



**Name of PEP Program:** iRIDE BROWARD TRANSPORTATION  
**Dates of program:** January 15<sup>th</sup>, - October 15<sup>th</sup> 2014  
**Communities Served:** Hallandale & Hollywood FL  
**Target Audience:** Residents and Students

**Brief Introduction of project:**

iCENTER's project name for the Speak Up Broward Program is 'iRIDE' Broward Transportation. iRIDE was designed to reach a broad audience to explore potential transportation plans and options for funding the plans.

iCENTER used a combination of focus groups, informational workshops and on-line tools including creating a program website, <http://www.iridebroward.org>

**Project Summary:**

❖ **General Public Meeting March 20<sup>th</sup>, 2014**

- ✓ During the general meeting and the focus group, Sara Brown opened the meetings and introduced the team and iRIDE community partners, which included; Mr. O'neal (AFYGL) , Andrew Markoff and Mr. Graham, (Liberia Economic Development Center) and the iCENTER board members in attendance Mr. Michael Wright.
- ✓ Mr. Henry Graham, Liberia Economic & Service Development Center welcomed the group and discussed the transportation challenges that low income families and individuals are confronted with in Broward County.
- ✓ Andrew Markoff, a close friend and advisory member of iCENTER described the Broward MPO, its governance and its role related to transportation in Broward County. He presented the case about transportation today and tomorrow using personal experiences leading the audience into the community conversation. Today's transportation and roadway conditions were described as congested, stressful, too many accidents, with too many angry drivers.
- ✓ Pamela Adams addressed the audience, discussed the Program for Empowering People and thanked iCENTER/iRIDE for their collaboration with the MPO to engage the community in the conversation about transportation.
- ✓ During the period, the audience voiced many concerns about the current transportation system and how to improve transportation going forward.
- ✓ The highlights include:
  - The county needs a public education transportation campaign to inform the public about the benefits of using public transportation, environment, respect for pedestrians and cycles.
  - BCT should improve its on-line services such as trip planning,

- Decrease headways; improve schedules to make using public transportation more efficient for the riders; improve signage; shelters and bus stop locations
- Safety and cleanliness of vehicles is a concern
- Elected officials should anticipate the needs of the people and be proactive about resolving the transportation issues.
- More bike slots on each bus and more frequent buses along the routes (route 28 was specifically referenced).
- Increased express bus services along all major north, south, east and west roadways, for example, University Drive, Federal Highway, Hallandale Beach Blvd., would attract non-riders and improve service to current customers.
- Light signals should be synchronized.

### ❖ **Focus Group, June 11<sup>th</sup>, 2014**

iCENTER was able to combine two events for a total of 40 attendees for the June 11<sup>th</sup>, focus group meeting. Attendees voiced some concerns about the current transportation system and how to improve the transportation system moving forward.

The highlights include:

#### **Public Concerns/Comments/Wants**

1. Frequent, on time more reliable, shorter waiting period, convenience
2. Safety; Driver and Conductor
3. Cleaner services
4. Customer service/better friendlier employees
5. More Signage, better & updated schedules
6. Smoother roads
7. Shelter, Benches
8. Pregnant, Disable & Elderly Seating
9. Alternative route for cyclist to cross between SR 84 and Dania beach onto US1
10. More bike lanes

**Funding:** How should transportation improvements be funded?

The below table reflects the results from the focus group discussion and votes.

Total Votes in **Red**

Members added other Revenue Sources in **Yellow**

The highlights include:

Revenue Sources	Description	Approval Required	Implementation Complexity	Vote
Expanding/Increasing Existing Fees				
Driver's license increase	Additional fee on driver's licenses –new and renewal	LB- Local Board	Easy	3
Motor Vehicle Fee & Surcharge	Additional registration fee/surcharge for vehicles	LB- Local Board	Easy	
Revenue Not Currently Authorized				
Business Payroll Tax (income tax)	Monthly payroll Tax paid by Employees	LB- Local Board & SA –State Action	Reasonable	2
Mileage Based User Fee	Charge per mile fee for all miles driven in the county	LB- Local Board LPV- Local Public Vote	Reasonable	1
Authorized But NOT Implemented				
Discretionary Surtax (sales tax)	Up to 2 percent discretionary surtax – 1 % Charter County & Regional Transportation System Surtax and 1% local Government	LB- Local Board LPV- Local Public Vote	Reasonable	4
Other Revenue Sources				
Increase sun pass price				2

- ✓ Sara asked the audience to complete the iRIDE/Speak Up Broward survey.
- ✓ The group was requested to follow Speak Up Broward on social media and to provide suggestions for presentations at their neighborhood civic groups and churches.

**Challenges:**

Organizing the right event that pulls the public into the conversations while retaining their attention.

**Solutions:**

Joint Group events

**Results:**

Workshops took place in Hallandale Beach, and Hollywood. iRIDE engaged 150 individuals through this project and was able to meet all goals outlined in the proposal.

- ✓ iRIDE's goal was to find better ways to include the public in the planning process.
- ✓ Increase the accessibility and transparency of information available to the public.
- ✓ Increase the efficiency of the public outreach process.
- ✓ Provide public education and information on how to get involved and be heard in the transportation planning process.
- ✓ Get the public involved with the transportation decisions that meet the needs of all people.

**Conclusion:**

- ✓ The group agreed a good public transport system **must** be easy and convenient to use, fast, safe, clean and affordable.
- ✓ Customer Service Drives Revenue Growth
- ✓ The group agreed they & family members would utilize the transportation services more so, which in turn would increase revenue.
- ✓ The focus group voted and by majority was in favor of the Discretionary Surtax (sales tax) for funding the plans.

