

# BROWARD COUNTY TRANSIT MAJOR SERVICE CHANGE FOR BROWARD BREEZE, RT. 122

Submitted for compliance with Title VI of the Civil Rights Act of 1964, as amended and guidance found in FTA C4702.1B, dated October 1, 2012.

A Title VI Service  
Equity Analysis  
Prepared October 2018



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## INTRODUCTION

Under Title VI of the Civil Rights Act of 1964, as amended, as recipients of federal financial assistance, the Broward County Board of County Commissioners, without regard to race, color, or national origin, operate and plan for transit services so that: transit benefits and services are available and provided equitably; transit services are adequate to provide access and mobility for all; opportunities to participate in the transit planning and decision-making process are open and accessible; and that remedial and corrective actions are taken to prevent discriminatory treatment of any beneficiary.

This Title VI Service Equity Analysis was conducted by the Broward County Transportation Department, Transit Division for the establishment of a new route, the Broward Breeze, to run from Sawgrass Mills and the BB&T Park and Ride to the Broward Health Medical Center; scheduled for Fall 2018. This report was prepared in accordance with the requirements specified in the Federal Transit Administration (FTA), Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," dated October 1, 2012.

## ABOUT BROWARD COUNTY TRANSIT

Broward County Transit (BCT) is composed of more than 1,055 individuals working together to deliver public transportation services within a 410 square mile service area in Broward County that serves approximately 1.9 million local residents.

BCT operates four distinct transportation services. These modes include BCT fixed route, fixed route community bus, fixed route commuter express, and paratransit services. Fixed route service connects with local transit systems in neighboring counties in addition to the tri-county commuter rail system (Tri-Rail). BCT operates out of two facilities: Pompano Beach, Florida, and Dania Beach, Florida. As of August 2018, BCT operates 35 fixed routes, 3 limited-stop (Breeze) routes, 6 express routes, and 50 community bus routes with a fleet of approximately 402 vehicles. This network of services currently provides more than 35.1 million passenger trips annually. Due to Broward County's location in the center of the Miami Urbanized Area (UZA) these routes are critical for providing connectivity throughout the metropolitan area, including Miami-Dade and Palm Beach counties.

BCT operates approximately 17.5 million fixed route revenue miles per year at 28.2 passengers per hour and \$3.24 cost per unlinked trip<sup>1</sup>. BCT is responsible for transit system development, planning, and operations to promote a convenient user-friendly transit system, allowing for expanded transportation alternatives for Broward County residents and visitors.

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<sup>1</sup> National Transit Database (NTD) Report Year 2016 Statistics

## DEFINITIONS

**BCT Systemwide Average:** Average for all BCT operated fixed routes determined by on-board passenger survey data.

**Disparate Impact:** Refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lack a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.

**Disparate Impact Threshold:** The standard used to determine if a proposal creates disparate impacts. BCT defines this threshold in its Disparate Impact Policy as 15 percent deviation from the BCT system average.

**Disproportionate Burden:** Refers to a neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the recipient to evaluate alternatives and mitigate burdens where possible.

**Disproportionate Burden Threshold:** The standard used to determine if a proposal creates disproportionate burdens. BCT defines this threshold in its Disproportionate Burden Policy as 15 percent deviation from the BCT system average.

**Express Service:** A bus route that operates a portion of the route without stops or with a limited number of stops and is usually characterized by operating at least five miles of closed door service to a regional destination.

**Fixed Route (Local):** Service provided on a repetitive, fixed-schedule basis along a specific route with vehicles stopping to pick up and deliver passengers to specific locations; each fixed-route trip serves the same origins and destinations, unlike demand responsive and taxicabs.

**Limited Stop (Breeze) Service:** A service midway between local and express services that usually supplements local service by providing similar alignment with less stops and faster operational speeds.

**Low-Income:** A person that has indicated a household income of \$24,600 or below is considered to meet poverty guidelines according to the US Department of Health and Human Services.

**Minority:** A person or passenger who identifies as American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino (of any race), Native Hawaiian or Other Pacific Islander, or identifies as more than one race (multiracial) or some other race.

**Service Area:** A defined geographic area from which the transit operator provides service that is calculated using a one-quarter mile (3 mile for Express Service Park and Ride Lots) buffer on each side of a transit route.

## SERVICE EQUITY ANALYSIS

In compliance with Title VI, a service equity analysis is required to evaluate potential disparate impacts or disproportionate burdens on Title VI protected populations before implementation of a major service change. If such impacts are identified, a plan to mitigate these impacts or analysis of less impactful alternative must be identified prior to implementation<sup>2</sup>. This section will address major service change threshold, public participation, proposed service changes, methodology, and analysis used to determine impacts of the service change proposal.

## MAJOR SERVICE / FARE CHANGE

In accordance with Title VI, BCT conducts service and/or fare equity analyses when a major service change is proposed. BCT used the following thresholds (outlines) to determine whether or not a service change constitutes a major service change. This policy, as approved by the Board in 2014, is outlined in the table below:

Service Change	Major Service Change Threshold
Service Miles	More than 25% route or weekly revenue miles
Express Service Miles	More than 50% route or weekly revenue miles
Headways/Frequency	More than 15 minutes
Route	Establishment or discontinuation of a route
Fares	Any change in fares

## PUBLIC PARTICIPATION

BCT has developed an outreach plan to inform the public of this major service proposal prior to the public hearing before the Broward County Board of County Commissioners. The plan includes Educational Outreach, Community Meetings, Social Media, Print Media, and Radio Media<sup>3</sup>. Six community outreach meetings were scheduled. The meetings were scheduled in locations to attract a diverse crowd including areas identified in BCT's Title VI Program as predominately minority, low-income, or have high proportions of residents with limited English proficiency. All locations are directly accessible to BCT transit routes and some locations were selected due to the density of nearby transit routes and transfer activity.

<sup>2</sup> According to FTA C4702.1B, A transit provider may enact a service or fare change that is found to cause a disparate impact if the transit provider has a substantial legitimate justification for the proposed change and the transit provider can show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the transit provider's legitimate program goals.

<sup>3</sup> Appendix D: Public Outreach Plan

### Summary of Community Outreach Meeting Locations

Location	District	Bus Routes	Date	Type	Title VI	Limited English Proficiency
African-American Research Library and Cultural Center	9	40	7/21/18	Materials & Site Visit	Yes	No
Broward Central Terminal	7	1, 6, 9, 10, 11, 14, 20, 22, 31, 40, 50, 81, 60, US 1 Breeze	7/23/18 8/3/18	Materials & Site Visit	Yes	No
Broward College- Downtown Fort Lauderdale Campus	7	1, 11, 30, 40, US 1 Breeze	7/23/18	Materials & Site Visit	No	No
Florida Atlantic University- Downtown Fort Lauderdale Campus	7	1, 11, 30, 40, US 1 Breeze	7/23/18	Materials & Site Visit	No	No
Government Center East	7	1, 6, 9, 10, 11, 14, 20, 22, 31, 40, 50, 81, 60, US 1 Breeze	Ongoing	Materials Only	No	No
Government Center West	5	2, 12, 22, 81, 88	Ongoing	Materials Only	No	Creole
Judicial Complex/ Courthouse- 17 <sup>th</sup> Judicial Circuit of FL	7	1, 30, 40, US 1 Breeze	7/30/18 7/31/18	Materials & Site Visit	No	No
Tri-Rail/Amtrak Fort Lauderdale Station	9	22	7/23/18 7/24/18	Materials & Site Visit	Yes	Creole/ Spanish
West Regional Library	5	2, 12, 22, 30, 81, 88	Ongoing	Materials Only	No	Creole

The public hearing on the service proposal is scheduled before the Broward County Board of County Commissioners on October 23, 2018. The public hearing will be held at the Broward County Governmental Center in downtown Fort Lauderdale. This location is easily accessible to transit due to its proximity to the BCT Central Terminal. Public outreach notices will be posted, at major transfer locations, on-board buses, and online<sup>4</sup>. BCT will document all public comments received in relation to this service change proposal.

