



SPEAK UP BROWARD PHASE III QUARTERLY UPDATE April, May, June 2024

Outreach and Education Activities

- *Earth Day* was hosted by the City of Coral Springs on Saturday, April 21. The PIO team was there to provide information on the RouteTo2050 MTP and safety tips to the attendees.
- Greg Stuart, Executive Director was interviewed on *Six in the Mix* on WTVJ-TV/NBC. The topics included the SMART grant and the RouteTo2050 MTP. The air dates were May 22nd, and May 29th.
- BMPO and History Fort Lauderdale joined forces on June 5 to celebrate and create an archive of the transportation-oriented podcast series, "Let's Talk Transportation." This partnership marks a crucial step in preserving and sharing the rich history of transportation and long-term planning in Broward County. *The Community Newspaper* covered the event on June 27 with a photo and article.
- On June 30, our newsletter, *Mobility Monday* reflected an open rate of 39.8%, and a 21% click rate. The number of subscribers grew by 7,346. The industry standard is 36% open rate, and 2.5% click rate.

Additional Outreach & Education Activities Planned

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