

You are on the MAP!



MAP Broward

Mobility Advancement Program
Brought to you by the
Penny For Transportation

Agenda

- Welcome and introductions 10 a.m.
- About MAP Broward with MAP Administrator, Gretchen Cassini
 - Office of Economic and Small Business Development
- Nextdoor app insights, tips and tricks
- Lunch & Learn on “implementing inclusion when messaging municipal projects”
- About MAP Broward’s Branding
- Summary/Q&A
- Traffic Management Center Tour (optional)

How to Connect with



MAP Broward

Mobility Advancement Program

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Goals of 30-Year Transportation Program

Traffic System Management Create Connectivity
Improve Transit Enhance Multimodal Options Economic Development and Benefits

Summary of Project-based Plan:

- Road, traffic, signal, bridge, and safety improvements
- New and enhanced infrastructure
- Intersection reconfiguration to improve traffic flow
- Resiliency and roadway drainage
- School safety zones (requested by SBBC)
- Lighting (enhanced and adaptive)
- Expand fiber optic network
- Smart sensors and adaptive technology
- Data-driven decision making
- Funding for existing municipal Community Shuttles and expanded service
- Full funding for Paratransit
- Rail where supported, studied, and approved
- Transit service enhancements; amenities
- Bicycle and pedestrian upgrades, greenways
- Pedestrian improvements
- East-West connectivity prioritized



MAP Broward has many components!

- Broward County Transit, including Community Shuttle Program for 18 municipalities
- Broward County Public Works' Highway and Bridge Maintenance, Highway Construction and Engineering, Facilities
- Office of Economic and Small Business Development
- MAP Administration (next slide)
- **YOU! Municipal Partners.** . . . Municipalities submitted over 700 projects in the original plan; municipal project awards made up approximately 42% of revenues received in 2020

Mobility Advancement Program Administration

What are MAP Admin's primary functions?

Transparency, Accountability, Program Analysis, Financial Oversight, Oversight Board Support, Municipal Surtax Grant Management, Public Engagement/Outreach, Reporting, Stakeholder Relations

- MAP Admin supports Appointing Authority and Oversight Board's role, contract manages the municipal surtax grants, manages the municipal rehabilitation and maintenance grant process, leads public engagement efforts about the program, creates/manages data visualization, mobility planning & innovations, contract administrator for MPO surtax services (rating, ranking, and recommending municipal capital projects), lead core teams of surtax functions
- **My role:** Liaise with State and Federal funding partners, County surtax-funded agencies, municipal staff and elected officials; serve on project teams for surtax-funded regional projects; manage MPO contract; communicate about program

Municipal Aspects of MAP Broward

- MAP Broward has 3 municipal funding streams:
 - Municipal Community Shuttle Program (funded first, annually)
 - Municipal Capital Projects (MCPs), rated, ranked and recommended by MPO
 - Municipal Rehabilitation & Maintenance Projects
- Over \$126M was awarded to municipalities in FY 2020 (referred to as Cycle 1) for all 3 funding streams
- The Interlocal Agreement, as amended, between County, MPO and 29 municipalities only requires 10% of annual revenues (after 8% required hold-back) be awarded to municipal projects
- We are currently in FY 2021, but still haven't executed all the FY 2020 municipal surtax grant awards
- Municipal projects are also contained in a Five-Year Plan, to give the public an understanding of what is expected through 2025

Municipal Community Shuttles Program

Existing Agreements

Coconut Creek	Hallandale Beach	Margate
Coral Springs	Hillsboro Beach	Miramar
Dania Beach	Lauderdale-By-The-Sea	Pembroke Pines
Davie	Lauderdale Lakes	Pompano Beach
Deerfield Beach	Lauderhill	Tamarac
Fort Lauderdale	Lighthouse Point	West Park

- Surtax funding covers the cost of the vehicles (capital) as well as their ongoing operations and maintenance; funding started October 1, 2019
- Shuttles allow wheelchair-accessible mini-bus circulation into neighborhoods and destinations more difficult to serve with larger buses

- Very popular program with residents and businesses
- 2 municipalities under review
- Several municipalities submitted applications for service expansion



Municipal Capital Projects funded in 2020

110 municipal capital projects were prioritized and recommended for funding by the MPO in Cycle 1, FY2020

