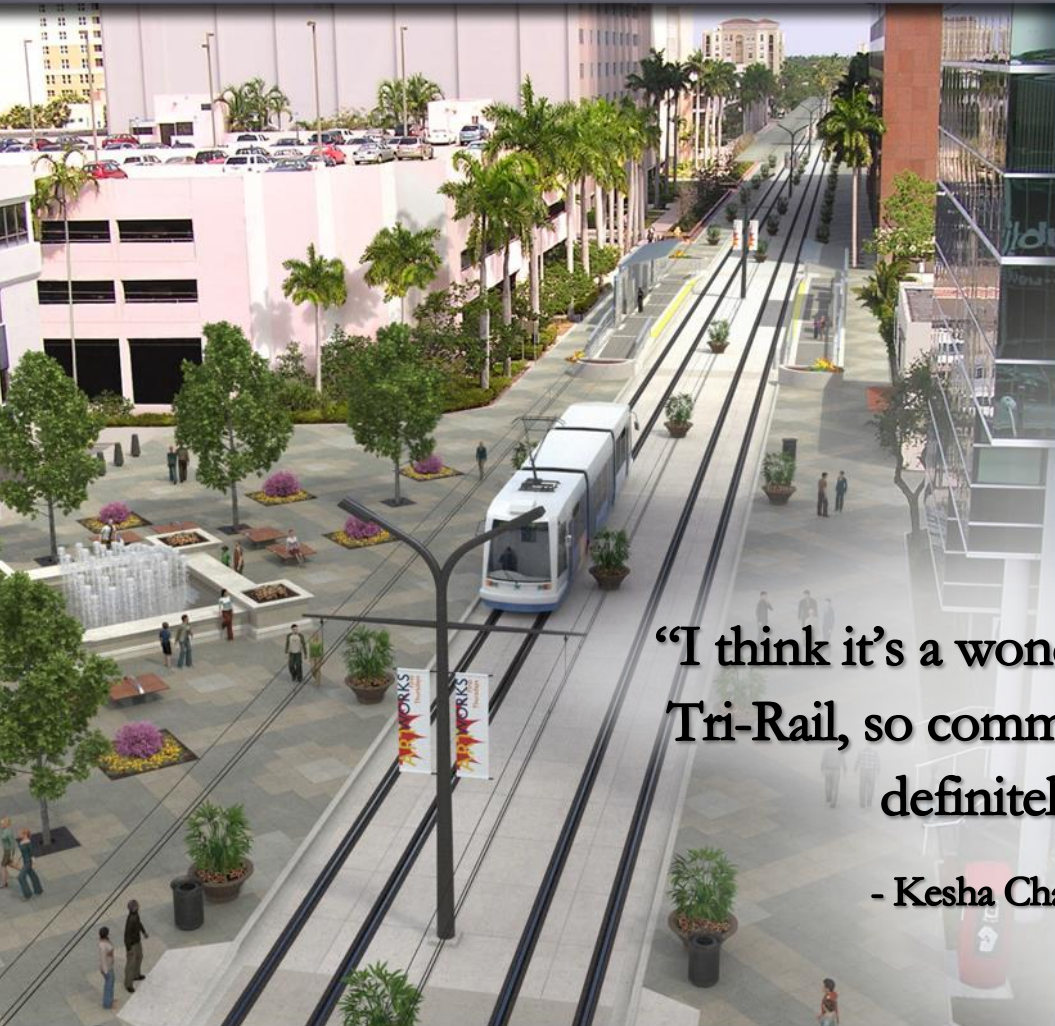




# THE WAVE STREETCAR PUBLIC OUTREACH



**“I think it’s a wonderful idea. I ride the Tri-Rail, so commuters like me would definitely benefit.”**

**- Kesha Chamber, *Paralegal***

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    Newsletter E-blasts

    Broward County Resolution

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    Letters of Support

    Outreach contact list

    Outreach Maps

    Marketing materials





## Executive Summary

The Wave public involvement has been very comprehensive since the project's inception in 2003. Hundreds of meetings were held with the public, local stakeholders, technical departments and partnering agencies (further detailed in the public involvement plan), which guided the direction, and ultimate consensus of, the alignment, station locations, and other project details. Most recently, outreach was conducted on the proposed local assessment and an extensive surveying effort of potential system riders.

The local assessment outreach effort began in February 2009 with the objective to engage the public and key stakeholders. Since then, outreach activities have continued through the use of a variety of methods. Out of the 373 individuals and organizations met with, an overwhelming majority is supportive of both the project and an additional tax being imposed to help fund it. Primarily, the assessment outreach effort has been aimed at educating the property owners on the project details and the proposed funding plan. This has been a very extensive process, organized around different sectors of property owners in the downtown. These groups range from large and small commercial property owners, vacant and industrial property owners, and downtown leaders in the business and non-profit arena, residential neighborhood associations, and business groups. In addition, we have met with groups outside of the assessment boundary and at the request of anyone interested in learning more about the project.

In addition to those we have met with on the outreach effort, the Wave has galvanized a core group of active supporters, most of whom have attended commission meetings to show support for the project. Some of these supporters are long-time downtown advocates; others are those who have heard about the Wave from earlier public involvement efforts, or through the testimonial surveying effort, which will be explained in the Survey Initiative section.

The overwhelming majority of downtown property owners we have interfaced with understand the need for the assessment and support its levy on their property. They view the Wave Streetcar as a key agent of change in advancing downtown to the next level. Since the assessment will precipitate this, the property owners feel it is justified. This group has clearly expressed a future for a downtown that is sustainable and vibrant, with a variety of transit modes, businesses, residential options, arts facilities, and pedestrian activity. Those who live and work downtown know that the Wave is essential to achieving that future.



**BREAKDOWN OF ASSESSED RATES**

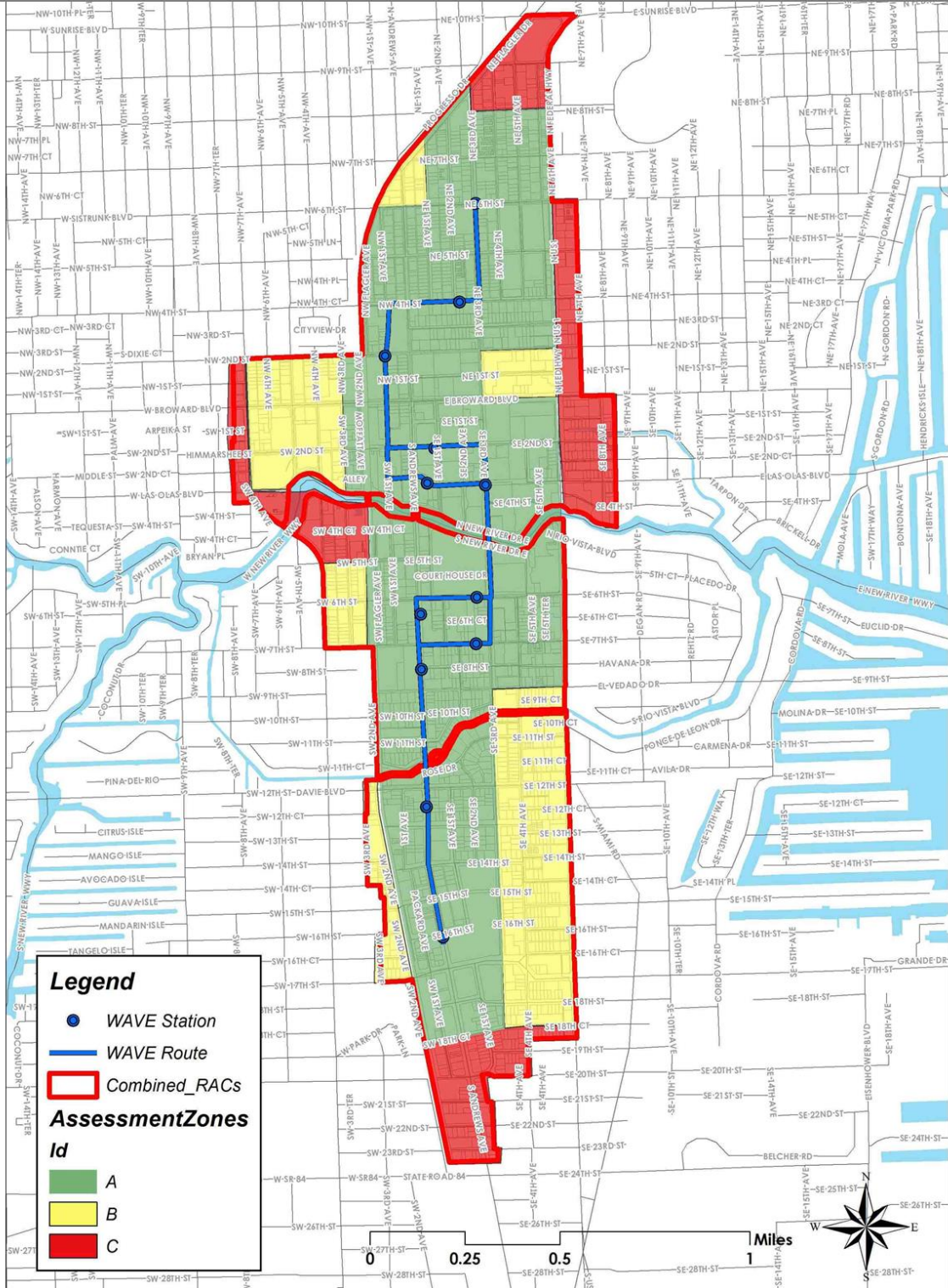
<b>Category</b>	<b>Value by Category</b>	<b>% of Value by Category</b>	<b>Assessable Costs</b>	<b>Rates/Unit</b>
Commercial	\$2,209,201,745	61.73%	\$1,159,904	\$0.07
Land	\$270,046,815	7.55%	\$141,784	\$0.03
Residential	\$1,099,572,765	30.72%	\$577,312	\$99.00
	\$3,578,821,325	100.00%	\$1,879,000	

