

TITLE VI REPORT December 2010



*Metropolitan Planning Organization
for the Miami Urbanized Area*

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TITLE VI/ NONDISCRIMINATION POLICY STATEMENT

The Miami-Dade MPO assures the Florida Department of Transportation (FDOT) that no person shall on the basis of race, color, national origin, sex, age, disability, family or religious status, as provided by Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987 and the Florida Civil Rights Act of 1992 be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination or retaliation under any program or activity.

The Miami-Dade MPO further agrees to the following responsibilities with respect to its programs and activities:

1. Designate a Title VI Liaison that has a responsible position within the organization and access to the Recipient's Chief Executive Officer.
2. Issue a policy statement signed by the Chief Executive Officer, which expresses its commitment to the nondiscrimination provisions of Title VI. The policy statement shall be circulated throughout the Recipient's organization and to the general public. Such information shall be published where appropriate in languages other than English.
3. Insert the clauses of *Appendix A* of this agreement in every contract subject to the Acts and the Regulations
4. Develop a complaint process and attempt to resolve complaints of discrimination against sub-recipients. Complaints against the Recipient shall immediately be forwarded to the FDOT District Title VI Coordinator.
5. Participate in training offered on Title VI and other nondiscrimination requirements.
6. If reviewed by FDOT or USDOT, take affirmative action to correct any deficiencies found within a reasonable time period, not to exceed ninety (90) calendar days.
7. Have a process to collect racial and ethnic data on persons impacted by your agency's programs.

THIS ASSURANCE is given in consideration of and for the purpose of obtaining any and all federal funds, grants, loans, contracts, properties, discounts or other federal financial assistance under all programs and activities and is binding. The person whose signature appears below is authorized to sign this assurance on behalf of the Recipient.

Dated: December 1, 2010

by Irma San Roman, Miami-Dade MPO Acting Director

APPENDIX A

During the performance of this contract, the contractor, for itself, its assignees and successors in interest (hereinafter referred to as the "Contractor") agrees as follows:

- (1.) **Compliance with Regulations:** The Contractor shall comply with the Regulations relative to nondiscrimination in Federally-assisted programs of the U.S. Department of Transportation (hereinafter, "USDOT") Title 49, Code of Federal Regulations, Part 21, as they may be amended from time to time, (hereinafter referred to as the Regulations), which are herein incorporated by reference and made a part of this Agreement.
- (2.) **Nondiscrimination:** The Contractor, with regard to the work performed during the contract, shall not discriminate on the basis of race, color, national origin, sex, age, disability, religion or family status in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The Contractor shall not participate either directly or indirectly in the discrimination prohibited by section 21.5 of the Regulations, including employment practices when the contract covers a program set forth in Appendix B of the Regulations.
- (3.) **Solicitations for Subcontractors, including Procurements of Materials and Equipment:** In all solicitations made by the Contractor, either by competitive bidding or negotiation for work to be performed under a subcontract, including procurements of materials or leases of equipment; each potential subcontractor or supplier shall be notified by the Contractor of the Contractor's obligations under this contract and the Regulations relative to nondiscrimination on the basis of race, color, national origin, sex, age, disability, religion or family status.
- (4.) **Information and Reports:** The Contractor shall provide all information and reports required by the Regulations or directives issued pursuant thereto, and shall permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the *Florida Department of Transportation, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration* to be pertinent to ascertain compliance with such Regulations, orders and instructions. Where any information required of a Contractor is in the exclusive possession of another who fails or refuses to furnish this information the Contractor shall so certify to the *Florida Department of Transportation, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration* as appropriate, and shall set forth what efforts it has made to obtain the information.
- (5.) **Sanctions for Noncompliance:** In the event of the Contractor's noncompliance with the nondiscrimination provisions of this contract, the *Florida Department of*

Transportation shall impose such contract sanctions as it or the *Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration* may determine to be appropriate, including, but not limited to:

- a. withholding of payments to the Contractor under the contract until the Contractor complies, and/or
- b. cancellation, termination or suspension of the contract, in whole or in part.

(6.) **Incorporation of Provisions:** The Contractor shall include the provisions of paragraphs (1) through (6) in every subcontract, including procurements of materials and leases of equipment, unless exempt by the Regulations, or directives issued pursuant thereto. The Contractor shall take such action with respect to any subcontract or procurement as the *Florida Department of Transportation, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration* may direct as a means of enforcing such provisions including sanctions for noncompliance. In the event a Contractor becomes involved in, or is threatened with, litigation with a sub-contractor or supplier as a result of such direction, the Contractor may request the *Florida Department of Transportation* to enter into such litigation to protect the interests of the *Florida Department of Transportation*, and, in addition, the Contractor may request the United States to enter into such litigation to protect the interests of the United States.

MPO TITLE VI COMPLAINT PROCEDURES

The Miami-Dade MPO adopted the following Title VI Complaint Procedures to ensure all citizens are equally represented and treated fairly:

- 1) Any person who believes that he or she, or any specific class of persons, has been subjected to discrimination based on race, color, national origin, sex, age, handicap/disability, income status or retaliation prohibited by the Title VI of the Civil Rights Act of 1964 and other nondiscriminatory authorities, may file a written complaint. All written complaints submitted to the Miami-Dade County Metropolitan Planning Organization (MPO) shall be referred immediately by the MPO Title VI Specialist to the Florida Department of Transportation (FDOT) District Six Title VI Coordinator for processing in accordance with approved State procedures.
- 2) Verbal and non-written complaints received by the MPO shall be resolved informally by the Miami-Dade MPO Title VI Specialist. If the issue has not been satisfactorily resolved through informal means, or if at any time the person(s) request(s) to file a formal written complaint, the Miami-Dade MPO Title VI Specialist shall refer the Complainant to the FDOT District Six Title VI Coordinator for processing in accordance with approved State procedures.
- 3) The Miami-Dade MPO Title VI Specialist will advise the FDOT District Six Title VI Coordinator within five (5) calendar days of receipt of the allegations. The following information will be included in every notification to the FDOT District Six Title VI Coordinator:
 - a) Name, address, and phone number of the Complainant(s).
 - b) Name(s) and address(es) of Respondent.
 - c) Basis of complaint (i.e., race, color, national origin, sex, age, handicap/disability, income status or retaliation).
 - d) Date of alleged discriminatory act(s).
 - e) Date of complaint received by the MPO.
 - f) A statement of the complaint.
 - g) Other agencies (state, local or Federal) where the complaint has been filed.
 - h) An explanation of the actions the MPO has taken or proposed to resolve the allegation(s) raised in the complaint.
- 4) Within ten (10) calendar days, the Miami-Dade MPO Title VI Specialist will acknowledge receipt of the allegation(s), inform the Complainant of action taken or proposed action to process the allegation(s), and advise the Complainant of other avenues of redress available, such as the FDOT's Equal Opportunity Office (EOO).

