# City of Hallandale Beach Transportation Masterplan

Transportation and Mobility Department June 4, 2025







#### **Presentation**

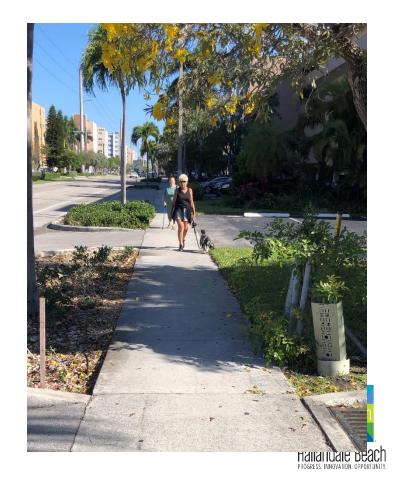
- Overview of Broward MPO
- Hallandale Beach TMP Schedule
- Data Collection
  - Demographics
  - 5-Year Injury Crash Trends and Maps
  - Planned / Programmed Projects
- TMP Vision
- Community Engagement
- Next Steps

## Want more information?

https://www.browardmpo.org/plans/city-of-hallandale-beach

#### **Presentation Goals:**

- ✓ Introduce TMP
- ✓ Present overview of works completed to date
- ✓ Promote SurveyMonkey



# Top Residential and Business Survey Concerns Improve Traffic Flow!





#### Introduction: Broward MPO

- Broward MPO's City Services team offers technical assistance directly to local governments to develop multimodal Transportation Plans.
- Since March 2025, Broward MPO has been providing technical assistance to the City of Hallandale Beach with the development of a Transportation Master Plan (TMP).
- Broward MPO Project Manager is Karen Friedman

#### Technical Assistance for TMP:

Identify community-driven, design-ready *multimodal* transportation projects for up to six roadways that are based on best practices for safety, speed management, and complete streets.



#### WHO IS THE BROWARD METROPOLITAN PLANNING ORGANIZATION?



The Broward Metropolitan Planning Organization (MPO) is a dynamic public agency who's main job is to plan and coordinate transportation projects and programs in Broward County. Think of it like a group of people comprised of your elected officials, and the local community who come together to figure out the best ways to improve how people and goods move safely around your region. This could include improving roads, planning new transit routes, setting up bike lanes, adding sidewalks, improving access to ports and airports, or managing traffic. The Broward MPO helps to ensure that any money spent on transportation in Broward County is used efficiently and effectively.

They also collaborate with the public and other stakeholders to make sure the decisions they make are in line with what the community wants and needs.





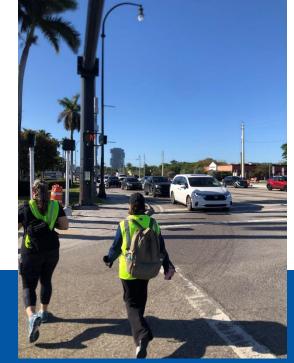








#### Hallandale Beach Blvd, 3/19/2025

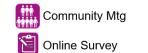


#### NW 8 Av, 4/11/2025



#### Hallandale Beach TMP: Schedule







TMP complete!



														_	City Commission witg	
Beach	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	<b>2026</b> Jan	Feb	Mar	Apr	May	Jun
Project Management	SWG															
Public & Stakeholder Engagement**			FDOT / County			†††		FDOT / County		Ť±±± ŤŤŤ ŤŤŤŤ		FDOT / County		††† ††††		
Plan Vision (Goals & Objectives)		SWG														
Existing Conditions		(A)			SWG											
Plan Study Area						SWG										
Preliminary Solutions	_	23: Browa 12: FDOT		Action Pla	ın			(-	SWG							
Recommendations	5/	13: Browa	rd County										SWG			
Plan Report													0		\$	
**Public & Stakeholder Engage								TMP	complete	ale Beach						

## About Hallandale Beach.....

























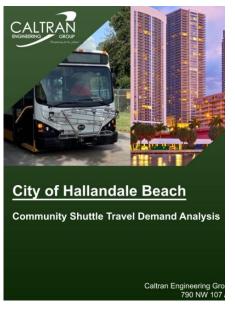




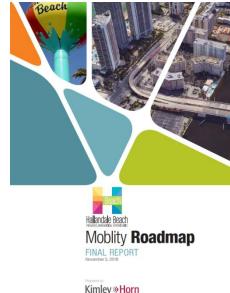


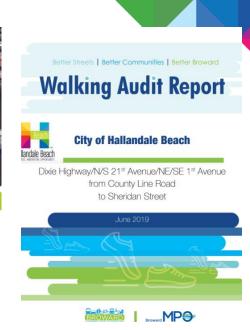
#### Hallandale Beach TMP: Data Collection





