

## TCC Members

The in-person meeting will be held at 2:00 pm at the EpiCenter at St. Petersburg College, located at **13805 58<sup>th</sup> Street N., Clearwater, FL.**

In order to conduct our meetings correctly in accordance with Sunshine law, there must be a physical quorum present at the meeting in order for the committee to vote and take any official actions. Specifically, we require a total of 10-members in-person, not to include Forward Pinellas staff. If 10 members attend in person, we will be able to allow for virtual participation and voting by members not able to physically attend. **As such, please email me ([mkelly@forwardpinellas.org](mailto:mkelly@forwardpinellas.org)) directly to indicate if you will be joining the TCC meeting in-person or if you will attend virtually.** If we do not have a physical quorum present, we are unable to vote in the room and are also unable to offer voting to Zoom participants. As a reminder, we will utilize social-distancing, masks and provide hand sanitizer for in-person participants.

I will need confirmation from those of you who will be attending in person, so that a quorum can be confirmed. If you confirm and cannot make it, please reach out to her so that a back-up can be found.

If you will be attending by Zoom, here is the Zoom meeting information:

Forward Pinellas is inviting you to a scheduled Zoom meeting.

Topic: Technical Coordinating Committee Meeting 2:00 - 4:00 pm  
Time: Feb 24, 2021 02:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/89375253236?pwd=N0FkNVhhbTIHdGN5aWt5aVVrTEITUT09>

**Meeting ID: 893 7525 3236**

**Passcode: 073826**

One tap mobile

+13126266799,,89375253236#,,,,\*073826# US (Chicago)

+16468769923,,89375253236#,,,,\*073826# US (New York)



TECHNICAL COORDINATING  
COMMITTEE (TCC) MEETING AGENDA  
February 24, 2021 – 2:00 p.m.  
EpiCenter at St. Petersburg College  
13805 58<sup>th</sup> Street N,  
Clearwater, FL

THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY

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**FACE MASKS WILL BE REQUIRED**

1. **CALL TO ORDER AND INTRODUCTIONS**
2. **APPROVAL OF MEETING SUMMARY**
3. **TRANSPORTATION IMPROVEMENT PROGRAM AMENDMENTS**
4. **SAFE STREET PINELLAS ACTION PLAN**
5. **BIKE YOUR CITY 2021**
6. **OUTREACH ANALYSIS AND WEBSITE TOUR**
7. **MULTIMODAL PRIORITY RECOMMENDATIONS**
8. **FT. HARRISON COMPLETE STREETS**
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 – MARCH 24, 2021**

*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.*

**2. Approval of Meeting Summary**

**SUMMARY**

The meeting summary for the January 27, 2021 meeting is attached for review and approval.

**ATTACHMENT(S):** TCC Meeting Summary – January 27, 2021

**ACTION:** Provide recommendation regarding meeting summary.

**SUMMARY OF THE  
TECHNICAL COORDINATING COMMITTEE  
MEETING JANUARY 27, 2021**

The following is a summary of Forward Pinellas' Technical Coordinating Committee meeting held on January 27, 2021 at 14 S. Ft. Harrison Avenue 4<sup>th</sup> Floor Learning Center, Clearwater, FL.

**Members Present**

Joan Rice, Chair	Pinellas County Public Works Traffic
Heather Sobush, Vice Chair	PSTA
Brian Ellis - Zoom	TBRPC
Brent Hall	Pinellas County Public Works Engineering
Brandon Henry - Zoom	City of Safety Harbor
Roger Johnson	City of Clearwater Engineering
Caroline Lanford	Pinellas County Planning
Cory Martens	City of Clearwater Traffic
Lauren Matzke	City of Clearwater Planning
Patricia McNeese - Zoom	City of Tarpon Springs
Brian Pessaro	TBARTA
Derek Reeves	City of Pinellas Park
Frances Leong-Sharp	City of Dunedin Planning
Daniel Simpson	City of Oldsmar Engineering
Cheryl Stacks	City of St. Petersburg – Transportation and Parking
Jamie Viveiros	City of Treasure Island
Autumn Westermann	Pinellas County Schools-Transportation
Barry Westmark	City of Largo Engineering

**Members Absent**

Evan Birk	City of St. Petersburg - Engineering & Capital Improv
Mark Ely	City of Seminole
Russell Ferlita	City of Dunedin Engineering
Hetty Harmon	City of Indian Rocks Beach
Dan Hubbard	City of Pinellas Park Stormwater &Transp.
Rick Perez	City of Largo Planning
Sheila Schneider	Pinellas County Air Quality
Mike Taylor	City of Gulfport
Tom Whalen	City of St. Petersburg Planning and Eco. Dev.
Wesley Wright	City of St. Pete Beach

**Others Present**

Jensen Hackett – Zoom	FDOT
Alex Henry – Zoom	FDOT
George Kinney - Zoom	Guest
Nancy McKibbon – Zoom	Pinellas County Public Works
Tom Washburn	Pinellas County Public Works Traffic
Hoyt Davis - Zoom	Gannet Flemming
Jennifer Musselman – Zoom	FDOT/Kittelsohn Consulting
Kyle Simpson - Zoom	City of St. Petersburg - Transportation/Bike/Ped
Austin Britt – Zoom	Forward Pinellas
Jared Austin - Zoom	Forward Pinellas
Whit Blanton	Forward Pinellas
Angela Ryan	Forward Pinellas
Chelsea Favero	Forward Pinellas
Maria Kelly	Forward Pinellas

**1. CALL TO ORDER**

Chair Joan Rice called the meeting to order at 2:00 p.m. and asked everyone to introduce themselves. At this time, Chair Rice read a statement regarding committee members present voting to allow those members participating by Zoom (all names identified above) to participate and vote due to existing extenuating circumstances that make it impossible for some committee members to attend in person. A motion was made by Brent Hall that due to Covid-19; extenuating circumstances exist that prevent some members from attending in person. Therefore, virtual attendees will be allowed to participate and vote by phone since a quorum is present in person. This was seconded by Frances Leong-Sharpe and passed with a unanimous vote.

**2. APPROVAL OF SUMMARY**

The summary of the December 9, 2020 meeting was approved with no corrections.

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

Mr. Jared Austin, Forward Pinellas Staff, shared information regarding a proposed modification to the currently adopted Transportation Improvement Program (TIP). Forward Pinellas receives grand funding through FDOT on a two-year Unified Planning Work Program (UPWP) cycle. FDOT recently announced that for the Federal Transit Administration (FTA) Section 5305 grant for FY21, it's match is going to be a 20% soft match instead of a 10% hard match (which was then matched by 10% local funds). The net impact on the Forward Pinellas budget is a reduction of approximately \$120,000 for FY21. These changes in the UPWP must be reflected in the currently adopted TIP (FY20/21-FY24/25). A motion was made by Cheryl Stacks to recommend approval by the Board for the TIP amendment. This was seconded by Frances Leong-Sharp and passed with a unanimous vote.

