



Covenant Keepers Community Development, Inc.

Dates of program: March-August 2014

Communities Served: Central Broward County (Fort Lauderdale, Lauderhill,  
Lauderdale Lakes, Plantation, Sunrise and Tamarac)

Target Audience: Individuals who utilized public transportation

#### Brief Introduction of project:

*Covenant Keepers Community Development, Inc. conducted activities to engage the minority communities in a phenomenological research approach to obtain information on transportation experiences. This approach allowed for human experiences to be studied from consumer's perspective. Therefore in this process as a "Partner", Covenant Keepers Community Development, Inc. utilized grassroots efforts to conduct surveys through canvassing communities including areas where public transportation is frequent. The organization also coordinated a "Traveler's Experience", which encompassed a group of ten (10) community members who traveled throughout the county using the transportation system. Social Media was another mechanism employed during this project. Covenant Keepers Community Development, Inc. incorporated social media to display interactive project messaging in the form of words, pictures and survey. The information gathered through all of the aforementioned activities was in reference to the participant's transportation needs, experiences and desires. Covenant Keepers Community Development, Inc. not only gathered information regarding the consumer's transportation experience, the organization also used this project as an opportunity to connect and provide the consumer with the latest information pertaining to transportation in Broward County.*

#### Project Summary:

*Although Covenant Keepers utilized Social Media to distribute information regarding Speak Up Broward's Program for Empowering People's (PEP) purpose and objectives, there was very little interaction from the community via this mechanism. However, the majority of the activities conducted by Covenant Keepers Community Development involved face to face interaction with community members. Via community canvassing, Covenant Keepers was able to survey three hundred and fifty-four (354) community members. Most of the community members engaged was contacted in public areas where those persons were accessing public transportation. Areas such as bus stop, bus*

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*terminals, as well as, popular neighborhood icons, such as the Oakland Park Flea Market, were the targeted location for community feedback. During the program implementation, Covenant Keepers also participated in three (3) community events where the attendees received information regarding the Speak Up Broward PEP program and Broward's transportation information. The community events were as follows:*

- (1) "Rock the Block" Community Event held by the Christian Community Church of God in Lauderhill. During this event one hundred (100) people were reached and Forty-three (43) surveys completed.*
- (2) New Life Fellowship Center's community health fair in Sunrise were fifty (50) people were reached and thirty (30) surveys completed.*
- (3) "Me and My Dad Challenge" event at Carter Park in Fort Lauderdale in which fifteen people reached (15) and Five (5) surveys completed.*

*Covenant Keepers concluded Speak Up Broward's PEP program with an activity entitled "Traveler's Experience". The "Traveler's Experience" encompassed a group of ten (10) community members traveling throughout the county using the transportation system. They used the concept of "Photovoice" to document their experiences through taking of pictures along with sentences describing their experience.*

#### **Challenges:**

*In programming, Covenant Keepers were able to reach the community through community canvassing. Yet community canvassing was an outdoor activity, hence weather was a hindrance in completing scheduled tasks. Several individuals when approached stated it was "too hot" to complete the survey and at other times rain prohibit the completion of scheduled activities. Moreover, individuals did not want to complete surveys because they stated it was too long while others complained they did not comprehend the content of the survey due to wording.*

#### **Solutions:**

*In order to counteract the apparent challenges, Covenant Keepers offered bottles of waters to those who would take the time to complete the survey. During inclement weather, the Covenant Keepers team came together and strategized other areas where surveys could be completed in an indoor facility. In addition, the Covenant Keepers team used coaching and empowerment techniques to engage hesitant community members. Furthermore, when comprehension appeared to be an issue, Covenant Keepers team members would complete the survey verbally with the options to explain the meaning of the terms on the survey.*

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## Results:

*As a result of the intervention executed, Covenant Keepers were able to get the engage more than five hundred (500) people, from thirty-four (34) different zip codes, in conversation regarding Broward's transportation status and future. Of those more than five hundred (500) engaged, three hundred and fifty four (354) completed surveys allowing for documentation of their perceptions, thoughts and wishes for Broward's transportation system. Due to the fact some of the surveys were completed during community events, some of the survey responded resided outside of the targeted survey areas.*

## Conclusion:

*The interferences which Covenant Keepers were allotted during this process have provided an opportunity to engage community members who otherwise would not be involved in the conversations regarding Broward's transportation. This process educated those community members on their value and gave them a voice on the topic. As a result of their voices, Covenant Keepers was able to find out that community members are concerned about price, safety, technology, timing, maintenance, and customer service pertaining to Broward's transportation systems.*

## Recommendations:

*Based on the summation of the results gathered by Covenant Keepers, the following recommendations are proposed;*

- (1) Continual training and development opportunities for transportation personnel*
- (2) Increase the presences, awareness, and purpose of Broward Metropolitan Planning Organization in these service areas through connecting with trusted community organizations.*
- (3) Provide opportunities for continuous community involvement, education and input in conversations regarding Broward's transportation sector.*

