

## Summary of Event

**EVENT:** Introduction to Speak Up Broward

**DATE/TIME:** Tuesday, May 20, 2014 1:30 pm

**LOCATION:** Fort Lauderdale City Hall, 100 N. Andrews Avenue, Fort Lauderdale, FL 33301  
8<sup>th</sup> Floor Conference Room

**PRIMARY AUDIENCE:** City of Fort Lauderdale Commission and the public.

**ESTIMATED NUMBER OF PEOPLE REACHED:** 40 (Commission members, staff and the public)

**PROJECT TEAM MEMBER PARTICIPATION:** Christopher Ryan, Broward Metropolitan Planning Organization (BMPO), Public Information Officer, Jill Quigley, Jacobs, Speak Up Broward Project Manager and Pamela Adams, Speakers Bureau Coordinator

**PRIMARY CONTACT:** Christopher Ryan, BMPO

**SUMMARY OF EVENT:** The purpose of the meeting was to introduce Speak Up Broward to City of Fort Lauderdale Commission and residents in attendance at the meeting.

- ✓ Chris Ryan introduced the Speak Up Broward initiative to the audience.
- ✓ Jill Quigley presented the facts and information that have been collected through the Speak Up Broward initiative.
- ✓ Commission members had the following comments and observations:
  - The focus of the discussion was related to funding future transportation choices. The commission members in attendance (Bruce Roberts, Vice Mayor, Dean Trantalis, and Romney Rogers) asked about the funding options and the impacts on the public and City.
  - There was considerable discussion about the approval process for each of the funding options and the amount of revenue that would be generated to pay for new transportation improvements.
  - Lee Feldman offered his perspective on the funding options specifically focusing on the Tourism Development Tax.
  - Engaging the public in a 2040 transportation plan is difficult. It is difficult for the average citizen to visualize a plan in more than five year increments. (R. Rogers)
- ✓ Jill reviewed the timeline to ensure the Commission was aware that more information would be available in September/October based on when the MPO Board adopts the 2040 Long Range Transportation Plan.

- ✓ Chris stressed that Speak Up Broward is a public information initiative/campaign to engage the public to get them thinking about the future transportation needs and funding options. The BMPO is not advocating for any particular dedicated funding model, only making the information available to the public for discussion and consideration.

**FOLLOW UP / ACTION RESULTS:**

- ✓ Chris and Jill will respond to questions
- ✓ Follow up for another presentation to the public in September

**EVALUATION OF EVENT:** The Commission was genuinely engaged.