

Annual Meeting 2016

FDOT District 5 Regional Commuter Assistance Program



Tuesday, October 4, 2016

AGENDA



- **Welcome**
- **Introductions of reThink Program Staff**
- **The State of Commuting in District 5**
- **Overview of Fiscal Year 15/16 (July 1, 2015 – June 30, 2016)**
- **Marketing Plan Review**
- **Pilot Projects**
- **Overview of Fiscal Year 16/17 (July 1, 2016 – June 30, 2017)**
- **Discussion**

reThink

MEET THE TEAM



Welcome!

Diane Poitras* • FDOT Project Manager

Courtney Reynolds • Program Manager

Stephen Alianiello • Sr. Outreach Specialist

Reginald Mells • Outreach Specialist

Gabrielle Feulner • Outreach Specialist

Courtney Banker* • Outreach Specialist

Riccian Vidal • Program Coordinator

**Not pictured*

reThink



A PROGRAM OF THE FDOT



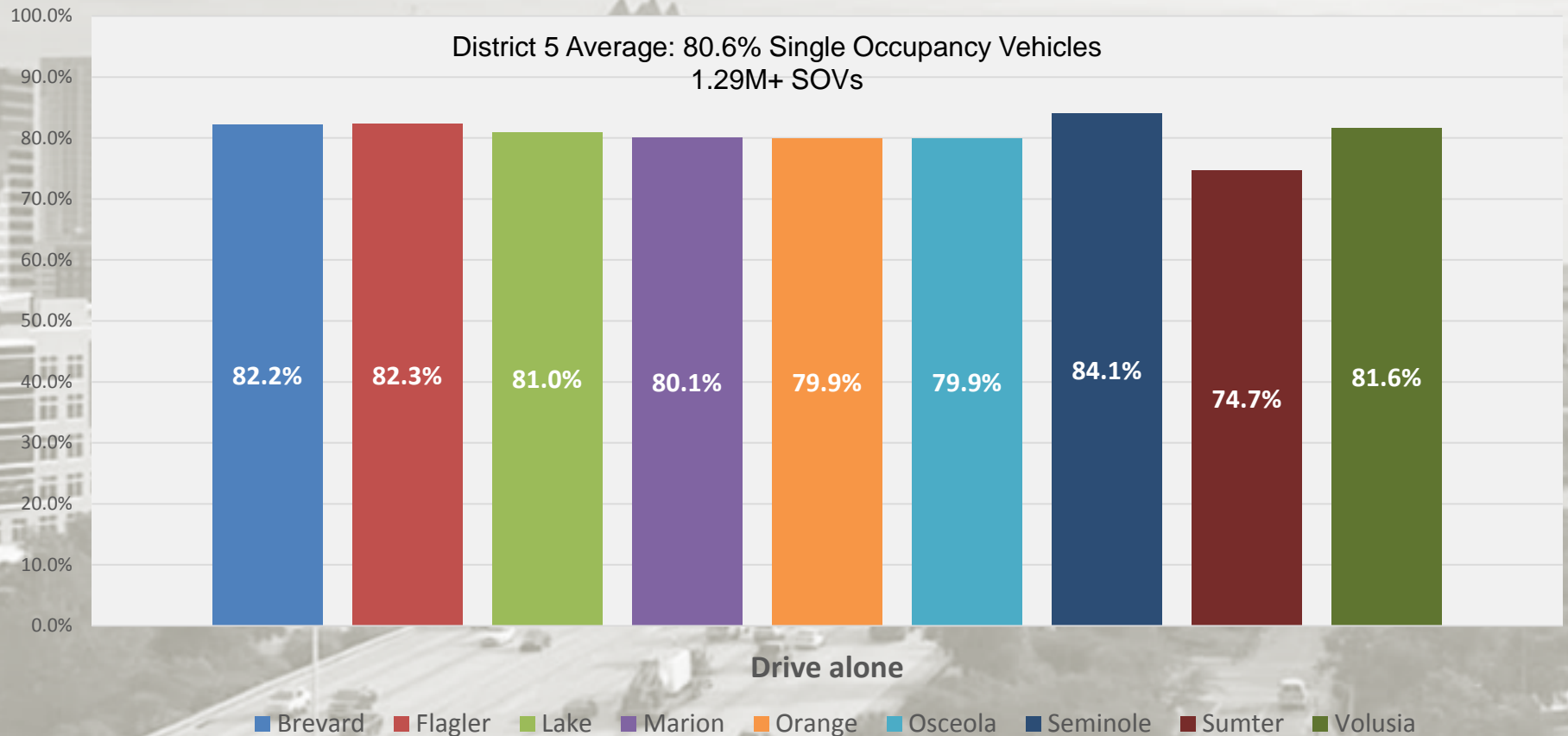
- Coordinated use of existing transportation resources can provide a responsive, low cost alternative for alleviating urban highway congestion, improving air quality and by that reducing the need for costly highway improvements.
- The commuter assistance program focuses on the single occupant commuter trip that is the greatest cause of peak hour highway congestion. A coordinated effort to provide alternatives to these commuters, using existing or low cost resources, can be beneficial to the development of public transit statewide and the Department's priority efforts to relieve traffic congestion, improve air quality and to assure energy conservation.
- The State's Commuter Assistance Program encourages a public/private partnership to provide brokerage services to employers and individuals for: carpools, vanpools, buspools, express bus service, subscription transit service, group taxi services, heavy and light rail and other systems designed to increase vehicle occupancy.
- The program encourages the use of transportation demand management strategies including: employee trip reduction planning, Transportation Management Associations, alternative work hour programs, telecommuting, parking management, and bicycle and pedestrian programs.

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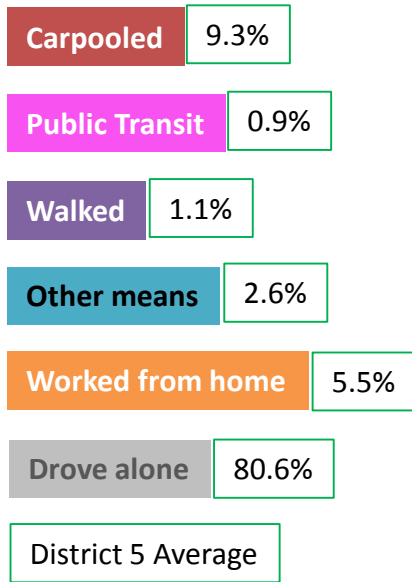
The State of Commuting in District 5

- 46 hours yearly delay per auto commuter
- \$1,044 wasted per auto commuter
- 21 gallons of excess fuel wasted in congestion
- Average cost per mile to drive: 57.1 cents

How are people getting to work?



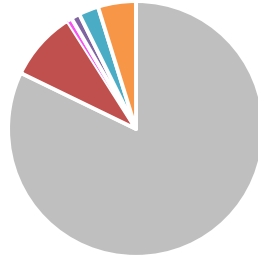
LEGEND



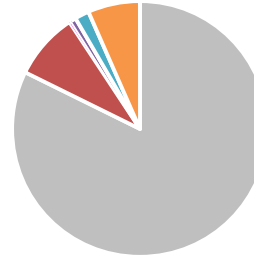
HIGHLIGHTS

- **Osceola County** has the highest percentage of carpoolers at **11.8%**
- **Orange County** has the highest percentage of **public transit commuters at 2.8%**
- **Sumter County** leads the way in number of **telecommuters at 8.0%**

