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Broward Metropolitan Planning Organization Commitment 2045 Metropolitan Transportation Plan

Technical Report #1

Outreach Summary

March 2020

MPO MISSION STATEMENT

To collaboratively plan, prioritize, and fund the delivery of diverse transportation options.

MPO VISION STATEMENT

Our work will have measurable positive impact by ensuring transportation projects are well selected, funded, and delivered.

Core Products of the Broward MPO



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Introduction

Commitment 2045, the Metropolitan Transportation Plan (MTP) update, began in October 2017. In the first eight months (Phase One) of the project numerous outreach activities were conducted, which started in earnest in December 2017. Phase Two of the Commitment 2045 Metropolitan Transportation Plan (MTP) public outreach began in July 2019 following the completion of Phase One. Throughout the entire MTP outreach effort, over 52,000 participants were engaged through a variety of activities. The purpose of this report is to document those activities and provide an assessment of their effectiveness.

For the purposes of the effectiveness evaluation, outreach activities are divided into two categories: informative and interactive. Informative outreach activities include the project website, development of project informational materials, and email blasts. Interactive outreach activities include social media, public workshops and meetings, and participation at community events.

Tables 1 and 2 on the following pages summarize the efforts undertaken to date in each of the activity categories. Figure 1 depicts the locations of outreach meetings and workshops that have occurred relative to the defined equity areas. Figures 2 and 3 provide information about the online survey's reach and response rate from a geographic perspective.

The final section of this document provides an assessment of the activities and recommends strategies for enhancing outreach activities for upcoming Broward MPO and future MTP outreach efforts.

Table 1: Informative Outreach Activities

Outreach Phase	Activity	Brief Description	Date of Creation/ Implementation	Notes/Response
One	MTP Tool Kit	Information developed for partner agencies to distribute to their constituents	February 2018	E-mailed to PIO contacts for 31 municipalities in Broward and coordinating agencies.
	MTP Rack Cards	Describes MTP process and important outreach opportunities	March 2018	Initial print = 2,000 Available in English and Spanish
	Direct Mailer	An oversized postcard sent to 20,000 residents informing them about the MTP and asking them to take the survey.	February 2018	20,000 mailings sent to residents age 50 years or older and to ZIP codes associated with higher than average minority and low-income populations
Two	MTP Palm Cards	Palm cards distributed at events and outreach meetings in order to obtain input on the draft cost feasible plan through the interactive map. See Appendix A.	July 2019	5,000 palm cards distributed in both English and Spanish (10,000 total)
	Scenario Planning Educational Postcard	Educational postcards developed to inform readers of scenarios used to develop MTP.	August 2019	500 post cards printed and distributed at outreach meetings
Entire Project	MTP Website	Provides information about MTP process, upcoming outreach events, and access to surveys and documents	December 2017	December 2017 to December 2019: 8,006 views
	MTP E-Blasts	Short updates about MTP included in MPO's weekly e-blasts (<i>Currents</i>) and other appropriately timed blasts for specific events	<i>Currents</i> sent weekly on Thursdays	22 total <i>Currents</i> issues have included information about MTP since December 2017. E-blast sent to approximately 2,500 e-mail addresses.

Outreach Phase	Activity	Brief Description	Date of Creation/ Implementation	Notes/Response
Entire Project	Videos	Introductory Video - A 96 second video that explains Commitment 2045 and asks people to get involved; two additional videos are planned.	February 2018	As of July 23, 2018: English version - 450 views; Spanish version – 293 views; no comments provided
		<i>What's in It For Me? A Better Broward Video.</i> Three-minute video summarizes <i>Commitment 2045</i> effort, asking viewers to get involved by visiting Commitment2045.org and interacting with projects found on Comments Map. As a supplement to the video, there was a series of short vignettes (<30 seconds) posted on social media pages to further promote participation in the interactive map.	July 2019	As of November 2019, 121 views, 3 likes, YouTube comments were disabled.

Table 2: Interactive Outreach Activities

Outreach Phase	Activity	Brief Description	Date(s)/ Frequency	Notes/ Response
One	Mayors'/ Elected Officials' Roundtable	A forum for mayors and elected officials to develop a shared vision to address the region's transportation and related land and economic development issues that ultimately affect the quality of life in Broward.	April 18, 2018	Mayors'/ Elected Officials' Roundtable
	Workshops	Various events throughout Broward where MTP project team distributed information and asked for surveys to be completed	A complete list of the events attended is provided as Appendix B.	10 workshops; 850 estimated exposures
	Online Survey	Eleven-question survey about preferences and priorities for transportation	Published in January 2018 and tabulated in July 2018	1,001 completed by July 23, 2018; summary of responses is included in Appendix C.
Two	Interactive Map	Online GIS tool used to collect feedback on potential projects developed from MTP process. Map available on MPO's website and at outreach meetings.	Began in July 2019	58 Projects collectively received 78 likes and no comments
Entire Project	Outreach Meetings	Presentation provided to homeowner's associations and other civic groups with a sizeable number of participants to have maximum reach in Broward.	A complete list of events and attendance provided in Appendix B.	31 meetings 1,205+ attendees

Outreach Phase	Activity	Brief Description	Date(s)/ Frequency	Notes/ Response
Entire Project	Social Media Posts	<ul style="list-style-type: none"> • Posts on Facebook, Twitter, Instagram, YouTube and LinkedIn regarding <i>Commitment 2045</i> • Five Video Vignettes (<30 Seconds) • One full length video, <i>What's in It for Me? A Better Broward</i> <p>Three posts on Facebook (two in English and one in Spanish) were promoted during the month of March 2018. These promoted posts resulted in 137,133 impressions (118,391 in English and 18,722 in Spanish) and 5,213 clicks, 2,959 to the <i>Commitment 2045</i> website and 2,254 to Survey Monkey. The total cost of the promotion was \$1,250, resulting in an average cost per click of \$0.24. More details are available in Appendix D.</p> <p>Video posts on Facebook (English) promoted for 7 weeks during August and September 2019. Resulted in 59,286 impressions and 698 clicks directed to <i>Commitment 2045</i> website. Total cost was \$700, resulting in average cost per click of \$1.00. More details are available in Appendix D.</p>	<p><i>Facebook</i> At least one post per week; sometimes 2-3 posts/week</p> <p><i>Twitter</i> Monthly from December 2017 to February 2018; weekly or more frequently since March 2018</p> <p><i>Instagram</i> 3-4 times per month</p>	<p><i>Facebook</i></p> <ul style="list-style-type: none"> • 33 Posts • 14 Shares • 158 Likes <p><i>Twitter</i></p> <ul style="list-style-type: none"> • 67 Tweets • 5 Partner Tweets • 116 Likes • 57 Retweets <p><i>Instagram</i></p> <ul style="list-style-type: none"> • 25 Posts • 280 Likes <p><i>LinkedIn</i></p> <ul style="list-style-type: none"> • 21 Posts • 171 Likes