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# COVENANT KEEPERS

## Speak Up Broward

### (Program for Empowering People)

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# Project Summary

## 1) Social Media

## 2) Community Canvassing

- a) “Rock the Block” Community Event held by the Christian Community Church of God in Lauderhill. During this event one hundred (100) people were reached and Forty-three (43) surveys completed.
- b) New Life Fellowship Center’s community health fair in Sunrise were fifty (50) people were reached and thirty (30) surveys completed.
- c) “Me and My Dad Challenge” event at Carter Park in Fort Lauderdale in which fifteen people reached (15) and Five (5) surveys completed

## 3) “Traveler’s Experience”



# Challenges

1. Weather
2. Survey Length
3. Survey Content



# 354

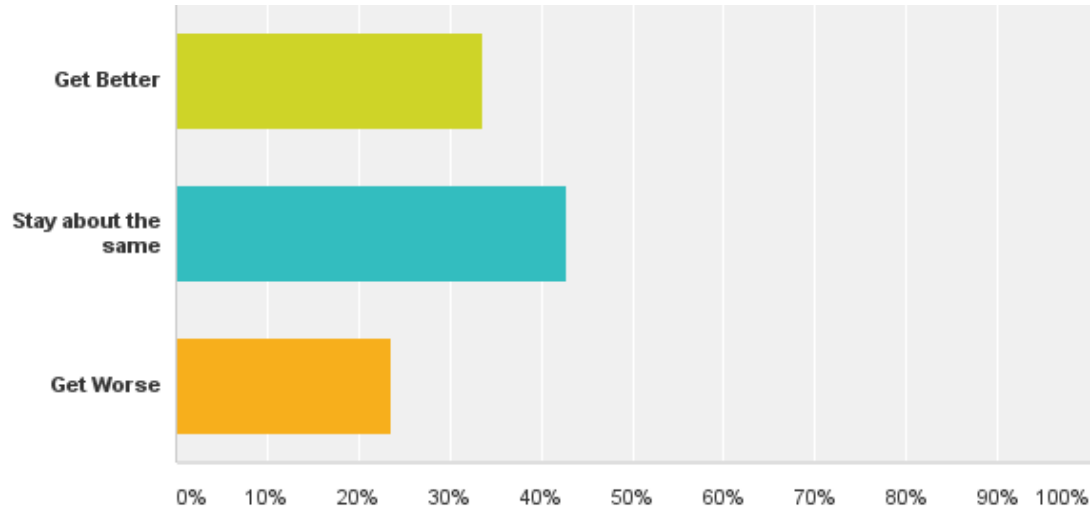
Total Survey Responses



# Q1: How will traffic congestion on Broward's roads and highways change over the next five to ten years?



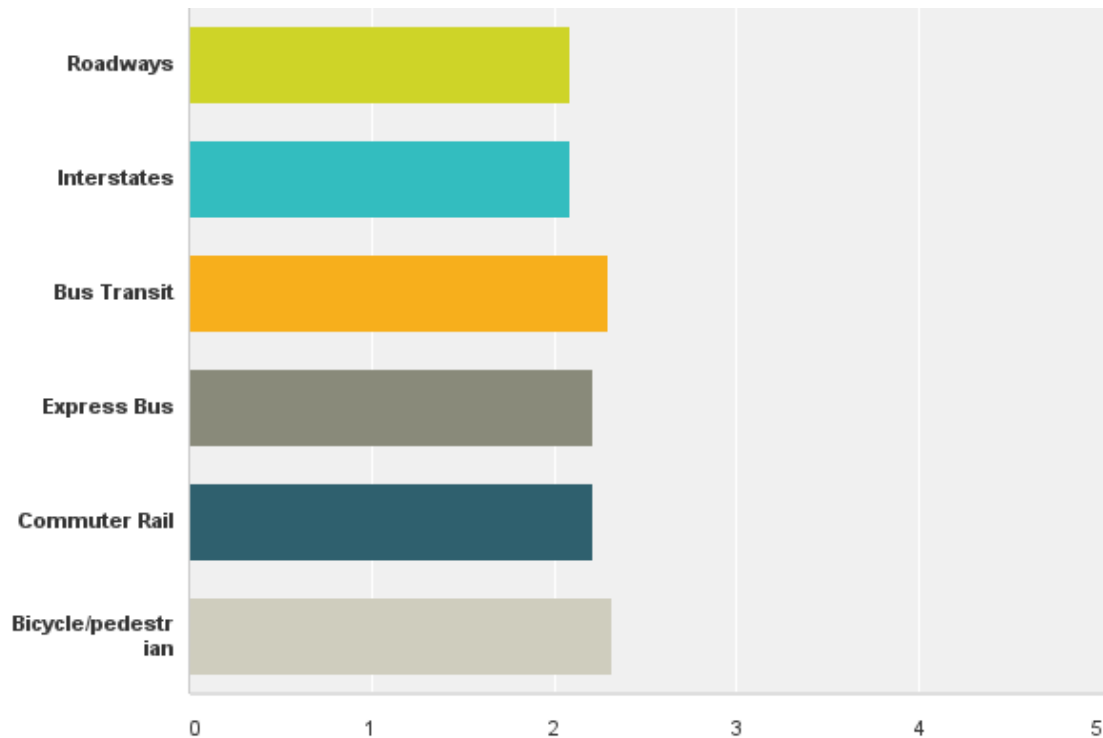
Answered: 352 Skipped: 2





## Q2: Evaluate the following statements.

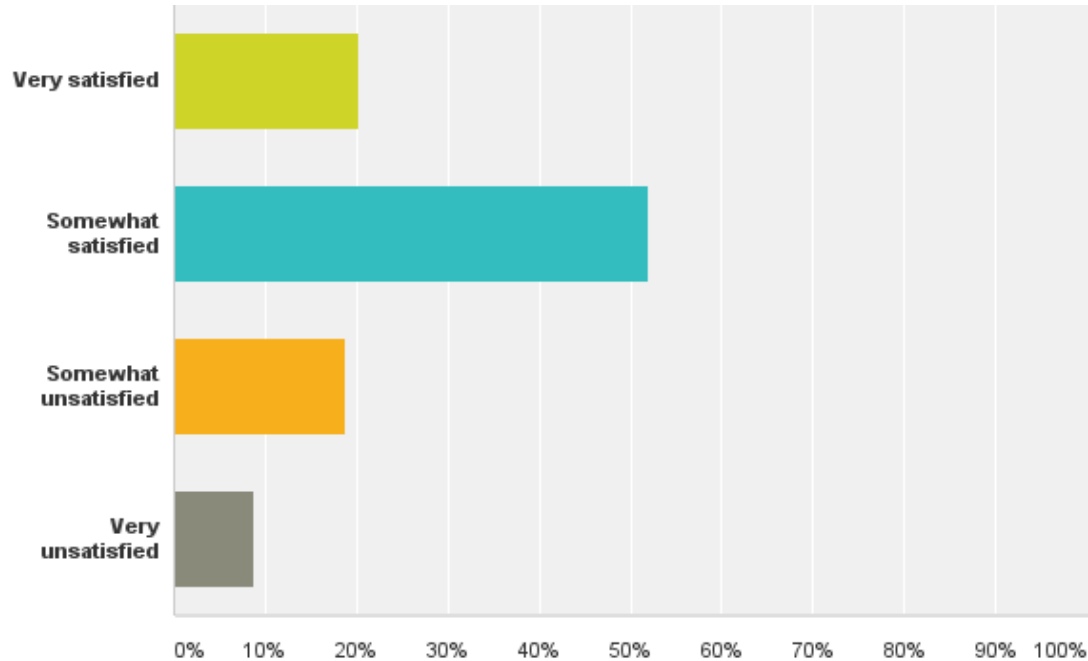
Answered: 323 Skipped: 31



### Q3: Are you personally satisfied or unsatisfied with your alternative options to driving (transit, bicycling, walking)?



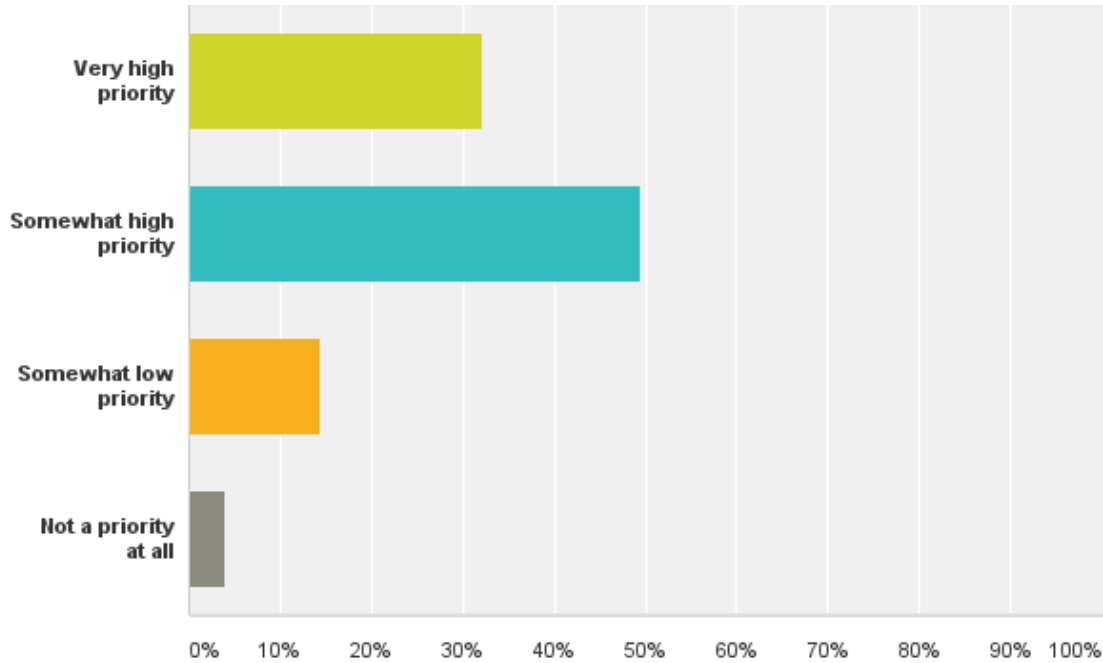
Answered: 350 Skipped: 4



# Q4: How much of a priority should expanding public transportation services (local transit bus, express transit bus, transit rail, and commuter rail) be for the future of Broward area?



