

This section of BCT *Connected* summarizes existing conditions and demographic characteristics within the transit service area. Baseline conditions establish the context for the delivery of transit services in Broward County and provide background information needed to understand BCT's service operating environment. A service area description, demographic characteristics, land use information, commuting patterns data, and roadway conditions are presented. Information and data reflect the most recent information available at the time of preparation of this Plan.

SERVICE AREA DESCRIPTION

Broward County is located in southeast Florida and is bordered to the north by Palm Beach County, to the south by Miami-Dade County, and to the west by Collier and Hendry counties. About two-thirds of Broward County comprises conservation area, including the Everglades. BCT service operates in the remaining one-third of the county that consists of urbanized area. Ninety-nine percent of the population in Broward County resides in 31 incorporated municipalities. Among incorporated municipalities, the largest city, Fort Lauderdale, has more than 165,000 residents as of 2010.

Other municipalities with a population greater than 100,000 in 2010 include Coral Springs, Miramar, Hollywood, and Pembroke Pines. Map 2-1 presents a physical representation of the county and its municipal areas. To better understand the study area conditions and demographic characteristics of Broward County, a review of pertinent information was conducted as part of the TDP update process. The sources for this information include the U.S. Census Bureau, American Community Survey (ACS), the Broward County MPO, and BCT.

POPULATION PROFILE

As of the 2010 U.S. Census, the total population of Broward County was 1,748,066. Table 2-1 shows the population levels for Broward County and Florida. The county population increased from 1,623,018 in 2000 to 1,748,066 in 2010, a growth of 7.7 percent over the 10-year period. This growth was not as strong as the population growth of Florida as a whole. A similar trend is true for growth in the number of households and the number of workers. Although Broward County greatly surpasses Florida in terms of population density, Florida's population density increased much more than Broward County's did over the time period between 2000 and 2010. Table 2-2 shows growth in population, households, and employment in Broward County from 1990 to 2010. Table 2-3 shows population and population density in Broward County, Miami-Dade County, and Palm Beach County.

Map 2-1: Study Area

Legend

BCT Routes

-  Express
-  Breeze
-  Local
-  Community Bus
-  SFRTA Tri-Rail

0 1.25 2.5 5 Miles

Source: Broward County Transit Division and Florida Geographic Data Library

This map is for conceptual purposes only and should not be used for legal boundary determination.

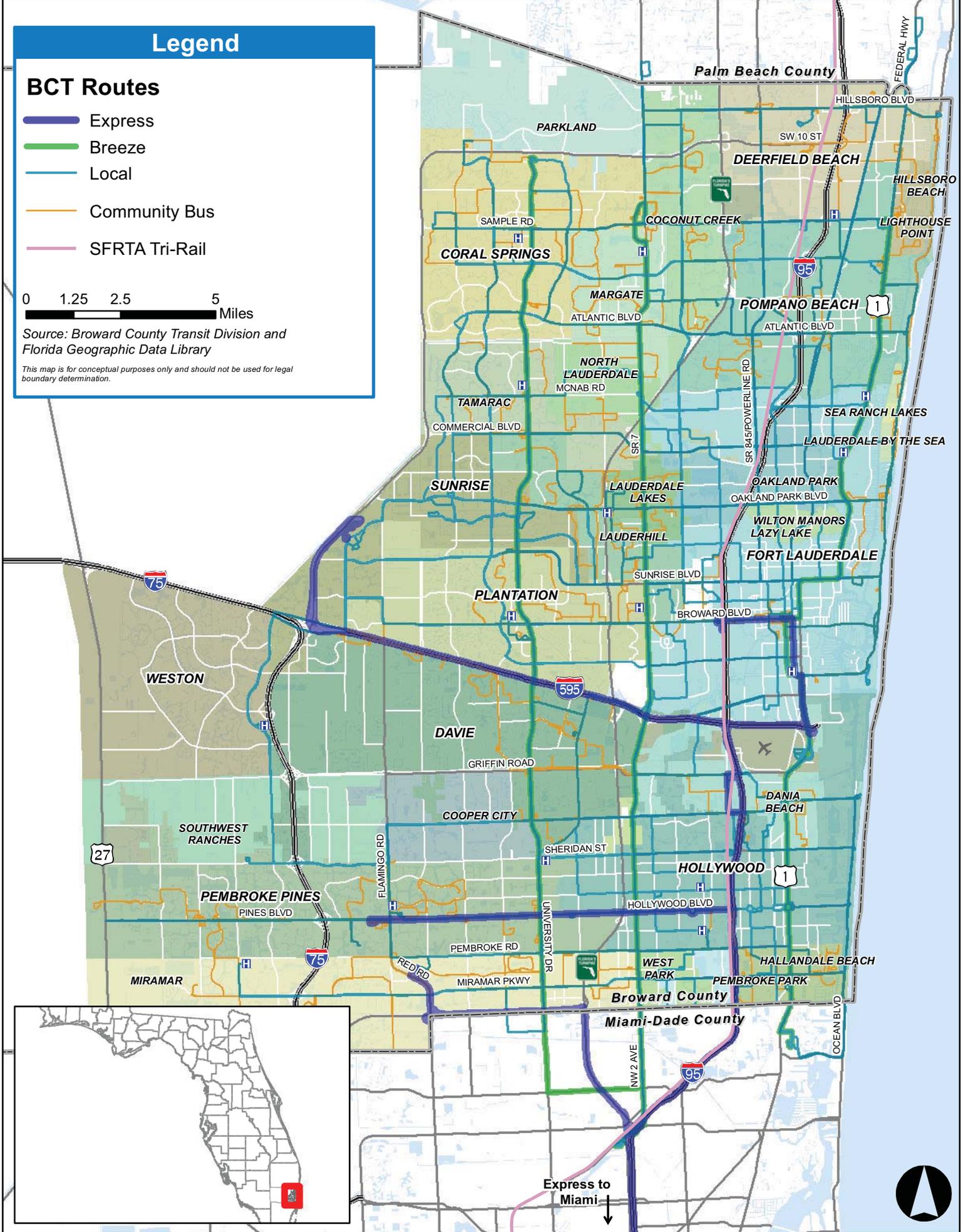


Table 2-1
Population Characteristics

Population Data	2000		2010		% Change (2000–2010)	
	Broward County	Florida	Broward County	Florida	Broward County	Florida
Persons	1,623,018	15,982,824	1,748,066	18,801,310	7.7%	17.6%
Households	654,445	6,337,929	686,047	7,420,802	4.8%	17.1%
Number of Workers (employed)	758,939	7,221,000	850,849	8,159,000	12.1%	13.0%
Urbanized Area (sq. mi.)	1,205.4	53,926.8	1,209.8	53,926.8	0.8%	0.0%
Conservation Area (sq. mi.)	114.2	11,827.8	113.1	12,132.9	1.0%	2.6%
Persons per Household	2.48	2.52	2.55	2.53	2.7%	0.4%
Workers per Household	1.16	1.14	1.24	1.10	6.9%	-3.5%
Persons per Square Mile	1,346.5	296.4	1,444.9	350.6	7.7%	18.3%
Workers per Square Mile	629.6	133.9	703.3	152.1	12.1%	13.6%

Source: U.S. Census Bureau, 2000 Census, 2010 Census, and 2007–2011 American Community Survey

Table 2-2
Broward County Population Trends

Population Data	1990	2000	2010	% Change (1990–2000)	% Change (2000–2010)	% Change (1990–2010)
Persons	1,255,488	1,623,018	1,748,066	29.3%	7.7%	39.2%
Households	528,442	654,445	686,047	23.8%	4.8%	29.8%
Number of Workers (employed)	616,278	758,939	850,849	23.1%	12.1%	38.1%

Source: U.S. Census Bureau, 1990 Census, 2000 Census, and 2010 Census

Table 2-3
Regional Population and Density (2010)

Location	Population	Density (Persons per Square Mile)
Broward County	1,748,066	1,444.9
Miami-Dade County	2,496,435	1,315.5
Palm Beach County	1,320,134	670.2

Source: U.S. Census Bureau, 2010 Census

Table 2-4 presents the population and population change between 2000 and 2010 for incorporated and unincorporated areas in Broward County. Lauderdale-by-the-Sea, Parkland, and Miramar experienced the top three population changes between 2000 and 2010, with 136.3 percent, 73.2 percent, and 67.8 percent growth, respectively.

Table 2-4
Broward County Population Trends for Cities, Towns, Villages, and Unincorporated Areas

Municipality	2000	2010	% Change (2000–2010)
Coconut Creek	43,566	52,909	21.4%
Cooper City	27,939	28,547	2.2%
Coral Springs	117,549	121,096	3.0%
Dania Beach	20,061	29,639	47.7%
Davie	75,720	91,992	21.5%
Deerfield Beach	64,583	75,018	16.2%
Fort Lauderdale	152,397	165,521	8.6%
Hallandale Beach	34,282	37,113	8.3%
Hillsboro Beach	2,163	1,875	-13.3%
Hollywood	139,357	140,768	1.0%
Lauderdale Lakes	31,705	32,593	2.8%
Lauderdale-by-the-Sea	2,563	6,056	136.3%
Lauderhill	57,585	66,887	16.2%
Lazy Lake	38	24	-36.8%
Lighthouse Point	10,767	10,344	-3.9%
Margate	53,909	53,284	-1.2%
Miramar	72,739	122,041	67.8%
North Lauderdale	32,264	41,023	27.1%
Oakland Park	30,966	41,363	33.6%
Parkland	13,835	23,962	73.2%
Pembroke Park	6,299	6,102	-3.1%
Pembroke Pines	137,427	154,750	12.6%
Plantation	82,934	84,955	2.4%
Pompano Beach	78,191	99,845	27.7%
Sea Ranch Lakes	1,392	670	-51.9%
Southwest Ranches*	-	7,345	-
Sunrise	85,779	84,439	-1.6%
Tamarac	55,588	60,427	8.7%
West Park*	-	14,156	-
Weston	49,286	65,333	32.6%
Wilton Manors	12,697	11,632	-8.4%
Incorporated	1,493,581	1,731,709	15.9%
Unincorporated	129,437	16,357	-87.4%
Total	1,623,018	1,748,066	7.7%

*Southwest Ranches and West Park were not incorporated in 2000.

Note: Some increases in population from 2000 to 2010 are due to annexation.

Source: U.S. Census Bureau, 2000 and 2010 Census

Maps 2-2 and 2-3 illustrate 2013 and 2035 population density by Traffic Analysis Zone (TAZ) for Broward County. TAZs are geographic units used in the transportation planning process to assist in forecasting travel demand. Broward County has an extremely high population density compared with Florida as a whole – 1,445 versus 351 people per square mile of land area, respectively. The highest population growth areas are located near Hollywood Boulevard & US 1, between Oakland Park Boulevard and Sunrise Boulevard near the Florida Medical Center, and in Deerfield Beach.

Maps 2-4 and 2-5 illustrate the 2013 and 2035 employment density by TAZ for Broward County. The highest growth areas for employment density between 2013 and 2035 are anticipated to occur in Deerfield Beach, Pompano Beach, and Hollywood. Maps 2-6 and 2-7 display total existing (2013) and future (2035) dwelling unit densities in the county. The highest dwelling unit densities are found in downtown Fort Lauderdale and along the Atlantic coast. The highest growth in dwelling unit density between 2013 and 2035 is expected to occur between Oakland Park Boulevard and Sunrise Boulevard near the Florida Medical Center and in downtown Fort Lauderdale.

Map 2-2: Broward County 2013 Population Density

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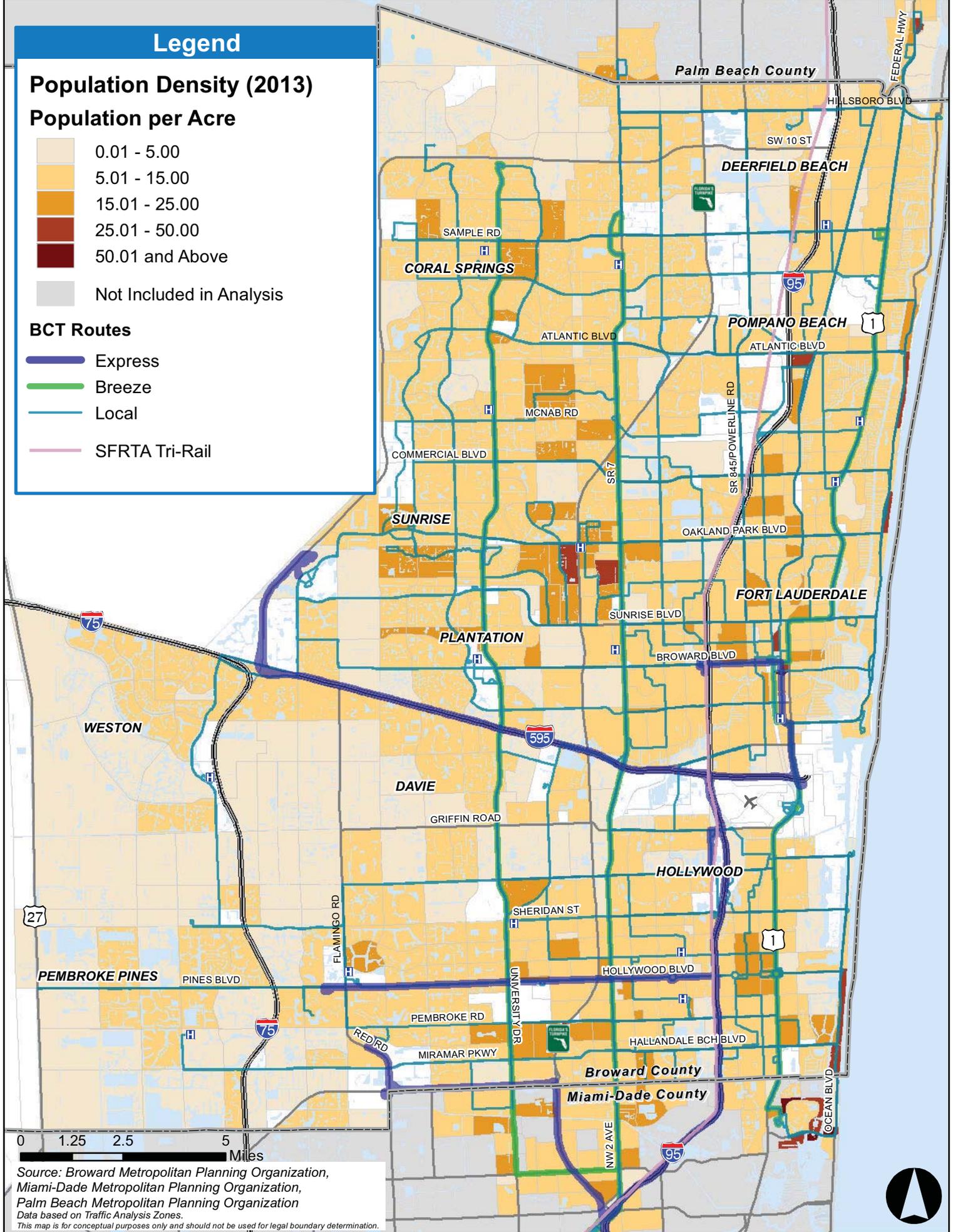
Population Density (2013)