- 5) Within sixty (60) calendar days, the Miami-Dade MPO Title VI Specialist will conduct and complete a review of the verbal or non-written allegation(s) and based on the information obtained, will render a recommendation for action in a report of findings to the head of the MPO.
- 6) Within ninety (90) calendar days of the verbal or non-written allegation(s) receipt, the Miami-Dade MPO Title VI Specialist will notify the Complainant in writing of the final decision reached, including the proposed disposition of the matter. The notification will advise the Complainant of his/her right to file a formal complaint with the FDOT's EOO, if they are dissatisfied with the final decision rendered by the MPO. The Miami-Dade MPO Title VI Specialist will also provide the FDOT District Six Title VI Coordinator with a copy of this decision and summary of findings.
 - a) The Miami-Dade MPO Title VI Specialist will maintain a log of all verbal and non-written complaints received by the MPO. The log will include the following information:
 - b) Name of Complainant(s).
 - c) Name of Respondent.
 - d) Basis of Complaint (i.e., race, color, national origin, sex, age, handicap/disability, income status or retaliation).
 - e) Date verbal or non-written complaint was received by the MPO.
 - f) Date the MPO notified the FDOT's District Five Title VI Coordinator of the verbal or non-written complaint.
 - g) Explanation of the actions the MPO has taken or proposed to resolve the issue raised in the complaint.

SECTION I: MPO ORGANIZATION

CTAC Membership Composition

Goal: To maintain membership composition in the Citizens' Transportation Advisory Committee (CTAC) that represents the demographics of the citizenry of Miami-Dade County.



Vacancy Report

Vacancy reports are included as an agenda item at every MPO Governing Board meeting. As a result, Board members have been more diligent about making their appointments. Due to the continuation of this procedure, CTAC has maintained a membership composition that more closely represents the demographics of the citizens in Miami-Dade County.

Currently, CTAC has 32 active members. Membership drives are conducted to help Governing Board members fill their vacancies.

CTAC Demographic Report

The MPO Secretariat produces a Demographic Report that provides the Governing Board with both the gender and ethnic breakdown of each of its citizen committees. Table 1 shows the distribution between African-Americans, Caucasians and Latins for the CTAC.

Citizens Interested in Serving on CTAC

Individuals interested in serving on the CTAC are handled by the Public Information Office (PIO). It is first determined what district the person lives in and if that Commissioner has a vacancy. If none are open, then at-large representatives are identified and potential appointees are contacted. Meetings are then scheduled for the citizen to meet with their potential appointer. It is then up to the appointee to provide their credentials at the appointment.

CTAC Minority Membership

Objective: To increase minority representation on the CTAC, fill existing vacancies and promote better citizen participation at CTAC meetings.

The Demographic Report in Table 1 shows that Latin and African American representation on CTAC is at a close percentage with one another behind the Caucasian group.

Table 1: Citizens' Transportation Advisory Committee (CTAC) Demographic Report

#	Description	Female		Male		Total	
		#	%	#	%	#	%
1	African-American	5	83	6	21	11	32
2	Caucasian	1	17	14	48	15	42
3	Latin	0	0	9	31	9	26
4	Other	0	0	0	0	0	0
Total		6	100	29	100	35	100

Citizen E-mail Distribution Lists

In an effort to promote better citizen participation, an email notification is sent to approximately 900 people through the MPO's Master Distribution and Public Involvement Citizen Distribution Lists. These lists include citizen, business and MPO committee members advising them of upcoming CTAC meetings.

CTAC Attendance Policy and Report

Attendance is taken at full CTAC meetings. The attendance policy found in Section 9.04 of the CTAC By-Laws states the following:

“Any Board member shall be automatically removed if, in a given fiscal year: (i) he or she is absent from two (2) consecutive meetings without an acceptable excuse; or, (ii) if he or she is absent from three (3) of the board’s meetings without an acceptable excuse. A member shall be deemed absent from a meeting when he or she is not present at the meeting at least seventy-five (75) percent of the time. An “acceptable excuse” is defined as an absence for medical reasons, business reasons, personal reasons, or any other reason which the board, by a two-thirds vote of the membership, deems appropriate.”

Enforcement of the attendance policy results in an increase in active member participation and assists in removing members who choose not to participate.

Public Comment at CTAC Meetings

The public is invited to comment at all CTAC meetings as one of the first items on the agenda as well as at the end. These efforts have shown a noticeable increase in citizen participation at CTAC meetings.

Citizen/MPO Board Member Appointment Schedule

As stated above, the PIO schedules meetings between interested CTAC candidates and

respective MPO Governing Board members. This facilitates the CTAC appointment process and has decreased the number of vacancies.

Advertisement Methods

The PIO advertises CTAC meetings and vacancies through a variety of methods to engage members from disadvantaged and minority communities.

- *Community Events* - The PIO attends community outreach events in coordination with MPO Board members, South Florida Commuter Services and local Universities. Information regarding MPO committees and vacancies is distributed at these events.
- *Print Media* - Committee vacancies and information regarding meetings and events are made available to the public through MPO quarterly and annual newsletters. Newsletters are translated from English into Spanish and Creole.
- *Television/Radio* - Staff works with the Miami-Dade County Communications Department to produce TV segments and administer the Public Service Announcement (PSA) Contest. They also work with local English, Spanish and Creole radio stations to reach the intended target audience, informing minority and disadvantaged communities on issues that affect them.
- *MPO Website* - The MPO has a comprehensive website that is updated daily. The website contains a United Calendar of Events where MPO sponsored meetings have been combined. Meeting schedules are featured as an option on the MPO homepage on a single screen, rather than being featured separately.

SECTION III: MPO DOCUMENTATION

Public Involvement Documentation and Evaluation

Goal: To develop better documentation efforts related to Title VI and to implement a mechanism to evaluate the MPO's public involvement activities.

Public Involvement Documentation

MPO Public Involvement (PI) Database

The MPO PI Database tracks all correspondence that comes into the MPO office. It contains an agency list, a citizen request section and outreach events attended.

