



broward **MPO**
metropolitan planning organization

Board Meeting July 11, 2013

Exploratory Phase

Our Plan to Get the Conversation Started

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



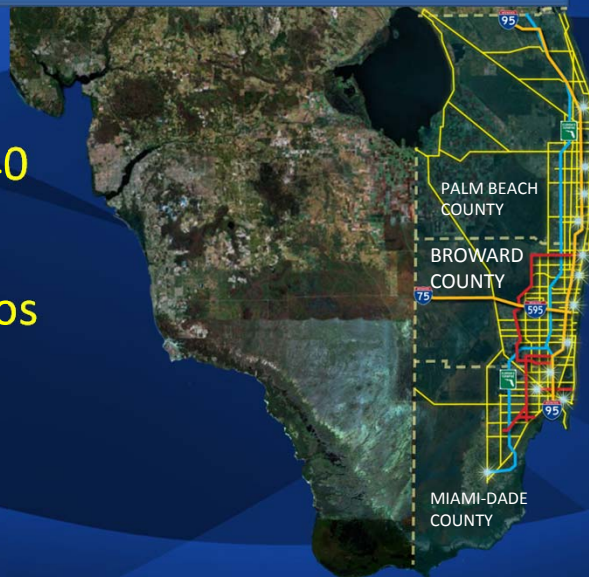
Building Our Networks

Connecting People and Ideas

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

Scenario Planning

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



Baseline Survey Results

April 17-24, 2013

- 81%** - Important for region to work together
- 77%** - Public transportation should be high priority
- 76%** - Population will grow in 5-10 years
- 60%** - Traffic congestion is serious/will get worse
- 52%** - Have no option but to drive

TOP ISSUES:

Jobs/economy (26%)

Education (11%)

Crime (13%)

Transportation/Roads/Traffic (10%)

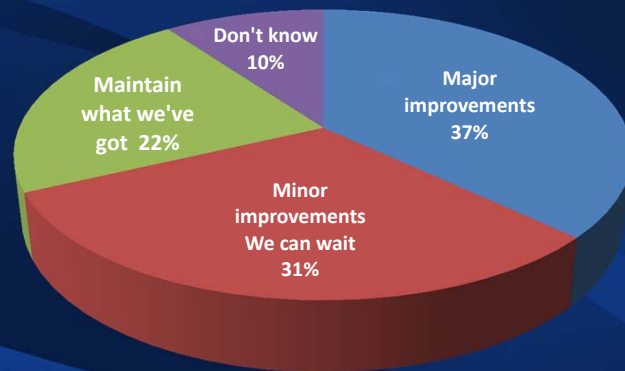
Baseline Survey Results

Issues	Responses...		
Traffic Congestion	30% - very serious	46% - serious	76% total serious
Transportation System	33% - very inadequate	20% - inadequate	53% inadequate
Congestion Affects Me	22% - a great deal 29% - a fair amount	30% - not very much 9% - not all	51% affected
Solution	45% - transportation options (modes)	32% - more highways	Public transportation seen as social good
More Taxes or Fees for Transportation	47% - would support	42% - would oppose	Dead even

Baseline Survey Results

Support for Alternative Modes	
Highest	Road/Street Maintenance* Traffic Signal Synchronization Intersection Improvements
Mid-level	Fort Lauderdale Connectivity Carpooling/Flextime Local and Express bus/shuttles
Lowest	Bicycle/Pedestrian Light Rail/Streetcar Tri-Rail service

No Sense of Urgency



Lessons Learned

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

We asked the Broward Partners Group

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

“Leaders of early 21st Century were

**Visionaries...
RISK TAKERS”**

Open Discussion



www.SpeakUpBroward.org