



## West Palm Beach TMI Transportation Management Initiative

### OVERVIEW

South Florida Commuter Services, working in cooperation with the City of West Palm Beach and the Florida Department of Transportation (FDOT) will continue the West Palm Beach Transportation Management Initiative which began in May, 2002.

The TMI is a project funded by the Florida Department of Transportation and staffed by a member of South Florida Commuter Services (SFCS). The TMI is located at and supported by the City of West Palm Beach offices (in City Hall). The TMI also works closely with other agencies such as the MPO to promote vanpooling, Tri-Rail and Palm Tran.

### BACKGROUND

External visibility of the TMI helps channel the TMI's advocacy, educational, and outreach roles. Also examined is the potential reach of promotional efforts and their impact in convincing customers to consider alternative commute modes.

The TMI focuses on the following key TDM strategies:

- Reduce traffic congestion and parking demand in the downtown area
- Maximize the use of all forms of public transportation (Tri-Rail, Palm Tran)
- Promote alternative work hours
- Optimize effectiveness, safety and convenience of other options to driving alone by fostering the use of "ped-friendly" streets (i.e. the identification of potential locations for pedestrian bridges)
- Promote the Commuter Tax Benefit program to local employers (subsidy, pre-tax)
- Coordinate events and assist event promoters with their shuttle provisions and parking
- Work with downtown employers to communicate detour activity and construction details
- Training Employer Transportation Coordinators (ETCs) to promote alternative commuting at their work sites
- Coordinate and facilitate bi-monthly Transportation Committee meetings with Advisory group



## **EMPLOYER OUTREACH**

The TMI's primary role (75% of staff time) is that of employer outreach. The TMI works with SFCS and others to increase awareness and use of transit and ridesharing. Large employers and/or buildings will be targeted. TMI staff :

- Provide information on carpooling, vanpooling, transit and Emergency Ride Home
- Assist in the formation of ridesharing agreements
- Promote Tri-Rail and PalmTran services
- Provide materials to employers for use with new employee orientations
- Provide incentives for employers to designate a volunteer Employee Transportation Coordinator
- Conduct employer surveys
- Promote the control of on-street parking through mixed use

The TMI develops a variety and types of educational opportunities provided to TMI members and their employees. These may include:

- Employee Transportation Coordinator (ETC) training programs
- Seminars, workshops, and courses offered by the TMI at employer worksites such as an examination of the status of various transportation projects of concern to the TMI members such as the new convention center and how it will impact traffic flow
- Employer site visits
- Transportation Days

## **CITY OF PALM BEACH TDM POLICY**

The City of Palm Beach at the recommendation of the Mayor has drafted a TDM Policy that will require businesses located in the downtown district to develop a TDM Plan and implement methods to reduce single-occupancy trips to worksites. It will be the role of the TMI to assist businesses with compliance and recommend measures that will reduce vehicle trips. In addition, the TMI will develop collateral pieces that will provide awareness to businesses. In addition, the TMI will be expected to monitor the results and provide accurate reporting to the City of compliance.