

TEAMFL/Florida Transportation Commission
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Public Involvement Session

Looking for a Champion...
Building Consensus as a Toll Agency

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Let's move *forward* together.



The Challenge for Toll Agencies

- Understanding tolls as a finance mechanism
- How much is collected and how is invested
- Finance plans – bonding capacity and debt
- Debate over tolls vs taxes
- Social issues
- Funding construction vs maintenance and operations
- Tolls versus transit
- Independence of governance
- Natural mistrust of government

Communicate & Design the Message

- Implementation of a major initiatives
 - Open Road Tolling
- Toll increases
 - CPI increases
- Projects
 - New transportation corridors
 - Long range plans
 - Five Year Work Program
 - Specific projects

Community Lines of Communication

- Elected officials
 - Do your homework
 - Big picture
 - What are the benefits
 - Where may the conflict be
 - Identify potential champions
- Key opinion leaders
 - How much do they know – Research
 - Organization and issue
 - What is their idea and vision
 - Identify potential champions

Strategy for Elected Officials

- Setting the Tone – Big Picture
 - Transportation funding gap
 - Congestion relief
 - MDX being part of the solution
 - Example: ORT concept
 - Equitable – pay for what you use
 - Open road with no traditional toll plazas
 - Funding to address congestion
 - Framework for public process and implementation



Strategy for Elected Officials

- Setting the Tone – Big Picture
 - Don't make the agency the focus
 - Don't try to sell the initiative: Example ORT
 - Focus on need and region's economic vitality
 - Obtain initial impressions and assistance in molding the process
 - No details on technology or business rules
 - Describe public process
 - Evaluate if one could be your champion

Strategy for Elected Officials

- Briefing of all elected officials local and state level
 - Board member, Executive Director and Public information staff (no technical staff)
- Preparation of talking points
 - Concentrate on facts
 - Miami is 6th most congested metropolitan area
 - Congestion is an impediment to high wage jobs
 - Speed to market transportation is the currency of economic development
 - Describe initiative. Example: concept of ORT – equalization and funding for the future
 - How you would engage the public – “idea raiser for projects”
- “What is the cost of doing nothing?”

Next Steps and Next and Next.....

- Go back to the elected officials with each agency's big plan or decision
 - Five Year Work Program/Long Range Plans
 - Specific projects in their districts
 - Don't play politics
- Continued information flow
 - Message changes
- Paint a vision and your role in creating it
- Transparency = Credibility
- Link public outreach efforts with elected officials
- Monitor new elections and legislative sessions

Summary

- Define the message and the strategy
- Elected officials “temperature checks”
 - Establish relationships
 - Listen – provide venue for feedback and input
 - Don’t play politics
- Information gathering
 - Elected officials – Key opinion leaders
- Preparation of public outreach plans
 - Development of communication tools
 - Educational Campaign – take a complicated message and make it simple

Looking for a Champion...

The agency will become the
champion

Always front and center with elected officials
and the public