Population per Acre



Grey box: Not Included in Analysis

BCT Routes



Source: Broward Metropolitan Planning Organization, Miami-Dade Metropolitan Planning Organization, Palm Beach Metropolitan Planning Organization
 Data based on Traffic Analysis Zones.
 This map is for conceptual purposes only and should not be used for legal boundary determination.

Map 2-3: Broward County 2035 Population Density

Legend

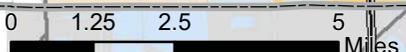
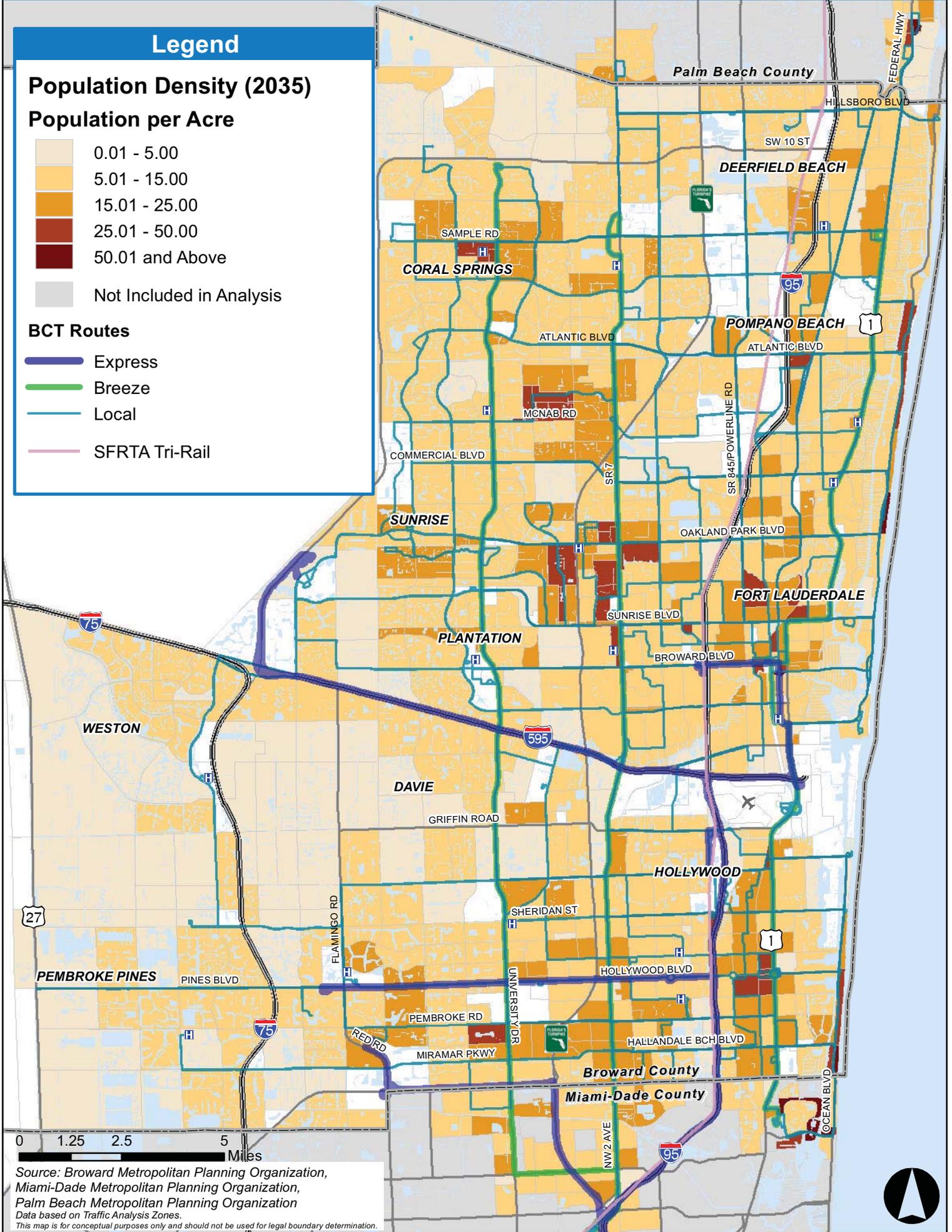
Population Density (2035)

Population per Acre



Grey: Not Included in Analysis

BCT Routes



Source: Broward Metropolitan Planning Organization, Miami-Dade Metropolitan Planning Organization, Palm Beach Metropolitan Planning Organization
 Data based on Traffic Analysis Zones.
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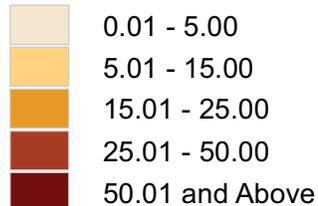


Map 2-4: Broward County 2013 Employment Density

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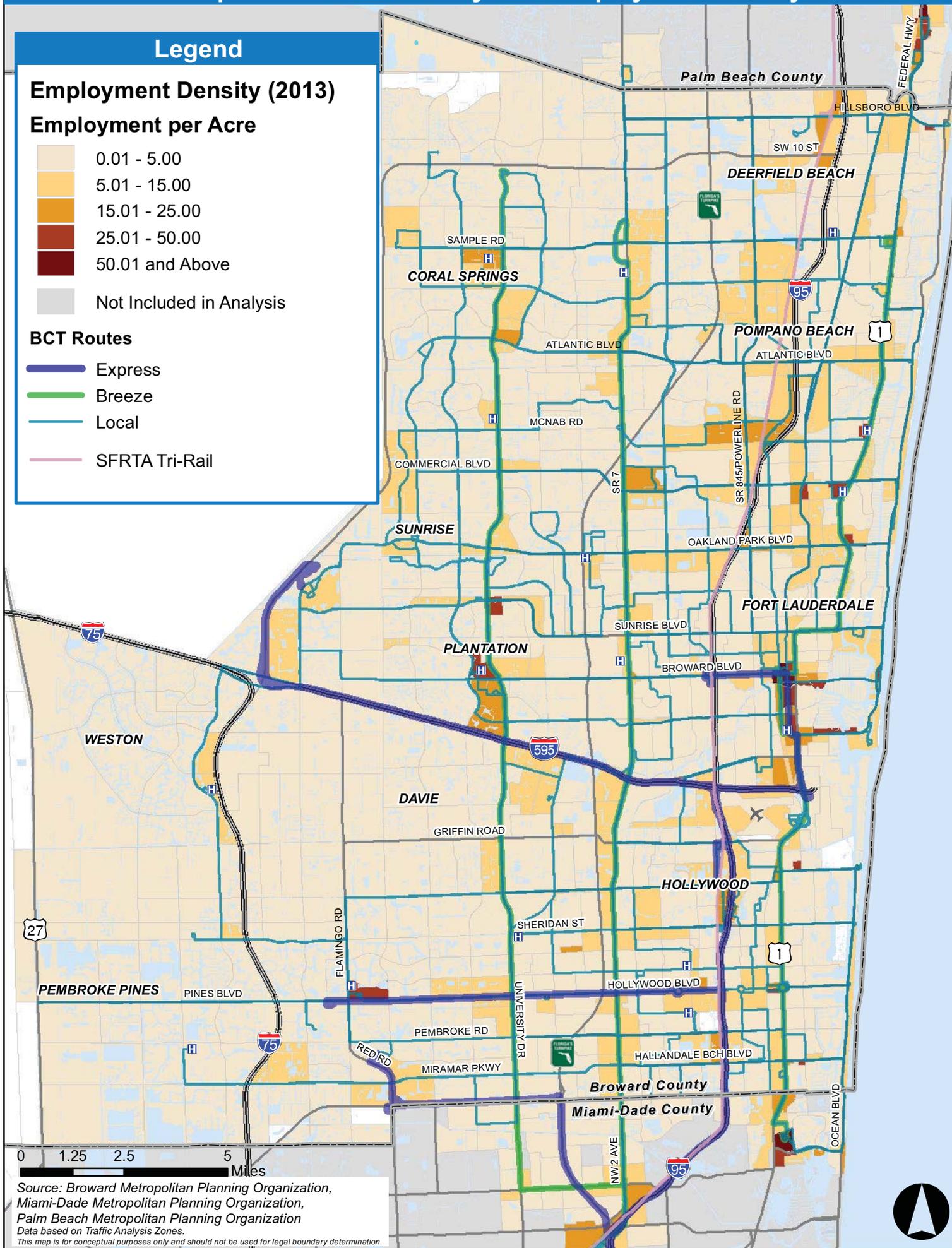
Employment Density (2013)

Employment per Acre



Grey box: Not Included in Analysis

BCT Routes



Source: Broward Metropolitan Planning Organization, Miami-Dade Metropolitan Planning Organization, Palm Beach Metropolitan Planning Organization
 Data based on Traffic Analysis Zones.
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Map 2-5: Broward County 2035 Employment Density

Legend

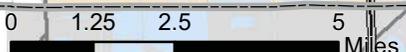
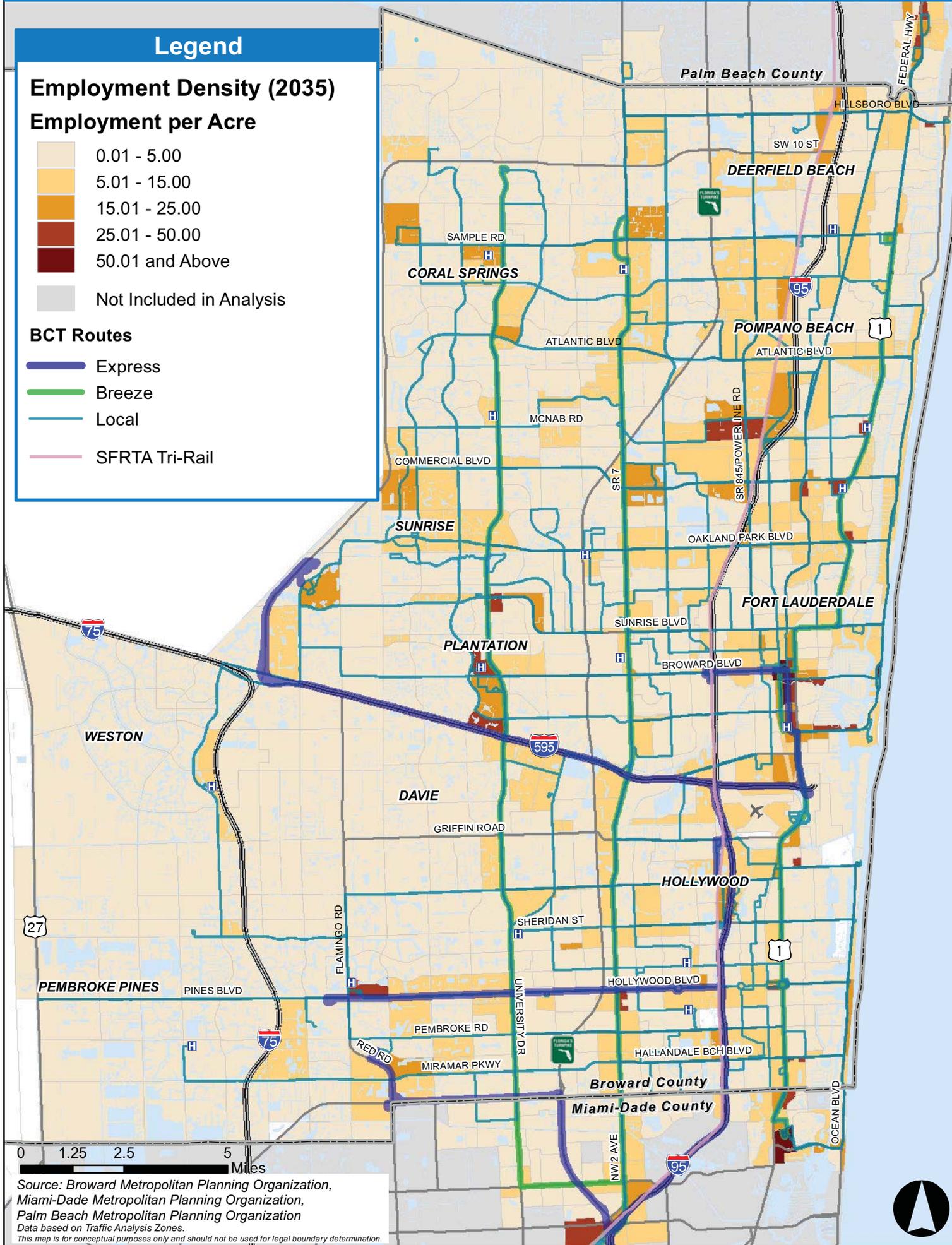
Employment Density (2035)

