



Chapter 1
PROCESS



Introduction

In the last 50 years, Broward County has developed into an auto-centric development pattern. Current political and public sentiment signals a shift toward a more balanced approach to long range transportation planning. This balance provides more investment and opportunities to move around Broward County other than by single-occupant vehicle travel. In response, investments toward alternative modes such as transit, bicycle, pedestrian, and smart growth policies are being considered.

Through the 2035 Long Range Transportation Plan (LRTP) process, we recognized that the past approach for determining transportation investments did not provide an adequate balance among modes. The Broward 2035 LRTP serves as a new paradigm compared to the previous LRTPs. It sets the framework for a balanced and forward thinking system of many transportation modes, and balances levels of investment among these modes.

Many challenges face Broward County in planning for our future mobility needs. Broward County is built out within a geographically constrained area and funding is limited and difficult to predict given today's economic recession. The volatility of fuel prices and the real estate market continue to strain local budgets and revenue sources. The 2035 LRTP considers solutions that will best address projected mobility needs given available resources.

What is a Long Range Transportation Plan?

Urbanized areas such as Broward County are required to prepare a comprehensive multimodal transportation plan that looks forward at least 20 years. The LRTP must be developed, adopted, and updated by the Metropolitan Planning Organization (MPO) through a process that engages the community and all implementing agencies within the metropolitan region. The LRTP must be fiscally-constrained, or affordable, given available or reasonably expected funding, and it must be consistent with planning standards established in the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Inclusion of public transportation improvement projects in the Cost Feasible LRTP is a prerequisite for federal and state funding programs.



1. Process

The MPO is responsible for conducting the LRTP process in a manner that is continuing, cooperative, and comprehensive. This federally-mandated process must engage all users of the transportation system—the business community, community groups, environmental organizations, the traveling public, freight operators, and the general public. The *Public Involvement Plan Technical Report* details the public outreach approach.

1.1 People's Choice

The Broward MPO recognizes that the success of the 2035 LRTP is dependent upon a successful public outreach effort that fosters community interaction. The process is guided by public sentiment about long term transportation investments in Broward County to achieve the best possible mobility connections. An additional benefit of the planning process is expanded public awareness of and support for the resulting 2035 LRTP.

The 2035 LRTP is based upon a year-long dialogue with many stakeholders including the general public; government officials, both elected and professional staff; economic development interests and private businesses; non-profit and community organizations; and transportation planners. This process included public open houses, workshops, and forums; engagement techniques that included surveys and discussion, oral and written comments; project newsletters and email blasts; and new technologies including electronic surveys and a project blog.

We asked stakeholders what type of transportation improvements they would like to see throughout the county. More than 5,000 printed and electronic surveys were:

- Mailed with our project newsletter (geographic mailing distribution is shown in Exhibit 1);
- Distributed to employment centers, homeowner associations, churches, local colleges, and civic associations;
- Handed out at public workshops and community presentations;
- Provided to agency staff and elected officials;
- Emailed to the project mailing list;
- Posted on several websites such as the project website and Broward College's website; and
- Distributed to members of several business organizations.

Over 1,300 responses were received from areas throughout the region. Using the results from our public opinion survey, we gauged travel preferences and correlated that to the proposed transportation improvements. Geographic coverage of survey responses received is mapped in Exhibit 2. (Online responses were received from residents outside Broward County in addition to those shown.)

In addition to the public opinion survey, nine public workshops were held throughout the county. Those public workshops, organized as "open houses," featured interactive stations including:

- An introductory presentation;
- Educational displays;
- An exercise enabling participants to "piece" together their transportation goals using puzzle pieces;

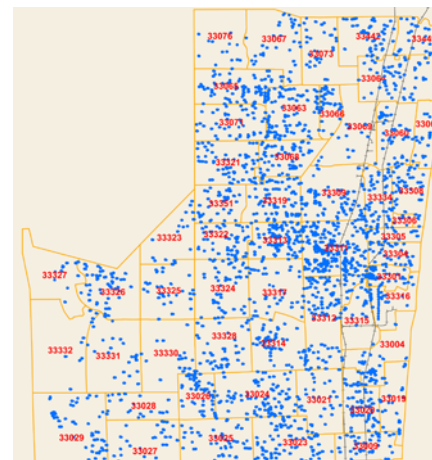


Exhibit 1-Mailing List Coverage

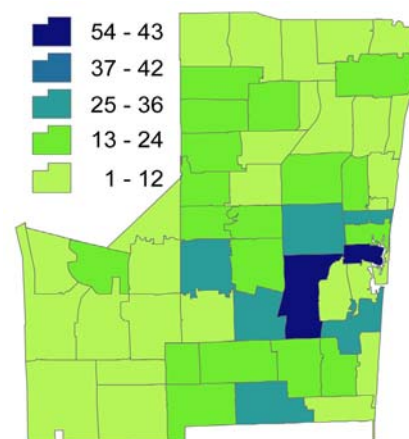


Exhibit 2-Geographic Coverage of Survey Respondents



Images from the public workshops and the MPO Board Workshop. Participants were asked to allocate a mock \$100 budget for transportation solutions.

