

APPENDIX A Stakeholder Interviews

FDOT 4 South Florida Commuter (SFCS)
FDOT CAP and CUTR Programs
South Florida Regional Transit Authority/ TriRail Summary Report
Broward County Transit
Broward Workshop
South Florida Vanpool Program
Uptown Business District
UBER
Brightline
Broward Area Agency on Aging
Bicycle commuter one
Bicycle commuter two
FAU Campus Life
FAU Commuter Student
South Florida Education Center (SFEC)
Galleria
Florida Restaurant and Lodging Association (FRLA)
Plantation Midtown Project
Ft. Lauderdale Chamber of Commerce
Local Disadvantaged Coordinating Board Member
American Association of Retired Persons - Broward
VISIT Lauderdale
Alan Hooper/Ft Lauderdale TMA/Private Sector
Ft. Lauderdale Downtown Authority District
Broward Health
Bicycle Sharing Program
Broward County Mobility Advancement Program (MAP) Team
Seminole Tribe
Broward School Board
Career Source Broward
Greater Ft. Lauderdale Chamber of Commerce Equity Council

FDOT DISTRICT 4 SOUTH FLORIDA COMMUTER SERVICES (SFCS)



Service Provided

- Telecommuting
- Express Bus
- Vanpool
- Carpool
- Park and Ride
- Mass Transit
- Guaranteed Ride Home



Partnerships

- Tri-Rail
- Broward County Transit
- Miami Dade Transit
- Key West Transit
- Treasure Coast Connector
- Martin County Public Transit
- Uber
- Lyft



Information Availability

- When searched in Google, South Florida Commuter Services appears as the first generated search. The website provides information on Express Buses, guaranteed ride homes, Park and Ride, and Work from Home as well as much more.
 - Website: <https://1800234ride.com/>
- SFCS can be found on various social media platforms such as Facebook, LinkedIn, Instagram, and YouTube.
- Email: [https: info@1800234ride.com](mailto:info@1800234ride.com)
- Phone: 1-800-234-RIDE (7433)



Covid 19 Impacts

- Telecommuting has become much more relevant than pre-COVID



Opportunities

- Complementary programs
- MPO/TDM team could advocate for employers
- Countywide TDM to complement TDM regionally
- Vanpooling and potential vanpool micromobility
- Emphasize demand through marketing
- Educating the public on what TDM is



Challenges

- Carpool and transit are hard to sell
- Measuring telework productivity
- Revamping Work From Home Program
- Transportation people talking businesses regarding teleworking opportunities
- Tailored TMA's for corridors

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
FDOT 4 South Florida Commuter Services (SFCS)
October 21, 2021, 2:00 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (DFLTMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM traditionally focuses on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from traditional peak hours, and allowing more employees to work at home. In the last two years, there have been shifts in traditional commuting, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This effort includes broad objectives including:

- An outreach phase to understand transportation opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the covid-19 pandemic to TDM with a focus on teleworking
- The level of interest in TDM options
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Newton Wilson, FDOT 4
Jeremy Mullings, SFCS
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Opening Comments

Jeremy comments:

- TDM needs to be revisited, Needs to change – a new approach, new programs
- Influence demand through marketing ideas. We need to emphasize the demand!
- A part of a larger strategy- a call to action.
- TDM - No category but as a whole and nationally needs to change.
- County-wide TDM to complement TDM regionally.
- Carpooling and express bus – emphasis, priority
- Telecommuting: what is our role in this?
 - They are challenging – transportation people talking to businesses on their business – hard to do.
 - Leadership is who TDMs have to convince.
 - Business – hard to see eye to eye. Huge risk_

Newton's comments:

- The goal is to get Single Occupant Vehicles Off the Road
- Use of marketing to produce the results
- With different programs such as spending a day with TDM

Discussion Points

- 1) What types of TDM Activities are you directly engaged in:
 - Priorities are carpooling and express bus, SFCS coordination on express lanes and regional corridors I-95, I-75, I-595
 - Telecommuting – Work from Home Special study – tracking 100 workers, including staff and managers, for one year, always kept an eye on it, but what was SFCS's role
 - How do we communicate to businesses what the benefits are? Does leadership need to be convinced?
 - Can we get a list of open-minded large employers?
 - Governments, non-profits, institutions are more open
 - We need an ambassador on the side of the private sector
 - i. Pedestrian
 - ii. Bicycle
 - iii. Telecommuting– Work from Home
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing

- vi. Carpooling Managed Lanes
- vii. Park and Ride Lots
- viii. Local Bus
- ix. Express Bus
- x. Van Pooling
- xi. Light Rail
- xii. Heavy Rail
- xiii. Other _____

2) What types of TDM Activities do you partner with other providers on:

- i. Pedestrian
- ii. Bicycle
- iii. Telecommuting
- iv. Micro-mobility
 - 1. Scooters
 - 2. Bike Share
 - 3. Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Local Bus
- viii. Express Bus
- ix. Van Pooling
- x. Light Rail
- xi. Heavy Rail
- xii. Other ____

3. In the past, there were several TMAs and Transportation Management Initiatives (TMIs) in South Florida. What is the status of the remaining TMA/I's other than the FTLTMA?

- Very supportive of TMAs, TMIs need to move to TMA status.
- Miami Beach TMI -City did all the background work ready to sign the agreement, but they didn't understand the link to a TMA.
- They are still a TMI, and SFCS could be just as effective working directly with the Cities and County
- The TMI Has become an unnecessary communication channel. As a result, SFCS is having a difficult time getting responses.
- Once used to be SFEC TMI, the Town of Davie took over as the Surtax took over the shuttle program. SFECTMA is on the Town of Davie website.
- Boca Raton TMI is gone. Information is still on the website,
- Believes the only one is in Miami
- West Palm Beach is still active – it needs more boots on the ground. Alex Hanson is working on them now – standardizing an employer engagement manual.

4. According to David Strauss, Executive Director of the Association for Commuter Transportation (ACT), the role of TMAs is changing since info is at people's fingertips now, need to think bigger about their missions, look at the quality of life, equity, sustainability – do you see similar trends in South Florida?
5. David Strauss also indicated that the Role of the TMA from 20 years ago is irrelevant today. Used to be about disseminating information. Information today is available to most at their fingertips. What is the role today?
 - i. Partnerships
 - ii. Advocacy
 - iii. Equity
 - iv. Environmental/Resiliency
 - v. Emergency Response
 - vi. Social Connections
6. What do you consider to be the most significant current transportation challenges within South Florida and how does your program address these challenges?
 - The environmental message doesn't gain results.
 - Advocacy may be a misnomer – need to explain the benefits and let the public decide.
 - Carpool and transit are hard sells
 - Localized TMAs are a good model. SFCS resources can provide 20 hours a week in the house.
 - The corridor approach as part of CMP will complement the regional program.
 - We need to investigate opportunities for transportation efficiencies at major construction sites.
 - In the Hospitality industry in Miami Beach, parking is too expensive, trying to have a conversation
7. With a gradual safe return to office in a post-pandemic environment, what kinds of strategies can the industry collaborate on to instill confidence in ridesharing?
8. The impacts of Covid have been a game-changer for telecommuting
 - We have reviewed your telecommuting presentation, and the data clearly shows that telecommuting has become much more relevant than pre-Covid. Can you elaborate on the TPO/SFCS Pilot project scope of work?
 - Have 100 people to track for a year with different work scenarios, one of 6 are supervisors, also have a high level, and worker level 1 of 6 are supervisors/ capturing both the side.
 - How do we measure productivity?
 - Looking for the supervisors in the 100 to represent the employer side.

- CUTR came out with training on working from home on managing remote staff – used MPO as a sample and circulated, and nobody reopened. Why? and What was their experience with the guidebook?
 - Made available to others – under 10%
 - Christina has her experience – she can contact Jeremy/SFCS to share details.
 - Work from home is booming, but what is the role of FDOT.
 - Have you polled local companies to determine commonalities between teleworking policies?
 - Do you anticipate changes in approach to School Pools – Pooling, Bicycling, and Walking – schools are off-limits for now.
 - Covid stopped the program.
 - Revamp the program; riders weren't responding to the squeaky wheel.
 - Equity points for low income.
9. The MD DTPW 95 Express routes were suspended and have not yet started. Do you anticipate the services will begin again? When?
- They are starting back in November – waiting for direction from leadership.
 - BCT is operating on a reduced budget.
 - Improvements to public outreach don't appear that the public understands it as a complete system.
 - Have been talking for two weeks and need to make the BCT and MDT schedules consistent and more public-friendly.
 - Utilize Robyn's expertise on how to assist with a user-friendly schedule.
10. What is the current relationship with the FDOT 6, the M/TPO/As, South Florida Vanpool Program?
- We should talk to vanpool about potential vanpool micromobility; it goes through Miami-Dade – lead is Janice?????
 - Still coordinating with Raymond – Raymond, Claudette Mahan has taken the transit position in FDOT 6
11. TDM applications are an important complement to infrastructure and economic development. What are the greatest opportunities and challenges you foresee for the field of TDM in the future? What are the greatest challenges you foresee for the field of TDM in the future?
- What would be the role of SFCS or BMPO/FTLMA in encouraging a TDM Ordinance?
 - We need to gain credibility with the private sector.
 - Work from home is successful, but what is the role of FDOT
 - How do we measure productivity with Teleworking?

- Opportunity CUTR study- training on working from home.
 - Communication strategies/tools
 - Online tools
 - Different online platforms
 - Take a look at the Miami Beach guidelines for developers and construction.
 - Started with the first 5 target cities – and standardized the approach – Key west, Medley, Miami Beach, Boca Raton, West Palm Beach – seem to be open to the conversation.
 - School programs:
 - 20 schools of the 900 – TDM GRANT for schools - \$50, 000yr
 - Relating to safety issues
12. COVID has elevated discussions over Equity and Resilience. What new opportunities and challenges do you see?
- Equity: is there anything that you are doing to address this?
 - Treat people with dignity and respect.
 - Rural Vanpool program
 - How to use vanpool – Miami Dade is more open to micro-transit
 - Blue-collar workers – what services can we offer?
 - Contractor
 - Hospitality
 - The hours are not the standard peak hours for blue-collar workers.
 - Construction parking: How do we deal with this?
 - Several cars at one job site – solution car vanpools to site.
 - Equity – treat people with dignity and respect, rural vanpool, vanpool programs, how can we help occupations when working from home is unavailable? Can there be services tailored to traditional peak hours?
13. How could this effort best benefit your agency and the public?
- Complementary programs.
 - MPO/TDM team could advocate for employers.
14. Do you have performance metrics by county? Broward?
- Yes, but not specific to Broward. Huge move to self-reporting. The hot topic is carpool verification, even if a few violators have a less rigid system that would enroll more people.
 - TriRail Feeder Bus is only operating during traditional peak hours.

FDOT CAP AND CUTR TDM



Service Provided

- District 1- Southwest Florida – Commuter Connector
- District 3- Northwest Florida- Commuter Services of North Florida.
 - Ride on Commuter services has 2 locations but a single program administered out of Apalachee and Emerald RPC
- District 4 & 6 – Southeast Florida – South Florida Commuter services.
 - South Florida Education center TMA, DFLTMA, WPBTMI, Miami Research TMI
- District 5- Central Florida
 - Rethink – District 5 regional Commuter Assistance program.
- District 7: West Central Florida- TBARTA Commute Tampa Bay, St. Pete. Downtown Partnership



Partnerships

- Center for Transportation, Equity, and Decision making
- Central Florida Expressway Authority
- City of Tampa
- Critical Ops, LLC
- Eastern Research Group
- Element Engineering Group, LLC
- ENSCO, Inc.
- Florida Department of Transportation
- Florida Department of Transportation, District 1
- Florida Department of Transportation, District 7
- FDOT Office of Modal Development
- Flagler County Board
- Florida Metro Planning Organization Advisory Council
- Florida’s Turnpike Enterprise



Information Availability

- Website: <https://www.cutr.usf.edu/>
- CUTR is easily searchable on different search engines. It often appears as the first result. The website provides information regarding their research, events, programs, and more.
- Social Media: Facebook, Twitter, YouTube, LinkedIn, and Flickr



Covid 19 Impacts

- COVID increased bicycle use for commuting
- Rural vanpool program – jumped in with safe van program, some employees had to stay home
- Teleworking and COVID have separated people and how we reconnect socially



Opportunities

- Parking supply, curbside management – a lot of demand for the curb – TNCs, Restaurants, E-Commerce, Commercial deliveries, etc.
- Neuromarketing of now marketing materials
- More Health initiatives



Challenges

- Funding
- Keeping up with growth
- Commuter Services Program is not elevated as other investments, not talking about persons per mile.
- Lack of metrics provides missed opportunities for solutions
- Niche strategies need to customize by location and need

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
State of Florida Commuter Assistance Program/Center for Urban Transportation
Research (CUTR) at University of South Florida
October 26, 2021, 2:00 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Michael Wright, FDOT CO
Phillip Winters, CUTR
Sara Hendricks, CUTR
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Points

1. Our research indicates there are 6 active CAP programs in the State, and there are various TMAs and TMOs as follows:
 - **District 1 – Southwest Florida** - Commute Connector
 - **District 3 – Northwest Florida** - Commuter Services of North Florida, Ride On Commuter Services, 2 locations but a single program administered out of Apalachee RPC and Emerald RPC
 - **District 4 & 6 – Southeast Florida** - South Florida Commuter Services, South Florida Education Center TMA, DFLTMA, WPBTMI, Miami Beach TMI
 - **District 5 – Central Florida** - reThink – District 5 Regional Commuter Assistance Program
 - **District 7 – West Central Florida** - TBARTA Commute Tampa Bay, New North Transportation Alliance, St. Petersburg Downtown Partnership Transportation Management Organization (TMO), Tampa Downtown Partnership TMO, Westshore Alliance TMA, TMO = TMAs, Gateway Pinellas may be forming.
 - Why are they so successful in Tampa? They may have arisen out of existing organizations, which help support the administrative functions and local funding opportunities. The programs complement each other, find their level, and support the regional CAP.
 - Why Are TMAs Successful In District 7?
 - Existing organization v. self-standing
 - Internal funding stream v. outside funding
 - Westshore alliance: trying to create pedestrian access.
 - TMA'S are the micro vision – focused on specific areas.
 - TMAs are typically small areas – what challenges and opportunities are there for a countywide program. For example, New Jersey typically has countywide, Tampa Bay is more activity center-based USF/VA, Busch gardens center.
2. Is there a clearinghouse of information on Commuter Services work plans and evaluations? TMA work plans and evaluations?
 - No longer perform annual evaluations through CUTR, typically every three years, not audits, but meant to reallocate resources to other strategies and change the scope of work.
 - Three of the programs are direct contracts to Districts.
 - Can we get the last evaluations from CUTR? Yes, get from Phil – sent and received
 - Agree there has been a shift in work from home

- Household pulse surveys US Census they have been tracking telework – they do Miami and Florida – Phil will provide a link, seems to be about 34%, every 2 weeks but the questions have changed - provided
 - Sara did a presentation on telework at the Florida Summit; need to obtain Sara’s presentation Florida Commuter choice presentation -data – commuter service.com website
 - Even in Tallahassee, there a different Work From Home Policies among other departments
3. According to David Strauss, Executive Director of the Association for Commuter Transportation (ACT), the role of TMAs is changing since info is at people’s fingertips now, need to think bigger about their missions, look at quality of life, sustainability – do you see similar trends in Florida?
- We have seen new products and services and trip reduction plans for developments in their community. It seems like they were adding services and keeping the existing resources,
 - In California and Washington, transit benefit ordinances and trip reduction ordinances offer a pre-tax deduction for transit passes if you provide accessible parking. California, Berkely, Washington, NJ,
 - Free transit pass and pay for parking
 - Federal workers subsidy for the Van Pool parking works, VA hospital, South Com in Homestead are good examples
 - Rural vanpool program – covid jumped in with the safe van program. Some employees had to stay home,
 - What TDM policies are out there for Work from Home – everyone doing their own thing - Even in FDOT Tallahassee, there is a difference in policy between different department
 - COVID increased bicycle use for commuting. How can we leverage that?
4. David Strauss also indicated that the Role of the TMA from 20 years ago is irrelevant today. Used to be about disseminating information. Information today is available to most at their fingertips. What is the role today?
- Partnerships
 - Advocacy
 - Equity
 - Environmental/Resiliency
 - Emergency Response
 - Social Connections

- Emergency response is towards hurricanes. When it comes time for evacuations, who gets access to TNCs
 - Portland TMA COOP plans how to get back up operating, how to get the City back up and running after an emergency
 - TMA can have a broader scope than a TDM program
 - TMA can customize to their constituency
 - TMA could move forward with safety initiatives and add a safety message.
 - Safety could open a funding opportunity.
 - TMA event to encourage more bicycles, active transportation, health benefits
 - Greenways and Trails provide those Connections
 - Teleworking and covid have separated people and how we reconnect socially
 - How does the disconnect affect mental health? Group biking is compatible with social distancing
 - Health benefits of active transportation.
 - Some TMAs are focused on health initiatives,
 - WE NEED TO GET TO THE BOTTOM OF WHAT OUR COMMUNITY WANTS
 - We need to be selective on resources
 - Central Office is developing a Mobility Vision Action Plan – not just about an efficient bus system but how do we get to the entire community, weekend, service, late-night, Liz Stutts and Bobby Westbrook
 - How do TMAs address Equity - ACT has an equity committee? North Transportation Alliance – nonprofit hospitals must do a community health benefits assessment of their services, previously looked at social determinants of health is transportation.
 - One big issue is that you need a transit connection for people to visit people at the hospital—another social problem.
 - Sara has a tutorial on how to approach TDM customers. Get the manual.
5. Can you explain the CUTR program and how you may be able to support the development of a new TDM/TMA program in Broward County?
 - CUTR still has a program, a big opportunity to leverage resources from CUTR
 - List of services to 2,000 TDM professionals in the country
 - Prepare a survey for the List Serv
 6. What do you consider to be the most significant current transportation challenges within the State, and how does your program address these challenges?
 - Funding.
 - Keeping up with growth.

- The current situation with telework is giving some breathing space, But are communities using or waiting for diminishing covid.
 - Commuter Services Program is not elevated as other investments, not talking about persons per mile. So if the metrics are vehicles, then we get vehicle solutions.
 - Infatuated with technology that hasn't proven itself need to change behavior – giving up a vehicle is the fundamental change agent.
 - Niche strategies need to customize by location and need.
 - How much pushback can we expect from the real estate industry for development potential – downsizing office space? Companies walking away from leases.
 - How do land developers look for opportunities? A lot of push in Tampa,
7. With a gradual safe return-to-office in a post-pandemic environment, what kinds of strategies can the industry collaborate on to instill confidence in ridesharing?
- Transit agencies have been trying to prove to the customer. will there be a post-pandemic environment might not be the right focus; shift to telework, biking,
 - Overtime attitudes may change
 - Transit ridership was already slipping pre-covid. Existing riders who like to take transit, enable people to ride, focus on retention of existing riders
 - People may leave transit based on other things time, moving, school. Transits did what they could do – people wore masks, were socially distanced, and cleaned the buses. Being next to strangers will be hard to convince.
 - COVID increased bicycle use for commuting
 - Post-pandemic
 - Biking to work
 - 4-day work week
 - Change in attitudes towards carpooling
 - Existing transit riders to still use transit? – Is service or support needed?
 - Time-related
 - Confidence in being in a crowded space – affects society
8. Transportation Demand Management (TDM) applications are an important complement to infrastructure and economic development. What are the greatest opportunities you foresee for the field of TDM in the future? What are the greatest challenges you foresee for the field of TDM in the future?
- Confidence in being crowded spaces affects everything, restaurants, supermarkets, space was never an issue,

- Technology ties to real-time data for person throughput, real-time counting of people in vehicles, counting people in private vehicles, INRIX and Streetlight can provide some insight,
9. COVID has elevated discussions over Equity and Resilience. What new opportunities and challenges do you see?
- Parking supply, curbside management – a lot of demand for the curb – TNCs, Restaurants, E-Commerce, Commercial deliveries,
 - Equity – ACT has an equity committee.
 - Equity: Advent health Tampa- Nonprofit hospital
 - Social determinates of health – found that transportation in health ranked number 10 as a concern.
10. How could this effort best benefit your agency and the public?
- Running pilot studies, controlled experiments, different applications of curbside management,
 - don't be afraid of failure, adaptation on the fly. **It will be challenging to sustain or explain if you jump in systemwide.**
 - Document your failures have seen pilots implemented and then go away without documentation on the causes.
 - Are any CUTR studies going on now? Looking for a laboratory? Ride Flag is going on now. We need to get some residents to take part in the study.
 - **Neuromarketing of now marketing materials.** Some look good, but there is no call to action. Instead, they ask for TDM programs to provide their material for testing. They are measuring brain waves and eye-tracking.

SOUTH FLORIDA REGIONAL TRANSIT AUTHORITY/ TRI-RAIL (SFRTA)



Service Provided

- Pedestrian
- Bicycle lockers
- Park and ride lots
- Commuter Rail



Partnerships

- Ridesharing
- Taxi services
- Uber
- Lyft
- Park and ride lots partnership with FDOT



Information Availability

- The SFRTA is easily searchable in google and appears as the first generated search. The SFRTA provides information of schedules, fares, stations, destinations, Newsletters, and rail safety. The website also assists you with planning your trip and calculating the fare.
 - Website: <https://www.tri-rail.com/>
- SFRTA Can be found on different social media platforms such as Facebook, YouTube, Instagram, Twitter, LinkedIn.



Covid 19 Impacts

- Ridership dropped to 30%
- Ridership continues to build to 60% or 70%
- Telecommuting was more predominant
- COVID created difficulties
- Explored On-Demand services with taxis, Uber and Lyft.
 - ADA, Title 6 requirements per state and federal requirements met by taxis, also engaged with Uber
- On-Demand service is down to 10% to 20%



Opportunities

- Adding 15 – 20k riders with connection to Miami
- Freebee electric van to hospitals, schools, etc., expected to launch in January or February
- Looking outside of peak hours to expand operating hours
- On-Demand service in Miami-Dade with Uber
- Micromobility



Challenges

- Homeless issues on Ft. Lauderdale routes
- Safe access to the train stations

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
South Florida Regional Transit Authority/Tri-Rail
October 28, 2021, 11:00 AM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

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- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Barbara Handrahan
John Lafferty
Natalie Yesbeck
Loraine Cargill
Vincent Sciallo
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Jeff Weidner, Marlin
Kathryn Marinace, Marlin

Discussion Topics

- 1) What types of TDM Activities are you directly engaged in:
 - i. Pedestrian
 - ii. Bicycle Lockers – managed in house
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Local Bus
 - viii. Express Bus
 - ix. Van Pooling
 - x. Light Rail
 - xi. Commuter Rail
 - xii. Other _____

- 2) What types of TDM Activities do you partner with other providers on:
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing –
 - Feb 2021 – contract with shuttle service contract expired. Reached out to the vendor to extend the contract.
 - Covid issues at that time were difficult. Decided to explore the on-demand service with taxis, Uber, and Lyft. ADA, Title 6 requirements, state and federal requirements met by taxis also engaged with an additional provider with Uber. They piggybacked on SFCS agreement with Uber. It started with a 3-month pilot beginning March 1 after the shuttle contract expired. Actual contract with yellow cab in Broward and Uber in Broward and Palm Beach. There were no shuttle buses in Miami-Dade. They matched the service to the shuttle routes/area about 2 to 3 miles around stations. Passengers must go to or from Tri-Rail stations. 2 rides per day per

passenger. Taxis have an app. to book a ride and telephone number to meet Title 6 ADA.

- Covid continued to operate ridership which at first dropped to 30%
- Ridership continues to build to 60% or 70% - from 14K to about 10K today.
- Shuttles bus ridership dropped to 30% like the train - The on-demand service – keeping in mind covid – is lower down to 10 to 20%.
- Riders were using the shuttles for other trips.
- We can share ridership numbers and show the rise in ridership.
- Commuter connectors were designed not to replicate other providers; the Downtown Broward had the most overlap.
- The role has been focused on their ridership
- Light Bulb! The routes are perfect for a TMA for the riders who lost that service. Very localized.
- Local community providers are also opportunities for a TMA.
- Examples of other TMAS focus on peripheral issues like health and child care. Our scope can be broader.
- TMA trolley provided relief to houseless with a/c.
- To what extent would a new TMA want to get involved in other issues.
- New to be broad but also focused and strategic.
- Definitely saw homeless issues on the Ft Lauderdale routes because BCT wouldn't pick them up. Used to get complaints from their riders. Shuttles were free.
- When we started, ridership was low, outreach through social media, SFCS promoting routes service at Deerfield and Sheridan street. SFCS used billboards.
- Now doing about 100 on-demand rides a day. The last month of shuttles was 600 (COVID), including in-between rides.
- On-Demand is billed per ride. The monthly cost is 20,000/mo. (\$10 to \$15 per passenger) used to be 270,000; some were very good.
- Revenue is way down; commuter buses were funded at 2 million from FDOT and matching 2 million. You can't use it for the on-demand for-profit companies.
- Love to get to 15 – 20K riders with a connection to Miami. Hard to predict going back to the shuttle provider. With the increase in teleworking hard to foresee a robust shuttle system.
- They have moved to a shuttle provider for the airport route.
- We do have provided for between stations for emergencies.
- We extended the pilot to March of 2022. Will decide before March. It Makes sense on a lot of routes.
- Hope to be serving downtown Miami in the summer of 2022.

- They will be paying for vehicle hours of service instead of per rider, and they will be able to use the block grant and try for a year.
- The SFEC TMA shuttle, TriRail, contributes funds to them. Funds expired. Now it is part of the Town of Davie Shuttle system.
- Scooters have issues, but what can we do to make safe access to the train stations,
- Will be looking at expanding hours outside of peak periods, right 5-10 and 2-8 – on the pilot will be looking at the mid-day, which is the best step.
- South Florida Commuter Services (SFCS) is looking at on-demand services in Miami-Dade.
- It's easier with Uber than the taxis.

vi. Park and Ride Lots:

- Partnerships with FDOT with maintenance agreements.
- Pompano and the airport station limit overnight parking.

vii. Local Bus

viii. Express Bus

ix. Van Pooling

x. Light Rail -

xi. Heavy Rail – connectivity to MetroRail

xii. Other _____

3) What marketing partnerships underway encouraging TDM activities?

- Marketing committee meetings are still occurring – FDOT, Transit providers still meet and
- CMP hand TDM has been linked to having a holistic discussion between supply and demand.
- PTAC meetings still occur.

4) Do you see any opportunities to fill gaps between partner agencies that could encourage new riders/shifts in mode choice?

- One of our pilot routes is the Cypress Creek route reaching out to the east and essential riders. FTA grant providing connection partnered with a Freebie electric van to hospitals and schools. The launch is expected in January and February. In addition, Freebie will work with employers to support advertising. We will share information as we move forward.
- A GIS analysis of 1/3 of the rides of the Cypress Creek Area is being conducted. If this works, we can expand.

- 1 route – Cypress creek route- pilot for Micro transit (essential workers)
 - A. FTA grant
 - B. Electric van (freebee)
 - C. Launch in Jan. or Feb. for 1 year
 - D. Attract essential workers
 - Opportunity – a service plan to continue with other stations
- 5) What types of marketing tools to use to reach out to your customers and potential new customers?
- SFRTA had collateral material at stations, SFRTA reached out to their riders on trains and buses, newsletter, email, signs at stations, limited budget
- 6) About what percentage of your budget is dedicated to marketing?
- i. Less than 3%
 - ii. 3 to 5%
 - iii. More than 5%
- In the operating budget – but can share in the future.
- 7) What metrics do you use to measure the success of a marketing campaign?
- NTD reporting
- i. New customers
 - ii. Revenue Passenger Miles
 - iii. Reduction in Vehicle Miles Traveled
 - iv. Air Quality
 - v. Other _____
- 8) The Feeder Bus System transitioned to 3rd party ride-share providers. How has it impacted ridership?
- 9) With a gradual safe return-to-office in the current environment, what is your organization doing to instill confidence in ridesharing?
- Covid issues at that time were difficult. Decided to explore the on-demand service with taxis, Uber, and Lyft.
- 10) What new strategies does the future hold? ...next 5 years? ... next 10 years?
- 11) COVID has elevated discussions over Equity and Resilience. What new opportunities and challenges do you see?

12) How could this effort best benefit your agency and the public?

- Would like to continue a partnership with the TMA as it evolves. It has worked in the past and meets equity issues as we have a low fare compared to other systems. The key is to continue to attract riders.

On-time performance is good over 90%

The TMA can help RTA. We have a board member who supports micro-mobility and scooters to complement Ubers and Shuttles. Need help with issues like right of way, safety, security. Want to be responsive. This is the right scale for a TMA to support TriRail.

13) We plan on having a regular meeting TDM forum can you participate. **Yes.**

BROWARD COUNTY TRANSIT (BCT)



Service Provided

- Local Bus
- Express Bus
- Community Bus
- Bike Share
- Bicycle
- Fixed route
- Paratransit (TOPS) service
- Guaranteed ride home program



Partnerships

- Pedestrian
- Micro-mobility
 - Scooters
 - Bike share
 - Shuttles
- Ridesharing
- Heavy Rail
- Other: Micro-transit Pilot Program
- Late Shift Connect Pilot Program
- GRH is partnered with UBER, Lyft, and Taxi service.



Information Availability

- On the main website page for Broward County Transit, information can be easily accessible in the quick links section. Website: <https://www.broward.org/BCT/Pages/default.aspx>
- Broward County Transit has a Mobile App, which can be downloaded from the Apple Store and GooglePlay, named MyRide.
- Broward County Transit can be found of different social media platforms such as Facebook, Twitter, Instagram, and LinkedIn.



Covid 19 Impacts

- Covid 19 halted services plan that were in the original surtax service plans
- Services were drastically cut in March – April 2020. Still today Service levels are not 100%.
 - Ridership decreased 17.4% in the 12-month period ending in May 2020.
 - At the height of the Pandemic BCT lost 75% of its average weekday ridership.



Opportunities

- BCT Broward Bike (B-cycle) sharing program saw an increase in ridership
- Air Ionizers were installed to instill confidence for commuters
- Micro-Transit Pilot Program
- Late shift Connect Pilot program
- Taxi Ride



Challenges

- No new service or growth in BCT's system until FY 2023
- Public support to build Transit infrastructure such as NIMBY Issues for Park and ride lots and maintenance facility
- There are advocates for pedestrians and bicycle users, but no vocal advocates for the transit user population

Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Broward County Transit
October 28, 2021, 4:00 PM Virtual Meeting

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (DFLTMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Nick Sofoul, BCT
Tara Crawford, BCT
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics – Discussion in Green Text

- 1) What types of TDM Activities are you directly engaged in:
 - i. Pedestrian
 - ii. Bicycle - Racks
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing -
 - vi. Park and Ride Lots
 - vii. Community Bus
 - viii. Local Bus
 - ix. Express Bus
 - x. Van Pooling
 - xi. Light Rail
 - xii. Heavy Rail
 - xiii. Other _____

- 2) What types of TDM Activities do you partner with other providers on:
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 - Scooters
 - Bike Share
 - Shuttles
 - Funding towards taxi and late-night/ shift jobs rideshare (late shift connect).
 - 11 PM -6 AM – 7 days a week but limited to 5 trips.
 - Healthcare workers
 - Amazon workers
 - Countywide program for those who work late night shifts
 - 15/ per ride =\$300 a week? (maximum subside-parameter)
 - Micro-mobility (shuttle- dedicated fleet through a ridesharing app). Microtransit Pilot Program is Just starting procurement in West Park, Hollywood, Hillsboro Beach, and Unincorporated Broward County. Dedicated on-call shuttle service. Similar to Metro Micro in LA.

- operated 5 days a week, 7 AM-7 PM
 - An innovative way to provide micro-transit to different neighborhoods.
 - Hillsboro Beach, the western part of City Hollywood, and West Park (disadvantaged communities)
 - Similar to metro micro-LA
 - Both are pilot programs (3years)
- Launching a micro-mobility program to complement the shuttle program. Utilizing as a mechanism to get to smaller communities.
 - Dedicated shuttle fleet similar to metro: micro, small tight service zones, able to hail the vehicle through an app. From their home to local routes and even grocery shopping.
 - Late Shift Connect and Micro-Mobility Program – 3 years to evaluate. Initially, Micro transit will be 5 days, 7 to 7
 - Late-night will be from 11 PM to 6 AM as initial launches are limited to 5 trips per week.
 - The late shift will roll out earlier because they already have the payment agreement
- v. Ridesharing – a program through para-transit through Cab Connect to book a taxi. Book a trip to a cab or a TNC and might extend it to late-night shifts. Initially focused on hospitality and the beach workers. The approach is to expand for health, shift workers, and taxi uber.
 - vi. Park and Ride Lots
 - vii. Local Bus
 - viii. Express Bus
 - ix. Van Pooling
 - x. Light Rail
 - xi. Heavy Rail – provide service connections to TriRail
 - xii. Other _____

- 3) What marketing partnerships are underway encouraging TDM activities?
 - Have their marketing team.
 - New Customer relations manager – Lynn Opperman
- 4) Do you see any opportunities to fill gaps between partner agencies that could encourage new riders/shifts in mode choice?
 - The biggest gap is getting support to build transit infrastructure like the park and ride lots for the I-75 express.

- How can we prioritize transit, but do we need to put it somewhere?
 - Robyn – TMAs can play a role in marketing new programs – SFCS is generally a regional, and TMAs can be focused
 - At capacity garage wise and with new maintenance, the facility needs to go somewhere
 - NIMBY issues are going to be the biggest challenge
- 5) What types of marketing tools to use to reach out to your customers and potential new customers?
- Have a social meeting presence – FB, Twitter, LinkedIn, have their email transit flash for alerts, Transit Flash, website, press releases, community drop-ins at events, customer service reps, on bus outreach, internal rack cards and scrolling digital, have real-time mobile app my-ride, a lot if the shelters have cases to provide static information,
 - TDP indicates the MyRide use is low, BCT is moving to real-time GTFS, making information accessible to other platforms
- 6) About what percentage of your budget is dedicated to marketing? **Not sure**
- i. Less than 3%
 - ii. 3 to 5%
 - iii. More than 5%
 - iv. We can follow up and see. Tend to do marketing in spurts, tends to be associated with services changes, happens in waves, new terminal change in service
- 7) What metrics do you use to measure the success of a marketing campaign?
- **The TDP has pages and pages of metrics**
 - i. New customers
 - ii. Revenue Passenger Miles
 - iii. Reduction in Vehicle Miles Traveled
 - iv. Air Quality
 - v. Other
 - The maximum subsidy for the new pilots late at night will be \$15/trip
 - 7.1 riders per hour for community shuttles
 - Mode split
 - Census journey to work data for mode shift
- 8) With a gradual safe return-to-office in the current environment, what is your organization doing to instill confidence in ridesharing?

- Masking is still required, invested in air ionizers even for the shuttles. The ionizer cleans the air in 60 seconds, installs Plexi-dividers, and implements more robust cleaning.
 - Fare for over a year from March 2020 to June 2021. They were surprised to see that ridership continued to grow when they reintroduced the fares, unlike peer transit agencies.
 - Implemented before COVID, where they now have mobile ticketing. Technology with QR code.
 - Interoperability efforts are working with Miami Dade joint pass.
- 9) How has Covid effected your service? What new strategies does the future hold? ... following 5 years? ... next 10 years?
- Halted services plans in the original surtax service plans Dampened plans for all the original surtax plans need to be rethought and drastic service cuts. Not back to service levels – cut back severely in March and April to allow for social distancing.
 - Drastic cuts to services – not 100% at service levels
 - Cut service in March and April 2020
 - Reinstated some services
 - How do you Instill confidence in ridesharing??
 - Masking is federally required in all public transit
 - Air ionizers – clean air (investment in the entire fleet)
 - Plex divides between riders and operators
 - More robust cleaning protocols
 - Bus drivers -harassment (it happens)
 - Free service march 2020-June 1, 2021 – free bus fare
 - Demand for new riders? = riders have increased and continued to.
 - Micro transit pilot program –
 - The late shift pilot program will before that micro- contracted with a payment system provider.
 - Vocalist for pedestrians and bikes but not a lot for the transit pop.
 - Express services and Breeze service can now allow 100% capacity on buses.
 - Mobile ticketing- implemented before covid and now have brought it back.
 - Not a lot of marketing before covid with online ticketing
 - QR Code for box
 - Joint pass between Broward and Miami-Dade
- 10) COVID has elevated discussions over Equity and Resilience. What new opportunities and challenges do you see?

- Covid really tested our resilience – but we were very successful in supporting the community, never completely shut down service. They continued to provide services for all essential workers throughout.
 - Traditionally for weather events, the county runs the EOC and updates its plans every year to get back up and running
 - BCT staff has been excellent; the team worked with unions, declining operators weren't hit as bad because they were supporting essential workers; going back to 100% capacity will be a huge relief for the operators
 - What we do matters
 - Translate advocacy for transit riders – lots of positive spin for bike and walking. Equity issue
- 11) How could this effort best benefit your agency and the public? Opportunities and challenges
- Does BCT increase utilization of the MyRide Website?
 - Implementation of the micro-transit pilot program?
 - Explain to the public the benefits of transit
 - NIMBY issues – if we can't build a park and ride a lot in an FDOT-owned right-of-way interchange, what new challenges will we face.
 - The biggest issue over the last few years has been capacity at the park and ride lots
 - Problem with public transportation outreach in general. The vocal minority against transit seems to be the most vocal and needs multiple advocates.
 - What are the trends with millennials and Gen Z– have you seen increases. BCT has not seen an abandonment of cars but staying in younger generations are staying in the City longer and moving to the suburbs later. Wary of blanket statements that young people will shift to transit. We need more and better service.
 - Pre Covid transit was declining and was happening across the nation
 - Service improvements came in 2019, and we saw increases, so improvements work.
 - Terminology is not “amenities” and should be called “infrastructure.”
 - Be careful on how we use the term “choice” riders. We need to understand our base riders, who must use the system every day and appeal to new markets. So choice-rider – needs to be redefined Need to appeal to new markets.
 - The target audience will be families with multiple vehicles
- 12) The MPO and TMA will be kicking off a regular forum for TDM discussion beginning the first week of December. After that, we anticipate regularly scheduled meetings. Will you be able to participate? **Yes**. Who is the correct contact? **Tara and Nick**.

BROWARD WORKSHOP



Service Provided

- Park and ride lots
- Local Bus – phasing to electric buses
- Express Bus
- Light Rail
- Commuter Rail



Partnerships

- Lauder Trail - urban core committee
- Seaport
- Airports- Ft. Lauderdale and executive
- Commuter rail link
- Broward MPO



Information Availability

- Website: <https://www.browardworkshop.com/>
- Broward Workshop is easily searchable on the internet.
- Broward Workshop’s website provides information regarding their partners and committees.
 - Main page provides information on their key focuses.
 - Their website also provides resources such as the State of our County Forum.
- Broward Workshop can be found on the social media platform, Twitter and LinkedIn.



Covid 19 Impacts

- Culture shift
- Surtax Component
- Coordinating which days people come into the office for work, this can impact travel demand by allowing work from home



Opportunities

- Broadened to be regional – racial equity, transportation, housing resiliency
- High-Capacity Corridor Study
- Need more infrastructure (i.e., bike lanes, bridges, showers and safe place to park bicycle)
- Harbor dredging and widening
- More commuter rail stops
- First mile/last mile connection
- 2018 Surtax allow \$16 Billion over 30 years
- TMA’s taking electric and hybrid vehicles to a new level



Challenges

- Surtax was rejected in 2010 and 2016
- Rethinking scooters, bicycles and electric trains in the City of Ft. Lauderdale to/from the beach
- Tunnel technology
- Municipal support of affordable housing
- Public perception of transit
- Assemble policies that address resiliency and the built environment – air emissions, congestion reduction, parking reduction - building codes will have to adapt

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Broward Workshop
November 1, 2021, 11:00 AM Virtual meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

George Platt, Broward Workshop
Randall Vitale, Broward Workshop
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics

- 1) What areas of transportation does the Broward Workshop engage in? How?
 - 40 years ago, the Broward Workshop was Ft Lauderdale TMA centric
 - Broaden to be regional – racial equity, transportation, housing resiliency
 - Co-Chair the transportation committee, adding a third co-chair
 - Overlap among the committees – Economic development, resiliency, tourism, and transportation
 - Focus on 5 general areas –
 - airport, a lead effort for South Runway, EIS and permits, airport master plan, 3.1 to 3.9 B\$, bring back airport from covid
 - Seaport, 5-legged stool – petro, cruise, cargo container and break bulk, tenant rents at the port, new cargo streams 5th and 6th stools. Harbor dredging and widening is a big game-changer. 8-9 K TEUs and new cruise ships, ACOE turning notch,
 - Rail focus on the new Commuter Rail effort, FECL, FECL, and CSX on how rail moves through the community. Brightline and Commuter Rail Coastal Link New River crossing – bridge/tunnel, how do we get commuter rail along the FEC - 6-8 stations
 -
 - The goal is high-level, like an airport – multi-year approach. Annual goals for the workshop – set new goals in January.
 - Commuter Link was languishing; Brightline, MPO, SFRTA, and DOT were to resurrect. Moving forward now, an important element for us to review high-capacity corridor studies
 - Commuter rail on FEC makes sense. How do we identify an east-west corridor
 - 11 Key corridors to focus on E/W N/S to determine the future of Express Bus Lanes like south Dade transitway, transition to Light Rail.
 - First mile/last mile connections are critically important
 - Affordable Housing Committee is important for TOD much more significant in Broward Comp Plan. Getting cities on board.
 - Broward Surtax, 2006, was rejected, 2016 was rejected, worked with the County/MPO for the 2018 tax that passed, 16 B\$ for 30 years. Long term commitment from the workshop
 - We should interview the oversight Committee and Gretchen.
 - When there are openings, the workshop nominates for the Oversight Board, make sure the money is well spent
 - Has the workshop taken a stance on the tunnel Brightline to the beach? Need to be one part of a more integrated system. Anxious to see the ridership study.

- Tunnel technology is a great value-added. However, a tunnel to the beach may be short-sighted; if you build a tunnel should be using 20 personal vehicles.
- Not opposed, an important part of the future.
- Sunrise Blvd. In the early 1980s, initial effort on vehicle movements at the gateway, how to get people across the tracks, how to deal with Sears town and gateway,
- Focus on Bottlenecks, Sunrise Boulevard, 15th Avenue between Broward and Las Olas,
- If there are seamless, easy options, people will use them. People would use them.
- They do support LauderTrail, Urban Core Committee. Ped/Bike/Micro mobility
- Huge miss on biking – weather can be an issue. We need more infrastructure, bike lanes, bridges, showers, and a safe place to park their bicycles. Portland, Oregon, also has weather issues.
- Need to understand the whole experience

- i. Pedestrian
- ii. Bicycle
- iii. Tele-commuting
- iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Local Bus – Phasing in Electric Buses, need convenience easy on and off, attract new users
- viii. Express Bus
- ix. Van Pooling
- x. Light Rail
- xi. Commuter Rail
- xii. Other _____

- 2) COVID resulted in a paradigm shift for commuting and working from home. Has the workshop had discussions on sharing approach to Work from Home Policies?
 - (1) Culture shift, when you don't have meetings to work from home, employers have embraced, introduced a whole new range of opportunities, new recruitment tools,
 - (2) Surtax component – local community shuttles, opportunity to get it right, will be an important link in the system, will support the high-capacity corridors,

- (3) The city of Ft Lauderdale needs to rethink scooters, bicycles, and electric trams to/from the beach
 - (4) TMA taking to the next level with electric and hybrid vehicles
 - (5) The workshop has an entire program on this – September or Oct*** action item gets from Randal, it's evolving as the facts change, trial and error, new hire transition into the company, we are in a dynamic situation, there is room for coordination and research
 - (6) Coordinating which days people come in can impact demand by having alternate days from home,
- 3) What new opportunities and challenges do you see as we move forward?
- Development of transportation hubs, ancillary development, food, news,
 - Need cities to support transit hubs needs to be part of the system.
 - 11 Key corridors to focus on E/W N/S to determine the future of Express Bus Lanes like south Dade transitway, transition to Light Rail.
 - First mile/last mile connections are critically important
 - Sunrise Blvd. In the early 1980s, initial effort on vehicle movements at the gateway, how to get people across the tracks, how to deal with Sears town and gateway,
 - Focus on Bottlenecks, Sunrise Boulevard, 15th Avenue between Broward and Las Olas,
 - They do support LauderTrail, Urban Core Committee. Ped/Bike/Micro mobility
 - Huge miss on biking – weather can be an issue, and people need more infrastructure, bike lanes, bridges, showers, and a safe place to park their bicycles. Portland, Oregon, also has weather issues.
 - Need to understand the whole experience
 - Lack of space on the beach, leave your vehicle on the mainland and connect to the beach.
 - With all the research out there, someone must be assembling policies that benefit from resiliency – air emissions, congestion reduction, parking reduction, and building codes will have to adapt.
 - They do support LauderTrail, Urban Core Committee. Ped/Bike/Micro mobility
 - Huge miss on biking – weather can be an issue, and people need more infrastructure, bike lanes, bridges, showers, and a safe place to park their bicycles. Portland, Oregon, also has weather issues.
 - Outside of Ft Lauderdale, what other nodal issues do you see?
 - High-capacity corridor study is very important – for instance, SR 7. Figuring out ways to support Express Bus Light Rail, now we have resources, mobility hubs are essential. Identified 11 corridors and then prioritized. Express bus, BRT Rail

- The surtax is the game changer – integrated community-wide program, I - 595, SW 10th Street,
- 4) Are there any partnerships underway encouraging TDM activities?
 - The County paratransit program is probably one of the most successful in the country.
 - A great example of a partnership, a life-changer for the 100Ks of people
 - 5) Can you recommend to us private sector leaders, regional business centers, that can provide different points of view on their role in transportation for employees?
 - You don't need to reinvent the wheel. Instead, use the MPO as the mechanism, a committee of the MPO that could embrace the public and private sectors.
 - Tap into regional, geographically dispersed business centers
 - Engage the School Board, Broward College, Governmental entities – two courthouses downtown. Let them know the date and time.
 - 6) Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
 - Micro-mobility last connection
 - Lack of space on the beach, leave your vehicle on the mainland and connect to the beach.
 - The tunnel needs to have n on both
 - 7) What new strategies does the future hold? ...next 5 years? ... next 10 years?
 - Same as #3
 - 8) How could this effort best benefit your agency and the public?
 - The workshop represents 90K to 200K. It impacts a lot of people who get on the road every day. How can we make their lives easier and on the environment?
 - The workshop has dues; each year, 115 members have funds for advocacy – education, surtax, and modes.
 - **Think of the workshop as allies to support a laundry list.**
 - 9) We plan on having a regular meeting TDM forum. Can you participate?

SOUTH FLORIDA VANPOOL PROGRAM



Service Provided

- Van Pooling (100%)



Partnerships

- Park and ride lots
- Enterprise Rent-A-Car
- FDOT (maintenance agreements)
- South Florida Commuter Service



Information Availability

- Website: <https://www.commutewithenterprise.com/en/partners/south-florida-vanpool.html>
- The South Florida Vanpool Program is available on Commute with Enterprise website. Information regarding on how commute with enterprise works as well as how to sign up as a driver and rider is available.
- South Florida Vanpool program can be found on different social medial platforms such as Twitter, Facebook, and LinkedIn.



Covid 19 Impacts

- Vans that use to allow up to 15 riders are now used for 6-8 riders, due to COVID
- Clean care kits were installed in vehicles
- A total of 260 Van pool were registered pre-covid, now there is only 203 vanpools



Opportunities

- Van pools to fill in between the arrival center to the next stop with Brightline
- Early 5 am shift rides
- Subscription service to vanpooling services to be provided (no details yet)
- Potential On Demand vanpooling pilot program



Challenges

- Logos on vehicles can be a challenging in neighborhoods
- Connecting with chambers, city officials, and company managers to implement vanpooling

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
South Florida Vanpool Program
November 1, 2021, 1:00 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

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- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Natasha Villalba-Cruz, Enterprise, SFVP Program
Sara, Enterprise, SFVP Program
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics

- 1) What types of TDM Activities are you directly engaged in:
 - Miami Dade, Port St. Lucie, Vero Beach, Palm Beach, and Broward and Monroe counties.
 - 50% of the rate of the vehicle & 50% of the gas = Monroe county (rural vanpool program)
 - Commute With Enterprise is a division (that manages the carpool program)
 - Sara- sales for the southeast region (enterprises 13years)
 - i. Pedestrian
 - ii. Bicycle Lockers – managed in house
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Local Bus
 - viii. Express Bus
 - ix. Van Pooling (100%)
 - Biggest Van 15 passenger and popular.
 - Do not pay for express lanes (95).
 - Guaranteed drive home
 - Total vanpools: 201
 - # of participants: 1153
 - x. Light Rail
 - xi. Commuter Rail
 - xii. Other _____

- 2) What types of TDM Activities do you partner with other providers on:
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles

- v. Park and Ride Lots – there are partnerships with FDOT with maintenance agreements. Pompano and airport stations do limit parking overnight.
- vi. Local Bus
- vii. Express Bus
- viii. Van Pooling
- ix. Light Rail -
- x. Heavy Rail –
- xi. Other _____

3) COVID resulted in major disruption in commuting how did the Vanpool program fare in the last 18 months? Can you provide us pre-Covid and recent trends in ridership?

- 5-6 riders per van (about 1000 riders)
- VMT is recorded with FDOT – contact Natasha and get the last 3 years
- New opportunities and challenges: 50% of vans are with the military. Provided a clean car kit (mask, gloves. Disinfected wipes)
- Transportation is changing – need options
- Maybe providing a vanpooling subscription service. (no details yet)
- Vanpool's strategy is you need companies with 250 or more employees to get a vanpool started.
- How do you get into a private company?
 - HR directors are contacted
 - What organization supports alternative commuting options,
 - Targets -hospitality (Hawkes Kay)
 - Early 5 AM shifts (warehouse)
- Vanpool widens the radius of workers
- On-demand vanpooling may be a pilot program starting soon
- Benefits of being a driver:
 - Get to keep the vehicle over the weekend
 - 200 miles per month for free (grocery stores etc., not Orlando)
 - maintenance and insurance (25+ years and no significant records within the last 5 years).
 - Driver application and coordinator agreement.
- Federal transit mass program, VA free carpooling, federal worker benefit up to \$275

4) What new opportunities and challenges do you see as we move forward?

