



# MOBILITY WEEK

2023 YEAR IN REVIEW

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# WHAT IS MOBILITY WEEK?

**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.



**MOBILITY WEEK**  
WHAT MOVES YOU?

## 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 efficient transportation choices

## Why is this important to FDOT?

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

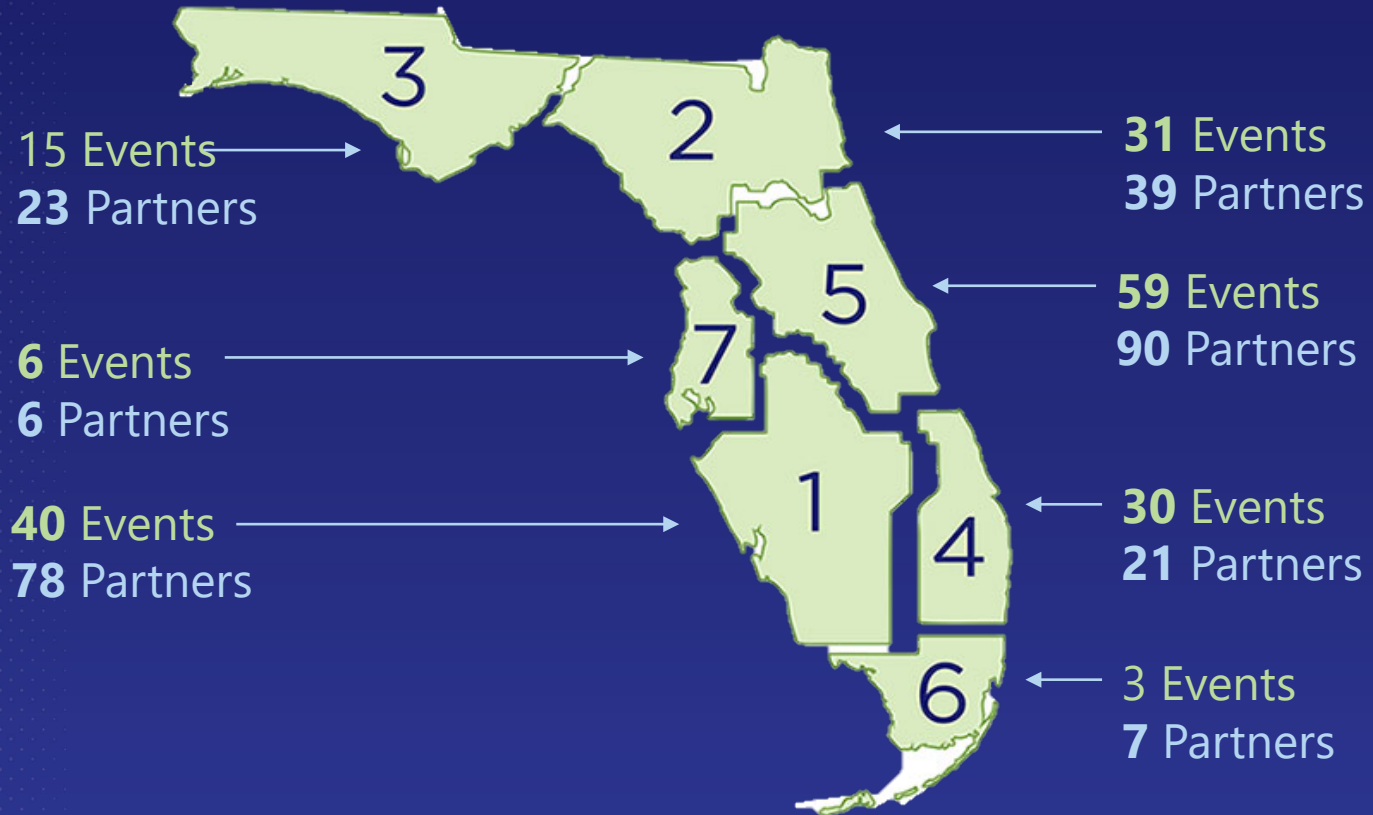
## What is in it for partners?