# The Wave Streetcar Public Outreach





# Wave Streetcar Assessment Zones

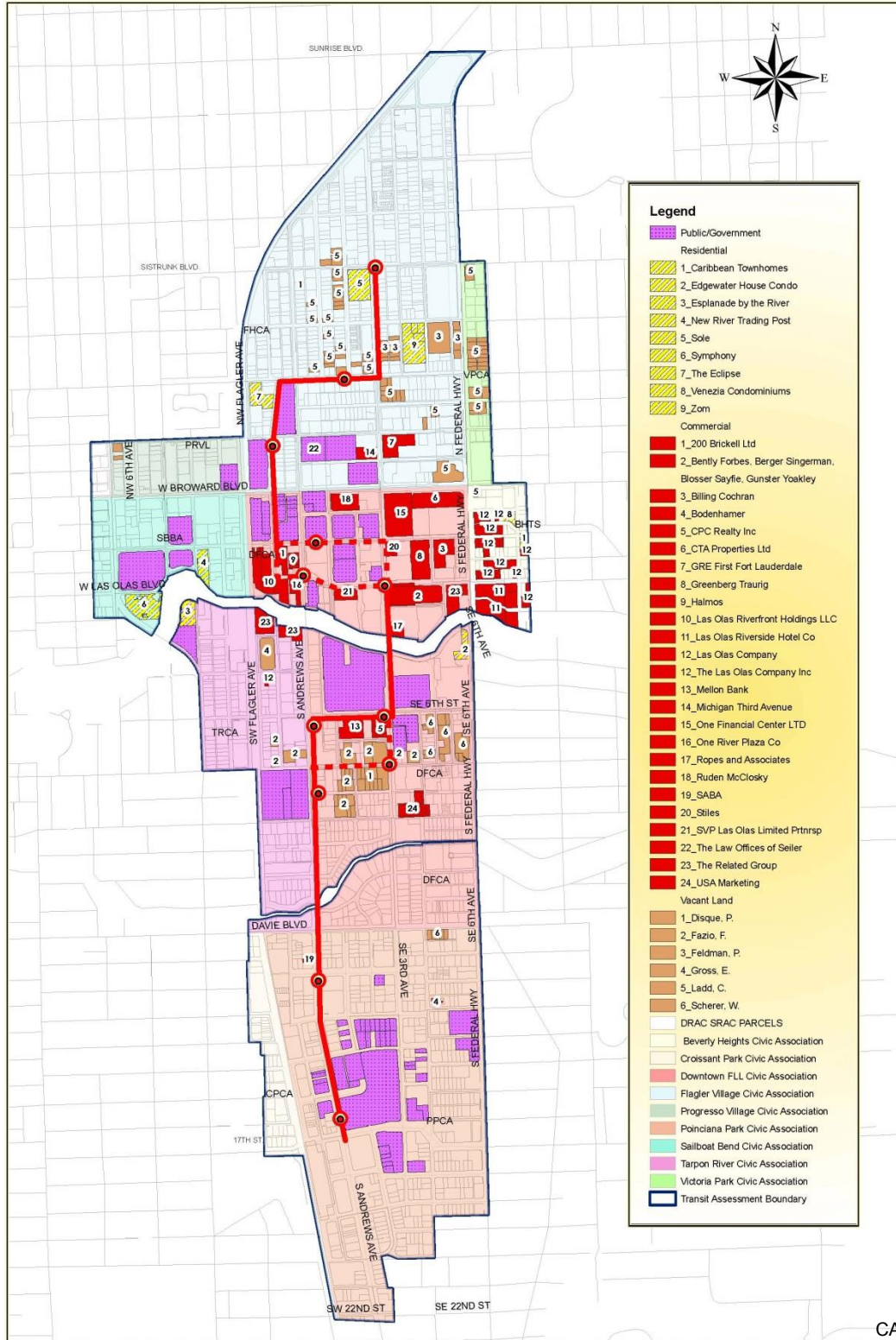






## ASSESSMENT MAP

### 'Completed Outreach Meetings'



**Legend**

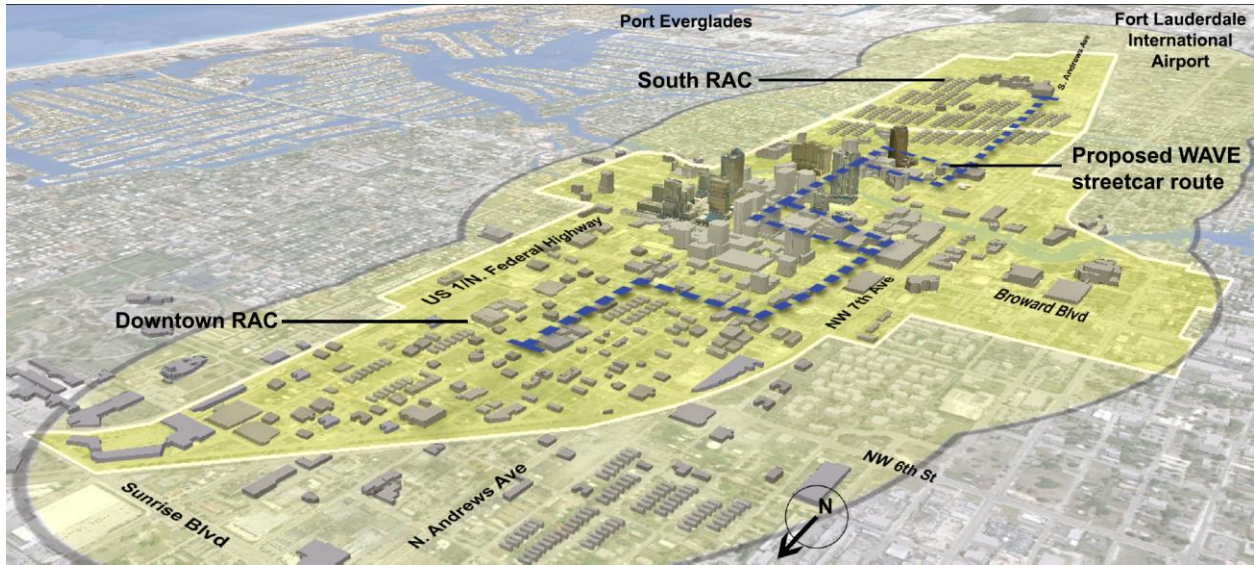
- Public/Government
- Residential
  - 1\_Caribbean Townhomes
  - 2\_Edgewater House Condo
  - 3\_Esplanade by the River
  - 4\_New River Trading Post
  - 5\_Sole
  - 6\_Symphony
  - 7\_The Eclipse
  - 8\_Venezia Condominiums
  - 9\_Zom
- Commercial
  - 1\_200 Brickell Ltd
  - 2\_Bentley Forbes, Berger Singerman, Blosser Sayfle, Gunster Yoakley
  - 3\_Billing Cochran
  - 4\_Bodenhamer
  - 5\_CPC Realty Inc
  - 6\_CTA Properties Ltd
  - 7\_GRE First Fort Lauderdale
  - 8\_Greenberg Traurig
  - 9\_Halmos
  - 10\_Las Olas Riverfront Holdings LLC
  - 11\_Las Olas Riverside Hotel Co
  - 12\_Las Olas Company
  - 12\_The Las Olas Company Inc
  - 13\_Mellon Bank
  - 14\_Michigan Third Avenue
  - 15\_One Financial Center LTD
  - 16\_One River Plaza Co
  - 17\_Ropes and Associates
  - 18\_Ruden McClosky
  - 19\_SABA
  - 20\_Stiles
  - 21\_SVP Las Olas Limited Ptnrshp
  - 22\_The Law Offices of Seiler
  - 23\_The Related Group
  - 24\_USA Marketing
- Vacant Land
  - 1\_Disque, P.
  - 2\_Fazio, F.
  - 3\_Feldman, P.
  - 4\_Gross, E.
  - 5\_Ladd, C.
  - 6\_Scherer, W.
- DRAC SRAC PARCELS
  - Beverly Heights Civic Association
  - Croissant Park Civic Association
  - Downtown FLL Civic Association
  - Flagler Village Civic Association
  - Progresso Village Civic Association
  - Poinciana Park Civic Association
  - Sailboat Bend Civic Association
  - Tarpon River Civic Association
  - Victoria Park Civic Association
- Transit Assessment Boundary