## LEP CONSIDERATIONS

On December 1, 2011, BCT adopted its Limited English Proficiency (LEP) Plan. The plan identified reasonable steps to provide language assistance for LEP persons seeking meaningful access to BCT service as required by Executive Order 13166. BCT has included efforts in the public outreach plan for this proposal that are designed to inform LEP Spanish, French Creole, and Portuguese speaking passengers. In

<sup>4</sup> Appendix E: Public Meeting Notices

accordance with the LEP plan, if route changes are approved BCT will provide detailed information about the change in formats accessible to our LEP passengers<sup>5</sup>.

## SERVICE CHANGE PROPOSAL

The Florida Department of Transportation (FDOT), in partnership with BCT will introduce a limited-stop service along Broward Boulevard, which will link western Broward County with employment centers in downtown Fort Lauderdale. The proposed service is scheduled for Spring 2018 and will originate from the cities of Sunrise and Plantation. Initial hours of operation will be during the weekday peak only. No midday or weekend service is proposed at the initial startup of service.

A description for the Title VI Major Service proposal is outlined in the table below:

### *Title VI Major Service Changes*

Route	Corridor	Description	Major Service Change?
122	Broward Boulevard	New limited-stop route	YES- Requires Service Equity Analysis

## METHODOLOGY

BCT uses a methodology consistent with FTA guidance in Circular 4702.1B to conduct service equity analyses. On-board survey data collected during the TDP major update in the 1<sup>st</sup> quarter of 2013 is the primary data source for all equity analyses<sup>6</sup>. New routes created after the 2013 survey effort use the US Census Bureau's American Community Survey 5-Year Estimates. The following steps are used in completing the Title VI Service Equity Analysis:

- I- The adverse effects of the service change are identified. Adverse effects include but are not limited to:
  - a. Route discontinuation
  - b. Segment elimination, truncation, or re-routing
  - c. Headway increases
  - d. Reduction of service span
- II- If adverse effects are identified BCT will outline steps taken to mitigate the impact of the service change.

<sup>5</sup> Appendix C: BCT LEP Context Map

<sup>6</sup> Appendix A: Demographic Analysis

- III- Routes with no adverse effects will also be identified. The service changes proposed on these routes will enhance or benefit riders.
- IV- The percentage breakdown of minority and low-income passengers from the on-board survey will be calculated and applied to the average weekday ridership for each route.
- V- The cumulative percentage of minority and low-income passengers will be calculated for two categories:
  - a. Routes changes with adverse effects (reductions)
  - b. Route changes without adverse effects (improvements)
- VI- The percentage deviation between the minority and low-income levels of each category are compared to the BCT systemwide average to determine if disparate impacts or disproportionate burdens result from the service change proposal<sup>7</sup>.
- VII- If disparate impacts or disproportionate burdens are found then alternatives are analyzed to see if legitimate program goals can be met with a less impactful proposal.

## DEMOGRAPHIC ANALYSIS

As Route 122 is a new route, FY 2016-2017 American Community Survey data was utilized to analyze the demographics of the census tracts along the proposed route alignment. Demographics for minority, low-income, age, and vehicle availability per household were examined. The results indicated that although Route 122 is predominantly minority (62%), the percentage deviation between the minority level for the total population along the proposed route compared to systemwide is not greater than the disparate impact or disproportionate burden threshold of -15%. The total households along the proposed route is not indicated to be low-income compared to total systemwide income. **This analysis concludes that the service change proposal to implement new service for Route 122- Broward Breeze will not cause disparate impacts or disproportionate burdens on Title VI protected populations. No additional analysis or alternatives are necessary to implement this service change.**

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<sup>7</sup> Note: For routes with adverse effects (reductions) the disparate impact or disproportionate burden threshold is 15% or greater. For routes without adverse effects (benefits) the disparate impact or disproportionate burden threshold is -15% or less.



## RESULTS

The service equity analysis found that the service change proposal **does not cause disparate impacts or disproportionate burdens on Title VI protected populations**<sup>8</sup>. No additional analysis or alternatives are necessary to implement this service change.

### *Disparate Impact and Disproportionate Burden Thresholds*

Service Change Proposal	Minority Deviation from System Average	Low-income Deviation from System Average
Route Changes with Adverse Effects (Reductions)	>15%	>15%
Route Changes without Adverse Effects (Improvements)	<-15%	<-15%

### *Title VI Service Equity Analysis Results*

Service Change Proposal	Minority Deviation from System Average	Disparate Impact?	Low-income Deviation from System Average	Disproportionate Burden?
Route Changes with Adverse Effects (Reductions)	N/A	N/A	N/A	N/A
Route Changes without Adverse Effects (Improvements)	1.0%	NO	2.3%	NO

## RECOMMENDATIONS

BCT is excited to implement the new route along Broward Boulevard which will provide additional service, connections, and travel options for the western communities into Downtown Fort Lauderdale. The results of the service equity analysis revealed that Route 122 does not have significant minority and low-income population compared to the systemwide population averages. BCT can conclude from this analysis that the service plan will not create disparate impacts of disproportionate burdens on our Title VI protected passengers. Furthermore, the new service is a continuation of BCT's commitment to providing safe and reliable transportation solutions that link people, connect communities, support employment and contribute to the overall economic growth of our region. BCT is comfortable that all requirements under FTA Circular 4702.1B have been satisfied to implement the service proposal.

<sup>8</sup> Appendix H: Service Equity Analysis Tables

## APPENDIX A: DEMOGRAPHIC ANALYSIS

There has been a significant change in the racial and ethnic makeup in Broward County between the 2000 and the 2010 US Census. As indicated by the 2010 US Census, Broward has become a “minority-majority” county. For the first time, the Non-Hispanic White population accounted for less than 50 percent of the total population. While the Non-Hispanic Black/African-American population still remains the largest minority group, it is now closely followed by the Hispanic population. The trend in Broward County reflects the national trend of an ever increasing minority population cohort.

