

# Transportation Outreach Planner



Credits:

Broward MPO (Funding Partner)  
Florida International University GIS Center  
Civica Consulting, Inc. , and Rosa Davis

<http://mpotransportationoutreachplanner.org/>

# Interactive Mapping Tool



Presenter: Jennifer Fu

<http://mpotransportationoutreachplanner.org/>

# Transportation Outreach Planner

- Home
- Customized Demographic Reports
- Community Background Reports
- Public Outreach Strategies
- Metadata
- Help
- Login

## Project Information

As a result of the 2000 U.S. census, the Miami Urbanized Area encompasses parts of the Miami-Dade, Broward and Palm Beach Counties. The Metropolitan Planning Organization (MPO) for each respective County responded to the potential of consolidating into a single 'regional' MPO by committing to develop and implement a coordinated planning effort resulting in, but not limited to:

- Regional long range transportation plan covering the tri-county region;
- Regional project prioritization and selection process;
- Regional public involvement process;
- Performance measures to assess the effectiveness of regional coordination.



1 2 3



## 2010 Census Demographic Reporting Tool

Introducing a New, Interactive Mapping and Reporting Tool.

Now you can locate 2010 census data and 2009 American Community Survey (ACS) data by census block groups, census places, and neighborhoods for Broward, Miami Dade, and Palm Beach counties. Interactive graphs illustrating changes from 1990, 2000, and 2010 are just the tip of the iceberg. [Explore it now!](#)

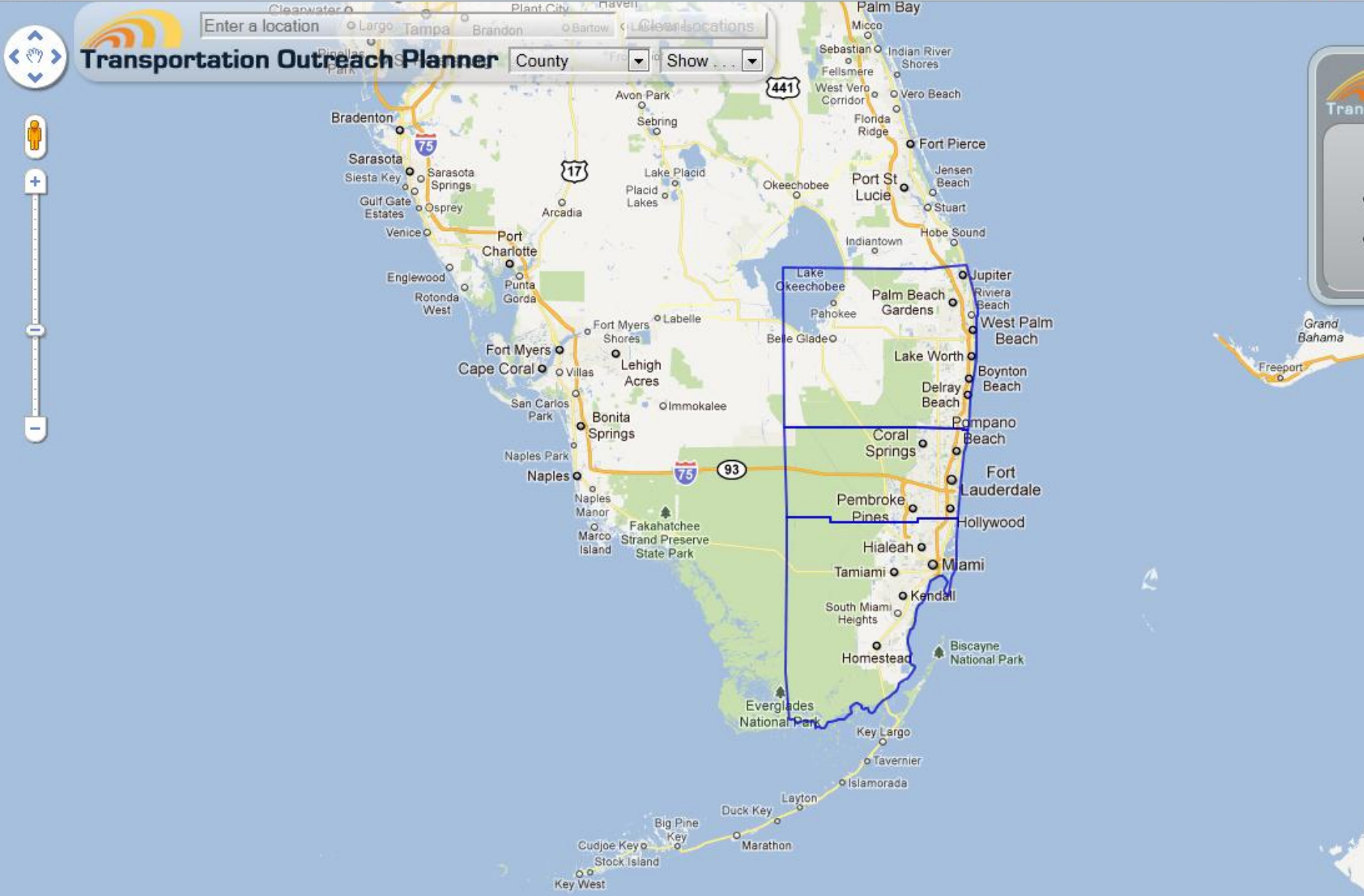


 [Customized Demographic Reports](#)

 [Community Background Reports](#)

 [Public Outreach Strategies](#)





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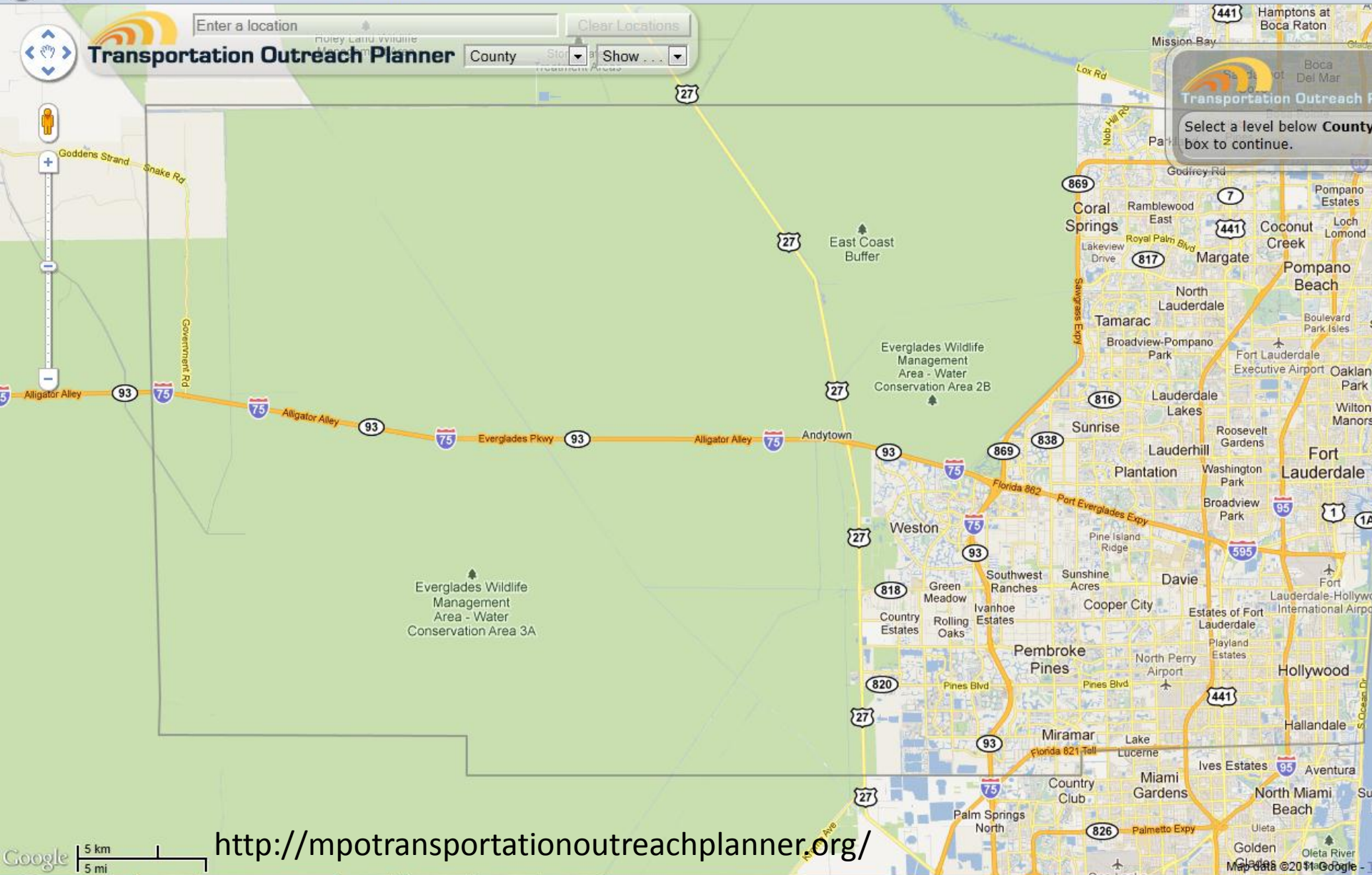


Enter a location

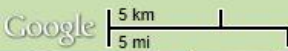
County  State



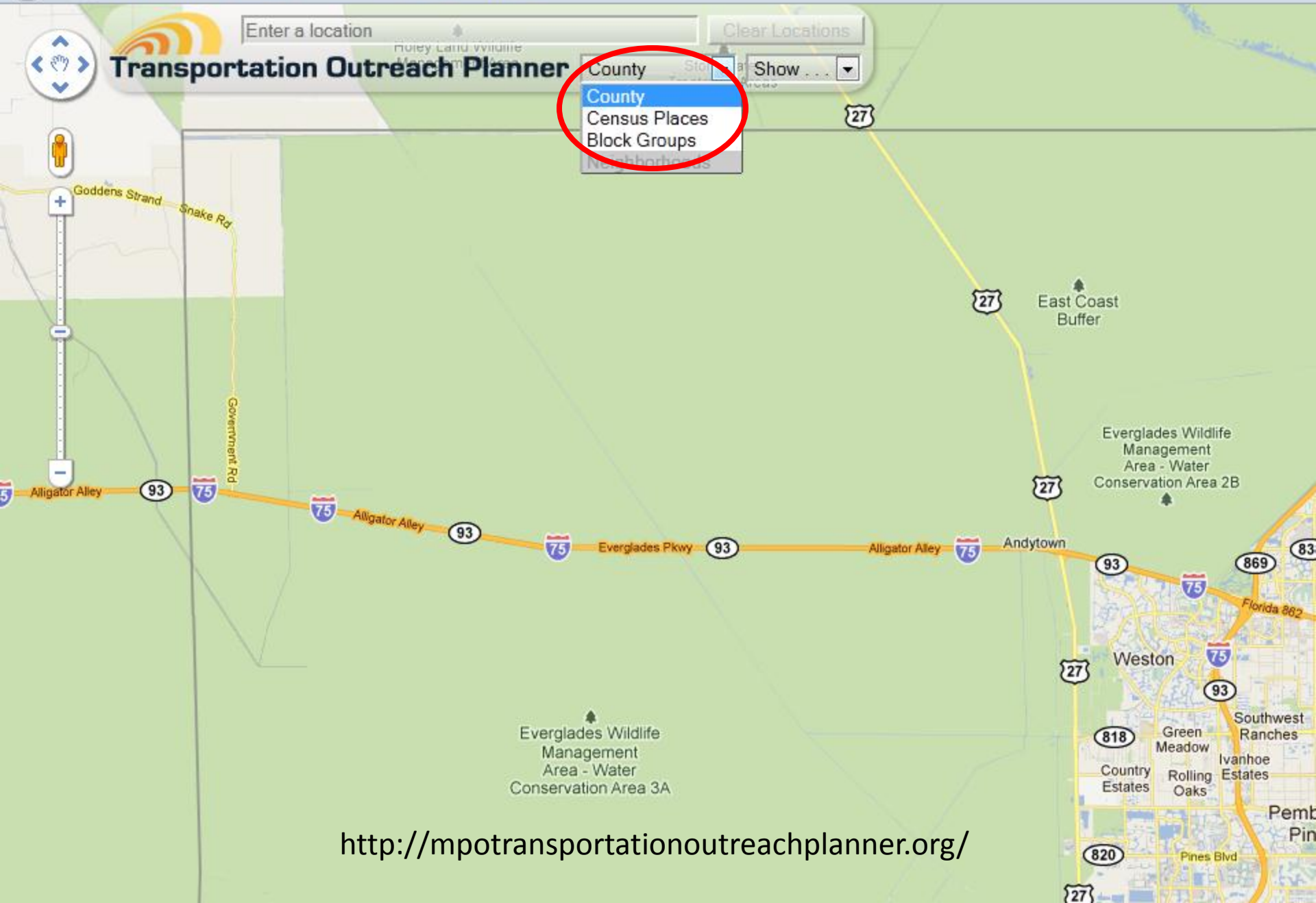
Select a level below **County** box to continue.



