



COMMUTE
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Presentation Roadmap

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

Transportation Demand Management (TDM) Study and Results

Commute Broward Resources

Upcoming Efforts

Call to Action

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



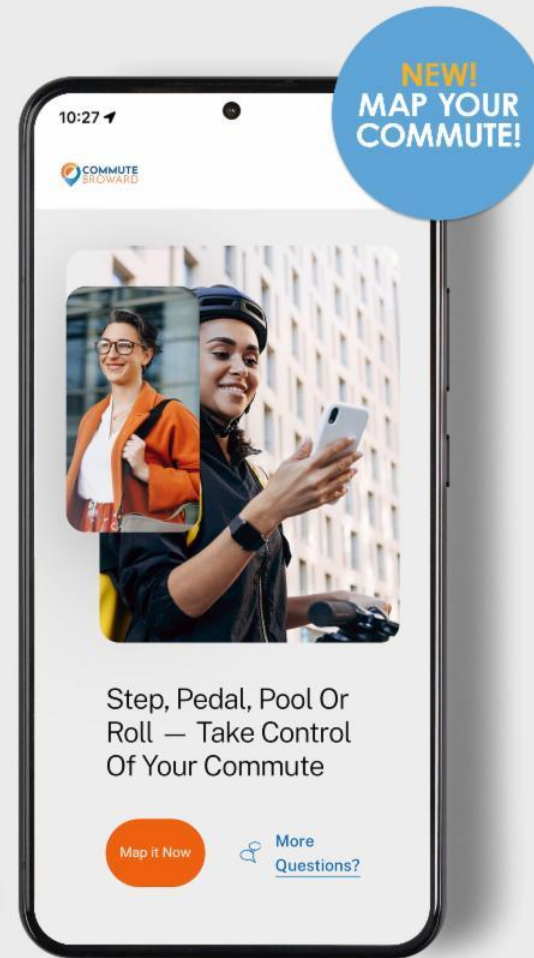
Commute Broward Resources

www.CommuteBroward.org

One-Stop-Shop providing information for all modes available

Interactive mapping tool that includes information above and beyond Google maps – bicycle facilities, community shuttles, and microtransit

Goal of the website is to achieve a high conversion rate to transportation partner websites



Better Commutes Begin Here.



Upcoming Efforts

Brand Awareness

- Develop library of printed and online collaterals
- Attend community events
- Hold pop-up events
- Pursue earned media opportunities



Upcoming Efforts

Collaborations

Establish core group of Employee Transportation Coordinators

Develop Employee Transportation Coordinator Recognition Program

Hold joint activities with partner transportation service providers

Pursue strategic funding partnerships – grants and private sponsors



Upcoming Efforts

Key Performance Indicators

Gauge cumulative impacts to commuting behavior change across transportation providers

- ✓ Carbon Emissions Avoided
- ✓ Vehicle Miles Traveled
- ✓ Money Saved



Call to Action

As the Commute Broward program continues to grow, we will focus on the goals of raising awareness, promoting participation, and driving behavior change, and we need your help expanding our reach.

Key Employer
Connections

Community
Events or
Presentations

Funding
Sources



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Thank You!

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