Extensive public outreach activities were undertaken during the TDP process. In this section, the types of activities undertaken are described and the input received during those outreach activities is detailed. The first step in the public involvement process was to develop a Public Involvement Plan to guide activities. This plan can be found in Appendix E. It was approved by FDOT.

PUBLIC INVOLVEMENT ACTIVITIES

Public involvement activities included the following items:

- Creating a brand,
- Establishing Advisory Review Committee,
- Conducting stakeholder interviews,
- Developing a web page,

- Hosting discussion group workshops,
- Conducting surveys,
- Hosting community drop-ins, and
- Giving presentations.

BRANDING

As part of the TDP process, a brand was developed. The name, BCT *Connected*, along with a logo were created and used throughout the process. The logo, as seen in Figure 4-1, allowed individuals to more readily identify the plan and know when activities related to it were being held.

Figure 4-1
BCT *Connected* Logo

Figure 4-2
ARC Meeting Participants

ADVISORY REVIEW COMMITTEE

To ensure that BCT *Connected* was developed in a logical and thoughtful manner, BCT established an Advisory Review Committee (ARC) to oversee its development. Figures 4-2 and 4-3 are photographs from the first ARC meeting and Table 4-1 lists the members of the ARC. BCT included members of MPO staff and Workforce One, the regional workforce development board, to meet the requirements of rule 14-73.001 which requires BCT to allow these organizations the opportunity to provide comment on the TDP.

The ARC met four times during the development of BCT *Connected*:

- March 4, 2013
- May 13, 2013
- July 29, 2013
- August 19, 2013

Figure 4-3
ARC Meeting Participants

Table 4-1
Advisory Review Committee

Member	Organization
Germaine Smith Baugh	Urban League of Broward County
Kareen Boutros	Broward Workshop
Al Calloway	Current BCT Rider
Sidney Calloway	Transit Advocate
Paul Carpenter	Transit Advocate
Diane Drews	Student, Broward College
Larry Hymowitz	Florida Department of Transportation, District 4
Mason Jackson	Workforce One
Francois Leconte	Minority Development and Empowerment Organization
Buffy Sanders	Broward Metropolitan Planning Organization
Shirley Snipes	Aging and Disability Resource Center of Broward
Jim Udvardy	South Florida Commuter Services
Natalie Yesbeck	South Florida Regional Transportation Authority

STAKEHOLDER INTERVIEWS

Throughout the project, stakeholder interviews were held with individuals who could provide information regarding transportation issues and/or were viewed as having a particular stake in the decisions made with regard to transportation. Table 4-2 contains a list of stakeholders that were interviewed and the organizations they represent. Detailed summaries of the input gathered during these interviews can be found in Appendix F. Themes from the stakeholder interviews included the following:

- Connection is needed for bicyclists and pedestrians,
- Real-time passenger information is needed,
- Increased service and improved service frequency should be a focus for BCT,

- BCT should increase the percentage of hybrid vehicles in its fleet,
- System awareness needs to be increased through marketing efforts, and
- Overall BCT is doing a good job.

Table 4-2

Stakeholders

Stakeholder	Title	Organization	Interview Date
Dan Lindblade	President/CEO	Greater Fort Lauderdale Chamber of Commerce	3.12.13
Tim Ryan	Commissioner	Broward County Board of County Commissioners	4.5.13
Dale V. Holness	Commissioner	Broward County Board of County Commissioners	4.8.13
Martin David Kiar	Commissioner	Broward County Board of County Commissioners	4.8.13
Stacy Ritter	Commissioner	Broward County Board of County Commissioners	4.8.13
Suzanne Gunzburger	Commissioner	Broward County Board of County Commissioners	4.8.13
James Murley	Executive Director	South Florida Regional Planning Council	4.9.13
Lois Wexler	Commissioner	Broward County Board of County Commissioners	4.15.13
Chris Wren	Executive Director	Downtown Development Authority of Fort Lauderdale	4.15.13
Phyllis Zeiler	Executive Director	Downtown Fort Lauderdale Transportation Management Association	4.15.13
Alan Hooper	Chairman		
Nicki Grossman	President/CEO	Greater Fort Lauderdale Convention & Visitors Bureau	4.18.13
Kristin Jacobs	Commissioner	Broward County Board of County Commissioners	5.6.13
Chip LaMarca	Commissioner	Broward County Board of County Commissioners	5.13.13
Barbara Sharief	Commissioner	Broward County Board of County Commissioners	5.13.13
Robert Runcie	Superintendent	Broward County Public Schools	5.29.13
Jeff Moquin	Chief of Staff		
Maurice Woods	Chief of Operations Officer		
Leslie Brown	Chief Portfolio Services Officer		

WEBPAGE

As part of the public outreach process, BCT developed a webpage embedded within BCT's website. The page introduced the TDP as well as provided updated information on public outreach activities. In particular, community drop-in events were listed. Snapshots, short summaries of pertinent information, were also uploaded as part of the TDP process. Figure 4-4 displays a screenshot of the website.

Figure 4-4

BCT TDP Website Screenshot

DISCUSSION GROUPS

BCT conducted several discussion groups throughout the development of BCT *Connected*. Typically, the activity would begin with a short presentation that introduced the TDP and then would lead into a discussion that catered to the particular group assembled. Surveys were often distributed during these exercises and the results of those surveys can be found later in this section. Table 4-3 provides a list of

the discussion groups conducted and Figure 4-5 is a photograph from the Community Bus Service discussion group. Many of the comments received in the discussion groups echoed those gathered in the stakeholder interviews. More detailed summaries of the information gathered during the discussion groups can be found in Appendix F.