Employment per Acre



Grey box: Not Included in Analysis

BCT Routes



Source: Broward Metropolitan Planning Organization, Miami-Dade Metropolitan Planning Organization, Palm Beach Metropolitan Planning Organization
 Data based on Traffic Analysis Zones.
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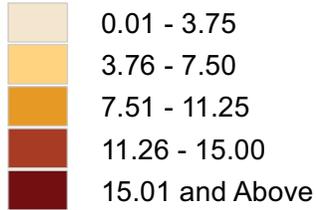


Map 2-6: Broward County 2013 Dwelling Unit Density

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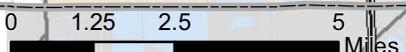
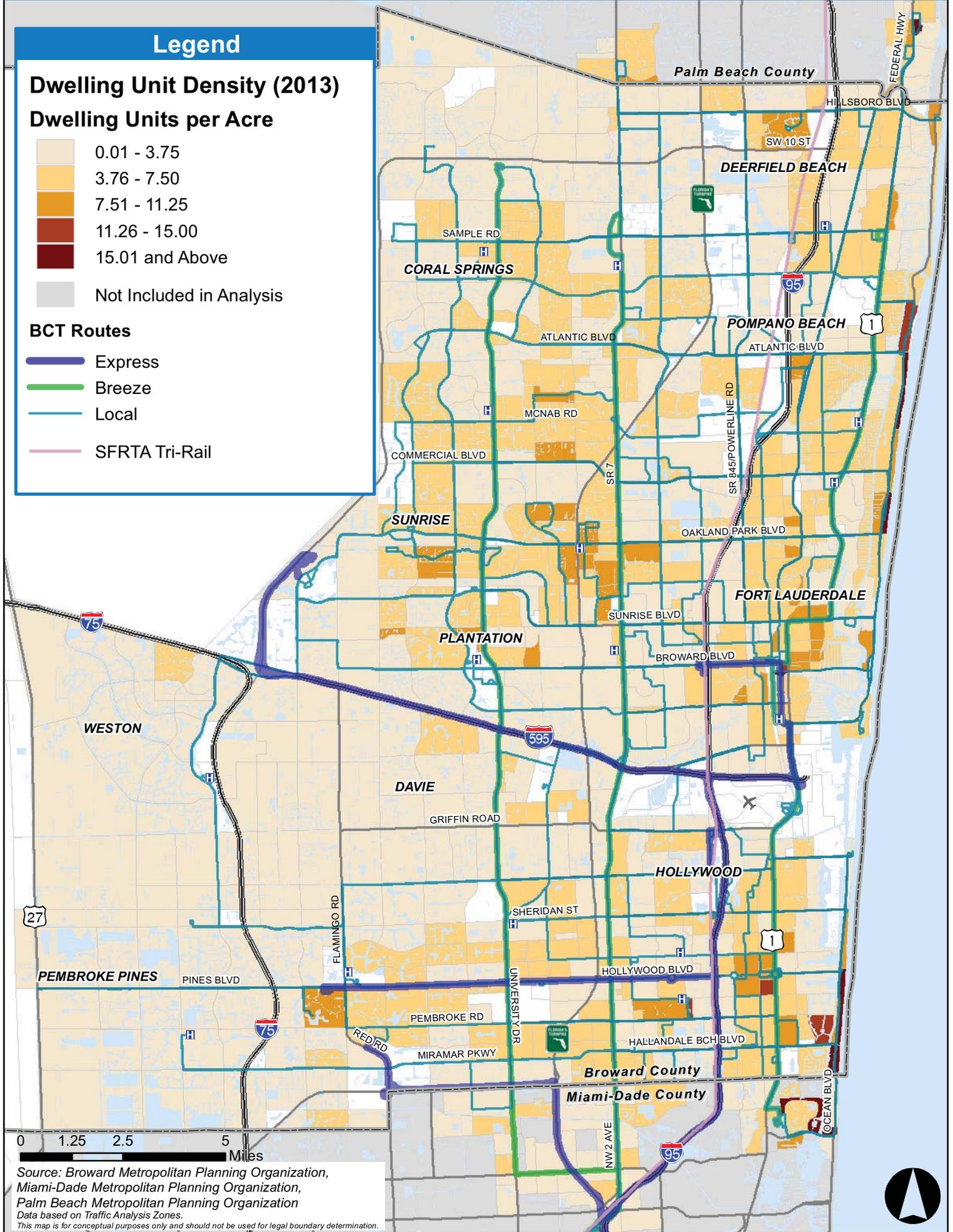
Dwelling Unit Density (2013)

Dwelling Units per Acre



Not Included in Analysis

BCT Routes



Source: Broward Metropolitan Planning Organization, Miami-Dade Metropolitan Planning Organization, Palm Beach Metropolitan Planning Organization
 Data based on Traffic Analysis Zones.
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Map 2-7: Broward County 2035 Dwelling Unit Density

Legend

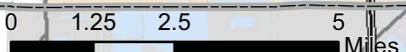
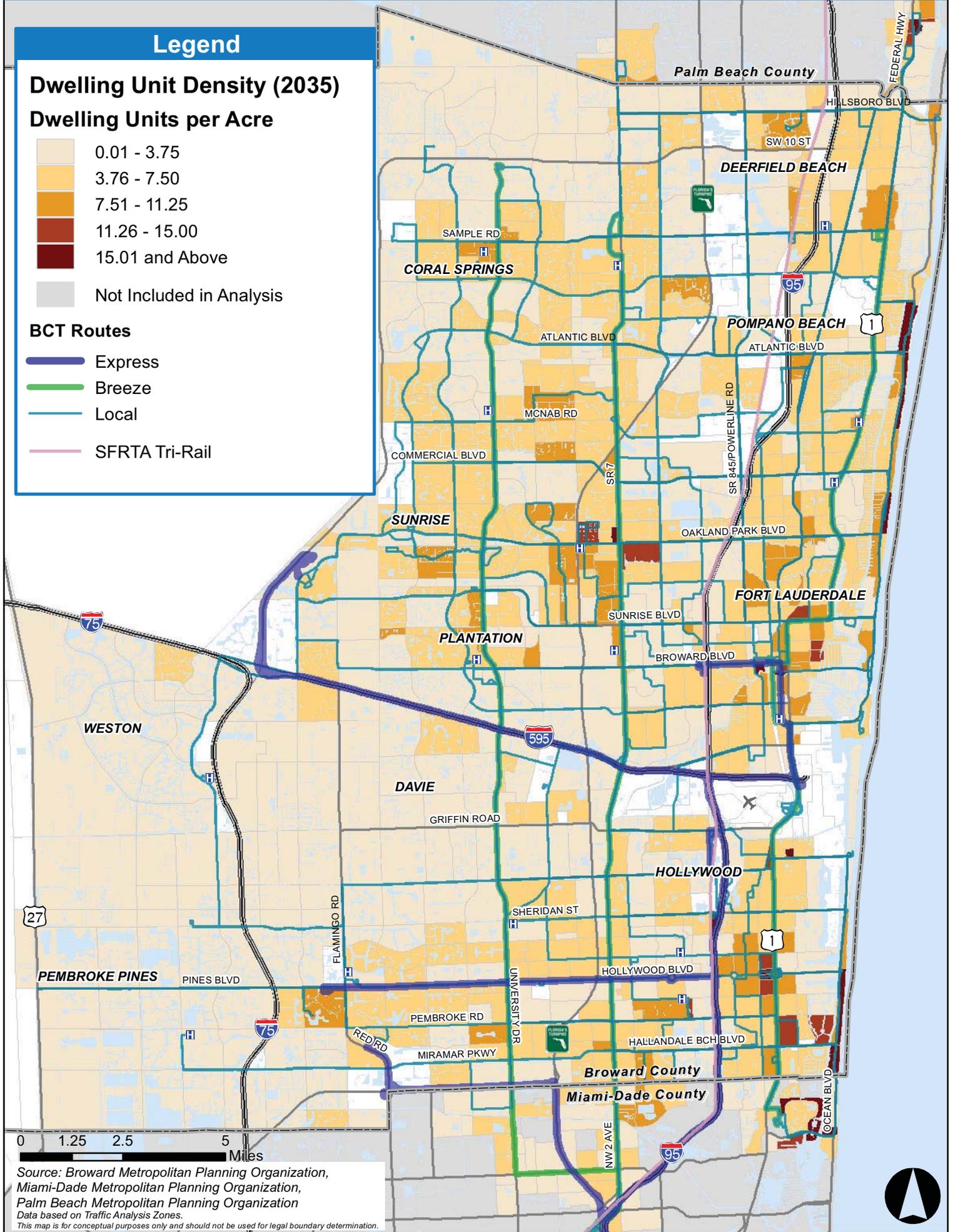
Dwelling Unit Density (2035)

Dwelling Units per Acre



Not Included in Analysis

BCT Routes



Source: Broward Metropolitan Planning Organization, Miami-Dade Metropolitan Planning Organization, Palm Beach Metropolitan Planning Organization
 Data based on Traffic Analysis Zones.
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TRANSPORTATION DISADVANTAGED POPULATION ESTIMATES

As shown in Table 2-5, Transportation Disadvantaged (TD) population estimates are split into two categories. Category I refers to the entire TD population and includes persons with disabilities (Disabled), older adults (Elderly), low-income persons, and “high-risk” or “at-risk” children. Category II is a subset of Category I and includes only those who are not able to transport themselves or cannot afford transportation. TD populations in both categories increased by more than 10 percent from 2008 to 2013, indicating the potential for an increase in demand for paratransit services in the future.

**Table 2-5
Broward County Potential Transportation Disadvantaged Population**

TD Segments	Population Estimates (2008)	Percent of Total	Population Estimates (2013)	Percent of Total	% Change (2008–2013)
Category I					
Disabled, Non-Elderly, Low Income	9,251	1.5%	9,536	1.4%	3.1%
Disabled, Non-Elderly, Non-Low Income	78,025	12.3%	80,424	11.5%	3.1%
Disabled, Elderly, Low Income	13,979	2.2%	16,053	2.3%	14.8%
Disabled, Elderly, Non-Low Income	139,641	22.1%	160,357	22.8%	14.8%
Non-Disabled, Elderly, Low Income	25,070	4.0%	28,789	4.1%	14.8%
Non-Disabled, Elderly, Non-Low Income	250,415	39.6%	287,565	41.0%	14.8%
Non-Disabled, Non-Elderly, Low Income	115,766	18.3%	119,326	17.0%	3.1%
Total (Category I)	632,147	100.0%	702,050	100.0%	11.1%
Category II					
Transportation Disabled, Non-Elderly, Low Income, No Transport	3,125	2.7%	3,222	2.5%	3.1%
Transportation Disabled, Non-Elderly, Non-Low Income, No Transport	26,360	22.8%	27,170	21.3%	3.1%
Transportation Disabled, Elderly, Low Income, No Transport	6,248	5.4%	7,175	5.6%	14.8%
Transportation Disabled, Elderly, Non-Low Income, No Transport	62,409	54.0%	71,667	56.2%	14.8%
Non-Transportation Disabled, Low Income, No Auto, No Fixed-Route Transit	17,444	15.1%	18,341	14.4%	5.1%
Total (Category II)	115,586	100.0%	127,575	100.0%	10.4%

Source: BCT 2009-2018 Transit Development Plan, Broward County 2012 Transportation Disadvantaged Service Plan

DEMOGRAPHIC AND JOURNEY-TO-WORK CHARACTERISTICS

Demographic information including data regarding minority populations, age, and income along with journey-to-work characteristics such as household vehicle availability, labor force rates, commuting patterns, travel time to work, means of travel to work, and roadway conditions are provided in this section.

MINORITY POPULATION

Table 2-6 displays the percent distribution of minority populations within Broward County compared to Florida. Broward County is a majority-minority county, with a minority population of 55.4 percent, about 14 percentage points more than Florida as a whole. As illustrated in Map 2-8, the highest concentrations of minority populations in Broward County are located in the northeast, north central, and southern portions of Broward County.

Table 2-6
Minority and Non-Minority Population within Broward County

Location	Minority Population	% of Total Population	Non-Hispanic White Population	% of Total Population
Broward County	965,236	55.4%	776,876	44.6%
Florida	7,771,368	41.6%	10,917,419	58.4%

Source: U.S. Census Bureau, 2007–2011 American Community Survey

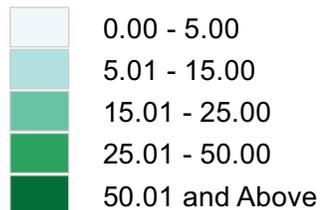
AGE DISTRIBUTION

The age distribution of Broward County is similar to the age distribution of Florida as a whole, as shown in Table 2-7. The population cohorts that are most closely associated with transit-dependency—persons under age 18 and persons age 65 and over—represent 36.7 percent of the total population in Broward County. Table 2-8 shows age trends in Broward County from 1980 to 2010. In 2010, a smaller proportion of the population is aged 65 and over than in any of the previous years.

