

**South Florida Regional Transportation Authority
Miami-Dade Transportation Workshop
Feedback**

November 14, 2008

Thank you for attending this transportation workshop.
Your feedback is very important to us as we work toward identifying potential sources of funding to meet South Florida's current and future transportation needs.

Please take a few minutes to share your opinion on these four critical questions.

1. *What sources of funding would the public support to ensure dedicated revenue for public transportation?*

<i>Multiple Sources</i>	<i>Use proceeds to improve service and infrastructure</i>	<i>V</i>
<i>transit impact fees</i>	<i>operation and maintenance of transit systems. School impact should be included</i>	<i>IIII</i>
<i>TIF around transit facilities</i>	<i>Capture value of improvement</i>	<i>I</i>
<i>sales tax</i>		<i>II</i>
<i>gas tax</i>	<i>State and Federal</i>	<i>VII</i>
<i>rental car tax</i>		<i>I</i>
<i>increase on tolls</i>	<i>linked to transit, include variable priced toll lanes</i>	<i>II</i>
<i>car registration fee</i>		<i>I</i>
<i>Property tax</i>	<i>Small millage for transit</i>	<i>I</i>
<i>Credit card transaction fee</i>		<i>I</i>
<i>Tax stock sales</i>		<i>I</i>
<i>License tax surcharge</i>		<i>I</i>
<i>Surcharge on auto insurance</i>		<i>I</i>
<i>Tax things that are not taxed</i>	<i>attorney fees as an example</i>	<i>I</i>
<i>Alcohol Tax</i>		<i>I</i>
<i>Gambling Tax</i>		<i>I</i>

“Not a gas tax, at least until you provide an extensive transit system that they have as an option to use instead of driving. Once the system is in place, then definitely a gas tax. Look for ways to fund through other means, transit impact fees, alcohol, gambling, existing gas tax, etc. Tourists will be glad to have transit without having to rent cars.”

2. How can the South Florida Regional Transportation Authority best make a case for dedicated Tri-Rail funding?

Better Define the Issue

- *Determine how we can make our region a world class region. What did other regions, that are farther along than us, do right?*
- *We need to find out where we are disconnected from the federal process.*

Address the Trust Issue

- *“But along with any tax, communication to the public that clearly defines its purpose and dedicated to public transportation.”*
- *“I believe that the public is very willing to support transit in a variety of ways. However, the public may be reluctant in approving more money for funding purposes because they are aware that the infrastructure is not in place, and that our government might not manage the funds properly.”*
- *Trust will increase if other organizations are involved.*
- *Keep funds out of local government hands. Consider “trust” or quasi-public management system. Major oversight.*

Form Coalitions with Counties, Businesses, Advocates, and Regions

- *Need advocacy to build public support for these combinations of funding sources.*
- *We should get all stakeholders together on the proposed funding solutions. We need to know where all “skeletons” are in the closet.*
- *Create tradeoffs, so that we can get what we want. Find out what other regions need, so that we can support each other’s issues. What does the panhandle want? What do other areas want?*
- *Show that three counties are working together.*
- *Maybe we should meet with all three legislative delegations together. The delegations need to be on the same page. State legislative leadership’s approach has been philosophical, not practical.*
- *We need to reach out to the gated communities, the school boards.*
- *Energize passengers. Though use them wisely.*
- *Build bridges to natural allies – station area residents and bicyclists, senior citizens and environmental activists.*
- *Suggestion: build support with non-profit agencies that are involved in environmental issues. They can appear as an unbiased opinion that supports government. (i.e. league of women voters.)*
- *Reach out to environmental activists.*
- *We need to make FDOT a partner in this process. We hope that they want to be a partner.*
- *We need to get ready for the wave of retirees that will be coming to the region.*

Manage the Message

- *We should go to the public with a unified message from ALL transit agencies together. Go to advocacy groups with message. Collect e-mail addresses so that we can notify them of important legislative events.*
- *We need to show the business community how the lost productivity affects their bottom line.*
- *Realize what the problem is. Educate that public transit is for all people, and a right.*
- *Emphasize that there will be a return on the investment in public transit.*
- *Better explain the benefits of public transit and talk about future possibilities for transit in all three counties.*
- *Don't forget that the FEC Corridor is in the works.*
- *Economic benefit has to be communicated better.*
- *Really push the benefits of the system. Be up front and really honest in data presented.*
- *"Through environmental sustainability, job creation, increase in social activities. This leads to community interaction. Transit will also increase health, walking to transit sites, not depending on cars will make people healthier."*
- *Communication to the public in clear terms that they understand. Explain to them each facet of the business that would help them feel to be an educated voter.*
- *Show that tax burdens will be borne by visitors.*

We need a really good communications plan.

