

CENTRAL BROWARD TRANSIT STUDY

Public Outreach Summary for July 2011 to September 2011



JACOBS

CENTRAL BROWARD



TRANSIT STUDY

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Title VI (Non-Discrimination Laws)

The Florida Department of Transportation is required to comply with various **Non-discrimination laws and regulations, including Title VI of the Civil Rights Act of 1964**. Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status.

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
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Summary for July – September 2011

This report summarizes all of the public and stakeholder outreach from July 2011 to September 2011. This past quarter we had approximately 7,150 exposures to the project through the following methods:

- 6,969 visits to our website from July to September 2011;
- 6 meetings and/or presentations with organizations, groups, HOAs, and agencies, with a total of 130 attendees;
- 12 direct contacts with HOA leaders and their respective organization members

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

Month	Estimated Number of Exposures	Number of Outreach Events
July 2011	2,000	0
August 2011	2,650	2
September 2011	2,500	6
Average/ Month:	2,383	2
TOTAL:	7,150	8

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 directly exposed to project information and/or directly participated in a project event.

As part of the Public Outreach component of the Central Broward East-West Transit Study, direct public involvement efforts were conducted during the summer and into the fall of 2011. This particular outreach effort was initiated in anticipation of the Community Update Meetings to be held October 11th and 13th, 2011 at West Regional Library (Plantation Branch) and IGFA Fishing Hall of Fame & Museum, respectively.

Two separate meetings were held for the District 9 constituency of Commissioner Dale V.C. Holness on August 10th and 12th, 2011 at Central Broward Regional Park. Three residents participated in those meetings. The comments and questions received focused primarily on the time-frame of the project, the accessibility of area residents to the proposed station locations, how the new alternatives would be compatible with current BCT routes and whether citizens would use the proposed transit system, given their strong dependency to vehicles.

In order to ensure public participation and receive feedback from more residents, business owners and other key stakeholders, additional outreach efforts were carried out via the telephone, email and in-person starting in August.

The public outreach effort lasted approximately two months and provided an opportunity to engage stakeholders. Among the goals were to update citizens on the progress of the Central Broward Transit Study and provide an opportunity for residents and business owners to express their opinions and desires about the future of public transit in Central Broward.

The majority of the feedback received from residents was positive and provided an opportunity for the Study Team to review significant information about the two alternatives being considered for the project and obtain valuable input from the citizenry.

The crux of the outreach focused on explaining the options between the two routes – the Griffin Road alternative and the State Road 7/Broward alternative as well as the modes of transit that are being considered for the project: premium bus and streetcar.

1. Data Collection

Below is a breakdown of the methods used to reach the public.

- Project Website
- Meetings and Presentations
- Postcards
- Newsletters
- Email blasts
- Phone calls

2. Project Website

Website Traffic

From July to September, there were 6,969 total visits recorded on our website: www.centralbrowardtransit.com. A breakdown of the unique hits by month is listed below.

Exhibit 2: Breakdown of Total Website Visits

Month	Total Visits
July 2011	1,888
August 2011	2,617
September 2011	2,464
Total:	6,969

3. Meetings & Presentations

We met with at least 130 citizens representing homeowners associations. These include any meetings and presentations requested by an organization or agency as well as any that we initiated.

Exhibit 3: This Quarter's Meetings & Presentations Summary

Group/Agency Name	Topic Addressed	Meeting Date	Number of Attendees
1. Constituents of Commissioner Dale V.C. Holness	Project Update	August 10, 2011	8
2. Constituents of Commissioner Dale V.C. Holness	Project Update	August 12, 2011	9
TOTAL: 2 Meetings			17 Attendees

*These presentations were held during special meetings scheduled for the project.

The August 10, 2011 meeting welcomed resident Dorine Neal from The Circle Villas Condominium Association as a participant.

