



**Mobility Week**  
OCT 28 - NOV 3, 2017



# Mobility Week 2017 Summary of Events

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# Introduction



Central Florida celebrated its **second annual** Mobility Week with roaring success from Oct 28–Nov 3, 2017.

Mobility Week is a cooperative effort by the Florida Department of Transportation (FDOT) and partners to promote awareness of safe multimodal transportation choices. During this week, regional partners host events and activities to collectively share information with the public about multimodal transportation and safety.

FDOT partnered with **45 local agencies** to organize **36 events** in **eight counties**. In addition to the events, a “Mix-It-Up” challenge was organized to encourage people to try different modes of transportation.

A summary of the events is provided in the following sections.

# 2017 Mobility Week Partners



# 2017 Schedule of Events



## Oct. 27, 2017

1. Mobilize and Mobility Week Walk–Melbourne
2. Trunk or Treat–City of Cocoa

## Oct. 28, 2017

3. Great DeLand Pumpkin Ride–DeLand
4. West Orange Trail Kick-off Event–Orange County
5. Stuff the Bus Campaign–LakeXpress, Eustis
6. Indialantic PD Trunk or Treat–Indialantic

## Oct. 29, 2017

7. 7th Annual Let's Move Day–Apopka

## Oct. 30, 2017

8. Pop-up Event–Space Coast Area Transit
9. Intermodal Station Event–Kissimmee
10. Paratransit Eligibility Sign-Up–LakeXpress
11. Brick City Trolley–Downtown Ocala
12. Best Foot Forward Launch–Osceola County
13. Cycling Savvy–Orlando Office
14. Car-Fit Event–Ocala

## Oct. 31, 2017

15. Pop-up Events–Space Coast Area Transit
16. Walk Your Kids to School Day–Ocala
17. Mobility Week Proclamation–City of Orlando
18. LakeXpress Passenger Appreciation Day–LakeXpress

## Oct. 31, 2017 (continued)

22. Be Transformed–FDOT Tools Training
23. Bike/Walk Central Florida's Bike Friendly Roads Ride
24. Monsters on Main Street–DeLand

## Nov. 1, 2017

22. Ride with Jim–Transit Awareness Event–Cocoa Beach
23. LakeXpress Travel Safety and Training–Lake County
24. Bikes+Beer Tour–Orlando
25. Bicycle Helmet Fitting Certification–Orlando

## Nov. 2, 2017

26. Try Transit Thursday–Regionwide
27. Bike "ROAdeo"–Ocala
28. Casselberry Cultural Corridor Walking Audit–Casselberry
29. #Mayors for Mobility: Municipal Advisory Committee–Orlando
30. Lynx Transit and Safety Awareness–Orlando
31. Quarterly Transit Workshop–Orlando

## Nov. 3, 2017

32. City of Orlando's Bike to Work Day–Orlando
33. Space Coast Area Transit's New Interactive Website–Brevard County
34. Senior Walk–A Stroll Thru History–Brevard County
35. LakeXpress Helmet Fitting and Bike on Bus Training–Lake County
36. Cycling Savvy–Ocala

OCT 27  
2017

# Mobilize and Mobility Week Walk

City of Melbourne



Florida Today partnered with the Space Coast Transportation Planning Organization (TPO) on a three-mile pet-friendly Mobilize Brevard Community Walk to kickoff Mobility Week.

## + Details

- This pre-Mobility Week event was a community walk designed to encourage Brevard County residents to use more active forms for transportation for commuting and exercise.

## Attendees

- Approximately 20 residents participated in the event.

## Partners

Florida Today, Space Coast TPO and Space Coast Area Transit

OCT 27  
2017

# Trunk or Treat Event

City of Cocoa



This pre-Mobility Week event was held at the Travis Park Community Center to promote awareness of multiple transportation modes and distribute roadway, bicycle and pedestrian safety information.

## + Details

- Space Coast TPO staff distributed Halloween candy along with safety information (pamphlets, night lights and backpacks) to children and families.

## Attendees

- More than 300 children attended the event.

## Partner

Space Coast TPO

OCT 28  
2017

# Great DeLand Pumpkin Ride

City of DeLand



The St. John's River-to-Sea Loop Alliance (SJR2C) organized a family bicycle ride and rodeo as part of their first annual summit.

