



**Broward Partners Group  
Formation Meeting Agenda**  
South Florida Regional Transportation Authority Board Room  
800 NW 33<sup>rd</sup> Street, Pompano Beach, FL

**April 30, 2013 9:00am to 11:00am**

- Welcome and Opening Remarks
- Overview of Meeting
- Introductions  
*Question:* Why is transportation important to you and your constituents?
- Our Story  
*Questions:* What will tomorrow's leaders say about transportation:
  - If we only do what we can afford with available revenues?
  - If we get closer to meeting our mobility needs?
- Method to Our Madness  
*Questions:*
  - Who – What are we Missing?
  - How can your organization best work with us?
- Our Objectives and Expectations
- Open discussion



**Broward Partners Group  
Formation Meeting Highlights  
South Florida Regional Transportation Authority Board Room  
800 NW 33<sup>rd</sup> Street, Pompano Beach, FL  
April 30, 2013 9:00am to 11:00am**

Highlights of the meeting are summarized below to capture the input received from participants in the first meeting of the Broward Partners Group. Input is not verbatim and these highlights are not intended to be quotes, rather they are to represent the ideas shared by participants. Our study team will use this input as a guide in developing content for public educational and outreach materials. The meeting format was designed to be interactive and provide a forum for participations to share their ideas and respond to specific questions. *Special thanks to SFRTA for hosting the meeting.*

**Round Robin - Why is transportation important to you and your constituents?**

- Arlene Davis, Port Everglades -Transportation is our business - it's about moving people and goods. Important for economic development.
- Tonya Tweeton, Broward Sierra - Compliant with trucks on roads during day/congestion. Can't get where I want to go. Not enough busses or often enough. Don't have the time to use transit.
- Jim Murley, South Florida Regional Planning Council - Orientation of coordinating land use.
- Patrice - Transportation is one common element that ties us all together - reflected in our daily lives.
- Sidney Calloway, multiple organizational ties - Important issues. It is not just a discussion about what we need but also how are we going to pay for it.
- Elly du Pre, Lighthouse of Broward County - Transportation allows blind and the visually impaired to be independent and fully integrated in to society.
- Germaine Smith Baugh, Urban League of Broward County - Language about transportation needs to focus on that it is for everyone, let's not consider it as just about "public transportation" - need to think how we message the topic of transportation so it means something to people that perhaps don't think they have anything to do with "Public" Transportation. Transportation system is frustrating in the few times I and my family used it. When we "map" routes for people we serve, it is very difficult and time consuming to get to work. Need transportation for self sufficiency in our community. It's also how we pay for it that will matter to our conversation.
- Dan Lindblade, President of Fort Lauderdale Chamber of Commerce - Transportation system not all that bad here - seen much worse - but we can do better. We look at jobs and think about how many jobs it creates, tourists, port, and airport. I've never been more excited about where we are, where we are going in the future, the conversation we are having now. We have 18 chambers that we will get involved. How do we create a imagine for transit that relates to everyone's needs? Need to get us all on the same wavelength to be able to talk to the Feds and our Representatives in DC so we are all saying the same thing - many opportunities to do this.

Use messaging ideas that make it relevant to people:

- Relate transportation to number of jobs
  - Number of jobs
  - Number or amount of freight moved
  - Number of tourists
  - Economic development generated
- Heather Cunniff, Broward County Planning & Environmental Regulation Division - There is a major leisure component/role for transportation too associated with tourist, sports games, etc.
  - Tim Garling, Broward County Transit - Transit has a critical long-term goal in the livability of our communities. We spend about \$72 per capita for public transportation. That is a fraction of what other places spend. Portland, for example, spends \$250 per capita on transit - 84 percent who take transit have a car. Broward County Transit runs about one million hours of service, but we probably should run two million hours of service to get where we want to go. Transit can play a major supporting role in better more sustainable development that builds a better place. Broward County Transit carries about 40 million people per year, or 40 rides per revenue hour - more than Miami, Atlanta, Dallas. What we see is if we put good service out, people will take it.
  - Vice Mayor Richard S. Blattner, Chairman of Broward MPO - Must deal with transportation "holistically" to include access to public transportation and all modes and travel choices. Look at the things that make up a system. We have brought a lot more money to Broward County than we ever have. Ray LaHood, outgoing Transportation Secretary will be hard to replace. Outlook is really good.
  - Amanda Mitchell, Leadership Broward Foundation - We introduce business and community leaders to the challenges that face Broward. Will make business leaders and young leaders who go through the course aware of transportation issues.
  - Vincent Harrell, Broward County Public Schools - Students can travel as early as 4:30am. Recognize concerns with transportation and challenge associated with transporting students as well as the carbon footprint. We need to better manage our route and minimize our footprint.
  - Eric Chisem, Broward County Public Schools - We are excited about the discussion. You see our presence and notice our absence in the summer. GPS initiatives have been implemented along with centralized routing. We are looking to partner with Broward County Transit to take advantage of public transit more.
  - Jeff Moquin, Broward county Schools - We transport 80,000 students on a daily basis. Despite growth of virtual education, we still a significant reliance on transportation. We are the largest employer - 30,000 employees. Interested in alternative fuel options, opportunities for growth in shared infrastructure.
  - Ralph Marrinson - We are all about the region. We have been fragmented for too long. Meetings like this are bringing people together - bringing us to a seamless transportation system - our goal. Transportation is the link to quality of life, outside world, and to the inside our region. Public does not care about our boundaries. Working together we can make it happen.
  - Jim Wolfe, District Secretary, FDOT District 4 - Transportation solution of the last 30 years of building more roads is no longer available to us. Our roadway system will look the same in 30 years from now that it does today. We are looking at express lanes and you will see construction, but don't be fooled - this is last you will see. We have squeezed the last capacity out of them that we can. We will use more technologies. On expressways, we will have a network of managed lanes. Take note that when you see managed lanes being added, we are telling you that adjacent lanes will be congestion and is an admission that we will not have a continued acceptable level of service. The real solution is premium transit and land use that can be served by premium transit. We as a region needs to look at different solutions. Premium transit requires partnership. The Wave partnership involves federal, state, city, county, and regional parties. These solutions will be challenging. Capital and operating subsidies come from different partners. The biggest challenge facing us is the operating subsidy. Our

