



STATE ROAD (SR) A1A/COLLINS AVE MULTIMODAL CORRIDOR STUDY

PUBLIC INVOLVEMENT PLAN

FDOT DISTRICT 6

DRAFT 12/2020



OVERVIEW:

The purpose of this Public Involvement Plan (PIP) is to establish and maintain a strategy and framework for early, meaningful, and continuous public and stakeholder involvement throughout the SR A1A/Collins Ave Multimodal Corridor Study (the Study), with extents between mileposts 6.647 and 8.842.

The PIP outlines the public involvement goals throughout this study. It indicates how and when interested parties and stakeholders can provide and receive information throughout the life of the Study. It also outlines how decisions will be made during the Study, and how each of the target audiences will be engaged. This process will be continuously evaluated and improved ensuring that under-represented communities have opportunities to participate. The PIP is a dynamic document allowing activities to evolve throughout the Study, maximizing the effectiveness of the engagement program.

STUDY BACKGROUND

SR A1A/Collins Avenue is an attractive multimodal facility for residents, visitors, and tourists utilizing numerous transportation modes. The roadway is a major north-south corridor located between Interstate 195/Julia Tuttle Causeway and SR 934/NE 79 Street/John F. Kennedy Causeway in the City of Miami Beach. SR A1A/Collins Avenue, from the 4700 Block to the 5800 Block, is currently a six-lane divided roadway. A frontage road exists along the east side of the corridor from the 4700 Block to the 5800 Block, providing access to high density residential development along the Atlantic Ocean. According to the most recent traffic data available, approximately 39,000 vehicles per day travel the corridor.

The purpose of the Study is to identify, develop, and evaluate multimodal improvements addressing existing and future mobility, focusing on pedestrian, bicycle, and transit needs in the study area. The study will also evaluate the feasibility of implementing dedicated transit lanes, bicycle lanes, additional crosswalks, and eliminating the frontage road.

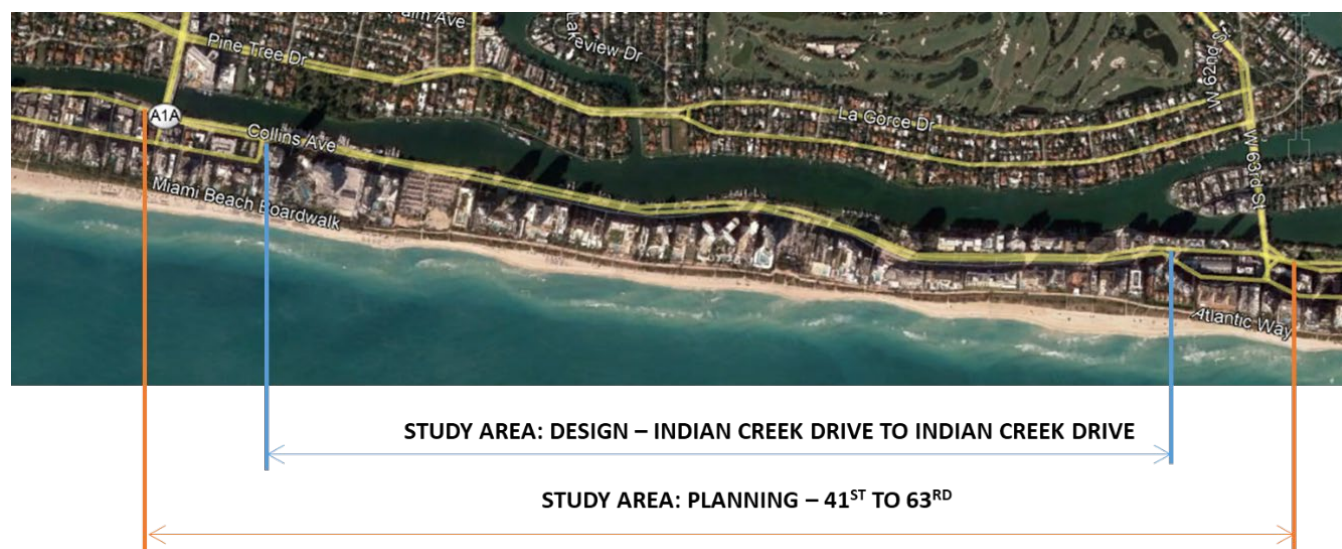


Figure 1 Study Area

DELIVERABLES

The Study will produce the following deliverables:

- A project need statement outlining the rationale for pursuing the improvements along the study area.
- Five Technical Memorandums synthesizing:
 1. Existing conditions and facilities and presenting data collected on traffic, safety, transit, and access management
 2. Traffic methodology
 3. Design traffic volumes for each conceptual alternative
 4. Development of conceptual alternatives
 5. Analysis of conceptual alternatives
- A Final Report that is technically sound and includes the above-mentioned technical memorandums, with the goal of it being incorporated in a potential Project Development and Environment (commonly referred to as a PD&E) study.

