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## Gaining Consensus and Successfully Implementing Regional Transit Initiatives

### Securing a Dedicated Source of Funding



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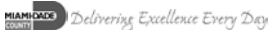
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## Transportation Challenges

- South Florida is a beautiful place to live.
- More people, more congestion.
- Ranked 6<sup>th</sup> by TTI as most congested metropolitan area.
- Miami-Dade County Growth 2000-2030
  - 43% increase in population
  - 48% increase in automobiles
  - 40% increase in automobile trips



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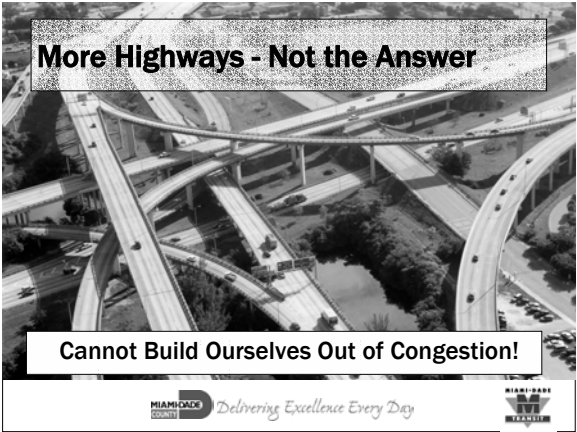
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## More Highways - Not the Answer

Cannot Build Ourselves Out of Congestion!

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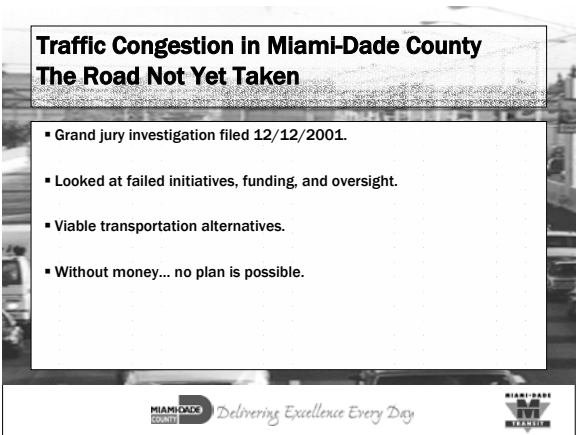
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## Traffic Congestion in Miami-Dade County The Road Not Yet Taken

- Grand jury investigation filed 12/12/2001.
- Looked at failed initiatives, funding, and oversight.
- Viable transportation alternatives.
- Without money... no plan is possible.

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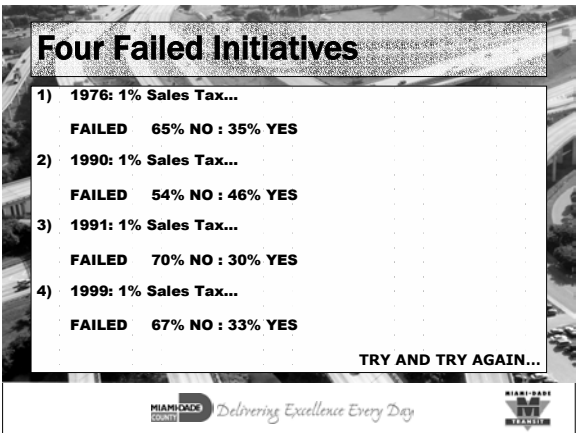
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## Four Failed Initiatives

- 1) 1976: 1% Sales Tax...  
**FAILED 65% NO : 35% YES**
- 2) 1990: 1% Sales Tax...  
**FAILED 54% NO : 46% YES**
- 3) 1991: 1% Sales Tax...  
**FAILED 70% NO : 30% YES**
- 4) 1999: 1% Sales Tax...  
**FAILED 67% NO : 33% YES**

**TRY AND TRY AGAIN...**

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# Federal Transit Administration

“Unless Miami-Dade County establishes a local dedicated source of funding, the FTA is less likely to provide dollars for the expansion of a rail corridor system.”

