Memorandum

MIAMI-DADE COUNTY

Date: February 2, 2016

February 17, 2016
Agenda Item No. 2B5

To: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Report Regarding the Feasibility of Partnering with MDX to Increase Public Awareness for the County's Transportation Issues - Directive #151610

This report has been prepared by the Miami-Dade Transit Department (MDT) and Miami-Dade Communications Department in response to Board of County Commission (Board) Resolution R-733-15 sponsored by Commissioners Rebeca Sosa, Barbara J. Jordan, and Esteban L. Bovo, Jr., directing the Mayor or Mayor's designee to urge the Miami-Dade Expressway Authority (MDX) to create a public awareness campaign informing County residents that MDX meetings are open to the public and encouraging greater awareness of the County's transportation issues; and to partner with the County to increase public awareness regarding transportation issues.

The MDT Marketing and Communications Division contacted MDX to discuss opportunities to increase public awareness and, as a result, established a partnership which includes the following:

- MDT will attend MDX Public Outreach meetings to provide transportation information. In attendance at these meetings are home owners associations, local businesses, municipalities, and chambers of commerce.

- MDT will provide transportation collateral to MDX to distribute during special events such as Department of Motor Vehicles' outreach events, school events, and community events.

- MDT will provide public transportation articles for MDX's newsletter, which is emailed to approximately 83,000 customers.

Additionally, the Miami-Dade County Communications Department will assist MDX in reaching residents by broadcasting, webcasting, and re-broadcasting MDX Board of Directors meetings on Miami-Dade Television. If the meetings are broadcasted live before 8:00 am or after 5:00 pm, the Miami-Dade County Communications Department will provide staffing and coordinate with MDX to recover associated resource costs. If the MDX meetings occur at the same time as another live broadcast, the MDX meeting would be broadcast at a later date once MDX provides a video/audio file to Miami-Dade Television.

If you require additional information, please contact Alice N. Bravo, P.E., Miami-Dade Transit Director, at (786)469-5406.

Pursuant to Ordinance 14-65, this memorandum will be placed on the next available Board meeting.

c: Alina T. Hudak, Deputy Mayor and Director, Public Works and Waste Management
Michael A. Hernandez, Director of Communications, Office of the Mayor
Alice N. Bravo, P.E., Director, Miami-Dade Transit
Eugene Love, Agenda Coordinator

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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

MEMORANDUM

Agenda Item No. 11(A)(6)

TO: Honorable Chairman Jean Monestime and Members, Board of County Commissioners

DATE: September 1, 2015

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Resolution urging the Miami-Dade Expressway Authority ("MDX") (1) to create a public awareness campaign informing County residents that MDX meetings are open to the public and encouraging greater awareness of the county's transportation issues, and (2) to partner with the County to increase public awareness regarding transportation issues; directing the Mayor to examine and prepare a report regarding the feasibility of partnering with MDX to increase public awareness regarding the county's transportation issues

Resolution No. R-733-15

The accompanying resolution was prepared and placed on the agenda at the request of Co-Prime Sponsors Commissioner Rebeca Sosa and Vice Chairman Esteban L. Bovo, Jr.

R. A. Cuevas, Jr.
County Attorney

RAC/cp

MEMORANDUM

(Revised)

TO: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

DATE: September 1, 2015

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 11(A)(6)

Please note any items checked.

_____ "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

_____ Ordinance creating a new board requires detailed County Mayor's report for public hearing

_____ No committee review

_____ Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous _____) to approve

_____ Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(6)
9-1-15

RESOLUTION NO. R-733-15

RESOLUTION URGING THE MIAMI-DADE EXPRESSWAY AUTHORITY ("MDX") (1) TO CREATE A PUBLIC AWARENESS CAMPAIGN INFORMING COUNTY RESIDENTS THAT MDX MEETINGS ARE OPEN TO THE PUBLIC AND ENCOURAGING GREATER AWARENESS OF THE COUNTY'S TRANSPORTATION ISSUES, AND (2) TO PARTNER WITH THE COUNTY TO INCREASE PUBLIC AWARENESS REGARDING TRANSPORTATION ISSUES; DIRECTING THE MAYOR OR MAYOR'S DESIGNEE TO EXAMINE AND PREPARE A REPORT REGARDING THE FEASIBILITY OF PARTNERING WITH MDX TO INCREASE PUBLIC AWARENESS REGARDING THE COUNTY'S TRANSPORTATION ISSUES