Figure 4-5
Community Bus Service
Discussion Group

Table 4-3
Discussion Groups

Discussion Group	Date
Community Bus Service	3.12.13
Broward Regional Health Planning Council	4.15.13
Broward League of Cities Leadership Council	5.14.13
Community Bus Service	6.11.13
Hollywood Council of Howeowner Associations	6.17.13
Broward League of Cities	6.20.13

SURVEYS

Three primary survey types were conducted during BCT *Connected* outreach activities:

- Short surveys that were given in person or via the Internet (see Figure 4-6),
- On-board surveys, and
- Telephone surveys.

Each of the three is described in this section.

Short Surveys

Surveys were distributed at community drop-ins, discussion groups, presentations, and through the webpage. Survey instruments can be found in Appendix F. Survey types varied slightly based on the type of event being attended so not every survey contained the same question set. Overall, 352 in-person surveys were gathered and 185 online surveys were completed for a total of 537, but for each question the number of respondents may vary.

The first question asked how often the respondent uses

Figure 4-6
Short Survey Instrument

BCT's transit services. As seen in Figure 4-7, about 44 percent of respondents indicated that they have never used BCT's services, although approximately 30 percent indicated using BCT regularly.

Figure 4-7
How often do you use BCT transit services?
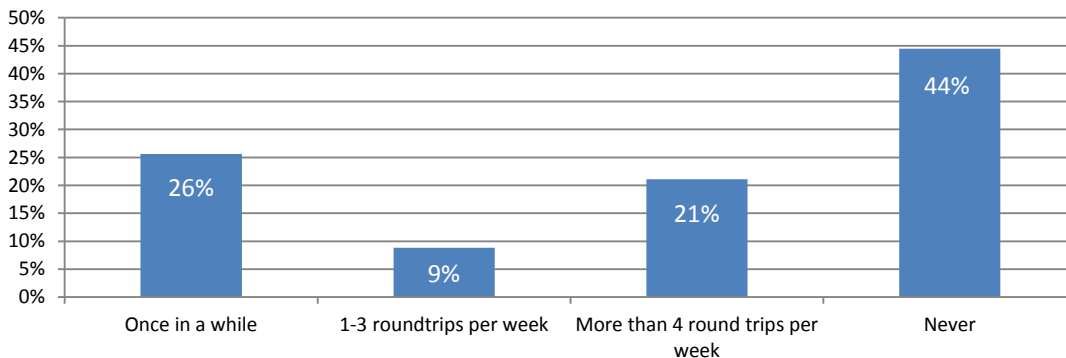
In the online survey, respondents were asked to indicate how important certain transit features are to them. As seen in Figure 4-8, over 90 percent of respondents indicated that on-time performance and more frequent service were very important or important to BCT's service offering. Only half of respondents thought Wi-Fi (i.e., wireless internet) on buses was a very important or important feature in BCT's features.

For those who indicated that they do not use the bus, the two most common reasons why people do not use BCT's services were "I do not like the bus/I prefer my car" (27%) and "Travel time is too long" (23%). Figure 4-9, also shows that over a quarter of the survey takers responded "Other" to this question. Convenience of the car compared to a bus, was the most frequently mentioned subject for those who responded "Other." Interestingly, no respondent indicated that cost of trip/fares was the reason they did not use BCT. Seventy-nine responses were analyzed for this question.

Respondents were asked to rank how likely service improvements would be to encourage them to start or continue using BCT's transit services. As seen in Figure 4-10, over 75 percent of respondents indicated that improvements to bus stop benches/shelters, improvements to on-time performance, and improvements to frequency of service were very likely or likely to encourage use of BCT's transit services.

Figure 4-8
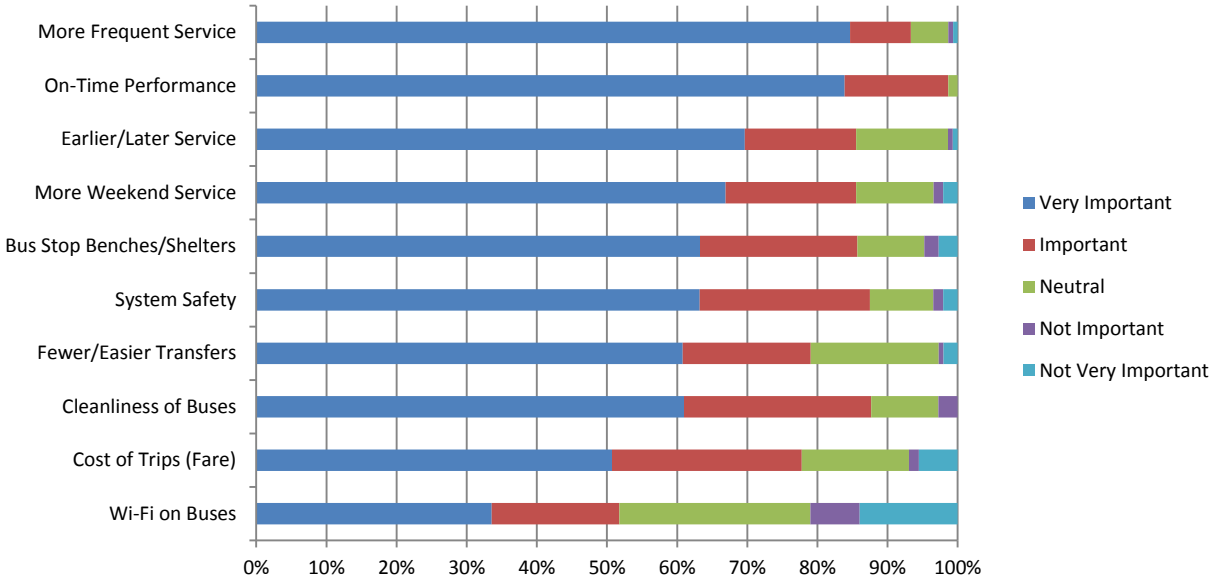**Importance of the following features to BCT's services?**

