

Summary of Event

EVENT: Introduction to Speak Up Broward

DATE/TIME: Thursday, August 14, 2014 12:00 PM

LOCATION: Rotary Club, North Beach Fort Lauderdale, 2800 Yacht Club Boulevard, Fort Lauderdale, FL 333

PRIMARY AUDIENCE: Rotarians

ESTIMATED NUMBER OF PEOPLE REACHED: 12

PROJECT TEAM MEMBER PARTICIPATION: Johnathan Schwartz, AutoNation. Speakers Bureau

Volunteers: Davicka Thompson

PRIMARY CONTACT: Shane Moore, Past President of Rotary Club North Beach

SUMMARY OF EVENT: The purpose of the meeting was to introduce Speak Up Broward to local Rotary Club members.

- ✓ Davicka Thompson introduced the Speak Up Broward initiative
- ✓ Speak Up Broward's presentation "*Let's Talk Transportation*" was given by Johnathan Schwartz.
- ✓ Comments and questions during and following the Speak Up Broward presentation were:
 - Railways for upcoming TriRail Coastal Link and All Aboard Florida, will they impact traffic in the West? Are railroad tracks being proposed for western Broward?
 - Commute from East to West continues to be in an issue for many of the members as they live in the Eastern part of county but rarely venture to west because of traffic congestion.
 - Funding for the proposed plans? What will the sources include?
- ✓ The group was encouraged to use social media tools to follow Speak Up Broward.
- ✓ Rotarians were asked to join the Speakers Bureau and to recommend venue or organizations for future presentations.

EVALUATION OF EVENT: The Rotarians were well informed regarding transportation needs in Broward County. Discussion focused on economic impact and increased roadway congestion as reasons to consider alternative modes of transportation for future use.