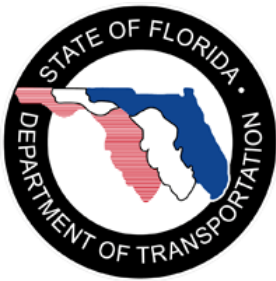


About reThink

reThink is the Florida Department of Transportation (FDOT) District 5 Regional Commuter Assistance Program. The program calls on commuters to reThink the way they get to work in an effort to decrease traffic congestion, improve air quality, conserve natural resources, and save money. To achieve these goals, reThink promotes carpooling and vanpooling, riding the bus, biking and walking, telecommuting, and other Transportation Demand Management (TDM) strategies.



During FY 10/11, the reThink program has been administered by a three-person consultant team that works on-site at the FDOT Orlando Urban Office and is managed by its own business plan and FDOT Project Manager Diane Poitras.

Program History & Service Area

Launched in July 2010, reThink expands upon the efforts of Commuter Assistance Programs previously facilitated by three (3) area transit agencies: Orange, Osceola, and Seminole counties were served by LYNX Commuter Services; Brevard County was served by Space Coast Area Transit's Commuter Assistance Program; and the Votran Commuter Assistance Program served Volusia County.



The creation of a Regional Commuter Assistance Program has afforded the FDOT the opportunity to better serve the needs of District 5 commuters and employers. Programs and services are now available across all nine (9) counties of District 5. Between Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia counties, there are over 1.6 million people in the

workforce and thousands of employers that compose reThink's target audience.

reThink focuses on promoting alternative modes of transportation through active participation by private and public sector employers and their employees, as well as regional coordination.

Year One at a Glance:

- **42** Employer partners
- **2,347** Commuters registered
- **35,854.08** Gallons of gas saved each month
- **\$411,956** Total savings for commuters each month
- **8.3 Million Pounds** of CO₂ averted from the atmosphere



Programs & Services

Ridematching

- ✓ Online assistance to match commuters to share the ride to work by carpooling or vanpooling at reThinkYourCommute.com



Employer Outreach

- ✓ Development of programs to reduce employee commute trips, which help reduce a company's carbon footprint, as well as saving money for both the employer and the employee
- ✓ Training of Employee Transportation Coordinators (ETCs) to implement transportation benefit programs

Commuter Outreach

- ✓ Empowering the commuter by providing information on commute options other than driving alone
- ✓ Useful information about safe cycling, walking, and how to ride the bus
- ✓ Guidance on how to approach your employer about telecommuting and alternative work schedules

Incentive Programs

- ✓ Qualified Transportation Fringe Benefits (tax benefits for employers and employees)
- ✓ Emergency Ride Home (ERH) Program
- ✓ Designation as "Best Workplaces for Commuters"

Outreach

Through employer outreach, the reThink outreach team creates positive worksite partnerships that encourage the use of alternative modes. Examples of such programs include ridematching, preferential parking, free or subsidized transit passes, and enrollment in tax benefits for qualified transportation expenses.

As of July 2011, the reThink outreach team has met with 122 different employers in one-on-one meetings, which has led to more than 150 additional follow-up meetings, presentations, worksite events, and community events in the first year.

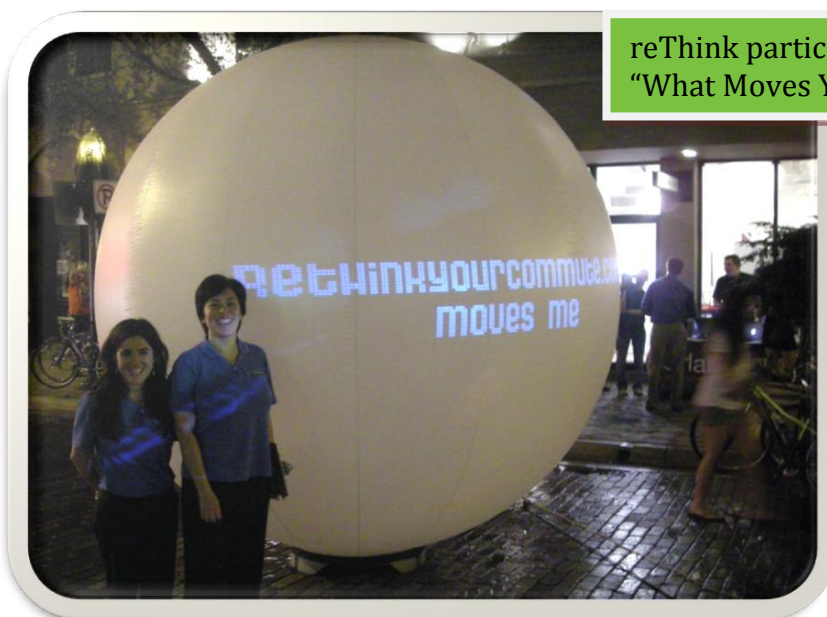
As of July 2011, **42 employers** have signed up to become official employer partners to create programs to encourage their employees to use alternative modes of transportation. These 42 official partners have given reThink access to approximately **73,290 employees**, with an **additional 54,315 commuters** through exposure to their student, client/tenant, or resident population, for a **total audience of 127,605** individuals for one (1) year of active outreach.

