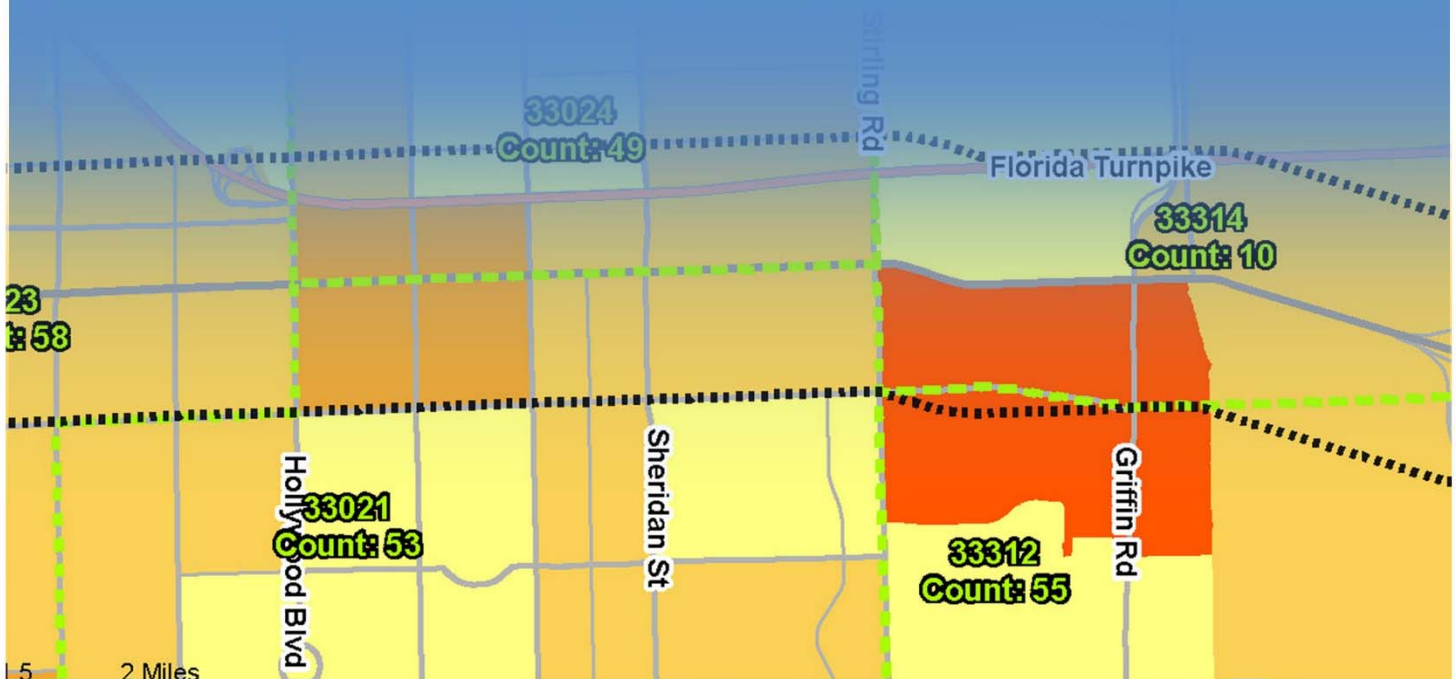


SR 7 MULTIMODAL IMPROVEMENTS CORRIDOR STUDY

# TECHNICAL APPENDIX B.1: PUBLIC PARTICIPATION PLAN





For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact:  
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(954) 876-0036 or [ryanc@browardmpo.org](mailto:ryanc@browardmpo.org)



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## PURPOSE AND OVERVIEW

This Public Participation Plan<sup>1</sup> (PPP) guides the public participation on the State Road (SR) 7 Multimodal Improvements Corridor Study. The PPP is developed at the beginning of the study and provides a blueprint for the MPO to follow to gather public comments on the study area, study process, and recommendations. As the study progresses, adjustments to the plan may be necessary to ensure that the optimum public input is received.

The PPP details how, from whom, and when information will be gathered. It also provides guidance on how the Project Team will evaluate the success of its study's public outreach.

This project-related PPP is consistent with the principles and objectives of the Broward Metropolitan Planning Organization's (Broward MPO) broader PPP:

- > **Inform** the public of project-related meetings and other relevant events to help the public to understand their role in the decision-making process.
- > **Involve** the public by providing opportunities early and often in the project process.
- > **Include** all communities affected by the project.
- > **Improve** the public involvement process based on benchmark assessments and public feedback.

