



**SPEAK UP BROWARD**

Transportation Choices. Your Voice Counts.

# The Path Forward

Accomplishments and Recommendations from Speak Up Broward's Public Engagement Efforts  
March 2015



broward **MPO**  
metropolitan planning organization

# Getting the Conversation Started



## PUBLIC OUTREACH EFFORT

**Foreword from Gregory Stuart - Executive Director, Broward Metropolitan Planning Organization**

On behalf of the Broward Metropolitan Planning Organization (Broward MPO), I would like to invite you to learn more about what we do, and to become a part of our growing public outreach effort known as Speak Up Broward.



The Broward MPO plans for Broward's future by deciding how available money should be spent on improving and maintaining our transportation system. We work with other planning organizations, government agencies, elected officials, community groups, and members of the public to provide a safe and efficient transportation system that works for our residents, businesses, and visitors alike.

## OUR GOAL, A UNIFIED VISION

In light of the federal funding shortfalls facing transportation agencies throughout the country, the MPO has developed Speak Up Broward to ensure that Broward's transportation system continues to meet people's needs and expectations. After all, transportation is an issue that affects everyone on a daily basis. The goal of Speak Up Broward is to develop a unified vision for the future of Broward's transportation system based on feedback from local communities.



## NEED FOR DEDICATED FUNDING

Speak Up Broward seeks to improve all types of transportation in all parts of Broward, and is focused on providing more choices for people to get around. This can be a difficult challenge based on the amount of money expected to be available for transportation over the next 25 years. Our current Long Range Transportation Plan (LRTP) known as Commitment 2040, does a great job of prioritizing these funds, but unfortunately, there are only enough funds available to do the most basic of improvements. To go beyond what is currently expected, we need to work together to establish a local source of funding dedicated specifically to local transportation investments.

### PRIMARY SOURCE OF FUNDING FOR TRANSPORTATION

Has not been increased or adjusted for inflation since 1993



Cost of a postage stamp...  
**29 cents - 1993**  
**49 cents - 2015**



Federal gas tax per gallon...  
**18.5 cents - 1993**  
**18.5 cents - 2015**

## WHAT'S IMPORTANT TO YOU?

The improvements planned by the MPO have far-reaching effects that benefit Broward's economy, help protect our environment, and enhance the local quality of life. To achieve the future we want and ensure that Broward remains a world-class community, we must take action today. If a better transportation system is important to you and your community now is the time to speak up and make that vision a reality.

*Gregory Stuart*  
Gregory Stuart - Executive Director



### DIFFERENCE A PENNY CAN MAKE!

One-penny sales tax increase in Broward can generate for transportation

**\$300**  
million per year

# What We've Learned so Far



## WHY IS SPEAK UP BROWARD IMPORTANT?

The public is the most important partner in the transportation planning process. Speak Up Broward is a multifaceted public engagement effort to increase awareness and understanding of the Broward MPO's transportation planning process. A major focus of Speak Up Broward is exploring local funding sources for transportation improvements or new services recommended in the 2040 Long Range Transportation Plan. Without securing the necessary funding to maintain and improve Broward's transportation system this may result in the deterioration of our existing infrastructure, worsening of traffic congestion, and provide fewer travel options.

Over the past two years, Speak Up Broward has been listening to what you have said about our transportation system. Without changes to our current method of funding transportation and with our needs expanding, the cost of doing nothing to Broward's transportation system can have potential negative impacts throughout the county. With Speak Up Broward's grassroots initiative the public can participate and engage in a conversation to help mold the future and improve our communities.

### WE ARE RUNNING OUT OF TRANSPORTATION FUNDING...

The amount the U.S. spends each year on transportation...



...and the revenues from our primary funding source the federal gas tax

The growing need for maintenance and improvements to our current transportation system is outpacing our ability to fund them.

## THE NEED FOR RELIABLE TRANSPORTATION FUNDING

In recent years the status of federal funding for transportation has been bleak at best. The growing need for maintenance and improvements to our current transportation system is outpacing our ability to fund them. Revenues from our primary funding source, the federal gas tax, are not enough to cover the growing needs for transportation improvements. Broward needs to develop a sustainable transportation funding source to help achieve the economic and mobility benefits for the good of the county.

### RECENT INVESTMENTS IN OUR TRANSPORTATION SYSTEM

The following are two types of improvement projects that will help transform Broward's transportation system.



