



m20
w22
WHAT MOVES YOU? MOBILITY WEEK

MOBILITY WEEK YEAR IN REVIEW

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Mobility week is a **cooperative effort** by FDOT and partner agencies to promote to promote **safe, sustainable, and multimodal transportation choices** through various events and programs.

What happens during Mobility Week?

- Partners host events, offer special promotions to encourage Floridians to try new transportation options, and highlight transportation achievements
- Individuals explore sustainable transportation choices

Why is this important to FDOT?

- Advance and raise public awareness of the objectives of the Florida Transportation Plan

What is in it for partners?

- Brings together existing efforts under collective theme - results in maximizing resources, increasing visibility, increasing effectiveness, and fostering regional collaboration



**WHAT IS
MOBILITY
WEEK?**

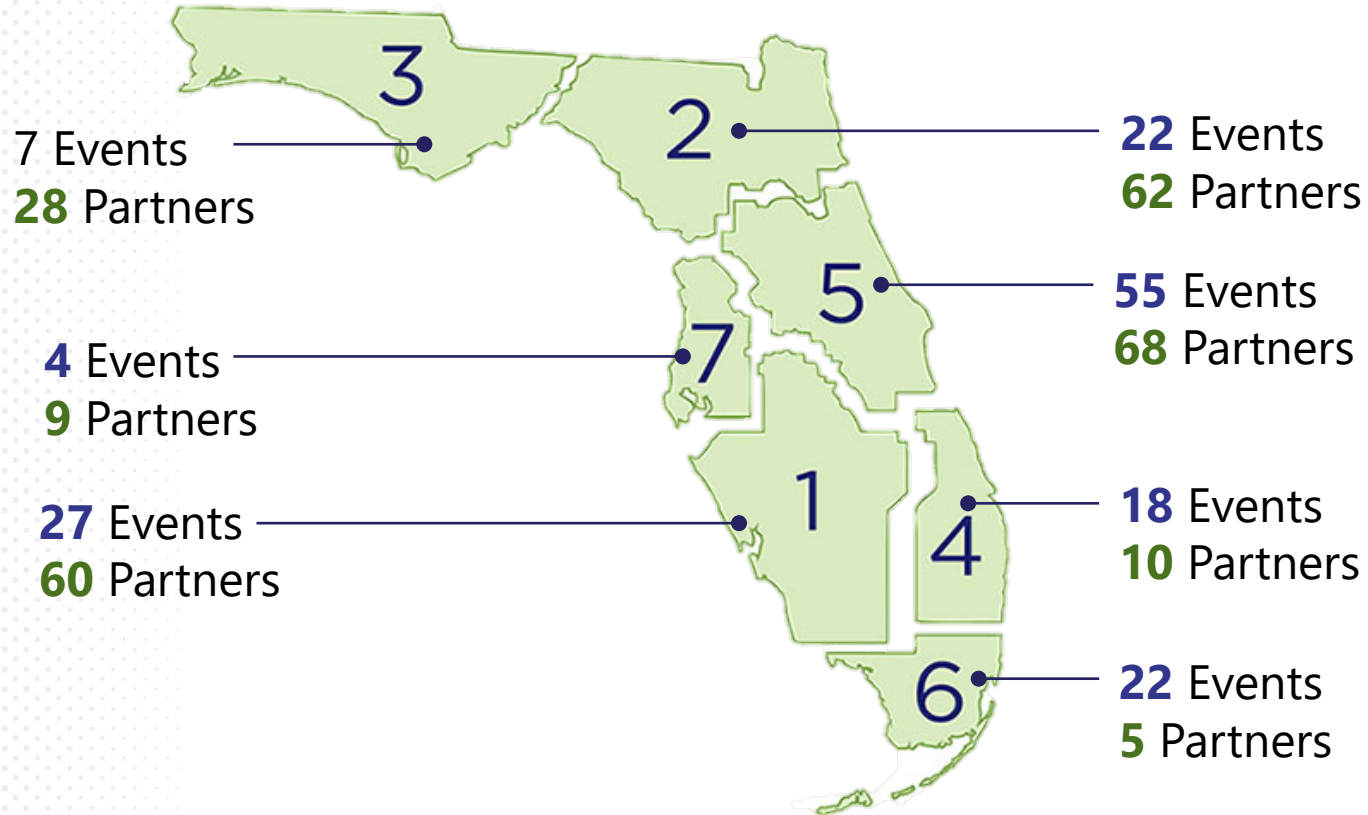
**MOBILITY
WEEK**
2022



2022 SUMMARY METRICS



2022 STATEWIDE EVENTS AND PARTNERS



Additional 18 statewide partners

2022 STATEWIDE SUMMARY



TRY TRANSIT

TUESDAY PARTNERSHIPS



VIRTUAL CONFERENCE CENTER



VIRTUAL CONFERENCE CENTER MAIN HALL

Overview

- In 2020 many organizations found their outreach efforts “on hold” due to the pandemic
- Mobility Week team demonstrated resourcefulness by integrating new technology to create a Virtual Conference Center
- Helped overcome the challenge of limited physical interactions and engage our target audience
