

# Developing Transportation Demand Management (TDM) Strategies for Your Community

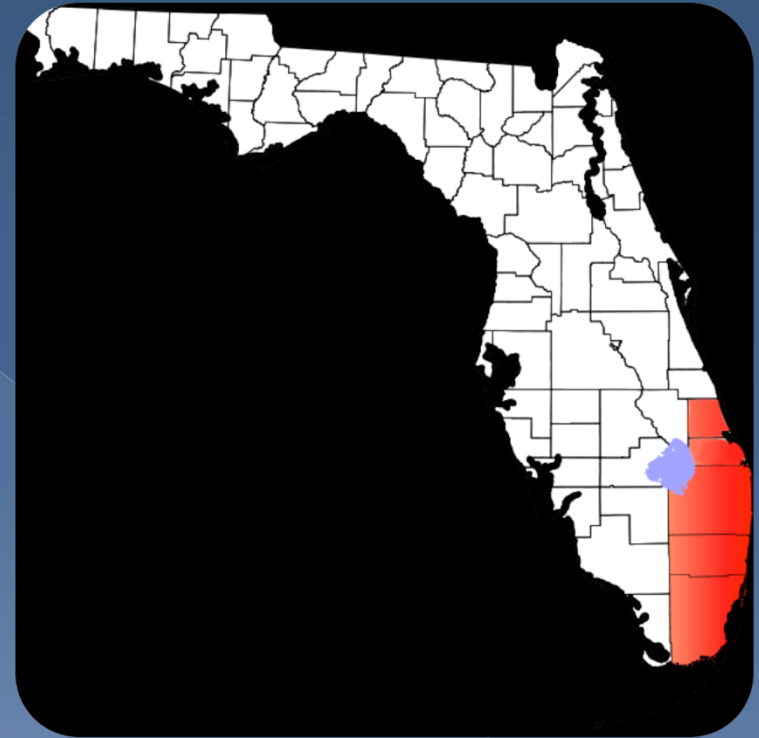
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# Who We Are

## South Florida Commuter Services

- > Funded By:
  - District 4
  - District 6
- > Serves:
  - St. Lucie to  
Monroe County



# Our Mission

- Reduce vehicle trips and improve traffic conditions by promoting the use of alternatives to drive alone commuting through the use of Transportation Demand Management initiatives and strategies.



# One Stop Shop for All Things TDM

**Transportation  
Partnerships**



**Commuter  
Services**



**Special  
Projects**



**Employer  
Partnerships**



# What is TDM?

## **Transportation Demand Management (TDM)**

is a general term for various strategies that increase transportation system efficiency. It emphasizes the movement of people and goods, rather than motor vehicles, and so gives priority to more efficient modes (such as walking, cycling, ridesharing, public transit and telework), particularly under congested conditions.

# Why TDM?

- Rising costs of building our way out
  - > Roadway constraints
  - > Cost of materials
- Increasing congestion
  - > Dec 2014 US Census Bureau recognizes Florida as the 4<sup>th</sup> most populous state
- Parking constraints
  - > Where will the land come from....even out west
- Inadequate mobility for non-drivers
  - > What the aging & millennials have in common
- The environment

# So What are the Challenges in Your Community?



# The Obvious Answers (but maybe not the easy answers)

- Transit Oriented Development
- Shared Parking
- Transit Shelters
- Shuttle Services
- Sidewalks
- Bike Lanes
- Bicycle Parking
- Carsharing
- Bikesharing
- Complete Streets





# The Not So Obvious (or is it?)

- ◉ Park & Ride lots
  - > Necessary for any successful TDM program
  - > Supports transit, carpooling, and vanpooling
  - > Look outside the box for long-term solutions



# 95 Express Bus Service Case Study

- Surveying the population
  - > Origin and destination surveys
- Responding to demand
  - > Expansion of service to Miramar
- If you build it  
who will come?



# The Not So Obvious (or is it?)

## ◉ Wayfinding Signage

- > “I know it’s somewhere around here”
- > “How can you get somewhere if you don’t know where you’re going?”
- > It’s not just for residents

# Start By Tackling the Small Stuff!



# Step 1: Know What's Available In Your Community



How many of you have heard  
of South Florida Commuter  
Services prior to today?



