

# BROWARD COUNTY TRANSIT SERVICE CHANGE

SERVICE EQUITY ANALYSIS FOR 2019  
MOBILITY ADVANCEMENT PROGRAM (MAP)  
FIXED-BUS SERVICE IMPROVEMENTS

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  
Service Plan Prepared  
May 2019



# Contents

INTRODUCTION..... 1

ABOUT BROWARD COUNTY TRANSIT ..... 1

DEFINITIONS..... 2

SERVICE EQUITY ANALYSIS..... 2

    MAJOR SERVICE / FARE CHANGE ..... 3

    PUBLIC PARTICIPATION ..... 3

    LEP CONSIDERATIONS..... 4

    SERVICE CHANGE PROPOSAL ..... 4

METHODOLOGY ..... 6

DEMOGRAPHIC ANALYSIS..... 7

RESULTS ..... 8

RECOMMENDATIONS ..... 10

APPENDIX A: DEMOGRAPHIC ANALYSIS ..... 12

APPENDIX B: BCT TITLE VI CONTEXT MAP ..... 16

APPENDIX C: BCT LEP CONTEXT MAP ..... 17

APPENDIX D: PUBLIC OUTREACH PLAN ..... 18

APPENDIX E: PUBLIC MEETING NOTICES ..... 22

APPENDIX F: SERVICE PROPOSAL MAPS ..... 23

APPENDIX G: SERVICE EQUITY ANALYSIS TABLES ..... 36

APPENDIX H: MARKETING CAMPAIGN MATERIAL ..... 40



## 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 MAP's first year improvement of transit service which promotes connectivity and expands the availability of multimodal transportation within the confines of the plan, effective Summer and Fall 2019. 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 shuttle, 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 February 2019, BCT operates 35 fixed routes, 4 limited-stop (Breeze) routes, 5 express routes, and 55 community shuttle routes with a fixed-route fleet of approximately 352 vehicles. The fixed-route, commuter express, and community shuttle services currently provide more than 31.3 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 15.1 million fixed route revenue miles per year at 25.2 passengers per hour and \$3.96 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 2017 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 (BoCC). The plan includes Community Outreach & Meetings, Social Media, Print Media, and Radio Media. At least nine community outreach meetings will be scheduled, in each commission district. The meetings will be 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 will be directly accessible to BCT transit routes and some locations will be selected due to the density of nearby transit routes and transfer activity<sup>3</sup>.

The public hearing on the service proposal is scheduled before the Broward County Board of County Commissioners on June 11, 2019. 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

<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

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 speaking passengers. In 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 proposed changes to the Broward County Transportation Department (BCT) fixed route bus service reflect the MAP's first year improvement of transit service which promotes connectivity and expands the availability of multimodal transportation within the confines of the plan. This proposal provides improvements to Routes 4, 12, 15, 16, 19, 23, 31, 55, 56, 62, 88, 101, and proposed new Route 8 on Taft Street, which are within the confines of the FY 2019 MAP budget. These routes currently provide 18.8% of BCT's total system ridership. Maps of the proposed routes are attached in Appendix F: Service Proposal Maps. These proposed changes are based on a combination of planned MAP FY 2019 service improvements which restore discontinued service for increased access to transit, improve frequency for better service through the reduction of service headways, and expand service to maximize transit connectivity and coverage.

Service was reduced in October 2010, during the recession due to budgetary cuts and fiscal constraints on routes 2, 4, 5, 6, 7, 9, 10, 11, 14, 16, 20, 22, 28, 30, 31, 40, 42, 48, 50, 60, 81, 83, and 88; with the elimination of service on Taft Street. The first few years of the MAP plan intends to restore this service to improve frequency throughout the system for better service to BCT riders.

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

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

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

*Title VI Major Service Changes*

Route	Corridor	Description	Major Service Change?
4	Hallandale Beach to Fort Lauderdale/Hollywood Airport Tri-Rail via A1A	Reduction of weekday peak headways from 52 to 34 minutes; reduction of Saturday headways from 51 to 45 minutes.	YES- Requires Service Equity Analysis
8	Taft	Implementation of new service from Young Circle to Pembroke Lakes Mall with 40-minute headways on weekdays, Saturday and Sunday, representing restoration of service from 2010 budgetary cuts.	YES- Requires Service Equity Analysis
12	West Regional Terminal to North Beach Park, Sheridan	Route realignment to provide more direct service for transit riders to the Westfield Broward Mall. Reduction of weekday peak headways from 58 to 30 minutes. Saturday and Sunday service headways reduced from 50 to 45 minutes.	YES- Requires Service Equity Analysis
15	Griffin to County Line	Reduction of weekday peak service headways from 60 to 30 minutes; implementation of midday and evening service at 45-minute headways; restoration of Saturday and Sunday service at 45-minute headways.	YES- Requires Service Equity Analysis
16	Stirling	Reduction of midday service from 60 to 33-minute headways; reduction of Saturday service from 60 to 45-minute headways; restoration of Sunday service at 45-minute headways all day.	YES- Requires Service Equity Analysis
19	US-441/ SR-7	Service improvement to extend every Saturday trip to Boca Raton to match weekday service; implements Sunday service to Boca Raton at 15 minute headways. Service headways to Boca Raton on Saturdays reduced from 30 to 15 minutes.	YES- Requires Service Equity Analysis
23	Pembroke Lakes Mall to Sawgrass Mills Mall	Reduction of weekday peak headways from 45 to 30 minutes; restoration of weekday midday and evening service at 45-minute headways; restoration of Saturday and Sunday service at 40-minute headways.	YES- Requires Service Equity Analysis

31	NW 31 Avenue and Lyons	Reduction of weekday peak headways from 30 to 20 minutes; reduction of Saturday service from 50 to 30-minute headways.	YES- Requires Service Equity Analysis
55	Commercial	Reduction of weekday peak headways from 30 to 20 minutes; reduction of Saturday service headway from 45 to 30 headways.	YES- Requires Service Equity Analysis
56	Welleby Plaza to Jacaranda Plaza	Extension of service to Broward Mall; reduction of weekday peak headways from 60 to 30 minutes; restoration of weekday evening service at 45-minute headways; restoration of Saturday and Sunday service at 45-minute headways.	YES- Requires Service Equity Analysis
62	Westview& University to McNab and US-1	Reduction of weekday peak headways from 40 to 20 minutes; weekday midday service reduced from 40 to 20 headways; Saturday and Sunday service reduced from 60 to 30 headways.	YES- Requires Service Equity Analysis
88	Pine Island/ Coral Springs	Reduction of weekday peak service from 43 to 30-minute headways; weekday midday service from 40 to 37-minute headways; restoration of Saturday and Sunday service at 42-minute headways.	NO- Does not requires Service Equity Analysis
101	US-1	Increase weekday service span.	NO- Does not 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 2<sup>nd</sup> quarter of 2018 is the primary data source for all equity analyses<sup>6</sup>. New routes created after the 2018 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

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

- 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.
  - 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

On-board survey data for minority, low-income, age, trip purpose, frequency of use and vehicle availability per household were examined as shown in Appendix A, Demographic Analysis. A Service Equity Analysis was conducted on minority and low-income ridership of the route compared to BCT systemwide averages, as shown in Appendix H. The results indicated that although several routes were Title VI Predominantly Minority or Title VI Predominantly Low-Income Routes, the percentage deviation between the minority and low-income levels for the reported ridership on the route compared to systemwide is not greater than the disparate or disproportionate impact burden threshold of -15%. **This analysis concludes that the service change proposal to implement the first programmed year for the MAP plan will not cause disparate impacts or disproportionate burdens on Title VI protected populations.**

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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 equity analysis found that the majority of the riders on the routes are more likely to be minorities when compared to the BCT systemwide average. The routes were more evenly split regarding riders that were low-income. The results below confirm the following Title VI Predominantly Minority and Low-Income routes:

Routes	Predominantly Minority	Predominantly Low-Income
4	NO (73.5%)	NO (62.7%)
12	YES (87.4%)	YES (68.8%)
15	YES (95.0%)	YES (71.4%)
16	YES (82.0%)	NO (53.2%)
19	YES (83.1%)	NO (62.5%)
23	YES (96.0%)	NO (61.9%)
31	YES (87.3%)	YES (78.3%)
55	NO (68.3%)	YES (68.4%)
56	NO (78.8%)	YES (87.5%)
62	YES (86.6%)	YES (67.7%)
<b>New Route</b>		
8	YES (64.4%)	YES (26.2%)

As all the proposed changes are improvements in service; with reduced headways, restoration of service on evenings and weekends, and route extensions and realignments to better serve the riders, there were no potential negative impacts when evaluating the service adjustments for the majority of the routes.

The lone potential negative impact in this service proposal is the truncation of Route 12 from the West Regional Terminal to the Westfield Broward Mall. There will be forced transfers for those riders which need to connect at the West Regional Terminal. Through analysis of the May 2018 On-Board survey, it was determined that approximately 2.1% of transfers on Route 12 occur with Route 81 at the West Regional Terminal, with remaining transfers to Routes not impacted from the proposed truncation. These transfers will likely be made between the routes through Routes 2, 22, and 88. To mitigate the impact of the forced transfers, BCT is expanding service for Route 88, which in addition to the existing service of Route 2 and 22, allow for at the least an average 22 minute wait in service for a transfer.

BCT is confident that this service realignment will off-set any negative impact or burden from the truncation of the Route 12 to the West Regional Terminal, as it will provide direct connection to the Westfield Broward Mall, with significant reduction in peak weekday headways from 58 to 30 minutes, and Saturday and Sunday service headways reduced from 50 to 45 minutes.

