



Broward Partners Group
Meeting Agenda
 Broward Metropolitan Planning Organization
 100 W Cypress Creek Rd, Suite 850, Fort Lauderdale, FL
 January 28, 2015 - Wednesday

PHASE 1 WRAP-UP
MEETING – 9:00am to 11:00am

Topic	Presenter	Length	Estimated Timing
Welcome and Opening Remarks	Chris Ryan	10 m	9:00 – 9:10
INTRODUCTIONS	ALL	10 m	9:10 – 9:20
Recent and Upcoming Activities	Chris Ryan	10 m	9:20 – 9:30
What We’ve Learned	Jill Quigley	20 m	9:30 – 9:50
DISCUSSION – Feedback and Lessons Learned	ALL	20 m	9:50 – 10:10
Path Forward	Jill Quigley	20 m	10:10 – 10:30
DISCUSSION – Keeping the Dialogue Going	ALL	30 m	10:30 – 11:00

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Broward Partners Group
Meeting Highlights
Broward Metropolitan Planning Organization Board Room
100 West Cypress Creek Road, Suite 850, Fort Lauderdale, FL
January 28, 2015, 9:00am – 11:00pm

Highlights of the meeting are summarized below to capture the input received from participants in the fifth meeting of the Broward Partners Group. Input is not verbatim and these highlights are not intended to be quotes, rather they are to represent the ideas shared by participants. Our study team will use this input as a guide in developing content for future Speak Up Broward outreach efforts. The meeting format was designed to be interactive and provide a forum for participations to share their ideas.

Recent Activities and What We've Learned

Chris Ryan began the meeting with a brief round of introductions and progress update on the Speak Up Broward effort. He explained that the purpose of the meeting was to wrap up the first phase of Speak Up Broward, and discuss strategies for moving forward. Jill Quigley then began a presentation on the activities, accomplishments, and feedback received throughout the first phase of the Speak Up Broward engagement process. Below are highlights from the group discussion that followed:

- Someone asked for clarification on the sales tax as a revenue source. Would it only apply to Broward? *Yes, all funding options evaluated were specific to only Broward County.*
- The funding options seem to be heavily weighted towards people who drive cars. If we are working towards building a system that will give people options to get out of their cars, we should strongly consider options that include everyone, like the sales tax.
- Sales tax increases have worked in other places. It may have taken a few tries to pass these initiatives, but they were eventually successful and are working in those places. This, combined with the feedback heard during the first phase of Speak Up Broward is good news for the MPO. They should be applauded for the efforts so far, and start deciding on a strategy for moving forward.
- Moving forward we need to be sure and emphasize how transportation is tied to land use. We need to show how land use changes would facilitate any alternative transportation services proposed in a highly visual way.
- We also need to do a better job of selling the Wave as a first step in this process, and something to build on. Opportunities like Tri-Rail Coastal Link and other major transit projects should be shown as possible expansions of a system that is already beginning to take shape.

- A big part of our transportation system is moving freight. It is extremely important to our economy. The freight shipping industry is mostly satisfied with our roadway and traffic signal system. Even though people complain about trucks as a cause of traffic congestion, Speak Up Broward needs to convey the message of how much they do for Broward's economy. Any plan to come from Speak Up Broward should highlight the importance of freight, and show how it can be successfully integrated with automobile traffic on roadways.
- A "walking audit" is a great way to get more ideas, establish needs, and educate people.
- In addition of economic indicators, a better transportation system has impacts on certain socioeconomic factors that may not look good on a budget sheet, but can have huge quality of life benefits such as allowing people to age in place.
- The business community has been hearing that education, transportation, and job creation are the most important things to people in Broward. A growing problem is that our cost of living is too high compared to the salaries that our jobs are offering. If this continues to get worse, we will lose our ability to attract employers and employees. This being the case, the business community is fully behind any plan to improve transportation conditions because it will also strengthen the economy and promote job growth.
- A sales tax is realistically the only way that some type of additional investment plan would be funded. When people are asked to make a decision about taxing themselves, they will want to know what will be improved as a result of it, similar to a school board plan that shows what each school in the district would get as a result of the funding increase.
 - We also need to convey to the public that this is a long process that will require time to come to fruition. It can't all happen in the first year, but over time will make significant improvements to our transportation system. It needs to be sold as incremental progress.

