

United Drivers of Broward (UDOB)

Proposal

FINANCIAL RELIEF PROGRAM

OUTREACH CAMPAIGN AND TECHNICAL ASSISTANCE PLAN



Presented By

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1- Introduction

During the December 2020 Broward County Commission meeting, Commissioner Barbara Sharief expressed the need for the County to provide financial assistance to the taxi drivers who have been severely impacted by COVID-19 pandemic due to the country shutdown. Members and the leadership of United Drivers of Broward (UDOB) were delighted by the Commissioner's statement. Since then, United Drivers of Broward (UDOB) has developed a partnership with THELAR Management Group, LLC to draft a proposal for a resolution for a special grant to help taxi drivers and a plan for an Outreach Campaign and Technical Assistance.

This document outlines the Outreach Campaign and Technical Assistance Program including scope of services, objectives and overall costs.

2- Objective

The proposed Outreach Campaign and Technical Assistance Program are designed to respond to the challenges that qualified applicants may face to apply for the special grant Broward County may have available for registered permit drivers to alleviate their financial hardships caused by COVID-19 pandemic.

- The goal of the Outreach Campaign is to increase the number of applicants to apply for the grant. In the past, due to lack of outreach efforts, many members of the community were not aware of programs that were available for them. For instance, the Emergency Rental Assistance Program (ERAP) for which Broward County Commission had received approximately \$53 million in funding from the federal government to enable local governments to allocate emergency funding to residents who are suffering financially due to the COVID-19 pandemic.

United Drivers of Broward (UDOB) and THELAR Management Group, together have developed an Outreach Campaign that will help to inform and educate those who are qualified to take advantage of the grant.

- The Technical Assistance Program aims to provide hands-on guidance to applicants from pre-screen process, gathering required documents, completing and submitting the application. This program will support the work of the County staff to increase the program success rate.



3- About United Drivers of Broward (UDOB)

United Drivers of Broward (UDOB) is a non-profit organization founded in 2015 by three (3) South Florida's taxi drivers. The mission of UDOB is to bring fairness in the taxi industry working as a bridge between the workers and the institutions. It has over 700 taxi drivers' members who are from minority and immigrant communities. About 90% of their members are Haitians who represent the larger ethnic group in the taxi industry in Broward County. Their goals are to fight discrimination, to empower the members, to provide technical assistance and to promote fair share in the transportation industry in Broward County.

United Drivers of Broward (UDOB) has advocated on behalf of its members on several occasions to Broward County Commission on issues to improve the work conditions of minority taxi drivers. As result of its advocacy efforts, many more taxi drivers were able to open their own companies.

4- About THELAR Management Group

THELAR Management Group, LLC is a fully staffed communication company focused on the Haitian market and specialized in creative and cultural industries. The company was founded in Haiti in 2002 and corporate in United States since 2005. Due to our ongoing relationship with Haitian media and our engagement in the community, we provide measurable results and solution-oriented communication services to government agencies, small businesses, non-profit organization or large corporation as a catalyst to increase visibility within minority communities, beginning with the Haitian market. Our strategic campaigns catered for minority and underserved communities. Because we know the people; we speak the language; and we understand the culture, we use arts and culture as engine of communication for efficient and enlighten impacts for both, our clients, and their target audience.

5- About the target audience

According to the Consumer Affairs Department, there are over 2,000 licensed taxi drivers in Broward County and about 5,000 licensed Uber and Lift drivers in Broward County. Most of them are immigrants or immigrant descent who are rooted in their communities. However, these taxi, Uber and Lift drivers might encounter a few challenges that will prevent them to apply for the special grant.

Challenge #1: Language Barrier - Many of them face language barriers because they speak another language other than English as their primary language.



Challenge #2: Access to technology – Due to a low educational attainment and financial difficulties, many drivers may not have the ability to use technology to apply for the grant.

Challenge #3: The challenges mentioned above can be a source of intimidation for some drivers who are qualified to apply for the grant but will decline to do so.

