

Join the CAC Zoom Meeting for August 27, 2020

Click Link:

<https://us02web.zoom.us/j/89919938410?pwd=KzEwMVFrSW9sVERpV05Sd2ZaSUNiZz09>

Meeting ID: 899 1993 8410

Passcode: 052984

One tap mobile

+16468769923,,89919938410#,,,,,0#,,052984# US (New York)

+13017158592,,89919938410#,,,,,0#,,052984# US (Germantown)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 646 876 9923 US (New York)

+1 346 248 7799 US (Houston)

+1 408 638 0968 US (San Jose)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 899 1993 8410

Passcode: 052984

Find your local number: <https://us02web.zoom.us/j/kcsYqA7fuS>



**CITIZENS ADVISORY COMMITTEE
(CAC) AGENDA**

August 27, 2020 – 7:00pm

Virtual Meeting

THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY

The actions of the CAC are guided by its vision of “*a community-driven, modern transportation system that is safe, provides equitable access, and efficient mobility options in support of a sustainable, healthy, livable, and economically vibrant region.*”

1. **CALL TO ORDER AND INTRODUCTIONS** (7:00 - 7:05)
2. **APPROVAL OF MINUTES** (7:05 - 7:10)
3. **FORWARD PINELLAS ACTIONS** (7:10 - 7:20)
4. **TRANSPORTATION IMPROVEMENT PROGRAM AMENDMENTS** (7:20 - 7:25) –
Presenter: Forward Pinellas Staff
5. **UPDATE TO THE CAC BYLAWS** (7:25 – 7:35) – Presenter: Rob Feigel
6. **DREW STREET CORRIDOR STUDY AND CONCEPT EVALUATION** (7:35 - 7:55) –
Presenter: FDOT Representative
7. **US 19 NORTH PLANNED UNDERPASS** (7:55 -8:15) – Presenter: Forward Pinellas
Staff
8. **COVID IMPACTS TO TRANSPORTATION** (8:15 -8:30) – Presenter: Angela Ryan
9. **COMMUNICATIONS ROAD MAP** (8:30 -8:45) – Presenter: Amy Elmore
10. **OTHER BUSINESS** (8:45 - 9:00)
 - A. Pinellas SPOTlight Emphasis Areas Update
 - B. TBARTA Update
 - C. Traffic Fatalities Map
 - D. Tentative Future Agenda Items
 - E. Member Interests/Discussion Topics
 - F. Public Comments
11. **ADJOURNMENT**

NEXT MEETING – SEPTEMBER 24, 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.

Citizens Advisory Committee – August 27, 2020

2. Approval of Meeting Summary



SUMMARY

The meeting summary for the May 28, 2020 meeting is attached for review and approval.

ATTACHMENT(S): CAC Meeting Summary – May 28, 2020

ACTION: Approval of Meeting Summary

1. **CALL TO ORDER/PLEDGE TO FLAG/INTRODUCTIONS**

Robert Feigel, Forward Pinellas staff, reviewed the Zoom meeting guidelines and the attendees were announced by Maria Kelly, there were 30 attendees. Chair Karen Mullins called the meeting to order at 7:00 p.m. Chair Mullins welcomed guests at this time.

2. **APPROVAL OF MINUTES**

Bill Jonson requested a correction to the minutes, item 7, second paragraph, 5th line, changing “There was also mention of” to “There was a need to mention the”. Bill Jonson made a motion to approve the minutes with the correction. It was seconded by Gary Benjamin. The minutes were approved.

3. **FORWARD PINELLAS ACTIONS**

Al Bartolotta, Forward Pinellas Planning Division Manager, reviewed the highlights of the Forward Pinellas Board meeting for May 13, 2020. The Board approved the emergency resolution 20-01, allowing for board and committee meetings to be conducted virtually. The Board also approved the modification to the TIP and the priority lists the CAC reviewed at the last meeting.

4. **FY 2019/20 – FY 2023/24 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)**

There were no proposed TIP amendments.

5. **ADOPTION OF THE TRANSPORTATION IMPROVEMENT PROGRAM**

Jared Austin, Forward Pinellas staff, reviewed the Transportation Improvement Program (TIP) with the committee. In order to receive state and federal funding for transportation projects, the adoption of a FY2020/21 – FY2024/25 TIP by July 1, 2020 is required. Projects included in the TIP for state and federal funding must be included in the adopted Long-Range Transportation Plan. The FDOT Work Program includes a five-year schedule of state and federally-funded transportation projects, including new projects introduced in the fifth year (2024/2025). It was noted that the FY 2020/21 – 2024/25 TIP will be presented to the Board on June 10, 2020 for final adoption. Questions were taken and appropriately answered. Steve Graber made a motion to recommend approval by the Forward Pinellas Board with a recognition of the need to schedule Belcher Road and SR 60 intersection improvements. This was seconded by Bob Henion and passed with a unanimous vote.

6. **US 19/ROOSEVELT BOULEVARD SPECIAL AREA PLAN (SAP)**

Largo Community Development Manager Rick Perez shared a presentation with the committee addressing the US 19/Roosevelt Boulevard Special Area Plan (SAP). The City of Largo has been developing a SAP for the area surrounding the US 19/Roosevelt Blvd intersection. *The City of Largo* is a partner to the Gateway Area Master Plan project and sees this SAP as being the “Gateway to the Gateway”. A SAP is a planning tool the City will utilize to effectively coordinate land use and development within this designated activity center. The plan intends to create an attractive, sustainable and economically vibrant urban destination that incorporates a higher degree of mixed uses, density and improved accessibility to multiple modes of transportation. The US 19/Roosevelt Boulevard activity center extends north along US 19, with a multimodal corridor connection to Clearwater’s US19 Corridor Plan Area, and an additional connection to the east to the Bay Vista employment center. The construction of the Duke Energy Trail in 2023/24 will further enhance multimodal connectivity in the area. The first phase of the project was to have the project consultant determine the boundaries of the planning area and requirements necessary to meet the countywide plan rules for the two different designations. The top five transportation improvements for the area were identified and include connections to the trail network, beautifying streets, improving multimodal connectivity, improving East Bay Drive and Roosevelt Boulevard, and improving walkability in the area of the US 19/Roosevelt/East Bay intersection. There have also been conversations with FDOT regarding lighting enhancements and signage under the overpass at US 19. This project is scheduled to wrap up by August of 2020. Questions were taken and appropriately answered.

7. TRANSPORTATION IMPACTS OF COVID-19

Angela Ryan, Forward Pinellas Active Transportation Planner, shared a power point presentation with the committee providing information on the transportation impacts resulting from the COVID-19 pandemic, focusing on March and April. FDOT has reported a 30 – 50 % reduction in traffic volumes throughout Tampa Bay. The data staff has collected in Pinellas County shows a significant reduction in crashes. PSTA has reported a 50% decline in ridership. They are taking the necessary precautions to keep people safe that are still riding. The St. Pete Clearwater International Airport reported a 97% percent loss in passenger traffic, with an overall reduction in air travel at 95% across the country. The Pinellas Loop Trail counter data is showing a drastic shift in the number of trail users for the months of March and April. Compared to the same months last year, there has been a significant increase of people using the trail to get outside and exercise by walking and biking. This trend has surfaced nationally in places such as New York and Philadelphia where an increasing number of people have chosen to bike rather than drive. Questions were taken and appropriately answered.

