

Summary of Event

EVENT: Speak Up Broward “Funding Our Transportation Future” Presentation

DATE/TIME: November 5, 2014, 6:30 PM

Location: Pembroke Pines City Hall 9090 Pines Blvd. Pembroke Pines, FL 33026

Audience: City Commission and the public

ESTIMATED NUMBER OF PEOPLE REACHED: 50

PROJECT TEAM MEMBER PARTICIPATION: Chris Ryan, Public Information Officer, Broward Metropolitan Planning Organization (Broward MPO), Jill Quigley, Speak Up Broward, Project Manager, and Pamela Adams, Speakers Bureau Coordinator

PRIMARY CONTACT: Marlene Graham, City Clerk, Email: Graham, Marlene
mgraham@ppines.com, Telephone: 954- 435-6501

SUMMARY OF EVENT:

- ✓ The meeting began with a welcome and introduction of the team by Mayor Frank Ortis
- ✓ Chris Ryan thanked Commissioner Castillo for facilitating the invitation and Mayor Ortis and the Commission for extending the invitation
- ✓ Chris engaged the audience by asking them to take out their phones and follow Speak Up Broward on social media
- ✓ Jill Quigley presented the “Funding the Future of Transportation” presentation. She provided the group with an overview of Speak Up Broward to put the presentation in context
- ✓ Following the presentation there was significant commentary from the Commission:
 - Commissioner Iris A. Siple commented that more bicycle lanes and improved bike lane connectivity should be at the top of the list of transportation plan improvements
 - Commissioner Angelo Castillo commented:
 - The presentation lacked a visual interpretation of mass transportation
 - The public needs to see how it can work for them, this is especially important for the residents out west
 - What is the best practice in mass transit for a community similar to Broward County more specifically Pembroke Pines?

- Talking with Broward residents during his time on the BMPO Board (five years) he concluded that Broward residents liked the idea of mass transit even if they will not use it.
- The MPO/Speak Up Broward has no product (transportation plan/product) to sell
- The Broward County gas tax is the highest in the country
- Specifically we need to flush out what is the transit product is
- Commissioner Carl Schechter:
 - Explore a tax on business to fund transportation. Cars are used to shop, the beneficiaries of improved transit systems is business they should pay the tax increase to fund the improvements
- Vice Mayor Jay Schwartz:
 - No more funding/taxes on the public
 - The conversation about transportation should start at Broward County, much needed local bus routes have been discontinued
 - Reinstigate the Broward County Bus Route 3
- Mayor Frank C. Ortis:
 - Pembroke Pines has the largest population in Broward County and should play a major role in the
 - Funding for transportation infrastructure should be pursued from the federal government
 - Pembroke Pines residents would use bus service

FOLLOW UP / ACTION RESULTS:

- ✓ Speak Up Broward materials were provided to the City Clerk for the City Commission
- ✓ Materials were left for the public

EVALUATION OF EVENT: The presentation was well received by the City Commission and generated stimulating conversation and comments.