

Summary of Event

EVENT: United Way of Broward Young Professionals Group – special meeting

DATE/TIME: Tuesday, January 21, 2014 Noon

LOCATION: Broward Metropolitan Planning Office
100 West Cypress Creek Road, Suite 850, Fort Lauderdale, FL 33309

PRIMARY AUDIENCE: United Way of Broward Young Professionals Group

ESTIMATED NUMBER OF PEOPLE REACHED: 12 in attendance

PROJECT TEAM MEMBER PARTICIPATION: Dave Wallace, United Way of Broward, Speaker; Marianne Winfield, Smart Growth, and Davicka Thompson, Facilitators

PRIMARY CONTACT: Mr. Dave Wallace, Director of Public Policy, Advocacy, United Way of Broward, dwallace@unitedwaybroward.org

SUMMARY OF EVENT:

- ✓ The purpose of the meeting was to share the “Let’s Talk Transportation” presentation to the United Way of Broward Young Professionals Group and to discuss strategies to get engaged in Speak Up Broward.
- ✓ Davicka Thompson did a brief introduction about Speak Up Broward and introduced the Speak Up Broward team, including Priscila Clawges with the Broward MPO.
- ✓ Dave Wallace welcomed the group and called for self- introductions.
- ✓ Ms. Thompson introduced the interactive exercise “Transportation: Today and Tomorrow” to get the groups perspectives about transportation now and in the future.
- ✓ Dave Wallace presented “Let’s Talk Transportation”
- ✓ The group had questions and comments as follows:
 - The cost of travelling in the Express lanes should be advertised sooner.
 - In one year someone spent an estimated \$2,000 travelling in the Express lane. He suggested that an incentive program be implemented to reward frequent travelers.
 - The transportation challenges in Broward are primarily going southbound and until there is a rail going east and west, transportation will be congested.
 - What is a corridor?
Response: Dave referenced examples of corridors in the presentation. Priscilla described a corridor as a long major roadway.
 - Is it possible to build overhead lanes on I-95 or I-595 to enhance capacity? The example is travelling the overpass to Miami.
 - When will there be a real-time app to notice users about current conditions about I-595 and I-95 Express Lanes. **Response: Priscilla reported that Broward County**

Transit is expecting to roll out a system in 12-18 months. It is expected to report on rail and transit services to customers.

- What cities of a similar size as Fort Lauderdale are being used to reference best practices in transportation?

Response: Priscilla cited Denver and Portland.

- ✓ Marianne Winfield expressed the importance of the younger generation getting involved in Speak Up Broward, because the decisions that would be made will affect them and their children.
- ✓ Ms. Thompson provided a summary of the results of the “Today and Tomorrow” exercise.

Exercise Results:

- *Today:* More accessibility in downtown areas, long commute in traffic, not enough public transportation options, getting expensive, moderately easy for recreation usage, no free fuel efficient city transportation downtown, confusing, congested and slow, easy to get around north Broward.
 - *Tomorrow:* Easily accessible, convenient, free fuel efficient transportation downtown, more public transit options, more time sensitive, technology driven, accessible to all east and west/north and south, automated, digital, mobile apps, faster trips, clean, public transportation like people mover in Dade.
- ✓ Ryan Shea asked what could the Young Professionals do to support Speak Up Broward?
Response: Ms. Thompson explained the Speakers Bureau and presented a call to action to get involved in the Speakers Bureau as a speaker and/or facilitator. She also asked for ambassadors to further the conversation within their circles of influence. A Network Sign-Up Sheet was distributed for those who want to stay in the loop for Speak Up Broward.

FOLLOW UP / ACTION RESULTS:

- ✓ Ms. Adams will follow up by e-mail with the group to thank them for the audience and to further engage them in Speak Up Broward.
- ✓ Each person on the Network list will be added to the Master Network List.
- ✓ Ms. Adams will follow-up with Ryan Shea who made a special request to participate.
- ✓ Follow-up on social media channels and their activation date, as these tools were promoted to this audience with hopes information will be disseminated this way.

EVALUATION OF EVENT: The presentation was well received. The group was totally engaged. The attendees had a lot of questions and suggestions.



PHOTO CAPTION/INFO: Attached

PHOTO SOURCE/CREDIT: Adams Consulting Group, Inc.

