



Miami-Dade Transportation
Planning Organization

Mascots, Media & Mobility Creative Tools: Empowering the Next Generation for Real Impact in Transportation Planning

September 16, 2026

Paul Chance

Miami-Dade TPO Public Information Officer



Outreach

Reaching the
Community



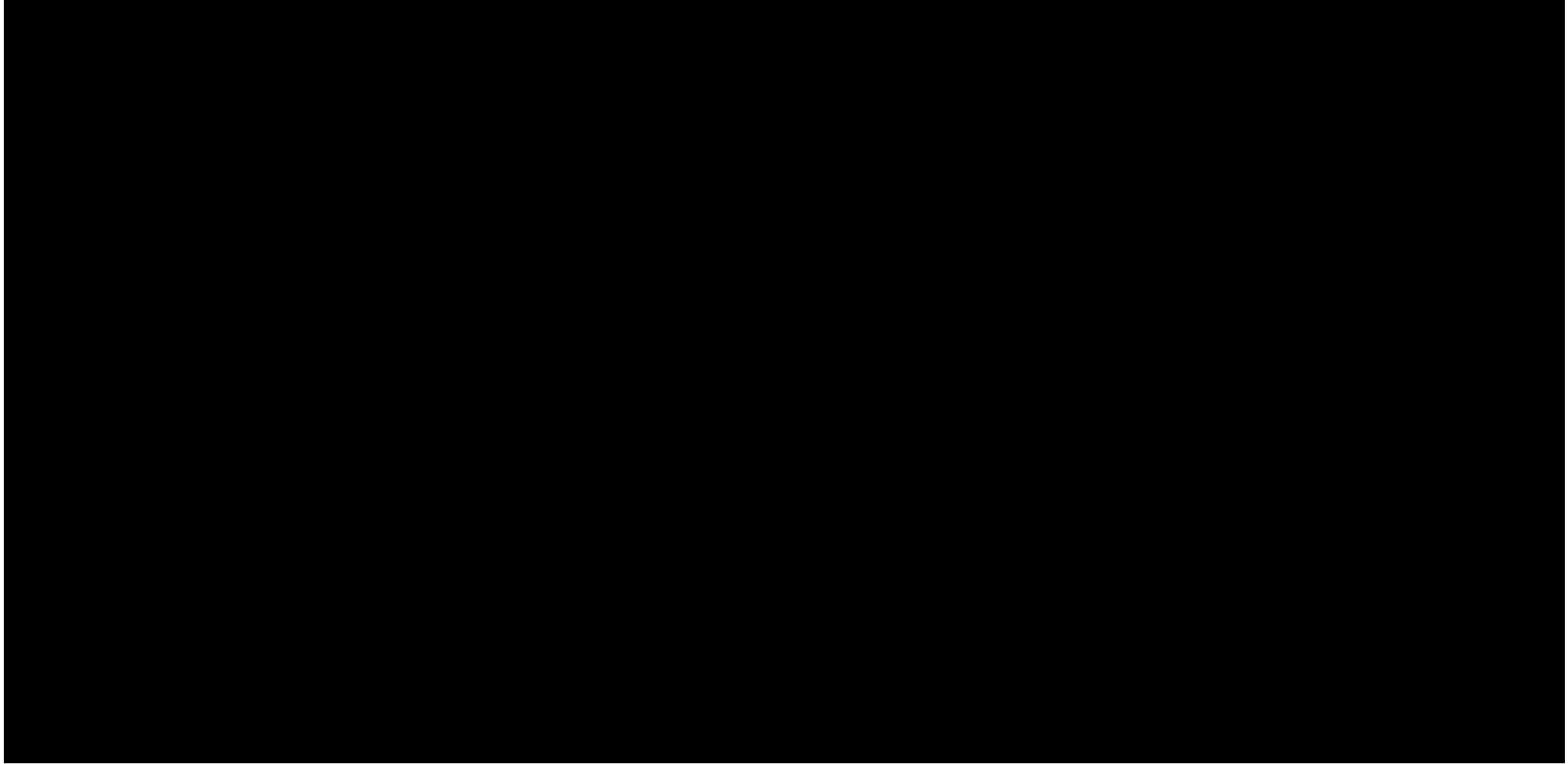


Reaching the Business Community





TPO on the Go!



How we are Creating Tools Empowering the Next Generation for Real Impact in Transportation Planning

"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution."

- Albert Einstein

Question?

Why Does Youth Engagement Matter?



“Students don’t need a seat at the table.

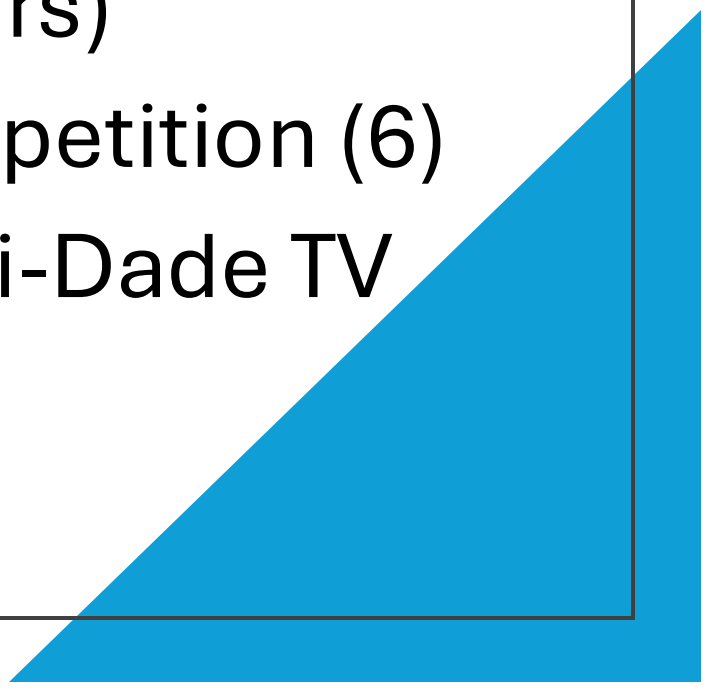


They can help build the table -



if we invite them.”

Public Service Announcement (PSA)

- ✓ Created a partnership with Career Technical Education (CTE) leadership (2 Years)
 - ✓ Bicycle & railroad safety PSA competition (6)
 - ✓ Winning videos featured on Miami-Dade TV
- 
- A large blue triangle is positioned in the bottom right corner of the slide, pointing towards the top right.



High School PSA Contest

Calling all CTE Students & Teachers! Middle & High School CTE Events, Lunch Provided to Contestants. Prizes for Top 3 Individuals or Teams in each Challenge!

Register Now!

2024 INNOV@TE
Career Technical Education Challenge
Saturday, Dec. 7th 9am - 1pm

Hosted by **Miami Dade College**
Wolfson Campus

CTE CHALLENGES INCLUDE
*Students must be pre-registered to compete**

• 3D Printing • Artificial Intelligence • Criminal Justice - Forensics • Culinary Arts H.S. & Baking/Pastry M.S. • CyberHackathon • Elevator Pitch • Entrepreneurship • E-Portfolio • E-Sports - Gaming & Fan Art	• Fashion Design • Impromptu Speaking • Marketing - Finance & Hospitality • Mini Drone M.S. only • Parliamentary Procedure • Promoting Teaching Academy • Saving a Life - CPR • Ten80 Racing • TV Film Production • Website Coding
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Introducing: South Florida Showdown - Minecraft

***Register Now - Deadline Nov. 22**
Go to: [DCTC.dadeschools.net](https://dctc.dadeschools.net) for contest registration link and bus transportation request!

INNOV@TE is Part of the M-DCPS STEAM / STEM School Designation Rubric

PSA CONTEST INNOVATE COMPETITION

Career Technical Education (CTE), in coordination with the Miami-Dade Transportation Planning Organization (TPO), invites you to participate in a Public Service Announcement (PSA) contest focused on Bicycle Safety in Miami-Dade County. Help spread awareness and promote safe urban cycling with your creativity!

Background

Miami-Dade TPO guides the transportation planning process in Miami-Dade County to provide reliable transportation and mobility choices while supporting sustainable, equitable, and livable communities.

Guidelines

Objective: Create a one-minute video that highlights one or more topics on bicycle safety from the topics provided. Get creative! This is your chance to make a real impact on bike safety in Miami-Dade County.

Presentation Date: December 7, 2024

Contact

Paul Chance
Paul.Chance@mdtpo.org
305-375-1888

Select One Bicycle Safety Topic

Wear a Helmet: Ensure your helmet is properly fitted to protect your head in case of an accident. This simple step can be life-saving.

