

SR 7 MULTIMODAL IMPROVEMENTS CORRIDOR STUDY

CHAPTER 2: PUBLIC PARTICIPATION SUMMARY FINAL





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SECTION 2.1: INTRODUCTION

A Public Participation Plan (PPP) was prepared for the Broward MPO at the onset of the SR 7 Multimodal Improvements Corridor Study. The purpose of the PPP is to identify the goals and objects for the study's public outreach process and the timeline of public participation activities to be completed. A copy of the PPP is provided in Technical Appendix B.1. This chapter supports the PPP by summarizing the public involvement activities originally outlined in the PPP and undertaken during this study.

SECTION 2.2: SUMMARY OF PUBLIC PARTICIPATION ACTIVITIES

This section summarizes the various public participation activities undertaken for the SR 7 Multimodal Improvements Corridor Study. The public participation activities are organized into the following categories:

- > Communication Tools, which include the various methods used to communicate with the public and stakeholders about this SR 7 study.
- > Public Information Techniques, which includes techniques to provide information to the public and stakeholders about this study and how they can get involved in the study development process.
- > Direct Participation Techniques, which include activities that directly engage participants.

In order to engage the public and stakeholder agencies early in the project, three phases of public outreach were identified in the PP and include:

- > **Informational Phase:** Inform the public and stakeholder agencies of the project's purpose, timeline, and major milestones, as well as how they can get involved and stay informed as the project progresses.
- > **Decision-making Phase:** Identify specific opportunities for the public and stakeholder agencies to provide input at key decision-making points that will affect the development of project deliverables.
- > **Review Phase:** Allow the public to review and provide input on a draft version of the completed product.

The three categories of public participation activities help support the three phases of public outreach to encourage participation from a range of individuals throughout the study.

COMMUNICATION TOOLS

Study Identity

One of the first tasks for this study was to develop a logo to help identify (or brand) the vision or purpose of the project and also to provide a visual identifier for project-related documents and materials. The Project Team worked with Broward MPO staff to develop the study logo (see Figure 2-1).

Figure 2-1: Project Logo



Project Team Contact Tools

Different communication tools have been developed for this project so that anyone interested in getting more information or providing input in the study is able to do so. For those who would like to communicate electronically, a project specific email address (ImproveSR7@tindaleoliver.com) was developed. For those who would like to speak to someone in person or who do not have access to or prefer not to use email, a project specific phone number (954-952-9055) was created. Both the email address and phone line were continually monitored throughout the study by the Consultant.

Contact Database

A contact database was developed at the beginning of the study, initially containing contact information for local stakeholder agencies and organizations. As the project has progressed, the database was continuously updated with email addresses and phone numbers received from outreach participants via the website form, at community information meetings, and through other public engagement activities. Emails containing project-related information were sent to these contacts at specific points during the project.

The following provides the number of contacts added throughout the project to-date:

- > Original list of agencies/organization contacts – 168 email addresses
- > Contacts added from public outreach efforts – 183 cellular telephone numbers and 279 email addresses
- > Total contacts to-date – 630

Not all contacts are unique individuals as the list may contain both an email address and a telephone number for the same person. These are counted separately above because the team may contact that same person via email and telephone strengthening the likelihood of someone reading the project message.

INFORMATION DISTRIBUTION TECHNIQUES

Project Website

The project website (www.ImproveSR7.org) was developed early on and went live in June 2015. In addition to the home page (see Figure 2-2), which outlines the project purpose and highlights upcoming events and other key interest points, the project website contains the following pages:

- > **Project Overview**, which describes the study area, provides the project map and fact sheet, and highlights the email address to submit project-related comments and questions.
- > **Documents**, which provides links to draft and final project documents as they become available for review.
- > **Special Events**, which outlines all of the public outreach events held for this project, with links to meeting summaries and other materials.
- > **Get Involved**, which provides links to project surveys and social media accounts.
- > **Contact Us**, which provides the project email, phone number, and key Project Team members that may be contacted with questions or comments about this project.

Since the project website was launched in June 2015, 692 people have visited the SR 7 study website one or more times, for a total of 1,013 visits as of April 30, 2016.

Figure 2-2: SR 7 Study Website Homepage



Email Campaigns

To-date, the project email campaign has focused on the e-town hall meeting held on November 12, 2015. These emails have been sent to those in the project contact database:

- > On October 27, 2015, an email blast announcing the upcoming e-town hall meeting was sent to the persons in the contact database at that point in time; approximately 35% percent of recipients opened the email. The Project Team also coordinated with South Florida Commuter Services (SFCS) to send the email blast to commuters living in/near the study corridor. SFCS sent the email blast to 3,088 commuters and approximately 42% opened the email. The Project Team also coordinated with the Broward MPO and other agencies and organizations to ask that this and future newsletters/project notices also be forwarded to their internal contact databases.

- > On November 10, 2015, a reminder email notice was sent to persons in the contact database about the upcoming e-townhall meeting; approximately 31% of recipients opened the email.
- > On November 19, 2015, an email was sent to persons in the contact database to thank participants of the e-townhall meeting and to let them know that meeting materials had been posted to the project website. Approximately 25% of recipients opened the email.

On September 21, 2015, the Broward MPO also included information on the project in their third quarter 2015 *Transportation Transformation* newsletter distributed in English and Spanish. The newsletter featured the SR 7 study prominently on the front page.

Text Message Campaigns

Similar to the email campaigns, text messaging was used to reach individuals who had provided their cellular telephone number to the SR 7 team. Prior to the e-townhall meeting on November 2, 2015, a text message was distributed to 158 cellular telephone numbers alerting recipients that they would be receiving a telephone call regarding the e-townhall meeting on November 12 at 7:00 PM.