- Parking of the vans can be a challenge as some HOAS and Condo Associations do not allow advertising on vehicles. So – they provide commuters service provide a listing of the Park & Ride lots – try not to get too involved with the parking.
- 5) What marketing partnerships are underway encouraging TDM activities?
 - 6) Do you see any opportunities to fill gaps between partner agencies that could encourage new riders/shifts in mode choice?
 - Brightline (first mile, last mile)
 - Vanpools for Brightline to fill in between the arrival center to the next stop
 - 7) What types of marketing tools to use to reach out to your customers and potential new customers?
 - Boots on the ground
 - Flyers and bus shelter ads
 - Billboards on major Corridors(US.1- in South-Dade commuter services)
 - Company outreach
 - Group the cluster through a mapping program to form bus routes and target those employees. Employer identifiers
 - 8) What metrics do you use to measure the success of your service?
 - (i) New customers – about 1000 users
 - (ii) Number of vanpools – had 260 pre-Covid now at 203 vanpools
 - (iii) Revenue Passenger Miles
 - (iv) Reduction in Vehicle Miles Traveled
 - (v) Air Quality CO2 Emissions
 - (vi) Other _Survey about customer service via text
 - 9) With a gradual safe return-to-office in the current environment, what is your organization doing to instill confidence in ridesharing?
 - Clean starter kit
 - Traveling with peers (controlled environment)
 - Drivers wanted a bigger vehicle to spread out passengers
 - 10) How could this effort best benefit your agency and the public?
 - More awareness and communication
 - Connect with chambers, managers, HR, and city officials?
 - 11) We plan on having a regular meeting TDM forum. Can you participate? Yes.

UPTOWN BUSINESS DISTRICT



Service Provided

- Tri-Rail Cypress Creek Station
- Cypress Creek Mobility Hub



Partnerships

- City of Fort Lauderdale



Information Availability

- When googling the Uptown Business District, it is important to incorporate Ft. Lauderdale. If Fort Lauderdale is not incorporated it does not appear as easily. The website provides the project history, Master plan, Form Base code, and Contact information.
- Website: <https://www.fortlauderdale.gov/government/departments-a-h/development-services/urban-design-and-planning/planning-initiatives/uptown-urban-village-project>



Covid 19 Impacts

- N/A



Opportunities

- TMA is looking at potential to expand to Countywide and include Uptown to support transportation demand
- Development potential in Uptown, large tracts, no need to assemble parcels
- Opportunities for new routes through other transportation. An example to look at is Denver hop on hop off trolley, run down center of Cypress Creek Road
- Greater need for ped and bike facilities



Challenges

- Competition with Downtown but more than enough opportunities to expand, largest employee base, Tri-Rail Station, Tie into FEC/Brightline Corridor and airport
- I-95 corridor poses challenges – FDOT proposing a flyover, rearrange the interchange for fewer crashes
- Co-ownership of Park and Ride with OP but need to coordinate, both the City of Fort Lauderdale and City of Oakland Park

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Uptown Business District
November 4, 2021, at 1:00 PM, Virtually**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Cary Goldberg
Jessica Vargas
Amanda Christon
Robyn Chiarelli, FTLTMA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics- Discussion in Green Text

1) What areas of transportation does the Uptown Business District engage in?
How? **Previously ran the Uptown Link**

2) Partnerships – **not directly,**

- i. Pedestrian
- ii. Bicycle
- iii. Tele-commuting
- iv. Micro-mobility
 - 1. Scooters
 - 2. Bike Share
 - 3. Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Local Bus
- viii. Express Bus
- ix. Van Pooling
- x. Light Rail
- xi. Commuter Rail
- xii. Other _____

FTA grant for a Micro Transit study to serve Cypress Creek east to US-1. Cover the area formerly served by the shuttle. Micro transit electric van up to 16 people, on-demand service. Hospitals, medical offices, high schools,

3) Are there any partnerships underway encouraging transportation options or TDM activities?

- **Not at the moment.**

4) Is transportation information shared with your members, are the gaps in how information is provided from various service providers?

- **Use to be: Main focus was to create a village atmosphere and move away from the current suburban environment.**
- **Interest in getting employers financially involved and reaching out to employees. It has been 3 years.**
- **We need to get the District, City, and County back on the same page. Previous City Commission had mechanisms, but since the last cycle they did Master plan was developed that did not promote adding residential to the Uptown area to create a live-work environment.**

- The FDOT parcel had many opportunities and was looking for mixed-use development. It has since changed ownership, and no discussions now. The other corner is being torn down, and there is an opportunity for new mixed-use development. Concerned there may be competition with Downtown office market.
- There is a residential project moving forward that provides more opportunities.
- MPO offices are right in Uptown.
- Fairfield residential is in the permitting process for 300 units in the City of Ft Lauderdale

Greater need for ped and bike facilities

<https://www.bizjournals.com/southflorida/news/2020/06/22/first-mixed-use-project-proposed-in-cypress-creek.html>

- 5) COVID resulted in a paradigm shift for commuting and working from home. Has the Business District had discussions on sharing approaches to Work from Home Policies?
- 6) What new opportunities and challenges do you see as we move forward?
 - Robyn sees opportunities to reinvigorate the group. For example, TMA is looking at the potential to expand Countywide and include Uptown to support transportation demand.
 - Opportunities for Uptown are still there. The MPO, Greg, and James participate.
 - Challenges – competition with Downtown but more than enough opportunities to expand, largest employee base, TriRail Station, Tie into FEC/Brightline Corridor and airport
 - Development potential in Uptown, large tracts, no need to assemble parcels.
 - Zoning and Land Use opportunities will detract investment,
 - Options for new routes thru other transportation. An example to look at is Denver hops on hop off trolley, a run-down center of Cypress Creek Road
 - ULI Uptown report with typical sections
 - I-95 corridor poses challenges – FDOT proposing a flyover, rearranging the interchange for fewer crashes
 - Co-ownership of the park and Ride with OP but need to coordinate, both the City of Fort. Lauderdale and City of Oakland Park own.
 - Equity– Diverse employment base in Uptown, Indian, Pakistani, Brazilian communities, employers are doing a good job.

- Environmental – path, trails, right materials and can create environmentally friendly development
- 7) What new strategies does the future hold? ...next 5 years? ... next 10 years?
- They would be talking about COVID issues and Work from Home,
 - Ample front-facing parking instead of the Same type of suburban development
 - Unsafe feeling of a pedestrian overpass
 - Costly to maintain
 - Safety and security
 - New technology with glass an
 - We will need coordination between developers
 - Opportunities at TOD for TriRail Corridor
 - Big picture planning, the FDOT parcel has a great opportunity
 - On and off-ramp right onto the park and Ride lot
 - Hotel component
 - Utilizing TriRail
 - Managed lanes program, access to Cypress Creek Road, support TDM activities,
 - TriRail/Office Park site – sidewalk connection to Cypress Creek Road.
 - Need better parking, work first housing, and retail node.
 - We need to figure out to get things done.
- 8) Can you recommend to us private sector leaders that can provide different points of view on their role in transportation for employees?
- Radice corporate park on east of I-95.
 - Three office buildings and hotel, 300 employees, opportunity to connect.
 - Dana Pollitt is a good contact.
 - FXE Rufus would be good to get involved, getting people to/from the airport
 - The soccer stadium could have been an ample opportunity,
 - Commercial boulevard connection and into Pompano.
- 9) Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
- TriRail link did not have great ridership, connection to the restaurants, added residentially is a beginning,
 - FTL TMA made a big push for the Link, with massive marketing effort, massages, comedians,
 - Robyn spoke to 200 people, almost all carpooling to the site

- Connectivity to all areas is complex.
- Need to obtain the ULI study Google it, TAP ULI report.
- Manage lanes program – access to cypress creek road and high-speed business
- Tri-rail link did not have a lot of hits. Need more routes due to the additional residential units
- Carpooling is easy than waiting for a shuttle and connections.

10) How could this effort best benefit your agency and the public?

- Communication and collaboration
- Get people enthused
- We used to have 50 people all collaborating. We need to get to outcomes.
- Aviation issues can be mitigated

11) We plan on having a regular meeting TDM forum, and your point of view is important, can you participate?

UBER



Service Provided

- Uber is a technology company – tech side allows leverage independent contractors to use their fleet
- First and Last mile
- Uber eats
- Uber for delivering groceries



Partnerships

- Lime (Electric Scooters)
- Miami Dade Go nightly program
- Brightline
- Massabi
- Miami Dade Transit
- FDOT
- South Florida Regional Transit Authority (SFRTA)
- Metro Rail



Information Availability

- Uber, can be easily searchable in Google. It appears as the first generated search. The Uber website provides information on how to become a driver, reserve a ride, safety, and Uber eats.
 - Website: <https://www.uber.com>
- Uber also has mobile application for rides and take out delivery. The mobile application can be found in the Apple store and Google play store.
- Uber can be found on the following social media platforms, Facebook, Twitter, and Instagram.



Covid 19 Impacts

- The Florida experience has been different
- At peak tourist season times and rides fell as much as 90%
- Florida was different than the rest of the nation as they reopened early and service has come back strong consistent with domestic travel at airports
- Things will get even better when foreign tourist come back



Opportunities

- Teleworking
- Transit partnerships – by ADA need to create paratransit services.
- Uber green: riders who are environmentally conscious can use platform for hybrid and electric vehicles
- Fare collection discussion – APIs
- Company is committed to zero emissions by 2030
- Managing relationships with stakeholders
- Cross use of APP – trip planning, scooter rental, cost of transit, etc.



Challenges

- Uber sold Jump/ scooters to LIME
- One app for all agencies - API's
- Uber Pool Disabled due to Pandemic. When is the right time to add the feature back?

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Uber
Friday, November 5, 2021, at 11:00 AM, Virtually Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Chris Campbell, Uber
Javi Correoso, Public coordinator for Uber
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics

- 1) What types of TDM Activities are you directly engaged in:
 - i. Pedestrian
 - ii. Bicycle Lockers – managed in house
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters: had a company in 2018 called Jump (electric bikes).
 - The Electric scooter was a hit in the summer of 2018 in CBD's and downtowns.
 - They could be used to get coffee or lunch or meetings.
 - Downtown Fort Lauderdale and Miami's growth led to the scooter.
 - Pandemic HIT – Uber sold Jump/ scooters to LIME- does not physically own but is a partnership and is still offered on the Uber app.
 2. Bike Share
 3. Shuttles
 - v. Ridesharing: Uber is a technology company – the tech side allows leverage independent contractors to use their fleet.
 - Empower their fleet and drivers.... It could be Vans and use the Uber app (technology), making it Universal.
 - Miami Dade Go nightly program – night routes were replaced with Uber, Lyft, and some taxis for late-shift workers.
 - Brightline: starting up soon – concierge service, having a fleet of vehicles for First mile and last mile. Uber will be an option for a late train or miss situation.
 - Most people think of Uber as a rideshare service, but it has more- restaurant service, grocery service, and a price on public transit.
 - Moving Miami office to the Brightline center: Outgrown space, 2023-2024.
 - Miami Dade transit and rail will be available on the Uber app.
 - Public transit fares are available on the app, but you can't pay for them on the app----procurement codes
 - At this moment, customers can pay for a transit pass in Las Vegas and Denver, need to work out partnership agreements with other agencies

- Partnered with Masabi, an app that provides mobile ticketing for transit
- Testing payment integration with MDT, android only

- vi. Park and Ride
- vii. Local Bus
- viii. Express Bus
- ix. Van Pooling
- x. Light Rail
- xi. Commuter Rail
- xii. Other _____

2) What types of TDM Activities do you partner with other providers on:

- i. Pedestrian
- ii. Bicycle
- iii. Tele-commuting
- iv. Micro-mobility
 - 1. Scooters
 - 2. Bike Share
 - 3. Shuttles
- v. Park and Ride Lots –Partnerships with FDOT with maintenance agreements. Pompano and airport stations do limit parking overnight.
 - 1. Uber began a partnership in Pinellas County where they offered late shift workers rides home; this program has grown throughout Florida
 - a. These partnerships also provide for a Guaranteed Ride Home program
 - b. Recently partnered with SFRTA for on-demand FLM services for trip O/D to a tri-rail station
 - c. Chris can share some of this data
 - d. Partnered with Brightline to offer rides to customers when their concierge service is down or unavailable
- vi. Local Bus
- vii. Express Bus
- viii. Van Pooling
- ix. Light Rail -
- x. Heavy Rail – connectivity to TriRail and Metrorail
- xi. Other _____

- 3) COVID resulted in a disruption in service when do you anticipate starting service again? How will you roll it be rolled out to the public?
 - The Florida experience has been different. The worse Covid periods hit during the peak tourist season, and rides fell as much as 90%. Florida was other than the rest of the nation as they reopened early, and service has come back strong, consistent with domestic travel at airports. Things will get even better when foreign tourists come back
- 4) What new opportunities and challenges do you see as we move forward?
 - Teleworking
- 5) What marketing partnerships are underway encouraging TDM activities?
- 6) Do you see any opportunities to fill gaps between partner agencies that could encourage new riders/shifts in mode choice?
 - Started to provide rides for late shift workers during the pandemic. Moving forward with a pilot program with Broward County transit.
- 7) What types of marketing tools to use to reach out to your customers and potential new customers?
- 8) What metrics do you use to measure the success of your service?
 - (i) New customers
 - (ii) Revenue Passenger Miles
 - (iii) Reduction in Vehicle Miles Traveled
 - (iv) Air Quality
 - (v) Other _____
- 9) With a gradual safe return-to-office in the current environment, what is your organization doing to instill confidence in ridesharing?
 - Uber requires its drivers and customers to wear masks
 - Following CDC transit guidelines
 - Drivers must take a selfie to verify they are wearing a mask
 - Drivers have the choice to deny riders who refuse to wear a mask
 - Riders cannot ride in the front seat
 - Uber pool is currently disabled but allows multiple riders in one trip
 - Provides a safety tool kit for its riders and drivers to provide assurance
- 10) What new strategies does the future hold? ...next 5 years? ... next 10 years?

- Transit partnerships – by ADA need to create paratransit services.
 - Uber green: A environmentally friendly rider can use the platform for hybrid, and the electric vehicle will be available everywhere.
 - Fare collection discussion – APIs.
 - The company is committed to zero emissions by 2030
- 11) How could this effort best benefit your agency and the public?
- Opportunities with agencies and locations in Florida:
 - St. Pete. – late night hours
 - Central Florida – 5 cities and 1 seminal county (1st mile and last mile, sun rail)
 - managing relationships with stakeholders.
- 12) We plan on having a regular meeting TDM forum can you participate.
- Yes
- 13) Equity and Sustainability
- Sustainability
 - The company is committed to zero emissions by 2030
 - Looking to partner with Hertz after they announced the purchase of Tesla vehicles
 - Uber Green is a product they offer allowing riders to choose an electric vehicle or hybrid for their ride
 - Not as popular in Florida due to waiting times; not as many electric cars in Florida
 - Equity
 - Partnership with Walmart, Walgreens, CVS, etc. so that riders without a credit card can access services through the purchase of credits/cards for the use of Uber
 - Call center available for riders without a smartphone
 - Accommodates ADA customers
 - Data analytics provides the customer the opportunity to review underserved areas
 - Drivers who consistently cancel trips in disadvantaged areas can be suspended or removed from the platform
 - Customers who complain trigger a review by Uber

BRIGHTLINE



Service Provided

- Trains
- Bike share
- First and last mile – “One Key travel”
- Car Service and Electric cars
- Micro Transit
- Shared Rides – Vans



Partnerships

- B-cycle
- Broward County Transit
- Palm Tran
- Miami Dade Transit
- Tesla



Information Availability

- Brightline appears as the first generated search in google. The Brightline website provides information on Tickets/ passes, Stations, and Brightline Plus.
 - Website: <https://www.gobrightline.com/>
- Brightline also has mobile application that can be found in the Google play store and Apple Store.
- Brightline can be found on various Social Media platforms such as Instagram, Twitter, Facebook, YouTube, and LinkedIn.



Covid 19 Impacts

- Service suspended for over 1 year



Opportunities

- Continue to improve public transit and mobility options around the cities that are equitable
- More transportation and options, “the most inequitable things about public transit is the lack of it”
- Making connections with employers to discuss public transportation options
- TDM can create more space for more construction
- FLM electric vehicles to/from the station



Challenges

- High speed rail is tricky because of the expense, it is hard to reduce rates
- Limits on pricing with the train
- Encouraging more choice and non-choice riders to use public transit. More riders equal more demand for transportation routes and options
- How to create alternatives for people to see freedom away from the car

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Brightline
November 5, 2021, 1:00 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Johnathan Hopkins, Brightline
Carole Henderson, BMPO,
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics

- Johnathan - Brightline 2.0 is trying to be a mobility company connected to
- Partnership, partnership, partnership, trusted relationships, the more we can do together, the better.
- Brightline/Johnathan are a resource.
- Win/win situation.



- 1) What types of TDM Activities are you directly engaged in:
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing
 - vi. Shuttles
 - vii. Park and Ride Lots
 - viii. Local Bus
 - ix. Express Bus
 - x. Vans
 - xi. Light Rail
 - xii. Intercity Rail
 - xiii. Commuter Rail
 - xiv. Other _____

- 2) What types of TDM Activities do you partner with other providers on:
- Cost and convenience drive TDM,
 - The app will allow people to plan an entire trip. They get QR codes to work on each other's systems; they can also integrate payments and add to basket.
 - Connected to other service providers, one QR code on their app for the whole trip
 - Can alter the cost equation, take off 5 6 dollars if connecting to public transit
 - We will have Tesla's at each station
 - Have vans at each station
 - Electrify



- i. Pedestrian
- ii. Bicycle
- iii. Tele-commuting
- iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
- v. Park and Ride Lots –
- vi. Ridesharing - Partnerships with VIA
- vii. Local Bus
- viii. Express Bus

- ix. Van Pooling
- x. Light Rail -
- xi. Commuter Rail – Trirail
- xii. MetroRail
- xiii. Other _____

- 3) COVID resulted in a disruption in service when do you anticipate starting service again? How will you roll it be rolled out to the public?
- When will Brightline start up again
- 4) What new opportunities and challenges do you see as we move forward? ...next 5 years? ... next 10 years?
- A complete door-to-door experience. See .ppt attached
 - Stations are mobility hubs, Downtown Miami on par with NYC
 - Great opportunities for connectivity in FT Lauderdale
 - Oregon Law over SOVs commuting is a game-changer, loosely written by everyone who follows it
 - Developed a video for Top 500 employers
 - Seattle Publicly funded TMA
 - Redmond, advise companies on public policies, State Law if you have more than 100 employees who commute
 - Oregon law - <https://www.oregon.gov/deq/aq/programs/pages/eco.aspx>
 - Employee Commute Options is a mandatory program for large employers. Under DEQ's ECO Program, employers with more than 100 employees must provide commute options to employees designed to reduce the number of cars driven to work in Portland and surrounding areas.
 - If you have more than 100 employees at a single worksite, you are subject to ECO rules. Call us at 503-229-6154 or email if you need information on how to comply or the next steps.
 - https://getthereoregon.org/wp-content/uploads/2021/02/Telework_Toolkit.pdf
 - <https://www.oregon.gov/deq/FilterDocs/11-AQ-030.pdf>

Seattle Experience: How to Start a Virtuous Cycle



- Incentives, Increased ridership, service you can start anywhere on the circle,
- Seattle captured 20% of the nation's new office space
- Miami is on the verge of reaching where Seattle was
 - 60,000 jobs added in 7 years if they all drove,
 - The reduced drive alone by 10% in 7 years
 - Leverage the growth for the things we need is a great path
- Timeline of investment from PowerPoint
- Community Trip reduction law
- growth management act to grow up, not out.
- Gave University students, professors, and staff \$8 per day a month to not drive
- They applied it across the whole county
- Employers can buy a pass for \$800 a year, and they can give it to employees, socializing the costs
- 60% of transit rides are paid by employers
- Market rate parking, you can't include it as part of the rent, lease, or purchase; you need to buy parking separately
- Partner with Luum Research.

- Using some ideas from commute Seattle to hear.
 - The vicious cycle:
 - Transit incentives
 - Improved infrastructure
 - More rider
 - Improve system
 - Miami is going through similar growth
 - Resurging -Miami
 - Jobs increased within 7years.
 - More parking but not enough space

- Drive alone to 24.4% reduced by 10.
 - Increased density in downtown.
 - Commute trip reduction law
 - Growth management act – grow up, not grow out
 - Socialize cost-benefits (ridership) employers pay 60%
 - Two separate contracts when buying a home or leasing office space. The parking space doesn't come with the rent (1 contract for the building + 1 for the parking lot)
- 5) What marketing partnerships are underway encouraging TDM activities?
- BCT, Palm Tran and TriRail connections on the app
- 6) Do you see any opportunities to fill gaps between partner agencies that could encourage new riders/shifts in mode choice?
- Guests will be able to book their departure and arrival connections simultaneously with their train tickets. Once confirmed, a comprehensive journey planner will pop up in the app to track which stage in the journey they are in.
- 7) What types of marketing tools to use to reach out to your customers and potential new customers?
- 8) Discussions about equity and sustainability have also been elevated over the last couple of years. Are there efforts at Brightline to address these areas?
- Strong environmental goals
 - Trains run on biofuel
 - Trains are inherently environmentally supportive
 - Las Vegas high-speed rail will be all-electric
 - The more people we get off I-95, the better for adjacent communities
 - The government may have a role in bringing fares down
 - How can we leverage Brightline to make everything else more equitable?
 - Brightline is operating at a loss until Orlando is added
 - Equity: options for equitable neighborhoods
- 9) What metrics do you use to measure the success of your service?
- (i) New customers
 - (ii) Revenue Passenger Miles
 - (iii) Reduction in Vehicle Miles Traveled
 - (iv) Air Quality

(v) Other _____

- 10) With a gradual safe return-to-office in the current environment, what is your organization doing to instill confidence in ridesharing?
- 11) How could this effort best benefit your agency and the public?
- 12) We plan on having a regular meeting TDM forum. Can you participate? **Yes.**

BROWARD AREA AGENCY ON AGING COORDINATION



Service Provided

- Para transit On-Demand/Subscription Services
- Medicaid/ Medicare
- Vans/Shuttles



Partnerships

- TOPS
- Broward County Elderly Aging
- Cities may have Senior clubs
- Sort of Hodge podge - Opportunities to get more information
- Works with AARP
- Works with Alzheimer's Association



Information Availability

- When searched on google Broward Area Agency on Aging is the first generated search. The website provides information on program and services such as Food assistances, home assistance, Transportation services, Health and Wellness classes and much more.
 - Website: <https://www.adrcbroward.org/>
- The agency also provides a Help Hot line which can be reach at 954-745-9779.
- The agency can be found on various social media platforms such as Facebook, Instagram, and Twitter



Covid 19 Impacts

- Many of the providers services stopped
- Home delivered meals took the place of transportation services
- Donation of vans were used to delivery home meals
- Fear of riding in buses
- Ridership reduced for private organization
- Lost drivers
- When service started, riders saw safety (clean)
- Lost a lot of people due to the halt of prioritizing their health, people stopped going to the doctor's
- Emotional pressure such as loneliness and isolation
- Numbers are still down
- Older seniors have moved out of state and moved back with relatives
- Younger seniors have come to Florida
- A lot of people from the northeast have moved down to Florida which has resulted in higher home prices, existing seniors are being pushed out due to increases in housing
- Florida salaries are typically lower



Opportunities

- Reduce Cost of Transportation for TOPS
- Service expansion by increasing to 7 days a week and longer hours
- Providing more options



Challenges

- Telehealth appointments may reduce rides
- Equity
- Create independence
- Help caretakers
- Serve underserved area

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Area Agency on Aging
November 8, 2021, 2:15 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- Identification of gaps between service providers both functionally and through the provision of information
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking.
- The level of interest in a Countywide TMA and TDM opportunities.
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Charlotte Mather-Taylor
Robyn Chiarelli, FTLTMA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Comments:

Part of depart of elder affairs network
Prime Planning agency – how to better serve seniors
23 providers, most provide transportation, lead agency, Department of Elders affairs
Serve as prime planning agency input on new legislation
Strategic plan on senior transportation

Discussion Topics

- 1) What types of Transportation Activities are you directly engaged in?
 - i. Pedestrian
 - ii. Bicycle Lockers
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Micro-Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Paratransit On-Demand/Subscription Services
 - viii. Medicaid/ Medicare
 - ix. Vans/Shuttles
 - x. Local Bus
 - xi. Express Bus
 - xii. Van Pooling
 - xiii. Light Rail
 - xiv. Commuter Rail
 - Other:
 - TOPS has heard that service is improving; some have coordinating agreements with the county
 - Some have Medicaid funded services
 - Some have charter buses
 - Daycare centers and Senior centers provide transportation, and the organization will fund.

- 2) What types of Transportation activities do you partner with other providers on?
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters

2. Bike Share
 3. Micro-Shuttles
 - v. Ridesharing: **only one of their agencies is doing that**
 - vi. Park and Ride Lots
 - vii. TOPS - On-Demand/Subscription Services vast majority
 - viii. Vans/Shuttles
 - ix. Local Bus
 - x. Express Bus
 - xi. Van Pooling
 - xii. Light Rail
 - xiii. Commuter Rail
 - xiv. Other _____
 - Usually, attend centers where they live. Work with Broward County -TOPS
 - List of the memberships- 23 (any workplans?)- No
 - Reports are with the department of elderly affairs.
 - Report Passenger miles (VMT): will get the info. From Providers.
 - Clients are involved with ridesharing programs.
- 3) What types of tools to use to reach out to your customers and potential new customers?
- Referrals: staff will refer people to tops.
 - Flyers and social media are used.
 - Old fashion flyers and ADs in the community newspaper.
 - Reach out to family members regarding transportation and how it works.
 - Pembroke pines – advertise on City TV Station.
 - Train Volunteers in providing resources.
 - The elderly Helpline will go over the information step by step.
 - Agency line website, emails are sent out regularly.
 - The city of Lauderdale Lakes advertises on tv and website.
 - Not all 23 provide transportation but will connect with one.
- 4) Do you partner with other service providers to share information for users?
- TOPS
 - Broward County Elderly Aging
 - Cities may have Senior clubs
 - Sort of Hodgepodge- Opportunities to get more information
 - Works with AARP
 - Works with Alzheimer's association

- 5) Do you see any opportunities to fill gaps between partner agencies that could provide improved services for your riders?
- Covid Made it harder
 - NW (Northwest) Women’s club Ft. Lauderdale – Local bus route could be improved for Lauderhill, Lauderdale Lakes, and Ft. Lauderdale
 - Service area (cross county lines or within the county) presented a challenge.
 - How do you relay this information to Broward County?
 - Providers call tops about situations
 - Improvement for open communications with BCT on Bus routing. - LIGHT BULB
 - Providers: Shortage of drivers (GAP issue).
 - Agree with an organization dedicated to details of transportation connections is needed.
 - Providers with their services – finding drivers
 - Other companies are hiring drivers
- 6) What metrics do you use to measure the success of a marketing campaign?
- i. New customers
 - ii. Client retention/ Number of Clients participating
 - iii. Client survey of satisfaction
 - iv. On-Time Performance is very important. It is critical.
 - a. Tops has had issues with being on time.
 - v. Doctors’ Appointment
 - vi. Passenger Miles – number of miles can be relevant
 - vii. Reduction in Vehicle Miles Traveled
 - viii. Air Quality
 - ix. Other _____
- TOPs is doing better, keeping appointments and being time
 Many have health issues, also impact health, sun heat, anxiety
- 7) How did COVID impact your services?
- Many of the provider's services stopped.
 - Home-delivered meals were sent.
 - Donations of vans were used to deliver home meals.
 - Fear of riding in buses
 - Ridership reduced for a private organization
 - Lost drivers

- When service started, riders saw safety (clean)
- They lost a lot of people due to the halt in prioritizing their health. People stopped going to their doctor's appointments.
- Emotional pressure such as loneliness.
- Numbers are still down
- People have moved out of state and moved back with relatives. (Older seniors)
- Seniors (younger seniors) have come to Florida.
- A lot of NE people have moved down here. FL salaries are lower= housing issues.
- Florida salaries are typically lower
- Impact from high costs of housing, being pushed out

Silver Tsunami: Post covid- strategic plan – need analysis.

- 8) With a gradual safe return-to-office in the current environment, what is your organization doing to instill confidence in ridesharing?
 - Communicating safety protocols
 - Social distancing
 - Private vans are doing a similar implementation to TOPS.
 - Deep daily cleaning of vehicles
 - Following CDC guidelines
 - Transporting Seniors to Vaccination Sites
 - PPE is being provided.
- 9) What new opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?
 - Costs are too high for transportation and TOPS.
 - Many people like virtual appointments and programs, which could reduce rides.
 - Service expansion by increasing to 7 days a week and longer hours
 - Providing More options
 - Technology for Alzheimer's
 - Senior Friendly tablet, which assists with Visual issues.
- 10) How could this effort best benefit your agency and the public?
 - Only beneficial – ability to follow up on all the little things, little extra help, linkages,
 - The more we can help, the more we allow people to make decisions and make life easier.

- New Rochelle experience – mature connected system
 - Southern Cities are dealing with challenges – even for non-seniors
 - Opportunities can create Independence to go shopping, which adds to economic development.
- 11) We plan on having a regular meeting TDM forum including service providers, users, the citizens and public and private sector employers. We believe your point view is important to the conversation. Can you participate?
- YES, transportation is a critical component of the quality of life.
- 12) Equity and Sustainability
- Equity is an issue for seniors. The agency's goal is to be independent and have an excellent quality of life.
 - It is determined by the individuals/ cities.
 - Socioeconomic based.
 - Cities with Best Practices:
 - Pembroke Pines
 - Sunrise
 - Tamarac
 - Miramar
 - West Park – trying to provide for the need of their individuals.
 - Deerfield
 - Sustainability? Providers using Electric vehicles or biofuels?
 - We can create a countywide perspective to assist underserved areas
 - Need to provide for aged populations, so youth-focused, independent as long as possible, helps people who are caretakers

Sustainability – are providers using alternative fuel services, and could it be something that they promote?

- Not at the moment, but there is a possibility to use alternative fuel services.

BICYCLE COMMUTER ONE



Service Used

- Bike



Partnerships

- N/A



Information Availability

- N/A



Covid 19 Impacts

- Worked from home.
- Didn't affect bike riding.
- More bike riders.



Opportunities

- Improve infrastructure by providing safer roads for bikers.
- Maintenance of shared use paths and landscaping.
- Places to shower for bike commuters.
- Safe place to keep bikes.
- More racks to place Bikes on Buses.



Challenges

- Tri-Rail hours were not long enough because of short hours.
- Conflict between cars and bike on shared use facilities, road rage can occur.
- Cost of transportation passes.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Bicycle Commuters
November 9, 2021, at 2:30 Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners and users what are the opportunities and challenges for the future. Our objectives include:

- An outreach phase to understand transportation challenges and opportunities in Broward County
- Identification of gaps between service providers both functionally and through the provision of information
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking.
- The level of interest in a Countywide TMA and TDM opportunities.
- The development of a coordinated implementation plan that complements service provider programs

Attendees

Katie Lelis
Robyn Chiarelli, FTLTMA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics

1) What has been your primary mode of commuting over the past year?

- i. Pedestrian
- ii. Bicycle – when in the office
- iii. Working from home – during covid peak
- iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Micro-Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Paratransit - On-Demand/Subscription Services
- viii. Vans/Shuttles
- ix. Local Bus
- x. Express Bus
- xi. Van Pooling
- xii. Light Rail
- xiii. Commuter Rail
- xiv. Other _____

- Roads are less safe now than ever. Distracted driving, texting while driving, why she stays on the sidewalk, used to be Friday happy hours were a caution but now distracted drivers in the morning.
- Create a scenic route for yourself, which can create a more enjoyable one. Bike vs. car wouldn't take the same route.

2) What other modes are linked to your overall commute? – e.g., walking to bus

- Used to take the bike on the bus
 - I tried to take a bike on Brightline, but Brightline doesn't let you.
 - TriRail hours were not long enough because of short hours.
 - Brightline started back up, started service yesterday, there was a crash.
 - Robyn brought the bike on Brightline pre-Covid.
 - 100% need more bike racks at bus stops
 - Bus capacity is low, and then you need a place to lock it up.
 - Bike racks are not secure.
 - Bike racks that are bolted in, they can dismantle the rack and take the bike
- i. Pedestrian
 - ii. Bicycle – Bike to work

- iii. Working from home
- iv. Micro-mobility
 - 1. Scooters
 - 2. Bike Share
 - 3. Micro-Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Paratransit - On-Demand/Subscription Services
- viii. Vans/Shuttles
- ix. Local Bus
- x. Express Bus
- xi. Van Pooling
- xii. Light Rail
- xiii. Commuter Rail
- xiv. Other _____

3) How long is your commute – distance and time?

- Three miles, but it varies between 12 and 13 depending on the route. Different bike routes are taken for variety; sometimes, she rides her bike because she enjoys it.

4) What is the main factor in deciding how you're going to get to work?

- i. Time and cost
- ii. Comfort and convenience
- iii. Health/Exercise
- iv. Sustainability
- v. Other one day decided to ride a bike.

- Time is the factor. If she has more time, she takes her bike.
- The parking garage takes 10 minutes to navigate with an automobile.
- The garage has a bike rack on the ground floor, which is right next to the security guard.
- We could learn from California that Florida is like stepping back 30 years ago. In Florida, bikes aren't not recognized, bike lanes here are not safe, not constructed well, no enforcement, no accountability, hit and runs occur.
 - In California, bikes and peds have their own right-of-way
 - In Florida, you can ride on sidewalks, not in California,
 - In Florida, you have to be on high alert.
- Lack of medians with wide roads, no refuge area, after being very careful about turning vehicles
- Crossing Sunrise sometimes at Flagler – uses the one east of 15th.
- Flagler is dangerous since they narrowed the road. when in the lane, cars start honking, conflicts between cars and bikes

- 5) Do you experience any gaps or deficiencies connecting between modes?
- i. Missing infrastructure – sidewalks, bike lanes, shelter, signage, accessibility
 - ii. Lack of information – real-time arrival information
 - iii. Wait time
 - iv. Security – lighting, visibility, hidden spaces, bike lockers
 - v. Comfort and convenience – seating, showers,
 - vi. Other _____
 - Conflicts with vehicles on shared use facility
 - Across from the BCT transit hub, they just put in a separated bike lane. Part of the plan was to put trees next to the lane, but now trees are hitting you while biking due to growth.
 - Think of maintenance of landscaping.
- 6) Does your employer provide any employee transportation benefits for choosing a mode other than driving alone and parking a vehicle at work all day?
- Yes, they do, have a special area for carpool and hybrid vehicles
 - GCE – Government Center East
 - 50% discount on bus pass years ago
- 7) Would additional benefits or incentives make you more likely to maintain using alternative modes of commuting?
- No, it wouldn't change my mind
 - What about your co-workers and peers? Hard to say; people have made decisions and areas diverse to change.
 - It would be good to have showers.
 - People don't feel safe riding their bikes on roads.
 - She feels like her peers are supportive of her riding her bike. It takes more planning
 - Less than 5 people ride bikes on the flipside, so a spot at the bike rack is available.
 - She still rides a bike in the summer.
 - Rain can be challenging to ride in, so driving in the car is an option.
- 8) How did COVID impact your commute?
- Work from Home.
 - Didn't affect riding bike.
 - Could take car to the beach before work.
 - Some friends were riding during Covid.
- 9) With a gradual safe return to commuting, in the current environment, how do you feel about shared spaces in vehicles and ridesharing?
- Doesn't pertain to bike riding.

10) What new opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?

- Opportunities – all-new high rises are being built. They need to pay in to make biking safer, with wide sidewalks on both sides of the road.
- You need a car to scoot over to coffee in a concentrated area.
- Same parking garage issue with high rises.
- Challenges – the Tesla Tunnel, trying to make the cars, Sunrise Boulevard east is packed solid, congestion management

11) How could this effort best benefit your Agency and the public?

- Benefit her Agency, building a new Government Center with showers,

12) We plan on having a regular meeting TDM forum including service providers, users, the citizens and public and private sector employers. We believe your point view is important to the conversation. Can you participate? **Yes.**

BICYCLE COMMUTER TWO



Service Used

- Bike



Partnerships

- N/A



Information Availability

- N/A



Covid 19 Impacts

- Less traffic on the road which made Biking less challenging.



Opportunities

- Other options for docking bikes, lack of location. Need to strategically ride to docking.
- Dockless bikes
- Need to create a program for parking space disbenefit and other mode benefit. Employee discount program based
- Buses to go out west in the morning.
- Improved pedestrian & bike infrastructure.



Challenges

- A vehicle for shorter trips to go to meetings or doctors' appointment which may be to far to bike.
- Not enough bike racks that are visible and open.
- Wider bike lanes.
- How to address quality of service for alternative modes
- Comfort and Convenience

Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Bicycle Commuters
November 12, 2021, at 9:30 AM, Virtual Meeting

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the County.

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- The level of interest in a Countywide TMA and TDM opportunities.
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Josette Severyn

Robyn Chiarelli, FTLTMA

Jeff Weidner, Marlin

Christina Fermin, Marlin

Kathryn Marinace, Marlin

Discussion Topics

1) What has been your primary mode of commuting over the past year?

- Bike to work on most days, unless there are intervening trips.
 - Has bike poncho for rain
 - Has a change of clothes in a bookbag
 - Commutes early, so it's not that hot
- i. Pedestrian
 - ii. Bicycle: She would not Bike to work due to Doctor's appointment due to the distance. Work clothes in Dry Bag. When it rains, she wears a rain poncho.
 1. No connection in commute. Bikes in Neighborhood.
 2. The most direct route is shorter than the usual route taken
 - a. No traffic signals
 - b. High-stress signals
 - iii. Working from home
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Micro-Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Paratransit - On-Demand/Subscription Services
 - viii. Vans/Shuttles
 - ix. Local Bus
 - x. Express Bus
 - xi. Van Pooling
 - xii. Light Rail
 - xiii. Commuter Rail
 - xiv. Other _____

2) What other modes are linked to your overall commute? – e.g., walking to the bus (check Pedestrian)

- Will bike on local streets and school crossings, which helps with crossing.
- The direct route is shorter but chooses a longer route to avoid signals
- But it is quicker, less stress

- i. Pedestrian
- ii. Bicycle
- iii. Working from home
- iv. Micro-mobility

1. Scooters
2. Bike Share
3. Micro-Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Paratransit - On-Demand/Subscription Services
- viii. Vans/Shuttles
- ix. Local Bus
- x. Express Bus
- xi. Van Pooling
- xii. Light Rail
- xiii. Commuter Rail
- xiv. Other _____

3) How long is your commute – distance and time?

- Door to door, 15 Minutes – 2.5 miles

4) What is the main factor in deciding how you're going to get to work?

- i. Time and cost- insurance, wear and tear
- ii. Comfort and convenience
- iii. Health/Exercise
- iv. Sustainability
- v. Other _____

- Being a single-vehicle household
- Bike parking convenience. Best parking spaces the County has to offer.
- Health and Exercise – Better weight control, doesn't feel obligated to do an extra workout or go to the gym.
- Biking= Clean energy not contributing to greenhouse gases on the daily commute.

5) Do you experience any gaps or deficiencies connecting between modes?

- i. Missing infrastructure – sidewalks, bike lanes, shelter, signage, accessibility
- ii. Lack of information – real-time arrival information
- iii. Wait time
- iv. Security – lighting, visibility, hidden spaces, bike lockers
- v. Comfort and convenience – seating, showers,
- vi. Other _____

- Definitely gaps- If she has a meeting on a short trip, she might rent a vehicle,
- Needs work vehicle or need to carpool with work-related items. When has to go out west uses a fleet vehicle carpool, lack of safe infrastructure.
- Lack of option to use a vehicle. County has been great with fleet vehicles, but there is paperwork.

- Green wise (supermarket) was constructed near the office.
 - Food Desert- “TMA SCOPE” how to find organic options near low-income neighborhoods.
 - Farmers market in Miami comes to the office
 - Prohibit for short trips – Not everywhere has bike routes, but also not visible to others = theft.
 - No insurance for bikers
 - The U bike racks are important because you can lock in the frame, making it hard to steal.
 - Will not leave bike unsupervised for no more than a few hours.
 - Robyn, Food deserts may be an opportunity for a TMA to discourage food deserts. However, the benefit of a TMA can have ancillary goals and options.
 - The connection between underserved communities
 - Connections to pop-ups
 - Downtown Miami Govt Center has a farmer’s market
 - Other challenges – some don’t have bike racks, some are in hidden spaces,
 - Witnessed a stolen bike seat, quick-release wheels, U Locks can be a better option; the rear wheel is harder
 - Can I ride safely?
 - Need to locate Bike share were at origin and destination
 - 4 and 5’ bike lanes aren’t comfortable, especially at 30 mph
 - Flagler street sharrows on Flagler are not satisfied, cars do not respect sharing the road, need infrastructure on these roads
 - Old Dixie Highway Project has built-in traffic between Wilton manors and 13th Street.
 - Other options for docking bikes lack location.
 - Dockless bikes were wildly successful, 2 – 3-mile trips.
 - The transition from B-Cycle to Electric Bike.
 - Ft Lauderdale studied people using scooters rather than Ubers, to Las Olas, the Beach.
 - Reach out to City on whether Scooters will come back, a surge in injuries weren’t fit for riding, now have better design, the fire department was responding to these injuries, leaving bikes, in middle of a sidewalk
- 6) Does your employer provide any employee transportation benefits for choosing a mode other than driving alone and parking a vehicle at work all day?
- No, but vocal about being a bike rider. She helped with Broward Environmental mobility. If there is a program, she is not aware of it.
 - We need to create a program for parking space disbenefit and other mode benefits. Employee discount program based

- 7) Would additional benefits or incentives make you more likely to maintain using alternative modes of commuting?
- Yes, cash-out programs would be great.
 - Use to be a shuttle run through downtown.
 - East and West Breeze stopped in 2009 due to a lack of funding.
 - Broward Blvd East-West route has been discontinued; her office will be moving out west
 - The East/West route was very popular and discontinued in 2009
 - Breeze Bus does not go west in the morning
- 8) How did COVID impact your commute?
- No change, but had the option to telecommute till June. Once back in the office, she started riding again.
 - Less traffic on the road and less challenging.
 - Traffic Volumes are back to normal.
- 9) With a gradual safe return to commuting in the current environment, how do you feel about shared spaces in vehicles and ridesharing?
- Work trip carpools – need to protect oneself still.
 - Riverwalk sidewalks are not as wide therefore maintaining the COVID distance requirements.
 - Early on, wearing masks, carrying a mask.
- 10) What new opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?
- E-bikes provide comfort and convenience, and social distancing; going back to e-scooters, consider multi-modes
 - Better bike-ped infrastructure.
 - Need for protected cycle tracks and micro-mobility corridors
 - Rebranding to Micro-mobility facilities.
 - Is excited to learn more about the infrastructure bill.
 - How to address quality of service for alternative modes
 - Pete Buttigieg zero platform, instituting into Transportation Bill
 - Having a strong leader in place, change in direction
 - Does the County have a Vision Zero goal?
 - BPAC last night recommended a Vision Zero
 - Align with partners and communities
 - Send District 5 Bike-Ped presentation
 - Accessing Transit – QLOS

B-cycle stations & E-bikes: a lot of people are using.

- B cycle does not provide the option to commute shorter trips due to no stations.

- This does not allow people to use these sources.
- FT. Lauderdale did a study that scooters trips were utilized more rather than Uber rides
- Dock station at the foot of the bridge.
- Geofencing.
- Ft. Lauderdale bringing Back scooters?
 - E-scooters – a surge in injuries
 - E- Scooters have evolved and are not durable.
 - Not properly docking the scooters and obstructing pathways
 - People are throwing scooters in the river.

- What would encourage peers to ride bikes
 - Small errands need secure bike parking
 - Can I bike to work safely?
 - Finding out ways how to maneuver.
 - Old Dixie HWY Project (Wilton Manors and 13th Street) = successful plan

11)How could this effort best benefit your agency and the public?

- Yes, we are getting a better understanding of what makes one comfortable with alternative modes and safety.
- Comfortable and convenient
- Perhaps present at the BPAC meeting

12)We plan on having a regular meeting TDM forum including service providers, users, the citizens and public and private sector employers. We believe your point view is important to the conversation. Can you participate?

- YES,

FAU CAMPUS LIFE SUMMARY REPORT



Service Provided

- Shuttles



Partnerships

- N/A



Information Availability

- The FAU Campus life page can be found on the FAU website. Information on campus life such as dining, events, and health services can be found on the website.
 - Website: <https://www.fau.edu/campuslife>
- FAU Campus Life can be found on social media platforms such as Instagram, Facebook, and Twitter. The campus life account is broken into the location of the schools such as FAU Campus Life Broward and FAU Campus Life Jupiter.



Covid 19 Impacts

- Classes went to remote working and learning.
- It was easier to park on campus.
- Congestion was reduced.
- Transportation access to the University was not impacted.



Opportunities

- Transportation to Ft. Lauderdale Campus.
- Strengthening the intercounty transportation to stronger points.
- Communication on information of different transit services.



Challenges

- Creating a carpool system with student when schedules vary each semester.

Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
FAU Campus Life
November 12, 2021, at 11:00 AM Virtual Meeting

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners and users what are the opportunities and challenges for the future. Our objectives include:

- An outreach phase to understand transportation challenges and opportunities in Broward County
- Identification of gaps between service providers both functionally and through the provision of information
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking.
- The level of interest in a Countywide TMA and TDM opportunities.
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Nori Carter
Robyn Chiarelli, FTLTMA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Notes:

She has been with FAU for 12 years and is a Broward County resident. Her Primary role is to engage with students.

All 3 Broward County campuses are Commuter Campuses. - No residential units

NSU campus has residential units.

Any campus provided transportation – Shuttle between Jupiter and Boca campus for Honors class.

Discussion Topics

1) Does the University provide any transportation services to any of its Campuses?

- Shuttles are not provided in Broward, but a shuttle between Boca Raton and Jupiter and only 1 that goes to the Ft Pierce campus.
- Shuttles between Davie and Boca Raton Campus.
- Ft. Lauderdale and Davie campuses have specialized programs.
- Transportation is key

- i. Pedestrian – Not aware, but facilities may have a role.
- ii. Bicycle
- iii. Working from home
- iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Micro-Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Paratransit - On-Demand/Subscription Services
- viii. Vans/Shuttle
- ix. Local Bus
- x. Express Bus
- xi. Van Pooling
- xii. Light Rail
- xiii. Commuter Rail
- xiv. Other _____

2) Does the University partner with any transportation providers to serve the campuses?

- i. Pedestrian
- ii. Bicycle
- iii. Working from home
- iv. Micro-mobility
 - 1. Scooters
 - 2. Bike Share
 - 3. Micro-Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Paratransit - On-Demand/Subscription Services
- xv. Vans/Shuttles: - SFEC Shuttle was shut down as part of Covid. They have a stopped services on FAU side, and get to TriRail.
 - Local Bus
- viii. Express Bus
- ix. Van Pooling
- x. Light Rail
- xi. Commuter Rail
- xii. Other _____

- Waiting for County Bus and waited an hour, the bus never came. Uber is costly v. the public transit. She Decided to take Uber, which cost \$15.00. On-demand sounds specific to Ft. Lauderdale
- Opportunity – uber leverage for students?

3) Do you have any thoughts of how many students live within walking and bicycling distance of the Davie campus? Downtown Ft Lauderdale Campus?

- Not for Davie. FAU Broward Campuses are Junior Level and up.
- Not a lot of students live near the Davie campus.
 - Students are commuting (driving) to campus from home.
 - Ft. Lauderdale Housing is costly.
- Do you see an opportunity for carpooling?
 - No, because each student's schedule varies and changes over the year.
 - More than 50% of the classes at Davie are in the Evening. The last class time ends at 10:00 PM. The Davie Campus is geared to full-time working professionals.
 - Students then turn to Uber or Lyft. Boca campus is more traditional.
 - Some of the students are also parents.
 - Students working may have different work schedules than others, and the location of where they work differs.
 - Carpooling may be better for faculty and staff.

- 4) Are you aware of any deficiencies in the surrounding bicycle and pedestrian network? Davie campus? Downtown Ft Lauderdale Campus?
 - Not aware of issues, bike racks are not utilized, and numbers are probably low. Once you are on campus
 - Davie is more enclosed

- 5) Do you charge a fee to park on campus? Like many campuses, does FAU have constrained parking issues? Davie campus? Downtown Ft Lauderdale Campus?
 - Yes, students, faculty, and staff pay to park. For example, there is an Agreement between Ft. Lauderdale and the Parking Garage.

- 6) Do you experience any gaps or deficiencies connecting between modes or circulating on campus?
 - No parking issues in Davie.
 - FAU Boca Students cannot find parking by classes
 - Broward Campuses do not have parking issues.
 - SOV and park at faculty lot, has gated lots, students probably also have an issue, but may not be close to classes
 - i. Missing infrastructure – sidewalks, bike lanes, shelter, signage, accessibility
 - ii. Lack of information – real-time arrival information
 - iii. Wait time
 - iv. Security – lighting, visibility, hidden spaces, bike lockers
 - v. Comfort and convenience – seating, showers,
 - vi. Other _____

- 7) Does your university provide any employee or student transportation benefits for choosing a mode other than driving alone and parking a vehicle at work all day?
 - Carpooling cost-benefit 2009
 - GettoFAU.com
 - Website or tool to figure out the algorithm for forming a carpool?
 - Covid: may impact the decision on the use of carpooling.

- 8) Would additional benefits or incentives make you more likely to maintain using alternative modes of commuting?
 - Not sure if people know about it.
 - They do have carpool parking spaces, not a candidate because of variable schedules
 - The managed express lanes may change the equation, and qualified carpools are free; this may be worth revisiting, might be worth marketing,
 - Gas costs
 - Incentives on the Turnpike.

9) How did COVID impact the University transportation access?

- Classes went to remote work and learning
- It did not affect access, and it was easier to park on campus.
- Benefits on the road due to teleworking – congestion was slower.
- Transportation access to the university was not impacted.
- Remote work and remote working
- Didn't affect access.
- Covid may have impacted the decision to rideshare

10) With a gradual safe return to commuting, in the current environment, how do you feel about shared spaces in vehicles and ridesharing?

- Interviewing the people in the FAU Carpooling ride could provide a detailed answer to these questions. Some questions that could be asked are "what made the carpooling experience successful, and why did you stick with it?"

11) What new opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?

- Transportation between Davie and Boca. The challenges
- Ft. Lauderdale school of Architecture. May start on FAU Boca campus then shift by Junior year to Ft. Lauderdale campus to be enrolled in major.
- Strong transportation to Ft. Lauderdale
- Strengthening the intercounty transportation to stronger points.
- Who is not utilizing tri-rail and why?
- Perceived safety or lack of?
- Precipitation of tri-rail??
- Some value to having transportation between Davie and Boca, challenges is synching the curriculums and calendars
- It could also benefit Broward College
- Who is not using Tri-rail and why? Again, perceived safety, perception vs. of security, reach out.

12) How could this effort best benefit the Campuses and the public?

- Yes, the public depends on the students, faculty, and staff. Ft Laud has set schedules, may already be carpooling, marketing.

13) Equity & Sustainability-

- Equity is more than sustainability,
- Being green is individual
- People are not talking about it. Maybe they have gone to hybrid vehicles,
- They have 2 charging stations at Davie, Boca also, Ft Lauderdale; they do have an FAU lot, they do have charging in the garage

- Robyn: Are there equity groups – Black Student Union, Aging Student Union, NOW, groups discussing within themselves what's on their mind are global issues, local spotlight, more about racial issues, diversity of faculty and staff, not transportation, inappropriate behavior on social media,
- It may be an issue but not
- Accessible transit can encourage more students
- May be issues/distance for connecting between Trirail,
- Park and ride.
- What is the connection to TriRail

14) We plan on having a regular meeting TDM forum including service providers, users, the citizens and public and private sector employers. We believe your point view is important to the conversation. Can you participate?

