

## 3.0 CIVIC ENGAGEMENT

Miami-Dade Transit (MDT) fully encourages civic engagement for the development of the TDP in order to address the continued implementation of the People's Transportation Plan (PTP) and address other transportation-related issues. The FDOT-approved Public Involvement Plan (PIP) for the *MDT10Ahead* TDP outlines various coordination efforts for MDT to provide opportunities for public participation and to facilitate consensus building for this visioning document.

MDT actively engages the traveling public through participation at local events, conducting interactive presentations, and performing outreach activities throughout the MDT transit service area and within communities across Miami-Dade County.

This chapter provides a detailed description of all the public outreach activities undertaken throughout the TDP development process. While Miami-Dade Transit receives continuous feedback from its patrons, the deadline for consideration in this TDP Annual Update was July 31<sup>st</sup>, 2015.

### 3.1 Civic Engagement Goals and Objectives

Civic engagement is an integral component of the TDP development process. The name and logo for the plan, *MDT10Ahead*, was developed to assist stakeholders and the public in recognizing materials; allowing for more efficient communication between the team, the public, and stakeholders. The branded name was used on all materials including, but not limited to, the project website, informational cards, and the survey instrument. The goals for the *MDT10Ahead* TDP are presented below and are intended to help ensure that transportation planning decisions are made in consideration of public needs and concerns.

**Goal 1: Early and Consistent Involvement:** Involve general public (transit and on-transit users) and other stakeholders early and regularly in the development of the plan.

**Goal 2: Opportunity for Participation:** Provide all MDT riders, citizens, and stakeholders with the opportunity to participate throughout the development of the plan, including those in traditionally under-represented populations, such as persons with disabilities, older adults, or those who have limited English proficiency (LEP).

**Goal 3: Information and Communication:** Provide all citizens and interested stakeholder agency groups with clear, timely, and accurate information relating to projects as they progress.



**Goal 4: Apply Range of Techniques:** Use a broad-spectrum of techniques to gather input from a diverse population within the project areas.

## 3.2 Stakeholder Coordination

MDT actively engages transportation 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 include the Metropolitan Planning Organization (MPO), Citizens Independent Transportation Trust (CITT), Department of Regulatory and Economic Resources (RER), government appointees, elected officials, as well as citizens from across the county. Specific stakeholder coordination efforts are provided in the following sections.

### 3.2.1 CareerSource South Florida (Regional Workforce Board)

CareerSource South Florida serves Miami-Dade County to provide youth, employment, and business enterprise development services. CareerSource South Florida was also provided a hard copy of the Draft *MDT10Ahead* TDP Annual Update for their review and comment.

Additional coordination efforts with the CareerSource South Florida are ongoing 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 on specific transit needs for consideration of adjustment and/or implementation of existing transit services in response to these needs.

### 3.2.2 Citizens Transportation Advisory Committee (CTAC)

MDT presented to the CTAC on June 24, 2015. The CTAC ensures that transportation projects in all stages of the planning process adhere to established visions, goals, objectives and collective needs of the community. This group is comprised of Miami-Dade County residents appointed by the MPO Governing Board members.

### 3.2.3 Transportation Planning Technical Advisory Committee (TPTAC)

MDT presented to the TPTAC on July 1, 2015. The MPO TPTAC provides technical support, via a review process, to the Transportation Planning Council (TPC). TPTAC discussions are focused on technical aspects related to the projects. This group is comprised of representatives from the same government agencies that a voting membership on the Transportation Planning Council (TPC), including Miami-Dade Transit and other county departments, the six largest cities within the County, Miami-Dade Expressway Authority, Florida Department of Transportation, Miami-Dade County Public Schools, and the South Florida Regional Transportation Authority.

