



HERNANDO COUNTY TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD (TDLCB) Subcommittee Workshop

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

Tuesday, June 4, 2024, at 2:30 p.m.

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

Join Zoom Meeting:

<https://hernandoclerk.zoom.us/j/93315108916?pwd=dmpTRWsxuDJJU2tqeUp3RFZsczdWdz09&from=addon>

Meeting ID: 933 1510 8916

Passcode: 491804

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.

The previously established schedule for the subcommittee to meet is listed below:

- Tuesday, June 4
- Tuesday, July 9
- Thursday, August 8 (immediately following the TDLCB regular public meeting)

AGENDA

1. For the June 4, 2024, meeting:

- Each subcommittee member will bring their list of potential topics/content that could be showcased in a 2-minute public service announcement (PSA).
- Each subcommittee member will bring their list of potential content for a brochure/flyer.
- Each subcommittee member will bring their list of marketing suggestions that can be used to disseminate information to the public (radio, mailer, etc.).

The objective for the June 4, 2024, workshop, is to review, discuss, and prioritize list items that can be formalized and presented to the TDLCB Board during the August 8, 2024, meeting.

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