investment per capita is inadequate to have a world class transit system. We won't get it through Washington - needs to be locally. If we don't, the capital money won't come to us either.

- Gerry O'Reilly - District 4 Director of Transportation - Jim spoke very eloquently.
- Patricia Zeiler, Downtown Fort Lauderdale Transportation Management Association - Runs community bus for Fort Lauderdale and provides transit options to downtown businesses and employers. Two different people contact her - frustrated tourists or frustrated residents, including students that don't fall inside public school bus service. Getting a lot of frustration from the folks.
- Shirley Snipes, Aging and Disability Resource Center of Broward County - We work with seniors and people with disability. It is very important that they have access to transportation. Without it, they are shut-in and isolated. Glad to be a part of the discussion.
- Scarlett Hanons, Broward County Aviation Department - Airport is dependent on transportation for the region - need more intermodal options.
- Natalie Yesbeck, SFRTA - Caught up in our own mode of transportation or issues - having people all in the same room is positive. We are hearing a lot of frustrations. What will come from this discussion is very exciting.
- Bill Cross, SFRTA - Future holds opportunities. Daily lives, quality of life, economy are all tied to transportation. Moving towards a new and more sustainable direction. Need to provide for transportation of the future - at a point of transition towards premium transit. Partnerships are another transition for the region - the Wave is a good example. In the past it was easier to work within political boundaries. Moving forward, we need to work together across disciplines and boundaries to deliver premium transit for the next 30-50 years.
- Sean Sammen, Broward County Air Quality - Notice limitations that geographic imposes on transportation.
- Joe Giulietti, SFRTA - Biggest issue we have is getting people to and from the system. Regional Business Alliance was instrumental in creating SFRTA and the success of bringing billions of dollars to provide commuter rail to south Florida. What we have not been successful in doing is getting a reliable source of operating funds. FDOT has been very supportive. With respect to getting people out of their cars, over 70% of our riders already have a vehicle, but they choose to use public transportation. Federal government recognizes SFRTA is well-managed and good steward of public monies. Local governments, TMAs and the MPOs all want to work with us. The effort being led by the Broward MPO needs to work with the region to be successful.
- Kareen Boutros, Broward Workshop and South Florida Regional Business Alliance - Business leaders, our members, support transit, RTA, and all initiatives for transit. Want to team with the regional efforts and happy to provide support.

### **What do we want tomorrow's leaders say about transportation? What should we do for a better future?**

- We were Visionaries and Risk Takers.
- Tourists are very important to our economy and we want them to want to come here and come back. We are quite willing to tax them and need to make it desirable to come here.
- We went in the right direction to compete with other areas.
- With more revenues, we secured our...
  - Quality of Life
  - Economic Prosperity
  - Population Growth
- Explore alternative sources of funding - we keep going back to the same barrel - we need to learn from other experiences.
- Need a way to tie transportation goals to people's own personal goals. (*What is the hook, what's in it for me?*)

