



Mobility Week
OCT 30 – NOV 6, 2020



STATEWIDE
Mobility
Week 2020

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FDOT District Five: Partner Update



Mobility Week
OCT 30 – NOV 6, 2020



Mobility Week is a statewide celebration of making **smart, efficient, and safe** transportation choices.

What is Mobility Week?



Click to view or visit <https://youtu.be/kAa9zW4BSUs>

Resources Available



Mobility Week Toolkit



Project Resources

Mobility Week Home Page

Previous Years

Schedule of Events

Toolkit

Mix-It-Up Challenge

Partners

Mobility News

Contact Us

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These promotional materials are available to event coordinators for their use in the planning of events.

Individual Downloads



An information guide (PDF File) that answers frequently asked questions about Mobility Week and how to get involved.

Mobility Week Logo (PNG)

Mobility Week Logo (AI)

Mobility Week Graphic (PNG)

Mobility Week Flyer (DOCX)

Mobility Week Banner (PDF)

Mobility Week PowerPoint (PPTX)

Mobility Week E-letter (PDF)

Mobility Week Social Media Plan
Coming Soon!

Mobility Week Email Signature (DOCX)

Mobility Week Press Release
Coming Soon!

Mobility Week Sample Proclamation (DOCX)

How to Organize an Event (PDF)

Virtual Event Guidance (PDF)

If you need any of these files in a different format, please e-mail your request to:
contact@mobilityweekfl.com.



Agency Guide to Organizing Mobility Week Events

What is Mobility Week?

Mobility Week is an annual collection of outreach events intended to bring attention to safe multimodal transportation choices. During Mobility Week, partner agencies host events to promote transportation choices, highlight transportation achievements, and roll out new initiative or policies.

How can an agency participate?

1 Organize an event.

During Mobility Week, join hundreds of state-wide partners by hosting events. Events can take any form and can range from regularly hosted community celebrations, transportation of new facilities, test trials, workshops and more. Events may be related to promoting safe, multimodal transportation choices.

2 Take a mobility action.

Promoting mobility does not have to be limited to one week. You can take mobility actions anytime during the year. Examples include having transportation awareness at community events, testing pilot projects, adopting local government policies to encourage a switch from driving alone to other transportation modes, etc.

Strategies for Success

- Share the Mobility Week initiative with your elected officials to get their support.
- Identify and plan events that align with your agency's vision and priorities.
- Promote your event as part of Mobility Week.
- Work with local partners to maximize resources.
- Allow enough lead time to prepare for and promote your event.
- Identify ways to incentivize participation.
- Adopt a proclamation in support of Mobility Week.
- Use the #mobilityweekfl on all online media.
- Leverage your agency's public information office and partner media outlets for public outreach.



Demo 1) Bike with the Chief



Demo 2) City of Casselberry Walking Audit



Demo 3) JTA Service Vehicle



Event Ideas

- Highlight accomplishments like bike sharing systems and electric vehicle charging stations.
- Introduce or promote trails and new bicycle and pedestrian facilities.
- Conduct workshops on multimodal tools, bike helmet fitting, car fit, bike repair, etc.
- Close a road to traffic and revitalize space.
- Show information on new transit improvements and services.
- Conduct "Roadway Safety Audit" with emphasis on the needs of pedestrians, visually impaired users and wheelchair-bound users, etc.
- Educate school children through "Walk to School" events and bike rodeos.



Use these downloadable resources at www.mobilityweekfl.com.

[Information Guide](#)

[Logo](#)

[Graphic](#)

[Flyer template](#)

[Banner Template](#)

[PowerPoint Template](#)

[Social media templates](#)

[E-mail Signature](#)

[Sample Proclamation](#)

[Sample Press Release](#)

FDOT Contact

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Virtual Event Guidance



Mobility Week is a statewide celebration of making smart, efficient, and safe transportation choices. In 2019, more than 200 partners hosted 193 events in 32 counties across Florida. This year, new strategies will be needed to make Mobility Week more resilient and during public health concerns about large events. This handbook provides practical guidance to transform in-person activities to virtual events. These strategies offer ways to reach a new audience and expand the reach of Mobility Week.

This list of virtual events may inspire ideas for your organization:



Celebrate your organization's accomplishments by hosting an online event highlighting Annual Reports or recognizing employee contributions.



Host virtual webinars or breakfasts, encouraging participants to share pictures and videos of their journey.



Pre-record an interview with your agency's Board Members or executive officers describing their vision and future projects.