Business Card and Study Fact Sheet

A study business card and fact sheet were developed and handed out at various meetings and events to provide information to people about this study. The main purpose of these materials was to advertise the website, which provides a central location for all study-related information and materials.



DIRECT PUBLIC PARTICIPATION TECHNIQUES

This section documents the direct public outreach techniques employed for this project.

Transit Intercept Survey

Between August 17 and August 26, 2015, pairs of surveyors stood at previously identified SR 7 Hot Spots within the study area. Surveyors approached patrons waiting for the bus, disembarking from the bus, walking through the corridor, or biking through the corridor and requested that they take a voluntary survey. Most respondents were waiting for the bus when they completed the survey. A total of 1,143 surveys were collected. While the information collected from this survey was used in the technical analysis of this project, this survey effort also provided the opportunity to hand out the project business card and fact sheet to inform survey participants about this study and where they could find additional information and notices about upcoming opportunities to participate. Table 2-1 identifies the location of the intercept surveys and number of surveys collected at each location. See Technical Appendix A.2 for the survey data collected.

Table 2-1: Intercept Survey Locations

Intersection	Working Group (City)	# Surveys Collected
Atlantic Boulevard	North (Margate)	28
Sample Road	North (Margate, Coral Springs, Coconut Creek)	28
Pembroke Road	South (West Park, Miramar, Hollywood)	45
Johnson Street	South (Hollywood)	55
Hollywood Boulevard	South (Hollywood)	57
Kimberly Boulevard	North (North Lauderdale/Margate)	71
Riverland Road	Central (Fort Lauderdale)	73
Commercial Boulevard	Central (Tamarac)	74
Sheridan Street	South (Hollywood)	79
Lauderhill Mall	Central (Lauderhill)	82
Davie Boulevard	Central (Fort Lauderdale, Plantation, Broward County)	83
Stirling Road	South (Hollywood, Seminole Tribe)	89
Broward Boulevard	Central (Plantation)	95
Hallandale Beach Boulevard	South (West Park, Miramar)	103
Oakland Park Boulevard	Central (Lauderdale Lakes)	181
Total		1,143

Online Survey

A survey was provided on the project website to gauge information about the travel habits and insights of persons who use SR 7 to drive, walk, bike, or by bus who might otherwise not participate in various project activities. As of April 30, 2016, 43 persons have completed the survey. The online version provided the opportunity for those individuals who learn about the project through community meetings to participate in the survey.

Community Information Meetings and Comment Cards

Community information meetings are one of the primary methods for engaging the public and informing them about the SR 7 corridor study. Completed Community Information Meetings, including estimated attendance are summarized in Table 2-2. Following each community meeting, a summary was prepared by the project team and posted to the project website.

Table 2-2: Summary of Completed Community Meetings

Organization	Working Group (City)	Meeting Date	Estimated Attendance
Broward Schools Facility Planning and Real Estate Development	Central (Fort Lauderdale)	Feb. 11, 2016	5-10
Broward College Student Life and Dev.	North (Coconut Creek)	Jan. 21, 2016	5-10
Ascension Peace Presbyterian Church	Central (Lauderhill)	Jan. 13, 2016	20-25
Kiwanis Club	Central (Lauderdale Lakes)	Jan. 12, 2016	15-20
Broward Estates Civic Association	Central (Lauderhill)	Jan. 12, 2016	15-20
Davie-Cooper City Chamber of Commerce	South (Davie)	Jan., 7, 2016	8-12
Plantation Gateway Advisory Board	Central (Plantation)	Dec. 1, 2015	N/A
SR 7 Smart Growth Partnership	Central (Fort Lauderdale)	Nov. 24, 2015	N/A
Hollywood Gardens West Civic Assoc.	South (Hollywood)	Sept. 10, 2015	10-15
Broward Estates Civic Association	Central (Lauderhill)	Sept. 8, 2015	15-20
Saint George Civic Association	Central (Lauderhill)	Sept. 8, 2015	10-15
Johnson Street Business District	South (Hollywood)	Aug. 12, 2015	10-15

Comments cards were distributed at each community meeting, providing the opportunity for people to provide comments or ask questions. Persons completing the comment cards could indicate whether they wanted a Project Team member to contact them regarding the SR 7 study. All persons who requested contact were either called or emailed back to discuss their question/comments. In several instances, feedback received from the community information meetings was forwarded to different agencies, such as various cities or BCT for consideration, as appropriate.

E-Townhall Meeting

An e-townhall meeting was held on Thursday, November 12, 2015. from 7:00 to 8:00 PM. The meeting began with an introduction of the study and moved to a question and answer session where interested parties asked questions of the panel. The panel included representatives from the Broward MPO, BCT, and FDOT District 4.

Just over 20,000 people within the SR 7 study area received a phone call for this e-townhall meeting. Statistics related to overall participation include:

- > 2,347 people accepted the call to participate.
- > At one point there were 451 people participating at once.
- > A total of 346 people participated for longer than 5 minutes with an average call time of 37.5 minutes.
- > The event concluded with 181 people on the phone.
- > An additional 18 people participated via the website and 3 people participated at the designated listening location (Plantation City Hall).

- > During the event, 10 people asked their question live and the panel answered several other questions that were submitted ahead of the event.

During the e-townhall meeting, a five-question poll was also conducted. The results of the polling questions are summarized in Figure 2-3 through Figure 2-7.

Figure 2-3: Polling Question #1—Is this your first time participating in a meeting where the SR 7 multimodal improvements corridor study is being discussed?

