



Mount Olive Development Corporation (MODCO)  
Speak Up Broward Program for Empowering People  
Dates of program: May 2014 – August 2014  
Communities Served: 33311, 33313, and 33301 Zip Code Areas  
Target Audience: Senior Citizens, Low Income Families, At Risk Youth, and the HIV  
Community

**Brief Introduction of project:** MODCO one of the leading social service agencies in Broward County serving low income families Speak Up Broward Program targeted the under-represented communities, specifically senior citizens, low income families, at risk youth, and the HIV community to engage them in discussions about the current public transportation system, their transportation needs and concerns, and what changes they would like to see in the future.

**Project Summary:** Over the course of 3 months, May 2014 thru July 2014 MODCO's program was able to reach 817 community residents located in the 33311, 33313 and 33301 zip code areas, gathering information about Broward County's public transportation system, their transportation needs and concerns and what changes they would like to see in the future. The information was gathered through surveys, community forums, focus groups, a public service announcement and canvassing community bus stops.

The specific activities consisted of:

- Conducting 429 surveys at two (2) terminals in the 33301 and 33313 with individuals taking bus transit; this was accomplished over a period of two weeks. The individuals surveyed were from Broward County and surrounding areas of Miami-Dade and as stated in the surveys "other" areas.
- Two Community Focus Groups that targeted the HIV Community and Senior Citizens were conducted, presenting the Speak Up Broward's Power Point Presentation and Speaking Points to educate and engage discussions with participants.

- A Public Service Announcement/Discussion was conducted with HOT 105.1 Radio Station discussing MODCO's Speak Up Broward Program and advertising the Community Forum and Food Distribution Event encouraging individuals from the community to participate in the forum.
- A Community Forum and Food Distribution Event was conducted to engage county-wide residents, presenting the Speak Up Broward Power Point Presentation and Speaking Points to educate and gather information about their experience with the current transportation system and changes they will like to see in the future.
- MODCO canvassed the Sistrunk Boulevard Bus Stops, and conducted video interviews of individuals waiting for the bus transit, asking if the current bus system provide what they need as individuals. To review MODCO's You Tube Video presentation go to "Mount Olive Development Corporation;" with Dr. Rosalind Osgood.
- Individuals who had completed a survey were invited to a breakfast to have a conversation and input about the questions on the survey as related to the Broward County's transportation system.

**Challenges:** The challenge experienced was reaching a large number of individuals to participate in the program.

**Solutions:** In order to reach the community MODCO took the presentations out to the community, to other locations where individuals resided and frequently daily to conduct the forums; and provided give-aways to encourage participation.

**Results:** We were able to reach 817 individuals – 429 surveys, 388 individuals participated in MODCO's Focus Groups and Forum, Breakfast and Sistrunk Canvassing.

**Conclusion:** The target population predominately used bus transportation to include TOPS and were identified as low income individuals/families and individuals on fixed incomes. It was concluded that many of the participants were dissatisfied with the system because they were not educated about the system, the changes in the system, and other transportation options that would increase access to meet their transportation needs. The overall consensus was that the transit fees continued to increase without upgrades to the buses and bus routes. The participants felt that they were being left out of decisions being made about the bus system and their needs are not being addressed. When conducting the focus groups the participants were very vocal and wanted to know more about the changes and

asked that additional meetings be held to educate them about the system and changes to it. For those individuals that are employed outside of the normal nine-to-five, five days a week business hours the current transportation system makes it difficult to work various hours because public transportation is not made available after certain hours.

**Recommendations:** The community in which we serve is a hard to reach population, and in order to reach them innovative ideas and approaches must be created and implemented. Many were dissatisfied simply because they did not have information. Our number one recommendation to disseminate information is through televised commercials about the system, providing real life challenges and solutions to individual transportation issues and concerns, to help the community at large learn how to access various transportation options to address their individual needs. Secondly, we recommend ongoing community information forums to keep the community informed and to continue to get its input prior to making decision about systems that could have the potential to impact their lives.