## + Details

- The SJR2C, River to Sea TPO, Space Coast TPO and FDOT shared safety information with the public.
- Approximately 51 free bicycle helmets were fitted and distributed.
- The rodeo was an opportunity to share safe bicycling practices with participants.

## + Attendees

- 50 riders participated in the ride.

## Partners

SJR2C, DeLand Chamber of Commerce, River to Sea TPO, Space Coast TPO, Florida Hospital Fish Memorial and FDOT

OCT 28  
2017

# West Orange Trail Kick-off Event

Orange County



Orange County's Walk Ride Thrive! team partnered with local governments along the West Orange Trail to organize a family fun day of walking and bicycling.

## + Details

- Several stations along the trail provided bicycling and walking safety information to trail users.
- Free bicycle helmets, backpacks and water bottles were distributed to participants.

## + Attendees

- Approximately 150 people participated in this event.
- Orange County Commissioner Betsy VanderLey attended to help encourage active transportation modes as a way to improve community health.

## Partners

Orange County, City of Apopka, City of Ocoee, City of Winter Garden, Town of Oakland and FDOT



OCT 28  
2017

# LakeXpress Stuff the Bus Campaign

City of Eustis



LakeXpress

LakeXpress (*Lake and Sumter counties' transit service provider*) promoted the use of transit in combination with other active transportation modes, like bicycling and walking, to get to a desired destination.

## + Details

- LakeXpress hosted the event to promote the transportation choices the community has to keep active while going about their daily activities.
- Roadway, bicycle and pedestrian safety information was distributed to the public.

### Partner

LakeXpress

OCT 28  
2017

# Indialantic Police Department Trunk or Treat

Town of Indialantic



This family-friendly Halloween event at the Indialantic Town Hall promoted active transportation modes

## + Details

- The Space Coast TPO distributed Halloween candy along with safety information (pamphlets, nightlights and backpacks) Was an opportunity to distribute roadway, bicycle and pedestrian safety information.

## Attendees

- Approximately 150 people participated in this event.

## Partners

Space Coast TPO

OCT 29  
2017

# 7<sup>th</sup> Annual Let's Move Day

City of Apopka



A family-friendly, fun run or walk opened to all runners, joggers, walkers and children.

## + Details

- The City of Apopka partnered with Florida Hospital to host this event during Mobility Week.
- Provided an opportunity for people to learn about the benefits of active transportation modes.

## Partners

Florida Hospital and City of Apopka



OCT 30-31  
2017

# Pop-Up Events—Space Coast Area Transit

Brevard County



Space Coast Area Transit and Space Coast TPO jointly hosted customer appreciation pop-up events at Brevard County bus stops.

## + Details

- The pop-up events were conducted over two days during Mobility Week.
- Promotional items and transit information was provided to bus riders.
- Safe bicycling and walking information was also distributed.

## 👤 Attendees

- Over the course of two days the team volunteers had an opportunity to interact with 837 people.

## Partners

Space Coast Area Transit and Space Coast Transportation Planning Organization (TPO)

OCT 30  
2017

# Intermodal Station Event

City of Kissimmee



The City of Kissimmee in partnership with FDOT and LYNX conducted an outreach event at the LYNX Intermodal Station to promote awareness of transportation options via LYNX and SunRail.

## + Details

- Information regarding the transit modes and safety related information were distributed to the general public.

## Attendees

- The team interacted with approximately 120 people.

## Partners

City of Kissimmee, LYNX and FDOT

OCT 30  
2017

# LakeXpress Paratransit Eligibility Sign-Up

Lake County



LakeXpress hosted an event for riders interested in learning more about paratransit services and offered information on how to sign up for these services.

## + Details

- The LakeXpress staff and Mobility Week volunteers hosted this event and set up information tables at two of the highly utilized stops in Lake County.

## 👤 Attendees

- More than 20 applicants signed up for paratransit services.

## Partners

LakeXpress

OCT 30 –  
NOV 3  
2017

# Brick City Trolley

City of Ocala



Ocala/Marion County TPO in partnership with the City of Ocala, SunTran, Downtown Business Association and Feel Downtown Ocala piloted a new downtown trolley bus during Mobility Week.

## + Details

- The service ran from the Ocala Union Station through Downtown to the hospitals and the Medical District.
- The trial trolley was funded by the Downtown Business Association.

## 👤 Attendees

- A total of 84 passengers tried the pilot trolley service.

