



PREMO

Premium Mobility Plan

Broward County Transit

PREMO Purpose, Goals, and Objectives Technical Memorandum

Final

November 2022

Transit Systemwide Study, Planning, and Preliminary Design

RFP# TRN2120307P1

Name: Broward County Transit Systemwide Study, Planning, and Preliminary Design

RFP Contract Number: TRN2120307P1

Project Limits: Broward County (Entire County)

Proposed Activity: Provide a transit systemwide study including planning and preliminary designs resulting in the Premium Mobility Plan (PREMO)

Document Purpose: Description and documentation of BCT Premium Mobility Plan's Purpose, Goals, and Objectives.

Prepared for
Broward County



Prepared by
WSP



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Acronyms and Abbreviations

BCT	Broward County Transit
BRT	Bus Rapid Transit
CBD	Central Business District
CIG	Capital Investment Grant
DOR	Department of Revenue
FDOT	Florida Department of Transportation
FTA	Federal Transit Administration
GIS	Geographic Information Systems
LEP	Limited English Proficiency
LRT	Light Rail Transit
MAP Broward	Mobility Advancement Program
MPO	Metropolitan Planning Organization
MTP	Metropolitan Transportation Plan
OSM	Open Street Map
PAG	Project Advisory Group
PIP	Public Involvement Plan
PREMO	Broward County Transit Premium Mobility Plan
RTP	Regional Transportation Plan
SEFTC	Southeast Florida Transportation Council
SERPM8	Southeast Florida Regional Planning Model Version 8
STOPS	Simplified Trips on Project Software
TDP	Transit Development Plan
V/C	Volume to Capacity
VMT	Vehicle Miles Traveled

1. Introduction

The Premium Mobility Plan (PREMO) builds on the recommendations of the adopted Broward County Transit (BCT) 2019-2028 Transit Development Plan (TDP). In addition, PREMO incorporates the goals of the Penny for Transportation Surtax Program. This program, referred to as the Broward Mobility Advancement Program (MAP Broward), provides funding support for improving transit service, enhancing multimodal options, and ensuring economic development and benefits. The Transportation Surtax took effect on January 1, 2019.

1.1 PREMO Purpose

PREMO will define a vision for a world-class premium transit network in Broward County. To achieve this vision, PREMO strategically identifies a program of projects that sequences the implementation of premium transit services — connecting local BCT routes to regional services.

Premium transit is an expression that describes high-capacity transit projects that are modern, convenient, attractive, safe, and reliable. Premium transit can also include investments that give preferential treatment to transit in the form of exclusive or shared transit lanes and the use of technologies that give transit a priority at signalized intersections.

PREMO will closely follow Federal Transit Administration (FTA) Capital Investment Grant (CIG) guidelines, while coordinating closely with the Florida Department of Transportation (FDOT), the Broward County Public Works Department, municipal partners, and a variety of stakeholders.

Figure 1: PREMO Purpose



PREMO Purpose

Invest in a network of countywide **premium transit** services that provides **modern mobility** that is **convenient, attractive, safe, reliable, and frequent**

2. Goals and Objectives

Goals and objectives help define and establish measurable outcomes for PREMO. Collectively, the goals and objectives set the ground rules for how projects are evaluated against each other and prioritized as part of the development of the PREMO program recommendations.

- **Goal** – A long-term aspiration, that defines an activity or outcome to achieve.
- **Objective** – A specific, measurable strategy that is achievable to attain a goal.

2.1 Goals and Objectives Development

To define appropriate and effective goals for PREMO, the following steps were taken:

1. Project Advisory Group (PAG) introduction and preliminary goals discussion
2. Evaluation of planning consistency
3. Review of the FTA CIG program grant guidelines
4. Draft PREMO Goals and Objectives to BCT staff and leadership
5. Present recommended PREMO Goals and Objectives to the PAG for discussion
6. Final PREMO Goals and Objectives - used to inform PREMO Plan development and communicate PREMO to stakeholders and the public

2.2 October 2021 Project Advisory Group Meeting

The first step in developing the Goals and Objectives for PREMO was a discussion with the PAG on October 1, 2021. The agenda for this PAG meeting included:

PAG Roles and Responsibilities. Discussion focused on the role the PAG plays in the development of PREMO; including providing direction and advocating for PREMO, supporting information and data requests, and attending regular meetings to provide direction regarding PREMO's development.

Coordination. Review of key stakeholders and organizations with which PREMO should coordinate. This included an overview of the Transportation Surtax and MAP Broward and how PREMO can meet the relevant objectives of MAP Broward.

Public Engagement Strategies. Discussion of PREMO public engagement strategies including branding, meetings, workshops, social media, and materials.

Needs Analysis. Review of countywide data to be used to define future transit and transportation needs, as follows:

- **Land Use:** existing development patterns, anticipated growth, and activity centers
- **Demographics:** propensity for transit use (age, income, and households that do not own an automobile), population densities, and employment centers

- **Mobility:** Connectivity, transit ridership, and existing and future congestion
- **Planning:** previous study recommendations and the Broward Metropolitan Planning Organization’s (MPO) Metropolitan Transportation Plan (MTP)
- **Equity:** provision of mobility and transit services that serve communities equitably

During the meeting, the PREMO Team presented and asked several questions, to which the PAG responses helped inform the development of PREMO Goals. These questions and PAG responses are described below in **Table 1** and **Figures 1** and **2**.

Table 1: October PAG Discussion

Question Posed to PAG	PAG Responses
What words come to mind when thinking about the qualities of a successful transit system?	<ul style="list-style-type: none"> • Available • Affordable • Convenient
What ideas should be conveyed as part of PREMO?	<ul style="list-style-type: none"> • Flexible • Exceptional Service • Innovative

Figure 2: Preliminary PAG Discussion Related to Goals (Part 1)