Outreach Phase	Activity	Brief Description	Date(s)/ Frequency	Notes/ Response
Entire Project	Telephone E-Town Hall Event	<p>A telephone e-town hall meeting that was also broadcast on Facebook Live designed to inform the public about the MTP process and allow for a dialogue about transportation issues in Broward. The panel of speakers included:</p> <ul style="list-style-type: none"> • Peter Gies, Broward MPO, • Chris Walton, Broward County, • Sidney Calloway, Former Florida Transportation Commissioner, and • Erica Lychak, Broward MPO. <p>An infographic with more information about this event is included in Appendix E.</p>	March 22, 2018 from 7:00 p.m. to 8:00 p.m.	<p><i>English</i></p> <ul style="list-style-type: none"> • 47,465 answered calls • 4,368 accepted calls • 1,169 maximum number of participants • 5 minutes 52 seconds average call time <p><i>Spanish & Facebook Live</i></p> <ul style="list-style-type: none"> • 1 participant each
		<p>Second event was also broadcast on Facebook Live designed to inform public and allow for dialogue about transportation, affordable housing, and land use in Broward. Speakers:</p> <ul style="list-style-type: none"> • Gregory Stuart, Broward MPO • Commissioner Beam Furr, Broward County • Commissioner Michael Carn, Oakland Park • Debbie Orshevsky, Esq., Holland & Knight <p>An infographic with more information about this event is included in Appendix E.</p>	November 13, 2019 from 7:00 p.m. to 8:00 p.m.	<p><i>English</i></p> <ul style="list-style-type: none"> • 75,042 Phone Numbers Dialed • 802 Participants • 5 minutes and 49 seconds average call time <p><i>Spanish</i></p> <ul style="list-style-type: none"> • 32 Participants <p><i>Facebook Live Stream</i></p> <ul style="list-style-type: none"> • 408 Views • 5 Shares • 18 Likes • 2 Loves • 14,000 Residents Reached

