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You’ll notice that this issue of eCountyLine looks much different than the last. That’s because it’s our commemorative and last issue! The original County Line and current eCountyLine have evolved over 41 years. I remember my first message in 2005 when I became your Interim County Administrator. Wow, how time has flown!

eCountyLine has served as a valuable communication link between County employees for decades. However, as times change, so must we. Today, we live in an ever-changing news cycle where Breaking News is immediate rather than next day when I was growing up. And based on recent recommendations from the Community of Practice, a staff led communications effort, and the 2018 Employee Communications Survey, I know we’re on the right track.

So, I welcome a new way of engaging you and hope you will continue to engage with us by submitting articles for inclusion on BrowardEmployee.org and in Sun eNews, our weekly enewsletter. With more than 6,000 employees in different divisions and offices at various locations throughout the County, it is important that employees stay connected and share the good news happening at their respective agencies. We have a lot to be proud of and what better time than now to use technology to showcase the work we do.

Message from County Administrator

Take a Stroll Down Memory Lane

For four decades the County has been dedicated to keeping employees informed through County Line / eCountyLine with a variety of employee-related information. Launched in January 1977, The County Employee Newsletter, was a composite of features and facts designed to be of interest to employees. From service anniversaries to employees of the month to job opportunities to agency achievements to benefits, the newsletter quickly became a staple in employee communications. By the debut of the March issue, the newsletter had a new name, County Line, which was named by three employees - Eleanor Mossman of the Aviation Department, Arthur St. Amand of the Civil Defense Division and Florell Sedman of the Revenue Collection Division. It was published bi-monthly and distributed with paychecks. However, as communication methods evolved, and people became more dependent upon electronic communication, County Line became eCountyLine on October 11, 2007 as a monthly digital newsletter. Readers were now able to scan a wide variety of content extremely quickly and decide whether or not to dig deeper, and of course, going digital was a cost-savings to the County as well. As we navigate through the ever-changing world of communication and the realization that employees are inundated with emails, it was imperative to streamline employee communication and take steps toward moving with the times. So beginning October 1, 2018, content from eCountyLine started being featured on BrowardEmployee.org and Sun eNews.

1977

The first County Employee Newsletter was launched.

2005

County Line gets a new look.

2007

County Line becomes a bi-weekly electronic publication called eCountyLine.

2009

eCountyLine changes to a monthly publication.

2018

eCountyLine goes into retirement after 41 years.
Here comes BrowardEmployee.org - your online daily newspaper! With the fresh new look comes new and exciting features at your fingertips - set to debut by the end of December 2018. To give you a little inside scoop, the Employee Discount and Swap Meet pages will have enhanced visibility. Stay tuned; exciting things are happening in our employee communications.

Final layouts subject to change.

A Winning County from the 1970s

The Annual Employee Awards Ceremony was held on October 25, 2018 at the Main Library Auditorium. Let’s take a moment to reminisce about the first win to be featured in the 1977 newsletter when seven programs won National Association of Counties (NACo) Achievement Awards as outstanding new programs of 1976. The award-winning programs were: Coordinated Traffic Management Program, Library in Action, Victim-Citizen-Police-Witness Liaison Program, Women’s Concerns Section, Comprehensive Youth Service Plan, Client Advocacy Program, and Replacement of Hard Copy Tax Roll with “microfiche.”

Fast forward to 41 years later, and the County has won 34 NACIO and 14 NACo awards in 2018, topping the nation for the sixth year in a row when it comes to the quality of public information and public education outreach campaigns. Winning agencies include: Port Everglades, Parks, Libraries, Office of Public Communications, Cultural Division, Environmental Planning and Community Resilience, Broward County Transit, Broward Municipal Services District, Economic and Small Business Development, Environmental Protection and Growth Management, Building Code Services, Aviation, Records, Taxes and Treasury, Emergency Management, Highway and Bridge Maintenance and Water and Wastewater Services.
What Employees Say...

“When I was in the Parks Division in the early 90’s, I loved when the print version of County Line accompanied every paycheck. The two went hand-in-hand and it was always something to look forward to. I was sad when it went online because the experience was no longer the same. Guess I’m a Fred Flintstone hold out on some things.”

~ Paula Randall
Facilities Management (Joined the County in 1997)

Since County Line went electronic, I do not read it as much anymore. I enjoyed reading the printed version and articles about fellow employees and information about various activities offered by the County. Now I seem to skip over reading when it arrives in my inbox and never come back to finish reading.

~ Janet Restal
Broward County Transit (Joined the County in 2002)

“I am a part of the generation where paper is as foreign as a Walkman. The eCountyLine’s use of electronic information was a helpful reminder of upcoming County events, especially for the HSA incentive deadline.”

~ Deren Stevens
Human Services (Joined the County in 2015)

“Consolidating the newsletters should increase employee readership and engagement, there are so many important stories to share, this approach makes sense.”

