

Comprehensive Operational Analysis and Service Optimization

Mobility Needs and Market Assessment

March 2024

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1 INTRODUCTION

WHAT IS THE 'MOBILITY NEEDS AND MARKET ASSESSMENT' REPORT?

In planning for a transit system, a comprehensive understanding of transit markets is essential for efficient and effective service provision. The mobility needs and market assessment serves as an invaluable approach to understanding the travel needs of residents. This process involves a thorough analysis of various demand metrics, shedding light on existing and latent needs for transit services. In this report, we delve into the transit market of Broward County, unraveling the demand and assessing the distribution of transit services. This evaluation not only scrutinizes the existing state of transit provision but also aims to identify the balance, or potential imbalance, between the available transit supply and the demands of the community. Specifically, the Mobility Needs and Market Assessment Report investigates:

- Travel demand based on jobs and population data.
- Transit supply measuring transit service coverage, frequency, and accessibility
- Trips between focus communities and key activity centers, highlighting auto and transit travel times.

KEY FINDINGS

There are several important findings about travel destinations and the relationship with the existing BCT service.

- There are several areas identified where the potential transit demand is greater than the service provided. These areas tend to be in the north, west, and southwest portions of Broward County.
- There are not any larger areas where service supply exceeds transit demand. Most block groups with a higher transit supply than demand are adjacent to high transit demand areas and thus are necessary links for these higher transit demand areas.
- The coverage of service to key communities is nearly universal. Only one focus community, identified in the Existing, Planned, and Future Conditions Report, lacked bus service to major residential areas within the community.
- There are no popular destinations among the most transit dependent communities that lack coverage. In fact, numerous routes serve the most popular destinations such as Sawgrass Mills Mall and Downtown Fort Lauderdale.
- Many of the trips connecting the communities with the largest transit needs to their most popular destinations take much longer using transit. Reasons for the difference are wait times, the need to transfer, and in some cases the need to walk for the most convenient transit routes.

NEXT STEPS FOR THIS INFORMATION

The Mobility Needs and Market Assessment Report evaluates the current Broward County Transit (BCT) services to determine how well they serve many of the most common trip patterns in Broward County. The result sheds light on both strengths and weaknesses of the current bus network as an attractive mobility option for these common trip patterns. For those identified strengths, the recommended service network should ensure these strengths continue. In the case of weaknesses, these present key opportunities for adjustments or, when necessary, more substantial proposed changes for the transit network.

The coverage of BCT's bus system appears mostly adequate, with service to most of the residential areas with the highest transit usage and service to all the most popular destinations. However, many of the trips require substantial time when considering the required waiting time and the time spent transferring between routes when necessary. There are several approaches that can be evaluated in these different circumstances such as changes to reduce transfers, better headways on key routes to reduce wait times, route changes that straighten routes to reduce in-vehicle travel times.

REPORT STRUCTURE

This report is organized into the following sections:

Market Assessment: This section is divided into three parts; demographic summary, transit demand, and transit supply. The demographic summary provides the context for further analysis and provides figures on the number of people belonging to different demographic groups that are served by BCT. The market analysis presents a methodology for assessing demand and identifies areas in the county with a demand for transit based on jobs and population. Lastly, the transit supply analysis presents a method for quantifying transit service into supply scores, identifies how BCT is serving the county, and compares the transit supply scores to demand metrics.

Travel Analysis: The first part of the travel analysis compares travel times for automobile and transit trips for the that were identified in the Existing, Planned, and Future Conditions Report based on population characteristics.

Appendix A: Methodology to analyze travel of the focus communities

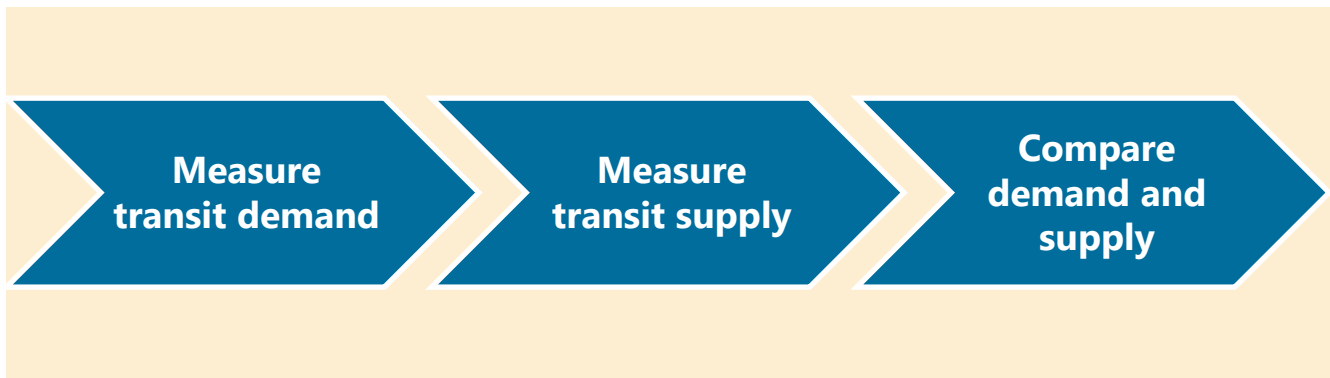
Appendix B: Focus community trips

2 MARKET ASSESSMENT

2.1 METHODOLOGY

This section outlines the methodology used to assess and analyze the transit market, focusing on both supply and demand aspects. The process involves three sequential steps illustrated in **Figure 1**.

Figure 1. Market Assessment Methodology



To compare the transit supply and demand, a transit supply metric (Transit Supply Score) is calculated and then weighed against various demand metrics. **Table 1** presents the summary of the transit supply and demand metrics used in this analysis.

This methodology identifies locations where transit supply and demand are unbalanced and presents opportunities to re-balance the transit market. Locations with higher demand and lower supply present potential opportunities to expand transit service. Similarly, locations with higher supply and lower demand present opportunities to reduce or eliminate transit service. This provides an opportunity to right-size and develop a base transit network from which to expand and grow an efficient and effective transit network for the future (i.e., implementation of the PREMO Network).

Table 1. Transit Supply and Demand Metrics

Supply or Demand	Metric	Definition
Current Demand	Activity Index – Current Year	Density of population, propensity, and employment
Future Demand	Activity Index – Future Year	Adjusts current demand based on expected growth rates from regional model
Transit Supply	Supply Index	Service coverage and bus stop proximity, service frequency and service span

2.2 TRANSIT DEMAND

This section presents the demographic characteristics associated with higher transit use propensity in Broward County. The main purpose of this is to:

- Identify areas in the county with potentially high transit demand that are not currently served.
- Identify areas with a low demand for transit that may currently be overserved.

The section is divided into three parts: the demographic summary gives a brief description of the general demographic attributes in the county and compares that with the areas served by transit, the activity score highlights the areas with a concentration of jobs and people, and the needs score presents areas with a higher propensity to use transit based on select demographic attributes.

Demographic Summary

The table below presents the overall market analysis considering five variables at the county and the transit system level. The variables used were population, race, vehicle ownership and poverty status obtained from the American Community Survey (ACS - 2021) and jobs data obtained from Longitudinal Employer-Household Dynamics (LEHD - 2021).

Table 2. Demographic Summary for Broward County and Broward County Transit

Demographic Variable	Measure	Broward County	BCT System	
			Within 0.25 miles of stop	Within 0.5 miles of a stop
Population	Total (% of County)	1,934,551 (100%)	1,087,199 (56%)	1,576,337 (82%)
	Density (per acre)	2.5	9.3	8.8
Jobs	Total (% of County)	828,812 (100%)	458,469 (55%)	742,310 (90%)

Demographic Variable	Measure	Broward County	BCT System	
			Within 0.25 miles of stop	Within 0.5 miles of a stop
Minority	Density	1.1	3.9	4.1
	Total (% of County)	1,273,634 (100%)	746,481 (59%)	1,060,903 (83%)
	Density	1.7	6.4	5.9
	Percent	65.84%	68.66%	67.30%
Zero-car households	Total (% of County)	50,003 (100%)	34,485 (69%)	45,874 (92%)
	Density	0.1	0.3	0.3
	Percent	2.58%	3.17%	2.91%
Population below 150% of poverty	Total (% of County)	404,782 (100%)	267,221 (66%)	360,594 (89%)
	Density	0.5	2.3	2.0
	Percent	20.92%	24.58%	22.88%

Source: 2021 ACS 5-year estimates

- BCT service prioritizes areas with a significant minority presence, households without vehicles, lower-income communities, and job centers.
- Transit access in Broward County is highest for zero vehicle households, with almost 70% of residents within a quarter mile distance to a transit stop.
- Jobs with access by transit are the least with about half of jobs within a quarter mile distance of a stop. However, about 90% of County jobs are within a half mile distance of a stop.

Activity Score

Transit demand is primarily influenced by population and employment density. The effective reach of transit services typically extends to areas within walking distance of stops (typically $\frac{1}{4}$ mile), given that a sizable portion of riders access transit by walking. Population and employment densities along a route dictate the extent of transit access and play a crucial role in determining feasible service levels for an area. Higher-density locations often support more frequent services, whereas lower-density areas are better suited for less frequent fixed routes or alternative modes like flexible routes or on-demand services.

To assess the demand for transit service in Broward County, activity scores were computed using population data from the American Community Survey (ACS - 2021) and employment data from Longitudinal Employer-Household Dynamics (LEHD – 2021), at the Census Block Group (CBG) level.

Population density was adjusted using the Transit Propensity Index (presented in the Existing, Planned, and Future Conditions Report). Each person is weighted using demographic characteristics that predict their potential use of transit. Job density has a more pronounced effect on transit ridership compared to population density, as emphasized in research conducted by Guzman and Cardona (2021)¹ and Kolko (2011)². This is logical considering for each work trip, other associated trips also occur from the same location (e.g., shopping, and medical appointments) depending on the type of business. Because job density tends to have a greater effect on transit ridership than population, the total jobs in each CBG are multiplied by a factor of 2.5 before being combined with the total population. This cumulative figure is then normalized by area to derive an activity density for each CBG, offering a metric that reflects the density-based demand for transit services in the area. The Activity Index Score is thereby calculated using the following formula:

$$\text{Activity Index Score} = (\text{Population} * \text{Transit Propensity Index score} + (2.5 \times \text{jobs})) / \text{land area}$$

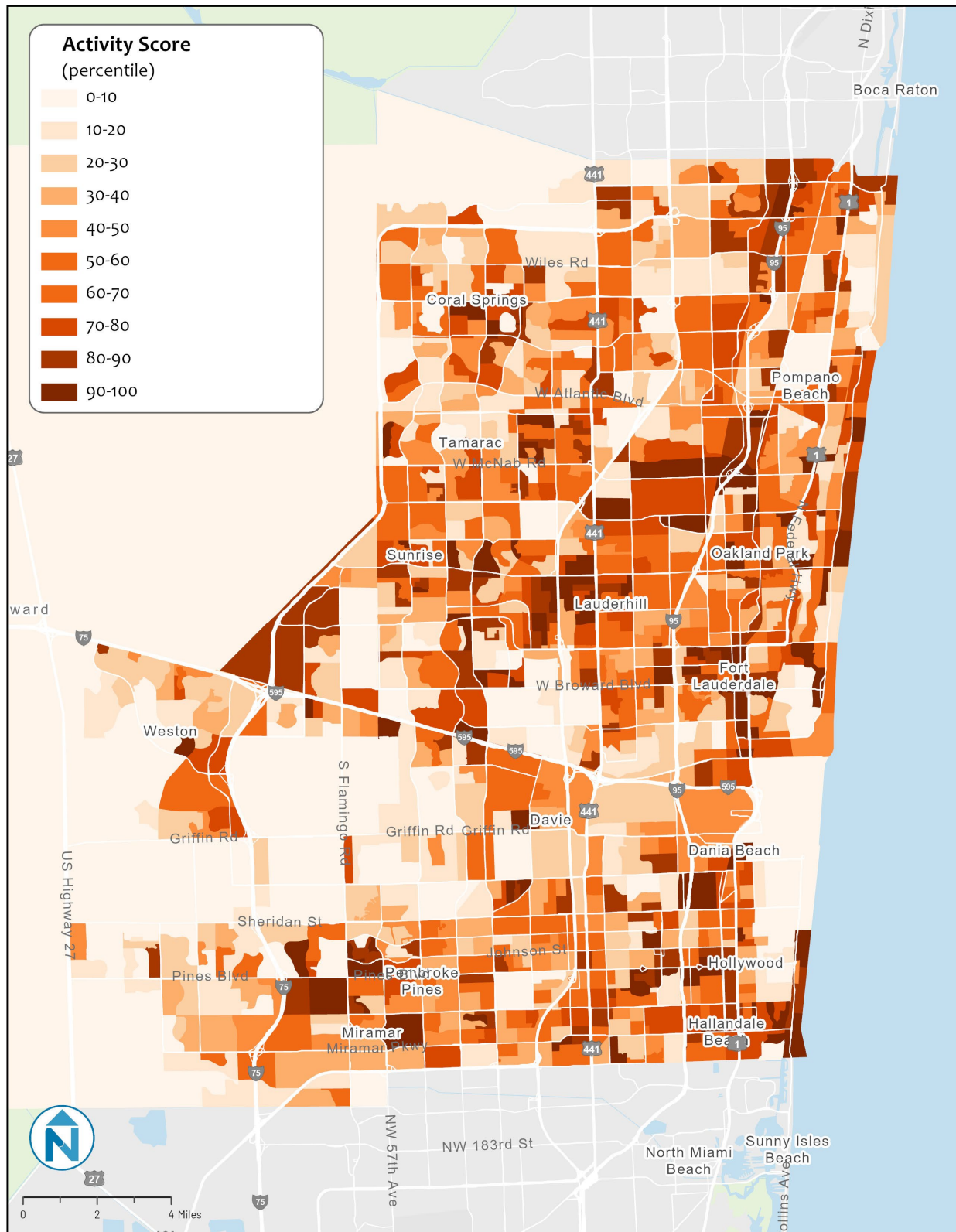
Figure 2 shows the activity scores of CBGs in Broward County. The figure displays activity scores in percentiles, e.g., a score of 90 means the area has more potential transit demand than 90 percent of other areas in the county. Locations with a high activity score include.

