Gannett Fleming

Excellence Delivered As Promised

SFECC CORRIDOR STUDY

Rail-Volution 2012

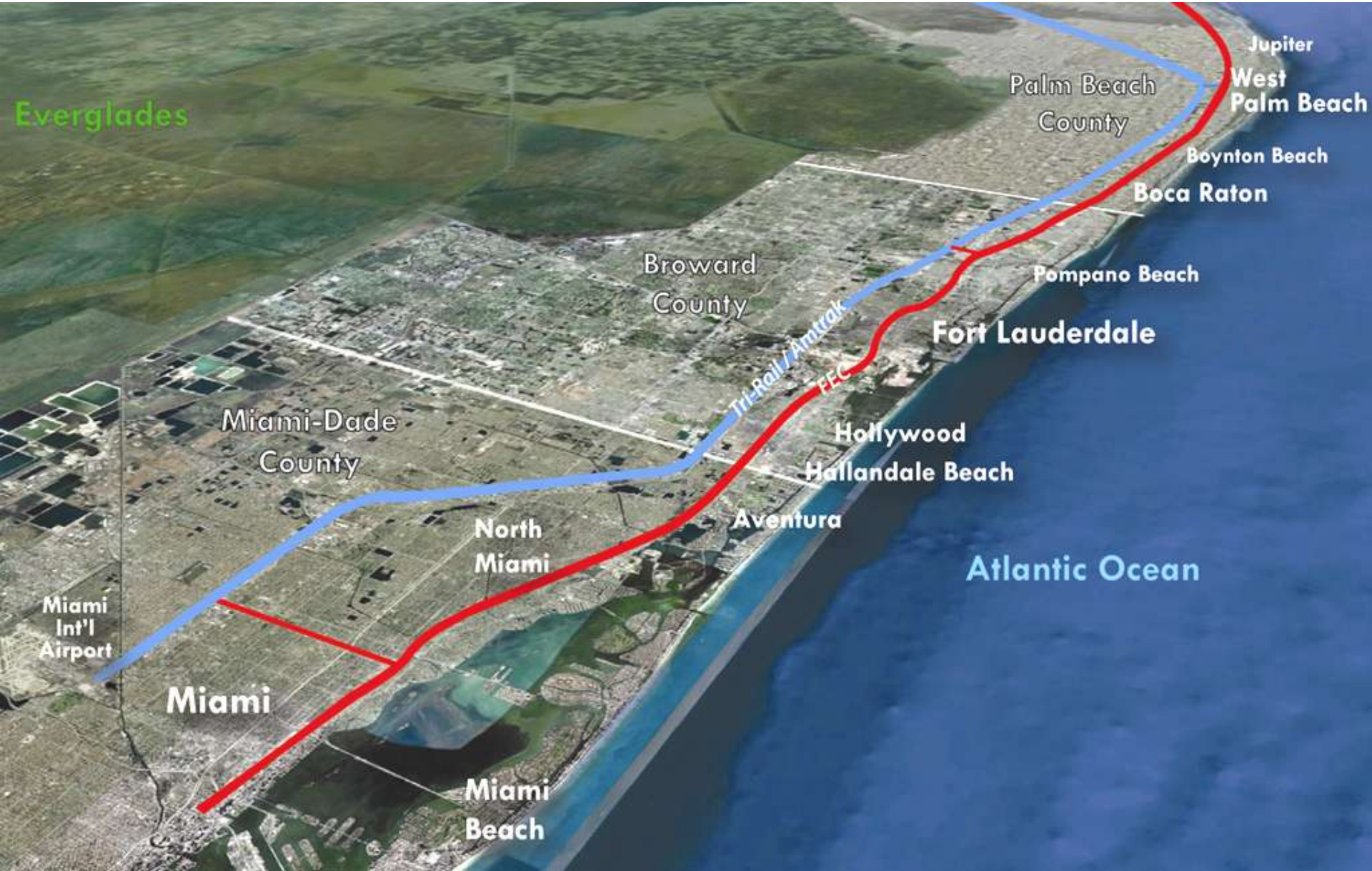
Integrating Transit Planning and Community Involvement to Build Project Support

South Florida East Coast Corridor Study

The Project

- Transit Alternatives Analysis under the FTA New Starts process
- 85-mile corridor through three counties with multiple transit markets and diversity of communities