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# Comparison 1999 to 2002

1999 TRANSIT NOT TOLLS CAMPAIGN	2002 PEOPLE'S TRANSPORTATION PLAN
Top to Bottom Approach	Bottoms-Up Approach
County creates TNT plan. No input is solicited from the community.	County turns to community for input on solving the transportation problems. 80 public meetings, 2 transportation summits, radio call-in shows, municipal and community council meetings.
Plan includes transit improvements (bus and rail expansion), as well as a multitude of non-transportation programs, such as scholarships, funding for arts programs, etc.	PTP only contains transit and transportation-related projects.
Transit improvements listed in general terms.	PTP provides a detailed list of transit projects.

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# 1999 – 2002 Comparison Continued...

1999 TRANSIT NOT TOLLS CAMPAIGN	2002 PEOPLE'S TRANSPORTATION PLAN
<b>TNT = One Percent Sales Tax Increase</b>	<b>PTP = Half Percent Sales Tax Increase</b>
Did not include a maintenance of effort/general fund subsidy to MDT.	Includes maintenance of effort/\$112 million annual subsidy from the general fund.
Oversight is not independent.	Citizen's Watchdog Group is independent with powers over PTP.
Municipal Share limited to reimbursement equivalent to local options gas tax.	Municipal Share equals 20% of revenues generated.
Campaign managed by outsiders.	Campaign managed in-house by county staff/grassroots effort.
Over \$1 million raised from the private sector.	No fundraising.

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## Select Comments from Transportation Summit I

### BUS COMMENTS

- Expand bus service.
- Educate citizens on how much money they will be saving by using mass transit.
- Market transit to a higher number of people.
- Smaller buses and extended hours of service.
- Have signage that tells passengers when next bus or train is coming with waiting time indicator.
- Improve the bus stops by adding more shelters.
- More buses at Metrorail stations, with more frequency.

### ROAD AND HIGHWAY COMMENTS

- Highways are not the solution.
- More parking facilities needed along rail line and Busway.
- Improve traffic signal synchronization.
- Need more E/W corridors.
- Need better connections between expressways.
- Limit number of curb cuts on major throughways.
- Increase speed of road construction.
- Traffic contra-flow: moveable barriers that can be used to redirect traffic in emergencies.
- Expedite road resurfacing process.

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## Select Comments from Transportation Summit I

### RAIL COMMENTS

- We need more rail expansion.
- Expand existing Metrorail routes and connect it to neighborhoods.
- Need more E/W corridors.
- Extend the east and west Rapid Transit Line.

### WHO WILL OVERSEE THE FUNDS?

- Citizens appointed to citizen's committee by elected officials.
- No "Bait and Switch" (Maintenance of efforts clause).
- Elected officials have ultimate responsibility.
- New funds go on top of existing county resources.
- Make sure money on half-penny tax is used specifically for transit.
- Oversight body composed of knowledgeable citizens.
- Not elected officials.
- League of Cities can be a good source of nominations.
- Need to be independent and unchangeable.

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## More Input Sought...

### April 22, 2002

#### MUNICIPAL TRANSPORTATION ROUNDTABLE

- Over 23 municipalities, their Mayors and representatives attended.
- Hosted by the Honorable Manny Diaz, Mayor, City of Miami.

### April 25, 2002

#### COMMUNITY COUNCIL CHAIRS TRANSPORTATION ROUNDTABLE

- A majority of community councils were represented at this forum.

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### April 27, 2002 Transportation Summit II

- Staff provided an overview of transportation needs identified by the public at Summit I
  - Bus service options
  - Rapid transit options
  - Major highway and road options
  - Neighborhood improvements
  - Funding options
  - Governance options
- Public is provided opportunity to prioritize transportation needs using the "dot" voting technique.
- Over 1,300 citizens participated.

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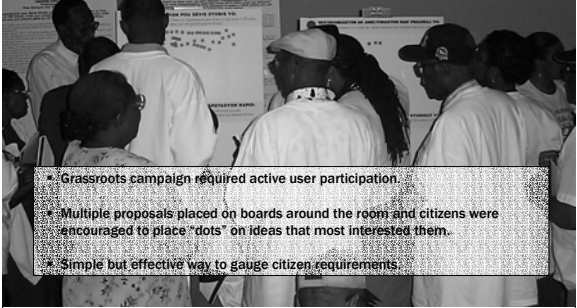
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### "Dot" Voting in Action



- Grassroots campaign required active user participation.
- Multiple proposals placed on boards around the room and citizens were encouraged to place "dots" on ideas that most interested them.
- Simple but effective way to gauge citizen requirements.

