



PHASE 2 QUARTERLY UPDATE

September - October 2020

MPO Informational Materials

- Continued creating and disseminating infographics related to MPO Core Products & Initiatives.
- Continued mobilizing Tasks 1-3 of Freight Education and Outreach Action Plan, produced branding and messaging (The Magic of Freight) using Freight Messaging Guide to continue efforts to coordinate outreach/education on freight (and how it influences transportation in South Florida).
- Concluded revamp of the MPO's Freight page to include the Magic of Freight campaign, including branding and educational PSAs to raise awareness on Freight in South Florida.
- Continued working on Speak Up Broward Online Events to reach the public during COVID-19 Pandemic. Online Events were held monthly, discussed Freight and MPO Core Products.
- Reviewed and finalized MPO's Annual Communications Plan and Outreach Handbook.
- Continued creating and disseminating Better Streets, Better Broward, Better Life infographics related to Broward Complete Streets Mobility Projects to educate and update the public on projects identified in the Broward Complete Streets Master Plan and in the Broward MPO's Core Products (LRTP and TIP).
- Concluded working on BrowardVision2100.org page to accompany MPO visioning document designed to accompany the MPO's 2045 Metropolitan Transportation Plan (MTP, formerly LRTP). Discussed roll out of plan beyond the Phase II project.
- Concluded revamp and update of the SpeakUpBroward.org project page to include documents, resources, events and other information pertinent to documenting Speak Up Broward: Phase II activities.

Additional Outreach & Education Activities Planned

- Shifted current education and outreach efforts to virtual outreach methods due to COVID-19 Pandemic (starting in March 2020) from educating the public through outreach activities such as pop-up meetings & events.
- Continue working on Speak Up Broward Online Events to reach the public during COVID-19 Pandemic. Speak Up Broward Online Events will be held in monthly intervals during 2020. Core Products Online Event held October 2020.
- Worked on wrap up of FTA Grant for this effort.



PHASE 3 QUARTERLY UPDATE

August - December 2020

MPO Informational Materials

- Conducted and concluded procurement for Speak Up Broward: Phase 3.
- Reviewed Project Management Plan
- Conducted Kickoff meeting with consultant team.

Additional Outreach & Education Activities Planned

- Brainstorming meeting scheduled for January 2021.