



PUBLIC INVOLVEMENT PLAN

APRIL 2013



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DISCLAIMERS

This technical report is intended to provide a framework to facilitate discussion and to document research findings at the time of its authorship. It was developed based on the most current and accurate information available at the time of its formulation. This document in no way limits the conclusions, recommendations and implementation strategies that will comprise the final 2040 Long Range Transportation Plan.

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CIR.....	Community Involvement Roundtable
EJ	Environmental Justice
FDOT	Florida Department of Transportation
LEP	Limited English Proficiency
LRTP	Long Range Transportation Plan
MPO	Metropolitan Planning Organization
PIP.....	Public Involvement Plan
RTP.....	Regional Transportation Plan
SEFTC	Southeast Florida Transportation Council
TCC.....	Technical Coordinating Committee

INTRODUCTION

The Broward Metropolitan Planning Organization's (Broward MPO) 2040 Long Range Transportation Plan (LRTP) update is the blueprint for Broward's transportation system-today and for the next two decades. The Broward MPO will reach out to all segments of the public to ensure the plan is tailored to meet the transportation needs of Broward's diverse community.

In creating this plan, the Broward MPO will coordinate with the Miami-Dade and Palm Beach MPOs and transportation providers, as well as collaborate on the regional transportation plan (RTP) that will focus on moving people, creating jobs and strengthening communities across all of Southeast Florida. The RTP will benefit from the public outreach efforts of the three local plans to better reach stakeholders in the region. It will also have its own public information efforts that will benefit all stakeholders at a regional level. As the RTP develops, the 2040 LRTP team will coordinate public outreach efforts including ensuring proper RTP representation at workshops and providing the RTP team with regional outreach data.

This particular update provides an opportunity to take a different approach to engaging the public. It not only takes advantage of emerging outreach tools, but also presents information that most people will understand and relate to, emphasizing the Broward MPO's plain language initiative. It relies on a mix of online resources (to reach as many stakeholders as possible), traditional tools, direct public interaction and a solid foundation of performance measures and contact management to track the progress and effectiveness of outreach strategies. The Broward MPO's ultimate goal is to engage as many people and businesses as possible in a cost effective manner and reach residents that are not usually engaged in the transportation planning process.

Every person residing or working in Broward has a stake in the LRTP and is in turn affected by this plan. Projects in the current 2035 plan are moving quickly and in some cases have already begun. It is important that the MPO communicate this to all our residents, businesses, those who work in Broward and anyone affected by Broward's overall transportation system. There is an urgency to reach out to all and get that critical feedback to develop and then move forward with a plan that addresses as many of Broward's transportation needs as fiscally possible.



Photo courtesy of Todd A. Brauer

PUBLIC INVOLVEMENT AND TRANSPORTATION PLANNING

The Broward MPO facilitates transportation planning by engaging the public and fostering strong partnerships with other agencies, civic groups and local governments. One of the organization's most important responsibilities is developing and implementing its LRTP in coordination with regional and other local plans, while moving toward achievement of an agreed-upon vision for transportation in Broward. This plan is updated every five years to adapt to the growth of this important region. Steps involved in developing the 2040 LRTP range from goal setting to selection and prioritization of projects for inclusion in a financially feasible plan.

Many of the projects mentioned in the LRTP will then be incorporated into the Transportation Improvement Program (TIP), a staged 5-year program of prioritized transportation projects consistent with the LRTP. Major projects that eventually make their way into the TIP generally begin as ideas many years earlier. The Broward MPO adopts its TIP by July 15th each year.

Developing a long range plan requires a mixture of technical work and community engagement. Ultimately, the Broward MPO will adopt the long range plan after considering and addressing public input and recommendations from local transportation partners. This input will help guide transportation investments in Broward County and the region going forward. It will focus on collecting public feedback from all sectors to better inform those working on the 2040 LRTP and the Broward MPO Board Members, who will ultimately adopt the plan.

Public involvement is a critical element in the development and adoption of the 2040 LRTP, given the impact of transportation on all citizens in the region. The results of this plan are to be presented to the Broward MPO Board as part of the final report to demonstrate how stakeholders will be involved and influence the final plan.