- Cost-effective strategy to provide educational materials and outreach across the state
- As things return to normal, Virtual Conference Center continues to showcase partners and initiatives in one place



VIRTUAL CONFERENCE CENTER MAIN HALL



Visit Main Hall here: <https://vmr.vhb.com/v/YbjNeAgDzA7>

1,156 Visitors

2,668 Links Visited



LOVE TO RIDE FLORIDA



LOVE TO RIDE

FLORIDA CHALLENGE

- The third annual Love to Ride challenge was held during Mobility Week 2022 from Oct. 21 through Nov. 30
- 222 employers and 1,714 individuals across Florida rode over 380,000 miles and made over 20,000 trips
- During the challenge period, 294 biking courses were completed



LOVE TO RIDE

FLORIDA CHALLENGE

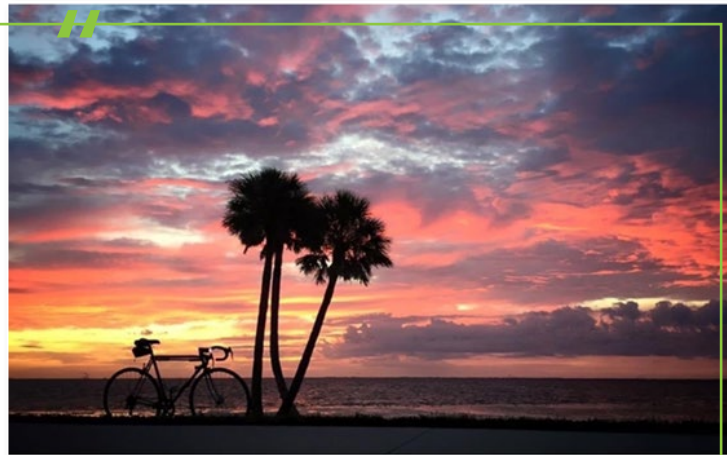


Alternative date

Many people think of going on a date as dinners, movies, and a drink. My boyfriend and I ventured out for a long bike ride one fine Saturday morning and made a fun date day out of it. We packed our... [read more](#)

- Michelle Buitron

Topic: A happy riding memory



Riding and photography

Having an iPhone with a good camera allows me to capture events on rides, as my Nikon is a bit bulky. Early morning rides to catch the dawn, or catch the fog, or whatever catches my eye. Cruising... [read more](#)



Topic: Other



Why Bike to Work.

Many people have asked me why I choose to cycle to work when I can drive by car. I say because it saves me time. Usually this creates a confused look and they ask, how? Well, I say, if I drive by c... [read more](#)