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	Route	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)	4	-7.0%	No	-2.4%	No
	8	1.4%	No	3.7%	No
	12	6.9%	No	3.7%	No
	15	14.5%	No	6.3%	No
	16	1.5%	No	-11.9%	No
	19	2.6%	No	-2.6%	No
	23	15.5%	No	-3.2%	No
	31	6.8%	No	13.2%	No
	55	-12.2%	No	3.3%	No
	56	-1.7%	No	22.4%	No
	62	6.1%	No	2.6%	No

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

## RECOMMENDATIONS

BCT is excited to implement the first year of recommended changes pursuant to the MAP Plan that will meet its goals of restoring discontinued service for increased access to transit, improving frequency for better service, and expanding service to maximize transit connectivity and coverage. The results of the service equity analysis revealed that though the majority of the routes did have a slightly higher minority ridership base overall compared to systemwide averages, it is not a significant difference when calculated using BCT's disparate thresholds for Routes 8, 12, 15, 16, 19, 23, 31, and 62. Likewise, it was pretty evenly split amongst routes whose riders were low-income compared to those that were not. The routes that had a slightly higher low-income ridership base overall compared to systemwide averages did not have a significant difference when calculated using BCT's disproportionate thresholds for Routes 8, 12, 15, 31, 55, 56, and 62.

The results did reveal that Route 23 had a higher minority ridership than systemwide averages, however the improved level of service will benefit this group accordingly, and it was found that the proposed improvements of reduced peak headways, restoration of weekday midday and evening service, and restoration of Saturday and Sunday service will be a significant improvement for minority riders on that route. Likewise, the results did reveal that Route 56 had a higher low-income ridership than systemwide averages, however the extension of service to the Westfield Broward Mall, the reduced peak headways, restoration of weekday evening service, and restoration of Saturday and Sunday service will be a significant improvement in service availability for low-income riders on that route.

BCT can conclude from this analysis that the service plan will not create disparate impacts of disproportionate burdens on our Title VI protected passengers. BCT is comfortable that all requirements under FTA Circular 4702.1B have been satisfied to implement the service proposal.



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## 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.

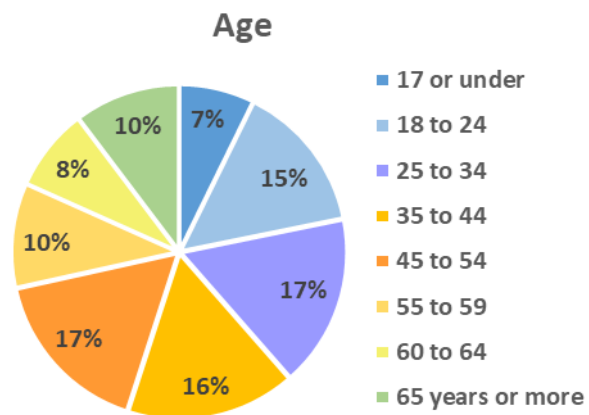
BCT uses a one-quarter mile buffer around local and limited stop routes to establish a service area. The 2017 BCT service area population is 1,909,632. From the latest American Community Survey 5-year estimates, the percentage of minorities in the service area is 63.0 percent and low-income population comprises 22.5 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 ±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 age, ethnic origin, income, number of vehicles in a household, trip purpose and frequency of use.

A summary of the findings related to BCT fixed route service is provided below:

### Age

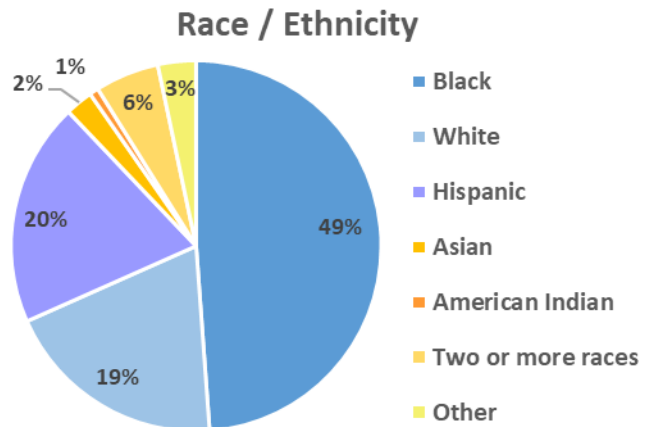
Over 82 percent of respondents are between the ages of 18 – 64. Seven (7) percent were under the age of 17 and ten percent are over the age of 65.



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

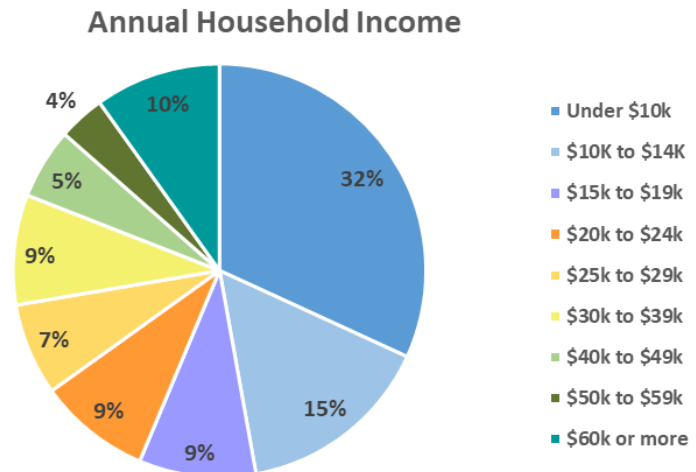
**Ethnic Origin**

Minorities comprise over 80 percent of the transit passengers. Forty-nine (49) percent are Black/African American, 20 percent Hispanic, 12 percent Asian, American Indian, Multiracial or other. Non-Hispanic White passengers comprise 19 percent of BCT ridership.



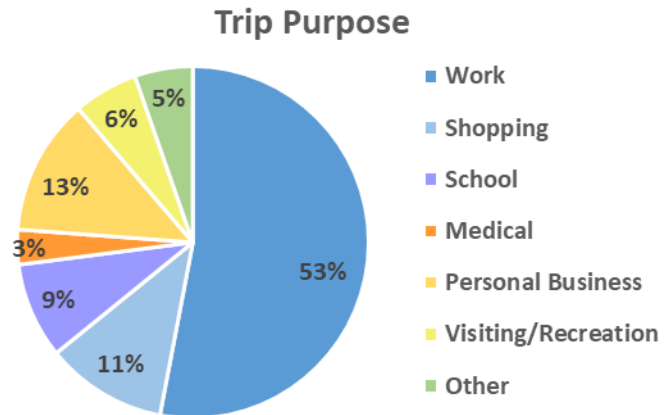
**Income**

A typical BCT passenger has a very low income with over 65 percent of riders reporting household incomes of less than \$25,000 per year; however the percentage of passengers in upper incomes have continued to increase since 2008 due to the success of the Premium Express Services.



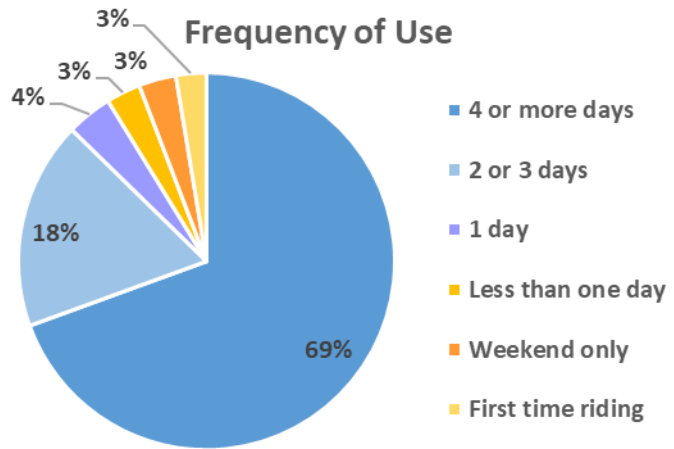
**Trip Purpose**

Most respondents, 53 percent, use BCT primarily for work, with personal business following with 13 percent and shopping at 11 percent.



**Frequency of Use**

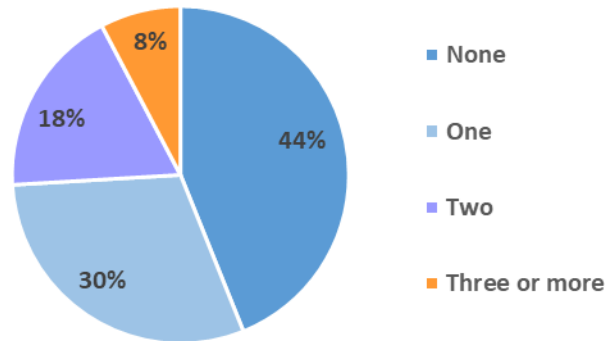
The average BCT rider is a frequent user of the system with around 69 percent of passengers using the system 4 or more days per week. Over 87 percent of riders use BCT at least 2 days per week.



