

Public Input Summary

Complete Streets Master Plan

December 2017

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Overview

How it happened

The goal of the Broward MPO Complete Streets Master Plan is to guide future investments in Complete Streets improvements by developing a prioritized list of projects based on technical, data-driven analysis, including access to transit. Extensive community engagement strategies were implemented with the intent of gaining community input to inform the development of the Master Plan. The engagement process utilized best practices in transportation planning and public health to show an intentional approach to a conveniently sampled group of 48 community partners and 1,338 residents from the community at large and 29 municipalities.

A Public Involvement Plan (PIP) was developed early on in the process before the community engagement phase began. The PIP laid out the different components of what the process would entail. A large portion of the plan focuses on the multiple strategies that would be used to gain community input. These strategies were selected based on the demographics analysis that was done of Broward County's unincorporated area and cities that have been traditionally hard to reach or underrepresented in transportation planning. The Transportation Outreach Planner, which is a tool that is widely used by planning organizations within the South Florida area, was used to select the specific outreach strategies.

Additionally, the PIP set the framework for the branding, messaging, and type of input needed. The branding was created to be consistent with Broward MPO and Complete Streets branding that already existed. The branding was carried through all materials for outreach, including the community survey, social media posts, email blasts, and educational materials. Messaging was a critical piece in reaching as many residents and partners in Broward as possible. We aimed for the messaging to be relatable, but also educational. Streets are a public asset that are relatable to most of the population. Whether people drive or get driven, most know the basics about a street. As part of the education, the focus was to provide context about how their streets could be different through Complete Streets type of improvements.

In October 2017, the public input phase began. SpeakUp Broward was the backbone platform used to promote and engage residents to participate in the community survey. Also, extensive outreach was done with community and transportation partners utilize their tools and connections to neighborhoods to get the word out about the Complete

Quotes from Participants



"Focus ticketing on drivers, not pedestrians, as cars are the ones that hurt people."

"We have had a lot of luck in implementing tactical urbanism type projects. The community has been able to touch and experience different complete streets components through these low cost tactics."

"...sustained and ongoing, multi-platform branding campaign to shift the culture in Broward toward understanding, loving and demanding more complete streets."

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Streets Master Plan and community survey. The focus groups were location specific meetings and were geared to inviting residents in some of the harder to reach communities in Broward. In addition, the one-on-one interactions were conducted with 100 individuals 64 of which took the survey.

The 5E's model is a commonly used method to comprehensively address transportation issues at the community level to inform infrastructure and non-infrastructure projects. The 5E's (Education, Engineering, Enforcement, Encouragement, and Evaluation) domains each overlap with one another to provide specific details about the types of projects, efforts, and tactics that are most important or needed in the community to achieve higher levels of walking, biking, or accessing transit. In an effort to inform the Complete Streets Master Plan prioritization of projects, all results from the PIP were analyzed and categorized under one of the 5E's.

Methods

Strategies for Engaging the Community

Both High-Touch and High-Tech strategies were conducted to gain a diverse sampling of input. High-touch strategies are those that involve face-to-face outreach and work directly with the community. They are utilized in order to ensure specific target groups or more vulnerable populations are incorporated into the public process. High-tech strategies are those that involve technology and digital resources for outreach and indirectly gain input from the community. They are emphasized in mass communications and utilized in order to ensure a wider audience is reached.

High-Touch
Focus Groups
One-on-One Interactions

High-Tech
Community Survey
Digital Input Mapping
Partner Survey

While the intended audience of the community survey included all of Broward County, one of the main goals of the public involvement process was to gain input from communities that have been underrepresented and hard to reach in past Broward MPO planning efforts. Three target areas were identified using data related to lower than average income levels, higher need for more efficient transportation options, and above County rates for diabetes and cardiovascular health.

- **Northern Broward County:** Broward County Municipal Services District (Boulevard Gardens, Franklin Park, Roosevelt Gardens, and Washington Park), City of Lauderdale Lakes, City of North Lauderdale and City of Lauderhill
 - Combined demographics:
 - 71.5% population Black (Broward County 26.74%)

- 61.94% population Age 18 to 64
 - Average per Capita Income = \$17,774 (Broward County \$28,547)
- **Southern Broward County:** City of Pembroke Park, City of Miramar, City of Hallandale Beach, and City of West Park
 - Combined demographics:
 - 41.4% population Black (Broward County 26.74%)
 - 62.78% population Age 18 to 64
 - Average per Capita Income = \$24,210 (Broward County \$28,547)
- **Specific Zip Codes:** 33441, 33060, 33068, 33319, 33309, 33313, 33311, 33312, 33023
 - Converging above County rates of Health Determinants
 - Diabetes
 - Unhealthy Food Index
 - Black Population
 - Earned Income Tax Credit

High-Tech:

Community Survey

An online community survey was conducted from October 25, 2017 to November 13, 2017. The survey was promoted through social media and email blasts. The Broward MPO website was the primary platform that supported the survey and SpeakUp Broward hosted the social media promotion of the Complete Streets Master Plan survey. Facebook target ads were conducted to reach additional communities that are included in the target areas. Over a hundred and fifty partners were connected with to enhance the promotion and help reach the greatest amount of residents. The community survey was also translated into Spanish and Creole and target Facebook ads were created in both languages to promote in specific areas.

Digital Input Mapping

Digital Input Mapping was used as a tool to collect input from Broward residents as part of the community survey. It allowed the opportunity for participants to plot specific points in their neighborhood that they want to see street improvements.

Partner Survey

An online community Partner Survey was conducted from October 25, 2017 to November 13, 2017. The survey was promoted through e-mail and phone outreach to technical partners and stakeholders across Broward County that had experience in transportation planning.

High-Touch:

Focus Groups

Two focus groups were conducted. One in the City of Lauderdale Lakes on October 25, 2017 and the other in the City of Dania Beach on October 26, 2017. Based on the five main categories of education, engineering, enforcement, encouragement, and evaluation, several themes and subthemes emerged during data analysis. It is important to note that although the same themes emerged from both communities, subthemes sometimes surfaced in one community but not the other.

One-on-One Interactions

Among the various tactics the Broward MPO implemented to engage a diverse group of residents in the Complete Streets Master Plan public outreach process, one-on-one interactions with 100 individuals were completed over a two-week period of time. Information on what the Broward MPO is, what the Master Plan was aiming to achieve, and a few talking points on the benefits of Complete Streets were shared with each participant. The targeted average time of interaction per participant was 12 minutes. The community members were approached in convenient and trusted settings such as at parks, bowling alley, preschool parents and neighbor groups residing in Royal Palm, Rock Island, and Margate.

The 5E Model:

The 5E model is a commonly used method to comprehensively address transportation issues at the community level to inform infrastructure and non-infrastructure projects. The five domains each overlap with one another to provide specific details to the types of projects, efforts, and tactics that are most important or needed in the community in order to be motivated to walk, bike, or access transit.

The 5E acronym stands for Education, Enforcement, Engineering, Encouragement, and Evaluation, and for the purposes of informing the Complete Streets Master plan prioritization of projects the operational definition utilized for each is as follows: *Education*, refers to increasing awareness about issues related to transportation safety and improving access to healthy food, recreational opportunities, healthcare, open spaces, libraries, and employment and economic opportunities so Broward residents can live in their community independently for as long as possible; *Engineering*, refers to how the physical environment can be designed to create a safer and more convenient connection between the community and local resources and services; *Enforcement*, refers to how to implement policies and practices to address unsafe environments due to driver, pedestrian, and cyclist behaviors and crime; *Encouragement*, refers to either promoting safe ways to get around and use of community resources and services that

would help us on a daily basis, or shifting organizational culture towards a more sustainable transportation system, and community culture toward supporting active transportation and Complete Streets principles; *Evaluation*, refers to ways we assure ourselves that the overall goal of what we are trying to achieve is being met.

Input gathered from both high-tech and high-touch tactics were analyzed with respective quantitative and qualitative techniques and separated out into themes by the 5Es for ease of informing the Master Plan's prioritizations of Complete Streets improvements.

Results

Demographics

A total of 1,350 Broward residents and stakeholders participated in the Complete Streets Master Plan public involvement efforts. Approximately 95% (1,289) of participants were residents, who took part in the Community Survey (**FIGURE 1**); an additional 13 residents joined the focus groups; and 48 stakeholders involved in Complete Streets planning participated in the Community Partner Survey (**FIGURE 2**).

The majority of the Community Survey participants who shared their age were 25-34 (n=93), 35-44 (n=165), 45-54 (n=182), and 55-64 (n=168). Nearly two hundred respondents were equally divided on the tail ends of the age spectrum being above 65 or below 24 years of age (**FIGURE 1**).

Among the Community Partner Survey participants, the majority self-identified as planners (52.27%, n=23) followed by government (45.45%, n=20) and transportation professionals (15.91%, n=7). Only one of the respondents who identified as other (n=5) provided a description, which was private/consulting (**FIGURE 2**).

The Community Survey participants represented 94% (29) municipalities (**FIGURE 3**); while 52% (16) jurisdictions in Broward including Broward County/Broward Municipal Services District, Coconut Creek, Cooper City, Coral Springs, Davie, Deerfield Beach, Fort Lauderdale, Hollywood, Lauderdale Lakes, Lauderhill, North Lauderdale, Oakland Park, Plantation, Pompano Beach, Southwest Ranches, and Tamarac, participated in the Community Partner Survey.

As a result of high-tech and high-touch tactics, 29% of Community Survey participants were from subpopulations that are historically underrepresented in transportation planning. This included participation from all but one targeted municipality and/or zip-code. In the Target Areas, on average females are represented 12% more than males,

while in the overall results across all areas in Broward the span is less than a 5% difference (FIGURE 4).

