

# PIIP Report

At the outset of the FKCCS public involvement efforts, The Market Share Company (TMSC) prepared a Public Information and Involvement Plan (PIIP) in accordance with the Florida Keys Carrying Capacity Study (FKCCS) Scope of Work. TMSC presented a draft for Study Team review within three weeks of date of award. Following three additional revisions, the Study Team approved the PIIP. TMSC has continuously referred to the approved PIIP for direction throughout the course of the Study.

## 1. Preparation of PIIP Plan

The PIIP addressed the following issues:

- Informing the citizens of the Study
- Involving the community in the CCAM development process
- Creating a Stakeholder's database
- Identifying and involving local media
- Creating a plan to identify and correct misinformation in local media and from the public
- Creating a Speakers Bureau
- Creating a Traveling Exhibit that contains educational information about the FKCCS
- Developing a productive relationship with local stakeholders
- Utilizing non-traditional public involvement methods and public outreach efforts to include avenues to reach traditionally non-verbal members of the community.

In accordance with the Scope of Work and as directed in the PIIP, the following draft of the PIIP Report summarizes all public information and involvement activities to date.

The program included the following components:

### a. Research

For purposes of foundational background for the Study Team's research, sub-consultant R. Brooks White compiled a bibliography of previous public opinion surveys taken in the Florida Keys.

#### (1) Previous Public Survey Compilation

All sources of public opinion surveys were researched, both public and private. The list contained 21 previous surveys. A digital version of the list was provided by TMSC. The Previous Public Survey Report (option #1) was not exercised.

The following areas of public surveys were researched: natural resources, wastewater, stormwater, water quality, ecosystems and species of concern, human infrastructure, transportation and hurricane evacuation, social environment, socio-economics, sustainable tourism, quality of life, community character, rate of growth and land use regulations.

In researching the availability of such studies, three methods were utilized to collect data. A list of special-interest organizations in the Florida Keys that may have had access to private studies was compiled and a request was sent out to each of these groups asking for their input. Secondly, a search was conducted on the Internet for references to possible surveys. Finally, local agencies were contacted including Monroe County libraries and local college libraries, county and municipal planning departments, Emergency Management, Federal Marine Sanctuary, United States Navy, various conservation organizations, chambers of commerce, tourism development groups, various departments of the state of Florida such as Transportation, Department of Community Affairs, Environmental Protection, Everglades Management, and the South Florida Water Management District.

For all previous surveys that were identified, the following information was captured: date, title, location, purpose, responsible agency of organization, current point of contact, approximate sample size and sample methodology.

Upon review of the list of previous public opinion surveys and the accompanying pertinent information, TMSC and the Study Partners made a professional determination that these surveys did not contain information that would be usable for the purposes of the study. This was determined by virtue of the following:

- The Final Management Plan survey was conducted in 1966 and contained outdated information.
- The Lower SE Florida Hurricane Evacuation Study survey was conducted in 1983 and contained outdated information.
- The Importance and Satisfaction Ratings by Recreating Visitors to the Florida Keys and Key West survey, the Occupancy and Travel Average Daily Rates survey, the Visitor Profile survey, the Origin and Destination survey, and the Gay and Lesbian Visitor survey were all conducted with tourists as the only people surveyed, leaving the data void of local community character.
- The Economic Contribution of Recreating Visitors survey and the Non-market Economic User Values survey were conducted with 73.5% of the responses coming from tourists, leaving the local community character data skewed.
- The Key West Citizen Poll survey consisted of a different question that was published daily in a newspaper that is mainly distributed to the Lower Keys and Key West. Not all of the phoned-in responses to the question were published. There was no control on the system to prevent the same individuals from calling in repeatedly on any given day.
- The Monroe County Sanitary Wastewater Master Plan, which was listed as a survey, was actually an inventory of wastewater facilities.
- The US One Arterial Travel Time and Delay Study was listed as a survey, but was actually an observation of automobiles at 24 locations throughout the Keys.
- The Socio-Economic Analysis of Alternatives had a sample size of only 16 people.
- The Water Quality Report survey had a sample size of only 300 people.