**4. FDOT 2021/22 – 2025/26 DRAFT TENTATIVE FIVE-YEAR WORK PROGRAM**

Mr. Jensen Hackett, Florida Department of Transportation (FDOT), shared a presentation with the committee regarding the FDOT FY 2021/22 – 2025/26 Draft Tentative Work Program. The Work Program outlines the state and federally funded transportation projects for the next five years, including new projects introduced in the fifth year (2025/26). Development of the Work Program considers the project priorities adopted annually by Forward Pinellas. Mr. Hackett reviewed the projects that were recently added or had changes. Detailed information on the phasing of the projects has been delayed, due to the ongoing pandemic, however, highlights of the Draft Tentative Work Program were included in the agenda packets. In regard to the preceding FDOT presentation at the Forward Pinellas Board meeting on this same topic, a letter referenced in the Forward Pinellas Actions was also attached for committee members' review. Questions were taken and appropriately answered. A motion was made by Cheryl Stacks to endorse the letter written by staff to Secretary Gwynn of FDOT. It was seconded by Barry Westmark and passed with a unanimous vote.

**5. 58th STREET TRUCK ROUTE DISIGNATION**

Ms. Chelsea Favero, Forward Pinellas staff, reminded members that this item came before them in December where the Town of Kenneth City received a request from its residents to consider removing the Truck Route Designation of 58<sup>th</sup> Street between 38<sup>th</sup> Avenue North

and 62<sup>nd</sup> Avenue North. Within the Town of Kenneth City, 58<sup>th</sup> Street is a two-lane undivided roadway with primarily residential land uses. The removal of this truck route would not prohibit deliveries to and from properties on 58<sup>th</sup> Street. After having an opportunity for members to review the item with their own traffic operations staff, the item has come back for final comment and a recommendation to the Forward Pinellas Board. Questions were taken and appropriately answered. Heather Sobush made a motion to recommend approval by the Board. It was seconded by Derek Reeves and passed with a vote of 17 – 1 (Cory Martens opposed).

## **6. SAFETY PERFORMANCE MEASURES AND TARGETS**

Ms. Favero presented the Safety Performance Measures and Target recommendations to the committee. There are five performance measures addressing safety: number of fatalities, number of serious injuries, number of non-motorized fatalities and serious injuries, rate of fatalities per 100MVMT and rate of serious injuries per 100MVMT. Staff is federally required to report on the measures each year and set targets. In August of each year, FDOT sets their own targets for each of the five measures and the MPO's can either support FDOT's targets or set their own. FDOT set their targets at zero at a statewide level, and while Forward Pinellas recognizes that zero is a goal that everyone should strive for, staff recommends setting targets that are realistic and achievable. Staff recommended that the 2021 targets be retained while continuing to monitor performance going forward. Questions were taken and appropriately answered. A motion was made by Cheryl Stacks to recommend Board approval of the Performance Measures and Targets. This was seconded by Frances Leong-Sharp and passed with a unanimous vote.

## **7. US 19 FRONTAGE ROAD STUDY**

Mr. Alex Henry, Florida Department of Transportation (FDOT), provided a brief introduction to the US 19 Frontage Road Study, prior to introducing the presenter for this topic, Ms. Jennifer Musselman, Senior Engineer/Planner with Kittelson and Associates. A safety action plan is being developed for the US 19 (SR55) frontage roads. The project is focused on the 11.5-mile segment from north of 49<sup>th</sup> Street to north of SR 580 (Main Street), traversing through Pinellas Park, Largo, Clearwater and areas of unincorporated Pinellas. The frontage roads in this area have served to improve the flow of traffic on the mainline of the roadway but have also been experiencing high vehicle speeds and unsafe conditions for bicyclists, pedestrians and transit users. FDOT has completed an existing condition analysis, stakeholder engagement and has developed a range of concepts for review. Ms. Musselman shared the analysis review and the concepts with the committee. One concept is to maintain two lanes and eliminate the bike lane to widen the sidewalk. Other alternatives include transforming the frontage road from two lanes to one lane with an option to develop a one-way or two-way separated bicycle facility with flex posts, armadillo bumps or a full curb. Options to separate the bicycle accommodations fully from traffic were also identified. After committee presentations are completed, the next step is to continue working through the traffic analysis and completing micro-simulations to see what affects these concepts could have on vehicular traffic. There will also be additional public involvement before coming back to Forward Pinellas in the summer to complete a workshop with the board and provide the findings to Forward Pinellas committees. Questions were taken and appropriately answered.

## **8. MEMORANDUM OF UNDERSTANDING FOR THE I-4 CORRIDOR**

Ms. Favero addressed the committee regarding the Memorandum of Understanding for the I-4 Corridor. MetroPlan Orlando, in collaboration with Forward Pinellas and other MPO's along the 1-4 corridor, is in the process of forming a working group to advance mobility strategies across central Florida known as Transportation Systems Management and Operations (TSMO). TSMO strategies may include technological applications to improve the management of work zones, improve the amount of time it takes to clear traffic incident, the coordination of traffic signals or even the provision of traveler information. The coalition goals were shared. In order to formally recognize the regional collaboration on TSMO strategies, while also ensuring that each participant retains autonomy over its own TSMO planning and implementation, a proposed Memorandum of Understanding (MOU) has been developed. The proposed MOU will not require a financial contribution from Forward Pinellas other than staff time to participate in regional planning activities. Questions were taken and appropriately answered.

## **WALK-ON – COMPLETE STREETS GRANT**

Ms. Angela Ryan, Forward Pinellas staff, shared a presentation with the committee on the Forward Pinellas Complete Streets Grant Program. This is the fifth year Forward Pinellas has offered this program which provides up to \$100,000 for concept planning projects and \$1 million for construction projects. The program is designed to leverage local transportation funding to bring about transformative land use changes.

- The City of Tarpon Springs was selected for the \$100,000 grant, to develop a complete streets concept plan for Disston Avenue. The corridor is 1.9 miles long with a 0.2-mile gap between Woodhill Drive and Mango Street and the goal of the project is to provide multimodal access to social, faith-based, health, commercial and community institutions by providing lighting, enhanced crossings and ADA compliant sidewalks.
- The City of St. Petersburg was selected for the \$1 million grant for a construction project along 22<sup>nd</sup> Street South, from 11<sup>th</sup> Avenue South to 18<sup>th</sup> Avenue South. This minority and low-income area have a mix of land uses and is located within the South St. Petersburg CRA. This project proposes to widen and add buffered pathways for bikes and pedestrians and allow for new bus stop locations with landscaped amenities.

Forward Pinellas is seeking recommendation for approval for these recommended projects from the committee today. They will be taken before the Forward Pinellas Board in February. The concept planning funding will become available July 1<sup>st</sup>, and the construction project will tentatively be added to the priority list with funding available in 2026. Lauren Matzke made a motion to recommend approval by the Forward Pinellas Board. This was seconded by Frances Leong-Sharpe and passed with a unanimous vote.

## **9. FORWARD PINELLAS FEDERAL CERTIFICATION**

Ms. Favero shared a presentation regarding the federal certification process. Forward Pinellas is currently undergoing the federal certification process. As Ms. Favero explained, the Metropolitan Planning Organization (MPO), is governed by many law and regulations at the state and federal level. Each year, the state audits Forward Pinellas to make sure all

legal requirements are being met. The federal government conducts an audit every four years. FHWA and FTA conducted a desk audit last fall and provided a list of questions to agency staff, which were answered. Based on those answers, the Federal Review Team prepared a visit for January 28, 2021, to meet with Forward Pinellas and certify that Forward Pinellas continues to meet the requirements of an MPO. Questions were taken and appropriately answered.

