



INDIAN RIVER LAGOON SCENIC HIGHWAY (IRLSH)
TREASURE COAST CORRIDOR MANAGEMENT ENTITY
(TCCME)

Regular Meeting

Friday, March 10, 2017
10:00 am

AGENDA

1. Call to Order
2. Roll Call/Introductions
3. Approval of Meeting Summary
 - *December 9, 2016 Regular Meeting*
4. Comments from the Public
5. Approval of Agenda
6. Discussion Items
 - 6a. Living Shorelines: A presentation by the Ocean Research and Conservation Association on Living Shorelines.

Action: Discuss and provide comments to staff.
 - 6b. Port St. Lucie Cyclovia Event and Proposed Bike Share Transportation Program: Updates on the Port St. Lucie Cyclovia Event and the proposed Bike Share Transportation Program.

Action: Discuss and provide comments to staff.

7. Action Items

- 7a. Corridor Advocacy Group (CAG) Appointments: Appointments by the CAG to fill vacancies.

Action: Appoint or do not appoint.

- 7b. IRLSH Treasure Coast Logo: Review and selection of a logo for the IRLSH Treasure Coast.

Action: Select a logo, select with conditions, or do not select.

- 7c. IRLSH Treasure Coast Corridor Management Plan (CMP) Goals, Objectives, and Strategies Update: Review and adopt the updated Goals, Objectives, and Strategies of the IRLSH Treasure Coast CMP.

Action: Adopt the updated Goals, Objectives, and Strategies, adopt with conditions, or do not adopt.

8. Recommendations/Comments by Members

9. Staff Comments

10. Next Meeting: The next meeting of the TCCME will be a regular meeting scheduled for 10:00 am on Friday, June 16, 2017.

11. Adjourn

NOTICES

The St. Lucie TPO satisfies the requirements of various nondiscrimination laws and regulations including Title VI of the Civil Rights Act of 1964. Public participation is welcome without regard to race, color, national origin, age, sex, religion, disability, income, or family status. Persons wishing to express their concerns about nondiscrimination should contact Marceia Lathou, the Title VI/ADA Coordinator of the St. Lucie TPO, at 772-462-1593 or via email at lathoum@stlucieco.org.

Persons who require special accommodations under the Americans with Disabilities Act (ADA) or persons who require translation services (free of charge) should contact Marceia Lathou at 772-462-1593 at least five days prior to the meeting. Persons who are hearing or speech impaired may use the Florida Relay System by dialing 711.

Items not included on the agenda may also be heard in consideration of the best interests of the public's health, safety, welfare, and as necessary to protect every person's right of access. If any person decides to appeal any decision made by the TCCME with respect to any matter considered at a meeting, that person shall need a record of the proceedings, and for such a purpose, that person may need to ensure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is to be based.

Kreyòl Aysisyen: Si ou ta renmen resevwa enfòmasyon sa a nan lang Kreyòl Aysisyen, tanpri rele nimewo 772-462-1593.

Español: Si usted desea recibir esta información en español, por favor llame al 772-462-1593.



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INDIAN RIVER LAGOON SCENIC HIGHWAY TREASURE COAST CORRIDOR MANAGEMENT ENTITY (TCCME)

Regular Meeting

DATE: Friday, December 9, 2016
TIME: 10:00 am
LOCATION: St. Lucie TPO Boardroom
Coco Vista Centre
466 SW Port St. Lucie Boulevard, Suite 111
Port St. Lucie, Florida

MEETING SUMMARY

1. Call to Order

The meeting was called to order at 10:10 am.

2. Roll Call/Introductions

The roll call was taken via sign-in sheet. A quorum was noted with the following members in attendance:

Members Present:

Roger Sharp, Chair
Mary Chapman
Charles Grande
Diana Waite
Lauren Rand
Christopher Vandello
Marceia Lathou
David Pollard
Michael Palozzi
Claudia Calzaretta

Representing:

Indian River Drive Resident
North Hutchinson Island Resident
South Hutchinson Island Resident
St. Lucie County
Florida Dept of Transportation
Florida Dept of Environmental Protection
St. Lucie TPO
City of Port St. Lucie
Florida Dept of Transportation
Florida Dept of Transportation

Others Attending:

Peter Buchwald
Ed DeFini
Yi Ding
Heather Young

Representing:

St. Lucie TPO
St. Lucie TPO
St. Lucie TPO
St. Lucie TPO Attorney

3. Approval of Meeting Summary

- *September 8, 2016 Reorganizational Meeting*

* MOTION – MOVED by Mr. Grande to approve the meeting summary.

* * SECONDED by Ms. Chapman Carried UNANIMOUSLY

4. Comments from the Public - None

5. Approval of Agenda

* MOTION – MOVED by Mr. Grande to approve the agenda.

* * SECONDED by Ms. Chapman Carried UNANIMOUSLY

6. Action Items

6a. 2017 Meeting Dates: Review and approval of the proposed 2017 meeting dates for the TCCME.

* MOTION – MOVED by Mr. Grande to approve the 2017 meeting dates.

* * SECONDED by Ms. Chapman Carried UNANIMOUSLY

6b. 2017 Annual Work Plan: Review and approval of the draft 2017 Annual Work Plan for the TCCME.

Mr. Buchwald explained that as was initially discussed at the last meeting, the Annual Work Plan for the TCCME specifies the programs, projects, and activities that the TCCME will undertake for the calendar year along with the estimated costs, a timeframe for completion, lead party, and funding source. These Annual Work Plans are required to be submitted to the Florida Scenic Highway Program each year and is before the TCCME for review and approval.

DRAFT

The amount of the bike share budget of the proposed Work Plan was questioned, and Mr. Buchwald clarified that St. Lucie County would be responsible for installing the bike share stations, and the TCCME would assist only with promoting the program so the cost would actually be approximately \$200 – the same cost as promotion for the East Coast Greenway. The grand total for the work plan subsequently was adjusted to \$11,400.

* MOTION – MOVED by Mr. Grande to approve the Work Plan as amended per discussion.

* * SECONDED by Ms. Chapman Carried UNANIMOUSLY

6c. IRLSH Treasure Coast Map of Attractions: Review and approval of the proposed IRLSH Treasure Coast Map of Attractions.

Mr. Buchwald presented a draft map which provides an overview of the Treasure Coast Scenic Highway Corridor that extends from the Indian River County Line to the Martin County Line. The map identifies the locations of attractions and points of interest along the corridor and provides summary information about the attractions.

Mr. Grande said he believed Dollman Park had been re-named.

Mr. Vandello said his office could provide more details regarding trails at Savannas State Park.

Discussion ensued regarding adding historic buildings, historic markers, boat launches, blueways, multi-modal access opportunities, and safety information for cyclists and pedestrians

Ms. Rand said FDOT and its consultants could assist with map and brochure graphics. Ms. Chapman agreed to assist in that effort.