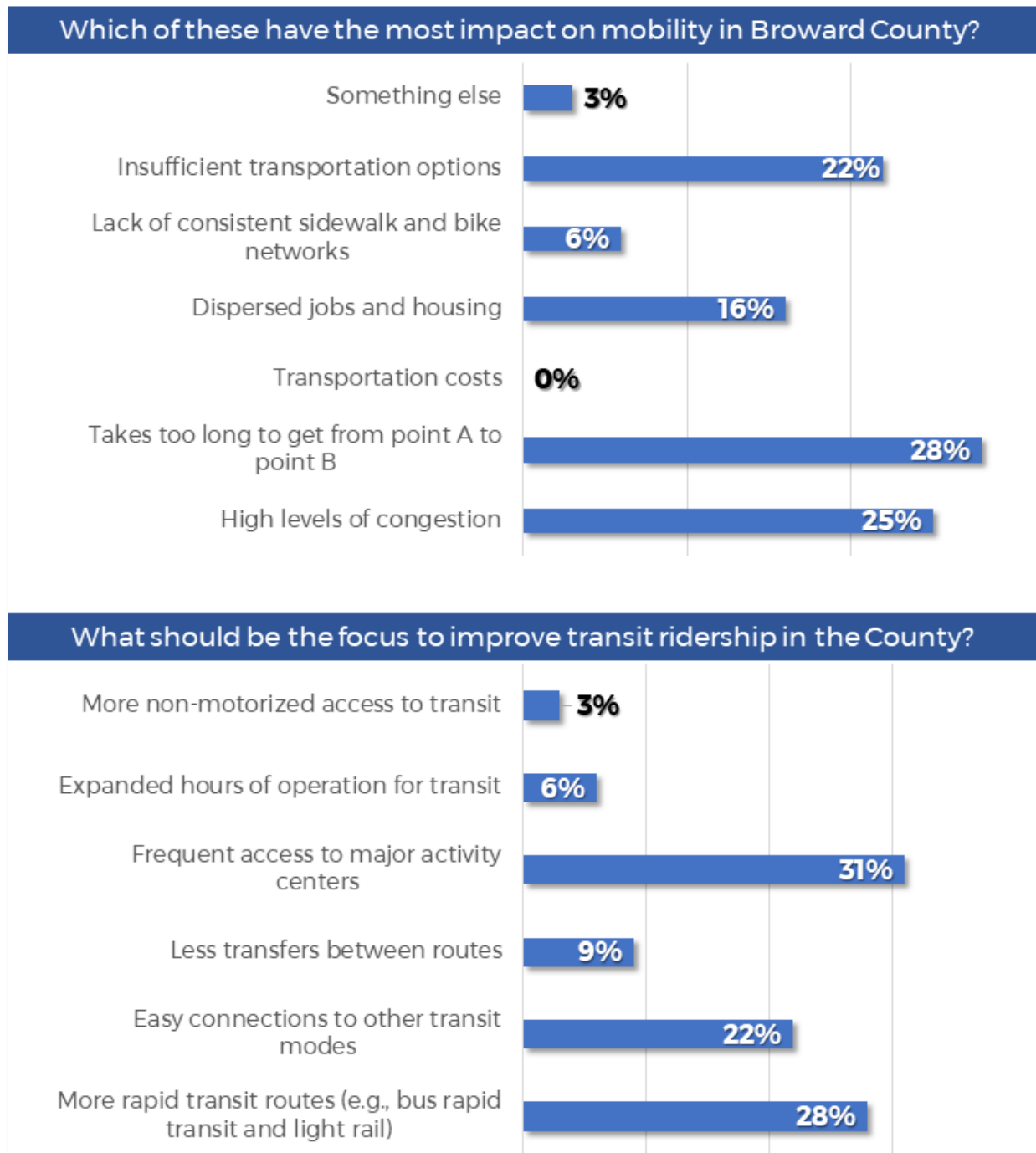
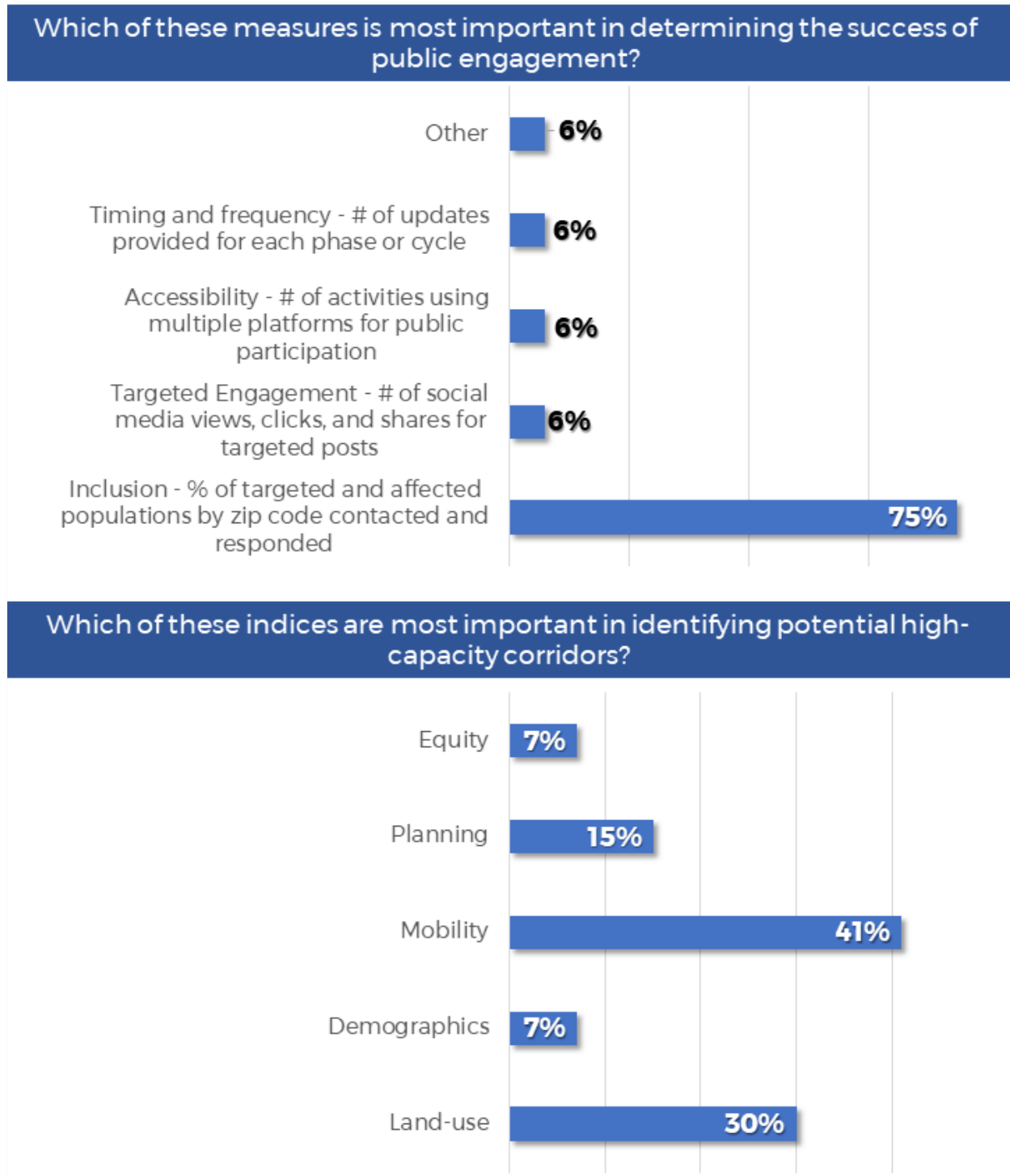


Figure 3: Preliminary PAG Discussion Related to Goals (Part 2)



2.3 Plan Consistency

The second step in developing the goals and objectives for PREMO includes an understanding of the BCT Mission to assure consistency among ongoing agency efforts.

BCT Mission Statement

Broward County Transit's mission is to provide safe and reliable transportation solutions that link people, connect communities, support employment, and contribute to the overall economic growth of our region.

The goals and objectives proposed for PREMO need to be consistent and align with various approved and adopted plans and policies. An overview of these strategic documents and their respective goals and objectives is presented below.

2.3.1 2016-2020 Broward County Commission Strategic Plan

In 2017, the Board of County Commissioners adopted the 2016-2020 Commission Strategic Plan which established the framework for the placement of the Penny for Transportation Surtax Program, referred to as MAP Broward, on the November 2018 ballot. MAP Broward was subsequently approved by Broward County voters. A guiding principle of the Strategic Plan is to cooperatively deliver an efficient and accessible regional intermodal transportation network as supported by the following four goals.

