

# Public Involvement Summaries

(This page intentionally left blank.)

## STAKEHOLDER INTERVIEW SUMMARIES

(This page intentionally left blank.)

## **Stakeholder Interview**

**Dan Lindblade, President/CEO**

**Greater Fort Lauderdale Chamber of Commerce**

March 12, 2013, 2:30 pm

512 N.E. 3rd Avenue, Fort Lauderdale, FL 33301

## **Participants**

TDP Team Members: Joel Rey, Pamela Adams

## **Summary**

1. Project Team and TDP introduction.
2. Transit Development Plan Overview.
  - TDP acts as a 10-year vision for BCT.
  - TDP is for BCT and Broward County municipalities to develop a vision and plan for transit services.
  - State statute requires BCT to conduct a TDP every 5-10 years, with the major update in the 10<sup>th</sup> year and a progress report every 3 years.
  - TDP is more than a mechanism for funding; it directs planning for future services and describes the required and desired services.
  - TDP purpose is to create a 1 year vision and business plan, to include planning, development and operations
  - Ten year transit plan required for FDOT funding
3. Overview of Tindale-Oliver and Associates and related experience in transportation (Mr. Rey).
4. Interview questions:
  - What is your perception in terms of service levels, delivery, and effectiveness of Broward County Transit in your District and throughout the service area?
    - Improved transit would be faster and efficient means to move people.
    - Reduce number of cars on roadways.
    - Lower emissions in environment.
    - Rail and The Wave are indications that more transit options are in Broward's future (BOCC voted to be the operator of The Wave in 20 years).
  - Are there transit needs of the community that are not being met, and how would you think they could be met?
    - Intermodal connections.
    - Bicycle.
  - What do you believe BCT is doing well?
    - Monitoring services.
    - Operational strategy and planning routes.
    - Customer-friendly amenities such as bike racks.
  - What do you believe can be done better?
    - More technology to make service more convenient.
    - Better amenities at bus stops.
    - Better connections in the business community.
    - Marketing and better education to community and employers.
    - Reaching out to business community (Leadership Broward & Fort Lauderdale Chamber leadership).

- Given the current economic and environmental climate, what do you think can be done with policy to foster a transit system for the future?
  - Land use ordinances to support transit.
  - Additional parking to support rider connections.
- How can BCT increase ridership?
  - Market to non-riders.
  - Challenges of homeless and others who do not behave on bus.
  - Technology – app for service information and fare payments.
  - Efficient connections.
  - Security.
- What funding source should be used to increase public transit?
  - Various funding sources.
  - Sales tax is regressive.
  - Gas tax.
  - Disposal fees (tires, batteries, etc.).
- What should BCT's priorities be for the next 5–10 years?
  - Improved coordination with other agencies.
  - Reinstigate dialogue with surrounding counties.

#### **Action Items**

- Include Chamber's Non-Profit Committee about the TDP; meets on 2<sup>nd</sup> Wednesday monthly.
- Chamber will host a Transportation Forum in June 2013—BCT should participate.
- BCT should follow up with Chamber leadership to begin dialogue.

## **Stakeholder Interview**

**Tim Ryan, Broward County Commissioner, District 7**

April 5, 2013, 3:00 pm

Broward County Government Center

### **Participants**

TDP Team Members: Jessica Vargas Astaiza, Pamela Adams

### **Summary**

#### **1. General Perceptions**

- What is your perception of transit's role in the community?
  - Move people efficiently, economically, and quickly from point A to B.
- How much awareness of and support for transit is there in the community? Have the levels of awareness and support changed in the last few years?
  - Residents want to see a relief in roadway traffic.
  - Those unable to drive or economically disadvantaged need to be better served, need to do better to get them to work, to school, to the doctor.
- What do you believe BCT is doing well?
  - There has been a vast improvement in traffic signal light synchronization. It is important to invest in maintenance and technology improvements. Technology improvements have been better lately, but there needs to be more coordination between BCT buses and BC Traffic Engineering (BCTE) in regulating traffic and intersections.
  - BCT Community Bus service is very important to many communities. For senior citizens, the BCBS is their lifeline. Many use it in Dania Beach to go to Publix, to the doctor.
- What do you believe can be done better?
  - BCT sells an all-day pass for \$4 and can be purchased in the bus (at the fare box). Many disadvantaged people don't have the money to afford the all-day pass. BCT should implement an all-day pass voucher that social services agencies can buy in bulk and give to their customers.
  - The multimodal aspects of transit can be better (i.e., Complete Streets initiative). There should be more awareness of the Complete Streets initiative, of how to combine an active lifestyle with using transit. The Issue is that, many times, it depends on right-of-way availability.
    - Complete Street project on 13<sup>th</sup> Ave between Powerline and Dixie could serve as an example/pilot program for the state on how multimodal improvements work at an urban core. Appropriations from the State can be obtained if it is shown that the project is of statewide significance.
    - Enforcing the rules to bus drivers can be improved. Better customer service should be a priority. Some drivers are a hazard. Compliance with the rules needs to be consistent and equitable throughout the system, despite what the union vs. County contract issues may be.
    - There is also an equity issue with the TOPS program. Some customers pay and some do not. There should be a voucher/waiver option to reimburse BCT for those who do not pay (i.e., Medicaid/Transportation funds).

## 2. BCT Vision

- Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
  - Some bus riders ride by necessity while others do due to high gas prices, environmental concerns. For this group, the ultimate decision is convenience: “How far do I need to walk from home to the bus stop? How easy is to connect to other buses? How frequent the service is? Is it on-time? Is there a shelter/amenities while I wait?”
  - It takes too long from origin to destination, too many connections to get to point A to point B. Can these bus connections be more efficient?
- Is there any County or other land use policies that should be changed to help the transit system reach its goals? Is the infrastructure in place to accommodate new development/redevelopments?
  - Densify the development along major transportation thru fares. People that live in apartments are more willing to take the bus, take that into consideration while redeveloping major corridors. In other words, match development with transportation corridors.
- What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
  - Need to assure that the bus will get from point A to point B in a short amount of time. Consistency is the key.
- Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
  - Expand service depending on budgetary constraints. Conduct ongoing service planning exercises to adjust service levels based on passenger counts/activity.
- What should BCT's priorities be for the next 10 years?
  - Greater number of riders on mass transit should be the priority.
  - Expand express buses from Broward to Miami.
  - Make available other transit alternatives like biking. Invest in bike-friendly infrastructure, although it may need to be retrofitted.
  - Need to create a culture/educate so drivers don't treat bicyclers as second-class citizens.

## 3. Transit Funding

- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
  - Existing funding is decreasing because gas tax revenues are decreasing. The County receives 5 cents per gallon, which are fixed to the volume sold, not the price of gasoline.
  - Unfortunately, the half-cent sales tax in Miami-Dade set a bad precedent for Broward (i.e., bad publicity due to mismanagement of funds).
- Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
  - Homeowners are already facing a burden too big due to high property taxes.
  - Funding for FDOT, at the state level, is OK.
  - User fees should be considered, like the “Lexus lanes”/managed lanes on toll roads.
  - A dedicated funding source is an option but it would have to be approved via referendum.



- Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
  - It can be sustained, but at what level? Some cuts would need to happen to sustain the system.
- 4. Public Outreach
  - We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - The outreach should concentrate on places and locations that congregate a large group of individuals such as large employers, hospitals, grocery stores, homeless shelters (but these have unique needs), transitional housing, etc.
    - The Commissioner could send an email about the TDP to his mailing list of District 7, which he had just started to develop.
    - Other events in his district are the Annual Seafood Festival in Dania Beach, the Motorcycle Festival in January, and the Marine Flea Market.

**Action Items**

- Commissioner Ryan will ask his assistant to forward the survey link to his mailing list.

