Building on Palm Beach MPO’s successful 2016 Commuter Challenge, the South Florida Commuter Challenge will take a regional approach.
During the month of May, the Florida Department of Transportation and its transportation partners are challenging 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 will feature a mobile app for participants to use.
• The app will allow commuters to tap in and tap out to log their daily.
• For each trip the app will calculate the total number of miles based on their route.
• Data collected from the app will help validate commuter trips during the Challenge as well as provide origin/destination information and mode usage.
GET INVOLVED

• We are asking transportation partners, transit agencies, municipalities and employers to get involved by helping to promote the challenge and making the commitment to join.
• Partners will be featured on the Challenge website (www.sflcommutes.com) and in media efforts.
• Various Challenge collateral materials are available for distribution.
TAKING THE CHALLENGE

• More than 100 companies and municipalities in all participating counties have already committed to taking the Challenge.
CHALLENGE GOALS

• Challenge South Florida commuters to explore alternative modes of transportation as opposed to driving alone.
• Change commute behavior patterns.
• Educate commuters about transit options in their area.
• Drive commuters to possibly become transit users.
• Provide collected data to transportation for analysis potential mobility and transportation improvements.
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