South Florida East Coast Corridor Study



South Florida East Coast Corridor Study

- **FEC Railroad**
  - Jacksonville to Miami
  - Historically opened up the Florida coast for redevelopment
  - Passenger service stopped in 1968
  - Continues to operate as a freight railroad

South Florida East Coast Corridor Study

- **Multiple Stakeholders:**
  - Two districts of FDOT
  - Three Counties
  - Three MPOs
  - 28 municipalities
  - SFRTA
  - FEC railroad
  - Multiple transit agencies

South Florida East Coast Corridor Study

- **Project Challenges:**
  - Needed regional consensus and support from many different communities and agencies
  - Diversity of corridor
    - Passes through some of the richest and poorest communities in the state
  - Needed to begin generating support for a 'local match' to help fund the project
  - Technical:
    - Low density environment and fear of 'densification'
    - Existing parallel service – Tri-Rail

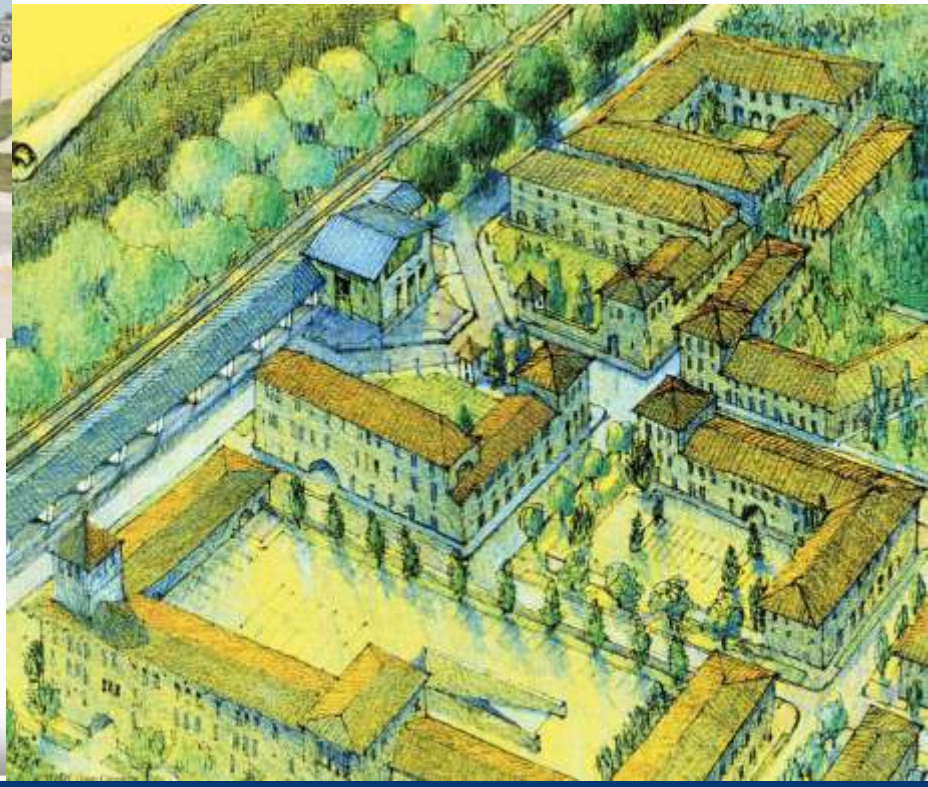
South Florida East Coast Corridor Study

- **Planning Process**
  - Open, proactive and responsive:
    - Avoiding the rumor mill
    - Gaining trust
  - Leading with land use (and community involvement):
    - Educating the community about the synergy of transit and TOD
    - Lead time required for land use regulatory changes
    - Longer lead time to see results

South Florida East Coast Corridor Study

- **Approach:**
  - Developed a station typology
  - Met with every community many times
  - Presented to industry groups/organizations
  - Designed a flexible process that fit each community to plan for their station:
    - Charrettes
    - Planning workshops
    - Proactive planning studies

