

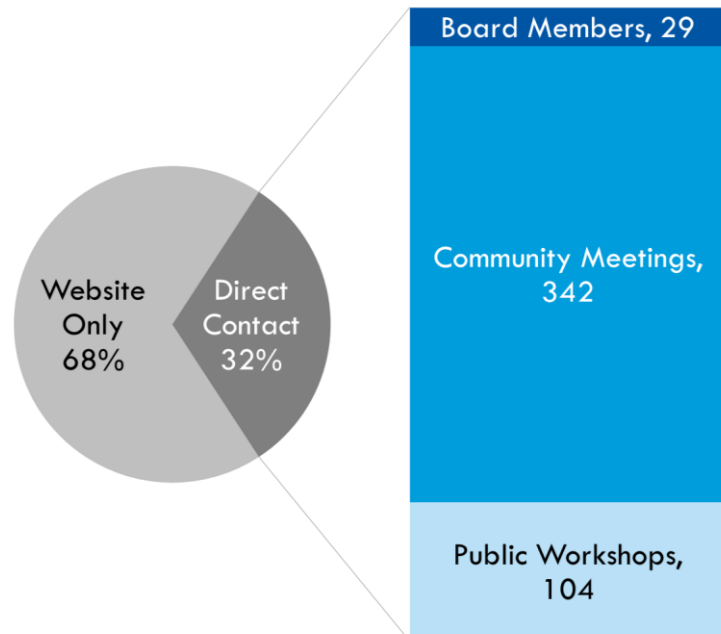
PUBLIC OUTREACH ACTIVITIES AND PARTICIPATION

Commitment 2040 implemented a successful and extensive public outreach strategy that leverages digital and unconventional resources to maximize public participation. Overall, approximately 2,000 people contributed to the planning process - up to the development of the draft list of affordable projects (June 27, 2014) - with a cost of approximately \$125 per participant. *Commitment 2040's* outreach strategy comprised of a heavy digital presence of webpages and multiple online surveys, workshops and community appearances, a television campaign, and coordination with local municipalities and their specific outreach resources. These strategies saturated our planning area with opportunities to *Get Connected, Stay Informed*.

Website Statistics¹

Total no. of visitors	1,783
Total no. of new visitors ² (38%)	673
Month with the most new visitors (156)	April 2013
Total no. of page views	10,124
Total no. of unique page views	6,606
Average no. of pages viewed by visitors	6
Average time of each page view	80 sec.

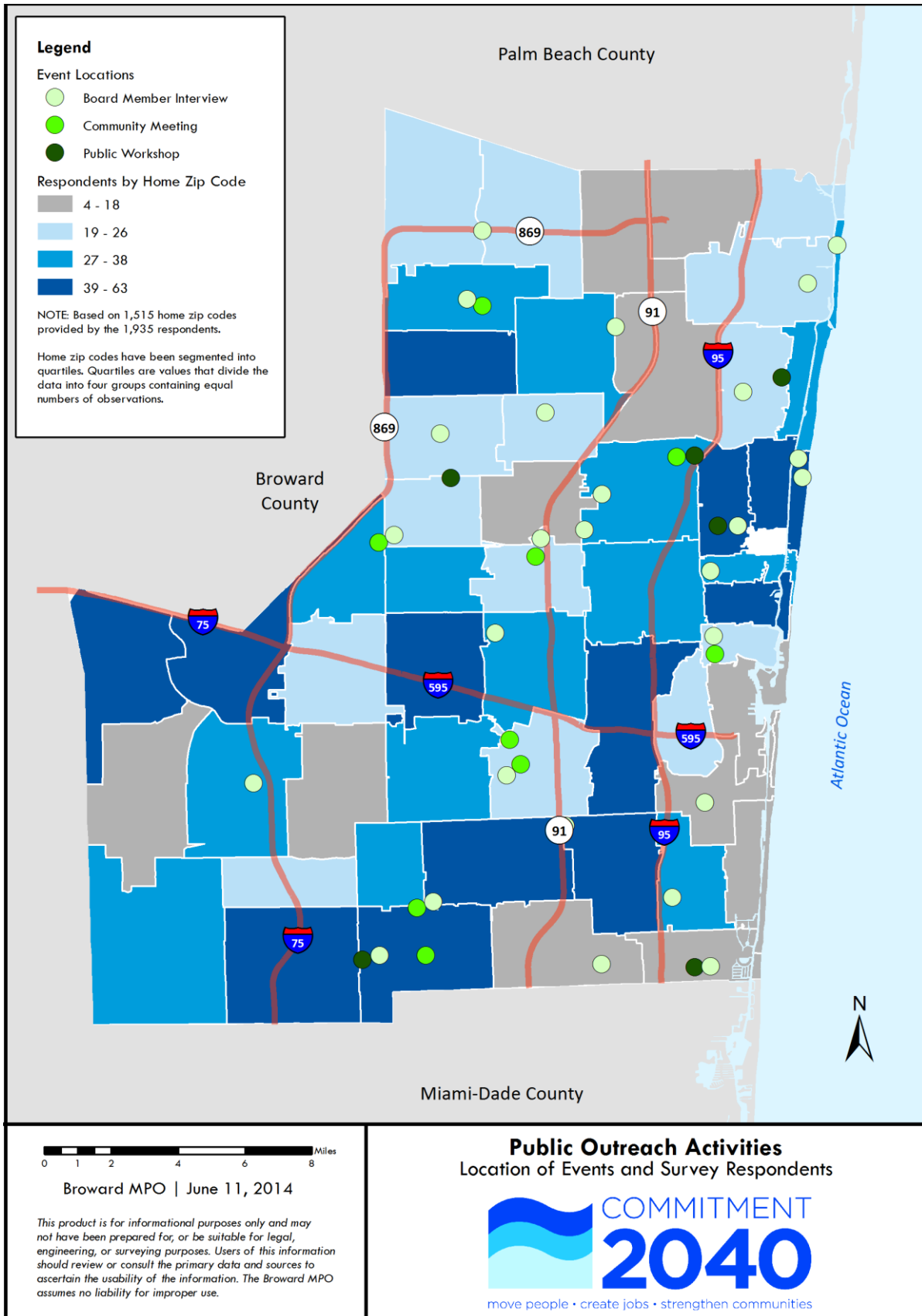
Participation by Outreach Activity



Coordination with municipal public information officers and our Board members - locally elected officials - to directly engage local communities was key to the creation of *Commitment 2040*. In addition, a *Commitment 2040* specific 90-second commercial aired on 11 local cable access channels for several months covering thousands of potential viewers.

¹ These visits were to *Commitment 2040* webpages, which are imbedded within the Broward MPO website.

² These visitors had not previously visited the Broward MPO website. They comprise 38% of the total number of visitors to *Commitment 2040* related webpages.



For additional information on the Broward MPO and *Commitment 2040*, visit www.browardmpo.org.