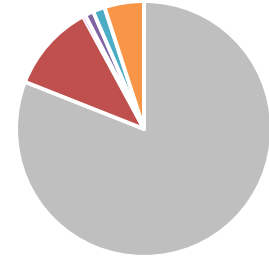
Brevard



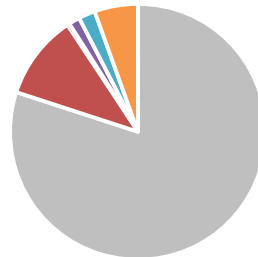
Flagler



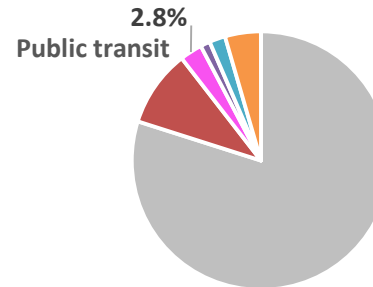
Lake



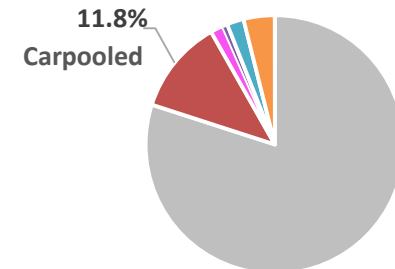
Marion



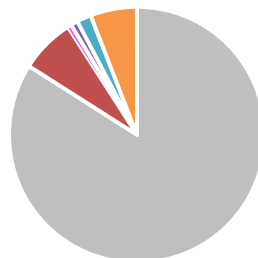
Orange



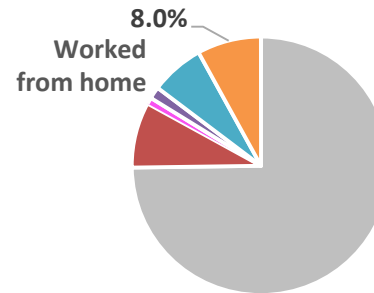
Osceola



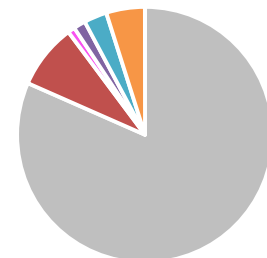
Seminole



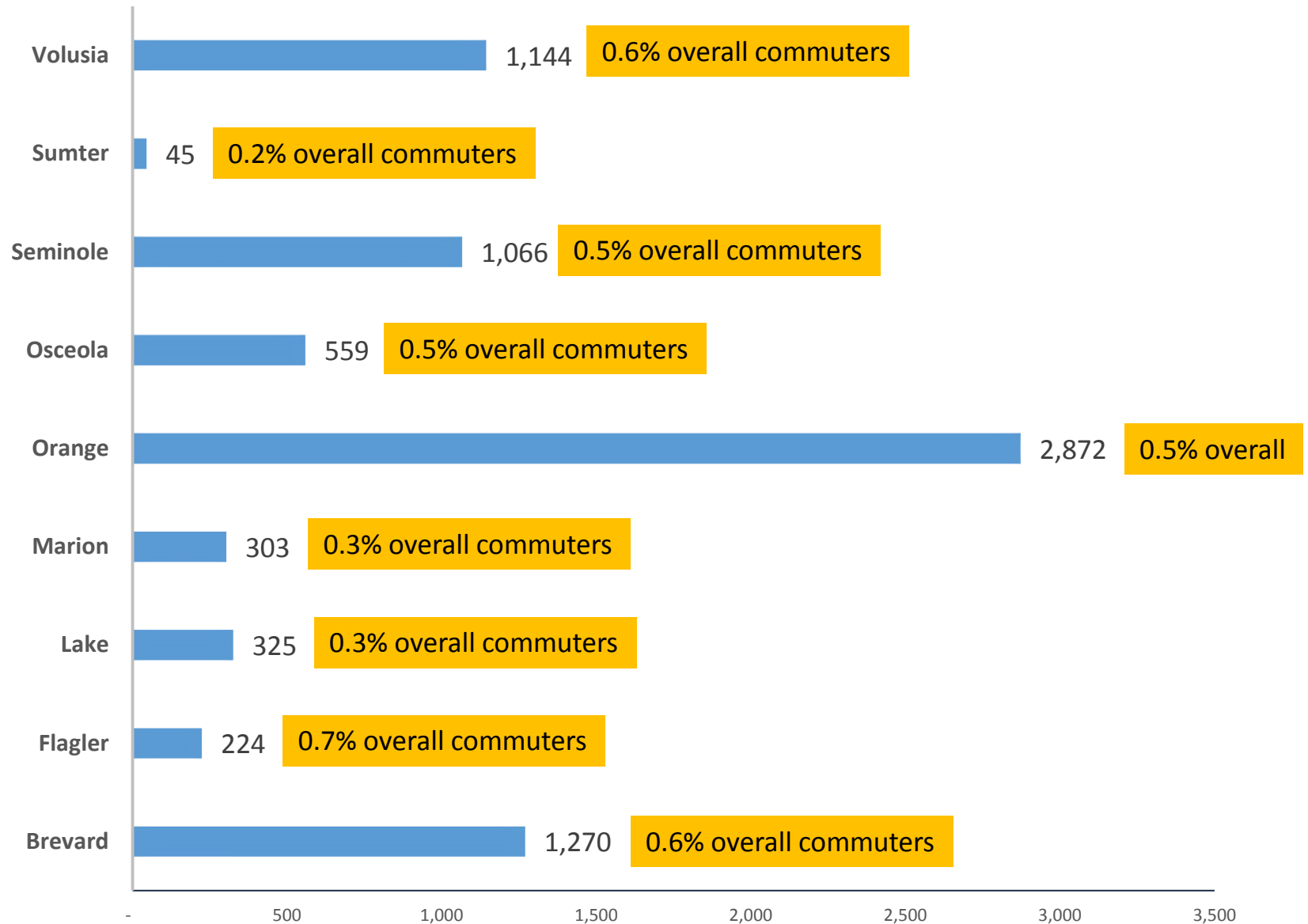
Sumter



Volusia

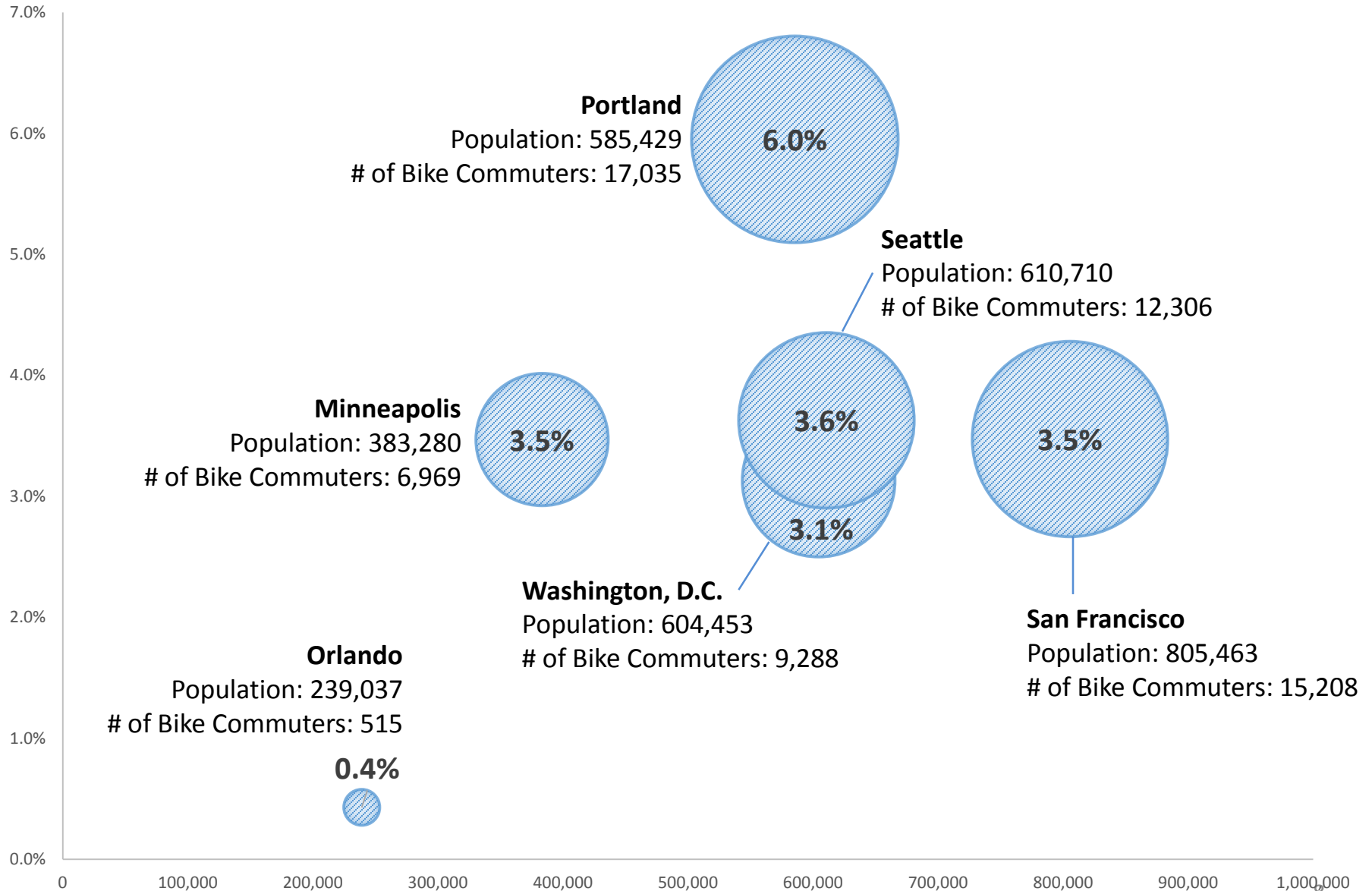


The State of District 5 Bike Commuting



Source: 2013 American Community Survey 1-Year Estimates

PERCENTAGE OF BICYCLE COMMUTERS

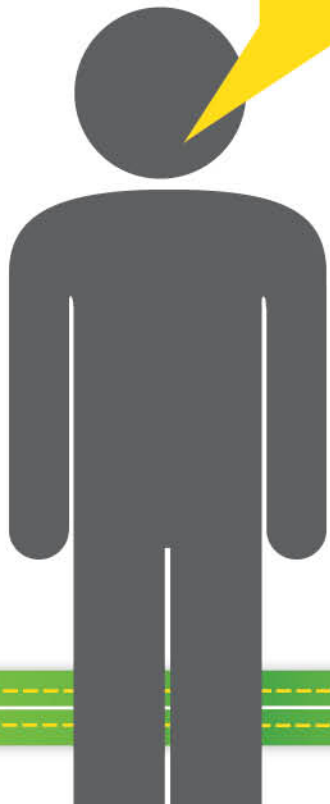


Source: 2010 American Community Survey 1-Year Estimates

Small
program



BIG impact



58%
drive-alone rates

According to a 2014 evaluation by the Center for Urban Transportation Research (CUTR) at the University of South Florida, reThinkers have improved their drive-alone rates, decreasing from 76% to 58%.



9:1
benefit-to-cost ratio



\$20k
daily societal cost-savings
(due to reductions in
congestion and air pollution)



13 million
fewer vehicle miles annually



16 million
annual person miles of
travel on alternative
modes of transportation

OVERVIEW OF FY 15/16



- **Goals**

- #1: Promote alternate modes of transportation
- #2: Active participation by private and public sector employers
- #3: Active participation by commuters
- #4: Regional coordination

reThink

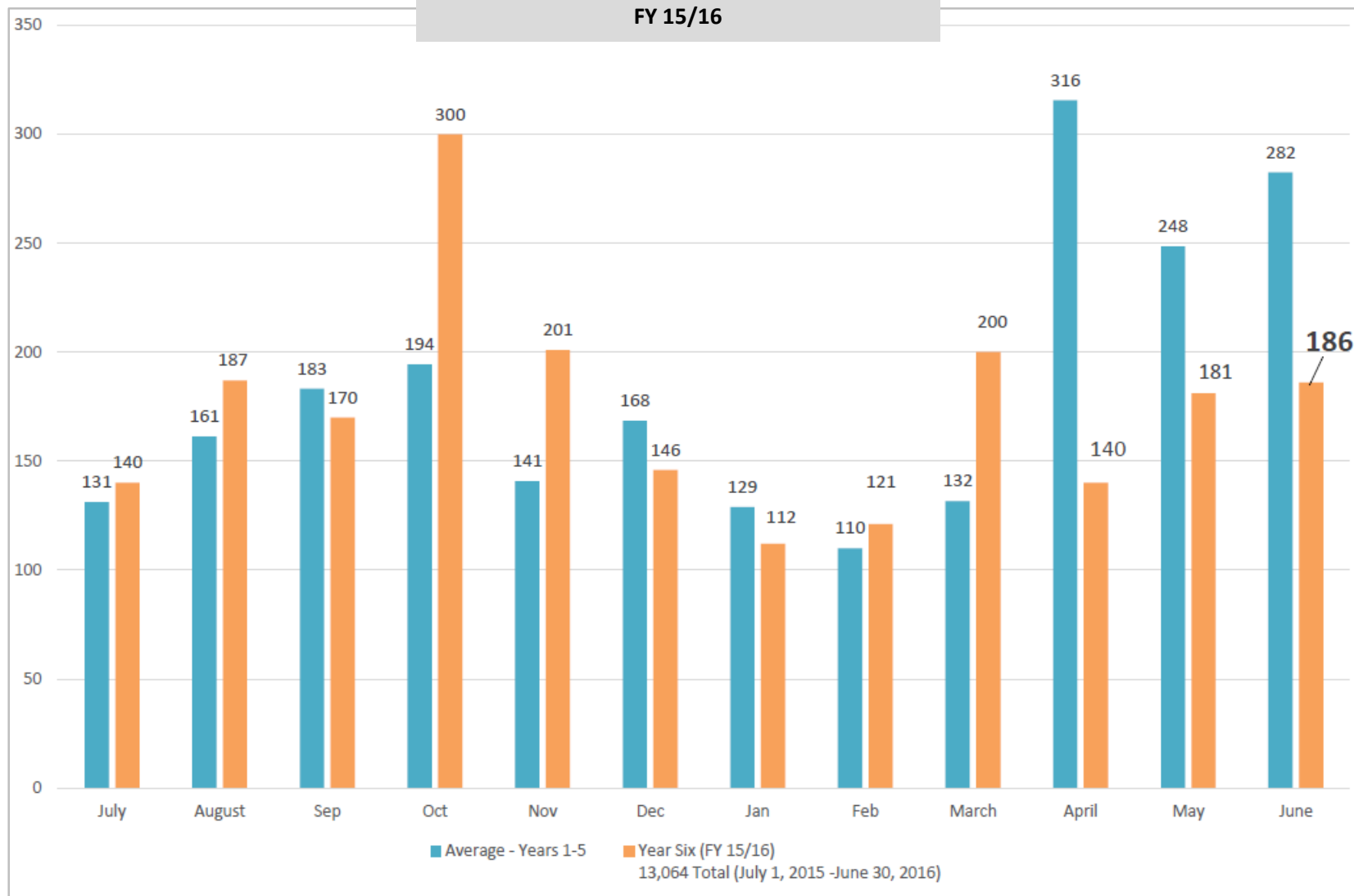
GOAL #1: PROMOTE ALTERNATE MODES OF TRANSPORTATION



OBJECTIVE	STRATEGY
1.1 Increase use of alternative modes for commute trips to work	1.1.1 Ridematching service to assist formation of carpools and vanpools
	1.1.2 Assist in launch of phase II of Central Florida Carshare Program
	1.1.3 Support carshare expansion
	1.1.4 Address safety concerns by offering WalkWise and Cycling Savvy Lite courses
	1.1.5 Research best practices for neighborhood-based outreach programs and outline pilot program

RIDEMATCHING DATABASE

GOAL: 2,000
ACTUAL: 2,084
FY 15/16



Measurement for:

1.1.1 Ridematching service to assist formation of carpools and vanpools

New Partnership with Zipcar



- Launched February 3, 2016
- Six cars in Downtown Orlando
- Two cars in Winter Park
- Additional cars near Disney, at the Orlando International Airport, UCF, Rollins College and Stetson University

Measurements for:

1.1.2 Assist the launch of phase II of the Central Florida Carshare Program, in collaboration with stakeholders and vendor

1.1.3 Support efforts to expand the carshare program where appropriate

ADDRESSING SAFETY CONCERNS

1. Embry-Riddle Aeronautical University – Cycling Savvy (full course), September 18 and November 7, 2015
2. City of Orlando – Cycling Savvy Lite, Men’s Wellness Summit, September 24, 2015
3. College Park to Downtown Orlando – Individual Commuter Assistance, October 16, 2015
4. City of Orlando – Cycling Savvy Lite, Women’s Wellness Summit, October 20, 2015
5. Department of Homeland Security, U.S. Citizenship & Immigration Services – Cycling Savvy Lite, October 20, 2015
6. City of Orlando – Bike Like A Boss, November 13, 2015
7. YMCA of Central Florida – Bike Like A Boss, November 18, 2015
8. Valencia College, Winter Park Campus – Cycling Savvy (full course), November 20 and 21, 2015
9. YMCA of Central Florida – Bike Like A Boss, December 15, 2015
10. Downtown Orlando Commute to Altamonte Springs, February 1, 2016
11. Lake Highland Preparatory School – Cycling Savvy (full course), February 19 and 20, 2016
12. Florida Department of Transportation District 5 – Cycling Savvy (full course), April 6, 7 and 8, 2016
13. Flagler County Public Schools – Cycling Savvy Lite, April 22, 2016
14. Flagler County Public Schools – Cycling Savvy Lite, April 29, 2016
15. Go DTO: Downtown Orlando Commute Challenge – Bike Like A Boss, May 19, 2016
16. Northrop Grumman – Cycling Savvy Lite, May 27, 2016

Measurements for:

1.1.4 Address the safety concerns of commuters by offering WalkWise and Cycling Savvy Lite courses



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Measurements for:

1.1.4 Address the safety concerns of commuters by offering WalkWise and Cycling Savvy Lite courses



GOAL #2: ACTIVE PARTICIPATION OF EMPLOYERS



OBJECTIVE	STRATEGY
2.1 Maintain relationships with <u>current</u> employer partners	2.1.1 Leverage partnership levels to encourage participation
	2.1.2 Recognize Best Workplaces for Commuters
	2.1.3 Identify employer partner for gamification pilot program development
2.2 Create relationships with <u>new</u> employer partners	2.2.1 Target employers in the densest urban area of District 5 with the highest number of transportation options
	2.2.2 Meet with new employers
2.3 Identify, train and energize employees at worksites that can incite mode shift/change the worksite culture	2.3.1 Create a network of “reThink Ambassadors” that regularly coordinate with the reThink team
	2.3.2 Facilitate Employee Transportation Coordinator (ETC) training sessions
2.4 Create worksite programs to decrease SOV commute trips	2.4.1 Promote ridematching through table events
	2.4.2 Promote transportation options through “Lunch & Learn” events and presentations to large groups

EMPLOYER PARTNERSHIP LEVELS

INVEST

- Formal telecommute program
- Provide showers/lockers
- Subsidize transit, vanpools, bike commuting
- Parking cash-out program

ENGAGE

- Host a transportation fair
- Pre-tax commuter benefit
- Bike to Work Day event
- Sell transit passes on-site

INFORM

- Nominate a worksite Ambassador
- Host a Lunch & Learn
- Commute options info for new hires
- Survey employees

Partnership Levels: Employer Partners FY 15/16		
RATING	GOAL	ACTUAL
Stakeholders	45	46
Bronze	75	43
Silver	20	22
Gold	20	22
Platinum	15	11
Best Workplaces for Commuters (BWCs)*	25	26

Measurement for:

2.1.1 Leverage partnership levels to assess and encourage participation and recognize high-level employer participation

STAKEHOLDERS*

1. Bike/Walk Central Florida
2. BishopBeale
3. City of Lake Mary
4. City of Titusville
5. Crocker Partners Property Management
6. Downtown Development Board
7. Downtown Orlando Partnership
8. ecoPreserve
9. Flagler Development Company
10. Green Destination Orlando
11. Healthy Central Florida
12. Juice Bikes
13. Lee Vista, Inc.
14. Maitland Chamber of Commerce
15. Ocala/Marion County Chamber & Economic Partnership
16. Parkway Realities
17. PM Realty Group
18. The Pop Parlour
19. Tower Realty
20. US Green Chamber of Commerce
21. Ustler Development
22. Winter Park Chamber of Commerce
23. Zipcar

*Stakeholders are defined as agencies/organizations that provide transit services and/or have a similar missions to promote alternate modes of transportations. This is not a complete list of FY 15/16 stakeholders.

BRONZE (1-2 ACTIVITIES)

1. AAA
2. Adventist University of Health Sciences
3. Balfour Beatty Construction
4. BNY Mellon
5. BookThatDoc
6. Central Florida Health Alliance (Leesburg & The Villages)
7. City of Kissimmee
8. City Year Orlando
9. Community Legal Services of Mid-Florida
10. Delaware North (KSC Visitor Center)
11. Disney – Disney Springs
12. Disney – Magic Kingdom
13. Florida Hospital Fish Memorial
14. Geller Ragans
15. Greenberg Traurig
16. Heery International
17. Hilton Orlando Bonnet Creek/Waldorf Astoria
18. Holland & Knight
19. Homewood Suites by Hilton
20. Hyatt Regency – Orlando International Airport
21. Hyatt Regency Orlando
22. Lake Highland Preparatory School
23. Lowndes, Drosdick, Doster, Kantor & Reed P.A.
24. MV Transportation, Inc.
25. National Retail Properties
26. Northrop Grumman
27. Office of US Senator Bill Nelson
28. Optum RX
29. Orange County Public Schools
30. Orange Lake Resort
31. Orlando Airport Marriott
32. Orlando Health – Dr. P. Phillips Hospital
33. Orlando Health – South Lake Hospital
34. Pershing, LLC
35. PlanSource
36. Residence Inn – Marriott
37. Roetzel and Andress
38. smart panda labs
39. SunGard Public Sector
40. Tupperware Brands Corporation
41. Vistana Vacation Ownership (former Starwood)
42. Volusia County Division of Corrections
43. Wyndham Vacation Owner (Corporate)

BRONZE EMPLOYER PARTNER FEATURE: DISNEY'S MAGIC KINGDOM



Save money & go green with Commuter Assistance!