PUBLIC INVOLVEMENT REQUIREMENTS

This Public Involvement Plan (PIP) meets the federal requirements for public involvement as identified in 23 CFR Section 450. The Broward MPO will go beyond the letter of the law regarding all federal and state requirements to document an involvement plan that defines the process for providing stakeholders with reasonable opportunities to be involved in the planning process.

The Broward MPO is developing this (PIP) in consultation with the LRTP steering committee (made up of key stakeholders and planning partners) to identify opportunities, proven community procedures, strategies, and desired outcomes relating, but not limited, to:

- Providing adequate notice of public participation activities;
- Providing timely notice and reasonable access to information about transportation issues and processes;
- Using visualization techniques;
- Making public information available on www.Commitment2040.org;
- Holding public meetings at convenient and accessible locations and times;
- Demonstrating explicit consideration and response to public input received;
- Seeking and considering the needs of those traditionally underserved and underrepresented by existing transportation systems, such as low-income and minority citizens;
- Seeking and considering the needs of the Transportation Disadvantaged (TD);
- Providing information in multiple languages as requested (primarily Spanish and Creole as known at the time of preparation of this plan);
- Including online stated preference surveys to identify preferences and opportunities to advance projects that sustain communities;
- Engaging the public in multiple community events through the Broward MPO's partners;
- Seeking and considering the public's input on methods for public engagement;
- Engaging LRTP steering committee members and public outreach officials to maximize the number of citizens who are aware and can help shape the long-range plan's priorities;
- Evaluating the effectiveness of the outreach process and adapting strategies based on their level of effectiveness in reaching the community; and,
- Coordinating resources with the Miami-Dade and Broward MPOs and other participating agencies.

OUR COMMUNITY

South Florida is a melting pot of different cultures and Broward, sitting in the center of the region between Palm Beach and Miami-Dade counties, is no exception. By the year 2040, Broward's population will grow to more than 1.9 million people, according to Bureau of Economic and Business Research (BEBR) data¹. This massive and growing population is spread across 31 municipalities and 1,200 square miles of land.

Broward's population is diverse, represented by many ethnicities, income and education levels and more. **Commitment 2040's Our Community Info graphic (Figure 1) serves as a snapshot of this community.**

Though the LRTP is intended for all of Broward's citizens the outreach program will make a concerted effort to identify the best way to communicate with those citizens with **limited English proficiency (Figure 2)**, low-income households and predominantly minority parts of the urban area.

Figure 2 – Broward County Limited English Proficiency (LEP) population per Broward MPO's LEP Plan

2010 Population Characteristic	Total	Percentage
Total Population 5 years of age or older	1,643,387	-
Number of LEP persons	234,586	14.27%
LEP Persons who speak Spanish	143,523	8.23%
LEP Persons who speak Creole	38,175	2.32%
LEP Persons who speak Portuguese	11,882	0.72%
LEP Persons who speak French (including Patois, Cajun)	7,750	0.47%

STAKEHOLDERS

All of Broward's residents depend on a safe and effective transportation system. As such, the PIP identifies key groups and offers them opportunities to participate. Engaging communities with the help of elected officials, homeowners associations, municipalities, the business community, and other groups is important to the success of this outreach plan.

SPECIAL POPULATIONS

Federal guidance to MPO's regarding efforts to address historically underrepresented populations is provided by Title VI² and Environmental Justice³ (EJ) directives⁴ put forth by the US DOT. Title VI began with the Civil Rights Act in 1964 and focuses on minority populations (as defined by race, color, national origin, and limited English language proficiency). EJ was based on an executive order in 1994 that went to all federal agencies and considers minority and low-income populations. Due to the diverse nature of Broward County, the MPO currently reaches out to these underserved

¹ <http://www.bebr.sfl.edu/population>

² TITLE VI OF THE 1964 CIVIL RIGHTS ACT, 42 U.S.C §§ 2000d - 2000d-7, TITLE 42 - The Public Health and Welfare, SUBCHAPTER V - FEDERALLY ASSISTED PROGRAMS

³ EXECUTIVE ORDER 12898 OF FEBRUARY 11, 1994

⁴ <https://www.fhwa.dot.gov/legregs/directives/orders/664023a.htm>



Photo courtesy of Jorge Valens

populations as defined by the Federal government as part of its day-to-day outreach. Through this plan, the Broward MPO will continue to use those techniques known to best reach these communities.