Be Visible: Always wear bright or reflective clothing, especially at night, or in low-light conditions. Equip your bike with front and rear lights, and use reflectors to stay visible to motorists.

Follow Traffic Laws: Remember that bicycles are vehicles, so follow the same rules as cars—stop at signals, signs, and adhere to lane markings.

Ride with Traffic: Always cycle in the same direction as traffic, staying to the right where safe. However, avoid riding too close to the curb to maintain space for maneuvering around obstacles.

Use Hand Signals: Signal your turns and stops clearly to ensure drivers and pedestrians understand your movements.

Avoid Blind Spots: Stay out of the blind spots of larger vehicles, particularly buses and trucks. Never pass them on the right, especially if they are about to turn.

Stay Focused: Keep both hands on the handlebars and remain focused on the road ahead. Avoid distractions like texting or wearing headphones while riding.

Watch for Car Doors: Ride at a safe distance from parked cars to avoid the risk of being hit by an unexpectedly opened door—a common cause of cycling accidents.

Stay Cautious at Intersections: Most cycling accidents occur at intersections. Slow down, make eye contact with drivers, and be ready to stop if needed.

Use Bike Lanes: Where available, ride in designated bike lanes to improve safety and minimize interactions with motor vehicles.







The Future of Transportation Planning Starts in the Classroom



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Miami-Dade County



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Miami-Dade TPO Transportation Safety Influencers

Miami-Dade TPO Governing Board unanimously adopted a motion to promote educational opportunities and exchanges with Miami-Dade County Public School Board.

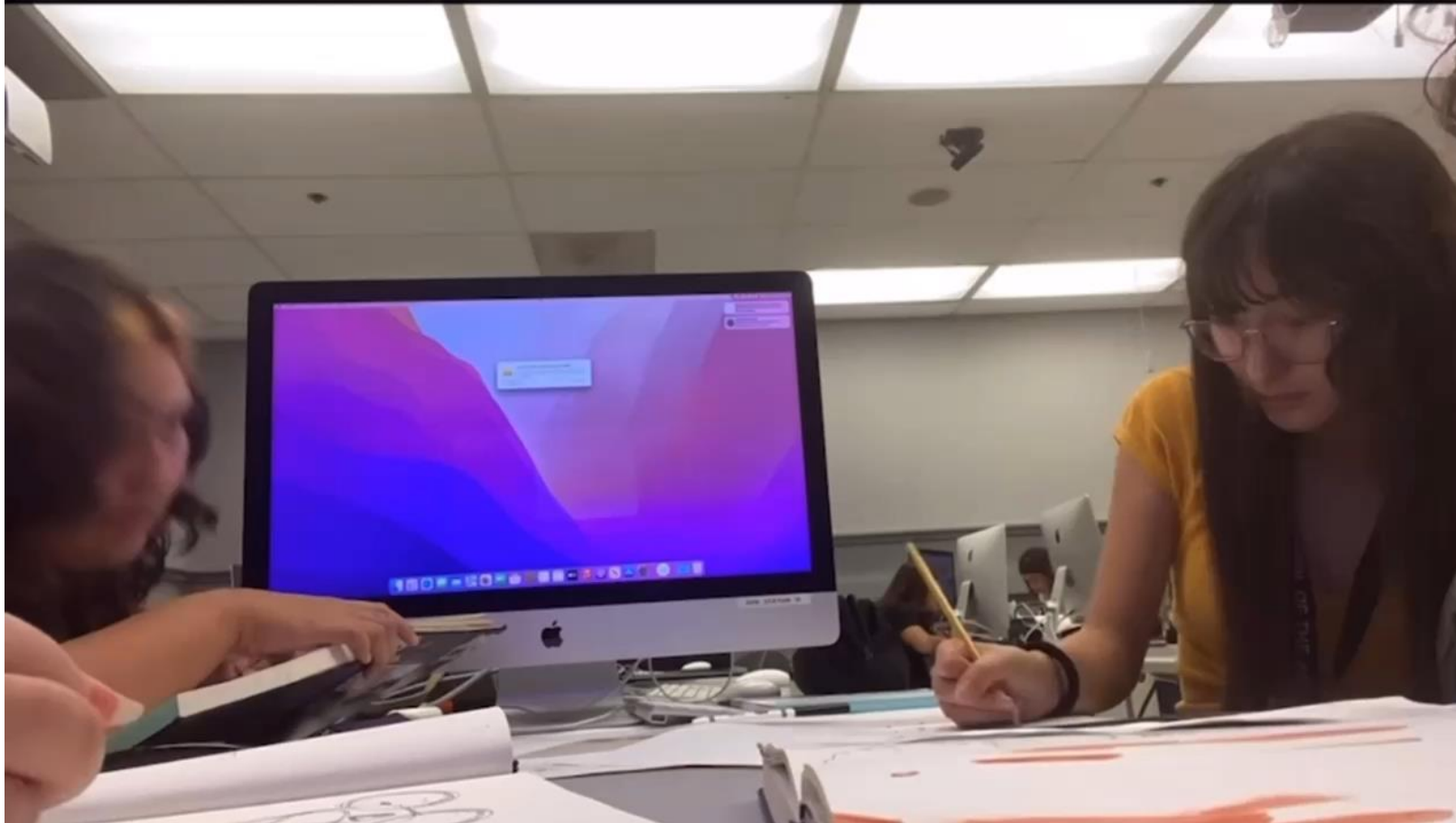
Three groups of students from the New World School of the Arts (NWSA) 9th grade Digital Imaging/3D Studies/Entrepreneurial class competed to develop a mascot for the TPO.

This collaboration promoted student pedestrian and bicycle safety, while also encouraging them to consider career opportunities in transportation.



Outreach Becomes Co-creation

“The Birth of the TPO Mascots”





New World School of the Arts Mascot Project “Transportation Safety Influencers”



Transportation Safety Influencers

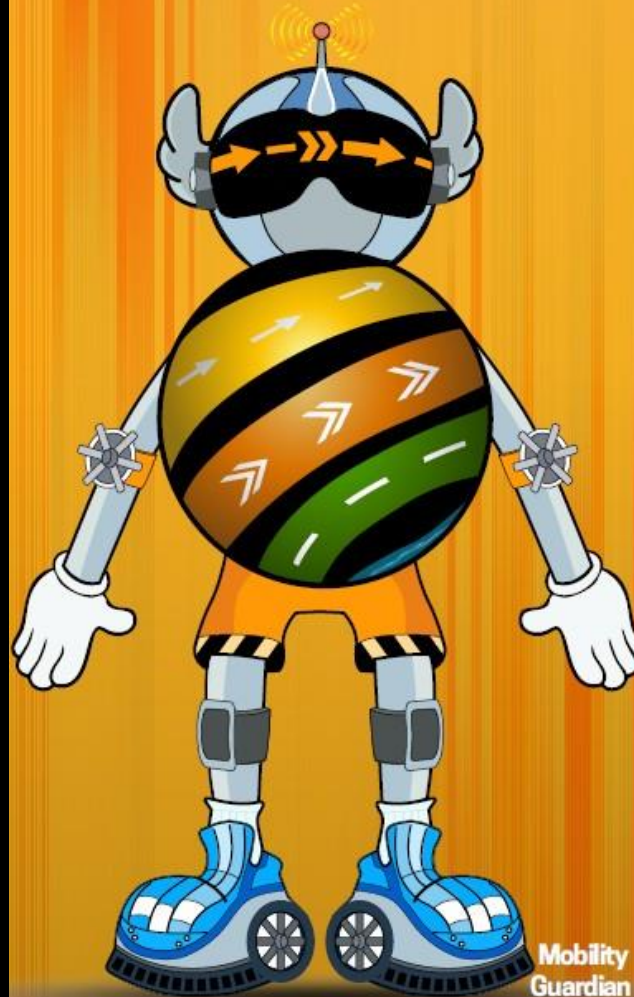
Let's Get There Safe Together!



Mobility
Maverick

Transportation Safety Influencers

Let's Get There Safe Together!



Mobility
Guardian

Transportation Safety Influencers

Let's Get There Safe Together!



