St. Lucie Transportation Planning Organization

Coco Vista Centre
466 SW Port St. Lucie Blvd, Suite 111
Port St. Lucie, Florida 34953
772-462-1593 www.stlucietpo.org

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

Regular Meeting

Friday, September 7, 2018
10:00 am

AGENDA

1. Call to Order

2. Roll Call

3. Comments from the Public

4. Approval of Agenda

5. Approval of Meeting Summaries
- *March 2, 2018 and June 15, 2018 Regular Meetings*

6. <u>Action Items</u>

6a. IRLSH Treasure Coast Corridor Signage Needs Plan: A presentation of the draft recommendations of the IRLSH Treasure Coast Corridor Signage Needs Plan.

Action: *Review and approve the draft recommendations of the Signage Needs Plan, approve with conditions, or do not approve.*

6b. 2019 Annual Work Plan: Review and approval of the draft 2019 Annual Work Plan for the TCCME.

Action: *Review and approve the draft 2019 Annual Work Plan, approve with conditions, or do not approve.*

7. <u>Discussion Items</u>

7a. IRLSH Treasure Coast Corridor Website: Presentation of the launched IRLSH Treasure Coast Corridor Website.

Action: *Discuss and provide comments.*

7b. IRLSH Treasure Coast Corridor Social Media Campaign: Discussion of the implementation of a social media campaign for the IRLSH Treasure Coast Corridor.

Action: *Discuss and provide comments.*

8. Information Items

8a. IRLSH TCCME Member Handbook: The IRLSH TCCME Member Handbook will be provided to the members.

Action: *None.*

9. Recommendations/Comments by Members

10. Staff Comments

11. Next Meeting: The next meeting of the TCCME will be a regular meeting scheduled for 10:00 am on Friday, December 14, 2018.

12. 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.

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

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

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

REGULAR MEETING

DATE: Friday, March 2, 2018

TIME: 10:00 am

LOCATION: St. Lucie TPO
Coco Vista Centre
466 SW Port St. Lucie Boulevard, Suite 111
Port St. Lucie, Florida

MEETING SUMMARY

1. Call to Order

Chairwoman Gregory called the meeting to order at 10:03 am and led the Pledge of Allegiance.

2. Roll Call

The roll call was taken via sign-in sheet and a quorum was noted with the following members present:

Members Present	Representing
Diana Gregory, Chairwoman	Corridor Advisory Group
Mary Chapman, Vice-Chairwoman	Corridor Advisory Group

Irene Arpayaglou	Florida Department of Environmental Protection Coastal & Aquatic Managed Areas Division
Commissioner Linda Bartz	St. Lucie Board of County Commissioners
Thomas Lanahan	Treasure Coast Regional Planning Council
Marceia Lathou	St. Lucie Transportation Planning Organization
Michael Palozzi	Alternate
Lauren Rand	Florida Department of Transportation (FDOT)
Yolanda Ruiz	Port St. Lucie Planning Department

Others Present	**Representing**
Peter Buchwald	St. Lucie TPO
Ed DeFini	St. Lucie TPO
Rachel Harrison	Recording Specialist
Heather Young	St. Lucie County Attorney

3. Approval of Meeting Summary

- December 15, 2017 Regular Meeting

* **MOTION** by Commissioner Bartz to approve the Meeting Summary.

** **SECONDED** by Ms. Rand Carried **UNANIMOUSLY**

4. Comments from the Public – None

5. Approval of Agenda

* **MOTION** by Commissioner Bartz to approve the agenda.

** **SECONDED** by Ms. Rand Carried **UNANIMOUSLY**

6. Action Items

6a. Update of the IRLSH Treasure Coast Corridor Webpage at Floridascenichighways.com: Review and approval of the update to the webpage of the Floridascenichighways.com website which pertains to the IRLSH Treasure Coast Corridor.

Mr. Buchwald introduced the agenda item and invited Mr. DeFini to present the TPO staff's recommended revisions. Mr. DeFini navigated through the website to demonstrate the updates, which included minor copy editing as well as the addition of photos, links, and a dedicated calendar. He also proposed that three self-guided driving tours be posted on the site to direct IRLSH tourists toward the majority of the area's attractions.

Several Committee members expressed approval of the updates presented. Mr. Palozzi shared information on how to submit events and photos for promotion by the State Scenic Highway program. Ms. Lathou suggested that links to St. Lucie County's transit website and information on the Bike Share program be added, and Ms. Arpayaglou recommended the addition of a link to the Indian River Aquatic Preserve website. Mr. Palozzi questioned whether the approximate time needed to complete each of the self-guided tours should be added, and several Committee members agreed that it should. The Committee also agreed that the content of the site should be consistent with that of the IRLSH brochure.

* **MOTION** by Mr. Lanahan to approve the website updates.

** **SECONDED** by Ms. Rand Carried **UNANIMOUSLY**

7. Discussion Items

7a. IRLSH Treasure Coast Corridor Website: An update on the development of the IRLSH Treasure Coast Corridor's own website.

Ms. Rand provided an update on the status of the development of the independent IRLSH Treasure Coast Corridor website reporting that a website builder had been hired and that a site based on the new IRLSH brochure was in production. She explained that the Committee would review the website to be fully developed and published at TreasureCoastScenicHighway.com.

