

Summary of Event

EVENT: Speak Up Broward “Funding Our Transportation Future” presentation

DATE/TIME: November 18, 2014, 8:00 am

LOCATION: United Way of Broward County - Young Professionals, 1200 South Andrews Avenue, Board Room, Fort Lauderdale, Florida 33309

PRIMARY AUDIENCE: Young Professionals in Broward County

ESTIMATED NUMBER OF PEOPLE REACHED: 12

PROJECT TEAM MEMBER PARTICIPATION: Dave Wallace, Speakers Bureau Volunteer and Pamela A. Adams, Speakers Bureau Coordinator

PRIMARY CONTACT: Dave Wallace, United Way Director of Public Policy and Advocacy, Telephone (954) 453-3760; Email: DWallace@unitedwaybroward.org

SUMMARY OF EVENT:

- ✓ Dave Wallace facilitated self-introductions, and introduced Speak Up Broward and the “Funding Our Transportation Future” presentation.
- ✓ Following the presentation, Dave asked the group what transportation improvements would the group like to see in the future? The discussion highlights include:
 - More pedestrian-friendly transportation system
 - More bike paths
 - Less traffic congestion
- ✓ There was discussion about the funding options presented:
 - The group was interested in how the Millage-Based User Fee would be implemented.
 - What is the process to get any of the funding options implemented in Broward County? Does the public vote?
- ✓ There was discussion about the need for dedicated funding, including an increase in sales taxes.
- ✓ Who makes the decision about which dedicated funding source is pursued?
- ✓ How is the MPO getting the word out to the public?
- ✓ The group was asked what are the best strategies to get and keep them involved in Speak Up Broward. The suggestions were:
 - E-town Hall meetings
 - Social media (Facebook and Twitter)
- ✓ If there was a dedicated funding source who would be responsible to oversee the project plan and funding?

FOLLOW UP / ACTION RESULTS:

- The Group was asked to follow Speak Up Broward on social media to voice any questions, concerns and improvements
- The Young Professionals were asked to become Speakers Bureau volunteers and/or to identify presentation opportunities
- P. Adams will follow up with two of the members

EVALUATION OF EVENT: The meeting was effective in reaching an interested, new upwardly mobile professional group. The message about the need for dedicated funding options was embraced.

PHOTO CAPTION/INFO:



“Funding Our Transportation Future” - United Way of Broward County Young Professionals.