

# ENGAGING OUR Communities through Awareness and Information

"I love how so many members have been engaged in this work. It has grown from a small group of stakeholders to multiple, expansive working groups and now the whole community has a voice and a place in this work."

> **Debra Scholl** Member of the Design, Construction, Operations & Maintenance Working Group

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**UNDERDECK COMMITTEE REPORT 49** 



ENGAGING OUR COMMUNITIES THROUGH AWARENESS AND INFORMATION

## **COMMUNICATIONS TOOL KIT:** AWARENESS, EDUCATION, ENGAGEMENT

To establish a deeper awareness of this vital public space, the Underdeck Committee has implemented a comprehensive engagement and communication strategy. This strategy has included the development of various complementary tools that inform and update the public.

- The Public Information Portal
  - The Underdeck Chronicle
    - Media Coverage

### THE PUBLIC INFORMATION PORTAL

### THE UNDERDECK

The Underdeck Miami website is the official digital platform of the Underdeck project and the work of the Underdeck Committee. Through this portal, visitors are able to educate themselves on key elements of the Underdeck project. Navigation through the site provides information on project updates, the Underdeck Committee, Working Groups, upcoming events, and ways to stay connected and get involved.



### **About the Project**

The Underdeck is a 33-acre public space that will be developed, under a reconstructed I-395, as a part of the "Signature Bridge" project. The Signature Bridge project is a partnership between the Florida Department of Transportation (FDOT) and the City of Miami.

The Underdeck originates in Overtown and extends to Biscayne Bay near the Perez Art Museum Miami. Upon completion, the space will have a significant amount of green space and will also contain community based programming such as a heritage trail, legacy wall, pedestrian bridge, water fountains, plazas, recreation spaces, installations and concessions, among other features.

As a public space separate from the Signature Bridge, with its own identity and needs, this Underdeck website is designed to inform and engage the public, the community, and all stakeholders.

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# THE OFFICIAL NEWSLETTER OF THE UNDERDECK THE UNDERDECK: THE UNDERDECK CHRONICLE

To ensure regular updates and a consistent dissemination of information about the Underdeck, the Underdeck Chronicle is distributed to stakeholders captured in the Underdeck Committee's database. This newsletter has been designed to keep the community abreast of the progress of the project as well as informed about community meetings, surveys, working groups and profiles of the Underdeck Committee members working as their advocates.



### The Underdeck Chronicle

First Edition, issued March 15, 2022 Second Edition, issued June 1, 2022 Third Edition, issued July 28, 2022 Fourth Edition, issued October 7, 2022

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