- *Agency List* - consists of around 600 businesses and organizations that the PIO can draw from when organizing community outreach events.
- *Citizen Request Section* - documents all citizens' contact with the MPO, including but not limited to, phone calls, emails, faxes and comment cards. This section includes the citizen's contact information, method of contact and their concern. Each comment, concern or question submitted to the MPO is reviewed and a letter is mailed to the citizen informing him/her that their request will be directed to the appropriate agency. The information is then directed to the agency where the appropriate action or response is then taken. Once the request leaves the MPO, staff requests that the responsible agency copy their response so that it can then be entered into the database. This information can be queried and used to generate reports regarding the citizen's information, if needed.
- *Community Outreach Events List* - Each event that an MPO staff member attends is entered into the database. Each entry includes the event title,

location, contact information and a brief evaluation of the success of the event. This section serves as a form of documentation of MPO activities and is useful when planning and reflecting upon past outreach events.

Public Involvement Evaluations

To assess existing and future PI activities, the MPO utilizes evaluation methods to better gauge the level of success of its public involvement outreach and ensure compliance with federal agency regulations.

General Outreach Evaluation

In order to maintain up-to-date and effective General Outreach Strategies (GOSs), the MPO must continuously evaluate the effectiveness of PI strategies utilized in the transportation planning process. GOSs such as PI events, the Annual and Quarterly MPO newsletters, the MPO website, general information brochures, etc. require an evaluation approach that can be measured on a yearly basis. This annual evaluation assesses the effectiveness of the PI tools and tasks utilized by the MPO in meeting PI goals and objectives.

The MPO has identified tools, tasks, and targets by which its PI program will be assessed (Table 2, pages 10-12). Each year these tools, tasks and targets are evaluated against performance indicators and performance targets by the process depicted in Figure 1 on page 13. The establishment of indicators and targets indicates project progression and can help determine deficiencies at an early stage in the project.

Each year the MPO updates PI evaluation results using the General Outreach Evaluation Form found in the MPO's Public Involvement Evaluation Report. The results are documented and reviewed, and then project plans are modified accordingly.

The dynamic nature of the evaluation process requires that the MPO constantly pursue innovative GOSs that will engage the diverse citizenry of Miami-Dade County. The annual evaluation process identifies areas where improvement can be made, and enables the MPO to eliminate participation barriers and incorporate minority and low-income populations in the transportation decision making process.

Special Project, Studies and Required Document Evaluations

Each special project, study, and required document shall be evaluated by the Project Manager either on a yearly basis or at the completion of each project, whichever comes first, and shall meet the goals set by the Public Involvement Plan (PIP). PI development forms are provided to help expedite these evaluations. These forms, conformant to an effective and proactive PIP, should be considered early in the process to provide a valuable means in determining what PI strategies to apply from the beginning.

Federal Certification

To comply with Florida Statute 339.175, the Miami-Dade MPO must be recertified every three or four years. Since project, study and required document timelines do not necessarily concur with one another, an ongoing self-evaluation will be performed. This will allow the self-evaluation of MPO programs and projects to always coincide with the certification process.

The certification evaluation will follow Public Involvement Effectiveness Evaluation Program guidelines and will encompass the individual project specific evaluations performed within each evaluation period. Results will be presented at the certification meeting and will be utilized to determine the effectiveness and ineffectiveness of applied PI strategies.

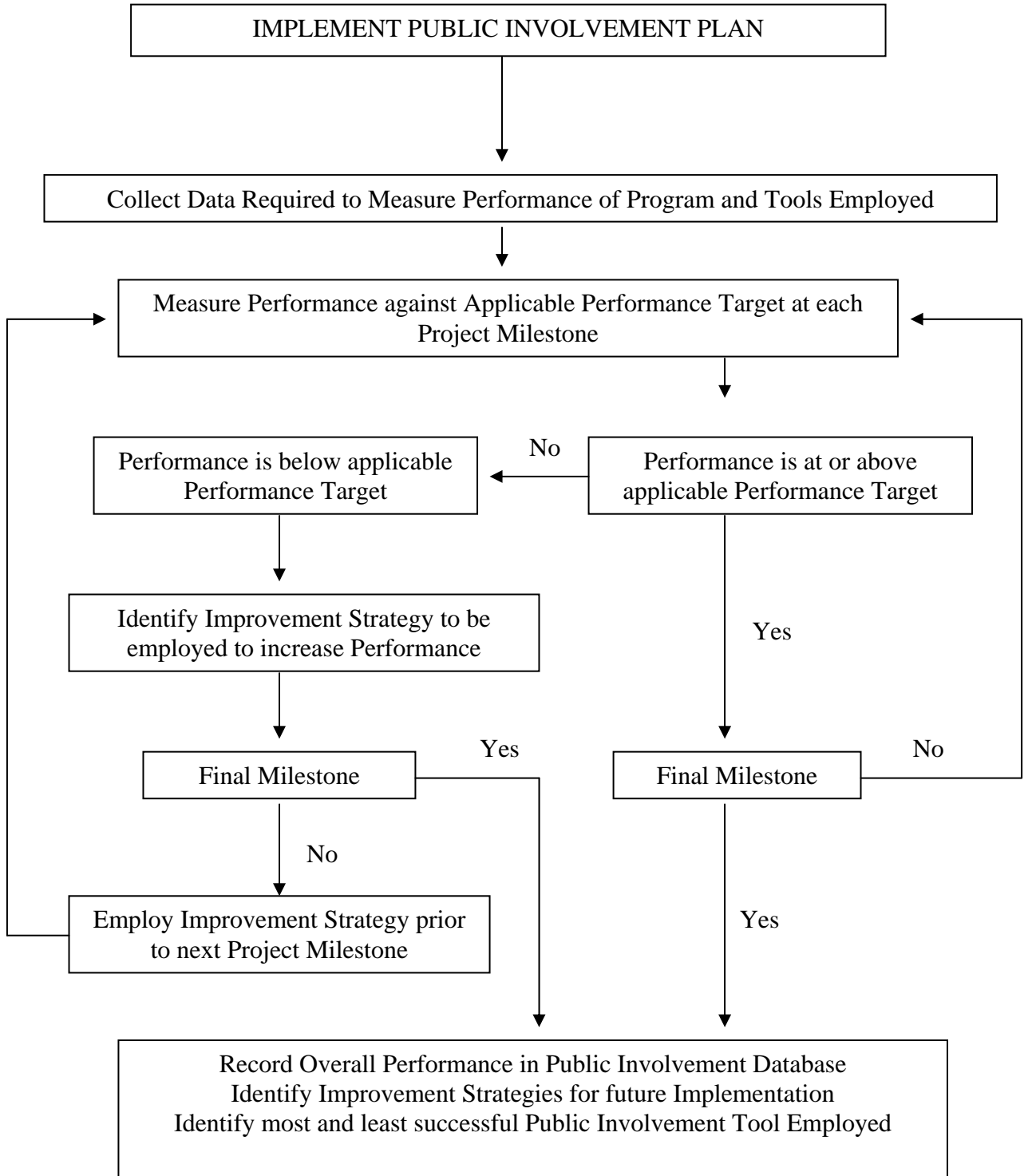
Table 2: MPO Public Involvement Tools, Targets, and Tasks