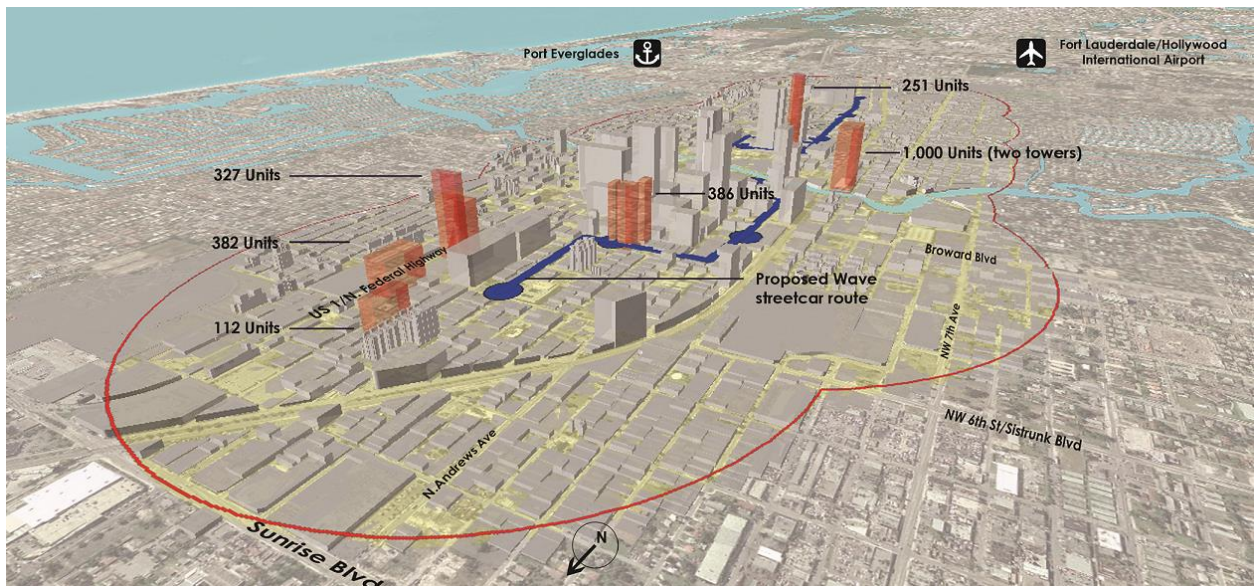


# Increased Density, Decreased Assessment

## Current Density



## Future Developments





## Outreach Meetings

Hundreds of meetings have transpired since planning for the Wave began nine years ago. Below are just some of the outreach meetings for the special assessment:

Meeting Date	Organization	Mode of Outreach
4/17/2013	Flagler Village Civic Association	Presentation
4/18/2013	Downtown Civic Association	Presentation
4/10/2013	Poinciana Park Civic Association	Presentation
3/27/2013	Downtown Civic Association meeting with President	Meeting
3/26/2013	Flagler Village Civic Association meeting with President	Meeting
12/3/2012	TMA Transit Luncheon	Exhibit Space
9/20/2012	Urban Core	Presentation
9/5/2012	Southport Properties	Meeting
8/30/2012	Greater Fort Lauderdale Realtors Assn.	Presentation
8/3/2012	CBRE	Meeting
7/30/2012	AA/EA Public Hearing	Presentation
6/8/2011	Chamber of Commerce Downtown Board of Governor's Meeting	DTC Update
4/26/2011	Downtown Civic Association Monthly Meeting	DTC Update
4/20/2011	Flagler Village Civic Association Monthly Meeting	DTC Update
3/16/2011	Greater Fort Lauderdale Alliance Corporate Council	DTC Update
2/17/2011	Realtor's Association Meeting	DTC Update
11/4/2010	Downtown Civic Association Annual Meeting	DTC Update
6/25/2010	Backyard Bash Event in Flagler Village	DTC Update
4/29/2010	Backyard Bash Event in Flagler Village	DTC Update
4/15/2010	Urban Core Committee of the Broward Workshop	DTC Update
12/6/2009	Jazz Brunch Tabling	Exhibit Space
10/12/2009	Outreach Calls	Outreach Calls
10/5/2009	Rockefeller Group	Meeting
9/24/2009	Southern Boating Magazine	Meeting
9/22/2009	Downtown Civic Assoc.	Presentation
9/10/2009	Commercial Brokers Lunch	Presentation
9/8/2009	Broward Health	Meeting
9/1/2009	Ocita Properties	Meeting
8/25/2009	Bank Atlantic	Meeting
8/17/2009	McKinley Financial	Call
7/30/2009	Suntrust Building	Meeting
7/23/2009	Suntrust Bank	Meeting
7/20/2009	Progresso Village Civic Assn	Presentation
7/7/2009	Lutz McCraw	Meeting
7/1/2009	Victoria Park Civic Assn	Presentation
6/30/2009	Croissant Park Civic Assn	Presentation

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## The Wave Streetcar Public Outreach

6/25/2009	Tarpon River Civic Assn	Presentation
6/23/2009	200 E. Broward	Meeting
6/19/2009	EDI	Meeting

Meeting Date	Organization	Mode of Outreach
6/19/2009	Outreach Calls	Outreach Calls
6/18/2009	Related Group	Meeting
6/17/2009	Nola, Sole, Strada	Presentation
6/8/2009	Edgewater Condos	Meeting
5/28/2009	Caribbean Townhomes	Meeting
5/28/2009	Venezia Condos	Presentation
5/26/2009	Tropical Properties	Meeting
5/26/2009	Downtown Civic Association	Presentation
5/18/2009	North American Investments	Meeting
5/15/2009	Broward Financial Center	Meeting
5/15/2009	Outreach Calls	Outreach Calls
5/13/2009	Esplanade Condo	Presentation
5/12/2009	Edgewater Condos	Call
5/12/2009	FPL	Meeting
5/11/2009	Austin Forman	Meeting
5/11/2009	Simmons Vedder	Meeting
5/5/2009	Bentley Forbes	Meeting
4/30/2009	Ruden McClusky	Meeting
4/29/2009	Genesis Capital	Meeting
4/28/2009	Coral Ridge Yacht Club	Presentation
4/24/2009	McTigue & Co.	Meeting
4/23/2009	Madfis Group	Meeting
4/22/2009	The Symphony	Meeting
4/20/2009	One Financial Plaza	Meeting
4/13/2009	Lauderdale Investments	Meeting
4/10/2009	Halmos Holdings	Meeting
4/7/2009	Port Everglades	Meeting
4/6/2009	Susan Delegal	Meeting
4/1/2009	The Las Olas Company	Meeting
4/1/2009	Victoria Park Civic Assn	Presentation
3/25/2009	Sole Condominium	Meeting
3/17/2009	USA Parking	Meeting
3/16/2009	Zom Development	Meeting
3/16/2009	Sailboat Bend Civic Association	Presentation
3/11/2009	Esplanade Condo	Presentation
3/10/2009	Rotary Club	Presentation
3/6/2009	Berger Singerman	Meeting
3/5/2009	Blosser Sayfie	Meeting



# The Wave Streetcar Public Outreach



Meeting Date	Organization	Mode of Outreach
3/5/2009	Ropes & Associates	Meeting
3/4/2009	Sailboat Bend Civic Assn	Meeting
3/3/2009	Greenberg Traurig	Meeting
3/2/2009	Downtown Civic Association	Meeting
2/16/2009	Sailboat Bend Civic Association	Presentation
2/3/2009	One River Plaza	Meeting
1/27/2009	D'Angelo Real Estate	Meeting
1/23/2009	Tarpon River Civic Assn	Meeting
1/21/2009	Esplanade Condo	Meeting
1/20/2009	Ruden McClusky	Meeting
5/15/2008	Fort Lauderdale Mid-Town Business Association	DTC Update
5/7/2008	Riverwalk Trust	DTC Update
4/24/2008	Fort Lauderdale Chamber of Commerce Downtown Council	DTC Update
4/16/2008	Riverside Park	DTC Briefing and Update
3/27/2008	Broward Alliance	DTC Briefing and Update
3/27/2008	Tarpon River Home Owners Association	DTC Briefing and Update
3/12/2008	Riverwalk Trust	DTC Briefing and Update
2/26/2008	Water Garden Condominium Association	DTC Briefing, Update
1/28/2008	Council of Civic Associations	Briefing and Update
1/14/2008	Downtown Condominium Residents	DTC Briefing, Update and Marketing
1/10/2008	South Andrews Business Association	DTC Briefing and Update
12/17/2007	Broward County School Board	DTC Briefing and Update
8/10/2007	Andrews Avenue Coordinating Meeting	DTC Briefing and Update
6/21/2007	Flagler Village Civic Association	DTC Briefing and Update
6/18/2007	Progresso Flagler Civic Association	DTC Briefing and Update
3/19/2007	Community Planning meeting	Alignment and Station Planning
3/7/2007	Sweeting Estates Homeowner Association meeting	DTC Briefing, Update and
2/21/2007	Commissioner Moore, City of Fort Lauderdale District III HOA	DTC Briefing and Update
12/15/2006	Follow-up meeting with Mark Nerenhausen, President Broward Center for the Performing Arts	Staff input, peak statistics for visitors/bus staging
12/6/2006	Fort Lauderdale Rotary Club Monthly Member Meeting	DDA-DTC Overview & Scoping Presentation
11/28/2006	Lloyd Rhodes, President Fort Lauderdale Rotary Club	Presentation
11/20/2006	Irvin Lippman, President, Fort Lauderdale, Museum of Art	DTC Briefing and Update
11/20/2006	Kim Cavendish, President Museum of Discovery and Science	DTC Briefing and Update
11/16/2006	Broward Workshop Urban Core Committee	DTC Briefing and Update
11/15/2006	Public Meeting, Resource Agencies, Residents, Property Owners, all Stakeholders	Stations Area Planning #2
11/8/2006	Mark Nerenhausen, President Broward Center for the Performing Arts	DTC Briefing and Update
11/2/2006	Broward Community College and Florida Atlantic University Public Meeting	DTC Briefing and Update, Public Input
10/19/2006	Dr. Edward Henn, VP Facility and College Services Broward	DTC Project Briefing
10/2/2006	Front Porch Dorsey Riverbend Revitalization Council	DTC Briefing and Update