Repackage existing "how-to" videos that provide helpful tips to existing or new riders and feature what transit agencies are doing to clean buses.



Moderate a virtual "Ask Me Anything" session for your managers and employees to discuss commuting concerns.



Host an online contest for kids to design their ideal roadway or transit route.



Partner with your local law enforcement agency to host an online interview with the agency's safety resource officer.



Digitize your community's walking and biking maps for easier access.

Where to start?

As with planning any type of event, begin by identifying the goals, intended outcomes, available resources, and potential partners. Some questions to help this process are listed below:

- Do your organization's current goals and objectives overlap with those of Mobility Week?
- What is the most relevant information that your customers need to know right now?
- What engagement opportunities have occurred with previous outreach efforts?
- Are there certain populations or geographic areas that you need to reach?
- Who is tackling similar issues or trying to reach a similar audience? Are there ways to work together to increase both organizations' reach and impact?
- Who within your organization has specific skill sets that can help make your virtual event successful?
- What platforms support engagement with people with disabilities or address language barriers?
- Does your organization have existing accounts/links for software platforms that support virtual events? What is the cost for new platforms?
- What legal requirements must your organization consider when hosting virtual events to ensure access and comply with Florida's Sunshine law?

The background is a solid green color with a repeating pattern of white icons representing various modes of transportation. These icons include a person on a motorcycle, a person walking, a person on a bicycle, a person on a skateboard, a bus, a person on a horse, a person pushing a stroller, a person using a cane, and a car. The icons are arranged in a grid-like fashion, creating a textured background.

Virtual Conference Center

Mobility Week 2020 Going Virtual



Virtual Meeting Rooms

- Mobility Week is embracing technology to enable public engagement - [Main Hall](#)
- Each region (FDOT District) will feature their own room with local projects
 - Public health safety videos
 - Mobility initiatives
 - New facilities





Love to Ride Challenge

Mix-It-Up Challenge



Encouraging Behavior Change

- Each year, Mobility Week has included the Mix-It-Up Challenge
- The goal of the challenge is to encourage people to try a new transportation option through friendly competition
- In previous years, each District hosted their own version of the Mix-It-Up Challenge

Mix-It-Up Challenge

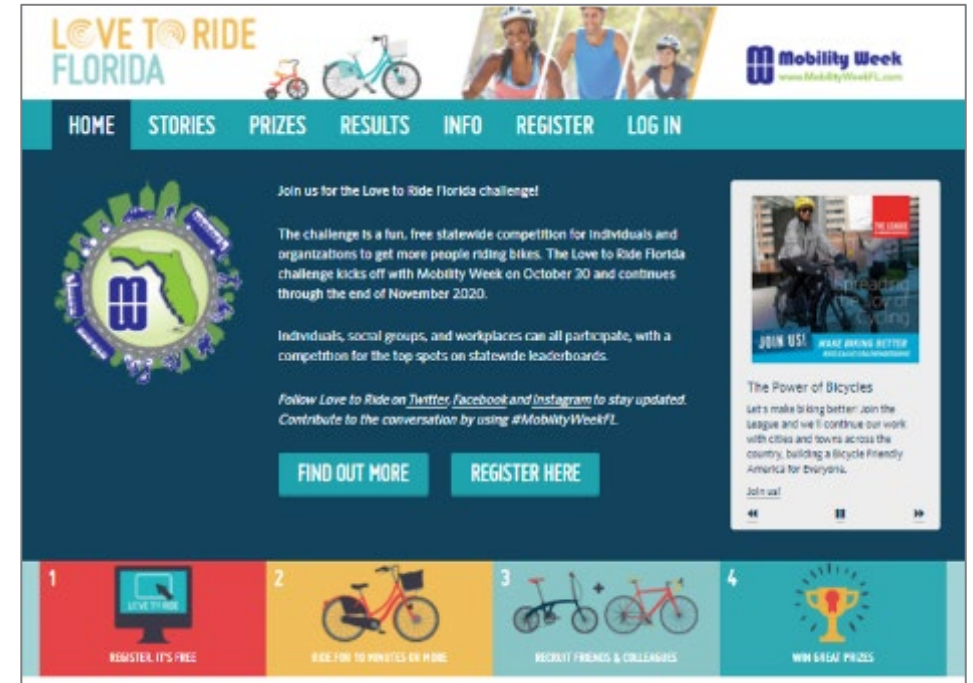


2020 Challenge



What's new this year?

