

Regular Meeting of the
Downtown Development Authority
Thursday, January 10, 2008
Broward Center for the Performing Arts
New River Room, West Side

ROLL CALL

BOARD PRESENT: Peter Feldman, Chair
Jack T. Loos, Vice Chair
Gale Butler, Secretary
D. Fredrico Fazio, Treasurer
Charles B. Ladd, Board Member
Alan Hooper, Board Member

BOARD ABSENT: William R. Scherer, Board Member

ALSO PRESENT:

John M. Milledge, DDA Legal Counsel	Doug Eagon
Chris Wren, DDA Executive Director	Beth Goodman
Elizabeth Veliky, Planning & Design Manager	Cindi Hutchinson
Marti Brown, Administrative Coordinator	Michael Lilly
Chadwick Blue, Urban Planner	Chris Pollock
Fred Smith, DDA Intern	Karen Dietrich
Congressman Ron Klein	Les Hollingsworth
Laurie Watkins	Pamela Adams
Felicia Goldstein	Andrea Scarborough
Eric Liberman	Aldo Fritz
John Lafferty	Brittany Wallman
Chris Rotolo	Jonathan Roberson
Lindsay DeFouw	Richard Mancuso
Harriet Saltzman	Neil Sterling

PRESIDING: Peter Feldman, Chair

Chairman Feldman called the meeting to order at 8:40 a.m. Roll call was taken by Marti Brown. All Board members were present with the exception of Mr. Scherer.

CONSENT AGENDA

Chairman Feldman asked if there were any items anyone wanted to pull or if there was discussion. There was none. Chairman Feldman asked if there was a motion approving the items on the Consent Agenda. *A motion was moved by Mr. Loos and seconded by Mr. Ladd.*

Chairman Feldman asked who was present for the events. Beth Goodman introduced herself. She was representing The Light the Night Walk. Mrs. Butler told the Board that she wanted to walk on an event today. She said it was a Classic Car show being held at the Museum of Art on February 3rd. She

indicated there will not be any road closures. She added there will be a parade coming down to Huizenga Plaza.

Mr. Loos made a motion in support of this event and Mr. Ladd seconded. All board members were in favor. The following items were unanimously approved:

- C-1) Approval of the minutes and follow-ups from the December 13, 2007 DDA Regular Board Meeting and the minutes from the 12/12/07 Finance Committee Meeting, the 12/19/07 Marketing Committee Meeting and the 12/20/07 Finance Committee Meeting.
- C-2) Approval of Outdoor Event Application-Making Strides Against Breast Cancer, 10/10/08-10/11/08.
- C-3) Approval of Outdoor Event Application-The Light the Night Walk, 10/25/08.
- C-4) Walk on Event: Museum of Art 50th Anniversary Classic Car Parade and Show, 2/3/08.

Chairman Feldman said that the events in the downtown have gotten better and better and he thanked staff and the community for showing an interest. He added that the Winterfest Boat Parade and the New Year's Eve celebration were great.

REGULAR AGENDA

R-1 Congressman Ron Klein Meet and Greet

Chairman Feldman made the announcement that they had a special guest present, Congressman Klein. He welcomed him and thanked him for attending today.

Congressman Klein said he wanted to come by and said he's been catching up with various community and business leaders. He said he was happy that he had a good working relationship with the DDA, Broward County and the City of Fort Lauderdale. He added that the budget is very bad in Washington right now and he's a supporter of a balanced budget. He said they have initiated a pay go system which means that you pay for every bill in advance which means you must prioritize your budget. He said the process has changed wherein it's an open process. He said you must disclose all requests and then defend them on the floor of the House. He said in about two weeks, the packets regarding the appropriations requests for next year will go out. He urged the importance of getting those back quickly. He introduced Felicia Goldstein and Laurie Watkins from his staff. He advised the Board that the Transportation Subcommittee Chair will come down in a couple of weeks and he said maybe it will be a chance to talk about the downtown.

He said he has an office locally and they are involved in things such as social security and veteran's benefits. He thanked the Board for the work they do and said transportation is the key to get people to move around. He said he is a big supporter.