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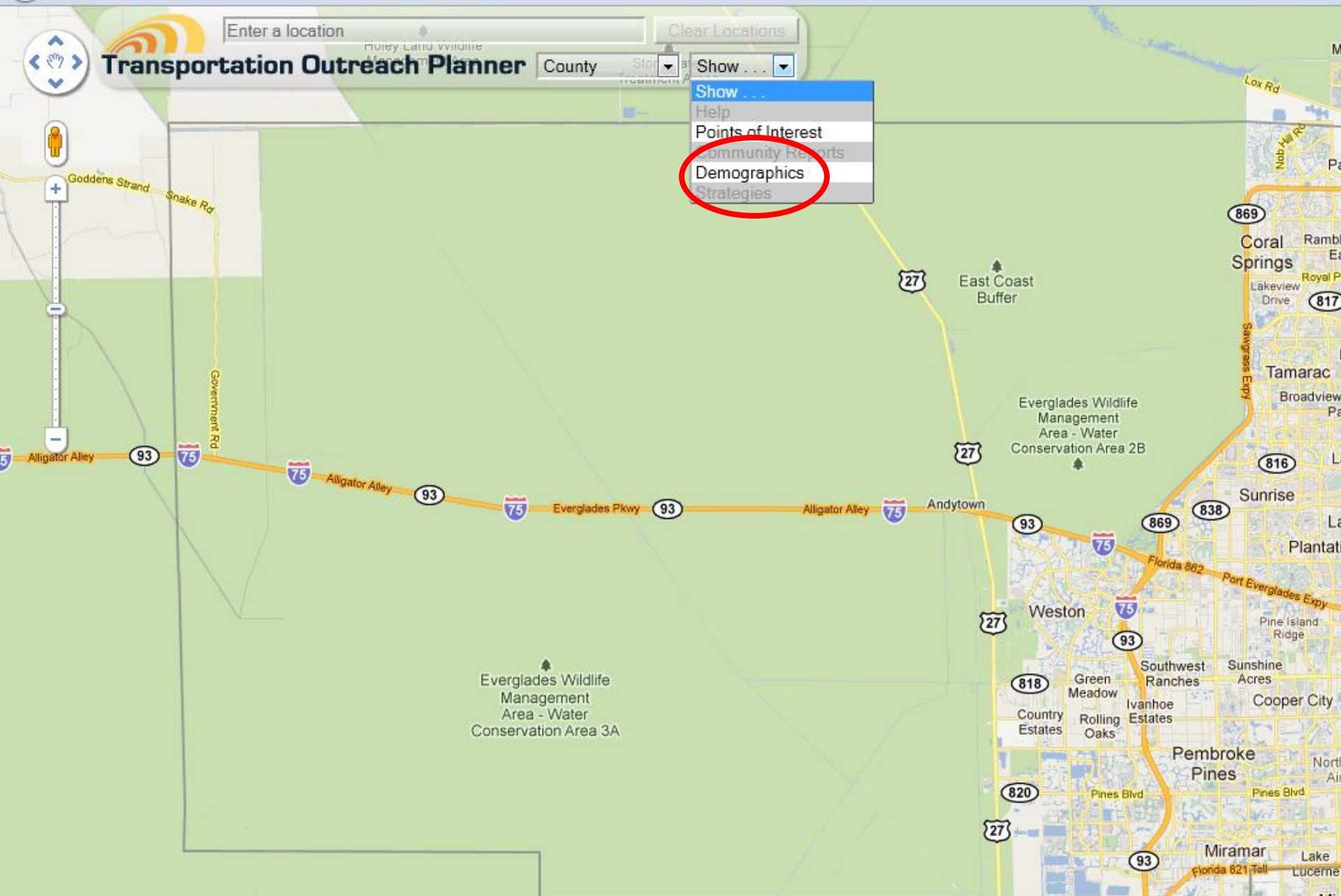
<http://mpotransportationoutreachplanner.org/>



Enter a location  
**Transportation Outreach Planner**

County:  Show ...

- Show ...
- Help
- Points of Interest
- Community Reports
- Demographics**
- Strategies





# Demographics

Florida Counties

## Demogra

The table can be sorted on a that column's Button in the h

Race																			Ethnicity		
White		Black		Native		Asian		Pacific		Other		More Races		Hispanic		Not Hispanic		Other			
Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.			
102231	63.05	467519	26.74	5065	0.29	56795	3.25	911	0.05	64694	3.7	50851	2.91	438247	25.07	1309819	74.93	103256			
341887	73.78	472976	18.95	5000	0.2	37669	1.51	675	0.03	79351	3.18	58877	2.36	1623859	65.05	872576	34.95	149937			
70121	73.49	228690	17.32	6043	0.46	31100	2.36	770	0.06	53138	4.03	30272	2.29	250823	19	1069311	81	70852			
<b>4109162</b>	<b>75.04</b>	<b>2999862</b>	<b>15.96</b>	<b>71458</b>	<b>0.38</b>	<b>454821</b>	<b>2.42</b>	<b>12286</b>	<b>0.07</b>	<b>681144</b>	<b>3.62</b>	<b>472577</b>	<b>2.51</b>	<b>4223806</b>	<b>22.47</b>	<b>14577504</b>	<b>77.53</b>	<b>107356</b>			

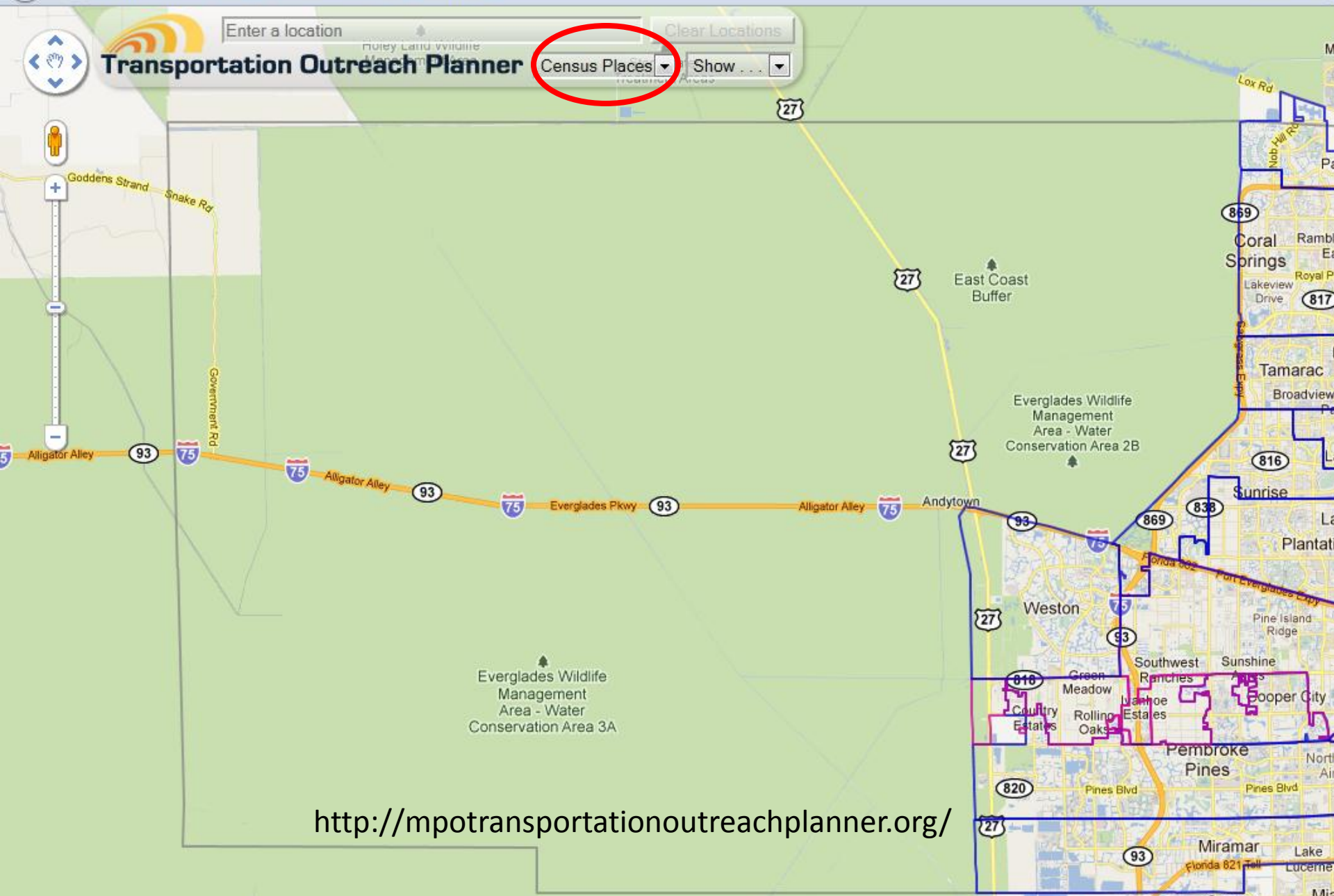
<http://mpotransportationoutreachplanner.org/>







Enter a location   **Transportation Outreach Planner** **Census Places** Show ...

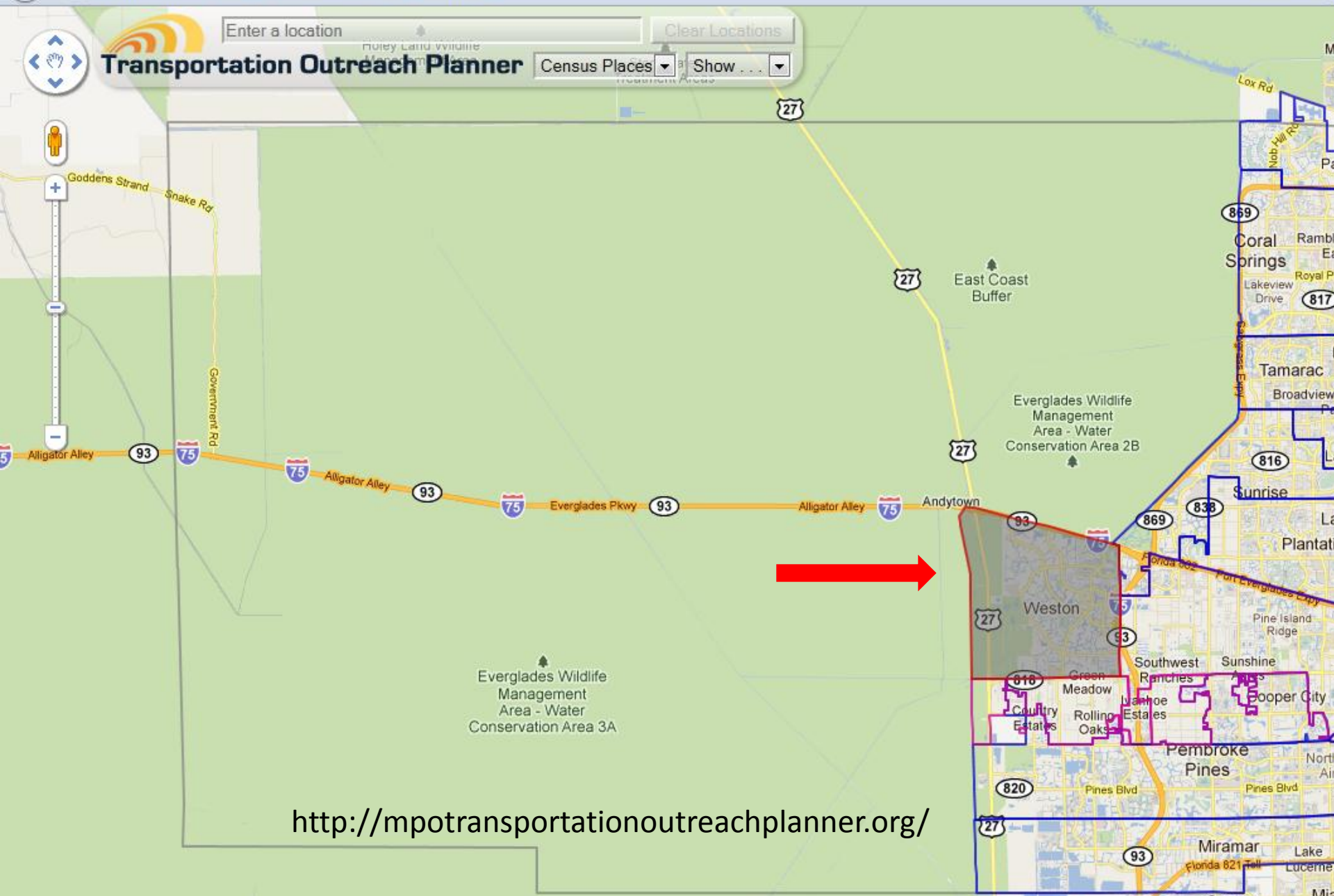


<http://mpotransportationoutreachplanner.org/>



Enter a location  Clear Locations

Transportation Outreach Planner Census Places Show ...



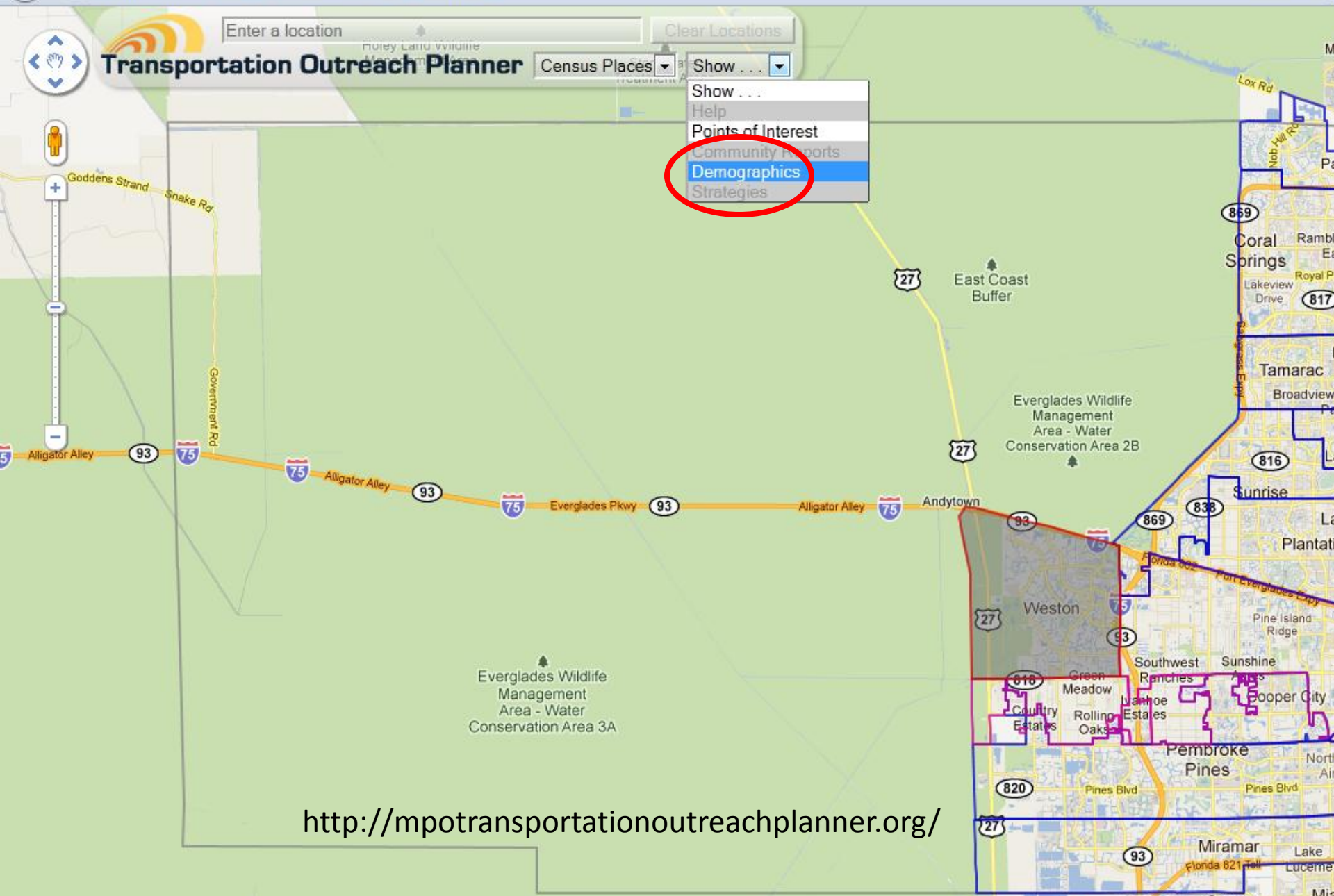
<http://mpotransportationoutreachplanner.org/>