Tool	Task	Target	Description
Community Outreach Events	Conduct Community Outreach Events	24	Coordinate with the local transportation agencies and MPO Board Members to participate in their outreach events in the community
	Input MPO Outreach Events in Database	Within 5 days	Verify that community outreach event evaluation forms are complete and properly record in database
Media Relations	Produce and Air MPO materials on Radio and TV Stations	9	Work with Miami-Dade County Communications Department and local radio and TV stations to produce interviews in English, Spanish, and Creole
	Produce and air Public Service Announcements (PSAs) in English, Spanish and Creole	2	Work with MDTV along with local Colleges and High Schools to produce Public Service Announcements (PSAs) and educate the public about MPO and the transportation system
	Press Releases	12	Produce and distribute one (1) Press Release per month for all major MPO activities
Website	Enhance MPO Website users' experience by creating a more user friendly Website	Update information regularly	Continue to advertise the MPO program and make it easy for citizens to efficiently access information

Tool	Task	Target	Description
Newsletters	Produce Three Seasonal Newsletters	a) Distribute 6,000 copies each for a total of 18,000 copies b) Translate newsletter into Spanish and Creole	Develop a Winter, Spring, and Fall newsletter to coincide with the “hot topic” of the quarter
	Produce an Annual Newsletter	a) Distribute 700,000 copies b) Translate the newsletter into Spanish and Creole	Prepare the Annual Newsletter which should have a theme and a year in review of various transportation initiatives
	Post Newsletters on MPO Website	100%	Update website to reflect latest Newsletters and up-to-date information
Public Involvement Database	Input comments into MPO Database	Increase by 5% Yearly	Track all correspondence that comes into the office
	Track how comments were Received	100%	Email Mail Phone Fax Outreach Event LRTP Workshop Walk In
	Establish a protocol promoting prompt response to comments	Maintain 10 Day Response Rate	Take comment cards to outreach events and input information from the public into the database and respond in a timely manner

Tool	Task	Target	Description
Public Involvement Management Team (PIMT)	Coordinate quarterly PIMT meetings	Quarterly Meetings	Coordinate PIMT meetings to discuss transportation issues with various transportation agencies
Citizens' Transportation Advisory Committee (CTAC)	Prepare CTAC Materials and Minutes	20 Meetings	<ul style="list-style-type: none"> a) Develop agendas, resolutions and back-up information for each item on agenda b) Prepare Minutes and follow up reports after each meeting and ensure pending issues are addressed c) Respond to all telephone calls and e-mail inquiries regarding agenda items within 1 business day d) Response to/acknowledge all written correspondence regarding agenda items within three business days
	Track all Resolutions	100%	Follow-up on all CTAC Resolutions by ensuring that the appropriate agencies affected by the Resolutions take action and that their responses are communicated back to the Committee in a timely manner

FIGURE 1: PROCESS FOR PUBLIC INVOLVEMENT PLAN EVALUATION



SECTION IV: MPO CONTRACTS

Participation of Minority and Female Consultants

Goal: To provide information to FHWA that demonstrates the participation of minority and female consultants in the contracting process.

Currently the MPO uses the procedures established in the County to comply with Federal, State and local regulations. All Miami-Dade County certified minority and female consultants are solicited in the request for proposal process. The Department of Business and Economic Development's Review Committee must approve selection of any consultant. This committee ensures set aside goals are met.

Refer to Appendices C, D, and E of the Title VI Action Plan to view:

- MPO Request for Proposals Process
- Miami-Dade County Engineering, Architectural, Landscape Architecture and Surveying, and Mapping Professional Service Certification Process
- Certified Minority and Female Firms List provided by the Miami-Dade County Department of Business Development
- Miami-Dade County Affirmative Action Plan

SECTION V: PUBLIC INVOLVEMENT

Community Participation

Goal: To provide additional opportunities to the community to participate in the MPO programs and activities.

In the year 2000, Miami-Dade County's population was approximately 2.253 million (Census, 2000). In 2035, the population is expected to exceed three million, with a 39 percent growth from 2005. Between 2005 and 2035 employment will increase by 45 percent to almost 2 million employees, households will increase by 39 percent to over 1.1 million and auto ownership will increase 64 percent to over 2.3 million autos. Similarly, the people of Miami-Dade County will be making more than 12 million trips each day to work, school and shopping, a 48 percent increase over the number of trips made in 2005 (LRTP, 2035).

The County's large size, rapid growth rate and changing cultural dynamics must be considered when choosing the most appropriate outreach strategy to apply when performing general outreach. The MPO considers this ever-changing environment when developing new and innovative public involvement strategies and techniques.



Public Involvement Plan

The MPO has developed a comprehensive Public Involvement Plan (PIP) that incorporates outreach initiatives for all office activities,

including the Long Range Transportation Plan, the Transportation Improvement Program and the Unified Planning Work Program. The PIP is a stand alone, working document that provides the MPO with the tools, procedures and structure needed to create, implement and evaluate public involvement programs, projects and required documents.

The PIP begins with a brief history pertaining to the foundation of Metropolitan Planning Organizations and then describes the creation and organizational structure of the Metropolitan Planning Organization for the Miami urbanized area in Dade County. The legal basis for the necessity of PI in state and national organizations is discussed followed by the implementation of PI strategies. This section explains useful key elements for creating a successful public involvement plan and the application of PI in the MPO's general outreach strategies, special projects and required major planning documents. This document concludes with the evaluation methodology section, an explanation of PI processes and evaluations for the major planning documents, specific projects and studies conducted by the MPO.

