

BROWARD COUNTY *Transit*

Comprehensive Operational Analysis

Virtual Kickoff Meeting

FEBRUARY 6, 2024



AGENDA

BCT Comprehensive Operational Analysis
Virtual Kickoff Meeting

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Welcome



Our Team



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CEO,
BCT



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Marketing,
Communications, and
Customer Relations
Manager, BCT

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Deputy Project
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Community Engagement
Lead, Nelson\Nygaard

with additional project support from ETC Institute Holt Communications, Quest, CTS Engineering, CH Planning, and Insight Transportation Consulting.



Housekeeping



Videos and microphones are **turned off** for attendees



Please submit comments or questions using the **chat and Q&A**



This meeting will be **recorded** and posted to the project website



We are here to listen and **want to hear from you!**

Have your phone ready to participate in live polling activities!

Project Overview



What is a Comprehensive Operational Analysis (COA?)

A COA is an assessment of the transit system to determine where improvements can be made for **operational effectiveness and efficiency** across the network, **changing travel patterns**, and development patterns, typically conducted **every 5-10 years**.



Data Inputs
& Analysis



Public &
Stakeholder
Input



Market
Analysis &
Travel Needs



PREMO
Network



Near/Mid/Long-Term
Service Plans

What service does this cover?

The Comprehensive Operational Analysis is for the **entire Broward County Transit system**.

It covers all of Broward County and every mode of transit. The focus is on non-premium service not included in PREMO.

Existing BCT system map



COA Project Goals



MODERNIZE THE NETWORK

Update the route network based on **projected demand and PREMO**



BOOST RIDERSHIP

Evaluate how to **increase annual ridership**



UPDATE SERVICE STANDARDS & PERFORMANCE

Update BCT's internal service standards and performance criteria for **optimal network performance**



IDENTIFY INEFFICIENCIES

Identify operational and/or systemic inefficiencies and **provide solutions**

What are the key COA deliverables?



Current
Ridership
Data



Current
Passenger
Travel Patterns
(Origins & Destinations)



Updated
Service
Standards &
Policies

1

Near Term
Service Plan

*1-5 years
(2025-2030)*

2

3

1

Mid Term
Service Plan

*6-10 years
(2031-2035)*

2

3

1

Long Term
Service Plan

*11-15 years
(2036-2040)*

2

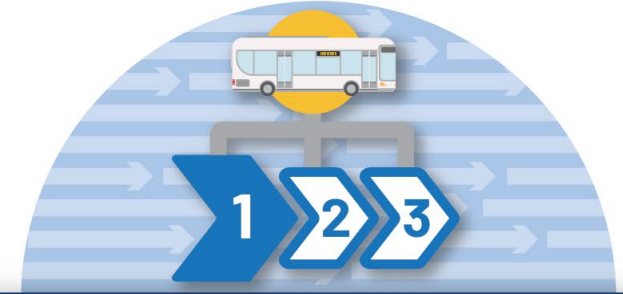
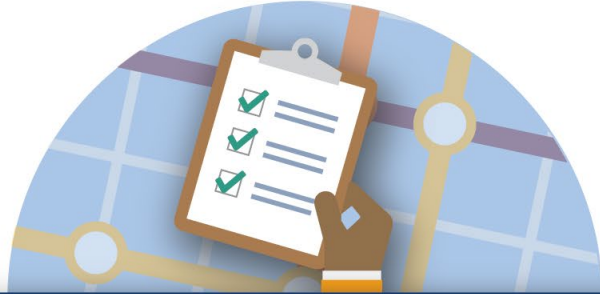
3

Recommendations may include changes to route alignments, new routes, eliminated routes, changes in frequency, changes to service hours, or introduction of new modes like Mobility on Demand

How does the COA relate to other BCT plans?

	Premium Mobility Plan (PREMO)	Transit Development Plan (TDP)	Comprehensive Operational Analysis (COA)
Purpose	Develop the new premium transit network as the backbone of the system	Align transit network vision and BCT strategic goals with changing population and development trends	Alternatives development and evaluation for the rest of the network beyond PREMO
Type	Major Capital Projects	Strategic Vision	Operational enhancements Modifications to existing service (routes, modes, frequencies)
Modes of Transit	Premium Transit (Commuter Rail, LRT, BRT, High Frequency Bus)	All modes	Focus on non-premium (Local Bus, Commuter Shuttles, Express Bus, Mobility-on-Demand) and integration with new premium services
Areas Served	Countywide	Countywide	Countywide
Timeframe	15 years (2023-2038)	10 years (FY 2024 - 2033)	15 years (2025 - 2040)
Frequency	Every 10-15 years	Minor update annually, Major update every 5 years	Updated every 5-10 years
Why	To evaluate and refine long-term goals	State funding requirement Establish big picture direction	Operationalize the TDP vision and integrate with PREMO network

