

Get Going

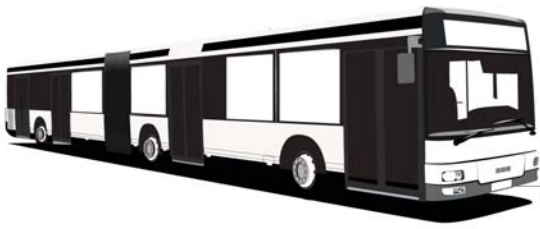
The smarter, quicker way to travel.

A Near-Term Plan for Improved Transportation Services Public Information Campaign



JACOBS

OCTOBER 2010
Work Order # GPC IV-07



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Vision Statement

Miami-Dade is making it easier to *Get Going* on its roadways and transit by using low-cost, but effective strategies to relieve congestion. The strategies combine tolling, transit, and technology enhancements that improve the performance of roadways, expressways, and bus routes. At a relative minimal cost to complete, this practical approach improves mobility in the near-term while helping future transit improvements become more sustainable.



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Brochure Distribution Plan

PURPOSE (A CALL TO ACTION)

To ensure that the brochure is read and not tossed aside, the brochure needs to prompt the audience to an action. The call to action will be to try the new services. We propose incentivizing the audience to do this by attaching a coupon to each brochure.

The coupon will allow the audience to try the new Miami-Dade Transit (MDT) service, free of charge. We propose giving the coupon user one free try (or round trip pass) that will allow the user to try the new service for one commute. The coupon should be valid for a limited time as determined by MDT. Miami-Dade Transit (MDT) will develop and approve specifics of the promotion.

This coupon will provide the audience a reason to try the system out for free before committing to a purchase. By attaching the coupon to the brochure, containing the near-term improvements information, the audience will more likely keep the brochure longer than just providing the information with no call to action. Also, by providing a coupon MDT will be able to track the responsiveness of the brochure campaign.

DISTRIBUTION STRATEGY

Since the near-term improvements are going to be rolled out incrementally over the next two to five years, the best use of the brochure will be to distribute concurrently with the opening of the new service(s) or at such time when specific improvement(s) are implemented. These improvements could include opening a new enhanced park-and-ride lot at NW 27th Avenue and NW 215th Street or Miami Dade College or rolling out express bus service on Dolphin Expressway (SR 836). Printing and distributing the brochure prematurely before any of the near-term transit improvements come online will be wasting resources.

LONG-TERM USE OF THE BROCHURE

We have designed this brochure so that if MDT intends it can use the brochure to promote new services over longer term, i.e. beyond just one-time use at the end of this work effort. To provide flexibility of using it over long term, the brochure content is kept generic yet relevant over the next two to five years and cohesive with the overall vision of improving travel in Miami-Dade County. In addition, the couple at the bottom of the brochure is adaptable to any new service or improvement that comes online. This coupon for the free ride can be made service or route specific by making minor edits, such as changing the route name and promotion expiration date. A digital version of the brochure will be provided to MPO and MDT for making appropriate edits before production and circulation. For instance, we are promoting the East-West Express route on Dolphin Expressway in the current version of the brochure. This could be easily edited to promote premium transit service on NW 27th Avenue with minor modifications to the coupon portion of the brochure.

BROCHURE DISTRIBUTION PLAN (CONTINUED)

DISTRIBUTION TO TARGET AUDIENCES

The primary focus of this campaign will be the new users that work adjacent to the new bus routes. A secondary focus will be aimed at the current users of the routes. Descriptions and distribution channels for each target audience are explained below.

New Users

This target audience consists of the major employers along the routes of the near-term improvements. More specifically, these are the employees that travel to and from work in the traditional work hours, the same times the Express and Limited Stop services will be running. This audience will be the primary target audience. A majority (75-80%) of the distribution efforts should be aimed towards this audience. The brochure will aim to get these potential users to try the system. We believe that once they try the new system, they will be more likely to incorporate that option into their daily commute.

