

## 5.0 PUBLIC INVOLVEMENT

### 5.1 Introduction

MDT developed a robust outreach program which it documented at the beginning of the project in an FDOT-approved Public Involvement Plan (PIP). The PIP laid out the public outreach activities to be undertaken as well as goals for the public involvement process. The PIP can be found in Appendix A.4.

This chapter of the TDP provides a detailed description of all the public outreach activities undertaken throughout the TDP process as well as how MDT fared on meeting its goals.

### 5.2 Branding

Early in the process, MDT's Marketing Division developed a name and logo for the project: MDT10Ahead. The branded name assisted individuals in recognizing materials related to the project. This type of recognition allows for more efficient communication between the project team, the public, and stakeholders. The branded name was used on all TDP materials.



### 5.3 Project Steering Committee

The role of the Project Steering Committee (PSC) is to provide guidance, recommendations, input, and an overall countywide perspective of transportation-related planning issues throughout the development of the TDP. To ensure the project proceeds in adherence with local objectives and needs, the PSC reviews and provides comment on all major deliverables.

The Committee is composed of representatives from major stakeholder groups, including the CareerSource South Florida, FDOT, and Metropolitan Planning Organization as required by Florida statute. The committee met four times: June 24, July 8, July 24, and August 22. Participants provided input on the public involvement activities during the first meeting, on the program of improvements during the second meeting, on the financial plan during the third meeting, and on the goals and objectives during the fourth meeting.

A list of PSC members as well as meeting sign-in sheets can be found in Appendix A.5.

### 5.4 Focus Groups

Two focus group meetings were held to seek input for the TDP. The first group met on June 17, 2014, and was composed of municipal representatives. This group explored how MDT can work better with local municipalities to provide service as well as support municipal services.

The second group also met on June 17, 2014, and represented the commission districts. Each Board of County Commissioner was asked to provide a representative for these meetings. The participants provided input on how MDT could better provide service. A

list of individuals invited to participate in the focus groups as well as meeting sign-in sheets can be found in Appendix A.6.

## 5.5 On-Going MDT Outreach

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 stations, etc. Through its Corporate Discount Program (CDP), MDT also reaches a wide variety of potential patrons. Table 5-1 gives an overview of the outreach under the CDP undertaken in 2013.

**Table 5-1: Corporate Discount Program Outreach, 2013**

Type of Event	Number
New County Employee Orientation	24
Outreach Events	140
Client Meetings	46
Cold Calls	18
New Accounts	19
Total	247

MDT used these mechanisms, when feasible, to promote participation in the TDP development process. Examples include directing passengers to complete an online survey regarding MDT or advertising an upcoming public meeting.

MDT regularly meets with the community at various locations:

- High schools, colleges, and universities
- Public libraries and parks
- Neighborhood associations and community-based organizations such as community centers and recreation centers
- Shopping malls
- Healthcare facilities
- MDT Metrobus transfer points, Metromover stations, and Metrorail stations.

MDT participated in 36 outreach activities throughout the course of the TDP where MDT promoted the TDP and requested input via comment cards from attendees. Maps of these outreach activities by Commission District can be found in Appendix A.7. A listing of these events can be found in Appendix A.8. From these 36 events, MDT staff collected 459 comment cards. The data from the comment cards are analyzed and presented in Section 5.7.

## 5.6 Electronic Communication

MDT promoted TDP outreach activities and encouraged input through its electronic communication outlets. Notices were posted on the MDT, MPO, and Miami-Dade County 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)). 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 any TDP-related comments. MDT staff received 110 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 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 TTY 305-499-8971) to provide a comment.

## 5.7 Surveys

MDT successfully used a survey instrument to gather input from the public to be used for the TDP. Electronic surveys were posted on MDT's website and distributed through e-mail blasts. The surveys were available in English, Spanish and Creole.

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. Over 115 locations around the county were used as distribution sites. A list of locations where comment cards were distributed is provided in Appendix A.8. These facilities included libraries, medical facilities, and community centers, among other types of facilities. Participants could take the survey and return via postage-paid mail. Printed surveys were in English, Spanish and Creole.

The number of completed surveys is displayed in Table 5-2. Approximately 10 percent were taken in a language other than English.