- Yes, I will try and assist by bringing other users.

FAU COMMUTER STUDENT



Services Used

- Pedestrian
- Local Bus- BCT, Tri-Rail, and Palm Tran.



Partnerships

- N/A



Information Availability

- N/A



Covid 19 Impacts

- ☐ When Tri-Rail stopped, she used the bus as her mode of transportation which took longer to get to her destination due to multiple stops.
- ☐ She was unemployed due to Covid and needed to rely on her parents for transportation.
- ☐ She feels nervous and scared with Covid and public transportation.



Opportunities

- ☐ Improve infrastructure.
- ☐ First and last mile connections.
- ☐ Provide live updates regarding ETA of Buses.
- ☐ Safe, convenient, and comfortable transportation.
- ☐ Provide information on operations during emergencies.



Challenges

- Multiple mobile application makes it difficult by going back and forth to each application.
-

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
University Commuters FAU
November 12, 2021, at 1:00 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners and users what are the opportunities and challenges for the future. Our objectives include:

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- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking.
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- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Yaxmira Morales FAU Commuter Student
Robyn Chiarelli, FTLTMA
Jeff Weidner, Marlin
Moshiur Rahman, Marlin

Comments:

Yaxmira Morales, A full-time FAU Student and SGA member who works under Nuri, was born and raised in Broward County, Used BCT, TriRail, and Palm Tran actively, and never had a car.

Discussion Topics

1) What has been your primary mode of commuting over the past year?

- From home to FAU – Boca Raton Campus – Walk to Bus stop, then take BCT #12 / #6 based on timing (fastest to reach TriRail station), use Sheridan St. and Griffin Road, take TriRail, get down at Boca Raton Station and take Palm Tran # 94 to go campus and walk to the department
- Is it difficult to use the information systems – uses TriRail and the BCT MyRide apps, My Stop app for Palm Tran, sometimes use basic apple maps to find routes,
- Work on the Davie campus
- Doesn't use Uber/Lyft connection, look into it and send it to Yaxmira,
- She plans her trips days ahead.
- She has a monthly bus pass
- Uber is a last resort.
- At night she takes Uber because she does not feel comfortable at night.

- i. Pedestrian
- ii. Bicycle
- iii. Working from home
- iv. Micro-mobility
 - 1. Scooters
 - 2. Bike Share
 - 3. Micro-Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Paratransit - On-Demand/Subscription Services
- viii. Vans/Shuttles
- ix. Local Bus- BCT #12 and #6 (to/from TriRail); Palm Tran # 94 (Boca TriRail to School)
- x. Express Bus
- xi. Van Pooling
- xii. Light Rail
- xiii. Commuter Rail TriRail -
- xiv. Other _____

2) What other modes are linked to your overall commute? – e.g., walking to bus

- i. Pedestrian
- ii. Bicycle
- iii. Working from home
- iv. Micro-mobility
 - 1. Scooters
 - 2. Bike Share
 - 3. Micro-Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Paratransit - On-Demand/Subscription Services
- viii. Vans/Shuttles
- ix. Local Bus
- x. Express Bus
- xi. Van Pooling
- xii. Light Rail
- xiii. Commuter Rail
- xiv. Other _____

3) How long is your commute – distance and time?

- i. Home to Works – 50 Minutes including bus and walk
- ii. Home to School – 1.5 Hour
- iii. Works to School – 2 Hours

4) What is the main factor in deciding how you're going to get to work?

- i. Time and cost – very involved in school and has to plan ahead, especially when she has multiple events in one day. She could not afford a car, and her savings went to tuition. She then got a scholarship and is now Saving up for her first car.
- ii. Comfort and convenience
- iii. Health/Exercise
- iv. Equity – access and affordability
- v. Sustainability
- vi. Other _____

5) Do you experience any gaps or deficiencies connecting between modes?

- i. Missing infrastructure – sidewalks, bike lanes, shelter, signage, accessibility
- ii. Lack of information – real-time arrival information
- iii. Wait time: A BCT Bus never showed up, an hour late for work, had to Uber,

It depends on your transit. It was usually correct; it was probably late because of traffic; it seems like the app was saying the bus, but it doesn't inform them if it is not coming.

Usually accurate in the morning and late-night

We should test the system

Info – scheduled time, time expected

Continuation of Operations during emergencies, how do we insert Incident Management into the system

- iv. Security – lighting, visibility, hidden spaces, bike lockers –
 An app usually provides different options, there was a stop that was moved, and the app didn't update for a couple of months, feels comfortable at transit stops,
- v. Comfort and convenience – seating, showers,
 - 1. Some stops are comfortable; route 6 does not have a shelter
 - 2. Bus stops at school usually work but not when raining hard.
- vi. Other _____

6) Does your employer provide any employee transportation benefits for choosing a mode other than driving alone and parking a vehicle at work all day?

- No transportation benefits
- Her transportation fee is lower because the bus routes on Palm Tran that serve campus are free.

7) Would additional benefits or incentives make you more likely to maintain using alternative modes of commuting?

- Yes, I would keep riding the bus – less carbon footnote.
- Not bad; planning is needed.

8) How did COVID impact your commute?

- A lot. When TriRail stopped working, she needed to take lots of buses (#101, #10, #94), and it took 3 hours to go to Boca
- She didn't have a job, and her parents sometimes pick up from school and also supported her financially at that time

9) With a gradual, safe return to commuting in the current environment, how do you feel about shared spaces in vehicles and ridesharing?

- She feels nervous and scared, and her family is worried. So she uses N-95 masks on the bus to save herself and maintain a safe distance.

10) What new opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?

- South Florida has poor transportation, including cars and roads

- At some point, it will make things difficult
- All factors will catch
- A lot of investment

11) How could this effort best benefit your agency and the public? Yes. Really difficult moving from app to app.

- Yes, I think so. It has not been easy bouncing multiple apps. Use Google Maps too, but it only showed schedule times; BCT and TriRail are on time.

12) We plan on having a regular meeting TDM forum, including service providers, users, the citizens, and public and private sector employers. We believe your point view is important to the conversation. Can you participate? Yes,

SOUTH FLORIDA EDUCATION CENTER (SFEC)



Service Provided

- Community Shuttle
- Private University Point Shuttle.



Partnerships

- Park and Ride lots on Davie Road maybe another one on Flamingo and I-595 general park and ride us.
- Commuter Rail services.



Information Availability

- When googled “SFEC Davie express bus” a PDF Document link is provided as the first choice from the results. The PDF document “SFEC Express BCT route 749: Community Bus Services route and timetable” provide information regarding Bus routes, Bus times, operating hours, Holidays, Information regarding Bike racks, and a shuttle route map. Contact information is also provided on the PDF document.
- The PDF document “SFEC Express BCT route 749: Community Bus Services route and timetable” Can be found on the Town of Davies website when searched in the general search bar.
- A PDF Document is the only available information online.



Covid 19 Impacts

- A decrease of shuttle ridership occurred.
- A modified schedule was implemented for blue and green routes.
- Calls were made from the schools (Universities and McFatter Technical School) to bring back bus schedule back to normal.
- Town adopted a telecommuting policy but now all departments are back to work.



Opportunities

- Use the Surtax for additional pedestrian and bike, vehicle and multi-modal connectivity.
- Advertising and marking shuttle services.
- Real time technology for bus arrivals.
- Information to employees.



Challenges

- Congestion continues to be an issue on timeline of routes.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
South Florida Education Center (SFEC)
November 12, 2021, at 2:00 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners and users what are the opportunities and challenges for the future. Our objectives include:

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- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking.
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Attendees:

Phillip Holste, Assistant Town Administrator
David Quigley, Town of Davie Planning and Zoning Manager
Jonathan Vogt, Town of Davie Engineer
Glenda Martinez Community Services
Jeff Weidner, Marlin
Moshiur Rahman, Marlin

Discussion Topics

1. What is the status of the SFEC Transportation Management Area? SFEC TriRail
 - Community shuttle run by the town. Modified schedule, back to a normal schedule,
 - Glenda – NTD report – follow
 - 3 routes in the to, blue, green SFEC
 - NTD reporting used to shuttle report blue and green, SFEC used to have a different vendor, about 2 years, the Board responsibilities shifted to Town, Town receives the \$25,000 FDOT seed funds for admin purposes TriRail has replaced shuttles with Uber.
 - They are discussing but looking at liability issues and the relation to the surtax
2. The Town and Broward County provides the SFEC/TriRail Express Shuttle. <https://www.broward.org/BCT/Documents/Services/DavieSFECweb.pdf>. Is the service up and running at full capacity at this time?
 - Yes, 100% operating
3. Are there any other transportation services provided by the Town, University or the SFEC to/from the Campuses?
 - University point shuttle from residential, private service, service from 800-bed student and shopping center.
 - i. Pedestrian
 - ii. Bicycle
 - iii. Working from home
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Micro-Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Paratransit - On-Demand/Subscription Services
 - viii. Vans/Shuttles
 - ix. Local Bus
 - x. Express Bus
 - xi. Van Pooling
 - xii. Light Rail
 - xiii. Commuter Rail
 - xiv. Other _____
4. Does the Town/SFEC partner with any transportation providers to serve the campuses?

- A. Pedestrian
 - B. Bicycle
 - C. Working from home
 - D. Micro-mobility
 - i. Scooters
 - ii. Bike Share
 - iii. Micro-Shuttles
 - E. Ridesharing
 - F. Park and Ride Lots – Davie Road and maybe another one on **Flamingo and I-595 general park and ride us**
 - G. Paratransit - On-Demand/Subscription Services
 - H. Vans/Shuttles
 - I. Local Bus – Broward County Transit 2, 9, and 12 routes
 - J. Limited Stop – Broward County Transit University Dr. Breeze
 - K. Express Bus – I-595 Express to the Davie Road Park and Ride Lot
 - L. Van Pooling
 - M. Light Rail – Express connection to TriRail
 - N. Commuter Rail – ongoing relationship on schedules and marketing**
 - O. Other _____
5. Do you have any thoughts on how many students live within walking and bicycling distance of the Davie campus?
- **As the community grows and grows along Davie Road, some studies geared toward students, Downtown Davie improving bike facilities, sharrows, and r/w are a challenges**
 - **Design based form, new projects, ground floors bicycle racks, parking credits, first floor requires 12 feet,**
 - **Muni Code – David will send a link**
6. Are you aware of any deficiencies in the surrounding or internal, bicycle and pedestrian network?
- **They are aware of a rural community, pedestrian and bicycle infrastructure, retrofit becomes challenging**
7. Are there fees to park on campus? Like many campuses, does the SFEC have constrained parking issues?
- **Sufficient parking**
 - **Not aware of a fee**
8. Are there issues related to gaps or deficiencies connecting between modes or circulating on campus in the town?
- **Bus stops all have designated time points; analyzing ADA components in the future, SFEC does schedule to align with TriRail arrivals and departures, added surtax for college Ave, 39th Avenue missing sidewalk gaps and sidewalks, and road widening.**

- Town has implemented bike and posed connections
 - i. Missing infrastructure – sidewalks, bike lanes, shelter, signage, accessibility
 - ii. Lack of information – real-time arrival information
 - iii. Wait time
 - iv. Security – lighting, visibility, hidden spaces, bike lockers
 - v. Comfort and convenience – seating, showers,
 - vi. Other _____
9. Does the town provide any employee or student transportation benefits for choosing a mode other than driving alone and parking a vehicle at work all day?
- No discounts
 - 800 employees, 60% police that has vehicles,
 - Do you see any opportunities for carpooling?
 - i. Employee surveys it hasn't come up in the past,
10. How did COVID impact the Town transportation access?
- Saw a decrease in shuttle ridership.
 - The Blue and green route is still running on a modified schedule
 - Early on, there were calls from the school to bring the schedule back to normal
 - Town adopted a telecommuting policy, split schedules. At this point, it is tied to a family issue or an illness. Entire departments do not work from home.
11. With a gradual safe return to commuting, in the current environment, how do you shuttle shared spaces in vehicles and ridesharing?
- Following CDC guidance
 - Drivers following protocol
 - Buses are allowed to get back to total capacity
 - Are riders feeling comfortable??? On SFEC, there seems to be a comfort level; blue and green ridership hasn't returned
 - Are blue and green serving aging populations?
 - SFEC connects to TriRail and is regional
12. What new opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?
- Take the opportunity to use the surtax for additional pedestrian and bike, vehicle, and multi-modal connectivity
 - Congestion continues to be an issue on the timeliness of routes.
 - 2016 received a lot of Community input on routing

13. How could this effort best benefit the Campuses, Town, and the public?

- Advertising and marketing shuttle services
- Real-time technology for bus arrivals
- Continued marketing as we have a lot of new residents
- Info to employees

14. We plan on having a regular meeting TDM forum including service providers, users, the citizens and public and private sector employers. We believe your point view is important to the conversation. Can you participate?

- Add all to the contact list.

GALLERIA MALL



Service Provided

- Retail services.



Partnerships

- Micro-mobility.



Information Availability

- The Galleria Mall is easily searchable on google. Information regarding retail stores, restaurants, events, and hours of operations can be found on their website.
 - Website: <https://www.galleriamall-fl.com>
- The Galleria Mall Ft. Lauderdale can be found on various social media platforms such as, Twitter, Facebook, and Instagram.
 - It is important to note to find the Galleria mall on social media platforms, you will need to include “Ft. Lauderdale”.



Covid 19 Impacts

- Covid Impacts with travel and the mall.
- Mall was closed at the beginning of COVID.
- There is no work from home policy.



Opportunities

- First and Last mile connections.
- Commuter rail project to connect to uptown.
- Employee carpool
- Mall has a surplus of parking.
- Commuter rail service on FEC tracks.
- Micro transit for neighborhoods.



Challenges

- Transportation is an issue for those living out west.
- Convenient and comfortable transportation to encourage SOV to use Public Transportation.
- Getting rid of the negative stigma of public transportation.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Galleria Mall
November 15, 2021, at 2:30 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

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Attendees:

Melissa Milroy
Robyn Chiarelli, FTLMA
Yhoshua Morris KHA
Jeff Weidner, Marlin
Kathryn Marinace, Marlin

Discussion Topics

- 1) What areas of transportation does the Galleria Mall engage in? How?
 - Directly no. For many years they had the Sun Trolley.

- 2) Are there any partnerships with transportation providers?
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Local Bus
 - viii. Express Bus
 - ix. Van Pooling
 - x. Light Rail
 - xi. Commuter Rail
 - xii. Other _____
 - Circuit: last-mile providers, but no partnerships.
 - The company is on-site, and space is leased.
 - Opportunity to connect with Brightline.
 - Use to coordinate with sun Trolley.
 - Galleria Mall has a stop in front of the mall (bus route 40 & 11)
 - Lauderdale has rebranded the Sun Trolley
 - County surtax may have come with specific rules.
 - TMA bylaws are all about a broader TMA program and re-opens doors

- 3) Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
 - Yes, there is a need for the first and last-mile connection—Covid Impacts with travel and the mall. Taxis and Ubers are only allowed in ports.
 - Brightline to the mall, beach, downtown, and airport.
 - A stop should be at the airport.
 - New Commuter rail project which will connect to uptown.
 - A connection from the airport to the Sawgrass.
 - COVID impacts on international flights are returning to normal.
 - Cruise ship connection to Galleria.

- Airport/Seaport connection – need to secure the luggage, Bags to Go service to ensure bags, easing up restrictions on public transportation at port and airport
 - We need more competition at the airport and Seaport. Current restrictions on public transportation are limiting access
 - The Galleria mall is contacted by cruise line buses to provide access to the mall
 - Need to talk to the Seaport – about the new conventions center – need to get involved in pick up drop,
- 4) Does the Galleria, and or its tenants engage in conversation about sustainability or equity related to transportation and access?
- Charging stations for electric vehicles. (Tesla and universal charging station in each garage)
 - Tesla is in permitting process to add fast-charging stations (Super Charges). Tesla charging stations do not require a fee to set up vehicles.
 - Parking has never been an issue.
 - Beach hotels and beach properties have limited parking
 - Are some locations where they may have ADA access needed to make sure they are ADA accessible?
 - TMA stops inside Galleria may not have been ADA accessible
- 5) Does the mall or any of its tenants promote alternatives to employees or customers other than driving alone in a vehicle and parking on-site?
- No incentives
 - Beach hotels need incentives
 - ADA accessible locations
 - Opportunities for employee's carpool. Transportation is an issue for those living out west.
- 6) Are there any benefits offered to employees or customer for not parking on-site?
- No
- 7) Does the Galleria experience any parking constraints?
- Not at this time, many people come to the mall for a Surplus of parking. The city comes to the mall for parking issues.
 - We are looking at opportunities for surface parking.

- 8) Is transportation information shared with your tenants or customers?
- They provide transportation information at the guest's services desks
 - The website has Tesla parking and bus routes numbers.
- 9) COVID resulted in a paradigm shift for commuting and working from home. Does the Galleria management staff and/or management of any tenants have Work From Home Policies? Have there been discussions?
- Do not have a work from home policy
 - Were closed in early Covid period – first month
 - From April to May 18, maintenance, housekeeping, and retail have to be on-site.
 - Never had a workforce policy.
 - The day the mall opened, everyone was back in the office.
- 10) What new strategies, opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?
- One of the biggest things is to have a commuter rail service on the FEC tracks. IT will allow people to go through cities without any issues.. will have a considerable impact, reduce vehicles on the road,
 - Brightline doesn't have enough stops.
 - Circuit cars or programs need to be accessible for neighborhoods.
 - Challenges: not connecting to where people live
 - Knowledge is key
 - Convivence is key. It is the number one factor.
 - Safety
 - TriRail is not in the right areas.
 - Circuit runs in Pompano Beach. Last-mile connections need to be more accessible in neighborhoods.
 - We need to penetrate the neighborhoods with micro-transit
 - SOV won't use unless it is convenient
 - Safety is an issue also. Public transit is a stigma in the United States. New York may be the exception
 - Bike lanes on roads are not convenient
 - Need transportation hubs – having multi-modal hubs all around.
- 11) Can you recommend to us any transportation best practices for transportation underway by your tenants and provide us a contact?

- No, there hasn't been a need for innate parking incentives.
 - More direct bus routes for hospitality workers
- 12) How could this effort best benefit your agency and the public?
- Yes, the private sectors need to get things done
 - Having multi-modal Hubs
 - 595 PPP construction was built
 - I-95 has been under construction for years
- 13) We plan on having a regular meeting TDM forum and your point of view is important, can you participate?
- Yes, I can assist with a venue, but December is hard.
 - Robyn's light bulb: Branding under one umbrella.
 - Need to market TriRail connection to MIA – there is a people mover

FLORIDA RESTURANT AND LODGING ASSOCIATION



Service Provided

- Non-profit hospitality trade association.
- Provides legislative advocacy to ensure the voices of its members are heard and their interests are protected.
- The association offers regulatory compliance and food safety training through SafeStaff® and FRLA's subsidiary, RCS Training.
- The FRLA Educational Foundation provides industry-developed, career-building high school programs throughout the state.



Partnerships

-



Information Availability

- When googled the FRLA website is the first generated result and provide information regarding the association, membership, events and training and certifications.
- The FRLA can be found on different social media platforms such as Facebook, Twitter, LinkedIn, YouTube, and Instagram.
- The Florida Restaurant and Lodging Association will provide a mobile application for both Apple and Android users.



Covid 19 Impacts

- The service/ hospitality industry does not translate well to telecommuting.
- Tallahassee headquarters work from home and always did.
- Alcohol to go was initiated. The FRLA was supportive.
- Takeout orders opened the door for new revenue



Opportunities

- Potential connections to the port and convention center visitors.
- Universal and unified shuttle service for employees.
- Connecting cities, need to create connections to Brightline.
- Distributing information and educating people.



Challenges

- N/A

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Florida Restaurant and Lodging Association
November 16, 2021, 1:00 PM, Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Rozeta Mahboubi, Regional Director for FRLA
Robyn Chiarelli, FTLTMA
Y'Hoshua Morris, KHA
Jeff Weidner, Marlin
Kathryn Marinace, Marlin

Discussion Topics

Comments:

- Different chapters throughout the state.
 - Non-profit
 - Members- Hotels, restaurants, and those who deal with the industry.
 - Work with Local services such as cruises, ports, and airports.
 - Employee staffing and hiring
- 1) What areas of transportation does the Restaurant and Lodging Association engage in? How? No
 - 2) Are you aware of any of your members (Restaurants and Hotels) that provide transportation services or promote options for employees and customers other than driving alone in a vehicle and parking on-site?
 - Some of the bigger properties do provide the service on their own.
 - Some offer remote parking, especially on the beach, based on their needs and budgets. In many cases, they have their vans.
 - FRLA is not part of it but has heard of some businesses that provide the services based on their needs and budget.
 - I do not have a list of what businesses do provide this list.
 - In Many cases, the bigger brand business may have their shuttles to transport employees.
 - Pelican grand has partnered with the Galleria Mall to utilize parking. A Shuttle was provided from the mall to the hotel. Additionally, it was offered to those attending the event.
 - 3) Are there any partnerships with transportation providers?
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share

3. Shuttles

- v. Ridesharing
- vi. Park and Ride Lots
- vii. Local Bus
- viii. Express Bus
- ix. Van Pooling
- x. Light Rail
- xi. Commuter Rail
- xii. Other _____

- 4) Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
- Opportunity for connectivity is there
 - Major hotels and facilities have options to do things on their own
 - It may be better to contract/coordinate to help
 - A better organized connected system defiantly ways to coordinate
 - Don't directly with the Port,
 - Work closely with the Convention Center Visitors Bureau
 - Biking, shopping, options, organize it as a tour,
 - Destination marketing – Hollywood bike tour
 - Add Convention center Visitors Bureau to our list they have a good communications network to the county.
 - There is a cluster of areas that have more activities. Some hotels have the budget to do so, but not all hotels do.
 - Universal and unified shuttle service for Employees
- 5) Does the FRLA, and/or its Members, engage in conversation about sustainability or equity-related to transportation and access?
- Multiple discussions about staffing, in general. It seems a lot of the discussion is about certain positions that are difficult because of the cost of transportation and housing
 - Affordable housing is not available
 - Discourages people from Evan applying
 - Time and cost can drive their decision to take the job,
 - Definitely a place for that
 - Hours of service need to be compatible with services
 - Making it easy and seamless
 - Need to market the services
 - We will provide the Pilot project information BCT Late Shift

- 6) Do you think your membership would be supportive of parking credits for new development that is served by premium transit options?
- I would be supportive if it were in conjunction with a transportation option
 - TriRail and Brightline have parking; it would need to be affordable
 - The hotel will have an agreement for parking and offset the cost
 - It has to be convenient
- 7) Are parking space issues discussed amongst the FRLA members? Are there any benefits offered to employees or customers for not parking on-site?
- A lot a turning to valet leaving
 - They talk about parking options; on the beach, they have valet only,
- 8) COVID resulted in a paradigm shift for commuting and working from home. Does the FRLA, and/or its Members, have Work From Home Policies? Have there been discussions?
- Work from home and always did as headquarters in Tallahassee
 - Get out and about
 - Some companies are opting for hybrid –
 - Our industry doesn't translate well
 - Shifted a little bit, but the nature of the industry is in-person service
 - Take out orders opened the door for new revenue forced into it, but it turned out to be a good model, with less cost and maybe more profit,
 - Pick-up and delivery
 - Silverlining
 - Alcohol to go, FRLA was supportive, lobbied in Tallahassee,
 - It needs to still comply with open container laws, needs to be sealed similar to liquor stores,
 - The Mai Kai, a big source of revenue, created their jar, driveway became a drive-thru
 - Impacts of vacation rentals – a lot do not have staff, have contractors that come and go
 - People take other options because of parking
- 9) What new strategies, opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?
- Do you have data on projections?
 - International travel has started back up
 - Florida has been on the upbeat for a while
 - Corporate and Business travel on the rise
 - On the up!
 - Get data from the CVB

- Travel and tourism are not going out of style
 - Pent up demand
 - Live life to the fullest
 - Glad we are looking into the future, not going away
 - Excited about Brightline
 - Connecting cities, need to create connections to Brightline
 - International travelers are used to taking trains
 - Car rentals are getting less available and expensive; the more options and more seamless a system, the better
 - Very important for the future
 - We need to promote it
 - Disney Cruise just signed a 15-year lease with Port Everglades
- 10) Can you recommend to us any transportation best practices for underway by your tenants and provide us a contact?
- Pelican Beach's collaboration with the Galleria
 - Sonesta works with the Galleria
 - The Diplomat and the Hard Rock could be opportunities could partner with people who don't have parking.
 - Hard Rock might be a connector from west to east
 - Connecting Dania Point has a lot of parking
 - Dania Point development could provide remote parking, The Marriot and the AC hotels only have valet, Kim CO runs the whole GM is Brad
 - Come and do a presentation
- 11) How could this effort best benefit your agency and the public?
- Distribute information and educate people
 - Provide a full picture
 - Get buy-in for the future
 - FRLA can be a communication link – Call to Action,
 - TMA could become a member of the FRLA
 - The BIB – developing a transportation Concierge – central contact for transportation – an expert in all transportation. Central contact for all transportation information, some hotels eliminated concierge service, the concierge association has a connection with specific attractions.
- 12) We plan on having a regular meeting TDM forum and your point of view is important. Can you participate? Yes, she can have alternates participate also.

PLANTATION MIDTOWN BUSINESS DISTRICT



Service Provided

- Safe Neighborhood improvement District.
- Live – Work community.



Partnerships

- N/A



Information Availability

- When googled the Plantation Midtown Development District appears as the first generated result.
- Information on the plantation midtown development district can be found on the City of Plantations website. A list of the advisory board members is provided on the website as well as resources such as the master plan, by laws, and ordinance.
 - Website: <https://www.plantation.org/government/departments/planning-zoning-economic-development/economic-development/plantation-midtown>



Covid 19 Impacts

- N/A



Opportunities

- Build “Spine Road”.
- Build a high-capacity rail on 595.
- Carpool sharing.
- Comfortable and convenient transportation.
- Toolbox for Suburban communities.



Challenges

- Land use policy amendments and implementation takes a long period of time, shifting density from parcel to parcel limits opportunities.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Plantation Midtown Business District
November 16, 2021, at 2:30 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Barry Lethbridge
Yosuha Morris, KHA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics

Real Estate industry from 1956-2000, Midtown Board for 20 years, Planning Board for 10 years

- 1) Does the Midtown Business association engage in transportation related issues? How?
 - Fifteen years ago, between 2005-and 2006, the trolley system, real estate bus, lasted about a year, working with Broward County and Davie to start a community shuttle in Midtown.
 - Original Midtown was suburban design, surface parking; needs have changed.
 - 2010 City changed zoning to multi-family, live-work community.
 - 30,000 employees came in, and no one lived there.
 - At the time, Amex moved out to sunrise.
 - We are working on now – working on the Central Spine Road from Cleary to 17 Street.
 - We are improving ped/bike facilities.
 - Connectivity to WB SR 84.
 - University and Pine Island are very congested.
 - Need to synchronize the lights, Intelligent Transportation System.
 - Changed the zoning, City bought 3.5 acres behind the mall, park and ride a lot. It might change the use of the lot, surface parking for the lot, band sheet and entertainment, park, and ride.
 - Broward Mall being redeveloped – may add more residential, the neighborhood is beginning to complain.
 - How can we minimize the impact of the peak period?
 - Sears development has halted.
 - The plantation walk is now open. Retail started back up.

- 2) Are you aware of any of members that provide transportation services or promote options for employees and customers other than driving alone in a vehicle and parking on-site?

- 3) Are there any partnerships with transportation providers?
 - Have the western terminal, don't coordinate with them.
 - We were talking about a mass transit facility on 595.
 - Connectivity to Davie.
 - Greenway is an excellent recreational attraction.
 - Very difficult to get people out of their cars in a suburban District.

- Limited building heights 12 stories, now dealing with density issues.
 - LUPA takes a long time, shifting density from parcel to parcel now opportunities are limited
 - Great location in the central part of the county, but can't do the density.
 - Ft Lauderdale got the WAVE and then had to turn it back
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Local Bus
 - viii. Express Bus
 - ix. Van Pooling
 - x. Light Rail
 - xi. Commuter Rail
 - xii. Other _____
- 4) Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
- We need to get to a critical mass to shift modes.
 - There was a Broward Blvd Bus in the past.
 - Auto-driven society.
- 5) Does the Midtown Business District, and/or its Members, engage in conversations about sustainability or equity related to transportation and access?
- No pay for parking.
 - Attracting employees and transportation is not the issue.
 - Central location, ideal for flex time, and staggering hours are things we will have to do.
- 6) Do you think your membership would be supportive of parking credits for new development that is served by premium transit options or other transportation options?
- Free parking and parking ratios are suburban 1 for 200 square foot for offices and 1 for 100 square feet for medical.

- 7) Are parking space issues discussed amongst the Midtown Business District members? Are there any benefits offered to employees or customers for not parking on-site?
 - My only complaint is how far they have to walk in a parking lot.
 - Mass transit, people who don't have their cars, will eliminate the need for parking.

- 8) COVID resulted in a paradigm shift for commuting and working from home. Does the Midtown Business District, and/or its Members, have Work From Home Policies? Have there been discussions?
 - We have made a 5-to-10-year jump in working from home.
 - They need people in the office.
 - Continue to grow and lease.
 - We are in a growth environment.
 - No discussion.

- 9) What new strategies, opportunities, and challenges does the future hold? ...next 5 years? ... next 10 years?
 - The future is to develop surface parking lots and create a live-work-play downtown.
 - Build spine road.
 - Talking about a high-capacity rail on 595 with a connection to
 - Local government is about real estate.
 - A lot of Single-family homes and townhouses push back on elected officials.

- 10) Can you recommend to us any transportation best practices for transportation underway by your members and provide us a contact?
 - Not many major employers now.
 - How long to get the bridge done?
 - Redesign of I-595 has been positive, taking a lot
 - Need to have safe, comfortable, and convenient, you may have a shot.

- 11) How could this effort best benefit your agency and the public?
 - Could share opportunities on the carpool.
 - This is something where we can work together.
 - Still have growth.
 - Parking reductions.
 - I prefer to have transportation impact employers.

- Have solutions for suburban.
 - Toolbox for suburban communities.
 - How many jobs and employers do we have that drive in peak periods.
 - Have smaller tenants with different travel patterns.
- 12) We plan on having a regular meeting TDM forum and your point of view is important. Can you participate?
- Put on the agenda at the next meeting.

FORT LAUDERDALE CHAMBER OF COMMERCE



Service Provided

- Membership base networking organization to promote economic growth and development.



Partnerships

- Involved with MagLev.
- Advocating across the state and Washington for all aboard Florida.



Information Availability

- When googled the Fort Lauderdale Chamber of commerce appear in the first search result. Information on membership, events, and economic development is provide on the website.
 - Website: <https://www.ftlchamber.com>
- The Fort Lauderdale Chamber of Commerce can be found on different social media platforms such as Facebook, Twitter, LinkedIn, Instagram and YouTube.



Covid 19 Impacts

- Ft. Lauderdale Chamber of Commerce produced information series on rules and regulation on how to adapt to working from home through podcasts to partners.
- During COVID produced a regional transportation mobility program which looked at best practices.



Opportunities

- Wireless infrastructure.
- Collaborations to find solutions that make sense.
- Traversing the New River.
- Bringing a commuter rail system to Hollywood, Fort Lauderdale and Deerfield. Cities would be responsible for the platforms.



Challenges

- Breaking the poverty cycle with transportation.
- Citizens Against Virtually Everything (C.A.V.E)
- Developing a mass transit system that is useable, rideable, and comfortable.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Ft Lauderdale Chamber of Commerce
November 17, 2021, at 10:00 AM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Dan Lindblade
Robyn Chiarelli, FTLTMA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Ft. Lauderdale Chamber of Commerce

The largest chamber in Broward County, 1000 companies, 350K employees,

South Florida Business Council – PB, Brow, MD

Discussion Topics

1) What areas of transportation does the Ft Lauderdale Chamber engage in? How?

- During COVID Produced, a regional transportation mobility program looked at the best practices.
- MPO/TPOs – speakers
- SMEs
- Now the main focus is a solution to traversing the New River. FDOT just reached public report – bridge or tunnel
- Have Brightline, Tri-rail, and FEC freight movement, new
- Supported the Surtax projects and the IIJA, supportive of the Build Back Better
- Eliminating SOVs and start using a system that will reduce
- Solution for traversing the new river. FDOT just issued the report.
- Options: A bridge or tunnel.
- It relates to the coastal link, which is an inner-city service.
- Bringing a commuter rail system to Hollywood, Fort Lauderdale, Deerfield.... Cities would be responsible for the platforms.
- It becomes a problem if we don't fix the tunnel or bridge solution.
- National infrastructure legislation – looking at different opportunities such as autonomous vehicles, reduce carbon emissions. 17th largest in the region (tri-county) area. Transportation is regional

2) Are you aware of any of your members that provide transportation services or promote options for employees and customers other than driving alone in a vehicle and parking on-site?

- Hotels have provided carpools, remote parking, and buses
- It has not been primarily adapted

3) Are there any partnerships with transportation providers?

- Advocate across state and Washington for All Aboard Florida
- Involved with MagLev

- Meet with MPO Executive Directors
 - Greg is on the Board of Directors
 - How can we support your initiatives?
 - How can we bypass FDOT – flexibility of funds some direct funding
 - Engage with South Florida Climate Change Compact – risk assessment of climate change and sea level, can't fix, but you can adapt,
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Local Bus
 - viii. Express Bus
 - ix. Van Pooling
 - x. Light Rail
 - xi. Commuter Rail - Brightline
 - xii. Other _____
- 4) Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
- TriRail would be the likely operator of the coastal link
 - FEC owns the corridor; Brightline is a separate company
 - South Florida Commuter Services – Not familiar with them.
 - We need to come to a solution for the new river
- 5) Does the Chamber and its members engage in conversations about sustainability or equity related to transportation and access?
- Very much involved in resiliency pillar for the Prosperity Partnership of Broward County, Six Pillars former name, Transportation Pillar
 - Economic resiliency council, dealing with the Climate Change Compact
 - The business case for resilience,
 - \$1 for \$4 building a retrofit, \$1 for \$5 for beach renourishments
 - Reducing carbon footprint is a high priority
 - Need a dashboard that measures our successes – Opportunity, a clearinghouse of successes
 - Penny tax, electric buses

- Beach tunnels can happen, have a place in solutions, and could be part of a much larger system of tunnels
 - New technology – pods, APM,
 - Approved racial equity plan as a vehicle for prosperity, a whole itinerary of objectives including mobility, transportation can be a challenge to break the poverty cycle,
- 6) Do you think your membership would be supportive of parking or trip reduction credits for new development that is served by premium transit or other mitigation options?
- Free enterprise, less regulation, and how it is framed if the developer wants to do it.
 - Less government regulation, the better. Sometimes government needs to step in, and that is okay such as regulating.
- 7) Are parking space issues discussed amongst the Chamber members? Are there any benefits offered to employees or customers for not parking on-site?
- Not really, not a significant remedy for bigger issues
 - It needs to be a lot more painful
 - Strong proponent
 - CAVES are challenges. We need to overcome them with open-minded P&Z and balanced, lot more development coming, need to have the density to create,
 - WAVE got defeated
 - Chair of housing, got a depot, building at Andrews and 17th,
- 8) COVID resulted in a paradigm shift for commuting and working from home. Does the Chamber and/or its Members, have Work From Home Policies? Have there been discussions?
- Already teleconferencing, informational series on rules and regulations
 - Podcasts with thought leaders.
 - Need to adapt, back in the office but flexible for work at home
 - Companies have brought back their employee base but are still allowed for remote work.
 - May not see it stick for an entire workforce, flexibility.
 - In general, I like to see people in the office.
 - When COVID hit. Produced information series on rules and regulations, how to adapt, and podcasts to partners.
 - Service industries have brought back employees but do allow remote work.

- 9) What new strategies, opportunities, and challenges does the future hold? ...next 5 years? ... next 10 years?
 - Getting over the river.
 - Tunnel system.
 - Wireless infrastructure.
 - Delivery systems.
 - Driverless semi-trailers.
 - Develop a transit system that adaptable and comfortable, and convenient.
 - Figuring out developing a mass transit system that is usable, rideable, and comfortable.

- 10) Can you recommend to us any transportation best practices for transportation underway by your members and provide us a contact?
 - Julie Medley, - Urban Land Institute
 - Beth Kigel – Great vision, national and international
 - Peter Moore – Engineer in transportation at Chen Moore and Associates

- 11) How could this effort best benefit your agency and the public?
 - Speak to transportation subcommittee – Candace Eriks.
 - See what she thinks fits.
 - Opportunities to collaborate to find solutions that make sense.

- 12) We plan on having a regular meeting TDM forum, and your point of view is important. Can you participate?

LOCAL DISADVANTAGED COORDINATING BOARD MEMBER



Service Provided

- Pedestrian
- Working from home
- Ridesharing: Uber and Lyft
- Paratransit- On-Demand/ Subscription Services
- Vans/Shuttles
- Local Bus
- Van Pooling
- Commuter Rail: Tri-Rail



Partnerships

- N/A



Information Availability

- The Ann Storck Center is easily searchable on Google. When searched, the website is the first generated result on Google. Google also provide the address, hours of operation, and phone number for the business.
 - Website: <https://www.annstorckcenter.org/>
- The Ann Stock Center can be found on various social media platforms such as Twitter, Instagram, Facebook, and LinkedIn.



Covid 19 Impacts

- Impacted seniors and individuals with disabilities
- Ridership down with seniors/disabled
- Work from home 4/5 days, traveled to the office once per week
- Shorten trips via Transit, saved 1 hour commuting
- Most disabled/immunocompromised individuals prefer to work from home
- Decrease in seniors traveling to food distribution sites
 - Food delivery is up for seniors



Opportunities

- Increase in population will increase demand for services, resources, and programs.
- Improve infrastructure.
- Improve information at bus stop location such as maps.
- inclusivity for Transit – Transit is for Everyone.
- Comfort and convenience to using transportation.



Challenges

- Cost of Commuting especially those on fixed incomes.
- Length of time for users - almost 3 hours to get to work.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Local Disadvantaged Coordinating Board Member
November 17, 2021, at 1:00 PM Virtual meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners and users what are the opportunities and challenges for the future. Our objectives include:

- An outreach phase to understand transportation challenges and opportunities in Broward County
- Identification of gaps between service providers both functionally and through the provision of information
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking.
- The level of interest in a Countywide TMA and TDM opportunities.
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Danielle McGill
Y'hoshua Morris, KHA
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Danielle McGill works with the Anne Stork Center in FTL. A nonprofit for people with developmental disabilities, assists with independence, physical therapy and care, serves residents with development disabilities and operates live-in facilities. She also works a second job with Vocational Rehabilitation of Broward.

Discussion Topics

- 1) What has been your primary mode of commuting over the past year? Please describe your typical trip purpose (select one: work, health/medical, shopping) and trip mode by mode.

Through Work Provides:

- Travel training through FDOT (free- 5310 grant) – train agencies to use/navigate the different modes of transportation
 - Danielle’s focus is on the individual and provides resources to navigate transportation – transit, water taxi, carpool, rideshare, paratransit, Brightline, etc. – teach about other modes of transit
- Anne Stork Center provides transportation for residents – similar to paratransit

Personally utilizes:

- i. Pedestrian
- ii. Bicycle
- iii. Working from home
- iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Micro-Shuttles
- v. Ridesharing: Uber, Lyft, TriRail
- vi. Park and Ride Lots
- vii. Paratransit - On-Demand/Subscription Services
- viii. Vans/Shuttles
- ix. Local Bus
- x. Express Bus
- xi. Van Pooling
- xii. Light Rail
- xiii. Commuter Rail Tri-rail
- xiv. Other _____

- 2) How long is your typical trip? – distance and time?

- Total 3 hours in the morning.
 - Community Bus to Fix route – 30 min
 - Fix Route to Job – 2 hours and 20 min
- The evening trip time is shorter but more expensive
 - Uses rideshare to the community bus stop
 - Sometimes uses emergency ride home via SFCS

- Carpools at times through collaboration with peers at work
 - Fixed Income – SSI \$735 per month, and is conscious of what she is spending on transportation
- 3) What is the main factor in deciding how you're going to get to work?
- a. Time and cost –
 - i. Paratransit 2x per week
 - ii. Rideshare 1x per week
 - iii. Fixed route
 - iv. Plan trips ahead of time
 - v. Teaches residents/individuals in Broward how to use and read Transit (Mobility Connection & Ride away Programs)
 - b. Comfort and convenience
 - c. Health/Medical
 - d. Equity – access and affordability
 - e. Sustainability – reducing carbon footprint
 - f. Other _____
- 4) Do you experience any gaps or deficiencies connecting between modes?
- a. Missing infrastructure – sidewalks, signage, accessibility
 - i. Unsafe sidewalks – uneven/uplifting, at times uses swale
 - ii. Uses mobility device (walker), difficulties in traversing poor infrastructure
 - iii. Need signals with sound/voice-guided at intersections throughout the county (Tampa has done this well)
 - b. Lack of information
 - i. Maps at the bus stop are outdated or faded, sometimes missing
 - c. Wait time
 - d. Security – lighting, visibility, hidden spaces, bike lockers –
 - e. Comfort and convenience – seating, shade
 - f. Other: Most individuals Danielle works with are concerned with the cost
- 5) Does your employer provide any employee transportation benefits for choosing a mode other than driving alone and parking a vehicle at work all day?
- Anne Stork Center does not – employees get together for carpooling/vanpooling, help one another out
 - Vocational Rehabilitation (2nd job) offers reimbursement for transportation
 - Unsure of what the benefit is
- 6) Would additional benefits or incentives make you more likely to maintain using alternative modes of commuting?

7) How did COVID impact your commute?

- Impacted seniors and individuals with disabilities
- Ridership down with seniors/disabled
- Work from home 4/5 days, traveled to the office once per week
- Shorten trips via transit, save 1-hour commuting
- Most disabled/immunocompromised individuals prefer to work from home
- Decrease in seniors traveling to food distribution sites
 - Food delivery is up for seniors

8) With a gradual safe return to commuting, in the current environment, how do you feel about shared spaces in vehicles and ridesharing?

- Uses rideshare, utilizes PPE
- Nervous about fixed-route transit – lots of people
- Has to be extra careful, avoid large crowds
- Primarily using rideshare for short trips (grocery and church)
- Many individuals use their car
- People are apprehensive due to uncertainty and fear

9) What new opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?

- Number of people moving to FL – population increasing
- Population increase will increase demand for services, resources, programs, etc.....
- Transportation is a gateway to accessibility
- Need comfort and convenience in using transportation
- Need for inclusivity for Transit – Transit is for Everyone

10) How could this effort best benefit your agency and the public?

11) We plan on having a regular meeting TDM forum, including service providers, users, the citizens, and public and private sector employers. We believe your point of view is important to the conversation. Can you participate?

- Yes

American Association of Retired Persons



Service Provided

- Telecommuting
- Micro-shuttles
- Ridesharing
- Vans/ Shuttles
- Local Bus
- Van pooling
- Para transit on-demand. Subscription services.



Partnerships

- Speakers Bureau to speak with seniors.



Information Availability

- AARP can be easily searched on Google. The website provides a wealth of information regarding membership benefits, retirement, Travel, Entertainment, and much more.
 - Website: <https://www.aarp.org>
- AARP is on many different social media plat forms such as Instagram, Facebook, LinkedIn, andTwitter.



Covid 19 Impacts

- Exacerbation of isolation.
- People stopped going out.
- Stopping/slowing of transit deprived people of getting around.



Opportunities

- Safe mobility options.
- Congestion management.
- Utilize APPs for trip planning.
- Planning for the disabled with other common types of Disabilities i.e., cognition, vision, and hearing.
- Improved infrastructure for seniors to ride bikes and feel safe.



Challenges

- ☐ Not enough care providers.
- ☐ Economic impacts of families taking care of the elderly.
- ☐ Pay for home health is low, this presents challenges related to affordability and mobility.
- ☐ Smaller senior communities find is challenging to get around.
- ☐ Lack of infrastructure for low-income communities – sidewalks, transit stops, facilities, services, support

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
AARP
November 19, 2021, At 3:00 PM, Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- Identification of gaps between service providers both functionally and through the provision of information
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking.
- The level of interest in a Countywide TMA and TDM opportunities.
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Ken Reinhardt
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Ken Reinhardt

Volunteer with AARP (13 years), began with advocacy – health care, social security, financial security, specializing in a network of cities, states, and counties to address the aging population. Look at 8 domains, transportation, housing, wellness, healthcare, employment, social, etc... 500 age-friendly cities in the country, 41 in Florida, and 8 in Broward County. Everything ties into transportation work with cities, counties, and states. Chair of Citizens Advisory Committee (CAC). Vice-Chair of non-profit Broward Growth Partnership – Urban Planning and Transportation.

Discussion Topics

- 1) What types of Transportation Activities are you directly engaged in:
 - Involved in advocacy, works with MPO and other organizations, i.e., America Walks. Safety is a major component of the advocacy work they do.
 - Issues with older adults – isolation, lack of mobility-focused on getting these folks engaged. Organization meeting via zoom. DEO has a program that provides tablets.
 - The senior population is growing faster than any other population. In Broward, it represents 15-16%, growing to 25% of the demographic makeup.
 - Over 55 age group has major economic power. Broward's population of 1.9 million does not include snowbirds – another 150k. 13 million visitors in south Florida – the average age is above that of the residents,
 - Transportation is an important component of tourism and existing residents.
 - a. Pedestrian
 - b. Bicycle Lockers
 - c. Tele-commuting
 - d. Micro-mobility
 - i. Scooters
 - ii. Bike Share
 - iii. Micro-Shuttles
 - e. Ridesharing
 - f. Park and Ride Lots
 - g. Paratransit On-Demand/Subscription Services
 - h. Vans/Shuttles
 - i. Local Bus
 - j. Express Bus

- k. Van Pooling
 - l. Light Rail
 - m. Commuter Rail
 - n. Other _____
- 2) What types of Transportation activities do you partner with other providers on:
- a. Pedestrian
 - b. Bicycle
 - c. Tele-commuting
 - d. Micro-mobility
 - i. Scooters
 - ii. Bike Share
 - iii. Micro-Shuttles
 - e. Ridesharing – one of their agencies is doing that
 - f. Park and Ride Lots
 - g. TOPS - On-Demand/Subscription Services vast majority
 - h. Vans/Shuttles
 - i. Local Bus
 - j. Express Bus
 - k. Van Pooling
 - l. Light Rail
 - m. Commuter Rail
 - n. Other _____
- 3) What types of tools do you use to reach out to your customers and potential new customers?
- AARP website provides materials for everything and anything.
 - Information on anything for seniors can be found on the website.
 - DOEA Sends a monthly newsletter
 - Newsletter on Website.
 - Social Media – AARP, National, State, and Local
 - Revamping age-friendly effort
- 4) Do you partner with other service providers to share information for users?
- Speakers Bureau to speak with seniors (this has stopped since COVID) – opportunity to get feedback from the community
 - Emails – DOEA, monthly newsletter
- 5) Do you see any opportunities to fill gaps between partner agencies that could provide improved services for your riders?
- Concierge services for mobility, activities, and getting around.
 - Coordination

- Opportunity for seniors to ride bikes with the right infrastructure – existing infrastructure doesn't feel safe (on-road bike lanes, not protected); bike lane infrastructure is incomplete
 - DOT provides a range of facilities and has relaxed requirements.
- 6) What metrics do you use to measure the success of a marketing campaign?
- (a) On Time Performance
 - (b) Appointments
 - (c) Passenger Miles
 - (d) Reduction in Vehicle Miles Traveled
 - (e) Air Quality
 - (f) Other _____
- 7) How did COVID impact your services/clients?
- Exacerbation of isolation
 - People stopped going out
 - Stopping/slowing of transit deprived people of getting around
 - People are beginning to go out
- 8) With a gradual safe return-to-office in the current environment, what is your organization doing to instill confidence in ridesharing?
- 9) What new opportunities and challenges does the future hold? ...next 5 years?
 ... next 10 years?
- Not enough providers for care
 - The economic impact of families taking care of the elderly
 - Pay for home health is low; this presents challenges related to affordability and mobility
 - Opportunity to utilize APPs for trip planning.
 - The stereotype of older Americans and technology – Silent Generation and Greatest Generation had no exposure to technology. However, many Baby Boomers are experienced and exposed to technology, unlike previous generations.
 - The population with a disability in Florida is about 12%, most common is mobility. Cognition, vision, hearing, and coping are other common disabilities. Therefore, we need to consider this segment of the population when planning.
 - Crossing large intersections is challenging for older adults.
 - As people age, they slow down; cognition – is inevitable for all people. So, traffic planning needs to think about these issues.
 - 'Peter Pan' housing and transportation – approach as though people don't age.

- TOPS purchased a new bus; the resident had an issue boarding due to mobility issues. - tops new bus did not have lower steps
- Challenge is getting people out to go where they would like to go.
- Smaller senior communities find it challenging to get around.
- Lack of infrastructure for low-income communities – sidewalks, transit stops, facilities, services, support

10) How could this effort best benefit your agency and the public?

Safe mobility options

Congestion management

11) We plan on having a regular meeting TDM forum, including service providers, users, the citizens and public and private sector employers. We believe your point view is important to the conversation. Can you participate?

- Yes

12) Is the AARP involved in initiatives related to sustainability and/or equity, specifically as it related to transportation?

- Focused on equity (Communities need to be more equitable)
- Developed training on equity
- Age-Friendly Network – 5-year program, rolled out in 2013
 - First 3 years, conduct a community survey
 - Put together an action plan
 - The last 2 years have been the execution of the plan
 - Hallandale Beach 1st City in Broward to develop Action Plan
 - Fort Lauderdale
 - Wilton Manors is in the process
 - Coral Springs is in the process
 - Rely on cities to create a plan for their communities
 - Community effort
 - Seniors
 - Businesses
 - Faith
 - Education
 - Other stakeholders
 - Look at creative, low-cost solutions to make their communities more livable
 - Miami-Dade is ahead in this initiative
 - Received community grant for benches and shade trees along Calle Ocho.
 - The purpose is to increase the livability of a community.

- Focus on transportation is dependent on the community, and whether this is addressed.
- Often, Park and Recreation manages activities and senior socials.

VISIT LAUDERDALE



Service Provided

- Not directly, work on BOCC initiatives, transportation to/from Convention center – private vendor USA transportation



Partnerships

- Shuttle service for convention center.



Information Availability

- When searched in Google the “VISIT Lauderdale” site appears as the first result. The site provides information on things to do, events, places to stay, restaurants and transportation. The site provides the tools you need to plan an unforgettable experience.
 - Website: <https://www.sunny.org>
- VIST Lauderdale can be found on multiple social media platforms such as Facebook, Instagram, Twitter, and YouTube.



Covid 19 Impacts

- N/A



Opportunities

- Late night-services.
- Upgrades at new City/County building at the Central Bus Terminal
- Dockless connectivity are easy and quick; they have a place in the system



Challenges

- Minimum wages and housing issues.
- New River Bridge
- Concerns about getting [hospitality] staff from home to work, cost of housing, low wages, limits opportunities to own a car

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
VISIT Lauderdale**

Thursday, December 2, 2021, at 10:00 AM Virtual Meeting

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the County.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Stacey Ritter
Robyn Chiarelli, FTLTMA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics

- 1) Does Visit Ft. Lauderdale engage in any in providing or promoting transportation services?
 - Not directly, work on BOCC initiatives, transportation to/from Convention center – private vendor USA transportation

- 2) Are you aware of any of your members that provide transportation services or promote options for employees and customers other than driving alone in a vehicle and parking on-site?
 - Partners are not members; the largest constituents are the beach hotels. They coordinate with BCT and Bertha Henry on lack of connectivity, time of day, shift workers, and several buses connecting from the terminal to the beach.