ROLES AND RESPONSIBILITIES

Understanding and communicating how decisions will be made during the Study is critical to successful public engagement and sound decision-making.

City of Miami Beach will be a liaison between this Study and all other city projects, initiatives, project implementations, and elected appointed officials. The City of Miami Beach will also provide public outreach support including hosting meetings and connections to additional outreach resources.

Project Advisory Team (PAT) will act as a sounding board throughout the life of the Study. The PAT will consist of representatives from the following:

- Miami-Dade Transportation Planning Organization (TPO)
- Miami-Dade Transit
- Miami Dade County
- FDOT Traffic OPS/Design
- FDOT Drainage
- Miami Beach Chamber of Commerce
- City of Miami Beach Transportation and Mobility Department
- Mid-Beach Neighborhood Association Member
- Historic Preservation Board? Is this needed?

The PAT will meet three times at key milestones during the Study. They will review and provide input on the data gathered, analysis performed, and alternatives develop throughout the study. They will also be encouraged to implement the PIP by sharing and collecting information with their own organization, constituents, and partners.

FDOT PM and Consultant Team

The FDOT Project Manager and Consultant Team (collectively, the Study Team) will work together to develop the technical evaluation and present it in a manner that is easily understood by the public and stakeholders throughout the Study. The Consultant Team is led by Renaissance Planning and supported by team members Infinite Source Communications Group; and Caltran Engineering. The FDOT Project Manager will work closely with the FDOT Public Information Office (PIO) to ensure consistency of messaging and outreach protocols.

Community and Stakeholders

Corridor stakeholders, stakeholder representatives, agencies, community organizations, businesses, and the public are the most important component of the public involvement and decision-making framework. One of the Study's main objectives is ensuring that action recommendations reflect the community's vision and values and improve the quality of life of residents within the study area.

The Study Team will provide opportunities for stakeholders and interested public to participate in the planning process by conducting interviews and informational meetings, maintaining a project website with up-to-date information, making project factsheets available, advertising on social media, and communicating ways for providing comments and requesting additional information. All materials will be approved by FDOT.

PUBLIC INVOLVEMENT FRAMEWORK AND ACTIVITIES

Proactively engaging the community and stakeholders promotes successful problem solving, creates community partnerships, yields diverse voices and new ideas, and provides the opportunity for stakeholders to own and advance solutions. Effective public engagement beginning early in the planning process and continuing throughout each phase of project development helps avoid, minimize, and mitigate project impacts while maximizing community benefits and sound decision-making. The Study's public engagement goals are described below:

- **Inform** the public, ensuring a clear understanding of the study, alternatives, opportunities and/or solutions.
- **Consult** the public, obtaining feedback on alternatives and/or decisions.
- **Involve** the public by working with them directly throughout the study and ensuring their concerns and aspirations are consistently understood and considered.
- **Collaborate** with the public for each aspect of decision making, including the development of alternatives and the identification of the preferred solution.

The Study is broadly organized into three phases, each with its own objectives and guiding questions for public engagement:

- **Opportunities:** What are the possibilities for rethinking Collins Avenue and what perspectives on problems and solutions do stakeholders bring to the conversation?
- **Screening:** How can the various ideas for Collins Avenue improvements be organized into coherent and practical design options and how can those options be aggregated into two or three different, but desirable, alternatives?
- **Solutions:** How do we analyze the pros and cons of each alternative and build consensus around a preferred alternative?

Based on these goals and objectives, we will use the following outreach efforts, informing stakeholders and the public of the study and involving them in the planning process:

INFORM THE PUBLIC ENSURING A CLEAR UNDERSTANDING OF THE STUDY, ALTERNATIVES, OPPORTUNITIES AND/OR SOLUTIONS.

- **Webpage:** Study-related information will be posted on a project-specific page, created by the Study Team, on the FDOT website, utilizing the FDOT website guidelines. The Study Team will provide project information, graphics, and other materials (created for major deliverables, and public and stakeholder coordination meetings) in a format suitable for posting online. The webpage will be updated continuously throughout the Study.
- **Factsheet:** Project fact sheets, highlighting high-level information about the study area, project objectives and goals, and project timeline will be prepared periodically using website materials.
- **Commission Meetings:** Two meetings will be conducted with the City of Miami Beach Commission, informing the Commission on project progress.