## Stakeholder Interview

**Dale V. Holness, Broward County Commissioner, District 9**

April 8, 2013, 11:00 am

Broward County Government Center

## Participants

TDP Team Members: Joel Rey, Pamela Adams

## Summary

### 1. General Perceptions

- What is your perception of transit's role in the community?
  - BCT is fundamental to economic empowerment. It provides access to employment, education and other services throughout the community. It takes people from place to place.
- How much awareness of and support for transit is there in the community? Have the levels of awareness and support changed in the last few years?
  - Awareness among non-riders/users is nonexistent
  - People who depend on the services are very aware of how the service operates
- What do you believe BCT is doing well?
  - For what they have, there seems to be a reasonable amount of efficiencies in their operations.
  - BCT has good routes and schedules.
  - Express Bus on Route 1.
  - Rapid Bus from Lauderhill Mall to Miami.
- What do you believe can be done better?
  - Implement technology to providers with real-time service information about services at bus stops and applications for smart phones to provide BCT information at any time.
  - Need more service and more education.
  - Express bus should run on the Turnpike from Lauderhill Mall to Miami.
  - Express bus on US1 to Miami.
  - Breeze is ok, but is not express and has too many stops
  - Create a right of way lane for buses on major roadways
  - Improve traffic coordination and synchronization of light so that transit moves quicker.
  - Service along the Oakland Park corridor especially at SR7/441.

### 2. BCT Vision

- Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
  - BCT east to west services are not sufficient to services existing riders (Broward Blvd., Sunrise Blvd, Sawgrass Mills Mall).
  - Tri-Rail, NW 27<sup>th</sup> Avenue, Swap Shop, Lauderhill Mall, and services to Sawgrass Mills Mall.
  - Oakland Park Boulevard Corridor needs more service on it and needs better connection to US 441 to all the transit services in that area. There are a lot of people trying to get on transit at Oakland Park and US 441.
  - Not impressed by east-west system.

- Are there any County or other land use policies that should be changed to help the transit system reach its goals? Example: Changing current land use and/or zoning requirements to enable increased densities and more intense land uses.
    - Approve more residential units.
    - Zoning to accommodate density, mixed used with residential would encourage development in the central part of the county.
    - Along transit corridors, zoning should allow mixed-use and high density and there should be incentives for developers who want to put in these types of uses.
  - What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why? Examples: Increased service frequency, later service, premium transit services, park-and-ride lots combined with express bus services.
    - All buses should have Wi-Fi now
    - Need mobile application for Next Bus information..
    - Efficiencies in operations.
    - Build parking garages at selected sites near or at high volume BCT centers/stops.
    - Create more Transit Oriented Development to provide incentives to land developers.
    - Equip bus stops with the amenities to accommodate the Florida weather.
  - Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
    - Redevelopment centers with low land values, and the potential for high density.
  - What should BCT's priorities be for the next 10 years?
    - Focus on increasing BCT ridership.
    - Continuous public education.
3. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation? Examples: Ad valorem taxes, sales taxes, motor fuel taxes, etc.
    - A dedicated funding source is needed.
  - Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - There is some willingness on the Commission but not unanimous.
    - The public needs a lot of education is required to be mobilized to press the Commission.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No

## **Stakeholder Interview**

### **Martin David Kiar, Broward County Commissioner, District 1**

April 8, 2013, 11:45 am

Broward County Government Center

### **Participants**

TDP Team Members: Joel Rey, Pamela Adams

### **Summary**

#### 1. General Perceptions

- What is your perception of transit's role in the community?
  - Mass transit gives identity to its service area.
  - It is an important service like parks and libraries.
  - It is incredibly important to have the best transit system possible. This is critical for Broward.
- How much awareness of and support for transit is there in the community? Have the levels of awareness and support changed in the last few years?
  - People who use the service are aware, non-users not so much (especially places like Westin). There is support from BCT riders.
  - Yes, there is more awareness because of the express services to Miami.
  - Believes there is support to expand transit and improve it, but may not support a penny sales tax.
  - Areas where transit is utilized the most may be where there's the greatest support to improve it.
- What do you believe BCT is doing well?
  - Good operations.
  - Hasn't gotten many emails regarding transit which is a good thing since it means that his constituents are not really unhappy with it.
  - People like the new buses and the Sawgrass service.
  - Believes transit services are good overall.
- What do you believe can be done better?
  - The transit services for older adults and persons with disabilities need improvement (TOPS).
  - These customers call a lot when something goes wrong; their complaints include changes to eligibility criteria for services, service delay. These customers have no other affordable transportation options.
  - He has a lot of constituents in the Sunrise Lakes area who would like to use TOPS.

#### 2. BCT Vision

- Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
  - Most areas are underserved west and south west communities.
  - Uncertain.
  - Sunrise Lakes should be a priority for service.
- Are there any County or other land use policies that should be changed to help the transit system reach its goals? Example: Changing current land use and/or zoning requirements to enable increased densities and more intense land uses.
  - No, land use policies are good and support transit and development.

- What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why? Examples: Increased service frequency, later service, premium transit services, park-and-ride lots combined with express bus services
    - Make services more accessible.
    - Improve safety.
    - Customer service.
    - He wants service to run smoothly for those who use transit now.
  - Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
    - Focus services on the people that need it.
    - Put transit where the densities occur now.
    - Believes in smart growth, but there are some areas that don't need more development.
  - What should BCT's priorities be for the next 10 years?
    - TOPS is a priority to fix.
    - Other than that, BCT is doing a good job.
3. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
    - A dedicated funding source is critical for transit to improve, but doesn't think it will happen. County is too conservative on tax increases.
    - Special taxing district may be good, but not politically feasible.
  - Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - No, I do not believe the Commission is willing to support additional local funding sources to support transit. The public would have to send clear signals that they want to pay additional transit services.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No.
4. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the "BCT Connected" process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - Sunrise Lakes.
5. What is your residential ZIP code?
- 33313

## Stakeholder Interview

### Stacy Ritter, Broward County Commissioner, District 3

April 8, 2013, 1:00 pm

Broward County Government Center

### Participants

TDP Team Members: Joel Rey, Pamela Adams

### Summary

#### 1. General Perceptions:

- What is your perception of transit's role in the community?
  - BCT's role is to move people from A to B quickly, safely, efficiently, cleanly and conveniently in and around the county.
  - Her constituents do not ride transit much.
- How much awareness of and support for transit is there in the community? Have the levels of awareness and support changed in the last few years?
  - Riders are more aware of the services than non-riders.
  - Yes, there is increased awareness in recent years the types of services have been enhanced. Express services to Miami and premium services along S.R.
  - Most think transit is a special service for the poor and that is unfortunate.
  - Constituents do not think of transit as a mobility option.
- What do you believe BCT is doing well?
  - They run a good operation, keep cost down.
  - The Miami express service to Jackson Hospital is great; the riders are very pleased.
  - Marketing has improved.
  - The equipment (buses) has improved amenities, Wi-Fi is available, and seating on the express bus is great.
  - Have modernized the system well.
- What do you believe can be done better?
  - Public education and marketing.
  - Technology with real time information available to the public.
  - Better amenities at bus stops.
  - More responsive to the public.

#### 2. BCT Vision

- Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
  - District 3 could definitely use more service.
  - Southwest Broward could also benefit from more too (District 8).
- Are there any County or other land use policies that should be changed to help the transit system reach its goals?
  - No. Thinks current policies are pretty progressive in support of transit, transit oriented development, and densities.
- What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
  - Improve accessibility to the service from communities.
  - More express and premium services would have to be provided to get more people out of their vehicles.
  - Amenities on every bus, to provide a comfortable experience.

- Introduce technology to synchronize light to improve east west service and provide real-time information to customers.
  - Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
    - Unsure.
  - What should BCT's priorities be for the next 10 years?
    - Marketing is one area to help tout successes.
    - More routes.
    - Fewer connection times.
    - More convenience.
3. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
    - A sales tax could be a funding source. This was tried about 10 years ago and failed because the public was not educated about the transportation.
    - There would have to be a lot of public education and outreach for this to succeed.
    - BCT will not get more funding through ad valorem as there are too many other needs.
  - Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - No, I do not believe the Commission is willing to support additional local funding sources to support transit.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No, BCT will not be able to accomplish any growth/vision without a dedicated funding source.
4. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the "BCT Connected" process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - Kings Point Condo, Tamarac.
5. What is your residential ZIP code?
- 33067

## **Stakeholder Interview**

### **Suzanne Gunzburger, Broward County Commissioner, District 6**

April 8, 2013, 1:00 pm

Broward County Government Center

## **Participants**

TDP Team Members: Joel Rey, Pamela Adams

## **Summary**

### **1. General Perceptions**

- What is your perception of transit's role in the community?
  - BCT's role is to provide a safe, timely, and convenient service.
- How much awareness of and support for transit is there in the community? Have the levels of awareness and support changed in the last few years?
  - Yes, users of the service are very aware of the BCT services offered; non-users are not aware.
  - People who don't want to or need to depend on transit don't care about it because it is slow, not convenient, and connections take too long.
- What do you believe BCT is doing well?
  - Express bus services.
  - Environmentally-sensitive equipment, hybrid bus equipment.
  - Improved amenities on buses, Wi-Fi services on buses, individual seating on buses.
- 4. What do you believe can be done better?
  - Shorter headways.
  - Grid system.
  - Paratransit service gets many customer service complaints. Customers would prefer to use taxis.

