



826-836 Incentive Program

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## 826-836 Construction Overview



- District 6 began construction of a new 826/836 Interchange in November, 2009.
- Construction expected to last until 2015
- Sixty percent of all commuters in Miami-Dade County are impacted by construction



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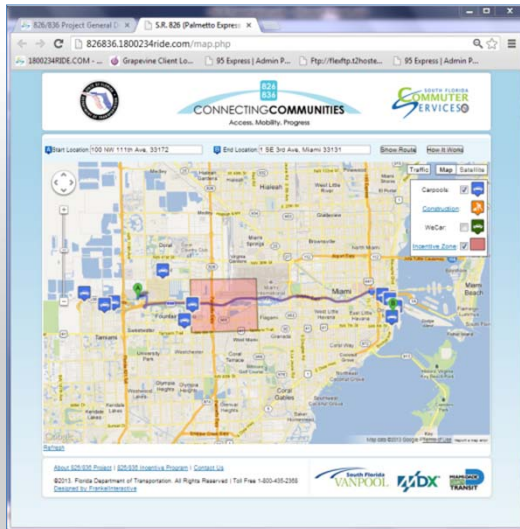
## 826/836 Incentive Program

- Developed to encourage commuters to carpool during reconstruction of the interchange
- Commuters may earn from \$25.00 to \$75.00 per person/per month
- Over 700 participants currently enrolled in the program



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## 826/836 Interactive Map



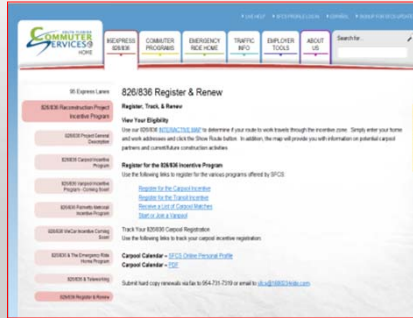
- Map was developed to verify if commuters travel within the incentive zone
- Commuters enter origin and destination to plot commute
- Map also shows potential carpool opportunities



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# Registration & Verification

- Home and Employment Verification
- Must travel through incentive zone
- Must carpool
- Each carpooler must complete a calendar at the end of every month
- Calendar days must match



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# 826/836 Carsharing Incentive

Partnered with Enterprise to offer WeCar

- 3 vehicles: Civic Center, Brickell, and Downtown
- Offered free hours to 826/836 participants

Currently developing a partnership with Car2Go

- 250 vehicles available in City of Miami
- Provides more parking and vehicle availability
- 7,000 participants enrolled in Miami-Dade County



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# Marketing / Public Relations

## Marketing Included:

- Media
- Billboards
- Radio
- Local News Shows
- WSVN Advertorial
- Email Blast
- Newspaper Web Banners

WSVN 7 – Fox News



CBS Newscast



Email Blast



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# 826/836 Follow-up Survey

A follow-up survey was sent to all participants participating in the incentive program. Here are the results:

- 55% drove alone prior to incentive
- 81% carpool five days per week
- 72% said they would continue to carpool after the incentive was discontinued and construction completed

*"I think the 826/836 program is great! I have really enjoyed carpooling over the past year and it is rewarding to know I am having a positive impact on the environment. I have also enjoyed the incentives with the program and I will be sad when they stop. However, I do save money carpooling and that is a great incentive to keep carpooling as well. "*



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## 826/836 Incentive Participant

- 54% Between 35-54 years of age
- 57% Married
- 61% College graduate
- 31% Household income \$100,000+
- 53% Female
- 61% Hispanic



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## 826/836 Incentive Results

### *To-Date.....*

- 774 participants
- 486 cars removed from daily commute
- 151,146 trips eliminated since program began in 2012

### *Moving Forward .....*

- Increased incentive for targeted companies for 3-months
- Roll-out Vanpool Incentive



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