



Chapter 1:

PERFORMANCE MEASURES



broward **MPO**
metropolitan planning organization

GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

The Hollywood-Pines Corridor Congestion Management Process/Livability Planning Project is one of several efforts to implement the Broward 2035 Long Range Transportation Plan (LRTP). The Mission of the LRTP is to “[*promote*] the safe, secure, and efficient movement of people and goods by providing balanced transportation choices that support superior mobility through improvements in all modes with a focus on mass transit and transit-supportive land use in key corridors and Mobility Hubs.”

To achieve this mission, the LRTP articulates the following seven goals:

1. Provide a balanced multi-modal transportation system that serves the local and regional movement of people, freight, and services and that encourages travel by public transit.
2. Ensure that the transportation system furthers the economic vitality of Broward County.
3. Increase the safety of the transportation system for all of its users.
4. Increase the security of the transportation system for all of its users.
5. Promote sustainable systems and programs.
6. Provide an aesthetically-pleasing transportation system that improves the relationship between public

transportation and land use development and promotes the quality of life for the community.

7. Preserve the existing and planned transportation system.

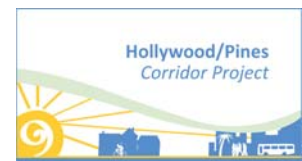
Based on feedback from the Project Advisory Committee (PAC), the following identifies specific project objectives related to achieving the overall goals of the LRTP. The relationship of each objective to the seven LRTP goals is shown in the table at the end of this section.

OBJECTIVE 1: Confirm Mobility Hub locations and typologies.

The Broward Metropolitan Planning Organization (MPO) LRTP identifies 10 Mobility Hubs along the corridor including 2, Gateway Hubs, 2 Anchor Hubs, and 6 Community Hubs. The project should verify/modify the Mobility Hub assignments made by the LRTP to help prioritize funding for Mobility Hub implementation and related land-use and transit planning.

OBJECTIVE 2: Identify potential sites for Mobility Hub infrastructure placement for each Mobility Hub area.

The LRTP defines the general vicinity of Mobility Hubs, but does not make specific recommendations about where Hub infrastructure should be placed. The project should review each Mobility Hub area and identify one or more site-specific options for investment in Mobility Hub infrastructure based on land uses/property allocation, transit operations and transfer activity, and overall intersection/Hub area traffic operations.



OBJECTIVE 3: Recommend potential transit operational improvements at each Mobility Hub.

For each Mobility Hub, identify preferred stop locations, make recommendations as to whether transit vehicles should leave the main roads to enter a Mobility Hub facility, determine if bus-bays are necessary/possible, and identify opportunities to introduce bus rapid transit (BRT) features such as queue jump lanes.

OBJECTIVE 4: Identify Mobility Hub area intersection safety improvements for all modes.

Many of the Mobility Hubs along the project corridor are located at high-capacity intersections that may be challenging for pedestrians, cyclists, and motorists to navigate safely. The project should identify safety improvements that a) address documented crash patterns and b) implement design and operations best practices

OBJECTIVE 5: Identify Mobility Hub area bicycle and pedestrian connectivity improvements.

For the Mobility Hubs to be effective, their service area must extend beyond the immediate vicinity of the Hub intersection. Therefore, the project should identify barriers to bicycle and pedestrian access in the area surrounding (e.g., 0.5 miles) each Mobility Hub and recommend infrastructure projects to improve access.

OBJECTIVE 6: Identify traffic management and multimodal enhancement strategies for Johnson Street within the city of Hollywood.

Johnson Street is specifically identified within the Project Scope of Services because it is the only parallel roadway within the project corridor that provides a continuous route under

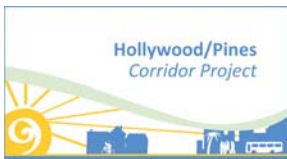
both I-95 and the Florida Turnpike. Johnson Street also serves as a primary access way to the Memorial Regional Hospital and DiMaggio Children's Hospital. Traffic count data suggest that this roadway exhibits high levels of peak-hour congestion. The roadway also has an incomplete sidewalk system, no bike lanes or other bicycle facilities, and exhibits spot safety issues. The project should identify a range of options to improve Johnson Street within the city of Hollywood and, where appropriate, identify minor safety and multimodal enhancement opportunities within the city of Pembroke Pines.

OBJECTIVE 7: Identify traffic operations/congestion management strategies along Hollywood/Pines Boulevard.

In addition to identifying opportunities to enhance transit access/operations and bicycle and pedestrian mobility, the project should identify general traffic operations, access management, and congestion management strategies along Hollywood/Pines Boulevard. Examples include identification of potential signal timing issues, recommendations related to intersection geometry/auxiliary lanes, and potential opportunities to improve grid connectivity.