The Path Forward

Jill Quigley then gave a brief presentation on the next steps for Speak Up Broward. Another group discussion followed:

- In the future, this effort should include clear explanations about density requirements for premium transit. We need to explain to people that if they want certain types of transit services, then here is the type of development that will allow for it and support it.
- Chris Ryan then asked how the attendees saw the Broward Partners Group being used in the future. Was it successful? How could it be improved upon?
 - Community organizations and HOAs should be more involved, especially if we want people to understand how density changes can affect transportation and quality of life
 - Our speakers bureau needs to build a stronger foundation within local communities. This would help raise awareness and support that will be needed for any type of ballot referendum in the future. Lower income communities are some of Broward's strongest consumers, and will play a big role in deciding if something like an additional sales tax is worth supporting.
- Concepts like density mean different things to different people. Our messages need to be catered geographically to answer questions like, "How is a tax going to help traffic conditions in my neighborhood if it's no longer growing?" We will need to cater our message differently to different communities.

- The Broward School Bond wasn't an easy task, but it was successful. To be successful requires tough conversations with communities about how they will be impacted. Transparency, honesty, and education about the big picture are a necessity.
- The challenge ahead, from a business perspective, is to make our public transportation system dependable enough so that employees feel comfortable enough to take it to work every day and not worry about being late. Once this happens, employers will feel comfortable recommending it as an option, and it can be a factor that helps attract new jobs to the area.
- When having discussions about how this effort can make transportation better, we need to be very specific about what the future could look like, and be sure to cater to the millennial generation. Most people are now used to getting information instantly. We need to make an effort to be more like this when giving people information about potential transportation improvements.
- An open discussion about accountability involving the public and stakeholders will need to be had before this can be successful.
- People may also have a stronger desire to see our current system get fixed before they consider adding any new services or facilities.
- Because safety issues are such a big concern and problem, we should consider involving police and EMS representatives in our future discussions. Enforcement is a key part of making our roads safer for bicyclists, pedestrians, and divers alike.
- The Broward Partners Groups should be used as a forum for representatives of certain sectors to discuss conversations they've had with their communities. They can then provide updates and pass messages along. As a government agency, the MPO can't advocate or campaign for a cause. They can only educate the public. Some members of the Broward Partners Group, however, can advocate with efforts of their own.

After the discussion concluded, the team thanked everyone for their attendance and continued participation in the Speak Up Broward engagement effort so far.







Broward Partners Group Meeting #5

January 28, 2015

Last Name	First Name	Title	Organization	Phone	Email	Initials
Blattner	Vice Mayor Richard S.	Chairman	Broward Metropolitan Planning Organization	954-921-3321	rblattner@hollywoodfl.org	✓
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Garling	Tim	Director	Broward County Transit	954-357-8424	tgarling@broward.org	
Gillespie Smith	Patrice	Program Mgr	Urban Health Solutions, LLC	786-897-1386	patrice@urbanhs.com	



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Petrillo	Tim	Chairman	Downtown Development Authority of Fort Lauderdale	954-618-0402	tpetrillo@therestaurantpeople.com	<i>[Signature]</i>



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Last Name	First Name	Title	Organization	Phone	Email	Initials
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SPEAK UP BROWARD

Transportation Choices.  Your Voice Counts.

The Path Forward

A Report On Our Public Engagement Efforts

January 28, 2015

broward **MPO**
metropolitan planning organization

www.SpeakUpBroward.org





Purpose of this Process

Designed to engage the public in a conversation about Broward's transportation system, its future, and how to fund it.

It's not just
exploring possible
solutions and their cost...

...it's about the
**cost of doing
nothing more.**



Step one

Starting the conversation

First, we created brand recognition that resonates with the public...



PEDESTRIAN



TRANSIT



BICYCLE



AUTO



RAIL



SPEAK UP BROWARD

Transportation Choices. Your Voice Counts.

A logo that shows **transportation choices**

We started a
grassroots effort

To let people know
their **voice counts!**



Step two

Taking it to the streets!

We asked the
questions



It started with a general survey...
that reached nearly **700** participants.

How would you
rate Broward's
transformation
system?

Are you satisfied
with your
transformation?

Do you know
about the
Broward
MPO?