Enter a location

- Show ...
- Show ...
- Help
- Points of Interest
- Community Reports
- Demographics**
- Strategies



<http://mpotransportationoutreachplanner.org/>

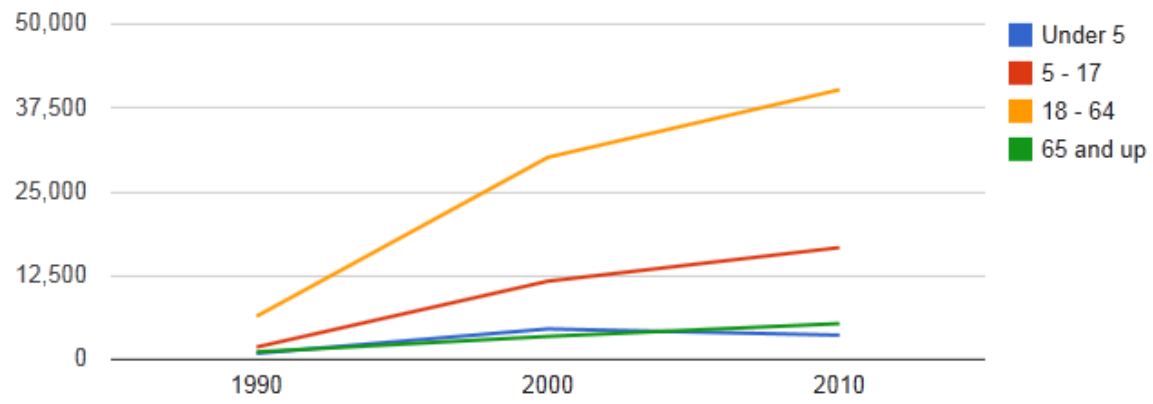


http://mpotransportationoutreachplanner.org/

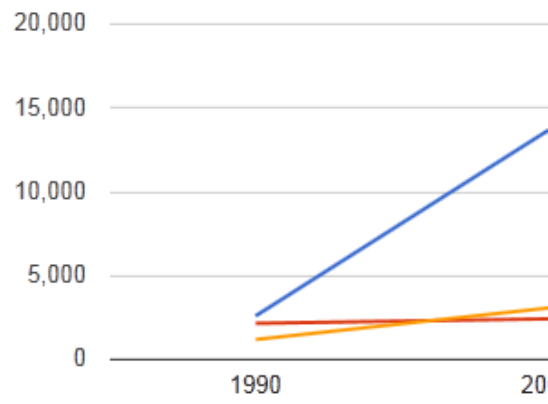
# Demographics

Broward County Places: **Weston (city)**

Population by Age



Housing Units



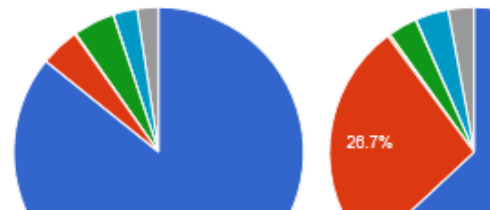
Age  Race  Ethnicity  Education  Tenure  Income

Housing Units  Households

Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

Statistic	Weston	Broward County	Florida	Weston	Broward County
<b>Total Population</b>	65333	1748066	18801310	3.74% of County	9.3% of Florida
Land Area (sq. mi.)	25.16	1209.79	53624.76	2.08% of County	2.26% of Florida
Water Area (sq. mi.)	1.18	113.08	12132.94	1.04% of County	0.93% of Florida
Population per Square Mile	2480.02	1321.43	285.92		

Race	Weston	Broward County	Florida
White	56044 (85.78%)	1102231 (63.05%)	14109162 (75.04%)
Black	2860 (4.38%)	467519 (26.74%)	2999862 (15.96%)
Native	87 (0.13%)	5065 (0.29%)	71458 (0.38%)
Asian	3000 (4.59%)	56795 (3.25%)	454821 (2.42%)
Pacific	...	...	...

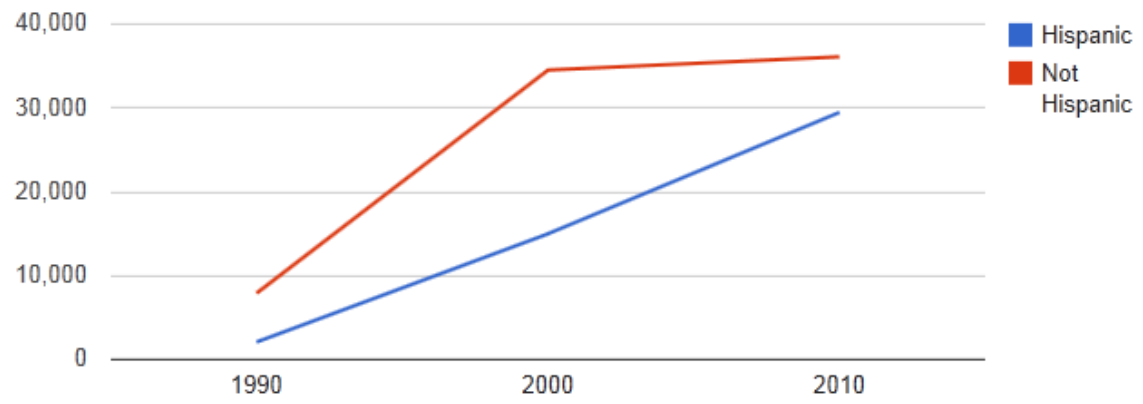


http://mpotransportationoutreachplanner.org/

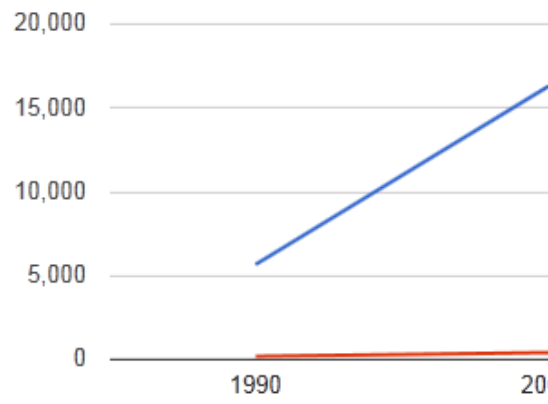
# Demographics

## Broward County Places: Weston (city)

Population by Ethnicity



Housing Units by Vehicle Availability



- Age
- Race
- Ethnicity
- Education
- Tenure
- Income

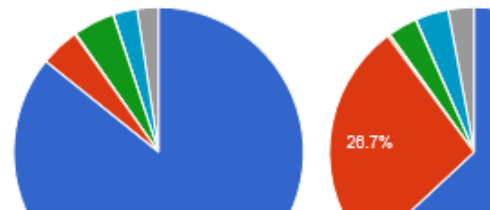
- Housing Units
- Households

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[Race and Ethnicity in the 2010 Census](#)

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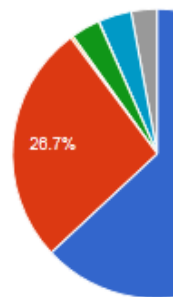
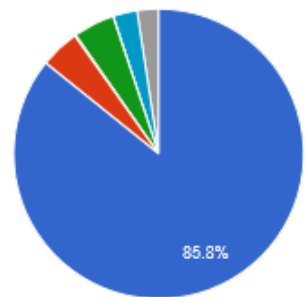
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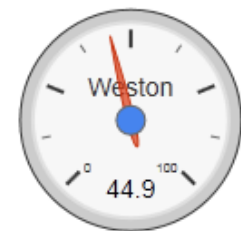
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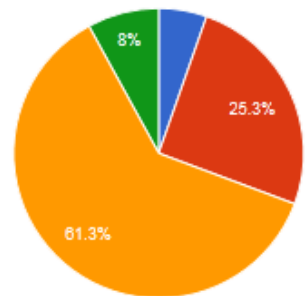
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Asian	3000 (4.59%)	56795 (3.25%)	454821 (2.42%)
Pacific	24 (0.04%)	911 (0.05%)	12286 (0.07%)
Other	1752 (2.68%)	64694 (3.7%)	681144 (3.62%)
Multiple Races	1566 (2.4%)	50851 (2.91%)	472577 (2.51%)



Ethnicity	Weston	Broward County	Florida
Not Hispanic	35980 (55.07%)	1309819 (74.93%)	14577504 (77.53%)
Hispanic	29353 (44.93%)	438247 (25.07%)	4223806 (22.47%)



Age	Weston	Broward County	Florida
Age 0 to 4	3501 (5.36%)	103256 (5.91%)	1073506 (5.71%)
Age 5 to 17	16544 (25.32%)	288093 (16.48%)	2928585 (15.58%)
Age 18 to 64	40069 (61.33%)	1107293 (63.34%)	11539617 (61.38%)
Age 65 and Over	5219 (7.99%)	249424 (14.27%)	3259602 (17.34%)



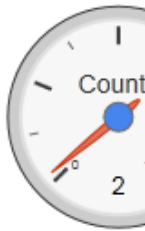
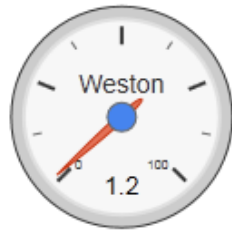


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## Language 2009 ACS

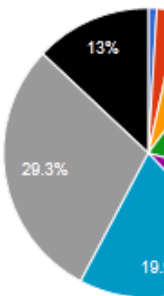
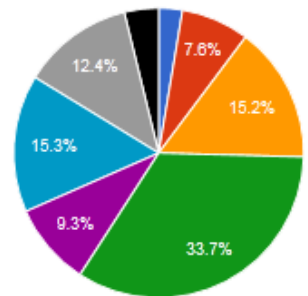
Non English speaking over 5 years old	698 (1.19%)	33519 (2.04%)	399073 (2.34%)
N.E. Spanish speaking	640 (1.09%)	23880 (1.45%)	361369 (2.12%)
N.E. Other Indo-European	37 (0.06%)	8246 (0.5%)	28522 (0.17%)

### Non English spe



## Education 2009 ACS

Doctorate	1001 (2.63%)	11336 (0.94%)	119109 (0.95%)
Professional	2892 (7.61%)	30828 (2.56%)	255461 (2.04%)
Master	5776 (15.19%)	79537 (6.6%)	749263 (5.98%)
Bachelor	12816 (33.71%)	231392 (19.21%)	2082349 (16.62%)
Associates	3524 (9.27%)	103036 (8.55%)	1058919 (8.45%)
Some College	5830 (15.33%)	239286 (19.86%)	2551102 (20.36%)
High School	4730 (12.44%)	352569 (29.27%)	3820275 (30.48%)
Below High School	1454 (3.82%)	156604 (13%)	1895802 (15.13%)



## Income 2009 ACS

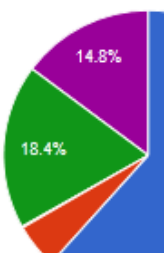
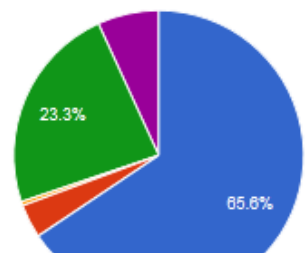
Average Per Capita Income	\$ 39592	\$ 28465	\$ 26503
Poverty (Population earning less than \$21286 or less than 1.25 times poverty threshold)	3208	279804	3190083
Poverty Percent (of total population)	5.02%	16.08%	17.91%



### Poverty P

## Employment 2009 ACS

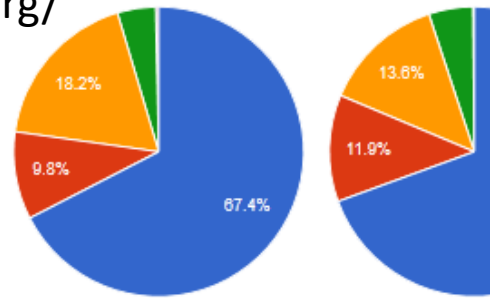
Civilian Employed	29760 (65.6%)	859222 (61.68%)	8224422 (56.17%)
Unemployed	1704 (3.76%)	69709 (5%)	668985 (4.57%)
Armed Forces	207 (0.46%)	1851 (0.13%)	61328 (0.42%)
Not in Labor Force 16 - 64	10592 (23.35%)	255826 (18.36%)	3018925 (20.62%)



# http://mpotransportationoutreachplanner.org/

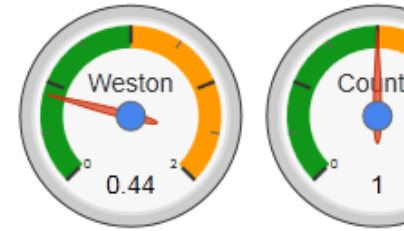
## Employed By 2009 ACS

For Profit Company	20065 (67.42%)	596592 (69.43%)	5645032 (68.64%)
Government Agency	2912 (9.78%)	102261 (11.9%)	1071688 (13.03%)
Self Employed	5413 (18.19%)	116696 (13.58%)	1017759 (12.37%)
Non Profit	1266 (4.25%)	42196 (4.91%)	474683 (5.77%)
Unpaid Family Worker	104 (0.35%)	1477 (0.17%)	15260 (0.19%)



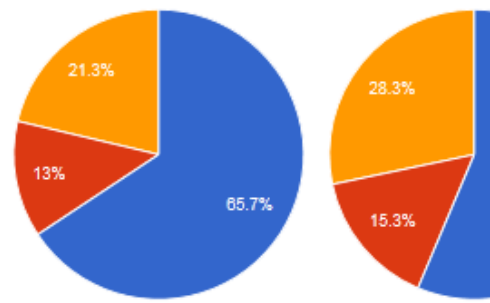
## Disabilities 2000 Census

Total disabilities tallied for the civilian noninstitutionalized population 5 years & older	6931 <small>(expected 15802)</small>	536464	5782407 <small>(expected 5306502)</small>
Sensory	553	52450	602287
Physical	1378	122388	1415787
Other	5000	361626	3764333