## **10. INFORMATIONAL ITEMS**

### **A. SPOTlight Emphasis Areas update.**

Regarding the US 19 Corridor, Jennifer Musselman of Kittelson shared an update on the Frontage Roads projects providing information about safety issues and speeding issues. Regarding the Gateway Area Master Plan, the Memorandum of Understanding was adopted by all members. Regarding Enhancing Beach Access, efforts are being made at the Dunedin Causeway to expand the entrance to Honeymoon Island. FDOT and Pinellas County are working to add fiber optic cables that operate signs to notify people that the parking is full, or the entrance is busy at Honeymoon State Park. Also, a RRFB has been added for funding and construction along the Dunedin Causeway. In Clearwater and St. Petersburg, aerial gondolas are under consideration. Currently, TBARTA is undergoing a feasibility study for potential aerial gondola access to Clearwater Beach

### **B. Board Action Sheets – January 13, 2021 summary was provided.**

### **C. Traffic Fatalities Map – attached**

### **D. Tentative Future Agenda Topics**

## **11. OTHER BUSINESS**

The next meeting is scheduled for February 24, 2021.

## **12. ADJOURNMENT – 3:35 pm**



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**SUMMARY**

The Florida Department of Transportation (FDOT) is proposing an amendment to the FY 2020/21 – 2024/25 Transportation Improvement Program (TIP). This amendment is for the purchase of new electric buses and a new depot charging station. This project will allow PSTA to continue its electric bus expansion program and improve the safety and reliability of the system. The total cost of the project is \$1,239,710 and will not affect any current projects in the FY 2020/21-2024/25 TIP.

**ATTACHMENT(S):**

- Transportation Improvement Program Amended Page
- State Transportation Improvement Program Amended Page

**ACTION:** Recommend that the Forward Pinellas Board approve the TIP amendment

The preparation of this report has been financed in part through grant[s] from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the State Planning and Research Program, Section 505 [or Metropolitan Planning Program, Section 104(f)] of Title 23, U.S. Code.

The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

Transportation Improvement Program Amendment  
 FY2020/21 - 2024 /25

STIP Amendment Number:

\*\* This STIP is in an MPO Area \*\*

TIP Page Number: Attached

\*\* This STIP is Administered by the Federal Transit Administration (FTA) \*\*

On **Wednesday, March 10, 2021**, the **Pinellas MPO** Metropolitan Planning Organization amended the Transportation Improvement Program that was developed and adopted in compliance with Title 23 and Title 49 in a continuing, cooperative and comprehensive transportation planning process as a condition to the receipt of federal assistance. By signature below, the MPO representative certifies that the TIP amendment was adopted by the MPO Board as documented in the supporting attachments. **This amendment will be subsequently incorporated into the MPOs TIP for public disclosure.**

The amendment does not adversely impact the air quality conformity or financial constraints of the STIP.

The STIP Amendment is consistent with the Adopted Long Range Transportation Plan. (Page Number:**TBD**)

This document has not been approved  
 Metropolitan Planning Organization Chairman or Designee  
Pinellas MPO  
This document has not been approved  
 Federal Aid Management Manager or Designee

This document has not been approved  
 FDOT District Representative or Designee District **07**  
This document has not been approved  
 Federal Authorization

STIP amendment criteria:

**A - The change adds new individual projects to the current STIP**

An air conformity determination must be made by the MPO on amended projects within the non-attainment or maintenance areas

**E - The MPO is not in an air quality non-attainment or maintenance area.**

**This project is not subject to the requirements of 23 CFR 667, for two or more Permanent Emergency Relief (ER) repairs at this location.**

Project Name **448852-1; PSTA DISCRETIONARY ELECTRIC BUSES AND CHARGE STATION 5339(B)**

Status	ITEM	Ver	Description	< FY 2021	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	> FY 2025	All Years
Original STIP				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Proposed Project	448852 1	AM	PSTA DISCRETIONARY ELECTRIC BUSES AND CHARGE STATION 5339(B) MANAGED BY PINELLAS COUNTY								
Funding Source After Change	448852 1	AD	PSTA DISCRETIONARY ELECTRIC BUSES AND CHARGE STATION 5339(B) MANAGED BY PINELLAS COUNTY								
		FTA	CAP	0.00	1,239,710.00	0.00	0.00	0.00	0.00	0.00	1,239,710.00
Funding Source Balance Before Change					2,479,420.00						2,479,420.00
Funding Source Balance After Change					1,239,710.00						1,239,710.00
Net Change to Funding Source					-1,239,710.00						-1,239,710.00
Proposed Project Before Change											
Proposed Project After Change					1,239,710.00						1,239,710.00
Net Change to Project					1,239,710.00						1,239,710.00
Net Change to Funding Source					-1,239,710.00						-1,239,710.00
Net Change to Proposed Project					1,239,710.00						1,239,710.00
Net Change to STIP											

**Notes:**

STIP Added on: **2/4/2021**; By: **Jensen Hackett**; Of: **FI DOT**

The development of this application has been financed in part through grant[s] from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the State Planning and Research Program, Section 505 [or Metropolitan Planning Program, Section 104(f)] of Title 23, U.S. Code. The reports generated from this application do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

**FORWARD PINELLAS**  
TIP - FY 2021-2025

Fund	<2021	2021	2022	2023	2024	2025	>2025	All Years
Item Number: 448852 1 Project Description: PSTA DISCRETIONARY ELECTRIC BUSES AND CHARGE STATION 5339(B) <b>*NON-SIS*</b>								
District: 07 County: PINELLAS Type of Work: PURCHASE VEHICLES/EQUIPMENT								
Additional Info: This amendment is for the purchase of new electric buses and a new depot charging station								
TIP AMENDMENT: NEW PROJECT <span style="margin-left: 100px;"><b>AMENDED: 3/10/2021</b></span> <span style="margin-left: 100px;"><b>LRTP Reference: Obj. 2.2, 2.41, 2.4.5, 2.5, 6.1, 6.2</b></span>								
<b>CAPITAL / MANAGED BY PINELLAS COUNTY</b>								
FTA – FEDERAL TRANSIT ADMINISTRATION	0	1,239,710	0	0	0	0	0	1,239,710
<b>Item 448852 1 Totals:</b>	<b>0</b>	<b>1,239,710</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,239,710</b>

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**SUMMARY**

Safe Streets Pinellas is the Forward Pinellas Vision Zero effort. Over the past year, efforts to develop a Safe Streets Action Plan have been underway. The Action Plan includes collision data analysis, the identification of a High Injury Network (HIN), engineering and non-engineering countermeasures and implementable strategies to move towards zero deaths and serious injuries on the Pinellas roadway network. A 16-member task force with a representative from each Forward Pinellas committee assisted in the development of the Action Plan. A public outreach campaign was conducted in Summer 2020 and all Forward Pinellas committee members were invited to learn more and provide input at a December 2<sup>nd</sup> workshop.

Forward Pinellas staff will present key information from the Safe Streets Pinellas Action Plan and early implementation steps. The Action Plan will be updated once all the demonstration projects are completed and is intended to be evaluated on a regular basis so adjustments can be made as needed.

