

# Mobility Week 2016



## SUMMARY OF EVENTS

Oct 28 – Nov 5, 2016



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# Introduction

Central Florida kicked off its inaugural Mobility Week with roaring success from October 28 through November 5 in 2016. The Mobility Week initiative was spearheaded by the Florida Department of Transportation (FDOT) District Five Modal Office and was modeled after the European Mobility Week. It was a celebration of activities intended to promote multiple transportation options and encourage safe travel behavior.

FDOT successfully partnered with **16 local agencies to organize or participate in 19 events** in six counties. In addition to the events, a “Mix-a-Lot” challenge was organized to encourage people to try different modes of transportation during Mobility Week. A summary of the events is provided in the following sections.



# Introduction (Cont'd)

Mobility Week 2016 was overwhelmingly successful thanks to the participation and willingness of the partners FDOT to bring the message of safe and sustainable transportation to the general public. The lessons learned from the first Mobility Week will serve as the foundation to plan and organize this celebration in the future years.



# Big thanks to all of our partners...



# EVENT 1: FDOT BIKE WITH THE DIRECTOR, DELAND

October 28, 2016

To kick-off Mobility Week, the FDOT organized a **“Bike with the Director” event for employees**. The DeLand office staff rode their bikes to work with the Director of Transportation Development, Frank O’Dea, and the Director of Operations, Alan Hyman. The employees formed two groups, with one group meeting in the north DeLand area and another in the south DeLand area to join Frank and Alan in their respective bicycle groups. The group from the north met at the Lowe’s parking lot on US 92 and took a 3.65 mile ride along local roads. The group from the south met at the Southpointe Commons Publix parking lot near the DeLand County Club and was a 3.2 mile ride. This event allowed employees an opportunity to explore a new mode to work.



# EVENT 2: BIKE FRIDAY, ORLANDO

October 28, 2016 and November 4, 2016

Two “Bike Friday” events were organized as part of the 2016 Mobility Week, in which reThink, FDOT’s Commuter Assistance Program, led a morning ride from one of Orlando’s neighborhoods into Downtown Orlando. The Bike Friday campaign was organized as part of the Go DTO: Downtown Orlando Commute Challenge, which challenged people to rethink their commute to Downtown Orlando.

The October 28<sup>th</sup> early morning ride started at The Coffee Garden at the corner of Fern Creek Avenue & Kaley Street. The group of riders took the scenic route that traveled through the neighborhood and around three lakes, arriving safely at work before 8 a.m.

On November 4, the group of riders left from the East End Market in the Audubon Park Garden District, traveling through the neighborhood and weaving their way to Downtown Orlando.



# EVENT 3: WHITE CANE AWARENESS EVENT, DAYTONA BEACH

October 28, 2016

The White Cane Awareness event attracted more than 100 participants. The event was a joint effort between the Mayor's Alliance for Persons with Disabilities of Daytona Beach, Halifax Council of the Blind, Greater Daytona Beach Chapter of the National Federation of the Blind, Lions Clubs, Division of Blind Services Rehabilitation Center for the Blind and Visually Impaired, One Voice for Volusia, and various consumer groups, service agencies, governmental agencies and non profit organizations.

The event provided an opportunity to increase driver awareness of pedestrians as well as highlighted the need for pedestrian accommodations at intersections along State Road A1A.

The event began with proclamations from the City of Daytona Beach, City of DeLand, and Volusia County. Following opening ceremonies, participants walked through all four crosswalks at the intersection of Atlantic Avenue and Auditorium Boulevard. During the walk, law enforcement personnel from the Daytona Beach Police Department and Volusia County Sheriff Department issued warnings to drivers not complying with the traffic laws. Volunteers distributed information on the White Cane Law and other pedestrian safety laws at the Ocean Center plaza.





# EVENT 4: TRICK OR TREAT ON BROADWAY, CITY OF KISSIMMEE

October 28, 2016

The Mobility Week team participated in the "Trick or Treat on Broadway" event to promote awareness of alternative transportation modes and distribute bicycle and pedestrian safety information.