Figure 1: Outreach & Workshop Meeting Locations

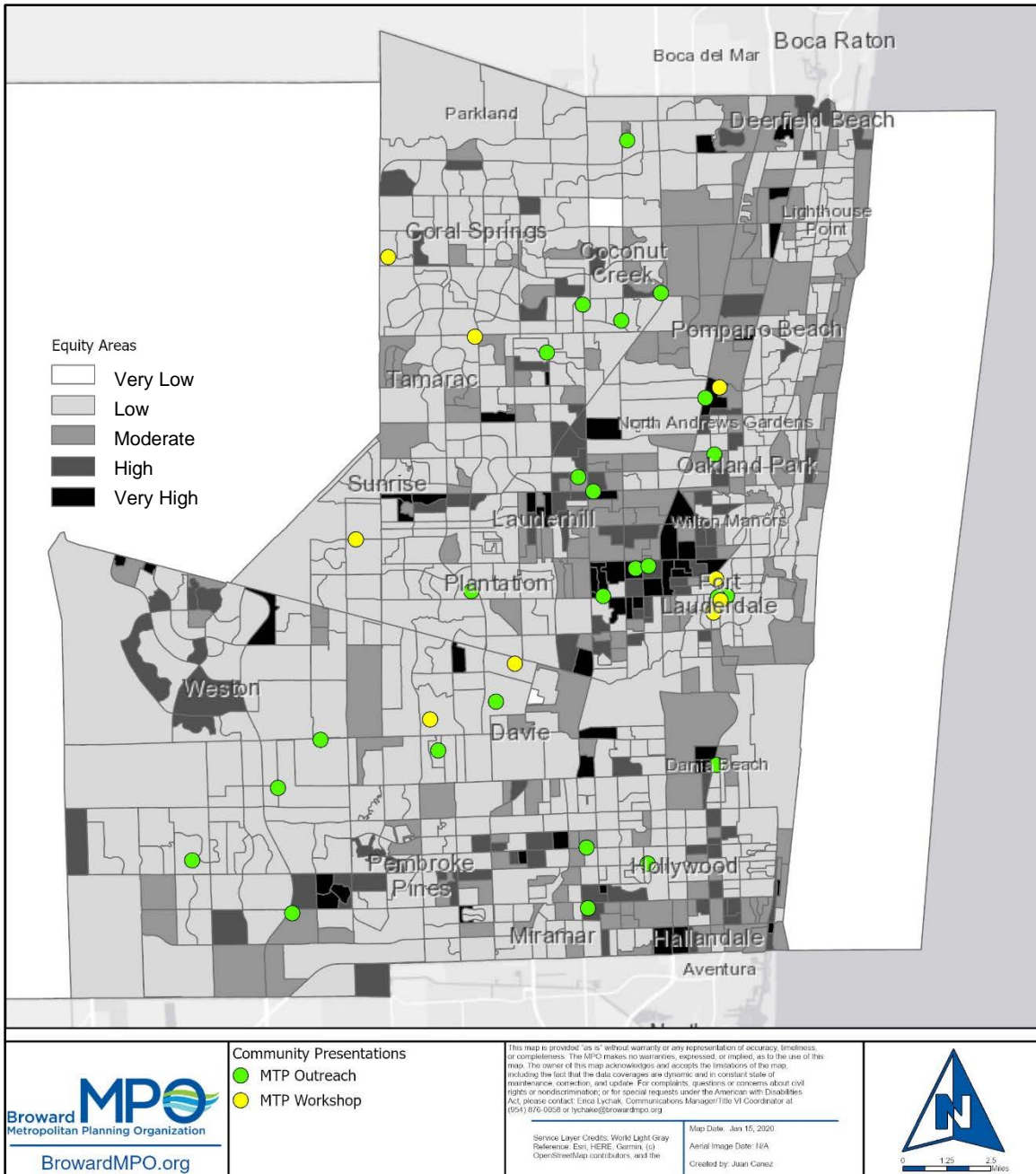
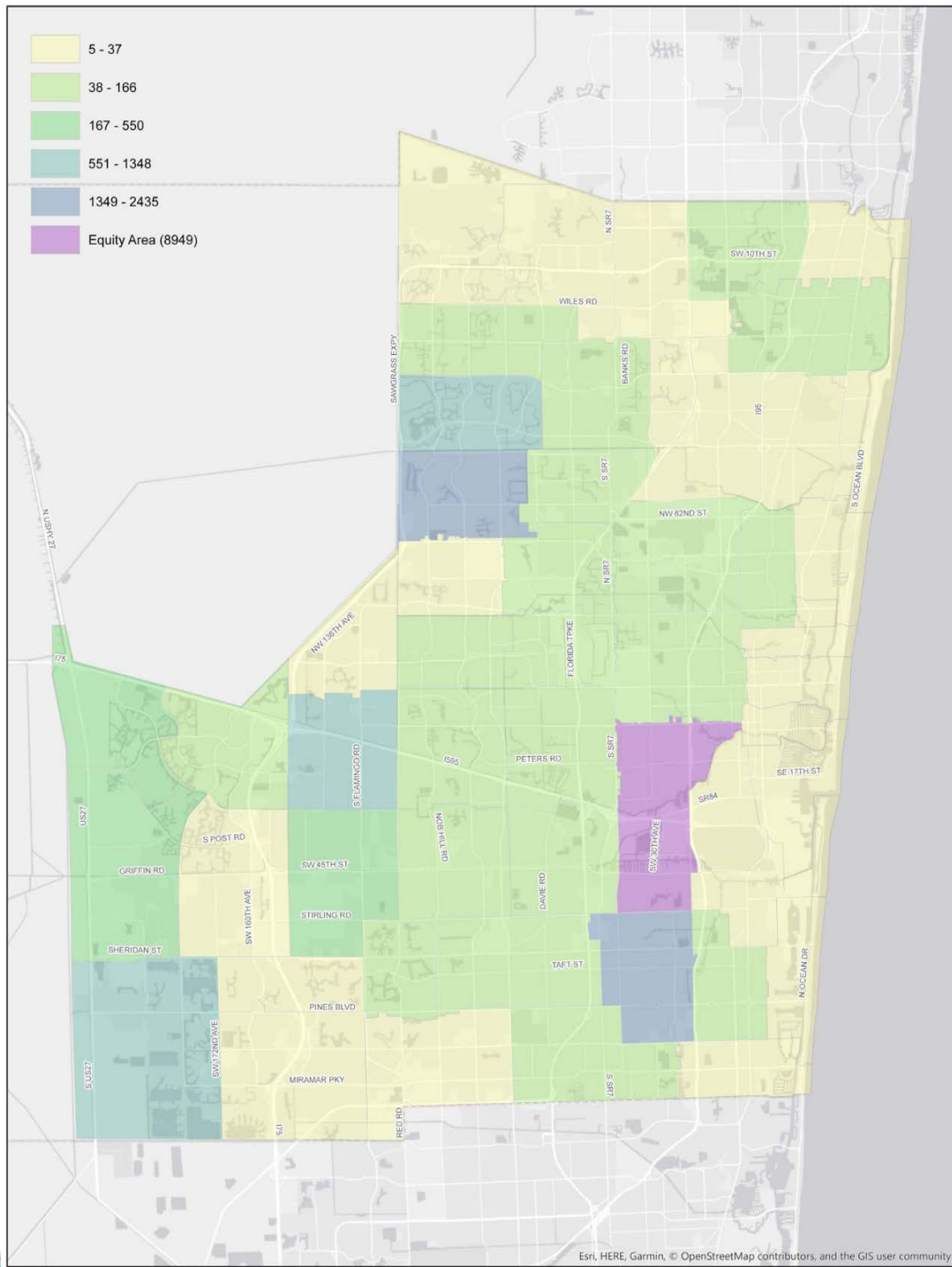
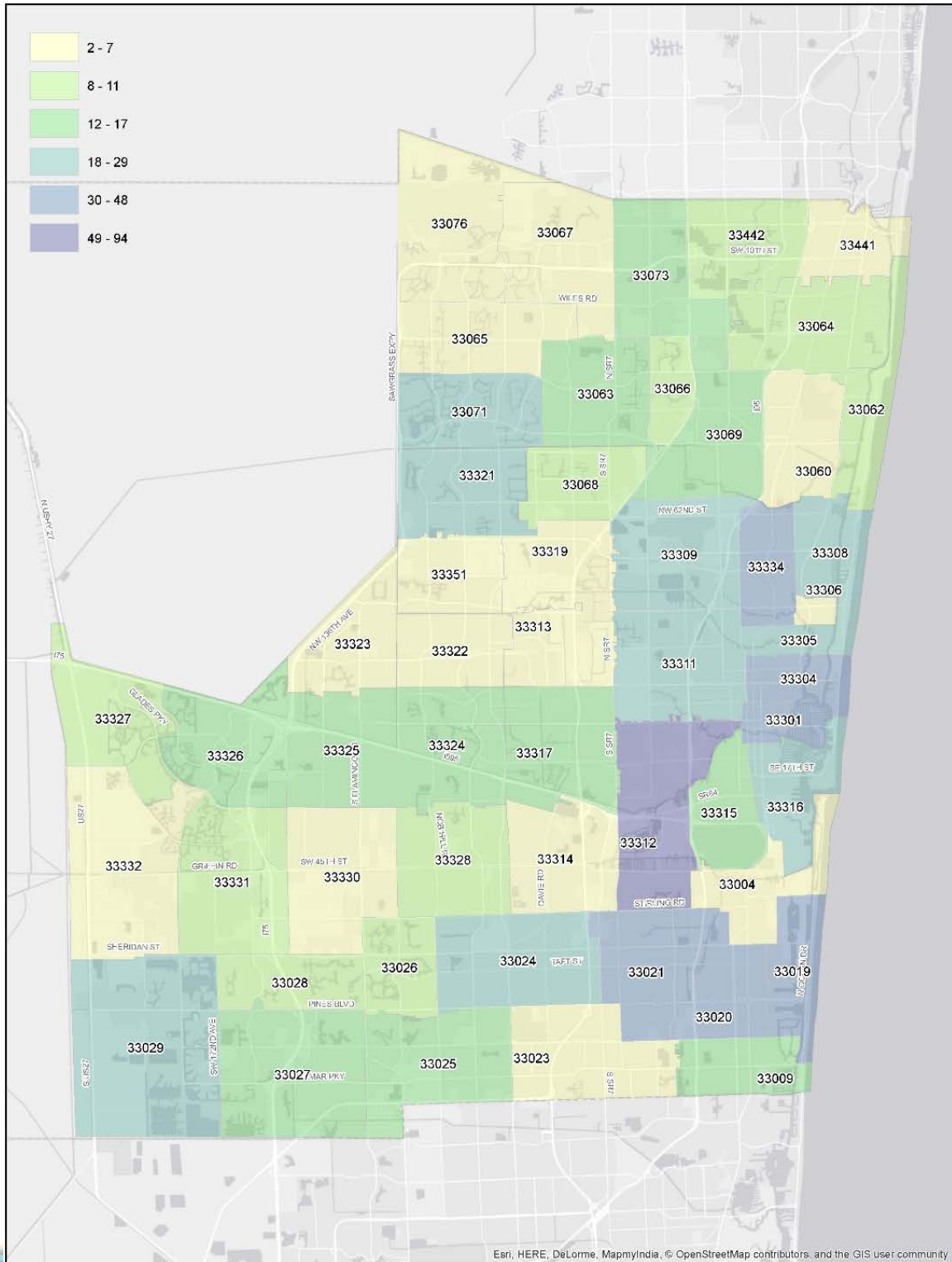


Figure 2: Phase One MTP Direct Mailer; Counts by ZIP Code



Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community

Figure 3: Phase One MTP Surveys Taken; Counts by ZIP Code



Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community

Assessment of Activities

Public Participation Plan Goals

The Public Participation Plan (PPP) established four goals for the MTP project. An evaluation of Phase Two activities relative to each goal is summarized below.

- **Goal 1: Early and Consistent Involvement** – Involve the public and stakeholders early in the project and throughout its key phases, including the informational phase, decision-making phase, and review phase.
 - Throughout the life of the MTP effort, there has been at least one outreach activity each month and multiple activities in most months.
- **Goal 2: Opportunity** – Provide an opportunity for the public and stakeholders to participate in all phases, ensuring that traditionally under-represented populations are engaged.
 - Outreach activities have been implemented for the public and the stakeholders, including the Tool Kit, the Mayors/Elected Officials Roundtable that provided information to cities and partner agencies, and the workshops and outreach meetings for the public. Engagement of underrepresented and underserved populations was addressed through the variety of activities that allowed for both digital and face-to-face involvement, a diversity of audiences addressed, and assorted location of several events.
- **Goal 3: Information and Communication** – Provide clear, timely, and accurate information as the project progresses.
 - Outreach events have been timely with the progress of the project, starting with basic information about the process and recently encouraging participation in the interactive map and visits to the website, Commitment2045.org.
 - Outreach materials have been provided in English, Spanish, and Creole.
- **Goal 4: Range of Techniques** – Use a broad-spectrum of techniques to gather input from a diverse population.
 - Several techniques were employed, including traditional printed materials, face-to-face community events, a telephone E-Town hall, and social media engagement.