Figure 4-9
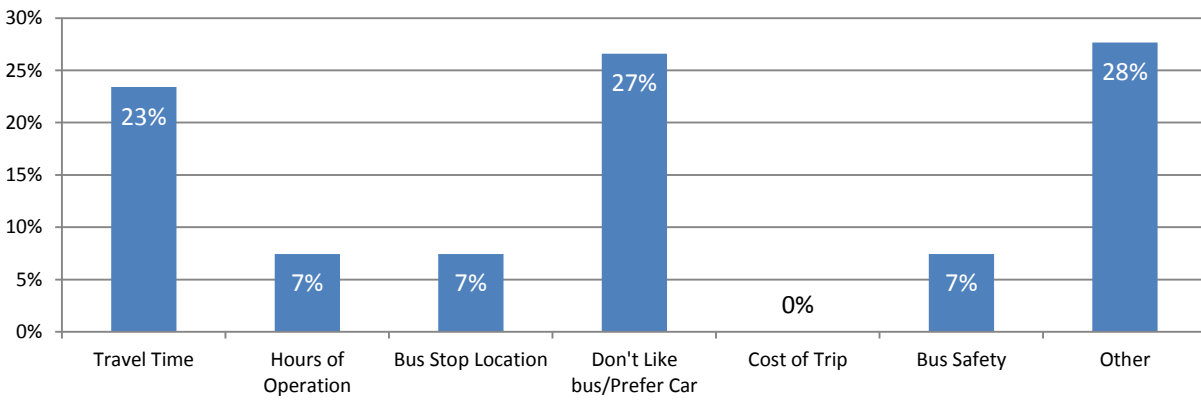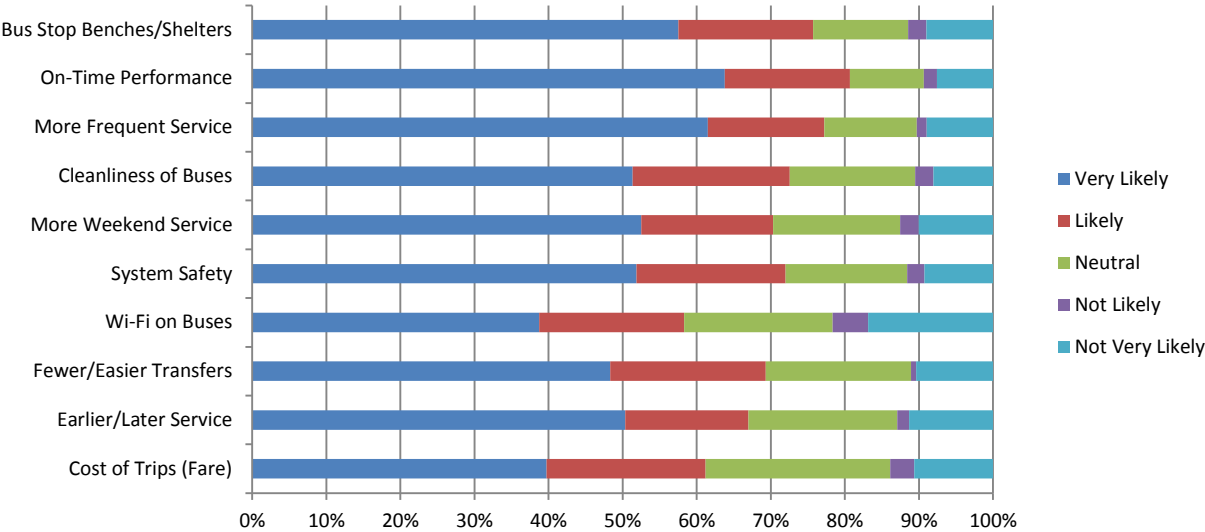**If you do not use BCT services, why not?**

Figure 4-10
Improvements that would encourage the use of BCT services?

The surveys asked respondents if they would support long-term sustainable funding for public transportation. Figure 4-11 shows that the overwhelming majority, 79 percent, of respondents indicated they would support long-term sustainable funding for public transit, with only five percent indicating they would not support it.

Figure 4-11
Support long-term sustainable funding for public transportation?
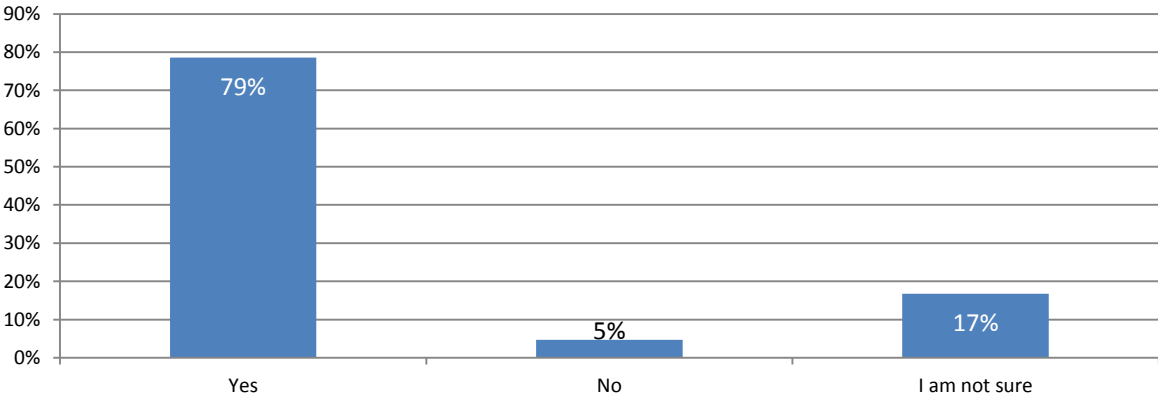
The last question in the surveys asked the respondents to identify their home ZIP code. Overall there were close to 80 different ZIP codes listed. The three most common ZIP codes listed were 33311 (8%) in west-central Ft. Lauderdale, 33023 (5%) in southwest Hollywood, and 33027 (4%) in southwest

Miramar/Pembroke Pines. Map 4-1 provides a more detailed look at where survey respondents' residential ZIP codes.