Ride sharing is a great way to reduce your impact on the environment while saving money.

Sign up for the reThink commuter assistance program. It's easy!

1. Visit reThinkYourCommute.com or call 1-866-610-RIDE (7433).
2. Receive and review your list of potential local rideshare matches.
3. Contact someone with whom you would like to commute.
4. Try it out!

For more information or to register, visit
The Hub >> Disney Difference tab >> Commuter Assistance >> Helpful Information.

Disney
Commuter Assistance

SILVER (3 ACTIVITIES)

1. ABC Fine Wine & Spirits (Corporate)
2. Akerman LLP
3. CH2M
4. City of Casselberry
5. Construction Data Company
6. Disney Reservation Center
7. Florida Hospital Orlando
8. Goodwill Industries of Central Florida
9. Kittelson & Associates, Inc.
10. Law Offices of Kenneth Gallagher
11. LYNX
12. NASA
13. Oracle
14. Orange County Tax Collector (Scott Randolph)
15. Orlando Health – Downtown Campuses
16. Orlando Health – South Seminole Hospital
17. Orlando Senior Health Network
18. Osceola County Government
19. Premier Care in Bathing
20. PRPL.RS
21. University of Central Florida
22. Valencia College

SILVER EMPLOYER PARTNER FEATURE: ORLANDO HEALTH



GOLD (4 ACTIVITIES, AT LEAST 1 “ENGAGE” OR “INVEST”)

1. BakerHostetler
2. CareerSource Central Florida
3. City of Winter Park
4. Darden
5. Dean Mead
6. Department of Environmental Protection
7. Embry-Riddle Aeronautical University
8. Flagler County Public Schools
9. Florida Department of Transportation
10. Highwoods Properties
11. Hilton Orlando
12. Lockheed Martin
13. Orange County Government
14. Orlando Utilities Commission (OUC)
15. Pinnacle Property Management Services, LLC
16. PowerDMS
17. Red Lobster
18. Rollins College
19. Space Coast Area Transit
20. Tindale Oliver
21. Volusia County Government
22. YMCA of Central Florida

GOLD EMPLOYER PARTNER FEATURE: VOLUSIA COUNTY GOVERNMENT



PLATINUM

(5 ACTIVITIES, WITH AT LEAST 1 “ENGAGE” AND 1 “INVEST”)

1. City of Orlando
2. Department of Homeland Security- US Citizenship & Immigration Services (Downtown Orlando)
3. Greater Orlando Aviation Authority (GOAA)
4. HDR, Inc.
5. MetroPlan Orlando
6. Orange County Public Library
7. Orlando VA Medical Center
8. Ravago Americas
9. VHB
10. Viera VA Medical Center
11. William V. Chappell, Jr. VA Satellite Outpatient Clinic (Daytona Beach VA)

PLATINUM EMPLOYER PARTNER FEATURE: RAVAGO AMERICAS



1. Amerigroup
2. BookThatDoc
3. CareerSource Brevard
4. City of Casselberry
5. City of Orlando
6. Department of Homeland Security-US Citizenship & Immigration Services
7. Dix.Hite + Partners
8. FBC Mortgage, LLC
9. Florida Department of Environmental Protection – Central Division
10. Florida Hospital Orlando
11. Greater Orlando Aviation Authority (GOAA)
12. HDR, Inc.
13. LYNX – Central Florida Regional Transportation Authority
14. MetroPlan Orlando
15. Orange County Library System
16. Orlando Senior Health Network
17. Orlando VA Medical Center
18. Viera Outpatient Clinic, VA Medical Center
19. Pinnacle Property Management Services
20. PowerDMS
21. Ravago Americas
22. smart panda labs
23. Space Coast Area Transit
24. Tindale Oliver
25. VHB
26. William V. Chappel, Jr. VA Satellite Outpatient Clinic (Daytona Beach)



Measurement for:
2.1.2 Recognize Best Workplace for Commuters employers to strengthen relationships by highlighting their efforts during presentations and meetings with stakeholder groups

GOAL #2: ACTIVE PARTICIPATION OF EMPLOYERS



- **Objective 2.1 Maintain relationships with existing employer partners**
 - Strategy 2.1.3 Identify employer partner for gamification pilot program development
- **Objective 2.2 Create relationships with new employer partners**
 - Strategy 2.2.1 Target employers in the most dense urban areas of District 5 with the highest number of transportation options

GAMIFICATION

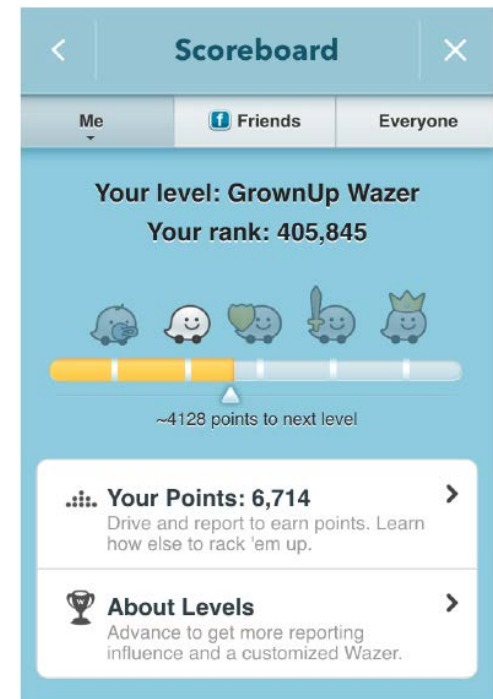
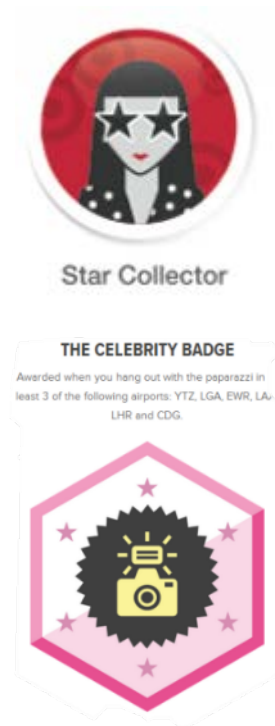


- **What is it?**

- A tool that rewards positive behavior
- Leverages incentives to motivate participation

- **Why?**

- Ideal for the “what’s in it for me?” consumer
- A tool to capture concrete performance metrics





VOLUSIA COUNTY COMMUTE CHALLENGE

#VoCoGov

Join the Volusia County Commute Challenge February 1-29, 2016!



Earn \$1 a day
for each day you reThink Your Commute to work!
Challenge open to Volusia County Government employees only.

Register & Join! → Log Your Trips! → Earn Prizes!



Join your worksite team to receive your limited edition "reThink Your Commute" T-shirt.



Log your trips to qualify for weekly random prize drawings.



Earn points, badges and prizes throughout the challenge, even if you drive alone to work.

Register at Volusia.Commuter-Challenge.org

Questions? Contact Katrina Locke at 386.736.5927 ext. 15850 or klocke@volusia.org.



Gamification Website

The website interface for the Volusia County Commute Challenge. It features a header with navigation links (Home, About, Register, Log In, Sign Out) and a main banner image of a carpool. Below the banner, there are two sections with green backgrounds and white text, each containing a list of challenges and a 'Register' button.

Welcome to the Volusia County Commute Challenge

- The current challenge begins on February 1
- Register now and log all your commute trips

Try something different

- Put on a pair of comfortable shoes
- Pump up your bike tires
- Dig out the bus timetable
- Remove the rubbish from the passenger seat

Challenge stats

Challenge	Points	Badges	Days	Prizes	Trips
Test points	20.0				
Test badges		3.9k			
Test days			0		
Test prizes				203	
Test trips					225.0

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Measurement for:
2.1.3 Identify employer partner for gamification pilot program development

Log Your Trips

Log a trip

New trip

Saved trips

Trip date

03-16-2016

Trip legs

Walk

Bike

Bus

Train

Carpool

Drive alone

Select a mode above and enter the distance in miles then repeat for any other modes used in your journey e.g. Walk 0.5 miles, Bus 3.5 miles

Return trip?

☒ Yes

☐ No

If selected this will record your journey twice

Save trip?

☐ Yes

☒ No

Save this trip to be quickly used again. e.g. "My daily Commute". All saved trips will be stored in the "Saved Trips" tab above.

+ Add trip

Earn Badges

Challenge Results

357.0

Total points

18.1k

Calories burned

10.4k

Carbon emission saved (lb)

10k

Car miles saved

30.2k

Total miles travelled

70

Participants



she walks | he takes the train | he bikes

**downtown
orlando
commute
challenge**

everybody wins.

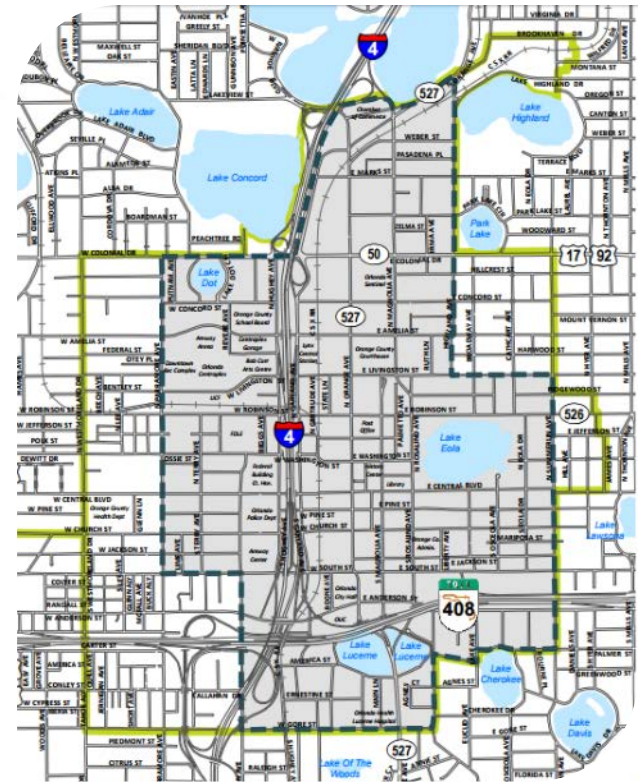
This May, you can earn points, badges and prizes just for logging your commute trips at GoDTO.org. Whether you walk, take the train or bike to work, everybody wins.

Register today at GoDTO.org.

#DTOchallenge  **@GO_DTO**

Downtown Orlando Commute Challenge

- Earn points, badges & prizes by logging your commute trips
- Log your commute trips May 1-31, 2016
- Weekly prizes and end-of-month prizes
- Unlock specialty badges
- Designed for people who work the Downtown CRA



Dashboard

Leaderboard

Go DTC Blog



Biyismom has logged a trip.
10 June, at 12:28



Biyismom has logged a trip.
10 June, at 12:28



Biyismom has logged a trip.
10 June, at 12:24



Biyismom has logged a trip.
10 June, at 12:24



Challenge stats

My stats

Challenge stats



31

My trips



480

Calories burned



202.0

Carbon emission saved (lb)



161

Car miles saved



225.0

My miles travelled

Badges



Pop Parlour Popsicle
Pick Up



Biked With Buddy



Sustains-Bros



Made for Walkin'



Road Warrior



I <3 DTC



#LYNX Life



SunRail Track Star



Super Commuter



Swan Lake Boat Float

[Dashboard](#)[Leaderboard](#)[Go DTO Blog](#)

bsbonney has logged a trip.
3 June, at 05:50



bsbonney has logged a trip.
3 June, at 05:50



bsbonney has logged a trip.
3 June, at 05:50



bsbonney has logged a trip.
3 June, at 05:50



Leaderboard

[User leaderboard](#)[My organization leaderboard](#)[All organizations leaderboard](#)

1st place



Jessica

2nd place



Kimberly Loveless

3rd place



Russell Crudginton

4th place



Tyler Pearson

5th place



Miguel A. Riveros

6th place



Sharon Baumeyer



nikhila has logged a trip.
7 June, at 08:10



JonA2B3 has logged a trip.
6 June, at 11:44



JonA2B3 has logged a trip.
6 June, at 11:44



Margarita has registered.
6 June, at 10:54



Go DTO Blog

Check out our blog posts for helpful tips on how to reThink your commute this month. Questions on how all of this works? Email us at info@reThinkYourCommute.com.

[+ Add new post](#)



Week 4 Winners ... Big Prizes Still to be Announced!

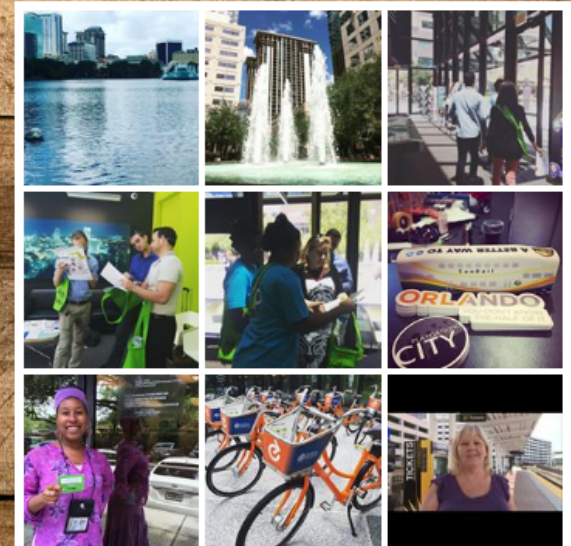
Posted by CourtneyCommutes on 2 June, at 03:06



Log Your May Commute Trips by 5pm, June 1, 2016!

Posted by CourtneyCommutes on 1 June, at 03:46

Instagram



Instagram #DTOChallenge

Go DTO: Kick-Off Celebration

*Hosted by the Downtown
Orlando Partnership*



Go DTO: What's Up Downtown

*Hosted by the Downtown
Development Board*



Go DTO: Bike to Work Day

*Hosted by the City of
Orlando*



Go DTO: Coffee & Commuting

*Hosted by the Downtown
Information Center*



Go DTO: Bike Like A Boss



Go DTO: Scavenger Hunt

*Hosted by the Downtown
Information Center*



Special Thanks to Our Partners





Results

Go DTO Results



565

Total sign-Ups



9,141

Total trips



255,163

Calories burned



144

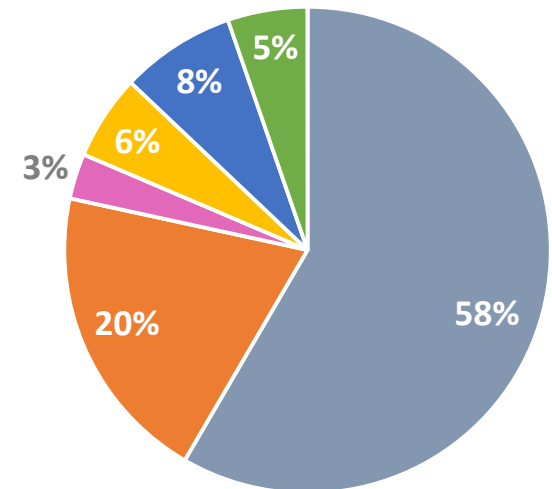
Participating companies



61,473

Vehicle Miles Reduced

How do you typically get to work?



