



**Broward Partners Group**  
**Meeting Agenda**  
**Broward County/FDOT Regional Transportation Management Center**  
**2<sup>nd</sup> Floor Training Room**  
**2300 West Commercial Boulevard, Fort Lauderdale, FL**  
**February 10, 2014, Monday**  
**TOUR – 1:15pm to 1:45pm (optional)**  
**MEETING – 2:00pm to 4:00pm**

Topic	Presenter	Length	Estimated Timing
Welcome and Opening Remarks	Greg Stuart	10 m	2:00 – 2:10
Progress Update and Look Ahead	Chris Ryan	10 m	2:20 – 2:30
<b>INTRODUCTIONS</b>	<b>ALL</b>	<b>10 m</b>	<b>2:10 – 2:20</b>
<b>Starting Point:</b> Commitment 2040 Update	Jeff Stiles	10 m	2:30 – 2:40
<b>Context Setting:</b> Values Laddering and Focus Groups	Lynda Mifsud	10 m	2:40 – 2:50
<b>DISCUSSION</b>	<b>ALL</b>	<b>15 m</b>	<b>2:50 – 3:05</b>
<b>Placemaking:</b> Visioning ‘Possible Futures’	Alden Raine	20 m	3:05 – 3:25
<b>Funding Options:</b> Potential New Revenue Sources	Pamela Bailey-Campbell	20 m	3:25 – 3:45
<b>DISCUSSION</b>	<b>ALL</b>	<b>15 m</b>	<b>3:45 – 4:00</b>

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the American with Disabilities Act, please contact: Christopher Ryan, Public Information Officer/Title VI Coordinator at (954) 876-0036 or [ryanc@browardmpo.org](mailto:ryanc@browardmpo.org)



**Broward Partners Group  
Meeting Highlights  
Broward County/FDOT Regional Transportation Management Center  
2<sup>nd</sup> Floor Training Room  
2300 West Commercial Boulevard, Fort Lauderdale, FL  
February 10, 2014, 2:00 – 4:00pm**

Highlights of the meeting are summarized below to capture the input received from participants in the third 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.

**Starting Point and Context Setting**

After a brief introduction and progress update by Greg Stuart and Chris Ryan, Lynda Mifsud began the presentation. She provided status information on the MPO's Commitment 2040 Long Range Transportation Plan update, which Speak Up Broward will use as a starting point for determining what else Broward wants from its transportation system after available funding has been allocated. She then discussed projections for population and employment growth, and also the funding shortfalls that Broward's major transportation providers will experience in the future if nothing is changed.

A roundtable discussion was held after this portion of the presentation. The comments made are summarized below:

- As a part of this effort we should keep in mind how big of a role visitors have in our economy. They currently have a large economic impact, but if our transportation system isn't sufficient, they will eventually start going elsewhere. This can lead to stagnation the same as if workers and residents leave the area.
  - Every 85 visitors to Florida create one job
  - 13M visitors in 2013 (collected \$43M from visitors to Broward County)
  - Goal for 2014 is 14M visitors
- The population growth estimate seems a little low. Even though it's only a guess, it seems that it will likely be greater than currently projected.
  - 230K additional people by 2040
- Do we have comparisons to other developed countries on transportation services offered and ways they are funded?

- Most other countries, especially in Europe, have more transit initiatives and better service in general than they do. This is largely because they have much higher gas taxes or vehicle registrations fees.
- If you don't already you should ask people (in the focus groups) if they are aware of how much they currently pay in gas taxes. The average is about \$200 per year, and most people probably don't realize that the amount is so low. If you compare that number to what people pay for other utilities or services such as cable or cell phone, they may realize that they pay more for cable TV and internet in a month than they do for transportation in an entire year.
- How are decisions made about land use development in the future? Who decides if Broward should be urban or suburban?
  - The individual municipalities do, but places can be both. Ideally, it would be best to have a mix of land use that provides the appropriate densities in the appropriate places.
- This issue needs to connect with people by showing how transportation affects their pockets and/or experiences. It needs to be specific to individuals and communicate how much the costs/savings are and what is to be gained/lost as a result.
- Tourists often ask why there isn't better public transportation service between the airport and the port, or between the airport and their hotels. This is something that most other urban areas offer, and is something visitors expect.
- We often hear the question of why is express bus service so cheap. South Florida has some of the lowest transit fares in the country. We may need to move past the introductory period of trying to attract ridership, and increase fares to be more consistent with the other places so that we can offer better service like those places.
  - It costs \$85/month to ride the express bus from Miramar to the Miami Civic Center, but the cost to park is \$245/month (this may not be the best example because the trip is not all in Broward, but this is also something to keep in mind)
- Because housing costs are rising, it is considerably more difficult for lower income families to own and maintain a vehicle (especially two). South Florida has some of the highest housing/transportation costs in the country, so there needs to be other, reliable options for lower income families.
- A lack of transportation alternatives makes it harder for Broward to attract employees who may not want to be completely reliant on a personal vehicle. Other cities offer options, and these employees will go elsewhere to find that.
- Employers want to locate in Broward County but the lack of transportation options is an issue. Some employers are building employee housing close to their locations to make it more attractive given the lack of options.
- In addition to low-income communities, the blind or visually impaired would benefit greatly from increased public transportation options.
- We should think about how an increase in freight traffic factors into this conversation. More people shopping online means more freight traffic and fewer trips to retail stores.
- The biggest challenge in terms of marketing this effort is determining how to sell the price of public transportation to those who don't use it.
  - We should enforce that these types of major changes will take years to develop, and that decisions about improving Broward's transportation system need to be made today

so that your children will reap the benefits. This is about leaving a legacy for our children.

- We should consider using buses and bus shelter for marketing to try and attract riders instead of selling all of the advertising space to private companies.

#### **Placemaking and Funding Options:**

Next, Al Raine presented on how the visioning process would develop potential futures to give the public an idea of how different levels of investment could improve Broward's transportation system and quality of life. Pamela Bailey-Campbell then reviewed the potential revenue sources available for funding these investments.

A second roundtable discussion was held after this portion of the presentation, with the following comments:

- We should keep these two questions in mind for every potential new revenue source: Where are they used? And, Are they successful? (if we can reference an example of each of the revenue possibilities, it may make more sense to people)
- You should take into account whether these revenue sources will impact residents or visitors. You should also think about exploring with the focus groups how one-time vs. recurring fees are perceived by the public.
- Why is the federal fuel tax not included?
  - We only included options that could be imposed locally (Broward County) because those at the State or Federal level will be out of our control.
- A carbon tax could pose the same problems currently being experienced with the gasoline tax as vehicles become more fuel efficient in the future.
- You should use the focus groups to access people's preferences for paying more in tolls on existing facilities.
- It's important to show people what they can get for X amount more per year, per month, etc. compared to what they are currently getting for Y amount. It needs to be expressed in terms people can relate to such as per person or per family instead of in millions, which average people don't think in terms of.
- We need to make an effort to get existing transit riders to support this initiative, but transit ridership is small compared to the general population. We also need to try and convey to non-users that this is important because it will make Broward a better place for the reasons already discussed.
- Is Speak Up Broward focused on only transit or transportation in general?
  - Speak Up Broward is transportation-focused. It looks at transportation improvements from a multimodal perspective (roadways, rail, bikeways, etc.).
- When presenting this information to the public, is it okay for the Program for Empowering People (PEP) outreach partners to change or re-word the survey questions to better suit the audience?
  - Absolutely. We want to be flexible, and use whatever you think will resonate the best. The questions should still seek the same information, but can be modified if you want.

- We need to communicate to people that almost all other developed countries (and major U.S. cities) have good, reliable, and efficient public transportation systems. We also need this if we want to continue to grow and avoid stagnation.
- It was mentioned that a cost of doing nothing more assessment was being developed and that along with this information, the consequences of each of the visions needs to be communicated in terms of what it means for people in cars.
- We also need to establish a sense of immediacy. This isn't only about adding new and better service or facilities. If we don't make changes in the way we are funding our transportation system, we will have to cut service in the next few years, making our transportation system worse instead of better. This is not something that will begin in 2040, this needs to start now if we want to continue to grow and get better for the remainder of this decade.
- We should also draw attention to current bicycle and pedestrian accident and fatality rates.
- Natural disasters should also play a role in why we need to make improvements. Evacuation options are critical in this part of the country.
- When going to the public, we need to be sure that we are ready to answer the questions, "What do you want from me?" and "What's in it for me?" This is the information people will want to know right away to remain interested or engaged in this effort moving forward.
  - Make sure to personalize it: "It'll cost you the price of a X per day (or per week or per month)" The team should keep this in mind when developing the Investment Strategies and the data that goes into MetroQuest, especially when the public is comparing certain benefits and understanding trade-offs.









**Broward Partners Group**

**February 10, 2014 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:snipess@adrcbroward.org">snipess@adrcbroward.org</a>	
African-American Research Library and Cultural Center, Broward County Library	Desmond Hannibal, Program & Exhibits Section Coordinator	954-357-6224	<a href="mailto:dhannibal@browardlibrary.org">dhannibal@browardlibrary.org</a>	
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.pineros0612@gmail.com">Paula.pineros0612@gmail.com</a>	PP
Broward County Aviation Department	Scarlett Hammons	954-350-6100	<a href="mailto:shammons@broward.org">shammons@broward.org</a>	SH
Broward County Planning & Environmental Regulation Division	Heather Cunniff, AICP	954-357-5657	<a href="mailto:HCUNNIFF@broward.org">HCUNNIFF@broward.org</a>	
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 Pollution Prevention, Remediation and Air Quality Division	Sean Sammon	954-519-1424	<a href="mailto:ssammon@broward.org">ssammon@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>	





