



TAYAN Alliances, Inc.  
Dates of program: May 21, 2014  
Communities Served: Affordable Housing  
Project/Survey Target Audience: Business Community

Brief Introduction of project:

TAYAN Alliances, Inc. (TAYAN) project focused on surveying local business owners and employers in the community. The survey was intended to increase the target audience's awareness about transportation options, future decisions in Broward County and how these may positively/negatively impact their business.

TAYAN chose to incorporate private sector employers as a new way to engage the community. This project was an attempt to give small and medium size businesses the chance to voice their opinions about the funding, options and state of transportation in Broward County. Further, this project is a starting point for establishing a relationship with the business community, whose feedback is significant to the debate for a solution to decrease transportation and housing costs as a percentage of income.

Project Summary:

The project activities included targeted surveys for business owners and employers. TAYAN hosted a breakfast series as its main event at the Fort Lauderdale Biz-to-Biz Expo, held at the Fort Lauderdale Convention Center. At this event TAYAN was able to engage the respondents about the MPO and Speak-Up Broward Project.

TAYAN also presented at the Proactive Business Concepts lunch series in Pembroke Pines. This organization hosts monthly breakfast and lunch events for small/medium sized business where companies and organizations can showcase its products or services. The benefit of this venue and format is that respondents can provide insight, examples and opinion about their transportation experience and the state of transportation, including the impact on their business.

Similarly, TAYAN was invited by the host of Biz-to-Biz Expo to conduct a follow-up survey at its networking event in Fort Lauderdale. This event was TAYAN's final event before the close of the project. This event was similar in format to the Proactive Business Concepts lunch series. The attendees were welcoming of the survey and interested in the work of the MPO and Speak-Up Broward.

Challenges:

The most significant challenge to our project was the delay in the approval of our survey questions. Since TAYAN's project was targeted to business owners and employers, the survey required

questions that would be relevant to the target audience. The approval of the survey questions pushed back the start date of the project longer than expected.

Secondly, the respondent's awareness of the MPO and Speak-Up Broward presented a challenge. Even though we expected the respondents' awareness to be low, a lot of time was spent explaining the role of the MPO; which allowed us less time to survey more people at the event.

The survey was also available online and via QR code, but this method wasn't as successful as anticipated. We suspect this method was unsuccessful because of the short time horizon to collect responses. Given a longer time period, multiple attempts and more promotion, the web survey and QR code may have been more successful.

Surprisingly, we faced challenges with getting the other agencies to participate in the survey. For example, Family Success was reluctant to allow us to survey because they were already part of another transportation survey. Another example, one of the Chamber of Commerce's were part of the presentation from the speaker's bureau and declined to allow TAYAN to survey at its business events.

#### Solutions:

Fortunately, we were able to overcome the awareness challenge at the business expo by splitting up the surveyors. This allowed one person to provide detail and background information about the MPO and the project in small groups, while the other surveyor canvassed the attendees and surveyed them individually. We had the most success with this project when we were able to speak with people directly about the purpose of the survey and how their input was important and necessary.

#### Conclusion/Results:

Surprisingly, the business community welcomed the opportunity to provide feedback and were interested in future of transportation in Broward as well as the MPO and its role. TAYAN collected a total of 94 surveys during its project. This survey definitely achieved its goal of increasing awareness about transportation decision and options among the business community

#### Recommendations:

It is my recommendation to continue engaging the business community. It would be best to survey them at events targeted to small/medium businesses and/or in a town hall or small group setting. For example, the breakfast series was successful at capturing attendees' attention. It also allowed them to have a conversation about the topics and give more insight into their opinions and experiences about and with Broward County transportation. These conversations were insightful because the participants have a good understanding of the strengths and weakness of local transportation and offer creative solutions for funding and improvements that would benefit the community and commerce.