## Housing

Total Housing Units	24394	810388	8989580
Occupied Housing Units	21220 (86.99%)	686047 (84.66%)	7420802 (82.55%)
Vacant Housing Units	3174 (13.01%)	124341 (15.34%)	1568778 (17.45%)
Owner Occupied Housing Units	16024	456732	4998979
Renter Occupied Housing Units	5196	229315	2421823
Persons per House-Hold Mean	3.08	2.55	2.53
Persons living in Owned Homes	49506	1161678	12351838
Persons living in Rented Homes	15827	569496	6027763

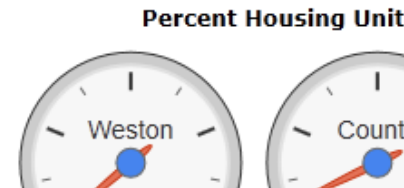


## Transportation

Mean Miles Personally Driven per Household	<small>SimplyMap 2010</small>	17848	21298	0
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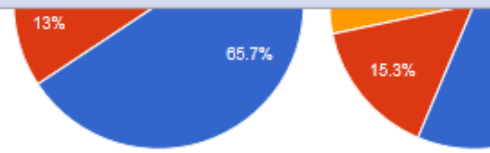
## Vehicles 2009 ACS

Housing Units, Vehicle(s) Available	19730 (98.31%)	621891 (92.75%)	6619900 (93.55%)
Housing Units, No Vehicle Available	339 (1.69%)	48581 (7.25%)	456639 (6.45%)
Mean Vehicles Per House-Hold	1.88	1.59	1.59



## Percent Housing Unit

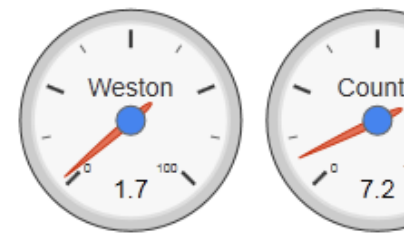
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**Transportation**

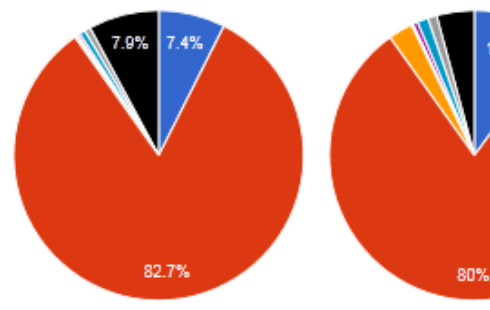
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Housing Units, No Vehicle Available		339 (1.69%)	48581 (7.25%)	456639 (6.45%)
Mean Vehicles Per House-Hold		1.88	1.59	1.59
Total vehicles in Owned Homes		32824	826186	8963960
Total vehicles in Rented Homes		7122	263751	2804006

**Percent Housing Unit**

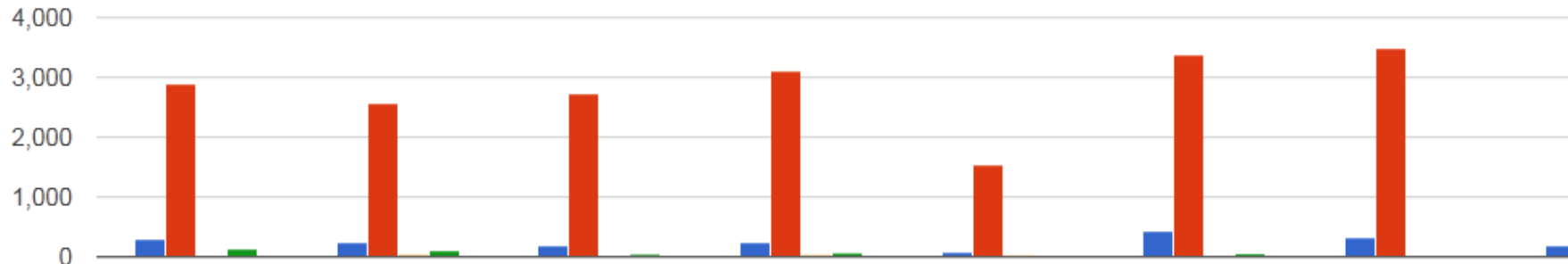


**Means of Transportation to Work** 2009 ACS

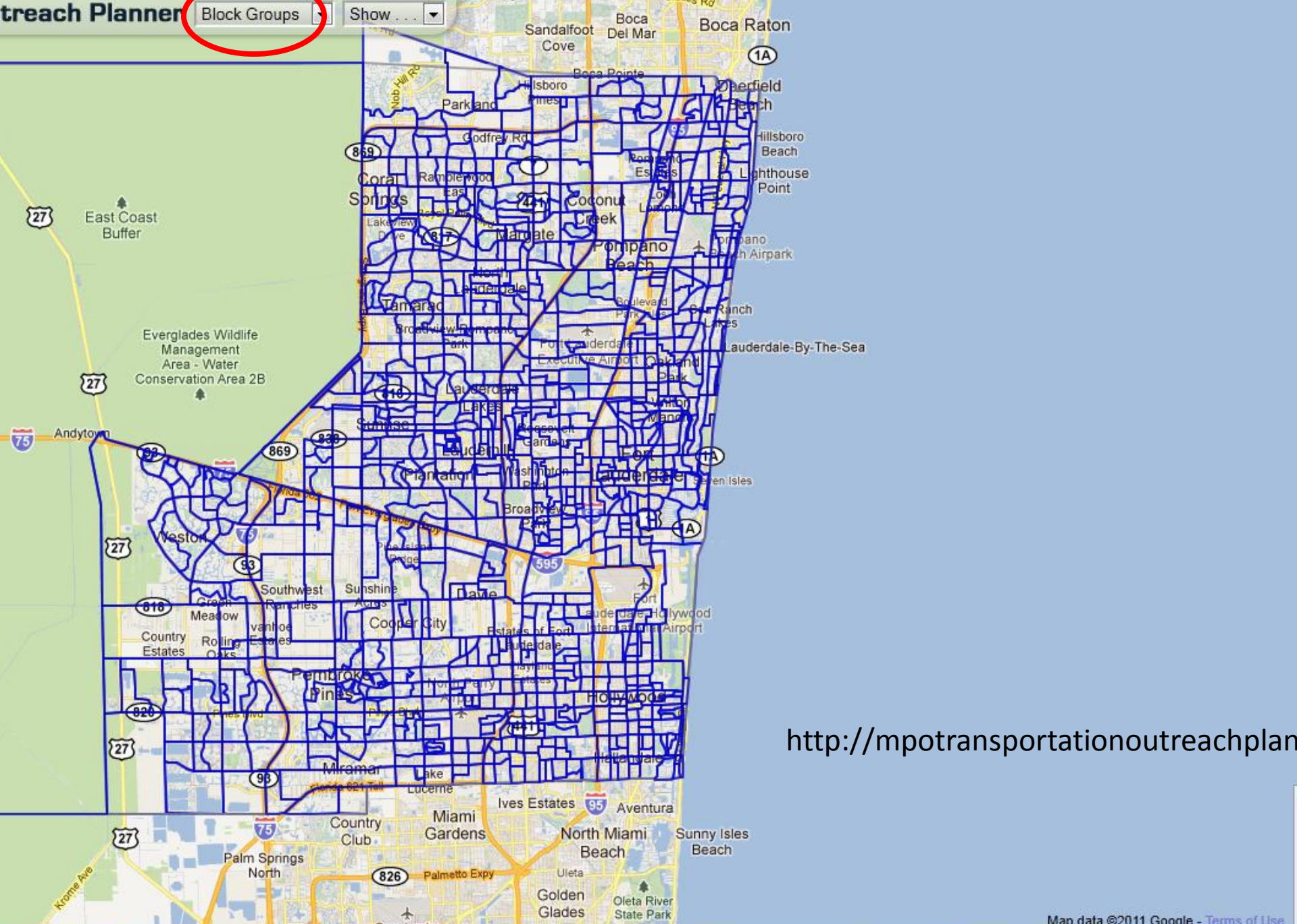
Carpool	2168 (7.44%)	84717 (10.12%)	858894 (10.65%)
Drive Alone	24114 (82.74%)	669468 (80%)	6400192 (79.38%)
Public Transport	67 (0.23%)	22789 (2.72%)	157035 (1.95%)
Motorcycle	43 (0.15%)	1788 (0.21%)	24170 (0.3%)
Bicycle	79 (0.27%)	4299 (0.51%)	44885 (1.63%)
Walk	188 (0.65%)	10288 (1.23%)	131024 (1.63%)
Other	192 (0.66%)	8445 (1.01%)	105768 (1.31%)
Work at Home	2292 (7.86%)	35082 (4.19%)	340407 (4.22%)



**Travel Time to Work by Means of Transportation**





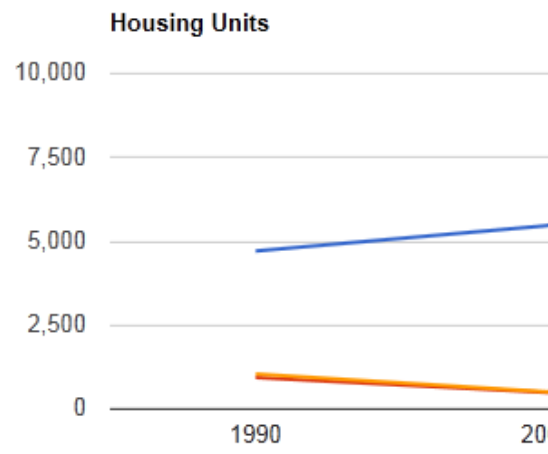
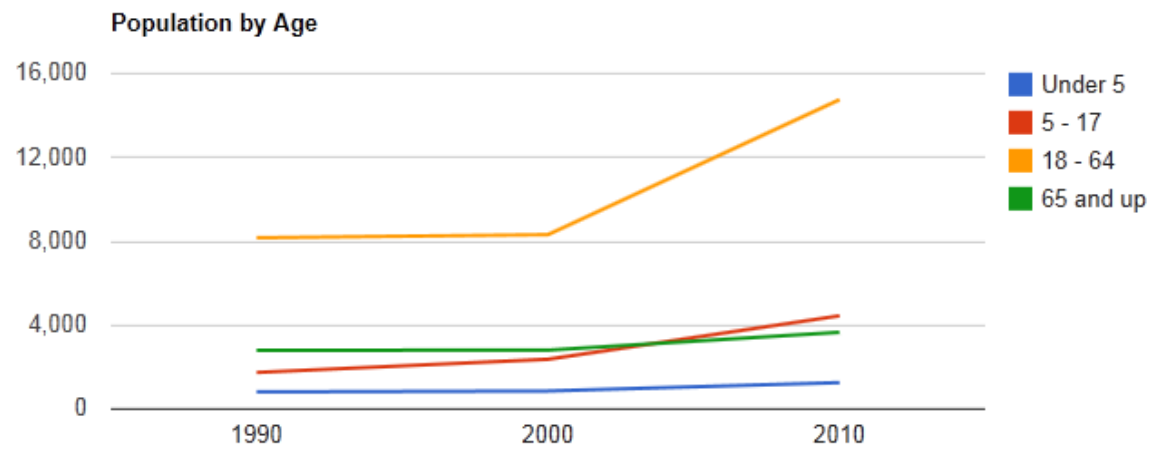


<http://mpotransportationoutreachplan>



## Demographics

**Broward County Block Groups** 120110702051, 120110702071, 120110702072, 120110702081, 120110702082, 120110702052, 120110702053



Age
  Race
  Ethnicity
  Education
  Tenure
  Income
  Housing Units
  Households

Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

Statistic	Area of Interest	Broward County	Florida	Area of Interest	Broward
<b>Total Population</b>	23938	1748066	18801310	1.37% of County	9.3% of Florid
Land Area (sq. mi.)	9.32	1209.79	53624.76	0.77% of County	2.26% of Flori
Water Area (sq. mi.)	0.15	113.08	12132.94	0.13% of County	0.93% of Flori
Population per Square Mile	2527.89	1321.43	285.92		

**Race**

White	20613 (86.11%)	1102231 (63.05%)	14109162 (75.04%)
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Enter a location

Clear Locations

# Transportation Outreach Planner

Block Groups | Show ...



