



UNIVERSITY DRIVE MOBILITY IMPROVEMENTS PLANNING STUDY

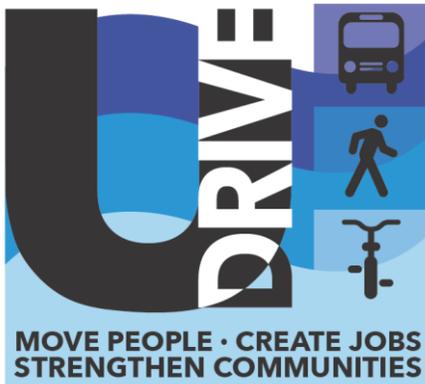
PUBLIC INVOLVEMENT PLAN

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BROWARD COUNTY, FLORIDA

www.UniversityDriveImprovements.org

broward **MPO**
metropolitan planning organization



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Public Involvement Plan

May 13, 2013

Prepared for:

broward **MPO**
metropolitan planning organization

Prepared by:



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1.0 PUBLIC INVOLVEMENT OVERVIEW

The purpose of this Public Involvement Plan (PIP or Plan) is to establish and maintain a strategy and framework for early, meaningful and continuous public and stakeholder involvement throughout the University Drive Mobility Improvements Planning Study (the Study). This Plan is consistent with the Broward MPO's Public Involvement Plan (October 10, 2011 revision) and the Federal Transit Administration (FTA) guidance on Public Involvement.

Similar to the Broward MPO's Public Involvement Plan, the objectives of this Plan are to:

- Listen to the public and stakeholders as we gather information and formulate the project goals and objectives
- Inform the public and stakeholders of study-related meetings and other events
- Educate the public and stakeholders on the benefits and impacts of a range of transportation and livability solutions
- Involve the stakeholders and the public prior to all key decisions
- Reach out to all communities affected by the solutions that are being considered
- Build partnerships with other agencies and stakeholders, recognizing the effect this effort has on the region and that it complements other regional public transportation initiatives
- Share ownership of Study outcomes and advance implementation of highest priority solutions with Study Partners
- Improve the public involvement process by measuring the effectiveness and modifying the methods based on this evaluation

This Plan outlines how and when interested parties and stakeholders can provide and receive information throughout the life of the Study. It also outlines the goals of the Plan, how decisions will be made during the Study, how each of the target audiences will be engaged and the evaluation measures that will be used to gauge the effectiveness of public involvement activities so that methods can be modified to maximize the effectiveness. This process will be continuously evaluated and improved and will ensure that under-represented communities are given a voice. This Plan will be a dynamic document so that activities may evolve throughout the Study to maximize the effectiveness of the engagement program.

2.0 PUBLIC INVOLVEMENT GOALS

Proactively engaging the community and stakeholders promotes successful problem solving, creates community partnerships, yields diverse voices and new ideas, and provides the opportunity for stakeholders to own and advance solutions. Effective public engagement that begins early in the planning process and continues throughout each phase of project development can help to avoid, minimize and mitigate project impacts while maximizing community benefits and sound decision-making. The goals for the public engagement process for this Study are described below.



Goal 1. Early and Consistent Involvement – Involve the public and stakeholders early and regularly throughout the Study, and at each of the key decision-points highlighted in the Study Schedule outlined in Section 5.0.

Goal 2. Opportunity – Provide all citizens and interested stakeholders with the opportunity to participate in all phases of the public involvement process, with a focus on engaging traditionally under-represented or under-served populations.

Goal 3. Information and Communication – Provide all citizens and interested stakeholders with clear, timely, and accurate information relating to the Study as it progresses.