- We need to walk more to maintain our health.
- It's a question of priorities - if you have limited money, are we spending it the right way. With limited resources, what are people's priorities? We're not building roads - shifts the focus to public transportation.
- Need to reinvigorate communities either with or without more revenues.
- How should we develop in future? "Workplace becomes part of the neighborhood." Don't want to travel long distances. Need to work very hard on our corridors - focus on revenues we know we can get and plan on spending what we have.
- Business plan needs to look for more sources of revenue - reach beyond existing sources.
  - Should the State finance transportation more than they do now?
  - It is more about economic develop than it is about road-building.
- Need to be able to tell our story to those who make the decisions on our transportation spending priorities. Better to spend your money on development and tourism here rather than other places.
- Economic development is a very big piece. Expand business by hiring more employees. When you understand how your tax is being spent to make your community and business opportunities better, you are more inclined to support additional taxes. Education aspect of "what's in it for me?" is critically important.
- Decisions about where people and live are made in part based on how they can get around. Attraction for business is tied to transportation.
- Commitment 2040 may net us \$8 billion over the next 20 years. It won't be enough.
- Are we better off doing nothing is not enough. We do need more money and we should be talking about what it takes to get there? We can't do nothing and be okay.
- Raising money for public transportation is hard. A unified message is what is missing. It's not just business, it's the folks too. Need to show them real numbers and real life situations. Unity and a unified message is needed.
- Discouraged at voting block of young voters. Future is theirs. Younger population is not as interested in driving as we were when we were young. Knowing that, we should message to these future voters.
- Need to be ready to take on new work. Highway Trust Fund may get repaired and opportunities will again be available. Current system of gas tax is not sustainable and we need other sources at the federal level.
- Identify potential revenue sources and how we need to position ourselves to take advantage of those resources. May be more support for user fees.
- For most people, \$8 billion is a lot of money. Most people will believe that you should be able to make do with that.
- When using data make the data "real" for people. Large numbers can be deceiving. The per capita spending example used by Tim Garling help bring it home.
- There has to be coordination. We have got to convince the public that we have done solid planning to make your lives easier.
- Can't just start with Broward's Cost Feasible Plan has to be regional. Kidding ourselves if we only deal with Broward.
- With the housing study, we did one study for all three counties. Need a common fare card. very critical for future transportation. We are close, but those are the footprints we need to get public confidence. Broward is not an isolated island, people don't see the boundaries.
- Tri-Rail is the only true regional service. Probably needs to be a transportation authority that handles all three systems. For those people who have to take the bus, it should be seamless also. Tickets need to be good for the whole system.
- How many tourist-related businesses have information on their websites that tell you how to use the system before they visit? Should be a focus for all organizations. Airport is very good about that

and there is a good Tri-Rail connection. Good airport connection to the ocean could be multiple buses - problematic for tourists to navigate. Number one answer for tourists getting from the airport to destination is taxi or rental car. Connections are needed for visitors.

- Developers have had to rethink their product because of the economy. Micro-real estate, renting tables as opposed to offices. Economy had been forced to be more nimble.
- Transportation for the elderly and healthy living.
- Transportation needs to be competitive with using your car and be more enticing with amenities.
- Consider water taxis for day-to-day use rather than a tourist attraction. Fares should be adjusted for trips rather than all-day passes.

#### **Other Groups to Involve:**

- Developers
- Universities - including multi-county universities such as FAU
- Marine Industry
- Water Taxi
- Realtors and lodging associations
- Broward League of Cities
- Home Owner Associations

#### **Other comments/ opportunities:**

- Different meetings types "Meeting in a Box"
- Look at the climate change aspect of transit
- Different work setting as part the current economic state
- Tourist connection with transit from airports and seaport to hotel/beach area

#### **Final Comments:**

- Need to involve university students. They have special transportation challenges.
- Need to Educate the Elected Officials/Policy Makers early and not just at the end.
- We are driven by self interest.
- Need to consider impact/benefits on the Environment. No one has mentioned it yet. Environment needs to be part of the discussion. Telecommuting should be considered as a means of changing our work patterns and reducing trips made.
- Consider "Meetings in a Box"
- Need to think of changing how and where we work e.g. More "Go to Meetings"
- Champions should be:
  - Multigenerational
  - Multilingual
  - Multiracial
- Message... Equating with a Return on Investment
  - Number of jobs
  - Reduction in Carbon Footprint
  - Find touch points for your messaging - hard to argue against
- Use "looping" process - full vetting process to bring everyone into the process from beginning. Involvement in the process helps them access the outcome.
- Support the Wave on May 7th at the public hearing for the assessment.



## Broward Partners Group

Transportation Choices. Your Voice Counts.

