

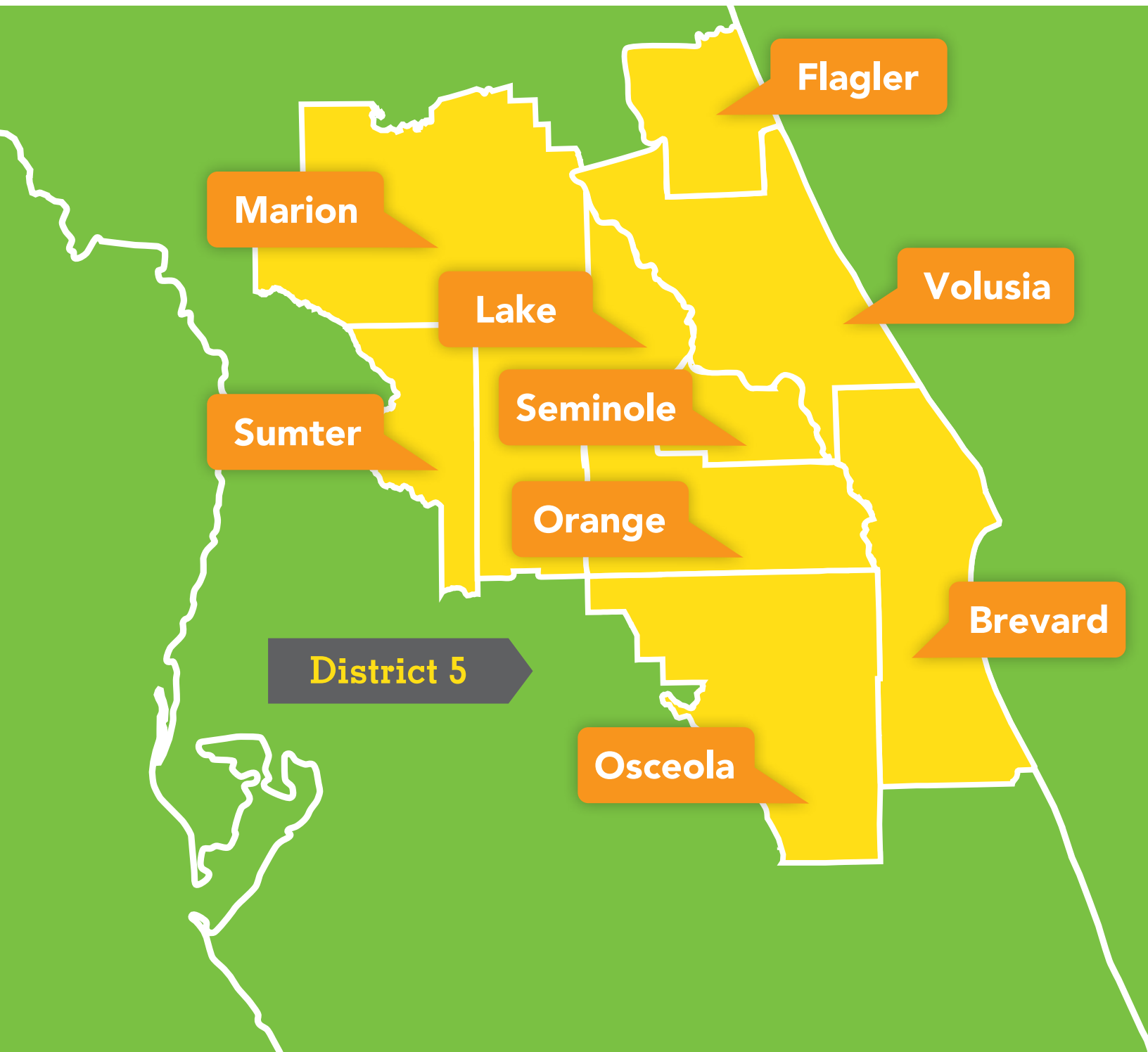
2013 | 2014 Annual Report



# reThink



# reThink is...



# Central Florida's #1 resource for commute options.

A service of the Florida Department of Transportation (FDOT), the program has four essential goals:



**DECREASE**  
traffic congestion



**CONSERVE**  
natural resources



**IMPROVE**  
air quality



**SAVE**  
people money

To achieve these goals, reThink promotes transportation options like ridesharing, riding transit, biking, walking and telecommuting.

