

# Outreach Toolkit

Commitment 2045 is the update to the Metropolitan Transportation Plan (formerly known as the Long Range Transportation Plan). This Outreach Toolkit empowers our partners to better involve the people of Broward in this process that plans, implements and builds new projects now and into 2045.

## What is the Metropolitan Transportation Plan?

Commitment 2045, the Metropolitan Transportation Plan for Broward (MTP), is an investment plan for Broward’s transportation system. The plan allocates available federal, state and local funds to maintain and improve the transportation system in the region now and in the future. This plan is one of the MPO’s core products and lays out a vision for the next five years and through 2045.



## How can I help?

The update of the MTP provides a great opportunity for stakeholders, community partners, and members of the public to shape the future of transportation in Broward. As a valued partner of the Broward MPO, this toolkit was developed so that you can help us broaden our outreach efforts and strengthen community relationships. Throughout 2018, we will reach out to the community through workshops, telephone town halls, surveys and social media. We will be working with you to reach as many people in Broward as possible.

## Tentative Commitment 2045 Schedule

- Commitment 2045 Development Begins – January 2018**
- Outreach to the Public – Ongoing**
- Goals, Objectives & Measures Outreach - Spring 2018 to Summer 2018**
- Needs Assessment Outreach - Fall 2018**
- Final Document – Summer 2019**

## Social Media

Social media is a critical tool in the outreach toolbox. Below is an at-a-glance reference to our social media channels, hashtags and some suggested messages for your use to drive input and interest in the Commitment 2045 update.

### Tag us!



[@SpeakUp Broward](https://twitter.com/SpeakUp Broward)



[@SpeakUpBroward](https://www.facebook.com/SpeakUpBroward)

### Include our hastags!

[#BrowardMTP](#)

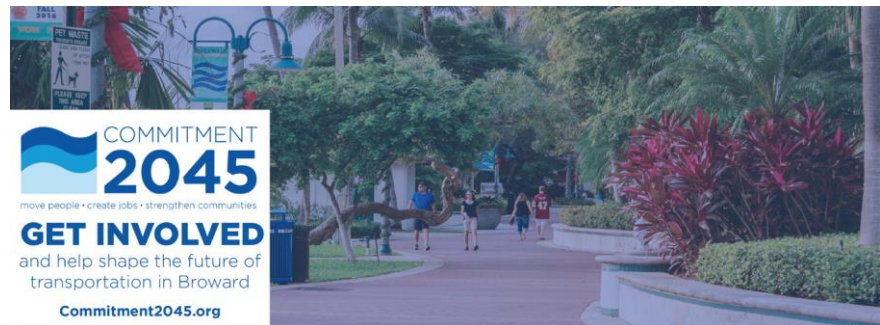
[#Commitment2045](#)

### Sample Posts (Can Be Copied & Pasted)

1. Together, we can shape the future of transportation in Broward now and in the future. Learn more about [#Commitment2045](#), visit [Commitment2045.org](http://Commitment2045.org) [#BrowardMTP](#)
2. [#Commitment2045](#) is a plan that will move people, create jobs and strengthen communities in Broward. To get involved, visit [Commitment2045.org](http://Commitment2045.org) [#BrowardMTP](#)
3. [#Commitment2045](#) is the transportation plan that will connect you to the places and people most important to you. To get involved, visit [Commitment2045.org](http://Commitment2045.org) [#BrowardMTP](#)

### Sample Images (For Instagram, Facebook and Twitter)

Facebook Banner Image



Instagram/Twitter/General Social Media Image



## Website Buttons & Banners

Website banners provide a direct link from partner websites to Commitment 2045 materials, surveys and content. For banners with specific dimensions please contact the Broward MPO at [knickelbeind@browardmpo.org](mailto:knickelbeind@browardmpo.org).



Horizontal



Vertical

## Introductory Video

Commitment 2045's introductory video provides an engaging overview about the MTP process.. This video is available online and can be provided in any standard video file format for distribution.



### Caption

Learn more about the Commitment 2045 and the Broward MPO's Metropolitan Transportation Plan process.

[Click here to view the video with Spanish subtitles.](#)

## E-Blast/Newsletter Message

Our newsletter/e-blast content can be included in any monthly/quarterly newsletters and other publications circulated to the community. Partners are free to edit this content to fit their audience and specific purpose.

*Last year, the Broward Metropolitan Planning Organization (Broward MPO) celebrated 40 years of being a transportation leader in our region. This year, the Broward MPO will begin development of Commitment 2045, the update to their Metropolitan Transportation Plan (MTP) effort and will continue to look towards the future by planning, implementing and building new projects now and into 2045.*

*Updating the MTP every five years (also known as the Long Range Transportation Plan-LRTP) is one of the Broward MPO's core responsibilities. Commitment 2045, the update of the previous MTP, kicks off this month and will take approximately 18 months to complete. Developing the 2045 plan includes robust public involvement, outreach to stakeholders and collaboration with partner agencies, extensive data collection and analysis, traffic and financial modeling, and other analyses that will produce a plan and prioritize projects for implementation.*

*The update of the MTP provides a great opportunity for stakeholders, community partners, and members of the public to tell us what type of transportation future you envision for our community.*

*For more information on the Metropolitan Transportation Plan, and to learn how you can get involved, please visit: [Commitment2045.org](http://Commitment2045.org)*

## Sample E-Blast/Newsletter Images



It is encouraged to include images with newsletter/e-blast content. These images provided are examples only.

## Survey

Gauging the public's feedback through online and in-person surveys are an important component of Commitment 2045's public outreach strategy. The Broward MPO will provide surveys periodically in order to capture valuable feedback.

[Click here to take the survey](#)

## Questions?

The Broward MPO is committed to reaching as many people as possible as part of the Metropolitan Transportation Plan update. Partners with questions or special requests for materials should contact:

**Daniel Knickelbein**  
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(954) 876-0053

*Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status. Persons who require special accommodations under the American with Disabilities Act or persons who require translation services (free of charge) should contact Christopher Ryan, Public Information Officer/ Title VI Coordinator at (954) 876-0033 or 0036 or [ryanc@browardmpo.org](mailto:ryanc@browardmpo.org) at least seven days prior to the meeting. If hearing impaired, telephone Florida Relay at 711.*