This data does not include reThink's **additional 59 unofficial partners** and their combined additional employee audience of at least 75,000 (which would bring the total year-one audience to more than 200,000 individuals and 101 employer partners).



Official Employer Partners

- ✓ Audubon Park
- ✓ Barry University
- ✓ Brevard County
- ✓ Circles of Care
- ✓ City of Cape Canaveral
- ✓ City of Cocoa
- ✓ City of Cocoa Beach
- ✓ City of DeLand
- ✓ City of Deltona
- ✓ City of Indian Harbour Beach
- ✓ City of Mascotte
- ✓ City of Minneola
- ✓ City of Ocala
- ✓ City of Orange City
- ✓ City of Palm Coast
- ✓ College of Central Florida
- ✓ City of Orlando
- ✓ Costa Devault
- ✓ Daytona Beach Work Release Center
- ✓ Department of Children & Families – Daytona Beach
- ✓ ecoPreserve
- ✓ Everest University
- ✓ Flagler Company
- ✓ Flagler County
- ✓ Marion County Property Appraiser
- ✓ Marion Technical Institute
- ✓ Northrop Grumman
- ✓ Ocala/Marion County Chamber of Commerce
- ✓ Orange County Convention Center
- ✓ Orange County
- ✓ Orlando Airport Marriott
- ✓ Osceola County
- ✓ Signature Brands
- ✓ Sonny's Real Pit BBQ
- ✓ SPX Flow Technology
- ✓ Stewart Marchman-Act Behavioral Healthcare
- ✓ Tomoka Correctional Institute
- ✓ TranSystems
- ✓ Urban Rethink
- ✓ Volusia County
- ✓ Walt Disney World
- ✓ West Oaks Mall



reThink participated in the CityArts Factory's "What Moves You" art celebration in September 2010



reThink participated in the City of Palm Coast's Annual 5K and Arbor Day Event in May 2011

Ridematching

The most essential element of the program is reThink's ability to match people with similar origins, destinations, and work schedules so that a carpool/vanpool can be formed. This is done through Ez-Ride, ridematching software offered through Florida State University. The matching software is available online at reThinkYourCommute.com, enabling commuters to set up their own profile and find matches at their convenience. One-on-one assistance is available through the 1-866-610-RIDE (7433) Call Center, as well as at worksite and community events with reThink Outreach staff.



2,347

Commuters added to the
Regional Database

From the launch of the program, the database has grown from zero commuters to **2,347 individuals** interested in sharing the ride to work and/or already using an alternative mode. **This is 17% higher than the Year One goal of 2,000 people.** Currently, the match rate is 74%, meaning that three out of four people in the database have at least one potential match. The program plans to add another matching feature - bikepools - in FY 11/12, which will allow commuters to find or form a group of bike commuters.

Database Survey Results

To better gauge the effectiveness of the program's ridematching service, a survey of 543 commuters from the reThink database was conducted in February 2011 to quantify mode shift that could be specifically attributed to reThink's outreach efforts. From the 203 responses received, the results of the survey provided the following information:

- ✓ 7.4% of respondents said that they found a carpool partner thanks to reThink
- ✓ 72.7% of the carpool groups are two-person carpools
- ✓ 87.5% of the carpool groups carpool to work at least two (2) times a week
- ✓ 37.5% of the carpool groups carpool to work every single work day

"Thank you so much, you saved our vanpool."