## **MODCO Speak Up Broward Focus Group**

<b>Target Audience:</b>	Individuals that filled out surveys
<b>Number in Attendance:</b>	26
<b>Date:</b>	July 26, 2014
<b>Time:</b>	8:30am – 10:00am
<b>Location:</b>	Mount Olive Development Corporation Dr. Mack King Carter Enrichment Center 1530 N.W. 6 <sup>th</sup> Street Fort Lauderdale, Florida, 33311

### **OVERVIEW**

MODCO held a breakfast workshop for individuals that are frequent riders and who had completed a survey. The purpose of this workshop was to identify areas that need improvement and to gather possible solutions.

The power point presentation and the talking points were presented to the group.

Discussion was based on the ten (10) questions asked on the survey: Please see below areas identified as needing improvement and possible solutions:

**Question #1:** How will traffic congestion on Broward's roads and highways change over the next five to ten years? The discussion addressed I-95 Highway and not so much about the roadways.

Everyone in attendance recognized that upgrades are being made to Broward's roads and highways, the comments were basically that it would get worse in 5 to 10 years if nothing would be done to address the congestion problem in Broward. However, in recognizing that repairs and upgrades are being made below are some of the concerns that have been observed:

- The lanes on I-95 are too small; they have take three (3) lanes and made them into five (5) lanes. There is minimum space between the cars which does not leave any room for the slightest mistake.

*Solution:* Cut back from five (5) lanes to four (4), this may eliminate the number of accidents, and make people feel safer when traveling on the highway.

- When making the five (5) lanes out of three (3) lanes with white lines, they leave the existing lanes dividers and painted over them with black paint which leaves black lines, this causes confusion on the highways. When traveling the speed limit of 65, it is not good to have multiple lines in the road.

*Solution:* When putting down new lane lines, paint over the entire section of highway with black paint and then paint on the new white lines. This will make the lanes more visible and thereby will make the highway safer.

**Question #2:** How would you rate Broward's transportation system elements overall? Road and highways were address in questions #1. Individuals in the workshop did not have comments about the Express Bus and Commuter Rail explaining that they do not access these forms of transportation. However please see below comments on Bus Transit and Bicycle/Pedestrian:

- Bus Transit – Overall consensus is that bus transit is fair. Much need to be address to bring bus transit to a place where people with cars will be willing to park and ride the bus, as well as address the need of individuals that frequently use the bus as their main mode of transportation.

Comments were made about homeless people riding back and forth on the bus during the day to have somewhere with air conditioning to be during daytime hours, along with derogatory statements about cleanliness, etc.

Participants felt that bus transit fulfilled a need if you had no other transportation options. But felt a person with its own transportation will probably opt to drive than to have to wait for buses to get to work, appointment and back home.

Comments were made about the lack of timeliness with bus transit; overcrowding, bus stops are too far apart.

*Solution:* Additional buses are needed that run more frequently and for extended periods of time.

- Bicycle/pedestrian – Many people in our community that use bus transit also ride bicycles as another form of transportation. Many use bicycles to get back and forth from locations within their communities/neighborhoods. Some have to ride bicycles from within their neighborhoods to the main streets to catch a bus, and lock their bicycle onto the bus in order to ride from bus stops to work locations because bus stops do not go into certain areas early in the mornings or late at night. Feel that it is very dangerous riding on the street with a bicycle early mornings and late at night; riding on sidewalks are prohibited.

*Solution:* Would like to see bicycle lanes added to roadways for safety and convenience.

**Question #3** – Are you personally satisfied or unsatisfied with your options to driving (transit, bicycling, walking)?

- Participants felt that if you do not have own transportation, for them there are no other options except bus transit, bicycling, and walking; and those systems get them back and forth as needed. Have gotten use to operating within the system. The current transportation system is adequate but could be a lot better.

**Question #4** – How much of a priority should expanding public transportation services (local transit bus, express transit bus, transit rail, and commuter rail) be for the future of the Broward area?

- Everyone agreed that this should be a very high priority, because currently bus system, highways, roadways are overcrowded. If Broward County is able to expand public transportation services then maybe drivers will opt to at least try public transportation and non-drivers will have a greater level of access to bus transit.

**Question #5** – How much of a priority should the addition of new tolled managed lanes be for the future of the Broward area?

- Somewhat low priority. The participants in attendance all take bus transit, and didn't identify with this question.

**Question #6** – How much of a priority should reducing vehicle pollutants be for Broward's environment?

- Very high priority

**Question #7** – How important is it that the three counties in Southeast Florida – Broward, Miami-Dade and Palm Beach – work together to improve the transportation system?