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Organization	Contact	Phone	Email	Initials
Broward County Public Schools	Vincent Harrell	754-321-2600	<a href="mailto:eric.chisem@browardschools.com">eric.chisem@browardschools.com</a>	
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>	<i>ec</i>
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>	
Broward County Transit	Tim Garling, Director	954-357-8424	<a href="mailto:tgaring@broward.org">tgaring@broward.org</a>	<i>TG</i>
Broward County Transit	Jonathan Roberson	954-357-8338	<a href="mailto:jroberson@broward.org">jroberson@broward.org</a>	<i>JR</i>
Broward Metropolitan Planning Organization	Vice Mayor Richard S. Blattner, Chairman	954-921-3321	<a href="mailto:rblattner@hollywoodfl.org">rblattner@hollywoodfl.org</a>	
Broward Regional Health Planning Council	Michael De Lucca, MHM Pres/CEO	954-561-9681	<a href="mailto:mdelucca@brhpc.org">mdelucca@brhpc.org</a>	
Broward Sierra Club	Barbara Rouge, Committee Vice-Chair	954-472-3704	<a href="mailto:b-realtor@att.net">b-realtor@att.net</a>	
Broward Sierra Club	Tanya Tweeton, Executive Committee Chair	954-472-3704	<a href="mailto:tweeton204@yahoo.com">tweeton204@yahoo.com</a>	
Broward Workshop	Kareen Boutros-Vani	954-462-9112	<a href="mailto:Kareen@browardworkshop.com">Kareen@browardworkshop.com</a>	
Broward Workshop	William R. Derrer	954-733-4211	<a href="mailto:wrd@jamesacummings.com">wrd@jamesacummings.com</a>	
Downtown Development Authority of Fort Lauderdale	Tim Petrillo, Chairman	954-618-0402	<a href="mailto:tpetrillo@therestaurantpeople.com">tpetrillo@therestaurantpeople.com</a>	



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Organization	Contact	Phone	Email	Initials
Downtown Development Authority of Fort Lauderdale	Chris Wren, Executive Director	954-463-6574	<a href="mailto:chriswren@ddaftl.org">chriswren@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 Development Authority of Fort Lauderdale	Kate Sheffield	954-463-6574	<a href="mailto:kate@ddaftl.org">kate@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>	
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>	JW
Florida Department of Transportation	Gerry O'Reilly, Director of Transportation Development	954-777-4100	<a href="mailto:Gerry.Oreilly@dot.state.fl.us">Gerry.Oreilly@dot.state.fl.us</a>	GO
Florida Department of Transportation	Jeff Weidner	954-777-4100	<a href="mailto:Jeff.weidner@dot.state.fl.us">Jeff.weidner@dot.state.fl.us</a>	JW
Florida Department of Transportation	Cheryl Seinfeld	954-717-2246	<a href="mailto:Cheryl.seinfeld@dot.state.fl.us">Cheryl.seinfeld@dot.state.fl.us</a>	
Gibraltar Private	Randall Vitale	954-768-5334	<a href="mailto:rvitale@gibraltarprivate.com">rvitale@gibraltarprivate.com</a>	
Greater Fort Lauderdale Alliance	Bob Swindell	954-627-0125	<a href="mailto:bswindell@gfalliance.org">bswindell@gfalliance.org</a>	
Greater Fort Lauderdale Alliance	Ron Drew	954-627-0125	<a href="mailto:rdrew@gfalliance.org">rdrew@gfalliance.org</a>	
Greater Fort Lauderdale Chamber of Commerce	Dan Lindblade, President	954-462-4911 954-462-5380	<a href="mailto:dan@ftlchamber.com">dan@ftlchamber.com</a>	



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<b>Organization</b>	<b>Contact</b>	<b>Phone</b>	<b>Email</b>	<b>Initials</b>
Greater Fort Lauderdale Convention and Visitors Bureau	Nicki E. Grossman, President	954-765-4466	<a href="mailto:negrossman@broward.org">negrossman@broward.org</a>	
Greater Fort Lauderdale Convention and Visitors Bureau	Kelly Tortoriello	954-765-4466	<a href="mailto:ktortoriello@broward.org">ktortoriello@broward.org</a>	<i>KT</i>
iCenter Community Foundation, Inc.	Sara Brown	954-456-7775	<a href="mailto:iccfcenter@gmail.com">iccfcenter@gmail.com</a>	<i>SAB</i>
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	Laurie Sallarulo, executive Director	954-767-8866	<a href="mailto:laurie@leadershipbroward.org">laurie@leadershipbroward.org</a>	
Leadership Broward Foundation	Amanda Mitchell	954-767-8866	<a href="mailto:Amanda@leadershipbroward.org">Amanda@leadershipbroward.org</a>	
Lighthouse of Broward County	Elly du Pré, BA, MEd, DPA, Executive Director	954-463-4217 Ext 114	<a href="mailto:edupre@lhob.org">edupre@lhob.org</a>	<i>EDP</i>
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>	
Nova Southeastern University	David Nunes		<a href="mailto:dnunes@nova.edu">dnunes@nova.edu</a>	
Pompano Beach Chamber of Commerce	Ric Green, President/CEO	954-941-2940	<a href="mailto:rgreen@pompanobeachchamber.com">rgreen@pompanobeachchamber.com</a>	
Seven50	Barrington Wright	305-495-9070	<a href="mailto:bgarfieldwright@gmail.com">bgarfieldwright@gmail.com</a>	
Shutts & Bowen LLP	Sidney C. Calloway	954-847-3833	<a href="mailto:scalloway@shutts-law.com">scalloway@shutts-law.com</a>	



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Organization	Contact	Phone	Email	Initials
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>	
South Florida Regional Planning Council	James F. Murley, Exec Director	954-985-4416	<a href="mailto:jmurley@sfrpc.com">jmurley@sfrpc.com</a>	✓
South Florida Regional Planning Council	Eric Swanson	954-985-4416	<a href="mailto:eswanson@sfrpc.com">eswanson@sfrpc.com</a>	
South Florida Regional Transportation Authority (SFRTA)	Joe Giulietti, Executive Director	954-788-7918	<a href="mailto:giuliettej@sfrta.fl.gov">giuliettej@sfrta.fl.gov</a>	
South Florida Regional Transportation Authority (SFRTA)	Natalie Yesbeck	954-788-7957	<a href="mailto:yesbeckn@sfrta.fl.gov">yesbeckn@sfrta.fl.gov</a>	
South Florida Regional Transportation Authority (SFRTA)	William Cross	954-788-7916	<a href="mailto:crossw@sfrta.fl.gov">crossw@sfrta.fl.gov</a>	
South Florida Regional Transportation Authority (SFRTA)	Joe Quinty	954-942-7928	<a href="mailto:quintyj@sfrta.fl.gov">quintyj@sfrta.fl.gov</a>	QJ
Tayan Alliances, Inc	Ann Taylor	754-227-9241	<a href="mailto:anntaylor@tayanalliancesinc.org">anntaylor@tayanalliancesinc.org</a>	AT
United Way of Broward County	David Wallace, Director Public Policy Advocacy	954-462-4850, X130	<a href="mailto:dwallace@unitedwaybroward.org">dwallace@unitedwaybroward.org</a>	
* Urban Health Solutions, LLC <i>LEST</i>	Patrice Gillespie Smith, Program Mgr	786-897-1386	<a href="mailto:patrice@urbanhs.com">patrice@urbanhs.com</a>	
Urban League of Broward County	Dr. Germaine Smith Baugh, President/CEO	954-584-0777	<a href="mailto:gsbaugh@ULBCFL.ORG">gsbaugh@ULBCFL.ORG</a>	
Urban Land Institute	Carla Coleman, Executive Director	954-783-9504	<a href="mailto:Carla.coleman@uli.org">Carla.coleman@uli.org</a>	





Transportation Choices. Your Voice Counts.

Broward Partners Group

February 10, 2014 Sign-in Sheet

Name	Info on File?	Organization	Phone	Email
CHRIS RYAN	YES	Broward MPO		
Alicia Blattman	'	'		
Jill D.	Yes	Jacobs		
Jeff Stiles	Yes	Jacobs		
Burt Sorvstein		BLAND CANVAS BRANDS.COM		
Jim Cooper		Sea FIA Chamber of Commerce		
Mike Konshavitz	yes	B MPO		
Andrew Meyer	N	Broward County		
Teneshia Taylor	yes	Taylor Alliances		
Ann Taylor	yes	Taylor Alliances		
Arlene Davis	yes	Port Everglades		
Covenant Keeper	yes	Covenant of Williams		
Yves d'Anjou	yes	BCTED		



# SPEAK UP BROWARD

Transportation Choices. Your Voice Counts.

**Broward Partners Group**

**February 10, 2014 Sign-in Sheet**

Name	Info on File?	Organization	Phone	Email
MARianne Winstelo	Yes	SMART Broward Partnership	954-361-4915	MARianne@smartbroward.org
PAT Snel		BCPS	754-321-4402	PAT.Snel@BrowardSchools.com
James Cromar	YES	Broward MPO		
Patricia Zeller	YES	TMA		



## POTENTIAL NEW REVENUES

REVENUE SOURCE	DESCRIPTION	ESTIMATED REVENUE
<b>Air Rights</b>	Payment for publicly owned air rights to use for private development	Low
<b>Auto Insurance Tax</b>	Fee paid by vehicle owners when making auto insurance payments	Medium
<b>Business Parking Fee</b>	Fee on off-street non-residential parking	Medium
<b>Business Payroll Tax</b>	Monthly payroll tax paid by all employees	High
<b>Carbon Tax/Vehicle Emissions Fee</b>	Fee on emissions of carbon dioxide created from use of fossil fuels	High
<b>Cordon Charge</b>	Charging an "entry" (or exit) fee to access set jurisdictional boundary perimeters	Medium
<b>Development Charges</b>	One-time charges levied on new developments and eligible redevelopments	Low
<b>Discretionary Surtax</b>	Up to 2 percent discretionary surtax: <ul style="list-style-type: none"> <li>• 1 percent Charter County and Regional Transportation System Surtax, and</li> <li>• 1 percent Local Government Surtax</li> </ul>	High
<b>Driver's License Fee</b>	Additional fee on driver's licenses – new and renewal	Medium
<b>Hotel/Lodging Taxes</b>	Imposing additional taxes dedicated to transportation	Low
<b>Land Value Capture/Tax Increment Financing</b>	Capturing increased property tax value based on delivery of transportation improvements	Low
<b>Mileage Based User Fee</b>	Charge per mile fee for all miles driven in the county	High
<b>Motor Vehicle License Fee and Surcharge</b>	Additional registration fee for new vehicles	Medium
<b>Parking Surcharge</b>	Tax on parking charges	Low
<b>Property Tax</b>	Increase property tax for transportation purposes	Medium
<b>Rental Car Tax/Fees</b>	Increase rental car fees/taxes	Low
<b>Special Assessment District</b>	Fee to finance infrastructure improvements in specific area	Low
<b>Toll Road</b>	Imposing tolls on new facilities	Medium
<b>Vehicle Sales Tax (new)</b>	Additional sales tax on new vehicles	Low



# SPEAK UP BROWARD

Transportation Choices.  Your Voice Counts.



