

# Broward County's Transportation Surtax Efforts- *An Overview*

Roundtable Discussion with  
Palm Beach County, Dec. 6, 2021

# Background

- In 2016, after months of negotiations, County and municipalities embarked on a joint referendum
- .5% on Infrastructure Surtax (for municipal projects) and .5% on Transportation Surtax (County projects)
  - Both had to pass by 50%+1 votes or both would fail
  - Transportation question had sufficient voter support (52%), but Infrastructure question did not (39%)
- Municipalities and federally-established metropolitan planning organizations are ineligible to pursue a Charter County Surtax and may only receive funds for eligible transportation purposes through an interlocal agreement
- In early 2017, Broward County Commissioners amended their Strategic Plan to include pursuit of a full percent sales surtax, specifically for Transportation projects

# 2016-2020 Broward County Commission Strategic Plan

## Value

*Cooperatively delivering an efficient and accessible regional intermodal transportation network*

## Goal

1. *Actively seek through an effective marketing plan, a full penny for transportation surtax in 2018 to support a world class intermodal transportation system including: a robust and reliable transit level of service, rail, intersection reconfiguration, adaptive signalization, and congestion relief*

Achieved



*Unanimous Commission support to include*

# What the Statistics Were Saying. . .

The number of Americans ages 65 and older is set to **explode** from more than 46 million today to over 98 million by 2060 – nearly 20 million will be age **85 and older.**

U.S. adults 65 and older will **outnumber children** for the first time in our history **by the year 2030**

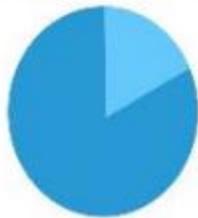
Florida has the **highest concentration of older residents** in the U.S.

Broward has the **fastest growing 85+** population in the state - projected to **grow by 31.9%** from 47,674 to **more than 63,000 by 2030**

The **greatest population shift** in Broward will occur within the **next 5-10 years** when 236,663 older adults go from ages 55-64 to 60-74

- These stats drove home the importance of establishing safe, accessible, reliable, affordable transportation options for older adults
- Allowing an older population to age-in place with dignity is an important value of County Commission
- Finding a way to pay for the year-over-year double-digit increases in paratransit costs (rather than from general revenue)
- Identifying lower-cost alternatives to paratransit, where appropriate
- Expanding access to the popular Community Shuttle Services

Older adults 65+ currently make up **22.5% of Broward's Population -** or nearly 430,000 residents



Sources: Florida Department of Elder Affairs, Florida Chamber of Commerce, U.S. Census Bureau, DataUSA, and Population Resource Bureau

Broward's 80-84 population will **grow by more than 73%** in the next 12 years



# What the Community Was Saying...

- Better coverage, reliability and frequency of **public transit** including paratransit and Community Shuttles (segue from previous slide)
- Members of the public consistently rank **traffic congestion** and **signal synchronization** as priorities for Broward County
- Safer **bicycling** (bike lanes and paths) and **pedestrian amenities** (sidewalks, lighting) were also identified as critical
- Expanding the amount of **greenways** (open multi-use pathways connected across the county) is popular with our residents
- **Roadway flooding** and **drainage issues** need to be addressed

# BUILDING THE PROJECT-BASED 30-YEAR PLAN

- Used 2016 initiative as a foundation
- Developed a financial plan focusing on congestion management, multimodal mobility, transit system enhancements, resiliency, safety, and innovations in transportation
- Multiple iterations reviewed by transportation and financial experts, internal and external to the County, and overlaid with other regional transportation plans to ensure consistency and coordination
- One of the results from these efforts was the establishment of funding for innovation in transportation technologies, to invest in research, testing, piloting, and deployment



Building the  
30-Year  
Plan

1	Consulting with Subject Matter Experts
2	Study Nationwide Development Strategies
3	Develop a Project-Based Plan
4	Incorporation of Municipal Project Requests
5	Outreach and Educational Campaign
6	Extensive State Audit
7	Surtax Approval by Broward County Voters - 2018 Election

*The 30-year plan targets some of our community's biggest mobility and economic challenges, and it is committed to protecting the health, safety, and welfare of Broward County residents and visitors*