Phase One of the project was more informative in nature, and the opportunities for providing formal comments on specific MTP documents were limited primarily to responses to surveys. Overall, Phase One of the MTP outreach provided good geographic coverage throughout Broward, with residents in each ZIP code completing at least one survey and outreach activities and events occurring in each MPO District. Outreach to traditionally under-represented areas was productive, as indicated by comparing the number of survey responses from those areas with direct mailer and outreach event locations.

Overall, Phase Two of the MTP outreach extended the reach of project information to fill voids identified in Phase One. The extended outreach included additional geographical coverage throughout Broward and extending informational campaign efforts to community, cultural, and government organizations with large memberships. In addition, Phase Two fulfilled the recommendation from Phase One to promote a “call to action” from the community through various social media platforms and communication media. Table 3 summarizes both Phase One and Phase Two outreach activities for *Commitment 2045*. As the project progressed, more deliverables were produced to drive the public to the interactive map and project website, encouraging more open-ended feedback on proposed project lists. The public was also able to provide feedback to the MPO via the project-specific e-mail, Feedback@BrowardMPO.org.

Informative Activities Evaluation

- According to the MPO’s records, the MTP [Tool Kit](#) was used by at least seven partner agencies, although more of the partners may have used it but did not report doing so. This is a beneficial activity that should be considered for future outreach efforts, as it allows the MPO to standardize the messaging and branding.
- Almost 90 percent of the [Rack Cards](#) were distributed and the remaining copies will be used by the end of the MTP process. Although the effectiveness of collateral materials is difficult to track; it is important to continue to provide information in a variety of formats (hard copy, digital, audio, etc.) to reach as many people as possible.
- The [MTP Website](#) was continuously updated as additional information was available throughout the schedule for the MTP. Phase Two saw half the amount of website views than Phase One.

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- There are no viewer/reader statistics for the [MTP e-Blasts](#). As part of the MPO's broader outreach efforts, they will continue and should be used to disseminate information and "calls for action" that result from the MTP's recommendations.
 - Approximately 10,000 [MTP Palm Cards](#) were printed (English and Spanish) and distributed at events and outreach meetings with the purpose of driving recipients to the interactive map for feedback on proposed projects. For future efforts, [MTP Palm Cards or collateral material](#) can be distributed in a variety of public places such as coffee shops, libraries, and supermarkets in order to reach a broader audience.
 - On the MPO's You Tube page, the [MTP Introductory Video](#) is one of the most viewed videos (450 views of the English version and 293 of the Spanish version). Only two other videos have more views, "Let's Talk Transportation" eTownHall from September 17, 2014 (550 views) and "Your Community Partner" (440 views). Both the English and Spanish versions of the MTP video were promoted Facebook posts. The video will be revised twice throughout the MTP, and it is recommended that these revised versions be promoted to ensure higher levels of viewership.
 - The video [What's in It for Me? A Better Broward](#) answers the question introduced in the [MTP Introductory Video](#); its purpose was to drive the public to the interactive map to provide feedback to the proposed projects. This updated version of the video received less than half of the views of the [MTP Introductory Video](#), despite being promoted through Facebook posts. However, the amount spent to promote these posts was only slightly more than half of the amount spent to promote the first video, which may explain the difference.
 - The [Scenario Planning Educational Postcard](#) (see Appendix F) was designed as an educational tool to define and describe the scenario planning process as a tool for developing the *Commitment 2045* hybrid scenario and resulting needs list. The [Scenario Planning Educational Postcard](#) will serve a purpose past the outreach for the *Commitment 2045* outreach efforts and is an important educational tool to inform the public of processes taken by the MPO to plan for the future.

Table 3: Commitment 2045 Public Outreach Summary

Activity	Number Engaged		Total Engaged
	Phase One	Phase Two	
MTP Website Views	4,586	2,674	7,260
MTP E-Blasts	15 blasts to 2,000 recipients	11 blasts to 2,500 recipients	2,500
Direct Mail	20,000	-	20,000
MTP Rack Cards	2,000	-	2,000
MTP Palm Cards (English)	N/A	5,000	5,000
MTP Palm Cards (Spanish)	N/A	5,000	5,000
Scenario Planning Educational Post Card	N/A	500	500
Telephone E-Town Hall Event Attendees	47,464 answered calls 4,368 accepted calls	39,173 answered calls 802 accepted calls	5,170
Mayors/Elected Officials Round Table	126	-	126
Workshop Attendance	850	-	850
Online Survey	1,001	-	1,001
Other Outreach Event(s) Attendance	400	805	1,205
Social Media (YouTube Video-English)	743	-	743
<i>Full Video Views</i>	450	121	
<i>Full Video Likes</i>	-	3	
<i>Full Video Views (Spanish)</i>	293	N/A	
Public Opinion Poll	500	-	500
Interactive Map Likes	-	78	78
		Total*	51,933

Note: Table does not include MPO Committee and Board meetings, which always include members of the public in the audience and opportunities for public comment.

Interactive Activities Evaluation

This section provides an evaluation of each interactive activity to identify which techniques provided successful opportunities for public input and education, while noting which techniques may need to be improved. For available statistics for each interactive activity, refer back to Table 2.

The [Mayors'/Elected Officials' Roundtable](#) held on April 18, 2018 provided an opportunity for the MTP Team to discuss the MTP effort with elected officials from across Broward and to conduct an interactive poll about the scenarios to be evaluated as part of the MTP. A majority of participants noted the event to be useful and future events are being planned.

The locations of the [Workshops](#) held during Phase One are shown in Figure 3. When comparing locations of these workshops to the number of surveys taken (Figure 2), more than half coincided with ZIP codes that had eight or more surveys completed; the remainder were in areas that completed between two and seven surveys. Therefore, it appears that using face-to-face events may be beneficial for promoting online activities. South Florida is a diverse region and one of the continual challenges for outreach efforts by most public agencies is the ability to engage with non-English speakers. This is the one area where the MPO could perhaps expand its efforts beyond providing materials in languages other than English. It may be worthwhile to test interactive efforts in communities with higher percentages of non-English speakers to see if a better response can be achieved. For example, MPO staff with appropriate language skills, or with translators, could hold pop up meetings at neighborhood locations known to be frequented by the Spanish- and Creole-speaking communities, as a means to better engage these communities.

The [Online Survey](#) was conducted from January through May 2018, and remains available in English, Spanish and Creole on the website (Commitment2045.org). Figure 2 shows the distribution of survey respondents within Broward, and Appendix C provides the question response summaries. As shown in Figure 2, at least one survey was completed from each of the ZIP codes in Broward. More participation in the survey overlaps with the location of the events shown in Figure 3 and the areas that received mailers shown in Figure 1. There was limited response to the survey in some areas, including northwest Broward (Parkland and northern Coral Springs), western central

Broward (Plantation, Sunrise, and Lauderhill), southwest Broward (Southwest Ranches, Cooper City, West Park and Pembroke Park), and southeast Broward (Dania Beach). Phase Two expanded outreach to include most of the areas not covered by Phase One, specifically, Coral Springs, Plantation, Sunrise, Southwest Ranches, Cooper City, Pembroke Pines, and Dania Beach.

