



# Broward County Premium Mobility Plan

*Briefing June and July 2022*

# Agenda

- **Introductions and overview**
- **PREMO Planning process**
- **Outreach and branding**



# Introductions



**Nicholas Sofoul, AICP**

- **Transit Planning Administrator**  
BCT Service & Strategic Planning
- 11 years of experience
- BCT Task Lead for PREMO and manages BCT Strategic Planning, Service Planning, and System Performance Teams



**Scott Pringle, AICP**

- **WSP director of Florida Transit and Rail division**
- 22 years of experience
- Specializes in building transit programs eligible for Federal funding

# Premium Mobility Plan



Develop a **30-year vision for premium transit**. Premium transit service is **high-capacity, modern, convenient, attractive, and reliable**.



Meet the objectives of **MAP Broward**.



Develop a **pipeline** of premium transit projects in close coordination with Broward Public Works, Florida Department of Transportation, and Municipal Partners.

# Goals and Objectives

**Improve mobility for all**

**Implement equitable transit solutions**

**Integrate with and serve communities** (land use)

**Enhance economic development and ensure financial sustainability**

**Improve safety and security, ensure environmental stewardship**

# Planning Process – Initial Network



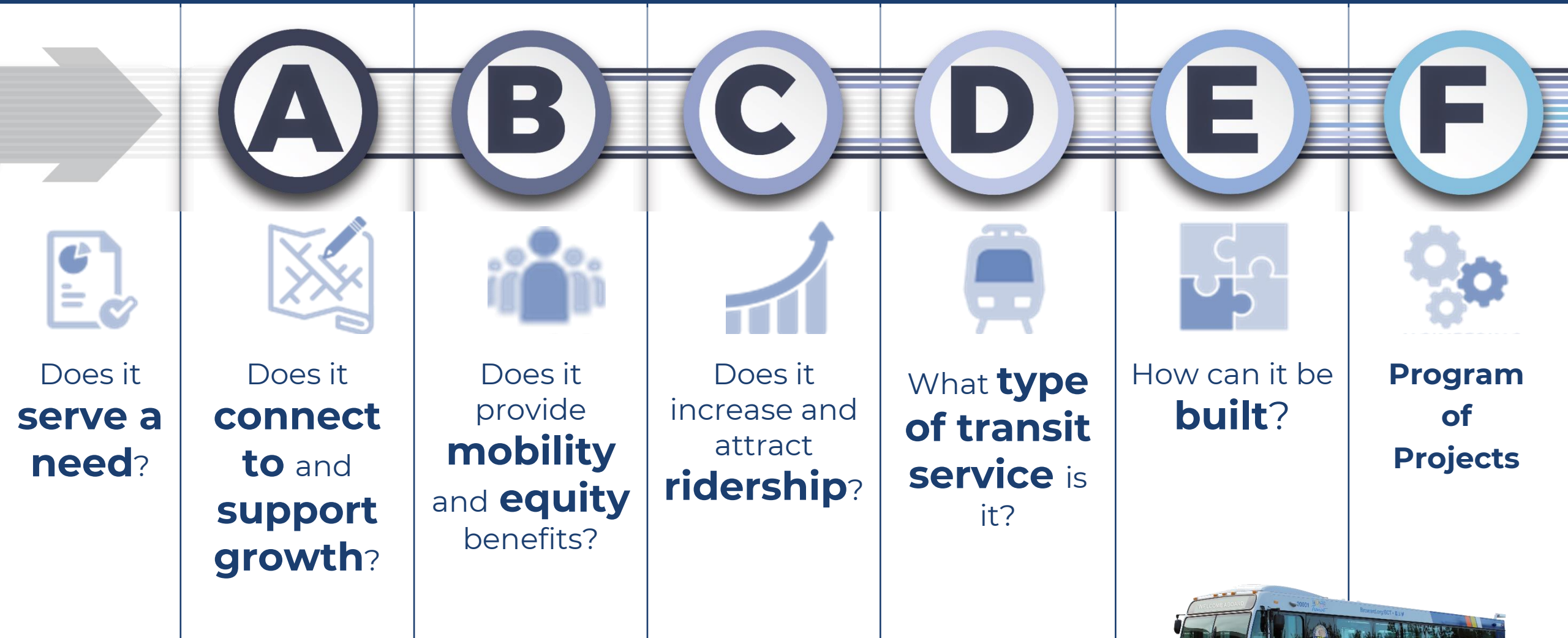
Starting point for PREMO **analyses**.



