



City of Fort Lauderdale Transit Master Plan

Project Update and Key Findings

September 7, 2016





Agenda

- **Key Findings**
 - Demand Analysis
 - Public & Stakeholder Engagement
 - Operational/Route Analysis
- **Overarching Themes & Emphasis Areas**





Transit Master Plan

- **Goal - Enhance Mobility Options in the City**
 - **Increase accessibility and connectivity** of City's transit services and to regional services
 - **Identify and prioritize near- and long-term service/capital improvements** that will support the strategic improvement and growth goals for the City
 - **Develop phased implementation plan**
 - Near-Term Route & Network Improvements (1-5 years)
 - Long-Range System Enhancement/Expansions (6-10 years)





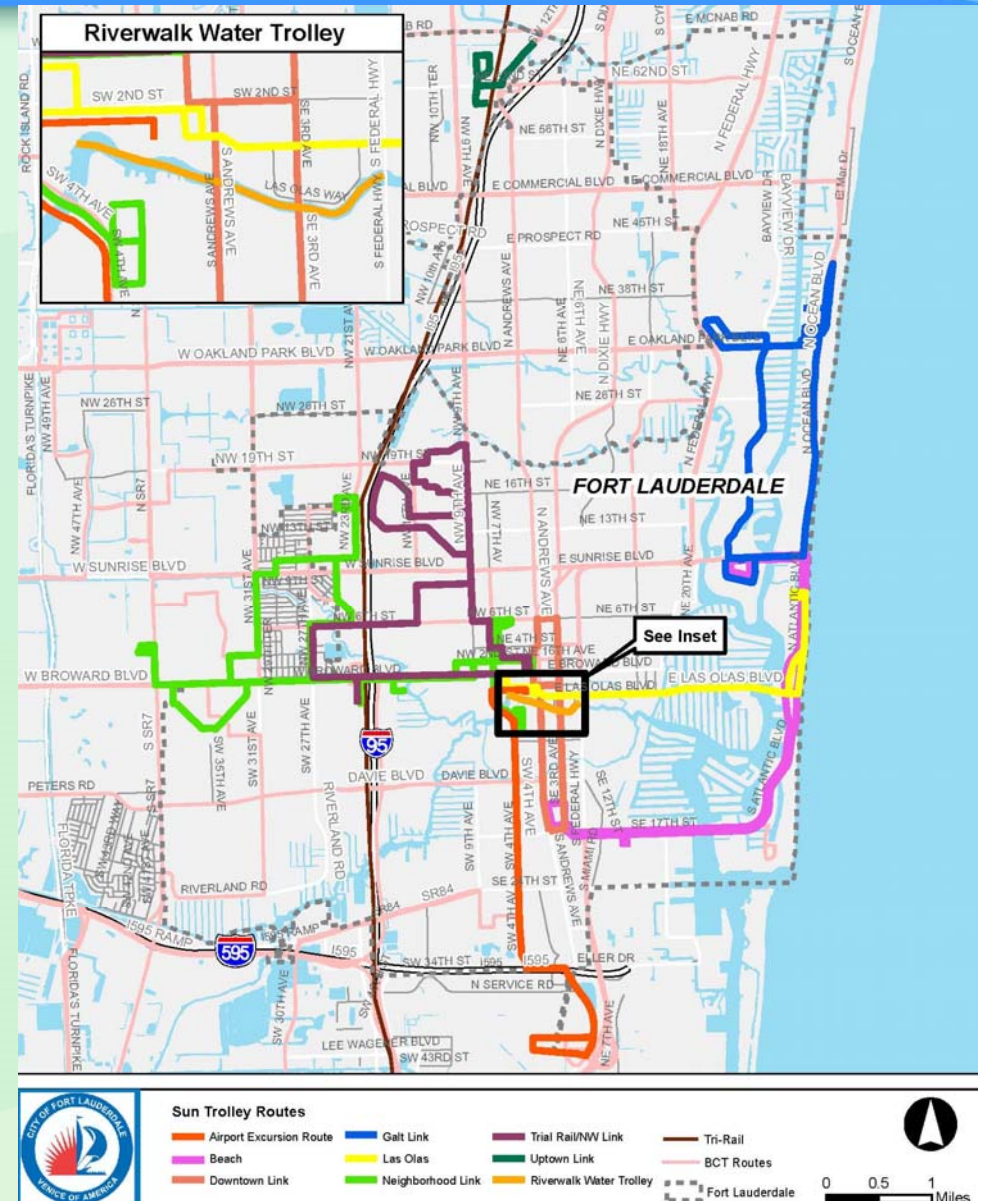
Transit Master Plan - Progress

- **Completed**
 - Demand/Needs Analysis
- **Near Completion**
 - Operational & Route Analysis
 - Five-Year Financial Plan
- **Upcoming**
 - Short- and Long-Term Service/Implementation Plans
 - Fleet Replacement Plan
 - Staffing Plan



Demand Analysis

- **Existing System**
 - 8 Bus routes
 - Water Trolley
 - Mon-Fri (7 Routes)
 - Mon-Sat (Airport Link)
- **Connecting**
 - 560,225 riders (2015)
 - 120,000 Jobs (2013)
 - 88,000 People (2013)