Based on registration information from Kissimmee Main Street, more than 4,000 people participated in the event. The team distributed candy along with safety information (pamphlets, night lights, backpacks) to approximately 2,000 children and parents.

The event also gave the team an opportunity to talk to children about safe walking and biking in the dark as well as to parents about looking out for pedestrians and bicyclists while driving.



# EVENT 5: TRUNK OR TREAT, CITY OF CAPE CANAVERAL

October 28, 2016

The Mobility Week campaign team participated in the “Trunk or Treat” event at the Nancy Hanson Recreational Complex in the City of Cape Canaveral to promote awareness of alternative transportation modes and distribute roadway, bicycle and pedestrian safety information. The “Trunk or Treat” event was very well attended.

The Space Coast Transportation Planning Organization (TPO) hosted the booth with assistance from FDOT staff and volunteers. The team distributed candy along with safety information (pamphlets, night lights, backpacks) to more than 500 children.



# EVENT 6: TRUNK OR TREAT, CITY OF COCOA

October 29, 2016

The Mobility Week campaign team participated in the “Trunk or Treat” event at Travis Park in the City of Cocoa to promote awareness of alternative transportation modes and distribute roadway, bicycle and pedestrian safety information.

The Space Coast TPO managed a booth with assistance from FDOT staff and volunteers. The team distributed candy along with safety information (pamphlets, night lights, backpacks) to more than 500 children.

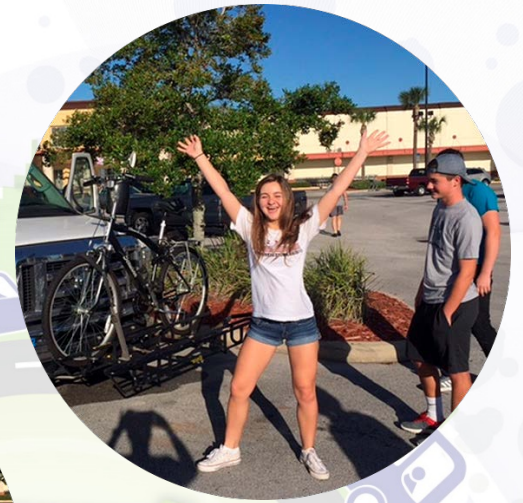


# EVENT 7: LAKEXPRESS BIKE ON BUS TRAINING

October 29, 2016

LakeXpress, the transit service provider in Lake and Sumter counties, offered bike on bus demonstrations to get transit riders familiar with loading bikes on buses. This date coincided with the County's Annual Stuff the Bus campaign. The event was intended to promote the use of bicycles to get to/from the final destination from a bus stop.

There were approximately 20 participants, primarily students that were also volunteering for the Lake County Annual Stuff the Bus Campaign. The event also provided the Mobility Week team an opportunity to promote awareness of alternative transportation modes as well as distribute roadway, bicycle and pedestrian safety information.



# EVENT 8: MONSTERS ON MAIN STREET, CITY OF DELAND

October 31, 2016

The Mobility Week team partnered with the Main Street DeLand Association to promote bicycling and pedestrian safety at the annual “Monsters on Main Street” event.

The event was attended by more than 5,000 people. The Mobility Week team managed a booth at the corner of Main Street and Indiana Avenue from 6:00 to 9:00 p.m. The team distributed candy, along with safety information (pamphlets, night lights, reflective backpacks, safety coloring books) to approximately 2,000 children and parents.

The event gave the team an opportunity to talk to children about safe walking and biking in the dark as well as to parents about looking out for pedestrians and bicyclists while driving.



# EVENT 9: LAKEXPRESS FREE TRANSIT RIDES

October 31, 2016

To promote public transportation during Mobility Week, LakeXpress, the transit service provider in Lake and Sumter counties, offered free bus rides on October 31, 2016.

The event was an effort to encourage first time riders to try public transit and make a difference. The gesture was appreciated by the existing transit users as well as the new riders. LakeXpress received a number of calls from riders who appreciated the free rides all day.