8. RECTANGULAR RAPID FLASHING BEACONS (RRFB's) LEGISLATIVE FOLLOW-UP

Ms. Ryan, Active Transportation Planner, addressed the committee regarding RRFBs. At the last BPAC meeting, there was a lot of discussion on two bills the Florida legislature was proposing in the last session, Senate Bill 1000 and House Bill 1371. The bills called for drastic changes in the implementation of RRFBs in the State. However, neither bill passed. Data shows that RRFBs have high rates of effectiveness around Pinellas County and the nation. The BPAC has asked how to go about increasing public awareness and education activity to ensure that RRFBs can continue to be used both statewide and locally. Questions were taken and appropriately answered.

9. OTHER BUSINESS

A. Pinellas SPOTlight Emphasis Areas Update

SPOTlight Emphasis Areas update. There were no updates.

B. TBARTA Update

C. Traffic Fatalities Map

A traffic fatalities map was included in the agenda packet.

D. Tentative Future Agenda Items

- Countywide Trends and Conditions
- TBARTA Regional Bus Rapid Transit

E. Future Agenda Item Requests from Committee Members

Drivers Education in the State of Florida

F. Public Comments

Chair Mullins requested a CAC Orientation scheduled for the new members as soon as possible and to schedule an Orientation twice a year, possibly March and October.

Bill Jonson requested a look into why there is traffic congestion on McMullen Booth.

Mr. Bartolotta called for discussion on the cancelling of the June and July meetings. Lee Allen made a motion to cancel the June and July meetings. It was seconded by Paul Wallace and passed with a 12 – 9 vote. He also discussed the situation regarding the Governor's Order allowing for public meetings to be conducting virtually. This order expires at the end of June so, unless that order is extended or there is a legislative change affecting Florida Sunshine Law, the next CAC meeting will need to be conducted in person. A survey will be sent to CAC members to gather input to help determine how these meetings will be conducted during the COVID-19 pandemic.

7. ADJOURNMENT

Being no further business, the meeting adjourned at 9:00 pm. The next CAC meeting will be August 27, 2020.

Citizens Advisory Committee – August 27, 2020

3. Forward Pinellas Actions



SUMMARY

The June 10, 2020 and July 08, 2020 Executive Summaries are provided for your information. A staff member will review actions taken by the Forward Pinellas Board at this meeting.

ATTACHMENT:

- Executive Summary for June 10, 2020
- Executive Summary for July 08, 2020

ACTION: None Required, Informational Item



Board Meeting Summary & Action Sheet

June 10, 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 June 10, 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 the families and individuals affected by COVID-19, the death of George Floyd, the police officers who have lost their lives, and the businesses that have been affected by the past few weeks' events.

The Forward Pinellas Board recognized Whit Blanton for his five years of service. His commitment and passion for Pinellas County are truly appreciated.

PUBLIC HEARING ITEMS

The board unanimously approved three land use amendments to the Countywide Plan:

- [The City of Clearwater would like to amend several properties from Residential Low Medium, Retail & Services, Recreation/Open Space and Preservation to Multimodal Corridor and Preservation.](#)
 - Location: 24323 & 24479 US Highway 19 N.
 - Area Size: 26.3 acres
 - Existing Uses: Vehicle storage, indoor recreation, closed mobile home park
 - Surrounding Uses: Commercial, Preservation, and Mini-Storage

The purpose of this amendment is to allow for the redevelopment of properties along this section of US 19 to strengthen the linkage between the Activity Center in the Countryside area and Sunset Point Road.

- [The City of Largo would like to amend a property from Public/Semi-Public to Retail & Services.](#)
 - Location: 2188 58th Street North
 - Area Size: 1.06 acres
 - Existing Uses: Grass parking lot
 - Surrounding Uses: Residential, administrative offices, convenience store

The purpose of this amendment is to allow for the development of a gas station and convenience store.

- [The City of Largo would like to amend a property from Public/Semi-Public to Residential Low Medium.](#)
 - Location: 2050 58th Street North
 - Area Size: 5.01 acres
 - Existing Uses: Vacant

- Surrounding Uses: Office, residential

The purpose of this amendment is to allow for single family residential development.

The board unanimously adopted the FY 2020/21-FY 2024-25 Transportation Improvement Program (TIP).

- Forward Pinellas is required to adopt the fiscal year (FY) 2020/21 – FY 2024/25 Transportation Improvement Program (TIP) by July 1, 2020 for the county to receive state and federal funding for transportation projects.
- The TIP incorporates priority projects identified within Advantage Pinellas, our Long-Range Transportation Plan, adopted in 2019, as well as other projects covered in the FDOT work program. Priorities for funding in the TIP include projects such as the Pinellas Trail Loop, the Harn Boulevard Overpass, the Curlew Road Interchange, and the Forest Lakes Boulevard project.
- Take a look at the [Interactive TIP Map](#) to explore all the projects included in the adopted TIP.

PRESENTATIONS AND/OR ACTION ITEMS

The Florida Department of Transportation (FDOT) updated the board on the [US Alt-19/Palm Harbor Blvd & Florida Ave Roundabout](#).

- Though FDOT has received many requests to add a signal at Alt-19 and Florida Avenue, the intersection did not qualify for a signal. FDOT sought community input for two solutions – a roundabout at Florida Avenue and a traffic signal at Alt-19 & Nebraska Avenue.
- The roundabout has been considered since 2015 as part of the Downtown Palm Harbor Master Plan. In 2019, FDOT held two public workshops to discuss the potential roundabout at Florida Avenue. Another community forum was held at the Palm Harbor Library.
- FDOT has adjusted the roundabout concept during the design phase based on public feedback. Some of these items include shrinking splitter islands to accommodate needs of surrounding businesses, relocating a sidewalk, and relocating crosswalks with flashing beacons (RRFB). More specifics on these adjustments can be seen in FDOT's presentation.
- The board previously made this project a priority so that the design phase could begin in 2019. After the presentation the board discussed several questions and concerns with the project, and ultimately conveyed its support for continuing with construction funding in the adopted Transportation Improvement Program in fiscal year 21-22.

Commissioner Long presented several updates for the PSTA Activities Report.

- USDOT provided \$21.8 Million for the Central Avenue BRT project as the federal share to match state and local funding commitments
- COVID 19 Employee Response Program has been successful, showing no PSTA employees have been diagnosed.
- The first electric charging station is being constructed at PSTA's transfer hub on Scherer Drive and 34th Street North.

Commissioner Seel presented updates for the TBARTA Activities Report.

