

TITLE VI REPORT March 2007



*Metropolitan Planning Organization
for the Miami Urbanized Area*

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MPO TITLE VI 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.

Currently, staff is waiting for the Florida Department of Transportation to approve the Title VI Nondiscrimination Agreement that is required to be signed, approved, and included, along with the above procedures, in the Unified Planning Work Program (UPWP) document.

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 provide demographic and vacancy information for Metropolitan Planning Organization (MPO) citizen committees. 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 28 active members and in summer 2007 the CTAC Secretariat and staff will be conducting a membership drive to fill vacancies.

CTAC Demographic Report

The MPO Secretariat produces a Demographic Report that provides the Board with both the gender and ethnic breakdown of each of its citizen committees. This report is presented as a standing item on each MPO agenda. Table 1 shows a close distribution

between the African-Americans, Caucasians, and Hispanics 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 not, 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 and with the Caucasian group.

Citizen E-mail Distribution Lists

In an effort to promote better citizen participation, an email notification is sent to over 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 every CTAC meeting. The attendance policy found in Section 9.01 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

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

#	Description	Female		Male		Total	
		#	%	#	%	#	%
1	African-American	4	15	5	18	9	33
2	Caucasian	2	7	9	32	11	39
3	Latin	0	0	6	22	6	22
4	Other	1	3	1	3	2	6
Total		7	24	21	75	28	100

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.”

As shown in the Attendance Report (Appendix I-3), enforcement of the attendance policy has resulted in an increase in active member participation.

Public Comment at CTAC Meetings

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

Citizen/MPO Board Member Appointment Schedule

As stated above, the PIO has been scheduling meetings between interested CTAC candidates and respective MPO 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 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 all Outreach Events.

- *Agency List* - consists of over 1,000 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 or her that his or her 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 this database. Each entry includes the event title,

location, contact information, and a brief evaluation of the success of the event. Individuals who provide an email address and 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 has begun to utilize 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 on page 5-7). Each year these tools, tasks, and targets are evaluated against performance indicators and performance targets by the process depicted in Figure 1 on page 8. 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. At the end of the each year's implementation period, the previous years' targets are recognized as minimum targets.

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.

Triennial Evaluation

To comply with Florida Statute 339.175, the Miami-Dade MPO must be recertified every three years. Since project, study, and required document timelines do not necessarily concur with one another, a triennial self evaluation will be performed. This will allow the self evaluation of MPO programs and projects to coincide with the triennial MPO re-certification process. The recertification evaluation will follow Public Involvement Effectiveness Evaluation Program guidelines and will encompass the individual project specific evaluations performed within each three-year period. Results will be presented at the triennial MPO recertification meeting and will be utilized to determine the effectiveness and ineffectiveness of applied PI strategies and where improvements can be made.