- **Goal 1:** Support a world class intermodal transportation system including: a robust and reliable transit level of service, rail, intersection reconfiguration, adaptive signalization, and congestion relief.
- **Goal 2:** Seek local, state, and federal funding and public support for transportation projects that connect to existing transportation corridors, balancing ridership with community redevelopment demands.
- **Goal 3:** Provide a safe, sustainable integrated and efficient transportation system to enhance Broward County's economy and livability.
- **Goal 4:** Support the development, design, and construction of sustainable, multimodal transportation facilities throughout the County to meet the demands of residents, travelers, and businesses.

2.3.2 MAP Broward

MAP Broward is the implementation plan of the one-cent Transportation Surtax to advance transportation and premium transit projects that improve safety, reduce congestion, and advance multimodal mobility options for Broward County residents and visitors. MAP Broward seeks to achieve five goals to address mobility challenges throughout the community.

- **Create Connectivity:** Develop a transit network that provides access to major activity and employment centers and to regional multimodal transportation facilities.
- **Improve Transit Service:** Improve transit service to provide equitable service throughout the County and to all sectors of the population via a network of premium high-capacity transit corridors.
- **Traffic System Management:** Relieve congestion through the implementation of intersection improvements (additional turning/thru lanes and signal synchronization), multimodal infrastructure, roadway widening and expansion of fiber optic network to increase traffic flow.
- **Enhance Multimodal Options:** Expand the availability and safety of multimodal transportation options in addition to driving by establishing a network of premium high-capacity transit routes throughout the County
- **Economic Development and Benefits** – Increase potential for economic development and employment opportunities by providing a transit network that connects employment and education centers to transit-dependent population

2.3.3 BCT Transit Development Plan

The BCT TDP Major Update was completed in 2018 and is updated annually to reflect changes and update progress, as well as identify new proposed improvements and initiatives for the Broward County transit system.

A TDP is a 10-year strategic document that represents the community vision for transit throughout the existing BCT service area. The TDP also serves as a strategic guide on how the 10-year vision can be accomplished through the implementation plan to improve the transit system in response to the identified needs of the community.

The TDP Major Update goals are presented as follows:

- Promote and advocate economic development and livability through transit investments
- Make BCT a transportation provider of choice for current and potential customers
- Achieve financial stability and efficiency
- Develop a BCT workforce that is highly qualified, efficient, productive, and dedicated to safety, security, and customer service excellence
- Implement a capital program plan to maintain state of good repair and introduce new technologies

2.3.4 BrowardNEXT2.0 Comprehensive Plan

A comprehensive plan provides an approach for decision-making on how to meet the existing and future needs of the community and economic development while protecting the environment. This comprehensive policy document focuses on land

use and the location of development, urban services, multimodal transportation facilities, community facilities, housing, water management, adaptation to climate change and others. BrowardNEXT2.0 was adopted in 2019 and is comprised of 15 elements including goals, objectives, and policies organized by topic.

The Transportation Element sets a vision for access and mobility in Broward County. This Element also integrates land use, housing, recreation, and other Comprehensive Plan elements based upon connections between patterns of development and the transportation system.

The Transportation Element Goals are as follows:

- Continue to implement an integrated network of Complete Streets, Greenways and Blueways, that provide safe, convenient, and comfortable travel for all users
- Plan Broward County's mobility and built environment to foster (re)development that complements multimodal transportation investments
- Align transportation funding and prioritizations with multimodal mobility goals of providing a safe and convenient transportation system for all users
- Expand regional mobility options that enhance connections within the Southeast Florida region and beyond

2.3.5 *Commitment 2045* Metropolitan Transportation Plan

The Broward MPO's 2045 MTP is the long-range transportation plan for Broward County's transportation system with a 25-year horizon. The MTP identifies multimodal transportation priorities that include transit facilities for the purpose of promoting economic strength, environmental conservation and improving quality of life for Broward County residents. The three MTP goals identified are:

- **Goal 1:** Move People and Goods
- **Goal 2:** Create Jobs
- **Goal 3:** Strengthen Communities

2.3.6 SEFTC 2045 Regional Transportation Plan

The Southeast Florida Transportation Council (SEFTC) 2045 Regional Transportation Plan (RTP) is a 25-year strategic plan that combines the long-range transportation plans from the MPOs of the region's three counties (Broward, Miami-Dade, and Palm Beach). The RTP highlights the transportation priorities of the three MPOs based upon investments that seek to enhance access and mobility of the regional transportation network. The goals of the 2045 RTP are presented as follows:

- **Multimodal System and Land Use:** Provide an accessible, efficient, and reliable multimodal transportation system that is well integrated with supportive land use
- **Health, Environmental, and Safety:** Protect the region's health and environment, and provide for a safer and more secure transportation system for the region's residents, businesses, and visitors

- **Economy:** Optimize and expedite sound investments strategies to support an expanding regional economy
- **Equity and Public Support:** Invest in publicly supported, equitable transportation options for all users, including low-income and minority neighborhoods, as well as the aging population

2.4 FTA Capital Investment Grant Program

The third step of development of the PREMO goals and objectives, was review of the FTA CIG program criteria to ensure consistency. The CIG program is a competitive discretionary grant program that provides federal funding for transit capital investment projects to include bus rapid transit (BRT), streetcars, light rail transit (LRT), commuter rail, and heavy rail. The CIG program defines transit projects according to three specific project definitions: New Starts; Small Starts; and Core Capacity which is rated by FTA according to specific evaluation criteria that determine project justification for grant funding. The FTA evaluation criteria for project justification are based upon six specific measures:

- Land Use
- Cost Effectiveness
- Mobility Improvements
- Congestion Relief
- Environmental Benefits
- Economic Development

2.5 Draft PREMO Goals and Objectives

The fourth step in developing the goals and objectives included synthesizing the plans review and FTA guidelines described above to develop draft PREMO goals and objectives. Broward County leadership participated in a goals and objectives workshop on January 12, 2022. At this workshop, a variety of proposed goals consistent with other public documents were presented for discussion.

- Mobility
- Equity
- Connectivity
- Land Use
- Economic Development
- Financially Sustainable
- Environmental Benefits
- Safety

Following this workshop, the PREMO Team refined the draft goals and objectives.

2.6 Recommended PREMO Goals and Objectives

The fifth step included presenting the refined draft goals and objectives to the PAG on January 21, 2022, for input. The PAG was asked to discuss and rank their preferences related to the recommended PREMO goals, followed by their preferences regarding key objectives for each goal. The following figures highlight the PAG discussion relevant to the PREMO Goals and Objectives.