**WAVE STREETCAR**  
Coming 2017



**EXPRESS LANES**  
I-95 and I-595

With additional dedicated funding, more opportunities will become available for expanding travel options in Broward.

## THE TIME TO ACT IS NOW

Transportation is an issue affecting everyone in Broward, and improving our transportation system benefits the economy, provides families with extra spending money, and makes your daily commutes less stressful. Tell us what you think by visiting [www.SpeakUpBroward.org](http://www.SpeakUpBroward.org) to learn more about transportation issues that affect you during your daily life. We'll share your thoughts and concerns with your local representative that can help make a difference in your community.

# What We've Heard From You

## CURRENT LEVEL OF SATISFACTION

Collecting feedback on existing conditions is an essential foundation for deciding which elements need to be improved and what specific changes should be made. Our outreach indicates that there are several key pieces of Broward's transportation system that people are dissatisfied with today, and think should be improved as soon as possible. Most notable are bus service and traffic signals, with 90 percent of respondents to one survey rating traffic signal synchronization as a high priority.

### WHAT YOU SAID ABOUT BROWARD'S CURRENT TRANSPORTATION SYSTEM:



- **Other than driving...**  
less than half of Broward residents, businesses, and visitors reached through our engagement efforts felt satisfied with their travel options.
- **Inadequate...**  
is the general perception of Broward's transportation system.
- **Traffic congestion...**  
is a serious problem, and most people agree that Broward's population will continue to grow while traffic congestion will worsen.



- **Serious improvements...**  
for better bus services, bicycle/pedestrian facilities, and traffic signals (as a cause of roadway congestion) were among the most common complaints.
- **Cost is too high...**  
this includes the cost of owning and operating a personal automobile and public transit fares.

## EXPLORING NEW AVENUES OF REVENUE

Feedback from surveys and other media outlets provided insight from the public that they desired a better transportation system for Broward in the future. To accomplish this, additional money for transportation investments will be needed. Approving a sustainable source of local funding will enable Broward to maximize Federal and State funding opportunities and more importantly to continue to grow and prosper while improving overall mobility.

### POTENTIAL LOCAL FUNDING SOURCES

(Based on various Speak Up Broward efforts throughout 2014)



#### ADDITIONAL SOURCES FOR FUNDING INCLUDE INCREASING COST TO:

- Vehicle Registration Fee
- Driver's License Fee
- Sales Tax
- Gasoline Tax
- Fee on Number of Miles Driven



Based on what we've heard, it is clear that there is a demand for greater investment to achieve better transportation. When asked about investing different amounts of money into Broward's transportation system over the next 25 years and given real-world examples of the types of improvements that could be achieved with each, the majority of you preferred the scenario that represents the largest investment. The least popular choice was the making the smallest investment possible.



# Where Do We Go From Here?

## OPINIONS ABOUT THE FUTURE

While it is important to do our best to make sure our transportation system fits our current needs. We should also keep in mind that the Broward of 2040, we will look much different than the Broward of 2015, and we must position ourselves for those needs today. A transportation system that provides travel options and is able to efficiently move people using a combination of travel choices, including roadways, transit, and bicycles can decrease costs and reduce time wasted stuck in traffic. Investing in a better system for the future can help reduce the billions of dollars in lost productivity each year, and provide numerous environmental and enjoyment benefits that would more than justify the investment.



We understand that our population is growing and tourism will continue to be a big part of our economy. As such, Broward should have a world-class transportation system that moves people efficiently throughout the County, and includes many more options and better services than currently exist. An effective transportation system is essential to business development, economic growth and overall quality of life.

### WHAT YOU SAID ON FUTURE TRANSPORTATION IMPROVEMENTS:

- **Better management...**  
on congestion and incidents through state of the art signalization.
- **Expansion and improvement...**  
of public transportation including local bus, express bus and train service as an alternative to driving.
- **Improved east-west mobility...**  
throughout Broward in terms of more roadway capacity, better transit options/connections or both.
- **Longer service hours...**  
or more frequent service, especially on the weekends, and real-time passenger information on our transit services.
- **Improved safety...**  
for all aspects of Broward's transportation system, but specifically for bicycle/pedestrian conditions and rail crossings, particularly if passenger rail and streetcar are to be expanded.
- **Improved transit access...**  
to the Fort Lauderdale/Hollywood International Airport.