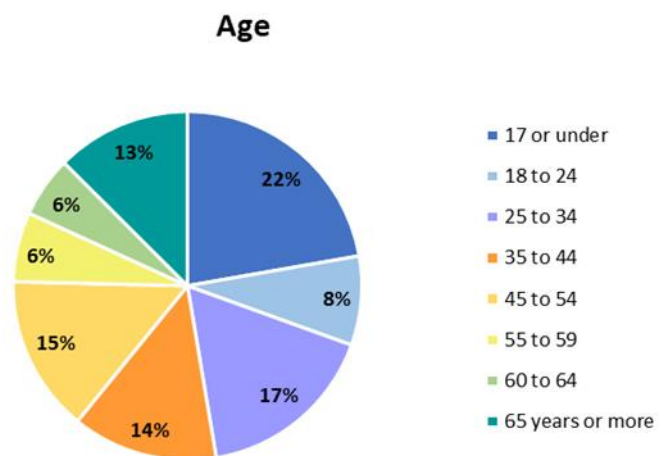
BCT uses a one-quarter mile buffer around local and limited stop routes to establish a service area. The 2016 BCT service area population is 1,979,248. The percentage of minorities in the service area is 61.9 percent and low-income population comprises 23.3 percent.

In 2018, BCT conducted a major update of the 10-year Transit Development Plan (TDP). A significant portion of the TDP was focused on generating an updated BCT rider demographic profile. A total of 7,199 passenger surveys were collected on-board BCT routes during the second quarter of 2018. The system-wide results of the on-board survey are statistically significant with greater than 95% confidence and margin of error of  $\pm 3$  percent. Additional information about the on-board survey effort and findings can be found in the BCT Connected 2019-2028 Transit Development Plan<sup>9</sup>. On-board survey data was used for trip purpose and frequency of use. As the Broward Breeze is a new route, American Community Survey data 5-Year 2012-2016 data was used for Age, Ethnic Origin, Income, and Number of Vehicles in a Household.

A demographic summary of the Broward Breeze limited-stop route service is provided below:

### Age

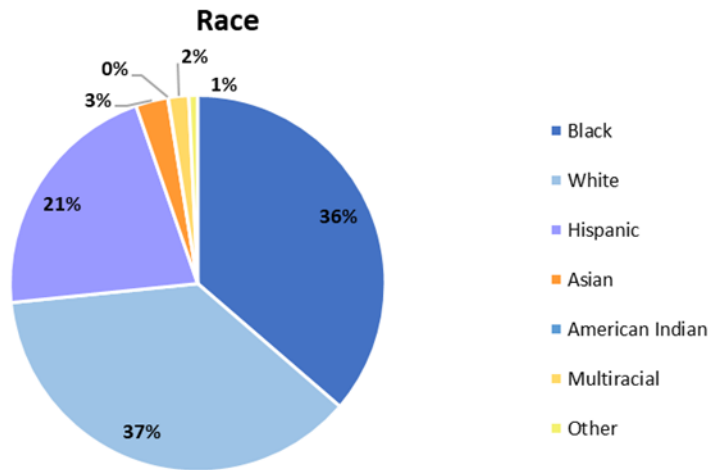
Over 65 percent of the total population within the census tracts along the Broward Breeze alignment are between the ages of 18-64. Twenty-two (22) percent were under the age of 17 and 13 percent are over the age of 65. The percentage of 65+ transit passengers is below the systemwide proportion in the same age range.



<sup>9</sup> BCT Connected Transit Development Plan: <http://www.broward.org/bct/pages/transitdevelopmentplan.aspx>

**Ethnic Origin**

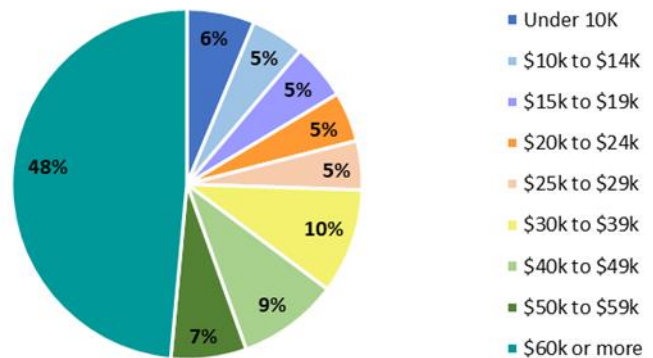
Minorities comprise over 80 percent of the total population systemwide. Based on the analysis of census tracts along the Broward Breeze alignment, minorities make up 63 percent of the total population; 36 percent are Black/African American, 21 percent Hispanic, 5 percent Asian, American Indian, Multiracial or other. Non-Hispanic White passengers comprise 37 percent of the total population along the census tracts.



**Income**

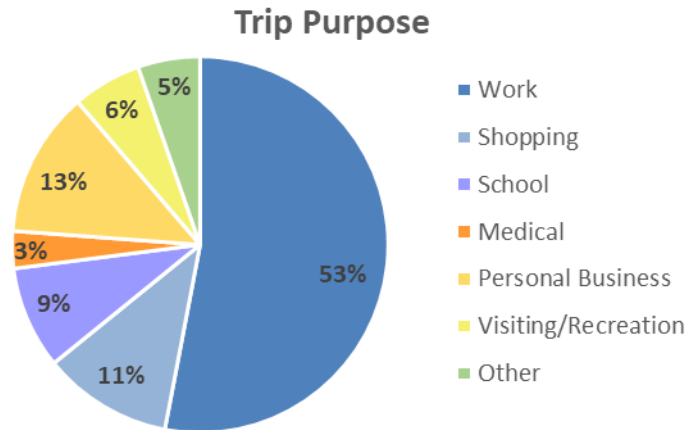
Over 65 percent of total reported household income systemwide is below \$24,000 per year. The percentage of households within the census tracts along the Broward Breeze alignment is below the systemwide proportion at 21 percent.

**Annual Household Income**



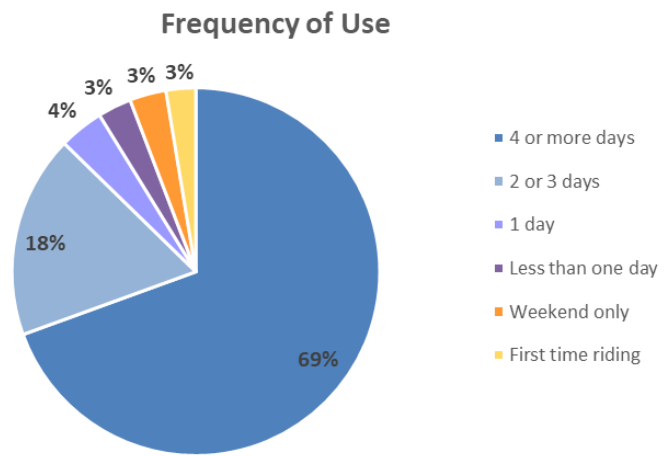
**Trip Purpose**

Over 53 percent of the respondents in the on-board survey, use BCT primarily for work, with personal business following with 13 percent and shopping at 11 percent.



**Frequency of Use**

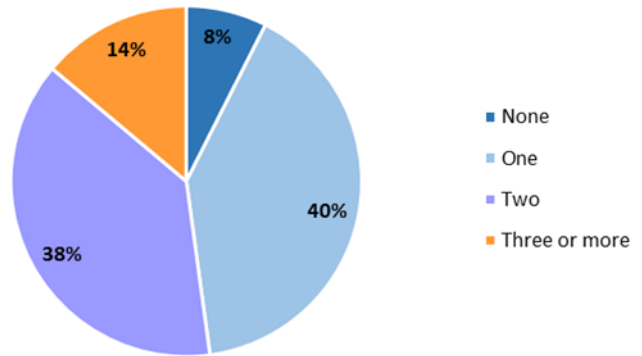
The average BCT rider is a frequent user of the system with around 69 percent of passengers using the system 4 or more days per week. Over 87 percent of riders use BCT at least 2 days per week.



