

Executive Summary



BCT CONNECTED Overview:

- Transit Development Plan Overview
- BCT Services Overview
- BCT's Baseline Conditions
- Trend and Peer Analysis
- Public Outreach Summary
- Situation Appraisal
- Goals and Objectives
- Status Quo Plan
- Vision Plan

A Transit Development Plan (TDP) is a transit agency's 10-year plan.

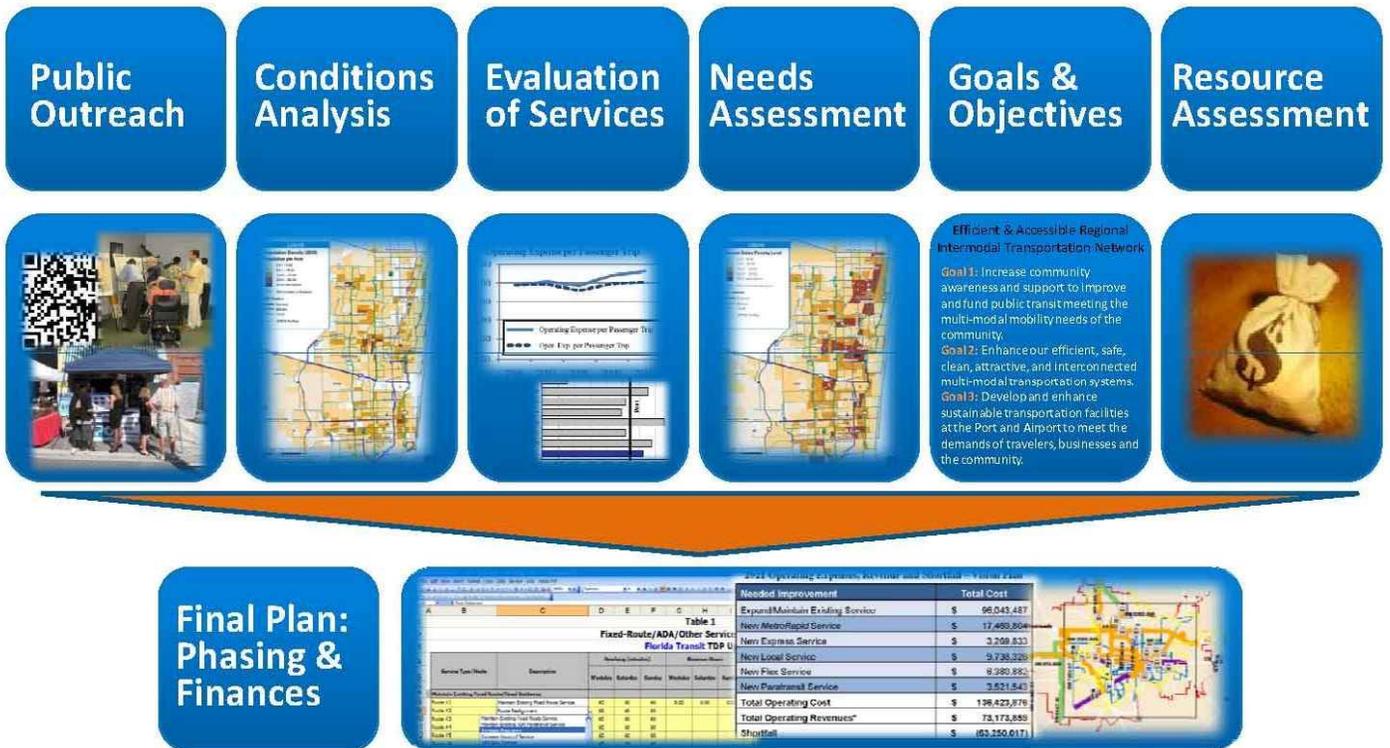
The TDP is a useful guide to how transit services can improve over 10 years; the plan also is necessary to receive funding from the State. **Broward County Transit's (BCT) TDP is called BCT Connected.**



BCT CONNECTED will:

- Develop 10-year strategic plan
- Create a near-term vision for transit in Broward County
- Assess Broward County's current transit system

