



Neighborhood Resiliency Projects Advisory Committee

Committee Members

Clare McCord, Chair
Curt Dyer, Vice Chair
Galen Treuer
Alon Alexander
Ronald Starkman
Karin Matos

City Liaison
Amy Knowles

TO: Members of the Neighborhood Resiliency Projects Advisory Committee

DATE: April 17, 2024

SUBJECT: Minutes of the Neighborhood Resiliency Projects Advisory Committee on April 17, 2024 Hybrid Meeting

Present: Curt Dyer, Clare McCord (approved virtual), Ronald Starkman, Alon Alexander, Galen Treuer, Karin Matos

Absent:

City Staff: Amy Knowles (Liaison), Gabriella Gonzalez, Cristina Ortega, Dexter Peralta, Otniel Rodriguez, Noel Webber

Commission: Commissioner Laura Dominguez, Commission Aide – Aron Soriano

CALL TO ORDER AND WELCOME

Welcome by Amy Knowles, Liaison.

C Dyer motion to allow Clare to attend virtually with no attendance impact due to medical need, K Matos seconds.

COMMITTEE BUSINESS

Approval of Minutes

C Dyer motion to approve minutes, K Matos seconds; minutes approved.

Commissioner Engagement Discussion

Committee was notified of Commissioner Fernandez's confirmation for the May Meeting. They agreed to invite Mayor Meiner for June and Commissioner Rosen Gonzalez for July. Questions were reviewed by G Gonzalez and the committee approved.

- Please discuss your philosophy and priorities regarding the management and communication of the city's resilience infrastructure projects (~ 5 minutes)
- Please share any projects/priorities you have championed (~ 5 minutes)
- Q&A (~ 10 minutes)

Normandy Isle Traffic Calming Projects

Otniel Rodriguez, Transportation Assistant Director and Dexter Peralta, Neighborhood Affairs Coordinator share Normandy Isle Traffic Calming project communications history and procedures.

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O Rodriguez shares details regarding nature of the project, including background for speedhumps, speed tables, traffic circles, and raised crosswalks. He shares information about the Traffic Calming Manual that is typically used and is tailored for single family homes. Issues with the manual include faulty feedback and automatic agreement when a “no-response” ballot is considered. During the balloting process, HOAs are contacted, and if there is no response received, the ballot is considered without objection, and counted as a favorable vote. There have been resident complaints regarding miscommunications between HOAs and city procedures. O Rodriguez shared that recommendations have been taken into consideration as well as feedback from consultants, and these are scheduled to be discussed with the City Manager’s Office to decide next steps.

C Dyer shares concerns over calming measures on 71st street since it is a state road. O Rodriguez shares that this is not currently open for traffic calming but that FDOT is conducting a safety audit due to resident concerns and frequent accidents and may likely add additional crosswalks.

K Matos asks for an estimate of yes versus no votes, excluding non-responses. O Rodriguez shares that approximately 70 ballots were received and the majority voted yes.

O Rodriguez explains that the County has a Traffic Calming Manual as well and while the criteria is different for what warrants a traffic calming device, the provisions are the same for the communications process. D Peralta shares that the ballots are sent via certified mail, including a pre-postage envelope so recipients may return completed ballot.

R Starkman shares concern due to the limited information that was shared during public meetings, specifically regarding the potential parking space loss associated with the project. O Rodriguez shares that in the first 2 community meetings, the city disclosed that a parking space loss would occur but at that time in the design process, it was unclear how many exactly would be lost. It is now estimated that 69 parking spaces will be lost in the project. C Dyer requests equitable decision process for the removed parking spaces.

G Treuer shares the importance of also including positive impacts of the project, not just parking space loss—property value increase potential, resilience. He also shares how it can be frustrating when individuals are engaged from the beginning of a project and are promised certain things but latecomers join and disrupt the original purpose.

O Rodriguez will notify the committee once the City Administration decides on next approach, and will return with updates.

Summary of recommendations:

- Electronic balloting
- Include a number of parking spaces expected to be lost and/or other negative impacts

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- Ensure ballot is simple to read
- Provide ballot in multiple languages, including Spanish and Creole
- Contact HOAs and make sure they are receiving and spreading message; find ways to contact individual property owners as well

PPI Committee Engagement

C McCord requests high-level overview of committee and recommendations for improving process.

S Diffenderfer shares personal experience with engagement:

- People love text alerts, real-time
- Facebook is a great and effective tool especially for older generation
- Instagram is a great and effective tool especially for younger generation
- MB Magazine is great for everyone

A Knowles provides examples of flood awareness communications and different methods, as well as the consistency of the messaging. The PPI Committee and engagement have a real benefit—flood insurance cost savings

S Diffenderfer shares that the texts and magazines are most effective. Consistency and repetition is crucial so the message can stick. Graphic messaging draws people in—kudos to the City’s Communications team for their efforts. Graphics evolve but remain consistent. S Diffenderfer provides King Tides as an example; people are now aware of this phenomenon due to the consistent messaging the city has provided in the last few years.

A Knowles shares that Miami Beach was the first city to do any King Tide messaging; the County used it and made a toolkit to share with other cities. The PPI’s annual plan is carefully orchestrated and approved to share communication plan and how it will be implemented throughout the year; multi-departmental effort with Public Works, Parking, Environment & Sustainability, and Communications.

Website Engagement

Overview of recent engagement is shared. N Webber shares different metrics for interpreting engagement using Google Analytics. Committee suggests:

- looking at data specific to what people are clicking on
- looking at web history for Normandy Isle or other projects to see engagement and gauge community awareness
- increase communications to draw people into the website (both NRPA site and City’s main page)

A Knowles explains that the MB Rising site is a hub for resilience information and can redirect people to the City’s main page for active projects, events, etc.



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LTC Review

Brief overview of past LTCs provided for awareness, C McCord requests more information about the PIO Manual. A Knowles suggests inviting CIP to attend committee meeting to get insight of West Avenue project and how they have been working with residents.

R Starkman suggests inviting CIP to discuss Indian Creek as an example of road raising/harmonization, and lessons learned.

Committee requests CIP to attend May meeting and to invite Kevin Pulido to discuss Project Timeline Overview + PIO Process/Capabilities

Set Additional Meeting Dates for 2024

The following dates were selected for the upcoming committee meetings:

- Wednesday, July 17 at 4:30PM
- Wednesday, September 18 at 4:30PM
- Wednesday, October 23 at 4:30PM
- Wednesday, November 13 at 4:30PM

FUTURE TOPICS

- Commissioner presentation
- Normandy Isle Traffic Calming Project Follow-Up
- Project Timeline Overview
- CIP Communications/Lessons Learned
- John Stuart presentation (June)

STAFF UPDATES

Turtle Fest is April 20th 3-6PM at Altos del Mar Park

PUBLIC COMMENT

No public comment available.

ADJOURNMENT

Motion to adjourn by C Dyer, K Matos seconds.