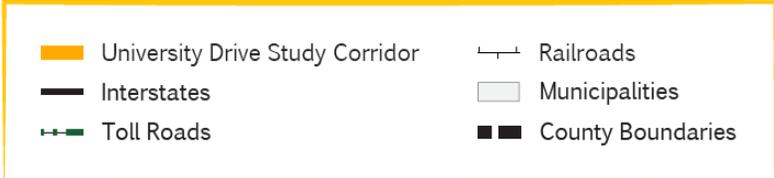
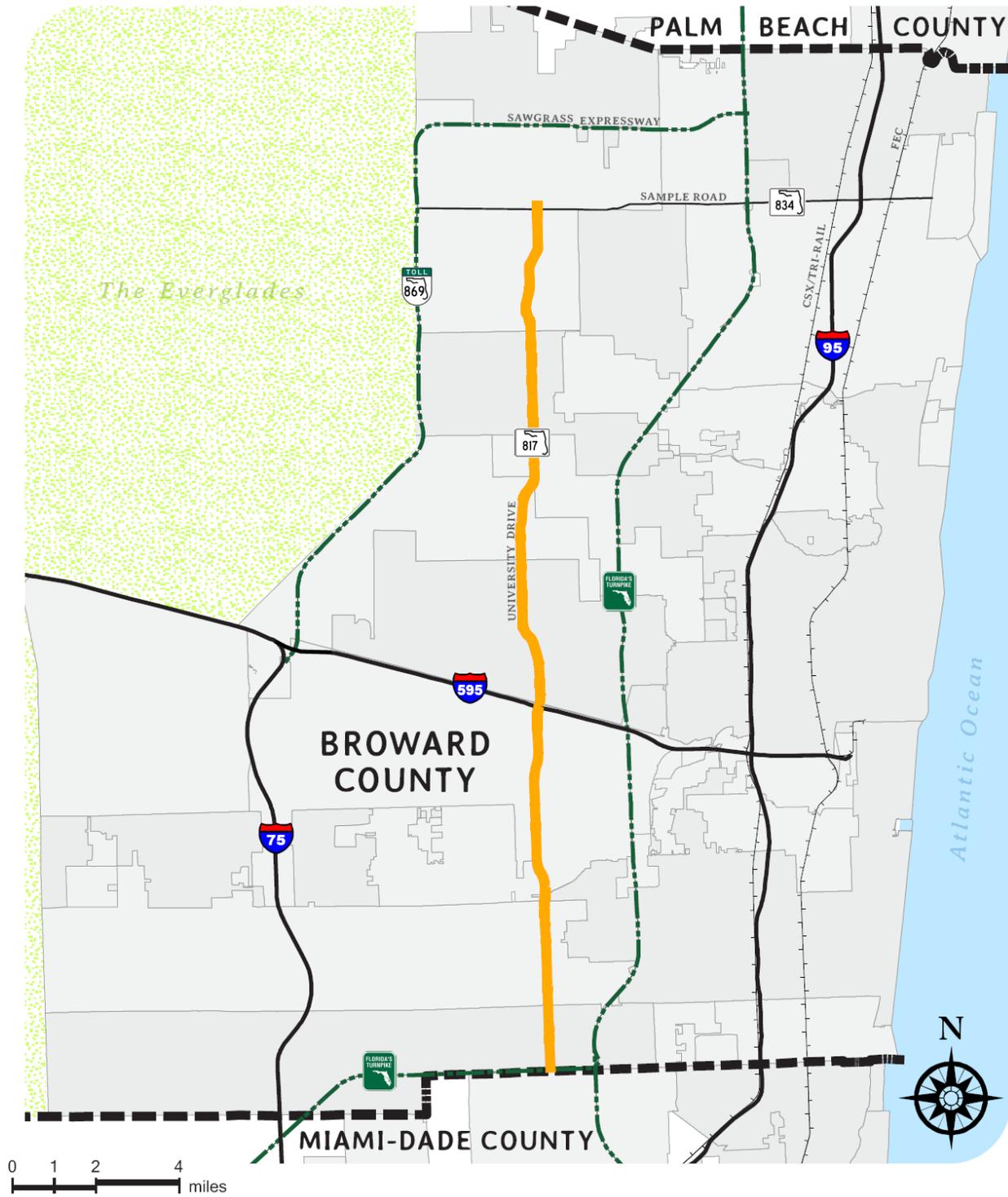
Goal 4. Range of Techniques – Use a variety of techniques to gather input from a diverse population within the study area. To ensure that this goal is met, a wide range of public involvement and engagement techniques is proposed for use during the Study, as outlined in detail in the Public Involvement Framework in Section 5.0.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color and national origin in programs and activities receiving federal funds. In addition to consideration of minority and low-income persons required by Title VI, environmental justice also considers other groups of traditionally under-represented or under-served populations, such as older adults and transit-dependent persons, in transportation decision-making processes.

3.0 STUDY DESCRIPTION

The Broward Metropolitan Planning Organization (Broward MPO) is a transportation policy-making board responsible for transportation planning and funding allocations. The Broward MPO will be leading this Study in partnership with the Florida Department of Transportation (FDOT), Broward County Transit (BCT), Miami-Dade Transit (MDT), the South Florida Regional Transportation Authority (SFRTA) and the municipalities along the corridor. The University Drive corridor was identified in the Broward MPO 2035 Long Range Transportation Plan as a premium transit corridor and the BCT 2009 Comprehensive Operational Analysis (COA) as one of the most critical north-south transportation corridors in the county. The purpose of the study is to identify and evaluate short- (approximately 5 years) and long-term (approximately 10 or more years) mobility, congestion management, livability and premium transit solutions for the study area. This study merges the transit planning and the congestion management/livability planning processes into one study. Likewise, this Plan will optimize public involvement in developing transportation solutions that complement the movement of people and goods and foster livability. As shown in Figure 1 below, the current study corridor is located along University Drive, from Sample Road in Broward County to south of Miramar Parkway at NW 215th Street in Miami-Dade County. The boundaries of the study corridor may be refined based on the existing and anticipated future travel patterns.