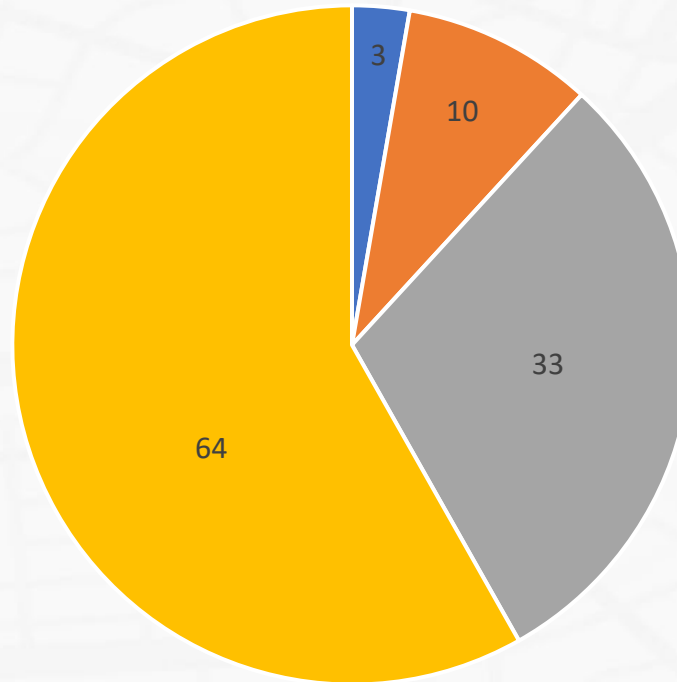
On June 18, 2020, the Commission voted to fully-fund **97** municipal capital projects for recommended phase

64 were in a Planning or Design phase; **1** was **Planning-only** and has no future phases

Those **63 projects** become the universe of projects included in the current **FY2021-2025 and rolling Five-Year Plan (5YP)**

33 of 63 Planning and Design phase projects **receive funding for future phases in the current 5YP**

FY2020 Cycle 1 Muni Capital



■ Ineligible ■ Not considered by OB ■ Construction ■ Planning or Design

Of those 33, **31 are fully-funded within the 5YP**, with **2 projects extending beyond FY2025**

30 of 63 Planning and Design projects **are not contained within the current 5YP**

However, several municipal capital projects in the current 5YP are expected to cost less than estimated

Cost savings or projects no longer supported by city or community may result in recommendations to fund some other municipal projects

FY 2020 (Cycle 1) R&M Projects

- Only Rehabilitation & Maintenance (R&M) projects that were in the original surtax plan (2018) are eligible to be considered
- R&M projects were capped at \$3M and had to demonstrate they could be constructed in 12 months (“shovel ready”)
- 23 municipalities submitted 62 applications totaling **\$83M in requests**
- Only **\$56.7M was available for R&M in Cycle 1**, leaving 22 projects totaling \$26M to be funded in future cycles before new applications will be accepted
- R&M projects are not included in the Five-Year Plan because of their short duration; only municipal capital projects are included
- As capital projects are funded in any given fiscal year, if additional surtax revenues exist, R&M projects may be recommended for funding

Municipalities receiving R&M Awards FY 2020, Cycle 1

Coconut Creek
Cooper City
Coral Springs
Dania Beach
Deerfield Beach
Fort Lauderdale
Hallandale Beach
Hollywood
Lauderdale Lakes
Lauderhill
Lighthouse Point
Margate
Miramar
North Lauderdale
Oakland Park
Pembroke Pines
Southwest Ranches
Sunrise
Tamarac
West Park
Weston
Plantation
Wilton Manors

Municipal Capital Projects in the Five-Year Plan

- Projects ranked 1-33 were Construction-phase and not included in the Five-Year Plan
- Projects that are fully funded during the 5YP are highlighted in the year that construction is expected to conclude
- Projects extending beyond FY 2025 show expected progress in funding (by year) and will be completed in future cycles
- Year-end balances are allocated to future year's projects
- Design phases were generally calculated by MPO as 12% and planning as 3% of total construction cost estimate. As design advances, construction estimates will be adjusted
- These recommendations fund 50 project phases and fully-fund 30 Cycle 1 approved Planning and Design phase projects

Surtax Municipal Capital Projects Five-Year Plan

Rank	Municipality	Project ID	Cost Estimate	FY2020 Phase Funded	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	Total 5YP
34-37	Miramar	Multiple	\$49,416,667-\$93,000,000	D	\$ 3,500,000		\$10,000,000	\$10,000,000	\$10,000,000	\$ 33,500,000
38 & 88	Fort Lauderdale	FORT-108/113	\$6,500,000	P		\$ 780,000	\$ 2,762,500	\$ 2,762,500		\$ 6,305,000
39	Oakland Park	OAKL-023	\$ 7,875,000	D	\$ 6,930,000					\$ 6,930,000
40	Coral Springs	CORA-097	\$ 20,000,000	P		\$ 250,000	\$ 9,450,000	\$ 250,000	\$ 9,450,000	\$ 19,400,000
41	Coconut Creek	COCO-024	\$ 3,600,000	D	\$ 3,168,000					\$ 3,168,000
42	Pompano Beach	POMP-002	\$ 24,860,000	D			\$ 10,938,400	\$ 10,938,400		\$ 21,876,800
43	Hollywood	HOLL-036	\$ 1,000,000	D	\$ 880,000					\$ 880,000
44	Davie	DAVI-016	\$ 3,000,000	D	\$ 2,640,000					\$ 2,640,000
45	Miramar	MIRA-021	\$ 3,000,000	P		\$ 360,000	\$ 2,550,000			\$ 2,910,000
46	Pembroke Pines	PPIN-039	\$ 4,431,250	P		\$ 531,750	\$ 3,766,563			\$ 4,298,313
47	West Park	WPRK-002	\$ 750,000	D	\$ 660,000					\$ 660,000
48	Lauderdale Lakes	LLAK-006	\$ 850,000	P		\$ 102,000	\$ 722,500			\$ 824,500

