

Join the TCC Zoom Meeting

Forward Pinellas is inviting you to a scheduled Zoom meeting.

Topic: Technical Coordinating Committee Meeting

Time: August 26, 2020 02:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/82432378036?pwd=RGlybWdIT2UwK1ZGc0RSRnNpUytCUT09>

Meeting ID: 824 3237 8036

Passcode: 292312

One tap mobile

+16468769923,,82432378036#,,,,,0#,,292312# US (New York)

+13017158592,,82432378036#,,,,,0#,,292312# US (Germantown)

Dial by your location

+1 646 876 9923 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 408 638 0968 US (San Jose)

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Meeting ID: 824 3237 8036

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**TECHNICAL COORDINATING
COMMITTEE (TCC) MEETING
AGENDA**

AUGUST 26, 2020 – 2:00 p.m.

Virtual Meeting

THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY

- 1. CALL TO ORDER AND INTRODUCTIONS**
- 2. APPROVAL OF MEETING SUMMARY**
- 3. TRANSPORTATION IMPROVEMENT PROGRAM AMENDMENTS**
- 4. DREW STREET CORRIDOR STUDY AND CONCEPT PLAN**
- 5. US 19 NORTH PLANNED UNDERPASS**
- 6. COVID IMPACTS TO THE TRANSPORTATION SYSTEM**
- 7. ALTERNATIVES TO ROADWAY LEVEL OF SERVICE INDICATORS**
- 8. COMMUNICATIONS ROAD MAP**
- 9. INFORMATIONAL ITEMS**
 - A. SPOTLight Emphasis Areas Update**
 - B. Forward Pinellas Board Executive Summary**
 - C. Traffic Fatalities Map**
 - D. Tentative Future Agenda Topics**
- 10. OTHER BUSINESS**
- 11. ADJOURNMENT**

NEXT MEETING – SEPTEMBER 23, 2020

Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons who require special accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact the Office of Human Rights, 400 South Fort Harrison Avenue, Suite 300, Clearwater, Florida 33756; [(727) 464-4062 (V/TDD)] at least seven days prior to the meeting.

Appeals: Certain public meetings result in actions taken by the public board, commission or agency that may be appealed; in such case persons are advised that, if they decide to appeal any decision made at a public meeting/hearing, they will need a record of the proceedings, and, for such purposes, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Technical Coordinating Committee – August 26, 2020

2. Approval of Meeting Summary



SUMMARY

The meeting summary for the June 24, 2020 meeting is attached for review and approval.

ATTACHMENT(S): TCC Meeting Summary – June 24, 2020

ACTION: Provide recommendation regarding meeting summary.

**SUMMARY OF THE
TECHNICAL COORDINATING COMMITTEE MEETING
JUNE 24, 2020**

The following is a summary of Forward Pinellas' Technical Coordinating Committee meeting held on June 24, 2020. This was a Zoom Virtual Meeting, using the Forward Pinellas Zoom platform.

Members Present

Joan Rice, Chair	Pinellas County Public Works Traffic
Heather Sobush, Vice Chair	PSTA
Evan Birk	City of St. Petersburg - Engineering and Capital Improvements
Joseph Camera	Pinellas County Schools-Transportation
Brian Ellis	TBRPC – By Phone
Mark Ely	City of Seminole
Russell Ferlita	City of Dunedin Engineering
Brent Hall	Pinellas County Public Works Engineering
Brandon Henry	City of Safety Harbor
Roger Johnson	City of Clearwater Engineering
Caroline Lanford	Pinellas County Planning
Cory Martens	City of Clearwater Traffic
Patricia McNeese	City of Tarpon Springs
Michele Parisano	City of Oldsmar
Brian Pessaro	TBARTA
Rick Perez	City of Largo Planning
Derek Reeves	City of Pinellas Park
Frances Leong Sharp	City of Dunedin Planning
Cheryl Stacks	City of St. Petersburg – Transportation and Parking
Barry Westmark	City of Largo Engineering
Tom Whalen	City of St. Petersburg Planning and Eco. Dev.

Members Absent

Hetty Harmon	City of Indian Rocks Beach
Dan Hubbard	City of Pinellas Park Stormwater &Transp.
Lauren Matzke	City of Clearwater Planning
Sheila Schneider	Pinellas County Air Quality
Mike Taylor	City of Gulfport
Jamie Viveiros	City of Treasure Island
Wesley Wright	City of St. Pete Beach

Others Present

Jensen Hackett	FDOT
Kyle Simpson	City of St. Petersburg - Transportation/Bike/Ped
Kris Milster	Traffic Technology Services
Kevin Jackson	City of St. Petersburg - Engineering and Capital Improvements
Autumn Westermann	Pinellas County Schools-Transportation
Tracy Noyes	FDOT
Amy Elmore	Forward Pinellas
Whit Blanton	Forward Pinellas
Al Bartolotta	Forward Pinellas
Chelsea Favero	Forward Pinellas
Sarah Caper	Forward Pinellas
Robert Feigel	Forward Pinellas
Jared Austin	Forward Pinellas
Maria Kelly	Forward Pinellas

1. CALL TO ORDER

Chair Joan Rice called the meeting to order at 2:00 p.m. Chelsea Favero reviewed the Zoom meeting guidelines and the attendees were announced by Ms. Maria Kelly, there were 35 attendees.

2. APPROVAL OF SUMMARY

The summary of the May 27, 2020 meeting was approved with no corrections.

3. FY 2019/20 – FY 2023/24 TRANSPORTATION IMPROVEMENT PROGRAM (TIP) AMENDMENT

Jensen Hackett, Florida Department of Transportation (FDOT), reviewed a proposed TIP amendment with the committee. Project 445886-1 is a resurfacing project along I-275 from the Sunshine Skyway Bridge to the Maximo Point Bridge. This is a new project, with preliminary engineering being added to the TIP for \$1,362,942 in FY 2021. This proposed amendment will not affect any current projects in the FY 2019/2020 – 2023/2024 TIP. This project was approved by the Forward Pinellas Board on June 10, 2020 as part of the FDOT Work Program effective October 1, 2020, however FDOT is looking to move this project to the current year TIP, FY2020-2024. Questions were taken and appropriately answered. Cheryl Stacks made a motion to request approval by the Forward Pinellas Board. Rick Perez seconded the motion and it passed with a unanimous vote.

4. MULTIMODAL PROJECT PRIORITIZATION PROCESS

Chelsea Favero, Forward Pinellas staff, reviewed the Multimodal Project Prioritization process with the committee. As the Florida Department of Transportation (FDOT) develops its Five-Year Work Program, projects from the Multimodal Priority List and the Transportation Alternatives (TA) Program Priority list are transmitted to FDOT to be considered for scheduling in the Work Program, based on available state and federal funding. The priority lists are approved by the Forward Pinellas Board each year and are included in the Transportation Improvement Program (TIP). Forward Pinellas staff worked with the TCC to restructure the project prioritization process to incorporate competitive scoring criteria that aligns with the outcomes desired for the Advantage Pinellas Plan. This scoring criteria will be applied to all new application submittals. Questions were taken and appropriately answered. Caroline Lanford made a motion to request approval by the Forward Pinellas Board. Rick Perez seconded the motion and passed with a unanimous vote.

5. PUBLIC PARTICIPATION PLAN (PPP) EVALUATION REPORT

Al Bartolotta, Forward Pinellas Division Manager, addressed the committee on the Public Participation Plan (PPP) Evaluation Report. The PPP guides Forward Pinellas' public involvement activity in its role as the metropolitan planning organization (MPO) for Pinellas County. It identifies ways to provide opportunities for local residents to learn about and shape the outcome of transportation plans and project. Forward Pinellas carries out a robust citizen participation program that includes public workshops, citizen and business group meetings and social media outreach. An evaluation of the PPP is conducted following the adoption of a Long-Range Transportation Plan (LRTP) every five years to gauge the effectiveness of the plan in meeting its objectives. The findings and recommendations of the evaluation are compiled in a report. A link to the draft 2020 PPP Evaluation Report can be found on the Forward Pinellas website. Questions were taken and appropriately answered. Questions were taken and appropriately answered.

