

# Transportation Outreach Planner Tutorial

(2020 revision)



<http://mpotransportationoutreachplanner.org/>

# Purpose and Clients

This web application provide tools for transportation and urban planners and professionals to assess information about the **social, economic, transportation, and community characteristics**, and recommend **strategies** to reach out the public based upon community characteristics.

It is a geo-spatial decision-making assisting tool kit, suited for **transportation and community planners**.

Customized Demographic Reports

Community Background Reports

Public Outreach Strategies

# Customized Demographic Reports

This is an interactive mapping and reporting tool that allows you to extract or retrieve demographic information by selecting one or more of the following geographies:

- municipalities (cities, towns, villages)
- neighborhoods (example: Little Haiti)
- census block groups



Transportation Outreach Planner X Transportation Outreach Planner X +

mpotransportationoutreachplanner.org/mpotop/

# TPO

## Miami-Dade Transportation Planning Organization

Home **Customized Demographic Reports** Community Background Reports Public Outreach Strategies Help



## Project Information

The Federal Highway Administration (FHWA) September 2003 Certification Report recommended that the Miami-Dade Transportation Planning Organization (TPO) incorporate 'Sociocultural Effect' features in its planning process to ensure community values and concerns receive proper attention throughout the entire transportation development process. In response, the Miami-Dade TPO created the Community Characteristics Project (CCP) in order to review the social, economic, and geographic characteristics of an area before public involvement efforts are initiated. In 2010 the Broward and Palm Beach TPOs joined the program, and the CCP was renamed the "Transportation Outreach Planner".

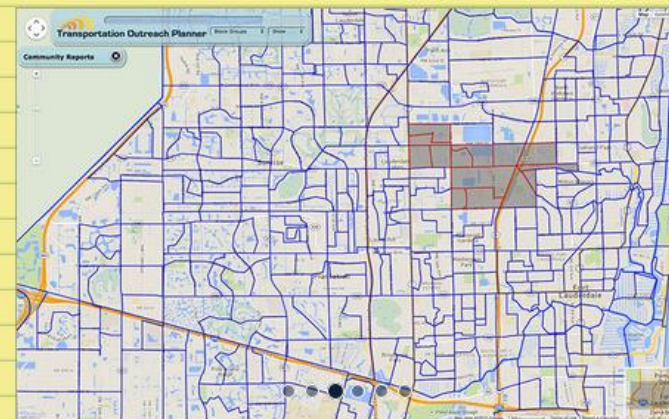
## 2010 Census Demographic Reporting Tool

An Interactive Mapping and Reporting Tool

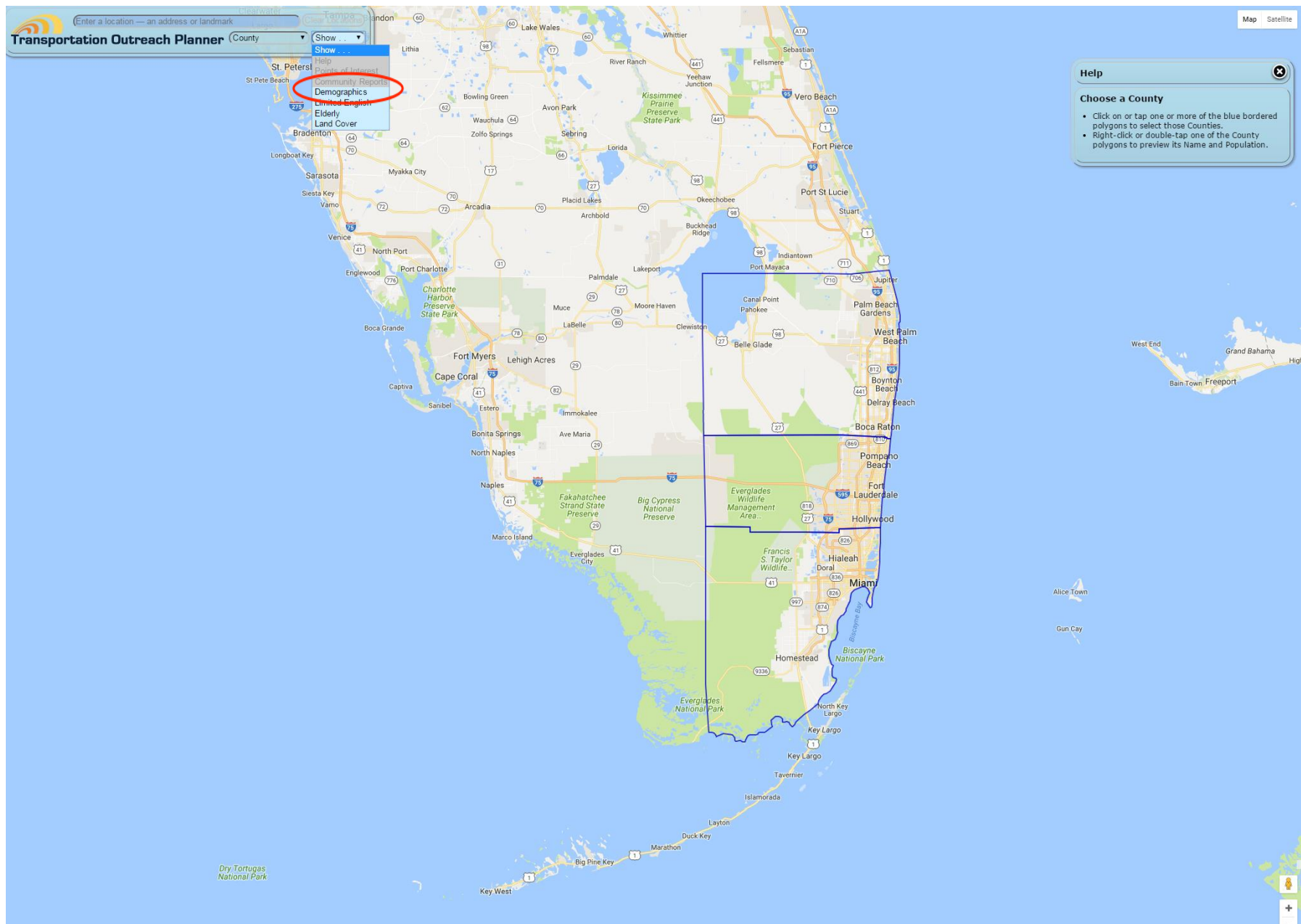
Now you can locate 2010 census data and 2015 American Community Survey (ACS) data by census block groups, census places, and neighborhoods for Broward, Miami Dade, and Palm Beach counties. Interactive graphs illustrating changes from 1990, 2000, and 2010 are just the tip of the iceberg.

[Explore it now!](#)

ⓘ Note: the 2000 Census Demographic Reporting Tool has been archived.



Start the interactive demographic reporting tool by clicking on [Explore it now!](#) or click on “**Customized Demographic Reports**” in the top tool bar. This will lead you to the interactive mapping interface.



When you select the geographic area at the **County** level, the “**Show ...Demographics**” function will lead to the summary statistics for all three counties and will show how they compare to the entire State of Florida.

Map



## Demographics

### Florida Counties

**Help** ✕

**Demographics**

The table can be sorted on a column by clicking on that column's Button in the heading.

Name	Population	Diversity	Race												Ethnicity							
			White		Black		Native		Asian		Pacific		Other		More Races		Hispanic		Not Hispanic			
			Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%
Broward	1748066	70.51	1102231	63.05	467519	26.74	5065	0.29	56795	3.25	911	0.05	64694	3.7	50851	2.91	438247	25.07	1309819			
Miami-Dade	2496435	68.26	1841887	73.78	472976	18.95	5000	0.2	37669	1.51	675	0.03	79351	3.18	58877	2.36	1623859	65.05	872576	34.95	149937	6.01
Palm Beach	1320134	60.35	970121	73.49	228690	17.32	6043	0.46	31100	2.36	770	0.06	53138	4.03	30272	2.29	250823	19	1069311	81	70852	5.37
<b>Florida</b>	<b>18801310</b>	<b>61.48</b>	<b>14109162</b>	<b>75.04</b>	<b>2999862</b>	<b>15.96</b>	<b>71458</b>	<b>0.38</b>	<b>454821</b>	<b>2.42</b>	<b>12286</b>	<b>0.07</b>	<b>681144</b>	<b>3.62</b>	<b>472577</b>	<b>2.51</b>	<b>4223806</b>	<b>22.47</b>	<b>14577504</b>	<b>77.53</b>	<b>1073506</b>	<b>5.71</b>

When you select the geographic area at the **County** level, the “Show **...Demographics**” function will lead to the summary statistics for all three counties and will show how they compare to the entire State of Florida. The table can be sorted on a column by clicking on that column’s Button in the heading. (See also Help box)



The screenshot shows a web browser window with the URL [dpanther02.fiu.edu/itis/](http://dpanther02.fiu.edu/itis/). The page title is "Transportation Outreach Planner". The main content is a map of Florida with three counties outlined in blue: Palm Beach, Broward, and Miami-Dade. Three red arrows point from the left towards these three counties. A "Help" box is open on the right side of the map, containing the following text:

**Help**

**Choose a County**

- Click on or tap one or more of the blue bordered polygons to select those Counties.
- Right-click or double-tap one of the County polygons to preview its Name and Population.

The map also shows various cities and landmarks in Florida, including Port St Lucie, Stuart, Hobe Sound, Jupiter, West Palm Beach, Lake Worth, Boynton Beach, Delray Beach, Boca Raton, Parkland, Pompano Beach, Fort Lauderdale, Dania Beach, Hollywood, North Miami Beach, Miami, Coral Gables, Kendall, Cutler Bay, Homestead, Key Largo, Islamorada, Tavernier, Marathon, Summerland Key, and Key West. The map data is attributed to Google, 2014.

Click on one or more of the three counties outlined in blue on the map, i.e. Palm Beach, Broward, or Miami-Dade, to go to smaller geographic areas.

Transportation Outreach Planner

Enter a location — an address or landmark

County

Show ...

- Show ...
- Help
- Points of Interest
- Community Reports
- Demographics
- Limited English
- Elderly
- Land Cover

Help

Select a level below **County** in the left drop-down box to continue.

Google

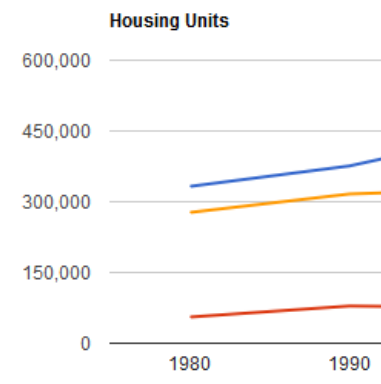
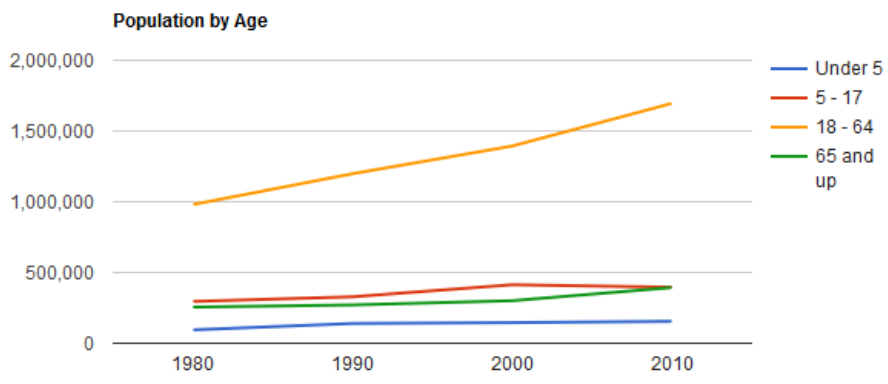
Map data ©2020 Google. INEGI Terms of Use

Click on “**Show**” in the pull-down menu and you will see the “**Demographics**” option. Click on it to show the summary statistics for Miami-Dade counties.

# Demographics

Save as:

Counties: Miami-Dade



**Help**

**Demographics**

- MOE (Margin of Error)
- High Reliability
- Medium Reliability
- Low Reliability
- Unknown Reliability

- Owner Occupied
- Vacant
- Renter Occupied

- Top
- Population, Area
- Race
- Ethnicity
- Age
- Language
- Education
- Income
- Employment
- Disabilities
- Foreign Born
- Housing
- Transportation

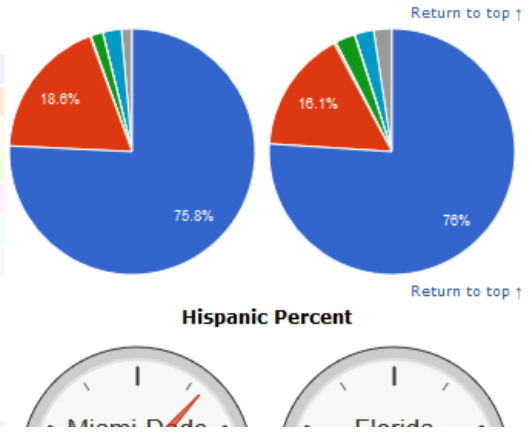
Age  Race  Ethnicity  Education  Tenure  Income  Nativity  Housing Units  Households  Vehicle  Income Per Capita

Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

Statistic	undefined County	Florida
<b>Total Population</b>	2639042	19645772
Land Area (sq. mi.)	1897.72	53668.20
Water Area (sq. mi.)	533.47	8017.07
Population per Square Mile	1085.50	318.48
Households	842153	7300494

Race	undefined County	Florida
White	1999090 (75.75%)	14934702 (76.02%)
Black	491978 (18.64%)	3171108 (16.14%)
Native	4001 (0.15%)	54569 (0.28%)
Asian	41871 (1.59%)	509085 (2.59%)
Pacific	612 (0.02%)	11024 (0.06%)
Other	64010 (2.43%)	493202 (2.51%)
Multiple Races	37480 (1.42%)	472082 (2.4%)

Ethnicity	undefined County	Florida
Not Hispanic	907309 (34.38%)	14985039 (76.28%)



Here is the summary of combined demographic information for both counties selected. You can get one summary report for any combination of selected counties.

The screenshot shows the "Transportation Outreach Planner" web application. At the top left, there is a search bar with the text "Enter a location — an address or landmark" and a "Clear Locations" button. Below the search bar is a dropdown menu currently set to "County". This dropdown menu is open, showing four options: "County", "Census Places", "Block Groups", and "Neighborhoods". The "Census Places" option is highlighted with a red circle. To the right of the search bar is a "Show ..." button. In the top right corner, there are "Map" and "Satellite" buttons. A "Help" box is visible on the right side of the map, containing the text: "Select a level below **County** in the left drop-down box to continue." The map itself shows the state of Florida with various geographic features and labels, including cities like Fort Myers, Naples, Miami, and Jacksonville, and preserves like Babcock Ranch and Everglades National Park. The map is overlaid with a grid of colored regions: blue for the northern part, green for the central part, and red for the southern part. At the bottom left, the "Google" logo is visible, and at the bottom right, there is a "Map data ©2020 Google, INEGI Terms of Use" notice.

In the pull-down menu under “**County**”, you will see a list of smaller geographic areas, i.e. “**Census Places**” (includes cities, towns, villages and Census defined places), “**Block Groups**”, and “**Neighborhoods**”. Select “**Census Places**”.



dpantner02.fiu.edu/it/is/

Transportation Outreach Planner

Enter a location — an address or landmark

Census Places

Show . . .

Map Satellite

Help

Choose an Area of Interest

- Click on or tap one or more of the blue, pink, green or brown bordered polygons to select those areas.
- Right-click or double-tap one of the polygons to preview its Name and Population.

Census Places are Color coded by Type

- City
- Town
- Village
- Census Defined Place

Map data ©2014 Google | 10 km | Terms of Use

**Census Places** includes cities, towns, villages and census-defined areas. The **Help** box on the right provides a legend which shows color lines for different types of **Census Places**, .



The screenshot shows a web browser window with the URL `dpanther2.fiu.edu/itis/index.html`. The page title is "Transportation Outreach Planner". At the top left, there is a search bar with the placeholder text "Enter a location — an address or landmark" and a "Clear Locations" button. Below the search bar, a dropdown menu is open, showing "Census Places" selected and circled in red. The dropdown menu options are: "Show ...", "Help", "Points of Interest", "Community Reports", "Demographics" (highlighted in blue), "Limited English", "Elderly", and "Land Cover".

The map displays the Miami area with various census places outlined in different colors: blue for City, pink for Town, green for Village, and brown for Census Defined Place. A red arrow points to the boundary between Kendall and Palmetto Bay. The "Help" panel on the right contains the following text:

**Help**

**Choose an Area of Interest**

- Click on or tap one or more of the blue, pink, green or brown bordered polygons to select those areas.
- Right-click or double-tap one of the polygons to preview its Name and Population.

Census Places are Color coded by Type

- City
- Town
- Village
- Census Defined Place

Select a next step from the **Show** drop-down box to continue.

- You must show **Demographics** before **Strategies** can be recommended.

At the bottom left, the Google logo is visible. At the bottom right, there is a small text: "Map data ©2020 Google, INEGI Terms of Use".

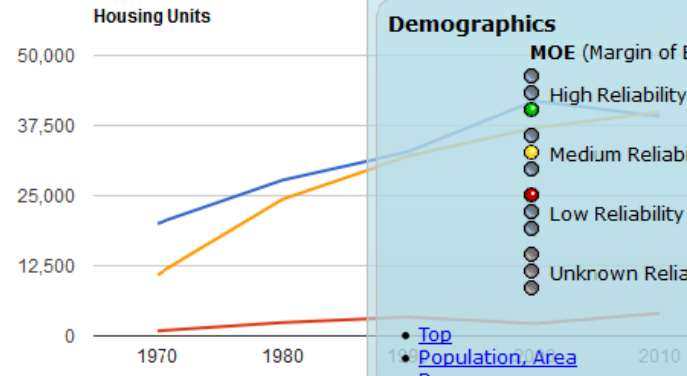
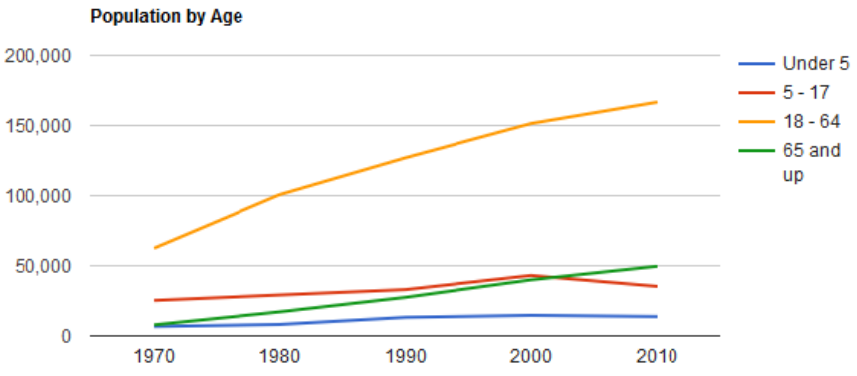
Select on the map the polygons for Hialeah and Miami Lakes, then click on “**Demographics**” in the “**Show**” pull-down menu.

