

Broward MPO Complete Streets Public Involvement Plan

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Broward Complete Streets Public Involvement Plan

Introduction:

The Complete Streets Initiative began in 2012 when the Broward Regional Health Planning Council (BRHPC) secured a Community Transformation Grant (CTG) from the Centers for Disease Control and Prevention (CDC), locally known as Transforming Our Community's Health (TOUCH), and selected Urban Health Partnerships (UHP) to lead the effort. The seed funding led to a multi-year initiative of Complete Streets plans, policies, and projects being implemented throughout Broward County. This public involvement plan is a living document that is now being updated to reflect the goals for the final stage of implementing Phase III and also to address the needs moving into the future.

The initial task of the Complete Streets Initiative focused on the development of the Broward Complete Streets Guidelines under the guidance of the Broward Metropolitan Planning Organization's (Broward MPO) Technical Advisory Committee (TAC). This committee included representation from non-traditional transportation groups like Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY), the Department of Health, and the Broward YMCA, who made significant contributions to the development of the guidelines. The Broward MPO Board unanimously endorsed the Guidelines in July 2012. During this period, other significant efforts to educate the public on Complete Streets took place. The goal was to focus on ensuring a common understanding among key audiences, so that an informed dialogue could begin and continue as the process evolved. By November 2012, a significant movement had begun, and the Broward MPO held the first Complete Streets workshop at the Broward County Main Library in Downtown Ft. Lauderdale. More than 60 individuals attended the sessions held throughout day. The workshop focused on actions for elected officials, technical training provided by nationally renowned author of *The Design Manual for Living Streets*, Ryan Snyder and ended in a practical hands-on workshop led by Urban Health Partnership (UHP) for the community members and municipal staff.

In June 2013, the Broward MPO's TAC developed a Model Planning Framework and Model Policy for local jurisdictions to utilize when adopting Complete Streets. The public involvement efforts during this phase focused on providing partners and advocates with the tools necessary to advance the Complete Streets Initiative into full policy adoption and application. Local governments throughout Broward County have embraced the Complete Streets concept and have begun implementing design principles. Several local governments have incorporated the Guidelines into their planning, design, construction and operations practices.

Noteworthy, is the Bronze Level Bike Friendly designation received by Broward County in November 2013. To celebrate this achievement, a group of stakeholders including Broward MPO, Department of Health, TOUCH, UHP, Smart Growth Partnerships, FLIPANY, B-Cycle, Florida Department of Transportation (FDOT) and local advocates, gathered at a local park and bicycled into the County Commission Chambers to demonstrate support for a resolution that recognized Broward County as a Bike Friendly Community that aims to achieve higher standards in the future.

In January 2014, the first annual Safe Streets Summit was held. This event drew over 100 participants and maintained the Broward MPO's goal to continue to provide an opportunity to educate public officials and technical staff about Complete Streets. Attendees explored the safety, health, and economic benefits to Complete Streets. The goal of public involvement also focuses on providing the technical assistance and resources necessary for local governments to take the next steps in implementing Complete Streets. The technical assistance included developing action plans, conducting Walking Audits and assisting municipalities with drafting Complete Streets policies. Walking Audits have provided a great opportunity to gather public input. Of note, is the significant participation from our older adult stakeholders, and AARP representatives, as well as children between the ages of 12-18. Complete Streets has continued to be featured at conferences, on national webinars (Safe Routes to School National Partnership, December 2014), and in numerous articles and web-based postings.

As the Broward MPO continues to gain buy-in from public officials, technical staff and the general public, the Public Involvement Plan is being updated to establish long-term goals that continue to engage Broward County municipalities in implementing the Complete Streets concept in their respective jurisdictions. The Public Involvement Plan is being updated to establish long-term goals for continuing to engage Broward Cities and implement Complete Streets.

Project Partners:

Concurrent with the Complete Streets Initiative, several agencies and organizations are working toward complementary goals. The project's impact will depend on the Complete Streets Initiative's ability to leverage partner efforts. By coordinating with organizations, such as those listed below and others, the public will hear a unified message that reinforces healthy, sustainable planning and begin to embrace the benefits of Complete Streets.

- Broward Regional Health Planning Council
- NOVA Southeastern University
- University of Miami
- Broward Metropolitan Planning Organization and advisory boards
- The Broward MPO Board
- Technical Advisory Committee (TAC)
- Local Coordinating Board for Transportation Disadvantaged (LCB)
- Broward County Aviation Department
- Broward County's Bicycle Pedestrian Advisory Committee
- Smart Growth Partnership
- Broward League of Cities
- Florida Department of Transportation (FDOT) - District 4
- Commuter Services
- Broward County Department of Traffic Engineering
- Broward County Transit
- Broward County Planning Department (Broward NEXT)
- Broward County Port Everglades
- AARP
- Broward County Schools
- Broward County Sheriff Office
- Broward YMCA

Complete Streets Initiative Goal:

Increase safe and healthy travel options for all users in Broward County: people who walk, bicycle, drive and ride transit, including those covered under the Americans with Disabilities Act (ADA) that have accessibility needs, older adults and children, by creating a built environment that balances the needs of all modes of transportation.

