



**Mobility Week**  
OCT 27 – NOV 3, 2018



# Mobility Week 2018

## Summary of Events

**Libertad Acosta-Anderson, P.E.**  
*Transit Intermodal Supervisor*  
*Florida Department of Transportation (FDOT), District 5*

407-482-7861  
[libertad.acosta-anderson@dot.state.fl.us](mailto:libertad.acosta-anderson@dot.state.fl.us)



# Introduction



Central Florida celebrated its **third annual** Mobility Week with roaring success from Oct 27–Nov 3, 2018.

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 **41 local agencies** to organize **35 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.

# Mobility Week Goals and Objectives



## GOAL #1

To promote transportation mode choices by encouraging behavioral change from single occupancy driving to sustainable modes of transportation and commit as a region to advance a culture of safety and multimodalism.

## GOAL #2

To work cooperatively with partner agencies to adopt policies that promote sustainable mobility and implement a system of complete streets that promotes safe active transportation and supports livable communities.





 **Mobility Week**  
OCT 27 – NOV 3, 2018

# Statewide Mobility Week Summary

# Participation Increase



**2016**

**1**

District

**19**

Events

**21**

Partners

**2017**

**1**

District

**36**

Events

**45**

Partners

**2018**

**6**

Districts

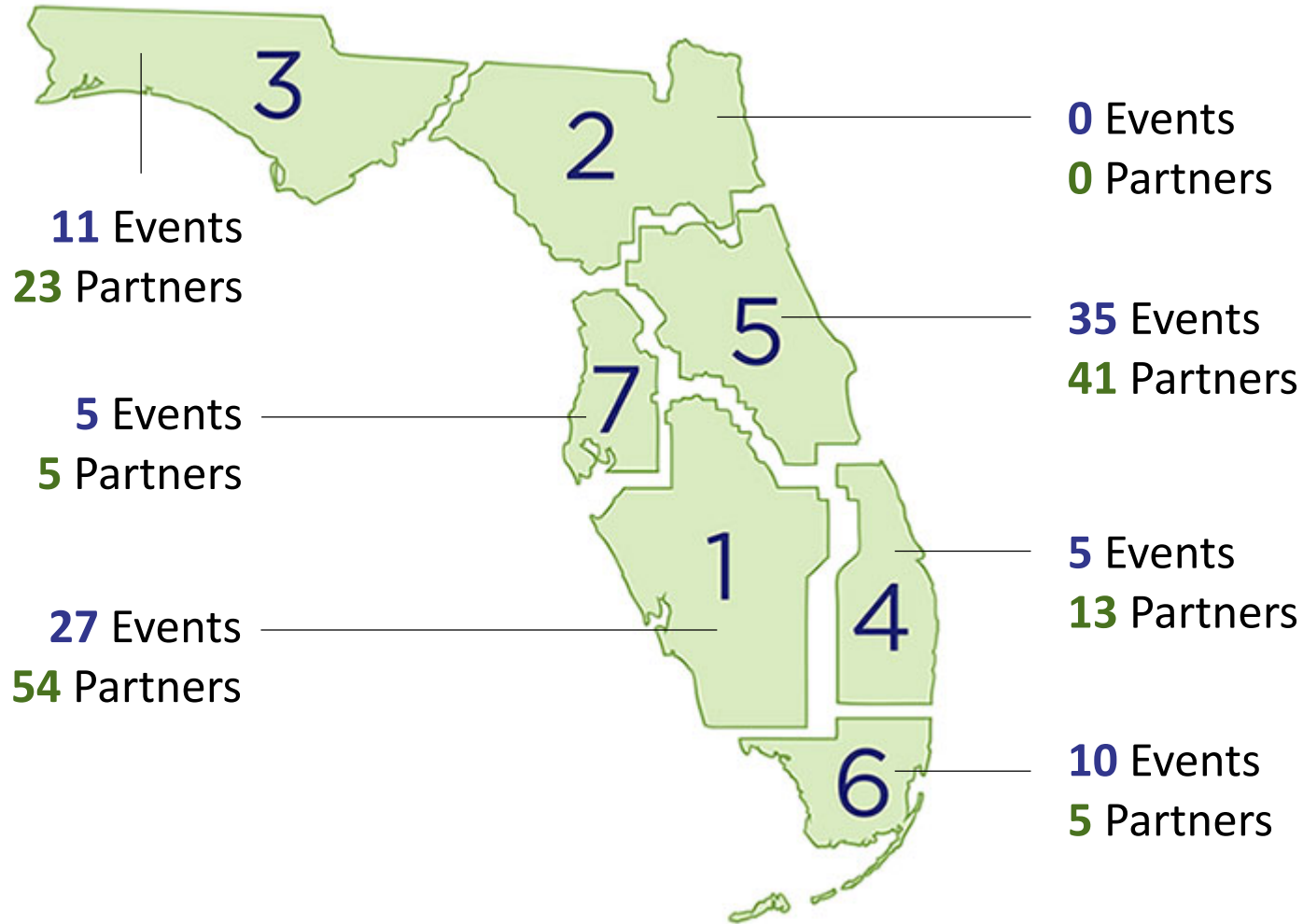
**93**

Events

**141**

Partners

# 2018 Statewide Events and Partners Breakdown



Total

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**93** Events

**141** Partners



 **Mobility Week**  
OCT 27 – NOV 3, 2018

# Central Florida Mobility Week Summary

Mobility Week—What *moves* you?