Examples of the techniques to be used include:

- Translation of public outreach materials;
- Use of radio public service announcements and paid advertising in Spanish and Creole;
- Providing materials at local community grocery stores, gas stations and churches; and,
- Reaching out to leaders in these communities to serve as ambassadors of the LRTP information in their communities.

Other populations with unique perspectives include:

- Older citizens;
- Populations with disabilities (physical, sensory, and learning) ;
- Students (See Youth Involvement); and,
- Transit dependent populations (with help and guidance from Broward County Transit (BCT) and the South Florida Regional Transportation Authority (SFRTA). Both these agencies have studied this segment of the population extensively and provide valuable insight on effective outreach methods.

Based on 2010 Census data, those areas of high concentrations of minority and low income populations will be visited to ascertain their needs in terms of translated media deliverables and possible workshop locations. This includes having personnel that can speak the appropriate language and scheduling the meetings at a time that is best for these communities.

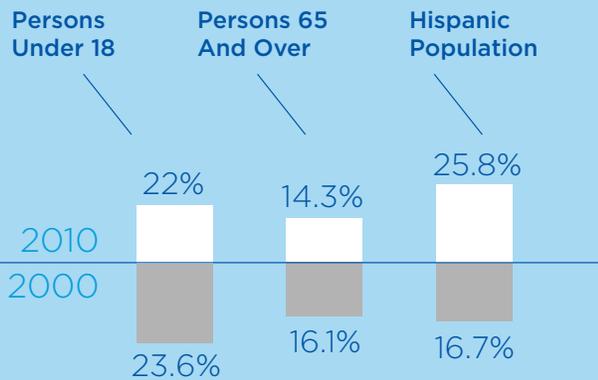
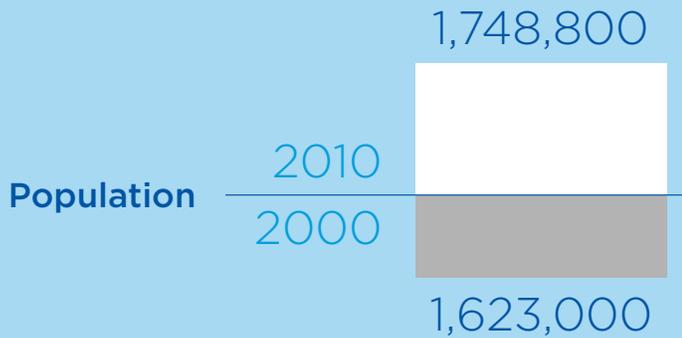
Lastly, the steering committee, the MPO's Community Involvement Roundtable (CIR) and local community groups will be utilized to collect feedback and gain access to their public outreach assets. Emails and letters will be sent to these groups asking them to assist the Broward MPO by granting access to their public outreach staff, transmitting links to the web site and surveys through their social media tools and providing access to their mailing lists.

The list of stakeholders will be updated throughout the public involvement process, and at a minimum will include the following entities:

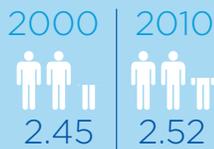
Figure 1 – Commitment 2040 “Our Community” snapshot

MOVE PEOPLE

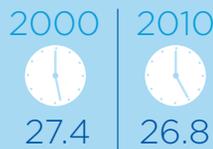
To better move people around Broward we need to first identify who we are moving. The snapshot below helps us identify growing trends in our community and better assess their transportation needs as they continue to grow and change.



