



Move People & Goods | Create Jobs | Strengthen Communities

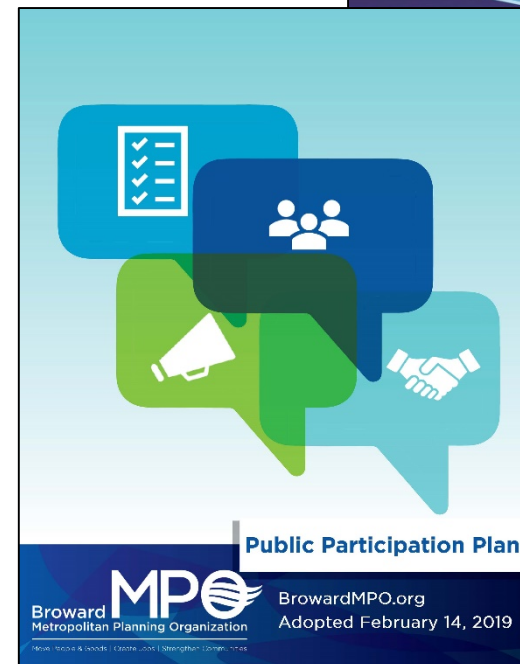
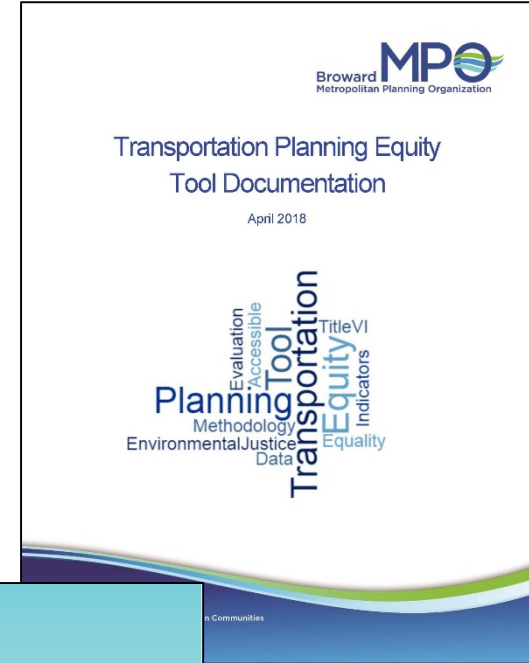
# Engaged with the Public: Connecting in a Meaningful Way

 Erica Lychak, Communications Manager

 Anthea Thomas, Public Outreach Manager

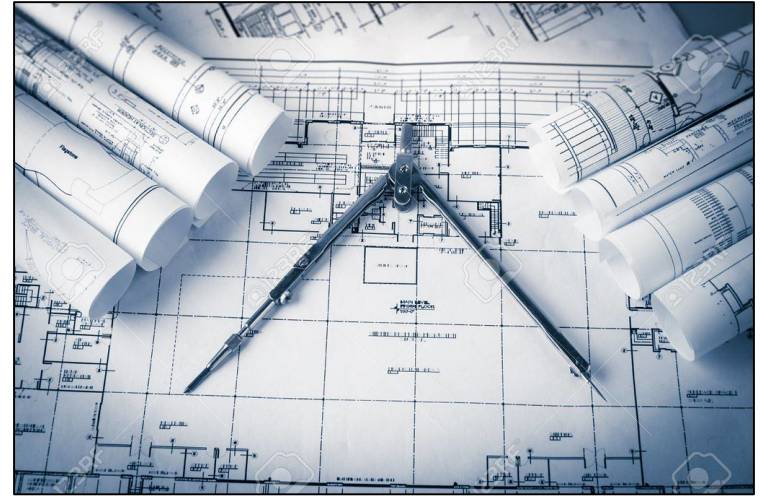
# Outreach Blueprint: Communication Plan(s)

- Inform
- Involve
- Include
- Improve the Public Participation Process



# Outreach Blueprint: Reaching the Underrepresented

- Youth of the community
- Senior persons
- Persons with disabilities
- Others who may be too busy to attend public meetings



# Reaching the Young: Regional Efforts

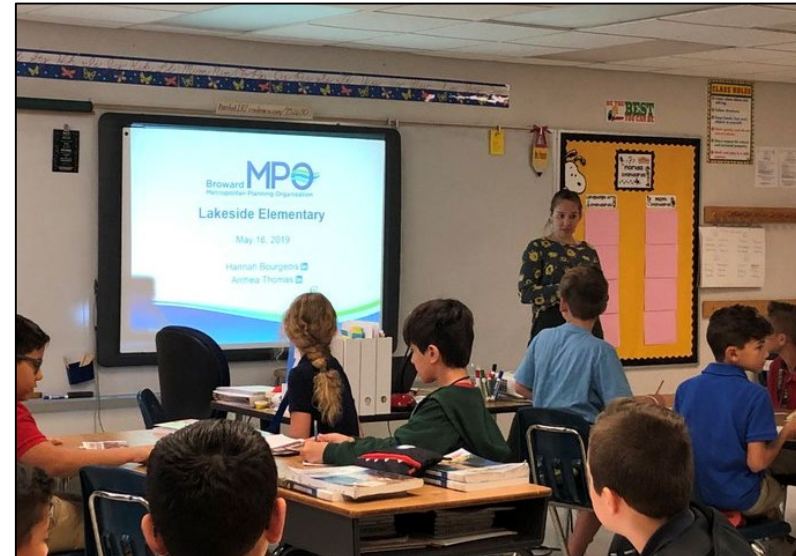
- Construction Career Days
- Walk to School Day
- Career Days