- 3) Are there any partnerships with transportation providers?
 - The website has shared information, doesn't actively share biking
 - a. Pedestrian
 - b. Bicycle
 - c. Tele-commuting
 - d. Micro-mobility
 - i. Scooters
 - ii. Bike Share
 - iii. Shuttles
 - e. Ridesharing
 - f. Park and Ride Lots
 - g. Shuttle service for the convention center
 - h. Local Bus
 - i. Express Bus
 - j. Van Pooling
 - k. Light Rail
 - l. Commuter Rail
 - m. Other _____

- 4) Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
 - Lack of late-night service has been a big issue for years and supporting late night services

- Hoteliers don't think the tunnel connection will work, limited connectivity, don't think the ridership is there – anecdotal, need data-driven
- 5) Does Visit Ft. Lauderdale and/or its Members, engage in conversations about sustainability or equity related to transportation and access?
- Concerns about getting staff from home to work, cost of housing, low wages, limits opportunities to own a car
 - Minimum wage issues, really long shifts and have transportation needs, cost of living,
 - Equity issues – work holidays, front line workers,
 - Tourism coalition bi-weekly call, hard to find employees,
 - The need for parents to be home with children if businesses pay lower than unemployment is a Catch 22.
- 6) Do you think your membership would be supportive of parking credits for new development that is served by premium transit options?
- Limited parking on the beach, use of valets,
 - The boat show promoter is the marine industries district association. This private vendor uses the vacant lot. Although the Odyssey event is this weekend, and there is no special event traffic, the South Beach parking lot is closed for food trucks.
 - Vacant lots will eventually be developed.
 - Micro-mobility connection, dockless connectivity are easy and quick; they have a place in the system,
 - If they stay in their lane, it is positive
 - Baltimore, they are using them again,
 - More robust locations for bike share
 - We need to find a way to make it more accessible
 - Uber and Lyft's – initial efforts they did not want to be identified, very popular, terms of service, pick you up and drop off in minutes,
 - Taxis don't seem to be able to get the response time,
 - New Uber service with female drivers and riders
 - Private sector's ability to adapt to customer needs

- 7) COVID resulted in a paradigm shift for commuting and working from home. Does Visit Lauderdale, and/or its members, have Work from Home Policies? Have there been discussions?
 - Large chains have their policies. At Broward County, they were all back on July 1, need to be in the office,

- 8) What new strategies, opportunities, and challenges does the future hold? ...next 5 years? ... next 10 years?
 - New River Bridge is a huge challenge. We have trained and need to have a TOD and connectivity to Trirail stations
 - Upgrades at the new City/County building at the Central Bus Terminal
 - Build where the train is.
 - We need more buses,
 - Western communities were designed for cars, and now the cost of living is changing the dynamic
 - The hospitality industry needs to change its business model; opportunities for promotion, losing talent, experience for customers are changing
 - 75% of our tourists go to the beach, they expect service and need to pay hospitality workers appropriate salaries
 - Frontline workers deserve a fair wage to obtain housing

- 9) Can you recommend any transportation best practices for transportation underway by the hospitality industry? Can you provide us a contact?
 - Not aware, relying on the County to resolve

- 10) How could this effort best benefit your agency and the public?
 - The benefit will be to the private sector and help get people to work reasonably, and get some of their lives back, which will change the industry, drawing employees back.

- 11) We plan on having a regular meeting TDM forum, and your point of view is essential. Can you participate? We will keep her informed

ALAN HOOPER - FTL TMA



Service Provided



Partnerships



Information Availability



Covid 19 Impacts

- Developers are starting to look at and incorporate Substantial balconies for new offices.
- Looking at construction of Housing to include good Wi-Fi through out the house.
- Looking at spreading out office spaces.



Opportunities

- Implementing new opportunities though surtax and infrastructure.
- Streamline Mobility.
- Communication and information on different services.
- Need to get people enthused.
- Aviation issues to be mitigated.
- Improvement of pedestrian experience.
- Infrastructure improvement on Key Corridors.
- Commuter rail, Light rail will be a game changer.
- Improving technology such as the Synchronization.
- One stop shop app for purchasing transit tickets & planning trips.



Challenges

- Peripheral Park and ride lot with a connection to job sites for construction workers.
-

Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Alan Hooper/Ft Lauderdale TMA/Private Sector
Wednesday, December 9th, 2021, at 11:00 AM Virtual Meeting.

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

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- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs.

Attendees:

Alan Hooper
Robyn Chiarelli, DTFTLTMA
Stewart Robertson, KHA
Jeff Weidner, MARLIN
Kathryn Marinace, MARLIN

Discussion Topics

1) What modes do you believe the FTL TMA could work on to impact peak period/commuter congestion?

- i. Pedestrian
- ii. Bicycle
- iii. Tele-commuting
- iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Local Bus
- viii. Express Bus
- ix. Van Pooling
- x. Light Rail
- xi. Commuter Rail
- xii. Other _____

- From the perspective of Downtown Fort Lauderdale TMA, the pedestrian experience could be improved, Andrews and 3rd Avenue can be enhanced, Key corridors to bring people into the center of downtown, the width of sidewalks, landscaping intersection can all be improved.
- Bicycle experience countywide is good, evolving all over. Some people will bike or e-bike to work.
- Scooters don't agree with the dockless stations. B-Cycle has docks, and FTL has banned scooters.
- People could buy their own, not rent.
- He was going to buy one for the office for employees to use.
- Bike share works great need more of them.
- Shuttles, golf carts, can work – Brightline is using them.
- The express bus is huge from east to west.
- Commuter rail, Light rail will be a game-changer.
- Countywide problem – we have to get the technology right. synchronization needs to be fixed, even in low traffic

- 2) Do you see any opportunities to fill service or information gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
 - The industry is doing a good job communicating.
 - Surtax 'has brought people together.
 - We need a one-stop app for purchasing tickets and planning trips
Brightline and coastal links will be game-changers.
 - Some people along the corridors don't know it is happening.
 - Gretchen/Broward County is developing marketing efforts.

- 3) Is transportation information shared with your members? Are there gaps in how information is provided from various service providers?
 - It is not happening now.

- 4) Do you believe there are areas of opportunity for a TMA to assist/support construction worker mobility to and from construction sites?
 - If we could give them the tools, construction workers would have a hard time, and many came from Miami. They do rideshare and help reduce congestion; managers come themselves,
 - Downtown you can 100 to 150 people on small jobs you 40.
 - Adjacent properties to the park have a peripheral garden and ride a lot with a connection.
 - Vanpool

- 5) COVID resulted in a paradigm shift for commuting and working from home. Are you aware of a forum or opportunities for the private sector to share best practices on Work from Home Policies?
 - Have been in the office throughout. Construction workers are frontline and need to be there.
 - They are adapting housing designs for good wi-fi, business center, amenity area, a fact of life now, open spaces and spread-out office space, 2-3 per thousand, open-air spaces, impacting urban.
 - New offices have a substantial balcony.

- 6) Is the FTL DDA engaged in supporting workforce housing? Equity? Sustainability?
 - Properties values are so high without a subsidy, difficult for inclusionary zoning is not going to work. It would require substantial subsidies, labor shortages, 30% cost up, and land has double.
 - We need a potential tax of one mil for workers.
 - Transportation is huge to fill the void, east-west unparticular, providing auto ownership options.

- 7) What new opportunities and challenges does the future hold? ...next 5 years? ... next 10 years?
- Implementing new opportunities through surtax, infrastructure – implement!!!
 - Brightline was implemented in 3 years.
 - We have a dedicated source of funding to streamline mobility.
 - FEC Trains can't fit.
 - Open trench/tunnel.
- 8) Can you recommend to us private sector leaders that can provide different points of view on their role in transportation for employees?
- Steve Hudson, DDA Member
 - Charlie Ladd – owns a lot of retail in Coral Springs and is a DDA Member.
- 9) How could this effort best benefit your agency and the public?
- Communication for workers, marketing to people who live in buildings
 - Construction workers in downtowns, the beach?
 - Cities have difficulty connecting the dots. Listen to planners instead of dictating; planners have the expertise.
 - Communication and collaboration
 - Get people enthused.
 - Used to have 50 people all collaborating, need to get to outcomes.
 - Aviation issues can be mitigated
- 10) We plan on having a regular meeting TDM forum, and your point of view is important. Can you participate?
- February 3rd, meeting with All.

FT. LAUDERDALE DOWNTOWN AUTHORITY DISTRICT (DDA)



Service Provided

- Being advocates to share information and encourage visitors to use multimodal options.



Partnerships



Information Availability

- When googled the Fort Lauderdale downtown Development Authority (DDA) appears as the first generated result.
- The Ft. Lauderdale DDA website provides information on who they are, what they do, board meetings, state market reports, for commercial and residential real estate reports. The website also provides information on the board members.
 - Website: <https://www.ddaftl.org>
- The Ft. Lauderdale DDA can also be found on different social media platforms such as Twitter, Facebook, LinkedIn, and Instagram.



Covid 19 Impacts

- Work from home policies may be unique to the size of the company.
- Take away from working from home is that the time spent on commuting has turned into productivity.



Opportunities

- Pilot programs,
- Incentives for Developers to offsets to development costs.
- Need for guest parking, especially cost of housing is so high people sharing units, more parking than there has ever been.
- Creating a strong economic opportunity/ system for real estate and disposable income.
- Fill in the gap between service providers and service agencies regarding the different services each provide.
- Providing better services for all users not just try to reach new users.



Challenges

- Stigma of transit.
- Additional parking in Downtown Fort Lauderdale.
- Looking at equity across the board.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Ft. Lauderdale Downtown Authority District
Monday, December 13, 2021, at 2:30 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

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- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs.

Attendees

Jenni Morejon
Robyn Chiarelli, FTLTMA
Jeff Weidner, Marlin
Kathryn Marinace, Marlin

Notes:

Clearinghouse for all transportation interest

Community is shifting and maturing into an advocacy role. It is the evolving nature and industry. We need to tell the right people the story.

Discussion Topics

- 1) Does the DDA engage directly or indirectly in any transportation services?
 - No, the biggest role is to be advocates to share what is available and encourage visitors to use multimodal options.
 - Urban design projects are few and far between but do not come along too much.
 - More of the communication. Communication = interaction between investors and new companies. Newspapers and social media provide information to build excitement, such as the reopening of Brightline. It is less direct but communicates the value and lifestyle of downtown.
 - Weekly newsletter – is not used for transportation
 - a. Bicycle
 - b. Pedestrian
 - c. Tele-commuting
 - d. Micro-mobility
 - i. Scooters
 - ii. Bike Share
 - iii. Shuttles
 - e. Ridesharing
 - f. Park and Ride Lots
 - g. Local Bus
 - h. Express Bus
 - i. Van Pooling
 - j. Light Rail
 - k. Commuter Rail
 - l. Other _____
 - m. Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?

- 2) With the population growth, and increased development, in the Downtown area, are there any plans or programs to account for increased congestion, reduce peak period traffic or planned TDM activities? Link hospitality/entertainment industry employers and employees?
- Gaps- a proactive team that provides relationships and a toolkit to inform people about the different services.
 - Pilot programs help to start small and incrementally without big budgets.
 - Light Bulb (Robyn): Hotbed for Pilot programs with partnerships with FAU.
 - Pilot programs help provide data and information to show where people live and where they work.
 - Same thing with hotel cleaning staff
 - Do outreach to connect the people with those in need
 - Right size the approach – use the pilot approach, try it for a while, then reallocate resources
 - Opportunity as a testbed for new projects
 - Use of data and information to analyze origins and destinations
- 3) Is the FTL DDA engaged in supporting workforce housing? Equity? Sustainability?
- We provide low-cost services and follow the masses—level of service across the board for every transit.
 - Equity is complex – we have been focused on the choice user,
 - Always been about the masses. We should be looking at equity across the board, more and better services for all users, not just trying to reach new users
 - Take the stigma off of transit, good service in underserved areas
 - Should serve or connect to the other 90%
- 4) Developer requirements that support trip reductions have been successful in other areas of the Country. How does the DDA feel about urban design techniques and TDM support from New Development?
- Incentives for Developers can give offset development costs.
 - Developers want to build more parking in Downtown Ft. Lauderdale.
 - Need for guest parking.

- Additional parking for roommates due to housing costs.
 - Examples of offset incentives are development costs, permit fees, and park fees.
 - Parking credits alone aren't the answer
 - Need for guest parking, especially the cost of housing, is so high people are sharing units, and there is more parking than there has ever been.
- 5) COVID resulted in a paradigm shift for commuting and working from home. Has the FTL DDA had discussions on sharing approaches to Work from Home Policies?
- Not directly in the sense of the leaders in policies. Policies are unique to the size of the company.
 - DTFL, averaging 15% above the national average in up ticking in parking.
 - Closer to 80-85% of employees are full-time in the office.
 - Would a tool kit be useful for work-from-home policies? Of course, but it may be redundant.
 - Advocating the benefit of the use of transit.
 - How do you balance? The alternative to teleworking is more time working and less time and stress spent on the highway.
 - Brightline has been covering this – first and last-mile 2.0
 - It might be redundant – Cushman Wakefield, trends and best practices, probably not unique in “Broward.”
 - Take the body of policy and information
 - A big takeaway is time spent on commuting has turned into productivity
 - Translate that into working on the commute – Win-Win – instead of driving, promote products on the way to commute!!
- 6) What new strategies does the future hold? ...next 5 years? ... next 10 years?
- The curve of technology is faster, smaller, and on-demand.
 - Autonomous short distance. Signing lease for mobility.
 - The future is now.
- 7) Can you recommend to us private sector leaders that can provide different points of view on their role in transportation for employees?

- GM at Riverside Hotel - HEIKO Doberikaw, Hospitality industry
 - Transportation incentives as well as signing
 - Andrew Konig – who runs City Furniture – Fleet services, lean process improvements, supply chain, innovative
- 8) How could this effort best benefit your agency and the public?
- Showing the company that we are proactive, innovative, and solution-oriented support livability.
 - As an agency that doesn't provide service but provides communication.
 - Creates a more robust economic opportunity/ system for real estate and disposable income.
- 9) We plan on having a regular meeting TDM forum, and your point of view is important. Can you participate?

Yes

BROWARD HEALTH



Service Provided

- Broward Health encourages and supports their employees in carpool initiatives.
- Broward health also assists patient with taxi and bus service vouchers.



Partnerships

- N/A



Information Availability

- Information on shuttle to and from the Tri-Rail station and Broward Health Medical center is posted on the Broward Health employee webpage.
- Information on Broward health services can be found on their website. When googled Broward health's website is generated as the first result.
- Broward health can be found of different social media platforms such as Facebook, LinkedIn, Twitter, and Instagram.
- Broward health has a mobile application "BHealthy Now" for android and iPhone users.



Covid 19 Impacts

- Broward health implemented a telework policy which allows employees to request to work from home. The policy evaluates the employees' position and is approved based on operational imperatives.



Opportunities

- Community shuttle to underserved neighborhoods, without public transportation.
- Stronger communication between service providers and users on information of services and programs.
- Development of a transportation site is something they would be useful to employees.



Challenges

- Transportation challenges to get to work or appointments.
- Lack of available transportation from home to the public transportation station, and/or from the local public transportation station to the place of employment or care provider.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Broward Health**

Wednesday, December 22, 2021, at 11:00 AM Virtual Meeting

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Garnett S. Coke
David J. Clark
Robyn Chiarelli, FTLTMA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Discussion Topics

- 1) Does Broward Health directly provide transportation services to assist employees, patients or visitors? *Broward Health does not currently provide transportation services to employees, patients and/or visitors; however, Broward Health encourages and support their employee participating in carpool initiatives, Broward Health also assist patient with taxi and bus service vouchers.*
 - Initiative employees can register internally for opportunities to carpool with those who work the same hours. So far it hasn't been the most effective program due to independency and having small children.
 - Can get more details on internal mechanisms.

- 2) Is parking provided for employees, patients, or visitors? Is there a fee? *Broward Health provide parking at no cost to employees, visitors, and patients.*

- 3) Are there locations that have parking availability constraints? *The Broward Health facilities provide no cost parking to sufficient support the parking needs of employees, patients, and visitors.*
 - How does the program work: The hospital will provide a vogue such as a bus ticket to their destination to patients whom do not have any transportation or someone to pick them up.

- 4) Do you feel that transportation barriers keep your patients from making and keeping health related appointments? What are the barriers? *Yes, Broward Health patients from low-income communities, particularly patient of the Broward Health clinics in the Fort Lauderdale areas, who do not have access to personal transportation; have indicated on multiple occasions, their reason for missing Doctor's appointments, is the unavailability of access to transportation.*
 - Is there a business perspective?
 - Certainly, effects productivity
 - Annual budget and need to meet scheduled appts.
 - Do you have any metrics on the percentage of missed appointments?
 - No show percentages

- 5) Do you have partnerships with transportation providers?
 - i. Pedestrian (None)
 - ii. Bicycle (None)
 - iii. Tele-commuting?
 - iv. Micro-mobility

1. Scooters
2. Bike Share
3. Shuttles
- v. Ridesharing
- vi. Park and Ride Lots
- vii. Local Bus
- viii. Express Bus
- ix. Van Pooling
- x. Light Rail
- xi. Commuter Rail *(Broward Health currently maintains a partnership with Tri-Rail to provide employees with free Tri-rail shuttle to and from the Broward Health Medical Center hospital along South Andrews Avenue.*
- xii. Other _____

- With the shuttles not running, the Uber and Lyft program is not very well published. Based on the staff and public comments the programs have not provided information regarding services.
- Only the Broward General Hospital.
- Other public transportation is available at other locations.

6) Do you see any gaps between partner transportation services that need to be bridged?

7) Do you have any suggestions for area transportation providers that would help residents make and keep their appointments and employees to arrive on time? *Community shuttles to underserved neighborhoods, without public transportation.*

- Broward health has Four (4) different campuses; Broward General, Broward North, Imperial Point, and Coral Springs.
 - 11 different clinics – homeless, primary and specialty care
- Is there a need to connect between sites?
 - Transportation center and Patient logistics center – primarily focused on medial transport.

8) Are there any programs underway encouraging employees, patients or visitors to use transit or share rides to your facilities? *Where Broward Health previously engaged their employees to participate in Ridesharing with other employees, Broward Health currently does not have a program that encourages Ridesharing and/or use of transit.*

9) Is transportation information shared with your members, are the gaps in how information is provided from various service providers? *With the exception of information on shuttle to and from the Tri Rail station and Broward Health Medical Center, which is posted on the Broward Health employee webpage, Broward Health does not currently participate in a program that share information about community/public transportation availability.*

- Broward Health has a commute website, it is not currently being utilized.
- The development of a transportation site would be useful to employees.

10) COVID resulted in a paradigm shift for commuting and working from home. Has the Health District adopted a Work From home policy for administrative, or other staff? Can you describe your policy? *Broward Health recently implemented a telework policy that allows employees to request approval to work remotely; employee positions are evaluated and approved based on operational imperatives.*

- They will review the availability of their telework and employee health policy.

11) What new opportunities and challenges do you see as we move forward? *Both employees and patients have expressed that they face transportation challenges to attend work or appointments. The challenges exist in the lack of available transportation from home to the public transportation station, and/or from the local public transportation station to the place of employment or care provider. The use of shuttles to traverse low-income neighborhood, may provide a means of alleviating some of those challenges.*

- A challenge is the first and last mile connection.
- Looking at How and where do patients come from.
- A Community Needs Assessment must be done every 3 years.

12) How could this effort best benefit your agency and the public?

- Definitely can see how this effort can complement in part or as a whole.

13) We plan on having a regular meeting TDM forum and your point of view is important. Can you participate? *Inform Garnett and David of the meeting on February 3.*

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BICYCLE SHARING (BROWARD B CYCLE)



Service Provided

- Bike sharing (Electric Bike)



Partnerships

- Local Bus
- Commuter Rail
- Tri-Rail
- FDOT permitting comes through BCT.
- Bike -friendly Businesses



Information Availability

- When searched Broward Bcycle is the first generated searched in Google. The Broward Bcycle website offers station maps, rates and membership, frequently asked questions, and how it works.
- Broward Bcycle also has a mobile application which can be found in the apple store and Google Play. The mobile application is available on IOS (Apple) and Android phones.
- The mobile application features:
 - Expedited registration with Apple Pay and Google Pay
 - Rider account management for ride data and account updates
 - Turn by turn directions to any location
 - Animated instructions how to use the bikes and system
- Broward Bcycle can also be found on different social media platforms such as Twitter, Instagram, and Facebook.



Covid 19 Impacts

- Ridership doubled during COVID and increased 122% in 2021- reaching 103,467 trips. Bike riding is COVID sustainable.
- Prior to COVID monthly events at stations, and group rides.



Opportunities

- Purchasing bike with Cities.
- Stations now have a smaller footprint and are solar.
- Educating municipalities.
- Changing the permitting requirements in the Cities.
- Finding sites.
- Downtown Terminal.



Challenges

- Working with municipalities and identify location for docks and support old B-Cycle model.
- Permitting process is not as easy as it used to be.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Bicycle Sharing Program
December 29, 2021, at 10:00 AM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners and users what are the opportunities and challenges for the future. Our objectives include:

- An outreach phase to understand transportation challenges and opportunities in Broward County
- Identification of gaps between service providers both functionally and through the provision of information
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking.
- The level of interest in a Countywide TMA and TDM opportunities.
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Jeff Torkelson
Cindy Corbertt-Elder
Robyn Chiarelli, FTLTMA
Roya Edwards, FTLTMA
Stewart Robertson, KHA
Jeff Weidner, MARLIN
Christina Fermin, MARLIN
Kathryn Marinace, MARLIN

Broward B-Cycle (owned by Trike Bikes) 1st a bike-share PPP system in the county. Most bikes are e-bikes with pedal assist. Jeff reduced the size and density of the fleet, which increased usage. Last year use increased, placing smaller stations, people love e-bikes, run non-profit Recycle Bicycle Exchange, are involved with anything bikes in tri-county area, use a bicycle for recreation and transportation. B-Cycle handles the investment portion of the program. In addition, b-Cycle maintains and administers the docks and system.

Cindy set up the Broward B-Cycle program, launched in 2011 – the program has been challenging to set up and implement. Wanted a countywide program, started in 3 main coastal cities and grew, then shrunk. Initially had title sponsors, this has changed. Fees have changed over the years; the program continues to evolve, which is self-sustaining.

Challenges- working with the city and permitting the placement.

Discussion Topics

- 1) What transportation services do you primarily provide?
 - i. Pedestrian
 - ii. Bicycle
 - iii. Working from home
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share: Broward B-cycle
 - a. First, countywide, bike shares 21 stations, and e-bikes only get assistance when peddling.
 - b. Trips have gone up dramatically, new technology, small stations, no need for electrification, new stations are more flexible, people love them, can now go places where they could not go before, engaged in bike giveaway programs,
 - c. Biased to bike share, biker, Broward resident for 25 years, very familiar with the local area.
 3. Micro-Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Paratransit - On-Demand/Subscription Services
 - viii. Vans/Shuttles
 - ix. Local Bus
 - x. Express Bus
 - xi. Van Pooling
 - xii. Light Rail
 - xiii. Commuter Rail
 - xiv. Other _____

- 2) What other modes do you have partnerships with? – e.g., bus stop co-location with BCT or TriRail

No stations at TriRail. However, there was a big gap with the other station in the city of Hollywood.

The permitting for any B-Cycle station located on FDOT right-of-way goes to Broward County.

New development station with the city of Fort Lauderdale. The county is not funding B-Cycle. B-Cycle is self-sustaining.

- i. Pedestrian
 - ii. Bicycle
 - iii. Working from home
 - iv. Micro-mobility
 - 1. Scooters
 - 2. Bike Share
 - 3. Micro-Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Paratransit - On-Demand/Subscription Services
 - viii. Vans/Shuttles
 - ix. Local Bus – New opportunity at the new downtown terminal.
 - x. Express Bus-
 - xi. Van Pooling
 - xii. Light Rail
 - xiii. Commuter Rail-They used to have approval for one at Hollywood TriRail
- Other: For any approvals with FDOT permitting come through BCT. B-Cycle handles the investment part, self-sufficient.

Received approval from FDOT to place bike station at Tri-Rail in Hollywood – never happened. However, several discussions about putting a bike station at the Downtown Terminal—potential for partnerships at Park & Ride lots.

- 3) What types of marketing tools to use to reach out to your customers?

- i. Curbside/Transit Stops
- ii. Community Events/Pop Up Events
- iii. Incentives
- iv. Transportation outreach through Employer Transportation Coordinators
- v. Active outreach and marketing at origins and destinations (large residential communities and major employers)

- vi. Website ads
- vii. Apps ads
- viii. Social Media ads – coordination with cities and counties, Facebook, and Instagram.
- ix. Television
- x. Radio
- xi. Billboards
- xii. Other: Before, COVID would have monthly events at stations, group rides, support county, City, FDOT, and MPO on events, and partner with bike-friendly businesses. Groups rides, Bike month, MPO events, FDOT events, and B-Cycle works with bike-friendly businesses that give riders a discount.

4) What partnerships do you have with other agencies or municipalities on marketing and encouraging TDM activities?

- Challenge initially worked with FDOT, a \$311K grant, Ft Lauderdale, Hollywood, LBTS, Pompano Beach, others, maintenance agreements with Cities has evolved over the years.
- New technologies have also evolved
- Initially set up at the beach as a solid start
- Self-sustaining
- We need to move the needle on profit
- Lots of challenges with the Cities.

Lauderdale-by-the sea, Pompano Beach, Fort Lauderdale & Hollywood
 FDOT, County, Broward MPO

5) Do you see any opportunities to fill in gaps between partner agencies that could encourage new riders/users?

- Spoken with Brightline a few times, but they have a new coordinator and working with them now.
- The Brightline station and BCT terminal are divided. There should be a hub. Also, there is exposure to theft at that location,
- Locate a station at Broward and Andrews Ave.
- Social equity has been a problem, putting stations in places that will be self-sustaining; last year, they focused on equity
- We need to get 3 rides per day. Now we can have smaller stations, want to get more bikes in hands that people need to use it
- Don't have a cash system. Social equity will be part of a new program
- Looking to roll out in October
- Lower-income areas do have access to a phone,
- Having a credit allows for recouping loss prevention

- New bikes are now being retrofitted with GPS, battery level, at 40% now be at 100% in 45 days.
- B-Cycle administers and maintains the docks and the bicycles. The city is asked to keep access and the area around
- Opportunity for Cities participating in cost also where there is not a profitable location, Support locations in underserved communities
- Surtax could be an opportunity

6) What metrics do you use to measure the success of the program?

- i. New customers,
- ii. Annual rides per FY, Month
- iii. They can measure the distance
- iv. Revenue Passenger Miles
- v. Reduction in Vehicle Miles Traveled
- vi. Air Quality
- vii. Other: Origins and Destinations??? Station checks outs, track from one station to another station, CO2 reductions, pounds of fat burned.

Annual Rides per FY, Distance Metrics, Station Check-Outs (# of checked out bikes at a station), Station-to-station, Miles Traveled, CO2 Reduction, Gas Saved, Calories Burned, Zip Code

7) Developer requirements that support trip reductions have been successful in other areas of the country. Do you have experience with any municipalities (local, state, national) that require accommodation for bike share/micro-mobility in development approvals?

- A new opportunity now with the latest technology, no need for power, 3.0 Docks, can have smaller stations, used to need 11 bikes, can be smaller now, 2 and 3 docks stations, add mass and connectivity to the system.
- Formed PPP with County, we have been through the evolution of micro-mobility. They have survived and evolved. In a good place and will be around.
- B-Cycle Scooters????? B-Cycle national, scooters will not be taking on scooters, some systems did partner, but they have stopped. Not a part of B-Cycle.
- Believer in station-based systems. More stations have been successful across the country.
- Challenges – working with municipalities,
- Cities have conflicting thoughts and run up against other departments, P&R, and Facilities that don't want it.
- Other cities would like more bike share locations

- 8) COVID resulted in a paradigm shift for commuting and working from home. Have you seen an increase or decrease in bike share activity in 2020 and 2021?
- Ridership doubled during COVID and increased 122% in 2021- reaching 103,467 trips. Bike riding is COVID compliant.
- 9) What new opportunities and challenges does the future hold? ... following 5 years? ... next 10 years?
- New technology and smaller stations.
 - As a countywide program, the existing agreement is 2026; looking to extend it.
- 10) How could this effort best benefit your agency and the public?
- Educating municipalities
 - Federal and County Gants
 - Finding sites
 - Sponsorship
 - Changing the permitting requirements in the Cities
 - Ability to develop permit packages
- 11) We plan on having a regular meeting TDM forum, including service providers, users, the citizens and public and private sector employers. We believe your point view is important to the conversation. Can you participate? Yes, keep Cindy and Jeff on the contact list.

Additional Notes:

Challenges: working with municipalities, identifying docks' locations, and supporting the old B-Cycle model.

- Conflicting thought – Trans department want it but then other departments Such as Parks and Rec and facilities don't want this.
 - Ft. Lauderdale- Went biking friendly to not.
 - One city said they would dispose of bikes if found in cities.
- ii. Metrics: Covid – success, FY 21 double in trips (122% Increase) July to June TDP
- Broke 100,000 trips.
 - FY 2019- 37,0000
 - 2020-
 - Popularity of new bike.
 - Metric for new members

- i. Distance metrics? Where a bike is picked up and where it was dropped off.
- ii. Lbs of co2 reduced.
- iii. Annual members, weekly members, and single members.

Equity:

Social equity – challenge- creating a sustainable system.

Getting the maximum use of bike (3 trips per day)

Smaller stations in areas that are not self-sustaining.

Financial impact or loss.

No cash or CC options.

Have a mobile app to make a purchase.

Low-income areas and the demo still have access to the phone.

We are finding ways to connect by phone.

Newer technology is GPS -BIKES

One hundred in the next 45 days.

B-cycle maintains and admin all bikes.

- Open to purchasing bikes with cities.
- Credit to cities publicly
- Transportation surtax- opp. To do some of these projects.
- TMA- SUPPORT federal and county grants.
- 103467 trips – in ridership 122% increase.
- Permitting is hard in the city of ft. Lauderdale

MOBILITY ADVANCEMENT PROGRAM (MAP) TEAM



Service Provided

- 30 Year program resulting from the penny for transportation surtax.
- Shuttles
- Complete streets
- School zone improvements
- Road expansion programs



Information Availability

- The MAP program can easily be googled. Information regarding the MAP program can be found on the Broward.org. On the MAP program webpage one can find information on projects in different cities funded by the program. The MAP program webpage also offers information on school zone improvements, studies, technological innovations, and transit service enhancements.
- The Mobility advancement program can be found on multiple Social media platforms such as Instagram and Twitter.
 - Website: <https://www.broward.org/PennyForTransportation/Pages/default.aspx>
- The Broward MAP Team can also be found on different social media platforms such as Twitter, Instagram, Facebook, and LinkedIn.



Covid 19 Impacts

- Not many employers have policies or guidelines for working from home. Broward County does not allow working from home.
- Certain sectors and industries may not be able to work from home, such as police, fire, health care, hotel, restaurants, or unionized workers.



Opportunities

- Integrated mobility app.
- Provide strategies for further growing or expanding employee/employer ridesharing program.
- MOT advisements
- Coordinate with public and private sectors for planning of new opportunities.
- Communication and Collaboration
- Get people enthused.



Challenges

- Cities want their own Downtowns and urban cores which can be difficult to achieve regional goals and visions.
- Strategies or focus groups on developing flexible or off-peak schedules as partner agencies attempt to help reduce and shift some of the peak period congestion.
- Accessing affordable rideshare for those living and employed in other counties.



Partnerships

- N/A

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Broward County Mobility Advancement Program (MAP) Team
Tuesday, January 4, 2022, at 2:30 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Gretchen Cassini, Broward County MAP Program
Neil Lyn, Broward County Planning Supervisor
Min Tang Li, Broward County
Josette Severyn, Broward County Mobility Planner
Robyn Chiarelli, DFLTMA
Y'hoshua Morris, KHA
John Lafferty, KHA
Jeffrey Weidner, MARLIN
Kathryn Marinace, MARLIN
Christina Fermin, MARLIN

Discussion Topics

- 1) **What modes do you see the FTL TMA could work on to impact peak period/commuter congestion?**
 - i. Pedestrian
 - ii. Bicycle
 - iii. Tele-commuting
 - iv. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - v. Ridesharing
 - vi. Park and Ride Lots
 - vii. Local Bus
 - viii. Express Bus
 - ix. Van Pooling
 - x. Light Rail
 - xi. Commuter Rail
 - xii. Other: flying taxi or flying transports (Small occupancy (5 persons) electric flying vehicles)
 - Downtown FTL has a heliport for helicopters.
 - Flying Taxi/Transports is a potential future mode of transportation as some countries and cities are testing flying electric vehicles. Potential for deployment in rural areas with limited accessibility. Dubai and South Korea both currently have flying Taxis. Dubai was the first to provide this service to enhance mobility – Urban Air Mobility.
 - Waiting on regulatory approval for electric vertical take-off and landings (EVTOL), expected in 2024 (Joby Aviation is leading). Miami Herald Article in September 2021, Archer Aviation, deploying half helicopter and half airplane in Miami, Florida.

- 2) **Do you see any opportunities to fill service or information gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?**
 - An integrated mobility app allows users to view all public transportation options and real-time display in a single app and pay for their service/fare. In addition, this app would be able to include Maas options partnered with the Transit agencies to complete trips.

3. Regional Mobile Ticketing Solution: SFRTA's ultimate goal is to develop a mobile ticketing solution to not only include fare offerings from regional transit partners (including Broward County Transit, Palm Tran and Miami Dade Department of Transportation and Public Works), but also to incorporate bike sharing and ride sharing services to enable door to door trip planning and purchasing (using the same independent back office acquired during Phase 2.) To this end, SFRTA will develop an open-platform solution which will allow regional partners the option of integrating their own fare products. This added convenience will provide Tri-Rail and other public transit customers the ability to plan, book and purchase multiple mobility options from both public and private transportation services.

- The study is in the process of putting together an implementation plan for TDM. Mobility App discussion on updates on Brightline 2.0, Broward MPO & Tri-Rail signed a scope to create a single mobility APP, to include bike share, rideshare, and Transit services from the tri-county region. Send Gretchen Scope of Services.
- Promoting teleworking policies, employer parking cash-out policies, and similar policies that would promote alternative forms of transportation.
- Also, strategies or focus groups on developing flexible or off-peak schedules as partner agencies attempt to help reduce and shift some of the peak period congestion. Not many existing incentives for these policies. Broward Health provides transportation information for workers and the community; the service is underutilized.
- Location-based service (LBS) data is utilized to comprehend better and learn when, where, and possibly why and how people conduct travel. County and MPO partner with FDOT districts 4 and 6 to get this information. Regional big data using replica data and INRIX. This will expand and progress over time.
- Discussion on BCT overnight on-demand service. BCT works with large employees and industries to get data. However, we do not know where people from Miami-Dade and Palm Beach commute when they enter Broward County.
- Provide Strategies for further growth or expanding employee/employer ridesharing programs.
- Discussion on the difficulty in employees working in other counties accessing affordable rideshare. Equity and accessibility for low-income workers have been a challenge regarding transportation. Registering for carpool is a monthly

cost of \$600 per MAP employee traveling from Palm Beach County to Plantation. This is for the SFCS Program. Gretchen to provide additional information.

- Board believes employers/private sector should be marketing and providing incentives for these programs. BCT has a marketing team that has expanded since the passage of the penny sales tax.
- The county needs to do a better job at engaging employees and employers for their needs to ensure success.

3) **Is transportation information shared with your members, and are the gaps in how information is provided from various service providers?**

- Employee (public transportation) discount programs and public transportation services are not well communicated. In addition, bicycle parking and the availability of bike lockers are not well promoted.
- MOT advisements that impact parking garage or building access are communicated well. MOT usually means Maintenance of Traffic (MOT) while construction occurs. *For example, the City of FTL does well in sharing projects that impact transportation infrastructure. LauderStreets is a city platform where MOT announcements may move traffic due to construction. This is part of their enhanced transparency. Area of opportunity to provide these service announcements for bike/ped/transit users.*
- Unrelated to my employer, pedestrian and bicycle MOT are not well communicated, implemented, or considered. Considerations to develop a centralized location for sharing information, especially when involving various service providers, would be helpful.

4) **Do you believe there are areas of opportunity for a TMA to assist/support construction worker mobility to and from construction sites?**

- Yes, while at the City of Fort Lauderdale, feedback was received that dockless mobility was a great option for construction workers to park in dedicated parking and use dockless mobility to travel to construction sites. Strategic placement and coordination with large development sites would be beneficial.
- Recommend reaching out to the logistics and freight industry for input on TDM strategies—discussion on a toolbox that can be promoted to contractors and municipalities.

- Construction workers may travel to worksites with special vehicles.

5) **COVID resulted in a paradigm shift for commuting and working from home. Are you aware of a forum or opportunities for the private sector to share best practices on Work From Home Policies?**

- A program from FDOT, South Florida Commuter Services, has a section on working from home/telework.
- <https://1800234ride.com/working-from-home/>
- Most employers follow CDC Guidelines – not many employers have policies or guidelines for working from home. Broward Health has a written policy for working from home. Broward County has a written policy (7/1/21) and does not allow working from home; policies change as circumstances change.
- Certain sectors and industries cannot work from home, police, fire, health care, hotels, restaurants, or unionized workers. Hotels are having difficulty finding employees because people want to work from home. We need to find a way for these industries to provide transportation – especially low waged jobs

6) **Is the FTL DDA engaged in supporting workforce housing? Equity? Sustainability? N/A**

- Discussion on equity and how it has impacted the job market. Big data can assist with identification and solutions. For example, a vanpool is an opportunity for shift workers, need to market and communicate this to those in need.
- County passed an **Ordinance (Land Use Plan, Policy 2.16.3)** encouraging TOD, Mixed Use, Dense Housing on existing commercially zoned on the west side of US-1 to University Drive. This was for cities to adopt and implement the LUPA to receive more points or consideration for Surtax and Grant Funding.
- The county is investing a lot of resources and advocacy for affordable housing.
- All cities want their Downtowns and Urban Cores, which can be challenging to achieve regional goals and vision.
- The resilient Environment Department has a team specifically for resiliency and may want to interview. Recently hired Chief Resiliency Officer – Jennifer Jurado, PhD

7) **What new opportunities and challenges does the future hold? in... following 5 years? ... next 10 years?**

Growth and increased densities will require a more complete and robust multimodal transportation system that will be able to move people. An emphasis on public transportation, bicycle/micromobility, and pedestrian infrastructure will be needed to permit and enhance accessibility to transit.

Resiliency considerations (e.g., sea-level rise, king tides, and growing need to accommodate electric vehicles) will need to be a focal point in the effort.

To understand and remedy any prolonged effect of the pandemic, sea-level rise, etc., on travel behavior and the resulting travel demand with progressive technologies.

To coordinate with public and private sectors in planning for new opportunities and challenges (i.e., Developing a regional masterplan for all On-Demand Services, including shared ridesharing options/services, electric vehicles, connected vehicles, autonomous vehicles). This should also include having the necessary technology infrastructure to support the South Florida Region.

- 8) **Can you recommend to us private sector leaders that can provide different points of view on their role in transportation for employees?**

NA

- 9) **How could this effort best benefit your agency and the public?**

Communication and collaboration

Get people enthused

- 10) **We plan on having a regular meeting TDM forum, and your point of view is important. Can you participate?**

Yes. The next meeting is on February 3.

SEMINOLE TRIBE



Service Provided

- Shuttle



Partnerships

- N/A



Information Availability

- N/A



Covid 19 Impacts

- Realized during COVID the transportation needs were exposed. Now demand is getting stronger, more traffic, in the process of qualifying and plan for the future.



Opportunities

- Information on partner agencies/list of resources to share this information across the Tribe.
- TDM could assist in reviewing Transit plan which is currently underway.
- Parking Credits.
- Funding opportunities.
- Better understanding what is happening in County to assure growth.
- Connecting to airport, seaport, and Brightline.



Challenges

- Increase Costs due to COVID.
- Ensuring better ridership in the county with tourism.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Seminole Tribe
January 7, 2021, at 1:30 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Emran Rahaman, Seminole Tribe PW Director
Rodolfo Caceres, HBC Engineering
James Jackson, Senior Project Manager for Public Works of Seminole Tribe
Robyn Chiarelli, DFTLTMA
Roya Edwards, DFTLTMA
Stewart Robertson, KHA
Jeff Weidner, MARLIN
Christina Fermin, MARLIN
Kathryn Marinace, MARLIN

Introduction:

8 Reservations in Florida – Hollywood and Coconut Creek in Broward

Mr. Rahman is a member of the BMPO TAC, responsible for housing, transportation projects, etc.

Rodolfo: HBC Consulting - assisting with technical support and project management for the tribe.

Discussion on the scope of services for this project.

James: is the liaison to the gaming organization.

Lots of pedestrian activity between residential areas and gaming areas.

Discussion Topics

- 1) Does the Seminole Tribe in Broward County provide transportation services?
 - a. Pedestrian- A lot of pedestrian activities between residential areas and employment centers.
 - b. Bicycle
 - c. Tele-commuting (work from home)
 - d. Micro-mobility
 - i. Scooters
 - ii. Bike Share
 - iii. Shuttles: in and around the reservation. The casino has its shuttle. In addition, the tribe has its program for education, events, and health care for shuttle service for community members, employees, and support staff on the reservation.
 - e. Ridesharing
 - f. Park and Ride Lots
 - g. Local Bus
 - h. Express Bus
 - i. Van Pooling
 - j. Light Rail
 - k. Commuter Rail
 - l. Other _____
 - Shuttle service in and around the community and casinos, healthcare, education, and around the reservation, accessible to employees, partners, and residents.

- 2) Are there any partnerships with transportation providers?
 - No, but Gaming may have some partnerships.
 - We are working with MPO on programs and services related to transportation.
 - Communicates needs through the MPO and coordinates with FDOT.

- Executive operations of Completed a Tribal Transportation Study may still be underway
- a. Pedestrian
 - b. Bicycle
 - c. Tele-commuting
 - d. Micro-mobility
 - i. Scooters
 - ii. Bike Share
 - iii. Shuttles
 - e. Ridesharing
 - f. Park and Ride Lots
 - g. Local Bus
 - h. Express Bus
 - i. Van Pooling
 - j. Light Rail
 - k. Commuter Rail
 - l. Other _____
- 3) Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
- The tribe has partnered with HBC to identify any gaps.
 - I want additional information on partner agencies/a list of resources to share this information across the agency.
- 4) What transportation challenges exist for the Tribe – community, and neighborhoods? Employee commuting? Businesses?
- A transit plan is underway in the hope that this is identified during the study.
 - The tribe has not worked with BCT for shuttle service – would like to know what is available—discussion on BCT Shuttle program, Robyn to provide contact and application to the tribe.
 - MPO/Robyn can review Transit Plan Tribe is currently working on for input.
 - Discussion on BCT TOPS Program to provide door to door services for paratransit: seniors and disabled. Not just doctor appointments but also food shopping and other needs, e.g., hairdresser.
<https://www.broward.org/BCT/pages/paratransit.aspx>

- 5) Does the Seminole Tribe and/or its members engage in conversations about sustainability or equity-related to transportation and access?
 - The tribe has recently begun having conversations about equity and sustainability, especially with COVID. Agency has seen an increase in transportation costs and exploring how this is impacting the tribe
 - Broward County Transit has a shuttle program funded through the penny surtax.
 - TDM could assist and review the tribes' transit plan that is currently underway
 - The cost of purchasing cars is very high. A recent report says the average price is \$29,000

- 6) Do you think your membership would support parking credits for new development that is served by premium transit options?
 - The tribe could benefit. The tribe would like additional information on available services topics to share with the agency and explore benefits.

- 7) Are parking there parking space availability issues? Are there any benefits offered to employees or customers for not parking on-site?
 - Yes, we do not currently have benefits in place.

- 8) COVID resulted in a paradigm shift for commuting and working from home. Does the Seminole Tribe and/or its members have Work from Home Policies?
 - The tribe does allow work from home for specific staff, unaware that there is a policy in place and needs to check with HR. For example, public Works do not work from home, but some admin staff does.
 - We see rising costs in Post Covid, driving the price up organizationally.

- 9) What new strategies, opportunities, and challenges does the future hold? in... following 5 years? ... next 10 years?
 - Realized during COVID the transportation needs were exposed. Now demand is getting more robust, and more traffic is qualifying and planning for the future.
 - COVID provided a significant change in movement, seeing much more traffic and movements than before COVID.
 - HSBC is assisting in quantifying the data to compare today vs. historically.

- Looking at Electric Vehicles (EVs) – existing infrastructure and how they can move towards EVs
 - KHA to provide a presentation to PW next week on EVs around the Country.
 - Circuit provides micro-transit services, and the tribe will be meeting with this company to see how the tribe can benefit.
- 10) How could this effort best benefit your agency and the public?
- i. Transportation information: by providing existing resources and contacts.
 - ii. Funding opportunities
 - iii. Community transportation services
 - iv. Would like a better understanding of what is happening in the county to ensure growth can occur and increase transit use, increased tourism, and connection between Casino and transportation centers.
 - o The casino receives much of the tourism that comes to South Florida.
 - v. Central Broward East/West transportation study, how to connect to the airport, seaport, and Brightline
 - vi. Include responsible parties
- The tribe was working with the MPO/County on the Wave
- 11) We plan on having a regular meeting TDM forum, and your point of view is essential. Can you participate?
Yes

BROWARD COUNTY SCHOOL BOARD



Service Provided

- School Bus



Partnerships

- No Transportation partners, but works with Brightline on safety messaging.



Information Availability

- The Broward County schools website provides a wealth of information. In regards to Transportation, the website provides Resources, Terminal contacts, communication on school bus stop, and metrics under SIMS.
 - Website: <https://www.browardschools.com/Page/32526>
 - Information on metrics: <https://www.browardschools.com/sim>



Covid 19 Impacts



Opportunities

- Community Shuttles in replacement for City service for students who live under the 2 miles mark.
- Walk Safe/ Bike Safe Programs.
- School carpooling, Biking, Walking, and provide a school lane.
- Incentives.



Challenges

- Getting Parents to Change their behaviors.
- Student Pickup & drop off lines.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Broward County School Board
Wednesday, January 19, 2022, at 2:30 pm Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (DFLTMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns. There are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Kathy Koch, Broward Schools
Rolando Alvarez, Broward Schools
Robyn Chiarelli, DTFTLTMA
Stewart Robertson, KHA
Jeff Weidner, Marlin
Christina Fermin, Marlin
Kathryn Marinace, Marlin

Notes:

Kathy, Chief Communications Officer at Broward Schools – TMA, was a client years ago.

Rolando, Executive Director of Transportation Services Department, 29 years with the school board.

Discussion Topics

1) What types of transportation services do you provide and promote directly for your customers?

- a. Sidewalks/Pedestrian
- b. Bicycle Facilities
- c. Walking Bus Programs
- d. Tele-commuting
- e. Micro-mobility
 - i. Scooters
 - ii. Bike Share
 - iii. Shuttles
- f. Ridesharing/Carpooling
- g. Park and Ride Lots
- h. Community Bus
- i. Local Bus
- j. Express Bus
- k. Van Pooling
- l. Other: School Bus

- Approximately 1,000 routes per year.
- In 2021 transported 54,000 students daily
- 17 million miles per year in busing students
- 237 schools in Broward County
- Includes special needs
- Transportation is not provided to students who live within 2 miles of the school – GPS walk path measurement
- Transport prior to Covid 70K to 72K. Now 140K to 144K total trips.

2) What types of TDM Activities do you partner with other providers on:

- a. Sidewalks/Pedestrian
- b. Bicycle Facilities
- c. Tele-commuting
- d. Micro-mobility
 - i. Scooters
 - ii. Bike Share
 - iii. Shuttles
- e. Ridesharing/Carpooling

- f. Park and Ride Lots
 - g. Community Bus
 - h. Local Bus
 - i. Express Bus
 - j. Van Pooling
 - k. Other: Provide oversight of charter school bus drivers.
 - No transportation partners work with Brightline on safety messaging. Began working with BCT, but this has been paused due to COVID.
 - Jeff to send Tri-Rail Operation Lifesaver program.
- 3) What marketing partnerships are underway encouraging TDM activities?
- Some cities provide community bus services: Miramar, Margate, and Cooper City are examples.
 - Not aware of TDM.
- 4) Do you see any opportunities to fill gaps between partner transportation agencies that could encourage new riders/shifts in mode choice?
- City service is great for children who are not eligible for transportation – within a 2-mile radius. These are the most likely kids to drop off/pick up.
 - Community shuttles could provide a transportation solution/option for these children, which may minimize the impacts.
 - Every magnet student is eligible for bus service that lives outside of a 2-mile radius - Miramar High, South Broward High, South Plantation, Dillard High, and Parkland Middle School all provide countywide magnet programs.
 - Charter schools do not provide transportation.
 - There are 6 terminals, 4 main and 2 satellites.
 - Broward schools oversee requirements and inspection of all school bus drivers.
 - 90% of school buses start routes at 5 am to 6 am and end routes at 4:30 pm to 5 pm
 - We are Inputting 60 electric buses – a pilot program – the largest in the nation.
 - Have 1400 school buses; utilizing 1200.
 - First to pioneer propane buses 10 years ago – 1/3 of the fleet is propane.
 - The biggest challenge is getting parents to change their behavior.

- 5) Do you have overflow challenges with pick-up drop-off locations?
 - Yes, some schools have challenges, such as with student pickup locations.
 - Vehicles lining up to pick up 30 minutes before can be a challenge to having a clear path for buses.
 - Drop-in children are riding buses due to COVID concerns, resulting in more parents picking up and dropping off students.
 - COVID had increased the number of pickups and drop-offs.
- 6) Do you have on-site parking shortages at schools?
 - Not aware of parking issues.
- 7) Are you familiar with the Safe Routes to School Program?
 - Recently has seen correspondence related to SRTS on Oakland Park school and BMP proposal.
- 8) The Infrastructure and Investment Jobs Act provides an emphasis on health and equity. Are you engaged in programs to promote walking and biking to school or collaborate on transportation challenges for those not eligible for school bus rides?
 - Not involved districtwide, some schools may have their programs.
- 9) What metrics do you use to measure the success of your services and/or mode shift programs?
 - a. Fewer pick-up drop-offs
 - b. Fewer students and employees parking on-site
 - c. Active transportation – persons walking and biking to school
 - d. Number of students bussed
 - e. On-time performance
 - f. Other: Number of students and number of rides per day / annual mileage / average busload

Metrics are available on the Broward Schools website in the Annual Report (SIMS).

 - <https://www.browardschools.com/sim>
- 10) With a gradual, safe return to school in the current environment, what is your organization doing to instill confidence in buses?
 - Follow CDC guidelines on capacity and cleaning.
 - Provide masks to students.