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### Transportation Priorities Selected at Summit II



**Bus Service Improvements**

- Expand bus service
- Increase frequency
- Provide better bus shelters
- Expand municipal circulators

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## Transportation Priorities Selected at Summit II

### Rapid Transit Improvements

- Improve existing Metrorail frequency
- Expand rapid transit lines to all segments of the community:
  - North Corridor
  - East-West Corridor (including Miami Beach)
  - Northeast Corridor
  - Rail connectivity to Airport
  - Extend existing Metrorail further south

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## Transportation Priorities Selected at Summit II

### Highway and Road Improvements

- Upgrade county's traffic signalization system
- Construct major ingress/egress improvements in Downtown Miami
- Create reverse flow lanes on major thoroughfares

### Neighborhood Improvements

- Repair sidewalks
- Install drainage
- Landscape beautification
- Accelerate ADA accessibility to bus stops program

### Municipal Improvements

- Cities receive a pro-rata share (determined by population) of 20% total surtax revenues to be used for transportation
- Cities are mandated to dedicate 20% of their surtax funds to transit projects

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## Keep Your Board Informed on Progress.

### May 7, 2002

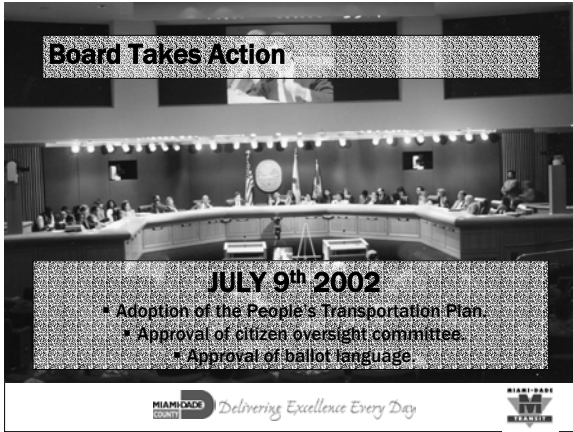
Status report to Board of County Commissioners (BCC) regarding transportation outreach effort.

### May 21, 2002

BCC receives and reacts to potential ballot language.

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## Board Takes Action

**JULY 9<sup>th</sup> 2002**

- Adoption of the People's Transportation Plan.
- Approval of citizen oversight committee.
- Approval of ballot language.

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## Take the Plan to the People

**July - November 2002**

We took the people's plan to the community in a massive grassroots campaign.

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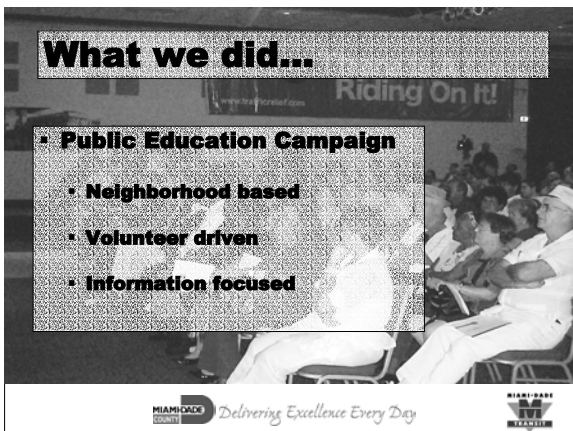
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## What we did...