OBJECTIVE 8: Identify opportunities to develop the multimodal network within the study corridor.

To enable pedestrians and cyclists to access transit and land use assets along the Hollywood/Pines corridor, a relatively dense grid of streets with adequate bicycle and pedestrian facilities is necessary. The project should inventory the network of those parallel and perpendicular streets that serve as collector and "neighborhood collector" streets and identify opportunities to improve bicycle and pedestrian facilities. Where the street grid is limited, opportunities to provide connections in key locations, such as bridges and shared-use paths, should be identified.



OBJECTIVE 9: Identify strategies to connect existing and future centers along the project corridor to regional employment centers via mass transit.

Most of the employment uses along the project corridor are retail and service-oriented; however, residents along the corridor also commute to regional employment centers in Dade, Broward, and Palm Beach counties. To facilitate access to these centers, the project should evaluate the potential for premium bus service along Hollywood/Pines Boulevard, identify strategies to efficiently access existing and planned north-south premium transit services, and define opportunities to enhance express bus and park-and-ride facilities.

OBJECTIVE 10: Provide a toolbox for urban redevelopment of Mobility Hub areas and adjacent segments of the corridor.

A specific objective of the Project Scope of Services is to identify Urban Design Tools that are applicable to the communities within the project corridor (and may be useful along other corridors). The project should develop this toolbox and illustrate the use of transit-supportive urban design principles for key Mobility Hubs.

OBJECTIVE 11: Articulate the benefits of improved mobility and infill and redevelopment along Hollywood/Pines Boulevard to lower-density neighborhoods along the corridor.

Many of the transportation recommendations from the project are expected to focus on Hollywood/Pines Boulevard itself, and land use recommendations will address the infill and redevelopment of Mobility Hub areas as well as the corridor's commercial frontage. However, existing neighborhoods and business will remain the primary users of the corridor. As such,

it is important that the project describe how these recommendations benefit existing, lower-density neighborhoods along the corridor.

OBJECTIVE 12: Recommend strategies to enhance bicycle and pedestrian safety throughout the project corridor.

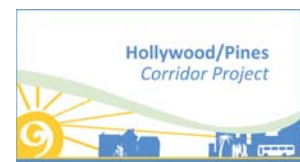
Most of the project corridor is a higher-speed, high-volume, multi-lane arterial street with high-volume intersecting roadways. These types of roadways are inherently challenging for cyclists and pedestrians. Additionally, several locations along the corridor have a demonstrated pedestrian or bicycle crash history. Enhancing safety is important for its own sake and to improve the use of transit investments in the corridor. As such, the project should identify options to address specific bicycle/pedestrian safety issues and identify opportunities to implement best design practices throughout the corridor.

OBJECTIVE 13: Identify, evaluate, and recommend countermeasures for high-crash locations.

In addition to implementing specific and best-practice bicycle and pedestrian strategies, the project should identify correctable high-crash locations and recommend countermeasures with a particular focus on reducing high-severity crash types.

OBJECTIVE 14: Identify urban design strategies to develop mixed-use, "24 hour" neighborhoods in appropriate locations and implement CPTED (Crime Prevention Through Environmental Design) principles along the corridor.

Although the Broward MPO LRTP Goals specifically address "security," most of the outcomes of this project are not expected to enhance the security of the transportation system. However, the project should identify strategies to promote



“eyes on the street” and design practices that enhance the personal security of transit users.

OBJECTIVE 15: Provide an “Urban Design Toolbox” that promotes development forms that make efficient use of land, water, and energy resources and promotes alternative travel mode.

The Urban Design Toolbox, discussed in Objective 10, should consider strategies to make efficient use of land and water resources and consider green building principles.

OBJECTIVE 16: Identify cost-effective public engagement approaches.

To help ensure that project recommendations are consistent with community values and, therefore, improve quality of life, the project should incorporate cost-effective public involvement techniques.

OBJECTIVE 17: Identify “place-making” opportunities through planning of Mobility Hubs and other infrastructure consistent with community character.

The investment in transportation infrastructure, *vis-à-vis* implementation of Mobility Hubs, provides an opportunity to create/enhance the sense of place/community for the surrounding area. This can have an economic benefit by promoting infill/redevelopment and by enhancing the value of existing land uses.

OBJECTIVE 18: Consider longer-term operations and maintenance costs of recommended transportation strategies.

The LRTP Goals address preservation of the existing and planned transportation system. While many of the project objectives will leverage existing facilities and services, few relate directly maintenance of facilities. However, the project should consider the longer-term maintenance and operations cost of transportation system recommendations.

