

CENTRAL BROWARD TRANSIT DRAFT ENVIRONMENTAL IMPACT STUDY

Quarterly Public Outreach Summary



JACOBS

Year 2009, Quarter 3

CENTRAL BROWARD



TRANSIT STUDY



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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
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 605 Suwannee Street, MS 65
 Tallahassee, FL 32399-0450
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Summary for Year 2009, Quarter 3

This report summarizes all of the public and stakeholder outreach from July to September 2009. This quarter we had more than 191 exposures to the project through the following methods:

- 3 new requests to our mailing list;
- 31,700 unique hits to our website;
- 2 working group meetings; and
- 5 meetings and/or presentations with organizations, associations, HOAs, and agencies.

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

Month	Estimated Number of Exposures	Number of Outreach Events
July	125+	3
August	19	1
September	47	3
Average/Month:	63.3	2.3
TOTAL:	191+	7

*Indicates at least 125 exposures. This is due to the City of Fort Lauderdale City Commission Presentation on July 21, 2009. The presentation was held during a scheduled Commission public workshop regarding premium transit projects in the City. It is estimated that at least 100 people were in attendance during the workshop, but no exact count was made.

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 3 new names to our project mailing list. We received all new requests for this quarter through our project website.

2. Project Website

Our project website has been updated to include both project and transit related information. It has been organized to make it easier to find relevant information. We have also added several options for you to provide input directly to our team.

Some new exciting features include:

- **Interactive Poll** allows you to express your opinion and see what others think about key project topics.
- **Your Involvement** shows you how you can become and stay involved in the study.
- **Project Library** contains all project documents arranged by topic area.
- **Transit News** includes national transit related information as well as links to other South Florida transit project websites.
- **Environmental Process** explains the Federal evaluation process that this project is following.

Documents Added to the Website

The following documents were added to the project library page of the project website:

General Information

- Initial Screening Options
- Project Brief

Previous Studies

- Documents from the previous Alternative Analysis Study

Maps

- Central Broward Transit Study Area

Vehicle Information

- What is Bus Rapid Transit?
- Bus Rapid Transit Systems in the U.S.
- What is Light Rail Transit?
- Light Rail Systems in the U.S.

Technical Memos

- Focus Group Summary Report

Exhibit 2: Screen shot of the new project website homepage.



Public Workshops

- All documents related to Scoping Workshops held in September 2008.

Newsletters

- Fall 2009 Newsletter
- Fall 2009 Newsletter (Spanish)
- Summer 2008 Newsletter

Presentations

- Broward MPO, Technical Coordination Committee (February 2008)
- Broward MPO Board (March 2008)
- Broward MPO Citizens Involvement Roundtable (March 2008)
- Archived Files

Press Releases

- Scoping Public Workshops Notice (September 2008)

Public Outreach Reports

- 2009, Quarter 2 Public Outreach Report

Other Information

- Light Rail Can Turn Into Money Train, Denverpost.com (November 2008)

Updates Made to the Website

News and/or updates that were posted to the project website included:

- **August 2009 - Take a Look Around.** Our project website has been updated to include both project and transit related information. It has been organized to make it easier to find the information you are looking for. We have also added several options for you to provide input directly to our team.
- **August 2009 - Join Our Mailing List.** Stay up-to-date on project news, workshops and meetings.
- **August 2009 - Share Your Story.** Tell us your transportation stories. What do you like about traveling in Broward County? What don't you like? Do you use mass transit? Why or why not? Does it work for you? If you had an opportunity to design your own premium transit service, what would it be?
- **September 2009 - An Kreyòl. En Español.** Information on how to receive project information in both Creole and Spanish was posted on the homepage.
- **Fall 2009 - This Month's Poll, Fall 2009.** Informal poll placed on the homepage to quickly gauge visitor's opinion about specific project topics. This season's poll was, "What type of vehicle or technology would you prefer – Light Rail Transit or Bus Rapid Transit?" This poll

captured 71 votes with 62 votes (or 87%) preferring light rail transit and 9 votes (or 13%) preferring bus rapid transit.

- **Fall 2009 – Transit in the News.** Section of the website dedicated to reporting how premium transit services are being developed and implemented throughout the world. News stories that were added this quarter include:
 - *Newly Opened Rail Transit, Phoenix, Arizona;*
 - *T Use Up Despite Drop in Gas Cost, Boston, Massachusetts;*
 - *DART Ridership At Record Levels Despite Gas Prices, Dallas, Texas;*
 - *Light-rail Can Turn Into Money Train, Denver, Colorado;*
 - *For New Offices, Its' All About the Ride, Denver, Colorado;*
 - *Rail Gains Momentum As Purple Line Pick, Maryland;*
 - *Long Scorned, Mass Transit Now Key to Future of Metropolitan Areas, New York City; and*
 - *Car Free Commute on Track for Tampa Bay, Tampa, Florida.*

Website Traffic

Over the past three months more than 31,700 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
July	24,276
August	3,803
September	3,621
Total for the Quarter:	31,700

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 two meetings with 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.

TAG Meeting #2 – Initial Screening Preliminary Results

The second meeting was held on Wednesday, August 26, from 10:00 a.m. to 12:00 p.m. and was attended by 16 members of the TAG and 6 other interested persons. There were 12 members who attended in person and 4 members who choose to participate using our online option.

During this meeting, our team presented the Initial Screening preliminary results for each of the alignment options and the transit technology (vehicle) options. The TAG discussed the results with the project team and made some recommendations. Those recommendations included screening slight modifications to two scoping options and looking at a new alignment option along Oakland Park Boulevard. The study team will prepare the findings for the next TAG meeting.

TAG Meeting #3 – Draft EIS Options

The third meeting was held on Wednesday, September 23, from 10:00 a.m. to 12:00 p.m. and was attended by 16 members of the TAG and 9 other interested persons. There were 13 members who attended in person and 3 members who choose to participate using our online option.

Our team presented the preliminary Initial Screening Results for those alignments suggested at the last TAG meeting, as well as the transit technology (vehicle) options.

The purpose of this meeting was to have the TAG recommend its choice for the two options that will be carried forward into the Draft Environmental Impact Statement (EIS) phase of the project. Those two options could include two alignments with one transit technology on each, or one alignment with both Bus Rapid Transit and Light Rail Transit studied.

The two draft EIS options will also be what the study team takes to the public in its upcoming outreach efforts as well as through the Broward Metropolitan Planning Organization (MPO) Committees and Board approval process. Each agency that is a participant of the TAG received one vote towards recommending its two options.

More Information

Meeting summary reports as well as meeting documents can be found on the TAG portion of the website located at:
http://www.centralbrowardtransit.com/working_groups_technical_advisory.php.

4. Meetings & Presentations

We presented project information to more than 145 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. City of Plantation, Mayor & Staff	Initial Screening Options	7/8/09	4
2. South Florida Education Center TMA Presentation	Initial Screening Options	7/15/09	19
3. City of Fort Lauderdale City Commission Presentation	Initial Screening Options	7/21/09	100+*
4. South Florida Education Center TMA Presentation	Initial Screening Preliminary Results	9/9/09	19
5. City of Sunrise Planning Department Staff	Initial Screening Preliminary Results	9/22/09	3
TOTAL: 5 Meetings			145+ Attendees

*Indicates at least 100 exposures. This is due to the City of Fort Lauderdale City Commission Presentation on July 21, 2009. The presentation was held during a scheduled Commission public workshop regarding premium transit projects in the City. It is estimated that at least 100 people were in attendance during the workshop, but no exact count was made.