Chairman Feldman thanked Congressman Klein and said they all thank him for his hard work and appropriations to keep the project moving. Mr. Fazio said it was refreshing to hear he was in favor of the pay as you go system.

Mr. Loos said he felt it would be appropriate to formally recognize him and the entire delegation for their efforts. He said it's rare to be in office for only one year and be as effective as Congressman Klein has been.

Mr. Loos asked that Resolutions be prepared individually thanking the delegation, especially Congressman Klein and Congresswoman Debbie Wasserman Schultz.

Chairman Feldman recognized Commissioner Hutchinson and welcomed her and thanked her for her great support of the downtown.

R-2 Police Report

Captain Dietrich said that the downtown area was busy in December. She said there were no problems with the Winterfest Boat Parade. She said that at the New Year's Eve ball drop, the crowd was larger than expected but it went well. She said it was very congested and they need to figure out a way to spread the crowd out. She said these two events were successful for the City and the downtown. Captain Dietrich said that she previously mentioned burglaries involving two juveniles. She said the two juveniles confessed to 30 burglaries and they have been mandated to a juvenile facility from December 2007-December 2008. She also mentioned that East of Federal on 2nd Street by the French Quarter, there were abandoned buildings that were demolished. She said French Quarter will also be demolished. The police are aware that there are issues with homeless and vehicle burglaries in that area right now. She said Mike Lilly from the police department is assigned to the downtown. She said they have put into effect, a six month trespass warning for parks. She wanted to remind everyone to leave all valuables (i.e. cell phones and GPS systems) out of sight in your car.

Mr. Hooper said he met with Detective Maracotta to discuss vandalism concerns he has along the Riverwalk as well as graffiti and skateboarders. In talking with Detective Maracotta, they discussed trying to come up with a way to impound the skateboards and have the parents come to get them. Mr. Hooper said they need to do something along the Riverwalk corridor. He expressed the need for a commitment for more officers or patrols in the downtown and talked about the times of concern. Captain Dietrich says she doesn't disagree. She said she does not make the decisions but that the department allocates the best that they can. She said officers are assigned in the downtown but if other high priority crimes occur, they must send them elsewhere. Mr. Hooper said there is no officer assigned to the downtown from the afternoon into the night. Captain Dietrich said there are officers assigned in the downtown. ***Mr. Hooper made a motion that the Board work with the City Manager to explore how much coverage they have in the core of the downtown so they can have coverage which is most efficient and work with the City Manager to come up with a way to control the skateboarders. Mr. Loos seconded the motion and added that Mr. Hooper be the representative of the DDA to follow up with City and staff.***

Mr. Eagon said they have been working with Mr. Hooper and others and he does agree with what he's saying. He said something with a higher level is needed. Mr. Eagon asked about the park rangers. Captain Dietrich said they still have them. Mr. Eagon said he does not see nearly the presence he used to see of the park rangers. He said in broad daylight, he witnessed destruction of Mr. Hooper's property and a man urinating. He said the presence used to be stronger. Captain Dietrich said she will look into that to make them more visible and that this was a good point.

Mr. Hooper talked about skateboarders who are juveniles and that they are disrespectful to police and police should take their skateboards away. ***At this time, all Board members were in favor of the above motion.*** Chairman Feldman wanted to recognize Patrolman Lilly who has been involved in the downtown for many years.

Chairman Feldman indicated he wanted to take the transit item out of order and discuss it at this time.

R-4 Transit

a) Transit Alignments and Evaluation Process

Mr. Wren said that for over five years now, they have been focused on transit. He said today's meeting is important as it signifies all work to date, working towards four alignments. He said they will hear the consultant's presentation and they will provide their recommendation on an alignment and how much we can afford locally. He said they will be presenting the MOS (Phase 1) and Eric Liberman and John Lafferty are here representing Parsons Brinckerhoff. Mr. Wren said the MOS is what they will build in Phase 1. He went through the four alignment types and indicated all go up to Flagler Village and all the way down to the hospital district. He said they are looking for the Board to understand what the four alignments are, what the consultant is recommending and what the Board prefers as it's alignment. After this process, they will go to the City Commission and ultimately the County partners and then work on the details to build the project.