FIGURE 1 – Community Survey Demographics

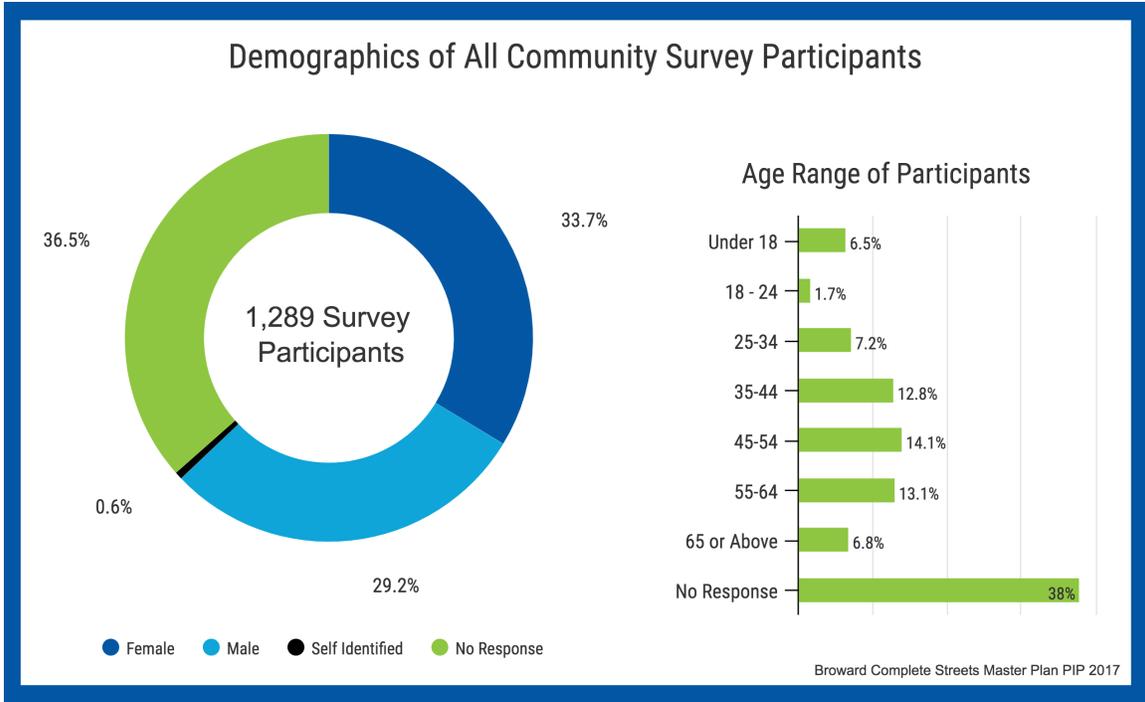


FIGURE 2 – Community Partner Survey Demographics

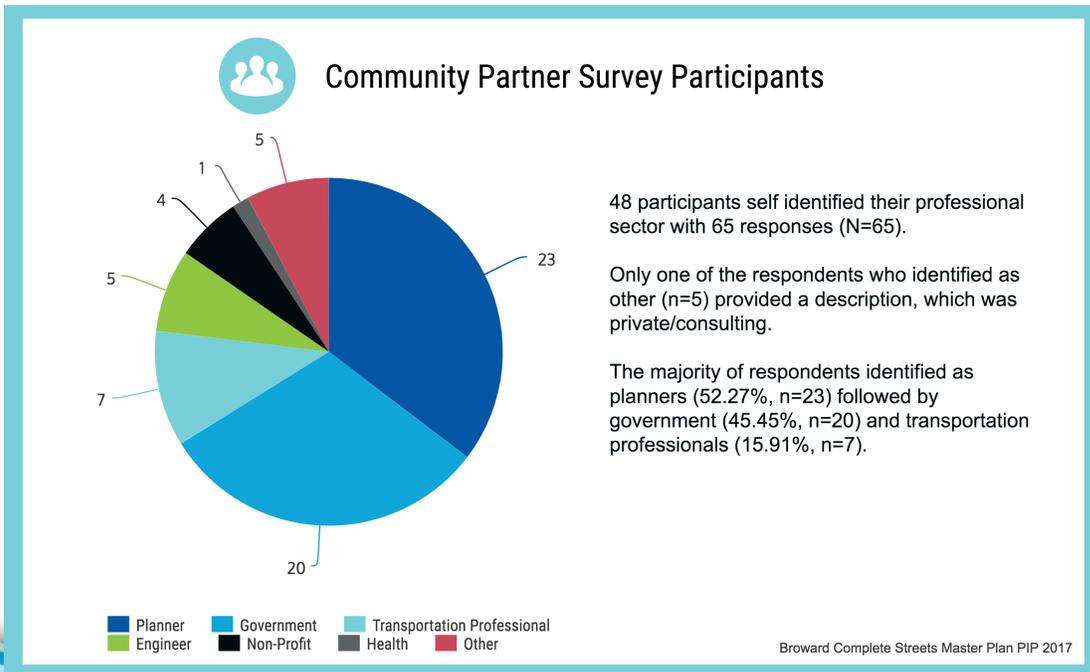


FIGURE 3 – Community Survey by Municipalities

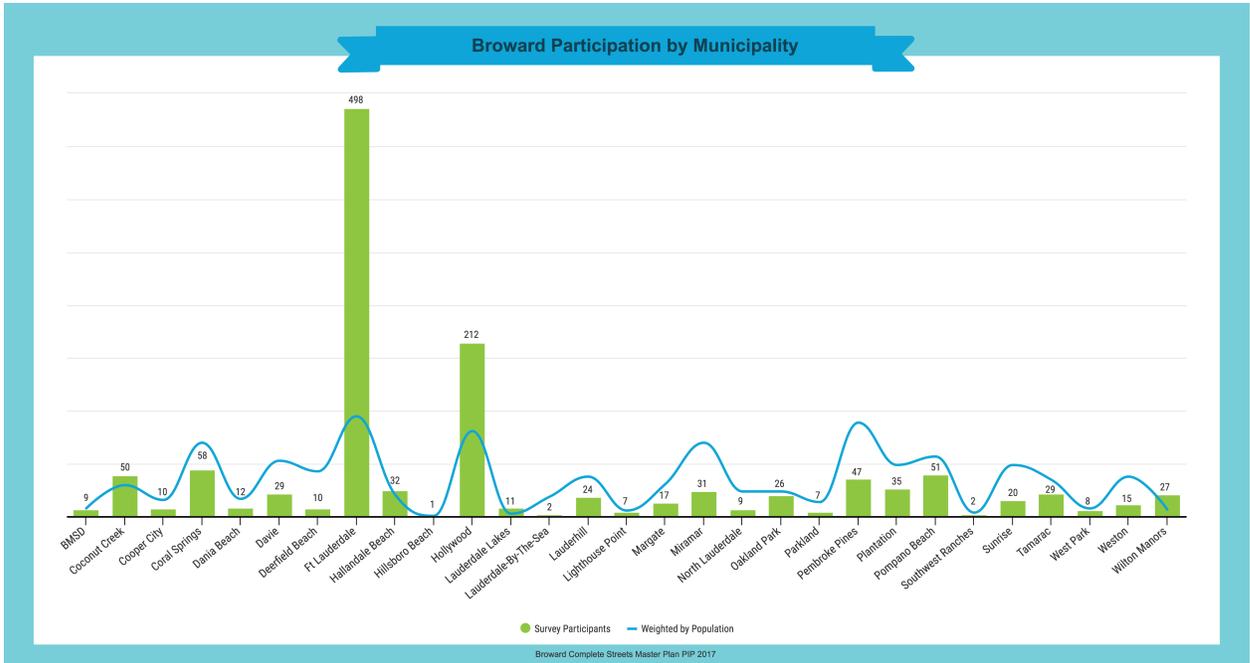
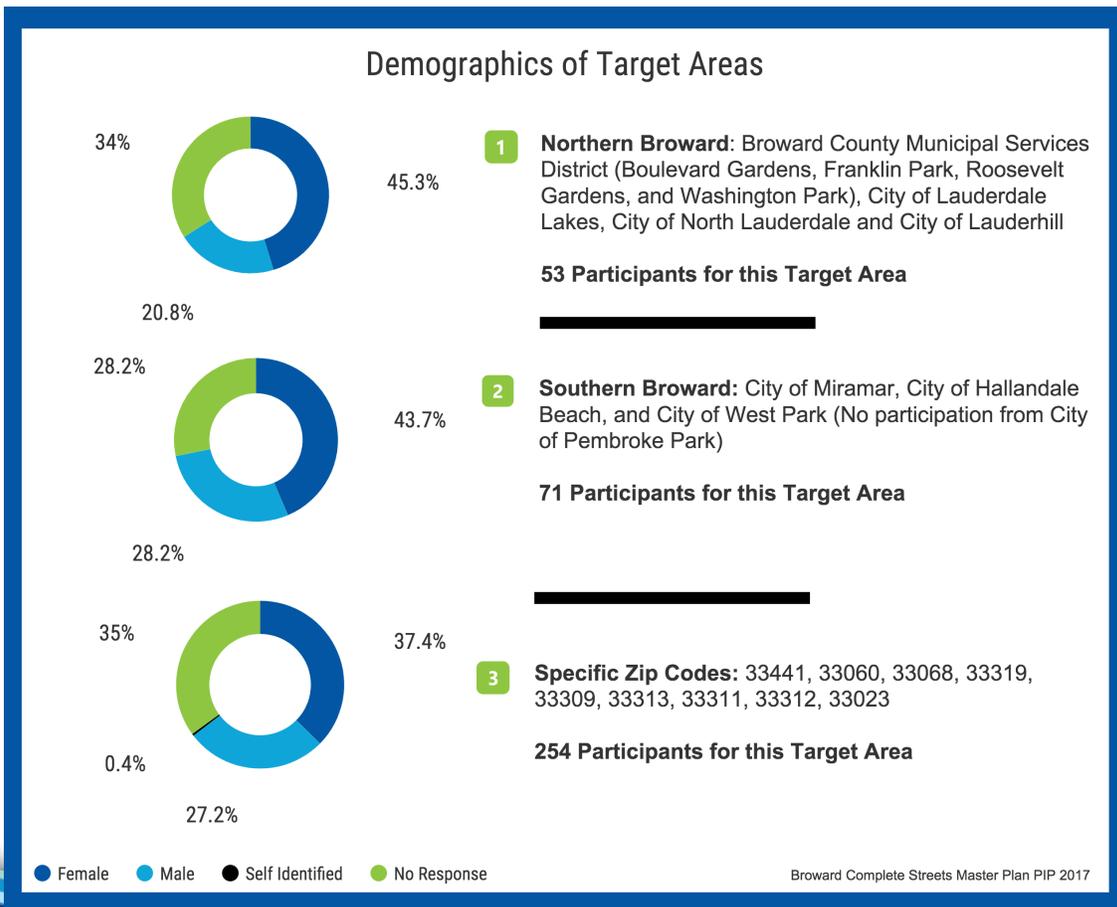


Figure 4 – Community Survey by Target Areas



The following results have been separated out into The 5's Model subcategories of education, engineering, enforcement, encouragement, and evaluation. Implications for more than one subcategory is expected and discussed in the following chapter. General information on how respondents get around their community informs all subcategories (**FIGURE 5**).