- [Innovative Transit Technology study](#) is underway and focuses on the technical, financial and regulatory issues for the Hyperloop, Air Taxis, and Aerial Gondolas.

Forward Pinellas Planning Division Manager Rodney Chatman reviewed the preliminary [FY2021 Pinellas Planning Council Budget](#) for informational purposes. The Final budget will be voted on in July.

- Property tax revenues are projected to increase by 4.2% from FY20
- Operating expenses are projected to decrease by 16.4% from FY20
- Unassigned fund balance has been reduced as directed by the Forward Pinellas Board
- The previously proposed millage increase has been postponed due to the COVID 19 pandemic

The Pinellas Planning Council Work Plan includes Countywide Plan Administration, such as land use amendments and consistency reviews, and Technical Assistance for zoning map maintenance, Countywide Rule interpretations and mapping for special projects. Other projects include data analytics, the Knowledge Exchange Series, and other special planning project activities.

[Safe Streets Pinellas Goes Virtual](#). Project Manager Sarah Caper updated the board on the 8-week online campaign and how the public can get involved.

- On average, two people are killed or seriously injured (KSI) on our streets every day. Safe Streets Pinellas is a Vision Zero initiative, based on the principle that loss of life is not an acceptable price to pay for mobility. The goal of Safe Streets Pinellas is to eliminate traffic deaths and severe injuries in the transportation system with a proactive, preventive approach.
- How do we achieve this goal?
 - Leadership
 - Safe Roadways and Speeds
 - Transparency and Accountability with an Equity-focused analysis
- Our 8-week online campaign will include an interactive story map, a feedback map where residents can place pins and attach images, educational social media components, and even prizes for participating.
- Follow our campaign by [signing up for updates through our blog](#), follow us on [social media](#), or check out our website: www.forwardpinellas.org/safestreets.

The board reviewed the Executive Director Annual Performance Evaluation.

- Board members expressed that Whit Blanton has exceeded expectations especially in leadership, innovation, and developing partnerships. Communications is continually improving internally, and his professionalism and responsiveness is greatly appreciated. His insight and commitment to projects and initiatives throughout the county has been invaluable and made a significant, positive impact. The board authorized a pay increase for the executive director at the same percentage as budgeted for all Pinellas County employees in the Unified Personnel System.

SPOTlight Update:

Gateway Area Master Plan

Director Blanton updated the board on the next phase for the Gateway Area Master Plan, focused on implementing the plan. A Memorandum of Understanding has been developed to guide a shared commitment for achieving guiding principles outlined in the Master Plan. The MOU will be presented to local governments for their consideration this summer, with official action by the governing bodies anticipated by the end of 2020.

Enhancing Beach Access

- The Gulf Boulevard Drainage and Sidewalk Project: Forward Pinellas is continuing discussion between the Town of Indian Shores and FDOT to determine the best way forward with this project.
- Waterborne Transportation Subcommittee, previously postponed due to COVID 19, is planning on resuming in September.

US 19 Corridor

Forward Pinellas is planning a workshop for the US 19 Corridor Vision and Alternatives in 2021 to engage the board and members of the public in thoughtful discussion on the various plans, studies, and design alternatives to support a clear vision for how corridor mobility, accessibility and desired community and economic development go together. The executive director also reported on work completed by FDOT in response to concerns expressed by local businesses regarding a pedestrian underpass planned for US 19 north of SR 580/Main Street. He will follow up with those businesses in coming days.

Other Items

- TMA Leadership Group Meeting will be in person on July 10, 2020 in Hillsborough County.
- The next Forward Pinellas Board meeting will be in person on July 8, 2020 at 1pm. This meeting will follow CDC social distancing guidelines. The public will still be able to participate and watch via Zoom. More information will be released about these details via social media and the Forward Pinellas website.

Action Sheet

June 10, 2020

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

- **Consent Agenda** (roll call vote: 13-0)
Approved to include the following:
 - A. Approval of Minutes of the May 13, 2020 Meeting
 - B. Approval of Committee Appointments
 - C. Approval of Procurement #20-02 Consultants Selection and Agreement
 - D. Approval of Update(s) to the Transportation Disadvantaged Service Plan
- **Adoption of FY 2020/21-FY 2024/25 Transportation Improvement Program**
Following a presentation by Forward Pinellas staff and public hearing, the board, in its role as the metropolitan planning organization, approved the adoption of the TIP. (roll call vote: 13-0)
- **Countywide Plan Map Amendment(s)**
Three cases were recommended for approval:
 1. CW 20-10 – City of Clearwater (roll call vote: 13-0)
 2. CW 20-11 – City of Largo (roll call vote: 13-0)
 3. CW 20-12 – City of Largo (roll call vote: 13-0)

- **Executive Director Annual Performance Evaluation**
After the chair reviewed the results of the evaluation and the recommendation of the Executive Committee, the board approved a raise for the executive director commensurate with that to be received by all employees in the Unified Personnel System effective October 1, 2020. (roll call vote: 13-0)



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
- 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 options and obtain consensus on improvements from all partners, Pinellas County, the city of Clearwater and FDOT. This phase should 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

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)

Citizens Advisory Committee – August 27, 2020

**4. 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

5. CAC Bylaws Amendment

SUMMARY

On April 23rd, the CAC elected a new Vice Chairman. During the election, there was a question as to whether a CAC member with less than two years on the committee was eligible to serve as Vice Chairman. A review of the CAC bylaws confirmed that this rule applies to the Chairman, but the bylaws were silent with regard to the Vice Chairman. During the meeting, it was noted that the CAC bylaws should be amended to address this issue for future elections.

As a follow-up, Forward Pinellas staff is proposing a revision to Section IV of the CAC bylaws to require that a CAC member serve at least one year on the committee before they are eligible to serve as the Vice Chairman. This allows a sufficient amount of time for the member to become acclimated to the committee and familiar with its responsibilities before assuming a leadership role.

ATTACHMENT(S): CAC bylaws with recommended changes

ACTION: Amend the CAC bylaws to clarify how long a CAC Member must serve before being eligible to serve as the CAC Vice Chairman.

**FORWARD PINELLAS
CITIZENS ADVISORY COMMITTEE
BYLAWS**

**Adopted:
April 13, 1978**

**Amended:
January 8, 1981
May 14, 1981
November 12, 1981
September 9, 1982
June 23, 1989
July 13, 1989
September 4, 1989
December 12, 2001
September 8, 2004
November 10, 2004
Modified January 11, 2006
Modified February 9, 2011
Modified February 10, 2016
Modified July 13, 2016
Modified May 10, 2017
Modified August 27, 2020**

SECTION I: NAME

The name of this committee shall be the Citizens Advisory Committee (CAC).

SECTION II: PURPOSE

The Committee shall serve Forward Pinellas, in its role as the Pinellas County Metropolitan Planning Organization, in an advisory capacity pursuant to Federal Regulations (CRF), Title 23, Chapter 1, Part 450, Subpart A, Section 450.120, which requires the provision of public involvement within the Urban Transportation Planning Process and Coordination of Land Use.