- Downtown Fort Lauderdale
- Downtown Hollywood
- Around the Memorial West Hospital in Pembroke Pines
- The Florida Medical Center in Lauderhill
- West of the Fort Lauderdale Executive Airport
- Around the Broward Health Imperial Point in Pompano Beach

¹ Luis A. Guzman, Santiago Gomez Cardona, Density-oriented public transport corridors: Decoding their influence on BRT ridership at station-level and timeslot in Bogotá, Cities, Volume 110, 2021

² Jed Kolko, Density, Employment Growth, and Ridership around New Stations, 2011

Figure 2. Activity Score



2.3 TRANSIT SUPPLY

The demand for transit is evaluated in terms of Activity Score and Needs Score in the previous section. This section details the methods and results of calculating transit supply. Creating measures for both supply and demand yields the opportunity to make comparisons between the demand for transit, and how well BCT is meeting that demand, which is discussed in the following section.

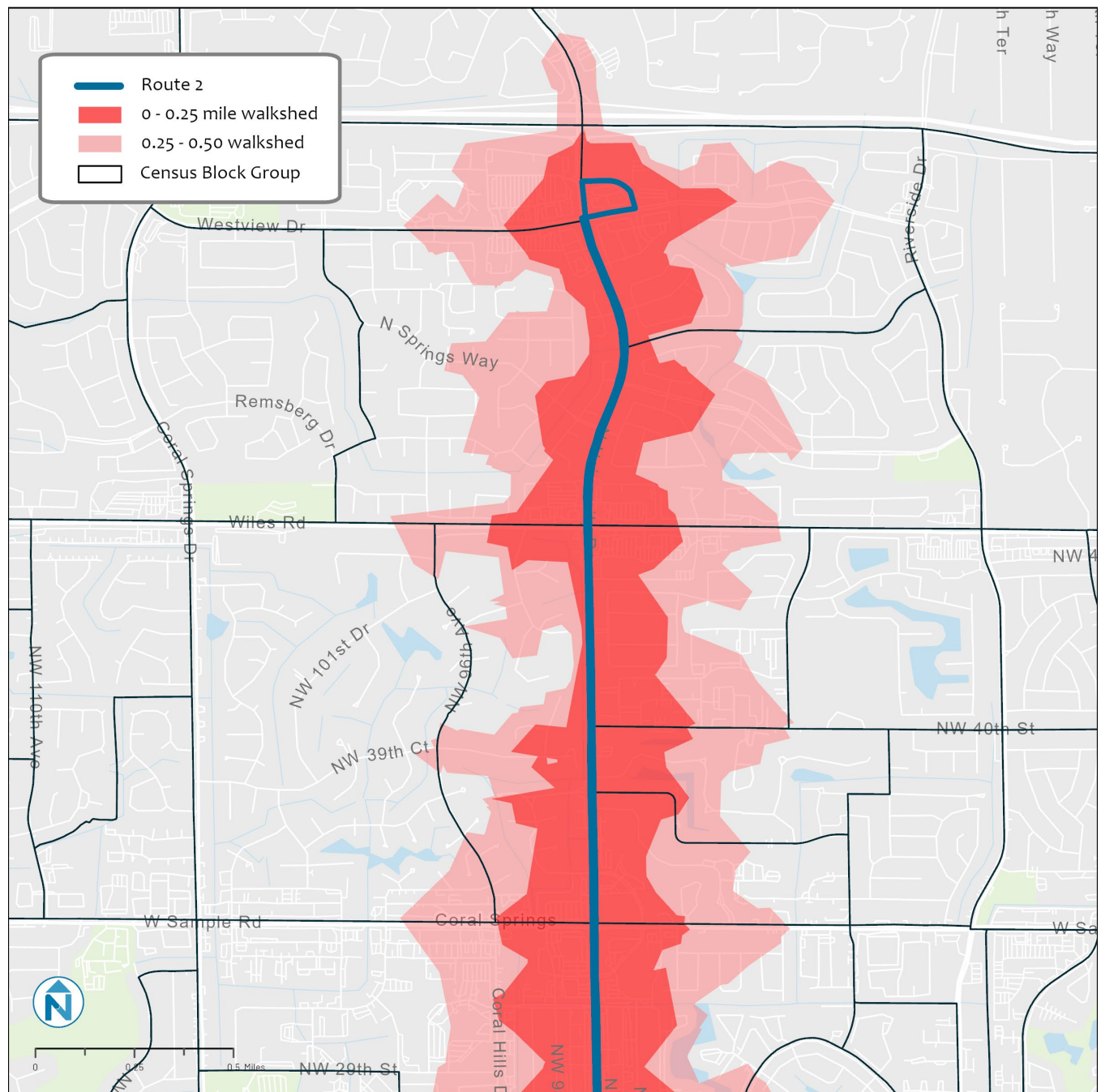
Transit Supply Score Methodology

Transit supply is measured by quantifying the intensity and access of BCT's current transit service based on the number of scheduled bus trips at every stop in the transit system. This methodology results in the Transit Supply Score (TSS), that accounts for not only service coverage but also the frequency and accessibility via the local street network. The methodology is therefore sensitive to where and how many trips are available to customers in the area, revealing finer differences in service intensities compared to more simple coverage-based approaches.

The process for calculating the TSS is as follows:

1. Walksheds are created at 0.25 and 0.5 miles around each bus stop in the BCT network using network distances.
2. Stop walksheds are aggregated to the trip level to model the access to transit for every trip in the BCT network.
3. Trip walksheds are summarized at the CBG level to calculate the cumulation of transit access for every weekday, Saturday, Sunday, as well as at the week level. To account for diminishing access farther away from stops, trip walksheds from 0.25 to 0.50 miles are factored down by 50%.
4. The summarized trip walksheds are normalized by each CBG to create a density value to account for the varying sizes of CBGs. The final TSS is calculated by rescaling the summarized trip walkshed densities on a scale of 1-100.

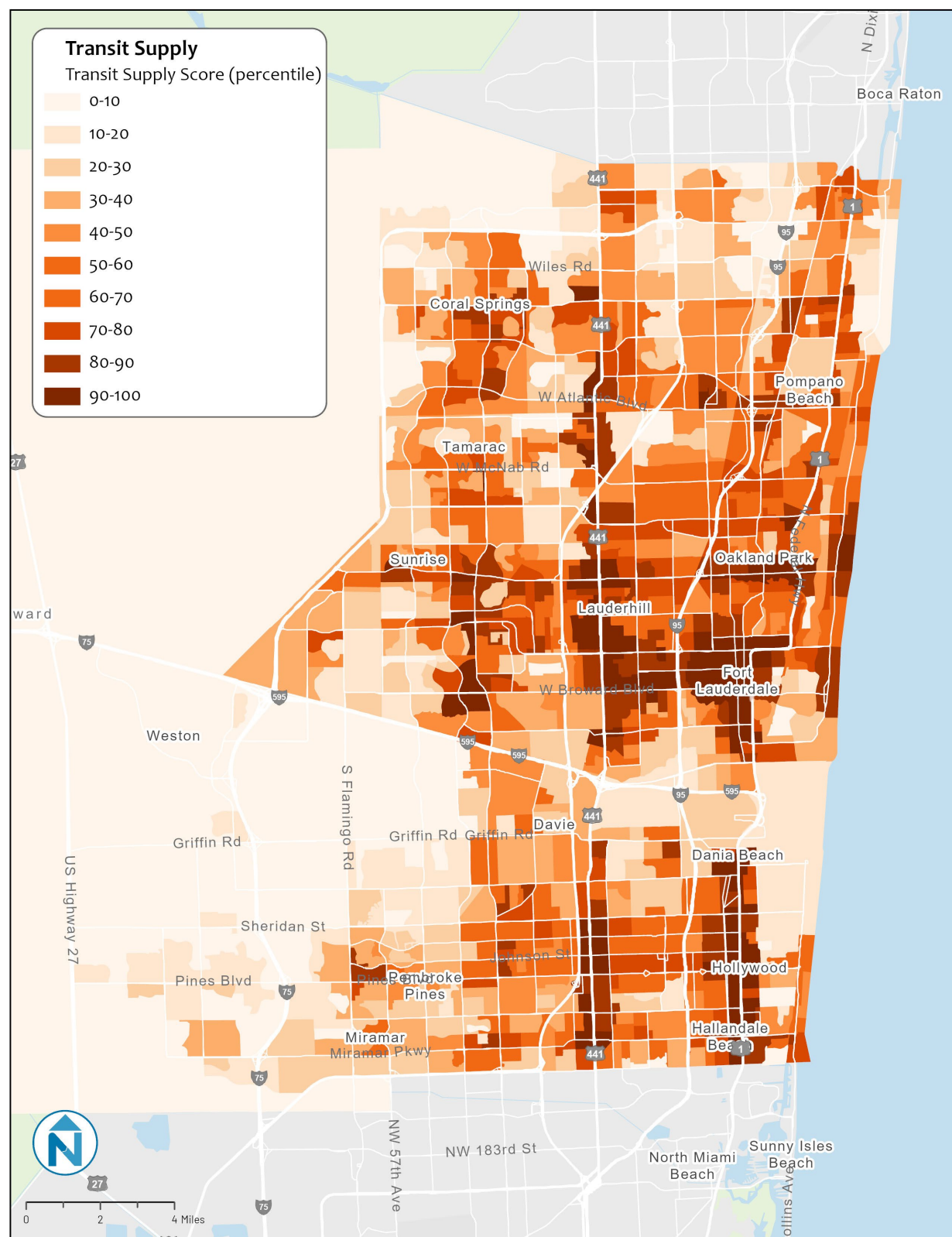
Figure 3 shows an example of the TSS components for Route 2. The Route 2 trip walksheds used are up to 1/4 miles and 1/4 to 1/2 miles and reveal the coverage of each, overlaid with CBGs. Route 2 operates to Westview Drive & University Drive 46 times on weekdays, and all these trips are counted for the area of 0-to-1/4-mile trip walkshed. The 1/4- to-1/2-mile area is factored down by 50% to account for less access for customers due to the greater distance from the bus stop (i.e., 1/4- to-1/2-mile trip walkshed area is counted twenty-three times). Although **Figure 3** only shows the example of Route 2, overlaps with other routes (e.g., Routes 34 and 62 in this area) are counted and summed for each CBG as well to create a single TSS score that accounts for all available services to the area.

Figure 3. Transit Supply Score Components for Route 2

Transit Supply Score

Figure 4 shows the Transit Supply Index score for all areas of Broward County. The graphic shows that corridors with higher service levels (e.g., U.S. 1 and U.S. 441) are shown in darker colors. Block groups near transit centers likewise have higher scores. The scores shown are set at a percentile level, meaning a score of 90 would mean that area has better or equal service to 90% of other locations in the county.

Figure 4. Transit Supply Score



2.4 COMPARISON OF DEMAND AND SUPPLY

Imbalances between transit supply and demand suggest the need to adjust services to help fill gaps in service or reduce service in some cases where demand no longer requires an elevated level of service. Service gaps can be closed with increased service investment, whether in more frequent, longer-lasting fixed-route service or the introduction of innovative mobility options to support connections with more frequent existing fixed-route corridors. Inefficiencies indicate that fixed-route service is underperforming in an area or corridor despite strong levels of relative transit demand, and it may be more cost-effective to reduce service, or replace this service with an alternative service model.

Figure 5 shows a comparison for Broward County in the supply and demand for transit. The darkest shaded areas are locations with both high supply and demand, while lighter or unshaded areas lack both transit supply and demand. Service gaps in the figure are displayed in blue and there are some clear locations where service gaps appear to exist; while there is some service in the area, it is not as great as one would expect based on expected demand. These areas include:

- Much of the Deerfield Beach area, and particularly the area just west of Interstate 95 between Hillsboro Boulevard and Sample Road
- The Rock Island Road corridor between Commercial Boulevard and Royal Palm Boulevard
- Destinations and employment areas in Weston
- The State Road 84 corridor (Interstate 595 service Road) between Interstate 75 and University Boulevard, particularly the south side of Interstate 595
- Areas between Interstate 75 and Flamingo Road in Pembroke Pines and Miramar

Service inefficiencies appear in the graphic in red. While there are numerous areas where apparent service is higher than justified by demand, most of these areas appear to be adjacent to areas with darker shades, and thus are necessary to connect these higher transit demand areas. While there may be some route segments that are inefficient, there do not appear to be larger areas where the amount of transit service is clearly more robust than what projected demand would suggest.

Figure 6 compares future demand with current transit supply by applying expected growth rates for each area. While the location of gaps and inefficiencies does not change much, some of the service gaps appear to grow as many of these areas are expected to be faster growth areas. In addition, additional employment adjacent to the Sawgrass Mills Parkway north of Sawgrass Mills Mall and in Plantation make these two areas future growth needs for the transit system.

