

CENTRAL BROWARD TRANSIT STUDY

Public Outreach Summary for July 2010 to June 2011



JACOBS

CENTRAL BROWARD



TRANSIT STUDY

For July 2010 to June 2011

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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 2010-2011

This report summarizes all of the public and stakeholder outreach from July 2010 to June 2011. This past year we had approximately 15,225 exposures to the project through the following methods:

- 13,118 visits to our website from June 2010 through June 2011;
- 15 meetings and/or presentations with organizations, associations, HOAs, and agencies, with a total of 165 attendees;
- 1 neighborhood working group;
- 2 email blasts sent to approximately 500 recipients.

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

| Month | Estimated Number of Exposures | Number of Outreach Events |
|-----------------|-------------------------------|---------------------------|
| April 2011 | 1,509 | 2 |
| May 2011 | 1,638 | 2 |
| June 2011 | 1,639 | 2 |
| Average/ Month: | 1,595 | 2 |
| TOTAL: | 4,786 | 6 |

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.

1. Data Collection

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

- Project Website
- Neighborhood Working Groups
- Postcards
- Newsletters
- Email blasts

2. Project Website

Website Traffic

Over the past three months (April through June), 4,656 total visits were recorded on our website: www.centralbrowardtransit.com. From June 2010 through June 2011, there were more than 13,000 hits to the website. A breakdown of the unique hits by month is listed below.

Exhibit 2: Breakdown of Total Website Visits

| Month | Total Visits |
|----------------------------|--------------------|
| June 2010 | 1,313 |
| July 2010 | 1,027 |
| August 2010 | 1,223 |
| September – December 2010 | Data not available |
| January 2011 | 1,868 |
| February 2011 | 1,427 |
| March 2011 | 1,604 |
| April 2011 | 1,389 |
| May 2011 | 1,628 |
| June 2011 | 1,639 |
| Total for the Year: | 13,118 |

3. Meetings & Presentations

We met with at least 263 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.

Exhibit 3: This Quarter's Meetings & Presentations Summary

| Group/Agency Name | Topic Addressed | Meeting Date | Number of Attendees |
|---|---------------------------------|-------------------|----------------------|
| 1. Federal Transit Administration | Project Update | June 22, 2011 | - |
| 2. Griffin Road | Working Group | June 9, 2011 | - |
| 3. South Florida Education Center, Transport Management Association | New Alternatives | May 11, 2011 | 5 |
| 4. Town of Davie, Council Workshop | Outreach | May 4, 2011 | 15* |
| 5. Dania Beach Commission Meeting | Working Group | April 26, 2011 | 100** |
| 6. Technical Advisory Group | New Alternatives | April 6, 2011 | 20 |
| 7. City of Sunrise, Staff Meeting | Use of 136 th Avenue | March 17, 2011 | 5 |
| 8. Dania Beach and Davie Staff Meeting | Working Group | March 16, 2011 | 8 |
| 9. Broward, Metropolitan Planning Organization | New Alternatives | February 10, 2011 | 25** |
| 10. Broward, MPO, Community Involvement Roundtable | New Alternatives | January 25, 2011 | 10* |
| 11. Broward, MPO, Technical Coordination Committee | New Alternatives | January 24, 2011 | 30* |
| 12. South Florida Education Center, Transportation Management Association | New Alternatives | January 12, 2011 | 8 |
| 13. Broward College | New Alternatives | January 10, 2011 | 4 |
| 14. MPO, Public Involvement Coordination | New Alternatives | December 17, 2010 | 8 |
| 15. South Florida Regional Transportation Authority | New Alternatives | December 15, 2010 | 25 |
| TOTAL: 15 Meetings | | | 263 Attendees |

*These presentations were held during regularly scheduled meetings. **The number reflects the approximation of the number of people in attendance during the meeting, but it is unknown how many people viewed the meetings on the website or community television channel.

4. Neighborhood Working Groups

Neighborhood Working Groups aim to help the project team determine the alignment location and station locations. The Neighborhood Working Groups are comprised of smaller groups of people who live or work in each neighborhood. The Working Groups will likely meet one to two times throughout the course of the study.

Over this past year, one additional Working Group was created for the new Griffin Road alternative. This Working Group’s meeting details is shown below. Presentation materials are available on the project website.

Exhibit 4: This Quarter's Working Group Summary

| Neighborhood: | Date: | Time: | Location: |
|---------------|--------------|-----------|--|
| Griffin Road | June 9, 2011 | 6:00 p.m. | IGFA Fishing Hall of Fame & Museum, 300 Gulf Stream Way, Dania Beach |

6. Postcards & Newsletters

Postcards are used to announce public workshops, meetings, and working groups. They are sent to those people requesting to receive mailings from our project team. This year, we sent out postcards during the month of February.

In addition to announcements, newsletters are also 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.

All postcards and newsletters can be found in our document library on the project website: www.centralbrowardtransit.com.

7. 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 the Griffin Road workgroup.