A. The functions and responsibilities of the Committee shall include, but not be limited to, the following major areas:

1. Information

- Relate overall community needs and values, relative to planning goals and to future land use and transportation patterns.
- Establish comprehension and promote credibility for the planning process.
- Provide Citizen Committee knowledge of the planning process into local citizen group discussions and meetings.
- Promote better public dissemination of general information through mass circulation methods.

2. Issue Clarification and Problem Solving

- Evaluating and proposing solutions and alternatives on major transportation proposals and critical transportation issues.
- Determining general citizen attitudes and response to planning and programming issues.
- Articulating and interpreting the goals of the PATS program in program evaluation and information dissemination.
- Identification of existing transportation problem areas of general citizen concern.

SECTION III: MEMBERSHIP, COMPOSITION, APPOINTMENT, QUALIFICATIONS, AND TERMS

A. The Citizens Advisory Committee shall be composed of one representative from the Pinellas Suncoast Transit Authority’s (PSTA) Transit Riders Advisory Committee (TRAC) and twenty-six (26) appointed persons from designated areas in the County as follows:

St. Petersburg Area	4
Clearwater Area	2
Dunedin	2
Pinellas Park and Mid-County Area	2
Largo Area	2
Beaches	2
Gulfport, Kenneth City, Seminole, Belleair	
South Pasadena, and Belleair Bluffs	1
Tarpon Springs, Oldsmar, Safety Harbor	2
At Large, (Includes Handicapped)	9
<u>Transit Riders Advisory Committee (TRAC)</u>	<u>1</u>
Total	27

Anyone interested in serving on the CAC must complete a Forward Pinellas Advisory Committee Member application and attend at least one CAC meeting in order to be considered for appointment. This includes individuals recommended by Forward Pinellas Board members. Elected officials are not eligible to serve on the Committee. Considerations in the appointment of CAC members are listed below in order of priority.

1. Minority representation as reflected in population data for Pinellas County and the Forward Pinellas Board Title VI Plan.
2. Effect on balance of age and gender of the Committee.

3. Whether the candidate previously served on the Committee. Individuals without prior experience on the Committee shall be given preference over those who previously served.
4. For at-large positions, consideration shall be given to how the individual would affect the balance of geographic representation on the Committee. The geographical representation of at-large Committee members should be equitable to the fullest extent possible.

- B. A member having three or more consecutive absences or four or more absences during a twelve-month period shall require reconfirmation by the Forward Pinellas Board or membership shall be terminated. The reconfirmation process may make allowance for absences due to a major health-related condition.

Forward Pinellas shall appoint members of the Committee by affirmative action of the Forward Pinellas Board with the recommendation made by either the Board Chairman, a member of the Board, or the Forward Pinellas Director.

The term of appointment for each member shall be four years in duration unless the member resigns or until the membership is withdrawn by the Forward Pinellas Board. Members shall be limited to no more than two terms. An individual having served two terms may be appointed to another term or terms but must wait at least one year between appointments.

To initiate the term of office procedure, the Forward Pinellas Board will establish a staggered set of terms of 1, 2, 3, and 4 years using membership seniority, with the term of appointment starting January 1, 2005.

Concerning reappointment, that action would take into consideration the member's Committee participation, attendance, and the interest of other individuals in that membership.

SECTION IV: OFFICERS AND DUTIES

- A. A Chairman and Vice Chairman of the Committee shall be a citizen member and shall be elected at the last regularly-scheduled meeting of each calendar year and shall hold office for one year and until their successors are elected. The Chairman may not serve

more than two terms. The Chairman must have been a Committee member for at least two years, and the Vice Chairman must have been a Committee member for at least one year.

- B. Any member may nominate a citizen member to be an Officer. All elections shall be by the majority vote of regular members present.
- C. The Chairman shall preside at all meetings and shall be responsible for the agenda minutes and conduct of all meetings. The Chairman shall be responsible for pertinent Committee correspondence and information releases. The Chairman shall approve, with any necessary modifications, the agenda tentatively developed for him by the County Planning Department at least seven (7) days prior to any scheduled meeting. The Chairman shall also serve as a liaison between the Citizens Committee and the Metropolitan Planning Organization, whenever the need arises. Subcommittees and their Chairman may be appointed by the Chairman, with the approval of the Committee.
- D. The Vice Chairman shall, during the absence of the Chairman or his inability to serve, have and exercise all the duties and powers of the Chairman. The Vice Chairman shall also perform such other duties as may be assigned him by the Chairman.
- E. If both the Chairman and Vice Chairman are absent from a meeting, a temporary Chairman shall be provided by a majority vote of the members present. Any vacancy in office created by resignation or replacement of the Officer by the appointing Agency shall be filled by a majority vote of members present at the next regular meeting. The Officer so elected shall fill the remainder of the unexpired term of the vacant office.
- F. If, at any time, the Committee feels that an Officer is not performing his duties in accordance with Section 4, Subsection C, that Officer may be removed from office by a two-thirds vote of the members present at a regular meeting, provided that an item to that effect has been distributed in accordance with Section 4, Subsection C, of these Bylaws.

SECTION V: MEETINGS

- A. The Committee shall meet monthly at a date, time, and place acceptable to a majority of the membership. The date or time may be changed by a majority vote of the regular members if ten (10) days notice is given to the members. (If circumstances warrant, the Chairman may cancel or postpone a regular or special meeting and, if necessary, set a new date, time, and place for the meeting.)
- B. The Chairman may call special meetings whenever deemed necessary.
- C. A seven (7) day notice shall be given for regular meetings. Emergency or Special Meetings may be called with a minimum of three (3) days notice, indicating the reason for the meeting. The three (3) days notice for Emergency or Special Meetings will be conducted by telephone. Agendas shall be prepared prior to all meetings. Agendas should be mailed with meeting notices and minutes of the previous meeting approximately seven (7) days prior to any regular meeting and three (3) days prior to any Emergency or Special Meeting. Members may place items on the mail-out agenda with approval of the Chairman. Any item requiring Committee action may be brought before the Committee by any member with the Committee's approval, even though it is not on the agenda. The Committee shall decide if action is to be taken at that meeting or at a subsequent meeting.
- D. Whenever reports are to be given, copies will be prepared for each member of the Committee. When possible, said copies should be mailed with meeting notices.
- E. Each member shall have an equal vote.
- F. A quorum shall consist of one-third of the voting membership and shall be required for conduct of all official business. A majority of the quorum shall be necessary to decide an issue before the Committee.

SECTION VI: AMENDMENTS

These Bylaws may be amended by the affirmative vote of a majority of the regular members of the Committee, provided a copy of the proposed amendment(s) has been sent to every member approximately seven (7) days before it is voted on. All proposed amendments shall be voted on at regular meetings.