- The Noise Complaint Analysis of Air Traffic survey had a sample size of only 100 people. The only people surveyed were those calling in to complain.
- The Central Office Code Utilization survey listed its purpose as telephones and its sample size as not applicable.
- The Voter Survey of Tourism Impacts was mailed only to registered voters of Monroe County. Individuals who stated that they had not received their copy in the mail were given additional surveys. The survey was widely criticized by the business community because of the methodology used and because citizens felt the survey was worded in such a manner as to lead the person completing it to certain conclusions.
- The Comprehensive Plan, Appendix A survey, applied only to the Village of Islamorada.
- The Marathon Incorporation survey applied only to the city of Marathon.
- The Livable CommuniKeys Program Newsletters survey applied only to Big Pine Key and No Name Key.
- The Origin and Destination survey applied only to Big Pine Key and No Name Key.

## **(2) Formal Random Public Survey**

The Formal Random Public Survey (option #2) was not exercised.

### **b. Media Program**

The media has served as the primary method through which TMSC has shared information regarding the FKCCS with the public.

#### **(1) Media Contact**

TMSC developed and maintained a comprehensive list of media contacts within the community that included both print and broadcast, which was updated on a regular basis – see attachment #1. At the outset of media coordination efforts, TMSC informed all key members of the media about the FKCCS.

#### **(2) Media Coordination**

Media coordination efforts also included the arrangement of press and radio opportunities for Study Team members prior to public meetings. Throughout the timeline of the Scope of Work, TMSC has served as the primary contact for media requests for the Study Team and has coordinated, documented and responded to all requests – see attachment #2.

#### **(3) Newspaper Article Clipping Service**

As a vehicle for tracking applicable and significantly related issues, as well as identifying misinformation about the FKCCS, TMSC monitored and clipped 23 volumes of articles to date from all Keys' publications, including newsletters and special interest group publications. This service included but was not limited to the following publications:

- The Miami Herald
- The Key West Citizen
- Celebrate

- El Faro
- Solares Hill
- Island News (no longer in publication)
- Lower Keys Barometer
- Lower Keys Free Press Navigator
- Keynoter
- Free Press (Marathon)
- The Reporter (Tavernier)
- Upper Keys Independent
- Free Press (Islamorada)
- Free Press (Ocean Reef)
- The Breeze

This service included but was not limited to articles and editorials that addressed the following topics:

- Social Environment
- Land Use/Growth
- Tourism
- Transportation
- Stormwater
- Water Quality
- Wastewater
- Ecosystems
- Species of Concern
- Hurricane Evacuation
- Florida Keys Carrying Capacity Study

TMSC maintains an extensive library of clippings that reflect the diversity of issues, opinions and community character that make up the Florida Keys. Copies of each clipping have been sent to the Study Partners on a weekly basis. The Study Team was notified by fax and e-mail of any articles or Letters to the Editor with misinformation about the FKCCS that required immediate response.

#### **(4) News Media Coverage**

Extensive research was performed to identify appropriate opportunities for the Study Team. Monroe County has no major television network affiliates. Radio interviews with study team members were coordinated to correspond with major milestones within the FKCCS. At the first series of public meetings, US 1 Radio and SUN 103 conducted interviews. At the second series of public meetings milestone, radio interviews were arranged with US 1 Radio and SUN 103. At the Scenario Development Workshop in June '01, radio interviews were arranged with US 1 Radio and SUN 103.

In September '01, the opportunity for the FKCCS to be the subject of a Waterways program was identified by TMSC and forwarded to the Study Partners. Waterways is a half-hour TV program with an environmental focus and 3 million viewers in South

Florida, according to producer Erik Hutchins. Waterways Executive Producer Cheva Heck is the public relations spokesperson for the FKNMS. Waterways is broadcast in the Florida Keys on Channel 19 and also sent to approximately 50 different organizations including schools, according to Hutchins. Waterways is financed by the EPA, the FKNMS and the Everglades National Park, according to Hutchins. With the approval of Study Team members, the producer of the program has been given the appropriate contact information.

#### **(5) Identify and Correct Media Misinformation and Inaccuracies**

As a result of the strength and the execution of the PIIP, TMSC has rarely been called upon to correct media misinformation. To date, misinformation has appeared in the media only four times during the entire course of the Study. In each case immediate action was taken to correct it.

#### **(6) News Releases**

TMSC identified and developed news release story ideas in accordance with the Study's budgetary constraints. TMSC submitted each release for approval to the Study Team in a timely fashion. TMSC has written and distributed press releases and public notices. To date, 104 stories or references to the FKCCS have appeared in the local press including various chamber and other special interest organization newsletters.

