

*SR 7 MULTIMODAL IMPROVEMENTS CORRIDOR STUDY*

# TECHNICAL APPENDIX B.2: PUBLIC OUTREACH EVALUATION

JANUARY 11, 2016



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## INTRODUCTION

This document provides a mid-term evaluation on the public outreach efforts being undertaken for the State Road (SR) 7 Multimodal Improvements Corridor Study. A summary of the public outreach efforts undertaken to-date for this study is provided, as well as an analysis of the extent to which the Environmental Justice (EJ) areas identified in the Public Participation Plan (PPP) have been reached through completed public outreach activities. For EJ areas that have not yet been adequately reached through outreach efforts, future actions to better engage residents during the remaining months of the project are identified.

## STATUS REPORT OF PUBLIC OUTREACH EFFORTS

This section summarizes the public outreach efforts completed to-date, which includes developing and maintaining communication tools, providing project-related information to interested parties, and performing direct public outreach techniques to engage participants in a “hands on” way, such as through community meetings, surveys, etc.

### COMMUNICATION TOOLS

#### Project Team Contact Tools

different communication tools have been developed for this project so that anyone interested in getting more information or providing input in the study is able to do so. For those who would like to communicate electronically, a project specific email address ([ImproveSR7@tindaleoliver.com](mailto:ImproveSR7@tindaleoliver.com)) has been developed. For those who would like to speak to someone in person or who do not have access to or prefer not to use email, a project specific phone number (954-952-9055) has been developed. Both the email address and phone line are continually monitored by Tindale Oliver.

#### Contact Database

A contact database was developed at the beginning of the project, initially containing contact information for local stakeholder agencies and organizations. As the project has progressed, the database has been continuously updated with email addresses and phone numbers received from outreach participants via the website form, at community information meetings, and through other public engagement activities. Emails containing project-related information are sent to these contacts at specific points during the project.

The following provides the number of contacts added throughout the project to-date:

- > Original list of agencies/organization contacts – 168 email addresses

- > Contacts added from public outreach efforts – 178 cellular telephone numbers and 250 email addresses
- > Total contacts to-date – 596

Not all contacts are unique individuals as the list may contain both an email address and a telephone number for the same person. These are counted separately above because the team may contact that same person via email and telephone strengthening the likelihood of someone reading the project message. It should be noted that not everyone that who attends a community outreach event provides contact information or home ZIP code information.

## INFORMATION DISTRIBUTION TECHNIQUES

### Project Website

The project website was developed early on and went live in June 2015. In addition to the home page, which outlines the project purpose and highlights upcoming events and other key interest points, the project website contains the following pages:

- > **Project Overview**, which describes the study area, provides the project map and fact sheet, and highlights the email address to submit project-related comments and questions.
- > **Documents**, which provides links to draft and final project documents as they become available for review.
- > **Special Events**, which outlines all of the public outreach events held for this project, with links to meeting summaries and other materials.
- > **Get Involved**, which provides links to project surveys and social media accounts.
- > **Contact Us**, which provides the project email, phone number, and key Project Team members that may be contacted with questions or comments about this project.

### Email Campaigns

To-date, the project email campaign has focused on the e-town hall meeting held on November 12, 2015. These emails have been sent to those in the project contact database:

- > On October 27, 2015, an email blast announcing the upcoming e-town hall meeting was sent to the persons in the contact database at that point in time; approximately 35% percent of recipients opened the email. The Project Team also coordinated with South Florida Commuter Services (SFCS) to send the email blast to commuters living in/near the study corridor. SFCS sent the email blast to 3,088 commuters and approximately 42% opened the email. The Project Team also coordinated with other agencies and organizations to ask that this and future newsletters/project notices also be forwarded to their internal contact databases.

- > On November 10, 2015, a reminder email notice was sent to persons in the contact database about the upcoming e-townhall meeting; approximately 31% of recipients opened the email.
- > On November 19, 2015, an email was sent to persons in the contact database to thank participants of the e-townhall meeting and to let them know that meeting materials had been posted to the project website. Approximately 25% of recipients opened the email.

Upcoming project email campaigns are anticipated to focus on disseminating project information such as newsletters and reports, solicit feedback for preliminary project recommendations, and advertise upcoming meetings/public events.