Citizens Advisory Committee – August 27, 2020

6. Drew Street Corridor Study and Concept Evaluation



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

7. US 19 North Planned Underpass

SUMMARY

The Florida Department of Transportation 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 throughway (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 ¼ to ½ mile.

A group of adjacent property owners has asked FDOT and Forward Pinellas to reconsider the planned underpass south of Republic Drive. As the first opportunity to fulfill the board's direction for the spacing of pedestrian crossings, 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 Assesment

ACTION: None required; informational item

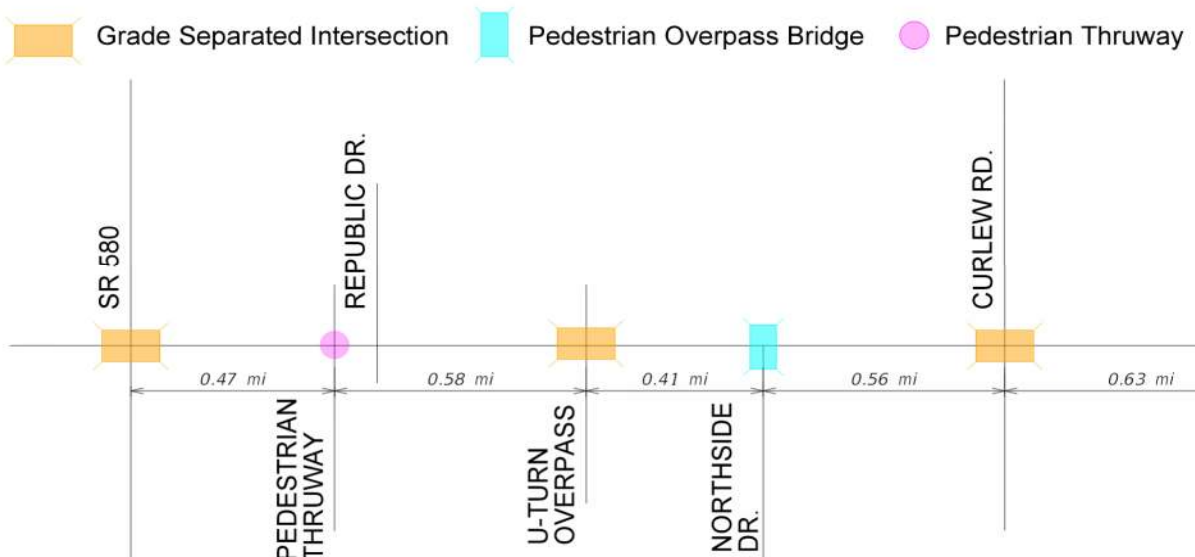
256774-2/-3, US 19 from SR 580 to CR 95 Grade Separation Location Assessment

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 ¼ 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 ½ mile spacing was identified.

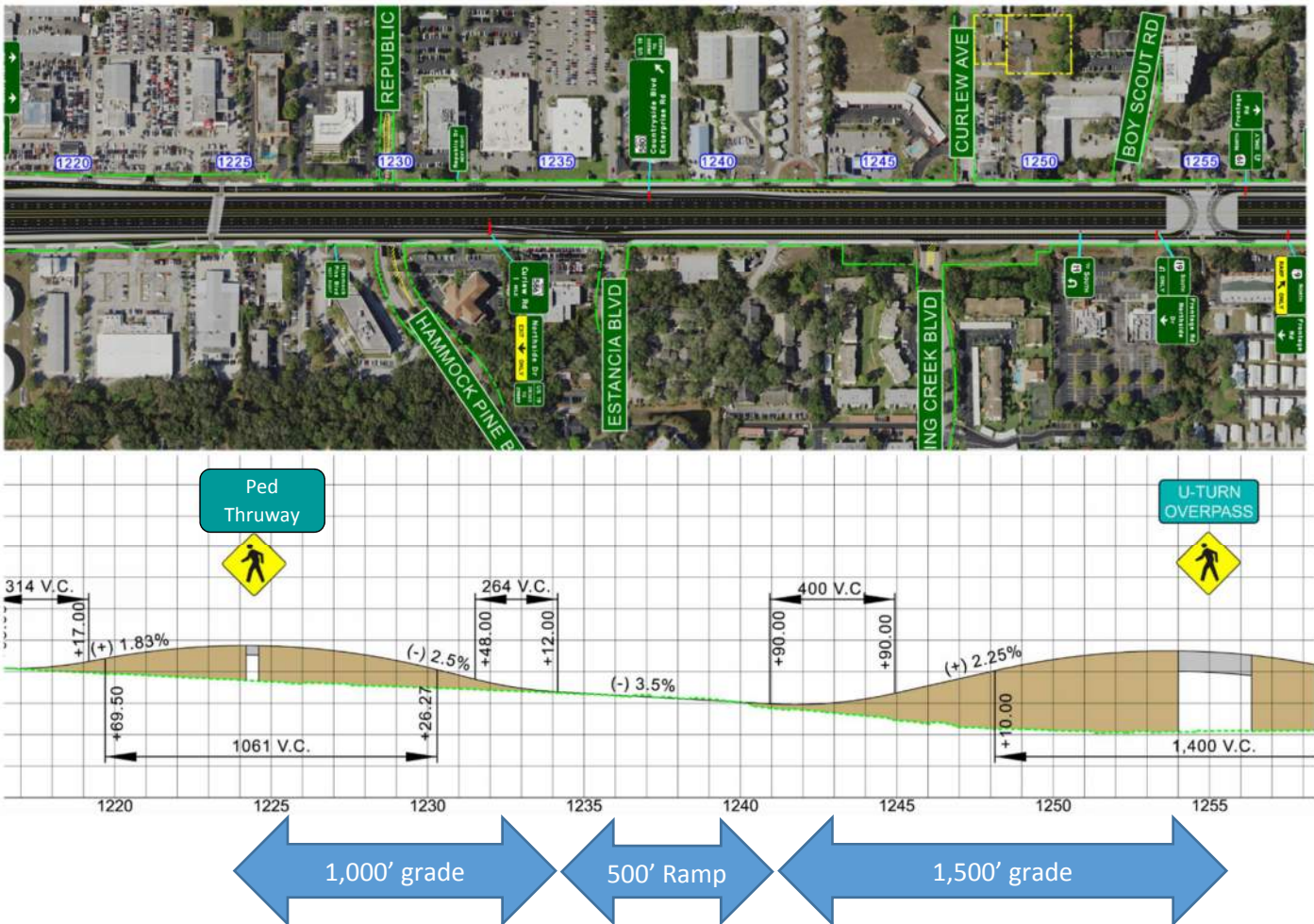


The locations of these crossings are shown on the graphic below. The pedestrian overpass at Northside Drive cannot be moved due to Right-of-Way constraints and the overpass at SR 580 is existing and cannot be moved. The distance between these points is 1.5 miles, which requires two pedestrian crossings to meet the Department’s ½ 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 ½ 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.