Mobility
Maven

Transportation Safety Influencers (TSI) Introduction





TSI Activity Booklet

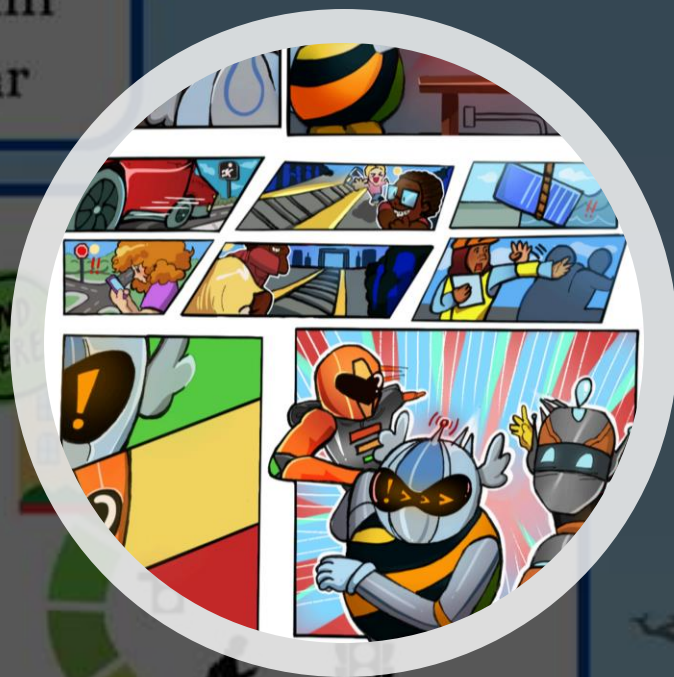
- Comic Book
- Safety: Train, Freight & Walking
- Crossword Puzzles
- Drawings
- Coloring Book
- Sign up for our e-newsletter
- TSI Videos
- TPO Contact Information

DOWNLOAD THE **TSI ACTIVITY BOOK TODAY!**

*scan the QR
code or visit
the link below*



For more information, contact the **Miami-Dade TPO** at information@mdtpo.org or visit miamidadetpo.org.



“The TSI activity book is a transportation bridge – full of color and fun activities while still delivering the message - transportation safety first”

TSI Activity Booklet

“

GO THROUGH THE

MATCH THE LETTER TO THE PHRASE!
ALERT TODAY, ALIVE TOMORROW

Miami-Dade TPO TSI Activity Book

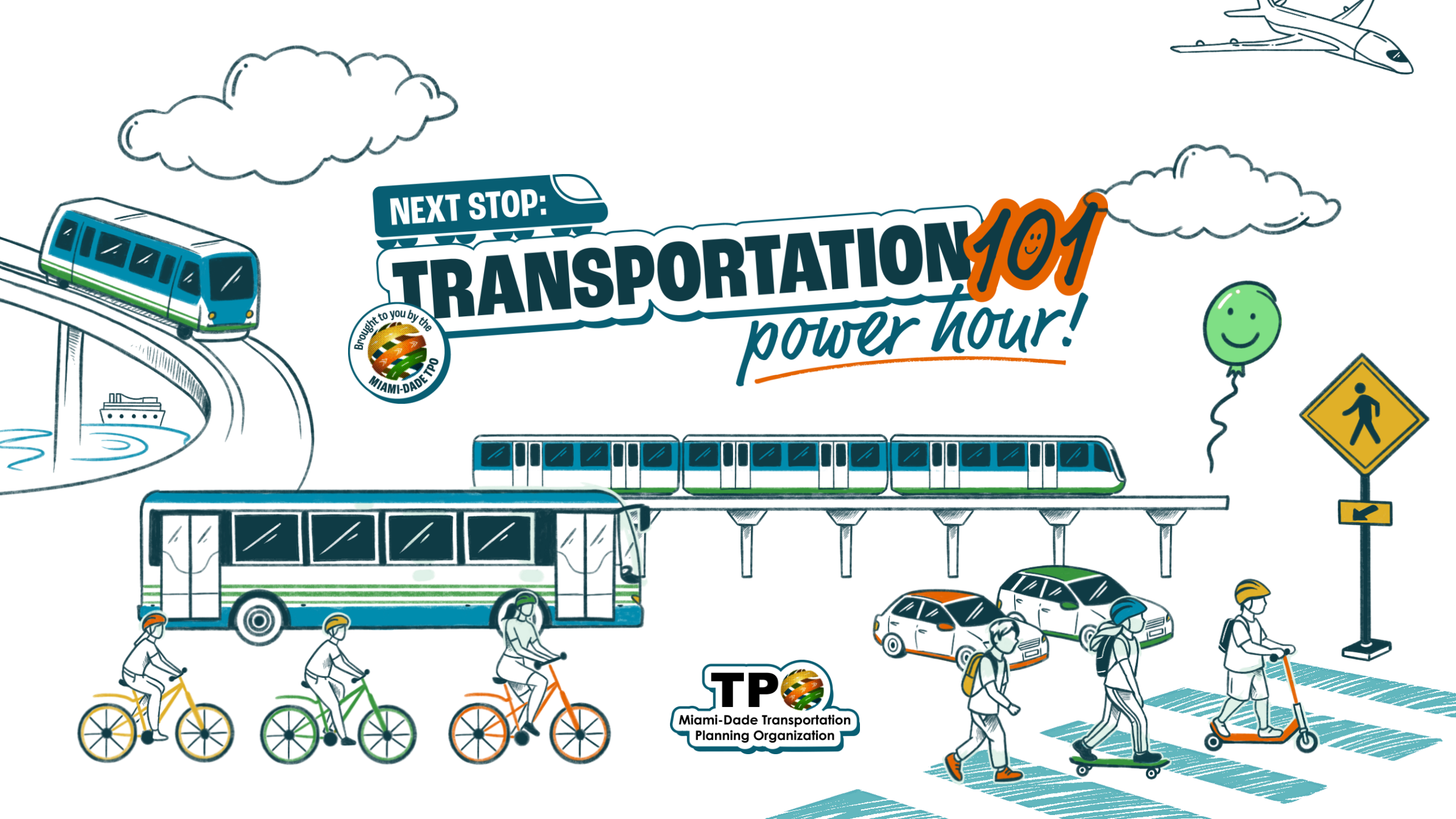


Miami-Dade TPO Transportation Safety Influencers

Episode 1 Introduction to the Team



Mobility Guardian (top) is the winning mascot, with Mobility Maven (bottom left) and Mobility Maverick (bottom right) chosen as Mobility Guardian's friends.



NEXT STOP:

TRANSPORTATION 101

power hour!



What is Next Stop: Transportation 101 Power Hour



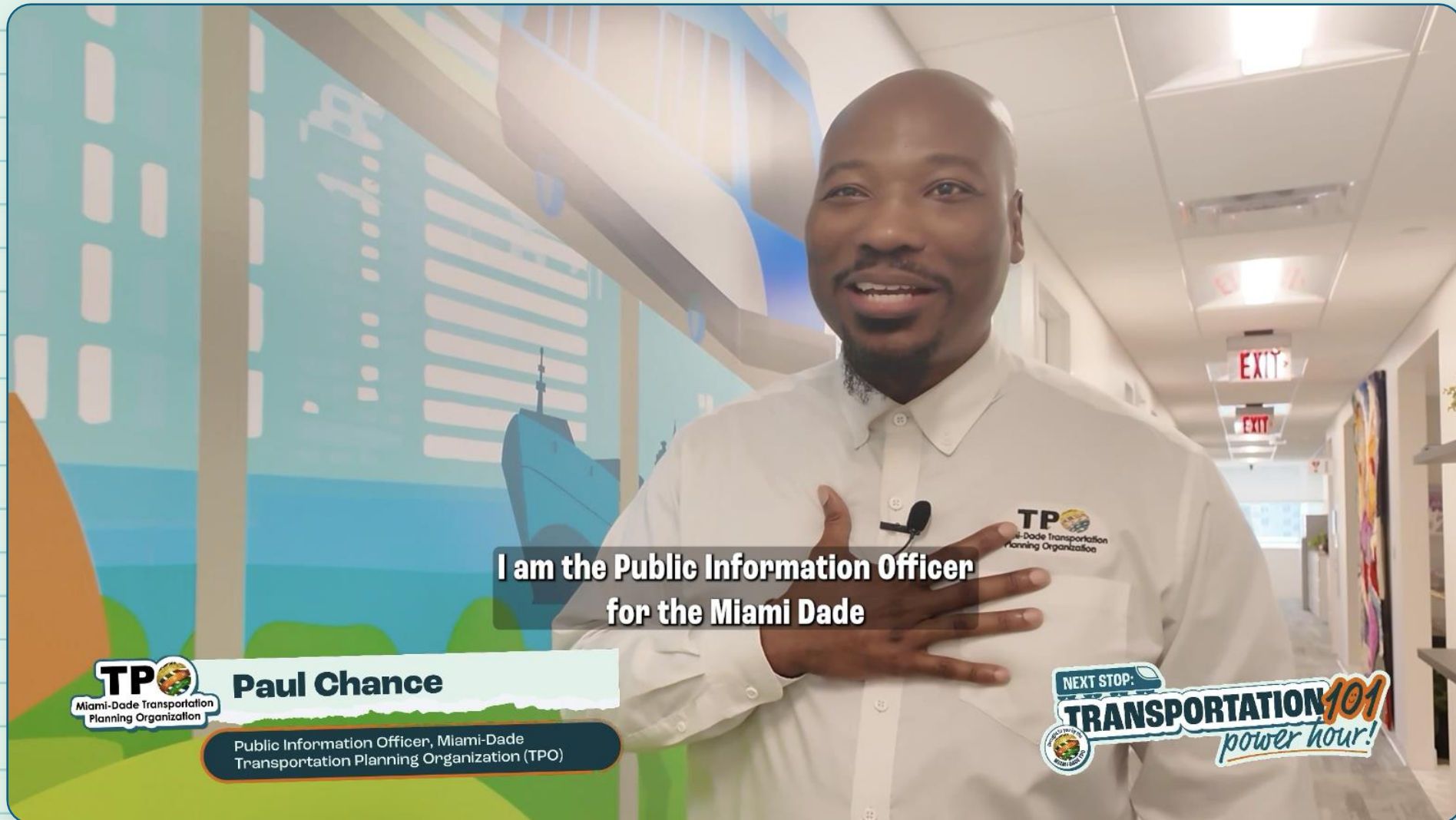
In March 2026, the Miami-Dade TPO developed a virtual educational opportunity designed to introduce students to the **world of transportation** while gathering valuable feedback to support the TPO's ongoing transportation planning efforts with the assistance of the Miami-Dade County Public Schools.