P – Planning
D – Design

Surtax Municipal Capital Projects Five-Year Plan

Rank	Municipality	Project ID	Cost Estimate	FY2020 Phase Funded	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	Total 5YP
49	Wilton Manors	WILT-009	\$6,000,000	P		\$720,000	\$5,100,000			\$5,820,000
50	Sunrise	SUNR-055	\$ 4,500,000	D				\$3,960,000		\$3,960,000
51	Pembroke Park	PPRK-010	\$ 250,000	D	\$220,000					\$220,000
52	Lauderdale-by-the-Sea	LSEA-005	\$ 2,000,000	D	\$1,760,000					\$1,760,000
53	Weston	WEST-303	\$ 4,900,000	D		\$4,312,000				\$4,312,000
54	Deerfield Beach	DEER-007	\$ 4,000,000	D		\$3,520,000				\$3,520,000
56	Tamarac	TAMA-008	\$ 4,500,000	P		\$540,000	\$3,825,000			\$4,365,000
57	Lighthouse Point	LHP-010	\$ 500,000	P		\$ 60,000	\$425,000			\$485,000
58	North Lauderdale	NLAU-007.2	\$ 3,001,814	D		\$2,641,596				\$2,641,596
59	Parkland	PARK-008	\$ 1,500,000	D		\$1,320,000				\$1,320,000
60	Dania Beach	DANI-001	\$ 4,000,000	D			\$3,520,000			\$3,520,000
61	Margate	MARG-002	\$ 174,000	D			\$153,120			\$153,120

Surtax Municipal Capital Projects Five-Year Plan

Rank	Municipality	Project ID	Cost Estimate	FY2020 Phase Funded	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	Total 5YP
62	Southwest Ranches	SWRA-021	\$ 100,000	D			\$ 88,000			\$ 88,000
63	Fort Lauderdale	FORT-104	\$ 3,000,000	D			\$ 2,640,000			\$ 2,640,000
64	Oakland Park*	OAKL-007	\$ 150,000	P						
65	Coral Springs	CORA-098	\$ 20,000,000	P				\$ 250,000	\$ 9,450,000	\$ 9,700,000
66	Hollywood	HOLL-038	\$ 5,000,000	P				\$ 600,000	\$ 4,250,000	\$ 4,850,000
67	Miramar	MIRA-020	\$ 1,200,000	D				\$ 1,056,000		\$ 1,056,000
68	Lauderdale Lakes	LLAK-016	\$ 500,000	P				\$ 60,000	\$ 425,000	\$ 485,000
69	Sunrise	SUNR-075	\$ 3,250,000	D					\$ 2,860,000	\$ 2,860,000
71	Davie	DAVI-012	\$ 2,000,000	D				\$ 1,760,000		\$ 1,760,000
Total				\$17,213,735	\$19,758,000	\$15,137,346	\$55,941,083	\$31,636,900	\$36,435,000	\$158,908,328

* Project #64- Oakland Park- OAKL-007 is Planning only.

P – Planning
D – Design

New Fifth Year of Five-Year Plan (FY 2026)

- The MPO transmitted the FY 2026 municipal capital projects (MCPs) on June 1, 2021; it was presented to the Oversight Board June 11th

Rank	Municipality	Project ID	Project Name	Phase	FY 2026*
18	Pembroke Park	PPRK-002	SW 25 Street Stormwater Improvements (Ph II)	Construction	\$1,272,115
34-37	Miramar	MIRA-001 MIRA-002 MIRA-003 MIRA-004	Miramar Parkway Extension to Pembroke Road Pembroke Road Expansion from SW 160 Avenue to US-27	Construction	\$11,000,000
65	Coral Springs	CORA-098	NW 39 Street from Coral Ridge Drive to NW 10 Avenue	Construction	**
73	Wilton Manors	WILT-003	Complete Streets	Construction	\$2,082,495
74	West Park	WPRK-003	SW 48 Avenue Complete Street	Construction	\$3,644,366
75	Weston	WEST-192	Indian Trace Road Roadway Improvements	Construction	\$291,549
76	Pembroke Park	WPRK-009	52 Avenue Complete Streets	Construction	\$1,249,497
<i>*Inflation factors applied reflecting Florida Department of Transportation's cost inflation factor for 2026</i> <i>**Final project cost pending completion of design</i>				TOTAL	\$19,540,023
				Annual MAG	\$20,778,874
				Remaining	\$1,238,851

