

2040 LRTP Update

Steering Committee

August 20, 2013

Phase 1 - Public Outreach Identifying Vision and Direction

March 1, 2013 - May 31, 2013

As of August 16, over 1,200 people have participated in the development of the plan through its various outreach methods. *Commitment 2040* video content has aired on 10 municipality television channels and various municipality websites and newsletters. *Commitment 2040's* homepage has seen over 1,100 unique page views with high user engagement. The combination of all of the project team's outreach efforts has citizens in Broward the best opportunity possible to engage with the plan.

During this process the Commitment 2040 team has analyzed each tool and identified which have been successful and which have not. Our results show digital outreach methods, including the *Your Daily Travel Experiences* survey, and coordinating with county, municipal and agency public outreach resources to be more effective than public workshops due to lack of attendance and participation. These tools allowed the team to quickly and efficiently collect specialized information from the public.

Phase 2 – Public Outreach Supporting Plan Development

September 3, 2013 - November 14, 2013

The Commitment 2040 team will kick-off Phase 2 of the public outreach for the plan on September 3, 2013, with an aggressive strategy to distribute our new survey - *Improve your Travel Options* (available in English and Spanish). Survey results will identify exactly what types of public transit/non-automotive options are appealing to the public and will incentive them to use these models for their daily travel. The team will target existing contact lists (made up of people who took the *Your Daily Travel Experiences* survey), municipality public outreach contacts, and MPO distribution lists. Additionally, external partner agencies will be contacted for survey distribution (South Florida Regional Transportation Authority, Broward County Transit and South Florida Commuter Services). The survey will remain accessible on the website until the plan's public comment period (approximately March 2014). However, analysis of the survey results will begin in November to assist the Board in the prioritization/selection of the projects packages (premium transit, complete streets, managed lanes, etc.) that will serve as the foundation of the plan.

Another deliverable developed during this phase will be one postcard style brochure discussing our need to gain from the public ways to make public transit, cycling and walking more appealing. Additionally, public outreach efforts will continue to ask municipalities to run the project's public service announcement on its cable access stations and websites. In addition, team members will target opportunities to participate in existing meetings and conferences within those areas that did not host a workshop, including the City of Fort Lauderdale, and those with lower participation rates (Deerfield Beach, Miramar, etc.).

The conclusion of the Phase 2 outreach involves using the data collected by the survey and the financial resources information provided by the Florida Department to inform the Board at a 30-minute workshop using successful polling technics to prioritize/select projects packages (premium

transit, complete streets, managed lanes, etc.) that will serve as the foundation of the plan, which will be 'filled in' by the steering committee and the municipalities.

Important public outreach dates include:

- TCC/CIR Public Outreach Briefings - September 25, 2013
- MPO Board Public Outreach Briefing - October 10, 2013
- MPO Board Workshop (Financial Resources and Project Direction) - November 14, 2013
- Steering Committee Meetings - September, October and November 2013

Phase 3 – Public Outreach Supporting Plan Adoption & Implementation

March 2014 - May 2014

An initial draft of *Commitment 2040* will be developed in late January 2014. Once reviewed and approved by MPO staff (estimated March 2014) an announcement will be distributed through all existing PI channels informing the public of the availability of the draft and the beginning of the public comment period. At this point the *Commitment 2040* team will target and engage groups for additional comment based on previous outreach and survey demographics data.

The main deliverable developed in this phase will be one brochure focusing on the MPO's role with the LRTP and what the next five years will look like.