SUMMARY

Forward Pinellas presented an item on this topic at the May meeting. As people have adjusted to the pandemic environment, travel patterns have continued to change. This presentation will provide an updated report on transportation trends related to the impacts of COVID-19.

ATTACHMENT(S): None.

ACTION: None, information only.

9. 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

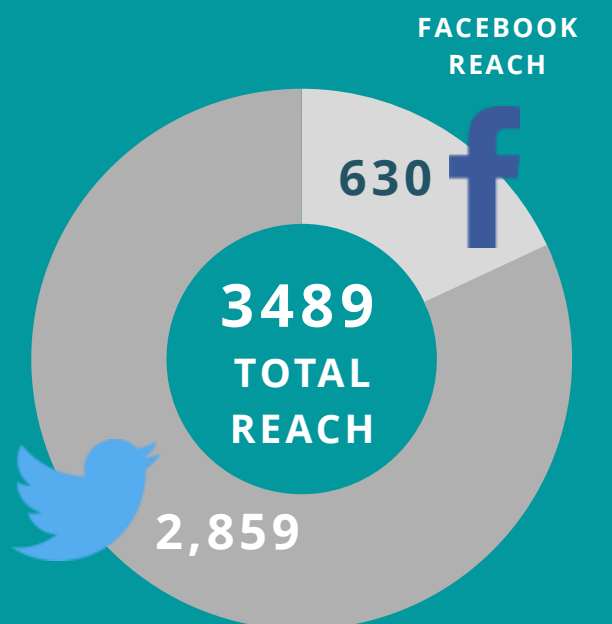
Public Communications

- 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?

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

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

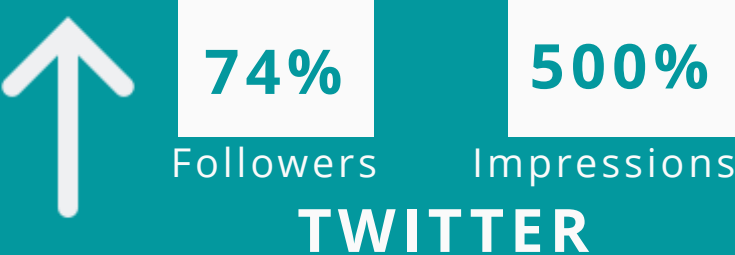
HOW DO WE GET THERE?

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

<p>Educational Programs Partnership Events Pop Up Events</p>	<p>OUT REACH⁵</p>
<p>Facebook Live Meetings Webinar Presentations Public Hearing Comments</p>	<p>SOCIAL MEDIA</p>
<p>Modern Design Revamp ADA Compliance Conversion</p>	<p>WEB</p>



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

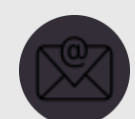
REQUEST A SPEAKER

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



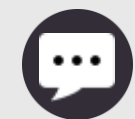
Phone

727.464.8250



Email

info@forwardpinellas.org



Message Us

[@ForwardPinellas](https://www.facebook.com/ForwardPinellas)

Get in touch:

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



MONTHLY COMMUNICATIONS REPORT

JUNE & JULY 2020



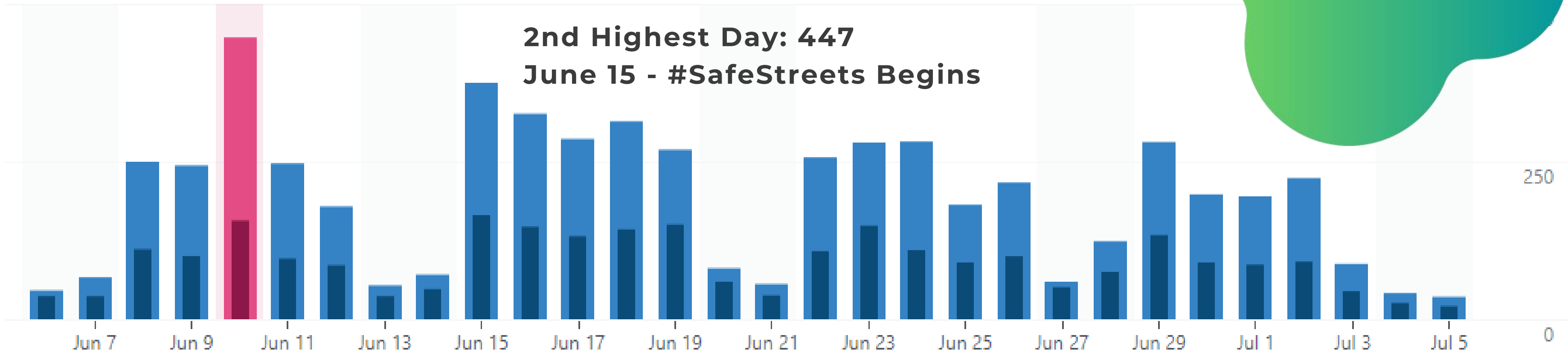
**FORWARD
PINELLAS**
Integrating Land Use & Transportation