 #BCPSWalk2School



 #ConstructionCareerDays



 #SpeakUpBroward

# Reaching the Young: Regional Efforts

- TRAC and RIDES  
(Nationwide)

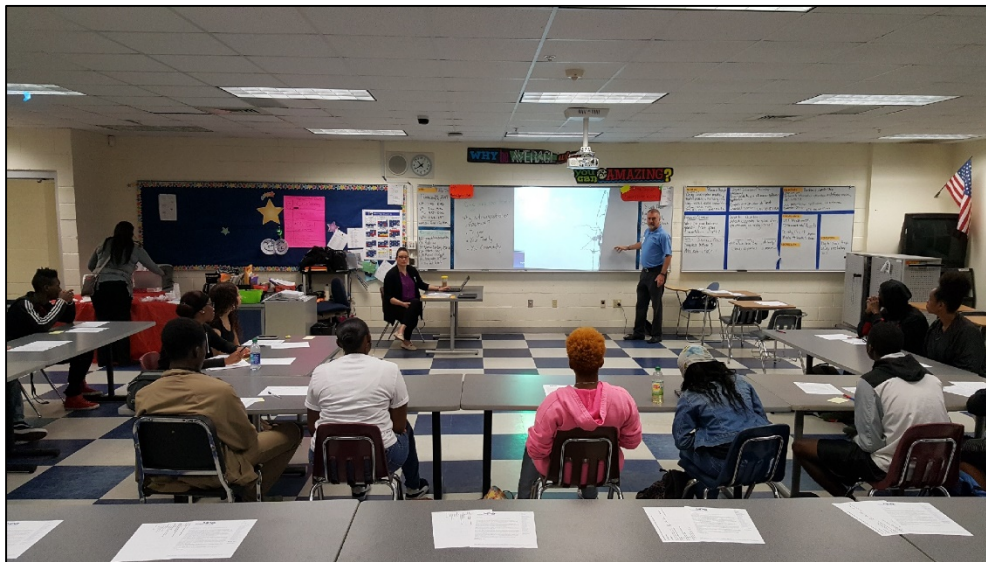
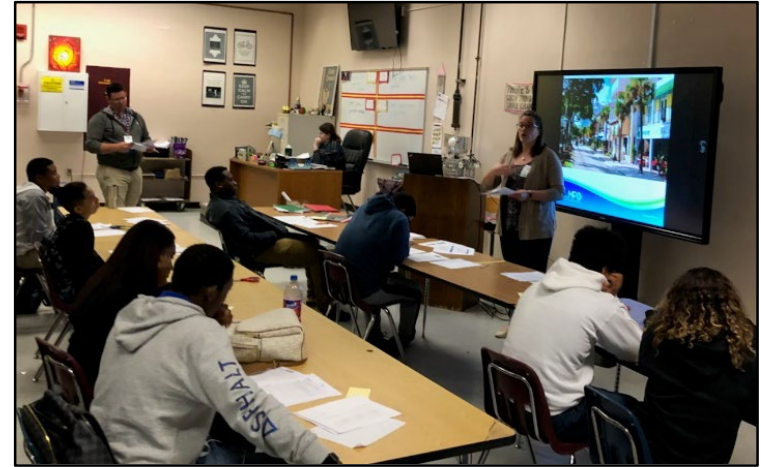


