

# **Office of Public Communications**

## **Presentation to Oversight Board**

**June 27, 2019**



# Office of Public Communications

## Areas of Service

- Public Information
- Digital Design and Communications
- Audio Visual
- Print Shop
- Call Center



# Our Goals

- Educate
- Inform
- Engage
- Promote Government Transparency
- Protect and Defend our Brand



# Communications and Marketing Consultant Services

- Branding, Media and Marketing Services
- Crisis Communications Services
- Digital Content Delivery Services
- Video Scripting and Production



# Sample Consultant Services

- Branding and Tagline
- Strategic Communications Plan Development and Annual Update
- Annual Media Plan, including social media
- Response to media coverage – dispel myths, correct rumors
- Strategizing Public Hearings and project outreach
- Speakers Bureau of “trusted voices”
- Media training
- Social media
- Special events



# Public Information Officer

- Interviewing candidates in July



# Entities Expected to Have Surtax-Funded Projects

- County
- 31 Municipalities
- MPO
- FDOT



# Website [Broward.org/PennyForTransportation](http://Broward.org/PennyForTransportation)

**BROWARD.org**

**PENNY FOR TRANSPORTATION**  
Broward County < Penny For Transportation

[ABOUT](#)  
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[Audit Reports](#) [Oversight Board](#) [Projects](#) [Financial Plans](#)

**Transportation Surtax:  
By the Numbers**

**Oversight Board Meeting**  
May 23, 2019  
[WATCH](#)

**Projects Approved  
by the Oversight Board**  
[READ](#)

**TRANSPORTATION IN THE NEWS**

Below is a sampling of current transportation-related projects underway, every day in our community. While they all are intended to help improve mobility, not all of them are related to or funded by the one cent surtax. Some are funded all or in part by grants, the gas tax, or by other of Broward's transportation partners, such as the Broward Metropolitan Planning Organization (MPO) or Florida Department of Transportation (FDOT). Projects that are part of the 30-year Mobility Advancement Plan will be indicated as surtax-funded projects.

Bridge Improvements [+](#)

Complete Streets [+](#)

Construction Updates [+](#)

**BROWARD COUNTY FLORIDA**



# Communicating About Projects

- Project Site Signage
- Bus signage – interior and/or exterior
- Bus shelter signage
- Fence Banners at high traffic intersections
- Flyers
- News Releases



# Communicating About Projects

- Community and Stakeholder Publications (county and municipality)
- \* Websites and TV Channels (county and municipality)
- Social Media
- Video PSAs
- Government Meeting Broadcast/Webcast Pre-Show Promotion



# Public Record Request (PRR) Program

- Each County agency has a PRR Coordinator
- Gretchen Cassini is Oversight Board's PRR Coordinator
- Acknowledge requests within one business day
- Enter and track requests and timely response in the PRR system



# Media Inquiries

To ensure consistent messaging:

Oversight Board members contact  
Gretchen Cassini first before  
responding to media inquiries



*Gretchen Cassini*

# Questions?