Map 2-8: Percent Minority Population (2011)

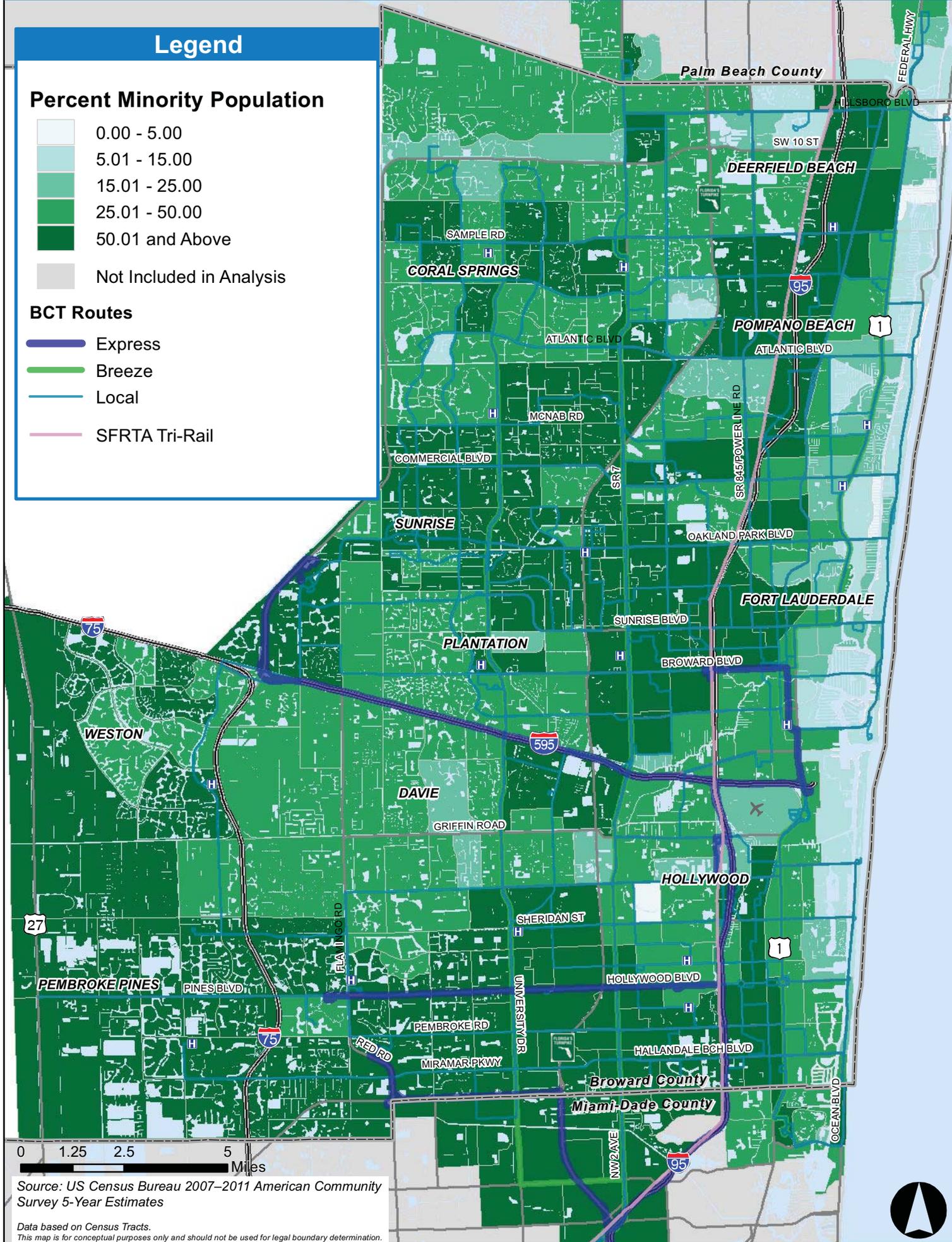
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Percent Minority Population



Not Included in Analysis

BCT Routes



Source: US Census Bureau 2007–2011 American Community Survey 5-Year Estimates

Data based on Census Tracts.
This map is for conceptual purposes only and should not be used for legal boundary determination.

Table 2-7
Population and Age Distribution (2011)

Location	Age				
	Under 18	18–24	25–44	45–64	65 Years and Over
Broward County	392,112	146,454	481,438	474,720	247,288
% of total population	22.5%	8.4%	27.6%	27.3%	14.2%
Florida	4,005,833	1,733,738	4,749,797	4,992,966	3,206,453
% of total population	21.4%	9.3%	25.4%	26.7%	17.2%

Source: U.S. Census Bureau, 2007-2011 American Community Survey

Table 2-8
Broward County Age Trends

Year	Age			
	Under 15	15–44	45–64	65 Years and Over
1980	16.7%	39.4%	21.9%	22.0%
1990	17.4%	43.4%	18.6%	20.7%
2000	19.9%	42.4%	21.7%	16.1%
2010	18.3%	39.8%	27.7%	14.3%

Source: Bureau of Economic and Business Research

As indicated, young people and older adults are more likely than the rest of the population to use public transportation. These populations include youth under age 16 who cannot legally operate a motor vehicle and, therefore, typically have a higher propensity for using transit, as well as older adults, who often are no longer able to drive due to impairments from aging. Maps 2-9 and 2-10 illustrate the concentrations of residents under age 16 and those who are over age 60 within the county.

INCOME

As shown in Table 2-9, the distribution of household incomes for Broward County is similar to that of Florida. The biggest difference between Broward County and the state are in the “\$50,000 and Over” household income category, with Florida at 48.1 percent and Broward County at 51.8 percent.

Map 2-11 shows the geographic distribution of families living below the poverty level in Broward County. The U.S. Census Bureau uses a set of dollar value thresholds that vary by family size and composition to determine who is living in poverty. To determine poverty status, the Census Bureau compares the household’s total family income in the last 12 months with the poverty threshold appropriate for that household’s family size and composition.

Map 2-9: Percent of Population Under Age 16 (2011)

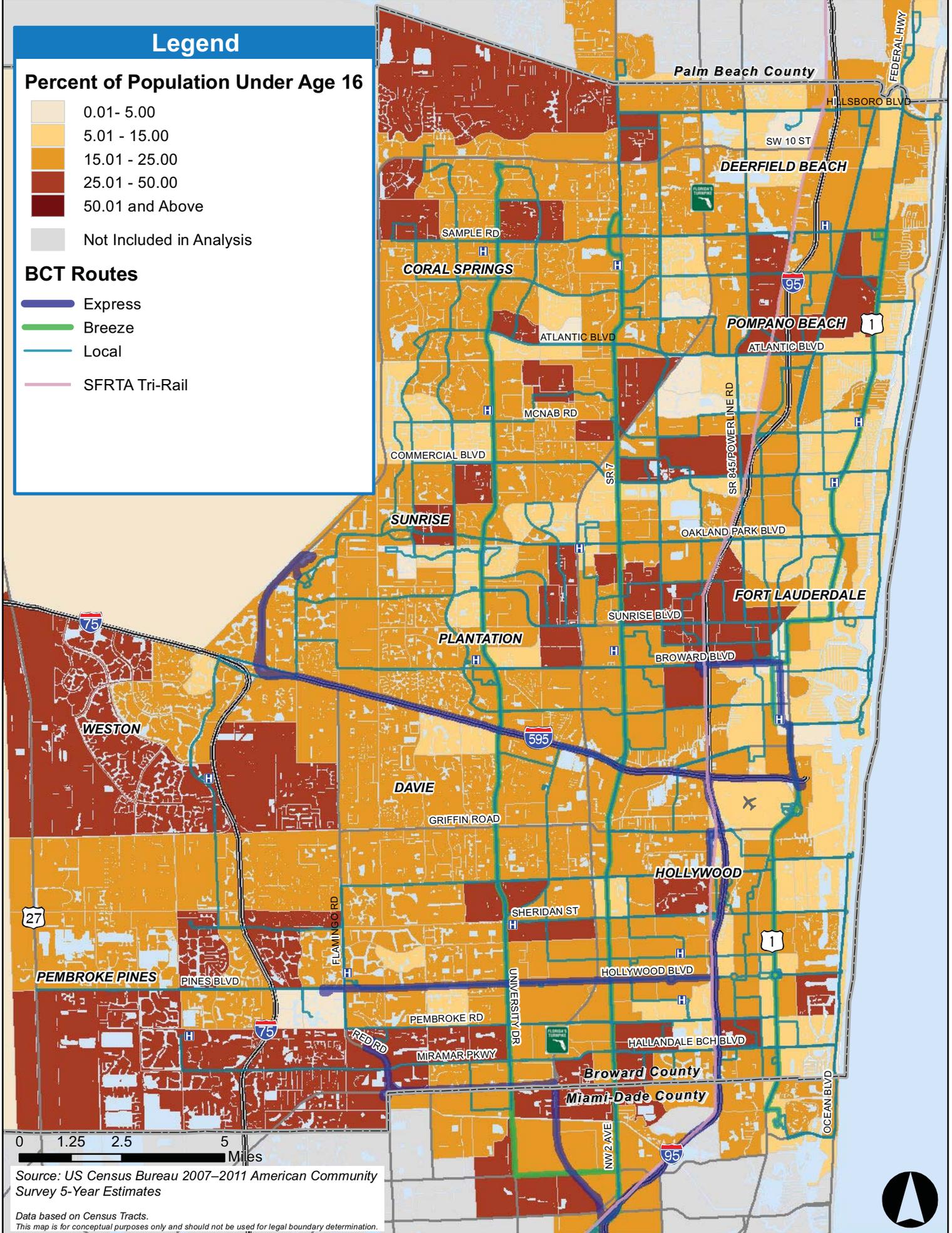
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Percent of Population Under Age 16

- 0.01 - 5.00
- 5.01 - 15.00
- 15.01 - 25.00
- 25.01 - 50.00
- 50.01 and Above
- Not Included in Analysis

BCT Routes

- Express
- Breeze
- Local
- SFRTA Tri-Rail



0 1.25 2.5 5 Miles

Source: US Census Bureau 2007–2011 American Community Survey 5-Year Estimates

Data based on Census Tracts.
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Map 2-10: Percent of Population Over Age 60 (2011)

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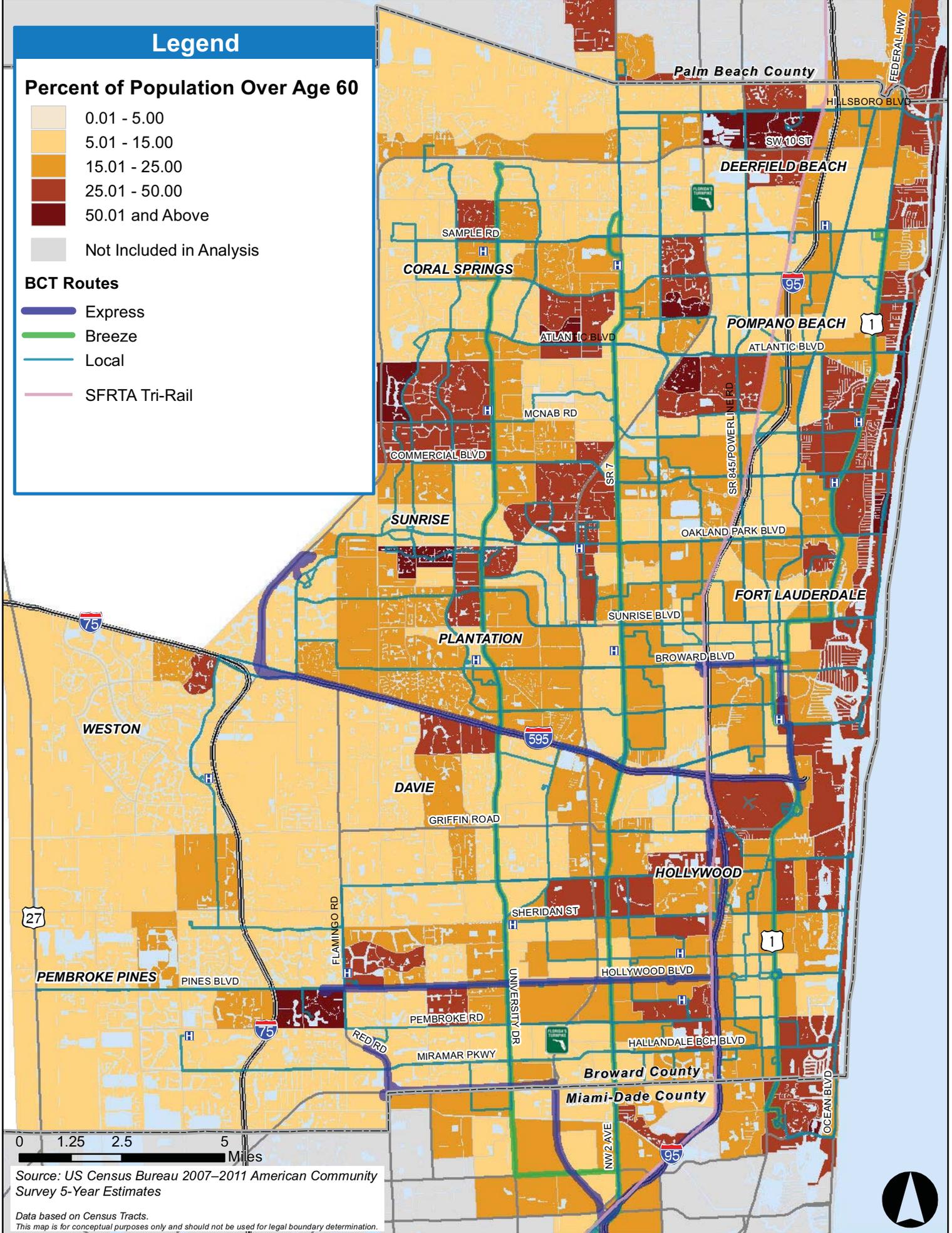
Percent of Population Over Age 60