■ Drive-Alone ■ Train ■ Bus ■ Carpool ■ Bike ■ Walk

Measurement for:

2.2.1 Target employers in the densest urban area of District 5 with the highest number of alternative modes of transportation available to workforce



Andrea Peckholdt, Greenberg Traurig



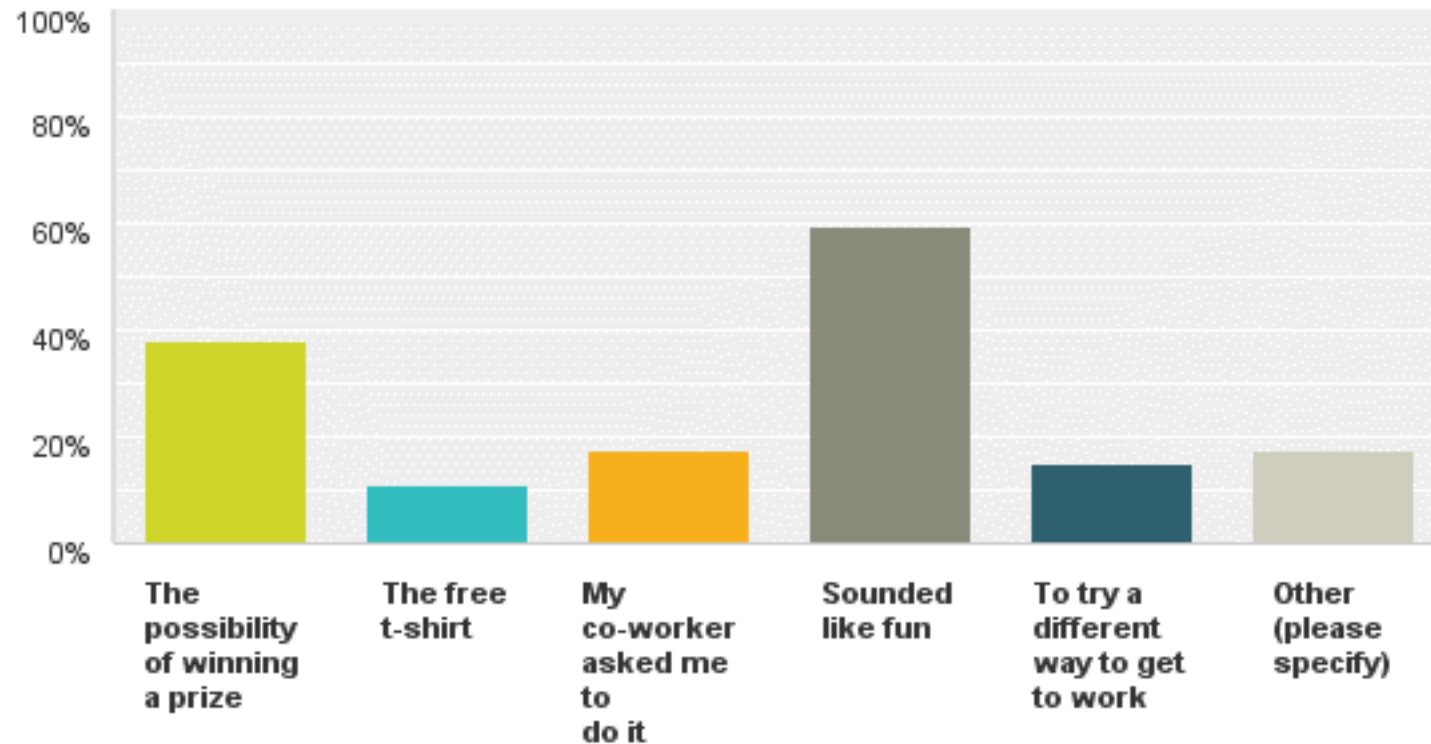
Maritza Rodriguez, LYNX



Barbara LaBue, OUC

Q2 What motivated you to participate in the Go DTO: Downtown Orlando Commute Challenge? (select all that apply)

Answered: 126 Skipped: 0

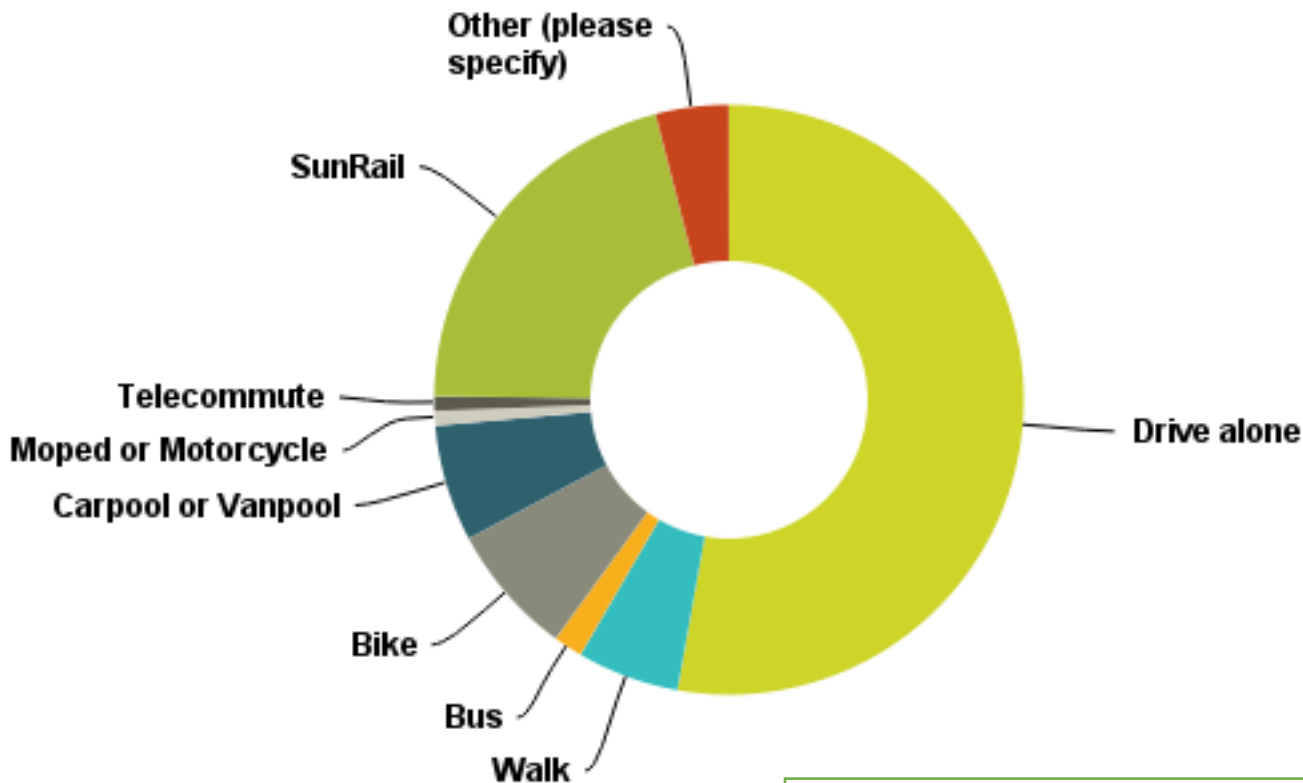


Other:

- Already a reThinker
- Promote sustainability and alternative modes in DTO

Q3 How did you typically get to work prior to participating in the Go DTO: Downtown Orlando Commute Challenge?

Answered: 126 Skipped: 0

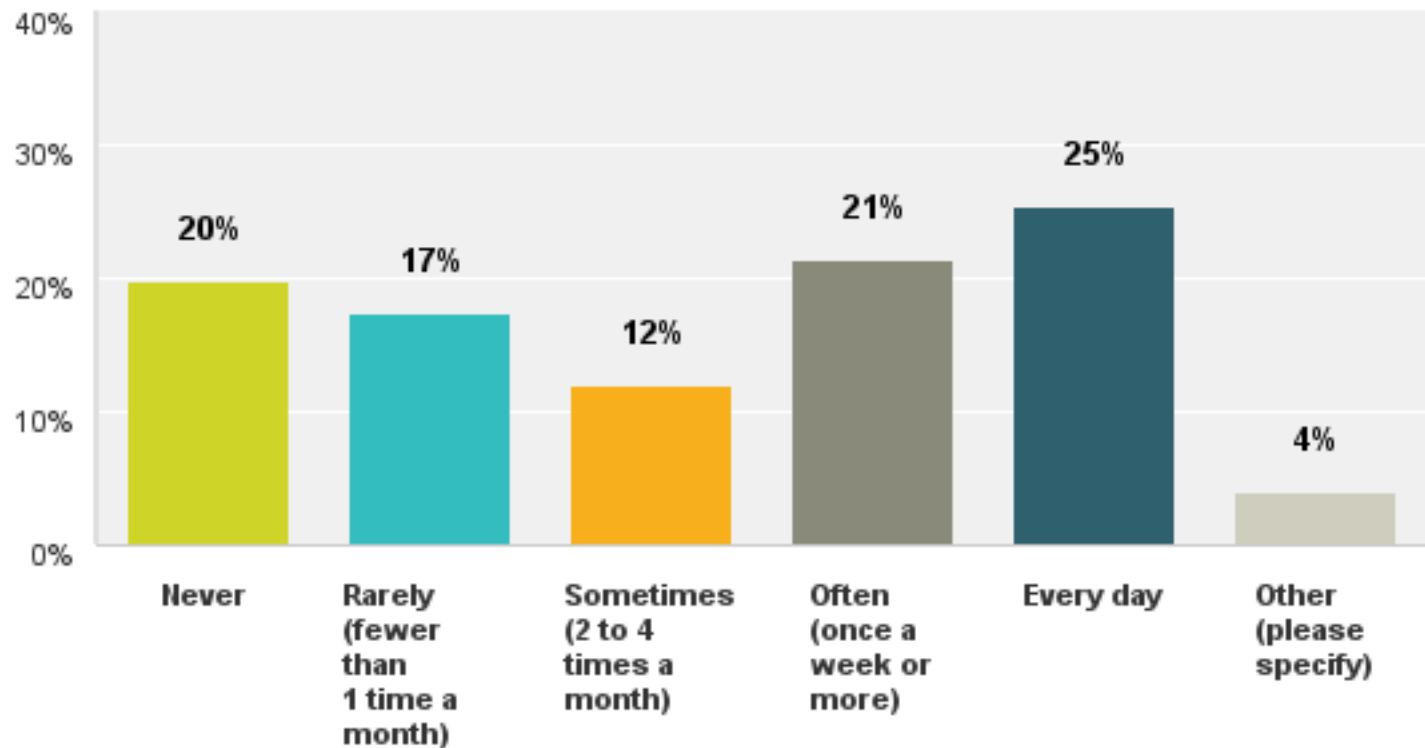


Other:

- Combination of SunRail/drive/other

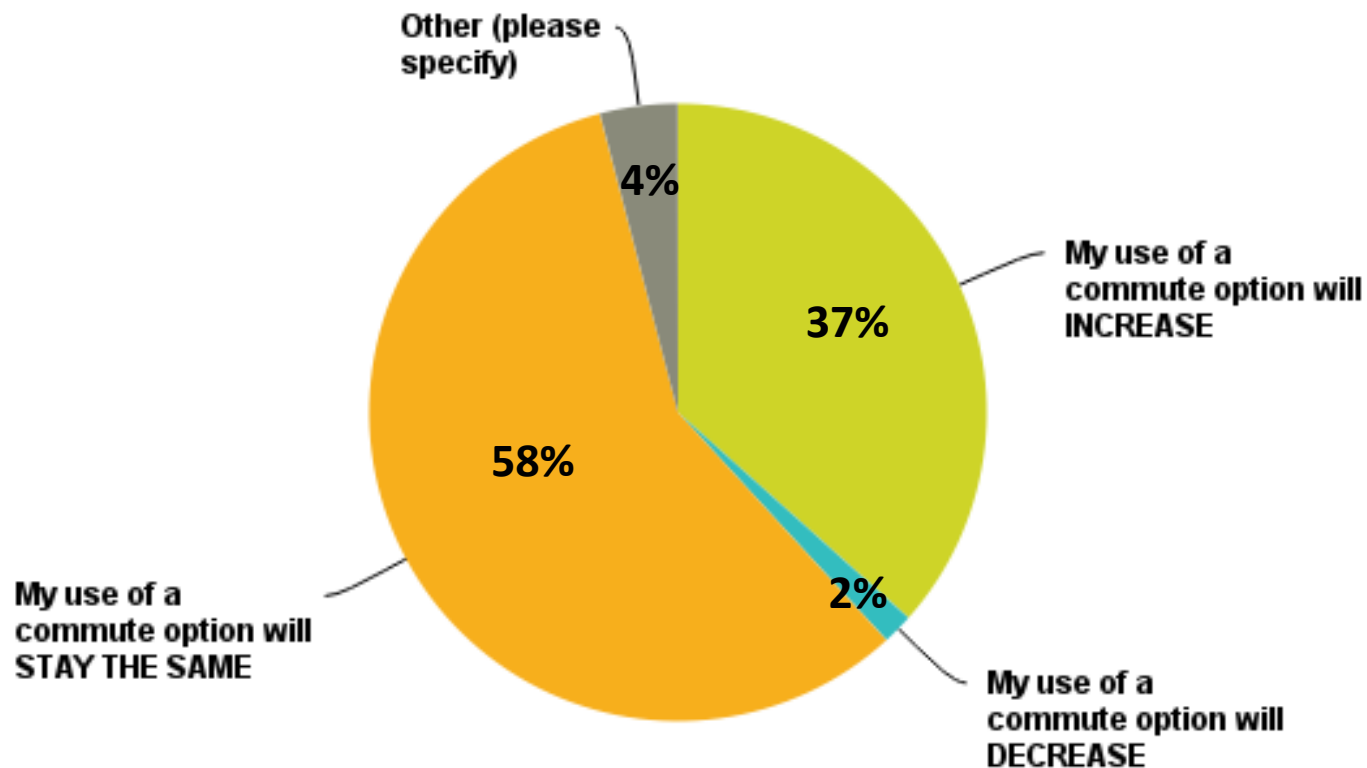
Q4 Before Go DTO, how often did you use an alternative commuting mode (e.g. walking, biking, riding transit, carpooling/vanpooling, etc) to get to work?