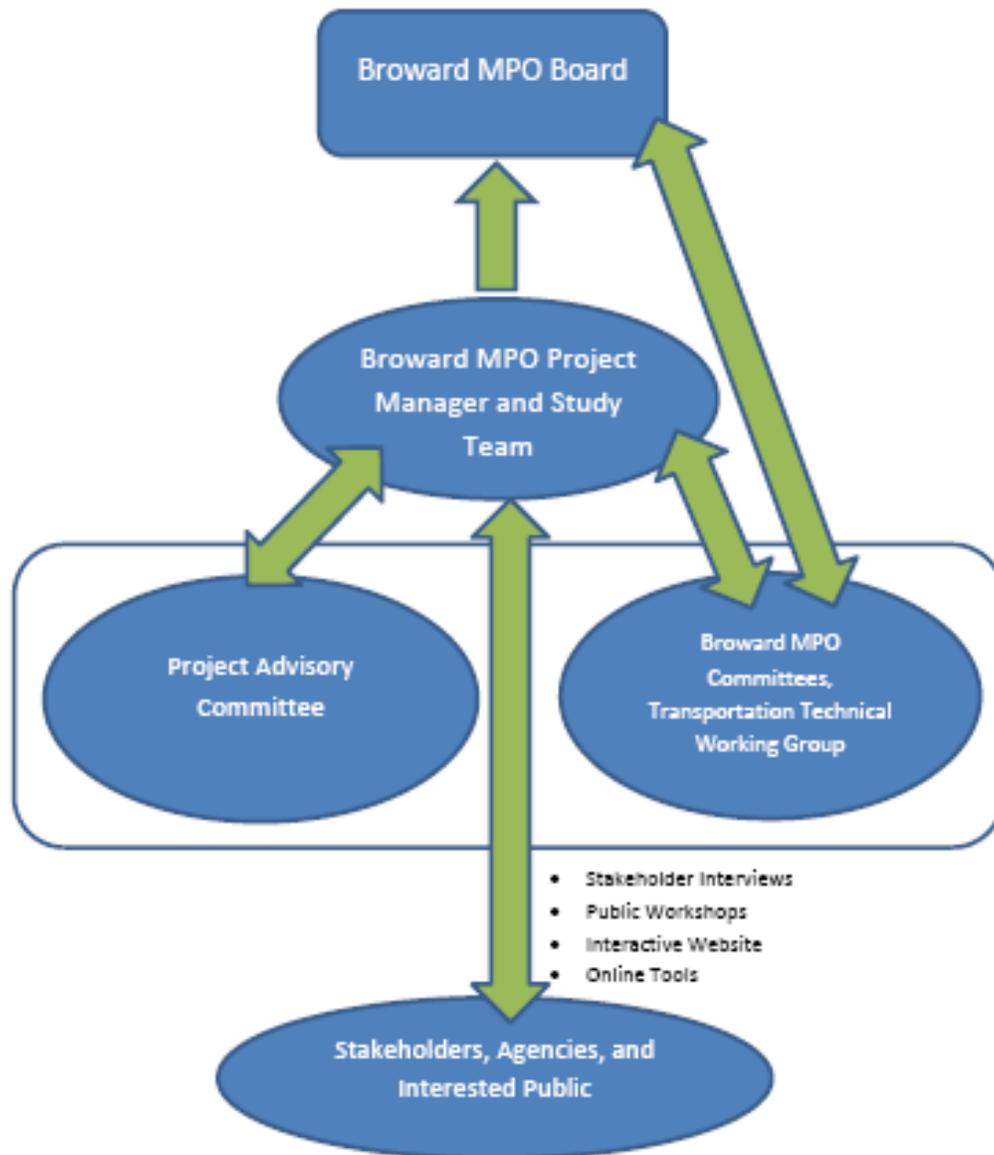
Figure 1. Study Location Map



4.0 DECISION-MAKING FRAMEWORK AND ROLES AND RESPONSIBILITIES

Understanding and communicating how decisions will be made during the Study is critical to successful public engagement and sound decision-making. The following chart outlines how information will flow throughout the Study and how decisions will be made. Information is gathered from the stakeholders, agencies and interested public and shared with the Project Advisory Committee, the Broward MPO Committees and the Study's Transportation Technical Working Group. This collective information is then shared with the MPO Board prior to all key decisions. The role of the Study Team and the Broward MPO Project Manager is to facilitate the flow of this information and provide technical information to inform the decision-making.

Figure 2. Study Decision-Making Framework



Broward MPO Board

The Broward MPO Board is a transportation policy-making agency created under Federal law to direct urban transportation planning and the allocation of federal and state transportation funds. It is comprised of 38 members of which 19 are voting members, including representatives from fourteen municipalities, SFRTA, the School Board of Broward County, and three regional Broward County Commissioners. The Broward MPO Board meets on the second Thursday of every month, and meetings are open to the public. It is anticipated that two to three presentations will be made to this Board; presentations will likely include a discussion of the long list of potential strategies that could be applied to the study area and the selection of a shorter list for detailed evaluation, the benefits and impacts of the potential solutions evaluated in more detail and the selection of a Locally Preferred Alternative. The Broward MPO is the ultimate decision-making body for this Study.

MPO Committees

The Broward MPO has formed several standing advisory committees that provide input from interested persons, transit users, business leaders, and local technical experts, such as municipal engineers and planners. These committees will be used as sounding boards prior to taking any key decision to the MPO Board. The committees that will perform this function include the Community Involvement Roundtable (CIR) to provide a citizen's perspective and the Technical Coordinating Committee (TCC) to provide a transportation technical perspective. The study team will also coordinate with the Broward County Coordinating Board for Transportation Disadvantaged Services (BCCB) to capture and understand the needs of the transportation disadvantaged community.

Transportation Technical Working Group

The Transportation Technical Working Group will be responsible for providing information to the Study team and for reviewing technical data and analysis that is developed by the Study Team. This group will be comprised of representatives from the technical agencies that are stakeholders in the study, including the Florida Department of Transportation, Broward County Transit, South Florida Regional Transportation Authority, Broward County Traffic Engineering and the Miami-Dade Transit.

Project Advisory Committee

The Project Advisory Committee (PAC) will be formed to act as a sounding board throughout the life of the Study. The PAC will include members of the Transportation Technical Working Group and representatives from each of the cities and counties that are served by the University Drive corridor. The Study Team will meet with the PAC at key milestones in the Study; they will review and provide input on the data and analysis that is performed, provide input on the long list of alternatives, the short list of alternatives and the results of the analysis conducted to compare the short list of alternatives and the selection of the locally preferred alternative. A major role of the PAC is to help implement the PIP, share information to and from their respective agencies and municipalities, and to ensure that their constituents are aware of the Study and the decisions under consideration.

