OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 12(A)(4)
03-06-07

RESOLUTION NO. R-308-07

RESOLUTION APPROVING A PEOPLE'S TRANSPORTATION PLAN (PTP) AMENDMENT TO INCLUDE A PUBLIC EDUCATION CAMPAIGN INCLUDING MIAMI-DADE COUNTY PUBLIC SCHOOLS PROMOTING SHORT-TERM SOLUTIONS TO ALLEVIATE TRAFFIC CONGESTION IN AN AMOUNT NOT TO EXCEED $350,000

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board approves the People's Transportation Plan (PTP) Amendment to include a public education campaign including Miami-Dade County Public Schools promoting short-term solutions to alleviate traffic congestion in an amount not to exceed $350,000, as outlined in the accompanying memorandum.

The foregoing resolution was offered by Commissioner Rebeca Sosa, who moved its adoption. The motion was seconded by Commissioner Dennis C. Moss and upon being put to a vote, the vote was as follows:

Bruno A. Barreiro, Chairman aye
Barbara J. Jordan, Vice-Chairwoman aye

Jose "Pepe" Diaz	aye	Audrey M. Edmonson	aye
Carlos A. Gimenez	aye	Sally A. Heyman	aye
Joe A. Martinez	aye	Dennis C. Moss	aye
Dorrin D. Rolle	aye	Natacha Seijas	aye
Katy Sorenson	aye	Rebeca Sosa	aye
Sen. Javier D. Souto	aye		

The Chairperson thereupon declared the resolution duly passed and adopted this 6th day of March, 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

COUNTY COMMISSIONERS DADE COUNTY FLORIDA

By: KAY SULLIVAN
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.
Bruce Libhaber

Memorandum

MIAMI-DADE COUNTY

Date: March 6, 2007

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

From: George M. Burgess
County Manager

Agenda Item No. 12(A)(4)

Subject: People's Transportation Plan (PTP) Amendment to Include a Public Education Campaign Including Public Schools Promoting Short-term Solutions to Alleviate Traffic Congestion in an Amount Not to Exceed $350,000

RECOMMENDATION

It is recommended that the Board of County Commissioners approve the attached amendment of the People's Transportation Plan (PTP) to include a public education campaign including the Miami-Dade County Public Schools promoting short-term solutions to alleviate traffic congestion in an amount not to exceed $350,000. This amendment was recommended by the Citizens' Independent Transportation Trust (CITT) on January 31, 2007, in response to a request on behalf of the MOVN partnership.

BACKGROUND

Since early 2006, an informal public-private partnership known as MOVN (Meeting Our Vehicular Needs) has been working to implement short-term solutions to alleviate traffic congestion. The working group includes private citizens, members of the County administration, representatives from the Florida Department of Transportation, Miami-Dade Expressway Authority, various law enforcement agencies and a number of municipalities around the County, among others, who have worked closely with elected officials to bring the initiative to fruition. To date, the group has met on a monthly basis and has successfully implemented a number of strategies to further its goal. Among these has been the establishment of a web page (www.miamidade.gov/movn) whereby suggestions from the public are gathered, analyzed and implemented when feasible by the Public Works Department (PWD). Since the launching of the site in August 2006, nearly 1000 suggestions from the public have been emailed to the PWD.

Another successful initiative included a July and December enforcement campaign to prevent the blocking of intersections which was made possible through the cooperation of law enforcement representatives around the County. During these months, County and municipal Officers were stationed at designated intersections to enforce this important law and promote driver awareness. Over 3,000 citations were issued for the July effort which included this and other infractions; in addition, 134 arrests incidental to this effort were reported at these intersections (33 felonies, 56 misdemeanors, 44 traffic arrests, and 1 DUI –Driving Under the Influence). It was in part due to the success of these campaigns that MOVN has undertaken a larger public education campaign. Since short-term traffic relief is the ultimate goal of this campaign, it is now requested that the PTP be amended to allow the use of Surtax funds for this purpose. Although the PTP shares MOVN's goal of traffic relief, Exhibit One of Ordinance 02-116 limits funding for marketing and promotions to transit uses.