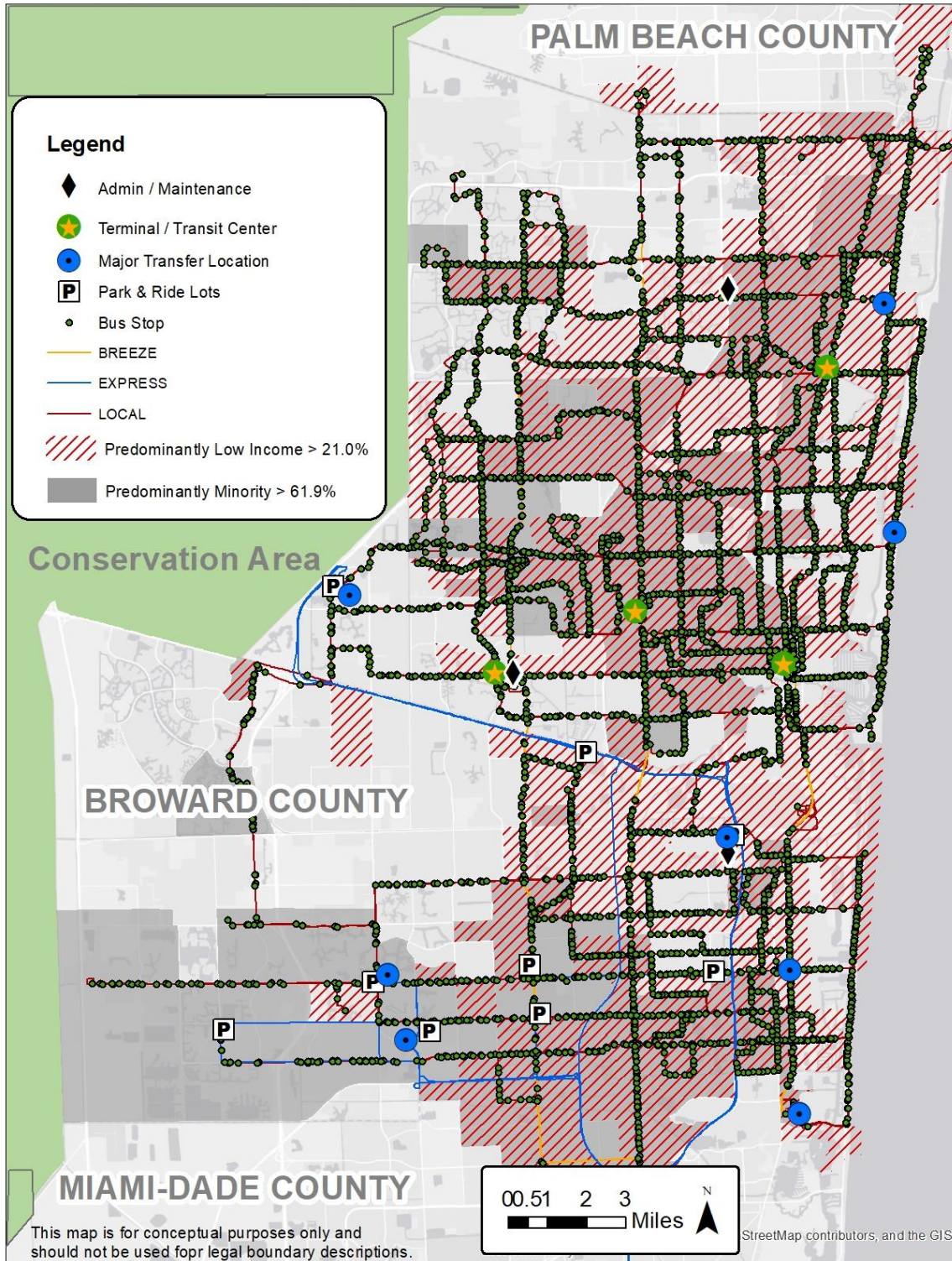
### Number of Vehicles in Household

Most BCT passengers (nearly 44 percent) surveyed live in households where there are no motor vehicles available. Over 30 percent live in a household with only one vehicle. When considered along with household income and frequency, it is clear that a large segment of BCT users require transit because they do not have an alternative form of transportation.

### Motor Vehicles per Household

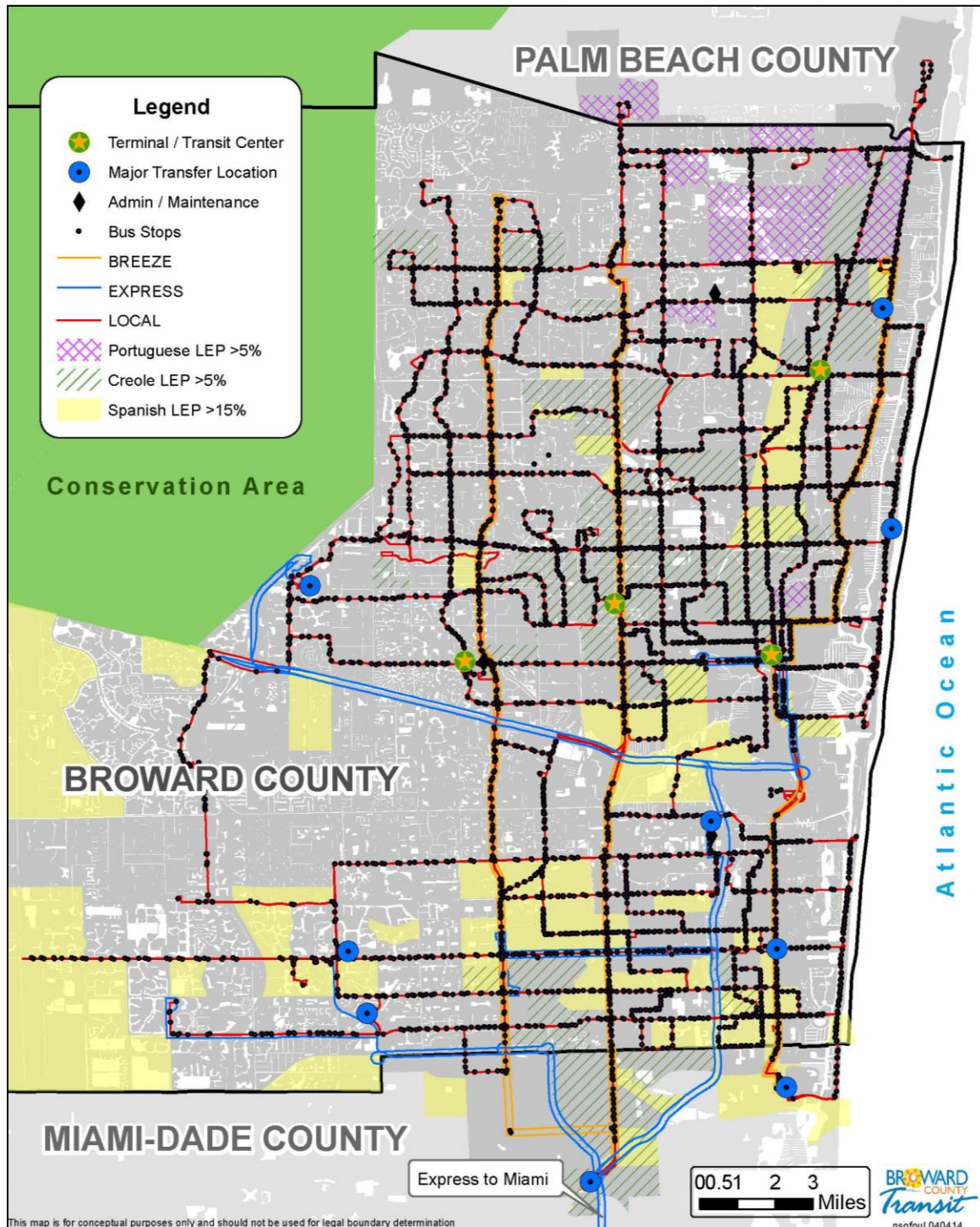


# APPENDIX B: BCT TITLE VI CONTEXT MAP





# APPENDIX C: BCT LEP CONTEXT MAP



## APPENDIX D: PUBLIC OUTREACH PLAN

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# Public Outreach Campaign for the New Service Changes

July – September 2019



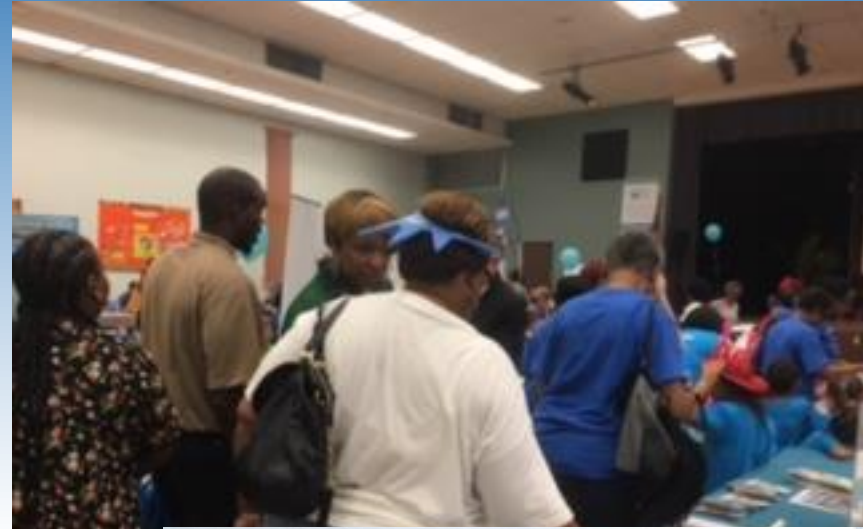
# Face-to-Face Customer Interaction

To introduce new bus routes and provide printed materials to attract and educate customers, marketing collateral will be created and distributed at outreach events. These materials include: tri-fold brochures in four languages (English, Creole Portuguese, and Spanish), tabletop signs, large posters for the customer service booths, A-Frame signs at the bus terminals, seat drops, and interior bus placards. Outreach to inform the public of the new route changes will be done countywide, and in several locations throughout each of the nine commission districts.



The locations on the right represent just a few of the face to face customer interaction outreach locations.

- **District 1**
  - Sawgrass Mills Mall
- **District 2**
  - Coconut Creek Community Center
- **District 3**
  - Coral Springs Senior Center
- **District 4**
  - North Andrews Gardens Community Center
- **District 5**
  - McFatter Technical School
- **District 6**
  - Century Village Pembroke Pines
- **District 7**
  - Tri-Rail/Amtrak Station
  - Broward Central Terminal
- **District 8**
  - Sunset Lakes Community Center
- **District 9**
  - African-American Library





## APPENDIX E: PUBLIC MEETING NOTICES



### NOTICE OF PUBLIC HEARING DRAFT Mobility Advancement Program (MAP) FY2019

BROWARD COUNTY, FL – The Broward County Commission will hold a public hearing at 10AM on Tuesday, June 11, 2019 at the Broward County Governmental Center, Room 422, 115 South Andrews Avenue, Fort Lauderdale, to receive public input on Broward County Transit's (BCT) proposed fixed-route bus service improvements. If no revisions are made to the service plan, these route changes will become final and go into effect in the Summer and Fall of 2019.