- A Transportation Solutions “spending activity”; and
- A project video.

A complete listing of public workshops held during the LRTP process follows.

Exhibit 3-Public Workshops

Date & Time	Location
Tuesday, July 22, 2008 5:30 p.m. to 7:30 p.m.	Northwest Regional Library 3151 N. University Drive Coral Springs, FL
Thursday, July 24, 2008 2:00 p.m. to 4:00 p.m.	South Florida Regional Planning Council 3440 Hollywood Boulevard Hollywood, FL
Monday, July 28, 2008 5:30 p.m. to 7:30 p.m.	Broward County Government Center 115 S. Andrews Avenue Fort Lauderdale, FL
Tuesday, July 29, 2008 6:00 p.m. to 8:00 p.m.	South Regional/BCC Library 7300 Pines Boulevard Pembroke Pines, FL
Wednesday, July 30, 2008 6:30 p.m. to 8:00 p.m.	Emma Lou Olson Civic Center 1801 N.E. 6 Street Pompano Beach, FL
Thursday, September 10, 2009 9:30 a.m. to 12:30 p.m.	Broward MPO Board Meeting Broward County Government Center 115 S.E. Andrews Avenue, Room 422 Fort Lauderdale, FL
Monday, September 14, 2009 6:00 p.m. to 7:30 p.m.	South Regional/BCC Library 7300 Pines Boulevard Pembroke Pines, FL
Wednesday, September 16, 2009 8:30 a.m. to 10:00 a.m.	Signature Grand 6900 SR 84 Davie, FL
Saturday, September 19, 2009 10:00 a.m. to 12:00 p.m.	Emma Lou Olson Civic Center 1801 N.E. 6 Street Pompano Beach, FL

The introductory presentation was an audio-recorded presentation that ran continuously throughout each workshop. The “puzzle piece” exercise allowed participants to comment on the draft goals. With the Transportation Solutions “spending activity,” each person was given a mock transportation budget of \$100 to allocate to any of the transportation solutions. Those solutions included public transit, roadways, pedestrian and bicycle, and safety and security. The public “spending activity” exercise to budget public dollars resulted in 48% for transit, 19% bike/pedestrian, 20% for roadways, and 13% for travel safety.

The community groups listed in Exhibit 4 requested formal presentations during the course of the LRTP process.

Exhibit 4-Community Meetings

Organization	Date	Location
Broward Workshop Urban Core Committee	September 18, 2008	Bank of America 350 East Las Olas Boulevard Fort Lauderdale, FL
Sweeting Estates HOA	October 1, 2008	Reverend Samuel Delevoe Park 2520 N.W. 6 Street Fort Lauderdale, FL
Council of Fort Lauderdale Civic Association	October 14, 2008	City Hall, 8th Floor, Commission Room 100 N Andrews Avenue Fort Lauderdale, FL
City of Fort Lauderdale District III	October 15, 2008	City Hall 100 North Andrews Avenue Fort Lauderdale, FL
United Neighbors of Eastern Miramar Civic Association	November 20, 2008	Miramar Civic Center 6920 SW 35 Street Miramar, FL
SR 7/US 441 Collaborative Steering Committee	June 11, 2009	Lauderdale Lakes City Hall Gereffi Meeting Room 4300 NW 36 Street Lauderdale Lakes, FL
Dorsey Riverbend HOA	August 24, 2009	North Fork Elementary School 101 NW 15 Avenue Fort Lauderdale, FL
Broward League of Cities Transportation Committee	August 26, 2009	Lauderhill Multi Purpose Room 3800 Inverary Boulevard Lauderhill, FL
Palm Aire/City of Pompano Beach Civic Association	September 15, 2009	George Brummer Scholink Community Center 800 S.W. 36 Avenue Pompano Beach, FL
Broward Workshop Urban Core Committee	September 17, 2009	Bank of America 350 East Las Olas Boulevard Fort Lauderdale, FL
East Sunrise Residents Association	September 17, 2009	Village Civic Center 6800 Sunset Strip Sunrise, FL
Miramar/Pines Rotary Club	September 24, 2009	Pembroke Lakes Country Club 10500 Taft Street Pembroke Pines, FL
United Neighbors of Eastern Miramar	September 24, 2009	Multipurpose Center 6700 Miramar Parkway Miramar, FL
Coral Springs City Commission Workshop	September 29, 2009	Coral Springs City Hall West Wing Conference Room 9551 West Sample Road Coral Springs, FL
Tower Forum	November 5, 2009	Tower Club One Financial Plaza, 28th Floor Fort Lauderdale, FL



Images from presentations with community stakeholders.

Transportation Spending Allocations from Public Workshops:

Transit	48%
Bike/Ped	19%
Roadways	20%
Travel Safety	13%



The 2035 LRTP Plan is framed around optimum mobility options with an emphasis on transit.

1.2 Plan Framework

Vision and Mission statements were adopted to provide the framework for the 2035 LRTP Transformation. These guideposts provide for a desired balance of transportation improvements across all modes, especially public transit, pedestrian, and bicycle enhancements.