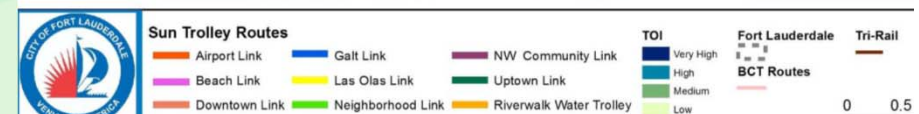
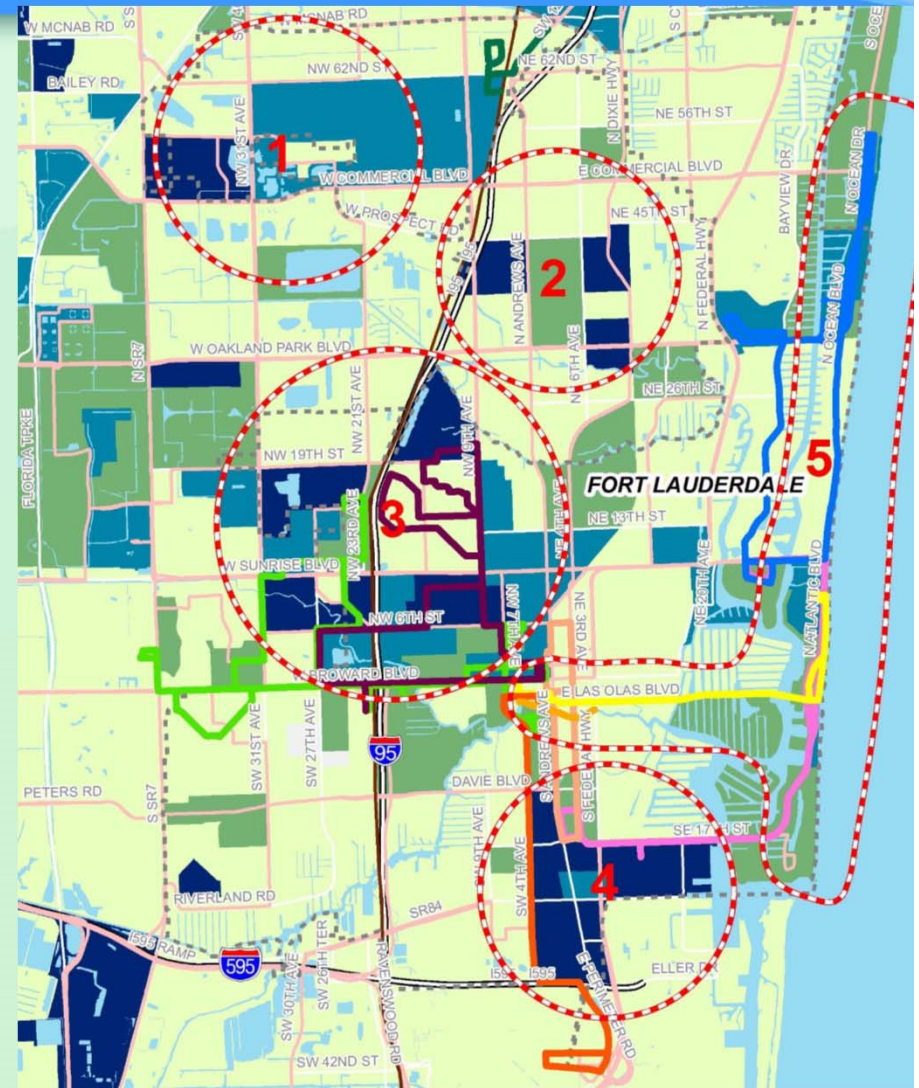
Traditional Markets

- **Analyzed**

- Older adults: 65 yrs+
- Youth: < 15 yrs old
- Below the poverty level (\$25,000 for 4-person HH)
- 0-Vehicle HH

- **Findings**

- **Demand clusters**
- **Mostly below-poverty & no-vehicle HHs**





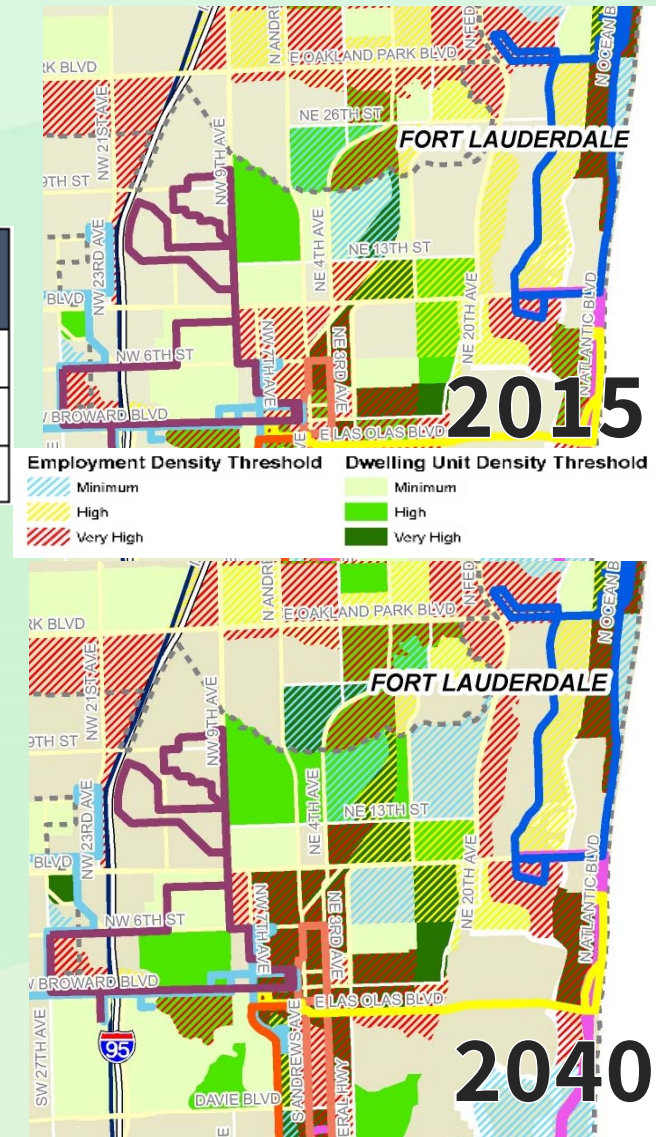
Discretionary Markets

- Density Analysis using Industry-based Investment Thresholds

Level of Transit Investment	Dwelling Unit Density Threshold ¹	Employment Density Threshold ²
Minimum	4.5–5 dwelling units/acre	4 employees/acre
High	6–7 dwelling units/acre	5–6 employees/acre
Very High	≥8 dwelling units/acre	≥7 employees/acre

- Findings

- Existing transit-supportive areas are in and around downtown Fort Lauderdale
- Future growth is expected to support more premium transit investments