JUNE WEBSITE HITS

Highest Day: 447
June 10 - FP Board Meeting

TOTAL: 6.7K

2nd Highest Day: 447
June 15 - #SafeStreets Begins



15 **PUBLIC PARTICIPATION**
EXTERNAL MEETINGS & OUTREACH

4 **MEDIA INTERVIEWS**

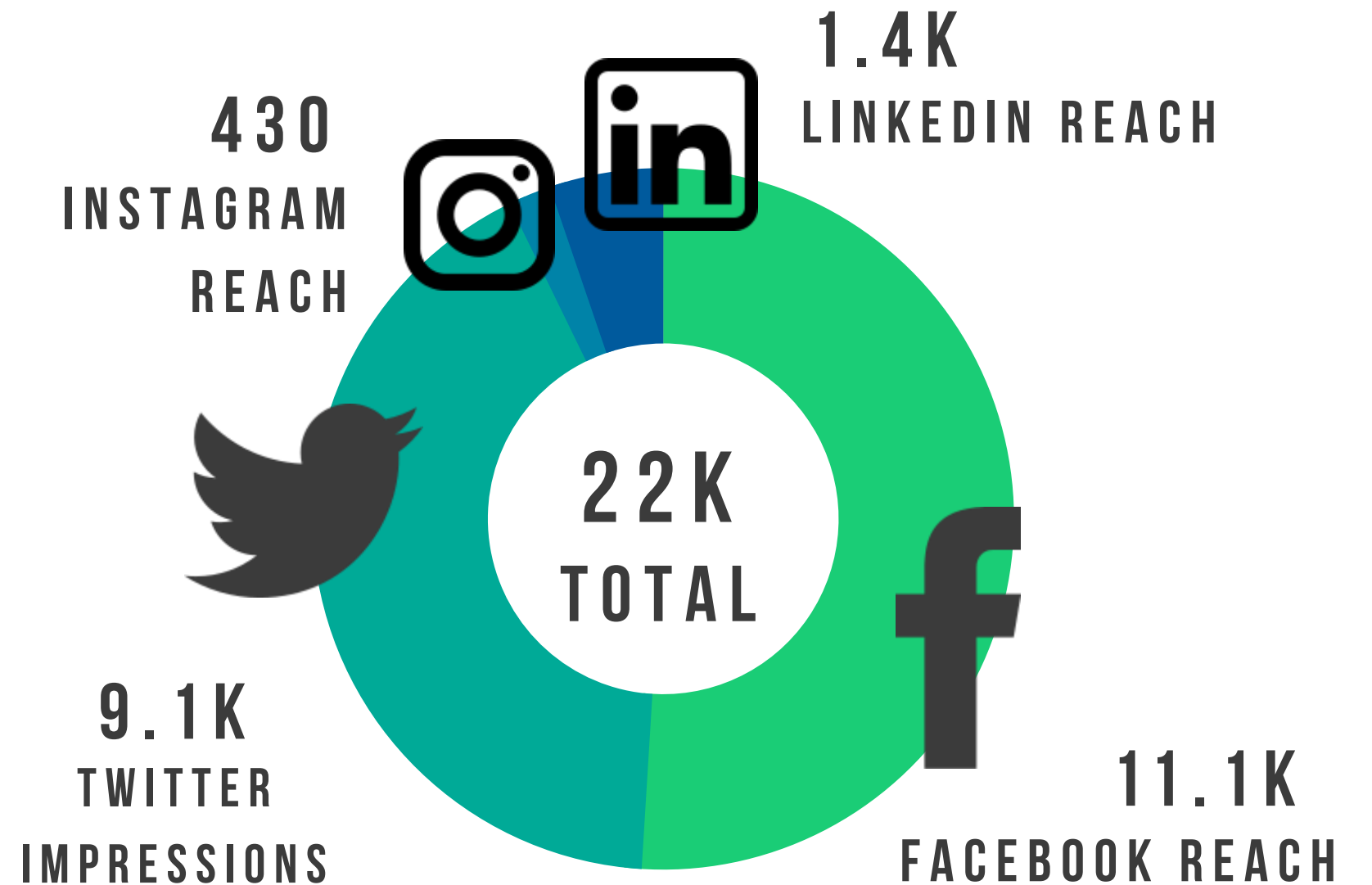
2.8K **SOCIAL MEDIA FOLLOWERS**

850 **BLOG VIEWS**

188 **BLOG FOLLOWERS**

SOCIAL MEDIA ANALYTICS

@FORWARDPINELLAS



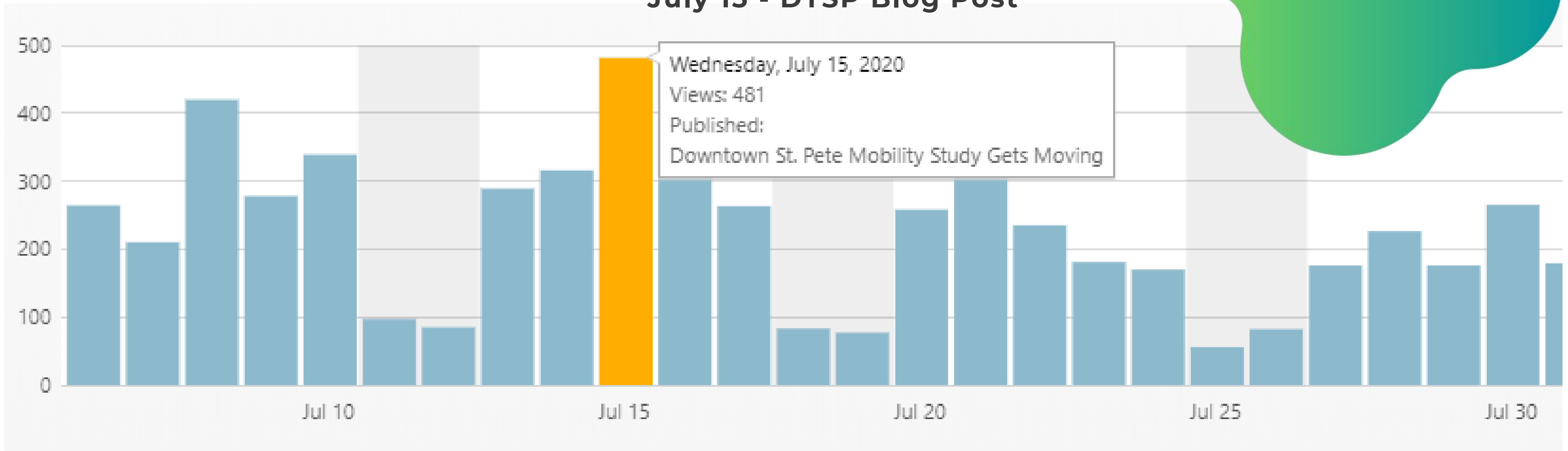
*Reach and Impressions is the total number of people who see your posts.