Elements of the TDP Development Process

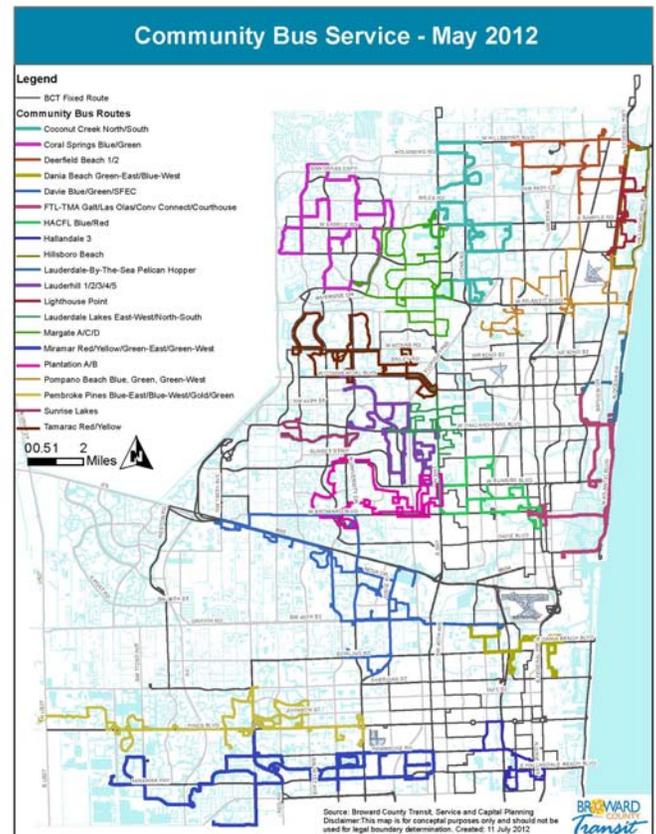


EXISTING FIXED-ROUTE AND EXPRESS BUS SERVICE

- Fixed routes: 42 weekday, 30 Saturday, 28 Sunday
- Express routes: 6 weekday
- Limited stop routes (the Breeze): 3 weekday
- Buses: 320 wheelchair-accessible vehicles (including 81 new hybrid buses)
- Connections to Palm Tran, Miami-Dade Transit, and Tri-Rail
- One-way fare: \$1.75 (Reduced fare: \$0.85)
- One-way premium fare: \$2.35 (Reduced fare: \$1.15)
- Bike racks on all buses
- FY 2012: 38 million passenger trips

COMMUNITY BUS SERVICE

- Communities served: 18
- Routes: 50
- Fares: Vary by community
- Buses: All wheelchair-accessible and equipped with bike racks
- FY 2012: 2.4 million passenger trips

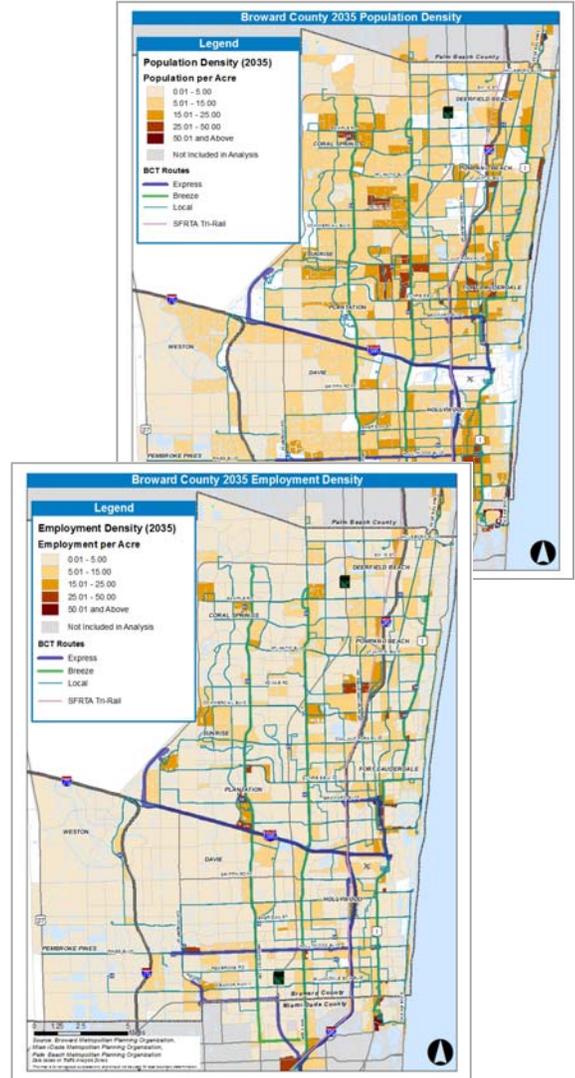


BASELINE CONDITIONS

Baseline conditions establish the context for the delivery of transit services in Broward County and provide background information needed to understand BCT’s service operating environment.