- **Public Education Campaign**
  - Neighborhood based
  - Volunteer driven
  - Information focused

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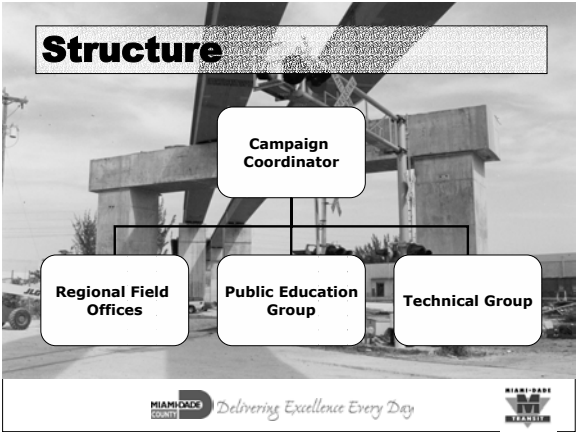
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**Core Group**

- Key Elected Officials
- County Manager
- Campaign Coordinator
- Research and Public Education Lead Staff
- Regional Field Office Coordinators

*Ensuring "Vision and Mission" of the public education campaign.*

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MIAMI-DADE 2000 US CENSUS

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**Technical Group**

- Research - database
  - Focus groups
    - All demographics
    - Helped us identify the "message"
- Previous election results
  - Helped target the efforts
- Training
  - Ensuring only one message
  - Neighborhood based

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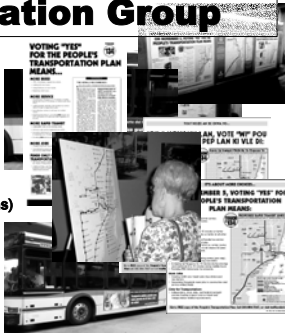
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## Public Education Group

- **Speaker's Bureau**
  - Neighborhood based
- **Collaterals**
  - Brochures (tri-lingual)
  - Handouts
  - Posters (public buildings, bus/trains)
  - PowerPoint presentations, boards
- **Media**
  - Purchased vs. earned



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## Regional Field Offices

### SOUTH

South Dade Government Center  
10710 SW 211 ST, Suite 208  
Miami, Florida 33157

Judy Seldner, Regional Coordinator

### CENTRAL

Edison/Little River Neighborhood Center  
160 NW 79<sup>th</sup> Street, Room 608/610  
Miami, FL 33150

Seraphin Bernard, Regional Coordinator

### NORTH

North Dade Justice Center  
18666 Biscayne Boulevard, Suite 104  
Miami, Florida 33160

Clinton Forbes, Regional Coordinator

### WEST

Miami Dade Permitting & Inspection Center  
11806 SW 26<sup>th</sup> Street (Coral Way), Room 207  
Miami, FL 33175

Nestor Toledo, Regional Coordinator

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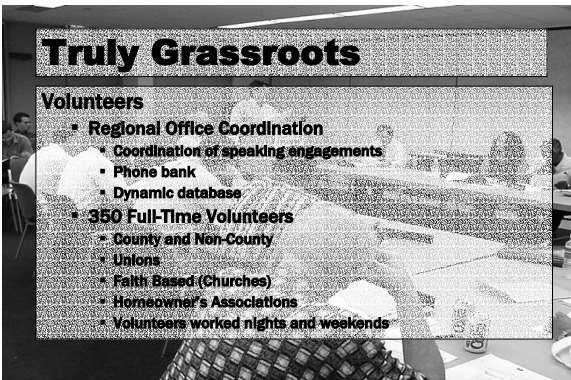
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## Truly Grassroots

### Volunteers

- **Regional Office Coordination**
  - Coordination of speaking engagements
  - Phone bank
  - Dynamic database
- **350 Full-Time Volunteers**
  - County and Non-County
  - Unions
  - Faith Based (Churches)
  - Homeowner's Associations
  - Volunteers worked nights and weekends



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## Community Based Transportation Partners

### Coordination with Other Organizations

- Miami-Dade League of Cities
- Unions
- Chambers of Commerce
- Citizen's Transportation Advisory Committee (CTAC)
- People Acting for Community Together (PACT)