Broward MPO Project Manager and Study Team

The Broward MPO Project Manager and Study Team will work together to develop the technical information and to translate it into public-friendly language that can be understood by all stakeholders throughout the Study. The Study Team is comprised of Kittelson & Associates, Inc., HDR Engineering, Inc., PlanActive Studios, Media Relations Group, LLC, W-ZHA, Inc. and CTS Engineering, Inc. The Broward MPO Project Manager will work closely with the Broward MPO Public Information

Officer to ensure consistency of message, consistency with other Broward MPO projects, and proper application of the federal regulations that guide the Study.

5.0 PUBLIC INVOLVEMENT FRAMEWORK

This Public Involvement Plan has been developed to provide a variety of engagement techniques that are tailored to each targeted audience. The Public Involvement Framework is outlined in the next few pages, and is organized by each phase of the Study. It identifies the audience that is to be engaged, the timeframe for the engagement, the intended outcome/intent of the engagement, and the proposed methods or tools for engagement. This framework is a starting point for the Study, and will be evaluated and modified based on the effectiveness of the engagement.

Figure 3. Public Involvement Framework

Project Phase	Timeframe	Audience	Intended Outcome of Engagement	Engagement Tools/Methods
<p>What are the Issues, Opportunities, Goals and Objectives?</p> <p>What Problems Are We Trying to Solve?</p>	December 2012 – May 2013	Corridor Stakeholders (business leaders, community leaders, neighborhood leaders, etc.)	<ul style="list-style-type: none"> Gather input on issues/opportunities Provide data and information of trends 	<ul style="list-style-type: none"> Stakeholder Interviews Economics-focused interviews
		Corridor Elected Officials	<ul style="list-style-type: none"> Gather input on issues/opportunities 	<ul style="list-style-type: none"> Stakeholder Interviews Disseminate information through Municipal Public Information Officers (PIOs)
		Project Advisory Committee (PAC)	<ul style="list-style-type: none"> Gather input on project approach, issues and opportunities Gather data; Review and Provide Input on Data relevant to the Corridor 	<ul style="list-style-type: none"> PAC Meetings Stakeholder Interviews
		MPO Committees	<ul style="list-style-type: none"> Continue project awareness 	<ul style="list-style-type: none"> Mention at Committee Meetings
		Transportation Technical Working Group (TTWG)	<ul style="list-style-type: none"> Gather input on data relevant to the Corridor 	<ul style="list-style-type: none"> PAC Meetings Bi-monthly Status Meetings
		MPO Board	<ul style="list-style-type: none"> Continue project awareness 	<ul style="list-style-type: none"> Mention at MPO Board Meeting
		MPO PM and Study Team	<ul style="list-style-type: none"> Day-to day management and produce technical information 	<ul style="list-style-type: none"> Bi-monthly Status Meetings Working Meetings
		Municipal Communications Offices	<ul style="list-style-type: none"> Create project awareness Increase public 	<ul style="list-style-type: none"> Project website Newsletters/ Articles Briefings to Municipal

Project Phase	Timeframe	Audience	Intended Outcome of Engagement	Engagement Tools/Methods
			involvement	PIOs to disseminate info
		General Public	<ul style="list-style-type: none"> • Create project awareness • Gather input on issues/opportunities 	<ul style="list-style-type: none"> • Project website • Newsletters/ Articles • Briefings to Municipal PIOs to disseminate info
		Media	<ul style="list-style-type: none"> • Create project awareness • Increase public involvement 	<ul style="list-style-type: none"> • Project Website • Newsletters/ Articles • Briefings to Municipal PIOs to disseminate info
<p>What is the Purpose and Need of this Transit Investment?</p> <p>What are our Transit, Congestion Management, and Livability Choices and Alternatives?</p> <p>What are Ways that We Can Pay for Potential Solutions?</p>	May - August 2013	Corridor Stakeholders	<ul style="list-style-type: none"> • Gather input on Purpose, Need, Goals, Objectives • Identify Potential Funding Sources • Gather input on Initial Alternatives/Modes 	<ul style="list-style-type: none"> • Public Kick-off Meeting • Planning Charrette • Project Website • Project Briefings/ Newsletter • Post meeting announcements in libraries/public spaces • Survey
		Corridor Elected Officials	<ul style="list-style-type: none"> • Gather input on Purpose, Need, Goals, Objectives • Identify Potential Funding Sources • Gather input on Initial Alternatives/Modes 	<ul style="list-style-type: none"> • Public Kick-off Meeting • Planning Charrette • Project Website • Project Briefings/ Newsletter • Post meeting announcements in libraries/public spaces
		Project Advisory Committee (PAC)	<ul style="list-style-type: none"> • Gather input on Purpose, Need, Goals, Objectives • Discuss transit modes and economic environment • Gather input on Initial Alternatives/Modes 	<ul style="list-style-type: none"> • PAC Meetings • Planning Charrette
		MPO Committees	<ul style="list-style-type: none"> • Gather input on Purpose, Need, Goals, Objectives • Increase knowledge of transit mode characteristics • Discuss transit modes and economic environment • Gather input on Initial Alternatives/Modes 	<ul style="list-style-type: none"> • Presentation to MPO Committees • Planning Charrette • Project Website • Project Briefings/ Newsletters