On September 21, 2015, the Broward MPO also included information on the project in their third quarter 2015 *Transportation Transformation* newsletter distributed in English and Spanish. The newsletter featured the project prominently on the front page.

### Text Message Campaigns

Similar to the email campaigns, text messaging was used to reach individuals who had provided their cellular telephone number to the SR 7 team. Prior to the e-townhall meeting on November 2, 2015, a text message was distributed to 158 cellular telephone numbers alerting recipients that they would be receiving a telephone call regarding the e-townhall meeting on November 12 at 7:00 PM.

### Business Card and Project Fact Sheet

A project business card and fact sheet were developed and handed out at various meetings and events to provide information to people about this project. The main purpose of these materials is to advertise the website, which provides a central location for all project related information and materials.

## DIRECT PUBLIC OUTREACH TECHNIQUES

This section documents the direct public outreach techniques employed so far in this project.

### Transit Intercept Survey

Between August 17 and August 26, 2015, pairs of surveyors stood at previously identified SR 7 Hot Spots within the study area. Surveyors approached patrons waiting for the bus, disembarking from the bus, walking through the corridor, or biking through the corridor and requested that they take a voluntary survey. Most respondents were waiting for the bus when they completed the survey. A total of 1,143 surveys were collected. The information collected from this survey is being used in the technical analysis of this project; however, this survey effort also provided the opportunity to hand out the project business card and fact sheet to inform survey participants about this study and where they can find additional information and notices about upcoming opportunities to participate.

## Online Survey

A survey was provided on the project website to gauge information about the travel habits and insights of persons who use SR 7 to drive, walk, bike, or by bus who might otherwise not participate in various project activities. To-date, 41 persons have completed the survey. The online version provides opportunity for those individuals who learn about the project through community meetings to participate in the survey.

## Community Information Meetings

Community information meetings are one of the primary methods for engaging the public and informing them about the SR 7 corridor study. Completed Community Information Meetings, including estimated attendance are summarized in Table 1. Once a community meeting has been completed, a meeting summary is prepared by the project team and posted to the project website.

**Table 1: Summary of Completed Community Meetings**

Organization	Meeting Date	Estimated Attendance
Davie-Cooper City Chamber of Commerce	January, 7, 2016	8-12
Advisory Board Gateway Development Office	December 1, 2015	N/A
SR 7 Smart Growth Partnership Lunch and Learn	November 24, 2015	N/A
Hollywood Gardens West Civic Association	September 10, 2015	10-15
Broward Estates Civic Association	September 8, 2015	15-20
Saint George Civic Association	September 8, 2015	10-15
Johnson Street Business District	August 12, 2015	10-15

Planned Community Information Meetings:

- > Broward Estates Civic Association, January 12, 2016 at 7:00 PM
- > Ascension Peace Presbyterian Church, January 13, 2016 at 7:00 PM
- > Broward College Student Life & Development, January 21, 2016 at 12:30 PM
- > Oakbrook Condominiums, January 26, 2016 at 7:30 PM

## Project Advisory Committee and Working Group Meetings

A Project Advisory Group (PAC) was formed to provide a forum for partner agencies to be involved in and coordinate during the SR 7 corridor study process. There are 15 different municipalities and the Seminole Nation within the corridor study area, so it is not feasible to include representatives of all on the PAC. Therefore, Working Groups of municipal and tribal representatives were formed to complement the PAC by providing opportunities for the different municipalities and the Seminole Nation to be involved in and coordinate during the SR 7 corridor study process. A total of seven PAC meetings and three Working Group meetings are planned to occur during the course of this project. .

Table 2 summarizes the PAC and Working Group meetings have occurred or are planned to-date.