Table 1-1 summarizes the 18 Project Objectives previously identified and how they relate to achieving the seven LRTP goals.

Table 1-2 summarizes each of the Project Objectives, and one or more Project Performance Measures and Monitoring Measures have also been identified and are summarized in Table 1-2.

The Project Performance Measures are intended to measure the extent to which the project meets each of the objectives, and the Monitoring Measures are intended to reflect the extent to which the implementation of the project helps to achieve overall LRTP Goals.

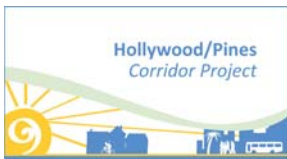


Table 1-1: Summary of Project Objectives/LRTP Goals

| Project Objectives | Goal 1 | Goal 2 | Goal 3 | Goal 4: | Goal 5 | Goal 6 | Goal 7 |
|---|---|---|--|--|---|---|--|
| | Provide a balanced multi-modal transportation system that serves the local and regional movement of people, freight, and services and that encourages travel by public transit. | Ensure that the transportation system furthers the economic vitality of Broward County. | Increase the safety of the transportation system for all of its users. | Increase the security of the transportation system for all of its users. | Promote sustainable systems and programs. | Provide an aesthetically pleasing transportation system which improves the relationship between public transportation and land use development, and promotes the quality of life for the community. | Preserve the existing and planned transportation system. |
| 1. Confirm Mobility Hub locations and typologies. | X | X | | | | X | |
| 2. Identify potential sites for Mobility Hub infrastructure placement for each Mobility Hub area. | X | X | X | X | | | |
| 3. Recommend potential transit operational improvements at each Mobility Hub. | X | X | X | | X | | |
| 4. Identify Mobility Hub area intersection safety improvements for all modes. | X | X | X | | | | |
| 5. Identify Mobility Hub area bicycle and pedestrian connectivity improvements. | X | X | X | | X | X | |
| 6. Identify traffic management and multimodal enhancement strategies for Johnson Street within the city of Hollywood. | X | X | X | | X | X | |
| 7. Identify traffic operations/ congestion management strategies along Hollywood/Pines Boulevard. | X | X | | | X | X | |
| 8. Identify opportunities to develop the multimodal network within the study corridor. | X | X | X | | X | X | |
| 9. Identify strategies to connect existing and future centers along the project corridor to regional employment centers via mass transit. | X | X | | | X | X | |
| 10. Provide a toolbox for urban redevelopment of Mobility Hub areas and adjacent segments of the corridor. | | X | | | X | X | |



Table 1-1 (cont'd): Summary of Project Objectives/LRTP Goals

| Project Objectives | Provide a balanced multi-modal transportation system that serves the local and regional movement of people, freight, and services and that encourages travel by public transit. | Ensure that the transportation system furthers the economic vitality of Broward County. | Increase the safety of the transportation system for all of its users. | Increase the security of the transportation system for all of its users. | Promote sustainable systems and programs. | Provide an aesthetically pleasing transportation system which improves the relationship between public transportation and land use development, and promotes the quality of life for the community. | Preserve the existing and planned transportation system. |
|---|---|---|--|--|---|---|--|
| 11. Articulate the benefits of improved mobility and infill and redevelopment along Hollywood/Pines Boulevard to lower-density neighborhoods along the corridor. | | X | | | X | | |
| 12. Recommend strategies to enhance bicycle and pedestrian safety throughout the project corridor. | X | | X | | | | |
| 13. Identify, evaluate, and recommend countermeasures for high-crash locations. | | | X | | | | |
| 14. Identify urban design strategies to develop mixed-use, "24 hour" neighborhoods and implement CPTED (Crime Prevention Through Environmental Design) principles along the corridor. | | | | X | | X | |
| 15. Provide an "Urban Design Toolbox" that promotes development forms that make efficient use of land, water, and energy resources and promotes alternative travel modes. | | | | | X | | |
| 16. Identify cost-effective public engagement approaches. | | | | | | X | |
| 17. Identify "place-making" opportunities through planning of Mobility Hubs and other infrastructure consistent with community character. | | | | | | X | |
| 18. Consider longer-term operations and maintenance costs of recommended transportation strategies. | | X | | | X | | X |



