SW 10th Street Connector
Collaboratively Working Through Challenges

October 30, 2018
Presentation Outline

• Project Introduction
• Looking Back
  – SW 10th Street History
  – MPO Consensus Study Recommendations
• Where Are We Now?
• Lessons Learned
• Next Steps
• Q&A
Project Study Area

- FM 439891-1, SW 10th Street Connector between Florida’s Turnpike/Sawgrass Expressway to I-95 PD&E Study
- FM 436964-1, I-95 from SW 10th Street to Hillsboro Boulevard PD&E Study
- Study schedules closely aligned
SW 10th Street – A Contentious History

- **1970 Planning Began**
- **1975**
- **1980**
- **1985**
- **1986 Sawgrass Constructed**
- **1990 Broward MPO Votes Against Project**
- **1993 FDOT Completes PD&E Study**
- **1990 Broward MPO 2010 LRTP includes Sawgrass Expressway Extension**
2000

2005

2010

2015

2020

2008 MPO Declines to Prioritize Project

2008 FDOT Completes Feasibility Study

2015 MPO Consensus Study starts

2017 FDOT Programs New PD&E Study!

2017 MPO Prioritizes Project!
Broward MPO: Community Oversight Advisory Team (COAT)

- Community Oversight Advisory Team
  - 15 members from 4 cities
  - 2 members from the County

- Outreach to the community
  - Consensus on vision and recommendations

- Provided Recommendations
  - 18 main, 15 sub categories = 33 total
  - 29 apply to the SW 10th Street Connector
Manage the Meetings

- Norms and Expectations

**Expectations of the COAT**

The COAT is expected to:
- Understand and respect the concerns of the entire community
- Have an open mind in reviewing options
- Share meeting information with their communities
- Develop consensus on high-level concepts and strategies that enhance mobility and quality of life in the SW 10th Street corridor

The COAT is **NOT** expected to:
- Choose a specific roadway design solution
- Identify targeted solutions along the SW 10th Street corridor
- Consider or justify project costs
- Factor complicated transportation analyses into their consensus building process
Manage the Meetings
Manage the Meetings

Present in pairs
- Capitalize on strengths
- Take mental breaks
Manage the Meetings

Agree on norms/rules for the meetings
- Decorum
- Public comments
Manage the Meetings

Stick to the agenda
– “Parking Lot”
Have Flexibility to Meet Stakeholder Needs

Open House

- 7 interactive and informative stations designed to be visited in progression
- 20 professional staff to engage in one-on-one discussions
- Written and video feedback station
- 200 attendees
Have Flexibility to Meet Stakeholder Needs

Public Meeting

- Format was dictated by the COAT in detail
- Held in local High School Auditorium
- Formal Presentation
- Public Comment Period
Broward MPO: Community Oversight Advisory Team (COAT)

- Outcome: Move forward with the project
- Recommendations provided
- Purpose and Need incorporates many COAT recommendations

Moving Forward
- COAT members to remain engaged during PD&E Study
Outcomes

Michael Routburg, 67 a resident of Century Village for four years, said he was encouraged by the advisory team’s recommendations.

“I think this is a situation that has evolved, I think a lot of people are against anything happening on 10th Street because they are afraid of it, but it the information comes across in a proper way they will be for it,” he said.

This has been an unprecedented level of public outreach and a new best practice for the district.

-Gerry O’Reilly
Secretary FDOT D4

Deerfield Beach Commissioner – member of the Southwest 10th Street Community Oversight Advisory Committee that put together the 18-point plan – said he is happy with the outcome as long as the recommendations are followed.
So, where are we now?
What’s Been Done Since the MPO Consensus Study...

- PD&E Study is underway
  - Process to satisfy National Environmental Policy Act (NEPA) requirements for transportation projects
- Kick-off meetings held November 15, 2017
- Alternatives developed
  - Alternatives Public Workshop #1; April, 2018
- On-going public outreach
- Alternatives Public Workshop #2; November 29, 2018
What are the Issues of this Study?

• What are the top issues?
  – Public Involvement
    o *Past unsuccessful history of project, Consensus vs. Consent*
    o *Unique Stakeholder constituency*
  – Engineering
    o “This is an engineering PD&E”
    o Two unique facilities require out-of-the-box thinking
    o Varied roadway sections
  – Aggressive project schedule
    o *Proposed letting date of July 2022*
  – Coordination of multiple projects

• How will this time be different?
  – Public Involvement, engineering, and schedule are intertwined
  – Coordination with adjacent studies is paramount
Public Involvement

• Most significant transportation project in area

• Local knowledge and personal service is a must
  – Understand the community
  – Maintain two-way communication
  – Recognize Constituent Sensitivity

• Stakeholder outreach
  – Explain why the project is needed
  – Present context-sensitive and viable solutions
  – Display easily understandable, quality graphics, and renderings
  – Obtain informed consent (vs. “consensus”)
Public Involvement

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## Public Involvement

<table>
<thead>
<tr>
<th>WHAT YOU SAY</th>
<th>HOW YOU SAY IT</th>
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| • Why did previous attempts at this project not advance?  
  – Public perception, wrong solution/message, insufficient public participation  
| • Sellable concept | • Constituent sensitivity for diverse population requires back-to-basics approach |
| • Principles of developing informed consent:  
  – Be brutally honest  
  – Courteous, trustworthy, friendly, respectful  
  – Profusely polite, no matter how contentious  
  – RESPOND PROMPTLY | • Coupled with modern techniques |
| • Build and maintain CREDIBILITY | • Renderings, 3D images, and visualization |
| | • Presentations – large fonts, speak moderately |
| | • Venues – be cognizant of elder user needs |
Noise walls are not wanted. An elevated roadway would not be good for business. An "express" roadway for neighborhoods is not desired.