Imagining Future Economic Redevelopment



Jupiter, Palm Beach County

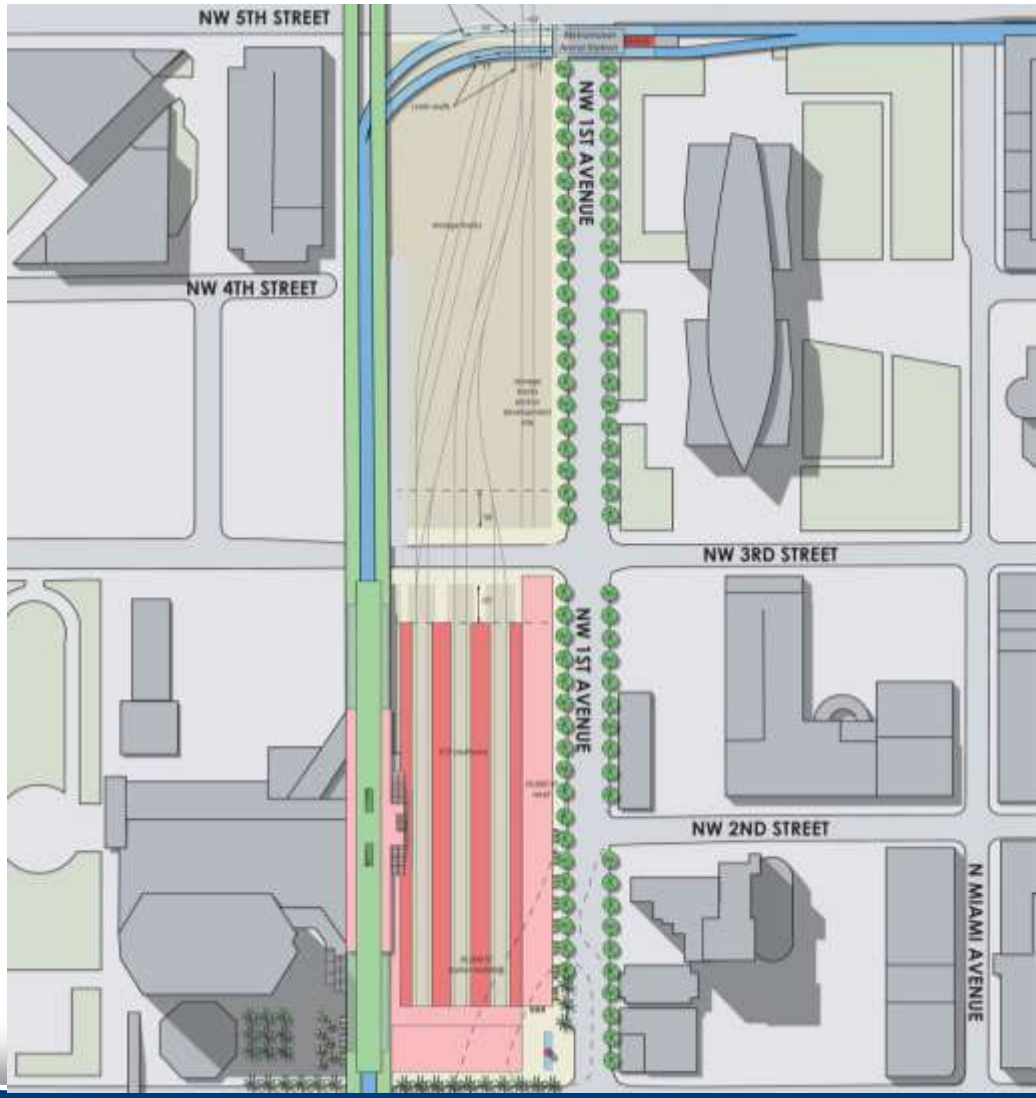
Images courtesy of TCRPC

Attention to ALL Communities

Overtown, Miami

Showing the Possibilities

Fitting into an Existing Downtown



South Florida East Coast Corridor Study

- **Conclusions:**
  - Every community on board with the project and their station type and location
  - One MPO still on the fence
  - Most frequently asked question from the public:
    - Why can't this happen sooner?

South Florida East Coast Corridor Study

- **Factors leading to Success:**
  - Tailored the process to each community's requirements
  - Started by explaining 'why'
  - Showed positive examples from other places
  - Gave people multiple opportunities to be heard
  - Invested the necessary time to build trust
  - Showed people visualizations so they could understand the possibilities
  - Worked with public, government staff and elected officials

South Florida East Coast Corrdior Study

- **The Legacy:**
  - Subsequent planning moving forward with community support
  - Only corridor where different providers are competing to start passenger service
  - Ongoing community outreach confirms communities are on-board understanding the requirement of a local funding match

Questions ?