



Agency Guide to Organizing Mobility Week Events



Strategies for Success

- Share the Mobility Week initiative with your executive leadership to get their support.
- Identify and plan events that align with your agency's vision and priorities.
- Promote your event as part of Mobility Week.
- Work with local partners to maximize resources.
- Allow enough lead time to prepare for and promote your event.
- Identify ways to incentivize participation.
- Adopt a proclamation in support of Mobility Week.
- Use the [#MobilityWeekFL](#) on all online media.
- Leverage your agency's public information office and partner media outlets for public outreach.

What is Mobility Week?

Mobility Week is an annual collection of outreach events and activities intended to bring attention to safe, multimodal transportation choices. During Mobility Week, partner agencies host events to promote transportation choices, highlight transportation achievements, and roll out new initiatives or policies.

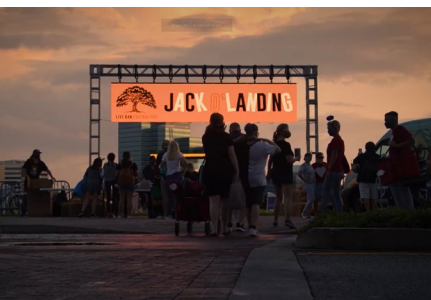
How can an agency participate?

1. ORGANIZE AN EVENT

During Mobility Week, join hundreds of statewide partners by hosting events. Events can take any form and can range from regularly hosted community celebrations, inauguration of new facilities, staff trainings, workshops, and more. Events must be related to promoting safe, multimodal transportation choices.

2. TAKE A MOBILITY ACTION

Promoting mobility does not have to be limited to one week. You can take mobility actions anytime during the year. Examples include hosting transportation awareness at community events, testing pilot projects, adopting policies to encourage a switch from driving alone to other transportation modes, etc.



Resources

There are several useful resources available for download on the [Mobility Week](https://www.mobilityweek.com) website.

- Information Guide
- Logo and Graphic
- Event Flyer Template
- PowerPoint Template
- Email Signature
- Sample Proclamation
- Sample Press Release
- Social Media Templates

Event Ideas

- Highlight accomplishments like bike-sharing systems and electric vehicle charging stations.
- Introduce or promote trails and new bicycle and pedestrian facilities.
- Conduct workshops on multimodal tools, bike helmet fitting, Car-Fit, bike rodeos, etc.
- Close a road to traffic and revisualize space.
- Share information on new transit improvements and services.
- Conduct "Roadway Safety Audits" with emphasis on the needs of pedestrians, visually impaired users, wheelchair bound users, etc.
- Educate school children through "Walk to School" events and bike rodeos.

To learn more about Mobility Week, please visit [MobilityWeekFL.com](https://www.mobilityweek.com) or email us at Contact@MobilityWeekFL.com.

