



Speak Up Broward Outreach Report Card

Measure Category	Units	PROGRAM END GOAL			PERIOD #1 ACTUAL				PERIOD #2 ACTUAL				PERIOD #3 ACTUAL				PROGRAM ACTUAL			
		How many?	Avg Persons?	Results	03/01/13 to 12/31/13				01/01/14 to 06/30/14				07/01/14 to 2/28/15				03/01/13 to 02/28/15			
					How many?	Avg Persons?	Results	Grade	How many?	Avg Persons?	Results	Grade	How many?	Avg Persons?	Results	Grade	How many?	Avg Persons?	Results	Grade
MEDIA																				
Press Releases/Media Alerts	times	6	20	120	n/a	n/a	n/a	I	3	3	10	C	2	23	45	A	5	11	55	B
E-blasts:	Sent	16	300	4,800	5	200	1,000	A	1	321	321	C	6	681	4,086	A	12	451	5,407	A
Media Stories (TV/radio/blogs)	coverage			50			1	D			1	D			2	D			4	D
YouTube	views			500			n/a	I			38	D			586	A			624	A
Facebook	followers			5,000			n/a	I			1,099	B			4,902	A			5,001	A
Twitter	followers			500			n/a	I			209	B			422	A			631	A
Instagram	followers			100			n/a	I			57	B			88	A			145	A
LinkedIn	followers			100			n/a	I			46	B			14	B			60	C
WEBSITE (www.SpeakUpBroward.org)																				
Web-based Surveys	taken			2,000			80	D			556	B			1,982	A			2,618	A
MetroQuest Surveys	taken			3,000			n/a	I			n/a	I			3,247	A			3,247	A
Project Webpage	unique views			2,500			1,223	A			2,760	A			42,250	A			46,233	A
ENGAGEMENTS AND COORDINATION																				
Broward Partners Group	meetings	6	25	150	2	30	60	A	2	20	40	B	1	18	16	C	5	24	118	B
Speakers Bureau	events	100	15-30	1,500 - 3,000	3	20	60	B	30	26	791	B	21	26	555	B	54	26	1,406	B
PEP Mini-Grants	events	6-10	25-40	150-400	1	15	15	A	6	52	310	A	4	94	375	A	11	64	700	A
eTownHall Events	events	4	7,250	29,000	n/a	n/a	n/a	I	n/a	n/a	n/a	I	4	11,297	45,188	A	4	11,297	45,188	A
Street Team Distribution	events	6	300	1,800	n/a	n/a	n/a	I	n/a	n/a	n/a	I	10	100	1,000	B	10	100	1,000	C
Comments Received	all events	126	n/a	2,000			n/a	I			n/a	I			n/a	I			2,466	A
COST-EFFECTIVENESS (cost per person by engagement type)*																				
Overall Media/Advertising	dollars	230,000	46,700	\$4.93	n/a	1,439	n/a	I	n/a	5,907	n/a	I	n/a	99,614	n/a	I	230,000	109,428	\$2.10	A
eTownHall	dollars	20,000	29,000	\$0.69	n/a	n/a	n/a	I	n/a	n/a	n/a	I	n/a	45,188	n/a	I	20,000	45,188	\$0.44	A
PEP Mini-Grants	dollars	30,000	350	\$85.71	n/a	15	n/a	I	n/a	310	n/a	I	n/a	94	n/a	I	30,000	700	\$42.86	A
Street Team Events	dollars	15,000	1,800	\$8.33	n/a	n/a	n/a	I	n/a	n/a	n/a	I	n/a	100	n/a	I	15,000	1,000	\$15.00	A
MetroQuest Surveys	dollars	20,000	3,000	\$6.67	n/a	n/a	n/a	I	n/a	n/a	n/a	I	n/a	3,247	n/a	I	20,000	3,247	\$6.16	A
ENGAGEMENT CONTACTS (at end of period)																				
Network E-mail List	contacts			300			255	A			103	A			323	A			681	A
Broward Partners Group	members			30			33	A			72	A			-14	D			91	A
Speakers Bureau	members			50			25	A			23	A			4	D			52	A
Media Outlets	contacts			20			n/a	I			n/a	I			40	A			40	A

*Costs for website and labor. Media allocation budget is set-up time only - no advertising.