Mr. Buchwald noted the revisions recommended by the TCCME could be incorporated and brought back to the Board at its next meeting. It was the consensus of the TCCME to postpone action on this item.

6d. Proposed Reorganization of the Florida Scenic Highway Advisory Committee (SHAC): Review of the three options proposed for the reorganization of the SHAC.

Mr. Buchwald described the three options proposed for the reorganization of the SHAC:

1. No Change
2. Establish a Program Steering Committee
3. Appoint a Representative to the SHAC

Mr. Buchwald explained that unless the TCCME believes that no change should be made, the second and third options would require a different level of commitment from the appointed representative of the TCCME. Upon its selection, the preferred option of the TCCME should be formally submitted to the SHAC.

Mr. Palozzi summarized an October statewide teleconference on the proposed SHAC reorganization. The discussion was a brainstorming session. He described a follow-up teleconference scheduled for next week where additional options could be presented. The TCCME would be provided information on how to participate in this teleconference.

Mr. Sharp participated in the October teleconference, and he indicated that the smaller corridor management groups got involved toward the end of the call and expressed concern regarding lack of resources to send representatives to Tallahassee.

Mr. Grande initiated a discussion regarding regional representatives instead of representatives from each byway.

After discussion, the motion was made to recommend a byways representative from each FDOT District and that the SHAC meeting locations rotate among the FDOT Districts. Staff will draft a letter outlining **this recommendation for the Chairman's signature. The letter** will be sent via email followed up with a hard copy.

* MOTION – MOVED by Mr. Sharp to recommend a byways representative from each FDOT District and to rotate the SHAC meeting locations among the FDOT Districts.

* * SECONDED by Ms. Chapman Carried UNANIMOUSLY

7. Discussion Items

- 7a. Indian River Lagoon National Scenic Byway Coalition: A presentation on the achievements, action plan, and District 5 Program.

Ms. Calzaretta presented the FDOT District 5 Central Florida Scenic Byways brochure which has a motorcycle theme. The focus of the District 5 program is on retention, recruitment, and economic development which includes comprehensive web resources and signage. She mentioned all the byways are nonprofits, and they had requested help with grants leadership. FDOT responded with grants workshops and webinars. National scenic byways designation was discussed as now being an unfunded mandate.

- 7b. IRLSH Treasure Coast Corridor Management Plan (CMP)
Goals and Objectives: Review and update the Goals and Objectives of the IRLSH Treasure Coast CMP.

Mr. Buchwald summarized the existing Goals and Objectives and stated that with the reorganization of the TCCME, it is appropriate at this time to review the Goals and Objectives to confirm whether they are up-to-date, relevant, and consistent with the Corridor Vision and the TCCME Vision and Mission. The existing Strategies to meet the objectives then will be updated at a future meeting.

Discussion ensued regarding demonstrating progress by identifying those things the TCCME can directly influence. Staff was directed to refine the goals and objectives with that focus in mind and to bring back this agenda item for the next Board meeting.

8. Recommendations/Comments by Members

Mr. Palozzi reminded the TCCME about the requirement to produce an annual report.

Ms. Chapman confirmed that she also is a member of the Marine Resources Council.

Ms. Rand highlighted the FDOT District 5 business plan in the Board packet which could be used as guidance.

9. Staff Comments

Mr. Buchwald thanked the Board for its participation and wished everyone happy holidays.

10. Next Meeting - The next meeting of the TCCME will be a regular meeting scheduled for 10:00 am on Friday, March 10, 2017.

11. ADJOURN - The meeting was adjourned at 12:15 pm.

Respectfully Submitted:

Approved by:

Marceia Lathou
Recording Secretary

Roger Sharp
Chairman



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AGENDA ITEM SUMMARY

Board/Committee: Indian River Lagoon Scenic Highway Treasure Coast Corridor Management Entity (TCCME)

Meeting Date: March 10, 2017

Item Number: 6a

Item Title: Living Shorelines

Item Origination: TCCME

UPWP Reference: Task 3.5–Bicycle/Pedestrian/Greenway Planning

Requested Action: Discuss and provide comments to staff.

Staff Recommendation: It is recommended that Living Shorelines be discussed and comments be provided to staff.

Attachments

- Staff Report
- Living Shorelines Presentation



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MEMORANDUM

TO: Indian River Lagoon Scenic Highway (IRLSH) Treasure Coast Corridor Management Entity (TCCME)

FROM: Peter Buchwald
TPO Executive Director

DATE: March 3, 2017

SUBJECT: Living Shorelines

BACKGROUND

The use of Living Shorelines incorporates vegetation or other "soft" elements, alone or in combination with some type of harder, natural shoreline structure, such as oyster reefs or rock sills, to maintain the natural land-water continuum and reduce erosion while enhancing habitat value and coastal resiliency. Mr. Jim Lappert, Associate Scientist with the Ocean Research and Conservation Association, Inc. (ORCA), will provide a presentation on Living Shorelines.

ANALYSIS

The Vision and Mission Statement adopted by the TCCME last year and the existing goals of the Corridor Management Plan (CMP) include protecting, preserving, maintaining, and enhancing the resources of the corridor. Therefore, it would be consistent with the Vision and Mission Statement and the CMP goals to support the use of Living Shorelines along the Indian River Lagoon Treasure Coast Scenic Highway.

RECOMMENDATION

It is recommended that Living Shorelines be discussed and comments be provided to staff.

Living Shorelines

Rebuilding the Future of the
Indian River Lagoon



Ocean Research & Conservation Association, Inc.

Jim Lappert, Associate Scientist

What is a Living Shoreline?



Living Shorelines

“A living shoreline incorporates vegetation or other ‘soft’ elements alone or in combination with some type of harder shoreline structure (e.g. oyster reefs or rock sills) for added stability. Living shorelines maintain continuity of the natural land-water continuum and reduce erosion while providing habitat value and enhancing coastal resiliency. (NOAA 2015).



Living Shoreline Basics

- Usually includes some form of breakwater
- Native emergent vegetation (roots hold shoreline together)
- seagrasses



Why Living Shorelines?

