



Policy Leadership Group  
601 E. Kennedy Blvd., Tampa  
October 21, 2014  
1:30 – 3:30 p.m.

1. Recap and description of process and stakeholder meetings to date  
..... Mike Merrill, County Administrator
2. Description of next steps, and scope of the Parsons Brinkerhoff contract  
.....George Walton, Sr. Vice President, Parsons Brinkerhoff
3. Policy Leadership Group questions and discussion

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The next meeting of the Policy Leadership Group will be December 10<sup>th</sup>, from 2:00 – 4:00 PM in the 26<sup>th</sup> Floor conference room in County Center, 601 E. Kennedy Blvd., Tampa.



Partnership Agencies:

- Florida Department of Transportation
- Hillsborough County City-County Planning Commission
- Hillsborough Metropolitan Planning Organization
- Port Tampa Bay
- Public Transportation Commission
- Tampa Hillsborough Expressway Authority
- Tampa International Airport



## TED Briefings/Presentations, prior to October 21

Florida Department of Transportation  
Greater Tampa Chamber of Commerce, *Executive & Transportation Committees*  
Expressway Authority  
HART  
Southshore Roundtable  
TBBA  
Tampa Bay Partnership  
Tampa Downtown Partnership  
Tampa/Hillsborough Economic Development Corporation  
Westshore Alliance

### Roundtable of economic development organizations:

- Visit Tampa Bay, President & CEO
- Tampa/Hillsborough Economic Development Corporation, CEO
- University of Tampa, President
- University of South Florida, President
- Port Tampa Bay, General Counsel for CEO
- Hillsborough Community College, President's Office
- Westshore Alliance, Deputy Director
- Tampa Downtown Partnership, Executive Director
- Greater Tampa Chamber of Commerce, President

Temple Terrace Chamber of Commerce  
Plant City Downtown Luncheon Club  
Brandon Chamber of Commerce Government Council  
Progress Village Civic Association

## Currently Scheduled Briefings\*

SunTrust Board of Directors  
Sun City Center HOA  
Tampa Rotary  
South Tampa Chamber

\*Briefings with additional groups are in the process of being scheduled.

# **Hillsborough County**

## **Transportation for Economic Development**

### **Policy Leadership Group**

**October 21, 2014**

# Agenda

- Team Introduction
- Scope of Work Review
- Schedule
- Next Steps

# Parsons Brinckerhoff

- International, national, and local comprehensive transportation expertise
- Experienced using stakeholder engagement, communications, presentations, and program strategy to develop sound transportation plans
- Ability to coordinate the intersection between transportation, public policy, and community engagement.

# Parsons Brinckerhoff

- Seattle – Sound Transit
- Los Angeles – LA County Measure R
- Denver - FasTracks
- Louisiana – Transportation Infrastructure Model for Economic Development
- South Carolina – Statewide Transportation Initiative

# George Walton, PE

- 29 Years of Professional Experience
- Senior Vice President serving as the Southeast Regional Manager
- Extensive Project Management and Multimodal Transportation Planning Experience