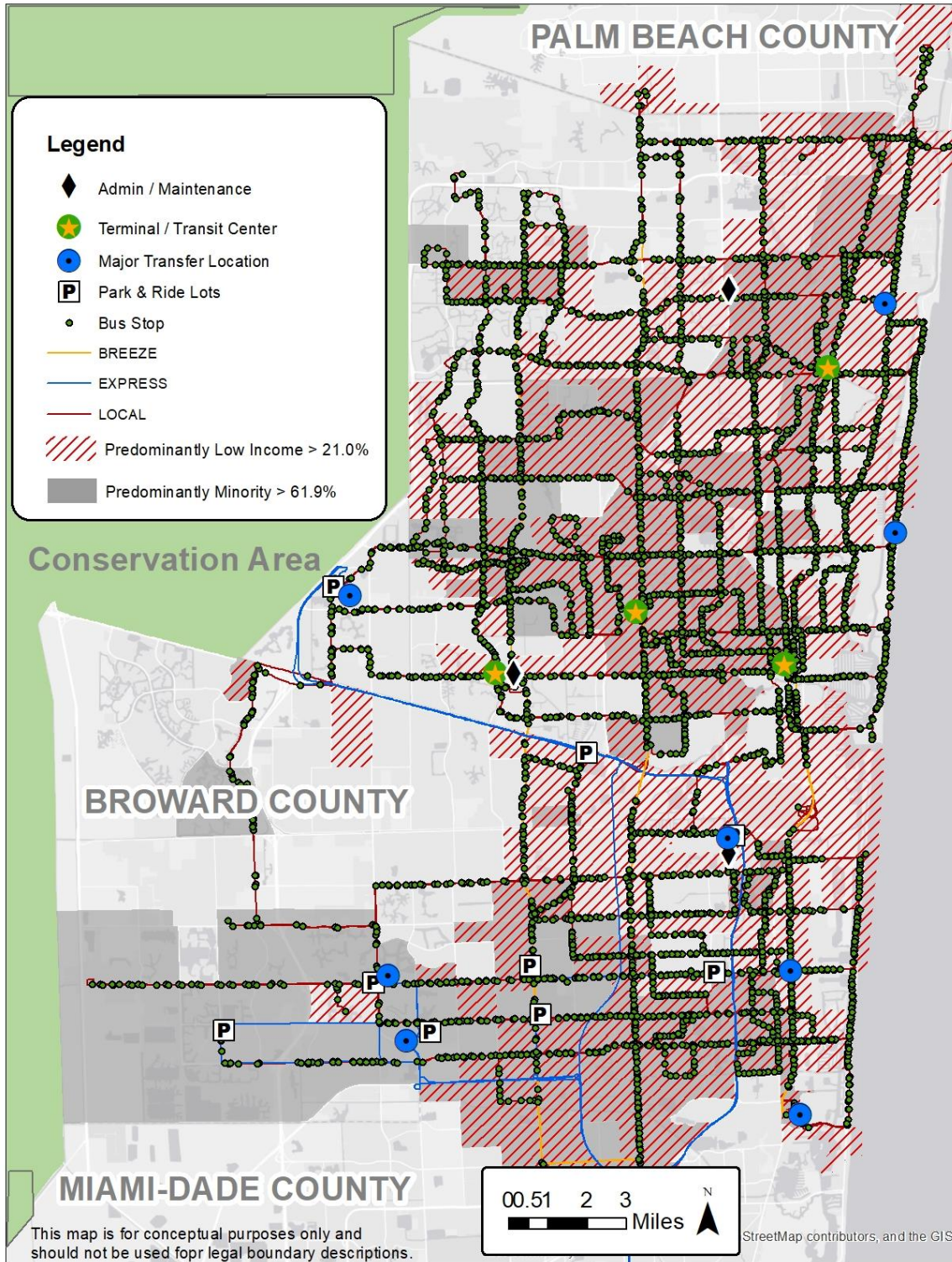
### Number of Vehicles in Household

Nearly 8 percent of total households within the census tracts along the Broward Breeze alignment have no motor vehicles available.