On-board Survey

The BCT *Connected* on-board survey was conducted between February 26 and March 10, 2013. During this timeframe, a survey plan was designed to gather a 10 percent sample. Following the completion of this effort, it was determined that additional surveying would be conducted on the Community Bus system. This additional surveying work took place between May 2 and 18, 2013. Between the two surveying timeframes, a total of 8,913 completed surveys were completed.

Surveys were offered in English, Spanish, Haitian Creole, and Portuguese. A portion of the English version is shown in Figure 4-12. As displayed in Table 4-4, over 92 percent of the surveys were returned in English with 6.3 percent returned in Spanish, 0.1 percent returned in Portuguese, and 1.3 percent returned in Haitian Creole.

Table 4-4
On-board Survey Completion by Language

Language	Completed Surveys	Language Distribution of Completed Surveys
English	8,226	92.3%
Spanish	563	6.3%
Haitian Creole	117	1.3%
Portugese	7	0.1%
Total	8,913	100.0%

For the majority of users, travel to work was their trip purpose and they accessed the bus stop by walking. A plurality paid using the regular cash fare. Approximately one-third of users were able to complete their trip without a transfer.

More riders use the system four or more days per week and have been riders for two or more years. If the BCT route were not available, riders would ride with someone (26.3%), not make the trip (22.0%), or drive (14.1%). The most important part of transit service was on-time performance followed by more frequent service.

Approximately 30 percent of respondents live in households with annual incomes less than $10,000, although 61 percent of express service riders live in households with annual incomes of $60,000 or greater. Over 42 percent live in households with no vehicles present.
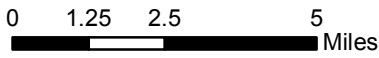
Map 4-1: Short Survey Respondent Zip Codes

Legend

SFRTA Tri-Rail

BCT Routes

Express
Breeze
Local

Survey Responses by ZIP code

1 - 5
6 - 10
11 - 16
17 - 24
24 - 38

0   1.25   2.5   5   Miles
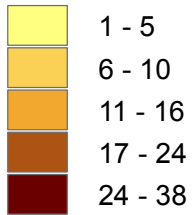
Source: Broward County Transit Division and Florida Geographic Data Library

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

Figure 4-12
On-board Survey Instrument

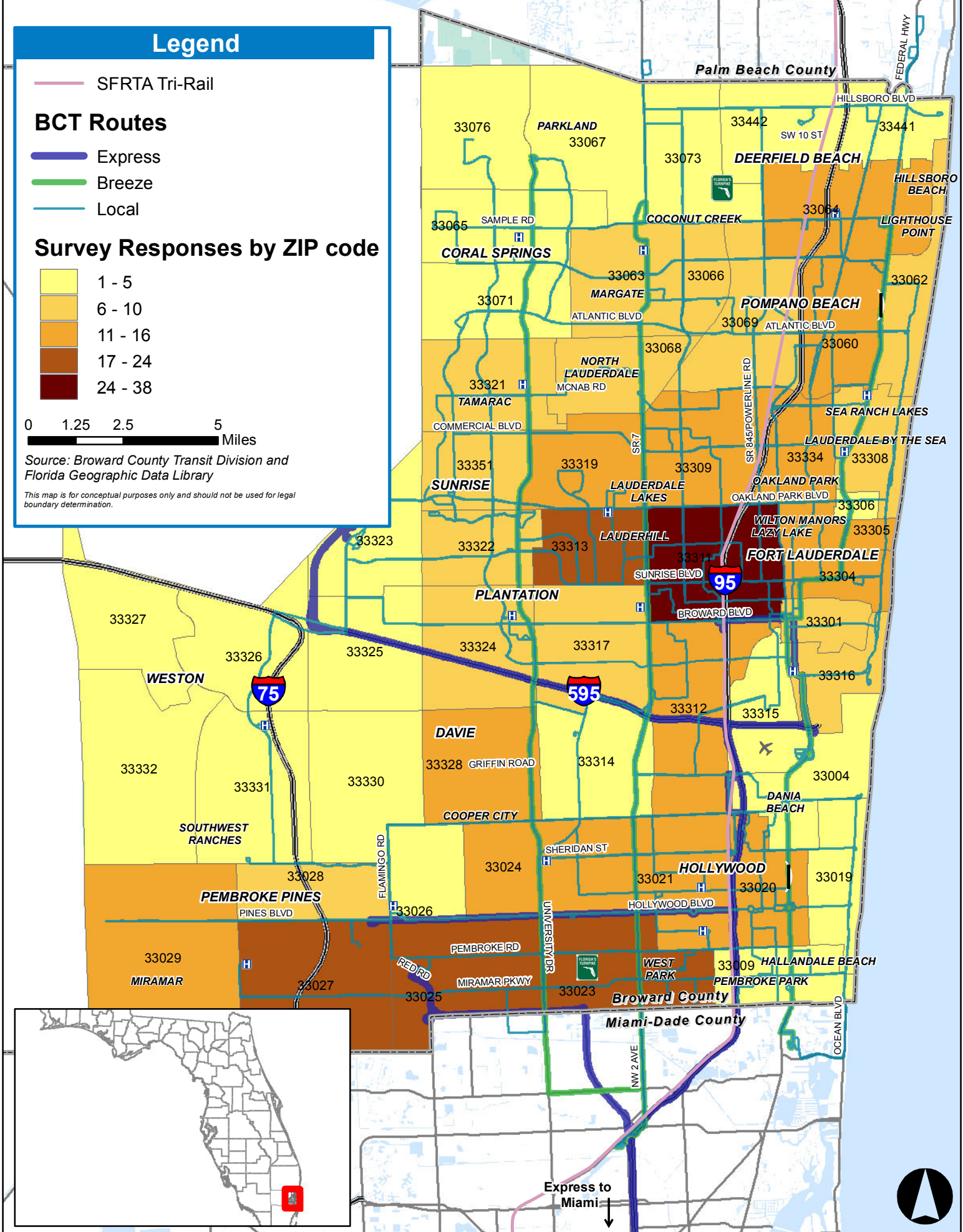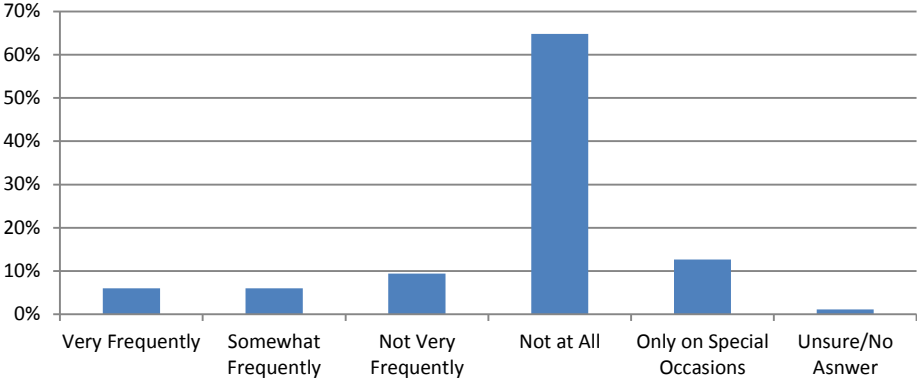The largest ethnic group is Black/African American (45.7%) followed by White/Caucasian (23.2%), and Hispanic (21.2%). Users are half female and half male. The largest age group to use the system is between 18 and 24. Over 37 percent of riders live in homes where a language other than English is spoken.