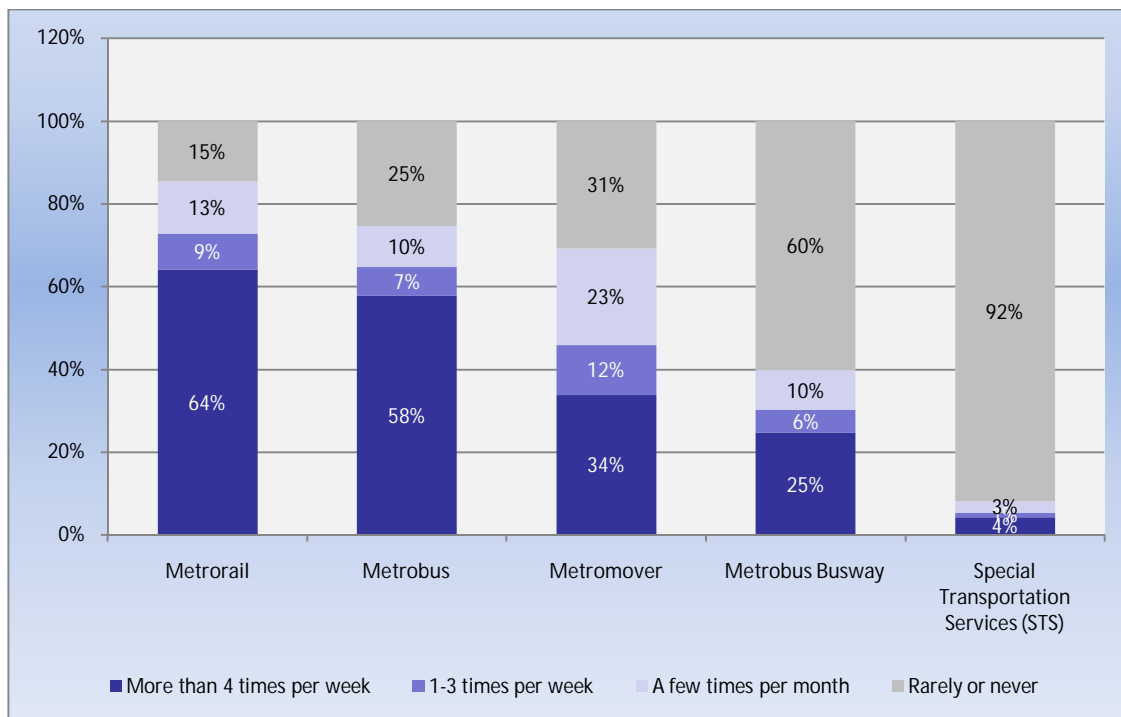
**Table 5-2: Survey Responses by Survey Type**

Survey Version	Number of Participants
English	3,525
Spanish	349
Creole	43
Total	3,917

A summary of all survey results is provided in Appendix A.9. The following pages present a few of the survey question responses.