### Motor Vehicles per Household

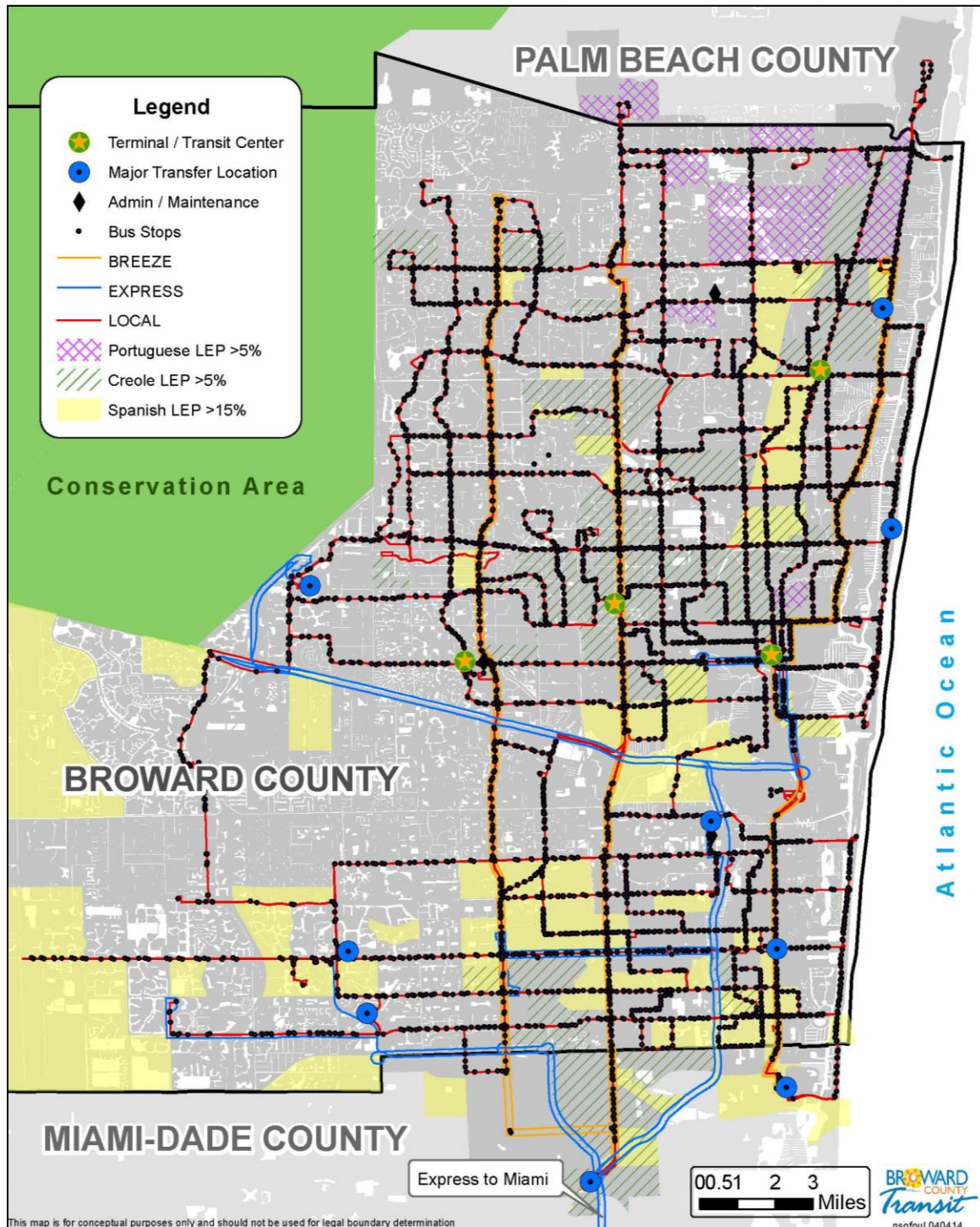


# APPENDIX B: BCT TITLE VI CONTEXT MAP





# APPENDIX C: BCT LEP CONTEXT MAP



## APPENDIX D: PUBLIC OUTREACH PLAN

The following public outreach activities were conducted for the dissemination of information and to provide for public comments and participation in the decision-making process on the proposed service changes beginning operation in January 2019.

### I. Educational Outreach

- Flyers and Rack Cards: Provided detailed information on proposed service changes and the public hearing date/location.
- Bus Terminal Signage: Placed at all bus terminals
- Seat drops: Placed on proposed service change bus routes
- Customer Service Center: Recorded Message-on-Hold
- Posters: Displayed at various public meeting locations

### II. Community Meetings

Public information meetings were held in advance of the public hearing and prior to effective date of service changes at various locations and to demographically-diverse audiences. The meetings provided information on the proposed service changes and allowed for public comment through a question-and-answer segment. A designated e-mail and postal address were provided for public comment submission.

The public information meetings were held at the following locations along various BCT bus routes (see Appendix I).

- African-American Research Library and Cultural Center, Fort Lauderdale
- Tri-Rail / Amtrak FTL Station, Fort Lauderdale
- Broward County Bus Terminal, Fort Lauderdale
- Florida Atlantic University / Broward College Educational Complex, Fort Lauderdale
- Courthouse Complex – 17<sup>th</sup> Judicial Circuit of Florida, Fort Lauderdale
- Main Library – Fort Lauderdale
- Government Center East, Fort Lauderdale
- Sawgrass Mills Mall – Sunrise
- Broward Health Medical Center – Fort Lauderdale

### III. Social Media

- Website – notice posted with link to service change information page
- Facebook - same as above
- Transit Flash e-newsletter – sent to database of more than 8,700 passenger subscribers

### IV. Media and Advertisements

- Press Releases – announcing public hearing and details on proposed service changes
- Newspaper Advertisements



## APPENDIX E: PUBLIC MEETING NOTICES



### NOTICE OF PUBLIC HEARING BROWARD BREEZE ROUTE

BROWARD COUNTY, FL – The Broward County Commission will hold a public hearing at 10AM on Tuesday, October 23, 2018 at the Broward County Governmental Center, Room 422, 115 South Andrews Avenue, Fort Lauderdale, to receive public input on Broward County Transit (BCT) proposed new limited-stop fixed-bus service along Broward Boulevard between Sunrise and downtown Fort Lauderdale, the Broward Breeze. If no revisions are made to the service plan, this route will become final.

If approved, the proposed new route supports the Board's Visions and Values for "Cooperatively delivering an efficient and accessible regional intermodal transportation network" and "Consistently delivering responsive, efficient, quality services to the public and internal customers."

Following is a description of the proposed new route:

**This proposed new service will travel westbound and eastbound, giving customers access to employment, education centers, appointments, and entertainment venues in Sunrise, Plantation, and downtown Fort Lauderdale. The hours of operation will be weekday peak directional and the buses will be 42-foot Bus Rapid Transit (BRT) style NABI vehicles equipped with wi-fi. The Broward Breeze will run every 30 minutes on weekdays only, with service from 5:40 AM to 10:16 AM and 4:05 PM to 8:46 PM. The service will begin operation in January 2019.**

Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons with disabilities who require assistance should notify BCT at (954) 357-8481 or phone the TDD line at (954) 357-8302 at least 2 business days in advance of the meeting.

If you are unable to attend the public hearing, send your written comments to:

Broward County Transit, Customer Relations and Communications  
1 North University Drive, Suite 2401B  
Plantation, FL 33324

Or, send comments online at [Broward.org/BCT](http://Broward.org/BCT) and click on "Contact Us."



## Notice of Public Hearing: Broward Breeze Route

**The Broward County Commission Will Hold a Public Hearing, 10AM on October 23rd, on Proposed New Limited-Stop Fixed Bus Service Along Broward Boulevard**

If approved, the proposed new route will travel westbound and eastbound, giving customers access to employment, education centers, appointments, and entertainment venues in Sunrise, Plantation, and downtown Fort Lauderdale. The hours of operation will be weekday peak directional and the buses will be Bus Rapid Transit (BRT) style vehicles equipped with wi-fi. The Broward Breeze will run every 30 minutes on weekdays only, with service from 5:40 AM to 10:16 AM and 4:05 PM to 8:46 PM. The service will begin operation in January 2019.

**[For more information about this public hearing, click here.](#)**

If you are unable to attend the public hearing, send your written comments to:

Broward County Transit, Customer Relations and Communications, 1 North University Drive, Suite 2401-B, Plantation, FL 33324

*This proposed new route supports the Board's Visions and Values for "Cooperatively delivering an efficient and accessible regional intermodal transportation network" and "Consistently delivering responsive, efficient, quality services to the public and internal customers."*



**PUBLIC HEARING TO BE HELD OCTOBER 23<sup>RD</sup> ON PROPOSED NEW BUS SERVICE ALONG BROWARD BOULEVARD**

*The new 'Broward Breeze' service will travel between Sunrise and downtown Fort Lauderdale with only 10 stops*

**Broward County, FL** – The Broward County Commission will hold a public meeting at **10AM** on **Tuesday, October 23, 2018**, at the Broward County Governmental Center, Room 422, 115 South Andrews Avenue, in downtown Fort Lauderdale, to receive public input on Broward County Transit's (BCT) proposed new limited-stop fixed-bus service along Broward Boulevard between Sunrise and downtown Fort Lauderdale, named the **Broward Breeze**.

If no revisions are made to the service plan, this route will become final.

This proposed new service will travel westbound and east bound, giving customers access to employment, education centers, appointments, and entertainment venues in Sunrise, Plantation, and downtown Fort Lauderdale. The hours of operation will be weekday peak directional and the buses will be Bus Rapid Transit (BRT) style vehicles equipped with wi-fi. The Broward Breeze will run every 30 minutes on weekdays only, with service from 5:40 AM to 10:16 AM and 4:05 PM to 8:46 PM. The service will begin operation in January 2019.