## Partners

Ocala/Marion County TPO, City of Ocala, SunTran, Downtown Business Association, and Feel Downtown Ocala

OCT 30  
2017

# Best Foot Forward Launch

Osceola County



Osceola County, City of Kissimmee, law enforcement agencies, MetroPlan Orlando, LYNX, the School District of Osceola County, Florida Health Department and local safety advocates joined forces to launch this event during Mobility Week.

## + Details

- Best Foot Forward is a grassroots pedestrian safety initiative to reverse escalating pedestrian injuries and fatalities by changing driver behavior at pedestrian crosswalks.

## Partners

City of Kissimmee, Kissimmee Police Department, Osceola County, Osceola County Sheriff, MetroPlan Orlando, School District of Osceola County, Florida Department of Health in Osceola, LYNX and Bike/Walk Central Florida



OCT 30  
2017

# Cycling Savvy

City of Orlando



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

## **+** Details

- Cycling Savvy is a national program of the American Bicycling Education Association, Inc. that teaches traffic cycling laws and skills through a three-part course—a classroom session, a parking lot session consisting of progressive drills and an on-road guided bike ride.
- The class room portion of the training was offered at no cost to participants at the FDOT Orlando Office.

## **👤** Attendees

- 15 people participated in this training event including FDOT employees, local agencies and consultants.

## **Partners**

Cycling Savvy and FDOT

OCT 30  
2017

# CarFit Event

City of Ocala



Ocala/Marion County TPO and the City of Ocala partnered with CarFit to put on this driving safety event during Mobility Week.

## + Details

- An educational program that offers older adults the opportunity to check how well their personal vehicles “fit” them to ensure maximum comfort and safety and increase their mobility within the community
- The proper fit in one’s car can greatly increase not only the safety of older drivers but also the safety of their passengers.
- Each CarFit check took about 20 minutes to complete.

## Attendees

- Approximately 12 people were Car Fitted at the event.

## Partners

Ocala/Marion County TPO, City of Ocala and CarFit



OCT 31  
2017

# Walk Your Kids to School Day

City of Ocala



The Ocala/Marion TPO and the City of Ocala partnered with Sunrise Elementary School to host a Walk Your Kids to School Day.

## + Details

- The TPO and City Staff shared walking and biking safety tips with children and parents.

## Attendees

- More than 70 kids participated in the walk and received pedestrian safety information.

## Partners

Ocala/Marion County TPO and City of Ocala

OCT 31  
2017

# Mobility Week Proclamation

Orange County



Orange County Mayor Teresa Jacobs presented a proclamation to the Mobility Week team by adopting the week of October 28–November 3 as Mobility Week in Orange County.

**Partner**

Orange County

OCT 31  
2017

# LakeXpress Passenger Appreciation

Lake County



LakeXpress

**LakeXpress and FDOT partnered to host a passenger appreciation events at several locations in Lake County**

## Details

- Locations included Lake Tech transfer center, Citizens Boulevard Bus Center, and Clermont Park and Ride.
- The team distributed transit related information and answered customer questions.
- Promotional materials and pedestrian and vehicle safety information were handed out to riders.
- This event provided an opportunity for staff to talk to riders about available transit and paratransit services.

## Attendees

- Approximately 500 promotional bags were handed out at the event.

## Partners

LakeXpress and FDOT

OCT 31  
2017

# Be Transformed—FDOT Tools Training

City of Orlando



## Be Transformed—FDOT Web Tools Training

### Join Us!

Learn about FDOT Planning Tools. Attend this **FREE** training event.

The Florida Department of Transportation District 5 has developed a series of tools to proactively and innovatively plan for multimodal mobility in Central Florida. Join this training to learn about these tools as part of as part of Mobility Week 2017. Mobility Week is a celebration of events aimed at promoting sustainable transportation and improving pedestrian and bicycle safety.

#### WHAT CAN I EXPECT?

- > Explore the planning toolbox FDOT District Five has developed over the years and how it can be useful for your next project.
- > Learn about bicycle and pedestrian data and how to prioritize bicycle and pedestrian infrastructure investments using the **TransPed** tool.
- > Learn how to conduct benefit-cost analysis and economic impact analysis for multimodal projects (involving highway, transit, bicycle and pedestrian modes) and make the case for your project using the **TransValU** tool.

For a more comprehensive list of the Department's resources, visit [cfgis.org/FDOT-Resources.aspx](http://cfgis.org/FDOT-Resources.aspx).

Availability is limited. Be sure to register early!