Following is a description of the proposed transit service improvements:

#### **Proposed Improvements for Summer 2019:**

- Routes 4, 12, & 31 – More frequent daily service and expanded evening hours
- Route 12 - More frequent daily service, expanded evening hours, and service change to service connections at Westfield Broward Mall instead of W. Regional Terminal
- Route 16 – More frequent daily service, expanded evening hours and restoration of Sunday service
- Route 19 – More frequent Saturday service to Boca Raton, and extended service on Sunday to Boca Raton
- Route 88 – More frequent daily service, expanded evening hours and restoration of Saturday and Sunday service, new service to Westfield Broward Mall

#### **Proposed Improvements for Fall 2019:**

- Route 8 – Restoration of service along Taft Street between Young Circle and Pembroke Lakes Mall
- Routes 15 and 23 – More frequent daily service, expanded midday and evening hours, and restoration of Saturday and Sunday service
- Route 55 – More frequent daily service and expanded evening hours
- Route 56 – More frequent daily service, expanded evening hours and restoration of Saturday and Sunday service, new Service to Westfield Broward Mall
- Route 62 – More frequent daily service and expanded evening hours
- Route 101 – Expanded hours of service

A copy of the proposed service improvements is posted online at [www.broward.org/BCT](http://www.broward.org/BCT)

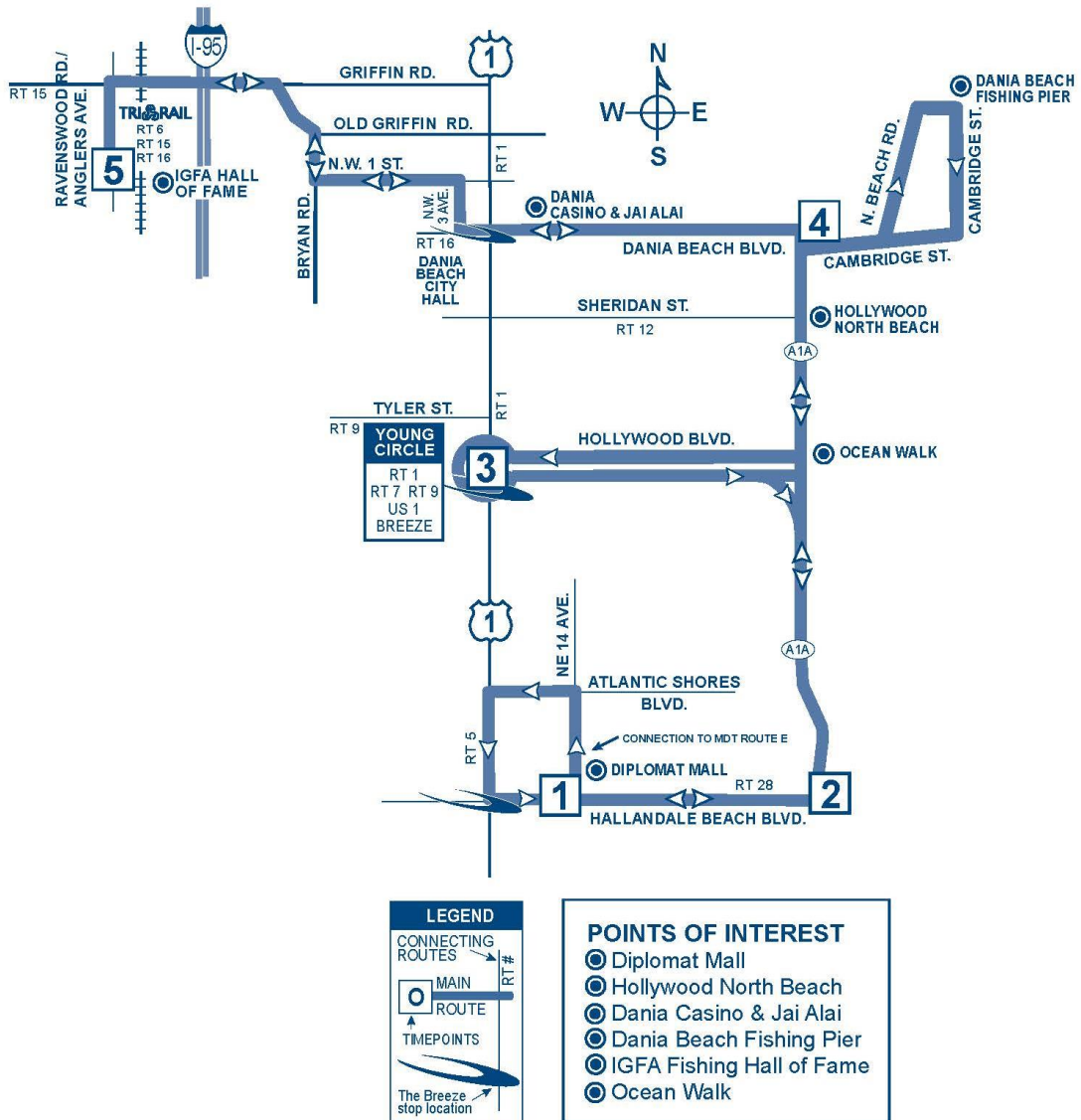
Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons with disabilities who require assistance should notify BCT at (954) 357-8481 or phone the TDD line at (954) 357-8302 at least 2 business days in advance of the meeting.

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 to [Broward.org/BCT](http://Broward.org/BCT) and click on "Contact Us."

# APPENDIX F: SERVICE PROPOSAL MAPS

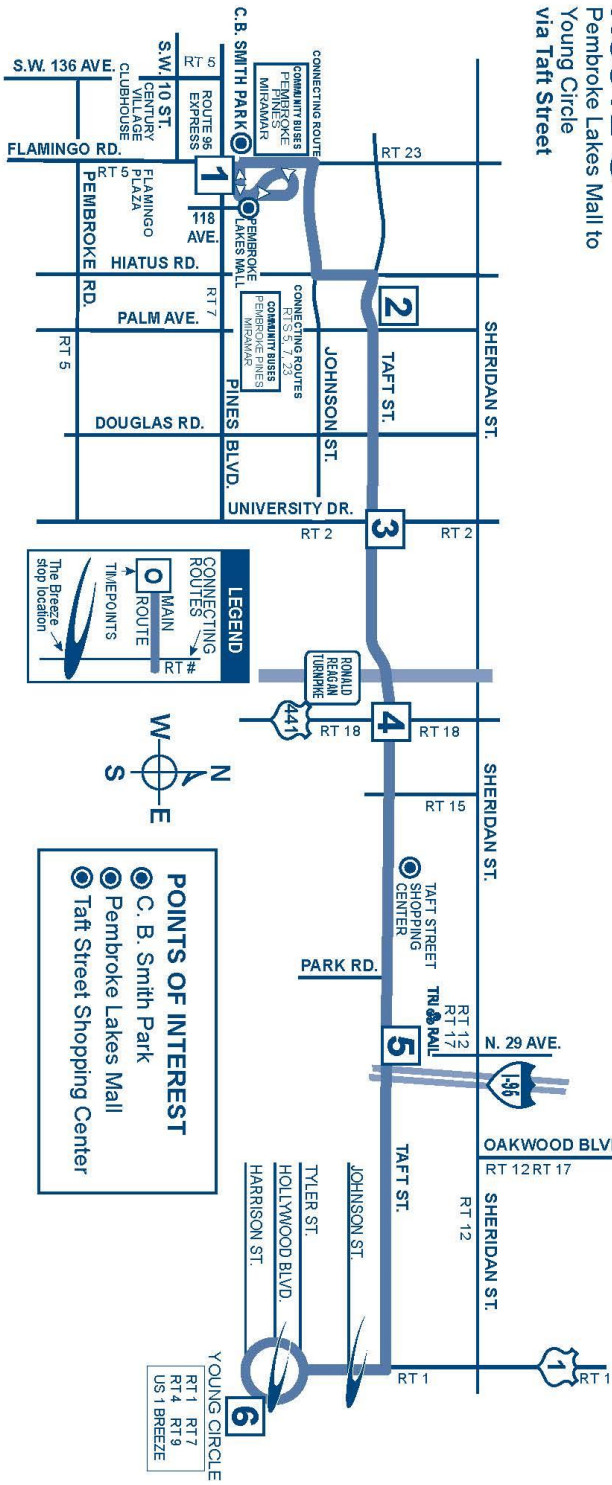
## ROUTE 4

Hallandale Beach Blvd. to  
Fort Lauderdale-Hollywood Airport  
Tri-Rail Station  
via A1A