- Somewhat high priority – In regards to bus transit, it was discussed that it is somewhat high priority because coordination of connecting buses in the surrounding counties. When having appointments and or events in the surrounding communities it is important to be able to connect without long delays.
- Would like to see bus passes that can be used in Broward County, Miami-Dade and Palm Beach, instead of having to purchase separate passes once you enter the County.

## **ATTENDANCE**

Of the 26 individuals in attendance:

- 12 Females
- 17 Males
- 9 participants were between the age of 35-44
- 20 participants were between the age of 45-64
- All 29 of the participants were from Broward County

## **MODCO Speak Up Broward Focus Group**

**Target Audience:** Senior Citizens Focus Group

**Number in Attendance:** 39

**Date:** July 9, 2014

**Time:** 12:30am – 2:30pm

**Location:** North West Federated Women Club  
Senior Center  
2185 N.W. 19<sup>th</sup> Street  
Fort Lauderdale, Florida, 33311

### **OVERVIEW**

MODCO held a Senior Citizens Focus Group at the N.W. Federated Women's Club Senior Center, focusing on Senior Citizens 55 years and older, inviting them to participate in a discussion about Broward County's public transportation as it applies to senior citizen needs and issues.

Senior Citizens have unique transportation issues. Most of the participants live on fixed incomes and transportation resources are limited. A few of the participants discussed discounted and/or free transportation services for seniors. It was noted that Tampa, Florida seniors received free transportation services. Free transportation services for seniors were the foremost issue with this population. There was concern about a recent article in the newspaper that talked of an increase in bus fare; the article stated that the senior bus rate is being increased from \$29.00 to \$40.00 monthly, an \$11.00 increase.

Broward County TOPS transportation service was discussed at length; many of the participants have issues with the timeliness of pick and drop off services; TOPS continues to increase the price of their transportation; and in order to receive TOPS you have to qualify based on income. Many felt that TOPS should be free to seniors.

### **ATTENDANCE**

Of the 39 individuals in attendance:

- 10 senior citizens – public transportation is their only means of transportation for the past five years.

- 25 individuals use Broward County TOPS transportation system.
- 4 individuals have reliable transportation and have not had to access public transportation over the past five years.

### **PRESENTATION AND RESPONSES**

The power point presentation and the talking points were presented to the group. The group was very engaging, cooperative and showed interest in the information provided.

Please see below responses to concerns and suggestions made from the focus group participants:

#### **Concerns:**

- Bus stops are too far apart;
- Cost of bus fare is being raised;
- Timing of buses,
- Buses break down, and when this happens the terminal can't provide any information about the whereabouts of the bus or when a replacement can be expected;
- Bus benches that are uncovered or the covering is not adequate;
- At certain times at night there are no buses that travel from North to South; on the North side of Commercial the buses ride all night;
- TOPS buses need repairs that are not being made;
- Buses are often late which causes them to be late for appointments;

#### **Suggestions:**

- Extended hours;
- Increased number of buses on routes and better timing;
- Free bus and TOPS transportation services for seniors;
- Bus stops with adequate coverings.

### **#23 – FOLLOW US ON...**

And so let's ask ourselves (please see responses):

1. Does our transportation system work for you?
  - Yes, it is sufficient when it is the only way to get back and forth from appointments and work.
2. Do you want something more?
  - Free bus and TOPS fares.
3. Do you have a pet project?
  - Free bus and TOPS fares.

4. What is your 'dream' project?
  - Free bus and TOPS fares.
5. Something just bug you about the direction we're going in Broward?
  - Continued cost increase

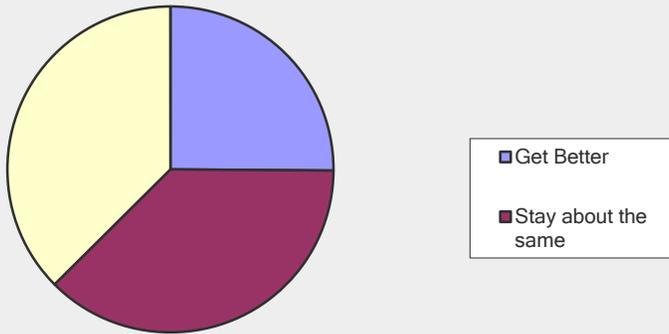
### **TOMORROW'S TRANSPORTATION SYSTEM**

- More frequent buses
- Shorter wait times and better conditions
- Extended buses
- Free transportation services for Senior Citizens

How will traffic congestion on Broward's roads and highways change over the next five to ten years?

