

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

• (2) Transportation Mgmt Associations
 • (2) Transportation Mgmt Initiatives
 • (1) Broward County Outreach Coordinator
 • (1) Outreach Specialist – 95 Managed Lanes
 • Outreach efforts extend into Martin and St. Lucie Counties

Ellen Ostrowski
 West Palm Beach TMI

Sabrina Kirkpatrick
 Boca Raton

Georgena Bennett
 Broward Outreach
 BROWARD

DFTLMA
SFEC TMA

Robyn Chiarelli
 Broward Outreach
 focusing on I-95 Managed Lanes

City of West Palm Beach TMI

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

Transportation Demand Management (TDM) Policy

BE GREEN

EARN GREEN

Carpool to work and you will be able to park in the Main Lot!

October Promotion: Each day you carpool to work your carpool will be entered into a weekly drawing for a \$100 gas card.*

For more information about parking in the Main Lot, registering your carpool and the October Promotion, contact Daleen Kanasz, Team Member Concepts, at ext. 7206.

*To park in the Main Lot or to be eligible for the gas card drawing, team members must register their carpool with South Florida Commuter Services.

www.1800234RIDE.com 1-800-234-RIDE

City of West Palm Beach
Bicycle Parking Rack Sponsorship

Change Gears

Support our community and your business by donating bike racks.

The City of West Palm Beach is looking to strategically place bicycle parking racks throughout the downtown area, making the area one better for supporting the bicycle riding public. Contribute to the program and help the city install bicycle racks near your business to provide parking options for your customers and employees and make West Palm Beach a more environmentally friendly city.

For as little as \$100, the city will obtain and install a bicycle rack near your business. We may also choose to sponsor a rack at key locations throughout the city.

A website, commercial photos will be attached on the bike rack to acknowledge the business who support the installation!

Change Gears and call today to reserve your location. Please contact Ellen Ostrowski, the City of West Palm Beach Transportation Management Initiatives Administrator, at 561-252-9154.

City of West Palm Beach TMI
www.transportation.com 1-800-234-RIDE

Register Online to be Eligible for \$100!

Reward Your Ride.

1-800-234-RIDE
www.cityofwpb.com Baywinds Commercial Park N Ride Coming Soon



City of West Palm Beach TMI



- Breaker's Hotel developed carpool program that provided preferred parking at hotel for carpoolers. They also provided \$100 gas cards for participants as a "thank you" in September. 40 carpools were established.

- TMI working with downtown West Palm Beach businesses to sponsor bike racks and develop bike parking in downtown.



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.
 Date: October 25, 2009
 Time: 7:30 AM to 10:00 AM
 Location: Renaissance Boca Raton Hotel











City of Boca Raton TMI

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. There were 135 attendees.

- **Bikeopolis** encouraged residents, employees, and Palm Beach students to bike during the month of May
- Over 100 adults and 75 students participated

Reward Your Ride Promotion encouraged employees within the City to carpool for a period of three months. 175 commuters participated in the promotion.



Planning Activities

- District 4 enhanced its efforts by developing a planning component into its TDM activities
- Efforts included:
 - review of Transit Development Plans, Park-n-Ride Studies and DRI's
 - developed TDM Checklist for Review Process
 - assisted with developing Safe Routes to School applications for grant funding
 - assisted with application for 95 Managed Lanes grant



Partnerships



- Tri-Rail and SFCS implemented “**Bike Locker Registration**” at the Yamato Tri-Rail station with 15 lockers being registered
- PalmTran along with SFCS researched the possibility of adding an “**On Demand**” service with “**The Link**” to western communities in Palm Beach County
- SFCS and South Florida Vanpools developed a “**Ride for a Month Free**” promotion











Broward County Transit Articulated Bus Launch



- Main objective was to **successfully launch the BCT Route 18 Articulated Bus** launch in March 2007
- A public relations effort was put forth to **promote the new expanded bus route**
- The **Miami Herald and Sun Sentinel covered the launch** with newspaper articles
- An event kick-off was held March 22, 2007 in which public officials, general public and media personnel were invited totaling **over 40 attendees**



Partnership Awareness



BROWARD COUNTY TRANSIT

FARE INCREASE

EFFECTIVE OCTOBER 1, 2007

Transit Fare Types	Current Fares	New Fares
Regular One-Way Fare (Base Cash)	\$1.00	\$1.25
- Reduced Youth	\$0.50	\$0.60
- Reduced-Senior / Disabled / Medicare	\$0.50	\$0.60
10-Ride Bus Pass	\$8.00	TBD*
All Day Pass	\$2.50	\$3.00
All Day Pass Reduced		
- Senior / Disabled / Medicare	\$1.25	\$2.00
- Youth	\$1.25	\$2.00
31-Day Adult Pass	\$32.00	\$40.00
31-Day Reduced Pass		
- Senior / Disabled / Medicare		
- Youth Pass		
- New! College Student Pass		
7-Day Bus Pass		