Topic: My commute by bike



MOBILITY
WEEK
2022



DISTRICT SUMMARIES





VIRTUAL CONFERENCE CENTER DISTRICT 1



Visit D1 here: <https://vmr.vhb.com/v/7MqR3rKn1dW>

95 VISITORS

193 LINKS VISITED

MOBILITY WEEK STATISTICS DISTRICT 1



27
IN-PERSON
EVENTS



60+
PARTNER AGENCIES



152
HELMETS
FITTED



200+
MOBILITY WEEK
PLEDGES



2 TRANSIT
AGENCY
FARE FREE
DAYS



6,500
PROMOTIONAL
MATERIALS



10
COUNTIES



3,000
SAFETY-RELATED
LITERATURE



1 TRANSIT
AGENCY
MOBILITY
WEEKS



**M20
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WHAT MOVES YOU? MOBILITY WEEK



DISTRICT 2 EVENTS



VIRTUAL CONFERENCE CENTER DISTRICT 2



Visit D2 here: <https://vmr.vhb.com/v/y2qm4kBNjwO>

84 VISITORS

105 LINKS VISITED

MOBILITY WEEK STATISTICS DISTRICT 2



22
IN-PERSON
EVENTS



62
PARTNER AGENCIES



4,962
ATTENDEES

2,000



BIKE LANE DESIGN
CONTEST
SUBMISSIONS



10
BIKE LANE DESIGN
CONTEST SCHOOLS



29
MOBILITY WEEK
