

**GOVERNMENT PUBLIC INVOLVEMENT SERVICES  
AGREEMENT NO. 26-04**

**TASK WORK ORDER  
NO. 3**

**BETWEEN**

**BROWARD METROPOLITAN PLANNING ORGANIZATION  
("BMPO")**

**and**

**CUNNINGHAM COMMUNICATIONS  
CONSULTING COMPANY D/B/A THE BRAND  
ADVOCATES, INCORPORATED  
("Consultant")**

**for**

**MARKET ASSESSMENT**

**Task Work Order No. 3 Start Date: Upon Written Notice to Proceed**

**Task Work Order No. 3 End Date: June 30, 2026**

**Total Not to Exceed Amount: \$124,125.00**

**Pursuant to and as provided in the attached Consultant's TASK WORK ORDER NO. 3 FEE SHEET (Exhibit "A")**

Pursuant to Task Work Order No. 3 (and Exhibit A, attached hereto) and included Scope of Services, the Consultant shall perform the following tasks to complete the requested services and deliverables in adherence with the Government Public Involvement Services Agreement Number 26-04 (hereinafter referred to "Agreement No. 26-04").

The Consultant acknowledges that all Task Work Orders are subject to availability of funds, and subject to services rendered by the Consultant along with a Written Notice to Proceed authorization by the BMPO's Project Manager or designee.

# SCOPE OF SERVICES MARKET ASSESSMENT

## PURPOSE

This market assessment is designed to investigate and interpret the lived experiences, perceptions, and meanings that individuals and communities attribute to transportation infrastructure and systems. By employing rigorous qualitative research methodologies, the study aims to yield a comprehensive understanding of the contextual dynamics, motivational drivers, and underlying behavioral, attitudinal, and perceptual patterns that shape engagement with transportation across Broward County and the MIA TMA region. The findings will provide nuanced insights into how transportation systems are experienced, valued, and understood within these communities, informing future planning, policy, and communication strategies.

## OBJECTIVE

The primary objective of this assessment is to conduct a comprehensive, statistically robust, and data-driven market analysis of transportation infrastructure and systems. The assessment will identify prevailing trends, forecast future demand, and uncover investment gaps and user preferences. The resulting insights will serve as a foundation for informed, evidence-based decision-making in infrastructure planning, resource allocation, and policy formulation.

## ASSESSMENT AREA

The assessment will focus on Broward County, Florida. The area includes a diverse mix of urban, suburban, and quasi-rural transportation networks and user demographics.

### Scope of the Market Assessment: Qualitative Analysis

#### Task 1. Project Management

Activities under this task will include day-to-day project management and quality assurance and quality control, including:

- Schedule and facilitate ad-hoc coordination meetings, as requested by the BMPO Task Manager or Consultant team, to ensure alignment of plans, schedules, and deliverables.
- Coordinate and conduct a project kick-off meeting with the BMPO Task Manager to define objectives, clarify expectations, and confirm the scope of the TWO.
- Develop and submit a draft outline of the proposed plan for review and feedback from the MPO Task Manager.
- Revise the draft plan in accordance with comments and recommendations provided by the BMPO Task Manager.
- Prepare and submit draft documents for BMPO Task Manager review. Incorporate all feedback and revisions and deliver a final version of the documents reflecting all required edits and comments.

#### Deliverables:

- **Schedule:** Outlining timeline for major milestones and accomplishments.
- **Meeting Schedule:** Defined list of project manager meetings
- **Presentations:** Regular updates to BMPO management

***Task 1 Deliverables: The “Schedule” and “Meeting Schedule” are due no later than November 14, 2025. The final deliverables package is due no later than June 15, 2026.***

## Task 2. Research Questions

The Consultant team will design and administer assessment instruments for public participation, ensuring broad community input and representation. These instruments, such as surveys, interviews, and focus groups, will be developed to capture resident perspectives, preferences, and priorities related to mobility and infrastructure.

