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Presentation Roadmap

What is the Greater Fort Lauderdale Transportation Management Association (TMA)?

Transportation Demand Management (TDM) Study and Results

Accomplishments

Task Work Order 3 Goals, Strategies, and Deliverables

Key Performance Indicators

Q & A

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Greater Ft. Lauderdale Transportation Management Association (TMA)

501c3 Non-Profit Organization established in 1992

Chapter 341, Florida Statutes (Florida Public Transit Act)

Local TMAs maximize efficiency of existing transportation systems by influencing demand on those systems in collaboration with regional Commuter Assistances programs

Transportation Demand Management (TDM) is a set of strategies used by TMAs to educate on and encourage the use of non-single-occupancy-vehicle transportation modes



Transportation Demand Management (TDM) Study and Results

Data driven, year-long effort

Stakeholder interviews

National best practice peer TMA reviews

Workshop forums

Implementation Plan

“As population and tourism continues to grow and the roadway network approaches capacity we need to focus on strategies to manage transportation demand and assure safe and equitable access to transportation.”
– Broward TDM Implementation Plan



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Commute Broward

Mission

To optimize Greater Fort Lauderdale's transportation network by creating collaborative strategies that support economic growth and improve quality of life

Vision

Advancing an efficient commute for all in Greater Fort Lauderdale



Accomplishments

Procured marketing agency

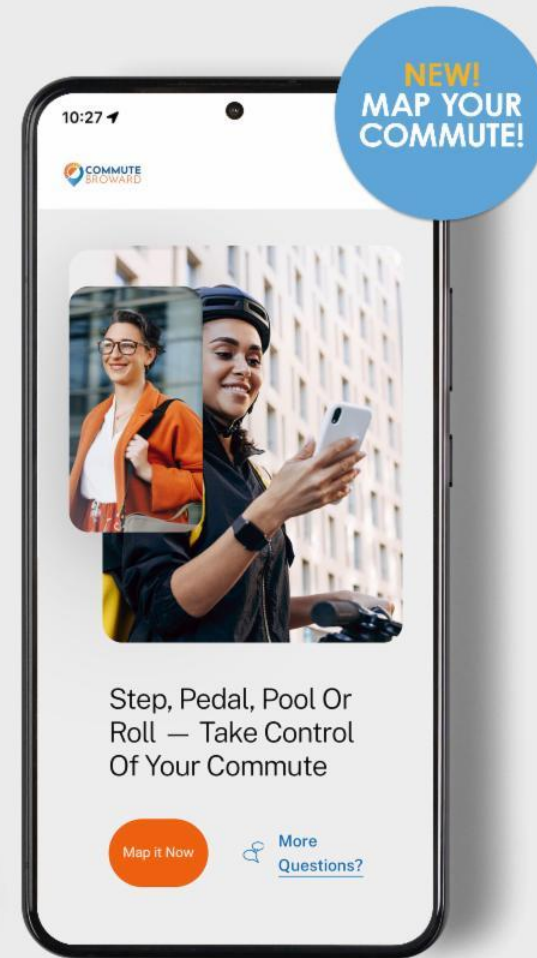
Adopted branding strategy

Launched new Commute Broward website and social media channels

Developed framework for foundational documents:

- Marketing Plan
- Funding Strategy
- Employee Transportation Coordinator Handbook

Hosted Fixed Guideway Tour with South Florida Commuter Services



Better Commutes Begin Here.



Task Work Order 3

Goals

Raise Awareness

Promote Participation

Drive Behavior Change

Strategies

General Management

Develop TDM Education and Encouragement Services

Develop Employee Transportation Coordinator Network

Collaborate with South Florida Commuter Services

Funding Research and Pursuit

Support Broward MPO with State of the Region Annual Awards



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Deliverables

Brand Awareness

Printed and online collaterals

Trade show display items

Regular content updates to website

Active social media engagement

Earned media – Press Releases

Pop-up events



Deliverables

Collaborations

Funding Task Force

Funding partnerships – grants and private sponsors

Core group of Employee Transportation Coordinators and Recognition Program

South Florida Commuter Services Annual Plan

Joint activities with partner transportation service providers



Deliverables

Plans, reports, and technical memorandums

Marketing Plan

Funding Strategy

Mode Shift Survey Tool

Tech Memo – Work From Home Policies

Annual Report



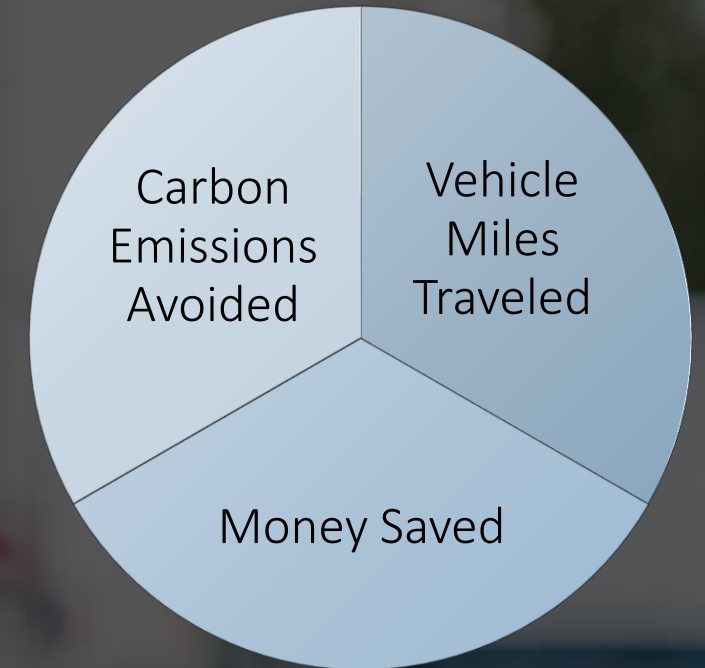
Key Performance Indicators

Quantify TDM marketing and outreach activities

Measure website and social media performance

Determine commuters' awareness of access to non-single occupancy modes

Gauge impacts to commuting behavior change





Thank You!

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