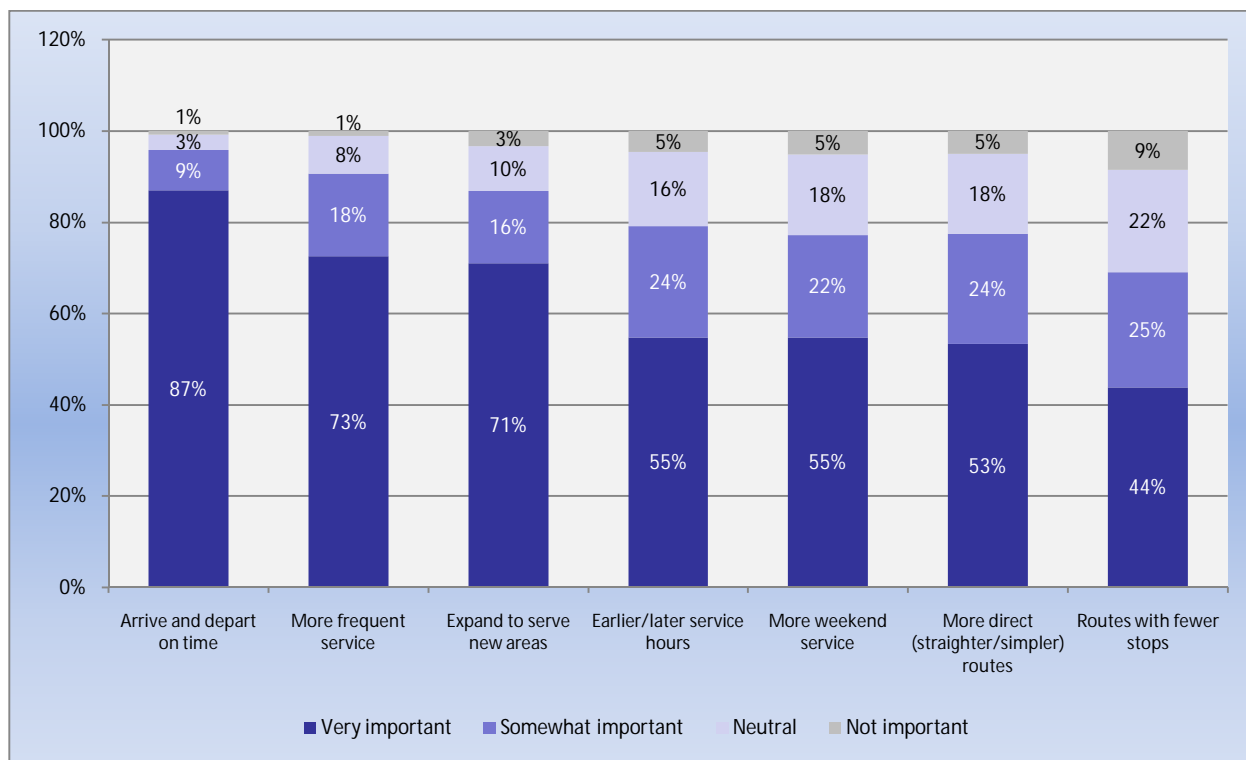
Figure 5-1 examines what type of rider the respondents are. Over half of the respondents are regular users of Metrorail and/or Metrobus. A third use Metromover regularly and a quarter use the Metrobus Busway regularly.

**Figure 5-1: How often do you use Miami-Dade Transit services?**



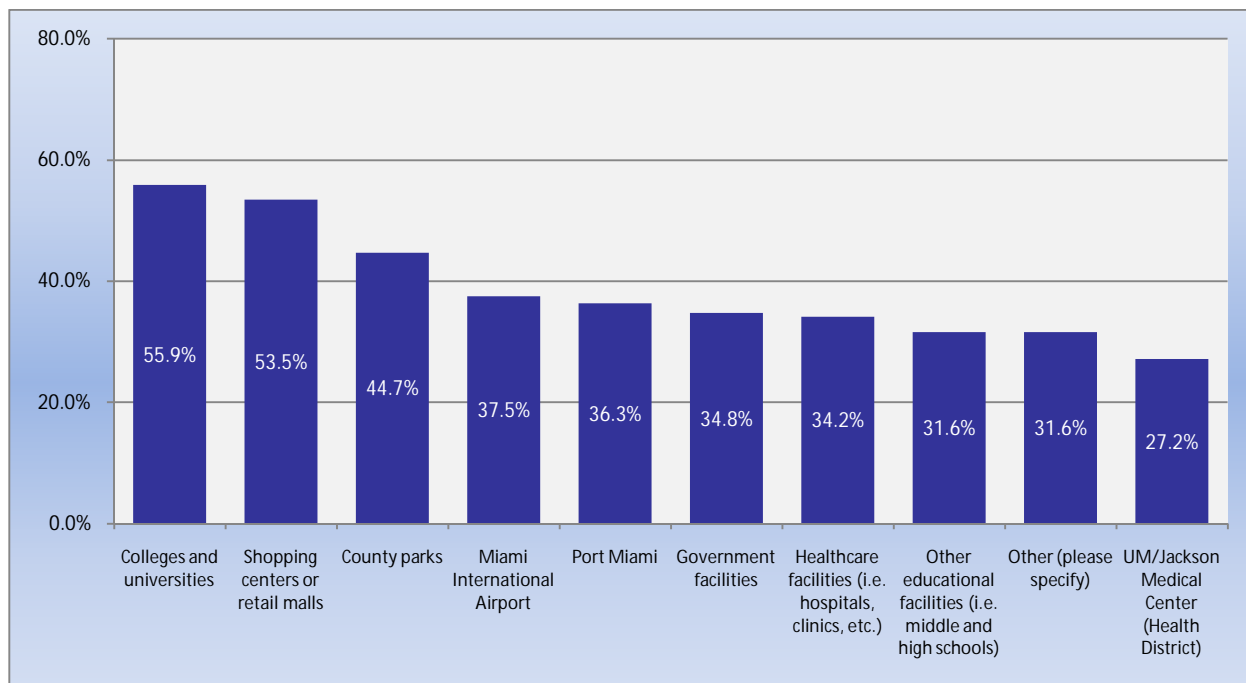
When asked about prioritization of service needs, the most important improvement noted is on-time performance as shown in Figure 5-2. On-time performance is followed by increased frequency of service and expanding to new service areas. When broken down by mode, the results are similar (see Appendix A.9).

