



Broward MPO

2035 Long Range Transportation Plan

Public Outreach
Activities

Created by:

JACOBSTM

November 2008

INTRODUCTION

The Broward MPO recognizes that the success of the 2035 LRTP is dependent upon a successful public outreach effort. As such, the MPO is committed to conducting a public involvement program that focuses on soliciting community interaction and incorporates an extensive evaluation of community impacts and opinions throughout the public involvement process. It is believed that the positive value of implementing a strong public involvement effort will result in public awareness of and support for the 2035 LRTP.

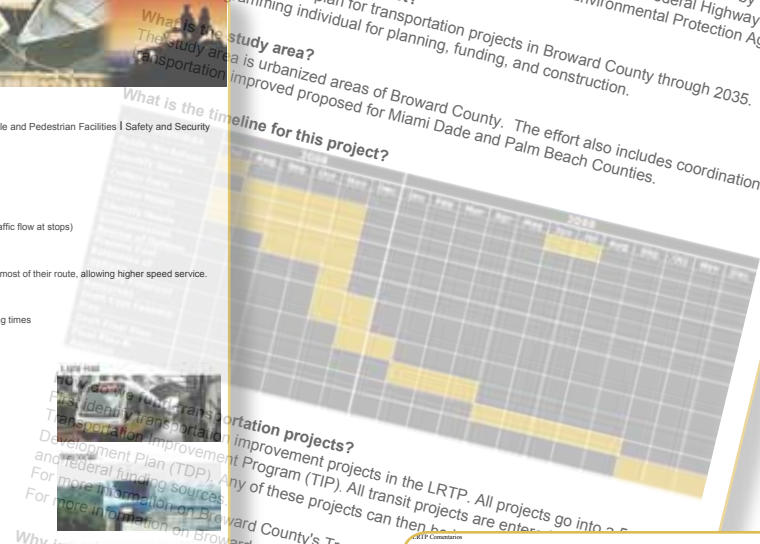
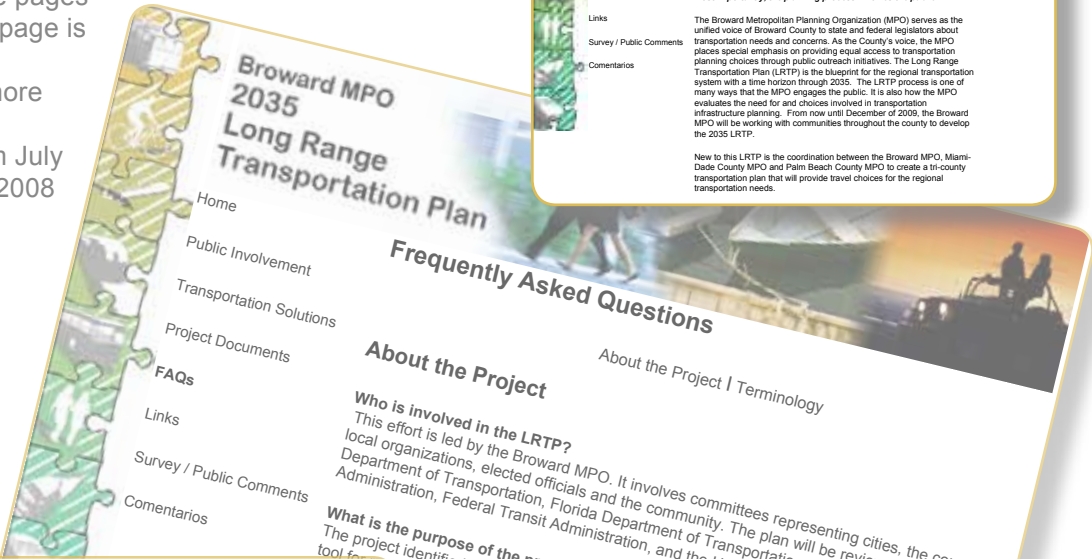
This packet documents the public outreach activities conducted to date to engage the community. These outreach efforts cover the diverse demographic groups in Broward County especially targeting the underserved and disenfranchised stakeholders most reliant on public policy regarding transportation.

Outreach Activities Completed:

- Website
- Project Blog
- Email Blast Campaign
- Toll Free Hotline
- Advertisements
- Press Releases
- Newsletters
- Public Workshops
- Community Meetings
- Survey + Results

WEBSITE

- Tactic for our technology based outreach campaign
- www.broward2035lrtp.com
- 8 interactive pages
- Comments page is Spanish
- Received more than 1,300 visitors from July to October 2008

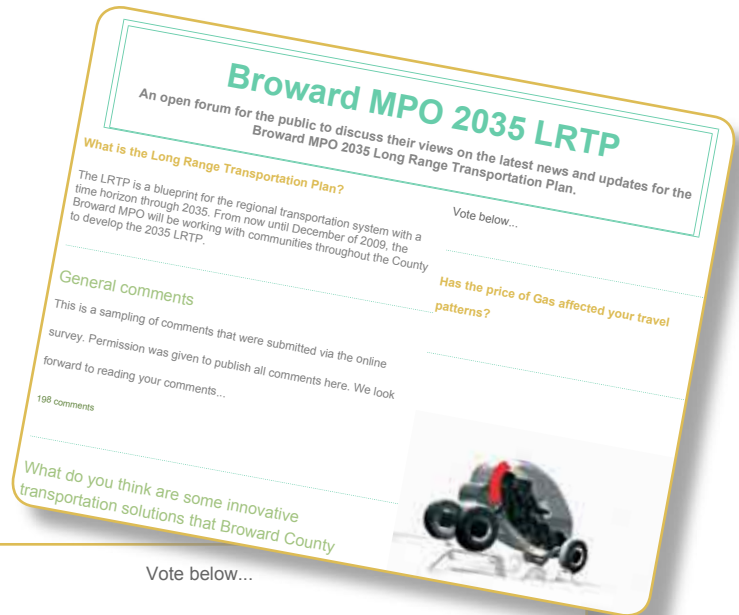


Does my survey really count?
 Yes! Survey results will guide the evaluation to select project transportation improvements and where those improvements should be made. The 2035 LRTP. This includes deciding how much money is spent on transportation improvements and where those improvements should be made.