Answered: 126 Skipped: 0



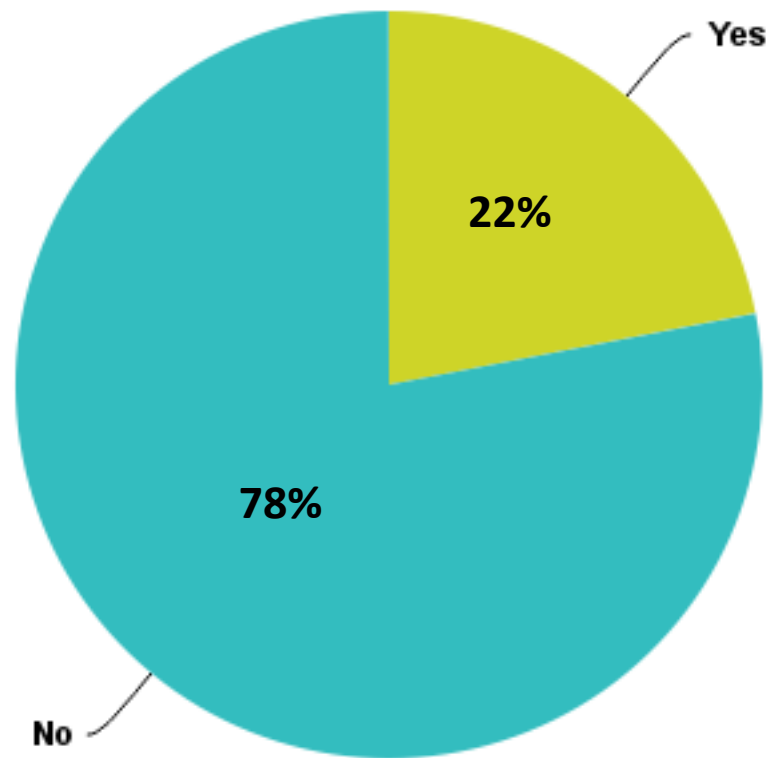
**Q5 How do you think the Go DTO:
Downtown Orlando Commute Challenge will
impact your use of commute options in the
future? Commute options include
carpooling, riding transit, biking or walking
to work.**

Answered: 123 Skipped: 3



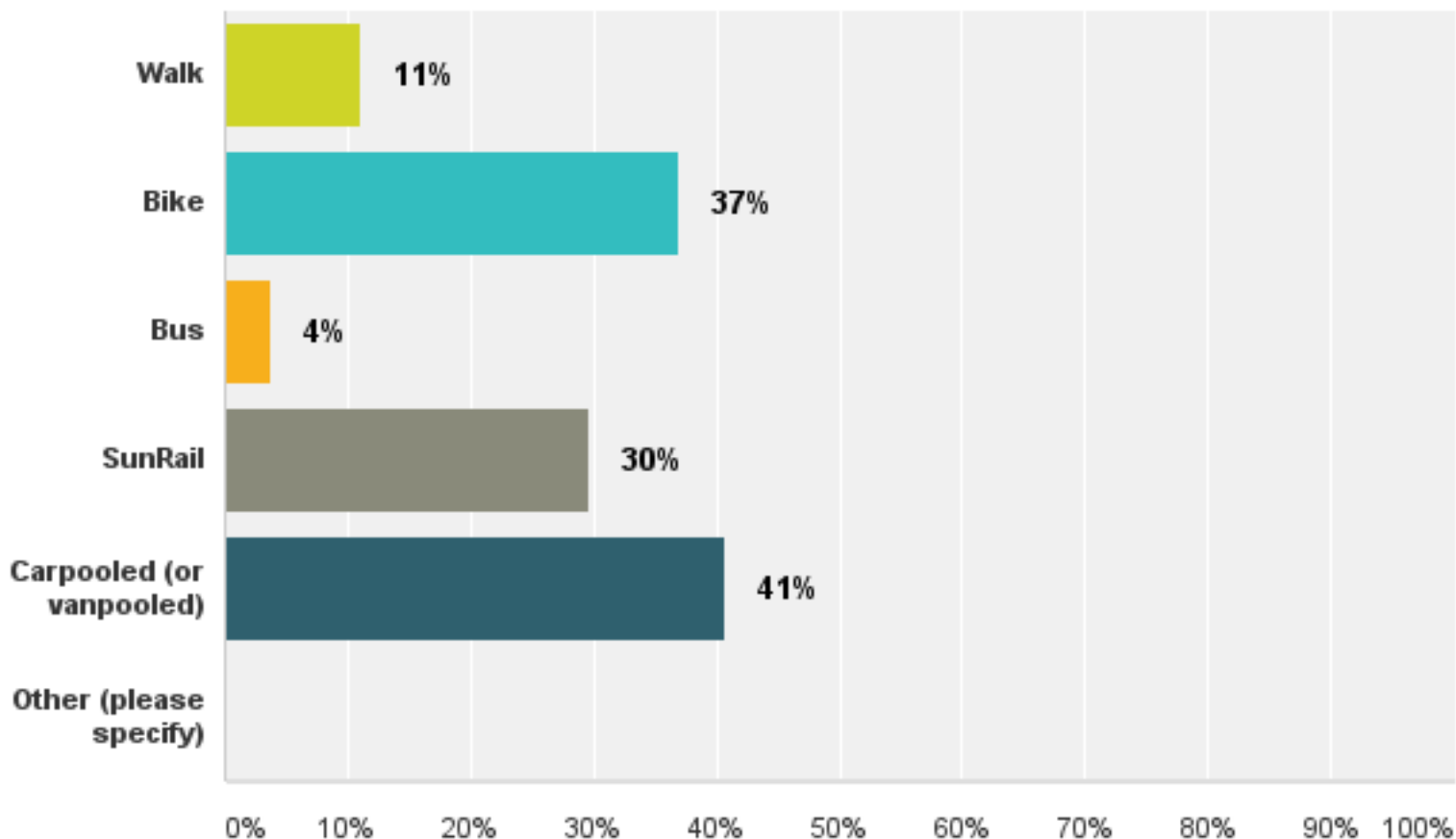
Q6 Did you use a commute option for the first time as a result of participating in Go DTO?

Answered: 123 Skipped: 3



Q7 Congrats on trying something new!
Which commuting option(s) did you try for the first time?

Answered: 27 Skipped: 99



Trying something new ...



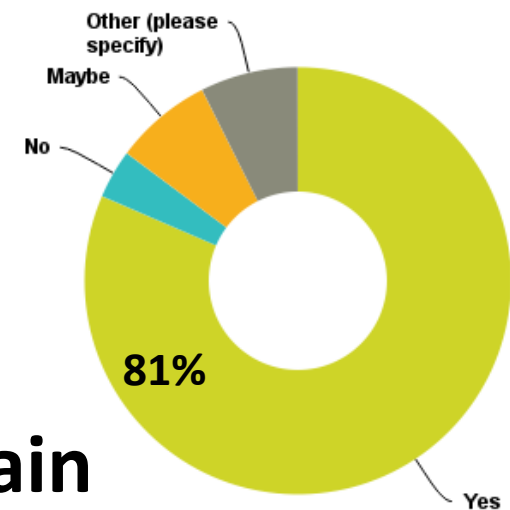
93% of first-timers reported having a pleasant experience

- Enjoyed company and ride when carpooling
- DTO amenities (Zipcar, Juice) make alternative commutes easier
- Constraints: limited train schedule, summer weather

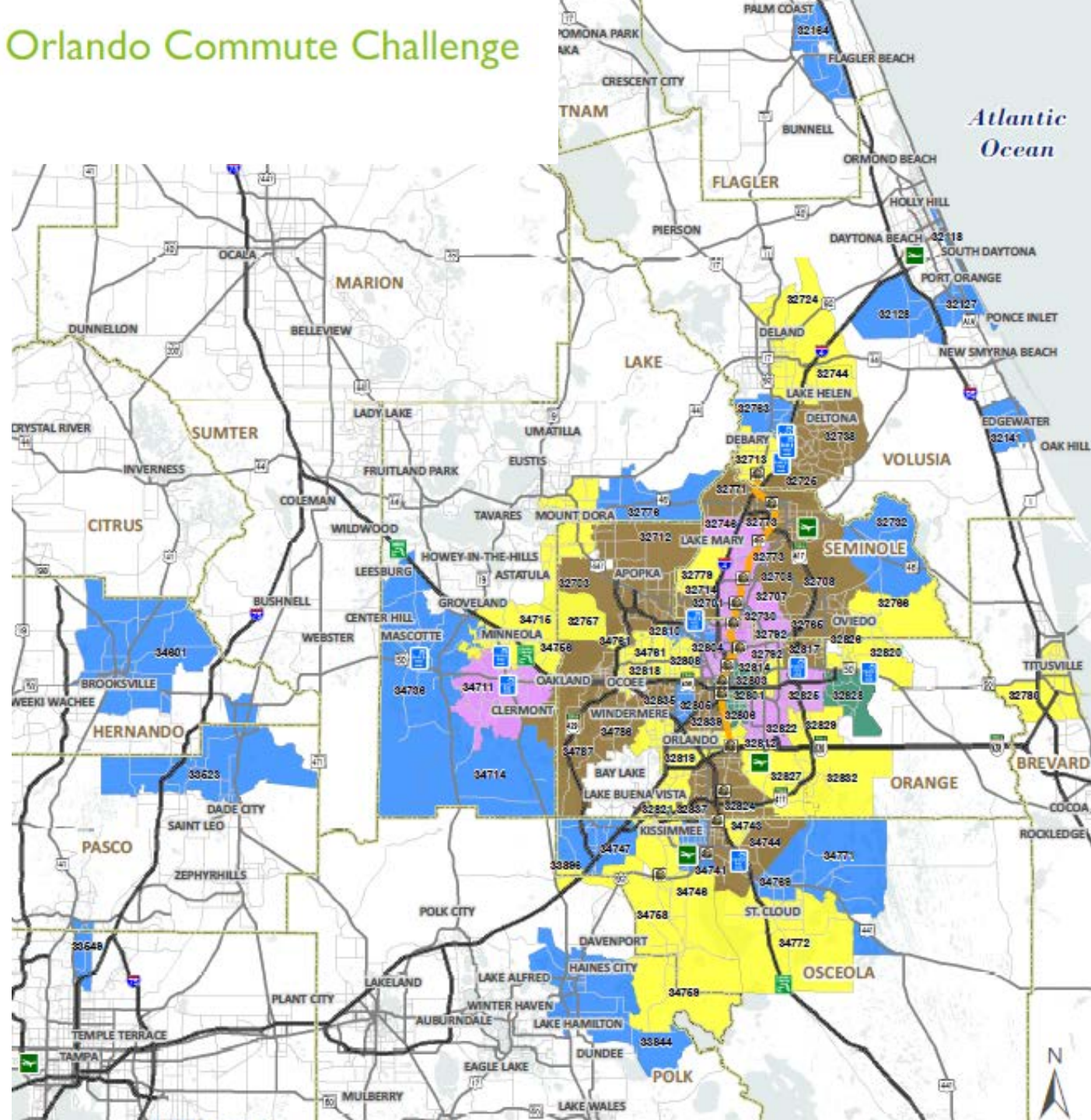
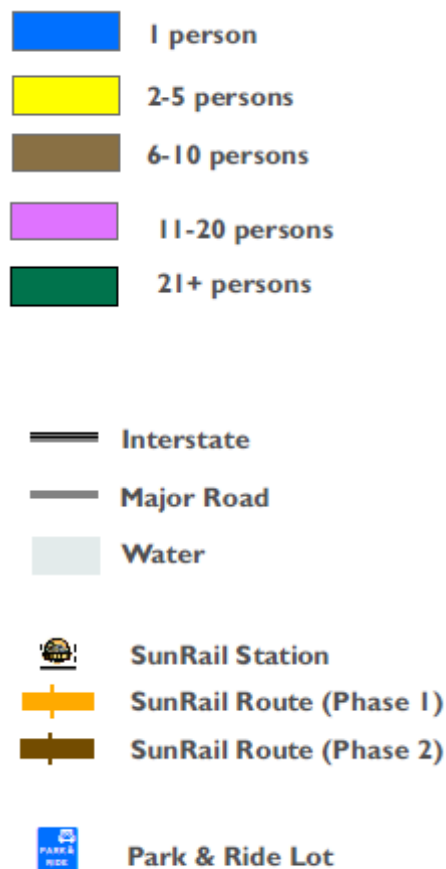
81% said they would try it again

Q10 Will you try the commute option(s) again?

