Start the interactive demographic reporting tool by clicking 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.

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

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

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

Data Categories

The primary selection of the data categories are based upon FDOT’s recommendation for transportation planning:

- Population
- Race
- Ethnicity
- Age
- Education
- Income
Additionally these categories are added per user recommendations:

- Language
- Employment
- Disabilities
- Foreign Born
- Housing

Transportation Habits e.g. mean miles driven, vehicles, means of transportation to work, and travel time

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".

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

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.

Demographic Report Dashboard

The next three slides show the content, navigation, and export functions within the interactive demographic report dashboard for the selected geographic area, which is the City of Miami in this example.
The arrows in the graph shows all navigation tools. You can toggle between the previous “map” or the next strategies by clicking on or . The Hypertext in the Help box also allows you to toggle between different sections of the report. The CSV or KML export functions are also available.

The radio buttons below the charts can be clicked on and off, making the charts interactive.

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 County in this example), and the State of Florida.
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.

This display shows summary statistics for the selected census block groups.
Another function of this tool is to provide a list of “points of interest” for the purpose of identifying meeting places and outreach locations.

In the most recent version we added a “Limited English Proficiency” map.

You can access the Community Background Reports through the Homepage or through the Demographic Reporting Tool.
As with the Community Background Reports, you can access the Public Outreach Strategies through the Homepage or through the Demographic Reporting Tool.
You must run a demographic report first in order to get recommended strategies for your selected geographic area.

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 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.
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.

Review Strategies and Organizational Structure

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 little or no high school education.

How can the Public Outreach Strategies Toolbox help you?
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.

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Implementation Guidelines and Suggestions

Tips:
• In the Implementation Guidelines and Suggestions, you will find a step-by-step guide on how to implement the strategy.

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Use of Strategies in Public Involvement

Use of Strategies in Public Involvement

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 in Action section will provide additional suggestions of what works and things to avoid.

Use of Strategies in Public Involvement

CASE STUDIES

Miami-Dade TPO, 111 NW 1st Street, Suite 920, Miami, FL 33128

FOR FURTHER INFORMATION

Questions?

Questions?

http://mpotransportationoutreachplanner.org

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