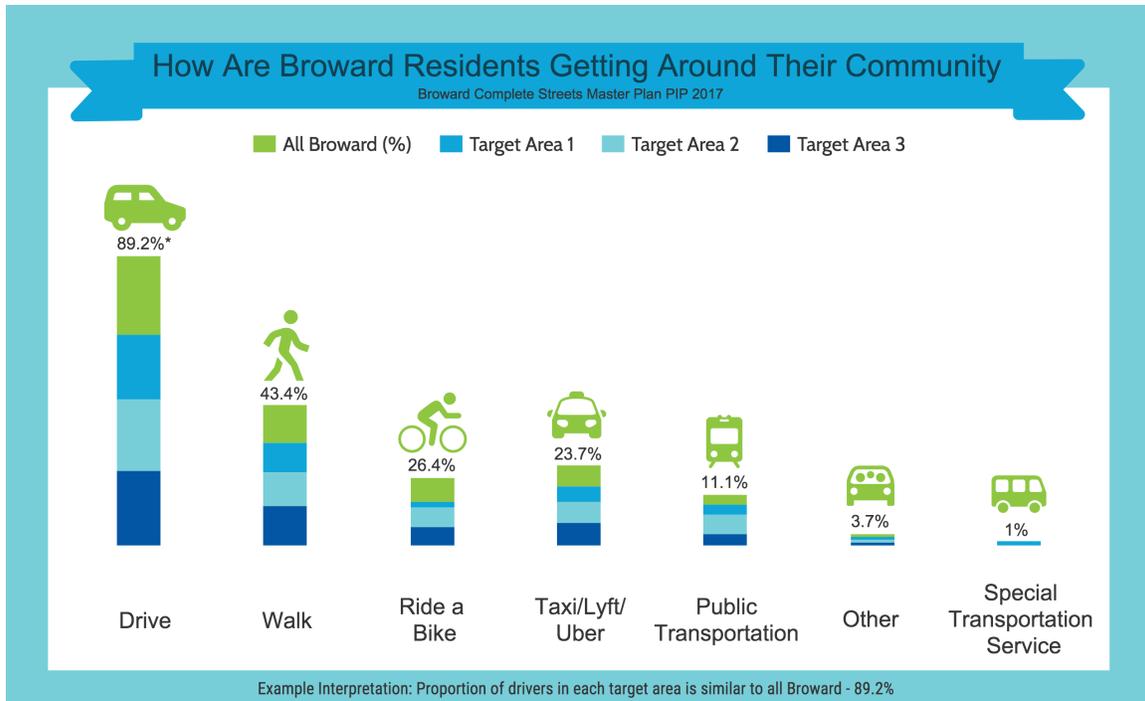
Community Survey participants were asked to select modes they use to get around their communities and were permitted to select more than one. The majority of residents (45.2%) throughout Broward selected driving as a main mode to get around their community and similar proportions were seen in all Target Areas. All of Broward as well as Target Areas 1, 2, and 3 had similar and low proportions (1.9%) for the *other* option that was not identified, but could imply carpooling, skateboarding, etc. (**FIGURE 5**).

Notably, Target Area 1 (Northern Broward: Broward County Municipal Services District (Boulevard Gardens, Franklin Park, Roosevelt Gardens, and Washington Park), City of Lauderdale Lakes, City of North Lauderdale and City of Lauderhill) has the highest proportion of respondents that access special transportation service. Among the active transportation options, proportion for walking was the greatest and biking was the least common in Target Area 1 (**FIGURE 5**).

Target Area 2 (Southern Broward: City of Miramar, City of Hallandale Beach, and City of West Park) had relatively equal proportions for riding a bike, utilizing on demand services such as taxi/Lyft/Uber, and accessing public transportation. Walking had a slightly higher proportion than other modes of active transportation (**FIGURE 5**).

The third Target Area comprised of specific zip-codes (33441, 33060, 33068, 33319, 33309, 33313, 33311, 33312, 33023), had a larger proportion of on demand service users such as Taxi, Lyft, or Uber than public transportation and bicycle riders. Consistent with overall Broward and other target areas the proportion on walkers was the main mode of active transportation (**FIGURE 5**).

FIGURE 5 – How Residents Get Around Community



Education

As a result of varying tactics many of the Community Survey participants were new to providing input on Complete Streets planning. The majority (66%) had never provided feedback on their streets, and 42% were in favor of receiving educational information. Approximately one-third of Community Survey respondents preferred receiving educational information through social media or web followed by a range of 13%-16% of participants viewing television, phone call or text messages, flyer, and physical mail favorably. Nearly 10% viewed radio as a preferred method (**FIGURE 6**).

A smaller group of residents from two underrepresented communities in transportation planning participated in focus groups and shared specific tactics that they felt would be effective in community educational efforts. These tactics included educating drivers on the positive impacts of reducing the speed limit, pedestrian and bicyclist on the laws and good walking and bicycling practices, and transit riders were noted to need more signage to communicate routes, bus numbers, and schedule (**FIGURE 7**).

Through the Community Partner survey, stakeholders suggested outreach tactics that were aligned with those mentioned by the community. The most preferred way of being engaged was through social media or the web. Aside from high-tech tactics, community partners described the importance of shifting culture and having well rounded

educational tactics in order to guide the community through the Complete Streets learning curve and set a foundation for meaningful two-way engagement. **TABLE 1**, list all tactics provided by the community partners. Some tactics received one mentioned while others were more heavily emphasized like tactical urbanism. Tactical urbanism was described as a best practice in engaging the community. Through the tangible Complete Streets project, tactical urbanism served the purpose of demonstrating what could be done in the right of way and assisted in educating and shifting the culture both at the City and among residents. Overall, less importance was placed on listing or naming the specific tactics than on the intention and approach. Several respondents mentioned the need for outreach specialist to understand how foreign the Complete Streets concept is to the general population.

FIGURE 6 – Preferences for Receiving Educational Information

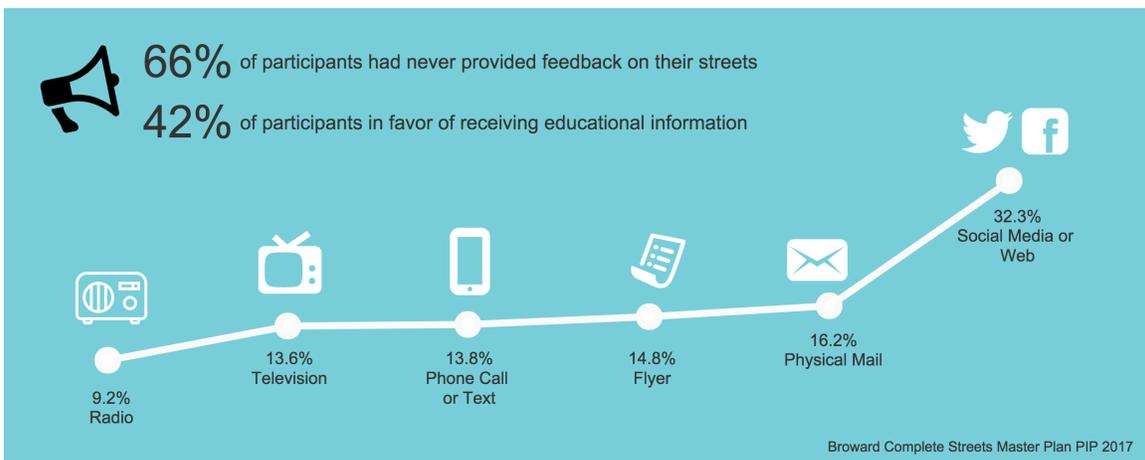
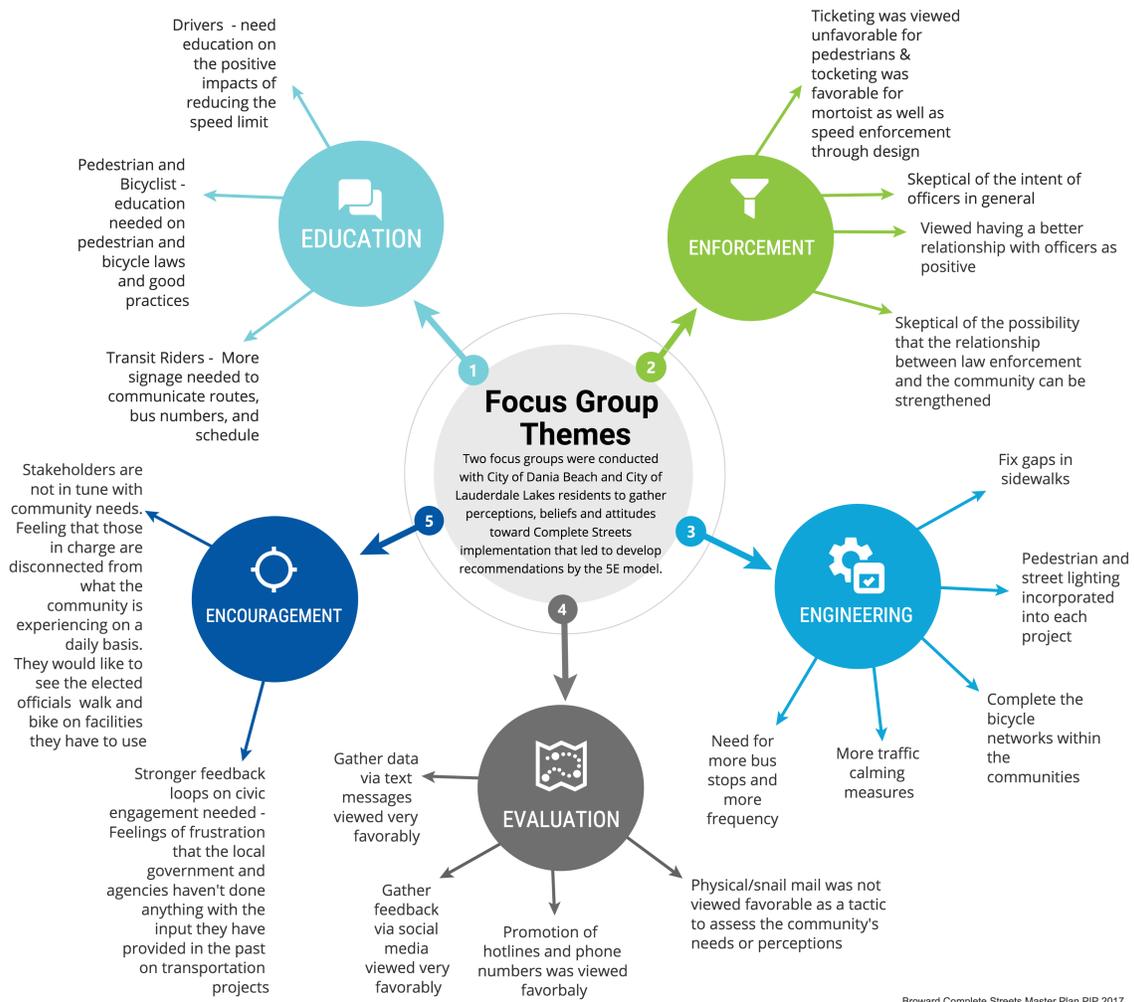