*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

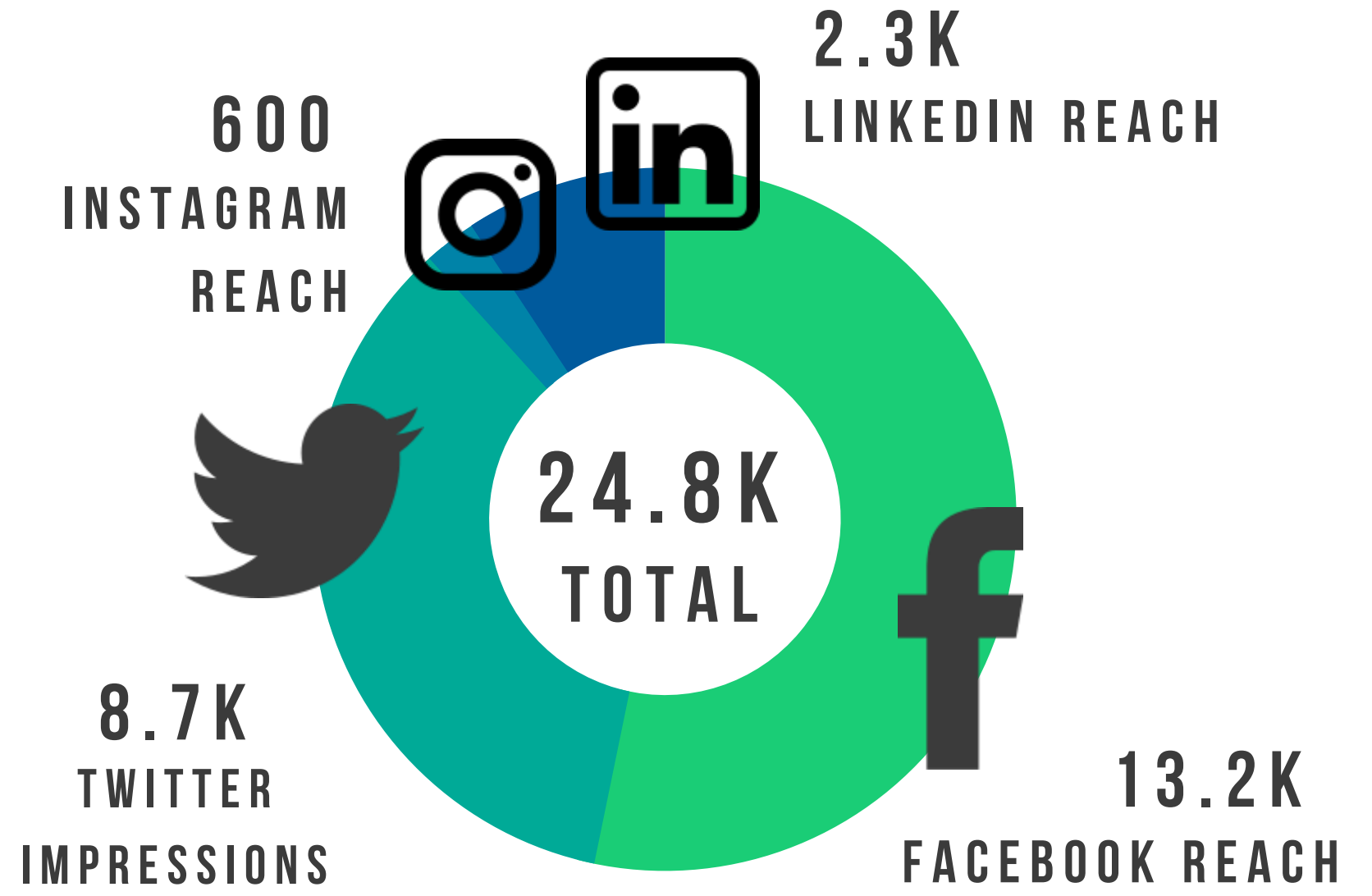
3K SOCIAL MEDIA FOLLOWERS

968 BLOG VIEWS

191 BLOG FOLLOWERS

SOCIAL MEDIA ANALYTICS

@FORWARDPINELLAS



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

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

A. Pinellas SPOTlight Emphasis Areas Update

Forward Pinellas staff will provide an update on the SPOTLight Emphasis Areas

B. TBARTA Update

A summary of the Tampa Bay Area Regional Transit Authority's Citizen Advisory Committee meeting(s), if any, will be provided at this time.

C. Traffic Fatalities Map

Forward Pinellas staff is providing the updated Traffic Fatalities Map each month.

ATTACHMENT: Traffic Fatalities Map

D. Tentative Future Agenda Items

- ITS/ATMS Presentation
- City of St. Pete Micromobility Ordinance
- PSTA Sun Runner Bus Rapid Transit
- Safe Streets Pinellas
- Countywide Trends and Conditions Report
- Fall Update of the Transportation Improvement Program
- FDOT's Five-Year Draft Tentative Work Program
- TIP Amendment(s), if any

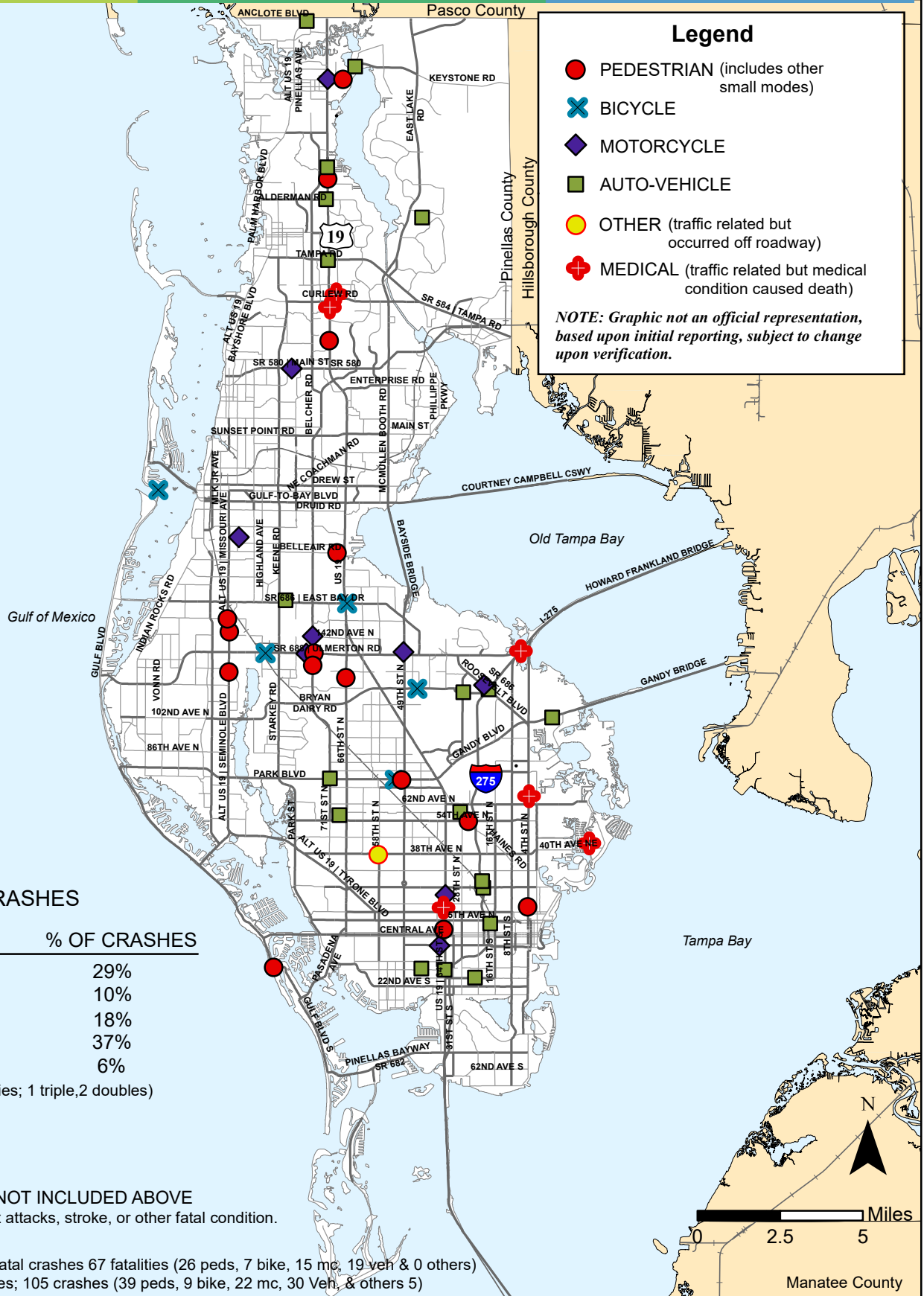
E. Member Interests/Discussion Topics

No topics noted at this time

F. Public Comments

Comments are limited to three minutes per person and should not require presentations or extensive discussion.

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)