PROJECT BLOG

- Tactic for our technology based outreach campaign
- <http://publicforum.broward2035lrtp.com>
- Enables public to make general comments about:
 - Innovative transportation solutions for Broward County
 - Broward County transportation issues
- Real time “voting” allows users to see results of polls instantly



What is the Long Range Transportation Plan?

The LRTP is a blueprint for the regional transportation system with a time horizon through 2035. From now until December of 2009, the Broward MPO will be working with communities throughout the County to develop the 2035 LRTP.

What do you think are some innovative transportation solutions that Broward County should explore?

3 comments:

Anonymous said...

as in other states with high traffic volume there are no grid lock signs at intersections with lights...the first offense would be either 3 or five hundred dollars and additional offenses would receive higher fines...this would be a great way to acquire revenue and it would be solely from the inconsiderate twits that cause more traffic problems then any five over and incomplete stop tickets....



August 18, 2008 2:22 PM

Andrew said...

increase the toll fees for the Broward section of turnpike , to be able to pay for the need it bus routes , bikes and sidewalk ways . increase the tickets feed for any traffic offenders and increase the tax on any sale or tag on any car in Broward .

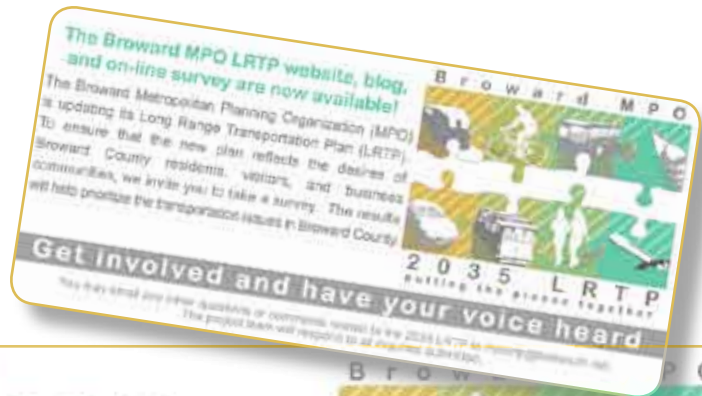
Vote below...

Has the price of Gas affected your travel patterns?



EMAIL BLAST CAMPAIGN

- Tactic for our technology based outreach campaign
- 6 email messages sent (see chart)
- Advertised website, blog, online survey and public workshops
- Each message encouraged recipients to forward to a friends, family, and coworkers
- Sent to a minimum of 2,814 recipients*



Reminder: MPO L RTP Public Workshops

The Broward Metropolitan Planning Organization (MPO) is updating its Long Range Transportation Plan (L RTP). To ensure that the new plan reflects the desires of Broward County residents, visitors, and business communities, we invite you to attend at least one of the five Community Workshops.

These workshops will provide an opportunity to review and discuss all transportation issues in Broward County, as well as share your thoughts about your transportation priorities.



Let us know what you think...visit the Broward MPO L RTP website and take the online survey!

The Broward Metropolitan Planning Organization (MPO) is updating its Long Range Transportation Plan (L RTP). To ensure that the new plan reflects the desires of Broward County residents, visitors, and business communities, we invite you to take a survey. The results will help prioritize transportation issues in Broward County.

Forward this message to anyone you know who lives or works in Broward County and who may be interested in helping prioritize transportation issues.

Get involved and have your voice heard



July 29, 2008 6:00pm-8:00pm

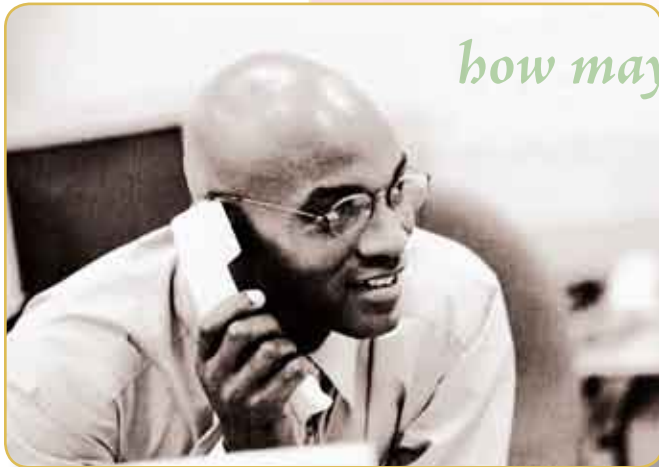
- Location**
- 3:30pm Broward County Government Center, Room 430
115 S. Andrews Avenue, Fort Lauderdale
 - 4:00pm South Florida Regional Planning Council, Suite 140
3440 Hollywood Boulevard, Hollywood
 - 4:00pm Northwest Regional Library, Multi-Purpose Room
3151 N. University Drive, Coral Springs
 - South Regional/BCC Library, Multi-Purpose Room
7300 Pines Boulevard, Pembroke Pines

Date	Targeted Audience	Number of Emails Sent*
July 14, 2008	Entire Database	1,247
July 28, 2008	Entire Database	1,247
October 23, 2008	CIR Board	25
November 7, 2008	Broward Workshop Key Employers	6
November 11, 2008	Fort Lauderdale and Miramar HOA and Civic Associations	91
November 13, 2008	Broward City Officials	198
TOTAL NUMBER SENT*:		2,814

*Recipients were encouraged to forward messages to friends, family, and coworkers, so actual number of recipients may be exponentially larger.

TOLL FREE HOTLINE

- 1-888-880-LRTP (5787)
- Ability to provide private comments, request more information, or ask specific questions about the project
- Available in English and Spanish



how may I help you?

¡hola! ¿Cómo puedo ayudarle?

ADVERTISEMENTS & PRESS RELEASES

- Placed in newspapers to advertise the public workshops
- English and Spanish translations

Broward Metropolitan Planning Organization 2035 Long Range Transportation Plan

Press Release

Contact: Pamela Adams
adamsbiz2001@bellsouth.net

The Broward Metropolitan Planning Organization (LRTP). To insure that the new plan serves the future, the MPO is hosting a series of Public Workshops for the purpose of recommending the best transportation improvements for the future.

The LRTP includes proposed financially feasible transportation alternatives to meet the future travel demand of people and goods in the roadway, transit, pedestrian, bicycle, waterborne, and air modes. The LRTP is used by transportation officials and decision makers to allocate transportation dollars.

