

# Memorandum



**Date:** July 18, 2007

**To:** Honorable Chairman Dorrin D. Rolle  
and Members, Regional Transit Committee

**From:** George M. Burgess  
County Manager

TC  
Agenda Item No. 8(B)

**Subject:** Follow-up Report from Miami-Dade Transit (MDT): Consolidated Scheduled and Route Map

On May 8, 2007, the Board adopted Resolution No. R-597-07, sponsored by Commissioner Dorrin D. Rolle, which directed the preparation of a feasibility study for the consolidation of the County's transit system route schedules and maps. This plan was to include a cost analysis, marketing strategy and an implementation schedule.

In June, MDT conducted four (4) focus group sessions to obtain input and feedback from residents on whether individual bus schedules, maps and rail guides were preferable to a single comprehensive booklet which included information on all transit services and programs available to the public. The focus group sessions revealed that there was significant interest from transit riders and non-riders, alike, in having one source of transit travel time and transfer information.

Similar comprehensive booklets are produced for customers in other transit properties, such as Palm Beach County's Transit system (Palm Tran), Orlando's Transit system (LYNX), and Portland's Transit system (TriMet). The continuous production and printing of a consolidated booklet with maps and schedules in those systems has proven to be a convenient and successful source of information for their customers. Customers using public transportation in those cities find the booklet useful, especially when planning a trip because of the access to information on all routes in one place. For example, in Palm Tran, during a survey conducted as part of their 2006-2016 Transit Development Plan, the average score--in terms of customer satisfaction-- for their consolidated booklet was 4.1 out of 5. In LYNX the comprehensive booklet has also proven to be an excellent source of information for all 63 of their bus routes.

MDT would sell the booklets for \$2.50 and solicit advertising, which will almost entirely offset the cost of printing. The booklets would be sold at key distribution outlets, such as Miami International Airport, the Miami Beach Visitor Centers, the Government Center Station, Transit sales outlets and informational kiosks, among other locations throughout Miami-Dade County. The availability of the booklet also will be widely promoted through MDT's extensive outreach program, and MDT will update the booklet throughout the year to reflect the latest service adjustments. As a pilot program, a trial run of 30,000 copies of the bilingual booklet would be printed for the initial distribution in time for the October 2007 bus service lineup.

MDT currently produces a variety of free transit publications including the Transit Service Guide, Metrorail Guide, Metromover Guide, Special Transportation Services (STS) Guide, and Metrobus Route Guides for each of the current 100+ bus routes. MDT will continue to provide each of these individual publications at no charge.

The fiscal impact to the County of producing and distributing the consolidated booklet will be approximately \$70,000 for the printing of 30,000 booklets (cost is \$2.50 per booklet). The booklets are expected to sell for \$2.50 with MDT receiving \$2.00 from each booklet sold and MDT vendors participating in the sale of the booklet receiving a 50-cent commission per booklet. The \$2.50 fee per booklet is comparable based on the research performed on the cost of comprehensive booklets available in other transit properties and on the feedback gathered from participants during June's focus groups sessions. For example, in Portland's Transit system (TriMet) booklets are sold for \$3.50 each; in Orlando's Transit system (LYNX) the booklet is sold to customers for \$2.00 each. The sale would bring in approximately \$60,000 to MDT for the sale of the books and it is expected an additional \$10,000 may be generated from the advertising sales to cover the total cost of printing. Any funding shortfall would come from MDT's Promotional/Advertising budget, which consists of operating and Charter County Transit System Surtax (Surtax) funds.

Providing customers with the most up-to-date and accurate information about the transit system remains a top priority for MDT and the County. A widely available, comprehensive transit information booklet would give the public ready access to information that would make it easier for residents and visitors to plan their trip using the transit system. Additionally, with Miami-Dade County in the midst of a residential building boom, and much of that growth taking place along existing transit corridors, it is believed that an all-inclusive transit information booklet that includes both maps and schedules will be an excellent tool to acquaint new residents with the County's transit system, thereby attracting new riders.

  
Assistant County Manager

**MEMORANDUM**

Agenda Item No. 11(A) (17)

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**TO:** Honorable Chairman Bruno A. Barreiro  
and Members, Board of County Commissioners

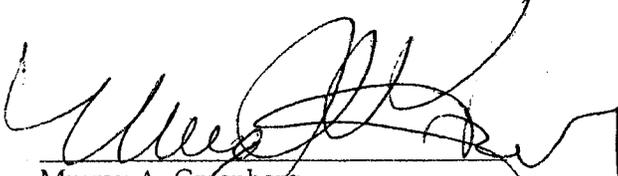
**DATE:** May 8, 2007

**FROM:** Murray A. Greenberg  
County Attorney

**SUBJECT:** Resolution Directing the  
County Manager to  
Prepare a Study for the  
Consolidation of the  
Transit System Route  
Schedules and Maps

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The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Dorrin D. Rolle.



Murray A. Greenberg  
County Attorney

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# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Bruno A. Barreiro  
and Members, Board of County Commissioners

**DATE:** May 8, 2007

**FROM:** Murray A. Greenberg  
County Attorney

**SUBJECT:** Agenda Item No. 11(A)(17)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 11(A)(17)  
5-8-07

RESOLUTION NO. \_\_\_\_\_

RESOLUTION DIRECTING THE COUNTY MANAGER TO  
PREPARE A FEASIBILITY STUDY FOR THE  
CONSOLIDATION OF THE COUNTY'S TRANSIT SYSTEM  
ROUTE SCHEDULES AND MAPS

**WHEREAS**, Miami-Dade Transit is the 14<sup>th</sup> largest public transit system in the United States and the largest transit agency in the State of Florida; and

**WHEREAS**, the Transit Department operates an integrated system of over 100 Metrobus routes with a separate map for each route; the elevated 22-mile Metrorail; the Metromover and the Paratransit Special Transportation Service; and

**WHEREAS**, users of the transit system would benefit from a product that consolidates the County's transit system route schedules and maps; and

**WHEREAS**, this Board desires that the County Manager or his designee develop a plan for consolidation of the County's transit system route schedules and maps including, but not limited to, a cost analysis, a marketing strategy, and an implementation schedule,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that the County Manager is directed to prepare a feasibility study for the consolidation of the County's transit system route schedules and maps and to submit said feasibility study to the Transit Committee within ninety (90) days of the effective date of this resolution.

The foregoing resolution was sponsored by Commissioner Dorrin D. Rolle and offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Bruno A. Barreiro, Chairman	
Barbara J. Jordan, Vice-Chairwoman	
Jose "Pepe" Diaz	Audrey M. Edmonson
Carlos A. Gimenez	Sally A. Heyman
Joe A. Martinez	Dennis C. Moss
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairman thereupon declared the resolution duly passed and adopted this 8<sup>th</sup> day of May, 2007. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.



Abigail Price-Williams



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