April 30, 2013 Sign-in Sheet

Organization	Contact	Phone	Email	Initials
Aging and Disability Resource Center of Broward County	Shirley Snipes, Planning Director	954-745-9567 X243	<a href="mailto:snipes@adrcbroward.org">snipes@adrcbroward.org</a>	SS
Broward County	Bertha Henry, County Administrator	954-357-7362	<a href="mailto:bhenry@broward.org">bhenry@broward.org</a>	
Broward County Association of Student Councils	Michael Roland, Liaison	754-321-1201	<a href="mailto:michael.roland@browardschools.com">michael.roland@browardschools.com</a>	
Broward County Association of Student Councils	Paula Pineros, Coral Springs High School	754-321-1201	<a href="mailto:paula.pineros@gmail.com">paula.pineros@gmail.com</a>	PP
Broward County Planning & Environmental Regulation Division	Heather Cuniff, AICP	954-357-5657	<a href="mailto:HCUNIFF@broward.org">HCUNIFF@broward.org</a>	HCEC
Broward County Planning & Environmental Regulation Division	Henry A. Sniezek, Director	954-357-6670	<a href="mailto:hsniezek@broward.org">hsniezek@broward.org</a>	
Broward County Pollution Prevention, Remediation and Air Quality Division	Maribel Feliciano, Section Manager	954-519-1424	<a href="mailto:mfeliciano@broward.org">mfeliciano@broward.org</a>	
Broward County Port Everglades	Arlene Davis, Office of the Chief Executive/Port Director	954-468-0120	<a href="mailto:ardavis@broward.org">ardavis@broward.org</a>	AD
Broward County Public Schools	Robert W. Runcie, Superintendent	754-321-2600	<a href="mailto:supt_runcie@browardschools.com">supt_runcie@browardschools.com</a>	
Broward County Public Schools	Jeffrey S. Moquin, Chief of Staff	754-321-2600	<a href="mailto:Jeffrey.Moquin@browardschools.com">Jeffrey.Moquin@browardschools.com</a>	JSM
Broward County Public Schools	Eric Chisem, Task Assigned Assistance Director of Student Transportation & Fleet Services	754-321-2600	<a href="mailto:eric.chisem@browardschools.com">eric.chisem@browardschools.com</a>	ECA
Broward County Public Schools-Board Member	Dr. Rosalind Osgood, District 5	754-321-2005	<a href="mailto:rosalind.osgood@browardschools.com">rosalind.osgood@browardschools.com</a>	
Broward County Transportation	Chris Walton, Director	954-357-8361	<a href="mailto:cwalton@broward.org">cwalton@broward.org</a>	



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Organization	Contact	Phone	Email	Initials
Broward County Transit	Tim Garling, Director	954-357-8424	<a href="mailto:tgaring@broward.org">tgaring@broward.org</a>	TG
Broward Metropolitan Planning Organization	Vice Mayor Richard S. Blattner, Chairman	954-921-3321	<a href="mailto:rblattner@hollywoodfl.org">rblattner@hollywoodfl.org</a>	RS
Broward Regional Health Planning Council	Michael De Lucca, MHM Pres/CEO	954-561-9681	<a href="mailto:mdeLUcca@brhpc.org">mdeLUcca@brhpc.org</a>	RL
Broward Sierra Club	Tanya Tweeton, Executive Committee Chair	954-472-3704	<a href="mailto:tweeton204@yahoo.com">tweeton204@yahoo.com</a>	TC
Broward Workshop	Kareen Boutros-Vani	954-462-9112	<a href="mailto:kareen@browardworkshop.com">kareen@browardworkshop.com</a>	KVB
Downtown Development Authority of Fort Lauderdale	Tim Petrillo, Chairman	954-618-0402	<a href="mailto:tpetrillo@therestaurantpeople.com">tpetrillo@therestaurantpeople.com</a>	
Downtown Development Authority of Fort Lauderdale	Chris Wren, Executive Director	954-463-6574	<a href="mailto:chrswren@ddaftl.org">chrswren@ddaftl.org</a>	
Downtown Development Authority of Fort Lauderdale	Elizabeth Van Zandt, Executive Director	954-463-6574	<a href="mailto:elizabeth@ddaftl.org">elizabeth@ddaftl.org</a>	
Downtown Fort Lauderdale TMA	Alan Hooper, Chair	954-761-3543	<a href="mailto:alan@hooperconstruction.net">alan@hooperconstruction.net</a>	
Downtown Fort Lauderdale TMA	Patricia Zieler, Managing Director	954-761-3543	<a href="mailto:pzeiler@suntrolley.com">pzeiler@suntrolley.com</a>	present
Florida Department of Transportation	Jim Wolfe, District Four Secretary	954-777-4100	<a href="mailto:James.Wolfe@dot.state.fl.us">James.Wolfe@dot.state.fl.us</a>	present
Greater Fort Lauderdale Alliance	Bob Swindell	954-627-0125	<a href="mailto:bswindell@gfialliance.org">bswindell@gfialliance.org</a>	
Greater Fort Lauderdale Chamber of Commerce	Dan Lindblade, President	954-462-4911 954-462-5380	<a href="mailto:djan@ftichamber.com">djan@ftichamber.com</a>	present