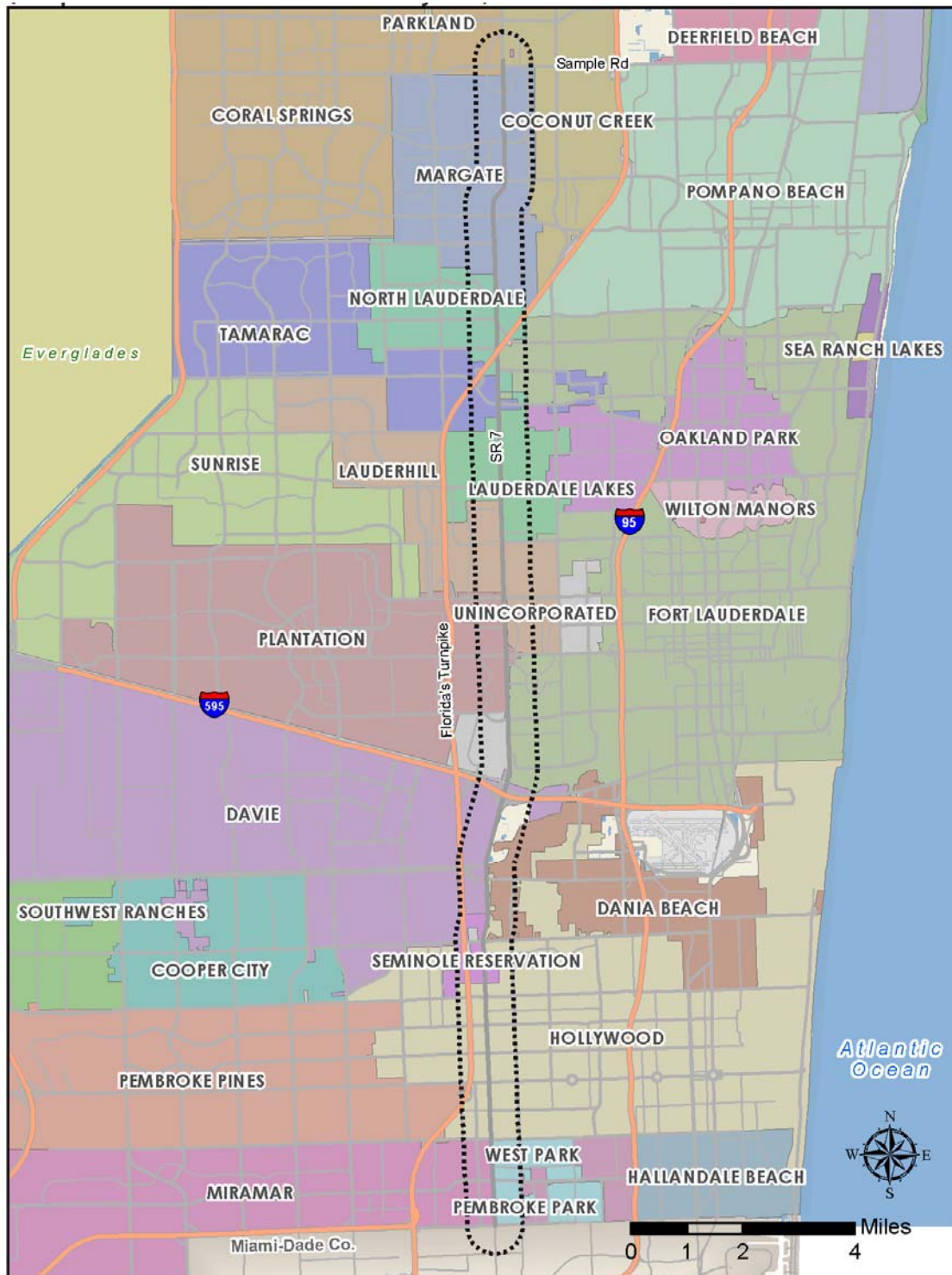
## STUDY AREA

The project study area is a one mile wide corridor centered along SR 7 from the Broward County/Miami-Dade County line to Sample Road, as shown in Map 1. The project impacts 15 municipalities, Broward County, and the Seminole Tribe of Florida.

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<sup>1</sup>For definitions of terms and acronyms, please see the SR 7 Multimodal Improvements Corridor Study Glossary published at [www.ImproveSR7.org](http://www.ImproveSR7.org).

Map 1: Study Area



## STUDY OBJECTIVES

Objectives of the SR 7 Multimodal Improvements Corridor Study include the following, which may be modified by the Project Advisory Committee (PAC) as the study moves forward:

- > Identify congestion mitigation and safety improvements.
- > Enhance driver, transit rider, bicyclist, and pedestrian experience.
- > Develop short-term multimodal improvements for immediate implementation.
- > Identify longer-term improvements for project development.
- > Be consistent with environmental regulations.

## DECISION-MAKING FRAMEWORK, ROLES, AND RESPONSIBILITIES

The following four (4) groups are responsible for the successful outcome of the SR 7 Multimodal Improvement Corridor Study, including the public participation component:

- > Project Team
- > Project Advisory Committee
- > Working Group
- > Broward MPO Board



### PROJECT TEAM

The Project Team is made up of representatives from the Broward MPO, the Florida Department of Transportation (FDOT), and the consultant team, led by Tindale Oliver, which has been contracted by the MPO and FDOT to assist with this project. MPO and FDOT staff oversee the consultant team and provide direction as needed.

### PROJECT ADVISORY COMMITTEE

The PAC provides technical review and overall guidance for the study. It is responsible for reviewing and responding to information provided by the Project Team and provides recommendations to the Broward MPO Board concerning adoption and implementation of the study.



Members of the PAC include MPO staff, FDOT staff, and representatives from other stakeholder agencies such as regional transit providers, Broward County, and the Miami-Dade MPO. The PAC

also assists with public outreach with the project and actively helping to promote public involvement.

The PAC is anticipated to hold a total of seven (7) meetings, all of which will be open to the public and advertised on the Broward MPO website. The meetings are displayed in Table 1.

**Table 1: Planned PAC Meetings**

Meeting	Meeting Discussion/Review Topics
#1	Joint PAC/Working Groups meeting to review project objectives, scope, and schedule and problem statement, goals, and objectives
#2	Draft report Chapter #1 (purpose & need statement, performance measures & monitoring methodology), study area confirmation, data collection summary and outstanding data needs; draft public participation plan
#3	Summary of municipal issues and objectives, congestion and safety “hot spot” identification, and transportation analysis methodology report
#4	Task 5 technical reports, discussion of Task 6 methodology/approach
#5	Task 6 technical reports, discussion of Task 7 (project prioritization system)
#6	Task 7 deliverables (implementation plan, monitoring system report)
#7	Joint PAC/WG meeting to finalize implementation plan and commit to follow-up action items

## WORKING GROUPS

Three (3) Working Groups have been established for the SR 7 study based on geography and include representatives from 15 municipalities, Broward County, and the Seminole Tribe of Florida. Working Group members are expected to provide input regarding their jurisdiction and to assist with public outreach.