broward **MPO**  
metropolitan planning organization

## BROWARD PARTNERS GROUP

February 10, 2014



# Major Milestones

- Baseline Survey – *conducted late April 2013*
- Action Plan – *July 2013*
- Program for Empowering People –
  - Solicitation September 2013; Selection December 2013
- Website Launch – *October 2013*
- Speakers Bureau Formation – *October 2013*
- Social Media Activated – *February 2014*



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Progress Update and Look Ahead

# Look Ahead

- Focus Groups – *February 2014*
- Visioning Process – *January to May 2014*
  - Project workshops and review panel meetings – *March 2014*
  - MPO Board Workshop – *April 10, 2014*
- Program for Empowering People – *Prep: Feb-Mar 2014; Activities: April-May 2014*
- Economic Development – *The Cost of Doing Nothing MORE? – April 2014*
- Policy and Funding – *Beyond MAP-21 – May 2014*
- MetroQuest Survey – *Mid-April to June 2014*
- eTownHalls – *Early May 2014*
- Street Teams – *April to May 2014*
- Final Survey – *April 2014*
- Path Forward Report – *June 2014*



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Progress Update and Look Ahead

# Introducing PEP Partners

Partner	Targeting	Coverage
Covenant Keepers Community Development Inc.	Minority/ Low-Income	Fort Lauderdale/ Lauderhill
Downtown Fort Lauderdale Transportation Mgmt. Assoc.	Community Bus Riders	Countywide
iCenter Community Foundation	At-risk Youth/sd Young Adults	Hollywood/ Hallandale
Lighthouse for the Blind & Stand Among Friends at FAU	Blind/Visually Impaired	Countywide
Mt. Olive Development Corporation (MODCO)	Recovering Low-income	Fort Lauderdale/ Central Broward
Tayan Alliances Inc.	Low-income	Southwest Broward



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Progress Update and Look Ahead



# Schedule Overview



**What Can We Afford?**  
**Financially Feasible Plan**

**MPO Board Action**  
**Plan Adoption**

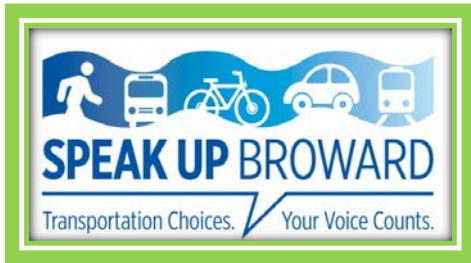
2014

Jan - Mar

Jun - Aug

Apr - Jun

Sep - Dec



**Scenarios & Funding**  
**How To Meet Our Needs?**

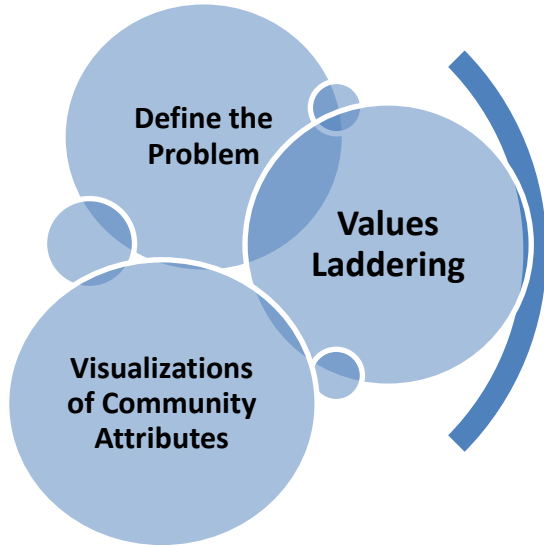
**Path Forward**  
**How Can We Get There?**



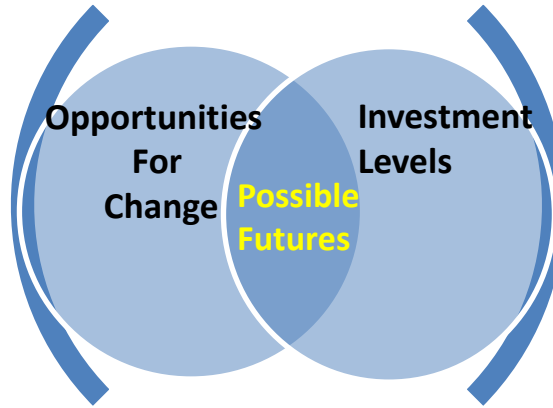


# Achieving a Shared Vision – Overview

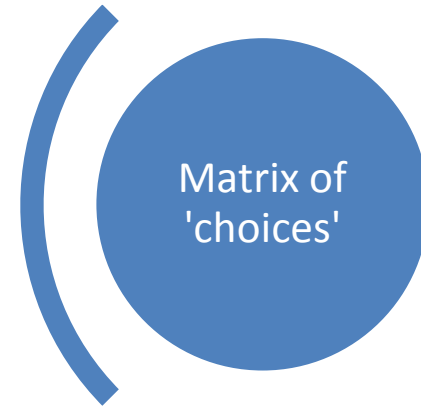
## Context Setting



## Placemaking



## Possible Futures



*METROQUEST Survey*



**SPEAK UP BROWARD**

Transportation Choices. Your Voice Counts.

Progress Update and Look Ahead



*STARTING POINT:  
COMMITMENT 2040 UPDATE*



# Financial Resources and Uses

- Collection-level versus project-level resources
- Agency/department role
  - Florida Department of Transportation
  - Broward County
  - South Florida Regional Transportation Authority
- Broward MPO role
  - Broward MPO receives \$25 million/year
  - Complete “Community” Projects



# Defining the “Trend” Future

## What can we afford?

- Local Funding
- State and Federal Funding for Broward
- Strategic Intermodal System
- Shortfalls in Transit Development Plans
  - Broward County Transit
  - South Florida Regional Transportation Authority

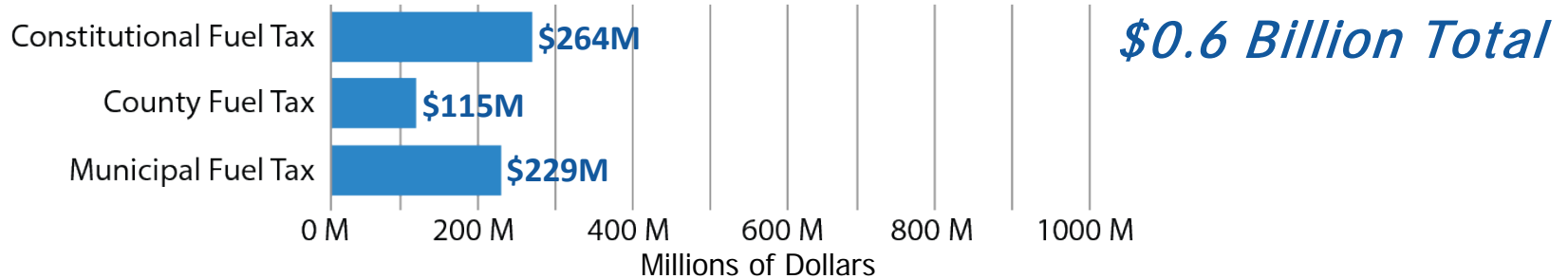




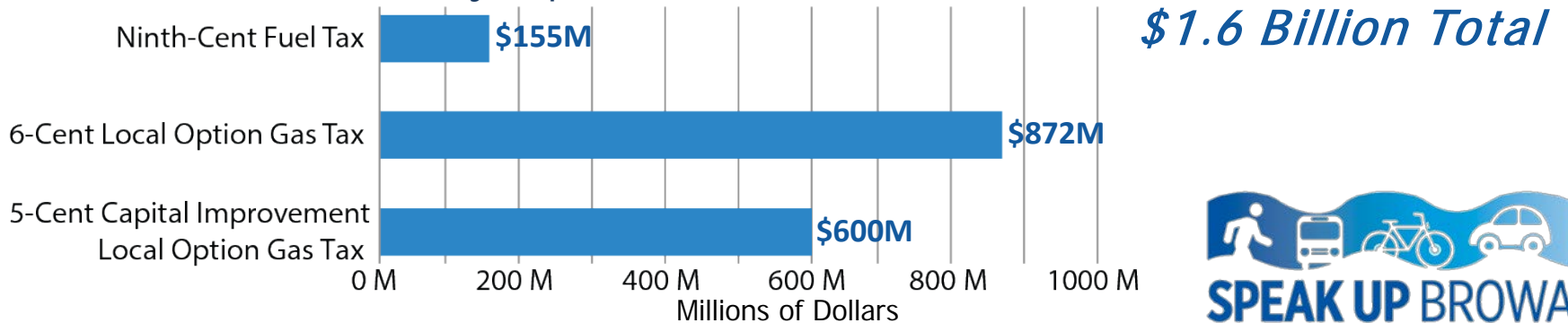
# Local Funding for Broward

**BY REVENUE SOURCE** (estimated by Florida Department of Transportation)

## State Motor Fuel Taxes Distributed to Broward



## Locally Imposed Fuel Taxes



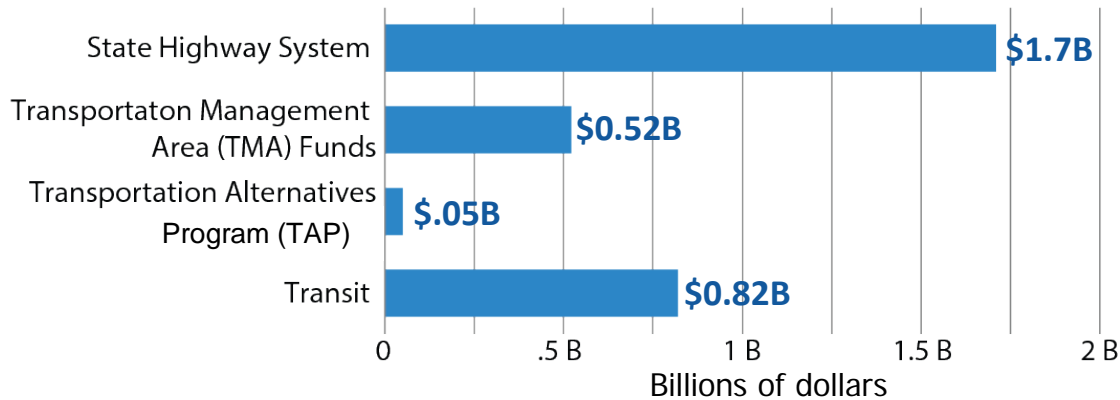
Transportation Choices. Your Voice Counts.