Mr. Liberman said there is a lot of material to be discussed today. The purpose is to provide them will all the information to date and to make an LPA decision (what they will build). He said they will summarize the technology, talk about what they need for the Small Starts application submittal and recommend the MOS and the next steps. Mr. Liberman went through the federal expectations for the LPA decision and said this is a local decision. He said the project sponsor and other local agencies encourage them to take positions. He said then Broward County will formally adopt the LPA.

Mr. Liberman pulled up maps on his presentation and began to go through the full build alignments and started with the TSM Rubber Tire Option (Bus). He went on to discuss Alignment A2-2 bridges. Chairman Feldman asked Mr. Liberman to go through the exact route and Mr. Liberman went into specific detail of the A2 Alignment route. Mr. Liberman said every option has two tracks. He said there are three east/west options paired with a north/south option. He then went on to discuss Alignment B2-1 bridge and described the route. He went on to Alignment D3-tunnel alternative and described that exact route. He then went on to Alignment E1-1 bridge and went through that route. He said this route represents what they can afford locally. He said there is no east/west component on this alignment.

Mr. Liberman then went on to discuss the Alignment LPA Comparison Summary which outlines length, number of stations, ridership, etc.). He indicated these numbers were used for their evaluation. He said the cost range is anywhere from \$155 million to \$280 million. He said they really need to be at \$150 million in YOE (year of expenditure). Mr. Liberman went through the Evaluation of Goal Achievement Summary. He said the goals established must be aligned to be consistent with the FTA criteria. He went through the ranking: A2 scored the best, then B2, E1, D3, TSM and no build. He said these rankings were both qualitative and quantitative and they applied numbers and values to them. Mr. Liberman said in the trade-off analysis of the full build alternative/alignment, the rubber tire is the least expensive but it doesn't support the goals for the project and it's not a fixed system.

Mr. Liberman said with the A2-Double Loop/2 Bridge alignment, it scored 2nd highest in goal achievement and has the highest ridership.

Mr. Wren clarified that they must discuss the full build alignments and the MOS alignments and continue to evaluate them even though they will be choosing an MOS (Phase 1) today under \$150

million. He said they will walk through both today for the record to be clear.

Mr. Liberman continued talking about the A2 alignment. Mr. Fazio asked about using one track and how that affects service and cost. Mr. Liberman said the A2 alignment is the most expensive of the full build alignments, it uses two draw bridges and there are operational issues. Mr. Liberman then went on to talk about the B2-one bridge alignment. He said this alignment had the highest goal achievement. He said the cost exceeds the \$150 million threshold. Mr. Wren said it exceeds the Federal Government limit. Mr. Liberman clarified that the total project amount is limited at \$250 million for qualification in the small starts program, but Mr. Wren said they have to keep under the \$150 million because the federal maximum is \$75 million, which is 50% of \$150 million total project cost. Mr. Liberman went on to talk about the D3-tunnel alignment. He said this one is the lowest in terms of capital and O&M costs. He said it is the lowest in goal achievement, there is a longer travel time and it takes three minutes longer to operate. Mr. Loos talked about the D3 alignment and showed concerned of what this alignment will serve. Discussion held.

Mr. Liberman talked about the E1 alignment (CRA to Hospital over 1 bridge). He said it has the lowest O&M and capital costs and does well with goal achievement. He said this alignment resulted from the public and agency staff input.

Mr. Hooper said that they show this alignment has lower ridership than the TSM and asked if they said that about the other alignments. Mr. Liberman said that A2 has better ridership than the TSM and explained further about the TSM or baseline alignment. Mr. Hooper said by showing the TSM alignment as the A2 full build (rubber wheel), the route has more coverage and therefore will have more ridership. He said it is unfair to compare the A2 full build alignment to a smaller route. The Board directed PB to do a comparative analysis that shows an equal comparison on the TSM route to the MOS alignments (i.e., The TSM for the E-1 alignment will be the same route, but rubber wheel so there is an apple to apple comparison).

