

CHAPTER 3

CIVIC ENGAGEMENT



3.0 CIVIC ENGAGEMENT

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) and address other transportation-related issues. 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, 2016.



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 on-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 Metropolitan Planning Organization (MPO) 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 July 6, 2016. 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.

3.2.3 Transportation Planning Technical Advisory Committee (TPTAC)

DTPW presented to the TPTAC on July 6, 2016. The MPO 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 a voting membership on the Transportation Planning Council (TPC), including DTPW and other county departments, the six largest cities within the County, Miami-Dade Expressway Authority, Florida Department of Transportation, Miami-Dade County Public Schools, and the South Florida Regional Transportation Authority.

3.2.4 Electronic Communication

DTPW promoted TDP outreach activities and encouraged input through its electronic communication outlets. Notices were posted on the DTPW, MPO, and CITT websites. DTPW posted information on its Facebook page (www.facebook.com/MiamiDadeTransit) and through its Twitter account (www.twitter.com/iridemdt). 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 direct TDP-related comments. DTPW staff received 21 emails through this address.

DTPW used the Community Information and Outreach Center's (CIAO) electronic (www.miamidade.gov or 311@miamidade.gov) and telephone (3 -1-1, 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.

3.3 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 Corporate Discount Program (CDP) and Golden Passport Program, DTPW also reaches a wide variety of potential patrons. Appendix A.4 presents an overview of the outreach under the CDP undertaken in 2015 as well as outreach conducted as part of the Golden Passport Program.



In order to promote participation in the TDP development process DTPW actively engaged the public at various public events. DTPW participated in 9 outreach events throughout the course of the development of the TDP where DTPW and requested input via comment cards from attendees. Comment cards were also stocked at all metrorail stations. A listing of these events and distribution sites can be found in Appendix A.4. The data collected from the comment cards and the online survey are analyzed and presented in Section 3.4

3.4 Survey Results

A survey instrument was developed to gather input from the general public, both transit and non-transit users. In order to reach a wider audience, electronic surveys were posted on DTPW's website and distributed through e-mail blasts. A shorter version of the electronic survey was developed and printed in a brochure. Both electronic and hard copy surveys were available in English, Spanish, and Creole. DTPW staff also participated in various events where the public was afforded the opportunity to provide feedback regarding DTPW services as well as offer comment regarding future priorities. The brochures were distributed around the county as well as passed out at various events. Participants could take the survey and return via postage-paid mail.

MDT successfully used surveying to gather input from the public to be used for the TDP. Electronic surveys were posted on MDT's website and distributed through e-mails blasts. The surveys could be taken in English, Spanish, or 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.4. 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, or Creole.

The number of completed surveys is displayed in Table 3-1. Approximately 8% were taken in Spanish and none of the surveys were taken in Creole.

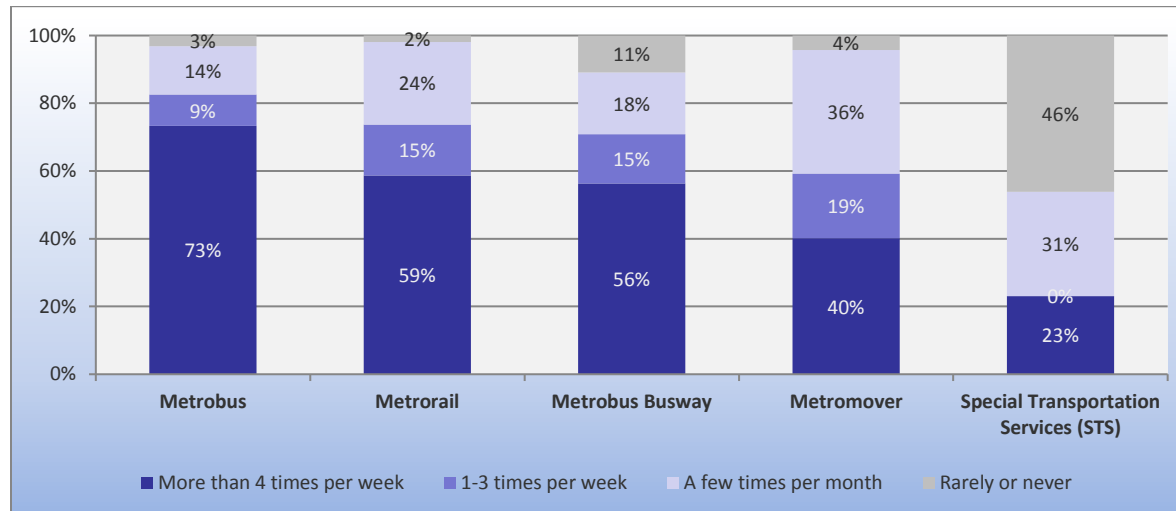
Table 3-1: Survey Responses by Survey Type

Survey Version	Number of Participants
English	281
Spanish	25
Total	306

A summary of all survey results is provided in Appendix A.7. The following graphs present a few of the survey question responses.