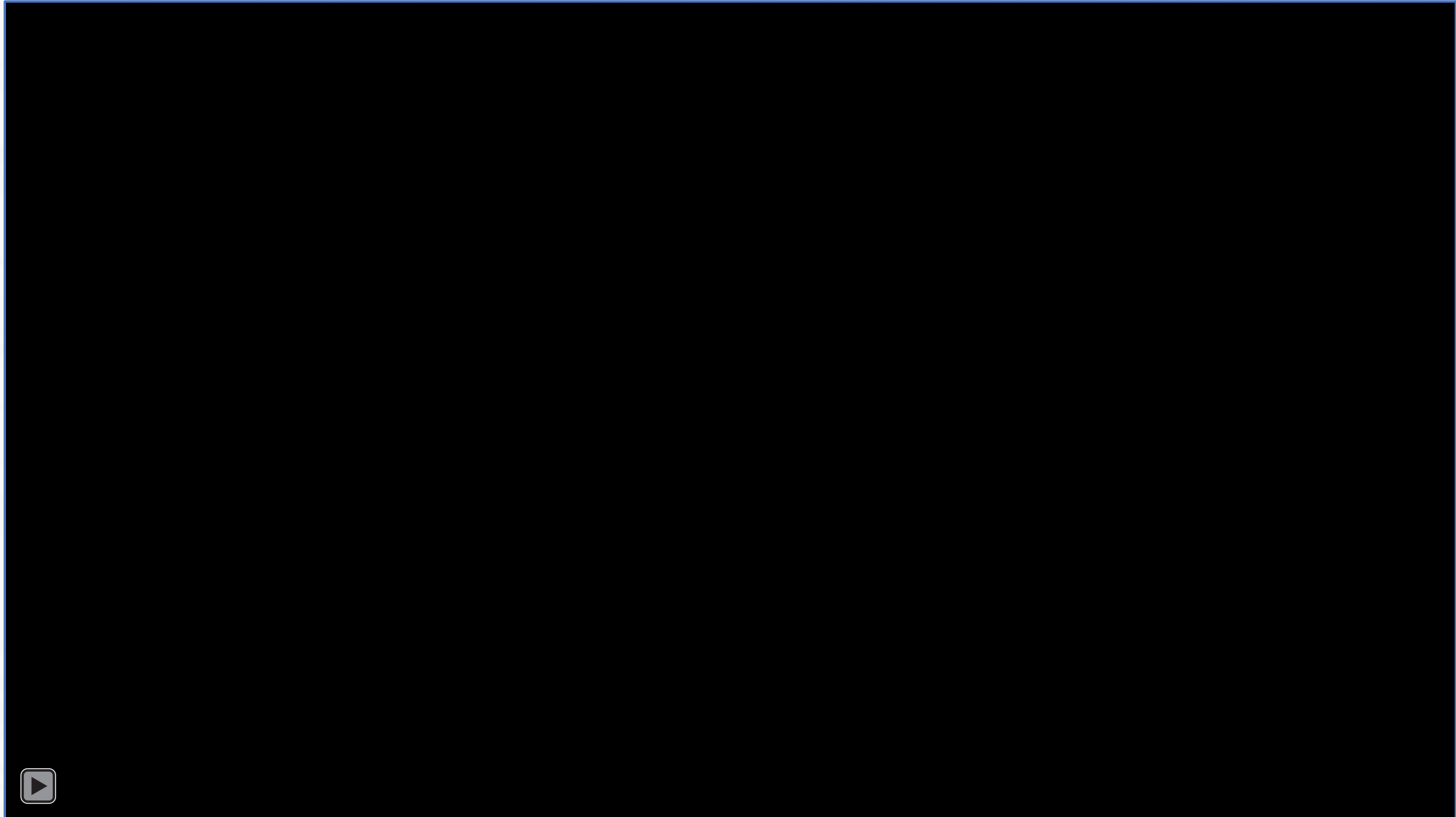
- Final funding levels for municipal projects will be contained in the County's FY 22 Approved Budget

Help us communicate about MAP Broward

- Municipal capital and R&M projects:
 - are a significant component of the program
 - are solicited and managed by the municipality, except in very limited circumstances (County or FDOT delivers because it is on County or State-owned roadway/ROW)
 - cover fifteen different project types (see next slide)
 - are coming online; communicating with affected neighborhoods, residents, businesses, commuters, elected officials, etc. is necessary to ensure public support for the project is continuous
 - using the Public Project Dashboard developed by our Mobility Planning & Innovations Team, is a great way to start the conversation about any surtax project (FY2019-2025)

Help us communicate about MAP Broward

- Municipal Community Shuttle Program has been fully-funded by the surtax since October 2019
- If you have a Shuttle Program, please make sure the branding and logos get updated when you do your next refresh
- Most County surtax-funded projects are happening inside your cities! As an almost fully-incorporated County, we will be looking for your help communicating about our surtax-funded projects that affect your residents and businesses
- The Dashboard allows you to see whether a project is being delivered by a municipality or the County and gives you: (1) project type; (2) year of funding; (3) phase (Planning, Design, Construction); (4) project details; (5) location