7b. IRLSH Treasure Coast Corridor Signage Needs Plan: A discussion of the signage needs of the corridor that should be included in the Plan.

Mr. Palozzi reported on the signage assessment that will be conducted on the IRLSH Treasure Coast Corridor explaining the various components of the assessment. Mr. Palozzi indicated a need for more consistent sign placement throughout the corridor, additional entry point and directional signage, and corrections to the FSHP website map. He then explained the procedure for getting new signs produced, installed, and maintained. Mr. Palozzi also commented on the scarcity of Adopt-A-Highway signs within the corridor.

Ms. Lathou recommended that signs be installed to alert drivers to the proximity of attraction entrances such as Walton Scrub Preserve. Mr. Palozzi informed the group that he would include that recommendation, along with several others that did not fall under the purview of FDOT, within a "Local Needs" section in his report so that the relevant agencies could address them.

7c. Treasure Coast Party in the Park: A summary of the promotion of the IRLSH Treasure Coast Corridor at the recent Treasure Coast Party in the Park.

Mr. Buchwald summarized how the TCCME's participation in the recent Treasure Coast Party in the Park was consistent with the organization's overall goals and objectives before inviting Chairwoman Gregory to recount her experiences at the event. She reported on the general quality of the event, related some notable interactions she and Mr. DeFini had with visitors to the IRLSH tent, and described the positive reception of the various promotional items that were distributed. She described the event as a successful outreach opportunity and recommended the TCCME participate in such events more often.

Vice-Chairwoman Chapman commended Chairwoman Gregory and Mr. DeFini on their management of the booth and echoed some of Chairwoman Gregory's comments about the success of the event. Ms. Arpayaglou mentioned that an upcoming event at Oxbow Eco-Center might also be an opportunity for outreach and suggested the TCCME attend.

8. Recommendations/Comments by Members – Mr. Palozzi informed the Committee of the Statewide Scenic Highway meeting scheduled for May 17, 2018.

Chairwoman Gregory mentioned her continuing concerns about local engagement with the TCCME and asserted the importance of outreach and consistent promotion of the organization.

Ms. Arpayaglou extended an invitation to the March 16th ribbon-cutting ceremony for the Limited Mobility Access Project retrofit of the Spoil Island SL-3 campground and picnic area.

9. TPO Staff Comments – Mr. Buchwald notified those present of vacancies on the TPO Advisory Committees and described items to be included on the June 2018 TCCME meeting agenda.

10. Next Meeting: The next meeting of the TCCME will be a regular meeting scheduled for 10:00 am on Friday, June 15, 2018.

11. Adjourn – The meeting was adjourned at 11:17 am.

Respectfully submitted:

_____
Rachel Harrison
Recording Specialist

Approved by:

_____
Diana Gregory
Chairwoman

DRAFT

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

REGULAR MEETING

DATE: Friday, June 15, 2018

TIME: 10:00 am

LOCATION: St. Lucie TPO
Coco Vista Centre
466 SW Port St. Lucie Boulevard, Suite 111
Port St. Lucie, Florida

MEETING SUMMARY

1. Call to Order

Chairwoman Diana Gregory called the meeting to order at 10:08 am.

2. Roll Call

The roll call was taken via sign-in sheet. A quorum of nine was not achieved with only the following eight members present:

Members Present	Representing
Diana Gregory, Chairwoman	Corridor Advisory Group (CAG), Indian River Drive
Mary Chapman, Vice-Chairwoman	CAG, North Hutchinson Island

Eileen Emery	CAG, South Hutchinson Island (Incorporated)
Yi Ding	St. Lucie TPO
Michael Palozzi	Alternate
Lauren Rand	Florida Department of Transportation (FDOT)
Yolanda Ruiz	Port St. Lucie Planning Department
Christopher Vandello	Florida Department of Environmental Protection (DEP) State Parks Division

Others Present	**Representing**
Peter Buchwald	St. Lucie TPO
Edward DeFini	Recording Specialist
Andrew Nicol	TranSystems
Heather Young	St. Lucie County Attorney
Crystal Wilson	Placevision, Inc.

3. Approval of Meeting Summary

- March 2, 2018 Regular Meeting

Chairwoman Gregory requested any comments or revisions to the Meeting Summary. No comments or revisions were provided, and Chairwoman Gregory postponed the approval of the meeting summary until the next meeting due to lack of a quorum.

4. Comments from the Public – None

5. Approval of Agenda

Chairwoman Gregory requested any comments or revisions to the agenda. No comments or revisions were provided, and consensus was obtained to continue the meeting according to the agenda as provided.

6. Action Items

6a. IRLSH Treasure Coast Corridor Website: Review and approval of the IRLSH Treasure Coast Corridor Website.

Mr. Buchwald provided an overview of the status of the development of the website dedicated to the IRLSH Treasure Coast Corridor. He then

introduced Ms. Wilson from Placevision Inc. who is the contractor developing the website, and she provided a presentation on the draft version of the website which included reviewing each website page.

