ABOUT THE CHALLENGE

During the month of May, the Florida Department of Transportation and its transportation partners challenged commuters in Monroe, Miami-Dade, Broward, Palm Beach, Martin and St. Lucie Counties to try an alternative mode of transportation for their daily work commute.
This year’s challenge featured a mobile app for participants to use.

The app allowed commuters to tap in and tap out to log their daily commute.

For each trip the app calculated the total number of miles based on their route.
GET INVOLVED

• SFCS along with transportation partners, transit agencies, municipalities and employers promoted the challenge via a dedicated website, e-mail blasts, transportation days, etc.

• Partners, including the Palm Beach MPO, were featured on the Challenge website: www.sflcommutes.com
GET INVOLVED

- Other Palm Beach organizations featured:
  - Palm Beach Zoo
  - Whole Foods
  - Palm Tran
  - City of West Palm Beach
  - FPL

- Challenge was featured on WPBT, Channel 5 highlighted Commissioner Abrams taking Tri-Rail
• More than 200 companies and municipalities participated including:
PRELIMINARY RESULTS

• 6,653 commuters participated in the Challenge with 1,001 residents from Palm Beach County.

• 951 commuters travelled into Palm Beach County as their destination

• 33,551 trips were logged using an alternative mode in South Florida

• 362,351 lbs. of CO2 saved during the month in total
NEXT STEPS

• Commuter Challenge Participant Survey
• Provide comprehensive report to all transportation partners including origin/destination, mode use, commute distance and time
• Meet with partners to develop next year’s challenge
• Develop challenge for students

Snapshot of Trips
South Florida Commuter Services
1-800-234-RIDE
www.SFLcommutes.com
sfcs@1800234RIDE.com