**Table 2: Summary of Completed PAC/Working Group Meetings**

Organization	Meeting Date
Northern Working Group	January 27, 2016
Central Working Group	January 28, 2016
Southern Working Group	January 28, 2016
PAC Meeting #1	January 19, 2016
PAC Meeting #2	July 22, 2015
PAC Meeting #3	June 9, 2015
Northern Working Group	April 30, 2015
Central Working Group	April 30, 2015
Southern Working Group	April 29, 2015
SR 7 Joint Project Advisory Committee - Working Group	March 30, 2015

### E-Townhall Meeting

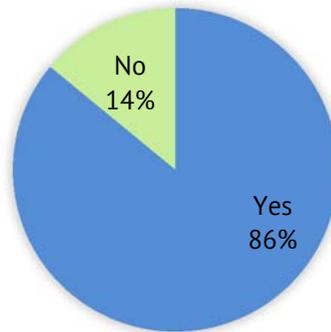
An e-townhall meeting was held on Thursday, November 12, 2015, from 7:00 to 8:00 PM. The meeting began with an introduction of the study and moved to a question and answer session where interested parties asked questions of the panel. The panel included representatives from the Broward Metropolitan Planning Organization, Broward County Transit, and Florida Department of Transportation District 4. The audio recording of the e-townhall meeting is provided on the project website.

Just over 20,000 people within the SR 7 study area received a phone call for this e-townhall meeting. Statistics related to overall participation include:

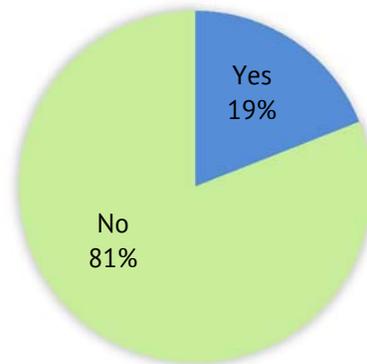
- > 2,347 people accepted the call to participate.
- > At one point there were 451 people participating at once.
- > A total of 346 people participated longer than 5 minutes with an average call time of 37.5 minutes.
- > The event concluded with 181 people on the phone.
- > An additional 18 people participated via the website and 3 people participated at the designated listening location (Plantation City Hall).
- > During the event, 10 people asked their question live and the panel answered several other questions that were submitted ahead of the event.

During the e-townhall meeting, a five-question poll was also conducted. The result of the polling questions are summarized in Figure 1 through Figure 5.

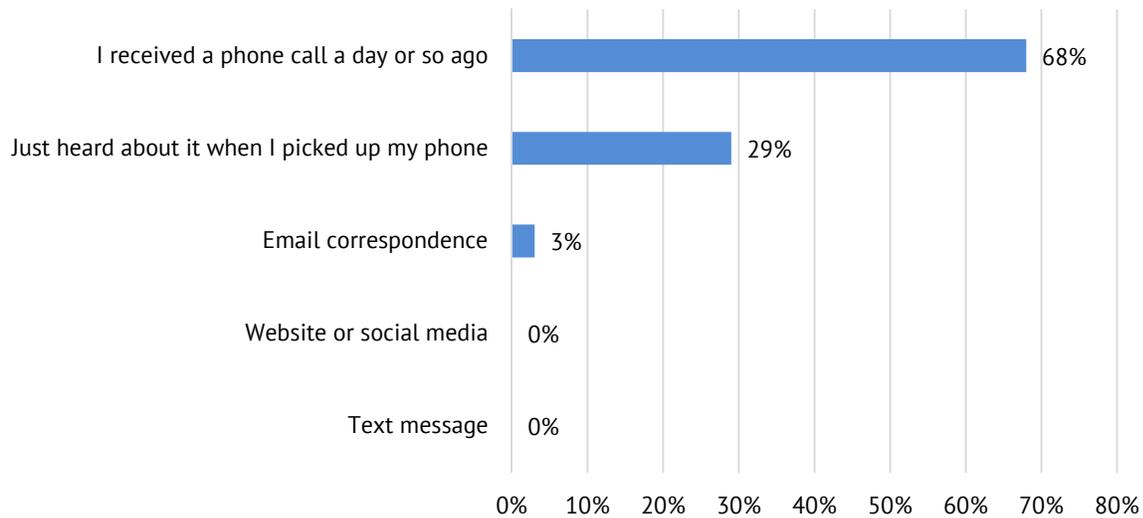
**Figure 1: Polling Question #1—Is this your first time participating in a meeting where the SR 7 multimodal improvements corridor study is being discussed?**