Figure 4: PAG Discussion Related to Recommended PREMO Goals



Figure 5: PAG Discussion Related to the Objectives for the Mobility Goal



Figure 6: PAG Discussion Related to the Objectives for the Equity Goal

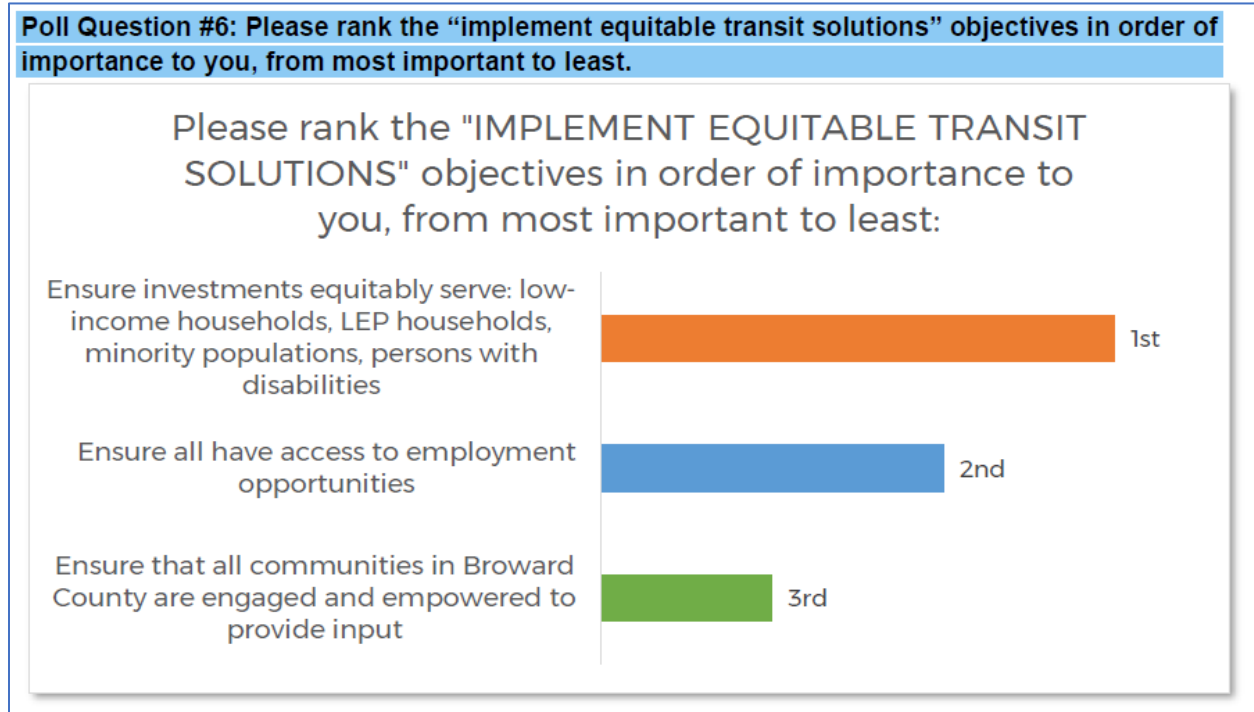


Figure 7: PAG Discussion Related to the Objectives for the Land Use Goal

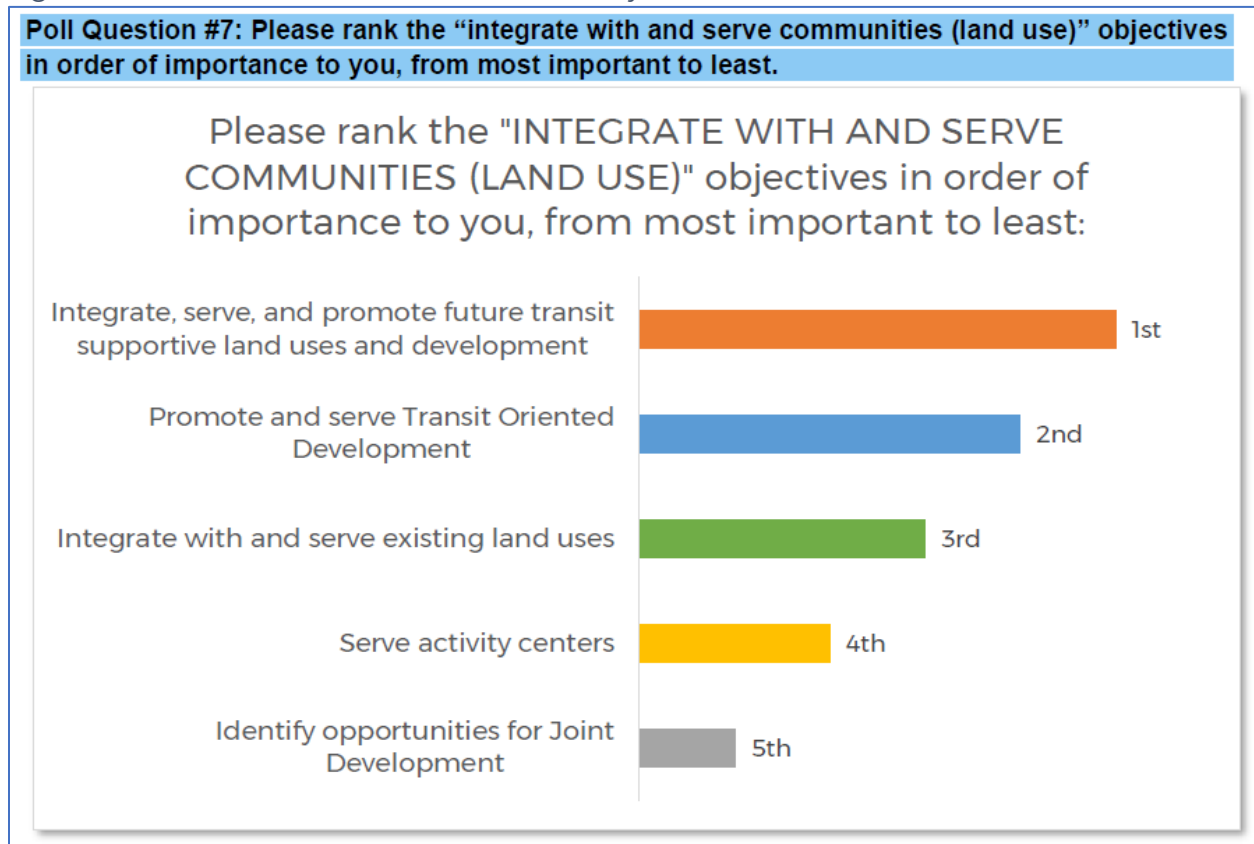


Figure 8: PAG Discussion Related to the Objectives for the Economic Development and Financial Sustainability Goal