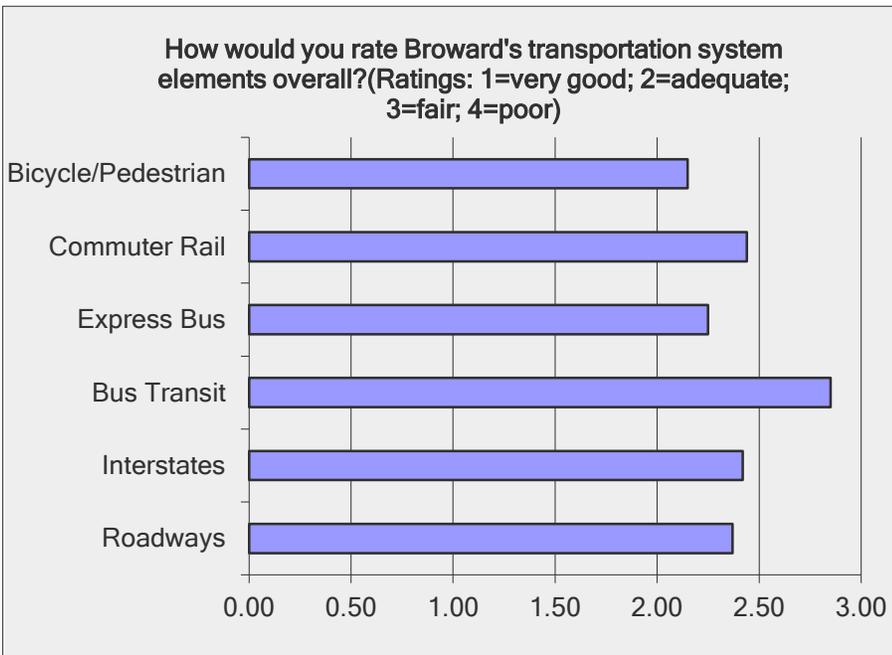
Answer Options	Response Percent	Response Count
Get Better	25.1%	104
Stay about the same	37.4%	155
Get worse	37.4%	155
<i>answered question</i>		<b>414</b>
<i>skipped question</i>		<b>16</b>

How will traffic congestion on Broward's roads and highways change over the next five to ten years?



How would you rate Broward's transportation system elements overall?(Ratings: 1=very good; 2=adequate; 3=fair; 4=poor)

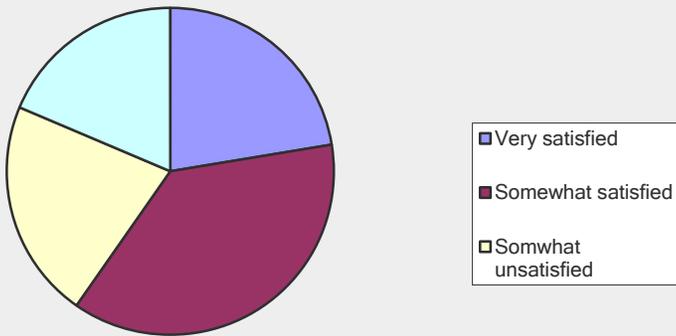
Answer Options	1=very good	2=adequate	3=fair	4=poor	Rating Average	Response Count
Roadways	51	117	80	39	2.37	287
Interstates	23	71	70	14	2.42	178
Bus Transit	45	79	130	115	2.85	369
Express Bus	42	61	58	14	2.25	175
Commuter Rail	28	38	55	17	2.44	138
Bicycle/Pedestrian	71	75	54	25	2.15	225
<i>answered question</i>						<b>403</b>
<i>skipped question</i>						<b>27</b>



**Are you personally satisfied or unsatisfied with your options to driving (transit, bicycling, walking)?**

Answer Options	Response Percent	Response Count
Very satisfied	22.4%	95
Somewhat satisfied	37.3%	158
Somewhat unsatisfied	21.7%	92
Very unsatisfied	18.6%	79
<i>answered question</i>		<b>424</b>
<i>skipped question</i>		<b>6</b>