This course is called “Next Stop: Transportation 101 Power Hour.” **Through the course**, students explored transportation options, learned about bicycle and pedestrian safety, and discovered career opportunities in transportation.



Preview of Course

Course Overview



Course Chapters 1-3

STOP 1: Introduction

Students were welcomed to the course through an introduction video.

STOP 2: Miami-Dade TPO

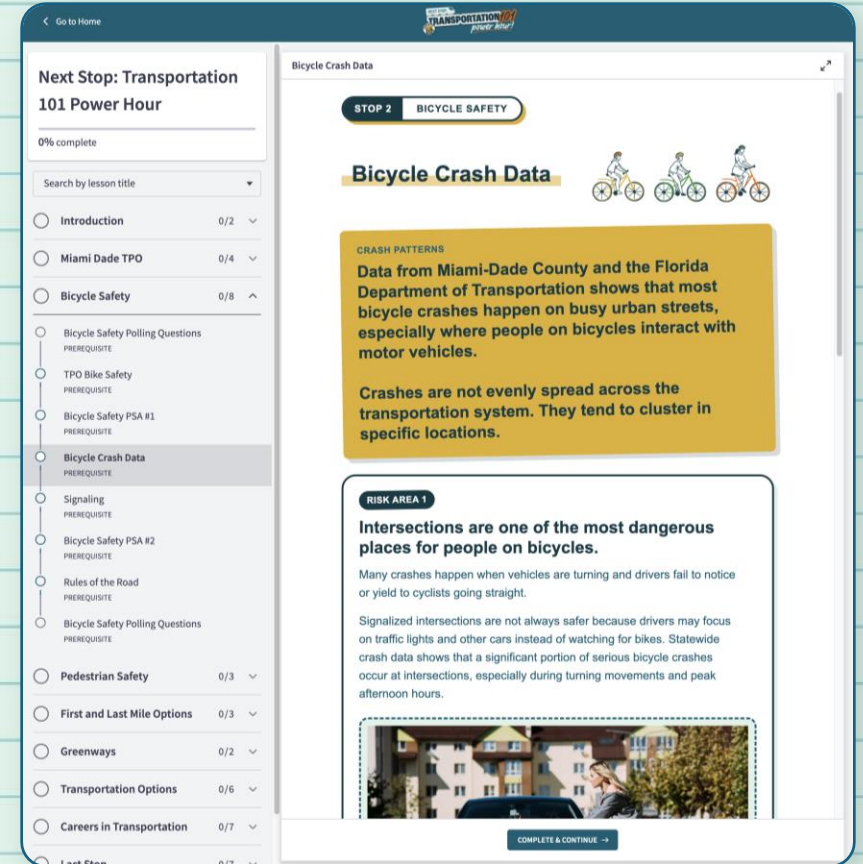
Students learned about the role of the Miami-Dade TPO, including key planning documents such as the TIP, LRTP, and UPWP. This stop also included the “Describe the TPO in One Word” short video.

STOP 3: Bicycle Safety

Students learned about bicycle safety, crash data, signaling, rules of the road, and safety PSAs. This stop also included the “Bike Safety - Helmets” short video.



Each course stop included **polling questions** to gather insight into students’ existing knowledge and test what they learned throughout the course.



Bicycle Safety

Course Chapters 4-6

STOP 4: Pedestrian Safety

Students explored pedestrian crash data, crosswalk types, and key safety practices.

STOP 5: First and Last Mile Options

Students learned how first and last mile connections support transit trips. This stop also included a short Metrorail trip video.

STOP 6: Greenways

Students were introduced to greenways and how they support safer, more connected transportation options.

Next Stop: Transportation
101 Power Hour

0% complete

Search by lesson title

- ☐ Introduction 0/2
- ☐ Miami Dade TPO 0/4
- ☐ Bicycle Safety 0/8
- ☐ Pedestrian Safety 0/3
- ☐ First and Last Mile Options 0/3
- ☐ Metrorail Trip Video PREREQUISITE
- ☐ First and Last Mile PREREQUISITE
- ☐ First and Last Mile Polling Questions PREREQUISITE
- ☐ Greenways 0/2
- ☐ Transportation Options 0/6
- ☐ Careers in Transportation 0/7
- ☐ Last Stop 0/7

First and Last Mile

STOP 4 FIRST AND LAST MILE OPTIONS

First and Last Mile

WHAT DOES IT MEAN?

First mile and last mile describe the beginning and ending parts of a trip that connect people to the main transportation system.

TRIP CONNECTIONS

These parts of a trip often involve walking, biking, rolling, on-demand services, or taking a short shuttle or bus before or after using transit such as Metrorail, Metromover, or bus service.

COMPLETE & CONTINUE →

First & Last Mile

Course Chapters 7-9

STOP 7: Transportation Options

Students explored transportation options such as Metrorail, Metromover, Tri-Rail, and Brightline. This stop also included a short video about what transit was like in the 90s.

STOP 8: Careers in Transportation

Students learned about career paths in transportation, including government and private consulting roles, engineering, planning, project management, and communications.

STOP 9: Last Stop

The course included the Miami-Dade TPO Transportation Safety Influencers, comic book and activity book resources, course review/feedback, course recap, and TPO contact information.



