

PTP Brings High-Tech Fare Collection System to Miami-Dade Transit

Thanks to the People's Transportation Plan, the County is getting a new transit fare collection system that offers vast benefits to both riders and the County. Transportation surtax dollars are being used to procure an Automated Fare Collection System that will meet specific technical and business requirements for fare collection, security and is easy for transit patrons to use.

The long term strategy is for Miami-Dade's system to be part of a planned regional transit fare system that would provide transit riders in the South Florida region and give riders in Miami-Dade, Broward and Palm Beach counties the ability to use a single fare device on all public transportation systems. The new fare system will be used on bus, rail and Metromover operations and includes a parking option allowing transit users to pay parking fees at the Ticket Vending Machines that will be installed at all Metrorail stations.

Miami-Dade Transit (MDT) buses will be equipped with Automatic Passenger Counters that will count passengers every time they board or exit the bus through sensors. Having more accurate ridership information, will help MDT plan routes and schedules that better meet customer needs. It will also improve the accuracy of passenger numbers reported to the Federal Transit Administration, which will be important when applying for federal grants.

A major component of the new fare system is the EASY Card, the Smart Cards that will allow transit patrons to pay for Metrobus and Metrorail fares, as well as Metrorail parking by simply tapping it on the newly installed validating fare boxes and fare gates. Customers will also be able to add monetary value to the EASY Card for up to three years from time of purchase using the Ticket Vending Machines, by accessing MDT's website, by visiting a Transit Service Center or a Point-of-Sale retailer.

Visitors and infrequent riders will have the option of using the Limited-Use EASY Ticket, which can



MDT Director, Harpal Kapoor, talks with the media about the new fare system.

also be reloaded and can be used for 60 days from time of purchase. Specialty discount passes, such as the College Metropass will also be handled by the EASY Card system and will feature the rider's photo on the reverse side.

The contract to design and install the system was awarded to Cubic Transportation Systems, Inc. an experienced vendor in this field having successfully implemented similar automated fare collection systems for Atlanta, Washington D.C., New York, Chicago, Los Angeles and other transit systems around the world, including London.

"The new EASY Card automated fare collection system is another example of how Miami-Dade Transit is using the People's Transportation Plan half-penny to enhance the County's transit system as it will improve customer convenience, reduce fare evasion and increase the accuracy of ridership information to better meet customer needs," said Miami-Dade Transit Director Harpal Kapoor.

CITT At LRTP Workshop



CITT member Harold Braynon, Jr. (left) and CITT Nominating Committee member Billy Isley (right), participated in the public workshop to update the County's Long Range Transportation Plan to the year 2035. One of the major emphases of this Plan Update is the consideration of the projects in the People's Transportation Plan (PTP) that are currently unfunded in the budget and increasing the efficiency of the current infrastructure, particularly in light of the soaring construction costs.



A Message from the Chairperson Miles E. Moss, P.E.

Though I will continue to serve as the CITT member appointed by Commissioner Javier Souto of District 10, my term as Chairman of the Citizens' Independent Transportation Trust is expiring and I wanted to share some reflections on my experiences over the past two years leading this fine organization.

At the risk of being trite I want to begin by saying that, as Chairman of the CITT, I have stood on the shoulders of giants. Our first elected CITT Chairman, Rep. John Cosgrove made a huge contribution to our growth and development and my immediate predecessor as Chairman, Marc Buoniconti, brought his own brand of leadership to the Trust through careful analysis of the facts and the persistence to prioritize

projects and follow the will of the people. Both have helped to chart a course for the CITT that makes it a more effective and accountable organization both now and for the future.

It has been gratifying to work with my fellow Trust members to advance the goals of the People's Transportation Plan and insure proper expenditure of the transportation surtax proceeds. As a Trust, we have also sought to develop relationships within the County by meeting with the County Mayor and members of the Board of County Commissioners to discuss issues related to implementation of the People's Transportation Plan.

Public transportation is a complex issue and it will continue to challenge our ability to provide the services that the community needs but I hope that the CITT will continue to work on these issues. In my mind, the PTP provides the best answer to the growing problem of roadway congestion and limited transit choices in our community

While CITT has faced many challenges since its first meeting in 2003, it has steadily progressed toward creating a sense of responsibility on the part of government to the tax payers who approved creation of the PTP and the CITT. I have enjoyed being part of this dynamic period in the life of the Trust.