*Proposed fare increase to be announced

CLICK HERE FOR MORE INFORMATION

Dump THE Pump

RIDE TRANSIT AND HELP SAVE THE ENVIRONMENT

JUNE 21, 2007

Print this email and present it for a free ride. Valid for passengers onboard Tri-Rail train on June 21st only. This voucher must be presented for free ride. Passengers may present this voucher to the Metrorail Transfer Station Ticket Agent for a free transfer onto Metrorail. For more information on Tri-Rail and its schedule, [click here](#).

RTA TRI-RAIL

Palm Tran Public Transportation

SEPTEMBER 10

A new way to Pay!

Palm Tran's New fare Boxes are Faster, Easier, and more Passenger Friendly!

- Fare Cards will be issued for overpayments in excess of \$1 which can be used towards future Palm Tran Rides.
- Magnetic QUICK Pass Reader.
- Bill insertion slot. Fare Box will accept US Currency in \$1, \$5, \$10 & \$20 denominations.
- Coin insertion slot. Fare Box will accept US Coins in 1¢, 5¢, 10¢, 25¢, 50¢ & \$1.00 denominations.
- Coin reject holder. Fare Box automatically returns all foreign and unacceptable coins or tokens.

CLICK HERE FOR MORE INFORMATION or call (561) 841-4BUS (4287)

Commuter Challenge



Frustrated by Traffic and Gas Costs?
 Pledge to take the Commuter Challenge
 Thursday, May 17th, 2007

www.yridealone.com
 1.800.234.RIDE (7433)

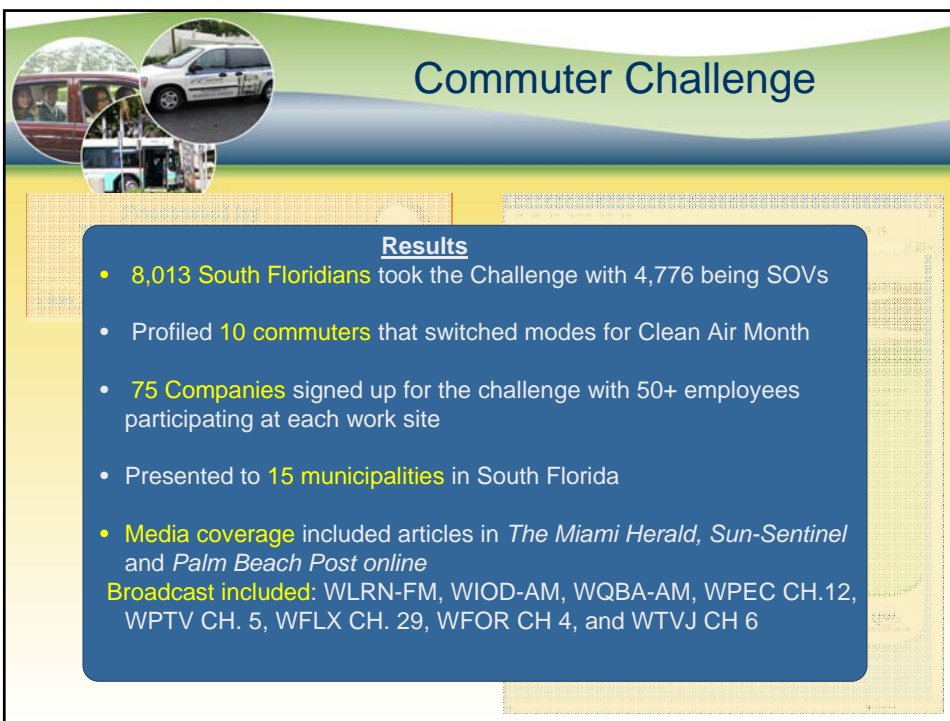
COMMUTER SERVICES

Screenshot of a website showing a list of participants for the Commuter Challenge. The list includes names, phone numbers, and email addresses.