### **2. BCT Vision**

- Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
  - Washington Street to Park Road near and around Memorial Hospital.
  - More northbound services into Palm Beach and more east-west services.
- Are there any County or other land use policies that should be changed to help the transit system reach its goals?
  - No, the current zoning policies encourage development along transit routes, but it hasn't worked.
  - Developers go where the land is cheap and they can make the most money.
- What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
  - Improve bus shelters.
  - Improve the use of technology to provide, real-time information about BCT services.
  - Introduce the use of a smart fare card or telephone application.
- Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
  - Unsure.
- What should BCT's priorities be for the next 10 years?
  - More bus services closer to residential areas/housing and attractions/destinations (movies, museums, etc.).



- There is concern that The Wave will siphon off funding for bus service.
  - County is constrained by transit unions.
3. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
    - Sales taxes referendum was tried and failed.
    - Business community took charge and did not educate the public enough to pass the initiative at the polls.
    - Need to look at user fees for more funding, but this will decrease ridership.
  - Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - No. Not without considerable public support.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No.
4. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - Active HOAs.
5. What is your residential ZIP code?
- 33019

## Stakeholder Interview

**James F. Murley, Executive Director, South Florida Regional Planning Council**

April 9, 2013, 10:30 am

3440 Hollywood Boulevard, Suite 140, Hollywood, FL 33021

## Participants

TDP Team Member: Pamela Adams

## Summary

1. Transit Development Plan overview
  - 10-year transit plan required for FDOT funding.
  - Acts as a vision for the transit agency.
  - BCT views the TDP as a 10-year business plan.
2. General Perceptions
  - What is your perception of transit's role in the community?
    - BCT runs a professional and efficient operation with Broward County Government, providing varying services to each municipality is challenging. BCT should focus on operations and strategic planning related to service delivery, and should continue to collaborate on the long range planning with its regional transportation partners.
  - How much awareness of and support for transit is there in the community?
    - I live in Miami-Dade, but my awareness of BCT was heighten/enhanced during my work with them on the SR7 Corridor 750 Planning process. This was a collaborative effort between the cities, transit, area CRAs. Beyond that, I do not have any knowledge of the publics' awareness.
  - Have the levels of awareness and support changed in the last few years?
    - My staff may be more helpful on this question.
  - What do you believe BCT is doing well?
    - The use of vehicles with alternative fuel/hybrid. They seem to be a leader in this area and they are good collaborators.
  - What do you believe can be done better?
    - Continue the spirit of collaboration with transportation partners. Continue to look at the regional implications of BCT service related to moving people and facilitating tourism. Perhaps improve connections at the Port.
3. BCT Vision
  - Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
    - I am not an expert on the BCT service but I would suggest expansion of services into Palm Beach County along the borders and along the major north/ south and east/west corridors.
  - Are there any County or other land use policies that should be changed to help the transit system reach its goals?
    - I am not aware of any specific policies that need to be changed. But zoning requirements should accommodate transit oriented development of different types along major bus corridors. The requirements and planning should be completed in advance of improvements to the economy and should anticipate the needs of the development community.

- What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
    - New buses with Wi-Fi, accessibility, commuter service levels of comfort, comfortable seats enabling or riders to do work, etc., retire old equipment.
  - Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
    - If BCT expands into new areas or increases services in existing areas, it should be driven by the data that it receives and demographics, except in redevelopment areas where changing demographics would dictate service levels. An idea would be to explore a commuter level bus service across I-75 to the airport, Port, and downtown, perhaps even Sawgrass Mills.
  - What should BCT’s priorities be for the next 10 years?
    - Continue to improve services, introduction of rail, collaborate with transportation partners. Explore data bands that would enhance services between and with Miami-Dade and Palm Beach counties. Improved services to the Port and Airport.
4. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
    - There is a crisis because of the current gas tax method. Variable pricing on the gas tax would retain more of the gas tax in the region for transit. There are several other options that should be considered—mobility fee, restructure the operating funds for commuter rail.
  - Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - Yes, I believe there is willingness for Broward County Commission to consider additional local funding sources for transit over the long term. I think they understand the need but are not poised to move forward on a dedicated funding source today.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - There are many other options to pursue before a dedicated funding source.
5. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - There are several emailing lists that should receive the BCT TDP information and survey. They include SR& Collaborative, 7-50 project, and the Clean Cities Collaborative.

**Action Items**

- Send BCT TDP survey and information to Mr. Murley via email with the link to the online survey and website.
- Mr. Murley will have his staff distribute the BCT TDP information to be distributed to staff, associates, and other organizations.

## **Stakeholder Interview**

**Phyllis Zeiler, Executive Director, Downtown Fort Lauderdale Transportation Management Association**

**Alan Hooper, President, Hooper Construction, Downtown Fort Lauderdale Transportation Management Association**

April 15, 2013, 4:00 pm

Hooper Construction, 425 North Andrews Avenue, Fort Lauderdale, FL 33301

## **Participants**

TDP Team Members: Joel Rey, Pamela Adams

## **Summary**

1. Transit Development Plan overview
  - 10-year transit plan required for FDOT funding.
  - Acts as a vision for the transit agency.
  - BCT views the TDP as a 10-year business plan.
2. General Perceptions
  - What is your perception of transit's role in the community?
    - To move people out of their cars, reduce congestion on the roadway, and improve the environment.
  - How much awareness of and support for transit is there in the community?
    - Yes, there is community awareness and support for transit, particularly with working people who are dependent on transit services.
    - There should be a push to move people to large bus services in the county and Downtown.
    - There is little awareness about the differences between the Sun Trolley and BCT transit services. The general public does not understand the differences.
  - Have the levels of awareness and support changed in the last few years?
    - Yes, the addition of express bus services and community education/marketing have increased interest and awareness.
  - What do you believe BCT is doing well?
    - BCT pays the TMA on time.
    - Increased marketing and advertising.
    - Use of social media such as Facebook and Twitter.
  - What do you believe can be done better?
    - Improve the image of service improve the east-west express bus service options.
    - Create a “cool” factor with new equipment and Wi-Fi and other amenities.
3. BCT Vision
  - Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
    - BCT should fund more community bus services and add routes.
    - Well-targeted community bus program with incentives.
  - Are there any County or other land use policies that should be changed to help the transit system reach its goals?
    - Yes. The County should push for an unlimited number of housing units, where natural hubs are located on the transit corridors.

- What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
    - Rebuild the central downtown terminal. Create a transportation HUB that attracts riders and makes them feel safe. A project could include painting, landscaping, and improved lighting.
    - Real-time technology to inform riders about service schedules and delays, etc.
    - Provide and advertise premium service.
    - More ADA services.
  - Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
    - Concentrate on areas that have the highest demand.
    - Enhance the community bus service to get riders to major hubs more frequently.
  - What should BCT’s priorities be for the next 10 years?
    - Work with Planning and Zoning and BMPO to define major hubs.
    - Expand community bus services.
    - Use transit to steer development.
4. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
    - There is no existing or new local funding sources to sustain public transportation.
    - Levy or increase sales tax by one penny dedicated to fund public transportation.
    - Marketing and public education are needed to get this tax increase approved.
  - Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - Yes, there is a willingness to consider additional local funding.
    - High impact public education campaign to promote the tax increase “what’s in it for me.”
    - Identify specific projects that will result from the tax increase.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No.
5. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - Work with the DDA to outreach stakeholders.

**Action Items**

- ACG will follow up with Mr. Wren and the downtown HOAs to provide an electronic link to the public outreach survey for distribution to the DDA stakeholder database.