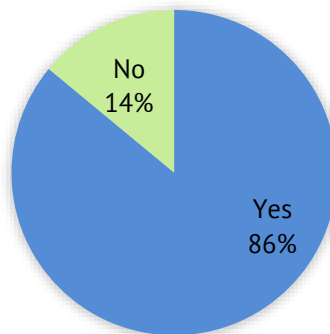


Figure 2-4: Polling Question #2—Have you visited the project website yet?

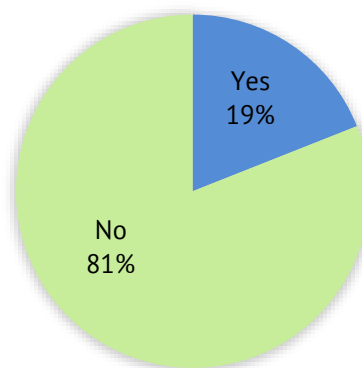


Figure 2-5: Polling Question #3—How did you find out about this meeting?

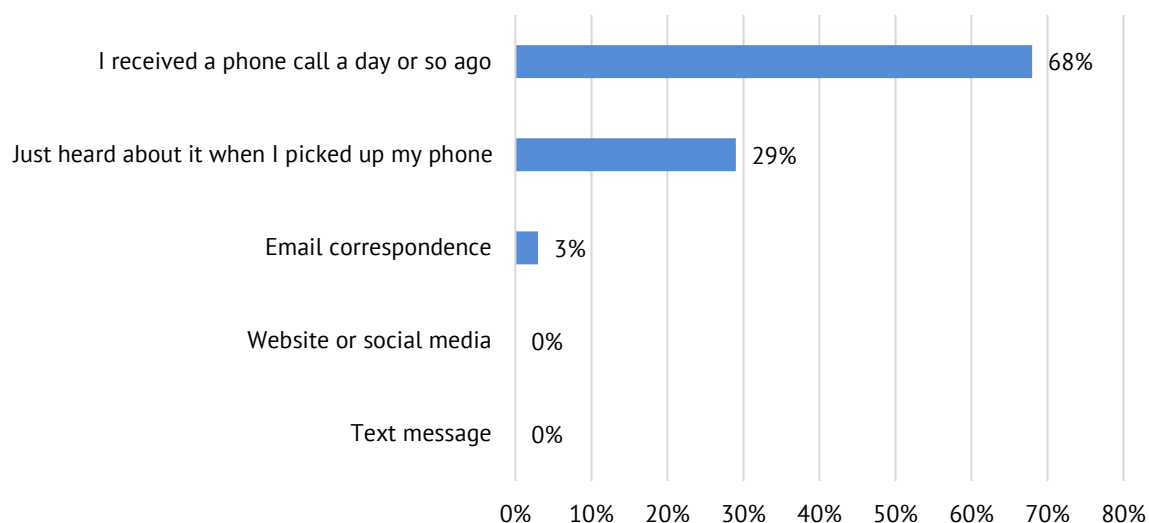


Figure 2-6: Polling Question #4—Where do you live?

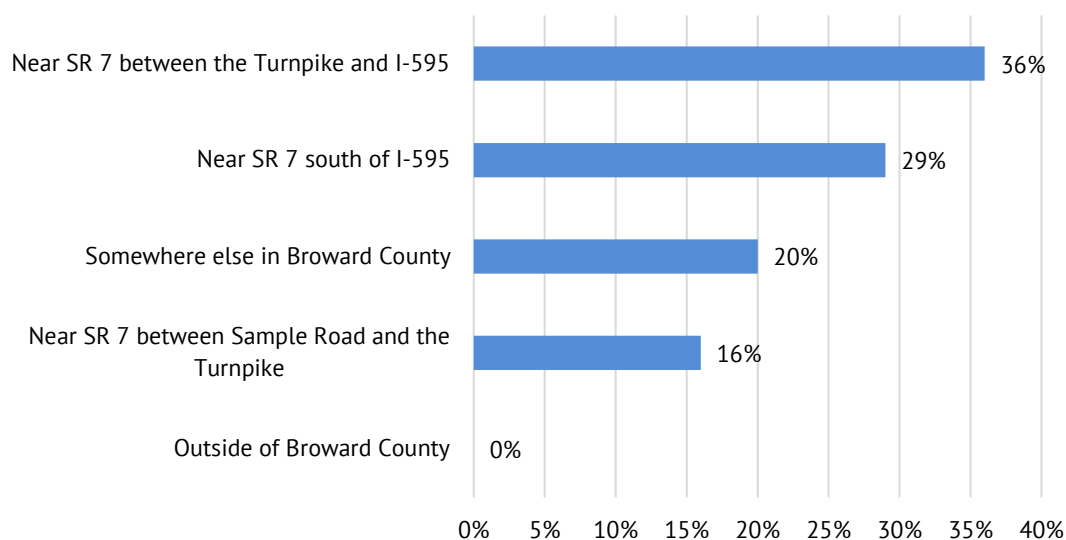
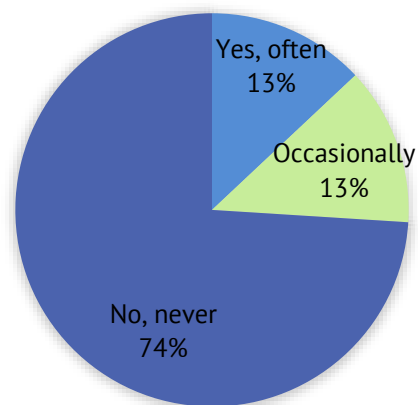


Figure 2-7: Polling Question #5—Do you use transit along SR 7?



A summary of the polling results, and full audio recording of the e-townhall meeting was also provided on the project website.