**Figure 5-2: Given its limited resources, what should Miami-Dade Transit's priorities be for the next ten years?**



When asked about what destinations MDT could serve better, respondents indicated that colleges and universities followed closely by shopping centers could be served better. Figure 5-3 displays the full results from this question. For those who indicated "Other" as a response, the most popular response by far was the beach although areas all over the county were mentioned.

**Figure 5-3: Which of the following destinations could Miami-Dade Transit serve better?**



Full results from the survey can be found in Appendix A.9.

## 5.8 Presentations

MDT presented to the following groups during the TDP development process.

### 5.8.1 Citizens Transportation Advisory Committee (CTAC)

MDT presented to the CTAC on June 25, 2014. 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.

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

MDT presented to the TPTAC on June 4, 2014. The MPO TPTAC provides technical support, via a review process, to the Transportation Planning Council. TPTAC discussions are focused on technical aspects related to the projects.

### 5.8.3 Transportation and Aviation Committee (TAC)

MDT presented to the TAC on November 12, 2014. The TAC provides an oversight of transportation systems from a local perspective and the capital and infrastructure program. The TAC will review and provide input on the TDP as well as take formal action in recommending its approval to the BCC based upon a formal presentation.

#### 5.8.4 Citizens' Independent Transportation Trust (CITT)

MDT is presented to the Project and the Financial Review Committee (PFRC) of the Citizens' Independent Transportation Trust (CITT) on November 13, 2014. The Citizens' Independent Transportation Trust (CITT) is the 15-member body created to oversee the People's Transportation Plan funded with the half-percent sales surtax.

#### 5.9 Public Hearing

The TDP will be reviewed by and presented to the Transportation and Aviation Committee (TAC), a subcommittee of the BCC, as a public hearing item and later presented to the Board of County Commissioners for formal adoption prior to final submission of the TDP document to the FDOT for review and approval. The public hearing process will also allow members of the public to comment on the TDP.

MDT is scheduled to present the TDP to the BCC on December 8, 2014. The Miami-Dade County BCC is the administrative body for county government which provides policy guidance and the establishment of community laws through ordinances and resolutions. Commissioners are elected by residents to represent each of the 13 districts in Miami-Dade County. The BCC works closely with the general public to make certain that their voice is heard and the needs of the county are addressed.

#### 5.10 Public Involvement Summary

Civic engagement is an integral component of the TDP development process. MDT developed a robust Public Involvement Plan (PIP) which was approved by FDOT. A name and logo for the project, *MDT10Ahead*, was developed in order to assist stakeholders and the public in recognizing project materials; allowing for more efficient communication between the project 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.

A survey instrument was developed to gather input from the general public, both transit and non-transit users. In addition, 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 of the department. In total, 3,917 surveys were completed and collected.

Survey results (Figure 5-2) indicated that on-time performance was the most important service priority, followed by more frequent service and service expansion to new areas. Another common theme derived from the survey results indicated a need for "Real-Time" transit vehicle arrival/departure information. Additional feedback received included the overall maintenance (i.e., working condition, cleanliness) of transit vehicles.

Throughout the *MDT10Ahead* development process, MDT sought input from key stakeholders by establishing two focus groups, composed of municipal and commission district representatives, as well as a Project Steering Committee, composed of



representatives from the workforce development board, FDOT and the Metropolitan Planning Organization (MPO), to name a few.

Some of the lessons learned during the preparation of this TDP Major Update for MDT which could be applied to improve the public involvement process for the next TDP major update include the following:

- 1) The stakeholders that participated on the project steering committee and during the focus groups were highly informed on the issue of public transit as opposed to the general public. Therefore, presentation materials can be presented at a higher level of information particularly if the interaction will continue with well-informed participants.
- 2) Provide detailed information well in advance of scheduled meetings. Even though information was distributed prior to meetings, it may have been more beneficial to distribute meeting materials well in advance of the meeting date.
- 3) Assure that MDT representatives from various departments are present at every meeting to answer questions since stakeholders often presented advanced questions that required MDT knowledge of a specific topic or issue.
- 4) Engage stakeholders as early as possible in the TDP process to gather more meaningful input.
- 5) Limit the size of the Project Steering Committee. Because they are so well-informed, they each want to talk (and have good input to provide) but in those big groups your opportunities are limited. More targeted groups would be easier for them to provide input.