- Daily cleaning of buses
- 11) How has Covid affected your service? What new strategies does the future hold? ...next 5 years? ... next 10 years?
- LAST YEAR before COVID, 70 – 72,000 students per day, they provided rides to 54,000 students.
 - The biggest challenge has been getting workers (drivers)—a nationwide issue due to COVID.
- 12) How could this effort best benefit your agency and the public?
- Interested in exploring
 - Any proposes or changes must go through the school board
 - Walk safe/Bike safe programs
 - School carpooling, Biking, Walking and providing a school pool lane.
 - Incentives
- 13) The MPO and TMA will be kicking off a regular forum for TDM discussion beginning the first week of December. We anticipate regularly scheduled meetings. Will you be able to participate? Who is the correct contact?

Yes

CAREER SOURCE BROWARD



Service Provided

- Career source Broward works with the business community to help Job seekers with transportation for interviews, however when selected for the job transportation goes back on the employee.



Partnerships



Information Availability

- Career source Broward is easily searchable in Google and is generated as the first search. The Career source Broward website provide information for career seekers, Employers, Youth Services, and Events.
 - Website: <https://careersourcebroward.com>
- Career Source Broward can be found of multiple social platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube.



Covid 19 Impacts

- COVID will have long term effects, work at home syndrome will continue. Employers will realize the quality of life and flexible work schedules.
- We need to look at the question “Are there certain Jobs that need to be in the office from 9-5”?
- Shift hours of operation for companies, may shift the travel and congestion.
- Pre- pandemic had a labor deficit of 35%.
- If everyone went back to work there would be a labor deficit. New people going into labor deficit.



Opportunities

- Opportunities for other new modes of transportation, such as gondolas.
- Public, Private Partnerships (P3 ideology)
- Developing a service to manage those who work from home.
- Educate the community on using mass transit and not focus on the SOV use.
- An opportunity to think about is “How do we connect the service jobs to the employment hubs”.
- Connectivity to the convention center to develop an entire network.



Challenges

- Work force Housing, however it may take several years to do so.
- Connection above the road.
- Create a link between the service industry workers to the jobs.
- Technology may reduce service industry jobs by automation.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Career Source Broward
Tuesday, January 25, 2022, at 10:00 AM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns, and there are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Heiko Dobrikow, EVP, GM of Riverside Hotel
Robyn Chiarelli, FTLTMA
Stewart Robertson, KHA
Y'hoshua Morris, KHA
Jeff Weidner, Marlin
Kathryn Marinace, Marlin

Notes:

Heiko is the incoming Chair on the board for Career Source Broward.

Discussion Topics

- 1) Does Career Source partner with transportation providers to provide support for job seekers and new jobs?
 - i. Tele-commuting
 - ii. Micro-mobility
 1. Scooters
 2. Bike Share
 3. Shuttles
 - iii. Ridesharing
 - iv. BCT Local and Community Bus
 - v. 95/595 and I-75 Express Bus
 - vi. Van Pooling
 - vii. Trirail
 - viii. Brightline
 - ix. Other _____
 - Career source Broward hasn't had an active role in transportation discussion. However, career source Broward is Involved with the Business Community.
 - Certain business is congested in certain areas near the HUB.

- 2) Do your clients share that transportation is part of the challenge of meeting career aspirations? Getting a job? Holding a job?
 - Career source Broward works with the business community to help Job seekers with transportation for interviews; however, transportation goes back on the employee when selected for the job.
 - How do we provide the shortest trip to get to work?
 - Broward college conducted a study that looked at 12 zip codes to partner and provided education on jobs. Below are 6 of the 12 zip codes in Broward in which the study was conducted:
 - 33069
 - 33309
 - 33311
 - 33313
 - 33319
 - 33323
 - Jobs located on the beach can create a long distance to travel if employees come from different cities or counties. As a result, they may have to take multiple routes, taking longer.

- Career source Broward connects the unemployed with the correct employers to provide new education and the right connection. He hasn't been involved with the whole spider web on housing, has not taken a lead road but has talked about it. We do not want to duplicate efforts from other groups. However, the MPO is taking the lead in this issue, and career source Broward would be happy to assist.
 - Rent controls and Microunits – need to embrace. Build microunits in the urban hubs.

- 3) Transportation for portable jobs like construction or temp work must provide an added challenge as transportation scenarios fluctuate? Is that something that is discussed?
 - Transportation has not been discussed. Instead, it's about filling the jobs.
 - There is a shortage of labor jobs, and Careers Source Broward has worked with technical schools to train skilled laborers.
 - Starting salaries could be 6 figures due to high demand. So the question we should be thinking of is, "How do we get the labor force to and from the areas (live to work)."
 - Phil Purcell= Marine industries of South Florida. Not just in the marine industry but engages in the community.
 - The United Way -ALICE Report shows the poverty level we have. 50% of the Broward County level live at or below the poverty level.
 - The utilization of public transportation will make a living more affordable and provide a quality of life.
 - At the end of the day, if you look at those making a living in Broward County. Are you able to afford to live?
 - Miami Dade- Broward realtor association – Danielle Clermont
 - Provide data on the housing market over the next 10 years = what will happen in the housing market.
 - A significant shortage of skilled labor
 - The marine industry is number 1 in Broward. How do we get more skilled labor?
 - Salaries are in the six figures for some skilled labor, particularly dry dock yachts. Marine industry Phil Purcell

- 4) Have your clients shared issues related to parking availability or costs as a challenge to getting a job and keeping a job?

- Heiko has an employee who works for him, lives in sunrise, and works near the beach. His daily commute is about 3 hours back and forth. Wanted to assist him with getting a closer job, but he likes where he works.
 - Career services provide internships, apprenticeships, and new education. It doesn't have a lead role in transportation. However, the MPO is taking the lead in solution finding for transportation.
 - The majority of workers spend 45 minutes working in the hospitality industry.
- 5) Do you see any opportunities to fill gaps between partner transportation agencies that help your counselors better serve your clients?
- There is an apparent disconnect to the beach.
 - Bring the service industries out of certain neighbors from a direct line and drop them off in front of those businesses.
 - Brightline is an opportunity—artery transportation line from Orlando to Miami.
 - The Latin American community and European community know how to take the train.
 - Focus on high-paying industries, but also need to support service industries, retail, and maintenance.
 - Rent control and micro-units can be part of the solution so people can walk and bike and not drive.
 - We need to look at what comes first, base salaries, and see if people can prosper at \$15 an hour.
- 6) Do your counselors and/or clients discuss or bring up sustainability, accessibility, or equity related to transportation?
- Will service labor forces be able to afford tesla experience??
- 7) COVID resulted in a paradigm shift for commuting and working from home. How has COVID changed Career Source Broward? Short term? Long Term?
- COVID will have long-term effects, and work at home syndrome will continue. Employers will realize the quality of life and flexible work schedules.
 - Do we need to look at the question, "Are there certain jobs that need to be in the office from 9-5"?
 - Shift hours of operation for companies may shift the travel and congestion.
 - Pre- pandemic – had a labor deficit of 35%. We will still have a labor deficit if everyone goes back. New people are going into a labor deficit. Brought J-1 visa students in to fill the shortage and need to find housing and pack them there.

- We are currently scouting 40 J-1 Visa students. Broward county coalition – how can FT. Lauderdale beach hotels partner with each other to select J-1 visa housing projects and partner with the MPO for transportation without providing congestion.
 - How many folks will work from home? Another paradigm shift as software and technology continues to evolve.
 - Tele working from home will continue to grow. Now more palatable to the employers. We need to have flexibility,
 - Scenario – accounts payable person – doesn't need to be in the office and can work on their hours.
 - We need to shift hours of operations to relieve congestion.
- 8) Many sources are reporting there are many job openings and few applicants. Has this scenario played out with more opportunities for Career Source clients?
- Pre-Pandemic food service had a labor deficit of 35%; even if everyone came back, they currently have a deficit of 43%—8,900 employee deficits.
 - We have 3.8% unemployed in Broward.
 - If you review Sunny.org (VISIT Lauderdale website), it provides information on 7,554 additional hotel rooms that will be added to the county. If you think about how many employees are needed, the rule is:
 - One person per guest room will add 7,554 additional labor force workers. (sunny.org- greater ft. Lauderdale conventions bureau)
 - Greater Fort Lauderdale Hotel Pipeline report. Shows the number of hotel rooms that will be added. The number of rooms then shows you the number of new service employees that will travel to work using transit.
 - A central business district labor force of 90,000 hospitality workers
- 9) What new strategies, opportunities, and challenges do the future hold? ...next 5 years? ... next 10 years?
- An opportunity to think about is "How do we connect the service jobs to the employment hubs."
 - A new strategy or opportunity we may want to think of is how do we put a robust plan together to connect the zip codes used in the Broward College study to jobs.
 - Workforce housing is needed; however, it takes 10 years to get everyone on board with its idea.
 - Technology may be a challenge. Technology may reduce service industry jobs by automation.

- A paradigm shift, embrace mass transit. A cultural change, but it will take time for that to happen.
 - Away from the service industry, we need to look at high-paying jobs. Different levels of transportation. How many workers will still work in the office? Some will never go back to the office.
 - We need to educate the community on a new paradigm of using mass transit and not focus on SOV use. A cultural shift is required but will take time to do so.
 - An opportunity to look at developing a service to manage those who work from home (i.e., plan or technology software)
 - We need to think about connections above the road, such as monorails. For example, a monorail from Sistrunk Corridor connects to the downtown district.
 - Is the tunnel equitable?
 - Utilization of the downtown Ft Lauderdale Heliport – would be suitable for high paying jobs
 - Opportunities for other modes of transportation such as Blue ways and gondolas, use of the waterway network. You carry 30 people and take them to the hotels. They are shift workers and travel early, and then the gondolas can be used by the tourists.
 - Open-air and less concern about COVID
 - Miami-Dade is looking at a cross-bay gondola connection.
 - Future holds driverless pods
 - The Wave project would be a big
 - Implement a strategy of timing for shift workers and a pod system for temp.
 - We need more workforce housing.
 - Opportunity for a P3 (Public, Private Partnership) Ideology that understands the issues of providing workforce housing as a critical element in transportation.
- 10) How could this effort best benefit your agency and the public?
- Connectivity to the convention center, develop an entire network.
 - Should talk to Mark Gale at FLL airport. Due to FLL airport's low fares, people travel from neighboring counties. In the next 10 years, there will be 10 more transportation needs. Brightline and Tri-Rail will play a key role.
 - How do we create a line between the service industry workers to the jobs?
- 11) We plan on having a regular meeting TDM forum, and your point of view is essential. Can you participate? **Yes.**

GREATER FT. LADUERDALE CHAMBER OF EQUITY COUNCIL



Service Provided

- Promote and advocate equity issues/ solutions.



Partnerships



Information Availability

- There is a limited information on the Equity Council, however more information can be provided by contacting Anthony Abbate.
- The Council section can be located on the Greater Ft. Lauderdale website page. Once on the website page at the top of page there is a membership tab. A dropdown menu will appear with a section for “Councils”. The equity Council appears on the site as “racial equity& diversity”
 - Website: <https://www.ftlchamber.com/index.php>



Covid 19 Impacts

- Broward County pivoted quickly from pandemic.



Opportunities

- Pedestrian and bicycle safety education.
- Improve infrastructure
- Affordable workforce housing.
- Community buses inside of neighborhoods with elderly residents.
- Services to underserved communities.



Challenges

- Bridge/Tunnel is an issue because the bridge would further divide the community, separating Sistrunk.
- Telecom companies to provide services in underserved communities.

**Broward County Transportation Demand Management Study
Stakeholder Coordination Meetings
Greater Ft. Lauderdale Chamber of Commerce Equity Council
Wednesday, February 2, 2022, at 1:00 PM Virtual Meeting**

Overview

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA) to study potential Transportation Demand Management (TDM) strategies to relieve congestion in the county.

TDM has traditionally focused on reducing peak period traffic by attracting solo drivers to carpools or transit, first-mile/last-mile connectivity, cohesive marketing efforts, shifting work schedules away from peak hours, and allowing more employees to work at home. In the last two years, we have experienced shifts in former commuting patterns. There are elevated discussions about equity and resilience and how we move forward in the transportation industry. This study includes broad based objectives so that the MPO and DFLTMA can collectively assess with our partners opportunities for the future. Our objectives include:

- An outreach phase to understand transportation challenges opportunities in Broward County
- A discovery phase to identify the current level of TDM activity in Broward County
- An assessment of the impact of the Covid-19 pandemic on TDM opportunities with a focus on teleworking
- The level of interest in a Countywide TMA and TDM opportunities
- The development of a coordinated implementation plan that complements service provider programs

Attendees:

Daniel Lindblade

Sheryl Dickey

Tony Abbate

Robyn Chiarelli, DFTLTMA

Stewart Robertson, KHA

Jeff Weidner, MARLIN

Kathryn Marinace, MARLIN

Notes: The goals of the Ft. Lauderdale Chamber Equity Council are:

- 1) Create equity within our culture and structure,
 - 2) Deliver and collaborate on our racial equity agenda with other leaders and organizations
 - 3) Assist at-risk black communities within our region. We commit to opposing racial injustice and inequity
- The Racial Equity Council, formed in early 2021, ensures that economic and social inequity becomes a thing of the past. Work with the local black community to ensure a future of prosperity.
 - An example of inequity, The Sistrunk Boulevard transportation study shows that the lanes needed to be narrow so that it was walkable. The surrounding neighborhoods are connected except for this one.
 - The Equity council's role is to promote and advocate.
 - The Ft. Lauderdale chamber equity council is specifically working with the black community to improve equity and services.

Discussion Topics

- 1) Does the Equity Council partner with transportation providers to promote equitable transportation?
 - The council does not specifically focus on transportation.
 - Brightline has provided new connectivity.
 - Eventually, when we have FEC Tri-Rail, there will be better connectivity. Looking forward to Transit-Oriented Development at stops throughout the corridor
 - Linking transportation and housing is something to move forward.
 - Multiple opportunities to focus on colleges and universities, connecting people to higher education opportunities.
 - Transportation/ Transportation providers need to Have a regional approach
 - There is the Broward County Chamber of Commerce which is a non-profit,
 - In 1910 Board of Trade evolved into several purposes, now focused on Ft Lauderdale, such as VISIT Lauderdale, Ft Lauderdale Alliance, and the Greater Ft Lauderdale Alliance.

- Prosperity Partnership – 6 pillars that lead to prosperity, including racial.
 - i. Pedestrian/Bicycle infrastructure
 - ii. Tele-commuting
 - iii. Micro-mobility
 - 1. Scooters
 - 2. Bike Share
 - 3. Shuttles
 - iv. Ridesharing
 - v. BCT Local and Community Bus
 - vi. 95/595 and I-75 Express Bus
 - vii. Van Pooling
 - viii. Tri-Rail
 - ix. Brightline
 - x. Other _____
- 2) Do your constituents/clients discuss or promote sustainability, accessibility or equity related to transportation?
- Focus on racial equity, specifically with the black community.
 - There is another group working on sea-level rise and flooding, just another part of the puzzle
 - With equity for transportation costs, people don't realize the impact of fees.
 - Many people are making a low income.
 - Bridge/Tunnel is an issue because the bridge would further divide the community, separating Sistrunk. Later this month, the county will be deciding on the LPA.
 - Discussion of the fragmentation of the decision-making process. The fragmentation is left open to influences to drive the decisions against what is truly dependent. Fragmentation of the decision-making process allows for biases to happen. It needs to be less multi-jurisdictional so that we can track the accountability.
 - It is hard to trace the decision-making process. So how do we revise the strategy or identify the process??
 - Contemplating a study led by Jim Karras, affiliated with Harvard, developing a tool for all agencies that an equitable flow of capital.
 - Discussions on how we are on have one of the lowest ratings for the flow of federal dollars to the black community.

- 3) Access to healthcare and healthy food are emerging issues in the transportation industry. Do you believe this is a challenge in Broward County?
 - School District will be of value, so many kids get their nutrition through the school.
 - There is a significant homeless (3,500) population living out of cars.
 - Nutrition has been emerging discussion from School Board.

- 4) Broadband accessibility has become part of the transportation discussion. Is internet access/availability a challenge in Broward County?
 - Telecom providers are moving to more expensive fiber networks. As a result, telecom providers need to come to communities to provide accessibility.
 - Providers didn't connect to the Sistrunk corridor.
 - Service providers need to come into underserved communities.
 - A steady connection to internet access is a challenging service that fails often
 - Complete streets and complete mobility. Surtax Map lends itself to support better broadband access.

- 5) What are the current transportation challenges that underserved communities are confronted with today? Do you see future challenges?
 - A big proponent of the scooters.
 - But concerned about safety.
 - Commuter routes to TriRail have not been restarted, and they should be
 - B-cycle is not available in underserved communities.
 - Issue of cost and service them.
 - The city of Ft Lauderdale approved the LauderTrail connecting many different areas.

- 6) Are there gaps in the transportation system that impact underserved communities?
 - The commuter buses are not connected.
 - The issue of the cost of service.
 - Community shuttles are needed.
 - There is a gap in community buses inside neighborhoods with elderly residents.

- 7) We have heard that the cost of housing is putting more distance between the workforce and their jobs. How can transportation be improved to bridge this challenge?
- Ft Lauderdale's housing authority needs to provide more in the Urban Core, with 700 new units coming forward.
 - \$50 Million in incentives for workforce housing from Broward County.
 - The final piece is the advent of the coastal Link
 - New City County Center is another opportunity
- 8) COVID resulted in a paradigm shift for commuting and working from home. Has COVID changed the Council's approach to jobs and economic development? Short term? Long Term?
- Broward county pivoted quickly, and there was a reduced rate for the internet.
- 9) What new strategies, opportunities, and challenges does the future hold? ...next 5 years? ... next 10 years?
- Racial Equity awareness has been elevated due to the recent racial brutality incidents.
 - A renaissance of social equity.
 - Broward County is highly supportive of equity programs.
 - Focused approach on a community, time to get results through a surgical approach
 - President Hale at Broward College – picked the 6 worst zip codes to focus on.
 - An alliance of property partnership.
 - We face the challenge that the state has the highest childhood poverty levels.
- 10) How could this effort best benefit your agency and the public?
- Now is the time to make waves and get funding to provide equity.
 - We should have pedestrian and bicycle safety; this is a big issue. Infrastructure is fragmented; we need access to transit.
 - More affordable workforce housing.
- 11) We plan on having a regular meeting TDM forum, and your point of view is essential. Can you participate?
- I will send the invitation over as well as to other future events.

APPENDIX B – WORKSHOPS 1-4 POWERPOINTS

WORKSHOP FORUM 1

DECEMBER 2, 2021



Transportation Demand Management (TDM) Study

Workshop Group

Outline of Scope (Major Tasks)

- Task 1 – Document existing TDM efforts in Broward County
- Task 2 – Document scope of peer TMAs within the nation
- Task 3 – Develop Transportation Demand Management Workshop Group
- Task 4 – Community Vision Report & Implementation Plan
- Task 5 – Assist with Broward MPO-specific TDM development, outreach, and education

Schedule

		SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
TASK	1 Document Existing TDM Efforts	█									
	2 Document Scope of Peer TMAs		█								
	3 TDM Workshop Group			█							
	4 Community Vision Report & Implementation Plan					█					
	5 Broward MPO-specific TDM Outreach			█							

TMA Overview

Evolution

- The Downtown Fort Lauderdale Transportation Management Association (DFLTMA) has been providing community transportation services in the City of Fort Lauderdale since 1992.
- Various transit services have been provided throughout the years, including Sun Trolley and Water Trolley.
- Currently evolving to provide transportation demand management on a countywide level.

Core Mission of the TDM Study

Community Needs

- Understand and document the community's TDM needs with a focus on:
 - Traffic mitigation
 - Teleworking
 - Flexible work schedules
 - Mobility for seniors
 - Transportation advocacy
 - Safety
 - Environmental impacts

Goals

- Promote efficient TDM systems and programs.
- Enhance the area's competitiveness and economic vitality.
- Help bolster its image as an attractive place in which to live, work, visit, and conduct business.
- Make a positive impact to reduce traffic congestion and enhance the connectivity between modes of travel.

Congestion Management Process (CMP)

- CMP is a systematic and regional approach for managing congestion.
- Provides up-to-date information on transportation system performance.
- Assesses alternative strategies to address congestion.
- Develop and implement strategies to improve the safety and mobility through all modes of transportation and to reduce single occupancy vehicle travel

Introductions

Interactive Polling

Respond at PollEv.com/kha1

or

Text [KHA1](#) to [22333](#) once to
join

🌐 When poll is active, respond at PollEv.com/kha1

📱 Text **KHA1** to **22333** once to join

What is your favorite transportation movie?

Speed

The Walk

Snakes on a Plane

Throw Momma from the Train

Planes, Trains, and Automobiles

What is your role in the Workshop Forum?

Roles

- Ongoing participation to help inform Implementation Plan recommendations.
- Become eventual ambassadors for TDM implementation.
- Help us expand our message.
- Potential TMA Board Members.

What have we learned so far?

TRANSPORTATION PROVIDERS

OPPORTUNITIES

CHALLENGES TO OVERCOME

Broward County Surtax/ Infrastructure & Jobs Act	NIMBY Issues Informing the Public Building Private Sector Champions Sustainability
New Pilot Projects	Support Marketing Concerns about shared rides Transit Ridership was Trending Down Pre-Covid
TMA Successes in Tampa	Complementing the SFCS Program Developing TMA Format and Program Adopting Trip Reduction Ordinances
Technology Advances	Provide Consolidated TDM App Back Office issues Equity
Performance Metrics	TDM is based on VMT Congestion is based on VHT Traditional reporting based on NTD

TRANSPORTATION
USERS

OPPORTUNITIES

CHALLENGES TO OVERCOME

MPO Funding/ Broward County Surtax/ Infrastructure & Jobs Act	Connected Services Inter-Regional Rail Safe Mid-Block Crossings on Major Roadways
First and Last Mile – Micro Mobility	Connectivity Safe, Comfortable and Convenient Accessibility Frequent service
Branding / Marketing	South Florida/Broward Brand Dissemination of Information
Technology Advances	Provide Consolidated TDM App Equity and Accessibility
Incentives	Vanpool/Carpool benefits Federal Employee tax credits Transit pass discounts Comfort & Convenience – secure bike parking, showers

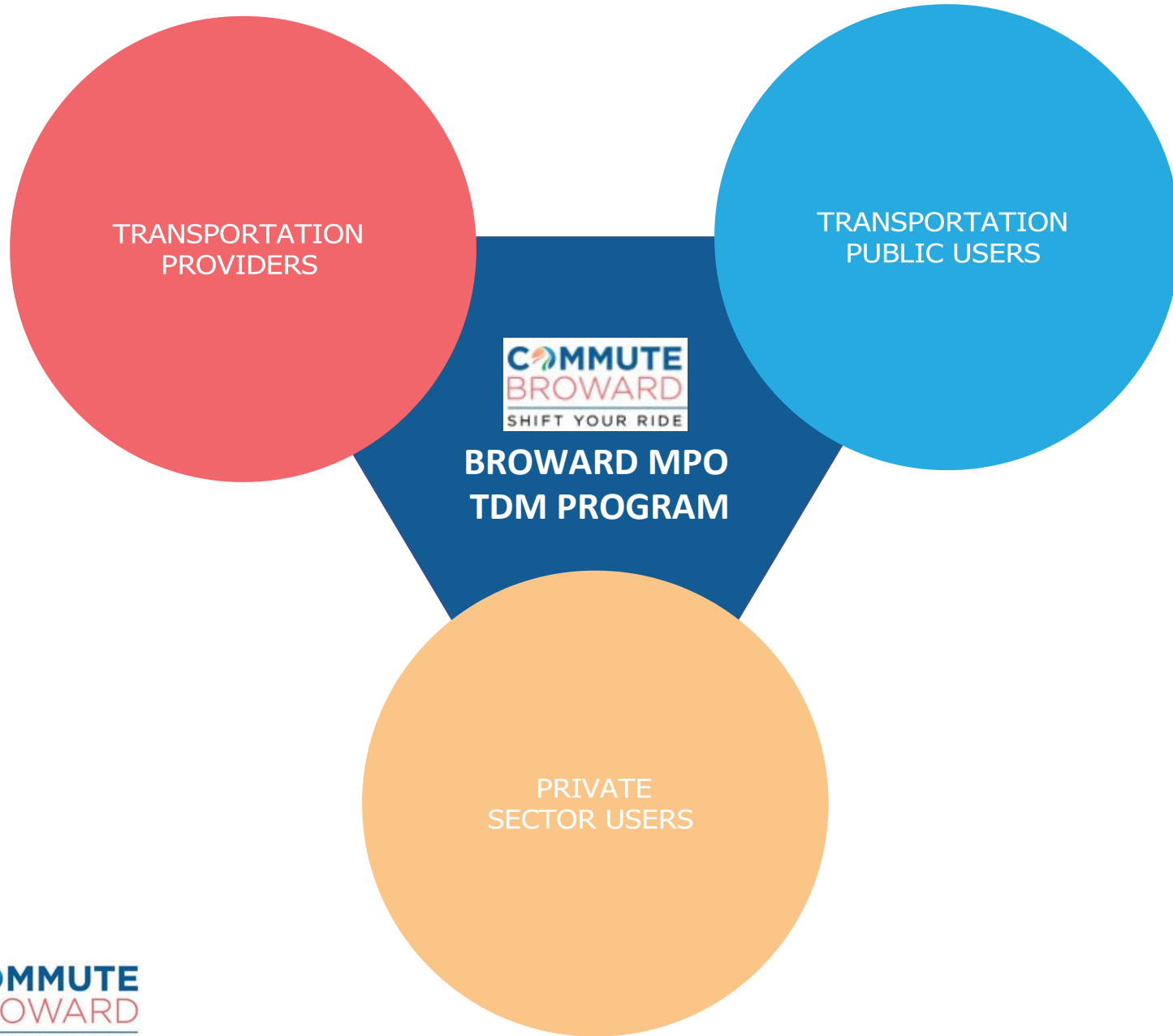
PRIVATE SECTOR
STAKEHOLDERS

OPPORTUNITIES

CHALLENGES TO OVERCOME

Dense Activity Centers/Transit Hubs/SF Growth	Mixed Use Internalization Parking Credits/Trip Reductions Urban Design – Safe, Comfortable and Convenient Citizen Support for Growth
Premium Transit - Rail & BRT East Coast Link, East-West Link, Beach Connection, 11 Corridors	Citizen Support New River Canal Crossing Support Education and Marketing of Plans
TDM Supportive Policies	Trip Reductions Understanding of What Can Work Incentives/Travel Benefits
First Mile/Last Mile Connectivity	Micro-Mobility Transportation Network Companies Van Pool Program Subscription and On-Demand Service

BROWARD MPO TMA GOALS & OBJECTIVES



🌐 When poll is active, respond at Pollev.com/kha1

Rank these values relating to TDM (Personally)

Health

More Personal Time

More Productive During Commute

Protecting the Environment

Saving Money

🌐 When poll is active, respond at PollEv.com/kha1

Rank these values relating to TDM (Affiliation)

Health

More Personal Time

More Productive During Commute

Protecting the Environment

Saving Money

🌐 When poll is active, respond at Pollev.com/kha1

📱 Text **KHA1** to **22333** once to join

What goals/values are most important to establish for the TDM Study?

🌟 No responses received yet. They will appear here...

Open Forum

Next Steps

Second Forum: February 3rd, 2022, at 2:00 PM



WORKSHOP FORUM 2

FEBURARY 3, 2022



Transportation Demand Management (TDM) Study

Second Workshop: February 3rd, 2022, at 2:00 PM

Outline of Scope (Major Tasks)

- Task 1 – Document existing TDM efforts in Broward County
- Task 2 – Document scope of peer TMAs within the nation
- Task 3 – Develop Transportation Demand Management Workshop Group
- Task 4 – Community Vision Report & Implementation Plan
- Task 5 – Assist with Broward MPO-specific TDM development, outreach, and education

Schedule

		SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
TASK	1 Document Existing TDM Efforts	█										
	2 Document Scope of Peer TMAs		█									
	3 TDM Workshop Group			█								
	4 Community Vision Report & Implementation Plan					█						
	5 Broward MPO-specific TDM Outreach			█								

Evolution

- The Downtown Fort Lauderdale Transportation Management Association (DFLTMA) has been providing community transportation services in the City of Fort Lauderdale since 1992.
- Various transit services have been provided throughout the years, including Sun Trolley and Water Trolley.
- Currently evolving to provide transportation demand management on a countywide level.

Interviewees

Transportation Service Providers

- Florida Department of Transportation (FDOT) Central Office Commuter Assistance Program
- FDOT District 4 Office of Modal Development
- South Florida Commuter Services (SFCS)
- USF Center for Urban Transportation Research
- Broward County Transit
- Broward County Mobility Advancement Program
- SFRTA/Tri-Rail
- Brightline
- Area Agency on Aging of Broward County
- South Florida Vanpool Program
- Uber
- BCycle

Private Sector/ Stakeholders

- Broward Workshop Transportation Committee
- Broward County Lodging and Restaurant Association
- Greater Fort Lauderdale Chamber of Commerce
- Downtown Development Authority (DDA) Fort Lauderdale
- Visit Lauderdale / Convention & Visitor's Bureau
- Uptown Urban Village/Uptown Business District
- Hooper Construction
- Plantation Midtown Advisory Board
- The Galleria at Fort Lauderdale

Community Sector User Group

- FAU Student Services & Campus Life, Academic Affairs, Broward Campuses
- Broward District Schools, Transportation Operations, Student Transportation and Fleet Services
- Broward Health
- Career Source Broward
- Seminole Tribe of Florida
- South Florida Education Center TMA
- AARP
- Local Coordinating Board for the Transportation Disadvantaged
- Bicycle, Transit, and Drive-Along Commuters
- Greater Fort Lauderdale Chamber of Commerce Equity Council (pending)
- NAACP (pending)
- Urban League of Broward (pending)

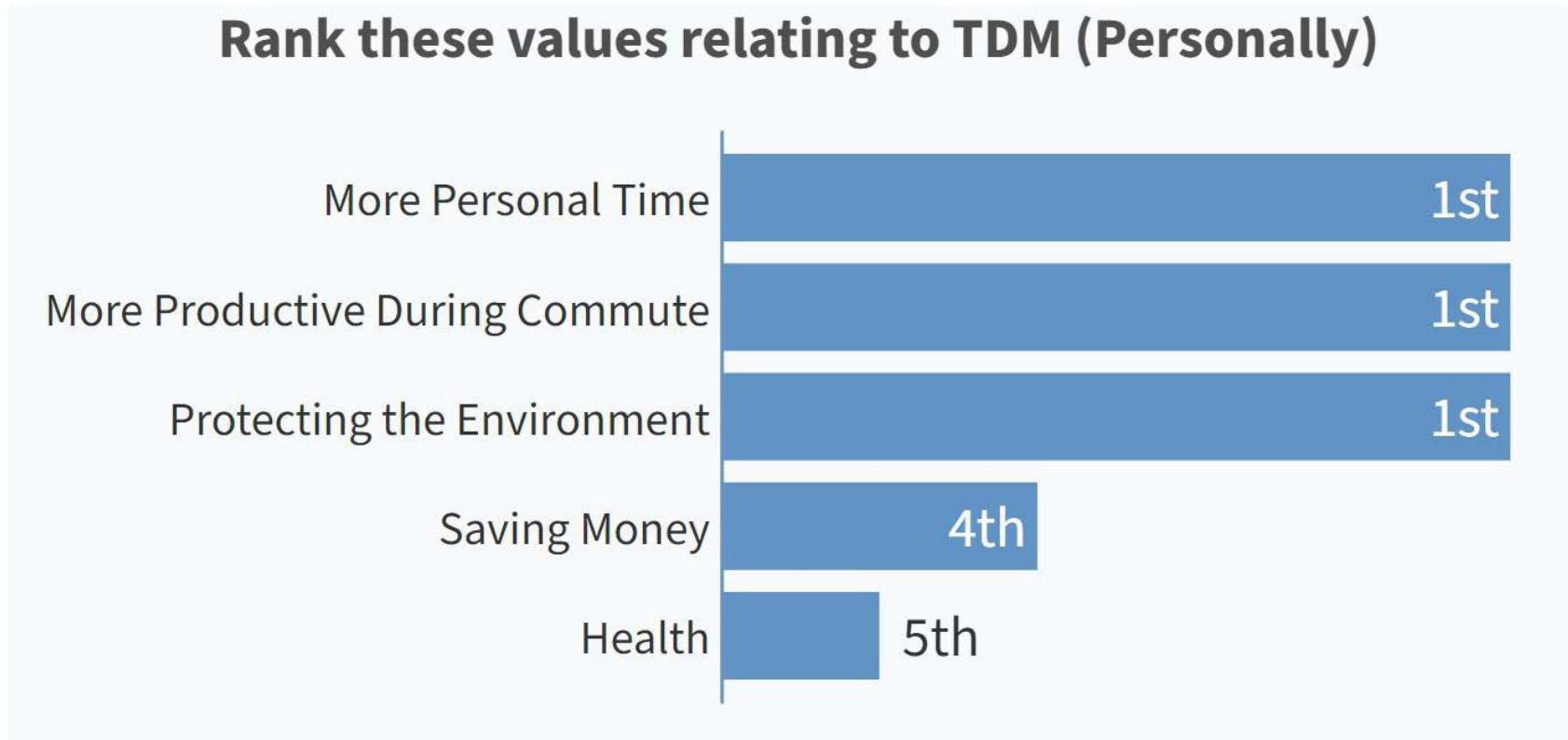


December Workshop Group Meeting

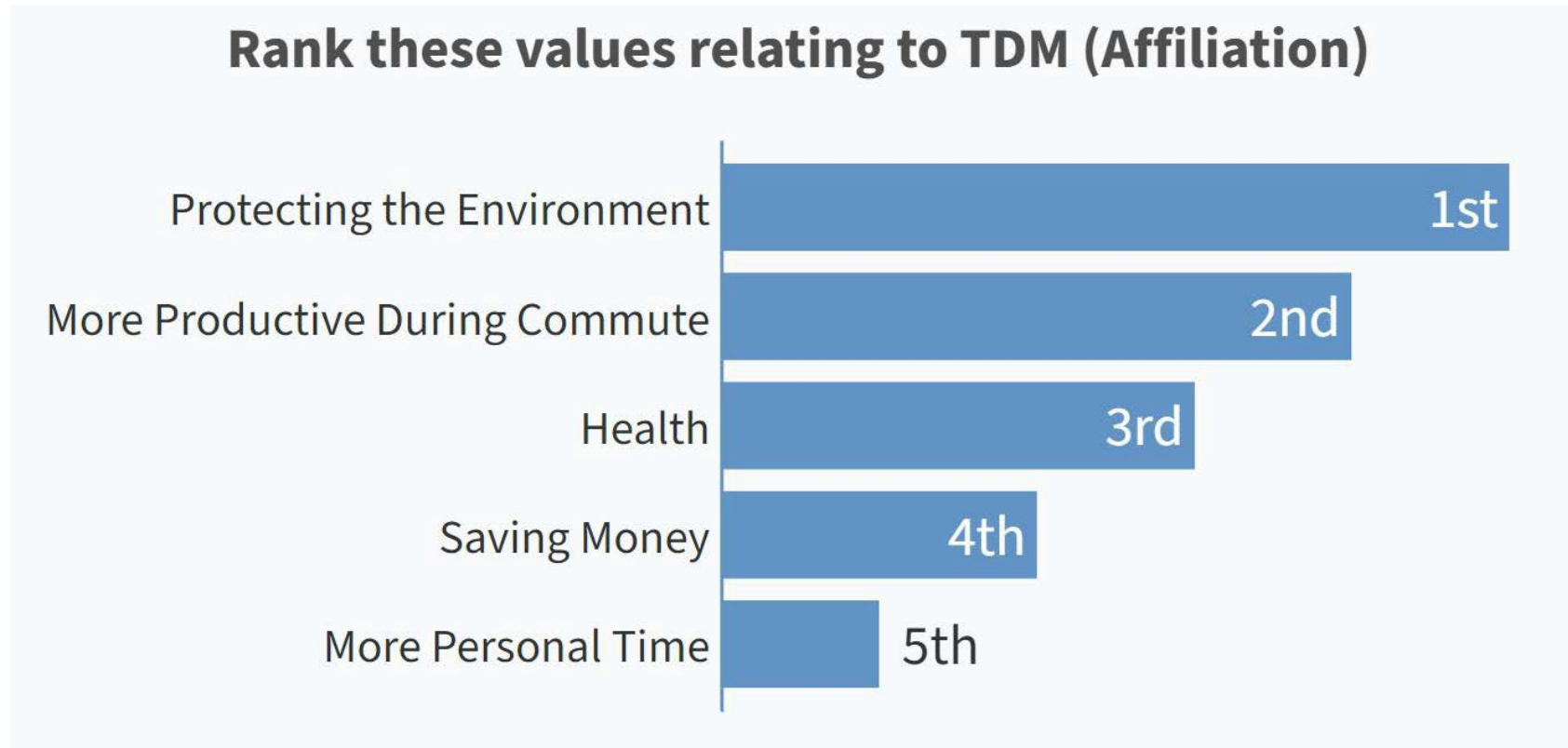
What was discussed?

Opportunities	Challenges
County Surtax, IJJA, Premium Transit	Not In My Back Yard
Equity	Advocacy
Pilot Projects	Collaborative Marketing
Technology	Systemwide
Micro-Mobility/ FMLM	Complete Trip App
Incentives	Collaboration & Outreach
Policies/Ordinances	Model Ordinance Development

Survey Results



Survey Results



Survey Results

What goals/values are most important to establish for the TDM Study?



National TMA Peer Review of Best Practices

Peer TMAs



Atlanta CAP



- TDM Ordinance: No TDM ordinance
- Host Agency: CAP/ADID
- Challenges: Equity, housing limits transportation choice
- Funding: BID, no membership dues
- Marketing: E-newsletters and social media marketing
- COVID-19: Has not pushed telework, flex parking or flex passes
- Insights: Weave TDM into more areas than traditionally thought of (Built environment, students, different types of workers, equity, etc.)

Austin Movability



- TDM Ordinance: No
- Host Agency: Austin Alliance (no setup to be permanent)
- Challenges: Extreme growth, large amounts of businesses relocating to Central Texas, too large of a service area
- Funding: Primarily membership dues, large portion of which is the City of Austin
- Marketing: Social media, radio and print ads, work with PR firm added to 2022 budget
- COVID-19: Created program for frontline workers
- Insights: Go Grant Program, Move Pass Program

Go Glendale



- TDM Ordinance: Requires joining the TMA within a limited area
- Host Agency: No host agency
- Challenges: Large gap in first last mile connections for their large employer base with big tech in downtown
- Funding: Membership dues
- Marketing: Incentive programs, partnerships, events, etc.
- COVID-19: AVR surveys, increased digital outreach, online events
- Insights: Incentive program has bolstered awareness and changed behavior



MassCommute

- TDM Ordinance: No
- Host Agency: No host agency
- Challenges: Free parking, first last mile connections, getting employers to the table in suburbs
- Funding: Membership dues
- Marketing: Partnering with HR groups, in person events, provide marketing materials
- COVID-19: Created roadmap for how to carpool safely, use public transit, and bike safely
- Insights: Partnerships with Lyft and BlueBike



TMASF

- TDM Ordinance: Negotiated requirement but no blanket requirement
- Host Agency: No host agency
- Challenges: Cleanliness, safety, reliability, and health safety
- Funding: Membership dues
- Marketing: Ads, word of mouth
- COVID-19: Telework and commuting information, donation of laptops, free meals, scholarship program, translation services
- Insights: Daycare, scholarship/career program, information equity

@ When poll is active, respond at [Poll Ev.com /khal](https://PollEv.com/khal)

Which peer TMA has the most relevant similarities and programs to learn from?

Atlanta CAP

Austin Movability

Go Glendale

MassCommute

TMASF

“How / Wow / Now” Exercise

TDM Vision Plan Categories



A. ADVOCACY FOR TDM PROGRAMS

Corridor TDM Plans, Events, Grants, Cities, Transit Advocate, SFCS, Forum



B. COMPREHENSIVE PLAN/ORDINANCES BEST PRACTICES

Trip Reduction Incentives/Ordinances, Micro-Transit Accommodation and Permitting, Workforce Housing



C. COUNTYWIDE TOURIST CONNECTIVITY TDM PLANS

Airports, Port Everglades, Convention Center, Special Events, Intercity Rail



D. INFORMATION/TECHNOLOGY

Transportation Info Center, Complete Trip Payment App, Big Data Tools



E. ENVIRONMENTAL/SUSTAINABILITY

Promoting Green Practices, TDM=Environmental Benefits



F. EQUITY

Internet Access, Health, Connect Workforce Housing/Frontline Workers to Jobs, Incentives



G. FOCUSED TDM PROGRAMS FOR MAJOR TRIP GENERATORS

(Colleges/ Universities, Hospitals, Office Buildings, Business Centers, Residential, Airports, Seaports, Etc.)



H. MARKETING SUPPORT FOR PILOT/EMERGING PROGRAMS (CURRENT EXAMPLES)

BCT, Tri-Rail, Brightline, Rideshare Companies, Vanpool, SFCS, others



I. METRIC REPORTING

Showing Results Each Year, Biennial Survey



J. PROMOTE AND EXPAND MICRO-MOBILITY

Bike Share, Trams, Rideshare Companies, Scooters



K. SCHOOL POOLS

Carpooling Incentives, Safe and Healthy Biking and Walking, Safe Routes to School Grants, Community Bus Connections



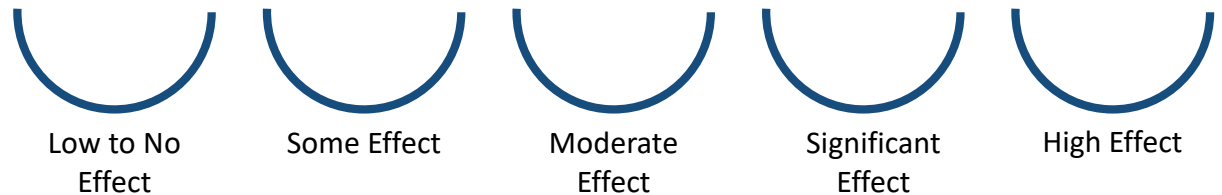
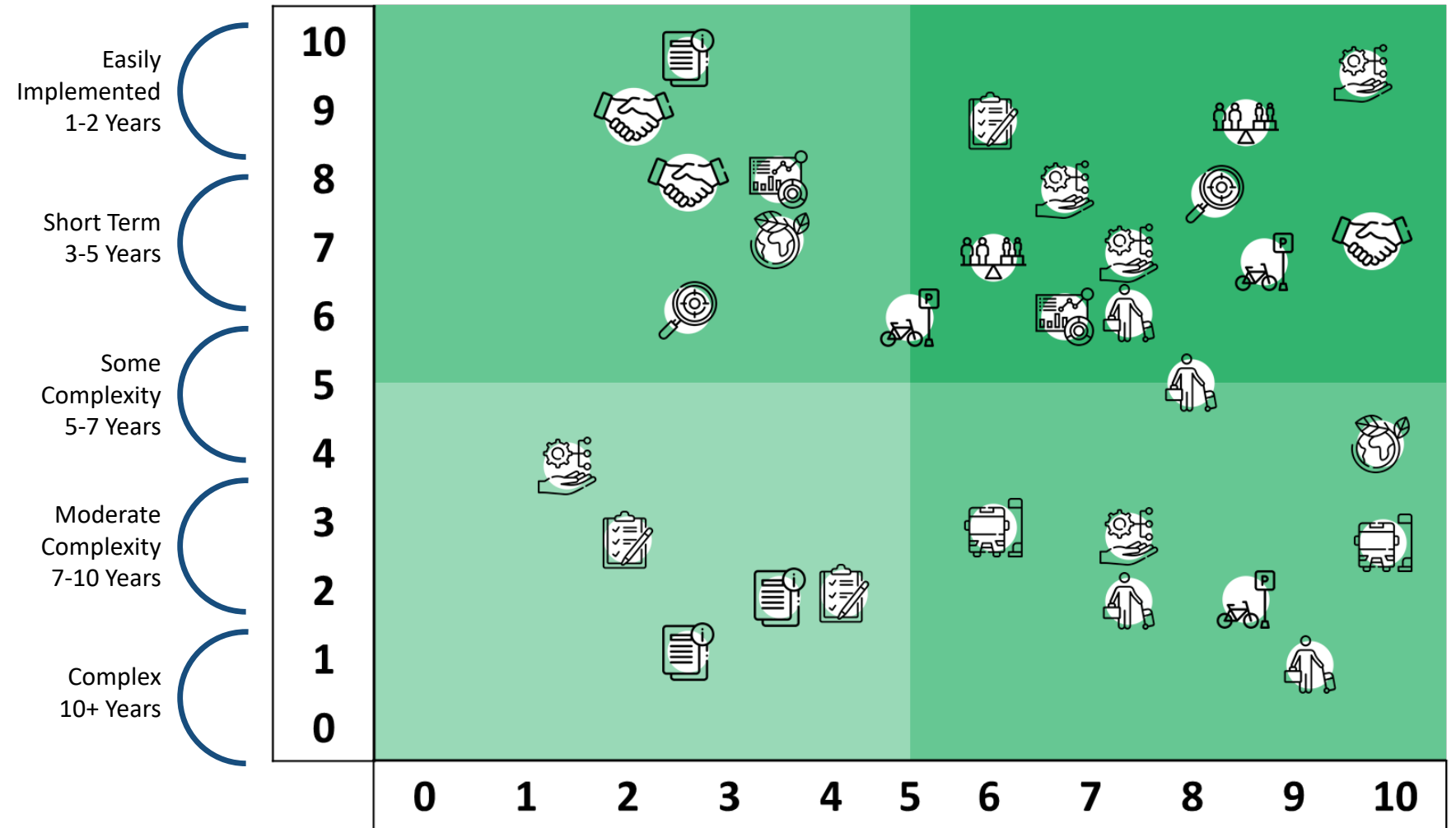
L. TRANSIT/INFRASTRUCTURE EXPANSION SUPPORT

Provide a Mechanism to Champion Major Investments

We Would Like to Get Your Input

IMPLEMENTATION SCORE

SAMPLE



[Pollev.com/kha1](https://pollev.com/kha1)


Detailed Input: February 16, 2022

* **Level of Impact** (Congestion Reduction, Equity and/or Economic Development) 0 to 10 with 10 having the best impact

** **Level of Effort** (Complexity of Implementation – Staffing, Cost and Time) 0 to 10 with 10 the easiest to implement

NAME: _____

AGENCY: _____

STRATEGIES (ALPHABETICAL)	LEVEL OF IMPACT*	LEVEL OF EFFORT**	COMMENTS
 A. ADVOCACY FOR TDM PROGRAMS – Corridor TDM Plans, Events, Grants, Cities, Transit Advocate, Complement South Florida Commuter Services (SFCS), Forum			
i. Congestion Management Program Corridor TDM Plans			
ii. Events – (Bike to Work Day, Dump the Pump, Group Rides, etc.)			
iii. Grant Writing for TDM Funding			
iv. Municipal Outreach and Coordination on TDM Programs			
v. Public Transportation Advocate (Miami-Dade Model - Transit Alliance - counter NIMBY issues)			
vi. South Florida Commuter Services – Complementary Efforts Targeted Areas in Broward County			
vii. TDM Forum			

Stewart Robertson:

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phone – (954) 535-5104

Jeffrey Weidner:

email - jweidner@marlinengineering.com

phone – (954) 870-5070

Next Steps

Third Workshop: April 7th, 2022, at 2:00 PM



WORKSHOP FORUM 3

APRIL 7, 2022



Transportation Demand Management (TDM) Study

Third Workshop: April 7th, 2022, at 2:00 PM

Outline of Scope (Major Tasks)

- Task 1 – Document existing TDM efforts in Broward County
- Task 2 – Document scope of peer TMAs within the nation
- Task 3 – Develop Transportation Demand Management Workshop Group
- Task 4 – Community Vision Report & Implementation Plan
- Task 5 – Assist with Broward MPO-specific TDM development, outreach, and education

Where We Are

Schedule

		SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
TASK	1	Document Existing TDM Efforts										
	2		Document Scope of Peer TMAs									
	3			TDM Workshop Group								
	4					Community Vision Report & Implementation Plan						
	5			Broward MPO-specific TDM Outreach								

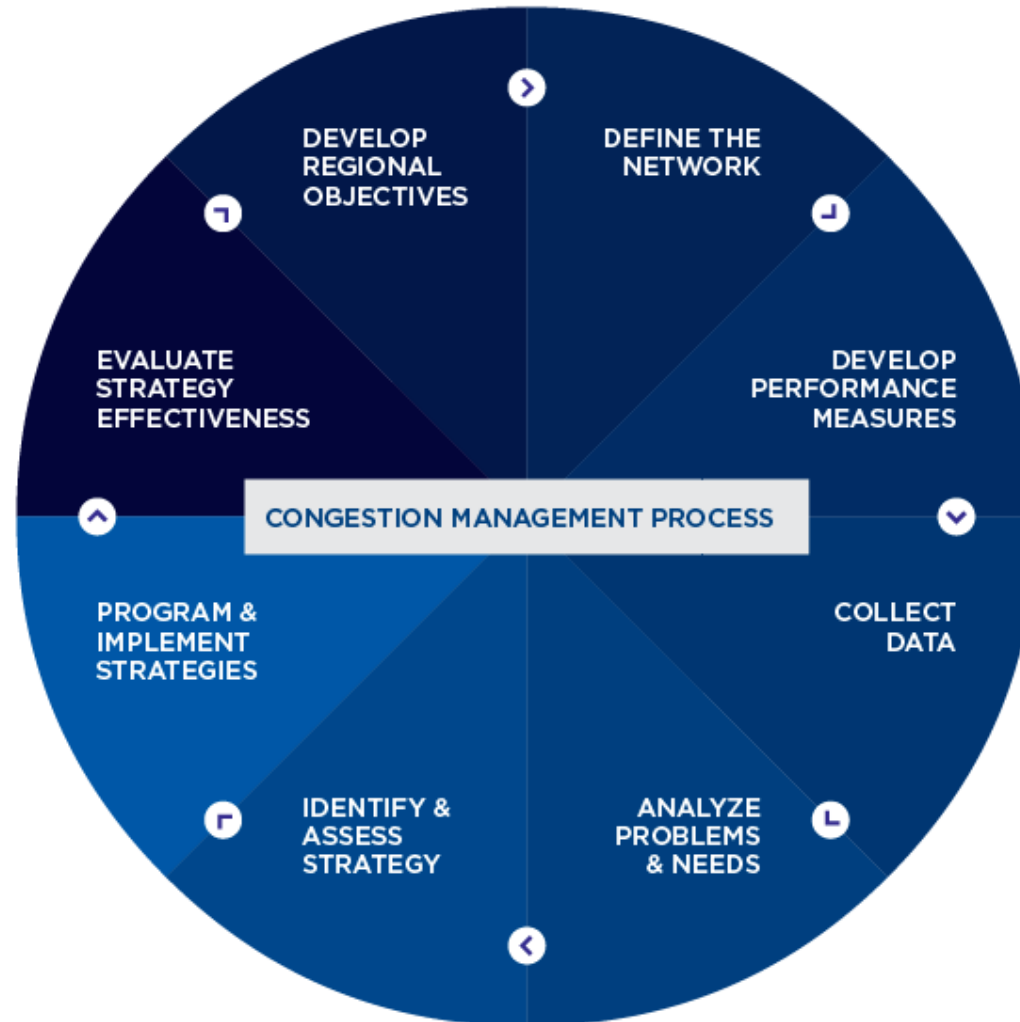
Purpose

- Overview of project progress
- Introduce results of matrix scoring
- Review current events pertinent to TDM
- Discuss vision statement
- Discuss next steps

Coordination with Congestion Management Program

- The Congestion Management program has identified 8 congested corridors.
- We are working with them to overlay their corridors with equity and origin-destination data.
- This will help to inform where the most effective areas will be to implement the identified strategies.