Mr. Loos expressed concern about the evaluation measures for the baseline and rubber tire versus light rail. He said rubber tire doesn't get people out of their vehicles and therefore should rate very low. Mr. Liberman explained why rubber tire has to stay in the analysis. Further discussion was held about TSM and rubber versus rail and how the comment of TSM is not applicable. Mr. Liberman said they've done the TSM comparison with the A2 alignment and they can use those percentages with the other alignments.

Mr. Loos talked about his concern about buses and that the goal has been to create a vibrant downtown that's pedestrian friendly and that buses don't do that. Mr. Wren said it's important that the Board knows how things are being rated.

Mr. Liberman went through the Alternative Key Factor Comparison and indicated all were qualitative measurements and all satisfy the goals (A2, B2, D3, E1). He said there is a 3 point difference. He said in looking at a MOS (Phase 1), the Board previously selected modern streetcar as the preferred technology. In figuring out what they are building in Phase 1, he said the consensus is: that they start at the CRA and end at the hospital, that they go to the Broward terminal, that it's affordable (capital and O&M perspective) and that it doesn't exceed \$150 million in YOE. He said it must stand alone. Based on this, they developed A2 MOS, B2 MOS, D3 MOS and E1 MOS (same as full build). Mr. Liberman went through the A2 MOS route in detail. He said the cost is \$130 million in capital and

\$153 million YOE. He talked about the B2 MOS route in detail. He said the cost is just over \$130 million and it's 2.7 miles long. He talked about the D3 MOS route in detail (tunnel alignment) and said the cost is \$125,550 million and has less operational issues. He talked about the E1 MOS route in detail and said it is the same as the full build E1. He said it has the same mileage, same stations and same capital and O&M costs. He said the cost of all the alignments are between \$149 million and \$155 million in YOE monies. He said \$150 million is their threshold.

Mr. Liberman said the MOS Trade Off Analysis was done. He said what is built now would be what serves the north/south corridor for the distant future. He continued with the other items. He said the MOS similarities are the same length and comparable costs, same fleet size and the stations range from 9 to 11. He went through the differences in detail. Mr. Liberman discussed their recommendations: 1) A2 or E1; 2) Keep the tunnel segment of D3 MOS into Advance AA until all issues associated with the bridges can be resolved; 3) B2 can be dropped; 4) For selected MOS, capital costs will need to be reduced to \$150 million (YOE monies) during the Advance AA process which is very achievable, and O&M costs may need to be reduced; 5) The alignment south of SW/SE 7th Street may need to be refined and shifted to 3rd Avenue. Some stations may need to be relocated. At this time discussion was held about the recommendations and modifying #5.

Mr. Liberman said once an MOS is selected, they will continue to refine it, continue to coordinate with BCT and prepare for the Small Starts submittal. Mr. Wren said it would be appropriate to reaffirm the Board's comments relevant to the bullet points and criteria and then discuss if there is a preferred alignment.

Mr. Fazio said he prefers A2 all around but it costs more so he would go with A2 or E1.

Mr. Ladd made a motion to adopt E-1 as the preferred alignment subject to refinement of a few station locations. Mr. Fazio seconded.

PB recommended that in addition to choosing an alignment, the Board continue to study the tunnel as an option through the next phase. Mr. Loos expressed concern of having a big gap in the downtown if the tunnel option was chosen. Mr. Ladd asked if they had to rank the alternatives or just pick a preferred. Mr. Liberman said they could do either. Mr. Wren said he asked the consultant to make a technical recommendation. Mr. Liberman said that all indications are that Broward County is satisfied with the technical recommendation.

Chairman Feldman asked if there were any comments from the public. Mr. Eagon said that all he would offer is that you need to bear in mind how to encourage a connection between where people live and work. He said from a liability and feasibility standpoint with the tunnel, it won't have the ridership and it's not centrally located within the Central Business District.