Ms. Chapman inquired about the process for making changes to the website, and Mr. Buchwald responded that the process would be at the discretion of the TCCME.

Discussion of the website by the TCCME continued which included changing the heading of “Fort Pierce Marina” on the homepage to “Relax & Fish” and adding “Shop & Eat”. The discussion also included adding Walton Scrub, links to learning opportunities, testimonies of the corridor experience, sponsorships by stores and restaurants, a link to the corridor brochure, weather and time information in the heading, and Savannas State Preserve events.

The discussion concluded with Mr. Buchwald suggesting that the TCCME members provide any additional comments on the website directly to Ms. Wilson through a dedicated email address that will be provided to the members.

7. Discussion Items

7a. IRLSH Treasure Coast Corridor Signage Needs Plan Update: An update on the development of the IRLSH Treasure Coast Corridor Signage Needs Plan.

Mr. Buchwald provided an overview of the status of the development of the IRLSH Treasure Coast Corridor Signage Needs Plan and introduced Mr. Palozzi who is the contractor developing the Needs Plan. Mr. Palozzi provided a presentation on the development of the Needs Plan which included descriptions of the visitor experience, wayshowing tools, assessment results, the plan of action, and the project schedule.

Chairwoman Gregory inquired if any blatant needs were identified during the initial assessment and provided an example of individuals being lost because of poor signage on the way to the recent Florida Scenic Highway Program Statewide Meeting. Mr. Palozzi replied that the lack of entry point signs on the IRLSH Treasure Coast Corridor is a need.

7b. Florida Scenic Highway Program (FSHP) Statewide Meeting: A summary of the recent FSHP Statewide Meeting conducted in Lake Helen on May 17th.

Mr. Buchwald requested that Chairwoman Gregory provide a summary of her participation in the recent FSHP Statewide Meeting. She reported on the high quality of the event which included a wide demographic range of attendees. She also indicated that discussions included the need for corridor champions, grant writers, and partnering with communities.

Discussion of the Statewide Meeting by the TCCME continued which included that teleconferences and webinars cannot replace adequately the in-person Statewide meetings and the Scenic Highway Tour that preceded the meeting. It was recognized that the continued support of the FSHP by FDOT is needed and could be affected by the impacts of increased construction costs on FDOT's budget.

8. Recommendations/Comments by Members – Mr. Palozzi informed the TCCME of its membership to Visit Florida that was purchased by FDOT which includes access to the Treasure Coast Portal. He identified that Visit Florida provides member-only grants, and the TCCME will need to include how the membership is utilized by the TCCME in its next Annual Report. He further indicated that the TCCME should consider its 2019 Annual Work Plan at its September meeting because it is due in November.

9. TPO Staff Comments – Mr. Buchwald described the items to be included on the September 2018 TCCME meeting agenda such as the draft signage needs plan, final website, start of the development of a mobile app for the corridor, and the draft 2019 Annual Work Plan.

10. Next Meeting: The next meeting of the TCCME will be a regular meeting scheduled for 10:00 am on Friday, September 7, 2018.

11. Adjourn – The meeting was adjourned at 11:35 am.

Respectfully submitted:

_____
Edward DeFini
Recording Specialist

Approved by:

_____
Diana Gregory
Chairwoman

DRAFT

St. Lucie Transportation Planning Organization

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AGENDA ITEM SUMMARY

Board/Committee:	Indian River Lagoon Scenic Highway (IRLSH) - Treasure Coast Corridor Management Entity (TCCME)
Meeting Date:	September 7, 2018
Item Number:	6a
Item Title:	IRLSH Treasure Coast Corridor Signage Needs Plan
Item Origination:	2018 Annual Work Plan
Requested Action:	Review and approve the draft recommendations of the Signage Needs Plan, approve with conditions, or do not approve.
Staff Recommendation:	It is recommended that the draft recommendations of the IRLSH Treasure Coast Corridor Signage Needs Plan be reviewed and approved based on the comments of the TCCME members.

Attachments

- Staff Report
- IRLSH Treasure Coast Corridor Signage Needs Plan Presentation

St. Lucie Transportation Planning Organization

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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: August 31, 2018

SUBJECT: **IRLSH Treasure Coast Corridor Signage Needs Plan**

BACKGROUND

The 2018 Annual Work Plan for the TCCME includes the completion of the IRLSH Treasure Coast Corridor Signage Needs Plan. Atkins Global was retained to the complete the Signage Needs Plan, and Mr. Mike Palozzi is the Project Manager for Atkins Global for the completion of the plan.

At the TCCME meeting in March, Mr. Palozzi reported on the signage assessment that will be conducted on the IRLSH Treasure Coast Corridor and explained the various components of the assessment. He explained the procedure for having new signs produced, installed, and maintained. Mr. Palozzi also commented on the scarcity of Adopt-A-Highway signs within the corridor. It was recommended by the TCCME that signs be installed to alert drivers to the proximity of attraction entrances such as Walton Scrub Preserve. Mr. Palozzi informed the TCCME that he would include that recommendation within a “Local Needs” section in his report so that the relevant agencies could address them.