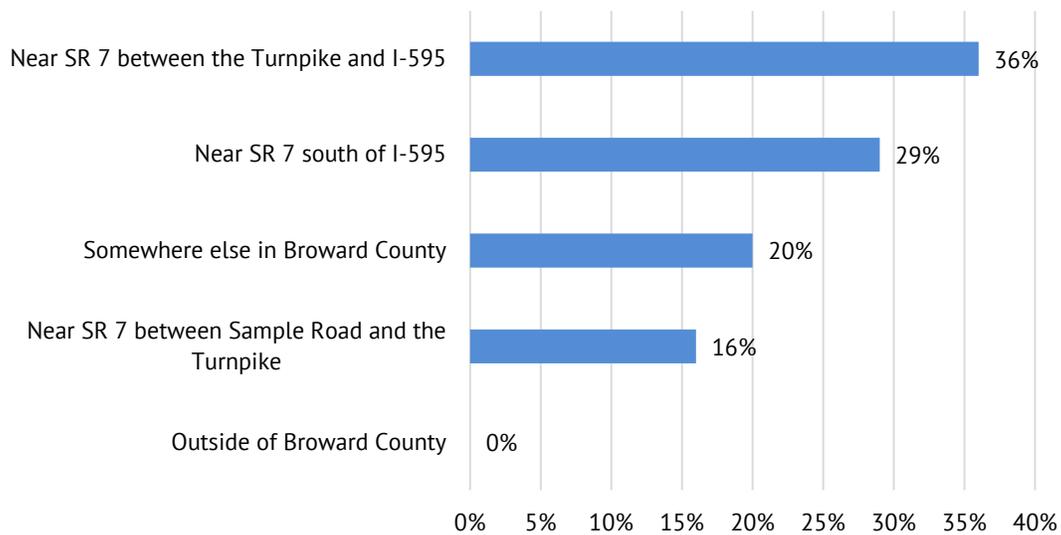
**Figure 2: Polling Question #2—Have you visited the project website yet?**



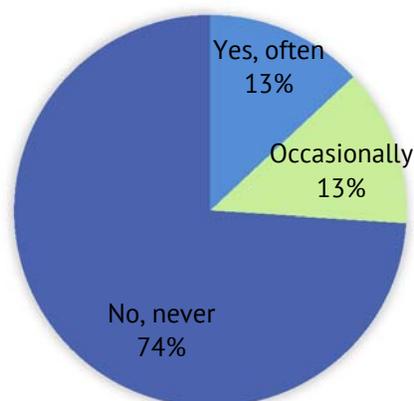
**Figure 3: Polling Question #3—How did you find out about this meeting?**



**Figure 4: Polling Question #4—Where do you live?**



**Figure 5: Polling Question #5 – Do You Use Transit Along SR 7?**



## ZIP CODE ANALYSIS

As part of the EJ Assessment discussed in the PIP, an analysis of home ZIP code data collected from public outreach participants was completed to evaluate overall participation and also whether public participation is occurring within ZIP codes identified as “Environmental Justice Target Areas.”

To-date, 878 home ZIP codes have been collected from various public outreach activities, with 646 of those associated with ZIP codes within or adjacent to the study area. It should be noted that not everyone that who attends a community outreach event provides contact information or ZIP code information. Only the valid/legible ZIP codes provided by participants were able to be analyzed.

Map 1 through Map 5 illustrate the number of ZIP codes collected compared to each of the EJ maps prepared for the PIP. Based on these maps, participation in the EJ areas appears to a higher percentage of the total participation, indicating that persons in these area are being reached by the current outreach plan.

There are 17 ZIP codes within or adjacent to the corridor. In looking at specific ZIP codes where fewer than 30 ZIP codes have been collected (approximately 5% of the total number of ZIP codes collected to-date), there are 7 ZIP codes that fall under this threshold (6 north of Broward Boulevard and 1 ZIP code south of Broward Boulevard). Of the ZIP codes north of Broward Boulevard, three are entirely outside of the study area and therefore not included further in this evaluation. The three remaining ZIP codes are:

North of Broward Boulevard:

- > 33063

> 33067

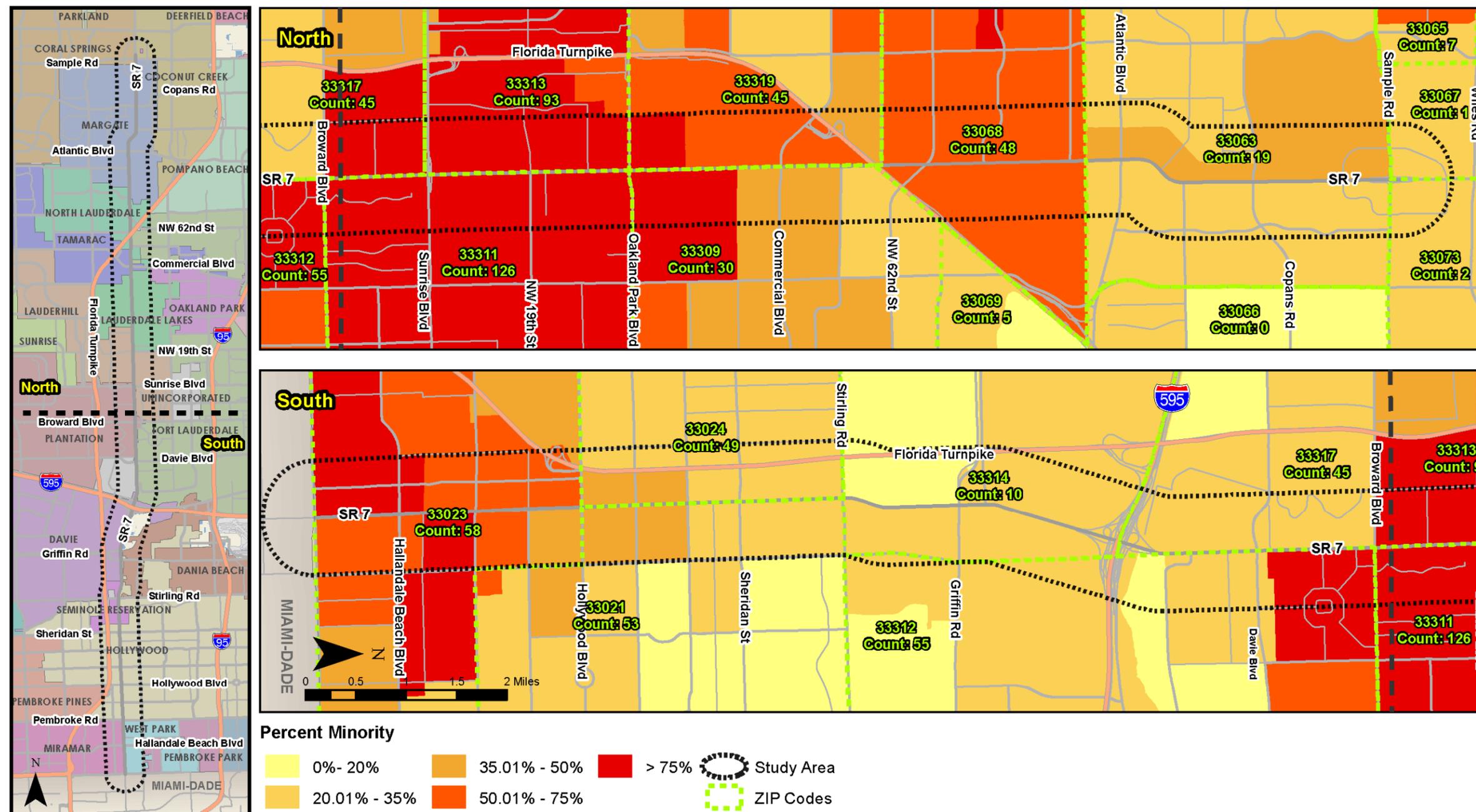
> 33073

South of Broward Boulevard:

> 33314

It is acknowledged that participation in these areas could be higher than shown. The information on the maps only reflects the number of ZIP codes collected and not raw participation rates. However, the Project Team will use the results of this evaluation to target these areas with lower participation by identifying localized opportunities for community meetings/events within the northernmost areas of the corridor (which primarily consist of well-established residential areas of Margate and commercial/industrial areas of Coral Springs and Coconut Creek), and in Lauderdale Lakes south of the Turnpike (targeting ZIP code 33314).