The Action Plan can be viewed online at [https://issuu.com/fehrandpeers/docs/safe\\_streets\\_pinellas\\_february\\_2021\\_action\\_plan](https://issuu.com/fehrandpeers/docs/safe_streets_pinellas_february_2021_action_plan) or [https://forwardpinellas.org/safestreets/wp-content/uploads/2021/02/Safe\\_Streets\\_Pinellas\\_February\\_2021\\_Action\\_Plan-reduced.pdf](https://forwardpinellas.org/safestreets/wp-content/uploads/2021/02/Safe_Streets_Pinellas_February_2021_Action_Plan-reduced.pdf).

**ATTACHMENT(S):** None

**ACTION:** Recommend that the Forward Pinellas Board approve committing to zero deaths and serious injuries by 2045 and the Safe Streets Pinellas Action Plan

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**SUMMARY**

For the past 4 years, Forward Pinellas has planned an annual Bike Your City event in March to celebrate Florida Bicycle Month. The COVID-19 pandemic resulted in cancellation of the Bike Your City event in March 2020; however, a virtual Bike Your City scavenger hunt was held in October 2020 in Safety Harbor. The October virtual Bike Your City event was a surprising success resulting in over 550 participants. Considering the ongoing COVID-19 pandemic and the success from the October 2020 virtual event, Forward Pinellas is planning another virtual Bike Your City event for March 2021.

This March, the Bike Your City event will be a virtual scavenger hunt offered to cyclists throughout Pinellas County. Beginning on March 1<sup>st</sup> and running through March 31<sup>st</sup>, registered participants will receive a set of instructions and list of 20 scavenger hunt destinations. Participants will discover transportation related treasures throughout their own communities as well as receive safety information on walking and biking safely. Forward Pinellas has developed an online platform for participants to upload images of themselves, or their bikes, at each of the scavenger hunt destinations. Prizes will be awarded on a weekly basis to individuals partaking in the scavenger hunt and in a Forward Pinellas “Tuesday Trivia”.

Forward Pinellas will provide a brief presentation highlighting the 2021 March Bike Your City event and will also detail the contributions of local sponsors including the Safety Harbor Art and Music Center (SHAMC) and Suncoast APA.

**ATTACHMENT(S):** None

**ACTION:** None required; informational item

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**SUMMARY**

Each month, the board has received a communications report tracking target analytics, including website hits, blog views, news interviews, and social media reach. The 2020 Communications & Outreach Analysis provides a look back of the goals set for the year and whether Forward Pinellas achieved these target metrics. This is intended to ensure that Forward Pinellas continues excelling in communications and outreach. Forward Pinellas will review these statistics and tell the story behind the numbers, providing a more comprehensive view of the communications and outreach initiatives undertaken by Forward Pinellas, and the ways in which they engage and serve the community.

**ATTACHMENT(S):** 2020 Communications & Outreach Analysis

**ACTION:** None required; informational item

# Communications Check In ...

Where We Are  
in 2021



FORWARD  
PINELLAS



# Increased

## Tracking & Reporting

- Monthly Communications Reports
- Campaign Specific Reports

## Video Storytelling

20

ORIGINAL VIDEOS  
CREATED

14

YOUTUBE  
SUBSCRIBERS





# Increased Blog Posts

30

BLOGS  
CREATED

9.7K

TOTAL BLOG VIEWS

800

MONTHLY AVERAGE

204

BLOG  
SUBSCRIBERS

30

PEOPLE MORE



MON-  
THURS

BEST DAYS TO POST

The best frequency is

1X/WEEK

Others posted the same week show less reach.

However, on a monthly basis, the frequency does not matter. The posts do not have to be 7 days apart, only within different weeks.

# Increased Social Media

2X/DAY

BEST FREQUENCY  
TO POST

LINKS &  
VIDEOS

BEST TYPE OF POSTS



35%

INCREASE



3.4K

FOLLOWERS

TUES  
THURS &  
FRI

BEST DAYS TO POST

171.9K

TOTAL REACH



77.5K



79.4K



3K



12K

# Who's Our Audience?



St. Petersburg

Tampa

Clearwater

Largo

Dunedin

WHERE  
ARE THEY?

## Meet Mary

Our typical audience is a career woman between the ages of 35-44, who is educated with children

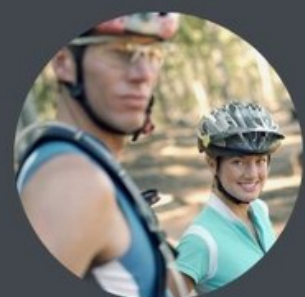


# What are people saying?



MareDemmaSobo 

Thank you @ForwardPinellas for your support of #VisionZero and for taking positive steps to curb the high rate of pedestrian, bicyclists and traffic fatalities in the Bay area.



BrentMosh 

@ForwardPinellas put together an awesome scavenger hunt for their #BikeYourCity2020 in Safety Harbor.



Connief 

We loved #BikeYourCity2020! There were a lot of places we have never visited before and it was more fun to pedal around this beautiful town. Thanks for a fun, outdoor, COVID safe event.




SarahHollenbeckABCActionNews 

GREAT NEWS: @ForwardPinellas & @PinellasCoNews just added a new, flashing crosswalk at Nursery Road/Duke Energy Trail. "My family couldn't be happier," the sister of Carmen Charrez said.

