



# Public Involvement Program

**I-275 / SR93**

From South of 54<sup>th</sup> Avenue South to North of 4<sup>th</sup> Street North

*Pinellas County, Florida*

April 2016

**PROJECT DEVELOPMENT &  
ENVIRONMENT (PD&E) STUDY**

**Work Program Item No: 424501-1**


# PUBLIC INVOLVEMENT PROGRAM

Project Name: I-275/ SR93 PD&E Study  
Project Limits: From South of 54<sup>th</sup> Avenue South to North of 4<sup>th</sup> Street North  
County/ State: Pinellas County, Florida  
Work Program Item Number: 424501-1  
Federal Aid Project Number: TBD

In accordance with Part 1, Chapter 11 of the *Project Development and Environment (PD&E) Manual*, this Public Involvement Program is submitted to the District Environment Management Office (DEMO) Engineer for his/her review and approval.

Submitted by:   
Matthew G. Wey, PE, PYOE  
Project Manager  
HDR Engineering, Inc.

Date: February 26, 2015

Approved by:   
Kirk Bogen, PE  
District Environmental Management Engineer  
FDOT District 7 Intermodal Systems Development

Date: 3/5/15

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Appendix A Mailing List

# Public Involvement Program Project Development and Environmental (PD&E) Study I-275/ SR93 from South of 54<sup>th</sup> Avenue South to North of 4<sup>th</sup> Street North Pinellas County, Florida

The purpose of this Public Involvement Program (PIP) is to assist in providing information to and obtaining input from concerned citizens, agencies, private groups (residential/business), and governmental entities. The overall goal of this plan is to help ensure that the study reflects the values and needs of the communities it is designed to benefit. A schedule of events and list of documentation exhibiting compliance with these procedures is included.

This program is in compliance with the Florida Department of Transportation's (FDOT) *Project Development and Environmental (PD&E) Manual, Part 1, Chapter 11*; Section 339.155, Florida Statutes; Executive Orders 11990 and 11988; Council on Environmental Quality Regulations for Implementing the Procedural Provision of the National Environmental Policy Act; and 23 Code of Federal Regulations 771.

## I Description of Proposed Improvement

Work Program Item Number: 424501-1

Federal Aid Project Number: TBD

Project Limits: I-275 (SR 93) from south of 54th Avenue South to north of 4th Street North in Pinellas County, Florida, a distance of approximately 16.3 miles. The study map is shown on **Figure 1** on the following page.

Proposed Activity: To conduct a PD&E study to evaluate the need for capacity and operational improvements along I-275 (SR 93) within the above noted limits. The objective of the study is to provide documented environmental and engineering analyses to assist the FDOT and the Federal Highway Administration (FHWA) in reaching a decision on the type, conceptual design, and location of the necessary improvements within the PD&E Study limits.

Class of Action: Categorical Exclusion 2

Project Development and Environment Study  
I-275 / SR93  
South of 54<sup>th</sup> Avenue South to North of 4<sup>th</sup> Street North  
Public Involvement Program

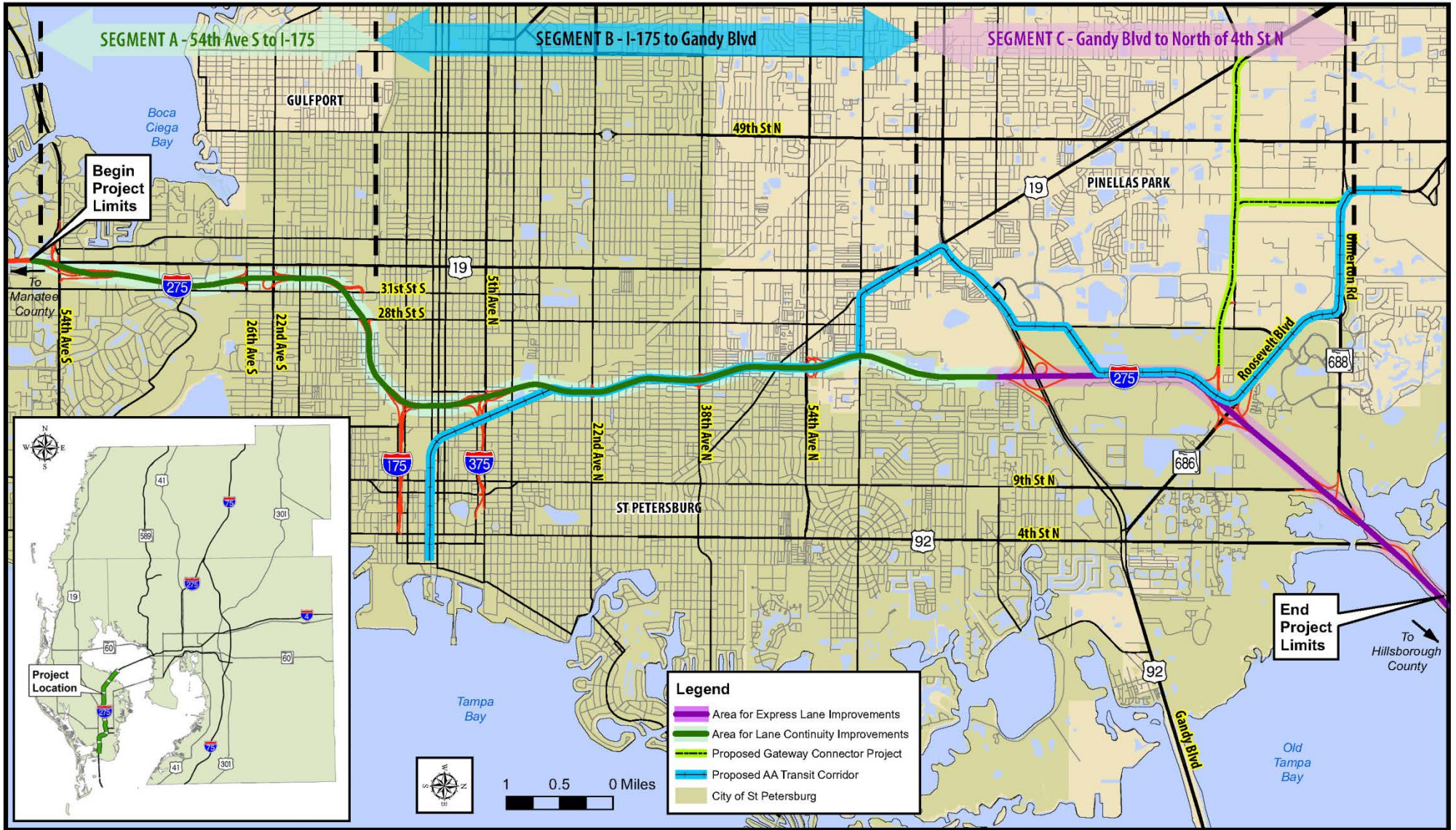
Project Contact Information

For additional information regarding this project contact:

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Environmental Management Engineer  
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**FDOT**  
 I-275 PD&E Study  
 from South of 54th Avenue  
 South to North of  
 4th Street North  
 FPID: 424501-1-22-01

PROJECT LOCATION MAP

FIGURE 1

Figure 1. Project Location Map

## II Project Background

The purpose of this project is to conduct a PD&E study to evaluate the need for capacity and operational improvements along I-275 (SR 93) from 54th Avenue South to north of 4th Street North in Pinellas County, a distance of approximately 16.3 miles. The objective of the PD&E study is to provide documented environmental and engineering analyses which will assist the FDOT and the FHWA in reaching a decision on the type, conceptual design, and location of the necessary improvements within the I-275 PD&E study limits.

### Tampa Bay Express (TBX) Master Plan

In response to the Moving Ahead for Progress in the 21st Century Act (MAP-21) federal transportation legislation requirements, the FDOT Secretary issued a policy directive (Topic No.: 525-030-020-a) in August 2013 requiring the use of tolling on limited access facilities on the State Highway System (SHS) when adding capacity to an existing highway or constructing a new highway facility. Since a portion of the I-275 PD&E study involves the evaluation of the need to provide additional capacity to a regional highway facility on Florida's Strategic Intermodal System (SIS), a comprehensive plan for developing an integrated system of regional express lanes is to be developed as part of the PD&E study. To create a comprehensive vision for improved mobility within the Tampa Bay Region, FDOT District 7 embarked on a master planning exercise to determine on which interstate facilities, and specific freeway segments of these facilities, would it be cost feasible to implement express lanes. The first phase of the Master Plan efforts involved a holistic approach of analyzing the future travel demand for several interstate corridors within FDOT District 7 in order to develop the Plan. The intent of this Plan was to ensure that the impacts of implementing express lanes on the Tampa Bay interstate system would be evaluated on a system-wide basis in lieu of treating each corridor as its own stand-alone project. Initially, the FDOT coordinated with the Florida Turnpike Enterprise (FTE) to generate preliminary toll and revenue forecasts for the various interstate corridors and freeway segments. The results of this initial coordination effort formed the basis for the selection of viable corridors and freeway segment limits for the implementation of express lanes as part of the TBX Master Plan.