Chairman Feldman said the City has reviewed the alignments and because of the Riverwalk Master Plan they have asked that Riverwalk is easily assessable from the station. ***Roll call was taken on the above motion and all Board members were in approval.***

c) Finance Committee

Mr. Ladd said they examined numerous alternatives. He said John Milledge, Neil Sterling and Chuck Adams have been looking at things and they also have bond and appraiser consultants as well. He

said the City of Fort Lauderdale would levy a special assessment. It would be an assessment to residential and non residential property owners and vacant land owners. He said the assessed amount each year would be \$2.7 million but they are exploring ways to reduce the figure. He said they are looking for contributions from the City, CRA, State, School Board and Hospital – anyone that would benefit from the system. He said the maximum amount to be assessed would be \$100 per unit on residential, 12 cents per square foot on non residential (buildable square feet) and 5 cents per square foot on vacant land. He said they presented it to City staff and will be refining it for the City Commission.

Chairman Feldman said the meeting with the City Manager yesterday where they talked about the concept of the City leading the project was favorably endorsed. Mr. Ladd said this assessment would not be subject to voter approval. He feels this is the most equitable way to do this. Mr. Milledge said they do not need a referendum to have this approved by the City. Mr. Ladd added that there is one additional option: exploring adding a streetscape component to the assessment district (lighting, landscaping, burying power lines). He said it is not a simple process but they are exploring this. Mr. Eagon asked about the geographic boundary area and Mr. Ladd said the RAC and South RAC. Discussion was held further about the assessment fees.

b) Marketing Committee

Mr. Hooper said they are doing a good job and staff has been helping. He said they hired Hot House of Design to help with the PowerPoint and they will be doing email blasts. He said they will be trying to get people to show up at the meetings to support the project. He said there is a meeting on Monday with Smith & Knibbs where they will be trying to get them to help get the project in the newspaper and media. He said they have testimonials and they have a company that can reduce them to create a shorter message. He said the PowerPoint is getting better and Hot House did a good job. He said they have to implement the financials into it. He added that February 5th is the joint workshop with the City Commission and the DDA and in late February will be the County Commission. Mr. Hooper said that Mr. Liberman added points into their meeting.

Mr. Wren said they want to have something that is fun but gets to the point type of presentation. He said Mr. Liberman provides the technical aspect to the meetings that is needed for the FTA.

d) Real Estate Committee

Mr. Loos said they have \$21 million in the budget for site acquisition (yard area and staging area). He said the staging area can be used for redevelopment opportunities. He said they identified 5-10 maintenance area sites in the size of 2 ½-3 acres. He said they sent out the required Federal Government letters to the property owners. He said the goal is to attempt to deal with property owners that are willing sellers. He said they have been approached by others as well. Mr. Loos said the preferred site is the FEC railroad but they are not interested. He said they are not giving up yet. Mr. Loos said they want to come in below \$21 million. He talked about the possibility of buying a staging area as an option and they are working at purchasing one or more sites for maintenance areas. Mr. Loos said they are working on setting up a meeting with the new hospital district staff. He said they appreciate any input and site suggestions. He said they are looking at six sites. Mr. Ladd asked if they have looked into City sites and Mr. Loos said one of the sites is a City site.

Chairman Feldman thanked Mr. Ladd, Mr. Loos and Mr. Hooper for working on these committees as the Chairs. He asked if there were any comments from the public. Richard Mancuso said with

reference to the financial model, he would encourage them to get people involved. He said he supports transit. He said they need to show the community a benefit and to move quickly on this. **Mr. Hooper said they will be doing email blasts soon and asked Mr. Mancuso if he could help get more residents.** Brief discussion held.

R-3 TMA Update on Routes and Marketing

Les Hollingsworth provided an update to the Board. He said they constantly track the ridership numbers. He said there are 11 different routes and 14 vehicles. He said the high vehicle routes are in the downtown. He said they have a planning group that reviews their plans. He said they are looking at high density and pick up points. He said they do live route timings for route options. He said it's important to market the service. He said their market for the downtown are choice riders and visitors. He said they installed a switch activated trolley bell. He showed a map of the weekend downtown circulator route.