# Sustained Collaboration & Outreach

120  
TOTAL OUTREACH  
EVENTS & PRESENTATIONS

6K  Downtown St Petersburg  
MOBILITY STUDY

PEOPLE REACHED IN  
DOWNTOWN ST. PETE



1500  
SELFIES  
SUBMITTED

550  
BIKE YOUR CITY  
PARTICIPANTS



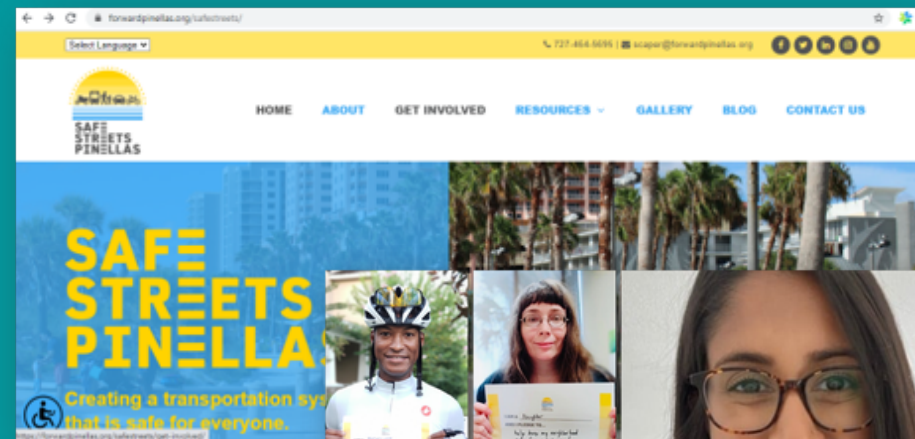
# Sustained Collaboration & Outreach

500

PARTICIPANTS IN  
WEBINAR SUMMIT

650

VIDEO VIEWS



44K

PEOPLE REACHED

1.9K

PEOPLE ENGAGED

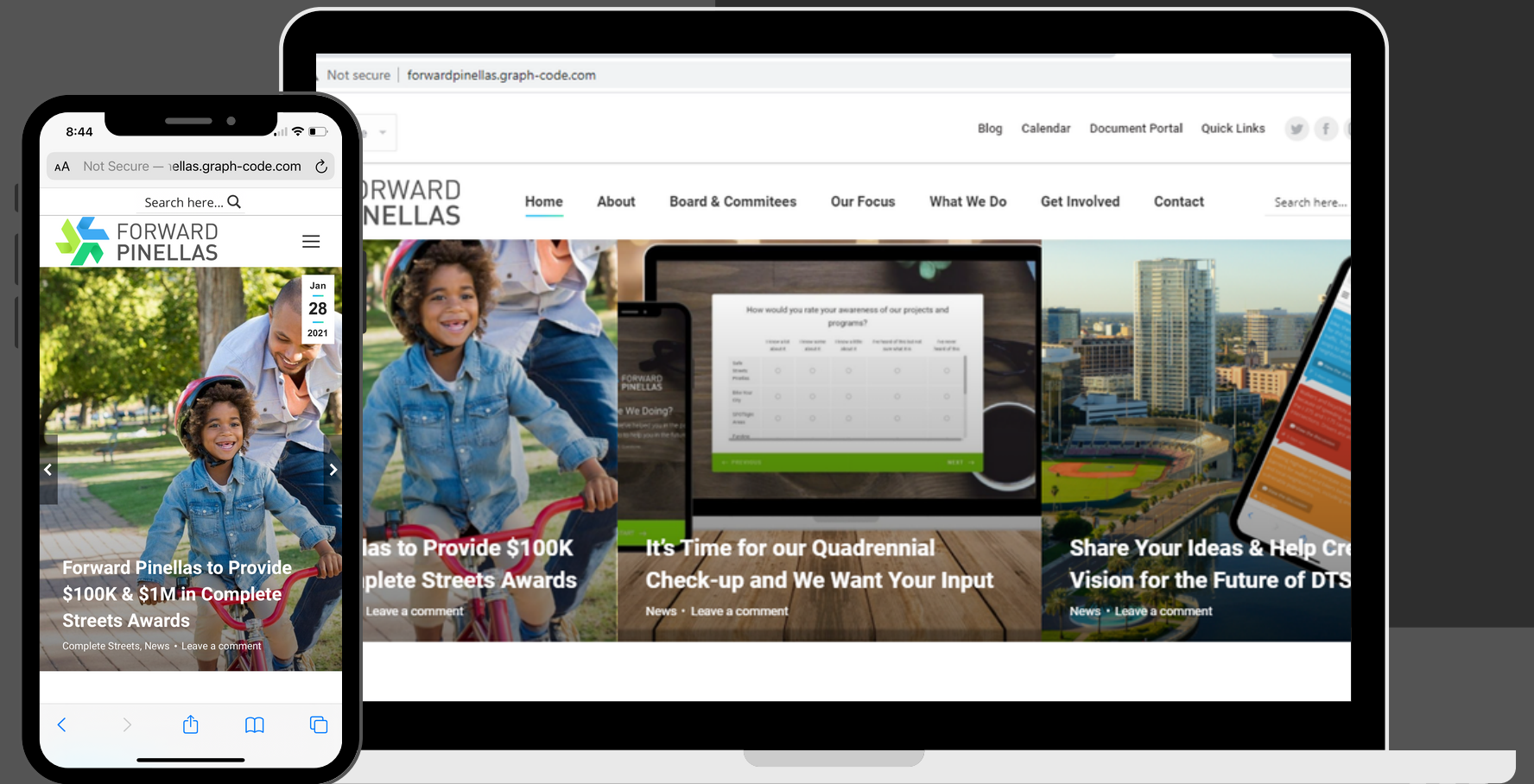
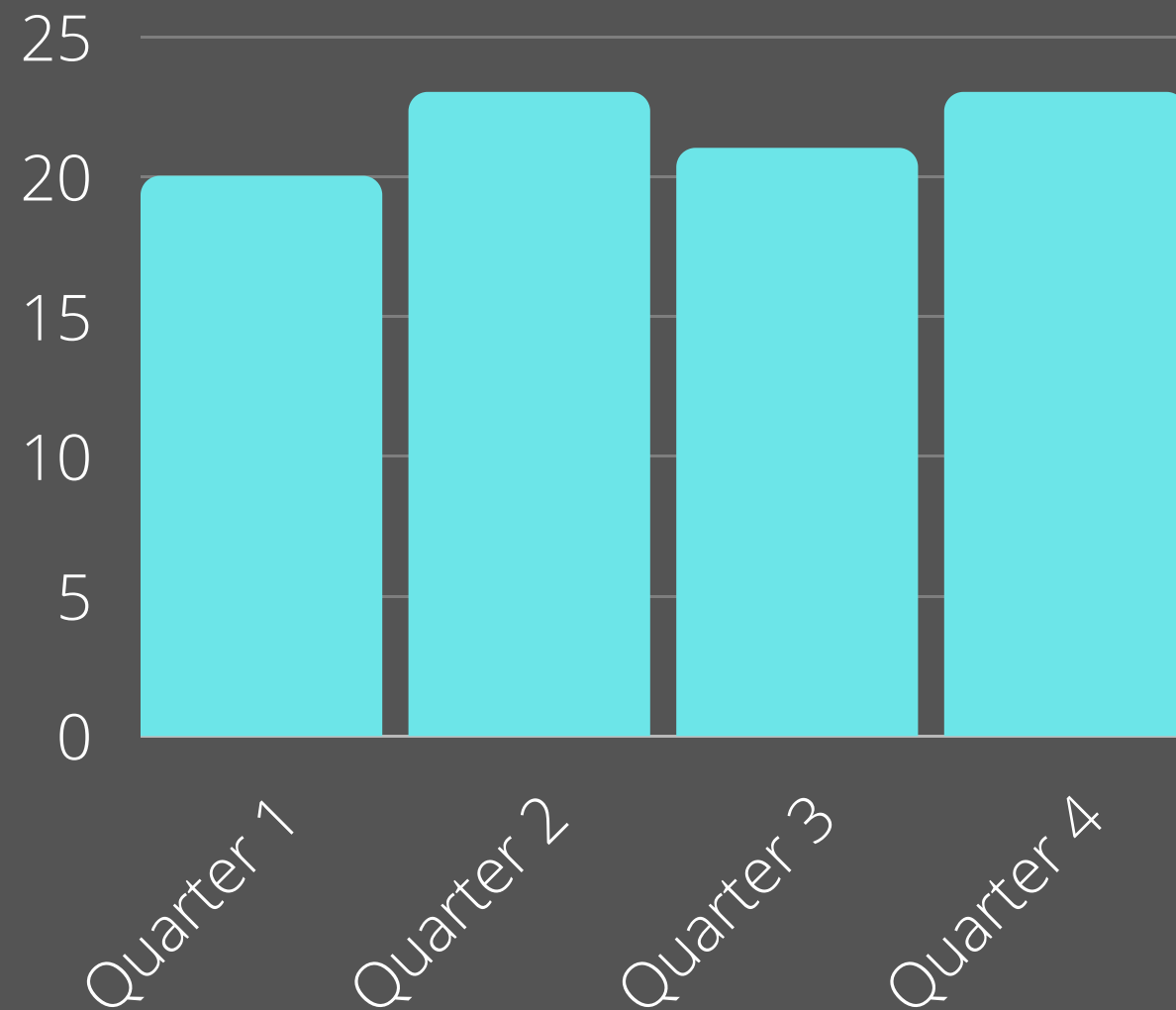


# Revamped New Website

86K  
TOTAL WEB HITS  
IN 2020

Forward Pinellas created a new website to enhance user experience and ensure brand awareness.