# 2018 Mobility Week Agency Partners

 **Mobility Week**  
OCT 27 – NOV 3, 2018





# Central Florida 2018 Schedule of Events



## Oct. 26, 2018

- Trunk or Treat Event—City of Cocoa
- Boo on Broadway—City of Kissimmee

## Oct. 27, 2018

- Votran & River to Sea TPO Awareness—New Smyrna Beach
- White Cane/Pedestrian Safety Awareness Event—Volusia County

## Oct. 29, 2018

- “Ride with Jim”—Brevard County
- Orange County CarFit Event—Orange County
- Senior Stroll—A Walk on the Wild Side—Brevard County
- Downtown Orlando Bike Tour—City of Orlando
- LakeXpress Route Shout Training and Paratransit Eligibility Sign-Up Event—Lake County

## Oct. 30, 2018

- Pop-Up Events at Space Coast Area Transit Bus Stops—Brevard County
- Multimodal Transportation Workshop—City of Kissimmee
- Downtown Kissimmee Tour—City of Kissimmee
- Webinar—Spotlight on Florida Best Workplaces for Commuters: Engaging Large and Small Employers
- LakeXpress Passenger Appreciation Day—Lake County

## Oct. 31, 2018

- Senior Skip Day—Orange and Seminole County
- LakeXpress Travel Safety and Training—Lake County

## Oct. 31, 2018 (continued)

- Pedestrian and Bicycle Safety Outreach—Orange County
- Pop-Up Events at Space Coast Area Transit Bus Stops—Cocoa
- Pedestrian and Bicycle Training—Orange County
- Pedestrian and Bicycle Safety Outreach—Orange County

## Nov. 1, 2018

- Try Transit Thursday—Space Coast Area Transit
- Try Transit Thursday—LakeXpress
- Bike to Work Day—City of Casselberry
- Nature/Fitness Walk for Mobility Week—City Palm Coast
- Central Florida Transportation Planning Group Meeting—Orlando
- Florida’s Turnpike Enterprise Town Hall—City Ocoee
- SunTrax Facility Tour—Auburndale

## Nov. 2, 2018

- Bike to Work Day—City of Orlando
- CarFit Event—City of Casselberry
- SunRail Rider Appreciation Event—Osceola, Orange and Seminole Counties
- Friday Fest—City of Cape Canaveral
- Helmet Fitting and Bike on Bus Training—Lake County
- Great Outdoors Day—City of St. Cloud
- Votran & River to Sea Transportation Planning Organization Awareness at the Halifax Arts Festival—City of Daytona Beach
- Government Day—The Villages

OCT 26  
2018

# Trunk or Treat @ Travis Park

City of Cocoa



## PREMOBILITY EVENT

An event was held at the Travis Park Community Center to provide 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 400 children attended and 1,000 brochures were distributed at the event.

### Partner

Space Coast TPO



OCT 26  
2018

# Boo on Broadway

City of Kissimmee



**This pre-Mobility Week event was held at the Kissimmee Main Street Halloween event to share bicycle and pedestrian safety tips with children.**

## + Details

- Osceola County and FDOT staff distributed Halloween candy along with safety information (pamphlets, night lights and backpacks) to children and families. Families were also provided information on the new SunRail schedules and routes in Osceola County.

## + Attendees

- More than 3,500 people attended.
- 1,000 SunRail brochures, 150 safety coloring books, 150 blinking lights and 100 pedometers were distributed at the event.

## Partner

Osceola County



OCT 27  
2018

# Votran & River to Sea TPO Awareness Event

City of New Smyrna Beach



**Votran and River to Sea TPO participated at the New Smyrna Beach Farmers Market to introduce the new Route 44 and distribute safety information**

## + Details

- Votran representatives shared information on the available transit options within the County as well as the new Route 44 with service in New Smyrna Beach.
- River to Sea TPO staff shared pedestrian and bicycle safety laws, tips and promotional materials with the public.

## 👤 Attendees

- Alert Today spokesperson and celebrity NASCAR driver Scott Lagasse Jr. attended the event to share his passion for pedestrian and bicyclist safety.

## Partners

Votran • River to Sea TPO • FDOT



OCT 27  
2018

# White Cane/Pedestrian Safety Awareness Event

Volusia County



The National Federation of the Blind in partnership with local agencies hosted the White Cane Awareness Event to generate awareness of the Florida White Cane Law and the dangers and fears of visually impaired pedestrians.

## + Details

- The event included proclamations of support from local governments and law enforcement agencies to improve safety of blind pedestrians. This was followed by walk through of all four crosswalks of the intersection of White Street and West International Speedway Blvd. Alert Today spokesperson and celebrity NASCAR driver Scott Lagasse Jr. attended the event and brought his voice and passion to pedestrian safety.