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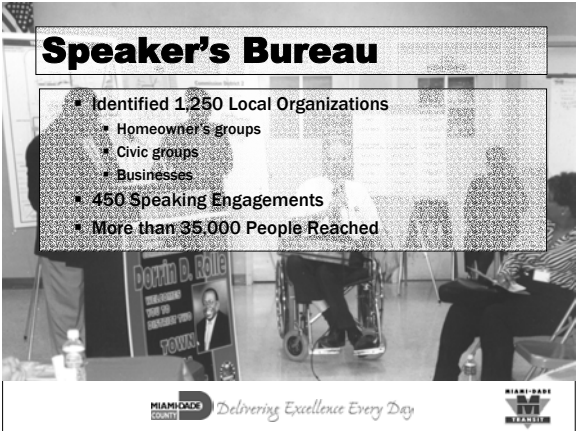
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## Speaker's Bureau

- Identified 1,250 Local Organizations
  - Homeowner's groups
  - Civic groups
  - Businesses
- 450 Speaking Engagements
- More than 35,000 People Reached

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## Community Events

- Innovative Outreach Techniques
  - 20+ events
  - Free give-aways
  - Major transit transfer points
  - Festivals
  - Cultural/sporting events
- Canvassing
  - Door-to-door
  - Faith-based

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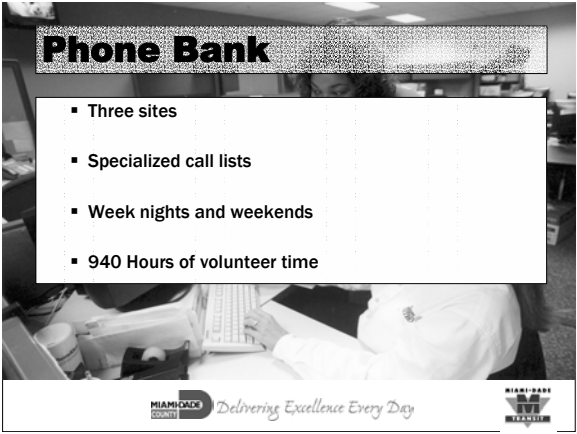
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## Phone Bank

- Three sites
- Specialized call lists
- Week nights and weekends
- 940 Hours of volunteer time

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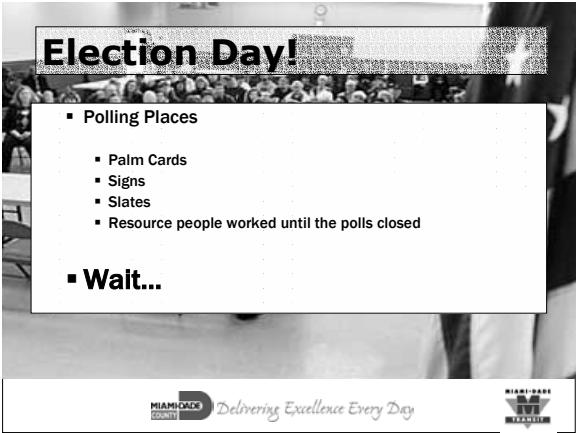
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## Election Day!

- Polling Places
  - Palm Cards
  - Signs
  - Slates
  - Resource people worked until the polls closed
- Wait...

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# NOVEMBER 5, 2002 ELECTION DAY

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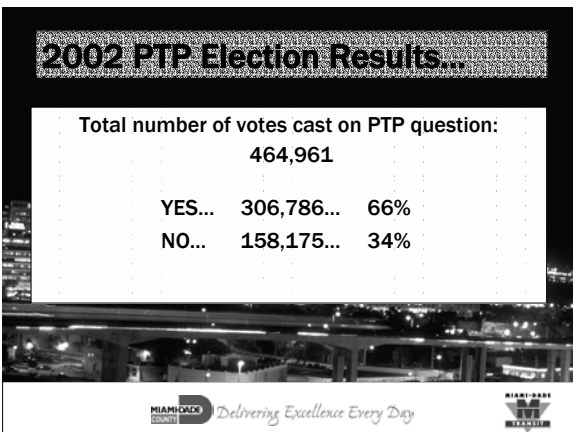
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## Comparison : 1999 vs. 2002

### 1999

- Overall Results
  - 33% - Yes
  - 67% - No
- Precinct results (743 precincts)
  - 66 - Won
  - 677 - Lost

### 2002

- Overall Results
  - 66% - Yes
  - 34% - No
- Precinct results (747 precincts)
  - 704 - Won
  - 9 - Tied (50/50)
  - 34 - Lost

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