#### **(7) Guest Editorial Columns**

TMSC was available to produce guest editorial columns as requested throughout the Study. To date, the Study Team has requested one guest editorial column, which was published in the local media on September 22, 2000. A copy of the editorial was forwarded to the Study Team in accordance with the Scope of Work.

#### **(8) Website**

TMSC reviewed the existing FKCCS Website and provided suggestions and recommendations to the Study Team in the PIIP. TMSC continues to monitor the Website as the Study progresses. At the request of the Study Team, TMSC has provided information for the FKCCS Website.

#### **(9) Video**

At the outset of the study, TMSC provided the Study Team with the cost of producing a basic educational video (option #4) and that option has not been exercised. More recently, TMSC has identified an opportunity to accomplish this through the Waterways television programming at no cost to the project.

#### **c. Meetings and Workshops**

TMSC provided support in the monitoring of local meetings on topics relevant to the Study. Agendas for meetings of the local government municipalities, chambers of commerce and special interest groups were reviewed for references to the FKCCS. TMSC set up and attended the Traveling Exhibit, which includes brochures and other printed materials, as requested by the Study Team.

### **(1) Public Meetings**

The first series of public meetings were held in:

Key Largo	July 18, 2000
Marathon	July 19, 2000
Key West	July 20, 2000

As a result of the first series of public meetings an additional meeting and location was incorporated in the second series of public meetings to accommodate the diversity of needs within the Florida Keys.

The second series of public meetings were held in:

Marathon	March 20, 2001
Islamorada	March 21, 2001 (5:30 p.m.)
Key Largo	March 21, 2001 (7:30 p.m.)
Key West	March 22, 2001

A third series of public meetings will be held in January 2002.

Marathon	January 15, 2002
Key Largo	January 16, 2002
Key West	January 17, 2002

To accomplish the crucial goal of getting the word out to the general public and to engage minority communities, TMSC utilized the FKCCS Traveling Exhibit to announce public meetings at such areas as public housing facilities, libraries and community banks. In addition to the traditional media outlets, news releases were also distributed to the community's only Spanish newspaper and to special interest groups for inclusion in their newsletters, such as the Gay and Lesbian Center and the Business Guild. TMSC also arranged for special interest groups to announce the dates of the FKCCS public meetings at their organization's meetings.

**(a)** For each series of public meetings TMSC performed pre-meeting planning and logistics including procurement of meetings sites that did not require a rental fee, security from the Monroe County Sheriff's office and the hiring of Paul Clayton of Paul E. Clayton & Associates to serve as facilitator at the first and second series of public meetings. TMSC also provided support to the Study Team at the meetings.

**(b)** TMSC created press kits and speaker cards for the FKCCS series of public meetings.

**(c)** TMSC prepared an agenda with input and final approval from the Study Team for the series of public meetings.

**(d)** TMSC prepared and published public notices for each series of public meetings pursuant to USACE and DCA requirements.

**(e)** TMSC prepared and distributed press releases for each series of public meetings. A media kit was prepared for each series of public meetings, which also included a Fact Sheet and a Frequently Asked Question sheet — see attachment #3 and #4.

(f) TMSC documented video and audio records of the meetings and provided minutes from the meetings in hard copy and electronic format. All tapes were turned over to the Study Team.

(g) Following the meetings, TMSC provided the study team with a synopsis of public comments and concerns in accordance with the Scope of Work. At the public meetings, citizens were given a verbal and a written opportunity to voice their concerns. An extensive Comment Tracking System was created by TMSC to record this information. It is regularly updated.

### **(2) Community Meetings**

Throughout the duration of the Study, ample opportunities were developed by TMSC to provide an avenue for the Study Team to furnish information to the public and enhance public awareness and understanding of the FKCCS. TMSC arranged for members of the Study Team to speak directly to community groups through the establishment of the FKCCS Speakers Bureau.

### **(3) Study Team/Working Group Meetings**

In an effort to both advise the Study Team and working group members on public information and involvement activities and to ensure TMSC stayed up to date and informed on the progress of the Study, TMSC representatives have attended study team/working group meetings and participated in bi-weekly teleconference meetings as requested by the Study Team.

TMSC representatives have attended the following meetings:

March 22 & 23, 2000	Study Team Workshop
October 4, 2000	Working Group Meeting
November 15, 2000	Working Group Meeting
January 9 & 10, 2001	Technical Wrap-up Workshop
February 21, 2001	Working Group Meeting
June 19, 2001	Scenario Workshop
August 20, 2001	Scenario Follow-up Workshop
October 15, 2001	Scenario Workshop

In addition, the public was invited to a series of Scenario Development Workshop meetings held for local land planners. An opportunity for public questions and comments were provided at the end of each workshop. In addition to being publicized through press releases and PSAs in local media, meeting notices were mailed to approximately 6,000 stakeholders inviting them to attend the Scenario Development Workshop in October.

