



Broward Partners Group

**9/30/13 2:00pm to 4:30pm
Meeting Notes (sign-in sheet attached)**

Greg Stuart, Broward MPO Executive Director, provided introductory remarks on Speak Up Broward and the overall goals of the effort. Chris Ryan, Public Information Officer for the Broward MPO and Project Manager for the Speak Up Broward effort, walked through the agenda. Lynda Mifsud, Deputy Program Manager for the effort, reviewed progress to date and reviewed what is coming up.

Speakers Bureau: Pamela Adams reviewed the framework for the Speakers Bureau. We are planning for three presentations to be offered from October 2013 through September 2014 as followed:

1. "Let's Talk Transportation" – an introduction of Speak Up Broward
2. Scenario Testing – getting input on our three transportation planning scenarios
3. Path Forward – recommendations for next steps

She asked for volunteers for the bureau to fill out a card circulated to the group. She reviewed the need for both speakers and facilitators. Speakers Bureau members will be assigned based on the best fit for the organization requesting the speaker. Recommendations for organizations to target for presentations were also requested.

Brandie Miklus presented a "dry run" of the presentation entitled "Let's Talk Transportation" proposed for use by the Speakers Bureau. She asked the group to listen carefully, take notes, and provide feedback and comments after the run through. And that they did! Comments are noted below with recommended changes noted by an arrow. Our next step will be a distribution of a revised presentation along with talking points for a follow-on review. This will be further refined in the orientation session scheduled for October 29, 2013 at 5:30pm at the Broward MPO board room.

"Let's Talk Transportation" presentation comments:

- Kareen Boutrous: Who are you going to present this to? Are you going to tweak it for different groups? People may not understand what transportation disadvantaged or BRT is, for example. Can you target the presentation to the group you are presenting to?
 - We need your help targeting organizations for speaking engagements. It will be diverse. To manage the variety of audiences, we will provide talking points to the speakers and facilitators to tailor the discussion of key points to the audience.

- Chair Blattner: Don't think we made the case for transit. Greg always points out we can't build any more roads. Transition from building more roads is public transportation.
 - Agreed. We will highlight the situation with the roads being built out more in talking points as well as pictures.
- Amanda: If I were at my home owners association, I would not understand what you wanted from me. What do you want me to do – get behind unfunded projects? Get involved in scenario testing? What does the knowledge prepare me for? Also, when you speak to a group, you are speaking to someone in your neighborhood with a lifestyle similar to your – use a scenario about their experience and show why it's important to them. Use specific scenarios. How does a person get from point A to B.
 - As part of the introduction when the speaker builds credibility, we will tell a story about our own experience with getting around. An example might be, "I love to walk. But I don't feel safe crossing the intersection. When I go to lunch a block away, I would rather not get in my car, but I feel I'm taking my life in my hands if I don't."
 - We will pass out two different post-in notes at the beginning of the meeting and ask people to write down:
 - Problems with TODAY's transportation system
 - Needed improvements to today's transportation system.
 This will get people thinking about their own problems and during the presentation and prime the pump for follow-on discussion after the presentation.
- Elizabeth Van Zandt: We found that what was effective is "What's in it for me?" for each group you speak to. Sounds to me that thinking long term – we want a sales tax – maybe 5 years. We don't have to say that now. Most people think public transportation is just buses. Need to show more examples with pictures – drive home that there is a whole package, including bicycle and pedestrian improvements. It is also significant that we highlight what the MPO is and that it represents 31 cities – need to better explain what the MPO is and its role. The expectation is that transit cost taxpayer money. Bring out the land use side to say why you are getting the value. Connect the economic features to the land use side of the equation.
 - We will add more pictures and better describe the types of choices rather than focus on projects.
 - Presentation order will be flipped to include 'what's in it for me?' first. Then the system, then what's needed.
- Dave Wallace: Need to go into more detail about planned projects to give people a better idea about what the possibilities are.
 - This may be a good place to discuss the possible choices. Will work in more pictures and expand on what is needed, both in dollars and in choices and added accessibility.
- Ely DuPre: Some of your analyses need to show what do you get for your transportation dollar now? Quality of life for example. Could be inspiring. Person spending \$9k/year and tells you that is their only way to get around – what would they save if they didn't spend that?
 - We will look at research (National Resources Defense Fund comes to mind) that discusses what you could save if you took transit. This could be a slide in the first section about 'what's in it for me?'
- Gerry O-Reilly – Worried about showing major projects like I-595 and All Aboard Florida. People may think we are doing pretty good. Why do you need more money? All Aboard Florida is paid for privately funded. I-595 is not paid for yet – it will take 35 years. Ones that are already funded may not be important to people – if they are big jobs, looks like you are already getting it. Dollar value associated with future projects is a big issue and that doesn't come out. What you need doesn't come out.