Figure 5. Comparison of Supply and Current Demand

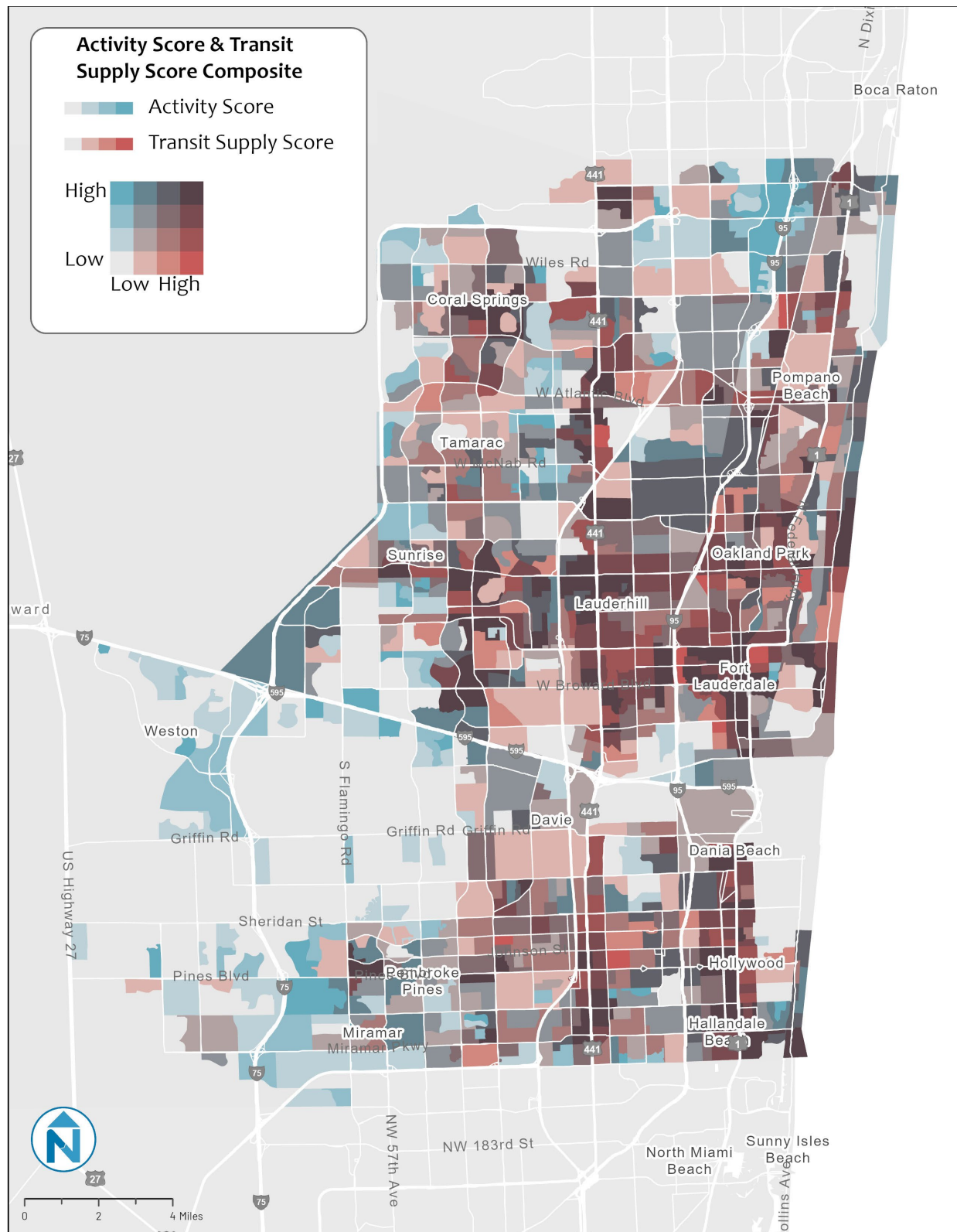


Figure 6. Comparison of Supply and Future Demand



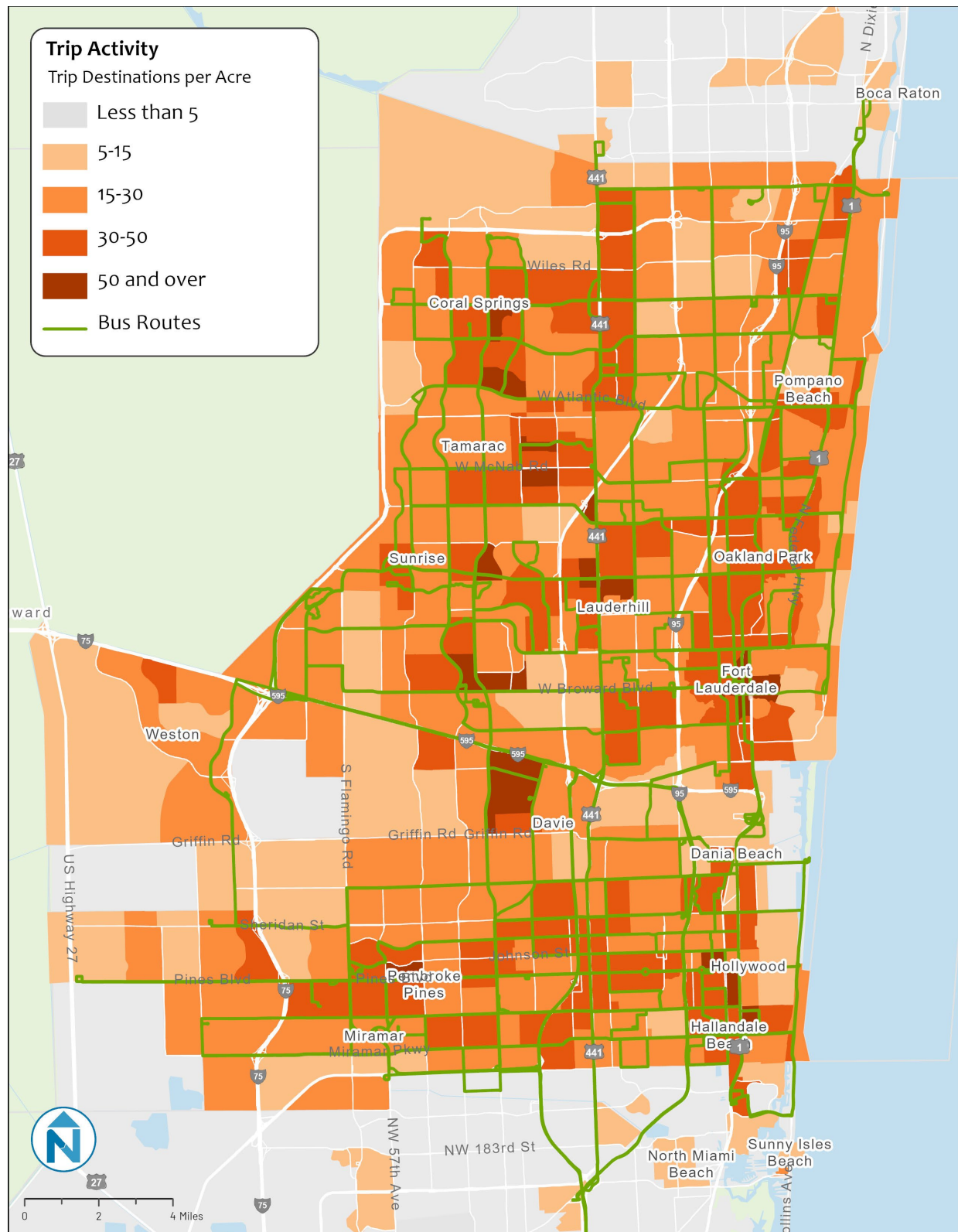
3 TRAVEL ANALYSIS

3.1 LOCATION-BASED TRAVEL DATA

Location based travel data is used to understand how people travel within various locations and time limits. For this study, Replica data was used to assess travel patterns in Broward and neighboring counties. Replica utilizes mobile phone location of the users to extract origin and destination of the trips, together with other attributes such as trip mode, time, duration and route choice. This is an important data set for evaluating trip origins and destinations for a large universe of residents, not just current transit customers. This accounts for trips made for all trip purposes, whether work, shopping, recreation, medical appointments, or other uses. To assess the travel of the Broward County residents, a filter was applied to concentrate on trips for users with a home location within the county. Origins and destinations were included for all destinations and activity centers within Broward, Miami-Dade, and Palm Beach Counties. A score was generated by normalizing the total trips by the area of the tracts to obtain a trip density. **Figure 7** shows the results of the trip density at the tract level. The areas with the highest trip densities are:

- Downtown Fort Lauderdale
- The Florida Atlantic University - Davie Campus
- Around the HCA Florida Northwest Hospital in Coral Springs
- Between SW 81ST Ave and Rock Island Rd in North Lauderdale
- Around the Memorial West Hospital in Pembroke Pines
- Downtown Hollywood

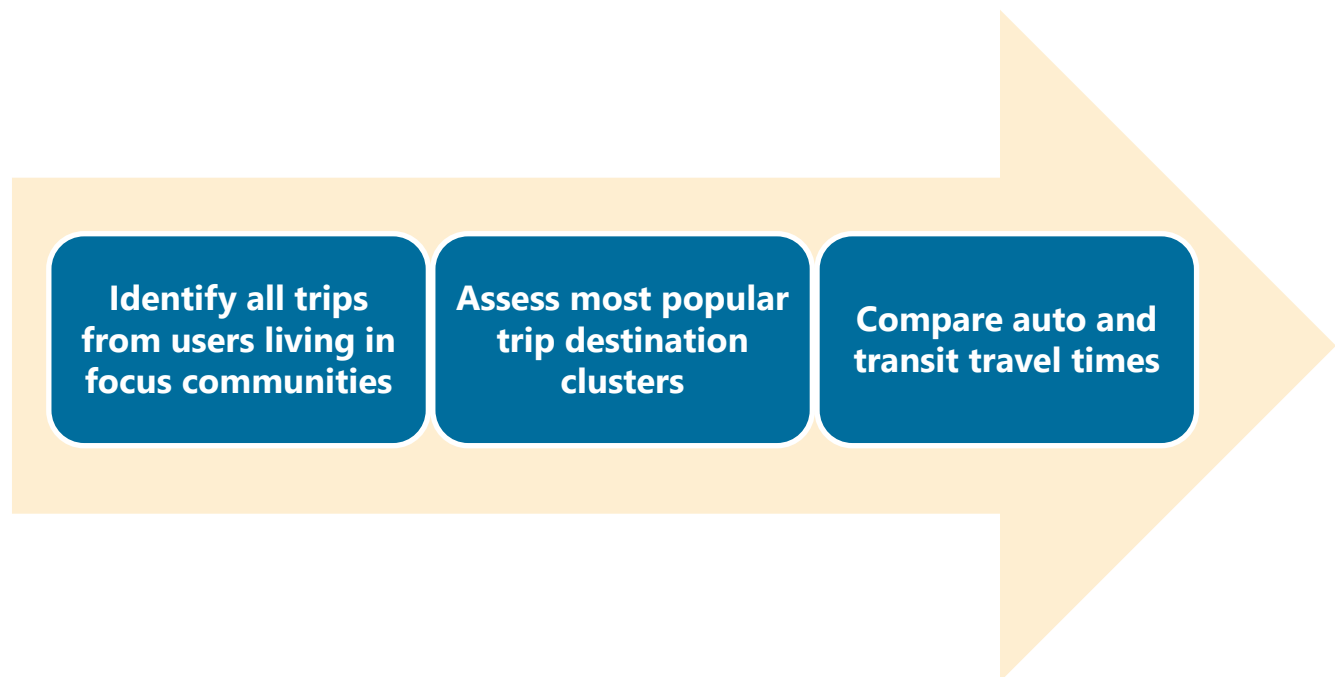
Figure 7. Total Trips in Broward County



3.2 FOCUS COMMUNITIES AND TRAVEL ASSESSMENT

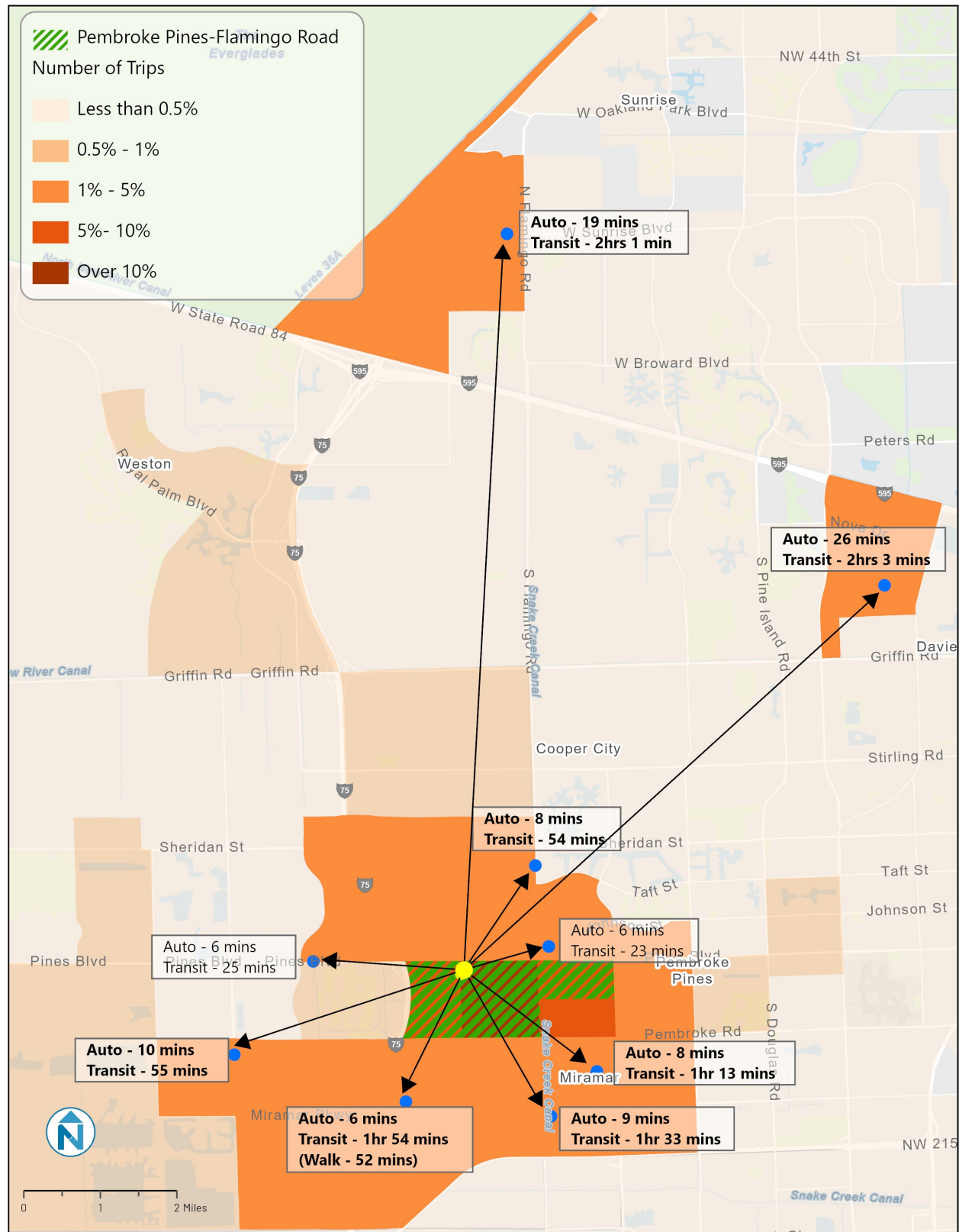
Based on the Existing, Planned, and Future Conditions Report, 16 areas (clusters of CBGs) were identified as focus communities based on their high propensity to use transit. This section aims to comprehensively examine the travel behaviors exhibited by the focus community residents, leveraging travel data obtained from Replica. Our analysis extends to the calculation of both automobile and transit trip times associated with these travel patterns, thereby providing a nuanced evaluation of the accessibility commuters experience in reaching their travel destinations. A more detailed explanation of the methodology employed for this assessment is in **Appendix A**. Three out of the sixteen focus community trips are presented in this section, the remaining thirteen can be found in **Appendix B**.