Project Advisory Committee and Working Group Meetings

As previously mentioned, in Chapter 1, the PAC was formed to provide a forum for partner agencies to be involved in the SR 7 corridor study process. There are 15 municipalities and the Seminole Nation within the corridor study area, so it is not feasible to include representatives of all on the PAC; therefore, Working Groups of municipal and tribal representatives were also formed to complement the PAC and provide the opportunity for the different municipalities and the Seminole Tribe of Florida to be involved in and coordinate during the SR 7 corridor study process. Table 2-3 summarizes the PAC and Working Group meetings that occurred as part of this study.

Table 2-3: Summary of PAC and Working Group Meetings

PAC/Working Group	Meeting Date
Central Working Group	May 26, 2016
Southern Working Group	May 26, 2016
Northern Working Group	May 24, 2016
PAC Meeting	May 20, 2016
Northern Working Group	January 27, 2016
Central Working Group	January 28, 2016
Southern Working Group	January 28, 2016
PAC Meeting	January 19, 2016
PAC Meeting	July 22, 2015
PAC Meeting	June 9, 2015
Northern Working Group	April 30, 2015
Central Working Group	April 30, 2015
Southern Working Group	April 29, 2015
SR 7 Joint Project Advisory Committee - Working Group	March 30, 2015

Broward MPO Board/Committees and City Commission Briefings

In addition to the PAC and Working Group meetings, presentations to the Broward MPO Technical Coordinating Committee (TCC) and Community Information Roundtable (CIR) were held mid-way through the study. Towards the end of the study, a series of presentations to the various Town/City Commissions were held to review the project recommendations within each jurisdiction. Following the Town/City Commission Briefings, the results of the study were presented to the Broward MPO Committees and to the Broward MPO Board for final review and approval.

Table 2-4 summarizes the presentations made to the Broward MPO Board/Committees and Town/City Commission meetings that occurred as part of this study. All meetings listed in the table were noticed per Florida Statutes and on the Special Events page of the project website and open to the public.

Table 2-4: Summary of Presentations

Agency	Meeting Date
Coral Springs City Commission Meeting	July 27, 2016
Broward MPO Board	July 7, 2016
Broward MPO TCC	June 22, 2016
Broward MPO CIR	June 22, 2016
Fort Lauderdale City Commission	June 21, 2016
Margate City Commission	June 15, 2016
North Lauderdale City Commission	June 14, 2016
Coconut Creek City Commission	June 9, 2016
Plantation City Commission	June 8, 2016
Town of Davie Commission	June 8, 2016
West Park City Commission	June 1, 2016
Town of Pembroke Park Commission	June 1, 2016
Hollywood City Commission	June 1, 2016
Lauderdale City Commission	May 16, 2016
Broward MPO TCC	November 18, 2015
Broward MPO CIR	November 18, 2015

SECTION 2.3: PUBLIC PARTICIPATION EVALUATION

MID-PROJECT PUBLIC PARTICIPATION EVALUATION

Within the PPP, evaluation measures were identified to gauge the effectiveness of the public involvement activities. A mid-project public involvement evaluation was conducted in January 2016 based on the identified evaluation measures. These evaluation measures primarily used the ZIP code data collected to ensure that participation in the environmental justice (EJ) target areas identified in the PPP was occurring.

At the time of the mid-project evaluation, 878 home ZIP codes had been collected from various public outreach activities, with 646 of those associated with ZIP codes within or adjacent to the study area. It should be noted that not everyone that who attended a community outreach event provided contact information or ZIP code information. Only the valid/legible ZIP codes provided by participants were analyzed.

Based on mapping the collected ZIP codes compared to the EJ target areas identified in the PPP, participation in the EJ target areas appears to a higher percentage of the total participation, indicating that persons in these areas were being reached through the outreach plan. The results of the mid-project public involvement evaluation is documented in Technical Appendix B.2 Since the mid-project evaluation indicated that persons in the EJ areas were being reached no significant changes to the original PPP was made.

FINAL PUBLIC INVOLVEMENT EVALUATION

This chapter serves to document all public outreach activities undertaken during this study. Table 2-5 summarizes the estimated number of contacts made through these various activities. As shown, it is estimated that approximately 7,350 contacts were made through this study, many of which resulted in the receipt of direct feedback by the Project Team.

Table 2-5: Estimated Number of Persons Reached

Public Outreach Activity	Estimated Number of Contacts
Email Campaigns ⁽¹⁾	3,500+
Text Message Campaigns	183
Transit Intercept Survey	1,143
Online Survey	43
Community Meetings	115+
E-townhall Meeting ⁽²⁾	2,368
PAC and Working Group Participants & Observers	Varies
MPO and Town/City Commission Presentations	Varies
Total	7,350+

Notes:

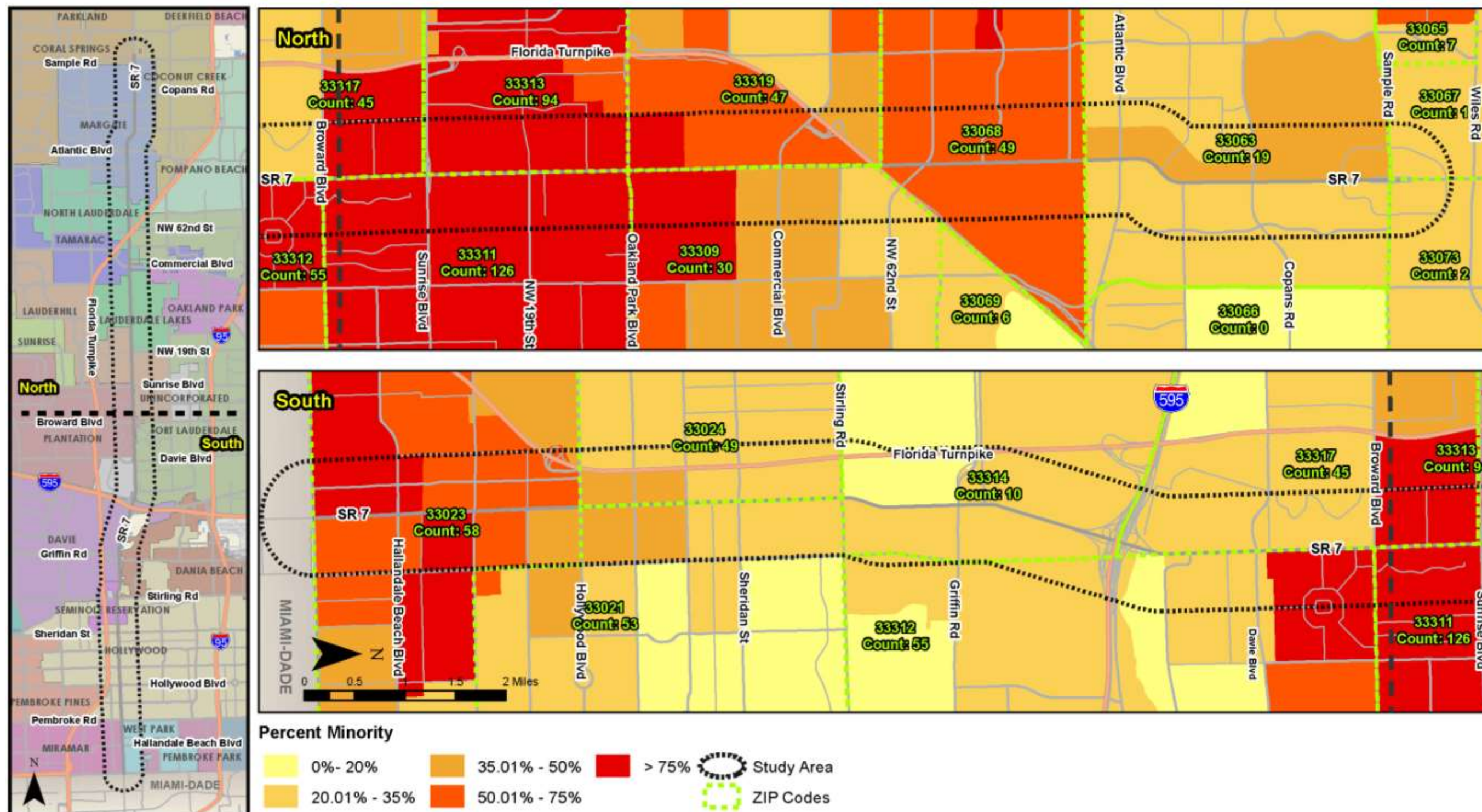
1. Includes emails sent to contacts in the study contact database and also study emails forwarded by other agencies, including SFCS and the Broward MPO.
2. Includes the number of people that accepted the phone call to participate, plus the 21 people that participated online and in person.

The majority of the direct involvement outreach activities took place prior to the mid-project evaluation. Since that time, participation from an additional five ZIP codes occurred and the final tally of ZIP codes collected against each environmental justice target area are presented in Maps 2-1 through 2-5.

PPP GOALS AND OBJECTIVES EVALUATION

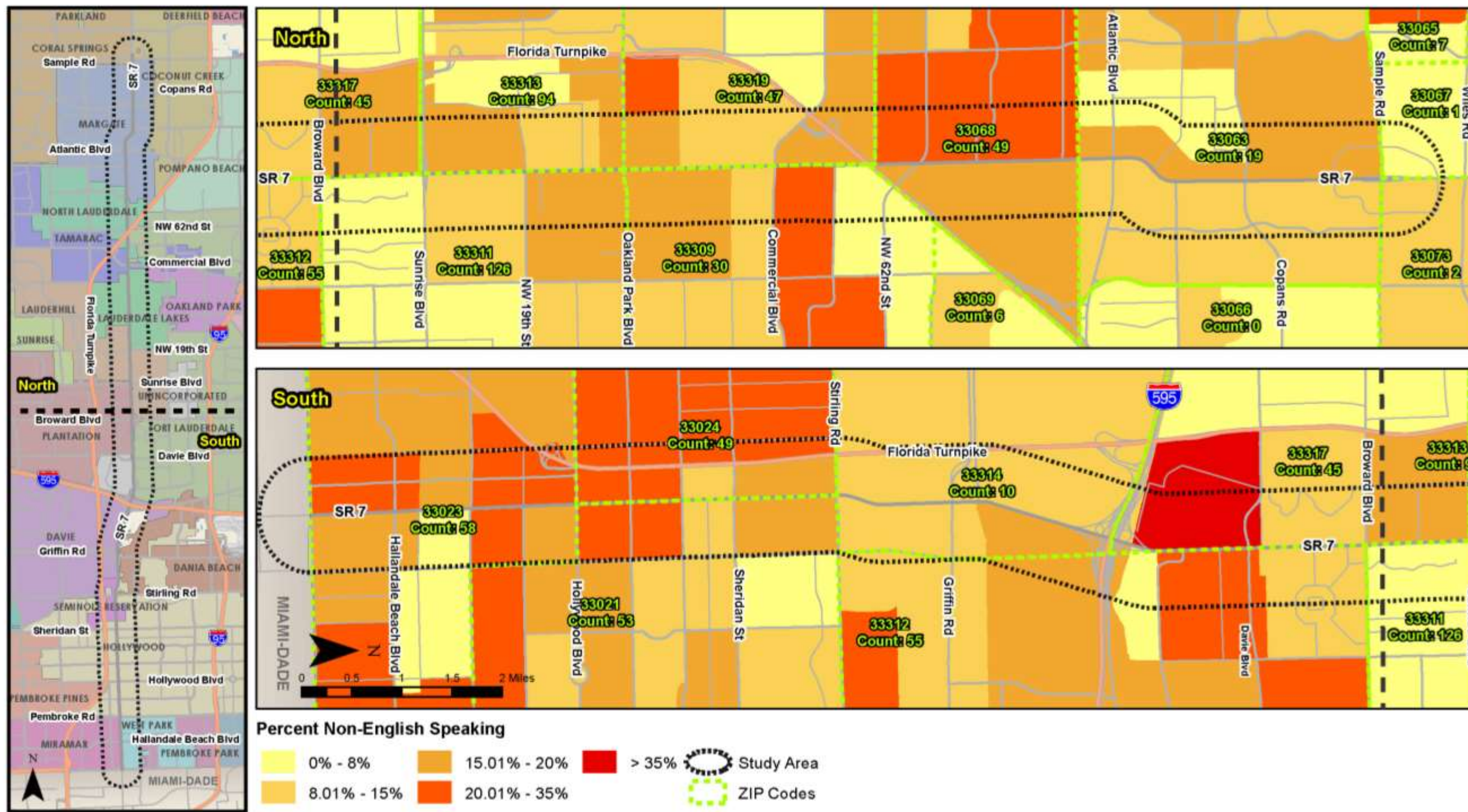
As part of the PPP, four goals and associated evaluation measures pertaining to the public participation and outreach process for the SR 7 Multimodal Improvement Corridor Study were identified. At the conclusion of the study, each evaluation measure was assessed. The results of this evaluation are summarized in Table 2-6.