- Will focus more attention on the need.
 - Advise caution on making it too complicated for public. There many permeations of the funding and payback with availability payments for these major projects, like I-595, that may be too complex to explain, or take us off message.
- Barrington Wright – Citizens pay taxes – remember a sign “your tax dollars at work” and I think people need to see the benefits of getting where they want to go. When people understand that tax dollars are working for them, they like it. Need to inspire people more. Need to sell how to better utilize your dollars.
 - Less time explaining what is coming and more time on what is needed.
- Jeff Weidner – Bring it back home. Couple of graphs I couldn’t read and didn’t understand what they were trying to add – 1:4 dollars and the one before that with the value of money. Better story is the fatality story and you went over that very, very quickly, but it’s an important story. I can go home from my way home from work and take a picture about kids on their way home from work with a crosswalk that just ends, or no crosswalks, map of fatalities. Bring it home more towards the neighborhood – emphasize the lack of sidewalks and bike infrastructure and connect more dramatically with the safety issues. Started with MPO and ‘the project’. Lost a lot of people right away. Economic Development picture – talking about Broward alone minimizes the picture. People to drive to Boca and Miami. Talking about 230k people and growth is small at 13% seems small - like we could deal with it with what we have might be the response. There is no world class city does not have a public transportation system. Need to compare to other cities. Top ten cities (simple graph) would tell the story. If we don’t do something – this is what you’ve got – businesses aren’t coming – growth will stagnate – if it gets more congested - tourism won’t come. Story wasn’t compelling enough. Don’t say tax in the first two minutes. Talk about the problem: people are dying – we aren’t going to grow - people won’t come. And this is how much money we have. Start with the 2040 commercial.
 - Will beef up story with personal experiences getting around from speak at beginning and from audience in follow-up discussion.
 - Comparison to other cities can be a double-edged sword. We have seen this be a point of weakness – “we’re not NY, we’re not LA, etc.” However, it is a valid point to compare to something and we will work on an additional slide to highlight salient points about the system. We also want to be careful that we are not seen as “selling transit” as not everyone will agree with that conclusion. In a similar vein, we do not want to go directly to “sales tax” as the best solution. Speak Up Broward is listening first and foremost.
 - We will work on ways to gauge the “sense of urgency” – something we did not hear in our baseline survey.
- Veronica Fowler – To build on what Jeff was saying our job is working with people who don’t know what is available today and don’t know what their options are. We find people that don’t know that Tri-Rail has shuttles, or that Broward County Transit has bases or express routes. They are just stuck in their cars. Start out on a basic level of education of what we have to offer today and what we could be. Make it a seamless process of getting to work – football game. Sell it that way to get them in a better mindset about transportation to begin with. Need to highlight what the system is now – and how to make it better to get people involved.
 - Good point – Let’s discuss including information kits for our ‘meeting in a box’ so we can take materials about available services with us to meetings. This is a good opportunity to disseminate information about available services and we will work with transportation providers to identify the best materials for that purpose.
- Kate Sheffield – People have no idea about what is available. Give people hope – it can grow from there. Don’t downplay those things. I disagree with comments that say downplay All Aboard Florida

and future transit systems because a lot of people are not aware of them. When they do hear about them, they are thrilled to hear about them.

