

SWIFT SMITH Tampa Bay

Mercy Muga



Purpose

Shift Tampa Bay seeks to increase the use of transit, sharing the ride, working from home, walking and bicycling to help reduce traffic congestion and create healthier and livable communities in Tampa Bay area.



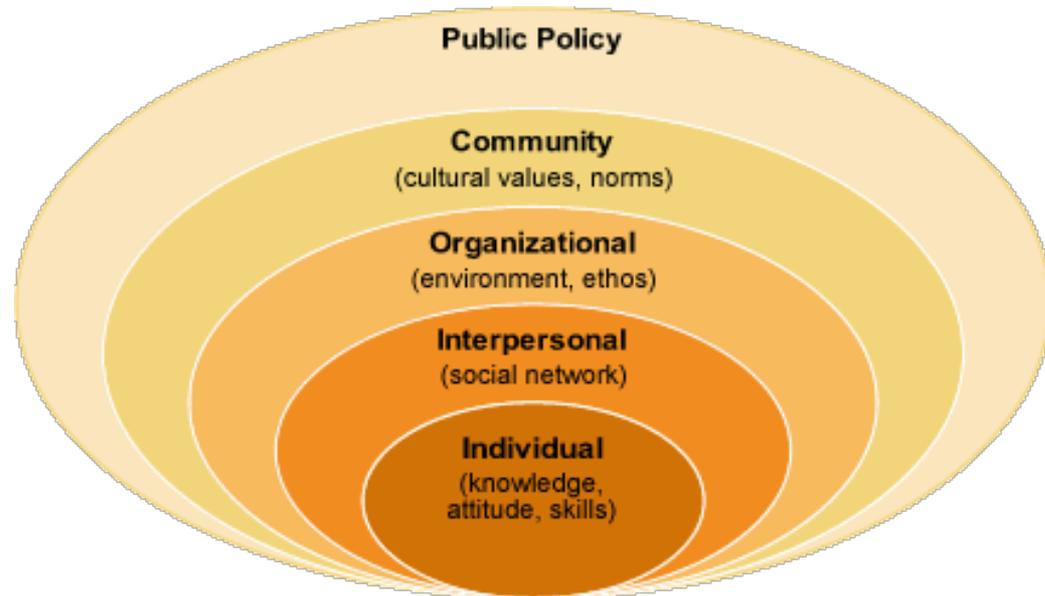
And now help cope with challenges of COVID-19 and foster economic recovery among small businesses.

This research project is funded by Florida DOT District 7 being carried out by Center for Urban Transportation Research at USF and Creative and Advertising class at USF's Zimmerman School.



Approach

Travel behavior is influenced by a range of factors from individual to community.



Social Ecological Model

Program deliverables:

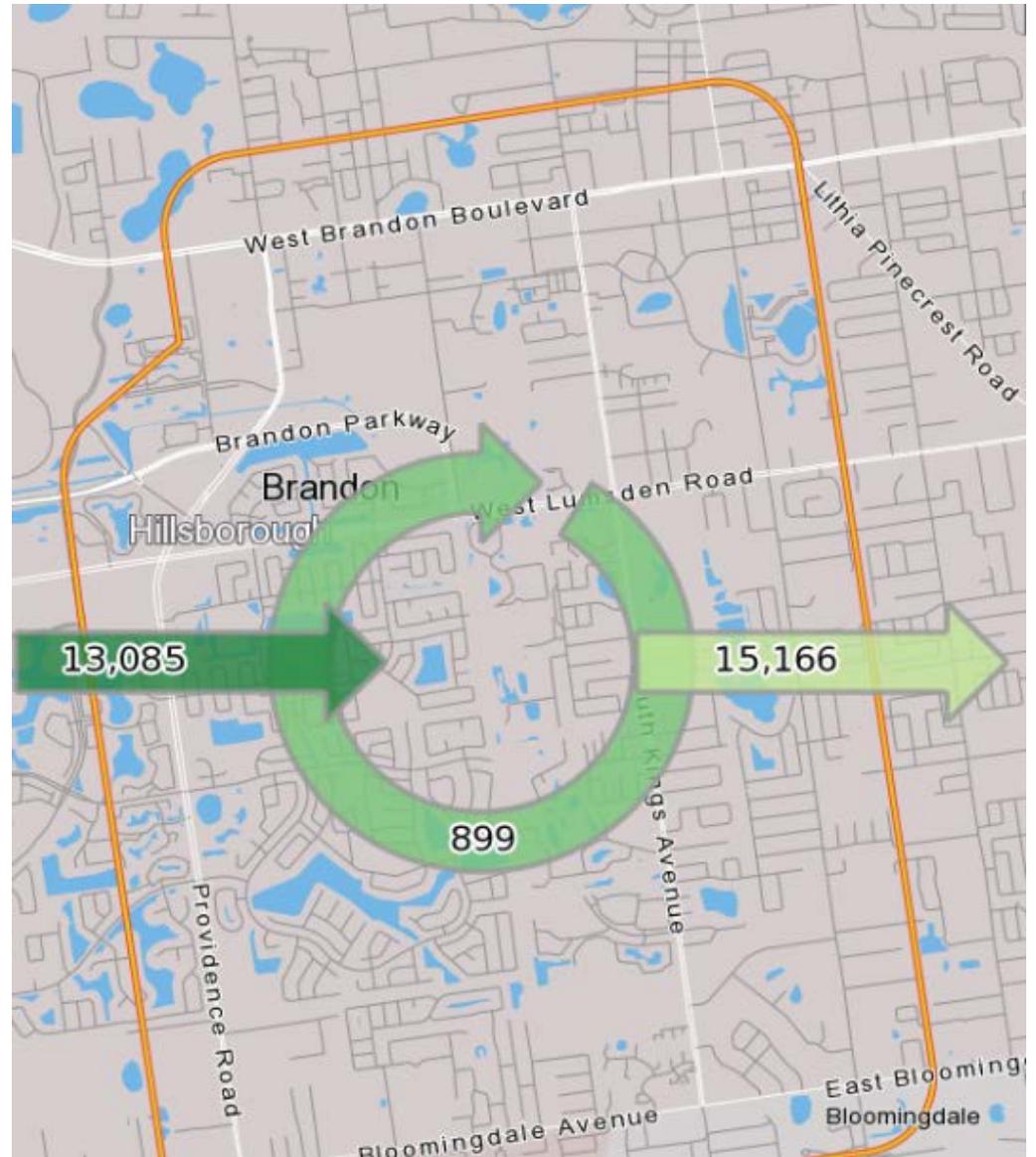
- Select three neighborhoods
- Neighborhoods with good travel options
- Identify our target audience.