The PIP outlines a process that will allow the MPO to better assess the effectiveness of its outreach efforts, which will lead to the most appropriate application of public involvement strategies. In order to meet the needs of the dynamic metropolitan area it represents, the PIP requires continuous revision. This document was compiled utilizing previous studies performed by outside vendors contracted by the MPO, collaborative work and efforts from other departments such as Miami-Dade Transit, cooperative assistance from the MPO staff, as well as a careful review of the

Prospectus and other relevant documents, websites and federal, state and local regulations.

The following are best practices and public involvement tools have been adopted to reach out to Miami-Dade County's multicultural public:

Integrated Transportation Information System

The Integrated Transportation Information System (ITIS), formally known as the Community Characteristics Program (CCP), is now a regional web-based tool, which enables Transportation Planners and Public Involvement Offices (PIO) to create an effective public involvement (PI) program and accomplish stated Title VI goals that allows the identification of the attitudes and issues facing that particular community.

PI strategies are modified according to community characteristics, such as, but not limited to, literacy rates, income levels, cultural composition and religious affiliation. For example, if an area has a low literacy rate, it would be more effective to use audio and visual aids rather than to distribute brochures, handouts and other reading materials.

By utilizing the ITIS, staff has access to this invaluable information to tailor its outreach approach to determine a community's stand on a project and work with that community to gather support.

Community Outreach Events

Community outreach events are an effective tool used by the PIO to ensure public participation in the developing of transportation plans and services. The MPO coordinates with various transportation agencies in the county along with the MPO Governing Board Members to take part in their outreach events within the community.

The key to community outreach events, however, must be the MPO's willingness to go out and search for people or groups of people whose transportation needs might have been overlooked in the past. Presenting information

at existing community meetings has been successful in extending to individuals who would otherwise not be attending a "transportation" meeting.

The MPO aimed at conducting ninety-six (96) community outreach events for the 4-year period between 2007-10. However, by the end of the 4-year period, one hundred and forty-five (145) of those events were carried out by staff. Thus, allowing the MPO to improve on its original target by forty-nine (49).

Community Action Agency

Staff has begun attending various Miami-Dade County Community Action Agency (CAA) meetings to assist them with their transportation needs. Issues are directed to the appropriate agency for follow-up and possible action. The CAA empowers economically disadvantaged individuals, families and communities to achieve self-sufficiency through resource mobilization, service delivery, education and advocacy. The agency changes people's lives, embodies the spirit of hope, improves communities and makes America a better place to live. They care about the entire community, and are dedicated to helping people help themselves and each other.

Public Service Announcements

The MPO, in coordination with Miami-Dade County's Government Information Center (GIC), coordinated the Fourth, Fifth, Sixth and Seventh Annual Public



Service Announcement (PSA) Contests among all applicable high schools and colleges in Miami-Dade County during the 2007-10 period. The purpose of the PSA Contest is to both educate students about the role of the MPO and to utilize their creativity to portray designated topics in 30-second segments.

Winning PSAs were showcased for a month each on Miami-Dade TV, posted on the County's 'On Demand' Web Portal and YouTube account and aired on 11 municipal TV stations within the County. Winners also received recognition during the May MPO Governing Board meetings and a letter from the GIC Director recognizing them for outstanding service to local government.

Citizen's Guide

The MPO, in collaboration with Florida International University, updated the user-friendly pocket transportation guide in English, Spanish and Creole. This mini handbook is full of transportation information that is useful to both residents and visitors. The Citizen's Guide is mass distributed through public libraries, the MPO Governing Board, the Greater Miami Chamber of Commerce and the Greater Miami Convention and Visitors Bureau.

Media Relations

The MPO works in closely with various types of media to guarantee that two-way communication efforts penetrate all appropriate markets. For the 4-year period between 2007-10 several multi-cultural media relation strategies and activities were planned and executed in an on-going effort to reach out to the communities with the spoken word. The objectives were for the MPO to reach out to different segments of the population, generate the public interest in the organization various projects, elicit responses from the public and provide feedback or response to public inquiries.

The MPO produces materials in coordination with Miami-Dade TV, which maintains a cable television network that is part of basic cable service within the county. In addition to rolling message scripts, Miami-Dade TV broadcasts

and webcasts Citizen Transportation Advisory Committee (CTAC) and MPO Governing Board meetings, as well as short informative programs about the department activities or projects of interests.

MPO Website

A new, improved website was debuted with specialized web pages for residents, government and consultants. The following are enhancements to the site: an RSS feed, a text version for ADA compliance, special webpages for modes of travel, webmail access for staff and FTP access for authorized personnel, access to logos and templates for download, display of all meeting dates and available agendas and resolutions, links to related webcasts, web surveys and a separate web page for mobile users.



Annual and Quarterly Newsletters

The MPO develops seasonal newsletters that are published in English, Spanish and Creole. Newsletters are created to inform the public about MPO activities, ongoing projects and provide them with information

on how to become involved with the transportation planning process.

- *Seasonal Newsletter* - The seasonal newsletter (spring, fall and winter) features a new “hot topic” each quarter and is distributed via the library system, outreach events and the MPO master distribution and PI citizen distribution list, reaching over 6,000 households and businesses in the county.
- *Annual (summer) Newsletter* - This newsletter is the required annual report to the citizens of Miami-Dade County, which includes various transportation initiatives taken by the MPO’s transportation partners. 700,000 copies are distributed through the Miami Herald, El Nuevo Herald, Haiti En Marche and other community newspapers.

Media Advisories/Press Releases

Media Advisories and Press Releases were sent on a monthly basis to local media (newspaper, TV, and radio) to provide to the public information on specific issues being considered by the MPO or their committees. The objective of the PIO is to target articles and news ideas to media outlets based on their audience and appeal.

Multi-Lingual Advertisements

The Miami-Dade MPO is sensitive to the diverse communities that make up Miami-Dade County. MPO public hearing notices are translated to Spanish and Creole and are published in newspapers that target the diverse communities of the county. These papers are selected based on circulation numbers and ability to reach specific target markets, which not only include the general population but the Latin, Haitian and African American communities.

Televised and Webcast Meetings

Both the MPO Governing Board and Citizens Transportation Advisory Committee (CTAC) meetings are televised live and rebroadcast through the week thereafter. In addition the meetings are webcast and archived to be viewed at a later date, if desired.

