



District 6
Public Transportation Office

Commuter Assistance Program
ACTIVITY REPORT
2006 - 2007



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
- FY07 Funding: \$1,988,037 (District 6 only)
- Currently operated by Parsons Brinckerhoff (second year of contract)



South Florida Commuter Services

- Three dedicated outreach staff with one manager covering:
 - **Quadrant 1** - Aventura, Miami Beach, North Miami, Downtown Miami and Coconut Grove
 - **Quadrant 2** - Homestead, Coral Gables, South Miami, Kendall and Key Largo
 - **Quadrant 3** - Northwest Miami, City of Hialeah, Town of Miami Lakes, Miami Gardens, Airport and Doral
- 41,988 active participants (represents 64% of the total) in rideshare database reside in Miami-Dade County
- Updated the Hispanic Website – www.lievanos.com as well as the Employer section of the general SFCS website



SFCS Cooperative Partnerships

- **Miami-Dade Transit: Corporate Pass Program** & joint effort to promote the Dade Monroe Express
- **Greater Miami Chamber of Commerce** : Joint effort to promote TDM benefits to members
- **GMSHR (Greater Miami Society of HR Management)**: Joint effort to promote TDM benefits to members
- **Miami International Airport**: Joint TDM program to promote carpooling by airport employees with an incentive campaign kicking off in November 2007



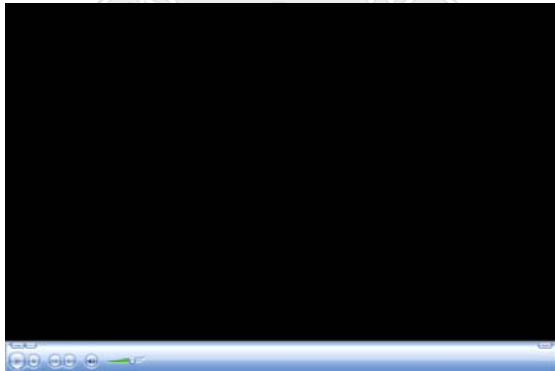
SFCS Miami-Dade Marketing Campaigns

Branding



Miami-Dade County Billboard

SFCS Miami-Dade Marketing Campaigns



SFCS Miami-Dade Marketing Campaigns

Ethnic Campaigns

**¡No te quedes aquí,
diviértete en la
Gran Manzanal**

Inscríbete para ganar unas vacaciones de 3 días/2 noches a NYC para cuatro y ver jugar a los Miami Dolphins contra Jets el domingo, 15 de Octubre.



Comparta el viaje al trabajo

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SFCS Miami-Dade Marketing Campaigns Co-Op Campaigns



SFCS Miami-Dade Marketing Campaigns Best Workplaces Campaign

- Partnership between SFCS and Greater Miami Chamber of Commerce
- In the Campaign's second year, 25 companies signed on
- CUTR will be managing the program in 2008



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
- FY08 Marketing Funding: \$100,000 (D6 – Miami-Dade only) sufficient operating funding was available from prior years
- MPO will be advertising for a new contract operator in 2008
- Funding will now include FTA Formula and State Transit Block Grant Funds in addition to existing Federal STP and State Commuter Assistance Program Funding



South Florida Vanpools

- Currently operates 164 vanpools in South Florida as of November 2007
- Program has reached a plateau with growth flattening out this year
- Most vans originate in Broward County and travel to Miami-Dade County. The second largest movement of vanpool trips are with origins and destinations within Miami-Dade County. Vanpool Trips wholly within Palm Beach County are the third largest movement in the program.



Park & Ride Lot Program

- Miami-Dade & Monroe Counties
- D6 PTO works closely with Miami-Dade Transit on site location
- Intermodal and other Program funding is used to augment Park & Ride Program funds
- District Six will be updating their Park & Ride Plan next year



Park & Ride Lot Program

New Park & Ride Locations under development:

- Miami Gardens Drive at 73rd Avenue in NW Miami-Dade County (design phase)
- Busway at SW 296 Street (under construction)
- Busway at SW 200 Street (under construction)
- Busway at SW 344 Street (design phase)

Also, the Department will be re-opening the Golden Glades East Parking lot with 500 additional spaces



The seal of the Florida Department of Transportation is a circular emblem. It features a map of Florida in the center, with a road winding through it. The words "STATE OF FLORIDA" are written in a semi-circle at the top, and "DEPARTMENT OF TRANSPORTATION" is written in a semi-circle at the bottom. The word "QUESTIONS" is overlaid in large, bold, blue capital letters across the center of the seal.

QUESTIONS

Ed Carson, Transit Programs Administrator
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