## **Stakeholder Interview**

**Chris Wren, Executive Director, Fort Lauderdale Downtown Development Authority**

April 15, 2013, 3:00 pm

305 South Andrews Avenue, Fort Lauderdale, FL 33301

### **Participants**

TDP Team Members: Joel Rey, Pamela Adams

### **Summary**

1. Transit Development Plan overview
  - 10-year transit plan required for FDOT funding.
  - Acts as a vision for the transit agency.
  - BCT views the TDP as a 10year business plan.
2. General Perceptions
  - What is your perception of transit's role in the community?
    - Transit should take people from point A to point B. It services different markets; employee/people going to work and tourists; it provides connectivity.
  - How much awareness of and support for transit is there in the community?
    - There is community awareness, but BCT services do not fit the needs of the majority.
    - The general community does not really understand how the services work.
    - Dependent users/riders are aware and understand how to use the service.
    - More proactive approach to responding to transportation needs.
  - Have the levels of awareness and support changed in the last few years?
    - No. Only dependent riders use and understand the service.
  - What do you believe BCT is doing well?
    - BCT has upgraded stations/shelters and equipment. For example, in the area of technology, the improvements for on-time, real-time information for customers.
  - What do you believe can be done better?
    - The downtown Fort Lauderdale terminal. Modernizing services, introduce more technology, real-time information to make it convenient for customers to use the services. Be more flexible and innovative to provide services adapting to customer needs.
3. BCT Vision
  - Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
    - Continue enhancing services and expand to a broader market.
  - Are there any County or other land use policies that should be changed to help the transit system reach its goals?
    - No. The County has good land use policies and support development including transportation.
  - What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
    - "The Wave" (rail circulator) developed for downtown Fort Lauderdale is an example of a service improvement in development. The first leg has been approved by the commission, and the second routes are beginning defined. Improved frequency and timeliness of bus service in suburban areas would attract more riders.

- Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
  - Yes. BCT should be focused on strategic service enhancement.
- What should BCT’s priorities be for the next 10 years?
  - Eliminate the political divide between the BCT and BMPO.
  - Focus on incorporating more services to address bicyclers and pedestrians.
  - Work more closely with the LRTP and the regional planning process.

#### 4. Transit Funding

- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
  - Yes. Half cent sales tax in 2014 dedicated funding to improve transit is needed.
- Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
  - Yes, there is a willingness to consider additional local funding. This was implied during the recent discussions that led to the County taking on ownership, operations and management of “The Wave.”
  - Public support is essential to get dedicated funding for transportation. Any initiative for dedicated funding must include a significant public education element.
  - Guarantee to the public that no portion of these funds will go into the County’s general operating fund.
- Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
  - No.

#### 5. Public Outreach

- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
  - The DDA will circulate the public outreach materials electronically to its stakeholder database.
- What is your residential ZIP code?
  - 33315

#### Action Items

- ACG will follow up with Mr. Wren and provide an electronic link to the public outreach survey for distribution to the DDA stakeholder database.

## **Stakeholder Interview**

### **Lois Wexler, Broward County Commissioner, District 5, Planning Council**

April 15, 2013, 10:30 am

115 South Andrews Avenue, Fort Lauderdale, FL

## **Participants**

TDP Team Members: Joel Rey, Pamela Adams

## **Summary**

1. Transit Development Plan overview
  - 10-year transit plan required for FDOT funding.
  - Acts as a vision for the transit agency.
  - BCT views the TDP as a 10-year business plan.
2. General Perceptions
  - What is your perception of transit's role in the community?
    - Transit should be a clean, safe and convenient service to get people from point A to point B.
  - How much awareness of and support for transit is there in the community?
    - There is awareness of the BCT system but not much support from the public, except for the new Express Bus Service users who are very loyal. The service is convenient, safe, and clean. It took a while to get it right but it has a loyal following.
    - There is a high level of awareness among the community bus and paratransit service users. These riders have specific home to destination needs and are dependent on the service. When these services have problems, the riders write and call their commissioners. Community Bus services are an integral part of the BCT service.
  - Have the levels of awareness and support changed in the last few years?
    - Yes, among those people who need the service. There is more service in underserved areas.
  - What do you believe BCT is doing well?
    - BCT provides average service; they are too slow to act and respond on service improvements. For example, in the area of technology, the improvements for on-time and real-time BCT service were promised years ago but are not in place.
  - What do you believe can be done better?
    - Delivering on promises made, smart card technology, universal fare cards, and transit applications to provide information.
3. BCT Vision
  - Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
    - There's a hole in the southwest portion of the County (Weston won't allow buses). The area has needs though because there are lower income people in Weston.
    - Board of County Commissioners has been lobbied to put bigger buses on Route 23 again.
    - Davie is underserved as is Pembroke Pines.
    - Had to please with the City of Plantation to not discontinue its community bus services (BCT staff did a good job with this).



- Are there any County or other land use policies that should be changed to help the transit system reach its goals?
    - No, current policies encourage live, work and play.
  - What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
    - Yes. Frequency/timeliness of bus service, bus operator training, and customer service needs improvement. Operators should be disciplined for poor performance. BCT staff should investigate all complaints quickly and get back to customers with responses to their complaints.
    - BCT has to deliver on its promises to the public and the Commission—for example, implementation of the smart card technology, universal/cashless fare cards, demonstrate serious concern and attention to customer complaints, improve the working relationship between BCT and the Broward Metropolitan Planning Organization.
  - Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
    - Yes. Countywide people are looking to get out of their cars. The cost of gas is going up; people need reliable alternatives.
  - What should BCT’s priorities be for the next 10 years?
    - Expand and enhance services
    - Provide more commuter and express services.
4. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
    - Yes. A dedicated funding stream is needed.
    - Thinks all potential funding sources should be considered and investigated but it must be dedicated.
  - Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - No, not at this time. The public is not engaged and needs to be educated. The business community cannot push this. It must be a grassroots effort to get a dedicated funding source. This is a voter issue.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No. BCT must define the vision for transit services and specific projects to enhance and expand services before a dedicated funding source will be approved.
5. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - No. Schedule a large meeting at Long Key Park; it can hold about 200 people.
6. What is your residential ZIP code?
- 33326

## Stakeholder Interview

### Nicki Grossman, President/CEO, Greater Fort Lauderdale Convention & Visitors Bureau (CVB)

April 18, 2013, 10:00 am

100 East Broward Boulevard, #200, Fort Lauderdale, FL 33301

### Participants

TDP Team Members: Pamela Adams, Davicka Thompson

### Summary

#### 1. General Perceptions

- What is your perception of transit's role in the community?
  - BCT's role is to move people efficiently, reliably, and conveniently. Further, it should be a visible means of abandoning the use of vehicles and utilizing mass transit.
- How much awareness of and support for transit is there in the community? Have the levels of awareness and support changed in the last few years?
  - The level of public awareness has increased. Support fluctuates. Transit is seen as an inconvenience for certain segments of the community, because many of the people moving here have certain expectations for transit. There is a need for an affordable and reliable option.
- What do you believe BCT is doing well?
  - BCT runs a good operation.
  - There have been significant improvements to the services.
- What do you believe can be done better?
  - Marketing the BCT services to the general public and business.
  - Improved connections between the Hollywood- Fort Lauderdale International Airport and Port Everglades to improve connections for tourists.

#### 2. BCT Vision

- Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
  - No. BCT does a good job at identifying routes for the general population within the limits of its budget.
- Is there any County or other land use policies that should be changed to help the transit system reach its goals?
  - No.
- Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
  - Improved connections and services for the tourism industry.
- What should BCT's priorities be for the next 10 years?
  - The development of a multimodal system.
  - Enhanced technology to improve the transit experience for the rider.

#### 3. Transit Funding

- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
  - There is currently no new source of funding for transit. There has been some discussion in some circles about accessing the hotel bed tax. Not a solution that I support.

- Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - Yes. But I cannot see that occurring anytime soon.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No. The current level of service and the needed improvements cannot be sustained without a dedicated funding source.
4. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - CVB partners should be a part of the database.

**Action Items**

- CVB will send the outreach message via e-mail to members of the Marketing Advisory Committee and others.