Project Phases



1 CUSTOMER NEEDS & SYSTEM ANALYSIS

SEPTEMBER 2023 - FEBRUARY 2024

- ONBOARD SURVEYS
- DATA COLLECTION
- NETWORK ANALYSIS
- STATE OF THE SYSTEM REPORT
- ONLINE SURVEY #1
- MEETINGS & POP-UP EVENTS

2 DRAFT RECOMMENDATIONS

MARCH - AUGUST 2024

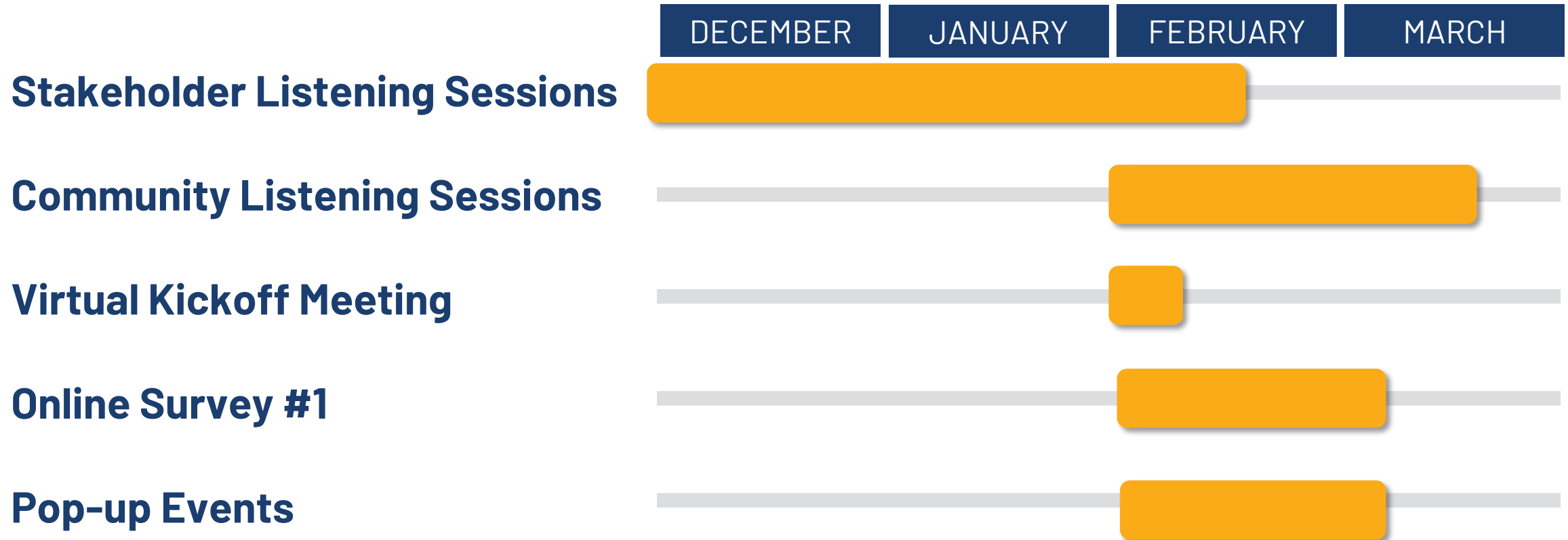
- IDENTIFY KEY OPPORTUNITIES
- DRAFT RECOMMENDATIONS
- ONLINE SURVEY #2
- MEETINGS & POP-UP EVENTS

3 FINAL PLAN

SEPTEMBER - DECEMBER 2024

- NEAR-TERM PLAN
- MID-TERM PLAN
- LONG-TERM PLAN

What to Expect: Early 2024 Engagement



Existing Conditions Analysis



Understanding BCT Customer and Community Needs

Recent Data Collection

- Origin & Destination Survey – Fall 2023
 - Over 7,400 surveys
- Automatic Passenger Counters – Fall 2023 – Early 2024
- Customer surveys at Transit Centers and on buses – Fall 2023