Map 2-1: ZIP Code Count vs. Percent Minority Population



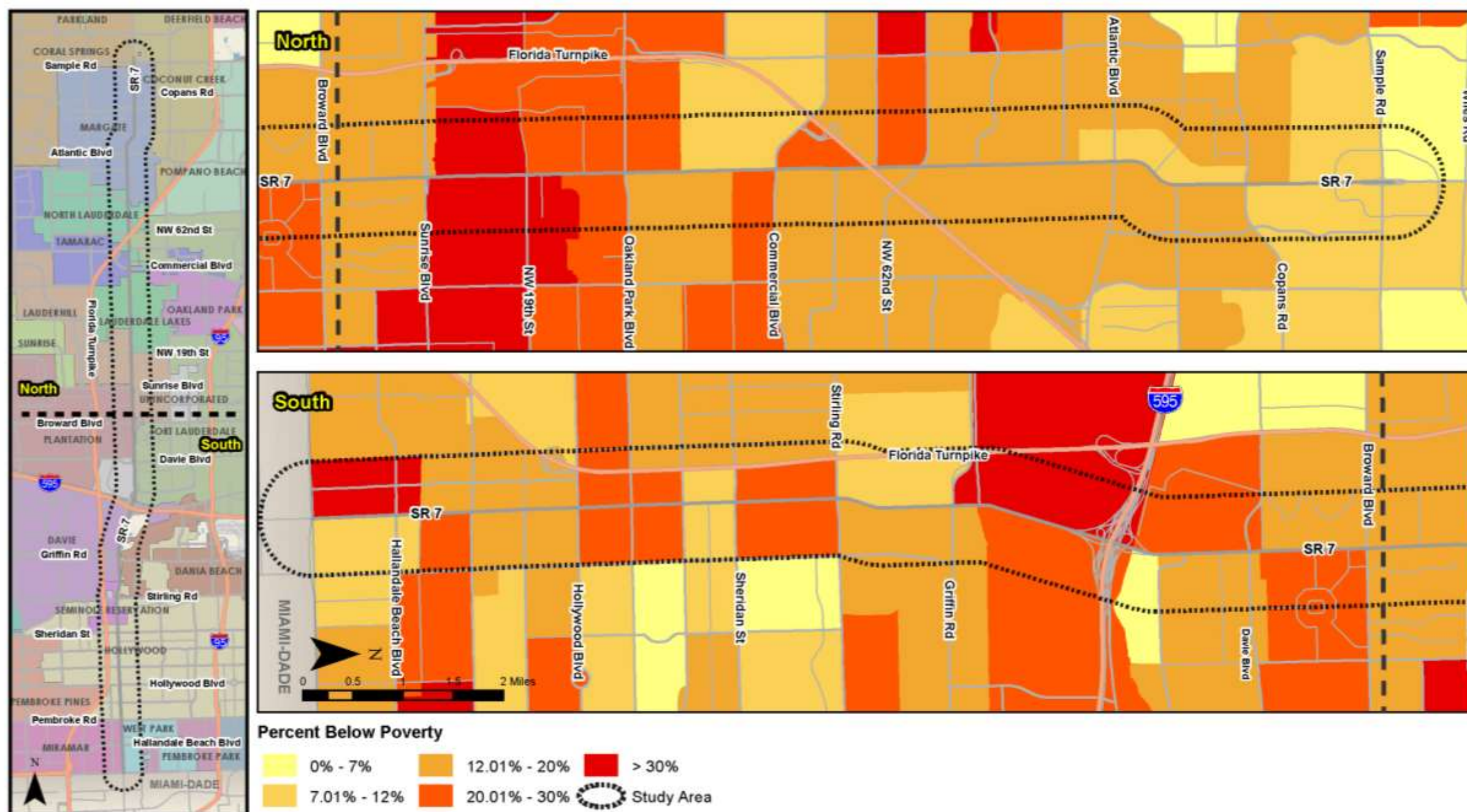
Source: U.S. Census Bureau, 2010 Summary File 1

