Presentation Overview

• South Florida Commuter Services
• South Florida Vanpool Program
• Park & Ride Lot Program
South Florida Commuter Services

• Serves Miami-Dade County, Broward County and Palm Beach County
• Project started in 1988 in conjunction with major I-95 Expansion Project
• FY06 Funding: $1,978,520 (District 6 only)
• Currently operated by Parsons Brinckerhoff (re-selected in May ‘06 for new contract)
South Florida Commuter Services

- (4) dedicated outreach staff (one additional staff member added in 2006) covering:
  - Quadrant 1 - Aventura, Miami Beach, Miami Gardens, North Miami
  - Quadrant 2 - City of Miami, Coral Gables, Coconut Grove, South Beach
  - Quadrant 3 - Northwest Miami, City of Hialeah, Town of Miami Lakes, Doral
  - Quadrant 4 – Kendall, Homestead, Airport West, Cutler Ridge

- Installed 2 new commuter assistance signs on the SR826 as part of the Palmetto Expressway Expansion Project

- 32,112 active participants (represents 63% of the total) in rideshare database reside in Miami-Dade County

- Created Hispanic Website – www.llevanos.com
SFCS Cooperative Partnerships

- **Miami-Dade Transit**: Corporate Pass Program & joint effort to promote carpooling to Dadeland South MetroRail Station
- **Greater Miami Chamber of Commerce**: Joint effort to promote TDM benefits to members
- **City of Hialeah**: Promotion of City’s Transit System
- **Miami International Airport**: Joint TDM program to promote carpooling by airport employees
- **Barry University**: Joint effort to promote alternative modes and develop the University transportation website – www.barrycommute.com
SFCS Cooperative Partnerships

- South Florida Vanpool Program: Cooperative marketing efforts
- Provided $50,000 towards cable TV Media Campaign targeting Southwest Miami-Dade County commuters
SFCS Miami-Dade Marketing Campaigns

Branding

Traffic Stinks.
Carpooling, Vanpooling, Riding Transit Doesn’t.

Miami-Dade County Billboard
SFCS Miami-Dade Marketing Campaigns

Ethnic Campaigns

Share the ride and share the cost.

Carpooling to work is a smart move... and a smart way to save money.

The average commuter...
- Uses 600 gallons of gas a year.
- Spends approximately 206 hours annually driving to and from work.

The average carpooler...
- Saves money on gas.
- Saves money on the maintenance of a personal car or truck.
- Reduces car insurance premiums.

What’s best about carpooling is easy... Sponsored by South Florida Commuter Services, a project of the Florida Department of Transportation, the program matches you with potential carpoolers who live and work near you and keep a similar work schedule. All you have to do is log on to www.1800234ride.com to register. Or call 1-800-234-RIIDE for details.

It’s easy, it’s the way to go! Share the ride and save, register today!

For details log on to www.1800234ride.com or call 1-800-234-RIDE.

INSCRÍBASE AQUÍ PARA GANAR UN CERTIFICADO DE $2,500 DE EL DORADO

CARPOOL WITH ZO!

Miami HEAT and South Florida Commuter Services have joined together to promote sharing the ride to work.

Click here to win a chance to carpool to work with Alonzo Mourning!
SFCS Miami-Dade Marketing Campaigns

Co-Op Campaigns

WIN A TRIP TO SEE THE SURVIVOR SEASON FINALE IN NEW YORK!

SURVIVE YOUR COMMUTE

For details and to register log on to:
www.1800234ride.com or call 1-800-234-RIDE

Get your game cards inside to win other great prizes.

Pick Up the Guide and Share the Ride!

Log on to www.1800234RIDE.com and register to win FREE GAS FOR A YEAR.
SFCS Miami-Dade Marketing Campaigns

Best Workplaces Campaign

• Partnership between SFCS and Greater Miami Chamber of Commerce
• 50 companies signed on in the first year’s campaign
• Recognized at National ACT Conference for BWC efforts
South Florida Vanpool Program

- Managed by Miami-Dade MPO
- Serves Miami-Dade, Broward and Palm Beach Counties
- Time Period
  - Miami-Dade: since January 1998
  - Broward: since July 2002
  - Palm Beach County: July 2004
- FY06 Funding: $565,000
  (D6 – Miami-Dade only) includes $100,000 for marketing efforts
South Florida Vanpools

- Currently operates 162 vanpools in South Florida as of September 2006
- Averaging 23 new vans per year
- Most vans originate in Broward County and travel to Miami-Dade County
- Contracted with UrbanTrans to develop study to determine the future sponsorship of the program
Park & Ride Lot Program

- Miami-Dade & Monroe Counties
- D6 PTO works closely with Miami-Dade Transit on site location
- Intermodal Program funding to augment Park & Ride Program funds
Park & Ride Lot Program

- Funding for Park & Ride Lot on busway on SW 344th Street
- Developing Park & Ride Lots on Kendall Drive and SW 127th Avenue and an additional lot on State Road 7 and NW 62nd Street
QUESTIONS

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