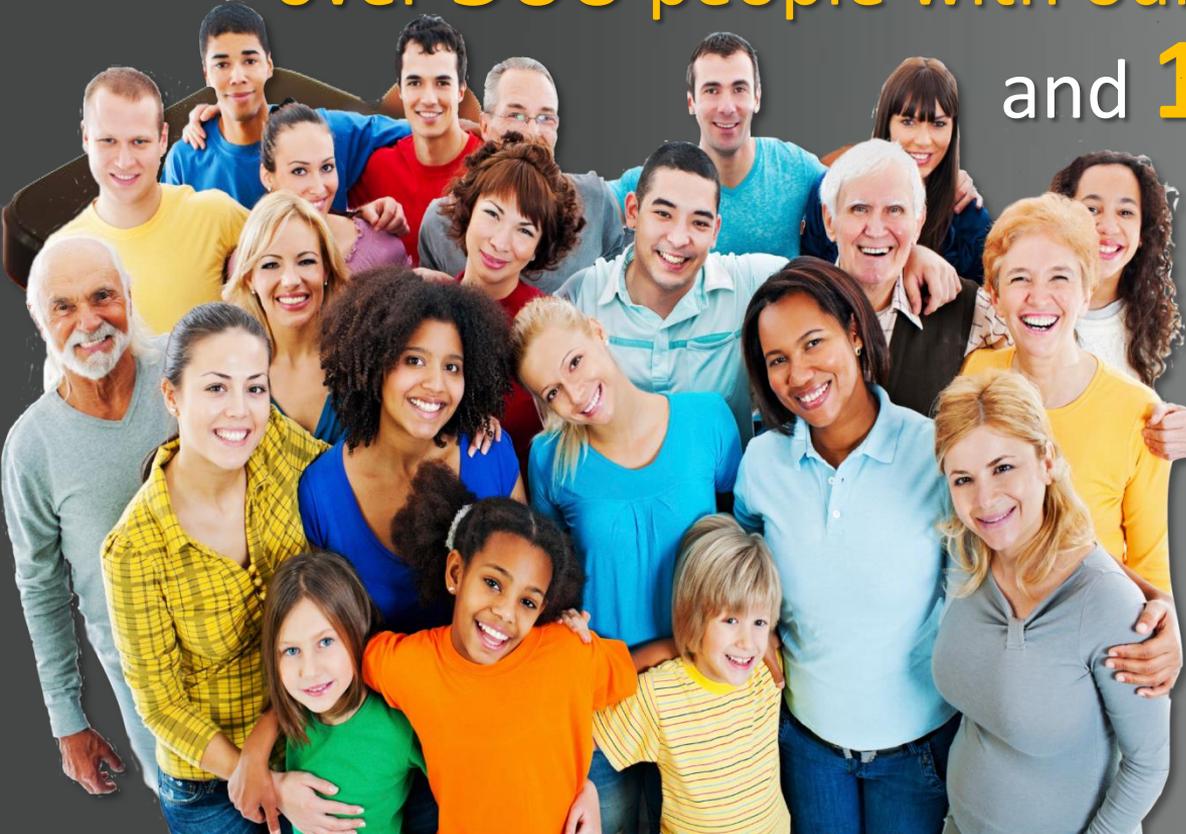


We also reached out to...

over **500** people with our telephone survey

and **100** participants in

10 Focus Groups



For more

feedback

we used additional

engagement

processes with the community.



We used mini-grants to fund our...

Program for Empowering People

to engage traditionally under-represented groups.



STAND AMONG  FRIENDS

They took our message...



and **shared**
it with their
communities
to gather
feedback.

We also looked to the community for **Ambassadors...**



to help deliver the message of why **transportation is important** to our daily lives and the economy.

Our **Speakers Bureau Team** currently has...



50 Ambassadors with
over **50 Presentations**
given to organizations
throughout Broward



We enlisted **Champions** in the community...

Broward Partners Group



Transportation Funding is an important part of our effort...