 @AASHTO\_speaks



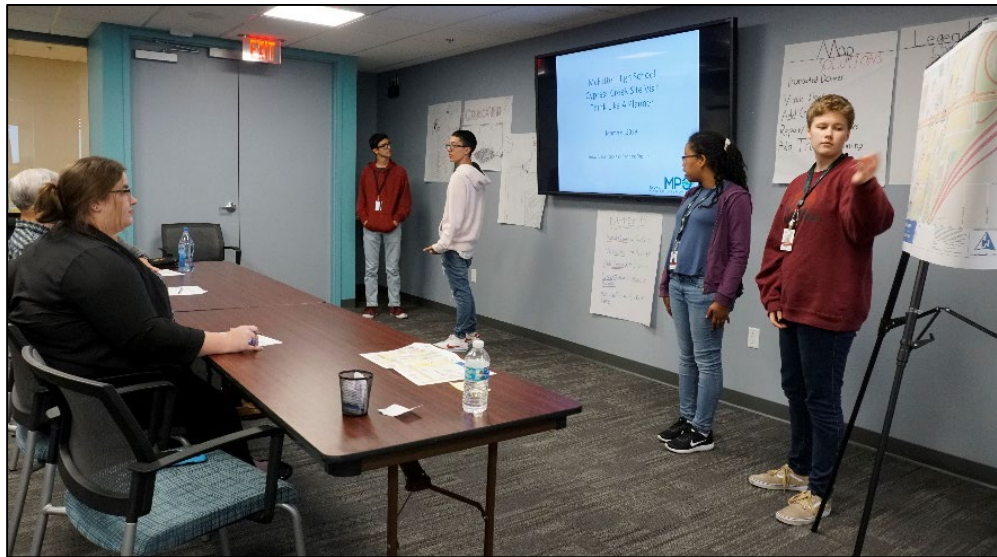
# Reaching the Young: Think Like A Planner

- 3 visits
- 2 at school, 1 at MPO Office
- Half-day workshop



# Reaching the Young: Think Like A Planner

- Students conduct short group presentations before elected officials and transportation professionals



 #ThinkLikeA  
Planner

# Aging Population Outreach: AARP at Walking Audits

- CAC Chair on AARP Regional Leadership





# Aging Population Outreach: SW 10<sup>th</sup> Street

- Controversial Project
- Consensus Building
- Community Oversight Advisory Team (COAT)

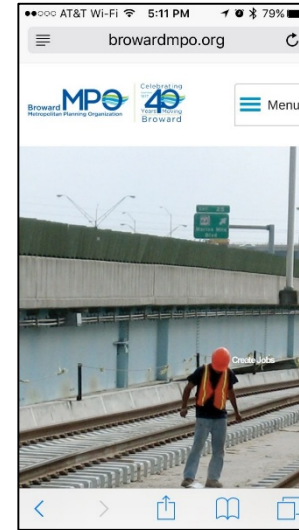
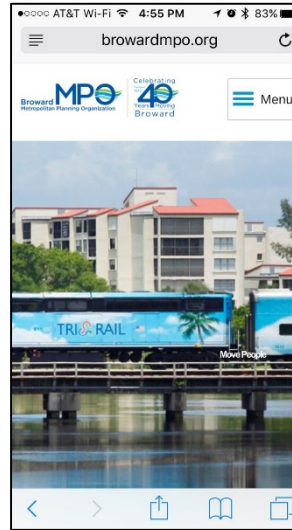


# Equitable Outreach: Mobile-Friendly Access



## Broward MPO.org

- Redesigned **BrowardMPO.org** in 2016 to be mobile-friendly
- > \$30K/year, 64% own a smartphone



