SOUTH FLORIDA COMMUTER SERVICES

# Town of Miami Lakes Transportation Summit

1800-234ride | 1800234ride.com

# What is South Florida Commuter Services?

Regional commuter assistance program funded by the Florida Department of Transportation (FDOT) providing free assistance to commuters, businesses, and municipalities in Monroe, Miami-Dade, Broward, Palm Beach, Martin, and St. Lucie counties.

*Mission: "To improve the quality of life in South Florida by increasing the use of alternative modes of transportation*

SOUTH FLORIDA COMMUTER SERVICES FDOT

keeps commuters moving

# How Do We Do It?

Working with employers and public agencies to promote TDM strategies:

- Increase the number of people in vehicles
  Carpooling • Vanpooling • Transit
- Shifting travel to non-automobile modes
  Bicycling • Walking
- Influencing the time or need to travel
  Teleworking • Compressed Work Weeks

# SFCS Partnership Efforts

## Transportation Roundtable

- SFCS B2B Campaign
  - Street Team / Door-to-Door Outreach
  - Developed a Comprehensive List of Employers

- April 29th Roundtable
  - Participants: 10 Local Businesses, Town of Miami Lakes Communications and Economic Development Director
    - Car Max, Jet Stream Financial Credit Union, The Graham Company, Isaco International Corp., Express Employ, TD Bank, Miami Lakes Auto Mall and HeartWare
  - Discussed Transportation and Traffic Concerns

# SFCS Partnership Efforts

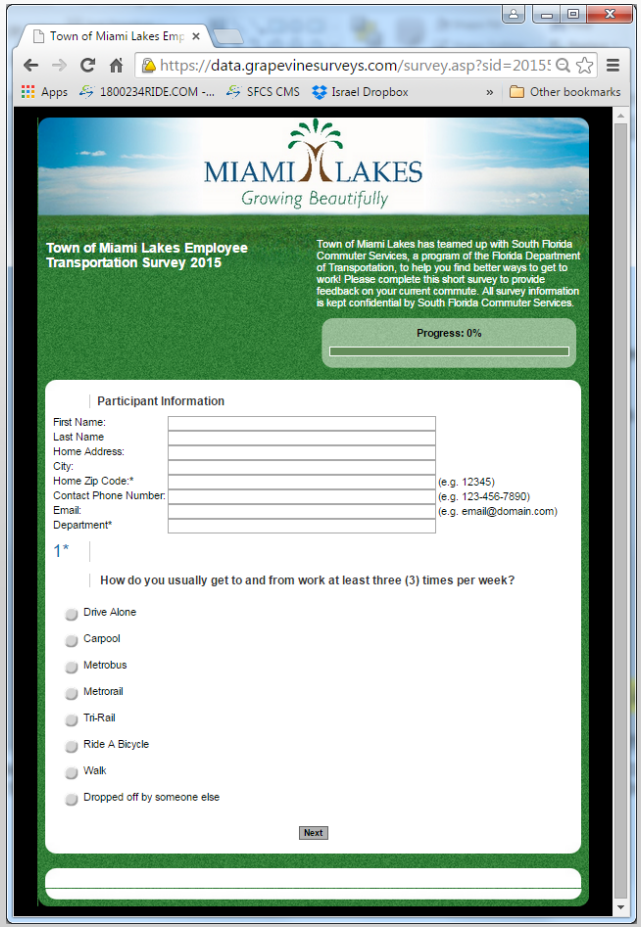
## Town of Miami Lakes Collaboration

- Town of Miami Lakes Staff
  - Met with the Transportation Director and Communication & Economic Development Director
  - Discussed a Plan of Action to Address Issues Identified at Roundtable
    - Continued Employer Outreach Efforts
    - Employee Survey for Town of Miami Lakes
- Presentation to Economic Development Committee
  - Presented to Committee on Current and Future Efforts with Local Businesses
  - Received Endorsement to Continue Efforts

# SFCS Partnership Efforts

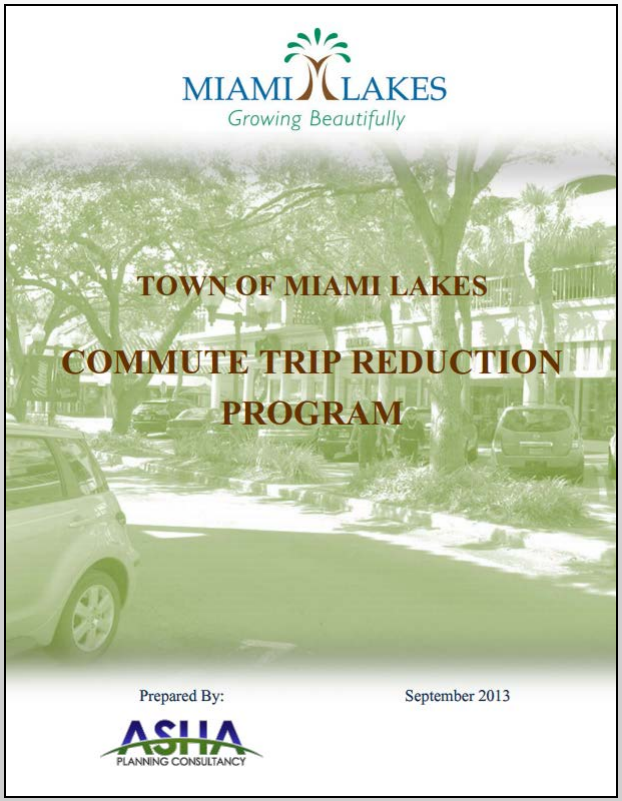
## Town of Miami Lakes Leads by Example

- Employee Survey
  - Distributed an electronic survey to full-time (non-emergency) personnel
  - Created a follow-up report outlining the results
  - Identified employees interested in using alternatives



# SFCS Partnership Efforts

## Commute Trip Reduction Program




- Transportation Demand Management Plan
  - Met with Town Staff to Brainstorm Ideas
  - Developing a TDM Plan for Town Employees, Local Businesses, Employees, and Residents

# Future Efforts

- Citywide Survey
  - SFCS will Coordinate Efforts to Conduct a Citywide Survey of Employees of Local Businesses
    - Analyze Current Commuting Modes
    - Identify Commuter Challenges
    - Assess Interest in Alternative Modes
  - SFCS Street Team will Visit Businesses and Distribute Survey
  - SFCS will Develop a Comprehensive Follow-Up Report Including Recommendations on Next Steps, Marketing Efforts, and Incentive Campaigns

# Thank You


**Sabrina Glen**
**Deputy Project Director**
**954-731-0062**
**glennsa@pbworld.com**

**Nancy Pierre-Louis**
**305-606-6478**
**louisad@pbworld.com**