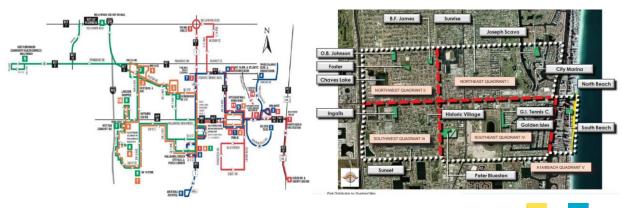












And more! Police Speed Studies – DSD Traffic Impact Studies – 2009 City Master Plan – 2016 Multimodal Master Plan – 2024 Resident Survey – Foster Rd Roadway Improvements – NE 1st Av Roadway Improvements – Diana Dr Concepts – NW / SW 8 Av Design Project – City submittals for BMPO Call For Projects – Broward County Surtax BMPO TIP Projects – FDOT Resurfacing, Restoration, and Rehabilitation "RRR" Safety Studies – FDOT SR A1A Multimodal Study

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#### Hallandale Beach TMP: Notable Demographics

2023 American Community Survey (5-Year Estimates)



#### Median Age = 46.3 years

Broward County is 41.3 years



**23.6%** of population is

Age 65+

17.5% of Broward County

**11.5%** of population is

Age 75+

7.5% of Broward County

Why this is notable: Senior citizens are more likely to travel with mobility aids (walkers, wheelchairs, motorized scooters); May have reduced vision, hearing, or reaction time; May walk slower than other pedestrians and require longer crossing times; Often considered transit dependent either due to financial constraints (fixed-income) or mobility challenges



\$48,518 Median Household Income \$74,534 for Broward County

21.5% of households live

#### **Below Poverty Level**

12.9% of Broward County

Poverty by Age

**27.5%** = **18**-

**27%** = **65**+

Why this is notable: Low-Income residents are less able to afford a car, or reliable car; Often considered transit dependent due to financial limitations; More likely to rely on transit or non-motorized transportation to access work, childcare, or education



**9.9%** of households have **No Vehicles** 6.8% of Broward County

**61%** of households have **1 Vehicle** 41% of Broward County

3% of workers ride Public Transit to Work

2% of Broward County

Why this is notable: Households without cars are considered transit dependent; Households with no or one car more likely to rely on transit or non-motorized transportation to access daily destinations; Planning for transit riders includes the need to consider sidewalks, crosswalks, lighting, and bike paths leading to and from transit stops

Hallandale Beach

### Hallandale Beach TMP: 5-Year Injury Crash Trends (2020)

## 1,270 Injury Crashes



Injury Crashes include Injury + KSI

17 "K" = Person was Killed (*Fatality*)

58 "SI" = Person was Seriously Injured

30% Injury Crashes occurred at Night



50% of KSI Crashes

28% of Ped & Bike Crashes

60% of Ped & Bike KSI Crashes

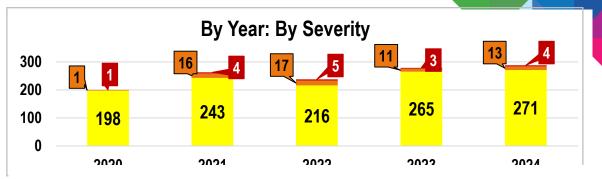
22% Injury Crashes with Aging Driver

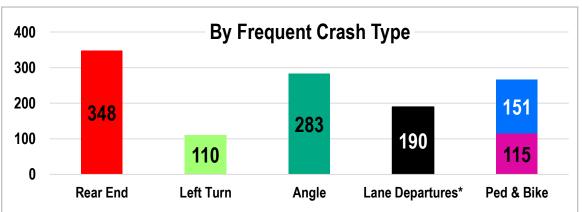


21% of KSI Crashes

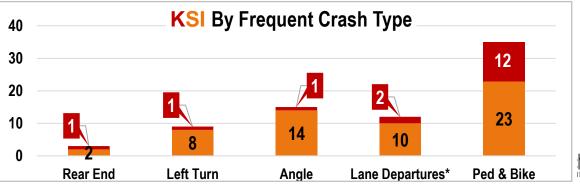
19% of Ped & Bike Crashes

31.5% of Angle Crashes





Lane Departure crashes result from a vehicle leaving its designated lane. This include several crash types: Head On, Off Road, Roll Over, Sideswipe, and Single Vehicle