TSI Comic Book

Trendy Videos

Asking TPO staff to sum up
the TPO in one word



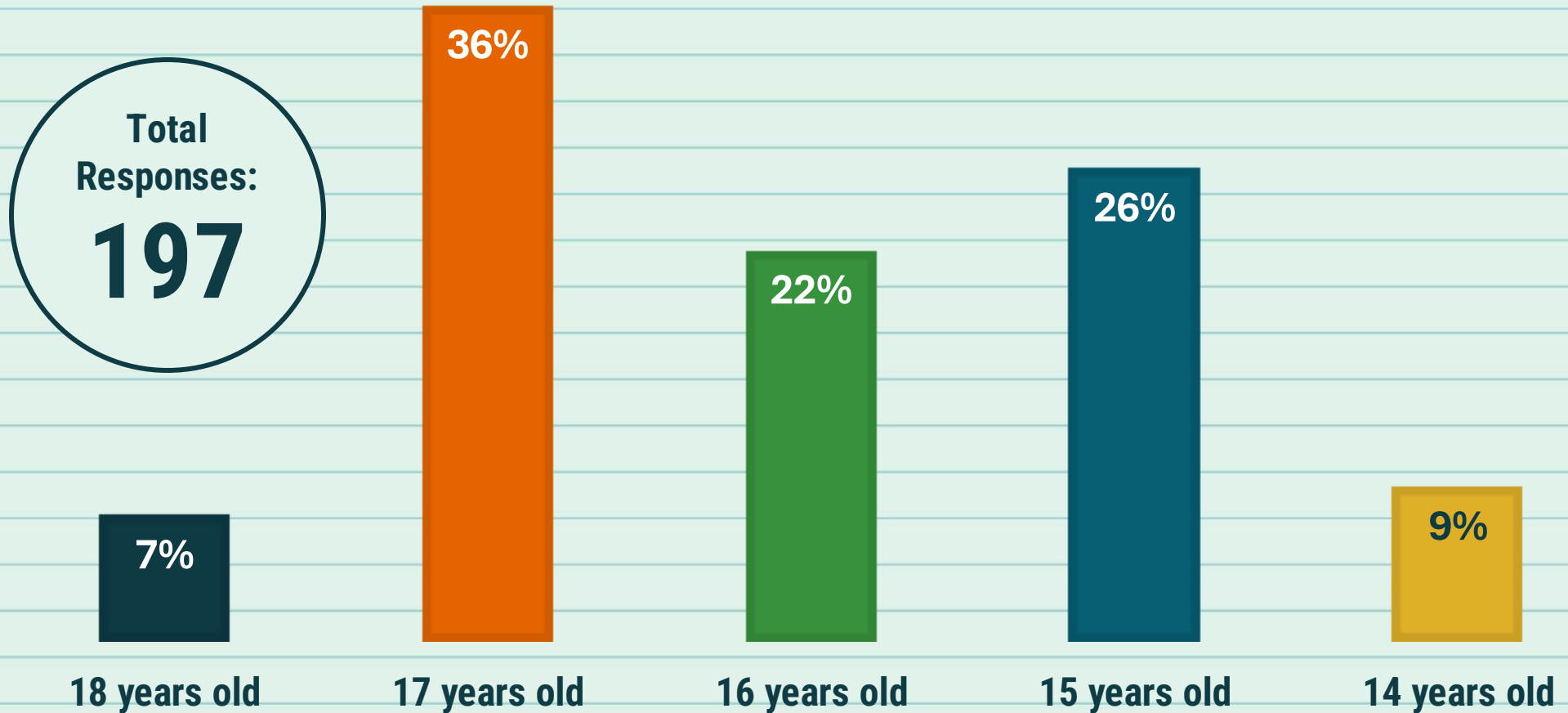
Editing our Metrorail trip like
a reality TV show



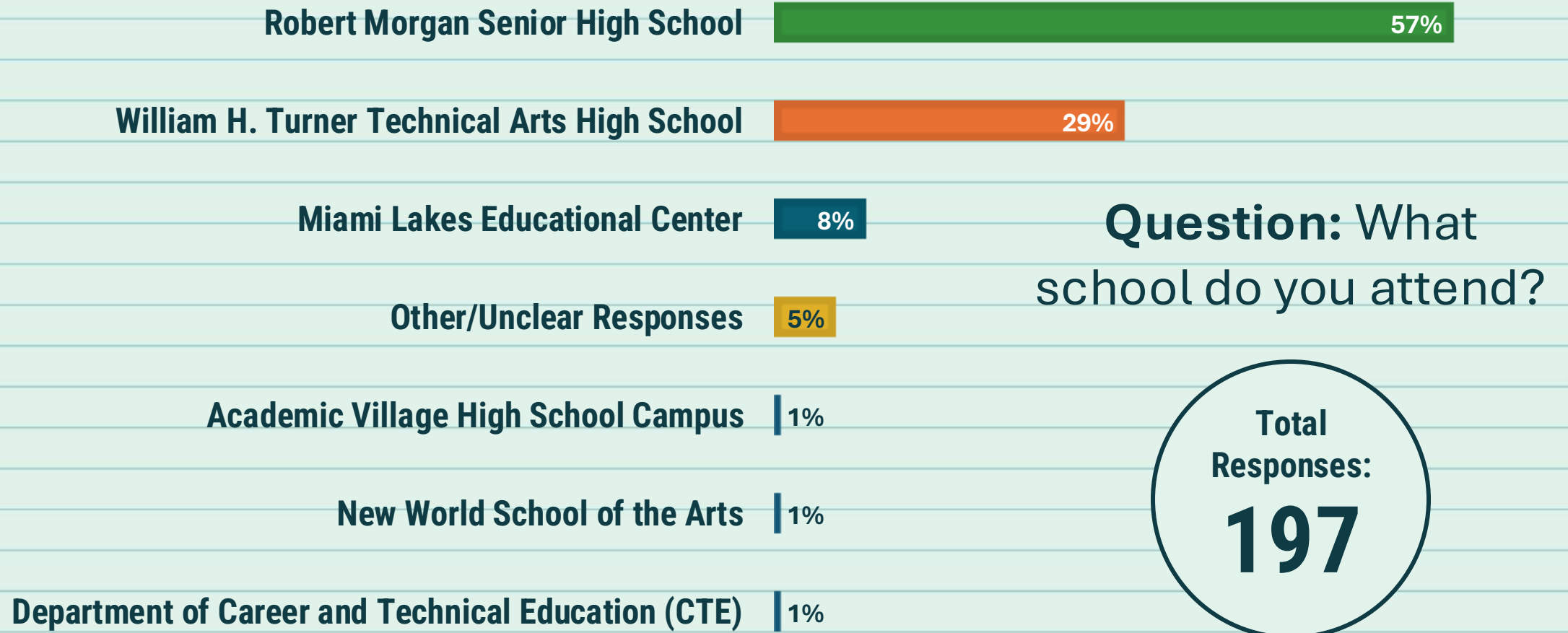
Who enrolled in this transportation journey?

Polling Results: Student Age

Question: How old are you?



