District 4 Highlights

◆ Overview of Organizations
◆ Past Year’s Reflection
◆ Highlights
Overview of Organization

- **South Florida Commuter Services**
  - Joint funding from D4 & D6

- **Regional Commuter Assistance Programs:**
  - Coverage area: Miami-Dade, Broward, Palm Beach Counties
  - Expanding efforts in Martin & St. Lucie counties

- **Transportation Management Associations (TMA’s)**
  - Downtown Fort Lauderdale
  - South Florida Educational Center - Davie campus

- **Local Partnerships**
  - Ongoing relationships with our regional transit agencies: MDT, BCT, Palm Tran and Tri-Rail
Successful Marketing Efforts

- Commuter Challenge 2006
- WRMF- FM American Idle Promotion
- Ft. Lauderdale International Airport Carpool Promotion
- Bikeopolis
- WPB Share the Ride Promotion
Commuter Challenge

**High Gas Prices**

**Take the Commuter Challenge Wednesday, May 18**

**Tired of spending time in traffic and your hard earned money at the gas pumps? Leave your car at home and...**

**Commuter Challenge 2006**

**CUT YOUR COMMUTE...**

**We'll even help you get there!**

Don't know who lives or works near you to carpool with? Not sure of the most accessible transit routes? Call us—we'll partner you up and coordinate directions—FREE!

**WIN a $1,000 Prize Package Just for Trying!**

Join the Commuter Challenge Thursday, May 18, 2006
Commuter Challenge

Results

- Received 8,232 Sign Ups
- 25 Companies signed up for the challenge (Miami-Dade County Public Schools had over 1,400 employees participate)
- Print coverage included articles in the Sun-Sentinel, Palm Beach Post, and Miami Herald. In addition, TV coverage included stories on Channels 5, 12, 23 and 51.
- Successful press conference gained coverage on all major TV stations in the Tri-County area (FDOT District 4 Secretary, 4 Mayors from the Tri-County area, and 2 State Representatives were present)
- Proclamations received from Miami-Dade, Broward and Palm Beach counties, City of Miami, City of Doral, City of Hialeah & City of Coral Gables

Overview

- Second annual event
- Joint effort with local municipalities and SFCS
- Grassroots effort directed towards the African American, Anglo and Hispanic Markets throughout the Tri-County area
- Produced 5,000 English and Spanish flyers each, 500 English and Spanish 11 x 17 posters and customized Email Blasts
“I take I-95, 595 and I-75 to get to work every day. It takes me over an hour to get to work and costs me $45 every other day to fill my tank. In the last two years I have placed 70,000 miles on my vehicle and everyday is an adventure…”

Jodi Kinmon of Boca Raton
Winner of the Commuter Idle Contest

Jodi is now carpooling with a fellow employee and has cut her commuting costs in half!

Tell your worst Commuting story and you could be the next "commuter idle"!
Results

• SFCS partnered with WRMF FM Radio station to promote ridesharing to listeners
• Promotion ran in June 2006
• Cost was $12,500
• Listeners were asked to provide their worst commuting story by registering on the SFCS website
• Media included #114 :60 radio commercials and #60 :10 promotional radio mentions
• 864 commuters provided their stories
• Follow-up survey showed (within 60 days) participants that signed up included 124 carpoolers, 42 Tri-Rail riders, and 21 PalmTran riders
FLL Airport Promotion

• Partnership between Broward County Aviation & SFCS to develop a carpool program for Ft. Lauderdale International Airport employees
• Included a gas card incentive for carpoolers
• Collateral materials included banners at each shuttle stop, flyers, brochures, emails, and carpool hang tags
• Began in August and ran through November 2006
• 424 people signed up and 17 carpools formed

Two Easy Steps to Receive Free Gas!

Sign-up below by August 18!
or visit us online at www.1800234ride.com
South Florida Commuter Services reports that inquiries about its car pooling, van sharing and other programs rose from 8,500 in the first quarter of 2004 to 13,000 this year.

“The hot topic is gas and ‘what can I do to combat those gas prices?’” said Jim Udvardy, project director for the agency, which is funded by the Florida Department of Transportation.

Commuters get out of the rut

About 4,500 workers in South Florida leave vehicles at home and use alternate transportation.

BY MICHAEL TURNBULL

Getting to work without a car is more practical and done for more people, but that didn’t stop about 4,500 commuters in South Florida on Wednesday from escaping work-related creep by hoofing it from home to work, or riding a bike to work, part of a one-day “challenge” aimed at getting commuters trying anything but going alone behind the wheel.

Keith Ellis normally drives a congested and construction-plagued commute between West Palm Beach and his job in Boca Raton. The 26-mile trip usually takes 45 minutes, but by mid-morning Wednesday, Ellis was in transit 35 minutes after leaving home.

In both cases, the commute was easier than what they experience driving. While it works, Wednesday, both said they won’t do it again unless they have no other choice.

Commute Centers UK 40

The Palm Beach Post

Car-pool buzz gets boost in efforts to save on gas

It was just about a year ago when Ellen and David McArthur had their fill of high gas prices.

The Mcdarltons, who live in St. Lucie County, work for the South Florida Water Management District and in different West Palm Beach Skyrocketing fuel costs have tripled the interest in carpooling and transit, according to South Florida Commuter Services.
City of West Palm Beach TMI

- Decrease traffic
- Enhance the economic vitality
- Provide transportation options

Transportation Demand Management (TDM) Policy

Register Online to Win a $500 Gas Card

Objects in Mirror
Have Been in Traffic Too Long

Share the Ride.
1-800-234-RIDE
1800234RIDE.com

2006 Bike to Work Week
Palm Beach County - May 15th - May 19th

Participate in the 2006 Bike to Work Week to win one of two $500 gift certificates.