### 3.2.4 Electronic Communication

MDT promoted TDP outreach activities and encouraged input through its electronic communication outlets. Notices were posted on the MDT, MPO, and CITT websites. MDT posted information on its Facebook page ([www.facebook.com/MiamiDadeTransit](http://www.facebook.com/MiamiDadeTransit)) and through its Twitter account ([www.twitter.com/iridemdt](http://www.twitter.com/iridemdt)). Email blasts were also sent out to various distribution lists to solicit public comments. MDT also used its mobile app to reach passengers. MDT established a TDP-specific email address ([MDT10Ahead@miamidade.gov](mailto:MDT10Ahead@miamidade.gov)) where commenter's could direct TDP-related comments. MDT staff received 81 emails through this address.

MDT used the Community Information and Outreach Center's (CIAO) electronic ([www.miamidade.gov](http://www.miamidade.gov) or [311@miamidade.gov](mailto:311@miamidade.gov)) and telephone (3 -1-1, 305-468-5900, 888-311-DADE (3233), or TTD/TTY 305-468-5402) portals to gather information. If a commenter indicated that the comment was related to the TDP, the information was forwarded by CIAO staff to MDT staff. Commenter's could also call MDT's customer service line (305-891-3131 or TTD/TTY 305-499-8971) to provide comments.

### 3.3 Civic Engagement Outcomes

Through coordinated county-wide efforts, MDT continues its efforts to educate and provide early and ongoing public involvement opportunities to the residents of Miami-Dade County. MDT maintains an outreach program for engaging the public and other stakeholders through various activities and meeting forums. These include the MDT website and social media outlets, mobile telephone applications ("apps"), posters and signs on buses, television screens and posters at Metrorail stations, etc.

Through the Corporate Discount Program (CDP) and Golden Passport Program, MDT also reaches a wide variety of potential patrons. Appendix A.4 presents an overview of the outreach under the CDP undertaken in 2014 as well as outreach conducted as part of the Golden Passport Program.



In order to promote participation in the TDP development process MDT actively engaged the public at various public events. MDT participated in 21 outreach activities throughout the course of the development of the TDP where MDT and requested input via comment cards from attendees. Comment cards were also stocked at various sites throughout the County including at Miami Dade County Public Libraries, as well as on various MDT Metrobus Routes. A listing of these events and distribution

sites can be found in Appendix A.4. The data collected from the comment cards and the online survey are analyzed and presented in Section 3.4

### 3.4 Survey Results

A survey instrument was developed to gather input from the general public, both transit and non-transit users. In order to reach a wider audience, electronic surveys were posted on MDT's website and distributed through e-mail blasts. Both electronic and hard copy surveys were available in English, Spanish, and Creole. MDT staff also participated in various events where the public was afforded the opportunity to provide feedback regarding MDT services as well as offer comment regarding future priorities. A shorter version of the electronic survey was developed and printed in a brochure. The brochures were distributed around the county as well as passed out at various events. Participants could take the survey and return via postage-paid mail. Approximately 17 percent (17%) were taken in a language other than English.

The number of completed surveys is presented in Table 3-1.