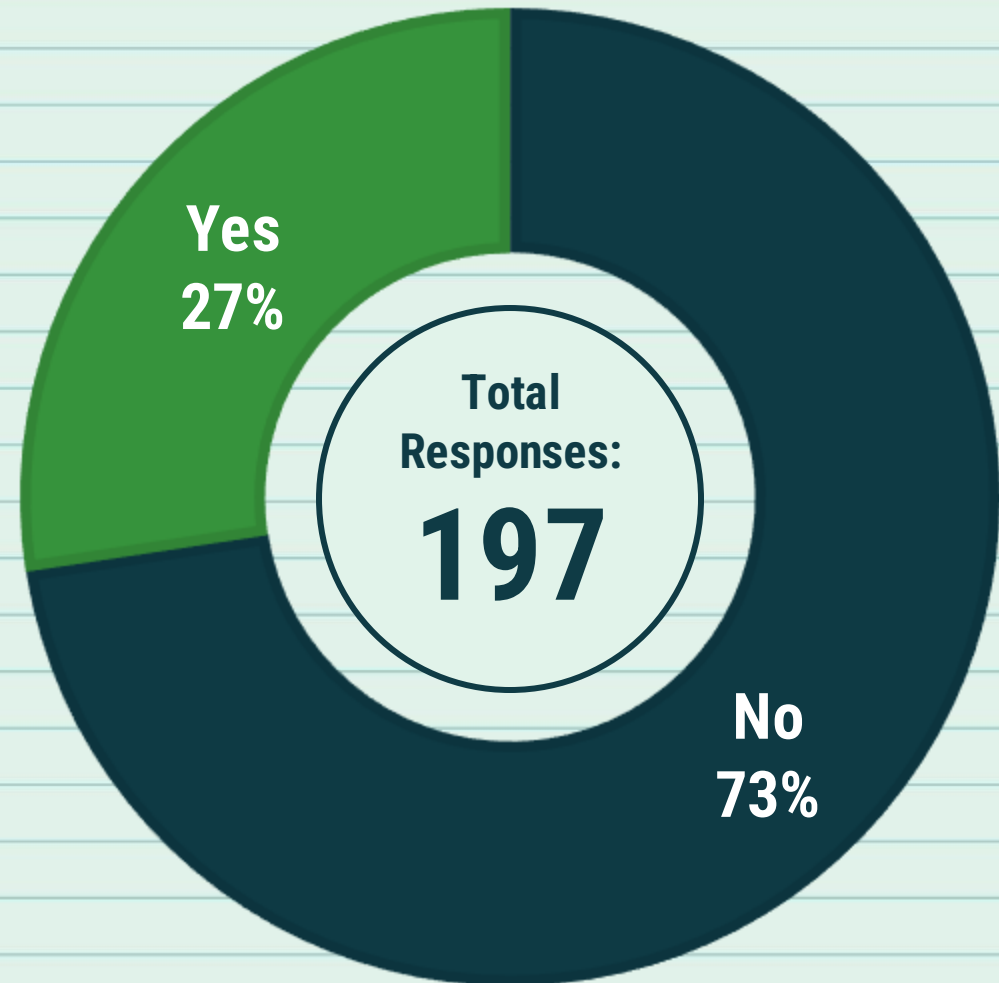
Polling Results: School Attended



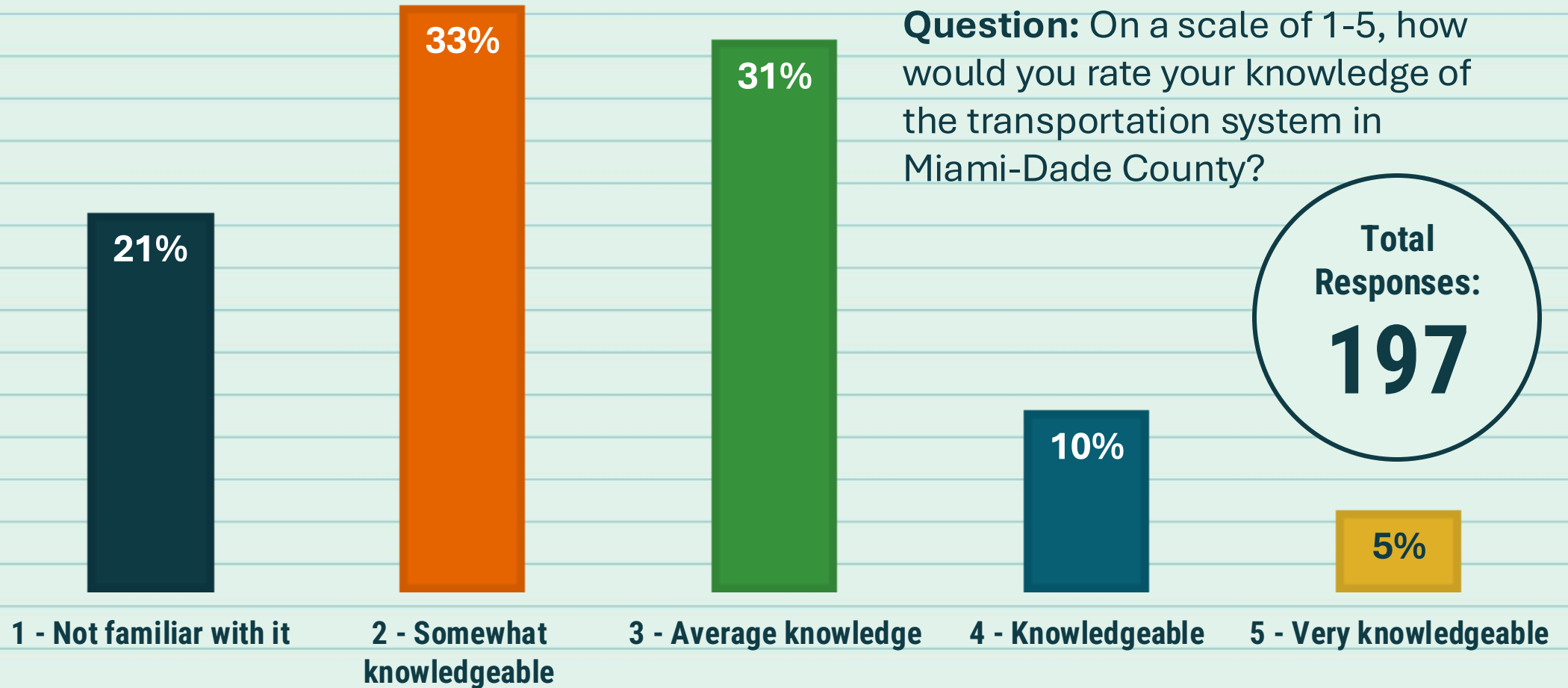
TPO Takeaways from the Field

Polling Results: Miami-Dade TPO Awareness

Question: Have you ever heard of the Miami-Dade Transportation Planning Organization (TPO)?