6. SAFE STREETS PINELLAS

Sarah Caper, Forward Pinellas Principal Planner, addressed the committee regarding the launching of the local vision zero initiative, "Safe Streets Pinellas." Vision Zero is a world-wide movement of communities that share the belief that no one should be killed or seriously injured while using public roadways. Safe Streets Pinellas will bring people together to analyze collision data, test theories, conduct demonstration projects and develop an Action Plan that will help Pinellas County get to zero deaths on its roadways. The Safe Streets Pinellas kick-off event was originally scheduled for

March but was postponed due to COVID-19. Plans are underway to develop engagement strategies that are appropriate for the current situation. Questions were taken and appropriately answered.

7. PROJECTS FOR POTENTIAL STIMULUS FUNDING

The idea of preparing a list of projects for potential COVID-19 stimulus funding was previously discussed at the May 27 TCC meeting. Several local governments reached out with shovel-ready project suggestions. A draft list of projects was presented to the committee for review, however additional projects are still being suggested. Having a list of shovel-ready projects available for consideration by state and federal officials would be beneficial to take advantage of any available resulting from legislative action. Questions were taken and appropriately answered.

8. INFORMATIONAL ITEMS

A. SPOTlight Emphasis Areas update.

Ms. Favero updated the committee on the Gateway Master Plan. At the most recent study management team meeting the final plan recommendations were unveiled and strategies to move the Plan forward were discussed. All comments have been received and submitted to the consultants. The final plan will be wrapped up in the next couple of weeks. The memorandum of agreement should be in place this fall. In terms of US19, the Frontage Road Study has slowed down a little due to the inability to do outreach at this time. FDOT will resume the project soon. Forward Pinellas continues to work with FDOT on the interchange re-evaluation for the US19 northern sections in Pinellas County. A concern has come up with the planned pedestrian underpass near Republic Drive, as business owners are concerned about visibility of their businesses. FDOT is currently investigating this concern.

B. Board Action Sheets – June 10, 2020 summary was provided.

C. Traffic Fatalities Map – attached

D. Forward Pinellas Call for Projects

A formal call for Forward Pinellas grant program applications will be released following the July Forward Pinellas Board meeting. This includes Transportation Alternatives, Complete Streets and Multimodal Priorities. The application review process for all these programs will be done at the same time. Attached is a draft schedule of due dates.

E. Tentative Future Agenda Topics

9. OTHER BUSINESS

Heather Sobush shared information regarding the Remix Transit mapping tool used by PSTA to update routes and get associated cost estimates. Remix has recently rolled out a new product called Remix Streets which is a tool to help with complete streets style planning. If any groups are interested in seeing a demonstration of the tool, they can contact Heather to set up a demonstration meeting.

Cheryl Stacks congratulated Heather Sobush and PSTA, and others who worked on the Central Avenue BRT for the recent funding award from FTA.

The next meeting August 26, 2020

10. ADJOURNMENT – 3:38 pm

Technical Coordinating Committee – August 26, 2020**3. Proposed Amendment(s) to the FY 2020/21 – FY 2024/25
Transportation Improvement Program**

SUMMARY

The Florida Department of Transportation (FDOT) is requesting that Forward Pinellas, in its role as the metropolitan planning organization, approve the attached Annual Roll-Forward Amendment to the adopted Transportation Improvement Program (TIP) to reconcile year one of the TIP with the FDOT Work Program. The FY 2020/21 through 2024/25 TIP will take effect on October 1, 2020. Until then, the FY 2019/20 through 2023/24 TIP will be used by FHWA and FTA for authorization of funds. This roll forward amendment is a routine annual process to assist Forward Pinellas in identifying projects that were not committed in the previous Fiscal Year (2019/20) and have automatically rolled into FY 2020/21 of the FDOT Work Program. This amendment ensures that year one of the FY 2020/21 – 2024/25 TIP, adopted by the Board on June 8, 2020, matches year one of the FDOT Work Program. The affected projects submitted for approval are listed in the attached Roll Forward Report and letter from FDOT requesting the Annual Roll-Forward Amendment to the TIP.

ATTACHMENT(S):

- Letter from FDOT requesting the Annual Roll-Forward Amendment to the TIP
- Roll Forward Report

ACTION: Provide a recommendation to the Board for TIP amendments (if any)



Florida Department of Transportation

RON DESANTIS
GOVERNOR

11201 N. McKinley Drive
Tampa, FL 33612

KEVIN J. THIBAUT, P.E.
SECRETARY

July 30, 2020

Mr. Whit Blanton, FAICP
Executive Director
Forward Pinellas
310 Court Street
Clearwater, FL 33756

Dear Mr. Blanton,

The purpose of this letter is to request the MPO's approval of the Annual Roll-Forward Amendment to the adopted Transportation Improvement Program (TIP) for Fiscal Year (FY) 2021 through 2025 to reconcile differences between the TIP and the Department's Adopted Five-Year Work Program. This is a routine, annual process to assist Forward Pinellas in identifying projects that were not committed in the previous fiscal year (FY 2020) and have automatically rolled into FY 2021 of the FDOT Work Program. This amendment ensures that year one of the TIP, adopted by the Board on June 10, 2020, effective October 1, 2020, matches year one of the FDOT Work Program.

The affected projects submitted for the MPO's approval are listed in the attached Roll Forward Report.

Please acknowledge the MPO's approval of this Roll-Forward Amendment to your current TIP by signing this letter and returning it to this office for further processing. The Department appreciates your expeditious handling of this request. If you have any questions, please feel free to contact me at (813) 975-6283.

Sincerely,

Jensen Hackett, Planning Specialist/MPO Liaison

Attachment: Forward Pinellas Roll-Forward Report

Approved by: _____ Date _____
Commissioner Dave Eggers
Chairman, Forward Pinellas Metropolitan Planning Organization

FLORIDA DEPARTMENT OF TRANSPORTATION
OFFICE OF WORK PROGRAM
MPO ROLLFORWARD REPORT
=====

DATE RUN: 07/30/2020
TIME RUN: 07.42.05
MBRMPOTP

ITEM NUMBER:437622 1	PROJECT DESCRIPTION:SAN MARTIN BRIDGE REPLACEMENT	*NON-SIS*
DISTRICT:07	COUNTY:PINELLAS	
EX DESC:D7 COORDINATING ENVIRO IMPACT STATEMENT TO FHWA FOR CO	TYPE OF WORK:PD&E/EMO STUDY	

ROADWAY ID:		PROJECT LENGTH: .000						LANES EXIST/IMPROVED/ADDED: 0/ 0/ 0	
FUND CODE	LESS THAN 2021	2021	2022	2023	2024	2025	GREATER THAN 2025	ALL YEARS	
<hr/>									
PHASE: P D & E / RESPONSIBLE AGENCY: MANAGED BY FDOT									
ACSA	0	1,000		0	0		0	1,000	
TOTAL 437622 1	0	1,000		0	0		0	1,000	
TOTAL PROJECT:	0	1,000		0	0		0	1,000	

ITEM NUMBER:445376 1	PROJECT DESCRIPTION:126TH AVE N FROM US 19/SR 55 TO 34TH ST N	*NON-SIS*
DISTRICT:07	COUNTY:PINELLAS	
EX DESC:INHOUSE FOR PD&E OVERSITE. COUNTY IS CONDUCTING PD&E		TYPE OF WORK:PD&E/EMO STUDY

ROADWAY ID:		PROJECT LENGTH: .000					LANES EXIST/IMPROVED/ADDED: 0/ 0/ 0		
FUND CODE	LESS THAN 2021	2021	2022	2023	2024	2025	GREATER THAN 2025	ALL YEARS	
PHASE: P D & E / RESPONSIBLE AGENCY: MANAGED BY FDOT									
SA	0	1,000	0	0	0	0	0	1,000	
TOTAL 445376 1	0	1,000	0	0	0	0	0	1,000	
TOTAL PROJECT:	0	1,000	0	0	0	0	0	1,000	
TOTAL DIST: 07	0	2,000	0	0	0	0	0	2,000	
TOTAL HIGHWAYS	0	2,000	0	0	0	0	0	2,000	

FLORIDA DEPARTMENT OF TRANSPORTATION
OFFICE OF WORK PROGRAM
MPO ROLLFORWARD REPORT
=====

DATE RUN: 07/30/2020
TIME RUN: 07.42.05
MBRMPOTP

MISCELLANEOUS
=====

ITEM NUMBER:415738 7 PROJECT DESCRIPTION:OLDSMAR TRAIL PHASE 6 EXT-DOUGLAS RD FROM STEVENS AVE TO RACE TRACK RD *NON-SIS*
DISTRICT:07 COUNTY:PINELLAS TYPE OF WORK:BIKE PATH/TRAIL
EX DESC:CONSTRUCT 10' ASPHALT SHARED USE PATH

