



**Project Advisory Group (PAG)
Meeting # 12
Draft Meeting Notes**

Attendees: **PAG Members**

Date: January 27, 2016
Time: 1:30 pm – 3:30 pm

1. Joe Bitar, FDOT
2. Libertad Acosta-Anderson, FDOT
3. Susan Sadighi, FDOT
4. Lois Bollenback, R2CTPO
5. Vinny Wang, R2CTPO
6. Pedro Leon, Daytona Beach International Airport
7. Myles O'Keefe, LYNX
8. Heather Blanck, VOTRAN
9. Jeff Hopper, Seminole County
10. Jon Cheney, Volusia County
11. Doug Gutierrez, City of Daytona Beach
12. Laura Dodd, City of DeBary
13. Mike Holmes, City of DeLand
14. Ron Paradise, City of Deltona
15. Carol McFarlane, City of Orange City

Consultant Team to FDOT

- Alan Danaher, Parsons Brinckerhoff
- Ralph Bove, Parsons Brinckerhoff
- Adriana Rodriguez, Parsons Brinckerhoff
- Ginger Corless, Tindale Oliver
- Pat Northey, Ghyabi & Associates (FDOT Public Information Liaison Contract)
- Jamie Snow, AECOM

Place: FDOT D5
Materials Office - Sailfish Room
1650 North Kepler Road
DeLand, FL 32724

Project No.: 173970A
Re: Volusia Transit Connector Study
Project Advisory Group Meeting #12

Prepared by: Ginger Corless

NOTE: These meeting notes are Parsons Brinckerhoff's attempt at capturing the key discussion points, decisions, action/follow up items, and resolutions discussed at the meeting. If you would like to clarify or comment on any point, please notify Alan Danaher by phone (407-587-7835) or email (danaher@pbworld.com) within 48 hours of this email distribution. ***If no comments are received within 48 hours, these meeting minutes will be assumed to serve as the official meeting record.***

Meeting handouts:

- PAG Meeting #12 Agenda and Presentation
- Larger Project Notebooks (for those that needed them)
- FDOT TransValU Pamphlet (given out by Joe Bitar)

Meeting highlights

Welcome

Joe Bitar welcomed everyone to the meeting and asked for a round of introductions.

Alan Danaher then reviewed the meeting agenda and the format for the presentation.

PowerPoint Presentation & Related Discussion

1. FOLLOW-UP ACTION ITEMS FROM LAST MEETING (slide 3)

Alan reviewed the status of the action items identified from the December 9, 2015 PAG meeting.

2. RESULTS OF JANUARY 20, 2016 CLG Meeting (slides 4-5)

- Ralph provided a brief overview of the CLG meeting. Meeting highlights included the following:
 - CLG was given a similar, though less detailed, presentation to the one given to the PAG on December 9th.
 - CLG agreed with the PAG and Project Team guidance regarding the need for an Implementation Strategy to achieve the desired rail alternative (or similar mode) over time.
 - CLG concurred with the “building-block” process to include additional studies, creating smaller more feasible projects, and other activities that will improve overall ridership and enhanced transit in Volusia County.

3. PAG INPUT ON IMPLEMENTATION ISSUES FROM DECEMBER 9, 2015 MEETING (slides 6-14)

- Ralph did a quick review of the ideas generated at the last PAG meeting. He described that the issues were categorized by the following:
 - Additional Studies or Evaluations
 - Short-term Improvements (early wins)
 - Project Phasing
 - Policy Politics
 - Funding/Cost Considerations
 - Land Use and Economic Development

- Slide 8 identified three primary actions/additional assessments desired by the PAG.
 - Reserving transit corridors
 - Apply FTA Project Justification Rating criteria to smaller projects or segments to test viability.
 - Maintain flexibility to reassess corridors, if needed, based on changing opportunities or trends.