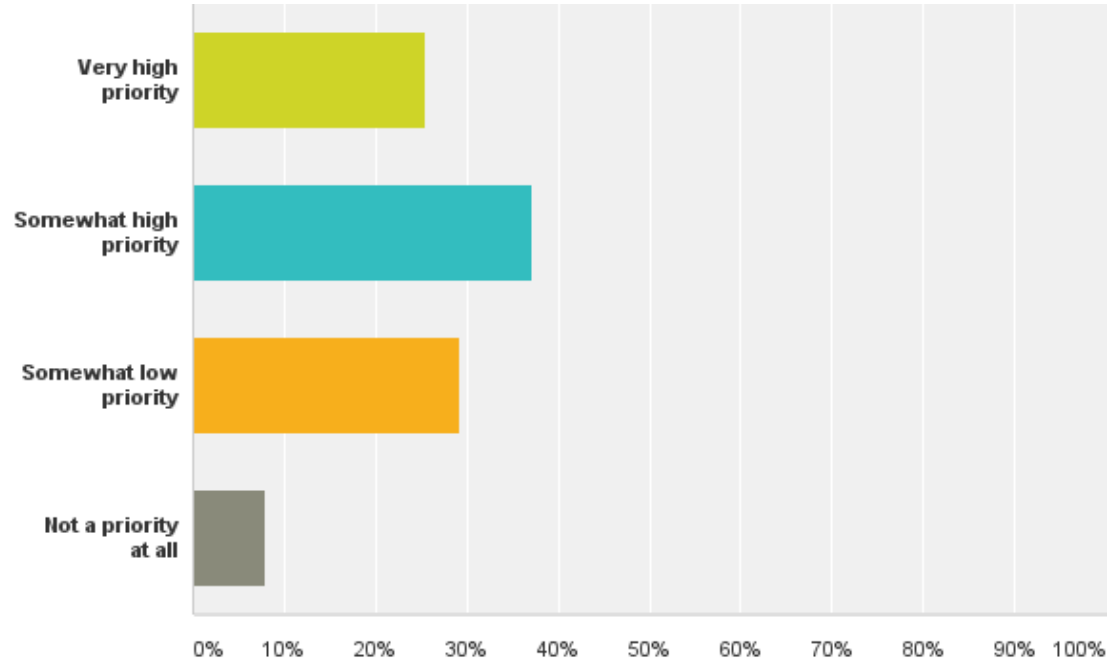
Answered: 354 Skipped: 0



# Q5: How much of a priority should the addition of new tolled managed lanes be for the future of Broward area?



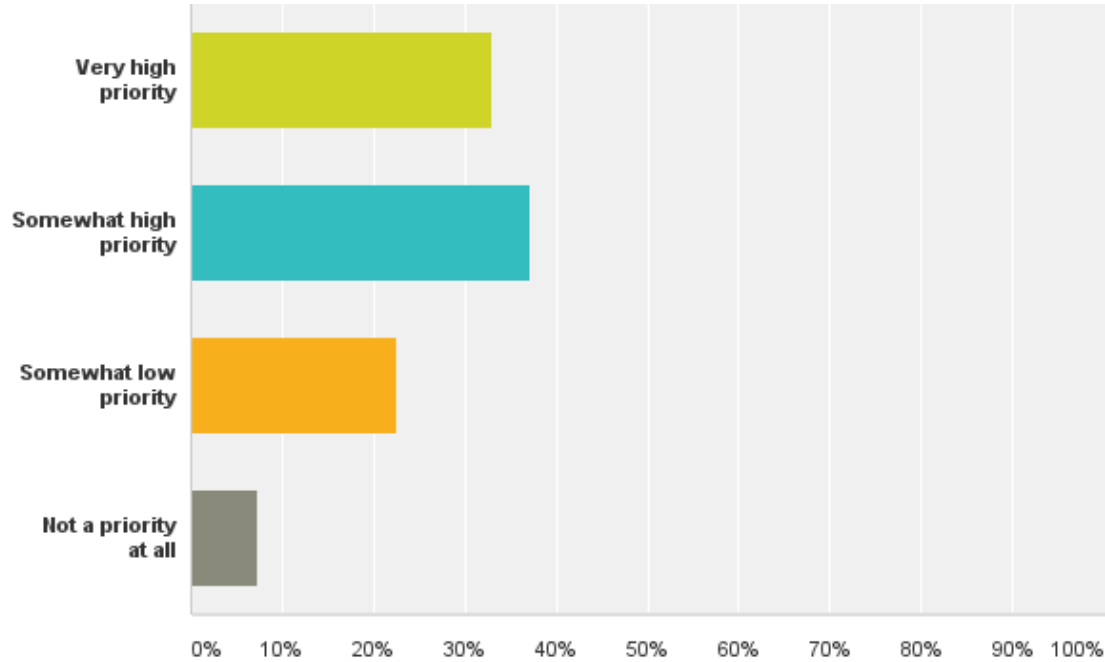
Answered: 352 Skipped: 2