# A changing commuter

## The “Last Mile” Challenge

This year, FDOT launched SunRail, Central Florida’s first commuter rail service – running from Sand Lake Road to DeBary and serving commuters across three counties. Many riders wondered how to get from the train station to their final destination. Enter the reThink team to address the “last mile” connection – with resources on walking, biking, bus service and vanpools.



### Walking

In partnership with the Center for Urban Transportation Research, reThink offers WalkWise presentations to employers throughout District 5. The WalkWise curriculum highlights pedestrian safety and driver tips in an interactive format, providing education through open discussion. This program complements the local Best Foot Forward initiative, whose goal is to reduce pedestrian deaths and injuries by 50% by 2017.



### Biking

For longer “last mile” trips, biking is an important part of the mode mix. This year, four reThink staff members became Cycling Savvy instructors, with the goal of providing more bike-safety training directly at worksites throughout District 5. These important classes teach traffic cycling techniques and tactics, as well as laws that apply to bicyclists and motor vehicle drivers.



### Bus Service

Several LYNX and Votran buses connect directly to SunRail stations, providing a convenient “last mile” connection. reThink hosted Transit Trainings to help commuters navigate SunRail, LYNX and Votran, providing personalized solutions for employers and their employees.

# landscape

## in Central Florida



### Vanpooling

Thanks to innovations in the LYNX vanpool program, employers and commuters are now able to lease a van to get from SunRail stations to work and back. Several individuals at the same workplace have formed "last mile" vanpool groups, creating a customized connectivity solution.

## VANS, VANS AND MORE VANS!

This year, we saw a record number of new vanpools form across Central Florida. reThink was integral in recruiting and connecting vanpool partners, as well as securing vehicles for groups to use. Usage is anticipated to keep climbing as employers prepare for big moves – like the Orlando VA Medical Center relocating to Lake Nona. Thanks to our transit partners LYNX, Votran and Space Coast Area Transit, the increased demand was met, and more vans are on the road today.



### Need a Car Downtown? Hertz 24/7 Has 12 to Share.

Whether running errands or attending a meeting, commuters who carpool, ride transit, bike or walk to work occasionally need a car during the day. Thanks to a partnership between the City of Orlando, FDOT and Hertz 24/7, reThink launched the Central Florida Carshare Program in October 2013, offering hourly car rentals through Hertz 24/7. Twelve vehicles are stationed around Downtown Orlando, offering easy access to cars when you need them. Enrollment is free, and customers are charged by the hour at rates that include gas and insurance.



# outreach & impact



From July 2013 to June 2014, reThink's outreach team promoted the variety of transportation options available to Central Florida commuters.

**10** local employers earned the "**Best Workplaces for Commuters**" designation from the National Center for Transit Research.

**53** **Transit Trainings** taught commuters how to take the bus or train to work.

**128** **Lunch & Learns** were held.

**148** **ridematching drives** enrolled **2,289 new commuters** in the regional ridematch database and Emergency Ride Home (ERH) program.

**275** **employers** worked with reThink.

# by the numbers

Since launching in 2010, reThink has made a big impact on the way District 5 commuters get to work.



**51,236,870**  
fewer vehicles miles traveled (VMT)



**2,311,926**  
gallons of gas saved



**45,146,513**  
pounds of carbon dioxide averted from the atmosphere



**\$30,626,426**  
saved in commuting costs

## Community Events Showcasing Biking, Walking and Transit

Thanks to our stakeholders and employer partners in Marion, Brevard and Flagler counties, hundreds of people throughout District 5 attended events to “reThink” their commute.



### Walk This Way Ocala

For the City of Ocala’s 2nd Annual reThink Your Commute Day, residents were invited to “Walk This Way” with City and Chamber leaders on October 18, 2013.



### Resolve to reThink Your Commute

Brevard County’s 1st reThink Your Commute Day kicked off the New Year with a resolution to try Space Coast Area Transit for free on January 31, 2014.



### Cycle de Mayo

Bike to Work Day for Flagler County Public Schools coordinated teachers and administrators to ride their bikes from a central location to three different schools on May 23, 2014.

