
Palm Tran Public Relations Section Wins Local, State and National Awards for Marketing and Outreach



From L to R: Senior Public Relations Specialist Rachel Papp, Records and Information Specialist Erin Galloway, Marketing Manager Farron Hipp, Mobility Coordinator Aaron Klein, Interim Director of Support Services Joe Harrington, Administrative Assistant II Denise Foster, Manager of Digital Content and Marketing Amanda Goebel, GIS Support Specialist Steve Quismundo, Public Relations Specialist Ivonne Perez

Palm Tran's Public Relations Section continues to be recognized for its ambitious and engaging outreach initiatives. The Gold Coast Public Relations Council, a group of marketing and communications professionals from Palm Beach, Broward, Martin and Miami-Dade counties, announced that Palm Tran is being awarded a 2021 Bernays Award. Palm Tran is being honored in the category of "Small Nonprofit Project or Campaign" for the marketing strategy behind the launch of the Go Glades service as a 'Dial-a-Ride.' This service actually gained riders during a time when other transit agencies experienced sharp pandemic related declines. Between March 2020 (when the first case of COVID-19 was reported in Florida) and February 2021, Go Glades transported 56,207 passengers within the Glades region. That represented an increase of 4,394 additional passengers, or 8.5 percent, compared to the period of March 2019 to February 2020.

The Palm Tran Public Relations Section's Go Glades marketing and outreach efforts are also being honored by the Public Relations Society of America (PRSA) Sunshine District, which is comprised of more than one thousand public relations professionals from Florida, with the Sunshine Radiance Award. The Sunshine Radiance Award recognizes outstanding strategic public relations programs and tactics that demonstrate excel-

lence in planning, execution and evaluation.

Among Palm Tran's efforts to educate the community about Go Glades were: an animated video, radio advertising in English and Spanish, outreach events in the community, ads on buses, ads in the local newspaper and targeted digital and social media advertising.

In addition to being honored for work promoting Go Glades, Palm Tran received a commendation from PRSA for its 2020 Annual Report.

Additionally, The American Public Transportation Association (APTA) is recognizing Palm Tran as a first place winner of the association's 2021 AdWheel Awards competition. Palm Tran earned the First Place Award for Best Electronic Media to Support Ridership. This award was received for marketing tactics implemented to promote Route 62 bus service to Lake Worth Beach. There were 363 entries evaluated by 128 industry experts.

"We are honored and humbled to receive these awards. Palm Tran remains dedicated to educating and informing the community about transportation options that reduce highway congestion, create cleaner air and stimulate economic development," Interim Director of Support Services Joe Harrington said.

For more information on Palm Tran go to: <http://www.palmtran.org>.

Palm Tran Executive Director Clinton B. Forbes Awarded 2021 Corporate Executive of the Year by COMTO



Clinton B. Forbes, executive director of Palm Tran Public Transportation, was awarded the 2021 *Corporate Executive of the Year* from the National Conference of Minority Transportation Officials (COMTO) for his exemplary leadership of Palm Tran, commitment, drive to continually build opportunities for advancement, training and professional development for minorities,. Additionally, COMTO National awarded Palm Tran, under Forbes' leadership, the 2021 Public Agency of the Year. Both awards were presented during COMTO's 50th Anniversary Virtual National Meeting and Training Conference on Thursday, September 30, 2021.

"It is a true honor to receive this award, both personally and as an organization," Forbes said. "Investing in professional growth and creating a road to advancement for minorities

both within our organization and the community is key to cultivating an environment of continuous growth which helps everyone.”

Forbes’ commitment to COMTO’s mission to provide opportunities to minorities through advancement, advocacy, training and professional development spans more than 17 years. Elected to the Board of Directors in 2016, Clinton started two COMTO chapters, including the Palm Beach County chapter, which experienced significant growth in just five years by adding more than 50 members. Clinton was instrumental in reviving the Columbus, Ohio COMTO chapter, which won Chapter of the Year under his leadership. He was also a member of the COMTO chapters for Miami-Dade Transit and the Jacksonville Transit Authority (JTA).

“Clinton Forbes is passionate about providing opportunities to minorities and shining a light on the rewards of serving the public,” said Freddie C. Fuller II, COMTO National Immediate Past Board Chair. “His dedication and commitment to growth has led to many professionals deciding to concentrate their careers in transportation. It is a true honor to recognize his contributions to COMTO and the transportation industry.”

Palm Tran was also honored with the *2021 Public Agency of the Year* award for its work in several community outreach programs and internal initiatives. Palm Tran professionals spoke to middle and high school students about the importance of hard work and determination during COMTO’s Garrett A. Morgan Day. Palm Tran employees also participate in the Upward Mobility program, which encourages them to pursue manager roles; 70 staff members have advanced to higher roles as a result.

Forbes and Palm Tran received the awards during the virtual ceremony attended by dozens of local members, including Bruce Guyton, president of the Palm Beach County COMTO chapter. Forbes has been the recipient of several awards, including *COMTO Gerald Anderson Service Award* in 2018 and the *50 Most Powerful and Influential Black Business Leaders of South Florida* in 2018 and the *Executive Champion from the United Way* in 2019. In June, Forbes was presented the Business Executive Award as part of the 2021 Men of Excellence from West Palm Beach Alumnae Chapter of Delta Sigma Theta Sorority in partnership with the Delta Heritage Foundation, which awards scholarships to local students.

Palm Tran has received several awards including COMTO’s *Community Engagement Award* in 2020 and the *Safety Program Award* from the Safety Council of PBC in 2020.

Library Director Steps Up in Toastmasters

Library Director Douglas Crane was appointed by local Toastmaster District leaders to the position of Director for Area 44. It is a one-year term from July 2021 - June 2022. Area 44 includes four Toastmasters’ clubs in or near Wellington. His volunteer duties include supporting local clubs, arranging area speech contests, and collaborating with other Toastmaster areas in South Florida and the Bahamas.

Doug stated, “It is an honor to be named an Area Director, in Toastmasters. Toastmasters’ clubs provide valuable opportunities to grow in the art and science of speech craft and develop an array of leadership skills while serving a diverse membership.”



Doug is a founding member of Palm Beach County Toastmasters which has served County employees for the past seven years. Originally a closed club for County staff only, the club opened up to outsiders four years ago. The current club officers include President Arlene Griffiths (Public Safety), Vice President Education Phillip Johnsey (ISS), Vice President Membership Aurora Arthay (Library), Secretary and Sergeant at Arms Matt Selby (Library) and Treasurer Rosalind Murray (Criminal Justice Commission).

Emergency Repair Assistance Available to Palm Beach County Residents

Palm Beach County’s Department of Housing and Economic Development (HED) announces the availability of State Housing Initiatives Partnership (SHIP) Emergency Repairs assistance funds for Fiscal Year 2021-2022.

Applications must be submitted online and will be processed on a first submitted, first qualified, first served basis, subject to funding availability on the following date by visiting the website at <https://pbcgov.com/HED>. **NOTE:** Additional program information and required documents needed for application submittal are also located on the website.

Emergency Repairs Program – Monday, November 1, 2021 at 8:00am – Monday, November 15, 2021 at 11:59pm (or until 25 applications have been submitted). Funding will assist income eligible owner occupied homeowners with addressing emergency conditions such as roofing, electrical, plumbing and/or structural repairs. Funds may also be awarded to pay insurance premiums and/or deductibles.