# Demographic Report Dashboard

The next five slides show the content and navigation and export functions within the interactive demographic report dashboard for the selected geographic area, which is the Hialeah and Miami Lakes in this example.

Map **Demographics**

Miami-Dade County Places: Hialeah (city), Miami Lakes (town)



Age  Race  Ethnicity  Education  Tenure  Income  Nativity

Housing Units  Households  Vacant  Income Per Capita

Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

Statistic	Area of Interest	Miami-Dade County	Florida
<b>Total Population</b>	265442	2639042	19645772
Land Area (sq. mi.)	27.14	1897.72	53668.20
Water Area (sq. mi.)	2.20	533.47	8017.07
Population per Square Mile	9047.74	1085.50	318.48
Households	83050	842153	7300494

Race	Area of Interest	Miami-Dade County	Florida
White	249443 (93.97%)	1999090 (75.75%)	14934702 (76.02%)
Black	6164 (2.32%)	491978 (18.64%)	3171108 (16.14%)
Native	222 (0.08%)	4001 (0.15%)	54569 (0.28%)
Asian	1132 (0.43%)	41871 (1.59%)	509085 (2.59%)
Pacific	0 (0%)	612 (0.02%)	11024 (0.06%)
Other	6429 (2.42%)	64010 (2.43%)	493202 (2.51%)
Multiple Races	2052 (0.77%)	37480 (1.42%)	472082 (2.4%)

Ethnicity	Area of Interest	Miami-Dade County	Florida
Not Hispanic	15417 (5.81%)	907309 (34.38%)	14985039 (76.28%)

**Help**

**Demographics**

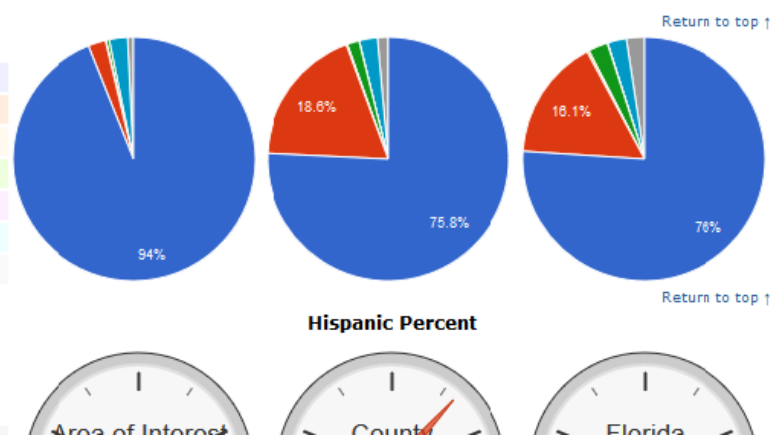
**MOE (Margin of Error)**

- High Reliability
- Medium Reliability
- Low Reliability
- Unknown Reliability

Owner Occup...  
 Vacant  
 Renter Occup...


- [Top](#)
- [Population, Area](#)
- [Race](#)
- [Ethnicity](#)
- [Age](#)
- [Language](#)
- [Education](#)
- [Income](#)
- [Employment](#)
- [Disabilities](#)
- [Foreign Born](#)
- [Housing](#)
- [Transportation](#)

[Compare individual areas](#)



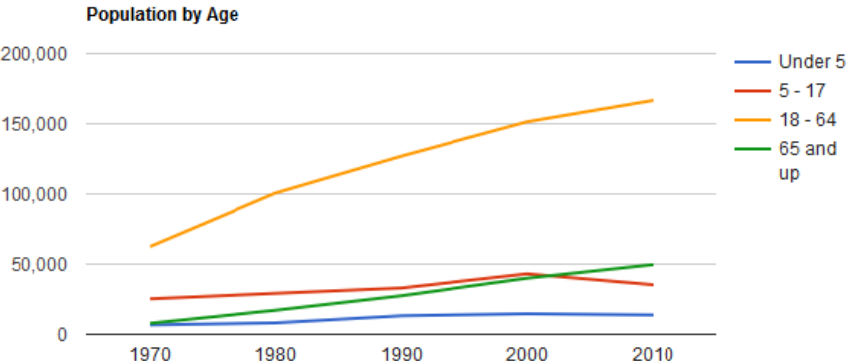
Here is the summary of combined demographic information for both cities selected. You can get one summary report for any combination of two or more cities.

← → ↻ 🏠 [dpanther2.fu.edu/itis/index.html](http://dpanther2.fu.edu/itis/index.html) ... ☆

**Map**  **Demographics** Save as: CSV KML **Strategies**

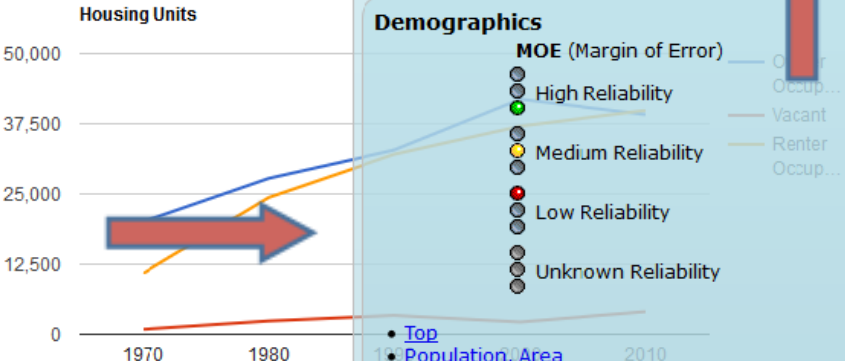
**Miami-Dade County Places: [Hialeah \(city\)](#), [Miami Lakes \(town\)](#)**

**Population by Age**



Age  Race  Ethnicity  Education  Tenure  Income  Nativity

**Housing Units**



Housing Units  Households  Vacant  Renter  Occupied

**Help** ✕

**Demographics**

**MOE (Margin of Error)**








- High Reliability
- Medium Reliability
- Low Reliability
- Unknown Reliability

[Top](#)  
[Population, Area](#)  
[Race](#)  
[Ethnicity](#)  
[Age](#)  
[Language](#)  [Income Per Capita](#)   
[Education](#)  [Employment](#)   
[Disabilities](#)  [Foreign Born](#)   
[Housing](#)  [Transportation](#)

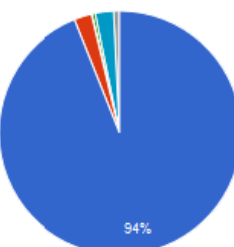
[Compare individual areas](#)

Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

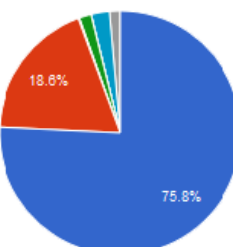
Statistic	Area of Interest	Miami-Dade County	Florida	Area of Interest	Florida
<b>Total Population</b>	265442	2639042	19645772	10.06% of County	
Land Area (sq. mi.)	27.14	1897.72	53668.20	1.43% of County	
Water Area (sq. mi.)	2.20	533.47	8017.07	0.41% of County	6.65% of Florida
Population per Square Mile	9047.74	1085.50	318.48		
Households	83050	842153	7300494		

Race	Area of Interest	Miami-Dade County	Florida
White	 249443 (93.97%)	1999090 (75.75%)	14934702 (76.02%)
Black	 6164 (2.32%)	491978 (18.64%)	3171108 (16.14%)
Native	 222 (0.08%)	4001 (0.15%)	54569 (0.28%)
Asian	 1132 (0.43%)	41871 (1.59%)	509085 (2.59%)
Pacific	 0 (0%)	612 (0.02%)	11024 (0.06%)
Other	 6429 (2.42%)	64010 (2.43%)	493202 (2.51%)
Multiple Races	 2052 (0.77%)	37480 (1.42%)	472082 (2.4%)

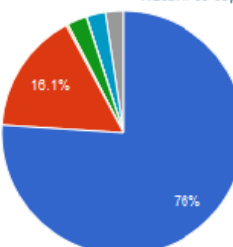
Ethnicity	Area of Interest	Miami-Dade County	Florida
Not Hispanic	15417 (5.81%)	907309 (34.38%)	14985039 (76.28%)



Area of Interest



County



Florida

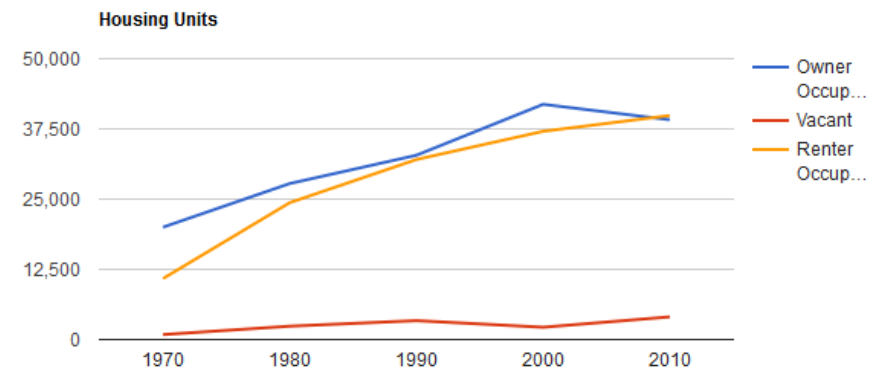
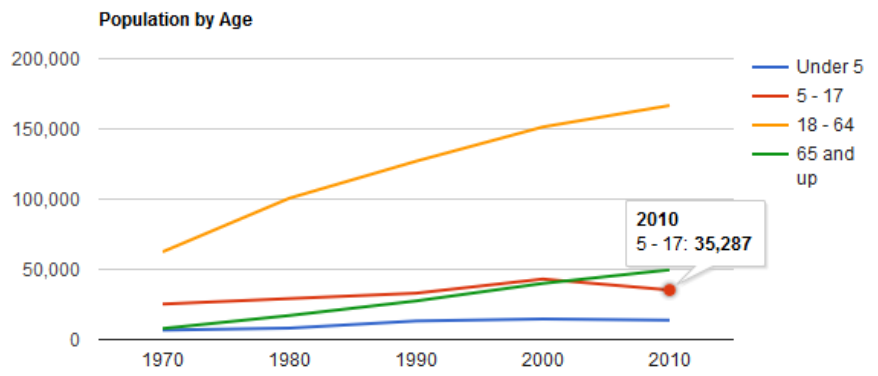
The arrows in the graph shows all navigation tools. You can toggle between to the previous “map” or the next strategies by clicking on **Map** or **Strategies** . The Hypertext in the Help box also allows you to toggle between different sections of the report. The CSV or KML export functions are available.



# Demographics

Save as:

Miami-Dade County Places: [Hialeah \(city\)](#), [Miami Lakes \(town\)](#)



Age  Race  Ethnicity  Education  Tenure  Income  Nativity

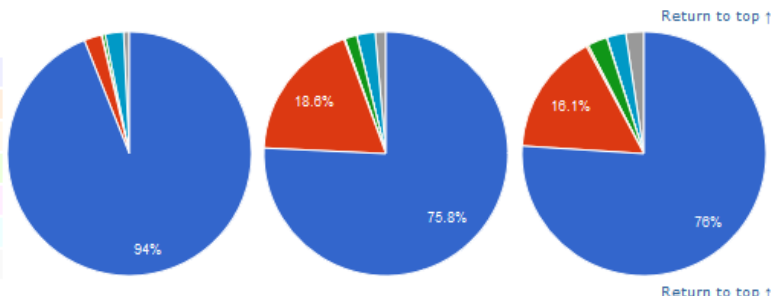
Housing Units  Households  Vehicle Avail.  Income Per Capita

Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

Statistic	Area of Interest	Miami-Dade County	Florida
Total Population	265442	2639042	19645772
Land Area (sq. mi.)	27.14	1897.72	53668.20
Water Area (sq. mi.)	2.20	533.47	8017.07
Population per Square Mile	9047.74	1085.50	318.48
Households	83050	842153	7300494

Area of Interest	County	Florida
10.06% of County	13.43% of Florida	
1.43% of County	3.54% of Florida	
0.41% of County	6.65% of Florida	

Race	Area of Interest	Miami-Dade County	Florida
White	249443 (93.97%)	1999090 (75.75%)	14934702 (76.02%)
Black	6164 (2.32%)	491978 (18.64%)	3171108 (16.14%)
Native	222 (0.08%)	4001 (0.15%)	54569 (0.28%)
Asian	1132 (0.43%)	41871 (1.59%)	509085 (2.59%)
Pacific	0 (0%)	612 (0.02%)	11024 (0.06%)
Other	6429 (2.42%)	64010 (2.43%)	493202 (2.51%)
Multiple Races	2052 (0.77%)	37480 (1.42%)	472082 (2.4%)



Ethnicity	Area of Interest	Miami-Dade County	Florida
Not Hispanic	15417 (5.81%)	907309 (34.38%)	14985039 (76.28%)



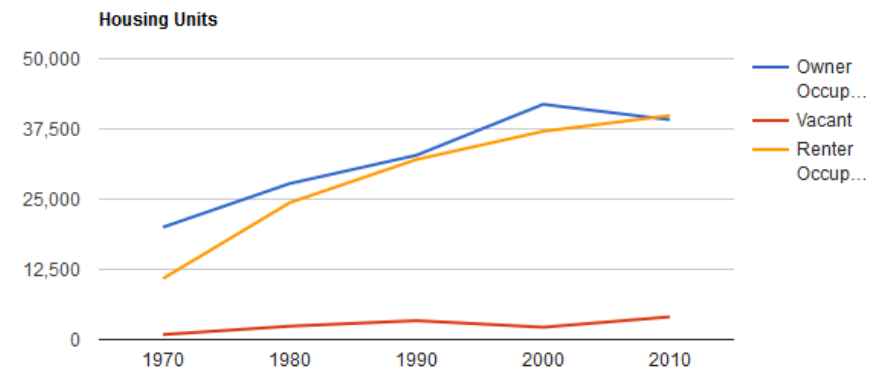
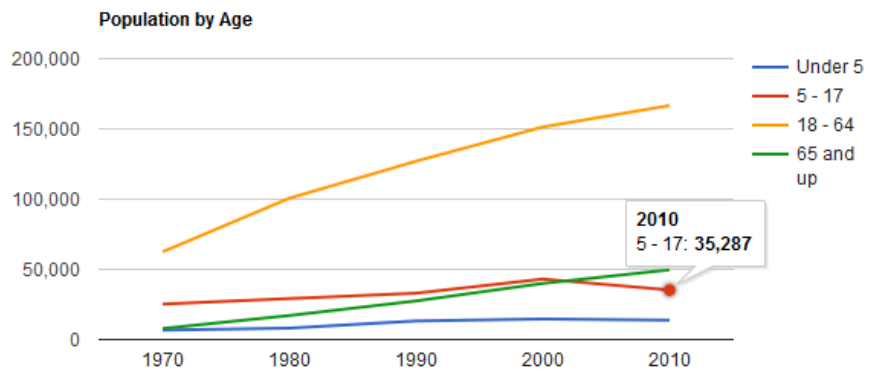
The radio buttons below the charts can be clicked to select the variable, making the charts interactive.



# Demographics

Save as:

## Miami-Dade County Places: [Hialeah \(city\)](#), [Miami Lakes \(town\)](#)



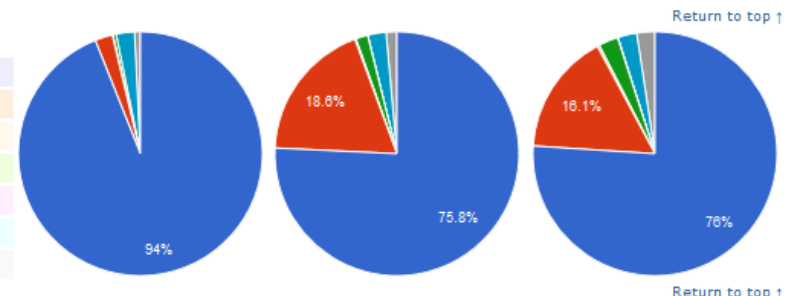
Age  Race  Ethnicity  Education  Tenure  Income  Nativity  Housing Units  Households  Vehicle Avail.  Income Per Capita

Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

Statistic	Area of Interest	Miami-Dade County	Florida
Total Population	265,142	2,639,042	19,615,772
Land Area (sq. mi.)	27.14	1,897.72	53,668.20
Water Area (sq. mi.)	2.20	533.47	80,170.07
Population per Square Mile	9,047.74	1,085.50	318.48
Households	83,050	842,153	7,300,494

Area of Interest	County	Florida
10.06% of County	13.43% of Florida	
1.43% of County	3.54% of Florida	
0.41% of County	6.65% of Florida	

Race	Area of Interest	Miami-Dade County	Florida
White	249,443 (93.97%)	1,999,090 (75.75%)	14,934,702 (76.02%)
Black	6,164 (2.32%)	491,978 (18.64%)	3,171,108 (16.14%)
Native	222 (0.08%)	4,001 (0.15%)	54,569 (0.28%)
Asian	1,132 (0.43%)	41,871 (1.59%)	509,085 (2.59%)
Pacific	0 (0%)	612 (0.02%)	11,024 (0.06%)
Other	6,429 (2.42%)	64,010 (2.43%)	4,932,022 (25.1%)
Multiple Races	2,052 (0.77%)	37,480 (1.42%)	472,082 (2.4%)



Ethnicity	Area of Interest	Miami-Dade County	Florida
Not Hispanic	15,417 (5.81%)	907,309 (34.38%)	14,985,039 (76.28%)



This summary report shows, in both absolute counts and percentage, the comparison among the selected geographic area (the City of Miami in this example), the County (Miami Dade in this example), and the State of Florida.

