

Summary of Event

EVENT: Speak Up Broward Introduction to Broward League of Cities Local Issues Committee

DATE/TIME: Monday, October 20, 2014, Noon

LOCATION: Cooper City –City Hall 9090 SW 50th Place, Cooper City, FL

PRIMARY AUDIENCE: BLOC members (elected officials and association members)

ESTIMATED NUMBER OF PEOPLE REACHED: 13

PROJECT TEAM MEMBER PARTICIPATION: Edward McGann, Director of Finance and Budget, South Florida Regional Planning Council/Speak Up Broward Speakers Bureau volunteer and Pamela Adams, Speakers Bureau Coordinator.

PRIMARY CONTACT: Mary Lou Tighe, Broward League of Cities of Executive Director

SUMMARY OF EVENT: The purpose of the meeting was to introduce Speak Up Broward “Funding Our Transportation Future” and to encourage the attendees to complete the interactive on-line survey before the deadline.

- ✓ Mayor Ross introduced Edward McGann as the speaker.
- ✓ Edward McGann, Speak Up Broward, introduced Speak Up Broward and explained the initiative to get the community talking about Broward’s future transportation options and revenue to fund these options.
- ✓ “Funding Our Transportation Future” was discussed with the attendees.
- ✓ Highlights of the discussion and comments include:
 - How many Broward residents were included in the survey
 - What is the transportation plan for each area in the County? Each community has its own priorities. The MPO should tailor the presentations to the audience.
 - What is going to be done to get Washington DC to increase the tax rate?
 - Is the Broward MPO working with the County on this initiative?
 - What is Speak Up Broward going to do...The point was stressed that Speak Up Broward is a convener of the conversation. The civic and business organizations that have been engaged is the beginning of the process to get communities talking about their specific transportation needs, the costs, and the funding options.

FOLLOW UP / ACTION RESULTS:

- ✓ Call to action attendees especially the elected officials should keep the conversation going and engage with their communities.
- ✓ Follow up and thank you will be sent to the Mayor Ross the Local Issues Committee Chair to get his support to make transportation a keep element of the Committee agenda.
- ✓ Contact Mayor Ross about an engagement opportunity in Cooper City, before the City Commission and or staff.

EVALUATION OF EVENT: This was the first meeting of the Local Issues Committee there were 13 attendees. The BLOC did not provide any information about Speak Up Broward prior to the meeting. Only 5-7 minutes was allotted for discussion by Ms. Tighe, the discussion went on for about 20 minutes. Most of the discussion was led by Commissioner Lois Wexler.