## Current Web Hits





Instagram

12

NEWS RELEASES

81

NEWS ARTICLES

Blog Schedule

Social Media  
Schedule



Internal Website

Intranet shares policies, procedures & updates to increase morale & efficiency



# Created

ADA Compliance

- Action Plan Created
- Training Policy Created
- Training Modules 1 & 2 Implemented



Communications  
Plan SOP





# Next Steps



## Still Working Toward

- Partner Resources Site
- Information Dashboards
- Community Conversations
- Quarterly Newsletter
- Podcasts

## Social Media

- Create calendar & analytics platform
- Develop a style for each platform
- Develop advertising strategy

## Blogs

Focus on journalistic writing & guest blogs with unique topics and insights

## Brand Awareness

Continue to develop consistent look and style with PPTs, Prezis, consistent logo usage, and other communications elements



# COVID 19 LESSONS LEARNED



Though the pandemic brought a myriad of challenges, it also provided incredible opportunities to engage people effectively at a countywide level. With the use of social media and other digital outreach tools to get feedback and hold meetings, community members could participate from anywhere on any device and sometimes even on their own time. We not only saw a drastic increase in public engagement but also showed that we could reach many traditionally underserved audiences. While we know virtual options cannot replace in-person outreach, digital engagement can be a noteworthy piece of the puzzle to ensure we're truly reaching everyone in our community.



## 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:

### SIGN UP FOR OUR BLOG

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

[ForwardPinellas.org/Blog](http://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](mailto:info@forwardpinellas.org)



**Message Us**

[@ForwardPinellas](#)

## CHECK OUT OUR NEW WEBSITE!

[www.ForwardPinellas.org](http://www.ForwardPinellas.org)

**7. Multimodal Priority Recommendations**

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**SUMMARY**

Forward Pinellas adopts project priority lists for its Transportation Improvement Program (TIP) on an annual basis. These lists are used for the allocation of federal funding. The approved priority lists are used by the Florida Department of Transportation (FDOT) in the development of its Five-Year Work Program.

With the development of a new draft Work Program and the completion of some projects on the current list, it is necessary to update the multimodal priority list. Once the list is adopted, these multimodal priorities will be transmitted to FDOT for consideration in the development in the next five-year Work Program. Since the last update of this list in 2020, two projects were allocated funding for implementation and are being moved from the 'Unfunded' section of the list. Staff is also proposing to add several projects, including one complete streets construction project and the three projects that applied for funding through the Multimodal Priority List Call for Projects, and update the project descriptions of several existing priorities. Projects shaded in gray on the table indicate a change to the status or details of the project have been made. Projects struck through are proposed to be removed.

The Multimodal Priority List is not yet final and will be brought back to the committee for final action at a later date. Forward Pinellas staff will provide an overview of proposed changes to the list for initial review and comment only.

**ATTACHMENT(S):** Draft 2021 Forward Pinellas Multimodal Transportation Project Priorities

**ACTION:** None required; informational item

**DRAFT 2021 FORWARD PINELLAS MULTIMODAL TRANSPORTATION PROJECT PRIORITIES**

Approved by the Forward Pinellas Board on DATE

Proposed Priority	FPN	Responsible Agency	Project	From	To	Description	Funded Phase	Year Funded	Status
<b>PRIORITY PROJECTS UNDER CONSTRUCTION OR FUNDED FOR CONSTRUCTION/IMPLEMENTATION</b>									
P	43380-1	FDOT	SR 686/Roosevelt Boulevard (CR 296 Connector)	49th Street North	I-275/SR 93	Construction of grade separated toll facility linking US 19 and the Bayside Bridge with I-275	CST	2017/18	Underway
			CR 296 (Future SR 690)/East-West 118th Avenue Expressway/Gateway Express	US 19 SR55	East of 40th Street				
P	256774-2	FDOT	US 19/SR 55 (including Republic Dr Overpass and Curlew Road Interchanges)			Construction of grade separated roadway improvements	CST	2021/22	
	256774-3		Phase I – Boy Scout Overpass	North of SR 580	Northside Drive		CST	2021/22	
			Phase II – Curlew Road Interchange	Northside Drive	North of CR 95				
P	422904-2	FDOT	I-275/SR 93/Howard Frankland Bridge Replacement	North of SR 687 (4th St. N.)	North of Howard Frankland Bridge	Bridge Replacement, addition of express lanes, and a multiuse trail.	Design-Build	2019/20	Underway
P	424501-2	FDOT	I-275 Express Lanes	South of SR 694/Gandy Boulevard	North of 4th Street North	Construction of one managed lane in each direction providing interregional connectivity from Gateway Expy and south of Gandy Blvd to Howard Frankland Bridge	Design-Build	2017/18	Underway
P	4366771	PSTA/ HART	PSTA Regional Farebox	N/A	N/A	Implementation of a regional farebox system			Funded in Hillsborough and Pinellas
P	4377362	Pinellas County	Phase II - Park/Starkey Sidewalks	Ulmerton Road	East Bay Drive	Construction of continuous sidewalks along both sides of corridor	PE	2019/20	Underway
			Pinellas Trail Loop, Phase 2 North Gap (partially on Duke Energy ROW)	Enterprise Road	John Chesnut Sr. Park		CST	2021/22	
P	4400931	Pinellas County	Courtney Campbell Causeway Trail Overpass	SR 60/Gulf-to-Bay Boulevard at Bayshore Boulevard	N/A	Construction of a bicycle/pedestrian overpass over SR 60 near Bayshore.	CST	2023/24	Design underway
P	440246-1	FDOT	U.S. 19	54th Avenue South	22nd Avenue North	\$1 million Complete Streets upgrade to FDOT resurfacing project to construct a wide sidewalk on west side of roadway	CST	2021/2022	
P	443928-1	Oldsmar	St. Petersburg Drive	Dartmouth Avenue	Bayview Boulevard	\$1 million to supplement a City of Oldsmar Complete Streets project.	CST	2023/24	
P	443929-1	Largo	Rosery Road	Missouri Avenue	Eagle Lake Park	\$1 million to supplement a City of Largo Complete Streets project.	CST	2023/24	
P	437710-1	FDOT	Alt. US 19	South of Curlew Place	North of Country Club	Add SB left turn lane	CST	2023/24	
P	444332-1	FDOT	St. Petersburg Greater Downtown Area Network Alternatives Analysis	Downtown St. Petersburg Area		Funding to study traffic circulation in the downtown St. Petersburg area.	Study	2019/20	Underway