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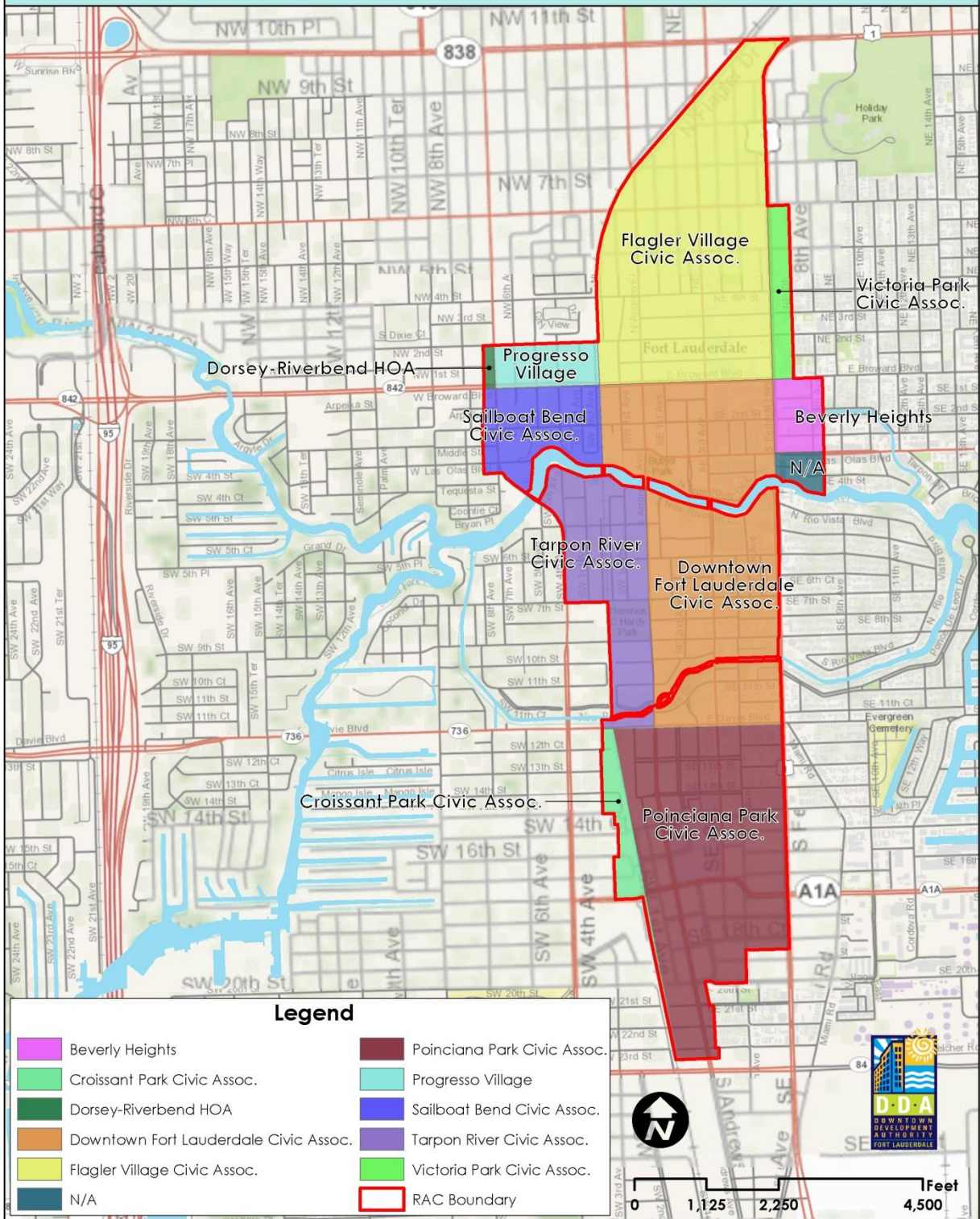
9/12/2006	Council of Civic Associations	DTC Briefing and Update,
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**Public Agency Meetings**

Date	Organization	Topic of Discussion
12/27/2007	Deputy County Administrator	Project development
11/8/2007	MPO Director meeting, MPO Offices	Briefing and Status Report
9/27/2007	Resource Agencies: FDPT, CRA, BCT, BC, SFRTA, MPO	DDA DTC Station Charrette
4/24/2007	CFL/CRA follow up Meeting, Agency Senior Staff SAC	DTC Briefing
4/23/2007	SFRTA PTAC	Information Presentation
4/19/2007	Commission and City Manager CFL/CRA	Information Presentation
4/19/2007	Broward County Division Heads	DTC Briefing
4/13/2007	SFRTA information presented to CAC	DTC Briefing
4/12/2007	Broward County Highway, Engineering and Planning Heads	DTC Briefing
4/5/2007	Broward County Transit	DTC Briefing
4/3/2007	Broward County Metropolitan Planning Organization	DTC Briefing
3/19/2007	City of Fort Lauderdale City Manager and Planning and Engineering Staff	Alignment and Station Development
2/28/2007	FDOT Andrews Avenue Coordination	Project Coordination
2/1/2007	Assistant County Administrator	DTC Briefing and PIP Informational
1/29/2007	Florida East Coast Industries (FECL)	Project Overview and Status
1/25/2007	Florida Department of Transportation	DTC Briefing
1/22/2007	MPO Technical Coordinating Committee	Briefing and Update
1/17/2007	Agency Coordination meeting with SFRTA	Briefing and Update
12/28/2006	Assistant County Administrator	Briefing and Update
12/13/2006	Deputy Director BC Traffic Engineering and Senior Staff	Briefing, Update and Overview
9/27/2006	City Manager City of Fort Lauderdale	DTC Briefing
9/20/2006	FDOT Resource Agency Meeting	DTC Briefing
9/6/2006	Broward County Transit	DTC Briefing
6/26/2007	Joint Meeting with City of Fort Lauderdale, Broward County and FDOT	DTC Briefing and Input
6/25/2007	MPO Technical Coordinating Committee	DTC Briefing
6/12/2007	Broward County Metropolitan Planning Organization Board	DTC Briefing, Update
6/7/2007	City of Fort Lauderdale Senior Staff	DTC Briefing
6/6/2007	Florida East Coast Industries (FECL)	DTC Briefing
6/5/2007	Broward County Highway and Bridge Maintenance Senior Staff	DTC Briefing and Technical Review
5/17/2007	Broward County Technical Staff	DTC Coordination
5/14/2007	City of Fort Lauderdale	City Master Plan
4/25/2007	BC and BCT Follow, Agency Senior Staff SAC	DTC Briefing



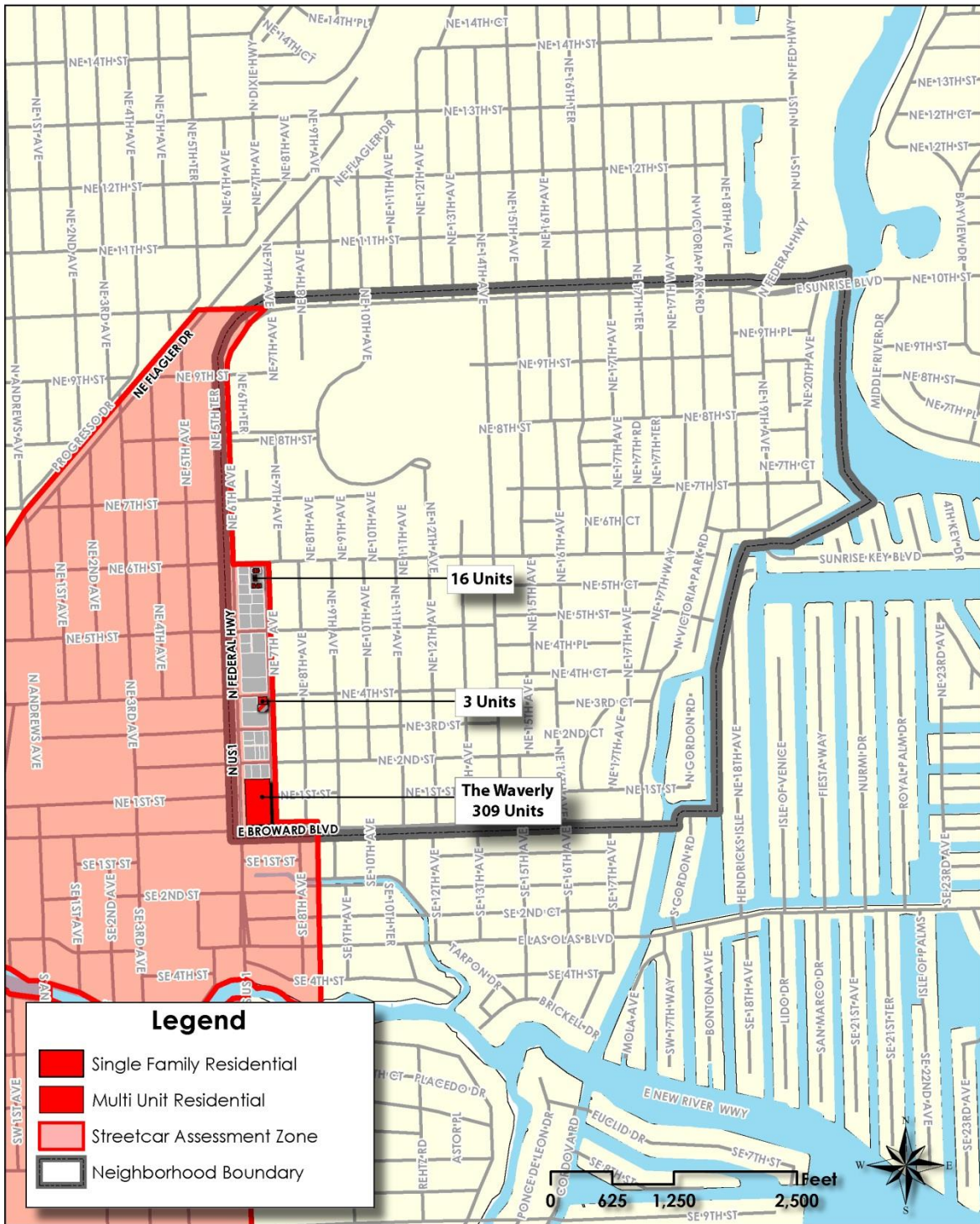
# Streetcar Assessment Zone Neighborhoods





