

Commute Broward

Education & Advancement

— Update —

For the Broward Metropolitan Planning Organization

By the Greater Fort Lauderdale
Transportation Management Association (TMA)



August 26, 2026

Where Commute Broward Fits

- Broward has a network of transportation options and benefits.
- Commute Broward connects those resources to the workforce.
- Employers get access to larger workforce.
- Communities benefit from increased mobility.



Year-In-Review

Notable Accomplishments

- Secured Major Employer Partnerships
- Built a Strong Employer Pipeline
- Developed Employer-Facing Tools
- Expanded HR Outreach
- Increased Program Visibility
- Supported Broward MPO Events



Secured Major Employer Partnerships

American Express (Corporate Sector)

City of Fort Lauderdale (Public Sector)

Conrad Fort Lauderdale Beach (Hospitality)

**Customized commuter-benefit
implementation underway for each
employer.**



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BROWARD**
SHIFT YOUR RIDE

CONRAD
HOTELS & RESORTS™



Built a Strong Employer Pipeline

Broward Health

Royal Caribbean

Westin Fort Lauderdale Beach

City of Coconut Creek

Omni Hotels

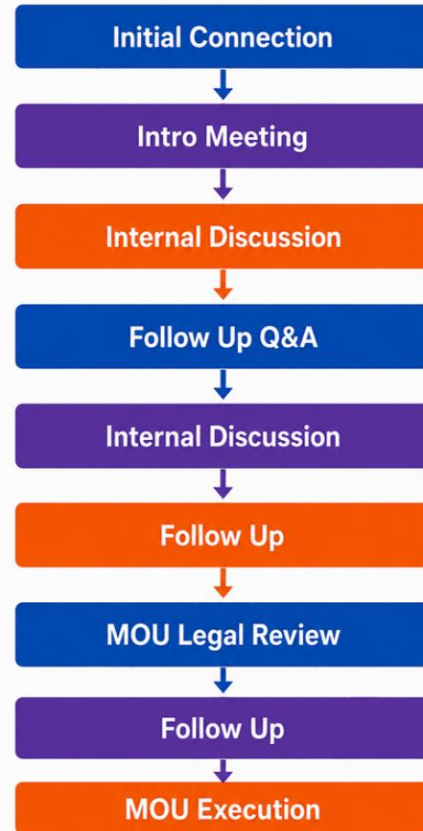
Publix

Teleperformance



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The Path to Partnership



Developed Employer-Facing Tools

Created practical professional tools to make commuter benefits easier for employers to understand and implement.



Support the Workforce That Runs Your City.

Commute Broward helps cities achieve:

- 1 Reduced absences
- 2 Improved reliability
- 3 Higher retention



Reliable commutes mean dependable employees.
We support the workers your residents count on.

Connect With Us!

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Commute Broward is a Program of the
Greater Fort Lauderdale TMA, a 501(c)(3) nonprofit organization



Expanded Human Resources Outreach

Positioned commuter benefits as a workforce solution for employers

HR Engagement Highlights:

- HR Insights Webinar
- Best Workplaces for Commuters Virtual Forum
- Job fairs and HR-focused outreach



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Increased Program Visibility

- 14,500 Post Impressions
- 143% LinkedIn Network Growth
- LinkedIn Ambassadors Posted to their networks of over 77k followers



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Looking Ahead FY26/27

Strengthen Program Reporting

Annual Work Plan
Monthly & Quarterly Reporting
Annual Impact Report

Simplify Transportation Information

Centralized Website Resources
How-To Guides
Outreach & Education

Expand Employer Participation

Targeted Employer Engagement
Employer Education & Training
Employer Focus Group

Demonstrate Regional Value

Measure Reach & Engagement
Document Employer Outcomes
Support MPO Public Engagement
& Events

Measuring Progress:



REACH



ENGAGEMENT



ACTION



Thank you & Open Discussion

Robyn Chiarelli, Executive Director
Greater Fort Lauderdale Transportation Management Association