To accomplish this, three (3) rounds of meetings will be held with the Working Groups: at the beginning, middle, and end of the project. The Working Groups will conduct the following tasks:

- > Identify areas of concern and upcoming projects on the corridor.
- > Review and comment on transportation and land use analysis findings.
- > Endorse or voice concerns related to proposed recommendations.





The Working Groups will be organized as described in Table 2.

**Table 2: Working Groups**

South	Central	North
West Park	Fort Lauderdale	North Lauderdale
Pembroke Park	Plantation	Margate
Hollywood	Lauderhill	Coral Springs
Miramar	Lauderdale Lakes	Coconut Creek
Dania Beach	Tamarac	Seminole Tribe of Florida
Davie	Broward County	
Seminole Tribe of Florida		

## BROWARD MPO BOARD

The Broward MPO Board is a policymaking board made up of 19 voting members, including three (3) Broward County Commissioners and representatives from the South Florida Regional Transportation Authority/Tri-Rail (SFRTA) and the Broward County School Board.

At least two (2) presentations will be made to the Broward MPO Board during the course of this study. The first presentation will be midway through the project and will provide an overview of the project and a synopsis of critical issues. The second will be after the draft report is complete. The timing of these presentations may be adjusted based on the needs of the project. At the conclusion of the study, the Broward MPO Board will be asked to approve the recommendations developed for the SR 7 Multimodal Improvement Corridor Study.

At these presentation meetings, the public will be able to share their comments on this study directly to the Broward MPO board. The Broward MPO meets on the second Thursday of every month, and meetings are open to the public.

Presentations also will be made to the Broward MPO’s Technical Coordinating Committee (TCC) and Community Involvement Roundtable (CIR).

## PUBLIC PARTICIPATION GOALS

Four (4) goals pertaining to the public participation and outreach process for the SR 7 Multimodal Improvement Corridor Study were identified.

## GOAL 1: EARLY AND CONSISTENT INVOLVEMENT

Involve the public and stakeholder agencies early in the project by engaging them during each of the three (3) key phases of involvement:

- > **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.

## GOAL 2: OPPORTUNITY

Provide all citizens and interested stakeholder agency groups with the opportunity to participate in all phases of the public involvement process, with a focus on ensuring traditionally under-represented or under-served populations were engaged.

## GOAL 3: INFORMATION AND COMMUNICATION

Provide all citizens and interested stakeholder agency groups with clear, timely, and accurate information relating to the project as it progresses.

## GOAL 4: RANGE OF TECHNIQUES

Use a broad-spectrum of techniques to gather input from a diverse population within the project area. To ensure that the above goals are met, a wide range of public involvement and outreach techniques (such as webpages and community events) is proposed for use during the course of the SR 7 Multimodal Improvement Corridor Study.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal funds. In addition to consideration of minority and low-income persons required by Title VI, environmental justice (EJ) also takes into account other groups of traditionally under-represented or under-served populations, such as aging populations and transit-dependent persons, in the transportation decision-making processes.

## ENVIRONMENTAL JUSTICE AREAS

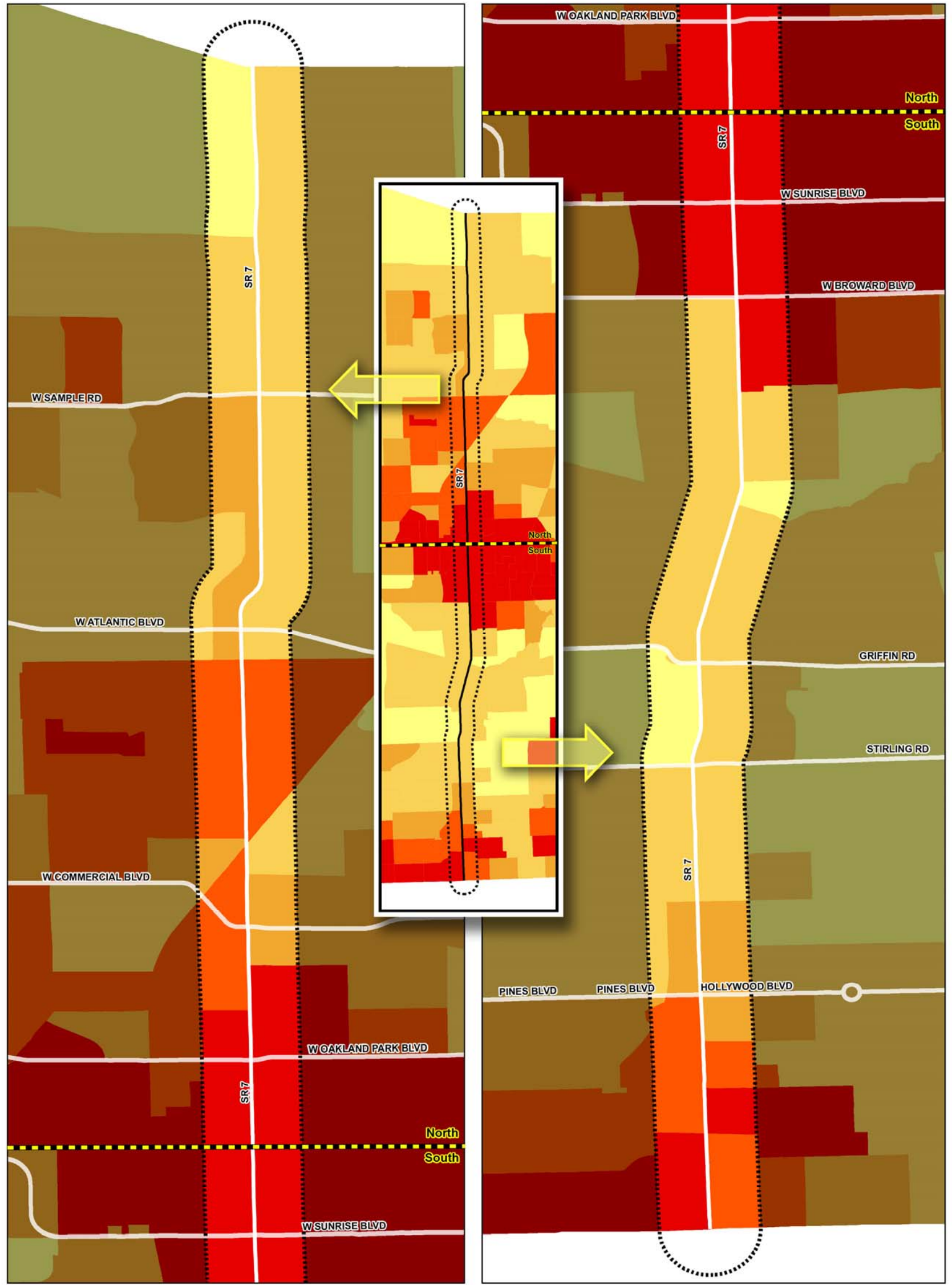
The study area includes the areas one-half mile east and west of SR 7 between the Broward/Miami-Dade County Line and Sample Road and 0.5 miles to the north and 0.5 miles to the south of the corridor. To determine the EJ areas within the corridor study area, five (5) socio-economic variables from the U.S. Census Bureau's American Community Survey (ACS) were analyzed:

- > Percent of minority population: percentage of the population that does not identify as Caucasian
- > Percent of transit-dependent population (age 16 and over): percentage of population age 16 and over who use public transportation (excluding taxicab) to get to work.
- > Percent of population below the poverty line: percentage of population determined by the U.S. Census Bureau based on the analysis of income accrued over a 12-month period.
- > Percent of population age 65 and over: percentage of population age 65 or older.
- > Percent of population that does not speak English: percentage of people who identified as speaking English "less than very well."

Within the study area, ZIP codes with higher concentrations of minority, transit-dependent, low-income, older adult, and non-English speaking populations will be identified as EJ areas. These areas are shown in Maps 2 through 6.

Throughout the project, participants in public outreach activities will be asked to provide their residential ZIP codes. Participation from these ZIP codes will be analyzed periodically by the Project team to determine participation levels in the EJ areas versus the corridor as a whole to determine if outreach activities have been effective in reaching individuals living in these areas. If participation from persons in the EJ areas appears to be disproportionately low, the Project Team will implement a process to improve participation. For example, if there is significantly less participation in a transit-dependent EJ area, one or more smaller community meetings within that immediate area may be held so participants will not have to travel as far to be involved. The Project Team will work with the local Working Group representatives to identify meeting locations that will assist in improving participation from these groups.

