

**RESOLUTION NO. 2023-**

**A RESOLUTION OF THE VILLAGE OF PINECREST,  
FLORIDA, RELATING TO SOUTH CORRIDOR  
TRANSITWAY BUS RAPID TRANSIT (BRT) STATIONS  
NAMING SELECTION; RECOMMENDING NAMES  
FOR THE BRT STATIONS LOCATED AT SW 104TH  
STREET AND SW 136TH STREET AND US1;  
PROVIDING FOR AN EFFECTIVE DATE.**

WHEREAS, the Miami-Dade County Department of Transportation and Public Works presented to Council the South Corridor Bus Rapid Transit (BRT) Station Naming Guidelines at the March 14, 2023 Regular Council meeting; and

WHEREAS, Miami-Dade County Department of Transportation and Public Works is asking the Village Council to select a name from the three (3) choices provided based on their methodology of street numbers, street names, and communities and municipalities; and

WHEREAS, the two (2) BRT stations are located at SW 104th Street and SW 136th Street and US1; and

WHEREAS, the Village Council may select from the following names for the BRT station located at SW 104 Street and US1: SW 104 St, Killian Dr or Pinecrest Central; and

WHEREAS, the Village Council may select from the following names for the BRT station located at SW 136th Street and US1: SW 136th Street, Howard Dr or Pinecrest South; and

NOW, THEREFORE, BE IT RESOLVED BY THE VILLAGE COUNCIL OF PINECREST, FLORIDA, AS FOLLOWS:

Section 1. Pursuant to the above whereas Miami-Dade County Department of Transportation and Public Works is seeking direction from Village Council to approve a name from one of the following options:

A. BRT station located at SW 104 Street and US1: SW 104 St, Killian Dr or Pinecrest Central

B. BRT station located at SW 136th Street and US1: SW 136 Street, Howard Dr or Pinecrest South

Village Council selects SW 104 St for the SW 104th BRT station.

Village Council selects SW136 St for the SW 136th BRT station.

Section 2. This Resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED this 11th day of April, 2023.

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Joseph M. Corradino, Mayor

Attest:

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Priscilla Torres, CMC  
Village Clerk

Approved as to Form and Legal Sufficiency

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Mitchell Bierman  
Village Attorney

Consent Agenda

# SOUTH CORRIDOR BUS RAPID TRANSIT (BRT) STATION NAMING GUIDELINES

Village of Pinecrest

Miami-Dade County Department of Transportation and Public Works

March 14, 2023

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# Introduction

# Introduction & Research Objectives

The research is designed to help gauge the public's preferences regarding the naming of the stations along the new BRT Service on the South Dade TransitWay.

Participants were asked to evaluate various methods by which they preferred a station to be named:

- Community/municipality
- Geographical/cultural context
- Nearby street names
- Cross section street numbers

The following research presents recommendations for naming the BRT stations based on results from this testing.



# Methodology Summary



## Methodology

- Online and face-to-face data collection
- Fieldwork from Nov 16 – Dec 15, 2022\*



## Questionnaire

- 32 questions
- Offered in English, Spanish, or Creole



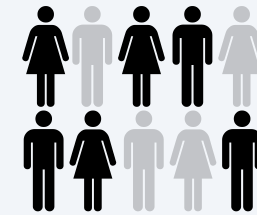
## Sample Size

- 808 total interviews
- Margin of error +/- 3.4% at the 95% confidence level



## Respondent Description

- Adults age 18+ in select Miami-Dade ZIP codes
- Past 12 month rider or next 12 month ride intender of Miami-Dade Transit services



## Qualifying Incidence

- 60% among adults in the target market area

\*In-Person fieldwork was conducted at the following stations: Dadeland North, Dadeland South, Earlington Heights and Government Center

# Key Findings

# Station Naming

## Key Findings

- Preference is evenly divided between naming BRT stations based on street numbers, street names, or communities and municipalities.
- Geographical/cultural context was less desired as sources for station names.

## Our Recommendation

- We recommend naming the stations based on street numbers.
- The overwhelming majority of existing stations along the South Corridor are currently named using street numbers. The new stations and shelters for this new BRT service will be close in proximity with the ones along the shared bus route. Naming the stations for this new service by a different convention will cause confusion amongst riders.

# BRT Stations in Village of Pinecrest

## Naming Options for BRT Stops:

- SW 104 St / Killian Dr
  - Street numbers – SW 104 St
  - Street names – Killian Dr
  - Communities and Municipalities – Pinecrest Central
- SW 136 St
  - Street numbers – SW 136 St
  - Street names – Howard Dr
  - Communities and Municipalities – Pinecrest South

# Station Naming

## Naming Guidelines

When naming the stops, please follow the below guidelines to ensure consistency across stations and corridors. Below are the three options that can be chosen from although naming by street numbers is the preferred method.