# South Florida Commuter Services

- ◎ Customer Call Center
  - > Bi-Lingual regional call center
  - > If we don't know the answer we'll find it



# South Florida Commuter Services

## ○ Ridematching

- > Database of commuters
- > Web-based matching service

The screenshot shows the 'My Profile' registration page for South Florida Commuter Services. The page includes a navigation menu with links for HOME, EXPRESS LANES, 826/836 PROJECT, COMMUTER OPTIONS, EMERGENCY RIDE HOME, PARTNERS, EMPLOYER SERVICES, and ABOUT US. The main content area is titled 'My Profile' and contains a registration form. The form has sections for 'About You' and 'Origin Address'. The 'About You' section includes fields for First Name, Middle Initial, and Last Name, and a dropdown menu for 'How did you hear about us?' with 'Billboard' selected. The 'Origin Address' section includes fields for Address, Apt./Unit #, City, State, and Zip Code. The page also features the SFCs logo and the FDOT logo, along with the customer service phone number 1.800.234.RIDE.

The screenshot shows the 'Carpool Match' interface on the SFCs Online Profile website. The interface includes a search criteria section with the following details:

- Home Search Distance: 3.00 mi
- Work Search Distance: 1.00 mi
- Matches along my route: [ ]
- Max. detour from my route: 0.50 mi
- Time Flexibility - Start of Day: 30 min
- Time Flexibility - End of Day: 30 min

Below the search criteria, there are checkboxes for 'Search entire database' and 'Search only within the SOUTH FLORIDA COMMUTER SERVICES community'. A 'Recalculate' button is also present. A message at the bottom states: 'Sorry, there are no potential carpool partners available at this time. Try increasing your Home or Work Search Distance above.' The interface also features a map of the South Florida region with various locations marked, including Coral Springs, Pompano Beach, Fort Lauderdale, and others. The map includes a search bar and a 'Traffic' button.



# South Florida Commuter Services

- Emergency Ride Home Program
  - > Provides 6 free taxi rides to commuters in the event of an emergency
  - > 24 Hours a day, 7 days a week



# South Florida Commuter Services

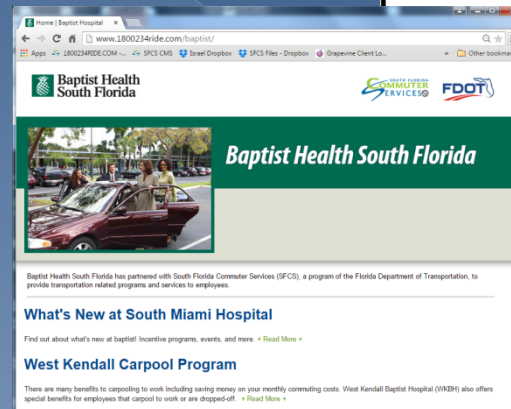
## Employer Outreach

- Worksite assessment & analysis
- Develop customized transportation programs for employers
- Implementation and administration
- Events, Campaigns, & Promotions

**CARPOOL PARKING ONLY**  
**FAU & CARPOOL PERMIT REQUIRED**  
**7:00 AM – 7:00 PM**



**FOR MORE INFORMATION CONTACT:**  
[www.get2fau.com](http://www.get2fau.com) or 1-800-234-RIDE



Baptist Health South Florida has partnered with South Florida Commuter Services (SFC), a program of the Florida Department of Transportation, to provide transportation related programs and services to employees.

### What's New at South Miami Hospital

Find out about what's new at baptist! Incentive programs, events, and more. [Read More](#)

### West Kendall Carpool Program

There are many benefits to carpooling to work including saving money on your monthly commuting costs. West Kendall Baptist Hospital (WKBH) also offers special benefits for employees that carpool to work or are dropped-off. [Read More](#)



**NOW THAT YOU ARE MOVING  
HOW WILL YOU GET THERE?**

BHG is working with South Florida Commuter Services to assist in giving you a smooth transition to your new daily commute.

**CLICK HERE**

*to take a short survey to tell us about your daily commute. All participants will be entered to win a pair of Miami HEAT tickets!*

\*Surveys must be completed by January 16, 2015 to be entered into the drawing.

# South Florida Transit Discount Programs

- Miami-Dade Transit Corporate Discount Program
  - > Participants save through group discounts and pre-tax benefits.
- Broward County Transit Ride & Save
  - > Encourages employers to offer commuter benefit options
- Tri-Rail Corporate Discount Program
  - > Commuters save 25% off Monthly and 12-Trip passes.