The [Interactive Map](#) was available for public input in July 2019. The map serves as a way for the public to provide feedback regarding proposed projects in the Broward MPO planning area. The map is divided into six funding programs - Roadway/Intersection, Transit, Complete Streets and Other Localized Initiatives, Complete Streets Master Plan, Mobility Hub, and Transportation Systems Management & Operations/Safety Programs. Generally, the [Interactive Map](#) did not receive as much participation as other online activities. A potential reason for this lower participation rate may include a lack of understanding by the general public as to how to use the map. It is recommended that for future efforts, a tutorial be provided to assist those who may not be comfortable with mapping programs. Additionally, MPO Staff could collect input from the public by loading the interactive map on tablets and conducting pop up events throughout the community, thereby providing real-time assistance to participants. These in-person events could also help to overcome the lack of options for non-English speakers desiring to use the [Interactive Map](#).

[Social Media Posts](#) have been a frequent outreach activity for the MTP. Twitter was the most active, with a total of 67 tweets. Instagram had the best response rate, with 280 likes, followed by LinkedIn with 171 likes, 158 Facebook likes, and 116 Twitter likes. Phase One included successful outreach with promoted Facebook posts, which was used again in Phase Two, though to a lesser extent with commiserate results. In order to leverage more public engagement from social media, Facebook and Instagram should be used the most as these are the most popular social apps by social media users. The majority of the MPO's posts are through Twitter, where the posts get the least amount of interaction. Posts on Instagram receive the most likes per posts. The MPO should also consider increasing the frequency of posts for increased exposure. The MPO should consider obtaining a Next Door account, which may further expand their audience. Next Door is a social media application focused on specific neighborhoods and communities, and therefore may engage additional users beyond those who follow the MPO's social media accounts.

In total, 24 **Outreach Meetings** were conducted in the locations shown in Figure 1. For Phase Two, the locations and audience for these outreach meetings specifically targeted industry professional organizations to obtain input on the Cost Feasible Plan in a smaller, more focused group setting. Phase One included homeowner association (HOA) engagement, which was continued as a follow-up on the project's status in Phase Two. The location of the Phase Two outreach meetings were designed to fill outreach gaps with HOAs and neighborhoods not previously reached in Phase One.

The **Telephone E-Town Hall** events were the most successful outreach activities and broadened the reach of the MTP informational messaging by providing another medium to members of the public who were unable to participate at an in-person event. In addition to MTP project information, the events raised awareness of the MPO. These events are a cost-effective way to reach a larger number of people in Broward and should be considered for additional MPO efforts, as appropriate.

Conclusions and Recommendations

The MTP outreach efforts provided broad coverage, from a geographic perspective as well as a socio-economic one. Activities were varied to ensure inclusion of under-represented communities, youth and aging populations, and those unable to participate in person. The mixture of activities was supportive of both traditional (face-to-face, website, and hard copy notifications) and more innovative (Virtual Public Involvement (social media), Telephone E-Town Hall) outreach methods. The MPO is always seeking new ways to engage the community, either through new technology or by expanding its audience through partnerships.

As indicated in Table 3, the MTP outreach efforts reached 51,933 participants. When including all of the MPO Board and Committee meetings that included the MTP as an agenda item, this number easily grows to over 52,000. The activities that reached the highest number of people include the direct mailing from Phase One (20,000 pieces sent), the website throughout the lengths of the MTP process (7,260 views), and the Town Hall meetings (5,710 participants). The evaluation of the activities provides several recommendations for future MPO and/or MTP outreach; however, the overall level of involvement for this MTP was a significant achievement and advancement over prior efforts.

Appendix A: MTP Palm Cards



Our agency is updating the Metropolitan Transportation Plan (MTP) and we need your input to help us connect communities. Let us know what you think of our ideas for future transportation projects.

Visit the interactive project map to provide feedback!

Commitment2045.org



Questions? Ask Erica!



Talk to a real person.
Contact Erica today and she can help
you navigate the MTP and
answer your questions.

(954) 876-0033
feedback@browardmpo.org



Connect
with us
online!



For complaints, questions or concerns about civil rights or
nondiscrimination; or for special requests under the Americans
with Disabilities Act, please contact: Erica Lychak, Communications
Manager/Title VI Coordinator at (954) 876-0058 or
Lychake@browardmpo.org.



Nuestra agencia está actualizando el Plan de Transporte Metropolitano (MTP) y necesitamos su ayuda como miembro de la comunidad. Déjenos saber qué piensa acerca de futuros proyectos de transporte.

¡Denos su opinión utilizando nuestro mapa interactivo!

Commitment2045.org



¿Tiene preguntas?



¡Pregúntele a Erica!

Contacte a Erica hoy mismo.
Ella podrá ayudarlo a navegar el MTP
y responder todas sus preguntas.

(954) 876-0033
feedback@browardmpo.org



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¡Síguenos!



Se solicita la participación del público sin importar raza, color, nacionalidad, edad, genero, religion, discapacidad o situacion familiar. Las personas que requieran acomodaciones especiales conforme a la Ley de Americanos con Discapacidades o las personas que requieran servicios de traducción (gratuitos) deben comunicarse con Erica Lychak, Gerente de comunicaciones/Coordinador de Título VI al (954) 876-0058 o lychake@browardmpo.org al menos siete días antes de la reunión. Las personas con deficiencias auditivas deben llamar al Florida Relay 711.

Appendix B: Workshops, Outreach Meetings and Presentations to Groups

	Organization	Meeting Type	Meeting Date/Time	Meeting Location
Workshops (Phase One Only)	Broward League of Cities Member Exhibit Hall Event	Member Event	March 15, 2018 6:00 p.m.	Fort Lauderdale Marriot North 6650 N. Andrews Avenue Fort Lauderdale FL 33309
	Broward Workshop State of the County Event	Event	March 16, 2018 6:45 a.m.	Signature Grand 6900 State Road 84 Davie FL 33317
	ULI Downtown Fort Lauderdale Emerges Event	Event	March 21, 2018 1:30 p.m.	NSU Art Museum 1 East Las Olas Boulevard Fort Lauderdale, FL 33301
	Broward MPO Let's Go Biking Event	Event	April 7, 2018 9:00 a.m.	Tree Tops Park 3900 SW 100 Avenue Davie, FL 33328
	Florida Family Safety Fest	Event	April 21, 2018 10:00 a.m.	Coral Springs Sportsplex 2575 Sportsplex Drive Coral Springs, FL
	Tarpon River Brewing	Pop-up Outreach	April 28, 2018 3:00 p.m.	280 SW 6 Street Fort Lauderdale, FL 33301
	Fort Lauderdale ArtWalk	Event	April 28, 2018 6:00 p.m.	FAT Village 521 NW 1 Avenue Fort Lauderdale, FL 33301
	Realtors Association Mayor's Breakfast and Municipal Expo	Business Event	May 11, 2018 7:30 a.m.	Signature Grand 6900 W State Road 84 Davie, FL 33317
	Plantation Farmer's Market	Farmer's Market	May 12, 2018 8:00 a.m.	Volunteer Park 12050 W Sunrise Boulevard Plantation, FL 33323
	Tamarac Farmer's Market	Farmer's Market	May 13, 2018 9:00 a.m.	Veteran's Memorial Park 7825 Southgate Boulevard Tamarac, FL 33321

