

**MIAMI-DADE EXPRESSWAY AUTHORITY (MDX)  
INTER-GOVERNMENTAL AND PUBLIC COMMUNICATIONS  
COMMITTEE MEETING  
TUESDAY, APRIL 6, 2016  
1:00 PM**

**SUMMARY MINUTES**

Present Committee Members:

Luz Weinberg, Chair  
Arthur J. Meyer, Vice Chair  
Maurice A. Ferré  
Javier L. Vázquez, Esq. – in attendance via phone  
Cliff Walters

Absent Committee Members:

Present Board Members:

Louis V. Martinez, Esq., MDX Chair  
Shelly Smith Fano, MDX Vice Chair  
Rick Rodriguez Piña, MDX Treasurer

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:

Randy Topel, First Southwest Co.  
Courtney Cunningham

## **CALL TO ORDER**

Ms. Weinberg, 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.

## **DISCUSSION ITEM**

### A) Advertising, Communications, Marketing & Public Relations Services

Ms. Weinberg introduced the item and reminded Members that she requested their feedback regarding the draft Advertising and Communications, Marketing and Public Relations Services Contract documents, which were distributed at the last meeting. Members were asked to review the scope of services and rankings. Mr. Rodriguez informed Members that several comments have been received and that Staff has been meeting with potential proposers.

Mr. Diaz referred to the scope of services and highlighted that the successful consultant must have strong understanding of the Miami-Dade marketplace; and a track record in organizing and implementing strategic marketing, communications and public relations campaigns in multiple languages. The consultant must also have knowledge and experience with print, digital, radio, television and social media.

Mr. Walters expressed a concern that not many firms can do it all, including possessing transportation experience. Ms. Weinberg urged Members to fully review the draft scope of services and evaluation criteria.

Mr. Ferré asked the following questions:

- What is the budget amount for the contract? (Mr. Rodriguez said the current contract will be closing at \$2.5 million this year); and
- What are other State of Florida agencies doing?

Staff clarified that the contract funds will be allocated in categories such as advertising and public relations.

Mr. Walters stated the importance of communicating positive messages about MDX.

Mr. Meyer expressed the importance of including a mandatory pre-proposal meeting; and providing sufficient preparation time between the proposal submittal and the oral presentations.

Mr. Rodriguez informed Members that their input is needed on the scope of service and evaluation criteria. He informed Members about issues pertaining to the current communications consultant and gave a timeline for the remaining fiscal year for which MDX is covered. Communications matters are also being handling by Staff.

Mr. Martinez expressed the importance of educating the public and emphasized the importance of social media to get the message across.

Ms. Weinberg requested feedback from Members prior to the next Board Meeting. Mr. Rodriguez Piña informed Members that a preliminary budget will be distributed in the coming weeks.

### **INFORMATIONAL ITEM**

- Public Education Campaign Update

Mr. Diaz provided an update on the Public Education Campaign, which was also distributed at the meeting. The Communications team put together a comprehensive Public Education Campaign with the objective to generate awareness of MDX Projects and to highlight the benefits that MDX contributes to the local community. The campaign focuses on a series of messages that highlight MDX's Safety, Convenience and Reliability motto. MDX emphasized the System's safety ratings, the job creation by the MDX Work Program and the reliability of the System.

During open enrollment for the Cash Back Toll Dividend 2016 Program, new and current customers were required to fill out a five questions survey. Initial analysis shows that users are satisfied with the overall value MDX provides to the community.

Mr. Diaz informed Members that as part of the Univision Agreement the road ranger vehicles will be wrapped to reflect the station's partnership with MDX; and public service messages will be recorded.

Mr. Diaz entertained questions from Members.

### **ANNOUNCEMENTS**

- Operations Committee Meeting, 4/14/16, 10:00 a.m. William M. Lehman MDX Building
- Board of Directors Meeting, 4/26/16, 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.