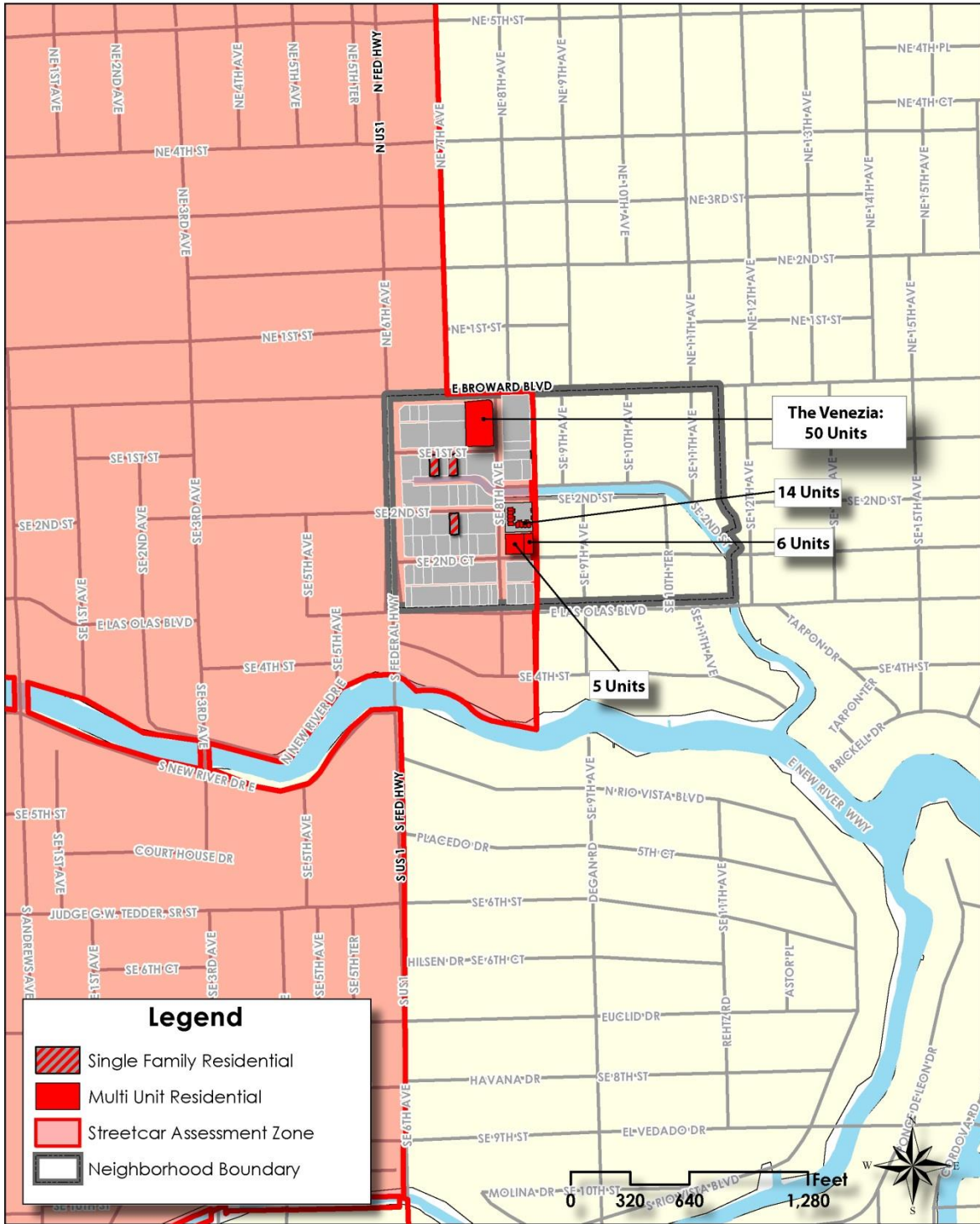


# Victoria Park Parcels





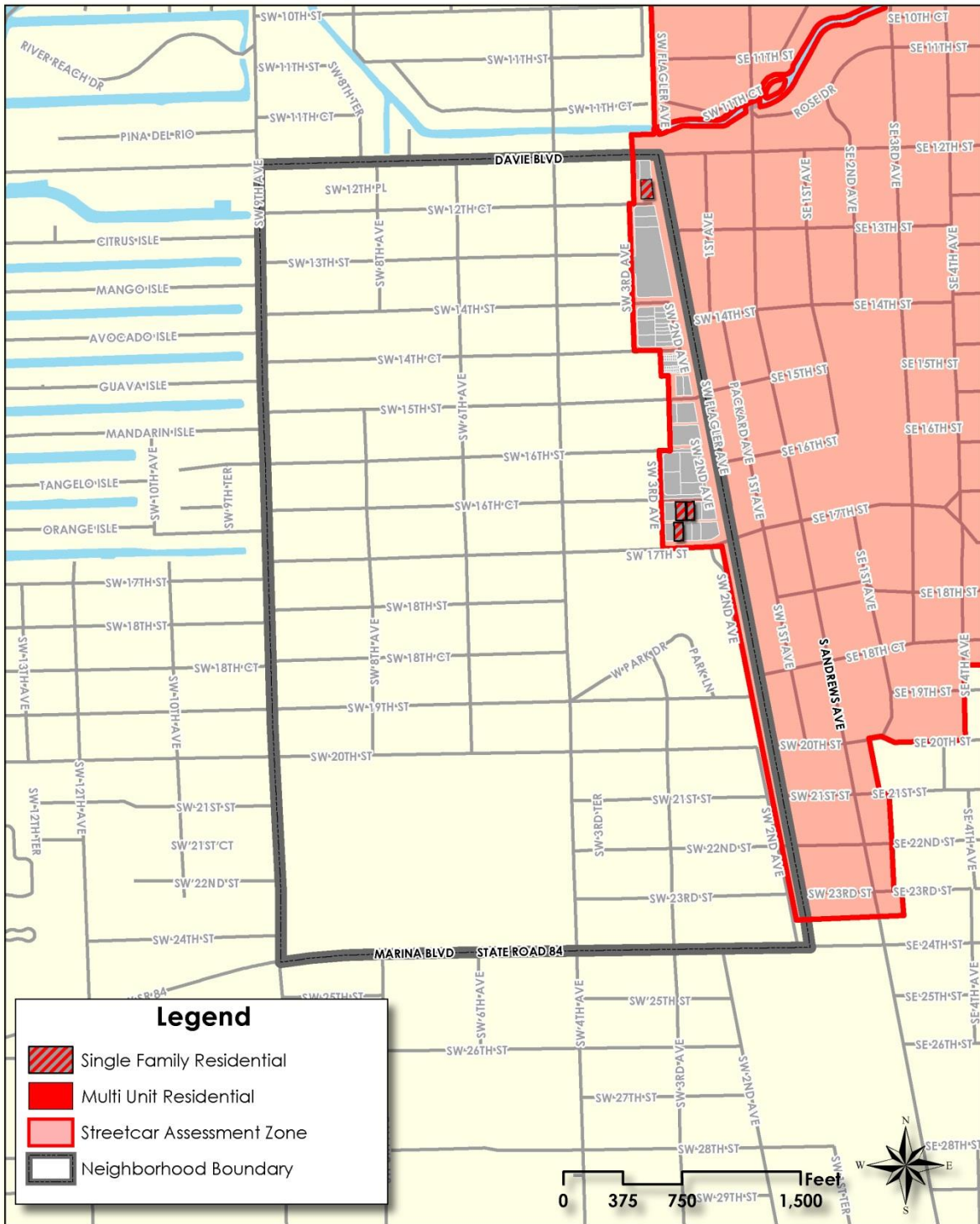
# Beverly Heights Parcels







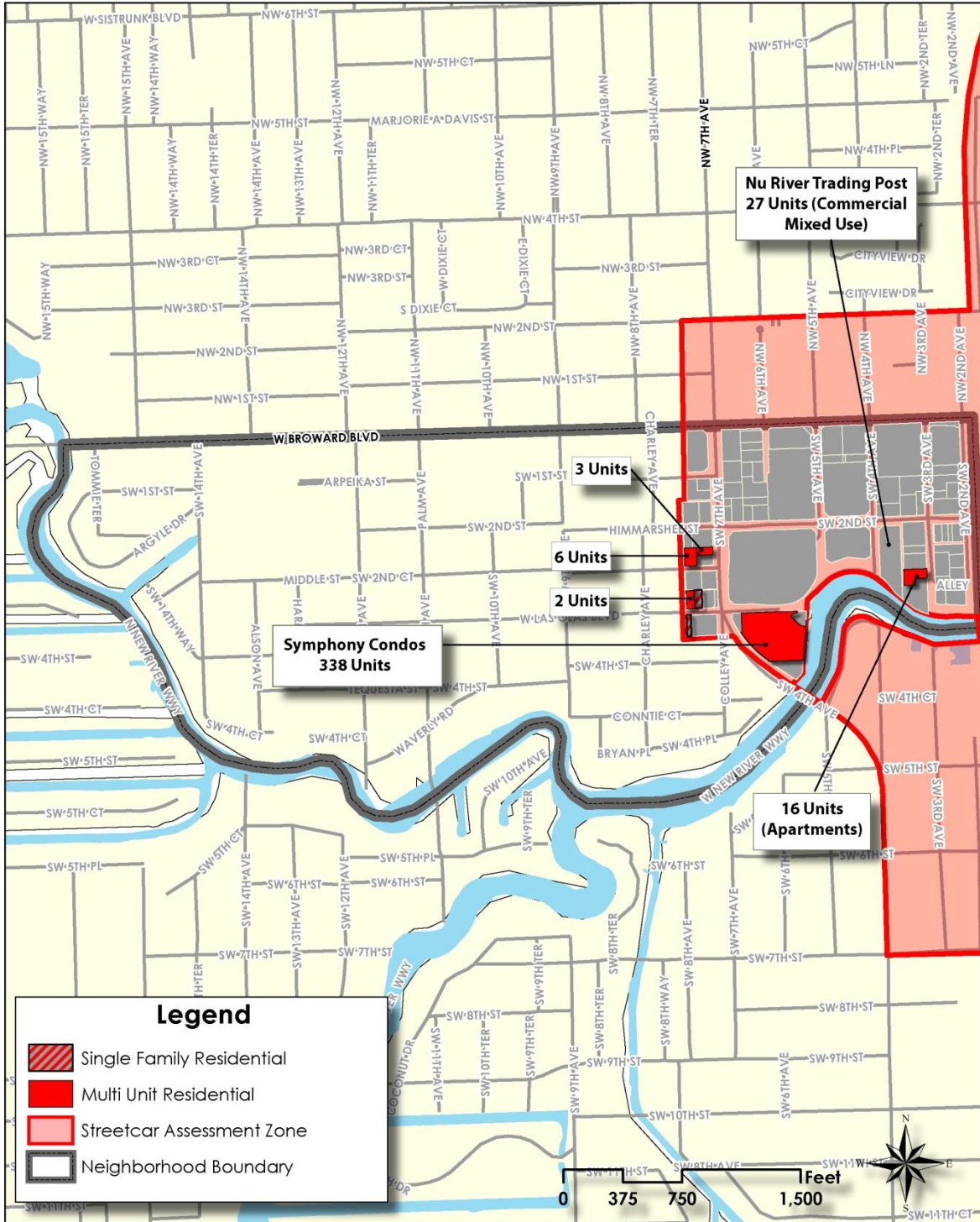
# Croissant Park Parcels







# Sailboat Bend Parcels







# The Wave Streetcar Public Outreach

## Outreach Strategy

There have been three primary strategies or means of performing this outreach:

*a. One-on-one stakeholder meetings*

This consisted of scheduling individual meetings with community leaders and business owners to explain the full scope of the project and the assessment.

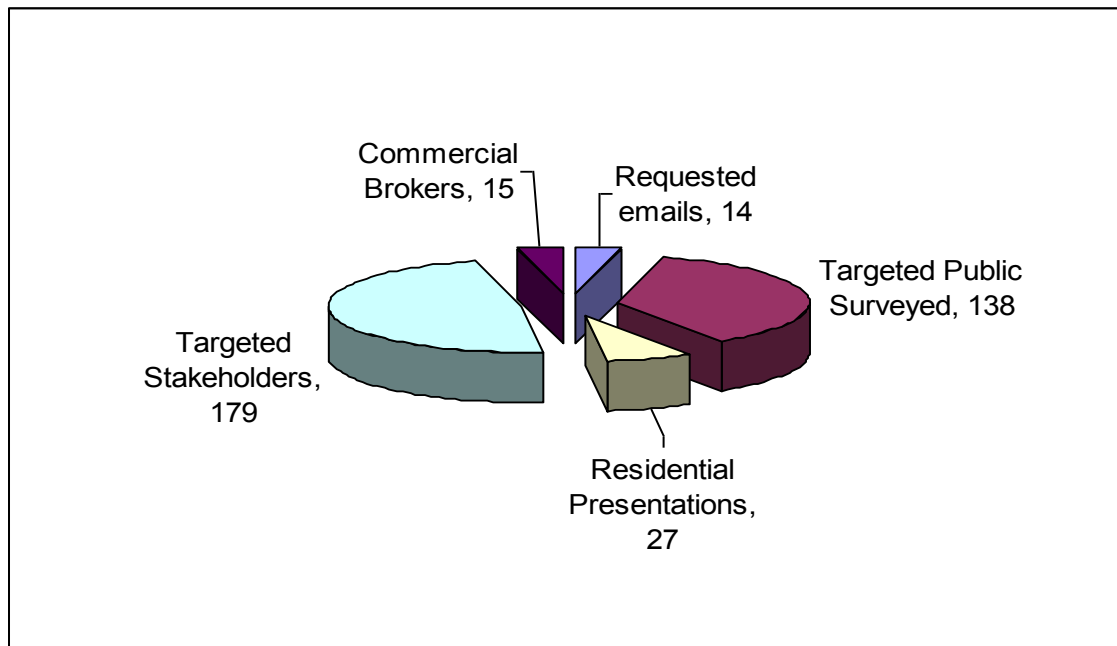
*b. Group presentations*

These presentations were made to neighborhood civic groups, real estate brokers, and property owners. A PowerPoint was utilized to explain the project, with the help of information