MAP Broward Public Project Dashboard

Surtax-Funded Projects

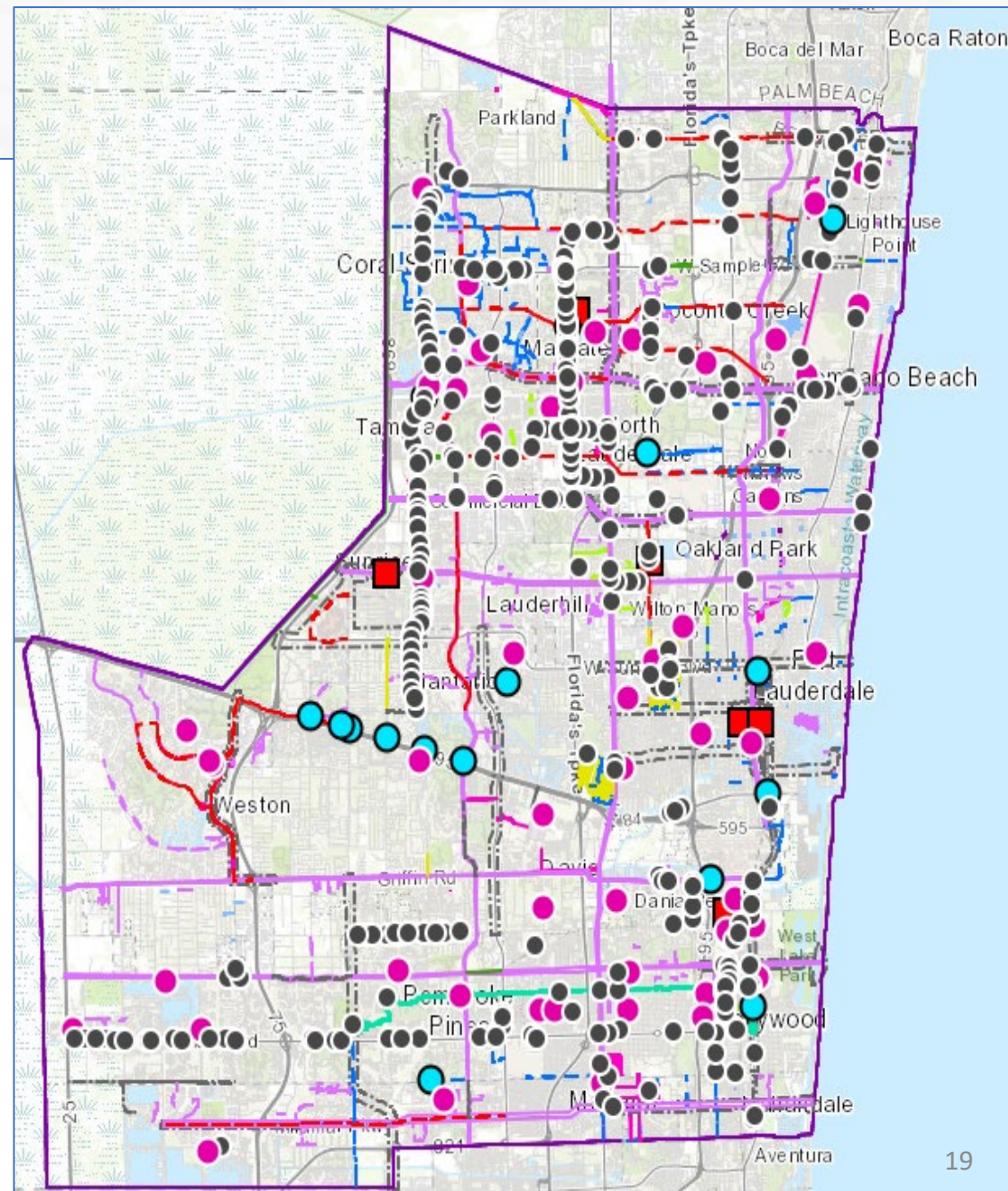
680

Year 2019-2025

To access the dashboard please scan below.