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

CareerSource South Florida serves Miami-Dade County to provide youth, employment, and business enterprise development services. Coordination was initiated with CareerSource South Florida through an invitation to participate on the Transit Development Plan project steering committee. The CareerSource South Florida was also provided a hard copy of the Draft TDP Major Update on August 28, 2014 for their review and comment.

Additional coordination efforts with the Career Source 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.

#### 5.12 Evaluation Measures

The performance measures presented in Table 5-3 were used to measure the effectiveness of MDT public outreach efforts with regard to the TDP.



Table 5-3: Evaluation of Public Involvement

Public Involvement Goal	Strategy	Objectives	Measures	Targets	Accomplishment
<b>Goal 1: Early and Consistent Involvement</b>  Involve riders, the public, and stakeholders early and regularly in the project.	<ul style="list-style-type: none"> <li>Provide opportunities for active participation in the project. Active participation occurs when a participant provides input. Examples include face-to-face communication with a TDP team member, completion of a TDP survey, emailing a question to the TDP team, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Catalog the number of interactions throughout the project. Interactions are defined as input received through face-to-face communication with a TDP team member, completion of a TDP survey, emailing a question, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Number of participants who actively participate</li> </ul>	<ul style="list-style-type: none"> <li>Greater than 1,000 interactions</li> </ul>	<ul style="list-style-type: none"> <li>Greater than 3,900 respondents completed the MDT10Ahead survey</li> </ul>
	<ul style="list-style-type: none"> <li>Provide opportunities for passive participation in the project. Passive participation is defined as one-way communication from the TDP Team to the participant. Examples include posting material on a website, sending an email, posting a notice on all buses, etc</li> </ul>	<ul style="list-style-type: none"> <li>Catalog the amount of passive participation throughout the project.</li> </ul>	<ul style="list-style-type: none"> <li>Number of participants who passively participate (e.g., number of people who received the email, number of people viewing the website, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Greater than 5,000 opportunities provided to participate</li> </ul>	<ul style="list-style-type: none"> <li>Greater than 10,000 recipients of the MDT eblast</li> </ul>

Table 5-3: Evaluation of Public Involvement (Continued)

Public Involvement Goal	Strategy	Objectives	Measures	Targets	Accomplishments
<b>Goal 2: Opportunity</b> Provide all MDT riders, citizens, and stakeholders with the opportunity to participate throughout the project, including those in traditionally under-represented populations, such as persons with disabilities, older adults, or those who have limited English proficiency (LEP).	<ul style="list-style-type: none"> <li>Provide multiple opportunities for input so that if a person cannot attend an event, he/she can still provide input via the website</li> </ul>	<ul style="list-style-type: none"> <li>Establish project-specific email address so participants can submit comments and questions any time.</li> </ul>	<ul style="list-style-type: none"> <li>Establishment of a project-specific email address</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance of a project-specific email address throughout the duration of the project. Review comments and questions received</li> </ul>	<ul style="list-style-type: none"> <li>Created MDT10Ahead @miamidade.gov and monitored input; Received 110 emails</li> </ul>
	<ul style="list-style-type: none"> <li>Ensure participation from people who live in all parts of the county</li> </ul>	<ul style="list-style-type: none"> <li>Request ZIP code information from all public involvement participants</li> </ul>	<ul style="list-style-type: none"> <li>Map ZIP code data to ensure input is from individuals geographically distributed throughout the county</li> </ul>	<ul style="list-style-type: none"> <li>Participation from at least 75% of all ZIP codes</li> </ul>	<ul style="list-style-type: none"> <li>Data was not available to ascertain if this goal was met or not</li> </ul>
	<ul style="list-style-type: none"> <li>Provide opportunity for traditionally under-represented groups to participate</li> </ul>	<ul style="list-style-type: none"> <li>Identify under-represented groups early in the process and include representatives on the PSC</li> </ul>	<ul style="list-style-type: none"> <li>Number of PSC members that fall into an under-represented group</li> </ul>	<ul style="list-style-type: none"> <li>Greater than 10% of PSC members are members of an under-represented group</li> </ul>	<ul style="list-style-type: none"> <li>Four of 37 (11%) invited members of the PSC were from an under-represented group</li> </ul>
	<ul style="list-style-type: none"> <li>Provide opportunity for non-English speaking individuals to participate</li> </ul>	<ul style="list-style-type: none"> <li>Provide printed survey materials in English, Spanish and Creole</li> </ul>	<ul style="list-style-type: none"> <li>Percent of completed alternative language surveys</li> </ul>	<ul style="list-style-type: none"> <li>Greater than 20% of returned surveys are alternative language surveys (based on percentage of residents who speak Spanish at home.)</li> </ul>	<ul style="list-style-type: none"> <li>10% of surveys were returned in an alternative language</li> </ul>
	<ul style="list-style-type: none"> <li>Provide opportunity for persons with disabilities to participate</li> </ul>	<ul style="list-style-type: none"> <li>Ensure in-person events are held at locations accessible by at least one transit route and are ADA accessible</li> </ul>	<ul style="list-style-type: none"> <li>Percent of events held at locations accessible by at least one transit route and are ADA accessible</li> </ul>	<ul style="list-style-type: none"> <li>100% of all events are held at locations accessible by at least one transit route and are ADA accessible</li> </ul>	<ul style="list-style-type: none"> <li>All events were held at accessible locations</li> </ul>