folders for each attendee. DDA staff conducted these meetings interchangeably and fielded questions about the project and the assessment.

*c. Testimonial Surveying*

This surveying took place after the meetings and presentations were conducted, from August - December 2009. Staff surveyed the public once a week in various locations, asking three main questions: "Would you ride the streetcar?", "Where would you ride it?", and "What do you think of it?" The results of those surveys are detailed in section five.

Chart 1. Breakdown of Outreach Groups

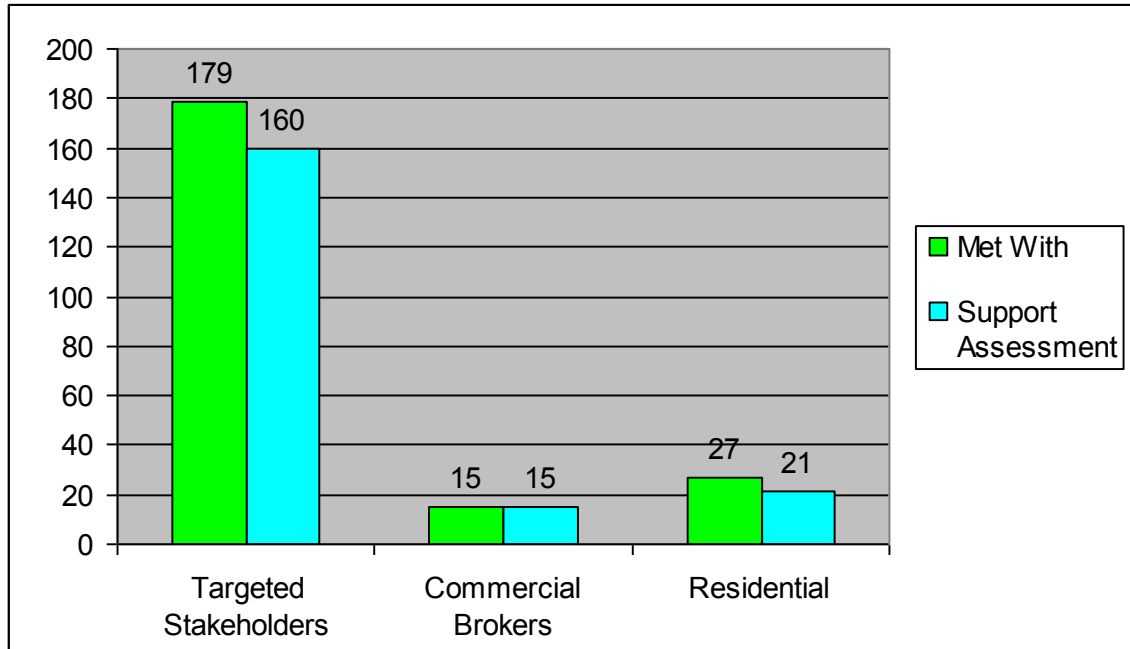


Total individuals and organizations met with: **373**





Graph 1. Levels of Support for the Assessment



Of the 373 total individuals and organizations met with, 301 have voiced support for the assessment, which amounts to **80%**.