Map 2: Minority Environmental Justice Areas

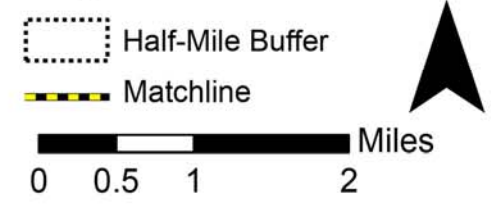


**Percent Minority Population by Tract**

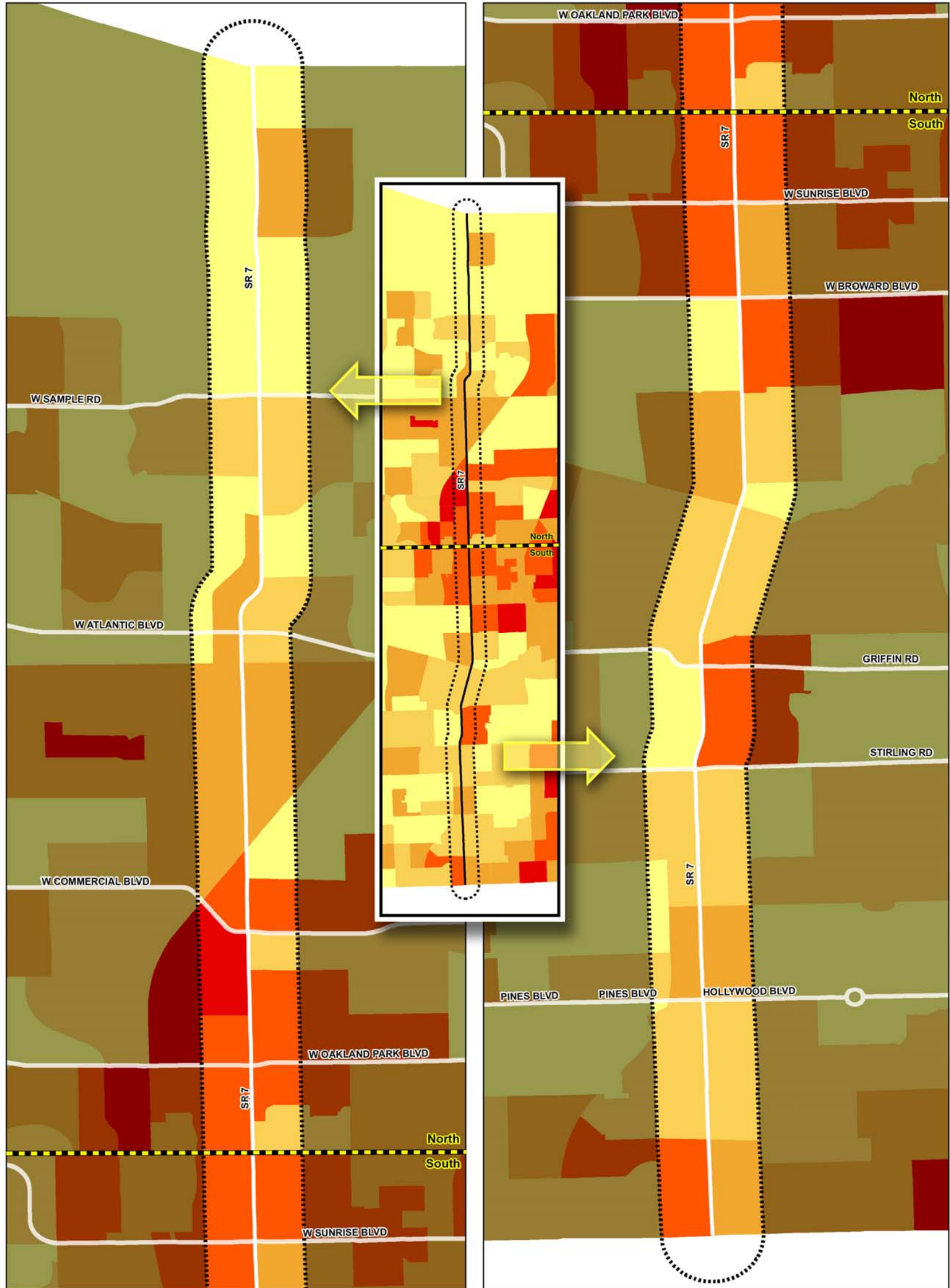


Source: U.S. Census Bureau, 2010 Summary File 1

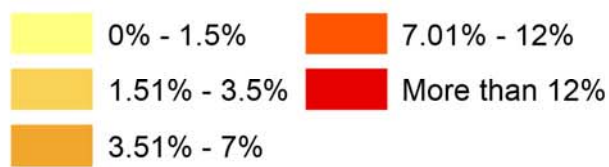
**Legend**



Map 3: Transit-Dependent Environmental Justice Areas

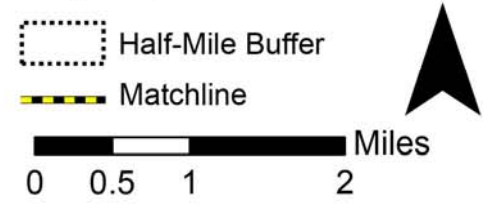


**Percent Population Transit Dependent by Tract**

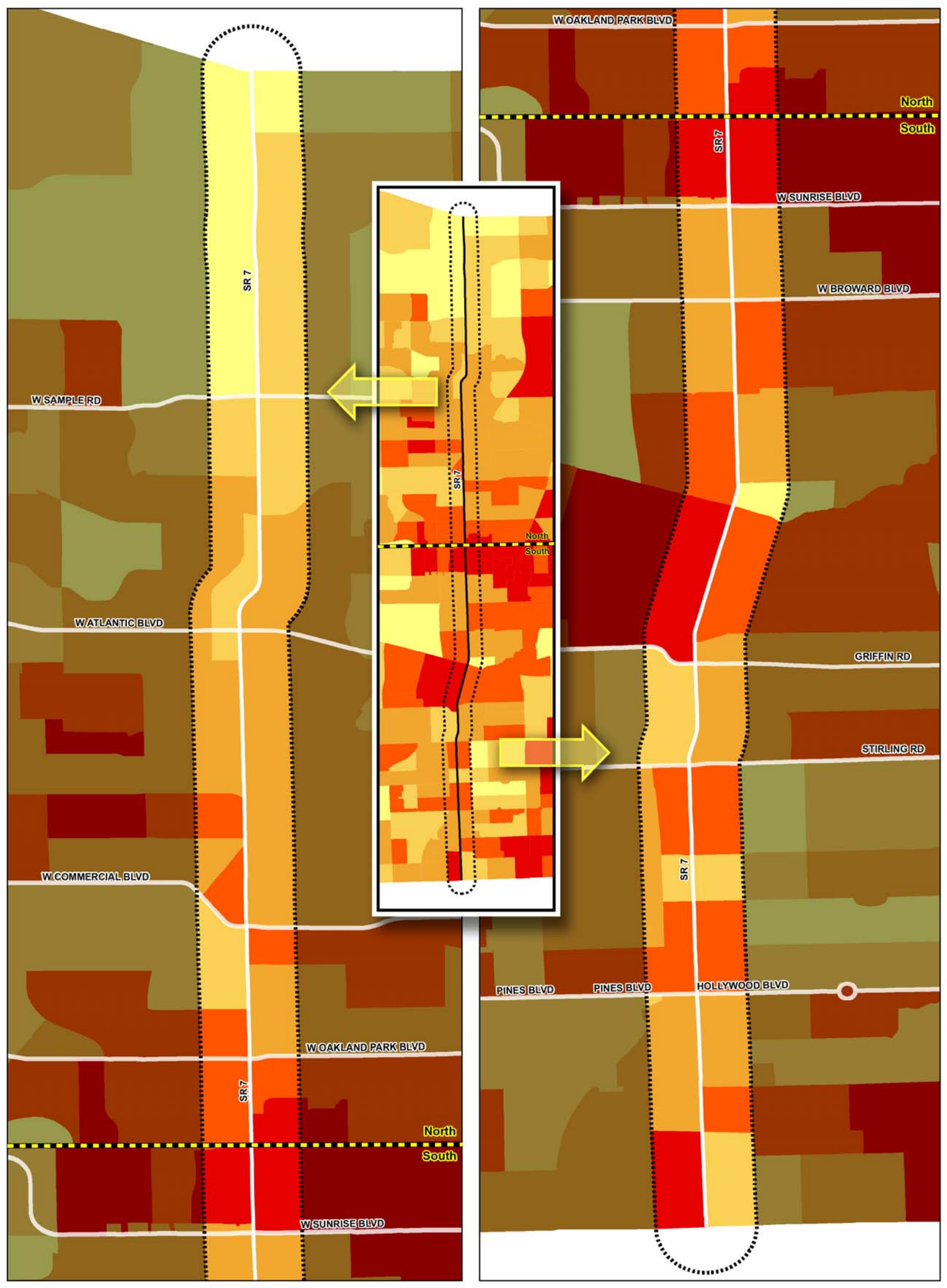


Source: U.S. Census Bureau, Five-Year 2013 American Community Survey

