



## **TASK WORK ORDER NO. 4**

**BETWEEN THE  
BROWARD METROPOLITAN PLANNING ORGANIZATION  
(BMPO)**

**And**

**GREATER FORT LAUDERDALE TRANSPORTATION  
MANAGEMENT ASSOCIATION (TMA)**

**For**

**Commute Broward Education and Advancement**

**Start Date: July 1, 2024**  
**End Date: June 30, 2025**

### **Tasks & Deliverables**

The TMA shall perform the following scope of work to complete the requested services and deliverables in adherence with the "Agreement for Administrative Services" contract between the BMPO and the TMA executed on April 1, 2021, attached hereto and incorporated herein as "Exhibit 1".

This Task Work Order is subject to Availability of Funds and subject to actual services rendered by the TMA. The TMA shall invoice monthly for work completed on an hourly basis toward each task in a manner consistent with the Budget, which is attached to this Task Work Order, and incorporated herein by reference. The TMA shall use the approved invoice format provided by the MPO. Invoices will be due 30 days following the invoice period.

# SCOPE OF WORK

## OVERVIEW

The Greater Fort Lauderdale Transportation Management Association (TMA) is a 501(c)(3) non-profit organization that was created pursuant to the provisions of Chapter 341, Florida Statutes. Known as the "Florida Public Transit Act," 341, F.S. provides the statutory authority for TMAs to help solve transportation problems by encouraging businesses and governments to implement ridesharing and demand management strategies. Transportation Demand Management (TDM) strategies are used to increase the efficiency of existing transportation systems by influencing demand on those systems and by reducing the number of automobile trips. TMAs are traditionally supported through the cooperative effort of the private sector, local government, regional government, and state government and serve a specified geographic area.

The Broward Metropolitan Planning Organization (BMPO) is the metropolitan planning organization designated by the Governor of Florida for the Broward urbanized area. The BMPO is duly created and operated pursuant to an Interlocal Agreement between the Florida Department of Transportation (FDOT) and the affected units of local government within the Broward urbanized area. The BMPO's operational budget is expressed every two years through its Unified Planning Work Program (UPWP). The BMPO FY 2024/25 UPWP calls for complete streets, transit planning, and congestion management.

The BMPO worked with the TMA in FY 2021/22 to study TDM broadly and examine how it functions in Broward. The results of this study have been captured in the TDM Study Implementation Plan, and the TMA, along with the MPO has been tasked with executing this plan under the banner Commute Broward. The TMA will use its expertise to complete the following tasks related to TDM implementation and outreach to assist the BMPO in completing the required activities of the BMPO's UPWP.

## GOALS

Commute Broward is committed to alleviating traffic congestion, enhancing transportation efficiency, and promoting sustainable and alternative transportation solutions. Task Work Order 4 prioritizes the following goals and objectives, and it will measure its success in reaching these goals by compiling and analyzing data pertaining to its efforts.

### Goal 1. Raise Awareness:

Increase awareness and understanding of TDM programming, including information on accessing non-single occupancy vehicle (SOV) transportation options.

### Objectives:

1. Continue to maintain Commute Broward website and social media channels.
  - Metrics: Website hits, social media engagement rates, conversions to transportation partner websites, and the value of earned media.
2. Partner with transportation service providers to distribute informational materials about available non-SOV transportation options at jointly held events.
  - Metrics: Number of events held, attendance rates.
3. Organize virtual webinars to educate target audiences about TDM.
  - Metrics: Webinar attendance, post-webinar surveys, and subsequent social media engagement related to webinar topics.
4. Collaborate with local stakeholder groups to disseminate information about TDM programming.
  - Metrics: Number of interactions with stakeholders.

## Goal 2. Promote Participation:

Encourage active participation in TDM programming designed to facilitate the adoption of non-SOV modes of transportation.

### Objectives:

1. Conduct direct engagement with employers to implement commuter benefit programs that incentivize employees to choose alternative transportation options.

- Metrics: Number of employers engaged, adoption rates of commuter benefit programs, and surveys to assess employee participation and satisfaction.