- Alternative to shoreline hardening
- Provides natural shoreline protection
- Leads to increased biodiversity
- Supports organisms that provide water filtration
- Provides an avenue for individuals to get involved with IRL restoration



Problems with Shoreline Hardening

Shoreline Hardening - seawall; bulkhead; jetty

- 14% of continental shoreline is hardened
- 10% of sheltered shoreline from NC to FL is hardened



Negative Impacts

- Decrease in species diversity
- Decrease in species abundance
- Limits natural shoreline transport



Comparing Natural Shoreline to Seawalls During Storm Events

Erosion Protection



Gittman et al. 2014, *Ocean & Coastal Management*

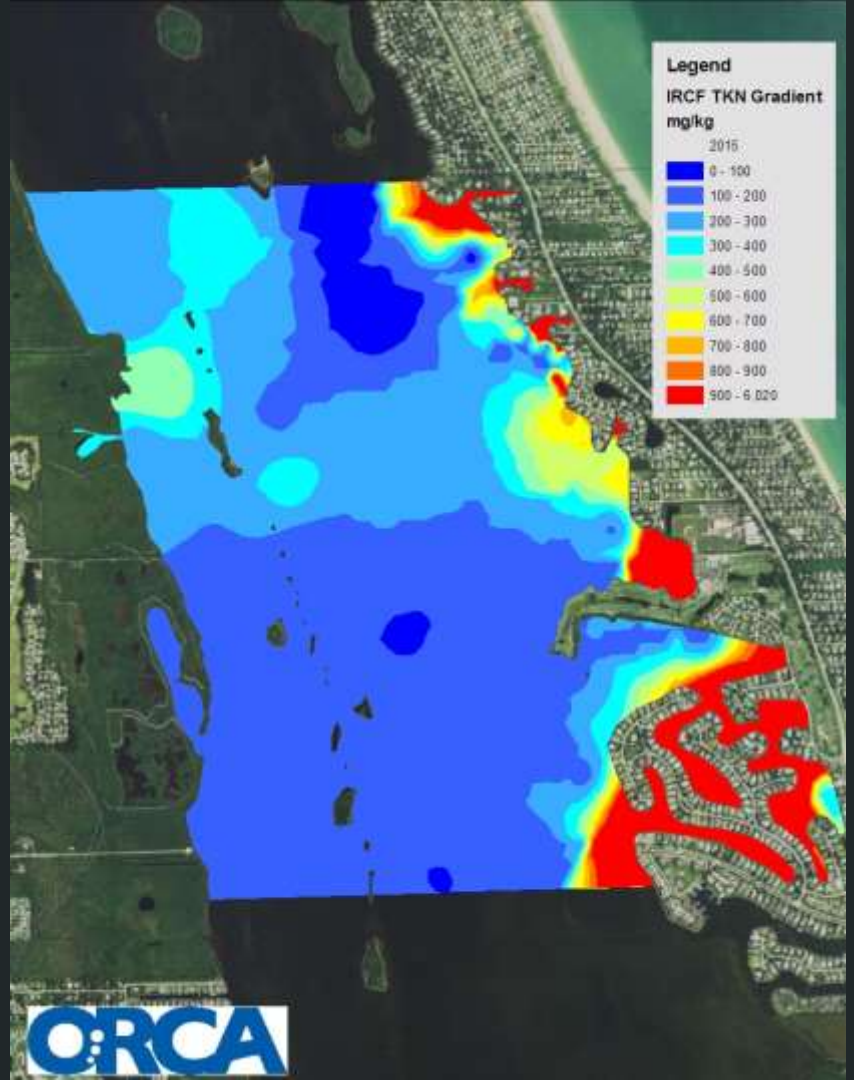
Why Living Shorelines? Why Now?

- Habitat loss in IRL
 - Seagrass
 - Oyster reef
 - Salt marsh
- Applying what we have learned
- Changes in sea level



