



**BROWARD**   
**COMPLETE STREETS**  
Better Streets • Better Broward • Better Life

## Message Guide

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# INTRODUCTION

Complete Streets are those planned, designed, and operated in public spaces for users ranging in age from 8-80, and allowing them - whether pedestrians, bicyclists, transit riders or motorists - to conveniently travel together using the same streets. Complete Streets provide convenient and safe access to cross the street, walk to shops, ride the bus, bike to school, and drive for work or play.

This document should serve as a resource for the Broward MPO and the Complete Streets Initiative team, and outlines opportunities and key messages for all audiences regarding the Complete Streets Initiative. It is a working document and is to be implemented in collaboration with the Broward MPO.





# PURPOSE

The Broward MPO focuses on moving people, not just vehicles, by implementing Complete Streets that target the following goals:

- Balanced Mobility
- Safety
- Health and Sustainability
- Economic Vitality





# MESSAGE GUIDE GOALS

The goal of the Message Guide is to provide consistent and proactive communications for the Broward MPO outreach in regard to public inquiries about Complete Streets. With an increase in proposed active transportation projects (bike lanes, sidewalks, lighting, Complete Streets projects), sharing clear messages of the benefits of Complete Streets will equip the Broward MPO to address potential concerns from all audiences. It is critical that key messages are consistent, clear and responsive to changing needs, and provide a unified voice that all members of the team use in all communication.

## KEY MESSAGES

It is critical that key messages are **consistent**, **clear** and **responsive** to changing needs, and provide a **unified** voice that all members of the team use in all communication.





# OBJECTIVES

The Message Guide is designed to:

- Ensure accurate and consistent communications to all audiences
- Clarify misconceptions and confusion surrounding Complete Streets concepts and projects
- Elevate and maintain credibility with elected officials, emergency responders, the news media, the public, and interested parties (local governments, transportation partners, etc.)
- Integrate with the Broward MPO's general policies





# AUDIENCES

This Message Guide will be used to implement consistent messaging about Complete Streets to the following stakeholders:




**COMMUNITY**  
(Broward, General Public)




**ELECTED OFFICIALS**  
(Broward Government)




**PLANNERS & ENGINEERS**  
(Broward MPO, Partnering Agencies)




# OVERARCHING MESSAGES

The following key messages were developed for the Broward MPO team to address opportunities.

- Complete Streets focus on moving people, not cars, and design focuses on all users, not only cyclists and pedestrians.
- Complete Streets provide safety and health benefits, economic development and sense of place to cities and communities like Broward, making them a more desirable place to live, work and play.
- Complete Streets provide economic benefits including area revitalization, job growth, increased investment in the area and increased property values.
- The Broward MPO understands the importance of creating a transportation system that addresses the needs of all users of the road, including the needs of people who walk, bike, drive and take transit.
- Complete Streets create a safe and efficient transportation network that can maintain volume, reduce speeds and conveniently accommodate all users.
- The Broward MPO Commitment 2045 Metropolitan Transportation Plan (MTP) calls for a shift from investment in automobile-centric projects to transit and other modes that support transit. Complete Streets supports this sustainable transportation vision established by the MPO and its constituencies.

# AUDIENCE-SPECIFIC MESSAGES

## COMMUNITY

### Opportunity: Benefits of Complete Streets + Education of Complete Streets Designs

*Supporting Documents/Deliverables: Complete Streets Fact Sheet, Fact Sheet on Bike Lanes, Fact Sheet on options available in the community; IE. South Florida Commuter Services, Complete Streets Benefits Infographic, Bike Map, Website, Rack Card, Video*

## KEY MESSAGES



### BENEFITS RESIDENTS

Complete Streets benefit all residents, various modes of transportation and lifestyles:

- Pedestrians, bicyclists, transit riders and motorists can travel safely and efficiently, together.
- An intentionally designed transportation network gives choices to users from 8 to 80.

### PROVIDES SAFER ACCESS

Complete Streets provide safer access to cross the street, walk to shops, ride the bus and drive for work or play.

### ENCOURAGES HEALTHY COMMUNITIES

Complete Streets encourage healthy behaviors and communities:

- Users become motivated to seek alternatives to driving such as walking.
- Designs promote active transportation through walking, bicycling and accessing public transit.

### SUPPORTS ECONOMIC DEVELOPMENT

Complete Streets support economic development:

- Street connectivity and mobility options raise property values, which is a benefit to all members of the community.
- From wider sidewalks to landscaping, the benefits of Complete Streets support local businesses, engage communities and boost economic development.
- A Complete Streets approach means thinking ahead and thinking smart— and that can lead to decisions that save money and avoid costly mistakes.
- Implementing Complete Streets can lead to job creation and investments in our community.
- Place-making increases the tax base for a city, creates a sense of community and attracts new businesses.