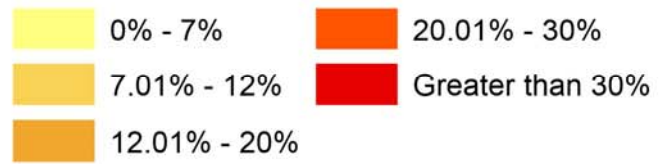
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Map 4: Low-Income Environmental Justice Areas

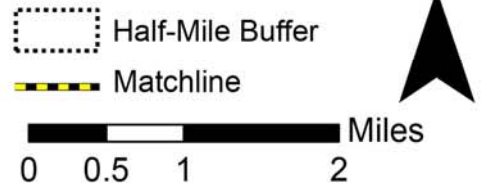


**Percent Population Below Poverty by Tract**

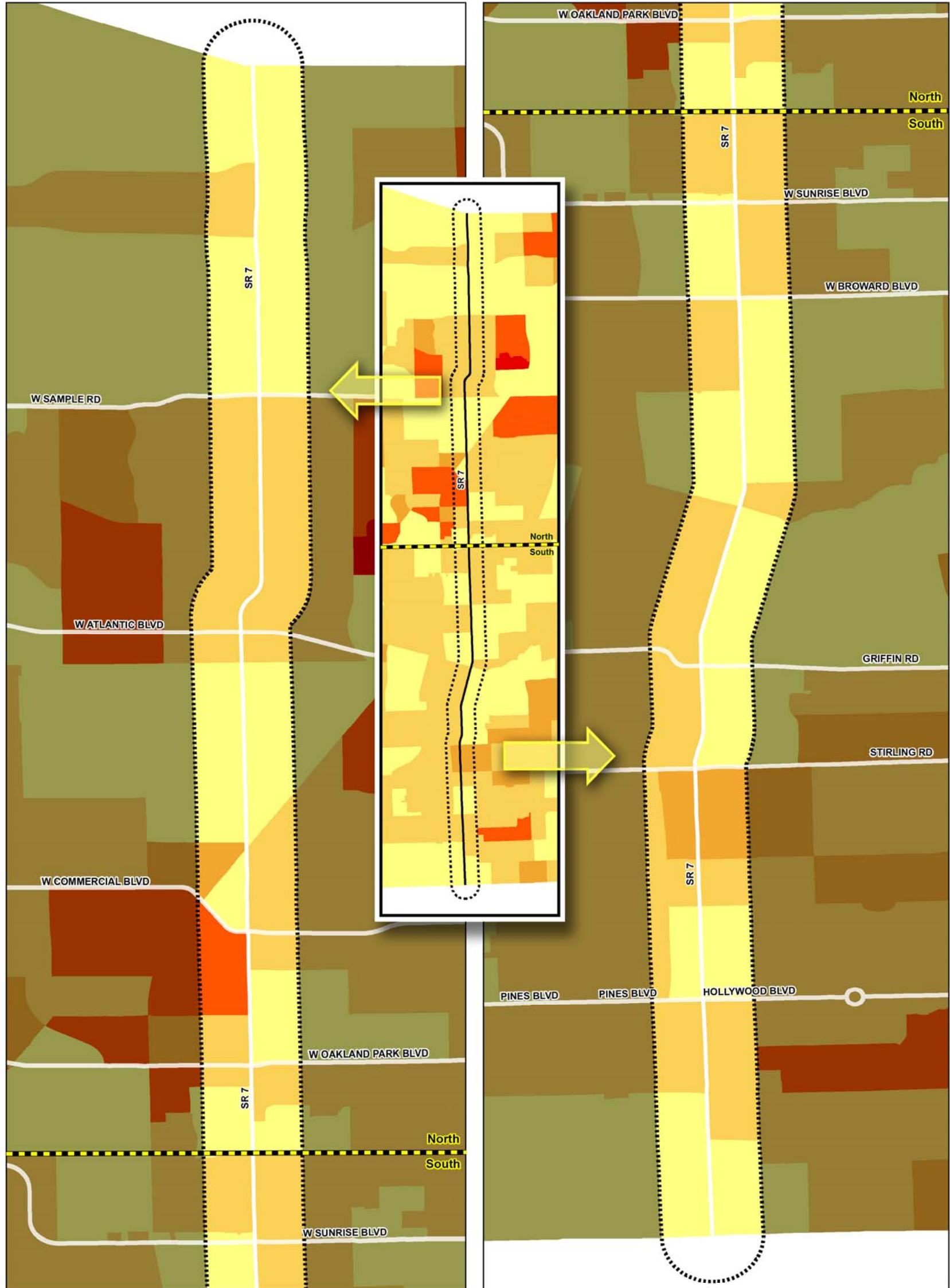


Source: U.S. Census Bureau, Five-Year 2013 American Community Survey

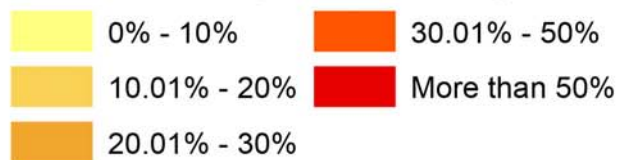
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Map 5: Older Adult Environmental Justice Areas