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Organization	Contact	Phone	Email	Initials
Greater Fort Lauderdale Convention and Visitors Bureau	Nicki E. Grossman, President	954-765-4466	<a href="mailto:negrossman@broward.org">negrossman@broward.org</a>	
Latin Chamber of Commerce of Broward County	Jose "Pepe" Lopez, President/CEO	954-961-6386	<a href="mailto:info@latinchamberbroward.com">info@latinchamberbroward.com</a>	
Leadership Broward Foundation	Terri L. Wallace	954-767-8866	<a href="mailto:terri@leadershipbroward.org">terri@leadershipbroward.org</a>	
Leadership Broward Foundation	Amanda Mitchell	954-767-8866		AMC
Lighthouse of Broward County	Eily du Pré, BA, MEd, DPA, Executive Director	954-463-4217 Ext 114	<a href="mailto:edupre@lhob.org">edupre@lhob.org</a>	EDP
Minority Development & Empowerment, Inc.	Francois Leconte, President/CEO	954-315-4530	<a href="mailto:fleconte@mdeinc.org">fleconte@mdeinc.org</a>	
National Association for the Advancement of Colored People	Marsha Ellison, President	954-648-8337	<a href="mailto:naacp5009@aol.com">naacp5009@aol.com</a>	
Seven50	Barrington Wright	305-495-9070	<a href="mailto:bwright@seven50.com">bwright@seven50.com</a>	BW
Shutts & Bowen LLP	Sidney C. Calloway	954-847-3833	<a href="mailto:scalloway@shutts-law.com">scalloway@shutts-law.com</a>	SCC
South Florida Education Center TMA	Pete Witschen, TMA Director	954-262-8832	<a href="mailto:witschen@nova.edu">witschen@nova.edu</a>	
South Florida Regional Business Alliance	Ralph Marrinson, Chairman	954-463-6232	<a href="mailto:rmarrinson@marrinson.com">rmarrinson@marrinson.com</a>	pmarr
South Florida Regional Planning Council	James E. Murley, Exec Director	954-985-4416	<a href="mailto:jmurley@sfrpc.com">jmurley@sfrpc.com</a>	JEM
South Florida Regional Transportation Authority (SFRTA)	Joe Giulietti, Executive Director	954-942-7245	<a href="mailto:jgiulietti@sfrta.fl.gov">jgiulietti@sfrta.fl.gov</a>	JG



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Urban Health Solutions, LLC	Patrice Gillespie Smith, Program Mgr	786-897-1386	patrice@urbanhs.com	PS
Urban League of Broward County	Dr. Germaine Smith Baugh, President/CEO	954-584-0777	gsbaugh@ULBCFL.ORG	GSB.
Weston Area Chamber of Commerce	Jack Miller, President/CEO	954-389-0600	jack@westonchamber.com	
BMPO	DISCILLA CLAUGES	954-876000	Clauges@browardmpo.org	DC
BMPO	CHRISTOPHER RYAN	954-876000	RYAN@browardmpo.org	CR
Broward County	Serg Sammon	26-773-0000	Ssammon@broward.org	SS
DAFC	Gerry Siculby	954-777-7411	gerry.siculby@dot.state.fl.us	
SFRTA	Nataire Yesbeck	954-788-7857	YESBECK@SFRTA.FL.GOV	NY
BCPS	Vincent Harrell	754-321-4488	Vincent.harrell@browardschools.com	VH
Broward City Port Everglades	Arlene Davis	954-668-0100	arlene@broward.org	AD
BCAD	Scarlett Huns		shannon@broward.org	AH



Welcome!  
**Broward**  
**PARTNERS**  
**Group**

Formation Meeting  
April 30, 2013

## Welcome and Opening Remarks

**Greg Stuart** – *Executive Director*

**Chris Ryan** – *Public Information Officer*

- Role of the Broward MPO
- Why you are here – diversity of participation
- Not another committee
- Connectedness of our Planning Processes
- Think Regional – Act Local

## Overview of Meeting

**Jeff Stiles** – Program Director

**Lynda Mifsud** – Deputy Program Director

- Our Plan to Get the Conversation Started
- Our Story
- Method to Our Madness
- Our Objectives and Expectations

## Introductions

**Today's Goal:** Interactive Exchange

**Our First Question:**



**Why is  
transportation  
important**  
to you and your constituents?

# Our Story

Sun Sentinel article circa 1980

National dollars will be tighter than ever... don't come to the federal government to solve your transportation problems.

**Neil Goldschmidt**  
Secretary of Transportation

The best Broward can hope for... is a larger expressway system and toll roads financed by local bonds. Few new roads. No mass transit.

**Paul Haller**  
Systems Engineering Laboratories

We need at least 350 [buses] to form a good system.

**Don Monroe**  
Broward Mass Transit Director

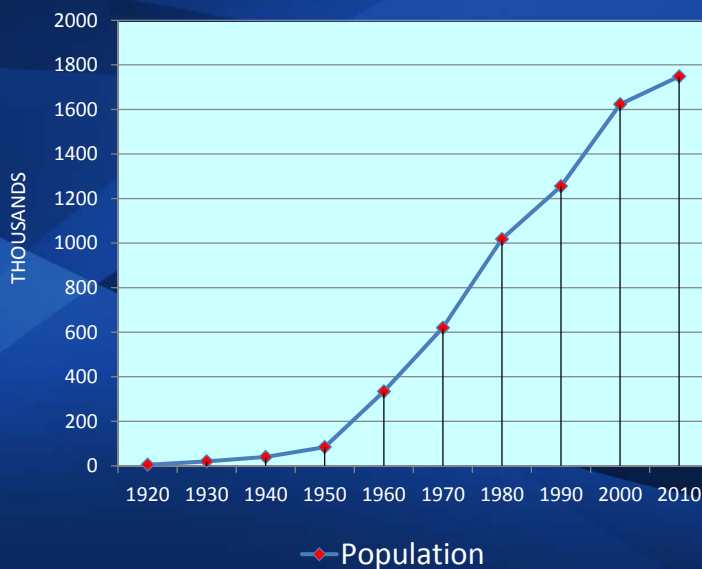
Don't expect miracles, expect traffic jams.