At the TCCME meeting in June Mr. Palozzi provided another presentation on the development of the Needs Plan which included descriptions of the visitor experience, wayshowing tools, assessment results, the plan of action, and the project schedule.

Subsequent to the June meeting, the proposed locations for Scenic Highway and Wayfinding Signs and Community Resource Signs have been identified are recommended.

ANALYSIS

The Plan of Action Plan and Project Schedule is as follows with the completed items identified by strikethoughs:

- Plan of Action
  - ~~Collect existing information~~ (complete)
  - ~~Engineer review of corridor~~ (complete)
  - ~~Locate current FSHP signage~~ (complete)
  - ~~Assess byway resource signage~~ (complete)
  - ~~Signing Plan (Draft)~~ (complete)
  - Recommendations from FDOT and Locals
  - Finalize Signing Plan
  - Order needed signage/Distribution
  - Ongoing Coordination with Byway Organization

- Project Schedule
  - ~~Data collection~~ (Complete)
  - ~~Assess existing signage~~ (Complete)
  - ~~Assess contributing resources signage~~ (Complete)
  - Coordinate recommendations with FDOT and Local Government (September 30)
  - Finalize sign plan (October 19)
  - Order approved signs (November 1)
  - Delivery/installation based on availability

RECOMMENDATION

It is recommended that the draft recommendations of the IRLSH Treasure Coast Corridor Signage Needs Plan be reviewed and approved based on the comments of the TCCME members.

Indian River Lagoon Treasure Coast Scenic Highway

Signing Plan Update

September 7, 2018

Visitor Experience

- The “visitor experience” of a place involves both **tangible** elements like scenic views and **intangible** elements like authenticity all working together to meet travelers needs.
- When planning for the purpose of providing a **quality visitor experience**, think about the places visitors should go and how they get there.
- **As a byway organization how can you provide and enhance that experience?**

Wayshowing

Wayshowing Tools

- Brochure
- Florida Scenic Highway Program (FSHP) Website
- Identifiable landmarks
- **Signage**

- Educate
- **Navigate**

SCENIC BYWAY SIGN INVENTORY

For

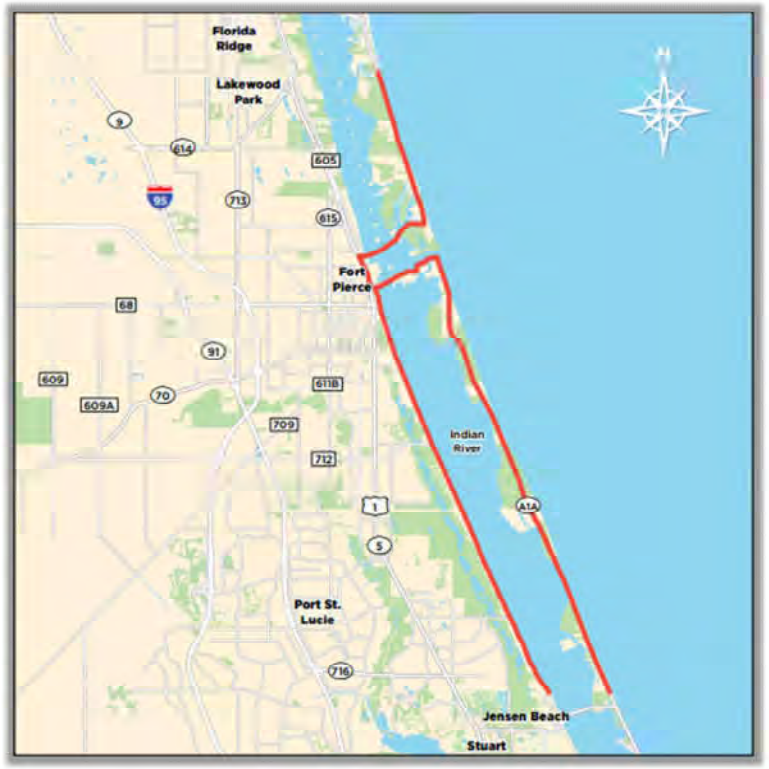
Indian River Lagoon Treasure Coast Scenic Highway

Prepared for:

FLORIDA DEPARTMENT OF TRANSPORTATION
DISTRICT 4

Prepared by: Atkins
4030 W. Boy Scout Boulevard, Suite 700
Tampa, FL 33607

September 2018



Indian River Lagoon Treasure Coast Scenic Byway

- Existing Signs (Grey)
- Proposed Signs (Color)