If approved, the proposed new route supports the Board's Visions and Values for "Cooperatively delivering an efficient and accessible regional intermodal transportation network" and "Consistently delivering responsive, efficient, quality services to the public and internal customers."

Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons with disabilities who require assistance should notify BCT at (954) 357-8481 or phone the TDD line at (954) 357-8302 at least two business days in advance of the meeting.

Customers who are unable to attend the public hearing, may send their written comments to: Broward County Transit, Customer Relations and Communications, 1 North University Drive, Suite 2401-B, Plantation, FL 33324; or send an email to: [CSERVICE@broward.org](mailto:CSERVICE@broward.org).

For more information about BCT visit [Broward.org/BCT](http://Broward.org/BCT).

**About Broward County Transit**

*Broward County Transit (BCT) provides safe, reliable and economical bus transportation via fixed route, express, community bus and paratransit services to its customers. Serving nearly 36 million rides to customers annually, BCT operates 44 routes within 410 square miles of Broward County, and provides service to parts of Miami-Dade and Palm Beach counties.*

**DATE:** October 5, 2018

**CONTACT:** Gwen Belton, Transit Manager, Marketing/Customer Relations/Communications

**PHONE:** 954-357-8366

**EMAIL:** [gbelton@broward.org](mailto:gbelton@broward.org) ##END##

employment and contribute to the overall economic growth of our region.

**Broward**  
**BREEZE** *Coming Soon!*

A Faster Limited-Stop Service >  
On Broward Boulevard

Rider Alerts and Service Changes  
View BCT Rider Alerts, Detours and Service Changes  
DETAILS

TOPS Program  
Includes our Paratransit and Bus Pass programs  
LEARN MORE

Plan a Trip | Maps and Schedules | Fares and Passes | Rider Guides | Veterans | Accessibility Services/ADA | News

Broward County < Broward County Transit

QUICK LINKS

- Penny for Transportation
- Community Bus
- Paratransit
- Accessibility/ADA
- Title VI
- Maps & Schedules

broward.org/BCT/Pages/BrowardBreeze.aspx

**TRANSIT NEWS**

**Notice of Public Hearing: Broward Breeze Route**

The Broward County Commission will hold a public hearing at 10AM on Tuesday, October 23, 2018 at the Broward County Governmental Center, Room 422, 115 South Andrews Avenue, Fort Lauderdale, to receive public input on Broward County Transit (BCT) proposed new limited-stop fixed-bus service along Broward Boulevard between Sunrise and downtown Fort Lauderdale, the Broward Breeze. If no revisions are made to the service plan, this route will become final. [Click here for more information.](#)

All BCT buses will be retrofitted by September 2018 with mobile-friendly fareboxes. The new fareboxes will make travel easier and more convenient for customers who will eventually be able to purchase a bus pass using their smartphone. The new fareboxes can process various forms of payments including mobile tickets, smart cards, and cash. Customers will also be able to connect with all South Florida Transportation systems.

This summer, we added 30 new MCI Commuter Coaches to our fleet. The new buses are being integrated into the Express Bus Service to improve your transit experience. Other buses will be used, on a limited bases, for the Express Service, to ensure we get you where you're going, when one of the new MCI Commuter Coaches is scheduled for maintenance. BCT continues to improve services to meet the needs of our customers and the growing demand for public transportation. If you're an Express Bus Service customer, we'd like to hear from you about your experience on the new MCI Commuter Coaches. Email us at [BCTMarketing@Broward.org](mailto:BCTMarketing@Broward.org).

**What We Do**

Broward County Transit (BCT) provides fixed route bus, express and community buses and paratransit – door-to-door – services in Broward County. Our mission is to provide safe and reliable transportation solutions that link


**LINKS**

- System Map >
- Rider's Choice Program >
- Community Bus Service >
- Lost and Found >
- ADA Notice of Compliance >
- ADA Policy >





Posts

 **Broward County Transit** 19 mins · 🌐

The Broward County Commission will hold a public hearing at 10AM on Tues., Oct. 23rd regarding the proposed new limited-stop fixed bus service along Broward Boulevard.

If approved, the proposed new route will travel westbound and eastbound, giving customers access to employment, education centers, appointments, and entertainment venues in Sunrise, Plantation, and downtown Fort Lauderdale.

The hours of operation will be weekday peak directional and the buses will be Bus Rapid Transit (BRT) style vehicles equipped with wi-fi.

The Broward Breeze will run every 30 minutes on weekdays only, with service from 5:40 AM to 10:16 AM and 4:05 PM to 8:46 PM. The service will begin operation in January 2019.

For more information, visit <http://www.broward.org/BCT/Pages/PublicHearing.aspx>

If you are unable to attend the public hearing, send your written comments to: Broward County Transit, Customer Relations and Communications, 1 North University Drive, Suite 2401-B, Plantation, FL 33324.

This proposed new route supports the Board's Visions and Values for "Cooperatively delivering an efficient and accessible regional intermodal transportation network" and "Consistently delivering responsive, efficient, quality services to the public and internal customers."



**Notice of Public Hearing:  
Broward Breeze Route**

The Broward County Commission Will Hold a Public Hearing at 10AM on October 23<sup>rd</sup> on Proposed New Limited-Stop Fixed Bus Service Along Broward Boulevard

If approved, the proposed new route will travel westbound and eastbound, giving customers access to employment, education centers, appointments, and entertainment venues in Sunrise, Plantation, and downtown Fort Lauderdale. The hours of operation will be weekday peak directional and the buses will be Bus Rapid Transit (BRT) style vehicles equipped with wi-fi. The Broward Breeze will run every 30 minutes on weekdays only, with service from 5:40 AM to 10:16 AM and 4:05 PM to 8:46 PM. The service will begin operation in January 2019.

For more information about this public hearing, [click here](#).