"MOVN Campaign - PTP Dollars Well Spent"

The CITT amended the People's Transportation Plan (PTP) in January 2007 to allocate \$350,000 in transportation surtax funds to MOVN, Meeting Our Vehicular Needs, for its public education programs. MOVN is the public-private coalition that seeks to develop short term and low cost solutions to improve traffic flow on some of the County's most congested roadways.

Two initiatives, "Don't Block the Box" and "Move It Yes You Can", were the focus of the MOVN outreach campaign that included media purchases in print advertising, radio and television ads, outdoor advertising on billboards, development of collateral items and the highly visible fully wrapped bus ads. County administrators and members of law enforcement alike felt that the PTP-funded campaign was highly successful in capturing and focusing the public's attention on the MOVN initiatives.



The PTP funds allocated to MOVN were sufficient to launch the outreach campaign and the MOVN committee looked for ways to get the greatest benefit from these dollars by pursuing cooperative relationships with County departments and

other local transportation organizations. Staff at the County's Government Information Center designed and implemented the overall outreach plan and Miami-Dade Transit designed the logo and



provided free advertising space for MOVN ads on transit vehicles and at transit facilities. Also as part of this effort, the Miami-Dade Public Works Department installed more than ninety "Don't Block the Box" informational signs at intersections throughout the county. The Miami-Dade Expressway Authority went on to install "Move It-Yes You Can" signs at all its toll booth facilities; all this done at no cost to MOVN.

"The plan was incredibly well thought out and executed in a way that made the PTP money go further", said Lt. Pat Santangelo of the Florida Highway Patrol.

The MOVN campaign concluded with notes of high praise for having successfully spread the word to citizens and motorists throughout the County that there are manageable solutions to roadway congestion. As an organization, MOVN continues with the effort to identify additional funds for future initiatives by partnering with the County to seek out public safety grant funds from the State of Florida.

There is no one cure-all solution to eliminate traffic congestion and a combination of many small techniques, such as those offered by MOVN, can work together to alleviate this situation.

Drive Smarter and Change the World!

Be part of Miami-Dade County's commitment to save energy and our environment - and your hard-earned money too!

Miami-Dade County has been working steadily over the years to reduce greenhouse gas emissions and climate change impacts. This year, the County, led by its Office of Sustainability, is joining Americans nationwide in two green competitions that promote energy efficiency and conservation of our country's energy resources. The County is encouraging its residents, including Miami-Dade County employees, to participate in two green competitions through the National Association of Counties. Your involvement will help demonstrate that Miami-Dade County residents have the power - individually and working together - to combat higher gasoline prices, decrease air pollution, and improve our national energy security - all while reducing the amount of money you spent on energy costs!

The first of these two green competitions is the Drive Smarter Challenge. Did you know that the average American household will spend about \$3,400 to fuel its cars in 2008? Yikes! To see how you can immediately save money through simple car maintenance and driving techniques, go online to www.drivesmarterchallenge.org. By typing in the make, model and year of your car, you will immediately see how much you can reduce your gasoline costs by adopting smart driving measures. You'll get tips, money-saving coupons, and fresh ideas in English or Spanish that will result in less money moving



The average American driver could save almost \$2,000 (not including savings from avoided wear and tear) by giving up their car and taking the train or bus to work. Miami-Dade County residents spend between 6 and 7 percent of their income on gasoline for their cars! Let someone else do the driving and save yourself money too. To find out which transit options and routes are best for you, go to <http://www.google.com/transit>.

from your wallet to your gas tank.

The Energy Star Change the World campaign encourages individuals to actively save energy at home, starting with a switch to energy-efficient lighting. Each Energy Star compact fluorescent light (CFL) uses 75% less energy than a standard incandescent bulb and lasts as much as 10 times longer. If every American home replaced just one light bulb or fixture with an Energy Star one, each year we would save more than \$600 million in energy costs; enough energy to light more than 3 million homes and

prevent greenhouse gases equivalent to the emissions of more than 800,000 cars!

Go to www.greencounties.org/changetheworld and take the pledge now to switch at least one light bulb to an Energy Star rated CFL and save an average of \$30 or more in electricity costs on your electric bill and prevent the release of more than 400 pounds of greenhouse gases per bulb! Office Depot will offer each individual who takes the pledge a 10 percent discount on its new Office Depot Green Brand compact fluorescent light bulbs.