Figure 8. Travel Assessment Methodology



Pembroke Pines-Flamingo Road

This focus community generates approximately 17,808 daily trips on a typical weekday within the boundaries of Pembroke Pines and Miramar (**Figure 9**). Commuting activities are mostly local but more distant popular destinations include the Sawgrass Mills Mall area and Florida Atlantic University/Nova Southeastern University. Trips to Sawgrass Mills Mall have transit travel times of about two hours, while auto times are about 20 minutes. Trips to other Davie university campuses also exhibit a similar trend, with transit travel times being approximately four times longer than their automobile trips. There are a considerable number of intra-community trips within Pembroke Pines and to Miramar. However, even with these local trips, the gap between transit and car trips remains substantial, primarily due to the considerable amount of waiting and for some trips walking required.

Figure 9. Travel Analysis for Pembroke Pines - Flamingo Road Focus Community

Central Deerfield Beach

This focus community is in Deerfield Beach and lies between U.S. 1 and South Dixie Highway (see **Figure 10**), generating approximately 17,419 trips. Most of these trips occur within Deerfield Beach and Pompano Beach. This focus community is unique in having key destinations in Palm Beach County, thus requiring transit users to use both BCT and Palm Tran for their trips. In these cases, transit travel is more than one hour longer than auto travel. Transit travel times for more nearby destinations are elevated due to waiting and, in some cases, walking involved.

Central Lauderhill

This focus community is in Lauderhill, but also extends south into the eastern part of Plantation (**Figure 11**). On average, this community generates 54,162 weekday trips with destinations extending to various locations within Palm Beach, Broward, and Miami-Dade Counties. The most visited destinations lie in Lauderdale Lakes (around U.S. 441 and western Oakland Park Boulevard), the Sawgrass Mills Mall area, Plantation (around West Broward Shopping Center, Broward Mall, and western Sunrise Boulevard), Fort Lauderdale (around downtown and Powerline Road) and Davie (around Florida Atlantic University/Nova Southeastern University). The average travel time to reach the identified destinations by automobile and transit is 11 minutes and 64 minutes, respectively.

Figure 10. Travel Analysis for Central Deerfield Beach Focus Community

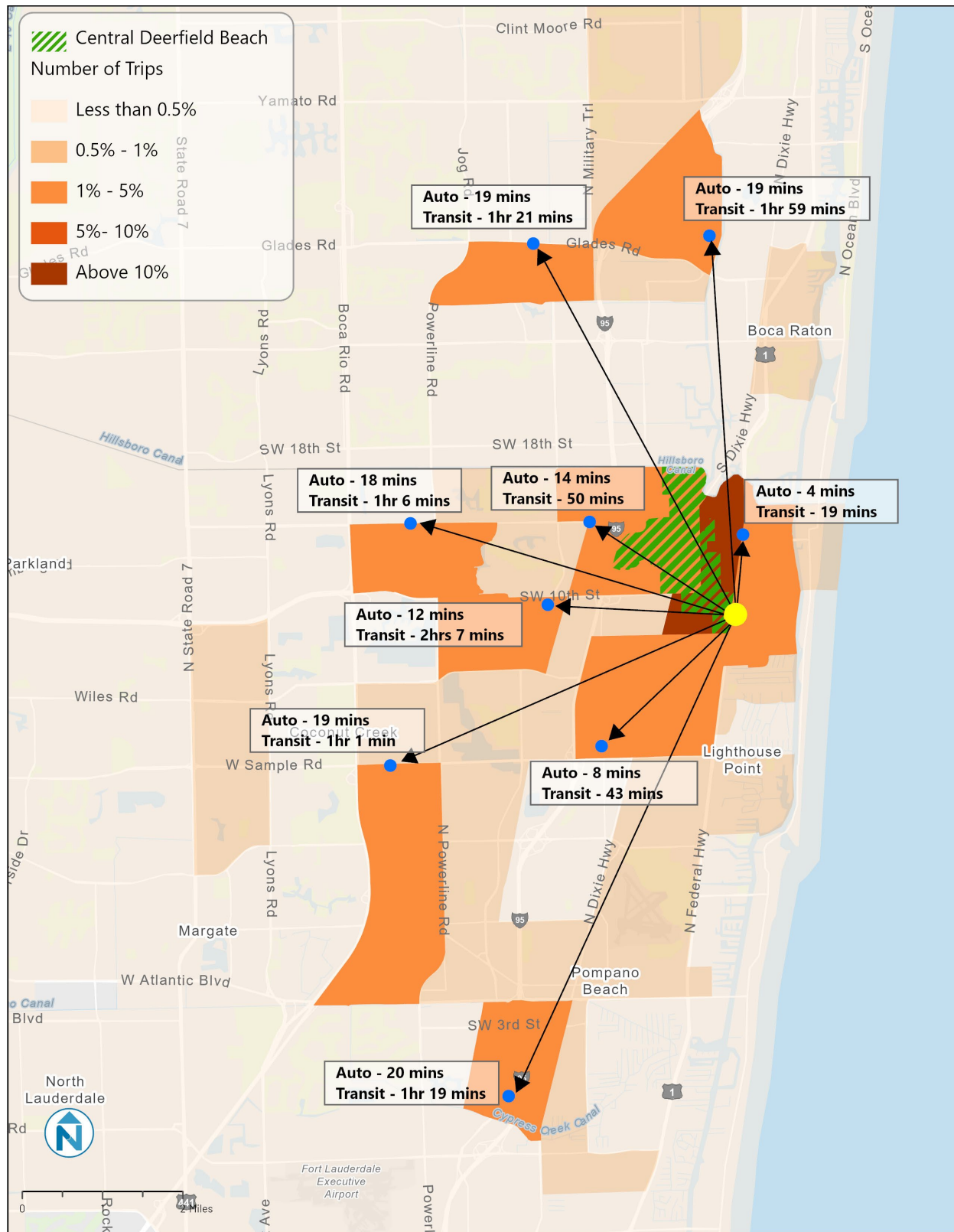
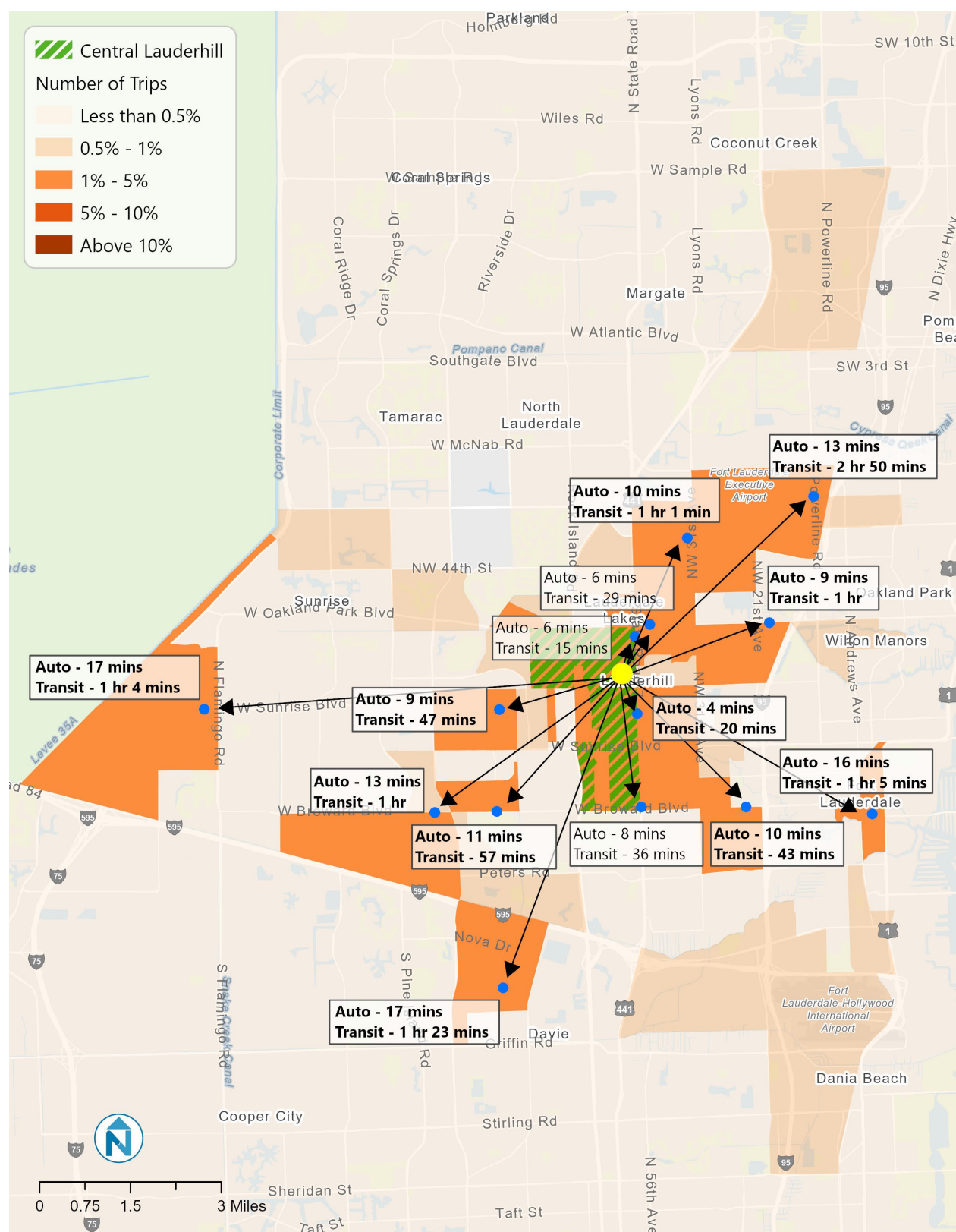


Figure 11. Travel Analysis for Central Lauderhill Focus Community



4 APPENDICES

APPENDIX A

Methodology to analyze travel in the focus communities:

For each of the focus communities, we filtered the trips that were made on a typical weekday with the trip origin as the home location within the block groups of the focus communities and destination as any of the census tracts within the Palm Beach, Broward, and Miami-Dade Counties.

We then selected all the census tracts (ignoring the ones whose block groups are a part of the focus communities) that have 1% or more of the total trips associated with them.

For each focus community, we fixed a representative 'home location' to be used as the origin of the trips for the travel time calculations. The representative home location within the focus communities is chosen based on the transit propensity scores and population densities of the block groups.

Similarly, for each of the census tracts we chose a representative location as the destination for the trips. For choosing the location for the destination we prioritized shopping areas, commercial establishments, universities, and hospitals that have more potential to attract trips.

Using Google Maps, we then assessed the auto and transit travel time for each pair of origin and destination of the trips made by the focus community residents during the weekday. Transit travel times includes typical waiting times for buses by taking the most common daytime headway and dividing by two. Because the trip starts and ends using a representative location, walk times are added at the beginning and end of the trip only in cases where transit is not immediately available at the designated location.

APPENDIX B

Central Pompano Beach

This focus community is a cluster of four census tracts in the center of Pompano Beach (**Figure 12**). On an average weekday, the area generates approximately 16,243 trips that extend to various locations within Broward County. Notably, the southeastern part of the community, specifically around Pasquale Plaza, stands out as the most visited destination. The farthest journey takes residents to Downtown Fort Lauderdale and the northwestern sector of Oakland Park. Even though most trips are within Pompano Beach, transit times within the community stand out due to the significant difference between auto and transit trips, with transit trips times exceeding four times the time for same auto trips. Most of the trips also require some transfers between transit routes, which increases the travel time in some cases suggesting the lack of direct transportation links to major destinations.