## Attendees

- Approximately 40 people participated in this event.

## Partners

National Federation of the Blind • Halifax Council of the Blind  
River to Sea Transportation Planning Organization • Daytona  
Beach Mayor's Alliance for People with Disabilities • Daytona  
Beach Police Department • Volusia County Sheriff's Office  
FDOT's Alert Today Alive Tomorrow



OCT 29  
2018

# “Ride with Jim”–Transit Awareness Event

## Brevard County



People interested in transit had a chance to ride the bus with the Brevard County Assistant Manager, 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. Alert Today spokesperson and celebrity NASCAR driver Scott Lagasse Jr. attended the event to share his passion for pedestrian and bicyclist safety.

### 👤 Attendees

- Approximately 45 people participated in the ride.

### Partners

Space Coast Area Transit • Space Coast TPO



OCT 29  
2018

# Orange County CarFit Event

## Orange County



Orange County and the City of Orlando partnered with CarFit to put on this driving safety event during Mobility Week at the Renaissance Senior Center.

### + Details

- CarFit is 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 team assisted older adults at the Renaissance Community Senior Center about the safety components of their car and how to properly adjust them for safety.
- Each CarFitcheck took about 20 minutes to complete.

### Attendees

- 11 people were Car Fitted at the event.

### Partners

Orange County • City of Orlando • CarFit





OCT 28  
2018

# Senior Stroll—A Walk on the Wild Side

## Brevard County



Space Coast TPO held its second Senior Stroll in partnership with Legacy Club and other local stakeholders.

### + Details

- The event started with a classroom session on pedestrian safety information including laws and safety tips.
- Next, they were taken on a guided walking tour of the linear trail in the Brevard Zoo.
- The event ended with refreshments and visiting vendor tables with information safety and transportation choices.

### Attendees

- 51 people participated in the event.

### Partners

Space Coast Transportation Planning Organization  
Legacy Club • Viera Company • Brevard Zoo • Earth Fare  
FDOT's Safe Mobility for Life Coalition



OCT 29  
2018

# Downtown Orlando Bike Tour

City of Orlando



**FDOT in partnership with Central Florida stakeholders hosted a bicycle tour of downtown Orlando.**

## **+ Details**

- The event started with distribution of bicycle helmets and review of safe bicycling practices.
- This was followed by a group bicycle tour of downtown Orlando including Lake Eola Park, historic Lake Eola Heights District, the new pedestrian bridge over SR 50, the Urban Bike Trail and Gertrude's Walk.
- The event included presentations from the City of Orlando and LYNX staff on exciting bicycle friendly projects.

## **Attendees**

- 30 people participated in the bicycle tour.
- Alert Today spokesperson and celebrity NASCAR driver Scott Lagasse Jr. attended and shared his passion for bicycling.

## **Partners**

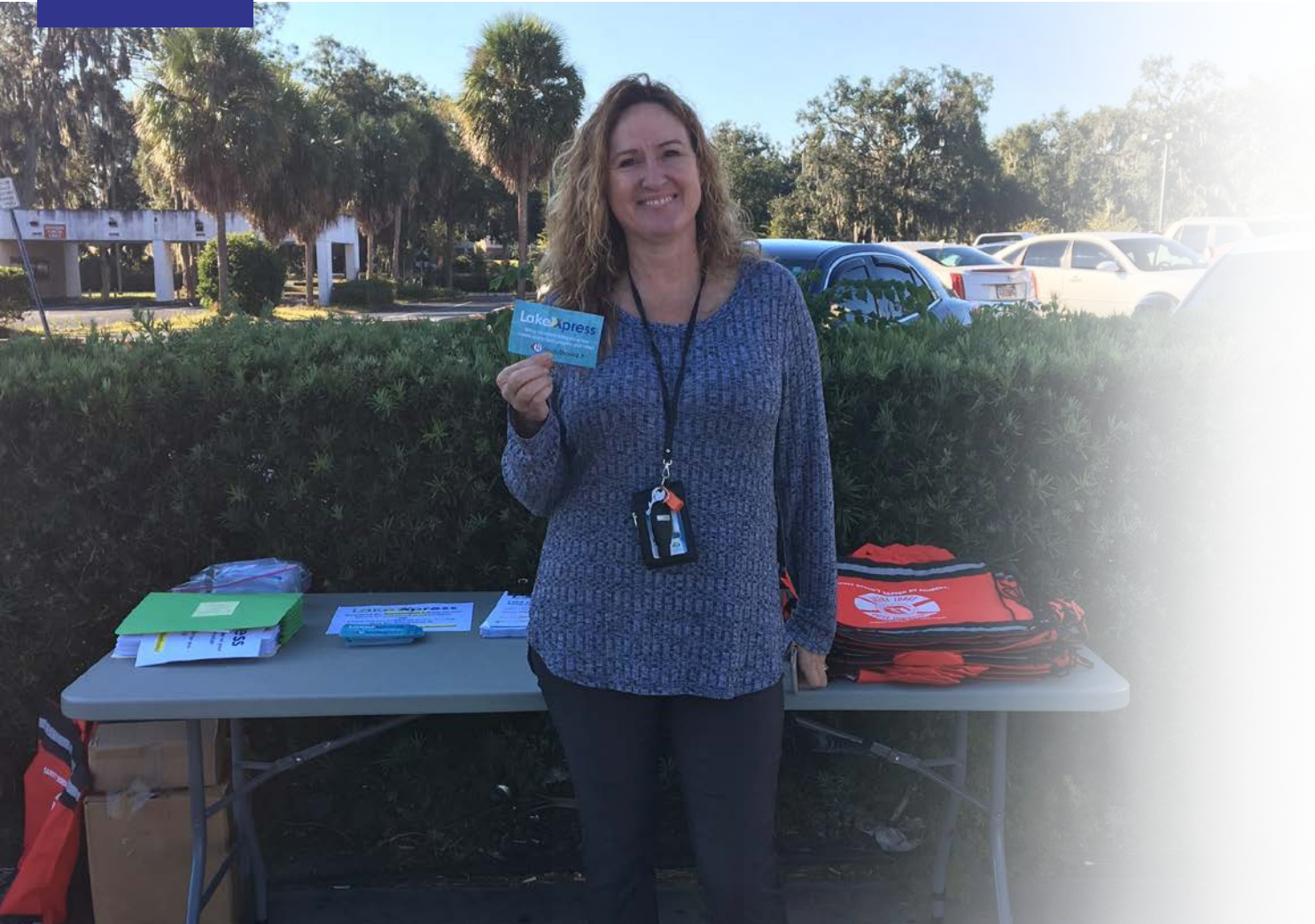
Kittelson and Associates • FDOT • City of Orlando • LYNX  
FDOT's Alert Today Alive Tomorrow