Public Involvement Plan Goal:

Short-Term

Continue to increase the number of local jurisdictions that advance and implement Complete Streets by making them aware of the successes of a safe and healthier street design plan, policy, and construction.

Long-Term

Integrate Complete Streets concepts into all local, state and county departments' internal procedures and policies, including minimum engineering standards, to allow implementation of Complete Streets concepts and become a standard procedure.

Objectives:

In order to achieve the Public Involvement Plan goal and increase the amount of Complete Streets projects that are constructed in Broward County, the team will aim to:

- Continue the dialogue with key stakeholders about the benefits of Complete Streets—health, safety, planning, environmental, and economic development.
- Showcase how the County and municipalities have advanced Complete Streets through adoption of the guidelines, planning framework, city-specific action plans, policies, resolution, and walking audits and through the construction of Complete Streets projects.
- Serve as a resource for those who are interested in engaging in the Complete Streets initiative, and promote local, regional, and national educational opportunities.
- Elevate awareness about the opportunities to incorporate various modes into existing and planned streets and how those opportunities will create healthier, safer communities.
- Engage the partners so they are vested in the process and motivated by their desire to create healthy options to the car to pursue Complete Street policies and practices.

Strategies:

The success of the Complete Streets Initiative depends largely on continuing to execute a comprehensive set of strategies that will engage the public and decision makers. The strategies below represent action steps that will help accomplish both short-term and long-term deliverables.

Short-Term

1. Continue to provide education and training to key stakeholders regarding Complete Streets concepts and participate in/develop Complete Streets events.
2. Conduct a pre-construction evaluation of a Complete Streets projects and provide a method for reporting the information to the public.

Long-Term

3. Continue energizing the initiative and stakeholders through conferences, events, summits, etc.
4. Highlight Complete Streets projects throughout Broward County.
5. Ensure each municipality within Broward County has taken the initial steps of implementing Complete Streets.
6. Upgrade Broward MPO's website to better link and compile information on Broward County Complete Streets efforts.
7. Determine strategies to leverage existing events and movements to maximize the Complete Streets initiative's impact.
8. Conduct post construction evaluation of Complete Streets projects and provide a method for reporting the information to the public utilizing Complete Streets performance measures.

Key Messages:

- The Complete Streets initiative provides an ideal opportunity to increase the accessibility to our transportation system—for all users.
- Complete Streets makes streets safe and healthier for all users.
- Broward County has several examples of Complete Streets, such as: Hollywood Boulevard, Las Olas, Hillsboro Boulevard, Wilton Drive, and A1A from Oakland Park to Flamingo Avenue.
- It is proven that investing in infrastructure and Smart Growth policies that supports walking and biking reduces long-term health related costs related to fighting diseases such as obesity and diabetes.
- There is a multitude of health, environmental, planning and economic development benefits associated with the implementation of Complete Streets and Smart Growth policies.
- Expanding the availability of, safety for, and access to a variety of transportation options and integrating health-enhancing choices into transportation policy can save lives.
- Implementing Complete Streets does not have to be difficult—improvements can be made incrementally or all at once.
- Flexibility is key in adopting Complete Streets policies.

Target Audiences:

- Project partners
- Key organizations and trade associations
- Elected officials of Broward County
- Planners and engineers who practice in the municipalities of Broward County
- Residents of all ages, races and abilities in Broward County – ideally with a cross sampling from the county’s 31 municipalities
- Natural advocates— cyclists, pedestrians, and disabled groups
- Likely advocates—sustainability professionals, planners, architects, schools, fitness and health professionals, realtors and contractors.

Additional Resources:

In addition to its partners, the team will continue to rely on relevant organizations and agencies. Broward County has many built-in resources that are available:

- Municipal email list serves
- Libraries
- YMCA Pioneering Healthy Communities
- AARP
- National Association for the Advancement of Colored People (NAACP)
- Urban League
- Urban Land Institute (ULI)
- South Florida Regional Planning Council (SFRPC) staff, partners and members
- U.S. Department of Housing and Urban Development (HUD) Sustainable Communities Grant recipients
- South Florida Regional Transportation Authority (SFRTA) staff, board members and riders
- Broward School District
- Broward Sheriff’s Office (BSO)
- Coordinating Council of Broward committee members and list serves
- Green Broward and other environmental organizations
- Advocates (from the biking, walking, disabled, elderly and environmental communities)

Measurement:

To evaluate the effectiveness of this program, the Complete Streets team will establish both short-and long-term indicators of program impact. For the public involvement plan, the most reliable metric will be various forms of public feedback. Some of the tools and criteria that will be used include:

1. Surveys:

Survey elements that will be reported to the constituencies are response rates, representation/diversity of responders, and a summary of public feedback on Complete Streets and Smart Growth needs, policies and impact including:

- Transportation safety
- Type of transportation used (car, transit, walk, bike)
- Opportunities for improvement
- Number of survey responses received and the diversity of populations represented

2. Public Workshops:

Attendance and level of participation at the public workshops will be a measurement of the ability to reach various populations and engage them in a thoughtful dialogue about changing Broward County's built environment.