Persons Per Household

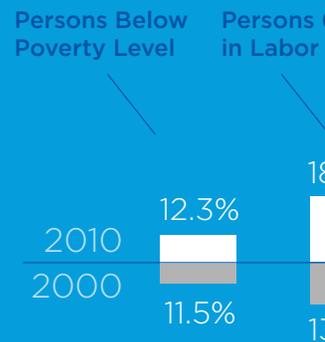


Mean Travel Time To Work (Minutes)

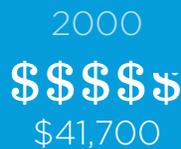


CREATE JOBS

The jobs outlook in this region has dramatically in the last decade. Unemployment has increased, so has the number of people living below the poverty line. Broward's labor force is the life blood of t



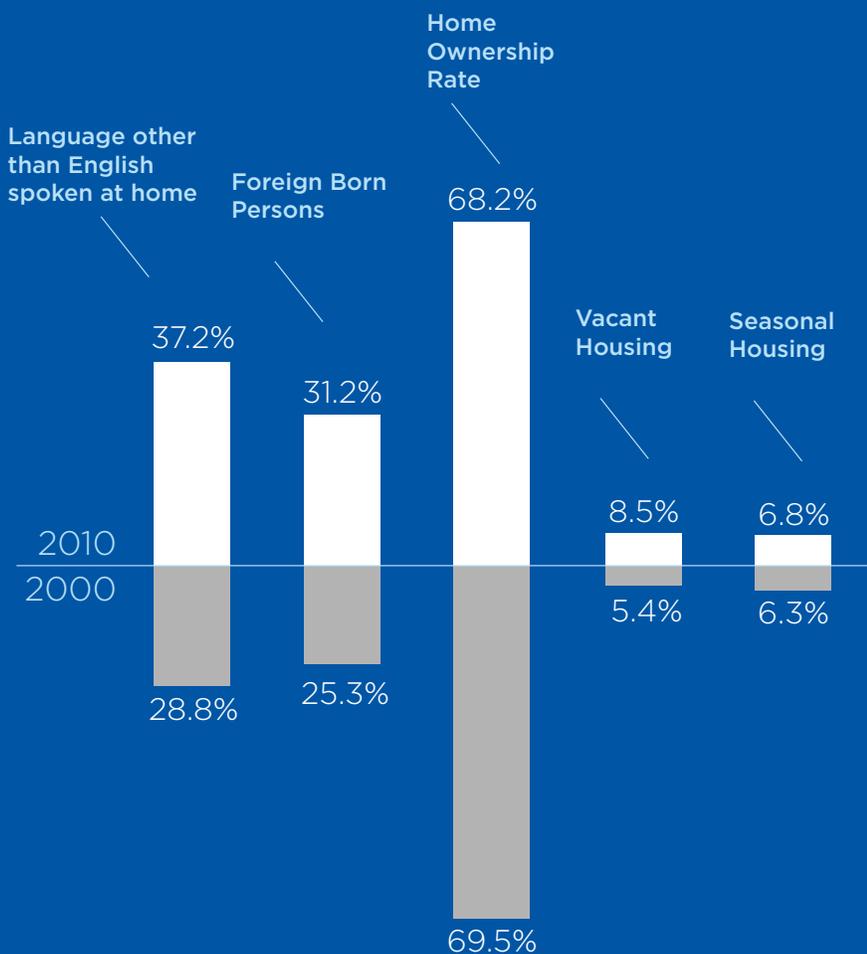
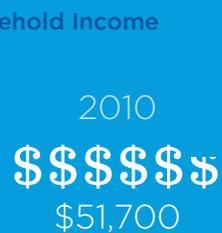
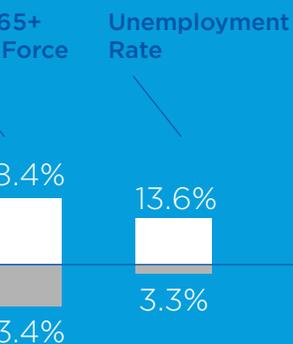
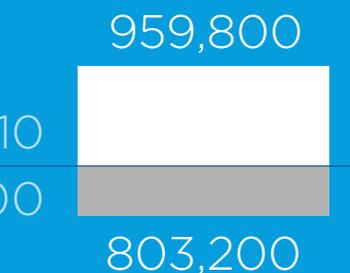
Median Household Income



STRENGTHEN COMMUNITIES

Region has changed the most decade. As the labor force number of people who live toward's growing labor this region.