- 0.01 - 5.00
- 5.01 - 15.00
- 15.01 - 25.00
- 25.01 - 50.00
- 50.01 and Above

Not Included in Analysis

BCT Routes

- Express
- Breeze
- Local
- SFRTA Tri-Rail



Source: US Census Bureau 2007–2011 American Community Survey 5-Year Estimates

Data based on Census Tracts.
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**Table 2-9
Household Income Distribution (2011)**

Location	Household Income					
	\$0– \$9,999	\$10,000– \$14,999	\$15,000– \$24,999	\$25,000– \$34,999	\$35,000– \$49,999	\$50,000 and Over
Broward County	45,430	35,854	72,992	73,602	92,987	344,172
% of total households	6.8%	5.4%	11.0%	11.1%	14.0%	51.8%
Florida	522,572	405,372	840,479	839,473	1,094,185	3,437,915
% of total households	7.3%	5.7%	11.8%	11.8%	15.3%	48.1%

Source: U.S. Census Bureau, 2007-2011 American Community Survey

For example, consider a family of three with one child under 18 years of age, interviewed in July 2011 and reporting a total family income of \$14,000 for the last 12 months (July 2010 to June 2011). The appropriate poverty threshold for this family type based on Census thresholds is \$17,788. Comparing the family’s income of \$14,000 with the poverty threshold shows that the family and all people in the family are considered to have been living in poverty at the time of the data collection. In Broward County, Pompano Beach and Fort Lauderdale have the highest proportion of those living below the poverty level.

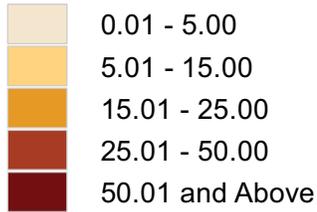
HOUSEHOLD VEHICLE AVAILABILITY

Table 2-10 shows the number of vehicles available by household within Broward County and Florida. As shown, the County’s distribution of household vehicle availability is similar to that for Florida. Almost three-quarters of the households in the county have at least two vehicles available to them. Household vehicle availability plays an important role in determining public transit needs. Persons living in zero-vehicle households are traditionally considered transit-dependent as they rely heavily upon transit to fulfill their transportation needs. Map 2-12 illustrates the geographic distribution of those zero-vehicle households within the county by census tract.

Map 2-11: Percent of Population Below Poverty Level (2011)

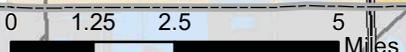
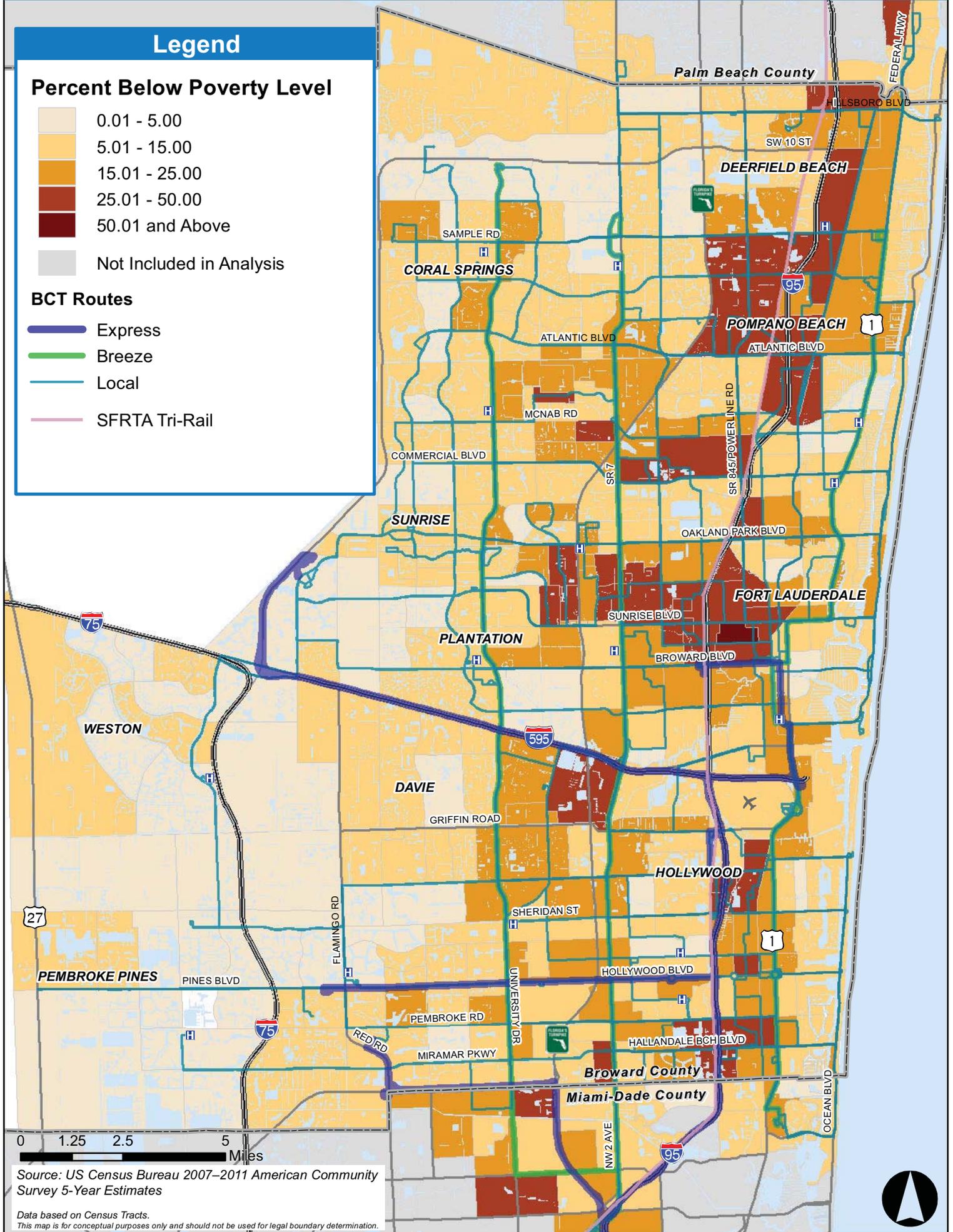
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Percent Below Poverty Level



Not Included in Analysis

BCT Routes



Source: US Census Bureau 2007–2011 American Community Survey 5-Year Estimates

Data based on Census Tracts.
This map is for conceptual purposes only and should not be used for legal boundary determination.



Table 2-10
Distribution of Vehicle Availability by Household (2011)

Location	Number of Vehicles Available			
	Zero	One	Two	Three or More
Broward County	24,278	209,133	374,574	216,653
% of total households	2.9%	25.4%	45.4%	26.3%
<hr/>				
Florida	234,449	1,958,332	3,731,877	2,148,015
% of total households	2.9%	24.3%	46.2%	26.6%

Source: U.S. Census Bureau, 2007-2011 American Community Survey

LABOR FORCE

Table 2-11 displays the total labor force and the average percentage of those laborers who were unemployed in the time period from March 2012 to February 2013. At 7.2 percent, Broward County has a lower unemployment rate than the State as a whole.

Table 2-11
Average Labor Force Participation (March 2012 to February 2013)

Location	Total Labor Force	Employed	Unemployed	Unemployment Rate
Broward County	1,018,350	945,272	73,078	7.2%
Florida	9,385,748	8,598,647	787,101	8.4%

Source: Bureau of Labor Statistics

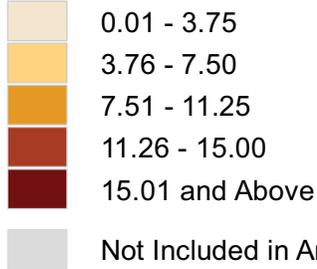
COMMUTING PATTERNS

Table 2-12 summarizes commuter flows for workers living in Broward County. The analysis of 2010 data indicates that more than 60 percent of the workers residing in Broward County also work in Broward County. Nearly 40 percent of Broward County workers commute to neighboring counties. Miami-Dade County is the most common destination for workers commuting to destinations outside Broward County (19.4%). Compared with 2009, the total number of workers who both resided and worked in Broward County in 2010 experienced a 1.1 percentage point increase.

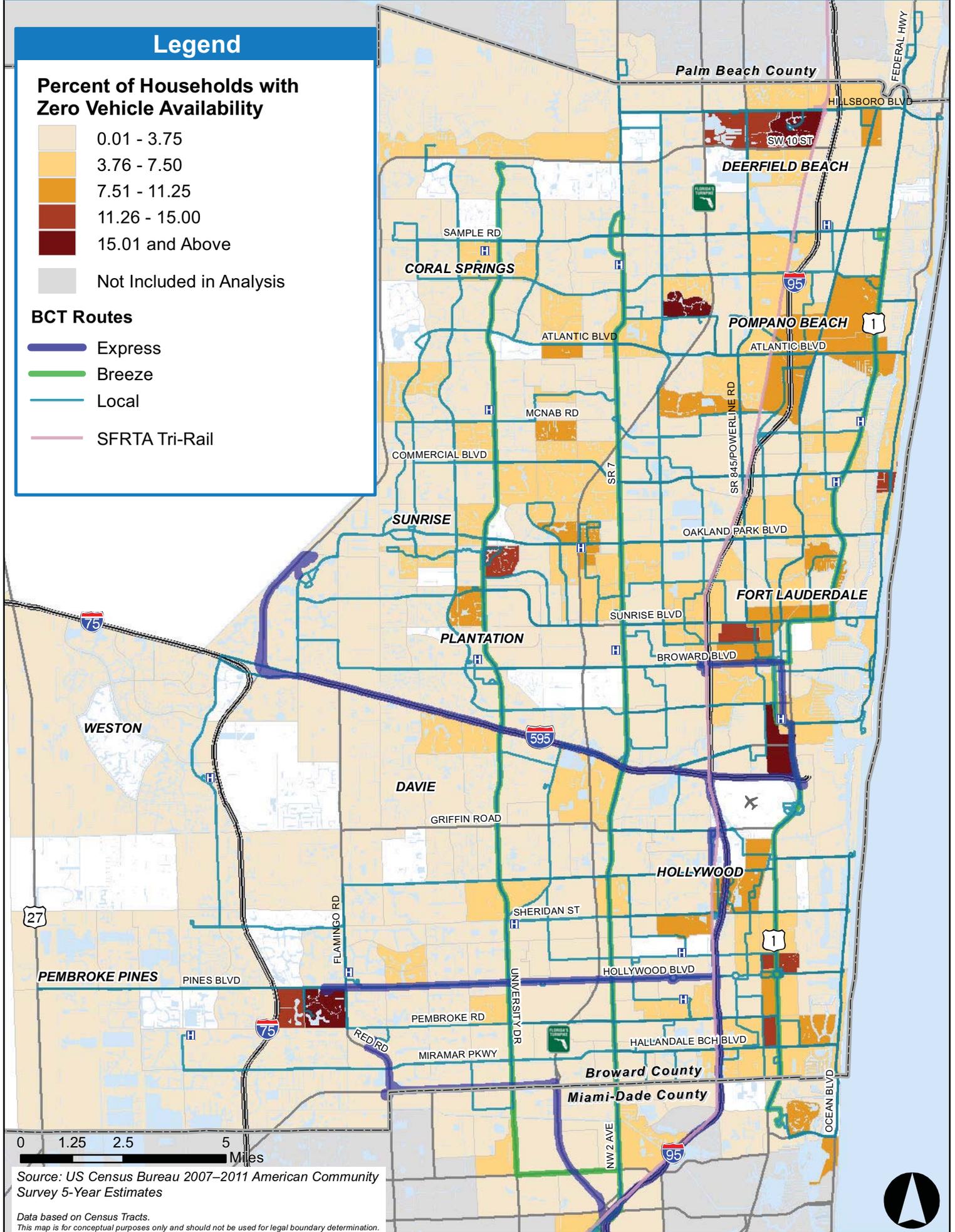
Map 2-12: Percent of Households with Zero Vehicle Availability (2011)

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Percent of Households with Zero Vehicle Availability



BCT Routes



Source: US Census Bureau 2007–2011 American Community Survey 5-Year Estimates

Data based on Census Tracts.
This map is for conceptual purposes only and should not be used for legal boundary determination.

