

CENTRAL BROWARD TRANSIT DRAFT ENVIRONMENTAL IMPACT STUDY Route & Vehicle Choices Workshops Summary

DRAFT



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TRANSIT STUDY

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Purpose

Three public workshops were held on Tuesday, October 6, 2009, Wednesday, October 7, 2009, and Wednesday, December 2, 2009, at the locations indicated in Exhibit 1. The purpose of these workshops was to solicit stakeholder preferences for routes and vehicle choices to inform the Build Alternatives that will be carried forward into the Draft Environmental Impact Statement (EIS) phase of the project. The study team presented recommended routes and vehicle choices based on initial screening results and recommendations from the project's Technical Advisory Group (TAG). Then the participants were asked to provide comments, suggestions, and for their preferred choices.

Exhibit 1: Workshop Locations

Workshop Date	Location
Tuesday, October 6, 2009	West Regional Library 8601 W Broward Boulevard Plantation, FL 33324
Wednesday, October 7, 2009	African-American Research Library and Cultural Center 2650 Sistrunk Boulevard Fort Lauderdale, FL 33311
Wednesday, December 2, 2009	Lauderdale Lakes City Hall Multipurpose Auditorium 4300 NW 36 Street Lauderdale Lakes, FL 33319

The third workshop, held on December 2, 2009, was scheduled in late September following the endorsement by the TAG of the Oakland Park Boulevard route option. It was determined that this additional workshop was necessary to provide a convenient forum for communities in the northern portion of the study area to learn about and discuss the project. The same information as the previous workshops was presented at this third workshop, however there were some differences in notification methods, which are identified in the following sections of this report.

Notifications

A notification campaign was developed to reach the diverse population within the study area. This integrated outreach campaign consisted of several traditional and grassroots efforts. Each method is described below.

Direct Mail

Letters of notification for the October workshop dates were mailed on Tuesday, September 22, 2009, to more than 100 representatives, including the Broward Metropolitan Planning Organization (MPO) board and committee members; the Broward County Board of County Commissioners; and elected officials as listed below. A separate letter announcing the December 2 workshop was mailed on Monday, November 16, 2009, to more than 140 representatives. The agencies that received these letters are identified in Exhibit 2. A sample of the letters sent is included in Appendix A.

Exhibit 2: List of Agencies Notified

Notification	Local Municipalities	State & Federal Agencies	Native American Tribes
All Workshops	City of Dania Beach	Broward County Public Schools	Miccosukee Tribe of Indians of Florida
	City of Fort Lauderdale	Florida State Representatives from Districts 87, 91, 93, 94, 95, 96, 97, 98, 99, 100, 101, 103, 105, and 112	Mississippi Band of Choctaw Indians
	City of Hollywood	Florida State Senators from Districts 25, 29, 30, 31, 32, 34, 35, and 39	Muscogee Creek Nation of Oklahoma
	City of Lauderdale Lakes	U.S. Senator Bill Nelson	Poarch Band of Creek Indians of Alabama
	City of Lauderhill		Seminole Nation of Oklahoma
	City of Oakland Park		Seminole Tribe of Florida
	City of Plantation		
	City of Sunrise		
	City of Weston		
	Town of Davie		
December 2 Workshop Only	City of Coconut Creek		
	City of Cooper City		
	City of Coral Springs		
	City of Hallandale Beach		
	City of Lighthouse Point		
	City of Miramar		
	City of North Lauderdale		
	City of Pembroke Pines		
	City of Pompano Beach		
	City of Tamarac		
	City of Wilton Manors		
	Town of Hillsboro Beach		
	Town of Lauderdale by the Sea		
	Town of Pembroke Park		
Town of Southwest Ranches			

In addition to the notifications mailed to elected officials, other stakeholders were sent a postcard and project newsletter. The mailing list used for these direct mail pieces was derived from the master project mailing list. Approximately 760 postcards and newsletters were mailed first class. The

postcards were sent on Friday, September 25, 2009, and the newsletters were sent on Monday, October 5, 2009. Additional newsletters and postcards were not mailed for the December workshop since these were found to be the least effective methods of outreach based on information collected at the sign-in tables at the October workshops. Samples of the postcard and newsletter can be found in Appendix A.

Advertising

Press releases, as shown in Appendix A, were distributed to a notification list by the Florida Department of Transportation's Public Information Office. This notification list includes all of the network and public television and radio stations, along with elected officials and newspaper publications in South Florida.

Extensive advertising was used to reach targeted markets throughout the study area. A newspaper advertisement was placed in the *Sun Sentinel* on Sunday, October 4, 2009. A newspaper advertisement was not published for the December workshop due to cost constraints and insufficient lead time resulting from policy changes at the Florida Department of Transportation (FDOT).

Radio advertising was used to reach drivers who might be "stuck" in traffic, as well as the Spanish and Caribbean communities. Below is a description of the radio advertising that was placed. The content of the radio ads was the same as the press release issued by the FDOT. Due to cost restrictions, additional radio advertising was not purchased for the December workshop.