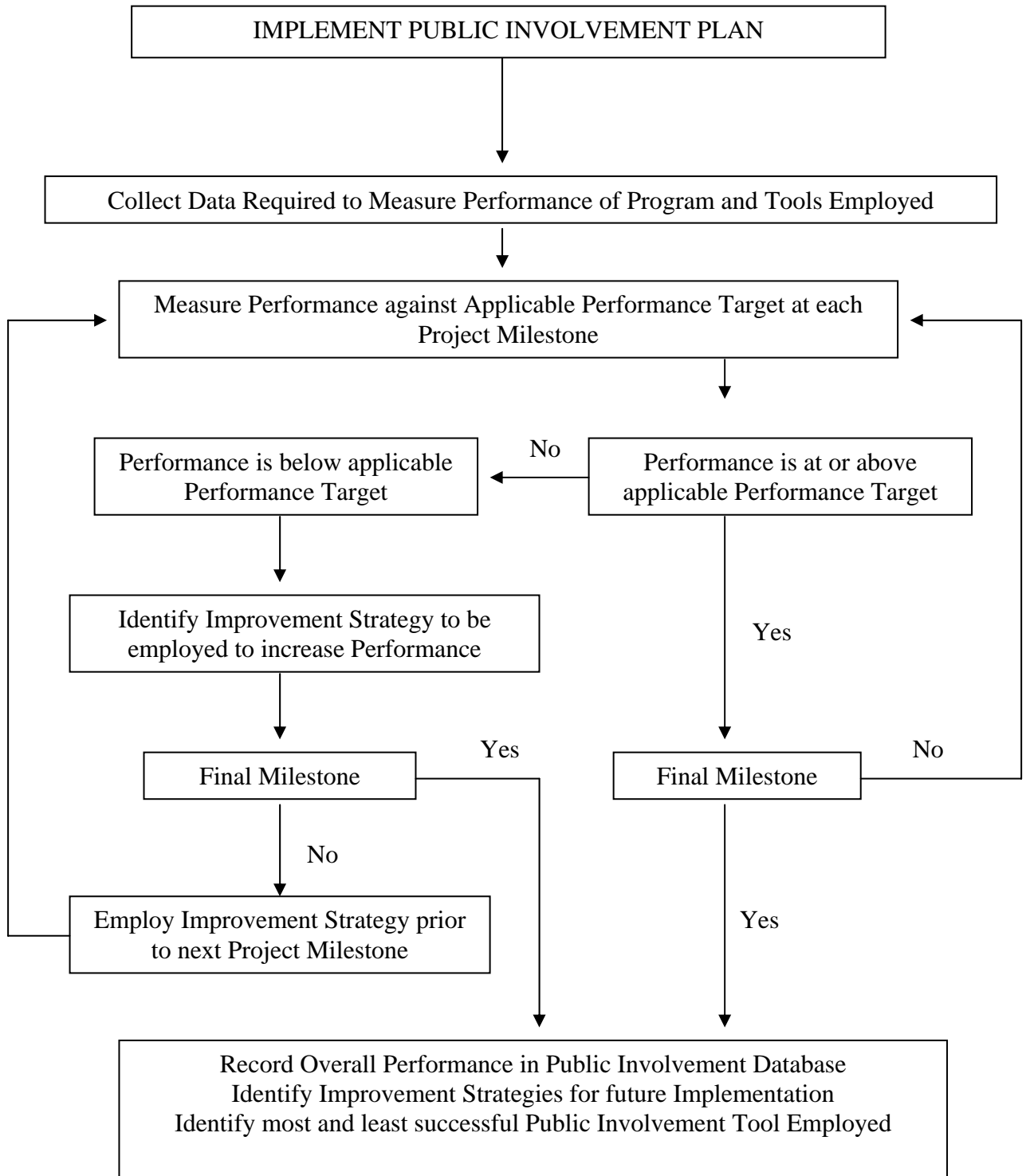
Table 2: MPO Public Involvement Tools, Targets, and Tasks

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	Increase Website Hits by 5 to 10%	Continue to advertise MPO program and making it easier 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) Increase distribution by 5% yearly 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 10% 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	Coordinate PIMT meetings to discuss transportation issues with various transportation agencies
Citizens' Transportation Advisory Committee (CTAC)	Prepare CTAC Materials and Minutes	22 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). This number is expected to grow by 39% to almost three million residents by 2025 (LRTP, 2001). 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 will provide 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:

Citizen's Guide

The MPO, in collaboration with Florida International University, developed a user-friendly pocket transportation guide for the

County 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 was mass distributed through public libraries, Team Metro, the MPO Governing Board, the Greater Miami Chamber of Commerce, and the Greater Miami Convention and Visitors Bureau.

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 in 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 seventy-two (72) community outreach events for the 3-year period between 2003-06. However, by the end of the 3-year period, eighty-seven (87) of those events were carried out by staff. Thus, allowing the MPO to improve on its original target by sixteen (16).

Public Service Announcements

The MPO, in coordination with Miami-Dade County's Communications Department, coordinated the Inaugural, Second, and Third Annual Public Service Announcement (PSA) Contests among all applicable colleges in Miami-Dade County during the 2003-06 period. The purpose of the PSA contest was to both educate college students about the role of the MPO and to utilize their creativity to portray designated topics in 30-second segments. Once selected, winners translated their PSA into Spanish and Creole.

All winners were honored, each year, during the April or May MPO Governing Board meeting

where they received a plaque and a letter of commendation from the Communications' Director. Each of their PSAs were then aired on Miami-Dade TV for one month each beginning May for each respective year.