More detailed results from the on-board survey displayed by system type (e.g., all routes, Breeze, express, local, and community bus) are provided in Appendix G.

Telephone Survey

In addition to the on-board and other surveys, BCT conducted a telephone survey of 500 registered voters in Broward County. The survey took place between July 15 and 18, 2013. Adjustments were made to weight the results to fully represent the demographic and geographic characteristics of the county. The estimated margin of error of the survey is ±4.38 percent. The full survey results and responses can be found in Appendix H. The survey had 37 questions, including socio-economic questions. Below is brief analysis of the public opinion telephone survey questions.

Question 8 of the survey asked respondents to indicate how frequently they use public transportation services, including Breeze Limited Stop, Community Bus, and/or I-95 Express. As seen in Figure 4-13, close to two-thirds of those surveyed indicated not using public transit at all while about 15 percent use bus and public transit services very or somewhat frequently.

Figure 4-13
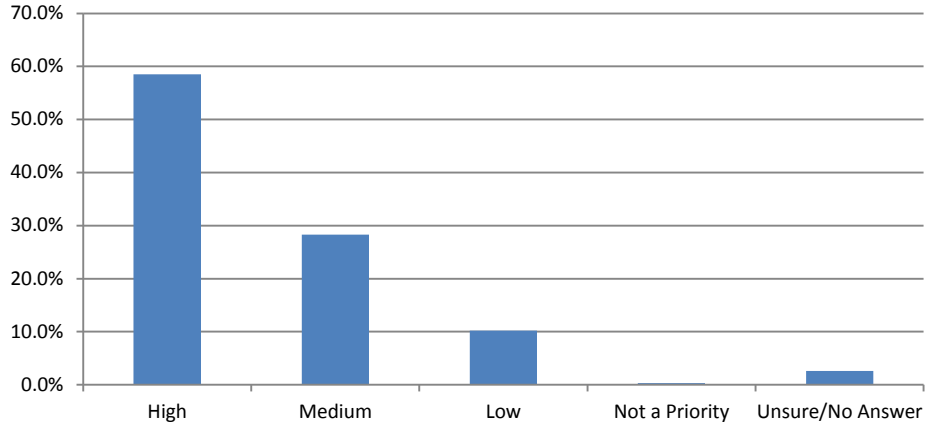**Use of Bus and Public Transit Services**

Question 14 asked survey takers, compared to other needs and priorities, how important is it to provide additional funding to improve public transit services in Broward County. Figure 4-14 shows that over 60 percent of respondents indicated that additional funding for public transportation in Broward County was of "High" or "Medium" importance. Only one percent responded that it was not a priority.

Figure 4-14
**Priority for Additional Funding for Public Transit**
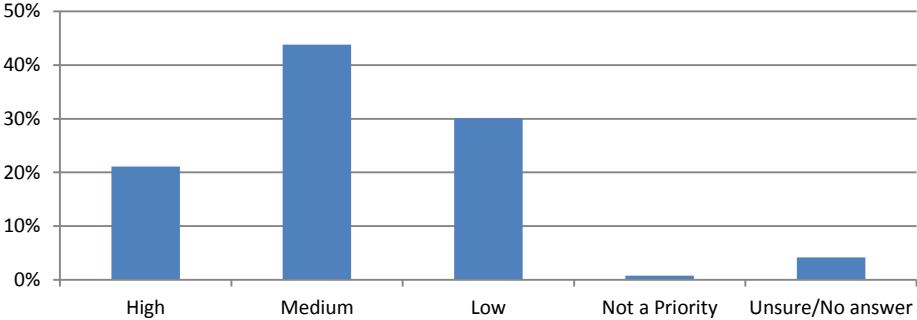
Question 26 asked respondents how much of a priority it is to expand the hours of service of public transportation in order to serve people working a second or third shift. As seen in Figure 4-15, close to 85 percent of respondents indicated that expanding hours of service of public transportation was of "High" or "Medium" priority.

