

## Summary of Event

**EVENT:** Introduction to Speak Up Broward

**DATE/TIME:** Tuesday August 12, 2014 11:00 AM

**LOCATION:** Career Source Broward, 3501 NW 5<sup>th</sup> Way, Suite 3000, Fort Lauderdale, FL 33309

**PRIMARY AUDIENCE:** Career Source Broward Field Managers

**ESTIMATED NUMBER OF PEOPLE REACHED:** 6

**PROJECT TEAM MEMBER PARTICIPATION:** Joe Yesbeck, T.Y. LIN International. Speakers Bureau Volunteers: Pamela Adams, Davicka Thompson

**PRIMARY CONTACT:** Diana Graham, Administrative Assistant

**SUMMARY OF EVENT:** The purpose of the meeting was to introduce Speak Up Broward to the One Stop Center Managers throughout Broward County.

- ✓ Ronald Moffett, Career Source Broward, V.P. of Operations welcomed and introduced the team to the managers meeting.
- ✓ The Transportation Today and Tomorrow exercise was introduced by Davicka Thompson.
- ✓ Speak Up Broward's presentation "*Let's Talk Transportation*" was given by Joe Yesbeck.
- ✓ Comments and questions during and following the Speak Up Broward presentation:
  - Transportation (bus service) is not efficient, scheduling delays are challenging for people going to work. Especially difficult for working parents who have to drop children off to day care before going to work.
  - There should be a better means to coordinate multimodal travel within the County/Region.
  - Real-time scheduling information for riders.
  - A discounted fare should be available for the unemployed and those seeking work. Staff has pooled funds to assist clients without bus fare.

- ✓ The Today and Tomorrow exercise was completed after the presentation. The following are comments from the managers:

Today:

- More amenities, such as bus stops, benches, and shelters
- Better scheduling from southwest Broward to eastern Broward
- Well-travelled routes are too crowded during peak hours
- Maintain schedules, on-time service is poor
- Safety is essential
- Better connections to Margate and Hollywood are insufficient

Tomorrow:

- Customized routes for certain large employers.
  - Improved customer service training for bus drivers.
  - Real-time transit information for customer (web/text/twitter) delays to customers
  - Improve public relations efforts. Let the public know about service improvements and enhancements/tell the good stories.
  - Seek funding to improve services.
  - Improved transit/transportation planning tools.
  - Provide bus passes or gas cards for the homeless or other job seekers enrolled in Career Source Broward programs.
  - BCT should promote a “ride for free day” to introduce non riders to the system.
  - More assistance to help the public plan trips using various transportation
- ✓ Mr. Yesbeck informed the group about South Florida Commuter Services. How the organization assists the public to coordinate transportation throughout the county and promotes ride sharing.
  - ✓ The funding subject was raised by a manager. Mr. Yesbeck described how transportation is funded in Broward and throughout the U.S. He discussed the status of declining federal gas tax revenue and the need for alternate revenue sources to fund transportation.
  - ✓ The group was encouraged to use social media tools to follow Speak Up Broward.
  - ✓ The Managers were asked to join the Speakers Bureau and to recommend a venue for future presentations.

**FOLLOW UP / ACTION RESULTS:**

- ✓ Send and link to South Florida Commuter Services web site to Ms. Graham to be distributed to the management team. AGC will send the link (<http://www.1800234ride.com/>) to Ms. Graham.
- ✓ Contact Ms. Natalie Beasley at the United Way for new presentation opportunities.

**EVALUATION OF EVENT:** The One Stop Shop Managers were very knowledgeable about the challenges related to transportation in Broward County. They were very interested in the discussion.



Joe Yesbeck, Introducing Speak Up Broward to the One Stop Center Managers at Career Source Broward