Figure 7 – Focus Group Themes



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TABLE 1 – Educational Tactics

Educational Tactics for Engaging the Community in Complete Streets Planning
Attending HOA Meetings
Brochures/Leaflets
Community Workshop
Door to Door Hangers
Group Classes at Parks
Mailings through Water/Utility Bill
Mailings to those Immediately Affected
Multi-media Campaign
Outreach Booths at Local Festives
Outreach through the City's Official Website
Partner with Fast Food Establishments to Post Messages on Take-Away Bags or Cups
Partners with Businesses
Places of Worship, Meditation, or Religious Gathering
Postings at Bus Stops
Postings Inside Buses and Trains
Promotional Videos
Public Meetings
Schools
Social Media
Tactical Urbanism Projects

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Engineering

Overall approximately 62% of Community Survey participants reported that bike lanes and walkable access to transit, and over 76% for sidewalks along all local streets are important or very important.

Compared to the overall responses, residents residing in Target Area 1 (Northern Broward: Broward County Municipal Services District (Boulevard Gardens, Franklin Park, Roosevelt Gardens, and Washington Park), City of Lauderdale Lakes, City of North Lauderdale, and City of Lauderhill) were less likely to report bike lanes, sidewalks along all local streets, and walkable access to transit as important or very important, 41%, 49%, and 47% respectively. Residents from target Area 2 (Southern Broward: City of Miramar, City of Hallandale Beach, and City of West Park) on the other hand, were more likely to report bike lanes, sidewalks along all local streets, and walkable access to transit as important or very important, 69%, 85%, and 73% respectively (**FIGURE 8**). Responses from residents of Target Area 3 (33441, 33060, 33068, 33319, 33309, 33313, 33311, 33312, and 33023) were slightly lower but comparable to the average seen for all Broward (**FIGURES 9 and 10**)

Community Survey participants were asked if they had sidewalks and if they responded yes then they were asked the followed up question, do you use them, why or why not. The participants that have access to sidewalks (~59%) but do not use them, are deterred from walking mainly because of sidewalk maintenance issues or trip hazards and obstructions along the path, such as parked vehicles. Notably, Target Area 2 residents (Southern Broward: City of Miramar, City of Hallandale Beach, and City of West Park) use the sidewalks more than the overall county (79% compared to 54%) and are more likely to use sidewalks on a daily basis than the average (47% compared to 31%) (**FIGURE 9**).

Community Survey participants were asked if they had bike lanes and if they responded yes then they were asked the followed up question, do you use them, why or why not. The results on bike lanes are different than those for sidewalks. Although most participants (82% for all of Broward) do not have access to bike lanes in their neighborhood the two main reasons residents did not use bikes was that they do not own a bike and most had safety concerns. The main safety concerns are related to traffic speed and the lack of a separated/protected place to ride a bike (**FIGURE 10**).

FIGURE 11, demonstrates the bicycling barriers that pose much concern for all Community Survey participants; traffic on Broward roads is of greatest concern at almost 70% for all of Broward including Target Areas 1, 2, and 3. Lack of bike lanes or other protective place to ride ranked second with an average 55% for all of Broward and a significantly higher percent for Target Area 2 (Southern Broward) with 75%. Target Areas 1, 2, and 3 had higher percentages compared to all of Broward in not owning or being able to afford a bike, unpredictable trips during the day, and fear of crime.

The majority of all Broward residents that participated in the Community Survey (66%) do not ride transit and only a smaller group does (12%). The Target Areas 1, 2, and 3 have higher rates of transit ridership with respective percentages of 15%, 23%, and 13%. More than half of the all Broward residents who use public transportation, access transit by foot 57% and in Target Areas 1, 2, and 3 the rates are higher, 63%, 75%, and 67% respectively. The rates of all Broward individuals who access transit by bike (18%) was similar to Target 2 (19%), lower than target Area 1 (25%) and higher than Target Area 3 (13%) (**FIGURE 12**).

If Broward residents lived in a walkable community they would most likely walk for exercise (35%) followed by recreational activities, going to daily needs and running errands (26%). Only 10% said they would walk to work if they resided in a walkable community. The Target Areas were similar except for Target Area 1 (Northern Broward) reporting 45% likely to walk for exercise and Target Area 2 (Southern Broward) nearly 17% would walk to work if they had a walkable community (**FIGURE 13**).

All of Broward residents including Target Areas 1, 2, and 3 had similar responses of where they would ride a bike to if they lived in a bikeable community. The destinations ranked as follows: 1. for exercise purposes (~34%), 2. recreational activities (~28%), 3. for daily needs and to run errands (~23%), and 4. to commute to work (13%) (**FIGURE 14**).

The Community Partner survey also highlighted features in the pedestrian, bicycle, and transit realms that professional stakeholders felt were essential to be prioritized countywide. The higher the frequency of responses the thicker the box; therefore, crosswalks was mentioned a few times while transit not being convenient enough was mentioned numerous times (**TABLE 2**). The features most important to the focus group participants were having better equipped bus stops and higher transit frequency, more traffic calming measures to reduce vehicular speeds, completed bicycle networks within the communities, pedestrian and street lighting incorporation into each project, and elimination of sidewalk gaps (**FIGURE 7**). The specific locations where residents want to see street improvements were captured by Digital Input Mapping (**MAP 1**).

Through the Community Partners Survey additional pedestrian and bicycle specific priority locations and general path prioritizations around institutions like schools, hospitals, universities, parks, etc. are listed in **TABLE 3 and 4**. More than a quarter of respondents (27%, N=48) provided input on what locations should be prioritized for bicycle facilities, a total of 37 specific locations were received. **TABLES 3 and 4** provide a list of locations. Approximately one-third of responses (29%, n=11) indicated that schools, access to parks/recreational facilities/activity centers, employment opportunities, and mass transit routes should be of top priority in identifying bicycle facilities for the Complete Streets Master Plan. Overall themes among the justification provided for these locations included the need to create quick and efficient ways to

access employment opportunities, schools & parks. Even respondents that mentioned specific locations and were not counted within the 29% also made mention of how a strong bicycle network could create tangible multi-model connectivity along collector streets to increase prosperity across Broward.

The majority of responses (70%, n=26) provided specific locations to be considered for prioritization of bicycle facilities. All participants were encouraged to pull from their professional outreach experience to inform survey responses. For example, locations gathered from projects such as the Complete Streets Implementation Plan outreach in the City of Deerfield Beach were included. One respondent stressed the need to increase access along east west corridors and named Johnson Street, Taft Street, and Park Road as priorities in a coordinated effort with Pembroke Road and Sheridan Street in the City of Hollywood to increase local alternative transportation options from the beaches to the Everglades. Another respondent focused on areas in the City of Ft. Lauderdale that could increase tourism and encourage residents to stay outdoors and active in the community to help local businesses thrive (**TABLE 4**).

Nearly one-third (29%, N=48) provided input on what locations should be prioritized for pedestrian facilities, a total of 40 specific locations were received. Almost half (43%) of the community partner priorities for pedestrian facilities were identical or very similar to the priorities listed for bicycle facilities. The overall themes were similar but with an additional emphasis of how difficult, inconvenient, intimidating, and in some cases unsafe it is to cross the street at the locations listed in the table. In addition, why locations were of priority for pedestrian facilities included the mention of the Vision Zero policy that aims to have no fatalities or serious injuries involving road traffic and how focusing on arterial corridors as well as specific dangerous intersections, mid-block crossings, and improvements to the shoulders of the road will help achieve the policy's intent. Two additional differences between the pedestrian and bicycle facilities was the focus on locations adjacent or crossing rail road tracks and in low-income communities (**TABLE 3**).