- *We need to make Tri-Rail a region-wide household brand. Beef up marketing.*
- *One regional campaign via TV, internet, papers.*
- *How can we tap into the electronic highway signs?*
- *Better marketing. Public forums, tv's, PSA's.*
- *Use technology for outreach.*
- *Look into technology/internet advocacy avenues. Myspace blog for Tri-Rail is in the works.*
- *Business community awareness. Grass roots public support. Get current transit riders involved.*
- *Major outreach and public education. Public media, TV, radio, internet outreach to mention a few.*

"Might be very difficult, while there is a need for north to south movement in our region, there is a clear need for east to west movement that is not being addressed properly. Also, while Tri-Rail numbers are improving, boardings do not represent enough demand from the public. Some bus routes in Miami-Dade have more boardings. However, I believe that the regional approach is the best approach. Tri-Rail is part of a system that is already constructed and needs to be incorporated in any future plan of the region."

3. How can we build community support for public transportation funding?

Improve Transit Service

- *Tri-Rail should maximize what they can do with what they have.*
- *We are going to have to make sure that all trains run on time. Work with customers on late trains, in some way.*
- *We need to make transit comfortable – flat screen tv's, etc.*

- *We need to look at what stations offer our riders.*
- *Education - tell people what transit is available and here, how they can use it.*
- *Make charging stations available for carts and electric vehicles.*
- *Provide sidewalks to all stations.*
- *Provide pathways to all stations.*
- *Could there be a Tri-Rail/Taxi program?*

Improve Transit Planning

- *Public input is valuable to politicians.*
- *We have to rethink where we put public transit investments.*
- *What is the connectivity?*
 - *Connect Tri-Rail to regionwide transit.*
 - *People need to get to and from the stations.*
 - *We need to make people want to be part of a commuter rail system.*
 - *We also need to look at commuter rail east and west, not just north and south.*
 - *"Spiders."*
- *"This is not a fair question, because you are blaming the public for an unwillingness to support public transportation when in fact everybody is aware, at least transportation professionals, that the agenda of some of the governmental agencies is to continue to build roads because through gas, road usage by passenger vehicles, you get funding for their programs."*

Deliver Accountability

- *Actually build a transit system. Implementation funds, instead of spending on studies, consultants, committees, etc.*
- *More transparency in how dollars are used.*
- *Build trust.*
 - *Build community trust for implementation of promised transit systems.*
 - *Trust needs to be built in government, but it has to be earned.*
 - *Really push the "trust" issue with government.*
 - *People are very sensitive, and the message needs to be real.*

Maximize Technology

- *Use the internet to improve public communication. Meeting based communication will not be enough to build support. Try blogs, social networking, etc.*
- *Federal election shows importance of internet outreach.*
- *We need the equivalent of the tax plan calculator used in the presidential campaign. But geared toward benefit of transit vs. owning a car, vs. emission trends.*
- *Show that using transit can enable families to give up a car, and show the cost to a family of maintaining a car.*

Make the Case in Different Ways

- *Show economic benefits of transit.*
- *Let people know that they don't have a choice in the matter. The geography of the region will make transit necessary. We need to decide how to move forward as a group. Educate on choices.*
- *The federal government has recognized that South Florida is a megapolis.*

- *Some people don't believe the message, no matter what. We need to recognize this and learn how to work through this issue.*
- *Make case for what transit can be in 2060.*
- *We are looking for a large community forum in '09 to keep building momentum on this issue, three county wide.*
- *Let people know that by legislation, SFRTA has the ability to coordinate all transit, but not the funding. (New York was the basis for the enabling legislation.)*

4. How have past transit funding initiatives affected your perception of the SFRTA's dedicated funding request? Any lessons learned?

We should not make FDOT an advisory in the process.

Create a strong state-wide basis of support.

- *Unite all state regions that require transit, particularly rail transit, and go to the federal government and build support.*
- *New RTA working group is a step in the right directions.*
- *2006 session and collaboration with Orlando bill was successful.*

People will be dubious, especially since some funds have been used improperly.

- *It is clear that taxing alone without clear planning and direction, with more government control does not work. It is a script to fail.*
- *Look at the news article on why the ½ cent tax in Dade failed and reverse it.*

Expand communication efforts.

- *SFRTA should think big, not just Tri-Rail. The value of SFRTA has not been communicated to the public, and the legislature.*
- *Save my train campaign was successful. Similar year-round campaigns may be helpful.*
- *We need more push from the Board, individual lobbying of legislative members.*
- *The perception is that they are very aggressive and are sometimes perceived as negative.*