

Merging Policy and Technology

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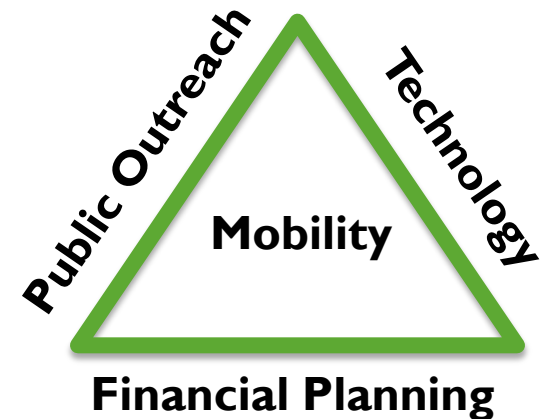
September 12, 2011

Overview of MDX

- MDX is an Agency of the State (Public) created in 1994
- Transfer of Assets Agreement - December 1996
- 13 Board Members
 - 5 appointed by the Governor , 7 appointed by the County Commission
 - FDOT District VI Secretary as Ex-officio member
- Toll Revenue is primary source of funding
 - No gasoline tax
- Created to build, expand, maintain and operate expressways within Miami-Dade County

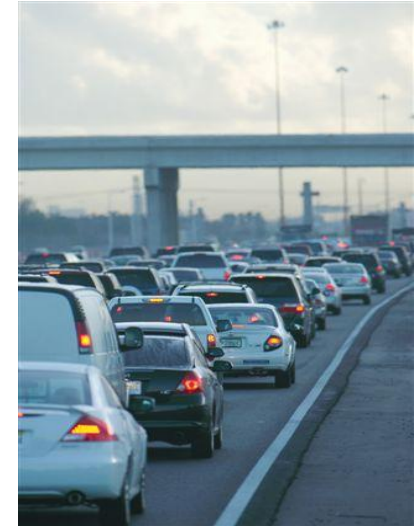
Policy Issues

- Pricing
 - Tolling Equity
- Conventional Toll Plaza's or Open Road Tolling
 - Cash Customer?
- Financial Planning
 - Cash Flow
- Public outreach



Policy Implementation

- Setting the Tone – Big Picture
 - Transportation funding gap
 - Congestion relief
 - Focus on need and region’s economic vitality
 - “What is the cost of doing nothing?”



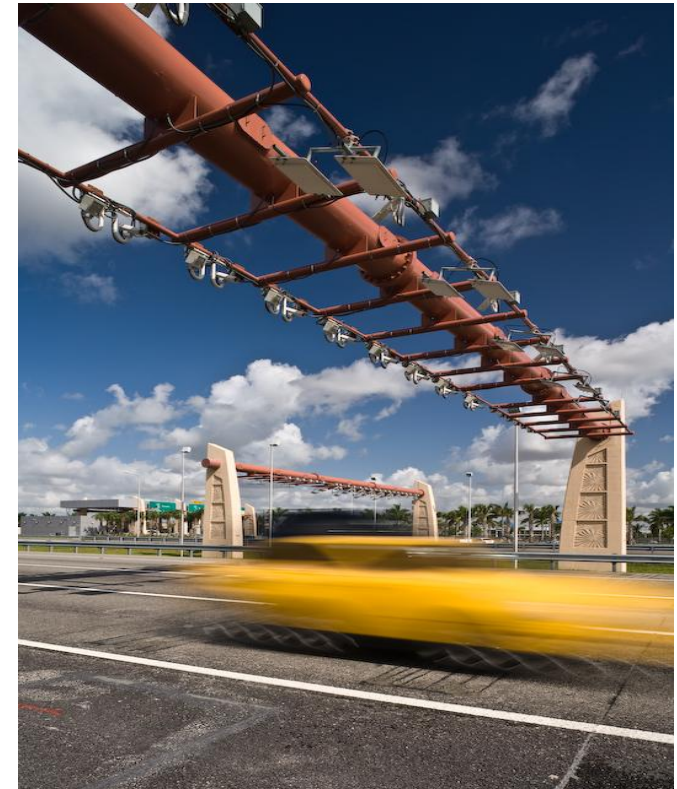
MDX = solution

Policy Implementation




- Briefing of all elected officials - local & state level
- 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
- Multi-tiered / multi-year / educational campaign
 - take a complicated message and make it simple
- Business Rules
 - Customer friendly but ensure collection

Implementation - Open Road Tolling

- **2003 ORT at Existing Plaza's**
- **2006 ORT Master Plan**
- **Full Conversion Dates**
 - SR 836 Extension – June 2007
 - SR 924 – June 2010
 - SR 874 / SR 878 – July 2010
 - SR 112 – FY 2014
 - SR 836 Mainline – FY 2014
- **Launched micro-site for ORT**
 - www.mdxort.com



Open Road Tolling

- The results:
 - Users paying a toll :  28% to 55%
 - Revenues:  \$25M to \$125M
 - Sunpass Penetration:  83%
 - Over **\$1.4B** being invested into infrastructure
 - Miami-Dade is now outside of top 10 most congested cities in the US

