

Commuter Challenge 2007 Analysis

Number Total of Participants: 8,013

Number of SOV Participants: 4,776

Companies with 50+ Participants:

Companies w/50+Participants	
Broward County (BC)	University of Miami (MDC)
Assurant Group (MDC)	City of Boca Raton (PBC)
Barry University (MDC)	Florida Atlantic University (PBC)
City of Miami (MDC)	Palm Beach County (PBC)
City of Miami Beach (MDC)	Palm Beach County School District (PBC)
Miami-Dade County (MDC)	FDOT (Tri-County)
Miami-Dade County School District (MDC)	

Source of Awareness:

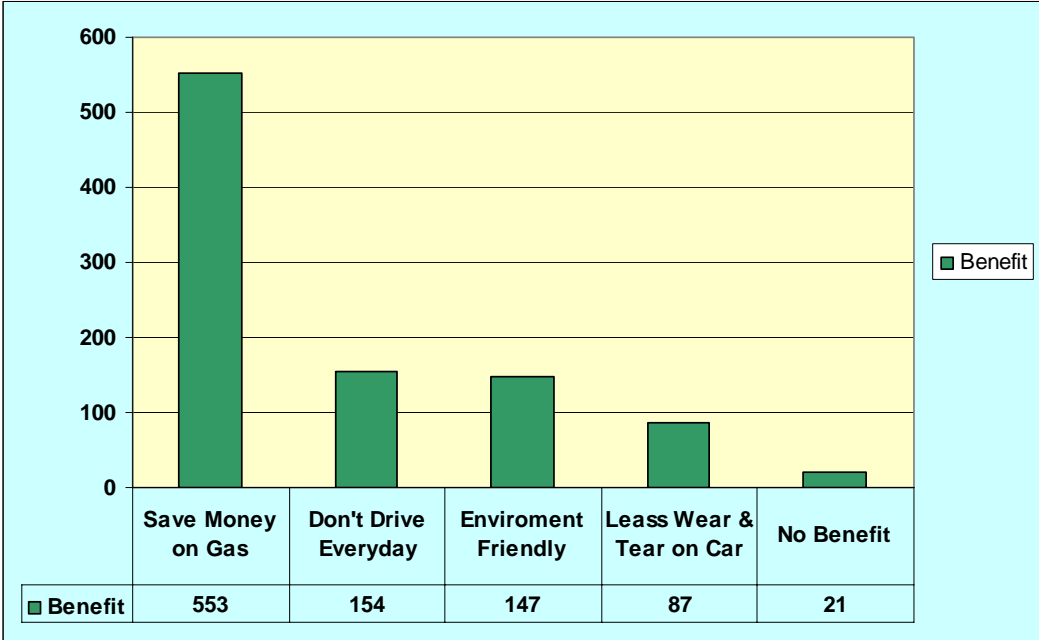
Source of Awareness of Challenge			
E-mail Blast	3,969	Web	872
Radio	1,271	Flyer	386
Billboard	591	Television	24
Employer	844	Other	56

Follow-up Survey: 4,742 participants with valid e-mail addresses were contacted after the Challenge to provide feedback on their experience. 962 responded to the survey.

How would you rate your experience?

	Excellent	Good	Fair	Poor
Bike	12%	74%	11%	3%
BCT	4%	22%	56%	18%
Carpool	44%	47%	7%	2%
MDT	37%	34%	23%	6%
PalmTran	6%	14%	59%	21%
Tri-Rail	43%	48%	6%	3%
Vanpool	87%	13%	0%	0%
Walk	22%	59%	7%	12%
Average	32%	39%	21%	8%

Of the following, what did and would you benefit most by using an alternative mode to commute?



Since the Commuter Challenge on May 18th, how many days per week have you been using an alternative mode to commute to work?

# of Days using an Alternative Mode	# of Commuters
None	47
1-2	84
3+	513