

**MIAMI-DADE EXPRESSWAY AUTHORITY (MDX)
INTER-GOVERNMENTAL AND PUBLIC COMMUNICATIONS
COMMITTEE MEETING
JANUARY 17, 2017
10:00 AM**

SUMMARY MINUTES

Present Committee Members:

Javier L. Vázquez, Esq., Chair
Luz Weinberg
Maurice A. Ferré, Vice Chair
Vincent T. Brown, Esq.
Cliff Walters

Absent Committee Members:

Alfredo L. Gonzalez, Esq.

Present Board Members:

Leonard Boord
Arthur J. Meyer
Rick Rodriguez Piña

Staff Present:

Javier Rodriguez, P.E., Executive Director
Carlos Zaldivar, General Counsel
Marie Schafer, Director of Finance/CFO
Juan Toledo, Director of Engineering
Steve Andriuk, Director of Toll Operations
Helen Cordero, Procurement Manager
Francine Steelman, Associate General Counsel
Bernardo Escobar, Special Projects Manager
Mario A. Diaz, Public Information Manager
Maria Luisa Navia Lobo, MDX Board Secretary

Consultants:

Fausto Gomez, Gomes Barker Associates
Manny Reyes, Gomez Barker Associates
Yolanda Cash Jackson, Becker and Poliakoff
Rhonda Bentz, Bentz Strategies - GEC-A

CALL TO ORDER

Mr. Vázquez, Chair of the of the Inter-Governmental and Public Communications Committee, called the meeting to order. Ms. Navia Lobo called the roll and announced that a quorum was present.

DECLARATION OF VOTING CONFLICTS

- Potential Conflict of Interest Report

Mr. Zaldivar asked if Members had any Conflicts of Interest to declare regarding the agenda. No conflicts were declared.

PUBLIC COMMENT

No public comments were received.

ACTION ITEMS

A) Approval of Summary Minutes:

- Inter-Governmental and Public Communications Committee Meeting April 6, 2016
- Inter-Governmental and Public Communications Committee Meeting November 10, 2016

Mr. Martinez moved to approve the Summary Minutes. Mr. Brown seconded the motion. The motion was unanimously approved.

DISCUSSION ITEM

A) Market Research update

Mr. Diaz briefed Members on the enrollment of the Frequent Driver Rewards Program. As of January 17, 2017 there are 49,888 total members account and 75,471 registered transponders. The MDX newsletter was sent on Wednesday, January 11, 2017 to coincide with the Frequent Driver Rewards enrollment period. A total of 66,418 recipients received the January edition of the e-newsletter.

Mr. Diaz introduced Ms. Bentz, who presented the MDX Research Project findings. Ms. Bentz informed Members her firm partnered with Fabrizio Ward, LLC (a public opinion research firm) to conduct focus groups, which included three nights with six focus groups in Spanish and three in English; and was followed by survey (weighted to likely voter demographics from 2016 election based on gender, age, and race). She also explained that the approach was to establish benchmarks for measurement purposes that focused on strategic regions and perceptions of MDX, as it relates to: its roads, MDX as an organization vs. other government transportation entities, and MDX programs, such as the Cash Back Rewards and trip calculator.

Ms. Bentz summarized the key findings, MDX image ranking and MDX attributes. She concluded the following:

- Immediate Actions
- Messaging incorporated across all communications platforms
 - Earned media (Herald op-ed)
 - Online (social media, website)

- Collateral materials (legislative leave behinds)
- Advertising (Frequent Driver Campaign)
- Electronic newsletter (MDXtra)
- Inform Communications Plan and Structure
- Rebrand Cash Back
 - Frequent Driver Rewards
- Reputation campaign to reposition MDX focusing on strong attributes
 - Not-for-profit
 - Money reinvested locally
 - 100% revenue from tolls, not from taxes
 - Efficiently manages money and spends it wisely
- Identify and engage third party validators
 - Framework in place

The item was thoroughly discussed and Ms. Bentz entertained questions from Members.

[The MDX Research Project presentation is filed with the Board Secretary]

Mr. Rodriguez informed Members that staff is in the process of advertising for a new Marketing, Public Relations contract. A workshop was held in December 2016 where 16 firms participated with questions and recommendations. MDX needs a consultant to perform Marketing, Public Relations services. The option of splitting the services into several contracts was discussed. Mr. Vázquez recommended bifurcating the Marketing and Public Relations contract.

Mr. Ferré direct staff to bifurcate the Marketing and Public Relations contracts and bring the approval for advertisement to the next Committee meeting. Mr. Vázquez recommended the purchasing of advertising be under the Marketing contract. The motion was unanimously approved.

INFORMATIONAL ITEM

A) Miami-Dade County Ordinance

Mr. Escobar briefed Members on the County Ordinance that was originally filed by Commissioner Zapata before his term expired was pick up by Commissioner Jordan and brought to the December 20th Board of County Commissioners meeting. Commissioner Sosa offered three amendments to the proposal:

1. Prohibiting anyone who is a registered lobbyist to serve on MDX
2. Prohibiting anyone who has served on the Authority for two-years
3. Removing the staggered terms.

The Ordinance also complies with State Statutes adopted last year - five County appointed Members

B) Senate Bill 308

C) Senate Bill 250

Mr. Gomez and Ms. Jackson briefed Members and entertained questions on the Senate bills.

D) Correspondence from Gov. Rick Scott

ANNOUNCEMENTS

- Joint Budget & Finance and Operations Committee Meeting, 1/24/17, 10:00 a.m. William M. Lehman MDX Building
- Board of Directors Meeting, 1/31/17, 4:00 p.m., William M. Lehman MDX Building

ADJOURNMENT

Mr. Vázquez adjourned the meeting. Summary Minutes prepared by MariaLuisa Navia Lobo, Board Secretary