1.2.1 Vision Statement

“Transform transportation in Broward County to achieve optimum mobility with emphasis on mass transit while promoting economic vitality, protecting the environment, and enhancing quality of life.”

1.2.2 Mission Statement

“The Broward County 2035 Long Range Transportation Plan (LRTP) promotes the safe, secure, and efficient movement of people and goods by providing balanced transportation choices that support superior mobility through improvements in all modes with a focus on mass transit and transit-supportive land use in key corridors and mobility hubs.”

1.2.3 Goals

Seven practical goals were developed based on the input received from the public workshops and Broward MPO committee meetings including the Technical Coordinating Committee (TCC), the Steering Committee, Community Involvement Roundtable (CIR), and the Bicycle and Pedestrian Advisory Committee (BPAC). These goals are consistent with the requirements identified in 23 USC 134 (h) (1), as amended by SAFETEA-LU. The 2035 LRTP goals are also consistent with other local plans such as Florida Transportation Plan (FTP) 2025, Broward County Comprehensive Plan, Broward County Office of Transportation’s FY 2009-2018 Transit Development Plan (TDP), Broward County Aviation Plans, South Florida Regional Transportation Authority’s (SFRTA) Strategic Regional Transit Plan, and the Regional LRTP 2035. The 2035 LRTP goals stated in Exhibit 5 identify needed changes to the previously adopted 2030 LRTP, utilizing alternative modes of transportation to enhance mobility throughout the county and region.

Eight planning factors identified in 23 USC 134 (h) (1), as amended by SAFETEA-LU were reviewed in developing the goals. These eight planning factors address the planned growth and economic development patterns in a given metropolitan planning area, and require operational and management strategies to improve congestion, safety, and mobility. The *Goals, Objectives, and Measures of Effectiveness Technical Report* provides a detailed documentation of the goals and objectives development process.

The exhibits on the following page show the goals for the 2035 LRTP and how they correspond with SAFETEA-LU Planning Factors.



The public helped develop goals during public workshops.

Exhibit 5-Goals for the 2035 LRTP

2035 LRTP Goals	
GOAL 1:	Provide a balanced multi-modal transportation system that serves the local and regional movement of people, freight, and services; and that encourages travel by public transit.
GOAL 2:	Ensure that the transportation system furthers the economic vitality of Broward County.
GOAL 3:	Increase the safety of the transportation system for all of its users.
GOAL 4:	Increase the security of the transportation system for all of its users.
GOAL 5:	Promote sustainable systems and programs.
GOAL 6:	Provide an aesthetically pleasing transportation system which improves the relationship between public transportation and land use development, and promotes the quality of life for the community.
GOAL 7:	Preserve the existing and planned transportation system.

2035 LRTP Goals

- Multi-modal
- Economic Vitality
- Safety & Security
- Sustainability
- Land Use-Transportation Integration
- Transportation System Preservation

Exhibit 6-Consistency Matrix between SAFETEA-LU and 2035 LRTP Goals

SAFETEA-LU Eight (8) Planning Factors		LRTP Goal
1	Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.	2 and 5
2	Increase the safety of the transportation system for motorized and nonmotorized users.	3
3	Increase the security of the transportation system for motorized and nonmotorized users.	4
4	Increase the accessibility and mobility of people and for freight.	1, 2, and 5
5	Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns.	2, 5, and 6
6	Enhance the integration and connectivity of the transportation system, across and between modes, for people and for freight.	1, 2, and 3
7	Promote efficient system management and operation.	1, 5, and 7
8	Emphasize the preservation of the existing transportation system.	1, 5, and 7

1.3 Overall Technical Process

The planning process began with public participation in defining the framework for future transportation solutions. This dialogue has continued throughout the year-long plan-making process through open houses, public workshops and forums. The next step was to compile data concerning existing and future congestion and travel demand in the area. With public input and technical data concerning deficiencies, future needs were then established. A full portfolio of transportation improvements was identified to meet existing deficiencies and future needs for all travel modes.

Revenues were forecasted through 2035 based on the guidance provided in the 2035 Revenue Forecast Handbook (Florida Department of Transportation, 2008) and in consultation with other implementing agencies. The revenue forecast is consistent with “Financial Guidelines for MPO Long Range Plans” adopted by the Metropolitan Planning Organization Advisory Council (MPOAC) in October 2007, as amended October 2008.

Reasonably expected future revenues do not fund the entire list of transportation needs. This led to the development of evaluation criteria specific to each mode that would allow a priority ranking of projects to determine merit for funding consideration in the cost feasible strategy. The project selection process used to develop the 2035 Cost Feasible Plan considered intermodal synergies. A flowchart describing the steps in the process is shown in Exhibit 7.

Priority Ranking

A project received a higher rating if it encouraged multi-modal travel or connected to Mobility Hubs.

Exhibit 7-LRTP Development: Overall Technical Process

The project selection process used to develop the 2035 Cost Feasible Plan considered intermodal synergies. Exhibit 7 describes the steps in this process.