# Other Transportation Services Do You Know These?

511

Road Rangers

TMA's / TMI's

# Other Transportation Services

## There's More

- Metropolitan Planning Organization
- Florida Department of Transportation
- Turnpike Enterprises
- SunPass
- MDX
- Community Shuttles & Trolleys
- South Florida Vanpool Program
- Car2Go
- Enterprise Carshare
- Citi Bike
- ZipCar

# Step 2: Share the Message

- ◉ Does your organization have a transportation section on their website?
- ◉ Do you include articles in monthly newsletters or emails?
- ◉ Do you have kiosks or centralized locations for posting information?

# More Awareness & Education...



- Events and activities
- Identify a transportation coordinator
- Surveying – what do they really want?
  - Not just those that come to meetings
  - Focus groups by SFCS



# Palm Beach Gardens CBD Street Team

- Coordinated efforts with the Palm Beach MPO & City of Palm Beach Gardens
- Door-to-door outreach effort
- Surveyed commuters traveling into the CBD during peak hours
- 605 surveys collected



**YOUR FEEDBACK IS  
IMPORTANT  
AND COULD **WIN**  
YOU PRIZES!**

Visit us at:  
**Courtyard Café**  
Tuesday, July 15th, 11:00 am – 1:00 pm  
Wednesday, July 16th, 11:00 am – 1:00 pm

*Take our brief transportation survey and  
earn a chance to spin our wheel for a  
\$50 Visa Gift card and other prizes.*



# Most Importantly

- Support the education of your public officials and key stakeholders
  - > They are the key
  - > Board & committee presentations
  - > Coordinate meetings with developers
    - Include partners during the development process
  - > Community organizations and groups



What do you think is the #1 question we receive about riding transit from commuters?



# Step 3: Get the Ball Rolling with Low or No Cost Initiatives

- ◉ Where are transit passes sold in your community?
  - > Coordinate the effort to increase the locations where transit passes are sold
- ◉ What's happening in your lots and garages?
  - > Preferential parking spaces
  - > Discounted rates for carpoolers
  - > Discounted daily rates for transit riders

# Step 3: Get the Ball Rolling with Low or No Cost Initiatives












- Get the conversation going
  - > Look outside the normal participants
  - > Focus groups
  - > Roundtable events

## The Set Up

On June 3, 2014, South Florida Commuter Services (SFCS) in partnership with the Palm Beach Metropolitan Planning Organization (Palm Beach MPO), and the Florida Department of Transportation conducted a student focus group at Palm Beach State College.

### 11 Participants

11 current students, ages 18-35, with various regular transportation modes were recruited to participate. Palm Beach State College provided a classroom to conduct the focus group from 2:00pm to 3:30pm.

 Seat 1 Drive Alone	 Seat 2 Bus Rider	 Seat 3 Bus Rider	 Seat 4 Bus Rider	 Seat 5 Drive Alone
 Seat 6 Drive Alone	 Seat 7 Drive Alone	 Seat 8 Drive Alone	 Seat 9 Drive Alone	 Seat 10 Carpooler
 Seat 11 Drive Alone	Each participant was rewarded with a \$100 Visa Gift Card for attending. All were strong participants, with a good amount of conversation from each.			

## Goal Minded

The goals of the focus group were simple:

- ➔ Gauge awareness levels on transportation options and authorities.
- ➔ Find out what areas of transportation are perceived by students as needing the most attention.
- ➔ Identify what motivators would encourage students to switch modes of transportation.
- ➔ Understand how to engage and communicate with the student population.

## Introductions

Each student stated what city they lived in and their mode of transportation to get acquainted with the group.

### By Show of Hands

After the general introductions, the students were asked to raise their hand if they:

Were aware of the Palm Beach MPO and their function?  
0 out of 11 answered yes.

Were aware of the Florida Department of Transportation (FDOT) and their function?  
8 out of 11 answered yes.

An explanation of each was provided before proceeding.

# Step 3: Get the Ball Rolling with Low or No Cost Initiatives

- Are you promoting regional events and activities?
  - Dump the Pump, South Florida Bike Month, National Walk to School, etc
  - Identify ways to fit TDM into what's already going on
  - Get people to think about it, without thinking about it



# Why Not Now?

- Clean Air Challenge for National Clean Air Month in May
- Provide your business card and we'll help get your community involved



Questions?