Recommended Scenic Highway & Wayfinding Signs

Sign Assembly Number	Plan Sheet #	Sign Panel (Top)	Sign Panel (Middle)	Sign Panel (Bottom)	Add to Existing Sign	Special Notes
1	1	Florida Scenic Highways*		INDIAN RIVER LAGOON TREASURE COAST SCENIC BYWAY	✓	Collocate on top of existing
	1	Florida Scenic Highways		END		New Assembly
3	6	Florida Scenic Highways	NORTH		✓	Collocate on top of existing
4	7	Florida Scenic Highways	NORTH		✓	Collocate on top of existing
5	10	Florida Scenic Highways			✓	Collocate on top of existing
6	10	Florida Scenic Highways			✓	Collocate on top of existing
7	10	Florida Scenic Highways			✓	Collocate on top of existing
8	10	Florida Scenic Highways		Up Left Arrow	✓	Collocate on top of existing
9	11	Florida Scenic Highways			✓	Collocate on top of existing
10	11	Florida Scenic Highways			✓	Collocate on top of existing
11	11	Florida Scenic Highways			✓	Collocate on top of existing
12	11	Florida Scenic Highways			✓	Collocate on top of existing
13	11	Florida Scenic Highways			✓	Collocate on top of existing
14	11	Florida Scenic Highways			✓	Collocate on top of existing
15	11	Florida Scenic Highways			✓	Collocate on top of existing
16	11	Florida Scenic Highways			✓	Collocate on top of existing
17	11	Florida Scenic Highways			✓	Collocate on top of existing
18	11	Florida Scenic Highways			✓	Collocate on top of existing
19a	11	Florida Scenic Highways	NORTH	Left Arrow	✓	Collocate on top of existing double-post assembly
19b	11	Florida Scenic Highways	SOUTH		✓	
20	11	Florida Scenic Highways			✓	Collocate on top of existing
21a	11	Florida Scenic Highways	SOUTH	Up Arrow		New Assembly (Replace existing SOUTH/A1A shield)
21b	11		SOUTH CR 707	Right Arrow		
22	11	Florida Scenic Highways			✓	Collocate on top of existing
23	12	Florida Scenic Highways			✓	Collocate on top of existing
24	12	Florida Scenic Highways			✓	Collocate on top of existing
25	12	Florida Scenic Highways			✓	Collocate on top of existing
26	12	Florida Scenic Highways			✓	Collocate on top of existing
27	15	Florida Scenic Highways*	SOUTH A1A Shield	INDIAN RIVER LAGOON TREASURE COAST SCENIC BYWAY		New Assembly
28	15	Florida Scenic Highways		END		New Assembly
29	16		CR 707	INDIAN RIVER LAGOON TREASURE COAST SCENIC BYWAY	✓	Collocate under existing Florida Scenic Highways shield
30	16	Florida Scenic Highways		END		New Assembly
31	21	Florida Scenic Highways	NORTH	CR 707		New Assembly

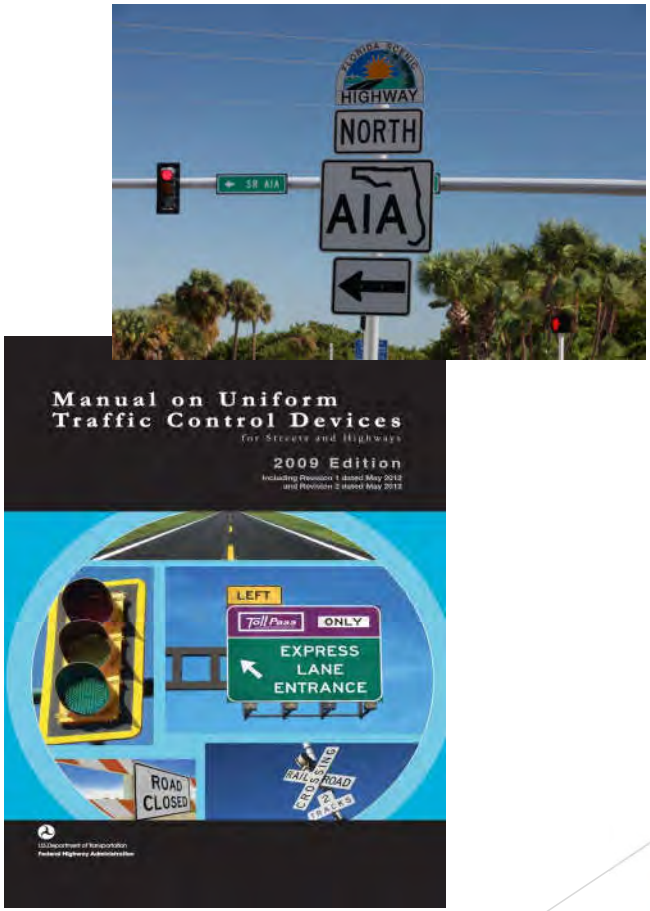
* 36-inch shields

Recommended Community Resource Signs

Community Resource	Sign Recommendation
Jaycee Park (City of Ft. Pierce)	Recommend adding signs at both north and south approaches of the park, along SR A1A.
Surfside Park (City of Ft. Pierce)	Recommend adding signs at both north and south approaches of the park, along SR A1A.
South Beach Park (City of Ft. Pierce)	Recommend adding signs at both north and south approaches of the park, along SR A1A.
Stan Blum Boat Ramp	Recommend adding signs at both north and south approaches of the Boat Ramp, along SR A1A.

Plan of Action

- ✓ Collect existing information
- ✓ Engineer review of corridor
- ✓ Locate current FSHP signage
- ✓ Assess byway resource signage
- ✓ Signing Plan (Draft)
- ▶ Recommendations FDOT/Locals
- ▶ Finalize Signing Plan
- ▶ Order needed signage/Distribution
- ▶ Ongoing Coordination with Byway Organization



Project Schedule

- Data collection (Complete)
- Assess existing signage (Complete)
- Assess contributing resources signage (Complete)
- Coordinate recommendations with FDOT/Local Government (September 30)
- Finalize sign plan (October 19)
- Order approved signs (November 1)
- Delivery/installation based on availability

Questions?