Current / Planned Data Collection

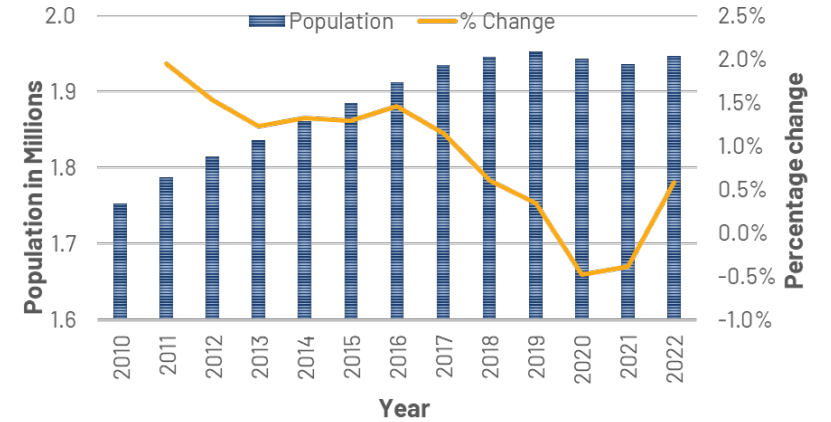
- Stakeholder Briefings – Dec 2023 – Feb 2024
- Pop-Up Events at BCT Transit Centers & Community Events – Feb/Mar 2024
- Website & Online Survey – Ongoing



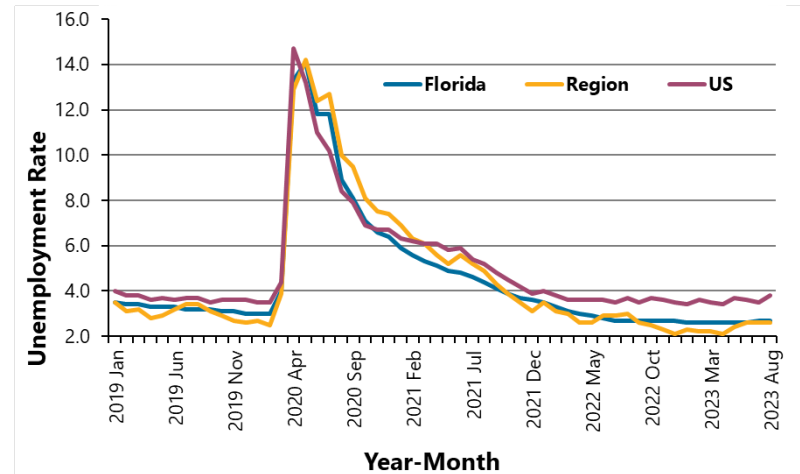
Our Changing Community



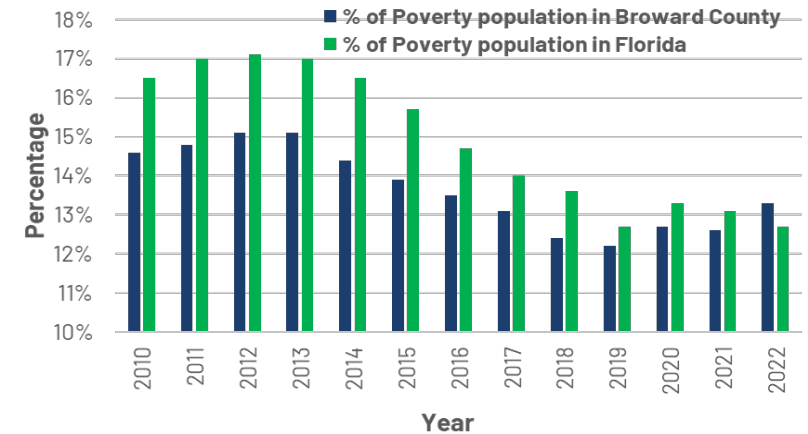
Population grew 12% - 2010 to 2019, Expected to grow over 15% by 2045



Employment grew 23% - 2010 to 2019, Expected to grow 21% by 2045,
Unemployment down from 14% during COVID peak to less than 3% today



Poverty* decreased from 15% to 13% - 2015 to 2023



*Based on the federal poverty level and the U.S. Census Bureau American Community Survey 2022 1-Year Estimates, Table S1701 - Poverty Status in the Past 12 Months