- New name: Love to Ride Florida Challenge
- New platform: LovetoRide.net/Florida
- New timeframe: October 30 – November 30
- New ways to participate



Love to Ride Florida Challenge



How to Participate

- Register online
- Ride – anywhere, anytime during the challenge
- Record your rides
- Encourage others to participate*
- Qualify for prizes

**Must be 13 years or older to participate*

The registration form is presented within a light gray border. At the top, there is a dark blue button with a white Facebook 'f' icon and the text "SIGN UP WITH FACEBOOK". Below this, the heading "SIGN UP WITH EMAIL" is centered. The form contains four input fields: "First name", "Last name", "Email", and "Password". Under the "Email" field, there is a checkbox and the text "I am at least 13 years old". Below the "Password" field, there is another checkbox with the text "I'm not a robot" and a reCAPTCHA logo to its right. At the bottom of the form is a large teal button with the word "REGISTER" in white. Below the button, a line of text states: "By registering on Love to Ride you agree to the [Terms of Service](#) and [Privacy Policy](#)." At the very bottom, it asks "Registered in the past?" followed by a "Log in" link.

Love to Ride Florida Challenge



People can choose to take part:

- With a company
- In a social group or club
- As an individual

Worksite size categories

- 3-6 staff
- 7-19 staff
- 20-49 staff
- 50-199 staff
- 200-499 staff
- 500-1,999 staff
- 2,000+ staff

1 mile	=	1 point
1 day	=	10 points
existing rider encouraged	=	50 points
new rider encouraged	=	100 points

How do people log trips?



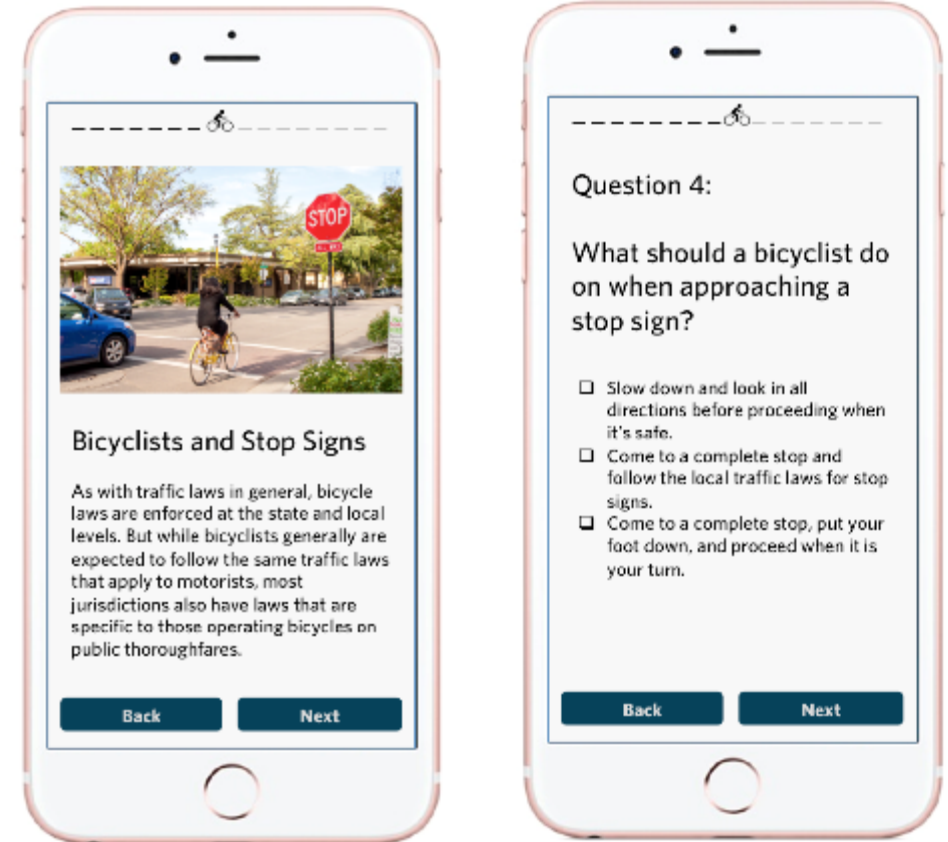
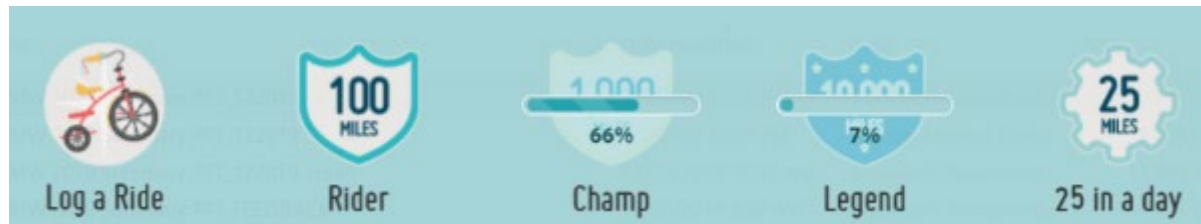
- Directly on the website
 - Log miles or minutes
 - Select date
 - Categorize trip type
- Sync to favorite tracking app
 - Strava, Endomondo, MapMyFitness
 - Will integrate with Agile Mile and RideAmigos