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AGENDA ITEM SUMMARY

Board/Committee:	Indian River Lagoon Scenic Highway (IRLSH) Treasure Coast Corridor Management Entity (TCCME)
Meeting Date:	September 7, 2018
Item Number:	6b
Item Title:	2019 Annual Work Plan
Item Origination:	Florida Scenic Highway Program Requirements
Requested Action:	Review and approve the draft 2019 Annual Work Plan, approve with conditions, or do not approve.
Staff Recommendation:	Based on the draft 2019 Annual Work Plan being consistent with the IRLSH Treasure Coast Corridor Management Plan Goals, Objectives, and Strategies, it is recommended that the draft 2019 Annual Work Plan be approved.

Attachments

- Staff Report
- Draft 2019 Annual Work Plan

St. Lucie Transportation Planning Organization

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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: August 31, 2018

SUBJECT: **2019 Annual Work Plan**

BACKGROUND

The 2019 Annual Work Plan for the IRLSH TCCME is a document required to be completed annually. The Annual Work Plan specifies the projects, activities, and/or programs the TCCME will undertake for the calendar year, along with a timeframe for completion, responsible party, and funding source.

The attached draft 2019 Annual Work Plan has been prepared for review and approval by the TCCME prior to submittal to the Florida Scenic Highway Program.

ANALYSIS

The following ongoing or recurring TCCME activities are included in the draft 2019 Annual Work Plan:

- TCCME Meeting Preparation and Support
- Promotion of IRLSH Treasure Coast Corridor at Local Government Meetings
- IRLSH Treasure Coast Corridor Webpage Hosting and Maintenance
- Update of the IRLSH Treasure Coast Corridor Webpage at Floridascenichighways.com

- Annual Work Plan Preparation and Submittal
- Social Media Campaign
- Annual Report Preparation and Submittal

The following projects/activities are proposed to be added to the 2019 Annual Work Plan:

- **IRLSH Treasure Coast Corridor Signage Needs Plan Implementation Phase 1:** Since the Signage Needs Plan is anticipated to be completed in 2018, it appears to be appropriate to initiate the implementation of the Plan in 2019. It further appears to be the most practicable and feasible to implement the Plan in at least two phases over the course of the year.

- **IRLSH Treasure Coast Corridor Webpage Update:** A priority in the development of the corridor webpage was that it be mobile-device friendly. Subsequent to the completion and launch of the webpage, it was identified that it is more cost effective, both in initial development cost and in long-term maintenance cost, to further update the webpage as opposed to creating a separate mobile application for download for the corridor because the webpage already is mobile-device friendly. In addition, it is anticipated that corridor visitors are more likely to access the webpage rather than download a mobile application because of the infrequent use. Therefore, it is proposed for the website to be updated with greater mobile functionality.

- **IRLSH Treasure Coast Corridor Signage Needs Plan Implementation Phase 2:** The second phase of the Signage Needs Plan is proposed to be implemented.

Review of the draft 2019 Annual Work Plan confirms its consistency with the IRLSH Treasure Coast Corridor Management Plan Goals, Objectives, and Strategies.

RECOMMENDATION

Based on the draft 2019 Annual Work Plan being consistent with the IRLSH Treasure Coast Corridor Management Plan Goals, Objectives, and Strategies, it is recommended that the draft 2019 Annual Work Plan be approved.

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

2019 Annual Work Plan

PROGRAM / PROJECT / ACTIVITY	LEAD	ESTIMATED COMPLETION DATE	FUNDING SOURCE AND TYPE	ESTIMATED EXPENSES
IRLSH TCCME Meeting Preparation and Support	TPO Staff	Ongoing	TPO: PL Funds[1]	$4,500
Promotion of IRLSH Treasure Coast Corridor at Local Government Meetings	TCCME Members	Ongoing	N/A[2]	$0
IRLSH Treasure Coast Corridor Webpage Hosting and Maintenance	TPO Staff	Ongoing	TPO: PL Funds	$1,500
Update of the IRLSH Treasure Coast Corridor Webpage at Floridascenichighways.com	TCCME Members and TPO Staff	March	TPO: PL Funds	$500
IRLSH Treasure Coast Corridor Signage Needs Plan Implementation Phase 1	FDOT[3] and TPO Staff	March	FDOT: State Funds	TBD[4]
IRLSH Treasure Coast Corridor Webpage Update	FDOT and TPO Staff	June	FDOT: State Funds	TBD
IRLSH TCCME Annual Work Plan Preparation and Submittal	TCCME Members and TPO Staff	September	TPO: PL Funds	$1,000
IRLSH Treasure Coast Corridor Signage Needs Plan Implementation Phase 2	TPO Staff and FDOT	September	FDOT: State Funds	TBD
IRLSH Treasure Coast Corridor Social Media Campaign	TCCME Members and TPO Staff	December	TPO: PL Funds	$500
IRLSH Treasure Coast Corridor Annual Report Preparation and Submittal	TPO Staff	December	TPO: PL Funds	$1,000
			Total	**$9,000[5]**

[1]PL: Federal Metropolitan Planning funds
[2]N/A: Not applicable
[3]FDOT: Florida Department of Transportation District 4
[4]TBD: To be determined
[5]The total does not include the estimated expenses that are TBD.

