

“The SMART Plan needs to move forward and the government needs to be ready to implement successful solutions.”

– Glenn J. Downing, CFP®, Chairman, Transportation Trust

“We must continue to research the technology of tomorrow, to reduce roadway congestion and to produce another viable option for our residents.”

– Mayor Carlos Gimenez, Miami-Dade County

“If transportation is our number one priority, then our budget needs to begin to reflect that.”

– Esteban L. Bovo, Chairman of the Miami-Dade Board of County Commissioners;
Chairman of the Transportation Planning Organization Governing Board

“Cities are not just abstract concepts but comprised of people, and it is people’s quality of life that is affected. Connectivity is essential to building community, as it provides access to education, economic opportunities, social events and many other facets of community life.”

– Mayor Oliver G. Gilbert, City of Miami Gardens;
President of the Miami-Dade County League of Cities

The goals of the 2017-2018 Transportation Summit are the three R’s - to regain a shared vision for the future and the SMART Plan, refocus on the People’s Transportation Plan 2.0 and innovative funding, and reignite a sense of urgency in moving forward.”

– Michael Putney, Senior Reporter on Politics and Government, Local 10 News

“We, as transportation planners need to fix that part of the equation that pertains to us, and that is occupancy. That 79% of single passenger vehicles is the biggest opportunity. That number needs to go down.”

– James Wolfe, Secretary, Florida Department of Transportation District 6

“Demographics and travel patterns highlight the importance of transit options.”

– Aileen Bouclé, Executive Director, Miami-Dade Transportation Planning Organization

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Overview of the 2017/18 Transportation Summit Proceedings



Implementing the Community’s Vision for Public Transportation

CITIZENS’ INDEPENDENT

TRANSPORTATION TRUST

**MIAMI MOVING
FOFOFORWARD**

Organized by the Citizens’ Independent Transportation Trust,
Miami-Dade County, the Board of County Commissioners, the Greater
Miami Chamber of Commerce, the Miami-Dade County League of Cities, the
Transportation Planning Organization and the South Florida
Regional Transportation Authority.



Advancing the Community's Vision for Public Transportation

The citizens of Miami-Dade County approved the half-cent Charter County Surtax on November 5, 2002 to implement the People's Transportation Plan (PTP). The PTP is a coordinated program of transit and roadway projects which includes expansion of the Metrobus system, extensions to the Metrorail, improving traffic signalization, major and neighborhood roads and funding the municipalities for transit and road improvements.



The Citizens' Independent Transportation Trust (Transportation Trust) was also created by voters to oversee expenditure of Surtax proceeds and implementation of the PTP.

On January 25-26, 2018 the Transportation Trust presented the "2017/18 Transportation Summit – Implementing the community's vision for public transportation" in conjunction with Miami-Dade County, the Board of County Commissioners (BCC), the Greater Miami Chamber of Commerce, the Miami-Dade County League of Cities, the Transportation Planning Organization and the South Florida Regional Transportation Authority.

The theme of the 2017/18 Summit – "Implementing the Community's Vision for Public Transportation," steered the conversation towards transportation applications and strategies that would alleviate congestion, and respond to the residents' demand for action from elected officials and transportation agencies. All major transportation agencies were represented at the summit, as well as elected and appointed officials who lead local transportation improvement efforts.

The two-day event included an Opening Session with keynote addresses by Miami-Dade County Mayor Carlos A. Gimenez, BCC Chairman Esteban L. Bovo, Jr. and Miami Gardens Mayor Oliver G. Gilbert. Michael Putney, the senior reporter on politics and government at WPLG Local 10 News, served as the Moderator. Miami-Dade Commissioner Dennis C. Moss served as Master of Ceremonies for the session on funding the SMART Plan on the second day.

Nearly 350 participants attended the Summit and the proceedings were broadcast live for web viewers and a live Twitter feed was available for those participating through social media. There was an Exhibitor Hall coordinated by the Greater Miami Chamber of Commerce with over 20 exhibitors who presented their products, plans and transportation applications.