Organization	Meeting Type	Meeting Date/Time	Meeting Location
Plantation Acres Homeowners Association (HOA)	General Body Meeting	March 20, 2018 7:00 p.m.	Volunteer Park Community Center 12050 W Sunrise Boulevard Plantation, FL 33323
43rd Street Urban Village Condo Association	Community Meeting	March 26, 2018 7:15 p.m.	Private Residence Oakland Park, FL
Hispanic Unity of Florida	Citizenship Class	April 4, 2018 6:00 p.m.	Hispanic Unity Office 5811 Johnson Street Hollywood FL 33021
Davie-Cooper City Chamber of Commerce	Government, Economic, and Community Affairs Committee Meeting	April 10, 2018 4:00 p.m.	Nova Southeastern University Huizenga Business School Building 3301 College Avenue Davie, FL 33314
Indigo Lakes Community Association (Coconut Creek)	Community Meeting	April 10, 2018 7:30 p.m.	Coconut Creek Recreation Center 4455 Sol Press Boulevard Coconut Creek, FL 33073
Broward County Complete Streets Team	Meeting	April 11, 2018 2:30 p.m.	Government Center 115 S Andrews Avenue Fort Lauderdale, FL 33301
Broward County Bicycle/Pedestrian Advisory Committee (BPAC)	Meeting	April 11, 2018 6:30 p.m.	Government Center 115 S Andrews Avenue Fort Lauderdale, FL 33301
EastGate Estates (Lauderdale Lakes) HOA	Meeting	April 12, 2018 4:00 p.m.	Lauderdale Lakes Library 3850 W Oakland Park Boulevard Lauderdale Lakes, FL 33311
Washington Park HOA	General Body Meeting	April 12, 2018 7:00 P.M	Lafayette Hart Park 2851 NW 8 Road Fort Lauderdale, FL 33311
Oriole Estates (Lauderdale Lakes) HOA	General Meeting	April 19, 2018 7:00 P.M	3580 W Oakland Park Boulevard Lauderdale Lakes, FL 33311
Hawks Bluff (Davie) HOA	Quarterly Meeting	April 24, 2018 7:30 P.M	Ivanhoe Fire Station Community Center 6101 SW 148 Avenue Davie, FL 33331
West Park Business Advisory Council	General Meeting	April 25, 2018 5:00 p.m.	West Park City Hall 1965 South State Road 7 West Park, FL 33023
Sunshine Ranches Homeowners Association	General Body Meeting	April 25, 2018 7:30 p.m.	13400 Griffin Road Southwest Ranches, FL 33330

Outreach Meetings (Phase One)

	Organization	Meeting Type	Meeting Date/Time	Meeting Location
Outreach Meetings (Phase One)	Wynmoor (Coconut Creek) HOA	General Meeting	May 1, 2018 9:00 a.m.	Wynmoor Community Council 1310 Avenue of the Stars Coconut Creek, FL 33066
	Silver Lakes (Pembroke Pines) HOA	General Meeting	May 7, 2018 7:00 p.m.	Silver Lakes Community Park (West Broward Hall) 925 NW 178 Avenue Pembroke Pines, FL 33029
	North Lauderdale City Commission	Commission Meeting	May 8, 2018 6:00 p.m.	North Lauderdale City Hall 701 SW 71st Avenue North Lauderdale, FL 33068
	Central County Community Advisory Board (CCCAB)	Meeting	May 16, 2018 6:00 p.m.	Franklin Park Community Center 2501 Franklin Drive Fort Lauderdale, FL 33311
	Dania Beach City Commission	Commission Meeting	May 22, 2018 7:00 p.m.	Dania Beach City Hall 100 W Dania Beach Boulevard Dania Beach, FL 33004
	Country Estates (Southwest Ranches) HOA	HOA Meeting	June 4, 2018 7:00 p.m.	Grace Baptist Church 19200 Griffin Road Southwest Ranches, FL 33332

	Organization	Meeting Type	Meeting Date/Time	Meeting Location
Outreach Meetings & Presentations to Groups (Phase Two)	Florida International University	Forum	July 18, 2019 8:00 a.m.	FIU Metropolitan Centre 1930 Southwest 145th Avenue Suite 302 Miramar, FL 33027
	Women' Transportation Seminar (WTS)	Presentation	July 25, 2019 11:30 a.m.	Broward MPO Office 100 West Cypress Creek Road 6th Floor, Suite 650 Fort Lauderdale, FL 33309
	Greater Fort Lauderdale Alliance Partners Council	Meeting	August 8, 2019 8:00 a.m.	Sheraton Suites Fort Lauderdale Plantation 311 North University Drive Plantation, FL 33324
	Urban League of Broward County Young Professionals	Meeting	August 14, 2019 7:00 p.m.	11 Northwest 36th Avenue Fort Lauderdale, FL 33311
	City of Margate	Event	August 16, 2019	1695 Banks Road Margate ,FL 33063
	Broward County Commission	Commission Meeting	August 26, 2019 11:30 a.m.	100 West Cypress Creek Road, 6th floor, Suite 650 Fort Lauderdale, FL 33309
	Broward Sierra Club	Meeting	September 5, 2019 7:00 p.m.	Fern Forest Nature Centre 201 South Lyons Road Coconut Creek, FL 33063
	League of Cities	Board Meeting	September 9, 2019 12:00 p.m.	Cooper City-City Hall 9090 Southwest 50th Place, Cooper City, FL 33328
	EastGate Estates (Lauderdale Lakes) HOA	Meeting	September 12, 2019 7:00 p.m.	3580 West Oakland Park Boulevard Lauderdale Lakes, FL 33311
	Oriole Estates HOA	Meeting	September 19, 2019 7:00 p.m.	4331 Northwest 36th Street Lauderdale Lakes, FL 33319
	Palm Beach County League of Cities	Meeting	September 25, 2019 11:30 a.m.	Lake Worth Beach Park 10 South Ocean Blvd Lake Worth, FL 33460
	Greater Fort Lauderdale Chamber of Commerce	Breakfast	September 26, 2019 7:30 a.m.	Tower Club Fort Lauderdale 100 Southeast Third Ave Fort Lauderdale, FL 33394

Appendix C: Online Survey Results

TRANSPORTATION FUNDING

Funding for transportation projects is limited. For which top 3 projects should the Metropolitan Transportation Plan allocate available funding?



* Ratings based on a scale of 1 - 5, with 5 being the highest.

GROWTH SCENARIOS

What are the top 3 possible growth scenarios for Broward based on investment in transportation, land use, and technology?



* Ratings based on a scale of 1 - 5, with 5 being the highest.

REGIONAL TRANSPORTATION

When coordinating improvements with adjacent counties, which two are the most important to you?



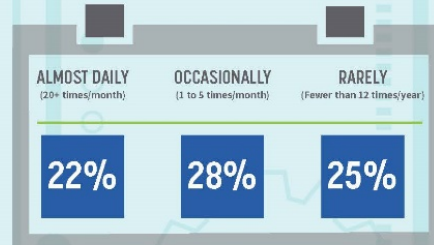
TRANSPORTATION PROBLEMS

What do you see as the biggest transportation problem facing Broward?