Traffic speeds are excessive! Noise from existing traffic impacts quality of life. Improvements must reduce accidents and fatalities. Widening the roadway, the addition of noise walls and greenspace will reduce property values.

Minimize use of flyovers adjacent to residential areas. Traffic signals take too long for communities on the areas. Ensure access on/off the express lanes for neighborhoods along SW 10th Street. A tunnel or depressed roadway would reduce noise!!


Noise will get worse if nothing is done and congestion increases. Previous improvement proposals have not considered livability issues or the concerns of adjacent residents.

Solutions that beautify the corridor would be good for business.

NIGHT TIME construction noise is a big concern! Access to the subdivisions on the south back up onto SW 10th Street. The City of Deerfield Beach does not want to lose its identity or connectivity.

Build depressed sections of roadway for the express lanes. Solutions that beautify the corridor would be good for business.
Managing Expectations...

NIGHT TIME construction noise is a big concern!

Access to the subdivision on the south back of the subdivision to SW 10th Street is closed.

Traffic signals in the community neighborhoods along SW 10th Street are not wanted.

Solutions that beautify the corridor will be good for business.

Minimize use of flyovers adjacent to residential areas.

An elevated noise impact would be good for business.

Traffic speeds are excessive!

Noisy walls are not wanted.

Traffic signals in the community neighborhoods along SW 10th Street are not wanted.

Managers are working hard to keep noise to a minimum.

Managing Expectations...

SEEK THE RIGHT SOLUTION!

CONSENT, NOT CONSENSUS!

DAILY NEWS

National - World - Business - Lifestyle - Travel - Technology - Sport - Weather

Today's Edition

The best selling newspaper in the world

Noise will get worse if nothing is done and congestion increases.

Traffic speeds are excessive!
Area Stakeholders

Public Storage
Elite Island Resorts
Rexall Sundown Inc
Tides Marine Inc
Firestone GCR Tire
Renaissance Nursing Home
Publix Super Market at Sawgrass Promenade
Chase Bank
Pollo Tropical
Shell
Chevron Deerfield Beach
Deerfield Beach Fire Department
Publix Distribution Center
Publix Distribution Center
Walmart Neighborhood Market
The UPS Store
Types of Outreach Conducted

- FDOT is collaborating with the Broward MPO and others to reach out to stakeholders

- Public Kickoff Meeting
- Elected / Appointed Official
- Alternatives Public Workshop
- HOA meetings
- Chamber meetings
- One-on-one Elected Official meetings
- Business community
- Agency meetings

Working together is key to success and to find the best solution for the community and the project!
Alternatives Analysis

- Developed/refined with input from the public, local governments and agencies
- Meets purpose and need
- Avoids or minimizes impacts to the community and environment
- Evaluation matrix for comparison
- No Action Alternative
Alternatives Analysis – Two Facilities

1. Manages Lanes
   - Regional connection
   - Higher speed
   - Non-stop
   - Entrance / exit ramp locations between Powerline Road and Military Trail being evaluated

2. Local roadway
   - Access for businesses and communities
   - Lower-speed
   - Bicycle lanes
   - Sidewalks
Center and North Alignments were shown at the Alternatives Public Workshop #1 in April of this year...

- Based on feedback from the Alternatives Public Workshop, community and stakeholder meetings

The favored alignment is the North Alignment

Managed Lanes

SW 10th Street
• Diversity of corridor – residential, business (mom & pop, big box), commercial, industrial, medical park

• Depressed section

• Noise walls vs no noise walls

• Commuter vs Local traffic needs
Alternatives Considered: I-95
• Working with the City of Deerfield Beach to develop aesthetic theme for the corridor
Independence Bay Community Entrance – Looking North
I-95 Interchange at SW 10th St.

Managed Lanes

Eastbound Ramp

EB SW 10th Street
Lessons Learned
• Preconceived ideas
• Trust
• FDOT doing “what they want” instead of what community wants
• Bait and switch
• Realize what details are important to each stakeholder
• Open and honest dialog with all stakeholders
• Communication is key!
• We continue to learn every day!
• Preconceived ideas
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• FDOT doing “what they want” instead of what community wants
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Next Steps…

- **PD&E**
  - Continue alternatives development
  - Continue community outreach
  - Alternatives Public Workshop #2: November 29, 2018
  - Public Hearing: Spring 2019
  - LDCA (end of PD&E phase): Summer 2019

- **Design:** mid 2019

- **Construction:** State and Federal funds in 2022
Thank you!
Background information