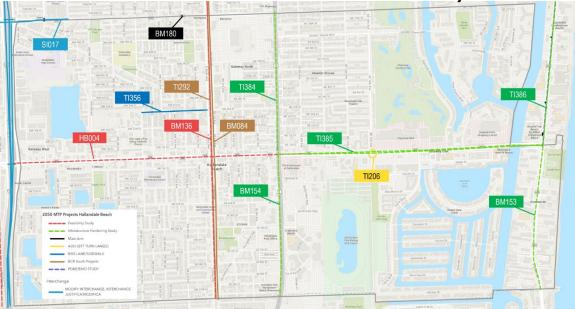


Hallandale Beach TMP: 5-Year Injury Crash Trends (2020 – By Severity By Severity Frequent Crash Type (excluding ped / bike) Legend Legend Rear End Serious Injury Angle Lane Departure At **Night Involving Pedestrians or Bicyclists** Legend Legend Crash at Bicycle Night

Hallandale Beach TMP: Planned / Programmed Projects

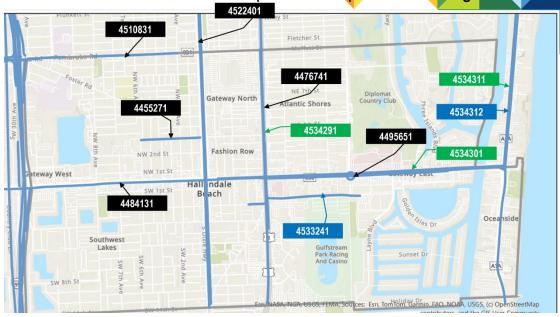
BMPO Route to 2050 MTP Cost Feasible Projects

BMPO 2025-2029 Transportation Improvement Program



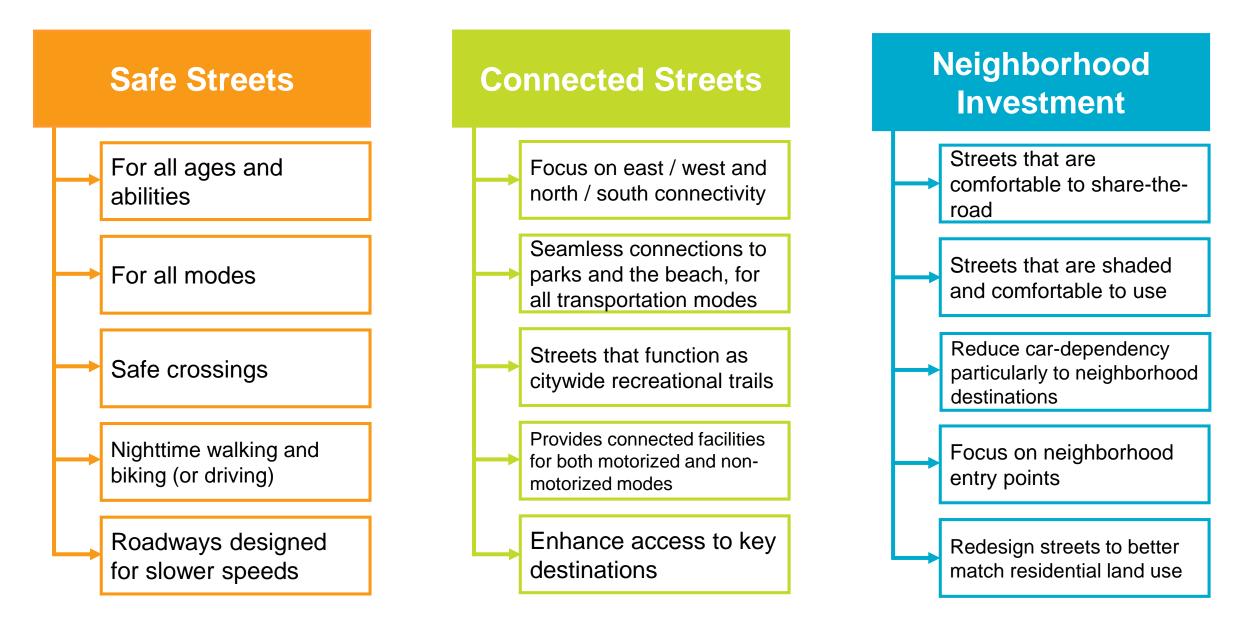
Broward Mobility Advancement Program (aka Penny for Transportation Surtax)