3. Political support:

The Broward MPO will track number of Complete Streets resolutions, policies, and other actions that have been implemented by the Board of Commissioners from cities within Broward County.

4. Media Coverage:

The Broward MPO will track the number of mentions in traditional, electronic and social media. The team can report on the number of page visits to the Broward MPO Website

Public Involvement Plan Action Steps - April 2015

Activity	Audience	Method/Medium	In Complete Streets Events												Lead	Status				
			Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec						
Continue to educate key stakeholders of Complete Streets concepts and participate in Complete Streets Events	Broward County City Staff	Training															12/10/13	BMPD/UHP	Complete	
Fort Lauderdale Complete Streets Training	Broward County Staff	Event	1/31/14															BMPD/UHP	Complete	
Safe Streets Summit 2014	Broward County Miramar Board of Commissioners	Presentation		2/18/14														BMPD/UHP	Complete	
Introduction to Complete Streets	Lauderdale Lakes Staff	Presentation			3/13/14													BMPD/UHP	Complete	
Complete Streets Technical Assistance to State Road 7	Broward County	Event			3/29/14													BMPD/UHP	Complete	
March Bike Month	Broward County	Presentation			4/1/14													BMPD/UHP	Complete	
Road Rage	Parkland Board of Commissioners	Presentation																BMPD/UHP	Complete	
Introduction to Complete Streets	TCC and CIR	Presentation			5/21/14													BMPD/UHP	Complete	
Update on Complete Streets Initiative	Fort Lauderdale Foundation	Event			5/28/14													BMPD/UHP	Complete	
Walking Audit	Winter Park Health	Presentation																BMPD/UHP	Complete	
Complete Streets: Inception to Implementation	North Lauderdale Board of Commissioners	Presentation																BMPD/UHP	Complete	
Introduction to Complete Streets and Concept of Walking Audit	Local Coordinating Board	Presentation																BMPD/UHP	Complete	
Complete Streets Introduction	Lauderhill Board of Commissioners	Presentation																BMPD/UHP	Complete	
Introduction to Complete Streets and Concept of Walking Audit	Coconut Creek	Event																BMPD/UHP	Complete	
Walking Audit	Lauderdale Lakes Board of Commissioners	Presentation																BMPD/UHP	Complete	
Introduction to Complete Streets	North Lauderdale	Event			1/13/15													BMPD/UHP	Complete	
Walking Audit	Lauderhill	Event			1/22/15													BMPD/UHP	Complete	
Safe Streets Summit 2015	Broward County	Event			2/19/15													BMPD/UHP	Complete	
Mobility Program Groundbreaking	Broward County Elected Officials	Event			2/22/15													BMPD/UHP	Complete	
March Bike Month	Broward County	Electronic																BMPD/UHP	On-going	
Continue to update Broward MPO's website with Complete Streets information	Broward County	Electronic																BMPD/UHP	On-going	
Monthly TAC Meetings	TAC members and staff	Meeting		2/10/14 and 2/19/15	3/5/14	4/14/14 and 4/13/15	5/12/14	6/8/15	7/14/14								11/13/13 and 12/15/14	BMPD/UHP	In-Progress	
Conduct a pre-construction evaluation of a Complete Streets project and provide a method for reporting the information to the public																				
Finalize Evaluation Toolkit	All	Report				●													BMPD/UHP	In-Progress
Conduct baseline data collection and documents lessons learned	BMPD and TAC	Report				●													BMPD/UHP	
Present Toolkit and Results of Baseline Data	TAC	Presentation						●											BMPD/UHP	

Public Involvement Plan Action Steps - April 2015

Activity	Audience	Method/Medium	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Lead	Status
Strategy #3																
Continue energizing the initiative and stakeholders through conferences, events, summits, etc.																
Safe Streets Summit 2016		Event														
March Bike Month		Event														
Determine the function of the TAC and the role of members																
Strategy #4																
Highlight Complete Streets Projects throughout Broward County																
Coordinate groundbreaking and ribbon cutting events	Broward County Elected Officials	Event														
Report construction progress and completion	Broward County	Website														
Report baseline and evaluation data	Broward County and TAC	Website and Presentations														
Strategy #5																
Make sure each City within Broward County has taken the initial steps of implementing Complete Streets																
Reach out to individual City's to find out their needs																
Strategy #6																
Upgrade Broward MPO's website to better link and compile information on Broward County Complete Streets efforts																
Make website more interactive																
Include information on evaluation data of Complete Streets projects																
Help cities create individual Complete Streets websites that collect and report valuable information about the City's efforts to implement Complete Streets and construct projects																
Strategy #7																
Determine strategies to leverage existing events and movements to maximize the Complete Streets Initiative's impact																
FDOT Complete Streets Initiative	FDOT	TBD														
Smart Growth Initiative	Smart Growth	TBD														
Back to School Event for Public Officials	TBD	TBD														
Partner with key health organizations and universities	TBD	TBD														