

## FIRM PROFILE

**Creativision MEDIA**'s multilingual team utilizes its extensive knowledge of local communities, media know-how, and legislative experience to conduct Public Involvement Programs (PIP) for state and local agencies. Established in 2002, Creativision MEDIA ([thebestcreativeteam.com](http://thebestcreativeteam.com)) has implemented public involvement strategies for highway/street projects, transit analysis studies, transit services improvements, and installation of managed lanes.

The Florida Department of Transportation (FDOT) SR 7/ US 441/ NW 7 Avenue Corridor Planning Study is one of the best examples of our 30-plus years of combined professional experience in building community consensus. The Creativision MEDIA team developed a PIP to guide the outreach strategies and gain public feedback on one of the state's first lane elimination to allow on-street parking proposals. After a 24-month outreach effort with CRAs, businesses, bike/ped users, municipal leaders, county elected officials, and residents, the project earned community-wide support to provide on-street parking on the 12-mile corridor. Business leaders and residents touted the project as the economic driver for revitalizing the corridor. It was a game changer for the entire area and just one example of our team's expertise and experience in navigating the complexities of building consensus among diverse groups.

**Creativision MEDIA**'s transportation planning experience also includes: **FDOT Golden Glades Interchange from 826/Palmetto Expressway Eastbound to I-95 Northbound PD&E Study** (2014-2017), **FDOT SR 934/NE/NW 79 Street PD&E Study** (2018-2020), **SR 934/NW 79 Street Corridor Planning Study** (2019), **FDOT SR 976/SW 40 Street Bird Road Corridor Planning Study** (2016-2018), **Miami-Dade Department of Transportation and Public Works (DTPW) South Corridor Rapid Transit Project** (2017-Present), **Miami-Dade Expressway Authority (MDX) US 1 Express Lanes PD&E Study** (2011-2014), **FDOT District 4 South Florida East Coast Corridor Transit Analysis Study - Phase II and III** (2009-2011, 2011-2014), **South Florida Regional Transportation Authority (SFRTA) Onboarding Surveys** (2018), **I-95 Managed Lanes Travel Study** (2005), and the **2035, 2040, and 2045 Miami-Dade Transportation Planning Organization (TPO) Long Range Transportation Plan** (2008-2011, 2012-2014, 2018-Present).



### Unique Approach to Conducting Public Meetings

The Creativision MEDIA Team conducts a public workshop at a mall.



### Engaging Residents

A Creativision MEDIA team member briefs a resident on an upcoming meeting at a transit station.



### Using the Best Medium for Each Community

A Creativision MEDIA team member announces a public meeting on Creole-language radio.

*Create. Impact. Repeat.*