Answered: 27 Skipped: 99

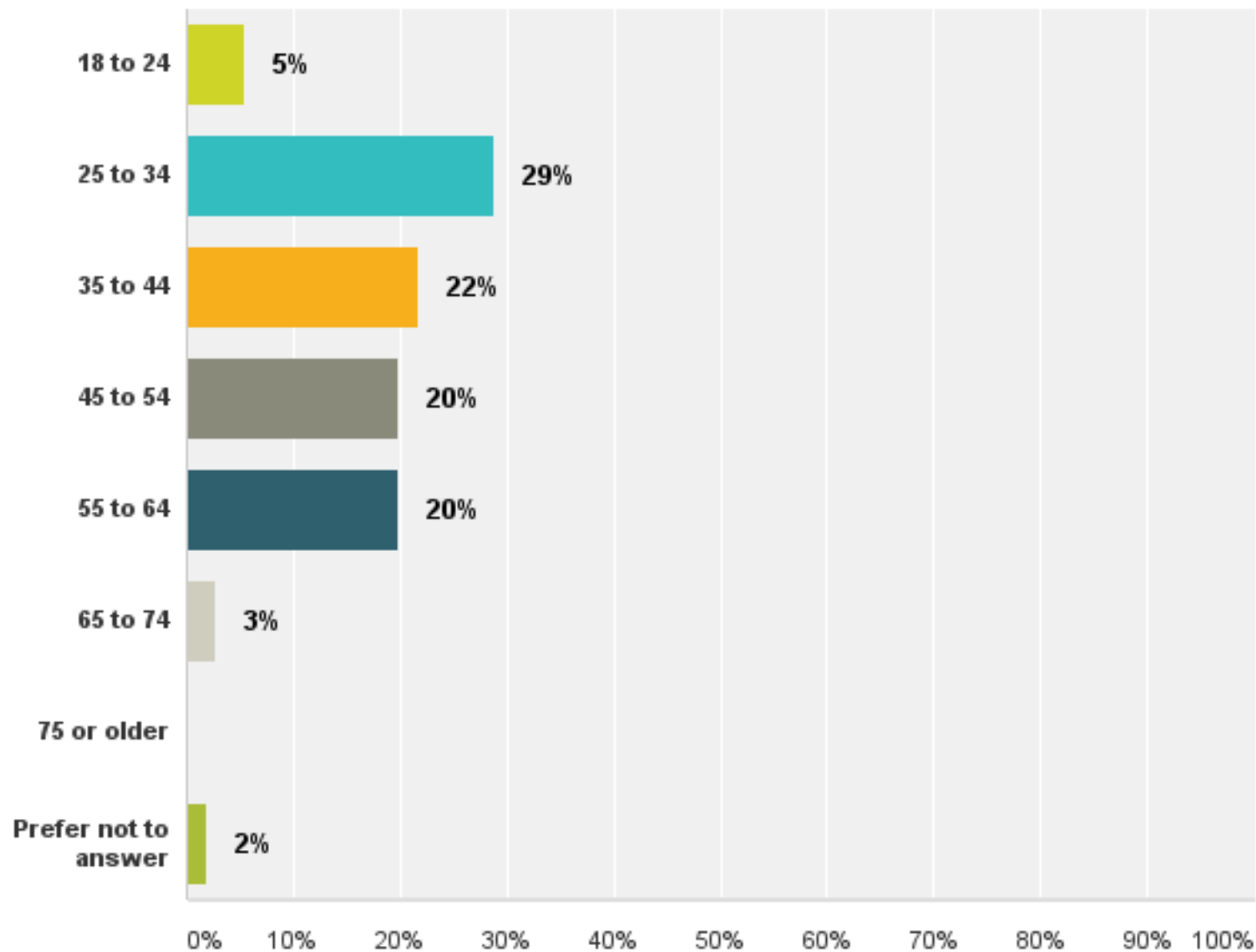


Go DTO: Downtown Orlando Commute Challenge Commute Map



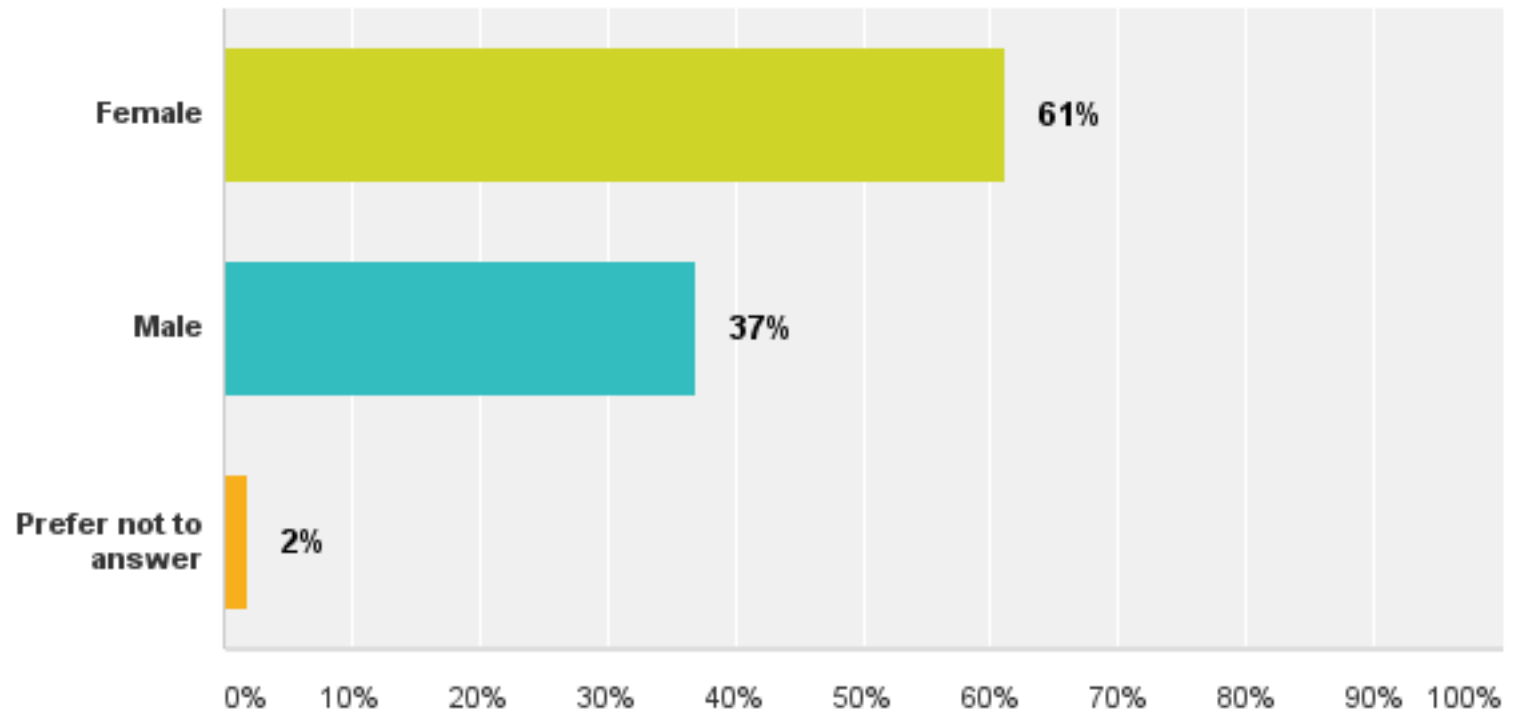
Q47 What is your age?

Answered: 111 Skipped: 15

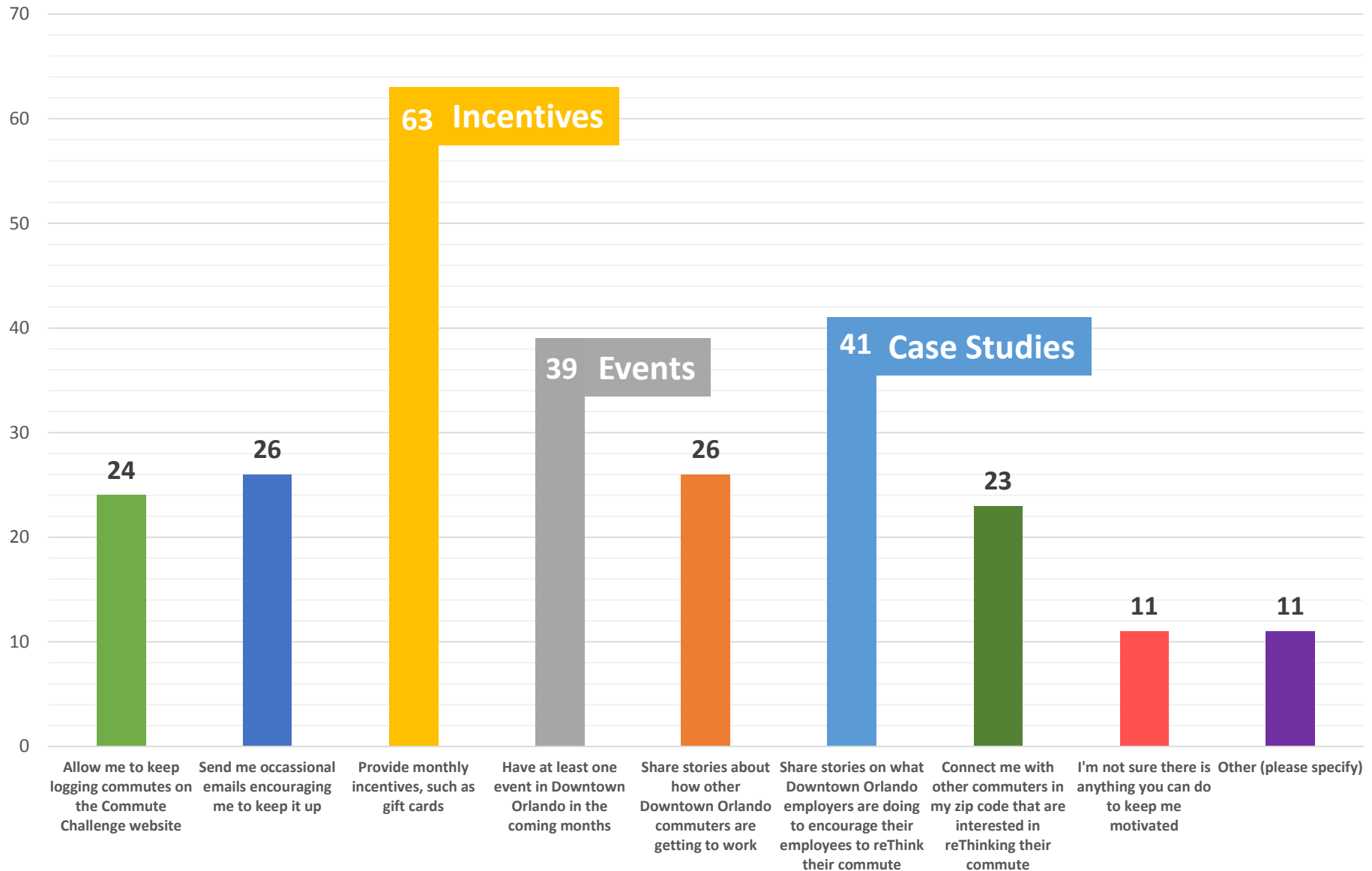


Q48 What is your gender?

Answered: 111 Skipped: 15



Now that Go DTO is finished, what can we do to keep you motivated to continue reThinking your commute?



GOAL #2: ACTIVE PARTICIPATION OF EMPLOYERS



- **Objective 2.2 Create relationships with new employer partners**
 - Strategy 2.2.2 Meet with new employers to introduce the program and the transportation options available to their employees
 - GOAL: 80
 - ACTUAL: 85



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GOAL #2: ACTIVE PARTICIPATION OF EMPLOYERS



- **Objective 2.3 Identify, train and energize employees at the worksite that can incite mode shift by making “reThinking your commute” a part of the worksite culture**
 - Strategy 2.3.1 Create a network of “reThink Ambassadors” that regular coordinate with the reThink team
 - Strategy 2.3.2 Facilitate Employee Transportation Coordinator (ETC) training sessions
 - GOAL: 12
 - ACTUAL: 1



GOAL #2: ACTIVE PARTICIPATION OF EMPLOYERS



- **Objective 2.4 Create worksite programs to decrease single occupancy vehicle (SOV) commute trips to work**
 - Strategy 2.4.1 Work with employer contacts to promote ridematching through table events
 - GOAL: 100
 - ACTUAL: 87



GOAL #2: ACTIVE PARTICIPATION OF EMPLOYERS



- **Objective 2.4 Create worksite programs to decrease single occupancy vehicle (SOV) commute trips to work**
 - Strategy 2.4.2 Work with employer contacts to promote additional transportation options through “Lunch & Learn” events and presentations to large groups

PRESENTATIONS

Goal
120

Actual
95



GOAL #3: ACTIVE PARTICIPATION BY COMMUTERS

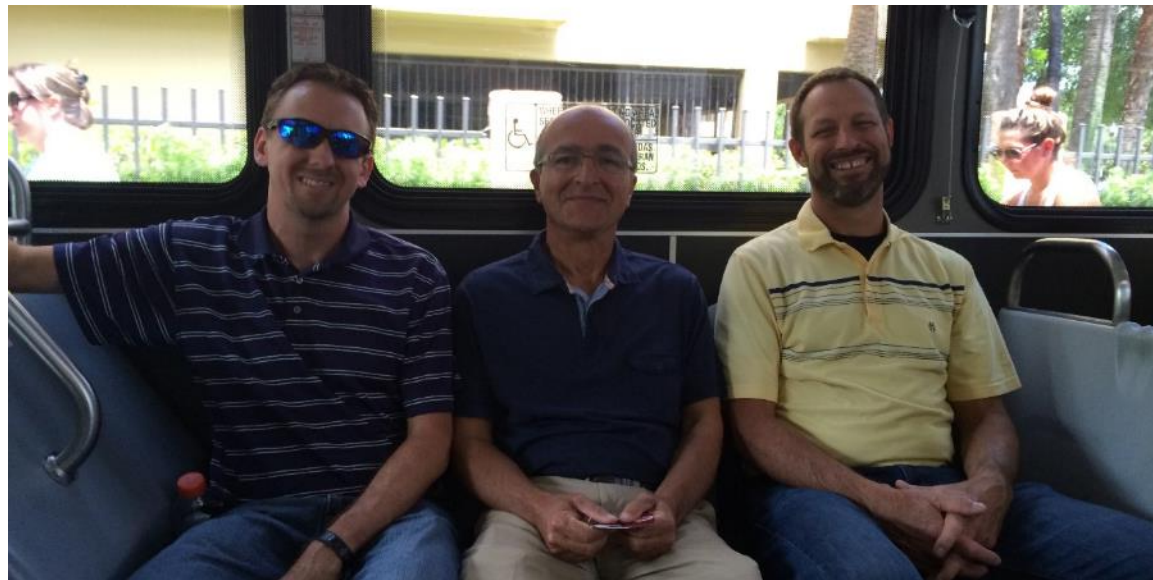


OBJECTIVE	STRATEGY
3.1 Assist individuals in reThinking their mode choices	3.1.1 Launch gamification platform in targeted area to engage commuters not already reached through traditional employer outreach
	3.1.2 Provide “Transit Training” opportunities to employee groups and community organizations
	3.1.3 Partner with stakeholders to implement and promote special events focusing on transportation options
	3.1.4 Research opportunities and funding available to develop a tool to assist commuters with finding multimodal cross-county commute options

TRANSIT TRAININGS

Goal
12

Actual
8



Partnerships & Special Events

- Titusville Shared-Use Park & Ride Lot
 - Partnership with Space Coast Area Transit, the City of Titusville and Hope Community Fellowship
 - October 22, 2015

- Coffee & Commuting
 - Partnership with the City of Winter Park, LYNX, SunRail, Juice Bikes, and Bike/Walk Central Florida
 - December 17, 2015



Measurements for: 3.1.3 Partner with stakeholders to implement and promote special events focusing on transportation options

Partnerships & Special Events

- Resolve to reThink Your Commute Day
 - Partnership with Space Coast Area Transit, Brevard County, FLORIDA TODAY, Clear Channel Outdoor and Space Coast Advertising
 - January 14, 2016



Measurements for: 3.1.3 Partner with stakeholders to implement and promote special events focusing on transportation options

Partnerships & Special Events

- Resolve to reThink Your Commute Day
 - Partnership with Space Coast Area Transit, Brevard County, FLORIDA TODAY, Clear Channel Outdoor and Space Coast Advertising
 - January 14, 2016



Measurements for: 3.1.3 Partner with stakeholders to implement and promote special events focusing on transportation options

Partnerships & Special Events

- Cycle de Mayo, Bike to Work Day
 - Partnership with Flagler County Public Schools
 - May 5, 2016

- 17th Annual Bike to Work Day in Orlando
 - Partnership with the City of Orlando
 - May 6, 2016