- Bridge
- Intersection
- School Zone
- Transit Infrastructure
- Bike/Pedestrian
- Congestion Management
- Corridor Design Study
- Fiber Optic Network
- Greenway
- Lighting
- Rehabilitation and Maintenance
- Roadway Improvements
- Roadway Resilience
- Safety Improvements
- Study
- Transit Service



MAP Broward

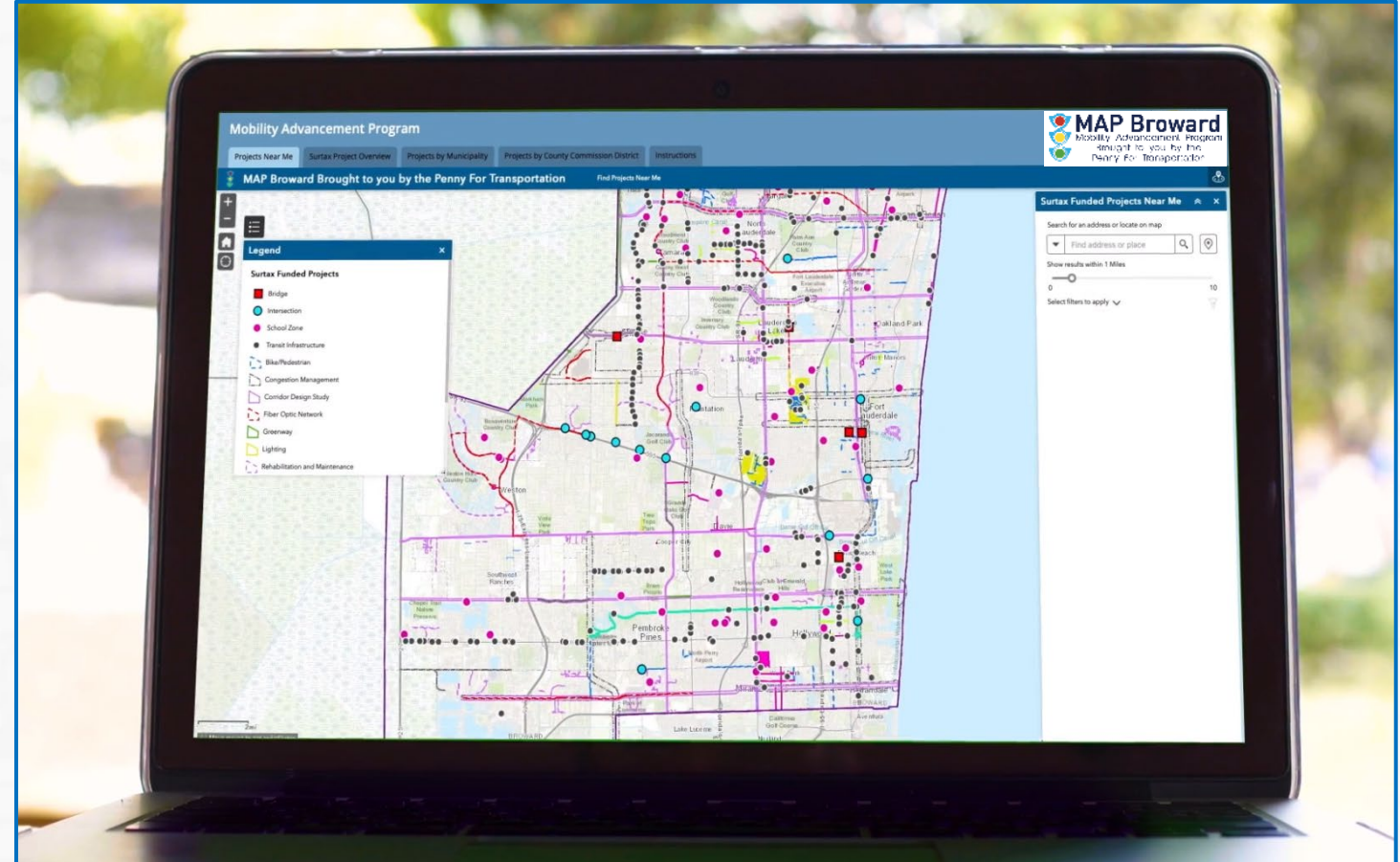
Project Dashboard

Use the dashboard to find features like below:

-  Projects Near YOU
-  Projects by Municipality
-  Projects by County Commission District
-  Or Filter Project by Type



To access the dashboard
please scan here →

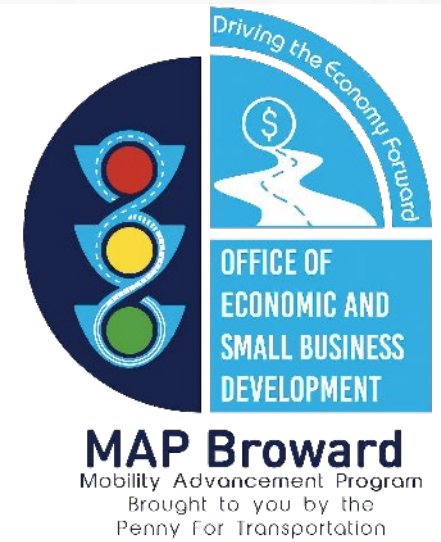


Thank you for participating!

And helping tell the story of this transformative program to the public. . .