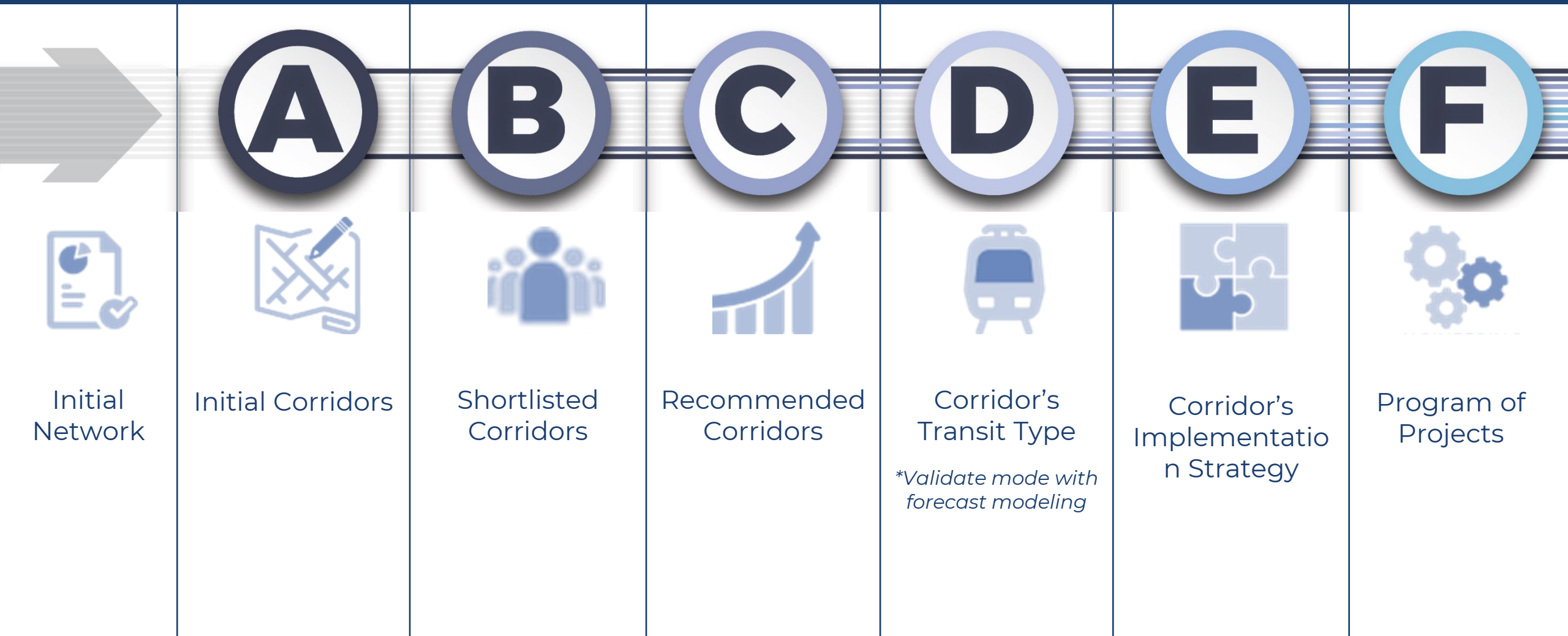
Focus on primary north-south and east-west **arterials**.

Focus on identify a **network** of high-capacity transit projects that **connects** local Broward County Transit services with regional services.

# Planning Process - Route Forward



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# Planning Process - Accelerated Projects

Based on project maturity, such as prior detailed study and preliminary engineering, **two (2)** projects will be **considered for acceleration.**

Will include updates, evaluation of performance, garner consensus, and advance to preliminary design.