Who makes up a community and what language they speak provide an important snapshot of a region and its communities. Additionally, homeownership rates, including vacant and seasonal housing statistics, give valuable insights into the the make up of those communities.



GOVERNMENTS

- Federal Transit Administration
- Federal Highway Administration
- South Florida Congressional Delegation
- Florida Department of Transportation
- Florida's Turnpike Enterprise
- Municipal Governments
- Broward County
- Southeast Florida Transportation Council (SEFTC)
- Miami-Dade MPO
- Palm Beach MPO
- South Florida Regional Transportation Authority (transit, seaport, airport, school district, climate change task force)
- South Florida Regional Planning Council
- Seminole Tribe of Florida
- Regional Planning Council
- South Florida Regional Transportation Authority Board of Directors
- Broward County Board of County Commissioners
- Broward County Coordinating Board (BCCB)
- Broward County Transit
- Fort Lauderdale/Hollywood International Airport
- Port Everglades

COMMUNITY ORGANIZATIONS

- Homeowners Associations
- Apartment Complexes
- League of Women Voters
- Environmental Groups
- Bicycle and Pedestrian Advocacy Groups
- Faith-based Organizations
- Veterans Associations
- County Watch
- Urban League
- Social Service Organizations
- Alumni Organizations
- Kiwanis Organizations
- Rotary Clubs
- Disability Advocacy Groups
- Sorority and Fraternity Organizations
- Hispanic Outreach groups
- Parent Teacher Associations
- Other Interested Parties

BUSINESS/DEVELOPMENT & TOURISM ASSOCIATIONS

- Fort Lauderdale Chamber of Commerce
- Broward County Chamber of Commerce
- Broward League of Cities
- Greater Fort Lauderdale Alliance
- Chambers of Commerce from individual cities within Broward
- Broward County Latin Chamber of Commerce
- Realtors Associations
- Workforce One
- Downtown Development Authority
- Greater Fort Lauderdale Visitors and Convention Bureau
- Freight and Goods Movement Industry
- Urban Land Institute Southeast Florida/Caribbean

MEDIA

- The Miami Herald
- The South Florida Sun-Sentinel*
- El Sentinel*
- Westside Gazette
- The Palm Beach Post
- South Florida Business Journal
- The South Florida Times*
- Daily Business Review
- Local Television Stations
- Local Radio Stations
- Online Publications
- Transportation & Transit Trade Publications
- Bus advertising (internal and external)

*Media organizations within the Broward MPO's PIP

BROWARD MPO BOARD AND COMMITTEES

- Broward MPO Board
- Broward MPO LRTP Steering Committee
- Broward MPO Technical Coordinating Committee (TCC)
- Broward MPO Community Involvement Roundtable (CIR)

PUBLIC OUTREACH OBJECTIVES AND STRATEGIES

The overall goal of the PIP is to encourage the meaningful participation of Broward's diverse communities and to build support for the 2040 LRTP from both citizens and the Broward MPO's partner agencies. Specific goals are, but not limited to:

- To formulate and execute a public involvement plan that promotes two-way education, dialogue and continuing participation;
- To develop a plan consistent with guidelines in Chapter 4 of Florida Department of Transportation's (FDOT) Metropolitan Planning Organization Program Management Handbook⁵ and tailor outreach efforts to as many people within Broward County as the Broward MPO's planning boundary, especially traditionally underserved minority and low-income populations, in accordance with Federal EJ policies; and,
- To promote the role and responsibility of the Broward MPO, what the 2040 LRTP is and why it is important to the citizens and businesses of Broward.