# Demographic Data Source

The primary data sources are:

- 2010 Census of Population and Housing;
- 2011-2015 American Community Survey (ACS)



## Selected Data Categories

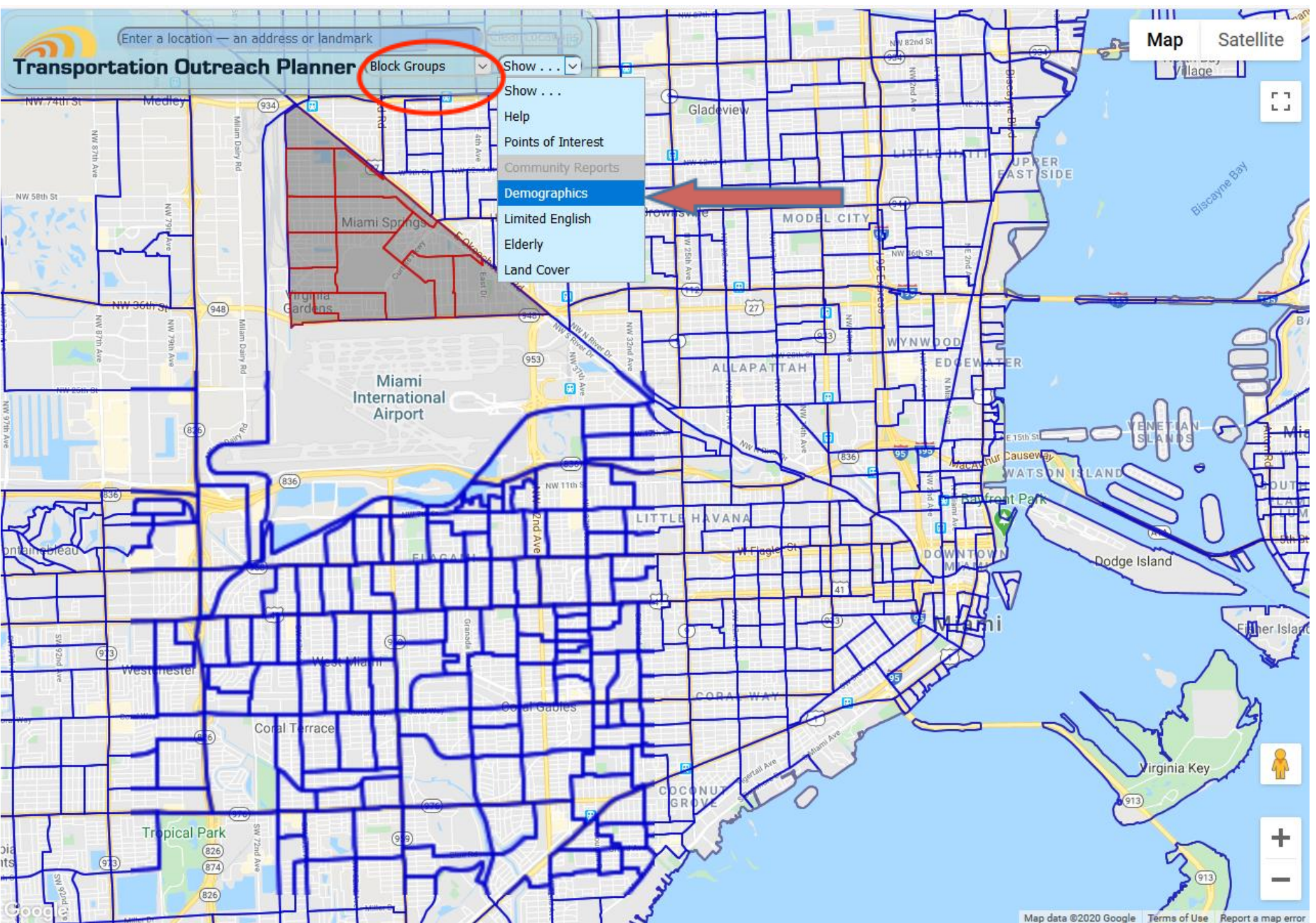
The primary selection of the data categories are based upon FDOT's recommendation for transportation planning: *population, race and ethnicity, age, education, income.*

Additional these categories are added per user recommendation: *language, employment, disabilities, foreign born, housing, and transportation habits (e.g. mean miles driven, vehicles, means of transportation to work, and travel time)*



# Demographic Reporting Tool

You can repeat the same procedure for selected census block groups. Census block groups are the smallest geographic containers for comprehensive demographic information. You can use these units to roughly form a “neighborhood” and get summary statistics.



Multiple census block groups can be selected by clicking on each one in succession. Demographic data shown later will be a summary for all the areas you have selected, taken together.



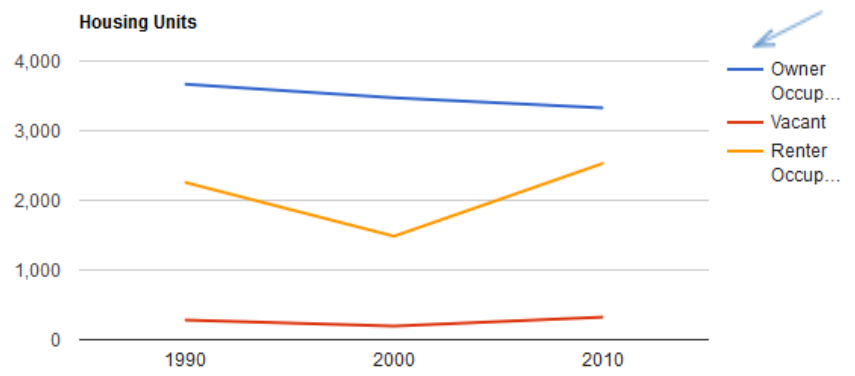
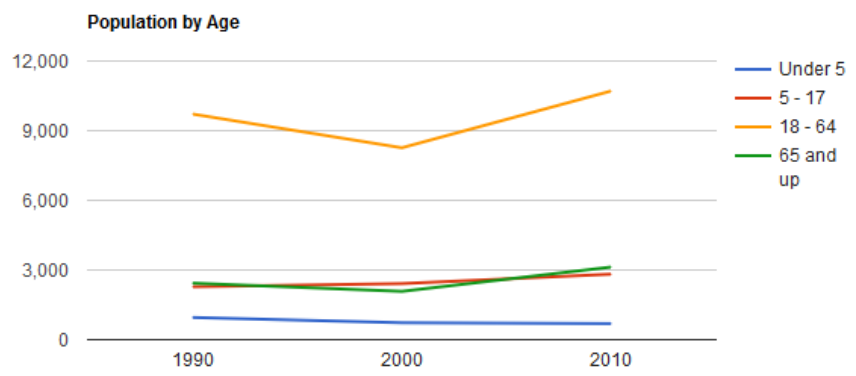


# Demographics



Save as:

**Miami-Dade County Block Groups: 120860047022, 120860047025, 120860047033, 120860047031, 120860047032, 120860047013, 120860047012, 120860047014, 120860047011, 120860047021, 120860047023, 120860047024, 120860047015**



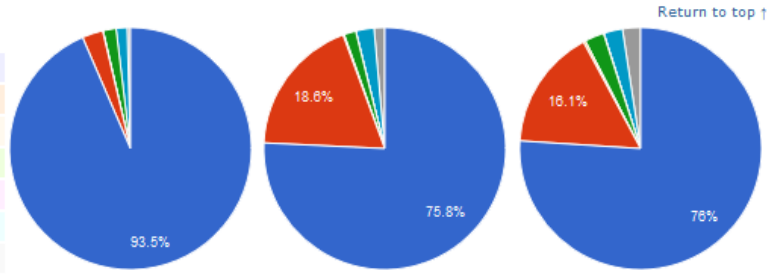
Age  Race  Ethnicity  Education  Tenure  Income  Nativity

Housing Units  Households  Vehicle Avail.  Income Per Capita

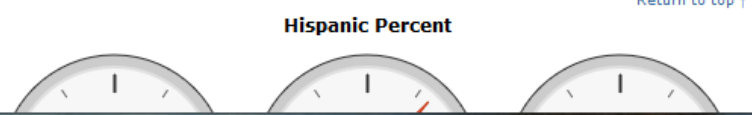
Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

Statistic	Area of Interest	Miami-Dade County	Florida	Area of Interest	County	Florida
Total Population	17354	2639042	19645772	0.66% of County	13.43% of Florida	
Land Area (sq. mi.)	3.14	1897.72	53668.20	0.17% of County	3.54% of Florida	
Water Area (sq. mi.)	0.07	533.47	8017.07	0.01% of County	6.65% of Florida	
Population per Square Mile	5417.41	1085.50	318.48			
Households	5860	842153	7300494			

Race	Area of Interest	Miami-Dade County	Florida
White	16230 (93.52%)	1999090 (75.75%)	14934702 (76.02%)
Black	482 (2.78%)	491978 (18.64%)	3171108 (16.14%)
Native	12 (0.07%)	4001 (0.15%)	54569 (0.28%)
Asian	300 (1.73%)	41871 (1.59%)	509085 (2.59%)
Pacific	0 (0%)	612 (0.02%)	11024 (0.06%)
Other	255 (1.47%)	64010 (2.43%)	493202 (2.51%)
Multiple Races	75 (0.43%)	37480 (1.42%)	472082 (2.4%)



Ethnicity	Area of Interest	Miami-Dade County	Florida
Not Hispanic	4389 (25.29%)	907309 (34.38%)	14985039 (76.28%)

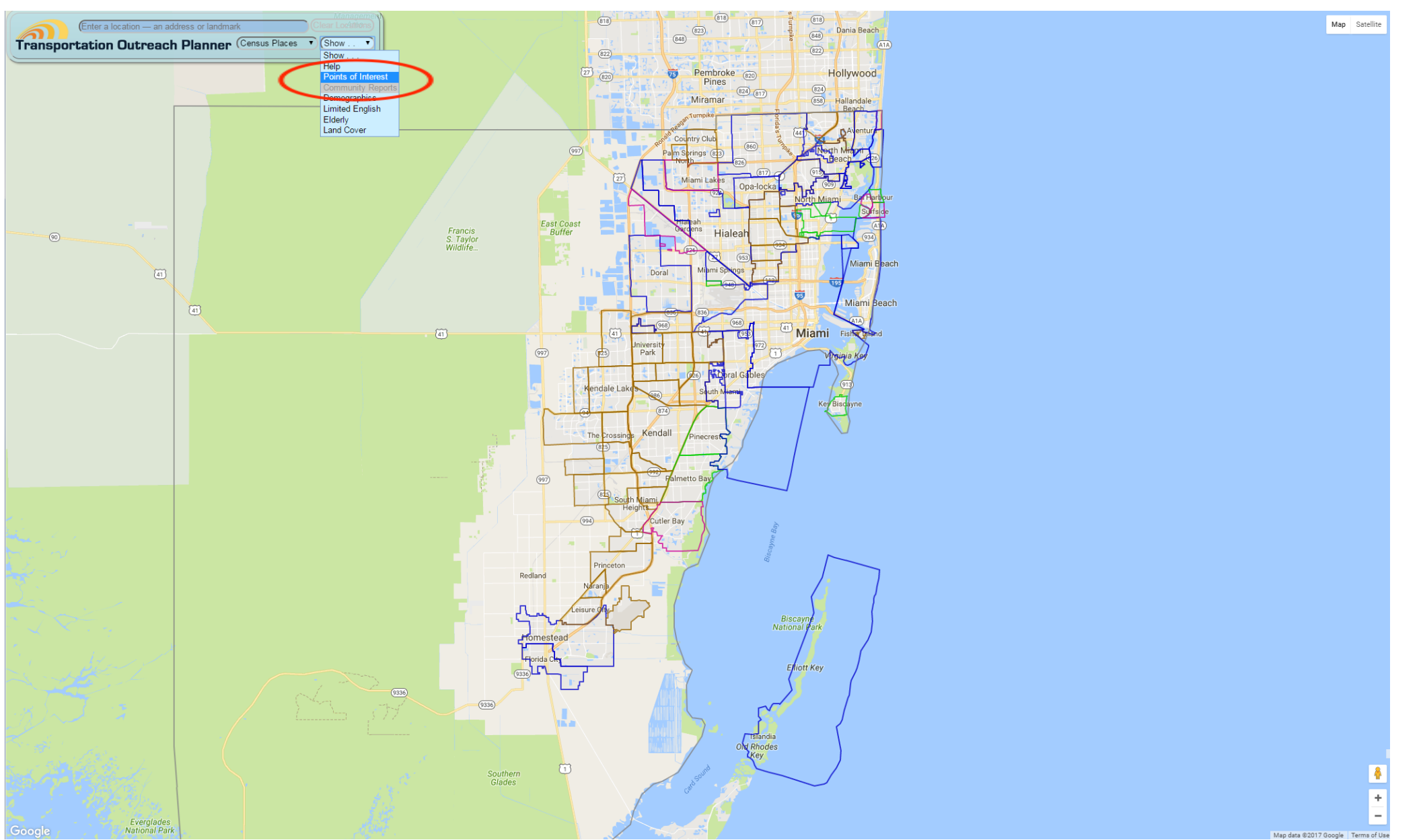


This display shows summary statistics for the selected census block groups and options for download or export

# Demographic Reporting Tool

Another function of this tool is to provide a list of “points of interest” for the purpose of identifying meeting places and outreach locations.

- Show . . .
- Help
- Points of Interest
- Community Reports
- Demographics
- Limited English
- Elderly
- Land Cover



# Transportation Outreach Planner

Enter a location — an address or landmark

Clear Locations

Census Places

Show ...

Show ...

Help

**Points of Interest**

Community Reports

Demographics

Limited English

# Transportation Outreach Planner

Enter a location — an address or landmark

Clear Locations

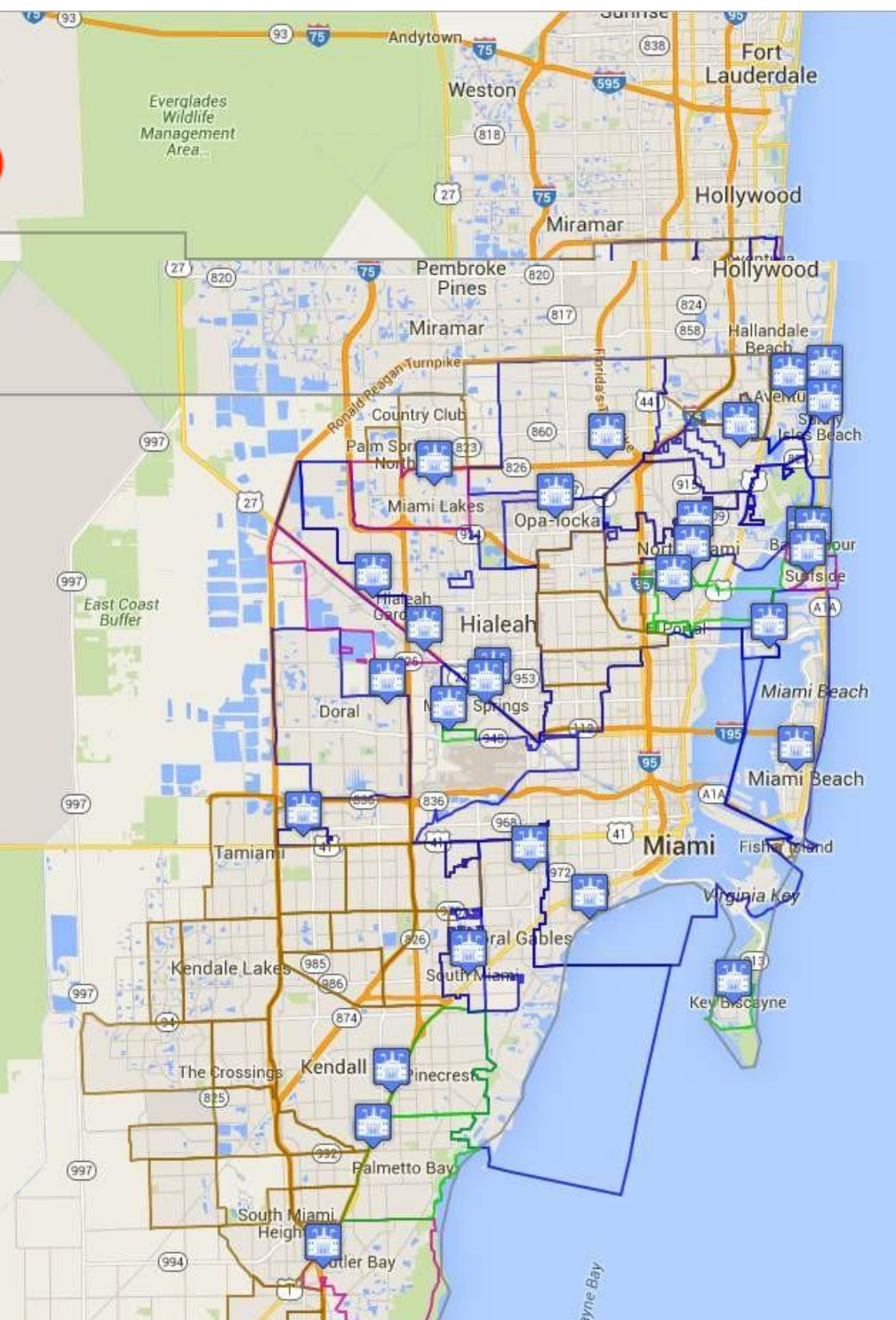
Census Places

Show ...

## Display Points of Interest

All  Selected only

- City Hall
- College/University
- Community Center
- County Commissioner, Political Office
- Hospital
- Library
- Neighborhood Association
- Professional Organization
- Shopping Center
- YMCA





# Transportation Outreach Planner

Enter a location — an address or landmark

Clear Locations

Census Places

Show . . .

