

BROWARD MPO

# STRATEGIC BUSINESS PLAN

2023



# OUR STRATEGIC BUSINESS PLAN

*At-a-Glance*



## MISSION STATEMENT

*Why we exist* ✓

To collaboratively plan, prioritize and fund the delivery of diverse transportation options.



## VISION STATEMENT

*What we strive for* ✓

Our work will have measurable positive impact by ensuring transportation projects are well selected, funded and delivered.



## VALUES

*How we conduct business* ✓

1

### Commitment

We take responsibility and deliver on commitments.

2

### Collaboration

We champion the organization and its mission over individual interests.

3

### Continual Improvement

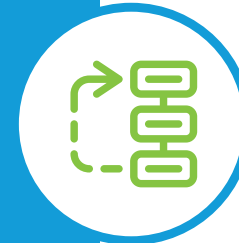
We work together to enhance our knowledge, skills, and methods.

## STRATEGIC FOCUS AREAS



### Mission Achievement

- Assist owners/operators in project development
- Identify projects with the greatest expected positive impacts
- Fund projects that deliver diverse transportation options
- Fund projects that maximize eligible funding sources
- Monitor for consistent project delivery
- Verify actual outcomes



### Efficient Decision-making

- Regularly assess and improve Board meetings and informational materials
- Produce specialized reports on the impacts of prior decisions
- Expand Board opportunities beyond meetings
- Expand feedback opportunities



### Effective Administration

- Expand staff technical skills and support services
- Implement a professional development program
- Regularly evaluate and, if necessary, reorganize the MPO to achieve its mission
- Produce and regularly update a succession plan

# LETTER FROM THE BOARD CHAIR



**Frank C. Ortis,**  
Chair

This *Strategic Business Plan* will guide the Broward Metropolitan Planning Organization (MPO) in our continued growth as a leader in the transportation arena. This Plan represents a careful examination of our recent performance as an innovator and a bold vision to become a greater force of change within Southeast Florida.

The current economic climate and rapid change in society and technology profoundly affect our planning area and the MPO itself. In response, the MPO Board updated its *Strategic Business Plan* to address these external changes and increase the agency’s leadership role to create positive transformation. As the Plan is implemented, MPO staff will measure and report progress on how the Board’s decisions positively impact our communities and make Broward County a better place to live, work, play and visit.

The strategic focus areas and goals outlined on the following pages represent the essence of our mission. We collaboratively plan, prioritize and fund the delivery of diverse transportation options. This mission represents more than the work of our Board and MPO staff - these efforts involve the community. Dedicated people from local governments, nonprofit agencies, businesses, educational institutions, and other partners who have devoted countless hours of their time to committees that guide our work to make Broward County a better place to call home.

I would like to extend my gratitude for all the dedicated and enthusiastic efforts of our Board and MPO staff in helping shape this *Strategic Business Plan*. We have a lot of work to do to achieve our vision. I look forward to working with all of you not just to plan our future but to get it built.

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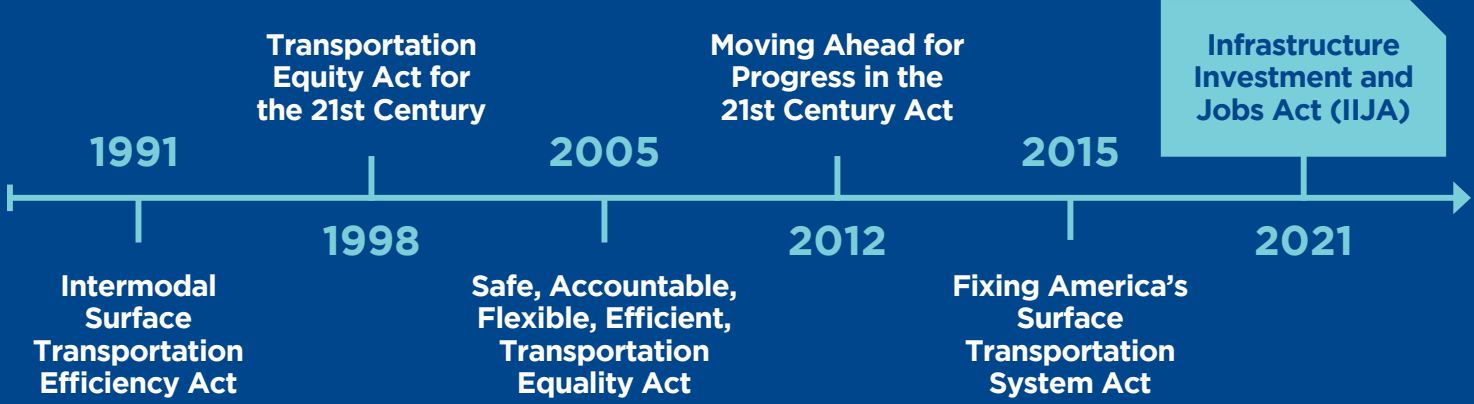
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# LEGAL FRAMEWORK AND CERTIFICATIONS OF FLORIDA MPOs



