

CHAPTER 3

CIVIC ENGAGEMENT



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The Department of Transportation and Public Works (DTPW) fully encourages civic engagement for the TDP development to address the continued implementation of the People's Transportation Plan (PTP) as well as the recently endorsed Strategic Miami Area Rapid Transit (SMART) Plan. The FDOT approved Public Involvement Plan (PIP) for the MDT10Ahead TDP outlines various coordination efforts for DTPW to provide opportunities for public participation and facilitate consensus building for this visioning document.

DTPW actively engages the public through participation at local events, conducting interactive presentations, and performing outreach activities throughout the DTPW 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 DTPW receives continuous feedback from its patrons, the deadline for consideration in this TDP Annual Update is July 31st, 2018.



3.1 Civic Engagement Goals and Objectives

Civic engagement is an integral component of the TDP development process. The branded 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 goals for the MDT10Ahead TDP are presented below and 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 non-transit users) and other stakeholders early and regularly in the development of the plan.

Goal 2: Opportunity for Participation: Provide all DTPW 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

DTPW actively engages transportation stakeholders throughout the development of the TDP. These stakeholders share input, recommendations, and technical guidance on transportation related issues within the TDP. The stakeholders include the Miami-Dade Transportation Planning Organization (TPO) and Citizens Independent Transportation Trust (CITT) 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 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 served by DTPW. Through this program, DTPW receives input on specific transit needs for consideration of adjustment and/or implementation of transit services in response to these needs.

3.2.2 Citizens Transportation Advisory Committee (CTAC)

DTPW presented to the CTAC on June 27, 2018. 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 TPO Governing Board members.

3.2.3 Transportation Planning Technical Advisory Committee (TPTAC)

DTPW presented to the TPTAC on July 5th, 2018. The TPO 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 maintain a voting membership on the TPC, including DTPW and other County departments, the six (6) largest cities within the County, Miami-Dade Expressway Authority, FDOT, Miami-Dade County Public Schools, and SFRTA.

3.2.4 Electronic Communication

DTPW promoted TDP public engagement activities and encouraged input through its electronic communication outlets. Notices were posted on the DTPW, TPO, FDOT and CITT websites. DTPW posted information on its Facebook page (www.facebook.com/GoMiamiDade), and through its Twitter account (www.twitter.com/IRideMDT), and on its Instagram account (www.instagram.com/gomiamidade). Email blasts were also sent out to various distribution lists to solicit public comments. DTPW also used its mobile app to reach passengers. DTPW established a TDP specific email address (MDT10Ahead@miamidade.gov) where commenter's could send TDP-related comments. DTPW staff received five (5) emails through this address.

DTPW used the Community Information and Outreach Center's (CIAO) electronic (www.miamidade.gov or 311@miamidade.gov) and telephone (311, 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 DTPW staff. Commenter's could also call DTPW's customer service line (305-891-3131 or TTD/TTY 305-499-8971) to provide comments.

3.2.5 Commission on Disability Issues (CODI)

The Commission on Disability Issues (CODI) is an official advisory board to the Miami-Dade County Commission. CODI advises both the Board of County Commissioners and the County administration on issues affecting people with disabilities. County staff may be invited to CODI meetings to make presentations, provide information or discuss issues.

3.3 Civic Engagement Outcomes

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

Through the Special Transportation Services (STS) Golden Passport Program, DTPW also reaches a wide variety of patrons.

In order to promote participation in the TDP development process, DTPW actively engaged the public at various public events. DTPW participated in various outreach events throughout the course of the development of the TDP where DTPW and requested input via surveys from attendees. A listing of these events and distribution sites can be found in Appendix A.4. The data collected from the surveys are analyzed and presented in Section 3.4, with detailed data found in Appendix A.7.

3.4 Survey Results

A survey administered by DTPW was conducted from April to July 2018 to collect information on demographics, travel behavior, and service needs of current transit riders and the non-riding public. The method used for surveying the public was an electronic and mail-in paper-based survey instrument totaling 26 or 15 questions in length, respectively. Spanish and Creole versions of the survey were also available. A copy of the survey instruments is provided in Appendix A.7.