Once the major employers are identified, agency staff will make contact with either the general manager or human resources manager to distribute the brochures to their employees. MDT and Miami-Dade MPO could partner with the South Florida Commuter Services and South Florida Regional Transportation Authority (SFRTA) to identify their clients along those new routes for brochure distribution.

Current Users

This secondary audience is the current users of the local bus service along the routes that will benefit from the faster service along the new routes. Distribution efforts aimed towards this audience could be less elaborate. The brochure's purpose will be to update the users of upcoming changes. Keeping the current customers "in the loop" will further enforce MDT's customer service focus. The brochures for this secondary audience will be distributed on the current bus routes. Another method for distribution of this group, could include an electronic or PDF copy of the brochure that is available for download when the user purchases or renews their Easy Card online. Small quantities could also be made available at Easy Card sales outlet locations along the new bus routes.



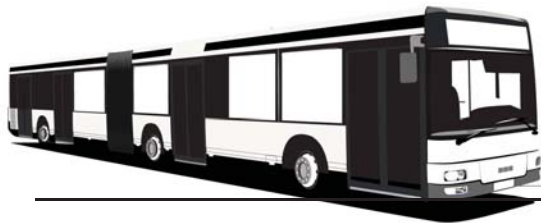
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Using the Webpage in the Long Term

This webpage is designed to be highly versatile and adaptable so that it can be used over the next two to five years. The webpage is programmed to be compatible with Miami-Dade Transit's (MDT) existing website. To keep the webpage current, MDT could relatively easily update this webpage with project specific information when it becomes available. Such information could include schedule, bus stop information, map, and so on.

The brochure could also be uploaded on the webpage so that all the collateral material for the public information program is available in electronic format in one location. The digital file will be in PDF format and press ready should printing be necessary.



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Get going with more efficient roadways and transit services.

Miami-Dade is working to speed up your commute with low-cost, effective strategies to relieve congestion. These strategies combine tolling, transit, and technology to improve the performance of major roadways, expressways, and bus routes.

Thousands of commuters are saving time with the I-95 High Occupancy Toll (HOT) lane that goes from the Golden Glades into downtown Miami. This service will be extended from the Golden Glades to the Broward County line. Other tolling improvements include the conversion of several expressways to open road tolling—preventing back ups at toll plazas.

Premium bus services are coming to the corridors approved by the People's Transportation Plan. Passengers enjoy all of the benefits of faster travel aboard state-of-the-art hybrid buses that represent the latest in green, fuel-efficient technology.

Hybrid buses used on the new Kendall Cruiser premium bus route provide limited-stop service along Kendall Drive between the Dadeland North Metrorail station and SW 162nd Avenue.

Additional premium routes will be implemented on the Dolphin Expressway, Biscayne Boulevard, NW 27th Avenue, and Flagler Street.

And the AirportLink, a 2.4 mile Metrorail extension to the Miami Intermodal Center, now under construction next to Miami International Airport is scheduled to open in 2012. The AirportLink will provide a direct rapid transit connection to MIA for the millions of residents, visitors, and workers who travel to and from the airport every year.

Stay informed with technology

You can check train arrival times on your laptop or mobile device with Train Tracker, while Kendall Cruiser passengers can check next bus arrival times with the new Bus Tracker. You can also sign up for e-mail or text alerts about service interruptions. Stay informed on transit schedules, updates, and traffic condition by calling 311 or using Google Transit.

Free Wi-Fi

Metrorail cars and several express bus routes are being equipped with free Wi-Fi accessibility so you can work on your laptop while you travel.

More Park & Ride lots

For more convenience, Miami-Dade is building more free Park & Ride lots where you can park your cars and hop on the bus.

Tap and go: It's that EASY!

No need to dig for the exact change when taking transit. Miami-Dade Transit's EASY Card is a reloadable transit smart card that automatically deducts your fare when you tap it on the Metrobus farebox or Metrorail faregate.

