



4350 West Cypress Street, Suite 700
Tampa, FL 33607
Phone: 813.282.8200
Fax: 813.282.8700
www.TBARTA.com

The City of St. Petersburg and TBARTA Announce Commuter Choices Day – Join Us Wednesday, October 18, 2017

FOR IMMEDIATE RELEASE

CONTACT: Michael Case
Principal Planner
(800) 998-RIDE (7433)

TAMPA, Fla. (Oct. 6) – On October 18, 2017, from 11 am to 2 pm at Williams Park in downtown St. Petersburg, the Tampa Bay Area Regional Transit Authority (TBARTA) will hold a **Commuter Choices Day event**, at which the City of St. Petersburg will be presented an award for its recent designation as a ‘Best Workplaces for Commuters’ (BWC) employer, and commuting resources and options will be offered and promoted to attendees.

Mayor Kriseman will accept the BWC Award on behalf of the City, which has a history of promoting commuting choices to its employees. The City partnered with TBARTA under its Commuter Services employer program (<http://tbarta.com/en/employer-services/commuter/employer-services>) earlier this year to expand commuting options for City employees. City staff also received assistance in assembling the criteria to become a BWC recognized employer.

Commuter Choices Day (CCD) will be hosted by TBARTA, in partnership with the City of St. Petersburg, the Florida Department of Transportation (FDOT) District 7, the St. Petersburg Downtown Partnership (SPDP), iHeartMedia, Inc., and the Center for Urban Transportation Research (CUTR) at the University of South Florida, which manages the BWC program. BWC recognizes employers who offer benefits to their employees that support smart commuting practices, such as subsidized transit passes, vanpool subsidies, and federal tax benefits that support vanpooling and transit.

Several vendors will also be on hand to talk about their respective programs and services, including the Pinellas Suncoast Transit Authority (PSTA), Pedal Power Promoters, LLC, WalkWise, Healthy St. Pete, the Florida Bicycle Association, Coast Bike Share, Tampa Bay Next, and more. Four bicycles will be given away to attendees who enter a random drawing on the day of event, and the Florida Orchestra, also a TBARTA Commuter Services partner, will provide musical entertainment.

“We want to show employers what they can achieve by offering commuting choices such as carpooling and vanpooling programs, teleworking, and flexible work hours,” says Ray Chiaramonte, executive director of TBARTA. “From increases in productivity to cost savings on parking and health benefits, there are a lot of positive impacts that can be realized just by switching from driving alone every day to a ridesharing or transit option.”



Speakers at CCD include Bill Jones, director of transportation development at FDOT District 7, Phil Winters, director of transportation demand management programs with CUTR, Eric Carlson, transportation director of SPDP, and Ray Chiaramonte, executive director of TBARTA.

For more information about CCD, visit: <http://www.tbarta.com/en/2017/press/commuter-choices-day>. Media contact is Michael Case, Principal Planner, TBARTA, at michael.case@tbarta.com or 813-282-8200.

###

TBARTA was created to plan and develop a multimodal transportation system that will connect five counties of the Tampa Bay region – Hernando, Hillsborough, Manatee, Pasco, and Pinellas. For more information, visit www.TBARTA.com.