## Display Points of Interest

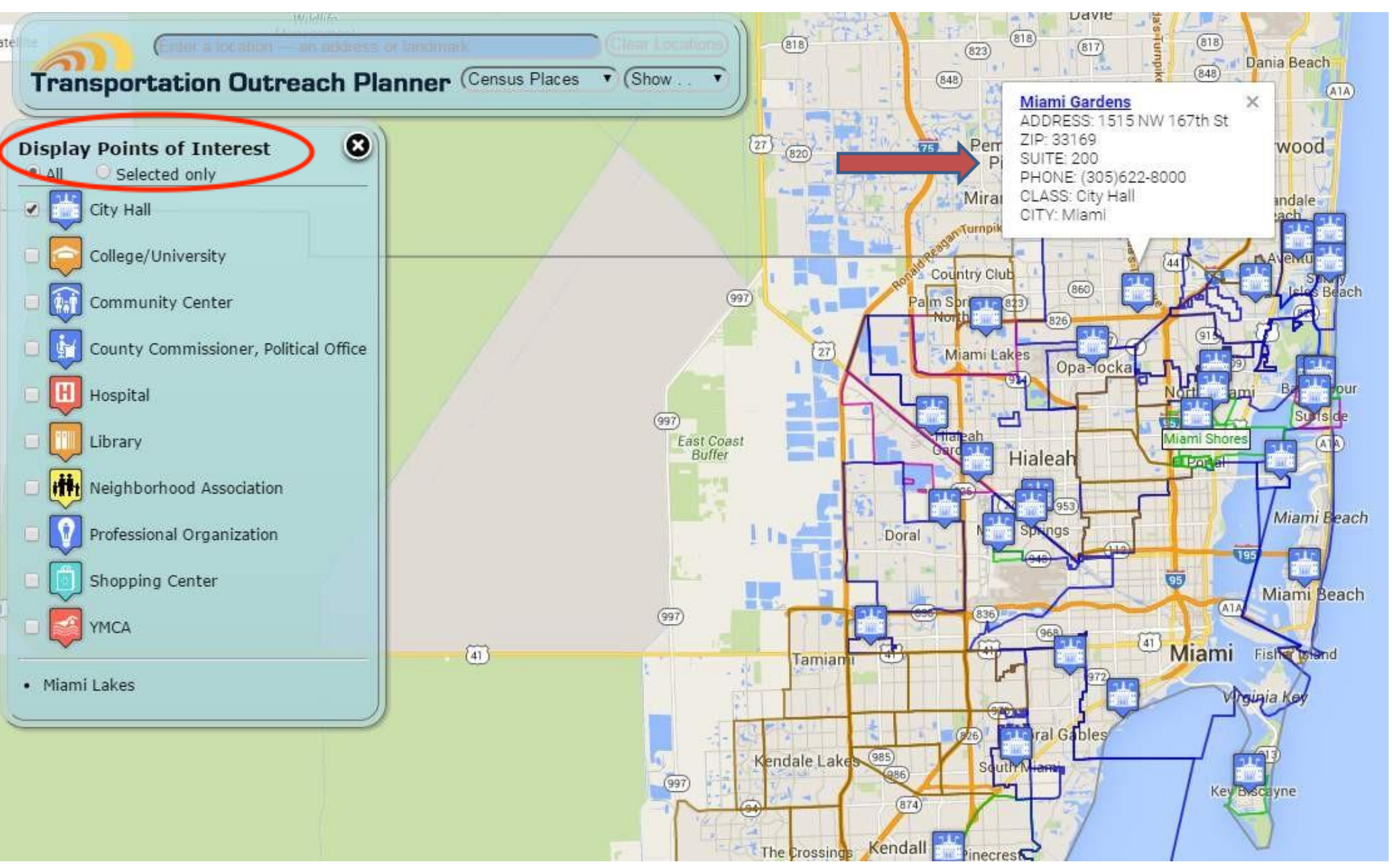
All  Selected only

- City Hall
- College/University
- Community Center
- County Commissioner, Political Office
- Hospital
- Library
- Neighborhood Association
- Professional Organization
- Shopping Center
- YMCA

• Miami Lakes

### Miami Gardens

ADDRESS: 1515 NW 167th St  
ZIP: 33169  
SUITE: 200  
PHONE: (305)622-8000  
CLASS: City Hall  
CITY: Miami

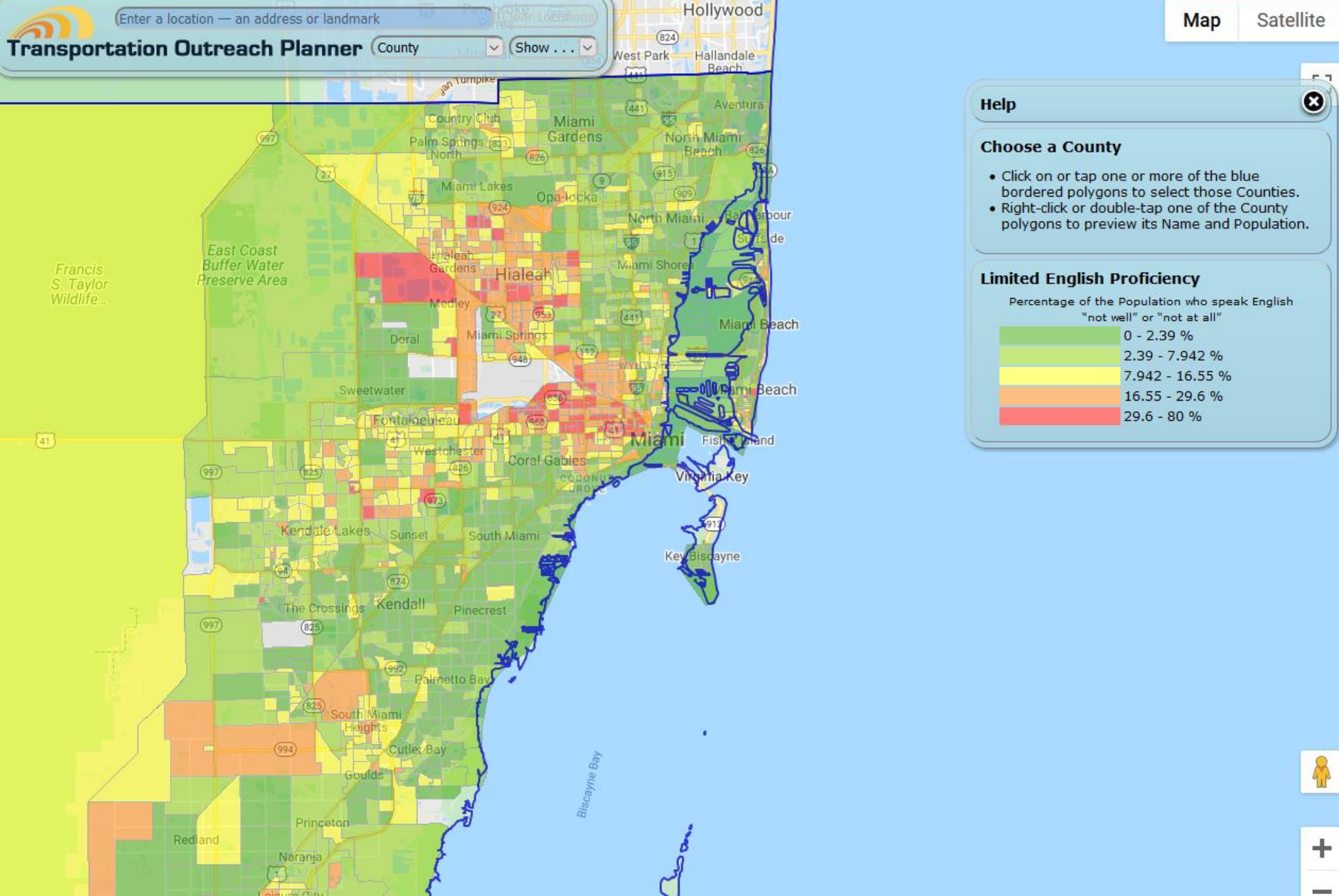


This display shows potential locations to hold public meetings and outreach events

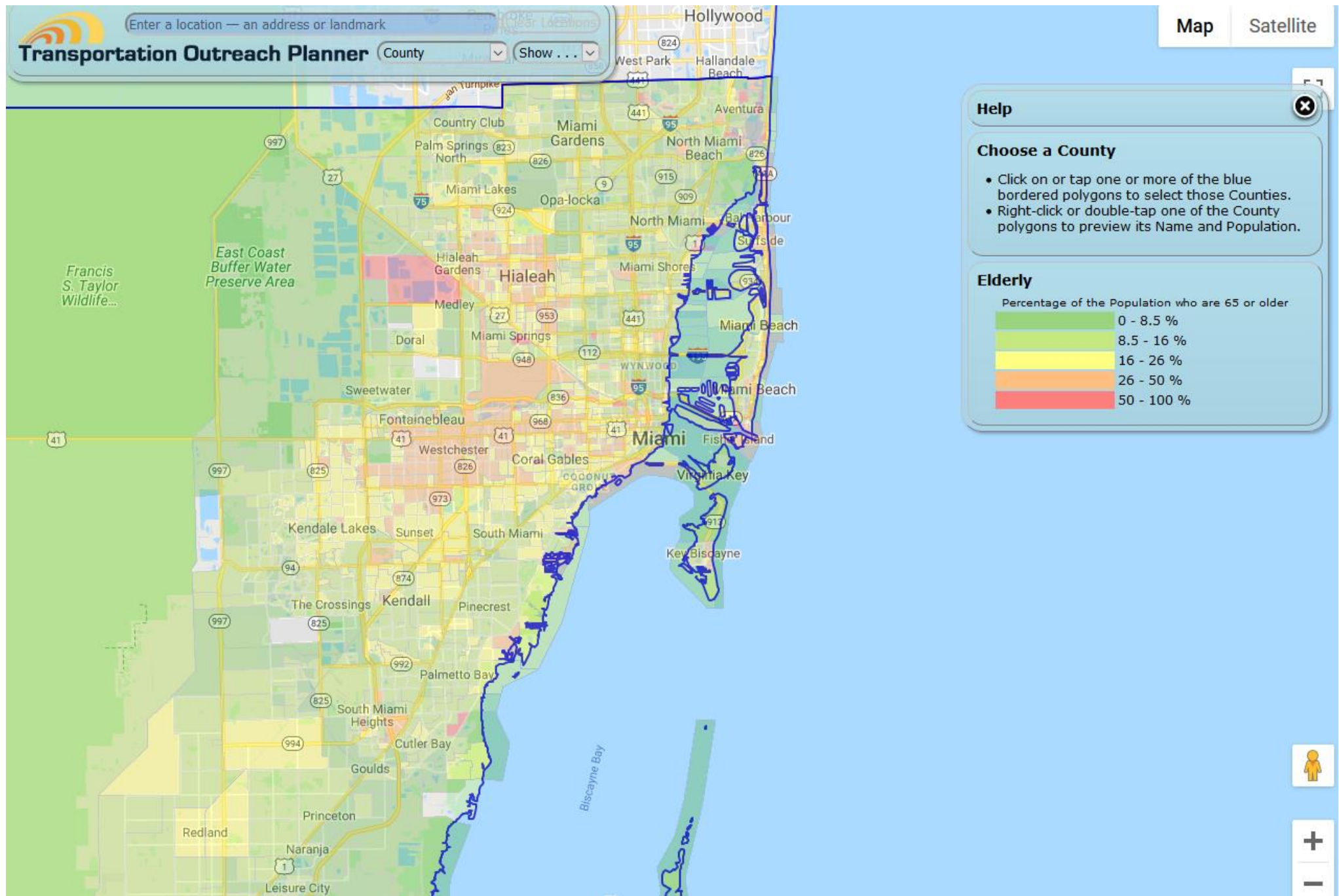
# Demographic Reporting Tool

In the current version, we added “Limited English Proficiency”, “Elderly” and “Land Cover” map.





In “show...Limited English” you will see a thematic map showing the percentage of population who speak English “not well” or “not at all”. In the HELP window, you have the legend for the map.



In “show...Elderly” you will see a thematic map showing the percentage of population who are 65 or older. In the HELP window, you have the legend for the map.



**Transportation Outreach Planner** County  Show ...

**Help**

**Choose a County**

- Click on or tap one or more of the blue bordered polygons to select those Counties.
- Right-click or double-tap one of the County polygons to preview its Name and Population.

**Land Cover**

Land Classification

	Impervious
	Road/Rail
	Bare Ground
	Building
	Grass
	Tree
	Wetland
	Water
	Cropland

In “**show...Land Cover**” you will see a thematic map showing Land Classification. In the HELP window, you have the legend for the map. The methodology related to the land classification map can be [access here](#).

# Community Background Reports

- Community Background Reports (CBRs) are meant to supplement the demographic statistics with historical, social, and economic background information about a municipality or a pre-defined neighborhood.
- The user can access the CBRs directly from the homepage, or once a geographic area or census place is selected, directly from the interactive mapping interface.
- In the current version, we have included an interactive mapping component within the CBRs.

## Community Reports List

Filter by County: All Broward **Miami-Dade** Palm Beach

Filter by Community Type: All **Municipalities** Neighborhoods

\* **Note:** Updated in 2017

- \* [Bal Harbour Village](#)
- \* [City of Aventura](#)
- \* [City of Coral Gables](#)
- \* [City of Doral](#)
- \* [City of Florida City](#)
- \* [City of Hialeah](#)
- \* [City of Miami](#)
- \* [City of Miami Beach](#)
- \* [City of Miami Gardens](#)
- \* [City of Hialeah Gardens](#)
- \* [City of Miami Springs](#)
- \* [City of Homestead](#)
- \* [City of North Miami](#)
- \* [City of South Miami](#)
- \* [City of Sunny Isles Beach](#)
- \* [City of North Miami Beach](#)
- \* [City of Sweetwater](#)
- \* [City of Opa-Locka](#)
- \* [City of West Miami](#)
- \* [Miami Shores Village](#)
- \* [North Bay Village](#)
- \* [Cutler Bay](#)
- \* [Palmetto Bay](#)
- \* [Indian Creek Village](#)
- \* [Town of Golden Beach](#)
- \* [Town of Surfside](#)
- \* [Village of Biscayne Park](#)
- \* [Town of Bay Harbor Islands](#)
- \* [Town of Medley](#)
- \* [Town of Miami Lakes](#)
- \* [Village of Key Biscayne](#)
- \* [Village of El Portal](#)
- \* [Village of Pinecrest](#)
- \* [Village of Virginia Gardens](#)

[intherdev02.ad.fiu.edu/itis/chr/homestead\\_citvof.html](http://intherdev02.ad.fiu.edu/itis/chr/homestead_citvof.html)

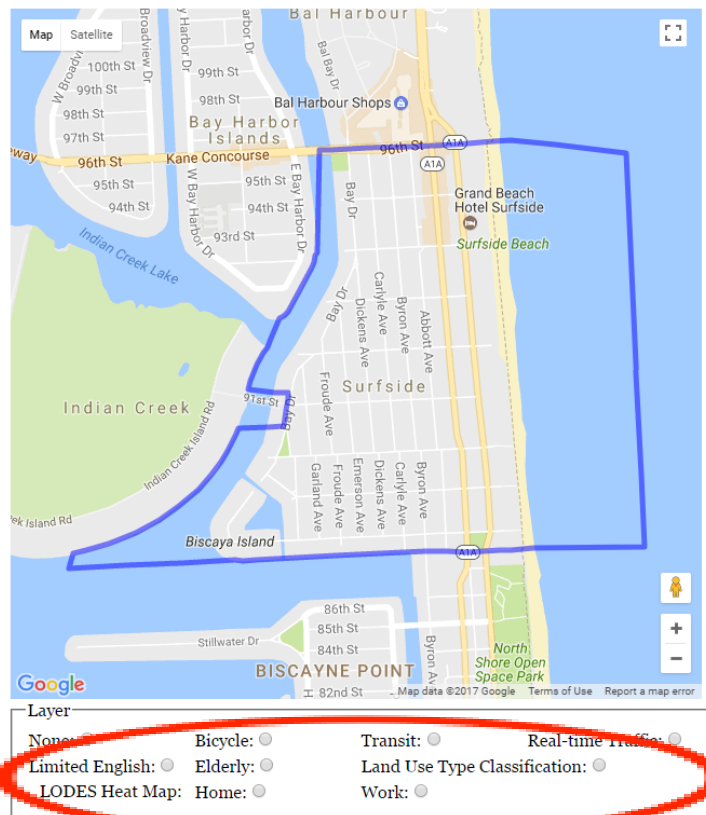
Select a report that you want to take a look by clicking on it.

# Community Background Report

## Town of Surfside

### County

Miami-Dade



### Boundaries

North: 96th Street  
South: 88th Terrace  
West: Bay Drive  
East: Collins Avenue

### Community Type

Municipality

### History

Surfside began in the 1924 when French immigrant turned Cincinatti theater chain owner, Henri Levy, purchased the southern third of the area and called it Normandy Beach. Levy established the current city layout. The Surf Club opened in 1930. In 1935, the City of Miami Beach wanted to annex the area between 87th Terrace and 96th Street. Thirty-five members of the exclusive club decided to avoid annexation by signing a petition to incorporate. The Town of Surfside was incorporated on May 18th, 1935.

During World War II, Surfside, like many of its coastal neighbors, played host to thousands of American soldiers. After the war, many of these soldiers returned to Surfside to usher in an era of fast growth. By 1957, the Town of Surfside had outgrown its town hall and service capacities. Surfside has continued to see development to this day, with many condominiums and apartments built along Collins Avenue and the beach.

Five Sections in the CBRs:

## 1. Interactive Mapping

(Bicycle facilities, Transit, Real Time Traffic, English-Limited, Elderly, Land Cover Classifications, (to) Work, and (to) Home (traffic hotspots))

## 2. History

## 3. Community Dynamics

## 4. Business Landscape

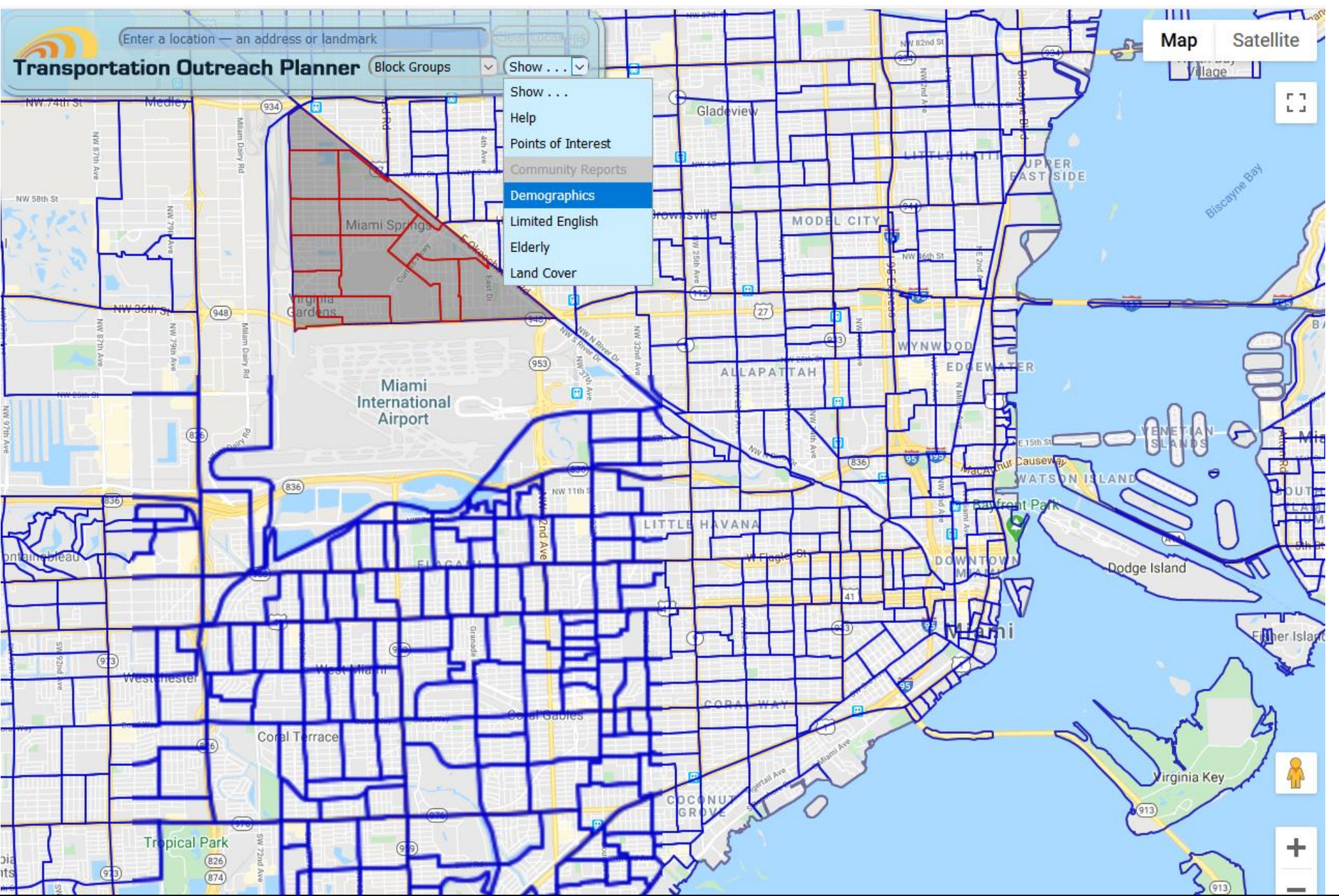
## 5. Transportation

## Characteristics

# Public Outreach Strategies

- As with the Community Background Reports, the Public Outreach Strategies can be accessed both from the home page and from the interactive mapping tool.
- This tutorial now resumes using the previously selected census block groups as an example.



