



**Broward Metropolitan Planning Organization  
Commitment 2045  
Metropolitan Transportation Plan  
Public Participation Plan**

**December 2017**

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## 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.

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## Core Products of the Broward MPO



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# Public Participation Overview

## Purpose and Overview

This Public Participation Plan (PPP) guides public participation of the Commitment 2045 Metropolitan Transportation Plan (MTP). A PPP is developed at the beginning of the study and provides a blueprint for the Broward Metropolitan Planning Organization (Broward MPO) to gather public comments on the study process, recommendations, and potential project choices. As the study progresses, adjustments to the plan may be necessary to ensure that the optimum public input is received. The PPP details how, from whom, and when information will be gathered and provides guidance on how the Project Team will evaluate the success of the public outreach for this plan. The PPP is consistent with the principles and objectives of the Broward MPO's broader PPP:

- **Inform** the public of project-related meetings and other relevant events to help them understand their role in the decisionmaking process.
- **Involve** the public by providing opportunities early and often in the project process.
- **Include** all communities affected by the project.
- **Improve** the public involvement process based on benchmark assessments and public feedback.

## Study Area & Regional Coordination

The study area encompasses Broward County and appropriate coordination with agencies and stakeholders in the region. It is especially important for the MTP to be coordinated with the 2045 Regional Transportation Plan being managed by the Broward MPO and the neighboring long range transportation plans being completed concurrently by the Miami-Dade Transportation Planning Organization (TPO) and Palm Beach Transportation Planning Agency (TPA).

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## Roles and Responsibilities

The following groups are responsible for the successful outcome of the Commitment 2045 MTP, including the public involvement and outreach component:

- Broward MPO Board
- Project Team (MPO staff and consultants)
- Broward MPO Committees
  - Technical Advisory Committee (TAC) (also serving as the MTP Steering Committee)
  - Citizens Advisory Committee (CAC)
  - Local Coordinating Board (LCB)
  - Freight Technical Advisory Committee (FTAC)
  - Complete Streets Advisory Committee (CSAC)

### Broward MPO Board

The Broward MPO Board is a policymaking board made up of 25 voting members, including 4 Broward County Commissioners and representatives from the South Florida Regional Transportation Authority/Tri-Rail (SFRTA) and the School Board of Broward County. Presentations will be made to the Broward MPO Board during the course of this study, at which the public will be able to share their comments on this study directly to the MPO Board. The Broward MPO meets on the second Thursday of every month, and meetings are open to the public. The MPO calendar is available on the MPO website ([www.BrowardMPO.org/calendar](http://www.BrowardMPO.org/calendar)).

### Project Team

The Project Team is made up of representatives from the Broward MPO and the consultant team, led by Tindale Oliver, which has been contracted by the MPO to assist with this project. The MPO Project Manager, Peter Gies, and other MPO staff, as appropriate, will oversee the consultant team and provide direction as needed.

### Technical Advisory Committee (TAC)

The Broward MPO TAC will serve as the Commitment 2045 MTP steering committee and will be tasked with providing feedback and recommendations to the MPO Board regarding key issues and deliverables. Key deliverables and decisions will be developed

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by the Project Team and presented to the TAC/Steering Committee for review, discussion, and feedback. Presentations will be made to the TAC throughout the MTP development process. Refer to the MPO website for more information on the TAC ([www.BrowardMPO.org/our-committees/technical-advisory-committee](http://www.BrowardMPO.org/our-committees/technical-advisory-committee)).

### Citizens Advisory Committee (CAC)

Presentations will be made to the MPO CAC, ensuring that citizens appointed to this advisory group have significant opportunity to have an impact on the Commitment 2045 MTP. Refer to the MPO website for more information on the CAC ([www.BrowardMPO.org/our-committees/citizen-s-advisory-committee-cac](http://www.BrowardMPO.org/our-committees/citizen-s-advisory-committee-cac)).

### Other MPO Committees

Presentations also will be made to other MPO committees, including the Local Coordinating Board (LCB), the Freight Technical Advisory Committee (FTAC), and the Complete Streets Advisory Committee (CSAC). Refer to the MPO website for more information on other MPO committees ([www.BrowardMPO.org/our-committees](http://www.BrowardMPO.org/our-committees)).

## Public Participation Goals

The four goals pertaining to the public participation and outreach process for the Commitment 2045 MTP are identified below.

### Goal 1: Early and Consistent Involvement

Involve the public and stakeholder agencies early in the project by engaging them during each of the key phases of involvement:

- **Informational Phase** – Inform the public and stakeholder agencies of the project’s purpose, timeline, and major milestones and how they can get involved and stay informed as the project progresses.
- **Decisionmaking Phase** – Identify specific opportunities for the public and stakeholder agencies to provide input at key decisionmaking points that will affect the development of project deliverables.
- **Review Phase** – Allow the public to review and provide input on a draft version of the completed product.