~ Gregory Meyer
Aviation (Joined the County in 2006)

“I started working for the county in February 1997. When I started in the Water and Wastewater Information Technology division we had low level computers. I started working on Oracle 3.0, Oracle is now up to version 11. The County back in the days (80’s), had Wang and Lanier computers for typing documents. We had typewriters and green bar paper. We started using DOS as the operating system, then moved on to Windows XP, Windows 7, and now to Windows 10. This technology has made many people’s lives easier. I always like reading eCountyLine to find out who got a promotion or what was happening with their family and what Broward County is doing.”

~ Shelly Turetzky
Office of Public Communications (Joined the County in 1990)

I started with the County in 1996. The County Line was always something to look forward to for two reasons. First it was a great way to keep up with what all the agencies were doing. We are representatives of the County and so people expect us to know about everything. Secondly, it is a great way to keep up with fun happenings and personal highlights. The County is one big family and we want to celebrate both personal and professional accomplishments.

~ Ruth Myles
Learning and Organizational Development (Joined the County in 1996)

Flashbacks

At work at the county’s central switchboard is “very special person” Louise Beath. From left to right, operators Wini Guthrie, Marj Tate and Mary Etta Dunworth.

Dr. Mina Johnson

As Al Lavelli (left) and Paul Small look on, Verne Both tests a training program for the Local Government Financial System.
"We owe today’s strong (and award-winning) employee communication program to many County leaders over the years, who believed in the strength of an informed workforce and who cared about the achievements and aspirations of its employees. In this commemorative issue of County Line, I would like to personally salute Celiene Bruce. She was the Assistant County Administrator back in 1977 who started it all. It was not easy. There were many who did not agree that a newsletter was a necessary expense or even that it mattered. I know this because I was there. Today, communication is considered an essential element of any successful business, including government. Ms. Bruce had vision, and I am proud to have worked with her.

Back in 1977 when the first edition of our employee newsletter was launched, there were no PCs on employee desks. No e-mail. No internet. No County web sites. No social media. Communication was basically relegated to notices posted on bulletin boards and discussions around the closest water fountain. Think about that. It is truly amazing how far our employee communication has progressed since then. So, we went from using an exacto knife to “cut and paste” news articles into artwork that would be printed and then distributed by each agency with paychecks -- to the digital world of “instant” communication. What a ride. Congratulations and “Thank You” to all the employees who have contributed to eCountyLine’s success over the years.”

~ Judy Sarver
Commission Aide and former Director of the Office of Public Communications

"Judy Sarver, manager of the Public Information/Graphics Office, assigned me to be editor of County Line in 1988 and I served in that position for about 18 years. We started as a 12-page issue published every other month which eventually streamlined into a 4-page issue published every other week. Originally the copy I wrote was typeset into galleys -- which I waxed, trimmed and arranged into layouts. My film was developed at a one-hour photo store across the street. Of course, the computer changed everything, and it was so much nicer to be able to scan in photos, and later to use digital cameras and do all the assembly on a desktop computer. I loved being editor of the publication because I got to visit nearly every agency in the County and I could talk with the staff and take photos of them in action. I also learned so much about how the County worked. And then the tough part: compressing all that information and all the photos into one issue, which was like doing a jigsaw puzzle with more pieces than you needed and some that might be missing! Making deadlines was sometimes very challenging and it was always such a relief to show up at our print shop with the latest edition and pass it off to them. It was a huge effort! But the effort was worth it. I loved being editor of that publication. It was a job designed just perfectly for me!"

~ Steve Vinik
Retired, Public Communications Specialist

"I remember designing the eCountyLine template back in 1990s when the County was still using Interwoven. We had to freshen it up again, when we started using SharePoint. It grew from a newsletter to a website with lots of information.”

~ Lloyd Goller
Public Information Specialist

"When I began in 1998 the County Line was a quarterly publication that included employee anniversaries and a classified section. After some time, it became and monthly publication and then increased to a bi-weekly distribution to keep up with the pace of events. At its peak we were producing 8,000 copies and after the “Great Recession” we were down to about 5,500. I did enjoy the printed version very much. However, news today is so fluid that a printed news publication can never keep pace.”

~ Ramon Canals
Print Shop Manager

"Employee communication (especially through newsletters) is so important. It’s been amazing to see the huge changes in the writing and distribution of our internal newsletters. When I started with the County way back when, County Line was a lengthy printed piece with lots of staff information and items for sale. Now, our internal news is delivered much quicker, is easier to access and is more focused.”

~ Cindy Malin
Program Project Coordinator
Broward County

THEN & NOW

1977 Population: 248,507

Logo redesigned in 1991

1995 Broward.org Home Page

The majestic 1928 Broward County Courthouse

Airport Expansion Project 1983 (aka Project 80s)
- Artist rendering of Fort Lauderdale/Hollywood International Airport

2018 Population: 1,935,878

Logo redesigned in 2002

2018 Broward.org Home Page

New Broward County Judicial Complex, 2017

Airport, the new South Runway, March 2015
Employee Benefits

As we approach the end of 2018, employees are reminded to complete their annual physical examinations and to take advantage of gift cards available through RALLY when you complete a qualifying activity. And remember, you must complete your Engagement Incentive prior to December 31st, 2018. Open Enrollment started October 15th and employees are encouraged to attend presentations and vendor fairs going on now. View schedule at Broward.org/Benefits. Open Enrollment ends Friday, November 2nd!