## Opportunity: Program Costs

Supporting Documents: Complete Streets Fact Sheet, Fact Sheet on Cost Benefits, Website, Rack Card, Video

### KEY MESSAGES



### LOW-COST AND SIMPLE CHANGES PROVIDE GREAT BENEFITS

Complete Streets can include a variety of low-cost and simple changes that can provide great benefits:

- Restriping travel lanes and provide more room for bicycles and/or pedestrians.
- Changing signal timing.
- Installing refuge islands, medians and curb extensions.
- Restriping crosswalks to be more visible.
- Installing temporary curbside plazas.
- Adding pedestrian countdown signals.
- Using on-street head-out angled parking, instead of parallel parking, to narrow wide and dangerous roadways.

### \$95 MILLION IN FUNDS ALREADY ALLOCATED

The Broward MPO has allocated over \$95 million to fund high-priority bicycle and pedestrian project improvements (including sidewalks, multi-use paths, bicycle lanes, etc.)

### COST SAVINGS

Walking, bicycling and taking public transportation are cost-saving options for personal transportation versus relying on automobiles.

## Opportunity: Generate Advocacy

Supporting Documents: Complete Streets Fact Sheet, Fact Sheet on Cost Benefits, Website, Rack Card, Video

### KEY MESSAGES



### BENEFITS FOR ALL USERS

Complete Streets benefits all users of all ages and abilities, including walkers, bicyclists, motorists and transit riders.

### SAFER FOR EVERYONE

In addition to promoting safe streets and communities, adding Complete Streets elements (such as lighting, crosswalks, better sidewalks, lowered speeds, traffic calming, bike lanes) to our streets make it safer for everyone.

### MOVING MORE PEOPLE WITH DIFFERENT MODES

Complete Streets can improve the efficiency and capacity of existing roads by moving more people with different modes in the same amount of space.

### REDUCING CONGESTION

Providing options within the existing road network and public transportation system through Complete Streets is vital to reducing congestion:

- Providing options could be more people per car, people biking, etc.
- Providing options to access different amenities in the community.

### LOWER SPEEDS INCREASES SAFETY

Narrowing bike lanes and redesigning roads to lower speeds for increased safety and convenience for all users.

# Opportunity: Costs vs. Benefits

Supporting Documents: Complete Streets Benefits Infographic, Costs vs. Benefits Infographic, Complete Streets Fact Sheet, Website, Rack Card

## KEY MESSAGES



### STRATEGIC PLANNING

Changes in our community with designed Complete Streets require a thoughtful approach and strategy over several years.

### POSITIVE IMPACTS

All users of various modes of transportation can make an impact on the viability of Complete Streets in our region by utilizing these new facilities whether driving, walking, bicycling, or riding transit.

### ESTABLISHING LONG-TERM EXPECTATIONS

Successful Complete Streets implementation in cities such as Vancouver and Portland have taken 30-40 years to become well established. A successful Complete Streets Program is a long-term goal and investment in the future of Broward. Access to destinations and connectivity will attract people to live, work, and play in Broward.

The Complete Streets Initiative serves as a platform to move forward active transportation projects identified in our plans, initiatives, and studies from the planning to design and ultimately to construction through the Broward MPO's Mobility Program.

### LIVABLE CITIES

Complete Streets play an important role in livable communities, where all people – regardless of age, ability or mode of transportation – feel safe and welcome on the roadways. A safe walking and bicycling environment is an essential part of improving public transportation and creating friendly, walkable communities.

### ECONOMIC DEVELOPMENT

After West Palm Beach implemented traffic calming measures in its downtown, it experienced a jump in rental rates, occupancy and ultimately a \$500 million infusion of economic development.

## ELECTED OFFICIALS

### Opportunity: Timing

Supporting Documents: Complete Streets Lifecycle Infographic, Fact Sheet on Complete Streets, Fact Sheet on Transportation Options available in the community; IE. South Florida Commuter Services, Complete Streets Elected Officials One-Sheet, Website, Rack Card, Video

#### A. MPO TO ELECTED OFFICIALS

## KEY MESSAGES



### CONSIDERATION BEFORE CONSTRUCTION

The Complete Streets planning and design process involves a timeline of activities that need to be considered before construction, including funding, planning, design and public involvement.

### FEEDBACK IS KEY

Feedback from Broward residents and partners is key to developing a list of projects that meet the needs of local communities.

### LACK OF SUPPORT DELAYS PROCESS

Lack of policy support delays the process – our Elected Officials are encouraged to adopt Complete Streets policies in their cities for faster implementation.

### RETROFITTED NEEDS

Broward has a large transportation network and in most cases Complete Streets elements have to be retrofitted to existing facilities.

### SAFER AND HEALTHIER STREETS

Complete Streets Policy implementation is a long-term commitment to create safer and healthier streets for all users.

## B. ELECTED OFFICIALS TALKING POINTS

### KEY MESSAGES



#### EXPEDITED FUNDING AVAILABLE

Complete Streets projects can receive expedited funding through programs like CSLIP, Penny for Transportation Sales Tax, etc.

