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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Miami Beach Joins the South Florida Commuter Challenge

— *In an Effort to Ease the Burden of Commuting* —

Miami Beach, FL – South Florida is home to the fifth most congested roadways in the nation. This should come as no surprise to local commuters as they spend an average of one hour and 48 minutes to travel routes that should only take 30 minutes. Besides traffic congestion, emissions from the combustion of gasoline and diesel for transportation accounted for 18 percent of Miami Beach’s community-wide greenhouse gas emissions inventory.

To educate and encourage commuters throughout the region to try modes of transportation other than driving alone, the City of Miami Beach joined the Florida Department of Transportation and other transportation partners in hosting the South Florida Commuter Challenge during the month of May.

“From public transit to ride sharing possibilities, there are more options than ever to ditch your personal vehicle,” said Miami Beach City Manager Jimmy L. Morales. “Reducing car trips by replacing them by other modes of transportation can tremendously assist the city’s carbon footprint reduction.”

Participants may sign up for the challenge by downloading the free RideFlag mobile app from the App Store or Google Play to log alternative mode trips from May 1 to May 31, 2017.

The app will allow users to choose to participate in a car pool, set their route and mode type and prompt them to "tap in" and "tap out" as they begin and end their commute. They may set trips manually or select from Google Transit recommendations. Trips can be scheduled in advance and on a recurring basis. The app will also display the real-time personal cost savings and environmental impact of their logged mileage.

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