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.

Media Relations

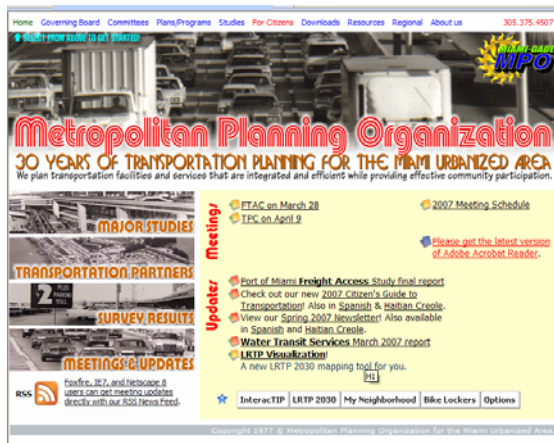
The MPO works in close collaboration with various types of media to guarantee that two-way communication efforts penetrate all appropriate markets. For the 3-year period between 2003-06, several multi-cultural media relation strategies and activities were planned and executed in an on-going effort to 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 live regular and special MPO meetings, as well as short informative programs about the department activities or projects of interests.

MPO Website

The MPO has a comprehensive website that is updated daily. The website houses information regarding the structure of the MPO, all MPO committees, activities, and projects as well as contact information.



MPO Homepage

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.

Annual and Quarterly Reports

The MPO develops seasonal and annual 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, Team Metro offices 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 has a theme and a “Year in Review” section, including various transportation initiatives taken by the MPO’s transportation partners. Last year over 690,000 copies were mass distributed to Miami-Dade County citizens 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. Thirty-five (35) media/press releases were produced by the organization during the 3-year period between 2003-06.

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 UPWP receives input from the community through the mass distribution of a “Call for Ideas” brochure and presentations to citizen committees. Each year, a “Call for Ideas” brochure is mailed to the MPO masterlist, presently comprised of over 721 citizens. A summary of ideas is compiled, and results are reviewed and ranked for funding by the UPWP development committee. Once revisions to the UPWP are made, citizen committees review the draft. Both the UPWP and “Call for Ideas” brochure are posted on the web.
- *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.

Each LRTP has a project cycle that lasts three years. The following list of strategies is employed throughout the LRTP process to maintain a proactive public outreach program that incorporates input from Miami-Dade County citizen and business communities:

- *Radio and Television shows* - The LRTP and how the community can get involved in the process is discussed during these shows.
- *Brochures* - A series of three trilingual promotional brochures are developed. Brochures are distributed to the public through community events and are

displayed in county libraries and at the Government Center Information Kiosk.

1. The first brochure serves to promote the LRTP and introduce the plan to the public.
 2. The second brochure is developed and distributed halfway through the LRTP process in the second year of the cycle. It provides more detailed material including census data, traffic problem areas and possible solutions to traffic problems. This PI tool also invites the public to participate in the LRTP process and encourages feedback from the community.
 3. The third brochure is developed towards the end of the cycle and serves as the executive summary. It is distributed once the plan is completed.
- *Community Workshop* - These workshops are held in accessible locations such as community libraries, school gymnasiums or are presented to neighborhood /homeowner associations. At the workshop presentations are made to citizen and professional groups focusing on area specific topics that affect their particular community. Workshops are advertised at the grassroots level in local community and business newspapers such as *El Diario* and *Miami Today*. Feedback is collected through comment cards and public discussion. Suggestions are reviewed and incorporated where appropriate.
 - *Presentation to MPO Board and Committees* - Preliminary drafts of the LRTP are presented to the MPO Board and the TPC, CTAC, and LRTP. Each committee is encouraged to provide feedback and suggestions are reviewed. Revisions to the document are made accordingly.
 - *Public Hearing* - A public hearing will be held in the twentieth month of the LRTP cycle during an MPO Board meeting. The final draft of the document will be presented to citizens and the MPO Board. All MPO meetings are taped and broadcast on the Miami-Dade County Public Access Channel. Advertisement will begin five weeks prior to

the hearing. A public notice will be placed in the newspaper and on the MPO website. MPO sponsored radio and television shows will also advertise the hearing. Print media, radio, and TV announcements will be made in English, Spanish, and Creole to ensure that all citizens of Miami-Dade County have access to this information.