#### Hallandale Beach TMP: Vision "Progress at the Forefront"



#### Hallandale Beach TMP: Vision "Progress at the Forefront"



Building on prior planning efforts, the Vision of the Hallandale Beach Transportation Master Plan is to create a **safe**, **connected**, and inclusive transportation network that supports walking, biking, micromobility (such as e-scooters), public transit, and driving. By prioritizing **safe streets**, **integrated mobility corridors**, and **neighborhood-focused investment**, the plan aims to deliver design-ready projects that enhance quality of life, improve access to key destinations, and reduce reliance on personal vehicles. Anchored in the City's ongoing commitment to innovation and resilience, the TMP will serve as a roadmap for strategic investments that meet today's needs while positioning Hallandale Beach for a more **connected**, equitable, and sustainable future.

#### Hallandale Beach TMP: Community Engagement





### Online Survey available until 7/1/2025

- Help City better understand resident's existing travel behaviors, concerns, and priorities
- Results will inform the existing conditions, suggested Plan Study Area, and potential solutions

Let us know your thoughts on walking, biking, using the Cloud bus, or driving in the City.

The master plan will help us improve safety, comfort, and convenience for all roadway users.





Scan the QR code or visit

https://www.surveymonkey.com/r/HB\_Transportation
to complete a short, 10-question survey.

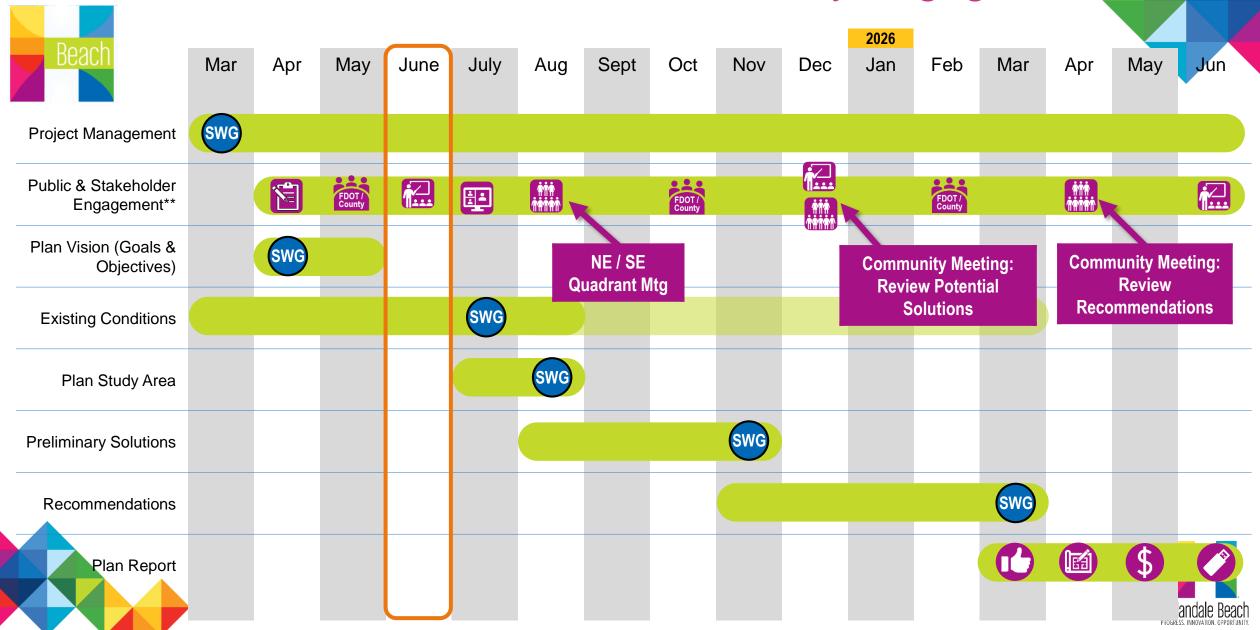
Must complete the survey by July 1, 2025.