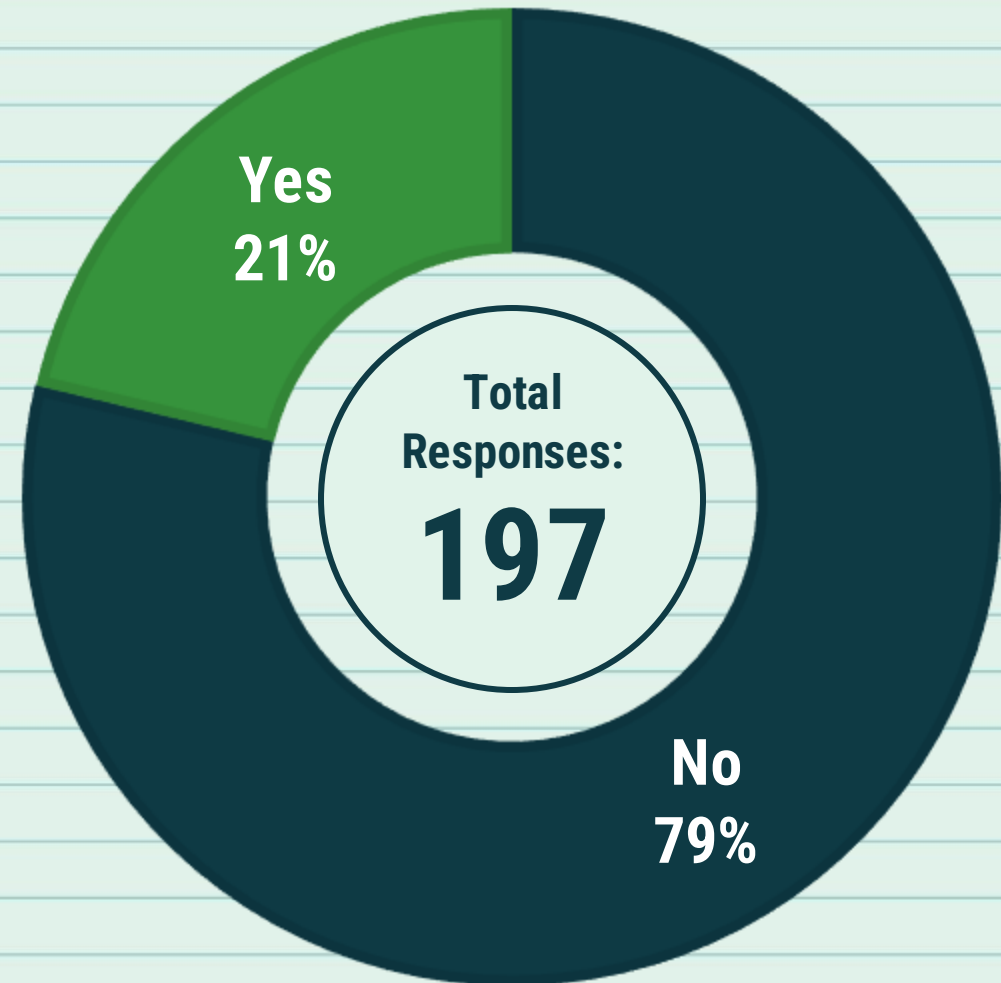


Polling Results: Knowledge of Miami-Dade Transportation System



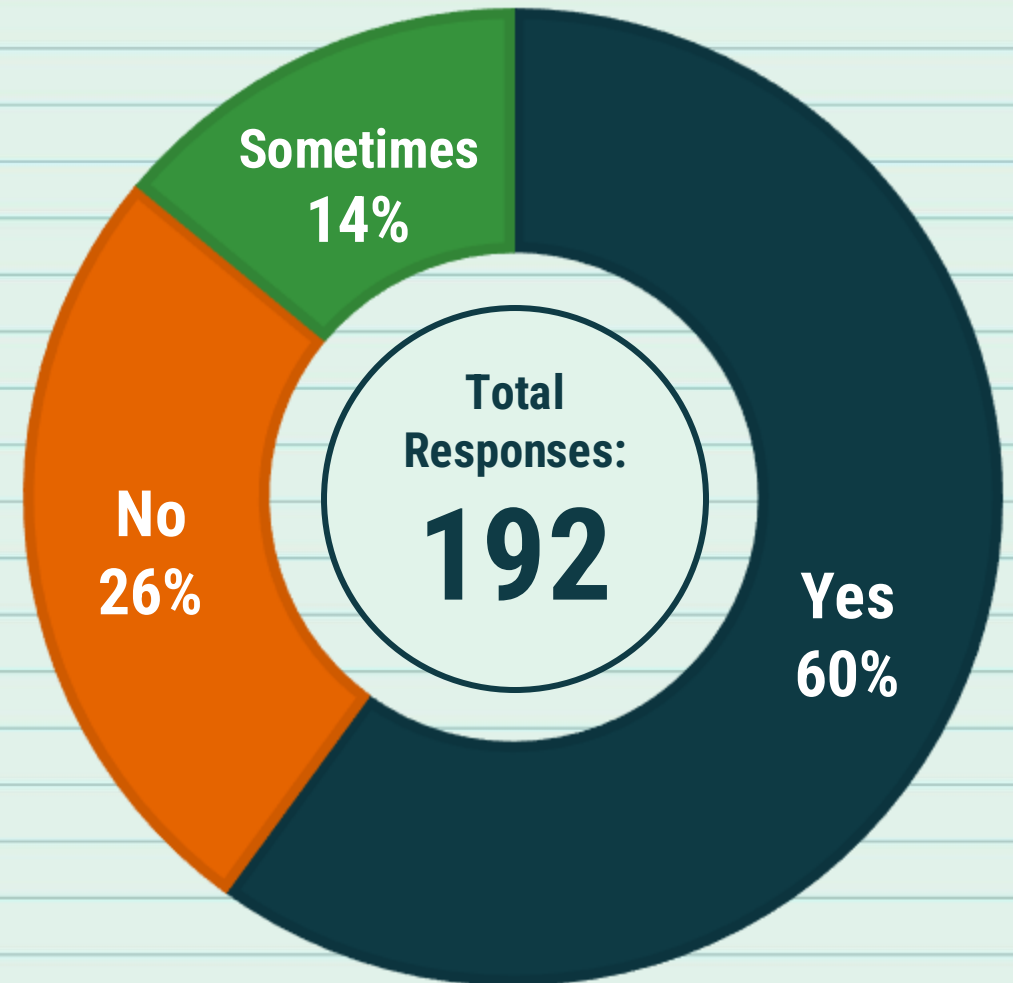
● Polling Results: Transportation Careers Interest

Question: Have you ever thought about a career in transportation?
(i.e. *Transportation Engineer, Transportation Planner, Communications/Marketing, Project Manager, Aviation, Legislative, etc.*)



Polling Results: Bicycle Helmet Use

Question: When you ride a bike, do you wear a helmet?



Polling Results: Bicycle Helmet Safety

Question: When riding a bike should you wear a helmet?

Correct Answer: Yes

Correct
Responses:
98.1%

Incorrect
Responses:
1.9%

What did the Students Discover with this Evolution of Outreach?

Polling Results: Meaning of TPO

Question: What does TPO stand for?

Correct Answer: *Transportation Planning Organization*

Correct
Responses:
96.9%

Incorrect
Responses:
3.1%

Polling Results: TPO's Main Function

Question: What is the TPO's main function?

Correct Answer: *Transportation planning in Miami-Dade County*

Correct
Responses:
97.6%

Incorrect
Responses:
2.4%

Polling Results: TPO Transportation Planning

Question: What modes of transportation does the TPO plan for?

Correct Answer: *Train, Bus, Car, Pedestrians, and Bicycle*

Correct
Responses:
56.1%

Incorrect
Responses:
43.9%

Polling Results: Define First/Last Mile

Question: What does first/last mile mean?

Correct Answer: *The short distance people must travel at the beginning and end of a trip to access their main mode of transportation.*

Correct
Responses:
72.4%

Incorrect
Responses:
27.6%

Polling Results: Greenway Transportation Modes

Question: What modes of transportation can use a greenway?

Correct Answer: *Bikes, pedestrians, and skateboards*

Correct
Responses:
62.6%

Incorrect
Responses:
37.4%

Polling Results: Transit Authority Oversight

Question: Are Tri-Rail, Brightline, and Metrorail all under the same authority?