### I. Targeted Stakeholders

- As aforementioned, 80% of the meetings and presentations resulted in positive feedback in support of the assessment. Each presentation and individual meeting with the business community generally lasted one hour in order to thoroughly explain the project.
- Over two dozen letters of support have been received, which were also sent to the City Commission. The assessment outreach effort ends in December, thus it is anticipated there will be additional support letters.

#### a. Business Community

##### ***Core Supporters***

Core supporters are community leaders and individuals with multiple interests in the project: from a mobility, economic development, civic, or environmental perspective. These are the core supporters who are willing to attend commission meetings to show support of the project, and have requested to be updated about the project regularly.

## Some of the Project Supporters

- Broward County (9-0 Vote)
- City of Fort Lauderdale (5-0 Vote)
- Riverwalk Trust
- South Florida Commuter Services
- Downtown Residents
- Downtown Commercial Property Owners
- Downtown Businesses
- South Andrews Business Association
- Fort Lauderdale Chamber of Commerce
- Broward Alliance
- Urban Core, Broward Workshop
- Kid's Ecology
- FDOT/District IV
- Clean Air Cooperative
- Fort Lauderdale Economic Development Advisory Board
- Performing Arts Center Authority (Broward Center)/ a&e consortium
- Community Redevelopment Agency of Fort Lauderdale
- Downtown Development Authority of Fort Lauderdale
- Metropolitan Planning Organization
- South Florida Regional Transit Authority (Tri-Rail)
- Downtown Transportation Management Association (TMA)



Photo 1: Wave public charette held at Broward College

### b. Residential

18 presentations were made to neighborhood civic associations, in addition to 13 individual residents actively supporting the project by attending City Commission meetings, etc. The reactions from the residents were very positive. Many understood the need for the assessment in exchange for improved amenities and quality of life in downtown.

### c. Commercial Brokers

A presentation was made to the Commercial Brokers in the fall of 2009. Those who attended were very interested in the project, viewing it as a positive amenity for prospective tenants. They asked complex, probing questions about the nature of the assessment and the policy decisions behind it, but were overall very supportive of the project.

### d. Property Managers

Individual meetings were held with the largest downtown office building property owners. This sector was overwhelming positive towards the project after posing very probing questions about the assessment and the elements of the system. Many would like to see the stops closer to their buildings, but understand there is a prescribed process to reaching such decisions.



### e. Testimonial Surveying

The objective of this activity is to find out if and why people will ride the system, as well as to educate those who are unaware of it. Surveying took place weekly from August through December, 2009 at different locations around downtown. The places where surveying has taken place include:

- Broward Health
- East Las Olas CBD Area
- Courthouse/Judicial Complex
- Education campuses – BCC & FAU
- BCT Main Terminal
- Main Library
- Broward Governmental Center
- Himmarshee/Riverwalk/Riverfront
- Tri-Rail, Broward Station
- Jazz Brunch



Photo 2: Charette participants discuss the Wave

#### Targeted Riders

- Broward Health workers
- Office workers
- Lawyers
- Residents
- Government workers
- Students
- Current transit riders
- Lunch goers
- Tourists

### f. Event Tabling

Events relevant to the principles of the Wave streetcar have proven to be an excellent forum for reaching future riders and interested parties. By offering information from an event table or booth, the public is better able to fully absorb the project and ask whatever question may arise. Below are some of the events where the Wave Streetcar information has been offered:

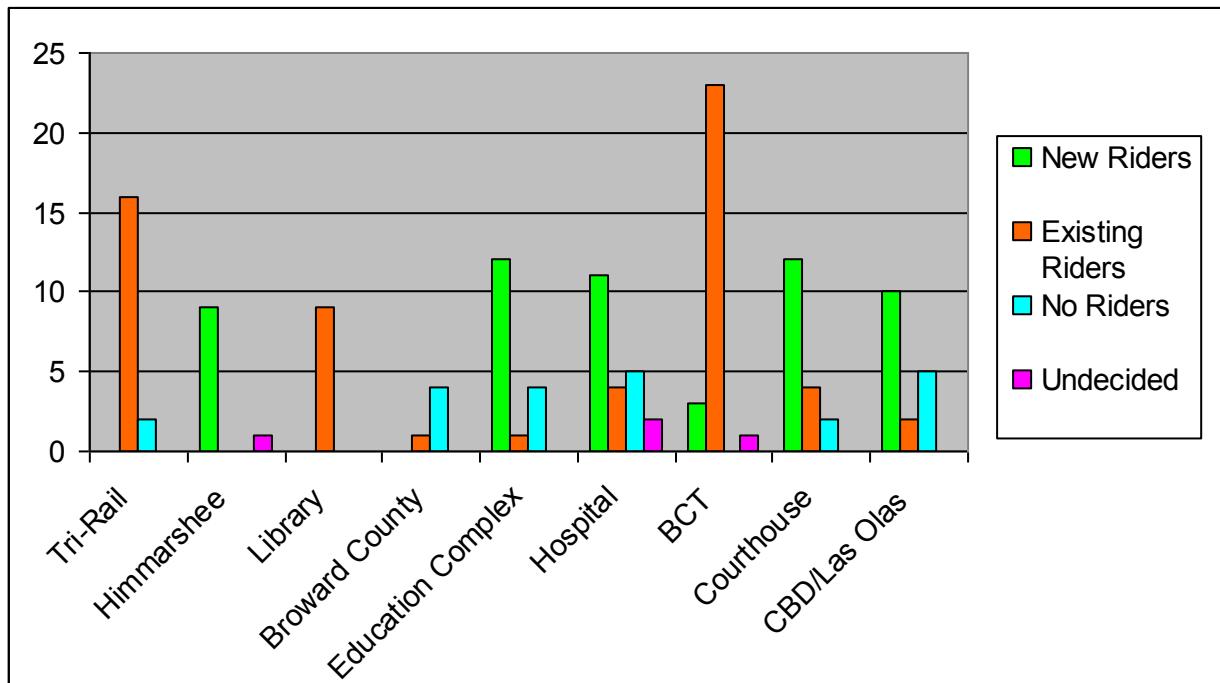
- *Fort Lauderdale Green Expo - 2009*
- *Florida Chapter of the American Planning Association Conference - 2011*
- *Railvolution Conference - 2009, 2010, 2011*
- *Earth Day - 2009*
- *Backyard Bash - 2009*
- *Suntrust Jazz Brunch - 2009*
- *Discover Downtown - 2010, 2011*





Photo 2: Tabling at the Jazz Brunch

Chart 2. Targeted Public Surveyed





The previous table represents the type of rider associated with each person surveyed, by area surveyed. Unsurprisingly, most surveyed at the library, BCT terminal, and Tri-Rail are existing transit riders. But the responses of potential new riders in the other areas surveyed indicate that there was an average of 10 new potential riders out of the average of 15 surveyed in each location, which amounts to 66% of those surveyed for each location.

Each place visited had its own distinct demographic and sense of place. The targeted locale and its use determined the accessibility of the interviewees and their responses to the questions. It is important that all of the special characteristics of each location and demographic be taken into account during the Planning and Engineering phase of the stations. Because each population would use the streetcar for different reasons and have different needs, so should the stations be designed accordingly. Unsurprisingly, the most receptive audience has been at the bus terminal, as that population would most benefit directly from the system. Throughout the interviews there were many instances of:

“Yes, that’s a great idea. We need more transit.”

“It would be great if it goes to Tri-Rail, the beach, and the airport.”

“Yes, absolutely I would ride it if it gets me where I need to go.”

1. East Las Olas CBD- People were less accessible in this environment than in others. They were well dressed and on a mission to get somewhere. Their reactions were mixed, but represented more substantial numbers for potential new riders given the attractiveness of a fixed system.
2. BCT- many of those interviewed were homeless or disabled. This group overwhelmingly supported the idea of more mass transit. They were very expressive about the project and easy to interview, since they had the time to talk while waiting for their buses. Often, the riders were connecting to and from multiple routes to get to their final destination and they traveled long distances.
3. At Broward Health, many of those interviewed were preoccupied with getting their appointments or an ailment/illness- their minds were focused on larger more important things, so interviewing was a sensitive matter. Generally, there were three groups at Broward Health: patients, physicians, and support staff. Many of the employees voiced that the buses to work were crowded and some also said they preferred to drive to work given the convenience. However, they were supportive of changing their mode if the system is convenient, reliable, and comfortable.
4. The County Courthouse was the most diverse environment of people. Some were there for jury duty, some were homeless, others were working- as lawyers or vendors. Overall, those interviewed were excited to hear about a streetcar that will enable them to move around downtown within the limited timeframes allotted for lunching and breaks.