Holiday Food Drive

The holidays are around the corner and many in our community count on local food pantries to help feed their families. Join us in helping those in our community by donating non-perishable items to the County’s 365 Food Drive. Collection boxes are located at the Governmental Centers and at some Libraries. Visit Broward.org/FoodDrive for more information.

United Way

It’s that time again for our Annual United Way Employee Campaign. Employees are encouraged to participate, donate and become one of Broward County’s Everyday Heroes. Reserve your lobby space today! Stay tuned to BrowardEmployee.org and Sun eNews for more information. The Libraries Division is leading this year’s campaign - Be an Everyday Hero!
In 1916, Charles Swaggerly opened the area’s first bus-taxi service to provide a way for people living in Fort Lauderdale to go from place to place. Over time, more people moved to Broward County, and the demand for bus service increased. In the 1950s three major transportation companies provided bus service for the whole area. The South Broward Transit Authority served the Hollywood area, the Beach Transit Company transported people around cities north of Dania along the Beach, and the Broward County Transportation Authority covered the remainder of the County.

The first county-wide bus system was formed in the early 1970s and was a combination of all three major transportation companies. The new combined bus system connected central and south Broward and was now called Broward County Transit (BCT), a service of the Broward County Commission. Sixteen new buses were purchased, increasing the fleet to 49. Along with a new name and more buses and bus routes, came a new home for buses and staff in Dania Beach, known today as the Ravenswood Garage. In 1978 BCT increased its fleet to 61 buses to provide additional bus routes for residents. And seven years later, they opened a new transit facility in Pompano Beach, which today houses bus operation and maintenance. In addition to fixed route buses, BCT began offering community bus service and paratransit service.

In February 1990, BCT opened its first bus terminal in downtown, Fort Lauderdale. The new Central Bus Terminal was designed to serve the needs of up to 15,000 passengers per day and was served by 18 out of BCTs 33 bus routes. The total funding for the terminal was $9.52 million with the U.S. Department of Transportation paying 80 percent, the Florida Department of Transportation (FDOT) paying 10 percent and Broward County Transit paying 10 percent. Today, the Central Bus Terminal remains BCT’s main transfer hub.

Over the years, BCT continued to expand services by adding more buses and routes to meet the increasing demand for public transportation. In 2004, they began offering a Reduced Fare College Bus Pass for $16 as a pilot program to increase ridership among college students. The program was originally scheduled to end on December 31, 2005, but due to the strong interest, was extended to December 31, 2006, and continues today.

In 2006, BCT introduced its first articulated bus along state road 7 (441) with Limited Stop Service, known as the 441 Breeze. In 2008, two additional Limited Stop Services were added - the University Breeze and the US 1 Breeze using a regular 40-foot bus. The articulated bus was later introduced along Oakland Park Boulevard on the Route 72 to help alleviate overcrowding on one of transit’s busiest routes.

In January 2012 BCT started to provide 95 Express service, along Interstate 95 to Miami Civic Center and downtown Miami, from the Miramar Town Center and CB Smith Park & Ride respectively. Due to the success of the service, additional express services were added along Interstate 95 from Hollywood to Miami Civic Center and downtown Miami, and Interstate 595 from the BB&T Center to Miami Civic Center and Miami/Brickell Avenue. Today, BCT operates 6 Express Service routes on weekdays during morning and afternoon peak travel hours, providing free commuter park and ride locations.

Today, Broward County Transit’s is the 29th out of 37 largest bus agencies in the United States, for agencies in an urbanized area of 1,000,000 or more population that operate 300 or more peak-hour buses*, carrying an average of 95,235 passengers daily on 44 on Weekdays, 31 on Saturdays, 29 on Sundays. Broward County Transit operates 352 fixed route buses, 51 community buses, 206 Paratransit vehicles**. The fixed-route buses travel between Broward, Miami-Dade and Palm Beach counties every day of the week, including holidays. The entire bus fleet is wheelchair and scooter accessible and includes bike racks.

The November 6th ballot includes a transportation question asking voters whether to levy a 1% local option sales tax funding countywide transportation system improvements. The detailed plan is intended to reduce traffic congestion, improve roads and bridges, enhance traffic light timing, develop safe sidewalks and bike paths, expand mass transit, fully fund special needs/on-demand services, fully fund community shuttles, connect greenways, enhance school safety zones and fund a variety of city transportation projects. What’s in it for your community? Find out at PennyForTransportation.com!

* Based on American Public Transportation Association’s “Public Transportation Ridership Report: Fourth Quarter 2017” (PDF).
** Based on Broward County Transit Facts dated 12/17.