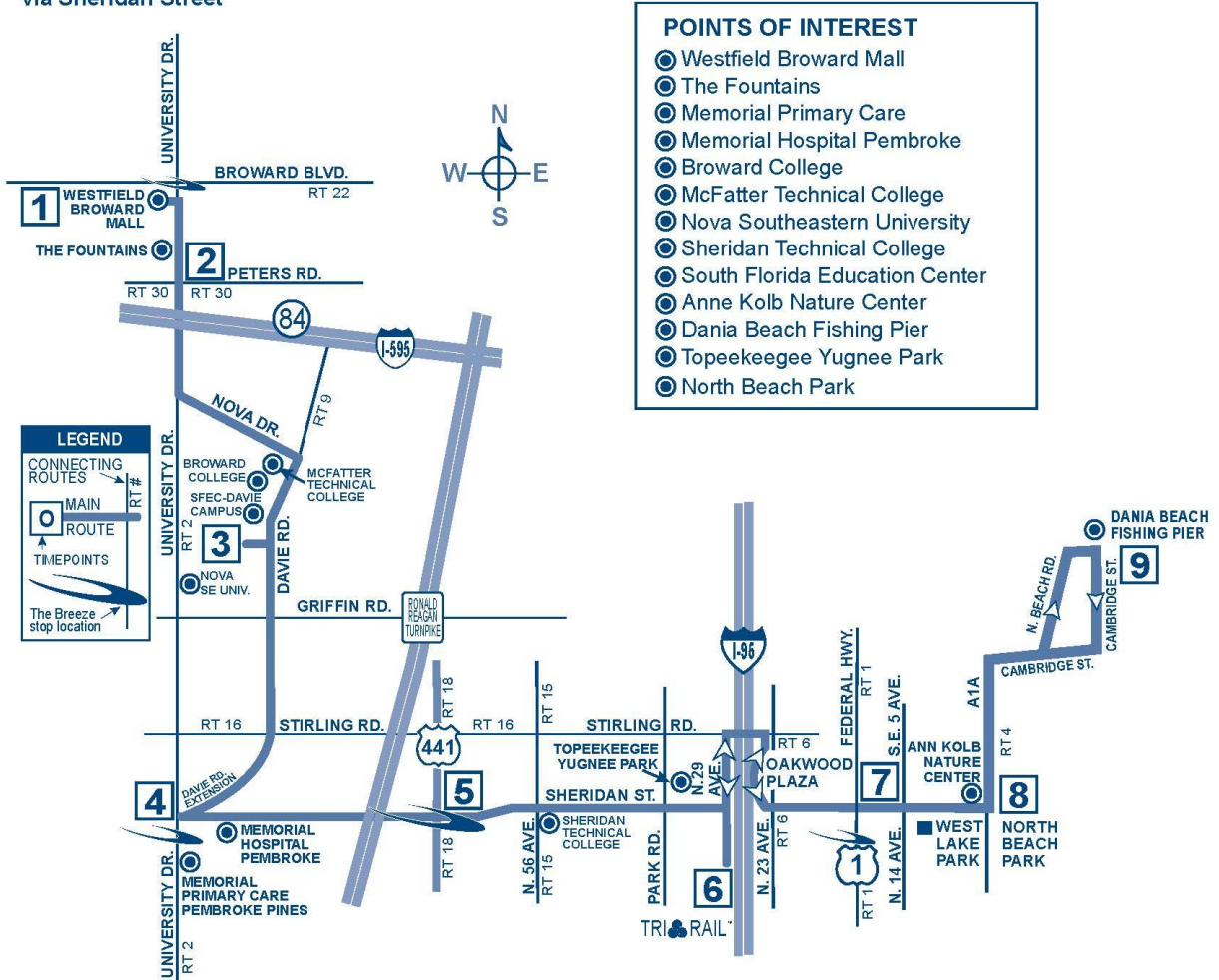
# ROUTE 8

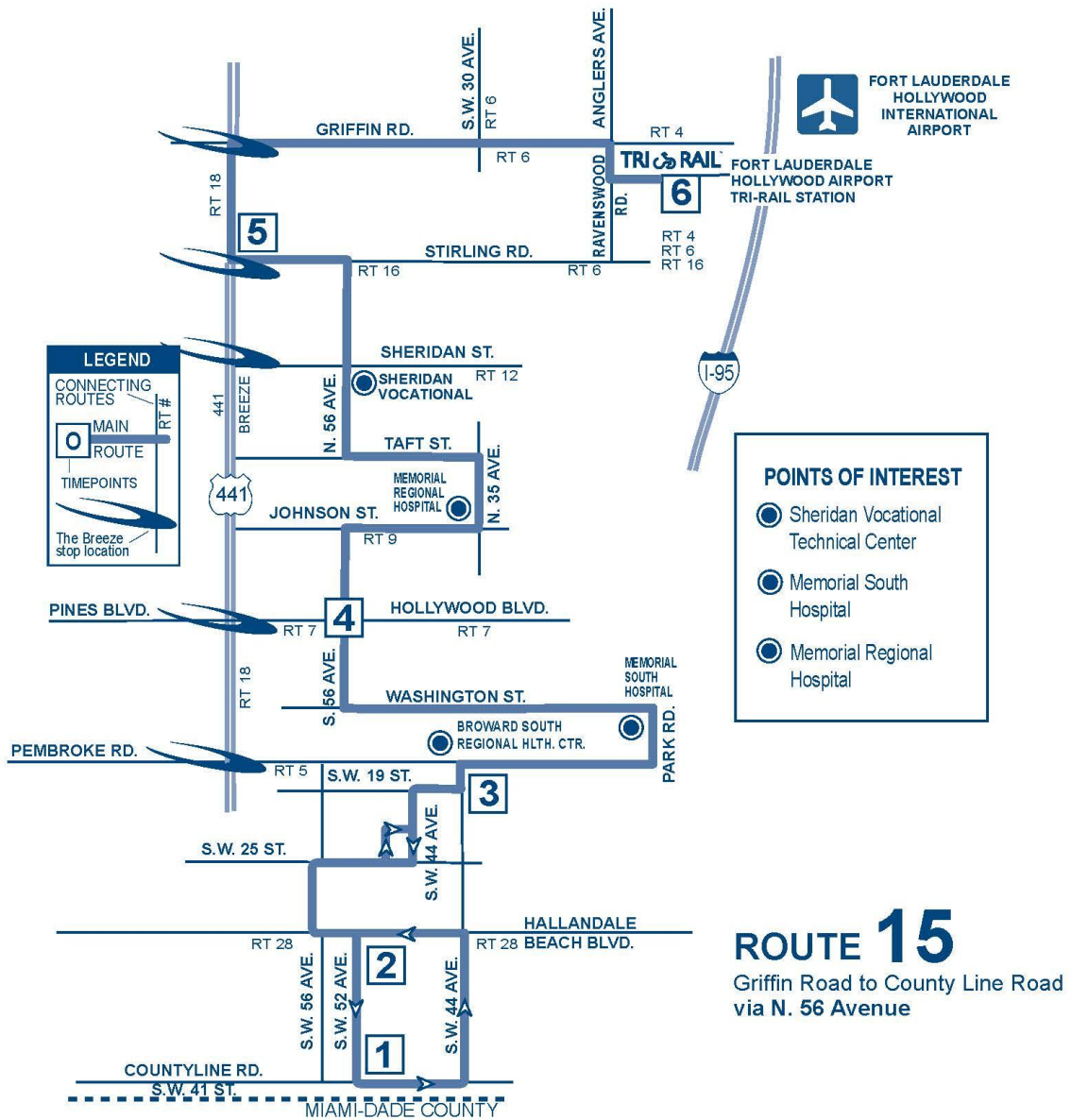
Pembroke Lakes Mall to  
Young Circle  
via Taft Street



# ROUTE 12

Westfield Broward Mall to  
Dania Beach Fishing Pier  
via Sheridan Street





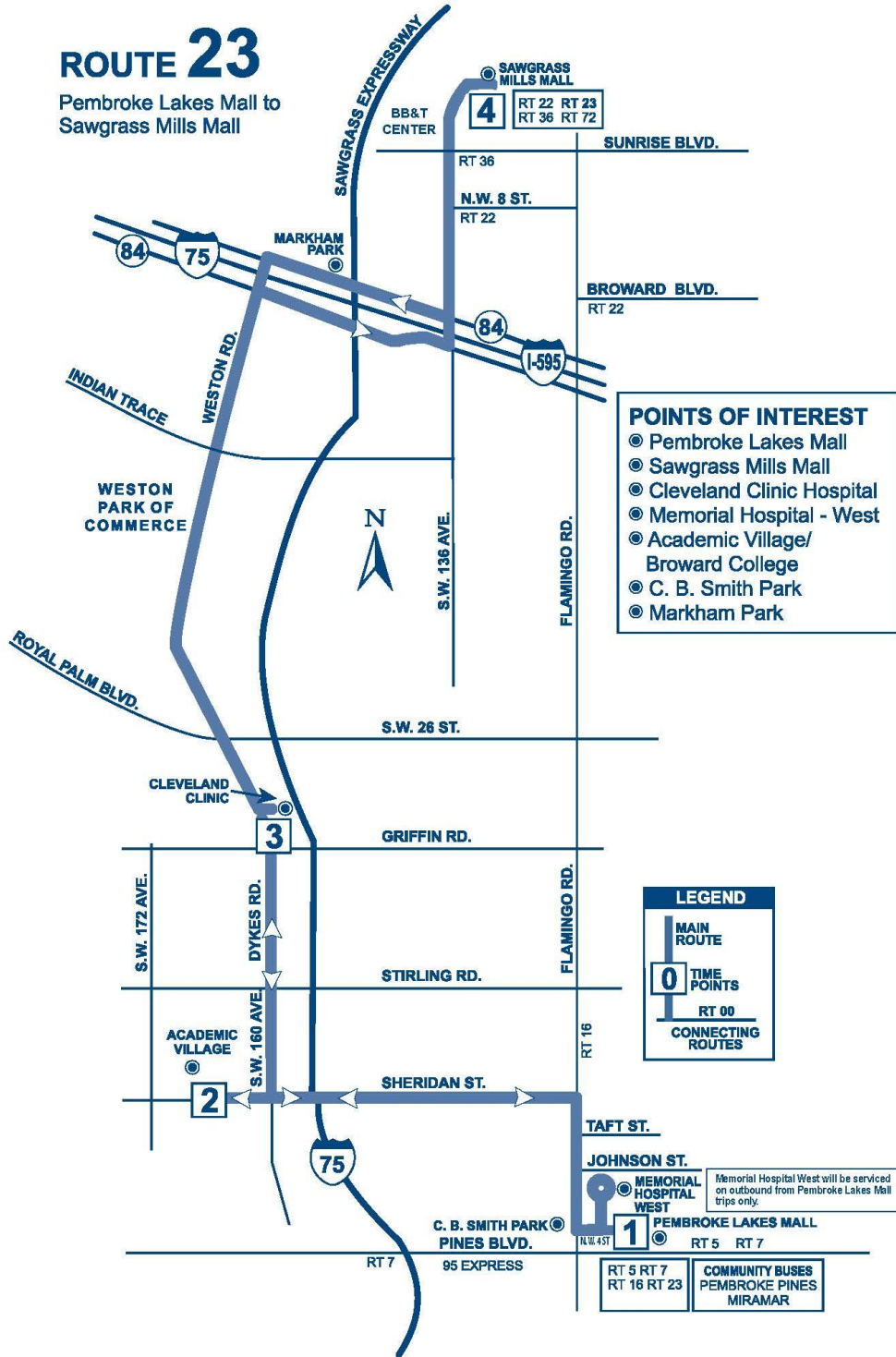






# ROUTE 23

Pembroke Lakes Mall to Sawgrass Mills Mall



- POINTS OF INTEREST**
- Pembroke Lakes Mall
  - Sawgrass Mills Mall
  - Cleveland Clinic Hospital
  - Memorial Hospital - West
  - Academic Village/ Broward College
  - C. B. Smith Park
  - Markham Park