**Percent Population Age 65 and Older by Tract**

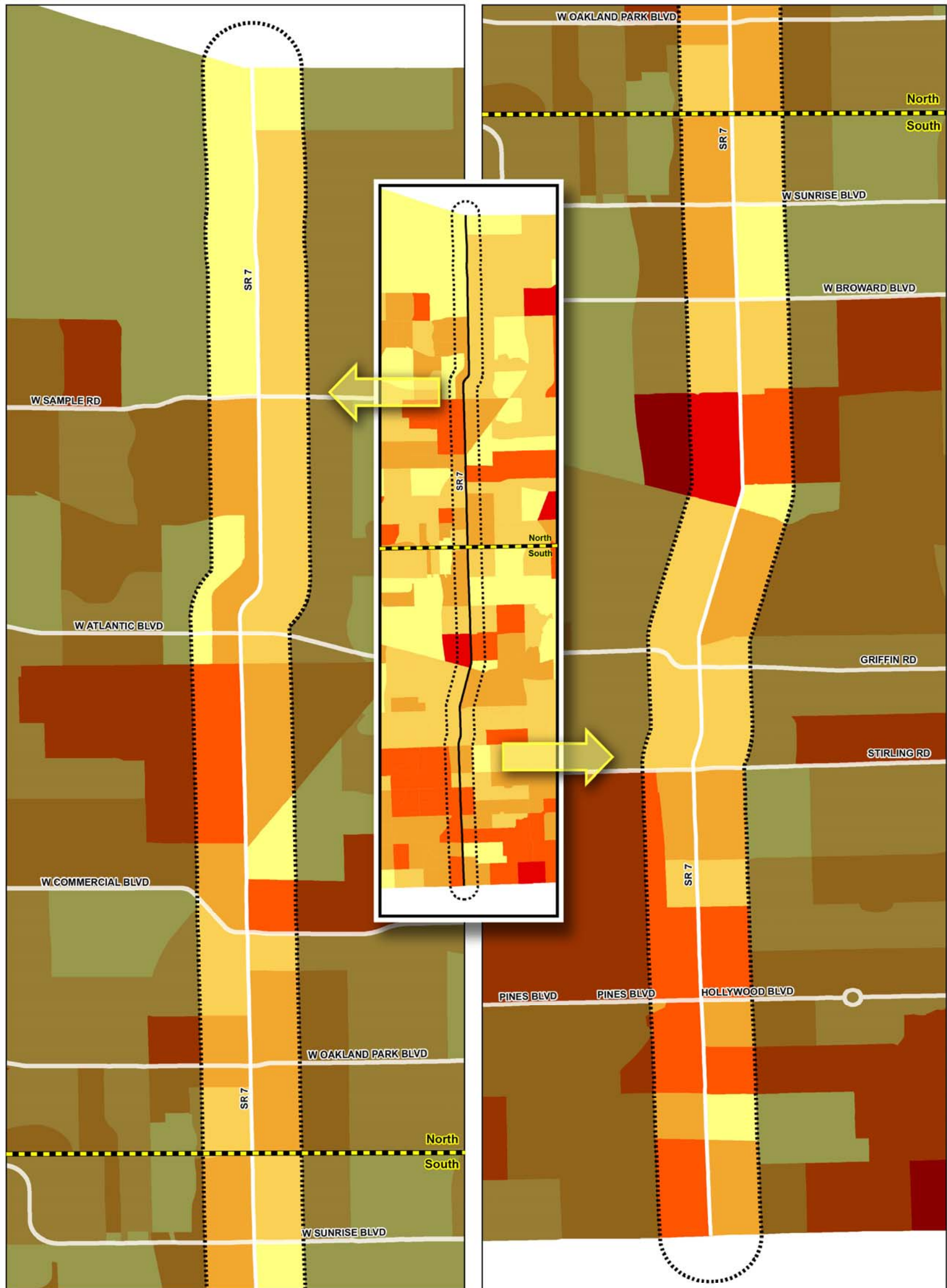


Source: U.S. Census Bureau, 2010 Summary File 1

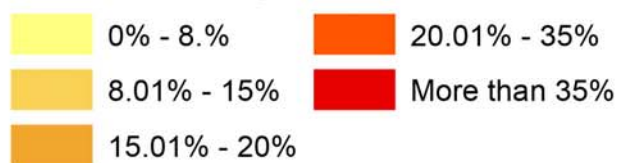
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Map 6: Non-English-Speaking Environmental Justice Areas

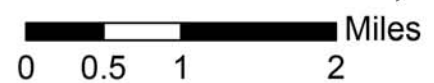


**Percent Population Non-English Speaking by Tract**



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

**Legend**





## PUBLIC PARTICIPATION TECHNIQUES

A number of different public participation techniques will be used to reach various stakeholders for the project. A description of these techniques is provided below. By using these techniques to engage members of the public, the Project Team will build a contact list that will be used to solicit input from participants.

### PROJECT WEBPAGE

The Project Team will build a project webpage to provide the public with up-to-date information on the project. The webpage will be part of the Broward MPO website ([www.browardmpo.org/dev/projects-studies/improve-sr7](http://www.browardmpo.org/dev/projects-studies/improve-sr7)), but also will be accessible at [www.ImproveSR7.org](http://www.ImproveSR7.org). It will serve as a primary platform for project information (such as calendar of events, draft documents, newsletters, etc.) and also will provide engaging and interactive means of



*Website as translated into Traditional Chinese.*

obtaining public input (surveys, comment forms, etc.). The webpage will be updated often and will provide the latest information regarding events, documents, and input opportunities. The website users have the ability to translate the webpage into over 90 different languages.