#### PLANNING AND DESIGN FIRST

The Complete Streets planning and design process involves a timeline of activities that need to occur before a project is considered and completed. These activities include gaining/securing municipal support, following the process for the design of the project, and conducting public outreach.

#### FEEDBACK IS ESSENTIAL

The support from constituents and providing public input will assist the Broward MPO with the feedback required to make plans that will accommodate users of all modes of transportation.

#### POLICY SUPPORTING COMPLETE STREETS

In order to have projects built, cities need to have a policy supporting Complete Streets.

#### DESIGN GUIDANCE

Local governments depend on manuals for design guidance on new streets, as well as for retrofitting and modifying existing streets with new development, and when new subdivisions are being built.

## INNOVATIVE OPPORTUNITIES

### Opportunity: Current Standards

*Supporting Documents/Deliverables: Complete Streets Lifecycle Infographic, Fact Sheet on Complete Streets, Website, Rack Card, Video*

### KEY MESSAGES



#### OUT OF THE BOX THINKING

The Broward MPO encourages engineers and planners from implementing agencies to think out of the box during design to incorporate Complete Streets elements.

#### EMPOWERING THE COMMUNITY

The Broward MPO strives to empower the community and encourage public participation.

#### PUBLIC INPUT IS CRITICAL

Public input is a critical piece of the Complete Streets Program. Connect with the Broward MPO on our social media pages on Twitter - @SpeakUp\_Broward, Facebook - @SpeakUpBroward, and Instagram - @speakupbroward or e-mail [feedback@browardmpo.org](mailto:feedback@browardmpo.org).

#### ENSURING BENEFITS

The Broward MPO developed the Complete Streets Initiative to ensure that health, safety, and economic development is firmly embedded into our transportation planning process.

#### HEALTH CARE COSTS DECREASES

Health care costs decrease as a community's investment in balanced infrastructure increases.

# Opportunity: Forward-thinking Engineers

Supporting Documents/Deliverables: Digital Projection/Forecast CS projects, Complete Streets infographic - Emerging Technologies, Engineer POV Video, Website

## KEY MESSAGES



### EMBRACING TECHNOLOGIES

Technology has allowed our engineering community to design Complete Streets that will help and improve our communities and also determine the impact to implement emerging technologies.

### EMERGING TECHNOLOGIES

Emerging technologies can vary from driverless shuttles to connected vehicles, which will increase opportunities in vibrant Complete Streets.

### ENCOURAGING TECHNOLOGIES

The Broward MPO encourages engineers and planners from implementing agencies to think out-of-the-box during design to incorporate Complete Streets elements.

### TECHNOLOGY FIRST

Many local governments in Broward are already beginning to redesign their streets to conveniently accommodate more modes of transportation.

## RESOURCE TOOLS

In this table, each deliverable is connected with a purpose for Complete Streets.

	Balanced Mobility	Safety	Health & Sustainability	Economic Vitality
Bike Map	✓	✓		
Website	✓	✓	✓	✓
Rack Card	✓	✓	✓	✓
Video	✓	✓	✓	✓
Fact Sheet	✓	✓	✓	✓

# SUPPORTING FACTS

The information in this section will be used as supplemental content for the key messages outlined within this Message Guide.

Motorists across the US are expressing their desire to use alternative modes for getting around:

**66%** of Americans want more transportation options.  
*(National Complete Streets Coalition.)*

Transit ridership is reaching historical highs.

*(American Public Transportation Association.)*



**47%** of Americans would like more bike facilities in their communities.  
*(National Highway Traffic Safety Administration.)*

**74%** have no choice but to use their car.  
*(National Complete Streets Coalition.)*

**100+ CITIES**

More than 100 cities across the United States and at least three MPOs have adopted Complete Streets policies.  
*(www.browardmpo.org/index.php/major-functions/complete-streets-initiative).*

Making these travel choices more convenient and attractive means making them safer. The Sun Sentinel reports that Florida has more senior citizen road fatalities than any state in the nation.

*(Florida Leads Nation in Number of Senior Citizens Killed in Traffic Accidents, February 23, 2012).*

Complete Streets promote active transportation, which is human-powered transport (walking, bicycling, accessing public transit). The Centers for Disease Control (CDC) identified a strong correlation between planning and investments in infrastructure and some of the most serious health concerns facing the United States, including heart disease, obesity and diabetes.

*(http://www.browardmpo.org/index.php/major-functions/complete-streets-initiative).*

Health, safety and economic development benefits have been directly attributed to roads planned, designed and operated for all users.

*(http://www.browardmpo.org/index.php/major-functions/complete-streets-initiative).*

The AARP (American Association of Retired Persons) is a strong supporter of Complete Streets. In addition, a broad collection of interests such as smart growth, schools, planners, realtors, insurance companies, health professionals and engineers (such as the Institute of Transportation Engineers [ITE] and the American Society of Civil Engineers [ASCE]) support Complete Streets initiatives.



For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact:

Erica Lychak  
Communications Manager/Title VI Coordinator  
(954) 876-0058  
Lychake@browardmpo.org