Updates

09/29/2010

Stay updated with the latest information concerning new premium bus service in your community.

- Kendall Cruiser
- More premium bus service coming soon!



For more information contact:

Main: 311

Main e-mail address: mpo@miamidade.gov

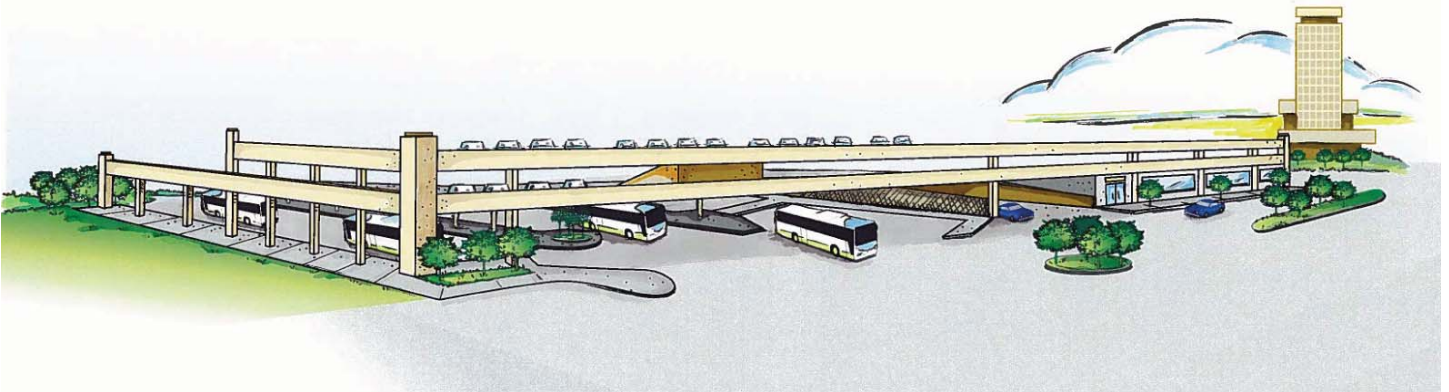
or visit: <http://go.miamidade.gov/getgoing>