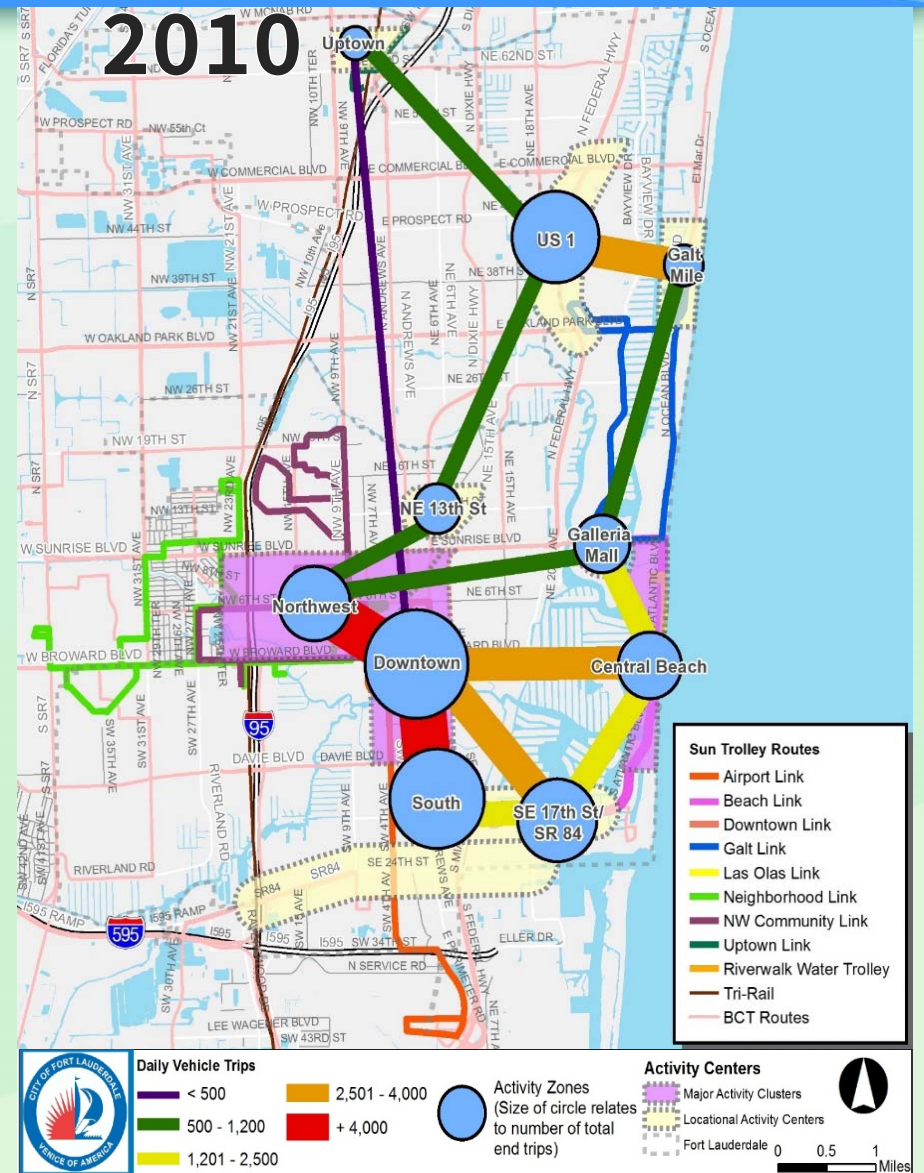




Travel Flow Analysis

2010 Travel Flows- Average Daily Trips

To/From	From/To	Average Daily Trips
South	Downtown	4,759
Northwest	Downtown	4,371
SE 17th St/SR 84	Downtown	3,647
Central Beach	Downtown	2,548
US 1	Galt Mile	2,503
South	SE 17th St/SR 84	2,317
Galleria Mall	Central Beach	1,608
Central Beach	SE 17th St/SR 84	1,264
Uptown	US 1	1,127
Galt Mile	Galleria Mall	756
Northwest	NE 13th St	756
US 1	NE 13th St	599
Galleria Mall	Northwest	582
Uptown	Downtown	396

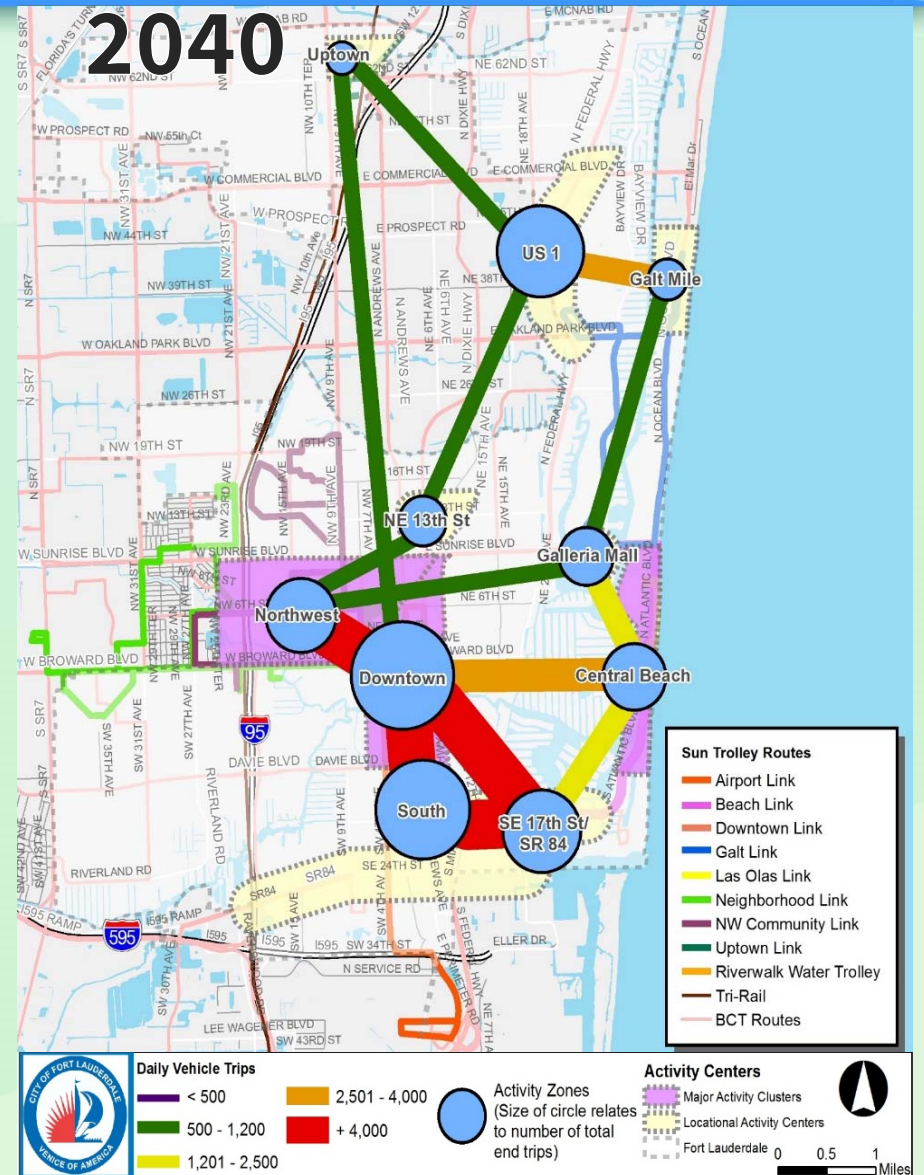




Travel Flow Analysis

2040 Travel Flows- Average Daily Trips

To/From	From/To	Average Daily Trips
South	Downtown	7,345
Northwest	Downtown	7,078
SE 17th St/SR 84	Downtown	4,994
South	SE 17th St/SR 84	4,085
Central Beach	Downtown	3,280
US 1	Galt Mile	2,530
Galleria Mall	Central Beach	1,815
Central Beach	SE 17th St/SR 84	1,432
Uptown	US 1	1,172
Northwest	NE 13th St	1,077
US 1	NE 13th St	1,056
Galt Mile	Galleria Mall	730
Galleria Mall	Northwest	679
Uptown	Downtown	563





