



GETTING THE CONVERSATION STARTED

The Broward Metropolitan Planning Organization (Broward MPO) is having an important conversation with regional partners about our transportation future. The community conversations we have today will lead us to an action plan and timeline to expand our transportation choices.

Our goal is a shared vision for our transportation future – one that results in a public and agency-wide commitment to a plan that is funded and implemented.

GETTING TO KNOW YOU

We will conduct two surveys and a series of focus groups. This research will dig deeper into what people value and help us to better understand their willingness to support different levels of investment and ways to pay for it. In addition to exploring possible solutions and their cost, we will explore the cost of doing nothing.

CONNECTING MOBILITY AND FUNDING GAPS

Commitment 2040 will develop a transportation plan for what we can afford over the next two decades. But we can't wait twenty years to address transportation needs that aren't covered in this plan. We will build alternative scenarios that meet our needs in different ways – sooner rather than later. These scenarios will explore what specific projects and systems could be built and how to fund them. These scenarios will be the basis for our conversation with the public and stakeholders about a financially responsible and sustainable transportation future.

COMMUNICATIONS CHOICE

Through multi-media marketing, we will engage tens of thousands of people including traditionally under-represented populations. We will engage champions to carry the message to more audiences and multiply our efforts to reach more people. Public education will be an important part of our messaging designed for an interactive and collaborative community dialogue with a broad sector of our citizens. The real question we all need to answer about the future of transportation is “What’s in it for me?” Different sectors of our population will be looking for different answers to that question. The more we understand about what people want, and perhaps more importantly, what they are willing to pay for, the better we can plan for our transportation future together – today.



WHERE ARE WE GOING?

Our outreach builds a base of volunteers that have common goals to help multiply our efforts.

BROWARD PARTNERS GROUP

includes representation from citizens, business and government to serve as a sounding board and idea bank.

SPEAKERS BUREAU

is organized specifically
for this public education effort
to go where people already meet.



By networking with existing organizations and involving them in planning for and delivering the message, we will multiply our coverage through existing venues and forums.

PROGRAM FOR EMPOWERING PEOPLE is a do-it-yourself approach to reach new audiences. Through small community outreach grants we will solicit proposals for communities and interest groups to conduct their own outreach activities. This unique method allows us to engage traditionally

under-represented population groups and special interest groups in a new and exciting way.

STREET TEAMS will disseminate information, distribute surveys, and gather input from citizens where they already congregate at events and public places.

HOW WILL WE GET THERE?

Our goal is a shared vision for our transportation future – one that results in a public and agency-wide commitment to a plan that is funded and implemented. Incremental improvements in the near-term over the next 5-10 years will be equally

as important as cumulative results that are projected decades into the

future. This public engagement effort provides public education about a host of planning processes that all seek to connect the mobility gaps and fill the funding gaps. Increased awareness of the mobility problems and possible solutions will be the subject of our community dialogue that will prepare the Broward MPO and its partners to take

action today for our transportation future. The mobility and funding solutions we seek will:

- Provide a transportation system that offers travel choices and is financially sustainable over the long term through a dedicated operating funding source,
- Simultaneously advance the respective priorities and goals of the individual municipalities and the region as a whole,
- Provide travel choices in and around Broward that best meet the desires and expectations of our traveling public, and
- Address public concerns for accountability of new funding sources.

WE NEED YOUR HELP

Your support and direct involvement are needed to reach our goal of engaging tens of thousands. Community leaders and organizations are called upon to help increase public awareness about the issues and explore options for our transportation future. Every one of us is affected by transportation every day. Working together we can make the difference in how and when we get there. Call Chris Ryan at (954) 876-0036 for more information on how you can help.



TIMELINE FOR ACTIVITIES AND EVENTS



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For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the American with Disabilities Act, please contact: Christopher Ryan, Public Information Officer/Title VI Coordinator at (954) 876-0036 or ryancc@browardmpo.org