Table 5-3: Evaluation of Public Involvement (Continued)

Public Involvement Goal	Strategy	Objectives	Measures	Targets	Accomplishments
<b>Goal 3: Information and Communication</b>  Provide all citizens and interested stakeholder agency groups with clear, timely, and accurate information relating to the project as it progresses.	<ul style="list-style-type: none"> <li>Provide information in accessible format</li> </ul>	<ul style="list-style-type: none"> <li>Provide printed copies of materials when requested by those who do not have access to the internet.</li> </ul>	<ul style="list-style-type: none"> <li>Number of individuals not provided printed copies when requested</li> </ul>	<ul style="list-style-type: none"> <li>Zero individuals not provided printed copies when requested</li> </ul>	<ul style="list-style-type: none"> <li>All requests were honored</li> </ul>
	<ul style="list-style-type: none"> <li>Provide regular updates on the TDP's progress</li> </ul>	<ul style="list-style-type: none"> <li>Update the TDP website on a regular basis</li> </ul>	<ul style="list-style-type: none"> <li>Frequency of updates to the TDP website</li> </ul>	<ul style="list-style-type: none"> <li>Update the TDP website more than once per month</li> </ul>	<ul style="list-style-type: none"> <li>MDT website was updated on a regular basis</li> </ul>
	<ul style="list-style-type: none"> <li>Provide opportunities for the public to ask questions</li> </ul>	<ul style="list-style-type: none"> <li>Establish means for the public to submit questions via email and in person</li> </ul>	<ul style="list-style-type: none"> <li>Percent of questions responded to within two business days</li> </ul>	<ul style="list-style-type: none"> <li>Greater than 90% of questions responded to within two business days</li> </ul>	<ul style="list-style-type: none"> <li>All questions were responded to within two business days</li> </ul>
<b>Goal 4: Range of Techniques</b>  Use a broad-spectrum of techniques to gather input from a diverse population within the project area	<ul style="list-style-type: none"> <li>Provide opportunity for the public to critique public involvement opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Provide comment forms that participants can submit in writing or via U.S. mail during the TDP process</li> </ul>	<ul style="list-style-type: none"> <li>Percent of public outreach opportunities where comment cards are provided</li> </ul>	<ul style="list-style-type: none"> <li>Greater than 75% of public outreach opportunities have comment cards available</li> </ul>	<ul style="list-style-type: none"> <li>100% of public outreach opportunities had comment cards available</li> </ul>
	<ul style="list-style-type: none"> <li>Employ the techniques identified in this PIP to provide a broad range of opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Assess whether or not the goals of this PIP have been met</li> </ul>	<ul style="list-style-type: none"> <li>Percent of goals met by the conclusion of the TDP process</li> </ul>	<ul style="list-style-type: none"> <li>Greater than 75% of goals met by the conclusion of the TDP process</li> </ul>	<ul style="list-style-type: none"> <li>Ten of 12 (83%) goals were met</li> </ul>

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