2. Promote TDM Framework to municipalities to encourage their use of the TDM toolbox of strategies on the localized level.

- Metrics: Number of municipalities adopting TDM strategies, the extent of implementation, and feedback from municipalities regarding effectiveness.

3. Develop and maintain an Employee Transportation Coordinator (ETC) Network made up of ambassadors to carry the message of TDM to their worksites.

- Metrics: Number of ETCs recruited, activities conducted by ETCs, and feedback from ETCs and their respective worksites regarding effectiveness.

## Goal 3. Drive Behavior Change:

Effectively promote behavior change that leads to a significant shift from single-occupancy vehicles (SOV) to non-SOV transportation modes.

### Objectives:

1. Provide resources and support for organizations interested in being on the list of Best Workplaces for Commuters.

- Metrics: Number of organizations joining the list, the percentage of employees using alternative transportation options, and feedback from participating organizations.

2. Collaborate with local transportation agencies and policymakers to improve infrastructure and policies that support non-SOV transportation modes, making it easier for individuals to choose sustainable options.

- Metrics: Track infrastructure improvements, policy changes, and assess their impact on commuting behaviors through surveys.

3. Act as a liaison between transportation service providers and employers to expand the purchase of bulk transit passes.

- Metrics: Amount of bulk transit passes purchased, the number of employees using these passes, and feedback from employers and employees regarding their experience.

4. Support South Florida Commuter Services to promote the Emergency Ride Home program, carpool ride matching, vanpooling, and express lane registrations.

- Metrics: Utilization of emergency ride home program, participation in carpool ride matching and vanpooling, and registrations for express lanes, and feedback and satisfaction levels from users.

## Goal 4. Ensure Satisfaction:

Ensure that our target audiences are satisfied with the execution and delivery of TDM programming, resulting in a positive experience for all.

### Objectives:

1. Establish clear communication channels for participants to provide feedback, ask questions, and receive support related to TDM initiatives.

- Metrics: Number of inquiries received, response times, and satisfaction levels based on feedback surveys or ratings.

2. Implement quality assurance measures to ensure that TDM programming meets the needs and expectations of target audiences.

- Metrics: Results of participant surveys and focus groups.

3. Regularly evaluate the effectiveness of TDM programming and make adjustments based on feedback to enhance satisfaction.

- Metrics: Changes in satisfaction levels over time.

By applying these metrics to each goal and objective, measuring, and analyzing them, Commute Broward can effectively understand its success in reaching its objectives and overall mission of promoting sustainable transportation options and reducing single-occupancy vehicle travel.

## STRATEGIES AND DELIVERABLES

### ~~Subtask 1~~

#### *General Management*

The TMA has undergone a significant transformation, emerging as a proactive force in TDM through its new initiative, Commute Broward. This evolution is evident in the development of a new website, the establishment of a robust social media presence, and the revitalization of partnerships with transportation service providers and key community stakeholders, all unified under the Commute Broward brand. This subtask reaffirms the BMPO commitment to providing essential administrative support to the TMA, ensuring the seamless continuation of its day-to-day operations, thereby facilitating the effective execution of the Commute Broward program.

In this subtask, the TMA will leverage its digital platforms to maintain continuous visibility and engagement with its constituents. Concerted efforts will be made to gather crucial data points necessary for reporting the cumulative impact of transportation provider initiatives in Broward, with a specific focus on reducing carbon emissions and VMT, which the TMA aims to publish on the Commute Broward website.

The TMA will capitalize on its partnerships with transportation service providers by facilitating collaborative events, particularly in underserved areas, through a grassroots approach that emphasizes direct community interaction at accessible locations. Examples of events may include community health events, job fairs, financial literacy seminars, community clean ups, and cultural celebrations. This strategy is designed to bolster the brand recognition of Commute Broward, aiming to solidify its presence within the community and enhance its credibility. Heightening awareness is intended to attract more users to Commute Broward's services, fostering community engagement and trust while expanding its user base. Additionally, the TMA will lean on the expertise of its transportation service provider partners to expand its outreach to key stakeholders and the commuting public. This will involve convening regular Marketing Task Force meetings to update the Commute Broward Marketing Plan based on current conditions.