ORCA FAST Data

Comprehensive Assessment of
Pollution in the IRL



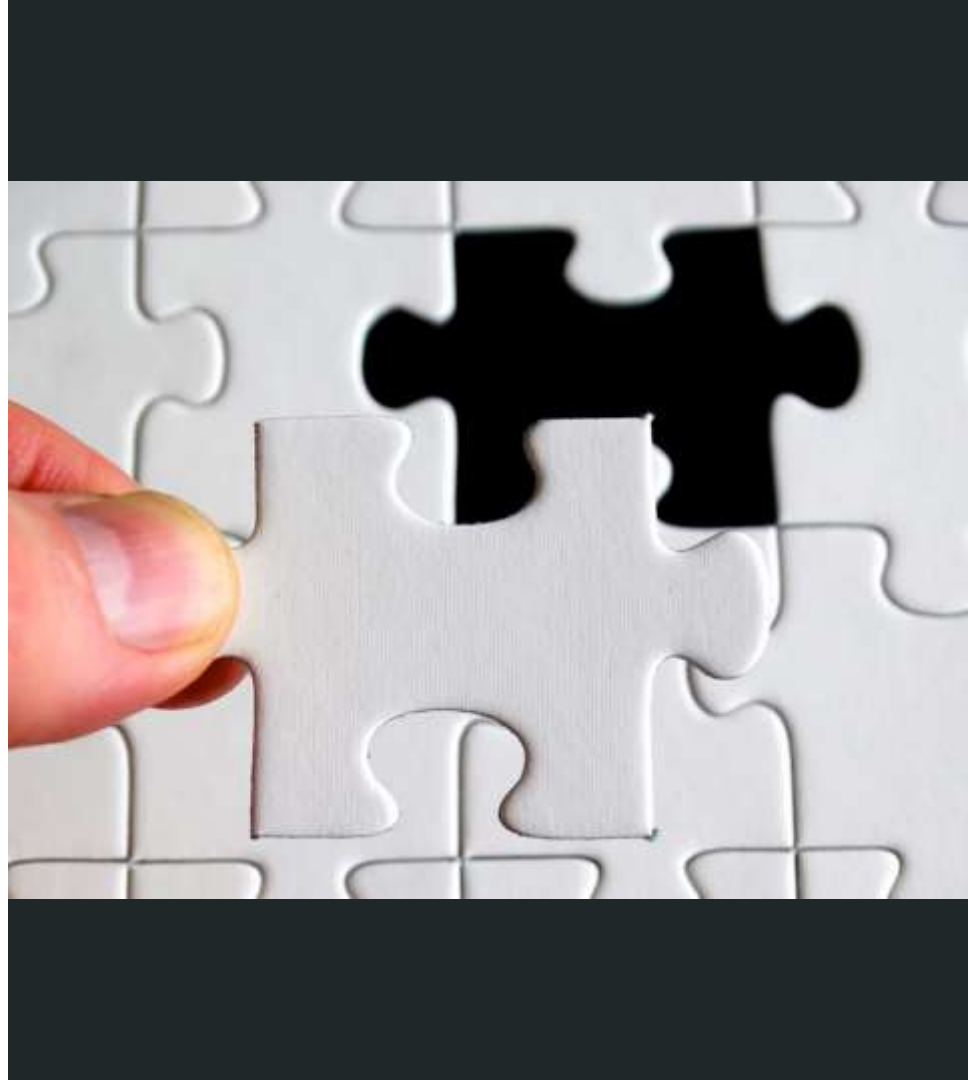
ORCA Kilroy Data

Real-Time Water Quality
Monitoring



Living Shorelines are the Next Piece of the Puzzle

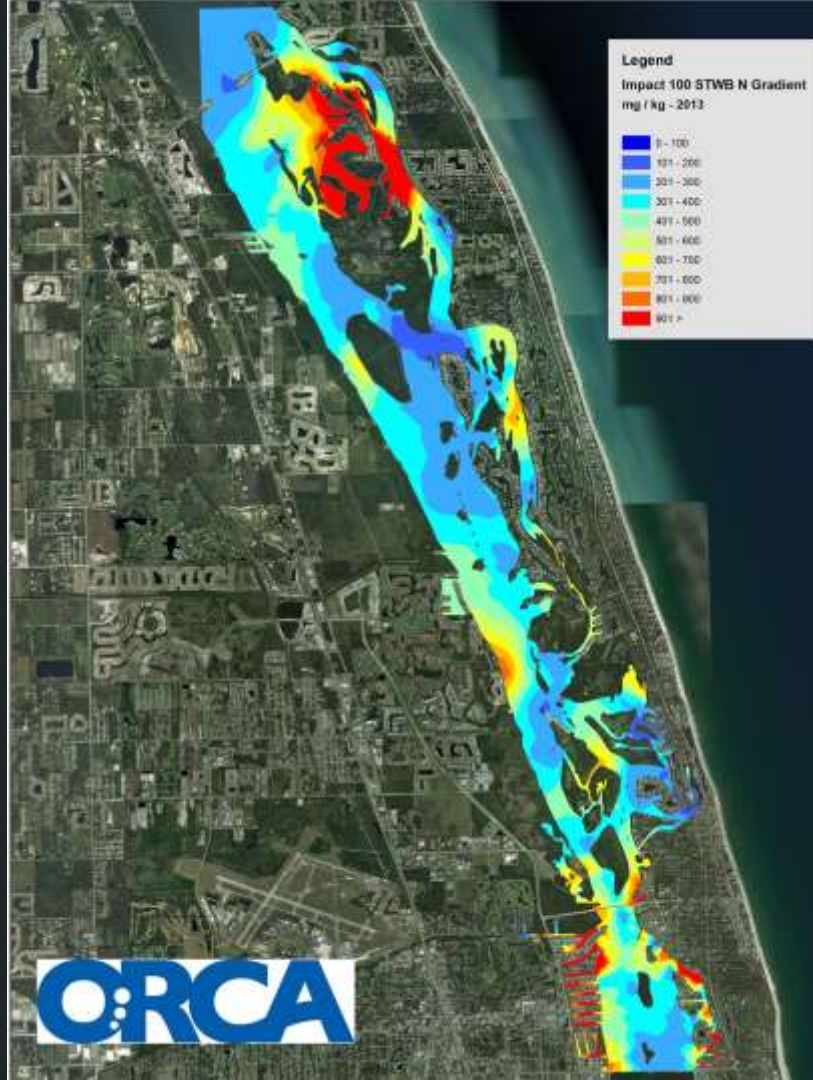
The Re-creation of Essential IRL
Habitat Based on Environmental
Monitoring and Data Collection



Use What We've Learned in Future Decision Making

- Historical data
- Areas Amenable to Habitat Restoration







Questions?



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AGENDA ITEM SUMMARY

Board/Committee:	Indian River Lagoon Scenic Highway Treasure Coast Corridor Management Entity (TCCME)
Meeting Date:	March 10, 2017
Item Number:	6b
Item Title:	Port St. Lucie Cyclovia Event and Proposed Bike Share Transportation Program
Item Origination:	2017 Annual Work Plan
UPWP Reference:	Task 3.5 –Bicycle/Pedestrian/Greenway Planning
Requested Action:	Discuss and provide comments to staff.
Staff Recommendation:	It is recommended that the proposed Bike Share Transportation Program Kickoff and Cyclovia Event be discussed and comments be provided to staff.

Attachments

- Staff Report
- Proposed Bike Share Transportation Program Summary



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MEMORANDUM

TO: Indian River Lagoon Scenic Highway (IRLSH) Treasure Coast Corridor Management Entity (TCCME)

THROUGH: Peter Buchwald
TPO Executive Director

FROM: Ed DeFini
TPO Bicycle-Pedestrian Program Manager

DATE: February 28, 2017

SUBJECT: Port St. Lucie Cyclovia Event and Proposed Bike Share Transportation Program

BACKGROUND

A "cyclovia" is an event where certain streets are closed to automobiles for cyclists and pedestrians. The inspiration for cyclovias is credited to Bogotá, Colombia, where, since 1974, certain main streets have been blocked off to automobiles during each Sunday and public holiday for runners, skaters, and bicyclists. At the same time, stages are set up in city parks, and aerobics instructors, yoga teachers and musicians lead people through various performances.

Last year, Port St. Lucie City staff initiated discussions to bring a cyclovia-type event to the City. City staff requested to partner with the TPO for a March 2017 event at the City Center. Subsequently, it was proposed that the TCCME participate in the event to promote the Indian River Lagoon Treasure Coast Scenic Highway, and the TCCME included the event in its 2017 Annual Work Plan.

Unfortunately, the cyclovia-type event scheduled for March 2017 has been cancelled because the Civic Center accepted an opportunity to rent the space at the time of the event. City staff suggested that instead of a cyclovia-type event, a bicycling advocacy day perhaps could be held at a City park location.

St. Lucie County, in partnership with the St. Lucie TPO and the City of Fort Pierce, is proposing to implement a Bike Share Transportation Program in the TPO area, a summary of which is attached. The initial program will provide five to seven stations with approximately 45 bicycles for shared use located among the stations for two years. As another means through which to promote the Indian River Lagoon Treasure Coast Scenic Highway, it was proposed that the TCCME participate in this program, and the TCCME also included this effort in its 2017 Annual Work Plan. St. Lucie County staff will provide a presentation on the proposed Bike Share Transportation Program.

ANALYSIS

Since the cancellation of the cyclovia-type event scheduled for March 2017, Port St. Lucie City staff have indicated a desire to not lead a replacement event. Therefore, it may be appropriate for a cyclovia-type event to be staged in conjunction with a ribbon-cutting event for the proposed Bike Share Transportation Program.

It is proposed that the TPO, TCCME, Cities, and County collaborate in a joint effort to kick-off the Bike Share Transportation Program with a cyclovia-type event where selected streets are closed for use of the program bicycles along with anyone who wanted to bring and ride a bicycle.

A portion of the Treasure Coast Scenic Highway Corridor could be one of the streets closed for the event, and the TCCME can promote the corridor during the event. It further appears to be appropriate for such an event to be conducted in May, which is National Bike Month, provided that the Bike Share Transportation Program can be implemented in time.