Ms. Neal stated there is a bus stop in front of 56th Avenue and 25th Street and that a trash can is needed there. She said the bus stops traffic in order to get back into traffic, which is an issue. Ms. Neal expressed her concern about safety in the area because that location also serves as a school bus stop and it poses a problem for the children. She also stated that a bus shelter was needed in the area. Ms. Neal explained that a number of residents in the area use public transit to get to work and school. Additional transit closer to Broward Boulevard would help residents, she said. Ms. Neal said transit that would be centrally located would only help property values increase and assist residents with their transportation needs. Ms. Neal said she would favor any upgrade to public transit because it would assist many people in the community, in her view.

The August 12, 2011 meeting welcomed residents Willie King from the Cypress Hollow Association and Alyce Marshall from the Villas of Oakland Estates Association as participants.

Mr. King stated he drove everywhere to get around but stated that if transportation ran on a regular basis, more people would likely use it more often. One thing that should be looked at, according to Mr. King, would be for buses to have their own lanes so that they do not impede or halt traffic. He stated that several bus stops in his neighborhood have no shelters to protect people from the weather elements. Mr. King said he believed bus transportation, or even a streetcar option, would be beneficial for people who cannot drive due to the high gas prices.

Ms. Marshall stated there are 309 homes in her development and that approximately 70 to 75 percent of the residents are retired citizens. She said that although she prefers to drive to all of her destinations, she knows of a great many people in her community who depend on the local community bus to get around. Ms. Marshall said that she believed more people would go to the Sawgrass Mills Mall if there was available transportation to get them there. She also explained that a large number of residents in her development are widowed so they would prefer to have public transportation readily available to get to places that they may not be able to drive to.

In addition to the meetings with constituents from Commissioner Dale V.C. Holness’ district, we met with and/or contacted 12 homeowners associations from District 9.

Exhibit 4: This Quarter's HOA's contacts

Neighborhood:	Date:	Time:	Location:
*Boulevard Gardens HOA	Sept. 19, 2011	7:00 p.m.	Community Center
Broward Covenant	Sept. 2 & 8, 2011	Via phone	-
Broward Estates	August 29, 2011	Via phone	-
*Country Club Estates HOA	Sept. 13, 2011	7:00 p.m.	Country Club
*Friends of Franklin Park HOA	Sept. 19, 2011	6:30 p.m.	Community Center
*Melrose Manors HOA	Sept. 26, 2011	7:00 p.m.	Riverland Community Center
Melrose Park	Sept. 2, 2011	Via phone	-
Plantation Park East	Sept. 8, 2011	Via phone	-
*Roosevelt Gardens HOA	Sept. 19, 2011	7:00 p.m.	Roosevelt Gardens Park
Washington Park	August 31, 2011	Via phone	-
*West Ken Lark HOA	Sept. 14, 2011	7:00 p.m.	West Ken Lark Park

*These presentations were held during regularly scheduled HOA meetings.

Summary of HOA Meetings / Contact with Citizens

During in-person meetings with various HOAs, representatives from the study team made a brief presentation to update the attendees about the changes in the project, highlighting the removal of rail from Broward Boulevard and SR 7 and the introduction of a new alternative along Griffin Road. During telephone conversations with HOA leaders, the study team provided project information from the project newsletter and website pertaining to the new alternatives.

The study team representatives responded to questions and comments, recognizing that a dedicated source of local funding would need to be identified for this type of project to move forward, emphasizing that the local bus routes would continue to operate and provide service to a greater number of stops, and explained the federal process for transit projects.

Boulevard Gardens

The study team met with residents of Boulevard Gardens during their regularly-scheduled homeowners’ association meeting. Residents inquired about the funding for this project and the Wave, station locations and whether the planned transit would replace the current bus system. Residents also asked about the study time-frame with regard to the final alignment being selected.

The president questioned whether the number of stations and their locations would be sufficient and be able to accommodate the citizens who need and rely on public transport.

Broward Covenant

During a telephone conversation with a representative from the study team, the president expressed concern about the cost involved for the project and whether taxpayers would have to foot the bill. Another concern was whether the additional public transit would actually alleviate or intensify traffic congestion. However, the president was positive about having premium bus service in the community, though not supportive of the streetcar. The president had concerns about whether the new bus system would aggravate the traffic situation in certain areas and whether it would be safe for pedestrians.