The Communications Department has been working with a subset of the MOVN working group to develop a public education campaign that would focus on two messages: "Don't Block the Box," and,

"Move It, Yes You Can." The "Don't Block the Box" effort will build on the success of the July and December law enforcement campaigns to keep intersections clear of vehicles and allow the free flow of traffic during rush hours. The marketing of this message will be coupled with a renewed effort by law enforcement for the promotion period. "Move It, Yes You Can" is expected to educate motorists that they must make every reasonable effort to move a disabled vehicle so as not to obstruct the regular flow of traffic (as long as the vehicle is moveable and there are no injuries). Failure to move vehicles accounts for 40% of all secondary accidents. The campaigns will also include information about the benefits of adhering to each of the laws and the fines motorists risk by not doing so. In response to the amendment made to the original request by the CITT during their consideration of the item, Communications will also work with the Miami-Dade County Public Schools to promote these messages to their student population.

The campaigns will be accomplished via a highly targeted advertising campaign utilizing billboard, radio, and a mix of print as well as other communication mediums such ads on County transit buses, bus passenger shelters, magazines, newspapers, newsletters, public areas and potentially other communication outlets such as 311 radio shows and the County's web portal and government access television station. Alternative publicity mediums such as major insurance company newsletters, movie theater screen advertisements, posters within Department of Motor Vehicles (DMV) offices, billboards near toll booths and the usage of expressway electronic message boards is currently being explored by Communications staff. The public education campaigns, which will be administered by Communications Department staff, will be done in English, Spanish and Creole with each campaign running for approximately four to six weeks.

Miami-Dade County has a population of approximately 2.4 million which includes 1.8 million registered drivers and an estimated 1.4 million registered vehicles. According to a study by the Texas Transportation Institute, traffic congestion in Miami-Dade County currently ranks as the sixth worst in the nation, costing an estimated $3 billion dollars per year or $1,800 per person annually. By the year 2025, the projected County-wide population is expected to be well over 3 million. If successful, raising awareness of basic issues related to each of these educational messages can be another meaningful, short-term traffic solution made possible through the PTP.

FISCAL IMPACT

The funding for this project would be limited to $350,000 from the Surtax. This amount is not anticipated to have adverse impacts on other planned PTP projects included in the December 2006 Pro Forma.

The Communications Department, PWD, the various law enforcement agencies around the County and all of the MOVN partners have provided and will continue to provide countless hours of in-kind support through staff efforts in designing and executing these educational campaigns. The use of the Surtax funds will be limited to payment of third party media outlets.

Assistant County Manager

2/2/07
Date

MEMORANDUM
(Revised)

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

DATE: March 6, 2007

FROM: Murray A. Greenberg County Attorney

SUBJECT: Agenda Item No. 12(A)(4)

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**

RESOLUTION NO. 07-003

RESOLUTION BY THE CITIZENS' INDEPENDENT TRANSPORTATION TRUST (CITT) RECOMMENDING AN AMENDMENT TO THE PEOPLE'S TRANSPORTATION PLAN (PTP) TO INCLUDE A PUBLIC EDUCATION CAMPAIGN TO INCLUDE MIAMI-DADE COUNTY PUBLIC SCHOOLS PROMOTING SHORT-TERM SOLUTIONS TO ALLEVIATE TRAFFIC CONGESTION IN AN AMOUNT NOT TO EXCEED $350,000.00 TO BE FUNDED IN FULL BY THE CHARTER COUNTY TRANSIT SYSTEM SALES SURTAX FUNDS

WHEREAS, the CITT desires to accomplish the purposes outlined in the accompanying OCITT Executive Director's memorandum, a copy of which is incorporated herein by reference,

WHEREAS, Dr. Anna E. Ward amended the resolution to include the Miami-Dade County Public Schools in the campaign,

NOW, THEREFORE, BE IT RESOLVED BY THE CITT, that this Trust recommends an amendment to the People's Transportation Plan (PTP) to include a public education campaign that would include the Miami-Dade County Public Schools promoting short-term solutions to alleviate traffic congestion in an amount not to exceed $350,000.00, as outlined in the corresponding document in substantially the form attached hereto and made a part hereof.

The foregoing resolution was offered by Henry Lee Givens, who moved its adoption. The motion was seconded by the Hon. James Reeder, amended by Dr. Anna E. Ward, Ph. D. and upon being put to vote, the vote was as follows:

Miles E. Moss, P.E., Chairperson	Aye
Hon. Linda Zilber, Vice-Chairperson	Aye

Angelberto "Angel" DeCoro	Absent	Henry Lee Givens	Aye
Marc A. Buoniconti	Nay	Maureen O'Donnell	Aye
Hon. James A. Reeder	Aye	Hon. Jorge Rodriguez-Chomat	Aye
Rodney Sanders	Aye	Hon. Anna E. Ward, Ph.D.	Aye
Theodore Wilde	Nay	Harold Braynon, Jr.	Aye
LtCol Antonio Colmenares	Absent	Paul J. Schwiep	Nay

The Chairperson thereupon declared the resolution duly passed and adopted this 31st day of January 2007.