OCT 29  
2018

# LakeXpress–Route Shout Training and Paratransit Eligibility Sign Up Event

Lake County



**LakeXpress hosted an event to increase awareness amongst riders about the Route Shout mobile app and the paratransit services offered.**

## **+ Details**

- The LakeXpress staff and Mobility Week volunteers hosted this event and set up information tables at the Lake County Public Transportation Office and the Citizens Blvd. Bus Center.
- Riders were able to download and learn about the Route Shout mobile app as well as sign up for paratransit services.

## **Attendees**

- The number of unique users increased from 45 to 251 during Mobility Week where the route shout training was offered.

**Partner**  
LakeXpress

OCT 30  
2018

# Multimodal Transportation Workshop

City of Kissimmee



**SAVE THE DATE**

★ **ADMIT ONE** ★

Day Date Year

TUESDAY OCT. 30 2018

No. 103018

**QUARTERLY multimodal transportation WORKSHOP**

**Date**  
TUESDAY, OCT. 30, 2018

**Time**  
1:00 PM - 4:00 PM

**Location**  
KISSIMMEE CIVIC CENTER  
201 E DAKIN AVE,  
KISSIMMEE, FL 34741

**RSVP NOW**

We encourage attendees to use SunRail for travel both to and from Kissimmee for the workshop.

OFFICIAL FDOT EVENT

FDOT and the City of Kissimmee jointly hosted a Workshop on the impact of multimodal projects on placemaking for transportation professionals.

## + Details

- It provided a forum to facilitate interaction between agencies that are interested in promoting economic development through placemaking.
- The attendees heard from thought leaders who have implemented multimodal projects that accommodate the needs of all users of the transportation system while integrating land use to create places where people want to be.
- Presenters included the Cities of Tallahassee, Orlando and Kissimmee and was moderated by Jim Hartman from the Orlando Economic Partnership.

## + Attendees

- Approximately 65 people attended the workshop.

## Partners

FDOT • City of Kissimmee • VHB



OCT 30  
2018

# Spotlight on Florida Best Workplaces for Commuters Webinar

City of Kissimmee



**Spotlight on Florida Best Workplaces for Commuters:**  
**Engaging Large and Small Employers**

**Speakers:**  
Stephen Alianiello, Senior Outreach Specialist  
reThink Your Commute

David Hoppes, PLA, Vice President  
Dix.Hite + Partners

**Moderator:**  
Julie Bond, Program Manager  
Best Workplaces for Commuters

**BEST**  
Workplaces  
for Commuters  
2018

**Mobility Week**  
OCT 27 - NOV 3, 2018

October 30, 2018 • 2 to 3 p.m. EDT

**Best Workplaces for Commuters hosted a spotlight web conference as part of Mobility Week.**

## + Details

- Stephen Alianiello, reThink's Senior Outreach Specialist, discussed how they utilize the Best Workplaces for Commuters program to engage employers.
- Dix.Hite+ Partners, a Best Workplaces for Commuters worksite, discussed their program, which offers their employees exceptional commuter benefits with great results.
- At their suburban worksite in Longwood, Florida, 11 out of 25 employees commute via bike and on foot to take SunRail.