**Rick Chesser**  
Former District Four Secretary

If any one problem can ruin our economy, it's traffic. It relates more closely to the quality of life than anything else.

**J. Edward Houston**  
President Barnett Banks

# How Have We Grown?



## Key Dates:

- 1957:** Sunshine State Parkway
- 1968:** Florida's Turnpike
- 1969:** Alligator Alley
- 1976:** I-95
- 1980:** 100 Broward County Transit buses
- 1986:** Sawgrass Expressway
- 1989:** Tri-Rail
- 1990:** I-595
- 1993:** I-75
- 1999:** SunPass
- 2000:** Broward County Transit Bee Line
- 2007:** Tri-Rail Double-Track and Breeze
- 2012:** 371 Broward County Transit buses



## Trending the Future - Population



	2030	2035
Revenue	\$6.5B	\$8.5B
Need	\$9.5B	\$9-20B

Seven50 predicts 2.1M people will live in Broward by 2060

## Trending the Future - Employment

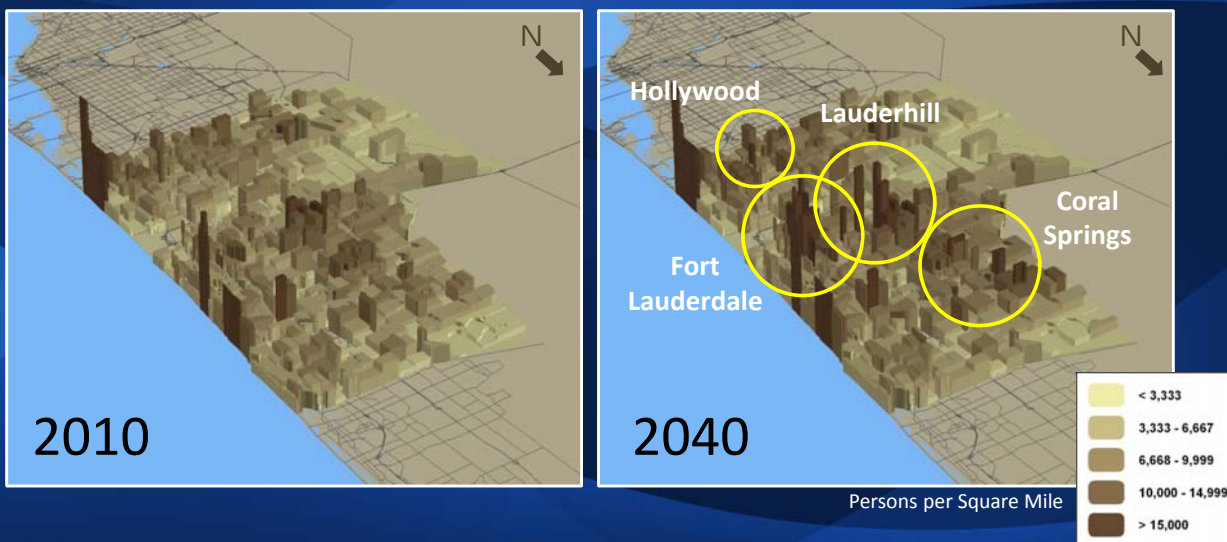


*Broward emerges from recession a leader in jobs creation.*

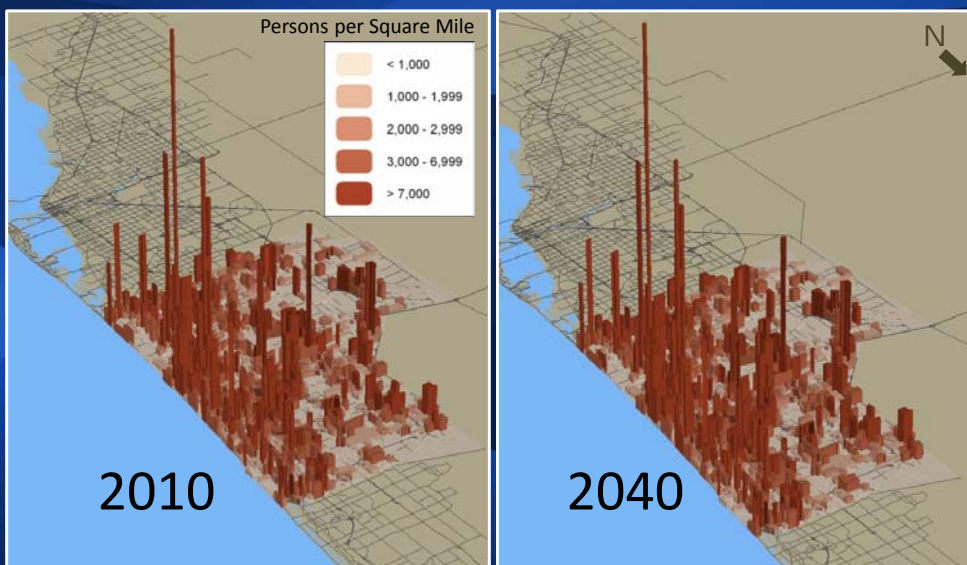
**March 2013 Unemployment:**

- Nationwide – 7.6%
- Statewide – 7.5%
- Broward – 6.2%
- Palm Beach – 7.4%
- Miami-Dade – 9.2%