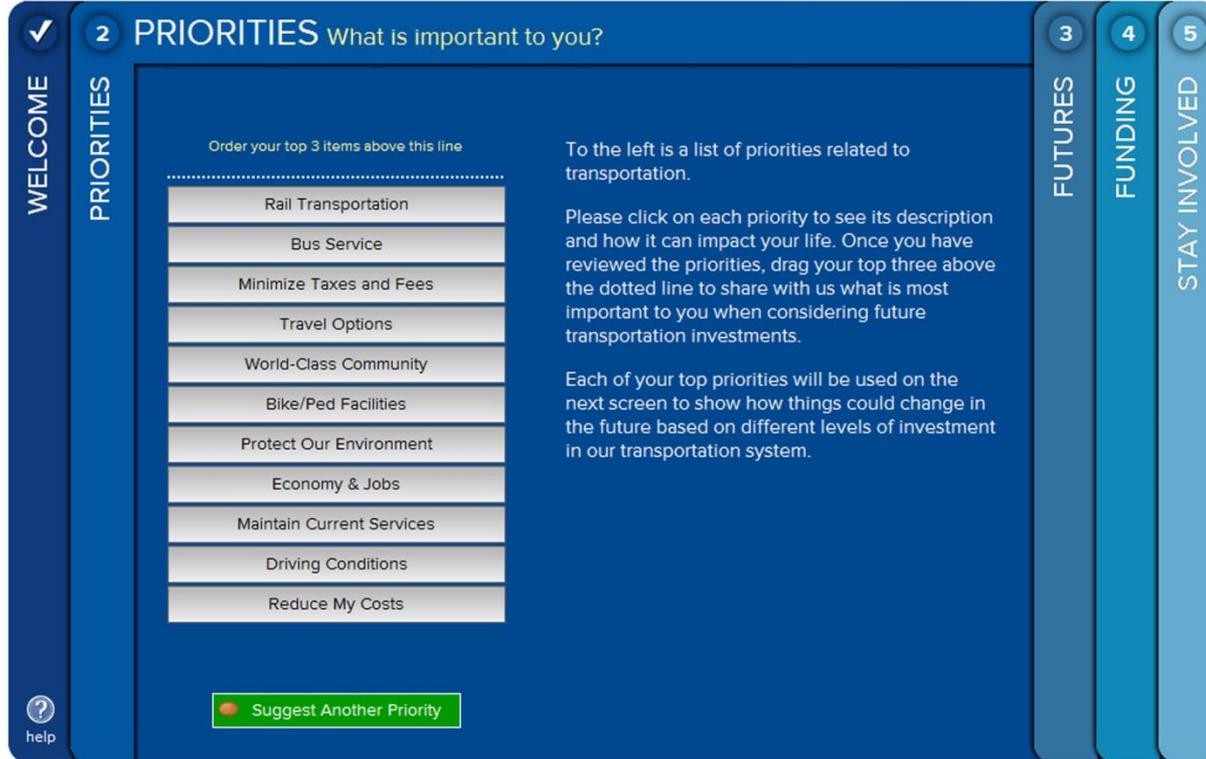
so we conducted

an **interactive survey** that asked
“What’s important to you?”

Speak Up Broward - MetroQuest

Progress: 

 Compare Yourself



The screenshot shows a survey interface with a blue theme. At the top, it says '2 PRIORITIES What is important to you?'. On the left, there is a vertical navigation bar with 'WELCOME', 'PRIORITIES', 'FUTURES', 'FUNDING', and 'STAY INVOLVED'. The 'PRIORITIES' section is active. Below the header, there is a list of transportation priorities. A dotted line is drawn above the first three items: 'Rail Transportation', 'Bus Service', and 'Minimize Taxes and Fees'. To the right of the list, there is instructional text: 'To the left is a list of priorities related to transportation. Please click on each priority to see its description and how it can impact your life. Once you have reviewed the priorities, drag your top three above the dotted line to share with us what is most important to you when considering future transportation investments. Each of your top priorities will be used on the next screen to show how things could change in the future based on different levels of investment in our transportation system.' At the bottom of the list, there is a green button that says 'Suggest Another Priority'. In the top right corner of the survey area, there is a 'Progress' bar and a 'Compare Yourself' link. In the bottom left corner, there is a 'help' link.

WELCOME

2 PRIORITIES What is important to you?

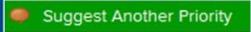
Order your top 3 items above this line

- Rail Transportation
- Bus Service
- Minimize Taxes and Fees
- Travel Options
- World-Class Community
- Bike/Ped Facilities
- Protect Our Environment
- Economy & Jobs
- Maintain Current Services
- Driving Conditions
- Reduce My Costs

To the left is a list of priorities related to transportation.

Please click on each priority to see its description and how it can impact your life. Once you have reviewed the priorities, drag your top three above the dotted line to share with us what is most important to you when considering future transportation investments.