# BUILDING THE PROJECT-BASED 30-YEAR PLAN

- The project-based plan was developed in collaboration with subject matter experts based on national and international best practices and direct input from local municipalities
- County invited all municipalities to submit a comprehensive list of requested transportation-related projects, with no cost limit, for inclusion in the initial Surtax 30-year Financial Plan
- The request coincided with the Broward Metropolitan Planning Organization's Call for Projects as part of their development of a Commitment 2045 Metropolitan Transportation Plan
- Cities were asked to update/review project lists and County staff met with many municipalities to discuss project coordination
- Municipal-requested projects totaled approximately \$2.8 billion across the 30 years. Certain amounts were set aside annually to fund municipal projects; however, **they were not assigned specific years to be completed.**

# **BUILDING THE PROJECT-BASED 30-YEAR PLAN**

- Extensive outreach occurred throughout 2018 to receive input on projects and inform the public about the proposed Plan
- The State of Florida's Office of Program Performance and Accountability (OPPAGA) initiated an extensive program audit of the County's existing transportation programs, financial controls and operations, and proposed Surtax Plan (July – September 2018) and found no deficiencies. As required by State law, the audit was published to the County's website, along with the Program's financial plan summary and detailed year-by-year breakdown.
- The County Commission determined that after successful passage of the referendum on November 6, 2018, certain municipal projects would be prioritized by the Broward Metropolitan Planning Organization (MPO) and funded annually, based on that prioritization with available surtax revenues, further defined in a global Interlocal Agreement among the County, MPO and municipalities

# SUMMARY OF THE PLAN

- Designing local transit service intended to offer more reliable, responsive, accessible system
- Light rail along locally supported, studied, and approved corridors
- Full funding for existing Community Shuttles, with some expanded service
- Full funding for on-demand transportation services for people with disabling conditions (Paratransit)

**East-west and north-south connectivity projects are prioritized by ordinance, as is the demonstrated ability to reduce congestion/better manage traffic**

# SUMMARY OF THE PLAN

- New technologies creating “smart signals” intended to reduce traffic congestion and wait time
- More school safety zones
- Resiliency and roadway drainage improvements (intended to reduce flooding)
- Hundreds of intersections reconfigured to increase traffic flow and reduce bottlenecks *across the county*
- Expanded, connected fiber optic network to support new technologies as they become available
- Investments in data collection and innovative technology creating a “Smart County”
- 476 road, traffic, signal, bridge, technology and safety improvements
- 700+ municipally-requested transportation improvements

### 30-Year Transportation Surtax Program Goals

#### Create Connectivity



- Vehicle-to-Infrastructure connectivity
- Reduce information “silos”
- Robust public engagement
- Multi-agency coordination
- Wayfinding improvements

- Open, transparent communication
- Reduce gaps in facilities (pedestrian, bicycling, and roadways)
- More options to connect to Public Transit
- Fiber Optic Network for mobility innovations

#### Improve Transit Service



- Fully-fund existing capital and operating costs of Municipal Community Shuttles
- Fund justified expansion and new Community Shuttle service

- Fully-fund improved levels of Paratransit
- Sustainable, low/no emission services
- Improved amenities on fixed routes
- Enhance safety, reliability, and accessibility
- Premium transit investments

#### Traffic System Management



- Intersection Improvements
- Traffic light synchronization
- Roadway widening
- Increase traffic flow and reduce bottlenecks
- Traffic calming; safety elements

- Evaluate utilization of multimodal facilities

#### Enhance Multimodal Options



- Improve safety of multimodal travel options
- Expand facilities for walking, bicycling, transit, and micromobility<sup>7</sup>
- Innovative technologies

for pedestrian-scale safety analyses

#### Economic Development and Benefits



- An overall program goal of 30% for local business participation benefits certified small businesses registered in Broward County<sup>8</sup>. This ensures surtax dollars benefit local communities, businesses, and employment. Keeping local dollars working in our local economy!
- A goal of \$2.5B of leveraged funds from state and federal sources expands the benefits for transportation investments and the local economy

- Capacity building and technical assistance to assure small businesses are certified and can compete for surtax funding
- Direct, indirect, and induced job creation in many sectors, including high-wage industries, anticipating 30,000 new jobs over 30 years