## Closer Look at Population



## Closer Look at Employment



While it's "great to see cranes on the skyline again," the recovery is more broad-based, reflecting the County's plan for more industry diversity...adding jobs in aviation, manufacturing, hospitality and life science.

*Bob Swindell,  
Greater Florida  
Chamber of  
Commerce, 4/20/13  
Sun Sentinel*

## Coming Soon to a Neighborhood Near You

### What is going right for Broward?

- 595 Express: summer 2014
- 95 Express expands north: 2014-2016
- All Aboard Florida: 2015
- The Wave: 2016...Future East-West extensions
- Traffic Signal Improvements: ongoing
- Tri-Rail Coastal Link: tbd

*Move People*

## Economic Development

### How Shall We Grow?

- Seven50
- Transit Oriented Development
- Mobility Hubs
- Housing Trends
- Competitive Markets for New Business

*Create Jobs \* Strengthen Communities*



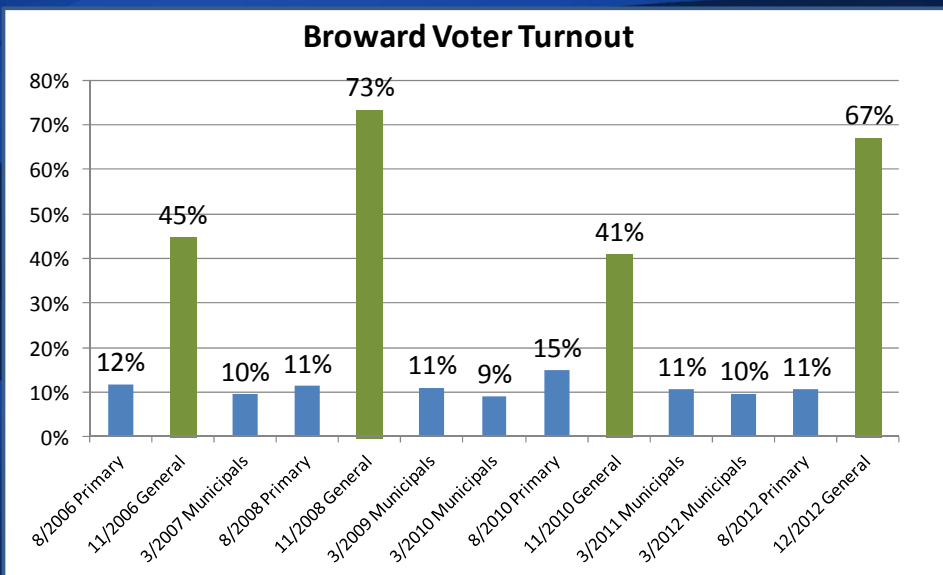
# 2006 County-wide Transportation Improvements Referendum Results Mapping

Voter precincts reporting  
over 50% in favor of  
one penny sales tax



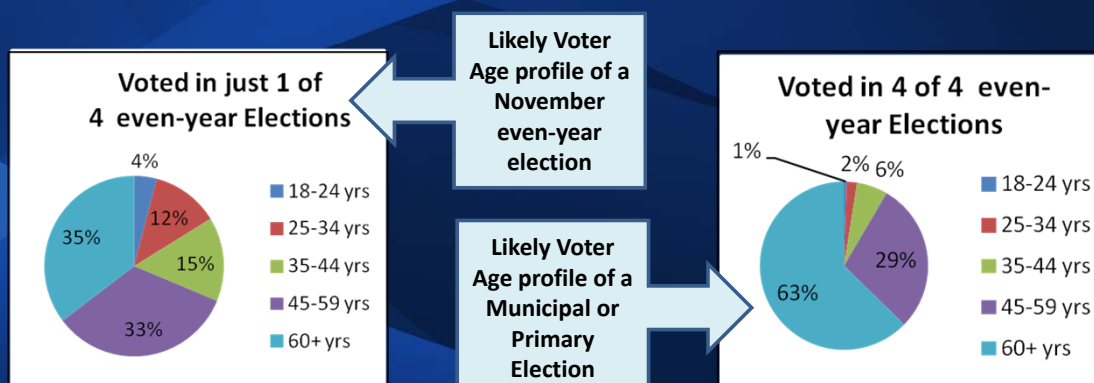
## Broward Voter Turnout

Why Voter Targeting  
– and Timing –  
Matters in Public  
Opinion Research  
*Who is a  
“likely voter”?*  
*It depends on  
the election. . .*