Starting Point: Commitment 2040 Update

# State and Federal Funding for Broward

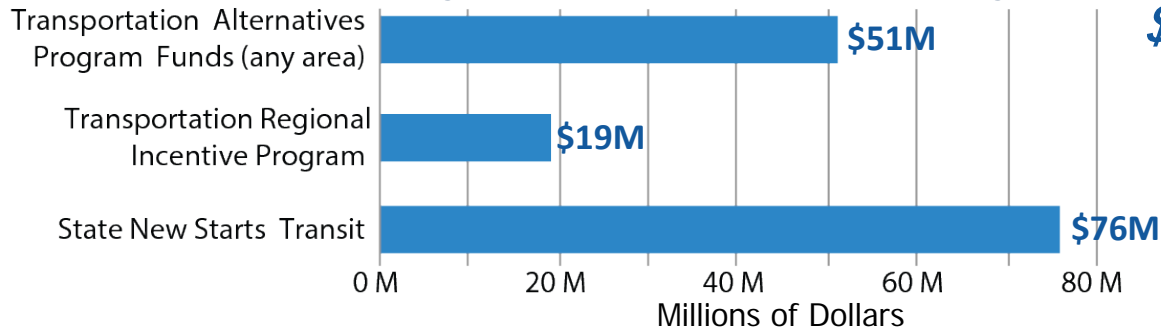
*BY PROGRAM (estimated by Florida Department of Transportation)*

## Dedicated to Broward



*\$3.1 Billion total*

## Regional Competitive Funding



*\$0.15 Billion total*



**SPEAK UP BROWARD**

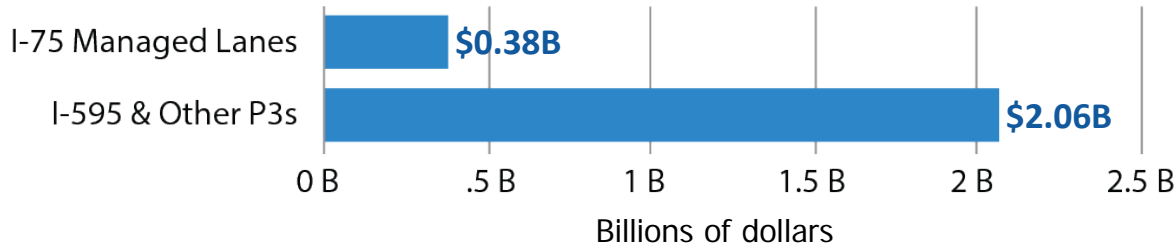
Transportation Choices. Your Voice Counts.

Starting Point: Commitment 2040 Update

# State Intermodal System Funding Levels

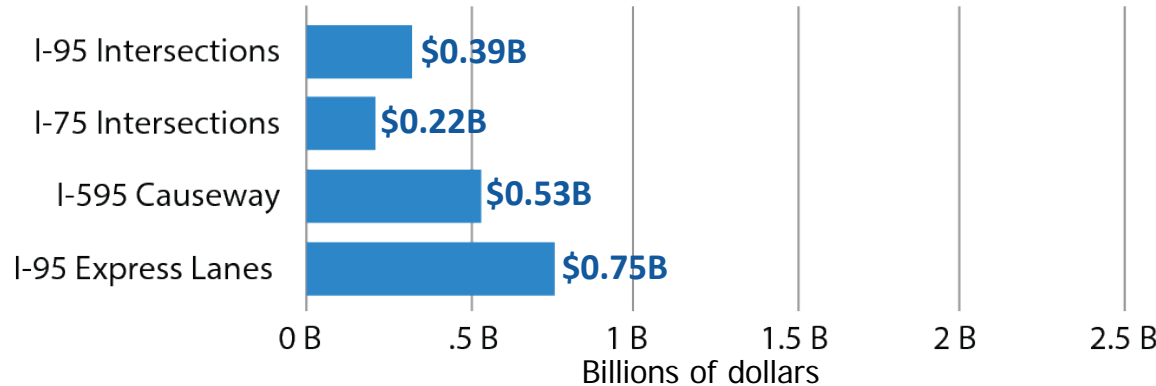
*BY PROJECT (estimated by Florida Department of Transportation)*

## Projects Under Construction



*\$2.4 Billion total*

## Projects in Development



*\$1.9 Billion total*




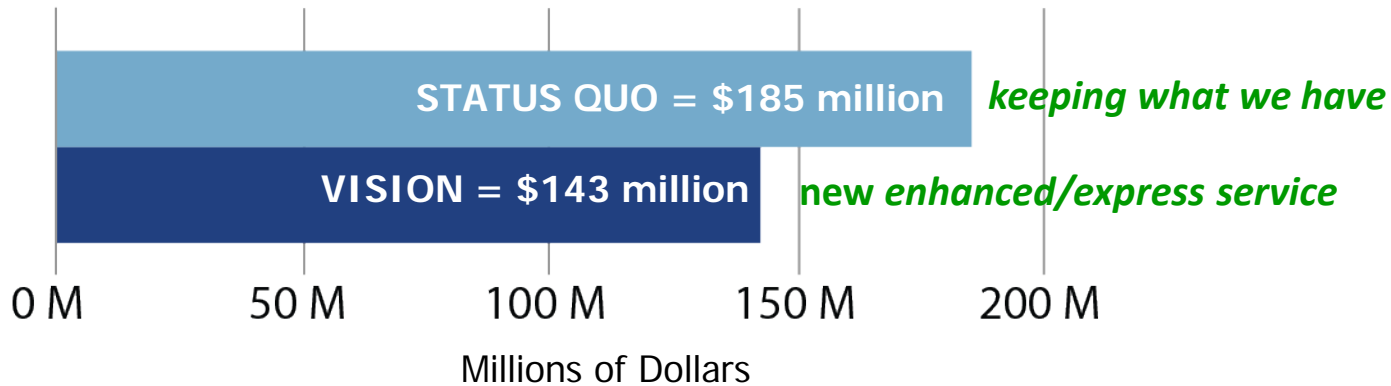
**SPEAK UP BROWARD**

Transportation Choices. Your Voice Counts.

Starting Point: Commitment 2040 Update

# Broward County Transit Shortfalls 2014-2023

- 2023 Ridership Levels  27,000 or 69%
- Operating Gap = \$328 million, \$63 million for 2023

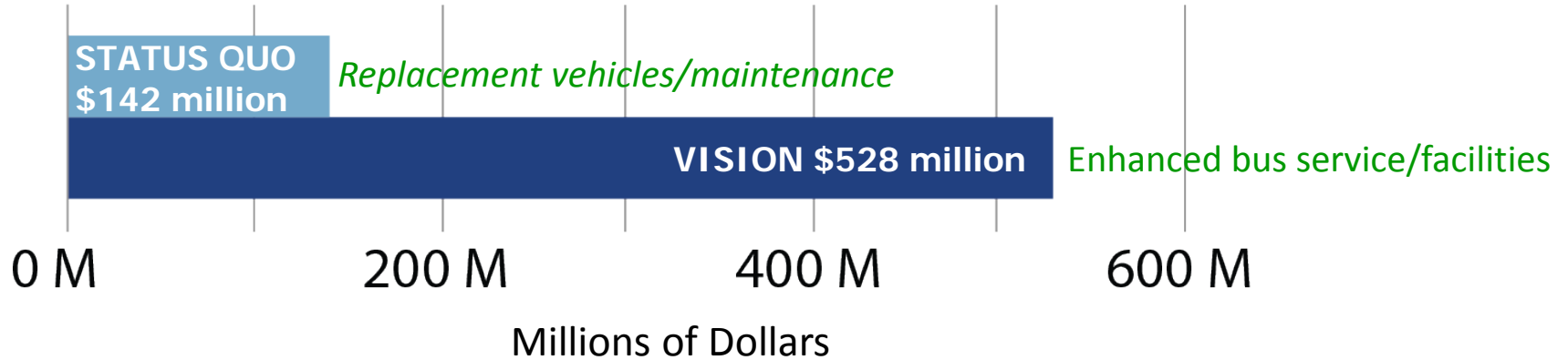


**Assumption: Gap funded by ad valorem transfers**



# Broward County Transit Shortfalls 2014-2023

Capital Gap = \$670 million



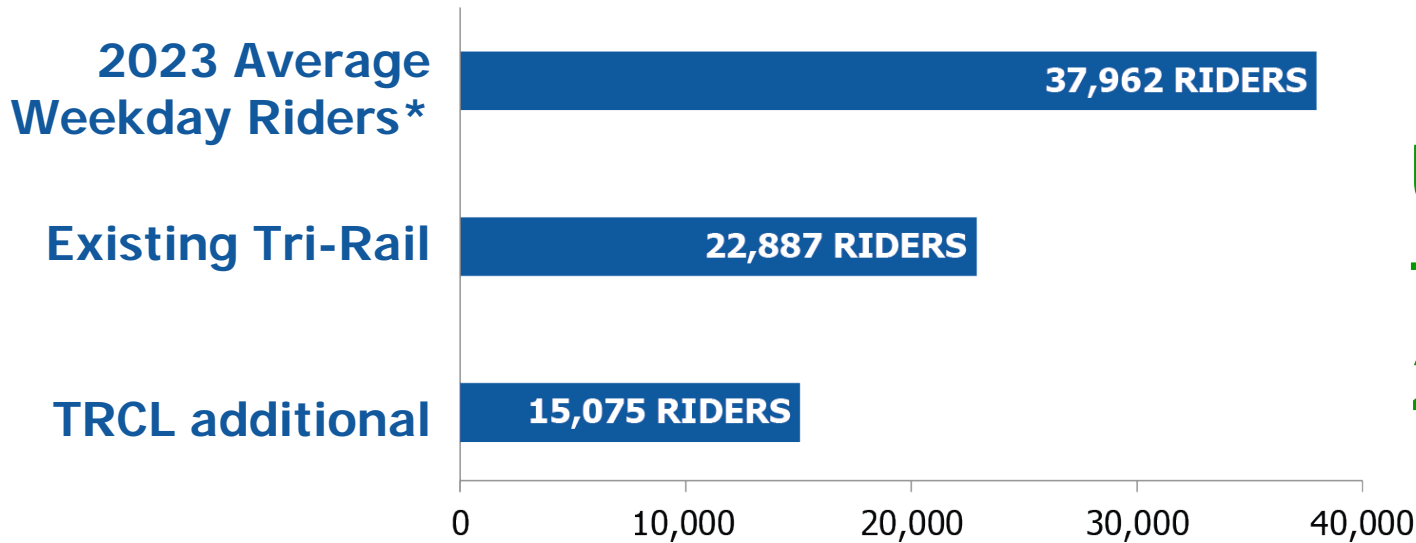
**Assumption: Gap funded by ad valorem transfers**