Finally, this initiative prioritizes sustained engagement with stakeholder groups, ensuring that they receive regular updates to maintain their involvement and support for Commute Broward's initiatives. By fostering ongoing collaboration and communication, this approach aims to expand on the involvement of Commute Broward's stakeholder partners which will encourage more commuters to depend on its services for their alternative transportation needs.

The efforts that will be carried out under the *General Management* task are:

- ✓ Maintain day-to-day Commute Broward operations
- ✓ Maintain Commute Broward website, one-stop-shop for TDM info in Broward
- ✓ Maintain social media presence
- ✓ Continue to attend regional marketing meetings as Commute Broward

- ✓ Continue to market major TDM events
- ✓ Continue to attend meetings with high-level employment groups such as the Broward Workshop Transportation Committee and the Chamber of Commerce Transportation Committee
- ✓ Attend transportation events with partner agencies at major employers and transportation hubs, including Park & Ride lots
- ✓ Develop Marketing Plan
- ✓ Collaborate with transportation service partners on data collection and reporting efforts

*Deliverables:*

<b>Deliverable</b>	<b>Target Timeframe</b>
Regular content updates to <a href="http://commutebroward.org">commutebroward.org</a>	At least once every six (6) weeks
Regular social media posts	At least two per week
Monitoring and responding to comments	Daily monitoring; Responding within a reasonable amount of time as comments are received
Pursuit of data from Transportation Service Provider partners and publish performance measures	Establish performance metrics dashboard on Commute Broward website by December 31, 2024
Attendance of transportation events with partner agencies	At least two (2) within Fiscal Year 2024/25
Collaboration meetings with Commute Broward Marketing Task Force	Monthly
Annual update to Commute Broward Marketing Plan	By September 30, 2024
Annual report that includes key performance indicators, celebrates successes, and evaluates challenges, including website and social media analytics	By June 30, 2025

**—Subtask 2—**

*Develop TDM Education and Encouragement Services*

In this subtask, the TMA will implement targeted TDM education and promotion initiatives. This will involve crafting and executing customized commuter programs tailored to key employers, particularly in industries employing low- to moderate-income workers, such as hospitality and healthcare. Activities may encompass employee surveys, on-site presence with informational booths featuring various transportation service providers, carpool/vanpool matching services, facilitation of preferred parking arrangements for carpoolers, and consultation on bicycle-friendly amenities.

Drawing upon the extensive resources developed by the University of South Florida Center for Urban Transportation Research's (CUTR) Best Workplaces for Commuters program, the TMA will guide key Broward employers through the development of personalized TDM strategies with a goal of being recognized as one of the Best Workplaces for Commuters.

Additionally, the TMA will establish a TDM Framework featuring three selectable tiers, intended for adoption by interested municipalities seeking guidance or policy direction for new commercial or residential developments. This framework could eventually evolve into a formal TDM Ordinance akin to the one currently enforced by the City of Boca Raton. To disseminate knowledge and foster adoption, the TMA will host a webinar tailored for municipalities keen on learning about TDM strategies aimed at alleviating congestion within their jurisdictions.

The efforts that will be carried out under the *Develop TDM Education and Encouragement Services* subtask are:

- ✓ Implement direct engagement with employers to deliver site-specific programming
- ✓ Educate municipalities on the TDM toolbox of strategies

*Deliverables:*

<b>Deliverable</b>	<b>Target Timeframe</b>
Tailored commute programs for at least two (2) employers that lead to CUTR Best Workplaces for Commuters recognition	By June 30, 2025
TDM Framework document	By September 1, 2024
One virtual workshop to launch the TDM Framework geared towards municipalities	By March 31, 2024

**—Subtask 3—**

*Develop an ETC Network*

Employee transportation benefits are increasingly recognized as crucial components of mobility strategies for organizations across various sectors. Businesses, governments, and non-profits alike are realizing the significance of providing commuter resources to their team members to drive recruitment and retention efforts. To derive maximum value from commuter benefits, organizations are advised to appoint a dedicated ETC to oversee various tasks, including administering remote work policies, managing carpool spaces, and ensuring safety and security at bicycle racks. Formalizing these responsibilities under the ETC role encourages greater participation in commuter programs. Typically, organizations approach the designation of ETCs in one of two ways: those with sizable workforces often opt to hire or assign someone to ETC duties on a full-time basis, while smaller organizations may incorporate these responsibilities into an existing role, such as that of a Human Resources representative.