## Hallandale Beach TMP: Planned Community Engagement



### Hallandale Beach TMP: Next Steps



Beach												Stakeholder M	1tg	City Commission Mtg				
	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2026 Jan	Feb	Mar	Apr	May	Jun		
Project Management	SWG																	
Public & Stakeholder Engagement**			FDOT / County			††† ††††		FDOT / County				FDOT / County		††† ††††			_	
Plan Vision (Goals & Objectives)		SWG												Ongoin • Cont	g inue Field	d Audits		
Existing Conditions					SWG		<ul> <li>Citywide Existing Conditions</li> <li>SurveyMonkey Results</li> </ul>							• Upda	ite maps / rammed F	/ lists of		
Plan Study Area						SWG	<ul> <li>Community Meeting results</li> <li>SWG selects Plan Study Area (6 roadw</li> </ul>						ays)	Stakeholder Meeting:     Broward Schools				
Preliminary Solutions									SWG									
Recommendations													SWG				_	
Plan Report													0		\$ PROSE	andale Beac	h nx.	

# Transportation and Mobility Department (TAM) 2025-2027 Work Plan



#### 2025-2027

- ➤ Citywide Safety Improvements
- ➤ Operational Improvements
- ➤ New Policy Creation and Implementation
- ➤ Planning Studies
- ➤ Transportation Grants and Programs
- ➤ Improve Transit Ridership
- ➤ Improve Transit Operation







#### **Safety Improvements**

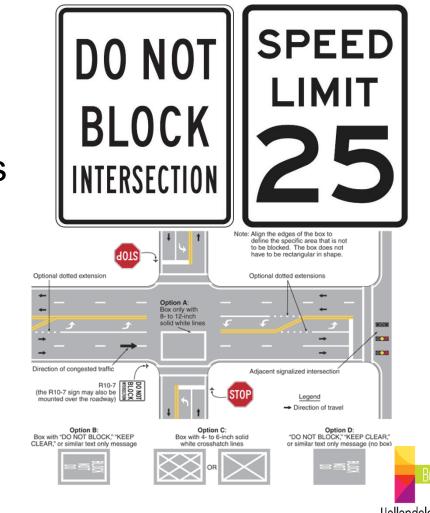
- ➤ Review and Develop High Crash Locations List for Local Streets Citywide
- ➤ Work with County Traffic Engineering Division and Consultants to Conduct Safety Studies and Recommend Improvements
- ➤ Promote Safety Educational Events
  - Safe Routes to School
  - Scooter Safety Education





#### **Operational Improvements**

- Review Speeding Data and Install Additional Speed Limit Signs on Local Streets
- ➤ Install "Do Not Block Intersection" Signs and Pavement Markings at Congested Intersections
- ➤ Optimize Signal Timing at Signalized Intersections along Major Corridors
- Evaluate School Related Traffic Issues and Provide Recommendations to Alleviate Congestions



# **Transportation & Mobility Goals Policy Implementation**

- ➤ Implement Maintenance of Traffic (MOT) Plan Review Process Citywide
- ➤ Implement a Centralized Complaint Tracking System
- ➤ Obtain Local Agency Program (LAP) Certification
- ➤ Develop Special Event Traffic Management Policy





#### **Planning Studies**

- ➤ Request MPO to Conduct Planning Studies for the City:
  - Evaluation of Bus Routes and Bus Stop Locations to Increase Ridership
  - Development of Citywide Bike Routes to Connect Parks,
     Schools and Major Trip Generators
- ➤ Enhance the Bike and Pedestrian Network through Coordinated Planning Efforts, including
  - Transportation Master Plan
  - Comprehensive Plan (Transportation Element)
  - Mobility Road Map





#### **Transportation Grants and Projects**

- ➤ Continue to Obtain Transportation Grants to Improve Traffic
  - Submitted the Grant Application for Safe Streets for All (SS4A) to Develop Citywide Comprehensive Safety Action Plan
  - Submitted three Applications for FDOT Service Development Grant: On-Demand Mobility Service, Techology Improvements and Marketing for City Bus Services
- ➤ Advancement of Multimodal Infrastructure Projects:
  - Bus Shelter Upgrades
  - Bus Digital Signage
  - Crosswalk Upgrades
  - ADA Sidewalk Repairs