## A PATH FORWARD

Speak Up Broward has provided the forum to openly discuss our transportation issues, our future desires, and ways to fund our unmet needs. We understand our current funding shortfalls, and we have a plan to bring us into the future. It is now time for us, as a community, to take action and implement our plan.

We will continue to build consensus around our preferred method of paying for the future, and also continue our ongoing discussion about what that future should look like. As we move forward, it is more important than ever that you continue to voice your opinions, participate in our conversations, and support Speak Up Broward's efforts to make our future transportation plans into a reality.

## NEXT STEPS FOR IMPLEMENTING A CLEAR PATH TOWARDS THE FUTURE:

- Identify an acceptable funding strategy that fills the gaps in Federal and State funding
- Present a vision of how the future will look with new funding in place
- Identify governance and measures of accountability for the use of the funding



# Different Lines of Communications

## HOW WAS ALL OF THIS INFORMATION GATHERED?

Speak Up Broward has used various tools, strategies, and activities to engage the public. These different outreach methods are the foundation of the dialogue that is Speak Up Broward. They provide different lines of communication between the MPO and the public, allowing people the opportunity to learn about transportation issues and voice their opinions about them.

## SURVEYS AND FOCUS GROUPS

To get a firm understanding of opinions and perspectives on the topics of transportation and funding in the future, Speak Up Broward conducted a series of surveys and focus groups. An initial telephone survey and a short online questionnaire provided information on broad issues, while the focus groups and a more interactive online survey prompted people for more specific responses.

Topics covered:

- traffic congestion
- transportation priorities
- possible improvements to all types of transportation
- general views on mass transit
- preferred amounts for investing in transportation
- the best funding options for making investments
- general receptivity to funding options

### BY THE NUMBERS

- **General Online Survey** – 682 Completed
- **Baseline Telephone Survey** – 502 People Polled
- **Focus Groups** – 100 Participants/10 Different Groups
- **Interactive Online Survey** – 3,247 Visitors

## TELEVISED eTOWNHALL SERIES

The Speak Up Broward eTownHall Meeting Series, titled Let's Talk Transportation, has been one of the most successful, collaborative, and unique outreach efforts undertaken so far. The concept of these meetings combines multiple technologies to provide people with options for participating, as opposed to traditional Town Hall meetings in which the only way to attend is in person at the location of the meeting.

Each meeting featured a different panel of four guests, ranging from elected officials and business leaders to directors of transportation agencies and non-profit organizations, with local television and radio personality, Jade Alexander, moderating the discussions.

Participants were able to ask questions to the panelists live by calling in to the show, using Twitter, or using a chat window on the Speak Up Broward website. The chat feature and social media posts allowed the transportation discussion to begin well before each meeting, and continue while the panelists were taking live questions.

### DID YOU KNOW?

A recording of each full-length eTownHall Meeting and several summary videos are available on the Speak Up Broward website and YouTube channel.

### STRONG PARTICIPATION

Our 4 eTownHall Events reached over 45,000 people:

- **Live Phone Participation** – 8,826
- **Webstream** – 983 in Live Chat participation
- **Television Viewers** – 8,718 Total Viewership
- **Voicemails** – 26,654 left during the events



# Grassroots Efforts

## BROWARD PARTNERS GROUP

The Broward Partners Group, currently with over 100 stakeholders represents a variety of different interests. From transportation agency officials to directors of non-profit organizations, this volunteer group is used as a sounding board for ideas. Speak Up Broward has held regular meetings of the Partners Group about once every six months since our initiative began. These meetings serve as a way to update the leaders of key organizations on our progress, and provide opportunities for discussion of important topics when everyone is gathered together.



## SPEAKERS BUREAU

Our Speakers Bureau has provided an opportunity to introduce groups of people to the Speak Up Broward initiative, update them on our progress, and gather feedback in the form of discussions and interactive exercises. Speakers Bureau volunteers attend regularly scheduled meetings and provide brief presentations on a variety of transportation-related topics. With over 54 presentations to different organizations throughout Broward, the Speakers Bureau include a wide range of interests such as homeowners associations, chambers of commerce, social service groups, and universities.

## PROGRAM FOR EMPOWERING PEOPLE MINI-GRANTS

This grant program exemplifies the grassroots focus of Speak Up Broward by partnering with community-based organizations and providing the necessary funding for them to conduct their own outreach activities. As a result, these partner organizations became a part of the Speak Up Broward team by bringing information to their communities about transportation issues facing Broward over the next 25 years, and gathering feedback on priorities for the future.