Each of your top priorities will be used on the next screen to show how things could change in the future based on different levels of investment in our transportation system.

 Suggest Another Priority

help

FUTURES

FUNDING

STAY INVOLVED

Progress: 

 Compare Yourself

Over 3,200 visitors learned how additional funding... may be needed to achieve their transportation priorities.

Speak Up Broward - MetroQuest

Progress:  ?  Compare Yourself

5

WELCOME

2

PRIORITIES

FUTURES

FUNDING

Funding Options How would you fund your future?

You have not selected a preferred future yet. Please return to the previous screen and make a selection, then return here to build your budget.

	License Plate Fee	+?% per plate (\$ per renewal)
	Driver's License Fee	+?% per license (\$ per renewal)
	Sales Tax	+?¢ per dollar (\$ per year)
	Mileage Fee	+?¢ per mile (\$ per year)
	Gas Tax	+?¢ per gallon (\$ per year)

Explore sliders to build revenue



Anticipated Cost

Funds Available

 Comment

Finished exploring?  Next

STAY INVOLVED

help

may be needed to achieve their transportation priorities.

We continue to spread the word with...

over **4,700** followers in our
Social Media presence.



Home [A](#) [A](#) [A](#) [Equal Opportunity](#) [Acronyms](#) [Contact Us](#)

broward MPO
metropolitan planning organization

Select Language | [Toque el botón para ver la página web en español. Pídele ayuda si no ves el idioma.](#)

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Speak Up Broward [Back](#)

SPEAK UP BROWARD
Transportation Choices. ✓ Your Voice Counts.

[eTownHall Meetings](#)

[Overview](#) [Program for Empowering People](#)

[Broward's Transportation System](#) [Transportation Choices](#)

[What's in the Works](#) [How Do We Get There?](#)

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[Documents](#) [Contact Us](#)

Your Opinion Counts



It's time for the people of Broward to speak up about how we get around today – and how we want to get around tomorrow. In coordination with the Commitment 2040 Long Range Transportation Plan Update, the Broward MPO has started an important conversation with our community that will lead us to an action plan and timeline to expand our transportation choices. One of the most important things our leaders can do is to listen. Join discussion about the future of our transportation system. Speak Up Broward wants to hear from you!

THANK YOU FOR TAKING OUR SURVEY



Thank you very much for taking our survey and voicing your opinions. Your feedback will be used by the MPO to help make decisions about the future of Broward's transportation system. We will be posting some of the survey results on the website so that you can see what others thought about the same issues.

Congratulations to Susan M. from North Lauderdale, the winner of our \$200 giveaway! We thank everyone that completed our online survey and had their voices heard.

WE WANT TO HEAR FROM YOU

[Click here](#) and share your thoughts on transportation in Broward.

LET'S TALK TRANSPORTATION!
Our "Let's Talk Transportation!" eTownHall series provided the public with the opportunity to discuss transportation issues and solutions with top state and local officials.

ETOWNHALL MEETINGS

- Wednesday, September 17, 7-8pm [Watch eTownHall Meeting here](#)
- Thursday, October 2, 7-8pm [Watch eTownHall Meeting here](#)
- Thursday, October 8, 7-8pm [Watch eTownHall Meeting here](#)
- Wednesday October 15, 7-8pm [Watch eTownhall Meeting here](#)



Representative Lois Frankel and Representative Debbie Wasserman Schultz were two of the distinguished panelists during the October 8th, "Let's Talk Transportation" interactive eTownhall meeting.

[About the MPO](#) [Commitment 2040](#) [Planning](#) [Programs](#) [Documents & Publications](#) [Projects & Studies](#) [Regional Partnerships](#) [Transportation Disadvantaged](#)

[Board & Committees](#) [Investment Plan](#) [Public Involvement Long Range](#) [Transportation Improvement Program](#) [Newsletters & Presentations](#) [Community Buses](#) [Southeast Florida Transportation](#)

The Speak Up Broward website has received over **35,000** visitors wanting to learn how their opinion counts and how they can participate in our effort.



Lights!

Camera!

Transportation!

We presented four televised...

eTownHall Meetings



allowing the community to **interact** and **ask questions** about transportation to the MPO and various local leaders.

For this event we reached over **45,188** people



IT WAS A GREAT NIGHT OF TELEVISION!

An interactive forum with transportation in the spotlight.

What have we Learned?