Analysis / Future Premium Network

Existing Conditions Analysis

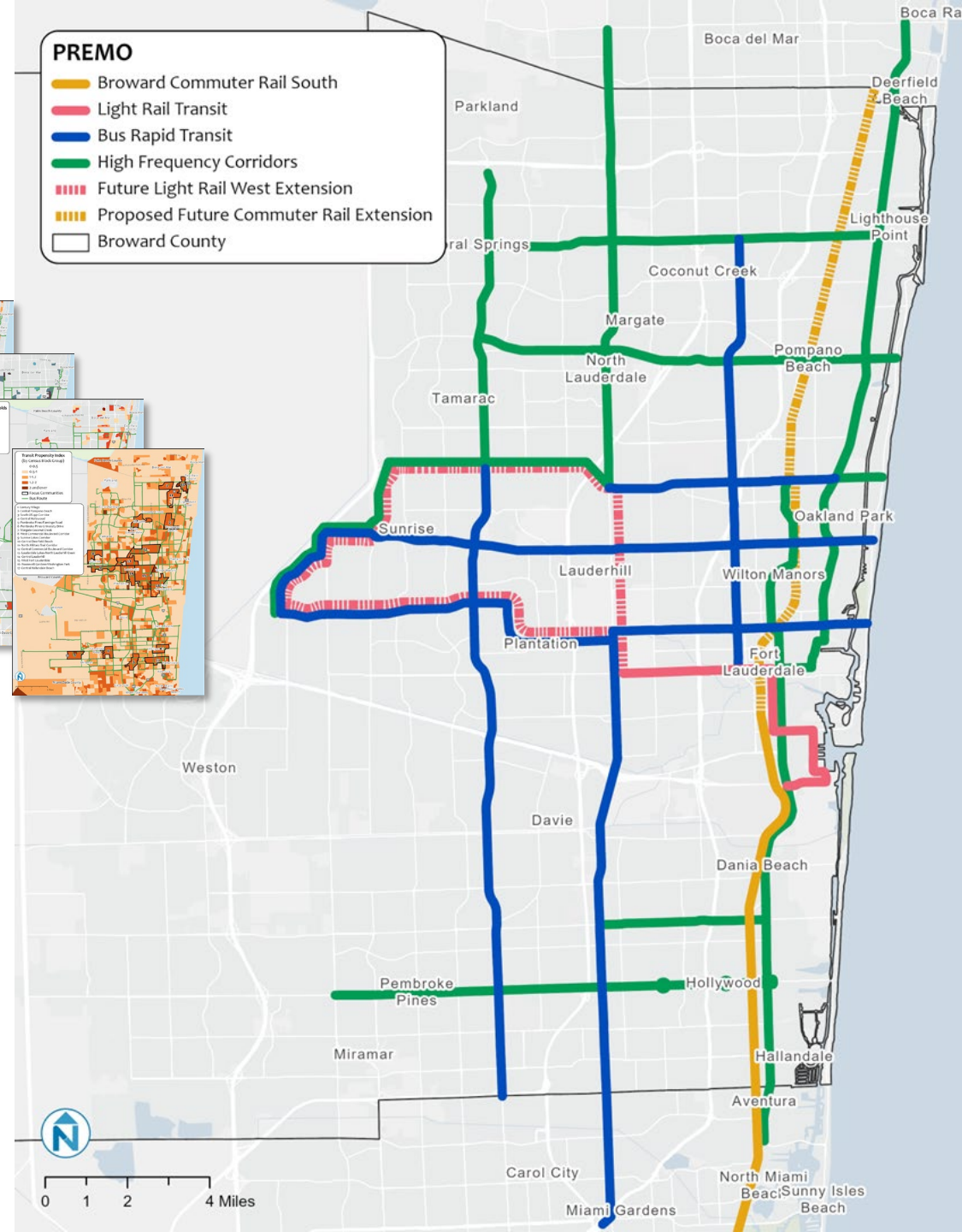
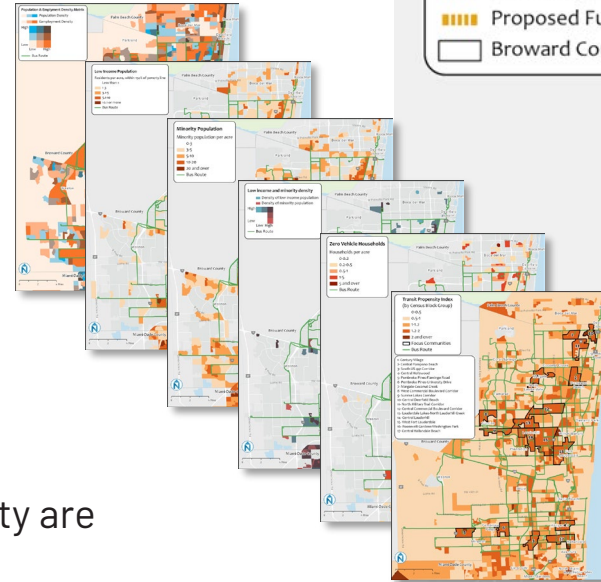
- Population & Employment Density
- Transit Propensity (Needs)
- Low Income Population
- Zero-Car Households