PLEDGES



4,480
PROMOTIONAL
MATERIALS

1,098

FREE BUS RIDES



29
HELMETS
FITTED

1,500



STUDENTS
REACH OUT



VIRTUAL CONFERENCE CENTER DISTRICT 3



Visit D3 here: <https://vmr.vhb.com/v/Xw1LdRvm1L8>

38 VISITORS

73 LINKS VISITED



MOBILITY WEEK STATISTICS

DISTRICT 3



7

IN-PERSON
EVENTS



28+

PARTNER AGENCIES



50

HELMETS
FITTED



100+

MOBILITY WEEK
PLEDGES



2 TRANSIT
AGENCY

FARE FREE
DAYS



3,200

PROMOTIONAL
MATERIALS



8

COUNTIES



3,000

SAFETY-RELATED
LITERATURE

3 TRANSIT
AGENCY
MOBILITY
WEEKS



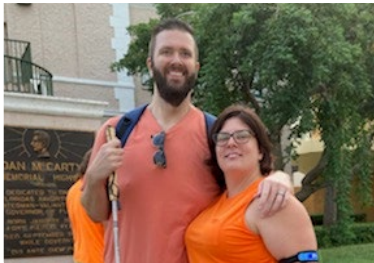


2022 MOBILITY WEEK

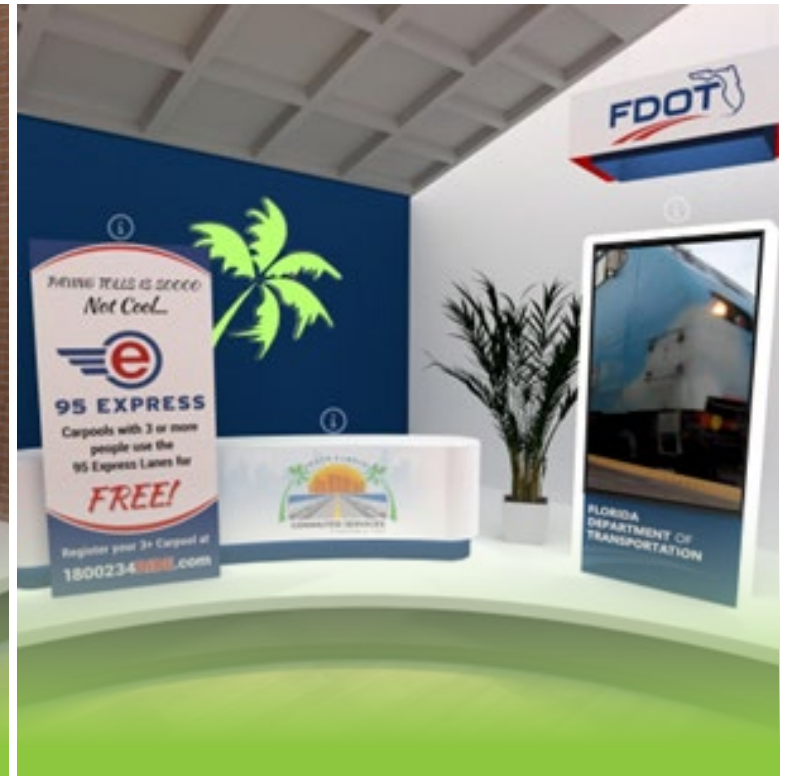
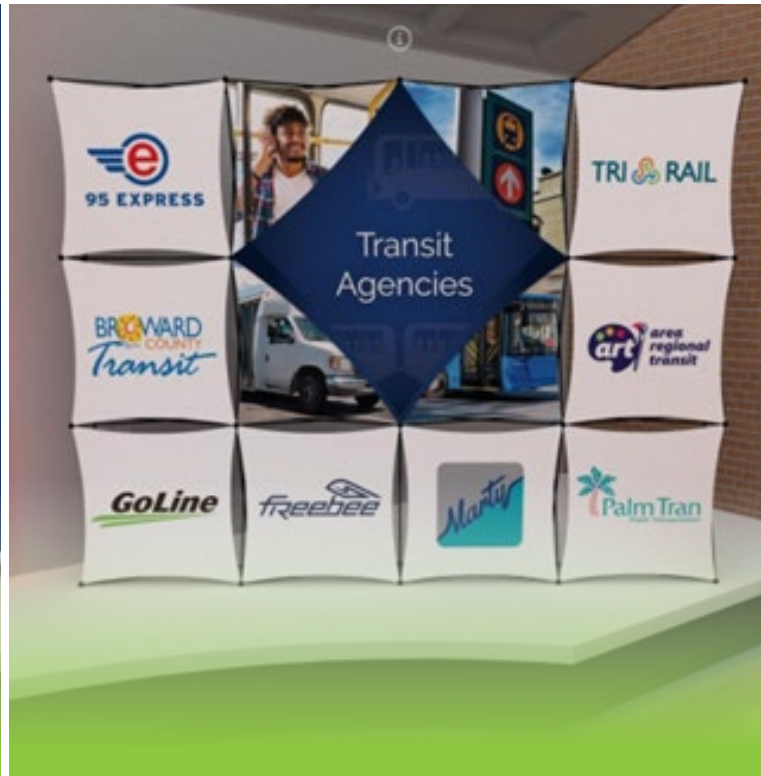
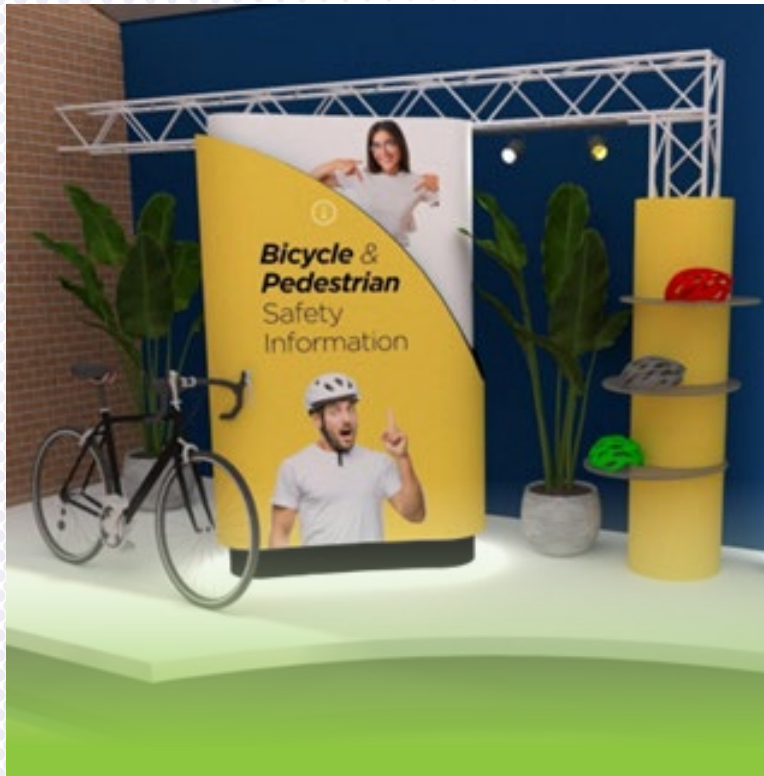
WHAT MOVES YOU?



DISTRICT 4 EVENTS



VIRTUAL CONFERENCE CENTER DISTRICT 4



Visit D4 here: <https://vmr.vhb.com/v/60qZGpVB1rB>

156 VISITORS

231 LINKS VISITED

m20
w22 MOBILITY WEEK
WHAT MOVES YOU?