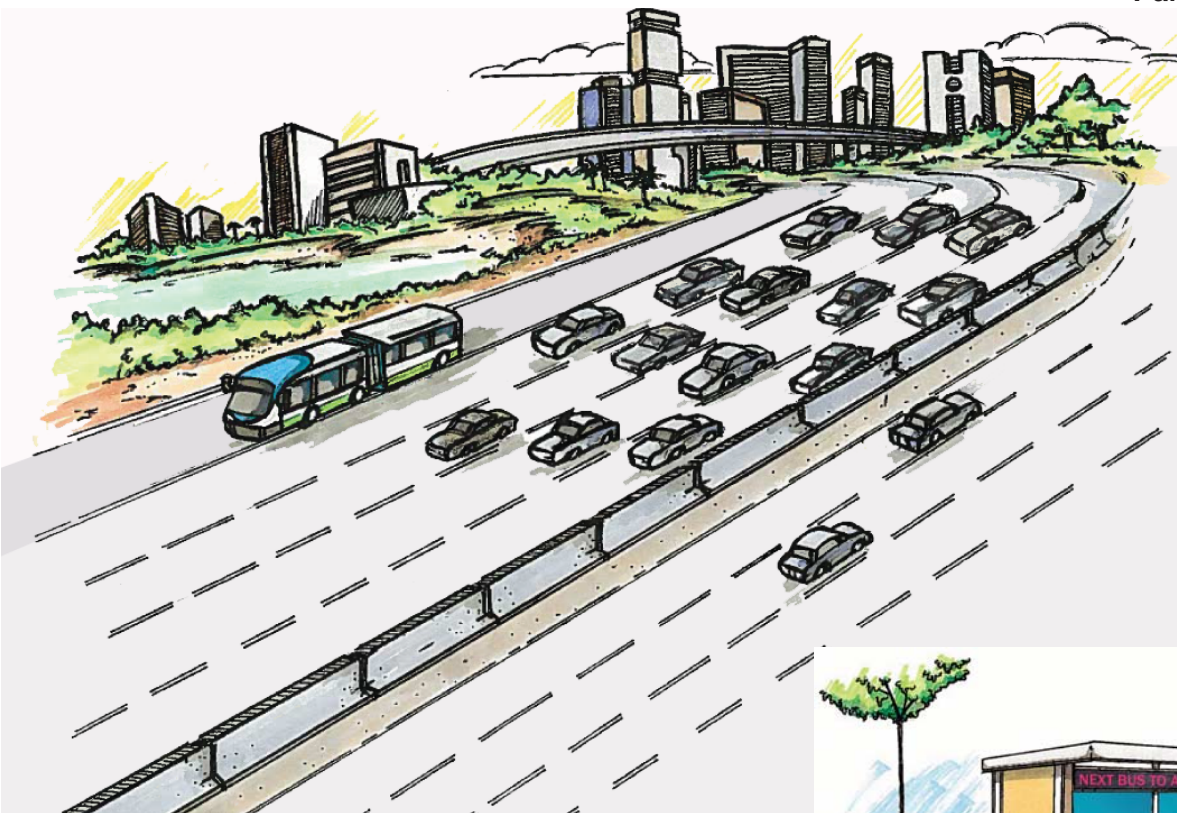
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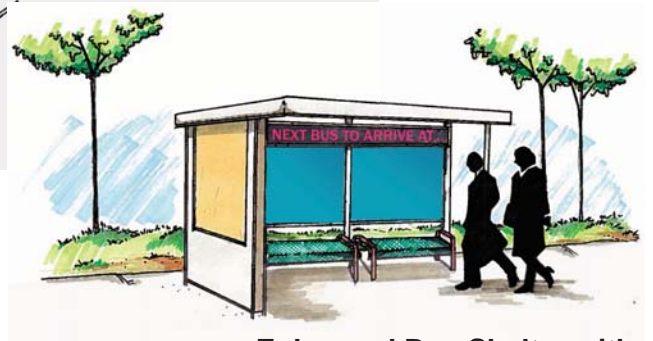
Artist's Renderings of Near-Term Transit Improvements



Park-and-Ride Facility



Express Bus on Dolphin Expressway



Enhanced Bus Shelter with Real-Time Information



Summary of Projects

SUMMARY OF PROJECTS IN THE NEAR TERM TRANSPORTATION PLAN FOR MIAMI-DADE COUNTY (2012 - 2015)

The Near-Term Transportation Plan was developed by the Miami-Dade County MPO as a second phase of an effort to improve existing transportation services within the county. The projects included in the Near Term Transportation Plan are to be implemented in the two- to-five-year time frame. The plan was developed in close coordination with Miami-Dade Transit (MDT), Miami-Dade Expressway Authority (MDX), the Florida Department of Transportation (FDOT) and other area transportation agencies and is consistent with the 2010 Transit Development Plan (TDP).

During the two-to-five-year time frame a number of key roadway and transit projects will be completed. Many of the new programmed transportation projects fall under the category of the transportation system management and operations (TSM&O) and are designed to improve the performance of facilities by increasing their efficiency. The projects incorporate demand management and intelligent transportation systems by using the 4-T's, tolling, transit, telecommuting, and technology. In addition, a number of less capital-intensive roadway and Metrobus improvements are planned for this time-frame.

PLANNED ROADWAY IMPROVEMENTS

Roadway projects currently under construction:

- The reconstruction of the SR 836/826 interchange sits in the heart of the county and a large percentage of all highway trips must pass through this location. The reconstruction should be completed in 2015.
- The NW 25th Street Viaduct provides a double decked roadway between the Miami International Airport air cargo area and the warehouse district in Doral. When both phases of this project are complete some of the severe congestion in the Airport West area will be eliminated.
- The Port Tunnel between the Port of Miami and the MacArthur Causeway will remove much of the truck traffic from downtown streets, and will provide direct freeway access to and from the Port of Miami, improving its competitive advantage among other ports. The project is expected to be completed by spring 2014.

