

**MIAMI-DADE EXPRESSWAY AUTHORITY (MDX)
INTER-GOVERNMENTAL AND PUBLIC COMMUNICATIONS
COMMITTEE MEETING**

THURSDAY, SEPTEMBER 24, 2015

11:30 AM

**WILLIAM M. LEHMAN MDX BUILDING
3790 NW 21ST STREET
MIAMI, FLORIDA 33142**

SUMMARY MINUTES

Present Committee Members:

Luz Weinberg, Chair
Jose "Pepe" Cancio
Javier L. Vázquez, Esq. (present for Action Item)
Cliff Walters

Absent Committee Members:

Arthur J. Meyer, Vice Chair

Present Board Members:

Louis V. Martinez, Esq., MDX Chair
Shelly Smith Fano, MDX Vice Chair (present for Action Item)
Rick Rodriguez Piña, MDX Treasurer

Staff Present:

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

Consultants:

Tasha Cunningham, Commonground/MGS ("CG/MGS")

CALL TO ORDER

Ms. Weinberg, Chair of the Inter-Governmental and Public Communications Committee called the meeting to order. Ms. Navia Lobo called the roll

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

Approval of Summary Minutes:

- Inter-Governmental & Public Communications Committee Meeting of June 24, 2015

Mr. Cancio moved to approve the Summary Minutes. Mr. Walters seconded the motion. The motion was unanimously approved.

DISCUSSION ITEMS

A) Cash Back Toll Dividend Program Update

Mr. Diaz highlighted the Cash Back Toll Dividend (CBTD) Program. He informed Members that 82,827 transponders have been registered. The program was promoted on both English and Spanish radio, television and print media for a total of 250 ads including radio spots, print and digital.

There was a dedicated customer service support team assisting customers during the open enrollment period. Over 34,700 phone calls and more than 200 emails inquiries were received.

- 97% engagement of CBTD posts on social media
- Low-cost, Facebook advertisements geo-targeted by zip code (predominately west and south west Miami-Dade)
- CBTD posts served to generate high engagement and create immediacy for this program

B) Public Education Campaign Update

Mr. Diaz informed Members that the Authority's public education campaign theme is "Safe. Convenient. Reliable." He also highlighted the following campaign activities:

- Showcased both the Road Ranger Service and the high safety ratings of MDX Infrastructure, including bridges
- Created Radio, Print, and Social Media in both English and Spanish
- Developed media partnerships with publications including Miami Today and other community newspapers to secure advertising at a discounted rate

Social Media:

- Facebook status posts boosted in Miami-Dade County to showcase both the Road Ranger Service and the high safety ratings of MDX infrastructure

- Incorporating various videos to highlight the current campaign themes throughout the year

Radio:

- Advertisement in English and Spanish with messaging focused on the Road Ranger Service and the high safety ratings of MDX infrastructure
- Developed traffic report sponsorships to reach MDX customers
- Leveraged CG/MGS media buying power to secure additional radio advertisements at no cost for the life of the campaign

Branding:

- Developed new logo showcasing MDX's safety, convenience and reliability
- Developed and distributed new brand templates and guidelines for usage by GEC's
- Developed new brand brochure

Grassroots Community Outreach:

- Developed partnerships with Miami-Dade County Public Schools to promote MDX safety-related content
- Participated in community events to drive SunPass activations and expose the public to brand messaging
- Currently developing Brand Ambassador Program to amplify community outreach efforts

Next Steps:

- Finalize and implement MDX Brand Ambassador Program
- Unveil "reliability" messaging and advertisements
- Unveil monthly community scorecard
- Promote MDX Business Programs
- Promote Multi-Axle Discount Program
- Begin community meetings with HOA's, commerce groups and other interested groups
- Unveil MDX Customer E-Newsletter
- Continue "Get to Know MDX" video segments to be distributed via social media
- Create new, short video clips of projects, highlight the small businesses working on them and the benefits they will have for the community; post one video per week
- Unveil a "re-faced" MDX website
- Unveil new Cash Back Toll Dividend Discount Program

ANNOUNCEMENTS

- Board of Directors Meeting, 9/29/15, 4:00 p.m., William M. Lehman MDX Building

ADJOURNMENT

Ms. Weinberg adjourned the meeting. Minutes prepared by Maria Luisa Navia Lobo, MDX Board Secretary.