Map 2-2: ZIP Code Count vs. Percent Non-English Speaking Population



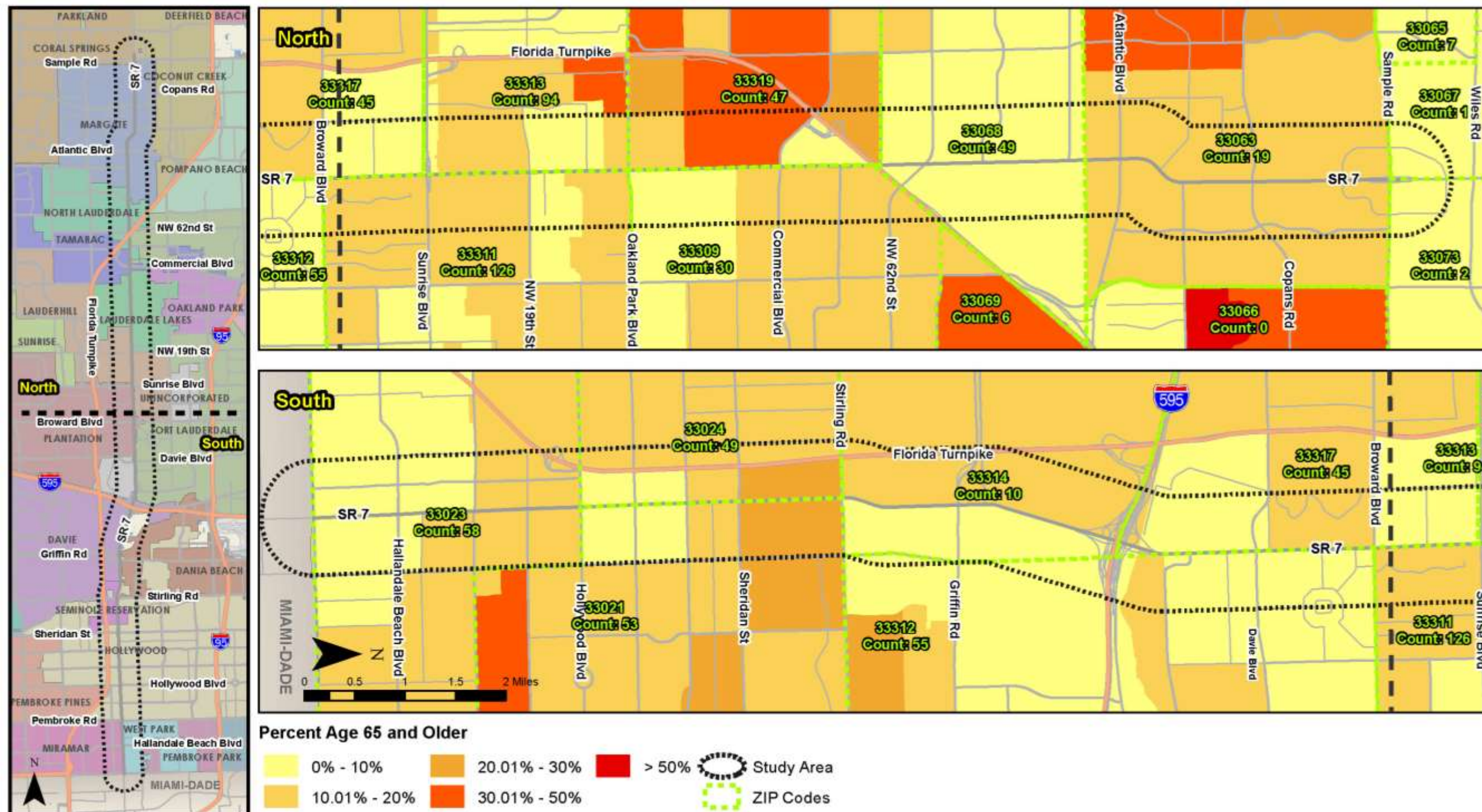
Source: U.S. Census Bureau, Five-Year 2013 American Community Survey