Bicycle Pedestrian Program

The MPO’s Bicycle and Pedestrian Program strives to increase the number of people who bicycle and walk while reducing the number of traffic crashes that involve pedestrians and bicyclists. This program utilizes a variety of PI tools and strategies to inform Miami-Dade County citizens of alternative transportation options. Through community outreach events, the Bicycle/Pedestrian Kiosk and presentations to schools and local organizations. Useful safety information, maps and future project plans are made available to the public.

Pedestrian Crash GIS Database

For the past several years the MPO has developed and maintained a database of traffic crashes involving a pedestrian that is compatible with Miami-Dade’s Geographic Information System. This database has allowed the MPO to identify high-crash locations and track the results of implemented projects. Most of this work was sponsored by a grant from the National Highway Safety Administration managed by the Highway Safety Research Center at the University of North Carolina.

The crash database contains over 15,000 data points and has been distributed to partner agencies and consultants for use in their project development. More than twelve pedestrian corridor safety projects have been initiated from the crash database. It has also been used to support the Ryder Trauma Center/Miami-Dade School Board elementary school education program (WalkSafe) and the identification of priority schools for the Safe Routes to School program.

Traffic Crash Data Analysis System

The purpose of this project is to provide a GIS-based county-wide crash data system that allows traffic engineers and planners to analyze crashes in all the county roads to determine priority locations and predominant crash types in order to

identify appropriate engineering and education solutions. The system helps users identify and map all types of crashes including pedestrian and bicycle crashes. Using the system, users can determine high crash locations such as intersection and streets segments using the number of crashes, the traffic volume and the injury severity. In addition, the system provides crash intersection diagrams, tables, charts, summarized reports and links to original crash reports.

The system is hosted at the Public Works department. The web-based system architecture allows other County staff to access the system using a web browser such as Internet Explorer. The system can be made available through the web to other interested agencies e.g. the law enforcements that can use the system to support enforcement measures. The crash data is obtained from the Florida Department of Highway Safety and Motor Vehicles (DHSMV).

At present the system contains three-years of data from 2005 to 2007 of long form crashes. The 2008 data is currently being processed and it is expected that HSMV will be releasing the crash data on a more complete and timely fashion, which will ensure that the countywide cash information is up to date.

Public Works and the MPO plan to continue their collaboration to support the maintenance of the system in the future to support the County needs for improvement of traffic safety in the county roadways by reducing crashes and saving lives.

Freight Transportation Advisory Committee

For the last five (5) years the MPO has been administering the Freight Transportation Advisory Committee (FTAC) on a monthly basis. The Committee's function is to advise the MPO Board on freight issues and projects. Each Board member appoints one FTAC member and the Committee is made up of representatives of the freight industry with members representing the following groups: logistics, freight forwarders, importers, perishable distributors, trucking company

owners, warehouse owners and managers, seaborne container operators, river terminal operations and tug operators. The Committee works closely with FDOT, MDX and the Department of Public Works to assure that freight issues are considered during the planning, design, construction and operation of roadway projects.

During the last year FTAC worked with the MPO's consultants to complete a countywide Freight Plan and worked with the MPO staff in the development of the required freight element of the 2035 LRTP.

Required Work Documents Public Involvement

Objective: To establish specific public involvement programs for the Long Range Transportation Plan, the Transportation Improvement Program, and the Unified Planning Work Program.

Unified Planning Work Program

The Unified Planning Work Program (UPWP) describes transportation planning activities for the Miami Urbanized Area scheduled to be completed during each fiscal year or as determined by respective funding sources. The document outlines the planning projects that will support the comprehensive and multimodal Transportation Improvement Program approved for the metropolitan area in the Long Range Transportation Plan.

The work outlined in the UPWP is to be undertaken in a cooperative manner between the various participating Miami-Dade County and regional agencies, municipalities and the Florida Department of Transportation. The UPWP also includes the Municipal Grant Program, whereby municipalities are granted funds to prepare relevant transportation planning studies.

As a whole, the UPWP outlines planning projects that will assist in further defining the comprehensive and multimodal transportation plans for the area.

To comply with the public involvement process, Miami-Dade County municipalities are formally requested to review the UPWP prior to its adoption. The UPWP committee receives input from the community and provides equitable, accessible means for feedback through a "Call for Ideas", monthly meetings of the CTAC and the participatory UPWP revision process. A public hearing is held at the end of the revision process to provide all citizens of Miami-Dade County with ample opportunity to comment on the plan.

- *Call for Ideas* - The MPO solicits ideas from stakeholders and the general public to help solve the traffic congestion through a "Call for Ideas" campaign. A "Call for Ideas" brochure is sent to over 2,500 persons on the MPO's database, a Press Release is generated and the brochure is highlighted in the MPO web site. Ideas submitted are shortlisted by a committee made up of 12 voting members, which include the MPO, FDOT (Public Transportation Office), FDOT (Planning and Environmental Management Office), Miami Dade Public Works Department, Dade County Public Schools, Miami Dade Transit, South Florida Regional Transportation Authority, Seaport, Miami-Dade Expressway Authority, Department of Planning and Zoning and the Citizen's Transportation Advisory Committee. Ideas recommended for funding are programmed in the draft Unified Planning Work Program for consideration of award.
- *Municipal Grant Program* - One of the elements in the Unified Planning Work Program titled "Municipal Grant Program" encourages Miami-Dade County Municipalities to participate in a competitive program for the performance of relevant transportation planning studies. Every year the MPO solicits all thirty-four cities to submit transportation planning proposals to compete for \$150,000 funds available. The

"Municipal Grant Program" ranks each of the proposals to determine which cities' applications should be recommended for award based on the following project evaluation criteria: Level of Service benefits of the proposed project, Impact of mobility/traffic circulation gains, Intermodal nature of proposal, Support of the approved countywide activities of the Unified Planning Work Program, and Consistency with the applicant's local comprehensive plans. The Municipal Grant Program committee consists of 12 voting members from the following departments: MPO, FDOT (Public Transportation Office), FDOT (Planning and Environmental Management Office), Miami Dade Public Works Department, City of Miami Beach, Miami Dade Transit, City of Miami, City of Hialeah, City of North Miami, Department of Planning and Zoning and the Citizens Transportation Advisory Committee. This program requires a 20% minimum match to ensure a commitment from the cities.