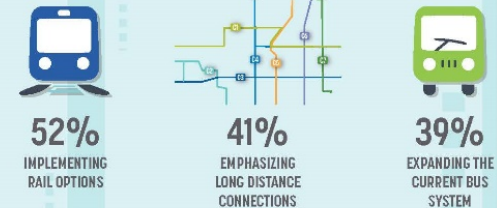
REGIONAL TRAVEL

How often do you travel to Palm Beach and/or Miami-Dade Counties?



PUBLIC TRANSPORTATION

When looking at providing additional mass transit options, in which top 3 areas should the Broward MPO focus?



TRANSPORTATION THEMES

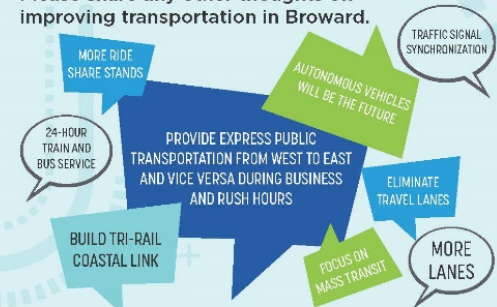
Which top 3 measures should be included as part of the Metropolitan Transportation Plan?



* Ratings based on a scale of 1 - 5, with 5 being the highest.

PUBLIC COMMENTS

Please share any other thoughts on improving transportation in Broward.



Visit www.surveymonkey.com/t/BrowardMTP to take this survey. Your opinion matters!

BrowardMPO.org



Appendix D: Facebook Promoted Posts

Phase One

Quick Stats

- Ads ran throughout **March 2018**
- Ads resulted in **2,959 clicks** to Commitment2045.org.
- Ads resulted in **2,254 clicks** to Survey Monkey page
- Campaign resulted in **5,213 total link clicks**
- Campaign **reached 61,780** unique Facebook users
- Ads gained a total of **137,113 impressions**
- Average cost per result was \$0.24
- Total amount spent was \$1,250

Target Audience

- People who live in Broward County
- Between the ages of 18 and 65+
- English and Spanish speakers

Facebook Ad Results

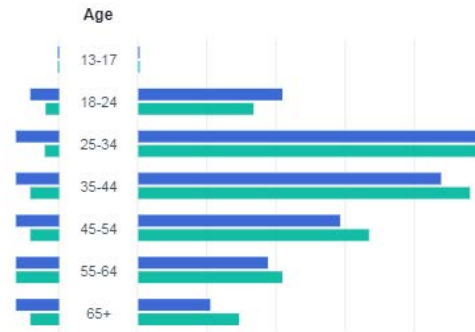
Ad Set	Clicks	Reach	Impressions	Cost Per Click	Amount Spent
English 1	2,254	36,230	57,143	\$0.22	\$500
English 2	2,547	37,493	61,248	\$0.20	\$500
Spanish	412	10,808	18,722	\$0.60	\$250
TOTAL	5,213	61,780	137,113	\$0.24	\$1,250

Ad Demographics

61,780 Reach ▾ 5,213 Results: Link Clicks ▾


All Women
 17% (10,233)
 11% (550)

\$0.38
 Cost per Result





All Men
 83% (51,116)
 89% (4,632)

\$0.22
 Cost per Result

Facebook Ad Placements

English Ad 1 (embedded video with English subtitles, linked to Survey Monkey)


<https://www.facebook.com/407155229404424/posts/10155571316443163>



Speak Up Broward- Broward MPO ...

Written by Rob Wagenseil [?] · March 8 at 10:04am · 🌐

The Broward MPO is in the process of developing our Metropolitan Transportation Plan, known as Commitment 2045, for the Broward region. As part of the public input process, we want to know your thoughts on several issues that will affect development of the plan and the selection of projects to implement NOW and in the future. #Commitment2045










Commitment 2045: Share Your Thoughts on the Future of Transportation in Broward

Take our survey to help us determine Broward's transportation future.

[Learn More](#)

9K Views

 Love  Comment  Share 

   64 Chronological ▾

48 Shares 25 Comments

English Ad 2 (embedded video with English subtitles linked to Commitment2045.org)
<https://www.facebook.com/407155229404424/posts/10155571334383163>



Speak Up Broward- Broward MPO

Written by Rob Wagenseil [?] · March 8 at 10:15am · 🌐

The Broward MPO is in the process of developing our Metropolitan Transportation Plan, known as Commitment 2045, for the Broward region. As part of the public input process, we want to know your thoughts on several issues that will affect development of the plan and the selection of projects to implement NOW and in the future. #Commitment2045



Commitment 2045: Share Your Thoughts on the Future of Transportation in Broward

Take our survey to help us determine Broward's transportation future.

COMMITMENT2045.ORG

[Learn More](#)

9K Views



Like



Comment



Share





Alejandro Rodriguez, Jassøn Pérez and 75 others

Chronological ▾


60 Shares

44 Comments

Spanish Ad (embedded video with Spanish subtitles linked to Commitment2045.org)
<https://www.facebook.com/407155229404424/posts/10155583817753163>


 **Speak Up Broward- Broward MPO** ...
Written by Rob Wagenseil [?] · March 12 at 10:52am · 

La MPO de Broward está desarrollando nuestro Plan de Transporte Metropolitana, conocido como "Commitment 2045," para Broward. Como parte del proceso de participación pública, queremos saber tus ideas sobre varios asuntos que afectaran el plan y la selección de proyectos de realizar en EL PRESENTE y el futuro. #Commitment2045








Commitment 2045: Comparte tus ideas sobre el futuro del sistema de transporte de Broward.
Toma nuestra encuesta y ayúdanos planificar el futuro del sistema de transporte de Broward.

COMMITMENT2045.ORG [Learn More](#)

 **10,880 people reached**

1K Views

 Like  Comment  Share 

 Vilma Bellanita Fajardo, Emilia Chandia Chandia and 19 others Chronological ▾

12 Shares 3 Comments

Phase Two

Target Audience


- People who live in Broward County
- People over age 25
- English speakers
- Focused on people interested in biking, pedestrians, motorists, commuters and those who are civic-minded and interested in transportation

Facebook Ad Results


	8/12- 8/18	8/19- 8/25	8/26- 9/1	9/2- 9/8	9/9- 9/15	9/16- 9/22	9/23- 9/28	TOTAL
Clicks to landing page	118	93	92	123	94	87	91	698
Cost per click	\$0.78	\$1.08	\$1.20	\$0.88	\$1.03	\$1.12	\$1.04	\$1.00
Reach	5,044	5,346	5,252	5,568	5,226	4,274	4,170	18,997
Impressions	8,287	9,634	8,670	9,573	8,747	7,347	7,028	59,286
Amount spent	\$92.23	\$100.00	\$110.01	\$108.63	\$97.24	\$97.32	\$94.57	\$700.00
Click-thru rate per impression	2.94%	1.90%	1.93%	2.19%	2.66%	2.68%	2.62%	2.39%

Facebook Ad Placements

“What’s in it for Me? A Better Broward” video post (embedded video with English subtitles, linked to Interactive Map at Commitment2045.org)

 **GPR / Goodman Public Relations** ⋮
Sponsored (demo) · 🌐

We want to hear from you! Help us develop a plan to improve the quality of life for those who live, work and play in our community by participating in Broward MPO's Commitment 2045. Your voice will shape the future of our roadways, transit and safer streets in Broward County. Participate at commitment2045.org.



BROWARDMPO.ORG

We want to hear from you! Learn More

Help us shape the future of Broward County!