### DISTRIBUTION OF INFORMATION

To broaden the distribution of information regarding this study, representatives of the PAC and Working Groups will be asked to distribute information via through municipal channels (e.g., email distribution lists, websites, neighborhood associations, etc.). The Project Team also will identify other organizations, such as South Florida Commuter Services, to distribute information on the Broward MPO's behalf.

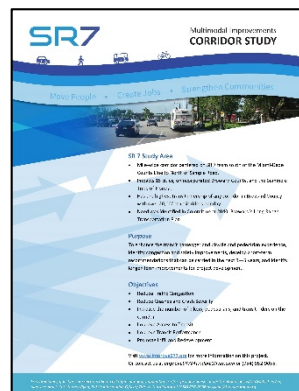
The Project Team will collect contact information through the webpage and all public participation activities throughout the study. Development of the contact list for this study will be ongoing throughout the study.

## PRINT/EMAIL MATERIALS

The Project Team will develop printed/written materials including:

- > Project fact sheet providing an overview of the project
- > Project brochure that expands on the fact sheet
- > Project newsletters/email blasts

The project fact sheet will be distributed at local libraries, on the webpage, and provided to Working Group members to distribute. It will be translated into languages other than English.



## SOCIAL MEDIA

The Broward MPO “Speak Up Broward” Facebook and Twitter accounts will be used to provide information to the public about the project. By using the Speak Up Broward Facebook page, the Project Team will have access to over 5,400 followers.

## COMMUNITY MEETINGS AND EVENTS

The Project Team will form a “speakers’ bureau” of knowledgeable persons to provide project briefings to community groups, attend events, and discuss the SR 7 Multimodal Improvement Corridor Study with municipal stakeholders in one-on-one meetings. Members of the bureau will be scheduled based on availability and language fluency.

Most community presentations will include an informal presentation of the study scope and objectives (using the project fact sheet and brochure) and a brief facilitated discussion to gather information about that community’s concerns and ideas for SR 7. Larger community meetings may include the use of a more formal PowerPoint presentation and surveys to collect input.

Participation at special events will involve one or more Project Team members staffing a table or booth with project information and display boards.

To the extent possible, attendees at community meetings and events will be encouraged to provide email or text messaging contact information to receive follow-up surveys and comment on proposed corridor recommendations. ZIP code information will be requested for EJ reporting purposes.

## E-TOWNHALL MEETING

The Project Team will host an e-townhall meeting, to connect a large number of callers into an

interactive telephone-based meeting. This will be done early in the project to gather feedback related to mobility/safety issues along the SR 7 corridor. The meeting will be used to attract more participants to the public participation process.

## PUBLIC PARTICIPATION SCHEDULE

Figure 1 presents the preliminary schedule of public participation activities, beginning in March 2015 and ending in June 2016. The schedule is subject to change as the project moves forward. For the most up-to-date schedule, visit [www.ImproveSR7.org](http://www.ImproveSR7.org).

**Figure 1: Preliminary Public Participation Schedule**

Activity	2015										2016					
	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
Public Participation Plan	■	■	■													
Website & Print Materials		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Community Meetings & Events				■	■	■										
Local Agency Working Groups		■				■						■				
Telephone Townhall Meeting						■	■									
MPO Committee/ Board Presentations							■	■						■	■	

## PPP EVALUATION MEASURES

To measure the effectiveness of the PPP, evaluation measures have been developed for each public involvement goal identified for this project (see Table 3). The success of the PPP will be evaluated midway through the project and at the end of the project, with the findings documented in the public involvement section of the technical report.

**Table 3: Public Participation Evaluation Measures**

Public Involvement Goal	Strategy	Evaluation Measure
<p><b>Goal 1: Early and Consistent Involvement</b> 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"> <li>&gt; Conduct a variety of public involvement and outreach activities to provide opportunities during Information, Decision-Making, and Review phases.</li> <li>&gt; Increase number of individuals providing input and requesting information as project progresses through each phase.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Catalog number and type of public involvement activities.</li> <li>&gt; Catalog number of participants in both surveys and at physical meetings on a monthly basis throughout project.</li> </ul>
<p><b>Goal 2: Opportunity</b> 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"> <li>&gt; 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.</li> <li>&gt; Identify groups early in process during initial compilation of the Community Stakeholder Database.</li> <li>&gt; Provide key marketing materials in English, Spanish, and Creole.</li> <li>&gt; Provide bilingual staff members at meetings where needed.</li> <li>&gt; Provide language translation function on project webpage.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 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.</li> </ul>

Public Involvement Goal	Strategy	Evaluation Measure
<p><b>Goal 3: Information and Communication</b> 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"> <li>&gt; Provide information at regular intervals via project webpage and other means.</li> <li>&gt; Provide summaries of technical information in format easily understood by public.</li> <li>&gt; 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.</li> <li>&gt; Provide project information to all Working Group representatives to display in their communities.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 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.</li> <li>&gt;</li> </ul>
<p><b>Goal 4: Range of Techniques</b> Use a broad spectrum of techniques to gather input from a diverse population within project area.</p>	<ul style="list-style-type: none"> <li>&gt; Employ techniques identified in PPP to provide a broad range opportunities, including webpage, meetings, printed materials, and alternative media formats as supported by project.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; At conclusion of project, conduct assessment of public involvement process to determine and demonstrate:               <ul style="list-style-type: none"> <li>– How each public involvement goal was met</li> <li>– Participation from EJ areas</li> <li>– Effectiveness of the public involvement process from participant perspectives using feedback obtained during the process and the post-project survey</li> </ul> </li> </ul>