



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



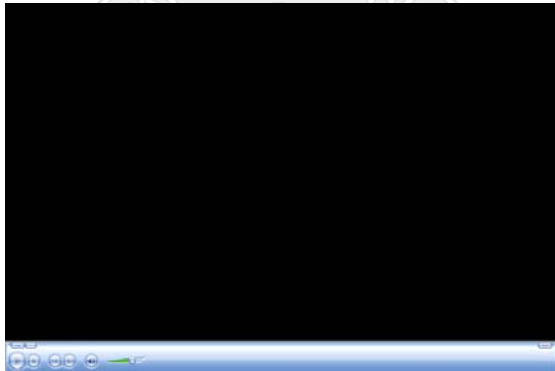
SFCS Miami-Dade Marketing Campaigns

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.

¡Apri
¡Participa e
o

Comparta el viaje al trabajo

¡Y AHORRE!

Llame a este servicio gratis
1.800.234.7433

www.llevanos.com



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 and a train passing through it. The words "STATE OF FLORIDA" are written in an arc at the top, and "DEPARTMENT OF TRANSPORTATION" is written in an arc 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
District Six – Public Transportation Office
edward.carson@dot.state.fl.us
(305) 470-5255