

# CENTRAL BROWARD TRANSIT DRAFT ENVIRONMENTAL IMPACT STUDY

## Quarterly Public Outreach Summary



**JACOBS**

Year 2009, Quarter 2

CENTRAL BROWARD



TRANSIT STUDY



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## Title VI (Non-Discrimination Laws)

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Persons wishing to express their concerns about Title VI may do so by contacting either:

### **District Four**

Florida Department of Transportation  
 District Four Title VI Coordinator,  
 Marty Anderson  
 3400 W Commercial Blvd  
 Fort Lauderdale, FL 33309  
 (954) 777-4389

### **Tallahassee Office**

Florida Department of Transportation  
 Statewide Title VI Coordinator,  
 Charlotte Thomas  
 Equal Opportunity Office  
 605 Suwannee Street, MS 65  
 Tallahassee, FL 32399-0450  
 (850) 414-4747  
 charlotte.thomas@dot.state.fl.us



## Summary for Year 2009, Quarter 2

This report summarizes all of the public and stakeholder outreach from April to June 2009. This quarter we had more than 167 exposures to the project through the following methods:

- 16 new requests to our mailing list;
- 81,705 hits to our website;
- 1 working group meeting;
- 14 meetings and/or presentations with organizations, associations, HOAs, and agencies; and
- 10 focus group research studies with a total of 84 participants.

**Exhibit 1: This Quarter's Public Outreach Exposures & Activities**

Month	Estimated Number of Exposures	Number of Outreach Events
April	99	13
May	7	1
June	61+*	11
Average/Month:	55.6	8.3
<b>TOTAL:</b>	<b>167</b>	<b>25</b>

\*Indicates at least 61 exposures. This is due to the City of Dania Beach City Commission Presentation on June 9, 2009. The presentation was held during a regularly scheduled Commission meeting. It is estimated that at least 30 people were in attendance during the meeting, but it is unknown how many people viewed the meeting on the website or community television channel.

### WHAT ARE EXPOSURES?

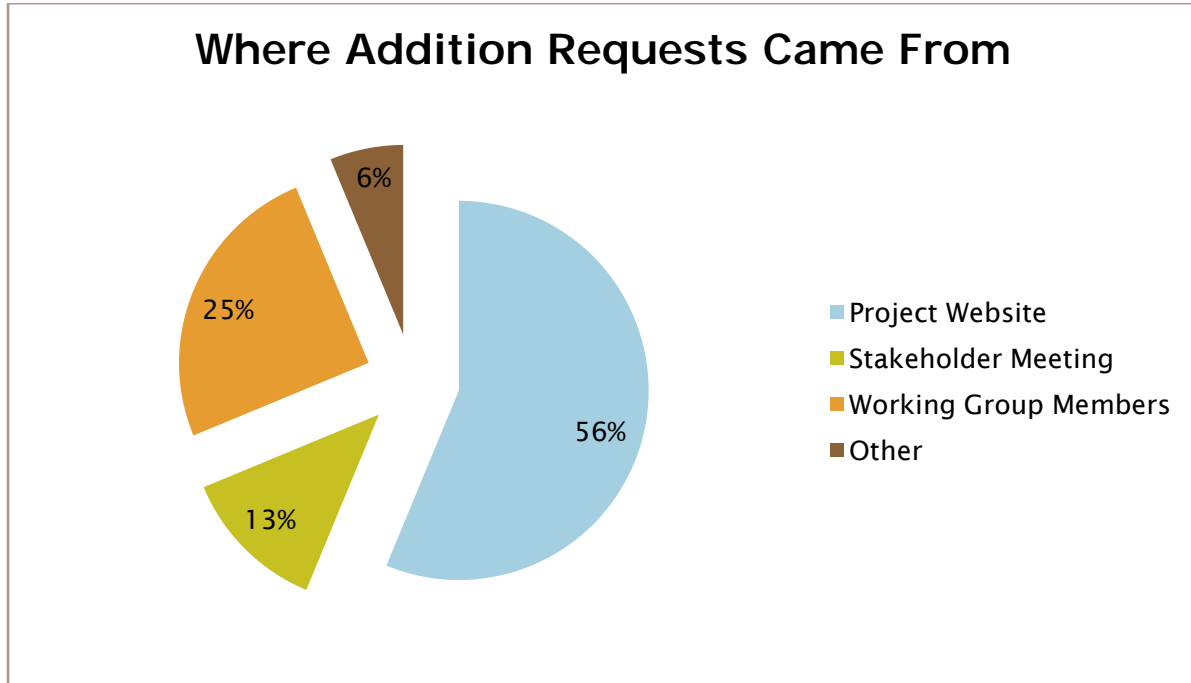
It is a term that is used by marketers to count the number of people who have viewed or been effected by the marketing campaign.

For this project, it is the number of people who have been exposed to project information and/or directly participated in a project event.

## 1. Data Collection

In this quarter, we added 16 new names to our project mailing list. Below is a breakdown of the methods in which we received the requests.

Exhibit 2: Methods Used to Receive Mailing List Data



## 2. Project Website

Over the past three months more than 81,705 total hits were recorded on our website. A breakdown of the unique hits by month and/or special event is listed below.

Exhibit 3: Breakdown of Total Website Traffic

Month	Total Hits
April	21,379
May	34,443
June	25,883
<b>Total for the Quarter:</b>	<b>81,705</b>

### 3. Working Groups

Our working groups are with smaller groups of people with whom we hold a series of idea-sharing meetings. This allows our team to spend a predetermined amount of time addressing comments and developing solutions for the project.