Display **Points of Interest**

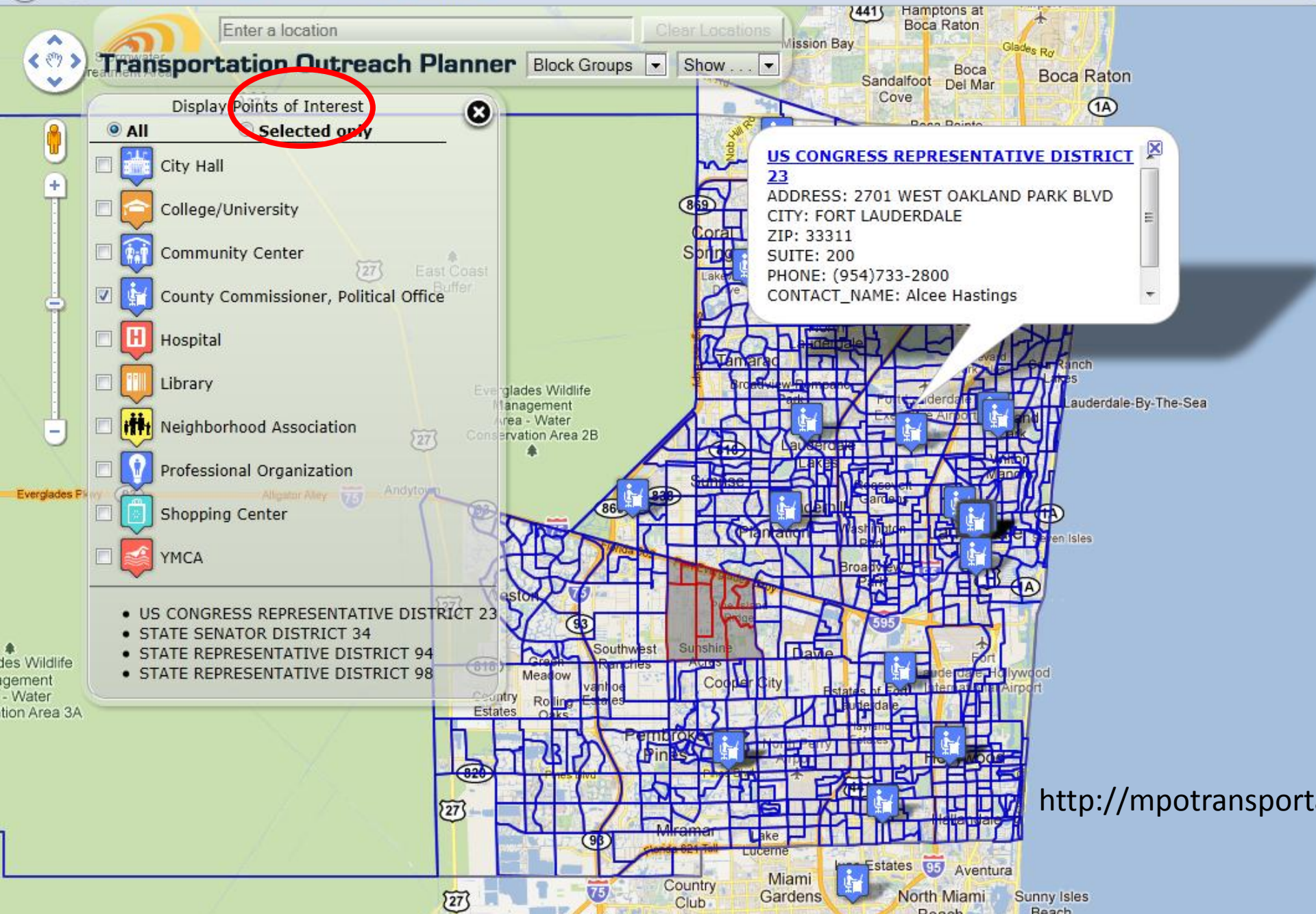
**Selected only**

- All**
- City Hall
- College/University
- Community Center
- County Commissioner, Political Office
- Hospital
- Library
- Neighborhood Association
- Professional Organization
- Shopping Center
- YMCA

- US CONGRESS REPRESENTATIVE DISTRICT 23
- STATE SENATOR DISTRICT 34
- STATE REPRESENTATIVE DISTRICT 94
- STATE REPRESENTATIVE DISTRICT 98

**US CONGRESS REPRESENTATIVE DISTRICT 23**

ADDRESS: 2701 WEST OAKLAND PARK BLVD  
CITY: FORT LAUDERDALE  
ZIP: 33311  
SUITE: 200  
PHONE: (954)733-2800  
CONTACT\_NAME: Alcee Hastings





http://mpotransportationoutreachplanner.org/topmap/

Enter a location

Clear Locations

# Transportation Outreach Planner

Census Places

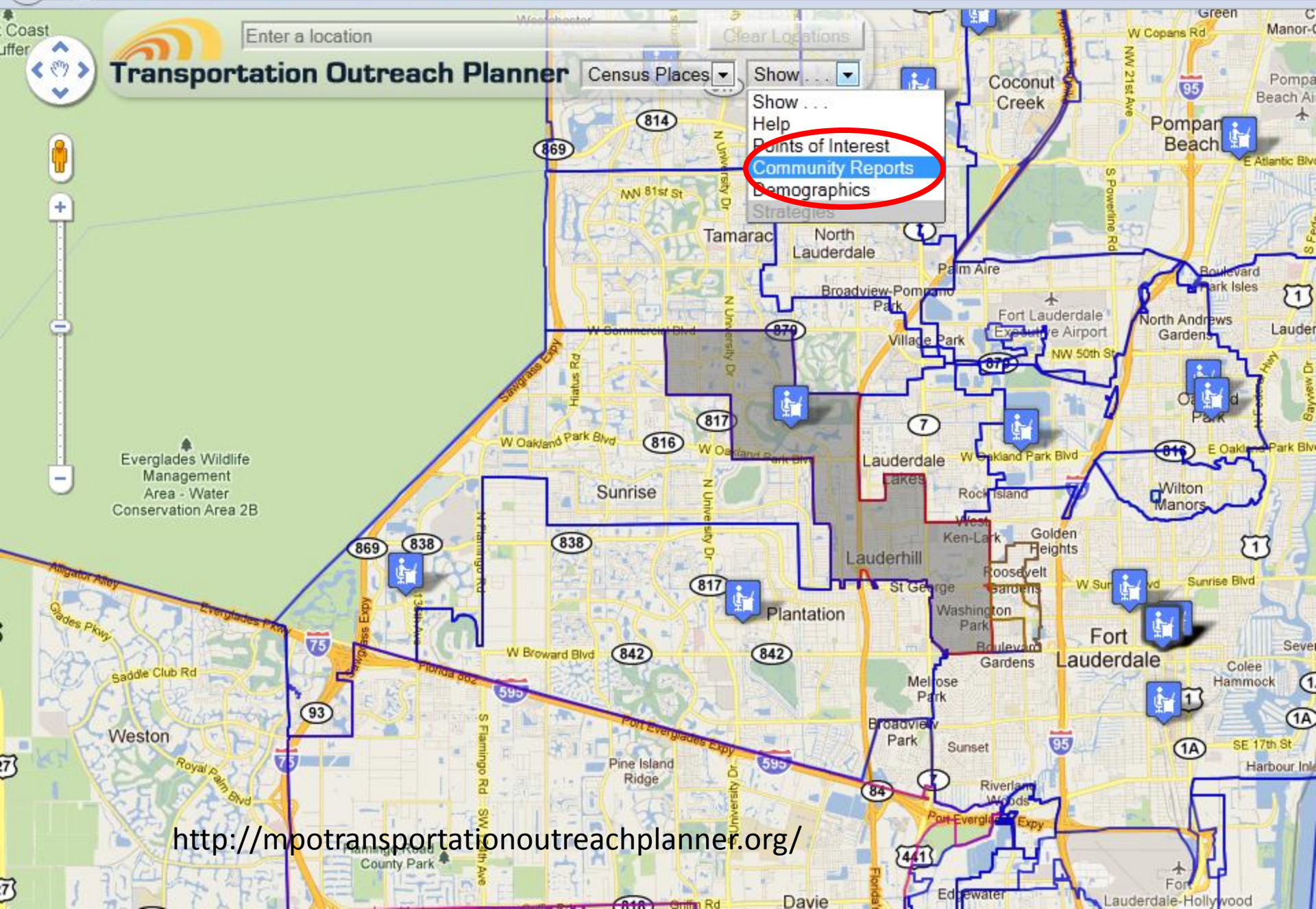
Show ...

- Show ...
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Everglades Wildlife Management Area - Water Conservation Area 2B

http://mpotransportationoutreachplanner.org/



# Community Background Reports



Presenter: Ines Hernandez-Siqueira

<http://mpotransportationoutreachplanner.org/>



# What can't the Census tell you about a community?

## Community Background Report

### City of Parkland

#### Boundaries

North: Broward/Palm Beach County Line  
South: Sawgrass Expressway  
East: State Road 7 (US441)  
West: South Florida Water Management District's Water Conservation Area

Community Type: Municipality

#### History

Before founding Parkland, Bruce Barnett Blount was elected Mayor of Pompano in 1956, and served on the city's commission from 1957 to 1960. Shortly thereafter, he and his wife inherited land in northern Broward County, where they raised horses and cattle. Mr. Blount envisioned that part of this land could become a city that would attract retirees interested in animals and a country lifestyle. The remainder of the property, further to the west, was set aside as protected land for agriculture.

With only an estimated seven to nine residents living on the property, approval for a charter was slow to materialize. Additionally, there was resistance to the name originally chosen for the city, "the Ranches", because there were other private ranch communities in north Florida. At the last moment, the name of the city was changed to Parkland, and the city charter was approved by the Florida House of Representatives on July 10, 1963.

During its early years, Parkland had an appointed governing body. Mr. Blount served as the founding mayor and invited prominent Broward residents to govern the city that had grown to a population of 22, with 9 homes. To further grow the population, Mr. Blount encouraged "gentleman farmers" to move their families to Parkland and allowed them, through covenants, to "forever engage" in farming and ranching on parcels with a minimum size of 2.5 acres. Ironically, Mr. Blount lived outside Parkland's boundaries, and appointed a new mayor in 1965 to avoid any conflicts of interest.

By the late 1960s, the Sawgrass Expressway (originally called the University-Deerfield Expressway) was first proposed, and would later prove to have a significant impact on the City of Parkland. By 1979, the Broward County Commission officially proposed building the expressway with two legs, one of which could potentially bisect the City of Parkland and disrupt the cherished, rural lifestyle of its 350 residents. It is interesting to note that during this same time, the city successfully staved off growing development pressures by reducing lot size in a new development, Cypress Head, to three-quarters of

an acre. Another developer defaulted on plans to build 55,000 residential units in Parkland in 1978. Eventually, the Sawgrass Expressway's path did not bisect the city, but followed the bank of the Pine Tree Canal along the south side of Parkland. The expressway opened in 1986 and became part of Florida's Turnpike in 1990.

#### Community Dynamics

Once a rural enclave of Broward County, the City of Parkland is self-described as an affluent community with "park-like" ambience. The city has experienced exponential population growth over the past twenty years. In 1990 Parkland's population was 3,558. It had grown to 13,835 by 2000, and to 23,962 by 2010. From 2000 to 2010, the city experienced a 573 percent increase in its population.<sup>2</sup> This dramatic growth can be attributed to the real estate boom in western Broward County, as a consequence of the completion of the Sawgrass Expressway (during the decade 1990-2000), as well as annexations of new land to the city (during the decade 2000-2010).<sup>3</sup> It is important to note that the annexations have not all been finalized. One example is an area referred to as "the Wedge" (detailed below). Once annexed and fully developed, the new land is expected to bring the city's population to about 42,000. This would be a 75 percent increase over the city's 2010 population.<sup>4</sup>

Recent growth in terms of population and land is largely influenced by Broward County's policy of annexing all unincorporated areas to adjoining cities by 2010.<sup>5</sup> In order to retain the city's rural character, existing land uses will be maintained in the newly annexed areas.<sup>6</sup> For example, the annexation of the properties within "the Wedge" will provide the city with opportunities for additional park space and affordable housing to accommodate future populations.<sup>7</sup> Below is a brief description of the recent and future annexations to Parkland:

*Parkland Agricultural Area*<sup>8</sup> – In 2006 House Bill 1359 authorized annexation of the Parkland Agricultural Area. This area is not expected to be developed with residential units at this time.

*Country Acres*<sup>9</sup> – House Bill 1359 also called for an election in March, 2006 to allow residents south of the Sawgrass Expressway/Godfrey Road area to decide between incorporation into Coral Springs or Parkland. The residents chose Parkland and were incorporated into the city in September, 2006. Country Acres is already fully developed and has added 457 residents to the City of Parkland.

*The Wedge*<sup>10</sup> – In 2009 House Bill 1315 approved the transfer of a 1,949-acre wedge-shaped property, located between County Line Road and Loxahatchee Road, from Palm Beach County to Broward County. In addition, House Bill 1315 approved the annexation of two parcels located within "the Wedge" to the City of Parkland. Now that "the Wedge" is officially within Broward County, the city has created a master plan for "the Wedge", in which all vacant lands on the north side of the city were considered. This area totaled 2,599 acres, held by multiple property owners. Some of these properties are not located within the City of Parkland or within the area covered



## How can we expand our understanding of Census information?

by the current annexation bill. However, it is anticipated that all properties within the master plan area will be annexed to the City of Parkland and will be developed primarily as residential communities. As of 2011, Parkland had already annexed 700 acres of “the Wedge”. The city anticipates annexing the remainder, following approval from the Florida Legislature during the session beginning in January, 2012.<sup>11</sup>

It should be noted that pre-annexation agreements have already been signed with a few of the current property owners, setting aside land for new schools and 77 acres of new public parks—one of the parks alone will be about 40 acres.<sup>12</sup> The city is in discussions with the school board regarding proposals to create an elementary/middle school campus within “the Wedge”. There will be a 40-acre parcel for a high school.<sup>13</sup>

### Demographic Highlights<sup>14</sup>

*The city has experienced exponential population growth over the past twenty years. The growth pattern is expected to continue on the new land currently being annexed by the city.*

In 1990 the City of Parkland’s population was 3,558. It had grown to 13,835 by 2000, and to 23,962 by 2010. Between 2000 and 2010, the city experienced a 573 percent increase in its population. Parkland’s population is likely to increase to about 42,000 once development in “the Wedge” area is complete.<sup>15</sup>

*The City of Parkland’s median age is similar to the county’s median age.*

In 2000 Broward County’s median age was 38, while it was 36 in the City of Parkland. In 2010 both the county and the city had a median age of 40.

*The majority of the city’s population is White. While this population group has continued to grow over the last decade, there also has been an increase in the city’s diversity.*

In 2010 the majority (20,136 people) of the city’s population was White. However, it is interesting to note that while this population grew over the past decade by 59 percent and is still clearly in the majority, the city did experience an increase in diversity as well. In 2000 the White population made up 91 percent of the total. Today it makes up 84 percent. The difference was made by an increase in the Black population, which added 1,138 people to Parkland’s total population and represented a 268 percent increase over the last decade. During this same time, non-White races other than Black also increased by a collective total of 1,214 people, or 205 percent. The number of residents of “two or more races” grew by 287, constituting a 167 percent increase. With respect to ethnicity, the city’s Hispanic population also increased over the last decade. In 2000 there were 1,152 Hispanics (8 percent of the total) and in 2010 there were 3,113 (13 percent of the total). This represents a 170 percent increase in the Hispanic population.

*The city’s median household income in 2009 was significantly higher than the county’s overall median household income.*

The median household income in Parkland for 2009 was \$105,602 --significantly higher than the county’s median household income of \$51,731.

*Parkland’s housing stock has increased dramatically over the past decade. Growth is expected to continue once all the new land has been annexed.*

Just as with its population, the City of Parkland has experienced exponential growth in its housing stock. In 2000 there were 4,522 units, and by 2010 there were 8,292 units. The city experienced an 83 percent rise in housing units over the past decade, compared to the county’s overall increase of 9 percent. Once construction in “the Wedge” is complete, the number of homes in Parkland will likely reach a total of approximately 10,200 units.<sup>16</sup> City officials expect construction of new homes in the area to be completed within three to five years.<sup>17</sup>

In 2010 the City of Parkland had a very low vacancy rate (7 percent), less than half of the county’s overall rate of 15 percent. Of those units that were occupied, the majority (85 percent) were occupied by owners. This is a higher rate of owner-occupied units than the county’s overall rate of 67 percent.