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



# 2023 SUMMARY METRICS

# 2023 STATEWIDE EVENTS & PARTNERS



\*16 Statewide Partners

# 2023 STATEWIDE SUMMARY

**280** STATEWIDE PARTNERS  
**184** EVENTS STATEWIDE

VIRTUAL CONFERENCE CENTER VISITS  
**620**  
**448** HOT SPOT CLICKS

**80,000+**  
FREE TRANSIT RIDES

**50,000+**  
PROMOTIONAL MATERIALS

**940+**  
HELMETS FITTED

**RIDE ROLL  
W STROLL**

**1,035**  
ACTIVE MEMBERS

**6,443** TRANSIT **6,290** CAR/VANPOOL

**17,934**  
TOTAL RECORDED TRIPS

**2,683** BIKE **2,518** WALK

**40,000+**  
ONE-ON-ONE INTERACTIONS

**17,000+**  
SAFETY-RELATED LITERATURE

**700+**  
BIKE LANE DESIGN SUBMISSIONS  
**12** ELEMENTARY SCHOOLS

**25**  
PROCLAMATIONS

**129** MEDIA PLACEMENTS  
**6.9** MILLION  
MEDIA IMPRESSIONS

WORKPLACES  
**223**  
**617** INDIVIDUALS

# TRY TRANSIT TUESDAY PARTNERSHIPS



**VIRTUAL  
CONFERENCE CENTER**

**VIRTUAL  
CONFERENCE  
CENTER**



WHAT MOVES YOU?™

**BEST**  
Workplaces  
for Commuters™  
2023

Changing  
How America  
Commutes

**FDOT**  
DISTRICT  
ELEVATION

**TARGET**  
**ZE**  
FATALITIES & SER

# VIRTUAL CONFERENCE CENTER MAIN HALL

## Overview

- Virtual Conference Center continues to showcase statewide and regional initiatives from FDOT and partner agencies in one place with interactive features
- Main lobby features:
  - Mobility Week Initiative
  - Safe Mobility for Life Initiative
  - Target Zero Initiative
  - Alert Today Campaign



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



# VIRTUAL CONFERENCE CENTER MAIN HALL



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

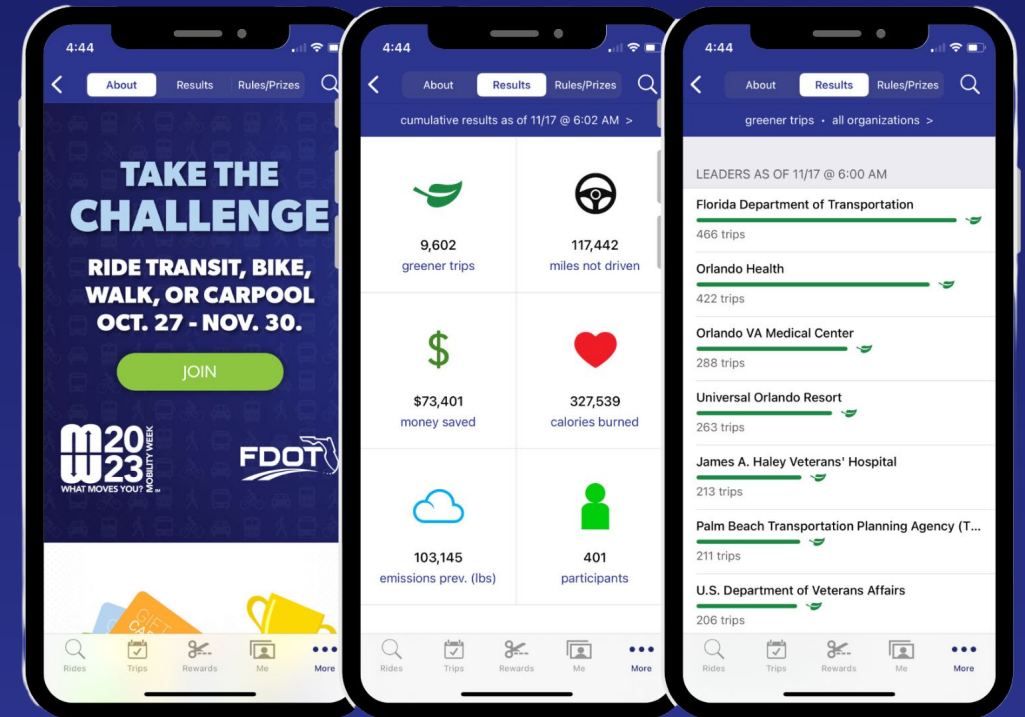
**264** Visitors    **135** Hot Spot Clicks