GOAL #4: REGIONAL COORDINATION



OBJECTIVE	STRATEGY
4.1 Maintain consistent and open lines of communication with stakeholders	4.1.1 Coordinate annual update meetings and participate in FDOT Quarterly Transit Workshops
	4.1.2 Provide an annual report
	4.1.3 Achieve “local presence” throughout the District by coordinating with stakeholders to increase availability of reThink staff
4.2 Provide outreach services to all nine counties in District 5	4.1.2 Contact and work with employers and organizations in all nine counties

Regional Program

<i>Locations of Meetings and Events</i>					
	Q1	Q2	Q3	Q4	TOTAL
Brevard	3	10	10	3	26
Flagler	0	0	1	3	4
Lake	0	3	2	2	7
Marion	2	2	1	2	7
Orange	98	118	130	159	505
Osceola	5	3	3	4	15
Seminole	3	3	2	5	13
Sumter	0	0	0	1	1
Volusia	5	17	14	6	42
TOTAL	116	156	163	185	620

Measurement for 4.2.1 Contact and work with employers and organizations in all nine (9) counties

AGENDA



- Welcome
- Introductions of reThink Program Staff
- The State of Commuting in District 5
- Overview of Fiscal Year 15/16 (July 1, 2015 – June 30, 2016)
- **Marketing Plan Review**
- **Pilot Projects**
- **Overview of Fiscal Year 16/17 (July 1, 2016 – June 30, 2017)**
- **Discussion**

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MARKETING GOALS



- **Enhance brand visibility. Become:**
 - A “trusted brand” by 2020
 - More “top of mind” among target audiences
- **Deepen relationships with existing employer partners**
 - Demonstrate that we’re the “#1 resource for commuter options”
 - Provide value and show results
- **Establish new employer partnerships in key areas**
 - Create programming for commuters in areas where mode shift is likely
 - Work with the best and the brightest companies in Central Florida
- **Focus on downtown Orlando**

RESEARCH



Three target audiences:

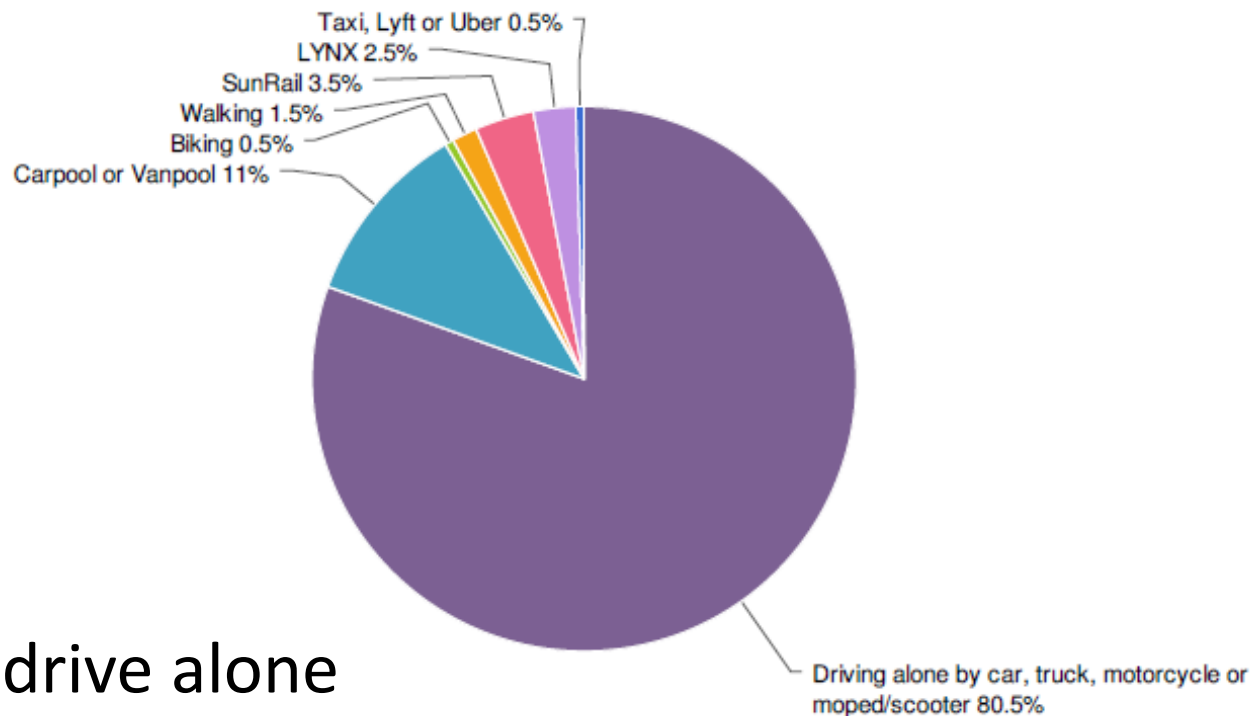
- **Commuters** to the downtown Orlando 32801 zip code from the 9-county region
- **Human Resource professionals** from a variety of downtown businesses
- **Integral business leaders** representing industries including: tourism, transportation, education, financial, law, healthcare and government

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COMMUTER HIGHLIGHTS



4. What “primary” mode of transportation do you use to commute to work?



- **80.5%** drive alone

COMMUTER HIGHLIGHTS



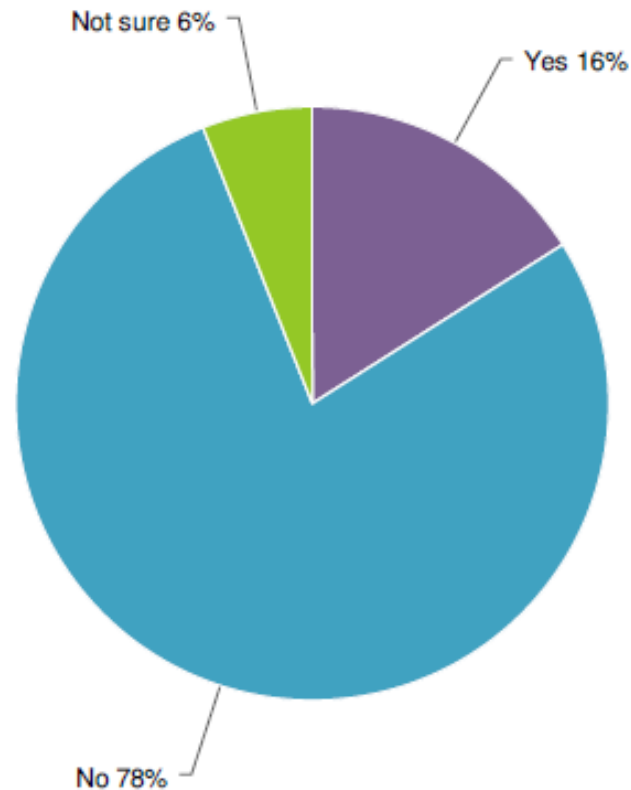
- **63.4%** of respondents have considered an alternative mode of transportation, such as carpooling, mass transit or biking
- **52.2%** of respondents who considered / tried alternate modes did not continue due to convenience / flexibility



COMMUTER HIGHLIGHTS



42. Have you ever heard of the reThink program?



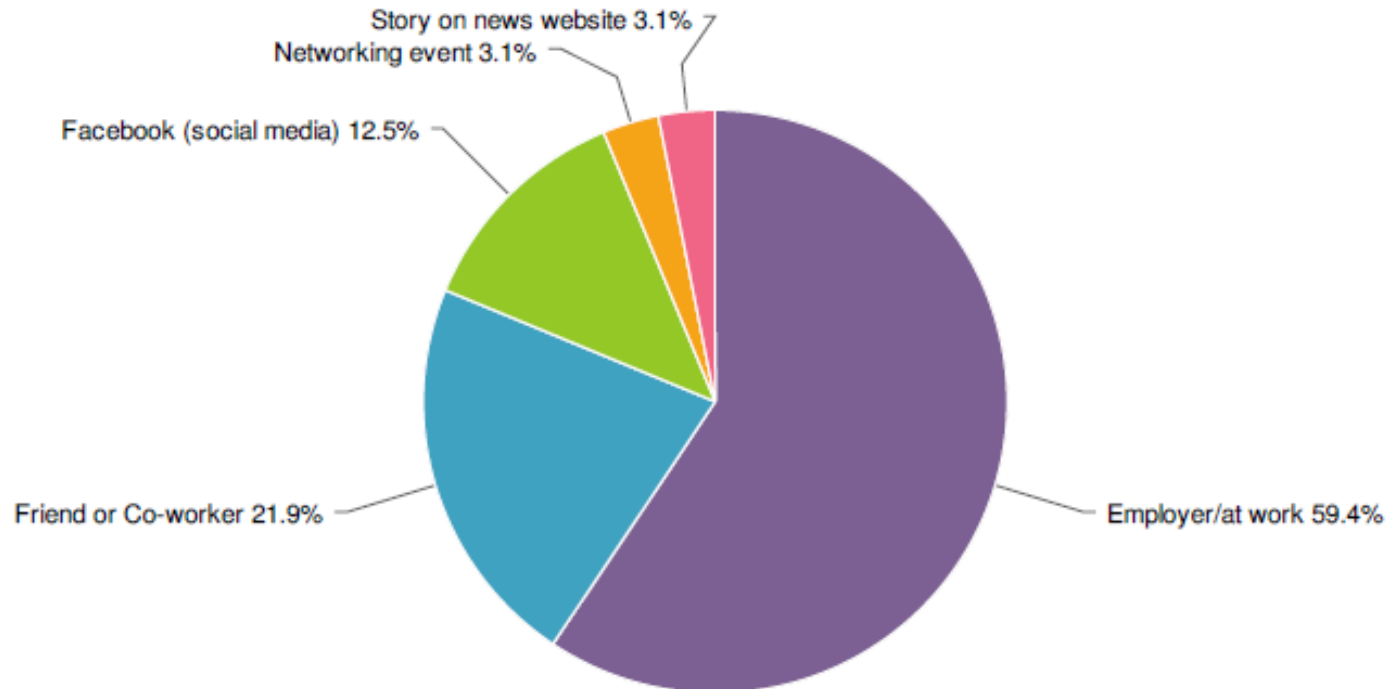
- **78%** said no

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AWARENESS OF RETHINK



- Only **16%** were aware of reThink



This group was well-informed about mission but less certain re: scope of services

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HR AND BUSINESS LEADER HIGHLIGHTS



- More education, demonstrations and trials for their team
- People may be intimidated by how SunRail and LYNX schedules operate
- Solo driver environment “culture change”
- Promote once a week or once a month commuting
- **Communication should be polished and “cool”**

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OVERALL ...



survey identified 3 key motivating factors:



sustainability/
green



health



"the right
thing to do"

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OVERALL ...



- ... but if it isn't convenient, forget it



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TARGET AUDIENCES



- **Audiences include:**
 - **Captive commuters** – existing, need-based users
 - **Socially responsible commuters** – trend-setting users who are on board to “do good”
 - **Non-users** – the solo driver
 - **Employers**

TARGET AUDIENCES



- **Audience emphasis:**
 - Population most pre-disposed to changing habits and embracing the idea of alternative commutes: **Millennials**
 - Continue dedicated outreach to **employers**
 - Population frustrated with years of congestion, might be **open to vanpool or carpool**: 30's and 40's
 - Those on the brink of committing to new commuting options, but the **“last mile”** stands in their way

FIRST STEPS TO MOVING THE NEEDLE



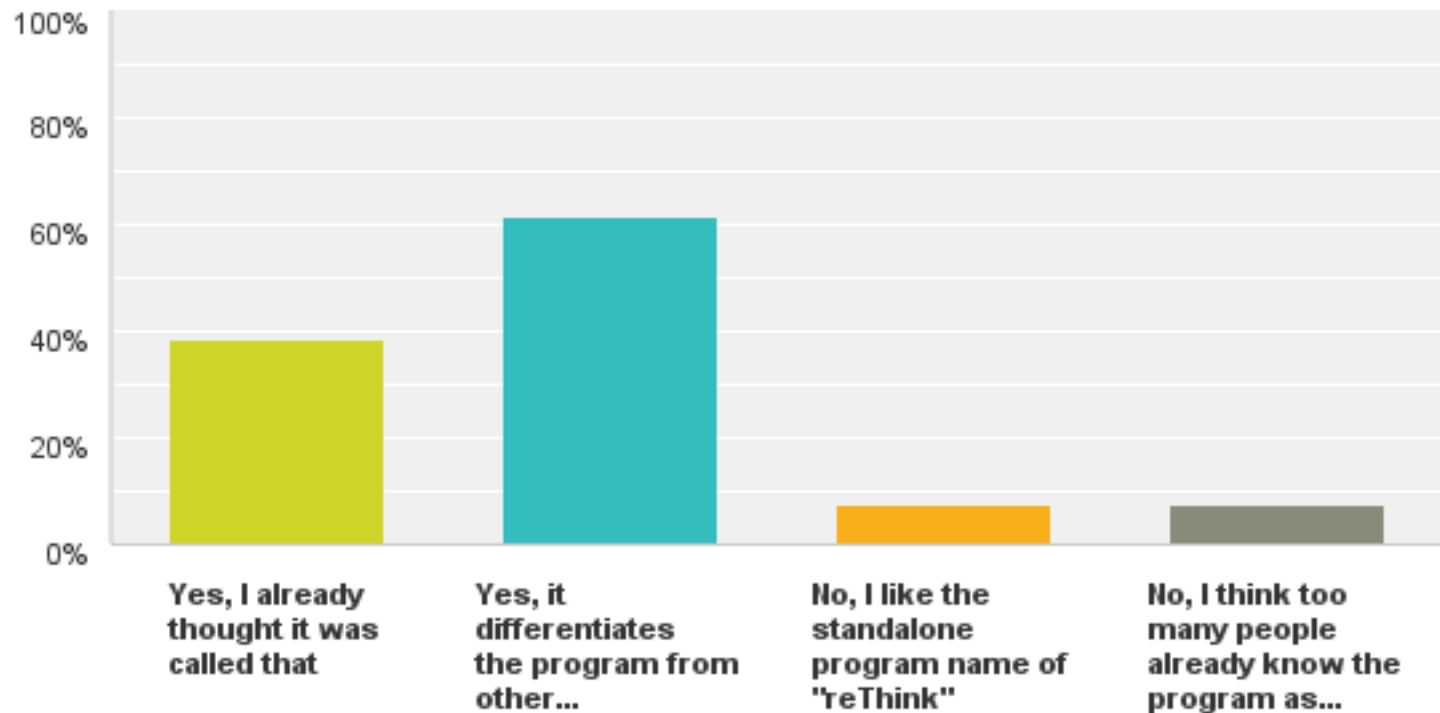
- **#1 Revitalize the reThink brand**
 - Goal: trusted brand
 - Logo and collateral refresh
 - Refer to program as: reThink Your Commute
 - Three logo suggestions included in the plan

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Q9 Should the reThink program officially be called "reThink Your Commute" moving forward?