Program for Empowering People Partner Organizations:

- Covenant Keepers Community Development
- Downtown Ft. Lauderdale Transportation Management Association (TMA)
- iCenter Community Foundation
- Lighthouse of Broward
- Mount Olive Development Corporation (MODCO)
- Stand Among Friends at Florida Atlantic University (FAU)
- Tayan Alliances

### THE PARTNERS ACHIEVEMENT

- **Reached Over** – 700 people at 11 different community events, workshops, or meetings
- **Surveys** – Nearly 2,000 conducted
- **Travel Journals** – 5,000 trip logs collected
- **Focus Groups** – 3 held with 40 total participants



# Social Media and Advertising

## ONLINE AND SOCIAL MEDIA PRESENCE

As with most other things in the 21st century, an active online presence continues to be one of the most important parts of our effort. The Speak Up Broward website contains information about existing services and planned improvements to Broward's transportation system, upcoming events or activities, different ways people can participate, and full access to our reports and past presentations. Visit us at [www.SpeakUpBroward.org](http://www.SpeakUpBroward.org).

An extension of the Speak Up Broward website has been our social media presence. Much like the larger Speak Up Broward effort, social media is a perfect forum for having two-way conversations with anyone who wants to be involved. It allows followers to get news updates or fun facts about issues that affect transportation both locally and nationally. It also provides a chance for people to leave feedback and opinions about these things, or respond to specific questions.

### DID YOU KNOW?

Completed reports, maps, videos, fact sheets, promotional flyers and brochures, presentations, meeting summaries, survey results, and more can be accessed at [www.SpeakUpBroward.org](http://www.SpeakUpBroward.org).



## MULTIMEDIA ADVERTISING AND PROMOTIONS

Spreading the word about Speak Up Broward and its major activities has been a truly multimedia process. It has included print, radio, television, digital, outdoor, and social media advertising and promotional efforts. In addition to mainstream media outlets, our advertising, marketing, and promotional activities have reached various minority communities through targeted print and online news outlets.

### BY THE NUMBERS...

As a result of our total media outreach and advertising efforts, we reached out to more than 36 million people in the Broward and Miami-Dade Counties.

Special Publications used to engage minority communities include El Sentinel (Spanish); Westside Gazette and South Florida Times (African American); Le Floridien (Haitian); South Florida Gay News (LGBT) and Caribbean Today and Caribbean National Weekly.

Radio stations include WSUA-FM (Spanish); WRDF-FM (Haitian) and WAVS-AM (Caribbean).

Minority television viewers were reached out with CNN Español (Spanish); LOGO (LGBT) and TV One (African American).



### WE WANT TO HEAR FROM YOU

Share with us your vision, concerns, or become an active participant by visiting us at [www.SpeakUpBroward.org](http://www.SpeakUpBroward.org). With your help, we will develop community support for projects designed to provide efficient transportation solutions and enhanced quality of life. Setting priorities for future transportation needs and identification of local funding sources begin today. Public input is important to help the Broward MPO make the best decisions to move people, create jobs, and strengthen our communities.

### MEDIA PRESENCE

Speak Up Broward has over 6,000 social media followers:



- Facebook – 5,256
- Twitter – 645
- Instagram – 144
- LinkedIn – 61
- YouTube – 17 Videos with 696 Views

# Acknowledgements



...would not be possible without the following partnering agencies and groups:

- **U.S. Department of Transportation (DOT), Federal Transit Administration (FTA)**
- **Broward Metropolitan Planning Organization (MPO) Board**
- **Broward County**
- **Broward County Transit (BCT)**
- **Florida Department of Transportation (FDOT) - District Four**
- **South Florida Regional Transportation Authority (SFRTA)**
- **Program for Empowering People (PEP) Mini-Grant Program Participants**  
Covenant Keepers,  
icenter Community Foundation,  
Lighthouse of Broward,  
Mount Olive Development Corporation (MODCO),  
Stand Among Friends,  
Downtown Ft. Lauderdale Transportation Management Association (TMA), and  
Tayan Alliances
- **Speakers Bureau Volunteers**
- **Broward Partners Group Volunteers**
- **eTownHall Panelists and Participants**  
Jade Alexander - *Moderator and Host*;  
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Transportation Choices. Your Voice Counts.

[www.SpeakUpBroward.org](http://www.SpeakUpBroward.org)



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