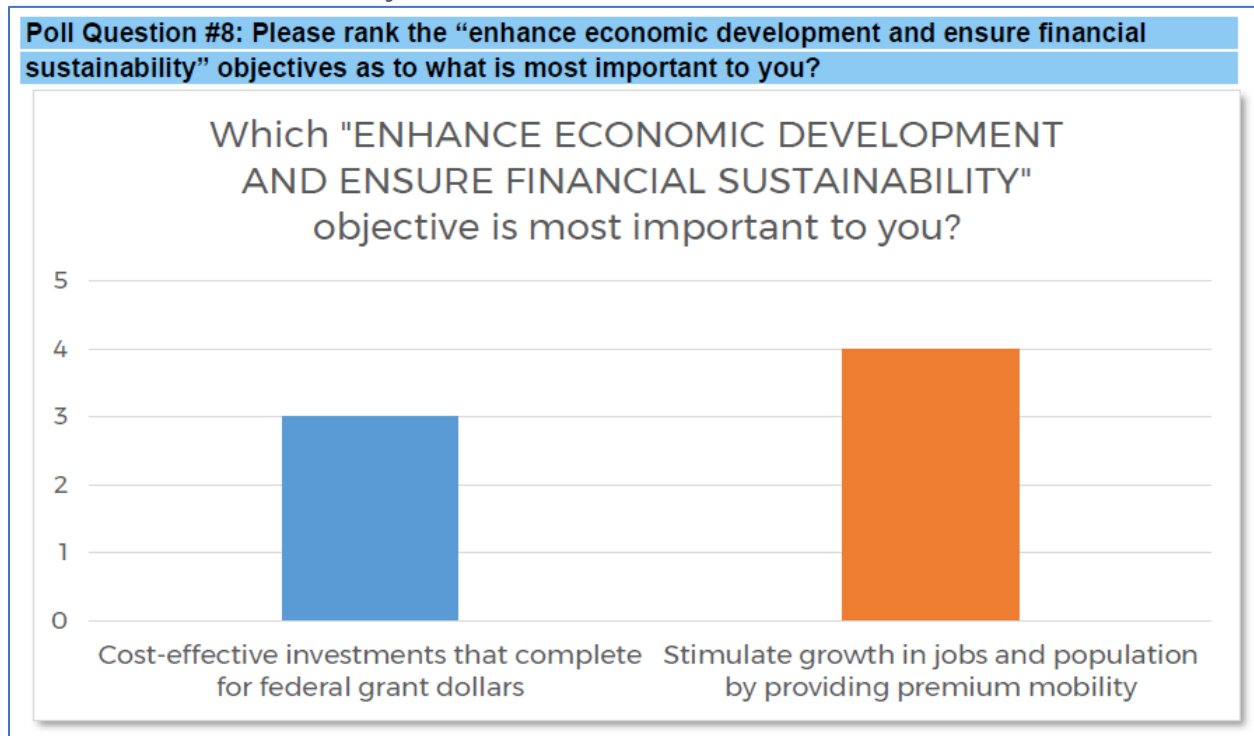


Figure 9: PAG Discussion Related to the Objectives for the Safety, Security, and Environmental Stewardship Goal



2.7 Final PREMO Goals and Objectives

The last step resulted in the final PREMO goal statement and objectives for each respective focus area. **Figure 10** lists the final goals.

Figure 10: Final PREMO Goals



2.7.1 Mobility

Goal 1: Improve Mobility for All

The “Improve Mobility for All” goal ensures mobility benefits for all transportation users, with a focus on mobility alternatives to the automobile that lessen the impact of congestion and improves travel times. The “Improve Mobility” for All goal is to ensure mobility improvements for all who live, work, and travel in Broward County through the implementation of a reliable, premium transit service.

Objective 1.1: Provide frequent and reliable transit service.

Objective 1.2: Implement corridor improvements that decrease transit travel times.

Objective 1.3: Implement premium transit investments that attract choice riders.

Objective 1.4: Promote customer excellence.

2.7.2 Equity

Goal 2: Implement Equitable Transit Solutions

The “Implement Equitable Transit Solutions” goal intends to ensure transit improvements provide access to jobs, services, and destinations from all communities throughout Broward County, with a focus on equitable connections for transit dependent populations or underrepresented communities.

- Objective 2.1: Provide transit improvement options that benefit transit-dependent populations.
- Objective 2.2: Provide access to employment for traditionally underrepresented communities.
- Objective 2.3: Assure geographic equity on the distribution of transit investments.
- Objective 2.4: Engage all communities and population types throughout Broward County.

2.7.3 Connectivity and Land Use

Goal 3: Integrate with and Serve Communities

The “Integrate with and Serve Communities” goal seeks to implement transit investments with connections to multimodal hubs, employment centers, activity centers, and connect with existing and future development that is oriented for transit.

- Objective 3.1: Integrate transit connections at existing and future County mobility hubs and major activity centers (e.g., trip generators and attractors).
- Objective 3.2: Implement transit capital investments in communities with supportive land use policies to attract and promote transit-oriented development and redevelopment.
- Objective 3.3: Identify opportunities to integrate transit into future development opportunities.

2.7.4 Economic Development and Financial Sustainable

Goal 4: Enhance Economic Development and Ensure Financial Sustainability

The goal of “Enhance Economic Development and Ensure Financial Sustainability” seeks to implement cost-effective transit solutions to encourage transit-supportive development while providing improved access and connectivity to employment areas and population centers.

- Objective 4.1: Stimulate growth in jobs and population in areas supported by premium transit.
- Objective 4.2: Advance cost-effective capital investments that attract federal and state grant funding.

2.7.5 Environmental Benefits and Safety

Goal 5: Improve Safety and Security, Ensure Environmental Stewardship

The goal of “Improve Safety and Security, Ensure Environmental Stewardship” seeks to provide safe premium transit options that minimizes impacts to the environment and ensures safety and security. The intent of this goal is to assure transit infrastructure investments are designed with climate resiliency in mind, while assuring that riders and communities are safe and secure.

Objective 5.1: Promote premium transit investments that reduce crashes.

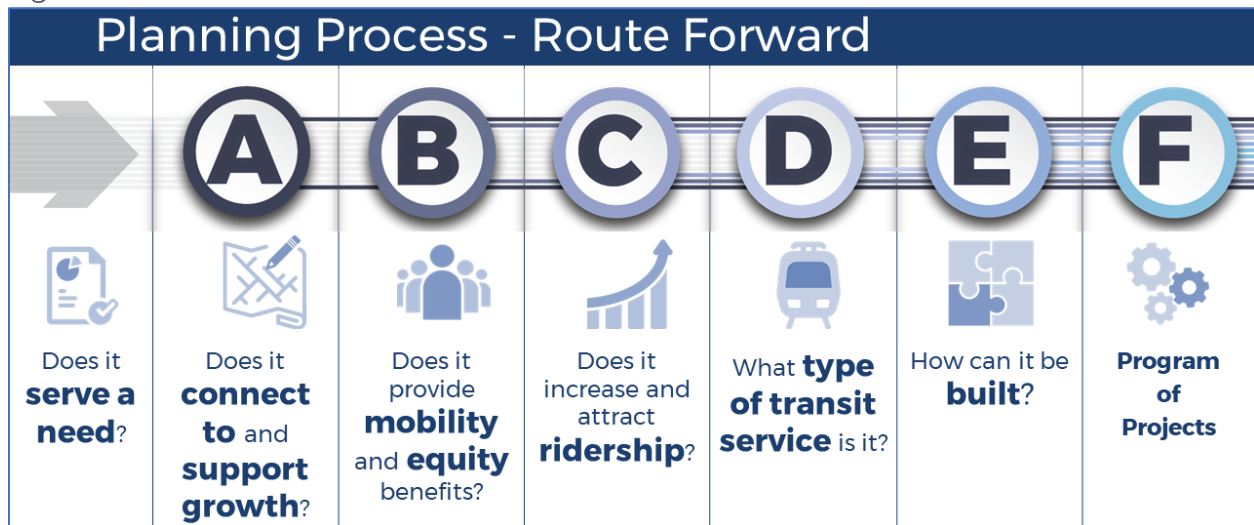
Objective 5.2: Implement capital improvements that minimize potential impacts to natural, physical, social, historic, and cultural resources.