### TBX Master Plan Project

For the I-275 Pinellas Study corridor, limits of the TBX Master Plan project are from south of SR 694 (Gandy Boulevard) to north of 4th Street North. The Master Plan project would include one express lane in each direction from south of Gandy Boulevard to 118th Avenue North/Roosevelt Boulevard and two lanes in each direction from north of 118th Avenue North to north of 4th Street North. It will provide for a direct connection from the proposed 118th Avenue North express lanes that are to be located west of I-275 to the I-275 mainline. The express lanes proposed for I-275 from south of Gandy Boulevard to north of 4th Street North will also transition into the express lanes that are already planned for the Howard Frankland Bridge. These additional express lanes are



needed to accommodate future travel demand in the design year (2040). The I-275 typical section would include four general purpose lanes (GULs) that are separated from the proposed two express lanes by a 4-foot (ft) painted buffer. The TBX Master Plan established a system-wide framework for implementation of express lanes within the Tampa Bay Region. The Master Plan project also preserves the transit corridor in the median of I-275 from 5th Avenue North to south of Gandy Boulevard.

## **TBX Starter Projects**

Realizing a potential shortfall in funding for implementation of the ultimate capacity improvements planned for the Tampa Bay Region, the FDOT underwent an evaluation to identify a series of lower cost express lane projects that can be funded in the FDOT's Five-Year Work Program. These initial projects could be built within a five year or less horizon and then later be incorporated into the Master Plan project at minimal costs. The shorter-term, lower-cost improvements are considered the, "Starter Projects." The proposed express lane Starter Project for the I-275 Pinellas corridor consists of one express lane in each direction from 118th Avenue North to north of 4th Street North. Selecting 118th Avenue North as the southern terminus connects the newly-constructed 118th Avenue North interchange to the express lanes and provides options for express lane travel for drivers traveling to/from the west and to/from the south on I-275. In the future, a new elevated facility designated as SR 690 representing the 118th Avenue North corridor will provide a direct connection to US 19. This terminus is also consistent with the Pinellas Alternatives Analysis (AA) study.

## **Pinellas Alternative Analysis (AA)**

In addition to addressing highway capacity deficiencies, this PD&E study also considers the multi-modal accommodations envisioned for the I-275 study corridor and its regional connections to the rest of Tampa Bay. The Tampa Bay Area Regional Transportation Authority (TBARTA) adopted a Transportation Master Plan for Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, and Sarasota Counties in May 2009. While considering all modes of transportation, the TBARTA Master Plan focused on providing the framework for an integrated transit system to serve all parts of the region. In 2009, the Hillsborough, Pinellas, Pasco, and Hernando County Metropolitan Planning Organizations (MPOs) and Citrus County all adopted the TBARTA Mid Term (2035) Networks in their 2035 Needs plans and included several key elements of the Master Plan in their 2035 Cost Affordable Long Range Transportation Plans (LRTPs).

As a first step in moving toward implementation of this plan, the Hillsborough Area Regional Transit Authority (HART) has undertaken an AA for a light rail transit corridor running from the University of South Florida, through downtown Tampa, to the Westshore area. This HART analysis includes a service connection to a proposed High Speed Rail station in downtown Tampa. A second AA is underway by the Department, TBARTA, the Pinellas County MPO, and the Pinellas Suncoast Transit Authority (PSTA) for a premium transit corridor from downtown St. Petersburg, through the Pinellas Gateway area, to downtown Clearwater. In addition, the FDOT, local transit agencies, and MPOs have planned several Regional Transit Corridor Evaluations for other elements of the TBARTA Master Plan.



The 2012 Pinellas AA evaluated transit options connecting major residential, employment, and activity centers in Pinellas County to Hillsborough County via the Howard Frankland Bridge corridor. The study identified a 24-mile light rail Locally Preferred Alternative (LPA) for its ability to offer transportation options that are safe, sustainable, affordable, and efficient. Significant countywide local bus enhancements are recommended to support the LPA, nearly doubling the existing local bus service with portions being implemented before the light rail. Pinellas County is considering a countywide referendum for the November 2014 ballot, proposing up to a one-penny sales tax to fund a variety of transportation improvements. Greenlight Pinellas was recently launched as an awareness and education campaign to facilitate a conversation about transportation in anticipation of residents being given an opportunity to vote on this referendum.

A key element of the TBARTA Master Plan is to provide a transit linkage across Upper Tampa Bay linking Hillsborough and Pinellas Counties. Specifically, both the TBARTA Master Plan and the MPO LRTPs call for the linkage to be provided across the Howard Frankland Bridge (I-275/SR 93) corridor. This linkage would run from Hillsborough County's proposed Westshore station (service connection to the proposed High Speed Rail station in downtown Tampa) to Pinellas County's proposed Gateway station. These stations would not serve as termini, but would allow uninterrupted transit movements from the St. Petersburg and Clearwater areas across the Howard Frankland Bridge to and through Tampa's Central Business District (CBD) and vice versa. However, for this linkage to be possible, the Howard Frankland Bridge corridor must be able to accommodate the appropriate transit provisions. The FDOT plans to replace the northbound Howard Frankland Bridge in the future since it is approaching the end of its useful service life. Therefore, the I-275 PD&E study will provide recommended improvements that provide the transit accommodations envisioned by TBARTA and the needed highway improvements consistent with the planned northbound bridge replacement.

## **Lane Continuity Study**

Completed in October 2008, the I-275 Lane Continuity Study evaluated operational improvements on I-275 from the Sunshine Skyway Bridge North Toll Plaza to Gandy Boulevard in Pinellas County. The study documented existing and future operational and safety conditions within the corridor for the purposes of recommending possible improvements to alleviate identified deficiencies. The study addressed both short-term traffic operational type improvements and longer-term major geometric improvements. As a long range improvement, the study recommended providing lane improvements to achieve one additional continuous lane on I-275 in each direction from 54th Avenue South to Gandy Boulevard. The I-275 Pinellas PD&E study will incorporate and update the Lane Continuity Study recommendations. Currently, I-275 from south of 54th Avenue South to 4th Street North has one continuous lane in the northbound direction and no continuous lanes in the southbound direction. According to the previous Lane Continuity Study recommendations, proposed lane additions to I-275 are anticipated to provide three continuous lanes in the northbound direction and two continuous lanes in the southbound direction between 54th Avenue South and 4th Street North. These new lane

connections will improve the safety for motorists traveling the I-275 corridor by substantially reducing the number of lane changes for both directions of travel. The study also recommended modifications to certain interchanges within the study limits, allowing for a more refined analysis of those locations.

## NEPA Process

The proposed project has been evaluated through the FDOT's Efficient Transportation Decision Making (ETDM) process. Agency coordination for this project has been initiated as part of ETDM Project Number 12556. The FDOT intends to seek Location Design and Concept Acceptance (LDCA) from FHWA for lane continuity improvements along I-275 from 54th Avenue South to south of Gandy Boulevard and express lane improvements related to the TBX Master Plan project along I-275 from south of Gandy Boulevard to north of 4th Street North.

## III Project Goals

The following goals and objectives have been defined for this study:

- Undertake the necessary PD&E study evaluation and documentation efforts to meet federal environmental evaluation and documentation requirements in order to obtain LDCA from FHWA for the planned capacity and operational improvements along I-275 from 54th Avenue South to North of 4th Street North in Pinellas County.
- Accommodate, to the extent practical, the transit provisions identified in the approved LPA for the Pinellas AA.
- Provide coordination with key stakeholders and engage the concerned public.

## IV Identification of Agencies and Affected Public

The following local, regional, state, or federal agencies with concern about this project due to jurisdictional review or expressed interest have been identified and have been contacted directly by the FDOT through the Advance Notification (AN) process in accordance with the PD&E Manual, Part 1, Chapter 3, Advance Notification. As other concerned public agencies are identified throughout the study, they will also be listed and contacted. For a complete list of contact information, please refer to Appendix A.