Project Phase	Timeframe	Audience	Intended Outcome of Engagement	Engagement Tools/Methods
<p>What is the Purpose and Need of this Transit Investment?</p> <p>What are our Transit, Congestion Management, and Livability Choices/ Alternatives?</p> <p>What are Ways that We Can Pay for Potential Solutions?</p>	May - August 2013	Transportation Technical Working Group (TTWG)	<ul style="list-style-type: none"> Gather input on modeling approach and assumptions Discuss transit modes Gather input on Initial Alternatives/Modes 	<ul style="list-style-type: none"> TTWG Meetings
		MPO Board	<ul style="list-style-type: none"> Gather input on Purpose, Need, Goals, Objectives Discuss Transit Modes and Economic Environment Gather input on Initial Alternatives/Modes 	<ul style="list-style-type: none"> Presentation to MPO Board
		MPO PM and Study Team	<ul style="list-style-type: none"> Understand and Refine Purpose, Need, Goals and Objectives Develop Recommendations for Initial Alternatives/Modes 	<ul style="list-style-type: none"> Bi-monthly Status Meetings Working Meetings
		Municipal Communications Offices	<ul style="list-style-type: none"> Create project awareness Increase public involvement 	<ul style="list-style-type: none"> Disseminate information prior to public kick-off meeting Planning Charrette Project Briefings/ Newsletter Project Website Survey
		General Public	<ul style="list-style-type: none"> Gather input on purpose and need Gather input on Initial Alternatives/Modes 	<ul style="list-style-type: none"> Public Kick-off Meeting Planning Charrette Project Website Project Briefings/ Newsletter Articles in third party publications Post meeting announcements in libraries/public spaces Survey
		Media	<ul style="list-style-type: none"> Create project awareness Increase public involvement 	<ul style="list-style-type: none"> Press releases Media calls/meetings Public Kick-off Meeting Planning Charrette Project Website

Project Phase	Timeframe	Audience	Intended Outcome of Engagement	Engagement Tools/Methods
Which Alternatives Best Meet Our Needs, Goals and Objectives?	September 2013 – January 2014	Corridor Stakeholders	<ul style="list-style-type: none"> Gather input on Short List of Alternatives and Potential Funding Sources 	<ul style="list-style-type: none"> Planning Charrette Project Website Project Briefing/ Newsletter Articles in third party publications Interactive Maps Post meeting announcements in libraries/public spaces
		Corridor Elected Officials	<ul style="list-style-type: none"> Gather input on Short List of Alternatives and Potential Funding Sources 	<ul style="list-style-type: none"> Planning Charrette Project Website Project Briefing/ Newsletter
Which Alternatives Best Meet Our Short-term and/or Long-term Goals?		Project Advisory Committee (PAC)	<ul style="list-style-type: none"> Recommend Short List of Alternatives and Potential Funding Sources 	<ul style="list-style-type: none"> PAC Meetings Planning Charrette Interactive Maps
MPO Committees		<ul style="list-style-type: none"> Recommend Short List of Alternatives Identify Potential Funding Sources to be Pursued 	<ul style="list-style-type: none"> Presentation to MPO Committees Planning Charrette 	
What Are Ways that We Can Pay for These Solutions?		Transportation Technical Working Group (TTWG)	<ul style="list-style-type: none"> Review and comment on technical information relevant to the Short List of Alternatives 	<ul style="list-style-type: none"> TTWG Meetings
MPO Board		<ul style="list-style-type: none"> Select Short List of Alternatives Identify Potential Funding Sources to be Pursued 	<ul style="list-style-type: none"> Presentation to MPO Board 	
MPO PM and Study Team		<ul style="list-style-type: none"> Review and finalize technical analyses to understand characteristics of Alternatives Identify Initial Short List of Alternatives Identify Potential Funding Sources 	<ul style="list-style-type: none"> Bi-monthly Status Meetings Working Meetings 	
Municipal Communications Offices		<ul style="list-style-type: none"> Create project awareness Increase public involvement 	<ul style="list-style-type: none"> Planning Charrette Project Briefings/ Newsletter Project Website 	
General Public		<ul style="list-style-type: none"> Gather input on Short List of Alternatives and 	<ul style="list-style-type: none"> Planning Charrette Project Website 	

Project Phase	Timeframe	Audience	Intended Outcome of Engagement	Engagement Tools/Methods
			Potential Funding Sources	<ul style="list-style-type: none"> Project Briefing/ Newsletter Articles in third party publications Interactive Maps Post meeting announcements in libraries/public spaces
		Media	<ul style="list-style-type: none"> Create project awareness Increase public involvement 	<ul style="list-style-type: none"> Press releases Media calls/meetings Project Website
<p>Which Long-Term and Short-Term Alternative(s) Do We Want to Move Forward?</p> <p>What Implementation and Funding Strategies Should We Use To Advance the Locally Preferred Alternative?</p>	January - June 2014	Corridor Stakeholders	<ul style="list-style-type: none"> Gather input on Locally Preferred Alternative Identify Transit-Supportive Land Use Strategies Identify Local Funding Sources 	<ul style="list-style-type: none"> Alternatives Public Meeting Interactive Maps Public Hearing Project Website Project Briefing/ Newsletter Individual Municipal Meetings Articles in third party publications Post meeting announcements in libraries/public spaces
		Corridor Elected Officials	<ul style="list-style-type: none"> Gather input on Locally Preferred Alternative Identify Local Funding Sources Identify Transit-Supportive Land Use Strategies 	<ul style="list-style-type: none"> Alternatives Public Meeting Interactive Maps Public Hearing Project Website Individual Municipal Meetings Articles in third party publications Post meeting announcements in libraries/public spaces
		Project Advisory Committee (PAC)	<ul style="list-style-type: none"> Recommend Locally Preferred Alternative Identify Local Funding Sources Identify Transit-Supportive Land Use Strategies 	<ul style="list-style-type: none"> PAC Meetings Alternatives Public Meeting Interactive Maps Public Hearing Individual Municipal Meetings Financial Planning