Key to Evaluation Grades

Percentage	Grade	Connotation
90 to 100%	A	Excellent results.
80 to 89%	B	Above average results.
70 to 79%	C	Average results; something additional is needed.
60 to 69%	D	Below average results; re-evaluation required.
Below 60%	F	Serious re-evaluation of effort necessary.
n/a	I	Incomplete activity or activity not begun

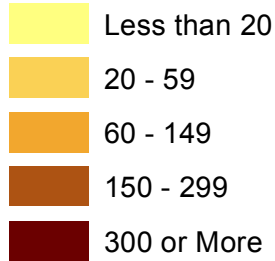
Speak Up Broward Report Card (continued)

Review of Evaluation Results
<p>Overall, the Speak Up Broward public engagement process has reached a large number of people in a variety of different ways. In almost all categories, the number of people who participated in or were made aware of Speak Up Broward as a result of our outreach activities has exceeded our initial expectations. We have met or exceeded most of our targets and goals in terms outreach numbers and people involved. As a result, Speak Up Broward has also collected a large amount of rich and valuable feedback from local communities that will be used as we move forward to help make decisions about the future of our transportation system.</p>
<p>MEDIA</p> <p>The amount of media coverage and press releases have been lower than expected thus far. The number of press releases has been on target, but not the number of recipients. This can be increased as more media contacts are established. In the future, more follow-up effort should be made to ensure the press releases and notifications turn into stories and reports. Eblasts have been well-utilized and should continue to be a way of keeping our network list up to date on our progress.</p> <p>Our social media presence has so far been extremely successful in terms of pure numbers of followers and participation from them. We have exceeded our initial goals, and are expecting continued growth in the future. Social media fans are an extension of our network and contact lists.</p>
<p>WEBSITE</p> <p>Our website has been an essential, multi-use platform for Speak Up Broward so far. It has far exceeded expectations for number of unique visitors, and has also served as a one-stop location for reports, promotional materials, and other information about Speak Up Broward.</p> <p>The online surveys hosted on the website also generated a large amount of activity. The number of both interactive and general questionnaire surveys taken was higher than anticipated and provided valuable information to Speak Up Broward.</p>
<p>ENGAGEMENTS AND COORDINATION</p> <p>Engagement events and coordination efforts with other organizations have so far been successful. Most notable have been the eTownHall Events, the Program for Empowering People (PEP) Mini-Grant Program, and the comments received from all of the outreach efforts to date. These activities have accomplished, and in some cases are continuing to accomplish, our goals of maximizing exposure, spreading the Speak Up Broward message, and collecting feedback from local communities. The feedback will hopefully continue to build, as we have established networks such as the Speakers Bureau and forums such as the Speak Up Broward website and social media accounts that can keep the conversation going.</p> <p>The Street Team events were not as productive as expected. Many of these events are seasonal. In the future, these should be planned to take advantage of many of the larger events that take place in the Winter and Spring.</p>
<p>COST-EFFECTIVENESS</p> <p>This metric has far exceeded expectations largely because Speak Up Broward was able to reach more people than expected, causing the cost per person in some cases to be less than half of what was originally predicted. This cost per person reached will most likely continued to decline in the future, assuming the same amount of people are engaged. Initial setup costs for website and social media profiles have already been incurred. Moving forward, it will be cheaper to update and maintain both of these items than it was to create them, allowing more money to be available for advertising and promoting them.</p>
<p>ENGAGEMENT CONTACTS</p> <p>Our list of contacts in each category is higher than expected, especially our network email list. Moving forward, emphasis should be placed on getting more participation and input from these groups rather than simply growing the numbers.</p>