State
Florida Department of Agriculture and Consumer Services – ETAT Representative
Florida Department of Economic Opportunity – ETAT Representative
Florida Department of Environmental Protection – ETAT Representative
Florida Department of Environmental Protection – State Clearinghouse
Florida Department of State – ETAT Representative
Florida Department of Transportation – Environmental Management Office
Florida Fish and Wildlife Conservation Commission – ETAT Representative
Florida Inland Navigation District
Florida’s Turnpike Enterprise

Federal
Federal Aviation Administration – Airports District Office
Federal Highway Administration – Division Administrator
Federal Highway Administration – Environmental Technical Advisory Team (ETAT) Representative
Federal Emergency Management Agency – Mitigation Division, Chief
Federal Railroad Administration – Director
Federal Transit Administration – ETAT Representative
U.S. Army Corps of Engineers – Regulatory Branch
U.S. Coast Guard – Seventh District – Commander
U.S. Department of Agriculture – Natural Resource Conservation Service
U.S. Department of Commerce – National Marine Fisheries Services, Habitat Conservation Division
U.S. Department of Commerce – National Marine Fisheries Services, Southeast Regional Administrator
U.S. Department of Housing and Urban Development
U.S. Department of Interior – Bureau of Land Management, Southeastern States Office
U.S. Department of Interior – U.S. Fish and Wildlife Services
U.S. Department of Interior – National Park Service – Southeast Regional Office
U.S. Department of Interior – U.S. Geological Survey, Chief
U.S. Department of Health and Human Services – National Center for Environmental Health
U.S. Department of Interior – Bureau of Indian Affairs, Office of Trust Responsibilities
U.S. Environmental Protection Agency – ETAT Representative
U.S. Forest Services – ETAT Representative

Regional	
Tampa Bay Regional Planning Council	
Southwest Florida Water Management District – ETAT Representative	
St. Petersburg-Clearwater International Airport*	
Tampa Bay Area Regional Transportation Authority*	

Native American Tribal Officials	
Miccosukee Tribe of Indians of Florida	
Muscogee (Creek) Nation of Oklahoma	
Poarch Band of Creek Indians	
Seminole Nation of Oklahoma	
Seminole Tribe of Florida	

## Local Elected and Appointed Officials:

Federal Delegations for Local Districts	
The Honorable Bill Nelson	U.S. Senator
The Honorable Marco Rubio	U.S. Senator
The Honorable David W. Jolly	U.S. Representative, District 13
The Honorable Kathy Castor	U.S. Representative, District 14

Florida State Senators for Local Districts	
The Honorable Arthenia L. Joyner	Florida State Senator (District 19)
The Honorable Jack Latvala	Florida State Senator (District 20)
The Honorable Jeff Brandes	Florida State Senator (District 22)

Florida State Representatives for Local Districts	
The Honorable Dwight Dudley	Florida House Representative (District 68)
The Honorable Kathleen M. Peters	Florida House Representative (District 69)
The Honorable Darryl Ervin Rouson	Florida House Representative (District 70)



<b>Pinellas County</b>	
Administrator Mark S. Woodward	County Administrator
The Honorable Janet C. Long	Commissioner, District 1
The Honorable Pat Gerard	Commissioner, District 2
The Honorable Charlie Justices	Commissioner, District 3
The Honorable Dave Eggers	Commissioner, District 4
The Honorable Karen Williams Seel	Commissioner, District 5
The Honorable John Morroni	Commissioner, District 6
The Honorable Kenneth T. Welch	Commissioner, District 7

<b>City of St. Petersburg</b>	
The Honorable Rick Kriseman	Mayor
Charles Gerdes, Chair	Councilman
Jim Kennedy	Councilman
Bill Dudley	Councilman
Darden Rice	Councilwoman
Steve Kornell	Councilman
Karl Nurse	Councilman
Wengay "Newt" Newton	Councilman
Amy Foster, Vice Chair	Councilwoman

<b>Pinellas Planning Council/ Metropolitan Planning Organization</b>	
Darden Rice	City of St. Petersburg
Sandra Bradbury	City of Pinellas
John Tornega	City of Dunedin
Michael Smith	City of Largo
Dave Eggers	Board of County Commissioners
Kevin Piccarreto	Group C Communities**
Doreen Hock-DiPolito, Treasurer	City of Clearwater
Joanne "Cookie" Kennedy, Secretary	Group B Communities*
Jim Kennedy, Chair	City of St. Petersburg
John Morroni, Vice Chairman	Board of County Commissioners
Julie Ward Bujaski	Pinellas Suncoast Transit Authority, City of Dunedin
Karen Williams Seel	Board of County Commissioners
Cliff Merz	Tarpon Springs, Safety Harbor and Oldsmar

Pinellas Planning Council/ Metropolitan Planning Organization	
Sarah Ward	Interim Executive Director

\* Group B Communities: Belleair Beach, Belleair Shore, Indian Rocks Beach, Indian Shores, North Redington Beach, Redington Beach, Redington Shores

\*\* Group C Communities: Belleair, Belleair Bluffs, Gulfport, Kenneth City, Seminole, South Pasadena

The following local, state and national public interest groups or organizations that have a direct or expressed interest in the project study have been identified and will be contacted by the FDOT.

Neighborhood Associations	
Greater Pinellas Point	Palmetto Park
Lakewood Estates	Grand Central District
Maximo Moorings	Historic Kenwood
Perry Bayview	North Kenwood
Mel-Tan Heights	Oakwood Gardens
Thirty-first Street	Harris Park
Jordan Park	Greater Grovement
Wildwood Heights	Meadowlawn
Melrose Mercy/Pine Acres	

Business Associations
34th Street Business Association
22nd Street Business/Property Owners Association
Grand Central District Association

Other Organizations	
100 Black Men of Tampa Bay	Pinellas County Coalition for the Homeless and the Homeless Leadership Network
1000 Friends of Florida	Pinellas County Economic Development Council
Alliance for a Livable Pinellas	Pinellas County Environmental Fund
American Planning Association, Sun Coast Section	Pinellas County Environmental Science Forum
Audubon Society of Florida	Pinellas County Metropolitan Planning Organization Bicycle Pedestrian Advisory Committee
Bay Care Health System	Pinellas County Metropolitan Planning Organization Citizens Advisory Committee
BOMA – Tampa Bay	Pinellas County Metropolitan Planning Organization Technical Coordinating Committee

Other Organizations	
Boy and Girls Clubs of the Suncoast	Pinellas County Tourist Development Council
Clearwater Christian College	Pinellas County Young Democrats
Cox Target Media, Inc. (ValPak)	Pinellas County Youth Advisory Committee
Deaf and Hearing Connection of Tampa Bay	Pinellas Park/Gateway Chamber of Commerce
Defenders of Wildlife	Pinellas Realtor Organization
Duke Energy	Rotary Club of Largo
Economic Development Department, Pinellas County	Seniors in Service of Tampa Bay
Eckerd College	Sierra Club/Suncoast Group
Fish and Wildlife Research Institute	St. Pete & Clearwater Convention and Visitor Bureau
Florida Association for Water Quality Control	St. Pete Young Professionals
Florida Gulf Coast Paralyzed Veterans of America	St. Petersburg Area Chamber of Commerce
Florida Natural Areas Inventory	St. Petersburg Audubon Society
Fourth Street Business Association	St. Petersburg College
GFWC St. Petersburg Junior Woman's Club	St. Petersburg Downtown Partnership
GFWC St. Petersburg Woman's Club	Suncoast Tiger Bay Club
Hispanic Professional Women's Association	Tampa Bay Builders Association
Junior League of St. Petersburg	Tampa Bay Business and Professional Women
Keep Pinellas Beautiful	Tampa Bay Business Guild
Kiwanis Club of St. Petersburg	Tampa Bay Estuary Program
Largo/Mid-Pinellas Chamber	Tampa Bay Hispanic Chamber of Commerce
Leadership St. Pete	Tampa Bay Living Green, Inc.
Leadership St. Pete Alumni Association	Tampa Bay National Estuary Program
Low Income Housing Leadership Network	Tampa Bay Partnership
MLK 9th Street Business District	Urban Land Institute – Tampa Bay

Other Organizations	
NAACP St. Petersburg	Tampa Bay Rays
NAIOP Tampa Bay	Tampa Bay Watch
National Coalition of 100 Black Women, Tampa Bay Chapter	The Nature Conservancy Florida Chapter
National Federation for the Blind, Pinellas Chapter	University of South Florida-St Petersburg
NE Exchange Club of St. Petersburg	West Central Florida Area Agency on Aging
Network of Executive Women of Tampa Bay	YMCA of Greater St. Petersburg
PARC	

Interstate 275 PD&E Environmental Technical Advisory Team	
Name	Representing
Linda Anderson	Federal Highway Administration
Andres Ramirez	Federal Transit Administration
Madolyn Dominy	U.S. Environmental Protection Agency
Jane Monaghan	U.S. Department of the Interior – U.S. Fish and Wildlife Service
Garett Lips	U.S. Army Corps of Engineers – Regulatory Branch
David Rydene	U.S. Department of Commerce – National Marine Fisheries Service
Anita Barnett	U.S. Department of the Interior – National Park Service
Gene Stratton	U.S. Coast Guard – Seventh District
Steven Schnetzer	U.S. Forest Service
Paul Backhouse	Seminole Tribe of Florida
Steve Terry	Miccosukee Tribe of Indians of Florida
Jennifer Goff	Florida Fish and Wildlife Conservation Commission
Lauren Milligan	Florida Department of Environmental Protection
Chris Wiglesworth	Florida Department of Economic Opportunity
Alyssa McManus	Florida Department of State
Steve Bohl	Florida Department of Agriculture and Consumer Services
Khaleda Hatim	FIHS Central Office
Chastity LaRiche	Southwest Florida Water Management District
Al Bartolotta	Pinellas County MPO



## V Outreach Activities

The following techniques will be used to notify the public of the proposed transportation improvement and to solicit public input into the project development process.