ROADWAY ID:15900004		PROJECT LENGTH: .467MI					LANES EXIST/IMPROVED/ADDED: 2/ 0/ 0		
FUND CODE	LESS THAN 2021	2021	2022	2023	2024	2025	GREATER THAN 2025	ALL YEARS	
PHASE: PRELIMINARY ENGINEERING / RESPONSIBLE AGENCY: MANAGED BY CITY OF OLDSMAR									
TALU	40,135	0	0	0	0	0	0	0	40,135
PHASE: PRELIMINARY ENGINEERING / RESPONSIBLE AGENCY: MANAGED BY FDOT									
DDR	1,026	0	0	0	0	0	0	0	1,026
DS	30,332	0	0	0	0	0	0	0	30,332
TALU	4,657	1,769	0	0	0	0	0	0	6,426
PHASE: CONSTRUCTION / RESPONSIBLE AGENCY: MANAGED BY CITY OF OLDSMAR									
LF	0	228,694	0	0	0	0	0	0	228,694
TALT	0	13,647	0	0	0	0	0	0	13,647
TALU	0	1,087,419	0	0	0	0	0	0	1,087,419
PHASE: CONSTRUCTION / RESPONSIBLE AGENCY: MANAGED BY FDOT									
TALU	0	82,556	0	0	0	0	0	0	82,556
TOTAL 415738 7	76,150	1,414,085	0	0	0	0	0	0	1,490,235
TOTAL PROJECT:	76,150	1,414,085	0	0	0	0	0	0	1,490,235
TOTAL DIST: 07	76,150	1,414,085	0	0	0	0	0	0	1,490,235
TOTAL MISCELLANEOUS	76,150	1,414,085	0	0	0	0	0	0	1,490,235
GRAND TOTAL	76,150	1,416,085	0	0	0	0	0	0	1,492,235

SUMMARY

In October 2018, the Clearwater City Council voted in support of the Complete Street Concept Plan for Drew Street, funded in part by a grant provided through the Forward Pinellas Complete Streets Program. The concept plan encompasses the Drew Street corridor from North Osceola Avenue to US Highway 19.

As Drew Street is under the jurisdiction of FDOT for a significant portion of the planning area, FDOT recently launched a corridor study and concept evaluation for the corridor. The purpose of the project is to review the concept plan and other plans associated with Drew Street and to provide an engineering fatal flaws analysis of the impacts of the concept plan on the surrounding areas.

Upon completion of the study, a long-range plan for the corridor will be defined and steps for implementation identified. In addition to this plan, site specific improvements such as sidewalks, crosswalks, intersection modifications and intelligent transportation system (ITS) applications will be advanced as standalone projects or as part of a resurfacing project(s).

A representative from FDOT will provide an overview of the study and answer questions from the committee members on the scope of the project.

ATTACHMENT(S): None

ACTION: None required; informational item

[Presentation](#)

5. US 19 North Planned Underpass

SUMMARY

The Florida Department of Transportation (FDOT) is in the design phase of partially controlled access improvements to US 19 between SR 580 and CR 95 that will include removal of the traffic signal at Republic Drive and a new interchange at Curlew Road. Funding for construction is scheduled for 2022. The design includes a pedestrian thoroughway (underpass) south of Republic Drive, a U-turn overpass at Boy Scout Road, and a pedestrian overpass at Northside Drive in response to direction from the Forward Pinellas Board in 2018 to accommodate pedestrian/bicycle crossings every one-quarter to one-half mile.

Concerned about the impact of the planned underpass on the visibility of their businesses, a group of adjacent property owners requested that the existing plans be modified to relocate the underpass. In response to this request, Forward Pinellas asked FDOT to evaluate the feasibility of relocating the planned underpass. After completing this evaluation, FDOT informed Forward Pinellas staff that the proximate location of the planned on/off ramps did not allow for the relocation.

Forward Pinellas staff has also expressed concern that, in addition to contradicting the Board's direction regarding the spacing of crossing locations, relocating the underpass compromises the safety of pedestrians, bicyclists and transit users who travel the corridor. This issue and the findings of the FDOT evaluation were discussed with the Forward Pinellas Board at their July meeting. Based on the discussion, Forward Pinellas staff is bringing the matter to the advisory committees for input before returning to the Board for a follow-up discussion and/or action in September.

At this meeting, Forward Pinellas staff will present the crossing design plans for this section of US 19 and review the planning and design context for the underpass. The presentation will include baseline demographic data of the project area and planning analysis data for the future land-use designations. The presentation will also include existing and proposed trail connections, as well as crash data for this section of US 19.

ATTACHMENT(S): FDOT US 19 Proposed Pedestrian Crossing Assessment

ACTION: None required; informational item

[Presentation](#)

256774-2/-3, US 19 from SR 580 to CR 95

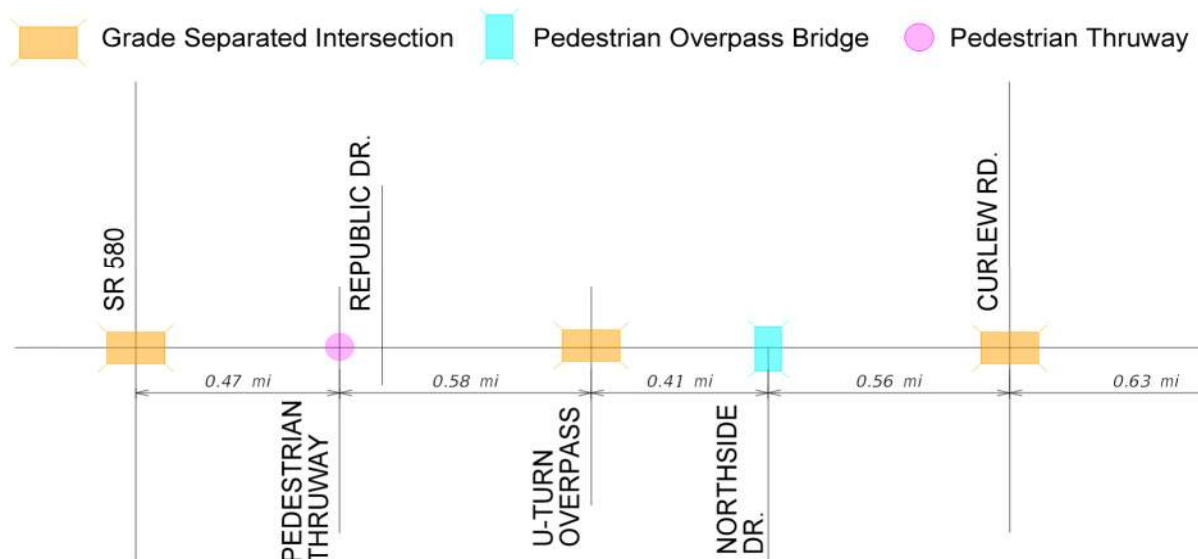
Grade Separation Location Assessment

The current design for this section of US 19 includes four grade separated crossings, three with both vehicle and pedestrian accommodations and one specifically designated for pedestrians, called a pedestrian thruway (shown below for renderings). In addition to the designated thruway, the design also provides a pedestrian overpass to allow pedestrians to safely cross over or under US 19. Early discussions with the locals indicated a desire for available pedestrian crossings at $\frac{1}{4}$ mile spacing. However due to limited Right-of-Way and geometric constraints, this was not feasible in this section of US 19 so a goal of $\frac{1}{2}$ mile spacing was identified.