## Regulatory Framework for Broward County Transportation Surtax

Broward County Ordinance	Transportation System Surtax Interlocal Agreement	Interlocal Agreement for Surtax Services
<p><b>Ordinance 2018-29</b>, effective June 2018:</p> <ul style="list-style-type: none"> <li>Levied the surtax subject to subsequent voter approval</li> <li>Established a transportation surtax trust fund</li> <li>Established Oversight Board for transparency and objectivity</li> <li>Established a 7-member Appointing Authority</li> <li>Provided application process for surtax proceeds tasking MPO with review and ranking of all municipal projects</li> </ul> <p><b>Amended Ordinance 2020-08</b>, effective February 2020:</p> <ul style="list-style-type: none"> <li>Separated municipal capital and R&amp;M review and ranking process consistent with First Amendment to Global ILA:               <ul style="list-style-type: none"> <li><b>MPO</b> was tasked with review of <b>municipal capital projects</b> only</li> <li><b>County</b> was tasked with review and ranking of <b>R&amp;M projects</b></li> </ul> </li> </ul>	<p><b>“Global ILA”</b> between Broward County, Municipalities, and the MPO, effective September 2018:</p> <ul style="list-style-type: none"> <li>Project eligibility requirements</li> <li>MPO review &amp; ranking process for municipal projects based on ability to enhance connectivity &amp; alleviate traffic congestion</li> <li>Allowable use of surtax proceeds</li> </ul> <p><b>First Amendment</b>, effective June 2019:</p> <ul style="list-style-type: none"> <li>Amended ILA to ensure R&amp;M projects be reviewed under separate criteria               <ul style="list-style-type: none"> <li>Separated 506 municipal roadway and safety municipal capital projects to the MPO for review, including current and new applications</li> <li>Separated 203 municipal R&amp;M projects in the original surtax financial plan and subjected them to a different evaluation, ranking and funding process</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Agreement between Broward County and the MPO effective May 2019:               <ul style="list-style-type: none"> <li>Describes processes related to MPO review, rank, and prioritization of municipal projects</li> <li>Includes scope of work, contract length, payment, reporting, staffing, and audit terms</li> </ul> </li> </ul>

# EMBARKING ON THE EDUCATIONAL CAMPAIGN

The ballot language voted on by Broward residents said the following: “Shall countywide transportation improvements to reduce traffic congestion, improve roads and bridges, enhance traffic signal synchronization, develop safe sidewalks and bicycle pathways, expand and operate bus and special needs transportation, implement rail along approved corridors, and implement emerging transportation technologies, be funded by levying a thirty year, one percent sales surtax, paid by residents and visitors, with the proceeds held in a newly-created trust fund and all expenditures overseen by an independent oversight board?”

### Project Highlights The Plan is Designed to:

**Create Connectivity**  
 Connecting and integrating multiple technologies is key to creating a “smart” grid and “smart” community. The ordinance authorizing the surtax prioritizes projects that create connectivity and demonstrate the ability to reduce congestion.

**Relieve Traffic Congestion**  
 Plans incorporate intersection improvements including resurfacing, pavement markings, mast arm upgrades, drainage improvements, sidewalk and Americans With Disabilities updates, more turn lanes and through lanes, light synchronization, and fiber optic networks to increase traffic flow and reduce bottlenecks.

**Improve Transit Service**  
 Plans incorporate full funding for existing Community Shuttles and expanded service, full funding for high-demand, specialized transportation services for persons with disabling conditions (Paratransit), and a more reliable, responsive and accessible Transit Service System.

**Expand the Availability of Multimodal Transportation**  
 Multimodal means creating communities where various ways of getting around – walking, biking, using public transit, skating, driving – are safe and made available. The plan is also designed to add more green open spaces for walking, biking, and recreation across the County.

### BALLOT LANGUAGE

The question is located on the back of page three, top left, first County question. It reads:



**Broward County Question**  
Pregunta del Condado de Broward

**Keeyon Konte Broward**

**Funding For Countywide Transportation System Improvements Through Levy Of Surtax**

Shall countywide transportation improvements to reduce traffic congestion, improve roads and bridges, enhance traffic signal synchronization, develop safe sidewalks and bicycle pathways, expand and operate bus and special needs transportation, implement rail along approved corridors, and implement emerging transportation technologies, be funded by levying a thirty year, one percent sales surtax, paid by residents and visitors, with the proceeds held in a newly created trust fund and all expenditures overseen by an independent oversight board?

Financiamiento de las mejoras al sistema de transporte del condado

### INDEPENDENT OVERSIGHT COMMITTEE

A 9-member Board (“Oversight Committee”), nominated by 7 independent community entities (“Appointing Authority”), is intended to:

- Monitor revenue, expenses, assumptions and forecasts
- Evaluate projects for eligibility
- Remove politics from the project review process
- Track progress milestones
- Report on activities and offer transparency to the public

A Penny for Transportation offers local control of funding that will be allocated to eligible transportation projects only.