Broward Estates

The study team's method of communication with the Broward Estates leadership was by phone. An organization member, who serves on the association's transportation committee, expressed support for premium bus transit because it is regarded as being a higher quality mode of transport with fewer stops and would not require its own lane. This resident stated a premium bus service that would have fewer stops and provide faster transportation to citizens would be viewed in a good light by the community.

Country Club Estates

The study team met in person with residents, who were interested in learning about the bus coordination with the current transit system in Broward County and how riders could connect to other routes to get to their destination. Also of interest was to learn about the funding for the project and how the Wave transit project in the City of Fort Lauderdale would intersect with this project. Overall, there was a positive sentiment expressed for the project from the residents at the meeting.

Friends of Franklin Park

At the in-person meeting with Friends of Franklin Park, residents expressed a desire to see more advertising and outreach to potential transit users and to those who currently use public transit. They inquired about the purpose of the study and how it would benefit the community. Some residents were concerned that the Griffin alternative did not benefit their community and asked whether cuts and changes were taking place with the current bus system via BCT.

Melrose Manors

The study team provided an in-person presentation to the organization. Residents asked about the advantages of having premium bus service over the traditional bus service currently in place. They also inquired about station locations and wanted to know what the proposed fare would be for both the premium bus and the streetcar option. The association president said his concern was that the new system would only benefit citizens who currently use public transportation but not for people who have a vehicle. However, all in all, most residents appeared to be receptive to the new alternatives.

Melrose Park

During a phone conversation with the study team, the association president expressed support for the new alternatives being proposed as well as the types of transit being considered: premium bus and streetcar. The president also said the routes were acceptable because they would be adequate for the Broward Boulevard corridor, in addition to serving the education community that attends Nova Southeastern University and other schools from the Davie campus site. The fact that the alternatives cater to the Sawgrass Mills Mall is positive as well, according to the president.

Plantation Park East

The outreach for this organization was conducted via telephone. The association president wanted to know more about the modes of transit selected for the project. It is expected that the study team will be providing more detailed information on the project via the newsletter and presentation of the subject study. The study team remains in contact with the organization in order to continue providing project information.

Roosevelt Gardens

The study team made a presentation before residents of Roosevelt Gardens. The residents inquired about the fare of the premium bus and streetcar when the project comes to fruition. The overall sentiment of the meeting was that any additional transit options would benefit the community as a whole. Residents reacted positively toward the project and said they need other transit options in their community.

Washington Park

The study team reached out to the community via telephone in order to explain the two alternatives. The president expressed support for the transit study. The only inquiries pertained to how the proposed public transit would help enhance the existing transit and how the two would be able to connect to better serve the neighborhoods. Overall, the president was completely supportive of both new alternatives pertaining to the project.

West Ken Lark

At a homeowners' association meeting, the study team visited with residents to explain project details. Residents asked the capacity of the premium bus and streetcar and about how long it would take for the project to be completed. They also wanted to know about the routes and how they would be able to take advantage of the transit service once it is implemented. Residents wanted to know whether there would be shuttle services to and from specific neighborhoods so that citizens would be able to get to station locations and to the bus or streetcar in adequate time. The association president said he favored the premium bus alternative because it would not require the installation of tracks along the roadway.

5. Newsletters

Newsletters are used to inform the public about the project progress. Newsletters provide a better opportunity to disseminate more information than a postcard. They are also an opportunity for contributions from agencies, organizations, and/or the public not affiliated with the project.

We distributed at least 500 of the Summer 2011 newsletters to residents and business owners from the various homeowner association groups.

6. Email Blasts

We utilize email blasts similarly to postcards and newsletters. Email blasts are sent, at the minimum, when we mail a postcard or newsletter. Even though these blasts have the comparable content, they may reach more and/or different people because of mailing preferences and/or address changes. Through the use of technology, it is easier to capture the amount of people who are actually receiving and reading the email blasts as compared to the postcards and newsletters.

This quarter we sent out two (2) email blasts to various HOA groups in anticipation of our in-person meetings and of the scheduled Community Update Meetings.