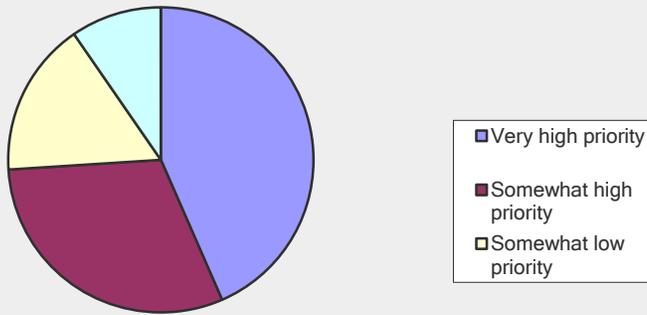
**Are you personally satisfied or unsatisfied with your options to driving (transit, bicycling, walking)?**



How much of a priority should expanding public transportation services (local transit bus, express transit bus, transit rail, and commuter rail) be for the future of the Broward area?

Answer Options	Response Percent	Response Count
Very high priority	43.4%	185
Somewhat high	30.5%	130
Somewhat low	16.4%	70
Not a priority at all	9.6%	41
<i>answered question</i>		<b>426</b>
<i>skipped question</i>		<b>4</b>

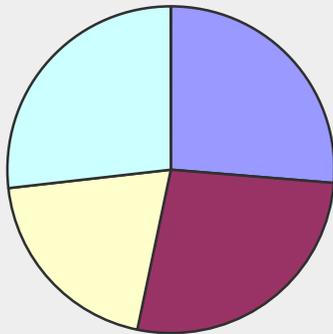
How much of a priority should expanding public transportation services (local transit bus, express transit bus, transit rail, and commuter rail) be for the future of the Broward area?



How much of a priority should the additional of new tolled managed lanes be for the future of the Broward area?

Answer Options	Response Percent	Response Count
Very high priority	26.3%	110
Somewhat high	27.0%	113
Somewhat low	19.9%	83
Not a priority at all	26.8%	112
<i>answered question</i>		<b>418</b>
<i>skipped question</i>		<b>12</b>

How much of a priority should the additional of new tolled managed lanes be for the future of the Broward area?

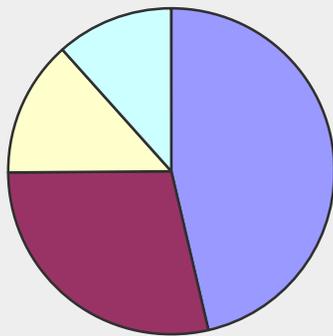


- Very high priority
- Somewhat high priority
- Somewhat low priority

**How much of a priority should reducing vehicle pollutants be for Broward's environment?**

Answer Options	Response Percent	Response Count
Very high priority	46.3%	195
Somewhat high	28.5%	120
Somewhat low	13.5%	57
Not a priority at all	11.6%	49
<i>answered question</i>		<b>421</b>
<i>skipped question</i>		<b>9</b>