**m** RIDE ROLL  
**w** STROLL



# RIDE ROLL WSTROLL

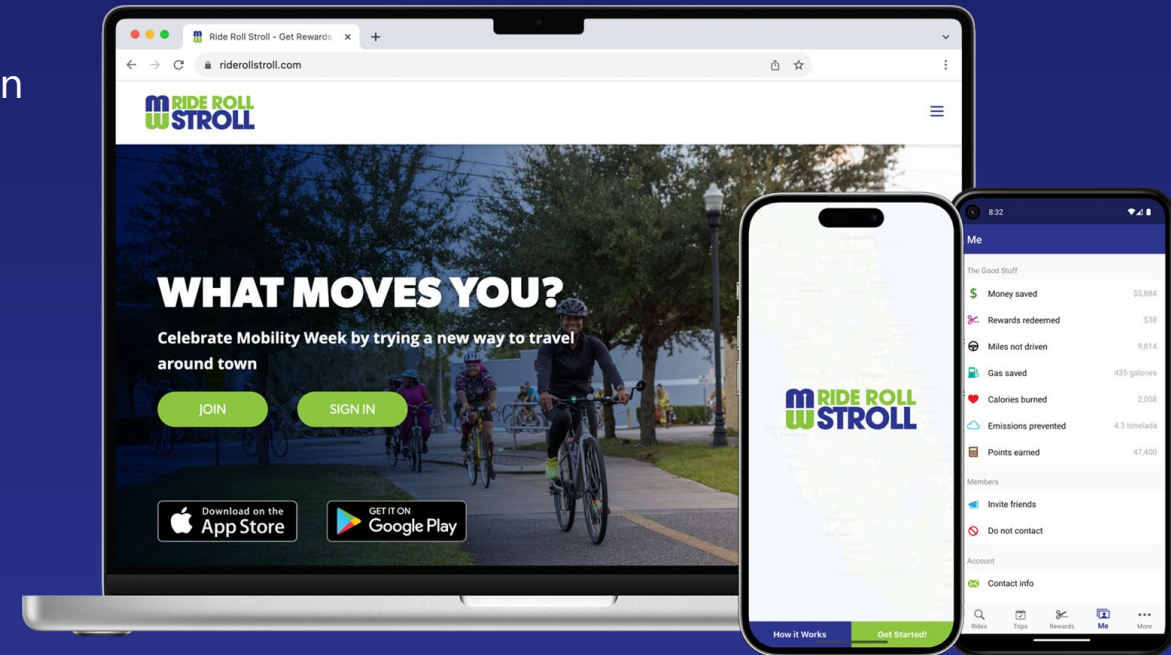
- The first annual Ride Roll Stroll Challenge was held during Mobility Week 2023 from Oct. 27 through Nov. 30
- Thanks to 1,035 active members representing 223 organizations across Florida, 17,934 multimodal trips were recorded
  - Transit trips: 6,443
  - Bike trips: 2,683
  - Walk trips: 2,518 trips
  - Car/vanpool: 6,290 trips



# RIDE ROLL STROLL CHALLENGE

## CAP Insights

- District 1's Commute Connector program saw a 109% increase in participation
- District 5's reThink Your Commute program had a 40% increase in participation
- Commute Tampa Bay had a 28% increase in participation
- Total recorded trips, all brands = 42% higher
- Collectively, the CAPs enrolled 125 new members in November 2022; in November 2023, they enrolled 223 new members