The TMA is committed to expanding its network of ETCs. The TMA will position the Commute Broward ETC outreach materials it has created to educate organizations about TDM benefits and highlight best practices and innovative strategies. The TMA will actively seek opportunities to connect with potential ETCs through local job fairs and events hosted by organizations such as the Society for Human Resource Management (SHRM) and the South Florida Business Journal, particularly focusing on events that support service workers.

The TMA will drive continuous engagement within its ETC Network through virtual webinars aimed at creating a peer learning environment and fostering collaboration among ETCs from diverse industries and business sizes in South Florida. This subtask will culminate in the development of an ETC Recognition Program to acknowledge outstanding participants for their contributions to enhancing commuter resources within their organizations. With a particular emphasis on service employees, the TMA will ensure special recognition to companies in the hospitality and healthcare sectors.

The efforts that will be carried out under the *ETC Network* subtask are:

- ✓ Attract ETCs by attending key events
- ✓ Meet with institutions to establish ETCs
- ✓ Maintain a core ETC Network
- ✓ Carry out the ETC recognition program

*Deliverables:*

<b>Deliverable</b>	<b>Target Timeframe</b>
Add two (2) ETCs to the ETC Network	By May 31, 2025
With the assistance of the ETC Network Participants, carry out the ETC recognition program	By June 30, 2025
Craft press release to continue advising national media of the ETC efforts	By June 30, 2025
Deliver two (2) virtual webinars to educate ETCs on best practices	By May 31, 2025

**—Subtask 4—**

*Collaborate with South Florida Commuter Services (SFCS)*

SFCS, a program funded by FDOT, is dedicated to championing TDM strategies through extensive outreach and marketing efforts, particularly focusing on regional travel and the Strategic Intermodal System. The TMA and SFCS share aligned goals to provide TDM services, which has fostered a longstanding collaborative relationship. This subtask empowers SFCS and the TMA to continue their cooperative efforts seamlessly, ensuring consistency and complementarity in their initiatives, particularly in low- to moderate-income areas within the Greater Fort Lauderdale service area.

Within this subtask, the TMA will help promote SFCS's Guaranteed Ride Home, Express Coach offerings, and free toll registrations on the 95 Express and 595 Express. By providing information to commuters at events and on the Commute Broward website and social media platforms, we will attract commuters to register for these services. Additionally, both entities will jointly promote nationally recognized TDM events like Bicycle Month and Park(ing) Day, amplifying their messages within local areas of greatest need.

Moreover, the partnership will assist employers in securing placements on the CUTR Best Places for Commuters list, thus encouraging the adoption of commuter-friendly policies and practices. By pooling their resources and expertise, they aim to drive further advancements in sustainable transportation efforts.

Both organizations will showcase their partnership as a best practice within the TDM industry by submitting joint proposals to industry membership organizations such as the Association for Commuter Transportation, inspiring and guiding others in the field.

The successful collaboration between the TMA and SFCS will be communicated to stakeholders through their respective annual reports. They will collaboratively enhance these reports by capturing measurable and reportable data points, such as VMT and carbon emissions reduced, effectively demonstrating their performance. Through these concerted efforts, the partnership between SFCS and the TMA continues to make significant strides in advancing sustainable transportation options, while ensuring transparency and accountability to stakeholders.