- **Street numbers**
  - A station must utilize the street number from the nearest major intersection if stop/station is not located exactly on an intersection
  - A station must utilize capital letters for the pre-fix directional portion of the name (e.g., SW, SE, NW)
  - A station must utilize sentence case for the street type (e.g., St, Ave, Cir, Ct)
  - A station must not utilize any periods or commas when naming by street number
  - Character limit: 20 characters including spaces
- **Street names**
  - A station must utilize the legal name of a street when naming by street name, a street name cannot be fabricated for the purposes of naming a station
  - A station must not be named after the memorial naming of a street (e.g., Officer XYZ Blvd)
  - A station must not utilize any periods or commas when naming by street name
  - Character limit: 25 characters including spaces
- **Communities and Municipalities**
  - A station must not be named after a private landmark/property within a community or municipality (e.g., The Falls, Southland Mall etc.)
  - A station must not be named after a public landmark within the community or municipality in which it falls (e.g., Coral Pine Park, Cutler Ridge Park etc.)
  - A station must fall within the community or municipality of which it is to be named after in order to be named
  - A station must have a directional identifier (North, South, Central etc.) if a station falls within the same community or municipality as another to differentiate them from one another. (e.g., Pinecrest South, Pinecrest North)
  - Character limit: 25 characters including spaces

# Station Naming

## Next Steps

- Village of Pinecrest to review naming options and provide feedback
- Contact information - Please email your feedback within 30 days to:

**Juan C. Mendieta**

Chief External Affairs Officer

Miami-Dade County Department of Transportation and Public Works

701 NW 1st Court, 17th Floor

Miami, FL 33136

[Juan.Mendieta@miamidade.gov](mailto:Juan.Mendieta@miamidade.gov)

786-469-5409 Office Direct

786-685-5309 Cell

[miamidade.gov/transportation](http://miamidade.gov/transportation)



# THANK YOU

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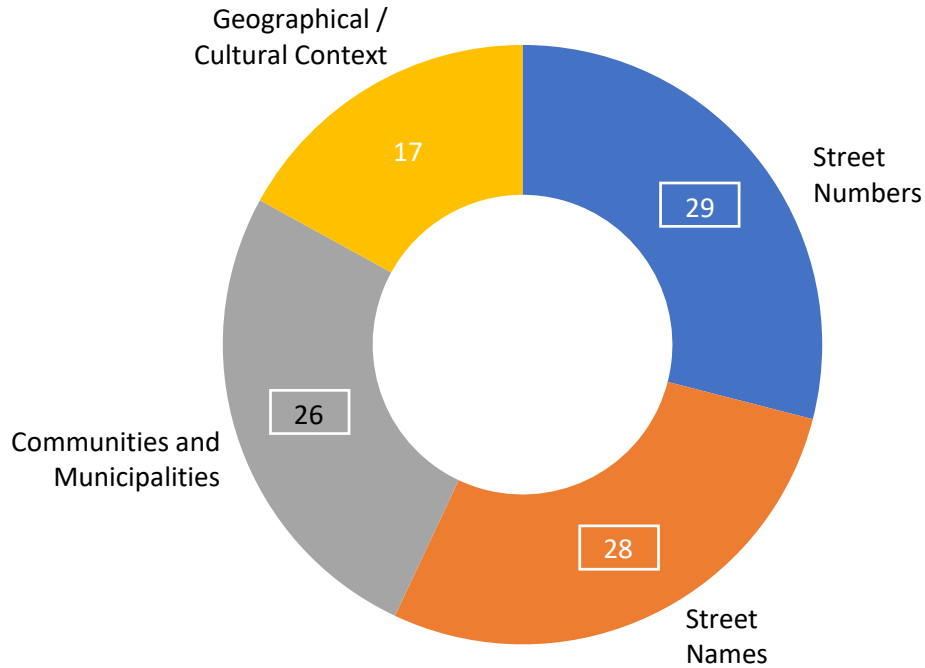
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# Appendix

# Preferred Naming Approach for BRT Stations

Preference is evenly divided between naming BRT stations for street numbers, street names, or communities and municipalities. Naming for geographical/cultural context is least desired.

Total Respondents (n=808)



	Gender		Race/Ethnicity		
	Male (A)	Female (B)	White (C)	Black (D)	Hispanic (E)
Street Numbers	30	28	28	29	26
Street Names	30	27	26	33	26
Communities and Municipalities	23	27	25	25	30
Geographical/Cultural Context	16	18	21 D	13	17
	(n=384)	(n=415)	(n=286)	(n=151)	(n=308)

Q15. Which one naming approach do you most prefer for the BRT stations?  
Stat Testing Upper Case 95%, Lower Case 90% A/B,C/D/Ea