Map 1: ZIP Code Count vs. Percent Minority Population



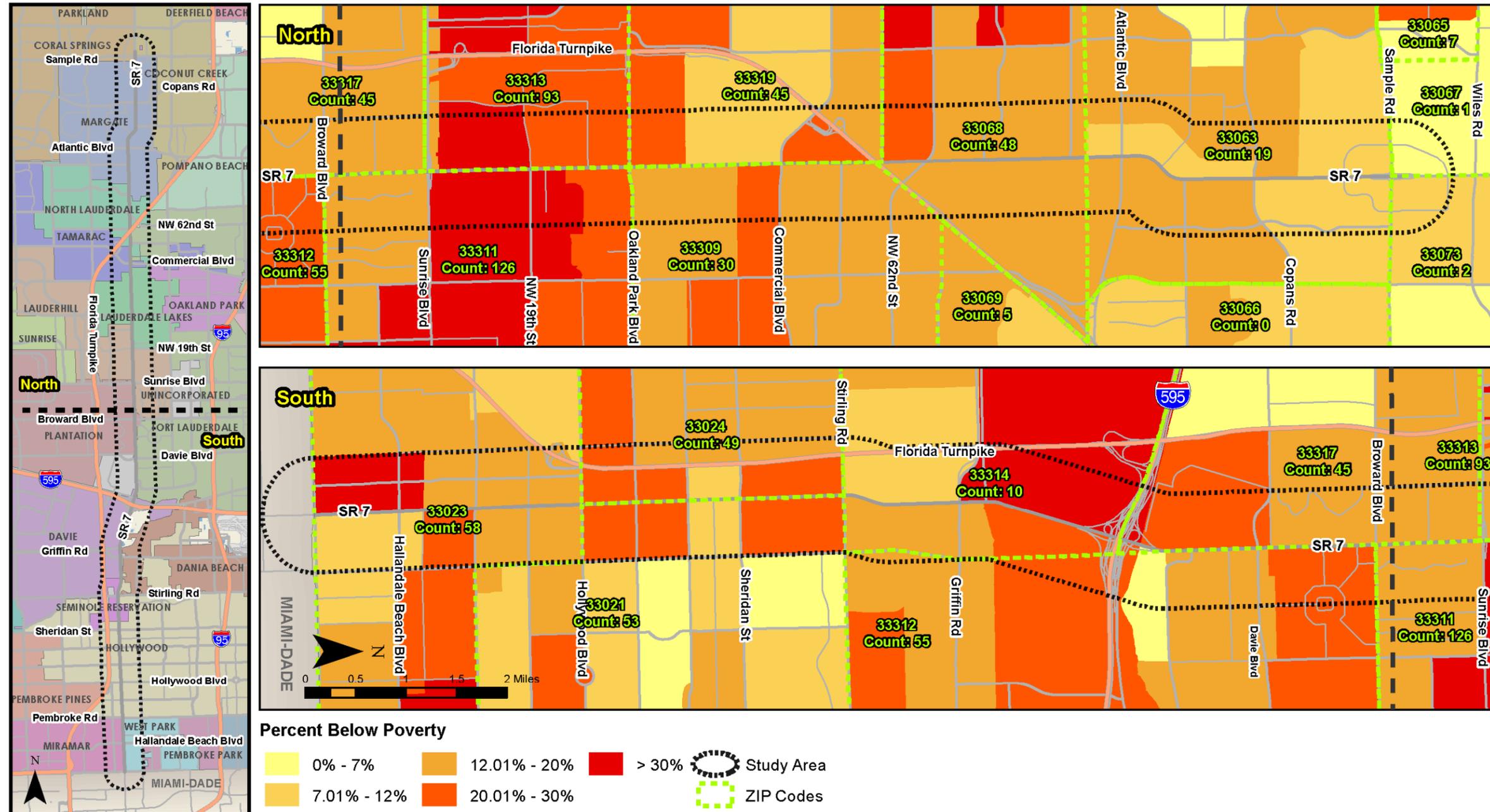
Source: U.S. Census Bureau, 2010 Summary File 1

