Memorandum

MIAMI-DADE COUNTY

Date: October 3, 2014

To: Honorable Chairwoman Rebeca Sosa and Members
Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Update: Resolution Directing Administration to Create a Tourist / Customer Feedback Program with Partner Agencies

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This update is provided in response to a request made by the Honorable Commissioner Dennis C. Moss at the May 6, 2014 Board of County Commission (Board) meeting directing the administration to seek input and partner with various agencies to create a tourist and customer feedback program to assist the County in improving its public transportation system (R-450-14, attached).

The County is currently planning and discussing how to best approach Resolution R-450-14, while assessing the fiscal impact this may have on Miami-Dade Transit's (MDT) budget. One of the options we are exploring is to work with the Community Information and Outreach (CIAO) department to create a digital program which would provide feedback from our residents or an online form to collect feedback utilizing social media. A feasibility assessment is currently underway.

Additionally, MDT already has an on-going working relationship with the Miami Downtown Development Authority (DDA), the Greater Miami Convention and Visitors Bureau and other local agencies, and regularly attends meetings conducted by these organizations. At many of these meetings, suggestions on how to improve the transit system are discussed. During these collaborative conversations, MDT and partners have tackled several transit-related issues, such as minimizing the impact on customers during Metrorail maintenance work; the placement of bus shelters; and improving system signage.

MDT will continue to work with all partnering organizations to develop a formal customer feedback program as requested.

Attachment

c: Alina T. Hudak, Deputy Mayor and Interim Director of Public Works and Waste Management
Ysela Llort, Director, Miami-Dade Transit
Henry Sori, Director, Community Information and Outreach

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

MEMORANDUM

Amended
Agenda Item No. 11(A)(16)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

DATE: May 6, 2014

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

SUBJECT: Resolution directing the County Mayor to seek input from, and to the extent possible partner with, the Miami-Dade County Chamber of Commerce as well as other Local Chambers of Commerce and the Greater Miami visitors and Convention Bureau and create a tourist and customer feedback program to assist the County in improving its public transportation system

Resolution No. R-450-14

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Chairwoman Rebeca Sosa and Co-Sponsors Commissioner Dennis C. Moss and Vice Chair Lynda Bell.

R. A. Cuevas, Jr.
County Attorney

RAC/lmp

MEMORANDUM

(Revised)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

DATE: May 6, 2014

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

SUBJECT: Amended Agenda Item No. 11(A)(16)

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 _____

Amended
Agenda Item No. 11(A)(16)
5-6-14

RESOLUTION NO. R-450-14

RESOLUTION DIRECTING THE COUNTY MAYOR OR MAYOR'S DESIGNEE TO SEEK INPUT FROM, AND TO THE EXTENT POSSIBLE PARTNER WITH, THE MIAMI-DADE COUNTY CHAMBER OF COMMERCE AS WELL AS OTHER LOCAL CHAMBERS OF COMMERCE AND THE GREATER MIAMI VISITORS AND CONVENTION BUREAU AND CREATE A TOURIST AND CUSTOMER FEEDBACK PROGRAM TO ASSIST THE COUNTY IN IMPROVING ITS PUBLIC TRANSPORTATION SYSTEM

WHEREAS, this Board is committed to enhancing the transportation options, availability and experience for residents and visitors to Miami-Dade County; and

WHEREAS, the County's public transportation system consists primarily of MetroRail, MetroMover, Metrobus, and Special Transportation Services run or contracted through Miami-Dade Transit as well as the various circulators provided by or for the municipalities and funded in whole or in part with half-penny sales surtax funds; and

WHEREAS, these public transportation options serve all segments of society including commuters, students, elderly residents, and tourists, each of which offer a unique perspective on the public transportation system; and

WHEREAS, although the 311 information system can catalogue and address specific issues, this Board desires the County to utilize the resources of various Chambers of Commerce representing diverse segments of the population in order to assist in creating a holistic customer feedback program with the goal of assisting the County in improving its transportation system; and

WHEREAS, in creating this feedback program, which may consist of "secret shoppers" or otherwise seek the input of the riding public, the County should seek input from, and partner with, the Miami-Dade County Chamber of Commerce, the Miami-Dade Chamber of Commerce, Greater Miami Chamber of Commerce, the Women's Chamber of Commerce of Miami-Dade County, and the Greater Miami Visitors and Convention Bureau in order to create a program that is responsive, easy to use, and most importantly, focused specifically on soliciting feedback for the purpose of improving transit and public transportation services,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the County Mayor or Mayor's designee is directed to seek input from, and to the extent possible partner with, the Miami-Dade County Chamber of Commerce as well as other local chambers of commerce and the Greater Miami Visitors and Convention Bureau and create a tourist and customer feedback program to assist the County in improving its public transportation system.

The Prime Sponsor of the foregoing resolution is Chairwoman Rebeca Sosa and the Co-Sponsors are Commissioners Dennis C. Moss and Vice Chair Lynda Bell. It was offered by Commissioner **Dennis C. Moss** who moved its adoption. The motion was seconded by Commissioner **Sally A. Heyman** and upon being put to a vote, the vote was as follows:

Rebeca Sosa, Chairwoman			**aye**
Lynda Bell, Vice Chair			**aye**
Bruno A. Barreiro	**aye**	Esteban L. Bovo, Jr.	**aye**
Jose "Pepe" Diaz	**aye**	Audrey M. Edmonson	**aye**
Sally A. Heyman	**aye**	Barbara J. Jordan	**aye**
Jean Monestime	**aye**	Dennis C. Moss	**aye**
Sen. Javier D. Souto	**aye**	Xavier L. Suarez	**aye**
Juan C. Zapata	**aye**		

The Chairperson thereupon declared the resolution duly passed and adopted this 6th day of May, 2014. 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: Christopher Agrippa
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Alex S. Bokor