

# MOBILITY WEEK EVENTS



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.

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.

Promoting mobility is year-round, but Mobility week is the perfect time to take a mobility action like testing a pilot project, adopting policies to encourage behavior change to active transportation, expanding public transportation options through public private partnerships, etc.



- 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.





## Resources

There are several useful resources available for download on the **Mobility Week** 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.
- Introduce or promote trails and new bicycle & 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.



**MOBILITY WEEK**

To learn more about Mobility Week, please visit **MobilityWeekFL.com** or email us at **Contact@MobilityWeekFL.com**.