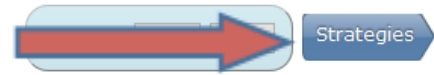


Please note that you must run a demographic report first in order to get recommended strategies for your selected geographic area.

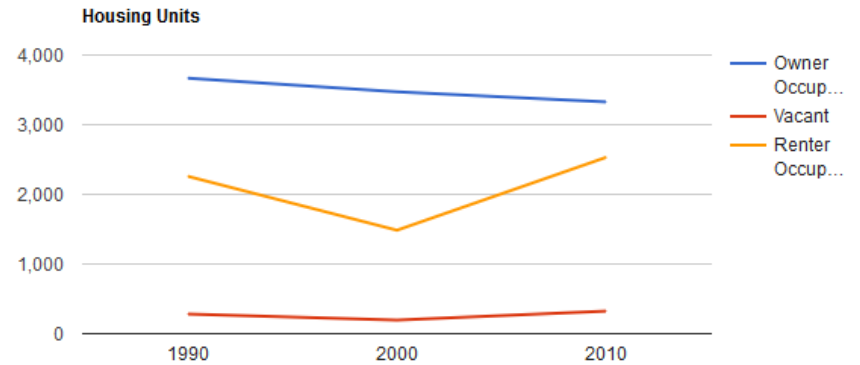
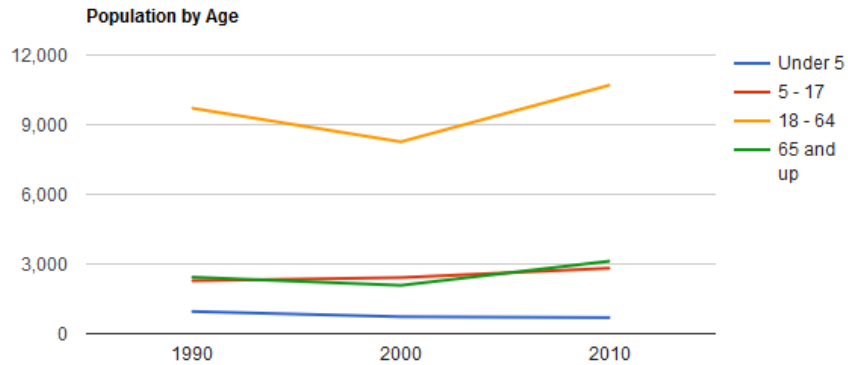




# Demographics



**Miami-Dade County Block Groups: 120860047022, 120860047025, 120860047033, 120860047031, 120860047032, 120860047013, 120860047012, 120860047014, 120860047011, 120860047021, 120860047023, 120860047024, 120860047015**



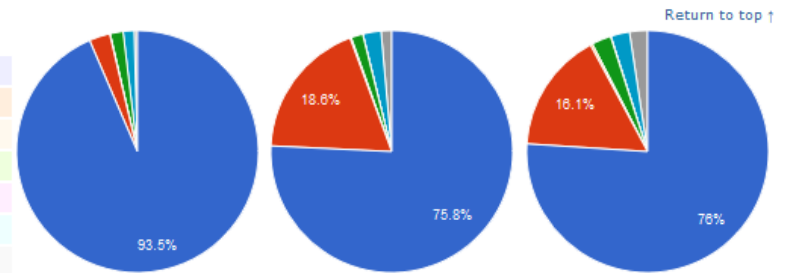
Age  Race  Ethnicity  Education  Tenure  Income  Nativity

Housing Units  Households  Vehicle Avail.  Income Per Capita

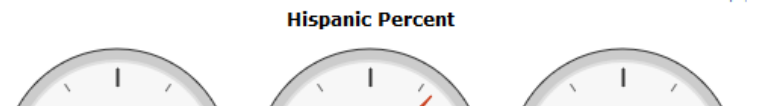
Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

Statistic	Area of Interest	Miami-Dade County	Florida	Area of Interest	County	Florida
<b>Total Population</b>	17354	2639042	19645772	0.66% of County	13.43% of Florida	
Land Area (sq. mi.)	3.14	1897.72	53668.20	0.17% of County	3.54% of Florida	
Water Area (sq. mi.)	0.07	533.47	8017.07	0.01% of County	6.65% of Florida	
Population per Square Mile	5417.41	1085.50	318.48			
Households	5860	842153	7300494			

Race	Area of Interest	Miami-Dade County	Florida
White	16230 (93.52%)	1999090 (75.75%)	14934702 (76.02%)
Black	482 (2.78%)	491978 (18.64%)	3171108 (16.14%)
Native	12 (0.07%)	4001 (0.15%)	54569 (0.28%)
Asian	300 (1.73%)	41871 (1.59%)	509085 (2.59%)
Pacific	0 (0%)	612 (0.02%)	11024 (0.06%)
Other	255 (1.47%)	64010 (2.43%)	493202 (2.51%)
Multiple Races	75 (0.43%)	37480 (1.42%)	472082 (2.4%)



Ethnicity	Area of Interest	Miami-Dade County	Florida
Not Hispanic	4389 (25.29%)	907309 (34.38%)	14985039 (76.28%)



Click in the  bottom.



# Recommended Public Outreach Strategies

Block Groups: 120860047022, 120860047025, 120860047033, 120860047031, 120860047032, 120860047013, 120860047012, 120860047014, 120860047011, 120860047021, 120860047023, 120860047024, 120860047015

[Edit Title and Sub-title](#)

Adjust Importance of:  
Cost Time



Class	Name	Score	Demographic	Cost	Time	Educational	Promotional	Civic Engagement
General	<a href="#">Focus Groups</a>	78.56	12.98	\$	🕒		●	■
General	<a href="#">Small Group Techniques</a>	78.56	12.98	\$	🕒	▲		
Innovation	<a href="#">Role Playing</a>	78.56	12.98	\$	🕒	▲		■
General	<a href="#">Public Deliberation</a>	78.56	12.98	\$	🕒			■
General	<a href="#">Meeting Facilitation</a>	78.56	12.98	\$	🕒	▲		■
General	<a href="#">Key Informant Interviews</a>	78.56	12.98	\$	🕒			■
Innovation	<a href="#">Games and Contests</a>	72.01	12.98	\$\$	🕒	▲	●	■
General	<a href="#">Conferences and Summits</a>	72.01	12.98	\$\$	🕒	▲		
General	<a href="#">Community Advisory Boards</a>	72.01	12.98	\$\$	🕒			■
General	<a href="#">Workshops and Retreats</a>	72.01	12.98	\$\$	🕒	▲		
General	<a href="#">Site Visits</a>	72.01	12.98	\$\$	🕒	▲	●	■
General	<a href="#">Public Meetings</a>	72.01	12.98	\$\$	🕒	▲	●	■
General	<a href="#">Public Information Materials</a>	72.01	12.98	\$\$	🕒	▲		
General	<a href="#">Public Hearings</a>	72.01	12.98	\$\$	🕒			■
General	<a href="#">Paid Advertising and Public Service Announcements</a>	72.01	12.98	\$\$	🕒	▲	●	
General	<a href="#">Brainstorming and Visioning Meetings</a>	72.01	12.98	\$\$	🕒	▲		
General	<a href="#">Negotiation and Mediation</a>	72.01	12.98	\$\$	🕒			■
General	<a href="#">Media Relations and Press Coverage</a>	72.01	12.98	\$\$	🕒	▲	●	■
General	<a href="#">Briefings</a>	72	11.90	\$	🕒	▲		
General	<a href="#">Open Houses / Open Forum Hearings</a>	65.94	10.90	\$	🕒	▲		
General	<a href="#">Risk and Crisis Management</a>	65.46	12.98	\$	🕒🕒			■
General	<a href="#">Drop-In Centers</a>	65.46	12.98	\$\$\$	🕒	▲		
General	<a href="#">Public Opinion Surveys</a>	65.46	12.98	\$\$\$	🕒	▲		
Technology	<a href="#">Instant Polling Technology</a>	65.46	12.98	\$\$\$	🕒		●	■
Innovation	<a href="#">Telephone Techniques</a>	58.92	12.98	\$\$	🕒🕒			■
General	<a href="#">Speakers' Bureau</a>	58.92	12.98	\$\$	🕒🕒	▲	●	■

The strategies provided here are ranked by the system, based upon the demographic profiles of the selected block groups. The most advisable strategies appear at the top, with higher scores. The demographic weights and strategy scoring method can be [access here](#).



# Recommended Public Outreach Strategies

Block Groups: 120860089021, 120860090063, 120860089012, 120860089013, 120860089023, 120860090061, 120860090064, 120860089011, 120860089014, 120860089022, 120860089024, 120860090062, 120860090065

[Edit Title and Sub-title](#)

Adjust Importance of:

**Cost** **Time**

Class	Name	Score	Demographic	Cost	Time	Educational	Promotional	Civic Engagem
Innovation	<a href="#">Role Playing</a>	79.54	15.46	\$	🕒	▲		■
General	<a href="#">Focus Groups</a>	79.54	15.46	\$	🕒		●	■
General	<a href="#">Key Informant Interviews</a>	79.54	15.46	\$	🕒			■
General	<a href="#">Small Group Techniques</a>	79.54	15.46	\$	🕒	▲		
General	<a href="#">Meeting Facilitation</a>	79.54	15.46	\$	🕒	▲		■
General	<a href="#">Public Deliberation</a>	79.54	15.46	\$	🕒			■
General	<a href="#">Briefings</a>	75.57	14.69	\$	🕒	▲		
Innovation	<a href="#">Games and Contests</a>	72.91	15.46	\$\$	🕒	▲	●	■
General	<a href="#">Public Information Materials</a>	72.91	15.46	\$\$	🕒	▲		
General	<a href="#">Public Hearings</a>	72.91	15.46	\$\$	🕒			■
General	<a href="#">Conferences and Summits</a>	72.91	15.46	\$\$	🕒	▲		
General	<a href="#">Site Visits</a>	72.91	15.46	\$\$	🕒	▲	●	■
General	<a href="#">Public Meetings</a>	72.91	15.46	\$\$	🕒	▲	●	■
General	<a href="#">Paid Advertising and Public Service Announcements</a>	72.91	15.46	\$\$	🕒	▲	●	
General	<a href="#">Community Advisory Boards</a>	72.91	15.46	\$\$	🕒			■
General	<a href="#">Workshops and Retreats</a>	72.91	15.46	\$\$	🕒	▲		
General	<a href="#">Negotiation and Mediation</a>	72.91	15.46	\$\$	🕒			■
General	<a href="#">Media Relations and Press Coverage</a>	72.91	15.46	\$\$	🕒	▲	●	■
General	<a href="#">Brainstorming and Visioning Meetings</a>	72.91	15.46	\$\$	🕒	▲		
General	<a href="#">Open Houses / Open Forum Hearings</a>	70.66	13.74	\$	🕒	▲		
General	<a href="#">Public Opinion Surveys</a>	66.28	15.46	\$\$\$	🕒	▲		
General	<a href="#">Drop-In Centers</a>	66.28	15.46	\$\$\$	🕒	▲		
Technology	<a href="#">Instant Polling Technology</a>	66.28	15.46	\$\$\$	🕒		●	■
General	<a href="#">Risk and Crisis Management</a>	66.28	15.46	\$	🕒🕒🕒			■
General	<a href="#">Transportation Fairs and Special Events</a>	59.65	15.46	\$\$\$	🕒🕒	▲	●	■
General	<a href="#">Charettes</a>	59.65	15.46	\$\$\$	🕒🕒	▲	●	■
General	<a href="#">Promotional Campaigns and Discounts</a>	59.65	15.46	\$\$\$	🕒🕒		●	
Innovation	<a href="#">Telephone Techniques</a>	59.65	15.46	\$\$	🕒🕒🕒			■
Technology	<a href="#">Interactive Television and Kiosks</a>	59.65	15.46	\$\$\$	🕒🕒		●	■
General	<a href="#">Speakers' Bureau</a>	59.65	15.46	\$\$	🕒🕒🕒	▲	●	■
General	<a href="#">Video Production and Webcasts</a>	56.05	14.53	\$\$\$\$	🕒	▲		
General	<a href="#">Websites</a>	53.02	15.46	\$\$\$	🕒🕒🕒	▲	●	■
General	<a href="#">Underserved Populations Tailored Outreach and Cross Cultural Training</a>	53.02	15.46	\$\$\$	🕒🕒🕒	▲	●	■
General	<a href="#">Mailing Lists and Direct Mail</a>	50.38	14.69	\$\$\$	🕒🕒🕒		●	
Technology	<a href="#">Internet-based Communication Through Social Media</a>	49.82	14.53	\$\$\$	🕒🕒🕒	▲		
General	<a href="#">Accessibility and Outreach Strategies for Persons with Disabilities</a>	33.64	7.85	\$\$	🕒🕒		●	
General	<a href="#">Outreach Assistance with Paratransit Application</a>	26.91	7.85	\$\$\$	🕒🕒🕒		●	
Innovation	<a href="#">Youth Outreach Strategies</a>	2.97	0.77	\$\$	🕒🕒🕒	▲	●	■

**Help**

**Strategies**

- The importance of Cost can be changed by moving its slider up for more importance, or down for less importance.
- The importance of Time can be also be changed by moving its slider.
- Once you stop moving a slider, the recommendations will be re-calculated.
- Each table can be sorted on a column by clicking on that column's Button in the heading.

The **Cost** and **Time** sliding bars can be adjusted, and the list of strategies and their usability scores will be re-generated based upon the designated importance of cost and time.



# Recommended Public Outreach Strategies

General	<a href="#">Underserved Populations Tailored Outreach and Cross Cultural Training</a>	53.02	15.46	\$\$\$	🕒🕒🕒	▲	●	■
General	<a href="#">Mailing Lists and Direct Mail</a>	50.38	14.69	\$\$\$	🕒🕒🕒		●	■
Technology	<a href="#">Internet-based Communication Through Social Media</a>	49.82	14.53	\$\$\$	🕒🕒🕒	▲		
General	<a href="#">Accessibility and Outreach Strategies for Persons with Disabilities</a>	33.64	7.85	\$\$	🕒🕒		●	
General	<a href="#">Outreach Assistance with Paratransit Application</a>	26.91	7.85	\$\$\$	🕒🕒🕒		●	
Innovation	<a href="#">Youth Outreach Strategies</a>	2.97	0.77	\$\$	🕒🕒🕒	▲	●	■

**Cost Key**

- \$ Low (up to \$999)
- \$\$ Moderate (\$1000 to \$9999)
- \$\$\$ High (\$10000 to \$50000)
- \$\$\$\$ Very High (Above \$50000)

**Time Key**

- 🕒 1 to 3 months
- 🕒🕒 6 months to a year
- 🕒🕒🕒 Multiyear

Based on these **Demographic Weights**:

Sub-Category	Weight
Seniors	1.7543514465449443
No High School Diploma	1.148881013298067
Hearing Impaired	1.1318118509123798
Physically Challenged	1.0866499458579175
Vehicle Owner	1.0566293369849413
Middle to Affluent	1.0527754690533375
College Education	0.9639268105246881
High School Diploma	0.9540266804178881
Sight Impaired	0.9339790524207905
Working Age Adults	0.9159996814269126
Other Disability	0.8756043856100675
Spanish	0.8667871915638642
Low Income	0.8470179969902778
Youth	0.7709523880729255
Unemployed	0.6001297700551401
Non-vehicle Owner	0.5550698661293343
Race and Ethnicity	0.5456370885448
Public Transportation	0.4302293452833987
Vacant Housing	0.17062421791893284
Creole	0
Other Language	0

Explanations of **Cost**, **Time** and **Demographic Weights** are provided below the strategies list. A higher score in demographic weights shows the importance of a given characteristic. The demographic weights and strategy scoring method can be [access here](#).