## FEDERAL LAW GOVERNING MPOs



## STATE STATUTES GOVERNING MPOs

Section 339.175, Florida Statutes



## REGULAR CERTIFICATION PROCESS TO ENSURE COMPLIANCE



The Florida Department of Transportation (FDOT) District Four conducts a standard annual State Certification Review that includes a summary of noteworthy achievements by the MPO and, if applicable, a list of any recommendations and/or corrective actions.

The FHWA/FTA Federal review consists of four main activities:

- Review of core products
- Interview and outreach to the public and MPO
- Develop a certification report
- A close-out presentation of evaluation findings

The last certification review was conducted in 2019.



# PRIMARY ROLES AND RESPONSIBILITIES OF FLORIDA MPOs

Overview of What MPOs are Required to Do ✓

## MPO CORE PRODUCTS



### METROPOLITAN TRANSPORTATION PLAN (MTP)

The Long-Range Transportation Plan contains a prioritized list of cost-feasible transportation needs in Broward County for the next 20+ years. Updated every five years; federally required.



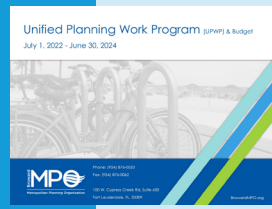
### MULTIMODAL PRIORITIES LIST (MMPL)

Your MMPL prioritizes “program-ready” projects from the MTP into your Transportation Improvement Program (TIP). Updated annually.



### TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

Your TIP is a comprehensive list of funded transportation projects spanning the next five years. It becomes part of the State Transportation Improvement Program (STIP). Updated annually; federally required.



### UNIFIED PLANNING WORK PROGRAM (UPWP)

Your UPWP specifies the work to be completed by the Broward MPO and its partners. It contains budget details for these efforts. Updated every two years; federally required.



### PUBLIC PARTICIPATION PLAN (PPP)

Your PPP provides guidelines for achieving optimum public participation. Updated every four years; federally required.



### STRATEGIC BUSINESS PLAN (SBP)

Your SBP articulates the MPO Board’s Mission, Vision, and Values for the future of the organization. Updated every two years.

## PRIMARY MPO ACTIVITIES



Ensure that the Metropolitan Transportation Planning Process is “**continuous, comprehensive, and cooperative,**” between the State and local communities.



Coordinate with our partners across jurisdictional boundaries for **populations greater than 50,000.**



Develop transportation **plans** and **policies** that ensure federal funds from taxes **support local priorities.**



**Secure funding** for improvements to our transportation infrastructure.

## IIJA EMPHASIS AREAS FOR MPOs



Tackling the Climate Crisis - Transition to a Clean Energy, Resilient Future



Equity and Justice40 in Transportation Planning



Complete Streets



Public Involvement



Strategic Highway Network/ U.S. Department of Defense Coordination



Federal Land Management Agency Coordination



Planning and Environment Linkages



Data in Transportation Planning

# BECOMING A TRANSFORMATIONAL REGIONAL LEADER

Established Success through our Core Products and Services ▾



## MPO CORE PRODUCTS



## TECHNICAL ASSISTANCE TO MUNICIPALITIES

- Project Planning
- Project Programming
- Project Delivery
- Data management approaches