Map 2: ZIP Code Count vs. Percent Non-English Speaking Population



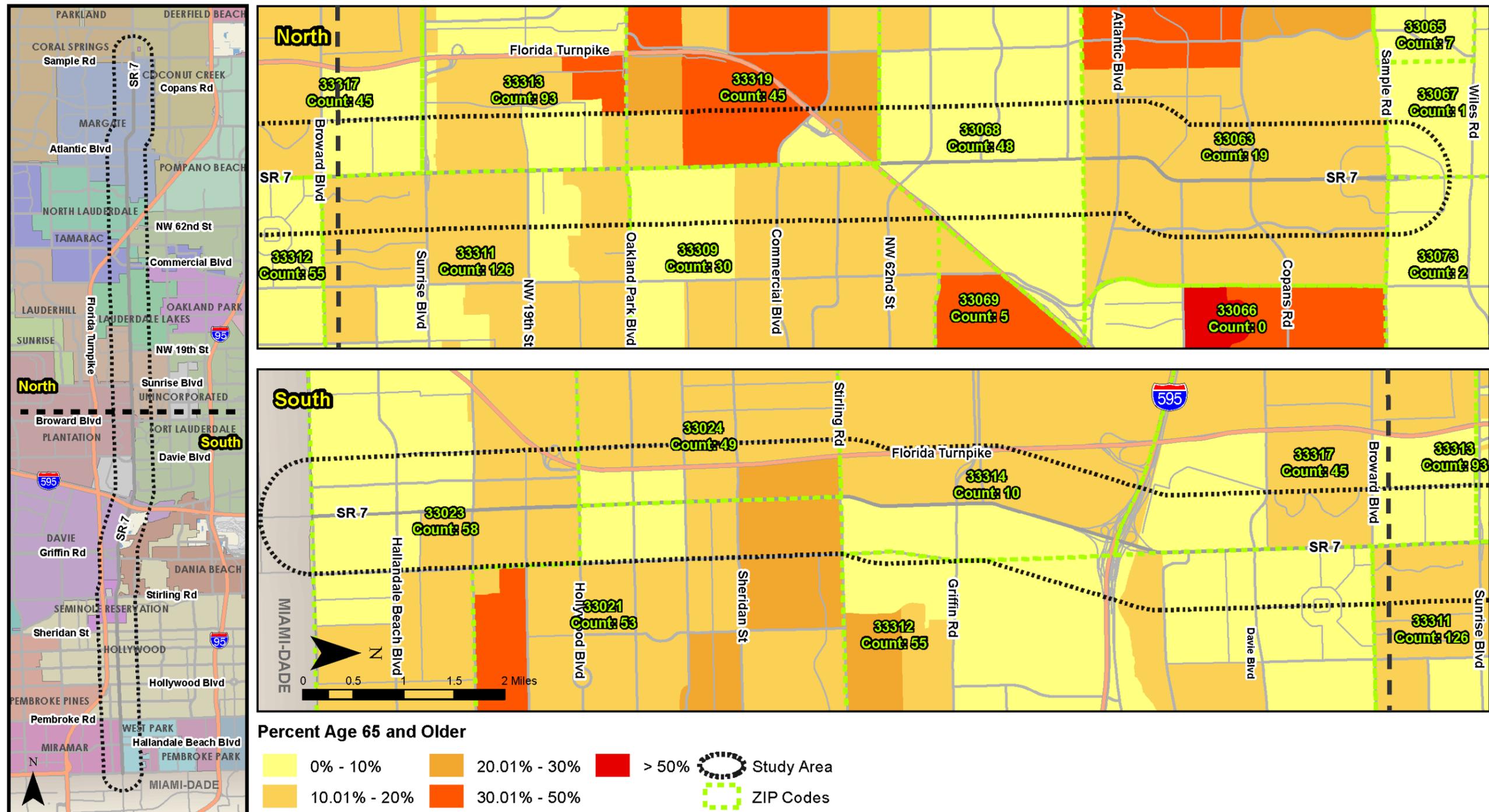
Source: U.S. Census Bureau, Five-Year 2013 American Community Survey

