



HERNANDO COUNTY TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB) Subcommittee

Subcommittee to Explore Educating the Community of Available Services for the Transportation Disadvantage

Thursday, March 12, 2024, at 2:30 p.m.

MEETING LOCATION: Hernando County Building Training Facility, 1661 Blaise Drive, Brooksville, FL

RESULTS FROM THE BRAINSTORM SESSION

1. Use marketing material and public relations to educate the public (local radio, mailer, etc.).
2. Create a brochure or flyer that lists organizations/options that can provide transportation in Hernando County.
3. Create public service announcement videos that can be shared on county websites or YouTube (include a QR code where additional information can be located).
4. Create five, 2-minute public service announcement videos that address transportation needs/options.

AGENDA

A. Welcome

B. Review/Approval of Minutes – February 8, 2024

C. Group Discussion to review and prioritize:

- potential content for a brochure/flyer
- marketing suggestions that can be used to disseminate information to the public (radio, mailer, etc.)
- content for five, 2-minutes public service announcement videos that address transportation needs/options

D. Adjournment and Next Meeting - The next regular meeting of the Hernando County Transportation Disadvantaged Local Coordinating Board (TDLCB) Subcommittee is scheduled for Tuesday, April 9, 2024, beginning at 2:30 p.m., at the Hernando County Building Training Facility, 1661 Blaise Drive, Brooksville, Florida.