

Broward Partners Group
Meeting Agenda
Broward Metropolitan Planning Organization
100 W Cypress Creek Rd, Suite 850, Fort Lauderdale, FL
June 9, 2014, Monday

MEETING – 10:00am to 12:00pm

Topic	Presenter	Length	Estimated Timing
Welcome and Opening Remarks	Greg Stuart	10 m	10:00 – 10:10
INTRODUCTIONS	ALL	10 m	10:10 – 10:20
Recent and Upcoming Activities	Chris Ryan	10 m	10:20 – 10:30
Visions of the Future We Want	Jill Quigley	20 m	10:30 – 10:50
DISCUSSION	ALL	20 m	10:50 – 11:10
Paying for the Visions	Jeff Stiles	20 m	11:10 – 11:30
DISCUSSION	ALL	20 m	11:30 – 11:50

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Broward Partners Group
Meeting Highlights
Broward Metropolitan Planning Organization Board Room
100 West Cypress Creek Road, Suite 850, Fort Lauderdale, FL
June 9, 2014, 10:00am – 12:00pm

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

Visions of the Future We Want

After a brief introduction and progress update by Chris Ryan, Jill Quigley explained that Speak Up Broward was in the process of developing scenarios for the future based on different levels of investment in Broward’s transportation system and different options for funding these investments. The Speak Up Broward team is also creating a MetroQuest interactive survey to present the information to the public and gather feedback about the future of our transportation system, how it should be improved, and how we could pay for these improvements.

Next, Brandie Miklus provided an overview of the MetroQuest website. She explained how it functioned and the type of information that would be included. A group discussion then followed:

- What’s the significance of the information you will collect, and what are we going to do with it?
 - The comments and demographic information will be used to gauge the public’s opinions about the issues presented in the MetroQuest. The user will learn things and provide information that will help inform future decisions.
- Are you going to be able to tell which part of Broward the user is from?
 - Yes, potentially. One of the demographic questions at the end will ask for the person’s ZIP code, but they aren’t required to answer any of those questions.
- Use caution when asking people what they want from a transportation system without asking what they want their community to look like. For example, transit can’t meet the demand of sprawl no matter how much money you invest. People should understand that land use is a factor in transportation decisions too.

- How do we get people to the site?
 - We have several ongoing outreach efforts that will be used to make people aware and direct them to the MetroQuest site. We can also share the link via email or add it to different municipal, county, or transportation agency websites. Our outreach efforts include a Speakers Bureau, a mini grant program for community organizations, street team events, a social media presence, and a televised/online e-Town Hall series.
- Do you plan to ask what types of transportation people currently use and where they live? That information is important in shaping people's attitudes about transportation and the future.
 - Yes. Both of those will be part of the demographic questions at the end of the survey.
- What's the timeframe for this? Are people going to know how far into the future these investments are being planned?
 - The timeframe is from 2015 to 2040, the same as the MPO's Long Range Transportation Plan, Commitment 2040. It is important to explain that these investments are being planned for that far into the future, but also that the process is continual. Some of these investments would begin, and are needed, in the next 5 to 10 years.
- Where has MetroQuest been used before?
 - There are multiple examples as it is a popular tool that has been used all over the country. It has been used in Toronto and Washington D.C. most recently in a similar manner to the way Speak Up Broward will be using it. We can send out the links to other MetroQuest sites after the meeting.
- How do you capture the attention of the average citizen with this?
 - We have a large social media presence and plan to go out to different public events and spread the word. We also have money to buy advertising for several different media types including print, radio, television, and the internet.
- Can we use this to show the public what we currently have in terms of a transportation system to give them an idea of how the money is currently being spent?
 - The MPO is working on something similar to this, but it probably couldn't be accomplished through this MetroQuest. We are very limited on the amount of content that can be included without overwhelming people. The Speak Up Broward website includes a page devoted to this information at a very introductory level. The MetroQuest will encourage people to visit the website to learn more.

Paying for the Visions

Next, Jill Quigley and Jeff Stiles went over the investment scenarios and funding options in more detail, explaining the different infrastructure and financial elements associated with each one. They noted that the public would not see any of the financial information used to create the three scenarios because of its complexity. It was simply used to set parameters so that the scenarios would be as realistic as possible. Another group discussion followed:

- Does the local roads category include major roads (state arterials)? Maybe you should point this out so that people are aware.
 - Yes, the local roads category includes the state arterials.