Starting Point: Commitment 2040 Update



# South Florida RTA Shortfalls 2014-2023



**Up 115%  
from  
2013**

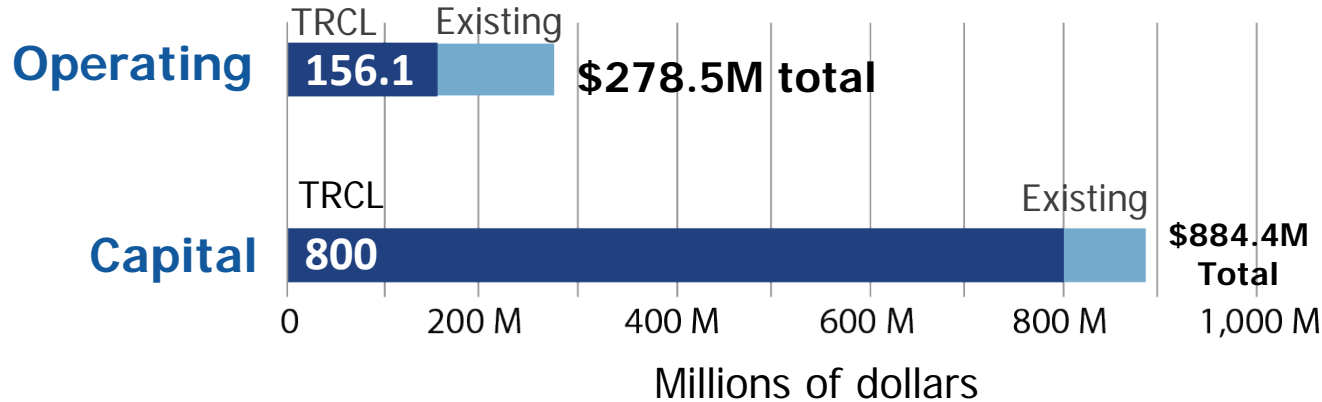
\*Includes Tri-Rail Coastal Link (TRCL)



Starting Point: Commitment 2040 Update

# South Florida RTA Shortfalls 2014-2023

- **Operating = \$278.5 million**
  - Tri-Rail Coastal Link is \$156.1 million of funding gap
- **Capital = \$884.4 million**



*Existing  
Tri-Rail  
funding gap is  
\$30 million  
per year by  
2019*



*CONTEXT SETTING:  
VALUES LADDERING  
AND FOCUS GROUPS*



# Define the Problem

- Results from the Baseline Survey
- Population growth
- Economic growth
- Traffic and limited choice
- Land use and integrating travel options



# What Are the Expectations?

- Broward agencies/departments
- National trends
- What does economic growth look like here?
- What does population growth look like here?





# Consequences of the Status Quo?

- Increased burden on low-income
- Isolation of elderly in underserved transit markets
- Diminished attractiveness of Broward as an employment market



# Making the Business Case

- Biggest growth market - retirees
- Do we have the jobs for sustainable growth?
- How do we compete for talent pool?



# Broward Community Characteristics

- Urbanization of many Broward cities
- Maintaining suburban lifestyles
- Nature of infill development





# Focus Groups: Getting to the “Why”

- **Starts** with community characteristics
- **Moves** into consequences
- **Arrives** at core personal values



# Research Design

- Total of 10 Focus Groups
  - Two for each MPO District
  - male and female
- Supplemented by leadership interviews
- How will we use this information?





# *DISCUSSION*



*PLACEMAKING:  
POSSIBLE FUTURES FOR BROWARD*



# Opportunities for Change

## *Move People, Create Jobs, Strengthen Communities*

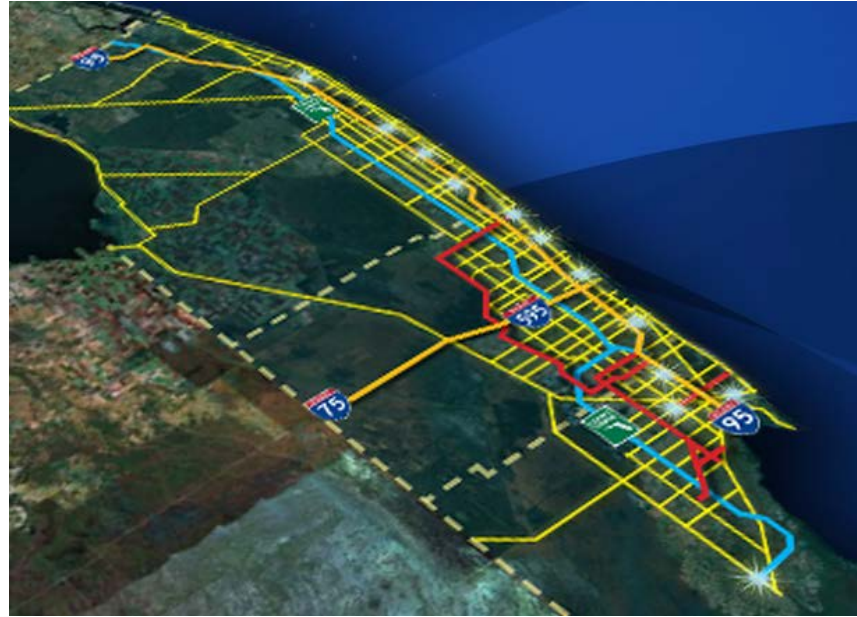
Make Broward *as a place* more livable, sustainable, and competitive.

- Livable and sustainable:
  - less time and money lost to congestion
  - reduced greenhouse gas emissions
  - a healthier, more satisfying lifestyle
- Economically competitive:
  - net population growth
  - a diversified regional economy
  - an affordable place to raise a family or retire



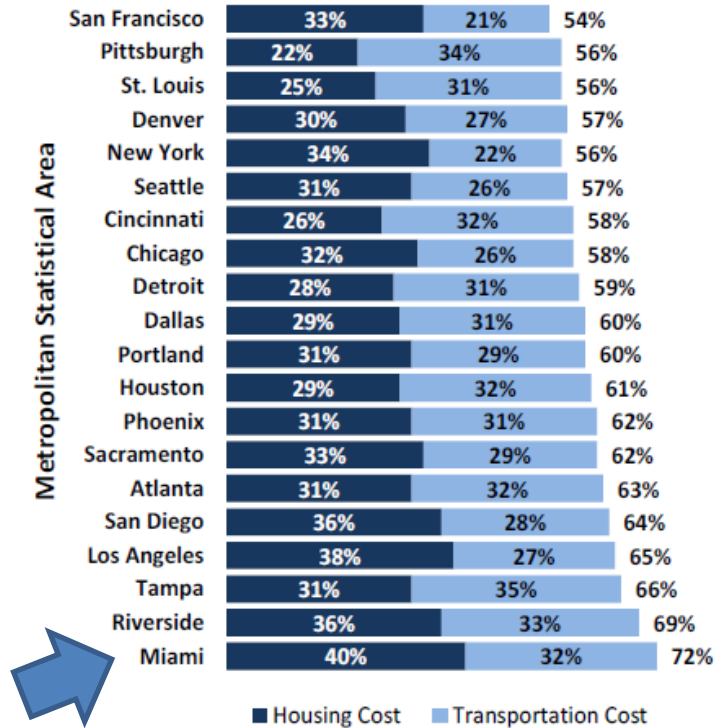
# What Are the Drivers?

- *Level* of transportation investment
- *Mix* of transportation investment: roadways, transit, complete streets
- *Nexus* of transportation and land use—what we mean by “placemaking”



Placemaking: Visioning 'Possible Futures'

# Placemaking: Macro and Micro



Source: Center for Neighborhood Technology and Center for Housing Policy.

**Macro:** *Broward as a whole*

The Miami-Fort Lauderdale-Pompano MSA has the highest housing + transportation cost index in the US



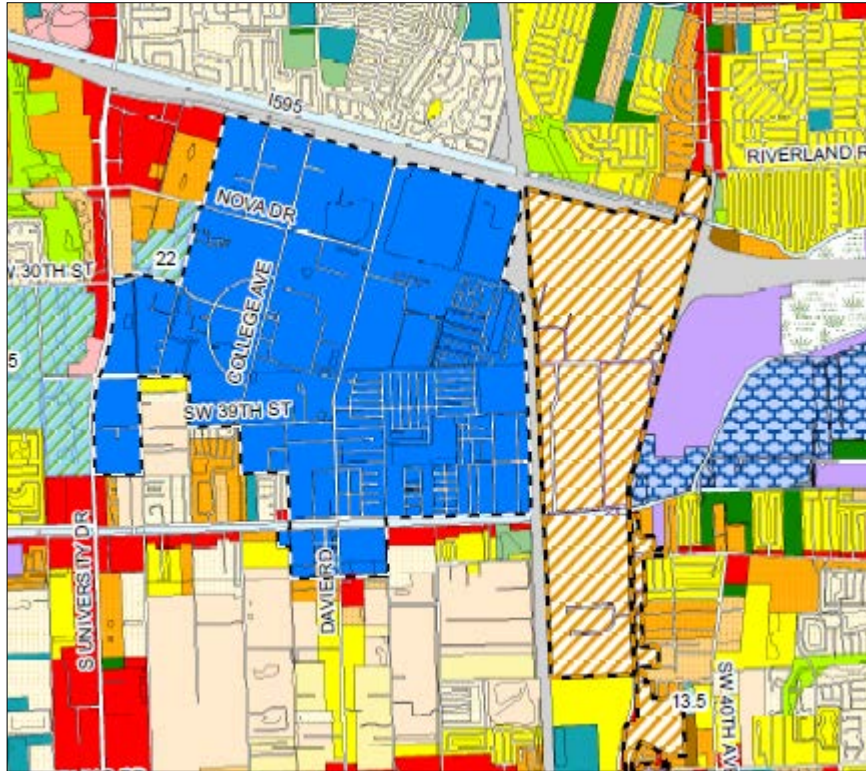
**SPEAK UP BROWARD**

Transportation Choices. Your Voice Counts.