### **(4) Government Meetings**

TMSC was available to attend all government meetings as directed by the Study Team and contacted Monroe County and all local municipalities to arrange receipt of commission meeting agendas on a monthly basis.

#### **d. Stakeholder Relations**

(1) TMSC developed a computerized stakeholder mailing list that consisted of individuals, elected officials, local, State and Federal government agencies, citizen groups, community organizations and key members of minority communities that have an interest in the FKCCS and the future of the Florida Keys. The list is capable of being subdivided and sorted. It is updated on a regular basis and currently includes approximately 6,000 names and addresses.

#### **(2) Comment Tracking System**

TMSC has created a database for public comment and maintains a tracking system that records verbal and written comments from public meetings and during the public comment portion of workshops, meetings and Speaker Bureau presentations, written comments received by mail, email and on the FKCCS website, telephone comments and all other public input received on the FKCCS during the course of the Study. The Study Team has been provided with regular updates as comments are recorded in the Comment Tracking System. To date, the database contains 134 public comments. TMSC has also converted the database into HTML for use on the FKCCS Website.

#### **e. Public Information/Education/Awareness**

As stated in the beginning of this report, TMSC has identified FKCCS information to be exchanged and prepared public information materials to accomplish this goal. As part of the Public Information and Involvement Plan, TMSC was tasked with providing community character/quality of life information for the Florida Keys. In addition to the Comment Tracking System, Clipping Service and Stakeholder Database, TMSC developed a variety of methods to gather community character information for the FKCCS.

#### **(1) Information Exchange Program**

The PIIP plan identified public information objectives, information to be provided to and obtained from stakeholders, groups or interests with whom information must be exchanged, circumstances that may affect the selection of public information techniques and methods utilized to accomplish these goals. Key issues of the Study were addressed in public information materials prepared by TMSC.

At the first series of public meetings, TMSC collected qualitative community character information — see attachment #5. From the qualitative information, which was provided by the public, TMSC developed a quantitative ranking system for 17 issues of public concern specific to the Keys in an attempt to establish and document an understanding of community character for inclusion in the Study — see attachment #6.

Technical advisors to the Study Team assisted the TMSC in the undertaking of the gathering community character information were Dr. Gary Machlis, visiting chief social scientist, National Park Service and Dr. Frank T. McAndrew of Knox College in Galesburg, IL.

Due to the FKCCS time frame, it was not possible for TMSC to produce and document the results of a formal, statistically valid survey. However, it is our professional opinion

that while the information gathered does not reflect the opinions of every citizen in Florida Keys, it still provides a picture of community character issues and concerns.

## **(2) Public Information Materials**

TMSC prepared public information materials in accordance with the Scope of Work and with the approval of the Study Team.

### **(a) Brochures**

TMSC was tasked to develop three brochures at key progress points in the Study. The goal of the first brochure, of which 2000 copies were produced in August 2000, was to provide an introduction to the FKCCS. It served as a part of the FKCCS Traveling Exhibit and contained an overview of the FKCCS, an explanation of the purpose of the Study, biographies of the Study Team and information on how the public could become involved in the Study. See attachment #7.

The second brochure was produced by TMSC prior to the March 2001 series of public meetings. It contains information on the Study goal, the Study history, the CCAM, the Routine Planning Tool, the opportunities for public involvement, the timeline, the FKCCS Website and the Study Team contact information. It was mailed to approximately 6,000 stakeholders as an announcement and invitation to attend the second series of public meetings. It has also served to update the general public on the progress of the Study as an integral part of the FKCCS Traveling Exhibit. See attachment #8.

The third brochure is projected for production immediately prior to the completion of the draft FKCCS report to summarize the Study process and results. It will continue to serve as an integral part of the FKCCS Traveling Exhibit and update the public on the progress of the Study.

### **(b) Speaker's Bureau**

The FKCCS Speaker's Bureau was developed by TMSC to give the Study Partners an avenue of direct communication to the varied organizations throughout the Florida Keys that have an interest in the Study. Participating groups were civic organizations, homeowner's associations, Chambers of commerce, business organizations, service clubs, environmental groups and other special interest groups.