South US 441 Corridor

This focus community is made up of census tracts in Miramar and West Park along US 441 (**Figure 13**), generating approximately 27,903 trips on an average weekday. Primarily, these trips lead to destinations within the immediate vicinity, including Miramar, West Park, and the southern region of Hollywood. The most visited census tract is also the destination with the most significant disparity in travel times between auto and transit trips, with transit trips taking approximately seven times longer than auto trips.. Notably, most trips to different destinations within the area do not require transfers, resulting in comparatively shorter travel times compared to some other focus communities.

Central Hollywood

The Central Hollywood focus community (**Figure 14**) generates an average of 27,076 trips on weekdays, primarily within Hollywood itself but also extending to destinations like Dania Beach, Davie, and Fort Lauderdale. Most trips remain within Hollywood, but some involve significant walking, lengthening transit times. The farthest destinations, Broward College-Central Campus in Davie, and Downtown Fort Lauderdale, require no transfers. The longest transit time difference compared to auto travel is to the north of Hollywood, near Fort Lauderdale International Airport, with transit taking approximately five times longer and requiring a transfer.

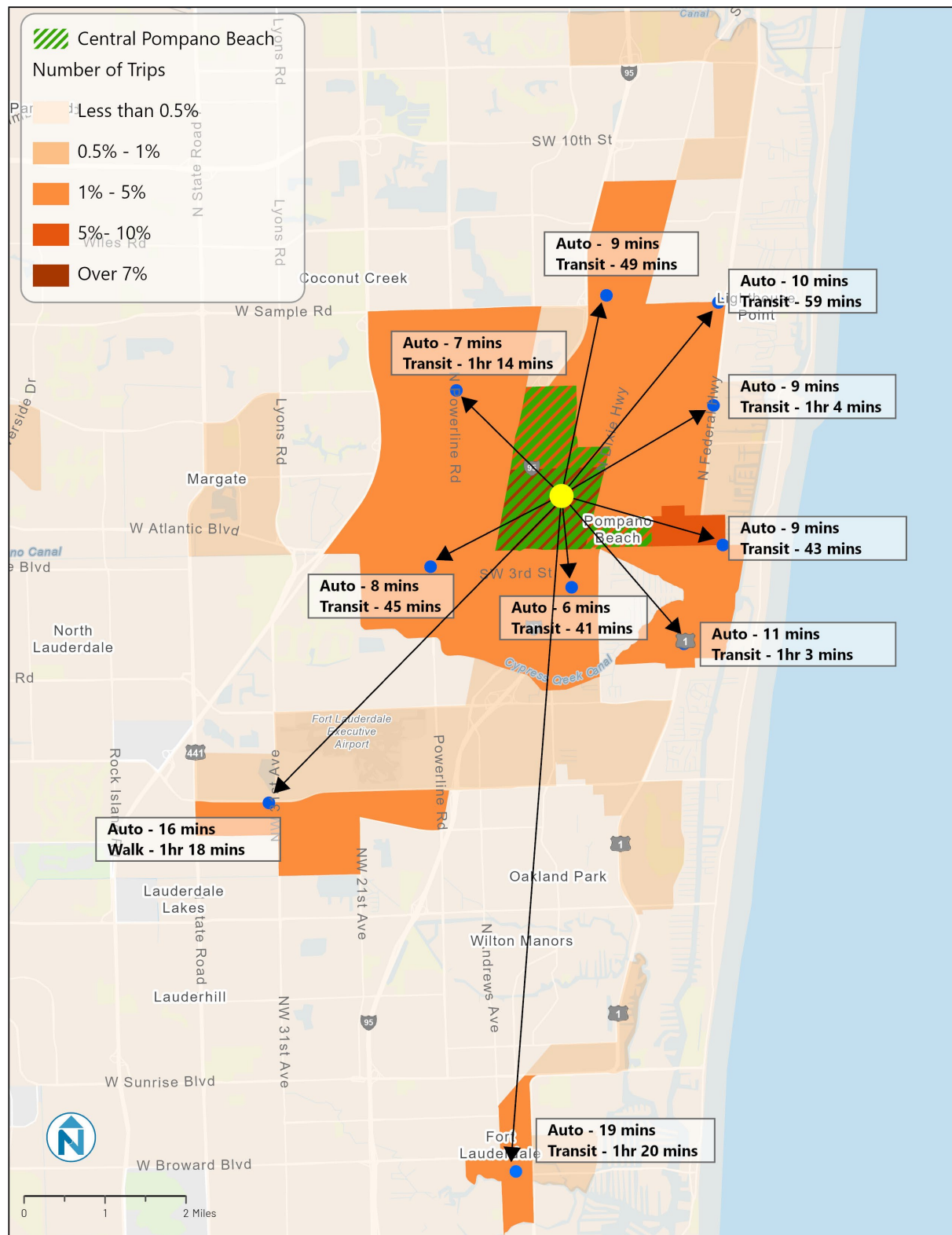
Figure 12. Travel Analysis for Central Pompano Beach Focus Community

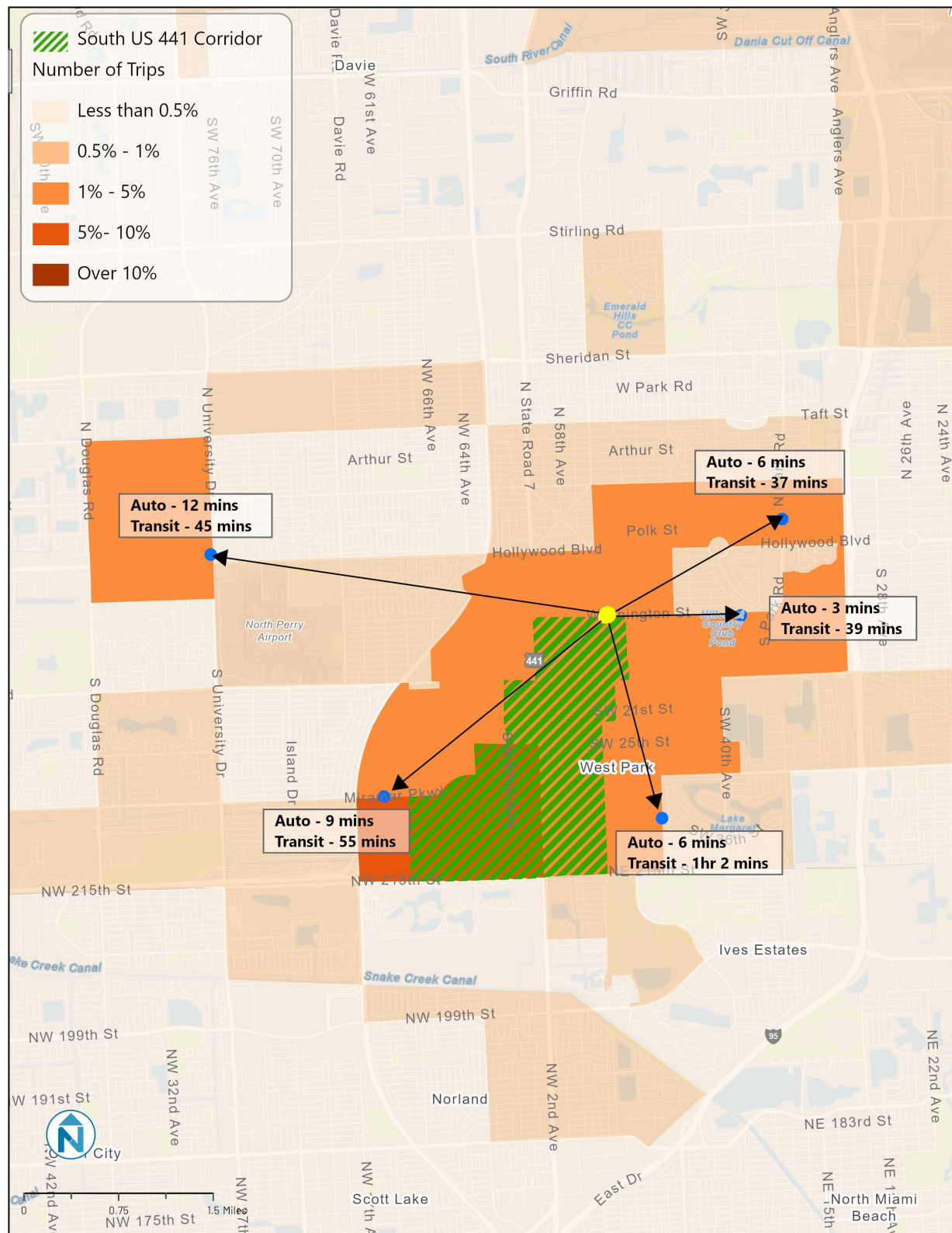
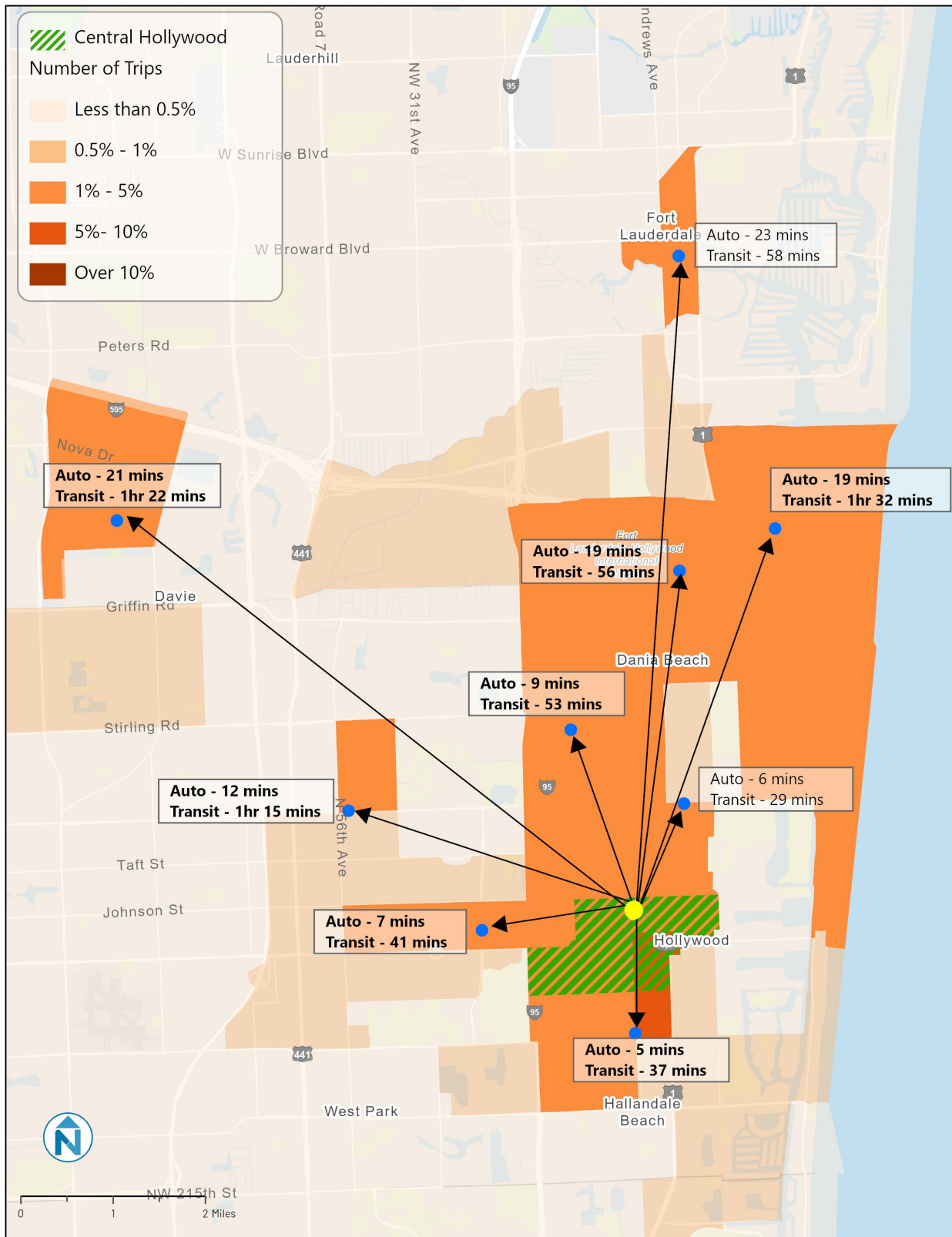
Figure 13. Travel Analysis for South US 441 Corridor Focus Community

Figure 14. Travel Analysis for Central Hollywood Focus Community



Pembroke Pines -University Drive

The focus community lies to the east of Pembroke Pines, spanning the area between Johnson Street and Pembroke Road (**Figure 15**). On an average weekday, the area generates approximately 11,728 trips. Of these, over 10% are concentrated within the focus community and extend northward. Around 4% of total trips are directed towards Davie, with a notable volume heading to the area of Broward College-Central Campus. Additionally, there are several trips into Miami-Dade County, to the Dolphin Mall area. The journey into Miami-Dade County entails a transit travel time approximately eight times that of an automobile trip and involves the use of regular bus and Tri-Rail. The journeys to Davie, specifically those directed towards Broward College, - Central Campus do not require any transfers but may involve a considerable amount of walking. Conversely, most trips to surrounding blocks within the focus community enjoy more direct access to transit options.