Project Phase	Timeframe	Audience	Intended Outcome of Engagement	Engagement Tools/Methods
<p>Which Long-Term and Short-Term Alternative(s) Do We Want to Move Forward?</p> <p>What Implementation and Funding Strategies Should We Use To Advance the Locally Preferred Alternative?</p>	January - July 2014			Workshop
		MPO Committees	<ul style="list-style-type: none"> Recommend Locally Preferred Alternative Identify Local Funding Sources Identify Transit-Supportive Land Use Strategies 	<ul style="list-style-type: none"> Presentation to MPO Committees Financial Planning Workshop Alternatives Public Workshop Interactive Maps Public Hearing
		Transportation Technical Working Group (TTWG)	<ul style="list-style-type: none"> Review and comment on technical information relevant to the Locally Preferred Alternative 	<ul style="list-style-type: none"> TTWG Meetings
		MPO Board	<ul style="list-style-type: none"> Select Locally Preferred Alternative Identify Local Funding Sources to be Pursued Support Transit-Supportive Land Use Strategies 	<ul style="list-style-type: none"> Presentation to MPO Board Financial Planning Workshop Individual Meetings/Briefings
		MPO PM and Study Team	<ul style="list-style-type: none"> Review and finalize technical analyses to understand characteristics of Alternatives and LPA Identify Potential Funding Sources Identify Potential Transit Supportive Land Use Strategies 	<ul style="list-style-type: none"> Bi-monthly Status Meetings Working Meetings
		Municipal Communications Offices	<ul style="list-style-type: none"> Create project awareness Increase public involvement 	<ul style="list-style-type: none"> Alternatives Public Meeting Interactive Maps Public Hearing Project Briefings/Newsletter Project Website
		General Public	<ul style="list-style-type: none"> Gather input on Locally Preferred Alternative and Potential Funding Sources 	<ul style="list-style-type: none"> Alternatives Public Meeting Interactive Maps Public Hearing Project Briefings/Newsletter Articles in third party

Project Phase	Timeframe	Audience	Intended Outcome of Engagement	Engagement Tools/Methods
Which Long-Term and Short-Term Alternative(s) Do We Want to Move Forward? What Implementation and Funding Strategies Should We Use To Advance the Locally Preferred Alternative?	January - July 2014			publications • Post meeting announcements in libraries/public spaces • Project Website
		Media	• Create project awareness • Increase public involvement	• Press releases • Media calls/meetings • Project Website • Alternatives Public Meeting • Articles in third party publications • Post meeting announcements in libraries/public spaces • Interactive Maps • Public Hearing

Public Engagement Tools/Methods

A variety of public engagement tools and techniques have been identified to engage the diverse audience in the University Drive Study area, and for those who use University Drive for travel. The various techniques and tools that will be used throughout the Study are described in more detail below.

- **Stakeholder Interviews** – One-on-one meetings will be held with a variety of stakeholders that represent the diverse cross section of interests in the Corridor. Stakeholders will include local elected officials, business owners, redevelopment agency leaders, homeowners associations, and major land owners. Interviews that focus on the economic and market trends of the region will be conducted with local industry business leaders, chambers of commerce representatives and representatives from the local development community.
- **Disseminate information through Municipal Public Information Officers (PIOs)** – Existing networks will be leveraged to share Study Information. One example of this is to disseminate information through municipal PIOs, the municipal websites and existing communications strategies that are employed by the PIOs.
- **Public Meetings / Alternatives Public Workshops /Public Hearings** - Public workshops and meetings and a public hearing will be held to involve the public and interested agencies in the study process and to inform interested parties of the project’s current status at key project milestones. The participation of the local community is what determines the success of each meeting.
- **Survey** – An informal survey will be conducted in coordination with the complementary public engagement techniques (public meetings, workshops and website) to better understand the travel choices that people make and what may influence their travel choices. Results of the survey will be posted on the website and shared during public meetings/workshops.

- **Planning Charrette** – Some of the Public Meetings will be held in the format of a Planning Charrette. This format is designed to maximize public input and to provide an immediate feedback look to participants in the Charrette and those following through other means, such as the interactive tools described below.
- **Project Advisory Committee (PAC) Meetings** – These meetings will provide the PAC with all the information and materials to provide meaningful input at each key step in the Study.
- **Presentations to the MPO Board and MPO Advisory Committees** – The public involvement program includes presentations to the MPO Board and its advisory committees. These will be scheduled prior to all key decisions.
- **Interactive Maps** – Web-based, interactive maps will be used to encourage interested parties to provide their input in a more flexible format, on their own time. The maps will provide an opportunity for interested persons to submit their ideas for improving the Corridor and for commenting on Study Alternatives.
- **Briefings/E-Blasts / E-Newsletters** – Electronic newsletters and emails will be prepared to inform the general public regarding the project and will be distributed prior to each series of workshops and will inform the public on project workshop dates, and other major study milestones and public involvement opportunities.
- **Media Outreach** - Outreach will be conducted to appropriate media outlets, to disseminate information and obtain feedback from the broader community. Press releases advising the community of public involvement opportunities, including public meetings, will be developed and distributed. Prior to the Public Hearing, advertisements will be placed in the local newspaper.
- **Post meeting announcements in libraries and Public Spaces** – Information, posters and/or flyers will be placed in Public libraries and other places where the public may gather to direct interested persons to the upcoming event, decision, or to the Study website.
- **Project Website Page** - Using the latest web technologies and eye-catching design, a project page will be created on the existing MPO website. Content will be developed, project updates and other material will be posted regularly; online tools will be created to maintain and report on comments/feedback; and monthly reports that provide basic statistics such as the number of unique visitors to the site, number of page views, number of repeat visitors, and number of first-time visitors will be generated to evaluate the online public involvement methods. There will be many ways to direct interested persons to the website, including postcards, email blasts and newsletters, and disseminating information through the municipal PIOs and their websites/notification techniques.