- ■NW 3 Street Enhancements
- ■NW/SW 8 Ave Complete Street



#### **Improve Transit Ridership**

#### **Five Cutaway Buses**

- ➤ Seating Capacity: 16
- ➤ Standing Capacity: 2
- ➤ Highest Monthly Ridership: 23,434 (October 2019, Pre-COVID)
- >Average Monthly Ridership: 23,056



#### Nine Electric (EV) Buses

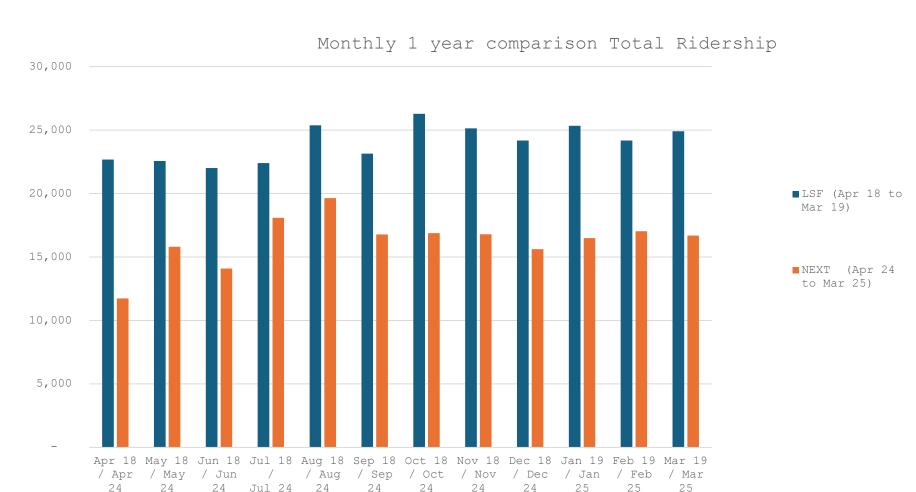
- ➤ Seating Capacity: 22
- ➤ Standing Capacity: 18
- ➤ Highest Monthly Ridership: 19,862 (August 2024)
- ➤ Average Monthly Ridership: 16,480