Therefore, it is important for the County to implement a program to assist the drivers to overcome their challenges so they can feel empowered and confident to take advantage of the grant.

6.1- Outreach Plan

Length: 30 days

Campaign Languages: English, Creole and Spanish

Step 1: UDOB Direct Communication (No cost)

- * Email
- * Text message
- * Social Media: WhatsApp
- * Community Partnership: Information will be shared with other community organizations.

Step 2: Streets Campaign/Canvassing

- * Posters to be placed and flyers to be dropped in strategic locations (airport stands, taxi companies offices, train stations, Hard Rock Hotel, churches, restaurants, barbershops, beauty salons)

Step 3: USPS Direct Mail

- * Flyer to be mailed to taxi driver home address

Step 4: Media Buying

- *Radio, Television and Newspaper

Step 5: Email Blast to local database

6.1- Outreach Plan Budget

Length: 30 days

TOTAL: \$66,400

Step 1: UDOB Direct Communication (No cost)

Step 2: Streets Campaign/Canvassing

Graphic design:

Posters and flyers in 3 languages (English, Spanish and Creole)

Total: 6 artworks

Total Costs: \$600



Printing:

Posters Size: 18X24	Flyer's size: 4.25X5.5 (medium)
English Posters: 250	English Flyers: 3,500
Spanish Posters: 50	Spanish Flyers: 500
Creole Posters: 200	Creole Posters: 2,000
Total: 500	Total: 6,000
Total Costs: \$500	Total Costs: \$ 300

Step 3: Direct Mail

* UDOB Letter to be mailed to about 1,000 taxi drivers home address
Materials needed: Papers, Yellow envelopes, labels, postage stamps
Costs: \$400

Step 4: Media Buying (1 month)

Radio, Television and Newspaper
Costs: \$50,000

Step 5: Online marketing to local database

Costs: \$2,000

Outreach Coordination Costs

Communication Services: \$10,000
(*THELAR Management Group*)
10 Canvassers (\$15/hour): \$7,500
(*Estimate 50hrs/canvassers*)
Coordination costs: \$17,500

Contingency: \$5,000

7.1- Technical Assistance Program

Length: 60 business days

Create 5 UDOB Mobile Assistance Centers to be available at different locations and different times

Target Areas: Southeast Broward, Southwest Broward, Central Broward, Northwest Broward, Northeast Broward

Prospect locations:

- 1- UDOB Office
- 2- Airport Holding Lot
- 3- Taxi Companies offices
- 4- TMG Office in Miramar
- 5- Churches

Staffing: (Mobile 4 hours/session)

Project Coordinator:

4 people/mobile (2 Greetings/Qualification - 2 Application)

Volunteers (refreshment)

Office supplies (pens, paper, staplers, clip board, water, printer cartridge, etc.)



7.2- Technical Assistance Budget

Length: 60 business days

TOTAL BUDGET: \$52.920

Create 5 UDOB Mobile Assistance Centers to be available at different locations and different times

Target Areas: Southeast Broward, Southwest Broward, Central Broward, Northwest Broward, Northeast Broward

Prospect locations:

- 1- UDOB Office
- 2- Airport Holding Lot
- 3- Taxi Companies offices
- 4- TMG Office in Miramar
- 5- Churches (To create partnership)

Staffing: (Mobile 4 hours/session)

4 people/mobile (2 Greetings/Pre-screen Qualification - 2 Application)

Staff schedule: 6hrs a day / 30hrs a week

Project Coordinator: 6hrs a day / 30hrs a week

Staff \$18/hours/person (Total 24hrs / Salary: \$432.00 per day)

Project Coordinator: \$25/h (Total: \$150/jour)

Salary per day: \$582

Total Salary for the period of the program: \$34.920

Office supplies (pens, paper, staplers, clipboards, water, refreshment, lunch, ink toners, etc.)

Costs: \$3,000

Volunteers (Greetings/refreshment/logistics)

Contingency: \$15,000