CONSULT

- **WikiMapping:** WikiMapping is an online tool used to receive real-time public feedback on location specific corridor observations. The online map will be a repository of all location-based public comments received throughout the Study and will be referenced throughout the planning and design process. The Collins Avenue Wikimap will go live in January 2021 and will be available for active input at least through the “Opportunity” and “Screening” phases of the project. Wikimapping results will be available over the project’s duration. A Collins Avenue WikiMapping beta version can be viewed at: <https://wikimapping.com/A1ACollins-Ave-Multimodal-Corridor-Study.html>
- **Online Survey:** An online survey will gather public and stakeholder feedback, improving the Study’s Team understanding of who uses Collins Avenue, how they use Collins Avenue, and their preferences for potential improvements. Zoho’s survey platform will be used to develop and host the survey. This platform accommodates question logic, directing survey respondents to the most relevant questions, given their responses. For example, a respondent who indicates they ride transit on the corridor will be directed to transit-specific questions; a respondent who does not currently use transit will not need to answer these questions. The online survey will be launched in January 2021, in conjunction with the project web page and WikiMapping, and will remain available through at least the project’s “Opportunity” phase.
- **One-on-One Meetings:** Several meetings will be held with key stakeholders and partner agencies over the course of the project, providing project information and updates. These meetings include:
 - Two meetings (2) with the Miami-Dade County Commissioners.
 - Two (2) meetings with the City of Miami Beach Mayor and/or Manager.
 - Three (3) presentations to quasi-governmental agencies (i.e., TPO, City of Miami Beach Planning Board), 3 presentations.

INVOLVE

- **Walking Audit:** The Study Team will conduct a walking audit of the Study Area, inviting PAT members and other interested stakeholders. This activity is currently scheduled for mid-January. To meet current FDOT and Center for Diseases Control (CDC) guidance for public

events, due to COVID-19, the Walking Audit will consist of both a physical field review (Physical Team) and a simultaneous virtual field review (Virtual Team, via GoToWebinar). The Walking Audit will extend from 44th Street to 60th Street. To ensure that participants get the full experience of multi-modal travel on Collins Avenue, the Walking Audit will consider conditions on both sides of the corridor and build in time to make several crossings of Collins Avenue. Physical teams will be limited to ten participants (including three staff).¹ This supports the effective facilitation of discussion and communications while maintaining six-foot spacing between participants. At least one Physical Team Walking Audit will include a local law enforcement representative familiar with conditions along the corridor. The Study Team will also encourage the active participation of faith-based community groups and neighborhood social organizations. To maximize participation and conversation, the corridor will be considered in sections, suggested areas are described below:

- 44th Street to 50th Street (1 hour)
- 50th Street to 55th Street (1 hour)
- 55th Street to 60th Street (1 hour)

There are four roles for Study Team participants during the active portion of the Walking Audits. The Physical Team Walk Leader guides the group on the corridor audit; the Physical Team Assistant provides communications support, ensures that participants are staying together and auditing the corridor in a timely manner, provides field support such as photography and measuring, and provides additional back-up support as needed; the Virtual Team Leader facilitates comments and chat for virtual participants and summarizes discussions and feedback for the Study Team; the Virtual Team Guide will facilitate a live stream of the Physical Walking Audit using a capable device.

In addition to the FDOT-hosted elements of the Walking Audits, the Mid-Beach Neighborhood Association (MBNA) has offered to facilitate physical hosting for virtual tours. This option accommodates participants who are unable to, or who prefer not to, physically walk the corridor, and provides them with an option to virtually experience the tour, participate in group discussion, and provide important feedback to the Study Team. FDOT is unable to host these gatherings due to COVID-19 restrictions but supports the integration of these groups with other Walking Audit elements. MBNA has also offered to support outreach efforts by recruiting and signing up participants for all Walking Audits.

Both Physical and Virtual Walking Audit participants will be provided with Study Area base maps showing existing conditions. These will be at the same scale and show the same information as the base mapping from the prior Safety Study. Physical Team participants will also be provided with felt tip pens for recording feedback on maps, clipboards, and safety vests. Participants will be encouraged to bring a device capable of capturing

¹ The Mid-Beach Neighborhood Association (MBNA) has requested conducting a bicycle and transit audit, in addition to the walking audit. The Study Team will consider participating in a bicycling experience hosted by MBNA or another agency and will consider transit and bicyclist experiences during the Walking Audit.

photographs and will be instructed on how to share their images via WikiMapping and/or to the Study Team via email.