Figure 8 – Participants Rating Very Important to Important for Each Category

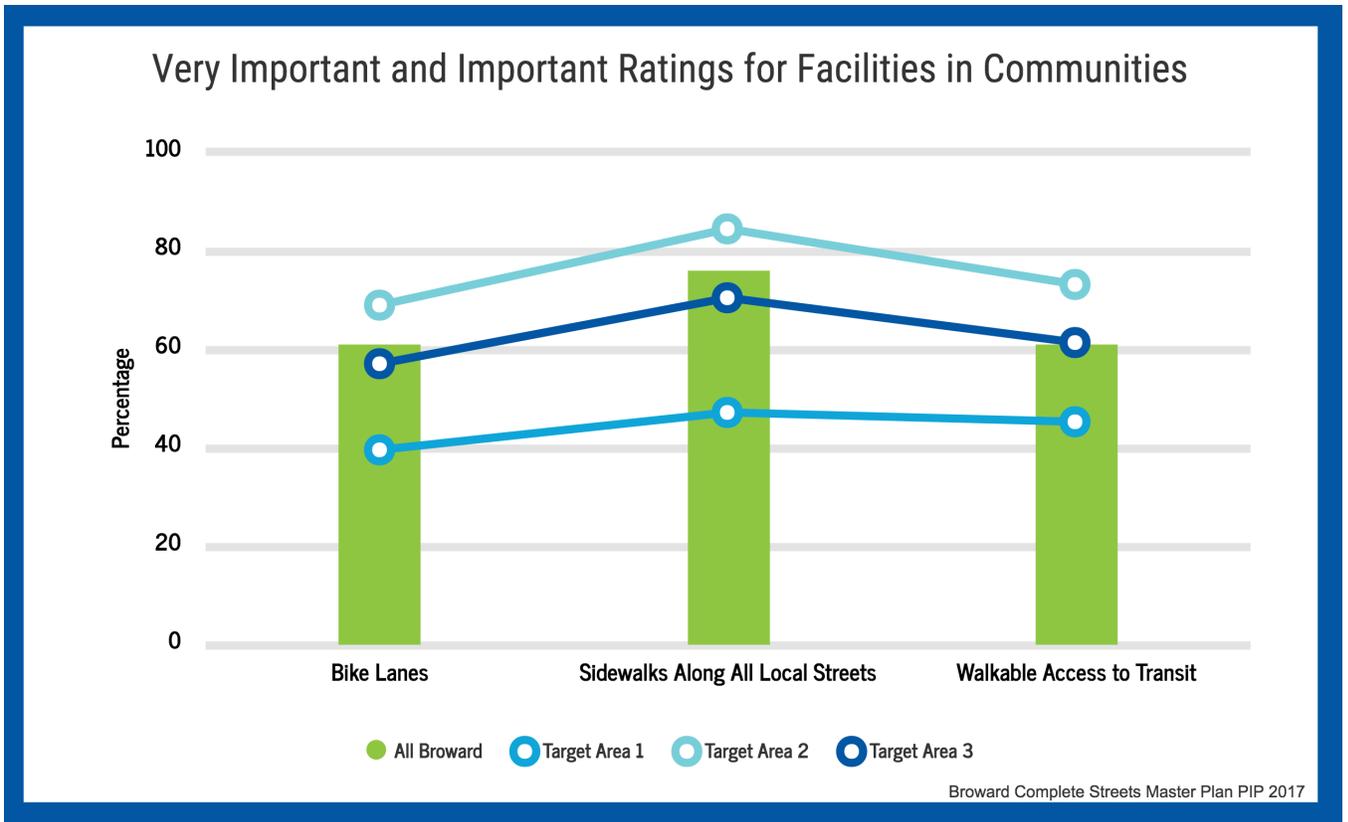
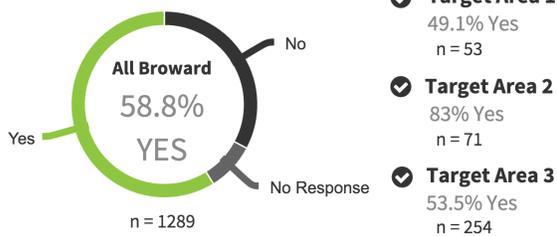


Figure 9 – Comparing Use of Sidewalks

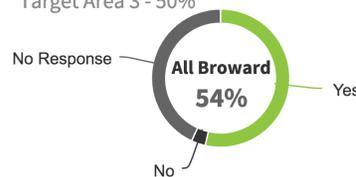
COMPARING THE USE OF SIDEWALKS

Sidewalks in Neighborhoods



Of those that have sidewalks, here is the breakdown of those that use them:

Target Area 1 - 40%
Target Area 2 - 79%
Target Area 3 - 50%

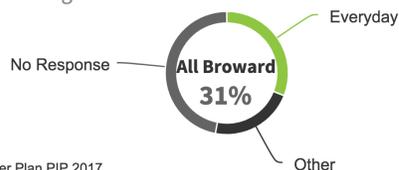


Prevents Use of Sidewalks



Of those that use the sidewalk, here is the breakdown of who uses them everyday:

Target Area 1 - 17%
Target Area 2 - 47%
Target Area 3 - 28%



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Figure 10 – Comparing Use of Bike Lanes

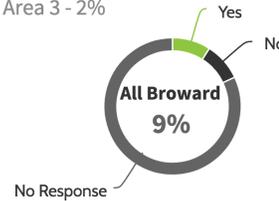
COMPARING THE USE OF BIKE LANES

Bike Lanes in Neighborhoods



Of those that have bike lanes, here is the breakdown of those that use them:

Target Area 1 - 4%
Target Area 2 - 15.5%
Target Area 3 - 2%

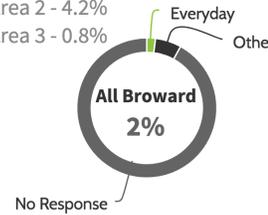


Prevents Use of Bike Lanes



Of those that use the bike lanes, here is the breakdown of who uses them everyday:

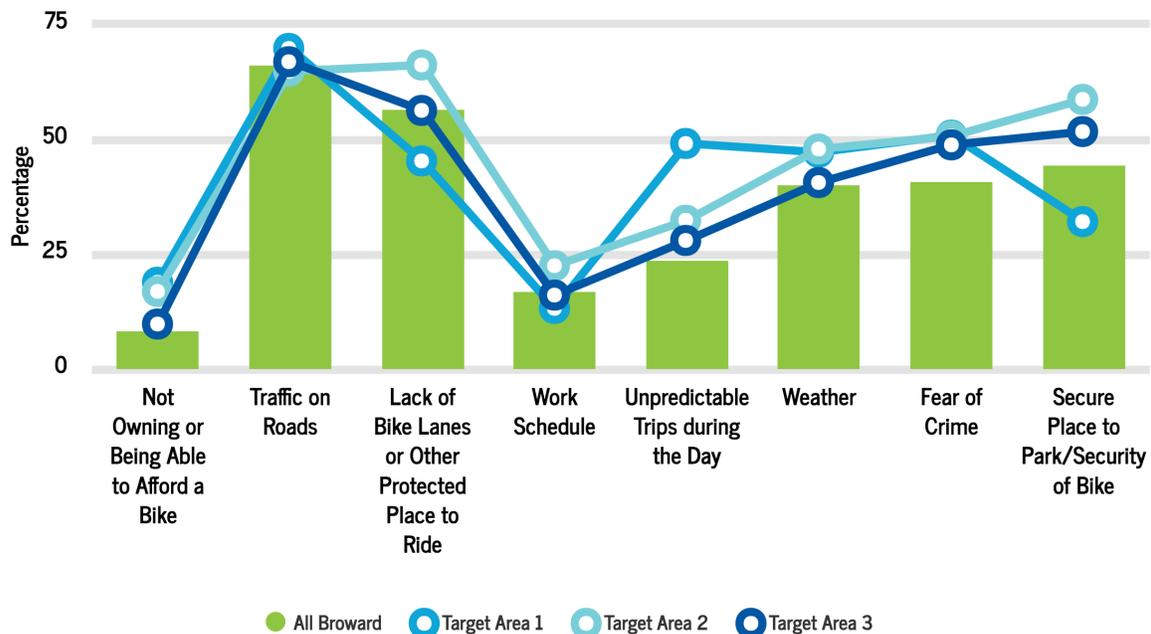
Target Area 1 - 2%
Target Area 2 - 4.2%
Target Area 3 - 0.8%