#### FDOT Web Tools Training Event

Tuesday, October 31, 2017  
from 10:00 a.m.–12:00 p.m.

FDOT Urban Office  
133 South Semoran Blvd.,  
Orlando, FL 32807

Register today at:  
[BeTransformedMobilityWeekcf.  
eventbrite.com](http://BeTransformedMobilityWeekcf.eventbrite.com)

FREE EVENT!

CLICK TO  
REGISTER



[mobilityweekcf.com](http://mobilityweekcf.com)

FDOT Tools Training was organized for transportation industry professionals and local government staff to demonstrate analysis tools developed by FDOT.

#### + Details

- This training explored the planning toolbox FDOT District Five has developed and demonstrated how it can be used in projects.
- The tools included TransPed and TransValU.
- This training was held at the Orlando FDOT Office.

#### Partner

FDOT Office of Modal Development

OCT 31  
2017

# Bike/Walk Central Florida Bike Friendly Roads Ride

Orange and Seminole County



Regional partners jointly hosted a group bicycle ride with elected officials and other champions of bicycle friendly streets in Central Florida.

## + Details

- The route was structured to experience on and off-street bicycle facilities throughout Orange and Seminole Counties.

## 👤 Attendees

- Several elected officials participated in the ride including Seminole County Commissioner Bob Dallari, Winter Park Commissioner Sarah Sprinkel, Casselberry Commissioner Andrew Meadows and Maitland Councilman Mike Thomas.
- Other participants included staff from Orange County, City of Winter Park, City of Casselberry, City of Maitland, FDOT, Florida Hospital, Healthy Central Florida, Bike/Walk Central Florida, Winter Park Transportation Advisory Board and Orlando Sentinel.



## Partners

Bike/Walk Central Florida, Healthy Central Florida, Florida Hospital and Winter Park Health Foundation

OCT 31  
2017

# Monsters on Main Street

City of DeLand



**FDOT partnered with the Main Street DeLand Association to promote bicycling and pedestrian safety at this annual Halloween event.**

## **+** Details

- The team distributed candy, pamphlets, night lights, reflective backpacks and safety coloring books to approximately 2,000 children.
- Safety information about safe walking and biking after dark was shared with children and parents.
- Safety information about looking out for pedestrians and bicyclists while driving was shared with parents.

## **👤** Attendees

- The event was attended by more than 5,000 people.

## **Partners**

Main Street DeLand and FDOT



NOV 1  
2017

# Ride with Jim—Transit Awareness Event

City of Cocoa Beach



People interested in transit had a chance to ride the bus with the Space Coast Area Transit Director, Jim Liesenfelt, to a local coffee shop to discuss ways to improve transit service in Brevard County.

## + Details

- Space Coast Area Transit organized this event during Mobility Week.
- Riders were able to share coffee and conversation with the people who help shape Brevard's Transit System.

## + Attendees

- Approximately 40 people participated in the ride.

## Partners

Space Coast Area Transit and Space Coast TPO



NOV 1  
2017

# LakeXpress Travel Safety and Training

Lake County



LakeXpress

**LakeXpress organized an event at the Citizens Boulevard Bus Center during Mobility Week to increase awareness of pedestrian and transit safety.**

## **+** Details

- Information was provided to riders on how to make transit trips within the LakeXpress service area and make connections to other transit systems.
- The Mobility Week team distributed transit system maps and other materials to encourage riders to follow safety related measures.

**Partner**  
LakeXpress

NOV 1  
2017

# Bikes+Beer Tour

City of Orlando



Orlando Chapter of the Institute of Transportation Engineers (ITE) organized a bicycle ride in downtown Orlando for bicycling enthusiasts.

## + Details

- The route included usage of both on-street and off-street facilities through the City.

## Attendees

20 people participated in the ride.

## Partners

ITE Orlando Section



NOV 1  
2017

# Bicycle Helmet Fitting Certification

Orange County



**An opportunity for local government representatives to get trained and certified as bicycle helmet fitters.**

## + Details

- This training event will enable certified bike helmet fitters to volunteer at public events involving bicycle helmet giveaways.

## Attendees

- Representatives attended from FDOT, Orange County, City of Orlando and other local and regional agencies.
- 15 people were certified at this training event.

## Partners

Orange County and FDOT



NOV 2  
2017

# Try Transit Thursday

Regionwide



Try Transit Thursday was a joint effort by transit agencies in Central Florida to promote transit use.