 Like

 Comment

 Share

 ▼

Vignette 1-5 (embedded video with English subtitles linked to Interactive Map at Commitment2045.org)



GPR / Goodman Public Relations

Sponsored (demo) · 🌐



Help us envision a better Broward! Tell us how to improve the quality of life for those who live, work and play in our community by participating in Broward MPO's Commitment 2045. Your voice will shape the future of our roadways, transit and safer streets. Make your voice heard at commitment2045.org.



BROWARDMPO.ORG

We want to hear from you!

Help us shape the future of Broward County!

[Learn More](#)

👍 Like

💬 Comment

➦ Share





GPR / Goodman Public Relations



Sponsored (demo) ·

What does a better Broward mean to you? Tell us how to improve your quality of life by participating in Broward MPO's Commitment 2045. Your voice will shape the future of our roadways, transit and safer streets. Visit commitment2045.org.



BROWARDMPO.ORG

We want to hear from you!

[Learn More](#)

Help us shape the future of Broward County!

Like

Comment

Share





GPR / Goodman Public Relations



Sponsored (demo) · 🌐

What are your ideas for a better Broward? We want to hear them! Tell us how to improve your quality of life by participating in Broward MPO's Commitment 2045. Your voice will shape the future of transportation projects in Broward County. Visit commitment2045.org.



BROWARDMPO.ORG

We want to hear from you!

[Learn More](#)

Help us shape the future of Broward County!



GPR / Goodman Public Relations



Sponsored (demo) ·

How can we improve your neighborhood? Share your thoughts by participating in Broward MPO's Commitment 2045! Your voice will shape the future of transportation projects in Broward County. Let your voice be heard at commitment2045.org.



BROWARDMPO.ORG

We want to hear from you!

[Learn More](#)

Help us shape the future of Broward County!

Like

Comment

Share





GPR / Goodman Public Relations



Sponsored (demo) ·

Help us make Broward County a better place to live, work and play! Your input on Broward MPO's Commitment 2045 plan will shape the future of transportation projects. Tell us your thoughts at commitment2045.org.



BROWARDMPO.ORG

We want to hear from you!

[Learn More](#)

Help us shape the future of Broward County!



Appendix E: Telephone E-Town Hall Infographic



METROPOLITAN TRANSPORTATION PLAN

E-TOWNHALL MEETING

NOVEMBER 13, 2019

THE E-TOWNHALL MEETING INCREASED AWARENESS OF THE BROWARD MPO AND ITS ROLE IN TRANSPORTATION



39,173
TOTAL ANSWERED CALLS



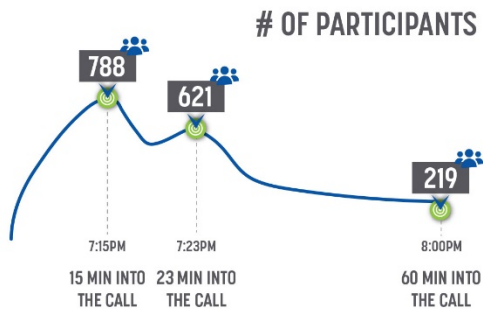
4,803
CALLS ACCEPTED



788
MAX # OF PARTICIPANTS AT THE SAME TIME



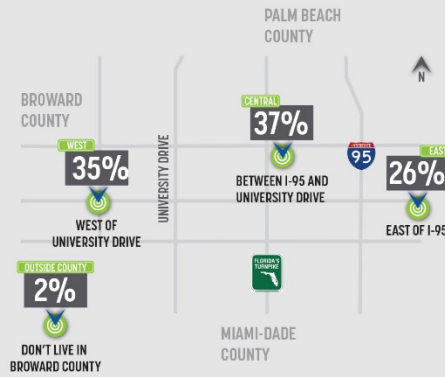
5.49 MINUTES
AVERAGE ACCEPTANT DURATION



#COMMITMENT2045

PARTICIPANT RESPONSE TO POLLING QUESTIONS

WHAT AREA IN BROWARD COUNTY DO YOU LIVE IN?



WHAT IS THE BIGGEST FACTOR IN YOUR CURRENT HOUSING CHOICE?



38%
LIKE THE NEIGHBORHOOD



32%
COST I CAN AFFORD



26%
CLOSE TO SERVICES



4%
CLOSE TO SCHOOL/WORK

HOW SHOULD BROWARD DEVELOP IN THE FUTURE?



60%
LIMIT FUTURE GROWTH



15%
CONTINUE THE EXISTING TREND



15%
INCREASE DENSITY THROUGHOUT THE COUNTY



11%
INCREASE DENSITY AROUND DOWNTOWNS AND MAJOR CORRIDORS

BEFORE THIS E-TOWNHALL MEETING, WERE YOU FAMILIAR WITH THE BROWARD MPO AND ITS ROLE IN TRANSPORTATION?



16%
YES



84%
NO

BROWARDMPO.ORG



Appendix F: Scenario Planning Educational Post Card

METROPOLITAN TRANSPORTATION PLAN SCENARIO PLANNING

BEST CASE

WORST CASE

What is Scenario Planning?

Scenario planning looks at the future "What Ifs" and helps create projects to answer those situations. Scenario Planning is a tool used by the MPO to develop possible future events and determine how our transportation network will hold up in response. It is used to determine where needs would arise if the scenario were to happen in the future. These needs then become a list of projects known as the Needs Plan. The Needs Plan then goes through a prioritization process and ultimately becomes part of the Metropolitan Transportation Plan (MTP).

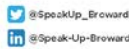
How's it being used in the MTP?

Commitment 2045 looked at five scenarios identified as possible futures for Broward County. The outcomes of these scenarios supported a Hybrid Scenario that paints a picture of an ideal transportation system for the future.

What's in it for me?

As people who live, work and play in Broward, Scenario Planning is important to you because it helps the MPO determine the needs of the community and how they can be addressed to create a better future transportation network.





BrowardMPO.org
954.876.0033


For complaints, questions or concerns about civil rights or nondiscrimination, or for special requests under the Americans with Disabilities Act, please contact Erica Lychak, Communications Manager/ Title VI Coordinator at (954) 876-0058 or Lychake@browardmpo.org.

Front of Post Card

WHAT ARE THE SCENARIOS?


Trend

The Trend Scenario assumes that what has happened in the past will continue to happen. This scenario continues what we are doing today and asks "What if improvements only focus on moving more cars in our transportation system?"




Compact Development

The Compact Development Scenario asks "What if Broward County has high concentration of growth and development along major transit corridors?"




Technology

The Technology Scenario asks "What if up and coming transportation technology such as automated vehicles are incorporated into the transportation system?"




Community Vision

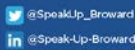
The Community Vision scenario asks "What if we were able to have everything we wanted in our community? What if we had no restrictions and we could build a robust and ideal transportation system?"



Resiliency

The Resiliency Scenario asks "What if we do not respond and prepare for sea level rise and major weather events in terms of transportation infrastructure?"





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Move People & Goods | Create Jobs | Strengthen Communities

Broward Metropolitan Planning Organization

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100 West Cypress Creek Road, Suite 650, 6th Floor
Fort Lauderdale, FL 33309
info@browardmpo.org
(954) 876-0033 Office
(954) 876-0062 Fax

For more information on activities and projects of the Broward MPO, please visit: BrowardMPO.org

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For more information, please contact:

Erica Lychak Title VI Coordinator

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