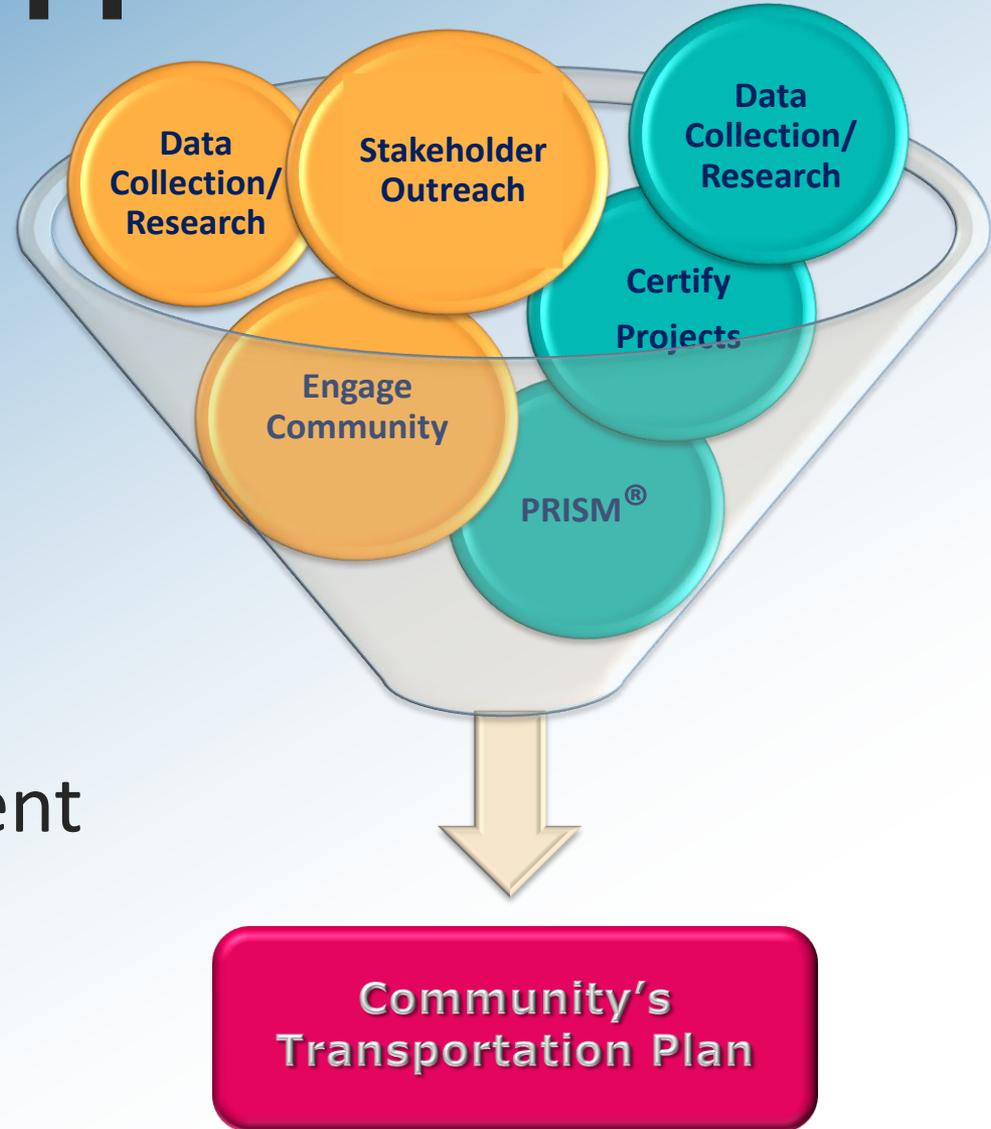
# Our Local Experience



# Scope Review

- Develop Transportation Plan
  - Technical Analysis and Recommendations
  - Stakeholder/Opinion Leader Outreach
  - Public Engagement

# Approach



- Expert Technical Analysis
- Robust Public Engagement

# Technical Analyses

- Data collection, analysis, and research (already underway)
- Certify project list
  - Operations/Maintenance
  - Capital Expansion
- PRISM<sup>®</sup>
  - Successful use for over 21 TIGER grants totaling almost \$500 Million
- Integrate with public engagement input for recommendations

# Technical Expertise

Module 1:  
Construction  
Impact

Module 2:  
Regional Economic  
Impact

Module 3:  
Benefit-Cost  
Analysis

Module 4:  
Triple Bottom Line  
Valuation

- PRISM<sup>®</sup>
  - **Customized** analysis of **economic, environmental,** and **social effects** of transportation infrastructure investment
  - Allows for synergies of individual or various combinations of projects to be understood and evaluated
  - **Develop a Prioritized** project list
  - **Economic Impact** analysis
  - **Benefit-Cost** analysis
    - » Regional economic impacts
    - » Impacts of transportation infrastructure investment

# Stakeholder/Opinion Leader Outreach

- Series of stakeholder meetings already underway
  - Chambers of Commerce
  - Economic Development Groups
  - Civic Associations
- Positive feedback on County's work so far
- Receiving input to integrate into our Public Engagement Approach

# Public Engagement

- Modeled after InVision Tampa
- Speak with “One Voice”
- Provide multiple ways, opportunities, and times to engage