Research the Neighborhoods

Visit Tampa Heights, Brandon and Town n Country.

Talk with people on the street and businesses (pre-COVID-19)



Screenshots [iPhone](#) [iPad](#)



Commute Tampa Bay by TBARTA

Agile Mile, Inc.

★★★★★ 5.0, 2 Ratings

Free

Leverage Existing Resources

SHIFT

Tampa Bay

COVID-19 HAS
CAUSED OUR
LIVES TO
CHANGE?

SO WHY NOT GET REWARDED FOR IT?

www.shifftampabay.org



Recognize people
have already
shifted their travel
habits.

Build off those
changes.

SHIFT to Cycling

Make a shift to cycling and start collecting rewards



Promote
Modes
Individually

Use Print and
Social Media

Initially focus was to be on
door-to-door and local
tabling events

Schedule a free virtual meeting with a
Community Transportation Advisor to
personalize your transportation plan.



Scan to download the Commute TB
app and earn rewards for cycling.

SHIFT
Tampa Bay

ShiftTampaBay.org

Use Pre-tested Research to Inform Messaging

Deeds (and Words) Matter

Percentages of participants saying they were “likely” or “very likely” to ride this bus.



Whalen, R., et al. *Interventions to Increase Use of Shared Transit Post-COVID-19* (2020)

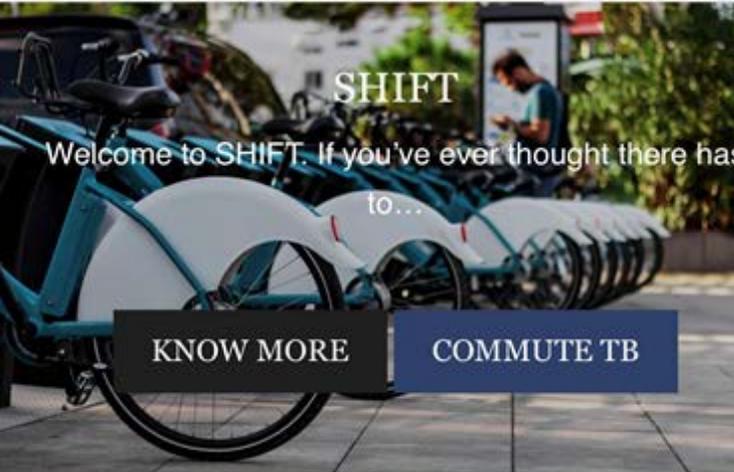
Carpooling

Focus on common residential locations

“I will only do [carpooling] if I know the people I’m riding with, especially now”



“If I trust people, I’m fine with it [carpooling]”



HOW DO WE GET THERE



Bicycling

Shift your energy and pedal your stress away..

Current Phase Preparing materials and recruiting households.

- Marketing materials
- Booking appointments.
- Recruiting neighborhood businesses to promote business via reward options in the Commute Tampa Bay app (over 5,000 today).
- Increasing presence on social media.

Help us!



Follow us on Facebook

Facebook/ShiftTampaBay

Like us on Instagram

Instagram/ShiftTampaBay

Contact Information

Mercy Muga

Research Assistant

Center for Urban Transportation Research

University of South Florida

4202 E. Fowler Avenue, CUT100

mugam@usf.edu

www.ShiftTampaBay.org



QUIET SHIFT

Tampa Bay

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