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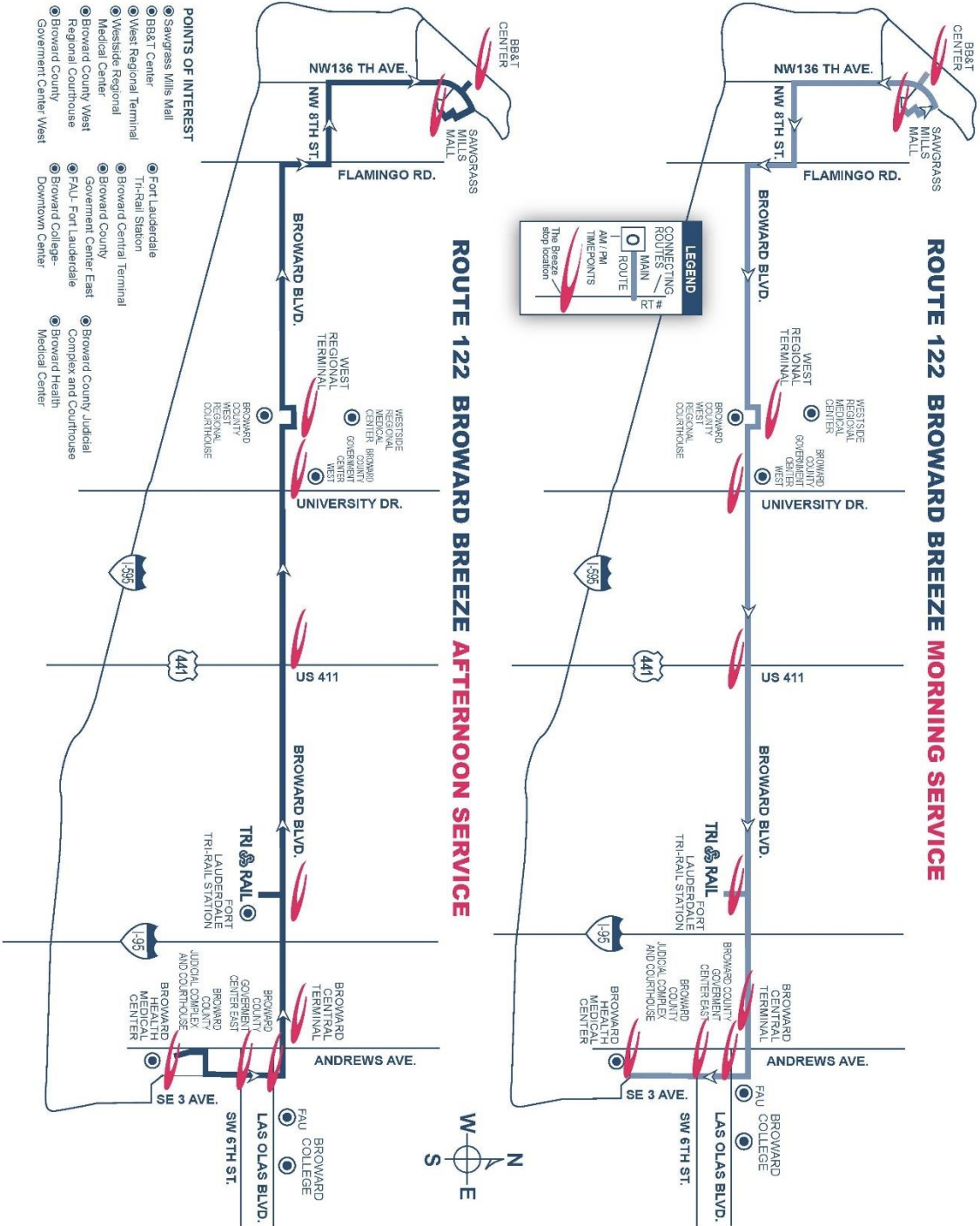
**Tweets   Tweets & replies   Media**

 **BrowardCountyTransit** @BrowardTransit · 5m ▼

The Broward County Commission will hold a public hearing at 10AM on October 23rd on proposed new limited-stop fixed bus service along Broward Blvd. For more information, visit [broward.org/BCT/Pages/Publ...](http://broward.org/BCT/Pages/Publ...)

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# APPENDIX F: BROWARD BREEZE MAP



# APPENDIX G: BROWARD BREEZE PROPOSED SCHEDULES

BCT  
Vehicle schedule: MVS122 Weekday Scenario: 4 Final Version of Breeze Route 122

Headway Report

Effective: 01/15/2017  
Booking: PAULSFALL

Route:	122	Broward Breeze - Sawgrass to Broward Gen																	
Garage:	ravens	Ravenswood Garage pulls																	
Direction:	East - West																		
Block	From	Nde	SAWG	WEST	BROW	TRL	BROW	GNRL	BROW	GNRL	ADRW	BROW	TRL	BROW	WEST	SAWG	Nde	To	
122-01	( 500a)		540a	601a	611a	625a	635a	649a											( 908a)
122-02	( 530a)		610a	632a	644a	657a	707a	721a											( 932a)
122-03	( 555a)		640a	706a	717a	730a	740a	754a											( 948a)
122-04	( 625a)		710a	738a	754a	810a	823a	833a											( 948a)
122-05	( 650a)		735a	803a	817a	836a	847a	857a											( 948a)
122-01			805a	829a	843a	853a	903a	913a											( 1016a)
122-02			840a	901a	913a	923a	931a	941a											( 1016a)
122-03			910a	933a	947a	959a	1006a	1016a											( 1051a)
122-06	( 330p)																		( 728p)
122-07	( 400p)																		( 750p)
122-08	( 430p)																		( 823p)
122-09	( 500p)																		( 853p)
122-10	( 530p)																		( 926p)
122-06																			
122-07																			
122-07																			
122-08																			



## APPENDIX H: SERVICE EQUITY ANALYSIS TABLES

### Minority Demographic Table

Race/Ethnicity	Proposed Route 122	BCT Systemwide Average
Black/ African American	36.3%	30.0%
White	37.1%	38.1%
Hispanic	21.3%	26.3%
Asian	2.8%	3.2%
American Indian	0.1%	0.2%
Multiracial	1.7%	1.7%
Other	0.8%	0.5%
<b>Total Minority</b>	<b>62.9%</b>	<b>61.9%</b>
<b>Predominantly Minority?</b>	<b>YES</b>	<b>N/A</b>

Source: FY 2012- 2016 American Community Survey

### Low-Income Demographic Table

Household Income	Proposed Route 122	BCT Systemwide Average
Under \$10K	6.2%	7.1%
\$10K	4.9%	5.1%
\$15k to \$19,999	5.2%	5.6%
\$20k to \$24,999	4.6%	5.6%
\$25k to \$29,999	4.5%	5.4%
\$30k to \$39,999	9.7%	10.2%
\$40k to \$49,999	9.3%	9.4%
\$50k to \$59,999	7.0%	8.0%
\$60k or more	48.5%	43.6%
<b>Less than \$25k</b>	<b>21.0%</b>	<b>23.3%</b>
<b>Predominantly Low-Income?</b>	<b>NO</b>	<b>N/A</b>

### Title VI Major Service Changes – Disparate Impact Assessment Table

Route	Service Type	Adverse Effects?	Description	Minority Percentage	Systemwide Average	Deviation from Systemwide Average	Disparate Impact?
122	Limited-Stop	None	New service	62.9%	61.9%		
Total <sup>10</sup>						<b>1.0%</b>	<b>NO</b>

Source: FY 2012-2016 American Community Survey data

\* New Route: In lieu of on-board survey data, demographics are based on US Census American Community Survey 5-Year Estimates

### Title VI Major Service Changes – Disproportionate Burden Assessment Table

Route	Service Type	Adverse Effects?	Description	Low-income Percentage	Systemwide Average	Deviation from Systemwide Average	Disparate Impact?
122	Limited-Stop	None	New service	21.0%	23.3%		
					Total <sup>10</sup>	<b>-2.3%</b>	<b>NO</b>

Source: FY 2012-2016 American Community Survey data

\* New Route: In lieu of on-board survey data, demographics are based on US Census American Community Survey 5-Year Estimates

<sup>10</sup> Route Changes without Adverse Effects (Improvements)



**PROTECTIONS OF TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 AS AMENDED**

Any person or group(s) who believes that they have been subjected to discrimination because of race, color, or national origin, under any transit program or activity by Broward County Transit (BCT), may call (954)357-8481 to file a Title VI discrimination complaint or write to Broward County Transportation Department, Compliance Manager, One N. University Dr., Ste 3100A, Plantation, Florida 33324

## APPENDIX I: Public Outreach Campaign

[See Attachment Document]

# Public Outreach Campaign for the All New Broward Breeze

July – August 2018



# Marketing Materials

To introduce the new bus route and provide printed materials to attract and educate customers, several pieces of marketing collateral was created that included: a tri-fold brochure in three languages (English, Creole and Spanish), tabletop signs, large posters for the customer service booths and A-Frame signs at the bus terminals, digital signage for social media, internal TV monitors, the employee intranet, an interior bus placard.