The schedule for completion of these engagement activities is outlined in the Study Schedule/Timeline in Figure 4 on the next page.

Figure 4. Public Involvement Schedule/Timeline

Key Questions	-What are the issues, opportunities, goals and objectives? -What problems are we trying to solve?						-What is the purpose and need of this transit investment? -What are our transit, congestion management, and livability choices/alternatives? -What are ways that we can pay for solutions?			-Which alternatives best meet our needs, goals and objectives? -Which best meet our short-term and/or long-term goals? -What are ways that we can pay for these solutions?					-Which long-term and short-term alternatives do we want to move forward? -What implementation and funding strategies should we use to advance the locally preferred alternative?					
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
TASKS																				
1. Public Involvement and Agency Coordination																				
Data Collection for Public Involvement																				
Stakeholder Interviews																				
Public Involvement Plan																				
Project Advisory Committee (PAC) Meetings		P		P		P		P				P	P		P		P			
Study Website																				
Public Kick-off Meeting							K													
Project Briefing/Newsletters/E-mail Blasts								B				B			B		B		B	B
Broward MPO Committee/Board Briefings							M	M	M		M	M	M			M	M	M	M	M
Transportation Technical Working Group Meetings											T	T		T						
Planning Charrette/Workshop									C											
Alternatives Public Workshop														A						
Financial Planning Workshop													F							
Public Hearing																		H		
2. Planning Study Initiation																				
3. Tier 1 Screening and Selection Process																				
4. Detailed Definition of Alternatives																				
5. Project Management																				

Legend	
 Duration of task	F Financial Plan Workshop
P Project Advisory Committee (PAC) Meeting	H Public Hearing
K Public Kickoff Meeting	M Broward MPO Committee/Board Briefings
C Planning Charrette	B Project Briefing/Newsletters/E-mail Blasts
A Alternatives Public Workshop	T Transportation Technical Working Group Meetings

6.0 ENVIRONMENTAL JUSTICE SENSITIVITY AREAS

Special outreach methods will be used to engage those groups typically under represented but that may be impacted by transportation decisions (socially, environmentally, and economically).

To determine the Environmental Justice Sensitivity Areas within the corridor study area, several data sets of several socio-economic variables were reviewed. The data sets included the Broward MPO's Transportation Outreach Planner tool and the U.S. Census Bureau statistics. These statistics were compared to the overall demographics of the population of Broward County to identify where under-served populations exist within the Study area. The key statistics used to determine this included:

- Percentage of Minority Population (Figure 5);
- Percent of Transit-Dependent Population (Figure 6);
- Percent of Population Below the Poverty Level (Figure 7);
- Percent of Population Age 65 and Over (Figure 8); and
- Percentage of People Who Speak English Less Than Proficiently (Figure 9).

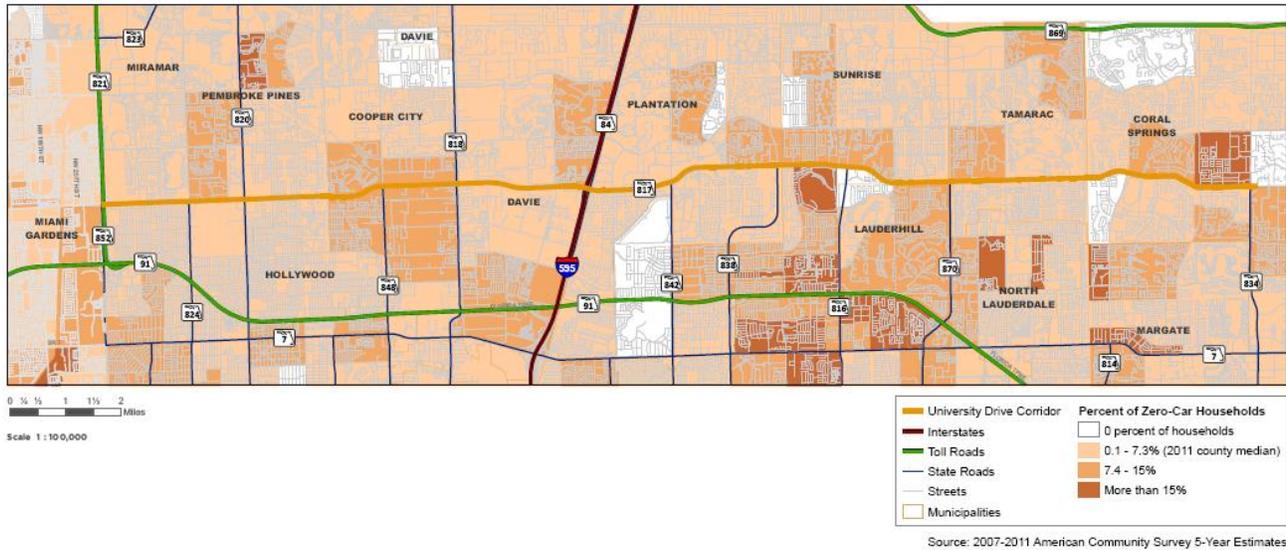
The average percentage of minority population in Broward County is approximately 55%; the two darkest green areas on the map below will be the areas that may contain under-represented populations.