Correct Answer: *No*

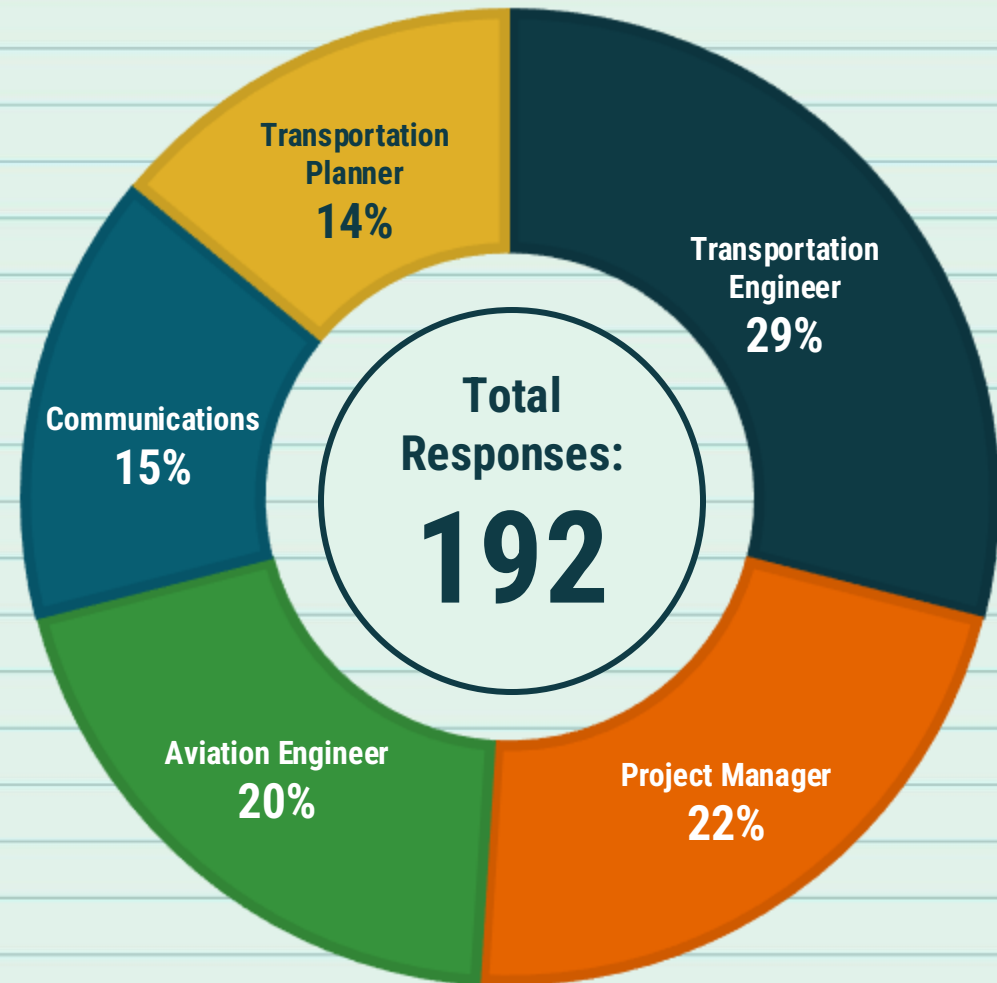
Correct
Responses:
60.2%

Incorrect
Responses:
39.8%

FINAL RESULTS

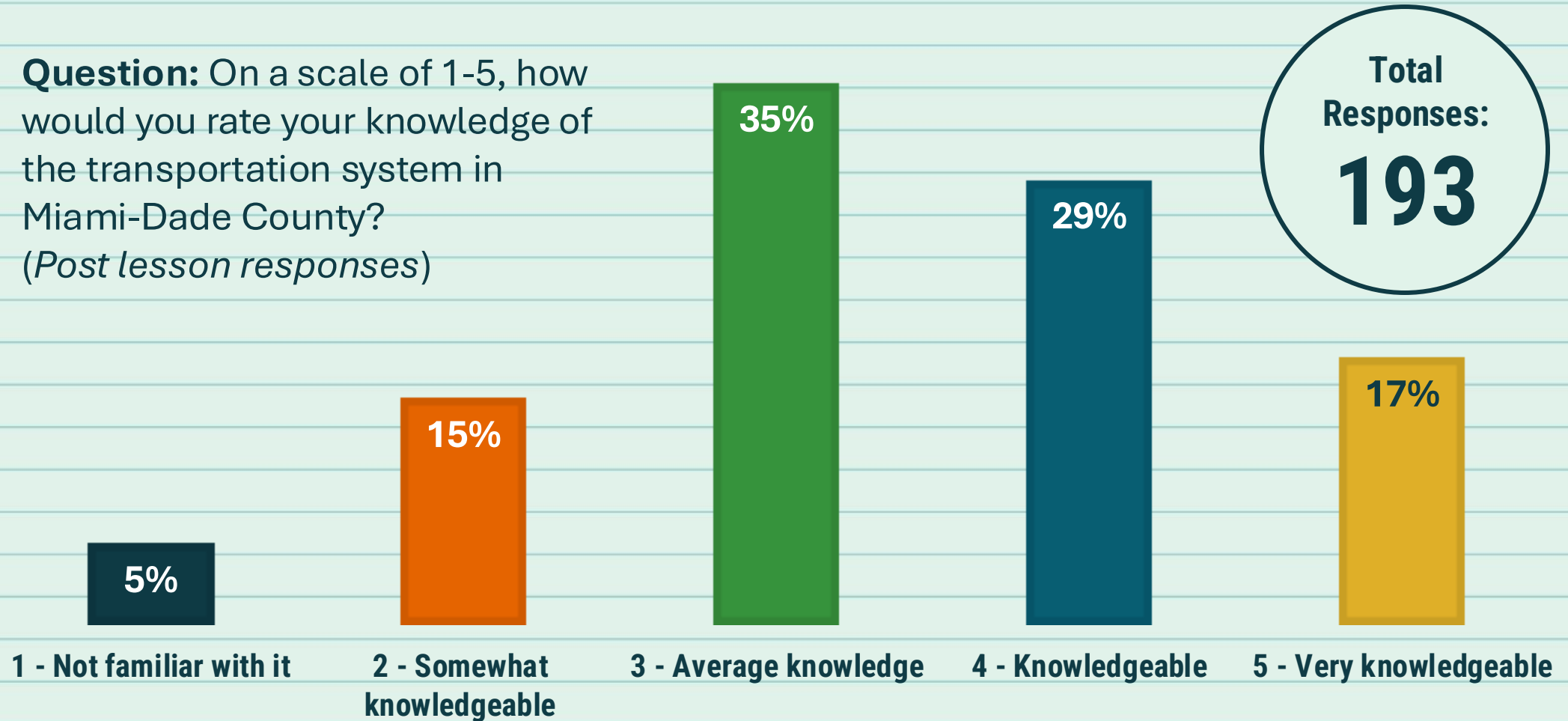
Polling Results: Career Interests

Question: Do you have any interest in any of these transportation careers?

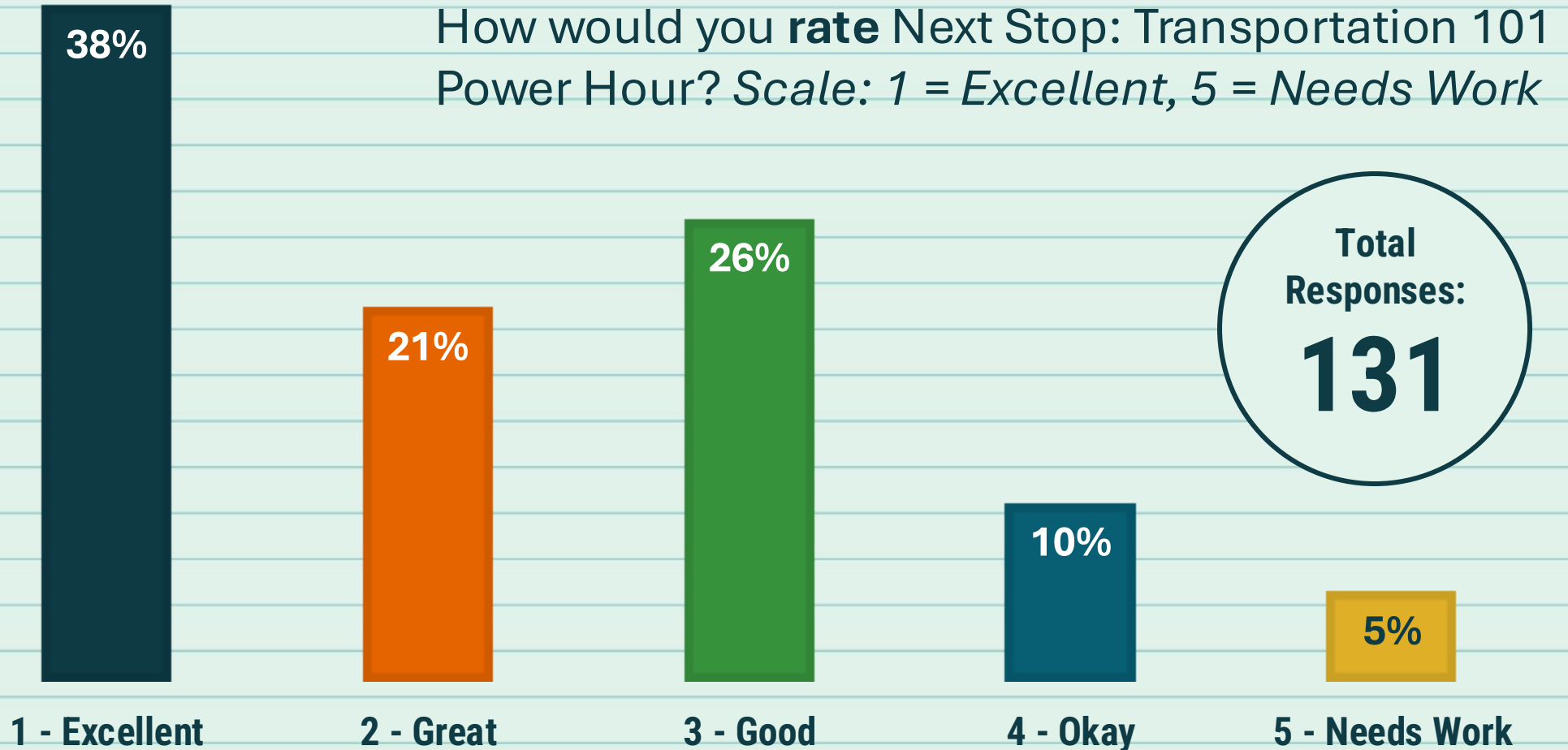


Polling Results: Transportation System Knowledge of Miami-Dade County

Question: On a scale of 1-5, how would you rate your knowledge of the transportation system in Miami-Dade County?
(Post lesson responses)



Course Rating



Course Test Pilot Recap

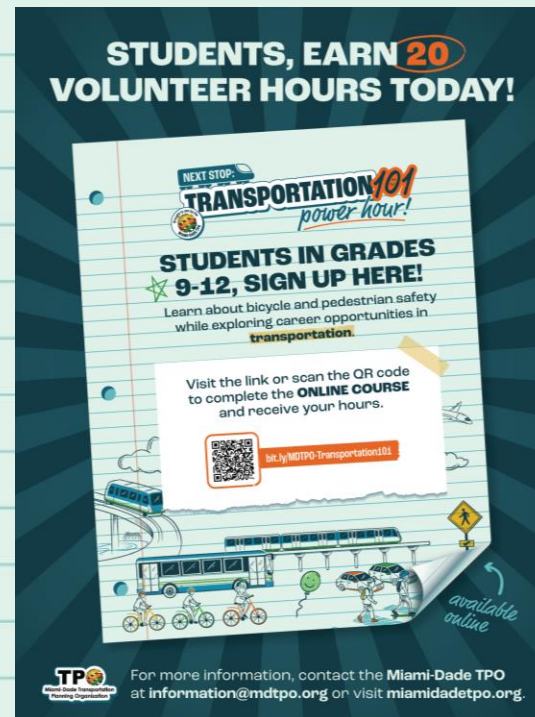
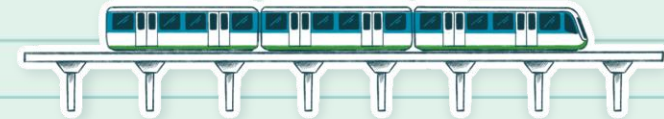
May - June 2026

We started creating the course in **March 2026**. The test pilot online course launched in **May 2026**, with close to **200** participants that successfully completed the program. **Students** who completed the full course received a certificate of 20 service hours that was presented by Miami-Dade TPO Executive Director Aileen Bouclé, AICP.



Looking Ahead

Following the successful pilot launch of Next Stop: Transportation 101 Power Hour, the **Miami-Dade TPO**, in conjunction with the **Miami-Dade School Board**, is working to launch this transportation course to build on student engagement and education.



TPO Tips:

- Build a partnership with a school
- Work directly with the administration/teachers
- Develop a working relationship
- Develop youth-friendly material
- Run virtual interactive sessions with the class
- **Integrate student feedback**

“The people who are crazy enough to think they can change the world are the ones who do.”

-Steve Jobs



Thank you!

MiamiDadeTPO.org

#MiamiDadeTPO