A-Frame & Tabletop Signage



BCTV Slide and Transit Internal Monitors



Brochures in English, Creole and Spanish



# Face-to-Face Customer Activities





# African-American Research Library and Cultural Center

2650 Sistrunk Blvd., FTL 33311

SATURDAY, JULY 21, 2018

This location was selected for its Title VI designation, its close proximity to Broward Blvd., and the diverse audience this library tends to attract.

BCT was one of several vendors attending the library's annual South Florida Bookfest. Our outdoor table was visited by 30-40 existing and potential transit customers. This was the first event BCT staff attended to begin promoting the new Broward Breeze bus route.



# Tri-Rail/Amtrak FTL Station

200 SW 21<sup>st</sup> Terrace  
Fort Lauderdale 33312

Monday, JULY 23 & TUESDAY, JULY 24

Outreach staff from BCT and Tri-Rail collaborated to host this customer-focused event. Staff greeted customers as they departed from bus route 22 and the Tri-Rail F1 Shuttle. Customers were excited to learn of a new bus route that would get them to the train station faster from downtown FTL.

In early July, BCT made a formal request to SFRTA/Tri-Rail officials seeking permission to be on the property for two consecutive days: morning and afternoon rush hour.

100 customers reached.





# Broward Central Bus Terminal

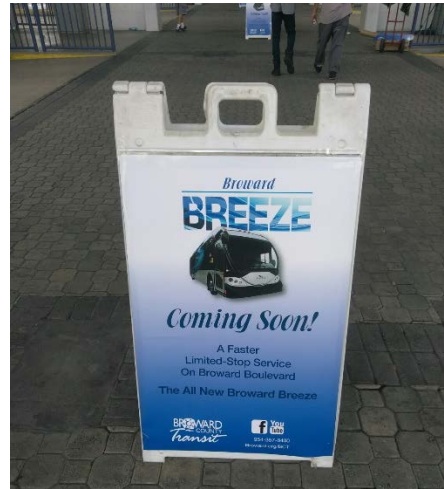
101 NW 1<sup>st</sup> Ave., FTL 33301

MONDAY, JULY 23, 2018

A visit was made to this location as this is one of the primary stops for the new Breeze route, and the first stop of the existing Route 22.

Both customers and bus operators asked numerous questions about the new route, such as the service frequency, alignment, the possibility of additional stops being added after the Tri-Rail station stop and between 441/SR 7 and University Drive.

Bus operators asked about the type of buses that will be used and why the alignment was planned for one direction in the morning and afternoon. The operators were informed that the last three trips in the AM and PM times would be bi-directional.





# Florida Atlantic University/Broward College Educational Complex

111 E. Las Olas Boulevard  
Downtown FTL 33301

**MONDAY, JULY 23, 2018**

This location was selected for its proximity to the Central Bus Terminal and Broward Health Medical Center, and the likelihood that a bus stop will be placed within short walking distance to the campus.

On the day of this visit, the schools summer session was wrapping up and many students were scheduled for final exams the entire week. however, the school's administrator insisted this is the best time to visit but many students would have just enough time to pickup a brochure and move along.

Less than 10 students and faculty visited our table. Several quantities of the Breeze brochure, System Map and the Transit Fares rack card were left with the student advisors.

*Broward*

**BREEZE**



**BROWARD COUNTY**  
*Transit*

**MyRide**.BROWARD.org



# Courthouse Complex - 17<sup>th</sup> Judicial Circuit of Florida

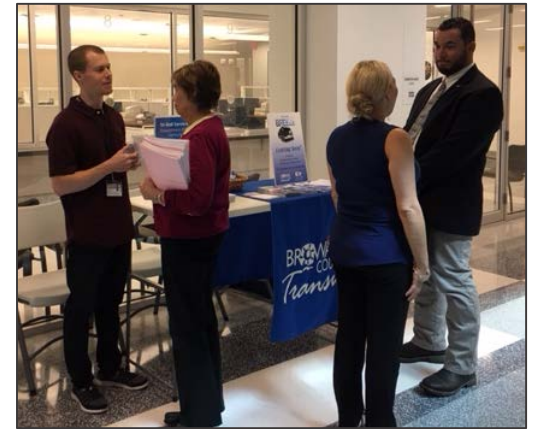
201 SE Sixth Street  
Downtown FTL 33301

**MONDAY, JULY 30<sup>TH</sup> & TUESDAY,  
JULY 31<sup>ST</sup>**

There are two separate courthouse wings at this location. The first day our team hosted a table on the first floor lobby of the East wing and recently built courthouse. There was a lot of foot traffic and our table was placed directly in front of the Clerk of Courts Traffic Division. Several transit customers visit this courthouse and use Routes 30, 40 and the US1 Breeze to travel there.

The following day, we were assigned to the older wing, and experienced several interactions from customers who inquired about getting from Miami-Dade to this courthouse. A few customers were excited to learn about the new Breeze route and plan to use to travel to work from west Sunrise and Plantation.

We reached 130 customers on both days.





# Broward County Main Library

100 S. Andrews Ave., FTL 33301

**AUGUST 2018 – DISTRIBUTION ONGOING**

This is not a Title VI location but was recommended by the Breeze Project Manager.

Two-hundred brochures for each language were placed in the informational displays in the library's first floor lobby where other transit materials are currently available.

Also a tabletop sign announcing the Broward Breeze was placed at the Circulation Desk.



**Governmental Center East**  
115 S. Andrews Ave., FTL 33301

**Government Center West**  
1 N. University Dr., Plantation  
33324

**AUGUST 2018 – DISTRIBUTION ONGOING**

This is not a Title VI location but was recommended by the Breeze Project Manager.

Brochures and signage will be placed accordingly.





# Sawgrass Mills Mall

12801 W. Sunrise Blvd., FTL 33323

**AUGUST 2018 – DISTRIBUTION ONGOING**

A visit to this location to distribute the Breeze brochures has been pending approval from the mall's General Manager since early July.

The mall's business manager has pitched staff on an advertising buy, which is too costly for CR&C's budget.

To remedy the situation, CR&C's public outreach coordinator will board the Rt. 22 bus to Sawgrass Mills, and distribute the brochures while onboard as customers get on/off the bus.



# Broward Health Medical Center

1608 SE Third Ave., FTL 33301

AUGUST 2018 – DISTRIBUTION ONGOING

This is another location with a pending visit, as our public outreach coordinator has left repeated messages for the hospital's PR representative.

To remedy the situation, CR&C's public outreach coordinator will board either the Rt. 1 or US 1 Breeze, and provide brochures while onboard as customers get on/off the bus near the hospital.