- Ralph summarized the additional comments made during the December 9th PAG meeting related to the following:
 - Short-term Improvements
 - Project Phasing
 - Policy/Politics
 - Funding/Cost Considerations
 - Land Use and Economic Development

- The PAG concurred with the summary presented and the need to develop strategies and tools to provide government officials with a road map to achieve enhanced transit in Volusia County, over time.

4. POTENTIAL IMPLEMENTATION STRATEGY (slides 15-31)

- Alan Danaher presented the framework for the Implementation Strategy and encouraged the PAG to ask questions and provide direction for refinement.
- Based on the December 9th PAG brainstorming session, three components or emphasis areas serve as the framework for the Implementation Strategy.
 - Added Studies
 - Transportation Improvements
 - Land Development Strategies
- Added Studies (slide 17) was discussed in detail. Discussion regarding this slide included the following:
 - PAG members agreed that the information gained through the TOD Readiness Assessment for the station areas for each alternative would be important in identifying actions to improve conditions to support enhanced transit. The group stated they would like to see the results included in the Implementation Strategy and final report.
 - When discussing the process of applying the FTA Project Justification Rating Criteria to smaller segments, the ISB corridor was identified as a potential candidate for BRT based on its existing land use and density.
 - There was a question regarding the definition of the term “warranted” in bullet number 4. Alan stated that it would be when ridership or conditions for ridership justifies moving forward with the project.
 - Alan stated that the City of Deltona was in the process of submitting an additional alternative for consideration and that the project team would be prepared to present their assessment at the next PAG meeting.
 - Pedro Leon stated when completing further assessments and studies it would be important to take into consideration market trends such as dense living and entertainment.

- Transportation Improvements (slide 18). The PAG recognizes the role that enhancing local bus service plays in building ridership; even through there is something of a chicken-and-egg challenge. Funding for improvements is currently not available. The PAG liked the flow chart ideas that were presented on slide 18.
- Slide 19 – Jon Cheney recommended that Tax Increment Financing or CRAs be added as a bullet.
- Group concurred with the further detail provided on slides 19-25 regarding Transportation Improvements.
- Land Development Strategies (slides 26-31) were presented and discussed. Discussion highlights included the following:
 - The TOD Readiness Assessment would be beneficial in refining the land development strategies.
 - Market trends must also be incorporated in any assessment.
 - Land development strategies can be implemented concurrently.
 - Changing political attitudes towards such ideas as reduced or removing parking requirements, increasing densities and funding transit within TOD areas will be difficult and must be embraced throughout the region.

5. TRANSVALU (slides 32-34)

- Joe Bitar distributed a pamphlet on the Department's TransValU Tool and provided an overview regarding its use. The following are highlights.
 - Free tool that can provide information regarding the return of investment on a specific project
 - Performs benefit-cost analysis
 - Includes an economic-impact analysis module
 - Training will be offered by the District within the next few months
- Laura Dodd discussed the importance of using the quantitative information gained through the tool in combination with qualitative criteria.
- Jon Cheney suggested the tool be used to further evaluate potential segments of the 2 alternatives or smaller projects.

6. NEXT STEPS (slide 35)

- Moving forward with refining the Implementation Strategy
- Prepare Elected Officials Briefing Presentation

7. SCHEDULE (slide 36)

- Volusia County Council Briefing – Tentatively Scheduled 2/18/16
- Next PAG Meeting, February 24, 2016 (same location)
- Elected Officials & TPO Briefings - March 2016
- Complete Implementation Strategy – April 2016
- Final Report – May 2016



8. DISCUSSION

The PAG members stated their appreciation on the framework and detail that was developed and presented. They felt the direction the study is taking to prepare the Implementation Strategy was heading in the right direction.

9. FOLLOW-UP ACTION ITEMS

1. Jo Bitar will send the TOD Readiness Assessment Tool website link to PAG members.
2. PAG Members will be contacted regarding their assistance in scheduling a project briefing with their specific commission/council for March.

cc: Attendees
Other Invitees Unable to Attend
Parsons Brinckerhoff File #173970A