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Figure 11 – Bike Barriers

Very and Somewhat Concerned Ratings for Barriers to Bicycling



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Figure 12 – Transit Usage

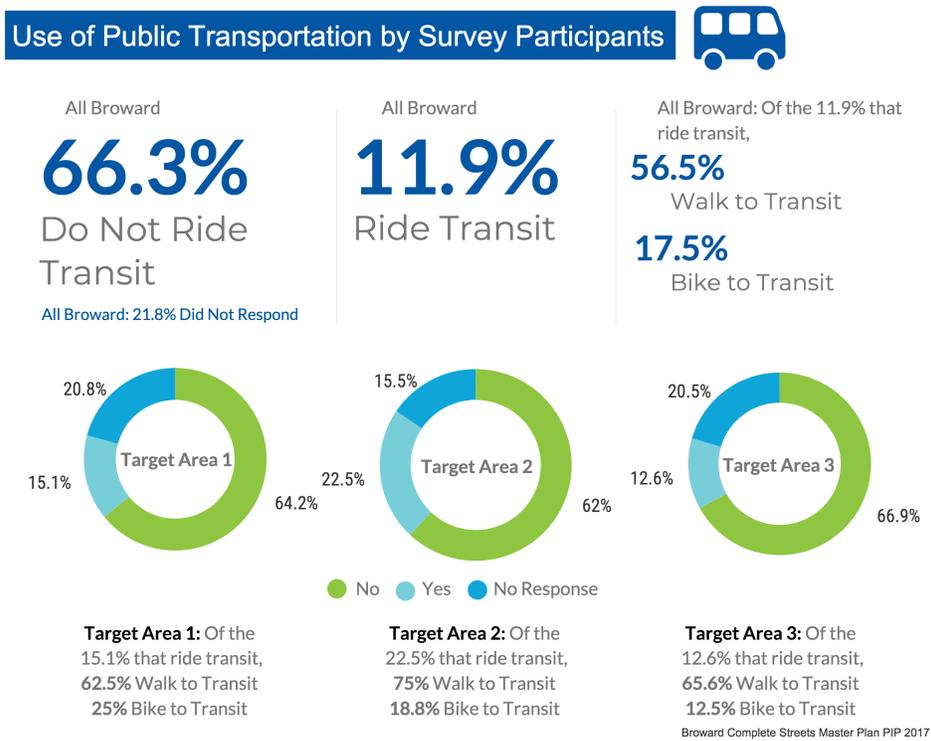


Figure 13 – Destinations in a Walkable Community

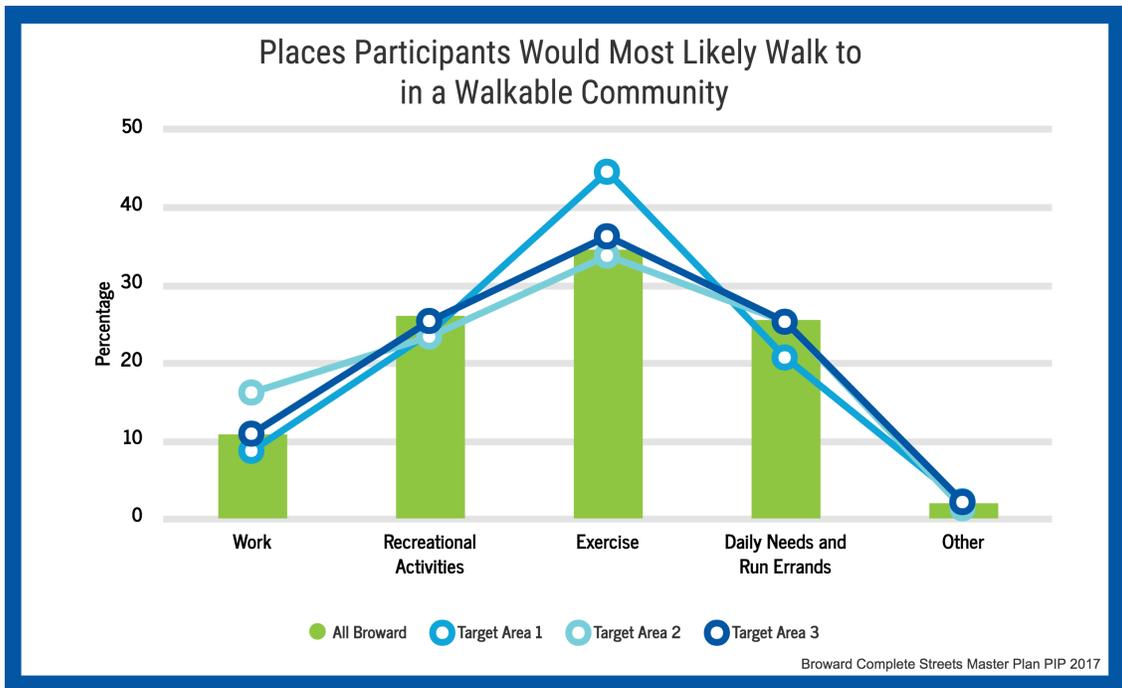


Figure 14 – Destinations in a Bikeable Community

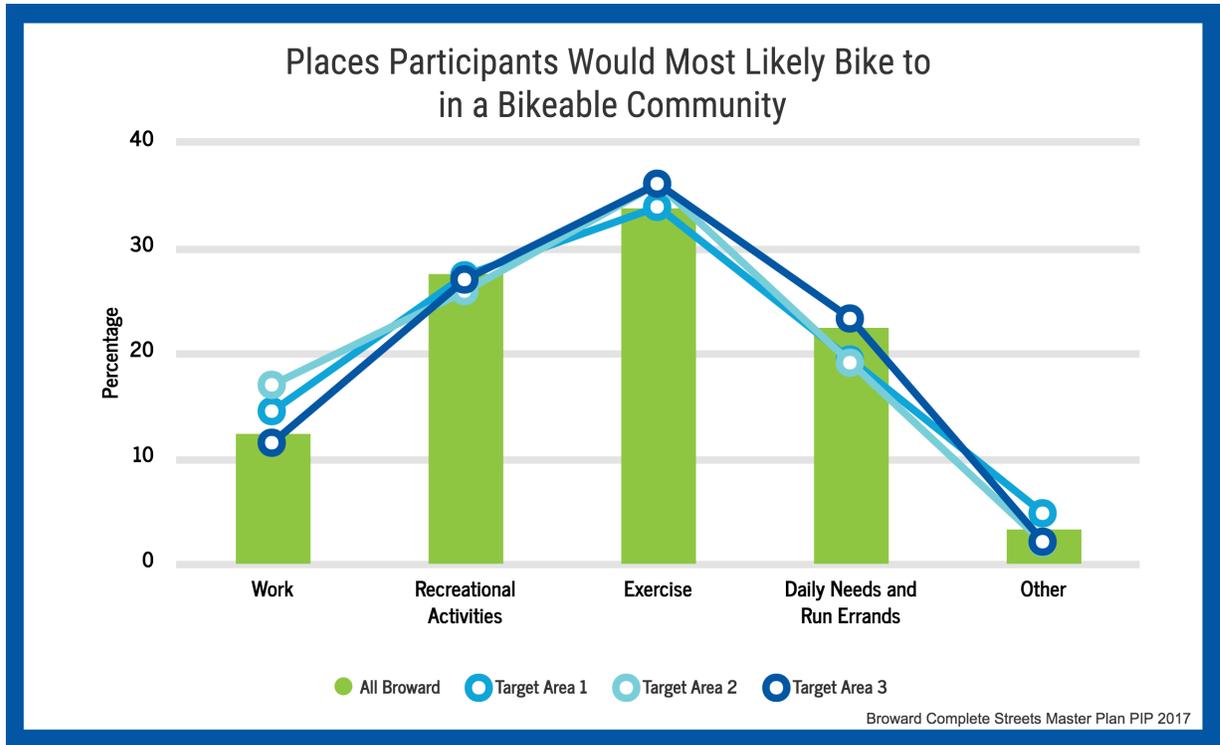


Table 2 – Walking, Biking, and Transit Priorities

Local Factors Related to Walking, Biking, and Accessing Transit

Transit	Walk	Bike
Not Frequent Enough	Shade	
Not Convenient Enough	Wide Sidewalks	
	More Pedestrian Crossings	
More Pedestrian Crossings	Walk/Bike to Transit Linkages for Low Income Comm.	
	Felling Unsafe Due to Lack of Facilities, Lighting, and Speed Control	
Need for Improved Scheduling Coordination	Safe Surfaces	
	Need for Visible & Readable Signage	
	Crosswalk Island Refuge Needed	
Walk/Bike to Transit Linkages for Low Income Comm.		Bike
		Protected/Separated/Road Buffered Bike Lanes Needed
Shade		Walk/Bike to Transit Linkages for Low Income Comm.
Lack of connectivity		Shade
		Felling Unsafe Due to Lack of Facilities, Lighting, and Speed Control
Need for Visible & Readable Signage		Safe Surfaces
Safer Shelters and Waiting Areas Needed		Need for Visible & Readable Signage