The efforts that will be carried out under the *Collaborate with SFCS* subtask are:

- ✓ Collaborate on joint activities and strategies
- ✓ Collaborate on annual plans and key performance indicators

*Deliverable:*

<b>Deliverable</b>	<b>Target Timeframe</b>
Collaborate on joint activities and strategies that include the Commute Broward branding	Pursue one per quarter
Collaborate on the development of the SFCS Annual Plan for State FY 2024/25 to include Commute Broward as a significant transportation partner	By January 31, 2025

Collaborate on reporting key performance indicators that quantify TDM program efforts	By April 30, 2025
Jointly pursue one (1) proposal to showcase joint efforts to industry peers	By June 30, 2025
Collaborate on reporting key performance indicators that quantify TDM program marketing and outreach activities, determine commuters' awareness of access to non-SOV modes, the community's participation in TDM programs, the satisfaction of those programs, and impacts to commuting behavior change via an annual mode shift survey tool.	By April 30, 2025

**—Subtask 5—**

*Funding Research and Pursuit*

The funding allocated to support Commute Broward for this Task Work Order amounts to \$100,000 from BMPO, augmented by an additional \$50,000 from FDOT through a separate agreement. The FDOT Commuter Assistance Program specifies that its contribution can be utilized for TDM strategies, focusing on reducing single-occupancy vehicle trips and enhancing regional mobility for residents, aligning with the objectives pursued by BMPO. Cumulatively, the annual funding to sustain Commute Broward stands at \$150,000.

While this financial backing is considerable, it falls short of ensuring the long-term viability of Commute Broward. To tackle this, the TMA has established a Funding Task Force, drawing on the expertise and resources of its Board of Directors and partners. The Funding Task Force has developed a comprehensive Funding Strategy document that states funding goals and is charged with leading grants research, proposal composition, grants management, and attracting private sponsorships that continuously bolster local TDM initiatives via Commute Broward. Additionally, the TMA has instituted a Non-Profit Giving Policy to encourage Executive Board members to contribute their time and resources to support the cause of Commute Broward.

This subtask calls for the TMA to carry out the activities prescribed by the Funding Strategy document and empowers the TMA's Funding Task Force to maintain agility, consistently reassessing and adjusting the Funding Strategy in response to evolving funding landscapes, changing priorities, and the triumphs and hurdles encountered in securing financial support. Furthermore, this subtask entails forging partnerships with private transportation providers interested in sponsoring initiatives in exchange for visibility by the TMA's stakeholder network, key private employers seeking tailored Commute Programs, and local municipalities invested in setting forth TDM frameworks for new commercial and residential developments.

The efforts that will be carried out under the *Funding Research and Pursuit* subtask are:

- ✓ Continue to maintain current commuter assistance funding
- ✓ Maintain regular engagement of the TMA Funding Task Force
- ✓ Update the Funding Strategy document and the Non-Profit Giving Policy with the Funding Task Force
- ✓ Identify Federal and State grants
- ✓ Prepare and submit grant applications
- ✓ Continuously explore new funding opportunities
- ✓ Strategically engage new stakeholders who would benefit from a partnership with Commute Broward

*Deliverables:*

<b>Deliverable</b>	<b>Target Timeframe</b>
Collaboration meetings with TMA Funding Task Force	Monthly
Annual update to Funding Strategy and Non-Profit Giving	By June 30, 2025

Policy	
Identify and apply for a minimum of one (1) grant for supplemental funding or achieve commitment of funding from a minimum of two (2) sponsors	By June 30, 2025

**—Subtask 6—**

*Support BMPO State of the Region Annual Awards as Fiscal Agent*

The BMPO holds an annual awards event to celebrate successes in transportation and mobility and to help educate the public and its peers on the latest industry trends. The TMA will support the BMPO by acting as Fiscal Agent for the State of the Region Annual Awards. The TMA will also assist in attracting sponsors for the annual awards event on a minimal basis, as needed. The TMA will not assist with carrying out event planning, managing vendors, registering guests, coordinating with sponsors, and other event-related activities. The BMPO's and TMA's duties and responsibilities related to this Task are more fully delineated in the Addendum which is attached to this Task Work Order, and incorporated herein by reference.