**Follow Us**

<p><b>Speak Up Broward</b> @SpeakUp_Broward @MPOanthea is currently wking w SFL partners fr @Tri_Rail, @PalmBeachTPA, @miamidadepo, @BrowardCounty Transit... <a href="https://t.co/04wYA1osw">https://t.co/04wYA1osw</a></p> <p>Tweeted 18 hrs + 16 mins ago</p>	<p><b>Speak Up Broward</b> @SpeakUp_Broward Our partners at #BikeMaps ready for their riders! <a href="https://t.co/DNx7uIPDT1">https://t.co/DNx7uIPDT1</a></p> <p>Tweeted 20 hrs + 36 mins ago</p>	<p><b>Speak Up Broward</b> @SpeakUp_Broward The Broward MPO office is closed today in observance of Memorial Day &amp; will resume operations tomorrow. <a href="https://t.co/5G61D6n0qE">https://t.co/5G61D6n0qE</a></p> <p>Tweeted 1 day + 15 hrs ago</p>	<p>The Broward MPO office is closed today in observance of Memorial Day &amp; will resume operations tomorrow.</p> <p><b>Speak Up Broward- Broward Metropolitan Planning Organization</b></p> <p>HOME OF THE FREE <b>BECAUSE OF THE BRAVE</b> THANK YOU FOR YOUR SERVICE</p> <p>Posted 1 day + 15 hrs ago</p>
<p><b>Speak Up Broward</b> @SpeakUp_Broward Missed this week's #MPOCurrents? We've got you covered. #DumpthePumpSFL 6/2   Free Bicycle Lessons 6/2   #MPOCore... <a href="https://t.co/WAMYJnSHdY">https://t.co/WAMYJnSHdY</a></p> <p>Tweeted 2 days + 22 hrs ago</p>	<p><b>Speak Up Broward</b> @SpeakUp_Broward Way to go! Our students from right here in @cityofpines crushed the competition at @aashospineaks! <a href="https://t.co/0G69hmtvJ">https://t.co/0G69hmtvJ</a></p> <p>Tweeted 2 days + 22 hrs ago</p>	<p><b>Speak Up Broward</b> @SpeakUp_Broward Do you live, work or play in @FTLCityNews? Take the survey- just two days left! <a href="https://t.co/vwHRYTtbs3">https://t.co/vwHRYTtbs3</a></p> <p>Tweeted 6 days + 19 hrs ago</p>	
<p><b>Speak Up Broward</b> @SpeakUp_Broward We've rounded up all the cities in Broward on this list. Great way to see what all our member governments on the... <a href="https://t.co/vYMPmFzYvg">https://t.co/vYMPmFzYvg</a></p> <p>Tweeted 1 week ago</p>	<p><b>Speak Up Broward</b> @SpeakUp_Broward Way to go! Our students from right here in @cityofpines crushed the competition at @aashospineaks! <a href="https://t.co/0G69hmtvJ">https://t.co/0G69hmtvJ</a></p> <p>Tweeted 6 days + 21 hrs ago</p>	<p><b>Speak Up Broward</b> @SpeakUp_Broward @CityofFirmar is here to meeting with the #BrowardMTP Team to discuss potential #Commitment2045 projects. ... <a href="https://t.co/3GA8g5LsFD">https://t.co/3GA8g5LsFD</a></p> <p>Tweeted 1 week ago</p>	<p><b>Speak Up Broward</b> @SpeakUp_Broward @MPOanthea &amp; @MPOerica will be making this presentation for our team! <a href="https://t.co/ZKxRZHCtoP">https://t.co/ZKxRZHCtoP</a></p> <p>Tweeted 1 week ago</p>
<p><b>Career Day #BrowardMPO</b> #TransportationCareers Students were amazing Planners and Engineers today designing #CompleteStreets</p> <p><b>Speak Up Broward- Broward Metropolitan Planning Organization</b></p>	<p>This week's #Commitment2045 partner meetings are with City of Plantation Florida, Coral Springs, Florida Government, #NorthLauderdale &amp; Broward County, Florida.</p> <p>#Commitment2045 Outreach in Dania Beach this week- Daniel presenting before commission.</p>	<p><b>Speak Up Broward- Broward Metropolitan Planning Organization</b></p>	<p><b>Speak Up Broward- Broward Metropolitan Planning Organization</b></p>