P	2568815	FDOT	Harn Boulevard Overpass	Harn Boulevard	North of 1st Street	Construction of a pedestrian overpass across US 19	CST	2020/21	Design of alternatives is underway
P	424501-5	FDOT	I-275	South of 54th Avenue South	South of Roosevelt Boulevard	Lane continuity improvements throughout the corridor. And a hardened shoulder for transit operations from I375 to Gandy Boulevard.	ROW	2020/21	
							DSB	2023/24	
P	440093-2	Pinellas County	Pinellas Trail Loop	Ulmerton Road	Belleair Road	South Gap - Phase 2, 3, 4	CST	2023/24	
P	440093-3	Pinellas County	Pinellas Trail Loop	126th Ave N	Ulmerton Road	South Gap - Phase 1	CST	2023/24	
P	437807-2	FDOT	4th Street North and South	5th Avenue S	5th Avenue N	Urban corridor improvements including sidewalks, pedestrian signal modification and high emphasis crosswalks	CST	2022/2023	
P	445649-1	St. Petersburg	22nd Street South	9th Avenue S	5th Avenue South	\$1 million for St. Petersburg Complete Streets Project	CST	2024/25	
P	446142-1	PSTA	Bus Replacement Capital Funding	N/A	N/A	Up to \$1.5 million of capital funding for PSTA Bus Replacements	Capital	2024/25	
P	437636-1	FDOT	Alt. US 19	at Florida Avenue	N/A	Roundabout to improve intersection safety	PE	Underway	
							ROW	2020/21	
							CST	2021/22	
P	N/A	Dunedin	Skinner Boulevard Complete Streets	Alt US 19	SR 580	\$1 million for complete streets project	N/A	N/A	N/A
P	N/A	PSTA	Central Ave Bus Rapid Transit	N/A	N/A	Limited stop transit service from downtown St. Petersburg to the beaches	Design	2018/19	CST unfunded

**UNFUNDED MULTIMODAL TRANSPORTATION PRIORITY PROJECTS**

1	439338-2 439338-3	Forward Pinellas	Systems and Operations Planning Funds	N/A	N/A	\$600,000 annually for planning activities	N/A	N/A	N/A
2	438747-2	FDOT	Pinellas County Model Studies	N/A	N/A	\$148,000 annually to conduct surveys to update planning models	N/A	N/A	N/A
3	N/A	PSTA	Bus Replacement Capital Funding	N/A	N/A	Up to \$1.5 million of capital funding for PSTA Bus Replacements	N/A	N/A	Seeking recurring funding
4	N/A	St. Petersburg	18th Ave S	37th St S	4th St S	Construction of separated bike lanes, trail, bike boulevard and pedestrian crossings	N/A	N/A	N/A
			Salt Creek Trail Ext	18th Ave S	26th Ave S				
5	N/A	Pinellas County	Duke Energy Trail Overpass	SR 60	N/A	Construction of a bicycle/pedestrian overpass at SR 60	N/A	N/A	N/A
6		St. Petersburg	St. Pete Complete Streets project	18th Ave S	11th Ave S	\$1 million for complete streets project	N/A	N/A	N/A
7		TBARTA	TBARTA Vanpools	N/A	N/A	\$250,000 for additional vanpool services (not to fund existing services)	N/A	N/A	N/A
8	N/A	Pinellas County	Dunedin Causeway Operational Improvements	Honeymoon Island State Park	Alt US 19	Operational improvements to mitigate congestion on the Dunedin Causeway	N/A	N/A	Some portions underway; funding for improvements at park entrance still needed
9	N/A	FDOT	Drew Street	Osceola Avenue	E. of US 19	Operational and safety improvements along the corridor.	N/A	N/A	Corridor study underway
10	N/A	FDOT	Gateway Intermodal Center	Gateway Area of Pinellas County	N/A	ROW acquisition	N/A	N/A	
11	256931-4	FDOT	SR 694/ Gandy Boulevard	East of 4th Street	West of Gandy Bridge	Construction of grade separated overpass at Brighton Bay Blvd. and a trail facility crossing Tampa Bay in the corridor.	PD&E	2024/25	PD&E of both FPIDs to go together. CST unfunded
	441250-2								
12	433799-1	FDOT	US 19/SR 55 (including Tampa and Nebraska Interchanges)	North of CR 95	South of Pine Ridge Way South	Construction of grade separated roadway interchanges with frontage roads and pedestrian crossings every 1/4 mile.	Design	Underway	ROW and CST unfunded
13	440743-1	PSTA	Clearwater Beach to TIA Regional Transit Service	Clearwater Beach	Tampa International Airport	Regional Express transit service from downtown Clearwater to Clearwater Beach.	Capital	2021/22	
14	N/A	FDOT	Clearwater Busway	Clearwater Beach	Downtown Clearwater	PD&E Study of connections from downtown Clearwater to Clearwater Beach	N/A	N/A	

15	256998-1	FDOT	SR 686/Roosevelt Boulevard	I-275/SR 93	West of 9 <sup>th</sup> Street North/Dr Martin Luther King Jr Street North	Construction of a connection between the Gateway Express and Roosevelt Blvd.	Design	Underway	CST unfunded
16	257086-1	FDOT	SR 694/Gandy Boulevard	40th Street	East of I-275 (SR 93)	Construction of frontage roads and a ramp from NB I-275 to WB Gandy Blvd.	ENV	2021/22	CST unfunded
17	445376-1	Pinellas County	Pinellas Trail Loop (South Gap) Phase 5	126th Avenue North	Roosevelt Boulevard	Shared Use Bike Path/Trail	N/A	N/A	
18	445376-1	Pinellas County	126th Avenue North	US 19/SR 55	34th Street	Construction of 2 lane divided continuous roadway	N/A	N/A	PDE Underway
19	433797-1	FDOT	US 19/SR 55 (including Alderman Interchange)	North of Nebraska Avenue	South of Timberlane Road	Capacity, operational and safety improvements with pedestrian crossings every 1/4 mile.	Design	Underway	ROW and CST unfunded
20	433796-1	FDOT	US 19/SR 55 (including Klosterman Interchange)	South of Timberlane Road	South of Lake Street	Capacity, operational and safety improvements with pedestrian crossings every 1/4 mile.	Design	Underway	ROW and CST unfunded
21	435914-2	FDOT	U.S. 19	66th Avenue North	118th Avenue North	Operational improvements along the corridor	ROW	2023/24	Corridor study underway; partial ROW funding in work program
22	435909-4	FDOT	Alt. US 19	Belleair Road	Pasco County Line	Operational improvements along the corridor	PE	2020/21	
23	435909-3	FDOT	Alt. US 19	Park Street North	Belleair Road	Operational improvements along the corridor	PE	2020/21	
22	N/A	FDOT	SR 60 Multiuse Accommodations	Courtney Campbell Causeway Trail	Druid Road Trail	Multiuse accommodations connecting the Courtney Campbell Causeway Trail to the Druid Road Trail per the SR 60 Multimodal Implementation Plan	N/A	N/A	
23	N/A	FDOT	Gulf Boulevard Sidewalk Improvements	195th Street	Walsingham Road	Construction of sidewalk with drainage improvements	N/A	N/A	
26	N/A	Forward Pinellas	Aerial Transit Feasibility and Operations Plan	N/A	N/A	Clearwater and downtown St. Petersburg	N/A	N/A	
24	N/A	PSTA	Downtown Clearwater Intermodal Center	N/A	N/A	PSTA Intermodal Center for the downtown Clearwater area.	N/A	N/A	
25	444244-1	FDOT	4th Street Trail Connection	Gandy Boulevard	Big Island Gap Bridge	Trail connection to the Howard Frankland Bridge	N/A	N/A	
26	444243-1	FDOT	Ulmerton Trail Connection	Fountain Parkway North	I-275	Trail connection to the Howard Frankland Bridge	N/A	N/A	
27	444064-1	FDOT	SR 580 Corridor Study	Alt US 19	SR 584	Operational and safety improvements along the corridor.	Planning	2019/20	Corridor study underway; implementation funding needed