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## Goal 2: Opportunity

Provide citizens and interested stakeholder agency groups with the opportunity to participate in all phases of the public involvement process, with a focus on ensuring that traditionally under-represented or under-served populations are engaged.

## Goal 3: Information and Communication

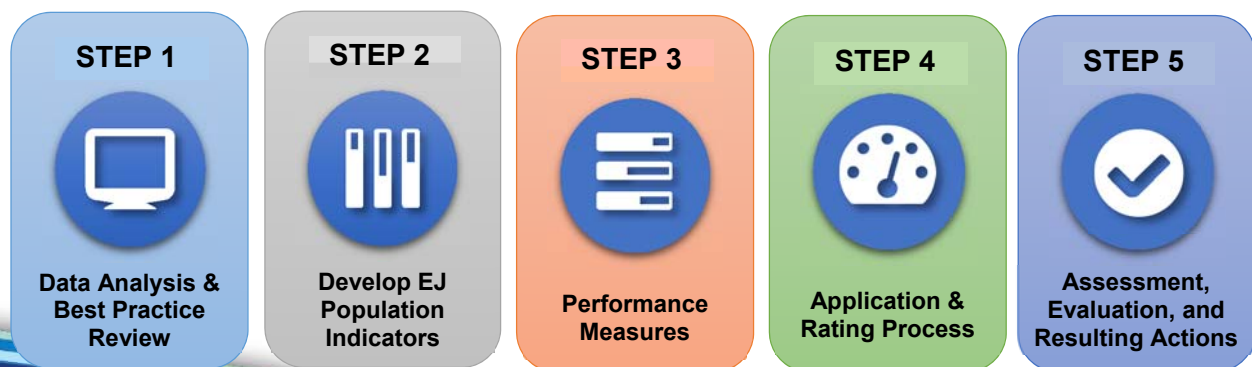
Provide citizens and interested stakeholder agency groups with clear, timely, and accurate information relating to the project as it progresses.

## Goal 4: Range of Techniques

Use a broad-spectrum of techniques to gather input from a diverse population within the project area. To ensure that the above goals are met, a wide range of public involvement and outreach techniques is proposed for use during the course of the Commitment 2045 MTP.

## Traditionally Under-Represented & Under-Served Populations

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving Federal funds. In addition to considering minority and low-income persons as required by Title VI of the Civil Rights Act of 1964, environmental justice (EJ) also considers other groups of traditionally under-represented or under-served populations, such as aging and transit dependent populations, in the transportation decisionmaking processes. The Project Team for the Commitment 2045 MTP will integrate the Title VI and EJ planning process being developed and implemented as part of an ongoing project. This effort will be used to identify EJ areas for consideration in the 2045 MTP.



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Within the county, ZIP codes with higher concentrations of minority, transit-dependent, low-income, older adult, and non-English speaking populations will be identified as EJ areas.

Throughout the project, participants in public outreach activities will be asked to provide their residential ZIP codes. Participation from these ZIP codes will be analyzed periodically by the Project Team to determine participation levels in the EJ areas versus the county as a whole to determine if outreach activities have been effective in reaching individuals living in these areas. If participation from persons in the EJ areas appears to be disproportionately low, the Project Team will implement a process to improve participation. For example, if there is significantly less participation in a transit-dependent EJ area, smaller community meetings or outreach events within that immediate area may be held so participants will not have to travel as far to be involved. The Project Team will work with the municipalities to identify meeting locations that will assist in improving participation in general from these groups in particular.

## Public Participation and Outreach Strategies

Numerous public participation strategies are included to reach various stakeholders for the project. The techniques selected for the Commitment 2045 MTP are summarized below and include strategies to promote proactive public participation in accordance with the MPO's adopted PPP procedures. Many of the items defined in the PPP will be executed through the MPO's ongoing Speak Up Broward initiative.

### Introductory Video

An introductory video will be developed to introduce the public to the Commitment 2045 MTP. This video will be easy to understand, relatively simple to produce, and modeled on the video produced for the Southeast Florida Transportation Council (SEFTC) Regional Travel Survey effort. The video will have branding consistent with the Commitment 2045 MTP.

### Outreach

- **Meetings with Local Groups** – The MPO will facilitate meetings with appropriate local groups, civic associations, and local governments as necessary to solicit input regarding vision and community values during the MTP update.

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- **Workshops** – Workshops will be facilitated during the course of MTP update. A series of workshops will be held early in the project with the public and elected officials to solicit input regarding visioning, evaluation criteria, and goals and objectives. A second series of workshops will be held facilitate public input on the draft 2045 MTP.
  - **Outreach Meetings** – Outreach meetings will take place in conjunction with previously-scheduled meetings such as neighborhood association meetings, community group forums, partner agency events, etc. The outreach meetings will be facilitated throughout Broward County.
  - **E-Townhalls** – E-townhall meetings as needed will be facilitated to increase awareness of the 2045 MTP and solicit public input into the plan.