**RIDE ROLL STROLL**

# CHALLENGE PRIZES AND WINNERS

**\$250 Early Bird  
prize awarded**

To Rachel W., a vanpooler  
in the Tampa Bay region



**Weekly \$25 Gift  
Cards awarded**

To 250 members across  
the state and across  
all brands

**Individual  
Prizes**



## RIDE ROLL STROLL

# CHALLENGE PRIZES AND WINNERS

**\$1,000 Honda  
Motocompacto Electric  
Scooter** Deborah J.,  
transit rider in Lakeland



**\$200 Po Campo Bike  
Gear Bundle**  
Jonathan L., carpooler in  
Orlando

**Auto Detailing**  
Reneé B., a carpooler  
and transit rider in  
Port Charlotte, FL



**\$150 REI Gift Card**  
Leigh U., transit rider  
in Kissimmee

**Three recipients  
of \$75 Clutch  
charger**

Penny V., carpooler  
and biker in Wesley  
Chapel

Laura H., biker  
in Orlando

Cerena C., transit rider  
in Largo

*"Thank you that  
is an awesome  
thing right now I  
sure needed it  
thank you"*



**Grand Prize  
Winners**



**RIDE ROLL  
STROLL**



**Grand Prize  
Winners**



# RIDE ROLL STROLL CHALLENGE

## Recognition for Organizations

### Top Organizations by Size

- Small: Palm Beach Transportation Planning Agency
- Medium: City of Orlando
- Large: **Florida Department of Transportation!**
- X-Large: Universal Orlando Resort

### “Top Organization” Winner of \$500 nonprofit donation

- East Central Florida Regional Planning Council



# RIDE ROLL STROLL CHALLENGE

## Recognition for Teams

### Top Teams

- Most recorded transit trips: FDOT D4 Team
- Most recorded bike trips: FDOT D4 Team
- Most recorded walk trips: Space Coast Commute Crew
- Most recorded car/vanpool trips: Space Coast Commute Crew



**Shelby Villatoro** (She/Her) • 1st  
Transportation Safety Educator | Vision Zero  
Project Manager | Active Mobility Enthusiast...  
1mo • 🌍

What better way to get out of the office than to hop on [Space Coast Area Transit](#) for a short ride and a sweet treat?! 🍦 🚌

Shout out to [Space Coast Transportation Planning Organization](#) for letting us out to play for the [Ride Roll Stroll](#) Challenge. We're in it to win it! 😊 ❤️





# DISTRICT SUMMARIES





# VIRTUAL CONFERENCE CENTER DISTRICT 1



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

46 Visitors

42 Hot Spot Clicks



# DISTRICT 2 EVENTS



# VIRTUAL CONFERENCE CENTER DISTRICT 2



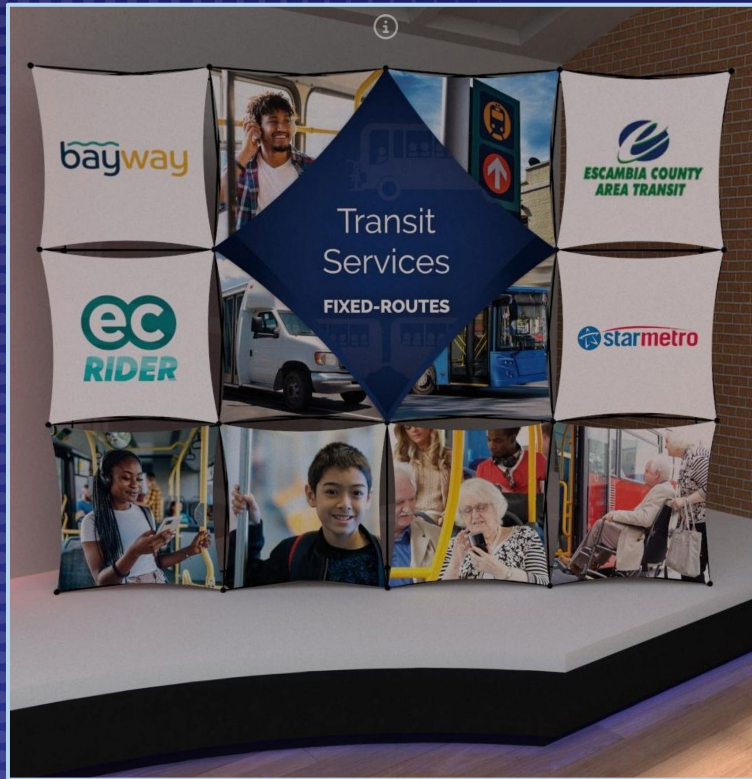
Visit D2 here: <https://vmr.vhb.com/v/y2qm4kBNjwO>