Current System Analysis

- All areas of higher population/employment density are served by the current bus network

Future PREMO Network

- Commuter Rail
- Light Rail Transit
- Bus Rapid Transit
- High Frequency Bus



Discussion



Let's Chat!

We want to hear about your experience riding BCT and your priorities for future improvements!

There are two ways to participate:

1 Mentimeter Poll

2 Zoom Meeting Chat



How to Use Mentimeter

Use your phone or your computer to go to

menti.com

enter the code

8243 9358

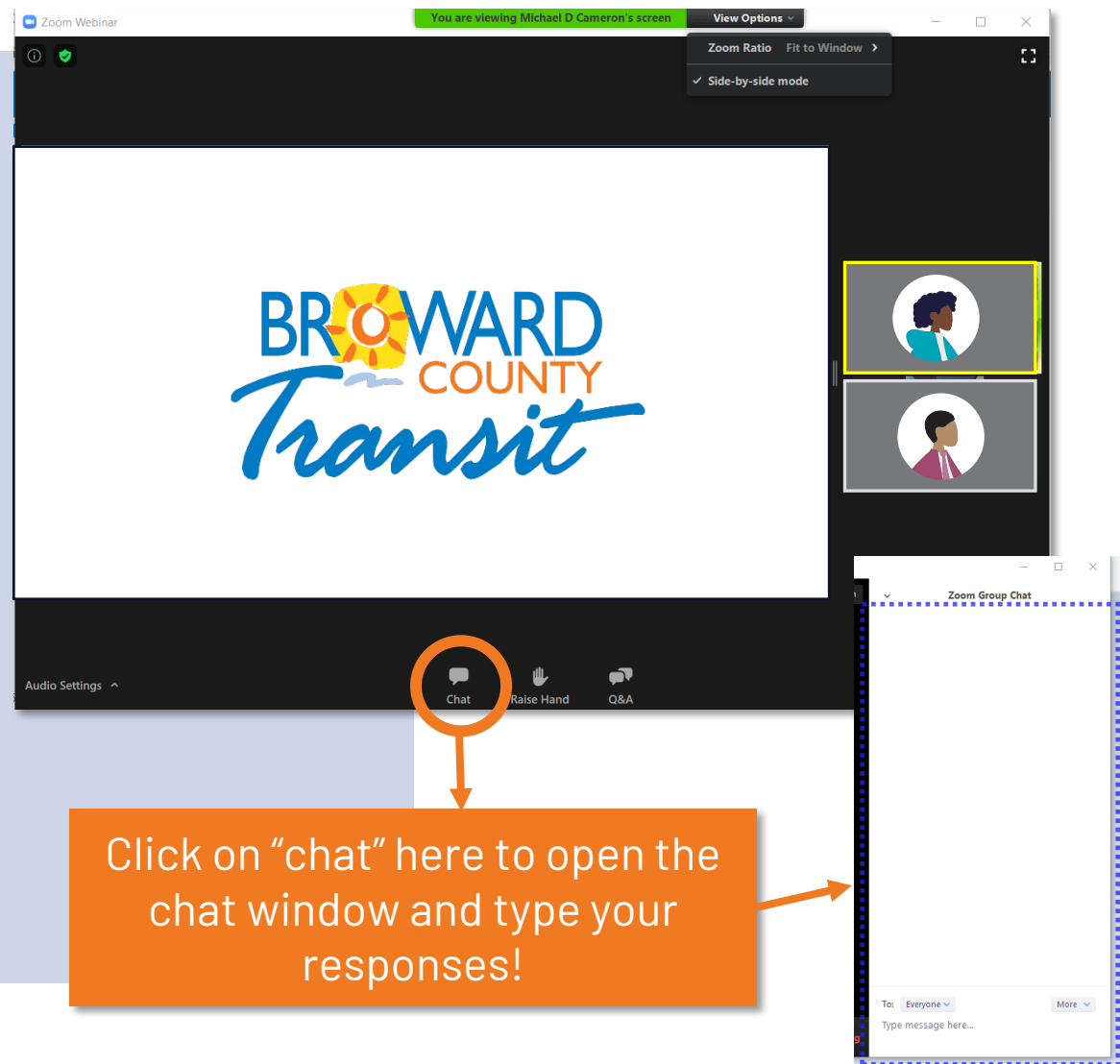


*...or scan this QR code
with your phone camera!*

How to use the Zoom Meeting Chat

Prefer to stick to one channel?