# Equitable Outreach: Getting the Word Out

- Leverage Your Partnerships and Resources
- City Cable Channels

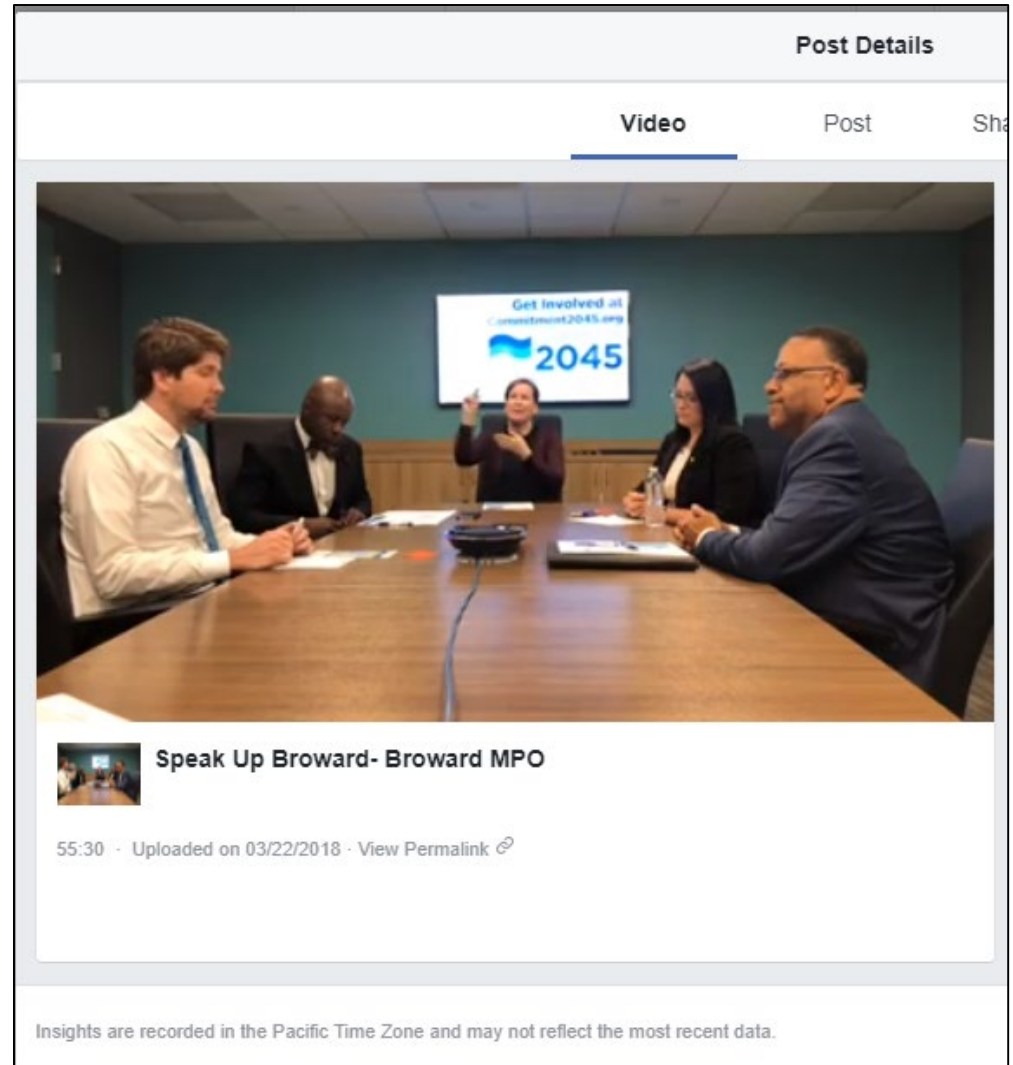
 **SpeakUpBroward**



# Equitable Outreach: Live Streaming

- Facebook Live
- Periscope
- Incorporation of American Sign Language

 #Commitment2045



# Equity gets Social: Ambassador Program

## Members of our community get involved by telling their real-life transportation stories.



### Broward MPO Ambassador: Visually Impaired Story

Published on February 25, 2016

**Daniel Knickelbein**  
Government Affairs Manager at Broward Metropolitan Planning Or... 👍 2 💬 0 🔗 0

Over the past several months, we've been sharing the transportation stories of Broward County residents and commuters. Below is the latest #SpeakUpAmbassador who shares some of the frustration that sometimes accompanies navigating transportation while experiencing loss of sight:

I am a resident of Broward County, and I am totally blind. I am almost entirely dependent on TOPS for my transportation. While I'm extremely grateful for the service, the ongoing issues I have faced dealing with the program over the years add to the frustrations of my daily life a person living with loss of sight.

I travel several times a week from my home in Northwest Broward to downtown Fort

**Speak Up Broward**  
Published by Anthea Thomas [?] · 3 hrs · Edited [?] ·

The next post in our #SpeakUpBroward Ambassador series comes from Myra, who witnessed the Americans with Disabilities Act (ADA) change the face of transportation for those with disabilities.

Let us know if you'd like to become one of our Ambassadors! Contact us info@browardMPO.org for more information.

<https://www.linkedin.com/.../myras-story-happy-anniversary-ad...>  
See More



**Myra's Story: Happy Anniversary, ADA!**


The next post in our #SpeakUpBroward Ambassador series comes from Myra, who witnessed the Americans with Disabilities Act (ADA) change the face of transportation for those with disabilities. "July is a special month for all Americans..."

LINKEDIN.COM

62 people reached Boost Post

Like · Comment · Share

👍 Andrew Meit, Dolly Sampson, Davicka Thompson and 2 others like this.



**#SpeakUpBroward Ambassador Series: Mr. Ben Oliver's Story**

Published on July 27, 2015

**Anthea Thomas**  
Public Outreach Manager | Broward MPO 👍 2 💬 2 🔗 0

The next post in our #SpeakUpBroward Ambassador series comes from Mr. Ben Oliver:

My name is N. Benny Oliver and in 1992 I sustained a C-5 and C-6 spinal cord injury from a wrestling accident that occurred at Ft. Lauderdale Beach. In spite of my disability, I am very active in my community, and I use the city's public transportation, Broward County Transit (BCT) to attend support groups such as The Spinal Cord Injury Support Group and The Center for Independent Living. I also enjoy participating in bowling, wheelchair tennis, concerts, going to the beach, and other social events that are held in the community. I am also an active member of World Harvest Community Church where I am a deacon.

Although I am a frequent bus rider, the time I spend each day traveling may vary depending on the route, traffic, or the number of customers being served. Sometimes there are unexpected delays or other circumstances that occur that are beyond the

# Reaching Busybodies: Social Media

We've spread the word  
online with over **11,700**  
followers in our Social  
Media presence.

Follow Us!