The MPO has developed a Public Involvement Plan (PIP) for the 2035 Long Range Transportation Plan Update to ensure maximum public participation and to build consensus for the LRTP. As part of the public outreach program, local communities are invited to provide an opportunity to learn about the project and to provide input into the following Public Workshops designed to update the LRTP process and decisions.

- ◆ Tuesday, July 22, 2008, 5:30 PM – Broward County Government Center
- ◆ Thursday, July 24, 2008, 2:00 PM – South Florida Regional Planning Council
- ◆ Monday, July 28, 2008, 6:00 PM – Northwest Regional Library, 3100 NW 13th Ave
- ◆ Tuesday, July 29, 2008, 6:00 PM – Southwest Regional Library, 1000 SW 13th Ave
- ◆ Wednesday, July 30, 2008, 6:00 PM – Emma Lou Olson Civic Center

If you require workshop information in Spanish or need to be notified of future Public Workshops, please contact Adams Consulting Group at (954) 381-1111.

BROWARD METROPOLITAN PLANNING ORGANIZATION

Broward Metropolitan Planning Organization 2035 Long Range Transportation Plan Update

The Broward Metropolitan Planning Organization (MPO) is updating its Long Range Transportation Plan (LRTP) to horizon year 2035. The LRTP is a key document that guides transportation planning and investment decisions in Broward County. The MPO is committed to providing the public with an opportunity to provide input into the LRTP process and decisions.

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For more information, visit www.broward2035lrtp.com.

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For more information, visit www.broward2035lrtp.com.

The Broward MPO is updating the LRTP to horizon year 2035. As part of an extensive public involvement effort, five public workshops were conducted throughout the County during the last two weeks of July 2008. The informational website with updates about the project can be found at www.broward2035lrtp.com.

Also on the website, you will soon be able to:

- Request to be added to the mailing list
- Fill out a survey
- Ask questions
- Post your comments
- See what other people have to say
- Vote on the "Question of the month"

Advertisement to be printed on paycheck stubs for the Broward County employees.

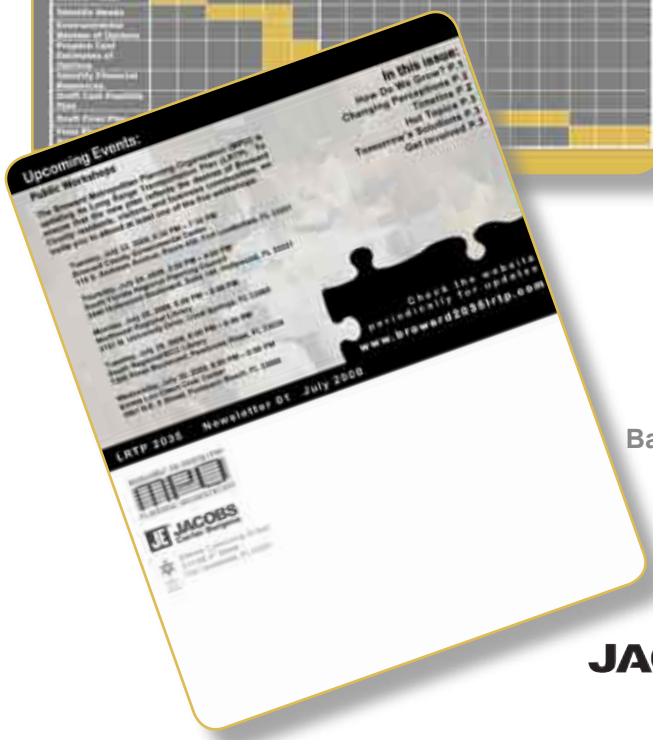
NEWSLETTERS

- Full color, bi-fold publication with a magazine-like appearance
- Printed 5,000 newsletters that were
 - Mailed
 - Distributed to employment centers, HOAs, churches, local colleges and civic associations
 - Handed out at public workshops and community meetings
 - Given to agency staff and elected officials as requested