Margate - Coconut Creek

On an average weekday, this focus community generates approximately 25,464 trips, directed towards destinations within the community's proximity (**Figure 16**). Notable locations include Broward College-North Campus in Coconut Creek, Coral Square Mall, Downtown Fort Lauderdale, and Coconut Creek Plaza. The most distant journeys extend to Boca Raton in Palm Beach County, traversing Congress Avenue and Clint Moore Road. This trip involves a combination of BCT and Palm Tran services, with a transit travel duration approximately four times longer than that of private automobile travel to the same destination. Similarly, transit trips heading south from the focus community towards the Fort Lauderdale International Airport also incur a travel time approximately four times greater than that of auto travel. Trips within the focus community are direct, with no transfers. However, trips to the western extents of the community, specifically between Southgate Boulevard and Southwest 3rd Street, lack available transit options, necessitating approximately 27 minutes of walking. Likewise, the most time-efficient mode for trips towards the Palm Lakes Plaza, also located in the western area of the community, is walking, as transit options require a transfer, thereby extending the overall duration of the trip.

West Commercial Boulevard Corridor

The focus community is within the boundaries of Sunrise (**Figure 17**) generating approximately 12,051 trips on a typical weekday. Residents visit Downtown Fort Lauderdale, Broward College-Central Campus, Broward Mall, Sawgrass Mills Mall, and the vicinity of Plantation High School. About 21% of all trips occur within the focus community, primarily in the southeastern area. The Sawgrass Mills Mall area is the subsequent major destination visited, it however involves a substantial amount of walking, resulting in transit trips times being six times more than the auto travel time. Trips towards Broward College-Central Campus also experience significantly longer transit times compared to auto trips.

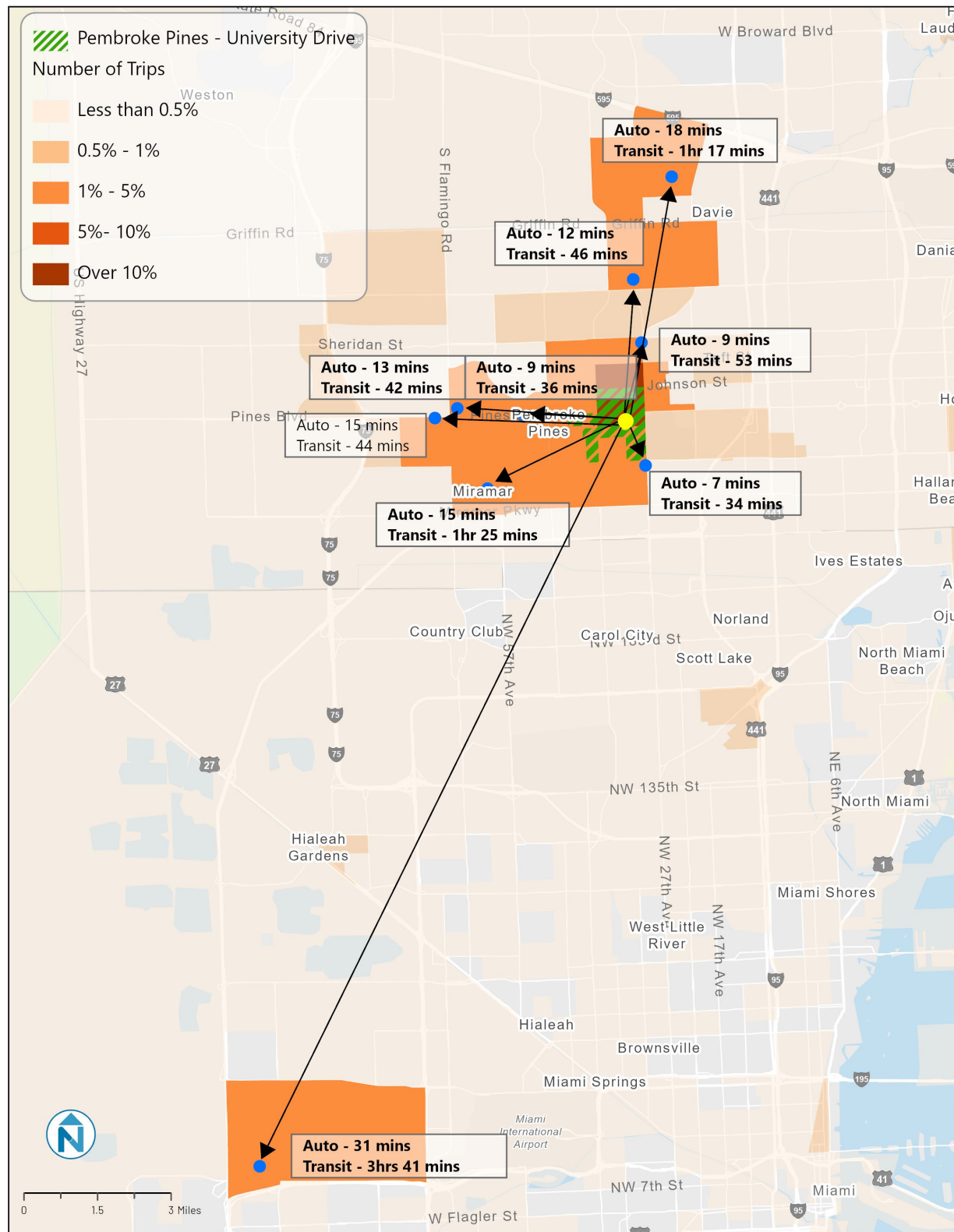
Figure 15. Travel Analysis for Pembroke Pines - University Drive Focus Community

Figure 16. Travel Analysis for Margate - Coconut Creek Focus Community

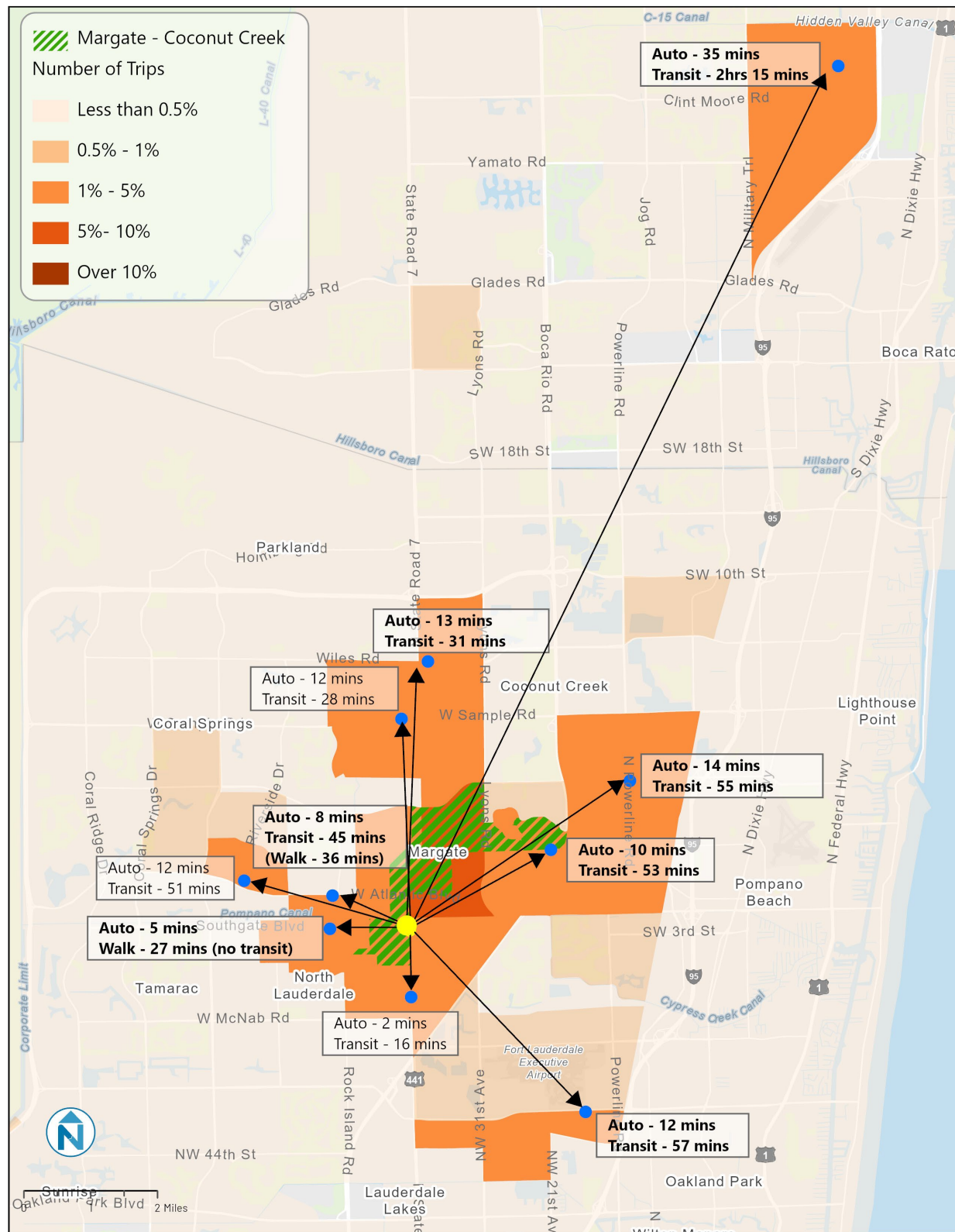
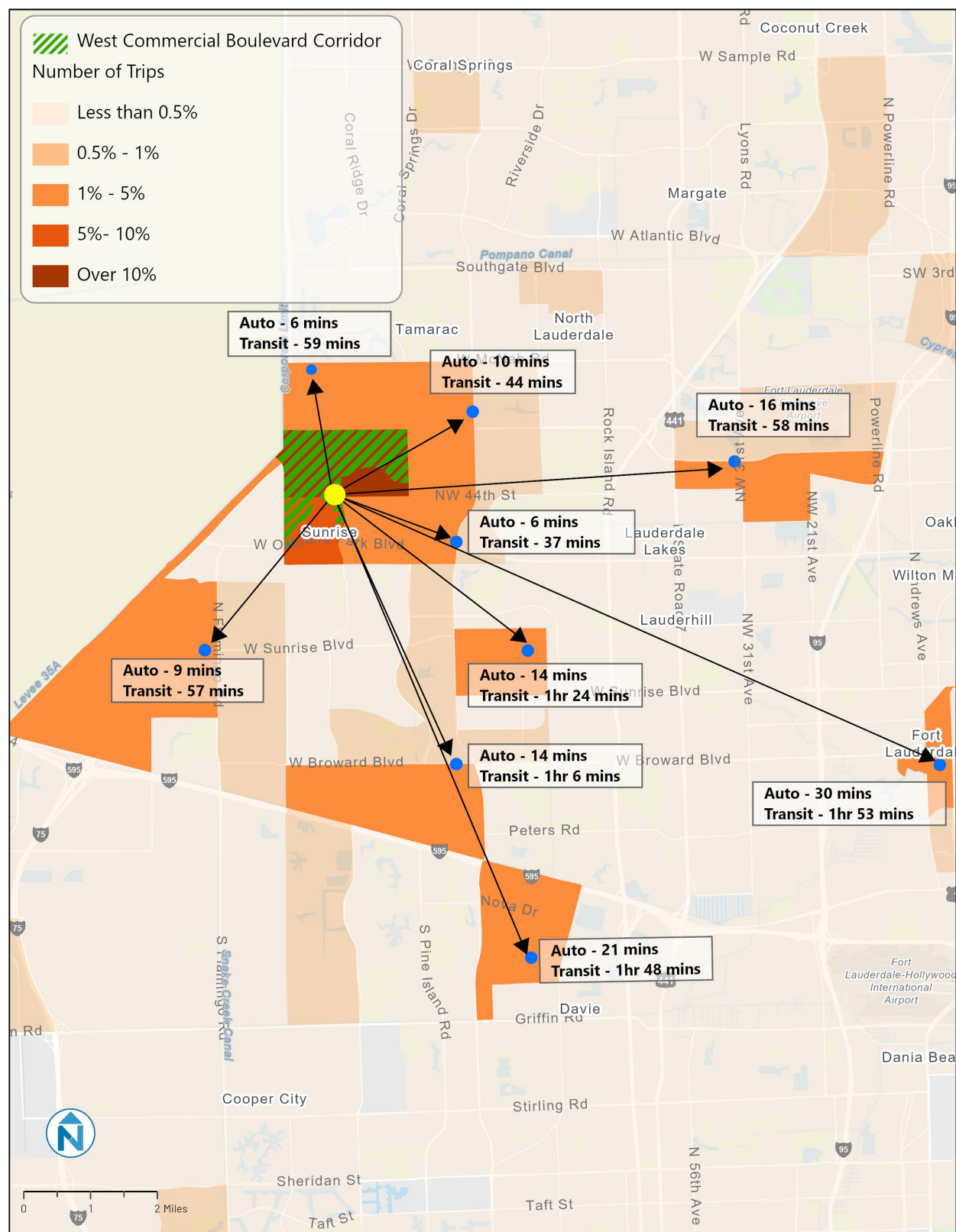


Figure 17. Travel Analysis for West Commercial Boulevard Corridor Focus Community



Sunrise Lakes Corridor

The focus community, located in Sunrise (**Figure 18**), generates approximately 25,155 trips on a typical weekday. Residents commonly travel to key destinations such as Sawgrass Mills Mall, Downtown Fort Lauderdale, Broward College-Central Campus, Fort Lauderdale Plaza, and Westside Regional Medical Center. The most visited destination, Sawgrass Mills Mall, situated to the west of the community, requires over an hour of transit time, involving transfers between two routes. In contrast, a private vehicle can cover the distance in just 8 minutes. Similarly, the journey to Broward College-Central Campus, the fourth most-visited location, also demands a significant amount of time via transit, including a transfer. Two prominent destinations, Jacaranda Square, and the area between Northwest 88th Avenue and North University Drive in Sunrise, have walking as the fastest transportation option, with no efficient transit alternatives available.