Screenshot of a website titled "Y Ride Alone". The page features a banner image of a traffic jam and several informational sections:

- Why Ride Alone?**
 - Proven cars means less traffic, pollution & greenhouse gases
 - CO2 emitting cars by up to 30%
 - Reduce wear & tear on your automobile
- Did You Know...**
 - The annual cost of traffic congestion in South Florida is between \$1.2 billion with an average of \$100-\$150 per household per year. South Florida commuters average 53 hours in traffic per year.
- What Can You Do...**
 - Consider some of the actions below on how you can combat this growing crisis in South Florida.
 - Consider a Compressed work week or telecommuting
 - Wish to work if possible
 - Join a Carpool / Request to carpool to & from work

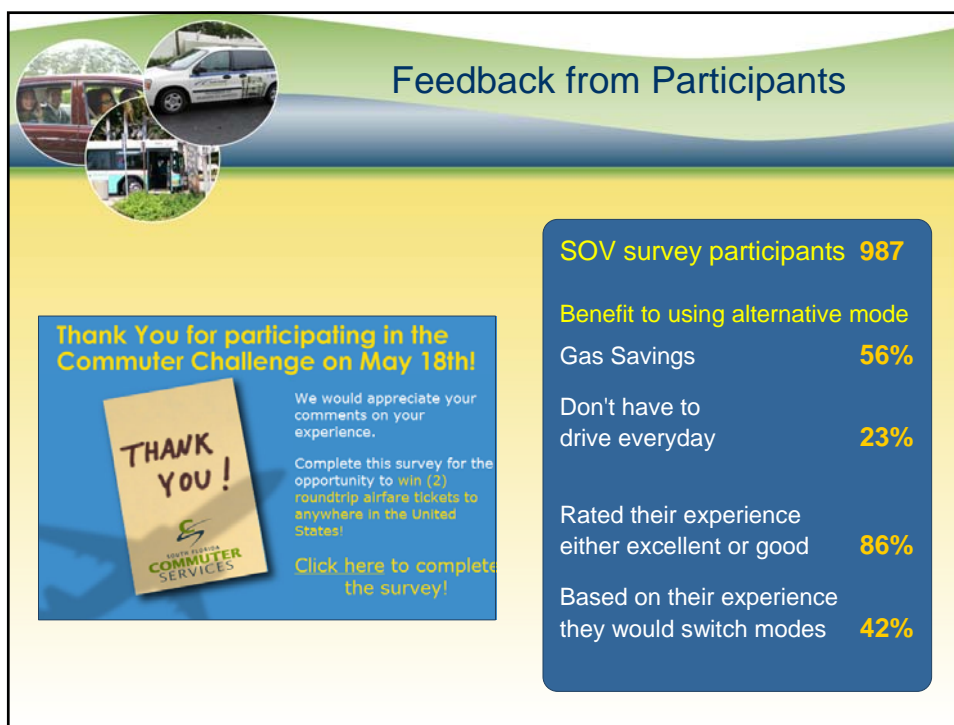
Logos for Broward Transit, Palm Tran, Tri-Rail, and Vanpool are visible at the bottom.



Commuter Challenge

Results

- **8,013 South Floridians** took the Challenge with 4,776 being SOVs
- Profiled **10 commuters** that switched modes for Clean Air Month
- **75 Companies** signed up for the challenge with 50+ employees participating at each work site
- Presented to **15 municipalities** in South Florida
- **Media coverage** included articles in *The Miami Herald*, *Sun-Sentinel* and *Palm Beach Post online*
Broadcast included: WLRN-FM, WIOD-AM, WQBA-AM, WPEC CH.12, WPTV CH. 5, WFLX CH. 29, WFOR CH 4, and WTVJ CH 6




Feedback from Participants

SOV survey participants 987

Benefit to using alternative mode	
Gas Savings	56%
Don't have to drive everyday	23%
Rated their experience either excellent or good	86%
Based on their experience they would switch modes	42%

Thank You for participating in the Commuter Challenge on May 18th!



THANK YOU!

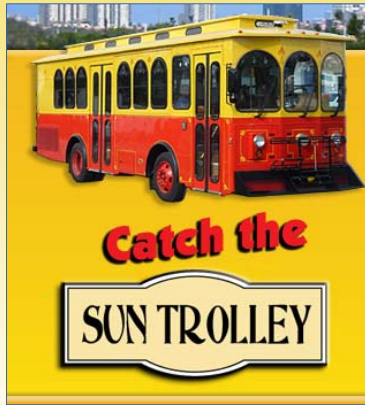
SOUTH FLORIDA COMMUTER SERVICES

We would appreciate your comments on your experience.

Complete this survey for the opportunity to win (2) roundtrip airfare tickets to anywhere in the United States!

Click here to complete the survey!

Transportation Management Associations



Downtown Fort Lauderdale TMA

- New Trolley "lunch loop service" began in May, 2007
- Developed new website in July, 2007
- 15th Anniversary of TMA luncheon had over 250 attendees
- Avg. 20,000+ boardings per month
- New Executive Director – Les Hollingsworth

Transportation Management Associations



The SFEC TMA offers a free bus service from Tri-Rail to the SFEC campus in Davie and back:

Tri-Rail / SFEC Express: gets you from the Fort Lauderdale Airport Tri-Rail Station to the Davie campuses and back. It runs twice per hour (20 minutes / 40 minutes) Monday through Friday from 6:54 am and 6:02 pm (see map and schedule for details).