Front Cover



Page 2

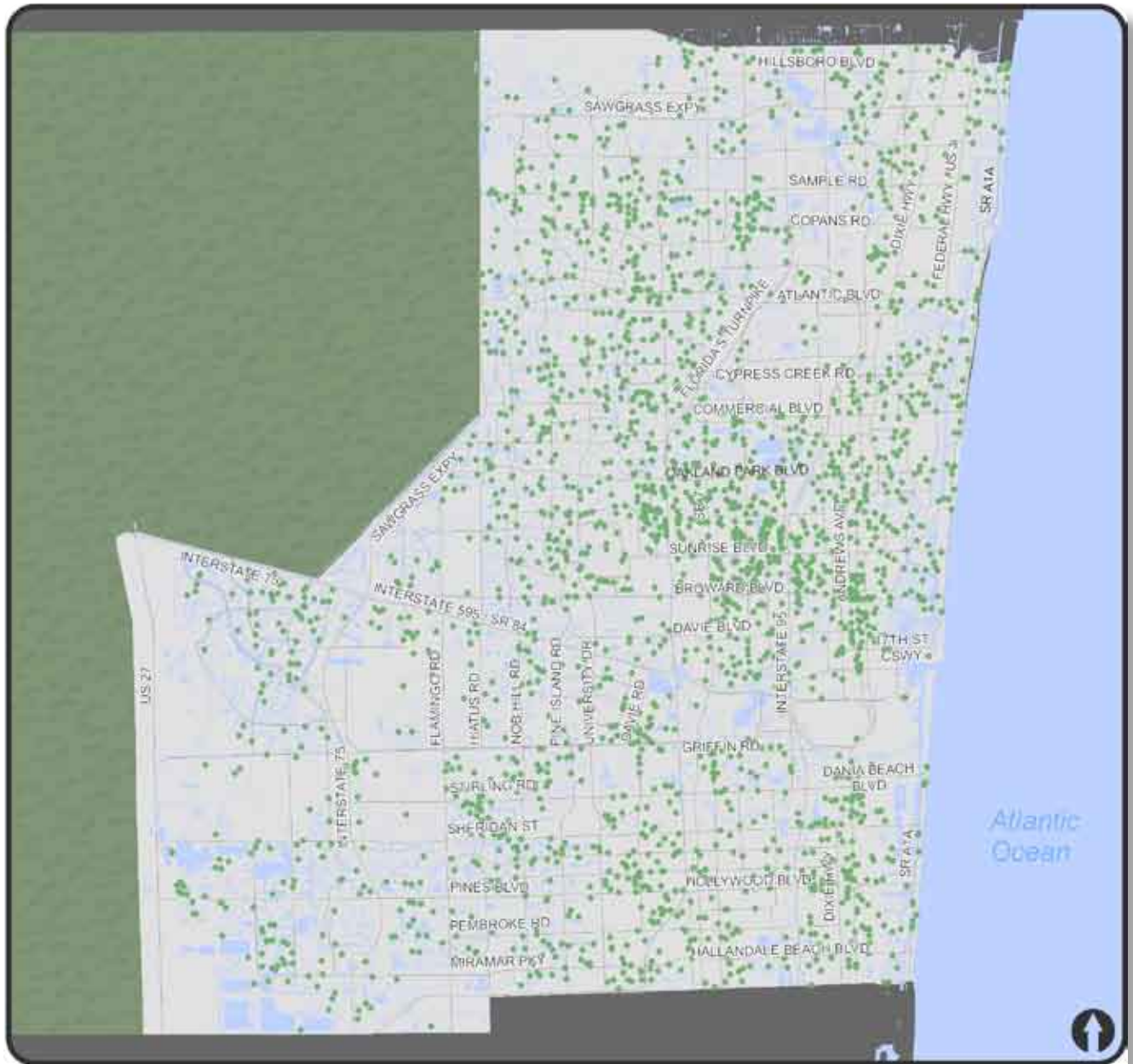


Back Cover



Page 3

NEWSLETTER DISTRIBUTION



Legend

- Broward County Major Roads
- Undevelopable Broward County
- Miami-Dade and Palm Beach Counties
- Water Bodies
- Mailing List Recipients

PUBLIC WORKSHOPS

- Series of 5 informal and interactive workshops
- Each workshop featured stations that included:
 - Introductory presentation
 - Educational displays
 - Exercise enabling participants to “piece” together their goals
 - Transportation Solutions “spending activity”

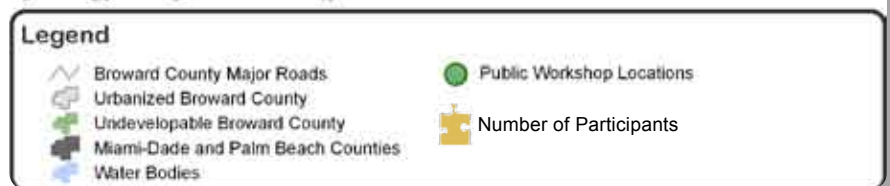


Translation was made available

Workshop locations and number of participants



Introductory Presentation
An audio-recorded presentation ran continuously throughout each workshop.



Public Outreach Activities

Transportation Solutions

Each person was given a mock budget of \$100 to allocate to any of the transportation solutions.



Broward MPO

2035 L RTP
putting the pieces together

Help us put the pieces together for you

Tell us what you think will help shape the following goals.

Take a piece of the puzzle and write down what is important to you. ➔

Be sure to stick the puzzle piece on the board that has the goal it applies to.

Draft Goal 1:
A balanced, multi-modal transportation system that serves the local and regional movement of people, freight, and services, and that encourages travel by means other than the single-occupant motor vehicle.

What do you think makes up a well-balanced transportation system?
Public Transportation? Bicycle Facilities?
Sidewalks? Bus Shelters? Roads?

What improvements would make alternative modes of transportation (such as biking, walking, and public transit) more appealing for you?
More frequent service? More facilities/stops/stations?
More shelters? More security? More paths?

Goal 5:
A transportation system that protects the environment and quality of life for the community.

Do you think the best solution for problems such as air and pollution caused by traffic congestion?
More walkways? Hybrid vehicles?
More bike lanes? More bus lanes?
More transit? More carpooling?

What is most important to your quality of life?
Convenience? Safety?
Cost? Shared sidewalks?



Puzzle Piece Exercise

This allowed participants to comment on the draft goals.


COMMUNITY MEETINGS

Date	Meeting	Representing	Number of Attendees
September 18, 2008	Urban Core Workshop	Business Leaders	15
October 1, 2008	Sweeting Estates HOA Meeting	Homeowners of Sweeting Estates in the City of Fort Lauderdale	8
October 14, 2008	Council of Fort Lauderdale Civic Association Meeting	Thirty-seven homeowner associations in the City of Fort Lauderdale	33
October 15, 2008	City of Fort Lauderdale, District III Meeting	Eleven recognized civic and homeowner associations in the City of Fort Lauderdale District III	37
November 20, 2008	United Neighbors of Eastern Miramar Civic Association	Eastern Miramar Civic Association	TBD
TOTAL PARTICIPANTS:			93

SURVEY

- Tactic for our technology based outreach campaign
- Electronic survey available on website
- Printed 5,000 surveys that were
 - Mailed with Newsletter #1
 - Distributed to employment centers, HOAs, churches, local colleges and civic associations
 - Handed out at public workshops and community meetings
 - Given to agency staff and elected officials as requested

Broward MPO 2035 Long Range Transportation Plan Public Opinion Survey



Return your survey to be counted:

- Fax: 954-764-7900
- Email: mpolrtp@bellsouth.net
- Drop off at any one of the public workshops
- To send by mail, fold at dotted line and seal with tape. Postage is pre-paid.

Check out our website at www.broward2035lrtp.com for survey results and other LRTP information.

Below
Screen shots of electronic website survey and announcement of survey on the Broward College website targeted to students.

BROWARD MPO 2035 LONG RANGE TRANSPORTATION PLAN PUBLIC OPINION SURVEY

Q1. Have recent gas price increases changed your travel behavior? If so, what is the biggest change? (One response only)

Use transit more Bike/walk more

Taken fewer trips No Change

Q2. How do you normally get to work/regular activities? (One response only)

Bus Bicycle Carpool/Vanpool

Auto/Car (single occupant) Tri-Rail (Commuter rail) Walk

Q3. If the following options were available along your travel route, and if traffic congestion increased significantly, what method would you prefer to get to/from work/regular activities? (One response only)

Auto/Car (single occupant) Buses in dedicated lanes (separated from cars)

Buses (on regular streets) Commuter rail (such as Tri-Rail)

Carpool/Vanpool Walk

Q4. For better facilities for walking and biking, would you walk or bike more? (One response only)

Walk More No Change

Q5. On a scale of 1 to 5 (5 indicating the highest likelihood), which investment do you think will have the greatest impact on reducing traffic flow on roads in Broward County? Rate each factor by circling a number for each.