# Project Advisory Group (PAG)

Provide project input to the team

Support requests for information, data and/or resources, as appropriate

PAG Role and Responsibilities

Serve as advocates

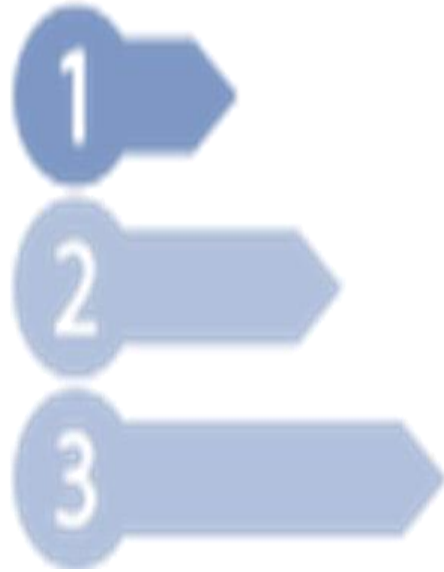
Meet to review progress

# Branding

Easy to remember

Speaks to the purpose

Directly ties to BCT



**PREMO**  
Premium Mobility Plan

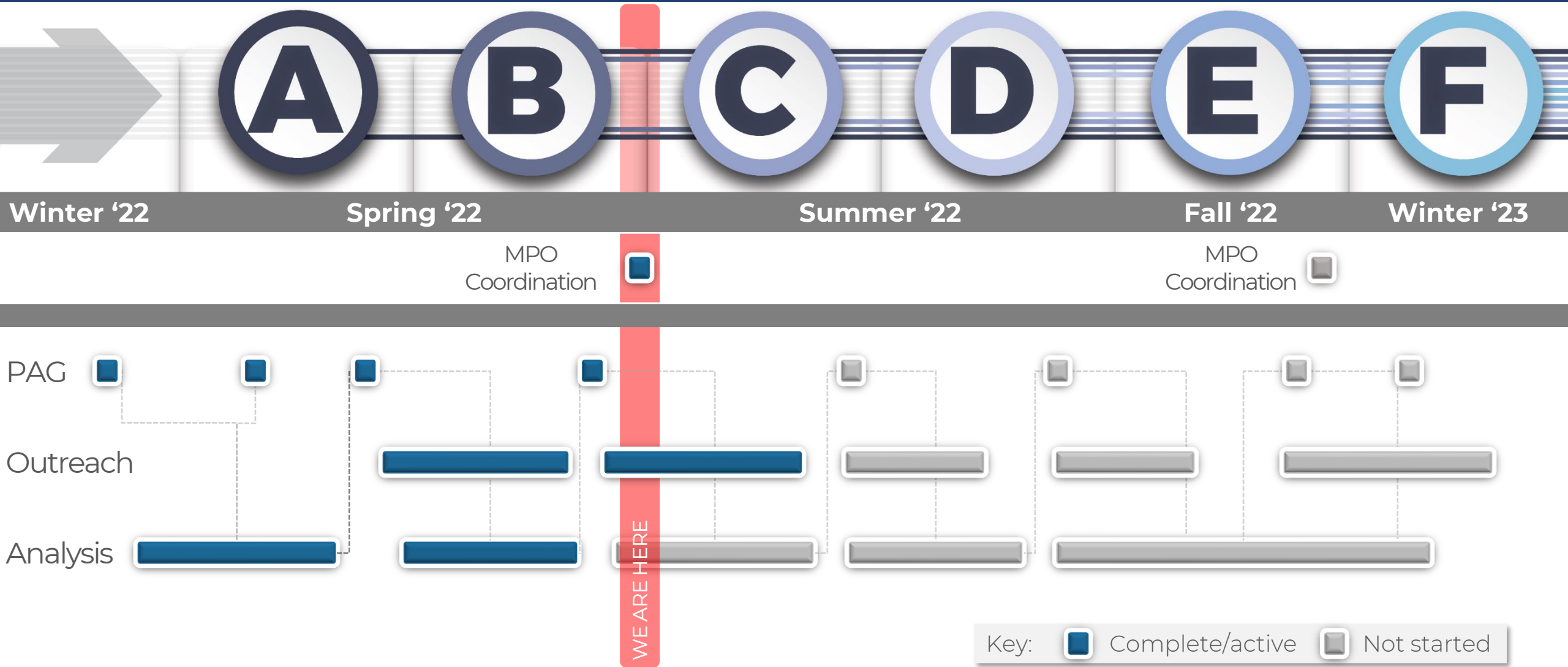
*Broward County Transit*

# Outreach

- Municipal **briefings**
- Agency **briefings**
- Project **website** and **social media** campaign
- Interactive **project map** (web based)
- Project **videos**
- Public preference **surveys** (in-person and virtual)
- **Tourism** outreach (survey and materials at select locations)
- **Community drop-ins** (community events booth and in person survey)



# Schedule



# Upon Completion of PREMO



County **Board adoption** of Premium Mobility Plan (PREMO).



Submit PREMO to **MPO for inclusion in 2050** Metropolitan Transportation Plan. Validating eligibility for Federal grants.



County to conduct **Project Development & Environment** (PD&E) studies and **Federal Transit Administration** (FTA) grant application.

# Connecting Broward

**PREMO** will set the premium network, but BCT will also initiate plans to optimize and expand existing services to best serve residents, workers, and visitors.

- Comprehensive Operational Analysis
- Transit Development Plan (Major Update)
- Mobility Pilot Programs – Late Shift & Microtransit
- Community Shuttle Service



# Thank You!