## + Details

- LYNX and Space Coast Area Transit offered free transit rides to more than 28,000 riders.
- LakeXpress, SunRail and SunTran distributed more than 1,500 promotional items and safety information to their patrons as part of their passenger appreciation efforts.

## + Attendees

- More than 28,000 riders were offered free transit rides.

## Partners

LakeXpress, LYNX, Space Coast Area Transit, SunRail, and SunTran

NOV 2  
2017

# Bike "ROADeo"

City of Ocala



The Ocala/Marion TPO and the City of Ocala partnered with Oakcrest Elementary School to host a bicycle rodeo.

## + Details

- Bicycle rodeo is an opportunity to teach safe bicycling skills to children and share the importance of wearing bicycle helmets.

## Attendees

- More than 100 kids participated in the rodeo and received bicycle safety information.

## Partners

Ocala/Marion County TPO and City of Ocala

NOV 2  
2017

# Casselberry Cultural Corridor Walking Audit

City of Casselberry



The City of Casselberry organized a walking audit along city streets starting from City Hall to Sunnyside Park while covering key historic and cultural destinations.

## + Details

- The walking audit was intended to raise awareness of walking conditions along city streets, especially from the perspective of a wheelchair user.
- The audit helped identify key pedestrian issues the City is in the process of addressing in the upcoming year.

## 👤 Attendees

- Participants included elected officials, city planning and engineering staff, FDOT, and other local representatives.

## Partners

City of Casselberry



NOV 2  
2017

# #Mayors4Mobility–MAC Event

City of Orlando



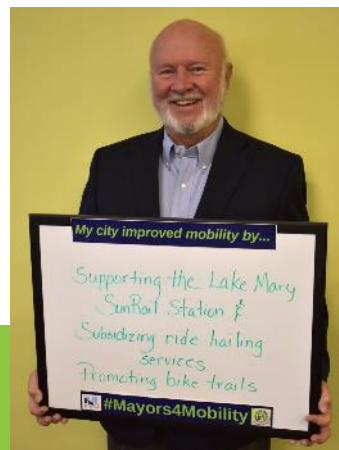
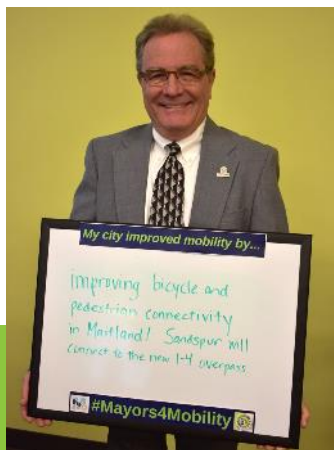
During Metroplan’s Municipal Advisory Committee, Mayors from Central Florida celebrated Mobility Week by adopting #Mayors4Mobility.

## + Details

- Central Florida Mayors showed their solidarity towards promoting cycling, walking, transit and technology in their cities by supporting Mobility Week.

## Attendees

- Elected officials from Casselberry, the Town of Eatonville, Edgewood, City of Lake Mary, City of Maitland, City of Oviedo, City of Saint Cloud, City of Windermere, City of Winter Park and City of Winter Springs.



## Partners

MetroPlan Orlando



NOV 2  
2017

# LYNX Transit and Safety Awareness

City of Orlando



LYNX Transit and Safety Awareness event was conducted at the LYNX Central Station in downtown Orlando to promote safe pedestrian and bicycle travel to transit stops.

## + Details

- Mobility Week volunteers discussed safety tips and offered safety related promotional materials to transit patrons.
- A food truck was parked on location to entice downtown employees to the event.

## Partners

LYNX and FDOT

NOV 2  
2017

# Multimodal Transportation Workshop

City of Orlando



**FDOT and LYNX hosted a Multimodal Transportation Workshop for transportation professionals.**

## **+** Details

- A forum intended to facilitate interaction between agencies advocating for a comprehensive transportation network.
- The workshop consisted of a poster session during which the cities of Orlando and Casselberry, LYNX and Orange County shared their upcoming multimodal projects.
- Tom Tomerlin (City of Lake Mary) presented on the economic benefits of transit oriented development.
- Ed Williams (Williams Development Services Inc.) discussed potential economic impacts of active transportation infrastructure.
- Jeff Boothe (Booth Transit Consulting Inc.) presented how regions can be better prepared to advance transit.