	Lowest	1	2	3	4	Highest
new roads						
improvements/expansions of existing roads						
carpool/vanpool facilities						
bicycles and park 'n' ride lots						
digital roadway signs (Provides congestion and travel time information)						
digital roadway signs (Keeps buses out of congestion and travel time information)						
bus bay pullouts (Keeps buses out of congestion and travel time information)						
bus lanes at stops						
improve traffic signal coordination						

Q6. On a scale of 1 to 5 (5 indicating the highest likelihood), what factor(s) would influence you to shift to transit or carpooling/vanpool, which factor would reinforce your patterns? Rate each factor by circling a number for each factor.

	Lowest	1	2	3	4	Highest
Cost of gas						
Convenience						
Safety						
Public Opinion						
Reliability						

Q7. What do you think is the best use of funds? (One response only)

Bus Light Rail

Water Taxi Commuter Rail

Q8. If you had \$100 to fund transportation improvements in Broward County, how would you allocate the \$100 to the following? (One response only)

\$ _____ Improvements/expansions of public transit

\$ _____ Improvements/expansions of roadways/sidewalks/bike and pedestrian facilities

\$ _____ Improvements to transit facilities

\$ _____ Total = \$100

Q9. Where do you think the greatest transportation connection is needed? (One response only)

Between Broward and Palm Beach

Between Broward and St. Lucie

Don't focus on connections

Comments: _____

Please fill out and return to: Broward MPO 2035

Name: _____

Address: _____

Phone: _____

Email: _____

Broward MPO 2035 Long Range Transportation Plan: Public Opinion Survey [Exit this survey](#)

Have recent gas price increases changed your travel behavior? If so, what is the biggest change?

Use Transit More

Bike/Walk More

Taken Fewer Trips

No Change

Ask Us | Text Only | Jobs | Contact Us | Employee Intranet

Broward College

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[Click Here for a printable version](#)

Broward County Transportation Survey

Broward College students, faculty, and staff have been asked to share their views about the future of Broward County transportation. The Broward Metropolitan Planning Organization is seeking input for our county's Long Range Transportation Plan. So that your voice can be heard, you are encouraged to go to the following link and respond to this important survey:

[Transportation Survey](#)

BROWARD COLLEGE 

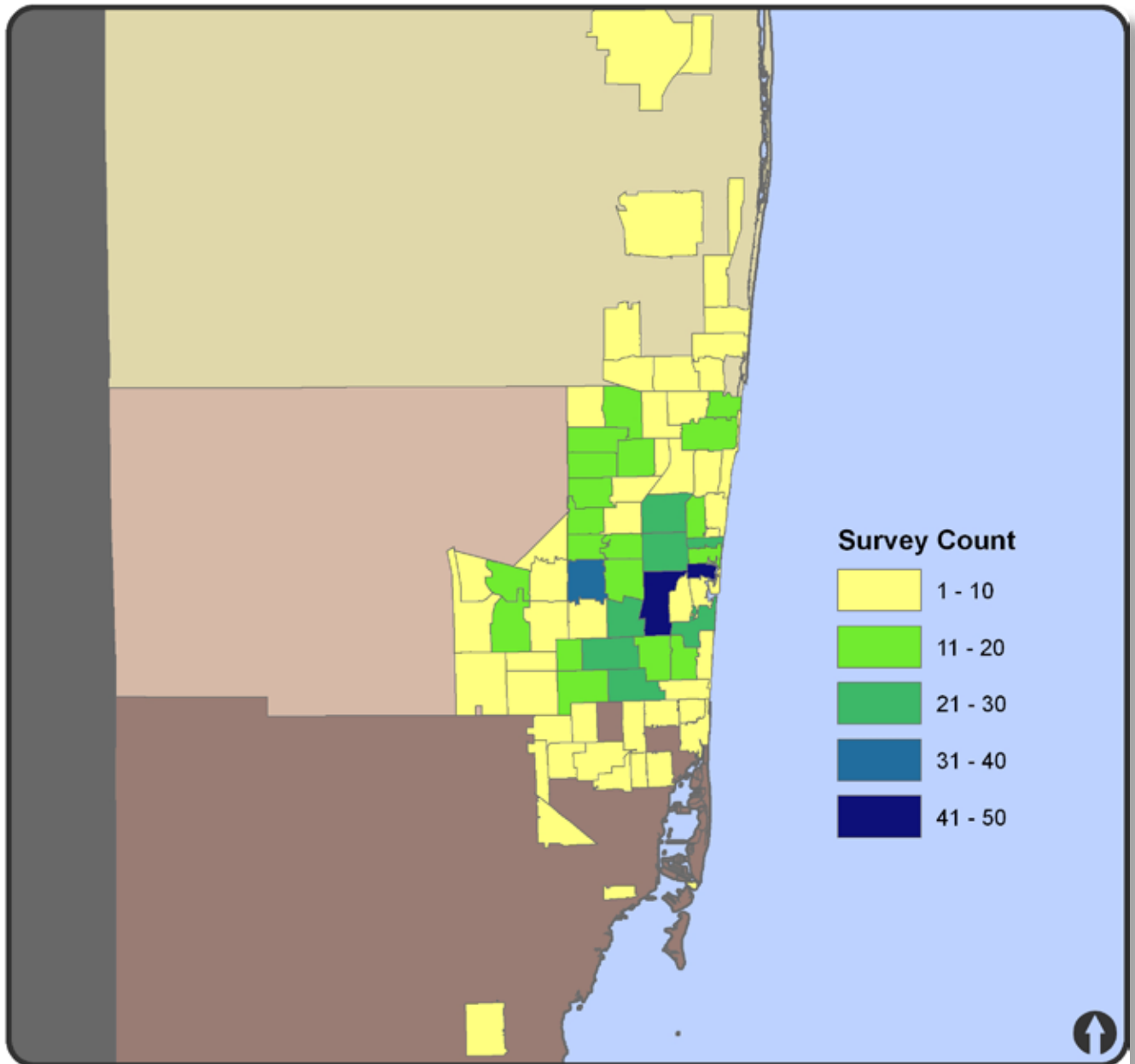
Define yourself. Broward College is accredited by the Florida Department of Education. Broward College is an Equal Opportunity Institution.