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Map 1 – Digital Input Map

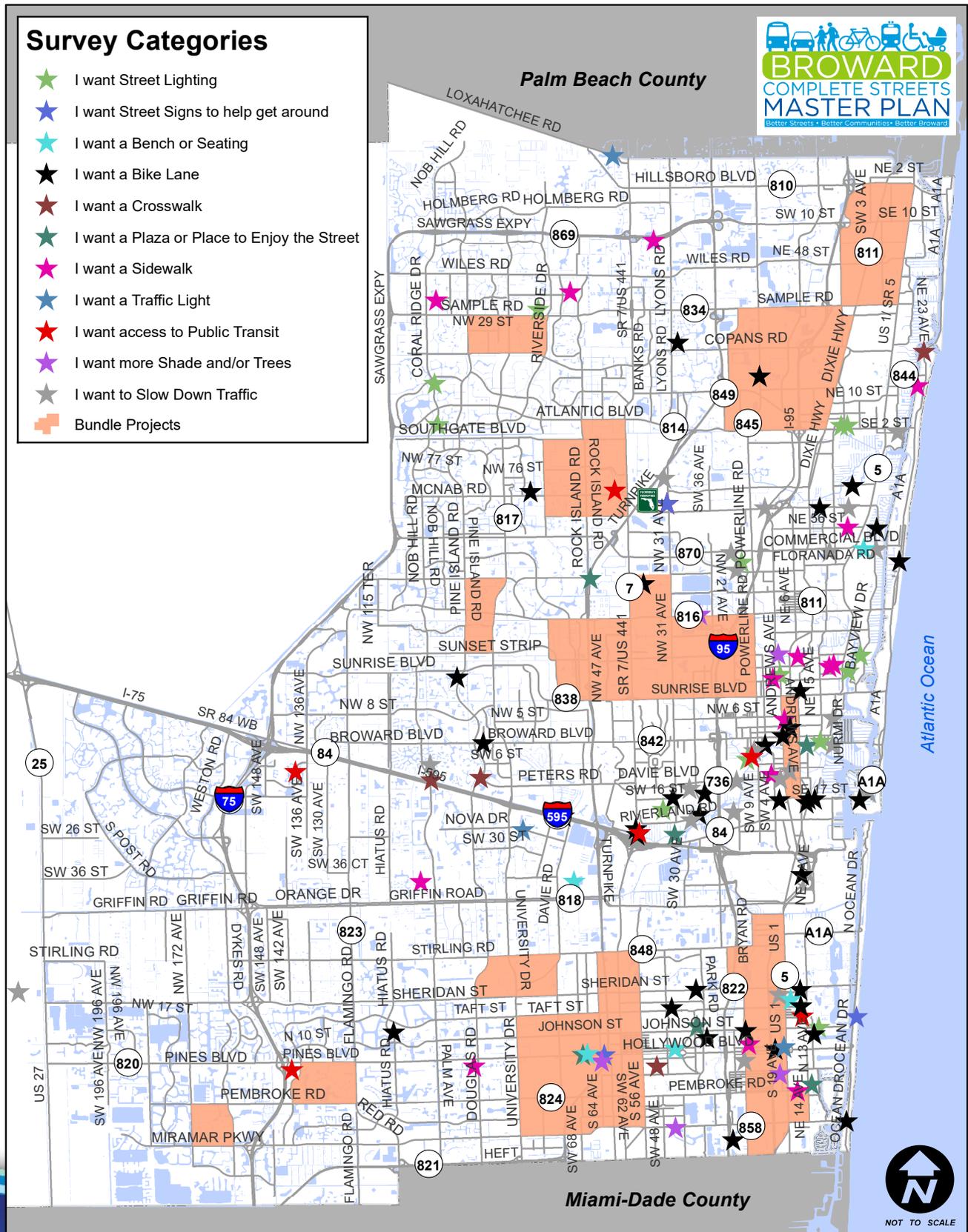


TABLE 3 – Pedestrian Priority Locations

Community Partner Priorities for Pedestrian Facilities
Access to transit
Area from Broward to Sunrise and FEC RR to US 1
Areas around major transit hubs
Areas around schools and higher learning institutions
Broward Blvd
Broward Blvd and Andrews Ave
Broward County - 31st Ave
Commercial Blvd
Dixie Highway
Downtown urban areas such as Fort Lauderdale
FDOT Oakland Park Blvd
FDOT SR 7 Corridor
Hillsboro Blvd.
Intersections
Johnston Street
Las Olas Blvd
Las Olas Blvd.
Las Olas through the Isles to the beach
Low-income neighborhoods
Mid-block Crossings
MLK/SW 3rd Ave
NE 20th Ave
NW 31 Ave and NW 41 St
NW 7 Ave/NE 33rd St
Park Road
Parks
Rock Island Road
Safe routes to schools
Schools
Shoulders of the road
SR 7 & Oakland Park Blvd.
SR A1A
Sunrise Blvd and SR A1A
Sunrise Blvd., NW 16th Ave to FEC Tracks
Surrounding Parks
Taft Street
Transit routes and stops
University Dr.
US 1

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TABLE 4 – Bicycle Priority Locations

Community Partner Priorities for Bicycle Facilities
Access to employment hubs
Access to recreation areas
Access to schools
Area from Broward to Sunrise and FEC RR to US1
Atlantic Boulevard
Broward
Bus stops
C-13 Greenway Trail/ Sr7 & NW 31ST Ave.
Connections to regional/local activity centers
Dixie Highway
Federal Highway
Hillsboro Boulevard
Johnson Street
Las Olas
Las Olas Blvd, SE 15th Ave to Isles
Las Olas through the Isles to the beach
McNab/Cypress Creek
MLK/SW 3rd Ave
Multimodal Hubs/Greenways
NE 18th Ave., Commercial to Prospect
NE 20th Ave
NE 3rd Ave., Broward to Sunrise
Near schools
NW 31st Ave
NW 31st Avenue & NW 41st Street
Park Road
Parks
Parks
Schools
Shopping centers
Southgate Blvd
Sr7 @ Oakland Park Blvd.
State Road 7 and Oakland Park Blvd.
Taft Street
Transit Corridors- Tri-Rail/BCTP
University
University Drive
US 1

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Enforcement

Among the Community Survey participants there was consistent support for various enforcement tactics, and respondents agreed that police departments and even crossing guards needed to be involved in creating a safe environment for pedestrians and bicyclists. The following three tactics received an equal amount of support across all Broward resident respondents including Target Area 1, 2 and 3: community relationship building (36%), police presence (32%), and increased enforcement (28%) (**FIGURE 15**).

Focus group participants stated that they viewed ticketing pedestrians unfavorably while ticketing of motorists and speed enforcement through design was viewed favorably. Concerns with social profiling and the officers' *'true intentions'* surfaced in both groups. Although some focus group participants were skeptical that the relationship between the community and officers could be strengthened, all viewed having a *'better'* relationship with officers as something positive (**FIGURE 7**).

Approximately one-third of Community Partners (31%) provided enforcement tactics to inform the Complete Streets Master Plan. A total of seven (7) themes were produced and included policy, educate the community on proper enforcement, provide signage to community rules and benefits of active transportation, speed enforcement that replicates best practices, data informed tactics that prioritize high crash areas and difficult areas for pedestrian and bicyclist to cross or access, utilizing technology to assist personnel with enforcement, and engage various levels of enforcement personnel. The last tactic listed carried the most weight as more than one-quarter (27%) of respondents described a mixed-method approach with both formal and informal enforcement personnel that would be most success in shifting culture and assuring the community at large is abiding by the laws. (**TABLE 5**).

FIGURE 15 – Police Involvement in Maintaining Safety

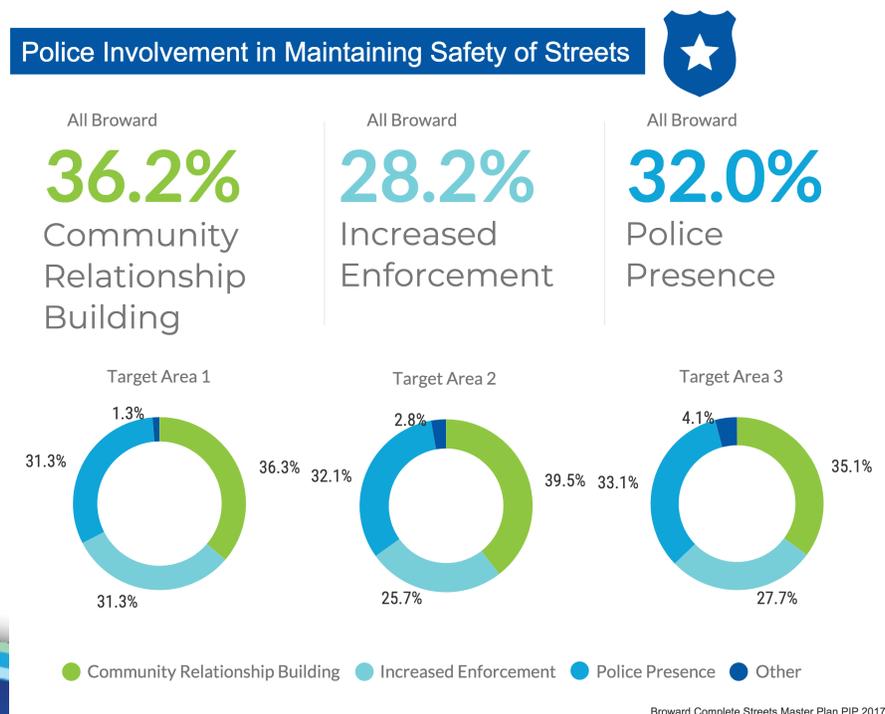


TABLE 5 – Enforcement Tactics

Enforcement Tactics Suggested by Community Partners
POLICY. Instate policy that supports Complete Streets. A county wide vision zero effort to help reduce pedestrian and bike fatalities and serious injuries
EDUCATE ON ENFORCEMENT. Proceed through Home Associations and Civic Associations such as the Hollywood Council of Civic Associations.
SIGNAGE. Educate on the basics of road etiquette through signage.
ENGAGE VARIOUS LEVELS OF ENFORCEMENT PERSONNEL. 2-step process. 1- Informal interaction on the roadway. Enforcement conducted by countywide rotating temporarily assigned "ambassadors" that can educate pedestrians, mass transit riders, and even vehicles. 2- Enforcement expanded to include BSO Deputies and MPO/City Staff dedicated to continue the education process.
DATA. Target high crash areas. Become aware of enforcement needs through charettes, SWOT analysis and walking audits. Target major intersections; specially on 6 land 45mph routes.
SPEED ENFORCEMENT. Replicate school zone approach: The efforts for school zones worked whatever was done there. Majority do not speed there even though there are not officers involved.
UTILIZE SUPPORTIVE TECHNOLOGY. Reinstate red-light camera technology County wide to support safety improvements.

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Encouragement

Results that inform how culture can be shifted from car-centric to multi-modal begin with understanding what is of most concern to the residents. Focus group participants expressed concerns of stakeholders not being *'in-tune'* with community needs. Specifically stating that those in charge are disconnected from what the community is experiencing on a daily basis. The participants would like to see elected officials walk and bike on facilities that community members have to use to get to places on foot or by bicycle. Participants expressed frustration with local government and agencies due to the perception that they have not demonstrated how the community's input has informed projects (**FIGURE 7**).

Within the Community Partner Survey, participants were asked about how organizationally a sustainable shift could occur to support Complete Streets. A few community partners felt that organizational sustainable shifts toward multimodal transportation has occurred or are in progress. For example, a respondent expressed that, "*The {Lauderdale Lakes} Healthy Community Zone program plays a strong role in addressing public/pedestrian safety and in expanding transit related neighborhood connections and facilities expansion/improvements on an on-going basis.*" While other

respondents felt limited within their current structure and would like to see tactics that aimed at requiring higher design standards so that only protected bike lanes or marked crosswalks are allowed through the County. Respondents suggested additional sustainable tactics such as funding incentives and policy changes while calling for support of Transit Oriented Development (TOD) initiatives, research, multimodal plans, and quality alternative transportation options that reflect Complete Streets as a high priority at the local and state government level (**FIGURE 16**).

Creating support for sustainable change within the community was noted as a more difficult challenge than seeking organizational change among several Community Partner respondents. Some community partners described Broward having a lack of quality transportation options, therefore, making it very difficult to seek a sustainable shift toward active transportation. Others suggested tactics that described in detail a network of attractive walking and biking systems that were seen as most critical in changing behaviors (**FIGURE 17**).