For example, growth in population increased from 1,255,488 in 1990 to 1,748,066 in 2010, a growth of 39.2% over the 20-year period. When considering the distribution of travel time to work, today, 43% of persons in Broward County travel 30 minutes or longer to reach their place of employment (whereas only 35% had work commute times of 30 minutes or more in 1990). The top map on the right illustrates the 2035 population density by Traffic Analysis Zone (TAZ). TAZs are geographic units in the transportation planning process that assist in forecasting travel demand.

Broward County has an extremely high population density compared with Florida as a whole – 1,445 versus 351 people per square mile of land area, respectively. The highest population growth areas are located near Hollywood Boulevard and US 1, between Oakland Park Boulevard and Sunrise Boulevard near the Florida Medical Center, and in Deerfield Beach. The bottom map on the right illustrates the 2035 employment density by TAZ. The highest growth areas for employment density are anticipated to occur in Deerfield Beach, Pompano Beach, and Hollywood.



Population Data	1990	2000	2010	% Change (1990–2000)	% Change (2000–2010)	% Change (1990–2010)
Persons	1,255,488	1,623,018	1,748,066	29.3%	7.7%	39.2%
Households	528,442	654,445	686,047	23.8%	4.8%	29.8%
Number of Workers (employed)	616,278	758,939	850,849	23.1%	12.1%	38.1%

Source: U.S. Census Bureau, 1990 Census, 2000 Census, and 2010 Census

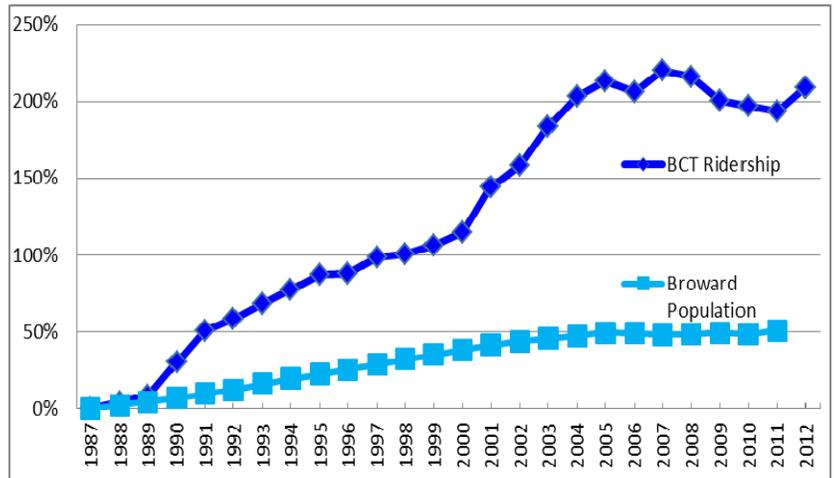
Location	Travel Time to Work						
	< 10 Mins	10–19 Mins	20–29 Mins	30–44 Mins	45–59 Mins	60–89 Mins	90+ Mins
Broward County	8.7%	25.6%	22.6%	27.4%	8.7%	5.2%	1.8%
Florida	10.5%	28.7%	22.8%	23.2%	8.1%	4.8%	1.9%

Source: U.S. Census Bureau, 2007–2011 American Community Survey

TREND ANALYSIS: FIXED-ROUTE SERVICE

Looking at data from 2008 to 2012, BCT has decreased its fixed-route service slightly while increasing efficiency significantly. In this time period, BCT decreased revenue miles of service per capita by 1.7%, but decreased its operating expenses by more than 14% per capita. This significant increase in efficiency has allowed BCT to continue to provide a consistent level of much-needed service to its constituents while dealing with budget cuts.

BCT Historical Ridership, 1987-2012



BCT has had 209% growth in ridership in the past 25 years, compared to 51% population growth in its service area.

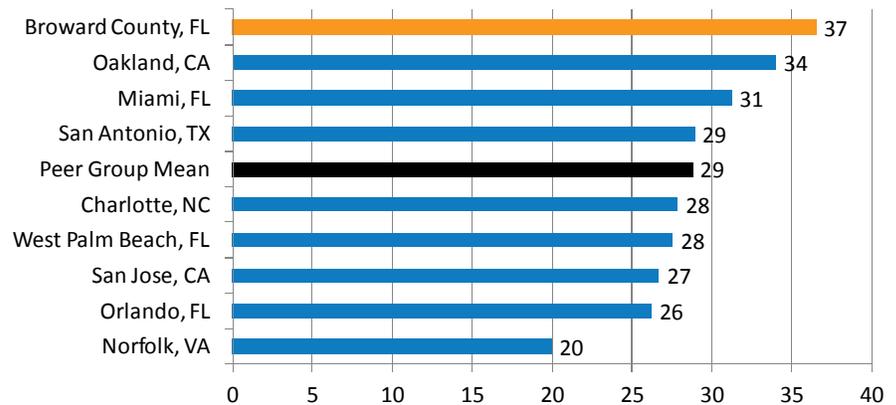
PEER ANALYSIS: FIXED-ROUTE SERVICE

Peer transit systems are selected based on characteristics such as service area population, population density, geographic location, and types of transit services offered.