PRINTED SURVEY DISTRIBUTION

Organization	# of Surveys Distributed	# of Surveys Returned
Employer Group		
Broward School Board		1
Hudson Capital Group	50	
Jack and Jill Children's Center	50	
McKinley Financial Services	30	5
One River Place	40	65
Restaurant People	100	
The Marrinson Group	375	
Civic Organizations		
BJ's Condo Association	30	
Broward Workshop Urban Core	20	8
Council of Civic Association	25	20
Dorsey-Riverbend HOA	30	18
Golden Heights Neighborhood Association	100	
Hooper Construction (Properties)	50	
Palm Aire Civic Association	60	22
River Gardens Sweeting Estates HOA	55	
Women's Half Way House	20	
Churches		
Piney Grove	40	
First Baptist Church of Fort Lauderdale	700	
Community Meetings		
Urban Core Workshop	20	8
Sweeting Estates HOA Meeting	55	
Council of Fort Lauderdale Civic Association Meeting	25	20
City of Fort Lauderdale, District III Meeting	200	
United Neighbors of Eastern Miramar Civic Association	TBD	TBD

SURVEY RESPONDENT LOCATIONS



0 5 10 20 Miles

As of November 13, 2008
Based on 782 zipcodes provided of the 1196 respondents

Legend

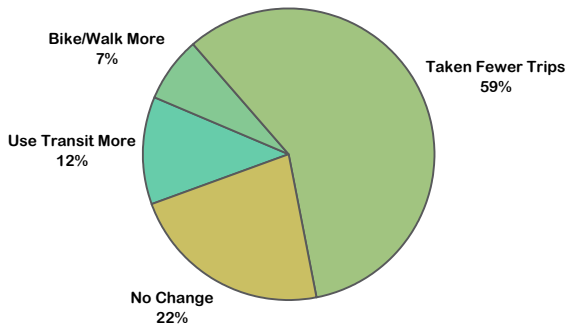
- Broward County Major Roads
- Urbanized Broward County
- Undevelopable Broward County
- Miami-Dade and Palm Beach Counties
- Water Bodies

County

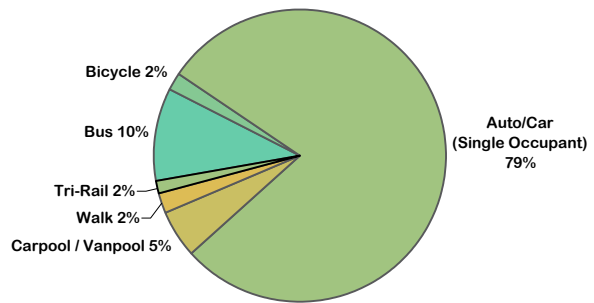
- Palm Beach
- Broward
- Miami-Dade

SURVEY ANALYSIS SELECT QUESTIONS

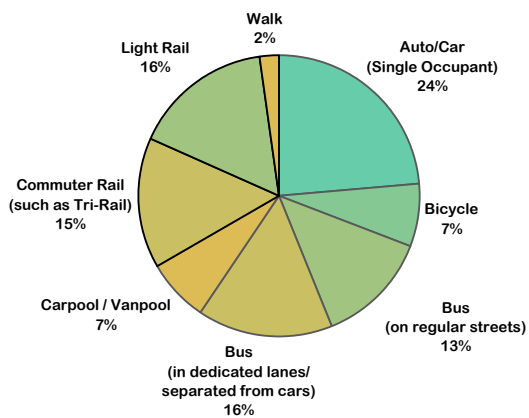
**Have recent gas price increases changed your travel behavior?
If so, what is the biggest change?**



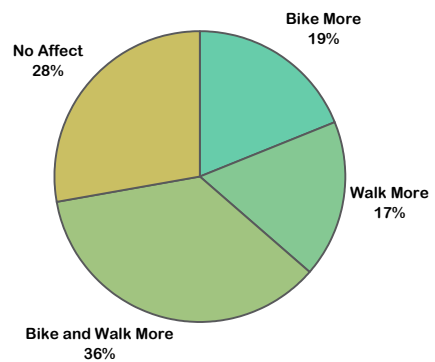
How do you normally get to work/regular activities?



**If the following options were available along your travel route,
and if traffic congestion increased significantly, what method
would you prefer to get to/from work/regular activities?**