Vote on November 6th



## “A Penny For Transportation”

Under the leadership of then-Mayor Beam Furr, the County embarked on an educational and grassroots campaign entitled “A Penny For Transportation”.



## Advocacy

Florida law prohibits the use of tax dollars on advocacy related to referenda, so running parallel to the fully County-funded educational efforts, an advocacy campaign worked to complement educational efforts.



## Educational Campaign

From June 2018 through November 6, 2018, Broward County funded and executed an extensive countywide educational campaign including the creation of a detailed marketing plan that incorporated a dedicated website; the creation of collateral (flyers, brochures, posters, videos, banners, yard signs, displays, newsletters, and more); digital, radio and print advertising; social media; a heavily-utilized Speakers Bureau<sup>9</sup>; media relations; extensive outreach activities, and; the use of trusted voices throughout our community.



## Promotional Material

Hard copies of promotional materials were available in English, Spanish, Creole, and Portuguese. At no cost to municipalities or the Broward Metropolitan Planning Organization, the County also provided educational materials and a “tool-kit” that included artwork for flyers, posters, graphics, banners, videos, logos, and a general PowerPoint presentation. Municipality-specific educational materials “Projects in Your City” and presentations were also developed and became a popular feature of the Penny For Transportation website.

# Success! Now what?

Implementation Strategies

# Standing up the 30-Year Program

- Establish the membership of the Appointing Authority (December); organizational meeting; process to nominate and appoint Independent Transportation Surtax Oversight Board (Oversight Board) members
- Organizational meeting of Oversight Board (February); orientation/ethics training; initial action agenda to create structure/By Laws, select Board Coordinator and Legal Counsel
- First Action Agenda for Oversight Board in April to approve initial slate of proposed projects and expenditures (April 2019)
  - Pre-identified “low-hanging fruit”; shovel ready projects with high visibility
- Agreement with MPO for Surtax Services related to municipal projects negotiated and finalized (May)
- Extensive community outreach about the Implementation Plan