- Agreed that public education is our primary interest in this introductory presentation. We are working on an idea to shorten the section about individual projects ‘coming soon...’ by grouping managed lanes, rail projects, and then intermodal projects, and adding a complete streets item.
- Lynda asked a question about the time of the presentation – Results: half want longer – half want 10 minutes.
 - Mike R asked what follows the presentation – half hour is too long if you want to interact with people. Need to give enough of the facts to get the conversation going. (Lynda confirmed that the goal was to present a quick overview was desired to get a conversation going. We want to hear about their problems and issues.)
 - Chair Blattner – Depends on how interesting it is. Ten minutes of an exciting presentation is fabulous. Half hour of boredom is an eternity. Time is irrelevant. Don’t know that this does that and am not critical of it because you have to have a starting point. Asked about what funds we don’t have – what is our shortfall? Need to highlight what money we don’t have – unfunded needs to enhance mobility. Can’t be YOU FIRST – can’t be taxes first – has to be getting more money from congress. If all else fails, it has to be us.
 - Jeff mentioned Public-Private Partnerships which allow for innovative ways to accelerate funding of projects.
 - Lynda indicated that in 2009 for the 2035 plan, we had a \$9-12B shortfall for the 2035 plan.
 - Greg indicated that the previous shortfall was based on serious funding in the region. We don’t have that now. We should be looking at a \$15-16B shortfall this time for 2040. He indicated Chair Blattner is talking about going after other funding sources. That’s where we need to go BEFORE we ask people for sales tax. Sales tax should not be our main thought. The other side is how we can better use our existing taxes in a more efficient way. I like celebrating success. Another thing we need to look at is what private funding do we have that we can leverage – that’s coming out of the 2040 update. The missing ingredient is – here is what we can do to make the system efficient. This is what we can do with \$1.5B with I-595, but if we need a more efficient system, we need \$25B. When you say you need that from taxes, people want to find another way to get there. Secretary Wolfe taught me to say its \$150M/mile to build – where do we get the money to operate. The answer may be transit, more efficient roadways, but not necessarily widening roadways.
 - Our dilemma at this stage of the process is discussing money without using numbers. We used the pie charts as a way to avoid putting numbers in people’s minds that will change in a few months. We will work on a better way to call out the NEED for more.
- Marianne Winfield – I heard there were going to be another million vehicle miles traveled. I don’t know if that is a true number. Are elderly going to be important in making the decision?
 - Everyone will be important to hear from and all will be important in decision making. Elderly are the fastest growing age group of our population by far. We will highlight the importance of everyone’s voice being heard in our talking points with the population changes slide.
- Kelly Tortoriello - What about the number of visitors we expect. Can we highlight tourism as part of the story?
 - Good point – we will work with Convention and Visitors Bureau to identify the best talking points and photos to highlight this very key industry and contributor to our economy.

- Randall Vitale – Layout and foundation of education is very important. Inspiring the public to talk about it as they leave will be a primary goal of this effort. So, the presentation should provide a baseline of education that then inspires the audience to want to go and talk about it. The presentation should lead to a facilitated discussion after the presentation. Show your audience how to get involved.
 - Agreed. Facilitated discussion will follow. During presentation, participants will be asked to jot down problems and needs for discussion after.
 - Last slide will be more directed towards a “call to action” than a myriad of different ways to be involved.
- Barrington Wright – Community outreach is a big piece of this effort. Any transportation effort draws thousands of people to sports, fine arts, and those organizations will be very support. We need a spokesperson that may very well go in there and speak up about these issues – lending some synergy in the community. At some point we will go ask them for money.
 - Suggestions for a ‘champion’ or spokesperson for the effort are being taken from any who want to volunteer recommendations. It’s is not too early to think about that today and we welcome your thoughts on this.
 - Paula Pineros – Also need a call to action. Not sure what’s in it for me. What does the MPO stand for – what does it do, why is it important for my life?
 - More discussion of MPO will be added.
 - More focus on how the actions of the MPO affect people and their communities. In other words, if you want an improvement – get involved and you can affect decisions and make good things happen.
 - Lynda/Jeff discussed the FDOT survey on MPOs and limited awareness. Seven percent heard of an MPO and four percent knew what they did.

Speakers Bureau “Let’s Talk Transportation” Next Steps:

Suggested revisions noted above will be folded into a revamped presentation. We will flip the order and say “what’s in it for you first” – then go into the system and describe that with more pictures – and close with what we need and we’re going. We will follow-up with a revision on the presentation along with talking points and circulate it for additional comments prior to the October 29th Orientation. We expect to hear a lot of stories from the public. Our goal was to make the presentation a short introduction. By making it personal for the speakers, we can build a rapport with the audiences and get them thinking about their own stories and dreams of a better system.