To ensure that the TBX brand speaks with consistency and planned efficiency, consultants are requested to coordinate closely with the communications firm to improve public awareness as measured by use of tools and visits, posts and interactions to electronic and social channels. See Appendix B.

Newspapers	
<p><b>Tampa Tribune</b> 200 S Parker Street Tampa, FL 33606 813-259-8225 / 1-800-527-2773 Mike Salinero: <a href="mailto:MSalinero@tampatrib.com">MSalinero@tampatrib.com</a> Ted Jackovics: <a href="mailto:TJackovics@tampatrib.com">TJackovics@tampatrib.com</a></p>	<p><b>CENTRO Tampa (Spanish)</b> 202 S Parker Street Tampa, FL 33603 813-259-7500 Javier Maymí: <a href="mailto:jmaymi@centrotampa.com">jmaymi@centrotampa.com</a></p>
<p><b>Tampa Bay Times</b> 1000 N Ashley Drive, Suite 104 Tampa, FL 33602 813-226-3366 / 727-893-8785 Mike Brassfield: <a href="mailto:brassfield@tampabay.com">brassfield@tampabay.com</a></p>	<p><b>La Gaceta (Spanish)</b> 3210 E 7<sup>th</sup> Avenue Tampa, FL 33605 813-248-3921 Erin Manteiga Potter: <a href="mailto:legals@lagacetanewspaper.com">legals@lagacetanewspaper.com</a></p>
<p><b>tbt*</b> 1000 N Ashley Drive, Suite 104 Tampa, FL 33602 813-226-3300</p>	<p><b>Florida Sentinel Bulletin (African American)</b> 2207 E 21st Avenue Tampa, FL 33605 813-248-1921</p>
<p><b>Tampa Bay Business Journal</b> 4890 W Kennedy Boulevard, Suite 850 Tampa, FL 33609 813-873-8225 <a href="mailto:tampabay@bizjournals.com">tampabay@bizjournals.com</a></p>	<p><b>Florida Courier (African American)</b> PO Box 48857 Tampa, FL 33646 877-352-4455 <a href="mailto:news@flcourier.com">news@flcourier.com</a></p>

Television	
<p><b>WEDU, Channel 3 (PBS)</b> Berkman Family Broadcast Center 1300 North Boulevard Tampa, FL 33607 813-254-9338 <a href="mailto:outreach@wedu.org">outreach@wedu.org</a></p>	<p><b>WFLA, Channel 8 (NBC)</b> 200 S Parker Street Tampa, FL 33606 813-228-8888 (main) 813-221-5788 (newsroom) <a href="mailto:news@wfla.com">news@wfla.com</a></p>
<p><b>Bay News 9 (Brighthouse only)</b> 700 Carillon Parkway, Suite 9 St. Petersburg, FL 33716 727-329-2400 <a href="mailto:desk@baynews9.com">desk@baynews9.com</a></p>	<p><b>WTSP, Channel 10 (CBS)</b> 11450 Gandy Boulevard N St. Petersburg, FL 33702 727-577-1010 <a href="mailto:desk@tampabays10.com">desk@tampabays10.com</a></p>

Television	
<p><b>WTVT, Channel 13 (FOX)</b> 3213 W Kennedy Boulevard Tampa, FL 33609 813-876-1313 (main) 813-870-9630 (newsroom) <a href="mailto:news@wtvt.com">news@wtvt.com</a></p>	<p><b>WUSF, Channel 16 (PBS)</b> 4202 E Fowler Avenue, TVB 100 Tampa, FL 33620 813-974-8700 <a href="mailto:news@wusf.org">news@wusf.org</a></p>
<p><b>HTV, Verizon &amp; Comcast 22, Brighthouse 622</b> County Center, 28th Floor 601 E. Kennedy Boulevard Tampa, FL 33602 813-272-5362</p>	<p><b>WFTS, Channel 28 (ABC)</b> 4045 N. Himes Avenue Tampa, Florida 33607 813-354-2828 (main) 866-428-6931 (news) <a href="mailto:newstips@wfts.com">newstips@wfts.com</a></p>
<p><b>WTOG, Channel 44 (CW)</b> 365 105th Terrace NE St. Petersburg, FL 33716 727-576-4444</p>	<p><b>WRMD, Channel 49 (Telemundo)</b> 4107 W Spruce Street Suite 250 Tampa, FL 33607 813-319-4949</p>
<p><b>WVEA, Channel 62 (Univision)</b> 2610 W Hillsborough Avenue Tampa, FL 33614 813-998-3660 <a href="mailto:noticiastampa@entravision.com">noticiastampa@entravision.com</a></p>	

Radio	
<p><b>CBS Radio Tampa Bay</b> 92.5FM WYUU (Spanish), 94.1FM WLLD, 94.1FM-HD2 WSJT, 98.7FM WHFS, 99.5FM WQYK, 104.7FM WRBQ, 1010AM WHFS 5510 W Gray Street, Suite 130 Tampa, FL 33619 727-579-1925</p>	<p><b>Clear Channel Communications Tampa Bay</b> 93.3FM WFLZ, 95.7FM WBTP, 97.9FM WXTB, 100.7FM WMTX, 103.5FM WFUS, 105.9FM WMTX, 106.5FM WCTQ, 620AM WDAE, 970AM WFLA, 1250AM WHNZ 4002 W Gandy Boulevard Tampa, FL 33611 813-832-1000</p>
<p><b>Community Radio</b> 88.5FM WMNF 1210 Martin Luther King Boulevard Tampa, FL 33603 813-238-8001</p>	<p><b>Cox Media Group Tampa</b> 94.9FM WWRM, 97.1FM WSUN, 101.5FM WPOI, 102.5FM WHPT, 105.5FM WDUV, 107.3FM WXGL 11300 4th Street N St. Petersburg, FL 33716 727-579-2000</p>
<p><b>Davidson Media Group</b> 96.1FM WTMP (Spanish), 1150AM WTMP (Spanish) 407 N Howard Avenue, Suite 200 Tampa, FL 33606 813-259-9867</p>	<p><b>Genesis 680</b> 680AM WGES (Spanish) 2005 Pan Am Circle, Suite 250 Tampa, FL 33607 813-637-8000</p>
<p><b>Genesis Communications (News Talk Florida)</b> 820AM WWBA, 1040AM WHBO, 1060AM WIXC, 1190AM WAMT, 1470AM WMGG (Spanish) 800 8<sup>th</sup> Avenue SE Largo, FL 33771</p>	<p><b>Radio Tropical Inc.</b> 1300AM WQBN (Spanish) 4023 N Armenia Ave, Suite 400 Tampa, FL 33607 813-871-1333</p>

Radio	
<b>Salem Communications</b> 570AM WTNB, 910AM WTWD, 760AM WLCC (Spanish), 860AM WGUL, 930AM WLSS 5211 W Laurel Street, Suite 101 Tampa, FL 33607	<b>Tan Talk Radio Network</b> 1340AM WTAN 706 N Myrtle Avenue Clearwater, FL 33755 727-441-3311
<b>WUSF Public Media</b> 89.7FM WUSF 4202 E Fowler Avenue TVB100 Tampa, FL 33620 813-974-8700	<b>1520AM WXYB (Greek)</b> 109 Bayview Boulevard S, Suite A Oldsmar, FL 34677 727-725-5555
<b>1550AM WAMA</b> 4107 W Spruce Street, Suite 260 Tampa, FL 33607 813-374-9075	<b>1590AM WRXB</b> 3551 42 <sup>nd</sup> Avenue S, Suite B-106 St. Petersburg, FL 33711 727-865-1591
<b>1150AM WTMP</b> 407 N. Howard Ave. Ste. 200 Tampa, FL 33606 813-620-1300	

In addition to working with the media, a number of different notification techniques will be used throughout the project development process. A brief description of these techniques is listed below.

**Letters/ Newsletters:** Invitational and informational letters and newsletters will be distributed to elected and appointed officials, property owners/tenants, business owners/operators, and interested parties as feasible. It is anticipated that three newsletters will be distributed for this study.

- Newsletter 1 – Study Kickoff after the TBX Master Plan Workshop
- Newsletter 2 – Invitation to the public hearing
- Newsletter 3 – Notice of the LDCA at the completion of the study

**News/ Press Releases:** News/press releases will be submitted to the FDOT seven days prior to the public hearing.

**Public Notices/Legal Display Ads:** Two legal/display newspaper advertisements will be published in the Tampa Bay Times Full Edition. The first advertisement will be published 21 days, but no more than 30 days, prior to the hearing and the second advertisement will appear seven to 12 days before the hearing. These advertisements will be used to announce the date, time, and location of the public hearing for the I-275 (SR93) PD&E study. All advertisements to local newspapers will be sent via e-mail or by registered mail, return receipt requested.

