



Broward County

Legislation Text

File #: 22-1318, Version: 1

Broward County Commission Regular Meeting

Director's Name: Tim Garling (Deputy General Manager)

Department: Transportation

Information

Requested Action

MOTION TO APPROVE Broward County Transportation Department's sponsorship and participation in a Statewide Public Transit educational advertising campaign that is a joint effort between the Florida Department of Transportation (FDOT), the Florida Public Transportation Association (FPTA), the Florida Transit Association Finance Corporation (FTAFC) and individual transit systems in the amount of \$150,000; and authorize the County Administrator to execute any agreements or documents necessary to effectuate same, subject to review for legal sufficiency by the Office of the County Attorney and provided there is no increase in the County's financial obligations.

Why Action is Necessary

In accordance with the Broward County Advantage Marketing Program, sponsorships require approval by the Broward County Board of County Commissioners.

What Action Accomplishes

Approves the Transportation Department's (BCT's) participation and sponsorship in the amount of \$150,000 for a statewide advertising campaign to educate residents and visitors about the important role transit plays in keeping the public safe while providing services vital to Florida's economic recovery to attract new and former riders back to transit.

Is this Action Goal Related

Yes

Previous Action Taken

None

Summary Explanation/Background

THE TRANSPORTATION DEPARTMENT RECOMMENDS APPROVAL

This item supports the Board's Vision and Goals for "Cooperatively Creating an Efficient and Accessible Regional Intermodal Transportation Network" and "Prominently marketing Broward County as a brand while increasing public understanding of programs and services" and Goals to "Provide a safe, sustainable, integrated and efficient transportation system to enhance Broward County's economy and livability" and "Consistently and effectively market and brand Broward County programs and services, locally and globally, through effective collaboration."

The COVID-19 pandemic had a significant impact on public transportation ridership with ridership declining to a low in 2020 of approximately 20% of pre-pandemic levels nationwide and in Florida. Ridership has recovered at varying rates since then, depending on the area and the type of transit mode, to slightly more than 60% of pre-pandemic levels.

Through this sponsorship, the Transportation Department (BCT) will provide \$150,000 to the Florida Public Transportation Association (FPTA), towards the total cost of \$1,291,500, to lead a statewide advertising campaign that will: create awareness of the benefits of transit in local communities; educate residents and visitors about the important role transit played in keeping the public safe while providing services vital to Florida's economic recovery (e.g., helping essential workers get to work safely during the pandemic); communicate information regarding current safety measures and transit services; and attract former and new riders back to transit. (Exhibit 1)

Source of Additional Information

Tim Garling, Transportation Department Deputy General Manager, (954) 357-8424

Fiscal Impact

Fiscal Impact/Cost Summary

Funds for this action are budgeted within the Transportation Department's Fiscal Year 2022 operating budget.