**LakeXpress**  
*The Way to Go*

LakeXpress Home	Schedule
Transit Partners/Links	Map
Title VI	FAQs
Lost & Found	Forms
FAQs	Schedule
Forms	

For immediate release - October 17, 2016

### LakeXpress celebrates Mobility Week training

**TAVARES** — Central Florida celebrates the first Transit Division hosting three special events to promote public transportation practices.

During the 11th Annual Staff the Bus food drive David Walker Drive in Eustis, staff will train residents on how to use public transportation.

On Monday, Oct. 31, all passengers will receive transit promotional items at the 2001 Kurt St., Eustis; and at the Clermont Mall, Clermont, from 9 a.m. and between 4 and 6 p.m. on Monday, Oct. 31.

"We are excited to participate in Mobility Week and promote public transportation and active lifestyles."

To find out more about LakeXpress, visit [www.lakexpres.com](http://www.lakexpres.com) or contact Lake County Transit at (407) 329-3333.



# EVENT 10: CYCLING SAVVY TRAINING, DELAND

November 1, 2016

FDOT partnered with Cycling Savvy to host a bicycle training event during Mobility Week.

Cycling Savvy is a national program of the American Bicycling Education Association that teaches traffic cycling laws, principles and skills through a three-part course – a classroom component, a parking lot component and an on-road guided bike ride. The classroom portion of the training was offered at no cost to participants at the FDOT District Five DeLand Office. Participants were given the opportunity to sign up for the other two sessions at a later time.

Nineteen people participated in the training including FDOT employees and consultants.



# EVENT 11: LAKEXPRESS AWARENESS EVENT, LAKE COUNTY

November 1, 2016

LakeXpress and FDOT partnered to host a transit awareness event at the Lake Tech transfer location in Lake County. The team distributed transit related information and answered customer questions.

LakeXpress tote bags and pedestrian safety lights were also handed out as a token of appreciation to transit riders. The event also provided an opportunity for staff to talk to riders about available transit and paratransit services in Lake County.







# EVENT 13: ORANGE COUNTY BICYCLE HELMET TRAINING, ORLANDO

November 2, 2016

Orange County in partnership with FDOT offered a bike helmet fitter training at the FDOT District Five Urban Office. The training provided an opportunity for Orange County staff, FDOT staff and other local government representatives to get trained and certified as bike helmet fitters.

The training event was very successful with 19 participants out of the maximum limit of 20. Attendees included representatives from Bike Walk Central Florida, FDOT, Maitland Police, Orange County Public Works, Orange County Traffic Engineering, and Orlando Police. The training will enable helmet fitters to volunteer at public events involving bike helmet giveaways.



# EVENT 14: CARFIT EVENT, ORLANDO

November 3, 2016

Florida Highway Patrol (FHP) and FDOT cohosted a CarFit event in Orlando at the FHP/FDOT offices during Mobility Week.

CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. A proper fit in one's car can greatly increase not only the driver's safety but also the safety of others.

A week before the event, several FHP/local law enforcement officers and FDOT staff attended a training to become CarFit technicians and event coordinators. This event was a great way for the trainees to get hands-on experience car-fitting several members of the public to improve safety and comfort in their personal vehicles. Fifteen seniors were car-fitted at the event.



# EVENT 15: CENTRAL FLORIDA TRANSPORTATION PLANNING GROUP MULTIMODAL WORKSHOP, ORLANDO

November 3, 2016

As part of Mobility Week 2016, the Central Florida Transportation Planning Group (CFTPG) hosted a forum 'Making the Connection – An interactive forum on using and connecting alternatives to the single occupancy vehicle'. CFTPG is an industry forum which brings together public agencies and consultants involved with transportation planning in Central Florida.

This interactive forum presented perspectives from two speakers.

- Franklin W. Martz II, City Manager of Altamonte Springs, presented on the topic of "Transportation Innovations in the Public Sectors". He discussed the City of Altamonte Springs' first community-wide congestion management and connectivity pilot program with Uber.
- Roger Chapin, Executive Vice President from Mears, discussed the impacts of the transportation sharing economy on the future of taxi service. Twenty-nine people attended the event.