BEST Workplaces for Commuters™ District
South Florida Education Center

Looking to the Future

The SFEC TMA has proposed a new expanded (click for pending funding) There is now a new schedule effective express, to meet the new Tri-Rail schedule.


The South Florida Education Center or SFEC is the consortium of educational institutions located with Broward Community College, Florida Atlantic University, Nova Southeastern University, and University of Florida. The SFEC campus has become one of the biggest general purpose campuses in the South Florida region.

The SFEC TMA is a private, nonprofit organization representing the Town of Davie and the Florida Department of Transportation to help with the mobility and parking needs of the South Florida Education Center area.

SFEC SHUTTLE
SFEC/Tri-Rail Express Bus Service Schedule
From the Fort Lauderdale Airport Station to Davie Road
Effective Date March 27, 2008

South Florida Education Center TMA


- Provides service to 4 local colleges
- Average 5000 riders per month
- New Executive Director – Pete Witschen
- Looking to begin "Green Campaign" in Jan. 2008



School Pool Program

- Working with (21) **Palm Beach County Elementary Schools**. Program has been endorsed by PBC Superintendent of Schools, Arthur Johnson
- Developed partnership with **Palm Beach PTA, Safe Routes to School, Safe Rides** and other organizations to build more comprehensive program


Are you tired of the Congestion in the Drop-Off Lane at School?




Become a part of the Solution!


Learn about School Pool at the Palm Beach Public Elementary School PTA/SAC Meeting Thursday, Nov. 1 at 6:30 pm

www.1800234RIDE.com/schoolpool







Hilma L. Green



Kevin Garcia




Brandy Spinks

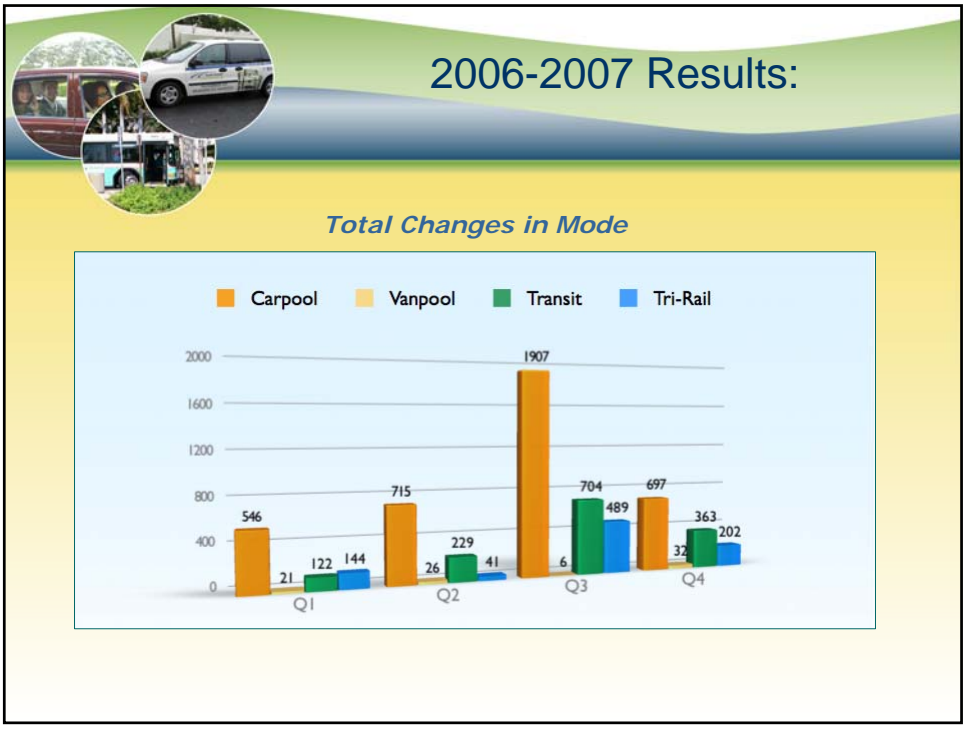


School Pool Results

- Hired full-time School Pool Coordinator
- **20% reduction** of vehicle traffic with (2) schools that have implemented the School Pool Program. (3) add'l lanes will be opened in January - 2008
- Have developed "student" focus groups for student feedback on program and ensure student understanding of concept
- **262 families** have switched to carpooling to the School Pool Program









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:

Executive Director: Les Hollingsworth
954-761-3543

SFECTMA:

Executive Director: Pete Witschen
954-262-8847