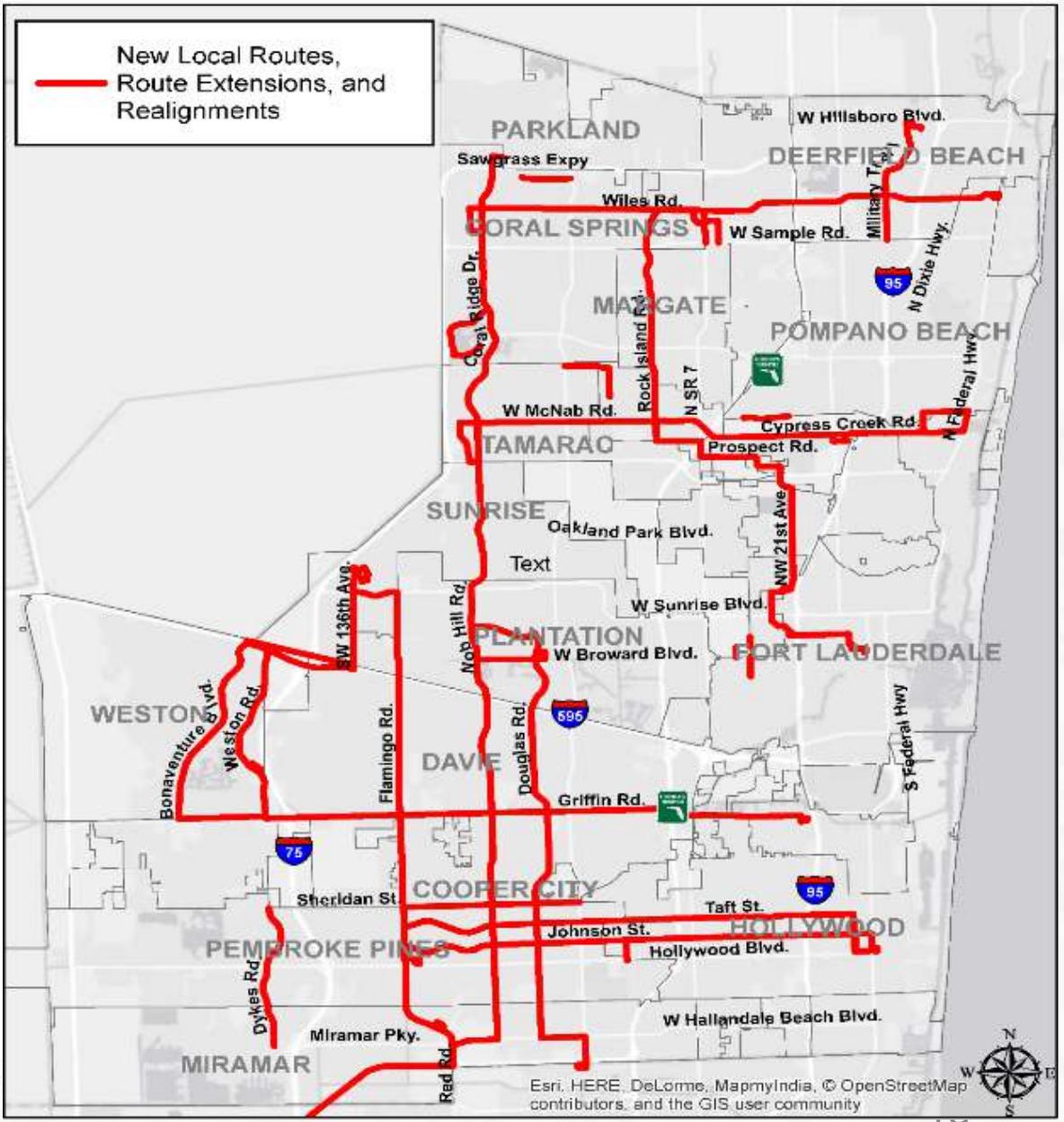
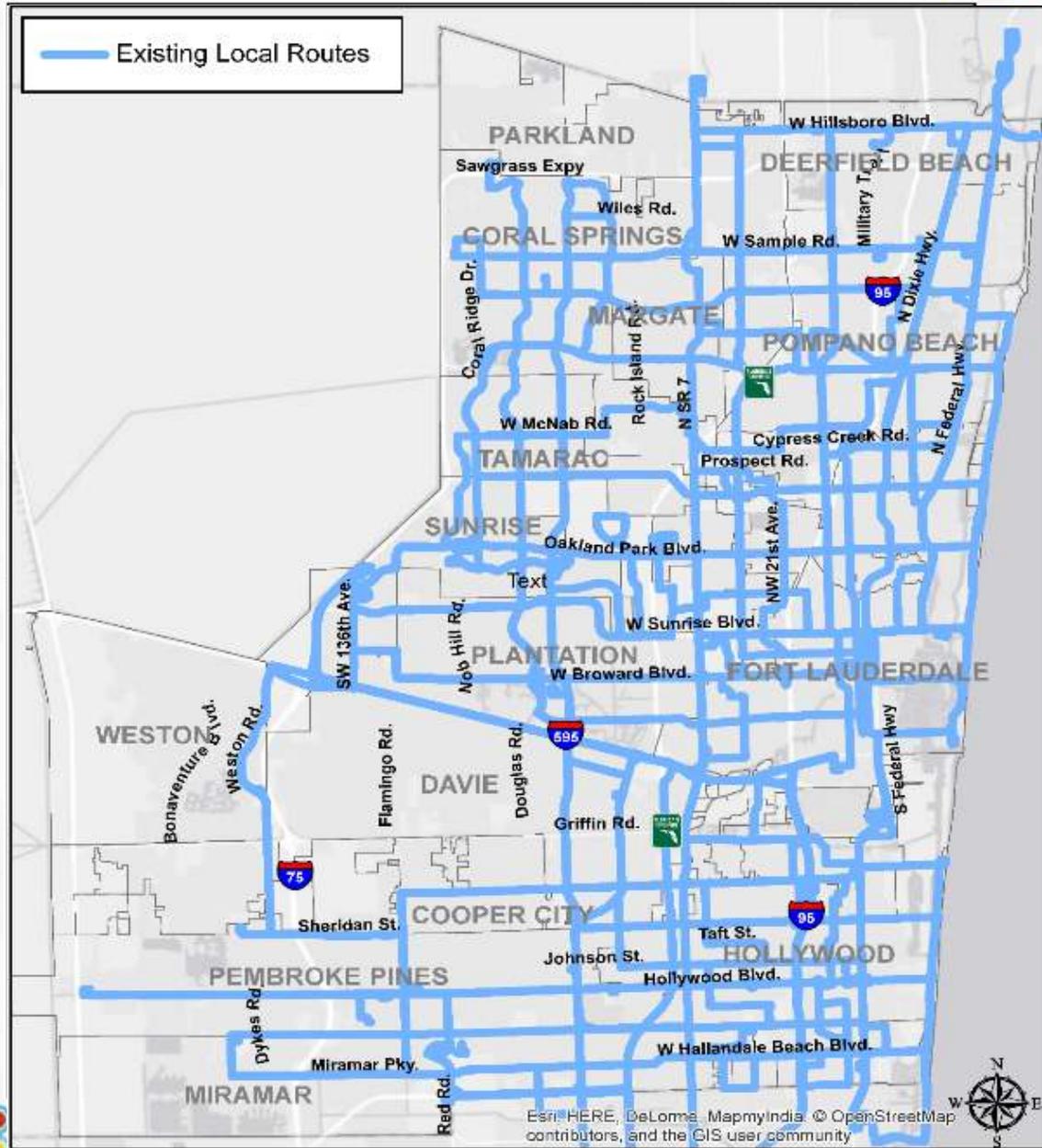
# Transit Service Improvement Strategy