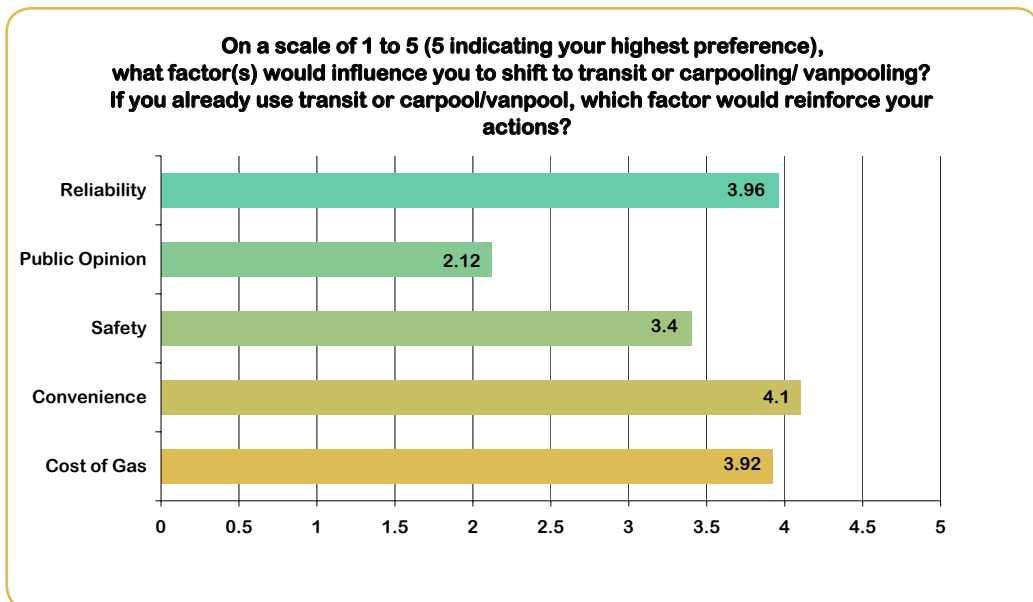
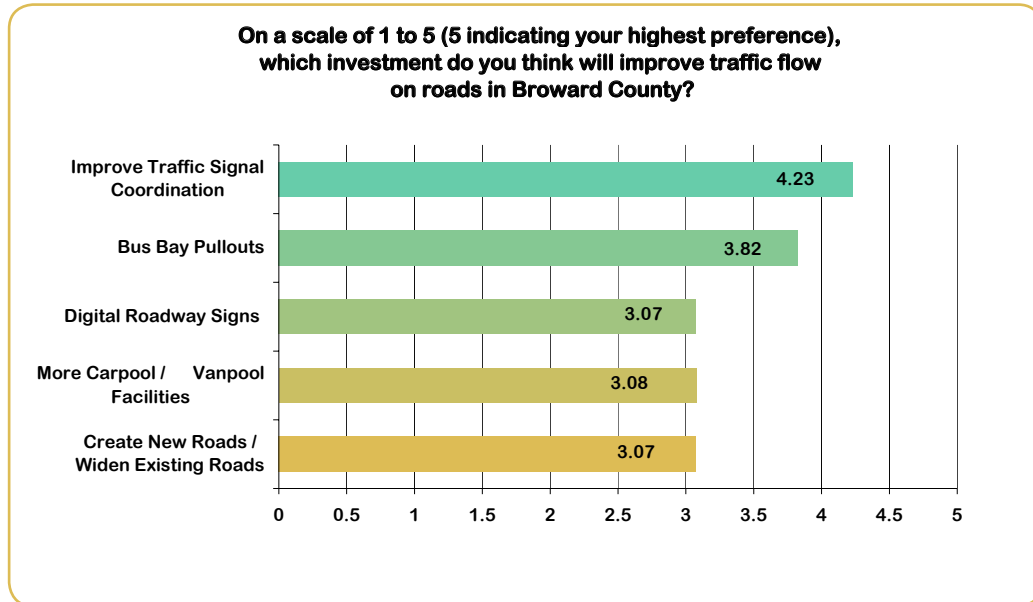


**If more and/or better facilities for walking and biking were
available, would you walk or bike more?**



SURVEY ANALYSIS SELECT QUESTIONS

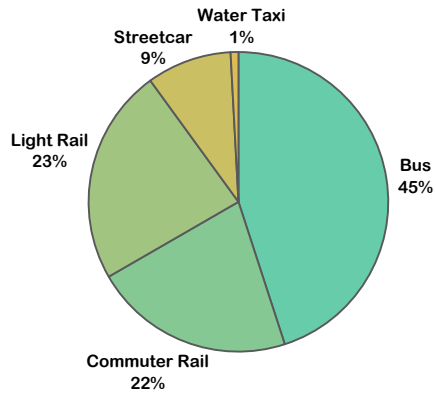
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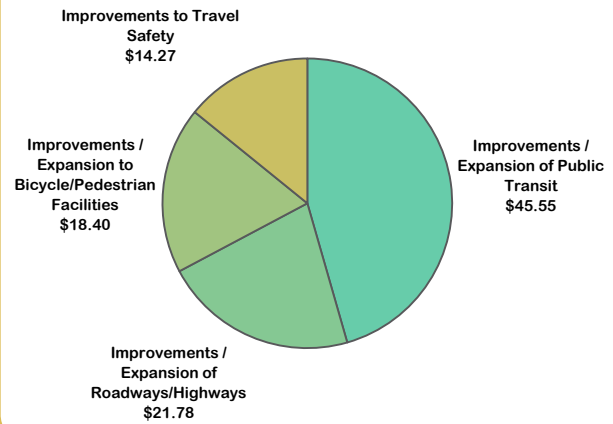
SURVEY ANALYSIS SELECT QUESTIONS

continued

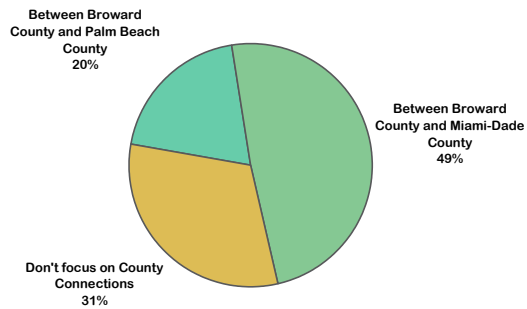
What do you think is the best use of public transit funds?



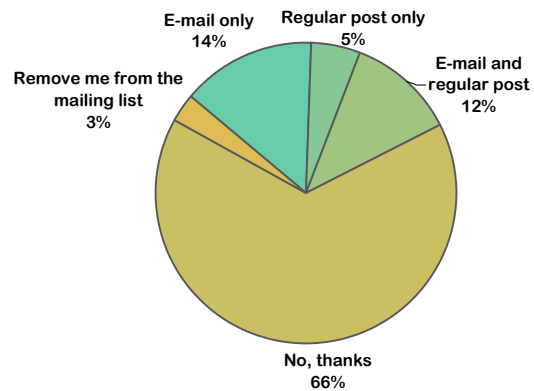
If you had \$100 to fund transportation improvements in Broward County, how would you allocate it?



Where do you think investments in regional transportation connections should be most focused?



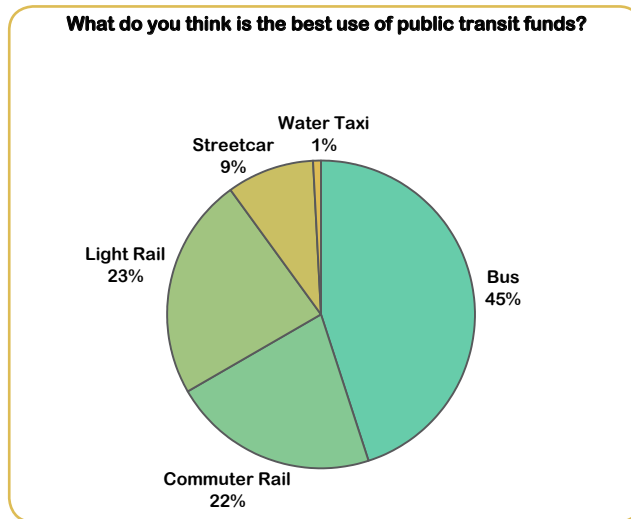
Would you like to be added to the LRTP mailing list?