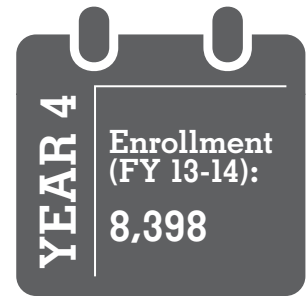
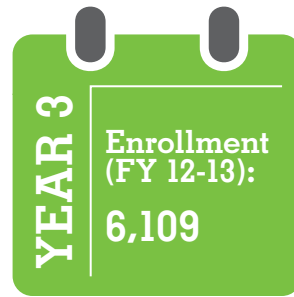
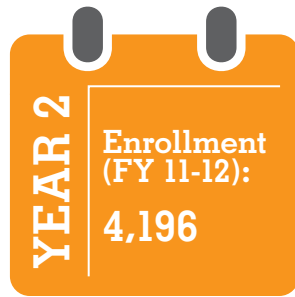
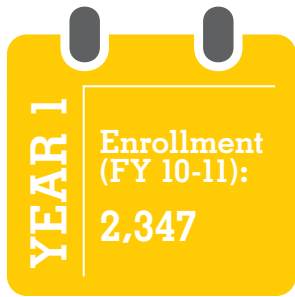


# Finding your match

(your ridematch, that is.)

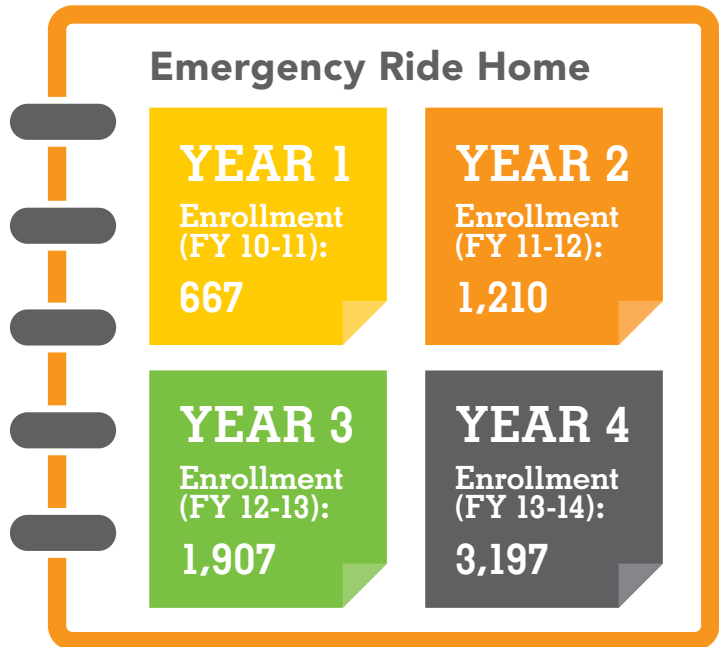
## Registered Commuters

reThink's regional ridematch database is a great resource for commuters looking to share the ride to work. Every year, one of reThink's priorities is to continue to grow this database. And to date, we've almost **quadrupled** the enrollment, which began only four years ago.



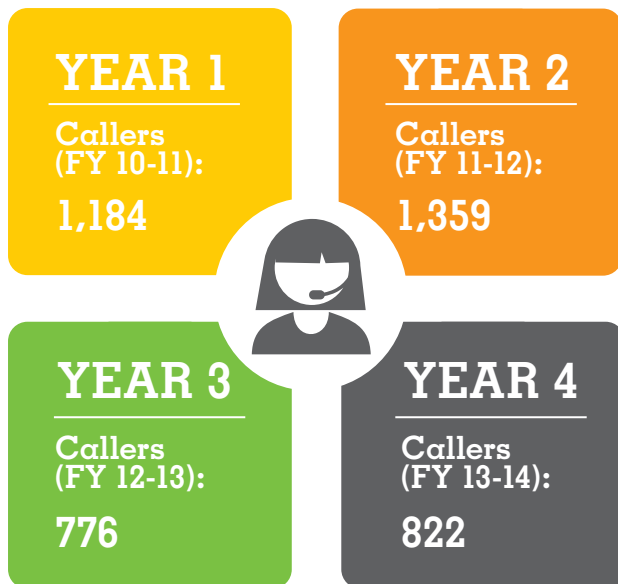
## Your Backup Plan Is Built In

Commuters who use an alternative mode to get to work at least twice a week qualify for the Emergency Ride Home (ERH) program, which reimburses the cost of transportation to get home as many as four times a year and up to \$150 for each occurrence. So, if you have to leave work early or stay later than the rest of your carpool or vanpool ... or, if you miss your bus or train due to unscheduled overtime, your backup plan is built in to reThink's ERH program. Visit [reThinkYourCommute.com](http://reThinkYourCommute.com) to learn about the qualifying circumstances for reimbursement.





