

Case Study: Broward Metropolitan Planning Organization (Broward MPO) Complete Streets Initiative

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Broward MPO began prioritizing a multimodal approach with its 2035 Metropolitan Transportation Plan (MTP) adopted in 2009, gaining momentum with additional plans, programs, partnerships, and policies that developed over the next decade, culminating in the [Complete Streets Master Plan \(CSMP\)](#). By 2012, the MPO had developed a [Mobility Program](#); established partnerships with the Broward Regional Health Planning Council (BRHPC), Smart Growth Partnerships, and the Health Foundation of South Florida, leading to the development of Broward Complete Streets Guidelines; and created the Complete Streets Advisory Committee. In 2017, Broward MPO began work on the CSMP, adopted in 2019, to prioritize Complete Streets project investments. The CSMP centers the various Complete Streets activities, guiding investments and setting expectations for the future. An update is underway, which is anticipated to be approved at the end of 2023. Each year additional projects bring Broward MPO's Complete Streets vision into reality, increasing safety, comfort, and access for all travelers in Broward County.

Background and Demographics

In the 1980s, southeast Florida experienced rapid development. To meet the demand, transportation planning focused on expanding vehicular capacity, creating high-performance corridors with little consideration for bicycle or pedestrian facilities.

After the adoption of the 2035 MTP in 2019, Broward MPO focused on changing the region's culture, aiming to develop a comprehensive approach to gain support from all, including municipal technical staff, decisionmakers,

PROJECT SNAPSHOT

- The 2035 MTP laid the foundation for Complete Streets projects with an emphasis on safety for all users, including cyclists and pedestrians.
- The 2012 [Mobility Program](#) established key partnerships that supported the development of Complete Streets projects, plans, and policies.
- The [Complete Streets Master Plan](#), adopted in 2019, synchronized the Broward MPO's Complete Streets activities and guided funding for projects and initiatives.

IMPLEMENTATION HIGHLIGHTS

- Through creative public participation strategies, Broward MPO reaches diverse populations and educates community members about the benefits of Complete Streets.
- [Walking Audits](#) engage residents in public space by asking them to assess specific corridors and provide feedback.
- The [Safe Streets Summit](#) provides a platform for equipping transportation professionals with Complete Streets principles.
- [Let's Go Biking!](#) and [Let's Go Walking!](#) provide fun ways for residents of all ages and abilities to explore their communities.

and members of the communities. Over time, the MPO created public engagement opportunities focused on engaging locals in active transportation to bolster support for Complete Streets concepts. Events such as Let's Go Biking! and Let's Go Walking! were established to encourage bicycling and walking as ways to explore the community and educate residents about Complete Streets.

As part of the MPO's approach, programs such as Tactical Urbanism (B-Tactical) and Walking Audits were added with a more technical focus to engaging residents in local places and providing feedback mechanisms for the MPO. Although the past two years have been difficult for in-person events due to the pandemic, the MPO regularly provides training to local partners' technical staff. The MPO also provides opportunities for local governments' technical staff and elected officials to learn from national experts on a regular basis, including the [Safe Streets Summit](#), considered its signature event.

Complete Streets Planning

Commitment 2045 Metropolitan Transportation Plan

Building on the foundation of the 2035 MTP, Broward MPO expanded its vision for increased investment in Complete Streets projects through the [Commitment 2045 Metropolitan Transportation Plan](#) (MTP). Within the MTP, Broward MPO identifies six funding programs, based on projections of future travel demand, projected funding, and safety needs. Two of these funding programs are for Complete Streets.

Complete Streets Master Plan (CSMP)

The [Complete Streets Master Plan \(CSMP\)](#) serves as a guide for local governments to implement Complete Streets initiatives and guide Broward MPO investments. This Plan prioritizes funding for larger projects (over \$3 million) that follow Complete Streets principles, enhancing the safety and comfort of all travelers. To support the CSMP recommendations, Broward MPO engages in research on national best practices, extensive community engagement, and analysis of the social, economic, environmental, and infrastructure conditions to identify the most crucial places for investment.

Complete Streets and Localized Initiatives Program (CSLIP)

The [Complete Streets and Localized Initiatives Program](#) (CSLIP) supplements the CSMP by focusing on smaller projects, costing under \$3 million, that improve the safety and comfort of all users of the transportation system. This competitive grant program funds projects such as bus stop and intersection improvements, traffic calming, pedestrian and bicycle facilities, and increasing accessibility for disabled individuals.

Complete Streets Guidelines 2.0

The [Complete Streets Guidelines 2.0](#) is an update to the 2012 Complete Streets Guidelines, which includes "changes adopted by partner agency policies and standards, including Florida Department of Transportation Context Classification Criteria and includes detailed specifications for preferred recommended facilities and design elements, including typical sections."¹ The Guidelines support the CSMP by providing information about the design elements, techniques, and implementation particular to Complete Streets in Broward County. It includes renderings of various elements of the urban environment, such as sidewalks, roadways, and intersections, and the various elements of these realms

¹ Broward MPO. 2021. "Complete Streets Guidelines 2.0". [Complete Streets Guidelines 2.0 \(browardmpo.org\)](#)

(e.g., green infrastructure, access and crossings, furnishings, lighting). A final section of the Guidelines focuses on implementation, which occurs through Broward MPO's [Mobility Program](#).

Public Participation and Stakeholder Outreach

Broward MPO is continually looking for creative ways to demonstrate the benefits of creating safe transportation alternatives. The MPO recognized early on that traditional meetings would not be sufficient to educate and engage the population in a way that would activate buy-in for Complete Streets principles. Programs such as Walking Audits, [Let's Go Walking!](#), [Let's Go Biking!](#), and B-Tactical provided opportunities for residents and visitors to experience places across Broward County differently and provide feedback that to help the MPO develop and design projects that meet the needs of the region moving forward.