### Transportation Trends<sup>18</sup>

The tables below illustrate projected transportation trends in the City of Parkland:

**Travel time to work for the employed population, 2014**

	City	County
Work at Home	9%	4%
Less than 15 minutes	15%	16%
15-29 Minutes	31%	33%
30-59 Minutes	37%	38%
60+ Minutes	9%	8%

**Average household transportation costs**

	City	County
2009	\$11,723.10	\$8,836.33
2014	\$14,260.70	\$10,880.30

**Average household transportation costs for public transportation**

	City	County
2009	\$1,038.80	\$555.02
2014	\$1,348.63	\$721.64

## What can't the Census tell us about Transportation?

### Forecasted number of vehicles per household, 2014

	City	County
0 vehicles	1%	7%
1 vehicle	17%	40%
2 vehicles	57%	40%
3 vehicles	21%	10%
4+ vehicles	5%	4%

### Forecasted means of transportation to work for employed individuals, 2014

	City	County
Car, Truck, Van to Work	90%	93%
Public Transportation to Work	1%	2%
Other Transportation to Work	1%	2%
Work at Home	9%	3%

The information provided below briefly summarizes examples of transportation services and projects in the City of Parkland:

#### Multi-Use Trail System

Parkland has over 10 miles of continuous pathways and is known for the expanse of bike trails that the city maintains for residents' recreational use.<sup>19</sup> The network of 8-foot-wide, paved, meandering, multi-use trails serves pedestrians, bicyclists and horses. It covers a large portion of the city, providing access to most city parks, places of worship, the city hall, the library, and schools.<sup>20</sup> The multi-use trails are provided along most of the significant roadways within the City of Parkland, including Holmberg Road, Riverside Drive, University Drive, Parkside Drive, and Nob Hill Road.<sup>21</sup> Recently, the city completed most of the planned path and trail connections (with the exception of the North Pine Tree Project). Residents can now travel from the eastern edge to the western edge of the city.<sup>22</sup>

#### The Defunct Community Bus: "Spirit of Parkland"

In 2006 the City of Parkland launched its own community bus service that was known as the "Spirit of Parkland." The free service was designed to work in conjunction with Broward County Transit (BCT), the Coral Springs "Green" Community Bus Route, and the Coconut Creek "N" Community Bus Route. However, after eight months of existence, ridership averaged 1.2 to 1.6 passengers per hour, far below the county's minimum requirement of five riders per hour.<sup>23</sup> The City of Parkland suspended the Spirit of Parkland Community Bus Service in October, 2007.<sup>24</sup>

#### City of Parkland Comprehensive Plan<sup>25</sup>

When Parkland's Comprehensive Plan was written in 2008, the city's population was estimated to grow to 29,313 by 2020, which would make it one of the ten smallest

municipalities within Broward County. Based on this projection, the basic considerations for the Comprehensive Plan's Transportation Element are as follows:

- There is a significant commuting population from the City of Parkland.
- Due to the overwhelming residential demographic of the city, not all modes of transportation are suitable for the city.
- Due to the semi-isolated location of the city in proximity to the surrounding roadway network, through traffic has been and will continue to be discouraged, while the mobility of city residents is promoted.

The report found that the future transportation needs of the city were as follows (please note that many of these needs may have been addressed since 2008):

- Future Roadway Needs - Analysis of the future roadway levels of service shows that ten road segments within the City of Parkland will operate below the acceptable "Level of Service D" standard. Of these, three road segments are in the city's jurisdiction:
  - Holmberg Road from Nob Hill Road to Pine Island Road
  - University Drive from the Sawgrass Expressway to Holmberg Road
  - University Drive from Holmberg Road to Trails End Road
- Future Pedestrian, Bicycle and Horse Needs - The City of Parkland is maintaining and proposing to expand the network of multi-use trails that serves pedestrians, bicyclists and horses. The multi-use trail system will be expanded to the northern parts of the city to include facilities along Nob Hill north of Trails End, the existing northern city boundary, and Riverside Drive north of Holmberg Road. In addition, where multi-use trails are currently provided on only one side of the roadway, future plans include providing multi-use trails on both sides. Multi-use trails are planned for both sides of Holmberg Road, Hillsboro Boulevard, Parkside Drive, and University Drive segments. The City may also coordinate the multi-use trails with the Broward County Greenways System.

#### Amendment to the City of Parkland Comprehensive Plan<sup>26</sup>

In 2010 the City of Parkland proposed amending the city's Future Land Use Map (FLUM) by designating land uses for 684.5 acres within the "Wedge" area. The amendment proposed changing the future land use of the majority of the property from the Palm Beach County designation of Rural Residential-10 (1 dwelling unit per 10 acres) to Parkland Residential (2 dwelling units per acre), and 11.5 acres to Parkland Commercial. The property would be subject to a voluntary covenant that would limit the maximum development intensities so that traffic volumes generated do not exceed 16,587 net external daily trips, or 1,833 net external PM peak-hour trips, consisting of 1,078 PM peak-hour inbound trips and 755 peak-hour external outbound trips. The State of Florida Department of Community Affairs found the amendment to be in compliance in April, 2011.<sup>27</sup> However, it should be noted that the South Florida Regional Planning Council objected to the amendment, calling it premature due to the fact that the current and future regional transportation network cannot be effectively evaluated, since planning and studies for the "Wedge" are still in progress.

## Where might there be outreach opportunities unique to this community?

### Master Plan for “the Wedge”<sup>28</sup>

The purpose of the Master Plan was to create a vision for the future development of the City of Parkland and the multiple annexation parcels lying within the area commonly referred to as “the Wedge”. The plan outlines seven goals. Goal #2, “Access and Mobility”, is specifically dedicated to transportation: “Develop a multi-modal plan for future roadway, bike path, horse trail and trail-way connections that will provide efficient access throughout the City. Particular emphasis is placed on developing secondary east-west roadway connections to relieve decreasing capacity of Holmberg Road.” The Master Plan offers specific conclusions and recommendations for meeting the goals. Regarding transportation, a “Roadways and Mobility Plan” is offered that states the following:

*Conclusion:* Several traffic studies have been carried out in the area in the last few years related to comprehensive plan applications. However, those studies only evaluated the impacts of the subject property, not the ultimate build-out of the study area. The maximum potential would place a significant stress on the existing roadway network and opportunities for potential mitigation need to be identified.

#### Recommendations:

1. Based on the proposed intensities included in this Master Plan, it is recommended that a long range transportation study should be carried out to the year 2035. The objective of this traffic study will be to identify the necessary transportation improvements that will provide a comprehensive approach to mobility and accessibility of existing and future residents of the City of Parkland.
2. Extend both University Drive and Trails End north to intersect with Loxahatchee Road as shown on the Broward County Trafficway Plan.
3. West Edge Roadway – Utilize the existing L-36 Canal access roadway along the levee at the western edge of the study area adjacent to the Bishop’s Pit property for an emergency access route and trail-way.
4. NSID Easement – Develop the north-south easement between Standard Pacific and Triple H as an emergency access roadway and trail-way to provide both emergency vehicular and pedestrian access to the proposed park property and Loxahatchee Road.
5. Riverside Drive Extension (Parkland Property) – Provide an additional emergency vehicular access and multipurpose trail-way to connect Loxahatchee Road and the future Hillsboro Boulevard extension.

Additionally, it is recommended that the Broward County Traffic Ways Plan be amended to accommodate the following roadway improvements:

6. Trails End – Extend the roadway to connect perpendicular to Loxahatchee Road.
7. Hillsboro Boulevard – Re-alignment of the roadway to the southern boundary of the McJunkin property and north of the Cypress Head community so that

the roadway does not bisect the properties adjacent to Loxahatchee Road, which would make them difficult to develop as single family communities.

### State Road 7 Collaborative<sup>29</sup>

The SR 7/U.S. 441 Collaborative is facilitated by the staff of the South Florida Regional Planning Council. Membership includes the fourteen local governments that span the Broward County section of SR 7, and ex-officio members. In 2011 Parkland’s city commission authorized the officials to continue to support and participate in the State Road 7 Partnership.<sup>30</sup>

The Collaborative conducted a series of nine charrettes focused on the entire 25.6-mile section of SR 7/U.S. 441 in Broward County in order to create a plan for redevelopment, and to accommodate future mass transit along the corridor. The SR 7 - Coconut Creek/Coral Springs/Parkland Charrette is part of the series and grew out of a public, seven-day charrette, held from December 3 through December 9, 2005. The Master Plan represents the citizens’ vision for the future of the SR 7 corridor within these jurisdictions. The report includes the following:

1. Give SR 7 the character of a parkway interrupted by beautiful mixed-use town and neighborhood centers
2. SR 7 a maximum of six lanes
3. Maintain the interconnectivity of streets throughout the study area
4. Design SR 7 as a connector instead of a divider of neighborhoods
5. No big-box retail surrounded by seas of parking
6. Enhance public access and identity of the City of Parkland by providing a public building or museum
7. Enhance public access to natural parks and preserves
8. Improve SR 7 and Sawgrass Expressway drainage areas by converting them to parks
9. Replace Sample Road flyover with an at-grade intersection

### Special Events

The City of Parkland Parks and Recreation Division, in partnership with community-based entities, offers many ongoing and special events throughout the year for residents. Events require registration through WebTrac unless otherwise noted. A complete list of events can be found by visiting: <http://www.cityofparkland.org/index.aspx?nid=284>

Below is a sample of the events that take place in the City of Parkland. If you have questions or need information about these events, contact Colleen O’Dea, Special Events Coordinator, or call the main Parks and Recreation number: (954)757-4120.

**Volunteer Speak (Senior Volunteer Speak Program)** – Senior volunteers speak to the teen volunteers at their monthly Teen Advisory Group Meetings, held the third Thursday of each month at 7:00 pm. Each month a different senior volunteer is appointed to speak about volunteerism.



## What can't the Census tell you about the business and development?

**Comedy at the Amphitheater** - The City of Parkland hosts the Parkland Comedy Showcase at the Parkland Amphitheater (10561 Trails End) from 7:00 pm to 8:00 pm throughout the year. This event is free and open to all Parkland residents.

**Farmer's Market** - The City of Parkland hosts the Parkland Farmer's Market. Vendors sell fresh fruits, vegetables and crafts. Parking is located off Ranch Road. Live entertainment is offered, along with children's activities.

**Monthly Concert Series** - Each month, from 7:00 pm to 8:30 pm, the City of Parkland presents local and regional Florida performers at the Pine Trails Park Amphitheater (10561 Trails End). Some months other activities are featured, such as a car show, a chili cook-off, or an art show.

**Movies in the Park** - The City of Parkland and North Broward Preparatory School present Movies in the Park once a month at 7:00 pm. Shows are held at the Pine Trails Park Amphitheater (10561 Trails End).

### Business Landscape

The City of Parkland is predominantly residential, but there are small pockets zoned for commercial and industrial development.<sup>31</sup> Parkland's 2010 Strategic Plan embraces this type of business landscape by adopting the model of "small-scale commercial villages."<sup>32</sup> These villages are defined as:<sup>33</sup>

1. Village type developments that are pedestrian and bike accessible and friendly
2. Compatibly designed, well-maintained buildings and infrastructure
3. Upscale, unique/distinctive retail shops
4. Quality restaurants choices
5. Successful villages with high business occupancy
6. Landscaped buffers from neighborhoods and streets

The city's commercial land is mostly concentrated along the west side of SR 7/U.S. 441, between Loxahatchee Road and the Sawgrass Expressway. According to the city's web site, the following list represents the commercial developments located within its jurisdiction:<sup>34</sup>

- *Waterways Shoppers* is located between Mecca Boulevard and Loxahatchee Road off State Road 7. This commercial development is comprised of over 17 acres of new retail stores and restaurants.
- *Parkland Commons* is located at the intersection of University Drive and Trails End. The north section includes a Publix, five retail buildings, one restaurant building, and a two-acre lake. A Walgreen's and two banks are planned for the area at the southwest corner of the intersection.

- *Parkland Town Center* is located on Parkside Drive north of Holmberg Road. Five buildings make up the center.
- *Parkland Village Square* is a planned, mixed-use town center project to be located along Pine Island Road, just north of Trails End, in Parkland. The project will include approximately 45,000 square feet of restaurants, retail, and office space, along with 10 residential townhomes surrounding a central park area (Village Green), with pedestrian and bike paths and picnic grounds. The project will be a focal point for the surrounding Parkland communities of Heron Bay, Parkland Golf and Country Club, Parkland Isles, and Parkland Estates.
- *Riverstone Shops* is located on State Road 7 (U.S.441) north of Hillsboro Boulevard.
- *Shoppers of Parkland* is anchored by a BJ's Wholesale Club and is located at the northwest corner of State Road 7 and Hillsboro Boulevard.

