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WHAT MOVES YOU? SM MOBILITY WEEK

# INFORMATION GUIDE





# What is Mobility Week?



Mobility Week is a cooperative effort by the Florida Department of Transportation (FDOT) and its partner agencies to promote awareness of safe, multimodal transportation choices. During Mobility Week, counties, cities, and transportation agencies host events and offer special promotions to encourage Floridians to try new transportation options. It is an ideal time for agencies to highlight transportation achievements, roll out new initiatives or implement new policies.

Mobility Week is also an opportunity for residents to explore the various transportation choices available to them. This grassroots initiative gives people an opportunity to explore how active and sustainable travel choices like walking, biking, riding transit or carpooling reduce traffic congestion, benefits the environment, and improves community health.

## Frequently Asked Questions

### When is Mobility Week 2023?

Mobility Week 2023 is being celebrated from October 27 through November 4, 2023.

### What happened at last year's Mobility Week?

The seventh annual statewide Mobility Week was successfully held in 2022. Across Florida, **more than 262 partners joined hands to host 163 events**, including a Virtual Conference Center to raise awareness of safety and transportation choices. Mobility Week events included free transit rides, group bike rides, bike helmet fittings, commuter travel events, walking tours, workshops, and other community events. Around 222 workplaces and 1,714 Floridians participated in the Love to Ride bicycling challenge, riding over 379,000 miles.

A summary of 2022 events can be found at:  
[www.MobilityWeekFL.com](http://www.MobilityWeekFL.com)

### What is the inspiration behind Mobility Week?

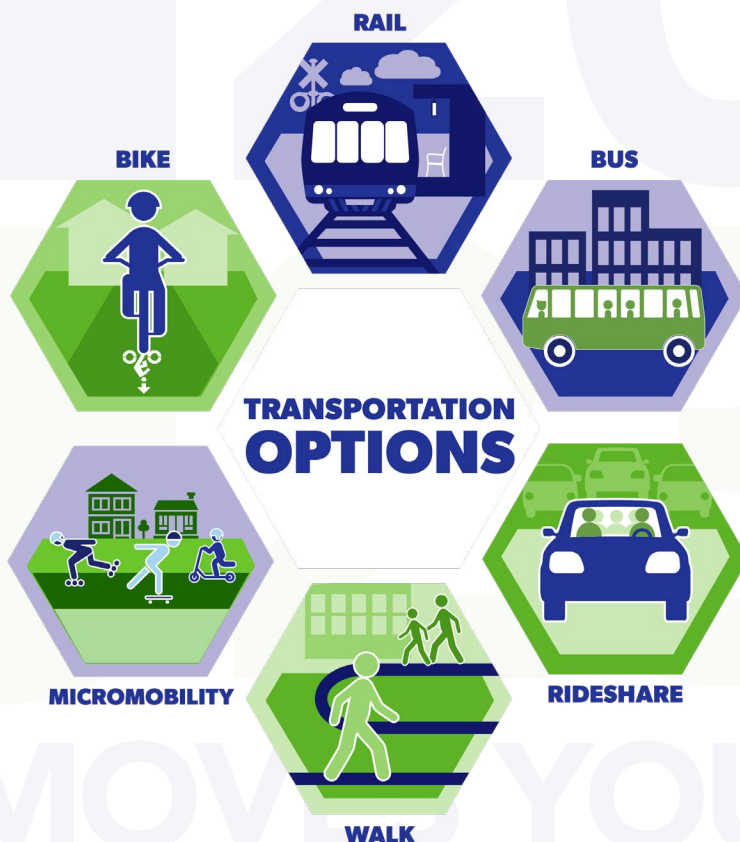
The inspiration for Mobility Week comes from an annual event, **European Mobility Week, which has been celebrated continent-wide in Europe since 2002**. The European Mobility Week is usually celebrated from September 16 (International Car Free Day) through September 22. The 2022 European Mobility Week had participation from 2,989 cities in 51 countries. Participation in Mobility Week events is not limited to government entities but also includes businesses, non-governmental organizations, schools, and other non-municipal actors.





## What is FDOT's Role?

Similar to the European Mobility Week campaign team, **FDOT's role will be that of a campaign promoter and coordinator** rather than the organizer of each event. FDOT will organize some events as well but that is not intended to be the agency's primary role. FDOT will develop thematic and social media promotion materials and make it available to all participants for their use. All the partner agency events will be listed on the [Mobility Week website](#). The general public will be able to access information on events occurring in their city or county as well as participate in statewide challenges.



## Are you interested in becoming a participating agency?

All agencies in the state of Florida are invited to participate in Mobility Week. To take part, each participating agency must meet one of the two criteria:

### 1 Organize an event during Mobility Week.

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 during Mobility Week and beyond.

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 local government policies to encourage a switch from driving alone to other transportation modes, etc.