The following strategies will be used to achieve the above goals during the implementation of this plan:

- Create a logo and branding for the 2040 LRTP, Commitment 2040, that spans all deliverables;
- To promote understanding of regional as well as local scale of travel within the tri-county region served by the Miami-Dade, Broward, and Palm Beach MPOs;
- Create a flexible web presence for the 2040 LRTP that makes it easy for users to learn about the project and give meaningful input on specific services and projects;
- Use a combination of print, online and in-person surveying techniques to gather input from stakeholders;
- Conduct a minimum of ten (10) public workshops to let the public directly interact with the Broward MPO staff and consultants;
- Plan and execute an extensive youth campaign that will ask their input on what they want the future of transportation to be;
- Tailor specific outreach materials to specific civic groups and community organizations with access to large groups of citizens;
- Conduct a minimum of ten (10) meetings with community leaders and elected officials briefing them on the Broward MPO and Long Range Transportation Plan;
- Develop a strong contact list of public involvement resources from partner agencies and community groups with access to social media users and mail/email lists;
- Create a 30- to 60-second video/audio commercial that highlights the importance of the 2040 LRTP and air it on cable access channels, the Internet and explore other media to air it to raise awareness and drive viewers to the website;
- Coordinate with local media outlets throughout the process;
- Utilize data to identify communities, allowing for targeted public outreach; and,
- Utilize the Transportation Outreach Planner as much as possible in all efforts.

⁵<http://www.dot.state.fl.us/planning/policy/metrosupport/mpohandbook/ch4.pdf>

TOOLS

Project Website and Social Media

The 2040 LRTP's web presence will exist within the Broward MPO's website and content management system. This will ensure a smooth transition to the Broward MPO's staff once the contract has concluded. It will be a living website that will change with the overall process of drafting the 2040 LRTP. It will include language that is clear, concise and easy to read. The website should have a modern look that emphasizes images and/or graphics.

The site, in its first phases, will feature links to online surveys, clear communication of the LRTP's goals, hyperlinks to other parts of the site and buttons linking users to interactive sections. As the plan matures, the site will accommodate an interactive map of projects, updated workshop schedules and data gathered throughout the process. A section will be created that catalogs the development of the plan and an archive of downloadable material and any information from previous phases. This page will be frequently updated throughout the development of the 2040 LRTP.

The Broward MPO will depend on its partner agencies and community public outreach resources to distribute links to its website and surveys. The messaging will be prepared in advance and links will be measured using bit.ly, an online tool used to track social engagement. This will allow the Broward MPO to circumvent the need to create a social media presence and still benefit from these important tools. Additionally, utilizing agencies and organizations with established social media presences will broaden the reach of the project's message without incurring the cost of building one. Performance and feedback on these services will be tracked and incorporated in the final plan. This is a proven technique that has allowed other public involvement efforts in transportation to reach thousands of interested parties without any additional expense.

Surveys

Surveys will be developed and distributed with a mix of Survey Monkey Platinum Services and in-house data tools. These surveys will collect feedback through the Broward MPO's existing website. Survey Monkey Platinum Services allows for effective surveying and analytics. These surveys will gather pertinent demographic information such as age, city of residence, city where the respondent works, preferred mode of travel and general contact information. This information will allow the public information team to continue to custom-tailor strategies for more effective public outreach.

These surveys will not favor one service over another and seek to learn what the survey taker would prioritize in terms of transportation options. Trending preference polls will also be generated for both general information and specific projects such as transit, tri-rail, etc. as part of the final public involvement report and on the project's website. Mode specific surveys will feature simple questions and interactive responses that return live feedback to the user in the form of percentages of returned responses.

Printed versions of the public outreach survey will be created for use at public workshops and distribution to parties without Internet access. This printed version can also be distributed on buses, trains and other modes of transportation.

Information gathered through these surveys have no identifiable information and will be used to determine effectiveness of outreach measures.