## INITIATIVE ACCOMPLISHMENTS LEADING TO OUR GROWTH AND REGIONAL INFLUENCE



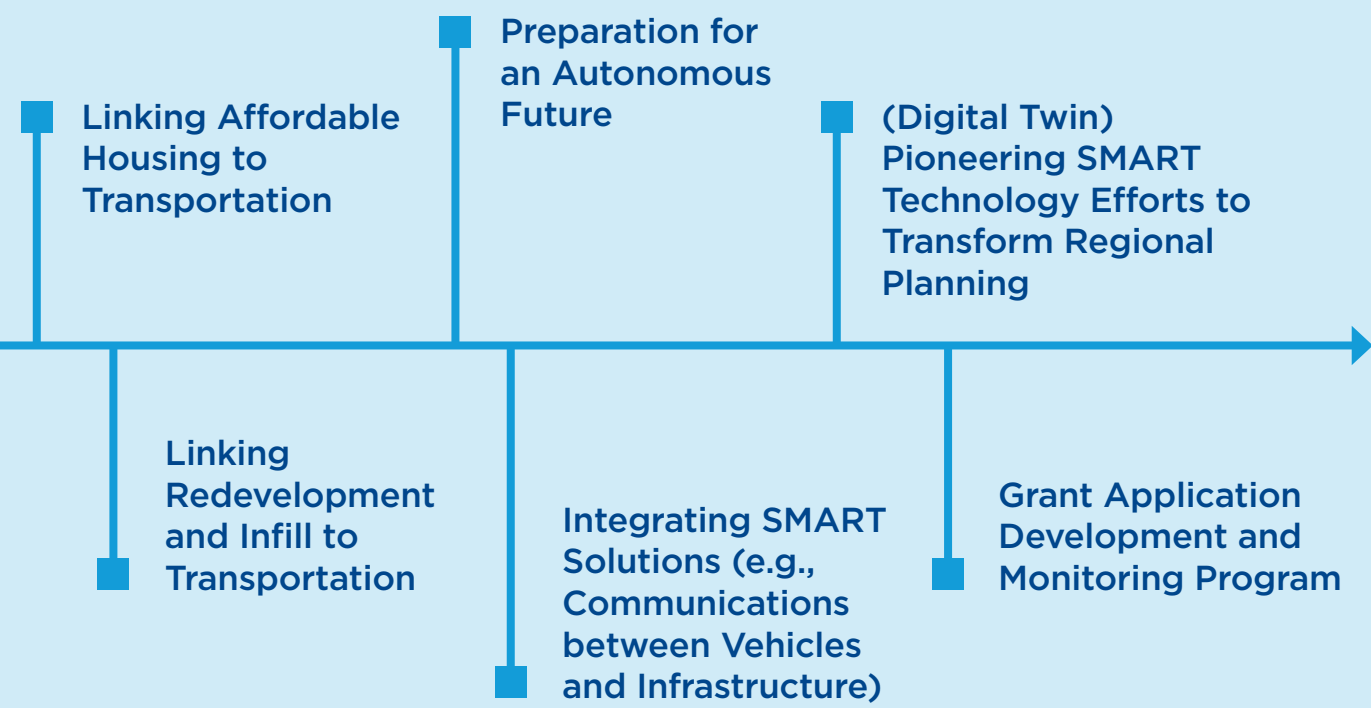
### Where We Are An Industry Leader

- Mobility Hub Program
- Municipal Surtax Services and Support
- Municipal Transportation Planning Services
- Metropolitan Transportation Engineering and Construction Collaborative (M-TECC)

### Where We Could Soon Lead

- Data collection and modeling for SMART decision-making
- Public-Private Partnerships to Accelerate Project Delivery
- Climate Change Preparation and Resiliency Planning
- Seamless interoperable transportation network