Community partners suggested making short trips such as lunch and daily errands the focus and not necessarily commuting trips, which are harder to change and often longer trips. One respondent states, "It needs to be a balance of education, enforcement, engineering, evaluation, encouragement such as Vision Zero prescribes." Although supporting land use codes that encourage Smart Growth and Transit Oriented Developments (TODs) can largely focus on the commuter, they also provide a safe and convenient environment for shorter daily trips. Shade and tree canopy were often mentioned as an absolute need in South Florida for both short and longer trips on foot or bike (**FIGURE 17**).

Another major theme among community partners was the need to provide incentives for active transportation. For example, one respondent suggested awarding desired/good behavior through community recognition or award. While another respondent encouraged the Broward MPO to follow MAG in Phoenix paying \$1 per day to carpool or to do a commuter challenge that pays people to walk, bike, and ride transit rather than drive. Even providing discounted tickets to schools, cities, and large companies to ride transit was suggested (**FIGURE 17**).

The most common response was the need to a comprehensive ongoing campaign to shift culture and create sustainable change among Broward residents. Focus on building awareness around the factors of active transportation's economics; time well spent; health (physical and psychological) and environmental impacts (emissions) (**FIGURE 17**).

FIGURE 16 – Desired Organizational Changes



FIGURE 17 – Desired Community Changes



TABLE 6 – Community Partner Data Available for Complete Streets Planning

Partner Data Available for Complete Streets Planning
Annual Neighbor Surveys
Before & After Studies
Bike/Ped Planning Along FEC
GIS Data
Healthy Community Zone Data
Project Specific Surveys
Safe Routes to School Data
Transit Ridership Surveys
Vision Zero Crash Map
Walking Audit Data

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Evaluation

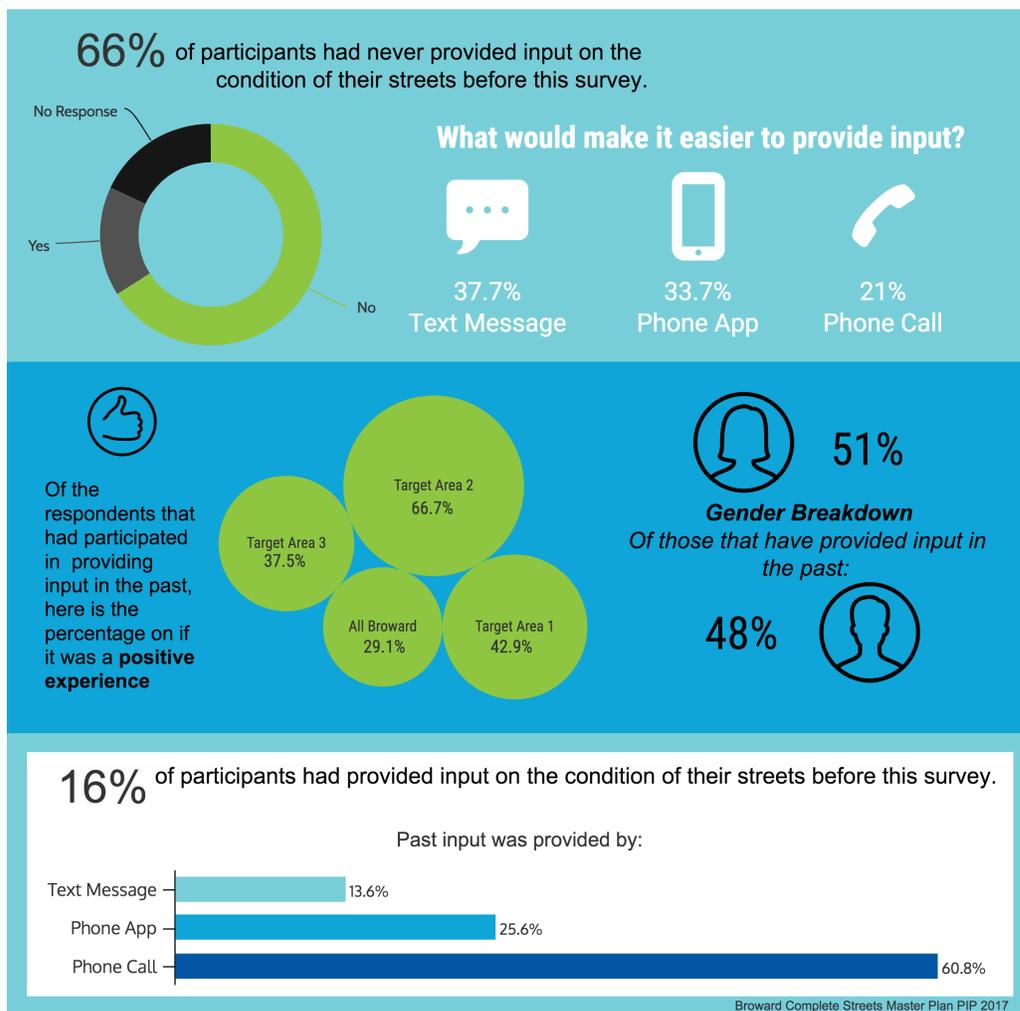
Evaluation is a critical method to assess if priorities and goals are being met. A large portion of Community Survey participants (66%) had not provided input related to their streets previously. Participants are interested in staying connected and in reporting or providing input. The preferred method is through a text message or phone app (**FIGURE 18**).

Community Survey participants that had given feedback in the past had mixed responses on the experience being negative or positive. Of those who responded to the question related to their experience providing input, target Area 2 was the only subset of all residents in Broward that had an overall *positive* experience (67%). All residents in

Broward (71%), Target Area 1 (57%), and Target Area 3 (62%) had an overall *negative* experience, including always negative, sometimes negative, and neutral experiences (FIGURE 18).

Focus group participants expressed three ways to effectively assess the community's input on a project: gather data via text messages viewed very favorably; gather feedback via social media; and promotion of hotlines and phone numbers. Physical/snail mail was not viewed as a favorable tactic to assessing the community's needs or perceptions (FIGURE 7).

FIGURE 18 – Evaluation Tactics



Discussion and Conclusion

The process of engaging the community

The high-tech and high-touch public engagement strategies that produced extensive feedback from more than 1300 stakeholders provided a two-way conversation between Broward MPO and the community at large. The results will inform the development of a prioritized list of Complete Streets projects and balance the technical expertise with the community's input and experience. Broward MPO designed the public engagement process to be mixed methods targeting subsets of the population that had been historically underrepresented in their transportation planning process.

The vast majority (66%) of the participants had not previously participated in a public input process about their streets. The Broward MPO commits to communicating with all participants that provided their contact information to demonstrate how their input impacted the development of the Complete Streets Master Plan. In addition to establishing stronger feedback loops in civic engagement the Broward MPO will also explore supplemental context sensitive solutions to not only designing the roads but also engaging the community. As per the results, while utilizing snail mail to provide education it would not be a successful tactic in assessing or gaining input from the community.

The subset communities described as Target Area 1 - Northern Broward, Target Area 2- Southern Broward and Target Area 3 - zip-code focused had varying needs from the all Broward respondents emphasizing the need for context sensitive solutions to education, enforcement, engineering, encouragement, and evaluation strategies.

Other themes were salient across all of Broward. For example, residents and stakeholders would like to see a multifaceted approach to implementing enforcement with community relationships at the forefront. The priorities described by the residents and community partners highlighted the need to focus on multi-model transportation projects throughout the county with standards that require protected facilities, prioritizes gaps, and supports access to transit and local anchor institutions. Most participants reported that exercise would be prioritized if they had access to sidewalk and bike facilities, which could yield better health outcomes, less traffic on the roads, more economic savings, less carbon emissions, and better quality of life countywide. The Broward MPO will continue to reflect on the input to strengthen community relationships and devise a transportation system that has positive impacts on the community's prosperity and is genuinely reflective of the residents' and community partners' needs and desires.

Quotes from Participants



"Many residents need to access jobs without a vehicle. Transit and walking often take too long, however if there are safe paths to be able to use a bicycle it can open up access to employment in a wider area for people."

"I'd suggest to prioritize locations with] high danger for pedestrian /bike conflicts, documented with high traffic volumes and public transit ridership/transfers"

"I am thinking a combination of commercial zones and anywhere near parks and other recreational facilities because other than using a bike as a personal vehicle, most bicyclists are using it for exercise."

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Appendix

Backup Documents to Public Input

Community Survey

Spreadsheet of Results

<https://www.dropbox.com/s/wt2xw77lvptjads/Broward%20Complete%20Streets%20Master%20Plan%20Study%20-%20Public%20Version.xml?dl=0>

Analyzed Data

https://www.dropbox.com/sh/wsm9cs7b3gdtjy5/AADYXv8VX-_0IMKIDynBydV1a?dl=0

Figures and Tables

<https://www.dropbox.com/sh/wi2atmrl729rxoe/AADabg-NhhtAuktkoFtFHTYAa?dl=0>

Input Mapping Data and Map

<https://www.dropbox.com/sh/kq2saw254svh64o/AABdeH8sqdNHc4CLxl0UODnYa?dl=0>

Partner Survey

Spreadsheet of Results

<https://www.dropbox.com/s/620lbynm3ao5mpt/Broward%20Complete%20Streets%20Partner%20Survey%20-%20Final.xls?dl=0>

Survey Graphics

<https://www.dropbox.com/sh/zklzddq0chhzpq3/AAAfUDPvrGRI59AfkF1WLPDra?dl=0>

Focus Groups

Focus Group Analyzed Data

https://www.dropbox.com/sh/13qz6p5flrjdxrf/AABYGcT0vuWatip1q1i3ltj_a?dl=0

One-on-One Interactions

Summary

<https://www.dropbox.com/s/tpvy0pwwkmpna8d/Summary%20of%20one%20on%20one%20inetractions.pdf?dl=0>



Move People | Create Jobs | Strengthen Communities

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BrowardMPO.org

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact Christopher Ryan, Director of Public Involvement and Communication/Title VI Coordinator at (954) 876-0036 or ryanc@browardmpo.org.

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