This quarter, we held the Kick-Off Meeting for our Technical Advisory Group (TAG). This group is made of professionals from each jurisdiction in the study area, resource agencies, representatives from the study area activity centers, and non-profit/community organizations.

The Kick-Off Meeting was held on Wednesday, June 26 from 10:00 a.m. to 12:00 p.m. and was attended by 10 members of the TAG. Seven of the members attended in person and three of the members choose to participant using our online option.

### 4. Meetings & Presentations

We met with almost 60 people representing city and county government, residents, and workers. These include any meetings and presentations requested by an organization or agency as well as any that we initiated.

The topics and summaries for each presentation are listed on the following page. All presentation materials can be found in the document library on the project website.

**Exhibit 4: This Quarter's Meetings & Presentations Summary**

Group/Agency Name	Topic Addressed	Meeting Date	Number of Attendees
1. Town of Davie Staff	Initial Screening Options	4/16/09	3
2. City of Dania Beach Staff	Initial Screening Options	4/22/09	6
3. City of Fort Lauderdale Staff	Initial Screening Options	4/27/09	4
4. Broward College Central Campus Student Body Government	Initial Screening Options	5/21/09	3
5. City of Dania Beach City Commission Presentation	Initial Screening Options	6/9/09	30+*
6. Broward County Commissioner Sue Gunzburger	Initial Screening Options	6/12/09	1
7. Broward County Commissioner Kristin Jacobs	Initial Screening Options	6/15/09	1
8. Broward County Commissioner Ilene Lieberman	Initial Screening Options	6/18/09	1
9. Broward County Commissioner Josephus Eggelletion, Jr.	Initial Screening Options	6/18/09	1
10. Broward County Commissioner Lois Wexler	Initial Screening Options	6/18/09	1
11. Town of Davie – Mayor Judy Paul	Initial Screening Options	6/22/09	2
12. Broward County Commissioner Diana Wasserman-Rubin	Initial Screening Options	6/22/09	1
13. Broward County Commissioner Ken Keechl	Initial Screening Options	6/25/09	1
14. Fort Lauderdale Downtown Development Authority	Initial Screening Options	6/29/09	2
<b>TOTAL:</b>			<b>14 Meetings 57+ Attendees</b>

\*Indicates at least 57 exposures. This is due to the City of Dania Beach City Commission Presentation on June 9, 2009. The presentation was held during a regularly scheduled Commission meeting. It is estimated that at least 30 people were in attendance during the meeting, but it is unknown how many people viewed the meeting on the website or community television channel.

## 5. Focus Group Research

As part of the draft EIS phase of this project, in-depth market research was conducted to obtain opinions, thoughts, and ideas from people in the study area. A focus group market research would provide a better way to involve the public in the study. More specifically, the objectives for the focus group study included the following.

- Understand current perceptions, experiences, and expectation of mass transit service for Central Broward County.
- Gauge consumers' opinions (and identify any key differences by market segment) and preferences regarding mass transit in terms of key dimensions such as:
  - Transit Technology (BRT or LRT);
  - Alignment Configuration (elevated or at-grade);
  - Transit stations; and
  - Funding options.
- Identify communications and public outreach preferences for the study.

To meet the research objectives, an independent market research firm was contracted to conduct the qualitative research. A total of 10 focus groups were conducted with different market segments meeting certain demographic criteria. The focus groups were fielded between March 26 and April 7, 2009 in Fort Lauderdale, Florida. Each study group had between seven and nine participants. Each study lasted two hours and was both audio and video recorded. The participants were ensured that their identity would be confidential, meaning that their names, voices, and images will not be made public.

The discussion participants included individuals from market segments within the project study area. They were screened by the market research company to ensure that they meet the specific requirements for each market segment. No one participated in more than one study. No participant works in the transportation industry which includes planning, engineering, and construction for a private consulting firm, public agency, or transportation organization.

There were a total of 84 participants in the 10 focus group studies. The table on the following page represents the focus group participant sample.

Exhibit 5: Focus Group Research Sample

SEGMENT	KEY SCREENING CRITERIA	FIELDING DAY/TIME	SAMPLE
1. Town of Davie	Live or work in Town of Davie	March 26, 2009; 5:30 pm	n = 9
2. City of Sunrise	Live or work in City of Sunrise	March 26, 2009; 8:00 pm	n = 9
3. Senior Citizens	Age 55 and older	March 31, 2009; 2:30 pm	n = 9
4. Transit Dependents	Public transportation is only or primary means of getting from place to place	March 31, 2009; 5:30 pm	n = 9
5. City of Plantation	Live or work in City of Plantation	March 31, 2009; 8:00 pm	n = 9
6. Students	Attend school full-time within study area (high-school, college, or vocational institution)	April 1, 2009; 4:00 pm	n = 8
7. Business Owners	Own business (located outside of home) within study area	April 1, 2009; 6:30 pm	n = 8
8. Young Professionals	Ages 22-35; live/work in study area and have completed post-secondary education (AS, AA, BA, MA, etc.)	April 1, 2009; 8:30 pm	n = 8
9. Andrews Avenue/Downtown Communities	Live or own business with boundaries: SR 84 to south, Sunrise Blvd. to north; I-95 to West, Intracoastal Waterway to east	April 7, 2009; 5:30 pm	n = 8
10. SR 7/Broward Boulevard Communities	Live or own business with boundaries: SR 84 to south, Sunrise Blvd. to north; I-95 to East, Florida Turnpike to west	April 7, 2009; 8:00 pm	n = 7
<b>TOTAL STUDY SAMPLE</b>			<b>n = 84</b>

A more-detailed Focus Group Summary Report has been completed by the project study team and is available on the project website. It is located in the Technical Memos section in the Project Library.