Table 2-12
County of Work for Workers Residing in Broward County (2009 and 2010)

County of Residence		County of Work							
		Broward	Miami	Palm	St. Lucie	Martin	Monroe	Other	Total
Broward (2010)	# of Workers	418,761	130,108	56,946	1,539	1,502	828	62,158	671,842
	% Distribution	62.3%	19.4%	8.5%	0.2%	0.2%	0.1%	9.3%	100.0%
Broward (2009)	# of Workers	414,217	129,534	57,346	1,580	1,469	1,004	69,219	674,369
	% Distribution	61.4%	19.2%	8.5%	0.2%	0.2%	0.1%	10.3%	100.0%
% Change (2009–2010)		1.1%	0.4%	-0.7%	-2.6%	2.2%	-17.5%	-10.2%	-0.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics

Table 2-13 reflects commuting flows for persons living outside the county and commuting into Broward County for work. More than 60 percent of the work trips terminating in Broward County originate inside the county. Miami-Dade County makes up the largest (14.8%) trip origin for workers commuting to Broward County from other counties.

Table 2-13
Commuting from Neighboring Counties to Broward County (2009 and 2010)

County of Work		County of Residence							Total
		Broward	Miami Dade	Palm Beach	St. Lucie	Monroe	Martin	Other	
Broward (2010)	# of Workers	418,761	96,150	61,299	3,925	2,814	2,395	65,776	651,120
	% Distribution	64.3%	14.8%	9.4%	0.6%	0.4%	0.4%	10.1%	100.0%
Broward (2009)	# of Workers	414,217	94,576	61,419	3,802	2,790	2,422	68,651	647,877
	% Distribution	63.9%	14.6%	9.5%	0.6%	0.4%	0.4%	10.6%	100.0%
% Change (2009–2010)		1.1%	1.7%	-0.2%	3.2%	0.9%	-1.1%	-4.2%	0.5%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics

TRAVEL TIME TO WORK

Table 2-14 conveys the distribution of travel time to work in Broward County and Florida. More than 60 percent of workers in Broward County and the State as a whole travel less than 30 minutes to reach their place of employment.

Table 2-14
Travel Time to Work (2011)

Location	Travel Time to Work (Minutes)						
	Fewer than 10	10–19	20–29	30–44	45–59	60–89	90 or More
Broward County	8.7%	25.6%	22.6%	27.4%	8.7%	5.2%	1.8%
Florida	10.5%	28.7%	22.8%	23.2%	8.1%	4.8%	1.9%

Source: U.S. Census Bureau, 2007-2011 American Community Survey

MEANS OF TRAVEL TO WORK

Table 2-15 provides the distribution of the primary commute modes of transportation used in Broward County and Florida. Approximately 80 percent of workers in Broward County and the State as a whole drive alone to work. Compared to the overall state distribution, a larger proportion of people in Broward County use public transit to access work (2.8%), but a lower percentage (9.6%) carpool to work.

Table 2-15
Journey-to-Work Mode Split (2011)

Area	Travel Mode					
	Drive Alone	Carpool	Public	Walk	Work at	Other *
Broward County	80.1%	9.6%	2.8%	1.3%	4.3%	1.8%
Florida	79.9%	10.2%	1.9%	1.4%	4.4%	2.2%

* Includes motorcycle, bicycle, taxicab, and other means of transportation.

Source: U.S. Census Bureau, 2007-2011 American Community Survey

ROADWAY CONDITIONS

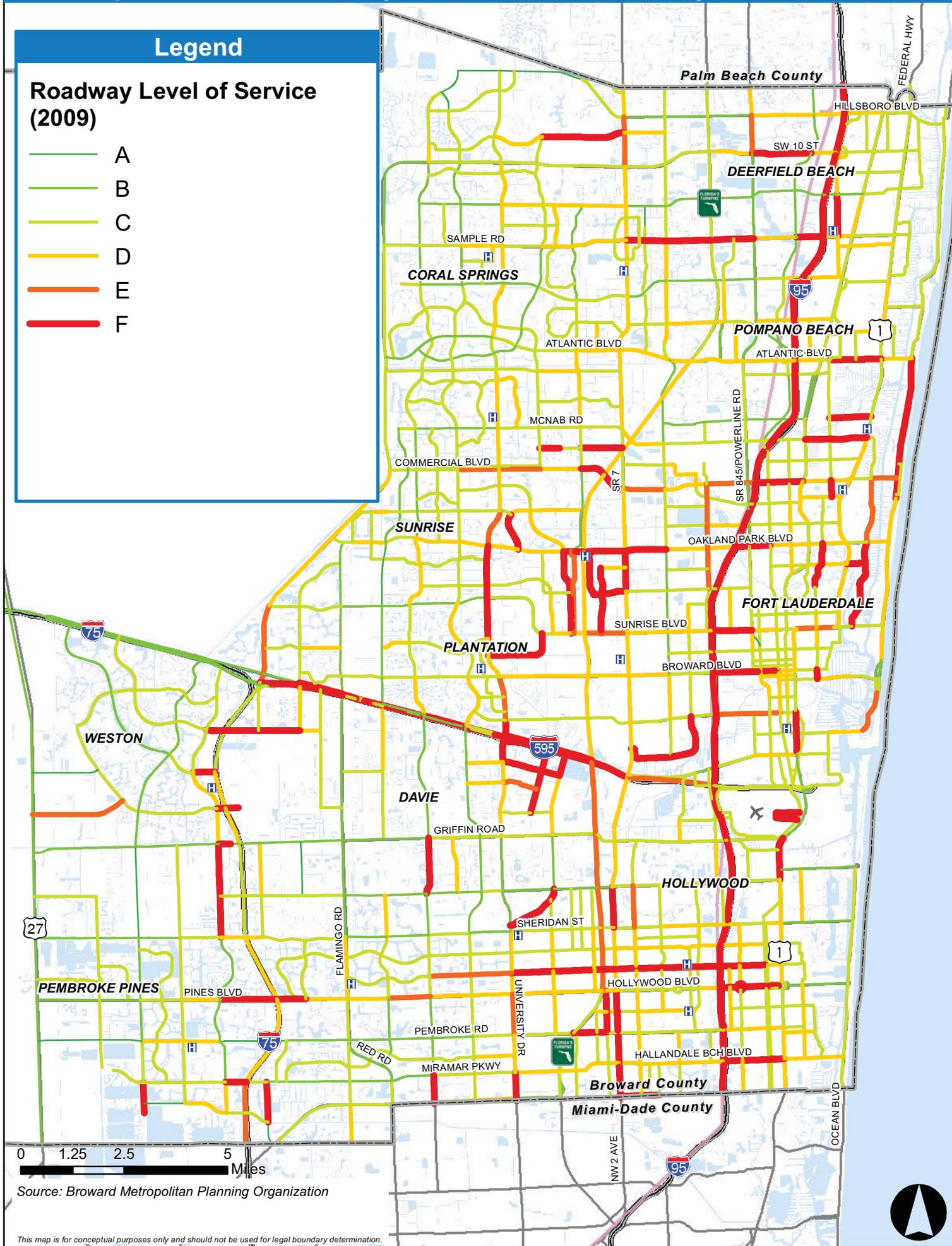
Maps 2-13 and 2-14 illustrate peak-hour level-of-service information for major roadways within Broward County for 2009 and 2035, respectively. The maps display Volume-Demand-to-Capacity Ratios (V/C), a measure that reflects mobility and quality of travel of a facility or a section of a facility. It compares roadway demand (vehicle volumes) with roadway supply (carrying capacity). A significant number of roadways, including Hallandale Beach Boulevard, Hollywood Boulevard, Sunrise Boulevard, Oakland Park Boulevard, Atlantic Boulevard, I-75, and I-95 have notable level-of-service deterioration by 2035.

Map 2-13: Broward County 2009 Peak-Hour Roadway Level of Service

Legend

Roadway Level of Service (2009)

- A
- B
- C
- D
- E
- F



Source: Broward Metropolitan Planning Organization

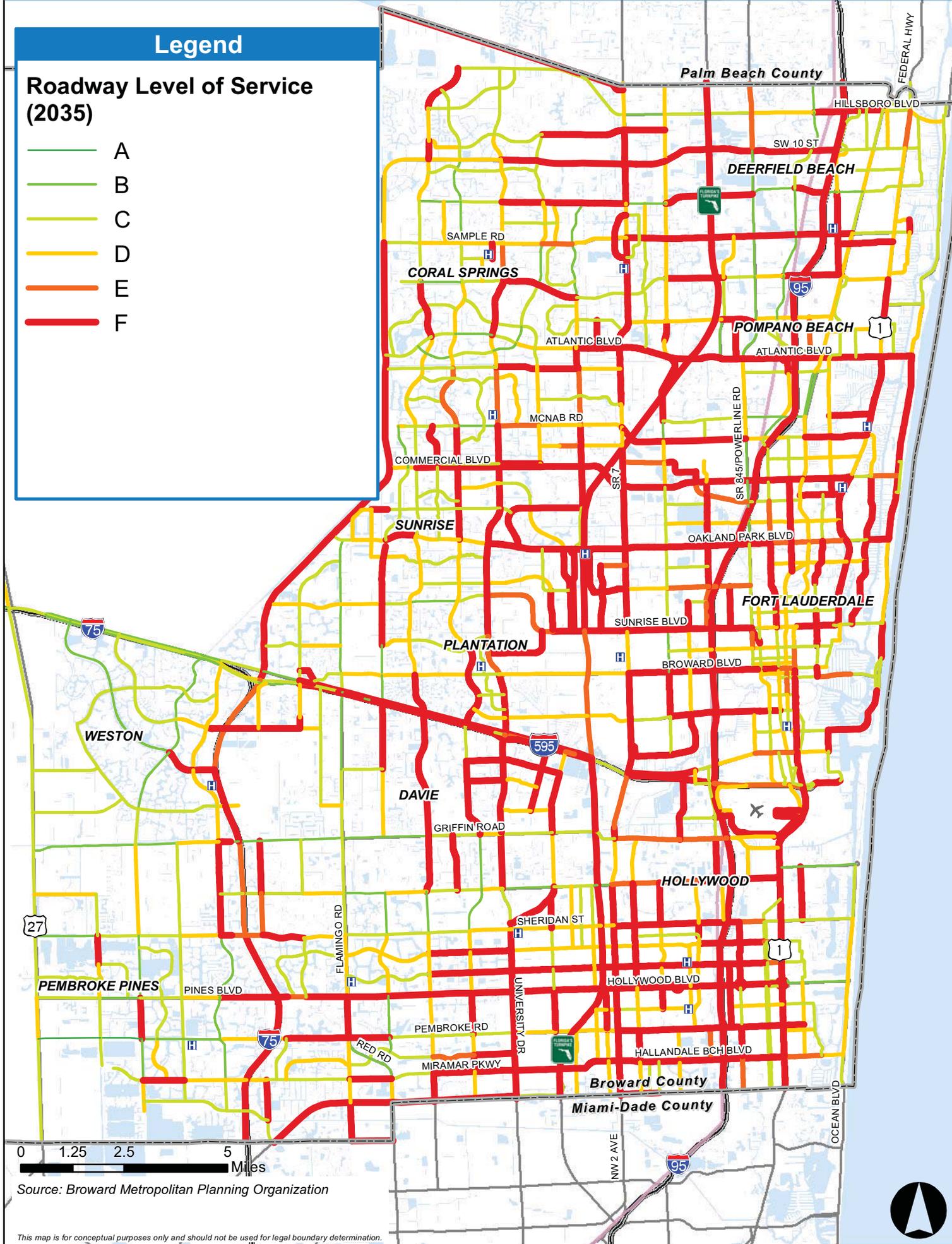
This map is for conceptual purposes only and should not be used for legal boundary determination.

Map 2-14: Broward County 2035 Peak-Hour Roadway Level of Service

Legend

Roadway Level of Service (2035)

- A
- B
- C
- D
- E
- F



0 1.25 2.5 5 Miles

Source: Broward Metropolitan Planning Organization

This map is for conceptual purposes only and should not be used for legal boundary determination.



MAJOR EMPLOYERS

As part of the baseline conditions analysis, data on major employers in Broward County were reviewed and summarized. The major industries in Broward County include trade, transportation, and utilities; professional and business services; education and health services, and leisure and hospitality. Table 2-16 shows employment by industry for Broward County and Florida.

With nearly 27,000 employees, the largest employer in Broward County is the Broward County School Board, followed by the Memorial Healthcare System and Broward Health. Nova Southeastern University and American Express remain two of the largest private-sector employers. The top 30 public and private employers, listed in Table 2-17, employ nearly 90,000 people. Both geographies have a similar distribution of workers in each industry. Approximately one-fifth of workers have jobs in educational services, health care, and social assistance, followed by professional services, retail, and service sector professions.