## Attendees

- 45 people attended the live webinar followed by additional 38 views of the recording.

## Partners

Best Workplaces for Commuters • reThink Your Commute  
Dix.Hite + Partners



OCT 30  
2018

# Downtown Kissimmee Tour

City of Kissimmee



The City of Kissimmee Planning and Public Works staff members hosted a tour for group of transportation professionals in their downtown following the Multimodal Workshop.

## + Details

- The City of Kissimmee Planning and Public Works staff members hosted a tour for group of transportation professionals in their downtown following the Multimodal Workshop.
- The projects showcased included the Kissimmee Lakefront Park, Hansel Redevelopment Project, Toho Square, Kissimmee Intermodal Center, Kissimmee SunRail Station and the improvements made on Broadway Avenue and Dakin Avenue.

## Attendees

- 25 people attended the walking tour.

## Partner

City of Kissimmee

OCT 30  
2018

# LakeXpress Passenger Appreciation Day

Lake County



LakeXpress

**LakeXpress hosted passenger appreciation events at several locations in Lake County.**

## **+ Details**

- Locations included Lake Tech transfer center in Eustis and the 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

## **Partners**

LakeXpress



OCT 30-31  
2018

# Pop-Up Events at 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 at Melbourne Square Mall, Hammock Landing, Cocoa Transit Center and Shepard Park.
- 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 distributed safety and promotional items to over 360 riders.



## Partners

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



OCT 31  
2018

# Senior Skip Day

Orange and Seminole County



**FDOT in partnership with AARP, FPTA and LYNX hosted a transit training event to increase awareness of transit services among seniors.**

## + Details

- The event started with a classroom session with information on senior resources offered by FDOT's Safe Mobility for Life Coalition, the AARP resources, fixed route and paratransit services offered by LYNX and the SunRail routes..
- Next, a group of 20 seniors from Westminster Plaza (senior assisted living facility) in downtown Orlando were taken on a tour to downtown Winter Park for lunch via LYNX, LYMMO and SunRail. This event provided the seniors and their event coordinator training on existing fixed route and paratransit services and transfers between LYNX and SunRail service.
- FPTA sponsored breakfast, AARP sponsored lunch, LYNX and SunRail offered free tickets for the event.

## Attendees

- 35 people participated in the classroom portion and 20 people attended the experiential training.

## Partners

Westminster Plaza East • FDOT's Safe Mobility For Life Coalition  
AARP • Florida Public Transit Association • LYNX • Sun Rail





OCT 31  
2018

# LakeXpress Travel Safety and Training

City of Lake County



LakeXpress

LakeXpress organized an event at the Citizens Boulevard Bus Center to increase awareness of fixed route services offered in the LakeXpress service area.

## + 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

OCT 31  
2018

# Pedestrian and Bicycle Safety

## Covenant House, Orange County



The screenshot shows the Covenant House Florida website. At the top, there is a navigation bar with links for Home, Contact Us, Email Sign Up, and a DONATE button. The main header features the Covenant House Florida logo and a list of menu items: About Us, Need Help?, Events, News & Media, Services & Stats, Get Involved, and Careers. Below the header is a 'IN THE NEWS' section with three news items and a 'View More' button. To the right of the news items is a photo of three people looking at a laptop, captioned 'Employment and Education Expo 2018'. Below the news section are four blue buttons: SERVICES, HOW TO GET INVOLVED, ARE YOU HOMELESS?, and TELL A FRIEND: (with social media icons). To the right of these buttons are two orange boxes: 'UPCOMING EVENTS' and 'OUR KIDS', each with a 'Learn More' button.

Orange County in partnership with FDOT hosted a pedestrian and bicycle safety awareness event in Covenant House to provide safety tips for youth and adults, especially night time walking and riding.

### + Details

- Participants were taught about the pedestrian and bicycling related laws, the importance of conspicuity especially at night time, and use of reflective clothing/materials.
- The event included a short presentation followed by bicycle helmet fittings.
- Safety related promotional materials such as reflective backpacks, safety vests and activity books were provided by the Orange County's Walk-Ride-Thrive and FDOT's Alert Today Florida team members.

### + Attendees

- 15 people participated in the event.

### Partners

Orange County Walk-Ride-Thrive • FDOT Alert Today Florida



OCT 31  
2018

# Pedestrian and Bicycle Safety Outreach

LYNX Central Station



FDOT's Alert Today Florida team members conducted a safety outreach event at the LYNX Central Station in downtown Orlando to promote safe pedestrian and bicycle travel to transit stops.

## + Details

- Mobility Week team members discussed safe walking and bicycling tips and offered safety related promotional materials to transit patrons.
- A significant majority of transit riders walk or ride a bike for their first and last mile connectivity and are target audience in high crash counties of Central Florida.

## Attendees

- 60 people participated in the event and took safety surveys or pledges to learn and commit to safe walking and biking.