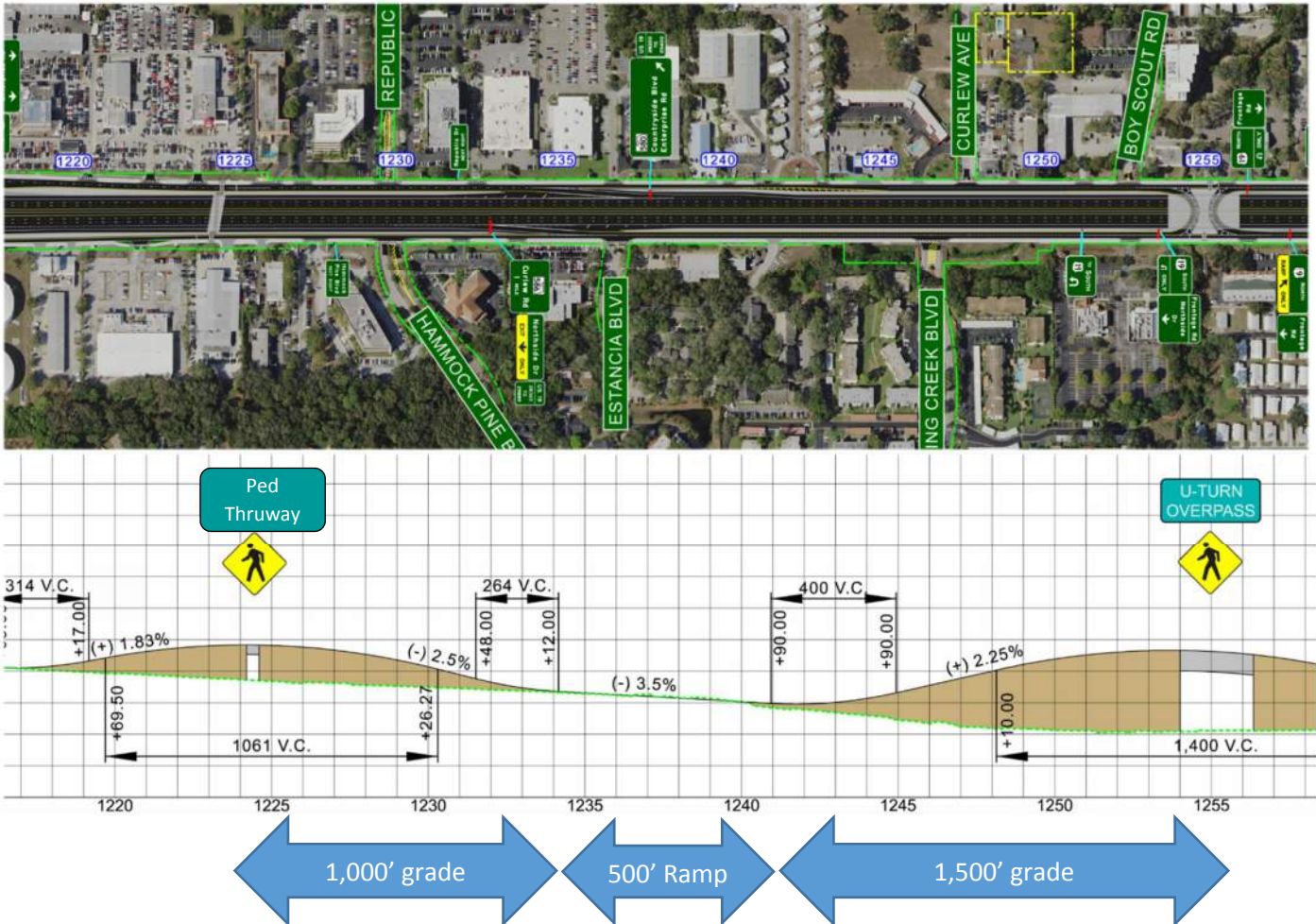


The locations of these crossings are shown on the graphic below. The pedestrian overpass at Northside Drive cannot be moved due to Right-of-Way constraints and the overpass at SR 580 is existing and cannot be moved. The distance between these points is 1.5 miles, which requires two pedestrian crossings to meet the Department's $\frac{1}{2}$ mile spacing goal. The pedestrian thruway is located approximately 2,500' (0.47 mile) north of the existing overpass at SR 580 and 3,000' (0.58 mile) south of the proposed U-Turn Overpass near Boy Scout Road which is approximately 2,150' (0.41 mile) south of the proposed pedestrian overpass at Northside Drive. These distances are in-line with the Department's $\frac{1}{2}$ mile spacing goal for pedestrian crossing on US 19.

US 19 PEDESTRIAN CROSSING OPPORTUNITIES



The design for US 19 is controlled largely by the vertical profile as it transitions from elevated sections where pedestrian and vehicles can cross underneath to at-grade sections where slip ramps can connect mainline and frontage lanes. In general, it takes approximately 1,000' to 1,500' to transition from an overpass to an at-grade section of roadway and each ramp requires approximately 500' to transition from mainline to frontage (or vice-versa). See graphic below illustrating the profile and the vertical constraints.



If the Pedestrian Thruway was shifted north 450' to Republic Drive, there would not be sufficient distance to develop the ramps that connect northbound and southbound mainline with the frontage roads. The elimination of these ramps would reduce access to the frontage lanes and reduce the overall level of services of the system. Additionally, the U-Turn overpass cannot be shifted any further north because it is constrained by the location of the pedestrian overpass at Northside Drive and two pairs of ramps that are required to meet traffic and access needs south of Curlew Road.

In order to meet the goal of ½ mile spacing for pedestrian crossings of US 19, the only location for the pedestrian thruway is the location currently shown in the plans, 450' south of Republic Drive.

6. COVID-19 Impacts to the Transportation System

SUMMARY

The COVID-19 pandemic has had a dramatic impact on the way people get around the county. This has been reflected in recent trends of local trail usage, vehicular traffic volumes on major roadways, the number of transit riders, and even on the number and severity of crashes countywide. Forward Pinellas staff will provide an overview of the recently observed impacts to the county's transportation system.

ATTACHMENT(S): None.

ACTION: None, information only.

[Presentations](#)

7. Alternatives to Roadway Level of Service Indicators

SUMMARY

In its role as the Pinellas Planning Council (PPC), Forward Pinellas evaluates proposed amendments to the Countywide Plan on a monthly basis. One of the key criteria for the approval of these proposed amendments is that they meet a transportation standard outlined by the Countywide Rules. This standard focuses on the potential impacts of proposed land use designation changes on the level of service (LOS) of adjacent roadways. In addition, most local governments consider the existing roadway LOS when planning for new transportation investments. Due to the limitations of using a roadway performance measure that is focused on automobile travel, Forward Pinellas has begun to develop a new GIS based methodology that takes into consideration multimodal performance criteria. This is intended to replace the traditional roadway LOS standards as the primary means of evaluating transportation impacts of proposed Countywide Plan amendments.

Forward Pinellas will be seeking feedback from the TCC on the methodology being developed to replace roadway LOS over the coming months. After the methodology is developed, Forward Pinellas will include this as a knowledge exchange series topic to further engage its local government partners.

ATTACHMENT(S): None

ACTION: None required; informational item

[Presentation](#)

8. Communications Road Map

SUMMARY

Forward Pinellas has developed the attached Communications Road Map to provide an overview of current public involvement activity and the extent to which it is accomplishing key objectives and target metrics. The intent of this is to ensure Forward Pinellas is able to put forth an effective program of communications and outreach while furthering the agency's goals in the areas of transportation and land use.

In addition to the Road Map, a monthly communications report (see attached) will be produced for the purpose of tracking target analytics, including website hits, blog views, news interviews, and social media reach. The goal of this item is to provide a more comprehensive view of the communications and outreach initiatives undertaken by Forward Pinellas to engage the community in its planning activities.

ATTACHMENT(S):

- Communications Road Map
- Monthly Report

ACTION: None required, informational item



FORWARD
PINELLAS

Integrating Land Use & Transportation

COMMUNICATIONS ROAD MAP

2020

WHERE ARE WE NOW?

BACKGROUND

With almost 1 million people living in Pinellas, the communications team works to provide clear, timely, and vetted information. In return, our community's voice is critical to ensuring we are planning for everyone. Our audience consists of elected officials, planners, local government staff, professional partners, and the public. We are here to help them grow, sustain and transform: whatever it takes to move Pinellas forward.