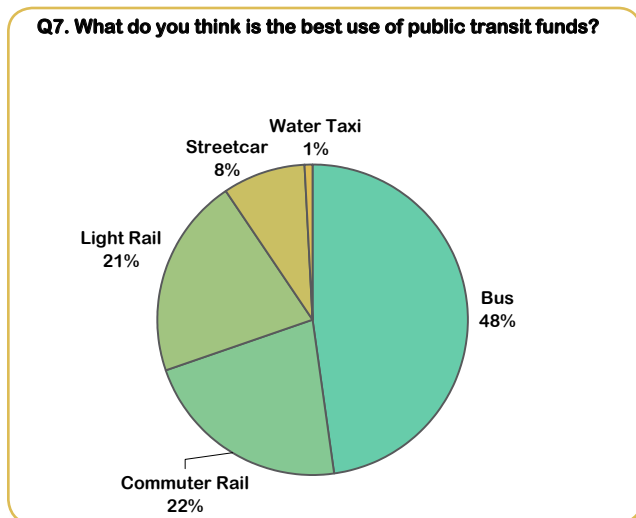
STATISTICAL COMPARISONS

Question 7

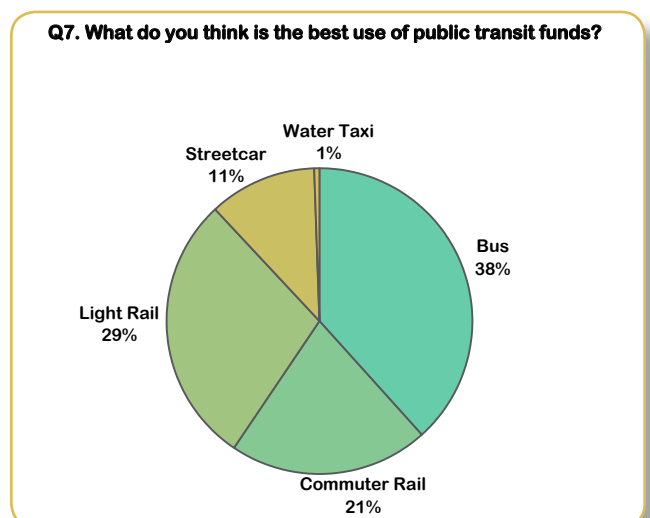
All Surveys



Online Surveys



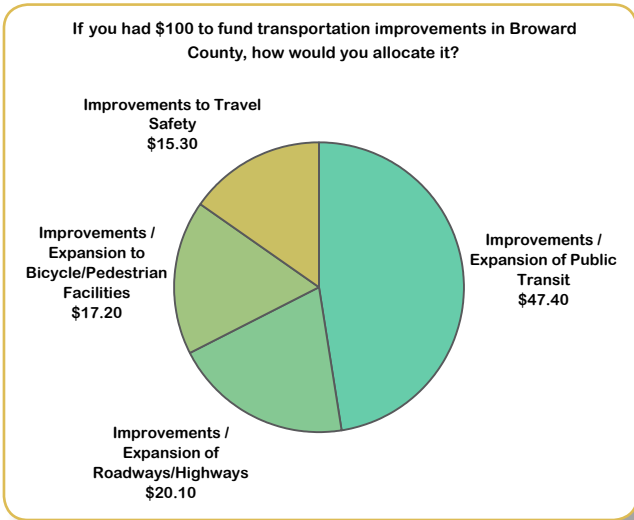
Printed Surveys



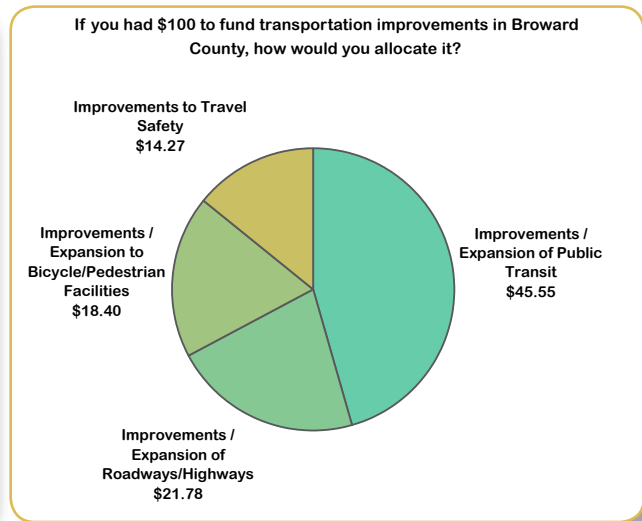
STATISTICAL COMPARISONS

Question 8

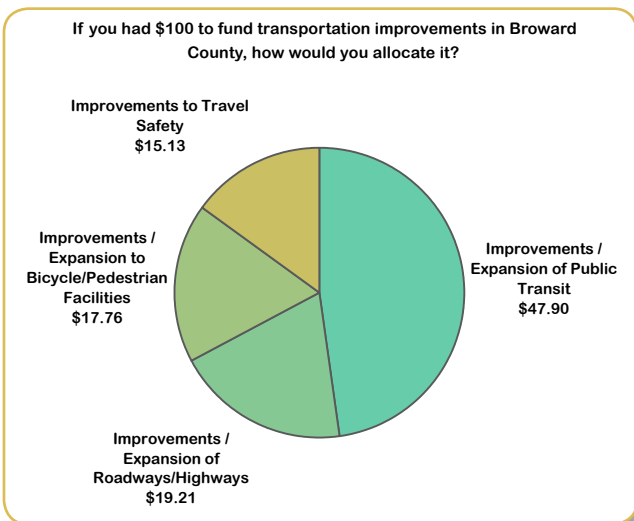
Workshops



All Surveys



Printed Surveys



Online Surveys