Key Themes

Four key themes emerged from the discussions at the summit: *Future of Public Transportation, Transportation Financing, Livability and Transportation Modes and Alternatives.*

1. The Future of Public Transportation

The Summit revealed two differing views on transportation improvements. One approach favors the incremental application of short-term solutions that will provide immediate relief to traffic congestion. The other approach includes focusing resources on a comprehensive long-term solution that reflects the preferences of residents in the specific corridors.

2. Transportation Financing

Addressing the transportation needs of the population of Miami-Dade County would require partnerships and multiple funding sources. Participants referred to a "lasagna" of funding sources, including the traditional federal and state mechanisms, as well as public-private partnerships, various value-capture tools, and increasing revenues through 'upzoning', or zoning changes that allow for higher densities along the transit corridors.

3. Livability

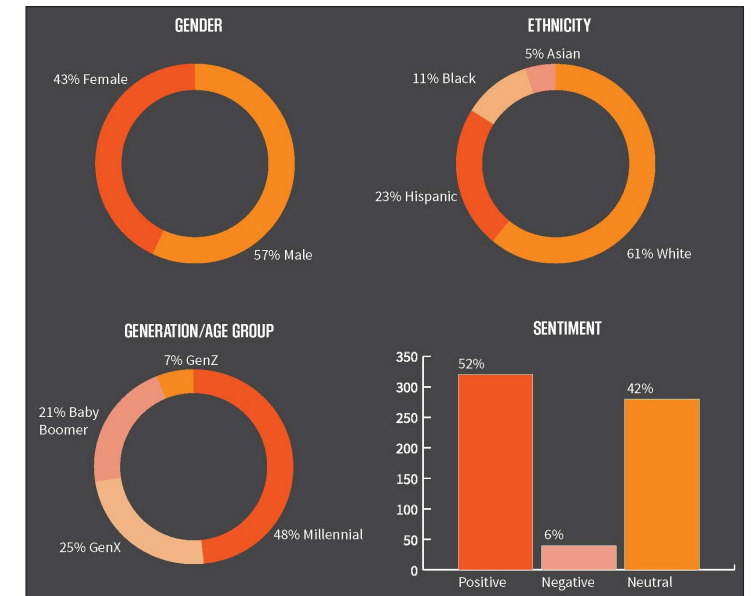
The strongest consensus at the Summit was the importance of advancing transportation options for quality of life and sustaining livable communities. Livability was defined in various terms, including access and connectivity, housing costs, employment opportunities, convenience, and walkability. Participants emphasized public transportation as an important mobility option.

4. Transportation Modes and Alternatives

The six corridors in the SMART Plan were discussed throughout both days of the summit. These corridors incorporate various transit modes whose feasibility and cost are under study while others require additional reviews and funding for implementation. There was also a great deal of discussion on the potential for new technologies to change the way people travel.

Community Engagement

The 2017/18 Summit featured expanded efforts to engage a cross section of the community in the discussion of critical transportation issues, to generate input and dialogue before, during and after the summit. The live Twitter feed, live broadcast of the proceedings and archiving the video feed online were important elements in achieving these goals. Among these methods social media outreach via Twitter and Facebook prior to the event and a live Twitter feed at the Summit increased the penetration to populations not present at the event and those who routinely use social media to communicate on important issues.



This graph helps summarize who was engaged during the 2017/18 Summit and this information can also be used moving forward to shape future engagement campaigns and goals.

The Summit's online audience over a seven day period, January 23, 2018 – January 30, 2018, was 412,700 with each post reaching an average of 617 people. Of this audience, 48% fell within the millenials age range, 18-33 years old, which was a target group of the outreach plan. The engaged audience was close to balanced between men,(57%) and women, (43%).

During that same seven day period before and after the summit, 1.5 million social impressions were made surrounding the summit with each post receiving an average of 2,300 impressions.



Carlos A. Gimenez
Mayor of Miami-Dade County



Oliver G. Gilbert
Mayor of the City of Miami Gardens



Esteban L. Bovo, Jr.
Chairman of the Board of County Commissioners



Dennis C. Moss
Commissioner on the Board of County Commissioners



Michael Putney
Senior Reporter on Politics & Government at Local 10 News



Glenn J. Downing
Chairman of the Transportation Trust



Gene Schaefer
Chairman of the Greater Miami Chamber of Commerce



Dr. John Wensveen
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