**LEGEND**

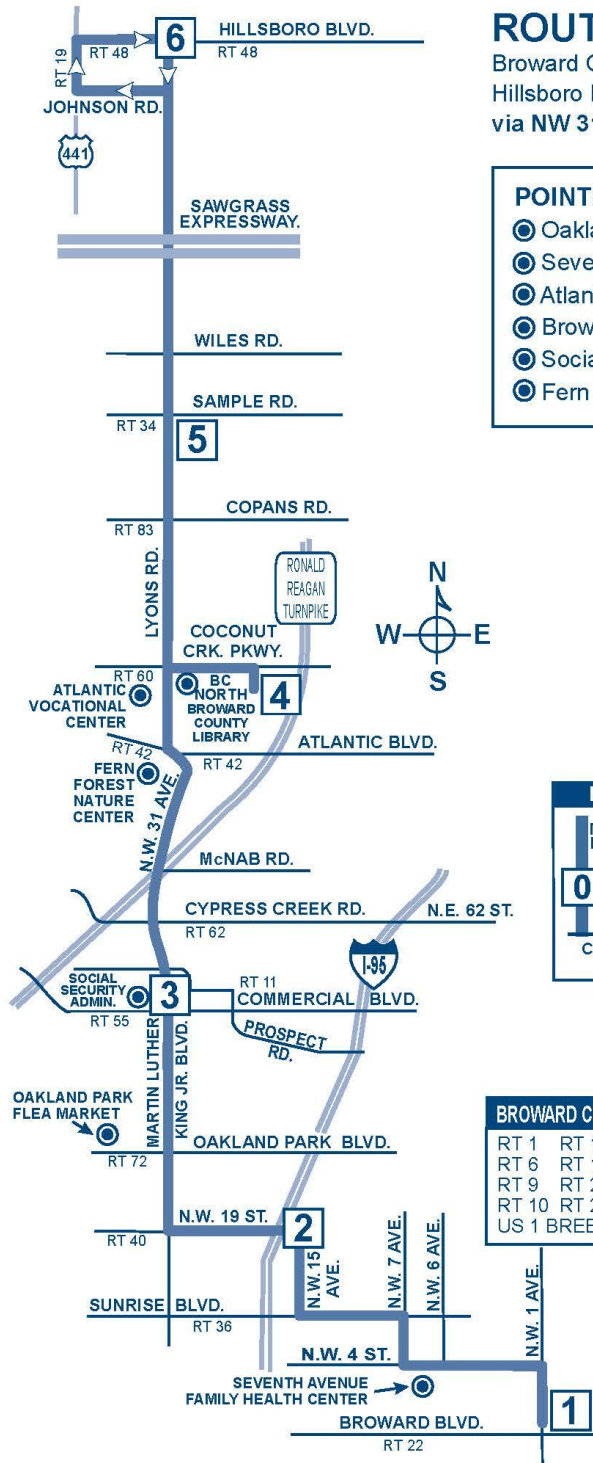
- MAIN ROUTE
- 0 TIME POINTS
- RT 00
- CONNECTING ROUTES

Memorial Hospital West will be serviced on outbound from Pembroke Lakes Mall trips only.

COMMUNITY BUSES  
PEMBROKE PINES  
MIRAMAR

# ROUTE 31

Broward Central Terminal to Hillsboro Boulevard and Lyons Road via NW 31 Avenue/Lyons Road



### POINTS OF INTEREST

- Oakland Park Flea Market
- Seventh Avenue Family
- Atlantic Vocational Center
- Broward College North
- Social Security Admin.
- Fern Forest Nature Center

### LEGEND

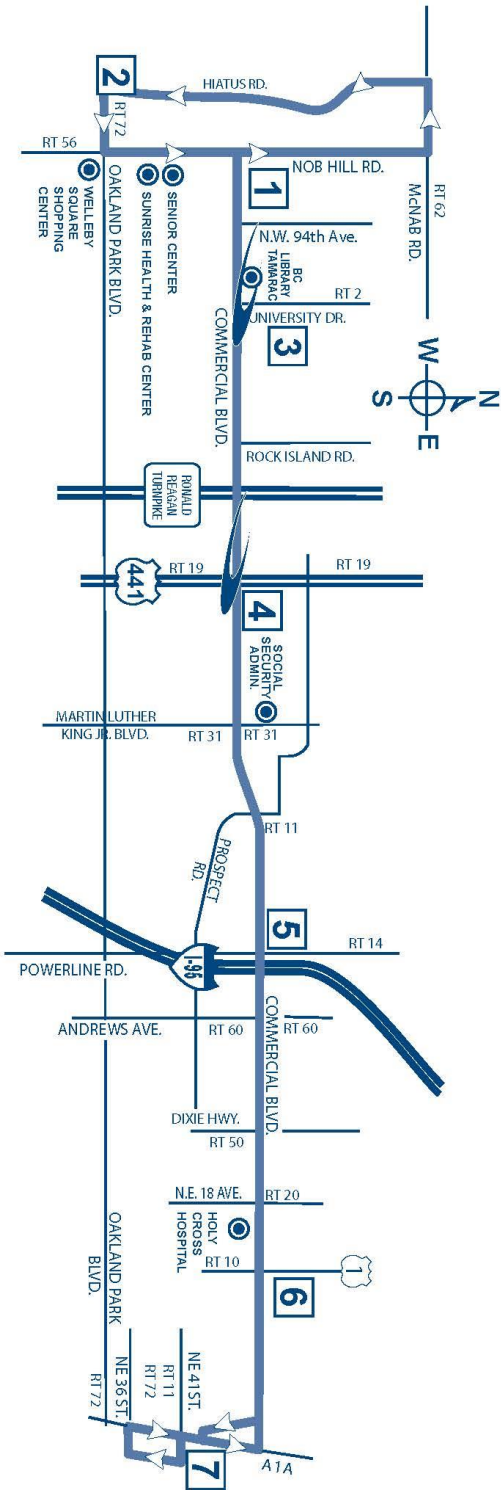


### BROWARD CENTRAL TERMINAL

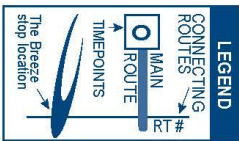
RT 1	RT 11	RT 30	RT 60
RT 6	RT 14	<b>RT 31</b>	RT 81
RT 9	RT 20	RT 40	
RT 10	RT 22	RT 50	
US 1 BREEZE			

# ROUTE 55

## Hiatus Road to Galt Mile via Commercial Boulevard

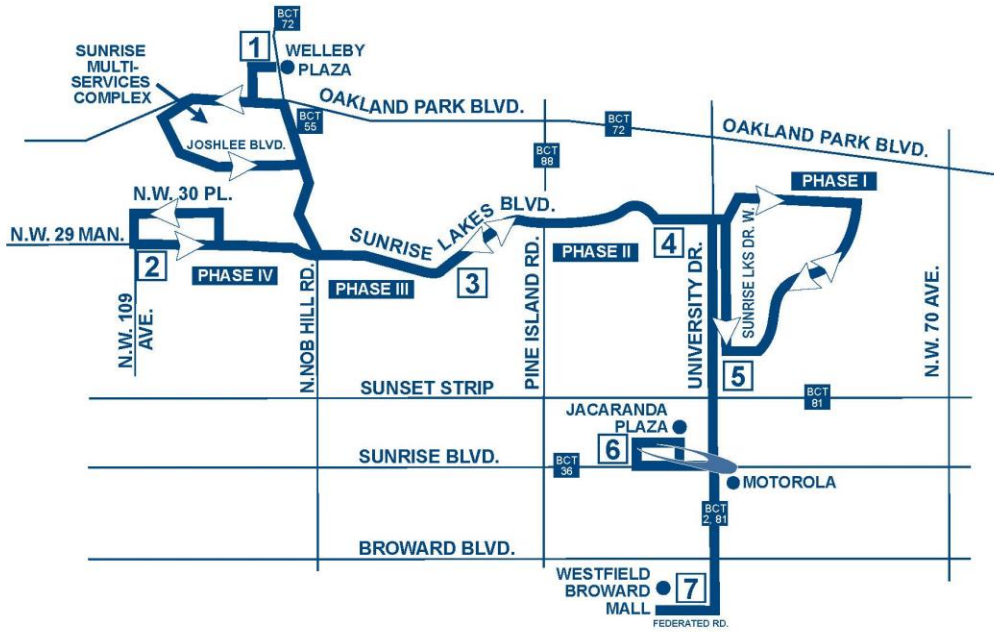


- POINTS OF INTEREST**
- Social Security Administration
  - Holy Cross Hospital
  - BC Library Tamara
  - Sunrise Health & Rehab Center
  - Welleby Square Shopping Center