Major 4T's projects to be implemented in the two-to-five-year time frame will include:

- Extension of the managed lanes on I-95 from the Golden Glades Interchange to Central Broward County.
- Conversion to open road tolling of SR 836 (Dolphin Expressway), the Homestead Extension of Florida's Turnpike (HEFT), SR 112 (Airport Expressway), SR 874 (Don Shula Expressway), SR 924 (Gratigny Expressway), and SR 878 (Snapper Creek Expressway).

SUMMARY OF PROJECTS (CONTINUED)

PLANNED ROADWAY IMPROVEMENTS (CONTINUED)

Construction projects that are programmed for County roadways include:

- Phase II of the 25th Street Viaduct is also planned for construction during the time frame of this plan.
- Widening and interchange improvements to a portion of SR 826 (Palmetto Expressway) between NW 47th and 87th Avenue.
- Portions of the grid system including NW 74th Street to the HEFT, NW 87th Avenue extended to tie into NW 74th Street, NW 97th Avenue between NW 138th and 154th Streets, and multiple segments of SW 157th Avenue.
- Numerous primary arterial widening throughout the County but particularly in South Dade.

PLANNED TRANSIT IMPROVEMENTS

Central Station of the Miami Intermodal Center (MIC) will be completed along with the Stage I Metrorail Extension between the Earlington Heights Station and the MIC and the new people mover system connecting the MIC to the air terminals at Miami International Airport.

Besides the opening of the MIC and Airport Link services, there are near term plans to restructure Metrobus routes serving the New Marlin's Stadium and to enhance services within three of the priority transit corridors defined in the People's Transportation Plan (PTP). This Near-Term Transportation Plan for Miami-Dade County endeavors to begin to program transit improvements within the priority transit corridors defined in the PTP, focusing on the evolution of transit services within the PTP corridors during the next two-to-five year time frame. The purpose is to improve transit services and to develop transit ridership within the PTP corridors so that when a rail transit system is deemed feasible it can be implemented successfully.

Airport Link - The Central Station of the MIC will house Metrorail, Metrobus, Tri-Rail, Amtrak, Greyhound, and future high speed rail. The MIA mover, connecting the MIC and Miami International Airport terminals, would operate at 90-second headways after completion in 2011. Once the Metrorail extension to the MIC station is completed in 2012, Miami-Dade Transit will operate the new system as two lines. Line one, from Dadeland South to Palmetto Station, would continue to operate over the entire length of the existing Metrorail system. Line two would operate between Dadeland South and the MIC, overlapping Line one between Dadeland South and Earlington Heights where the line turns west to serve the MIC. Both lines would operate with four car trains on 8.5 minute headways during the peak periods, 15 minute headways during the mid-day and 30 minute headways during off-peak periods. With both lines operating between Dadeland South and the Earlington Heights Stations there will a combined headway of 4.25 minutes for this section during the peak.

With the opening of the MIC, MDT local bus routes will be restructured to serve the MIC. This will impact Routes 37, 42, 57, 150, 238 and the J. Route 133, which is a shuttle between the Tri-Rail Airport Station and the airport terminal will be discontinued as soon as the MIA Mover begins operations.

SUMMARY OF PROJECTS (CONTINUED)

PLANNED TRANSIT IMPROVEMENTS (CONTINUED)

Airport Link (continued) - West of the MIC and the Airport lies the City of Doral, with its large employment base. For years the City of Doral had poor access from the north. Recent construction will complete the NW 74th Street linkage between the SR 826/Palmetto Expressway and the Turnpike, and a number of north/south roads. To take advantage of these new arterials MDT will extend Route 71 from the Dolphin Mall north to Miami Dade College West Campus and then to NW 74th Street before continuing east to the Palmetto Metrorail Station.