DRAFT

St. Lucie Transportation Planning Organization

Coco Vista Centre
466 SW Port St. Lucie Blvd, Suite 111
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AGENDA ITEM SUMMARY

Board/Committee:	Indian River Lagoon Scenic Highway (IRLSH) - Treasure Coast Corridor Management Entity (TCCME)
Meeting Date:	September 7, 2018
Item Number:	7a
Item Title:	IRLSH Treasure Coast Corridor Website
Item Origination:	2018 Annual Work Plan
Requested Action:	Discuss and provide comments.
Staff Recommendation:	It is recommended that the TCCME review the final version of the website and provide comments.

Attachments

- Staff Report

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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: August 31, 2018

SUBJECT: **IRLSH Treasure Coast Corridor Website Development**

BACKGROUND

The 2018 Annual Work Plan for the TCCME includes IRLSH Treasure Coast Corridor website development, hosting, and maintenance. At the TCCME meeting in March, it was explained that once the website was reviewed and approved by the TCCME, it would be published at TreasureCoastScenicHighway.com.

At the TCCME meeting in June, Placevision Inc., who is the contractor developing the website, provided a presentation on the initial draft version of the website and assisted TCCME members in reviewing each page of the website.

Members discussed changing the heading of “Fort Pierce Marina” on the homepage to “Relax & Fish” and adding “Shop & Eat”. The discussion also included adding Walton Scrub, links to learning opportunities, testimonies of the corridor experience, sponsorships by stores and restaurants, a link to the corridor brochure, weather and time information in the heading, and Savannas State Preserve events. Additional comments from members were provided through a dedicated email address provided to members. The member comments were incorporated into the website, and the website was launched.

ANALYSIS

The IRLSH Treasure Coast Corridor website is found at https://www.treasurecoastscenichighway.com/ a presentation of the final version of the website will be provided for comments.

RECOMMENDATION

It is recommended that the TCCME review the final version of the website and provide comments.

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AGENDA ITEM SUMMARY

Board/Committee:	Indian River Lagoon Scenic Highway (IRLSH) - Treasure Coast Corridor Management Entity (TCCME)
Meeting Date:	September 7, 2018
Item Number:	7b
Item Title:	IRLSH Treasure Coast Corridor Social Media Campaign
Item Origination:	2018 Annual Work Plan
Requested Action:	Discuss and provide comments.
Staff Recommendation:	It is recommended that the TCCME discuss and provide comments on the implementation of a social media campaign for the IRLSH Treasure Coast Corridor.

Attachments

- Staff Report
- Draft IRLSH Treasure Coast Corridor Facebook Page Social Media Campaign

St. Lucie Transportation Planning Organization

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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: August 31, 2018

SUBJECT: **IRLSH Treasure Coast Corridor Social Media Campaign**

BACKGROUND

Common elements between the Vision and Mission Statement adopted by the TCCME 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 2018 Annual Work Plan approved by the TCCME includes promoting the Indian River Lagoon Treasure Coast Scenic Highway through the development of a social media campaign.

ANALYSIS

With the development of the Indian River Lagoon Treasure Coast Scenic Highway Logo, brochure/map, and website, Placevision Inc., who is the contractor developing the Social Media Campaign, has initiated the creation of a Facebook Page for the IRLSH Treasure Coast Corridor. The draft TCSH Facebook page is at https://www.facebook.com/IRLTCSH/