## Likely Voters

*Best predictor of likelihood to vote? Prior voting history*



## Broward MPO Commitment 2040 Survey

### What the MPO Leadership Thinks...

- **Best way to move people and create jobs:**  
Increase *regional* transit service
- **Best way to strengthen communities:**  
Increase *local* transit service
- 78% - Support more taxes on gasoline (as Board member)
- 56% - Support new tolls (as a citizen)
- 61% - Support tourism taxes (as Board member)

## Preliminary Baseline Survey Results

### What Broward Voters Think...

- 77% - Public transportation should be high priority
- 76% - Population will grow in 5-10 years
- 60% - Traffic congestion will get worse
- 52% - Have no option but to drive
- TOP ISSUES: Jobs/economy (26%); Crime (13%); Education (11%); Transportation/Roads/Traffic (10%)

Source: The Kenney Group, April 2013

## Preliminary Baseline Survey Results

Issues	Responses:	
Traffic Congestion	30% very serious	46% serious
Transportation System	33% very inadequate	20% inadequate
More Taxes or Fees for Transportation	47% would support	42% would oppose
Support for Alternative Modes:		
Highest Support: Road/Street Maintenance* Traffic Signal Synchronization Intersection Improvements	Mid-level Support: Fort Lauderdale Connectivity Carpooling/Flextime Local and Express bus/shuttles	Less Support: Bicycle/Pedestrian Light Rail/Streetcar Tri-Rail service

\* **Weak support for expanding roads and highways.**

## Lessons Learned

- Understand public sentiment – “Expectations” may not hold true
- Can’t stop growth – Need to plan for it
- First attempts for new funding sources aren’t always a success – may take 2 or 3 attempts
- Accountability and trust are critical to gaining public confidence
- Keep communications easy to understand – use maps and visuals
- Grass roots support can make the difference
- Public doesn’t want to wait decades for improvements

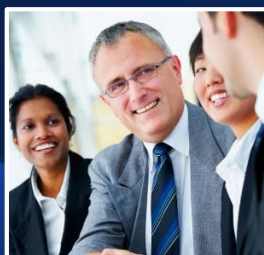
## What will tomorrow’s leaders say about transportation?

If we only do what we can  
 afford with today’s  
 revenue?

If we get closer to  
 meeting  
 our needs  
 with more  
 revenue?

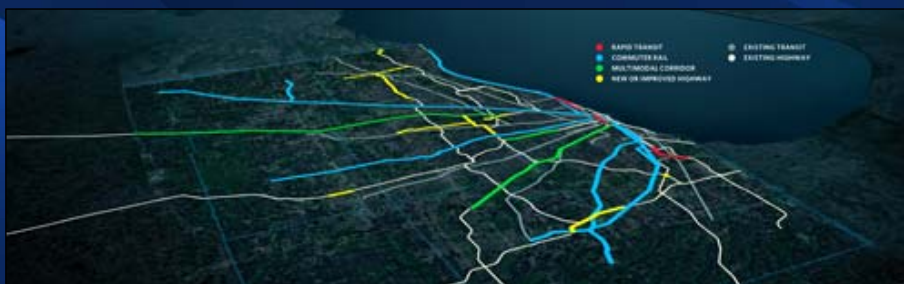
## Methods to Our Madness

- Public Opinion Research
- Scenario Planning
- Multi-media Marketing



## Scenario Planning

- Start with 2040 Financially Feasible Plan
- Build Two “System” Scenarios
- Identify Financial Options





# Multi-media Approach

- Website
- Advertising: Digital, TV, Radio, Special
- e-TownHalls
- Street Teams



# Timeline

**Legend**  
 Activity: **YELLOW**  
 Public Opinion Research and Event: **GREEN**  
 Commitment 2040: L RTP Update Phase: **ORANGE**



## Building Our Networks

### Connecting People and Ideas

- Leadership – Setting Our Direction
- Broward Partners Group – Broadening Representation
- GrassRoots Forum – Multiplying our Efforts
- Program for Empowering People – Finding New Voices
- Broward Portraits – Making it Real
- Street Teams – Go Where the People Are

## GrassRoots Forum, a Speakers Bureau

- Start with Who We Know
- GrassRoots Cookbook
- Network Meetings
- Organization Meeting Summer
- Training and Messaging Sessions

## One More Question...

Who - What are we missing?

How can your organization best work with us?

- GrassRoots Forum – a Speakers Bureau
- Candidates: Program for Empowering People
- Candidates: Broward Portraits
- Content Development

## Our Objectives and Expectations

Keeping Our Eye on the Prize

- Replace Frustration with **Action**
- Build Incremental **Successes**
- Identify **Champions**
- Gather **Momentum**

Upcoming Meeting Topics

Next Meeting – September 30, 2013 Monday



# Open Discussion