Exhibit 3: Radio Advertising Summary

Station	Target Audience	Ad Descriptions	Time & Dates
WLRN (91.3 FM) South Florida's National Public Radio Station	Listeners from Palm Beach to Key West.	8, 30-second ads	Between 4:00 p.m. and 7:00 p.m. on Monday, October 5, Tuesday, October 6, and Wednesday, October 7
WRMA (106.7 FM) Romance 106.7, Spanish Adult Contemporary	Hispanic adults from ranging from 18-49 years of age	4, 30-second ads	Between 4:00 p.m. and 7:00 p.m. on Monday, October 5, Tuesday, October 6, and Wednesday, October 7
WAVS (1170 AM)	South Florida Caribbean-American community	8, 30-second ads	Between 4:00 p.m. and 7:00 p.m. on Monday, October 5, Tuesday, October 6, and Wednesday, October 7

For the October workshops, advertising was placed on the local Broward County Transit buses. Tail ads, those featured on the back of buses, were placed on three buses that run on BCT Route #22. This route runs east-west along Broward Boulevard. Interior posters were also placed on eight buses on Route #22, Route #30, Route #56, and Route #81. Samples of the ads and posters, photos of the placed ads, and the BCT System Map can be found in Appendix A. Due to cost considerations and the lead time required, similar bus advertisements were not placed for the December workshop.

Email

An email blast for the October workshops was sent to 384 recipients on Wednesday, September 30, 2009. The recipients included those who provided email addresses on the master project mailing list, as well as Broward MPO members, elected officials and planning and engineering staff from the municipalities within the study area. A sample of the email blast can be found in Appendix A.

An additional email blast was not sent for the December workshop.

Other Methods

In an effort to reach members of the public who may not be included through the traditional notification methods, several grassroots methods were utilized in the notification campaign. These consisted of canvassing residential complexes with door hangers that provide information about the workshops, as well as placing posters and/or flyers in business locations in targeted communities. The targeted communities were based on the highest percentage of minority population in the study area as defined by the latest Census data. Samples of the door hangers and the map showing targeted communities can be found in Appendix A.

Our team distributed 3,500 door hangers to multi-family developments such as apartments and condominiums. Targeted neighborhoods included:

- Sunset Hills
- Cambridge Square
- Royal Palms at Inverrary
- Brookfield Square
- The Glen Apartments
- Blueberry Hill
- Lofts of Atria
- Royal Oaks Apartments
- Inverrary Club Apartments
- St. George Community
- Twin Lakes
- Entrada at Sunrise
- Welleby Park Isle
- Cypress Chase
- Lauderdale Oaks
- Keystone Apartments
- Express Condos
- Lauderdale Oaks
- Hawaiian Gardens
- Stonebridge
- Palm Vista Apartments
- The Glen of Lauderhill
- Westchester
- Grenadier Lake
- The Landings
- Spring Tree West Cove
- The Fairway Club
- Spring Tree Isle
- The Pines of Spring Tree
- Origins at Welleby

Almost 300 posters and 500 flyers were also distributed to businesses in the same targeted communities. A complete list of those businesses and their locations can be found in Appendix A.

Since this proved to be the most successful method of notifying the public about the workshops, these outreach efforts were undertaken for both the October and December workshops.

Workshop Format

The format was a combination of open-house style and presentation. The workshops began at 6:00 p.m. with the presentation beginning at 6:30 p.m. Information about the route and vehicle choices was displayed at stations with team members available to discuss questions from attendees. All display boards and handouts can be found in Appendix B.

In addition, a comment area was available for participants to leave their comments – either written or verbal – and to sign up for the future working groups if they were interested. All comments received can be found in Appendix C.

There was a brief presentation that was followed with the attendees making their choices for their preferred routes and vehicles. These preferences will help inform the Build Alternatives that are carried into the Draft EIS analysis of the project. A copy of the presentation slides is available in Appendix D.

At FDOT’s request, four additional slides showing the route options were added to the presentation for the December workshop. The entire December presentation is also included in Appendix D.

Choices Results

The attendees’ choices for their preferred routes and vehicles were recorded by placing stickers on boards. They were asked to choose their most preferred route (alignment) and were given the option to “veto” one route. They were also asked to choose their most preferred vehicle (technology). The most preferred route was the I-595/SR 7/Broward Boulevard route. The route that received the most vetoes was the Oakland Park Boulevard route. The boards used for the choices can be found in Appendix D. A summary of the choices follows.