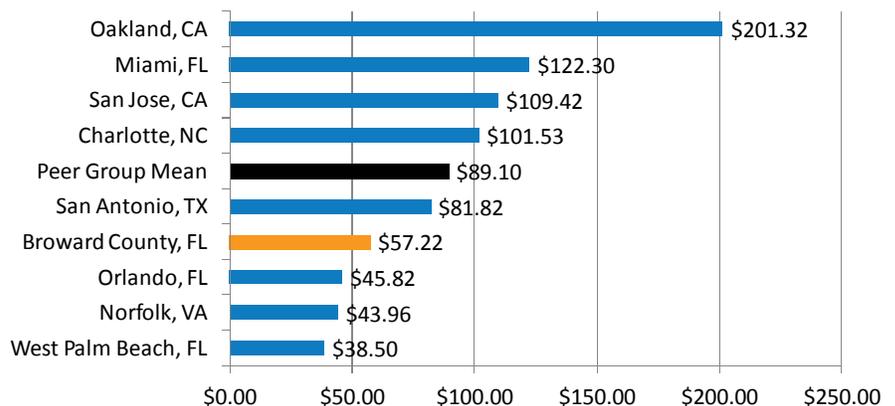
Based on 2011 data, BCT offers more passenger trips per revenue hour than its peers while expending less on operating per capita than the average peer system. Spending less on service while carrying so many passengers results in many buses experiencing standing-room-only conditions.

Typically, systems that experience such conditions look to expand services to reduce the number of passengers per vehicle. Overcrowded buses deter ridership and can cause buses to fall behind schedule.

Passenger Trips per Revenue Hour, 2011



Operating Expense per Capita, 2011



PUBLIC OUTREACH SUMMARY

The following are examples of public outreach undertaken as part of the BCT *Connected* process.

- **Advisory Review Committee:** The ARC consists of 13 members of the local community who represent a wide variety of interests related to transportation—transit advocates, representatives from various interest groups, and government officials.
- **Stakeholder Interviews:** Individuals representing various constituent groups, including all nine Board of County Commissioners, were interviewed to better understand resident needs and concerns.
- **Discussion Groups:** Moderated discussions were conducted with several different groups to gather input regarding BCT services.
- **Community Drop-Ins:** BCT hosted tables at various community events such as farmer’s markets, local shopping venues, and festivals.
- **Presentations :** BCT staff and consultants made numerous presentations to boards and community groups.
- **Surveys:** Several different surveying mechanisms were employed throughout the process, including an on-board passenger survey.



PUBLIC OUTREACH ACCOMPLISHMENTS

Throughout the project, BCT hosted 56 events throughout the County and collected surveys from 9,950 people.

DETAILS OF OUTREACH

Type of Outreach	Number of Events
Advisory Review Committee Meeting	4
Stakeholder Interview	16
Discussion Group	6
Community Drop-in	20
Presentation	12
Total Number of Events	58
Surveys	Number of Surveys
On-board	8,913
In-person	352
Online	185
Telephone	500
Total Number of Surveys	9,950