Approved by the County Attorney as to form and legal sufficiency: B.L.

By: _____
Executive Director

Office of the
Citizens' Independent
Transportation Trust

Memo

To: Miles E. Moss, P.E., Chairperson
and Members, Citizens' Independent Transportation Trust (CITT)

From: Nan A. Markowitz, Executive Director

cc: Alex Muñoz, Assistant County Manager
Bruce Libhaber, Assistant County Attorney

Date: January 23, 2007

Re: People's Transportation Plan (PTP) Amendment to Include a Public Education Campaign Promoting Short-term Solutions to Alleviate Traffic Congestion in an Amount Not to Exceed $350,000

The following item was prepared by the Miami-Dade County Communications Department. **Surtax impact is not to exceed $350,000.00.**

It is recommended that the Citizens' Independent Transportation Trust (CITT) approve the attached resolution supporting the amendment of the People's Transportation Plan (PTP) to include a public education campaign promoting short-term solutions to alleviate traffic congestion in an amount not to exceed $350,000.00.

Since early 2006, an informal public-private partnership known as MOVN (Meeting Our Vehicular Needs) has been working to implement short-term solutions to alleviate traffic congestion. The working group includes private citizens, members of the County administration, and representatives from the Florida Department of Transportation, Miami-Dade Expressway Authority, various law enforcement agencies and a number of municipalities around the County, among others, who have worked closely with elected officials to bring the initiative to fruition.

The Communications Department has been working with a subset of the MOVN working group to develop a public education campaign that would focus on two messages: "Don't Block the Box," and, "Move It, Yes You Can."

This will be a highly targeted advertising campaign utilizing billboard, radio, and a mix of print as well as other communication mediums such ads on County transit buses, bus passenger shelters, magazines, newspapers, newsletters, public areas and potentially other communication outlets such as 311 radio shows and County channel. Ads will be done in English, Spanish and Creole with each campaign running for approximately four to six weeks.

RESOLUTION NO.

RESOLUTION BY THE CITIZENS' INDEPENDENT TRANSPORTATION TRUST (CITT) RECOMMENDING AN AMENDMENT TO THE PEOPLE'S TRANSPORTATION PLAN (PTP) TO INCLUDE A PUBLIC EDUCATION CAMPAIGN PROMOTING SHORT-TERM SOLUTIONS TO ALLEVIATE TRAFFIC CONGESTION IN AN AMOUNT NOT TO EXCEED $350,000.00 TO BE FUNDED IN FULL BY THE CHARTER COUNTY TRANSIT SYSTEM SALES SURTAX FUNDS

WHEREAS, the CITT desires to accomplish the purposes outlined in the accompanying OCITT Executive Director's memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE CITT, that this Trust recommends an amendment to the People's Transportation Plan (PTP) to include a public education campaign promoting short-term solutions to alleviate traffic congestion in an amount not to exceed $350,000.00, as outlined in the corresponding document in substantially the form attached hereto and made a part hereof.

CITT MEMBER REVIEW FORM

Contract No. PTPAMEND#15MOVN

1. **Item Name:** PTP Amendment to Include a Public Education Campaign Promoting Short-Term Solutions to Alleviate Traffic Congestion

2. **Total Project Cost:** $350,000.00
   PTP: $350,000.00
   Other:

3. **Department:** OTHER
   Project Type: PTP Amendment
   Project Timeline: (If applicable)

4. **District(s):** (If applicable) Countywide

5. **Scheduling and Comments:**

COMMITTEE	DATE	COMMENTS
Project / Financial Review	1/17/2007	
Community Outreach		
Compliance/ Oversight		
CITT Board	2/28/2007	
BCC Meeting	2/6/2007	

6. **BCC Approved:** No **If Yes Date:**

7. **Measures:**

	Yes	No	N/A
PTP Project		✓	
Budgeted Item		✓	
Time Sensitive		✓	
Competitive process used (If applicable)			✓
Timeline/Term of Contract (If applicable)			✓
Contract measures for CSBE, CBE, SBE or DBE (If applicable			✓
Project is in a residential or commercial area or both (If applicable, circle one)			✓