## **Stakeholder Interview**

**Kristin Jacobs, Broward County Commissioner, District 2**

May 1, 2013, 3:30 pm

115 South Andrews Avenue, Fort Lauderdale, FL 33301

## **Participants**

TDP Team Members: Joel Rey, Pamela Adams

## **Summary**

1. Transit Development Plan overview.
  - 10-year transit plan required for FDOT funding.
  - Acts as a vision for the transit agency.
  - BCT views the TDP as a 10-year business plan.
2. General Perceptions
  - What is your perception of transit's role in the community?
    - Transit should be looked at as the savior of the roadway system!
    - Lanes need to be dedicated to BRT; buses have wheels so they should get lanes, too.
    - Need to get better bike striping and it needs to continue through intersections. Need to establish safe routes for bicycling.
  - What do you believe can be done better?
    - Real-time information is needed at sheltered stops.
    - Improve sitting benches at bus stops. Work with the cities to install functional shelters with adequate seating and that are designed to protect customers from the elements.
    - Tri-Rail needs better connectivity to BCT buses and to bicycles
    - To get more people out of their cars and into buses, we need to give them alternatives to get to the bus stop.
    - Bus bike racks are difficult to use and only hold two bicycles.
    - Need better connectivity in the first/last mile.
3. Transit Funding
  - What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
    - The Sun Sentinel is adamantly opposed to a referendum, even if public support is present.
    - She is nervous about how a referendum would play out.
    - Perhaps the use of managed lane revenue could be explored. Add a surcharge to the cost that is dedicated to transit. This would be an excellent revenue source.
    - Also need to look at the possibility of using sin tax.

## Stakeholder Interview

### Barbara Sharief, Broward County Commissioner, District 8

May 13, 2013, 4:00 pm

Broward County Government Center

### Participants:

TDP Team Member: Pamela Adams

### Summary

#### 1. General Perceptions:

- What is your perception of transit's role in the community?
  - To provide connectivity for residents and tourists throughout Broward County.
  - Improves quality of life for users.
- How much awareness of and support for transit is there in the community? Have the levels of awareness and support changed in the last few years?
  - Yes, overall the lower income community is more aware of transit services.
  - Yes, since the gas crisis, awareness about public transit has increased.
- What do you believe BCT is doing well?
  - Improved equipment.
  - Premium/express bus service with comfortable seating, Wi-Fi, timely service.
  - Implementation of express services to Miami and east/west.
- What do you believe can be done better?
  - Create a meaningful marketing campaign to change the public's perception and image of public transportation 'Ride Our Bus' campaign.
  - Advertise customer testimonials about service, especially express services. Include all types of customers.
  - Improve marketing of the routes to increase customer awareness.
  - Improve driver training/customer service.

#### 2. BCT Vision

- Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
  - West Broward is underserved. The west to east services throughout the county required more frequency and reliability.
  - More access is needed for residents who are reliant on transit services, especially in the SR 7 corridor.
  - Add east-west rail service.
- Are there any County or other land use policies that should be changed to help the transit system reach its goals?
  - No
- What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
  - More creative thinking about routes and destinations.
  - Improved reliability.
- Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
  - Yes. There should be a concentration on areas that are over-developed. Density drives the need for transit.
- What should BCT's priorities be for the next 10 years?

- Light rail.
  - Complete trolley system.
  - Inclusion of technology/ social media to keep customers informed about services, schedules, delays, etc.
3. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
    - Increased sales tax.
    - Community business tax.
  - Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - Yes. There is a willingness to consider additional local funding sources to advance transit.
    - To generate support for additional funding, the public will need to know specifically what benefits/services/projects will result from additional resources.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No. Transit services cannot be sustained without additional funding.
4. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - If possible, schedule a community meeting in west Broward.
5. What is your residential ZIP code?
- 33027

## **Stakeholder Interview**

**Chip LaMarca, Broward County Commissioner, District 4**

**Ryan Saunders, Commission Aide, District 4**

May 13, 2013, 3:30 pm

Broward County Government Center

## **Participants**

TDP Team Member: Pamela Adams

## **Summary**

### 1. General Perceptions:

- What is your perception of transit's role in the community?
  - BCT is a reliable transit system.
  - BCT should coordinate with other alternative transportation services to benefit the users—for example, the “All Aboard Florida” and FEC initiative to bring commuter rail services through Broward .
- How much awareness of and support for transit is there in the community? Have the levels of awareness and support changed in the last few years?
  - Yes, there is awareness, and it has increased over the years.
- What do you believe BCT is doing well?
  - BCT runs an efficient operation.
- What do you believe can be done better?
  - Frequency of services could be faster.
  - Develop more routes to meet customer demand.
  - Improve marketing of the routes to increase customer awareness.

### 2. BCT Vision

- Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
  - Overall access seems to be good.
  - More access is needed for residents who are reliant on transit services, especially in the State Road 7 corridor.
- Are there any County or other land use policies that should be changed to help the transit system reach its goals?
  - Broward County land use policies support transit.
- What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
  - Branding and marketing BCT and its services.
  - Improved reliability.
  - Community-driven service and routes.
- Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
  - Ongoing evaluation of population centers, areas that have the greatest density are natural areas for increased transit services.
- What should BCT's priorities be for the next 10 years?
  - Improved interconnection with east and west.
  - Improved frequency of service between State Road7 and Broward Boulevard.

### 3. Transit Funding

- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
  - Increase in tourism tax.
  - TMA trolley fares should be reviewed.
- Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
  - Not at this time.
- Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
  - More funds are needed to improve BCT transit services.
  - It can be sustained, but at what level? Some cuts would need to happen to sustain the system.

### 4. Public Outreach

- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
  - Include an event in northwest Deerfield Beach, if possible.

### 5. What is your residential ZIP code?

- 33064



## ***Stakeholder Interview***

### **Broward County Public Schools**

**Robert Runcie, Superintendent, Jeff Moquin, Chief of Staff**

**Maurice Woods, Chief Operations Officer**

**Leslie Brown, Chief Portfolio Services Officer**

May 29, 2013, 12:00 pm

Broward County Public Schools

600 SE 3<sup>rd</sup> Street, Fort Lauderdale, FL 33306

### **Participants**

TDP Team Member: Pamela Adams

### **Summary**

#### **1. General Perceptions**

- What is your perception of transit's role in the community?
  - To move residents and customers from place to place.
- What do you believe BCT can do better?
  - Improve services; make stops closer to major destinations including schools.
  - Stops should not be more than one mile from major connections.
  - Expand services to include elementary school students and below.
  - Coordination with Broward County Public Schools bell time services when students are getting out of school.

#### **2. BCT Vision**

- Are there any County or other land use policies that should be changed to help the transit system reach its goals?
  - No
- What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
  - Better east-west connections.
  - Improve the frequency for headways.
  - Less distance from major school destinations.
- Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
  - Yes. Expanding transit system to meet all transportation/transit needs of the public.
  - Special needs populations.
- What should BCT's priorities be for the next 10 years?
  - Shared call center with Broward Schools.
  - Better coordination with all users.
  - Include the school board/staff in the Advisory Review Committee.

#### **3. Transit Funding**

- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
  - Leverage tourism for additional funding.

- Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - Not sure.
    - Tell the public how they will benefit from additional funding—what are the new services and projects being considered.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No. Transit services cannot be sustained without additional funding.
    - Implement a plan to build transit ridership.
4. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - None.
5. What is your residential ZIP code?
- 33323

## DISCUSSION GROUP SUMMARIES

(This page intentionally left blank.)

## **Discussion Group**

### **Quarterly Community Bus Meeting**

March 12, 2013, 9:00 am

Broward County Government Center West

Hearing Room, 2<sup>nd</sup> Floor, 1 N. University Drive, Plantation, FL 33324

### **Participants**

Community Bus Service Municipal Representatives & Contract Manager (see sign in sheet attached).