Congestion Management Process Cycle



Local Interviewees

Transportation Service Providers

- Florida Department of Transportation (FDOT) Central Office Commuter Assistance Program
- FDOT District 4 Office of Modal Development
- South Florida Commuter Services (SFCS)
- USF Center for Urban Transportation Research
- Broward County Transit
- Broward County Mobility Advancement Program
- SFRTA/Tri-Rail
- Brightline 2.0
- Area Agency on Aging of Broward County
- South Florida Vanpool Program
- Uber
- B-Cycle

Private Sector/ Stakeholders

- Broward Workshop Transportation Committee
- Broward County Lodging and Restaurant Association
- Greater Fort Lauderdale Chamber of Commerce
- Downtown Development Authority (DDA) Fort Lauderdale
- Visit Lauderdale
- Uptown Urban Village/Uptown Business District
- Hooper Construction/Broward Surtax
- Plantation Midtown Advisory Board
- The Galleria at Fort Lauderdale

Community Sector User Group

- FAU Student Services & Campus Life, Academic Affairs, Broward Campuses
- Broward District Schools, Transportation Operations, Student Transportation and Fleet Services
- Broward Health
- Career Source Broward
- Seminole Indian Tribe
- South Florida Education Center TMA
- AARP
- Local Coordinating Board for the Transportation Disadvantaged
- Bicycle Commuter
- Greater Fort Lauderdale Chamber of Commerce Equity Council (pending)
- NAACP (pending)
- Urban League of Broward (pending)



Peer TMAs



TDM Vision Plan Categories



A. ADVOCACY FOR TDM PROGRAMS

Corridor TDM Plans, Events, Grants, Cities, Transit Advocate, SFCS, Forum



B. COMPREHENSIVE PLAN/ORDINANCES BEST PRACTICES

Trip Reduction Incentives/Ordinances, Micro-Transit Accommodation and Permitting, Workforce Housing



C. COUNTYWIDE TOURIST CONNECTIVITY TDM PLANS

Airports, Port Everglades, Convention Center, Special Events, Intercity Rail



D. INFORMATION/TECHNOLOGY

Transportation Info Center, Complete Trip Payment App, Big Data Tools



E. ENVIRONMENTAL/SUSTAINABILITY

Promoting Green Practices, TDM=Environmental Benefits



F. EQUITY

Internet Access, Health, Connect Workforce Housing/Frontline Workers to Jobs, Incentives



G. FOCUSED TDM PROGRAMS FOR MAJOR TRIP GENERATORS

(Colleges/ Universities, Hospitals, Office Buildings, Business Centers, Residential, Airports, Seaports, Etc.)



H. MARKETING SUPPORT FOR PILOT/EMERGING PROGRAMS (CURRENT EXAMPLES)

BCT, Tri-Rail, Brightline, Rideshare Companies, Vanpool, SFCS, others



I. METRIC REPORTING

Showing Results Each Year, Biennial Survey



J. PROMOTE AND EXPAND MICRO-MOBILITY

Bike Share, Trams, Rideshare Companies, Scooters



K. SCHOOL POOLS

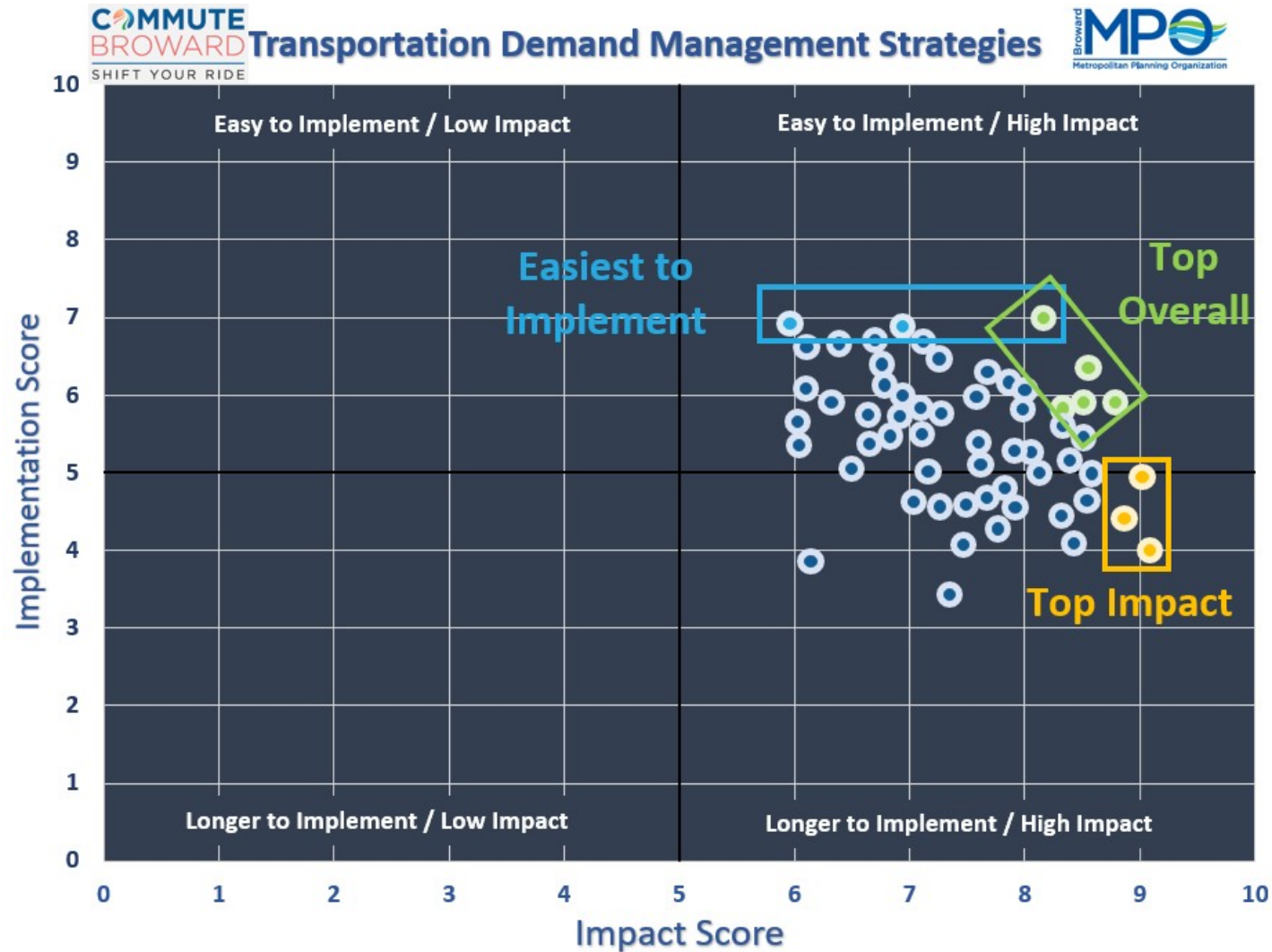
Carpooling Incentives, Safe and Healthy Biking and Walking, Safe Routes to School Grants, Community Bus Connections



L. TRANSIT/INFRASTRUCTURE EXPANSION SUPPORT

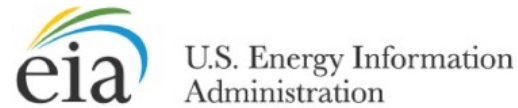
Provide a Mechanism to Champion Major Investments

Survey Results



Current Events – The Time is Now

- Gas prices are up
- Car prices are up



Weekly U.S. All Grades All Formulations Retail Gasoline Prices

Dollars per Gallon



Source: U.S. Energy Information Administration

Current Events – The Time is Now

- Housing costs are up
- South Florida is ranked highest cost of living



MONEY > REAL ESTATE NEWS



Miami bypasses New York City as least affordable housing market in US, according to report

5 Florida cities make least affordable list



MIAMI (CBSMiami) — What goes up, keeps going up. Rents continue to rise across the country and in South Florida and it's forcing tenants to make difficult choices.

Top Implementation Strategies

Top 5 Strategies based on combined Implementation and Impact scores

1. Employee Transportation Coordinator Program
2. Employee Transit Discount Program/Parking Disbenefit
3. Real Time Transit Arrival Information
4. Supporting Hospitality, Health, and Frontline worker Industries
5. South Florida Commuter Services – Complementary Efforts in Targeted Areas within Broward County

Top 3 Implementation and Top 3 Impact

Easiest to Implement

1. *Employee Transit Discount Program/Parking Disbenefit**
2. Parking Utilization/Costs
3. Events – (Bike to Work Day, Dump the Pump, Group Rides, etc.)

** Included in the Top 5 Overall Strategies*

Highest Impact

1. Land Use Policy – Workforce Housing
2. Improving Connectivity between Low Income Housing and Jobs
3. Grant Writing for TDM Funding

Vision & Mission

Vision – Focuses on tomorrow and what the organization wants to become

- **Nike:** *Bring inspiration and innovation to every athlete* in the world. (*If you have a body, you are an athlete.)*

Mission – Defines the entity's business, its objectives and its approach to reach those objectives

- **Nike:** *Create groundbreaking sports innovations, make our products sustainably, build a creative and diverse global team, and make a positive impact in communities where we live and work.*

Develop Vision Statement



Develop Vision Statement

Advancing commuting solutions for an improved quality of life in Broward County.

Next Steps

Fourth Workshop: June 2nd, 2022, at 2:00 PM



WORKSHOP FORUM 4

JUNE 7, 2022



Transportation Demand Management (TDM) Study

Fourth Workshop: June 7, 2022, at 2:00 PM

Location: FAU, Davie West Building, Room 110

Purpose of Today

- Overview of Project Progress
- TDM Plan Mission and Vision
- Results of TDM Strategy Scoring
- Group Exercise: Draft Implementation Plan Feedback
- Next Steps

Where We Are

		SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
TASK	1	Document Existing TDM Efforts										
	2		Document Scope of Peer TMAs									
	3			TDM Workshop Group								
	4					Community Vision Report & Implementation Plan						
	5			Broward MPO-specific TDM Outreach								

TDM Plan Mission and Vision

MISSION STATEMENT **[Why the Plan Exists]**

To optimize Broward's transportation network through collaborative strategies that support economic development and community prosperity.

VISION STATEMENT **[What the Plan Strives For]**

Advancing commuting solutions for an improved quality of life in Broward.

Top Implementation Strategies

1. **Provide TDM Education and Encouragement Services to Reduce Daily SOV Commuter Travel and VMT. Implement a Targeted Approach with a Focus on Low to Middle Income Jobs in Support of Major Institutional, Service, Hospitality and Retail Employers**
2. **Development of an Employee Transportation Coordinator Network**
3. **Grant Research and Writing for Transportation Demand Management Funding**
4. **Collaborate with South Florida Commuter Services on Complementary and Supportive Strategies to Reduce Daily Single Occupant Vehicle Commuter Travel and Vehicles Miles Traveled in Broward County**

Tiered Implementation

This study has established the groundwork for this effort and the TMA and the MPO will sustain that momentum.

Tier One: Foundational Strategies

Continue to build the strong network of collaboration with service providers, create a clear understanding of TDM objectives for the Board, support services from existing providers.

Tier Two: Develop More Formal Relationships

Initiate community engagement and begin to work with targeted employers in dense areas of employment and congestion.

Tier Three: Significant Increase In Outreach and Public Recognition

Substantially increase outreach through expanded resources from grants and dedicated funding to reach a large number of Broward residents and employers.

Group Exercise

- 3 Groups – Review and Comment on Implementation Plan (15 mins each = 45 mins)
- Summary – What we heard (5 mins each = 15 mins)
- Open Discussion

Next Steps



MPO Committee Meetings and Board Meeting

Program Implementation – July 1, 2022

THANK YOU!!!

Tuesday, June 07, 2022.

Name	Email	Phone #	Agency/organization
Barry Kethbridge	barry@palethbridge.com	954-836-2678	Plantation Midtown
Min-Tang Li	mlibrowe@.org	954-357-6661	Broward NAD
Nori Carter	N Carter@e-fau.edu	954-234-1235	FAM
Natasha Villalba-Guz	natasha.s.villalba@ehi.com	305-793-9083	Commute with Enterprise/Venpool
Robyn Chiarelli	rchiarelli@controlley.com	954-494-9680	Greater Fort Lauderdale TMA
Tasha Cunningham	tasha@thebrandadvocates.com	305-335-8466	The Brand Advocates, Inc.
Jonathan Hopkins	jonathan.hopkins@pobrightline.com	305 619 6776	Brightline
Amanda Christen	amanda@browardwpa.org	954 462 4911	Chamber
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Krupa Gattar	kgattar@ctseinc.com	551 891 2820	SFCS
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Jessica Vargas Astanza	JVargas@sfcta.fl.gov	954-788-1783	SFCTA / Tri-Rail
Francis S. Cole	SCole@browardhealth.org	954 473 7343	Broward Health
Patricia Pece	Pece@LegacyParkus.com	407 694-1130	Legacy Parkus

APPENDIX C – Work Shop 4

Comments and Responses

TDM Workshop #4

Stakeholder Attendees: Name/Agency/(Group)

Barry Lethbridge, Plantation Midtown Business District (Blue)
Dan Linblade, Greater Ft. Lauderdale Chamber of Commerce (Blue)
Garnett S. Coke, Broward Health (Green)
Jessica Vargas-Astaiza, SFRTA/Tri-Rail (Blue)
Jonathan Hopkins, Brightline (Green)
Krupa Gajjar, South Florida Commuter Services (Green)
Min-Tang Li – Broward County MAP (Yellow)
Natasha Villalba-Cruz, Commute with Enterprise/Vanpool Program (Yellow)
Nori Carter, Florida Atlantic University (Green)
Patrick Reece, Legacy Parking (Yellow)
Priscilla Hanning, South Florida Commuter Services (Yellow)
Tasha Cunningham, The Brand Advocates, Inc./Greater Ft. Lauderdale TMA (Blue)

Project Team:

Amanda Christon, Broward MPO
Robyn Chiarelli, Greater Ft. Lauderdale TMA
Stewart Robertson, Kimley-Horn
Ariel Centurion, Kimley-Horn
Tate Johnson, Kimley-Horn
Jeff Weidner, Marlin Engineering
Kathryn Marinace, Marlin Engineering

Comments and Responses: Responses in Italics

Responses Legend:

Agree: Already included in report, we will be sure to clarify/expand text

Add: New idea/comment we will add to text

Comment/Clarification: Response to a comment

YELLOW GROUP

Issues, Questions, and Challenges

- Small staff (1) for tackling a big issue – *Agree, program will grow with a strategic grant approach and dedicated funding source*
- Relying on grants for funding - *Agree*

- Having marketing reach all demographics – *Add, program will have a focus on low and mid-income and frontline worker/service employment. Will add text on targeted grass roots outreach.*
 - Targeted demographics may not receive proposed marketing (social media, internet)
- Transit agencies already market to individuals - *Agree*
- Various carpool programs have failed, so what makes this program more robust? *Add – this program will complement the Regional Commuter Services Program with a targeted approach to Broward. The program will also include a broad range of options other than carpool.*
- Since grant funding can be competitive, what will be done differently to make this program stand out against other applicants? – *Agree – strategic approach in collaboration with MPO and Stakeholders.*
- Could be difficult to establish first contacts with employers - *Agree*
- There are so many transportation services, how will there be proper communication and collaboration between them all, so they aren't all just overlapping resources? *Add – Add – added text on Roles and Responsibilities*
- There's already a lack of connectivity between transit services, how will this program create a connection between transit services? *Add, this is part of the Mission to optimize the network and to act as a conduit for communications with the commuting public across and between modes and services.*

Recommendations

- Should shift focus on establishing recurring funding and competitive grant funding from diverse funding streams. *Add – General Management Tier 3 indicates a dedicated source of funding is an objective of the program. Grants have added value but they expire.*
- Making sure to secure funding correctly the first time. *Add – the Implementation plan stress the importance of a strategic and collaborative Grant Program/Task Force.*
- Marketing in person in public places (parks, community centers) could help reach more demographics using grassroots outreach, post cards, mail, etc.

Add – the plan will be implemented grass roots outreach and targeted markets. Go to where the potential customers are.

- The TMAs should focus on working with employers and institutions. *Agree – the plan recommends strat9ing with agencies and institutional employers.*
- To develop a grant strategy - *Agree*
- There is a much better shot at securing the funding when you have a plan - *Agree*
- Diverse and robust partnerships are key for securing funding - *Agree*
- It can be beneficial to get private sector endorsements – *Add – text will b e added mentioning the importance of the TMA Board having private sector support and these stakeholders will be included in developing the grant strategy.*
- Reaching out to local chapters of SHRM (Society for Human Resource Management) for support *Add- will be added to the Contact List.*
- Should work to make this program seamless and noncompetitive with other local transportation services - *Agree*
- Use a message that is complementary between organizations - *Agree*
- Hire a professional marketing company to help – *Agree – to be considered in the future as resources grow*
- Connect with Commuter Foundation of Broward County – Jennifer Anderson *Add- will be added to the Contact List.*
- Create a transportation concierge *Agree – to be considered in the future as resources grow*

GREEN GROUP

Issues, Questions, and Challenges

- Who is responsible for this execution? *Add – added text on Roles and Responsibilities*
- What is the difference between SF Commuter Services and the TMA? *Add - Add – added text on Roles and Responsibilities*
- Who will be the ETC? – *Add – initially will be person already designated to circulate transportation benefits and/or manage on-site beneficial parking.*
 - Will companies even be willing to add this position? *Add –voluntary program*

- How would training be done for this position? *Agree – to be considered in the future as resources grow*
- How to get people more comfortable with using various transit options? *Agree – Part of the challenge*
- How will you gain employers support for the various transit options? *Agree – starting with agencies and institutions*
- Again, issues getting that first contact with various companies
- Employers aren't used to asking employees about transit options *Agree – starting with agencies and institutions*
- What is the reliability during emergencies? *Agree – to be considered in the future as resources grow*

Recommendations

- Could create a subscription service. *The TMA will not be providing services but will support educating the public about existing programs and through micro grants for others to implement.*
- Making sure that it is accessible to those with or without a phone or internet - *Agree*
- Can interact/leverage with the SFRTA ETC program
 - Use their contacts - *Agree*
- Develop an automated system for employees to connect into
 - To use van and carpools - *Agree*
- Plug into environmental groups
- Incentives like points towards LEED certifications *Agree – to be considered in the future as resources grow*
- Organize by areas and buildings (property management) *Agree – to be considered in the future as resources grow*
- Incentivize travel options
 - Credits toward low-income housing, bus, carpools - *Agree*
- Word of mouth is extremely important - *Agree*
- Have collaboration with local employers to promote transit options - *Agree*
- Connect with HRs to coordinate transportation options for employees - *Agree*
- ETC's can be provided both by employers and property managers - *Agree*

- University of Miami Hospital manages a park and ride system with a satellite parking lot – could be good example - *Agree – to be considered in the future as resources grow*
- Set key performance indicators – *Agree – critical part of the program.*
 - For collaboration with SFCS - # events per year or website visits
 - For ETC implementation - # of ETC positions
- Guaranteed ride home programs may address reliability during emergencies by providing free/subsidized rides home – *Agree – will emphasize the Commuter Services program that is in place.*

BLUE GROUP

Issues, Questions, and Challenges

- Employee retention - *Agree*
- Making sure employers engage - *Agree*
- Teleworking – *Agree*
- How will you communicate with residents, utilities, etc.? *Agree, leveraging all opportunities including utilities bills will be critical in the outreach and getting the word out.*
- What is the master strategy? *Agree – The Implementation Plan includes Two Year initial strategy and objectives/vision for Year Three and beyond.*
- What is the message? *Agree - Commute Broward brand will be clarified in the text.*
- How will sponsorships be secured for grant writing? *Agree – Strategic collaboration.*
- How does this program benefit the employer? *Agree – will be critical to show benefits to employer and to the commuting public.*
- Workshop tiered recommendations appear to be disconnected from goals of TDM workshop – Add – text of the Implementation Plan will stress Equity and Frontline Worker objectives.
- Proposed marketing doesn't appear to reach lower to middle income class of commuters – *Agree - – text of the Implementation Plan will stress Equity and Frontline Worker objectives.*
- Some employees require off-peak transit while others need on-demand service, how will you serve both? *Agree - The TMA will not be providing*

services but will support educating the public about existing programs and through micro grants for others to implement.

Recommendations

- Should shift focus to groups that have to go to work and can't telecommute
Agree
 - Hospitality
 - Grocery
 - Health care
 - Other essential workers
- Get in touch with United Way for collaboration – Kathleen Canon – *Agree – will add to the contact list.*
- Connect with the school system *Agree – to be considered in the future as resources grow*
- A professional firm to implement - *Agree – to be considered in the future as resources grow*
 - Communications
 - Strategies
 - Help to mold message
 - Help to deliver message
 - Help with vision and strategy
- Contact Priscila from South Florida Commuter Services - *Agree*
- Don't over complicate transit, keep it simple when talking to companies - *Agree*
- In person networking events to engage private and public sectors - *Agree*
- Get sustainability players involved - *Agree – to be considered in the future as resources grow*
- Provide proper education surrounding transit options - *Agree*
- Work with employers first to see commuter needs – *Add – text will be added to meet with major employers and craft a plan prior to reaching out to employees and students.*
- Bring awareness to the various available options - *Agree*
- Have info readily available for people to see - *Agree*

APPENDIX D – Peer TMA National Best Practices Summary

SCOPE OF PEER TMAS WITHIN THE NATION

The Commute Broward team inventoried Transportation Management Associations (TMAs) to identify broad trends and to select TMAs for peer interviews designed to explore transportation issues faced by other regions of similar size, learn how TMAs are addressing these challenges, and identify best practices to incorporate into the Broward MPO Transportation Demand Management (TDM) Study.

The project team created an initial database of approximately one hundred (100) TMAs. Five (5) peer TMAs were identified based on the similarities of their region with Broward in factors such as population, recent growth, services offered by their TMA. The peer TMAs were interviewed during January 2022 to learn inside information that would not otherwise be available from researching their websites. The information gained in these interviews helped to inform the TDM implementation plan. The project team interviewed the following TMAs:

- Atlanta, Georgia – Central Atlanta Progress (CAP)/Downtown Connects
- Austin, Texas – Austin Movability
- Boston, Massachusetts – Mass Commute
- Glendale, California – Go Glendale
- San Francisco, California – TMA San Francisco (TMASF)

The project team also interviewed the Executive Director of the Association for Commuter Transportation (ACT), which is an international association representing agencies that implement TDM activities. ACT strives to improve the lives of commuters, the livability of communities, and the economic growth of businesses. As a leading advocate for TDM, ACT provides guidance surrounding best TDM strategies for long-range transportation plans and policy-making efforts.

This report provides a summary of the interviews with ACT and the five peer TMAs, followed by a summary of the best practice performance measures review.

ASSOCIATION FOR COMMUTER TRANSPORTATION – DAVID STRAUSS, EXECUTIVE DIRECTOR

Organization

There are three primary reasons that TMAs are formed.

- A local law requires creation of a TMA within a zoning or a trip reduction ordinance.
- Agencies coordinated to address a significant local issue such as impact from major construction.
- They could be established through Chambers of Commerce or Business Improvement Districts as a value add-on to the broader member needs.

The role of TMAs is changing because much of the information that they historically provided is now at people's fingertips. TMAs need to think bigger and look at quality of life, sustainability, and what role the TMA can play in improving their region. Traditionally, the stakeholders, partners, and clients for TMAs are downtown alliances and property managers. Most TMAs are independently incorporated with approximately one-third of them operating within a larger organization.

Challenges

COVID-19 has significantly impacted travel patterns. Members of TMAs are typically white-collar employers, which have transitioned to be more accepting of telework. As many employers are transitioning back to having employees work from their office, companies are looking for permanent strategies for employee productivity or improved quality of life during commute time.

Funding

TMA funding typically comes from private sector membership dues. MPOs and state governments also receive Congestion Mitigation and Air Quality (CMAQ) Improvement Program funding that gets distributed to TMAs. Smaller amounts of funding may also come from parking revenues and bus shelter advertisements.

Insights

TMAs can act as a bridge between the private sector, MPOs, State DOTs, and local elected officials, and can serve as leaders for TDM awareness and advocacy. There is an opportunity to gain additional traction for TDM policies with decision-makers due to increases in fuel prices and housing costs, which serve as potential disruptors for commute choice.

ATLANTA, GEORGIA – CENTRAL ATLANTA PROGRESS (CAP)/DOWNTOWN CONNECTS

Organization

CAP is a private, not-for-profit corporation chartered in 1941. CAP manages the Community Improvement District (CID), which the Downtown Atlanta TMA is housed within. As part of the CID, the TMA focuses on the peak hour travel period including assistance with parking policies.

CAP have a variety of stakeholders, partners, and clients including the City of Atlanta, Grady Hospital, the region's MPO - Atlanta Regional Commission (ARC), which houses the Georgia Commutes program, and other TMAs in the region.

The TMA does not specifically have by-laws or a board of directors, but those are captured by the agencies in which they are housed. The TMA is a two-person team consisting of the managing director of the transportation program and the program manager.

TDM Ordinance

There is no specific TDM ordinance within the region. The City of Atlanta disallows stipulating that employers must join the TMA. There are some policy initiatives with a TDM-focus in the City. There are some requirements on developments that are over 25,000 square feet in Buckhead, Midtown, and Downtown. Developers/property managers must address a checklist of TDM activities that they send to the TMA for approval.

Challenges

The TMA has had difficulties in the past with achieving a comprehensive outreach for social equity. Historically they have primarily served "9-to-5" white-collar workers, due to the nature of traditional TDM strategies focusing on commutes into the Downtown area. Equity issues also extend to transit fares. There is currently have a transit operator shortage in the Atlanta region. The jobs to housing ratio is high making affordable workforce housing a major issue. The City does not really have any advocates such as a bicycle and pedestrian coalition, which makes it harder implement TDM-focused policies for those users.

There are a few barriers that the TMA perceives as hindering them from reaching their goals. People in their city love driving and for valid reasons. They cannot walk or bike because of the housing costs in the walkable and bikeable areas. The outer areas also do not have a robust transit system and there is a stigma against using transit in the areas that there is transit. There are also different transit agencies for the different counties, which makes transit trips more difficult to achieve.

Funding

CAP does not have member dues. They are funded through the CID.

Marketing

CAP has traditionally relied on the Atlanta Downtown Improvement District to market TMA services. They have the Downtown Navigator, a map and weekly e-newsletter through an online vendor. This provides updates on impacts to traffic and travel to and through Downtown Atlanta, including special events, temporary street closures, and construction projects. The TMA also does outreach to key contacts within employers, such as their HR departments. They also share their social media with the Atlanta Downtown brand. The Atlanta Downtown Improvement District supports the TMA with marketing services.

Metrics

At the end of every contract period, they conduct a survey of members including gaining information on commute percentage. The MPO does a regional commuter survey approximately every 5 years. Arlington and Alexandria, VA have a comparison tool where they compare the clean commute percentage to the budget spent that they discussed as a potential way to measure impact. The City of Atlanta has a goal in their Transportation Plan to get to a certain clean commute percentage by 2030. They have not performed any specific cost-benefit analysis.

COVID-19/Remote Work

They have evolved over the past two years as a result of the pandemic. As they are part of the CID, they are a place-based organization. They want people to come back to downtown. As such they haven't promoted remote work as a TDM strategy work in the same way they have bringing people back to downtown. The TMA is looking into flex parking or flex pass options to try and support their efforts. A "Returning to Transit" marketing campaign has been prepared that is waiting to launch in coordination with MARTA.

Insights

The TMA has focused on policy work that they feel is an innovation, as policy usually originates from local governments. The TMA stressed the idea of weaving TDM into more areas than traditionally thought of such as the built environment and students. They are considering ideas to improve the technology around travel, such as having a transit pass be included with a conference registration and a robust mobile application.

AUSTIN, TEXAS – AUSTIN MOVABILITY

Organization

Movability Austin was formed in 2011 with the goal to help Downtown Austin businesses and employees to work without a car, in particular hotel workers. Their role expanded over time and in 2017 their Board of Directors declared them to be regional, with a geographic reach that includes the six (6) counties of the MPO.

They work with employers of all sizes from big tech companies to coffee shops. Service providers are also partner members. They currently have 78 members.

The TMA was originally formed as a 501c6 and in 2016 the Downtown Austin Alliance, a 501c4, became their host agency. This was not set up to be a permanent situation, however. Movability Austin spun off in 2020 to be independent again. Their Board of Directors consists of 13 members, some of which have been there since the inception.

TDM Ordinance

There is no TDM ordinance and no requirements to be a member.

Challenges

Their largest challenge currently is the size of their TMA. Covering six (6) counties causes them to feel spread thin and makes implementing effective TDM strategies difficult as many of the best strategies are highly specialized to specific areas. This leads to conversations about who to serve and how they should serve. Options in a wider region are much more limited especially with the difference in culture that can be found across the counties.

In addition to the geographic size of the area, Central Texas is also experiencing a period of extreme growth with incredible amounts of large businesses relocating there. Transit service expansions are lagging behind as a result. There is also a lack of policy leadership at the regional level. There are no plans to reduce trips or traffic congestion which makes it harder to market TDM strategies.

Funding

Movability Austin's budget for 2022 is just shy of \$600,000 in expenses and revenues are expected to be about \$460,000. They are able to meet this gap due to a prudent reserve build up during the pandemic. They are funded by member dues. The three (3) lead members, City of Austin, Downtown Austin Alliance, and Capital Metro make up a large portion of their funding. Partner members include service providers and micro mobility software companies. Corporate members and individual members make up the remaining memberships.

Individual dues are \$75 with a maximum of \$1,800 for companies more than 1,000 employees. They also have a contract with the City of Austin for \$150,000 that is due to be renewed soon. A small amount of income is gained from events and training.

Marketing

Marketing has been an issue for Movability Austin in the past. They have used social media as well as radio and print ads. For their 2022 budget they have included fund for working with a PR firm to promote general awareness of the program.

Metrics

Movability Austin tracks typical metrics such as number of ride matching trips. The ride matching service was launched within the past year. They collect trip distance information, which gives them the ability to generate air quality data. The TMA also tracks the motivations for members joining and what their needs are. When members renew, they check to confirm those needs and ask members who do not renew what has changed. They have not completed a specific cost-benefit analysis.

COVID-19/Remote Work

The TMA has created programs for frontline workers. They implemented the Go Grant Program, which allows businesses to apply for up to \$5,000 to support mobility options at small businesses that had workers working on-site during pandemic. They also implemented the Move Pass Program, which subsidized transit passes for smaller businesses. Capital Metro has struggled to get back to pre-pandemic service levels. Movability hosted the Mobility Games in November of 2020 to encourage employees of members to capitalize on good habits learned during teleworking.

Insights

Movability Austin emphasized the success and benefits of their Go Grant program stating that they will be continuing the program to capitalize on its success. They also host virtual events such as vendor expos. There was a lot of positive response from these events which has encouraged them to work on retooling them and putting on more in the future. They also held a virtual summit that included an interdisciplinary group of local speakers to talk about how mobility impacts their discipline.

BOSTON, MASSACHUSETTS – MASS COMMUTE

Organization

Mass Commute is a coalition of fifteen (15) TMAs in Massachusetts working with over 1,000 businesses, medical facilities, property managers, and higher learning institutions. The TMA members of Mass Commute serve over 400,000 commuters in 48 municipalities across the state. The current director of Mass Commute is from the Alewife TMA.

The Alewife TMA formed in 2014 as a private non-profit agency, spurred by new development. TransAction was hired by the TMA to provide an executive director and a part-time support staff. The TMA also partnered with the City of Cambridge.

Their current stakeholders consist of employers, office buildings, residential properties, and developers. There is no host agency, but they do have a Board of Directors. The TMA's scope includes emergency ride home (ERH) services and a ride matching platform including bike partner matching, which allows people to record their trips.

TDM Ordinance

There is no TDM ordinance in place however developers are required to join the TMA as part of the development permitting process. There is a policy in the City of Cambridge called the PTDM that requires business owners of a certain size to maintain a certain number of priority parking spaces for rideshare.

Challenges

The TMA discussed challenges in the suburbs around filling transportation gaps and unmet needs. Parking is free in Alewife which represents a big hurdle to encourage ridesharing and transit commuting. Most of their suburban areas have excessive parking. The suburban areas also have trouble getting employers to recognize the value in their partnership, particularly those with ample parking.

Funding

Alewife TMA is funded by member dues. These members are largely office park developments. Dues are based on the size of the property where locations with less than 200,000 square feet owing \$5,000 and locations having more than 200,000 square feet owing \$10,000. Their budget is slightly over \$200,000 annually. They previously had State funding, but they have operated without it for the past 3-4 years.

Marketing

The TMA partners with HR departments of tenants in the member properties. These partnerships offer programs to benefit the tenants. Benefits include welcome packets to new employees with information about the area, on-site events such as cider and donuts in the lobby, and bike tune-ups. Their marketing consists primarily of word of mouth and face to face interactions.

Metrics

Alewife's primary metric is for tracking progress is through their e-commuter and trip logging programs. They then use a calculator to see greenhouse gas reductions and fuel saving. These metrics are then reported back to the employees and properties to let them know how many pounds of CO2 they saved and how much cost saving they can accrue through biking. They also keep track of how many people are attending marketing events.

COVID-19/Remote Work

The pandemic greatly disrupted many of their efforts as they rely heavily on in person events. Not all of their members are back in person and some of their members are concerned about using transit during the pandemic. Many of them are

using the hybrid work model. The TMA created a transition roadmap for business that discusses how to safely carpool, use public transit, and bike within the COVID-19 environment. They have also been contacting businesses to advise on how best to bring employees back into the office. They also put together a 5-10 question survey for their member about what their commute is like in the pandemic.

Insights

Promotion of the Blue Bikes bike sharing service was a big positive for them in the past two years. They offered free rides during the pandemic to help promote the service. Through their partnership, Blue Bikes gave them free codes that they could distribute to their tenants and hospital workers. The TMA's partnership with Lyft for emergency rides home was also successful. They would pay for the first \$5 of a pool ride on Lyft. Alewife stressed the importance of collaboration and tailoring services to match the area. Partner with Chambers of Commerce and provides to help integrate travel across all modes.

GLENDALE, CALIFORNIA – GO GLENDALE

Organization

Go Glendale is a non-profit formed in 1989 as a response to air quality regulations with a goal to reduce congestion and improve mobility. They have 16 members: The City of Glendale, 5 employers, and 10 TDM compliant residential developers. Their scope of services does not require them to provide transit service, but they must provide commuter information services. The London-based Steer Group is contracted to run the TMA, which currently has 5 positions: Executive Director, Deputy Program Manager, Program Assistant, Outreach Administrator, and Consultant Project Director.

TDM Ordinance

There is an ordinance that requires developers to join the TMA that started in 2013. This has been incredibly helpful to the organization, allowing them to expand their reach to residents and visitors.

Challenges

The area has a large employer base with big tech and downtown retail. There is a gap in first- last-mile connections for employees of these employers. Their commuter train stops at the southern edge of the area which limits its usability. Biking is perceived as unsafe in the downtown area. Many of their commuters are coming from far away and there is plentiful low cost or free parking, so they have a high percentage of single occupancy vehicle trips, roughly 70-80%. They do not have a lot of resources and the TDM ordinance that they do have in not robust. Nearby Santa Monica has a much more defined ordinance and as a result has many more members.

Funding

The TMA is funded by membership dues with the fees based on square footage and in some instances by number of employees. Their budget is approximately \$90,000.

Marketing

One of their best marketing tools is using incentives, in particular the Go Verdugo incentives program. By signing up and logging trips, users can earn metro passes. They also have partnerships with Ways Carpool and Miles that allows them to distribute incentives through their apps. Promotion through programs and events is the other way that they market their services.

Metrics

Each year they put out an Average Vehicle Ridership Survey that allows them to gather information about the number and type of trips that their users generated. The trips logged through their incentive's programs also gives them a large portion of their metrics. They also track the number of people who attended their events, the number of programs they put on, and the number of times they sent out communications. They have not performed a specific cost-benefit analysis.

COVID-19/Remote Work

For their Average Vehicle Ridership Survey, they usually held events to encourage people to fill it out. Because of COVID-19 they added money to the incentives instead of events. They received roughly the same number of participants that they usually do. They also noticed that employers are performing better on the survey after things went virtual, increasing their average vehicle ridership from 1.35 to 2.43 between 2020 and 2021. They have also upped the amount of digital outreach that they perform, including doing a monthly newsletter.

Insights

The TMA stressed the success of their Go Verdugo incentives program. They generated 4,400 new transit rides and have bolstered awareness and travel behavior change. The TMA highlights commuters of Glendale in their newsletter including regularly highlighting a commuter champion who takes public transportation to work.

SAN FRANCISCO, CALIFORNIA – TMA SAN FRANCISCO (TMASF)

Organization

TMASF was formed in 1989 at the request of the then mayor as a proactive assistance to the transportation system. They primarily work with developers of commercial real estate and work for the building owners and managers. They also work with employers on behalf of their employees. Their scope of services primarily centers on them providing information, events, and scholarships. They have no host agency and have a Board of Directors.

TDM Ordinance

There is no specific TDM ordinance that requires membership.

Challenges

Before COVID-19 their largest challenges were cleanliness, safety, and reliability. They also have a large social service issue with many homeless and disenfranchised in the area. Their current challenge is pivoting how they operate due to the pandemic. Not taking public funding in the inception was a large hurdle that they had to overcome but it hasn't been a problem since.

Funding

They are funded by membership dues with a fee structure that is based on square footage. Their annual budget is approximately \$900 thousand and run by the Board of Directors.

Marketing

TMASF is required to make their organization known to builders and the public. They take out some ads but they primarily market through word of mouth. The TMA is well established and known in the community.

Metrics

The private funding they receive through their members is an important way for them to measure their success. They also rarely lose members, which encourages them that they are on the right track. The TMA does not count clicks on their

website, but they feel it is robust. They use Google analytics to see who is visiting and for how long. They feel that their Board of Directors is very committed. They have not prepared a cost-benefit analysis.

COVID-19/Remote Work

TMASF greatly shifted their efforts as a result of the pandemic. They have conducted outreach on how to set up home offices, given telecommuting and remote work tips, provided healthcare information, identified locations for vaccinations and given free rides to vaccinations, provided free meals for children, donated computers to kids, revised their scholarship program to provide microgrants, communicated reduced transit schedules to riders, and provided translation services for COVID-19 information. They are also doing work to help encourage people coming back to work by advocating for the transit agencies and providing annual passes to the public. They are also reminding people that telecommuting is working and is likely to remain.

Insights

Trip linking was a big issue for their community, particularly with daycare. They hired a consultant to develop a set of resources to link the available care services and linked to the Homeland Security childcare database. Their scholarship/career program has been one of their more successful undertakings. They also found a lot of success with a scoop for a shared ride partnership with Ben and Jerry's. One approach that they held is that they focus less on transportation and more on people, since transportation is a derived demand.

BEST PRACTICES PERFORMANCE MEASURE REVIEW

Best Practices Performance Measures

Go Glendale – To improve the quality of life in Glendale and the surrounding areas, Go Glendale collaborates with the public and private sectors, government agencies, and the community as a strategic partner to reduce traffic congestion and air pollution, increase accessibility, and mobility, and improve air quality. Go Glendale, which operates under the slogan "Every Trip Counts," offers commuting services to local employers and property managers in order to minimize traffic congestion, improve accessibility, and increase mobility in Glendale. Commute alternatives in Glendale include public transportation, biking, walking, carpooling and vanpooling, and the Glendale Beeline. Regional transit providers in Los Angeles County, such as Metro buses and the Glendale Beeline, as well as the region's rail system, Metrolink serve Glendale. The Los Angeles Department of Transportation's Commuter Express buses also stops in Glendale. Along with Glendale Transit, other nearby local operators such as Burbank Bus and Pasadena Transit also offer local bus services throughout the city. Some of the performance metrics for "Go Glendale's" are listed below, based on the findings of the 2021 Average Vehicle Ridership (AVR) Survey:

- Average vehicle ridership increased from 1.35 in 2020 to 2.43 in 2021. The target was 1.25 based on the City of Glendale Municipal code 30.32.171.
- Average SOV trips are 32% lower than Glendale City Average of 74%, due to the increasing amount of teleworking
- 45% of the people are working from home (Telework)
- 5% of the people are doing ridesharing
- 1 percent of the population rides a bicycle, while 5 percent of the population walks.
- Only 2% of people are using public transit

Figure 1. Weekday Average Ridership Split

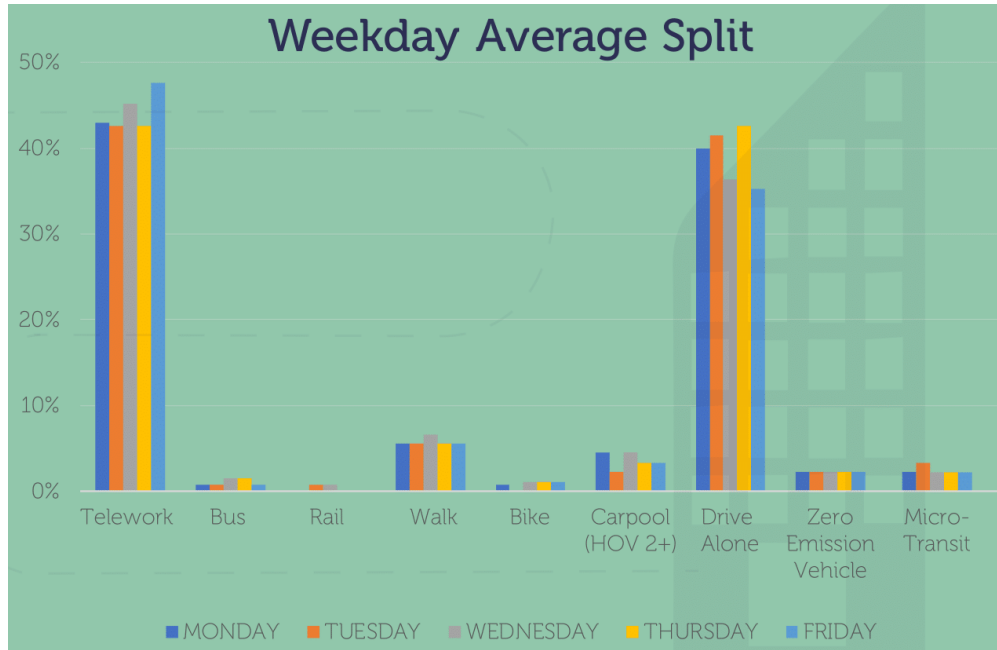


Figure 2. What Are Some Barriers That Prevent To Use Alternative Modes?

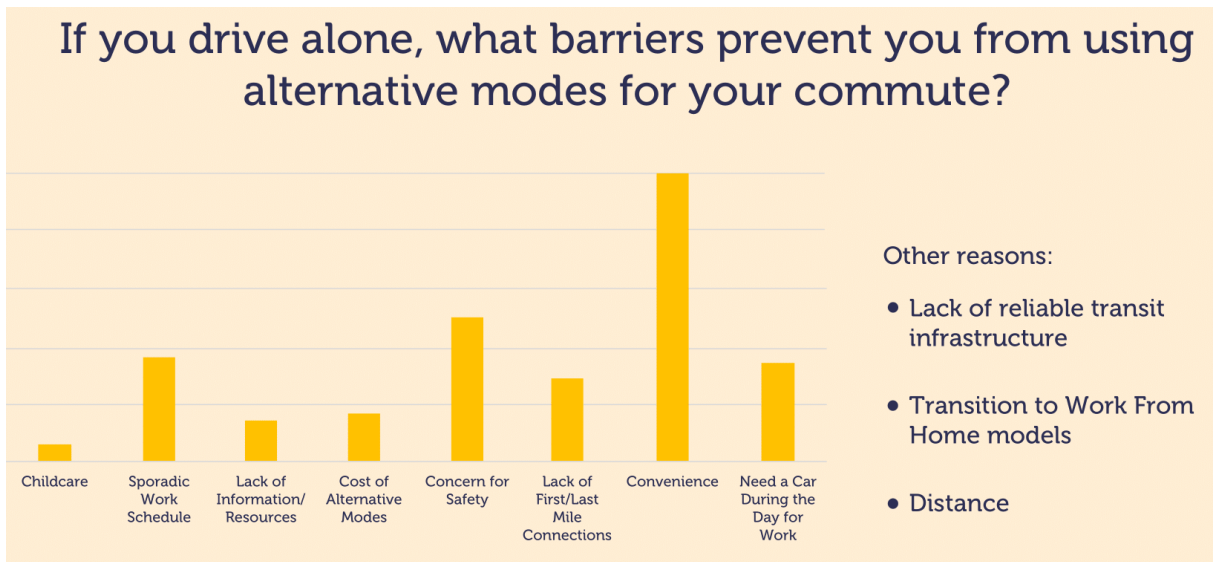


Figure 3. What Programs Would Encourage Users To Try Alternative Modes?

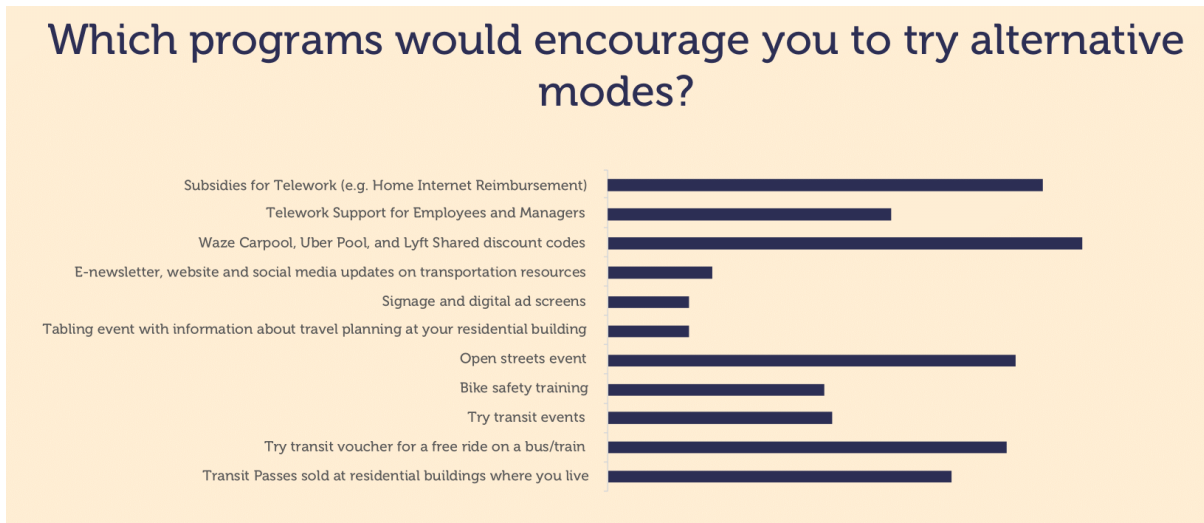
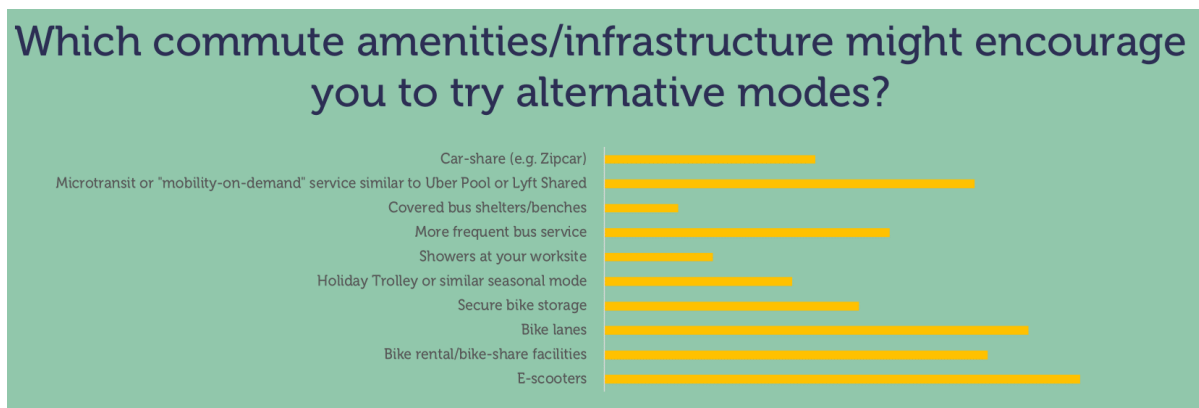


Figure 4. What Commute Amenities Might Encourage Users To Try Alternative Modes?



Austin Movability – The Central Texas Transportation Management Association (TMA) is a non-profit organization that provides commuter and transportation solutions for Austin's workers and employees. Companies may easily encourage alternative commutes by using Austin movability's tools, which make it simple for workers to locate ride matches, track trips, and engage in exciting contests that promote your company's preferred commute modes.



GET THERE
Central Texas
WALK • BIKE • RIDE • SHARE

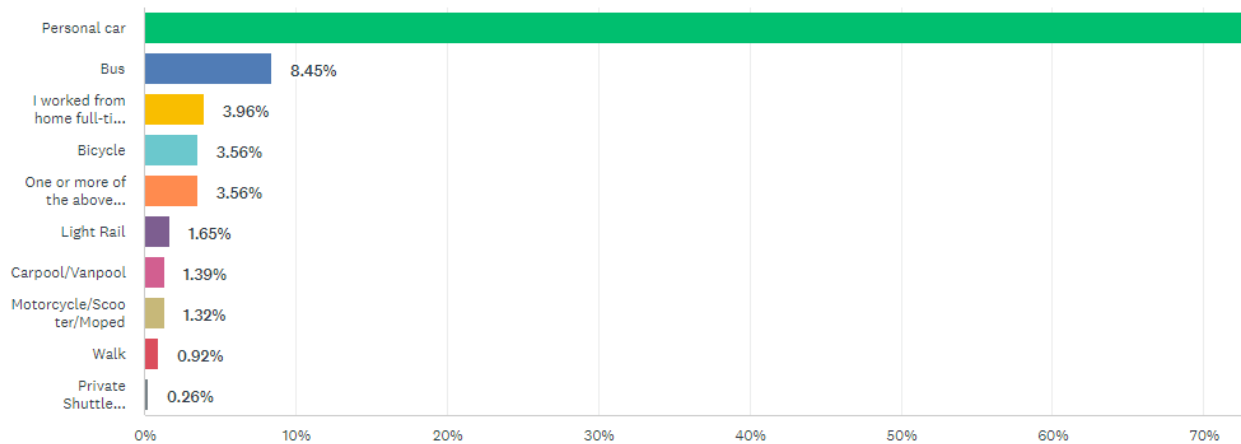
Austin Movability has various programs for members:

- MovePass – is a group purchase of Capital Metro transit tickets. Members may choose the alternatives that are most convenient for them, and Capital Metro will apply a discount to the ticket.
- With the aid of the Austin Community Foundation, the NPO Go services assist members in developing a mobility strategy.