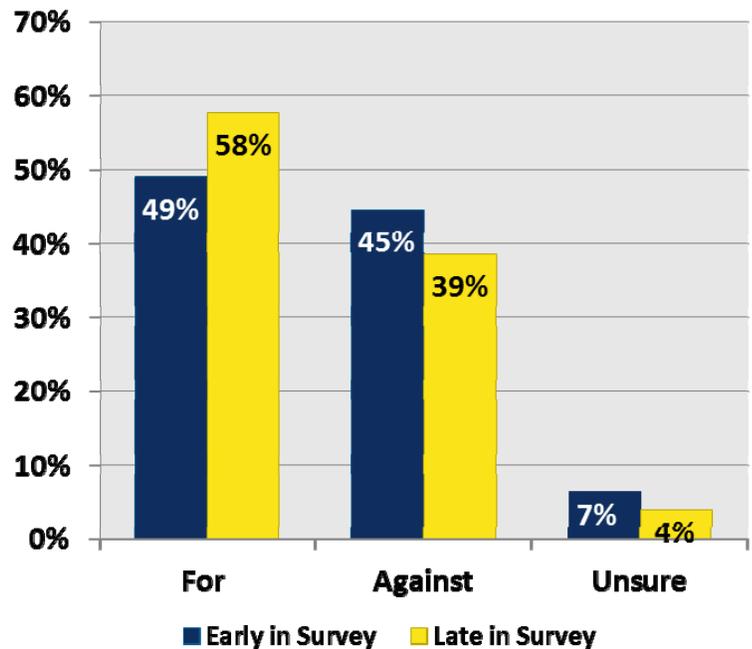


TELEPHONE SURVEY

In July 2013, 500 registered voters in Broward County were surveyed concerning their attitudes toward transit and other transportation issues and needs in the community. The results of the 37-question survey have a $\pm 4.38\%$ margin of error.

Both before and after being presented with specific information concerning current and potential future transit options in Broward County, respondents were asked whether they would vote for or against a 1/2-cent increase in sales tax in order to pay for expanded bus services. Their responses to the two questions are displayed in the adjacent graphic.

SUPPORT FOR HALF-CENT INCREASE IN SALES TAX TO FUND TRANSIT IMPROVEMENTS



THEMES FROM PUBLIC OUTREACH ACTIVITIES

The following general themes emerged from the public outreach activities:

- Overall, BCT is doing a good job.
- Bicycle and pedestrian connectivity to the system is important and needs to be improved.
- BCT needs to invest in a real-time passenger information system to make it easier for passengers to navigate the transit services.
- Transit service needs to be expanded to more areas of the county and the frequency of current services needs to be increased.
- BCT needs to do a better job of marketing its services to the public.



SITUATION APPRAISAL

The requirements for a TDP major update include the need for a situation appraisal of the environment in which the transit agency operates. The purpose of this appraisal is to help develop an understanding of the BCT operating environment in the context of the following elements: regional transportation issues, socioeconomic trends, travel behavior, land use, public involvement, and technology.

Socioeconomic Trends

The county population grew 7.7 percent between 2000 and 2010 while the number of employed persons increased over 12 percent (U.S. Census Bureau). The growth in persons who are transportation disadvantaged between 2008 and 2013 in Broward County was over 10 percent. BCT must strive to meet transit demand as it continues to grow.

Express Lane Development

In addition to express lanes already in operation, FDOT Districts Four and Six are implementing express lanes on 27 miles of I-75 and SR 826 from I-595 to SR 836. The express lanes will open in FY 2018.

Complete Streets

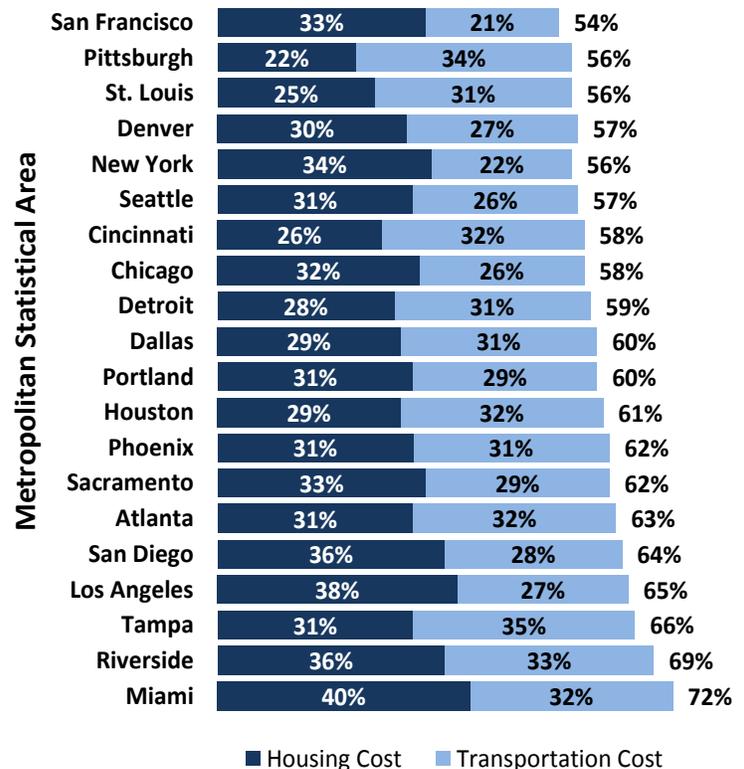
Developed through a grant from the Center for Disease Control and Prevention (CDC), the Broward County Complete Streets Initiative was approved by the Broward County Commission on March 12, 2013. The Complete Streets initiative is intended to develop community design standards to make streets safe for all users. This initiative is especially supportive of transit in that it helps improve the street environment for patrons who access the bus by bicycle or walking.