Block Groups: 120860089021, 120860090063, 120860089012, 120860089013, 120860089023, 120860090061, 120860090064, 120860089011, 120860089014, 120860089022, 120860089024, 120860090062, 120860090065

Adjust Importance of:

**Cost** **Time**

Class	Name	Score	Demographic	Cost	Time	Educational	Promotional	Civic Engage
Innovation	<a href="#">Role Playing</a>	79.54	15.46	\$	⬇️	▲		■
General	<a href="#">Focus Groups</a>	79.54	15.46	\$	⬇️		●	■
General	<a href="#">Key Informant Interviews</a>	79.54	15.46	\$	⬇️			■
General	<a href="#">Small Group Techniques</a>	79.54	15.46	\$	⬇️	▲		■
General	<a href="#">Meeting Facilitation</a>	79.54	15.46	\$	⬇️	▲		■
General	<a href="#">Public Deliberation</a>	79.54	15.46	\$	⬇️	▲		■
General	<a href="#">Briefings</a>	75.57	14.69	\$	⬇️	▲		■
Innovation	<a href="#">Games and Contests</a>	72.91	15.46	\$\$	⬇️	▲	●	■
General	<a href="#">Public Information Materials</a>	72.91	15.46	\$\$	⬇️	▲		■
General	<a href="#">Public Hearings</a>	72.91	15.46	\$\$	⬇️	▲		■
General	<a href="#">Conferences and Summits</a>	72.91	15.46	\$\$	⬇️	▲		■
General	<a href="#">Site Visits</a>	72.91	15.46	\$\$	⬇️	▲	●	■
General	<a href="#">Public Meetings</a>	72.91	15.46	\$\$	⬇️	▲	●	■
General	<a href="#">Paid Advertising and Public Service Announcements</a>	72.91	15.46	\$\$	⬇️	▲	●	■
General	<a href="#">Community Advisory Boards</a>	72.91	15.46	\$\$	⬇️	▲		■
General	<a href="#">Workshops and Retreats</a>	72.91	15.46	\$\$	⬇️	▲		■
General	<a href="#">Negotiation and Mediation</a>	72.91	15.46	\$\$	⬇️			■
General	<a href="#">Media Relations and Press Coverage</a>	72.91	15.46	\$\$	⬇️			■
General	<a href="#">Brainstorming and Visioning Meetings</a>	72.91	15.46	\$\$	⬇️			■
General	<a href="#">Open Houses / Open Forum Hearings</a>	70.66	13.74	\$	⬇️			■
General	<a href="#">Public Opinion Surveys</a>	66.28	15.46	\$\$\$	⬇️			■
General	<a href="#">Drop-In Centers</a>	66.28	15.46	\$\$\$	⬇️			■
Technology	<a href="#">Instant Polling Technology</a>	66.28	15.46	\$\$\$	⬇️			■
General	<a href="#">Risk and Crisis Management</a>	66.28	15.46	\$	⬇️			■
General	<a href="#">Transportation Fairs and Special Events</a>	59.65	15.46	\$\$\$	⬇️			■
General	<a href="#">Charettes</a>	59.65	15.46	\$\$\$	⬇️			■
General	<a href="#">Promotional Campaigns and Discounts</a>	59.65	15.46	\$\$\$	⬇️			■
Innovation	<a href="#">Telephone Techniques</a>	59.65	15.46	\$	⬇️			■
Technology	<a href="#">Interactive Television and Kiosks</a>	59.65	15.46	\$\$\$	⬇️			■
General	<a href="#">Speakers' Bureau</a>	59.65	15.46	\$	⬇️			■
General	<a href="#">Video Production and Webcasts</a>	56.05	14.53	\$\$\$\$	⬇️			■
General	<a href="#">Websites</a>	53.02	15.46	\$\$\$	⬇️			■
General	<a href="#">Underserved Populations Tailored Outreach and Cross Cultural Training</a>	53.02	15.46	\$\$\$	⬇️			■
General	<a href="#">Mailing Lists and Direct Mail</a>	50.38	14.69	\$\$\$	⬇️			■
Technology	<a href="#">Internet-based Communication Through Social Media</a>	49.82	14.53	\$\$\$	⬇️			■
General	<a href="#">Accessibility and Outreach Strategies for Persons with Disabilities</a>	33.64	7.85	\$	⬇️			■
General	<a href="#">Outreach Assistance with Paratransit Application</a>	26.91	7.85	\$\$\$	⬇️			■
Innovation	<a href="#">Youth Outreach Strategies</a>	2.97	0.77	\$\$	⬇️			■

**Help**

**Strategies**

- The importance of Cost can be changed by moving its slider up for more importance, or down for less importance.
- The importance of Time can be also be changed by moving its slider.
- Once you stop moving a slider, the recommendations will be re-calculated.
- Each table can be sorted on a column by clicking on that column's button in the heading.



# Transportation Outreach Planner

Demographics > Age > Seniors > Focus Groups

## Public Outreach Strategies

### Focus Groups

#### Quick Links

#### Toolbox Navigation

- [Recommended Target Groups](#)
- [Strategy Class](#)
- [Strategy Types](#)
- [Description](#)
- [Special Uses](#)
- [When to Use](#)
- [Cost](#)
- [Time](#)
- [Implementation Guidelines and Suggestions](#)
- [Lesson Learned/Challenges](#)
- [Case Studies](#)
- [For Further Information](#)
- [Sources](#)
- [Provide Feedback](#)

#### Recommended Target Groups

- Education**
- College Education
  - High School Diploma
  - No High School Diploma

Clicking in a Strategy, a document explain that Strategy will appear giving many information about that.

## Static Browse View of the Toolkits

**Public Outreach Strategies**

Filter by Strategy Type:  All  Educational  Promotional  Civic Engagement

Filter by Strategy Class:  All  General  Innovation  Technology

Accessibility and Outreach Strategies for Persons with Disabilities

Brainstorming and Visioning Meetings

Briefings

Charettes

Community Advisory Boards

Conferences and Summits

Internet-based Communication Through Social Media

Interactive Television and Kiosks

Drop-In Centers

Focus Groups

Games and Contests

Instant Polling Technology

Paid Advertising and Public Service Announcements

Negotiation and Mediation

Key Informant Interviews

Mailing Lists and Direct Mail

Media Relations and Press Coverage

Meeting Facilitation

Risk and Crisis Management

Public Hearings

Open Houses / Open Forum Hearings

Outreach Assistance with Paratransit Application

Promotional Campaigns and Discounts

Public Deliberation

Video Production and Webcasts

Role Playing

Public Information Materials

Public Meetings

Site Visits

Public Opinion Surveys

Speakers' Bureau

Telephone Techniques

Small Group Techniques

Transportation Fairs and Special Events

Underserved Populations Tailored Outreach and Cross Cultural Training

Websites

Youth Outreach Strategies

Workshops and Retreats

## Recommendation and Ranking by weights

**Recommended Public Outreach Strategies**

Block Groups: 12086009021, 12086009061, 12086009012, 12086009013, 12086009023, 12086009061, 12086009064, 12086009011, 12086009014, 12086009022, 12086009024

Score Demographic Cost Time Educational Promotional Civic Engage

Class	Name	Score	Demographic	Cost	Time	Educational	Promotional	Civic Engage
Innovation	Roll-Stop	79.54	15.40	\$	0	A		
General	Event Groups	79.54	15.40	\$	0			
General	Key Informant Interviews	79.54	15.40	\$	0			
General	Small Group Techniques	79.54	15.40	\$	0	A		
General	Meeting Facilitation	79.54	15.40	\$	0	A		
General	Public Deliberation	79.54	15.40	\$	0			
General	Rollouts	75.57	14.69	\$	0	A		
Innovation	Games and Contests	72.91	15.40	\$	0			
General	Public Information - Materials	72.91	15.40	\$	0	A		
General	Public Hearings	72.91	15.40	\$	0			
General	Conferences and Summits	72.91	15.40	\$	0	A		
General	Site Visits	72.91	15.40	\$	0	A		
General	Public Meetings	72.91	15.40	\$	0			
General	Roll Advertising and Public Service Announcements	72.91	15.40	\$	0	A		
General	Community Advisory Boards	72.91	15.40	\$	0			
General	Workshops and Retreats	72.91	15.40	\$	0	A		
General	Meetings and Mediation	72.91	15.40	\$	0			
General	Media Relations and Press Coverage	72.91	15.40	\$	0			
General	Health fairs and Open House	72.91	15.40	\$	0	A		
General	Health fairs and Open House	72.91	15.40	\$	0	A		
General	Open Houses / Open Forum Hearings	70.66	13.74	\$	0	A		
General	Public Opinion Surveys	66.28	15.40	\$	0	A		
General	Drop-In Centers	66.28	15.40	\$	0	A		
Technology	Instant Polling Technology	66.28	15.40	\$	0			
General	Risk and Crisis Management	66.28	15.40	\$	0			
General	Transportation Fairs and Special Events	59.65	15.40	\$	0	A		
General	Charities	59.65	15.40	\$	0			
General	Promotional Campaigns and Discounts	59.65	15.40	\$	0			
Innovation	Interactive Television and Kiosks	59.65	15.40	\$	0			
Technology	Interactive Television and Kiosks	59.65	15.40	\$	0			
General	Speakers' Bureau	59.65	15.40	\$	0	A		
General	Video Production and Webcasts	56.05	14.53	\$	0	A		
General	Websites	53.02	15.40	\$	0			
General	Underserved Populations Tailored Outreach and Cross Cultural Training	53.02	15.40	\$	0			
General	Health fairs and Open House	50.38	14.69	\$	0			
Technology	Internet-based Communication Through Social Media	49.82	14.53	\$	0	A		
General	Accessibility and Outreach Strategies for Persons with Disabilities	33.84	7.85	\$	0			
General	Outreach Assistance with Paratransit Application	26.91	7.85	\$	0			
Innovation	Youth Outreach Strategies	2.87	6.77	\$	0			

Help: The importance of Cost can be changed by moving the slider up for more importance, or down for less importance. The importance of Time can be also be changed by moving the slider. Costs will also moving a slider, the recommendations will be re-calculated. Each value can be sorted via a column by clicking on that column's header in the heading.

You can access the Public Outreach Strategies through the existing Transportation Outreach Planner, or the new 2010 Census Demographic Reporting Tool.

# Public Outreach Strategies

Filter by Strategy Type:  All  Educational  Promotional  Civic Engagement

Filter by Strategy Class:  All  General  Innovation  Technology

- Accessibility and Outreach Strategies for Persons with Disabilities
- Brainstorming and Visioning Meetings
- Briefings
- Charettes
- Community Advisory Boards
- Conferences and Summits
- Internet-based Communication Through Social Media
- Interactive Television and Kiosks
- Drop-In Centers
- Focus Groups
- Games and Contests
- Instant Polling Technology
- Paid Advertising and Public Service Announcements
- Negotiation and Mediation
- Key Informant Interviews
- Mailing Lists and Direct Mail
- Media Relations and Press Coverage
- Meeting Facilitation
- Public Hearings
- Open Houses / Open Forum Hearings
- Outreach Assistance with Paratransit Application
- Promotional Campaigns and Discounts
- Public Deliberation
- Risk and Crisis Management
- Role Playing
- Public Information Materials
- Public Meetings
- Site Visits
- Public Opinion Surveys
- Speakers' Bureau
- Telephone Techniques
- Small Group Techniques
- Transportation Fairs and Special Events
- Underserved Populations Tailored Outreach and Cross Cultural Training
- Websites
- Youth Outreach Strategies
- Workshops and Retreats

# Use of Strategies in Public Involvement

## **Sample Use of the Public Outreach Strategies:**

You are interested in using Social Media for an educational campaign, but are not certain if this is a good strategy for your target demographic. You are also uncertain of how to use social media for public involvement. The budget is \$15,000.

Your target community has a high percentage of low income residents, as well as a large number of residents who have with little or no high school education.

*How can the Public Outreach Strategies Toolbox help you?*



# Use of Strategies in Public Involvement

## Transportation Outreach Planner

Demographics > Age > Seniors > Underserved Populations - Tailored Outreach and Cross Cultural Training

### Public Outreach Strategies

#### Underserved Populations - Tailored Outreach and Cross Cultural Training

##### Quick Links

##### Toolbox Navigation

- [Recommended Target Groups](#)
- [Strategy Class](#)
- [Strategy Types](#)
- [Description](#)
- [Special Uses](#)
- [When to Use](#)
- [Cost](#)
- [Time](#)
- [Implementation Guidelines and Suggestions](#)
- [Lesson Learned/Challenges](#)
- [Case Studies](#)
- [For Further Information](#)
- [Sources](#)
- [Provide Feedback](#)

##### Recommended Target Groups

###### Education

- College Education
- High School Diploma
- No High School Diploma

###### Language

- Creeole
- Other
- Spanish

###### Disability

- Hearing Impaired
- Other
- Physically Challenged
- Sight Impaired

###### Income

- Low Income
- Middle to Affluent

###### Vehicle Ownership

- Non-vehicle Owner
- Vehicle Owner

###### Race and Ethnicity

- Race and Ethnicity

###### Age

- Seniors
- Working Age Adults
- Youth

##### Strategy Class

- General

##### Strategy Types

- Civic Engagement
- Educational
- Promotional

##### Description

Underserved populations, in the context of transportation planning, refer to populations who have traditionally experienced limited access to conventional public participation and outreach efforts. These populations include:

- Persons in low-income communities
- Persons with low literacy and/or limited English proficiency
- Persons who live in remote or hard to reach places
- Persons who may have experienced cultural or physical barriers that may prevent them from expressing their concerns regarding projects or policies that may affect them.

In order to have more informed decision-making, agencies need to identify the underserved populations in their community and develop outreach and communication strategies that allow for more equitable access. Tailored Outreach and cross cultural training can help agencies improve public participation among underserved populations.<sup>1</sup>

- Tailored outreach refers to a process of identifying a community or target demographic and selecting the public involvement techniques that are most effective for connecting with that group.
- Cross cultural training is intended to provide individuals with the skills and knowledge needed to be more aware and sensitive to different cultural practices.

### Tips:

Review the *Recommended Target Groups* section to see who the target groups are and the suggested use of the strategy.

Read the **Description** for a brief overview of the Strategy.

# Use of Strategies in Public Involvement

## Tips:

- The **Cost** section will provide information on how much funding is needed to implement the strategy.
- Read **Special Uses** section to see how the **Strategy** can be used in public involvement efforts.

## Description

Videos are powerful communication tools that can capture live action, graphics, and audio effects. They can be used to present information to the public through a variety of formats, including webcasts, and television broadcasts. Through the use of the internet and social media, video communication can be an effective means of reaching out to the public, depending on the cost of production. <sup>1</sup>

## Special Uses

Agencies can use videos and webcasts for: <sup>2</sup>

- Project overviews
- Demonstrations of planning scenarios or project alternatives
- Educational purposes (i.e. webinars)
- Advertising or promotions
- Documentaries of case studies or planning processes
- Creating a permanent record of public hearings, workshops, and presentations

## When to Use

Agencies can use videos in a variety of ways to enhance their public involvement efforts. Videos can be used to launch and promote new projects or policies, and to raise awareness. They can also be used to educate the public and to establish trust and credibility during times of crisis management. In addition, agencies can use videos to encourage media coverage and enhance social media marketing. <sup>3</sup>

## Cost

### \*\*\*\* Very High (Above \$50000)

The cost of producing a video depends on the production that is required, as well as the length, quality and content of the video. As a result, it can range from \$900 to above \$50,000. Although professional production can be the most expensive portion of creating a video, it is best to have a professional production company oversee the process rather than trying to complete it in-house. The only exception would be if in-house staff has the experience and equipment to produce quality videos. Other expenses related to video production include permits, liability insurance, equipment rental, announcers, as well as editing and post production costs.

Low (up to \$999)	*
Moderate (\$1,000 to \$9,999)	**
High (\$10,000 to \$50,000)	***
Very High (Above \$50,000)	****

*Disclaimer:* The cost estimates provided are intended to be a guide. Project costs will vary depending on the size and nature of the project.

## Time

### \* 1 to 3 months

Most videos can be produced within a month, depending on the scope of the video and how much original filming will be done. Developing the concept, creating the script and completing post production editing are generally the most time consuming phases of video production.

# Use of Strategies in Public Involvement

## Implementation Guidelines and Suggestions

The following serve as recommended guidelines and suggestions for creating and using videos: <sup>4</sup>

- **Determine the objective of the video and develop a media strategy for its use.** Before creating the video, determine how it will be used, the message to be conveyed, and how it will be distributed and promoted. The response to these items will help to guide production. For example, a video to be used for television advertising requires higher resolution than a video to be displayed on-line.
- **Develop the core message of the video and create a promotional title for the piece.** The message needs to be clear and concise. The title is also important, particularly if the video will be placed on-line or disseminated through social media formats. The title needs to be bold and powerful. It needs to convey the message, attract people to click on the video, and have key words that will trigger on-line searches.
- **Determine the content of the video.** Once the core message is created, agencies need to determine the content. The video should be able to stand alone, in the event people only see it once. As such, the message must be clear. In developing the content, agencies need to determine the following: <sup>4</sup>
  - **Length of the video** - On-line videos tend to be two minutes or less. Videos for television advertising are typically 30 seconds. Webinars and documentaries are generally 30 minutes to 60 minutes long.
  - **Script** - The script refers to the words that will be used throughout the video to convey the message. The script should be kept simple. When developing the script, it is important to determine if it will be read as a voice-over by an announcer or displayed graphically. It should be noted that adding text to a video helps to increase retention. The script needs to be consistent with printed materials and should provide contact information at the end in order for the public to request further information.
  - **Images and timing sequence** - Agencies need to determine the images to be displayed and their sequence. This will enable to agency to determine if original filming is necessary or if existing video stock can be used. If the agency does not have the required images and cannot afford original shooting, it can purchase videos and photographs from on-line photo stock sites.
  - **Music** - The music needs to be carefully selected to ensure it creates the correct mood and is consistent with the message. Once the music is selected, the images must be timed to the music.
- **Decide if the video will be produced by in-house staff or outsourced to a professional company.** Some videos can be produced by staff (i.e. video recordings of meetings and events). However, most videos require high quality production in order to ensure that the piece does not appear amateurish. Furthermore, professional production companies will have the necessary permits, liability insurance, and requirements needed for filming and production. They will also be able to guide the agency with any copyright issues. Universities and schools that have media programs can provide a cost effective alternative to hiring a production company.
- **If the video will be uploaded to YouTube or another video site, agencies should ensure that the video is optimized for on-line viewing.** Below are key elements to keep in mind when preparing a video for on-line distribution: <sup>5</sup>
  - Resize and edit the video for on-line viewing
  - Create a title, description, tags, and category in order to facilitate searches
  - Brand the video with the URL of the agency's website or other information
  - Include a share option for people send to their friends and colleagues
  - Provide a way for people to register for updates, additional information, or newsletters
  - Be aware of any copyright regulations and restrictions that may apply to video sites, such as YouTube
- **Promote and distribute the video.** After the video is complete, agencies need to focus on promotion and distribution. Below are several methods that agencies can use to promote and distribute videos: <sup>6</sup>
  - Include a link in Email campaigns, Email newsletters, Twitter, Facebook, and other Social Media sites
  - Post on the agency's website
  - Upload to YouTube, Vimeo, Viddler, Blip.tv and other sites, such as Goggle Video
  - Provide copies to bloggers, interest groups and community organizations
  - Broadcast on television
  - Display in public spaces or as part of exhibits or information kiosks
  - Provide copies to libraries and other government agencies

### Tip:

In the **Implementation Guideline and Suggestions** section, you will find a step by step guide on how to implement the Strategy.