Figure 5. How did you get to work on most days prior to the pandemic?

How did you get to work on most days prior to the pandemic?

Answered: 1,515 Skipped: 36



Transportation Patterns Survey

Figure 6. Most used transportation modes

Most Used Transportation Modes

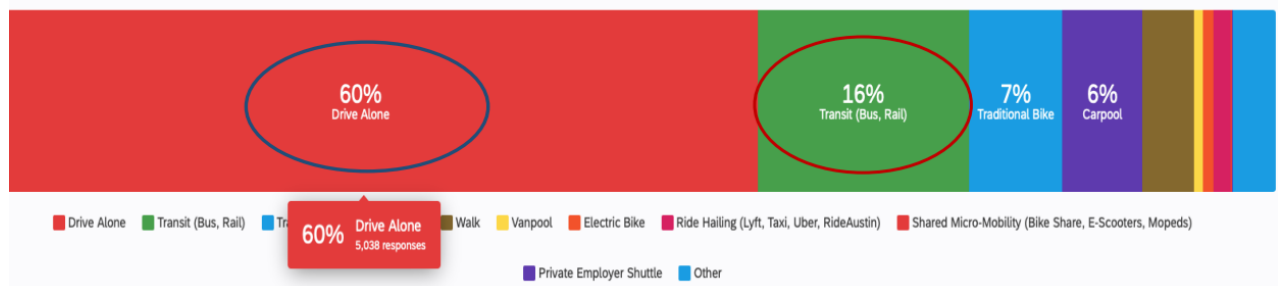
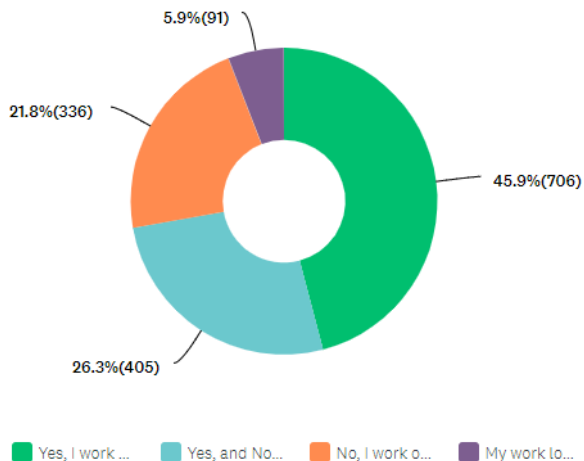


Figure 7. Do you currently work at home due to the Pandemic?

Do you currently work at home due to the pandemic?

Answered: 1,538 Skipped: 13



Transportation Patterns Survey

Central Atlanta Progress (CAP) – Downtown Atlanta, with its accessible streets, urban ambiance, and well-known landmarks, is a popular destination for tourists and locals alike. Central Atlanta Progress (CAP) is a non-profit organization created in 1941 that aims to create a thriving community, sustainable infrastructures that are safe, dependable, diverse, economically viable, accessible, clean, hospitable, and entertaining downtown. CAP collaborates with Downtown workers, property managers, and commuters to alleviate congestion during peak hours, reduce pollution, and enhance the commuting experience. The Downtown Connects provide free assistance to downtown employers and property managers in order to make their employees' commutes easier.

Downtown Connects (a service provided by CAP) provides a variety of services, some of which are as follows:

- A 20 percent monthly discount on MARTA Breeze Cards is available via the Discounted Transit Pass program.
- A worksite audit documenting your company's transportation accessibility and how your workers travel to and from work.
- Relocation consulting and personalized employee route planning
- FlexWork consulting
- Commuter incentives and outreach programs to educate workers about public transportation alternatives, regional transit promotions, and financial incentives for environmentally friendly modes of transportation

Downtown Connects has assisted businesses in the downtown area in attracting and retaining employees, as well as reducing traffic congestion, pollution, and car miles driven by a large margin. In the year 2018, there were the following:

- 25,573,019 Vehicle Miles Reduced for TMA partners + transit pass program participants
- 80 employers participate in the discounted transit pass program, 55 of those are considered employer partners that receive additional programming.
- 32,121 transit passes sold in 2018 (10% increase from 2017)

- 25% average percentage of annual clean commutes for our partners
- 1,284,149 transit trips
- 19,436 employees serviced
- 57,810 carpool trips
- 18,089 bike trips
- 4,550 walking trips
- 9,118 telework days utilize

MassCommute – MassCommute establishes connections with institutions, companies, and communities via the successful Transportation Management Associations (TMAs) throughout Massachusetts. Over 400,000 commuters are served by MassCommute, which operates in 48 communities throughout the state of Massachusetts. These forward-thinking measures help to decrease traffic congestion, enhance air quality, and make the Commonwealth a more desirable location to live, work, and start a company. MassCommute TMAs provide benefits to over 1000 organizations, including enterprises, colleges, hospitals, multi-tenant office complexes, and residential communities. TMA shuttle ridership figures from 2019 and 2020 were used to determine the effect of MassCommute.

- 3.5 million gallons of gas saved
- 33k tons of greenhouse gas emissions eliminated
- 81 million single-occupancy vehicles miles reduced
- \$47 million dollars saved by commuters

TMA San Francisco – The Transportation Management Association (TMA) San Francisco (also known as TMA SF) facilitates connections between those who travel, work, and live in the region. TMA SF Connects was established in 1989 to encourage alternate modes of transportation versus driving alone. The organization now serves 83 of the city's commercial office buildings. Members of TMA SF Connects have access to traffic and transportation information, as well as alternatives to driving alone and tools to make it simpler to travel about the region. Members are also expected to provide the greatest possible working environment as well as access to workforce development tools. Apart from that, there are options for kid care, pet care, adolescent care, and adult care for members to choose from. Members of the TMA SF get information on the transit agency, paratransit, dogs on public transportation, and bicycles on public transportation. Apart from the paid service, members can take advantage of free commuter services, 511 ridesharing, 511 bicycling, clipper information, real-time bus information, walking facilities, bicycling facilities and coalition, scooters/E-scooters options, carpooling incentives, RideMatch service, Park and Ride lot information, FasTrak – electronic toll collection system, carsharing apps like Zipcar, Gig, Turo, etc., and on-demand transportation services such as Lift, Uber, Carzac, etc.

The initiatives taken by TMA SF encourage commuters to understand and make use of public transportation or other available options for all or part of their route to and from their place of employment. Since the TMA SF was founded, survey findings have shown a decrease in the number of people who drive alone, from 18 percent to 8.5 percent. TMA SF connects commuting to local workforce development and community care to present a comprehensive picture of the options for going to work and fully using the resources available in downtown San Francisco and the Bay Area.

The findings of the 2020 survey are given in Figure 8, which is broken down by commuter mode for the period 2005 – 2020. The survey results show a significant increase in public transportation usage, bicycling, and walking, with reductions in automobile usage including drive along and carpool.

- Drive Alone – In accordance with the respondent answer, the percentage of driving alone is 11.0 percent, which is a reduction from 15.2 percent in 2005.
- Public Transportation Use – According to the survey results, 73.6 percent of respondents use public transportation as their major means of transportation to and from work, which is an increase from 62.3 percent in 2005.
- Carpooling and ridesharing were used – The proportion of people who used ridesharing decreased from 15.2 percent to 3.9 percent between 2005 and 2020.
- Bicycling – The percentage of people bicycling increased from 1.4 percent in 2005 to 2.3 percent in 2020, although there has been a reduction from 3.1 percent in 2017.
- Walking – The percentage of people who walk to work has increased from 3.9 percent to 6.8 percent.

Figure 8. Breakdown of Longest Commute Modes (2005-2020)

Primary Commute Mode	2020	2017	2014	2013	2011	2009	2007	2005
Public Transportation	73.6%	75.9%	73.8%	77.6%	73.1%	71.8%	68.3%	62.3%
BART	37.6%	38.1%	37.7%	34.3%	37.7%	35.4%	31.8%	29.7%
Muni	21.7%	20.3%	22.4%	27.6%	21.3%	22.4%	24.5%	25.3%
AC Transit	3.6%	4.4%	2.9%	3.4%	2.1%	3.1%	0.8%	1.4%
Caltrain	3.9%	4.9%	4.4%	4.9%	3.5%	3.5%	4.8%	1.8%
Samtrans	0.2%	0.1%	0.4%	0.2%	0.6%	1.7%	0.8%	0.5%
Golden Gate Transit Bus	2.3%	3.3%	2.0%	2.8%	3.9%	1.0%	1.5%	1.8%
Golden Gate Ferry	1.8%	1.2%	1.7%	1.2%	1.2%	2.3%	1.3%	1.6%
Alameda/Oakland/Vallejo/ Harbor Bay/South SF Ferry	1.7%	1.6%	1.3%	2.2%	1.7%	1.0%	1.3%	
Other public transit	0.8%	1.9%	0.9%	1.0%	1.1%	1.4%	1.5%	0.2%
Drive alone	11.0%	8.5%	9.7%	9.0%	11.6%	13.0%	13.5%	15.2%
Auto, gas powered	8.9%	7.1%	8.3%	8.0%	10.8%	12.2%	13.5%	15.2%
Auto, hybrid	2.1%	1.4%	1.5%	1.0%	0.8%	0.8%	0.8%	
<i>Auto, uses car for work</i>	<i>4.0%</i>	<i>3.4%</i>	<i>2.0%</i>	<i>2.3%</i>	<i>3.7%</i>	<i>3.5%</i>	<i>6.8%</i>	<i>7.3%</i>
Motorcycle/scooter	0.8%	0.7%	0.7%	0.2%	0.4%	0.4%	0.5%	2.1%
Carpool/Rideshare	3.9%	5.4%	7.5%	6.9%	7.9%	8.3%	9.1%	15.2%
Carpool (same people)	1.8%	1.6%	4.0%	3.4%	5.4%	5.4%	4.5%	7.1%
Casual carpool	1.1%	2.2%	2.9%	3.2%	2.3%	2.3%	2.8%	7.6%
Vanpool	0.2%	0.3%	0.1%	0.3%	0.2%	0.6%	1.8%	0.5%
Rideshare/Car Sharing Service	0.8%	1.2%	0.4%					
Employer Shuttle/Other	0.4%	1.0%	0.5%	0.3%	0.2%	0.1%	1.8%	
Walk	6.8%	5.3%	5.2%	4.5%	5.6%	3.5%	5.5%	3.9%
Bicycle	2.3%	3.1%	2.7%	1.5%	1.2%	2.5%	1.0%	1.4%
Work at home/telecommute	0.3%	0.1%	0.0%	0.0%	0.2%	0.4%	0.3%	
n=	1,197	983	755	597	483	483	400	435

APPENDIX E – TDM Provider Performance & Measures

INTRODUCTION

The Broward Metropolitan Planning Organization (BMPO) has contracted with the Downtown Fort Lauderdale Transportation Management Association (TMA), to study Transportation Demand Management (TDM) and transit strategies used to increase the efficiency of existing transportation systems by influencing demand on those systems to help manage congestion. Additionally, the BMPO is developing a new Congestion Management Process (CMP). The CMP monitors the capacity and traffic levels on major roadways in the Broward region. The primary purpose of the CMP is to develop and implement strategies to improve safety and mobility through all modes of transportation (i.e., TDM, transit, community shuttles, bicycle, pedestrian, and roadway) and to reduce single-occupancy vehicle travel. Additional activities include assistance with educational and other outreach activities/events. The consultant will be primarily assisting the TMA to meet the objectives of these tasks.

The BMPO and the TMA endeavor to understand and document the community's TDM needs with a specific focus on traffic mitigation, teleworking, flexible work schedules, mobility for seniors, transportation advocacy, safety, and environmental impacts. Once these needs are identified, the partners aspire to promote efficient transportation demand management systems and programs that will enhance the area's competitiveness and economic vitality and continue its image as an attractive place in which to live, work, visit, and conduct business.

TASK 1 - DOCUMENT EXISTING TRANSPORTATION DEMAND MANAGEMENT EFFORTS IN BROWARD COUNTY

State and local governments along with employers have long expressed the need to reduce vehicle miles traveled during peak hour periods to increase modal shift towards sustainable trips. This chapter will consist of a discovery process to quantify any efforts in Broward County that are currently underway to achieve the goals of reducing traffic congestion, implementing TDM strategies and or reducing transportation environmental impacts. Another component of this task will be to interview stakeholders including transportation service providers, the private sector, stakeholders and transportation users to discuss current partnerships, opportunities and challenges, COVID impacts, and future aspirations to determine strategies to move forward to the implementation plan.

The team conducted a literature review of all transportation demand management efforts, transportation services, current trends and providers operating in Broward County with a focus on performance metrics. This review included FDOT Commuter Assistance Programs, local bus and community bus services, commuter rail services, the regional commuter service programs and other services identified as part of the initial research effort. In addition to our discovery research for Broward County, we also documented the performance metrics for the five (5) national best practice TMAs identified in Task 2 of this study.

The results of the research indicates that every program and service seems to have its own performance measures tailored to their strategic plans. The metrics vary dramatically from agency to agency and there is very little reporting on straight Vehicle Miles of Travel (VMT) reductions. The research also showed that bus transit ridership was trending downward for the years prior to the COVID-19 while Tri-Rail ridership was on an upward trend, all ridership spiraled downward during the pandemic epidemic and although full transit service has come back, for the most part, ridership is not back to 2019 levels. It is notable to mention that

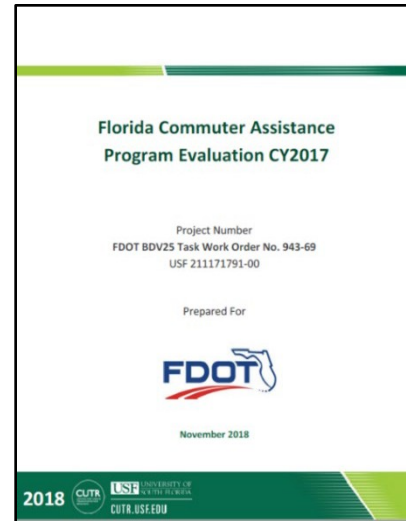
our discovery process and interviews highlighted the dedication and service that Broward County Transit drivers, staff and administration supported the entire community by continuing to move front line workers throughout the pandemic.

BACKGROUND DOCUMENTS REVIEW

Florida Department of Transportation (FDOT) Commuter Assistance Program

Topic No.: 725-030-008-g and the 2017 Calendar Year CAP Program Evaluation

The State Commuter Assistance Program’s (CAP) purpose is to establish procedures and guidelines for the implementation of the Department’s Commuter Assistance Program, identifying effective employer-based transportation demand management (TDM) strategies, fostering the development of public/private partnerships, and funding appropriate eligible recipients to carry out commuter assistance program projects. The program encourages the use of transportation demand management strategies including employee trip reduction planning, Transportation Management Associations, alternative work hour programs, telecommuting, parking management, and bicycle and pedestrian programs.



In general, the CAP indicates that coordinated use of existing transportation resources can provide a responsive, low-cost alternative for alleviating urban highway congestion, improving air quality, and reducing the need for costly highway improvements. The CAP focuses on the single-occupant commuter trip that is the greatest cause of peak-hour highway congestion finding that a coordinated effort to provide alternatives to these commuters, using existing or low-cost resources, can be beneficial to the development of public transit statewide and the FDOT’s priority efforts to relieve traffic congestion, improve air quality and to assure energy conservation. The State’s CAP encourages a public/private partnership to provide brokerage services to employers and individuals for carpools, vanpools, bus pools, express bus service, subscription transit service, group taxi services, heavy and light rail, and other systems designed to increase vehicle occupancy.

The rules governing the program require regular evaluations of programs. The following summarizes the overall results of the latest evaluation covering the Calendar Year 2017.

Overall, the CAPs reduce almost 14,000 daily one-way trips dominated by the results from the South Florida Commuter Services (SFCS) Program. Collectively, they reduce over 750,000 vehicle miles of travel per day and over 137,000 minutes in delay and again, heavily influenced by the SFCS Program. Table 1 provides a breakdown of the impact of changes to single-occupant travel.

Table 1. Florida CAPs Impact of Changes to Single Occupant Travel.

	District 3	District 5	District 4/6	District 7	
Impact of Auto-Drive Alone Travel (a negative value is a reduction)	Commuter Services of North Florida	reThink Your Commute	South Florida Commuter Services	TBARTA Commuter Services	Total
Change in Daily One-Way Trips	(25)	(1,610)	(11,537)	(653)	(13,824)
Change in Daily VMT	(3,572)	(128,194)	(577,894)	(42,750)	(752,410)
Change in Added Delay (minutes)	(1,040)	(12,689)	(110,061)	(13,545)	(137,336)
Change in Gasoline Consumption (gallons/day)	(198)	(7,122)	(32,105)	(2,375)	(41,801)

Source: FDOT Florida Commuter Assistance Program Evaluation – The calendar Year 2017

Commuter Demographics

Participants in the CAP programs generally speaking have longer commutes than their fellow Metropolitan Statistical Area residents. For some CAPs, it was considerably longer. For example, the average commute time of Tampa-St. Petersburg- Clearwater MSA residents are 27.2 minutes, but for TBARTA registrants, it is 47.2 minutes. For residents of the Miami-Fort Lauderdale-Pompano Beach MSA it is 29.6 minutes, but for SFCS registrants it is 44.8 minutes, and for residents of the Orlando-Kissimmee-Sanford MSA it is 28.7 minutes, but for reThink registrants, it is 43.7 minutes. Tables 2 and 3 provide the average travel time to work.

Table 2. Florida CAPs Average One-Way Commute Distance.

CAP	Distance
South Florida Commuter Services	24.6 miles
reThink	26.1 miles
Commuter Services of N Florida	16.0 miles
TBARTA	23.5 miles
Commuter Services for SW Florida	18.9 miles
rideOn	20.0 miles

Source: FDOT Florida Commuter Assistance Program Evaluation – Calendar Year 2017

Table 3. Florida CAPs Average Travel Time to Work.

CAP	Time
South Florida Commuter Services	44.8 minutes
reThink	43.7 minutes
Commuter Services of North Florida	30.1 minutes
TBARTA	47.2 minutes
Commuter Services for Southwest Florida	29.5 minutes
rideOn	31.7 minutes

Source: FDOT Florida Commuter Assistance Program Evaluation – Calendar Year 2017

Carpooling and Vanpooling

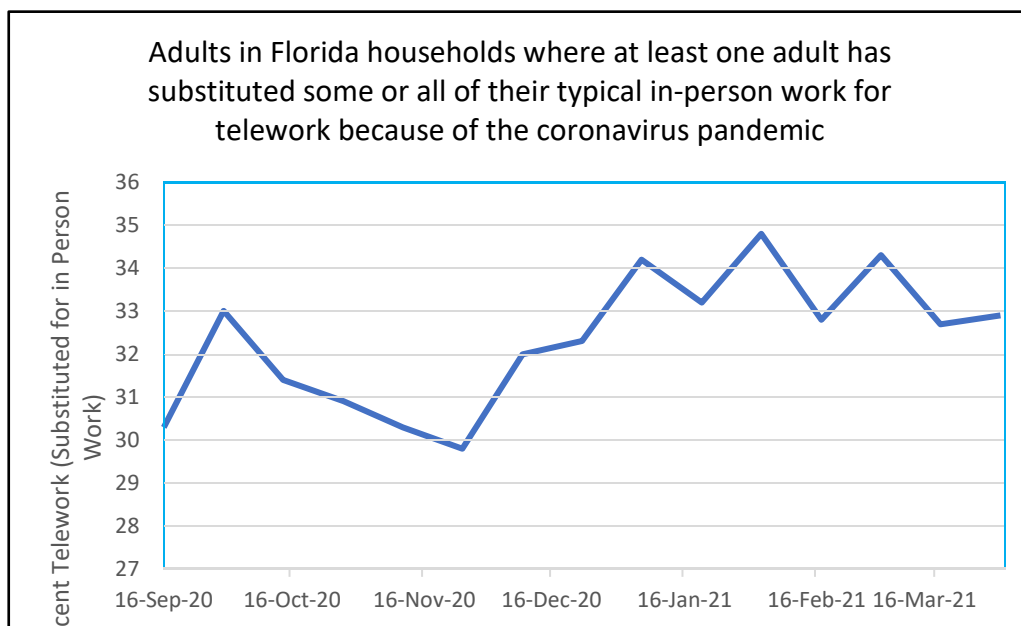
SFCS carpoolers and van poolers have 4.1 passengers per vehicle on average however further analysis indicates that there are a significant number of “Fampools”, carpools or vanpools where one or more of the passengers are family members, representing 44.8 percent of SFCS carpools and vanpools. Although carpools and vanpools technically include child passengers (i.e., for the purposes of being able to use an HOV lane), only 9.0 percent of SFCS carpoolers and van poolers said that their carpool or vanpool included any passengers under age 16. When carpoolers and van poolers were asked how many days, they were the driver, there was a fairly even distribution of answers. For example, 22.4 percent said they are never the driver, while 23.9 percent said they are the driver 5 days a week.

Telecommuting

The survey included several questions related to working from home. Only 29.3 percent of SFCS customers indicated that they regularly do any paid work out of their homes. Those who indicated that they did were pressed further on the nature of that work. 46.6 percent said they bring work home after normal work hours, which technically is not telecommuting. 49.3 percent said they sometimes work at home as an employee or contract worker during normal business. On average, they telecommuted 4.4 days per month. When asked if they have tried telecommuting in the past 12 months, 27.4 percent of SFCS customers indicated they had done so. Of those, 64.7 percent said they have continued to work from home at least once per month while the other 35.3 percent said it was a temporary change. The latter category of respondents was asked why they discontinued telecommuting. 40.0 percent said they had a change in job requirements, and 26.7 percent said it was because of changes in their employer’s work at home policy.

The University of South Florida (USF) Center for Transportation Research (CUTR) provided information on a resource developed by the US Census to track households where at least one person worked from home on a bi-weekly basis. Figure 1 shows the data that was tracked bi-weekly for 15 bi-weekly periods from September 16, 2020, to April 12, 2021. Note that the metrics were revised from time to time so extended periods of time cannot be provided.

Figure 1. Florida Percent Work From Home



Source: US. Census [Household Pulse Survey](#)

Performance Measure Requirement From The FDOT Work Program

A series of initiatives aimed at reducing the number of journeys made by single-occupant automobiles and improving the regional mobility of all inhabitants. Ridesharing (carpooling and vanpooling), public transportation, flexible work hours, non-motorized transportation (bicycle and pedestrian modes), shuttle services, priority/preferential parking for ridesharers; promotion and distribution of discounted transit passes; and fostering telecommuting programs are just a few examples of these strategies.

The evaluation measures that are considered in the FDOT work program are given below:

- **Number of Commuters Requesting Assistance:** This is the number of people that request the assistance of some sort including:
 - Carpool match list, Vanpool match list or formation assistance, Transit route and/or schedule information, Telecommuting information, Bicycle route and/or locker/rack information
- **Number of Commuters Switching Modes:** This is the number of people that actually use the information you provide to change their current Single Occupant Vehicle mode to carpooling, vanpooling, transit use, telecommuting, walking, and/or bicycling.
- **Number of Vans In Service:** Report the number of commuter vans on the road and/or the number of van poolers. These are vans that are operated either by the CAP agency or any other coordinating agency that participates in the commuter rideshare-matching program operated by the CAP.
- **Number of Vehicle Trips Eliminated:** Using the follow-up survey data or actual data multiply the frequency of alternative mode use by the estimated number of commuters using a shared mode or telecommuting.
- **Number of Vehicle Miles Eliminated:** Using the follow-up survey data take the average trip length times the frequency of use times the number of formations.
- **Employer Contacts:** When reporting includes the number of employees at each site. Report the number of employer contacts and provide a brief summary of methods of contact used.
- **Major Accomplishments:** When reporting consider the following categories: new transit services initiated and/or improved; education programs initiated; transportation planning initiatives; guaranteed to ride home projects initiated; or other implementation activities.
- **Parking Spots Saved / Parking Needs Reducing:** Determined by the number of people using alternative modes at each employment site.
- **Commuter Costs Saved:** Multiply vehicle mile eliminated by the average cost per mile. The American Automobile Association is a good source for the average cost per mile.
- **District Optional Evaluation Measure**
 - **Gasoline Saved:** Multiply the vehicle miles eliminated by the average miles per gallon figure from the American Automobile Association.
 - **Emissions Reduction:** Multiply the vehicle miles eliminated by the emission factors for your area. Emission factors are available from the Department of Environmental Protection.

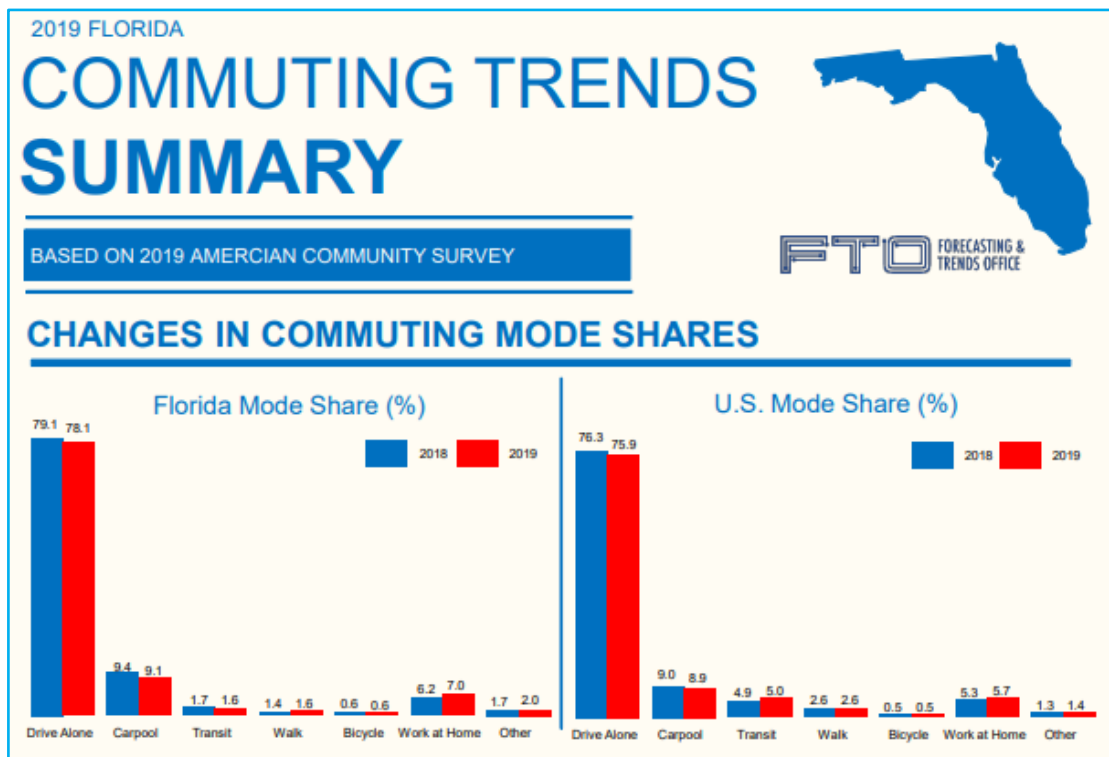
- **Information Materials Distributed:** Categories may include but are not limited to: Brochures, Information packets, Posters, Surveys
- **Special Events:** Categories may include but are not limited to: Transportation Fairs, Commuter Fairs, Special Promotions
- **Media / Community Relations:** Categories may include but are not limited to:
 - Number of Public Service Announcements shown, Number of newspaper articles, Number of news stories, Number of magazine articles

FDOT Central Office Forecasting and Trends Office (FTO) 2019 Commuting Trends in Florida

The FDOT Annual Report on Commuting Trends Report was last published in December of 2020 based on the 2019 US Census Bureau American Community Survey (ACS) Data. The report provides statewide information indicating that Single Occupant Vehicles (SOVs) dominate Florida commuting patterns, however, it is shown as trending downward from 2018. One of the focuses of the Broward MPO and FTL TMA efforts is to assess the impacts of COVID on commuting patterns and Work From Home Policies. The FDOT FTO reports shows that pre-COVID 7.0% of Floridian commuters were working from home, up 0.8% from 2018. Note that these numbers vary greatly from the Work From Home data recorded in the FDOT CAP program survey. The Project Team believes the large discrepancy is related to the definition of work from home where the previous discussion indicated that responses included – bringing work home after normal work hours, which, again, is technically not telecommuting, sometimes working at home as an employee or contract worker during normal business hours and they were telecommuting 4.4 days per month. Figure 2 provides a summary of commuting trends.



Figure 2. 2018 to 2019 FDOT FTO Report State and National Mode Shares



Source: FDOT FTO 2019 Commuting Trends in Florida

According to the FDOT FTO the 2020 ACS data should be available in November of 2021 and they will have the 2020 Annual Report ready in January or February of 2022. The Broward MPO TDM Project Team anticipates that the 2020 ACS will provide significant insight to the impacts of COVID on Work From Home activity.

The 2019 FDOT FTO Report also provided some County specific information showing that Broward County has a 2.6% transit mode split which is the second highest in the state behind Miami-Dade County, however, well below the national average of 5.0%. Table 4 provides commuting trends by county for transit.

Table 4. FDOT FTO 2019 Commuting Trends in Florida

Rank	County	Transit %	Rank	County	Transit %
1	Miami-Dade County	3.8%	19	Lee County	0.5%
2	Alachua County	2.6%	19	Okaloosa County	0.5%
2	Broward County	2.6%	19	Pasco County	0.5%
4	Leon County	2.3%	19	Polk County	0.5%
5	Orange County	2.0%	23	Brevard County	0.4%
6	Duval County	1.9%	23	Highlands County	0.4%
7	Palm Beach County	1.7%	23	Indian River County	0.4%
8	Pinellas County	1.6%	26	Lake County	0.3%
9	Collier County	1.1%	27	Clay County	0.2%
9	Manatee County	1.1%	27	Flagler County	0.2%
11	Hillsborough County	1.0%	29	Hernando County	0.1%
12	Bay County	0.9%	29	Marion County	0.1%
12	Sarasota County	0.9%	29	Martin County	0.1%
12	Seminole County	0.9%	29	Monroe County	0.1%
12	Volusia County	0.9%	29	St. Johns County	0.1%
16	St. Lucie County	0.8%	34	Santa Rosa County	0.0%
17	Escambia County	0.7%		Florida	1.6%
17	Osceola County	0.7%		United States	5.0%

FY 2019-2028 SFRTA Transit Development Plan

The South Florida Regional Transportation Authority (SFRTA) prepared the Transit Development Plan (TDP) Major Update, *SFRTA Building Stronger Connections*. The TDP Major Update seeks to refocus SFRTA’s mission to steadily improve the passenger experience and grow ridership while fostering collaborative relationships to promote and develop regional transit.

SFRTA operates the Tri-Rail commuter rail service in Miami-Dade, Broward, and Palm Beach counties. Tri-Rail trains accommodate bicycles, and all stations have bike lockers. SFRTA operates a commuter bus service (Tri-Rail Commuter Connector) to and from select Tri-Rail stations, with connecting service to numerous South Florida destinations.

According to the report more than 75 percent of workers for the region commute alone by car. In Palm Beach County, only 2 percent of commuters use public transportation, compared to nearly three times that in Miami-Dade County. The update also highlights average commute time for all three counties as demonstrated in the figure below.

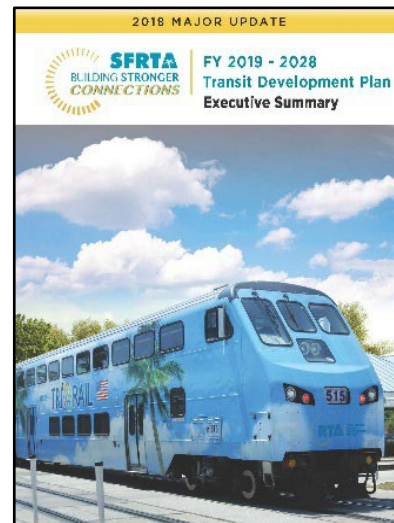
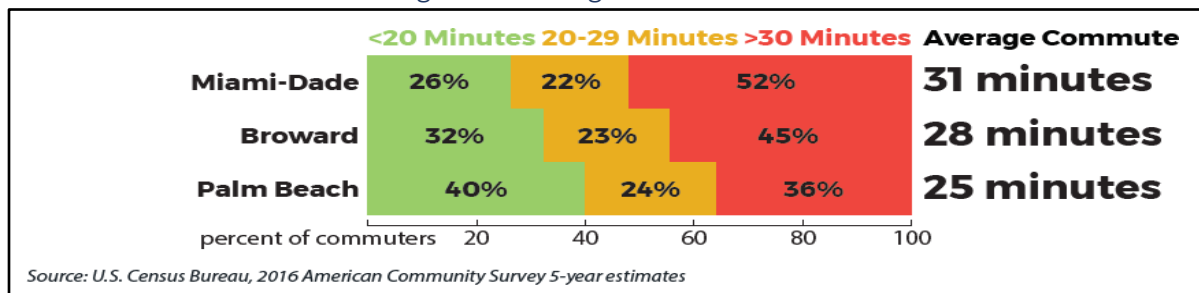


Figure 3. Average Travel Time to Work



Mode of commute is based on 2016 American Community Survey 5-year estimates, highlighting the number of workers in each county and their modal split for the tri-county region as demonstrated in the figure below.

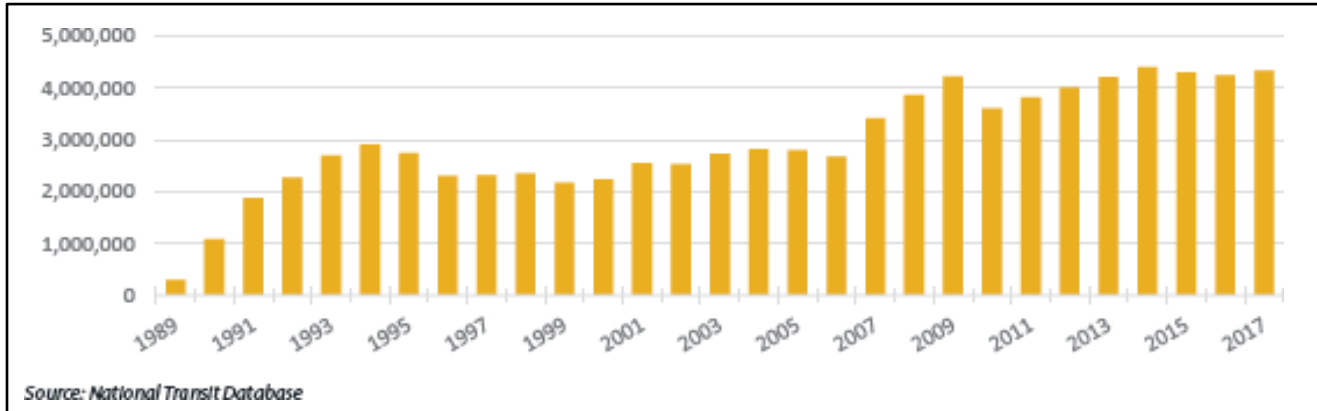
Figure 4. Journey-to-Work Mode Split

County	Workers (16 yrs+)	Car, Truck, or Van (drove alone)		Car, Truck, or Van (carpooled)		Public Transportation		Walked		Other Modes		Worked at Home	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Miami-Dade	1,214,352	931,770	77%	109,613	9%	67,251	6%	27,150	2%	22,442	2%	56,126	5%
Broward	892,638	708,764	79%	83,973	9%	26,485	3%	11,475	1%	18,545	2%	43,396	5%
Palm Beach	626,367	492,621	79%	60,017	10%	12,447	2%	9,305	1%	12,807	2%	39,170	6%

Source: U.S. Census Bureau, 2016 American Community Survey 5-year estimates

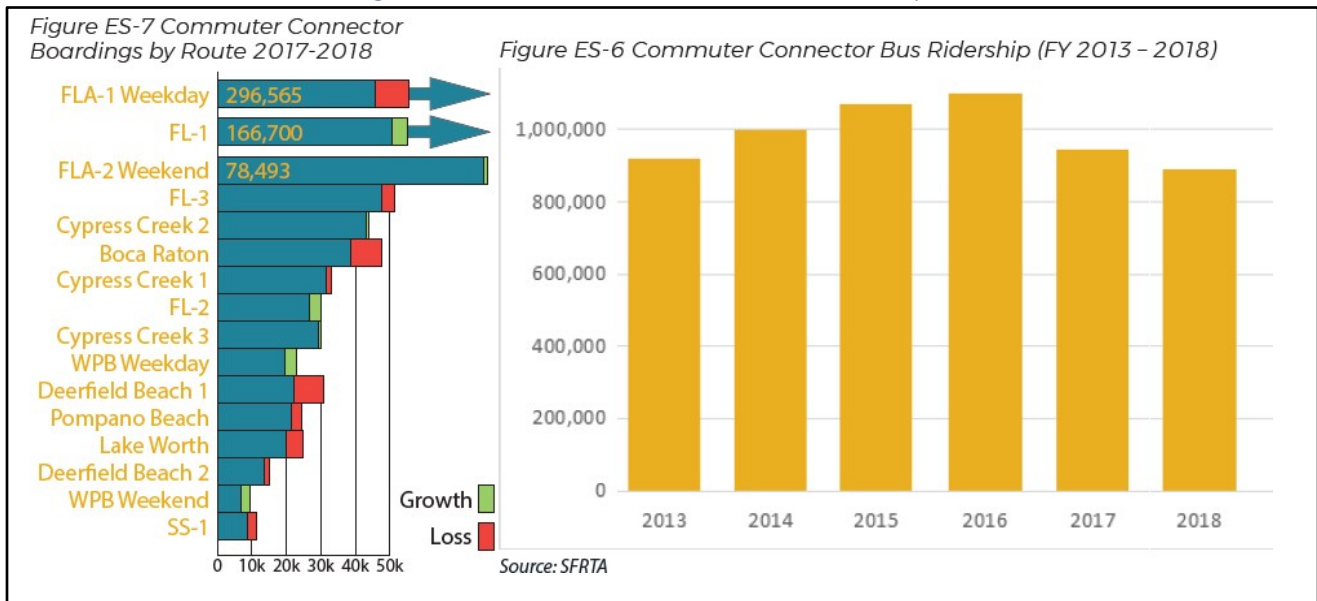
Over the last several years, annual ridership for the Tri-Rail commuter rail service has exceeded four (4) million riders per year with an average weekday ridership of approximately 14,000 passengers (Figure 5).

Figure 5. Tri-Rail Historic Ridership



SFRTA operates 14 commuter bus routes, three (3) in Palm Beach County and 11 in Broward County. This service has become an important first/last mile connection and about 25 percent of Tri-Rail passengers ride the commuter buses. Annual ridership on the Commuter Connector service is approximately 1.1 million passengers in 2016, see Figure 6 for boardings by station and annual bus ridership.

Figure 6. Commuter Connector Bus Ridership



Other important factors for economic and employment in South Florida is the annual tourism which significantly impacts the growth of this region. According to the Greater Miami and the Beaches, 2016 Visitor Industry Overview, approximately 36.7 million visitors visited the South Florida region in 2016. A total of 15.7 visited Miami-Dade County, 13.6 million visited Broward, and 7.35 million visited Palm Beach County. These visitors spent \$25.5 billion in direct expenditures, with international visitors accounting for 62 percent of that total.

Rail Performance Measures

In this document, a five-year trend analysis of key transit operations performance measures was conducted to examine Tri-Rail’s commuter rail and Commuter Connector Bus services. This analysis relies on SFRTA’s National Transit Database (NTD) data from 2012 to 2016. SFRTA has three (3) performance measure categories as indicated in Tables 5 and 6:

- General Performance Indicators (14 indicators) - the quantity of service supply, passenger and fare generation, and resource input.
- Effectiveness Measures (6 indicators) – the extent to which the service is effectively provided.
- Efficiency Measures (11 indicators) - the extent to which cost efficiency is achieved.

Table 5. Tri-Rail Performance Measures

General Performance Indicators	Change ('12-'16)	Effectiveness Measures	Change ('12-'16)	Efficiency Measures	Change ('12-'16)
Passenger Trips	+6%	Vehicle Miles per Capita	+21.0%	Operating Expenses per Capita	+62%
Passenger Miles	+2%	Passenger Trips per Capita	+5.9%	Operating Expense per Passenger Trip	+53%
Vehicle Miles	+21%	Passenger Trips per Revenue Mile	-13.3%	Operating Expense per Passenger Mile	+59%
Revenue Miles	+22%	Passenger Trips per Vehicle Hour	-16.1%	Operating Expense per Revenue Mile	+33%
Vehicle Hours	+26%	Revenue Miles between Incidents	n/a	Farebox Recovery Ratio	-32%
Route Miles	0%	Revenue Mileage between Road Calls	-41%	Revenue Miles per Vehicle Mile	+1%
Operating Expenses	+62%			Revenue Miles per Vehicle	-34%
Capital Expenses	+183%			Operating Expense Per Revenue Hour	+26%
Operating Revenues	n/a			Revenue Hours Per Total Vehicles	-22%
Total Employees	n/a			Vehicle Miles per Gallon	+172%
Vehicles Available for Maximum Service	+64%			Average Fare	+4%
Fuel Consumption	+30%				

Source: Florida Transit Information System Urban Integrated National Transit Database

Table 6. Commuter Connector Performance Measures

General Performance Indicators	Change ('12-'16)	Effectiveness Measures	Change ('12-'16)	Efficiency Measures	Change ('12-'16)
Passenger Trips	+18%	Vehicle Miles per Capita	+7%	Operating Expense Per Capita	-15%
Passenger Miles	+17%	Passenger Trips per Capita	+18%	Operating Expense Per Passenger Trip	-28%
Vehicle Miles	+7%	Passenger Trips per Revenue Mile	+4%	Operating Expense Per Passenger Mile	-28%
Revenue Miles	+13%	Passenger Trips per Vehicle Hour	+20%	Operating Expense Per Revenue Mile	-25%
Vehicle Hours	-9%	Revenue Miles Between Incidents	n/a	Revenue Miles per Vehicle Mile	+5%
Route Miles	+3%	Revenue Mileage between Road Calls	-80%	Revenue Miles per Vehicle	+9%
Operating Expenses	-15%			Vehicle Miles per Gallon	-34%
Operating Revenues					
Total Employees					
Vehicles Available for Maximum Service	+3%				
Fuel Consumption	+63%				

Source: Florida Transit Information System Urban Integrated National Transit Database

Rail General Performance Indicators (GPI)

General Performance Indicators (GPIs) are used to gauge SFRTA’s overall operating system performance, see Table 7.

- Passenger trips increased between 2012 and 2016, reaching a peak in 2014 of 4.4 million riders per year. In 2016, 4.2 million riders took Tri-Rail, a 6 percent increase from 2011.
- Passenger miles grew slightly from 2012 to 2016, increasing 2 percent.
- Vehicle miles, revenue miles, and revenue hours have increased in concert with one another, growing between 21 and 26 percent.
- Route Miles have remained unchanged (142). This number will increase once service to Downtown Miami commences in Fiscal Year 2019.
- Operating expenses have increased significantly, from over \$55 million to nearly \$90 million between 2012 and 2016 – an increase of 62 percent.
- SFRTA’s available fleet for maximum service increased from 50 vehicles to 82, an increase of 82 percent.

Table 7. General Performance Measures

Performance Indicators	2012	2013	2014	2015	2016	% Change (2012-2016)
Passenger Trips	4,005,967	4,201,040	4,400,977	4,292,705	4,241,486	6%
Passenger Miles	115,414,171	116,122,404	119,670,196	118,049,114	117,303,700	2%
Vehicle Miles	3,065,000	3,258,002	3,519,025	3,608,199	3,708,779	21%
Revenue Miles	2,944,042	3,164,457	3,422,858	3,505,483	3,595,531	22%
Vehicle Hours	110,074	115,695	128,853	132,465	138,923	26%
Route Miles	142	142	142	142	142	0%
Operating Expenses	\$55,588,137	\$58,051,892	\$64,520,103	\$76,373,773	\$89,987,616	62%
Capital Expenses	\$25,131,466	\$25,863,200	\$28,794,171	\$34,108,844	\$71,142,799	183%
Operating Revenues	n/a	n/a	n/a	n/a	n/a	n/a
Total Employees	n/a	n/a	n/a	n/a	n/a	n/a
Vehicles Available for Max. Service	50	50	82	82	82	64%
Fuel Consumption	2,597,728	2,699,567	n/a	3,162,496	3,371,055	30%

Rail Effectiveness Measures

Effectiveness measures evaluate how effective SFRTA’s services are. Effectiveness measures are evaluated under two general categories – service consumption (how many trips per capita, per revenue mile and revenue hour), and quality of service (number of system failures, and revenue miles between road calls). Table 8 includes the effectiveness measures included in the report.

- Vehicle miles per capita increased from 0.56 to 0.67, a 21 percent increase.
- Passenger trips per capita increased 5.9 percent from 0.73 to 0.77.
- Passenger trips per revenue mile decreased slightly from 1.36 to 1.18, a 13.3 drop.
- Passenger trips per vehicle hour reduced from 36 to 30.5, a drop of 16.1 percent.
- Revenue miles between road calls fell from over 117,000 to over 69,000 between 2012 and 2016, a 41 percent reduction.

Table 8. Effectiveness Measures

Effectiveness Measures	2012	2013	2014	2015	2016	% Change 2012 - 2016
Vehicle Miles per Capita	0.56	0.59	0.64	0.66	0.67	21.0%
Passenger Trips per Capita	0.73	0.76	0.80	0.78	0.77	5.9%
Passenger Trips per Revenue Mile	1.36	1.33	1.29	1.22	1.18	-13.3%
Passenger Trips per Vehicle Hour	36.4	36.3	34.2	32.4	30.5	-16.1%
Revenue Miles between Incidents	n/a	n/a	n/a	n/a	n/a	n/a
Revenue Mileage between Road calls	117,762	87,902	106,964	53,113	69,145	-41%

Rail Efficiency Measures

Efficiency measures evaluate SFRTA’s efficiency in providing transit service, see Table 9. These can be summarized into broader categories, including cost efficiency (including operating expense per capita, per peak vehicles and per revenue hour), operating ratios (for instance, a farebox recovery ratio), and energy utilization (vehicle miles per gallon).

- Per capita and per passenger operating expenses increased by 62 percent and 53 percent, respectively from 2012 to 2016. Adjusted to 2012 dollars, the increases are 55 percent and 47 percent.
- Operating expense per passenger mile increased 59 percent, from 48 cents to 77 cents.
- Operating expense per revenue mile increased from \$18.88 to \$25.03, a 33 percent increase. Adjusted for inflation to 2012 dollars, this corresponds to a 27 percent increase.
- Tri-Rail’s farebox recovery ratio declined from 21 percent to 15 percent. [SFRTA began providing SFRC Maintenance of Way (MOW) SFRC. MOW services costs and revenues support all users of the SFRC corridor, including CSXT freight movements as well as Amtrak, and are not limited strictly to Tri-Rail’s operations. Including these additional MOW costs in the SFRTA farebox calculation skews SFRTA’s recovery ratio downward. To allow a meaningful year-to-year comparisons, SFRTA prepares a calculation to show the ratio with the additional MOW costs, and one without the additional MOW costs.]
- Revenue miles per vehicle fell from 58,881 to 43,848, a 34 percent reduction.
- The average SFRTA fare increased from \$2.98 to \$3.09, an increase of 4 percent. Fares have remained unchanged since 2009, thus this could suggest an increase in trip length (more zones traveled), or an increase in the that pay full fare.
- Vehicle miles per gallon increased from 0.4 to 1.1 between 2012 and 2016.

Table 9. Efficiency Measures

Efficiency Measures	2012	2013	2014	2015	2016	% Change 2016 - 2012
Operating Expense Per Capita	\$10.10	\$10.55	\$11.73	\$13.88	\$16.35	62%
Operating Expense Per Capita (2012 \$)	\$10.10	\$10.34	\$11.37	\$13.46	\$15.70	55%
Operating Expense Per Passenger Trip	\$13.88	\$13.82	\$14.66	\$17.79	\$21.22	53%
Operating Expense Per Passenger Trip (2012 \$)	\$13.88	\$13.54	\$14.22	\$17.26	\$20.37	47%
Operating Expense Per Passenger Mile	\$0.48	\$0.50	\$0.54	\$0.65	\$0.77	59%
Operating Expense Per Passenger Mile (2012 \$)	\$0.48	\$0.49	\$0.52	\$0.63	\$0.74	53%
Operating Expense Per Revenue Mile	\$18.88	\$18.35	\$18.85	\$21.79	\$25.03	33%
Operating Expense Per Revenue Mile (2012 \$)	\$18.88	\$17.98	\$18.28	\$21.13	\$24.03	27%
Operating Expense Per Revenue Hour	\$571.91	\$566.35	\$566.39	\$647.71	\$721.81	26%
Revenue Miles Per Vehicle Mile	0.96	0.97	0.97	0.97	0.97	1%
Revenue Miles Per Vehicle	58,881				43,848	-34%
Revenue Hours Per Total Vehicles	1,943.96	2,050.02	1,389.21	1,437.98	1,520.35	-22%
Vehicle Miles Per Gallon	0.40	1.21	n/a	1.14	1.10	172%
Farebox Recovery (%)	21%	21%	20%	17%	15%	-32%
Average Fare	\$2.98	\$2.87	\$2.91	\$2.98	\$3.09	4%

Commuter Bus Performance Measures

Commuter Bus General Performance Indicators

- General Performance Indicators (GPIs) are used to gauge SFRTA’s commuter bus system performance, see Table 10. GPI measures include total passenger trips, vehicle miles, vehicle hours, and fuel consumption. The GPIs for SFRTA’s Commuter Bus service are described in this section.
- Passenger trips on SFRTA’s free station circulators increased from 936,000 to over 1.1 million, an increase of 18 percent.
- Passenger miles grew at a similar rate, from 3.6 million to 4.2 million, a total growth of 17 percent.
- Vehicle miles increased seven percent, from 978,612 to 1.05 million.
- Revenue miles increased 13 percent from 745,000 to 841,000.
- Vehicle hours declined 9 percent, from 85,800 to 77,790.
- Route miles increased by five miles, from 167 to 172.
- Operating expenses have been reduced from \$3.28 million to \$2.78 million, a 15 percent reduction.
- Fuel consumption has increased from 161,000 gallons to 263,000 gallons, a 63 percent increase.