**Public Announcements:** In order to distribute PD&E study information, fliers will be made available to organizations such as neighborhood/civic groups, the FDOT, and Pinellas County, to publish in existing newsletters and web sites. Any such correspondence will be coordinated through the District's Public Information Officer.

**Direct Mail List for Public Hearings:** The following groups will be contacted by direct mail in order to obtain input throughout the PD&E process and/or to provide information on the project:

- Those people whose property lies in whole or in part within 300 feet on either side of the ROW line of any alternative for the proposed project will be notified, as required by Section 339.155, F.S., as well as other local citizens who may be impacted by the construction of this project. This list will be compiled utilizing current Geographical Information System (GIS) data obtained from the Pinellas County Property Appraiser's Office.
- Local elected and appointed officials or individuals who request to be placed on the mailing list for this project.
- Public and private groups, organizations, agencies, or businesses that request to be placed on the mailing list for this project.

**Techniques: Citizens Advisory Committee (CAC)/Project Advisory Group (PAG):** A CAC or PAG will be selected with the assistance of local governments. The group will be composed of local citizens who have an active role in the community, such as those representatives from impacted/interested cities, Pinellas County, regional agencies, the Pinellas County MPO and its various committees, and neighborhood associations or other groups within the project area. This CAC/PAG will be organized at the beginning of the project to involve local participants for advisory purposes, especially on highly controversial or sensitive projects (See PD&E Manual, Part 1, Chapter 11, Section 11-2-5).

**Presentations to Local Officials:** Presentations will be given to local officials and agencies such as the Pinellas County MPO prior to the public hearing to apprise local officials of the project status, specific location and design concepts, and to receive their comments

**Public Hearing:** In compliance with the PD&E Manual, 23 CFR 771, and Section 339.155, F.S., a formal public hearing will be held for this PD&E study. See Section VIII for further details.

**Informal Meetings:** In addition to scheduled meetings, participation in other meetings with the public, elected officials, special interest groups, or public agencies is expected to occur. The purpose of these meetings will be to apprise the attendees of the project status, specific location and design concepts, and to receive input.

**Public Outreach Activity Schedule:**

[Placeholder – schedule will be provided at a later date]



## VI Coordination with Pinellas County

Copies of aerial maps depicting all alignment and design concepts under consideration, along with draft copies of engineering and environmental study documentation, will be furnished to the County staff for their review. Updated information will also be forwarded to the County prior to the scheduled public hearing for review and comment.

## VII Analysis and Summary of Public Comments

A Comments and Coordination Report will be developed to summarize the public hearing results and recommendations. The report will contain the overall input provided through the other public involvement techniques utilized in the project development process. The report will be forwarded to the District Environmental Management Engineer. See Section IX, Comments and Coordination Report.

## VIII Public Hearing

In compliance with the “Project Development and Environmental Manual,” 23 CFR 771 and Section 339.155, F.S., a public hearing will be held.

**Public Hearing Site:** The public hearing is anticipated to be held at the following location:

First Baptist Church – Heritage Hall  
1900 Gandy Boulevard  
St. Petersburg, FL 33702

**Public Advertisement:** See Section V

In addition, an announcement of the public hearing will be published in the Florida Administrative Register at least seven days prior to the public hearing. The notice will be prepared at least 35 days prior to the public hearing for review and approval by the FDOT.

**Letters of Invitation:** See Section V

**Hearing Preparation:** An audio/visual presentation, graphics, brochures, comment forms, and other exhibits will be prepared to support the public hearing.

**Transcript:** A verbatim transcript of the public hearing will be prepared by a court reporter. The transcript package will include oral comments received at the hearing by the court reporter, both during the informal and formal portions of the hearing. All public hearing documentation (handouts, presentations, graphics, etc.) will be included in a Public Hearing Scrapbook.

**Documents for Public Review:** Environmental and engineering reports to support the PD&E study evaluation will be made available for public review at least 21 days prior to the hearing date.

**Locations of Documents for Public Review:** Public notice will be provided in the public hearing advertisement newsletter invitation explaining where the study documents are located for public review. Documents to be provided include the Preliminary Engineering Report and other relevant reports, maps, or graphics. It is anticipated documents will be available at the following locations:

**St. Petersburg Public Library – North Branch**  
861 70 Ave. N  
St. Petersburg, FL 33702  
727-893-7214

**FDOT – District 7 Headquarters**  
11201 N. Malcolm McKinley Drive  
Tampa, FL 33612  
813-975-6000

**St. Petersburg Public Library – South Branch**  
2300 Roy Hanna Dr. S  
St. Petersburg, FL 33712  
727-893-7244

**Non Discrimination Laws and Americans with Disabilities Act Compliance:** Title VI and Americans with Disabilities Act Compliance: Notification during the public hearing will be provided in the presentation, brochure, signage, and through all public advertisements and newsletters/letters of invitation using the following wording:

*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 service (free of charge) should contact Lori Marable, Public Involvement Coordinator, at (813) 975-6405 or (800) 226-7220 at least seven (7) working days in advance of the Hearing.*

**Assistance for Spanish Speaking Attendees:** Persons who require translation service (free of charge) should contact Elba Lopez, Transit/Intermodal Administrator, at (813) 675-6403 or (800) 226-7220 at least seven (7) working days in advance of the Hearing. Spanish-speaking personnel will be on hand to assist those in need.

## **IX Public Hearing Follow-Up**

The following procedures will occur after the public hearing.

**Responses:** Responses to all letters received as a result of the hearing and questions and comments not answered at the public hearing will be made in writing.

**Recommendation Notices:** A legal notice announcing the FHWA's approval of the final document and recommendations will be published in the Tampa Bay Times newspaper. In addition, news items detailing the Department's recommendations to FHWA will be provided to local media.

**Public Hearing Transcript Package:** A Transcript Package will be produced and submitted following the Public Hearing. The Transcript Package will include a verbatim hearing transcript prepared by an approved court reporter, an errata sheet detailing any transcript discrepancies, a copy of all correspondence received by the Department as

part of the public hearing record, and affidavits of publication for newspaper ads advertising the hearing.

**Comments and Coordination Report:** A *Comments and Coordination Report* will be produced and submitted at the conclusion of the study, in a bound booklet with a cover, containing, at a minimum, all documentation regarding public participation performed throughout the study period. This report shall include all comments and responses received from the public as well as the Advance Notification, coordination with local officials and agencies, and public meetings, etc., the verbatim transcript from the Public Hearing, proof of publication of legal ads, sign-in sheets, public hearing certification, and all public correspondence. A summary of the public involvement efforts shall be included with the final engineering document.

**Public Hearing Scrapbook:** A scrapbook containing 11"x17" reproductions of the public hearing display boards, concept plans, presentation materials, brochures, and sign-in sheets will be prepared. The scrapbook will also include a cover page with a project description, WPI No., FAP No., county; a project location map; information about the hearing, such as the date and location, as well as the total number of people in attendance; all the alternatives that were shown; a list of all reports that were displayed; and copies of sign-in sheets. A CD containing the electronic files in PDF format will also be included.

**Project Team Debriefing:** A debriefing meeting will be held with the project team approximately two weeks after the hearing. The purpose of the meeting is to identify, review, and discuss comments and issues expressed by the public at the hearing. Questions and comments received from the public, but not answered at the hearing, will be addressed as necessary. If a written response is required, the FDOT and/or their representatives will prepare all letters of response. A copy of all responses will be included in the project files and incorporated in the Comments and Coordination Report.

## X Evaluation of the Public Involvement Program

A public involvement evaluation process will be developed to assess the effectiveness of the public involvement efforts utilized throughout the PD&E study. This process will include identification of the public involvement tools, establishment of performance measures, performance evaluations, and identification of improvement strategies.

## XI Public Involvement during Design

It is anticipated that the Design Project Manager will maintain the appropriate level of public involvement activities throughout the final design process. These public involvement activities may include additional coordination meetings with local government and environmental permitting agencies, work sessions, and small group meetings, as directed by FDOT.