## **+** Attendees

- Approximately 70 people attended the workshop.

## **Partners**

LYNX and FDOT



Thursday, November 2, 2017



NOV 3  
2017

# Bike to Work Day

City of Orlando



**Bike to Work Day is an annual event organized by the City of Orlando to promote bicycling as an option for commuting to work.**

## + Details

- Participants had an opportunity to join Mayor Buddy Dyer for a group ride from Festival Park to City Hall.
- Before the ride, riders had free coffee, bike tune-ups and raffle prizes provided by sponsors.
- Medals for the largest teams were awarded by Mayor Dyer following the ride.

## Attendees

- Approximately 80 people took part in the ride.

## Partner

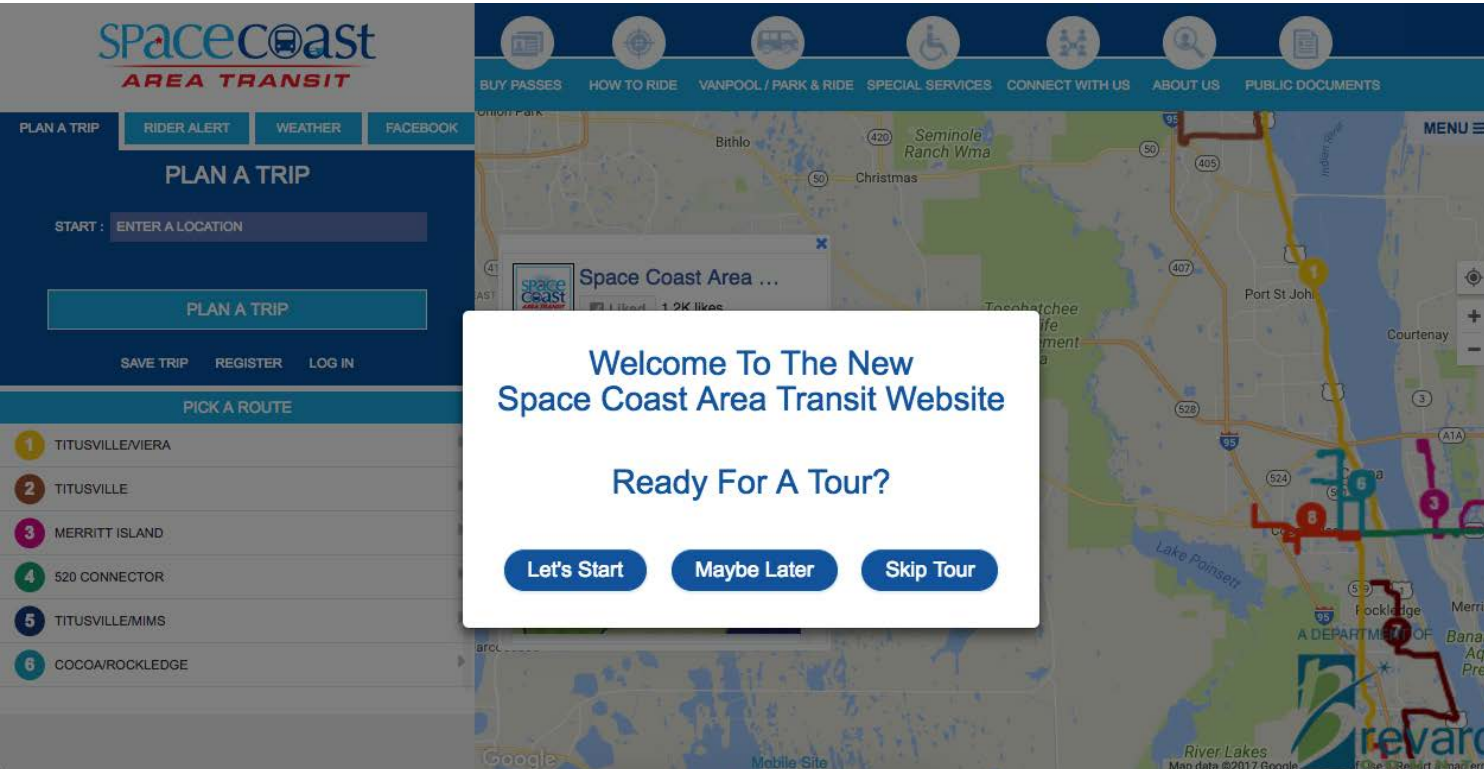
City of Orlando



NOV 3  
2017

# Space Coast Area Transit New Interactive Website

Brevard County



Space Coast Area Transit unveiled their new website 321Transit.com during Mobility Week.