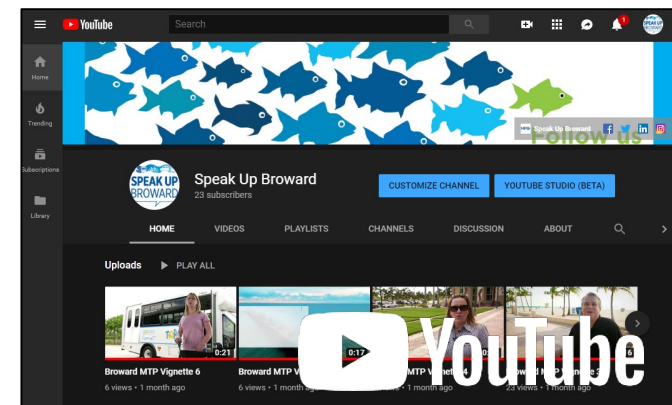
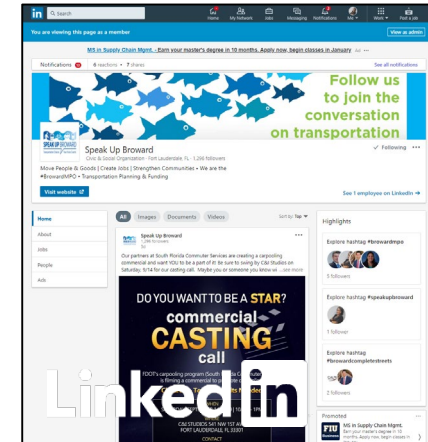
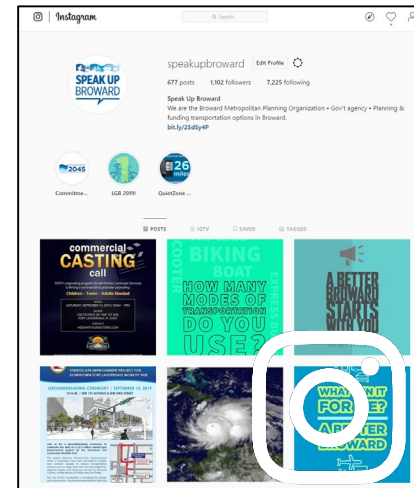
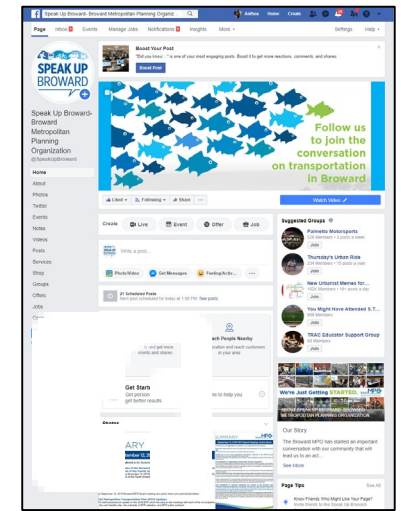
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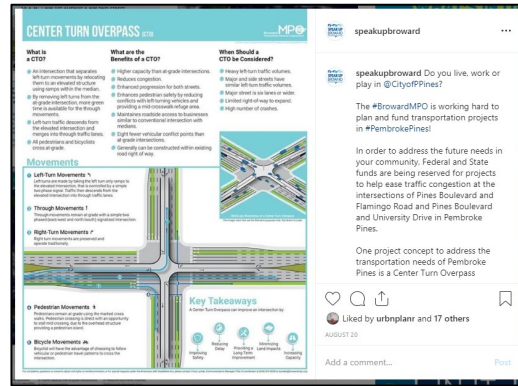
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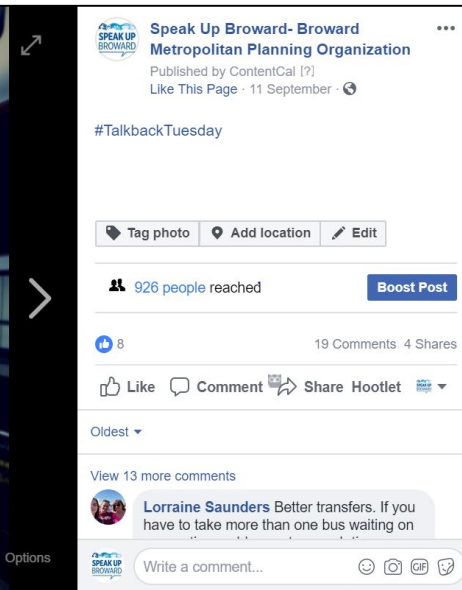
 /SpeakUpBroward



# Reaching Busybodies: Get Social



## Surveys



## Ongoing Conversation with the Community



## Outreach Events



## Deliverables

# Reaching Busybodies: Get Social

- Upcoming Events
- Project Updates
- Initiatives
- MPO Core Products
- Deliverables
- Outreach Events
- Ongoing Conversation with Community