Housing And Transportation Costs

Using 2006 through 2010 American Community Survey data, the Center for Neighborhood Technology and Center for Housing Policy found that the Miami-Fort Lauderdale-Pompano Beach, FL, metropolitan statistical area (MSA)

has the highest level of housing and transportation costs for any MSA in the country.

HOUSING AND TRANSPORTATION COSTS BY MSA



Source: Center for Neighborhood Technology and Center for Housing Policy.

Voter Opinions

From April 17-24, 2013, the Broward County MPO conducted a telephone survey of voters in Broward County. Of the 502 respondents, 10 percent indicated that the top issue of local concern is traffic, transportation, and infrastructure/roads; 53 percent indicated that Broward’s transportation system is inadequate; and 76 percent indicated that traffic congestion is a serious problem. For 45 percent of the respondents, adding more transportation options is the best way to address traffic congestion. In addition, 77 percent of respondents say that expanding public transportation should be a priority for Broward County.

Economic Benefits of Transit

The 2011 study, *Economic and Community Benefits of Urban Fixed-Route Transit in Florida*, conducted by the Florida Department of Transportation (FDOT) and the Center for Urban Transportation Research (CUTR), measured the impacts of public transportation on local economies. The study measured the economic impacts of federal spending, of savings to transit users, and of savings to highway users based on the operational and capital spending by the 28 fixed-route transit agencies in the state. On average, about \$200 million federal dollars are spent every year by Florida transit agencies, which generates approximately 4,000 jobs and \$464 million dollars in the production of goods and services in the state. In other words, for every dollar spent on transit, \$2.30 of economic activity is generated. Even highway users experience the benefits of transit indirectly through increased transportation capacity and less congestion, travel time savings, and reduction in the amount of fuel wasted, among other things.



Technology

Numerous comments were received during the TDPs' public outreach process that BCT needs to invest in technology upgrades for various aspects of its system to benefit its passengers. To this end, BCT is making an effort to implement state-of-the-art technology to enhance the customer experience. For example, BCT is exploring the implementation of a real-time passenger information system, fare integration with other transit systems, mobile telephone ticketing technology, and wireless internet on express and Breeze buses, among other options. These upgrades will allow for passengers to more easily access the system and use their time more efficiently while on the bus. Such implementations will require BCT staff to maintain an up-to-date agency technology plan and ensure that appropriate resources are dedicated to its execution in the future.



Source: RailwayAge.com, 9/3/13 article



Source: SF Examiner.com, 9/21/11 article

GOALS AND OBJECTIVES

BCT developed the following goals and objectives for the transit agency. In addition, BCT developed measurable action items to be monitored by BCT staff.

Goal 1 - Promote and advocate economic development and livability through transit investments.

- Objective 1.1 - Advocate regional connectivity by promoting BCT’s role as a transit service provider.
- Objective 1.2 - Coordinate to link multimodal transportation with land use decisions.
- Objective 1.3 - Integrate BCT’s service planning efforts with other local and regional plans.
- Objective 1.4 - Develop long-term transportation services beneficial to the region.

Goal 2 - Make BCT a transportation provider of choice for current and potential customers.

- Objective 2.1 - Increase frequency of service to meet customer demand.
- Objective 2.2 - Expand coverage of services to meet customer demand.
- Objective 2.3 - Improve productivity of services.
- Objective 2.4 - Improve customer service.
- Objective 2.5 - Maintain proactive communication with customers and stakeholders.
- Objective 2.6 - Improve the perception of public transportation.



Goal 3 - Achieve financial stability and efficiency.

- Objective 3.1 - Work with community stakeholders to establish the need to identify and implement a sustainable dedicated funding source for transit.
- Objective 3.2 - Ensure business practices provide funding partners and stakeholders with the maximum benefit for their investment.
- Objective 3.3 - Increase farebox recovery and ridership.

Goal 4 - Develop a BCT workforce that is highly qualified, efficient, productive, and motivated to customer service excellence.