### Related Links

City of Parkland  
<http://www.cityofparkland.org>

City of Parkland Comprehensive Plan  
<http://www.cityofparkland.org/DocumentView.aspx?DID=976>

South Florida Regional Planning Council's Memorandum on Parkland's Amendment to the Comprehensive Plan  
[http://www.sfrpc.com/council/AgendaFeb10\\_6c.pdf](http://www.sfrpc.com/council/AgendaFeb10_6c.pdf)

City of Parkland Strategic Plan  
<http://www.cityofparkland.org/index.aspx?nid=269>

The "Wedge" Master Plan  
<http://www.cityofparkland.org/DocumentView.aspx?DID=3876>

Parkland Municipal Code  
[http://librarv4.municode.com/default-test/home.htm?infobase=11286&doc\\_action=whatsnew](http://librarv4.municode.com/default-test/home.htm?infobase=11286&doc_action=whatsnew)

State Road 7 Collaborative  
<http://www.sfrpc.com/sr7.htm>

Parkland/Coconut Creek/Coral Springs State Road 7 Charrette Report  
[http://www.tcrpc.org/departments/studio/sr\\_7\\_collaborative/parkland/charrette\\_report.pdf](http://www.tcrpc.org/departments/studio/sr_7_collaborative/parkland/charrette_report.pdf)

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- <sup>4</sup> South Florida Sun Sentinel. "Parkland expects population spurt with wedge expansion." March 30, 2011. [http://articles.sun-sentinel.com/2011-03-30/news/fl-cspf-wedgrefinal-0324-20110330\\_1\\_wedge-area-debuvs-fire-station](http://articles.sun-sentinel.com/2011-03-30/news/fl-cspf-wedgrefinal-0324-20110330_1_wedge-area-debuvs-fire-station)
- <sup>5</sup> Ibid.
- <sup>6</sup> Ibid.
- <sup>7</sup> Ibid.
- <sup>8</sup> Ibid.
- <sup>9</sup> Ibid.
- <sup>10</sup> Unless otherwise indicated, all information in this section is from "The Master Plan for the Wedge." <http://www.cityofparkland.org/DocumentView.aspx?DID=3876>
- <sup>11</sup> South Florida Sun Sentinel. "Parkland to spend \$4.25 million for park space." June 09, 2011. [http://articles.sun-sentinel.com/2011-06-09/news/fl-parkland-land-20110609\\_1\\_parkland-officials-city-manager-carvn-sardner-young-new-schools](http://articles.sun-sentinel.com/2011-06-09/news/fl-parkland-land-20110609_1_parkland-officials-city-manager-carvn-sardner-young-new-schools)
- <sup>12</sup> South Florida Sun Sentinel. "Parkland expects population spurt with wedge expansion." March 30, 2011. [http://articles.sun-sentinel.com/2011-03-30/news/fl-cspf-wedgrefinal-0324-20110330\\_1\\_wedge-area-debuvs-fire-station](http://articles.sun-sentinel.com/2011-03-30/news/fl-cspf-wedgrefinal-0324-20110330_1_wedge-area-debuvs-fire-station)
- <sup>13</sup> Ibid.
- <sup>14</sup> Unless otherwise indicated, all statistics cited in this section are from US Census Bureau 2000 and 2010 Summary Files 1 (SF 1) 100-Percent Data; US Census Bureau 2005-2009 American Community Survey 5-Year Estimates and the South Florida Planning Council Comparative Profile for 2000 and 2010 Census ([http://www.sfpcc.com/census/PL2010/SFTCP/2010\\_Parkland.pdf](http://www.sfpcc.com/census/PL2010/SFTCP/2010_Parkland.pdf)). Percentage numbers were rounded.
- <sup>15</sup> South Florida Sun Sentinel. "Parkland expects population spurt with wedge expansion." March 30, 2011. [http://articles.sun-sentinel.com/2011-03-30/news/fl-cspf-wedgrefinal-0324-20110330\\_1\\_wedge-area-debuvs-fire-station](http://articles.sun-sentinel.com/2011-03-30/news/fl-cspf-wedgrefinal-0324-20110330_1_wedge-area-debuvs-fire-station)
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- <sup>17</sup> Ibid.
- <sup>18</sup> All statistics cited in this section are from Simply Maps unless otherwise indicated.
- <sup>19</sup> City of Parkland Parks and Recreation Division. <http://www.cityofparkland.org/index.aspx?NID=298>
- <sup>20</sup> City of Parkland Comprehensive Plan, 2008. <http://www.cityofparkland.org/DocumentView.aspx?DID=976>
- <sup>21</sup> Ibid.
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- <sup>23</sup> South Florida Sun Sentinel. "On The Road To Nowhere: City Drives Ahead With Barely Used Bus Service." September 20, 2006. [http://articles.sun-sentinel.com/2006-09-20/news/0609200267\\_1\\_bus-service-ridership-diesel-powered-bus](http://articles.sun-sentinel.com/2006-09-20/news/0609200267_1_bus-service-ridership-diesel-powered-bus)
- <sup>24</sup> The State Road 7/US 441 Collaborative Steering Committee. Final Agenda. <http://www.sfpcc.com/sr7/June10Agenda.pdf>
- <sup>25</sup> City of Parkland Comprehensive Plan, 2008. <http://www.cityofparkland.org/DocumentView.aspx?DID=976>
- <sup>26</sup> South Florida regional Planning Council. "Memorandum: City of Parkland Proposed Comprehensive Plan Amendment (Alternative View)." February, 2010. [http://www.sfpcc.com/council/AgendaFeb10\\_6c.pdf](http://www.sfpcc.com/council/AgendaFeb10_6c.pdf)

- <sup>27</sup> State of Florida Community Affairs Department. "Notice of Intent to Find Parkland Comprehensive Plan Amendment in Compliance: Docket No. 06-1-NOI-0621-(A)-(I). April 22, 2011. [www.dca.state.fl.us/fdcp/Advisories/Parkland061NOI.pdf](http://www.dca.state.fl.us/fdcp/Advisories/Parkland061NOI.pdf)
- <sup>28</sup> "The Master Plan for the Wedge." <http://www.cityofparkland.org/DocumentView.aspx?DID=3876>
- <sup>29</sup> Treasure Coast Regional Planning Council. "SR 7 - Coconut Creek/Coral Springs/Parkland Charrette." [http://www.tcrpc.org/departments/studio/sr\\_7\\_collaborative/coconut\\_creek.htm](http://www.tcrpc.org/departments/studio/sr_7_collaborative/coconut_creek.htm)
- <sup>30</sup> Parkland Commission Meeting Minutes, February 16, 2011. <http://www.cityofparkland.org/archives/38/February%2016%202011%20Regular%20City%20Commission%20Minutes.pdf>
- <sup>31</sup> City of Parkland. "About Us." <http://www.cityofparkland.org/index.aspx?NID=59>
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- <sup>33</sup> Ibid.
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# Public Outreach Strategies



Presenter: Rosa Davis

<http://mpotransportationoutreachplanner.org/>

# Training Overview

1

Purpose of Public Outreach Strategies

2

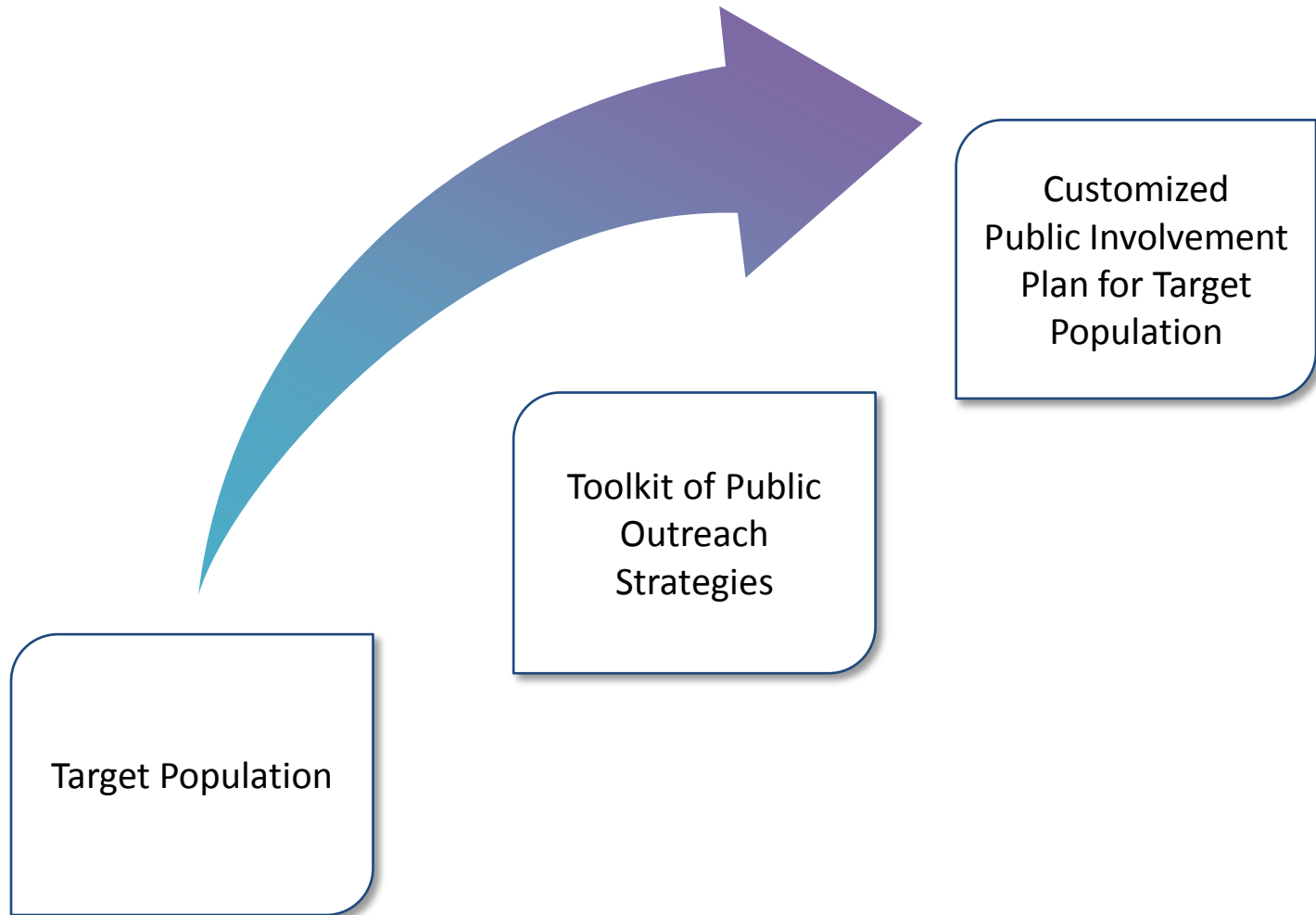
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Use of Strategies in Public Involvement

<http://mpotransportationoutreachplanner.org/>

# Purpose of Public Outreach Strategies



<http://mpotransportationoutreachplanner.org/>



# Review Strategies and Organizational Structure

## Existing Transportation Outreach Planner

The screenshot shows the 'Public Outreach Strategies' page for 'Age > Working Age Adults'. The page has a navigation menu on the left with categories like 'Educational', 'Promotional', and 'Civic Engagement'. The main content area lists various strategies such as 'Accessibility and Outreach Strategies for Persons with Disabilities', 'Briefings', 'Community Advisory Boards', 'Conferences and Summits', 'Drop-In Centers', 'Key Informant Interviews', 'Mailing Lists and Direct Mail', 'Open Houses / Open Forum Hearings', 'Outreach Assistance with Paratransit Application', 'Promotional Campaigns and Discounts', 'Public Deliberation', 'Public Information Materials', 'Public Opinion Surveys', 'Role Playing', 'Speakers' Bureau', 'Transportation Fairs', 'Video Techniques', 'Visioning', and 'Workshops and Retreats'. There is also a 'Technology' section with 'Internet-based Communication Through Social Media'.

## New 2010 Census Demographic Reporting Tool

The screenshot shows the 'Recommended Public Outreach Strategies' tool for 'Places: Pembroke Pines (city)'. It features a table of strategies with columns for Class, Name, Score, Demographic, Cost, and Time. There are sliders to adjust the importance of Cost and Time. A 'Cost Key' is provided at the bottom, and a 'Based on these Demographic Weights' table is also shown. A help box on the right explains the tool's features.

Class	Name	Score	Demographic	Cost	Time
Innovation	Role Playing	93.32	17.67		
General	Transaction Fairs	93.32	17.67		
General	Site Visits	93.32	17.67		
Innovation	Telephone Hotlines	90.34	17.10		
General	Key Informant Interviews	79.99	17.67	\$	
General	Public Deliberation	79.99	17.67	\$	
General	Small Group Techniques	79.99	17.67	\$	
General	Briefings	75.02	16.57	\$	
General	Conferences and Summits	73.33	17.67	\$	
General	Community Advisory Boards	73.33	17.67	\$	
General	Public Information Materials	73.33	17.67	\$	
Innovation	Paid Advertising and Public Service Announcements	73.33	17.67	\$	
General	Workshops and Retreats	73.33	17.67	\$	
Innovation	Games and Contests	73.33	17.67	\$	
General	Open Houses / Open Forum Hearings	70.53	15.58	\$	
General	Public Opinion Surveys	66.66	17.67	\$	
General	Drop-In Centers	66.66	17.67	\$	
General	Speakers' Bureau	59.99	17.67	\$	
General	Promotional Campaigns and Discounts	59.99	17.67	\$	
Innovation	Cross-Cultural Training	52.69	9.98	\$	
Technology	Internet-based Communication Through Social Media	51.63	17.10	\$	
General	Mailing Lists and Direct Mail	50.01	16.57	\$	
General	Accessibility and Outreach Strategies for Persons with Disabilities	20.68	5.48	\$	
General	Outreach Assistance with Paratransit Application	16.54	5.48	\$	
Innovation	School Curriculum (K-12)	5.8	1.10	\$	

**Cost Key**

Cost	Weight
\$	Low (up to \$999)
\$\$	Moderate (\$1000 to \$9999)
\$\$\$	High (\$10000 to \$50000)
\$\$\$\$	Very High (Above \$50000)

**Based on these Demographic Weights:**

Sub-Category	Weight
Race and Ethnicity	2.2671990946557217
Other Language	1.4358490754930155
Spanish	1.2822929938083458

You can access the Public Outreach Strategies through the existing Transportation Outreach Planner, or the new 2010 Census Demographic Reporting Tool.

<http://mpotransportationoutreachplanner.org/>

# Review Strategies and Organizational Structure

The Strategies are organized by recommended use:

- Educational,
- Promotional
- Civic Engagement

They are further organized into the following categories:

- General
- Innovation
- Technology

## STRATEGY TYPES

▲ Educational ● Promotional ■ Civic Engagement

## STRATEGIES

### General

- [Accessibility and Outreach Strategies for Persons with Disabilities](#)
- ▲ [Briefings](#)
- [Community Advisory Boards](#)
- ▲ [Conferences and Summits](#)
- ▲ [Drop In Centers](#)
- [Key Informant Interviews](#)
- [Mailing Lists and Direct Mail](#)
- ▲ [Open Houses / Open Forum Hearings](#)
- [Outreach Assistance with Paratransit Application](#)
- [Promotional Campaigns and Discounts](#)
- [Public Deliberation](#)
- ▲ [Public Information Materials](#)
- ▲ [Public Opinion Surveys](#)
- ▲ ● ■ [Site Visits](#)
- ▲ [Small Group Techniques](#)
- ▲ ● ■ [Speakers' Bureau](#)
- ▲ ● ■ [Transportation Fairs](#)
- ▲ [Video Techniques](#)
- ▲ [Visioning](#)
- ▲ [Workshops and Retreats](#)

### Innovation

- ▲ ● ■ [Games and Contests](#)
- ▲ ● ■ [Outreach Strategies for Non-English Speaking Populations and Cross-Cultural Training](#)
- ▲ ● [Paid Advertising and Public Service Announcements](#)
- ▲ ■ [Role Playing](#)
- [Telephone Hotlines](#)

### Technology

- ▲ [Internet-based Communication Through Social Media](#)

# Review Strategies and Organizational Structure

Each Strategy Contains the following sections:

- Description
- Special Uses
- When to Use
- Cost - \$
- Time - ⌚
- Implementation Guidelines and Suggestions
- Recommended Demographics
- Lessons Learned/Challenges
- Case Studies
- For Further Information

## List of Strategies

Brainstorming and Visioning Meetings
Briefings
Community Advisory Boards
Conferences and Summits
Drop-in centers
Games and Contests
Internet-based Communication/Social media
Key Informant Interviews
Mailing Lists and Direct Mail
Open Houses / Open Forum Hearings
Outreach Assistance with Paratransit Applications
Outreach Strategies for Non-English Speaking Populations and Cross-cultural Training
Paid Advertising and Public Service Announcements
Promotional Campaigns and Discounts
Public Deliberation
Public Information Materials
Public Opinion Surveys
Role Playing
Site Visits
Small Group Techniques
Speakers' Bureaus
Telephone Techniques
Transportation Fairs and Special Events
Video Production and Webcasts
Workshops and Retreats



# Use of Strategies in Public Involvement

## **Sample Use of the Public Outreach Strategies:**

You are interested in using Social Media for an educational campaign, but are not certain if this is a good strategy for your target demographic. You are also uncertain of how to use Social Media for public involvement. The budget is \$15,000.