TDP Team Members: Jonathan Roberson, Nick Sofoul, Irv Minney, Phyllis Berry, Joel Rey, Pamela Adams

### **Summary**

1. Project Team and Community Bus Committee introduction
  - Jonathan Roberson introduced the team and the Transit Development Plan briefly.
  - BCT will follow up with each municipal partner to identify their respective visions for commuter bus and BCT services before the June meeting.
2. Transit Development Plan Overview
  - TDP acts as a 10-year vision for BCT.
  - TDP is for BCT and Broward County municipalities to develop a vision and plan for transit services.
  - State statute requires BCT to develop a TDP every 5–10 years, with the major update in the 10<sup>th</sup> year and a progress report every 3 years.
  - TDP directs planning for future transit services and it describes the required and desired services.
  - The purpose of the TDP is to create a 10-year vision and business plan, including planning, development, and operations,
  - 10-year transit plan is required for FDOT funding.
  - Key elements and approach to the TDP process
  - Extensive Public Involvement Plan.
  - Community Bus Service meeting is one of many focused group meetings to identify local transit needed for the next 10 years.
  - The TDP is an assessment of existing conditions.
3. BCT Overview
  - BCT has close to 40 riders per hour (better than Atlanta and Miami and almost as good as Portland, OR)
  - Express routes from the west side of Broward County to Miami are doing very well.
  - Miramar express service took off.
  - No reason BCT cannot double ridership in the next 10 years.
  - BCT is transporting 1.6% of all transportation trips in Broward County.
  - ARC members pointed out that the business community needs to hear these facts.
  - BCT needs a dedicated funding source to double ridership.
  - A broad viewpoint is needed to develop the transit system.
  - The benefits of transit need to get out to community.
4. Public involvement
  - The Public Involvement Plan is being reviewed by FDOT. Once it is approved, it will be shared with the group.

- The TDP is branded ““BCT Connected.”
  - To get market-driven coverage, must have public involvement.
  - Is the branding a “done deal”?
  - Concerns about “Connected” being a limiting term.
    - Mr. Garling indicated that BCT is not moving away from transit-dependent riders to choice riders, but rather it is trying to attract both types of riders.
    - “Connected” is focused on the accessibility aspect of transit.
    - “Connected” is more about BCT connecting to the community
    - It was suggested to use something such as “BCT: At Your Service” or “BCT: Service First.”
    - Some members of the ARC liked the term “Connected.”
5. Schedule
- ““BCT Connected”” is due to FDOT on September 1, 2013, so the schedule is tight.
6. Interactive Activity
- The philosophy of “do you answer for yourself or the people you represent?” was discussed.
7. Polling results:
- How often do you use BCT services?
  - What are the 3 most important improvements?
  - Which is more important?
  - Would you support long-term sustainable funding for public transportation?
8. Discussion questions:
- What about your community bus services works well?
    - Service is free.
    - Available to low income and older adults.
    - Students.
    - Service is available.
    - Bus can be flagged.
    - Service is consistent (fixed routes).
    - Access into neighborhoods.
    - Connects to other cities.
    - Tri-rail connection.
    - Fulfills a need, enables students to participate in after-school activities.
    - Services runs frequently
    - ADA access for riders.
    - Bike racks are available.
  - How could your community bus service be improved?
    - Designated bus stops.
    - Extended hours on weekends.
    - Bigger vehicles.
    - More frequent bus stops.
    - More reliable equipment/vehicles.
    - Additional funding.
    - Behavior of students on the bus is terrible, affects ridership.
    - Signage/information at bus stops.
    - Improve operator turnover/and English fluency.
  - What types of support does BCT provide to you at this time?
    - Route audit.
    - Scheduling.
    - Subsidy for operations.

- Signage/information at bus stops.
- Improve operator turnover/and English fluency.
- What types of support does BCT provide to you at this time?
  - Route audit.
  - Scheduling.
  - Subsidy for operations.
  - Informational materials about bus services.
  - Vehicles.
  - Administrative/management/consultation.
  - Good response time to questions and issues, 24–48 hours.
  - Quarterly meetings and training.
- How can BCT improve its support to you in the future?
  - Increased funding for services.
  - More training.
  - Increase fare ceiling.
  - Centralize maintenance and repair location(s).
  - Warranty on service repairs.
  - Real-time passenger and trip information at bus stops.
  - Increased number of spare vehicles.
- How would you like your community bus service to evolve over the next 10 years?
  - Seven-day service on all routes.
  - Weekend service past midnight in Fort Lauderdale.
  - GPS, cameras, Wi-Fi.
  - Real-time security surveillance on bus.
  - Advertisements on bus.
  - Smartphone app for real-time bus service.
  - Low-floor bus/cutaway bus.
  - Technology such as on-board announcements, Google maps.
  - Hybrid vehicles.
  - Open system for fare payment/phone application/card.

**Action Items**

- BCT staff will schedule follow-up meetings with each municipal partner to identify specific needs and services envisioned by the City.
- TDP team will provide a copy of the presentation to the Committee members.
- BCT staff will provide the TDP team with an e-mail address directory of Committee members.
- TDP team will re-visit the Commuter Services Committee in June 2013.

## Discussion Group

### Broward Regional Health Planning Council- Steering and Quality of Life Committee

April 15, 2013, 12:00 pm

200 Oakwood Lane, Suite 100, Hollywood, FL

### Participants

Sign-in sheet attached.

TDP Team Members: Joel Rey, Pamela Adams

### Summary

1. Transit Development Plan overview.
  - 10-year transit plan required for FDOT funding.
  - Acts as a vision for the transit agency.
  - BCT views the TDP as a 10-year business plan.
2. General Perceptions:
  - What is your perception of transit's role in the community?
    - Transit should be a clean, safe and convenient service to get people from point A to point B.
  - How much awareness of and support for transit is there in the community?
    - There is no awareness of and limited support for transit in the community.
    - Most people drive and do not try to learn about transit services until they can no longer drive.
    - Grassroots users understand BCT services and how to use them.
    - GRID system is used for the routes to make it easier to understand.
    - More advertisement on television and radio is needed for the general public to understand the services.
    - BCT route information should be more easily available.
    - More timely and attractive buses would attract more users.
    - Bus drivers should be more knowledgeable about bikes.
    - There is a stigma associated with using BCT services—this must be changed.
    - Connectivity between surface service must be improved.
  - Have the levels of awareness and support changed in the last few years?
    - Yes.
      - New buses are environmentally-friendly, bike racks, Wi-Fi.
      - More marketing with human service organization/programs.
      - Increased number of bus shelters.
      - Increase services to other counties.
      - Services taking tourists to cruise ships.
      - Paratransit system is inadequate.
      - The Wave does not make sense—this is at catenary system; it should be underground. This approach does not make sense in an area where hurricanes are prevalent.
3. What do you believe BCT is doing well?
  - Using employment and unemployment data to plan BCT services.
  - Provides average service; too slow to act and respond on service improvements. For example, in the area of technology, the improvements for on-time real-time BCT service were promised years ago and is not in place.



- What do you believe can be done better?
    - BCT strategy planning process should be ongoing.
    - Provide incentives to employers that provide incentives to employees.
    - Regional bus fare cards.
    - More bus shelters.
    - Make paratransit services more user-friendly.
    - Dedicated funding source.
    - Provide more bus passes for clients at human service agencies.
    - Use of technology to make the service more convenient to riders.
3. BCT Vision
- Are there any County or other land use policies that should be changed to help the transit system reach its goals? Example: Changing current land use and/or zoning requirements to enable increased densities and more intense land uses.
    - No
  - What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why? Examples: Increased service frequency, later service, premium transit services, park-and-ride lots combined with express bus service.
    - Provide incentives to employers to increase ridership and interest.
    - Make BCT information more accessible to the general public.
    - Strategic planning with large employers to improve routes.
    - Reach out to the “food desert” areas for input.
    - More reliable schedules.
    - Outreach and market to non-riders.
    - Positive public relations campaign.
  - Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
    - Yes. BCT should focus on areas that need additional services.
  - What should BCT’s priorities be for the next 10 years?
    - Expand and enhance express services.
    - Work to eliminate language barriers to using BCT services.
    - Working more with multicultural groups.
4. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation? Examples: Ad valorem taxes, sales taxes, motor fuel taxes, etc.
    - Business tax based on size of business.
    - FDOT funding.
    - Tourist tax.
  - Do you believe there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - No. There is not currently the willingness to consider additional funding for transit.
      - Promote transit service improvement and educate the public to obtain the needed support.
      - BCT must be more attractive to use, to reverse the public’s stigma related to public transportation.
      - Service should not be more than one mile from major connections.
      - Focus transportation education on “baby boomers.”
      - Provide education about and how the transit services will improve quality of life and economic development with additional funding.

- Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?

- No

5. Public Outreach

- We are creating a stakeholder database for this project that will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
  - Yes. More multicultural discussion groups.

**Action Items**

- Each attendee was asked to send the survey link to their colleagues, associates, family, and friends to complete the survey on line.
- ACG will send an electronic version of the outreach communique to with the survey link to Susan for circulation to the BRHPC.
- Susan will send ACG the sign-in sheet of attendees.