Public & Stakeholder Input

- **Public Outreach Process**

- Stakeholder interviews/presentations
- Web-based transit needs survey
 - Rider and non-rider branching
- Paper-based surveys
 - Localized input - YMCA and Galt
- Bus operator interviews
- Web and email based outreach
- Social media
 - Facebook
 - Nextdoor





Stakeholder Input- In Person

- **Key Input**

- Areas Needing Increased Services

- Port to Airport, Beach, Las Olas, NW Community, SE 17th St

- Frequency Needed

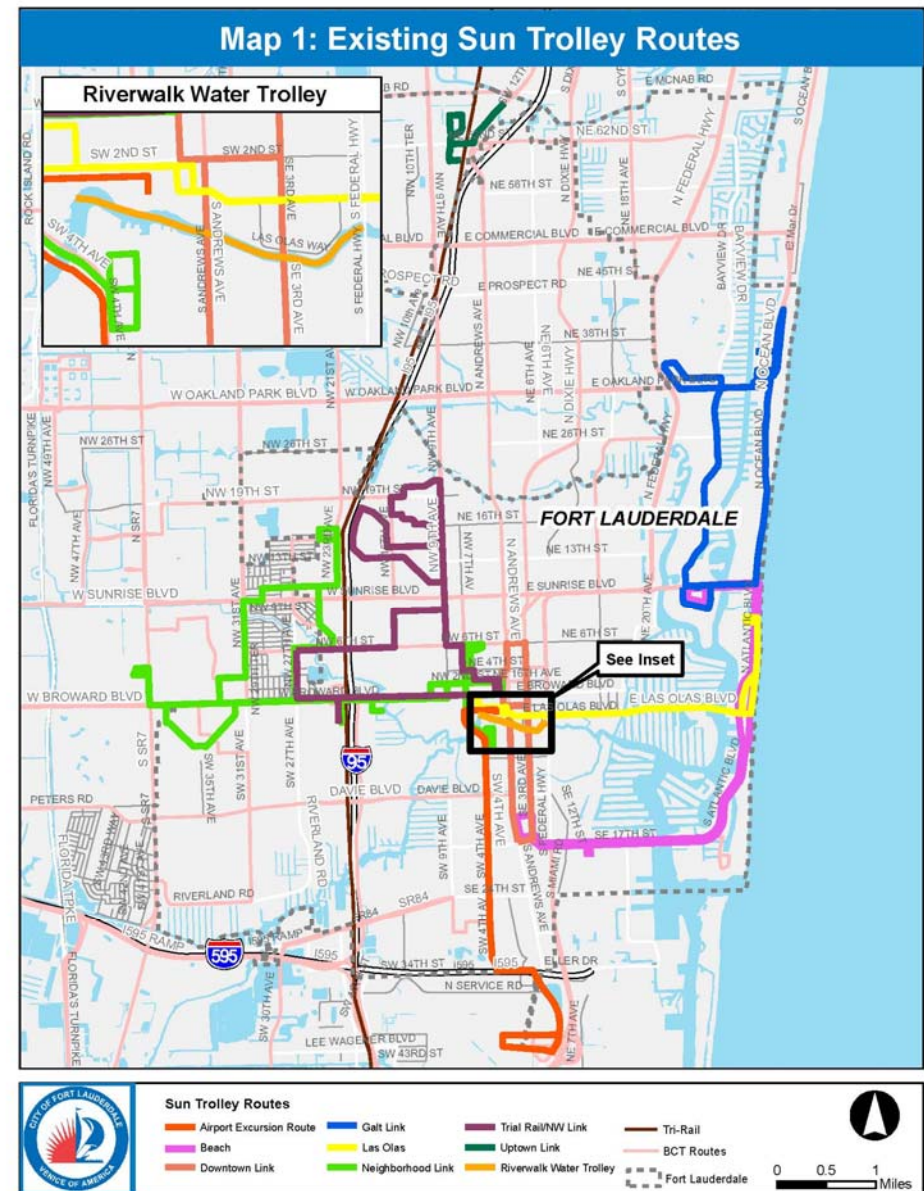
- Should vary by route

- Service

- 5 - 7 days a week, evenings, rush hour

- Other Needs

- Shelters, clean vehicles, benches, bike racks, wi-fi



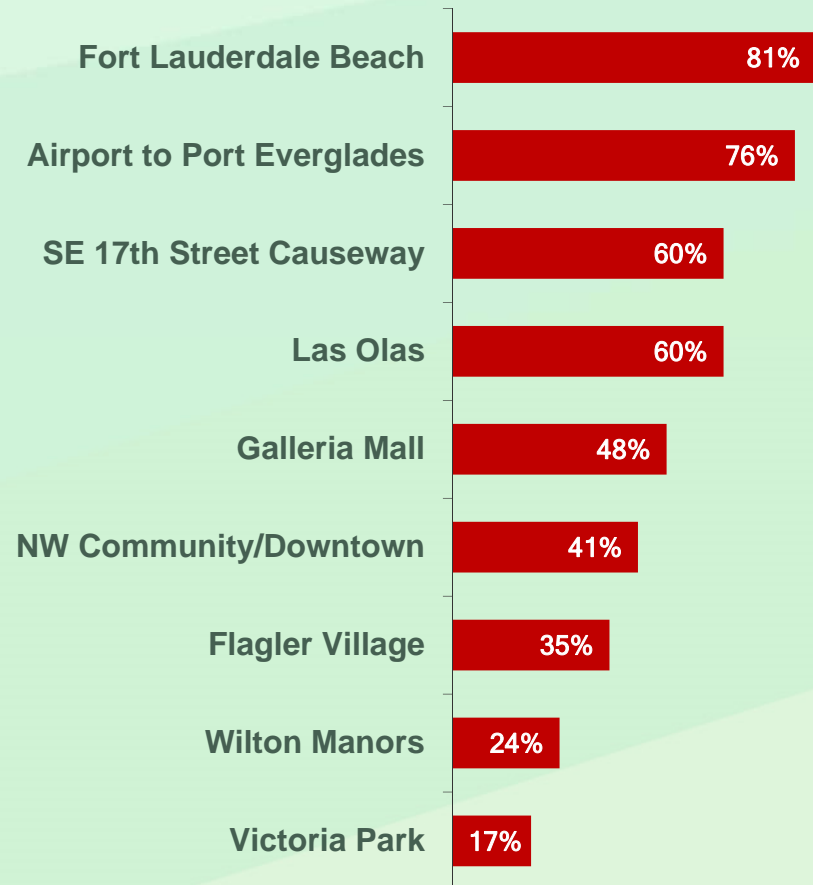


Stakeholder Input- Survey

- **Key Input**

- Frequency Needed
 - 15 to 30 min
- Service span/days
 - Everyday, 12 to 18 hours a day; rush hour, peak
- Other Needs
 - Clean vehicles, fixed shelters/stops