# The Wave Streetcar Public Outreach

- 5. FAU and Broward College campus was an easy environment to interview people and they were also the most interested and willing group. They had the most to say about the project and many were excited about it. As with most groups interviewed, many international and local students utilize alternative transit modes, so a streetcar would be helpful to them.
- 6. Himmarshee/Riverfront was a sparsely populated area at lunchtime on a weekday. Those surveyed included museum volunteers, visitors, and people enjoying the Riverwalk. They were amenable to the idea of having mass transit to improve their mobility and save them from walking in the hot weather.
- 7. Tri-Rail commuters were very excited to hear about the project and were also very familiar with the benefits of rail travel. Many understood the importance of having a circulator that connects to long line commuter rail. They were most often commuting to and from work, though some were traveling to and from the Fort Lauderdale International Airport, as well. These are a sampling of the testimonials derived from this exercise:

## East Las Olas

“Yes, I’ll ride it- if it gets me where I need to go.” – Marc Schectman, *Ameriprise employee*

“Yes, I’ll ride it from my residence on Andrews to the Las Olas area, the hospital, and Himmarshee.” – Tom Farmer, *Downtown resident and worker*

## BCT Main Terminal

“That’s coming here?! My goodness! Of course I’d ride it- to the courthouse, the hospital, wherever!” - Rose, *BCT Bus Rider*

“We need more transportation where the buses don’t run. I like that it’s eco-friendly. We need to stop killing the planet.” – Charles, *BCT rider*

“It’s a good idea. It gets you where you want to go- from here to there. It’ll help the elderly and college students. – Terrell & Edna, *BCT riders*

## Broward Health

“I think that’s great. I use public transit, so anything more is great for me. The more cars off the road, the better.” – Jim Lancaster, *Broward Health Visitor*

“Sounds like a good idea. More public transit is always a good idea.” – Stephanie, *Broward Health Nurse*







“That would help out a lot of people. Most employees arrive by bus early in the morning. It’s a great idea!” - Albert William, *Broward Health X-Ray Technician*

“That’s awesome! Wherever the streetcar is stopping, [growth occurs]. I’ve seen the streetcar in Denver and anything around transportation sees a positive benefit.”- Dr. Matthew Moretti, *Broward Health Physician*

### Courthouse/Judicial Complex

“It would cut down on traffic in downtown and make it more convenient to get around.” - Bert Mann, *Broward County School Board*

“I think it’s a wonderful idea. I ride the tri-rail, so commuters like me would definitely benefit.” - Kesha Chamber, *Legal worker*

“I think it will save people a lot of gas and keep me walking and healthy.” - Eugene Williams, *Landscaper*

### Education Campuses: FAU and Broward College

“It seems like a good idea. I would take it to school. Park at 6<sup>th</sup> Street parking lot and take the streetcar to school. It all comes down to how reliable it is.”- Phillip Tyson, *Car Salesman/Part-time Student*

“I live in West Kendall and have a four hour commute that costs me \$8. I take the bus, metrorail, Tri-Rail, and I bike to get here. I would connect from Tri-Rail to the Wave.”- Manuel Gonzalez, *Full Time FAU Student*

“It’s a good business investment for the development of the city. It’ll alleviate traffic.” – Eric, *Broward College Security Guard*

“Better late than never. Anything you can do to get cars off the road. But it’s not personally convenient for me.”- Mark Baker, *Massage Therapist/Part-time Student*

### Main Library

“That’ll work. That will make it very easy (the 7.5 minute headways) and the connections to Tri-rail and the buses. What you need is for it to go from Tri-Rail to the beach.” – Ted, *Disabled former contractor*

“It might help with parking and congestion. I take public transportation. It’s good it will connect with Tri-Rail. We wait for an hour for the bus sometimes, so to know when it’s coming and that frequently, is good.” – Kenneth Thomas, *Unemployed accountant*

“So, we’re going to be able to use the bus passes with it? That’s what’s UP!” – Kiera, *Student*



# The Wave Streetcar Public Outreach

“Faster transportation is always good. Anything better than a bus I’m all for. Buses take too long.” – Sebastien, *Contractor*

## Himmarshee/Riverfront

“I’m all for it! It will be a lot faster than bus transportation!” – Gerard Nanton, *Volunteer*

“It would make Fort Lauderdale a lot more efficient city. Transit could bring more people downtown.” – Sheela Venero, *Student*

“As a visitor, I would love it, as long as it’s safe, well lit, and near tourist attractions. Good rail transit makes the city more user-friendly. D.C. has the best rail system- very clean, on time and reliable.” – Visitor from Boston, MA

## Tri-Rail

“It’s absolutely beneficial and cost-effective for people who can’t afford cars and insurance- it helps.” – Travis Hall, *Student, & Retired military*

“I would ride it; no doubt about it! We need something getting people downtown. The rising fuel costs alone make these projects beneficial.” - Ken, *Amtrak Employee*

“I think it’s a good idea. On weekends I take my kids to the IMAX and museums, so I would take it there from Boca.” - Dan, *Contractor & Tri-Rail Commuter*

## **VI. Eblast Newsletters**

Monthly emailed newsletters were also utilized to keep the outreach stakeholders engaged with and updated on the Wave project. These eblasts were met with great positive response from those emailed, as they genuinely wanted to be informed about progress made.

## **VII. Facebook Page**

A facebook page was established in 2010 to stimulate support and discussion of the Wave Streetcar. It has been an effective tool in relaying information, interacting with supporters and soliciting feedback.





## Summary

The outreach efforts of the past nine years have successfully engaged the downtown community in the Wave Streetcar project. The variety of methods employed have reached a diverse cross section of stakeholders and future riders that are now better informed about the benefits of the system and the development process. Overall, those who would be assessed understood the reasoning behind the tax and did not think it excessive. They were happy to contribute even with the current state of the economy.

Many have requested additional information about the project and want to know how they could get involved. Not only is the community excited about the prospect of having a modern streetcar, but also about its feasibility and the fast pace of the project. The overwhelming support of respondents bodes very well for the local assessment and the future use of this transit system.





## Addendum

### Facebook Page

**facebook** Search for people, places and things

You are posting, commenting, and liking as The Wave Streetcar — Change to Kate Sheffield

**Admin Panel** Edit Page Build Audience Help Show

**The Wave Streetcar**  
141 likes · 8 talking about this

Local Business  
Fort Lauderdale, FL 33301  
1 (954) 463-6574  
Add Your Hours

Status Photo / Video Event, Milestone +

Write something...

**The Wave Streetcar** Friday  
Today's the last day for comment on the Alternatives Analysis/Environmental Assessment~ if you'd like to voice your thoughts, please email Barbara Handradan: handrahanb@sfrta.fl.gov

Like · Comment · Share

Jesus Fuentes likes this.

**The Wave Streetcar** Design is expected to start at the end of this year, Jesus.  
Friday at 10:37am · Like · 1

**Jesus Fuentes** Excellent news! For us who live in Downtown this is a great mobility option. I'm a strong supporter of mass transit (I use Tri-Rail everyday to go to work). As a civil engineer involved with FDOT projects; more transit project like this should receive a strong support from our commissioners and legislators if we want to catch up with other cities in our country!  
Friday at 11:00am · Like

Write a comment...

187 people saw this post

**21 Friends** Like The Wave Streetcar

Recent Posts by Others on The Wave Streetcar

**HershNoeie Wilson** Who did you get to do your simulations?  
1 · Yesterday at 11:22am

**Alexander Vargas** Go wave  
July 24 at 8:44pm

**Alexander Vargas** Lets make it happen asp we need this project in our area let...  
July 24 at 8:40pm

**Chuck Wilrycx** So that light at the end of the tunnel isn't a train headed wig...  
2 · June 20 at 4:02pm

**Alexander Vargas** Cannot wait for the project to start  
2 · March 29 at 6:21pm

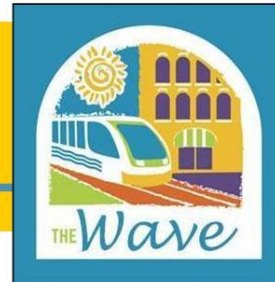
**Downtown Fort Lauderdale** 18 friends also like this.



WAVE STREETCAR UPDATE

# THE WAVE UPDATE

January 15, 2010



## Policy Shift Bodes Well for the Wave!

Secretary Ray LaHood proposed Wednesday that new funding guidelines for major transit projects be based on livability issues, in addition to cost and time saved, which are currently the primary criteria. "We want to base our decisions on how much transit helps the environment, how much it improves development opportunities and how it makes our communities better places to live," said Secretary LaHood. In making funding decisions, the FTA will now evaluate the environmental, community and economic development benefits provided by transit projects, as well as the congestion relief benefits from such projects.

## What People Are Saying About the Wave

"This project will help to further the improvements seen in the last phase of growth, jumpstart a regional transit framework, improve the environment, as well as provide much needed jobs to the area." - **Hugh Johnson**, Architectural Alliance

"The DDA started this project with the interconnected goals of serving as an economic generator, improving the residential environment, and strengthening our transit infrastructure. As a property owner downtown, I am willing to contribute my share to the project financially." - **D. Fredrico Fazio**, DDA Chair

"For the past thirty years, my family has managed the old 'Sweet Building' and since then this city grow up around us. The Wave streetcar project will further connect the downtown to the medical center community and Flagler Village and truly create a Live, Work, and Play environment." - **Tom Vogel**, *One River Plaza*



"A viable public transit that connects Downtown, the Courthouse Complex and Broward General Medical Center is essential for the growth of Fort Lauderdale. Additionally, I believe this project will attract people to Downtown in ways that nothing else can." - **Steven W. Hudson**, *Hudson Capital Group*



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## Send in Your Letter!

Let your voice be heard and mail your support letter to City Hall and to the DDA today! Every letter is a step closer towards passing the assessment and creating a thriving, sustainable downtown. Letters can be sent to both the DDA and to City Hall: 100 North Andrews Avenue, 8th Floor, Fort Lauderdale, FL 33301

# The Wave Streetcar Public Outreach



**Broward County Reso**

**City Reso**

**LETTERS OF SUPPORT**

**MARKETING MATERIALS**