## Initiatives



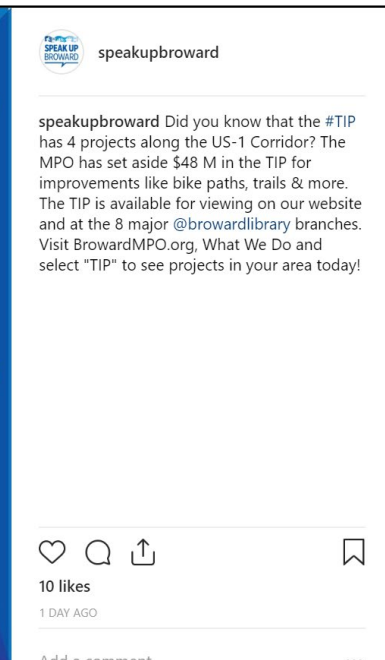
## Technical Trainings

**US-1 Transit Corridor**  
**Transportation Improvement Program Highlights**  
**FY 2018/2019-2022/2023**

1. US-1 (SR 5) from SE 9th St to SE 20th St Urban Corridor Improvements
2. US-1 (SR 5) from Sample Road (SR 834) to Broward/Palm Beach County Line Bike Lane/Sidewalk
3. US-1 (SR 5) from I-595 (SR 862) to N of Broward Blvd (SR-842) Bridge Rehabilitation
4. US-1 (SR 5) from South of New River to North of New River Bike Lane/Sidewalk

**\$48 Million**      **4 Projects**

#TIP      Broward MPO Metropolitan Planning Organization



## #MPOCore Products



# Reaching Busybodies: Community Events

- Let's Go Biking!
- Let's Go Walking!
- Walking Audits



 #LetsGoBiking!



 #LetsGoWalking!



 #BrowardComplete Streets

# Putting it into Practice: MTP

- Interactive Map



To view our Commitment 2045 Interactive Map, open your phone camera, hover over the code & click on the link