- Objective 4.1 - Attract, recruit, and retain professional, diverse, and skilled employees.
- Objective 4.2 - Promote opportunities for continuous training to support workforce development.
- Objective 4.3 - Promote accountability with a focus on customer service and safety as a culture.



Goal 5 - Implement capital program plan to maintain state of good repair and introduce new technologies.

- Objective 5.1 - Replace vehicles according to established life cycles.
- Objective 5.2 - Maintain all vehicles and facilities in a state of good repair.
- Objective 5.3 - Practice and promote the enhancement of environmental sustainability as a culture.
- Objective 5.4 - Implement new information technologies to enhance provision of customer service.



STATUS QUO PLAN

The following projects are meant to ensure that the current transit system is operational for the 10-year TDP timeframe. The status quo plan ensures the maintenance of the current system, replacement of vehicles at the end of their use, and the implementation of planned and accepted improvements, such as The Wave streetcar.

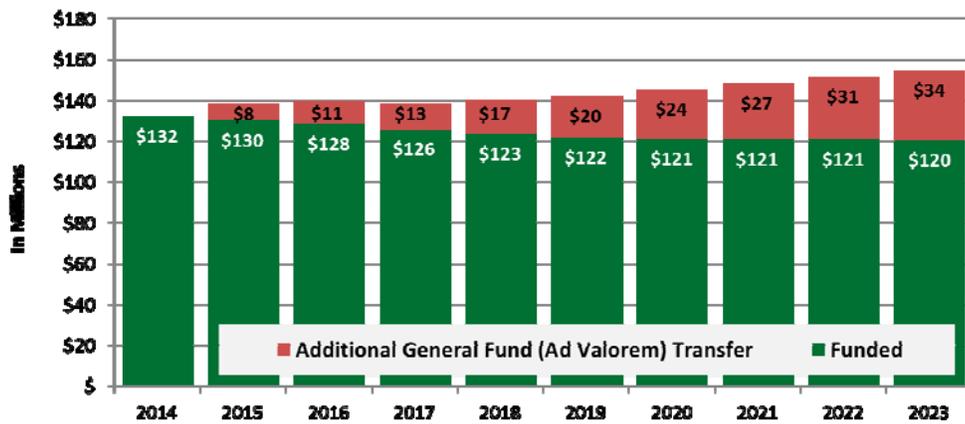
Investments
Maintenance of Current Service
Reliability/Capacity Adjustments
The Wave Streetcar
IT Improvements
Cypress Creek Tri-Rail Station Accessibility
Lauderhill Mall Transit Center
Miramar & Westgate Park-n-Ride Lots
Copans Road Facility Rehabilitation
B-Cycle Expansion
Bus Shelter/Stop Replacement

RELIABILITY/CAPACITY ADJUSTMENTS

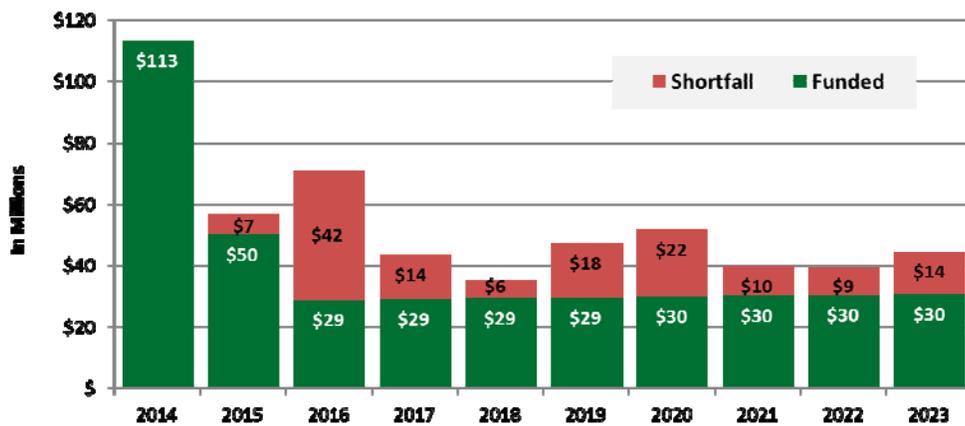


Under the Status Quo Plan, BCT begins to see a shortfall in projected funding levels in both the operating and capital budgets in Fiscal Year 2015. It is assumed for the purposes of this plan that additional funding transfers from the General Fund (Ad Valorem) would be used to balance the budget.

STATUS QUO OPERATING BUDGET



STATUS QUO CAPITAL BUDGET



VISION PLAN

The following improvements are intended to enhance the transit system beyond its current capabilities, level of service, and current funding levels.