Table 10. General Performance Measures

Performance Indicators	2012	2013	2014	2015	2016	% Change 2012 - 2016
Passenger Trips	935,919	921,631	1,001,058	1,071,014	1,100,336	18%
Passenger Miles	3,673,894	3,617,807	3,900,333	4,173,398	4,283,650	17%
Vehicle Miles	978,612	877,240	920,765	986,766	1,051,280	7%
Revenue Miles	745,205	731,956	765,611	774,866	841,967	13%
Vehicle Hours	85,852	67,879	70,989	72,885	77,790	-9%
Route Miles	167	164	164	164	172	3%
Operating Expenses	\$3,288,804	\$3,012,062	\$3,747,214	\$3,321,264	\$2,780,180	-15%
Operating Revenues	n/a	n/a	n/a	n/a	n/a	
Total Employees	n/a	n/a	n/a	n/a	n/a	
Vehicles Available for Maximum Service	29	26	26	28	30	3%
Fuel Consumption	161,012	130,931	149,421	166,281	263,226	63%

Commuter Bus Effectiveness Measures

Effectiveness measures are evaluated under two general categories – service consumption (how many trips per capita, per revenue mile and revenue hour), and quality of service (number of system failures, and revenue miles between failures). Performance measures for effectiveness measures are indicated in Table 11.

- Commuter Bus Vehicle Miles per Capita increased 7 percent from 0.15 to 0.18.
- Passenger Trips per Capita increased from 0.17 to 0.2, an 18 percent change.
- Passenger Trips per Vehicle Hour grew 20 percent from 13.5 to 16.2.
- Revenue Miles Between Road calls dropped significantly from 74,000 to 15,000, an 80 percent drop.

Table 11. Effectiveness Measures

Performance Indicators	2012	2013	2014	2015	2016	% Change 2016 - 2012
Vehicle Miles per Capita	0.15	0.18	0.16	0.17	0.18	7%
Passenger Trips per Capita	0.17	0.17	0.18	0.19	0.20	18%
Passenger Trips per Revenue Mile	1.26	1.26	1.31	1.38	1.31	4%
Passenger Trips per Vehicle Hour	13.5	16.0	16.4	17.2	16.2	20%
Revenue Miles between Incidents	n/a	n/a	n/a	n/a	n/a	n/a
Revenue Mileage between Road calls	74,520.50	30,498.17	29,446.58	16,143.04	15,035.13	-80%

Commuter Bus Efficiency Measures

Efficiency measures evaluate SFRTA’s efficiency in providing transit service, see Table 12. These can be summarized into broader categories, including cost efficiency (including operating expense per capita, per peak vehicles and per revenue hour), and energy utilization (vehicle miles per gallon).

- Operating expenses per capita, per passenger trip, per passenger mile, and per revenue mile have all decreased significantly.
 - Operating expenses per capita have decreased 15 percent from 60 cents to 51 cents.
 - Operating expenses per passenger trip was reduced from \$3.51 to \$2.53, a 28 percent reduction.
 - Operating expenses per passenger mile came down 28 percent from 90 cents a mile to 65 cents.
 - Operating expenses per passenger mile came down 25 percent from \$4.41 to \$3.50, a 25 percent drop.
- Revenue miles per vehicle miles increased 5 percent from 0.76 to 0.8.
- Revenue miles per vehicle increased 9 percent, to just over 28,000.
- Vehicle miles per gallon has decreased 33 percent, from 6 to 4 vehicle miles per gallon.

Table 12. Efficiency Measures

Performance Indicators	2012	2013	2014	2015	2016	% Change 2016 - 2012
Operating Expense Per Capita	\$0.60	\$0.55	\$0.68	\$0.60	\$0.51	-15%
Operating Expense Per Capita (2012 \$)	\$0.60	\$0.54	\$0.66	\$0.58	\$0.48	-19%
Operating Expense Per Passenger Trip	\$3.51	\$3.27	\$3.74	\$3.10	\$2.53	-28%
Operating Expense Per Passenger Trip (2012 \$)	\$3.51	\$3.20	\$3.63	\$3.01	\$2.43	-31%
Operating Expense Per Passenger Mile	\$0.90	\$0.83	\$0.96	\$0.80	\$0.65	-28%
Operating Expense Per Passenger Mile (2012 \$)	\$0.90	\$0.82	\$0.93	\$0.77	\$0.62	-30%
Operating Expense Per Revenue Mile	\$4.41	\$4.12	\$4.89	\$4.29	\$3.30	-25%
Operating Expense Per Revenue Mile (2012 \$)	\$4.41	\$4.03	\$4.75	\$4.16	\$3.17	-28%

Performance Indicators	2012	2013	2014	2015	2016	% Change 2016 - 2012
Revenue Miles per Vehicle Mile	0.76	0.83	0.83	0.79	0.80	5%
Revenue Miles per Vehicle	25,697	28,152	29,447	27,674	28,066	9%
Vehicle Miles per Gallon	6.1	6.7	6.2	5.9	4.0	-34%

An onboard survey was conducted by SFRTA in January 2018, the survey was disseminated to understand travel patterns, socio-economic characteristics of riders, and measure passenger satisfaction with Tri-Rail service and facilities. A total of 3,366 responses were collected. Tables 13 and 14 include the travel mode to access the station and trip purpose from the Tri-Rail station.

Table 13. Mode of Station Access

Station	Walking	Taxi	Rideshare	School Bus	Metrorail	Bike	Transit Bus	Tri-Rail Shuttle/Commuter Bus	Drove and Parked	Dropped Off	Other
Mangonia Park	7%	2%	15%	0%	0%	2%	5%	1%	32%	35%	0%
West Palm Beach	15%	1%	9%	1%	0%	6%	12%	3%	30%	22%	1%
Lake Worth	9%	2%	11%	2%	0%	8%	12%	3%	27%	25%	0%
Boynton Beach	8%	1%	9%	0%	0%	4%	4%	1%	40%	34%	0%
Delray Beach	8%	4%	10%	1%	0%	3%	6%	0%	30%	37%	1%
Boca Raton	6%	1%	9%	4%	0%	3%	12%	4%	25%	37%	1%
Deerfield Beach	10%	0%	11%	0%	0%	10%	2%	4%	40%	23%	1%
Pompano Beach	16%	3%	3%	1%	0%	6%	11%	0%	34%	27%	0%
Cypress Creek	5%	2%	10%	0%	0%	5%	10%	5%	36%	27%	1%
Ft. Lauderdale	6%	1%	11%	1%	0%	4%	6%	9%	36%	27%	0%
FLL at Dania Beach	5%	2%	7%	0%	0%	2%	7%	36%	30%	11%	1%
Sheridan Street	9%	0%	6%	0%	0%	7%	10%	1%	55%	11%	1%
Hollywood	14%	2%	15%	0%	0%	12%	11%	1%	29%	17%	0%
Golden Glades	9%	4%	13%	1%	0%	1%	29%	1%	20%	21%	1%
Opa-Locka	21%	0%	9%	0%	0%	12%	7%	3%	26%	22%	0%
Metrorail Transfer	10%	0%	9%	1%	36%	3%	11%	3%	13%	14%	1%
Hialeah Market	10%	2%	12%	2%	3%	7%	7%	0%	38%	16%	3%
Miami Airport	18%	1%	14%	0%	11%	1%	9%	2%	22%	11%	11%

Source: On-Board Survey Responses. Responses in red indicate the top three stations for each particular mode.

Table 14. Trip Purpose from Tri-Rail by Stations

Station	Work	Home	Shopping	Social/Recreational	Airport	School (K-12)	College/University	Other
Mangonia Park	23%	23%	0%	1%	1%	40%	1%	10%
West Palm Beach	40%	17%	1%	5%	3%	23%	5%	6%
Lake Worth	42%	29%	2%	5%	0%	7%	7%	6%
Boynton Beach	50%	33%	4%	6%	2%	0%	0%	4%
Delray Beach	52%	25%	1%	6%	1%	1%	0%	13%
Boca Raton	46%	8%	0%	2%	1%	2%	38%	3%
Deerfield Beach	55%	32%	1%	5%	0%	5%	0%	2%
Pompano Beach	56%	30%	1%	5%	1%	0%	2%	5%
Cypress Creek	68%	18%	1%	4%	1%	1%	2%	4%
Ft. Lauderdale	48%	29%	1%	10%	0%	1%	3%	8%
FLL at Dania Beach	22%	8%	1%	2%	61%	1%	4%	2%
Sheridan Street	70%	19%	2%	6%	0%	0%	0%	4%
Hollywood	40%	34%	7%	4%	4%	0%	1%	9%
Golden Glades	41%	32%	5%	3%	0%	3%	6%	10%
Opa-Locka	44%	19%	2%	5%	0%	2%	14%	14%
Metrorail Transfer	54%	13%	4%	7%	0%	0%	7%	15%
Hialeah Market	67%	14%	2%	7%	0%	2%	2%	5%
Miami Airport	37%	6%	1%	3%	49%	0%	2%	3%

Source: On-Board Survey Responses; Responses in red indicate the top three stations for each particular mode.

Broward County Transit, Transit Development Plan Annual Update 2021-2030

The Broward County Transit (BCT) 2019-2028 Transit Development Plan (TDP) is known as *BCT Connected*, and serves as the plan for the public transportation system in Broward County for the next ten years. The TDP Annual Update and collected information related to the previous three (2017-2019) years of operations and performance measures was reviewed.

BCT is the major public transportation provider in Broward County; with service to downtown Miami and southern Palm Beach County. Fixed-route and Express bus services include 46 weekday routes, 33 Saturday routes, and 32 Sunday routes. BCT provides connections to the community’s multimodal transportation network as well as to system-wide connections at four transfer terminals located

throughout the county. BCT also provides Breeze and Express service, in addition to the Community Shuttle service, which provides local transit service within communities, including the paratransit services which provides transit to the elderly and people with disabilities. It is important to note that transit service was impacted by the COVID-19 pandemic in 2020, these disruptions included a suspension of fares, disruptions in fixed route service and suspension of express route service. These disruptions continued through 2021 and may continue in the near future. By summer of 2021 fares were reinstated and regular fixed route and express bus service resumed normal operations shortly thereafter.



Table 15 includes ridership totals by service type, BCT’s fixed route system ridership decreased by 17.4 percent from June 2019 to May 2020 due to the impact of the COVID-19 pandemic. BCT’s Community Shuttle service also decreased by 18.7 percent in the same period.

Table 15. BCT Ridership by Service Type

BCT Service Layer	June 2018 – May 2019	June 2019 - May 2020	% change	Notes
Local Routes*	24,606,923	20,385,702	- 17.2 %	*All BCT local routes
Breeze Routes*	1,647,578	1,299,989	- 21.1 %	*All BCT Breeze routes
Express Routes*	608,017	491,778	- 19.1 %	*All BCT I-95, I-595 and I-75 Express routes
Community Shuttle*	2,151,410	1,748,120	- 18.7 %	*All BCT-funded svc.
SYSTEM TOTAL:	29,013,928	23,925,589	- 17.5 %	

Broward County Transit has multiple performance measure tools which are based on the agency’s goals and objectives.

Goal 1: Promote and Advocate Economic Development and Livability Through Transit Investments

The first goal is to promote and advocate economic development and livability through transit investments. Multiple performance measures were identified and developed based on their fulfilment of 2020 targets, see Table 16 2020 Goal 1 Performance Assessment, which includes the following performance measures:

- Community Shuttle Ridership
- Community Shuttle Partners
- B-Cycle Trips
- B-Cycle Stations
- Transfers Accepted
- Public Meetings/Presentations

Table 16. 2020 Goal 1 Performance Assessment

	Performance Measure	2020 Target	2020 Performance	Status
Goal 1: <i>Promote and Advocate Economic Development and Livability Through Transit Investments</i>	Community Shuttle Ridership	2,546,690 Annual Ridership	1.75M trips	↓
	Community Shuttle Partners	Maintain 19 Partners	18 Partners	↓
	B-Cycle Trips	Annual Increase in Trips	19,955 more trips in 2019-20	↑
	B-Cycle Stations	1 New Station Annually	No New Stations	↓
	Transfers Accepted	Growth Annually	-21.7% Less Transfers Accepted	↓
	Public Meetings/Presentations	Minimum of 70 Annually	75 Meetings/Presentations	↑

Based on the above figure, BCT could not fulfil the Community Shuttle ridership target, Community Shuttle Partners, B-Cycle stations, or Ridership Transfer Accepted. BCT achieved two of six of their targets for 2020 performance measures, which include B-Cycle Trips and Public Meetings/Presentations.

Goal 2: Make BCT a Transportation Provider of Choice for Current and Potential Customers

The second goal focuses on the delivery of high-quality transit services in this region, and includes improving the On-Time Performance (OTP), upgraded bus stops/improvements, more/upgraded supportive amenities,

and increasing the outreach to customers via social media platforms. Three of the ten performance measures were met or exceeded expectations, while seven did not, see Table 17.

Table 17. 2020 Goal 2 Performance Assessment

	Performance Measure	2020 Target	2020 Performance	Status
Goal 2: <i>Make BCT a Transportation Provider of Choice for Current and Potential Customers</i>	Service Enhancements	Annual Increase in New Rev. Hrs.	1,300 New Hrs.	↑
	On-Time Performance (OTP)	Maintain 73.0% OTP or Above	70.4% OTP avg.	↓
	Total Pass. Per Rev. Hour (PPH)	25.5 PPH Minimum	17.9 PPH	↓
	Transit Market Share	2.0% ACS Commuter Market Share	2.7 % Share	↑
	Bus Stop Upgrades	Annual Increase	100 Bus Stops	↑
	Website Visits	Avg. 410,000 Visits per Month	194,029 mon. avg.	↓
	MyRide App Usage	% Increase in MyRide Webpage Visits	10.6% Decrease	↓
	No. of Customer Svc. Calls Answered	400,000 Annually	350,811 answered	↓
	Fixed Route Complaints	16.5 or less per 100K passengers	37.9 /100K	↓
	Paratransit Complaints	4,000 Annually	5,303 Complaints	↓

Goal 3: Achieve Financial Stability and Efficiency

The third goal is to maintain BCT’s financial stability and efficiency. Critical to achieving this goal is to maintain and improve the operations that increase financial efficiency for the existing system. This includes securing new funding for all system needs; and continuing to expand fares and bus pass sales.

For Goal 3, BCT had challenges and could not meet the target for five of the six performance measures. Due to the negative impact of the COVID-19 Pandemic, BCT temporality suspended their fares, ridership had declined during pandemic which resulted in the failure to meet goal 3 performance measures, see Table 18.

Table 18. 2020 Goal 3 Performance Assessment

	Performance Measure	2020 Target	2020 Performance	Status
Goal 3: <i>Achieve Financial Stability and Efficiency</i>	Ridership	27.5M Annual Ridership	22.2M trips	↓
	Cost per Fixed Route Passenger	\$3.75 / Passenger Trip	\$4.98 / Passenger Trip	↓
	Cost per Paratransit Passenger	\$28.21 / Passenger Trip	\$27.25 / Passenger Trip	↑
	Farebox Recovery	27 % Farebox Recovery	15.7 % Farebox Recovery	↓
	Subsidy per Fixed Route Passenger	\$2.85 / Passenger Trip	\$4.24 / Passenger Trip	↓
	Bus Pass Sales	430,000 Annually	246,776 passes sold	↓

Goal 4: Develop a BCT Workforce that is Highly Qualified, Efficient, Productive, and Motivated to Customer Service Excellence

BCT is committed to continuing to be an outstanding employer who holds its employees to the highest standards. The Agency will continue to cultivate an accountability culture that is expected at all levels of the organization. To better reflect BCT's operational standards and match with the County's aims and federal guidelines, this mission statement incorporates safety and security. Goal 4 has seen modest success in terms of safety, with a decrease in avoidable accidents and an increase in random drug and alcohol tests, see Table 19 for 2020 Goal 4 Performance Assessment.

Table 19. 2020 Goal 4 Performance Assessment

Goal 4: Develop a BCT Workforce that is Highly Qualified, Efficient, Productive, and to Customer Service Excellence	Performance Measure	2020 Target	2020 Performance	Status
	Preventable Accidents	0.90 / 100K Miles	0.77 / 100K Miles	↑
	Employee Workdays Lost to Injury	.80 /No. of Injuries per 100K trips	0.85 / 100K Trips	↔
	FTA Random Drug Tests	320 Annually	361 Tests Taken	↑
	FTA Random Alcohol Tests	120 Annually	154 Tests Taken	↑

Goal 5: Implement Capital Program Plan to Maintain State of Good Repair and Introduce New Technologies

BCT is committed to keeping its capital assets in good working order in order to provide passengers with a safe and enjoyable journey. Rolling stock, facilities, and information technology (IT) equipment are examples of capital assets. In the case of rolling stock, this goal involves a commitment to keep the fleet's average age as low as possible. Table 20 Goal 5 Performance Assessment, BCT trended upward by exceeding the target for Preventive Maintenance Inspections (PMI), although the percentage of the fixed route fleet that uses hybrid technology decreased marginally. The Age of Rolling Stock number should continue to decline in the next few years, as BCT started delivering 147 new fixed route buses in 2020.

Table 20. 2020 Goal 5 Performance Assessment

Goal 5: Implement Capital Program Plan to Maintain State of Good Repair and Introduce New Technologies	Performance Measure	2020 Target	2020 Performance	Status
	Distance Between Mechanical Failures	Minimum of 6,050 Miles	2,416 Miles	↓
	Preventable Maintenance Inspections	Minimum of 2,900 Annually	3,096 Inspections	↑
	Age of Rolling Stock	Maintain 7 Year Avg. Age	7.78 Years	↔
	Alternative Fuel / Hybrid Fleet	Maintain 25% Hybrid Fleet	23.0 %	↔

South Florida Commuter Services Annual Work Plan FY2019/2020

A review of the South Florida Commuter Services (SFCS) Annual Work Plan and collected information related to the previous three (2017-2019) years of operations and performance measures also referred to as Strategies. According to South Florida Commuter Services (SFCS), the transportation industry as a whole has moved away from the fundamental goal of Transportation Demand Management (TDM)—reducing single occupant vehicle (SOV) trips—and has gone too far in the direction of one-off public relations events or strategies that promote recreational activities that are not directly linked to any TDM outcomes or performance measures, see Table 21 for the agency’s priority corridors and their performance targets.



Table 21. 2019/2020 Priority Corridors and Performance Targets

Priority Corridors		
I-95	I-75 /SR-826	I-395
Performance Targets		
Daily VMT Reduction	New TDM Registration	Customer Inquiries
30%	30% Increase	35% Increase

SFCS has 15 strategic items to measure their performance. The measures that best relate to TDM include **ridership, park and ride lots, telework and environmental impacts**. The goal of ridership is to create a process to receive and monitor Broward County Transit (BCT) and Miami Dade Transit (MDT) express bus performance to share with the Florida Department of Transportation (FDOT). The ridership goal also targets carpools to implement comprehensive quarter by quarter marketing plans towards individual high-employment centers/destinations. SFCS’ strategy for monitoring systems for private transit providers at park and ride lots is to recommend guidelines for FDOT District 4 and 6 to use when private transit utilizes FDOT service. The Telework & Flex schedule campaign conducted by SFCS was implemented regionally to target both the employers and employees. The goal of the campaign is to determine a methodology to target the employer using business-to-business (B2B) strategies as well as the use of different social media platforms. Environmental impacts were measured by monthly verifications of daily transmission from Ride Amigos (RA), a commuter management application that helps encourage employees to use non-SOV modes, as well as to manage their commutes. A two-step quality control of data in every two weeks was performed.

South Florida Commuter Services Annual Work Plan FY 2020/2021

A review of the South Florida Commuter Services (SFCS) Annual Work Plan and collected information related to the previous three (2017-2019) years of operations and performance measures also referred to as Strategies. SFCS has 13 performance measures or strategic items. The measures that relate best to TDM include ridership and Transportation advocacy. Ridership was measured by receiving and processing monthly and quarterly data from Miami Dade Transit (MDT), Broward County Transit (BCT), and Key West Transit.

Table 22. 2020/2021 Priority Corridors and Performance Targets

Priority Corridors		
I-95	SR-826	I-75
Performance Targets		
Daily VMT Reduction	New TDM Registration	Customer Inquiries
30%	30% Increase	30% Increase

Table 22 includes SFCS priority corridors and their performance targets. The data measured for regional express bus performance was also reviewed by FDOT District 4 and 6. Carpool registration increased by 30 percent through implementing strategies and tactics based on the sentiments of participants. The report measures transportation advocacy by best workplaces for commuter and minority engagement. Public and private organizations were targeted to maximize the TDM program in identifying the best workplaces for commuters. Additionally, SFCS sought out minority engagement by collecting and analyzing data to identify underserved population segments in FDOT Districts 4 and 6.

OTHER TRANSPORTATION SERVICES

Express Bus Service

Broward County Transit has two primary express bus services, the Breeze services and the Interstate Express Bus services that operate in the Managed Lanes on I-95 and I-595. Note that the I-75 Express Bus service was suspended in August of 2020 due to low ridership. The Breeze serves limited stops at major intersections only, with headways of 20 minutes all day on State Road 7/US 441 and US 1/Federal Highway in South Broward County, and 30 minutes during morning and afternoon peak travel hours on University Drive and on Broward Boulevard. The Express Bus services travel along the managed lane networks on I-95, and I-595, and on a shorth segment of Florida’s Turnpike to downtown Miami on weekdays during morning and afternoon peak travel hours. Nine free park and ride sites are available for commuters seeking to utilize these express bus services. A one-way express bus fare costs \$2.65, and a 31-day unlimited pass costs \$95. Reduced prices are available for qualifying riders (Seniors, Youth, Disabled / Medicare).

BCT and the FDOT introduced the popular Express Bus service that travels from western Broward County into Miami-Dade County which carries close to 2,000 people each day on 29 express buses. A total of six Express Bus routes are available. The 595 Express routes connect the cities of Sunrise and Weston to Miami-Dade County. The 95 Express provide connectivity between destinations in Miami and parts of

southern and eastern Broward County with morning routes leaving from Fort Lauderdale, Hollywood, Miramar, and Pembroke Pines. Table 23 includes Express Fixed-Route Performance Measures for FY 2017.

Table 23. 2019/2020 Priority Corridors and Performance Targets

Route	Corridor	Daily Trips	Frequency (min)	Passenger Trips	Passenger Trips per Hour
106	Miramar Regional Park – I-95 – Civic Center	32	26	110,018	12.3
107	Hollywood-Pines – I-95 – Civic Center – DT Miami	19	30	43,689	7.5
108	Miramar Transit Center – I-95 – Civic Center	30	27	95,337	14.6
109	CB Smith – Miramar – I-95 – DT Miami	27	20	132,045	15.6
110	BB&T – I-595 – I-95 – Griffin Tri-Rail – DT Miami – Brickell	25	24	94,242	10.6
114	BB&T – I-595 – Davie P&R – I-95 – Civic Center	31	21	95,577	11.3

Source: BCT

Community Shuttles

BCT assisted with 50 community bus routes operated by 18 cities carrying close to 2.4 million people each year, in addition to 700,000 paratransit trips each year. Community Shuttle routes are designed to provide “first/last-mile” service coverage in primarily residential areas. Figure 7 includes annual ridership for the community shuttle. The graph indicates ridership has decreased since 2013, when it peaked at 2.75 million riders. In 2017, Community Shuttles transported 2.29 million passengers, a decrease of nearly 17 percent from 2013 and 6 percent from the previous year.

Figure 7. Community Shuttle Ridership

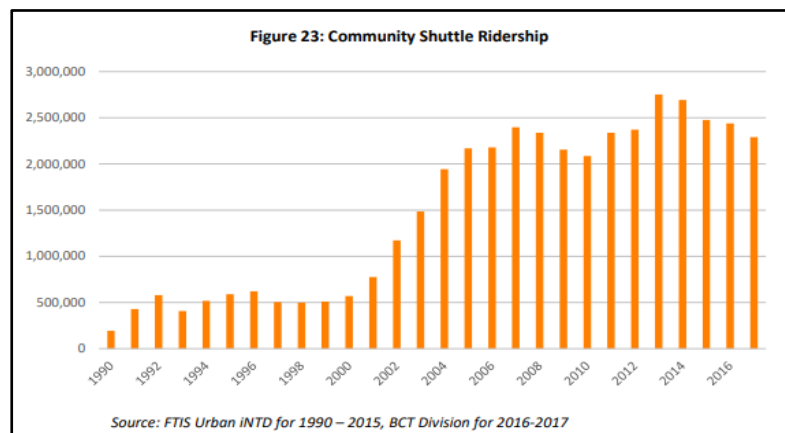


Table 24 includes the Community Shuttle Route Operating Route Performance Measures for FY 2017. Broward County also has a number of private shuttles and Transportation Management Associations (TMA) that provide important community access, such as the South Florida Education Center TMA that provides access among the universities and colleges in the Town of Davie. Most community shuttles are free, although transfers to regular fixed-routes require the applicable fixed-route fare payment.

Table 41: Community Shuttle Route Operating Route Performance Measures, FY 2017

Route	Passenger Trips	Passenger Trips per Hour
Coconut Creek N	52,964	8.2
Coconut Creek S	70,480	10.5
Coral Springs-Green	34,288	10.5
Coral Springs-Blue	41,784	12.8
Dania Beach-Blue (East)	21,633	8.3
Dania Beach-Green (West)	21,253	7.9
Davie-Green	40,603	11.8
Davie-Blue	109,751	18.1
Davie-SFEC Express	69,391	11.5
Deerfield Beach 1	23,467	12.0
Deerfield Beach 2	32,286	16.6
FTL Sun Trolley-Downtown Link	39,113	10.7
FTL Sun Trolley-Las Olas Link	27,790	9.9
FTL Sun Trolley-Beach Link	75,397	10.7
FTL Sun Trolley-Neighborhood Link	45,203	22.1
Hallandale Beach 1	66,312	12.0
Hallandale Beach 2	63,960	17.4
Hallandale Beach 3	54,765	14.9
Hallandale Beach 4	49,223	13.4
Hillsboro Beach	18,301	9.2
Hollywood-Beach Line	10,997	5.8
Hollywood-North Downtown	27,936	5.7
Hollywood-South Downtown	37,003	7.6
Lauderdale-by-the-Sea Pelican Hopper	38,077	10.5
Lauderdale Lakes East/West Route	41,692	18.7
Lauderdale Lakes North/South Route	48,489	22.2
Lauderhill-Route 1	89,295	29.1
Lauderhill-Route 2	90,158	29.4
Lauderhill-Route 3	103,980	33.9
Lauderhill-Route 4	72,916	23.8
Lauderhill-Route 5	95,366	31.2
Lauderhill-Route 6	39,851	19.5
Lauderhill-Route 7	28,785	14.1
Lighthouse Point	11,392	8.0
Margate A	23,627	10.3
Margate As	3,025	6.3
Margate C	33,060	14.5

Table 41: Community Shuttle Route Operating Route Performance Measures, FY 2017 (cont'd)

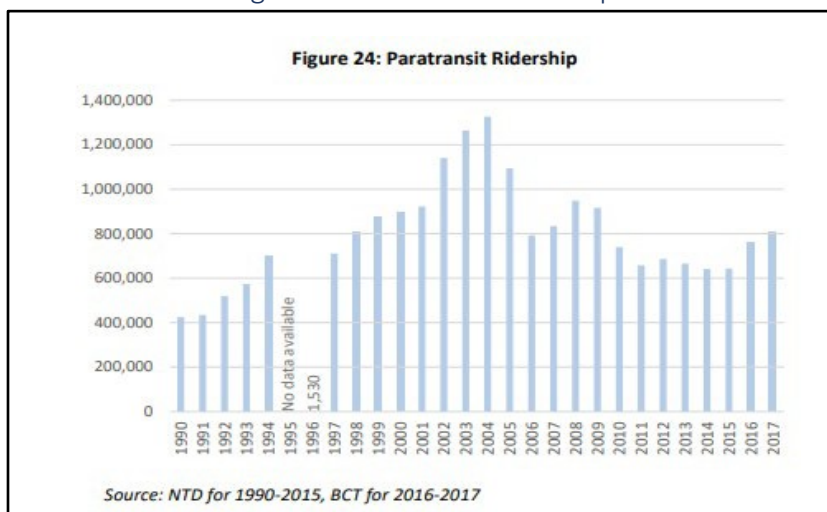
Route	Passenger Trips	Passenger Trips per Hour
Margate D	33,761	14.8
Miramar-Green	45,164	15.5
Miramar-Red	41,114	14.3
Miramar-Yellow	22,953	9.0
Miramar-Orange	33,067	11.3
Pembroke Pines-Green	49,250	7.2
Pembroke Pines-Gold East	78,347	11.6
Pembroke Pines-Gold West	35,218	10.0
Pembroke Pines-Blue East	7,981	8.3
Pembroke Pines-Blue West	4,990	4.6
Pompano Beach-Blue	29,447	14.6
Pompano Beach-Green	21,493	10.8
Pompano Beach-Red	32,470	16.1
Pompano Beach-Orange	22,051	11.0
Tamarac Red	53,837 ³	14.3
Tamarac Red Extension	53,837	14.3
West Park	9,628	7.3

Source: BCT

Paratransit Service

BCT provides paratransit service to those with ambulatory, cognitive, and other disabilities that prevent them from independently using fixed-route service through the Our Transportation Options, also known as TOPS, program. The fleet consists of 206 vehicles, 138 of which can transport 10 passengers or 3 passengers with wheelchairs, and another 68 vehicles capable of transporting 3 passengers or one wheelchair passenger. TOPS is available during the same service hours as fixed-route service. Trips are available anywhere within Broward County and between any eligible origin and destination pairs within ¼ mile of a BCT fixed-route in Miami-Dade and Palm Beach counties. All trips must be scheduled online or via telephone in advance before 5:00 pm one day prior to travel (but not more than three days in advance). First Transit, Inc., and SuperShuttle (operating as Transportation America) operate TOPS under contract for BCT.

Figure 8. Paratransit Ridership



The details of the TOPS ridership over the past 27 years are provided in the figure 6, peaking in 2004 with 1,326,400 passenger trips and then declining through 2014, when BCT recorded 640,819 passenger trips. This decline reversed in 2016, when BCT recorded 758,798 trips and increased further to 806,274 in 2017, an increase of roughly 21 percent more passenger trips since 2014. Passenger trips include customers and their personal care attendants or companions. The total number of vanpools was 201 and number of participants was 1153.

Broward Workshop

Broward Workshop is a private, non-profit, non-partisan business organization established in 1981 consisting of the chief decision makers representing 100 of Broward County's major businesses and professions. Key focus areas include:

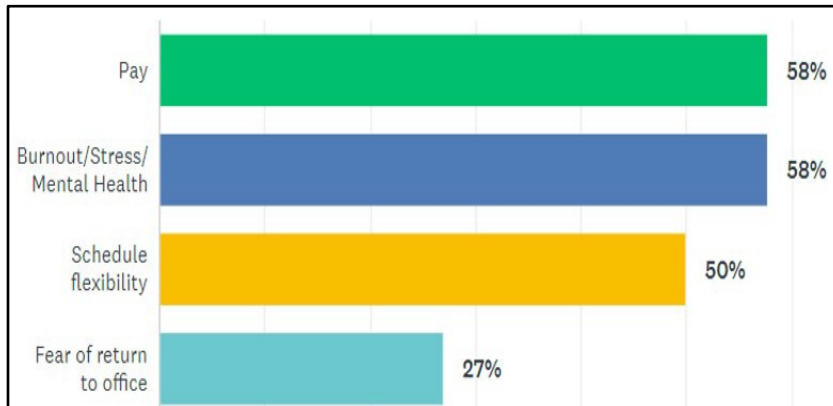
- Business Advocacy
- Community Resilience
- Cultural Affairs
- Education
- Racial Equity & Social Justice
- Technology
- Tourism
- Transportation
- Urban Core

Through the Workshop, business leaders seek to facilitate positive solutions to Broward County's critical issues and to serve as a catalyst to encourage the cooperative effort between various entities working for county-wide, specific, long-range common goals. A group of panelists discussed “The Future of Work” seminar by the “Talent Solutions Right Managements”.

According to the Member Survey, 5 Strategic Differentiators in the Future of Work are listed below:

1. Embracing hybrid work models
 - a. There is a shift starting between remote working and the hybrid work schedule. The hybrid work schedule is seen as a benefit for many. Implementing a hybrid work schedule can be complex and needs to be productive and strategically planned. The survey finds that 45 percent of the respondents are developing a hybrid work model that includes no more than three days in the office per week. The hybrid work schedule allows the flexibility to the employees.
2. Attracting, developing, and retaining high performing and diversified workforce
 - a. The issues troubling Broward employees prompting exit from the workforce includes pay, Burnout/Stress/Mental Health/Schedule flexibility, and Fear of return to office, this is demonstrated in Figure 9.

Figure 9. Factors Prompting Exit From the Workforce



3. Capability building at all levels

- a. Capabilities of the future include technological competency, remote work, innovation, teamwork, communication, and complex problem solving.

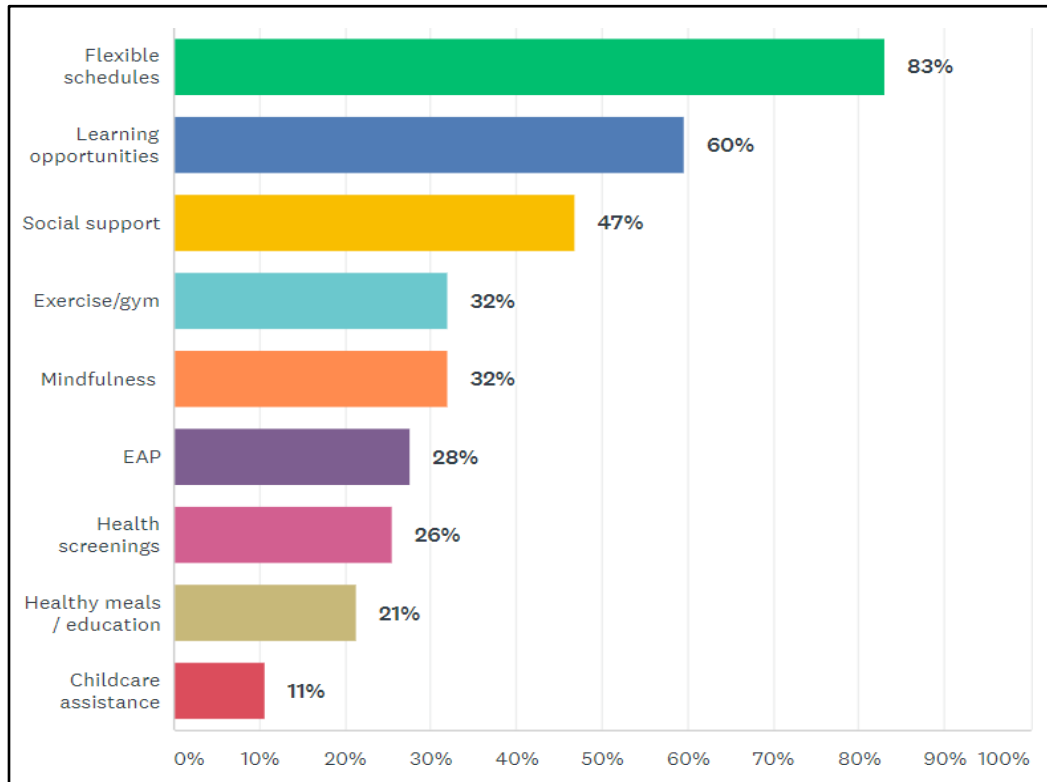
Figure 10. Word Cloud of Future Capabilities



4. Supporting employee wellbeing; holistic approach to building a thriving culture

- a. Flexible schedules, learning opportunities, and social support through employee groups or events are priorities for supporting employee wellbeing, see Figure 11.

Figure 11. Survey Results for Employee Wellbeing



5. Paradigm shift in C-Suite & Executive hiring practices

Telecommuting in Miami Dade County, TPO Study And Pilot Program

A presentation by the Miami-Dade Transportation Planning Organization (TPO), Florida International University (FIU) and South Florida Commuter Service (SFCS) was presented on September 1, 2021. The presentation included the results of the telecommunication survey, tele-learning insights, and the telecommute pilot implementation.

Figure 12 includes the Workforce Telecommuting Trends survey, which found that 69 percent of the employees did not telecommute before the COVID-19 pandemic. The scenarios have changed during COVID-19 with 60 percent of the people / employees telecommuting. The survey also found that approximately 47 percent of those employees stated that they will continue telecommuting after the COVID-19 pandemic, which is an increase of 14 percent from before the pandemic.



Figure 12. Workforce Telecommuting Trends

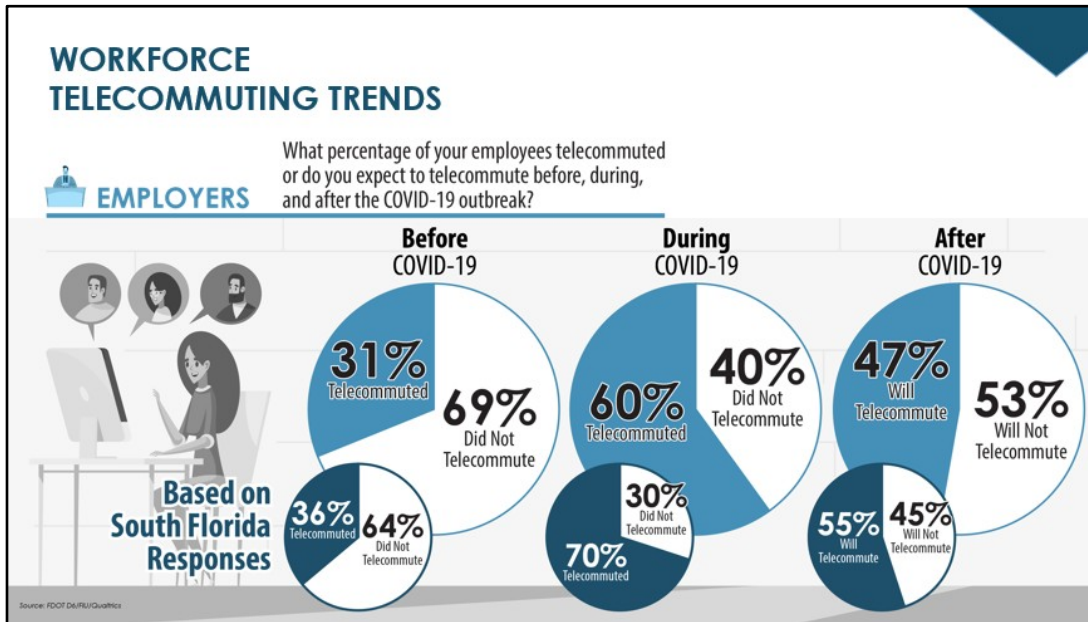
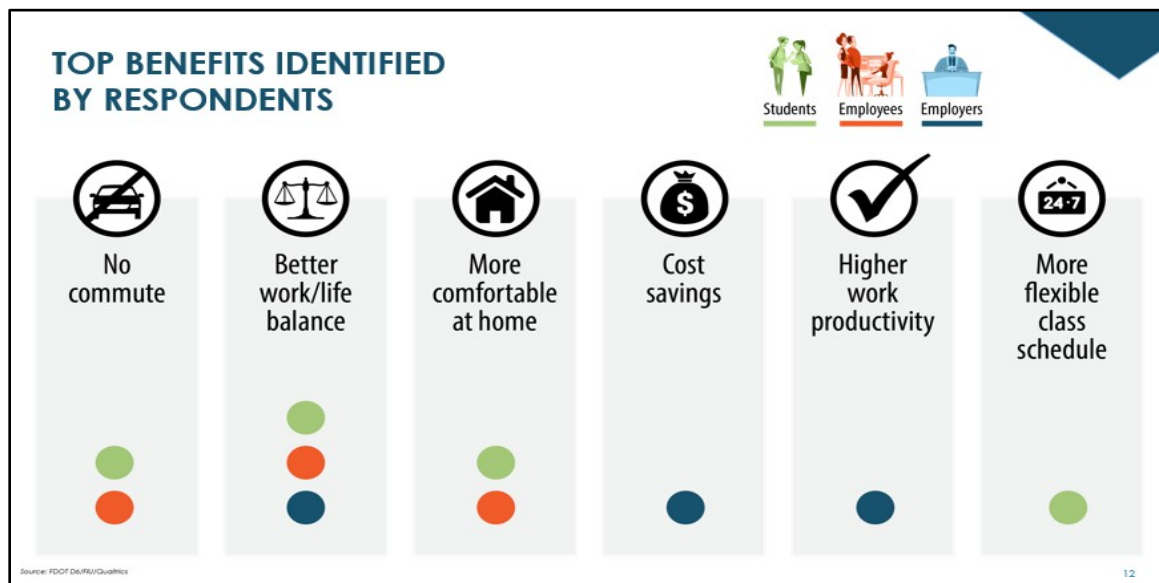


Figure 13 demonstrates the top benefits of telecommuting – identified by the respondents. Respondents include employees, students and employers and the categories include no commute, better work/life balance, more comfortable at home, cost savings, higher work productivity and more flexible class schedule. The top benefits identified for employees include - no commute, better work/life balance, and more comfortable at home. Student’s top responses include no commute, better work/life balance, more comfortable at home, and more flexible class schedule. Lastly, employers’ top responses included better work/life balance, cost savings and higher work productivity.



In addition to the benefits, the responders also included their top challenges during working from home. Students have identified the following challenges: uncomfortable workspace/lack of equipment, difficulty communicating/socializing, distractions/lower productivity and sitting at a computer all day. Employees' challenges include: uncomfortable workspace/lack of equipment, difficulty communicating/socializing, distractions/lower productivity, and childcare. Lastly, employers have also identified the following challenges: uncomfortable workspace/lack of equipment, difficulty communicating/socializing, distractions/lower productivity, and difficulty supervising/monitoring work progress.

Work From Home Trends

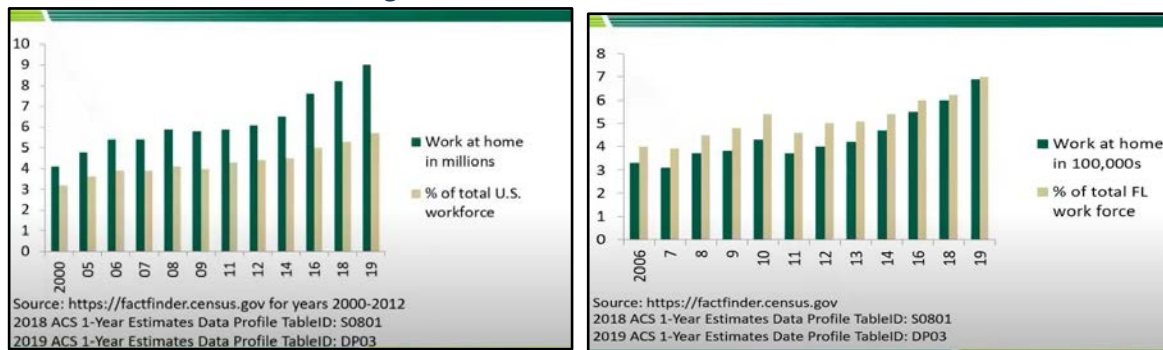
The University of South Florida's Center for Urban Transportation Research (CUTR) team organized the 2021 Florida Commuter Transportation Virtual Summit Proceedings. This event was held on September 14-15, 2021. The summit is an annual event that includes innovative presentations on Transportation Demand Management (TDM) topics and updates from the FDOT districts.



The work from home trends is occurring at the national level and continue increase day by day, this trend is also occurring amongst Florida employees, see Figure 14 for national and state trends on working from home.

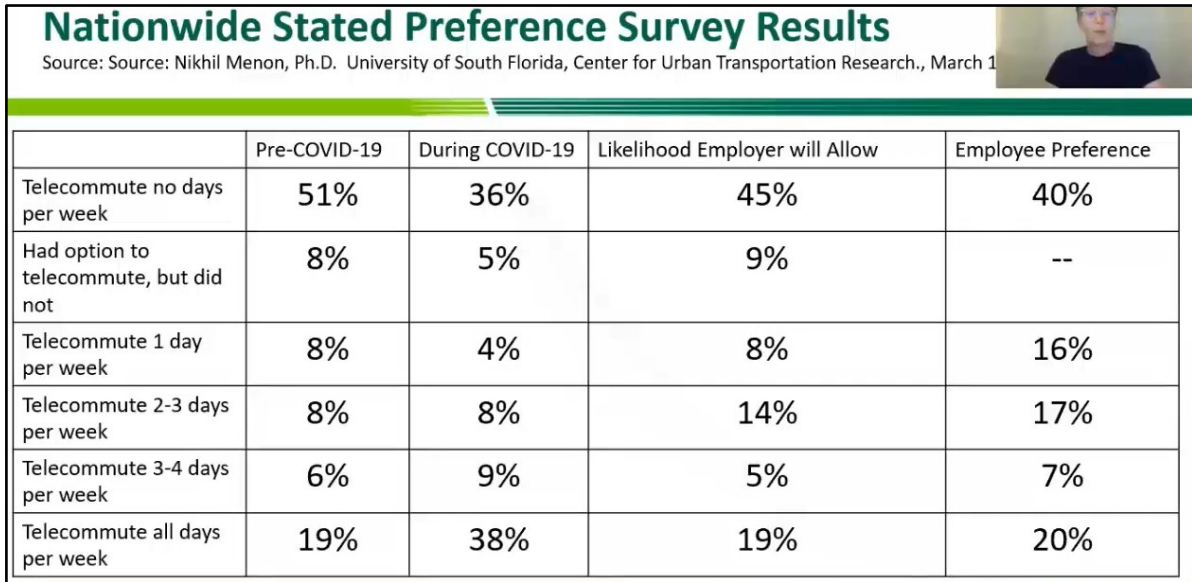
On a similar survey conducted globally, 68 percent of the respondents said they are very successful working from home. Respondents also mention that their home environments are free from distractions and interruptions for thinking and creativity. The survey responses also indicate the office environment is better for collaboration, team building and mentoring. (Source: Global Workplace Analytics - "[Global Work-from-Home Experience Survey](#)" May, 2020.)

Figure 14. Work from Home Trends



A nationwide state preference survey conducted by Menon in 2021, reported an increasing trend in telecommuting from 13 percent to 26 percent, the survey also included marked increases in biking and walking, people moving out of urban areas, decrease in air travel, and increase in online shopping, suggesting a future "new normal." (Source: Deborah Salon et al. "The potential Stickiness of pandemic-induced behavior changes in the United States." Proceedings of the National Academy of Sciences. April 9, 2021.) Figure 15 shows the results of the stated preference survey.

Figure 15. Nationwide State Preference Survey results



OUTREACH EFFORTS

The team conducted 48 interviews with various stakeholders divided into three (3) categories. These categories include transportation service providers, private sector/stakeholders, and Community sector user groups. In task one in the scope of work, several service providers were listed to contact other stakeholders were referenced including employers, property management associations, or regional business centers. The selection for these participants was based on the number of employees, location within Broward County, access to overall transit, and traffic congestion. The stakeholder list also referenced outreach to members of the community, including economically disadvantaged, single occupancy vehicle commuters, elderly, University students, transit users, a person with a physical disability, bicyclists, and tourists. A complete list of stakeholders and their contact information can be found in Appendix A.

Outreach efforts included an initial telephone call followed by and email communications sharing the scope of services and available meeting dates and times. Once the meeting was arranged, the team provided the representative with discussion questions that would help guide the discussion. Out of 48 stakeholders contacted, only two stakeholders were unavailable. Each discussion was held for an hour via GoToMeeting or Zoom. Discussion points were tailored to each interview however there were consistent themes related to service needs, teleworking, COVID impacts, opportunities, challenges, and how this program could help the stakeholder.

For the Transportation service providers group, some of the discussion questions looked at the service and partnerships they provided and the metrics, COVID impacts, equity and sustainability, and opportunities and challenges they may face in the next five (5) or ten (10) years. The discussion questions relating to the private sector/stakeholder varied. Some of the questions included how transportation information is shared to employees, engagement in conversations about sustainability or equity relating to transportation and access, parking credits, working from home policies, and challenges and opportunities that they may face within the next five (5) to ten (10) years. The discussion questions presented to the community sector user groups focused on the experience of the transit user/ community. Out of the 48 stakeholders, ten (10) were either transit users or community sector users. Discussion questions about the Community sector group users included; what was the primary mode of transportation? What modes of transportation are linked to your commute? What is the distance and time of your commute? Are there gaps and deficiencies connecting between modes of transportation, are there transportation benefits from employers, and if benefits or incentives would make you more likely to maintain an alternative community mode? And impacts from COVID.

During the discussions, there were resonating themes, opportunities, and challenges which developed into twelve (12) strategies to support the localized transportation needs of our community. The discussions provided the team a closer glimpse of what challenges and opportunities agencies, groups, and transit users face as well as how the TDM can best support them.

We heard a lot about opportunities for the future and that TDM has become an increasingly relevant topic in Broward County as transportation options are expanding. The implementation of: limited stop bus services on Broward County Transit (BCT) major corridors, new pilot projects including BCT Late Shift, Tri-Rail 62nd Street Micro transit, South Florida Vanpool Program On-Demand Vanpools, the I-95 Managed Lanes extension through Broward County, the I-95, I-595 and I-75 Express buses, Brightline Intercity Rail, the upcoming Tri-Rail connection to downtown Miami, and the fast pace of technology allowing for on-demand spontaneous ride matching services have generated numerous new opportunities. for South Florida commuters.

In addition to traditional commuter markets, we heard a lot about equity and providing better transit for our lower and middle income communities and front line workers. A recent study stated that Broward County is the most cost-burdened metro area in the entire country with most people spending over half their monthly income on rent than anywhere else in the country. This impacts the traffic in Ft. Lauderdale as a significant level of medium and low-wage workers cannot afford to live in the city and have longer commutes to get to their jobs. One of the causes relates to urban housing becoming costlier due to the need for expensive parking structures to meet lending criteria. In addition to housing costs and residential parking requirements effecting commuting time the abundance of inexpensive and/free parking for employees does not promote commuters to seek alternative modes and finally pedestrian and bicycle safety conditions further the reliance on the private automobile.

The full set of options are expansive and can include varying forms of congestion management, flexible schedules, urban design, telecommuting, public transit, carpooling, vanpooling, ridesharing, walking, cycling, education and others. It can be difficult to determine exactly what the effectiveness is of any one strategy, and TDM programs work best when complementary strategies are packaged together (for example, increase bus service combined with subsidized transit passes). The twelve strategies are the ideas of the community members, employers, and employees of Broward County. The TDM effort would assist in implementing these strategies to provide service and support to its community members.

Summary notes of each interview is provided in Appendix A.

Strategies

The Project Team developed a longlist of 74 potential strategies from our stakeholders including service providers, users and the private sector. The list of categories is provided in Figure 16 and the full list of strategies is provided in Appendix B. At TDM Forum #2 we asked the participants to rate 12 categories of strategies based on level of impact and the complexity/length of time to realize that impact. The results are shown in Figure 17 provides the result of the first polling of the Forum members. The results indicate that Marketing Support for the new pilot projects and Metric Reporting should be implemented in first three (3) years of the program while at the same time supporting Transit/Infrastructure expansion support for the mid to longer term impacts. Some of the twelve strategies include Equity/Sustainability, technology/ information, school pools, and advocacy for TDM programs.

Figure 16. Initial 12 Categories of TDM Strategies from Interviews



Figure 16 Continued. Initial 12 Categories of TDM Strategies from Interviews



K. SCHOOL POOLS

Carpooling Incentives, Safe and Healthy Biking and Walking, Safe Routes to School Grants, Community Bus Connections



L. TRANSIT/INFRASTRUCTURE EXPANSION SUPPORT

Provide a Mechanism to Champion Major Investments

Figure 17. TDM Strategy Ranking