Figure 4-15
Priority of Service Hour Expansion

In the early stages of the telephone survey, respondents were asked if they favored or opposed a half-cent sales tax increase to help pay for improvements to bus and public transit services. The question was asked again in the latter stages of the survey after respondents had been educated about transit services in Broward County. By the end of the survey, there was a nine percent point increase in respondents who supported the sales tax increase to fund bus service improvements in Broward County. The full results are shown in Figure 4-16.
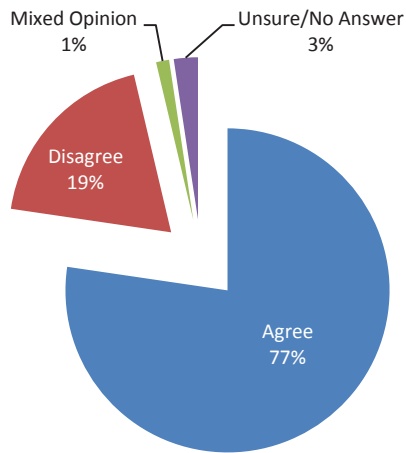
Figure 4-16
Support for Sales Tax Increase to Improve Bus Services
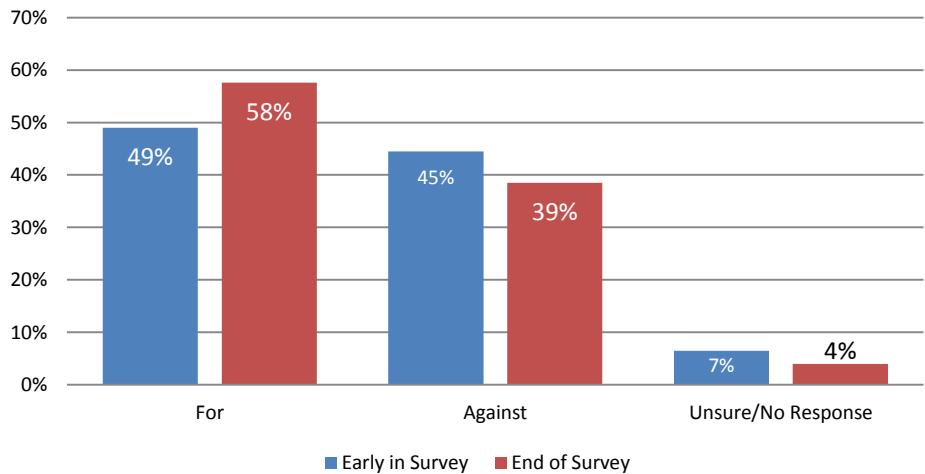
The last question of the telephone survey asked the survey taker if they agreed or disagreed that even if they may never use it, everyone benefits from improved bus and public transit services in Broward

County. Figure 4-17 shows that over three quarters (77%) of respondents indicated that they agreed with this statement.

Figure 4-17
Believe in the Benefits of Public Transit

COMMUNITY DROP-INS

BCT hosted numerous community drop-in events. Photographs from the Lauderhill Mall, Marando Farms Green Market, and Miramar Green Market are displayed in Figure 4-18. For these events, BCT participated in previously scheduled and advertised events, where BCT setup presentation boards, distributed surveys, and had staff speak with event participants. Table 4-4 provides a list of events BCT attended, their dates, and the districts where they were hosted.

Figure 4-18
Community Drop-in Events

Table 4-5

Community Drop-ins

Community Drop-in	Date	District
Oakland Park Boulevard Transit Alternatives Analysis	4.11.13	All
Jamaican Women of Florida	4.19.13	All
Broward MPO 2040 LRTP Transportation Open House (Emma Lou Olson Civic Center)	4.23.13	2
Broward MPO 2040 LRTP Transportation Open House (Jaco Pastorius Community Center)	4.25.13	4
17th Annual Waterway Clean Up	4.27.13	5
Central Broward Kiwanis Club	4.30.13	9
Broward MPO 2040 LRTP Transportation Open House (Hallandale Beach Cultural Community Center)	5.2.13	6
Josh's Organic Market	5.5.13	6
Broward MPO 2040 LRTP Transportation Open House (Miramar Cultural Center)	5.7.13	8
Lauderhill Mall	5.10.13	9
Miramar Green Market	5.11.13	8
Broward MPO 2040 LRTP Transportation Open House (Tamarac Community Center)	5.15.13	3
Pompano Green Market	5.18.13	2
Miramar/Memorial Health Green Market	5.19.13	8
United Neighbors of Eastern Miramar	5.22.13	8
Cleveland Clinic Green Market	6.13.13	1
Marando Farms Green Market	6.15.13	7
Hollywood Council of Civic Associations	6.17.13	6
Wilton Manors Green Market	6.29.13	7
Sunday Brunch Jazz (Riverwalk)	7.7.13	7

PRESENTATIONS

The final type of activity was presentations to boards and groups. These activities were primarily targeted at groups whose purview is transportation. Table 4-6 provides a list of presentations that occurred in the production of this document.