- The current Commitment 2040 Cost Feasible Plan (CFP) only includes capital cost and isn't enough for operating and maintenance (O&M). I worry that because these scenarios are based on the 2040 CFP they will mislead people by making them think we can afford to invest in more capital projects when the reality is we can't afford the O&M for what we have now. We are showing a \$400m deficit over the next 10 years.
- The 2040 CFP is still being developed. How can you use it?
 - The total amount available won't change, although the allocation could. For our purposes with future scenarios, we are more concerned with the totals and the types of improvements that could potentially be funded with them, not the exact projects that will be.
- The CFP isn't even enough to sustain BCT, much less make improvements.
 - The public won't know totals for scenarios or whether it's the CFP. They will just know that we don't have enough.
- You can't have a conversation with the public without giving them the full picture. It's misleading.
 - Without providing overwhelming levels of financial detail, we will have to explain that there's more needed to maintain the status quo, and that the CFP (Scenario #1) means decline.
- You need to be sure and explain that the consequences of the baseline scenario (CFP) are decline, not maintaining the status quo.
- You have to frame the problem with the baseline, and show a need to act.
- You should show that the baseline funds aren't being mismanaged, but there simply are not enough.
- You don't want the baseline to look like progress.
- We need to show that, in order to maintain what we currently have in our transportation system, we'll have to spend more in the future.
- Can you share the results of the MetroQuest on social media?
 - You can share the MetroQuest site on social media and encourage others to participate, but it won't share your results. There is an option to compare your results to others who have taken the survey within the MetroQuest.
- What percentage of total transportation funding in Broward is represented by these numbers? It could make a difference if it's a small amount because the results wouldn't be as useful.
 - We don't know the exact answer to that, but it's much closer to 100% than it is 0%.
- You should decide what people want in the future from a transportation system before adding the funding element to the equation. If you establish what people want and then develop a following, it becomes easier to work out the funding issues because everyone is aware of what public opinion is. That's how successful referendum initiatives happen.
- It's important to find what the people want. You can then present what the public wants to the parties that control the funding sources, and say, "here's what the people are asking for." This way you aren't planning the future for them.

- Will local match options be mentioned in MetroQuest? Should people know that this money could actually be more than just the revenue projections because they could leverage more in federal funding once a local match is available?
 - This is a good suggestion.
- Because of the privacy issues associated with tracking vehicles, people won't like the Mileage Based User Fee (MBUF) funding option.
- How do you explain the impact for each of these funding options? For example, on a city basis some may be opposed to the sales tax as a funding option if all the revenue goes to the County and none is guaranteed to their city.
 - We have to be careful how much detail we include in MetroQuest. While this is a legitimate concern that we've heard during our outreach efforts, we cannot get into this level of detail or the MetroQuest site will become too cumbersome.
- What about increasing the gas tax as a funding option? It seems more likely to be happen before a MBUF could be implemented.
- You should include the gas tax because that is what people are using today to pay for the transportation system.
- It would be nice to gauge public opinion on raising the gas tax.
 - If we don't add the gas tax as a funding option we can always use MetroQuest to prompt the user for an answer and/or comment related to the issue.
- Do we want to explain what Commitment 2040 is? Will the MetroQuest user know that the baseline scenario is the 2040 CFP? How much should we tell them about it?
 - MetroQuest will explain everything that they need to understand about how the scenarios measure up against what we currently have to spend on transportation in the future (2040 CFP).
- This MetroQuest tool should keep a sharp focus. You should stay mindful not to explain or ask the public for too many different types of information. Think about what you want from them, and only ask for that information. Only give them enough information to provide the informed feedback that you're looking for.
- Maybe you should only include the funding option slider tools to gauge public opinion and demonstrate the revenue potential of each one, but not ask the users to balance the budget deficit that results from the scenario they've chosen.

After the discussion concluded, the Speak Up Broward team thanked everyone for their attendance and continued input on the development of the project so far. The partners will be notified when a demo version of the MetroQuest site is ready to be tested before becoming available to the public.