Surveys were distributed through a variety of techniques - the electronic survey was made available on the TDP website (<https://www.miamidade.gov/transit/mdt-10-ahead.asp>), and was promoted through partner agencies, social media, and newsletters. The paper-based survey instrument was distributed at a variety of public outreach events and transit stations. 1,068 digital survey responses were received, and 351 brochure surveys were completed, for a total of 1,419 total responses; 1,040 were completed in English, 23 in Spanish, and five in Creole.

Passenger travel characteristics and behaviors were identified by questions including:

- Current reason for riding transit
- Current method for reaching transit
- Travel time to nearest/preferred transit station
- Frequency of transit usage
- Payment type used
- If transfers are made

Socio-demographic information was identified by questions including:

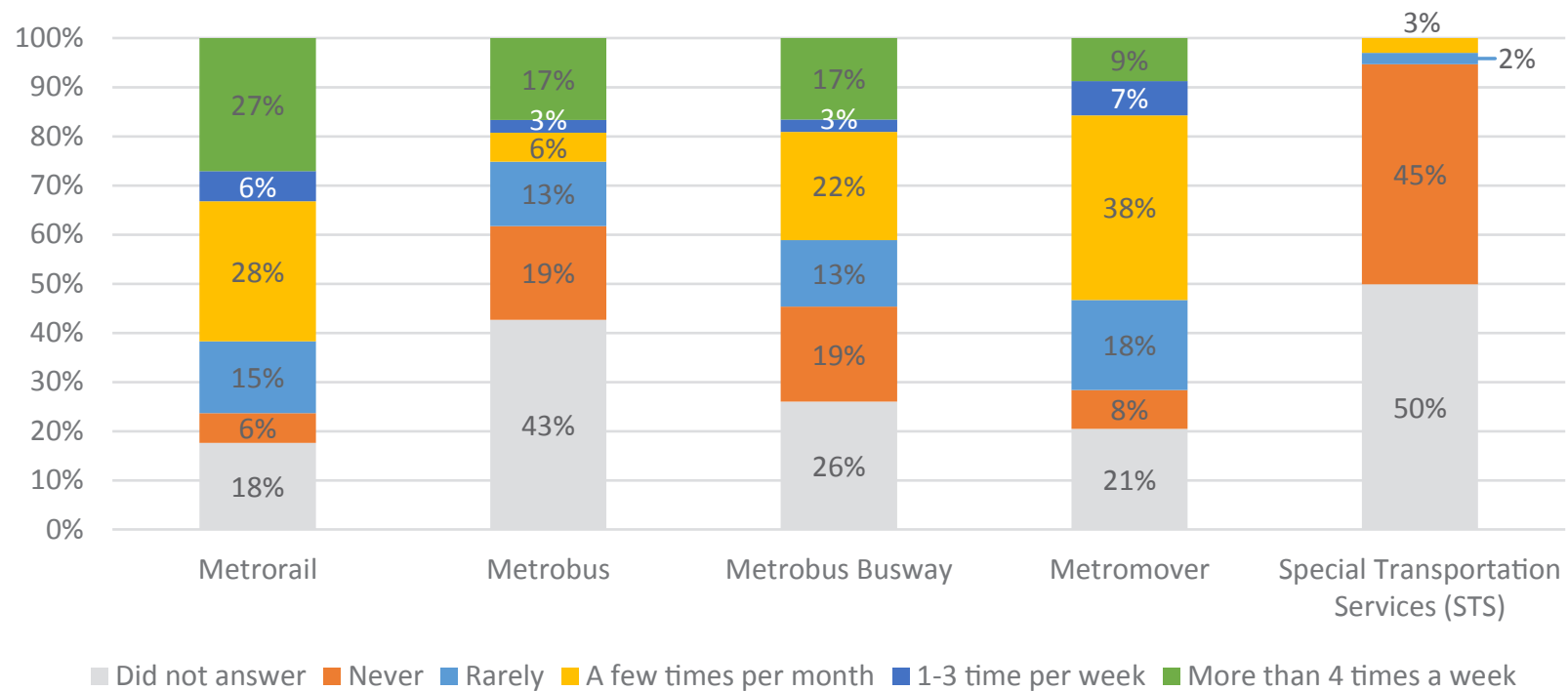
- Household vehicle availability
- Age
- Gender
- Race/ethnic origin
- Household income
- ZIP code of primary residence
- Household size and age composition