# EVENT 16: SR 436 BICYCLE AND PEDESTRIAN SAFETY AUDIT

November 3, 2016

The State Road (SR) 436 Corridor Study team conducted a Pedestrian and Bicycle Safety Audit during Mobility Week for a 3.5 mile segment of Semoran Boulevard/SR 436 from Colonial Drive/SR 50) to Aloma Avenue/SR 426.

The audit team consisted of multidisciplinary experts in community and land use planning, roadway design, traffic operations, law enforcement, community safety education, and transit.

This segment has had 60 pedestrian and bicycle crashes in the last five years. The information collected during the audit will be used to identify safety issues along the corridor and develop recommendations in the areas of engineering, education, and enforcement, to ultimately reduce crashes involving people walking and biking.



# EVENT 17: ALERT TODAY ALIVE TOMORROW OUTREACH, ORLANDO

November 4, 2016

FDOT's Alert Today Alive Tomorrow team partnered with LYNX and Florida 511 at the LYNX Central Station to share information about bicycle and pedestrian safety and the 511 travel information system.

Between 2,000-4,000 people circulate through the station every hour which provided a great opportunity for the team to interact with transit riders, who are one of the core focus groups in the Alert Today Alive Tomorrow program campaign.

The team interacted with over 200 people and administered safety surveys and pledges. The team distributed tip cards on bicycle and pedestrian safety and associated promotional items. Also, the photo booth the team brought was quite popular. Over 125 people took safety surveys and 58 people pledged to safely walk, bike and drive.



# EVENT 18: SUNRAIL PASSENGER APPRECIATION DAY

November 4, 2016

SunRail, the commuter rail service in Central Florida, hosted a Passenger Appreciation Day during Mobility Week to increase awareness of transit and show appreciation to riders.

SunRail station ambassadors distributed over 2,000 promotional items to ticketed passengers. Items included lanyards, squishy trains, lollipops, stickers, pens, safety magnets, and safety stickers.

The event also provided the ambassadors an opportunity to interact with SunRail riders and answer questions on services.



# EVENT 19: GREAT OUTDOORS DAY, KISSIMMEE

November 5, 2016

The Alert Today Alive Tomorrow team participated in Osceola County's Great Outdoors Day event at the Kissimmee Lakefront Park.

The team had a booth to promote awareness of alternative transportation modes and distribute roadway, bicycle and pedestrian safety information. The team interacted with over 200 people, administering safety surveys and pledges. Seventy people were surveyed and 64 people pledged to safely walk, bike and drive.

The team distributed lighted pens, bicycle valve stem lights, safety themed activity books along with safety related tip cards. The Alert Today Alive Tomorrow mascot "Walker" entertained the kids while spreading the safety message. The event was a huge success and family members of all ages appreciated the safety information.





# EVENT 20: HALIFAX ARTS FESTIVAL, DAYTONA BEACH

November 5, 2016

The River to Sea TPO and Votran, in partnership with FDOT, participated in the 54th Annual Halifax Arts Festival, which attracts approximately 45,000 attendees.

The partners had a booth to promote awareness of public transportation, distribute bicycle and pedestrian safety information, and fit bicycle helmets.

Team members interacted with over 2,000 people at the event. Around 180 children and adults were fitted with bicycle helmets. The River to Sea TPO provided the bicycle helmets and distributed information on bicycle and pedestrian facilities and laws.

Votran distributed information on bus schedules, facilities and amenities available to the public as well as information on paratransit and special needs services.



# MIX-A-LOT CHALLENGE

In addition to hosting events, a “Mix-a-Lot” challenge was administered to encourage people to try an alternative mode of transportation during Mobility Week. The challenge required participants to try new modes of transportation during Mobility Week and submit pictures showing how they mixed and matched the various modes to get around.

The winners of the challenge are Laura Minns and Charles Hymes. They were awarded special prizes for participating and winning the challenge.

CONGRATULATIONS to the winners!