WHEREAS, in 1990, the Florida Legislature passed the Florida Expressway Authority Act, codified in Chapter 348 of the Florida Statutes, providing that any county may form an expressway authority, which shall be an agency of the State; and

WHEREAS, the Miami-Dade Expressway Authority ("MDX") was created by this Board in 1994 pursuant to state law to serve as an innovative transportation agency dedicated to the enhancement of mobility in Miami-Dade County, and to establish local control and retain within the county the toll revenues generated for infrastructure improvements and maintenance of five expressways within the MDX system; and

WHEREAS, MDX has been tasked with re-investing the funds generated from tolls and user fees in order to maintain, operate, and enhance its expressway system; and

WHEREAS, it is MDX's policy to formally involve the residents of the County and to encourage and receive public comment on matters directly impacting the public, such as the development of MDX's Master Transportation Plan and its detailed Five-Year Work Program, and the setting of toll rates on MDX facilities; and

WHEREAS, despite MDX encouraging public attendance at its meetings, many County residents are not aware that the MDX meetings are open to the public and that they can attend in person or via telephone conference; and

WHEREAS, additionally, many County residents are not aware that the MDX Board of Directors meetings can be watched via live streaming video on MDX's website; and

WHEREAS, in fact, the monthly MDX Board of Directors meetings are open to the public and are available for viewing on live streaming video via the Internet at www.mdxway.com; and

WHEREAS, the videos of the monthly MDX Board of Directors meetings are also archived and available on MDX's website; and

WHEREAS, this Board recognizes that achieving greater public awareness of, and participation in, transportation issues affecting the County and its residents is an important objective; and

WHEREAS, to facilitate this objective, this Board urges MDX to create and implement a public awareness campaign that informs County residents that MDX meetings are open to the public and that residents are encouraged to attend and participate in those meetings and to be informed about, and engaged in, the county's transportation issues,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board:

Section 1. Urges the Miami-Dade Expressway Authority ("MDX") to create and implement a public awareness campaign informing County residents that MDX meetings are open to the public, encouraging attendance at and participation in those meetings, and emphasizing the importance of being informed and engaged in the county's transportation issues

and further urges MDX to partner with the County to increase public awareness regarding the county's transportation issues.

Section 2. Directs the Mayor or Mayor's designee to examine the feasibility of partnering with MDX to increase public awareness regarding the county's transportation issues. The study shall include, but is not limited to, examining the feasibility and potential costs of entering into an interlocal agreement with MDX to broadcast the MDX meetings on Miami-Dade TV.

Section 3. Directs the Mayor or Mayor's designee to provide a report on the feasibility study as set forth in Section 2 above to this Board within 90 days of the effective date of this resolution. The Mayor or Mayor's designee shall place such report on an agenda of the Board pursuant to Ordinance No. 14-65.

Section 4. Directs the Clerk of the Board to transmit certified copies of this resolution to the Chair, Members, and Executive Director of the Miami-Dade Expressway Authority.

The Co-Prime Sponsors of the foregoing resolution are Commissioner Rebeca Sosa and Vice Chairman Esteban L. Bovo, Jr. It was offered by Commissioner **Xavier L. Suarez**, who moved its adoption. The motion was seconded by Commissioner **Daniella Levine Cava** and upon being put to a vote, the vote was as follows:

Jean Monestime, Chairman **aye**
Esteban L. Bovo, Jr., Vice Chairman **absent**

Bruno A. Barreiro	**absent**	Daniella Levine Cava	**aye**
Jose "Pepe" Diaz	**aye**	Audrey M. Edmonson	**aye**
Sally A. Heyman	**absent**	Barbara J. Jordan	**aye**
Dennis C. Moss	**aye**	Rebeca Sosa	**aye**
Sen. Javier D. Souto	**absent**	Xavier L. Suarez	**aye**
Juan C. Zapata	**absent**		

The Chairperson thereupon declared the resolution duly passed and adopted this 1st day of September, 2015. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the Board.

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

HARVEY RUVIN, CLERK

By: Christopher Agrippa
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Annery Pulgar Alfonso