Objective 5.3: Implement premium transit improvements that are adaptative to climate change as supported by the Broward County Climate Change Action Plan.

3. PREMO Process: Achieving the Goals

PREMO follows a tiered technical evaluation process with each tier addressing a single key question. The answer to each question facilitates the development of PREMO, serves county needs, and meets established goals. **Figure 11** illustrates the PREMO process starting with the initial corridors (Step A) and resulting in a sequenced program of projects (Step F) for implementation.

Figure 11: PREMO Evaluation Process



Each step in the development of PREMO increases the level of analytical complexity (**Figure 12**). During Steps A and B there are many potential premium transit corridors under consideration. For efficiency, these earlier steps require fewer complex analyses. Steps C through E begins prioritizing a smaller number of potential premium transit projects and requires more complex analyses to examine project details. For example, Steps A and B primarily focus on readily available Geographic Information Systems (GIS) data. Steps C, D, and E use more involved project analyses and the FTA Simplified Trips on Project Software (STOPS) model.

Figure 12: PREMO Analysis Approach

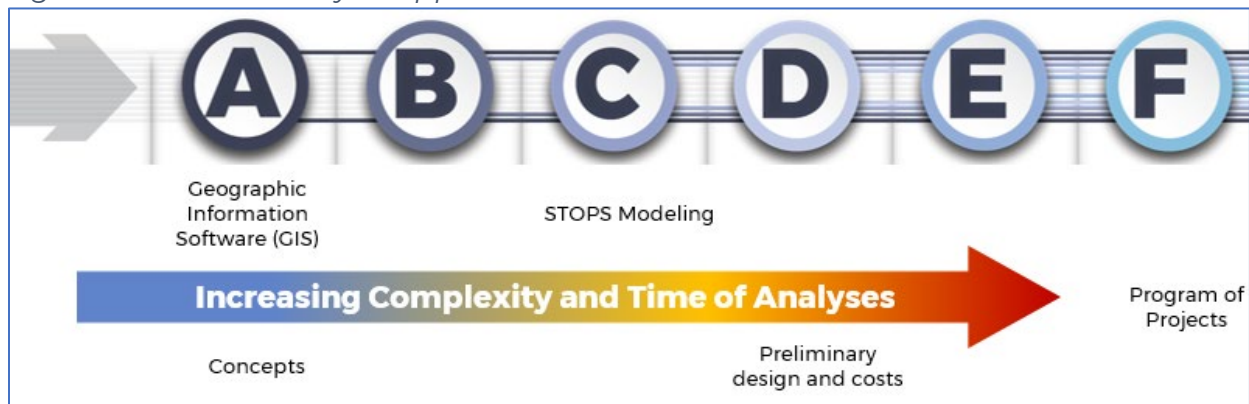


Table 2 provides a detailed summary of the PREMO process, including the anticipated outcomes of each step. The development PREMO will be directed by the outcomes of technical analyses, stakeholder direction, and public opinion. Table 3 illustrates how the PREMO goals will be accomplished during each step PREMO’s development.

Table 2: PREMO Process Steps

Step	Key Question to be Addressed	Anticipated Outcome
Initial	Does the proposed PREMO corridor address a County mobility need?	Initial Network: List of initial candidate corridors to be considered for premium transit
A	Does the proposed PREMO corridor connect to and support County growth?	Initial Corridors: Approximately 20 top performing corridors to be considered for a premium transit investment
B	Does the proposed PREMO corridor provide mobility and equity benefits?	Shortlisted Corridors: Approximately 10 top performing corridors to be considered for a premium transit investment
C	Does the proposed PREMO corridor increase and attract transit ridership?	Recommended Corridors: Approximately 5 top performing corridors to be considered for a premium transit investment
D	What type of transit service best serves the proposed PREMO corridors?	Corridor Transit Type: The most appropriate premium transit type (i.e., Bus Rapid Transit or Light Rail) for the Recommended Corridors
E	How can the proposed PREMO projects best be built?	Implementation Strategy: A sequenced program of projects and each project’s proposed implementation strategy



Table 3: PREMO Goals, Objectives, and Program Development Steps

Goals & Objectives	A: Does the corridor connect to and support County growth?	B: Does the corridor provide mobility and equity benefits?	C: Does the corridor increase and attract transit ridership?	D: What type of transit service best serves the top 5 proposed PREMO corridors?	E: How can the proposed PREMO project best be built?
Goal 1: Improve Mobility for All					
1.1 Frequent and Reliable	✓	✓	✓	✓	
1.2 Decrease Travel Times	✓	✓	✓	✓	✓
1.3 Attract Choice Riders	✓	✓	✓		✓
1.4 Customer Excellence	✓	✓	✓	✓	
Goal 2: Implement Equitable Transit Solutions					
2.1 Serve Transit Dependent Communities	✓	✓	✓	✓	
2.2 Access to Jobs	✓	✓	✓	✓	✓
2.3 Geographic Distribution of Investments	✓	✓		✓	
2.4 Engage all Communities	✓	✓	✓	✓	✓
Goal 3: Connectivity to Land Use					
3.1 Serve Activity Centers	✓	✓	✓	✓	✓
3.2 Promote TOD & Redevelopment	✓		✓	✓	
3.3 Integrate into Future Development	✓	✓	✓		✓
Goal 4: Economic Development & Financial Sustainability					
4.1 Stimulate Growth in Jobs & Population	✓	✓	✓	✓	
4.2 Cost-Effective Investments/Attract Federal and State Funding	✓	✓	✓	✓	✓
Goal 5: Safety, Security, & Environmental Stewardship					
5.1 Reduce Crashes		✓		✓	
5.2 Minimize Environmental Effects	✓			✓	✓
5.3 Adaptive to Climate Change	✓			✓	

4. Measuring Performance

PREMO evaluates candidate premium transit recommendations using quantitative and qualitative analyses to determine how well each recommendation satisfies the identified goals. In doing so, performance measures are aligned with PREMO goals and objectives. These performance measures are expected to be refined as PREMO steps are completed to capture and react to new information derived from analyses or input received from stakeholders and the public.

The following tables provide a description of the PREMO performance measures to be used during the plan development. **Tables 4** through **8**, identify and demonstrate how these performance measures will be applied during each PREMO Step. As described, these performance measures have been discussed with the PAG.

PREMO will also review public input derived from the PREMO public engagement program and compare public preferences and comments against the evaluation of candidate premium transit recommendations.