Transit priorities/preferences were identified by questions including:

- Ranking 10-year priorities with respect to services, stops/stations, and parking
- Identifying a top corridor for premium transit service
- Willingness to pay for increased fares and parking fees
- Support for a proposed increase in the local sales tax to support transit
- Preference for receiving information about DTPW services
- Recommendations for service area improvements
- Satisfaction with overall DTPW transit services

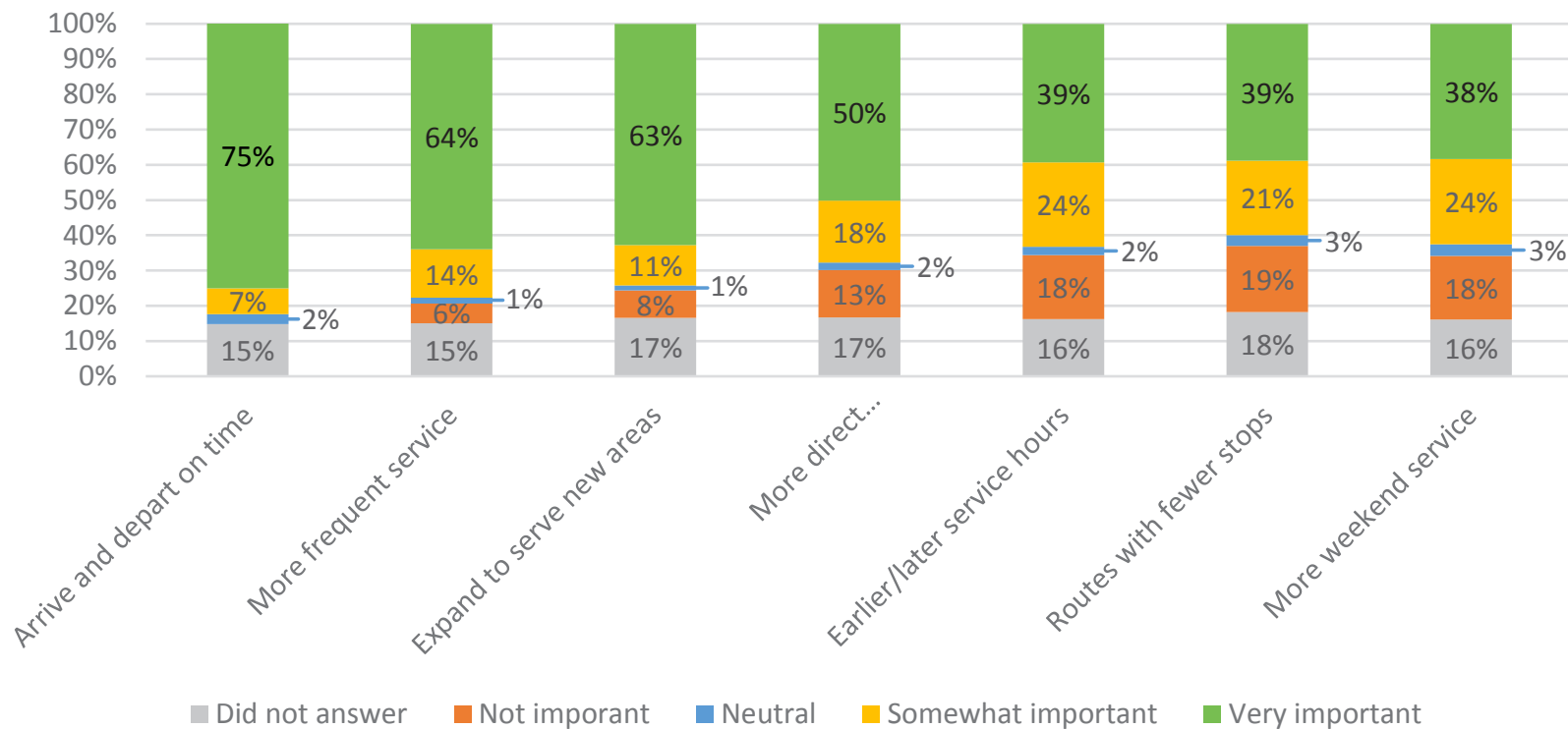
Figure 3-1 examines which transit mode respondents use most on a regular basis. Approximately 33 percent of respondents use Metrorail at least weekly, and roughly 20 percent use Metrobus weekly.