**How much of a priority should reducing vehicle pollutants be for Broward's environment?**

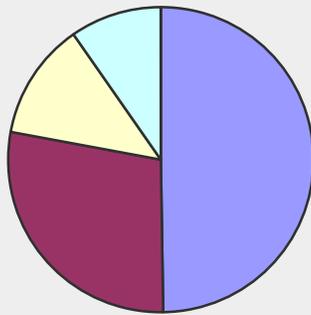


- Very high priority
- Somewhat high priority
- Somewhat low priority

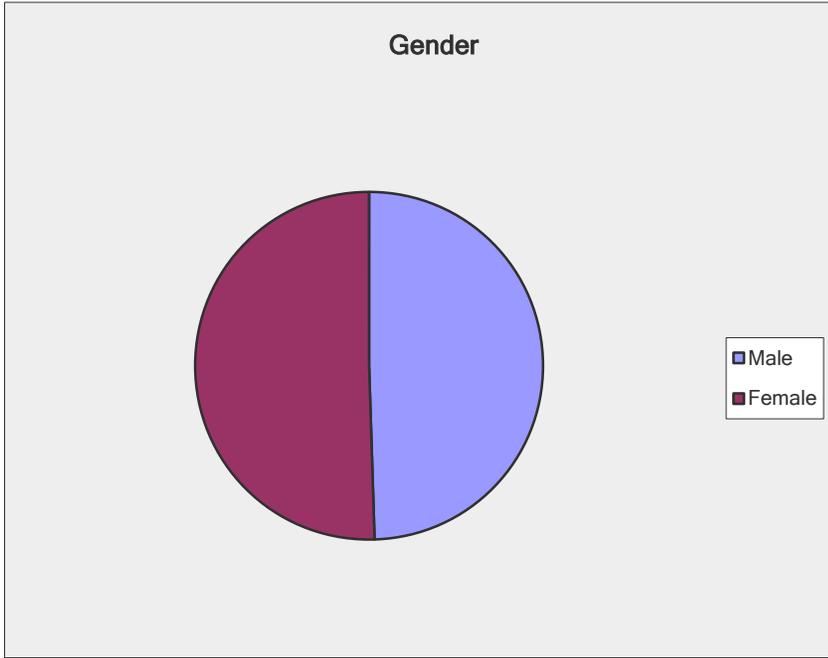
How important is it that the three counties in Southeast Florida - Broward, Miami-Dade and Palm Beach - work together to improve the transportation system?

Answer Options	Response Percent	Response Count
Very high priority	49.8%	205
Somewhat high	28.2%	116
Somewhat low	12.4%	51
Not a priority at all	9.7%	40
<i>answered question</i>		<b>412</b>
<i>skipped question</i>		<b>18</b>

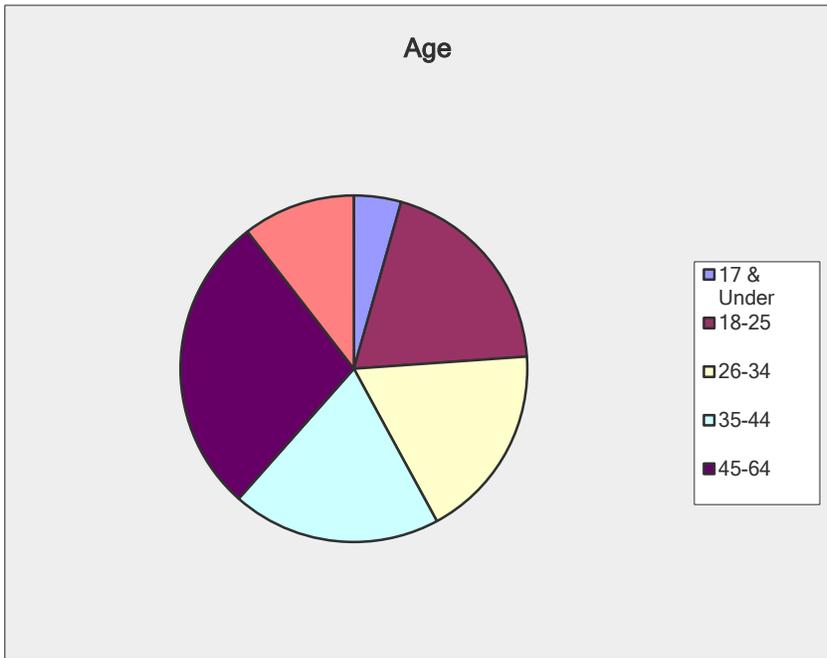
How important is it that the three counties in Southeast Florida - Broward, Miami-Dade and Palm Beach - work together to improve the transportation system?



Gender		
Answer Options	Response Percent	Response Count
Male	49.5%	189
Female	50.5%	193
<i>answered question</i>		382
<i>skipped question</i>		48



Age		
Answer Options	Response Percent	Response Count
17 & Under	4.4%	18
18-25	19.5%	80
26-34	18.2%	75
35-44	19.5%	80
45-64	28.0%	115
65 & Over	10.5%	43
<i>answered question</i>		<b>411</b>
<i>skipped question</i>		<b>19</b>



County of Residence		
Answer Options	Response Percent	Response Count
Broward	72.2%	288
Miami-Dade	12.0%	48
Palm Beach	8.0%	32
Other	7.8%	31
<i>answered question</i>		<b>399</b>
<i>skipped question</i>		<b>31</b>