Broward Partners Group

January 9, 2014 Sign-in Sheet

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Broward Partners Group

January 9, 2014 Sign-in Sheet

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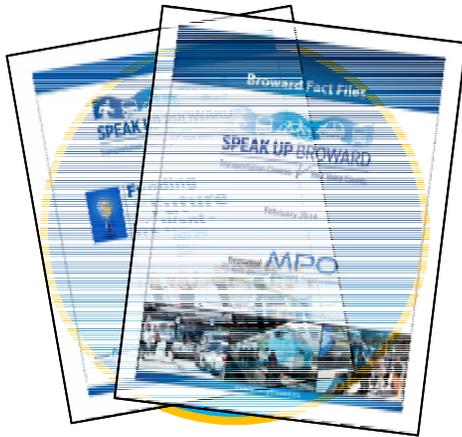
www.SpeakUpBroward.org

BROWARD PARTNERS GROUP

Visions for the Future



Update from our last meeting...



FACT FILES

Report available
on website



SOCIAL MEDIA

- Facebook = 823*
- Twitter = 173
- Linked In = 44



SPEAKERS BUREAU

30 events
50 volunteers



PROGRAM FOR
**EMPOWERING
PEOPLE**

Began in March



SPEAK UP BROWARD

Transportation Choices. Your Voice Counts.

* (As of May 21, 2014)

Upcoming events Include...



E-TOWN HALLS

Viewers can watch and ask questions from our public broadcast to air on Sept. 16th and Oct. 2nd, 7th, and 15th.



METROQUEST

To be presented at the July 10th MPO Board Meeting



PUBLIC LAUNCH

MetroQuest will premiere in the early Fall



Transportation Choices. Your Voice Counts.



Speak Up Broward

Welcome Help Plan Broward's Transportation Future

43% Transportation Choices

57% Your Voice Counts

2019-2023 Capital Budget and Plan

The City of Toronto has launched a public consultation process to engage people on a range of issues related to transportation planning, transportation priorities, and funding.

Click **BEGIN** to get started.

BEGIN

HOW THE FUTURES WILL APPEAR IN METROQUEST

The Public Chooses What's Important to Them

www.SpeakUpBroward.org



MetroQuest makes engagement easier...

Speak Up Broward

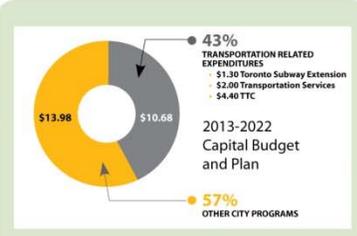
Progress: [Compare Yourself](#)

✓ Welcome **Help Plan Broward's Transportation Future**

WELCOME



2 PRIORITIES
3 POSSIBLE FUTURES
4 FUNDING OPTIONS
5 STAY INVOLVED



Category	Percentage	Amount
TRANSPORTATION RELATED EXPENDITURES	43%	\$10.68
OTHER CITY PROGRAMS	57%	\$13.98

2013-2022 Capital Budget and Plan

- \$1.30 Toronto Subway Extension
- \$2.00 Transportation Services
- \$4.40 TTC

The City of Toronto has launched a public consultation process to engage people on a range of issues related to transportation planning, transportation priorities, and funding.

Click BEGIN to get started.

BEGIN

help

EXAMPLE – NOT ACTUAL PAGE FOR THIS PROJECT

We begin with A brief introduction



MetroQuest will ask...

Speak Up Broward

Progress: [?](#) [★ Compare Yourself](#)

WELCOME

PRIORITIES

POSSIBLE FUTURES

FUNDING OPTIONS

STAY INVOLVED

2 Priorities *What Is Most Important To You?*

Higher Priority ↑

Drag your top 3 priorities above this line

- Grow the Economy
- Create Jobs
- Increase Travel Options
- Reduce Emissions
- Save Money on Daily Commute
- Improve Driving Conditions
- Enhance Safety
- Enhance Quality of Life

[+ Suggest Another Priority](#)



Save Money on Daily Commute

BoremErum labore nobit dendipis nem expero mos quas endus, estrum rerumEquis conet antus ipsandit ommolorry nullaut odiam nonse

- consequate nate ne doluptas alis nobis eumqu
- facerrumque exere ni intes volupta sperit fug
- ciditi tota susapis il eum nonseque occaborem faccatu reptatur rerum volorio cone et la acit, sandaepatata

This funding method is not above the line

[Add comment about this tool](#)

EXAMPLE – NOT ACTUAL PAGE FOR THIS PROJECT

Gaining Insight on Public Perception



Transportation Choices. Your Voice Counts.

MetroQuest Priorities: What is Important to You?

- 1. Grow Our Economy & Create Jobs**
- 2. Protect Our Environment**
- 3. Increase Our Travel Options**
- 4. Add More Rail Transportation**
- 5. Enhance Our Existing Bus Service**



MetroQuest Priorities: What is Important to You?