Table 4: Step A PREMO Performance Measures

Key: Does it Connect to and Support Growth?
Goals: Improve Mobility for All, Implement Equitable Transit Solutions, Integrate with and Serve Communities (land use), Enhance Economic Development, Ensure Financial Sustainability
Objective: Identify approximately 20 top performing corridors or the Initial Corridors recommendation

PREMO Goal	Evaluation Criteria	Measure of Effectiveness	Data Source/Analysis Tool	Measure Thresholds	Scoring Methodology
Improve Mobility for All	Existing Transit Ridership	Number of transit trips on existing BCT routes/existing mode share	Broward County Transit and Replica Data	Range of data results demonstrated by all initial corridors divided into percentiles	
	Access to Affordable Housing	Number of affordable housing units (dwelling units per acre) within a 1/2-mile network buffer	Broward County and Municipal GIS Data, Shirmberg Center for Housing Studies 2018, Assisted Housing Inventory	Range of data results demonstrated by all initial corridors divided into percentiles	
Implement Equitable Transit Solutions	Population (Existing and Future)	Average population density (persons per square mile) for the years of 2015 and 2045 within a 1/2-mile network buffer	US Census; American Community Survey, adopted socioeconomic data, SERPM 8	Range of data results demonstrated by all initial corridors divided into percentiles	High Medium Medium Medium Low
	Employment (Existing and Future)	Average employment density (jobs per square mile) for the years of 2015 and 2045 within a 1/2-mile network buffer	US Census; American Community Survey, adopted socioeconomic data, SERPM 8		
	Activity Centers	Number of county Future Land Use Map activity center designations with a 1/2-mile network buffer	Broward County/FLUM		
	Connection to Services	Number of schools, medical uses (hospitals), public facilities (libraries) and airport with a 1/2-mile network buffer	Broward County and Municipal GIS Data, Florida Department of Revenue		
	Potential to Increase Affordable Housing	Assessment of existing affordable housing policy by jurisdiction	Broward County and Municipal Data and Plans, Florida Department of Revenue		
Enhance Economic Development and Ensure Financial Sustainability	Future Redevelopment and Infill Potential	Analyze the redevelopment potential for parcels within a 1/2 mile buffer of each corridor, considers land use and vacancy.	Broward County and Municipal Data, Florida Department of Revenue	Range of data results demonstrated by all initial corridors divided into percentiles	
	Suitability for TOD Development and Redevelopment	Analyze the readiness of an area (within a 1/2 mile buffer of each corridor) for transit-oriented development	Broward County and Municipal Data and Plans, Florida Department of Revenue		
	Transit Supportive Policies	Assessment of existing TOD policy by jurisdiction	Broward County and Municipal Plans, Florida Department of Revenue		

Table 5: Step B PREMO Performance Measures

Key: Does it provide mobility and equity benefits?
Goals: Improve Mobility for All; Implement Equitable Transit Solutions
Objective: Using the Initial Corridors recommended to advance from Step A, identify approximately 10 top performing corridors or short-listed Corridors recommendation
Note: To complete the 30-minute point-to-point isochrone transit trip comparison, each corridor was divided into three-mile segments representing a 5-minute premium transit travel time. TransCAD was used to complete this point-to-point isochrone transit trip comparison.

PREMO Goal	Evaluation Criteria	Measure of Effectiveness	Data Source/Analysis Tool	Measure Thresholds	Scoring Methodology
Improve Mobility for All	Bicycle Connections	Miles of bicycle and trail facilities within a 1/2-mile buffer of the top 20 corridors. Calculated as a per corridor mile average.	Broward County and Municipal GIS Data/ Tool: GIS	Range of data results demonstrated by the Initial Corridors divided into percentiles	High Medium High Medium Medium Low Low
		Street block densities within a 1/2-mile buffer of the top 20 corridors. Calculated as a per corridor mile average.	Broward County and Municipal GIS Data/ Tool: GIS		
	Pedestrians Connections	Sidewalk facilities within a 1/2-mile buffer of the top 20 corridors. Calculated as a per corridor mile average.	Broward County and Municipal GIS Data/ Tool: GIS		
		Number of regional multimodal and transit connections within a 1/2-mile buffer of the top 20 corridors. Calculated as a per corridor mile average.	Broward County and Municipal GIS Data		
	Regional Connectivity	Corridor volume to capacity (V/C) ratio and level of service of the top 20 corridors. With greater levels of congestion providing the best opportunity for premium transit to provide mobility benefits.	Most Recent Traffic Counts, Broward County and Municipal GIS Data/ Tool: FDOT Traffic On-line Portal and Spreadsheet Analyses		
	Existing Corridor Capacity and Congestion	Corridor V/C ratio and level of service of the top 20 corridors. With greater levels of congestion providing the best opportunity for premium transit to provide mobility benefits.	SERPMB Future Data, Broward County and Municipal GIS Data/ Tool: SERPMB		
Implement Equitable Transit Solutions	Equity and Transit Dependent Populations	Existing transit dependent populations and populations below poverty, racial minority, ethnic minority, youth (10 -17 years) and older adults (65 year and older), Limited English Proficiency (LEP), zero-car households, and disabled within a 1/2-mile buffer of the top 20 corridors. Calculated as a per corridor mile average.	SERPMB Data and/or US Census, American Community Survey/ Tool: GIS	Range of data results demonstrated by Initial Corridors divided into percentiles	
		Number of existing jobs within a 30-minute transit trip. Isochrone analysis using existing BCT network and premium transit corridor (1/2-mile job buffer from isochrone). Calculated as a per corridor mile average.	Broward County and Municipal GIS Data/ Tool: TransCAD		
		Number of activity centers within a 30-minute transit trip. Isochrone analysis using existing BCT network and premium transit corridor (1/2-mile activity centers buffer from isochrone).	Broward County FLUM and Municipal GIS Data/ Tool: TransCAD		

	Access to Affordable Housing	Number of affordable housing units within a 30-minute transit trip. Isochrone analysis using existing BCT network and premium transit corridor (1/2-mile existing affordable housing buffer from isochrone).	Broward County and Municipal GIS Data/ Tool: TransCAD	
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Table 6: Step C PREMO Performance Measures

Key: Does it increase and attract ridership?

Goals: Improve Mobility for All; Integrate with and Serve Communities (land use); Improve Safety and Security; Ensure Environmental Stewardship

Objective: Identify approximately 5 top performing corridors or Recommended Corridors

PREMO Goal	Evaluation Criteria	Measure of Effectiveness*	Data Source	Measure Thresholds	Scoring Methodology
Improve Mobility for All	Total Daily Transit Trips	Forecasted ridership (weighted linked trips)	MODE NEUTRAL Ridership Forecasts, FTA STOPS Model	Range of data results demonstrated by Short-listed Corridors divided into percentiles	High Medium High Medium Medium Low Low
	Travel Time Savings with Investment of Premium Transit	Corridor peak period travel time (as compared to existing transit trips)			
	Total Daily Transit Dependent Trips	Forecasted ridership (transit dependent)			
	Total New Daily Transit Trips	Forecasted ridership (new riders)			
Integrate with and Serve Communities (land use)	Parking Supply	Evaluate sample Central Business District (CBD) costs to park per day. Not to include all CBDs in the County.	Broward County and Municipal GIS Data	FTA CIC Project Rating Guidance (New and Small Starts Guidance)	High Medium High Medium Medium Low Low
	Reduction of Emissions & Greenhouse Gases	Reduction in vehicles miles traveled (VMT)	MODE NEUTRAL Ridership Forecasts, FTA STOPS Model	Range of data results demonstrated by Short-listed Corridors divided into percentiles	
	Reduction in Crashes	Reduction of fatalities and injuries	Broward MPO Climate Change Risk to the Transportation System Study Data		
Improve Safety and Security, Ensure Environmental Stewardship	Climate Change Resiliency	Vulnerable area adaptation	Bureau of Labor Statistics, Data Axi, U.S. Cluster Mapping Project		
	Traded Industry clusters	Magnitude of contribution to the county's current overall economic strength from a traded cluster perspective.	Southeast Florida Regional Planning Model (SERPM 8), Open Street Map (OSM), Broward County Transit CTFS	Range of data results demonstrated by Short-listed Corridors divided into percentiles	
Enhance Economic Development and Ensure Financial Sustainability	Multimodal suitability	Condition of existing connectivity, walk access, transit access, and organization and diversity of development			