Exhibit 4: Route Choices Summary

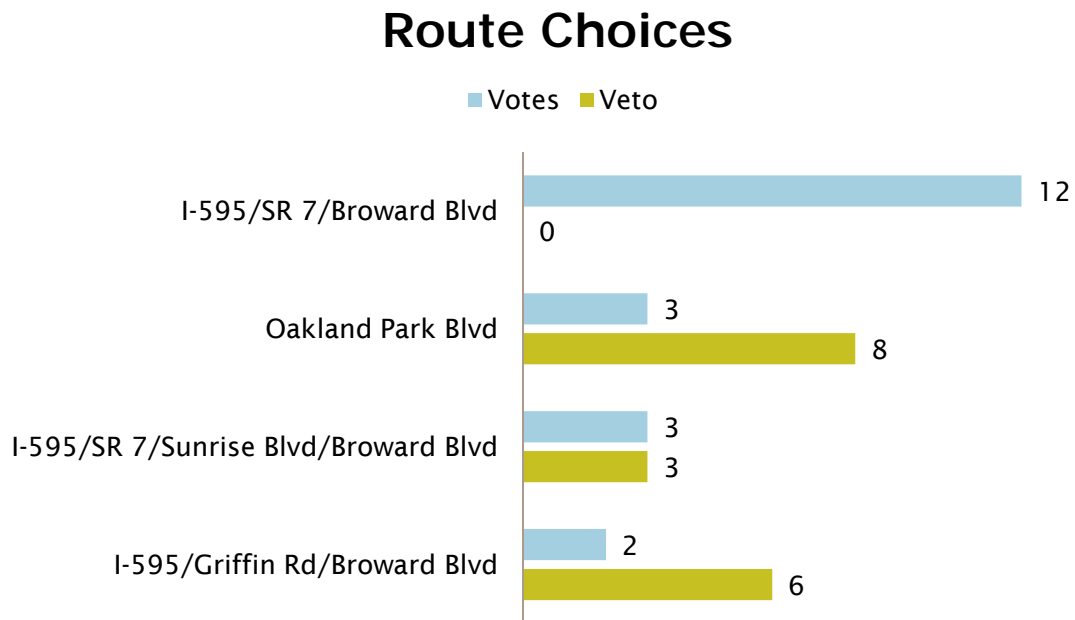
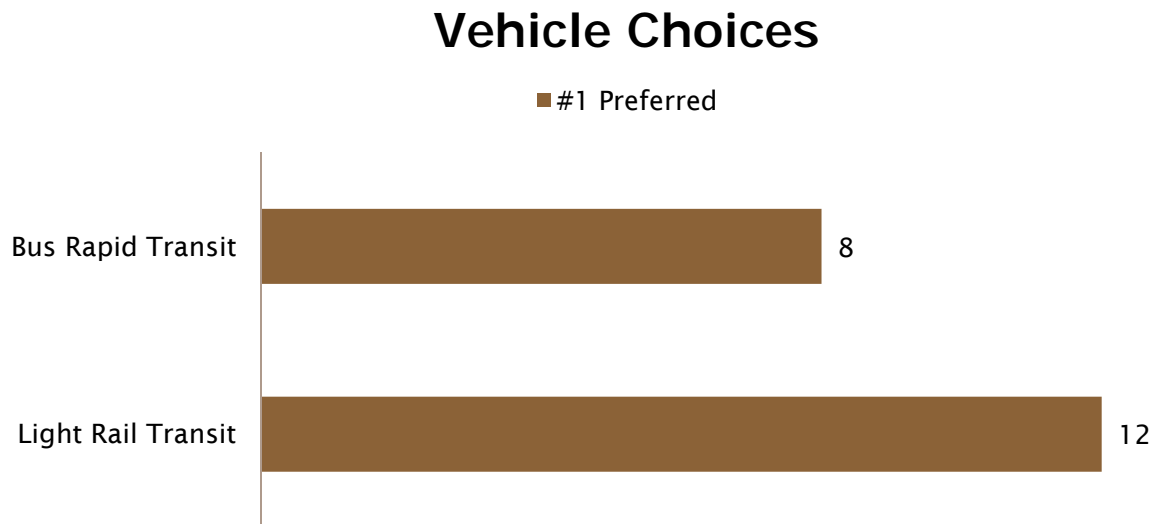


Exhibit 5: Vehicle Choices Summary



Online Workshop

Focus group market research was conducted for this study in spring 2009. The results indicated that people would more likely participate in a project workshop if it were available online as opposed to having to attend in person. With this information, an online or virtual workshop was developed. The online workshop featured the same information that was presented at the traditional workshops. The dedicated webpage, www.centralbrowardtransit.com/choices, features an audio recording of the same presentation given at the workshops, as well as information regarding the routes and vehicles choices. Participants were asked to choose their preferences using an online survey service. This webpage was made available beginning Wednesday, October 7, 2009 and will remain available until January 31, 2010. The online workshop was advertised using the same notification methods as the traditional workshops.

The final results from the online workshops are presented in Appendix E.

Summary of Comments

As mentioned above, there was a comments station at which all attendees were encouraged to leave their comments in either verbal or written form. Questions and comments were also received during the question-and-answer session following the presentation. In addition, attendees were encouraged to visit the online workshop webpage to make comments if it was more comfortable or convenient for them. Appendix C includes all comment forms, summaries of questions and answers received, and any comments left on the project website.

All comments received at the workshops and online will be added to the Draft EIS Administrative Record.