**Table 3-1: Survey Responses by Language**

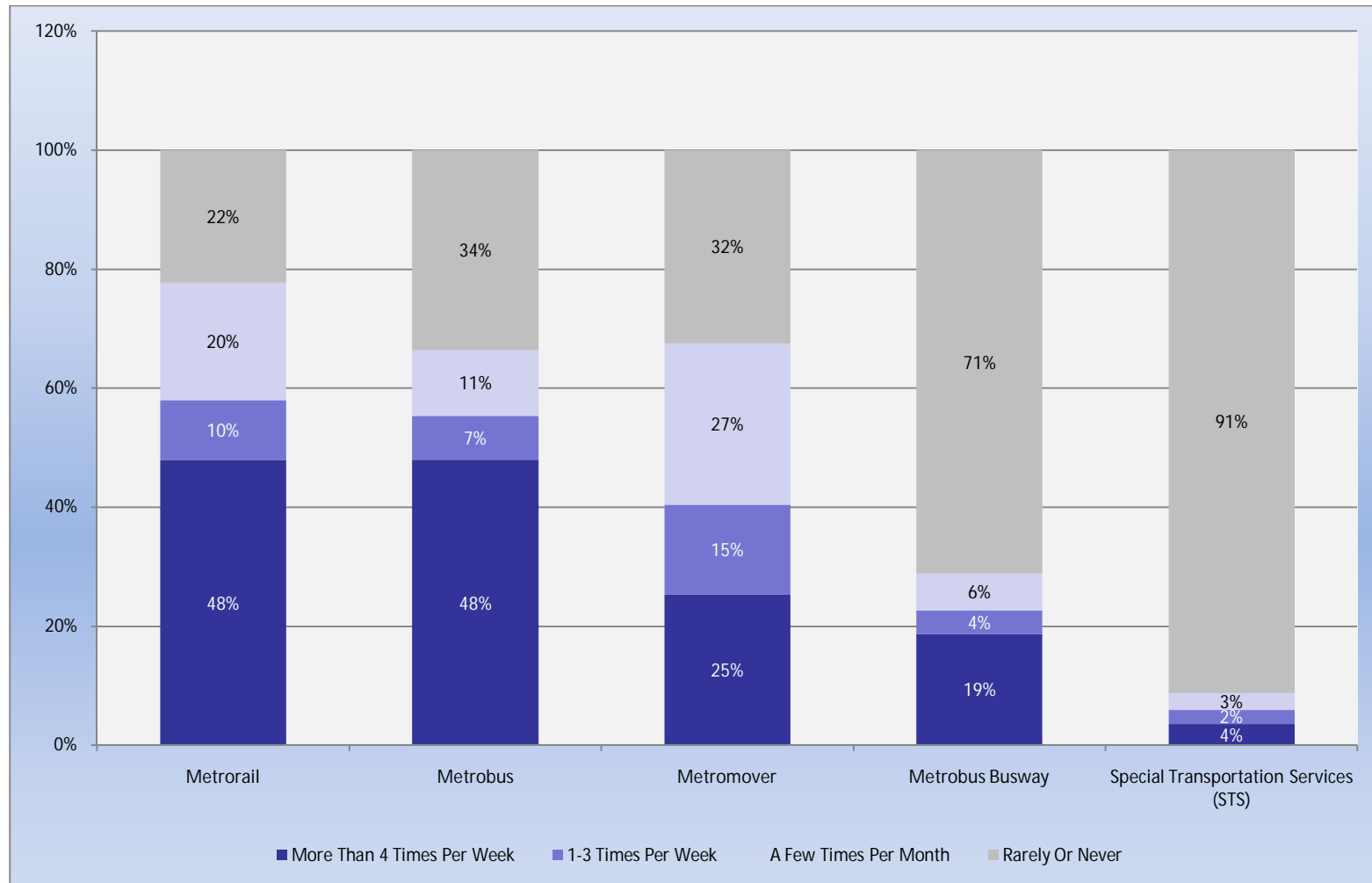
Survey Version	Number of Participants
English	674
Spanish	137
Creole	5
Total	816

Note: Survey response as of July 31, 2015  
Fourteen comment card surveys did not indicate what language they were taken in. These surveys were included in the English count.

A summary of all survey results is provided in Appendix A5. The following graphs present a few of the survey question responses.