North Military Trail Corridor

This focus community lies between East Sample Road and Southwest 10th Street with North Dixie Highway to its east and Military Trail to its west (**Figure 19**). On average, this community generates 40,893 weekday trips with destinations extending to various locations within Palm Beach, Broward, and Miami-Dade Counties. The most visited destinations lie in Coconut Creek (around Lyons Road and Hillsboro Boulevard), Deerfield Beach (around Powerline Road, Hillsboro Boulevard, and Military Trail) and Pompano Beach (around Powerline Road, Sample Road, and Copans Road). The average travel time to reach the identified destinations by automobile and transit is 9 minutes and 51 , respectively.

Central Commercial Boulevard Corridor

This focus community is made up of block groups in the center of Fort Lauderdale and Tamarac (**Figure 20**). The community boundaries extend from West Cypress Creek Road on the northside to West Commercial Boulevard to the south, with North Andrews Way to the east and extends into Tamarac on the west. On average, this community generates 12,821 weekday trips with destinations extending to various locations within Palm Beach, Broward, and Miami-Dade Counties. The most visited destinations lie in Sunrise (around Sawgrass Mills Mall and North University Drive), Tamarac (around West McNab Road), Coconut Creek (around Atlantic Technical College), North Lauderdale (around US 441), Lauderdale Lakes (around West Oakland Park Boulevard), and Fort Lauderdale (around downtown). The average travel time to reach the identified destinations by automobile and transit is 11 minutes and 54 minutes, respectively.

Figure 18. Travel Analysis for Sunrise Lake Corridor Focus Community

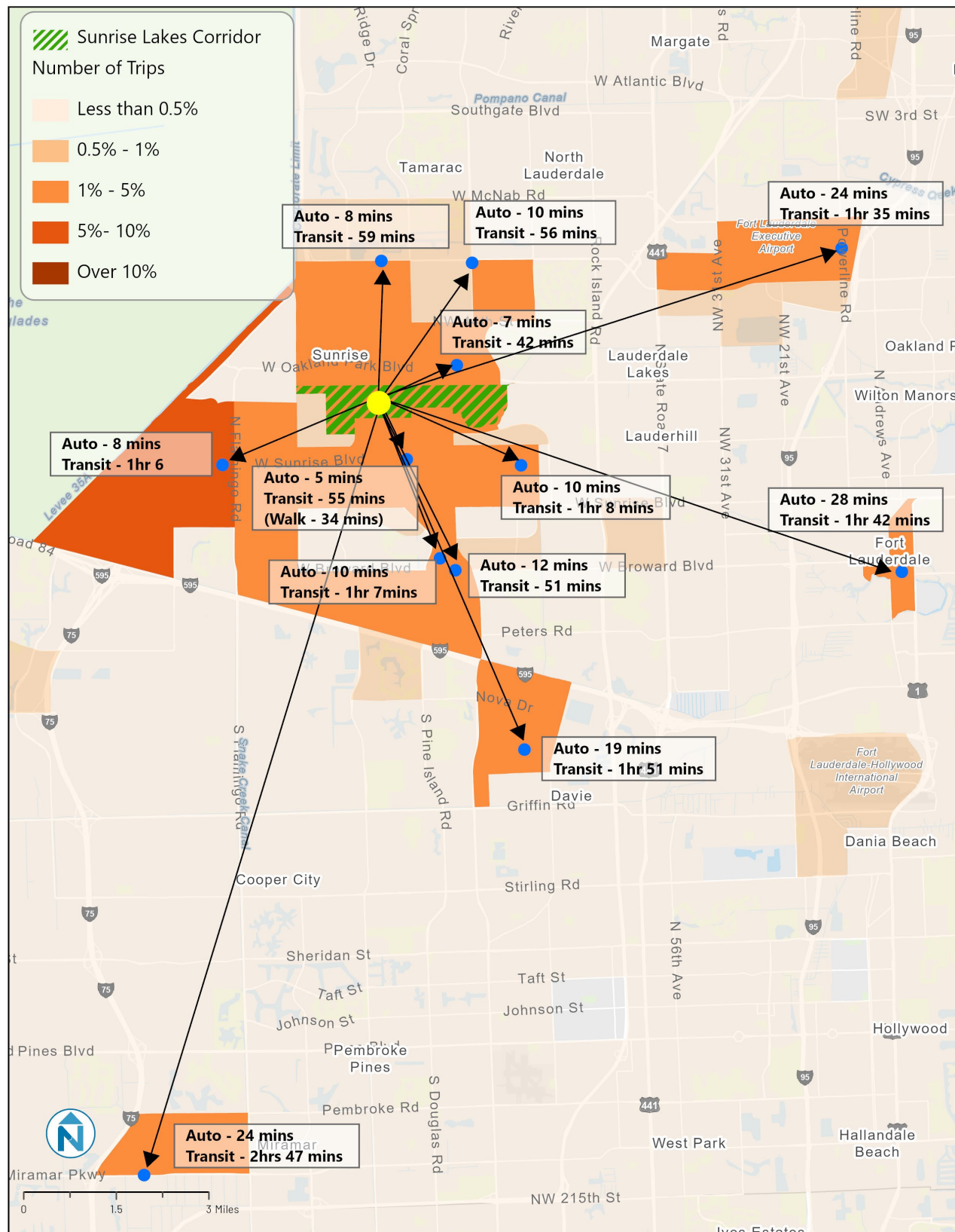


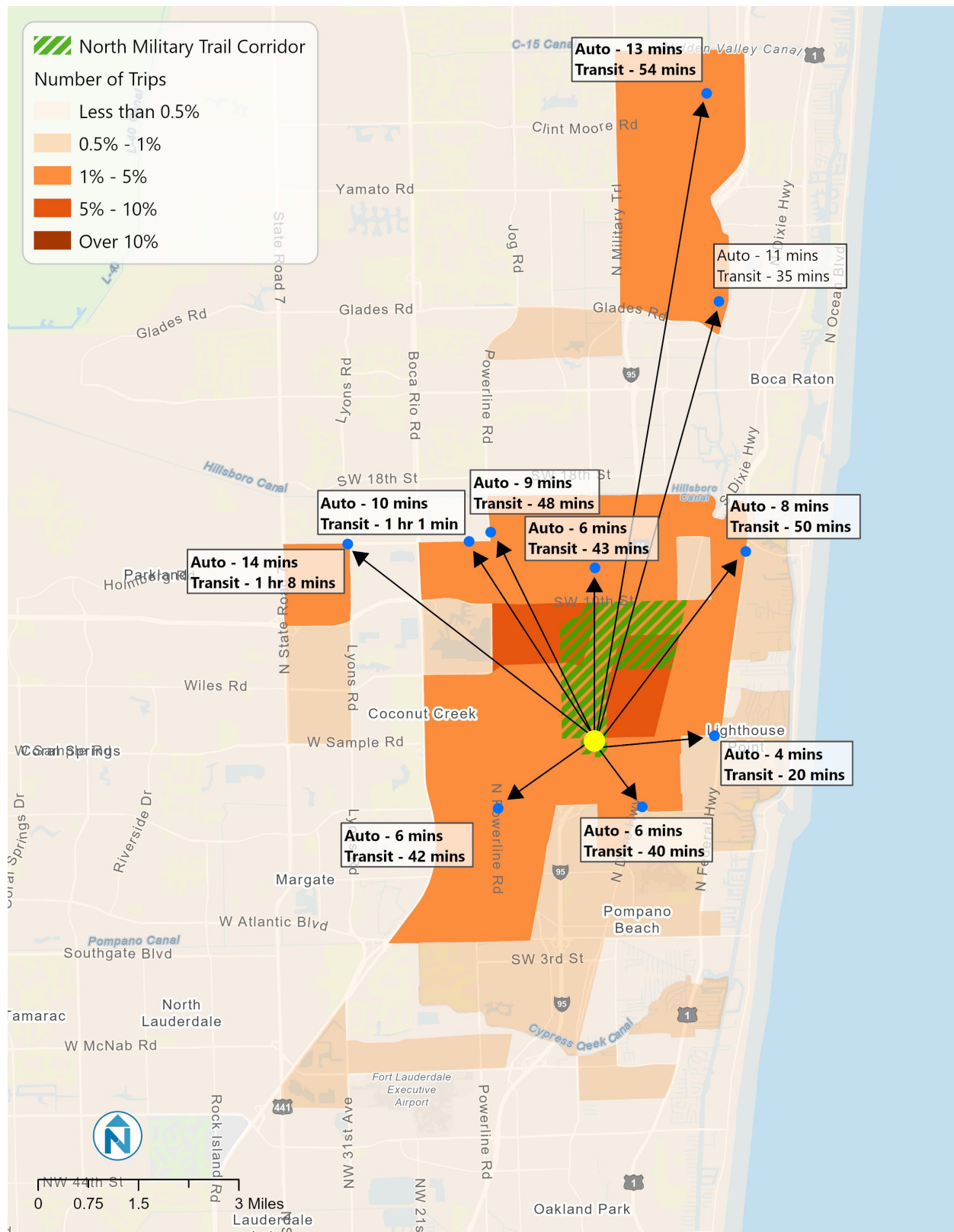
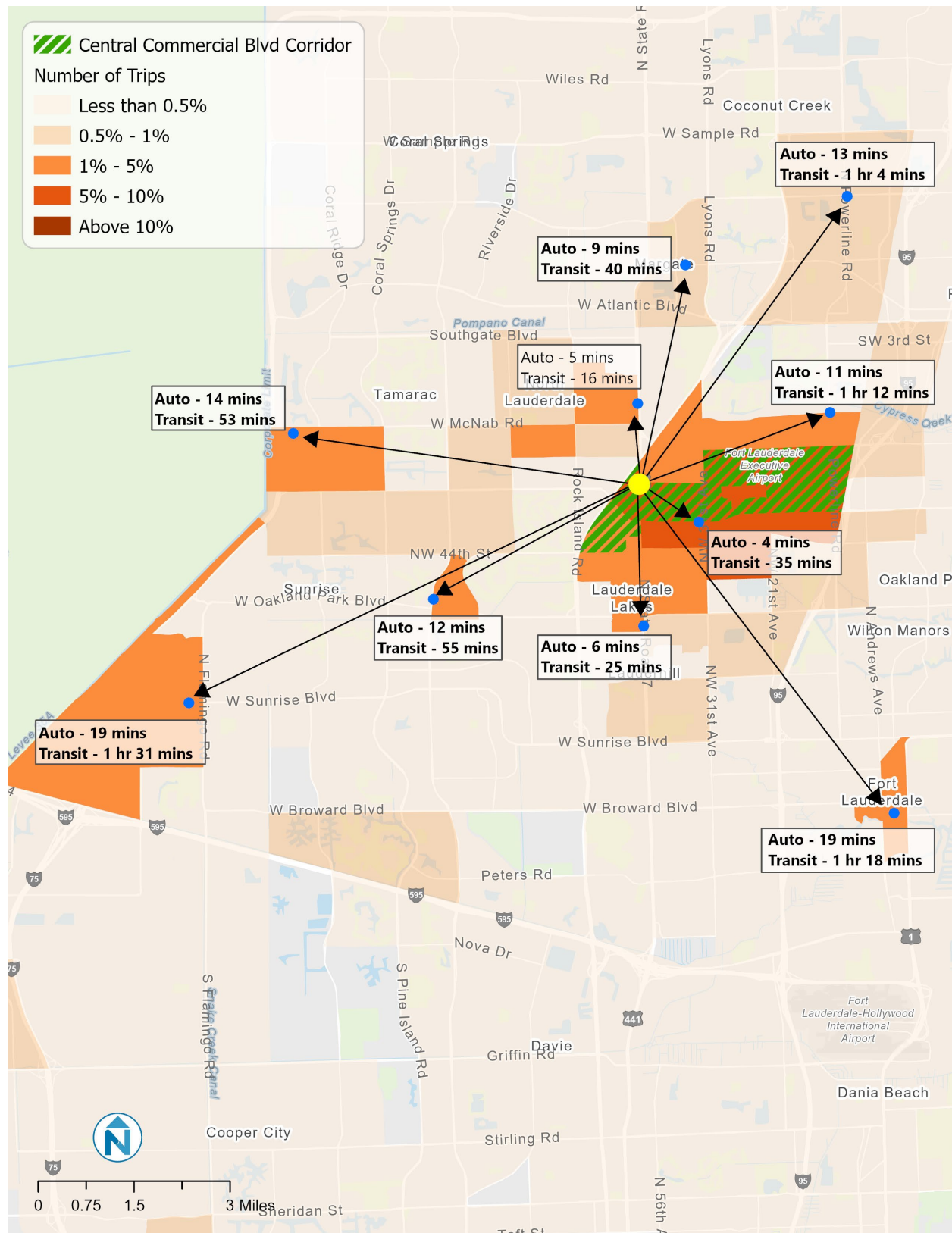
Figure 19. Travel Analysis for North Military Trail Focus Community

Figure 20. Travel Analysis for Central Commercial Boulevard Corridor Focus Community

Lauderdale Lakes – North Lauderdale Creek

This focus community lies between Lauderdale Lakes and North Lauderdale, with Northwest 44TH Street to the north, West Oakland Park Boulevard to the south, Inverary Boulevard to the west and Northwest 35th Avenue to the east (**Figure 21**). On average, this community generates 36,640 weekday trips with destinations extending to various locations within Palm Beach, Broward, and Miami-Dade Counties. The most visited destinations lie in Pompano Beach (around South Powerline Road), Tamarac (around North University Drive), Lauderdale Lakes (around Lauderdale Lakes Mall, North University Drive, and West Sunrise Boulevard), Sunrise (around Sawgrass Mills Mall and North University Drive), Plantation (around West Broward Boulevard), Fort Lauderdale (around downtown) and Davie (around Nova Southeastern University). The average travel time to reach the identified destinations by automobile and transit is 12 minutes and 61 minutes, respectively.