RECOMMENDATION

It is recommended that the proposed Bike Share Transportation Program Kickoff and Cyclovia Event be discussed and comments be provided to staff.



ITEM NO. (ID # 4116)

DATE: **02/21/2017**

AGENDA REQUEST

*CONSENT AGENDA\OFFICE OF
MANAGEMENT & BUDGET

TO: Board of County Commissioners

PRESENTED BY: Desiree Cimino, Purchasing Manager

SUBMITTED BY: Purchasing Division

SUBJECT: Request for Proposal (RFP) No. 17-004, Community Services Bike Share Transportation Program

BACKGROUND:

On December 14, 2016, responses to RFP No. 17-004, Community Services Bike Share Transportation Program, were opened. Two proposals were received; 158 companies were notified and 15 RFP documents were distributed.

St. Lucie County Community Services is initiating a bike share program. The initial phase of the program (two-year pilot), will provide five to seven stations/approximately 45 bicycles, which will be partially funded by St. Lucie County Community Services. It is intended that funding for this on-going program will be derived through multiple sources including St. Lucie County and local sponsors.

The successful proposer shall provide the following services:

1. Complete design, manufacture and installation of all bike share stations including racks, signage and advertising. Obtain all necessary permits and governmental/utility approvals, where applicable, with the full cooperation of St. Lucie County.
2. Maintain full operational administration, financial management, provision of software and monitoring, program marketing and maintenance of the program and equipment. (Bicycles must be able to be unlocked by patrons through the use of text prompts, not exclusively through a specific smart phone application in order to allow more complete public access.) Carry all necessary and acceptable accident and liability insurance to service the program in amounts acceptable to the County.
3. Cultivate and secure program sponsorship in order that the cost of the bike share system may be subsidized and the program expanded in the future. The Bike Share Service Provider is responsible to collect, process and apply all Sponsorship payments.
4. Responsibility for all equipment and signage loss or damage, caused by age, manufacturing defect, act of nature, theft or vandalism.

On January 25, 2017, the selection committee evaluated and ranked the proposals that were received. The committee members' scores and ranking for each firm are provided in Attachment A.

The short-listed firms in order of ranking are as follows:

1. Zagster, Inc - Cambridge, MA
2. CycloShare, LLC - Doral, FL

PREVIOUS ACTION:

N/A

FINANCIAL IMPACT:

Funding will be made available in 130-4410-534000-400 (other contractual services)

RECOMMENDATION:

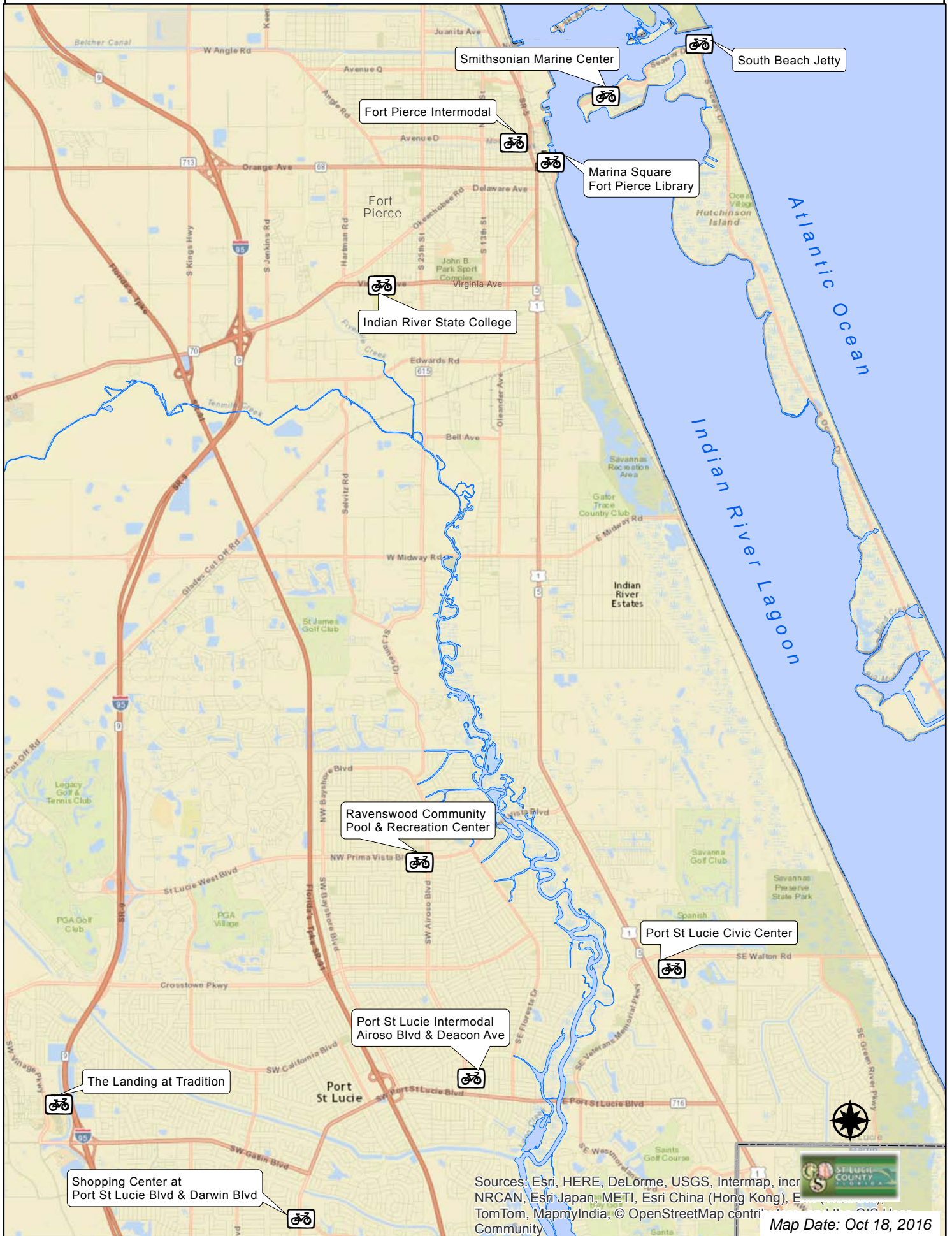
Staff recommends Board approval of the short-listed companies for Community Services bike share transportation program and permission to:

- Conduct contract negotiations with short-listed company;
- If negotiations are successful, award contract to the successful short-listed company and authorization for the Chairman to sign the documents as prepared by the County Attorney.
- If staff is unable to negotiate a satisfactory contract with the highest ranked proposer, negotiations with that firm shall be terminated and staff shall attempt to negotiate a contract with the second ranked firm.