Create a customer-first ridership experience centered around ease and convenience; vital to our long-term goal of increasing system ridership

Use mobile ticketing and continue adapting new technologies as they come to market

- Upgrade bus shelters, stops, and vehicles, including “smart technology” to improve real-time arrival and departure information to customers
- Improve security
- Install Wi-Fi across the fleet

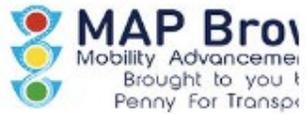
# Changing the Transit Landscape





- ✓ Website redesign
- ✓ Extensive local, regional, and national surveying about possible segue branding
- ✓ Public facing Project Dashboard
- ✓ Program Video

Appointing Authority ▾ Oversight Board ▾ Transparency & Accountability ▾ Projects ▾ Municipal Partners ▾ FAQ's



# NEW VIDEO FOR YOU

View MAP Broward's New Brand Video

**PROJECTS IN YOUR CITY**

Click below to view the latest updates on projects happening in your city!

[VIEW PROJECT DASHBOARD](#)

**MAP BROWARD CONNECTOR NEWSLETTER**

Click below to check out the latest news and updates from MAP Broward

[VIEW](#)

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**QUICK LINKS**

**MOBILITY ADVANCEMENT PROGRAM**

- Community Shuttles [+](#)
- Complete Streets [+](#)
- Resiliency [+](#)
- Road Expansion Projects [+](#)
- School Zone Improvements [+](#)

**MORE INFO**

- [Municipal ILA FAQs](#) >
- [Project Announcements](#) >
- [About the Surtax](#) >
- [In the News](#) >
- [Guidance Documents](#) >