Walking Audits Program

The Walking Audits Program engages stakeholders and community members within the MPO region to evaluate the safety, comfort, and enjoyment experienced while walking along various routes. Broward MPO provides access to an [audit tool](#) for this activity. The process provides both an educational opportunity for participants and an effective strategy for pinpointing the needs of the public. Additionally, this program increased public participation. A regular public meeting may have 4-6 people in attendance whereas a Walking Audit has 45-60 people, on average. Audits are organized with the local governments to adapt to the needs of each place, often outside regular business hours or on weekends. This program is funded and implemented county-wide through the MPO's Complete Streets Initiative.

Let's Go Walking!

"[Let's Go Walking!](#) is a celebration of streets and walking"². This program encourages communities to identify different destinations in the Broward County and host a walk. To engage elementary students, Broward MPO created a "walking bus" for National Walk to School Day in 2020. Local schools and the Broward County Superintendent were involved, helping over 200 students walk to school that day.

Let's Go Biking!

Broward MPO works with various partners to host bike rides, focusing on the areas where Complete Streets have been implemented. Routes range in difficulty from beginner to recreational to avid cyclist.

In March of every year, during Florida's bike month, the [Let's Go Biking!](#) event is hosted in various cities in Broward County. Due to the pandemic, the event switched to virtual for 2021 but maintained a high level of participation. Using an athletic activity tracking app, Broward MPO set up communication channels to connect with cycling communities, share updates about the contest winners, provide safety tips and cycling education, and respond to comments from participants. The winner of the most miles cycled went 3,000 miles in one month.

² Stephanie Garcia, Complete Streets Manager, Broward MPO. June 16, 2022. Interview.

Public Participation Challenges

Challenges due to the COVID-19 Pandemic

Because of the restrictions of in-person meetings due to the COVID-19 pandemic, Broward MPO had to adjust meetings to virtual platforms. To continue the momentum of engagement and education, the MPO created a website for projects, including GIS-based story maps, fact sheets, and renderings to show existing conditions and crash data and how implementing Complete Streets could shift the situation. Broward MPO found that virtual platforms permitted people from all over the county to join in ways they never had before. This included a number of activities, such as a [scavenger hunt](#) that encouraged participants to explore Complete Streets projects, parks, landmarks, and other places of interest in their respective communities.

Challenges engaging Environmental Justice communities

Broward MPO acknowledged that reaching Environmental Justice communities has historically been difficult, but it is developing strategies to better connect with these communities. As part of the development of the CSMP, the Broward MPO leveraged a partnership with the Broward Health Regional Planning Council to conduct targeted outreach to hard-to-reach areas and populations through their Healthy Community Zone program. Through this partnership, Broward MPO has been able to connect more effectively with these communities and received meaningful feedback from over 2,000 people.

Broward MPO also incorporated an equity analysis with indicators for age, income, race, access, language, and education as part of the CSMP. The analysis, overlaid with the greater number of everyday destinations, helped determine areas of need and demand for bicycling and cycling infrastructure. Currently 7 priority Complete Streets are programmed in the Transportation Improvement Program and 12 multimodal projects are ready to be funded in the next phase.

In 2019, Broward MPO developed a [Transportation Equity Tool](#) to conduct similar analysis. MPO staff currently use this tool in day-to-day planning and grant applications.

Advancing Complete Streets Practices

Tactical Urbanism

B-Tactical

Through Broward's [Tactical Urbanism](#) Program, B-Tactical, Broward MPO builds small projects to test the potential impact of innovated treatments while involving the community and partner agencies in changes to the built environment. Broward MPO has built a range of projects through this initiative, from temporary safety interventions for cyclists and pedestrians to creative infrastructure designs that encourage non-motorized travel. These projects can educate the public about innovative approaches and garner feedback on effectiveness of interventions to increase the safety or efficiency of travel across modes.

Safe Streets Summit

The [Safe Streets Summit](#) draws approximately five hundred people, primarily from Florida, but it has recently expanded to include people from across the United States and beyond. In 2023, the Broward MPO will celebrate the 10th year anniversary of hosting the Summit.

Next Steps

Broward MPO's future plans for Complete Streets include increasing the number of separated facilities. Through its work, the MPO has observed increased use of facilities when the comfort and safety of users is prioritized. Recent increases in fuel prices have encouraged more walking and cycling, increasing the need for walking and cycling infrastructure.

The Broward MPO is passionate about transforming its communities and increasing the quality of life for residents and visitors through expanding Complete Streets programs. Since beginning Complete Streets in 2012, investments in Complete Streets projects went from \$0 to over \$300 million. With this funding, the MPO is able to follow through on planning and policy with project implementation. Broward MPO intends to continue educating its communities about Complete Streets and working to implement more projects that make it safe and exciting to travel by any mode.

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Resources

[Broward MPO: Commitment 2045 Metropolitan Transportation Plan](#)

[Broward MPO Complete Streets Master Plan](#)

[Broward MPO Complete Streets Interactive Map](#)

[Complete Streets Initiative \(browardmpo.org\)](#)

[Broward Complete Streets Design Guidelines 2.0.pdf \(browardmpo.org\)](#)

[Broward Ciclovía \(browardmpo.org\)](#)

[Let's Go Biking! \(browardmpo.org\)](#)

[Let's Go Walking! \(browardmpo.org\)](#)

[Safe Streets Summit \(browardmpo.org\)](#)

[Mobility Program Projects \(browardmpo.org\)](#)

[Resources \(browardmpo.org\)](#)

[Transportation Planning Equity Assessment Maps \(arcgis.com\)](#)