Areas Needing Increased Services





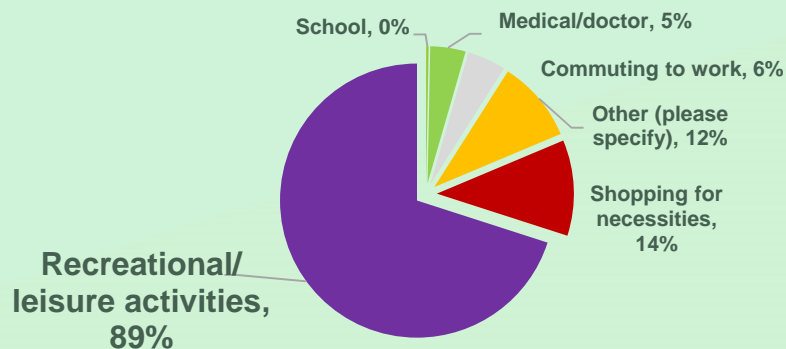
Public Outreach - Web Survey

Sun Trolley Riders

Most Needed Improvements



What is the Primary Trip Purpose?



- **Typical Rider Characteristics**

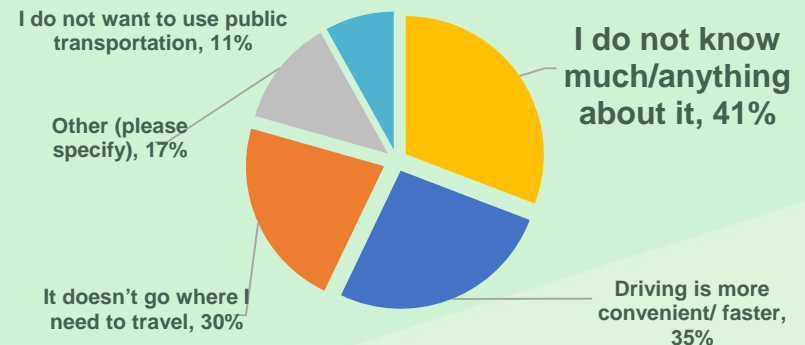
- Majority White, ages 45-64, income of \$75,000 or more

General Public

Most Needed Improvements



Why do you not use the Sun Trolley?



- **Typical Rider Characteristics**

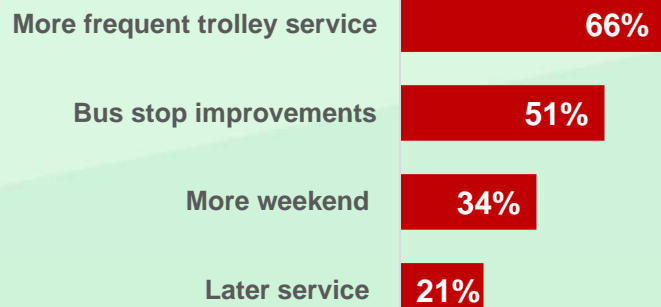
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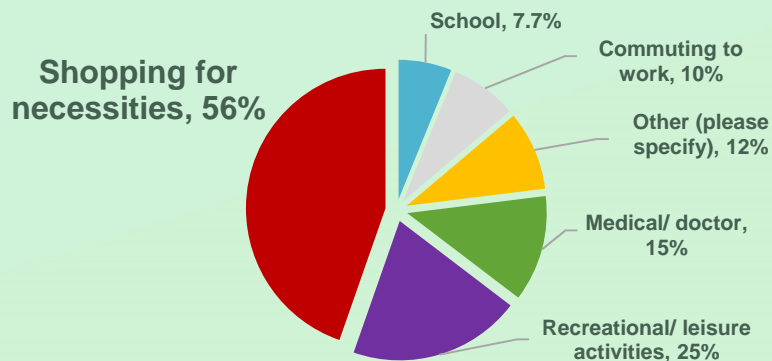
YMCA Survey

Sun Trolley Rider

Most Needed Improvements



What is the Primary Trip Purpose?

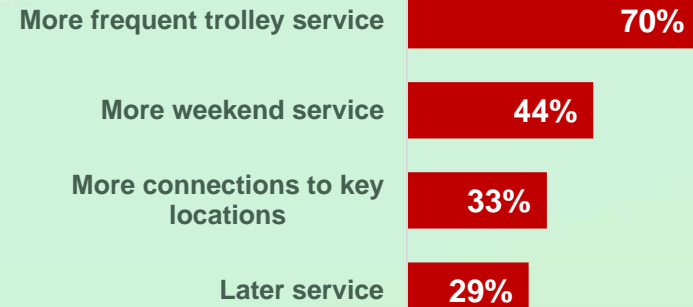


- **Typical Rider Characteristics**

- Majority Black, ages 45–64, income of \$10,000 or less

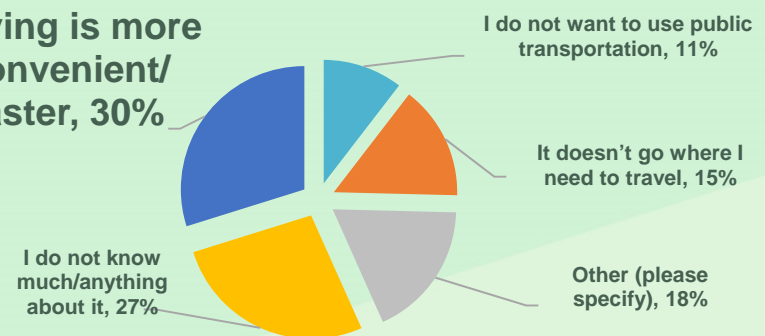
General Public

Most Needed Improvements



Why do You Not Use the Sun Trolley?