The assessment will be guided by the following core research questions:

- How do you currently commute?
- How would you prefer to commute in the future?
- What types of infrastructure investments do you believe are most needed?

**Task 2 Deliverables: The proposed research questions are due no later than January 15, 2026.**

## Task 3. Data Collection Methods

The assessment will employ both quantitative and qualitative research methods, consisting of methods, such as but not limited to:

### 3.1 Data Collection

- **Surveys:** Statistically representative sampling of end users, residents, and businesses (e.g., stratified random sampling across geographies and demographics).
- **Stakeholder Interviews:** Engagement with transportation agencies, logistics companies, private transport providers, infrastructure investors, etc.
- **Secondary Data:** Review of government data, industry reports, transportation models, census data, and traffic statistics.
- **Case Studies:** Comparative analysis of similar regions or benchmark systems globally.
- **Focus Groups:** Schedule and lead up to 10 focus groups

### 3.2 Statistical Rigor

- Target a 95% confidence level with a margin of error no greater than  $\pm 5\%$ .
- Apply weighting adjustments where appropriate to ensure representation.
- Use regression analysis, trend forecasting, and scenario modeling to analyze demand and system performance under varying assumptions.

### Deliverables:

- **Report:** Outlining final methodology, sampling strategy, and timeline.
- **Final Market Assessment Report**, including:
  - Executive summary
  - Methodological appendix
  - Visual dashboards, maps, and statistical tables

- Strategic recommendations
- Presentation in PowerPoint format in line with the BMPO's style guide.
- **Presentation to Stakeholders:** Up to 12 live or virtual briefing sessions

***Task 3 Deliverables: The “methodological appendix” is due no later than April 15, 2026  
The final deliverables package is due no later than June 30, 2026.***

**Task 4. Media Consumption Analysis**

Conduct a media consumption analysis to determine the most effective means of communicating with the public.

- How do people receive information:
  - Traditional Media
  - Digital and Online Media
  - Social Media
- Collect and analyze data geographically and by pertinent demographic segments.
- Learn when, where, and how they consume it (e.g., mobile vs. desktop, passive vs. active use).
- Understand preferences for platforms, content formats, and frequency of use.
- Utilize the data above to provide recommendations on effective media strategies.

**Deliverables:**

- Report: Outlining final methodology, sampling strategy, and timeline.
  - Final Report, including:
    - Executive Summary
    - Audience Profile(s)
    - Media Channel Analysis
    - Content Type Insights
    - Time and Frequency Patterns
    - Behavioral and Motivational Insights
    - Comparative Analysis: Comparison across regions, age groups, platforms, or time periods.
    - Presentation to Stakeholders: Up to ten (10) live or virtual briefing sessions

***Task 4 Deliverables: The final deliverables package is due no later than June 30, 2026.***

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**AGREEMENT NO. 26-04 TASK WORK ORDER NO. 3 BETWEEN THE BROWARD METROPOLITAN PLANNING ORGANIZATION AND CUNNINGHAM COMMUNICATIONS CONSULTING COMPANY D/B/A THE BRAND ADVOCATES, INCORPORATED FOR MARKET ASSESSMENT**

**IN WITNESS WHEREOF**, the parties hereto have made and executed this Task Work Order No. 3 on the respective dates under each signature.

**Cunningham Communications Consulting Company D/B/A The Brand Advocates, Incorporated**

**Broward Metropolitan Planning Organization Chair**

BY: \_\_\_\_\_

BY: \_\_\_\_\_

PRINT: \_\_\_\_\_

PRINT: Yvette Colbourne  
\_\_\_\_\_

Title: \_\_\_\_\_

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

**Broward Metropolitan Planning Organization Executive Director**

**Broward Metropolitan Planning Organization General Counsel**

BY: \_\_\_\_\_

BY: \_\_\_\_\_

PRINT: Gregory Stuart  
\_\_\_\_\_

PRINT: Alan L. Gabriel  
\_\_\_\_\_

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_