# Appendix A

## Mailing List



Federal Agencies	
James Christian, Division Administrator Federal Highway Administration 545 John Knox Rd., Suite 200 Tallahassee, FL 32303	Madolyn Dominy, ETAT Representative U.S. Environmental Protection Agency Atlanta Federal Center 61 Forsyth St. SW Atlanta, GA 30303
Brad G. Loar, CFM Mitigation Division Director FEMA, Region IV 3003 Chamblee Tucker Rd Atlanta, GA 30341	Donnie Kinard, Chief U.S. Army Corps of Engineers, Regulatory Branch 701 San Marco Blvd, Room 372 Jacksonville, FL 32207
Bob Young, Regional Director HUD, Region IV Five Points Plaza Building 40 Marietta Street Atlanta, GA 30303	Dr. Roy E. Crabtree, Regional Administrator, SE Region U.S. Department of Commerce – National Marine Fisheries Service 263 13th Ave South St Petersburg, FL 33701
Marge Davenport, Acting Regional Director U.S. Geological Survey, Southeast Region 1770 Corporate Drive, Suite 500 Norcross, GA 30093	Steven Schnetzer, ETAT Representative U.S. Department of Agriculture, Forest Service 1720 Peachtree Road, NW Atlanta, GA 30309
Cindy Dohner, Director U.S. Fish & Wildlife Service, Region IV 1875 Century Blvd Atlanta, GA 30345	Stan Austin, Regional Director U.S. Department of Interior – National Parks Service, Southern Region 100 Alabama St., SW, 1924 Building Atlanta, GA 30303
Bruce Dawson, Field Manager Bureau of Land Management Southeast States Office 411 Briarwood Drive, Suite 404 Jackson, MS 39206	Rear Admiral John H. “Jake” Korn Commander – Seventh District US Coast Guard Brickell Plaza Federal Building 909 SE First Avenue Miami, FL 33131
Johnna Blackhair, Deputy Regional Director U.S. Department of Interiors – Bureau of Indian Affairs, Office of Trust Responsibilities 545 Marriott Drive, Ste 700 Nashville, TN 37214	Stacy Cummings, Executive Director Federal Railroad Administration 61 Forsyth Street, SW, Suite 16T20 Atlanta, GA 30303-3104
Andres Ramirez, ETAT Representative Federal Transit Administration 230 Peachtree, NW Atlanta, GA 30303	Virginia Fey, Assistant Regional Administrator U.S. Department of Commerce – National Marine Fisheries Services, Habitat Conservation Division 263 13th Avenue South St. Petersburg, FL 33701-5505
Pearlis Johnson, Acting Deputy Administrator Federal Aviation Administration Orlando Airports District Office 5950 Hazeltine National Dr., Suite 400 Orlando, FL 32822-5024	Linda Anderson, ETAT Representative Federal Highway Administration 545 John Knox Rd., Suite 200 Tallahassee, FL 32303

Federal Agencies	
<p>Dr. Pamela Roshell, Regional Director U.S. Department of Health and Human Services – National Center for Environmental Health 61 Forsyth St, Rm 5B95 Atlanta, GA 30333</p>	<p>Jason Weller, Chief U.S. Department of Agriculture – Natural Resources Conservation Service (NRCS) 14th and Independence Avenue SW Washington, DC 20250</p>

Elected Officials	
<p>Senator Bill Nelson Sam Gibbons Federal Court House 801 N. Florida Ave., 4th Floor Tampa, Florida 33602</p>	<p>Senator Arthenia L. Joyner 508 W. Dr. Martin Luther King, Jr. Blvd, Ste C Tampa, FL 33603-3415</p>
<p>Senator Marco Rubio B40A Dirksen Senate Office Building Washington, DC 20501</p>	<p>Senator Jack Latvala 26133 US Highway 19 North, Suite 201 Clearwater, FL 33763</p>
<p>Congresswoman Kathy Castor 4144 N Armenia Ave, Suite 300 Tampa, FL 33607</p>	<p>Senator Jeff Brandes 3637 Fourth Street North, Suite 101 St. Petersburg, FL 33704-1300</p>
<p>Congressman David W. Jolly 425 22nd Avenue North, Suite C St. Petersburg, FL 33704</p>	<p>Representative Dwight Dudley Florida House of Representatives – District 68 3637 4th Street North, Suite 300 St. Petersburg, FL 33704-1336</p>
<p>Representative Kathleen Peters Florida House of Representatives- District 69 1700 66th Street North, Suite 203 St. Petersburg, FL 33710-5510</p>	<p>Representative Darryl Ervin Rouson Florida House of Representatives – District 70 535 Central Avenue, Suite 312 St. Petersburg, FL 33701-3703</p>
<p>Mark S. Woodward, County Administrator Pinellas County 315 Court Street Clearwater, FL 33756</p>	

State Agencies	
<p>ATTN: Sandra Lynch Florida Department of Environmental Protection Southwest District 13051 N. Telecom Parkway Temple Terrace, FL 33637</p>	<p>Marjorie Bixby, Manager FDOT, Environmental Management Office 605 Suwannee Street Tallahassee, FL 32399</p>
<p>Lauren Milligan, ETAT Representative Florida State Clearinghouse, FDEP 3900 Commonwealth Blvd, M/S – 47 Tallahassee, FL 32399</p>	<p>Mark Crosley, Executive Director Florida Inland Navigation District 1314 Marcinski Road Jupiter, FL 33477</p>
<p>Alyssa McManus, ETAT Representative Florida Department of State Division of Historic Resources 500 South Bronough Street Tallahassee, FL 32399</p>	<p>Brett Hartzog, Director of Administration Florida Turnpike Enterprise Turkey Lake Service Plaza Milepost 263 Ocoee, FL 34761</p>
<p>Jennifer Goff, ETAT Representative Florida Fish &amp; Wildlife Conservation Commission 620 South Meridian Street Tallahassee, FL 32399</p>	<p>Steve Bohl, ETAT Representative Florida Department of Agriculture and Consumer Services 3125 Conner Blvd., M.S. C25 Tallahassee, FL 32399-1650</p>
<p>Billy Buzzett, Secretary Florida Department of Community Affairs 2555 Shumard Oak Blvd Tallahassee, FL 32399</p>	<p>Diane Gutierrez-Scaccetti, Executive Director Florida Turnpike Enterprise Turkey lake Service Plaza Milepost 263 Ocoee, FL 34761</p>
<p>Chris Wiglesworth, ETAT Representative Florida Department of Economic Opportunity 107 East Madison Street Caldwell Building Tallahassee, Florida 32399</p>	<p>Tyler Chappell, Chair Florida Inland Navigation District 1314 Marcinski Road Juniper, FL 33477</p>

Regional Officials	
Betti Johnson, Principal Planner Tampa Bay Regional Planning Council 4000 Gateway Blvd, Suite 100 Pinellas Park, FL 33782	Noah Lagos, Airport Director St. Petersburg – Clearwater International Airport 14700 Terminal Blvd., Suite 221 Clearwater, FL 33762
Don Skelton, Executive Director Tampa Bay Area Regional Transportation Authority (TBARTA) 3802 Spectrum Boulevard Suite 306 Tampa, Florida 33612	Chastity LaRiche, ETAT Representative Southwest Florida Water Management District 2379 Broad Street Brooksville, FL 34604

Native American Tribal Officials	
Colley Billir, Chariman Miccosukee Tribe of Indians of Florida Mile Marker 70, U.S. Highway 41 Tamiami Trail, Miami, FL 33194	Leonard Harjo, Chief Seminole Nation of Oklahoma P.O. Box 1498 Wewoka, OK 74884
George Tiger, Principal Chief Muscogee (Creek) Nation of Oklahoma 213 North 2nd Street Okemah, OK 74859	James E. Billie, Chairman Seminole Tribe of Florida 6300 Stirling Road Hollywood, FL 33024
Stephanie A. Bryan, Tribal Chair Poarch Band of Creek Indians 5811 Jack Springs Road Atmore, AL 36502	

Pinellas County Agencies & Officials	
The Honorable Charlie Justices, Vice Chairman Pinellas County BOCC 315 Court Street Clearwater, FL 33756	Julie Ward Bujalski Pinellas County MPO Dunedin City Hall PO Box 1348 Dunedin, FL 34697-7348
The Honorable Pat Gerard Pinellas County BOCC 315 Court Street Clearwater, FL 33756	Dave Eggers Pinellas County MPO 315 Court Street Clearwater, FL 33756
The Honorable Janet C. Long Pinellas County BOCC 315 Court Street Clearwater, FL 33756	The Honorable Kenneth Welch Pinellas County BOCC 315 Court Street Clearwater, FL 33756
The Honorable Dave Eggers Pinellas County BOCC 315 Court Street Clearwater, FL 33756	The Honorable Sandra Bradbury City of Pinellas Park Pinellas Park City Hall P.O. Box 1100 Pinellas Park, FL 33780
The Honorable Karen Williams Seel Pinellas County BOCC 315 Court Street Clearwater, FL 33756	Doreen Hock-DiPolito Pinellas County MPO City of Clearwater PO Box 4748 Clearwater, FL 33758-4748
The Honorable John Morroni, Chairman Pinellas County BOCC 315 Court Street Clearwater, FL 33756	Kevin Piccarreto Pinellas County MPO 901 Ponce de Leon Blvd. Belleair, FL 33756
The Honorable Jim Kennedy Pinellas County MPO City of St. Petersburg PO Box 2842 St. Petersburg, FL 33731	Sarah Ward Pinellas County MPO – Interim Executive Director 310 Court Street Clearwater, FL 33756
Michael Smith Pinellas County MPO City of Largo P.O. Box 296 Largo, FL 33779-0296	John Tornga Pinellas County MPO Dunedin City Hall P.O. Box 1348 Dunedin, FL 34697
The Honorable John Morroni, Chairman Pinellas County MPO 315 Court Street Clearwater, FL 33756	Cliff Merz Pinellas County MPO Tarpon Springs, Safety Harbor, and Oldsmar 750 Main Street Safety Harbor, FL 34695
Darden Riice Pinellas County MPO City of St. Petersburg P.O. Box 2842 St. Petersburg, FL 33731	The Honorable Karen Williams Seel Pinellas County MPO 315 Court Street Clearwater, FL 33756