Placemaking: Visioning 'Possible Futures'



# Placemaking: Macro and Micro



**Micro:** *Specific Places*

Transit Oriented Development

Transit Oriented Corridors

Local & Regional Activity Centers

*Source: Broward County Land Use Plan*



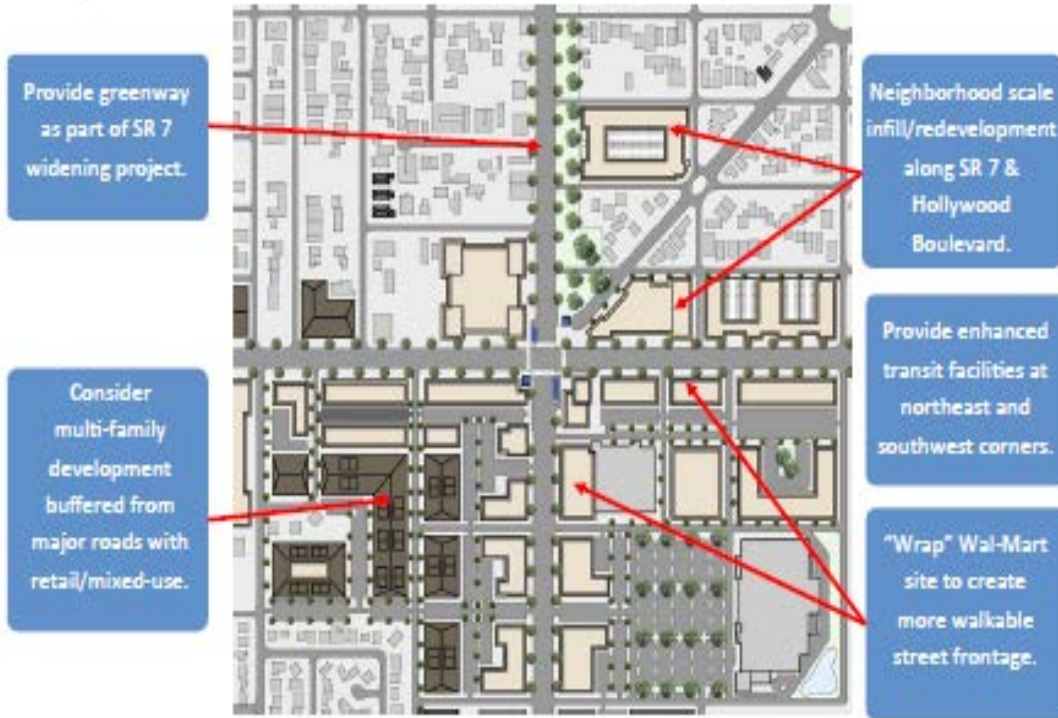
**SPEAK UP BROWARD**

Transportation Choices. Your Voice Counts.

Placemaking: Visioning 'Possible Futures'

# Placemaking: Macro and Micro

## Hollywood Boulevard & SR 7



Broward MPO, Hollywood-Pines Corridor Newsletter (2013)

### **Micro:** *Specific Places*

#### Mobility Hubs:

- Gateway
- Anchor
- Community

*Source: 2035 Broward Transformation Long Range Transportation Plan*



# Define Three Differentiated Futures

## 1. The Trend

Commitment 2040 Financially Feasible Plan: *What We Can Afford*

## 2. A Step Up

Enhanced Investment: *Making It Work Better*

## 3. A Leap Forward

Progressive Investment: *Changing the Future*





# A Hierarchy of Project Types

*Universal Categories:  
Complete Streets*

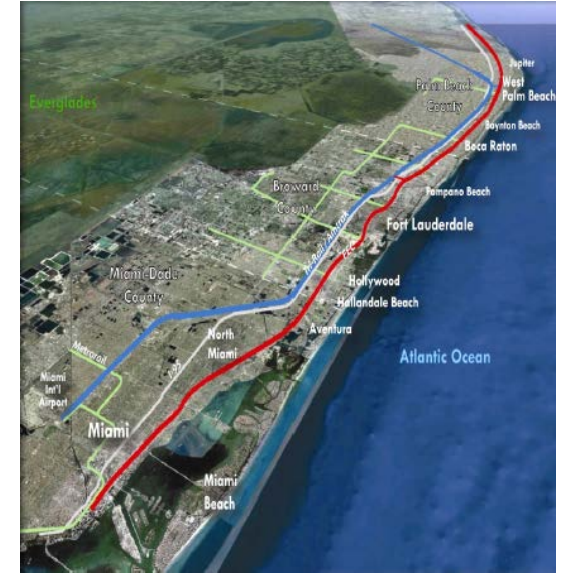


Credit: Marty Bruinsma

*Classes of Projects:  
BRT/Rapid Bus Corridors*



*Unique Projects:  
Tri-Rail Coastal Link*



Placemaking: Visioning 'Possible Futures'

*FUTURE VISIONING IN OTHER  
METROPOLITAN AREAS*



# Sacramento: Base Case *versus* Blueprint



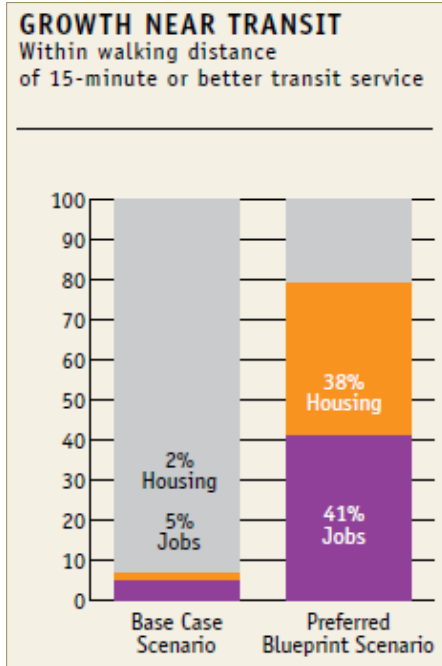
Sacramento Area Council of Governments: Blueprint Transportation/Land Use Plan (2010)



Placemaking: Visioning 'Possible Futures'



# Sacramento: Base Case *versus* Blueprint



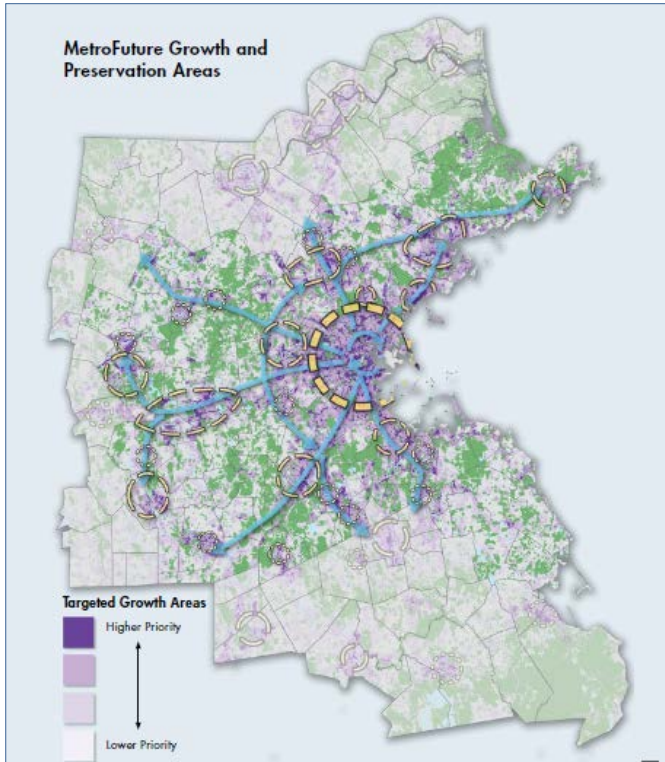
- Full-fledged integration of Long Range Transportation Plan (LRTP) with land use planning (*Required under California's AB 375*)
- The benefits of growth near transit justify investment in transit as reflected in their LRTP and Transportation Improvement Plans

Sacramento Area Council of Governments: Blueprint Transportation/Land Use Plan (2010)



Placemaking: Visioning 'Possible Futures'

# Greater Boston: MetroFuture



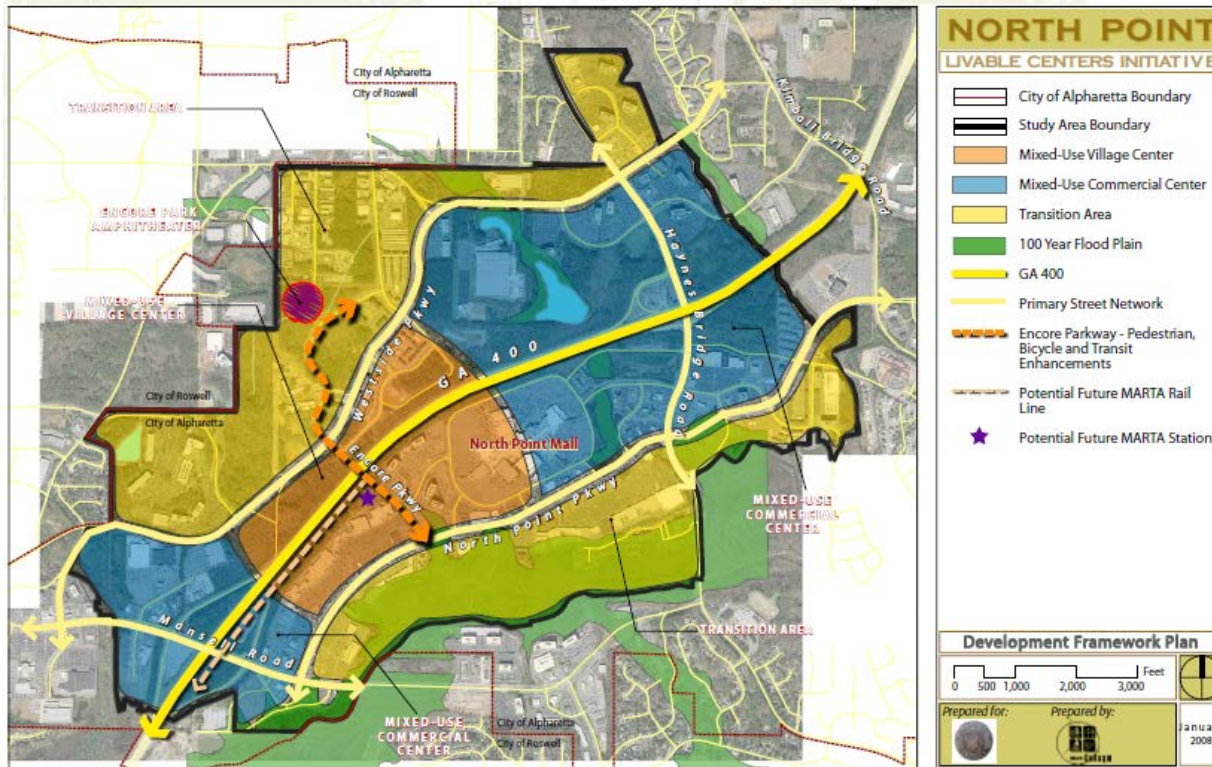
Metropolitan Area Planning Council, *MetroFuture Regional Plan* (2008)