A screenshot of the 'ADD A RIDE' form on the Mobility Week website. The form has a teal header with navigation links: 'ADD A RIDE', 'ADD A PHOTO', 'GOALS', 'INVITE FRIENDS', and 'BADGES'. The main form area is light blue and contains the following fields: 'I biked' (text input), '10' (numeric input), 'miles' (dropdown menu), '09/20/20' (date picker), 'for' (text input), 'fun or fitness' (dropdown menu), and a 'LOG MY RIDE' button. A calendar dropdown is open for the date field, showing a calendar for September 2020. A trip type dropdown is also open, showing options: 'transport to or from work', 'transport to or from other destination', 'transport to or from meeting', 'fun or fitness' (highlighted), 'ride with kids', and 'indoor ride'. A small note at the bottom right says 'e to log rides automatically! 📱'.

Safety education and more



- Series of “quick courses” (2 to 5 mins)
- Mobile friendly, easy-to-digest content
- Range of courses from bike safety, bike skills, and motorist education
- Badge system used to encourage participation and learning



Storytelling and Encouragement



- People can write and share stories on the Love to Ride site
- This creates **new social norms** through storytelling
- Gather stories and photos to share on social media, emails, blogs, etc.

Write a story

✓ Choose a topic

Biking in the Coronavirus Era
My favourite place/route to ride
A story from the Bike Challenge
My Bicycle Romance
My first time on a bike in years
A happy riding memory
My commute by bike
Encouraging others to ride
Other

Image (Optional)

No file chosen

Challenge Toolkit

- Challenge Fact Sheet
- Challenge Poster
- Flyer/Postcard
- Sign-up Sheet
- Web/E-mail Banners
- Email Signatures
- Letter, Call and E-mail templates
- Press Release

Join us for the Love to Ride Florida challenge!

The challenge is a fun, free statewide competition for individuals and organizations to get more people riding bikes.

The **Love to Ride Florida** challenge kicks off with Mobility Week on Friday, October 30, 2020 and continues through the end of November.

Individuals, social groups, and workplaces can all participate, with a competition for the top spots on statewide leaderboards. For this competition, miles aren't the only way to win. In fact, riding for as little as ten minutes is a great place to start!

LOVE TO RIDE
FLORIDA



Here's how to participate:



The **Love to Ride Florida** challenge is made possible by Mobility Week, a statewide celebration of making smart, efficient, and safe transportation choices.

Learn more at www.MobilityWeekFL.com, or email contact@MobilityWeekFL.com.

Mobility Week
www.MobilityWeekFL.com

Prizes and Incentives



- Individual prizes
 - Early Bird Registration Prize - a new bike! (\$500 value)
 - Mobility Week Prize - a new bike! (\$500 value)
 - New Rider Prize (x3) - \$100 of gear from a local bike shop
 - Senior Rider Prize (x3) - \$100 of gear from a local bike shop
 - Family Ride Week (x3) - \$100 of gear from a local bike shop
 - Love to Ride Florida Challenge grand prize - a new bike! (worth \$700)

Prizes and Incentives



- Organizations

- Office Bike Maintenance Prize Bundle (\$200 value)
 - 200+ staff organization with highest percentage of their staff participating
 - Bundle of goodies – bike stand, a tool kit, high viz gear for participating riders
- Love to Ride Florida Certificate
 - Top three organizations in each size category
 - Framed Love to Ride Florida certificate

*** Note: Prizes and incentives are being provided by Love to Ride through the state license agreement**



USE HASHTAG | #mobilityweekfl

Mobility Week—What *moves* you?