Pinellas County Agencies & Officials	
Mark S. Woodward Pinellas County Administrator 315 Court Street Clearwater, FL 33756	Joanne "Cookie" Kennedy Pinellas Planning Council 1507 Bay Palm Blvd. Indian Rocks Beach, FL 33785
Cheryl Reed, Director of Community Revitalization Division Pinellas County 600 Cleveland St., Suite 800 Clearwater, FL 33755	Bob Gualtieri, Sheriff Pinellas County P.O. Drawer 2500 Largo, FL 33779-2500
Craig Hare, EMS Division Manager Fire Rescue Department, Pinellas County 12490 Ulmerton Rd. Largo, FL 33774	Paul Cozzie, Director Parks and Conservation Resources, Pinellas County 12520 Ulmerton Road Largo, FL 33774
Sally Bishop, Director Emergency Management, Pinellas County 400 S Fort Harrison Ave Clearwater, FL 33756	Gordon Beardslee, Division Manager Pinellas County Planning Department 600 Cleveland St., Suite 750 Clearwater, FL 33756
David E. Scott, Executive Director of Environment & Infrastructure Pinellas County Public Works 14 S. Fort Harrison Ave. Clearwater, FL 33756	Michael A Grego, Superintendent Pinellas County Schools 301 Fourth St SW Largo, FL 33770
William Horne, City Manager City of Clearwater P.O. Box 4748 Clearwater, FL 33756	Paul Bertels, Traffic Operations Manager City of Clearwater Engineering Department P.O. Box 4748 Clearwater, FL 33756
Jim O'Reilly, Manager City of Gulfport 2401 53rd Street South Gulfport, FL 33707	Michael Delk, Director City of Clearwater Planning & Development P.O. Box 4748 Clearwater, FL 33756
Don Sopak, Public Works Director City of Gulfport 2401 53rd Street South Gulfport, FL 33707	Shannon Coughlin, Analyst City of Pinellas Park Community Planning P.O. Box 1100 Pinellas Park, FL 33780-1100
Fred Metcalf, Community Development Director City of Gulfport 5330 23rd 33707	Bart Diebold, Administrator City of Pinellas Park Public Works P.O. Box 1100 Pinellas Park, FL 33780-1100
Norton Craig, City Manager/Administrator City of Largo P.O. Box 296 Largo, FL 33779	Bob Lasher, External Affairs Officer Pinellas Suncoast Transit Authority 3201 Scherer Drive St. Petersburg, FL 33716
Brian Usher, Public Works Director City of Largo P.O. Box 296 Largo, FL 33779	Cassandra Borchers, Chief Development Officer Pinellas Suncoast Transit Authority 3201 Scherer Drive St. Petersburg, FL 33716



Pinellas County Agencies & Officials	
Teresa Brydon, Manager City of Largo Economic Development 201 Highland Ave Largo, FL 33779	Brad Miller, Executive Director Pinellas Suncoast Transit Authority 3201 Scherer Drive St. Petersburg, FL 33716
Carol Stricklin, Director City of Largo Community Development 201 Highland Ave Largo, FL 33779	Wayne Saunders, City Manager City of St. Pete Beach 155 Corey Ave St. Pete Beach, FL 33706
Diane Corna, City Clerk City of Pinellas Park P.O. Box 1100 Pinellas Park, FL 33780-1100	Steve Hallock, Director City of St. Pete Beach, Public Services Department 155 Corey Ave St. Pete Beach, FL 33706
James Denhardt, City Attorney City of Pinellas Park P.O. Box 1100 Pinellas Park, FL 33780-1100	Dan Graves, Fire Chief City of St. Pete Beach 7301 Gulf Blvd St. Pete Beach, FL 33706
Bob Bray, Director City of Pinellas Park Community Planning P.O. Box 1100 Pinellas Park, FL 33780-1100	George Kinney, Director City of St. Pete Beach Community Development Department 155 Corey Ave St. Pete Beach, FL 33706
Geraldine Campos-Lopez, Director City of Clearwater Economic Development & Housing Department P.O. Box 4748 Clearwater, FL 33758-4748	Jim Marenkovic, Fire Chief City of Gulfport Fire Rescue 5314 23rd Ave S Gulfport, FL 33707
Robert Weiss, Fire Chief City of Clearwater Fire & Rescue 610 Franklin St. Clearwater, FL 33756-5414	Shelby Willis, Fire Chief City of Largo P.O. Box 296 Largo, FL 33779-0296
Gina Clayton, Assistant Director City of Clearwater Planning & Development Department P.O. Box 4748 Clearwater, FL 33758-4748	Doug Lewis, City Manager City of Pinellas Park P.O. Box 1100 Pinellas Park, FL 33780-1100
Don Slaughter, Police Chief City of Clearwater Police Department 645 Pierce Street Clearwater, FL 33756	Guy Keirn, Fire Chief City of Pinellas Park P.O. Box 1100 Pinellas Park, FL 33780-1100
Michael Quillen, Director City of Clearwater, Engineering Department 100 S. Myrtle Ave, Suite 220 Clearwater, FL 33756	Dorene Thomas, Chief of Police City of Pinellas Park 7700 59th St North Pinellas Park, FL 33781

City of St. Petersburg	
The Honorable Rick Kriseman Mayor of St. Petersburg PO Box 2842 St. Petersburg, FL 33731	The Honorable Steve Kornell (District 5) St. Petersburg City Council PO Box 2842 St. Petersburg, FL 33731
The Honorable Charles Gerdes (District 1), Chair St. Petersburg City Council PO Box 2842 St. Petersburg, FL 33731	The Honorable Karl Nurse (District 6) St. Petersburg City Council PO Box 2842 St. Petersburg, FL 33731
The Honorable Jim Kennedy (District 2) St. Petersburg City Council PO Box 2842 St. Petersburg, FL 33731	The Honorable Wengay "Newt" Newton (District 7) St. Petersburg City Council PO Box 2842 St. Petersburg, FL 33731
The Honorable Bill Dudley (District 3) St. Petersburg City Council PO Box 2842 St. Petersburg, FL 33731	The Honorable Amy Foster (District 8), Vice Chair St. Petersburg City Council PO Box 2842 St. Petersburg, FL 33731
The Honorable Darden Rice (District 4) St. Petersburg City Council PO Box 2842 St. Petersburg, FL 33731	

Environmental Technical Advisory Team (ETAT) Members	
Jennifer Goff Florida Fish and Wildlife Conservation Commission 3900 Drane Field Road Lakeland, FL 33811-1207	David A. Rydene, Fishery Biologist Habitat Conservation Division National Marine Fisheries Service 263 13th Ave South St. Petersburg, FL 33701
Lauren Milligan Florida Department of Environmental Protection 13051 N Telecom Parkway Temple Terrace, FL 33637-0926	Garett Lips U.S. Army Corps of Engineers 4400 PGA Boulevard, Suite 500 Palm Beach Gardens, FL 33410
Chris Wiglesworth Florida Department of Economic Opportunity 107 East Madison Street Caldwell Building Tallahassee, Florida 32399	Anita Barnett U.S. Department of Interior- National Park Services 1924 Building, 100 Alabama St., SW Atlanta, GA 30303
Alyssa McManus Florida Department of State R.A. Gray Building 500 South Bronough Street Tallahassee, FL 32399	Gene Stratton US Coast Guard – Seventh Districts Brickell Plaza Federal Building 909 SE First Avenue Miami, FL 33131
Steve Bohl Florida Department of Agriculture and Consumer Services Florida Capitol Tallahassee, FL 32399-0800	Andres Ramirez Federal Transit Administration 230 Peachtree, NW Atlanta, GA 30303
Khaleda Hatim FIHS Central Office 11201 N. Malcolm McKinley Drive Tampa, FL 33612-6403	Madolyn Dominy EPA Regional Biosolids Coordinator US EPA Region 4
Chastity LaRiche Southwest Florida Water Management District 7601 US Highway 301 Tampa FL 33637-6759	Sam Nunn Atlanta Federal Center 61 Forsyth Street SW Atlanta, GA 30303
Linda Anderson, Environmental Specialist Federal Highway Administration 545 John Knox Road, Suite 200 Tallahassee, FL 32303	Steven Schnetzer U.S. Department of Agriculture, Forest Service 1720 Peachtree Road, NW Atlanta, GA 30309
Jane Monaghan, Biologist U.S. Fish and Wildlife Service 600 4th Street South St. Petersburg, FL 33701	Steve Terry, Land Resource Manager Miccosukee Tribe of Indians of Florida P.O. Box 44021 Miami, FL 33144