- *Public Comment* - Two outreach events are conducted in a targeted commissioner's district each month, at which LRTP materials are displayed and distributed. Feedback from each community is collected through comment cards filled out by the citizens and is input into the MPO Public Involvement Database. To comply with the federal regulation's PI and notices, the LRTP allows a minimum of 45-days to include citizen responses and requests into the document.

A timeline and the frequency with which the previously mentioned activities will be carried out can be found in.

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 Board meeting, all of which are televised and broadcast 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 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. The web-enabled application includes a section entitled "My Neighborhood" which houses the "Transportations Improvement" option that allows users to get a map or list of transportation projects near a specific location in the county. Project specific information can also be obtained by selecting a project the "Project Page" application.

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.

Public Involvement Activities

In order to engage the diverse citizenry of Miami-Dade County in the TIP developmental process a variety of outreach strategies have been implemented in the past. Since the TIP dictates the manner in which projects are executed, final decisions can directly affect the public. Therefore, it is essential that the affected public is made aware and becomes involved in the TIP development process. The TIP committee recognizes the importance for PI and activities are carefully selected to appeal to the target audience. The following is a list of the most common PI tools utilized by the TIP committee:

- *Radio advertisements, segments and open mic sessions*
- *Distribution of flyers*
- *Newspaper ads and inserts*
- *Televised interactive meetings*
- *Neighborhood and community meetings*
- *Library distribution*
- *Workshops and various community group visitations and awareness sessions*

Some event specific examples include:

- *Overtown Festival Coordinating Efforts*
- Initial efforts have been made to reach out to underprivileged communities during the public outreach efforts for the TIP. One notable event was in the Overtown Community (predominantly African American) at a community festival. The MPO provided extensive advertisement in newspapers that have substantial readership in Spanish, African-American and Haitian communities.

- *Interactive Meetings* - Each year a “citizen” hosted televised/interactive public hearing is held for the TIP. The meetings are translated into Spanish and Creole air on Miami-Dade Public Access 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, past activities are listed in the Public Involvement Activities books for the years of 2001-2004.

Public Involvement Staff

Objective: Additional staff resources for Public Involvement Section of MPO.

Public Involvement Office Staff

The Public Involvement Officer (PIO) has been assisting the Public Involvement Manager (PIM) since October 2003. In addition, a PI Intern has been employed each semester to help the PIO staff with their tasks. This has allowed the office to embark in new PI activities and more effectively and efficiently work with CTAC. The PIM has been designated to be the American Disabilities Act (ADA) Coordinator. She ensures all PI projects, programs, and informational materials comply with the ADA and are accessible to persons with disabilities. She also attends quarterly meetings and disseminates relative information to fellow employees.

Training Courses

To keep current with PI activities the PIO staff attends trainings and conferences around the Country. Often times, during these conferences, the PIM presents PI techniques to conference attendees and participates in the exchange of information.

Public Involvement Management Team

The PIM coordinates the Miami-Dade Public Involvement Management Team (PIMT), which is a committee comprised of PIMs from transportation agencies in the County. Regular meetings are held to develop a means of communication and strengthen collaboration between state, local, and non-government 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.

Local Coordinating Board

The Local Coordinating Board (LCB) was developed to identify local service needs and provide information, advice, and direction to the Community Transportation Coordinator (CTC) on the coordination of services to be provided to the transportation disadvantaged through the Florida Coordinated Transportation System.

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 Communications Department 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 weekly. There is a section dedicated to MPO committees and contact information.

- 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 5:00 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.

Community Characteristics Program

The Community Characteristics Project (CCP), a web-based tool, 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 CCP 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 CCP, the PIO has access to this invaluable information to tailor its outreach approach accordingly.

Over the past three years, the MPO has provided CCP 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, 33 Community Background Reports at the municipality level and 32 Community Background Reports at the neighborhood level in unincorporated areas of Miami-Dade County have been incorporated in the program. These Community Background 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 CCP (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 CCP was 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.