

Memorandum



Date: December 28, 2015

Agenda Item No. 2(B)7

To: Honorable Chairman Jean Monestime
and Members Board of County
Commissioners

January 20, 2016

From: Carlos A. Gimenez
Mayor

A handwritten signature in black ink, appearing to read "Carlos A. Gimenez".

Subject: Miami-Dade Transit Update on Partnership with Miami-Dade County Public
School System and Private Charter Schools - Directive #142474

This report is in response to a directive at the September 16, 2014 Board of County Commissioners (Board) meeting, where Commissioner Rebeca Sosa directed that Miami-Dade Transit (MDT) partner with the Miami-Dade County Public School System (MDCPS) and private charter schools to create an informational campaign to educate students about and encourage the use of public transportation (R-821-14). Currently, there are over 5,800 active students in MDT's K-12 Discount Fare Program.

Working in conjunction with the Communications Department, MDT launched a new K-12 Program campaign in August 2015. The campaign included:

- direct Mailers to all private and public schools in Miami-Dade County;
- flyers distributed through Miami-Dade County Summer Camps;
- radio advertisements in English, Spanish and Creole;
- Pandora Radio with a clickable web banner;
- exterior bus advertisements;
- online display banners;
- search engine marketing, an advertising words campaign on major search engines focused on key terms associated with the campaign;
- boosting posts on social media;
- e-mail blast to parents; and
- print advertisements in newspapers/magazines.

In addition, MDT has had a very successful six-year partnership with City Year, Inc. (City Year) to promote transit via a wide array of service activities designed to provide participants with a close-up and hands-on view of the transit system. Activities have ranged from beautification of Metrorail and Metromover stations to direct outreach to K-12 students. For the most recent school year, the City Year program's 212 participants received EASY Card passes in exchange for an equivalent of 3,500 service hours. These service hours included providing direct K-12 outreach at 18 schools in the form of meeting with parents to inform them of the benefits of the K-12 Program, dissemination of program literature, and assistance with application completion.

MDT is committed to educating our K-12 riders and will continue working collaboratively with the Communications Department, MDCPS, and private charter schools to expand programming, and will report back to the Board within six (6) months on those efforts.

Honorable Chairman Jean Monestime and Members
Board of County Commissioners
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Pursuant to Ordinance 14-65, this memorandum will be placed on the next available Board of County Commissioners meeting.

Should you require additional information, please contact Alice N. Bravo, P.E., Director of MDT, at (786) 469-5406.

- c: Alina T. Hudak, Deputy Mayor/Director, Public Works and Waste Management Department
- Ed Marquez, Deputy Mayor and Director, Finance Department
- Alice N. Bravo, P.E., Director, Miami-Dade Transit
- Michael Hernandez, Director of Communications, Office of the Mayor
- Inson Kim, Director, Communications Department
- Eugene Love, Agenda Coordinator

MEMORANDUM

Amended
Agenda Item No. 11(A)(7)

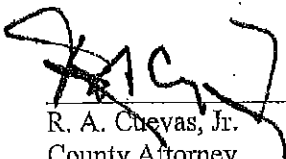
TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

DATE: September 16, 2014

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution directing the County Mayor to partner with the Miami-Dade County School Board and private and charter schools within Miami-Dade County to create an informational campaign to educate students about and encourage use of the County's public transit system
Resolution No. R-821-14

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Chairwoman Rebeca Sosa.



R. A. Cuevas, Jr.
County Attorney

RAC/smm



MEMORANDUM

(Revised)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

DATE: September 16, 2014

FROM: 
R. A. Cuevas, Jr.
County Attorney

SUBJECT: Amended
Agenda Item No. 11(A)(7)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous ____) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Amended
Agenda Item No. 11(A)(7)
9-16-14

RESOLUTION NO. R-821-14

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO PARTNER WITH THE MIAMI-DADE COUNTY SCHOOL BOARD AND PRIVATE AND CHARTER SCHOOLS WITHIN MIAMI-DADE COUNTY TO CREATE AN INFORMATIONAL CAMPAIGN TO EDUCATE STUDENTS ABOUT AND ENCOURAGE USE OF THE COUNTY'S PUBLIC TRANSIT SYSTEM

WHEREAS, Miami-Dade County's public transportation system of Metrobuses, Metrorail and Metromover provide vital transportation services for members of the public regardless of age; and

WHEREAS, this Board encourages its residents and visitors to avail themselves of the many public transit options available; and

WHEREAS, one of the best ways to increase ridership is to educate residents at a young age about the availability and advantages of public transit options; and

WHEREAS, it is important that the County Mayor, the County Mayor's designee, and Miami-Dade Transit reach out to these young members of our community and educate them and encourage them to make public transportation a part of their lives; and

WHEREAS, the best way to educate young residents is to partner with the School Board as well as the various charter and private schools and create educational, informational and age-appropriate promotional materials, handouts, and live classroom or school-wide presentations related to Miami-Dade Transit; and

WHEREAS, this Board urges the County Mayor or appropriate staff to partner and work with the School Board and relevant school officials to create and implement such an educational and informational program in the upcoming school year in all public, private, and charter schools throughout Miami-Dade County; and

WHEREAS, this partnership should be not only for the upcoming school year, but should be an ongoing program so that students continue to receive information and education on the topic of transit,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the County Mayor or County Mayor's designee is directed to partner with the Miami-Dade County School Board and private and charter schools within Miami-Dade County to create an informational campaign to educate students about and encourage use of the County's public transit system.

The Prime Sponsor of the foregoing resolution is Chairwoman Rebeca Sosa. It was offered by Commissioner **Sally A. Heyman**, who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

	Rebeca Sosa, Chairwoman	aye	
	Lynda Bell, Vice Chair	absent	
Bruno A. Barreiro	aye	Esteban L. Bovo, Jr.	aye
Jose "Pepe" Diaz	aye	Audrey M. Edmonson	aye
Sally A. Heyman	aye	Barbara J. Jordan	aye
Jean Monestime	aye	Dennis C. Moss	aye
Sen. Javier D. Souto	aye	Xavier L. Suarez	absent
Juan C. Zapata	aye		

The Chairperson thereupon declared the resolution duly passed and adopted this 16th day of September, 2014. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS



HARVEY RUVIN, CLERK

Christopher Agrippa

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

A handwritten signature in black ink, appearing to read "ASB", is written over a horizontal line.

Alex S. Bokor