

Communications

Office of Public Communications (OPC)

Responsible for external and internal communications for Broward County Government to residents, employees, businesses, visitors and media, raising awareness of County programs and services and their value to the community.

Top Achievements in FY2025

- Launched a new podcast - Broward Connects - a series of short audio broadcasts and interviews that give an inside look at local government, the people making a difference, and the events shaping our community.
- Introduced a new training tool for Public Record Request (PRR) Coordinators - GovQA Live! - a series of 30-minute virtual learning sessions, each focusing on a specific PRR-related policy or process, with a Q&A.
- Held the first Public Records Symposium and Recognition Ceremony with more than 100 PRRs in attendance. (March 2025)
- Received and responded to 3,000 Public Record Requests (PRR).
- Answered nearly 350 media inquiries and processed more than 350 news releases.
- Processed more than 130 proclamations.
- Provided film, webcast and broadcast services for 90 County government meetings.
- Completed a major AV installation consisting of a new video router and rack improvements and replacement of aging assisted listening systems in all the meeting rooms with a new system based on Bluetooth technology.
- Print Shop printed more than 16 million pages and installed a new state-of-the-art piece of equipment that features inline perforating and cutting, automating many services and boosting productivity with a print speed of 140 pages per minute.
- Provided emergency communications efforts for Hurricane Milton (October 2024)
- Participated in the one-day Emergency Management exercise training, Operation Safe Haven at the Emergency Operations Center.
- Updated and reprinted hurricane season collaterals, including special versions of the tabloid for the Broward Municipal Service District. More than 8,000 informational pieces were distributed.

- Developed an informative display to help educate employees and visitors on safety measures during extreme heat due to the extreme heat the County had been experiencing.
- Managed the official Broward County Government website with 400+ websites and more than 5,000 pages. Broward.org has more than 1.2 million monthly visitors and 700,000 page views.
- Managed Broward County Government official social media pages with X, Facebook and Instagram having a combined total of 104,000+ followers.
- Promoted more than 125 County campaigns through marketing, communications and outreach efforts.
- Provided 45 employee training sessions including marketing/communications, website, social media and public records requests.
- Provided employee communications to more than 7,000 County employees, including managing the employee intranet with 3,000 page views yearly.
- Produced several newsletters: Broward Life (58% open rate) monthly to residents, Bridges (41% open rate) weekly to municipalities, Sun eNews weekly to employees, The Social Circle (32% open rate) monthly to employee social media users, @ Your Service Resident Guide printed and the County Annual Report.
- Created the Destination of Distinction newsletter as part of an ongoing series for the Broward County Convention Center Expansion Project highlights and openings for key stakeholders.
- Coordinated several major events including Stirling Road Hollywood Branch Library dedication & renaming ceremony (December 2024), Chief Judge Peter Weinstein Dedication & Ribbon Cutting Ceremony (January 2025), James Fox Miller Hearing Room Dedication Ceremony (February 2025), Elaine G. Appel Plaque Dedication Ceremony (June 2025), and Hallandale Beach Library Grand Re-Opening (September 2025)
- Coordinating several upcoming major events for FY2026 including Broward County Convention Center East Expansion Project Ribbon-Cutting & Grand Opening (October 2025), Convention Center Connector (Port Bypass Road) Ribbon-Cutting & Grand Opening (October 2025), Bowles-Strachan House Historic Resource Site and Plaque Dedication Ceremony (October 2025), NSU Florida Plaque Dedication for Board of County Commissioners (October 2025), Broward Municipal Services District - Boulevard Gardens Wall Replacement Project Ribbon Cutting Ceremony (November 2025), and Omni Fort Lauderdale Hotel Ribbon Cutting & Grand Opening (December 2025)

- Manage year-round 365 Food Drive and coordinate the yearly Christmas in July campaign collecting more than 60 oversized cartons of donated school supplies, clothing and toiletries for homeless children in Broward County; and Hunger Action Month in September collecting nearly 6,000 pounds of food.

Call Center:

- Received more than 270,000 calls, of which 79% were answered within 24 seconds, with an average speed of answer of 43 seconds.
- Created a workflow for managing and tracking complaints received by the County under HB1365 banning overnight public camping or sleeping.
- Began servicing calls for the Zoning section of the Building Code Division, creating a workflow for requesting meetings and handling questions.
- Collaborated with other County agencies to improve upon the services provided to residents of the Broward Municipal Service District.

Learn more at Broward.org/PublicInfo.