\*\*Discretionary Surtax (sales tax) Up to 2 percent discretionary surtax – 1 % Charter County & Regional Transportation System Surtax and 1% local Government, for funding the plans.

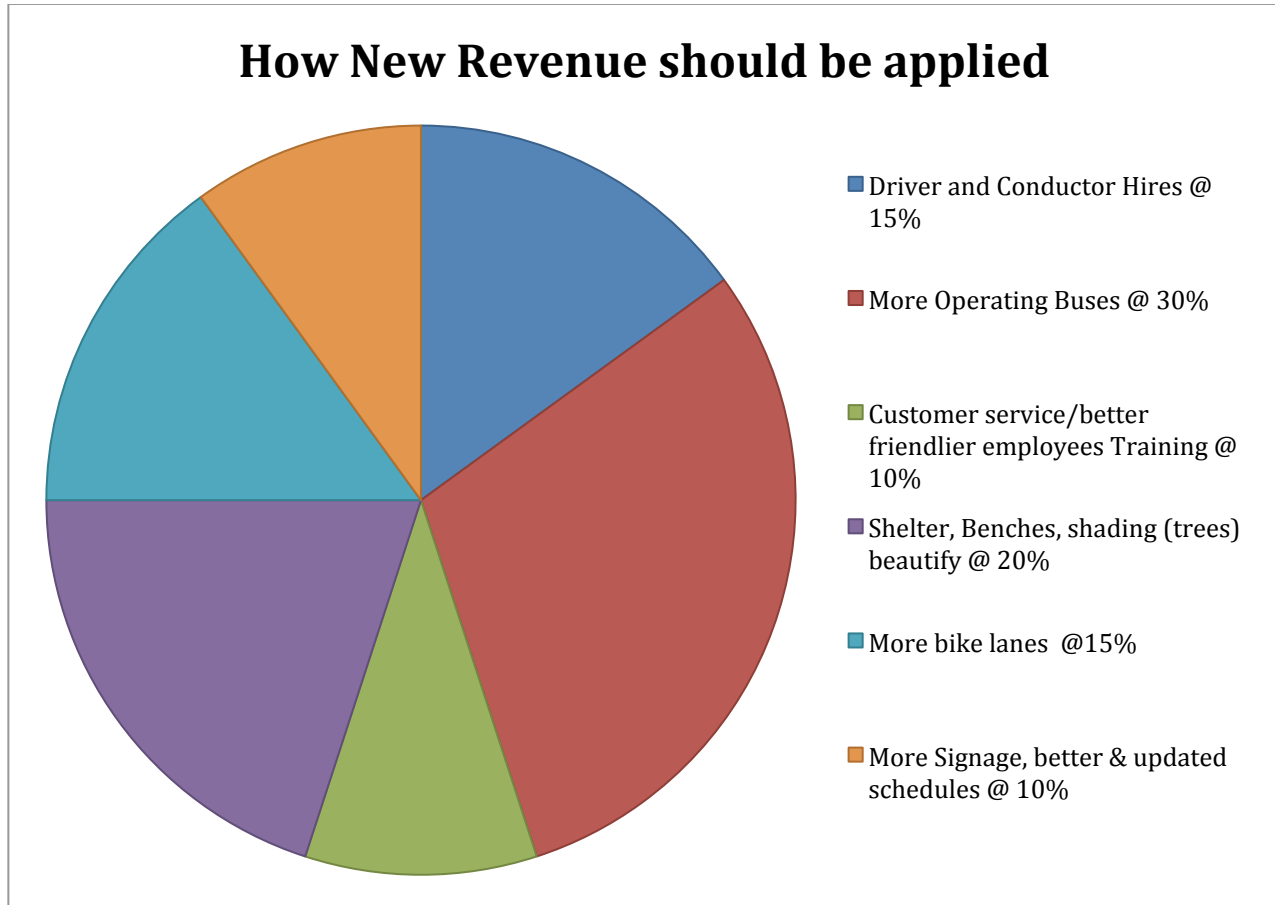
With the additional revenue generated from the Discretionary Surtax (sales tax), the public asked for the following:

1. Frequent, on time, more reliable service, shorter waiting period (no more than 20 minutes) at any stop, leads to the convenience of using the transportation service.
2. Safety; By having a conductor, allows the bus driver to focus on just driving, the conductor is free to collect fares, provide top notch customer service, assist with cleaning (spot check) services and help with Pregnant, Disable & Elderly Seating
3. Benches and shelter protects customers from the heat and rain.

Enclosed is the link to the video presentation that shows the work performed by community leaders, concerned residents, and partners. <https://www.youtube.com/watch?v=Nv77O8GwPdc>

**Recommendations:**

The focus Group agreed to the Discretionary Surtax (sales tax) for funding the above plans, on the condition the new revenue generated from the sales tax would be applied as follows:







**Enclosed:**

1. iridebroward online survey analysis
2. Hard copy of customer surveys
3. Event pictures
4. Links to iride website
5. Links to iRIDE video presentation



1011 N. Dixie Hwy Hallandale Beach FL 33009

Tel: 954-456-7775 Fax: 954-456-7710

Email: [iccfcenter@gmail.com](mailto:iccfcenter@gmail.com) Website: [www.icenterfoundation.org](http://www.icenterfoundation.org)