## VISIONARY OPPORTUNITIES TO EXPLORE



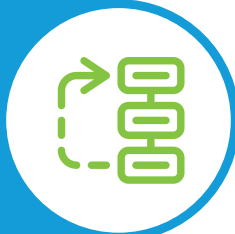
**STRATEGIC FOCUS AREAS**



**Mission Achievement**



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**Efficient Decision-making**



- Regularly assess and improve Board meetings and informational materials
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**Effective Administration**



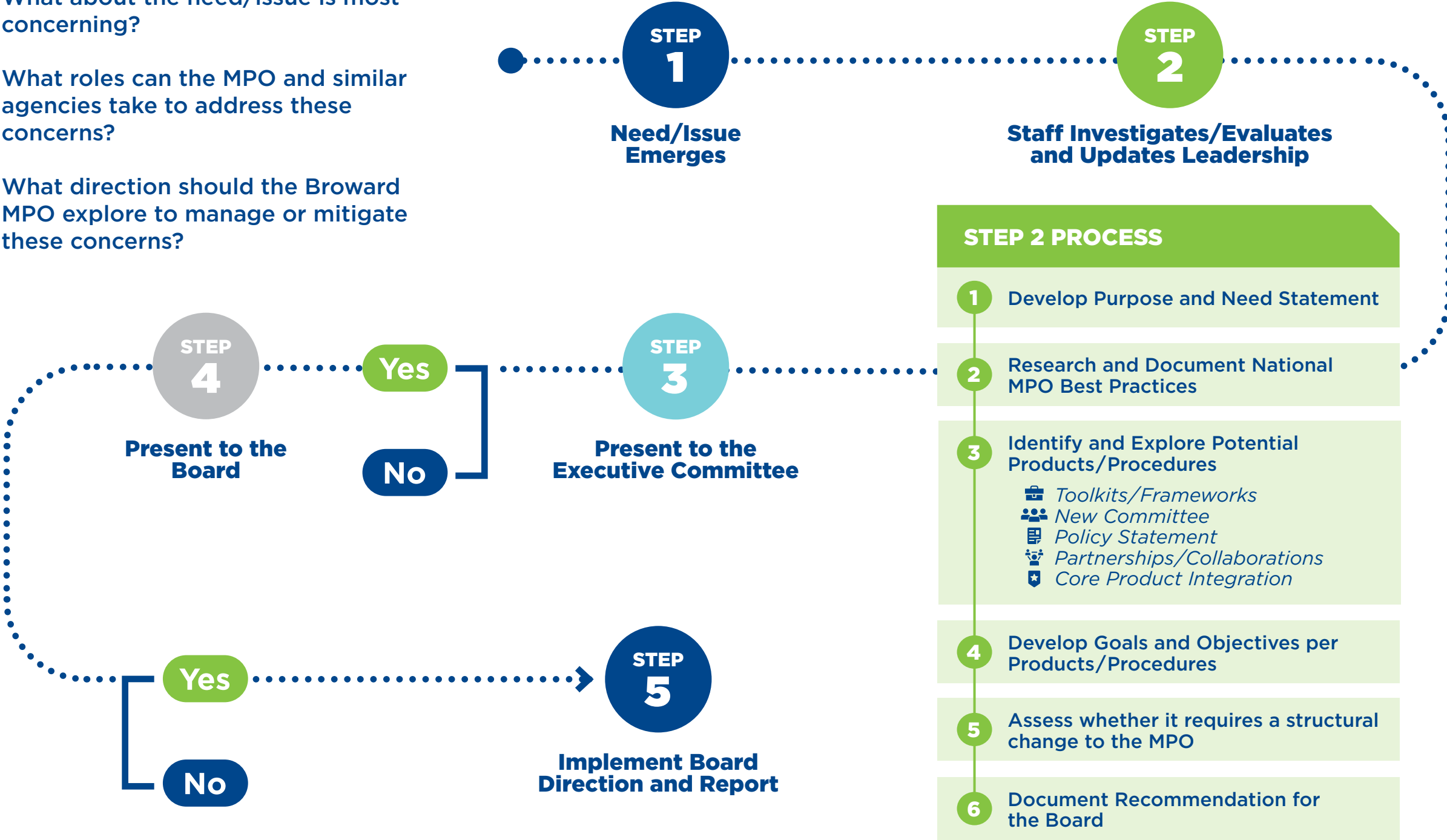
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# INCORPORATING EMERGING ISSUES