Table 2-16
Employment by Industry (2011)

Industry	Broward	Florida
Agriculture, forestry, fishing and hunting, and mining	0.3%	1.1%
Construction	6.7%	7.7%
Manufacturing	5.2%	5.6%
Wholesale trade	4.0%	3.0%
Retail trade	13.1%	13.1%
Transportation and warehousing, and utilities	5.3%	5.1%
Information	2.7%	2.2%
Finance and insurance, and real estate and rental and leasing	8.9%	7.9%
Professional, scientific, and management, and administrative and waste	13.4%	12.0%
Educational services, and health care and social assistance	19.9%	20.2%
Arts, entertainment, and recreation, and accommodation and food services	10.2%	11.2%
Other services (except public administration)	5.7%	5.3%
Public administration	4.4%	4.9%
Armed forces	0.2%	0.7%

Source: U.S. Census Bureau, 2007-2011 American Community Survey

Table 2-17
Broward County Top 30 Employers, 2012

Rank	Company	Sector	South Florida Employment
1	Broward County School Board	Public Schools and Adult Education	26,933
2	Memorial Healthcare System	Hospital District	10,700
3	Broward Health	Hospital District	8,207
4	Broward County Commission	County Government	5,493
5	Broward County Sheriff	County Law Enforcement	5,315
6	Nova Southeastern University	University – Bachelors, Masters, Doctoral Degrees	3,971
7	American Express	Commercial/Consumer Financial Services and Traveling Consulting	3,000
8	Kaplan Higher Education	Online Educational Provider	2,800
9	The Answer Group	Custom Computer Programming, Business Consulting	2,800
10	Interbond Corporation of America dba BrandsMart USA	Consumer Electronics Retailer	2,600
11	City of Fort Lauderdale	City Government	2,487
12	Alorica	Business Services Provider Delivering Customer Management and Sales/Marketing Solutions	2,000
13	Spirit Airlines	Air Carrier	1,450
14	Citrix Systems	Computer Network Software	1,428
15	JM Family Enterprises, Inc.	Diversified Automotive Corporation	1,400
16	Motorola	Connected Home Solutions, Government and Enterprise Mobility Solutions, Mobile Devices and Networks	1,400
17	City of Hollywood	City Government	1,239
18	SFN Group	Employment Services	1,208
19	Sun Sentinel Co./WSFL-TV	Publishes and Prints Daily and Weekly Newspapers, Niche Publications, Commercial Printing, Television	1,133
20	DHL Express	Air Courier Services	1,075
21	City of Miramar	City Government	938
22	Saveology.com	Comparison Shopping Website	900
23	City Furniture	Home Furniture Retailer	883
24	City of Pembroke Pines	City Government	859 Full Time; 218 Part Time
25	Aviall	New Aviation Parts and Related Aftermarket Operations	842
26	First Data	Electronic Commerce and Payment Processing	800
27	Zimmerman Advertising	Advertising Agency	800
28	Rick Case Automotive Group	Automotive Sales and Services	796
29	American Changer Corporation	Developer and Manufacturer of Innovative Bill Changers and Token Dispensers	590
30	Ed Morse Automotive Group	Automotive Sales and Services	558

Source: Greater Fort Lauderdale Alliance, Largest Employers - Ranked by Employees and Largest Public Sector Employers (Government and Tax assisted), 2012

TOURISM

Tourism is one of the largest employment sectors in the county. In 2012, Broward County had a total of 12 million visitors, including 2.8 million international visitors, according to the Greater Fort Lauderdale Convention & Visitors Bureau. Broward County offers 550+ lodging establishments with 33,000+ hotel rooms, 5,000+ restaurants, and 132 nightclubs. Visitors spent \$9.81 billion in Broward County in 2012. Florida’s Office of Economic and Demographic Research estimates that Broward County’s Fiscal Year (FY) 2013 realized tax revenues from tourist development taxes will be \$43,532,515, compared with a projected statewide county average of \$905,058.

LAND USE CHARACTERISTICS

FDOT’s updated TDP guidelines promote the review of ongoing and anticipated residential and commercial development activities. Broward County and its municipalities have established land use and zoning maps to guide future developments in the county. Map 2-15 shows the existing land uses in Broward County and Map 2-16 presents future land use designations for Broward County. Map 2-17 illustrates the local and regional activity centers identified in future land use data. This map also contains areas designated for transit-oriented development or as a transit-oriented corridor to demonstrate emphasis areas in Broward County.

DISCRETIONARY MARKET ASSESSMENT

A Density Threshold Assessment (DTA) is an analysis tool for conducting a market analysis. The DTA tool can be used to determine whether existing transit routes are serving areas of the county considered to be transit-supportive for the corresponding transit market. The discretionary market refers to potential riders living in higher density areas of the county who may choose to use transit as a commuting or transportation alternative. A DTA was conducted based on industry standard relationships to identify those areas of Broward County that experience transit-supportive residential and commercial density levels in 2013. TAZ data from the Broward MPO were obtained to conduct the DTA.

Three levels of density thresholds were developed to indicate whether or not an area contains sufficient densities to sustain efficient fixed-route transit operations:

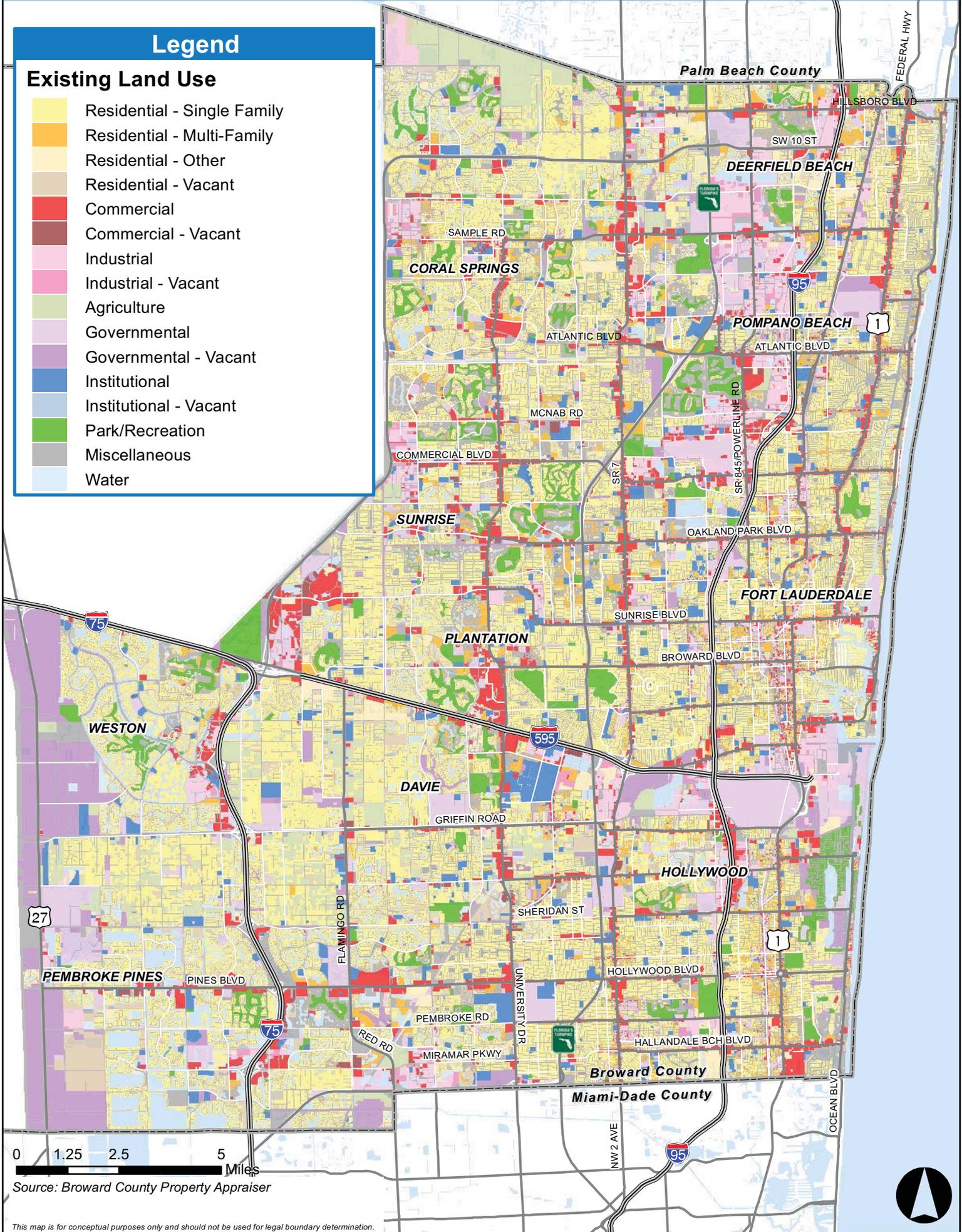
- *Minimum* – Reflects minimum population or employment densities to consider basic fixed-route transit services (i.e., fixed-route bus service).

Map 2-15: Existing Land Use

Legend

Existing Land Use

- Residential - Single Family
- Residential - Multi-Family
- Residential - Other
- Residential - Vacant
- Commercial
- Commercial - Vacant
- Industrial
- Industrial - Vacant
- Agriculture
- Governmental
- Governmental - Vacant
- Institutional
- Institutional - Vacant
- Park/Recreation
- Miscellaneous
- Water



Source: Broward County Property Appraiser

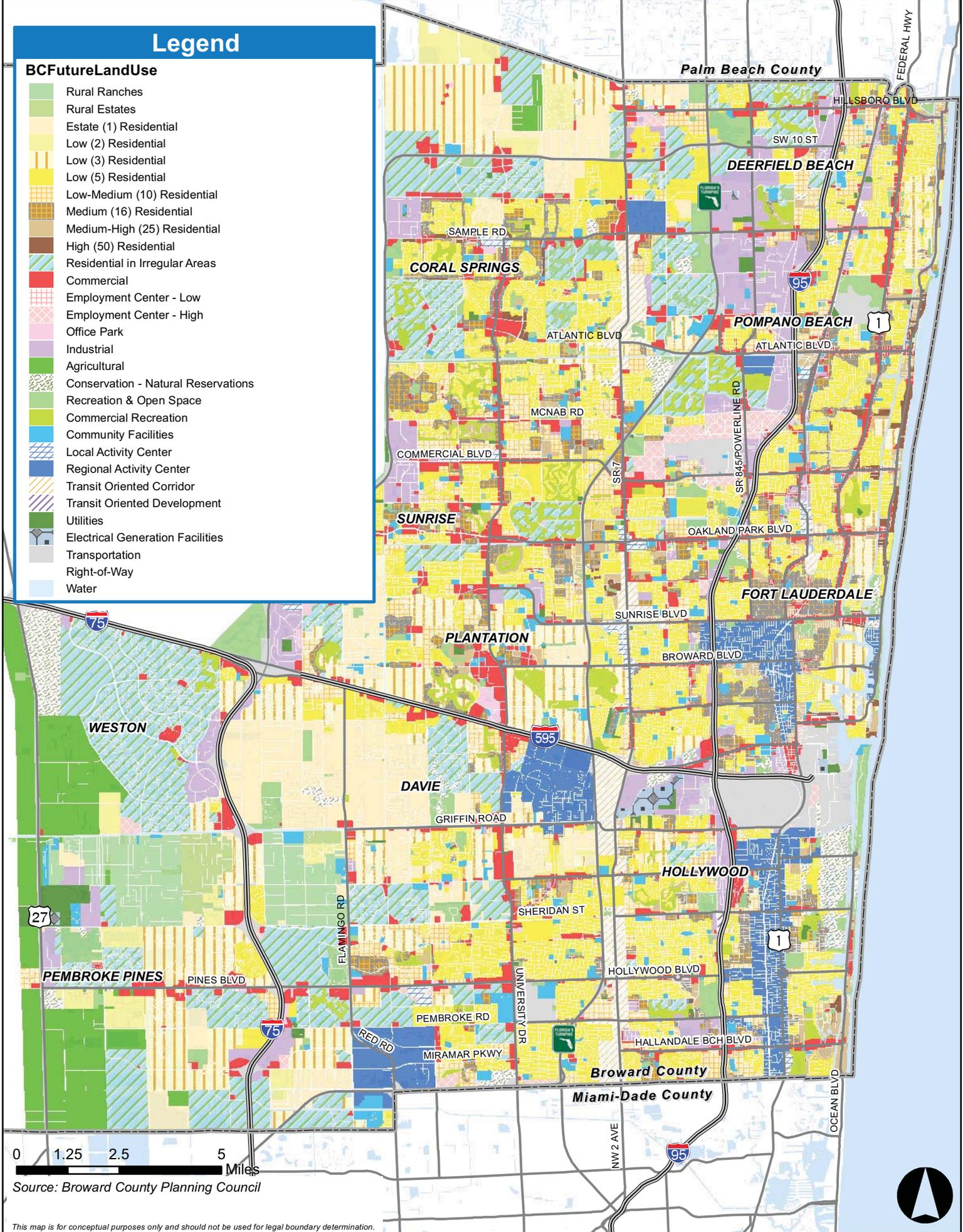
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Map 2-16: Future Land Use

Legend

BCFutureLandUse

- Rural Ranches
- Rural Estates
- Estate (1) Residential
- Low (2) Residential
- Low (3) Residential
- Low (5) Residential
- Low-Medium (10) Residential
- Medium (16) Residential
- Medium-High (25) Residential
- High (50) Residential
- Residential in Irregular Areas
- Commercial
- Employment Center - Low
- Employment Center - High
- Office Park
- Industrial
- Agricultural
- Conservation - Natural Reservations
- Recreation & Open Space
- Commercial Recreation
- Community Facilities
- Local Activity Center
- Regional Activity Center
- Transit Oriented Corridor
- Transit Oriented Development
- Utilities
- Electrical Generation Facilities
- Transportation
- Right-of-Way
- Water



Source: Broward County Planning Council

This map is for conceptual purposes only and should not be used for legal boundary determination.