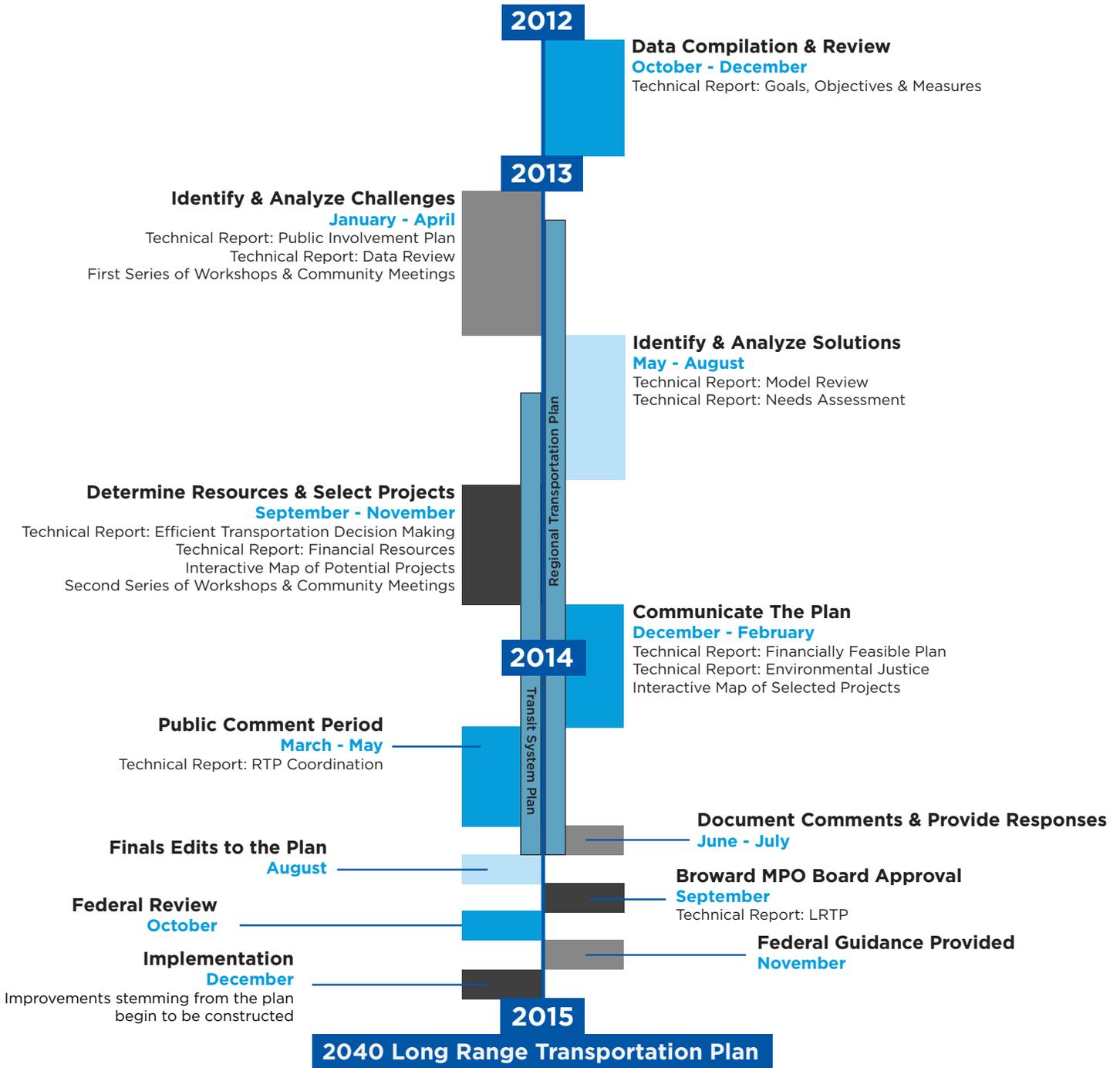
Project Schedule

The **project schedule (Figure 3)** will communicate the project's development and will be distributed to the public.

Figure 3 – Commitment 2040 Project and Products Schedule



Long Range Transportation Plan: Project and Products Timeline



Public Workshops

Five (5) public workshops will take place at varying locations throughout Broward. Five (5) public workshops are planned for September 2013. Additional workshops will be scheduled as warranted. The locations of these workshops will be chosen to serve all parts of the Broward's diverse population. After a brief presentation, project team staff will divide into smaller groups for better connection with attendees. The public involvement team will look for opportunities to co-locate with agencies in meetings that expect high turnouts and have the targeted audiences the plan is trying to reach.