## Partners

FDOT's Alert Today Alive Tomorrow Program • LYNX



NOV 1  
2018

# Try Transit Thursday

Space Coast Area Transit Fare Free Day

A promotional graphic for Mobility Week. It features a central map of Florida surrounded by icons for various transit modes: wheelchair, car, person, bus, bicycle, and stroller. The text 'Mobility Week' is at the top, and 'WHAT MOVES YOU?' is at the bottom. Logos for Space Coast Area Transit (321Transit.com), Space Coast TPO (SpaceCoastTPO.com), and Mobility Week CFL (MobilityWeekCFL.com) are on the right. At the bottom, it says 'OCT 27 - NOV 3 • 2018' and 'Show the "321Transit" APP & Ride FREE NOV 1<sup>ST</sup>'. There are also 'Download on the App Store' and 'GET IT ON Google Play' buttons.

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

## + Details

- Brevard County residents could ride the bus for free with Space Coast Area Transit by showing the 321Transit app on a mobile device!
- To download the app, patrons could search 321Transit at the iTunes app store or Google Play

## Attendees

- Space Coast Area Transit offered 289 free transit rides in Brevard County on Try Transit Thursday.

## Partner

Space Coast Area Transit



NOV 1  
2018

# Try Transit Thursday

LakeXpress Fare Free Day

An illustration showing a bus stop with a bench and a person walking, and a blue bus with passengers on a road.

**Try  
Transit  
Thursday**  
November 1, 2018

**Free bus rides**  
with participating transit agencies.

Check [MobilityWeekFL.com](http://MobilityWeekFL.com) for details and take the pledge at [MixtUpChallenge.com](http://MixtUpChallenge.com) to win prizes.

The Mobility Week logo, featuring a stylized 'M' and 'W' with arrows, and the text 'Mobility Week' and 'OCT 27 - NOV 3, 2018'.

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

### + Details

- LakeXpress provided fare-free service on all its regular fixed-route system on Thursday, November 1.
- They encouraged patrons to use this day as an opportunity to travel Lake and Sumter counties by bus at no cost.
- It was intended to reward existing transit patrons as well as provide non-riders an opportunity to try the fixed route service as an alternative to driving

### Attendees

- LakeXpress offered 2,153 free transit rides in Lake County on Try Transit Thursday.

**Partner**  
LakeXpress

NOV 1  
2018

# City of Casselberry Bike to Work Day

City of Casselberry



**The City of Casselberry organized a bike to work day for their employees to celebrate Mobility Week.**

## **+ Details**

- The City's bike to work day was intended to encourage their employees to try alternatives to single occupancy driving.
- Employees were encouraged to bike, walk, ride the bus or SunRail, or rideshare to work.
- City Employees closed out the day with Parking Lot Zumba at the Casselberry Police Department.

## **Attendees**

- Four members of the City staff used alternatives to driving to work.

## **Partners**

City of Casselberry



NOV 1  
2018

# Nature/Fitness Walk for Mobility Week

City of Palm Coast



The City of Palm Coast organized this walk to promote the benefits of active transportation and to promote the Palm Coast Linear Park trail system.

## + Details

- The event included a guided walk along Palm Coast's trail system—from the Palm Coast Community Center trailhead, down St. Joe's Walkway, past Linear Park and back.
- The participants learned about the interconnectivity of the City's parks, trails, and residential/commercial areas.
- River to Sea Transportation Planning Organization fitted participants with free bicycle helmets and made a presentation on safe walking and biking practices.

## Attendees

- 60 people attended the event.
- 30 people were fitted with bicycle helmets.

## Partners

City of Palm Coast • River to Sea TPO





NOV 1  
2018

# Central Florida Transportation Planning Group Meeting

CFX Facility, City of Orlando



The CFTPG meeting was co-hosted during Mobility Week to highlight the FDOT's Complete Street Implementation Process.

## + Details

- Alison Stettner, AICP, FDOT District Five Planning and Environmental Management Administrator provided an overview of the Department's Complete Streets philosophy and moderated the panel discussion after the presentations.
- Patty Hurd, PE, AICP, presented on the incorporation of Complete Streets principles into the Florida Design Manual.
- Stephen Benson, AICP, FDOT District Seven Metropolitan Planning Administrator, presented the Jackson Street Cycle Track project and other complete streets initiatives.
- Courtney Reynolds, rethink Your Commute Program Manager presented on carsharing services in Central Florida.

## Attendees

- 90 people attended the event.

## Partners

CFTPG • FDOT



NOV 1  
2018

# Florida's Turnpike Enterprise Town Hall

Turkey Lake Service Plaza • City of Ocoee



The Florida Turnpike Enterprise hosted a Town Hall event for their employees during Mobility Week.

## + Details

- The Town Hall meeting was intended to discuss the modes of transportation to work by Turnpike employees.
- rethink your Commute, presented results from the recent employee commute survey and the resources available to employees to help them “reThink” their commute.

## 👤 Attendees

- 150 people attended the event.
- 39 ridematch applications were filled at the event.