MOBILITY WEEK STATISTICS

DISTRICT 4



18
IN-PERSON
EVENTS



10
PARTNER AGENCIES



8
SAFETY PLEDGES

1,400



ONE-ON-ONE
INTERACTIONS



1
COMMUNITY
BIKE RIDE



2,600+
PROMOTIONAL
MATERIALS



30
HELMETS
PROVIDED



M 20 W 22

WHAT MOVES YOU? MOBILITY WEEK



DISTRICT 5 EVENTS



VIRTUAL CONFERENCE CENTER DISTRICT 5



Visit D5 here: <https://vmr.vhb.com/v/40zdwO241DR>

181 VISITORS

345 LINKS VISITED



MOBILITY WEEK STATISTICS

DISTRICT 5



55
IN-PERSON
EVENTS



68
PARTNER AGENCIES



367
HELMETS
FITTED



2
PROCLAMATIONS

4,500



FREE TRAIN RIDES



8
BIKE LANE DESIGN
CONTESTS

12,000
FREE BUS RIDES



5 ORGANIZED
BIKE RIDES



9
COUNTIES



8,000
PROMOTIONAL
MATERIALS



57
MEDIA
PLACEMENTS



1.9
MM
MEDIA
IMPRESSIONS

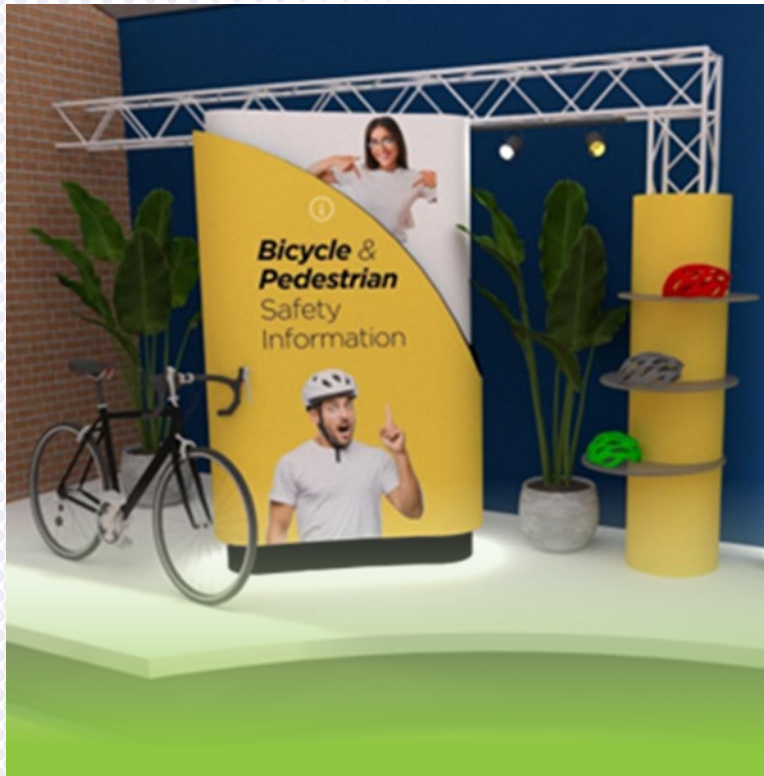


Mobility Week
What moves you?

www.MobilityWeekFL.com



VIRTUAL CONFERENCE CENTER DISTRICT 6



Visit D6 here: <https://vmr.vhb.com/v/35ze4YNE1An>

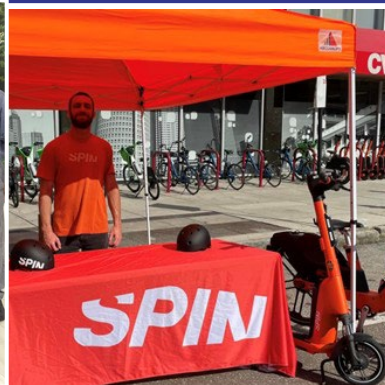
67 VISITORS

114 LINKS VISITED

MOBILITY WEEK STATISTICS

DISTRICT 6





VIRTUAL CONFERENCE CENTER DISTRICT 7



Visit D7 here: <https://vmr.vhb.com/v/40zdwPnY1DR>

47 VISITORS

89 LINKS VISITED

MOBILITY WEEK STATISTICS

DISTRICT 7

 **2**
IN-PERSON
EVENTS

8

PARTNER AGENCIES

200+

ONE-ON-ONE
INTERACTIONS

20,000

ATTENDEES

200

VIRTUAL ATTENDEES

1

STATEWIDE
VIRTUAL EVENT

M20
W22
WHAT MOVES YOU?
MOBILITY WEEK

**MOBILITY
WEEK**

FIND OUT MORE ONLINE



MobilityWeekFL.com



Contact@MobilityWeekFL.com



MobilityWeekFL



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THANK YOU

www.MobilityWeekFL.com

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