



Revenue / Funding Advisory Committee

Minutes from the November 12, 2015 Meeting

Participants

Committee Members

Commissioner Dale V.C. Holness, Broward
County Board of County Commissioners
Commissioner Lisa Mallozzi, City of Cooper City

Board Members

Mayor Joy Cooper, City of Hallendale Beach
Commissioner Bruce Roberts, City of Fort
Lauderdale

Staff Members

Paul Calvaresi, Transportation Planner
Alan Gabriel, General Counsel
Michael Ronskavitz*, Deputy Director
Chris Ryan, Director of Public Involvement
and Communication
Greg Stuart, Executive Director
Anthea Thomas, Public Involvement
Specialist
Lydia Waring, Procurement Officer

**Strategic Direction Staff Leader*

Other Participants

Todd Brauer, Whitehouse Group
Horace Derricks, Miramar
Laila Haddad, Media Relations Group
Richard Hughes, Miramar
Nicholas Torres, Whitehouse Group

Discussion Items

1. Commissioner Lisa Mallozzi was elected Committee Chair.
2. Michael Ronskavitz, supported by other staff members, provided a brief overview of the progress made on each of the products / actions documented within the Revenue / Funding section of the *Strategic Business Plan*.
3. The Committee discussed the following related to the Advocacy Review and Evaluation Program:
 - a. Success rate of current MPO outreach related to efforts and how to get more involvement;
 - b. Develop a legislative program indicating what is and is not working and include a performance evaluation based on investment/return on investment. This program would be used to develop strategic funding packages and coordinate legislative efforts; and

- c. Include a brief take-away brochure/post card relating information advocated by the Broward MPO (what and why) with talking points to support the issues in an easy, public-friendly format.
4. The Committee discussed the following direction related to the Grant Review and Evaluation Program:
 - a. Develop a Go / No Go matrix to help determine whether to pursue grant opportunities as per the examples provided. Prior to submitting applications for grants, schedule kickoff meetings with partners to discuss roles, buy-in, timeframes, deadlines and tailoring application submittal to review agencies;
 - b. Introduce an annual report to the MPO Board that includes a success rate of grants pursued as a metric of performance measurement and lessons learned; and
 - c. Address past grants awarded and issues on returns of funding, cause and delays of project implementation and ways to resolve issues.
 5. The Committee discussed the following related to the Intergovernmental Shared Resources Program:
 - a. Raise awareness that outreach is more effective through technology, specifically mobile compatibility; and
 - b. Reach out to League of Cities to promote the Interactive TIP.
 6. The Committee discussed the following related to the Public / Private Partnership Program:
 - a. Staff commented on an upcoming P3 workshop held on November 18 and 19 and efforts with mobility hub development; and
 - b. Follow-up with Sun Trolley on ways to increase ridership through partnership with local businesses.
 7. The Committee discussed the following related to the Local Option Tax Plan:
 - a. Timing for Tax Plan to get on ballot and difference between the Transportation Surtax and Infrastructure Surtax;
 - b. Raise awareness about Tax Plans and how municipalities can utilize fund swaps with the Infrastructure Surtax to free up funding for MAP-21 mandated maintenance and operation costs; and
 - c. Introduce a management structure to oversee how funds generated from the Surface Transportation Surtax or Infrastructure Surtax will be regionally managed.

Action Items

Advocacy Review and Evaluation Program

1. Develop a legislative program that includes a performance evaluation based on investment and return on investment.
2. Develop a take-away brochure / post card that provides the public with talking points related to information advocated by the Broward MPO.

Grant Review and Evaluation Program

1. Develop a Go / No Go matrix to guide decision-making ahead of pursuing grant opportunities.
2. Schedule grant kick-off meetings with well-defined roles for each partner.
3. Develop an annual report of success and lessons learned from grants pursued, which include strategies on how to strengthen relationships with funding agencies.

Next Revenue / Funding Advisory Committee Meeting May 12th, 2016

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