CURRENT SITUATION

Community Outreach

- Special Area Project Outreach Events
 - Safe Streets Pinellas
 - Gateway Master Plan
- Guiding Plans Outreach Events
 - Countywide Plan
 - Advantage Pinellas
- Strategic Business Plan
- Partners in Action Awards

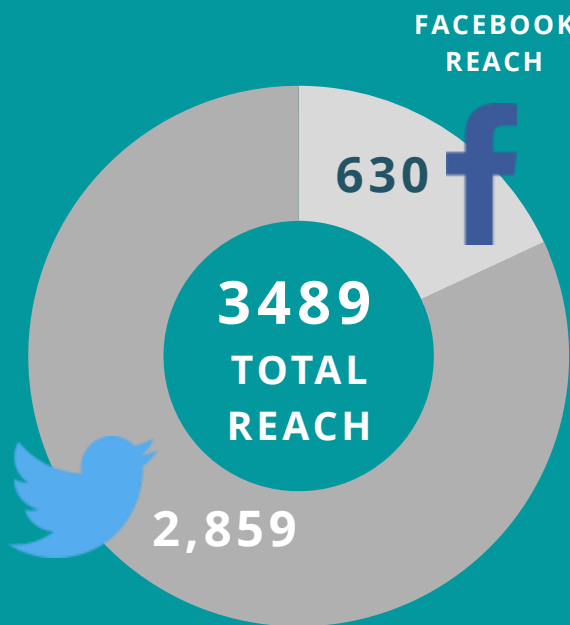
Public Communications

- Social Media Posts (Facebook, Twitter, LinkedIn)
- Website Updates
- Blog Posts
- Email Blasts
- Graphic Design
- Public Presentations
- Event Planning
- Knowledge Exchange Series
- Meeting Agenda Summaries
- Reporting & Analytics (yearly)

Communications Collaboration

- Guiding Documents & Plans (LRTP, PPP, TIP, UPWP)
- Special Area Projects
- Brand Awareness
- Outreach Strategic Planning
- "Disarming Planner-Speak"

CURRENT METRICS



KEY IDEAS

- Communication Collaboration & Responsiveness is Key.
- Communications should be involved at the beginning of every project.
- We have to ensure we're speaking in an understandable way (no acronymns/jargon)
- Continual Brand Awareness is essential.
- We need to meet the public where *they* are.
- Creating internal communications tools is vital to the culture of the team.

WHERE DO WE WANT TO GO?

3

INCREASE



- Tracking & Reporting
- Video Storytelling
- Blog Posts
- Social Media Presence

SUSTAIN



- Collaboration
- Outreach Coordination
- Event/Workshop Planning
- Consultant Collaboration
- Special Area Projects
- Guiding Plan Communications
- Meeting Agenda Summaries

REVAMP



- Website
- Media Library
- PPT Templates
- Brand Awareness



CREATE

- Instagram
- Blog Schedule
- Social Media Schedule
- ADA Compliance Policy
- Prezi Templates
- Community Conversations*
- Speakers Bureau
- Quarterly Newsletter
- Calendar of Events
- News Releases
- Resolutions
- Podcasts
- Internal Website
- Communications SOP's
- Communications Forms
- Internal Media Library
- Internal Calendar

TARGET METRICS

100

Monthly Views

BLOG

300

Monthly Hits

WEBSITE

5K

Monthly Views

NEWS AUDIENCE

10

In Total

NEWS RELEASES

f

↑

40%

Followers Reach

FACEBOOK

↑

20%

Followers

100%

Impressions

TWITTER

↑

30%

Followers

LINKEDIN

40

Subscribers

YOUTUBE

100

Followers

250

Impressions

INSTAGRAM

HOW DO WE GET THERE?

1 YEAR PLAN

In 2020, Forward Pinellas Communications will focus on analyzing current levels of service, continuing excellent outreach and collaboration, and increasing digital storytelling in the form of social media, videos, and websites. In order to achieve these goals, productivity tools will be created, such as a social media content manager, blog post schedule, internal SOP's and forms, internal media library, and an internal website. In addition, monthly analytics reports will ensure that we are on track with our communications target goals. Last, we will create new storytelling initiatives, including an Instagram account, pop-up events, a speakers bureau, and a quarterly newsletter.

KEY OBJECTIVES

OUT REACH	Brand Awareness Programs Develop Improvement Strategy for underserved communities
SOCIAL MEDIA	Create Instagram Account Implement Social Media Schedule
WEB	Revamp Website Layout Set Blog Post Schedule
NEWS	Create News Releases Reach out to local reporters
INTERNAL	Internal Communications Tool Communications SOP's & Forms

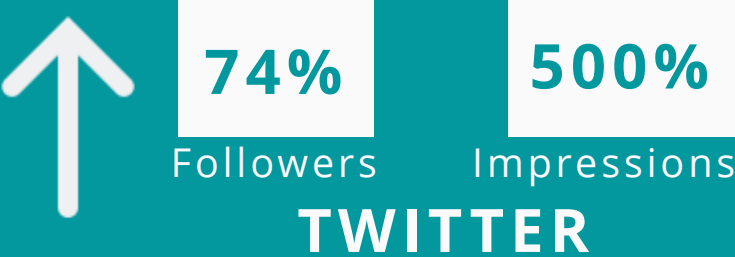
HOW DO WE GET THERE?

3 YEAR PLAN

From 2020 - 2023, Forward Pinellas will focus on continuing digital storytelling initiatives, but will also provide new concepts of reaching people where they are. This could include a complete modernization of the Forward Pinellas website, advanced comments for public hearings, facebook live opportunities, educational programming for schools, a Forward Pinellas App. Forward Pinellas will continue to promote brand awareness through outreach events and will prioritize partnership opportunities with board members, local libraries, extension offices, local non-profits, local colleges and universities, professional planning organizations, and other transportation organizations.

KEY OBJECTIVES

Educational Programs Partnership Events Pop Up Events	OUT REACH
Facebook Live Meetings Webinar Presentations Public Hearing Comments	SOCIAL MEDIA
Modern Design Revamp ADA Compliance Conversion	WEB



TARGET METRICS





FOLLOW AND SHARE OUR SOCIAL MEDIA



@ForwardPinellas

GET INVOLVED

The success of Forward Pinellas involves everyone, from our stakeholders, to our board members, neighborhoods, and local partners. We need your help to keep moving Pinellas forward!

SPREAD THE NEWS

Share news articles, social media posts, and other discussions with the public so our community knows we are here to support them.

SIGN UP FOR OUR EMAIL LIST

Stay up to date by signing up for the Forward Pinellas Blog on our website:

6

SIGN UP FOR OUR BLOG

Stay up to date by signing up for the Forward Pinellas Blog on our website:

ForwardPinellas.org/Blog

REQUEST A SPEAKER

Forward Pinellas can come speak at your community meeting, school, or even do a Virtual Webinar on a topic you request.



Phone

727.464.8250



Email

info@forwardpinellas.org



Message Us

[@ForwardPinellas](#)

Get in touch:

310 Court Street, Clearwater, FL 33756
www.ForwardPinellas.org

MONTHLY COMMUNICATIONS REPORT

JUNE & JULY 2020

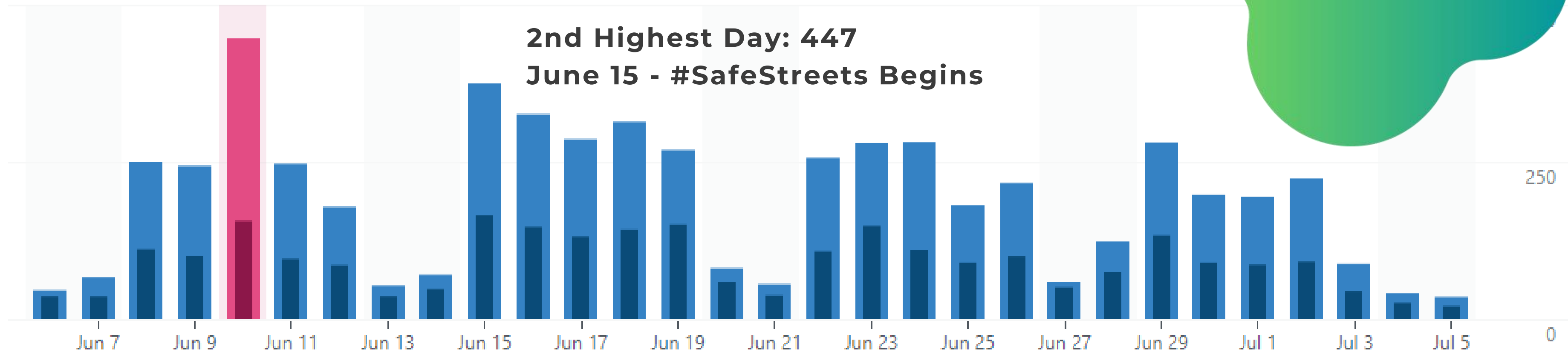


**FORWARD
PINELLAS**
Integrating Land Use & Transportation

JUNE WEBSITE HITS

Highest Day: 447
June 10 - FP Board Meeting

TOTAL: 6.7K



15

PUBLIC PARTICIPATION
EXTERNAL MEETINGS & OUTREACH

4

MEDIA INTERVIEWS

2.8K

SOCIAL MEDIA FOLLOWERS

850

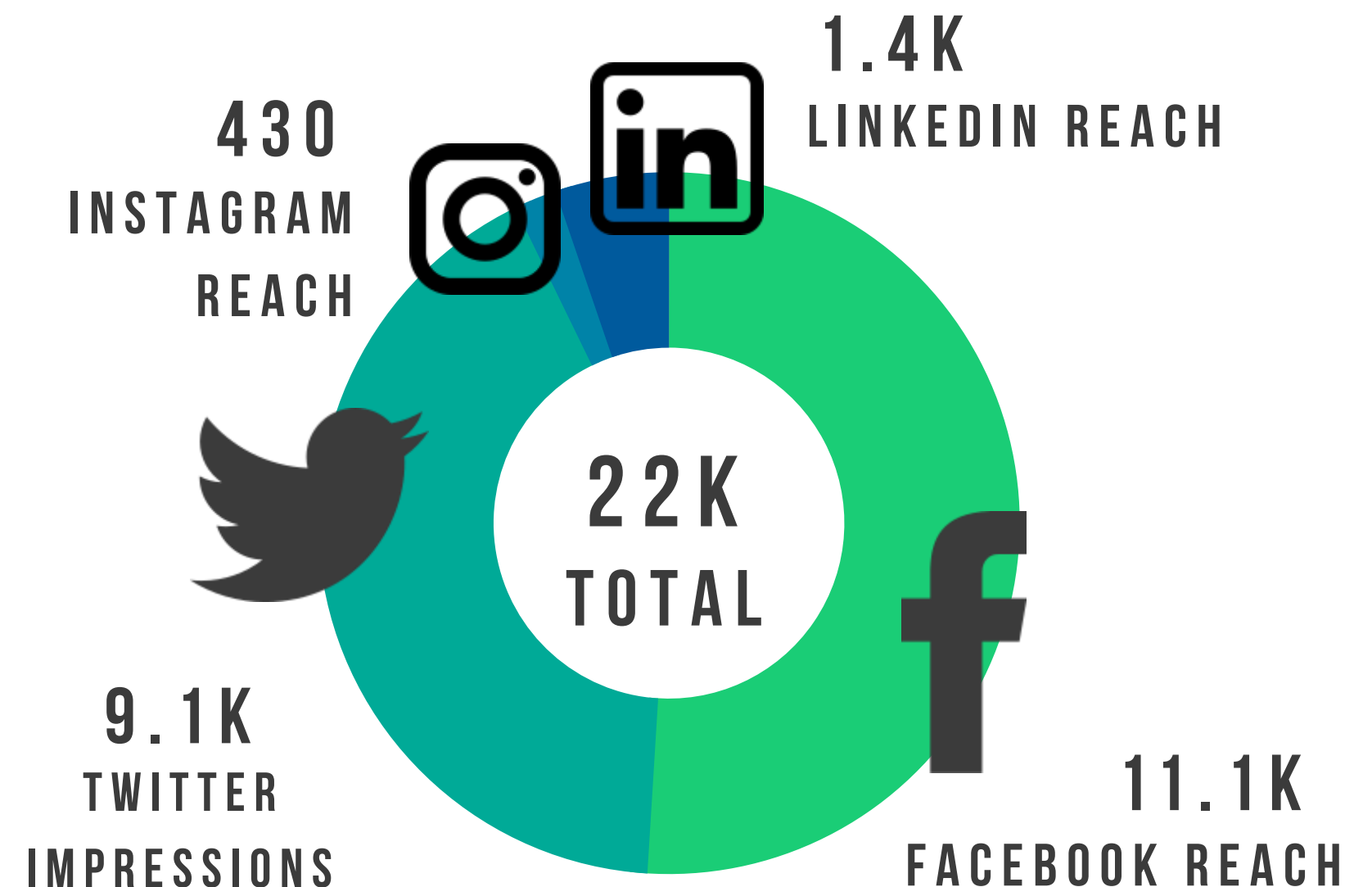
BLOG VIEWS

188

BLOG FOLLOWERS

SOCIAL MEDIA ANALYTICS

@FORWARDPINELLAS



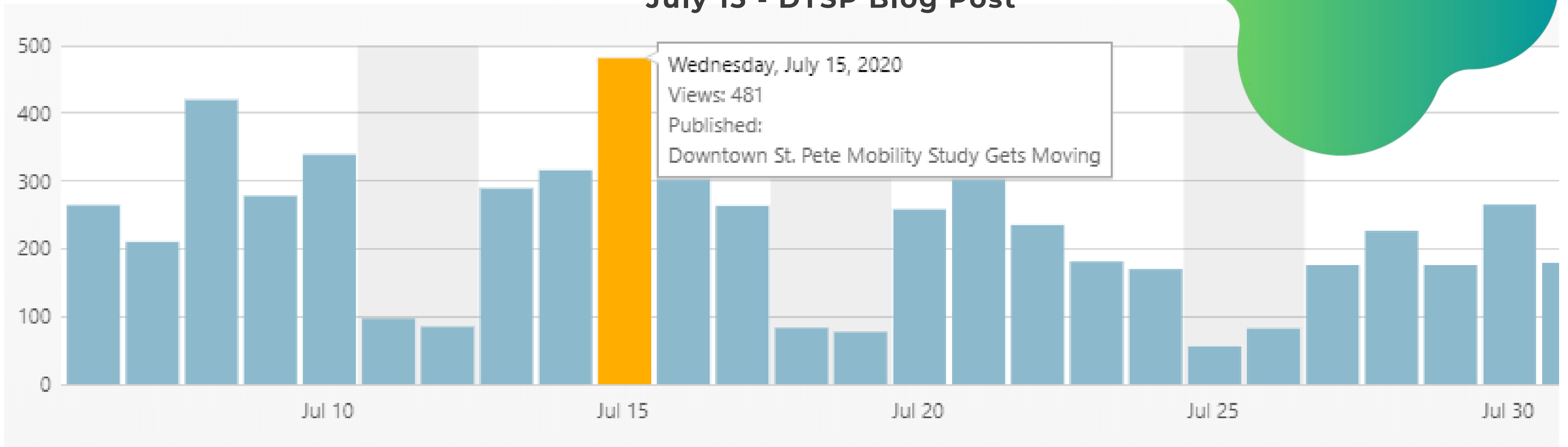
*Reach and Impressions is the total number of people who see your posts.

*Engagement is the total number of people who clicked, liked or commented on your posts.