# Q6: How much of a priority should reducing vehicle pollutants be for Broward's environment?



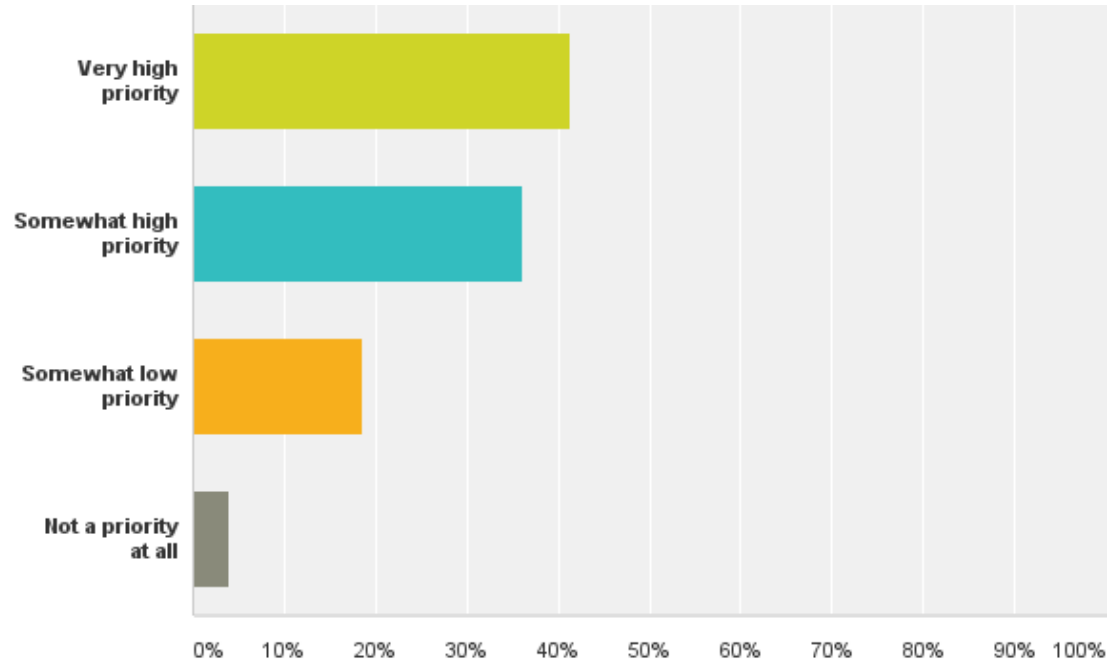
Answered: 352 Skipped: 2



# Q7: How important is it that the three counties in Southeast Florida-Broward, Miami-Dade and Palm Beach-work together to improve the transportation system?