Your target community has a high percentage of low income residents, as well as a large number of residents who have with little or no high school education.

***How can you use the Public Outreach Strategies Toolbox to help you?***

<http://mpotransportationoutreachplanner.org/>

# Use of Strategies in Public Involvement

## Tips:

- Review the **Recommended Target Groups** section to see who the target groups are and the suggested use of the strategy.
- Read the **Description** for a brief overview of the Strategy.

## Internet-based Communication Through Social Media

### RECOMMENDED TARGET GROUPS

#### Education

[College Education](#)  
[High School Diploma](#)  
[No High School Diploma](#)

#### Language

[Creole](#)  
[Other](#)  
[Spanish](#)

#### Disability

[Hearing Impaired](#)  
[Other](#)  
[Physically Challenged](#)  
[Sight Impaired](#)

#### Income

[Low Income](#)  
[Middle to Affluent](#)

#### Vehicle Ownership

[Non-vehicle Owner](#)  
[Vehicle Owner](#)

#### Race and Ethnicity

[Race and Ethnicity](#)

#### Age

[Seniors](#)  
[Working Age Adults](#)  
[Youth](#)

### DESCRIPTION

Internet-based communication refers to various types of tools and technology that allow people to exchange information on-line via computers and mobile devices. Social media is a form of internet-based communication that enables the user to exchange information, interact with others, and remain anonymous (if desired). Most social media tools can be incorporated or linked to an existing website. Such tools include: <sup>1</sup>

- **Blogs** – These sites are generally used to post online journal entries and may include discussion forums. They are often used to express opinions and experiences. In some cases, aggregator software is used to collect feeds from different blogs so they can be posted in one location (i.e., Drudge Report and the Huffington Post).
- **Chats**: This is an on-line platform that allows live, real-time discussions (i.e. instant messages and website chat rooms).
- **Discussion Forums** – Discussion forums are platforms that enable users to hold discussions (or threads) on a variety of topics. Anyone who joins the discussion forum can start a thread or respond to an existing discussion. However, the discussions are not live.
- **Media Sharing Sites** – These sites allow users to share media, such as video and photographs (i.e. [flickr](#) and [YouTube](#)).
- **Social Bookmarking** – Enables users to interact by tagging websites and searching through websites bookmarked by others (i.e. Blinklist).
- **Social News** - Provides users the ability to vote for articles and make comments (i.e. Digg and Reddit).
- **Social Networking Sites** – These are sites that focus on social networks (i.e. [Facebook](#), [Twitter](#), and [LinkedIn](#)).
- **Wikis** - These sites allow users to collaboratively edit content (i.e. [Wikipedia](#))

### STRATEGY CLASS

- Technology

### STRATEGY TYPES

- Educational

#### QUICK LINKS

##### Toolbox Navigation

- [Recommended Target Groups](#)
- [Strategy Class](#)
- [Strategy Types](#)
- [Description](#)
- [Special Uses](#)
- [When to Use](#)
- [Cost](#)
- [Time](#)
- [Implementation Guidelines and Suggestions](#)
- [Lesson Learned/Challenges](#)
- [Case Studies](#)
- [For Further Information](#)
- [Sources](#)

[Provide Feedback](#)

# Use of Strategies in Public Involvement

## Tips:

- The **Cost** section will provide information on how much funding is needed to implement the strategy.
- Read Special Uses section to see how the Strategy can be used in public involvement efforts.

## COST

### \$\$\$ High (\$10000 to \$50000)

The cost of creating and managing a website that provides social media communication can be high depending on the complexity of the on-line services and how interactive the site is. Expenses include equipment, software, development costs, and staff time. The costs may range from several hundred dollars to several thousands of dollars. For example, a simple blog or Facebook page may be relatively inexpensive to create and maintain. However, a site that enables users to edit planning documents and provides on-line jams will require substantial technological and staff resources to develop and maintain.

In most cases, once an on-line site is operating, the most expensive costs for maintaining the site will be staff time. However, the expense is generally outweighed by the benefits. For example, agencies can save a great deal of money by disseminating information on-line rather than through direct mail. It is also possible to handle public information requests more efficiently on-line, since programs can be created to handle frequent requests.

Low (up to \$999)	\$
Moderate (\$1,000 to \$9,999)	\$\$
High (\$10,000 to \$50,000)	\$\$\$
Very High (Above \$50,000)	\$\$\$\$

*Disclaimer:* The cost estimates provided are intended to be a guide. Project costs will vary depending on the size and nature of the project.

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## TIME

### ⊙⊙⊙ Multiyear

Although most internet-based social media sites can be developed within a relatively short amount of time, they require on-going maintenance and updates. For example, a site that is very interactive may require daily monitoring to ensure that the public comments and questions are addressed and properly monitored. However, a site that is only used to broadcast announcements and information may only require weekly updates.

1 to 3 months	⊙
6 months to a year	⊙⊙
Multiyear	⊙⊙⊙

*Disclaimer:* The time estimates are approximations. The duration of a project may vary depending on various factors, including size and budget.

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## SPECIAL USES

Agencies can use internet-based communication and social media to:<sup>3</sup>

- Disseminate information
- Solicit comments and feedback
- Create forums for discussion
- Increase public access to a wide variety of data and resources (on demand)
- Provide multiple options for public engagement
- Educate the public
- Conduct surveys

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## WHEN TO USE

On-line communication services can be used any time. Internet-based social media communication can be used to provide information on projects and to solicit input on proposed plans. Agencies can also use social media to obtain feedback and monitor reactions to existing projects or policies. It is also possible to use on-line platforms to educate the public and provide access to information and resources. Internet-based communication also provides a useful resource for improving and expanding communication with hard to reach populations and people who have difficulty participating in traditional public involvement activities.<sup>4</sup>

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# Use of Strategies in Public Involvement

## Tip:

- In the **Implementation Guideline and Suggestions** section, you will find a step by step guide on how to implement the Strategy.

## IMPLEMENTATION GUIDELINES AND SUGGESTIONS

- **Develop a strategy for social media communication.** Social media can be used in a variety of ways to enhance public involvement efforts. To ensure that social media tools are being used effectively, agencies should determine what they want to achieve and the message they want to convey to the public. They also need to have a clear understanding of who their audience is and that target group uses social media. The following provides recommendations for using social media platforms: <sup>5</sup>
  - Social Networking sites, such as Facebook and MySpace, can be used to establish a web presence, recruit volunteers, promote projects or programs, conduct surveys, or solicit feedback from specific demographic groups.
  - A professional networking site, such as LinkedIn, can be used to maintain communication with the media, consultants, academic experts, and other professional contacts.
  - Sites such as YouTube and Flickr can be used to educate the public or to promote projects or programs.
  - Twitter can be used to inform the public of upcoming events or to provide transportation/transit related news and alerts.
- **Decide on the level of public participation that will be provided on-line.** Social media allows for varying levels of participation. However, greater public participation also requires more staff time and technological resources. Below are some of the options that agencies may consider: <sup>6</sup>
  - **Interactive participation:** In this option, agencies can post plans, policies, maps, and other documents on-line and enable the public to edit or change the content. Users can also hold on-line discussions, as well as cooperate and collaborate with others in developing joint recommendations. Examples include Wikipedia. This level of participation requires substantial resources to develop and manage. Some agencies restrict the placement of information by the public on a website due to security risks and the time needed to monitor postings.
  - **Basic posting, broadcasting, and networking:** In this case, agencies use social media to broadcast information. Users are able to respond with comments and hold public discussions. This requires the least amount of effort to undertake and can take the form of blogs, tweets, surveys, discussion forums, and chat rooms.

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# Use of Strategies in Public Involvement

## Tips:

- Review the **Recommended Demographics** section to determine if the strategy is suitable for the target population you are trying to reach.
- The **Lessons Learned** section will provide additional suggestions of what works and things to avoid.

## Recommended Target Demographics

As internet-based communication has become more affordable and accessible to the general public, it has become possible to reach a wider demographic through this medium of communication. No longer is it necessary to have a computer. More people are using cellular phones and other mobile devices to access social media sites and communicate online. Indeed, a survey of smart phone users by the Pew Internet and American Life Project showed that one in four users utilize their device as the primary tool to go online. Pew research also shows that blacks and Hispanics are more likely to use their cell phones to access the internet.<sup>11</sup>

Because social media sites generally collect demographic data on their users, it is possible to target specific groups through these communication platforms. However, it is important to note that, even though the use of social media sites is growing, some groups remain under-represented, such as low income households. Indeed, research published by Google indicates that the majority of users of Facebook, Twitter, and YouTube tend to be college educated working age adults (ages 25 to 54), with household incomes of \$50,000 or above.<sup>12</sup>

When developing an on-line communication strategy, agencies need to remember that there is a segment of the population that are suspicious of social media platforms or that view them as cold and impersonal. In addition, there are people who have chosen not to have computers or on-line services. Agencies that focus too much on communicating through social media or obtaining public input through such channels can run the risk of alienating those who do not have access to on-line communication platforms.<sup>13</sup>

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## LESSONS LEARNED/CHALLENGES

- **Avoid information overload.** Information overload can manifest itself in two ways. First, the volume of information that is placed on-line can make it difficult for the user to navigate through the site. Second, if too many messages are sent to users too frequently, the agency's messages may be viewed as junk mail or spam.<sup>14</sup>
- **On-line participation does not represent the entire community.** Much like participation at public meetings, on-line participation cannot be viewed as a representative sample of a community. As is the case with regular public involvement efforts, a small group of people tend to be active and vocal, while the majority of the communities do not participate. This is referred to as the "Power Law of Participation" or the "90-9-1 Principal" (90 percent never contribute, nine percent contribute a little, and one percent account for most participation).<sup>15</sup>
- **On-line participation can complement public involvement efforts, but should take the place of public meetings.**
- **On-line information should be updated frequently in order to maintain public interest.** To show that information is current, it is important to include the date of each update. This helps the reader determine the credibility and relevance of the site.

# Use of Strategies in Public Involvement

## Tips:

- The **Case Study** section can be used to see how the Strategy has been used in other places.
- In the **For Further Information** section, you will find links to additional resources and useful information that will help you implement the Strategy.

## CASE STUDIES

The San Francisco Bay Area Rapid Transit uses a variety of social media platforms to communicate with its customers. In addition to having a blog, a Facebook page, and sending email alerts, BART uses Twitter to send messages to its users regarding transit services and inform them of new content on its website. This is part of the agency's effort to provide more interactivity and real-time information (<http://www.bart.gov/news/twitter/index.aspx>).<sup>16</sup>

The City of Portland, Oregon used social media to engage the public in the development of the city's 25-year plan. In addition to traditional public involvement efforts, the city used Facebook, twitter, Flickr, email and on-line surveys to obtain public feedback and encourage participation (<http://www.portlandonline.com/portlandplan/>).<sup>17</sup>

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## FOR FURTHER INFORMATION

**Copyright and Fair Use, Stanford University Libraries:** This website provides useful information on public domain, fair use and copyright regulations ([http://fairuse.stanford.edu/Copyright\\_and\\_Fair\\_Use\\_Overview/chapter8/8-a.html](http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview/chapter8/8-a.html)).<sup>18</sup>

**Planning Pool:** Planning Pool is a multidisciplinary blog related to urban planning and urban issues. The site provides links, articles and other useful information on transportation and other areas of planning. (<http://planningpool.com/about/mix-urban-planning-social-media/>).<sup>19</sup>

**SeeClickFix:** This site provides tools to help communities use social media to report problems. It allows for map based reporting, twitter and Facebook integration, and smart phone messages (<http://seeclickfix.com/>).<sup>20</sup>

**WikiPlanning:** Wikiplanning offers tools for integrating on-line interactive technologies to civic engagement practices. These tools include multi-media learning sessions, online chat events, message boards, surveys, and downloadable podcasts of proposed projects (<http://www.wikiplanning.org/index.php?P=virtualcharrette>).<sup>21</sup>

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## QUICK LINKS

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# Use of Strategies in Public Involvement

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## Review of Strategies and Applicable Uses

Strategy	Category	Educational	Promotional	Civic Engagement	Meeting Techniques	Information & Outreach	Obtaining Feedback
Brainstorming and Visioning Meetings	General	x	x		x		x
Briefings	General	x	x		x		x
Community Advisory Boards	General			x		x	x
Conferences and Summits	General	x			x		x
Drop-in centers	General	x	x	x	x		x
Games and Contests	Innovation	x	x	x	x		x
Internet-based Communication/Social media	Technology	x	x	x		x	x
Key Informant Interviews	General			x		x	x
Mailing Lists and Direct Mail	General		x			x	
Open Houses / Open Forum Hearings	General	x	x	x	x		x
Outreach Assistance with Paratransit Applications	General		x			x	x
Outreach Strategies for Non-English Speaking Populations and Cross-cultural Training	General	x	x	x		x	x
Paid Advertising and Public Service Announcements	General	x	x			x	
Promotional Campaigns and Discounts	General		x			x	
Public Deliberation	General			x	x		x
Public Information Materials	General	x	x			x	
Public Opinion Surveys	General	x				x	x
Role Playing	Innovation	x		x	x		x
Site Visits	General	x	x	x		x	x
Small Group Techniques	General	x		x	x		x
Speakers' Bureaus	General	x	x	x		x	x
Telephone Techniques	Innovation			x		x	x
Transportation Fairs and Special Events	General	x	x	x	x		x
Video Production and Webcasts	General	x	x		x		
Workshops and Retreats	General	x		x	x		x

# Transportation Outreach Planner



Credits:

Broward MPO (Funding Partner)  
Florida International University GIS Center  
Civica Consulting, Inc. , and Rosa Davis

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