# Use of Strategies in Public Involvement

## Recommended target demographics

Videos have the capacity to reach a broad audience and can be adapted to various demographics. They represent one of the most effective tools for communicating with people who are hard to reach or who have language barriers, since videos can be produced in multiple languages and in formats that can accommodate people with disabilities. Because they can be distributed in a variety of ways, the method of distribution can be customized to meet the needs of desired target demographic.<sup>8</sup>

## Lessons Learned/Challenges

Below are key points to keep in mind when producing a video:<sup>9</sup>

### Tips:

Review the **Recommended Demographics** section to determine if the strategy is suitable for the target population you are trying to reach.

The **Lessons Learned** section will provide additional suggestions of what works and things to avoid.

- **Post the video on YouTube and other social media sites in order to increase public access.** The more places a video is posted, the more accessible it will be to the general public.
- **Keep the video simple.** Videos that are too long or try to include too much information can be confusing. If a video is too long, it should be divided into different parts or into a series. Most videos should not be longer than two minutes. Webinars and documentaries can be longer, but care should also be taken to keep such videos to the point.
- **Know the target demographic and how they are likely to view the video.** Understanding how the target audience is likely to consume information will help determine distribution. For example, some people may be more inclined to view television, while others rely more on social media sites.
- **Before producing a video, research the latest trends in video production and distribution to avoid unnecessary expenses and the use of outdated technology.**
- **All videos should be made to accommodate people with disabilities.** This can be done through close captioning and by providing narration for those with sight limitations. If using text, the letters must be large enough for people to be able to read.
- **Before using any images or music, agencies need to make sure there are no copyright or licensing issues.** It is important to have the licensing rights to any material that is used in a video in order to avoid any potential legal issues.
- **Agencies can use animation to simulate complex processes or to illustrate different stages of a project.** Through animation and graphics, agencies can show the public images of proposed projects so they have a better understanding of what they will look like. Animation can also be useful for creating simulations of safety scenarios.



# Use of Strategies in Public Involvement

## Tips:

The **Case Study** section can be used to see how the Strategy has been used in other places.

In the **For Further Information** section, you will find links to additional resources and useful information that will help you implement the Strategy.

## Case Studies

The Wisconsin Department of Transportation used Interactive Flash animation to demonstrate the proper use of roundabouts. This safety video shows how animation can be effectively used to communicate complex messages to the public. As part of their safety campaign, they also produced brochures to complement the video. (<http://www.dot.wisconsin.gov/safety/motorist/roaddesign/roundabout-works.htm>).<sup>10</sup>

The San Antonio-Bexar County MPO developed Spanish language videos to reach out to a large segment of the population that had been underserved by traditional methods of communication. Since 40 percent of the residents in the County spoke Spanish at home, the MPO sought to expand its methods of communication with this segment of the population. They created four Spanish language videos explaining who they are and what they do, their Walkable Communities Program, Air Quality and Transportation; and the Metropolitan Transportation Plan. Due to these efforts, the San Antonio-Bexar County MPO won the 2009 AMPO National Award for Outstanding Public Engagement in Metropolitan Transportation Planning (<http://www.ampo.org/content/index.php?pid=214>).<sup>11</sup>

## For Further Information

How to use Video Marketing as a Promotional Tool: This article provides information for effective video marketing and includes links to other useful sites (<http://lorraine-syratt.suite101.com/how-to-use-video-marketing-as-a-promotional-tool-a201514>).<sup>12</sup>

Creator's Corner: How to Make a Video for YouTube: YouTube provides several tools and on-line guides for creating, editing and uploading online videos ([http://www.youtube.com/t/creators\\_corner](http://www.youtube.com/t/creators_corner)).<sup>13</sup>

How to Create Videos for YouTube: This site provides useful information on editing software, as well as other tools and tips for creating effective videos (<http://www.ideas-for-marketing.com/how-to-create-videos-for-you-tube.php>).<sup>14</sup>

# Use TOP tools for real life decision making

In this real life scenario, we would like to focus on the area around Florida International University and figure out the demographic profile of this area for transportation planning purposes.

In this case, a project that takes place on 8th Street, near the FIU campus, and we need to reach out to community north of FIU in the City of Sweetwater.

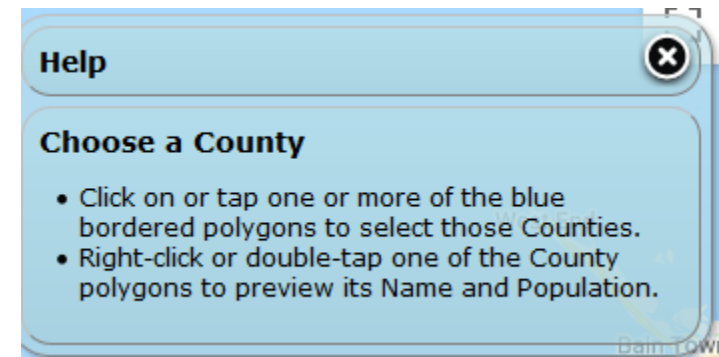
We want to identify the demographic groups within the area and the recommended strategies for reaching out to these groups.



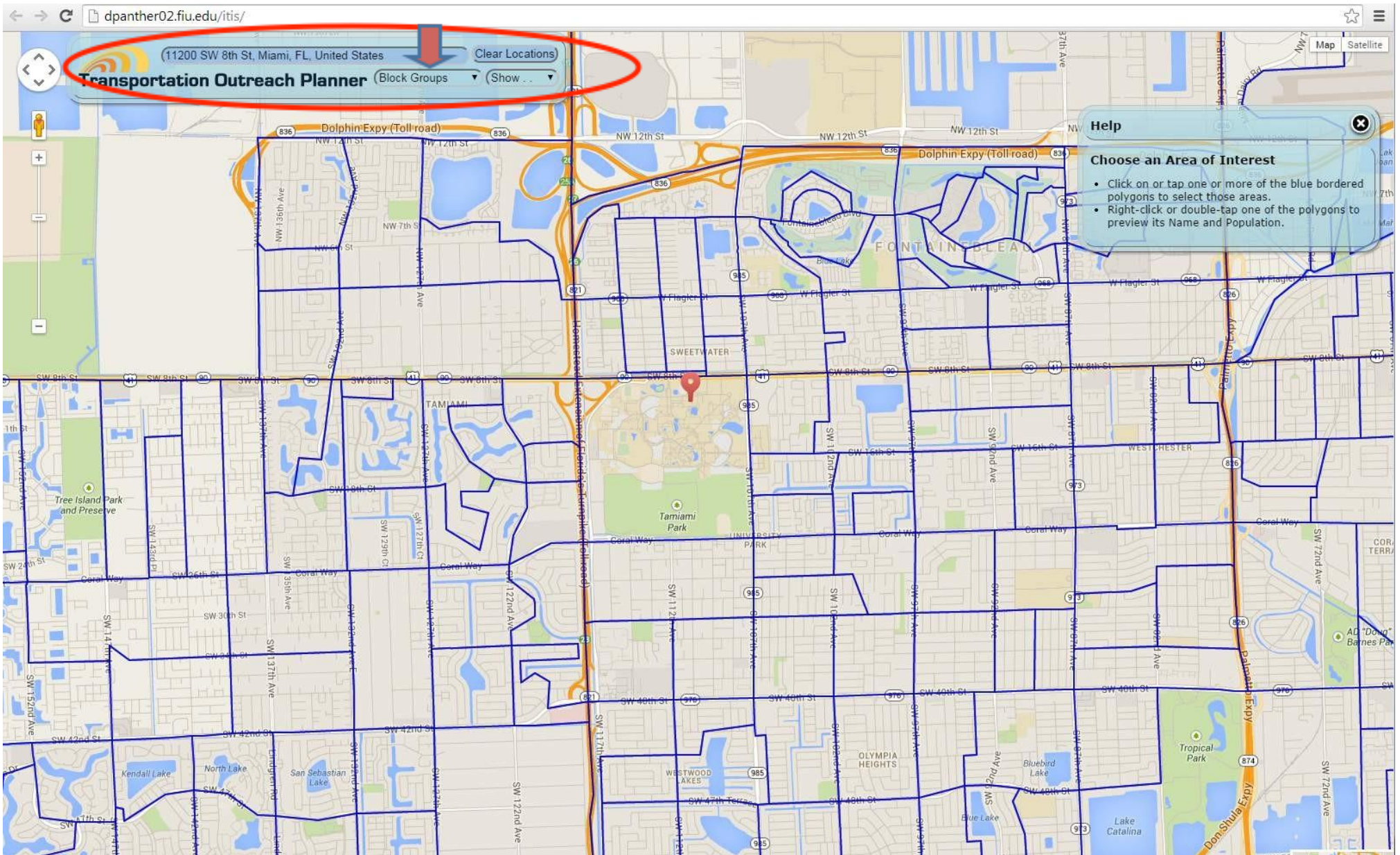
Always follow the instructions in the “Help” box;

Always click on a County in the Maps first before you select a Geography, e.g. Census Places, Block groups

“Block groups” are you smallest “Lego” pieces to build customized area.

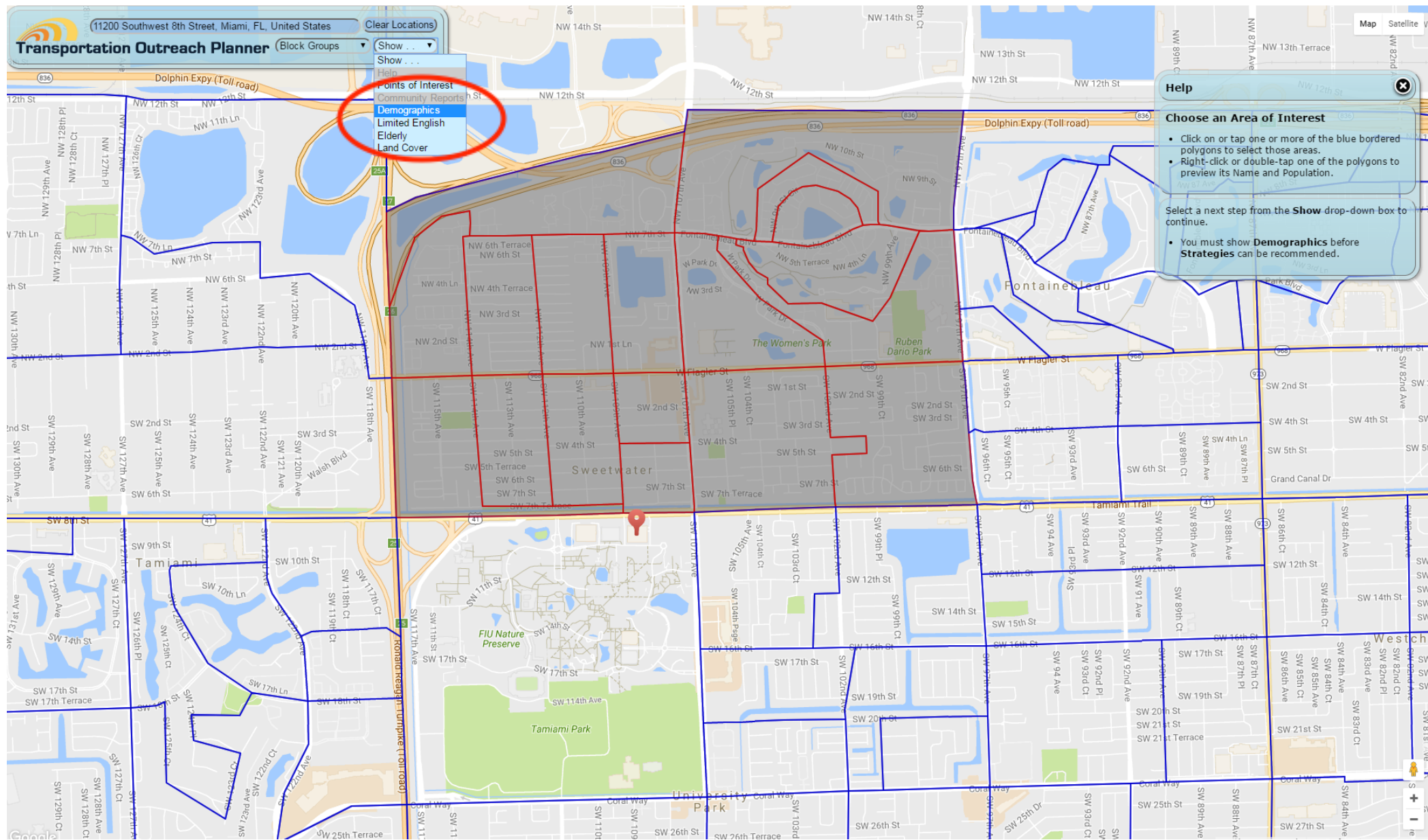






Type the address of FIU into the location box. Zoom in to FIU on the map. Make sure “**Block Groups**” is selected in the pull-down menu.

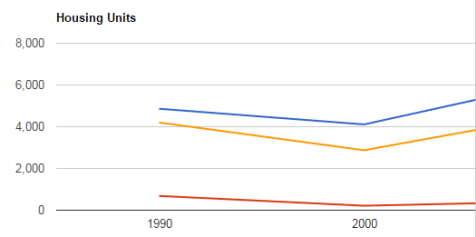
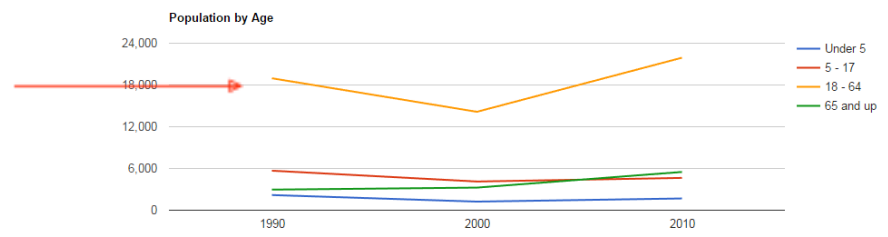




Select the blue polygons outlining the census block groups on the north edge of the FIU campus. Click on “**Demographics**” in the **Show** pull-down menu.



Miami-Dade County Block Groups: 120860090173, 120860090232, 120860090171, 120860090172, 120860090191, 120860090211, 120860090212, 120860090221, 120860090231, 120860090202, 120860090201, 120860090281, 120860090283, 120860090291, 120860090293, 120860090282



**Help**

**Demographics**

MOE (Margin of Error)

- High Reliability
- Medium Reliability
- Low Reliability
- Unknown Reliability

- Owner Occupied
- Vacant
- Renter Occupied

- Top
- Population, Area
- Race 2010
- Ethnicity
- Age
- Language
- Education
- Income
- Employment
- Disabilities
- Foreign Born
- Housing
- Transportation

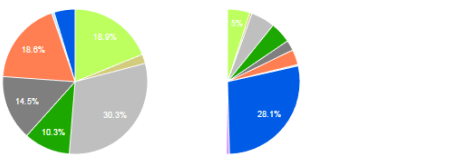
Age Race Ethnicity Education Tenure Income Nativity

Housing Units Households Vehicle Avail. Income

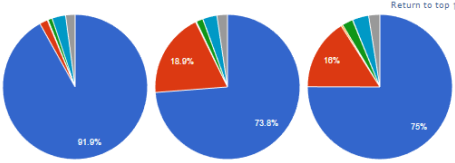
Data from 2010 Census, unless otherwise noted.  
[Race and Ethnicity in the 2010 Census](#)

Statistic	Area of Interest	Miami-Dade County	Florida	Area of Interest	County
<b>Total Population</b>	33748	2496435	18801310	1.35% of County	13.28% of Florida
Land Area (sq. mi.)	2.51	1897.72	53624.76	0.13% of County	3.54% of Florida
Water Area (sq. mi.)	0.14	533.47	12132.94	0.03% of County	4.4% of Florida
Population per Square Mile	12734.98	1026.84	285.92		
Households	10930	867352	7420802		

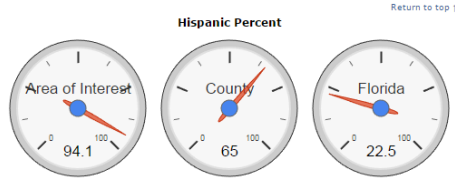
Land Cover in sq. mi.	Area of Interest	Miami-Dade County	Florida
Grass	0.502 (18.86%)	94.889 (5%)	
Bare Ground	0.055 (2.08%)	9.307 (0.49%)	
Impervious	0.808 (30.34%)	101.270 (5.33%)	
Tree Canopy	0.275 (10.34%)	88.987 (4.69%)	
Street/Railroad	0.386 (14.5%)	43.676 (2.3%)	
Building	0.496 (18.61%)	64.082 (3.38%)	
Wetland	0.016 (0.58%)	6.059 (0.32%)	
Water	0.125 (4.68%)	532.588 (28.05%)	
Cropland	0.000 (0%)	14.144 (0.74%)	
No Data	0.000 (0%)	943.589 (49.7%)	



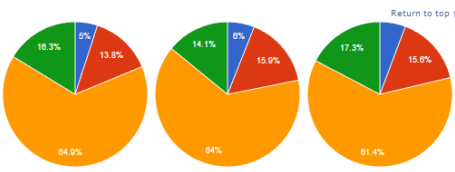
Race	Area of Interest	Miami-Dade County	Florida
White	31020 (91.92%)	1841887 (73.78%)	14109162 (75.04%)
Black	610 (1.81%)	472976 (18.95%)	2999862 (15.96%)
Native	55 (0.16%)	5000 (0.2%)	71458 (0.38%)
Asian	320 (0.95%)	37669 (1.51%)	454821 (2.42%)
Pacific	0 (0%)	675 (0.03%)	12286 (0.07%)
Other	1028 (3.05%)	79351 (3.18%)	681144 (3.62%)
Multiple Races	715 (2.12%)	58877 (2.36%)	472577 (2.51%)



Ethnicity	Area of Interest	Miami-Dade County	Florida
Not Hispanic	2001 (5.93%)	872576 (34.95%)	14577504 (77.53%)
Hispanic	31747 (94.07%)	1623859 (65.05%)	4223806 (22.47%)



Age	Area of Interest	Miami-Dade County	Florida
Age 0 to 4	1689 (5%)	149937 (6.01%)	1073506 (5.71%)
Age 5 to 17	4643 (13.76%)	395791 (15.85%)	2928585 (15.58%)
Age 18 to 64	21917 (64.94%)	1598694 (64.04%)	11539617 (61.38%)
Age 65 and Over	5499 (16.29%)	352013 (14.1%)	3259602 (17.34%)



This is the summary of statistics for the selected area north of FIU. You will note that there is an interesting shift in the working age population from 18 to 64 between 1990 and 2010. Hispanics make up 94.07% of the population in this area.