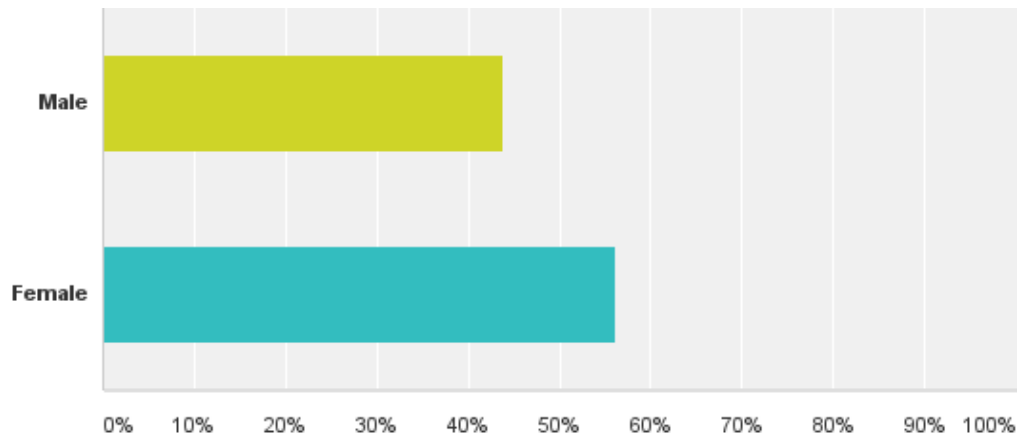
Answered: 351 Skipped: 3





## Q8: Gender

Answered: 340 Skipped: 14

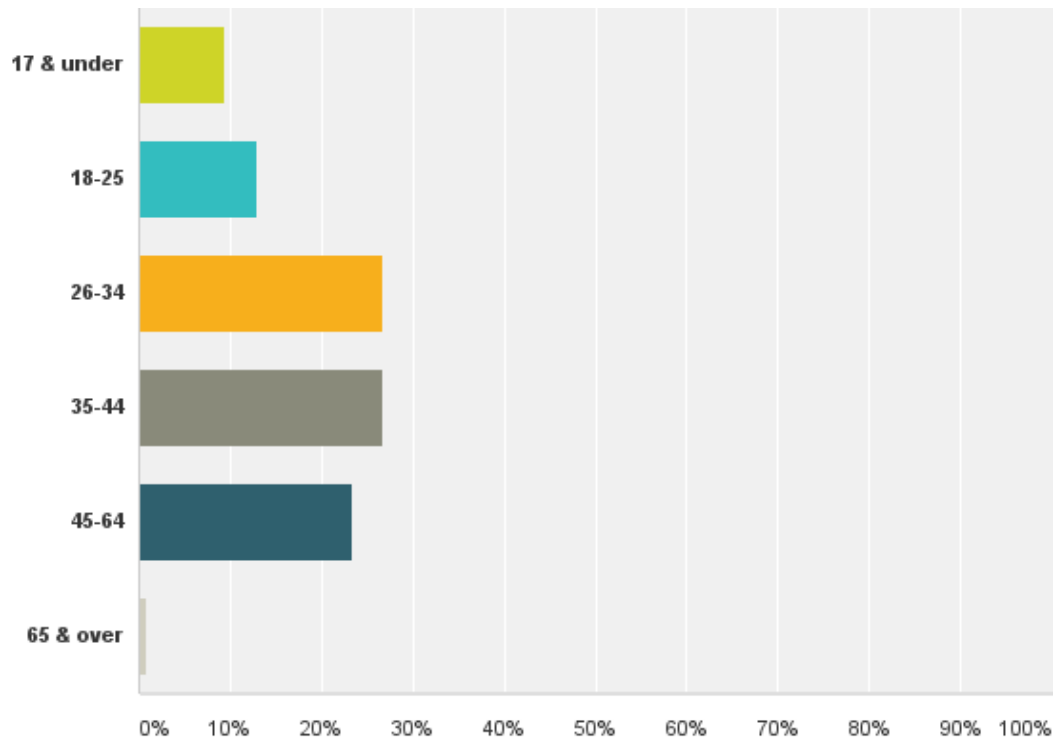






## Q9: Age

Answered: 341 Skipped: 13





## Q10: Zip Code you Live in?

Answered: 351 Skipped: 3

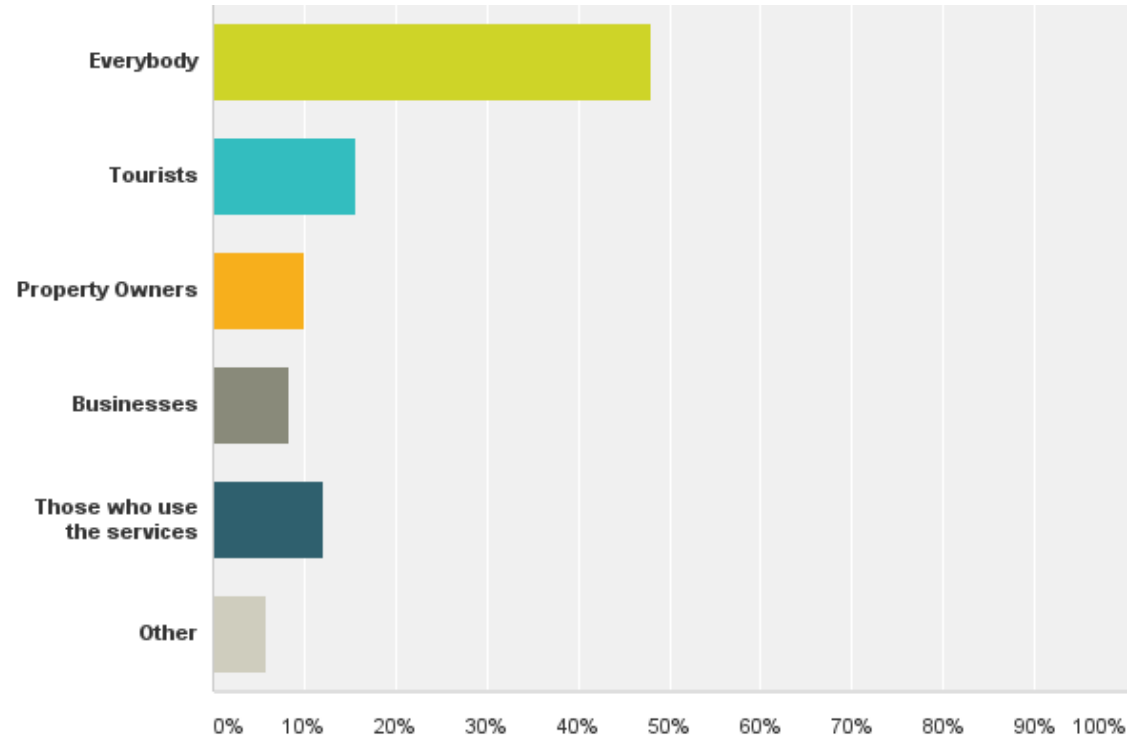
333	1
33023	3
33024	1
33025	2
33026	1
33027	2
33063	2
33065	1
33067	1
33068	9
33076	1
33093	1
33150	1
33162	1
33167	1
33179	2