Community Meetings

At least ten (10) meetings with community groups and local organizations will be organized with the goal of connecting with groups that have access to large parts of the Broward MPO's stakeholders. These groups will vary between civic associations, interest groups, business groups, non-profit groups, etc. Going to these groups will expose the Broward MPO and 2040 LRTP to the community as well as give the Broward MPO access to additional public outreach resources.

Video/Audio Commercial

One 30- to 60-second video/audio commercial will be created to get citizens interested in the plan and promote immediate engagement at the project website. This video will be aired on public access television, online (YouTube/ Commitment2040.org) and during public workshops. It will also be included in project information e-blasts to increase views. Other opportunities to air the video will be researched throughout the project to maximize its exposure and use.

MEDIA OUTREACH

The intent of this effort is to reach interested media parties through press releases and one-on-one conversations. The goal is not just for media to cover the development of the LRTP, but to encourage citizen participation and develop an understanding of the purpose of the Broward MPO. Efforts will be made to further engage the media when possible including public affairs programming to better explain the importance of the LRTP process and citizen engagement. Additionally, the project team will draft and send letters to the editorial boards of media outlets the Broward MPO mention in their public involvement plan.

PUBLICATIONS

Several publications will be developed, including but not limited to:

Brochure (3): Brochures will feature eye-catching design and rely heavily on presenting Commitment 2040's data in an information graphic style. As all tools, the brochures will encourage visits to the website or for those who do not have access to the site, to phone with their feedback/ input. Brochures will be distributed at public outreach events, community meetings and through direct mailing efforts.

Fact sheet (1): The fact sheet will be designed similar to the brochure's info graphic style. This will translate well online and serve as an effective online marketing tool given the Internet community's affinity for info graphics. This sheet will list several facts about the LRTP and its process and will be used primarily as a tool to address frequently asked questions.

Quarterly Newsletter Article (as requested): These articles will be featured in the Broward MPO's newsletter and discuss the development of the project.

Personalized letters to local organizations: These letters will be personalized and sent to prominent organizations, homeowners associations and other groups in Broward. The goal is to reach out to decision makers and citizens most likely to give us feedback. The letters will direct readers to www.Commitment2040.org to learn about the report take our surveys and give feedback.

These letters will also encourage organizations to assist in public outreach by sending links to the project site and survey to their employees and contact networks among its group and make transportation planning a priority when appropriate in their organization's meetings/materials. Follow-up phone calls will be conducted to determine the efficacy of these letters and build relationships with select organizations.

Workshop presentations: These presentations will be built with custom designed slides keeping with the branding and style of the report. These presentations will be made in multiple languages as needed and be ready to be presented at any organization's meetings. It will be part of the toolbox available to organizations and transportation partners for use within their membership.

Final Public Involvement Report: A comprehensive and easy-to-understand final Public Involvement Report will be produced for the 2040 LRTP. It will document all outreach efforts including public involvement strategies, activities and materials, along with performance measures for each methodology. Public comments gathered during the process will be summarized and evaluated. The report will be presented for review to Broward MPO Board and its committees. Measures of how effective the PIP was will be assessed using a variety of analytical measures including:

- Cost per Citizen Contacted
- Cost Effectiveness per Comment Received
- Percentage of Comments Responded to within 5 Business Days
- Public participation by income group compared to Broward County population (to assure all income groups receive representation in the plan development process)
- Web-based analytics provided by Google Analytics and Survey Monkey

Evaluation of the PIP will occur concurrently with the development of the plan to ensure any public outreach efforts that are not meeting expectations can be quickly adapted or replaced.

Additional measures and metrics will be developed and evaluated, as each public outreach strategy is refined during the plan development process. Comments on the final report will be included. Upon completion, email blasts and postcards will be sent to those involved to notify them of the plan's completion.

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