- *Presentation to MPO Board and Committees* - Preliminary drafts of the UPWP are presented to the MPO Board and the Transportation Planning Council (TPC), CTAC and the Transportation Plan Technical Advisory Committee (TPTAC). Each committee is encouraged to provide feedback and suggestions are reviewed. Revisions to the document are made accordingly.
- *Public Hearing* - Once the draft document is approved by the committees; it is presented at the MPO Board meeting. The hearing is open to the public and is advertised in local English and Spanish newspapers.

- *Schedule of Events-* A schedule of UPWP activities can be found on the MPO website.

Long Range Transportation Plan

The Long Range Transportation Plan (LRTP) has been developed to guide future transportation investments in Miami-Dade County. The plan assesses socioeconomic data, community demographics and transportation trends to predict the county's transportation needs for the next twenty to twenty-five years. It contains a list of reasonably feasible surface transportation projects contemplated for construction within the project period.

The 2035 LRTP for Miami-Dade County represents an advance in the state of long range transportation planning in the County to a level that innovates and maximizes the benefits of public involvement, optimal financial allocation, and regional coordination, to name a few.

The use of visualization techniques, required by SAFETEA-LU, is an important method of dissemination of technical transportation information to the public and decision makers. A variety of visualization techniques were developed and utilized in the 2035 LRTP. Some examples of the techniques include the following:

Blocks & Ribbons Exercise

The Blocks & Ribbons exercise includes the use of Legos, ribbon and base maps, providing a 3-dimensional interactive medium for participants to visualize population and employment growth (Legos) and address the growth with transportation solutions (ribbon). Blocks and Ribbons was utilized for six public workshops and the LRTP Steering Committee's use. The exercise both engaged users to participate actively and provided them an opportunity to learn about the challenges faced by transportation planners.

Interactive Survey Technology

An audience response system called "Option Finder" provided an interactive survey methodology to gauge public sentiment regarding mobility issues and challenges facing

Miami-Dade County. This enabled a real-time assessment of the transportation priorities of participants. At each of the twelve workshops with the public, participants were asked a series of questions and, using a digital keypad resembling a television remote, keyed in their respective choices. As soon as the choices were selected, the Option Finder system displayed a chart depicting participant's responses. The use of Option Finder successfully engaged participants and facilitated the efficient and accurate collection of public input that ultimately helped shape the outcome of the LRTP.

Interactive LRTP Web Application

An interactive LRTP website was developed to provide users with a variety of information pertaining to the development of the 2035 LRTP. Citizens were able to utilize this website to download materials, stay current with public involvement activities and provide comments and/or suggestions using online applications of surveys administered at public meetings.

Another interactive feature of the LRTP website is a project mapping element that can be used to view projects in a Google Maps environment, which includes aerial photography and other mapping elements. Cost Feasible Plan project can be accessed through a variety of methods, including by proximity to a particular location, in the path of a particular trip, or simply by project type, such as highway or transit projects.

Integration of Freight Plan and Congestion Management Process to the 2035 LRTP

Both the Freight Plan and the Congestion Management Process (CMP) were integrated into the LRTP process for the first time in Miami-Dade County. This integration provides a more meaningful role for both the LRTP and the CMP in the cost efficient improvement of the

transportation network in the County at a time when transportation funding projections are more limited than in past plan updates.

Financial Set-Asides for Congestion Management and Non-Motorized Projects

Financial set-asides were established early in the LRTP update process for two programs: Congestion Management and Non-Motorized improvements. The fund set-aside for these programs were subtracted from projected revenue estimates prior to the development of the Cost Feasible Plan, ensuring a minimum funding commitment in the plan to those two programs. This represents a commitment to two very important types of transportation improvements, consistent with public input received in the development of the plan.

Regional LRTP Process and the South East Florida Transportation Council (SEFTC)

A regional coordination process was conducted for the southeast Florida region to develop a regional LRTP that is focused on highway and transit facilities serving regional travel markets. The 2035 LRTP updates in southeast Florida marked the first regional coordination throughout the plan update process through the participation of a regional board, SEFTC, as well as two regional committees that report to the SEFTC: the Regional Transportation Technical Advisory Committee (RTTAC) and the RTTAC Modeling Subcommittee.

Measures of Effectiveness (MOEs)

MOEs were developed for each of the 49 objectives in the LRTP Goals and Objectives. The MOEs include both quantitative and qualitative measures, all of which are useful indicators of the plan's ability to meet the goals established early in the plan update process. The MOEs were utilized to assess plan performance on a system wide basis.

Transportation Improvement Program

The Transportation Improvement Program (TIP) prioritizes transportation improvement projects for federal, state and local funding. The TIP puts the LRTP into action. It includes a prioritized listing of transportation improvement

projects for the Miami-Dade County region within the next five fiscal years. It must also attempt to meet clean air standards (1990 Clean Air Act Amendments). The TIP not only lists specific projects, but also includes the anticipated schedule and cost for each project. Since the TIP is a dynamic document, projects may be added to meet changing priorities or to take advantage of a special opportunity. For this reason, the TIP may be changed after it is approved, and is amended in order to add, change or delete projects. Amendments to the TIP must undergo the same review and public outreach as the original TIP. The document undergoes a series of evaluations, and includes ample opportunity for public comment. Once compiled, review of the TIP begins and projects receive air quality and environmental justice analyses. During this period of time, there is a 30-day public review period.

The TIP Development Schedule consists of a Work Program Public Hearing, TIP Program Development Committee Meetings and review and endorsement by the CTAC, TPTAC and TPC. A final public hearing is held during an MPO Governing Board meeting, all of which are webcast and televised on Miami-Dade Public Access Television.

Interactive Transportation Improvement Program

Public Outreach and access to information is critical to the development of the TIP therefore, the MPO recently developed an Interactive Transportation Improvement (InteracTIP) Program. This innovative web-based technology was designed to automate the development of the TIP every year while at the same time: improving consistency, reformatting the book into a more user-friendly document, developing the ability to create special reports answering questions from the general public as well as public officials, facilitating the analysis of the report and providing the public with access to

information in a meaningful and easy-to-read format via the internet. Information availability is critical to ensure that the public is able to participate effectively in the transportation planning process.

InteracTIP provides citizens, the business community, and decision-makers with valuable information tool that will educate, engage, and make the public cognizant of the transportation projects affecting their communities.

Interactive Google Maps

This new application resides on the MPO Website and can be accessed to fully display all layers of projects in the TIP. It can be sorted by agency and can be zoomed in and saved in Adobe to create a graphic file that can be emailed.

Citizens TIP Version

A booklet printed in color and illustrated with pictures that highlights TIP projects by agency. It also provides an update on projects completed in the last TIP and those on-going TIP Projects.