### Public Opinion Survey

A public opinion telephone survey may be completed as part of the MTP process to gain insight into the public's thoughts on transportation options and desired goals of the 2045 MTP. If the survey is conducted, the results will be presented in a user-friendly format for distribution to the public. Key findings will be presented and delivered to policymakers who can make use of such input as they speak to their constituents and peers.

### Media Outreach

Media outreach will be ongoing throughout the MTP update. Speak Up Broward will produce news releases and promote coverage via local newspapers, television stations, radio stations, and online media. The media will be informed of ongoing outreach and opportunities for the public to comment on the MTP, especially at key times—for example, before a scheduled E-townhall. Digital media also will be used as appropriate to achieve maximum reach to the population of Broward County.

### Stakeholder Engagement

Stakeholder outreach and engagement efforts will be facilitated with key partners and stakeholders, including but not limited to the following:

- Local
  - Broward County



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- Broward County Transit
  - Emergency Management
  - Tourist Development Council
  - Other Divisions
  - School Board of Broward County
  - Fort Lauderdale–Hollywood International Airport
  - 31 municipalities in Broward County
  - Port Everglades
  - Freight Stakeholders
  - Regional
    - Miami-Dade Transportation Planning Organization (TPO)
    - Palm Beach Transportation Planning Agency (TPA)
    - South Florida Regional Transportation Authority (SFRTA)/Tri-Rail
    - South Florida Regional Planning Council
  - State
    - Florida Department of Transportation (FDOT)
    - State Historic Preservation Office (SHPO)
    - Seminole Tribe of Florida
  - Federal
    - Federal Highway Administration (FHWA)
    - Federal Transit Administration (FTA)

## Education & Outreach Materials

The theme and brand of the Commitment 2045 MTP will be consistent with the currently-adopted Long Range Transportation Plan. Education and outreach materials will be prepared to inform the public about the plan, along with ways to provide input. Potential materials may include brochures, fact sheets, informational booklets, rack cards, and flyers. Translation of these materials into Spanish, Creole, or Portuguese will be provided by the MPO upon request.

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## Direct Mailings

Up to three pieces of literature, as needed, will be produced and distributed at key times in the planning process to inform the public of Commitment 2045 and outlining ways to participate in the process.

## Project Website

The Broward MPO will host a Commitment 2045 MTP website ([www.Commitment2045.org](http://www.Commitment2045.org)) as a page on the MPO's website ([www.browardmpo.org](http://www.browardmpo.org)), and the MTP Project Team and Speak Up Broward will support the development and maintenance of the website. The website will serve as a platform for project information (calendar of events, draft documents, newsletters, etc.) and provide opportunities for interactive means of obtaining public input (surveys, comment forms, etc.). We also will provide information for our partners to share as needed (including the Steering Committee).