- 6. Improve Our Bicycle/Pedestrian Facilities**
- 7. Improve Our Driving Conditions**
- 8. Reduce My Transportation Costs**
- 9. Create a World-Class Community**
- 10. Minimize Our Taxes or Fees**

With the priorities set, we look at scenarios...

Speak Up Broward

Progress: ? Compare Yourself

1 WELCOME 2 PRIORITIES 3 Possible Futures Which Future Do You Want? 4 FUNDING OPTIONS 5 STAY INVOLVED

WELCOME PRIORITIES POSSIBLE FUTURES FUNDING OPTIONS STAY INVOLVED

✓ Balanced

Costs

Funding

Rate this approach ☆☆☆☆☆

View Full Description Comment

You have not chosen any priorities: At random:

Grow the Economy

Create Jobs

Increase Travel Options

Complete projects that are currently funded through agreements with municipal, provincial and federal government commitments.

Select below:

Future One (1)

Future Two (2)

Future Three (3)

help

We expect that all trips that both start AND end in the District will happen this way (below) by 2040.

Motorized: (Cars and commercial vehicles) 35%

Transit: 24%

Bicycle and walking 41%

EXAMPLE – NOT ACTUAL PAGE FOR THIS PROJECT

The reality of cost to make it achievable.



SPEAK UP BROWARD

Transportation Choices. Your Voice Counts.

How funding meets your future needs...

Speak Up Broward

Progress: [?](#) [★ Compare Yourself](#)

1 WELCOME

2 PRIORITIES

3 POSSIBLE FUTURES

4 Funding Options **How Do We Pay For It?**

5 STAY INVOLVED

You have selected Future #3.
Use the sliders below to select the revenue tool or combination of tools to invest in transportation and meet the needs of your plan.

All figures are in current dollars. Calculations are based on the best available data to make rough estimates in some cases.

	Motor Vehicle License Fee ?	\$10 per vehicle
	Driver's License Fee ?	This is contemplated as an additional fee on the issuance of driver's licenses, both initial issuance and all renewals.
	Sales Tax ?	1/2¢ increase
	Milage Base User Fee ?	1/4¢ per mile
	Payroll Tax ?	.25%

EXAMPLE – NOT ACTUAL PAGE FOR THIS PROJECT

Deficit

Costs Funding

[Add comment about this tool](#) [Finished exploring? Next →](#)

What we are willing to pay.



Tell us about yourself...

Broward County and the South Florida Region

Progress: ? Compare Yourself

5 Stay Involved Tell us about yourself

WELCOME
PRIORITIES
CREATE BUDGET
SOLUTIONS
STAY INVOLVED

Final Questions (Optional) [Privacy Policy](#)

You are: Female Male

Household location by zip code... Income level...

Residents in household... Number of registered drivers...

Number of vehicles... Zip code of employer...

Modes of work travel... Miles/Commute... Duration of Commute...

Optional comment...

Thank you for your feedback. Stay involved!

Next Steps: Your input will be knit together with input from your fellow community members to develop a preferred concept that will be used to inform the development of priorities for action to ensure our region not only grows but grows stronger!

Please visit the [project website](#) to learn more about this project.

Powered by MetroQuest

SPEAK UP BROWARD
Transportation Choices. Your Voice Counts.

EXAMPLE – NOT ACTUAL PAGE FOR THIS PROJECT

We like the respondent to stay involved.





VISIONS FOR THE FUTURE

Three Scenarios

www.SpeakUpBroward.org



Three Possible Futures...