	Redevelopment potential suitability	Quantity propensity for density/intensity (land value to building value ratio, building age, land use type, parcel size, and public ownership)	Florida Department of Revenue (DOR) Parcels, Broward County Land Use Plan		
	Change in ridership potential because of TOD	Compare transit ridership with assuming TOD for identified station areas along each corridor as influenced by the suitability assessment.	FTA STOPS Model		

Table 7: Step D PREMO Performance Measures

Key: What type of transit service is it?
Goals: Improve Mobility for All; Improve Safety and Security, Ensure Environmental Stewardship, and Enhance Economic Development; Ensure Financial Sustainability
Objective: Define the Preferred Mode for the Recommended Corridors

PREMO Goal	Evaluation Criteria	Measure of Effectiveness*	Data Source	Measure Thresholds	Scoring Methodology
Improve Mobility for All	Opening Day Total Daily Transit Trips	Forecasted ridership (weighted linked trips)	Referring to the Results of Mode Neutral Forecasts, Develop Mode Specific Ridership Forecasts, FTA STOPS Model	FTA CIG Project Rating Guidance (New Starts and Small Starts Guidance)	High Medium High Medium Medium Low Low
	Opening Day Total Daily Transit Dependent Trips	Forecasted ridership (transit dependent)			
	Opening Day Total New Daily Transit Trips	Forecasted ridership (new riders)			
	Travel Time Savings with Investment of Premium Transit	Corridor peak period travel time (as compared to existing transit trips)			
Integrate with and Serve Communities (land use)	Parking Supply	Evaluate sample Central Business District (CBD) costs to park per day. Not to include all CBDs in the County.	Broward County and Municipal GIS Data	FTA CIG Project Rating Guidance (New and Small Starts Guidance)	
	Reduction of Emissions & Greenhouse Gases	Reduction in vehicles miles traveled (VMT)	Referring to the Results of Mode Neutral Forecasts, Develop Mode Specific Ridership Forecasts, FTA STOPS Model	FTA CIG Project Rating Guidance (New Starts and Small Starts Guidance)	
	Reduction in Crashes	Reduction of fatalities and injuries			
Improve Safety and Security, Ensure Environmental Stewardship	ROW Impact	Availability of existing ROW along corridor	Broward County and Municipal ROW/Parcel Data; Broward County Trafficways Plan	Evaluate ROW availability as compared to mode preference conceptual typical sections (national best practices) to determine sq. ft. of ROW required	

Enhance Economic Development and Ensure Financial Sustainability	Cost Effectiveness	Average annual cost per trip (annual ridership divided by annual cost to operate and annual capital cost)	Assume BRT and Rail Annual Operating Costs (national average) to "Reverse Engineer" Project Capital Cost Budget	Evaluate capital cost budget for appropriate mode preference	
	Market Readiness Analysis	Assess the market potential of the area by evaluating recent real estate activity and trends	Broward County and Municipal Parcel Data, Municipal data on recent and planned developments, and American Community Survey	Range of data results demonstrated by Recommended Corridors divided into percentiles	

Table 8. Step E PREMO Performance Measures

Key: How can it be built?

Goals: Improve Mobility for All, Implement Equitable Transit Solutions, Integrate with and Serve Communities (land use), Improve Safety and Security, and Ensure Environmental Stewardship, and Enhance Economic Development and Ensure Financial Sustainability

Objective: Define Preliminary Implementation Strategy for Recommended Projects (Corridor and Mode)

PREMO Goal	Evaluation Criteria	Measure of Effectiveness*	Data Source	Measure Thresholds	Scoring Methodology
Improve Mobility for All	Existing Corridor Capacity and Congestion	Corridor volume to capacity (V/c) ratio and level of service	Broward County and Municipal GIS Data		
	Future Corridor Capacity and Congestion	Corridor v/c ratio and level of service	Broward County and Municipal GIS Data		
	Opening Day Total Daily Transit Trips	Forecasted ridership (weighted linked trips)			
Implement Equitable Transit Solutions	Opening Day Total Daily Transit Dependent Trips	Forecasted ridership (transit dependent)	Project Specific Ridership Forecasts using FTA STOPS Model	FTA/CIG Project Rating Guidance (New Starts and Small Starts Guidance)	High Medium High Medium Medium Low Low
	Opening Day Total New Daily Transit Trips	Forecasted ridership (new riders)			
	Access to Affordable Housing	Number of affordable housing units (dwelling units per acre) within a ½-mile network buffer	Broward County and Municipal GIS Data		
Integrate with and Serve Communities (land use)	Population	Average population density (persons per square mile) within a ½-mile network buffer	US Census, American Community Survey		

	Employment	Average employment density (jobs per square mile) within a 1/2-mile network buffer	US Census; American Community Survey		
	Parking Supply	Central Business District (CBD) cost to park per day	Broward County and Municipal GIS Data		

Table 8 (Continued): Step E PREMO Performance Measures

Key: How can it be built?
Goals: Improve Mobility for All, Implement Equitable Transit Solutions, Integrate with and Serve Communities (land use), Improve Safety and Security, and Ensure Environmental Stewardship, and Enhance Economic Development and Ensure Financial Sustainability
Objective: Define Preliminary Implementation Strategy for Recommended Projects (Corridor and Mode)

PREMO Goal	Evaluation Criteria	Measure of Effectiveness*	Data Source	Measure Thresholds	Scoring Methodology
Improve Safety and Security, Ensure Environmental Stewardship	Reduction of Emissions & Greenhouse Gases	Reduction in vehicles miles traveled (VMT)	Project Specific Ridership Forecasts using FTA STOPS Model	FTA CIG Project Rating Guidance (New Starts and Small Starts Guidance)	High Medium High Medium Medium Low Low
	Reduction in Crashes	Reduction of fatalities and injuries	Broward MPO Climate Change Risk to the Transportation System Study Data		
	Climate Change Resiliency	Vulnerable area adaptation	FDOT EST Tool, County and Municipal Data		
	Preliminary Effects Evaluation	Potentially significant environmental, cultural, and physical project impacts			
	Transit Supportive Policies	Growth management, corridor policies, zoning	Broward County and Municipal Data		
	Estimated Capital Cost	Estimated capital cost per mile	Project Specific Cost Estimates		
Enhance Economic Development and Ensure Financial Sustainability	Estimated Operating Cost	Estimated annual cost of operations	Project Specific Cost Estimates	FTA CIG Project Rating Guidance (New Starts and Small Starts Guidance)	
	Cost Effectiveness	Average annual cost per trip (annual ridership divided by annual cost to operate and annual capital cost)	Project Specific Cost Estimates		
	Potential for Funding Partnerships	Ability to compete for and attract federal, state, and local funding sources	Stakeholder Support		