

# OVERVIEW

## THE MOBILITY HUBS INITIATIVE

Mobility Hubs originally identified as part of the 2035 Transformations L RTP are being reviewed to align location priorities with the three regional goals established in **Commitment 2040**, to **Move People**, **Create Jobs**, and **Strengthen Communities**.

The Mobility Hubs initiative most directly relates to the first and third objectives to move people and strengthen communities, to enhance mobility with transit and Complete Streets improvements, and placemaking elements to enhance community character and quality of life. The Broward MPO seeks to explore opportunities with local sponsors to leverage Broward MPO investments in Mobility Hub improvements to support regional mobility goals and support local development and redevelopment efforts.

Guided by the goals established in *Commitment 2040*, an evaluation framework measures a candidate location's **network, market and sponsor readiness**. Network readiness is measured by both existing and future transit ridership and connecting opportunities evidenced by frequency of available transit service. Recent development trends show market interest and strength of future consumer demand, to provide a measure of potential future trip generation related to market readiness. Sponsors (local municipal, public agency, or private sector) that are prepared to engage in coordinated Mobility Hub investment are also required to leverage Broward MPO investment.

The Hollywood/SR7 Mobility Hub location reflects relatively high scores for all three of the core measures and warrants a Master Plan to identify appropriate near-term MPO investments and longer-term implementation plans. The Broward MPO is undertaking the Master Plan process in close coordination with the City of Hollywood and other stakeholder agencies.

## MASTER PLAN PURPOSE

The Hollywood/SR7 Master Plan reflects the following intentions of the Hubs initiative, which are both regional and local in scope.

### COUNTYWIDE

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- Promote Travel Options that are Convenient
- Promote Visibility and Safety of Alternative Modes
- Focus on High Priority Hub Locations
  - Key role in regional **network**
  - Near term **market** potential
  - Engaged and committed **sponsors**

### HUB LOCATION

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- Invest in Near-Term Priorities
  - **Safe access** to the multimodal network
  - **Increase use and visibility** of the multimodal network
  - **Activate** the public realm
  - Align with **local priorities**
- Support Long-Term Strategies
  - **Coordinate** planning/design needs with 2045 L RTP
  - Support mobility-friendly **policies and standards**
  - Phase project **timelines**
  - Formalize sponsor/partner **commitments**

## MASTER PLAN PHASES

The Hollywood/SR7 Master Plan consists of two phases, a Planning Framework followed by more detailed Planning Recommendations.

The **PLANNING FRAMEWORK** provides physical and policy planning guidance to both pursue near-term investments in the Hollywood/SR7 planning area and ongoing support in partnership with the City and other agencies. Four key inputs will be considered in development of the Planning Framework:

**Planning Context** – The Planning Context brings together key findings and recommendations from recent and ongoing planning efforts. It was developed to foster discussion among stakeholders, and identify opportunities and considerations regarding the transportation network and physical features of the Hollywood/SR7 planning area.

**Market Analysis** – The Market Analysis (prepared by Lambert Advisory) provides a baseline understanding of current market conditions, and what type and magnitude of development is likely in the near term. Input from the development community is considered to ensure Master Plan design and policy recommendations are feasible, realistic and supportive of adjacent land uses.

**Mobility Hub Evaluation** – The types of activities to be supported at any given Mobility Hub location drive what mobility-supportive elements may be funded by the Broward MPO. Mobility Hub elements will be appropriate to support multimodal accessibility in coordination with anticipated market-driven development.

**Outreach** – Broward County Transit, Broward County Traffic Engineering, and Florida Department of Transportation District 4 provided early feedback to the Broward MPO and the City of Hollywood at stakeholder meetings held during March 2017.

The **PLANNING RECOMMENDATIONS** are informed by the Framework, and provide direction for both near-term projects and longer-term initiatives to be undertaken with local stakeholders and agency partners. The recommendations include:

**Design Concepts** – Design and cost estimates for project elements, including near-term physical infrastructure improvements to be supported by the MPO are documented (with support from Marlin Engineering and Bermello Ajamil & Partners).

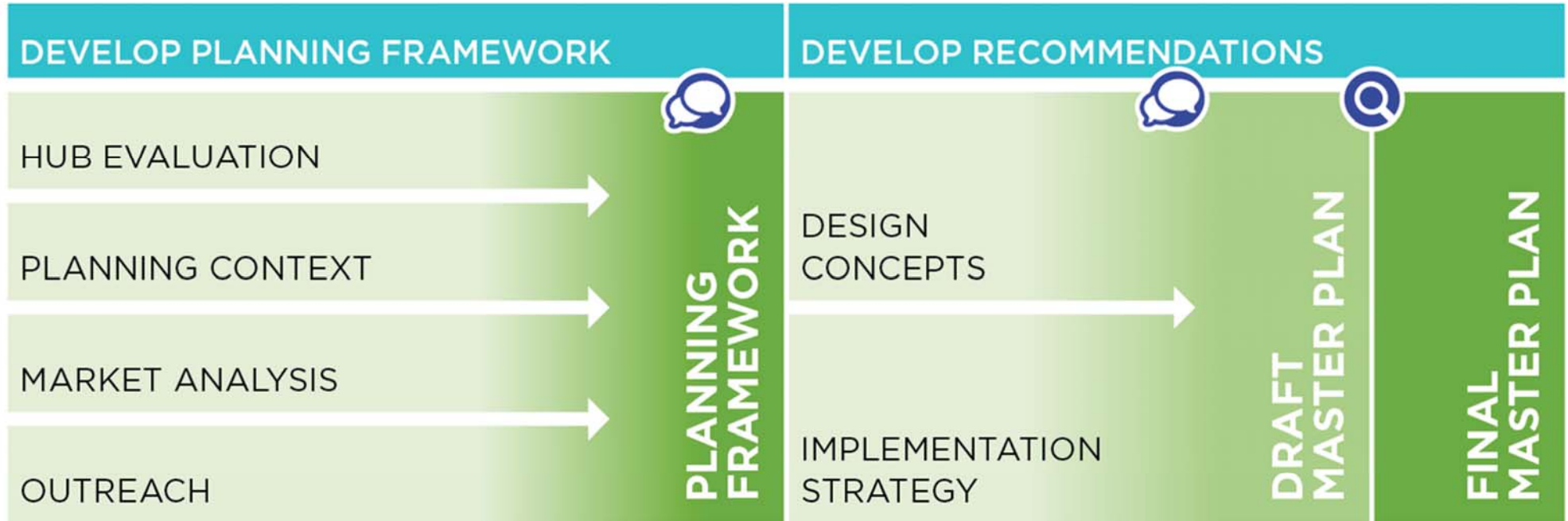
**Implementation Strategy** – Both near-term and ongoing actions are outlined, including coordinated implementation of Broward MPO supported near-term investments and longer-term Mobility Hub development support in coordination with the City and other sponsors and partners.

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*The Master Plan will provide a focused set of short-term **INFRASTRUCTURE INVESTMENTS** to be supported by the Broward MPO, and identify longer-term initiatives to foster the **SPONSOR PARTNERSHIPS** needed to continue coordinated Mobility Hub development efforts at Hollywood/SR7 in the coming years.*

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The two-phase planning process consists of the following:



Stakeholder Work Session      MPO Board Review