Miami-Dade County has accepted a challenge by the National Association of Counties to see which county can get the highest percentage of residents and employees to participate in the Drive Smarter and Change the World competitions. So, please join us now in helping our nation ensure that the energy resources we rely on and the environment we live in are preserved for generations to come. Simply go to the www.drivesmarterchallenge.org and www.greencounties.org/changetheworld websites and enter your zip code or select Miami-Dade County when prompted. These competitions end on November 30th, so check them out today to start saving money and help Miami-Dade County win these national competitions!

CITT Hosts 7th Annual Municipal Transportation Workshop

The CITT hosted the seventh annual Municipal Transportation Workshop on June 20, 2008 for the municipalities receiving a share of the transportation surtax funds. Attending were 38 officials representing 25 municipalities from Homestead to Golden Beach and from Miami Lakes to Miami Beach.



CITT staff members greet Johanna Gamboa-Moas from the Town of Medley.



Municipal officials representing Virginia Gardens, North Bay Village and Palmetto Bay register at the workshop.



Municipal representatives left to right: Michael O'Quinn of Bal Harbour, Bernard Pratt from Biscayne Park and Christine Leduc from the City of Miami Beach.



CITT Executive Director, Nan Markowitz, discusses important issues with municipal representatives.



CITT member Dr. Anna Ward with Scott Davis of Miami Shores.



Jim McKay of the City of Coral Gables shares his experiences with the participants.

New CITT Member Sworn In



David Concepcion shakes hands with Assistant County Attorney, Bruce Libhaber, after taking the oath of office.

The Citizens' Independent Transportation Trust recently welcomed David Concepcion to the fold when he took the oath of office at the monthly CITT meeting on July 23, 2008. He was appointed by Commissioner Natacha Seijas to fill the vacancy in District 13 which means that all fifteen seats on the Trust are now filled.

David comes to the CITT with a strong background of professional experience and civic involvement despite his comparatively

young age. Since graduating from the University of Florida in 2002 David has held highly responsible professional positions starting out as a Legislative Aide in the Florida Legislature and he is currently the Chief of Staff to Mayor Julio Robaina of the City of Hialeah where he focuses on broadening community access to municipal services.

He also has an impressive record of volunteer activities dating back to his college days when he served as a Volunteer Firefighter in High Springs, Florida. Here in South Florida, he has acted as Chairman and Executive Board member of the Mater Charter K-12 Schools, Secretary and Executive Board member of Hands in Action, a member of the Hialeah Chamber of Commerce, the Board of Somers Charter K-12 Schools and the Flamingo Kiwanis Club.

Mr. Concepcion stated "I hope to be able to apply my experience working in the Florida Legislature and municipal government to my responsibilities on the CITT and to represent the interests of the entire community to help transportation grow in a sustainable fashion."

Anyone interested in applying for a seat on the CITT should call the Office of the Citizens' Independent Transportation Trust at 305-375-1357 or visit www.miamidade.gov for additional information. Applications are kept on file for two years.



Carlos Alvarez, Mayor
Board of County Commissioners
 Bruno A. Barreiro, Chairman; Barbara J. Jordan, Vice Chairwoman;
 Barbara J. Jordan, District 1; Dorrin D. Rolfe, District 2; Audrey M. Edmonson, District 3; Sally A. Heyman, District 4; Bruno A. Barreiro, District 5; Rebeca Sosa, District 6; Carlos A. Gimenez, District 7; Katy Sorenson, District 8; Dennis C. Moss, District 9; Sen. Javier D. Souto, District 10; Joe A. Martinez, District 11; José "Pepe" Diaz, District 12; Natacha Seijas, District 13
 Harvey Ruvin, Clerk of Courts; George M. Burgess, County Manager; Robert A. Cuevas Jr., County Attorney

CITT

Citizens' Independent Transportation Trust Members
 Miles Moss, P.E., Chairperson; Hon. Linda Zilber, Vice-Chairperson; Rodney Sanders, District 1; Harold Brynna, District 2; Hon. Anna Ward, Ph.D., District 3; Hon. Linda Zilber, District 4; Hon. Jorge Rodriguez-Chomat, District 5; Peter L. Forrest, District 6; Marc Buoniconti, District 7; Paul J. Schweip, Esq., District 8; Marilyn Smith, District 9; Miles Moss, P.E., District 10; Jorge Cueto, Esq., District 11; LtCol Antonio Colmenares, District 12; David Concepcion, District 13; William Sanchez, County Mayor's Appointee; Hon. James Reeder, Miami-Dade League of Cities Appointee; Nan A. Markowitz, Executive Director