Capital Improvements	New Enhanced Bus Routes
Downtown Intermodal Center	US 441
Third Maintenance/Operations Facility	Oakland Park Boulevard
Park-n-Ride Lots	Federal Highway (US 1)
Transit Intermodal Centers	University Drive
Bus Shelter/Bus Stop/Pedestrian Improvements	Broward Boulevard
Vehicle Purchases	Pines/Hollywood Boulevard
	Sample Road
New Service	
Nob Hill Road (Fixed Route)	
McNab Road (Fixed Route)	
I-75 Extension (Express)	
Community Bus - Improved Frequency	

ENHANCED/NEW SERVICE



FREQUENCY IMPROVEMENTS



SERVICE SPAN IMPROVEMENTS



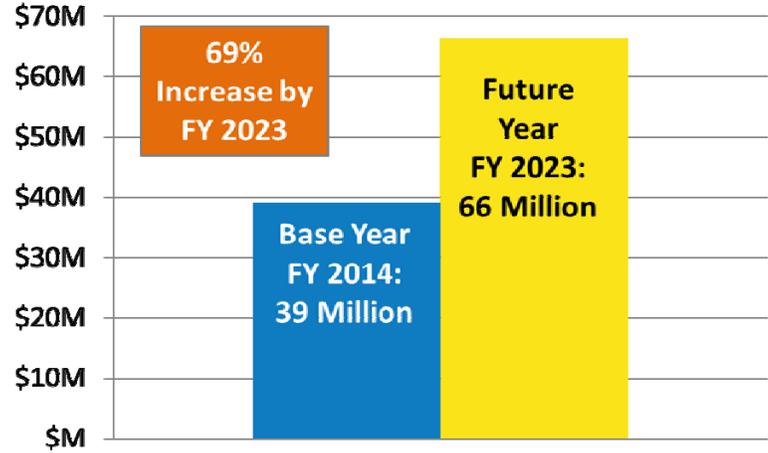
REALIGNMENT IMPROVEMENTS



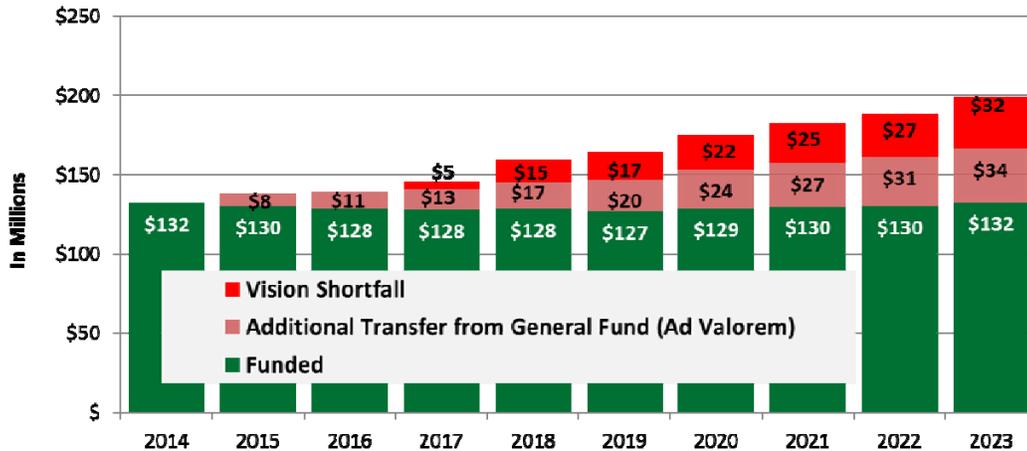
RIDERSHIP MODELING

Ridership forecasts were prepared using the FDOT-approved transit demand forecasting tool. The forecasts indicate that if all of the transportation improvements identified in the Vision Plan are implemented, then transit ridership will increase by 69 percent over the 10-year TDP period.

RIDERSHIP GROWTH



VISION OPERATING BUDGET



VISION CAPITAL BUDGET



GET INVOLVED WITH BCT *CONNECTED*

Visit www.Broward.org/BCT to:

- Complete an online survey
- Join our mailing list
- Attend a public outreach event
- Email your comments to BCTConnected@broward.org
- Download Snapshots



Broward County Transit

1 N. University Drive, Suite 3100A
Plantation, FL 33324
(954) 357 8300

Tindale-Oliver & Associates, Inc.

1000 N. Ashley Drive, Suite 400
Tampa, FL 33602
(813) 224 8862



CONNECTED

www.broward.org/BCT