Map 3: ZIP Code Count vs. Percent of Population Living in Poverty



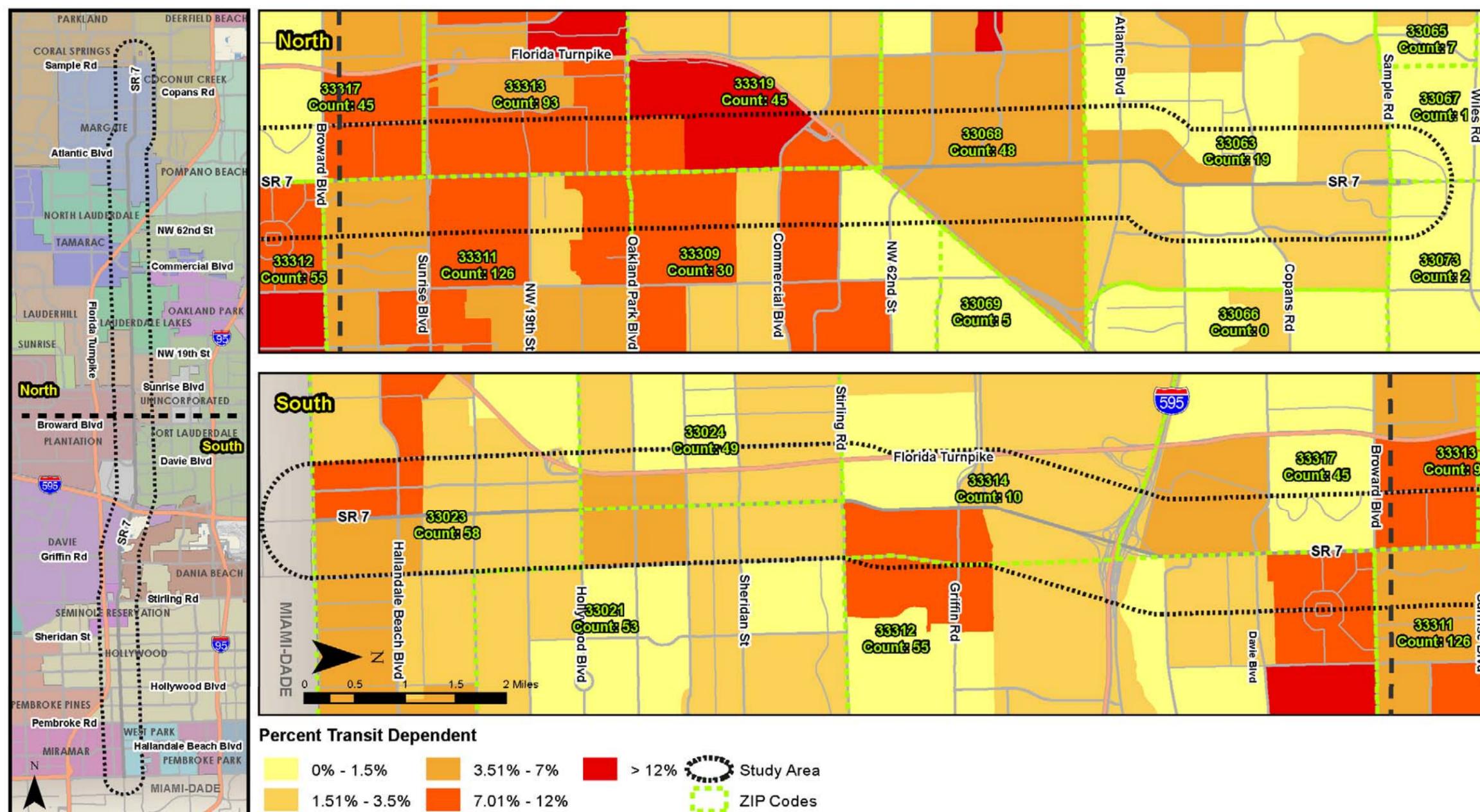
Source: U.S. Census Bureau, Five-Year 2013 American Community Survey

Map 4: ZIP Code Count vs. Population Age 65+



Source: U.S. Census Bureau, 2010 Summary File 1

Map 5: ZIP Code Count vs. Transit Dependent Population



Source: U.S. Census Bureau, Five-Year 2013 American Community Survey