* * * *

Transportation Revenues and Needs by Todd Brauer, Whitehouse Group, PM with Commitment 2040:

Discussed goals in relation to message and discussed needs assessment results. Still need input and have not received everything yet. He recognized that without full understanding of Financially Feasible Plan, the picture is still a little blurred. Changes since the 2035 Transformations were discussed and how they were proceeding to bring the process together in a pamphlet format. Implementers will get a different plan. Funding resources will be shifting – more from one source, less for another. Operating funds are our biggest obstacle and we need to find other sources, or flexibility with funding sources we receive from federal sources. He mentioned discussion with Secretary Anthony Fox on his last trip to South Florida. Priorities are being set based on what they heard from the MPO Board. Specific questions are being asked of project sponsors about purpose and need of each individual project.

Scenario Planning by Lynda Mifsud, Jacobs Speak Up Broward Deputy PM: Provided a quick overview of the work ahead to package scenarios and what new revenues are being explored. The base case is the “what can we afford” plan, or the Financially Feasible Plan. Cost to build is important, but our biggest stumbling block is finding cost to operate a system. Schedule was reviewed for visioning, scenario planning, public testing and development of a Path Forward recommendation. The need to be very prepared for the Broward MPO Workshop was stressed. Lynda emphasized that the end result of this phase would not be a plan, but more of an outline of how to get where you need to go. Speak Up Broward will not depart from the approach used by Commitment 2040 – using the same priorities and laying out a program approach. Information from the unfunded needs will be packaged into the scenarios for further review and consideration. We are defining focused transportation scenarios rather than a comprehensive plan that takes into account development patterns and other issues. We are at the starting gate for packaging these scenarios. Lynda reviewed some possible scenario description options and discussed the Financially Feasible Plan as Scenario 1, or the base case. Each option was reviewed separately. These are the starting point for further discussion in the break-out groups. Potential revenues were reviewed and a group of possible revenue sources as they relate to corridors, countywide, and local applications. Other mechanisms were discussed: financing (accelerating) projects and restructuring funding sources (mileage based user fees and cordon pricing) were introduced for completeness.

BREAK-OUT SESSIONS

Following are the summary conclusions presented by each group at the wrap-up. These notes are not an attempt to capture the discussions of each break-out session. A copy of each of the note boards used to capture their discussions is also attached to these notes.

Group 1: Defining the Scenarios

This group suggested that a “start-up project” should be a priority scenario over “expanding an existing project” which could be reviewed as a back-up. Methodology used to select projects to be included in each scenario was discussed and the group seemed to favor retaining the three goals of the Commitment 2040 – move people, create jobs, and strengthen communities. They also made recommendations about potential new revenues. They all liked public private partnerships and revenues tied to tourists and visitors. (Rick Derrer presented)

Group 2: Potential New Revenues

National gas tax revenue is not tied to inflation and it should be – many of us were surprised to hear that. The national gas tax has not been increased since 1992. Role of taxi cab owners/associations – can they be made allies? What components of the system do they want? We need to create an incentive (tax or fee) for builders/developers/new business owners to locate near public transportation. This tax would be deposited into a special fund solely for the use of public transportation development. In that way, they could substitute dollars they would typically spend on building parking lots to provide funds for transportation for employees. This would also reduce the number of parking spaces needed. Eliminate local option gas tax to sell higher sales tax – possibly use a phase-in for a new sales tax. Need to create an endowment for public transportation. Establish a usage/charging fee for owners of battery-operated vehicles to replace the diminishing gas tax for roadway maintenance. Charge a fee for electric-vehicle charging stations. Conduct a focus group with members of the Millennial generation to better understand their issues. What are other places doing to raise money – nationally and internationally? Look at the top ten. (Randall Vitale presented)

Group 3: Broward's Role in the Region

Broward needs to take a leadership role in the region. Because of its central location, we have a lot of overlap in our travel markets and it may be simpler to facilitate tri-county and regional system needs. East-west continues to be a problem in Broward and that needs to be addressed as well as the connections to the north-south high capacity corridors. Broward should be a leader in technology as well. Encourage those who do not ride transit today. Recognize the importance of transit to the Millennial generation. We should be a leader in various levels of transportation, not just regional. We need more collaboration with revenue sharing. Look at peer results for comparable markets – Charlotte, Atlanta, Phoenix, and Dallas. (Eric Swanson presented)

Next meeting: Late January – will work with Broward County on meeting space for the next Broward Partners Group meeting.

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the American with Disabilities Act, please contact: Christopher Ryan, Public Information Officer/Title VI Coordinator at (954) 876-0036 or ryanc@browardmpo.org