



Project Management Team Meeting – Summary

Pompano Education Corridor Transit Study

City of Margate – 5790 Margate Blvd.

Wednesday, June 3, 2015 @ 9:30 a.m.

Attendees: Ben Ziskal (City of Margate), Paul Carpenter (City of Coral Springs), Maggie Barszewski (City of Pompano Beach), James Cromar (BMPO), Odalys Delgado (HNTB), Matt Vinke (HNTB), Rob Piatkowski (Renaissance), Shane Laakso (Renaissance), Oliver Rodrigues (FTE), Paul Felarca (Broward College North Campus), Susan Leon (Coral Spring HS), Joanne Renwick (Broward College Coral Springs Campus), Ruth Tirado (ABC Institute), Elissa Harvey (Atlantic Tech College), Scott Fiske (Coconut Creek HS), Kay Blake (Broward County Public Schools Transportation), Madeline Minichiello (Broward County Public Schools Transportation)

Greetings and Introductions

- Attendees introduced themselves with a foreword and welcome from the City Manager of Margate Doug Smith.

Brief Project Overview

- Matt introduced the project to the educational stakeholders, which included:
 - Overall purpose of the study
 - Existing transit services within the study area with conclusions of the existing service
 - Scott mentioned that the lack of inter-city connectivity is a major problem for his students
 - Stakeholders agreed that the integration between BCT and community bus service could be improved / enhanced
 - Summarized existing demographic information for the four municipalities with conclusions
 - Summed up the land use characteristics and CRA master plans within the study corridor
 - Explained the concept of mobility hubs to the stakeholders, emphasizing that a mobility hub can extend beyond “one point”, and can really make up a larger area – similar to the Sample Rd / SR 7 interchange and surrounding areas
 - Explained the objectives established by the four cities for this proposed transit service



- Covered the guiding concepts that will serve as the foundation for the proposed service plan

Mapping Exercise

- A mapping exercise, which was complimented by probing questions from the educational stakeholders, was facilitated by Rob, Odalys, Shayne, and Matt. Input gathered from the stakeholders included:
 - The boundary for students who walk to school is two miles, although most students come from outside this service area. Many students come from North Lauderdale, Lauderhill, Sunrise, Oakland Park, etc. Scott mentioned approximately 80% of Coconut Creek High School's students not within walking distance to school.
 - School boundaries do not correspond to city boundaries
 - Approximately 1/3 of Broward County Public School students are not served by the public school buses mostly due to students reassigning to schools outside of their area / choice school. Only magnet school students are able to get transportation provided outside of their original school area
 - Broward County Public School Transportation offered to give zip code data for the students they serve
 - Secondary education (BC, ATC) have a larger catchment area for students – stretching into Palm Beach County, Miami Dade County, etc.
 - Broward College and Atlantic Tech College will try to compile zip code data for their current students and give to HNTB for further analysis
 - The proposed transit service should offer more frequent service along Coconut Creek Parkway, and should consider providing direct access (stop on campus) to the schools without compromising service quality / speed
 - The proposed transit service should offer weekend service as well to serve popular destinations like libraries, churches, etc.
 - The proposed transit service should be timed / coordinated with school dismissal – usually around 2:30 or so.
 - Some students rely on public transit to get home from extracurricular activities due to the lack of available public school bus service after school hours. This results in a safety issue as well, because when students miss the school bus, they tend to loiter, causing problems for local businesses and law enforcement
 - Many / most students do not own cars or drive to school, making them more reliant on transit
 - Some students may not have money to pay for transit



- Broward College students have a hard time travelling between the North and Coral Spring campuses. There is a clear need for an improved inter-campus connection, because current students must rely on public transit (with multiple inconvenient transfers) or bicycling
 - Enrollment (potential) is affected when students can't access the school or various campuses, which likely prevents students from enrolling at particular campuses
- FTA has a “Ladders of Opportunity” grant – which could be used to fund part of the proposed transit service, because the service would help people access more / new opportunities
- Better provision of information for existing transit services should be provided to schools and students, which would likely result in higher levels of ridership. Distribution ideas include:
 - Coordination with schools' beginning-of-year orientation
 - Consider marketing tactics besides methods that require computers for the desired market – not all students / population have access to computers and the internet
 - Strongly recommend informing the public/students via multiple languages such as Spanish, Creole, Portuguese, etc.
 - Reach out to the South Florida Commuter Services as a partner for disseminating info
 - Consider marketing to potential riders at religious institutions
- Should consider collecting data on who currently rides the community buses within the area
- A variety of streetscape, infrastructure, and other physical improvements were recommended as a part of the mapping exercise. These recommendations included:
 - Enhanced crosswalks are needed near all the educational institutions, which is evident with the amount of jaywalking near the schools
 - Consider implementing a transit hub at Lyons Rd / Coconut Creek Parkway
 - Sidewalks are not maintained along Sample Rd and Coconut Creek Parkway, and should be widened to accommodate the large number of skateboarders
 - Bike lanes should be implemented along Sample Rd
 - East of the turnpike along Coconut Creek Parkway is drastically inferior to the western portion in terms of infrastructure, sidewalks, etc. This area needs improvement. Maggie mentioned that Pompano Beach has secured funding for some complete streets improvements along this corridor extending from the recent improvements closer to Dixie Highway.



- Ben mentioned the funded complete street improvements that will be constructed soon along Coconut Creek Parkway from SR 7 to where the existing improvements have already been made.
- A curb cut is needed near Atlantic Tech College, because any westbound vehicle trying to access the campus must go to the next signalized intersection and make a U-turn. This could be a major problem, especially for emergency vehicles.

- Accessing the bus stop across from Coral Springs High School is dangerous during dismissal time; there are many accidents. Consider complete streets improvements here to address the existing safety concerns, such as enhanced crosswalks.

Online Survey Discussion

- The questions that are included in the online survey, which is meant mostly for students but also transit riders within the study area, were discussed with the stakeholders. Comments on the survey included:
 - Too many questions – consider shortening or combing some questions. The likelihood of someone completing the survey increases with fewer questions.
 - Make sure to include a Spanish version of the survey, based on the population mix within this area of County.
 - Consider offering incentives for people who complete the survey
- Ideas for ways to disseminate the survey were also discussed which included using the MPO's, the schools, and other websites. The stakeholders recommended also incorporating non-computer means of marketing the survey, because not everyone has a computer. Other ideas for marketing the survey included:
 - Home owners associations
 - YMCAs
 - Community Centers
 - Religious institutions
 - Paper survey on bus

Next Steps and Next Meeting Date:

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- Broward College, Atlantic Tech College, and the Transportation Department for Broward Public Schools will share the zip codes for their students (if data is readily available) to assist with this study.
- The June PMT meeting, which was scheduled for June 25, 2015, has been cancelled to allow HNTB more time to revise the service design and characteristics based on the compiled input from the educational stakeholders and potentially the survey responses.
- The next meeting (July 23) will be hosted by Coral Springs.
 - Paul will get back to us in regards to the meeting location.