JULY WEBSITE HITS

Highest Day: 481
July 15 - DTSP Blog Post

TOTAL: 6.5K



11

PUBLIC PARTICIPATION
EXTERNAL MEETINGS & OUTREACH

5

MEDIA INTERVIEWS

3K

SOCIAL MEDIA FOLLOWERS

968

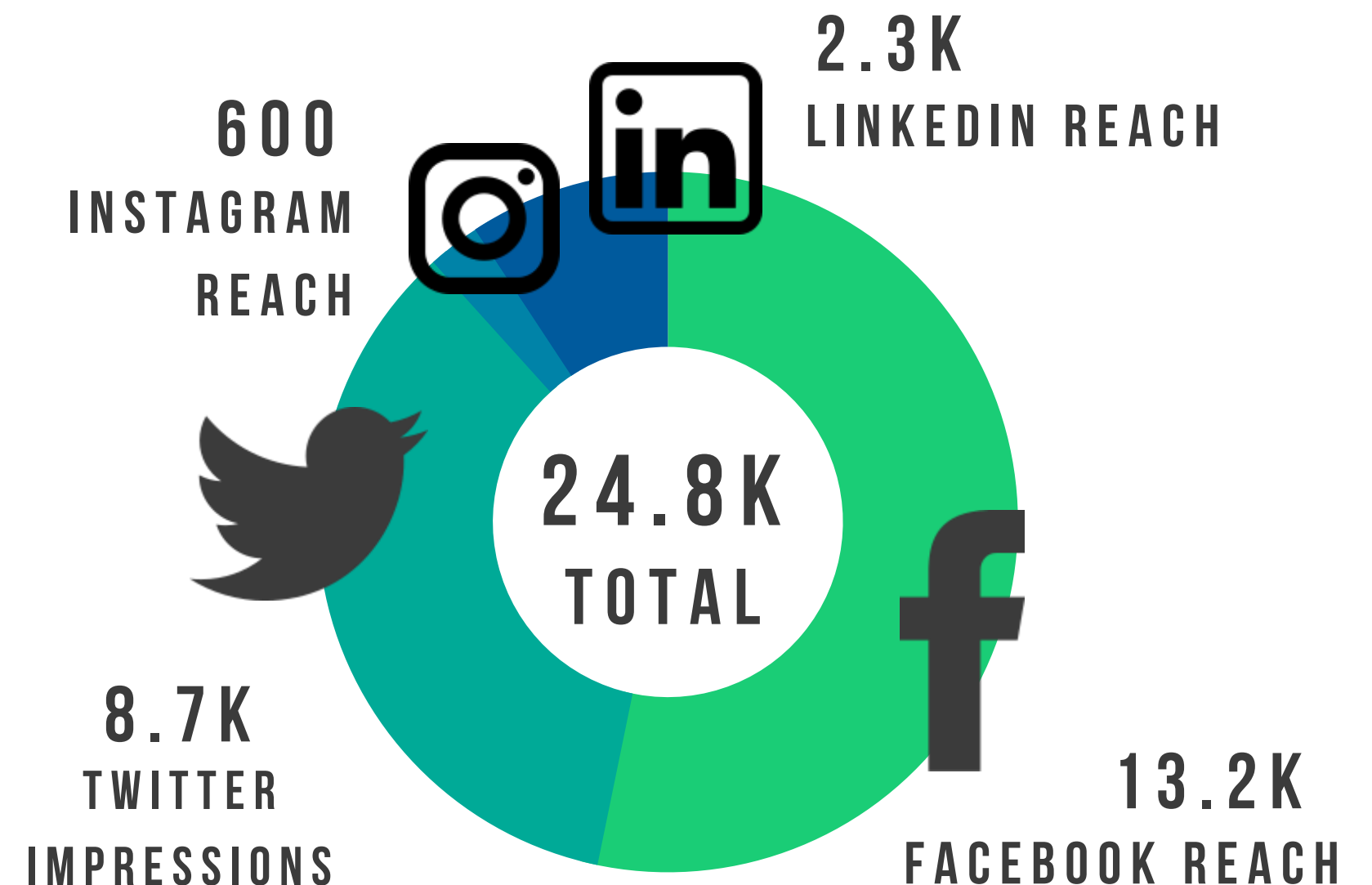
BLOG VIEWS

191

BLOG FOLLOWERS

SOCIAL MEDIA ANALYTICS

@FORWARDPINELLAS



*Reach and Impressions is the total number of people who see your posts.

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A. SPOTLight Emphasis Area Update

Staff will provide an update of the SPOTLight Emphasis Areas.

B. Forward Pinellas Board Executive Summary – July 08, 2020

ATTACHMENT: Forward Pinellas Newsletter/Executive Summary – July 08, 2020

C. Traffic Fatalities Map

As previously indicated, staff will provide the updated Traffic Fatalities Map each month.

ATTACHMENT: Traffic Fatalities Map thru June 30, 2020

D. Tentative Future Agenda Topics

The following topics are tentatively scheduled to appear as items on future TCC agendas:

- Trends and Conditions Report
- Safe Streets Pinellas
- Congestion Management Process
- Fall Update of the TIP
- Complete Streets Applications
- Transportation Alternatives Applications

Board Meeting Summary & Action Sheet

July 8, 2020

Please note that this summary has not been approved as the official minutes of the board.

THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY

The Forward Pinellas Board held this public meeting virtually on July 8, at 1 p.m. to ensure public safety in response to the COVID-19 pandemic. Please see the following link for more information about virtual meeting [policies and procedures](#).

Commissioner Eggers asked to take a moment of silence for Independence Day, as well as those families and individuals affected by COVID-19, as well as the police officers and those protesting for change over the past few weeks' events.

Forward Pinellas Director announced the promotion of Rebecca Stysly to Finance and Accounting Analyst 1.

Forward Pinellas Director announced that the [Resilient Tampa Bay Transportation Project](#), a regional effort between Forward Pinellas, Hillsborough MPO, Pasco MPO, the Tampa Bay Regional Planning Council, and the Florida Department of Transportation, received the [National Association of Development Organizations' 2020 Excellence in Transportation Award](#).

PUBLIC HEARING ITEMS

The board unanimously approved a modification to the Transportation Improvement Program (TIP).

- The proposed amendment would add a resurfacing project (445886-1) along I-275 from the Sunshine Skyway Bridge to the Maximo Point Bridges. This is a new project, with preliminary engineering being added to the TIP for \$1,362,942 in FY 2021. This project will not affect any current projects in the FY 2019/20-2023/24 TIP.

PRESENTATIONS AND/OR ACTION ITEMS

Commissioner Long presented updates for the PSTA Activities Report.

- On Wednesday, July 8, 2020, the PSTA unveiled their new brand for the Central Avenue Bus Rapid Transit (CA-BRT) – “SunRunner.”

Commissioner Seel presented updates for the TBARTA Activities Report.

- On June 22, 2020, TBARTA adopted the Envision 2030 Regional Transit Development Plan.

Bill Ball, from Tindale-Oliver, presented on the [TBARTA Envision 2030 Regional Transit Development Plan](#).

- Ball introduced and compared economic and financial impacts of three investment scenarios for Envision 2030: Scenario 1: Status Quo; Scenario 2: Low-Impact; Scenario 3: High-Impact.
- TBARTA adopted the unfunded Regional Transportation Vision Network, the Status Quo Scenario, and continued evaluation of calls to action in collaboration with local partners.

Forward Pinellas Board unanimously adopted the [Multimodal Prioritization Projects Approval](#) Process

- Forward Pinellas develops an annual list of transportation priorities for state and federal funding. Moving forward, Forward Pinellas will apply a competitive scoring process to align the selection of priorities with the county's land use goals and Advantage Pinellas. Forward Pinellas will score projects on Safety, Equity and Health, Mobility, Economics, Environment, and Resiliency, as well as their countywide significance and public and local government support.
- The Call for Projects opens on July 10, 2020 and will go to the Forward Pinellas Board for approval in March 2021. Click Here for more information: <https://forwardpinellas.org/2020-call-for-projects/>

Amy Elmore, Forward Pinellas' Communications and Outreach Manager, presented the [Communications Road Map and Monthly Communications Report](#)

- The Communications Road Map is a strategic plan that outlines objectives and target metrics to achieve the overall goal of engaging more residents and stakeholders into our overall planning processes.
- Each month, a Communications Report will be included in the informational items for the board, so they can see how Forward Pinellas is progressing with their communications goals.
- The board and residents are encouraged to get involved by following Forward Pinellas on [Facebook](#), [Twitter](#), and [Instagram](#), stay up to date with our blogs, and invite us to speak at other meetings throughout our community.

SPOTlight Update:

Indian Shores Gulf Blvd Sidewalk Update

- The Mayor and Town Council of Indian Shores would like to have a sidewalk built from 191st Avenue to Whitehurst Avenue as part of a drainage project to reduce ponding after rains. The ponding is occurring on the shared bicycle and pedestrian path, creating hazardous situations. Drivers also frequently use the shared bike/ped path to pass vehicles waiting to turn left, adding to the safety hazard.
- FDOT has an \$8 Million drainage project currently underway that will fix much of the ponding issues. This project will also include additional signage and incorporating green pigment paint into the pavement where pedestrians and cyclists operate, due to constraints that hinder construction of a sidewalk at this time.
- The Mayor and Town Council are seeking a larger project to add a sidewalk with lateral separation from the roadway as part of a more complete drainage project. Forward Pinellas will continue working with the Town, FDOT and other partners as appropriate on how best to fund and advance this project.

US 19 Pedestrian Throughway/Underpass Update

- Based on direction from the Forward Pinellas Board, FDOT has been working to create pedestrian crossings every quarter mile on US 19 from State Road 580 to County Road 95, which is in the design phase. They can only accommodate a half-mile spacing for this segment, which includes design of a pedestrian throughway/underpass on US 19 south of Republic Drive and additional at-grade and overpass crossings further to the north. FDOT and Forward Pinellas have received concerns from local business owners that visibility would be an issue and this section of the road is not utilized by pedestrians.
- The director reported that FDOT cannot relocate the underpass and still meet the board's direction and pointed to the video animations prepared by the Department showing little visual impact.