Driving is more convenient/ faster, 30%



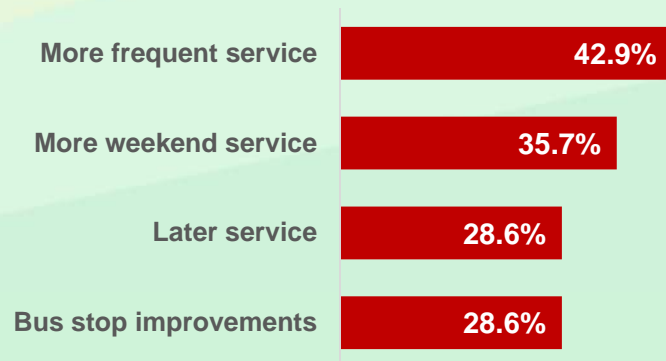
- **Typical Rider Characteristics**

- Majority Black, ages 45–65+, income of \$19,999 or less

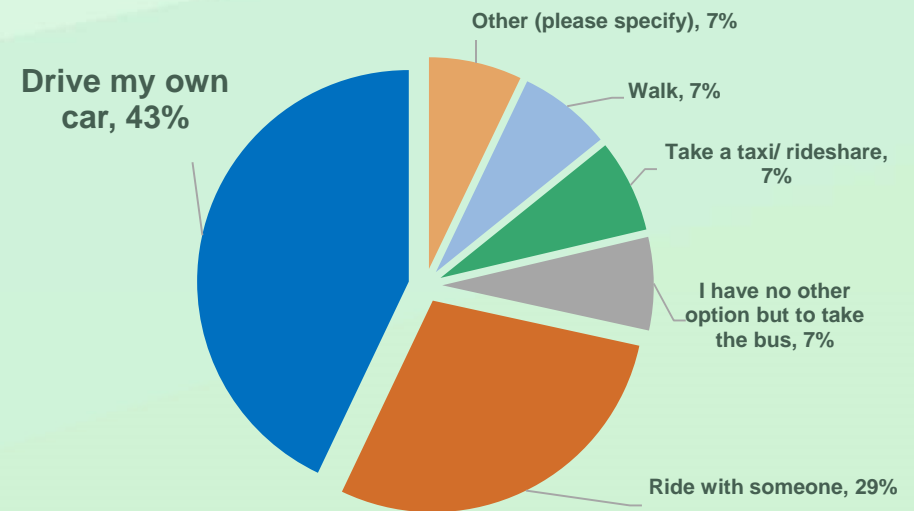


Galt Survey

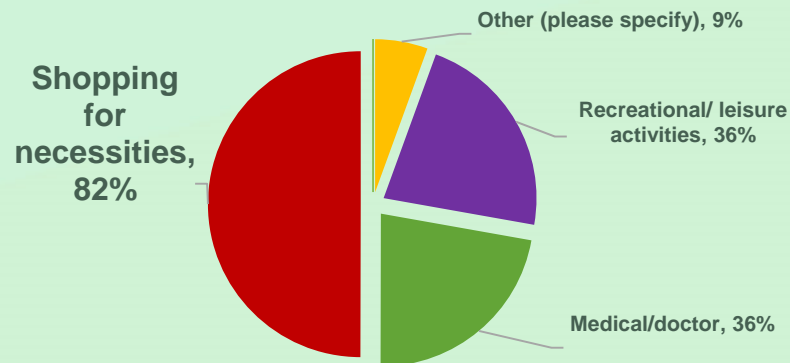
Most Needed Improvements



How Would You Travel If Not By Trolley?



What is the Primary Trip Purpose?



- **Typical Rider Characteristics**

- White, over 65, income from \$20,000 to \$39,999



Operational/Route Analysis

- **System & Route Review**
 - Population
 - Employment
 - Land Use
- **Segment Efficiency**
 - Stop Activity by Segment



Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P (Thailand), Mapbox, © OpenStreetMap contributors, and the

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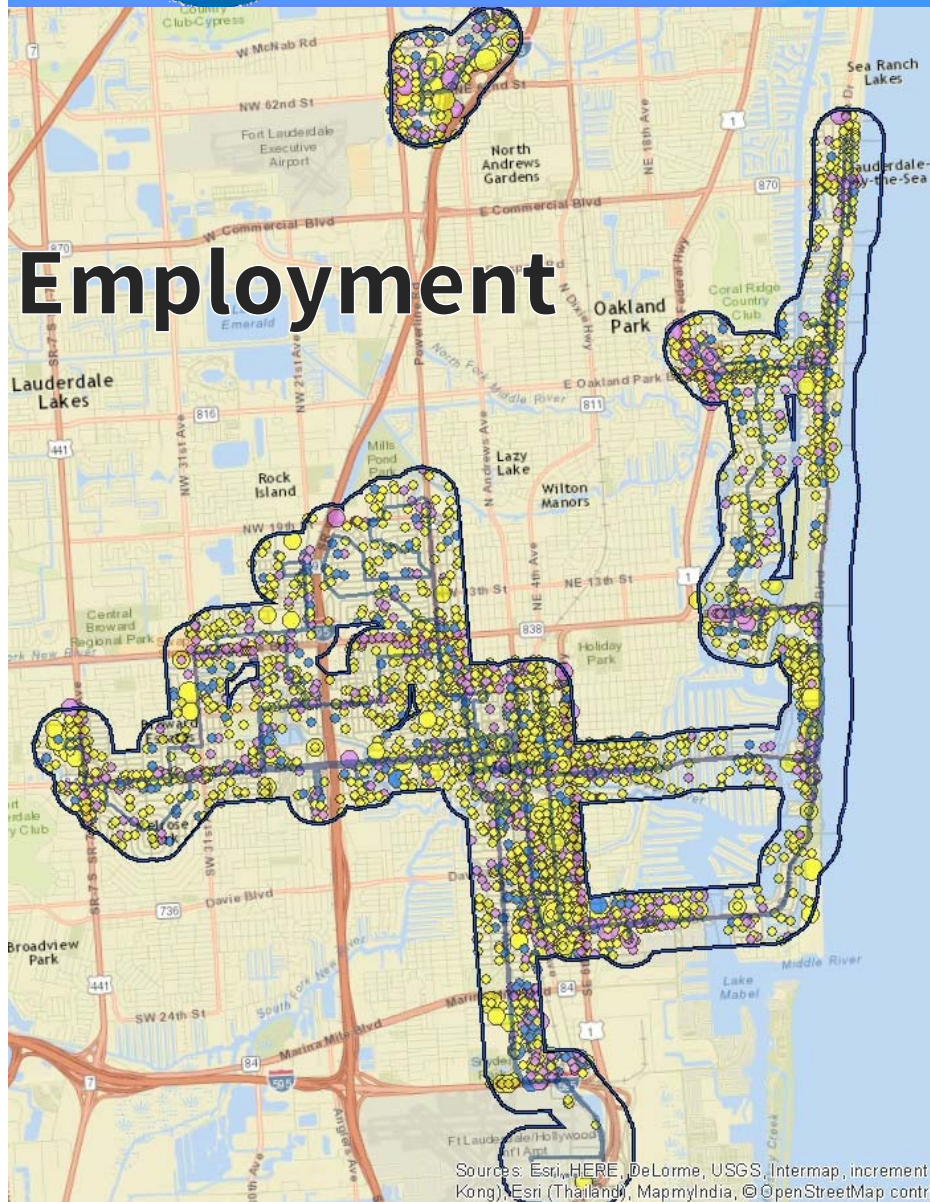
Exhibit 1