North Corridor - Enhanced bus service along the North Corridor, along NW 27th Avenue from the Dr. Martin Luther King, Jr. Station at NW 62nd Street to the Broward County Line, will be introduced. Route 97 will operate with new hybrid articulated buses, on twelve-minute peak period headways on a limited-stop route that has been modified to run the length of NW 27th Avenue then directly into the MIC. A new park and ride lot at NW 215th Street and NW 27th Avenue will be implemented during this time frame to serve North Corridor passengers. The new park-and ride would also serve as a layover location at the north end of Routes 97 and 27, eliminating a two mile turn around for these routes. The new Route 97 will have eight transit stations: NW 215th Street park-and-ride lot, NW 199th Street, NW 183rd Street, NW 160th Street, NW 135th Street, Miami-Dade College North, NW 103rd Street, NW 79th Street, Dr. Martin Luther King, Jr. Station, and the MIC. Plans for North Corridor Metrobus enhancement include the provision of a large seating area, real-time arrival information and other passenger amenities at the eight Route 97 transit stations and Traffic Signal Prioritization (TSP) for all limited-stop buses on NW 27th Avenue.

East-West Corridor - The East-West Corridor is roughly the area bounded on the north by NW 12th Street, on the south by SW 8th Street on the west by SW 147th Avenue and on the east by downtown Miami. The East-West Corridor will be served by a new express bus service between NW 147th Avenue and the MIC, the "SW 8th Street Enhanced Bus/SR 836 Express". The new route will operate along SW 8th Street to NW 97th Avenue then along SR 836 to the MIC. Two park and ride facilities will be provided in the corridor, one at SW 8th Street and 147th Avenue, and one at NW 12th Street and 97th Avenue. Starting in 2012, this route will operate on twelve minute headways. The route would be unique in that it has the potential to not only feed trips from the west to Metrorail and the Airport but also provide reverse commute services from the MIC to job rich areas in the west side of Doral. Transit stations will be provided at SW 147th Avenue, at 137th Avenue, SW 112th Avenue, SW 107th Avenue at West Flagler, at the park-and-ride lot at NW 12th Street and at the MIC. Each station will be designated as a station, not a shelter, and will have a large seating area, real time arrival information, power and lighting.

A second premium bus route service, the "Flagler Enhanced Bus" will operate within the corridor providing limited-stop service along Flagler Street with new bus stations, and articulated buses. The Flagler Enhanced Bus, scheduled for implementation in FY2014, would result from modifications to existing Route 51. Route 51's current 15 minute peak period headways would be improved to 12 minutes and midday service would remain the same. The west end of the route would be modified at SW 107th Avenue the route would turn south and continue to SW 8th Street where it would proceed in a westerly direction to the new park-and-ride facility at SW 147th Avenue. The route would terminate in the park-and-ride lot providing a layover location and a place to turn around, enabling MDT to eliminate a circuitous routing via Coral Way.

SUMMARY OF PROJECTS (CONTINUED)

PLANNED TRANSIT IMPROVEMENTS (CONTINUED)

East-West Corridor (continued) - The stops along West Flagler Street would remain the same as they are for the current Route 51 operations; new stops west of 107th Avenue include SW 112th Avenue at SW 8th Street, SW 8th and 122nd Avenue, 127th Avenue, SW 132nd Avenue, SW 8th and 137th Avenue and the park-and-ride lot at 147th Avenue. Limited stop buses on West Flagler Street would benefit from Traffic Signal Prioritization (TSP). The buses on the new route would be new articulated buses and would be equipped with WiFi and hardware to activate the TSP system.

Northeast Corridor - Bus service along the Northeast Corridor (Biscayne Boulevard) will see improved headways on limited stop, Route 93 going from one bus every 18 minutes to one bus every 15 minutes. Articulated buses will also be introduced on the corridor.