- Integrated land use and transportation plan
- New growth to be transit-oriented (in Inner Core) regional urban centers & suburban town centers
- Metro Future: Used to support 2013 transit funding package which passed the legislature



Placemaking: Visioning 'Possible Futures'

# Metro Atlanta: Livable Centers Initiative



Atlanta Regional Commission, *North Point LCI Plan* (2008, The Urban Collage)



Placemaking: Visioning 'Possible Futures'



# Metro Atlanta: Livable Centers Initiative (LCI)

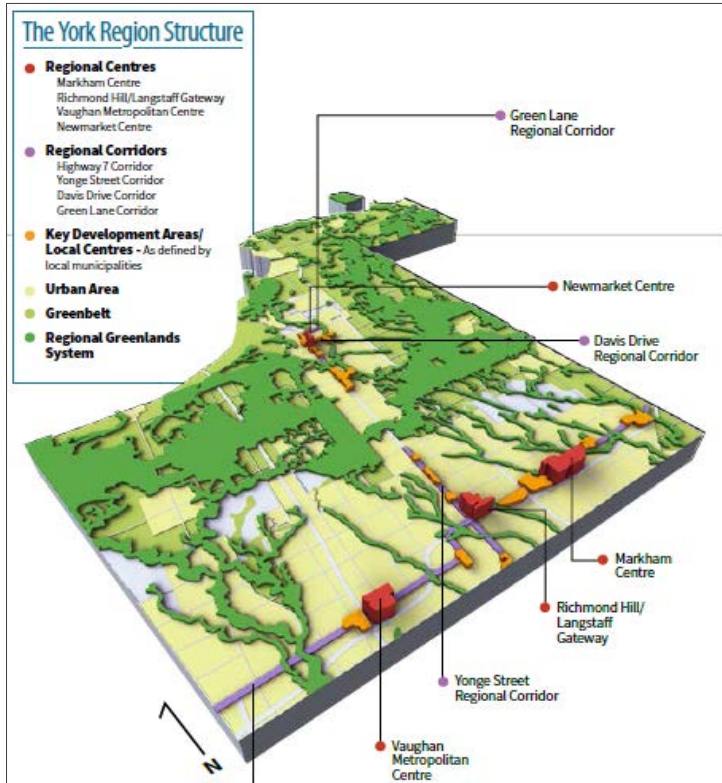


Atlanta Regional Commission, *North Point LCI Plan* (2008, The Urban Collage)

- Atlanta Regional Commission LCI plans cover 34 of 38 MARTA stations and many non-transit areas
- North Point is a sprawling area on the Georgia 400 expressway - transformative LCI vision assumes MARTA transit extension and “building up”



# York Region: BRT Corridors and Mobility Hubs



Regional Municipality of York, *Centres and Corridors Strategy Best Practices* (2013)

- *Integrated Smart Growth Strategy:* Centres and Corridors
- *Key investment decisions:* Bus Rapid Transit in regional corridors - mobility hubs at the centres with Complete Streets



# Greater Toronto: BRT Corridors and Mobility Hubs



Regional Municipality of York, *Centres and Corridors Strategy Best Practices* (2013)





*FUNDING THE FUTURE  
WE WANT*



# What Is Our “Mission” for Funding Options?

*Moving Beyond Commitment 2040 to Consider Transportation Investments for “Possible Futures”*

Possible New Revenues in Broward

Tested Through Focus Groups, Surveys and Town Halls

To Match Against “Possible Futures”

Determine Most Favorable Responses



**SPEAK UP BROWARD**

Transportation Choices. Your Voice Counts.

Funding Options: Potential New Revenue Sources

# What Are Possible “New” Revenues?

**Air Rights**

**Auto  
Insurance Tax**

**Business  
Parking Fee**

**Business  
Payroll Tax**

**Cordon  
Charge**

**Carbon Tax**

**Development  
Charges**

**Discretionary  
Surtax**

**Driver’s  
License Fee**

**Lodging Taxes**

**Mileage Based  
User Fees**

**Motor Vehicle  
License  
Surcharge**

**New Vehicle  
Sales Tax**

**Parking  
Surcharge**

**Rental Car  
Tax/Fee**

**Tolls**

**Special  
Assessment  
Districts**

**Value Capture**

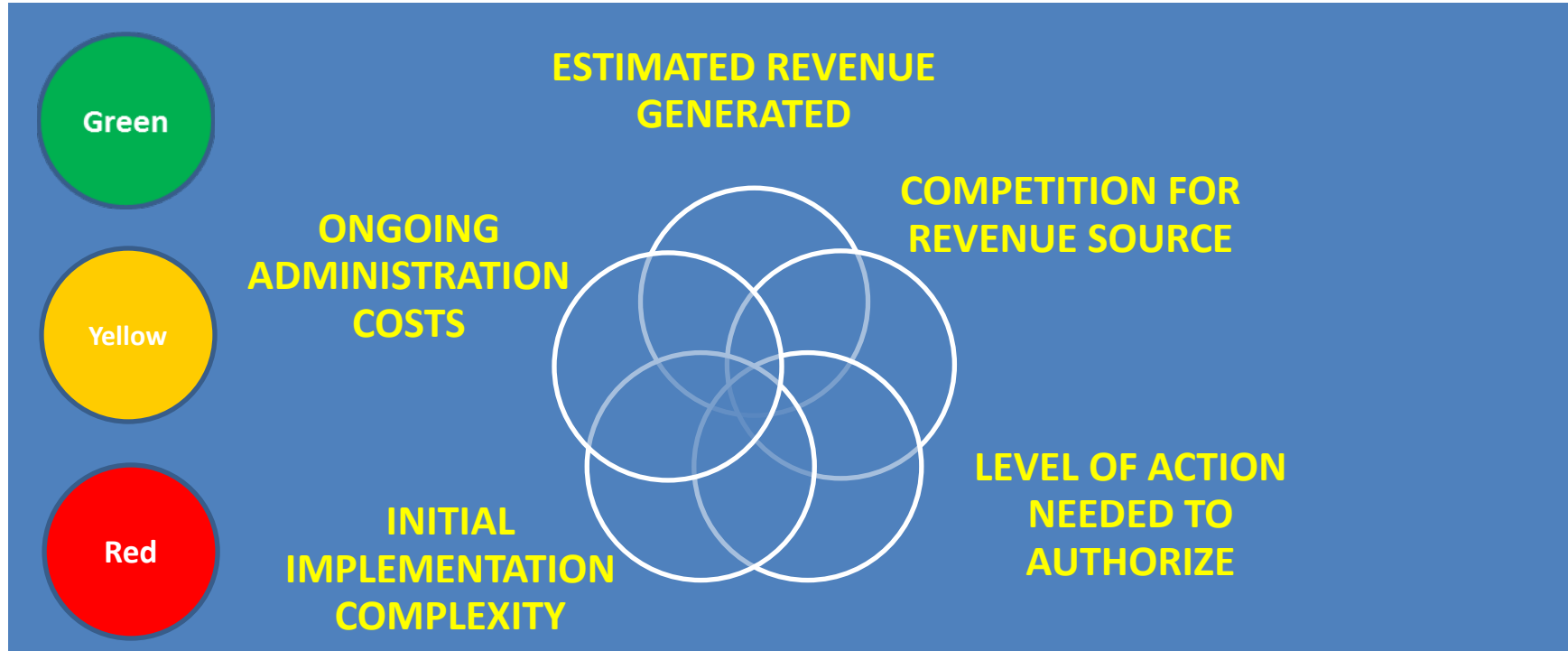


**SPEAK UP BROWARD**

Transportation Choices. Your Voice Counts.