COMMISSION ACTION:

RESULT:	ADOPTED BY CONSENT VOTE [UNANIMOUS]
MOVER:	Tod Mowery, District No. 2, Vice-Chairman
SECONDER:	Cathy Townsend, District No. 5
AYES:	Dzadovsky, Mowery, Bartz, Hutchinson, Townsend

Proposed Bike Share Locations





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AGENDA ITEM SUMMARY

Board/Committee: Indian River Lagoon Scenic Highway Treasure Coast Corridor Management Entity (TCCME)

Meeting Date: March 10, 2017

Item Number: 7a

Item Title: Corridor Advisory Group (CAG) Appointments

Item Origination: TCCME Bylaws

UPWP Reference: Task 3.5–Bicycle/Pedestrian/Greenway Planning

Requested Action: Appoint or do not appoint one resident of incorporated South Hutchinson Island and two residents of St. Lucie County At-Large to fill vacancies.

Staff Recommendation: Not applicable

Attachments

- None



AGENDA ITEM SUMMARY

Board/Committee:	Indian River Lagoon Scenic Highway Treasure Coast Corridor Management Entity (TCCME)
Meeting Date:	March 10, 2017
Item Number:	7b
Item Title:	IRLSH Treasure Coast Logo
Item Origination:	Florida Department of Transportation District 4
UPWP Reference:	Task 3.5–Bicycle/Pedestrian/Greenway Planning
Requested Action:	Select a logo, select with conditions, or do not select.
Staff Recommendation:	Based on the two conceptual designs for the logo conveying the key features of the corridor while being unique, adaptable, timeless, and appropriate, it is recommended that the TCCME select a logo from the two concepts and variations presented.

Attachments

- Staff Report
- Logo Conceptual Designs



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MEMORANDUM

TO: Indian River Lagoon Scenic Highway (IRLSH) Treasure Coast Corridor Management Entity (TCCME)

FROM: Peter Buchwald
TPO Executive Director

DATE: March 1, 2017

SUBJECT: IRLSH Treasure Coast Logo

BACKGROUND

Common elements between the Vision and Mission Statement adopted by the TCCME last year and the existing goals of the Corridor Management Plan are to promote appreciation and enjoyment of the area and to promote low-impact and resource-based tourism. Consequently, the 2017 Annual Work Plan approved by the TCCME includes promoting the Indian River Lagoon Treasure Coast Scenic Highway through the preparation of hard-copy materials, such as a brochure/map, and the development of a website and social media campaign. To optimize the success of the promotional efforts, a consistent theme or brand should be carried through all of these efforts. A logo can be utilized to carry through a consistent theme or brand.

At the TCCME Meeting on December 9, 2016, the Florida Department of Transportation District 4 offered to assist with professional services in support of these promotional efforts including the design of a logo. The TCCME Vice-Chairwoman and staffs from the St. Lucie TPO and FDOT have been working since the last meeting to develop several conceptual designs for review and selection by the TCCME.

ANALYSIS

It is understood that a well-designed logo is one that is unique, adaptable, timeless, and appropriate. Key features of the Indian River Lagoon Treasure Coast Scenic Highway intended to be conveyed by the logo include peacefulness, simplicity, family-oriented activities, blue sky/water, the

pristine lagoon, and boating. Two conceptual designs for the logo with variations for both designs have been developed that are intended to convey the key features of the corridor while being unique, adaptable, timeless, and appropriate.

RECOMMENDATION

Based on the two conceptual designs for the logo conveying the key features of the corridor while being unique, adaptable, timeless, and appropriate, it is recommended that the TCCME select a logo from the two concepts and variations presented.

Concept # I-A



Concept # I-B



Concept # 2-A



Concept # 2-B



Concept # 2-C



Indian River Lagoon Logo, March, 2017

Concept # 2-D



Concept # 2-E





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AGENDA ITEM SUMMARY

Board/Committee:	Indian River Lagoon Scenic Highway Treasure Coast Corridor Management Entity (TCCME)
Meeting Date:	March 10, 2017
Item Number:	7c
Item Title:	IRLSH Treasure Coast Corridor Management Plan (CMP) Goals, Objectives, and Strategies Update
Item Origination:	CMP
UPWP Reference:	Task 3.5–Bicycle/Pedestrian/Greenway Planning
Requested Action:	Adopt the updated Goals, Objectives, and Strategies, adopt with conditions, or do not adopt.
Staff Recommendation:	Based on their consistency with the adopted TCCME Vision and Mission Statement, it is recommended that the Updated CMP Goals, Objectives, and Strategies be adopted.

Attachments

- Staff Report
- Draft Updated CMP Goals, Objectives, and Strategies – March 2, 2017
- TCCME Vision and Mission Statement – Adopted September 8, 2016
- CMP Goals, Objectives, and Strategies – September 2006

MEMORANDUM

TO: Indian River Lagoon Scenic Highway (IRLSH) Treasure Coast Corridor Management Entity (TCCME)

FROM: Peter Buchwald
TPO Executive Director

DATE: March 2, 2017

SUBJECT: IRLSH Treasure Coast Corridor Management Plan (CMP) Goals, Objectives, and Strategies Update

BACKGROUND

The IRLSH Treasure Coast CMP contains a number of Goals, Objectives, and Strategies for the corridor and the TCCME which were adopted in September 2006. At the meeting on December 9, 2016, the TCCME initially discussed updating the CMP Goals and Objectives which now are more than 10 years old. Consensus was obtained by the TCCME at the meeting to update the Goals and Objectives by revising and simplifying them to be more practical and achievable by the TCCME.

The Goals and Objectives have been revised to simplify them to be more practical and achievable by the TCCME. As part of the update, the Strategies for each Objective also have been revised to be more practical and achievable by the TCCME. The attached draft version of the updated Goals, Objectives, and Strategies are being presented to the TCCME for review and adoption.

ANALYSIS

The updated Goals, Objectives, and Strategies should be reviewed for consistency with the attached TCCME Vision and Mission Statement that recently was adopted by the TCCME on September 8, 2016. The existing CMP Goals, Objectives, and Strategies from September 2006 also are attached

The existing 5 Goals and 16 Objectives of the CMP have been consolidated and simplified into 4 Goals and 10 Objectives. The existing 41 Strategies have

been consolidated and simplified into 25 Strategies. Outdated, irrelevant, or inconsistent Goals, Objectives, and Strategies were revised, replaced, or deleted to be consistent with the TCCME Vision and Mission. Themes are attached to each of the updated Goals which include Protect, Preserve, and Maintain; Enhance Access; Increase Support; and Educate and Promote.

The Objectives have been updated to support the TCCME in achieving the Goals, and the Strategies have been updated to support the TCCME in demonstrating progress in meeting the Objectives. Review of the Goals, Objectives, and Strategies confirms their consistency with the TCCME Vision and Mission Statement.