Figure 5. Percent of Minority Population



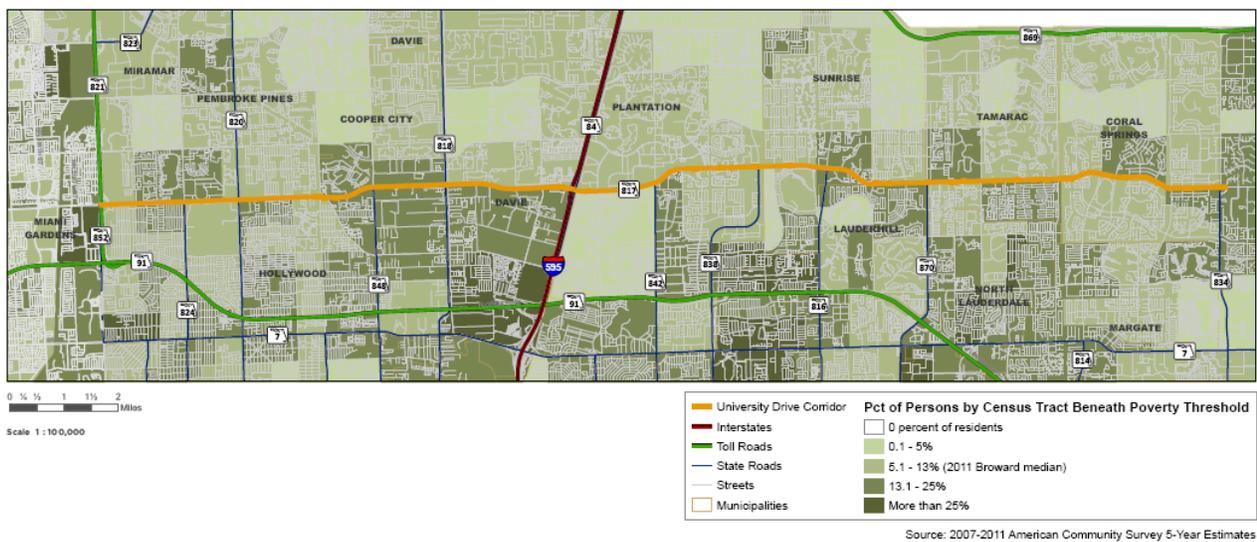
The average percentage of households without access to an automobile is less than 0.2 % county-wide. Therefore, the areas shown in the orange and red colors in Figure 6 below will be evaluated for under-represented populations.

Figure 6. Percent of Transit-Dependent Population



The county-wide population below the poverty level is 13%. Therefore, the two darker green colors on the map in Figure 7 identify areas that have populations that are above the county average.

Figure 7. Percent of Population Below the Poverty Level



The areas identified in the two darker orange/red colors are the areas that have greater than the county-wide average for persons over the age of 65.

Figure 8. Percent of Population Age 65 and Over



Analysis of data provided by the U.S. Census Bureau’s American Community Survey (2009–2011) revealed that the percentage of Limited English Proficiency (LEP) persons within the County is approximately 15%. Consistent with the Broward MPO’s Public Involvement Plan, an LEP person is defined by the Census as a person that speaks “English less than very well.” The areas shown in medium and dark green in the map below have higher percentages of LEP persons than the County and will be the environmental justice sensitivity areas. Because of the high percentage of Spanish-speaking persons in the Study Area, all Study materials will be available in both English and Spanish.

Figure 9. Percent of Residents Who Speak English Less than Proficiently



The public involvement activities described in the previous section will be used to engage a wide variety of audiences, including the populations that may be under-served or under-represented. To ensure that these target areas are successfully engaged, participants in the public involvement activities will be asked to provide zip code information to determine where participants reside and/or work. If the Study Team determines that these target areas are not adequately represented, additional activities will be conducted that focus specifically on these populations in these sensitive areas.

7.0 EVALUATION METHODS

The effectiveness of the public engagement techniques will be evaluated on a quarterly basis. The evaluation measures that will be used to determine the performance of these different techniques relate to the goals set out for the Public Involvement Program. These are described below in more detail.

Goal	Evaluation Measure
<p>Goal 1. Early and Consistent Involvement - Involve the public and stakeholders early and regularly throughout the Study, and at each of the key decision-points.</p>	<ul style="list-style-type: none"> • For all meetings, catalogue the number of participants in attendance. • Track and count the number of “hits” on the website for each month
<p>Goal 2. Opportunity – Provide all citizens and interested stakeholders with the opportunity to participate in all phases of the public involvement process, with a focus on engaging traditionally under-represented or under-served populations.</p>	<ul style="list-style-type: none"> • Track and map home and work zip codes of meeting participants and identify potential gaps in coverage on a bi-monthly basis • Use website analytical tools to track and map locations of website activities (monthly)
<p>Goal 3. Information and Communication – Provide all citizens and interested stakeholders with clear, timely, and accurate information relating to the Study as it progresses.</p>	<ul style="list-style-type: none"> • Provide comment forms to meeting participants; include questions that gather information on the effectiveness of public engagement techniques from participants’ perspectives.
<p>Goal 4. Range of Techniques – Use a variety of techniques to gather input from a diverse population within the study area.</p>	<ul style="list-style-type: none"> • Track which techniques are gathering the most information prior to each decision-point and evaluate the effectiveness of the engagement strategy • Develop a subcommittee of the PAC to provide regular evaluations of the various engagement techniques

Public involvement activities that are not deemed effective will be analyzed; the most effective methods will receive more attention, and the other means of achieving the same goal for the ineffective methods will be identified. Modifications to the public involvement activities will be determined in coordination with the Broward MPO Project Manager and Public Involvement Officer.