

Summary of Event

EVENT: Speak Up Broward “Let’s Talk Transportation” Presentation

DATE/TIME: Wednesday, March 12, 2014 at 4:00 pm

LOCATION: South Plantation High School
1300 SW 54th Avenue, Plantation, Florida 33317

PRIMARY AUDIENCE: Students members of Broward County Honor Society

ESTIMATED NUMBER OF PEOPLE REACHED: 48 students in attendance

PROJECT TEAM MEMBER PARTICIPATION: Teneshia Taylor, Speaker; Ann Taylor, Priscila Clawges and Davicka Thompson, Facilitators

PRIMARY CONTACT: Paula Pineros, President, Broward Honor Society,
paula.pineros0612@gmail.com

SUMMARY OF EVENT:

- ✓ The purpose of the meeting was to present the Let’s Talk Transportation presentation to an audience who will be directly impacted by future transportation programs
- ✓ Teneshia Taylor presented to the group and engaged in meaningful dialogue regarding their transportation needs and concerns. Ms. Taylor was effective at conveying narratives that will directly impact the high schoolers as they move on to the next phase of their lives.
- ✓ The audience participated in the TODAY/TOMORROW exercise. Much of the feedback centered on introducing an above ground train system (exp. Deerfield to Miramar), lowering cost of public transportation, and more efficient service.
- ✓ 41 attendees completed the Speak Up Broward survey

FOLLOW UP / ACTION RESULTS:

- ✓ Ms. Thompson has followed up by mail with Paula Pineros and Teneshia Taylor, thanking them for participation.
- ✓ Ms. Thompson has submitted Network Lists collected at event.
- ✓ Ms. Thompson will review presentation to identify ways to speak to a younger audience and convey importance of transportation future.

EVALUATION OF EVENT: The presentation was well received. Many rely on parents or friends for transportation. Having effective, alternative modes of transportation and not dealing with traffic were concerns voiced by the students.

A call was made to the students to share, like, post and tweet to our social media pages. Two

students were awarded prizes for being the first to tweet #SpeakUpBroward to their respective followers.

PHOTO CAPTION/INFO: Images taken by Davicka Thompson





Trade Centre South . 100 West Cypress Creek Road, Suite 850 . Fort Lauderdale, FL 33309-2112 . Phone 954.876.0033

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