Engaged with the Public: Connecting in a Meaningful Way

Erica Lychak, Communications Manager
Anthea Thomas, Public Outreach Manager
Where We Are

The Broward MPO is located in sunny Southeast Florida

@SpeakUp_Broward

2M+
What We Do

Broward Metropolitan Planning Organization

Move People & Goods | Create Jobs | Strengthen Communities
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)
Reaching the Young: Regional Efforts
• TRAC and RIDES (Nationwide)
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
Aging Population Outreach: AARP at Walking Audits

- CAC Chair on AARP Regional Leadership
Aging Population Outreach: SW 10th Street

- Controversial Project
- Consensus Building
- Community Oversight Advisory Team (COAT)
Aging Population Outreach: SW 10th Street

• The COAT still informs our DOT and their community about this project.
Equitable Outreach: Mobile-Friendly Access

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• Redesigned BrowardMPO.org in 2016 to be mobile-friendly

• > $30K/year, 64% own a smartphone
Equitable Outreach: Getting the Word Out

- Leverage Your Partnerships and Resources
- City Cable Channels

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BrowardMPO.org
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

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

Follow Us!

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/company/speak-up-broward
/ SpeakUpBroward
Reaching Busybodies: Get Social

Surveys

Outreach Events

Ongoing Conversation with the Community
Reaching Busybodies: Get Social

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

• Let’s Go Biking!
• Let’s Go Walking!
• Walking Audits
To view our Commitment 2045 Interactive Map, open your phone camera, hover over the code & click on the link.

Putting it into Practice: MTP

- Interactive Map
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

Broward MPO Title VI Program
FY 2016 & 2017 Outreach Activities & LEP Households
“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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