Checkpoints Addressing Emerging Issues ▾

## QUESTIONS TO EXPLORE

- What about the need/issue is most concerning?
- What roles can the MPO and similar agencies take to address these concerns?
- What direction should the Broward MPO explore to manage or mitigate these concerns?



## EMERGING ISSUES IDENTIFIED BY OUR BOARD

- Affordable Housing
- Climate Change and Resiliency
- Economic Development
- Human Rights and Social Equity
- Recreational Opportunities
- Redevelopment and Infill
- Transportation Safety



# CALL TO ACTION

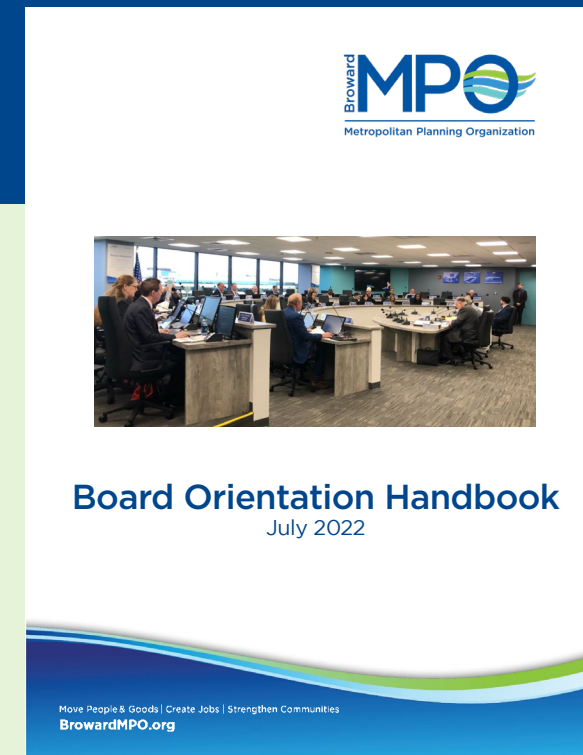


**Greg Stuart,**  
Executive Director,  
Broward MPO

This plan outlines our team’s strategic direction set by the Board. MPO staff will establish action plans to deliver our products and services in alignment with the strategic direction. We will focus on results from the outset, establishing measures to monitor progress and track success.

# COMPANION RESOURCES/ FURTHER READING

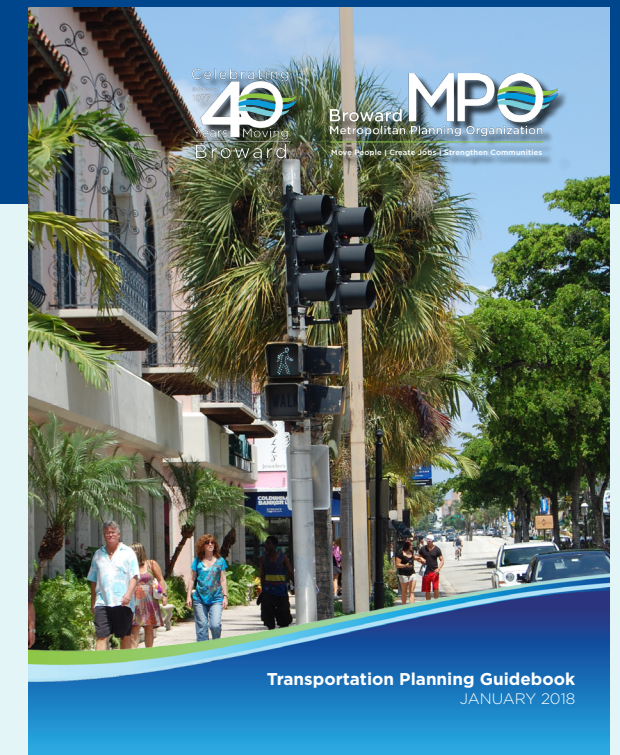
Many resources are available to our Board to help them accomplish the mission of the MPO. The *Board Orientation Handbook* and the *Transportation Planning Guidebook* are most often used. ✓



