



FLORIDA DEPARTMENT OF TRANSPORTATION
EXECUTIVE WORKSHOP MINUTES
Tallahassee, Florida

January 14, 2015

The Workshop began at 1:00 p.m. EDT.

1. Opening Remarks

Assistant Secretary Brian Blanchard opened the meeting and welcomed attendees. He introduced:

- a. Mike Dew, Chief of Staff
- b. Assistant Secretary Rachel Cone, Finance and Administration

2. Presentation of America's Choice Award for the Mathews Bridge in District 2.

3. Review and Approval of Workshop Minutes

The November 2014 Workshop minutes were approved as submitted.

4. Policies and Procedures

Sara Cattau, Procedure and Forms Administrator

The following policy/procedure was approved.

350-090-310: Tangible Personal Property
Owner: Eric Reeves, Comptroller's Office

5. Florida Transportation Plan and Strategic Intermodal Systems Plan

Brian Watts, Policy and Planning

A short FTP/SIS Plan update status was provided focusing on the approach and work plan to update the Florida Transportation Plan and Strategic Intermodal System Policy Plan. Both plans will be completed by December 2015 utilizing a single 35-member steering committee and a combined update process. The work plan presented anticipates six steering committee meetings, two statewide summits and 10 regional workshops with frequent opportunities for statewide and local transportation partners to comment and provide input throughout the process. Additionally, the FDOT will have two internal groups to support partner and public involvement activities and to provide technical support. One comment following the presentation suggested publishing the second round of regional workshop locations to inform areas of the state when they will have an opportunity to provide input.

6. Florida's Bicycle and Pedestrian Focused Initiative

Trenda McPherson, Safety

The presentation outlined campaign goals, strategies, investments, coordination, and evaluation. Key points included relationship alignment, audience engagement, and performance assessment. Through problem identification, cultural diversity is being addressed and targeted appropriately. The program utilizes social and paid media attributes to engage and educate the audience. It also utilizes a variety of training opportunities to engage engineers, law enforcement, and other partners. Upcoming events and activities include sponsorship of the Alert Today Florida 300 in Daytona in February and a celebrity bike ride in March. Investments in this program benefit both residents and visitors while reducing the economic impact of pedestrian and bicycle related traffic crashes.

The meeting concluded at 1:55 pm.