*Deliverables:*

Deliverable	Target Timeframe
Serve as Fiscal Agent for the State of the Region Annual Awards	July 1, 2024 – June 30, 2025

**SCHEDULE**

The BMPO will be providing staff assistance to complete these tasks. The date range represents July 1, 2024, through June 30, 2025. The TMA and the BMPO intend to engage in an ongoing relationship beyond the establishment of Commute Broward and the execution of the TDM Study Implementation Plan to provide those who live, work, and play in Broward attractive alternatives to the single-occupant vehicle.

**Project Schedule TBD once core subtasks are reviewed and approved.**

BUDGET

**Budget line items TBD once core subtasks are reviewed and approved.**

**Total Amount Not To Exceed:**


**\$ 100,000.00**

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**TASK WORK ORDER No. 4** between **BROWARD METROPOLITAN PLANNING ORGANIZATION** and **GREATER FORT LAUDERDALE TRANSPORTATION MANAGEMENT ASSOCIATION** for **Transportation Demand Management Implementation**.

**IN WITNESS WHEREOF**, the parties hereto have made and executed this Task Work Order on the respective dates under each signature. This Work Order when completed with all signatures is the authorization to proceed.

**Greater Fort Lauderdale Transportation Management Association  
Vice Chair**

BY: 

PRINT: Tasha Cunningham, TMA Board Vice-Chair

DATE: 7/10/24

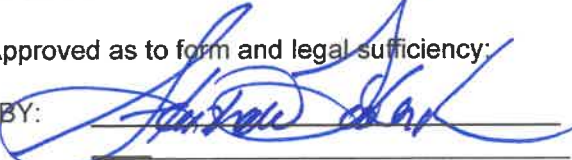
**Broward Metropolitan Planning Organization  
Chair**

BY: 

PRINT: Yvette Colburn, MPO Board Chair

DATE: 7/11/2024

**Greater Fort Lauderdale Transportation Management Association General Counsel**

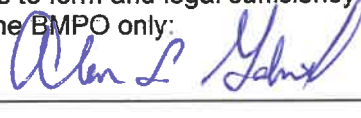
Approved as to form and legal sufficiency:  
BY: 

PRINT: Stephanie Toothaker, Esq.  
TMA Board Secretary

DATE: July 10, 2024

**Broward Metropolitan Planning Organization  
General Counsel**

Approved as to form and legal sufficiency for the use of the BMPO only:

BY: 

PRINT: Alan L. Gabriel, Esq.  
Weiss Serota Cole & Bierman, P.L.

DATE: 7/11/2024




**Greater Fort Lauderdale Transportation Management Association**

Attest:  
BY: 

PRINT: Robyn Chiarelli, Executive Director

DATE: 7/10/24

**Broward Metropolitan Planning Organization**

Attest:  
BY: 

PRINT: Gregory Stuart, Executive Director

DATE: 7/11/2024

## **Addendum to Task Work Order 4**

2025 Broward MPO  
State of the Region  
Annual Awards Dinner

### **Document of Responsibilities**

This Addendum to Task Work Order 4 is hereby included as part Task Work Order 4 and is hereby incorporated into the Agreement for Administrative Services between the BMPO and TMA, which is attached to Task Work Order 4 as Exhibit "1."

The following document outlines the responsibilities of both the TMA, acting as the Fiscal Agent, and BMPO, serving as the event organizer, for the 2025 State of the Region Annual Awards Event (Awards Event).

#### **Guest Registrations:**

- BMPO will establish a streamlined system for registering guests using EventBrite or a similar event management tool.
- BMPO will be responsible for inviting guests and referring them to the event management tool or directly to the TMA for payment.
- As the Fiscal Agent, the TMA will efficiently handle the collection of registration fees for approximately 500+ attendees. This includes providing detailed invoices, W9s, receipts, and other necessary documentation required by registrants, as well as any documentation needed by government agencies to process payment.
- The TMA will collect and securely process funds received from registrants through various payment methods such as checks, credit cards, ACH transfers, or other electronic means.
- In case of cancellations, BMPO will handle discussions with registrants who may wish to cancel while the Fiscal Agent will diligently process refunds as required.
- The TMA will make a good faith effort to collect accounts receivable.