- Given the expected enthusiasm for this event, participants will need to register in advance for the Walking Audit. The Study Team will conduct Walking Audits on three separate days, roughly one week apart, with one “rain date” in the event of inclement weather or participant overflow. Potential dates will be established in late March or early April 2021.

COLLABORATE

- **NEPA Alignment:** The study has three phases. Functional descriptions for each phase align with the steps of the NEPA review process.
 - During the Opportunities phase, data/issue compilation is completed. This is aligned with the Purpose and Need portion of the NEPA process. PAT Meeting #1 will be facilitated during the “Opportunities” phase.
 - During the Screening phase, the determination of alternatives will be conducted. This is aligned with the Alternatives Retained for Detailed Study conducted during the NEPA process. Three meetings will be facilitated during the “Screening” phase including PAT Meeting #2; Public Meeting #1; and elected/appointed official briefing #1.
 - During the Solutions phase, a determination of recommendations is made. This aligns with the preparation of the Draft Environment Impacts Statement (EIS) prepared during the NEPA process. Three meetings will be facilitated during the “Solutions” phase: PAT Meeting #3; Public Meeting #2; and elected/appointed official briefing #2.
- **Workshops:** Two public workshops will be facilitated to enhance collaboration with residents and stakeholders over the course of the Study. To ensure robust participation, the Study Team will deliberately “meet people where they are” through strategies like in-neighborhood participation pop up events for specific project tasks (i.e., Task 5 iterative conceptual analyses). The Study Team will also use interactive community engagement activities such as Streetmix during both in-person and virtual events to educate and engage.
- **Project Advisory Team:** The Study Team will meet with the PAT three times during the project:
 - PAT Meeting # 1 [Opportunities]: The Study Team will discuss the project’s scope, schedule, key milestones, existing conditions, and the preliminary results of WikiMapping, the online survey, and the Walking Audits. This first meeting also serves as an opportunity to collect initial feedback from PAT members about the study area and related projects that may impact the Study. The meeting will include a brief presentation to review the study to date, including existing conditions and future needs.
 - PAT Meeting #2 [Screening]: The second PAT meeting will occur after the first set of public involvement activities. At this point, the results of the feedback gained in

the public involvement activities will be incorporated into the analysis of scenarios and alternatives. The goal of the second PAT meeting will be for the PAT to review and provide input on the results of the scenario testing, discuss the conceptual alternatives identified to date, and identify alternatives (or modified versions of the initial alternatives) to advance for further analysis.

- PAT Meeting #3 [Solutions]: The PAT will meet to review and evaluate the refined alternatives; to review public feedback on the alternatives; and to weigh in on a preferred alternative. To facilitate the discussion, a summary of the alternatives comparison and supporting detail with respect to the engineering and environmental evaluations, project costs, considerations, and other supporting detail will be provided in advance of the meeting. PAT members will provide comments regarding any desired adjustments to the recommendations and will discuss potential next steps for the implementation of the recommendations.

PUBLIC INVOLVEMENT SCHEDULE AND ACTIVITY TIMELINE

Collins Avenue (CA822) Schedule
12/14/2020

	Months from Notice to Proceed																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
STUDY PHASES	Phase 1. Opportunities			Phase 2: Screening								Phase 3. Solutions					
TASK 1 Project Management																	
TASK 2 Intergovernmental Coordination			1		Walking audits						2				3		
TASK 3 Existing Data Collection and Analysis		Compilation			Collection	1D	1F										
TASK 4 Project Traffic and Analysis						2D	2F		3D	3F							
TASK 5 Multimodal Conceptual Alternative Development											4D	4F			5D	5F	
TASK 6 Final Report																D	F

KEY:

Technical Analysis

FDOT Status Meetings

Community Coordination



Technical analyses in Task 5 span all three study phases: Opportunities, Screening, and Solutions

Project management task also includes administrative elements on a monthly cycle

Schedule denotes focus of meetings per analytic phases with detailed meeting objectives to be defined in collaboration with FDOT

1 Results of Opportunities Phase: PAT Meeting #1

2 Results of Screening Phase: PAT Meeting #2, Electeds #1, Public #1

3 Results of Solutions Phase: PAT Meeting #3, Electeds #2, Public #2

Deliverables



Deliverable numbers correspond to RFP Technical Memorandum Number and Final Report: D = Draft; F = Final.

Technical memoranda and Final Report (D=Draft, F=Final)

1 Existing Conditions Data Analysis

2 Traffic Methodology

3 Design Traffic

4 Conceptual Alternatives Development

5 Conceptual Alternatives Analysis