“Speak Up Broward is for people to tell us what they want and what they’re willing to pay for. We know we can’t do everything, but we want the input so that we know what people are asking for. The role of public input in this process is essential.”

Richard Blattner, MPO Board Chairman



A core message throughout our efforts has been...

the importance of transportation to the local community and asking for opinions about Broward's current system.



Current levels of **satisfaction...**



There is a general perception that Broward's transportation system is **inadequate**.

Additional improvements are needed, and **traffic congestion will worsen** in the near future.



SPEAK UP BROWARD

Transportation Choices.  Your Voice Counts.

Current levels of **satisfaction...**



Bus services, bicycle/pedestrian facilities, and traffic signals (as a cause of roadway congestion) were among the most common areas that people complained about and felt were in **serious need of improvement.**



SPEAK UP BROWARD

Transportation Choices.  Your Voice Counts.

Current levels of **satisfaction**...



less than **half** of Broward residents and visitors reached through our engagement efforts feel **satisfied** with their **travel options** other than driving.

Another **essential question** has been...

*“What would people like to see **improved or changed** in the **future** beyond what is currently planned?”*



SPEAK UP BROWARD

Transportation Choices.  Your Voice Counts.

Most popular priorities in **general**...

Transportation improvements in the future:

Upgrading Our
Bicycle/Pedestrian
Facilities

Improving Our
Driving Conditions

Protecting Our
Environment

Enhancing Our
Existing Bus
Service

Most popular priorities **more specific...**

Transportation improvements in the future:

- Synchronizing Traffic Signals
- Regular street, road, bridge and highway maintenance
- Adding turn lanes and signal improvements
- Providing easier transit to Ft. Lauderdale/Hollywood Airport

Opinions about the **future**:



Many people expressed an **urgent** need for better east-west mobility throughout Broward County in terms of **more** roadway capacity, better transit options or connections.

Opinions about the **future**:



The most **common improvements** desired for Broward's bus system were longer or more frequent service hours, and real-time passenger information to convey schedule delays or more accurate arrival times.

Opinions about the **future**:



Improved safety was a demand heard for all aspects of Broward's transportation system, but specifically for bicycle/pedestrian conditions and rail crossings, especially if passenger rail and streetcar services are expanded in the future.

Opinions about the **future**:



Many people favor **expanding passenger rail services** in the future. Most advocates feel that this is the only form of transit that will change its negative stigma in Broward, and convince people to use an alternative form of travel.

Finally,
Speak Up Broward has
been asking about...

local funding for
transportation to
account for the current
federal shortfalls.



When given choices of investing different amounts into Broward's transportation system over the next 25 years, and shown the types of improvements/services that could be achieved with each...



Most popular choice:
The future with the
highest investment

When given choices of investing different amounts into Broward's transportation system over the next 25 years, and shown the types of improvements/services that could be achieved with each...



Least popular choice:

The future with the **Lowest investment**

Based on Broward's "status quo" plans of what will be available

When asked how any additional investments in transportation should be funded and given a choice of five potential options, the most popular selections were...

1. An Increase in the Vehicle Registration Fee
2. An Increase in the Driver's License Fee
3. An Increase in the Sales Tax
4. An Increase in the Gasoline Tax
5. A New Fee on the Number of Miles Driven

A Path Forward

Attitudes about funding...



Overall, there was general understanding of the need to identify additional local funding options

However, people want to understand what they would get before committing to paying more

There is also concern about accountability and who controls funds collected



SPEAK UP BROWARD

Transportation Choices.  Your Voice Counts.

Keeping the **dialogue** going...



as we transition
into the next phase of

Speak Up Broward

it is important to build on
the momentum created.

We must **expand** our already growing networks:



- Speakers Bureau Roster and Meeting Contacts
- Mailing List
- Social Media Presence
- Broward Partners Group

In the future **Speak Up Broward** must continue to:



- Emphasize the importance of transportation to Broward's residents, employees, and visitors
- Educate people about the shortfalls currently facing transportation funding throughout the country
- Instill a greater sense of urgency to take action and change this
- Elevate the conversation to the next level to include more business community leaders and elected officials

Next step is implementing a clear plan for the future:



Citizens will need to be well educated in the specifics of a potential transportation funding plan before they can consider whether or not to support it.

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



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Questions/Discussion

www.SpeakUpBroward.org

broward **MPO**
metropolitan planning organization