Table 4-6

Presentations

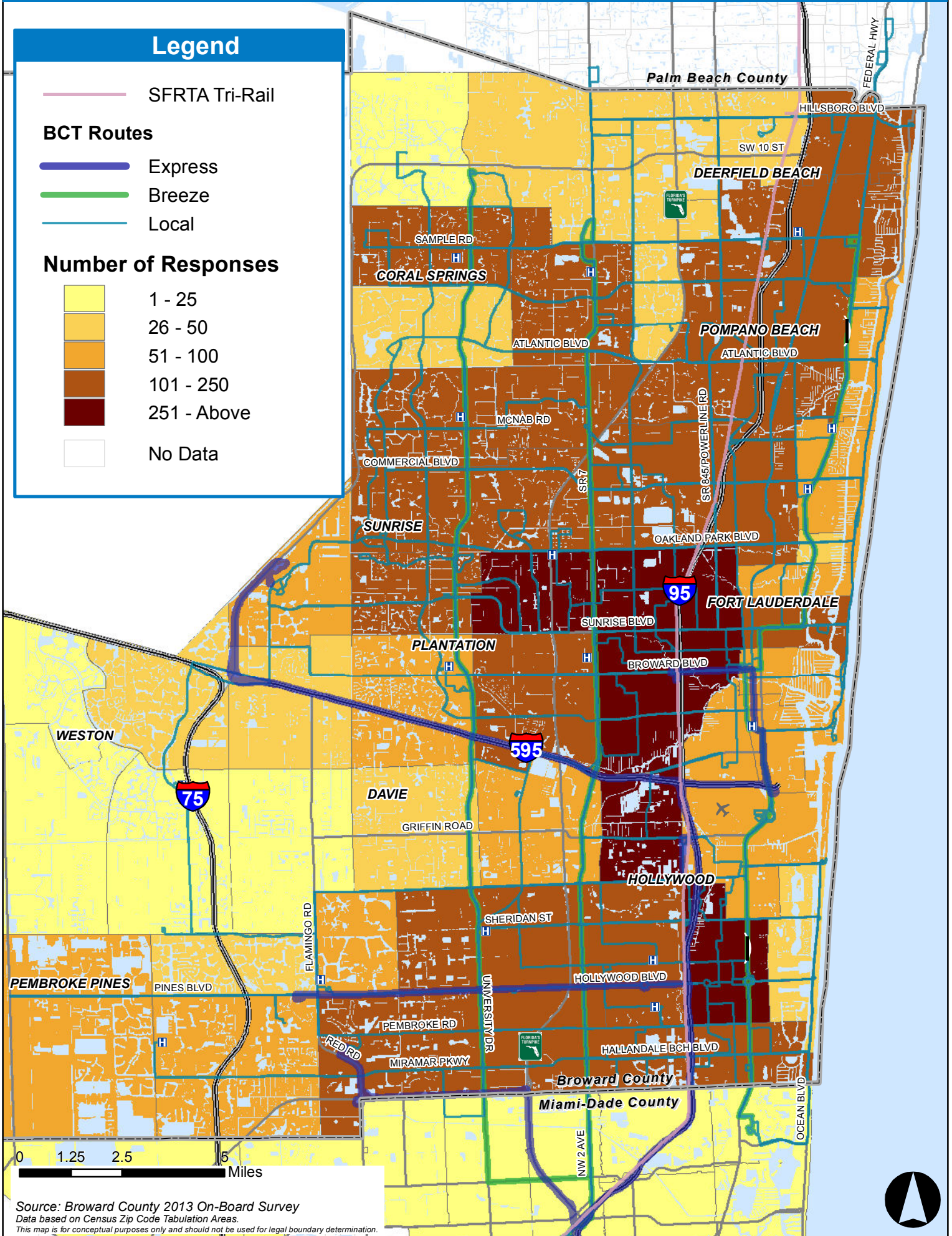| Presentation	Date
Broward MPO Board	4.11.13
Broward MPO Technical Coordinating Committee (TCC)	4.24.13
Broward MPO Community Involvement Roundtable (CIR)	4.24.13
Broward Bicycle/Pedestrian Advisory Committee (BPAC)	5.8.13
SFRTA Planning Technical Advisory Committee (PTAC)	5.15.13
WorkForce One	5.29.13
Broward County Local Coordinating Board	6.17.13
Broward MPO Technical Coordinating Committee (TCC)	8.28.13
Broward MPO Community Involvement Roundtable (CIR)	8.28.13
Broward MPO Board	9.12.13
SFRTA Planning Technical Advisory Committee (PTAC)	9.18.13
Broward County Board of County Commissioners	9.24.13

PUBLIC INVOLVEMENT SUMMARY

In total, BCT *Connected* hosted approximately 58 opportunities for individuals to provide input in to its development. Surveys were completed by 9,950 respondents. In total, BCT connected with over 10,000 individuals during the development of BCT *Connected*.   Each survey asked respondents to provide their residential ZIP code. For those that provided one, Map 4-2 provides an indication of how many surveys were returned from each ZIP code.

Table 4-7

Public Involvement Summary

Type of Outreach	Number of Events
Advisory Review Committee Meeting	4
Stakeholder Interview	16
Discussion Group	6
Community Drop-in	20
Presentation	12
Total Number of Events	58
Surveys	**Number of Surveys**
On-board	8,913
In-person	352
Online	185
Telephone	500
Total Number of Surveys	9,950

As noted in the PIP, the TDP had a number of goals and objectives that BCT would strive to meet during the TDP process. The results of BCT's efforts are displayed in Table 4-8.

4-2: Public Outreach Residential ZIP Codes

Legend

— SFRTA Tri-Rail

BCT Routes

— Express
— Breeze
— Local

Number of Responses

- 1 - 25
- 26 - 50
- 51 - 100
- 101 - 250
- 251 - Above
- No Data

Palm Beach County

FEDERAL HWY

HILLSBORO BLVD

SW 10 ST

DEERFIELD BEACH

SAMPLE RD

CORAL SPRINGS

POMPANO BEACH

ATLANTIC BLVD

ATLANTIC BLVD

MCNAB RD

SR 7

SR 845/POWERLINE RD

COMMERCIAL BLVD

SUNRISE

OAKLAND PARK BLVD

95

FORT LAUDERDALE

SUNRISE BLVD

PLANTATION

BROWARD BLVD

595

WESTON

75

DAVIE

GRIFFIN ROAD

HOLLYWOOD

FLAMINGO RD

SHERIDAN ST

PEMBROKE PINES

PINES BLVD

UNIVERSITY DR

HOLLYWOOD BLVD

PEMBROKE RD

RED RD

MIRAMAR PKWY

HALLANDALE BCH BLVD

Broward County

Miami-Dade County

NW 2 AVE

OCEAN BLVD

0   1.25   2.5   5
Miles

Source: Broward County 2013 On-Board Survey
Data based on Census Zip Code Tabulation Areas.
This map is for conceptual purposes only and should not be used for legal boundary determination.