33301	1
33305	1
33308	1
33309	9
33311	52
33312	18
33313	50
33314	7
33316	1
33317	48
33318	11
33319	77
33321	12
33322	2
33323	1
33324	8
33325	2
33334	1
33351	16
33407	1
33435	1
46901	1



## Q11: Who do you think should pay for these improvements?

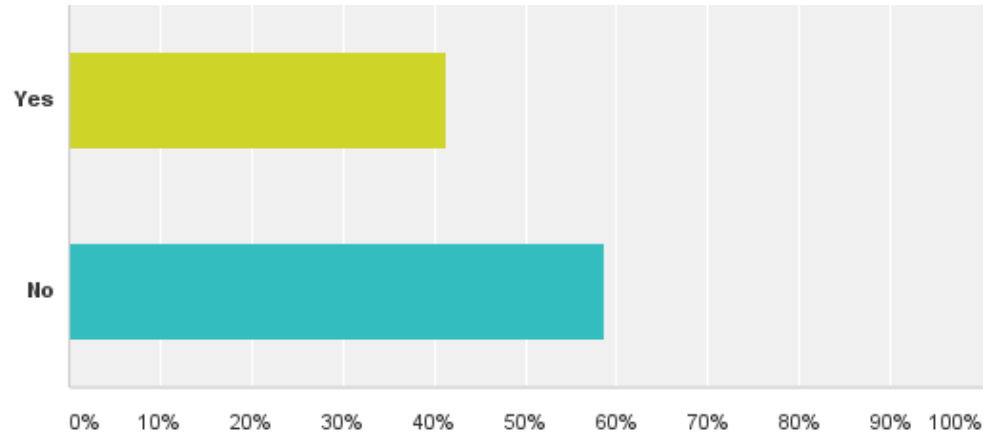
Answered: 346 Skipped: 8





## Q12: Would you be willing to pay for these improvements?

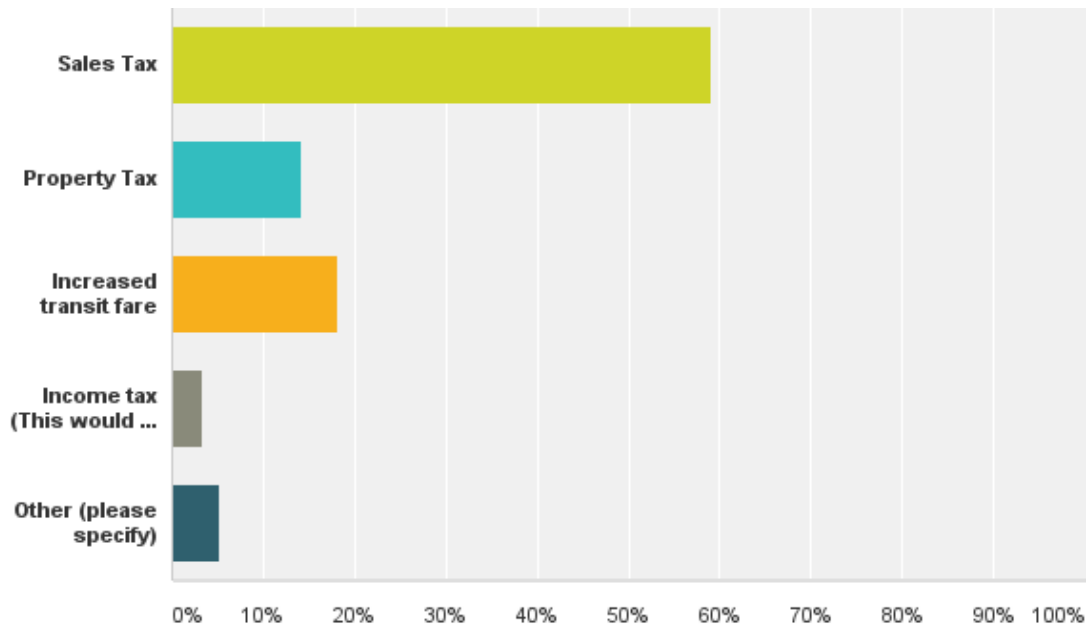
Answered: 315 Skipped: 39





## Q13: If, yes which of the following would you be willing to pay?

Answered: 154 Skipped: 200

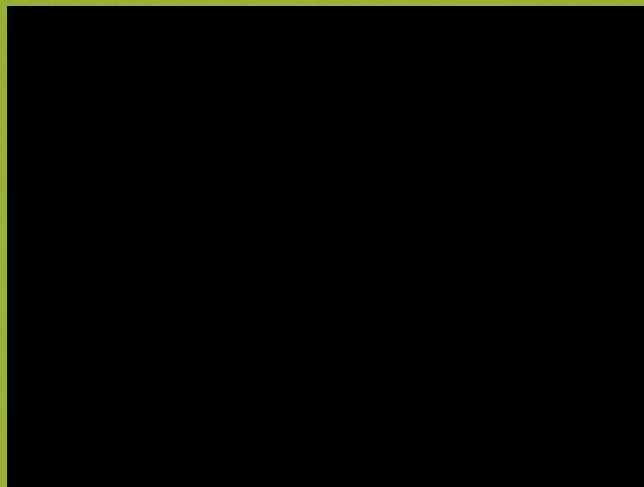


# Q14: What other improvements to the overall transportation system do you think are needed in Broward County?



Answered: 68 Skipped: 286

Bullet Trains					
i think that we build something similar to the Bullet Train					
better bus service, more bike paths					
transportation for elderly					
increase lanes on highway					
advocating for more carpooling					
Be on time and Sunday hours and holiday more. Late night more past 11pm,					
Transit should have longer hours and more frequency.					
Roadways repairing should be evening work.					
bus and rail system comparable to New York					
WiFi					
Metal decetor					
Go down on bus prices					
Faster way to commute between counties					
Roads					
Be on time					
Buses should run more regular & more. Free shuttle for those who cannot afford the buses					



# “Traveler’s Experience”



## Conclusion

The interferences which Covenant Keepers were allotted during this process have provided an opportunity to engage community members who otherwise would not be involved in the conversations regarding Broward's transportation. This process educated those community members on their value and gave them a voice on the topic. As a result of their voices, Covenant Keepers was able to find out that community members are concerned about price, safety, technology, timing, maintenance, and customer service pertaining to Broward's transportation systems.





# Recommendations

- (1)Continual training and development opportunities for transportation personnel*
- (2)Increase the presences, awareness, and purpose of Broward Metropolitan Planning Organization in these service areas through connecting with trusted community organizations.*
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Covenant Keepers Community Development, Inc.  
Speak Up Broward Program for Empowering People (PEP)