# ROUTE 56



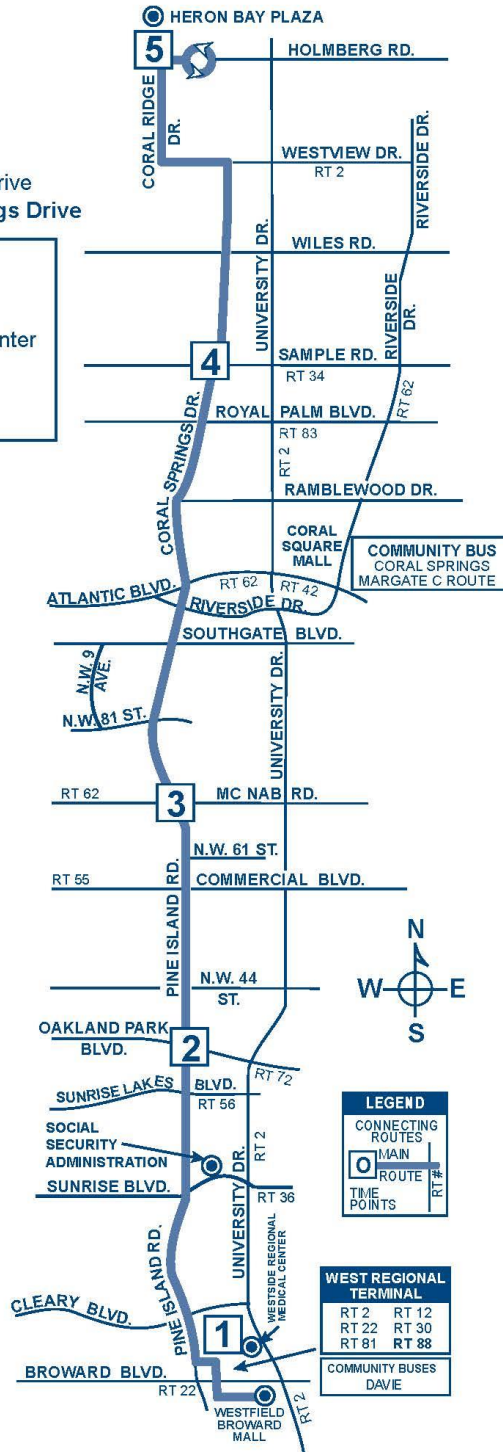


# ROUTE 88

Westfield Broward Mall to  
Holmberg Road and Coral Ridge Drive  
via Pine Island Road/Coral Springs Drive

## POINTS OF INTEREST

- ① Westfield Broward Mall
- ② Westside Regional Medical Center
- ③ Heron Bay Plaza
- ④ Social Security Administration



Revised 4-4-2019



# ROUTE US 1 Breeze

Monday - Friday Limited Service  
Aventura Mall to Broward Central Terminal  
via US 1

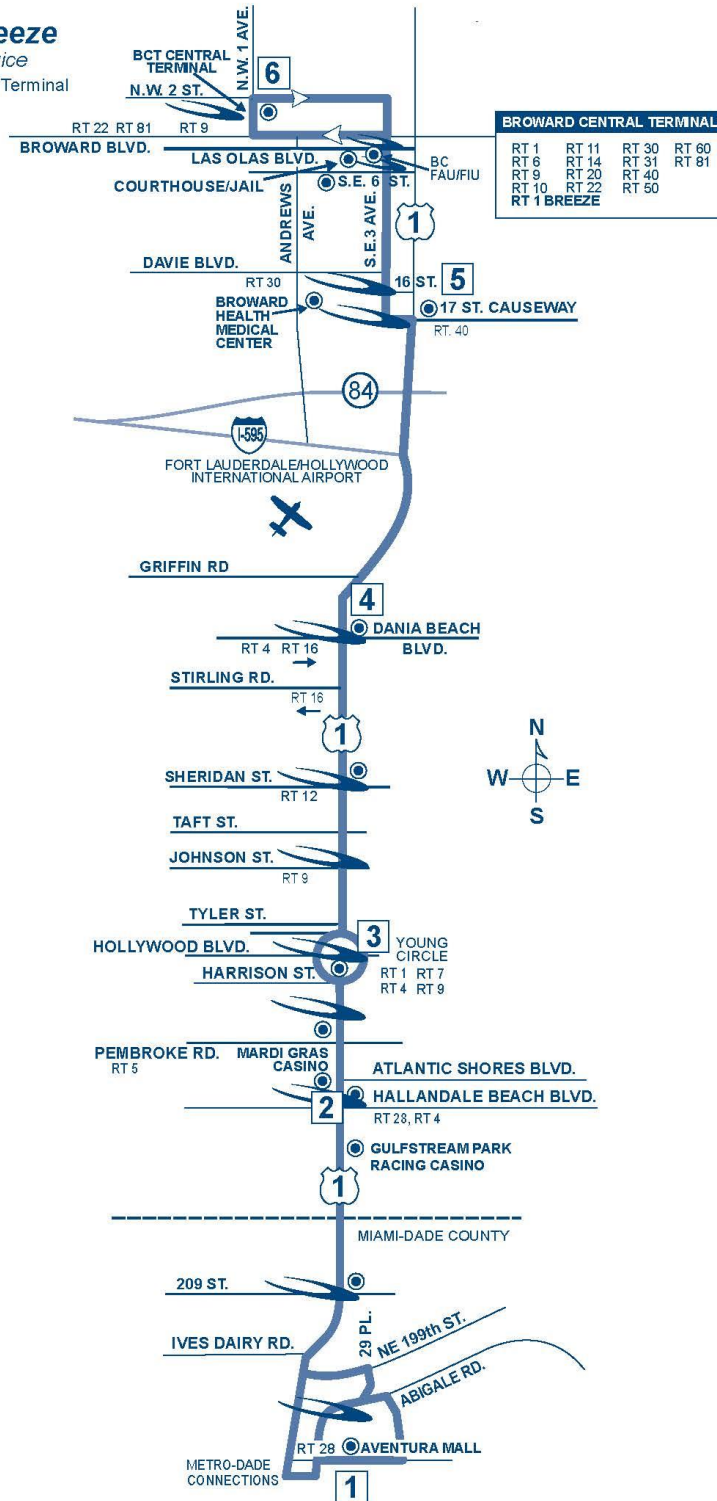
**LEGEND**

CONNECTING ROUTES  
 RT #

MAIN ROUTE  
 TIMEPOINTS

The Breeze stop location

- POINTS OF INTEREST**
- Aventura Mall
  - Gulfstream Park, Racing Casino
  - Mardi Gras Casino
  - Broward Health Medical Center
  - Courthouse/Jail
  - BC/FAU/FIU



## APPENDIX G: SERVICE EQUITY ANALYSIS TABLES

### Minority Demographic Table

Race/ Ethnicity	4	12	15	16	19	23	31	55	56	62	BCT Systemwide Average
Black/ African American	30.9%	31.1%	85.0%	47.5%	57.8%	42.0%	59.5%	47.6%	36.4%	53.2%	48.8%
White	26.5%	12.6%	5.0%	18.0%	16.9%	4.0%	12.7%	31.7%	21.2%	12.4%	19.5%
Hispanic	27.9%	40.0%	5.0%	31.1%	16.9%	40.0%	18.2%	14.6%	24.2%	13.8%	19.5%
Asian	2.9%	3.7%	0.0%	1.6%	2.4%	2.0%	1.8%	0.0%	3.0%	1.8%	2.4%
American Indian	0.0%	0.7%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	3.0%	7.8%	0.8%
Multiracial	8.8%	8.9%	5.0%	0.0%	3.6%	4.0%	5.0%	4.9%	3.0%	7.8%	5.6%
Other	2.9%	3.0%	0.0%	1.6%	2.4%	6.0%	2.7%	1.2%	9.1%	3.2%	3.3%
<b>Total Minority</b>	<b>73.5%</b>	<b>87.4%</b>	<b>95.0%</b>	<b>82.0%</b>	<b>83.1%</b>	<b>96.0%</b>	<b>87.3%</b>	<b>68.3%</b>	<b>78.8%</b>	<b>86.6%</b>	<b>80.5%</b>
<b>Predominantly Minority?</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>	<b>N/A</b>

Source: BCT Connected Transit-Development Plan On-Board Survey, 2018; 5-Year ACS Data for Route 8

### New Route

Race/ Ethnicity	8	Systemwide ACS Average
Black/ African American	15.9%	30.0%
White	35.6%	37.0%
Hispanic	0.4%	27.2%
Asian	3.3%	3.3%
American Indian	0.0%	0.2%
Multiracial	0.6%	1.8%
Other	1.9%	0.5%
<b>Total Minority</b>	<b>64.4%</b>	<b>63.0%</b>
<b>Predominantly Minority?</b>	<b>YES</b>	<b>N/A</b>

Source: 5-Year 2017 ACS Data



### Low-Income Demographic Table

Household Income	4	12	15	16	19	23	31	55	56	62	BCT Systemwide Average
Under \$10K	30.4%	36.6%	38.1%	22.9%	30.4%	24.4%	37.3%	29.5%	41.7%	27.3%	31.8%
\$10K	14.3%	9.8%	19.0%	14.6%	12.7%	22.0%	16.2%	24.4%	20.8%	21.1%	15.3%
\$15k to \$19,999	14.3%	12.5%	4.8%	12.5%	7.6%	7.3%	12.4%	7.7%	20.8%	12.4%	9.2%
\$20k to \$24,999	7.1%	9.8%	9.5%	2.1%	6.3%	9.8%	10.3%	5.1%	4.2%	6.8%	8.8%
\$25k to \$29,999	8.9%	10.7%	9.5%	6.3%	12.7%	7.3%	4.9%	6.4%	0.0%	7.5%	7.2%
\$30k to \$39,999	14.3%	8.0%	9.5%	14.6%	10.1%	9.8%	4.9%	9.0%	0.0%	9.9%	8.6%
\$40k to \$49,999	7.1%	5.4%	9.5%	10.4%	2.5%	9.8%	5.4%	5.1%	0.0%	3.7%	5.5%
\$50k to \$59,999	1.8%	0.0%	0.0%	8.3%	8.9%	4.9%	4.3%	6.4%	4.2%	5.0%	3.6%
\$60k or more	1.8%	7.1%	0.0%	8.3%	8.9%	4.9%	4.3%	6.4%	8.3%	6.2%	9.9%
<b>Less than \$25k</b>	<b>62.7%</b>	<b>68.8%</b>	<b>71.4%</b>	<b>53.2%</b>	<b>62.5%</b>	<b>61.9%</b>	<b>78.3%</b>	<b>68.4%</b>	<b>87.5%</b>	<b>67.7%</b>	<b>65.1%</b>
<b>Predominantly Low-Income?</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>N/A</b>

Source: BCT Connected Transit-Development Plan On-Board Survey, 2018; 5-Year ACS Data for Route 8

### New Route

Household Income	8	Systemwide ACS Average
Under \$10K	7.8%	6.9%
\$10K	5.8%	4.8%
\$15k to \$19,999	5.8%	5.2%
\$20k to \$24,999	6.7%	5.5%
\$25k to \$29,999	4.9%	5.1%
\$30k to \$39,999	9.7%	10.0%
\$40k to \$49,999	10.1%	9.3%
\$50k to \$59,999	8.2%	7.9%
\$60k or more	40.9%	45.2%
<b>Less than \$25k</b>	<b>26.2%</b>	<b>22.5%</b>
<b>Predominantly Low-Income?</b>	<b>YES</b>	<b>N/A</b>