## + Details

- The new website format allows riders to find the closest bus stops and routes both to and from their location.
- Users get up to the minute message alerts about system and route status.

## Partner

Space Coast Area Transit

NOV 3  
2017

# Senior Walk—A Stroll Thru History

Brevard County



Space Coast TPO held its first Senior Stroll in partnership with Victoria Landing, Melbourne and Brevard Public Schools (official) Legacy Club.

## + Details

- Attendees were provided pedestrian safety information and were taken on a historical guided walking tour through the Eau Gallie area of the City of Melbourne.

## Attendees

- Mayor Kathy Meehan joined the walking tour to raise awareness of pedestrian safety.
- Other volunteers included the Melbourne Police Department and FDOT's Safe Mobility for Life Coalition.
- Approximately 50 people participated in the event.

## Partners

Space Coast TPO, City of Melbourne and Brevard Public Schools



NOV 3  
2017

# Helmet Fitting and Bike on Bus Training

Lake County



**LakeXpress set up a bicycle helmet fitting station at the Citizens Boulevard Bus Center.**

## **+** Details

- LakeXpress set up a bicycle helmet fitting station at one of their highest volume transfer locations to distribute bicycle helmets to transit patrons using a bicycle for their last mile of connectivity.
- The event also gave the Mobility Week team an opportunity to discuss pedestrian and bicycle safety and the importance of being visible in the dark while walking and bicycling.

## **👤** Attendees

- Approximately 20 riders got fitted at the event.

## **Partner**

LakeXpress and FDOT

NOV 3  
2017

# Cycling Savvy Training

City of Ocala



Ocala/Marion TPO partnered with Cycling Savvy to offer a three part training course to interested participants.

## + Details

- Cycling Savvy is a national program of the American Bicycling Education Association, Inc. that teaches traffic cycling laws and skills through a three-part course—a classroom session, a parking lot session consisting of progressive drills and an on-road guided bike ride

## Partner

Ocala/Marion County TPO

OCT  
2017

# Mobility Week Proclamation

City of Orlando



Mayor Buddy Dyer presented a proclamation to the Mobility Week team by adopting the week of October 28–November 3 as Mobility Week in the City of Orlando.