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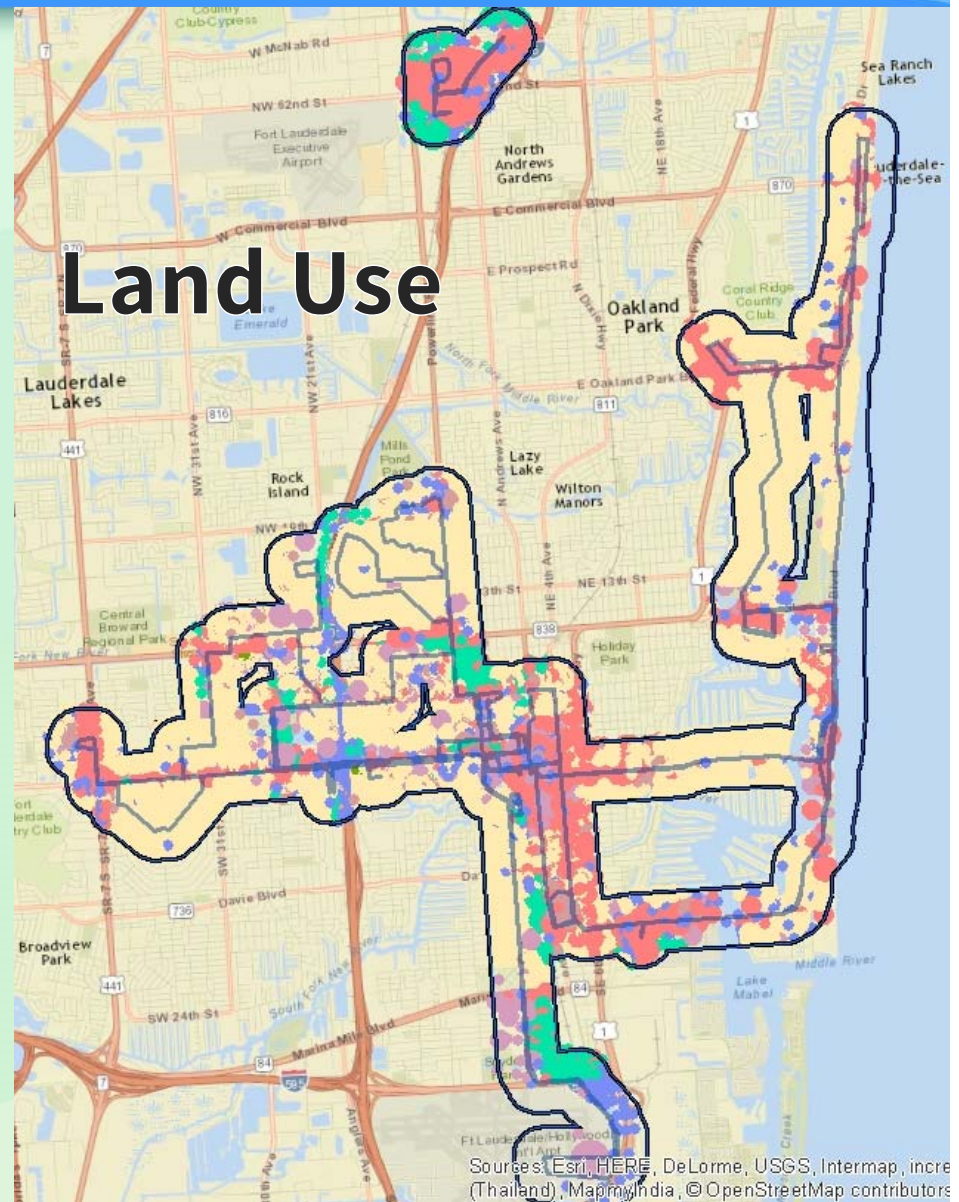
Operational/Route Analysis

Employment



Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Co
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Land Use



Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Co
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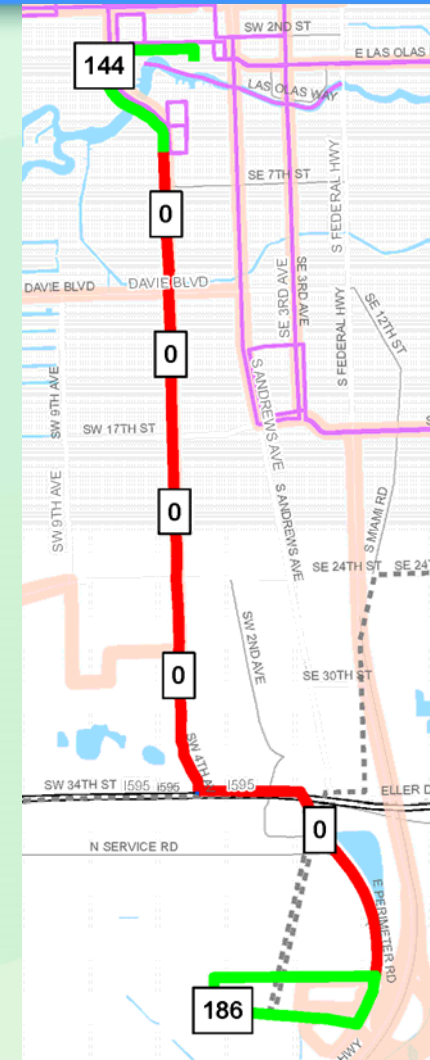
Airport Link