Now, let me introduce the Office of Economic and Small Business Development,
OESBD

ABOUT OESBD



Small Business-Focused County Government Agency



Promotes Business Growth and Job Creation



Educate Aspiring Entrepreneurs and Business Owners in Universal Tips and Tools Needed to Succeed in Business



As a Service Agency, We Work With Our Partners To Accomplish the County's Goals

LOCAL CERTIFICATION PROGRAMS

OESBD Administers the **County Business Enterprise (CBE)** Local Small Business Program

Program Eligibility

SBE RESERVE

Project Value ≤ \$250,000

PROGRAM ELIGIBILITY

- Personal net worth per owner < \$1.32 million
- Firm/Business must be independent
- 15 or less permanent full-time employees
- Vendor must have a Broward Business Tax Receipt and be located in Broward County
- Business must be established for a period of one year prior to submitting its application
- Site visit by OESBD

CBE PROGRAM

Project Value > \$250,000

PROGRAM ELIGIBILITY

- Personal net worth per owner < \$1.32 million
- Firm/Business must be independent
- Vendor must have a Broward Business Tax Receipt and be located in Broward County
- Business must be established for a period of one year prior to submitting its application
- Site visit by OESBD



* See certification application for a complete list of program eligibility requirements

30% Participation Goal for Certified CBE Firms for all eligible MAP Broward Projects!



ONLINE APPLICATION for Certification is Now Available!

Watch a Step-by-Step Guide to Completing the Application Online

[CLICK HERE
To Apply Now](#)



1st MAP Broward Municipal Project Awarded!

The Town of Davie has awarded their first municipal MAP Broward Project! Congratulations to our County Business Enterprise (CBE) Firms who will be participating on this project.

Project Name: College Avenue Phase II Roadway Improvements

Award Amount: \$817,600.00 (Surtax-funded amount)

Prime: Bacallao Construction & Engineering Development, LLC d/b/a BC & E

CBE Commitment: 40.01%

CBE Subcontractors: Rapid Milling & Paving, LLC and Smart Traffic Solutions, Inc.

MAP Broward projects are happening across Broward County, and business opportunities continue for CBE Firms! Stay engaged and informed to get the latest updates on projects and business opportunities available.



Broward County Economic & Small B...



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Broward County Economic & Small Business Dev. @B... · May 14

Are you looking for a Plumber, Electrician, General Contractor, or another type of service or product in Broward? WATCH this video to learn how you can find a certified County Business Enterprise (CBE) Firm that provides the service or product you need:



How to Find Certified CBE Firms in Broward County
[youtube.com](#)



COMMUNITY RELATIONS AND OUTREACH



Technical Assistance



Workshops



Meet & Greet



Educational Programs



Mentoring



Targeted Recruitment



Subscribe to OESBD's *E-Newsletter*
Business Assistance Weekly (BAW)
Send an email to: EconDevInfo@broward.org

Connect With Us!



@BrowardCountyOESBD



@BCOESBD

SAVIKA JUNOR

Community Relations and Outreach Specialist
OESBD | Mobility Advancement Program
SJunior@Broward.org | (954) 357-6273



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954-357-6400 | Broward.org/EconDev

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A Service of the Broward County Board of County Commissioners - An Equal Opportunity Employer

Nextdoor



Lunch & Learn Guest Speakers

Implementing Inclusion in Communications Strategies



Whenda Tima



Michael Hernandez



Desiree Avila

Transportation Surtax Primary Logo



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Mobility Advancement Program
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Secondary Logo Options

- These are additional options which can be used in addition to the main logo:




SAMPLE Municipal Cooperative



SAMPLE Municipal Project



Surtax Project Branding Reference Sheet

LOGO REFERENCE GUIDE	LOGO'S NAME
	<p>Primary Surtax Logo</p>
	<p>Municipal Cooperative Logo</p> <p>This logo mixes in the MAP primary logo with the specific name of your city. This logo is to be used in lieu of your city logo or city seal.</p>
	<p>Municipal Project Logo</p> <p>This logo mixes in the MAP primary logo, your municipality's name, and gives a description of the project type you are referencing.</p>

Surtax Project Branding Reference Sheet (cont.)

Pre, Post or During Construction	Project Branding Scenario	Option 1	Option 2	Option 3
Preconstruction	Planning and Design	Primary Surtax Logo	N/A	N/A
Preconstruction	Project Construction Site Board	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	N/A for this scenario
During Construction	Public notice project update flyers	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	Municipal Project Logo - only
Post Construction	Project type specific permanent signage will be provided by MAP Admin once project is complete, based on coordination and in collaboration with municipality (context sensitive)	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	N/A for this scenario
Preconstruction & Post Construction	Press Release	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	N/A for this scenario
Preconstruction, during & Post Construction	Social Media Posts	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	Municipal Project Logo - only
Preconstruction, during & Post Construction	Website	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	Municipal Project Logo - only
Preconstruction, during & Post Construction	Municipal Marketing Communications such as: Newsletters, Magazines and Broadcast stations	Primary Surtax Logo	Primary Surtax Logo & or Municipal Cooperative Logo	Municipal Project Logo - only
Post Construction	Bridge Painting	Primary Surtax Logo	N/A	N/A