**To host an event and register your agency, email us at [Contact@MobilityWeekFL.com](mailto:Contact@MobilityWeekFL.com)**

**[MobilityWeekFL.com](http://MobilityWeekFL.com)**



# What are some of the activities that a participating agency or business can do during Mobility Week?

**Mobility Week provides an opportunity to initiate a wide range of activities. Some possible ideas are provided below.**

## Local Governments

- Launch and promote programs or policies on multimodal mobility (e.g. bike to work days, incentives for using alternative transportation, etc.).
- Partner with transit agencies to build bicycle racks at high frequency stops.
- Organize contests that encourage employees to leave their cars at home and try other transportation choices to get to work.
- Conduct pedestrian and bicycle safety review of major corridors.
- Implement measures that promote the use of bicycling, walking, transit or ridesharing.
- Partner with businesses and retailers to offer rewards and incentives for bicycling, walking and transit events.
- Adopt reduced parking requirements
- Launch new walking or bicycling mobile applications, proclamations, etc.
- Organize informational fairs about safe bicycling, walking and transit use.
- Distribute bicycle and pedestrian route maps.







## Transit Agencies

- Offer special fares for one or more days during Mobility Week.
- Offer free rides for riders wearing transportation-safety themed costumes.
- Distribute promotional items on highly frequented routes.
- Offer free rides, travel trainings, maps, etc. on highly frequented routes to encourage new riders.
- Partner with local governments to advance projects that make bus stops accessible (low floor buses, lifts and ramps).
- Celebrate new infrastructure that supports transit (e.g. new bus route, mobile applications, etc.).

## Employers/Businesses

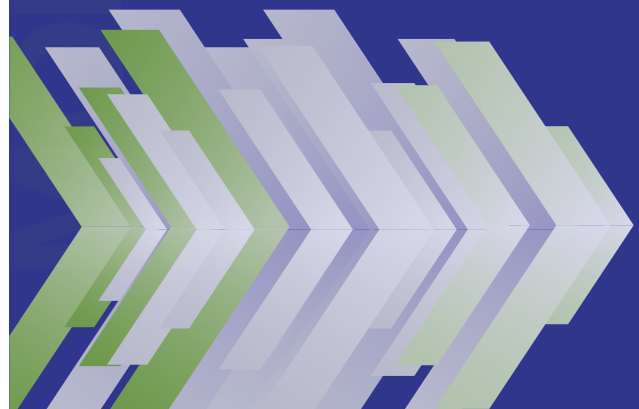
- Organize a Commuter Challenge to encourage employees to try bicycling, walking, transit and/or ridesharing.
- Set up mentoring opportunities where new cyclists ride to the workplace with his/her mentor and then share the experience with others.
- Organize a Bike to Work day and offer incentives for employees.
- Distribute cycling information on safe routes to work.
- Partner with your local commuter services agency to discuss commuter benefits such as transit passes, ride matching, etc.
- Designate special parking spaces for employees that carpool or vanpool.
- Offer a shuttle service for employees that ride transit to work.
- Organize information sessions for employees to determine connections from home to work via local bus and rail services.

## Who is the intended target audience for Mobility Week?

While the Mobility Week campaign will serve to promote multimodal transportation choices and safety among the general public, the campaign specifically targets public agencies and other transportation partners by **providing a platform for collaboration and collective action** during a concentrated period to heighten visibility of the core message.

We encourage partners to employ equitable outreach strategies to support populations that can benefit from having choices such as transit users, aging road users, children and other traditionally underserved communities.

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# What are the goals of the Mobility Week initiative?

## GOAL 1

Commit as a region to advancing a culture of safety and multimodal transportation by encouraging behavior change from single occupancy driving to sustainable modes of travel.

## GOAL 2

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



## IMPLEMENTATION OBJECTIVES

### OBJECTIVE 1

**Conduct at least 30 events in each FDOT district that provide opportunities to share information on transportation mobility choices and safety by 2024.**

**Measure of Success** | Number of events organized per year

#### Strategy 1.1

Coordinate with district champions to identify potential partner agencies in their area.

#### Strategy 1.2

Leverage existing resources by identifying planned community events that can be used to disseminate information on the various transportation options available in an area.

#### Strategy 1.3

Disseminate information related to laws, rights and responsibilities of various roadway users.

#### Strategy 1.4

Offer education and training opportunities to teach safe practices to bicyclists, pedestrians, drivers and transit riders.

#### Strategy 1.5

Target events that spread awareness of the challenges of vulnerable populations such as persons with disabilities, aging road users, visually impaired users, etc.





## OBJECTIVE 2

**Work with partners to host in person or virtual events in all 67 counties each year.**

**Measure of Success** | Number of counties participating in Mobility Week

### Strategy 2.1

Establish partnerships with each of the major transit providers within each district to promote transit services during Mobility Week.

### Strategy 2.2

Establish partnerships with counties, municipalities, MPO/ TPOs to organize events that promote safe multimodal transportation during Mobility Week.

### Strategy 2.3

Encourage partner agencies to highlight their mobility achievements during Mobility Week to increase visibility.

### Strategy 2.4

Offer informational workshops on trending transportation topics to partners and industry professionals.

### Strategy 2.5

Offer safety education and training opportunities to partners and industry professionals.

### Strategy 2.6

Encourage partner agencies to create forums for sharing best practices and success stories to advance the culture of safe multimodal transportation.

### Strategy 2.7

Work with stakeholders and community partners to promote the benefits of active transportation for all ages.

### Strategy 2.8

Leverage resources of existing safety programs (such as Alert Today Florida, Safe Mobility for Life, CarFit, etc.) to host safety events.

### Strategy 2.9

Encourage partners to adopt resolutions supporting Mobility Week.





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**FOR MORE INFORMATION**  
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