## Partners

Florida's Turnpike Enterprise • rethink Your Commute

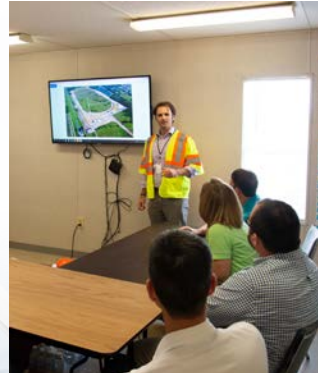




NOV 1  
2018

# SunTrax Facility Tour

SunTrax Facility, City of Auburndale



**FDOT Office of Modal Development organized a tour of the SunTrax facility to provide agency partners an opportunity to learn more about this initiative.**

## **+** Details

- The event included a tour of the SunTrax facility, a 400-acre site with a 2.25-mile multi-lane oval track for high-speed testing, along with a 200-acre infield specifically designed to test and develop automated driving systems.
- Located off I-4 between Orlando and Tampa, SunTrax is a large scale, cutting edge facility dedicated to the research, development and testing of emerging transportation technologies in safe and controlled environments.

## **👤** Attendees

- 20 people attended the event. Limited participation event.

## **Partners**

FDOT Office of Modal Development • SunTrax



NOV 2  
2018

# 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

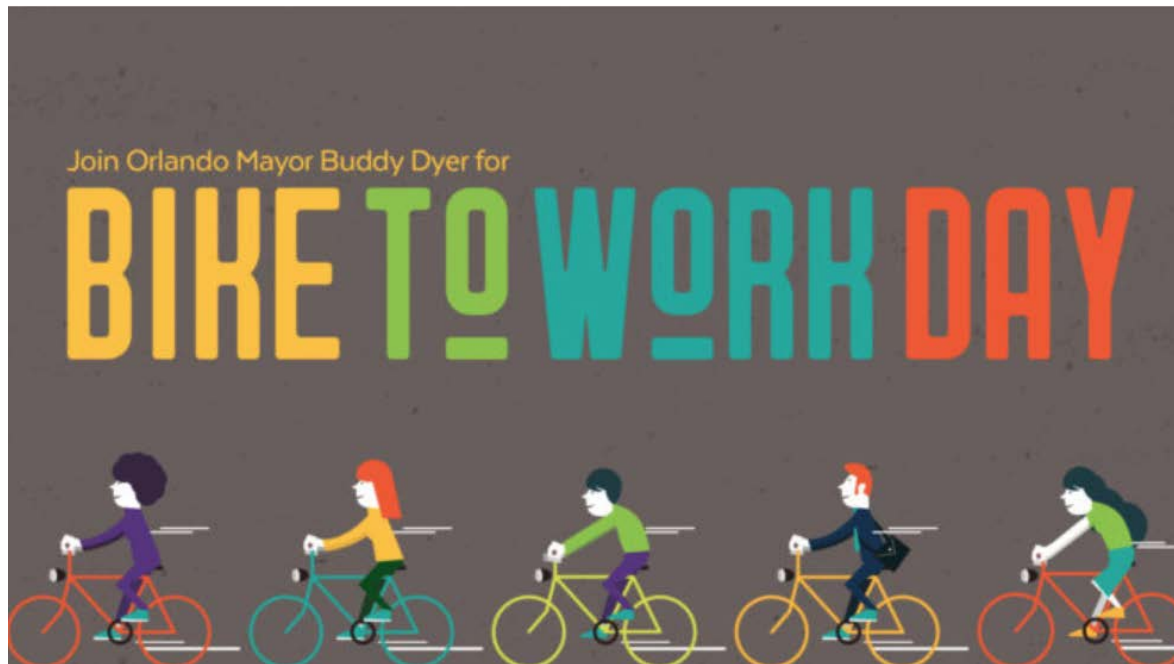
- Participants had an opportunity to join Mayor Buddy Dyer for a group ride from Festival Park to City Hall.
- Before the ride, riders had free coffee, bike tune-ups and raffle prizes provided by sponsors.
- Medals for the largest teams were awarded by Mayor Dyer following the ride.

## Attendees

- 205 people took part in the ride.

## Partner

City of Orlando



NOV 2  
2018

# CarFit Event

City of Casselberry



The City of Orlando and FDOT partnered with CarFit to put on this driving safety event during Mobility Week at the Casselberry Recreation Center.

## + Details

- CarFit is 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.
- CarFit volunteers educate participants about the safety components of their car and how to properly adjust them for safety. Each CarFit check takes about 20 minutes.

## Attendees

- 20 people visited the booth to get information but none were carfitted at the event.

## Partners

City of Casselberry • FDOT • CarFit



NOV 2  
2018

# SunRail Rider Appreciation Event

Osceola, Orange and Seminole Counties



SunRail hosted a rider appreciation event to celebrate transit options during Mobility Week.

## + Details

- SunRail celebrated the Rider Appreciation Event with special giveaways for 500 lucky ticketed passengers.

## Attendees

- 500 riders received special giveaways.

## Partner

SunRail

NOV 2  
2018

# City of Cape Canaveral Friday Fest

City of Cape Canaveral



Mobility Week partnered with this family-friendly Halloween event to promote active transportation modes and safe walking and biking practices.