8. **Sign-off:**
   Reviewer: M E Fol Title: Mgr Date: 1/12/07

Memorandum

MIAMI-DADE COUNTY

Date:

To: Honorable Chairman Miles Moss
and Members, Citizens' Independent Transportation Trust

From: Susanne Torriente
Assistant County Manager

Subject: People's Transportation Plan (PTP) Amendment to Include a Public Education Campaign Promoting Short-term Solutions to Alleviate Traffic Congestion in an Amount Not to Exceed $350,000

RECOMMENDATION

It is recommended on behalf of the MOVN partnership that the Citizens' Independent Transportation Trust (CITT) approve the attached resolution supporting the amendment of the People's Transportation Plan (PTP) to include a public education campaign promoting short-term solutions to alleviate traffic congestion in an amount not to exceed $350,000.

BACKGROUND

Since early 2006, an informal public-private partnership known as MOVN (Meeting Our Vehicular Needs) has been working to implement short-term solutions to alleviate traffic congestion. The working group includes private citizens, members of the County administration, representatives from the Florida Department of Transportation, Miami-Dade Expressway Authority, various law enforcement agencies and a number of municipalities around the County, among others, who have worked closely with elected officials to bring the initiative to fruition. To date, the group has met on a monthly basis and has successfully implemented a number of strategies to further its goal. Among these has been the establishment of a web page (www.miamidade.gov/movn) whereby suggestions from the public are gathered, analyzed and implemented when feasible by the Public Works Department (PWD). Since the launching of the site in August 2006, nearly 1000 suggestions from the public have been emailed to the PWD.

Another successful initiative included a July and December enforcement campaign to prevent the blocking of intersections which was made possible through the cooperation of law enforcement representatives around the County. During these months, County and municipal Officers were stationed at designated intersections to enforce this important law and promote driver awareness. Over 3,000 citations were issued for the July effort which included this and other infractions; in addition, 134 arrests incidental to this effort were reported at these intersections (33 felonies, 56 misdemeanors, 44 traffic arrests, and 1 DUI –Driving Under the Influence). It was in part due to the success of these campaigns that MOVN has undertaken a larger public education campaign. Since short-term traffic relief is the ultimate goal of this campaign, it is now requested that the PTP be amended to allow the use of Surtax funds for this purpose. Although the PTP shares MOVN's goal of traffic relief, Exhibit One of Ordinance 02-116 limits funding for marketing and promotions to transit uses.

The Communications Department has been working with a subset of the MOVN working group to develop a public education campaign that would focus on two messages: "Don't Block the Box," and, "Move It, Yes You Can." The "Don't Block the Box" effort will build on the success of the July and December law enforcement campaigns to keep intersections clear of vehicles and allow the free flow

of traffic during rush hours. The marketing of this message will be coupled with a renewed effort by law enforcement for the promotion period. "Move It, Yes You Can" is expected to educate motorists that they must make every reasonable effort to move a disabled vehicle so as not to obstruct the regular flow of traffic (as long as the vehicle is moveable and there are no injuries). Failure to move vehicles accounts for 40% of all secondary accidents. The campaigns will also include information about the benefits of adhering to each of the laws and the fines motorists risk by not doing so.

This will be accomplished via a highly targeted advertising campaign utilizing billboard, radio, and a mix of print as well as other communication mediums such ads on County transit buses, bus passenger shelters, magazines, newspapers, newsletters, public areas and potentially other communication outlets such as 311 radio shows and the County's web portal and government access television station. Alternative publicity mediums such as major insurance company newsletters, movie theater screen advertisements, posters within Department of Motor Vehicles (DMV) offices, billboards near toll booths and the usage of expressway electronic message boards is currently being explored by Communications staff. The public education campaigns, which will be administered by Communications Department staff, will be done in English, Spanish and Creole with each campaign running for approximately four to six weeks.

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FISCAL IMPACT

The funding for this project would be limited to $350,000 from the Surtax. This amount is not anticipated to have adverse impacts on other planned PTP projects included in the December 2006 Pro Forma.

The Communications Department, PWD, the various law enforcement agencies around the County and all of the MOVN partners have provided and will continue to provide countless hours of in-kind support through staff efforts in designing and executing these educational campaigns. The use of the Surtax funds will be limited to payment of third party media outlets.