**BASELINE/ WHAT
WE CAN AFFORD**



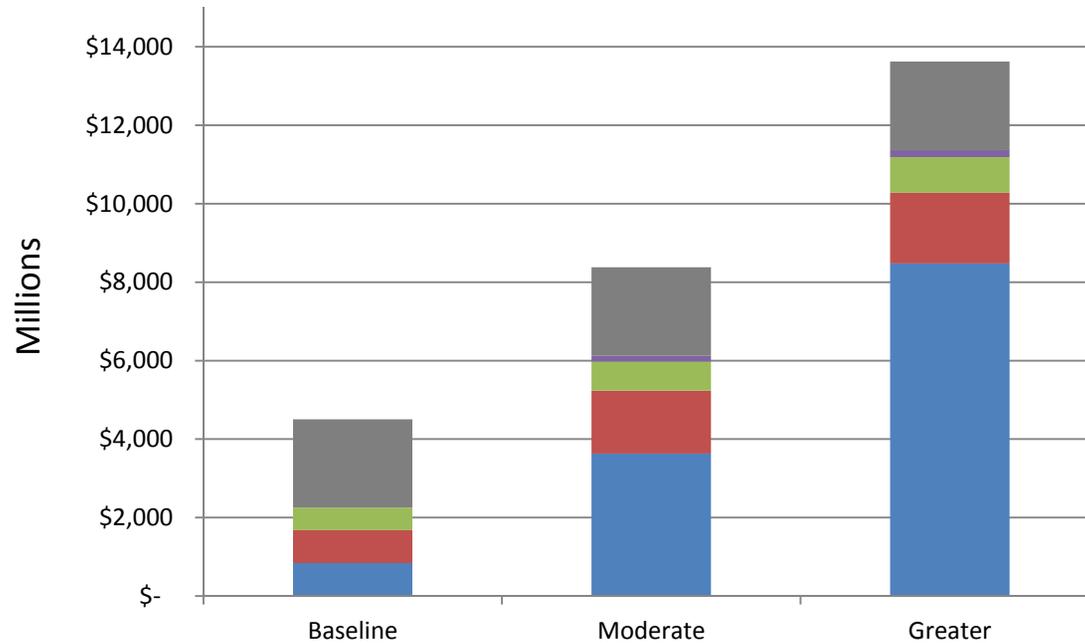
**MODERATE
INVESTMENT**



**GREATER
INVESTMENT**



Defined by level of investment...

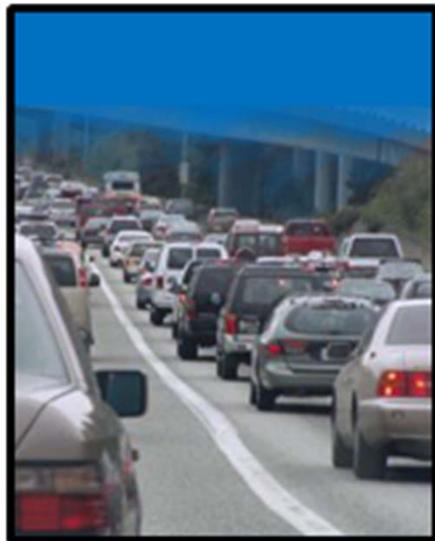


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Transportation Choices. Your Voice Counts.

Comparison of level of investment...

ROADWAYS



BASELINE	MODERATE	GREATER
\$842 M	\$1,600 M	\$1,800 M
	\$758 M ↑	\$958 M ↑
	\$200 M ↑	



Transportation Choices. Your Voice Counts.

Comparison on level of investment...

TRANSIT



BASELINE

\$840 M

MODERATE

\$3,700 M

\$2,860 M ↑

GREATER

\$8,420 M

\$7,580 M ↑

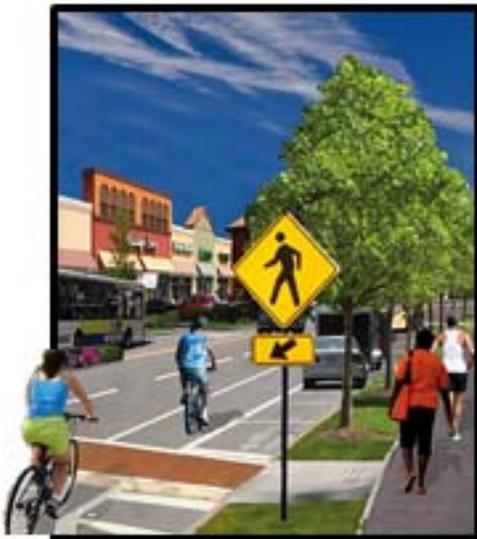
\$4,720 M ↑



Transportation Choices. Your Voice Counts.

Comparison on level of investment...

BICYCLE/ PEDESTRIAN



BASELINE

\$572 M

MODERATE

\$740 M

\$168 M ↑

GREATER

\$910 M

\$338 M ↑

\$170 M ↑



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Comparison on level of investment...

INTERSTATE/ TURNPIKE



BASELINE

\$2,253 M

MODERATE

\$2,253 M

GREATER

\$2,253 M

Total Investment... \$5,140 M[↑]

BASELINE	MODERATE	GREATER
\$4,507 M	\$8,420 M	\$13,560 M
	\$3,913 M [↑]	\$9,053 M [↑]



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Other Considerations...

