

## Summary of Event

**EVENT:** Regional Business Alliance

**DATE/TIME:** January 16, 2014 8:30 AM

**LOCATION:** South Florida Business Journal Office  
6400 N. Andrews Avenue, #200, Fort Lauderdale, FL 33309

**PRIMARY AUDIENCE:** Broward, Miami-Dade and Palm Beach counties (South Florida region)

**ESTIMATED NUMBER OF PEOPLE REACHED:** 12 in attendance

**PROJECT TEAM MEMBER PARTICIPATION:** Elly du Pre, Lighthouse of Broward, Speaker; Lynda Mifsud and Pamela Adams, Facilitators

**PRIMARY CONTACT:** Ralph Marrinson, Chairman, Regional Business Alliance, Chair; Karen Boutros, Executive Director, Broward Workshop (kareen@browardworkshop.com)

### **SUMMARY OF EVENT:**

- ✓ The Regional Business Alliance invited Speak Up Broward to present “Let’s Talk Transportation” at their regularly scheduled meeting to provide input and explore opportunities for more involvement from this group.
- ✓ Lynda Mifsud provided a brief overview about Speak Up Broward and introduced Elly du Pre, the speaker.
- ✓ Mr. Marrinson offered some opening comments about the need to break down invisible walls between our counties. He explained to the group the role of a Metropolitan Planning Organization and that in South Florida, there were individual MPOs for each county.
- ✓ Ms. Du Pre’ opened the presentation with the interactive exercise “Transportation: Today and Tomorrow” to gather perspectives about transportation now and in the future.

### **Exercise Results presented at the end of the presentation:**

*Today:* Not connected, fragmented, transportation needs greater public acceptance, limited regional services, inconvenient, not user friendly, limited service area.

*Tomorrow:* Completely connected, seamless, easy to use, accessible, user friendly, expanded service, more transportation options on key corridors, activity/mobility HUBS focused on economic development, double decker highways.

- ✓ Mr. Marrinson shared his take on the problem of operating meaningful transit choices for much of our region, including Broward, is the suburban development pattern.
- ✓ Mike Masanoff questioned the name Speak Up Broward stating that it should have a more regional nuance. Ms. Mifsud explained that Speak Up Broward is geared to engage/inform Broward residents and get their input on future transportation needs and funding options

to sustain those needs. It is after all an initiative of the Broward MPO; however, this effort must keep the focus on the region in all that it does. She explained that originally, Broward MPO Executive Director Greg Stuart invited neighboring counties to participate in the public engagement effort now underway, but they declined. Nonetheless, regional issues underlie all planning efforts in the county with roughly 1 out of 4 residents commuting to adjacent counties for work.

- ✓ Mr. Marrinson shared the experiences of San Diego (similar to Broward) and Portland (too much transit). He suggested we start a bold campaign to get people's attention to the problem of limited transportation choices. He also suggested there were a lot of government agencies involved and that more coordination was called for to find regional solutions such as common fare cards. He suggested we use a table of organizations to explain the complexities of the multitude of governmental entities involved.
- ✓ Frank Herhold suggested that water taxis be examined as part of the transportation solution.
- ✓ Ms. Adams described the role of the Speakers Bureau and asked for volunteers to participate in future engagements, either as a speaker or facilitator. She also asked for suggestions for future engagements.
- ✓ Ms. Mifsud invited everyone to attend the Partners Group on February 10, 2014 at the Broward County/FDOT Regional Transportation Management Center.
- ✓ Isabel Cosio-Carballo presented on the recently completed Seven50 sustainable communities plan immediately following the Speak Up Broward presentation. Transportation and land use are a big element of the Seven50 recommendations.
- ✓ Gary Wendt pointed to success with other areas such New York City in reshaping their regional into more of a collaborative effort, one that draws from competition to make the region stronger. He suggested that Broward leaders need to change the dichotomy of how we see ourselves. To be successful, the region needs to limit the focus of what it wants to focus on first.
- ✓ Mr. Marrinson challenged the Regional Business Alliance with the task of dissecting the Seven50 report and deciding what they want to take on. He indicated that it will take a regional effort to break down the borders while keeping our differences in tact.
- ✓ Ms. Boutros reminded the group how impressed Washington DC leadership has been with the regional coalition that visited this past fall to discuss local issues and funding needs.

#### **FOLLOW UP / ACTION RESULTS:**

- ✓ Ms. Adams will follow up with Frank Herhold, Joe Yesbeck, and Tom Kennedy about their interest in becoming members of the Speakers Bureau and other presentation opportunities.

**EVALUATION OF EVENT:** The Regional Business Alliance will be taking a leadership role in furthering the recommendations from Seven50 once they prioritize their interests, decide what they want to take the lead on.

**PHOTO CAPTION/INFO:** Attached (following page)

**PHOTO SOURCE/CREDIT:** Adams Consulting Group, Inc.