TMSC developed and maintained background information on these various community groups, which were used by speakers to tailor the message to the needs and interests of the organization they were addressing. Information included names, goals and locations of organizations, names of key individuals, number of members and the organization's concerns with the FKCCS, or views on matters of interest to the Study Team.

Each FKCCS speaker provided an introduction of the Study Team members and in-depth knowledge and brief history of the Study process at each presentation. During each opportunity, local relevance for each area was characterized. An explanation of the draft FKCCS report, including transfer of the model and Study outputs to the Florida Department of Community Affairs, Monroe County and incorporated areas was

included. The speaker's mission was to educate and enhance public awareness. At the end of each session, there was an opportunity for questions and comments from the public.

See attachment #9 for Speaker's Bureau schedule and attachment #10 for Speaker's Bureau comparisons.

### **(c) Traveling Exhibit**

The FKCCS Traveling Exhibit was designed for public information and outreach in a colorful, easy-to-read format that combines text with photography and handouts. A four-foot by three-foot, freestanding poster, it has been displayed at banks, libraries, government and civic meetings, events and festivals throughout the Florida Keys. Brochures and business cards for Study Team and the FKCCS Website address have accompanied the exhibit in its travels.

The Traveling Exhibit started touring in November 2000 and has maintained a consistent schedule for a one-week display at various locations throughout the Florida Keys. It has also been displayed at various trade shows, meetings and festivals – see attachment #11.

The first Traveling Exhibit illustrated how the FKCCS was being done in order to maintain the beauty of the islands and the quality of life and to learn how much future land development the Florida Keys can sustain. It explained how the Monroe County Year 2010 Comprehensive Plan highlighted specific areas of the Florida Keys that have already exceeded carrying capacity thresholds. It also explained the goal of the Study, the objectives, the timeline, and what the Study will and will not do. It listed the products that will be the outcome of the Study including the CCAM, the Geographic Information System Database and a literature database.

FKCCS categories were illustrated including ecosystems, species of concern, water quality, regional economy, fiscal impacts, community character, quality of life, population forecast, hurricane evacuation, wastewater, stormwater, traffic circulation and marinas, port and heavily traveled channels. The Traveling Exhibit also incorporated how the public could get involved, and Website and contact information for the FKCCS team.

The FKCCS Traveling Exhibit was updated in August 2001 to reflect progress made on the project. Additionally, the original format was re-evaluated and replaced with a sturdier display board that is capable of being changed without the need for full panel replacement and specialty printing services. This was presented to and approved by the Study Partners at the August Scenario Development Workshop.

The FKCCS will continue to be displayed throughout the Florida Keys and updated as needed in accordance with the Scope of Work.

#### **(d) Interpretive Booths**

One of the strengths of the FKCCS Traveling Exhibit is its ability to serve as a stand-alone communication tool. However, with the addition of a representative from TMSC and the series of FKCCS documents, it has provided additional opportunities for community outreach. When a representative from TMSC has accompanied the Traveling Exhibit, they brought with them the opportunity for public questions and to provide comments. Additionally, it has enabled the public to order copies of the documentation that supports the FKCCS.

#### **(e) Newsletters**

TMSC designed a newsletter format that included graphics, layout and column headlines for the FKCCS that met with the criteria established in the Scope of Work. The first newsletter, produced in July 2000, contained the Study categories, public meeting information, background information on the Carrying Capacity Study and biographies of the Study Team members — see attachment #12.

The first newsletter was mailed to the entire Stakeholder List, which contained approximately 6,000 names. The timing of a second and third newsletter is dependent upon the completion of the draft CCAM and the draft FKCCS report.

#### **(f) Hotline**

Option #5 was not exercised.

### **2. PIIP Review and Update**

TMSC has prepared the draft PIIP plan in accordance with the Scope of Work and consults with the Study Team to obtain guidance for updating and adjusting the PIIP.

### **3. PIIP Plan Execution**

TMSC has executed the activities specified in the approved PIIP and provided logistics and supplies to accomplish them. In summary, the TMSC has followed the Scope of Work and the PIIP to create an in-depth Public Information and Involvement Program for the FKCCS.

### **4. PIIP Report**

TMSC has prepared a draft of the PIIP Report for submission in the Public Information/Involvement section of the FKCCS by the date specified in the Scope of Work. TMSC expects to receive comments from the Study Team and will provide final PIIP section for FKCCS report in accordance with the Scope of Work.