## **Discussion Group**

### **Broward County Pedestrians and Bicycle Advisory Committee**

May 8, 2013, 3:30 pm

Broward County Governmental Center

#### **Participants:**

Sign-in sheet attached.

TDP Team Members: Joel Rey, Pamela Adams

#### **Summary**

1. Transit Development Plan overview
  - Summary of public input from interviews, meetings, surveys today.
  - 10-year transit plan required for FDOT funding.
  - Acts as a vision for the transit agency.
  - BCT views the TDP as a 10-year business plan.
  - Timeframe for the TDP process.
2. General Perceptions
  - What is your perception of transit's role in the community?
    - System to divert vehicles off of the road.
    - Create bus only lanes in certain areas.
    - Increase bus rapid transit.
    - Provide amenities at bus stops. FDOT rules for bus shelters need to be more flexible. For example, the rules about tree removal and sidewalks do not incorporate the needs of pedestrians, bikers, and BCT riders, etc.
  - How much awareness of and support for transit is there in the community?
    - There is community awareness and support for transit. Para-transit users and the transit depended working class are very familiar with and support improved BCT services.
  - Have the levels of awareness and support changed in the last few years?
    - Yes
  - What do you believe BCT is doing well?
    - BCT implementation of the Breeze and express bus services
    - Increased marketing and advertising
  - What do you believe can be done better?
    - Improve communications with the public
    - Introduce technology, make real time BCT service information available to customers
    - Improve sitting benches at bus stops. Work with the cities to install functional shelters with adequate seating and that are designed to protect customers from the elements
3. BCT Vision
  - Are there areas currently not served or under-served by transit that should receive a higher priority? If so, where?
    - Pedestrians and bicyclist are not currently served well by BCT
  - Are there any County or other land use policies that should be changed to help the transit system reach its goals?
    - Yes.
    - Alignment of ROW and roadways/bus lanes to accommodate the bicycles and pedestrians at cross walk.

- Complete Streets—more walkable sidewalks
  - What improvements are needed in the transit system to attract more riders and meet community goals? Specify where? Why?
    - Bike lanes connection to bus stops
    - Stripping/pavement markings at intersections that govern the interaction between buses and bikes safely.
    - Tri-rail connections bikes and smart carts
    - Installation of Bike Boxes (safe places for bike riders to store bikes when using public Tri-rail)
    - Installation of right turn signalization options for bike riders
    - Strategically located direct bike routes to schools
    - More innovative/better bike racks on buses (racks that hold more than three bikes)
  - Should BCT be looking at new areas for transit service, or should it concentrate on areas with existing service?
    - BCT should enhance services where it they are needed most and create east west routes that are efficient to encourage ridership in new areas.
  - What should BCT’s priorities be for the next 10 years?
    - Improve coordination between BCT and BMPO
    - Establish and communicate BCT priorities
    - Expand community Bus services
    - Use transit to steer development
4. Transit Funding
- What existing or new local funding source(s) do you believe are appropriate to help fund public transportation?
    - Examples of new and existing funding sources include:
      - Sales tax would be the easiest approach to generate dedicated funds. Political implications are a concern.
      - Twenty-five cent increase to sales tax dedicated to transit should be achievable.
      - Managed lane fees and/or alcohol and tobacco tax should be dedicated to transit funding.
      - FDOT should provide additional funding
  - Do you believe that there is a willingness in the county to consider additional local funding sources for transit? If not, do you have suggestions as to how such support can be generated?
    - Not sure. If there is a willingness to consider additional local funding. The public would have to be totally engaged and prepared to support the effort for additional funding.
    - Previous attempts have failed due to lack of public support
    - An extensive public education campaign to promote the tax increase
    - The public needs to be assured that additional funds will go only to transit projects and for specific projects that they can identify.
  - Do you believe public transportation in the county can be sustained to meet current and future needs without a dedicated funding source?
    - No.
5. Public Outreach
- We are creating a stakeholder database for this project. The database will be used to provide updates on the “BCT Connected” process and public involvement opportunities. Are there individuals or groups in your District that need to be a part of this database?
    - Use of social media to reach all segments of the population.

- Use social media to provide real time transit information for the convenience of riders.
6. What is your residential ZIP code?
- 33073

**BPAC MEETING**

**Date: May 08, 2013**

**SIGN IN PLEASE**

NAME	AGENCY / (Visitor)
Joel Rey	Tindale-Oliver Assoc. (visitor)
HOWARD KAPLAN	COMMISSIONER RYAN
Nicholas Sofoul	BCT
Cindy Corbett-Elder	BCT
RICARDO GUTIERREZ	Broward MPO
MICHAEL Ronskavitz	" "
Steve Lim	BPAC Dist 1
Chris Clark	Resident Hollywood
Brittney Cyburn	Hallandale Bch Resident
Larry Stewart	BPAC
Peter Gertenbuch	BPAC
Vane Mmsho	BPAC
HUGH B. Bailey	BPAC
Pamela Adams	ACG
Jonathan Roberson	BCT
MARK HOROWITZ	BC ACG

**BPAC MEETING**

Date: May 08, 2013

**SIGN IN PLEASE**

NAME	AGENCY / (Visitor)
Kevin C Walford	City of Fort Lauderdale
<i>STRUB Cook</i>	<i>Resident</i>
<i>MIKE KRAL</i>	<i>BPAC</i>
Henry Hochmair	BPAC
<b>ART SEITZ</b>	<b>BPAC</b>
<i>JORG KRUSCHKA</i>	<i>CITY OF FORT LAUD.</i>

## ***Discussion Group***

### **Broward League of Cities, June Membership Meeting**

June 20, 2013, 12:00–2:00 pm

Renaissance Plantation, 12030 S. Pine Island Road, Plantation, FL

### ***Participants***

The Broward League of Cities membership meeting is a monthly meeting attended by Broward League of Cities members (elected officials), associate members, and their guests. Associate members comprise businesses that conduct business in the county with municipalities. There were approximately 100 persons in attendance.

TDP Team Members: Steve Tindale, Joel Rey, Tim Garling, Jonathan Roberson, Nicholas Sofoul, Pamela Adams, Davicka Thompson

### ***Summary***

The BCT TDP team had table with BCT marketing materials and BCT TDP informational materials available to the public. Two easels were used to present the “What is the TDP Board?” and a map representing BCT services and routes.

Mr. Rey provided a TDP Overview in a PowerPoint presentation that included the following:

- Transit Development Plan overview
- 10-year transit plan required for FDOT funding
- Acts as a vision for the transit agency
- BCT views the TDP as a 10-year business plan
- BCT performance levels
- PIP program

Mr. Garling responded to questions and comments from the group. Many of the comments and questions related to customer service from bus drivers related to recent events in the media, the community bus services, and how to improve services. Mr. Garling expressed the importance of the BLOC participation in the TDP process. The group participants were engaged and very open to discuss BCT current and future services.

Attendees were asked to complete a BCT TDP survey; 25 were completed and submitted.

**Discussion Group**

**Broward League of Cities**

June 20, 2013, 6:30 pm

Renaissance Plantation, 12030 S. Pine Island Road, Plantation, FL

**Participants**

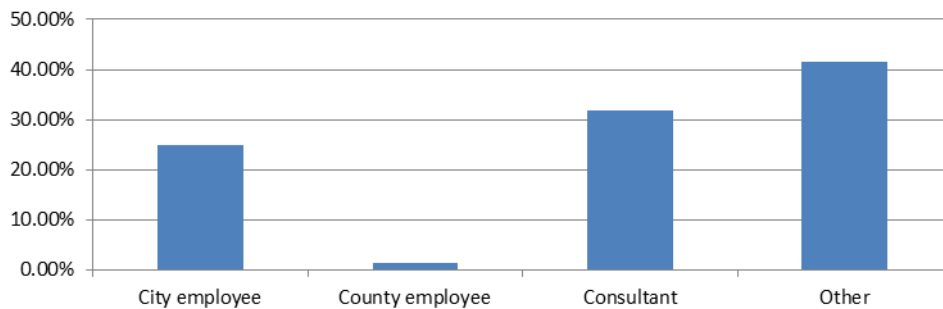
Broward League of Cities Membership

**Summary**

BCT presented an overview of “BCT Connected.” which included a polling exercise. Members of the audience were given voting devices (i.e., clickers) with which to vote in response to various questions. The following responses were gathered.