Table 1-2: Summary of Project Objectives/Performance Measures

| Project Objectives | Project Performance Measures | | | Monitoring Measure |
|---|---|--|---|--|
| 1. Confirm Mobility Hub locations and typologies. | Acceptance by PAC and MPO Project Manager of Mobility Hub locations and typologies | | | |
| 2. Identify potential sites for Mobility Hub infrastructure placement for each Mobility Hub area. | Acceptance by PAC and MPO Project Manager of Mobility Hub site options | | | |
| 3. Recommend potential transit operational improvements at each Mobility Hub. | Reduction in walking distance from transit stops to controlled roadway crossings (signals) | Reduction of number of transit stops in Hub areas | Reduction in transit-vehicle/automobile conflicts | Improved route headways |
| 4. Identify Mobility Hub area intersection safety improvements for all modes. | Number of feasible recommendations identified | Reduction in pedestrian exposure | Estimated crash reduction | Reduced crash frequency and severity |
| 5. Identify Mobility Hub area bicycle and pedestrian connectivity improvements. | Estimated increase in number of dwelling-units and employees with safe walking/biking access to Mobility Hubs | | | Transit ridership at Hubs |
| 6. Identify traffic management and multimodal enhancement strategies for Johnson Street within the city of Hollywood. | Percent of Johnson Street with complete, contiguous bicycle and pedestrian facilities | Estimated crash reduction due to operational recommendations | | Increased transit ridership and bicycle and pedestrian activity |
| 7. Identify traffic operations/congestion management strategies along Hollywood/Pines Boulevard. | Estimated reduction in vehicle delay | | | Improved travel time through congested sections of the roadway |
| 8. Identify opportunities to develop the multimodal network within the study corridor. | Estimated increase in number of dwelling-units and employees with safe walking/biking access to Hollywood/Pines Boulevard | Increase in proportion of the identified network with acceptable bicycle and pedestrian facilities | | Improved transit ridership throughout corridor; reduction in bicycle and pedestrian crashes |
| 9. Identify strategies to connect existing and future centers along the project corridor to regional employment centers via mass transit. | Acceptance by PAC and MPO Project Manager of Park-and-Ride related recommendations | Estimated increase in number of Dwelling-Units and Employees with safe walking/biking access to regional transit routes with no more than one transfer | | Increased boardings of regional transit (e.g., Express Bus/Tri-Rail) in the corridor |
| 10. Provide a toolbox for urban redevelopment of Mobility Hub areas and adjacent segments of the corridor. | Acceptance by PAC and MPO Project Manager of recommended urban design tools | Extent to which Mobility Hub and corridor land use visioning is acceptable to the community | Extent to which Mobility Hub and corridor land use visioning increases transit-supportive densities/intensities in the corridor | Extent of urban infill and redevelopment related to other areas of the county; increased transit ridership |

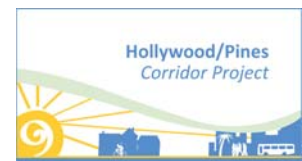


Table 1-2 (cont'd): Summary of Project Objectives/Performance Measures

| Project Objectives | Project Performance Measures | | | Monitoring Measure |
|---|--|--|------------------------------|--|
| 11. Articulate the benefits of improved mobility and infill and redevelopment along Hollywood/Pines Boulevard to lower-density neighborhoods along the corridor. | Extent to which the Mobility Hub and corridor land use and transportation strategies are acceptable to the community | | | Increase in property values of property in the corridor related to other areas of the county |
| 12. Recommend strategies to enhance bicycle and pedestrian safety throughout the project corridor. | Number of feasible best-practices recommendations identified | Estimated crash reduction due to recommendations related to established high-crash locations | | Reduction in bike/pedestrian crashes |
| 13. Identify, evaluate, and recommend countermeasures for high-crash locations. | Estimated crash reduction due to recommendations related to established high-crash locations | | | Reduction in crashes at high-crash locations |
| 14. Identify urban design strategies to develop mixed-use, "24 hour" neighborhoods and implement CPTED (Crime Prevention Through Environmental Design) principles along the corridor. | Acceptance by PAC and MPO Project Manager of recommended strategies | | | Reduced crime in the corridor |
| 15. Provide an "Urban Design Toolbox" that promotes development forms that make efficient use of land, water, and energy resources and promotes alternative travel modes. | Extent to which recommended tools promote higher floor-area-ratios and are acceptable to the community | | | Average floor-area-ratio of future development in the corridor |
| 16. Identify cost-effective public engagement approaches. | Workshop attendance | Website sign-ups and comments, ZIP code monitoring | Community meeting attendance | Public Involvement Plan |
| 17. Identify "place-making" opportunities through planning of Mobility Hubs and other infrastructure consistent with community character. | Acceptance by PAC and MPO Project Manager of recommended strategies | Extent to which Mobility Hub and corridor land use visioning is acceptable to the community | | Increase in property values of property in the corridor related to other areas of the county |
| 18. Consider longer-term operations and maintenance costs of recommended transportation strategies. | Acceptance by PAC and MPO Project Manager of recommended strategies | | | Cost per passenger for transit service in the corridor |