63 Visitors

54 Hot Spot Clicks



# VIRTUAL CONFERENCE CENTER DISTRICT 3



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

25 Visitors

20 Hot Spot Clicks





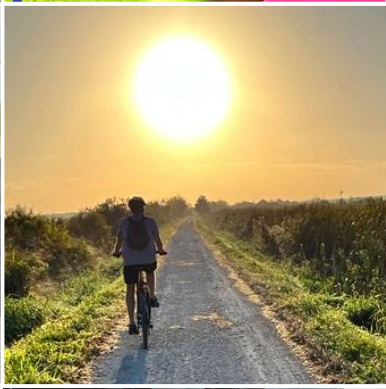
# VIRTUAL CONFERENCE CENTER DISTRICT 4



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

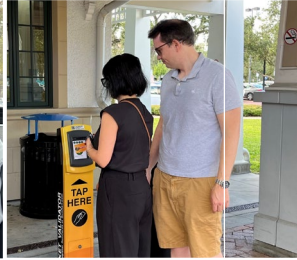
58 Visitors

52 Hot Spot Clicks



# DISTRICT 5 EVENTS

# M 20 W 23 WHAT MOVES YOU? <sup>SM</sup> MOBILITY WEEK



# VIRTUAL CONFERENCE CENTER DISTRICT 5



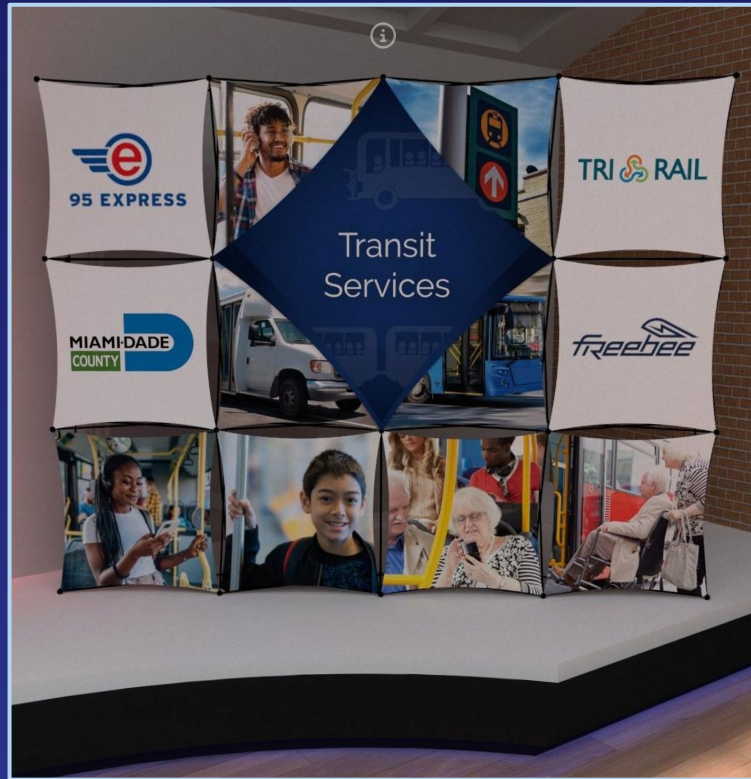
Visit D5 here: <https://vmr.vhb.com/v/40zdwO241DR>

62 Visitors

75 Hot Spot Clicks



# VIRTUAL CONFERENCE CENTER DISTRICT 6



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

73 Visitors

47 Hot Spot Clicks



**M** **20**  
**W** **23**  
WHAT MOVES YOU? SM MOBILITY WEEK



# DISTRICT 7 EVENTS



# VIRTUAL CONFERENCE CENTER DISTRICT 7



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

29 Visitors

23 Hot Spot Clicks



FIND OUT MORE ONLINE



**MobilityWeekFL.com**



**Contact@MobilityWeekFL.com**



**MobilityWeekFL**





# THANK YOU!

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