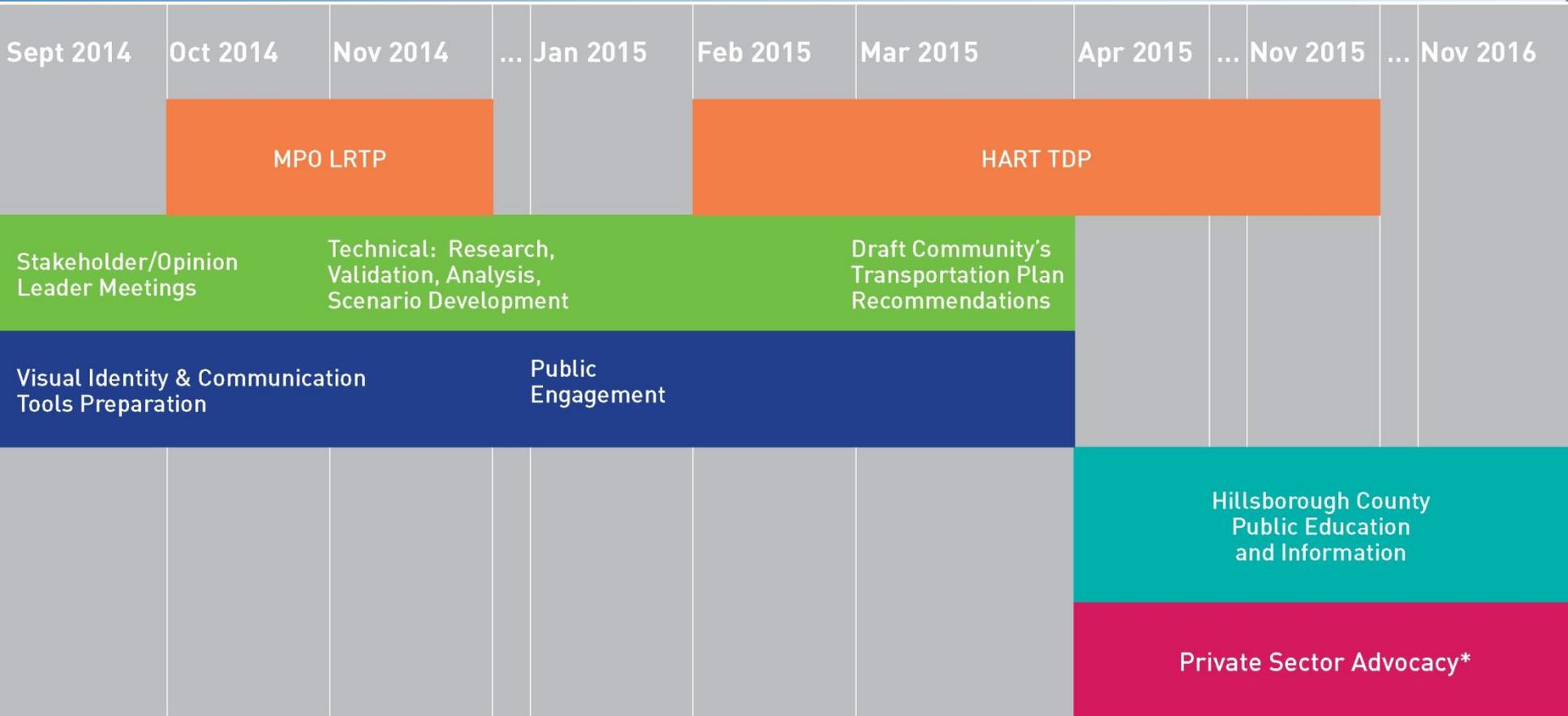
# Public Engagement

- Allow broad community engagement and dialogue
- Stimulate interest and participation
- Drive personal relevancy and momentum for implementation phase
- Provide useful communications approach for other county projects/initiatives

# Public Engagement



# Estimated Timeline



\*Assumes appropriate Board Approvals

# Next Steps

- Continue Data Collection
- Continue Public Engagement Activities
- Developing Visual Identity and Communications Tools
- Continue Project Reviews for Definition and Cost Consistency
- Begin to Define Scenario Alternatives
- Report Progress at Your Next Meeting

# Questions, Comments, and Discussion

1. **PROJECT OVERVIEW**

The Hillsborough County Policy Leadership Group (PLG) has been studying issues related to creating a comprehensive transportation plan that will encourage economic prosperity and a sustainable quality of life for the community. The PLG is desirous of expert analysis and review of technical data as well as recommendations as to a long term transportation strategy, including a list of projects and funding scenarios.

