson will be creating summaries of RTTAC PPS meetings.
- Mobile Regional Event: This will be discussed at a later date. Potentially will be held on the Brightline.
- Goal is to have the presentation and video ready by May to bring to SEFTC.

Action Items:

- **Send SEFTC website out for review and let Jess know of things (7 days) that should be improved on the website.**



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- **Share the example of the Common Mapping tool that Kittelson has.**
- **Jess will share information on Public Input company**
- **Regional questions to be included as part of local plans survey and include where they live zip code.**
- **Request that each of these items be sent as separate emails from Chris and Daniel (subject specific).**