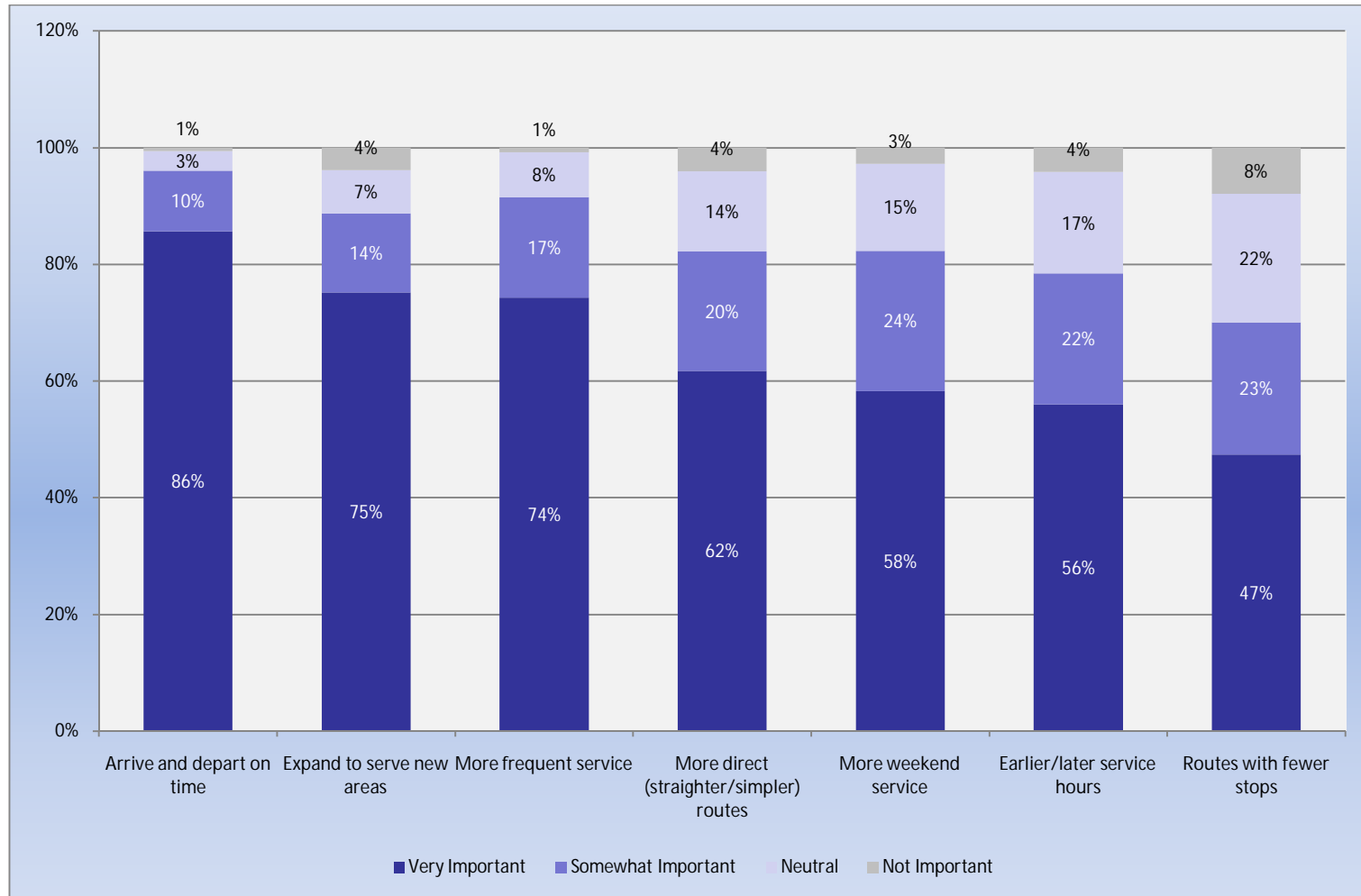
Figure 3-1 examines what type of rider the respondents are. Nearly half of the respondents are regular users of Metrorail and/or Metrobus, and a quarter use Metromover regularly.