TIP Interactive Meeting

The citizen advisory committees of the MPO host an annual televised Interactive TIP event to discuss the MPO's TIP. This live, interactive forum provides an opportunity for residents to share their concerns and ideas to help the planning process. All transportation agencies that are a part of the process present their major investment projects during the event. PSAs from previous contest winners are utilized as commercial breaks as a means to showcase their talents on television.

TIP Public Comments

Objective: To evaluate review time for public comment in the TIP development process.

Once the document is compiled, review of the TIP begins and projects receive air quality and environmental justice analyses. During this

period of time, there is a 30-day public review period.

The TIP is available online, hardcopies are available at the MPO office and the public can interact with the TIP through the InteracTIP. Citizen committees are informed of TIP proposals through presentations from TIP representatives at committee meetings. Citizens are able to submit amendments until the final call for drafts in the TIP Development Schedule. The public is also made aware of the TIP development process and upcoming projects through the outreach events.

Public Involvement Teams

Objective: Work collaboratively to reach out to the public.

Public Involvement Management Team

The MPO coordinates the Miami-Dade Public Involvement Management Team (PIMT), which is a committee comprised of PIMs from the various transportation agencies in the County. Regular meetings are held to develop a means of communication and collaboration between transportation organizations. The goal of the PIMT is to work together to develop countywide public involvement initiatives that will be effective in reaching out to all County citizens, ensuring the participation of minority and low-income areas.

Regional Public Involvement Management Team

The three PIMs from Miami-Dade, Broward and Palm Beach County work together to share ideas and create strategies to reach out to south Florida citizens. The goal of the RPIMT is to develop a unified approach to outreach and develop effective strategies that can be implemented in each MPO's respective area.

SECTION VI: MPO PUBLIC HEARINGS

Increase Public Participation

Goal: To increase public participation at public hearings.

Advertisement of Public Hearings

The PIO advertises public hearings through the following variety of methods to make information accessible and to engage members from disadvantaged and minority communities:

- *Community Events* - Information regarding MPO committees and meeting dates, including public hearings, is distributed at these events.
- *Newsletters* - Information regarding meetings and events are made available to the public through MPO quarterly and annual newsletters. Newsletters are translated from English into Spanish and Creole.
- *Newspapers* - The MPO works closely with Miami-Dade County Government information Center (GIC) to provide extensive advertisement in the Miami Herald (broad based), Miami Times (predominantly African American readership), Community Newspapers (broad based), Haiti en Marche (Haitian readership), Diario de las Americas (Hispanic readership) and Libre (Hispanic). Note: Advertisement in community newspapers has provided more of a grass-root method to reach the community.
- *Radio and Television Shows* - While working with a variety of radio and television stations, the MPO informs the audiences of any Public Hearings and meetings that will be taking place within the next couple of months.

- *MPO Website* - The MPO has a comprehensive website that is updated daily with applicable advertisements.
- *Unified Calendar of Events* - All MPO sponsored meetings have been combined into one Unified Calendar of Events. Meeting schedules are featured as an option on the MPO homepage on a single screen, rather than being featured separately.

Accessible Meeting Times

All CTAC meetings are held at 5:30 PM to enable working citizens to attend. In addition, public hearings hosted by CTAC for TIP Interactive meetings are scheduled at 6:00 PM. The objective is to encourage greater participation of citizens into the TIP development process and has resulted in an increase in citizen attendance at hearings.

Public Comment at Public Hearings

The public is invited to comment in all MPO Board and committee meetings as one of the first items on the agenda. These efforts have shown a noticeable increase in citizen participation at public hearings.

SECTION VII: SOCIOCULTURAL EFFECTS

Sociocultural Effects Strategies and Techniques

Goal: To implement Sociocultural Effects strategies and techniques into the MPO planning process.

Integrated Transportation Information System

The Integrated Transportation Information System (ITIS) is a regional, web-based tool that enables Transportation Planners and Public Involvement Officers (PIO) to review the social, economic and geographic characteristics of an area before public involvement (PI) outreach is initiated. The ITIS is currently composed of three (3) segments: web-based GIS system, Community Background Reports and a “How to Reach Out to the Community” Guide. This tool facilitates PIO efforts to create an effective PI program and accomplish stated Title VI goals that will ultimately allow the identification of the attitudes and issues facing that particular community.

PI strategies are modified according to community characteristics, such as, but not limited to, literacy rates, income levels, cultural composition and religious affiliation. For example, if an area has a low literacy rate, it would be more effective to use audio and visual aids rather than to distribute brochures, handouts and other reading materials. By utilizing the ITIS the PIO has access to this invaluable information to tailor its outreach approach accordingly.

Over the past four years the MPO has provided ITIS training to staff and to all Public Involvement Manager Team members as well as consultants and various planners around the county.

The GIS component is extremely important to developing the most effective public information campaign. Many planners and

county employees are currently using this tool to select and develop customized neighborhood reports at the Census block group level, which are aggregated to the geographic boundaries they require. These data include poverty rates and income level, race and ethnicity, age distribution, housing tenure, education level and percentage of disabled persons.

The “How to Reach Out to the Community” Guide was completed and consists of public involvement toolbox strategies, which have been collected, researched and presented in a standardized format, listing definitions, descriptions, target demographic group(s), steps needed to implement the strategy and case studies associated with each strategy, whenever possible.

To date, 32 Community Background Reports at the municipality level and 35 at the neighborhood level in unincorporated areas of Miami-Dade County have been incorporated in the program. These reports provide boundary definitions and brief narrative information about the origins of the community’s incorporation or relative cohesiveness as well as contemporary community dynamics and important historical events. This information is vital for public involvement officers who may sometimes need to approach a community that may be hostile to public officials due to historical decisions about infrastructure construction.

SECTION VIII: MPO SERVICE EQUITY

Distribution of Benefits and Impacts

Goal: To address the distribution of benefits and impacts of the transportation investment program.

The ITIS (discussed in Section VII) has already been executed and is available via internet for use by public involvement managers and transportation planners. This tool serves as a methodology to evaluate social equity for the Long Range Transportation Plan and is thoroughly described in Section VII. One of the goals of the ITIS is to address Environmental Justice and Title VI when developing project proposals. It also enables planning agencies to evaluate public participation in the implementation of projects in minority and low-income areas, measure the positive and negative impacts of the transportation plan in these communities and collect feedback for future analyses.