# Commuter Call Center



Navigating all of the transportation options available to you can be overwhelming. But our Commuter Call Center helps by providing personalized, on-demand assistance. From helping Central Floridians find a better way to get to work to connecting them with local transit agencies, reThink's Commuter Call Center is a valuable resource for local commuters – especially with the launch of SunRail.

## Social Media

reThink's team is a social bunch – so naturally, social media is a key part of our outreach efforts. From posting event information and photos to sharing news about local transportation initiatives and connecting with community members, we use social media regularly – and continue to see our “friends” and “followers” grow in number.



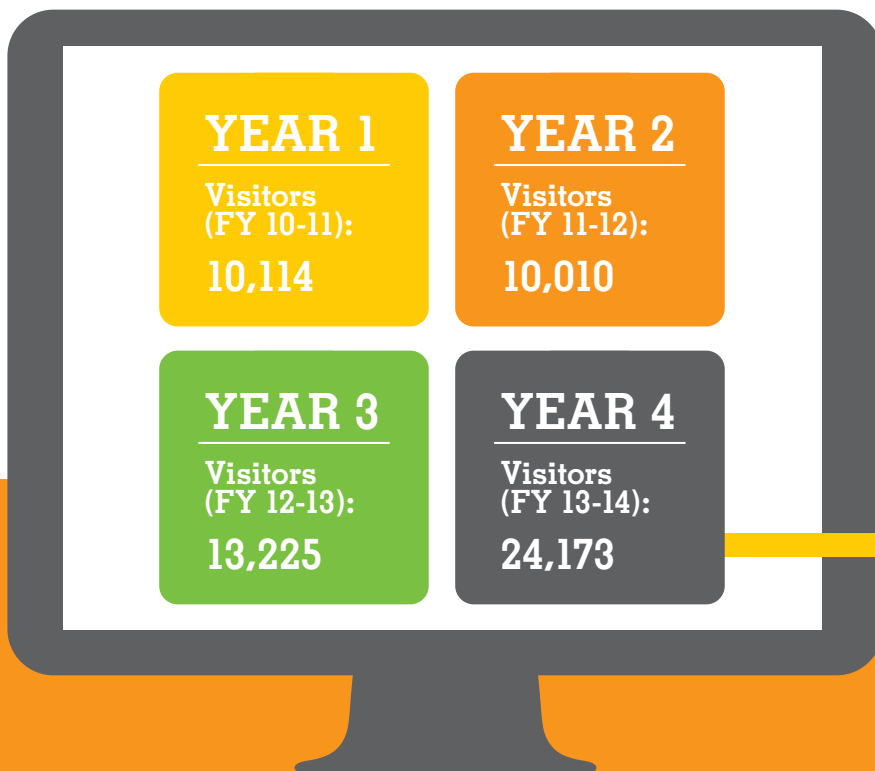
185 FOLLOWERS



301 LIKES

## Website

reThinkYourCommute.com is a hub for commuter resources and information about carpooling, vanpooling, riding transit, biking, walking and telecommuting. It also links users to the Emergency Ride Home program, ridematching and upcoming events. This year, we saw a major increase in unique visitors, as resources for SunRail connections and Carshare were added.



71% unique visitors  
reThinkYourCommute.com

# planning ahead



The I-4 Ultimate Improvement Project will begin in 2015 ... and will continue for 6½ years. While every effort will be made to maintain normal traffic flow during construction, commuters are going to be eager for options. reThink will be a key player during construction by helping commuters determine which options work best for them and presenting the benefits of alternative transportation to employers.

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It's a good time to ...

**reThink Your Commute!**

# For more information

about reThink's programs or to get involved, please contact us:

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FDOT District 5 Project Manager  
Diane.Poitras@dot.state.fl.us  
(407) 482-7860

**Want to find potential  
ridematch partners or register  
for the ERH program?  
Please contact:**

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## Special Thanks to Our Transportation Partners



Sumter County Transit

Flagler County Public Transportation



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