Mr. Hooper brought up the Andrews/3rd Avenue Loop which had minimal riders. He said now they have one of the best routes because they are focusing on where the people are. Mr. Hollingsworth continued through the presentation. He said that on the trolleys, you will see a visual indication of where the trolley goes. Mr. Loos asked about handicap assessable stop concerns and brief discussion was held. Chairman Feldman thanked Mr. Hollingsworth for his presentation. Mrs. Butler departed.

R-5 Status of SBA Deposit Account

Mr. Wren said this issue is about where the DDA accounts are being kept. He said there are no new monies being entered into this account. He said they are researching where we should keep the DDA's money and at the next meeting, he will make a recommendation of where it should be kept. He said there was an email last night updating this situation and the email indicated the issue was improving. Mr. Wren said he believes by the end of January it should be better. He said in February, he will bring this item back to the Board with a recommendation which might possibly involve moving the monies into a higher interest bearing account.

R-6 Broward County Linkage Fee Study

Mr. Milledge said that a Resolution was authorized at the last Board meeting. He said he and Mr. Wren met with the County staff. He said the study is moving slowly and he is following it. He said if it becomes a possible Ordinance, he wants to submit comments.

R-7 2008 Board Elections

Chairman Feldman said this past year was very interesting and these past four years were interesting and fun to be on this side of the table. He said he enjoyed being the Chair and he thanked staff and the consultants.

He asked if there was a nomination for Chair.

Mr. Fazio made the nomination of Mr. Loos as Chair and Mr. Hooper seconded.

Chairman Loos asked if there was a nomination for Vice Chair.

Mr. Fazio made the nomination of Mrs. Butler as Vice Chair and Mr. Hooper seconded.

Chairman Loos asked if there was a nomination for Secretary.

Mr. Hooper made the nomination of Mr. Ladd as Secretary and Mr. Fazio seconded.

Chairman Loos asked if there was a nomination for Treasurer:

Mr. Feldman nominated Mr. Hooper as Treasurer and Mr. Fazio seconded. All were in favor of the nominations.

Mr. Loos thanked the Board for electing him as Chair. He asked if Mr. Feldman would be willing to take over his position at the TMA for him. Mr. Feldman said sure.

Mr. Hooper told Mr. Feldman that he has been a great Chairman. He said the Board meetings have gone quickly. Mr. Fazio said he echoed that statement.

OTHER BUSINESS

1) Mr. Wren said that Mr. Sterling wanted to report about the School Concurrency issue. Mr. Sterling said that this has been going on for a year and a half. He said he's been working with the Builders Association of South Florida. He said there is a meeting Tuesday at 1:30 p.m. at the School Board and 2:30 p.m. at the County Commission. He said school concurrency gets adopted in two parts. He said it involves an interlocal agreement and student generation rate. He said the impact fees were calculated 10 years ago. He talked about this further including mid rise and high rise rates per unit. He said there is a meeting tomorrow with the Superintendent. He said it would be important if DDA Board Members are in attendance on Tuesday at 1:30 p.m.

Chairman Loos brought up concern on the student generation calculations. He said they should be present at the meeting to challenge this. Mr. Sterling said there is a deadline of February 1st to meet state laws on concurrency. After discussion, ***Mr. Hooper made a motion that the DDA expresses concern on the concurrency topic and that the ultimate fees be fair and reasonable on the true impact. Mr. Feldman seconded. All were in favor. Mr. Wren said he will prepare this document.***

2) Mr. Wren introduced Fred Smith who he hired as an intern from FAU. He said he is assisting with the transit research and the website. Mr. Smith introduced himself and said he's working towards completing his bachelor's degree. He said he is working on the website regarding transit. He said he would like to gather information and simplify it and make it so people can possibly participate on the website. Mr. Wren said that Mr. Smith is an excellent graphic artist. The Board welcomed him.

Mr. Feldman reminded the Board that the Joint Workshop with the DDA & City is February 5th at noon.

Chairman Loos said he encourages staff to work with everyone to make a good message. Mr. Wren said they will be meeting with the residential and business owners before then and the schedule will be hectic. **Chairman Loos said they need to come up with bullet points for the Board that they are all comfortable with.**

Chairman Loos thanked everyone and as there was no other business to come before the Board, Chairman Loos adjourned the meeting at 11:17 a.m.