## BOARD ORIENTATION HANDBOOK

- Provides answers to questions, such as:
  - *Who we are*
  - *What we do*
  - *What are your responsibilities*
  - *Who are your planning partners*
  - *Who is there to help you*
- Also contains a list of the most commonly used acronyms and quick references

[VIEW HANDBOOK](#)



## TRANSPORTATION PLANNING GUIDEBOOK

### Transportation Projects

Provides steps to identify a transportation problem, find information to understand it, and develop potential solutions. These steps help our partners develop a project that is program-ready for funding.

### Transportation Plans

Provides steps to develop a vision for a transportation system that is supported by goals, objectives, and performance measures to inform decision-making related to future investments.

[VIEW GUIDEBOOK](#)

# SPECIAL THANKS TO OUR BOARD

The voting members of the MPO Board are elected officials who represent the Broward County Board of County Commissioners, the 31 Broward municipalities, the South Florida Regional Transportation Authority (SFRTA), and the Broward County School Board.

## MEMBERSHIP AS OF ADOPTION



**FRANK C. ORTIS,**  
CHAIR  
Representative  
Pembroke Pines



**SANDY JOHNSON,**  
VICE CHAIR  
Representative  
Lighthouse Point



**YVETTE COLBOURNE,**  
DEPUTY VICE CHAIR  
Representative  
Miramar



**JOSHUA SIMMONS**  
Representative  
Coral Springs



**KICIA DANIEL**  
Representative  
Tamarac



**CARYL S. SHUHAM**  
Representative  
Hollywood



**JOY COOPER**  
Representative  
Hallandale Beach



**LORI LEWELLEN**  
Representative  
Dania Beach



**BYRON JAFFE**  
Representative  
Weston



**CARYL HATTAN**  
Representative  
Davie



**ANTONIO V. ARSERIO**  
Representative  
Margate



**RICH WALKER**  
Representative  
Parkland



**ANDREA MCGEE**  
Representative  
Pompano Beach



**BILL GANZ**  
Representative  
Deerfield Beach



**SANDRA L. WELCH**  
Representative  
Coconut Creek



**LISA MALLOZZI**  
Representative  
Cooper City



**FELICIA M. BRUNSON**  
Representative  
West Park



**BOB HARTMANN**  
Representative  
Southwest Ranches



**WILLIAM "BILL" HODGKINS**  
Representative  
Pembroke Park



**VACANT**  
Representative  
North Lauderdale



**BUZ OLDAKER**  
Representative  
Lauderdale-By-The-Sea



**IRENE KIRDAHY**  
Representative  
Hillsboro Beach



**DEAN TRANTALIS**  
Representative  
Fort Lauderdale



**WARREN STURMAN**  
Representative  
Fort Lauderdale



**TIM FADGEN**  
Representative  
Plantation



**TOREY ALSTON**  
Representative School  
Board of Broward County



**TIM RYAN**  
Representative  
South Florida Regional  
Transportation Authority



**MICHAEL UDINE**  
Representative  
Broward County



**LAMAR FISHER**  
Representative  
Broward County



**BEAM FURR**  
Representative  
Broward County



**JOSEPH A. SCUOTTO**  
Representative  
Sunrise



**LAWRENCE "JABBOW" MARTIN**  
Representative  
Lauderhill



**AISHA GORDON**  
Representative  
Oakland Park



**TYCIE CAUSWELL**  
Representative  
Lauderdale Lakes



**CHRIS CAPUTO**  
Representative  
Wilton Manors



**HAZELLE ROGERS**  
Representative  
Broward County



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[BrowardMPO.org](http://BrowardMPO.org)