Additionally, the PLG recognizes that broad and diverse community dialogue and consensus is a key factor in implementation of a successful strategy. Toward that end, the PLG desires extensive engagement and input from residents, businesses, and other stakeholders and opinion leaders throughout the County.

2. **GENERAL MANAGEMENT SERVICES**

This scope of services describes the work and responsibilities required in connection with the proposed work effort for the community transportation strategy, plan development and public engagement. For ease of reference, this will be referred to as “Community’s Transportation Plan” or project.

The **CONSULTANT** will provide project administrative, financial coordination, progress reports, and invoicing.

The **CONSULTANT** shall provide project management and control services for the project team (including sub-consultants).

The **CONSULTANT** shall perform those engineering, planning, financial, technical analysis, and other services required for community values engagement, market research, scenario(s) and plan development.

The **CONSULTANT** and **COUNTY** recognize and anticipate that the project direction and scope of work are not fully set at project initiation. Further, both parties agree that they will work together to determine how to proceed and make any scope of work changes as necessary.

The **COUNTY** will provide contract administration and technical reviews of all work associated with the development and preparation of the Community’s Transportation Plans and related documentation provided for the project.

**3. SERVICES**

Under the Authorization, the **CONSULTANT** shall provide the following services:

**TECHNICAL ANALYSIS**

The **CONSULTANT** will build upon TWO #1 and collect additional project information to include stakeholder contact lists, meeting minutes/notes, agenda's, cost estimates, and any other information relevant to the PLG's efforts.

The **CONSULTANT** will analyze the collected data and identify missing information, gaps, inconsistencies, etc. The **CONSULTANT** will collect, develop, and/or refine the information as necessary.

**Technical Analysis**

The **CONSULTANT** will conduct technical analysis of transportation plans, projects, policies, and land use decisions to test the effectiveness, validity, and value of projects for consideration. Issues such as costs, sustainability, timing, innovation, and funding opportunities will be examined.

Parsons Brinckerhoff has created PRISM<sup>®</sup>, a proprietary analysis tool that can be applied to assist in the identification of project prioritization, as well as provide a full perspective of all the costs and benefits associated with these projects. PRISM<sup>®</sup> is a customized online application to measure the economic, environmental, and social effects of transportation infrastructure investments. As part of the analysis effort, we intend to utilize the tool to conduct cumulative impact analyses of multiple projects, to conduct benefit cost analysis as well as regional economic impacts from construction, and for long term improvements in accessibility. Additionally, PRISM<sup>®</sup> allows projects to be stacked. This allows for evaluations of combinations of projects, allowing the synergies of various combinations of projects to be understood and evaluated.

**Community's Transportation Plan**

The **CONSULTANT** will develop the Community's Transportation Plan based on community and stakeholder input, comparisons to other plans, technical analysis, and professional expertise. The Plan will include up to three scenarios for consideration. The Plan will also include analysis and conclusions regarding financial considerations and timing of action steps needed for plan implementation.

## **PUBLIC ENGAGEMENT**

The **CONSULTANT** will develop the materials needed for the engagement plan to include presentations, flyers/brochures, newsletters, handouts, advertisements, posters, graphic displays, website, maps, and other related materials as required for the engagement plan or any public/small group meetings.

The **CONSULTANT** will prepare an engagement plan for the project that identifies measurable goals, tactics, and timelines.

### **Engagement Tools and Materials**

The **CONSULTANT** will develop the traditional, online, social and digital communications materials as needed for the engagement plan, including but not limited to website, mobile applications, electronic and paper invitations, flyers/brochures, project updates, newsletters, graphic displays, maps, and/or other related materials as required for public communications and meetings. The **CONSULTANT** will submit all materials to the **COUNTY** for review and approval prior to use.

### **Community's Transportation Plan Website**

The **CONSULTANT** will create an informative website to serve as the "hub" and online gateway to the project. This website will include project information, promote optimal engagement and link to the County website. The website, as pertinent, will include information such as: project information, interactive review, comments, contact us, calendar, links, etc.

The **CONSULTANT** will ensure that there is full integration between the website and the social platforms (Facebook, Twitter, etc.) as well as fully linked to the County website.