RECOMMENDATION

Based on their consistency with the adopted TCCME Vision and Mission Statement, it is recommended that the Updated CMP Goals, Objectives, and Strategies be adopted.



INDIAN RIVER LAGOON SCENIC HIGHWAY
TREASURE COAST CORRIDOR MANAGEMENT PLAN
GOALS, OBJECTIVES & STRATEGIES
DRAFT (March 2, 2017)

GOAL 1 - PROTECT, PRESERVE, AND MAINTAIN: Ensure that the intrinsic resources of the corridor are protected, preserved, and maintained.

Objective 1.1: Ensure the stabilization of the shoreline, the restoration of the shoreline habitat, and the preservation of the scenic views.

Strategy 1.1.1: Identify those interested in shoreline stabilization and habitat restoration, such as the Marine Resources Council, the Indian River Lagoon Program, fishing and birding organizations, boating organizations, and environmental organizations, and enlist them in partnerships for stabilization and restoration projects.

Strategy 1.1.2: Identify those interested in removal of exotic vegetation, such as the Marine Resources Council, and enlist them in partnership for removal of exotic vegetation.

Strategy 1.1.3: Identify deteriorated or blighted areas along the corridor and where the scenic views have been impaired by man.

Strategy 1.1.4: Work with the government agencies to plan, gain approval of, find funding for, and implement renewal projects for the deteriorated and blighted areas and impaired scenic views.

Objective 1.2: Support continued enhancement of historic, archeological, cultural, and recreational resources of the corridor.

Strategy 1.2.1: Identify and partner with government entities and community organizations interested in the protection, preservation, maintenance and enhancement of historic, archeological, cultural, and recreational resources to support the enhancement of these resources.

Strategy 1.2.2: Assist the government agencies that have responsibility for historic, archeological, cultural, and recreational resources in identifying and using funding sources for enhancement.

GOAL 2 - ENHANCE ACCESS: Ensure safe, non-congested, destination--targeted, multi-modal transportation throughout the corridor.

Objective 2.1: Recognize and provide low-impact access to historic, archeological, and cultural resources.

Strategy 2.2.1: Identify and partner with government entities and community organizations interested in providing low-impact access to historic, archeological, and cultural resources within the corridor to develop and implement appropriate projects.

Objective 2.2: Evaluate and implement ways to enhance multi-modal transportation and improve safety throughout the corridor.

Strategy 2.2.1: Identify government and community organizations with interest in multi-modal transportation.

Strategy 2.2.2: Work with these organizations to coordinate corridor-wide, multi-modal transportation evaluations and enhancement plans.

Strategy 2.2.3: Work with these entities to identify and use funding sources to implement multi-modal transportation enhancement plans.

Objective 2.3: Cooperate with efforts to develop trails, walkways, and bikeways throughout the corridor.

Strategy 2.3.1: Identify initiatives to develop trails, walkways, and bikeways throughout the corridor.

Strategy 2.3.2: Facilitate partnerships to coordinate trails, walkways, and bikeways throughout the corridor so as to develop continuous networks wherever feasible.

Strategy 2.3.3: Assist those who are taking initiatives to develop trails, walkways, and bikeways throughout the corridor to identify and use funding sources.

Objective 2.4: Support the installation of appropriate directional signs for the corridor and for the resources.

Strategy 2.4.1: Develop a master plan for directional signage throughout the corridor, which will include sign site location, design, funding, installation, and maintenance.

Strategy 2.4.2: Facilitate the implementation of the master plan for signage.

GOAL 3 – INCREASE SUPPORT: Increase community support and participation in the planning and implementation process.

Objective 3.1: Inform the public about the scenic highway program.

Strategy 3.1.1: Submit news releases to the media covering the corridor.

Strategy 3.1.2: Develop and maintain an email list of corridor interests to send notices of corridor efforts and activities.

Strategy 3.1.3: Develop and promote a website and social media program to disseminate corridor information.

Objective 3.2: Elicit more active participation in hands-on conservation and enhancement programs such as pepper busting, water quality monitoring, and native plant proliferation.

Strategy 3.2.1: Form partnerships with the Marine Resources Council, the St. Lucie Conservation Alliance, the Florida Oceanographic Society, and the University of Florida Extension Service to enlist volunteers for existing programs.

Strategy 3.2.2: Utilize partnerships to increase promotion for these programs and the opportunities for hands-on participation.

GOAL 4 - EDUCATE AND PROMOTE: Provide public education on the corridor and promote low-impact economic development and resource-based tourism.

Objective 4.1: Communicate with local citizens and potential visitors the story of the Indian River Lagoon.

Strategy 4.1.1: Use the website and social media to tell the story of the Indian River Lagoon.

Strategy 4.1.2: Form a partnership with the St. Lucie County Tourism department, the Tourist Development Council, the St. Lucie County Chamber of Commerce and media to communicate the corridor story.

Strategy 4.1.3: **Utilize a "welcome center" as a public information center** for the Indian River Lagoon.

Objective 4.2: Promote the Indian River Lagoon Treasure Coast Scenic Highway as a treasure to be experienced and preserved.

Strategy 4.2.1: Work with tourism entities to develop and utilize promotional materials that highlight Florida resources of the corridor that will appeal as eco-tourism and are of historical interest to visitors.

Strategy 4.2.2: Support the provision of appropriate infrastructure within the corridor to enable such visitors as eco-tourists and heritage tourists to have an enlightening and enjoyable experience without adversely impacting the resources.



INDIAN RIVER LAGOON SCENIC HIGHWAY
TREASURE COAST CORRIDOR MANAGEMENT ENTITY
VISION AND MISSION STATEMENT

(Adopted September 8, 2016)

- *To preserve and enhance the cultural, historic, recreational, and natural resources of the area*
- *To promote appreciation and enjoyment of the area through improved access, information, and education for all visitors and residents*

IV. GOALS, OBJECTIVES & STRATEGIES:

Goal 1 - Protect, preserve, maintain and enhance the intrinsic resources of the corridor.

Objective 1.1 - Stabilize shoreline with native vegetation and restoration of shoreline habitat.

Strategy 1.1.1 - Identify those interested in shoreline stabilization and habitat restoration, such as the Marine Resources Council, the Indian River Lagoon Program, fishing and birding organizations, boating organizations, and environmental organizations and enlist and coordinate them in partnerships for stabilization and restoration projects.

Strategy 1.1.2 - Seek funding sources for shoreline stabilization and habitat restoration.

Objective 1.2 - Remove exotic vegetation that compromises habitat and obscures scenic vistas.

Strategy 1.2.1 - Identify those interested in removal of exotic vegetation, such as Marine Resources Council and enlist and coordinate them in partnership for removal of exotic vegetation.

Strategy 1.2.2 - Seek funding sources for removal of exotic vegetation.