**Figure 3-1: How Often Do You Use Miami-Dade Transit Service?**



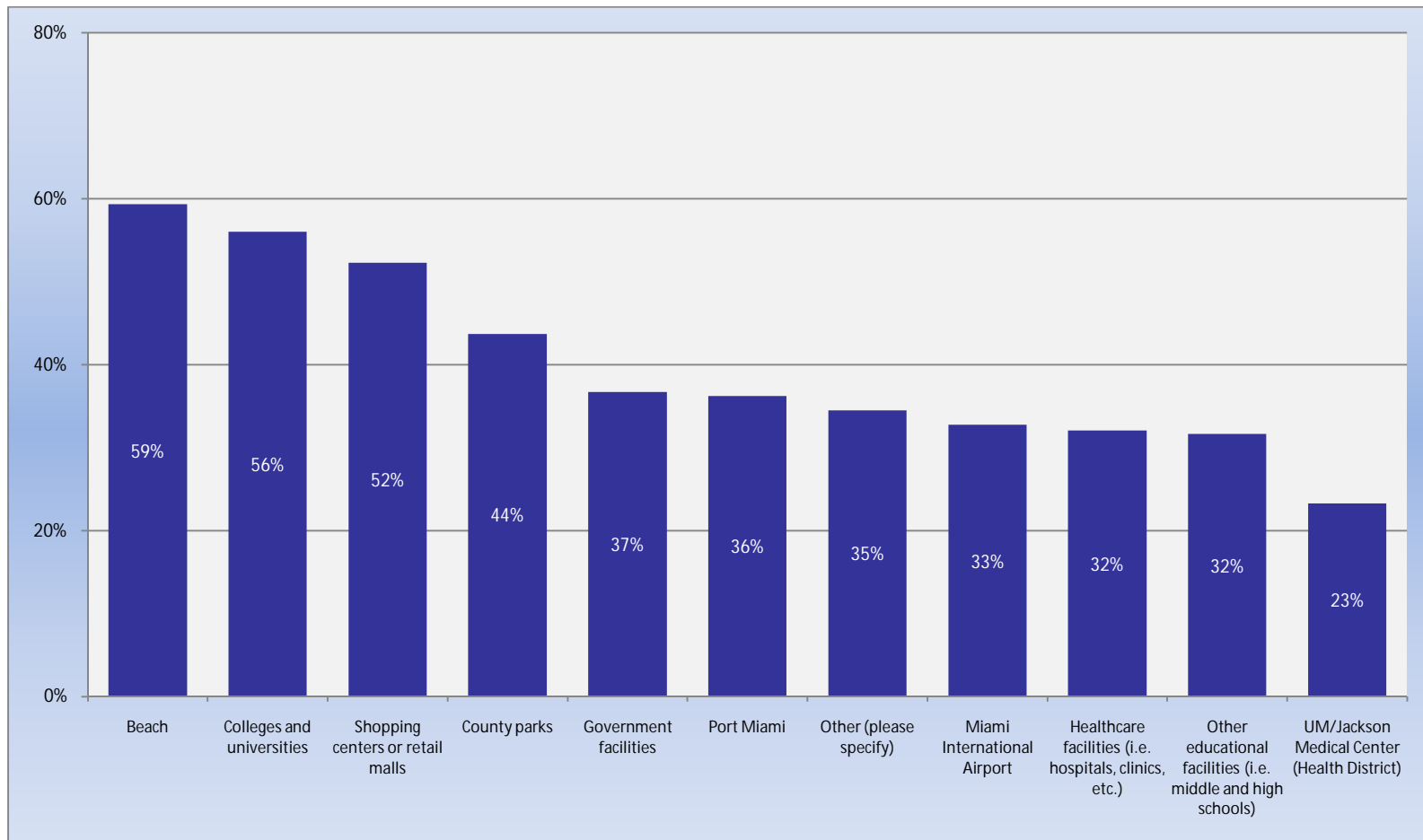
When asked about prioritization of service needs, the most important need noted is on-time performance as shown in Figure 3-2. On-time performance is followed by increased frequency of service and expanding to new service areas. When broken down by mode, the results are similar (see Appendix A5).

**Figure 3-2: SERVICE – What Should MDT’s Priorities be for the Next Ten Years?**



When asked about what destinations MDT could serve better, respondents indicated that the beach followed closely by colleges/universities and shopping centers could be served better. Figure 3-3 displays the full results from this question. For those who indicated “Other” as a response, the most popular responses were for sports stadiums and tourist attractions, such as the zoo.

**Figure 3-3: Which Of The Following Destinations Could Miami-Dade Transit Serve Better?**



Full results from the survey can be found in Appendix A5.

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