Source: 5-Year 2017 ACS Data

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

Route	Service Type	Adverse Effects?	Mitigation	Minority Percentage	Systemwide Average	Deviation from Systemwide Average	Disparate Impact?
4	Local	No- Expansion of services	N/A	73.50%	80.5%	-7.0%	NO
12	Local	No- Expansion of services and route realignment to provide more direct service	N/A	87.40%	80.5%	6.9%	NO
15	Local	No- Expansion of services	N/A	95.00%	80.5%	14.5%	NO
16	Local	No- Expansion of services	N/A	82.00%	80.5%	1.5%	NO
19	Local	No- Service improvement	N/A	83.10%	80.5%	2.6%	NO
23	Local	No- Expansion of services	N/A	96.00%	80.5%	15.5%	NO
31	Local	No- Expansion of services	N/A	87.30%	80.5%	6.8%	NO
55	Local	No- Expansion of services	N/A	68.30%	80.5%	-12.2%	NO
56	Local	No- Route extension and expansion of services	N/A	78.80%	80.5%	-1.7%	NO
62	Local	No- Expansion of services	N/A	86.60%	80.5%	6.1%	NO
<b>New Route</b>							
8	Local	No- Restoration of service	N/A	64.4%	63.0%	1.4%	NO

Source: BCT Connected Transit-Development Plan On-Board Survey, 2018; 5-Year 2017 ACS Data

**Title VI Major Service Changes – Disproportionate Impact Assessment Table**

Route	Service Type	Adverse Effects?	Mitigation	Low-income Percentage	Systemwide Average	Deviation from Systemwide Average	Disparate Impact?
4	Local	No- Expansion of services	N/A	62.70%	65.1%	-2.4%	NO
12	Local	No- Expansion of services and route realignment to provide more direct service	N/A	68.80%	65.1%	3.7%	NO
15	Local	No- Expansion of services	N/A	71.40%	65.1%	6.3%	NO
16	Local	No- Expansion of services	N/A	53.20%	65.1%	-11.9%	NO
19	Local	No- Service improvement	N/A	62.50%	65.1%	-2.6%	NO
23	Local	No- Expansion of services	N/A	61.90%	65.1%	-3.2%	NO
31	Local	No- Expansion of services	N/A	78.30%	65.1%	13.2%	NO
55	Local	No- Expansion of services	N/A	68.40%	65.1%	3.3%	NO
56	Local	No- Route extension and expansion of services	N/A	87.50%	65.1%	22.4%	NO
62	Local	No- Expansion of services	N/A	67.70%	65.1%	2.6%	NO
<b>New Route</b>							
8	Local	No- Restoration of service	N/A	26.2%	22.5%	3.7%	NO

Source: BCT Connected Transit-Development Plan On-Board Survey, 2018; 5-Year 2017 ACS Data

## APPENDIX H: MARKETING CAMPAIGN MATERIAL

[Next page]



# Marketing Materials

To introduce new bus routes and provide printed materials to attract and educate customers, marketing collateral includes: tri-fold brochures in four languages (English, Creole, Portuguese, and Spanish), tabletop signs, large posters for the customer service booths and A-Frame signs at the bus terminals, newspaper and magazine ads, public notices, and interior bus placards.



**MyRide**  
BROWARD.org

**MyRide.Broward.org**

MyRide is BCT's real time bus tracking program. Visit MyRide.Broward.org to find the estimated arrival time of your next bus.

The MyRide App is also available on the iPhone App Store and Google Play.

Customer Service and Lost and Found:  
**954-357-8400**

TTY/Hearing-Speech Impaired:  
**954-357-8302**

BROWARD COUNTY  
*transit*

**Service Adjustments**

Routes 12, 22, 88, 28, 4, 16, 31, 19, 109, 122, 15, 23, 55, 56, 62, 101, 8

**July - September 2019**





**BROWARD COUNTY**  
BOARD OF COUNTY COMMISSIONERS  
TRANSIT DIVISION  
An equal opportunity employer and provider of services.

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

Any person(s) 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 provided by Broward County Transit (BCT), may call 954-357-8481 to file a Title VI discrimination complaint or write to Broward County Transit Division, Compliance Manager, 1 N. University Drive, Suite 31100A, Plantation, FL 33324.

This publication can be made available in alternative formats upon request by contacting 954-357-8400 or TTY 954-357-8302.

4,000 copies of this public document were photographed at a gross cost of \$50.00, or \$.014 per copy, to inform the public about BCT service changes.

9/18 CMB012



**MyRide**  
BROWARD.org

Real Time Bus Information  
[MyRide.Broward.org](http://MyRide.Broward.org)

BROWARD COUNTY  
*transit*

954-357-8400  
Broward.org/BCT

## NEW SERVICES COMING SOON

July - September 2019  
954-357-8400 [Broward.org/BCT](http://Broward.org/BCT)



**connecting:**

People



Businesses



Communities



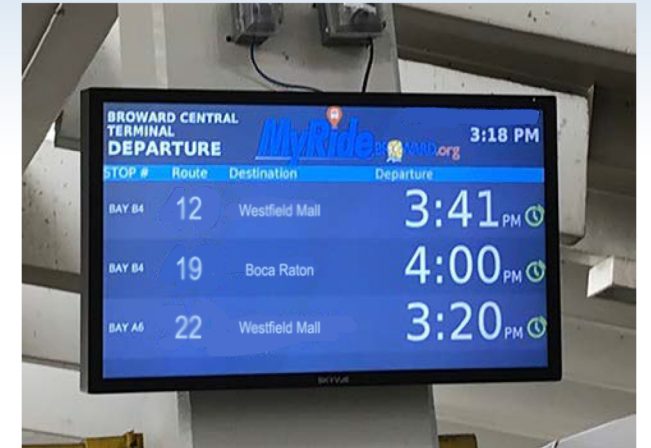
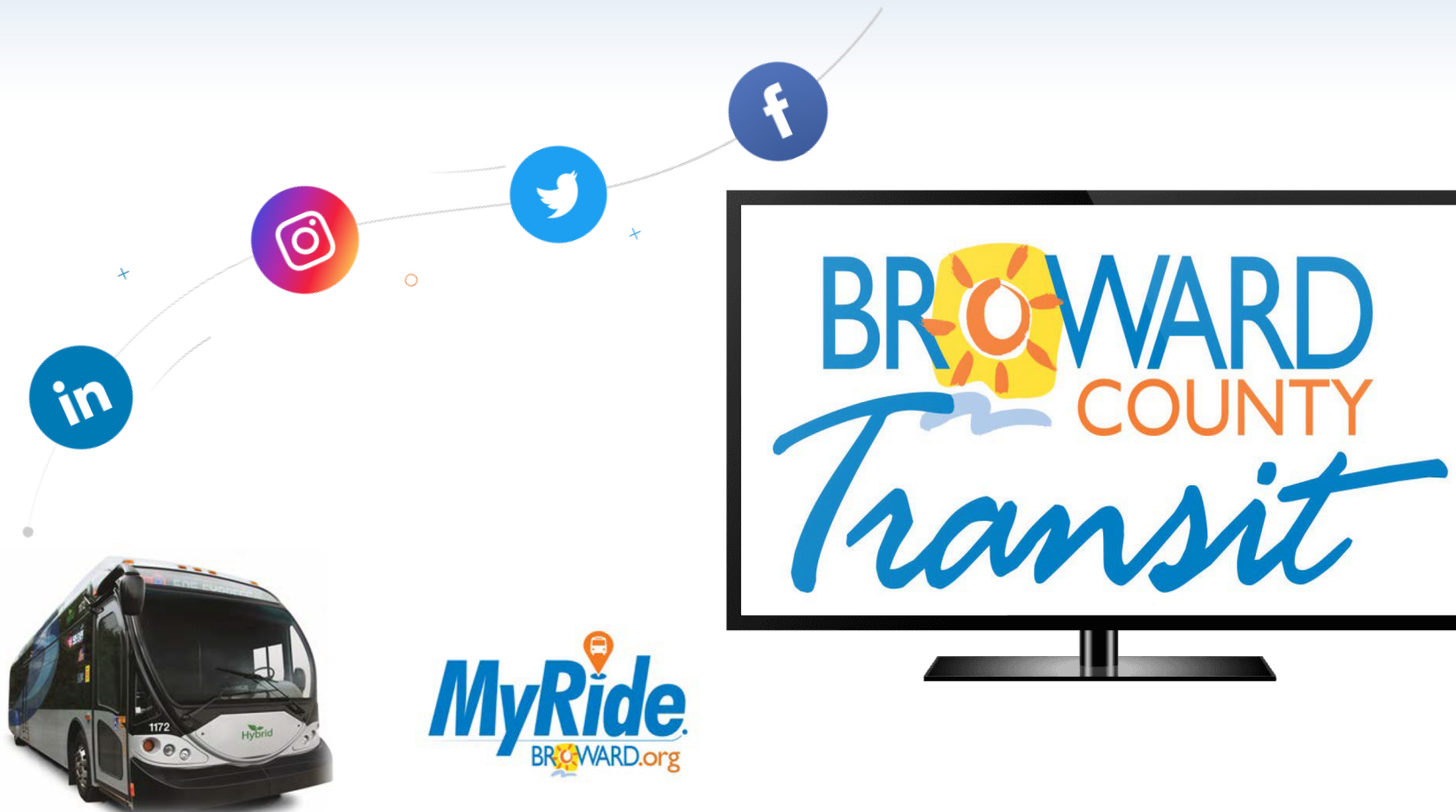







# Electronic Marketing

To introduce the new bus routes Broward County Transit will also use electronic media, including scrolls on the monitors at all terminals, digital signage for social media, internal TV monitors, transit flash email notification system, and when available advertisements through radio and television trade agreements.



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

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