### **Public Meetings**

The **COUNTY** and **CONSULTANT** will hold numerous traditional, digital and interactive meetings, varying in size, location and times, to engage with the residents and stakeholders throughout Hillsborough County. The **CONSULTANT** will be responsible for logistics, including identifying suitable meeting locations, coordinating the meeting reservations and other details. The **CONSULTANT** will be responsible for any costs associated with the meeting locations.

The **CONSULTANT** will be responsible for preparing the necessary materials for the

public meetings. These materials may include promotional information, display graphics, sign-in sheets, name tags, and other materials as required for the meetings.

The **CONSULTANT** will prepare electronic and media announcements for public meetings, including press alerts, email blasts, or other notices as appropriate to create awareness of the events.

The **CONSULTANT** shall attend the public meetings with appropriate staff to participate in and run the meetings. The **CONSULTANT** will be responsible for the set-up and tear down of meeting equipment.

The **CONSULTANT** will prepare meeting minutes/notes summarizing comments received via comment form during meeting.

For scoping purposes, the **CONSULTANT** will hold 24 structured public meetings.

#### **Telephone and/or Digital Town Hall Meetings**

For scoping purposes, the **CONSULTANT** will hold Telephone and/or Digital Town Hall meetings to provide a mechanism for everyone in the County to participate and provide input. The **CONSULTANT** is responsible for the full conduct of the meetings, including procurement of phone lists, provision of technical resources, staffing and promotion of the event. The **COUNTY**, at their discretion, may participate in the meetings. The **CONSULTANT** will prepare meeting minutes/notes summarizing comments received during meeting.

For scoping purposes, the **CONSULTANT** will hold four Telephone and/or Digital Town Hall meetings.

#### **Small Group Meetings, Speaking Opportunities, and Publicity**

The **CONSULTANT** will be responsible for logistics including identifying, contacting, scheduling, preparing for, and attending numerous small group meetings with identified residents, stakeholders, elected/appointed officials, civic, community and business groups, neighborhood/homeowners associations, members of the media and other interested parties. The **CONSULTANT** shall attend the small group meetings with appropriate staff to participate in and run the meetings. The **CONSULTANT** will be responsible for the set-up and tear down of meeting equipment. The **CONSULTANT** will also have presentation and other media or technology to share with small group meeting attendees. The **CONSULTANT** will prepare meeting minutes/notes summarizing comments heard or received via comment form during meeting.

The **CONSULTANT** will create, plan, arrange and promote speaking opportunities throughout the County. The **CONSULTANT** will handle pre-event, day-of and post event publicity and promotion to ensure optimum awareness of and engagement in large, small, digital or other meetings and events. As appropriate, the **CONSULTANT** will identify stories to further propel awareness, encourage participation and engagement in this project.

The **CONSULTANT** will meet regularly with the **COUNTY**, through the duration of the project, to review strategies, opportunities, challenges and refine the engagement strategy as necessary.

For scoping purposes, the **CONSULTANT** will hold 20 small group meetings/speaking events.

**4. QUALITY CONTROL SERVICES**

The **CONSULTANT** will perform quality reviews of all materials.

**5. CONSULTANT RESPONSIBILITIES**

All services shall be performed in accordance with the governing provisions outlined in the Original Agreement and any previous Amendments, except as modified herein.

**6. SERVICES TO BE PERFORMED BY THE COUNTY**

The **COUNTY** will provide any and all information it possesses to complete the work effort. The **COUNTY** will review materials, provide comment, and give approval of materials provided by the **CONSULTANT** within two calendar days. The **COUNTY**, at its discretion, may participate in the engagement activities.

**7. COUNTY RESPONSIBILITIES**

The **COUNTY** shall provide the services outlined in the Original Agreement and any previous Amendments, except as modified herein.

**8. BEGINNING AND LENGTH OF SERVICES**

The estimated start date for Task Work Order #2 is from Notice to Proceed and will be ongoing until March 31, 2015.

Hillsborough County Community Transportation Plan

Hillsborough County Community Transportation Plan Estimate of Work Effort	
Consultant PM: George Walton County PM: Eric Johnson Project Description: Transportation Plan Consultant: Parsons Brinckerhoff	Date: 10/16/2014
<b>Work Activity</b>	<b>Estimated Cost</b>
Transportation Plan	\$405,961
Public Engagement	\$491,783
<b>GRAND TOTAL ESTIMATED FEE:</b>	<b>\$897,744</b>