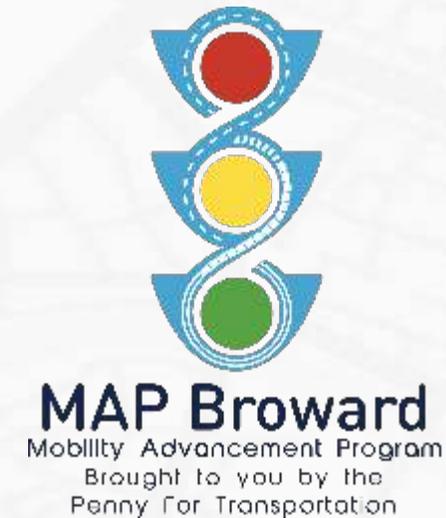
## Campaign Slogan and Logo



## Implementation Logo (Jan. 2019 – Feb. 2021)



## New Segue Branding as of Feb. 2021



### MAP Broward Brought to you by the Penny For Transportation

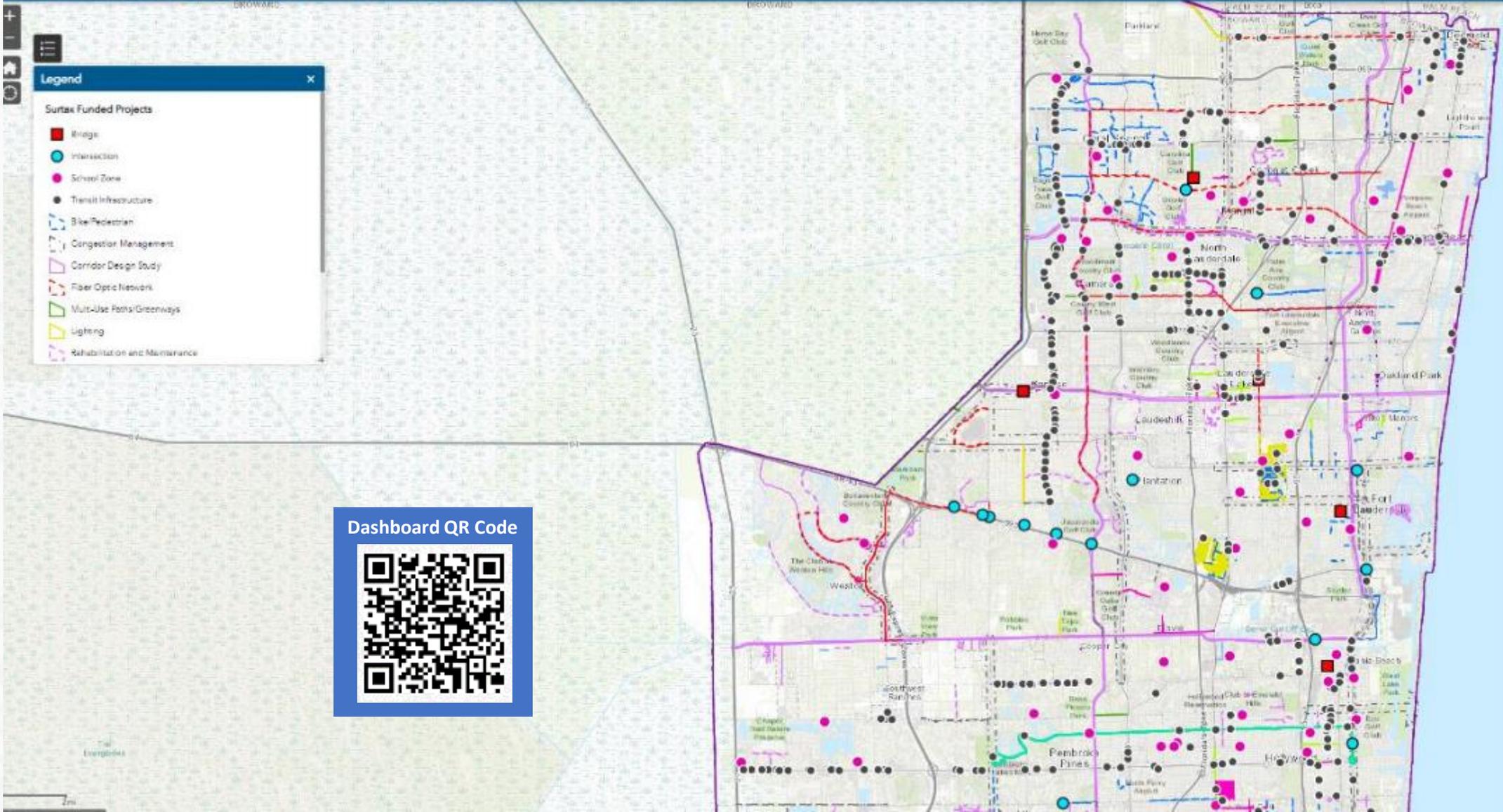
Find Projects Near Me

**Legend**

**Surtax Funded Projects**

- Bridge
- Intersection
- School Zone
- Transit Infrastructure
- Bike/Pedestrian
- Congestion Management
- Corridor Design Study
- Fiber Optic Network
- Multi-Use Paths/Greenways
- Lighting
- Rehabilitation and Maintenance

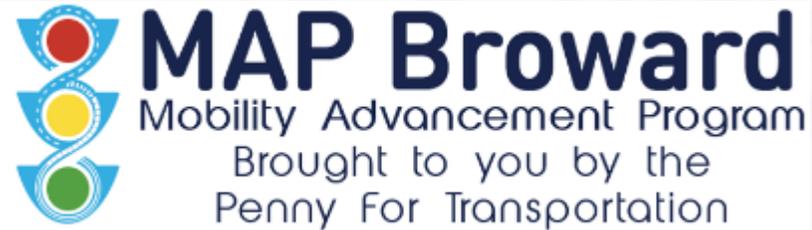
Dashboard QR Code



# “What is MAP Broward?” – video link



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