## + Details

- This event was canceled due to rain.

## Partner

Space Coast TPO



NOV 2  
2018

# Helmet Fitting and Bike on Bus Training

## Lake County



**LakeXpress set up a bicycle helmet fitting station at the Citizens Boulevard Bus Center in Leesburg and Lake Tech College in Eustis.**

### **+** Details

- LakeXpress set up a bicycle helmet fitting station at two 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

- 15 riders got fitted at the event.

### **Partners**

LakeXpress • FDOT



NOV 2  
2018

# Great Outdoors Day

City of St. Cloud



**FDOT's Alert Today Florida partnered with the City of St. Cloud to promote pedestrian and bicycle safety.**

## + Details

- The team had a booth to promote awareness of active transportation modes and distribute bicycle and pedestrian safety information.
- The team interacted with over 200 people, administering safety related surveys and pledges.
- 68 people took the safety surveys and 50 people took pledges to safely walk, bike and drive. The team distributed 118 promotional bags with reflective arm bands and safety related tip cards.

## 👤 Attendees

- 200 people stopped by the Alert Today booth

## Partners

FDOT's Alert Today Alive Tomorrow • Osceola County  
City of St. Cloud • City of Kissimmee



NOV 2  
2018

# Votran & River to Sea Transportation Planning Organization Awareness at the Halifax Arts Festival City of Daytona Beach



Votran and River to Sea TPO participated at the Halifax Arts Festival to increase awareness of Votran transit service and to distribute safety information.

## + Details

- Votran representatives shared information on the available transit options within Volusia County.
- River to Sea TPO staff shared pedestrian and bicycle safety laws, tips and promotional materials with the public.
- The TPO also fitted free bicycle helmets to the public.

## Attendees

- Over 250 people stopped by the booth to receive information and promotional materials.
- 128 bicycle helmets were fitted.

## Partners

Votran • River to Sea TPO • FDOT



NOV 2  
2018

# Government Day

## The Villages



**The Villages Community Development Districts co-hosted Government Day during Mobility Week.**

### + Details

- The event is intended to facilitate interaction between local government agencies and residents about a variety of matters affecting their daily lives including transportation options and safety.

### Attendees

- Over 800 participants attended the event

### Partners

Votran • River to Sea TPO • FDOT



# Central Florida Mobility Week 2018



**22,097**  
People Attended  
Various Events



**2,513**  
Free Transit  
Rides

**3,527**



**140**  
Safety Pledges



**3,527**  
Promotional  
Items Distributed

**239** Bicyclists in Events  
An icon of three people riding bicycles.



**183**  
Fitted Bike Helmets  
for Children and Adults



**124**  
Safety Surveys



**3,911**  
Shared Bike/Walk  
Safety Tips with  
Parents and Children

**202**  
Pedestrians in Events  
An icon of a group of people walking, representing pedestrians.



Workshops/Trainings

# Outreach and Promotion

- FDOT and Partner Social Media Accounts
- FDOT and Partner Press Release
- Mobility Week Email Database
- Partner Eblasts
- Celebrity Partnership



**I ♥ SUNRAIL**

## SunRail's Rider Appreciation Day

Special giveaways today for **500** lucky ticketed passengers.

**Mobility Week**  
OCT 27 - NOV 3, 2018

[www.MobilityWeekfl.com](http://www.MobilityWeekfl.com)

A promotional banner for SunRail's Rider Appreciation Day. It features a large circular graphic with 'I ♥ SUNRAIL' and an illustration of a SunRail train at a station with palm trees in the background. The text announces special giveaways for 500 lucky passengers. The Mobility Week logo and dates are at the bottom left, and the website URL is at the bottom right.

**Try Transit Thursday**  
November 1, 2018

## Free bus rides

with participating transit agencies.

Check [MobilityWeekFL.com](http://MobilityWeekFL.com) for details and take the pledge at [MixItUpChallenge.com](http://MixItUpChallenge.com) to win prizes.

**Mobility Week**  
OCT 27 - NOV 3, 2018

A promotional banner for 'Try Transit Thursday' on November 1, 2018. It features an illustration of a transit station with a bench and a person walking, and a bus with a person on board. The text promotes free bus rides with participating agencies and encourages users to check the website for details and take a pledge to win prizes. The Mobility Week logo and dates are at the bottom right.



# Individual Component: Mix-It-Up Challenge



- Promotes use of active transportation
- Online competition for residents with sponsored prizes
- Opportunity to explore alternative modes of transportation
- Earn prizes for participation
- 51 people participated



# 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



# Mobility Week Proclamation

## City of Casselberry



The City of Casselberry presented a proclamation to the City's Mobility Week team by adopting the week of October 28 –November 3 as Mobility Week in the City of Casselberry.

Partner  
The City of Casselberry



**Mobility Week**  
OCT 27 – NOV 3, 2018



Find out more online.

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

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

#mobilityweekfl | #mobilityweekcfl

Mobility Week—What *moves* you?