Map 2-3: ZIP Code Count vs. Percent of Population Below the Poverty Threshold



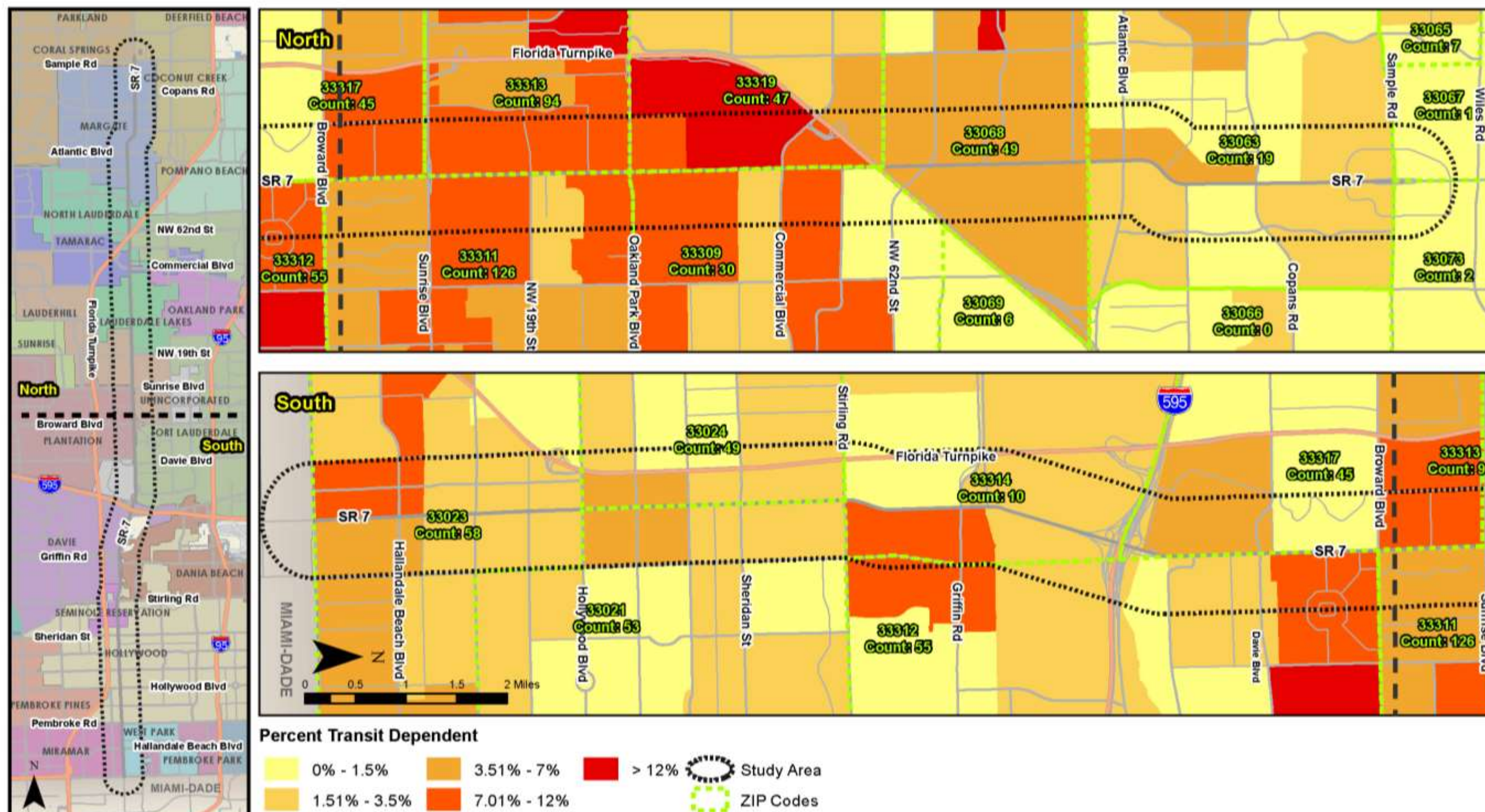
Source: U.S. Census Bureau, Five-Year 2013 American Community Survey

Map 2-4: ZIP Code Count vs. Population Age 65+



Source: U.S. Census Bureau, 2010 Summary File 1

Map 2-5: ZIP Code Count vs. Transit Dependent Population



Source: U.S. Census Bureau, Five-Year 2013 American Community Survey

Table 2-6: Evaluation of Public Involvement Goals and Strategies

Public Involvement Goal	Strategy	Evaluation Measure
<p>Goal 1: Early and Consistent Involvement Involve the public and stakeholder agencies early and regularly in project by engaging them during each of the three (3) key phases of involvement.</p>	<ul style="list-style-type: none"> > Conduct a variety of public involvement and outreach activities to provide opportunities during Information, Decision-Making, and Review phases. > Increase number of individuals providing input and requesting information as project progresses through each phase. 	<ul style="list-style-type: none"> > Catalog number and type of public involvement activities. Status: Completed > Catalog number of participants in both surveys and at physical meetings on a monthly basis throughout project. Status: Completed
<p>Goal 2: Opportunity Provide all citizens and interested stakeholder agency groups with opportunity to participate in all phases of public involvement process for project, including traditionally under-represented populations.</p>	<ul style="list-style-type: none"> > Provide multiple opportunities for input so those who cannot attend a meeting or activity can still provide input via the webpage or a secondary forum. > Identify groups early in process during initial compilation of the Community Stakeholder Database. > Provide key marketing materials in English, Spanish, and Creole, as appropriate. > Provide bilingual staff members at meetings where needed. > Provide language translation function on project webpage. 	<ul style="list-style-type: none"> > Request ZIP codes from all public involvement participants to analyze participant location for EJ purposes. Update map of participant ZIP codes bi-monthly to determine if efforts need to be adjusted to increase participants from EJ and other specific geographic areas. Status: Completed

Public Involvement Goal	Strategy	Evaluation Measure
<p>Goal 3: Information and Communication Provide all citizens and interested stakeholder agency groups with clear, timely, and accurate information relating to project as it progresses.</p>	<ul style="list-style-type: none"> > Provide information at regular intervals via project webpage and other means. > Provide summaries of technical information in format easily understood by public. > Make information available to public at Broward MPO office for individuals who do not have access to the project webpage (e.g., printed copies of newsletters, presentations). Provide project information at local public libraries within close proximity to the corridor. > Provide project information to all Working Group representatives to display in their communities. 	<p>> Provide comment forms for participants to submit in writing (available at meetings or Broward MPO office) or via webpage during project process to determine if adjustments should be made to improve public involvement process or better engage participants. Status: Completed</p>
<p>Goal 4: Range of Techniques Use a broad spectrum of techniques to gather input from a diverse population within project area.</p>	<ul style="list-style-type: none"> > Employ techniques identified in PPP to provide a broad range opportunities, including webpage, meetings, printed materials, and alternative media formats as supported by project. 	<p>> At conclusion of project, conduct assessment of public involvement process to determine and demonstrate:</p> <ul style="list-style-type: none"> - How each public involvement goal was met Status: Completed - Participation from EJ areas Status: Completed - Effectiveness of the public involvement process from participant perspectives using feedback obtained during the process and the post-project survey - Status: Completed