DRAFT COMMITMENT 2045 MTP

COMMITMENT 2045 All Draft Cost Feasible Projects - View Only

1a. Roadway Projects

1b. Intersection Projects

2. Transit Projects

3. Complete Streets & other Localized Initiatives Programs

4. Complete Streets Master Plan

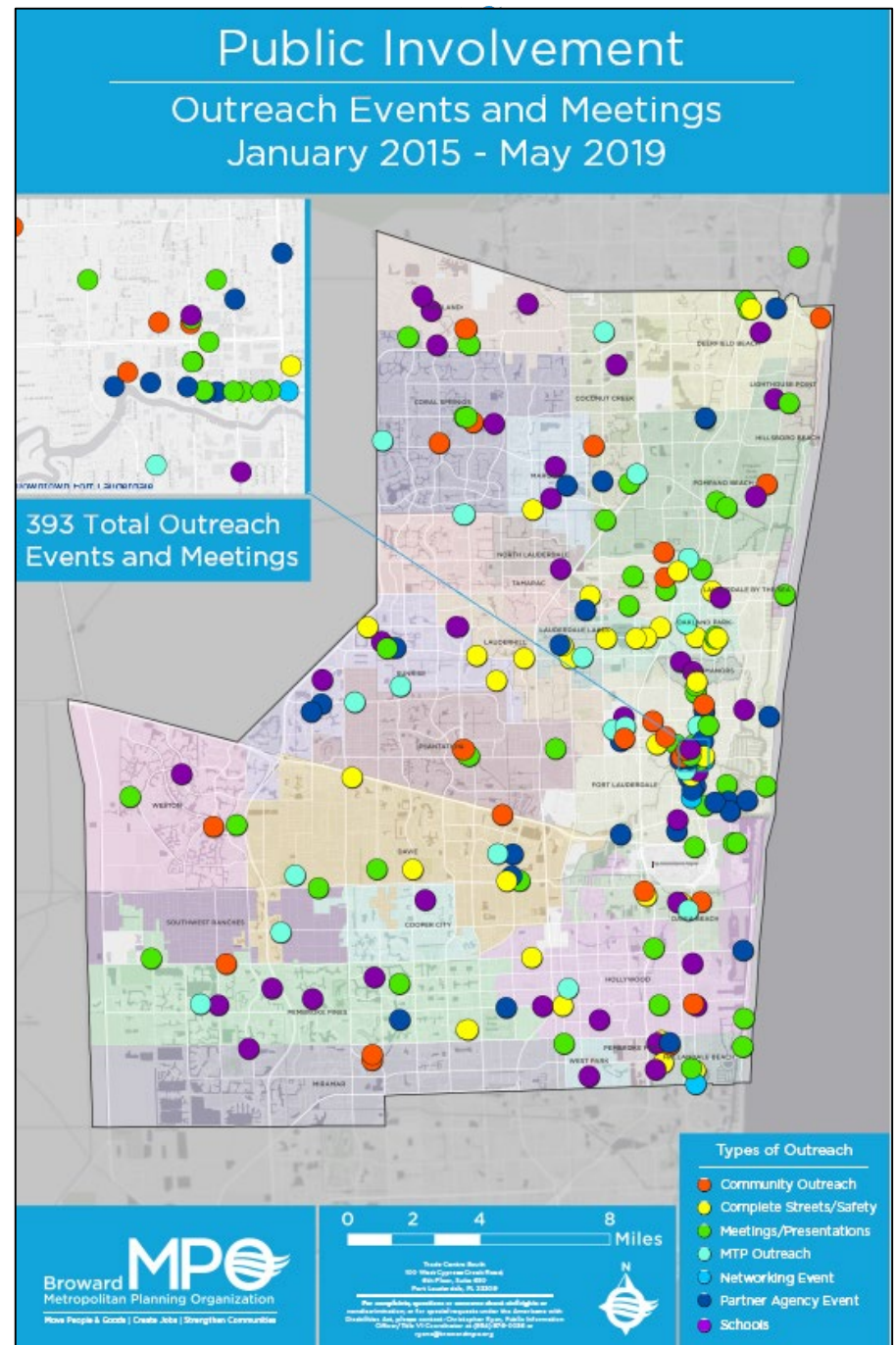
5. Mobility Hubs

6. Transportation Systems Management & Operations/Safety

Powered by esri

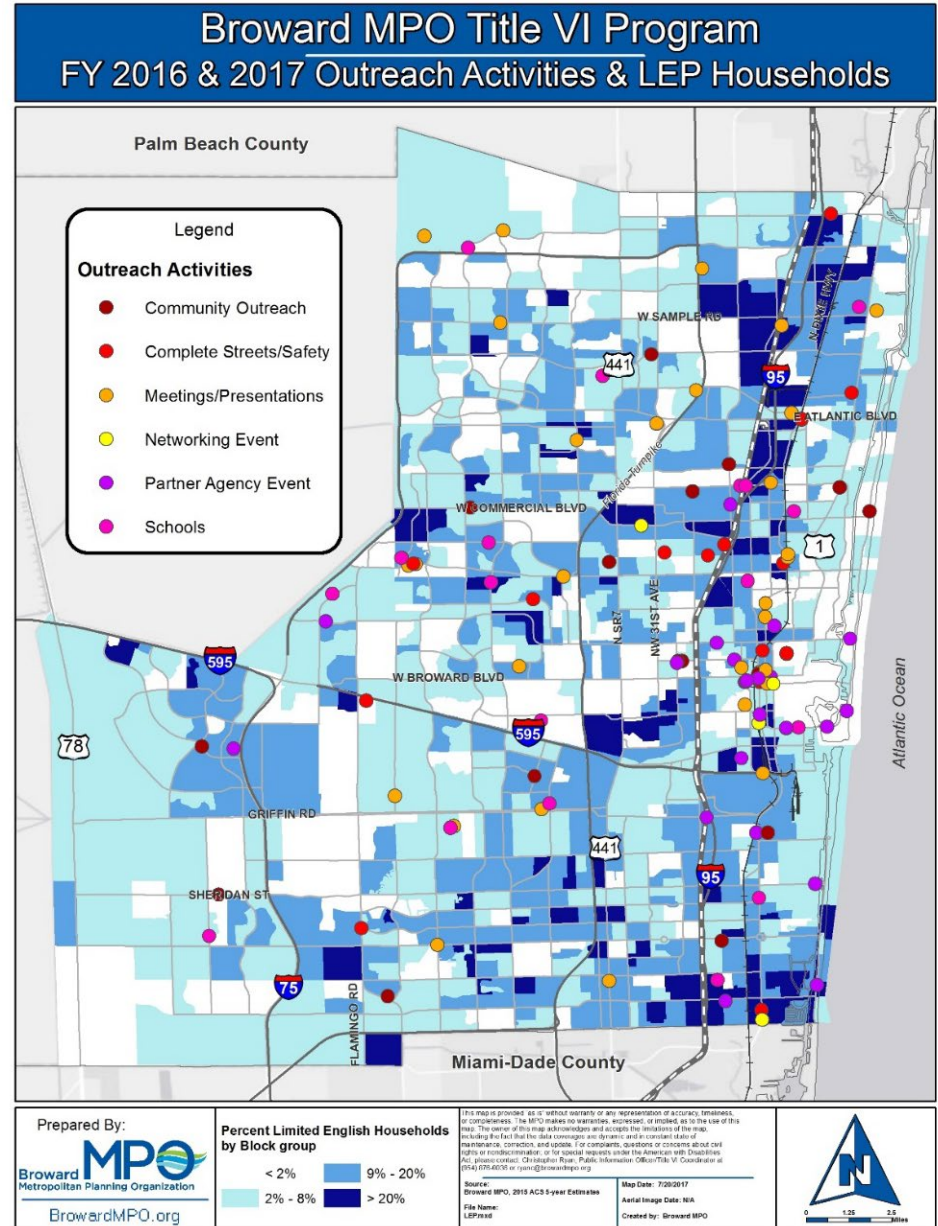
# Evaluating Outreach: Tracking Gaps

Our Annual Report features a map with our outreach efforts to keep our agency accountable to the public.



# Evaluating Outreach: How We Can Do More

## Transportation Planning Equity Assessment



“Whether via social media or in person, building your relationships is a long-term process, and the ultimate goal is to strengthen your network **one person at a time.**”

- Raymond Arroyo.





## Contact Us

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