To understand who the audience was, the participants were asked to describe their employment type. Figure 1 shows that only one quarter (25%) of survey respondents said they were a city employee, with the majority (42%) choosing Other.

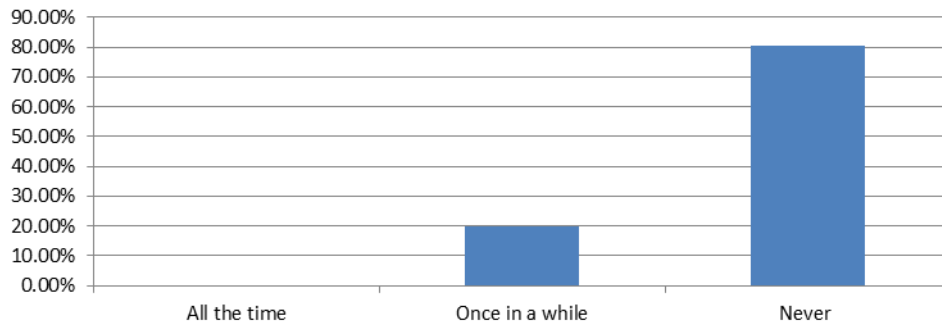
**Figure 1: Which best describes you? (n=72)**





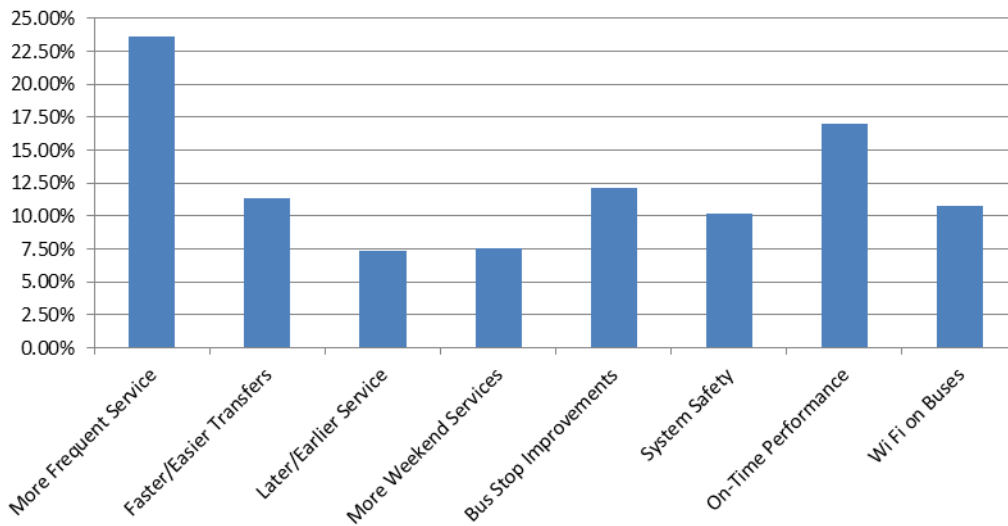
Participants were asked how often they use BCT’s services. Figure 2 shows that the overwhelming majority (80%) indicated never having used BCT’s transit services, whereas the other 20 percent indicated they use BCT once in a while. Interestingly, no one indicated using BCT all the time.

**Figure 2: How often do you use BCT services? (n=66)**



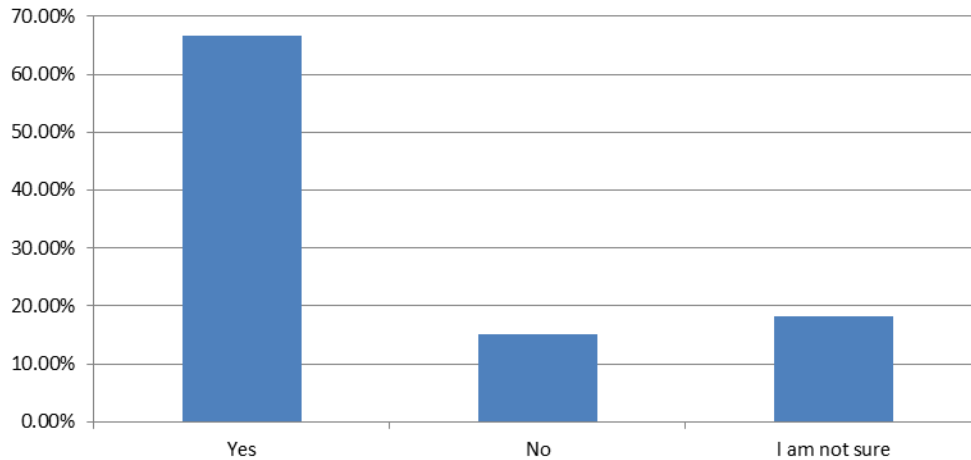
Survey participants were asked to prioritize the three most important improvements they would like to see in BCT’s services. More frequent service was the most important possible improvement according to 22 percent of respondents, followed by improvements to on-time performance at 17 percent, and improvements to bus stops at 12 percent.

**Figure 3: Pick the 3 most important improvements (n=74)**



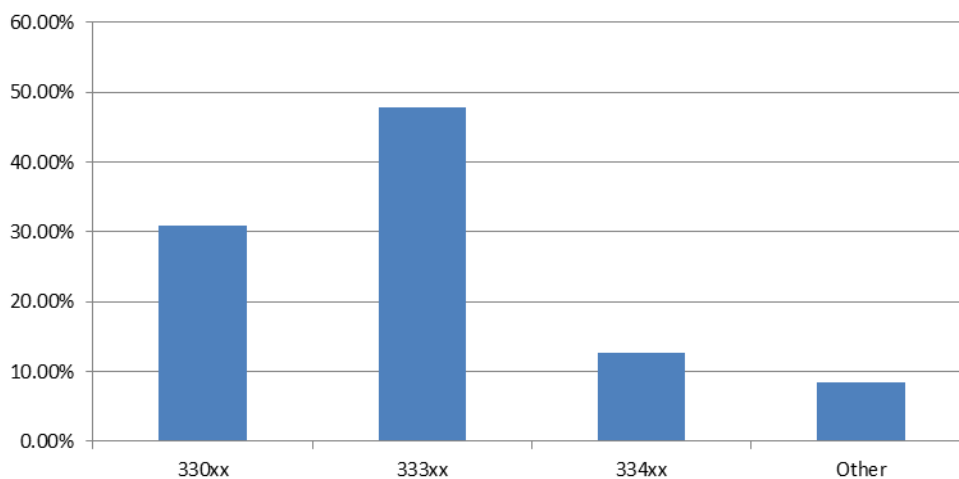
Participants were also asked if they would support long-term sustainable funding for public transportation. Figure 4 shows that more than two-thirds (67%) of respondents indicated that they would support long-term sustainable funding for public transit, with 15 percent indicating they would not support it.

**Figure 4: Would you support a long-term sustainable funding source for public transportation? (n=66)**



Participants were asked what the first three digits of their home ZIP codes were in order to identify what regions of the county they lived in. The majority (48%) indicated their ZIP codes started with 333xx, which are located in the cities in the central part of Broward County. Figure 5 shows the distribution of where participants of the poll lived.

**Figure 5: What is your residential ZIP code? (n=71)**



Following the presentation and polling activities, participants asked questions and engaged in discussion. The following points were raised.

- How was BCT handling the situation recently brought to light in the paper about BCT buses breaking down frequently?
- Someone expressed concern that the bus stops in downtown Hollywood were creating a space for the indigent to congregate and that maybe if they were moved out of downtown then this would not be an issue.
- A participant expressed concern that bus stops need to be conveniently located or the system will not be used.
- Discussion included comments about the fact that a vote on a new funding source would be difficult today due to the lack of understand about what the money would fund. BCT needs to present a plan for the funding and it needs to be a complete transportation system with pedestrian connectivity.
- Someone expressed desire to have special event service to Dolphin games from Coconut Creek.
- Participants questioned what was included in the previous TDP and what improvements were implemented and at what cost.
- Another person asked if BCT was looking into the use of alternative fuels.

(This page intentionally left blank.)