MODERATE and GREATER ONLY

- Distribution of revenue to cities for their own transportation uses
- Operations and maintenance costs
- Funding for transit accessibility features such as:
 - Park-n-ride lots
 - Community shuttles
 - Shelters
 - Mobility hubs





DISCUSSION

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VISIONS FOR FUNDING THE FUTURE

Three Scenarios

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Evaluation Criteria

Estimated Revenue Potential

- Ability to estimate revenues at high-level
- Amount of revenue generated
- Sustainability



Implementation Complexity

- Level of action required to implement, such as state legislative, local action, or referendum
- Complexity of implementation



Review of Potential Funding Sources

THE SELECTION WAS NARROWED DOWN TO:

- ✓ Driver's License Fees
- ✓ License Plate Fees
- ✓ Mileage Based User Fee
- ✓ Payroll (Income) Tax
- ✓ Discretionary Surtax (Sales) Tax



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Revenue Potential from 2015-2040:

FUNDING OPTION:

License Plate Fee – An additional charge for license plate registration fees, both new and renewals.

	LOW RANGE	MED-LOW	MED-HIGH	HIGH RANGE
	REVENUE TOTAL \$171,502,000	REVENUE TOTAL \$227,153,000	REVENUE TOTAL \$284,545,000	REVENUE TOTAL \$338,451,000
	\$3↑	\$4↑	\$5↑	\$6↑



Revenue Potential from 2015-2040:

FUNDING OPTION:

Driver's License Fees – An additional charge on driver's license issuance fees, both new and renewal.

	LOW RANGE	MED-LOW	MED-HIGH	HIGH RANGE
	REVENUE TOTAL \$36,813,000	REVENUE TOTAL \$73,611,000	REVENUE TOTAL \$88,334,000	REVENUE TOTAL \$117,779,000
	\$5↑	\$10↑	\$12↑	\$16↑



Revenue Potential from 2015-2040:

FUNDING OPTION:

Mileage Based User Fees – A new fee based on the number of miles driven.

	LOW RANGE	MED-LOW	MED-HIGH	HIGH RANGE
	REVENUE TOTAL \$1,053,662,000	REVENUE TOTAL \$2,107,323,000	REVENUE TOTAL \$4,214,648,000	REVENUE TOTAL \$8,429,292,000
	¼ cent	½ cent	1 cent	2 cents



Revenue Potential from 2015-2040:

FUNDING OPTION:

Payroll Tax (Income Tax) – A new tax on employment income.

	LOW RANGE	MED-LOW	MED-HIGH	HIGH RANGE
REVENUE TOTAL \$2,676,182,000	REVENUE TOTAL \$3,211,418,000	REVENUE TOTAL \$4,281,892,000	REVENUE TOTAL \$5,352,363,000	
	0.25% ↑	0.30% ↑	0.40% ↑	0.50% ↑



Revenue Potential from 2015-2040:

FUNDING OPTION:

Discretionary Surtax (Sales Tax) – An additional tax on items subject to sales tax.

	LOW RANGE	MED-LOW	MED-HIGH	HIGH RANGE
	REVENUE TOTAL \$2,812,909,000	REVENUE TOTAL \$5,625,821,000	REVENUE TOTAL \$8,438,727,000	REVENUE TOTAL \$11,251,638,000
	1/4 cent	1/2 cent	3/4 cent	1 cent



MetroQuest will show how funding options meet needs.

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Progress: [?](#) [★ Compare Yourself](#)

4 Funding Options How Do We Pay For It?

You have selected Future #3.
Use the sliders below to select the revenue tool or combination of tools to invest in transportation and meet the needs of your plan.

All figures are in current dollars. Calculations are based on the best available data to make rough estimates in some cases.

	Motor Vehicle License Fee ?	\$10 per vehicle
	Driver's License Fee ?	This is contemplated as an additional fee on the issuance of driver's licenses, both initial issuance and all renewals.
	Sales Tax ?	1/2¢ increase
	Milage Base User Fee ?	1/4¢ per mile
	Payroll Tax ?	.25%

Deficit

Costs Funding

[Add comment about this tool](#) [Finished exploring? Next →](#)

WELCOME **2 PRIORITIES** **3 POSSIBLE FUTURES** **4 FUNDING OPTIONS** **5 STAY INVOLVED**

[?](#) help

EXAMPLE – NOT ACTUAL PAGE FOR THIS PROJECT



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Thank you for your continued participation.



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