



MIAMI-DADE EXPRESSWAY AUTHORITY NON-TOLL REVENUE POLICY

PURPOSE

It is the policy of the Miami-Dade Expressway Authority (“MDX”) to budget funds derived from its non-toll revenue to appropriate categories in its Annual Operating Budget to fund a Customer Rewards Program in conformance with the provisions of MDX Resolution 10-03 to recognize and advance MDX’s partnership with the customers it serves.

SPECIFIC REQUIREMENTS

1. In recognition of the many contributions made by Mr. David Lyons in pursuit of improved transportation solutions for the citizens of Miami-Dade County, in particular, the support of MDX initiatives to transform the MDX system to cashless facilities; to improve public information initiatives to inform and involve the travelling public on various transportation activities; to champion improved mobility through efforts to ensure signal coordination and synchronization on roadways adjacent to Miami-Dade County expressways; and his continued advocacy efforts for programs to reward MDX toll customers for their loyal use of the MDX system, and in furtherance of the MDX’s Resolution 10-03, the implementation Program will be titled the “MDX/David Lyons Customer Rewards Program” and will serve the electronic toll (SunPass®) customers using the MDX system.
2. During the Operating budget development process, MDX will annually appropriate funds derived from the MDX non-toll revenue program associated with RFP 11-07 to provide funds for the purpose of furthering a targeted Program to reward the patronage of its customers by providing a form of toll reduction or other benefits for its electronic toll (SunPass®) customers.
3. The specifics of the Program may vary from year to year based on the types of non-toll revenue projects pursued by MDX and based on the level of projected revenue from such non-toll revenue projects.
4. This policy shall be effective on the date on which it is adopted by the Governing Board and at such time shall be considered an implementation directive pursuant to all prior policies relating to Non-Toll Revenue policies.

Adopted this 25th day of October, 2011, by the MDX Board of Directors