- After discussion about the amount of pedestrian usage today and in the future, the board said it would like to study the issue further and asked that it be placed on a future agenda to review additional information and provide further direction to the Department, as desired.

Drew Street Preliminary Engineering Scope of Services

- A preliminary engineering study for Drew Street – from Osceola Street to US 19 - is underway and is currently in the data gathering phase. The goal is to present an analysis of option and obtain consensus on improvements from all partners, Pinellas County, the City of Clearwater, and FDOT. This phase should be complete in nine months.
- In addition, FDOT is working on closing sidewalk gaps where right-of-way is available as quickly as they can.

Safe Streets Pinellas Online Campaign

- The Virtual Safe Streets Pinellas Campaign has already reached 10,000 people online and residents have made over 200 comments on transportation issues they are seeing in their community.
- Board members are encouraged to follow Forward Pinellas on social media and help spread the word about this campaign.

Public Participation Plan (PPP) Evaluation Report

- Forward Pinellas has participated in an average of 150 meetings, workshops and public events each year from 2017- 2019.
- From 2018 – 2019, there was a 12% increase of unique page views for the Forward Pinellas Website, and Forward Pinellas Facebook posts reached more than three times higher. **Forward Pinellas Equity Assessment**
- Forward Pinellas will complete an equity assessment for its organization, its structure, committees, public outreach methods, projects, work products, and the outcomes of our planning activities. Staff is just beginning to develop the scope of work. UNITE Pinellas will serve as an external sounding board to help guide us through this process. We will begin conducting interviews with key stakeholders in our minority and disadvantaged communities to help shape the work plan. Our goal is to bring back this scope for board approval in September 2020.

Other Items

- TMA Leadership Group Meeting will be held on July 10, 2020 virtually.
- The MPO Chairs Coordinating Committee and the Joint Chairs Coordinating Committee will follow the TMA meeting on July 10th – Regional priorities Update & Summit with Central Florida MPO Alliance Virtual Meeting.
- The next board meeting will be September 9, 2020. Virtual options for participation will be available. Please visit our website for more information: www.forwardpinellas.org
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Other Items

- TMA Leadership Group Meeting will be held on July 10, 2020 virtually.
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- The next board Meeting will be September 9, 2020. Virtual options for participation will be available. Please visit our website for more information: www.forwardpinellas.org

Action Sheet

July 8, 2020

At its July meeting, the Forward Pinellas Board took the following official actions:

- **Consent Agenda** (roll call vote: 12-0)
Approved to include the following:
 - A. Approval of Minutes of the June 10, 2020 Meeting
 - B. Approval of Committee Appointments
 - C. Map Adjustment – City of Clearwater – Official Acceptance
 - D. Approval of Commission for the Transportation Disadvantaged (CTD) Agreement and Adoption of Associated Resolution
 - E. Approval of Procurement #20-01 Forward Pinellas Planning Consultants Selection
 - F. Approval of Procurement #20-03 Auditing Firm Recommendation
 - G. Approval of the Pinellas Planning Council Work Plan

- H. Approval of Annual Budget and Millage Rate for FY 21 and Adoption of Associated Resolution
- I. Approval of Unified Planning Work Program (UPWP) Amendment
- J. Approval of Counts, Cras Data and Level of Service Program Scope of Services

- **Amendment to the FY 2019/20-FY 2023/24 Transportation Improvement Program**

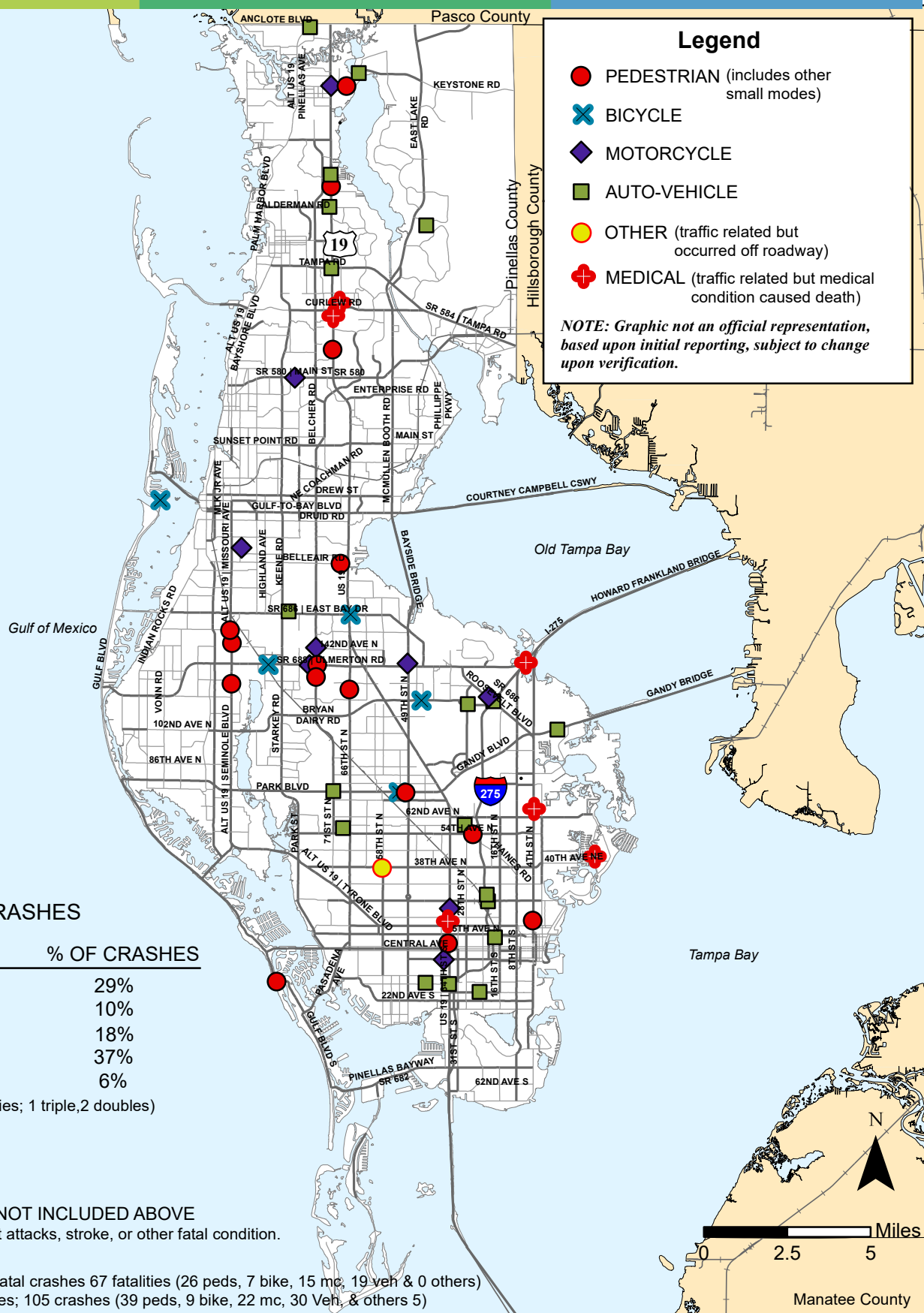
Following a presentation by FDOT and public hearing, the board, in its role as the metropolitan planning organization approved the amendment to the TIP. (roll call vote: 12-0)

- **Multimodal Prioritization Process**

Following a presentation by Forward Pinellas staff, the board approved the new Multimodal Prioritization Process as outlined. (roll call vote: 12-0)

YEAR 2020
(thru July 31st)

Locations of Reported Traffic Fatalities



FATAL CRASHES

TOTALS	51	% OF CRASHES
*PEDESTRIAN	15	29%
*BICYCLE	5	10%
*MOTORCYCLE	9	18%
AUTO-VEHICLE	19	37%
OTHER	3	6%
(51 fatal crashes 55 fatalities; 1 triple, 2 doubles)		

6 NON-TRAFFIC FATALS NOT INCLUDED ABOVE

Medical incidents include heart attacks, stroke, or other fatal condition.

**Same time July 31, 2019: 67 fatal crashes 67 fatalities (26 peds, 7 bike, 15 mc, 19 veh & 0 others)

**End of year (2019) 106 fatalities; 105 crashes (39 peds, 9 bike, 22 mc, 30 Veh. & others 5)

