

Miami Intermodal Center



Ric Katz

MIC Public Affairs Program Manager

From the MIC's beginning in 1993, Mr. Katz has worked in close collaboration with FDOT executives to create an imaginative logo and slogan and has helped cast the entire program in innovative directions. As the senior member of the Public Affairs Program team, Mr. Katz supervises a broad communication program that includes community, governmental and media relations. He is often called upon to facilitate high level discussions and negotiations with public officials and principal stakeholders involved in the MIC program.

He and his team conduct community meetings, briefings for elected officials and interviews with news reporters. They produce information videos and public service announcements for television and radio, write newsletter articles, news releases and *pick-up* stories and conduct seminars for technical staff to help them communicate more effectively with the public and news media.

In addition, Mr. Katz conceived the *One Stop Shop* program as a means of providing a consolidated Maintenance of Traffic for the traveling public. He recognized that individual drivers don't know or care which agency is causing the traffic tie-up; they just want relief. While the MIC Program is extensive, it is not the only construction activity taking place in Miami's vital LeJeune Road Corridor. Under his leadership, FDOT's MIC Program has taken the lead by identifying projects, gathering information and conveying it to the public.

Mr. Katz established Kommunikatz in 1983 to provide highly specialized public affairs public relations counseling and services to major corporations, public agencies and political campaigns. Today, the firm focuses almost entirely on large infrastructure projects such as the MIC and FDOT's Port of Miami Tunnel. Clients draw upon his 33 years of governmental relations expertise and extensive knowledge of South Florida's many, distinct communities as he moves easily through legislative and administrative channels.

A much sought after public speaker, he is well regarded by the area's news media and is frequently called upon to comment on local and national issues or to provide background information. He also contributes *pro bono* advice to a myriad of community-based organizations. As a volunteer, Mr. Katz directed the successful November, 2002 referendum on the People's Transportation Plan. This effort was a resounding victory, with more than 66% of voters in favor of creating a dedicated funding source for transportation by adding one half cent to Miami-Dade County's sales tax.

He was named to the Miami Dade College 2004 Alumni Hall of Fame. After earning an Associate in Arts there, he went on to earn Bachelor's Degrees in Journalism and in Broadcasting at the University of Florida, and a Master's Degree in Communications at Florida State University.

Before launching Kommunikatz, Mr. Katz was a founding executive officer of Florida International University. During his thirteen year tenure he led that fledging institution's efforts to obtain state approval for program and facilities expansions. Today it is the among the nation's 30 largest colleges and universities.