All you have to do is complete the Bike to Work Week trivia to be entered to win one of the $500 gift certificates.

By completing the trivia, you are pledging that you will bike to work, May 15 - May 19.

For more information visit www.wptmti.com or call South Florida Commuter Services at 1-800-234-RIDE.
City of West Palm Beach TMI

Gas Card Promotion was a collaborative effort between WPB Ch. 18 TV, Sprinkles Café and City of West Palm Beach

Bike Promotion encouraged downtown employees to bike to work in May 2006
- Bike equipment was donated by 2 local bike shops
- Palm Beach County MPO biked with a group of downtown employees the week of May 18 to show support

- TMI Established in 2002
- City passed TDM policy in October 2005 to encourage companies to implement TDM program at worksite
City of Boca Raton TMI

Save the Date!
The City of Boca Raton Transportation Management Initiative (TMI) and the Greater Boca Raton Chamber of Commerce cordially invite you to attend an upcoming transportation forum.

Join our featured guest speaker Gary Brack, President of the Boca Raton Community Hospital and panel of speakers in addressing the City's current transportation infrastructure today and more importantly the City's growth & development as it relates to attracting businesses, employees, consumers, and residents.

Date: October 25, 2006
Time: 7:30 AM to 10:00 AM
Location: Renaissance Boca Raton Hotel

For more information
Please click here to visit www.bocatmi.com.
Boca Moves
Transportation Forum—City, County and State officials along with citizens participated in a breakfast forum to discuss transportation issues within the City of Boca Raton

Bikeopolis encouraged residents and employees to bike during the month of May

Bike America donated $2000 in gift certificates and two bikes

Boca Raton TMI Website was established as a dedicated site to promote alternative mode use within the City

Reward Your Ride Promotion began in August to encourage employees within the City to carpool for a period of three months

Bike Lockers/Tri-Rail—Cooperative effort between SFRTA & the City of Boca Raton to provide secure bike lockers at the Boca Raton Tri-Rail Station

TMI was established in 2005 to support the TDM Ordinance

TDM Ordinance Brochure was created to support the TDM Ordinance written by the City
Transportation Management Associations

Downtown Fort Lauderdale TMA

- New Trolley services around Downtown area in 2006
- All trolleys running on bio-diesel fuel
- Expansion of services from downtown
- 81,447 people boarded the Sun Trolley in July – Sep. 2006 (averaging 27,149 monthly boardings)
Transportation Management Associations

South Florida Education Center TMA

- Provides service to 4 local colleges
- Average ridership during the last 3 months is 5,000/month
- Looking into expanding service to support TriRail’s new 30 minute headways
Community Transportation Initiative

- FDOT (District IV) hosted **Ultra Low Sulfur Diesel Roundtable** to inform South Florida of the EPA's mandate for use of ULSD vehicles
- A **Bio-Diesel Niche Market Project** was created to address questions and concerns surrounding the availability, cost and compatibility of this new bio-diesel fuel
- **Bio-diesel Forum & FLL Bus Launch Celebration** was held on May 13, 2006 introducing the public to the Fort Lauderdale Airport’s bio-diesel hybrid electric buses and other vehicles using alternative/renewable fuels
Third Year of the Program

Working with Ten Palm Beach County Elementary Schools for the ’06-’07 school year

Over 30 events have taken place this Fall semester

Commerce Bank provided sponsorship

Over 500 student applications received to date this year
Year 5 Results:

- **Q1**: # of Vehicle Miles Eliminated: 2,611,476
  Commuter Cost Savings ($): 757,328
- **Q2**: # of Vehicle Miles Eliminated: 2,714,985
  Commuter Cost Savings ($): 787,346
- **Q3**: # of Vehicle Miles Eliminated: 3,936,177
  Commuter Cost Savings ($): 1,141,491
- **Q4**: # of Vehicle Miles Eliminated: 3,195,171
  Commuter Cost Savings ($): 929,600
Year 5 Results:

Total Vehicle Miles Eliminated: 12,457,809 Miles

Total Commuter Cost Savings: $3,615,765
Year 5 Results:

*Mode Switch by County Destination*

![Chart showing mode switch by county destination for Q1 to Q4 with specific numbers for Palm Beach, Broward, and Miami-Dade]
Year 5 Results:

**Mode Switch by County Destination**

- **Miami-Dade County Mode Switch Total:** 2,837
- **Broward County Mode Switch Total:** 1,039
- **Palm Beach County Mode Switch Total:** 883
Year 5 Results:

**Carpools Formed**

![Bar chart showing carpool formations by quarter.]

- **Q1**: 898 carpoolers, 374 carpools
- **Q2**: 705 carpoolers, 301 carpools
- **Q3**: 689 carpoolers, 301 carpools
- **Q4**: 566 carpoolers, 219 carpools
- **Total**: 2,858 carpoolers, 1,195 carpools
Contact Information

**FDOT:**
**Mobility Manager:** Jeff Weidner
954-777-4670
**TDM Coordinator:** Lisa Peterson
954-777-4365

**SFCS:**
**Executive Director:** Jim Udvardy
**Marketing Director:** Jennifer Ryan
(800)234-7433

**DFLTMA:**
**Acting Director:** Irv Minnie
954-761-3543

**SFECTMA:**
**Executive Director:** Larry Penso
954-262-8847