Funding Options: Potential New Revenue Sources

# How Were Possible Revenues Evaluated?



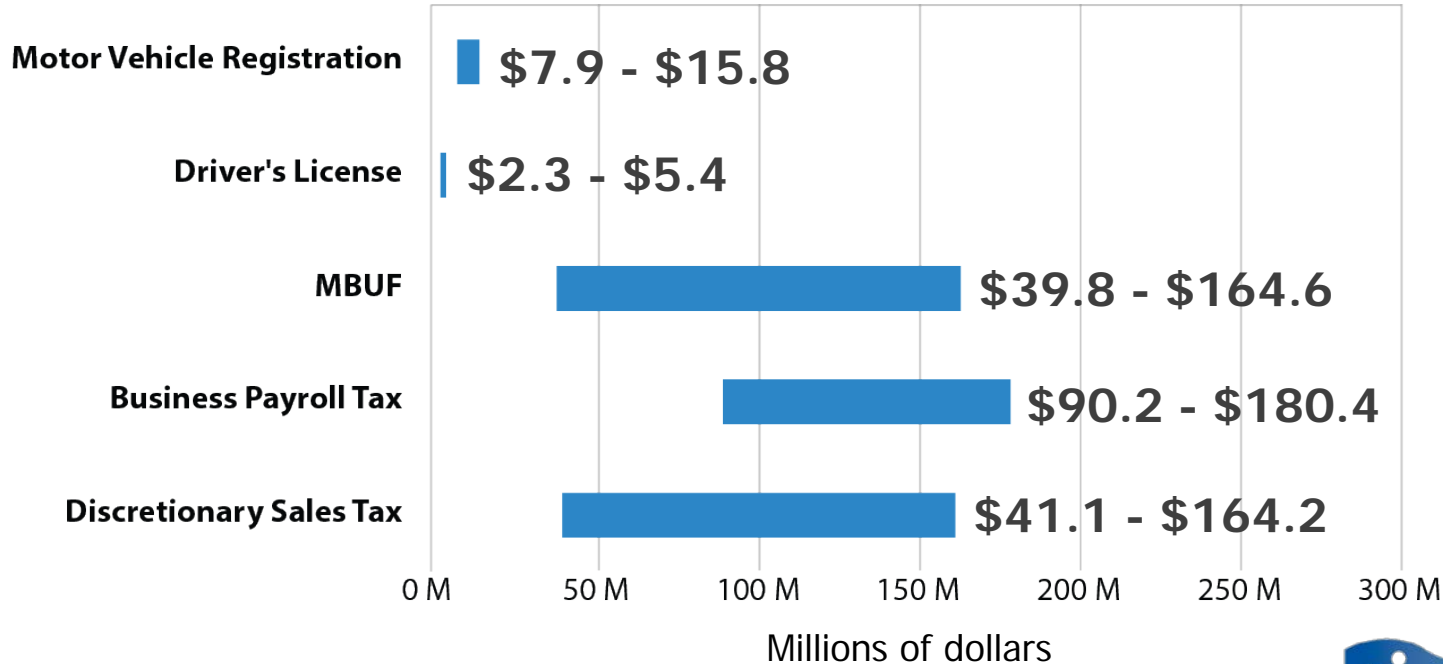
# DRAFT Revenues Evaluation

## *Evaluation Matrix Handout*



# How Much Funding Could Be Generated?

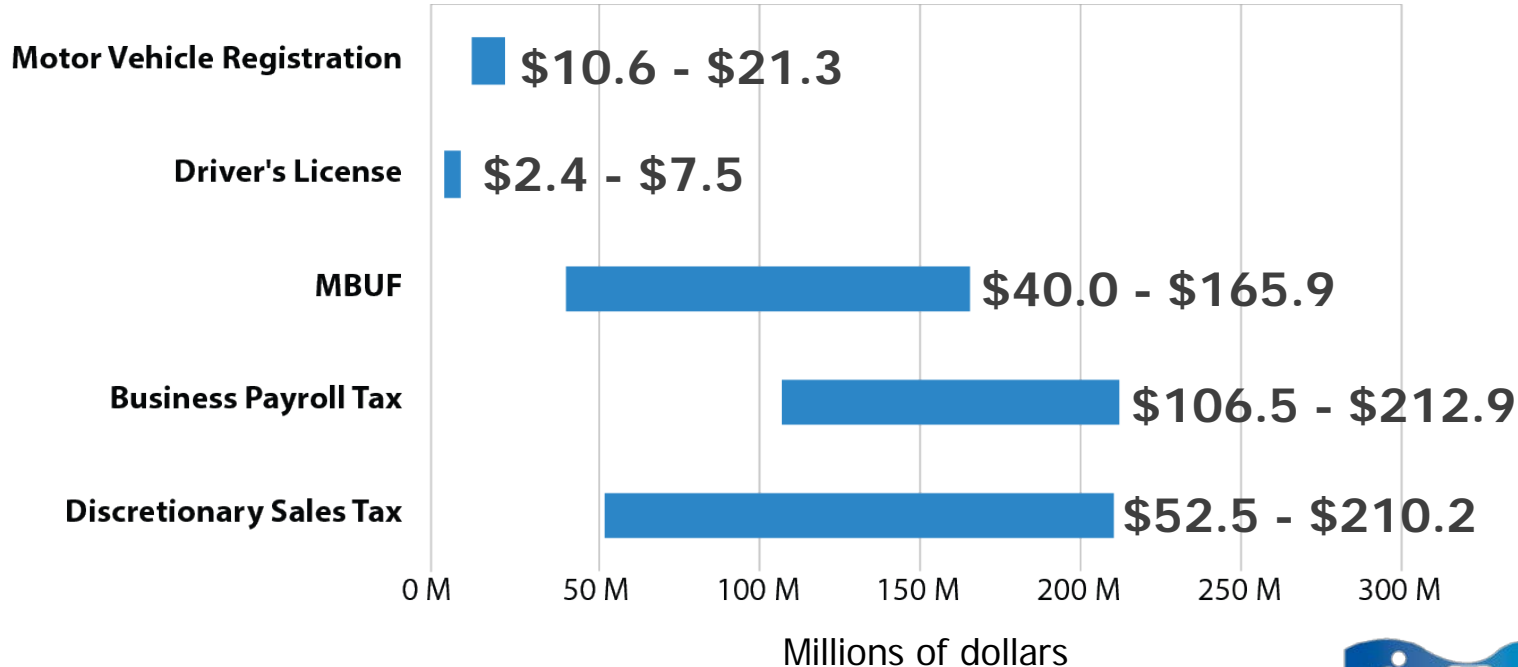
## 2020





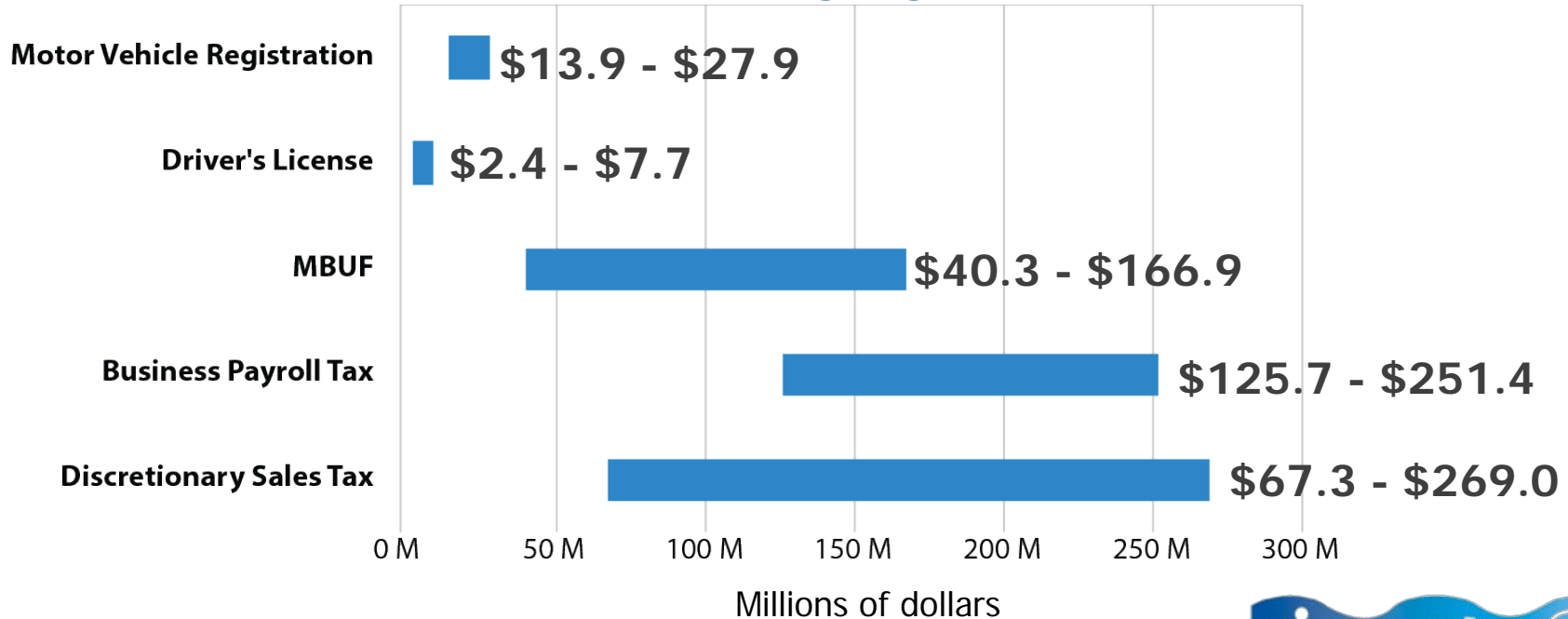
# How Much Funding Could Be Generated?

## 2030

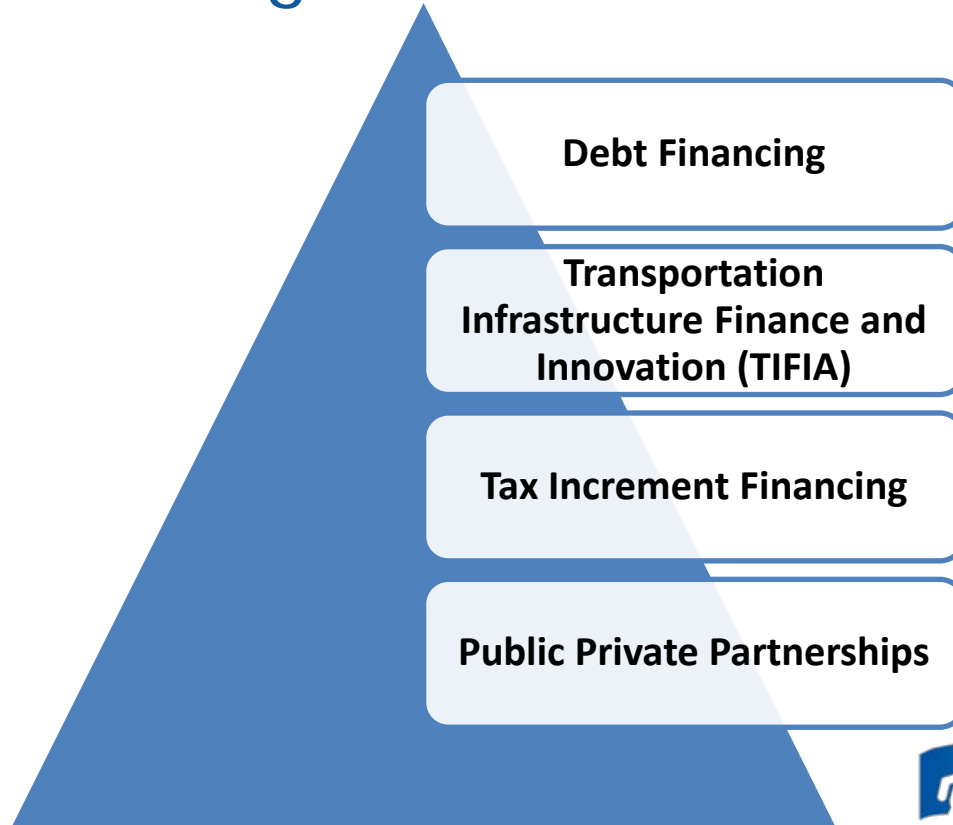


# How Much Funding Could Be Generated?

## 2040



# What Are Financing Tools?



# Matching Investment Levels with Funding

- MetroQuest survey
  - Allows participants to “fund” a “possible future”
  - Part of public education to see how dollars add up against a selected “possible future”



# *DISCUSSION*