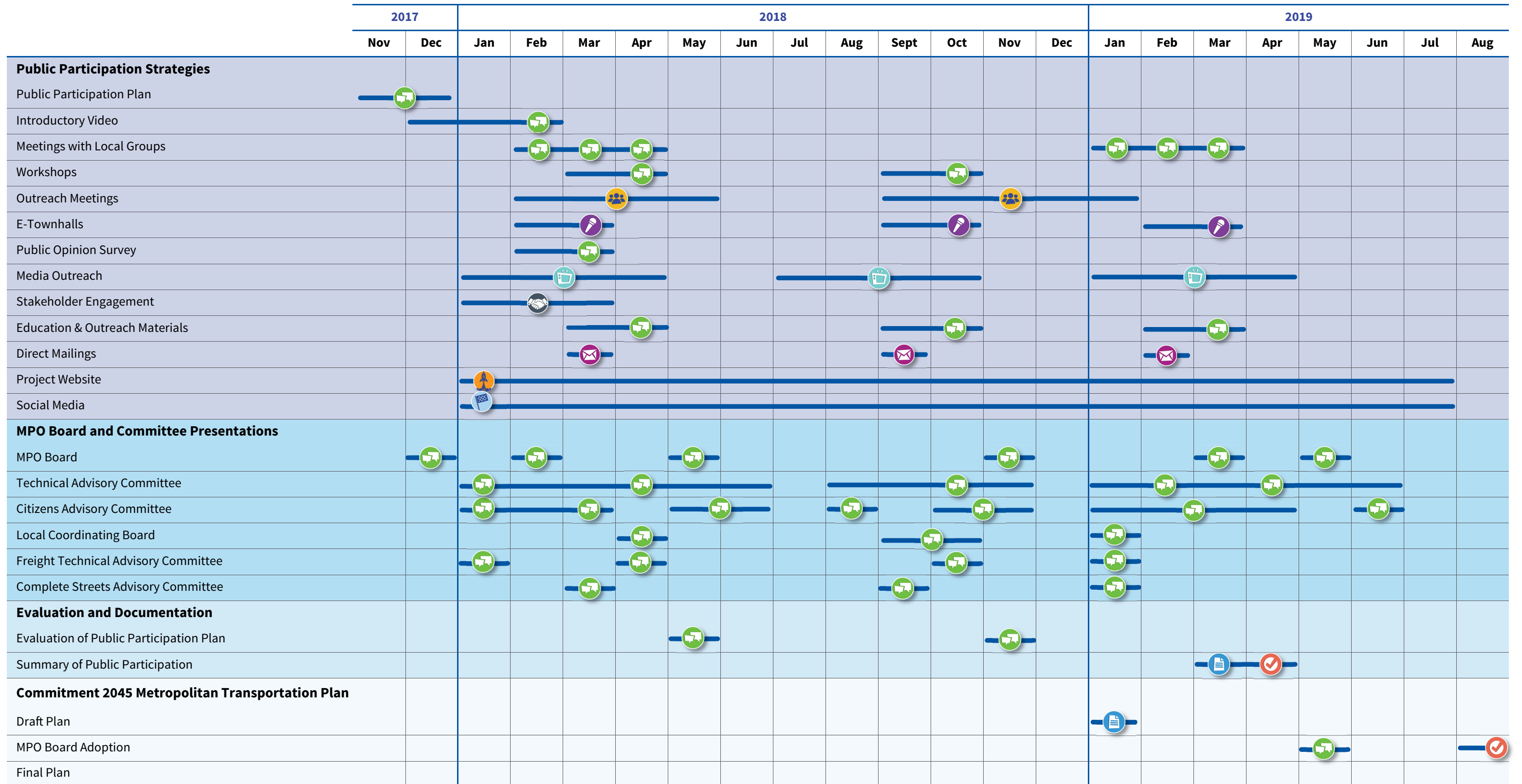
## Social Media

Facts and information from the plan will be disseminated through social media outreach. The MTP Project Team and Speak Up Broward will provide content (infographics, diagrams, photos, etc.) for placement on various Broward MPO social media platforms, including Twitter, Facebook, YouTube, and Instagram. In addition, MPO staff will provide information for community partners to share as needed (including the TAC/Steering Committee).

## Public Participation Schedule

The graphic on the following page provides the public participation schedule for all public participation strategies identified in the PPP. The schedule illustrates how the strategies are interrelated and the timing for how they lead to the draft and final Commitment 2045 MTP.

# Broward MPO Commitment 2045 Metropolitan Transportation Plan Proposed Public Participation Schedule



## Evaluation of Public Participation Plan

Evaluation measures will be developed to evaluate how effectively the public is educated, informed, and encouraged to actively participate in the Commitment 2045 MTP process, as well as to obtain feedback on improving and increasing the effectiveness on future public participation efforts. Outreach strategies and the associated evaluation measures are highlighted below.

### Outreach Strategies and Evaluation Measures

Outreach Strategy	Evaluation Measure
<b>Committee and MPO Board Meetings</b>	<ul style="list-style-type: none"> <li>• Number of attendees</li> <li>• Meeting summaries</li> <li>• Number of Comments</li> </ul>
<b>Introductory Video</b>	<ul style="list-style-type: none"> <li>• Number of views</li> </ul>
<b>Outreach (meetings with local groups, workshops, outreach meetings, e-townhalls)</b>	<ul style="list-style-type: none"> <li>• Number of attendees at each meeting received</li> <li>• Participation by community and ZIP code</li> <li>• Number of comments</li> <li>• Number of comments with direct relevance to MTP</li> <li>• Meeting summaries</li> </ul>
<b>Media Outreach</b>	<ul style="list-style-type: none"> <li>• Number of media citations (as observed)</li> </ul>
<b>Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>• Number of stakeholders</li> <li>• Number of stakeholder meetings</li> </ul>
<b>Education &amp; Outreach Materials/ Direct Mailings</b>	<ul style="list-style-type: none"> <li>• Number of items produced</li> <li>• Estimated number of people reached</li> </ul>
<b>Project Website</b>	<ul style="list-style-type: none"> <li>• Site visits and page views</li> <li>• New vs. returning visitors</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Number of views</li> <li>• Monthly reach, engaged users, and impressions</li> </ul>
<b>Evaluation of Public Participation Plan</b>	<ul style="list-style-type: none"> <li>• Number of changes made to MTP</li> </ul>



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For more information on activities and projects of the Broward MPO, please visit

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