Age	Area of Interest		Miami-Dade County		Florida	
Age 0 to 4	1689 (5%)		149937 (6.01%)		1073506 (5.71%)	
Age 5 to 17	4643 (13.76%)		395791 (15.85%)		2928585 (15.58%)	
Age 18 to 64	21917 (64.94%)		1598694 (64.04%)		11539617 (61.38%)	
Age 65 and Over	5499 (16.29%)		352013 (14.1%)		3259602 (17.34%)	

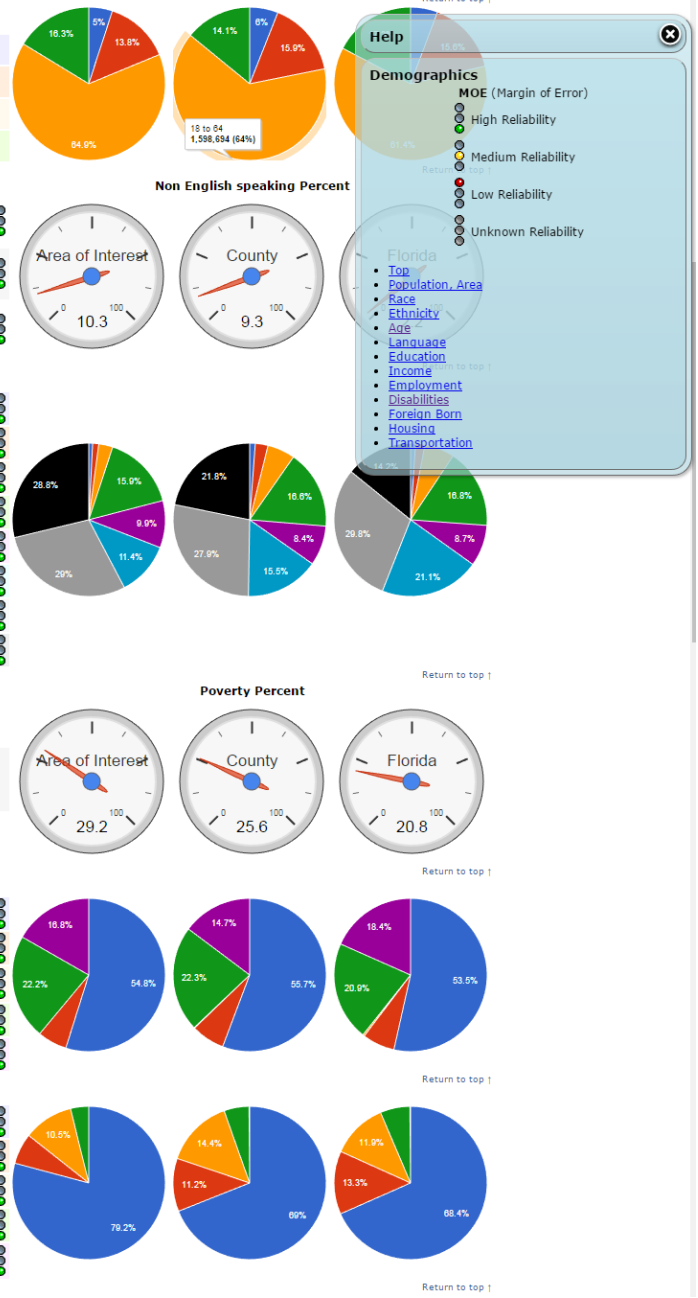
Language	Area of Interest		County		Florida	
Non English speaking over 5 years old	3169 (10.3%)	2037 (6.25)	218553 (9.26%)	4577 (0.19)	398686 (2.24%)	6407 (0.04)
N.E. Spanish speaking	3169 (10.3%)	1874 (5.69)	210139 (8.9%)	4483 (0.19)	358374 (2.01%)	6105 (0.03)
N.E. Other Indo-European	0 (0%)		6999 (0.3%)	830 (0.04)	29603 (0.17%)	1684 (0.01)

Education	Area of Interest		County		Florida	
Doctorate	189 (0.81%)	387 (1.65)	20168 (1.17%)	909 (0.05)	136664 (1.04%)	2993 (0.02)
Professional	300 (1.29%)	431 (1.83)	46318 (2.7%)	1876 (0.11)	259487 (1.98%)	4176 (0.03)
Master	694 (2.98%)	751 (3.16)	100118 (5.83%)	2695 (0.16)	831739 (6.34%)	8565 (0.07)
Bachelor	3699 (15.88%)	2022 (7.96)	285541 (16.62%)	4276 (0.25)	2207281 (16.81%)	14038 (0.11)
Associates	2317 (9.95%)	1671 (6.84)	144561 (8.42%)	3181 (0.19)	1144238 (8.72%)	7756 (0.06)
Some College	2651 (11.38%)	1441 (5.67)	266624 (15.52%)	4164 (0.24)	2771371 (21.11%)	13984 (0.11)
High School	6745 (28.96%)	2851 (10.48)	479508 (27.91%)	6222 (0.36)	3915878 (29.83%)	23155 (0.18)
Below High School	6697 (28.75%)	2701 (9.75)	374979 (21.83%)	5323 (0.31)	1860966 (14.18%)	11611 (0.09)

Income	Area of Interest		County		Florida	
Average Per Capita Income	\$ 16602.85	5870.55	\$ 23303.57	215.52	\$ 26450.66	122.09
Poverty (Population earning less than \$21286 or less than 1.25 times poverty threshold)	9474	4809	631974	10675	3850797	29991
Poverty Percent (of total population)	29.19%	13.47	25.65%	0.43	20.84%	0.16

Employment	Area of Interest		County		Florida	
Civilian Employed	14989 (54.84%)	11792586 (64093.31)	1132783 (55.74%)	5603 (0.27)	8220927 (53.5%)	14626 (0.09)
Unemployed	1701 (6.22%)	547286 (5739.05)	143533 (7.06%)	3122 (0.15)	1049899 (6.83%)	8046 (0.05)
Armed Forces	0 (0%)		2274 (0.11%)	424 (0.02)	57613 (0.37%)	1801 (0.01)
Not in Labor Force 16 - 64	6062 (22.18%)	3094763 (22262.31)	454031 (22.34%)	4919 (0.24)	3214425 (20.92%)	12428 (0.08)
Not in Labor Force 65 up	4578 (16.75%)	1709104 (15768.15)	299589 (14.74%)	2514 (0.12)	2822031 (18.37%)	7087 (0.05)

Employed By	Area of Interest		County		Florida	
For Profit Company	11864 (79.16%)	3356 (7.69)	781422 (68.98%)	5677 (0.41)	5622091 (68.39%)	13570 (0.12)
Government Agency	972 (6.49%)	994 (6.40)	126950 (11.21%)	2649 (0.23)	1096417 (13.34%)	8317 (0.10)
Self Employed	1577 (10.52%)	1166 (7.26)	162989 (14.39%)	3289 (0.28)	974714 (11.86%)	8566 (0.10)
Non Profit	575 (3.84%)	652 (4.23)	59943 (5.29%)	1795 (0.16)	516118 (6.28%)	6300 (0.08)
Unpaid Family Worker	0 (0%)		1479 (0.13%)	296 (0.03)	11587 (0.14%)	968 (0.01)



The average per capita income is far below the county and state averages; and 29.92% of the population does not have a high school degree.

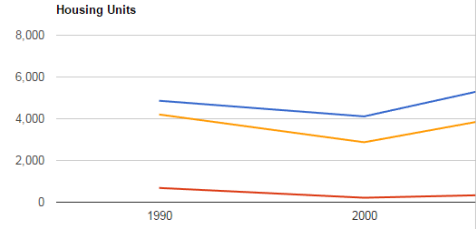
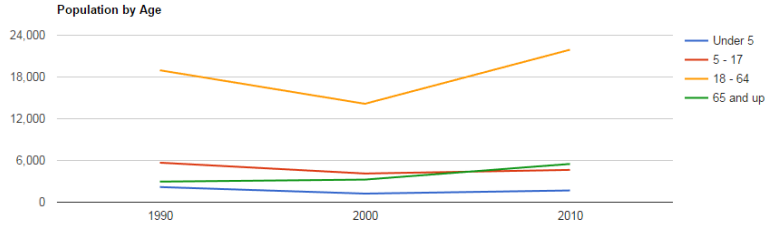


# Demographics

Save as: CSV XML

Strategies

Miami-Dade County Block Groups: 120860090173, 120860090232, 120860090171, 120860090172, 120860090191, 120860090192, 120860090211, 120860090212, 120860090221, 120860090231, 120860090202, 120860090201, 120860090281, 120860090283, 120860090291, 120860090293, 120860090282



**Help** [Close]

**Demographics**

MOE (Margin of Error)

- High Reliability
- Medium Reliability
- Low Reliability
- Unknown Reliability

- Owner Occupied
- Vacant
- Renter Occupied

- Top
- Population, Area
- Race 2010
- Ethnicity
- Age
- Language
- Education
- Income
- Employment
- Disabilities
- Foreign Born
- Housing
- Transportation

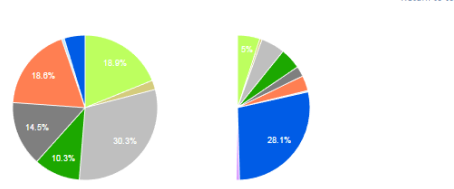
Age Race Ethnicity Education Tenure Income Nativity

Housing Units Households Vehicle Avail. Income

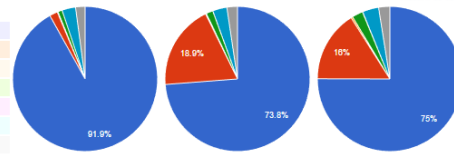
Data from 2010 Census, unless otherwise noted. Race and Ethnicity in the 2010 Census

Statistic	Area of Interest	Miami-Dade County	Florida	Area of Interest	County
<b>Total Population</b>	33748	2496435	18801310	1.35% of County	13.28% of Florida
Land Area (sq. mi.)	2.51	1897.72	53624.76	0.13% of County	3.54% of Florida
Water Area (sq. mi.)	0.14	533.47	12132.94	0.03% of County	4.4% of Florida
Population per Square Mile	12734.98	1026.84	285.92		
Households	10930	867352	7420802		

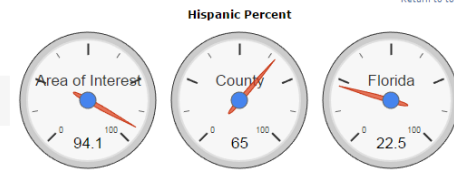
Land Cover in sq. mi.	Area of Interest	Miami-Dade County	Florida
Grass	0.502 (18.86%)	94.889 (5%)	
Bare Ground	0.055 (2.08%)	9.307 (0.49%)	
Impervious	0.808 (30.34%)	101.270 (5.33%)	
Tree Canopy	0.275 (10.34%)	88.987 (4.69%)	
Street/Railroad	0.386 (14.5%)	43.676 (2.3%)	
Building	0.496 (18.61%)	64.082 (3.38%)	
Wetland	0.016 (0.58%)	6.059 (0.32%)	
Water	0.125 (4.68%)	532.588 (28.05%)	
Cropland	0.000 (0%)	14.144 (0.74%)	
No Data	0.000 (0%)	943.589 (49.7%)	



Race	Area of Interest	Miami-Dade County	Florida
White	31020 (91.92%)	1841887 (73.78%)	14109162 (75.04%)
Black	610 (1.81%)	472976 (18.95%)	2999862 (15.96%)
Native	55 (0.16%)	5000 (0.2%)	71458 (0.38%)
Asian	320 (0.95%)	37669 (1.51%)	454821 (2.42%)
Pacific	0 (0%)	675 (0.03%)	12286 (0.07%)
Other	1028 (3.05%)	79351 (3.18%)	681144 (3.62%)
Multiple Races	715 (2.12%)	58877 (2.36%)	472577 (2.51%)

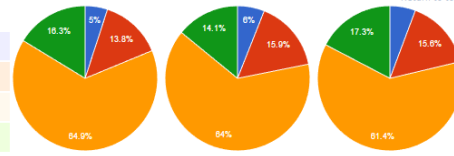


Ethnicity	Area of Interest	Miami-Dade County	Florida
Not Hispanic	2001 (5.93%)	872576 (34.95%)	14577504 (77.53%)
Hispanic	31747 (94.07%)	1623859 (65.05%)	4223806 (22.47%)



Diversity Index	Area of Interest	Miami-Dade County	Florida
24.78		68.26	61.48

Age	Area of Interest	Miami-Dade County	Florida
Age 0 to 4	1689 (5%)	149937 (6.01%)	1073506 (5.71%)
Age 5 to 17	4643 (13.76%)	395791 (15.85%)	2928585 (15.58%)
Age 18 to 64	21917 (64.94%)	1598694 (64.04%)	11539617 (61.38%)
Age 65 and Over	5499 (16.29%)	352013 (14.1%)	3259602 (17.34%)



Click on Strategies

Demographics **Recommended Public Outreach Strategies**

Block Groups: 120860090173, 120860090232, 120860090171, 120860090172, 120860090191, 120860090192, 120860090211, 120860090212, 120860090221, 120860090231, 120860090202, 120860090292, 120860090201, 120860090281, 120860090283, 120860090291, 120860090293, 120860090282

[Edit Title and Sub-title](#)

Adjust Importance of:

**Cost** **Time**



Class	Name	Score	Demographic	Cost	Time	Educational	Promotional	Civic Engagement
Innovation	<a href="#">Role Playing</a>	79.05	15.17	\$	🕒	▲		■
General	<a href="#">Focus Groups</a>	79.05	15.17	\$	🕒		●	■
General	<a href="#">Key Informant Interviews</a>	79.05	15.17	\$	🕒			■
General	<a href="#">Small Group Techniques</a>	79.05	15.17	\$	🕒	▲		■
General	<a href="#">Meeting Facilitation</a>	79.05	15.17	\$	🕒	▲		■
General	<a href="#">Public Deliberation</a>	79.05	15.17	\$	🕒			■
General	<a href="#">Briefings</a>	74.53	14.30	\$	🕒	▲		■
Innovation	<a href="#">Games and Contests</a>	72.46	15.17	\$\$	🕒	▲	●	■
General	<a href="#">Public Information Materials</a>	72.46	15.17	\$\$	🕒	▲		■
General	<a href="#">Public Hearings</a>	72.46	15.17	\$\$	🕒			■
General	<a href="#">Conferences and Summits</a>	72.46	15.17	\$\$	🕒	▲		■
General	<a href="#">Site Visits</a>	72.46	15.17	\$\$	🕒	▲	●	■
General	<a href="#">Public Meetings</a>	72.46	15.17	\$\$	🕒	▲	●	■
General	<a href="#">Paid Advertising and Public Service Announcements</a>	72.46	15.17	\$\$	🕒	▲	●	■
General	<a href="#">Community Advisory Boards</a>	72.46	15.17	\$\$	🕒	▲		■
General	<a href="#">Workshops and Retreats</a>	72.46	15.17	\$\$	🕒	▲		■
General	<a href="#">Negotiation and Mediation</a>	72.46	15.17	\$\$	🕒			■
General	<a href="#">Media Relations and Press Coverage</a>	72.46	15.17	\$\$	🕒	▲	●	■
General	<a href="#">Brainstorming and Visioning Meetings</a>	72.46	15.17	\$\$	🕒	▲		■
General	<a href="#">Open Houses / Open Forum Hearings</a>	69.69	13.37	\$	🕒	▲		■
General	<a href="#">Public Opinion Surveys</a>	65.88	15.17	\$\$\$	🕒	▲		■
General	<a href="#">Drop-In Centers</a>	65.88	15.17	\$\$\$	🕒	▲		■
Technology	<a href="#">Instant Polling Technology</a>	65.88	15.17	\$\$\$	🕒		●	■
General	<a href="#">Risk and Crisis Management</a>	65.88	15.17	\$	🕒🕒🕒			■
General	<a href="#">Transportation Fairs and Special Events</a>	59.29	15.17	\$\$\$	🕒🕒	▲	●	■
General	<a href="#">Charettes</a>	59.29	15.17	\$\$\$	🕒🕒	▲	●	■
General	<a href="#">Promotional Campaigns and Discounts</a>	59.29	15.17	\$\$\$	🕒🕒		●	■
Innovation	<a href="#">Telephone Techniques</a>	59.29	15.17	\$\$	🕒🕒🕒			■
Technology	<a href="#">Interactive Television and Kiosks</a>	59.29	15.17	\$\$\$	🕒🕒		●	■
General	<a href="#">Speakers' Bureau</a>	59.29	15.17	\$\$	🕒🕒🕒	▲	●	■
General	<a href="#">Video Production and Webcasts</a>	55.79	14.27	\$\$\$\$	🕒	▲		■
General	<a href="#">Websites</a>	52.7	15.17	\$\$\$	🕒🕒🕒	▲	●	■
General	<a href="#">Underserved Populations Tailored Outreach and Cross Cultural Training</a>	52.7	15.17	\$\$\$	🕒🕒🕒	▲	●	■
General	<a href="#">Mailing Lists and Direct Mail</a>	49.68	14.30	\$\$\$	🕒🕒🕒		●	■
Technology	<a href="#">Internet-based Communication Through Social Media</a>	49.59	14.27	\$\$\$	🕒🕒🕒	▲		■
General	<a href="#">Accessibility and Outreach Strategies for Persons with Disabilities</a>	29.49	6.79	\$\$	🕒🕒		●	■
General	<a href="#">Outreach Assistance with Paratransit Application</a>	23.59	6.79	\$\$\$	🕒🕒🕒		●	■
Innovation	<a href="#">Youth Outreach Strategies</a>	3.39	0.87	\$\$	🕒🕒🕒	▲	●	■

**Help**

**Strategies**

- The importance of Cost can be changed by moving its slider up for more importance, or down for less importance.
- The importance of Time can be also be changed by moving its slider.
- Once you stop moving a slider, the recommendations will be re-calculated.
- Each table can be sorted on a column by clicking on that column's Button in the heading.

[Return to top 1](#)

A list of strategies will display, ranked by suitability for the Sweetwater area in our example, from top to bottom. We can adjust the   bars to re-sort the listing based upon time and money available.



# Questions?

Credits (active in black):

Miami-Dade MPO, Broward MPO, Palm Beach MPO (Funding Partners)

Florida International University GIS Center

FIU Metropolitan Center

Civica Consulting, Inc.

Team:

Daniel McGillicuddy, Levente Juhasz, Boyuan Guan (Developers)

Jennifer Fu, Steve Switzer and Rosa Davis (Writers)

Contact:

Jennifer Fu (Principal Investigator)

305-348-3138

[fujen@fiu.edu](mailto:fujen@fiu.edu)

Miami Dade MPO Program Manager:

Elizabeth Rockwell