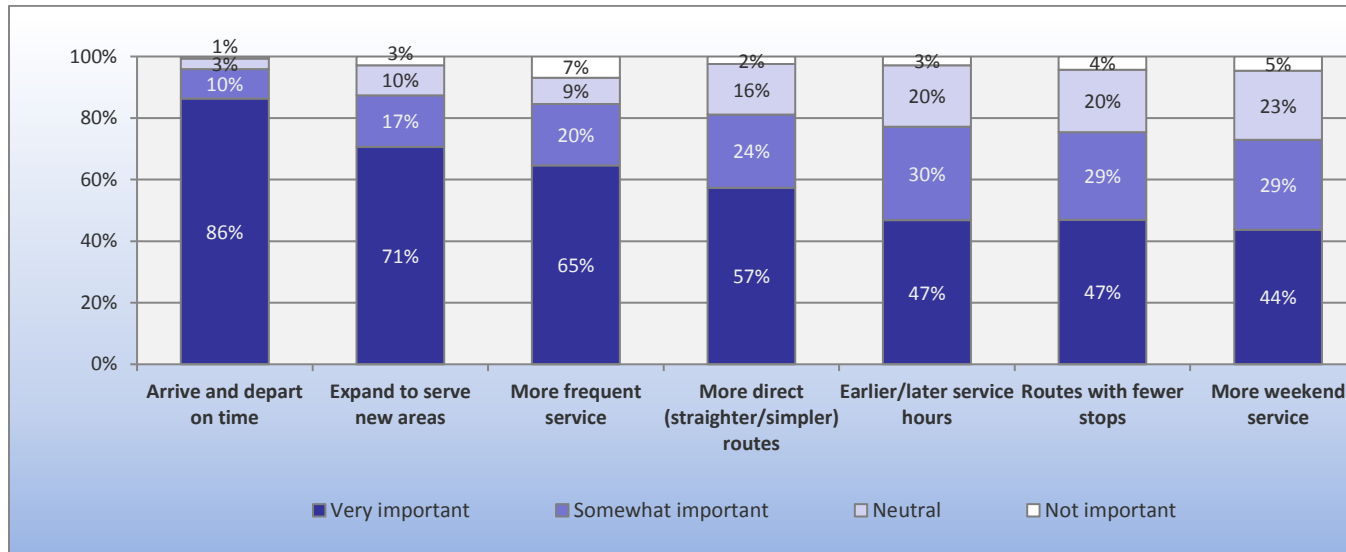
Figure 3-1 examines what type of rider the respondents are. Over 70 percent of the respondents are regular users of Metrobus, and nearly 60 percent use Metrorail regularly.

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



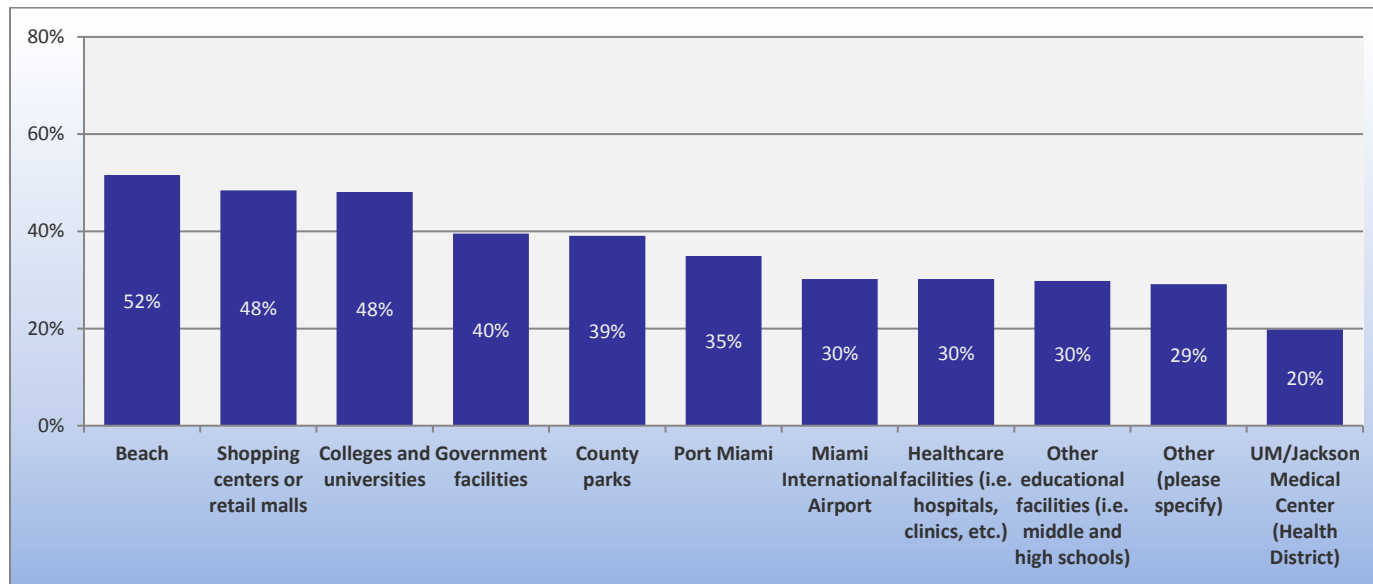
When asked about prioritization of service needs, the most important need noted is on-time performance as shown in Figure 3-2. On-time performance is followed by expanding to new service areas and more frequent service. When broken down by mode, the results are similar (see Appendix A.7)

Figure 3-2: SERVICE – What Should MDT's Priorities Be for the Next Ten Years?



When asked about what destinations MDT could serve better, respondents indicated that the beach followed closely by shopping centers and colleges and universities could be served better. Figure 3-3 displays the full results from this question. For those who indicated “Other” as a response, the most popular responses were for sports stadiums and tourist attractions, such as the zoo.

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



Full results from the survey can be found in Appendix A.7.

This page intentionally left blank