**Kickoff Meeting - Minutes**

Pompano Education Corridor Transit Study

***Broward County Metropolitan Planning Organization Board Room***

**Thursday, January 29th, 2015 @ 9:00 a.m.**

Attendees: Liz Aguiar (City of Coconut Creek), Ben Ziskal (City of Margate), Paul Carpenter (City of Coral Springs), Maggie Barszewski (City of Pompano Beach), James Cromar (BMPO), Paul Calvaresi (BMPO), Jessica Dimmick (Renaissance Planning), Whit Blanton (Renaissance Planning), Claudia Lamus (FTE), John Dobies (HNTB), Odalys Delgado (HNTB), Matt Vinke (HNTB)

**Introductions:**

* Project Management Team introductions – the PMT will include representatives of the MPO and the four cities participating in the study.

**Study Area Overview:**

* Study area identified and discussed
	+ The primary study area includes portions of the four cities defined as a one-mile corridor adjacent to the primary east-west arterial roadways in the corridor.
	+ Odalys noted it will be necessary to collect demographic and other information outside of the primary study area.
	+ Odalys also said it may be necessary to work outside the primary study area to evaluate connections to Tri-Rail at the stations north and south of the corridor.
* Previous efforts have established the projections and visioning for future service
	+ There are educational institutions and employment opportunities along the corridor.
	+ James stated that it is important that the study take into account what the cities have already done in the corridor.
	+ Paul noted that it is important to demonstrate how the individual circulator services can work together. “Person travel does not stop at city boundaries, but today bus service does.”
	+ Branding is important; currently each of the cities has its own branding for the service.

**Scope Review:**

* Briefly reviewed the various tasks for the scope of services and the responsible parties for each task
* Discussed how the connection between the data collected (Task 2) and collaboration among the PMT will drive the outcomes from Tasks 4 and 5 and ultimately how the transit options are evaluated (Task 6)
* Went into greater detail for the Public Involvement Plan (PIP) – a four-phased approach was recommended when reaching the public, commission, etc. with a focus on stakeholders rather than efforts resulting in ‘empty’ public meetings
	+ There are subgroups throughout the study area (college students, employees, seniors, etc.) that need to be considered for the outreach effort and the PIP
	+ Paul Carpenter opined that public meeting are not effective; focus more on stakeholders, e.g., students
	+ Liz mentioned how Coconut Creek had success in the past generating support for public meetings at the local community center; use existing forums to get the word out.
	+ Maggie stated that Pompano Beach has dedicated information networks that can be used. She suggested that we need to generate the excitement that will get people to attend the meetings.
	+ Ben mentioned that when meetings are held, combining Margate and Coconut Creek would be a good idea because these two cities and their citizenry are well integrated
	+ There should be focus groups or at least focused interviews with representatives of the educational institutions.
	+ The PIP was provided to the PMT for review and comment.

**Discussion:**

* Liz mentioned that there has been some expressed opposition to circulator expansion
* FDOT provides transit service development grants which provide three years of operations funding.
* It was mentioned that FDOT provides seed money for TMA startups.
* Paul from Coral Springs ran the Fort Lauderdale TMA – which he was able to secure CMAQ funding for. CMAQ funding no longer provided to South Florida region
* The TMA that helped fund the Fort Lauderdale streetcar used funds assessed from residential as well as business uses. Paul noted that the idea of a TMA for the corridor came up several years ago, but did not advance.
* South Florida Commuter Services was mentioned – FDOT provides funding through this program for TDM programs.
* There is an on-going FDOT study looking to change the interchange alignments and improve the pedestrian and bicycle connections along SR-7. A mobility hub study is also being conducted at SR 7 and Sample Road.
* It was mentioned that the Sunrise trolley operates independently – making it the only operator not contracting its services out (to LSF)
* It was suggested that a potential multi-jurisdictional branding strategy be considered

**Defining Success – City Objectives**

The purpose of this discussion was to better understand the expectations from each of the PMT representatives.

* Coral Springs’ idea of a successful study according to Paul includes:
	+ The city currently has two relatively successful community shuttles with 10 to 11 passengers per hour. A recent fare increase may have reduced these figures. It’s a contracted service through their Park & Rec department; Paul has little to do with the service. The city likes the service.
	+ The city is interested in the future growth of Broward College; this requires enhancing student mobility
	+ Although there is resistance to changing the existing service, there is a need for improved transit service. Paul mentioned “premium service on Sample” as a previous desire from some in the community.
	+ There could be a phased implementation of new community bus service focusing first on major east-west corridors. His idea is to create another layer of transit; do not replace what we’ve got.
	+ Perhaps all four cities potentially could agree to a joint contract with LSF to save – since they are the ‘only business in town.’ This may also create more competition for the contract.
	+ Paul asked whether BCT views this initiative as competition.
* Margate’s idea of a successful study according to Ben includes:
	+ Current service has 50-cent fare; it was reduced from 75-cents. There is no fare integration with BCT (e.g., transfer reciprocity).
	+ They are looking for increased ridership along SR-7 that helps to encourage development – 95% of commercial activity is within the CRA (and makes up 1/3 of Margate’s land)
	+ Targeted effort to include seniors and improving service for the senior population
	+ Ben would like to eliminate current forced transfers that exist with current transit service configuration.
* Coconut Creek’s idea of a successful study according to Liz includes:
	+ She noted that students – high school, tech school and Broward College – have used bus service.
	+ A focused effort to improve shuttle service along Sample Rd and connecting destinations to/from the (already established) main street/downtown along Cypress Creek Parkway.
	+ She mentioned mobility hubs as a possibility.
* Pompano Beach’s idea of a successful study according to Maggie includes:
	+ Establishing direct routes to the educational facilities
	+ Any improvements to the existing shuttle service should serve as a catalyst for development in downtown Pompano (CRA); supporting downtown development is an objective. She specifically mentioned the arts district and future residential development.
* Broward MPO’s idea of a successful study according to Paul and James:
	+ Determine a new transit service that can match FDOT’s funding with local funds (50-50)
		- Should reach out to FDOT’s contact for grants as some point – Jane Kaminski.
	+ Services that can be implemented fast are a priority – to garner support and increase ridership. The MPO is action oriented.

**Project Management Team, other Stakeholders, Schedule, and Meetings:**

* PMT = the four municipalities, BMPO, and consultants
* Other stakeholders = BCT, SFRTA, FDOT, schools, hospitals, businesses, etc.
* The PMT will be relied on throughout the study at key decision milestones
	+ Transit operations/service plan, implementation, and funding options
* Project will take 12 months to complete (December 2015)

**Data Collection Effort:**

* Collected to date: BCT COA, BCT TDP, Broward 2040 LRTP, BMPO TIP, Broward County Complete Streets Guidelines, Existing Land Uses, Existing Community Shuttles
* Data needs: existing development plans, CRA plans, existing transit data (from Nick at BCT), and student-related data (from South Florida Commuter Services and various education institutions)

**Next Tentative Meeting Date:**

* February 26, 2015 – The meeting will be held in Pompano. Maggie will get back to us in regards to the meeting location
* A regular monthly Project Management Team meeting will be set for every 4th Thursday of each month, pending substantive agenda items to discuss and/or feedback and input needed from the group