



# Promoting your transit service

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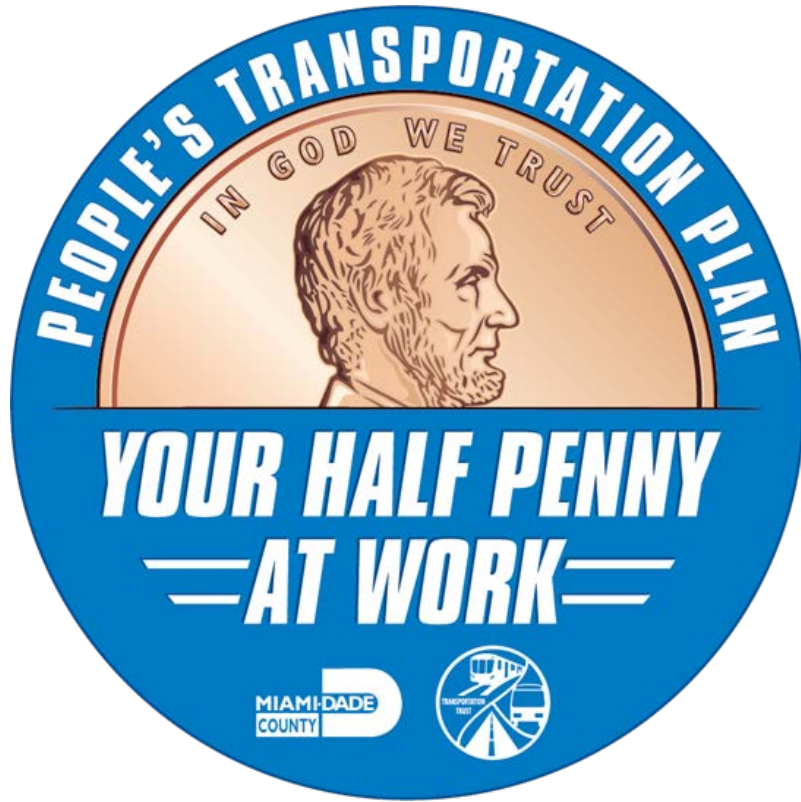
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OFFICE OF THE CITIZENS' INDEPENDENT  
TRANSPORTATION TRUST

OCTOBER 16, 2020

# Half-penny branding

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The half-penny branding helps to identify vehicles, services and projects paid with sales surtax funds.





Examples of  
half-penny  
branding



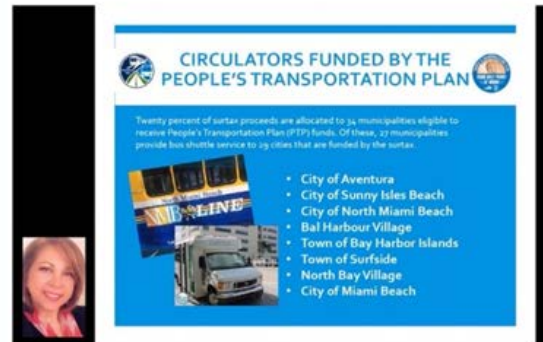
# Examples of half-penny branding





# Community Engagement

The Office of the Citizens' Independent Transportation Trust continues to identify outreach opportunities to educate the public on the surtax and the oversight activities of the Transportation Trust.



↑ Virtual Community Outreach  
TPO's  
'A Taste of Transportation' series

# Social media

Social media offers a great opportunity to cross promote services and projects funded by the half-cent sales surtax.

Follow us and engage with us on **Twitter: @GoCITT**

Tag us on your posts and we will like or re-Tweet your post.



# Social media

Like us and engage with us on **Facebook:**  
**CITIZENS' INDEPENDENT TRANSPORTATION TRUST**



Follow us and engage with us on  
**Instagram:**  
**@TRANSPORTATIONTRUST**







# Community events

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Share with us and tag us on social media posts about new services, sites, and new vehicles funded by surtax dollars, and we will share on our social media platforms and publications.



# ‘Did You Know?’ campaign




We implemented the ‘Did You Know’ public information campaign, which is centered around ads placed inside Metrobus and Metrorail vehicles to inform the public about the status of the People’s Transportation Plan funded projects.



These informational pieces were restructured for use on social media.



Help us promote this information by sharing them on your vehicles, bus stops, websites, publications, social media, and other information platforms.



**Apply to Become a Member  
of the Transportation Trust**

Are you passionate about improving transportation and mobility solutions in South Florida? Do you want to make a difference in your community? The Citizens' Independent Transportation Trust is looking for people like you to serve on the Trust.


The Transportation Trust is the 15-member volunteer body created to oversee how the proceeds of the half-cent sales surtax are invested in transportation projects. The surtax generates approximately \$300 million annually and is used for a broad range of projects, which have included the Orange Line Metrorail extension to Miami International Airport, a new fleet of Metrorail vehicles and a variety of municipal projects, including trolley service in 29 cities.

Trust members review and make decisions on contracts requesting the People's Transportation Plan funding, monitor the progress of surtax-funded road and transit projects, and oversee the management of the PTP Municipal Transportation Program. During their tenure on the Transportation Trust, members are not allowed to conduct business with the County.

Transportation Trust members are dedicated to advancing the community's vision for public transportation using their knowledge, skills and experiences, and they invite you to join them by submitting your application to become a member. This is a volunteer position and members do not receive a salary.

Applications and additional information are available online at [www.miamidade.gov/CITT](http://www.miamidade.gov/CITT), or by calling Nya Lake at the Office of the Citizens' Independent Transportation Trust at 305-375-1357.

Like us on Facebook: CITIZENS' INDEPENDENT TRANSPORTATION TRUST  
Follow us on Twitter: @GoCITT  
Follow us on Instagram: @transportationtrust



# CITT Member Recruitment

The Citizens' Independent Transportation Trust is looking for new members who can advance the community's vision for public transportation using their knowledge, skills and experiences.

Apply by:

→ Visiting our website at:  
[www.miamidade.gov/citt](http://www.miamidade.gov/citt)  
(Member Recruitment tab)

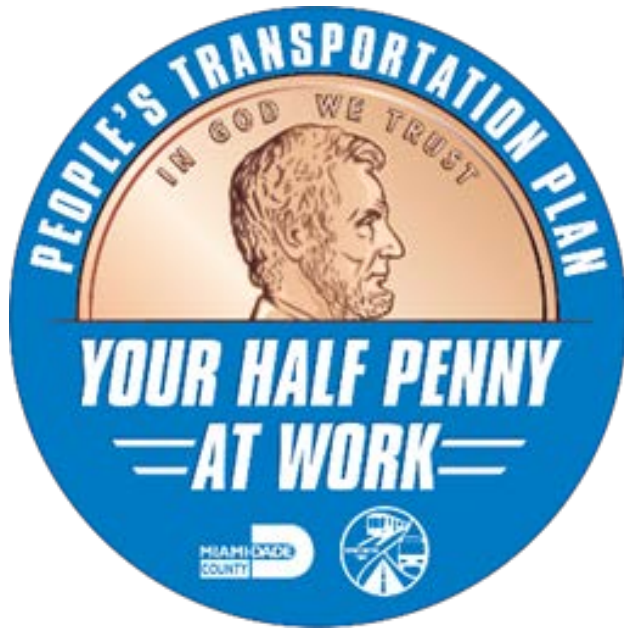
download an application and apply

→ Or call **305-375-1357** to request an application



# Thank you!

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