Stop Activity by Segment

Employment

Land Use

Population



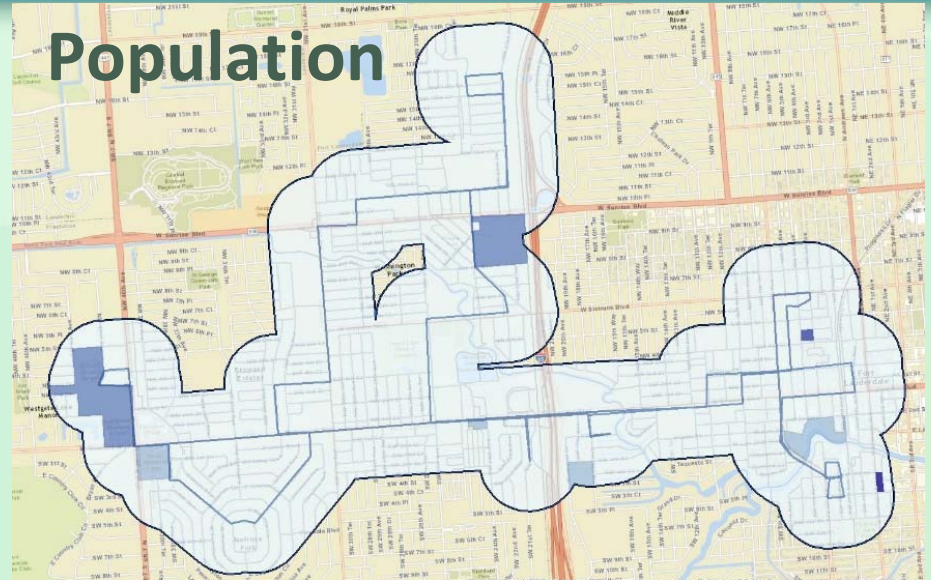


Neighborhood Link

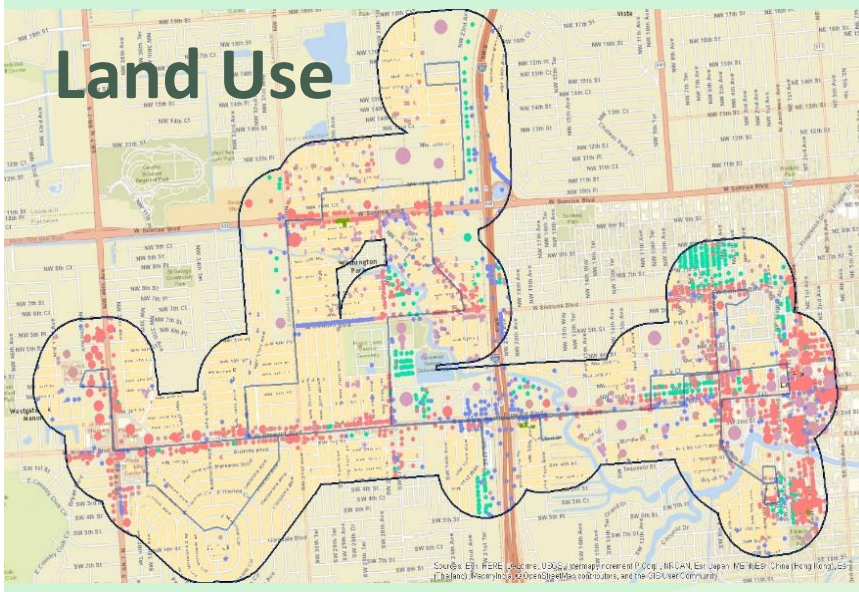
Employment



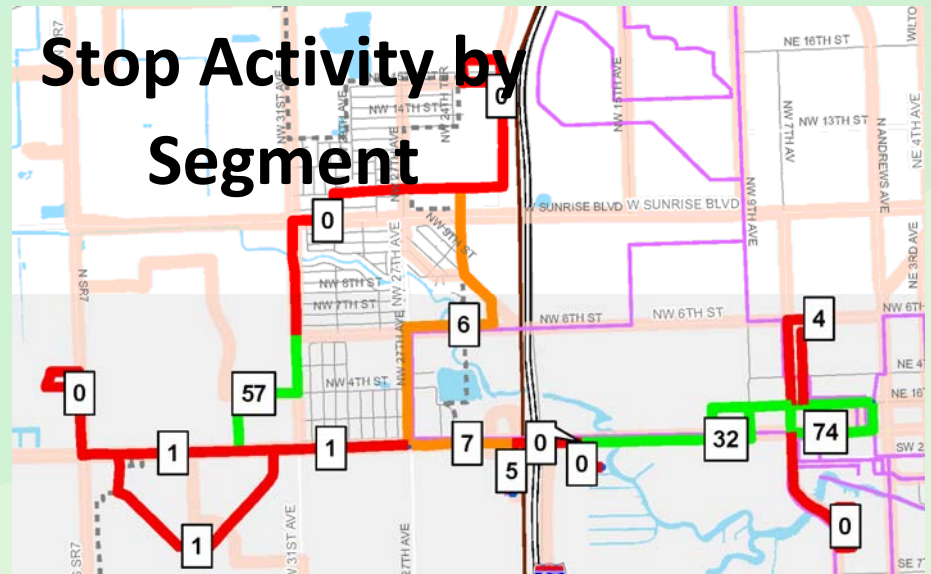
Population



Land Use



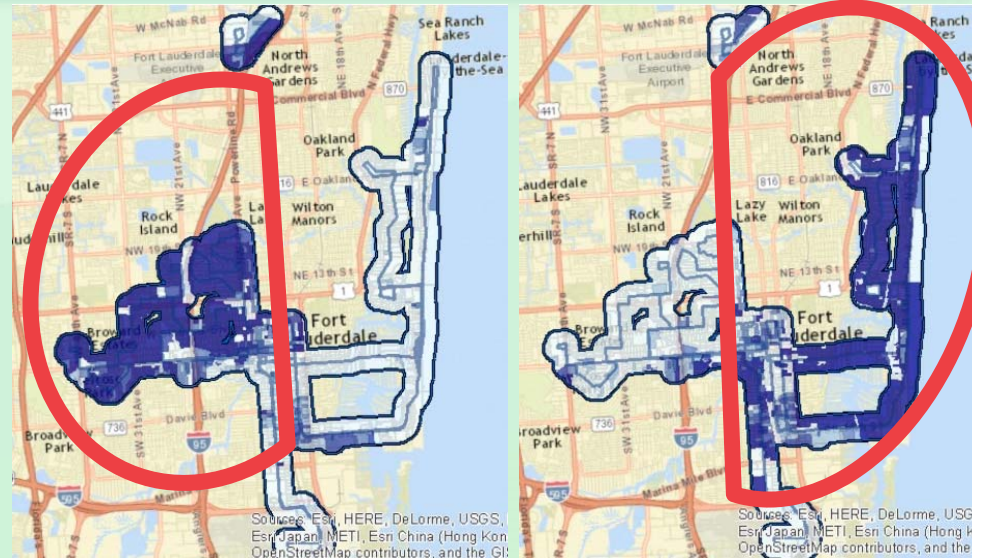
Stop Activity by Segment





Overarching Themes & Emphasis Areas

- Connected activity hubs
- Connect workers to jobs
- Fixed bus stops and amenities
- Expand awareness and marketing
- Equity in Service Distribution
- Direct Connections
 - Neighborhoods to airport/seaport
 - Airport to A1A hotels/beach



Minority vs. White Population
(Potential Title VI concerns)



Needs Summary

- **Improve/Enhance Service**
 - NW Community
 - Sistrunk Boulevard
 - Downtown
 - Fort Lauderdale Beach
 - Las Olas
 - SE 17th Street
 - Galleria Mall
- **Connections to Airport, Port Everglades, Flagler Village, Victoria Park, Riverland, River Oaks, FAT Village, Wilton Manors, west of I-95**



Next Steps

Completed

Needs and
Market
Analysis



Community
Outreach



Preliminary
Operational
and Route
Analysis

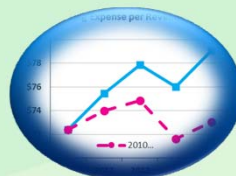


Final Plan: Phasing & Finances

Final
Operational
and Route
Analysis



Staffing and
Fleet
Replacement
Plan



Five-Year
Financial Plan



Community
Bus Master
Plan





Questions

