



SPEAK UP BROWARD PHASE III QUARTERLY UPDATE

June 2023 – September 2023

Outreach and Education Activities

- The "Don't Risk It" campaign continues through the 4th quarter with The City of Fort Lauderdale utilizing the campaign graphics for bus benches and recycle bins throughout the city. In addition, the six participating cities have placed the campaign signage along the FECR tracks. The campaign generated 6,704,633 Impressions from May 19 - June 1, 2023.
- Jennifer Mitchell, Deputy Administrator of the Federal Railroad Administration (FRA), announced the Broward Metropolitan Planning Organization (BMPO) received \$15.4 million in federal funds for railroad crossing safety projects at the June 8th Board of Directors meeting. Jennifer made the announcement during the meeting as numerous media outlets covered the event. The news coverage included the front page of the Sun Sentinel as well as WPEC (CBS) West Palm Beach, WFOR (CBS), WSFL (CW), WPLG (ABC), WIOD (ABC News Radio), and WLRN (NPR) with several news stories. A total of 178,466 people viewed the coverage on TV and 134,041 heard it on radio with a total media value of \$178,616. In addition, the FRA grant coverage continued from June 5 - June 9, 2023 receiving 10,258,163 impressions.
- In conjunction with the City of Pompano Beach opening their Senior Center, the MPO celebrated the completion of the TIGER Grant, Earmarks and Thriving Communities announcement on July 17. Over 200 senior citizens along with Congresswomen Sheila Cherfilus-McCormick, Mayor Rex Hardin and BMPO Executive Director Greg Stuart celebrated the opening. WPLG (ABC), WTVJ (NBC), the Sun Sentinel and the New Pelican Newspaper covered the event.
- The Florida American Planning Association presented the PIO team for the "Planning Excellence Award" on September 6, 2023, for our outreach campaign for the BTactical Urbanism project in Fort Lauderdale.

Additional Outreach & Education Activities Planned

- Continue to release our podcast series, Let's Talk Transportation monthly on the 15 of every month.