Map 2-17: Future Land Use Local Activity Centers, Regional Activity Centers, and Transit-Oriented Areas

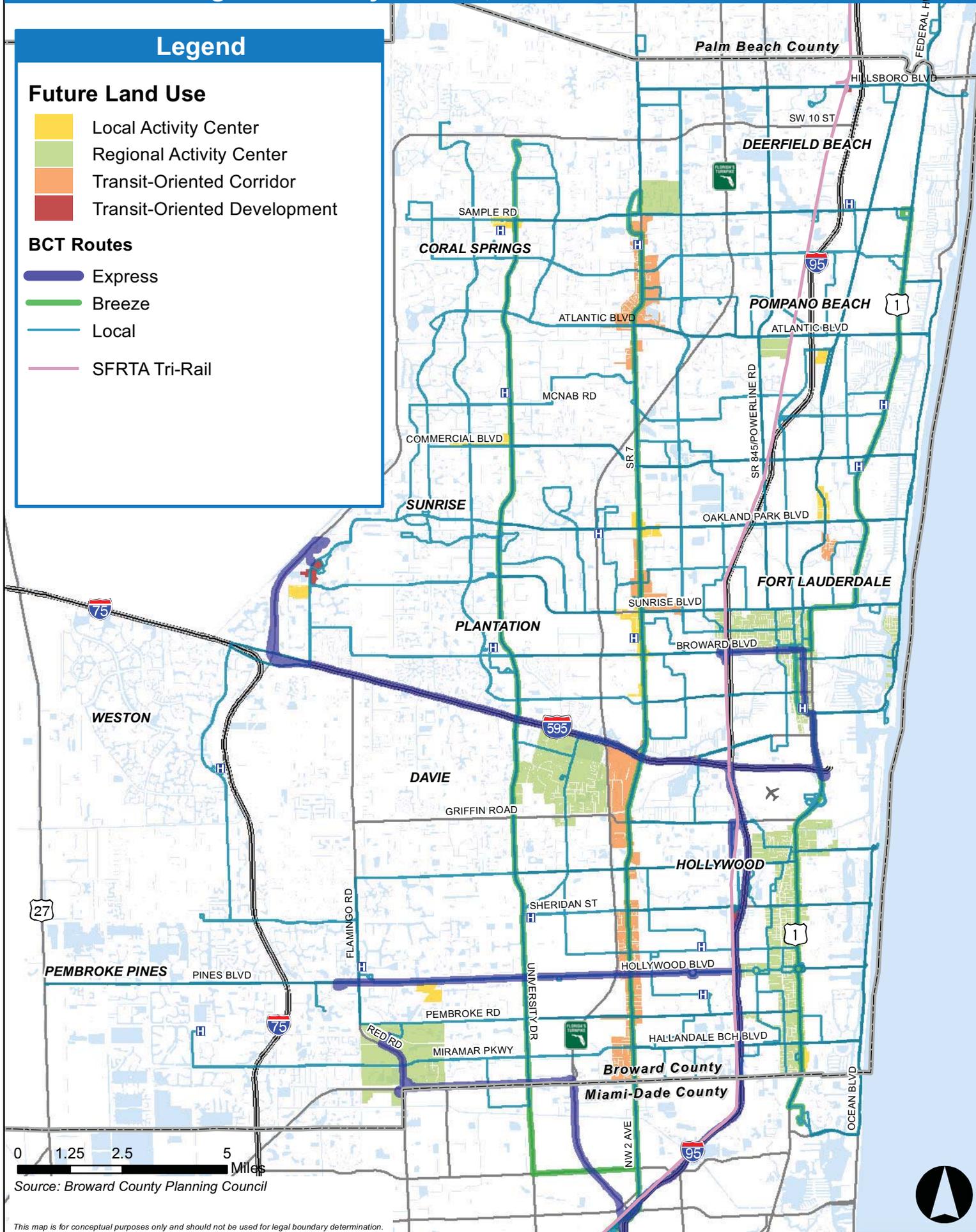
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Future Land Use

- Local Activity Center
- Regional Activity Center
- Transit-Oriented Corridor
- Transit-Oriented Development

BCT Routes

- Express
- Breeze
- Local
- SFRTA Tri-Rail



0 1.25 2.5 5 Miles

Source: Broward County Planning Council

This map is for conceptual purposes only and should not be used for legal boundary determination.



- *High* – Reflects high population or employment densities that may be able to support higher levels of transit investment than areas that meet only the minimum density threshold (i.e., increased frequencies).
- *Very High* – Reflects very high population or employment densities that may be able to support higher levels of transit investment than areas that meet the minimum or high density thresholds (i.e., premium transit services, etc.).

Table 2-18 presents the density thresholds for each of the noted categories.

Table 2-18
Transit Service Density Threshold

Transit Mode	Population Density Threshold ¹	Employment Density Threshold ²
Minimum	4.5–5 dwelling units/acre	4 employees/acre
High	6–7 dwelling units/acre	5–6 employees/acre
Very High	≥8 dwelling units/acre	≥7 employees/acre

¹ TRB, National Research Council, Transportation Cooperative Research Program (TCRP) Report 16, Volume 1 (1996), *Transit and Land Use Form*, November 2002, MTC Resolution 3434 TOD Policy for Regional Transit Expansion Projects.

² Based on a review of research on the relationship between transit technology and employment densities.

Map 2-18 and 2-19 illustrates high and very high threshold areas identified in the 2013 DTA analysis. As shown on the map, there are many areas in Broward County that qualify as transit-supportive in terms of density, including areas of Deerfield Beach, Pompano Beach, Fort Lauderdale, Sunrise, Coral Springs, Plantation, and Hollywood. Each of these areas is currently served by transit and should continue to be transit emphasis areas in the future. Weston and Davie appear to be less transit supportive than these other locations in Broward County.

Map 2-18: Broward County 2013 Population Density Threshold Assessment

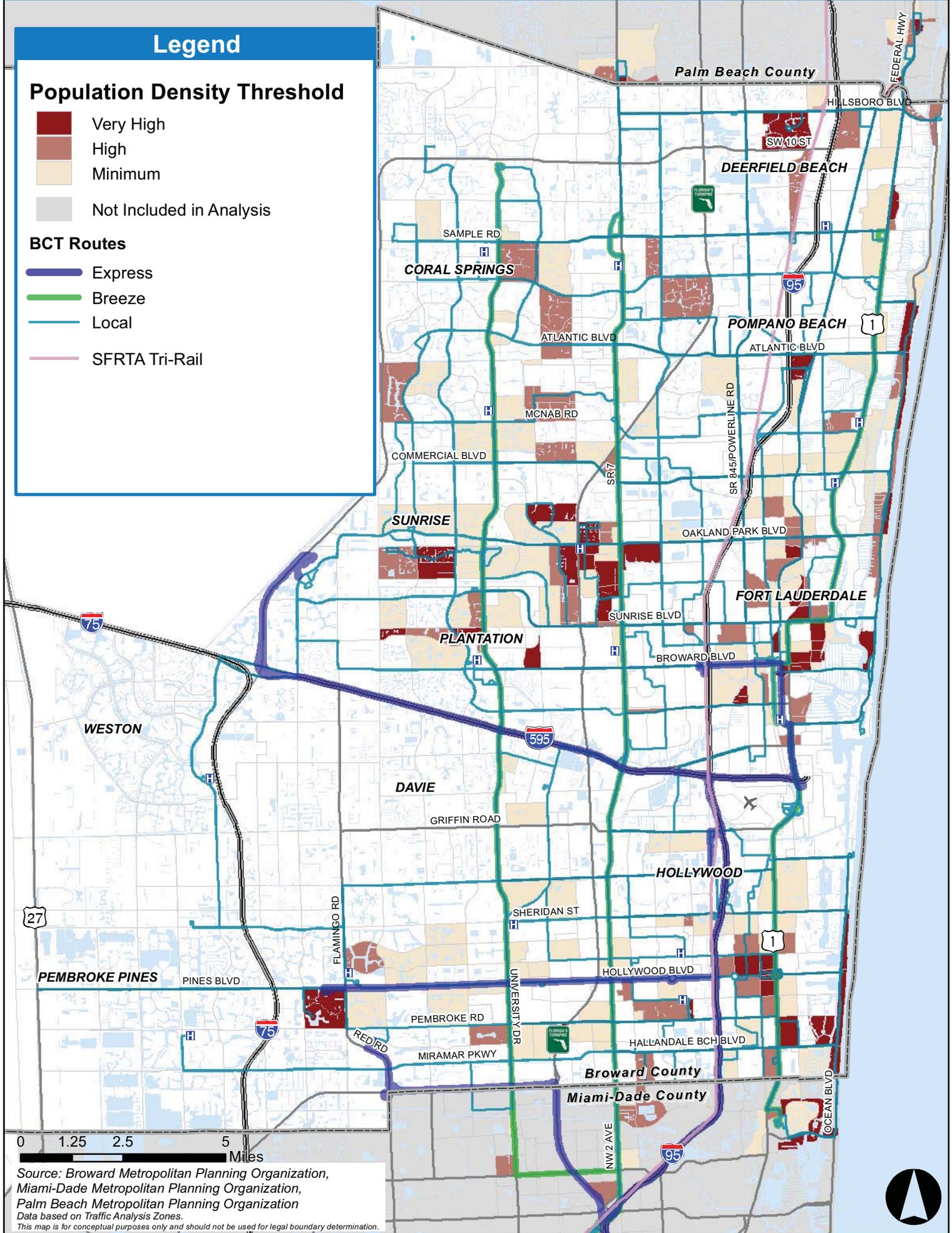
Legend

Population Density Threshold

- Very High
- High
- Minimum
- Not Included in Analysis

BCT Routes

- Express
- Breeze
- Local
- SFRTA Tri-Rail



Source: Broward Metropolitan Planning Organization, Miami-Dade Metropolitan Planning Organization, Palm Beach Metropolitan Planning Organization
 Data based on Traffic Analysis Zones.
 This map is for conceptual purposes only and should not be used for legal boundary determination.

Map 2-19: Broward County 2013 Employment Density Threshold Assessment

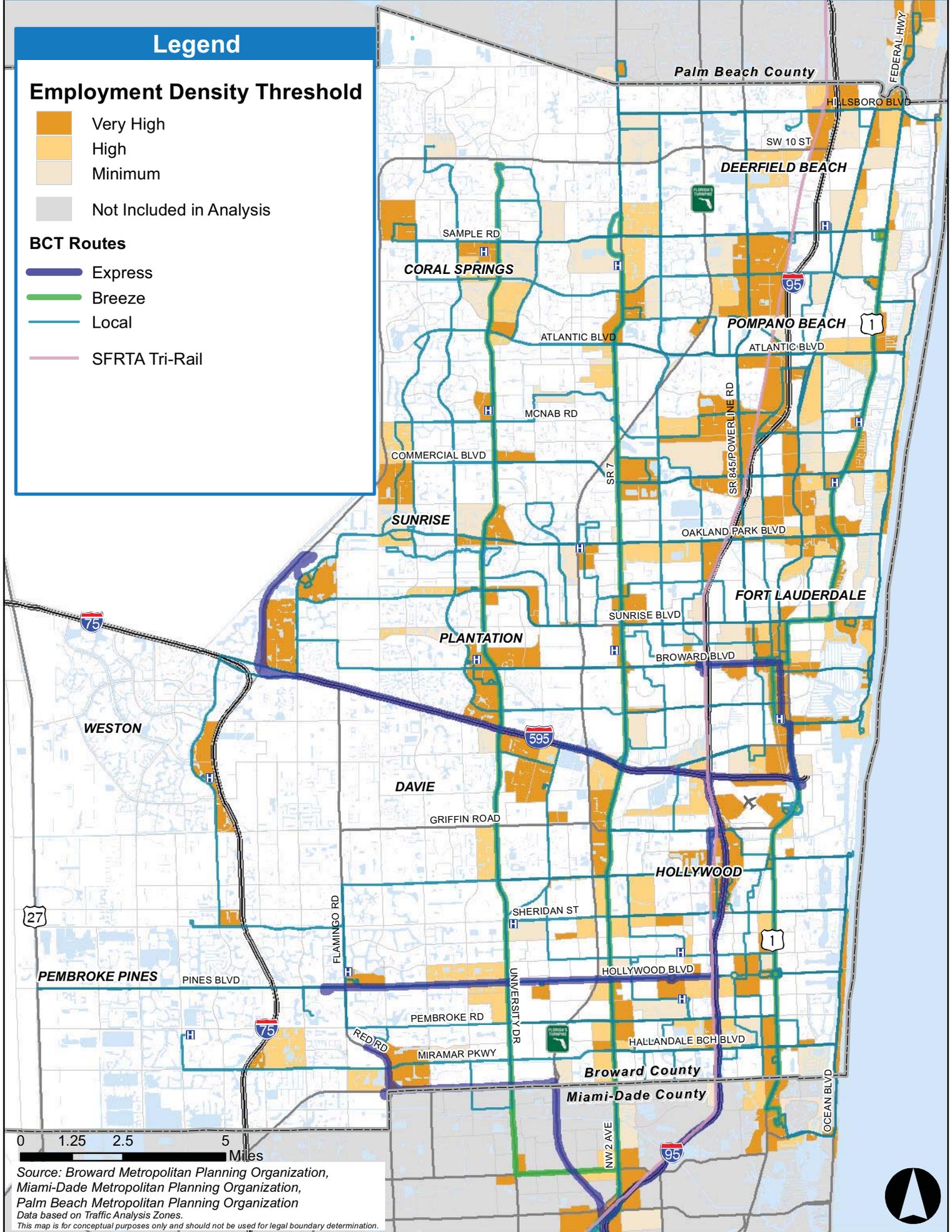
Legend

Employment Density Threshold

- Very High
- High
- Minimum
- Not Included in Analysis

BCT Routes

- Express
- Breeze
- Local
- SFRTA Tri-Rail



Source: Broward Metropolitan Planning Organization, Miami-Dade Metropolitan Planning Organization, Palm Beach Metropolitan Planning Organization
 Data based on Traffic Analysis Zones.
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