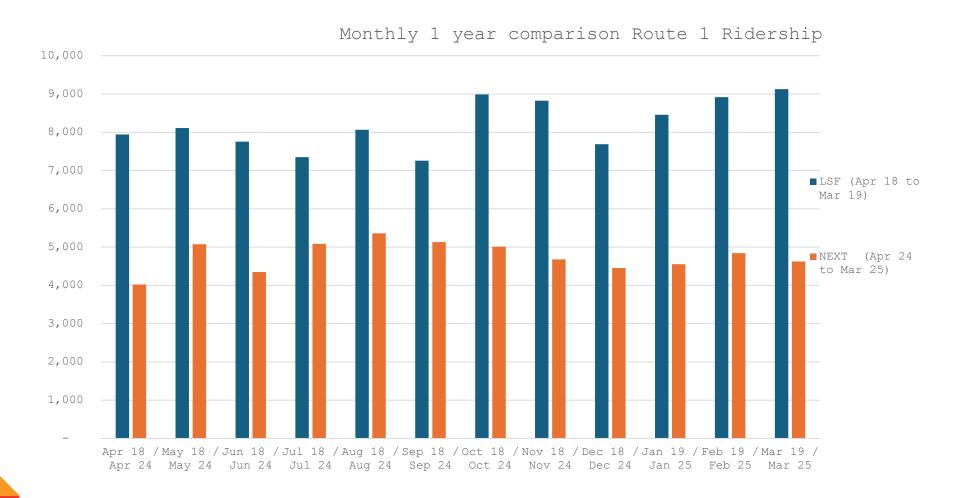






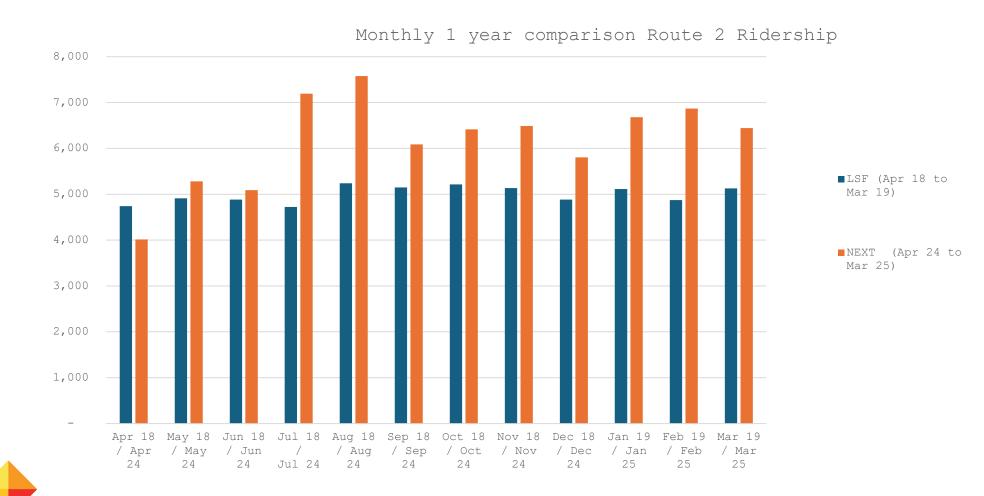






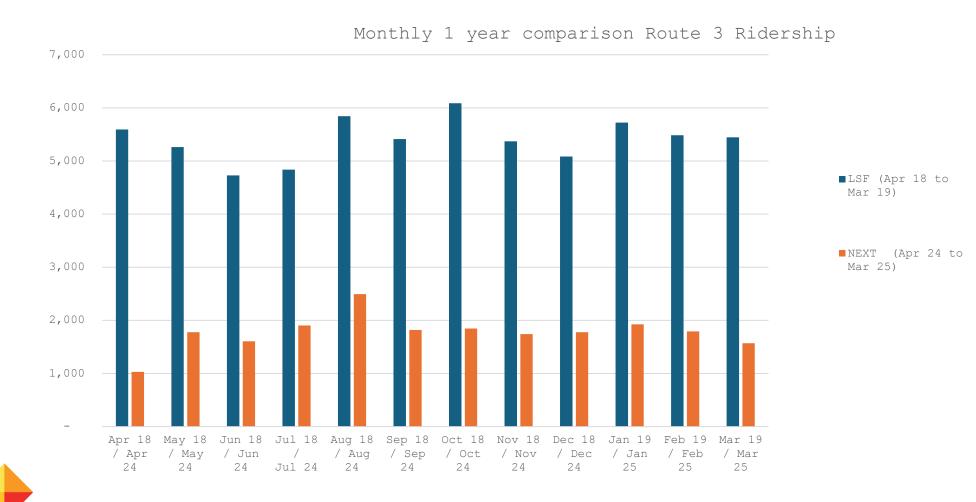
















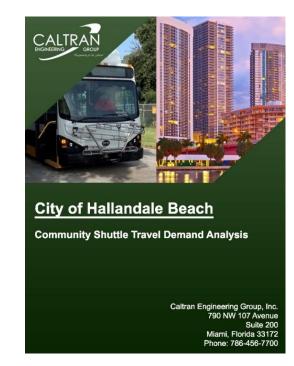




#### **Improve Transit Operation**

# **Community Shuttle Travel Demand Analysis in 2022**

- ➤ Two Travel Demand Surveys Conducted in March and November 2022
- ➤ Survey Findings Supported the Expansion of:
  - Route 2 to the Aventura Mall Bus Terminal
  - Route 4 to Walmart
- Route 2 Ridership Increased Following Improvements in Connectivity with Miami-Dade Transit Hub at Aventura Mall.





#### **Improve Transit Operation**

#### **Current Challenges:**

- ➤Increased Complaints (21 Complaints since March 2025)
- ➤ Missed Bus Stops and Bus Stops Confusion
- ➤ Inconsistent Arrival Times
- ➤ Speeding and Not Stopping at Stop signs
- ➤ Driver Unprofessional Behavior towards Passengers
- ➤ A Drop in Ridership from 23,056 (Cutaway Bus) to 16,480 (EV Bus) Average Monthly Riders
- ➤ Residents Feedback Calls for Routes and Bus Stops Redesign and Operation Accountability



#### **Improve Transit Operation**

#### **Recommendations:**

- ➤ Conduct Rider Satisfaction Surveys and Analyze Bus Operational Performance which Includes:
  - Evaluation of Bus Schedule Adherence,
  - Service Quality, and
  - Rider Experience Metrics
- ➤ Obtain Updated Public Input to:
  - Align Service with Rider Needs
  - Address Gaps in Bus Service Quality and Reliability
  - Rebuild Trust in Cloud Transit Services
- ➤ Collect Routine Rider Feedback to Support Department Goals and Service Planning