Answered: 13 Skipped: 0



FIRST STEPS TO MOVING THE NEEDLE



- **#2 Look cool to be cool**
 - Combat negative perceptions around commuting
 - More professional, contemporary look
 - Attract Millennials



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FIRST STEPS TO MOVING THE NEEDLE



- **#3 Be storytellers**
 - Promote the interesting stories and personal experiences of your customers
 - Individual commuters and employers/business partners
 - Leverage in social media and PR



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WAY TO STEP IT UP

and reThink
your commute.

Il inciti berferis nonsedi, gende
stium andit, imillest ut faces
velestibust pro dolecat. Sunditat
vent, cus magnis core voluptur,
qui ime dolorem latur as sitas
eossequoditi quo quid quiam que
rerio dolest omnim repeliquos
rendel ipitio optionsequas apiciis
que pediorum et ipsa ducipsan.



reThinkYourCommute.com
866.610.RIDE (7433)

MARKETING TACTICS: MILLENNIALS



- **Give a face to the brand**
 - Aspirational persona people can relate to in ads
 - Male, late 20's, works downtown at a tech company



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MARKETING TACTICS: MILLENNIALS *(continued)*



- **Develop an app**
 - Scalability and awareness
 - Don't create an app just to create an app
 - Solve a problem for consumers

MARKETING TACTICS: EMPLOYERS



- **The big picture**
 - Help employers see the benefit of partnering with reThink
 - Start with companies who address sustainability as part of mission, vision, values
- **Corporate recognition**
 - Create a list ranking “Best Employers for Commuting Options”
 - Host a gala with awards
- **Corporate engagement**
 - Establish an “Employer Council”

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SOCIAL MEDIA GOALS



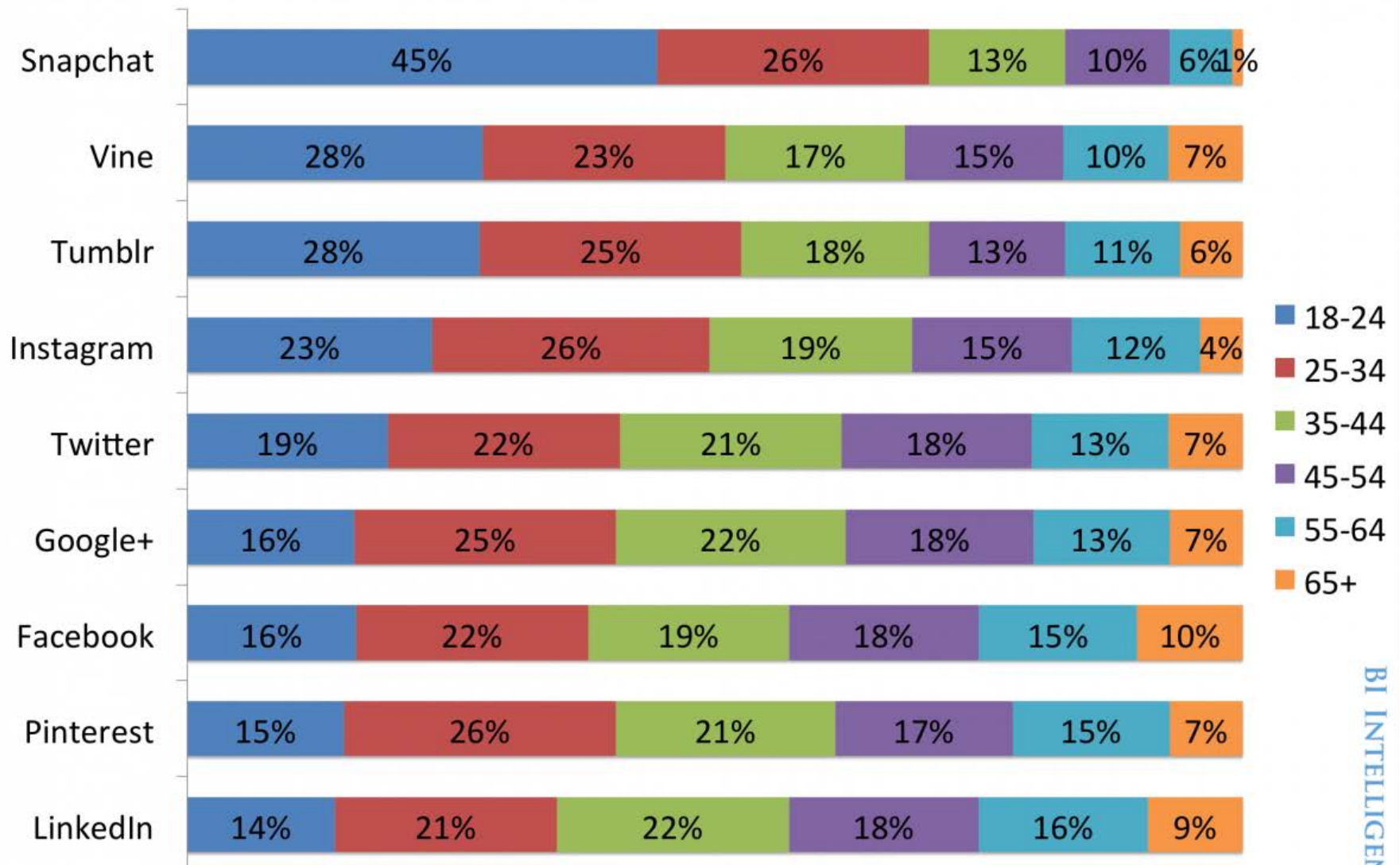
- Increase **brand awareness** to a targeted audience of potential users
- Establish a **brand personality**
- **Listen and respond** to conversations in the brand's industry/niche
- Address and **answer pain points** for the target audience
- **Showcase success stories**



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Age Distribution At The Top Social Networks

% Of Users In Each Age Group — US Data - Users Aged 18 And Over — December 2014



Source: comScore

Social Media: Cross-Promotions



MetroPlan Orlando shared reThink's photo.

August 23 · 🌐

We're proud to be on the region's list of [Best Workplaces for Commuters](#)! Want to know how your organization can improve commuter benefits? Contact [reThink](#) for details.



reThink

Published by Courtney Reynolds [?] · August 22 · 🌐

Best Workplaces for Commuters recognizes the best of the best: employers who encourage their employees to reThink their commute, like [MetroPlan Orlando](#).

👍 Love 💬 Comment ➦ Share



reThink, Martie Anderson and Courtney Reynolds



reThink shared Space Coast Area Transit's post.

Published by Courtney Reynolds [?] · June 16 · 🌐

Space Coast Area Transit is celebrating [#DumpThePump](#) Day today in [#BrevardCounty](#). Visit their website to get your free ticket to ride today. [#reThinkYourCommute](#)



Space Coast Area Transit

June 16 · 🌐

[#DumpthePump](#) is TODAY, June 16th! Ride [#SCATbus](#) for FREE! Print your ticket→<http://bit.ly/1X2Qdbz>



bit.ly/1X2Qdbz

[HTTP://BIT.LY/1X2QDBZ](http://bit.ly/1X2Qdbz)

23 people reached

Boost Post

👍 Like 💬 Comment ➦ Share



ADVERTISING

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ADVERTISING



To increase overall visibility and build awareness of services, reThink can benefit from a strategic advertising approach.

Recommendations for a targeted media buy:

- Two flights (fall, spring) with mixed media
 - Digital Billboards
 - Digital Ads (including Facebook and Pandora)
 - Print
 - Radio
- Partner with employers to leverage vehicle wraps and magnets
 - Moving billboards
- Other opportunities
 - Gas station/pump TV screens

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PUBLIC RELATIONS

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THE ROLE OF PUBLIC RELATIONS



- *How can PR help Central Floridians to reThink their commutes?*
- Building awareness → Shifting perceptions → Changing behaviors



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MEDIA RELATIONS



- **Create a steady stream of coverage to keep reThink top-of-mind**
 - Promote existing events
 - Share success stories
 - Invite reporters to “rethink their commutes” for a day
 - Publicize the program’s success since its founding
 - Address misconceptions about public transit
 - Generate buzz by enhancing the commuter experience

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TIMELY OPPORTUNITIES



- Relevant dates (examples)
 - Second week in March – Telework Week (VA and GA)
 - First Wednesday in April – National Walking Day
 - Saturday closest to May 10 – National Train Day
 - Third Friday in May – National Bike to Work Day
 - Third Thursday in June – National Dump the Pump Day
 - September 22 – Car-free Day
 - May – National Bike Month
 - September – Self-improvement Month

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TRANSPORTATION DEMAND MANAGEMENT

*A local pilot program to reduce drive-alone commuter trips using
origin-based marketing*

ORIGINS-BASED MARKETING



- What is it?
 - Also referred to as “community-based social marketing”
 - Reaches commuters where their trips actually start: at home
 - Provides individualized transportation information to assist them with changing their commute behavior



CASE STUDY REVIEW OF BEST PRACTICES

Program	Overview	Evaluation Methods	Measured Results	HH	Location	Length	Budget
In Motion	Encouraged healthier travel behavior by providing information, getting action commitments, & offering prompts & incentives to local communities.	▪ N/A	20% reduction in drive-alone trips.	23,000	King County, WA	N/A	N/A
Neighborhood2Go	Offered households information & personalized assistance to encourage them to use a variety of transportation options.	▪ Smartphone tracking app	N/A	72	Tampa, FL	24 mo.	\$206,000 - <i>budget is evolving as program progresses; web & app developed under separate budget.</i>
One Less Car*	Offered households information & financial incentives to help them reduce car use & try other means of transportation.	▪ Trip diaries ▪ Measured driven miles saved	41,163 driven miles saved	86	Seattle, WA	9 mo.	\$220,000 – <i>operating costs & incentives</i>
SmartTrips*	Provided promotional & informative materials to car commuters, via e-mail & phone to get individuals to try a variety of transportation options.	▪ Pre & post surveys	15% relative reduction in drive-alone trips	N/A	Portland, OR	43 mo.	N/A
Smart Trips Neighborhoods*	Sent direct mailings, delivered materials via bike (Smart Trips Kits), engaged youth leaders, & held free events to engage households.	▪ Pre & post phone survey	83% participants took new walking, biking or transit trips	3,000	St. Paul, MN	N/A	\$620,000 – <i>budget total</i>
Spare the Air*	Urged drivers to voluntarily reduce their driving on days when air pollution is approaching unhealthy levels.	▪ Phone interviews “Spare the Air” & “Control” days.	35% of respondents reported reducing car use	N/A	San Joaquin, CA	Seasonal	N/A
TravelChoice	Provided personalized outreach, information & training on transportation alternatives.	▪ N/A	14% reduction in drive-alone trips	7,800	Alameda County, CA	4 mo.	\$330,000 – <i>excludes evaluation costs</i>
TravelSmart	Engaged individuals through contact letters & face-to-face conversations with at least one person per household.	▪ GPS tracking ▪ Odometer tracking	24% reduction in VKT	22,103	Adelaide, Australia	42 mo.	N/A
Whatcom Smart Trips	Provided resource materials online + discounts for making Smart Trips.	▪ Self-reporting via Trip Diary on website	15% reduction in miles driven per day.	10,037	Bellingham, WA	N/A	\$982,000 – <i>budget total</i>

*Program sample size was not statistically relevant.

TEMPLE TERRACE (TAMPA) PILOT PROGRAM



- **Objective**

- Encourage residents to increase use of transit, walking and biking to reduce traffic congestion and create healthy, livable communities
- Remove barriers to an activity while simultaneously enhancing the benefits



- **Target**

- Recruiting 72 households
- Recruiting “Community-Based Transportation Coordinators” (CBTC)

TEMPLE TERRACE (TAMPA) PILOT PROGRAM



- **Techniques**

- Social cause marketing
- One group to receive “information-only” and second group to receive information plus support from the CBTC

- **Performance Metric**

- Behavior change/use of transportation options



PILOT PROGRAM FOR CENTRAL FLORIDA



- **Program Design**
 - Selection of target areas
 - Create tools and information for households (website, brochures, etc.)
 - Recruitment and training of Ambassadors
 - Recruitment and selection of households
 - Work with stakeholders regarding safety concerns
 - Outline evaluation and assessment criteria

PILOT PROGRAM FOR CENTRAL FLORIDA



- **Progress to date**
 - Established program purpose and objective
 - Selected target areas
 - Developed working draft of program framework
 - Stakeholder coordination in selected target areas
 - Presented pilot program to FDOT Project Management team to request funding to move forward



AGENDA



- Welcome
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FY 16/17



Q1

July through
September 2016

FY 15/16 Performance Metrics

Marketing Plan Review & Completion

YMCA – Communities for Health Kick-Off Events

Go DTO Fall Get Together & Open House – Sept. 19

Maitland NeighborLink 652 Promotion

New Hire Training (Outreach Specialist)

Employer Outreach: Meetings & Events

FY 16/17



Q2

October through
December 2016

Annual Meeting

Program Rebranding

BIKE FRIDAYS

Maitland NeighborLink 652 Promotion (continued)

FDOT's Mobility Week 2016

Cycling Savvy – October 21-22

Multimodal Regional Trip Planner Kick-Off

Origins-Based Marketing & Outreach Pilot Program Kick-Off

SunRail Saturday Service begins October 8

City of Orlando's "One Less Car, One More Park" – November 3

Orlando Weekly's "Ciclovía" – December 4

Winter Park Commute Challenge "Coffee & Commuting" – December 9-16

Employer Outreach: Meetings & Events (Benefits Fairs season)

FY 16/17



Q3

January through
March 2017

Space Coast Area Transit Partnership: “New Year,
New App” and Transit Summit – January 27

Florida’s Bike Month

City of Kissimmee, Bike to Work Day event – March
TBD

TransitScreen Partnership

Employer Outreach: Meetings & Events

FY 16/17



Q4

April through June
2017

Go DTO: Downtown Orlando Commute Challenge
May 2017

National Bike Month

City of Orlando, Bike to Work Day – May 5

Cycle de Mayo, Flagler County Public Schools Bike
to Work Day – May 5

Employer Outreach: Meetings & Events (Earth Day
season)

DISCUSSION



- **Program elements not discussed today**
 - Emergency Ride Home (ERH) Program
 - Vanpool ridership

Period	Claims	Amount
FY 10-11	12	\$559.25
FY 11-12	15	\$693.24
FY 12-13	24	\$1,657.53
FY 13-14	23	\$1,196.77
FY 14-15	41	\$2,011.29
FY 15-16	48	\$2,949.60

\$9,067.68

ERH Overall cost since FY 10/11

DISCUSSION



- **General discussion**
 - Impact of I-4 Ultimate Improvement project
 - Impact of transportation network companies (TNCs)
 - Feedback to advertising plan?
 - Response to “Employer Council” proposal?
 - Any “timely opportunities” we need to add to our calendar?
 - **Are there objectives and strategies on which you would like us to focus?**

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DISCUSSION



PROJECT CONTACT INFORMATION

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reThink