Table 4-8
Public Involvement Goal Accomplishment

Strategy	Objectives	Measures	Targets	Accomplishments
Goal 1 Early and Consistent Involvement: Involve riders, the public, and stakeholders early and regularly in the project.				
• Stratify a variety of public involvement and outreach activities to provide opportunity throughout the project	• Prepare and maintain a public involvement schedule that includes a variety of activities throughout the duration of the project	• Schedule adherence	• Zero cancelled events	• Accomplished: Zero cancelled events
• Increase the number of individuals providing input and requesting information as the project progresses through development	• Catalog the number of interactions throughout the project. Interactions are defined as input received through face-to-face communication with a TDP team member, completion of a TDP survey, emailing a question, etc.	• Number of interactions	• Greater than 5,000 interactions	• Accomplished: A total of 9,950 surveys were completed through an on-board survey, in-person/public meeting survey distribution, or electronic distribution
• Increase the number of opportunities provided to participate as the project progresses through development	• Catalog the number of opportunities provided to participate throughout the project. Providing an opportunity to participate is defined as one-way communication between the TDP Team and the potential participant. Examples include sending out newsletters, posting TDP material on a website, posting a TDP notice in a newspaper, etc.	• Number of opportunities provided to participate	• Greater than 10,000 opportunities provided to participate	• Accomplished: Transit Flash newsletter with TDP information distributed to more than 6,000 people, more than 20,000 on-board surveys printed, 56 events hosted, and online survey available for more than three months
Goal 2 Opportunity: Provide all BCT riders, citizens, and stakeholders with the opportunity to participate throughout the project, including those in traditionally under-represented populations, such as youth, persons with disabilities, older adults, or those who have limited English proficiency (LEP).				
• Provide multiple opportunities for input so that if a person cannot attend a meeting or activity in person, he/she can still provide input via the website or a secondary forum	• Establish project-specific email address so participants can submit comments and questions any time.	• Establishment of a project-specific email address	• Maintenance of a project-specific email address throughout the duration of the project. Review comments and questions received.	• Accomplished: Maintained a project-specific email address throughout the duration of the project. Comments were reviewed and questions answered
• Ensure participation from people who live in all parts of the county	• Request ZIP code information from all public involvement participants	• Map ZIP code data from time-to-time throughout the project to ensure input is from individuals geographically distributed throughout the county	• Participation from at least 90% of all ZIP codes with at least 20 or more participants from 50% of the ZIP codes	• Accomplished: Participation from 100% of ZIP codes and more than 20 participatnts from 85% of the ZIP codes
• Provide opportunity for traditionally under-represented groups to participate	• Identify under-represented groups early in the process and include members in the stakeholder database	• Number of members of the stakeholder database that fall into an under-represented group	• Greater than 5% of stakeholder database members are members of an under-represented group	• Accomplished: Greater than 5% of stakeholder database members are members of an under-represented group

Table 4-8 (Continued)
Public Involvement Goal Accomplishment

Strategy	Objectives	Measures	Targets	Accomplishments
Goal 2 Opportunity: Continued				
• Provide opportunity for non-English speaking individuals to participate	• Provide printed survey materials in English, Spanish, Portuguese, and Haitian/Creole	• Percent of completed alternative language surveys	• Greater than 4.6% of returned surveys are alternative language surveys (based on percentage of households where no one over age 14 speaks English	• Accomplished: 7.7% of returned surveys are alternative language surveys
	• Provide translators at meetings where persons with LEP are expected	• Number of individuals not served due to lack of translation services	• Zero people turned away due to lack of translation services	• Accomplished: Zero people turned away due to lack of translation services
	• Provide a language translation function on TDP website	• Number of languages the website can be translated into	• Greater than four alternative languages	• Accomplished: Website can be translated into more than four languages.
• Provide opportunity for persons with disabilities to participate	• Ensure in-person events are held at locations accessible by at least one transit route and are ADA accessible	• Percent of events held at locations accessible by at least one transit route and are ADA accessible	• 100% of all events are held at locations accessible by at least one transit route and are ADA accessible	• Accomplished: 100% of all events are held at locations accessible by at least one transit route and are ADA accessible
Goal 3 Information and Communication: Provide all citizens and interested stakeholder agency groups with clear, timely, and accurate information relating to the project as it progresses.				
• Provide information in accessible format	• Provide printed copies of materials when requested by those who do not have access to the internet.	• Number of individuals not provided printed copies when requested	• Zero individuals not provided printed copies when requested	• Accomplished: Zero individuals not provided printed copies when requested
• Provide regular updates on the TDP's progress	• Provide summaries of technical information in a format that is easily understood by the public	• Percent of TDP technical documents summarized in easy-to-understand brochures	• At least four technical documents summarized in easy-to-understand brochures	• Accomplished: Four technical documents summarized in easy-to-understand brochures
	• Update the TDP website on a regular basis	• Frequency of updates to the TDP website	• Update the TDP website more than once per month	• Accomplished: TDP website updated more than once per month
• Provide opportunities for the public to ask questions	• Establish means for the public to submit questions via the website and in-person	• Percent of questions responded to within two business days	• Greater than 90% of questions responded to within two business days	• Accomplished: Greater than 95% of questions responded to within two business days
Goal 4 Range of Techniques: Use a broad-spectrum of techniques to gather input from a diverse population within the project area.				
• Provide opportunity for the public to critique public involvement opportunities	• Provide comment forms that participants can submit in writing or via website during the TDP process	• Percent of public outreach opportunities where comment cards are provided	• Greater than 25% of public outreach opportunities have comment cards available	• Accomplished: 100% of public outreach opportunities have comment cards available
• Employ the techniques identified in this PIP to provide a broad range of opportunities	• Assess whether or not the goals of this PIP have been met	• Percent of goals met by the conclusion of the TDP process	• Greater than 75% of goals met by the conclusion of the TDP process	• Accomplished: 100% of goals met by the conclusion of the TDP process