Partner  
The City of Orlando



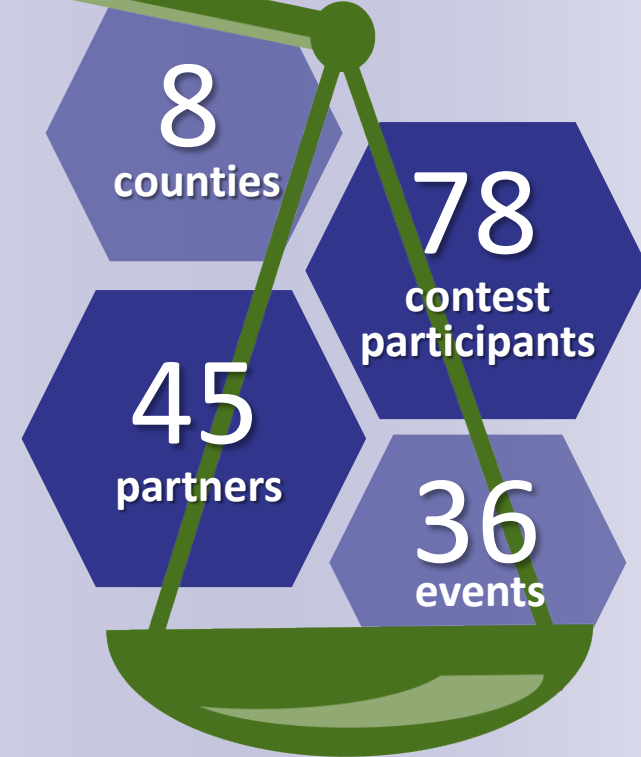


# 2016 vs. 2017 Participation

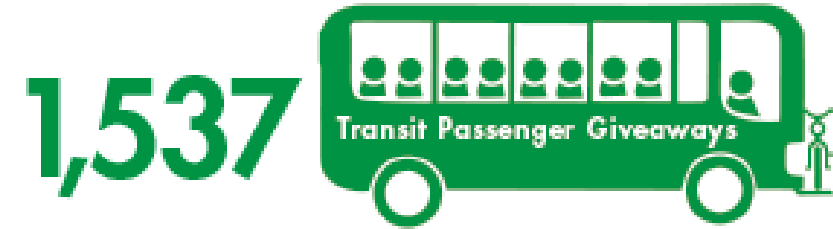
2016



2017



# 2017 Accomplishments

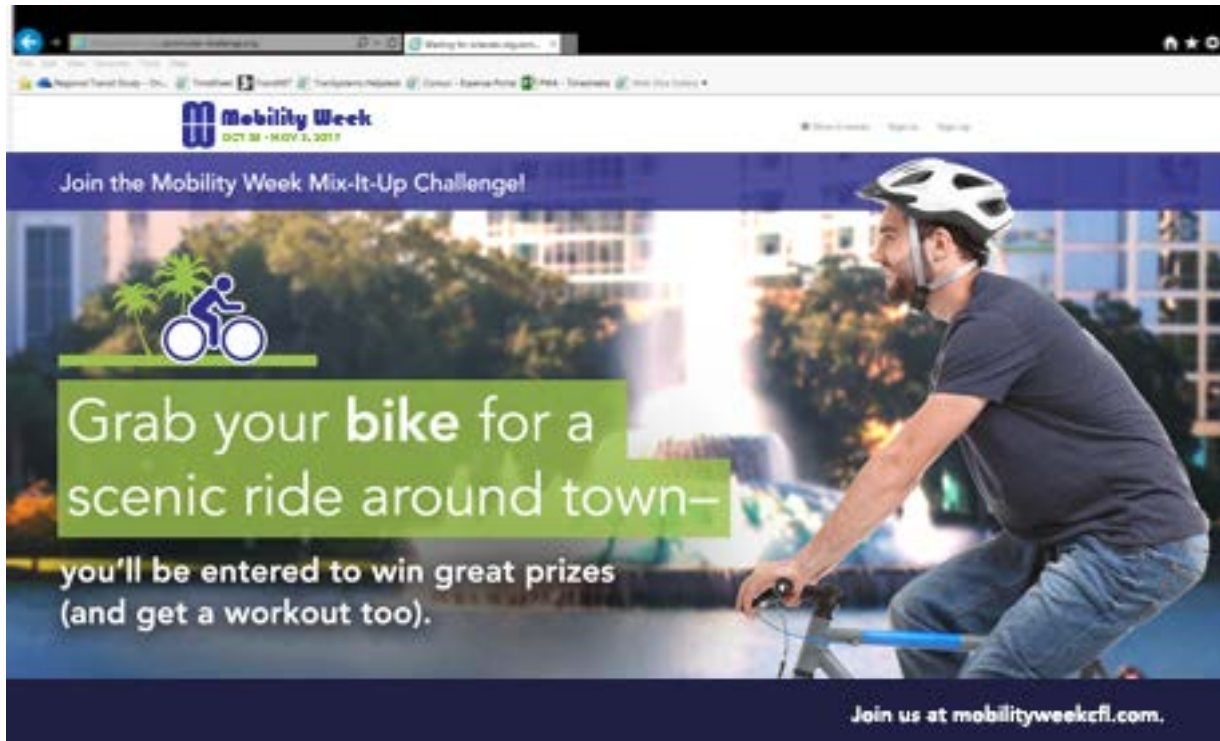


**36 Events**

+

**45 Partner Agencies**

# Individual Component: Mix-It-Up Challenge



An online competition for Central Florida residents to encourage exploring transportation alternatives to driving alone.

## + Details

- Organized by FDOT D5's Commuter Assistance Program—ReThink
- Promoted use of active transportation
- Participants earned points, badges and prizes by logging their trips and telecommuting effort.
- Prize Sponsors—Crayola Experience, Hollywood Drive-in Golf, Jacksonville Jaguars and Orlando Paintball

## Attendees

- 78 people registered for the challenge





 **Mobility Week**  
OCT 28 - NOV 3, 2017



Find out more online.

WEBSITE | [MobilityWeekcfl.com](http://MobilityWeekcfl.com)

EMAIL | [contact@mobilityweekcfl.com](mailto:contact@mobilityweekcfl.com)

USE HASHTAG | [#mobilityweekcfl](https://twitter.com/mobilityweekcfl)

Mobility Week—What *moves* you?