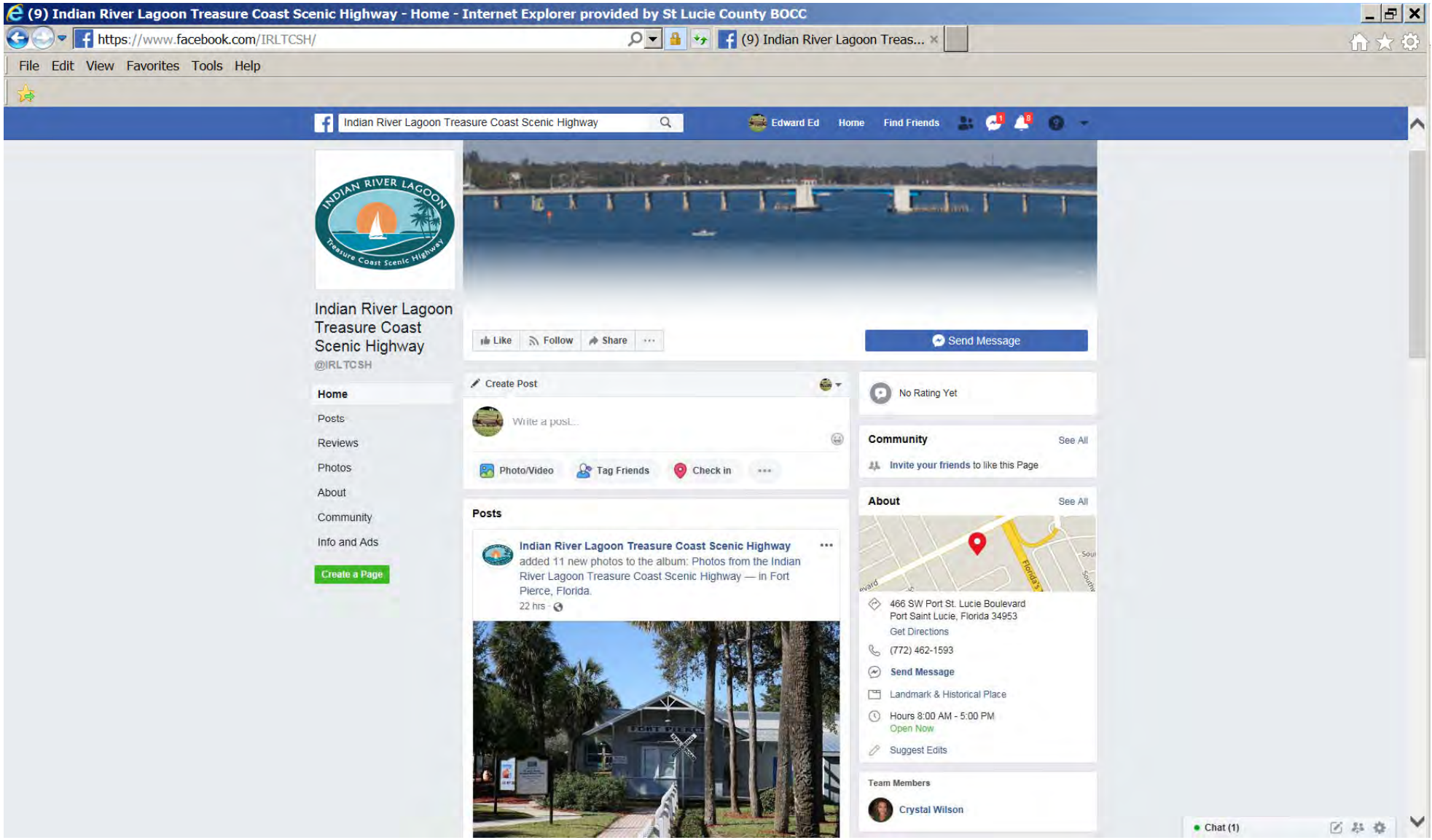
According to the 2018 Work Plan, Social Media Campaign's estimated completion date is December 2018. The current Plan of Action and Project Schedule is as follows:

- Project Tasks
  - Obtain Comments and Recommendations from TCCME members
  - Incorporate recommendations into the Social Media page (Facebook)
  - Begin Social Media Campaign
  - Ongoing Coordination with Byway Organization
- Project Schedule
  - Create a Facebook Social Media Page (Complete)
  - Receive recommendations from TCCME members (September 2018)
  - Incorporate recommendations from TCCME members (October 2018)
  - Begin Social Media Campaign (November 2018)
  - Finalize the Social Media Campaign (November 2018)
  - Present a summary of campaign results to the TCCME (December 2018)

The social media campaign will be a coordinated marketing effort to inform the public, educate, promote, and increase community support and participation in the planning and implementing strategies to meet the goals and objectives of the IRLTCSH.

RECOMMENDATION

It is recommended that the TCCME discuss and provide comments on the implementation of a social media campaign for the IRLSH Treasure Coast Corridor.


(9) Indian River Lagoon Treasure Coast Scenic Highway - Home - Internet Explorer provided by St Lucie County BOCC
https://www.facebook.com/IRLTCSH/
(9) Indian River Lagoon Treas...
File Edit View Favorites Tools Help
Indian River Lagoon Treasure Coast Scenic Highway
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Home
Find Friends
Indian River Lagoon Treasure Coast Scenic Highway
@IRLTCSH
Like
Follow
Share
Send Message
Home
Posts
Reviews
Photos
About
Community
Info and Ads
Create a Page
Create Post
Write a post...
Photo/Video
Tag Friends
Check in
Posts
Indian River Lagoon Treasure Coast Scenic Highway
added 11 new photos to the album: Photos from the Indian River Lagoon Treasure Coast Scenic Highway — in Fort Pierce, Florida.
22 hrs
No Rating Yet
Community
See All
Invite your friends to like this Page
About
See All
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Hours 8:00 AM - 5:00 PM
Open Now
Suggest Edits
Team Members
Crystal Wilson
Chat (1)

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AGENDA ITEM SUMMARY

Board/Committee:	Indian River Lagoon Scenic Highway (IRLSH) - Treasure Coast Corridor Management Entity (TCCME)
Meeting Date:	September 7, 2018
Item Number:	8a
Item Title:	IRLSH TCCME Member Handbook
Item Origination:	St. Lucie TPO Staff
Requested Action:	None
Staff Recommendation:	It is recommended that the TCCME review and utilize the IRLSH TCCME Member Handbook as a resource.

Attachments

- None