

# I-75 “Everglades Awareness Radio”



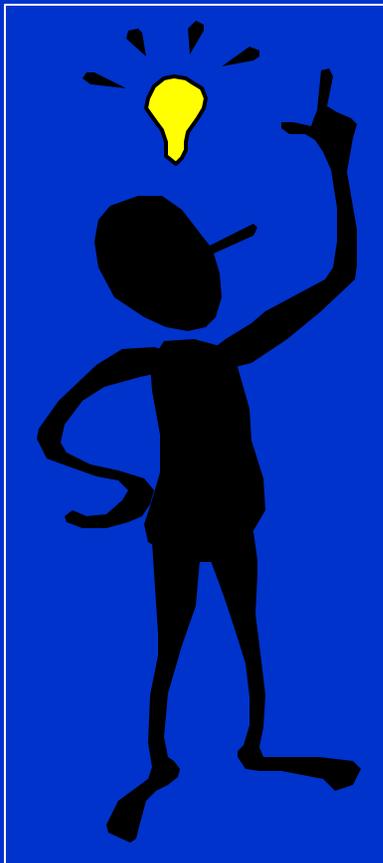
Bill Hinsley  
Governor's Commission for the Everglades  
Presentation to the SFERWG  
November 8, 2000

# Overview

- Project overview
- Review of efforts to date
- What's happening now?
- Future of project



# Who's Idea Was This?



## U.S. Sen. Bob Graham

- Requested DEP's Sec. David Struhs to determine the feasibility of providing motorists with a radio transmission broadcasting a history and explanation of the Everglades ecosystem

# “Everglades Awareness Radio” Project

- “Alligator Alley” - ~78 mile Corridor of I-75 connecting Ft. Lauderdale on the East with Naples on the West
- “Everglades Awareness Radio” Project will provide motorists with a history and explanation of the Everglades Ecosystem



# “Everglades Awareness Radio” Transmission

- Principle Issues
  - Determine feasibility of Senator Graham’s request
  - Provide motorists with a history and explanation of the Everglades Ecosystem
  - One component of a comprehensive environmental education program for Florida residents and visitors to the State

# “Everglades Awareness Radio” Transmission

- Secondary Issues
  - Transmit emergency messages in times of need
    - Hurricane / Fire / Evacuation
    - Automobile Accident
  - Determination of transmission format
    - Traffic Information System (TIS)
    - Highway Advisory Radio (HAR)
    - AM
    - Low Power FM (LPFM)

# “Everglades Awareness Radio” Transmission

- Secondary Issues
  - Possible project funding
    - Florida Department of Transportation
    - County Emergency Operations Centers
    - Florida Gulf Coast University
    - Others...
  - Development of program content
    - Broad group of stakeholders
    - Important to design an inclusive message development process

# Efforts to Date

- Initial meeting held at FGCU (Aug. 1999) to determine feasibility of project
  - Explore project purpose
  - Determine transmission format
  - Identify funding opportunities
  - Consider message format & content



# Efforts to Date

- Development of FCC license application to operate a LPFM radio transmission
  - Monitoring & response to FCC rulemaking
  - Application involves engineering & design components
- Keep additional project elements on task
  - Program format & message design
  - Funding

# Efforts to Date

- Second meeting held at FGCU (Oct. 2000)
  - Update team on progress of FCC application
  - Review project costs & funding opportunities
  - Begin message development process
- LPFM application package sent to FCC by Senator Graham's office on behalf of the State (Nov. 2000).

# What's Happening Now?

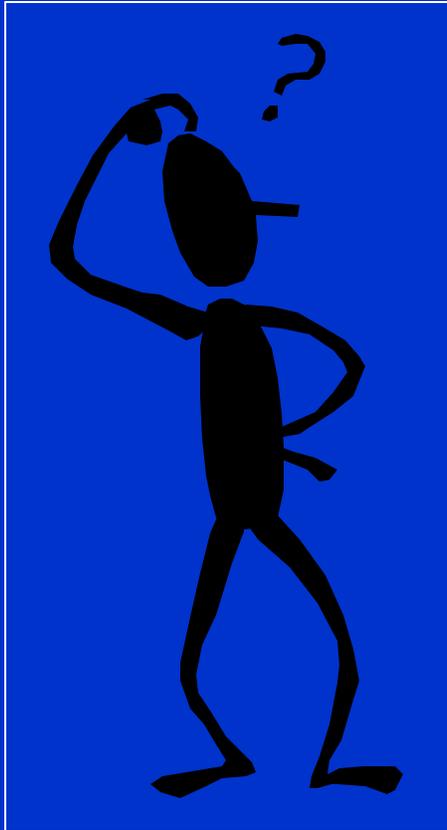
- Monitoring FCC's review of the LPFM radio license applications
- Review project costs & funding opportunities
- Planning Message Development Team meeting
  - Development of message format
  - Development of message content guidelines
  - Development of “pilot” message

# What This Means To Us Today

- State is not assured a LPFM radio license
- Engineering & design components may change
  - Conceptual v. concrete level of understanding
  - Transmission design will effect message format, length, location, etc.
- Content development is not a fast process
  - Broad group of stakeholders
  - Important to design an inclusive message development process

# Future of Project

- With a positive FCC response...
  - Move forward with project construction
  - Transmission of pilot message
- Development of MOA to ensure long term project success
  - Educational & outreach benefits
  - Travelers Information Service (TIS) benefits
  - Funding mechanisms



Questions  
&  
Answers