Facebook Fanbase Coverage

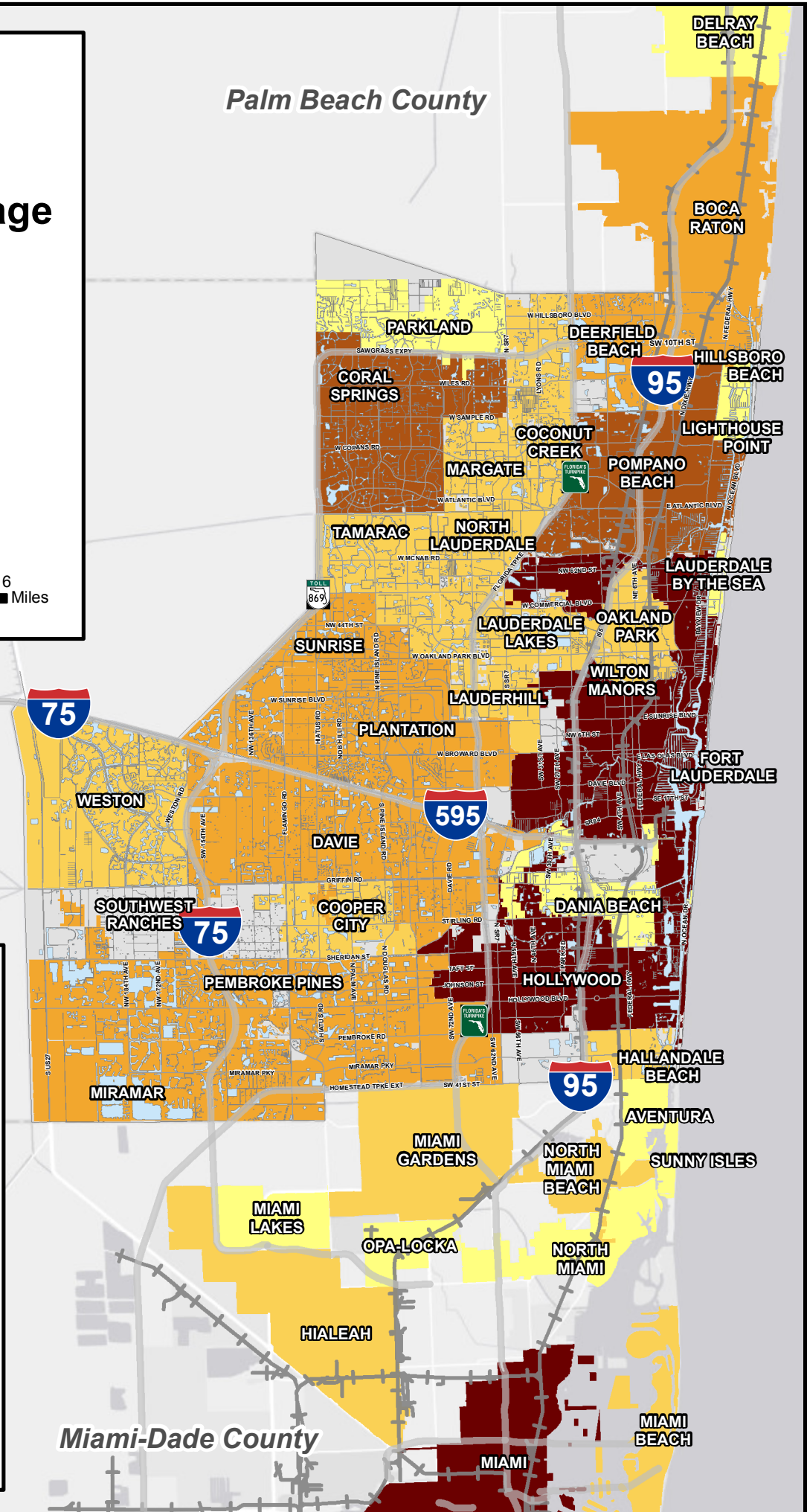
As of February 20, 2015

Followers per City



0 1.5 3 6 Miles

Palm Beach County



*Everglades
Conservation Area*

Cities with Followers Not Shown on the Map

Boynton Beach, FL
West Palm Beach, FL
Orlando, FL
Tampa, FL
Tallahassee, FL
New York, NY
Bellevue, WA
Los Angeles, CA

Miami-Dade County