

## 3.0 Public Involvement

Miami-Dade Transit fully encourages public involvement and participation in the continued implementation of the People's Transportation Plan (PTP) and other transportation-related issues, conducting interactive presentations with communities across the county. MDT's mission includes developing a proactive public involvement process that provides complete information, timely public notice, and full public access to key decisions.

The MDT TDP Public Involvement Plan (PIP) outlines the various coordination efforts that MDT employs to obtain both public and stakeholder input. This input facilitates public consensus and direction for the TDP development. Throughout the development of the TDP Annual Update, efforts were made by MDT to include and actively engage Miami-Dade County citizens to identify the mobility needs of residents and visitors. The TDP PIP includes several different elements, including formal meetings with technical advisory committees, and coordination with the workforce board within Miami-Dade County. This chapter identifies and summarizes specific public involvement activities conducted for the TDP Annual Update.

### 3.1 Public Involvement Objectives

For the preparation and development of the TDP Annual Update Miami-Dade Transit's TDP PIP includes the following objectives:

- Ensure early, frequent and continuous communication with the public and other stakeholders.
- Provide meaningful opportunities for public input and systematic follow-through to address issues and ideas identified by the public.
- Promote MDT project benefits to the community.
- Promote an on-going public partnership to ensure transportation benefits are considered within the context of the communities directly impacted by MDT's projects.

### 3.2 Stakeholder Coordination

MDT actively engages transportation related stakeholders throughout the development of the TDP. The intent is to provide comprehensive county and regional perspectives on issues directly related to the nature of the review committee. These stakeholders share input, recommendations, and technical guidance on transportation related issues within the TDP. The stakeholders are comprised of other County departments (Metropolitan Planning Organization, Citizens Independent Transportation Trust, and Regulatory and Economic Resources) government appointees, elected officials, as well as, citizens from various areas of the county.

### 3.3 Community Involvement

Through coordinated county-wide efforts MDT continues to provide early and ongoing public involvement opportunities to the residents of Miami-Dade County. Opportunities for community outreach take the form of many different forums and outlets already set in place by the County. The TDP PIP ensures that the perspectives, opinions, and concerns of the public will be heard and addressed. The following list provides the various community outreach opportunities MDT conducted that has assisted in the development of the TDP Annual Update:

- AirportLink newsletters and outreach to CIAB Board, FDOT, Miami River Commission, CITT, GMCC MIC Steering Committee, Public Meetings, MRC Presentations, MRMG Presentations, Urban Infill Work Group, GMCVB, over 2,500 local business and residents; Rental Car companies, Airport East Merchant Association, Neighborhood Associations, Homeowners Associations;
- AirportLink - over 20 Media Advisories were sent out in 2012
- Promoted Orange Line and MIA Metrorail station to the following markets which generated over 100,000 visits to [www.miamidade.gov/transit](http://www.miamidade.gov/transit) web page.
  - New York
  - New Jersey
  - Los Angeles
  - San Francisco
  - Washington, DC
  - Delaware
  - Boston
  - Seattle
  - Chicago
  - Miami
  - England
  - Germany
  - Canada
- Participated in Spanish and English Radio station shows throughout 2012
- Participated in Miami International Book Fair 2012

A listing of specific public outreach activities that have occurred throughout the year is provided in Appendix A.2.

### 3.3.1 South Florida Workforce Coordination

The South Florida Workforce Board (SFWB) was enacted in 2000 by the Florida Legislature under the Workforce Innovation Act to provide youth, employment, and business enterprise development services. The SFWB coordinates workforce planning and quality training services for job seekers and businesses located in Miami-Dade County. MDT actively seeks agency input from the SFWB through direct coordination with the Executive Director and organizational members. The SFWB will be provided hard copies of the Draft TDP Annual Update for review and comment.

Additional coordination efforts with the SFWB continue to occur regularly through the Welfare-to-Work Program, which includes the provision of transit service to areas not usually served by MDT. Through this program, MDT receives input regarding specific transit needs for consideration of adjustment and/or implementation of existing transit services in response to these needs.

### 3.3.2 3-1-1 Information System

Community Information and Outreach (CIAO) provides access to award-winning government service through the County's web portal – [www.miamidade.gov](http://www.miamidade.gov) – and the 3-1-1 Answer Center. Callers receive personal service in English, Spanish, or Creole, to answer questions and provide information on non-emergency issues such as trash collection days, property taxes, after school programs, transit routes, transit trip planning, and other countywide services. The 3-1-1 Answer Center is free of charge and available six (6) days a week at varying operation times. Calls are received Monday through Friday from 7:00 am to 8:00 pm and on Saturdays 8:00 a.m. to 5:00 p.m.

This system serves as the main point of contact for residents to inquire about MDT transit services and provide feedback. Other contact modes include the 311 and transit web sites, and mailed and faxed correspondences. This feedback has allowed MDT to continue to make customer service a priority, to identify and correct service delivery issues and to better understand the transportation needs of its ridership while planning for the future. This input is then utilized for the development of the TDP.

### 3.3.3 Miami-Dade Transit Website

MDT maintains a comprehensive website to provide the community with easily accessible up-to-date system information ([www.miamidade.gov/transit/](http://www.miamidade.gov/transit/)). Furthermore, the website provides the public the ability to contact MDT, learn about services, and provide input. MDT utilizes the website to post the TDP document for public review and reference.

Public comments on the TDP document are accepted during a one month public comment period. The public is encouraged to email all comments directly to MDT. All comments are reviewed by MDT staff and are forwarded to the appropriate MDT division for further review, action, or response.

The Citizens Independent Transportation Trust (CITT) website (<http://www.miamidade.gov/citt/>) provides status updates on the People's Transportation Plan and features agenda items that the Trust reviews for MDT contracts and projects.

### 3.3.4 Social Media

MDT works closely with CIAO to place pertinent information on the County's Facebook and Twitter pages. Knowing what an impact social media is having on the community at large, especially with so many Miami-Dade residents having their own Facebook and Twitter accounts and the pervasive use of smart phone with which to check status updates regularly, MDT is actively pursuing these new media outlets in order to further engage the public.

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