Other Organizations	
Jennifer Doerfel, Executive Vice President Tampa Bay Builders Association 512 E. Kennedy Blvd. Tampa, FL 33609	Laurie Ann Macdonald, Program Director Defenders of Wildlife 233 Third Street North, Suite 201 St. Petersburg, FL 33701
Julia "Alex" Magee, Executive Director American Planning Association, Sun Coast Section 2017 Delta Boulevard, Suite 201 Tallahassee, FL 32303	Gary Knight, Director Florida Natural Areas Inventory 1018 Thomasville Road, Suite 200-C Tallahassee, FL 32303
Eric Draper, Executive Director Audubon Society of Florida 4500 Biscayne Blvd, Suite 205 Miami, FL 33137	Mike Meidel, Director Economic Development Department, Pinellas County 13805 58th Street North, Suite 1-200 Clearwater, Florida 33760
John F. Kelm, President Clearwater Christian College 3400 Gulf to Bay Boulevard Clearwater, FL 33759	Jennifer Taylor, Vice President Regional Business Development Tampa Bay Partnership 4300 W. Cypress Street, Suite 700 Tampa, FL 33607
Stephen R. Mason, President Bay Care Health System 2985 Drew Street Clearwater, FL 33759	Lisa Hinton, Chair ExCom, Chair Communications Sierra Club/Suncoast Group 1990 Central Avenue St. Petersburg, FL 33712
Marsha Strickhouser, PR Manger Cox Target Media, Inc (ValPak) 2963 Gulf to Bay Blvd., Suite 250 Clearwater, FL 33759	Deaf and Hearing Connection of Tampa Bay 12445 62nd Street North, Suite 302 Largo, FL 33773
Mark Tercek, President The Nature Conservancy Florida Chapter 222 South Westmonte Drive, Suite 300 Altamonte Springs, FL 32714	R. Alexander Glenn, Utility Operations President Florida Duke Energy P.O. Box 14042 St. Petersburg, FL 33733
Donald R. Eastman III, President Eckerd College 4200 54th Avenue South St. Petersburg, FL 33711	Joe Falanga, Chair Pinellas County Metropolitan Planning Organization Citizens Advisory Committee 315 Court Street Clearwater, FL 33756
Ryan Smart, President 1000 Friends of Florida P.O. Box 5948 Tallahassee, FL 32314-5948	Leland Dicus, Chair Pinellas County Metropolitan Planning Organization Technical Coordinating Committee 315 Court Street Clearwater, FL 33756
Joe Farrell, Director of Governmental Affairs Pinellas Realtor Organization (PRO) 4590 Ulmerton Rd. Clearwater, FL 33762	Karen W. Seel, Chairman Pinellas County Tourist Development Council 315 Court Street Clearwater, FL 33756

Other Organizations	
Bob Swindell, Chair Pinellas County Economic Development Council 13805 58th St., STE 1-200 Clearwater, FL 33760	Chris Rudisill, President Tampa Bay Business Guild PO Box 280456 Tampa, FL 33682
Tom Morrisette, Chamber President Largo/Mid-Pinellas Chamber 151 3rd Street NW Largo, FL 33770	Ramona Madhosingh-Hector, Pinellas County Extension Pinellas County Youth Advisory Group 315 Court Street Clearwater, FL 33756
Pau Cozzi, Bureau Director Pinellas County Environmental Science Forum 631 Chestnut Street Clearwater, FL 33756	Jenna Wylie Urban Land Institute – Tampa Bay 5426 Bay Center Drive, Suite 400 Tampa, FL 33609
Peter R. Betzer, PhD, President & CEO St. Petersburg Downtown Partnership 244 2nd Avenue #201 St. Petersburg, FL 33701	Tammy Criollo, President and CEO Seniors in Service of Tampa Bay 1306 West Sligh Ave Tampa, FL 33604
Brian Smith, Chair Pinellas County Metropolitan Planning Organization Bicycle Pedestrian Advisory Committee 315 Court Street Clearwater, FL 33756	Dr. William D. Law, President St. Petersburg College 6605 5th Ave North St. Petersburg, FL 33733
Virginia H. Glaiber, President Tampa Bay Business and Professional Women P.O. Box 20003 Tampa, FL 33622	Melanie Lenz, Vice President of Development Tampa Bay Rays One Tropicana Drive St. Petersburg, FL 33705
Jessica Blais, St. Petersburg Community Director University of South Florida – St. Petersburg 140 7th Avenue South St. Petersburg, FL 33701	Susan S. Mittermayr, Chair YMCA of Greater St. Petersburg 600 1st Avenue North, Suite 201 St. Petersburg, FL 33701
Barbara Ellis, Vice President Greater Pinellas Point PO Box 16502 St. Petersburg, FL 33733	Judy Ellis, President Lakewood Estates P.O. Box 15903 St. Petersburg, FL 33733
Nigel Haywood, President Maximo Moorings 4174 52nd Avenue South St. Petersburg, FL 33711	Ray Forehand Perry Bayview Neighborhood Association
Mel-Tan Heights  Thirty-first Street  Jordan Park	John Seibert, President Historic Kenwood Neighborhood Association P.O. Box 15134 St. Petersburg, FL 33733

Other Organizations	
George Smith, Director Melrose Mercy/ Pine Acre 1426 19th Street South St. Petersburg, FL 33712	Chris Ashley, President North Kenwood Neighborhood Association P.O. Box 15723 St. Petersburg, FL 33733
Lisa Wheeler-Brown, President Wildwood Heights P.O. Box 13693 St. Petersburg, FL 33733	Marlene Murray Meadowlawn Neighborhood Association 6418 10th Street North St. Petersburg, FL 33702
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Appendix B



# Tampa Bay Express Lanes Public Outreach Index

## INTRODUCTION

The Florida Department of Transportation and District 7 (the District) recognize that it is critical that Tampa Bay regional community understands and accepts the Tampa Bay Express Lanes (TBX) as an integral element of improving the transportation network serving the driving and commuting public as well as facilitating the efficient and effective transport of goods and services. It is the District's intention to create a robust and broad public outreach plan every step of the way during the development, planning and implementation of TBX.

## OBJECTIVE

With full recognition of the public involvement being undertaken by a number engineering consulting firms working on various stages of project development and environment process, this outreach plan is carefully designed to be strategic, collaborative, and inclusive while advancing two critical objectives:

- 1) Create awareness of and receive input, thoughts and opinions about Tampa Bay Express Lanes (TBX); and,
- 2) Develop support *for TBX*.

## APPROACH

### Main Messaging and Positioning

Communications and outreach approach will be coordinated effort in corporation with the consultant team and the communication firm throughout the project life. A narrative will be established for this project phase that supports and advances TBX from both the policy and user perspectives. In addition, the District will seek to understand how stakeholders and opinion leaders in the Tampa Bay region view TBX's innovative practicality. This will serve to facilitate ongoing dialogues and communications with the public to understand their opinions and predispositions as well as accommodate suggestions where *reasonable and feasible*. *The messaging and narrative needs to be consistent, predictable, and repeatable.*

*To ensure that the TBX brand speaks with consistency and planned efficacy, consultants are requested to coordinate closely with the communications firm to improved public awareness as measured by use of tools and visits, posts and interactions to electronic and social channels.*

Microsite:

The microsite serve as the main online entry (hub) and communications tool for TBX public engagement and information for the District, participating consultants and communications firm. The microsite link is [www.tbxinfo.com](http://www.tbxinfo.com) with the password **Fastercommute**. Consultants will use templates from the site to produce materials such as powerpoints, fact sheets, etc. Also, the consultant will upload to the microsite so the communications firm will be able to post on the public website [www.tampabayexpress.com](http://www.tampabayexpress.com)

**The Microsite contains** E-templates using the name and visual identity. This includes:

- Graphic standard guidelines, font and logo expression
- Project Fact sheet
- Informational Video
- E-brochure
- File Pocket Folder
- Event/public meeting or hearing press release
- Maps
- Notifications
- Public information materials
- Prezi and/or PowerPoint templates/presentations
- Newsletters, pamphlets and/or brochures
- Invitations
- Project notices and updates
- Project banners will be available for live, group meetings and other engagement and outreach events as appropriate.

Press releases, media kits, social and online participation sites will be managed by the District Public Information with the communications firm. However, it is anticipated that the consultant firms will be providing information, responses to comments and other data to aid the Public Information effort.

1. MindMixer will be linked to the project website [www.tampabayexpress.com](http://www.tampabayexpress.com) and will be capturing audience participation, feedback, and then organizing the information with MindMixer engagement data collection. Further, MindMixer templates will be customized to the TBX brand, palette and fonts.
2. Social outlets such as Facebook, Twitter, blog, YouTube and LinkedIn. (With rise in mobile applications, this is excellent manner in which to reach minority and traditionally underserved groups) will also be used. Questions, comments and/or other information may be provided by the consultant team
3. Online advertising: Online ads will be designed and initiated right before the soft launch of the project to help raise awareness and drive traffic to the main microsite and social outlets.