

WHEELS

Promoting Green Mobility throughout Southeast Florida

PROJECT DETAILS

Client: East Coast Greenway Alliance
 Year Initiated: 2015

For more information, visit doverkohl.com.

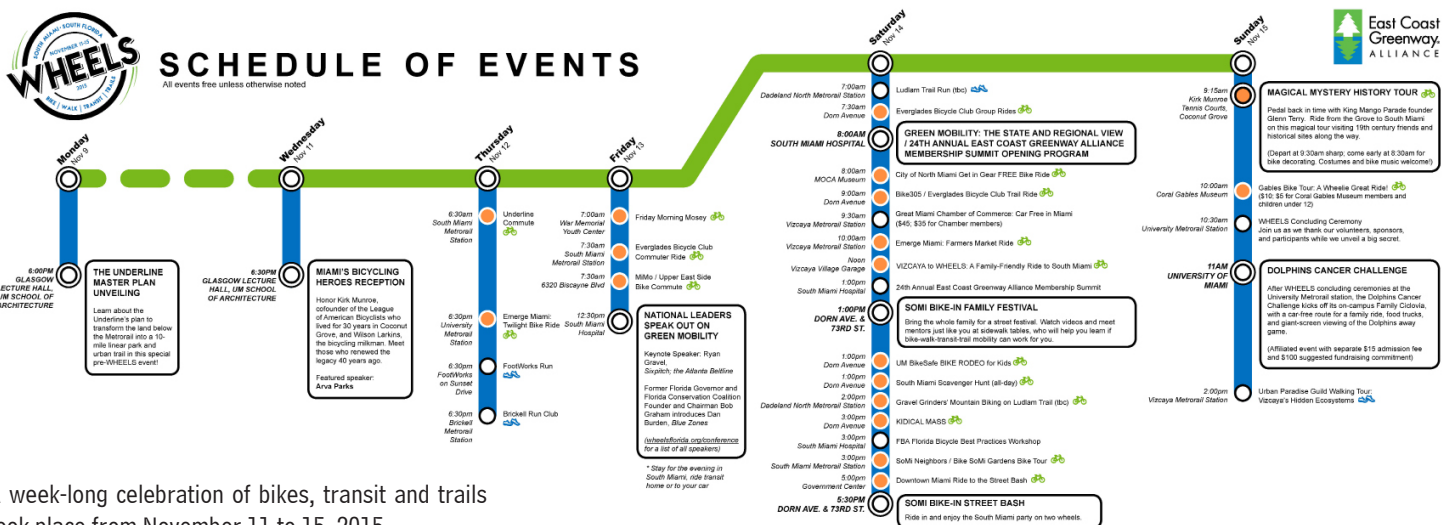
The Project

WHEELS was an initiative led by DP&P, collaborating with East Coast Greenway Alliance, to shine a bright spotlight on bikes, trails and transit and showing people South Florida's streets, bikeways, and public transportation network as one interconnected system. November 11-15, 2015, dozens of rides, runs and other activities gave people fun ways to discover the close proximity of the region's best destinations are by bike, trail and transit. To announce WHEELS week, the bikes/trails/transit message was shared with dozens of interviews, articles, and stories in both print and broadcast medias.

In-house branding: The WHEELS brand, produced at DK&PI, was distributed widely by the thousands in November on Metrorail trains and Metrobuses, as well as local municipalities and businesses.



People on WHEELS: An instructional video on how to use bikes and transit together featured Victor Dover, Emily Glavey, and Hernan Guerrero from DKP



A week-long celebration of bikes, transit and trails took place from November 11 to 15, 2015.

Bike, Transit, & Trails

A selection of specific events during the WHEELS week were created.



Above left: University of Miami's Sebastian the Ibis made an appearance to show others how to put their bike on the bike racks.

Above right: Dan Burden, Director for Blue Zones, received the Share the Road award at the WHEELS Green Mobility Conference.

Bottom: Victor Dover joined Urber SVP Ryan Graves to announce the launch of UberPool as part of WHEELS week.



Top: WHEELS hosted the first run on the future Ludlam Trail, a Miami-Dade County rails-to-trails project.

Bottom: Dozens of fun rides and runs brought thousands of people to use their bikes with transit.