## Summary of Event

**EVENT: "Traveler's Experience"**

**DATE/TIME:** Various

**LOCATION:** Various

**PRIMARY AUDIENCE:** Residents from Fort Lauderdale, Lauderhill, Plantation, and Sunrise Communities

**ESTIMATED NUMBER OF PEOPLE REACHED:** 10

**PROJECT TEAM MEMBER PARTICIPATION:** 2

**PRIMARY CONTACT:** Shareeta Remikie (954) 614-7541

**SUMMARY OF EVENT:** A group of ten (10) community members who traveled throughout the county using the transportation system and documenting their experience through "Photovoice".

**FOLLOW UP/ACTION RESULTS:** None

**EVALUATION OF EVENT:** The activity was enlightening. The participants were more than pleased at participating in the activity. They provided relative and pertinent feedback and evaluation of their travel experience

**PHOTO CAPTION/INFO:** (See attachment)

**PHOTO SOURCE/CREDIT:** (See attachment)



Covenant Keepers staff speaking with another BCT rider regarding his experience, "He reported that he has been waiting a long time for his bus. He stated he feels the bus drivers do not care how long people have to wait. He said if the drivers had to catch the bus then they would know how he is feeling." J. J. 43.



"I used the short bus to catch the Tri-Rail to Miami. I needed to go see my father who was ill and I have no car. The ride took a long time but I was thankful." T.Garland, 19



"Trying to get on community bus but it was crowded and more people were still trying to get on. So I had to wait for the next one." T. Brackett, 39



My bus left me because it came before the scheduled time. J. Sapp, 13



"This bus terminal is dirty and looks nasty. I am scared sometimes to even sit down." K. Ward, 27



"There's not enough benches for people waiting for the bus. We have to sit on hard concrete." T. Malando, 19



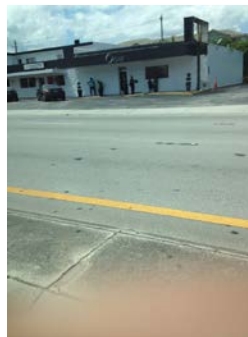
"Traveling on a trolley on my way back to the bus stop. It had wooden seats that were uncomfortable." E. Jackson, 28



"Trash on the bus that I was on when I was heading to North Lauderdale around 11:00 am." J. Shevon, 16



"A bus driver textin while he is driving. I was going to the Lauderhill mall around like 12." J. Shevon, 16



"As me and my son was walking to catch the bus after leaving Hallandale Elementary, the bus stop was so hot the people was standing in front of a bar with their children. The bus stop need to be covered." C. Spells, 23



"My daughters and I were going on a Trolley ride as a summer outing. My girls love the trip, I was concerned because there were no seat belts and my girls kept sliding on the seat. When we got on there was something blocking the entry way which I thought was dangerous." S. Curtis, 26