Objective 1.3 - Recognize and provide non-impact access to and interpretation of historic, archeological, and cultural sites.

Strategy 1.3.1 - Identify and partner with government entities and community organizations interested in the protection, preservation, maintenance and enhancement of historic, archeological and cultural resources within the corridor to undertake appropriate projects.

Strategy 1.3.2 - Identify and partner with government entities and community organizations interested in the protection, preservation, maintenance and enhancement of historic, archeological and cultural resources within the corridor to obtain funds for appropriate projects.

Objective 1.4 - Support continued enhancement of and access to recreational resources.

Strategy 1.4.1 - Partner with federal, state, county and municipal departments that have responsibility for recreational resources to assist efforts for enhancement and improved access.

Strategy 1.4.2 - Assist federal, state, county and municipal departments that have responsibility for recreational resources to identify and use funding sources for enhancement and improved access.

Objective 1.5 - Provide appropriate directional signs for the corridor and for the resources.

Strategy 1.5.1 - Work with FDOT and the CAG to develop a master plan for directional signage throughout the corridor, which will include sign site location, design, funding, installation and maintenance.

Strategy 1.5.2 - Work with FDOT and the CAG to implement the master plan for signage.

Objective 1.6 - Enhance areas along the corridor in which the scenic views have been impaired by man (deteriorated or blighted areas).

Strategy 1.6.1 - Continue Corridor Impressions Survey focused on areas where scenic views have been compromised by structures that have become eyesores.

Strategy 1.6.2 - Provide information from the corridor impressions surveys to the CAG and governmental representatives from their specific focus areas.

Strategy 1.6.4 – Work with the municipalities, counties and CRAs to plan, gain approval of, find funding for and implement renewal projects.

Goal 2 – Provide for safe, non-congested, destination-targeted, multi-modal transportation throughout the corridor.

Objective 2.1 - Evaluate and implement ways to enhance multi-modal transportation and improve safety throughout the corridor.

Strategy 2.1.1 - Identify government entities (MPO, community transit agencies, and Public Works Departments) and community organizations with interest in multi-modal transportation.

Strategy 2.1.2 - Work with these entities to coordinate corridor-wide multi-modal transportation evaluations and enhancement plans.

Strategy 2.1.3 - Work with these entities to identify and use funding sources to implement multi-modal transportation enhancement plans.

Objective 2.2 - Seek to make resources accessible without contributing to traffic congestion problems.

Strategy 2.2.1 - Work with transportation planners and citizens to identify areas of the corridor with potential traffic congestion problems, considering factors such as time of day volumes.

Strategy 2.2.2 - Work with the county Tourism department interests to use promotional materials to route tourists away from highly congested areas especially during peak traffic times.

Strategy 2.2.3 - Work with tourism interests and utilize web sites to promote non-motorized transportation alternatives throughout the corridor.

Strategy 2.2.4 – Utilize a “welcome center” for visitors to provide directional information to route tourists away from potentially congested areas.

Objective 2.3 - Cooperate with efforts to develop trails, walkways and bikeways throughout the corridor.

Strategy 2.3.1 - Identify initiatives to develop trails, walkways and bikeways throughout the corridor.

Strategy 2.3.2 - Facilitate partnerships to coordinate trails, walkways, and bikeways throughout the corridor so as to develop continuous networks wherever feasible.

Strategy 2.3.3 – Assist those who are taking initiatives to develop trails, walkways, and bikeways throughout the corridor to identify and use funding sources.

Goal 3 – Enlist community support and participation in the planning and implementation process.

Objective 3.1 - Seek to inform the public about the scenic highway program.

Strategy 3.1.1 - Meet with and send out regular news releases to the media covering the corridor.

Strategy 3.1.2 - Send out regular meeting notices to a mailing list of corridor interests.

- Strategy 3.1.3** - Set up and publicize a website with corridor information.
- Strategy 3.1.4** - Seek to enlist full media coverage of ribbon cutting.
- Objective 3.2** - Seek to mediate and resolve any conflicts that may arise over issues connected with the scenic highway program.
 - Strategy 3.2.1** - Utilize public workshops for identification and resolution of public conflicts
 - Strategy 3.2.2** - Utilize one-on-one small group consulting techniques to resolve conflicts involving governments, agencies or organizations.
- Objective 3.3** - Seek to elicit more active participation in hands-on conservation and enhancement programs such as pepper busting, water quality monitoring, native plant proliferation and the Florida Yards and Neighborhoods program.
 - Strategy 3.3.1** - Form partnerships with the Marine Resources Council, The Conservation Alliance, the Florida Oceanographic Society, and the University of Florida Extension Service to enlist volunteers for existing programs.
 - Strategy 3.3.2** - Utilize partnerships to increase publicity for these programs and the opportunities for hands-on participation.
 - Strategy 3.3.3** - Utilize partnerships to discover and use financial sources for expanding hands-on volunteer work.

Goal 4 - Provide public education on the corridor and disseminate the corridor story.

- Objective 4.1** - Inform CAG members and the public about the intrinsic resources of the corridor through the process of applying for scenic highway designation.
 - Strategy 4.1.1** - Utilize the CAG to do the required research and compile the information for the application process.
- Objective 4.2** - Develop a means of communication with local citizens and to potential visitors the story of the Indian River Lagoon.
 - Strategy 4.2.1** - Form a partnership with the St. Lucie County Tourism department, the Tourist Development Council, the St. Lucie County Chamber of Commerce and media to communicate the corridor story.
 - Strategy 4.2.2** - Utilize a "welcome center" as a public information center for the Indian River Lagoon.

Goal 5 – Promote low-impact economic development and resource-based tourism.

- Objective 5.1** - Promote the Indian River Lagoon Scenic Highway – Treasure Coast corridor as a treasure to be experienced and preserved rather than a commodity to be consumed and destroyed.
 - Strategy 5.1.1** - Work with CAG and tourism entities to develop and utilize promotional materials that highlight Florida resources of the corridor that will appeal as eco-tourism.
 - Strategy 5.1.2** - Work with the CAG and tourism entities to develop and utilize promotional materials that highlight Florida resources of the corridor that are of historical interest to visitors.
 - Strategy 5.1.3** - Work with the CAG and tourism entities to become proactive in developing action plans to minimize adverse impacts of increased tourism.

Objective 5.2 - Provide appropriate infrastructure within the corridor to enable such visitors as eco-tourists and heritage tourists to have an enlightening and enjoyable experience without adversely impacting the resources.

Strategy 5.2.1 - Give special attention through the CA G developing action plans to protect historical, cultural and archeological resources.

Strategy 5.2.2 - Along with interpretive signage and kiosks, install all barriers, such as rails on boardwalks, and signage that informs visitors to experience but do it in a way not to harm the resources.