Samples of Permanent Signage

- Memorialized branding options are pictured below (*for illustrative purposes only*)
- Municipal project types range from: Bike/Ped/Greenway, Community Shuttles, Rehab and Maintenance, Intersection/Roadway Improvements, School Safety Zones, Bridges, Transit Infrastructure, etc.
- County Public Works surtax-funded projects will be using similar memorialized signage, which is compliant with all applicable regulations
- Permanent signage options will include sidewalk inserts, embedded tiles approximately 10' in diameter, stamped concrete (placed along “edges” reducing wear and hazards and assuring longevity), post signs, decals



Sharing is Caring!

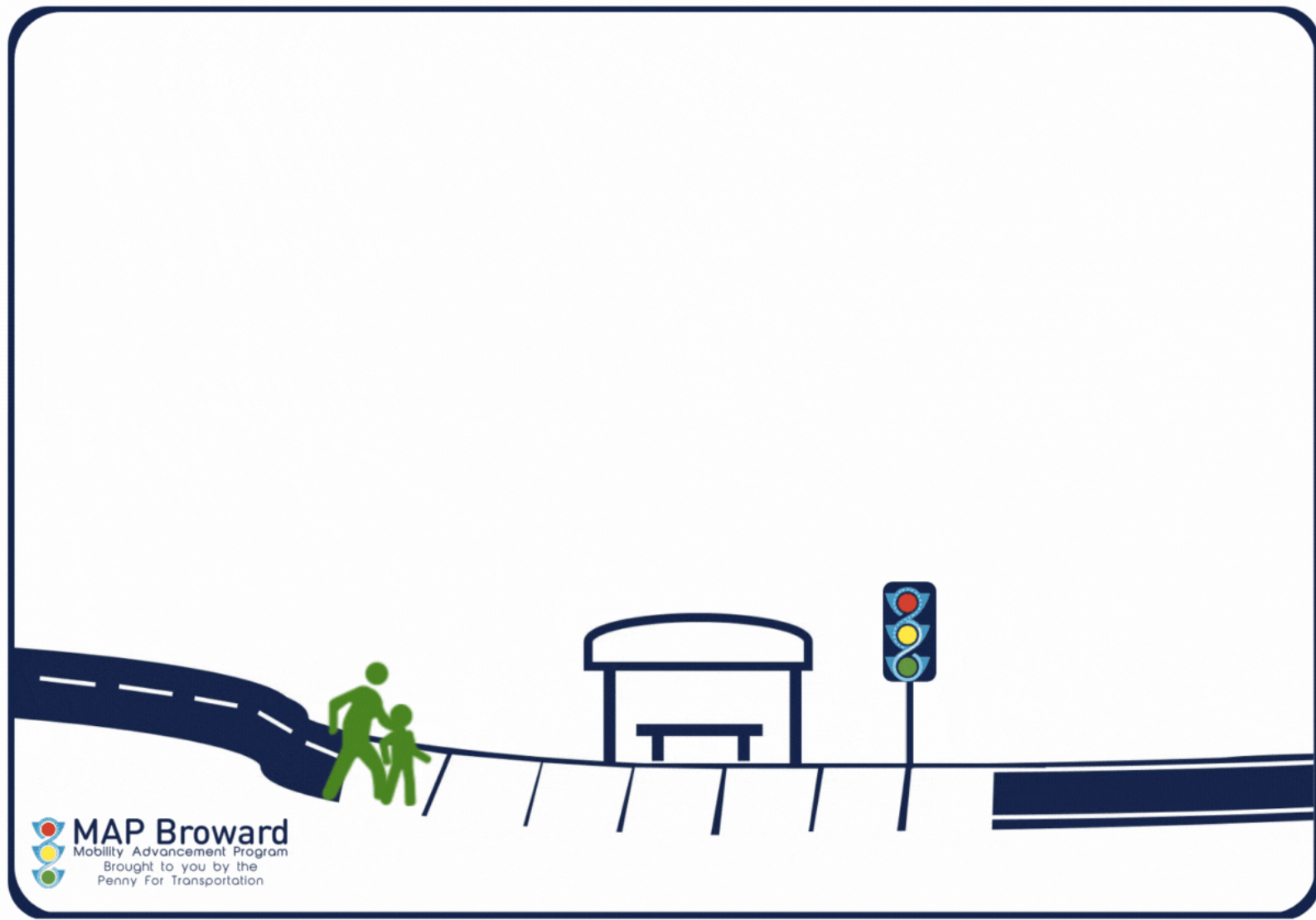
The MAP Broward Connector



Your road map to Broward County's
Surtax funded project and program updates

Before you go please join us for a free tour of the Traffic Management Center (TMC)





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Mobility Advancement Program
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