West Fort Lauderdale

This focus community is located at the west of Fort Lauderdale (**Figure 22**) and generates 46,293 weekday trips with destinations extending to various locations within Palm Beach, Broward, and Miami-Dade Counties. The most visited destinations lie in Sunrise (around Sawgrass Mills Mall), Plantation (around West Broward Shopping Center), Davie (around Nova Southeastern University), Fort Lauderdale (around West Sunrise Boulevard, East Las Olas Boulevard, Southeast 17th Street, and Southeast 24th Street) and Oakland Park (around West Oakland Park Boulevard). The average travel time to reach the identified destinations by automobile and transit is 12 minutes and 67 minutes, respectively.

Roosevelt Gardens – Washington Park

This focus community lies between Interstate 95 in Fort Lauderdale and U.S. 441 in Lauderdale Lakes (**Figure 23**). On average, this community generates 56,587 weekday trips with destinations extending to various locations within Palm Beach, Broward, and Miami-Dade Counties. The most visited destinations lie in Sunrise (around Sawgrass Mills Mall), Lauderdale Lakes (around Lauderdale Lakes Mall), Fort Lauderdale (around U.S. 441), and Fort Lauderdale (around Southeast 17th Street, East Las Olas Boulevard, Northwest 2nd Street, West Broward Boulevard, and Powerline Road). The average travel time to reach the identified destinations by automobile and transit is 13 minutes and 66 minutes, respectively.

Central Hallandale Beach

This focus community lies between Hallandale Beach and Pembroke Park (**Figure 24**). On average, this community generates 27,033 weekday trips with destinations extending to various locations within Palm Beach, Broward, and Miami-Dade Counties. The most visited destinations lie in Fort Lauderdale (around downtown), Hallandale Beach (around West Hallandale Beach Boulevard), Hollywood (around West Lake Commons Shopping Mall, Hollywood Hills Plaza Shopping Mall, Oakwood Plaza Shopping Mall, and Hollywood City Hall) and Aventura (around Aventura Shopping Mall). The average travel time to reach the identified destinations by automobile and transit is 14 minutes and 54 minutes, respectively.

Figure 21. Travel Analysis for Lauderdale Lakes – North Lauderdale Creek Focus Community

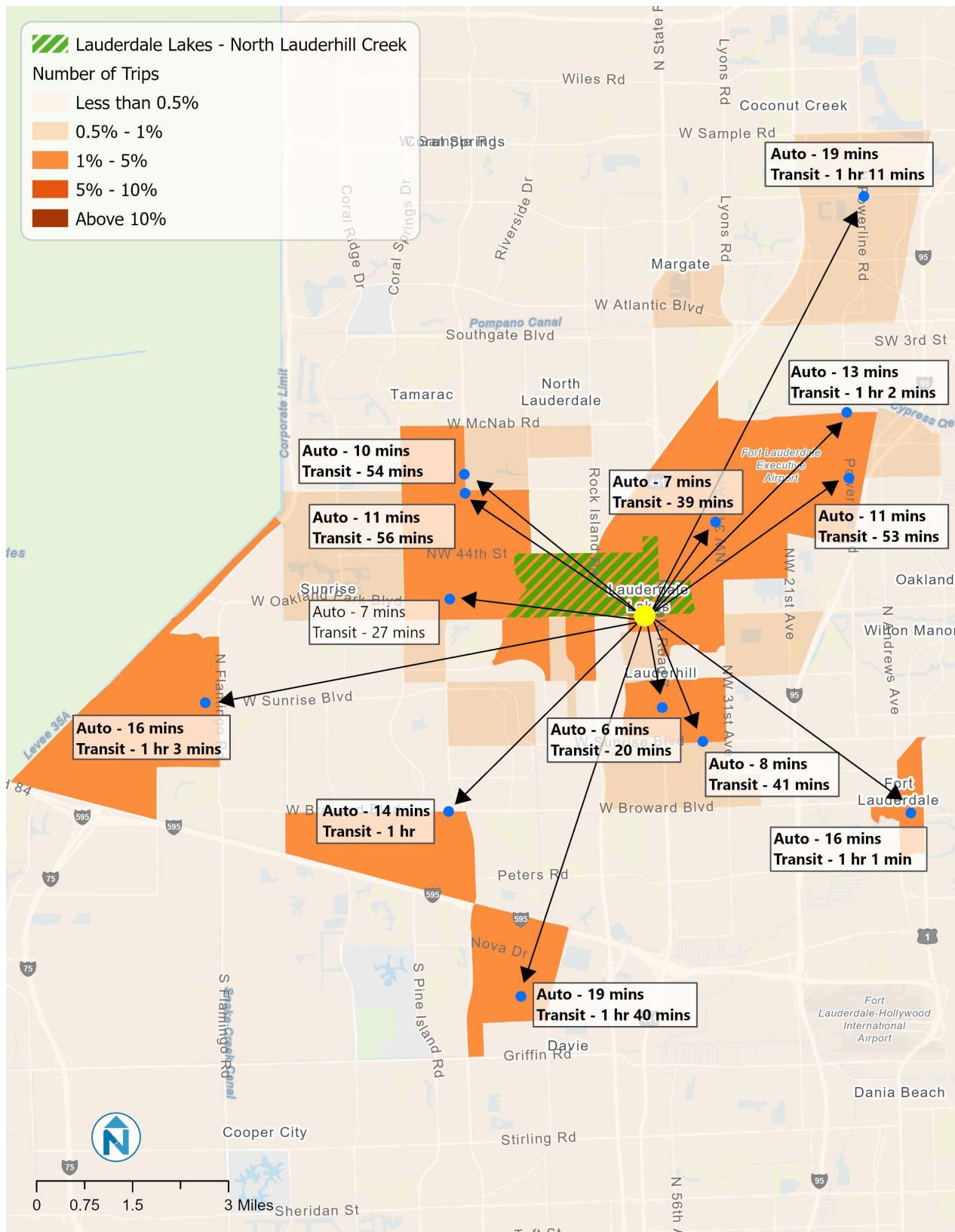


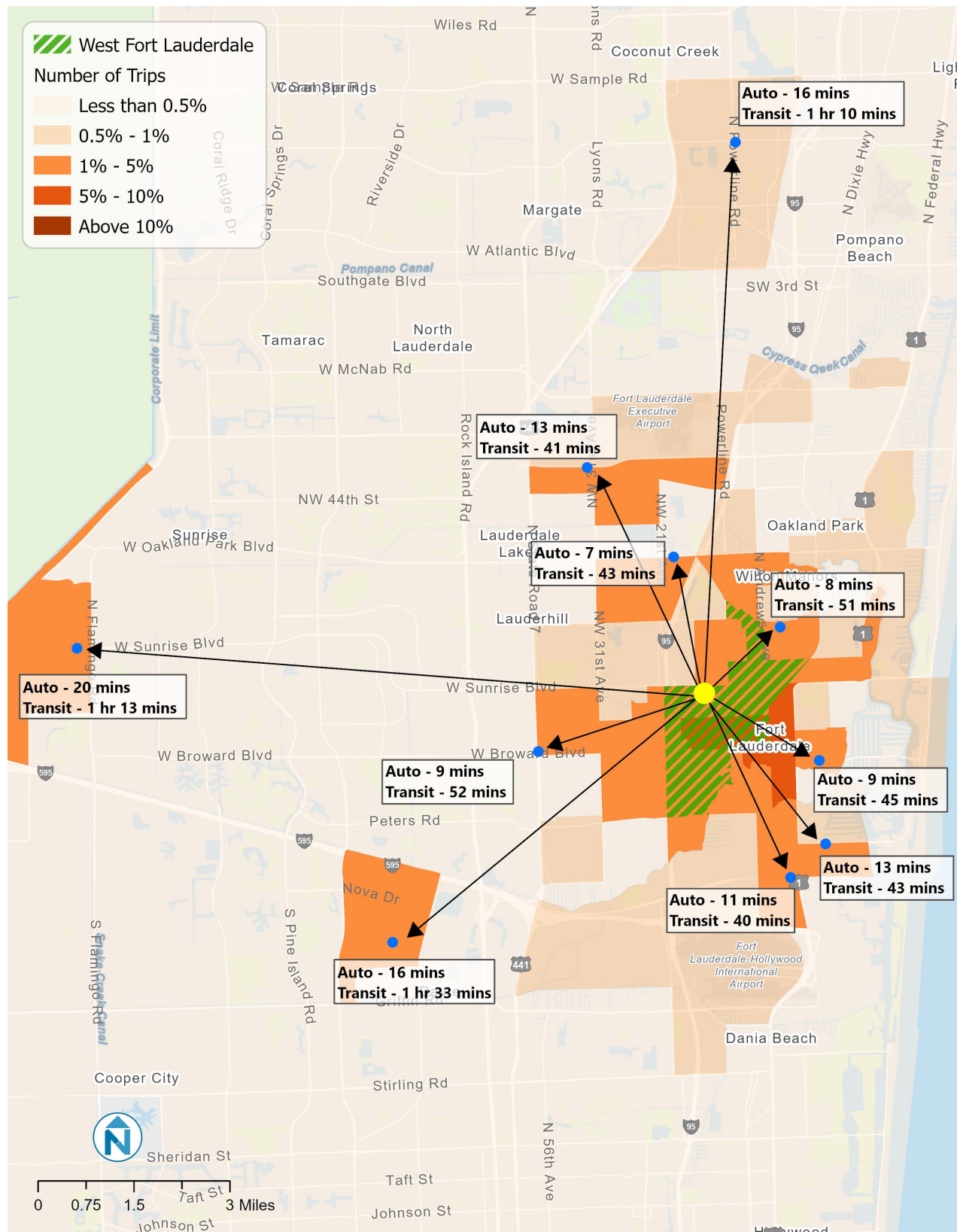
Figure 22. Travel Analysis for West Fort Lauderdale Focus Community

Figure 23. Travel Analysis for Roosevelt Gardens – Washington Park Focus Community

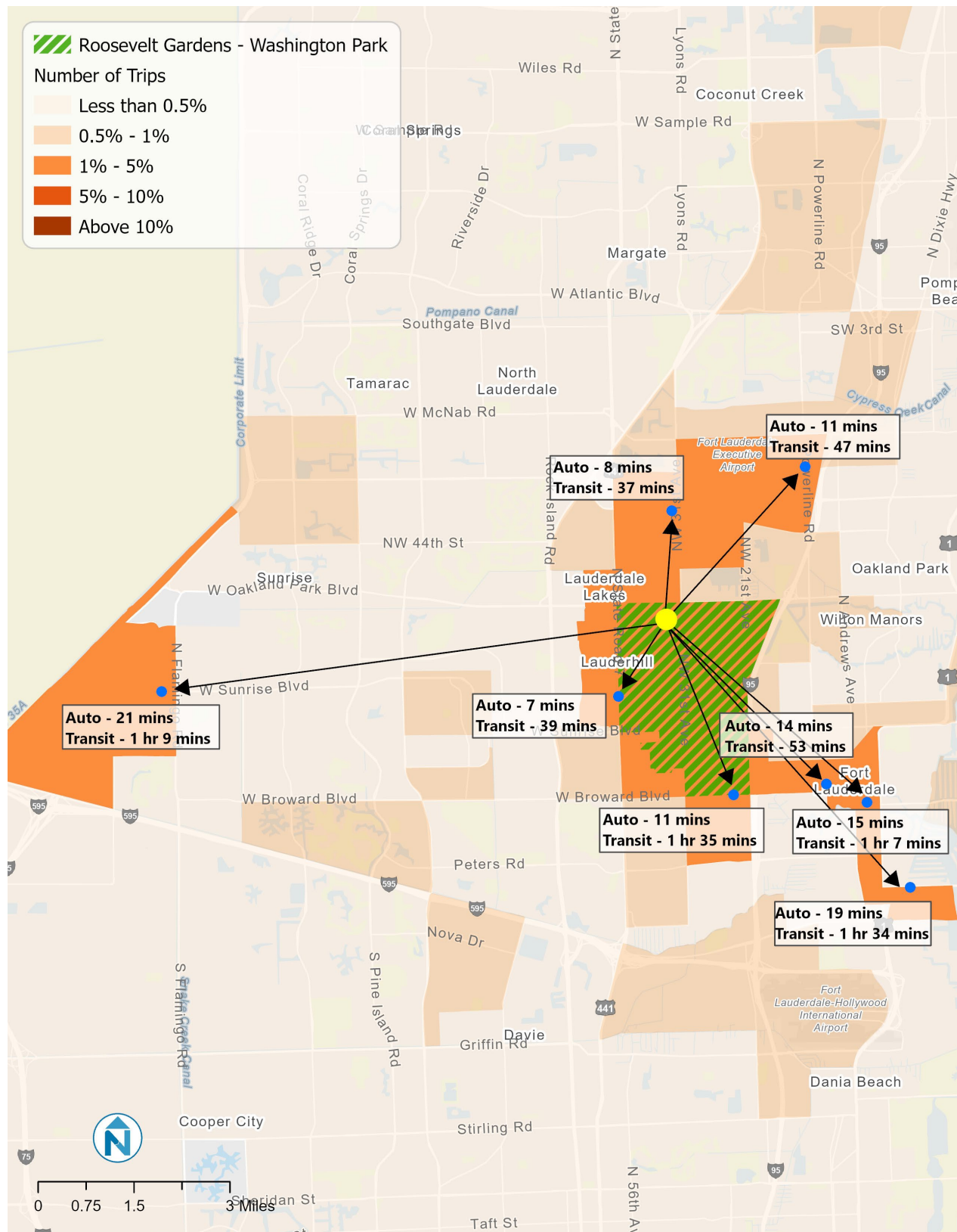


Figure 24. Travel Analysis for Central Hallandale Beach Focus Community

