



# South Florida **COMMUTER** CHALLENGE 2017

## Take the Challenge!

*In support of National Clean Air Month, South Florida Commuter Services, a program of the Florida Department of Transportation, is hosting a Commuter Challenge throughout Monroe, Miami-Dade, Broward, Palm Beach, Martin, and St. Lucie Counties! To participate, individuals must log at least one commute using an alternative transportation mode, such as carpooling or transit, during the month of May.*

### How It Works

- Download the app
- Register for the Challenge
- Tap in and tap out to log trips
- Log at least one alternative mode trip in May

### Individual Benefits

Commuters will be rewarded for using alternative modes through a variety of incentives. Mileage leaders will also be recognized on the website's real-time leaderboard. For commuters used to driving alone, the Challenge will provide an opportunity to explore new options to reduce the cost, time, and stress associated with their drive to work.

### Employer Benefits

Throughout the campaign, participating employers will be recognized for their leadership and community stewardship through features on various local media outlets, collateral materials, billboards, press releases, and more. These partners will also be eligible for featured profiles on the



### Community Benefits

By reducing the number of vehicles on the road, this campaign will improve traffic conditions and air quality throughout the region.

Additionally, the technology being used will allow FDOT to capture data critical to analyzing and improving current transportation systems and programs.

### Contact

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