#### **Sponsorships:**

- As the Fiscal Agent, the TMA will efficiently process payments for sponsorships, providing sponsors with comprehensive invoices, W9s, receipts, and other necessary documentation required for payment processing, including any documentation needed by government agencies.
- The TMA will collect and securely process funds received from sponsors through various payment methods such as checks, credit cards, ACH transfers, or other electronic means.
- The TMA will provide sponsors with any appropriate documentation required for tax purposes.
- BMPO will be responsible to ensure that sponsors receive all benefits provided by the sponsorship package they selected.
- In case of cancellations, BMPO will handle discussions with sponsors who may wish to cancel, while the Fiscal Agent will process refunds as required.
- The TMA will make a good faith effort to collect accounts receivable.

#### **Vendors and Contractors:**

- BMPO will carefully select vendors to carry out the Annual Awards event.
- The TMA, as the Fiscal Agent, will process payments to vendors only after receiving written approval from BMPO.

- BMPO will be the main point of contact for vendor management and coordination.

Reporting/Documentation:

- The TMA, as the Fiscal Agent, will establish robust back-end accounting systems and protocols to streamline payment handling, coding, tracking, invoicing, disbursing, and reporting on funds.
- The TMA will provide timely updates upon request to allow BMPO to make educated decisions regarding event planning and facilitation.
- The TMA will provide a monthly financial report and a comprehensive financial closeout report, including end-of-project reconciliation. During the final month prior to the event, the TMA will provide bi-weekly financial reports.
- The TMA will meticulously account for all revenue and expenditures using an agreed-upon method and maintain appropriate ledgers to manage obligations and funds disbursement. Moreover, the TMA will retain records of program income and applicable credits by funding stream for the duration of its services.

General Principles:

- The TMA, as the Fiscal Agent, will ensure that all financial procedures strictly adhere to Generally Accepted Accounting Procedures (GAAP), Office of Management and Budget (OMB) policies, Code of Federal Regulations (CFR), and any other federal or state regulatory requirements. This will effectively minimize the risk of questioned or disallowed costs.
- BMPO will be responsible for any fees associated with electronic payment processors, EventBrite fees, credit card processing, wire transfers, stop payment fees, bounced check fees, and any other extra charges.
- The TMA will not be responsible for any cancellation fees incurred for event space, vendors, or services in the case of Awards Event cancellation. BMPO will bear the responsibility for any cancellation fees or penalties imposed by third-party entities.
- The TMA's financial responsibility is limited to the quantity of actual receivables. BMPO is required to reimburse the TMA for any differences within 60 days of the end of the Awards Event.
- Any costs exceeding the budgeted amount will be the sole responsibility of BMPO.
- BMPO is responsible for covering any unforeseen costs, overruns, or additional expenses related to the Awards Event.
- The TMA is not responsible for any financial losses or liabilities related to the Awards Event.

**Exhibit 1**

**Agreement for Administrative Services Between  
Broward Metropolitan Planning Organization and  
Greater Fort Lauderdale Transportation Management Association, Inc.**