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



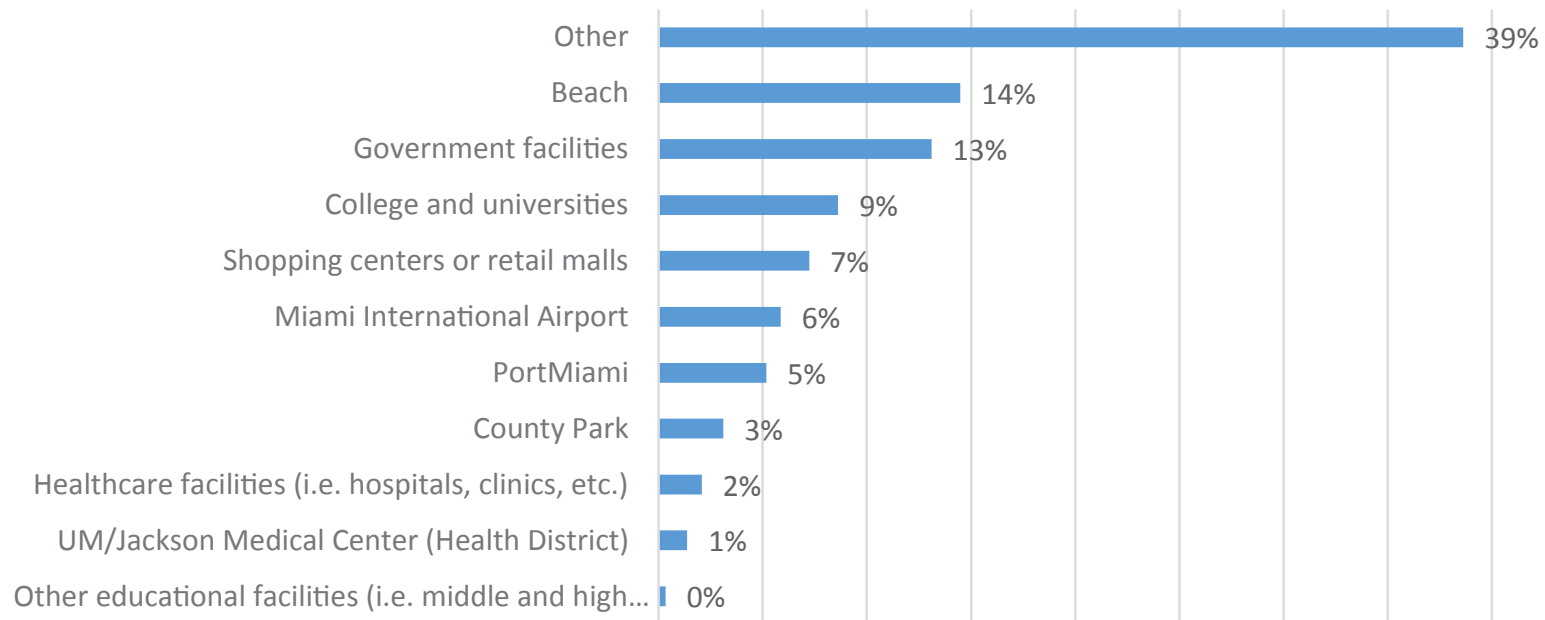
When asked about prioritization of service needs, the most important need noted by respondents is “Arrive and Depart on Time” as Shown in Figure 3-2. This response is followed by “More Frequent Service” and “Expand to New Service Areas”

Figure 3-2: Question 6 - What Should DTPW's Priorities Be for the Next Ten Years?



When asked about what destinations DTPW could serve better, respondents indicated the beach followed by government facilities, colleges and universities, and shopping centers. Figure 3-3 displays the full results from this question. For those who indicated “Other” as a response, the most popular responses were for Homestead, western Miami-Dade County, South Dade and South Miami, Kendall and West Kendall, Florida City, Doral, Florida International University campus, and sporting arenas/concert venues/cultural destinations..

Figure 3-3: Question 11 - Which of the Following Destinations Could Miami-Dade Transit Serve Better?



80 percent of survey respondents did not answer this question.

Please refer to Appendix A.7 for the complete survey results.