28	440245-1	FDOT	SR 693/Pasadena Ave/66th St N	Park St	N Tyrone Blvd	Operational improvements along the corridor	N/A	N/A	Corridor study completed
29	N/A	St. Petersburg	Cross Bay Ferry	N/A	N/A	Capital funding for Cross Bay Ferry services	N/A	N/A	N/A
30	N/A	St. Petersburg	Martin Luther King Jr St S	7th Ave S	30th Ave S	Multimodal corridor improvements to moderate traffic speeds and provide a separated bike lane	N/A	N/A	N/A

1) Project #1 is intended for recurring annual funding of \$600,000. This includes \$100,000 for Complete Streets planning projects. This annual allotment will be set aside as higher priority projects are considered in the development of the annual FDOT Work Program. A portion of this funding is intended to support annual survey efforts to support the regional travel demand model and other transportation planning initiatives.

2) DSB = Design-Build (combines construction and design/preliminary engineering phases to reduce costs and expedite construction); PD&E-Project Development and Environment; DGN-Design; ROW-Right of Way; CST-Construction; ENV-Environmental; FY-Fiscal Year; TIP-Transportation Improvement Program; LRTP-Long Range Transportation Plan; CMAQ-Congestion Mitigation and Air Quality Improvement Program

3) Projects on this priority list need not be limited to STP funds and may be funded by other available funding sources.

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**SUMMARY**

Partially funded by a grant provided by Forward Pinellas, the City of Clearwater developed a Complete Streets Concept Plan for the Fort Harrison Avenue corridor from Belleair Road to the south to Myrtle Avenue/Alt. 19 to the north. The project connects three major destinations, Morton Plant Hospital Campus, Downtown and the future Imagine Clearwater waterfront redevelopment, and the North Marina Area. The city's primary goal was to develop a Complete Streets Concept Plan that would enhance safety, mobility, and accessibility while also considering the land use contexts and character surrounding the corridor.

City staff will provide a presentation on the development of the Concept Plan and the final recommendations for the corridor.

**ATTACHMENT(S):** None

**ACTION:** None required; informational item

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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 – February 10, 2021**

**ATTACHMENT:** Forward Pinellas Newsletter/Executive Summary – February 10, 2021  
(to be emailed separately)

**C. Traffic Fatalities Map**

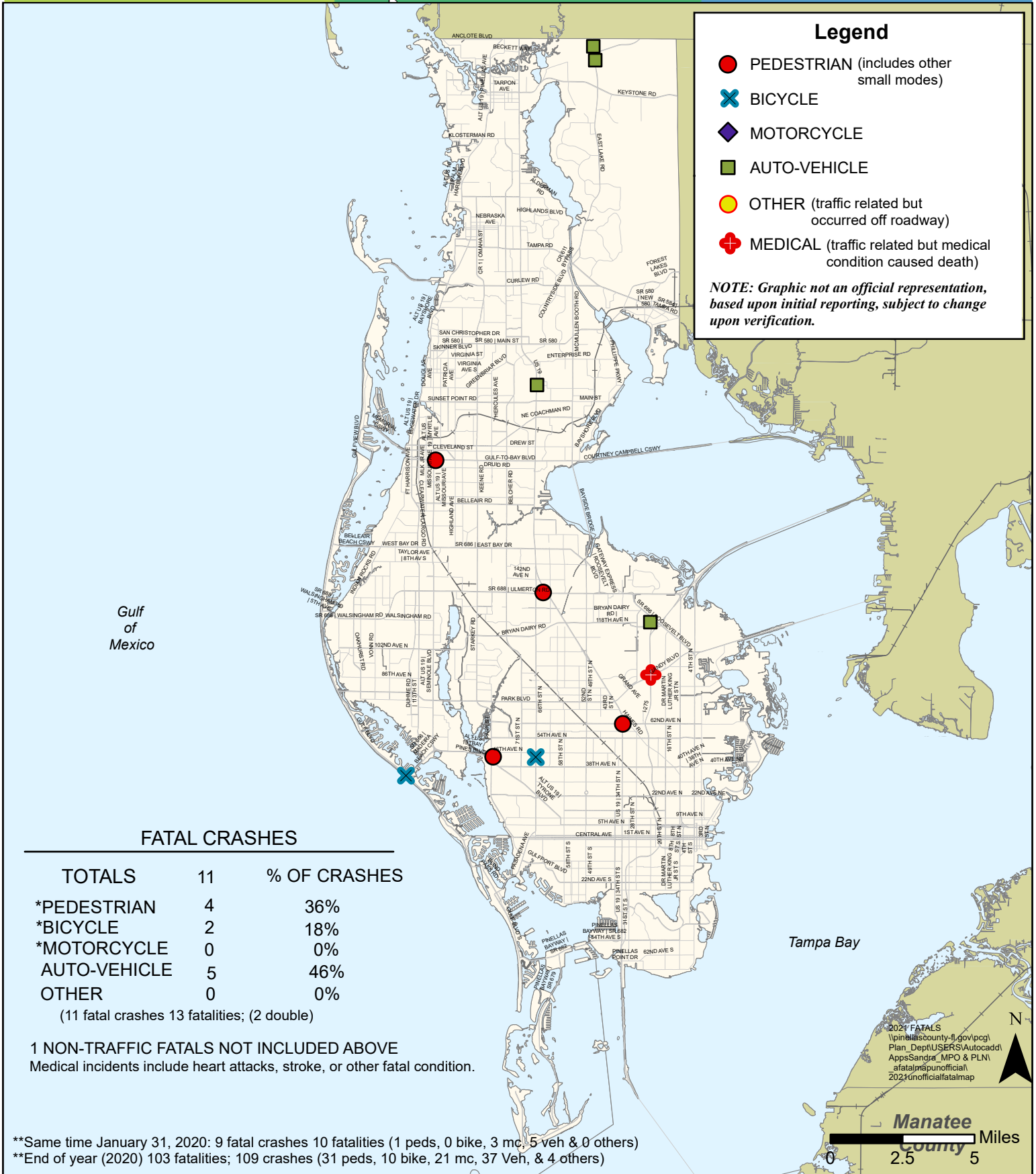
As previously indicated, staff will provide the updated Traffic Fatalities Map each month.

**ATTACHMENT:** Traffic Fatalities Map thru February 1, 2021

**D. Tentative Future Agenda Topics**

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

- Congestion Management Process
- Annual Adoption of Priorities
- Fort Harrison Complete Streets
- 18<sup>th</sup> Avenue South Complete Streets



Data Source: Forward Pinellas, 2020. Map Produced: February 1, 2021.

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