Commute Broward Implementation	
FY 2024/25 Staff Hour Estimates	
<b>General Management</b>	<b>Staff Hours FY 2025</b>
1. Maintain Day-to-Day Commute Broward Operations	54
2. Maintain Commute Broward Website and Social Media	61
3. Attend Regional Marketing Meetings	10
4. Market Major TDM Events	18
5. Attend Meetings and Events with Partner Groups	73
6. Collaborate with Partners on Data Collection and Reporting	18
7. Update Marketing Plan	15
<b>Subtotal Hours</b>	249 x \$63.63/hr
	\$15,843.87
8. General Management Support	240
<b>Subtotal Hours</b>	240 x \$146.85/hr
	\$35,244.00
<b>TDM Education &amp; Encouragement Services</b>	<b>Staff Hours FY 2025</b>
1. Craft and Execute Customized Commuter Programs for Key Employers	120
2. Establish TDM Framework for adoption by interested municipalities	50
3. Educate Municipalities on TDM Toolbox of Strategies	50
<b>Development of an ETC Network</b>	<b>Staff Hours FY 2025</b>
1. Attend Key Events to Attract ETCs	46
2. Meet with Institutions to Establish ETCs	55
3. Maintain a Core ETC Network	18
4. Carry Out ETC Recognition Program	40
<b>Collaborate with South Florida Commuter Services</b>	<b>Staff Hours FY 2025</b>
1. Jointly promote nationally recognized events such as Bicycle Month and Park(ing) Day	30
2. Promote the Guaranteed Ride Home Program, Toll Free Registrations, and Express Coach Offerings at events, website, social media	32
3. Assist employers to secure placements on the Best Places for Commuters list	32
4. Submit joint proposals to showcase partnership to industry organizations	10
5. Collaborate on Annual Plans and Key Performance Indicators	30
<b>Funding Research and Pursuit</b>	<b>Staff Hour FY 2025</b>
1. Maintain Current Commuter Assistance Funding	8
2. Maintain Engagement of TMA Funding Task Force	27
3. Update Funding Strategy and Non-Profit Giving Policy	18
4. Identify Federal and State Grants	18
5. Prepare and Submit Grant Applications	21
6. Continuously Explore New Funding Opportunities	12
7. Strategically Engage Stakeholders who would Benefit	15
<b>Subtotal Hours</b>	632 x \$63.63/hr
	\$40,214.16
<b>Outreach &amp; Educational Events</b>	<b>Staff Hours FY 2025</b>
1. Support BMPO Events	80
<b>Subtotal Hours</b>	80 x \$107.96/hr
	\$8,636.80
<b>GRAND TOTAL</b>	\$99,938.83

**Greater Fort Lauderdale Transportation Management Association**  
**2024 Program**  
**Attn: Robyn Chiarelli**

**BUDGET APPROACH:**

The following is a budget phase summary based on the roadmap story success criteria. Our assumption is that we will work together to refine project scope and budget parameters based on the team roadmap and resource allocation.

Website	Sprint	Priority 1	Per Hour
Improve existing UI on Commute Broward website to improve usability	2	\$1,245.00	\$155.63
A landing page form is needed for capturing data from businesses interested in having a custom page on the commute broward site.	2	\$995.00	\$124.38
Investigate new Map tools	2	\$3,115.00	\$155.75
A landing page is needed for capturing data from businesses interested in having a custom page on the commute broward site.	3	\$2,215.00	\$158.21
Need a landing page template for the new custom Broward Commute company pages.	3	\$2,185.00	\$145.67
Copy for welcome guides are needed to let users know how to use public transit	3	\$1,200.00	\$133.33
Wireframe new map user interface to improve user experience	3	\$2,385.00	\$159.00
Welcome guide landing page	4	\$1,485.00	\$148.50
Google slide presentation template deck with new brand design	4	\$2,265.00	\$161.79
Integrating the new Map tool	4	\$4,425.00	\$155.75
Test wireframe to ensure the ease of use and mitigate issues before designing	4	\$1,020.00	\$145.71
Hi-fidelity prototype for new map user interface to improve user experience	5	\$2,160.00	\$154.29
Email & Social	Sprint	Priority 1	
Organic Social strategy to position Commute Broward as a strong voice and highly valuable resource within the community		Not Included	
Design and produce the annual report		Not Included	
Employee Transportation Coordinator Handbook guide is needed to send to ETCs at businesses		Not Included	
10 hour social posting ticketing system		Not Included	
Create 90 days worth of content (2 per week) and schedule within social publishing tool	1	\$1,605.00	\$145.91
Select and configure ESP tool to collect eNewsletter Subscriptions	4	\$225.00	\$112.50
Email template to push out to corporate employees about better commutes to their specific office	5	\$1,795.00	\$138.08
Annual Report Document	6	\$6,900.00	\$155.06
<b>Totals By Priority</b>		<b>\$35,220.00</b>	<b>\$146.85 Average</b>