**You can enter your
comments in this
meeting chat!**



Mentimeter Polling

The following poll questions were discussed using Mentimeter live polling. See attached Mentimeter results slides for participant responses.

Question	Question Type
1. Warm Up: How many people who live in Broward County and are employed also work in Broward County?	Multiple choice
2. Warm Up: What is your favorite place in Broward County to hang out on a weekend morning?	Open ended comments
3. How often do you use BCT service?	Multiple choice
4. What types of transit service do you use in Broward County?	Scales
5. What are the main reasons you use BCT service?	Open ended comments
6. When you ride BCT, how do you usually get to the stop or transit center?	Multiple choice
7. What discourages you from using BCT service?	Multiple choice
8. What would make you more likely to use BCT service in the future?	Open ended comments
9. Which times of day have enough transit service available and which need more service?	Scales
10. Are there additional destinations you would like to get to by transit?	Word cloud
11. Is there anything else BCT should know about your experience using the service?	Open ended comments
12. How would you prioritize these tradeoffs for investing in transit improvements? <i>(One slide per pair)</i> <ul style="list-style-type: none"> • More frequent service / Expand service to new areas • On-demand rideshare service / Traditional fixed route service • More service during the day / More late and early service • Faster routes that run along major roads / Slower routes that come closer to my door • More weekday service / More weekend service 	This or that
13. What types of transit improvements are most important to you?	Ranking
14. What is your top request for BCT to improve your transit experience?	Open ended comments

Online Survey Preview





Online Survey Preview

Topics:

- **Input on specific routes**
- **Priorities for improvements**

Dates:

February – March 2024

Available in English & Spanish
(Creole and Portuguese coming soon!)

A screenshot of the survey landing page. The page features the Broward County Transit logo at the top left. The main heading is "Welcome to the Broward County Transit Interactive Mapping Survey". Below this, there is a paragraph explaining that Broward County Transit (BCT) is conducting a Comprehensive Operational Analysis (COA) to stay current on community needs, operational issues, and opportunities to enhance the effectiveness and efficiency of transit service. It will cover the entire BCT service area including existing local fixed routes, express routes, community shuttles, paratransit service and planned bus rapid transit, light rail and commuter rail lines. Another paragraph states that answers to this survey will help understand community needs and guide how the transit system is improved over time. A final paragraph asks users to join in this effort by completing the following interactive 5-minute survey, noting that all answers are anonymous and any question can be skipped. At the bottom of the page, there is a language dropdown menu set to "English" and a progress indicator showing "1 / 10". The background of the page is a light blue sky with white clouds and a stylized illustration of a bus, a person, and a palm tree.

BROWARD COUNTY
Transit

Welcome to the Broward County Transit Interactive Mapping Survey

Broward County Transit (BCT) needs your input! BCT is conducting a Comprehensive Operational Analysis (COA), to stay current on community needs, operational issues, and opportunities to enhance the effectiveness and efficiency of transit service. It will cover the entire BCT service area including existing local fixed routes, express routes, community shuttles, paratransit service and planned bus rapid transit, light rail and commuter rail lines.

Your answers to this survey will help us understand community needs and guide how the transit system is improved over time.

Please join us in this effort by completing the following interactive 5-minute survey. All answers are anonymous, and any question can be skipped.

English 1 / 10

bit.ly/BCTCOAsurvey

Closing



What's Next?



**Take the
online
survey!**

bit.ly/BCTCOAsurvey



**Tell your
family,
friends,
neighbors,
and
coworkers!**



**Follow BCT
on social
media and
check your
email for
project
updates!**



**Draft
network
concepts
created this
spring and
shared this
summer**



Thank you!

Project Website

broward.org/BCT/COA

Project Inbox

bctcoa@broward.org

Online Survey

bit.ly/BCTCOAsurvey

Khalilah Ffrench

Project Manager, Broward County Transit

Tim Crobons

Project Manager, Nelson\Nygaard

Online Survey