— LYNX Vanpooler

- ✓ The way that most people heard about the reThink program was through "word of mouth" (23.3%)

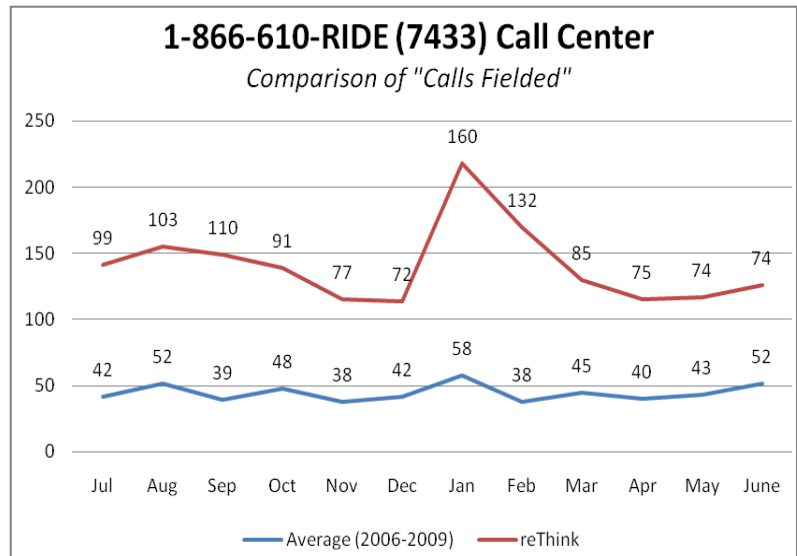
"Thank you for all your help. On Monday of this week we were all discussing plans to turn in the van at the end of July. ... But now we have six strong riders and I am very confident we will be continuing the vanpool thru August and beyond."

— Space Coast Area Transit
Vanpooler

1-866-610-RIDE Call Center

Commuter assistance is also provided through the 1-866-610-RIDE toll-free service, which is promoted on Share-A-Ride road-side signs throughout the District and on reThink marketing materials.

Commuters can speak directly to the reThink team, all of whom can offer personalized commuter assistance. The system also allows commuters to self-direct their inquiry to any of the six (6) public transit providers in District 5. It is notable that **the regional program receives twice as many calls** as the former Transit Agency-operated Commuter Assistance Programs combined.



Helping Commuters Get to Work

The table below provides an overview of the types of calls received and the variety of assistance provided by the reThink team. The majority of calls received are commuters who currently do not have a way to get to work. reThink works with these commuters to provide them with a same-day list of potential carpool/vanpool partners, assistance in finding the best transit route, or offering a variety of modes to help them get to work, allowing them to keep their current job or find a new job.

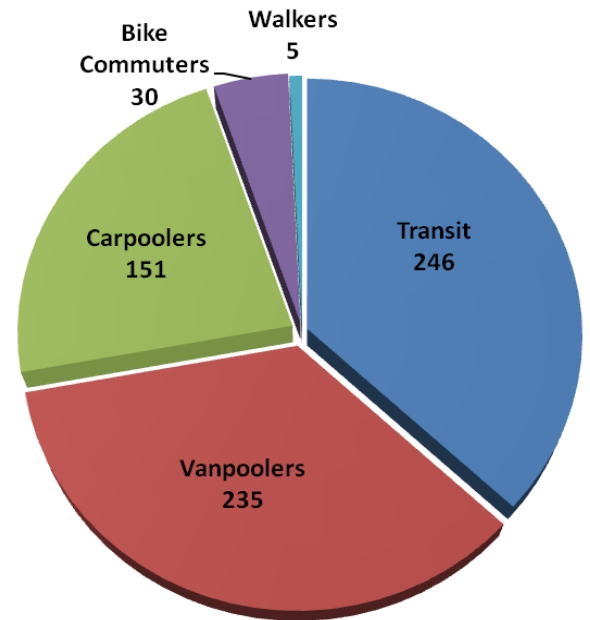
	Quarter 1 (Jul-Sept 2010)	Quarter 2 (Oct-Dec 2010)	Quarter 3 (Jan-Mar 2011)	Quarter 4 (Apr-Jun 2011)	TOTAL
New Ridematch Inquiry/Registration	70	59	56	56	241
Information Needed from Transit Agencies	125	64	137	44	370
Transit Inquiries - reThink Assisted	55	56	73	49	233
Request for Updated Matchlist	6	13	26	18	63
Emergency Ride Home	22	4	15	21	62
Other	47	44	70	54	215
TOTAL	325	240	377	242	1,184

Emergency Ride Home (ERH) Program

reThink also administers the Emergency Ride Home (ERH) program.

This program is a back-up plan for commuters that use an alternative mode to get work at least two (2) times a week. If a specific qualifying event occurs and the commuter does not have their own vehicle to get home, the program will reimburse the cost of a taxi cab, rental car, or mileage up to four (4) times a year and up to \$150 per occurrence.

To date, 667 commuters have enrolled in the ERH program. Total reimbursements for FY 10/11 were less than \$600.

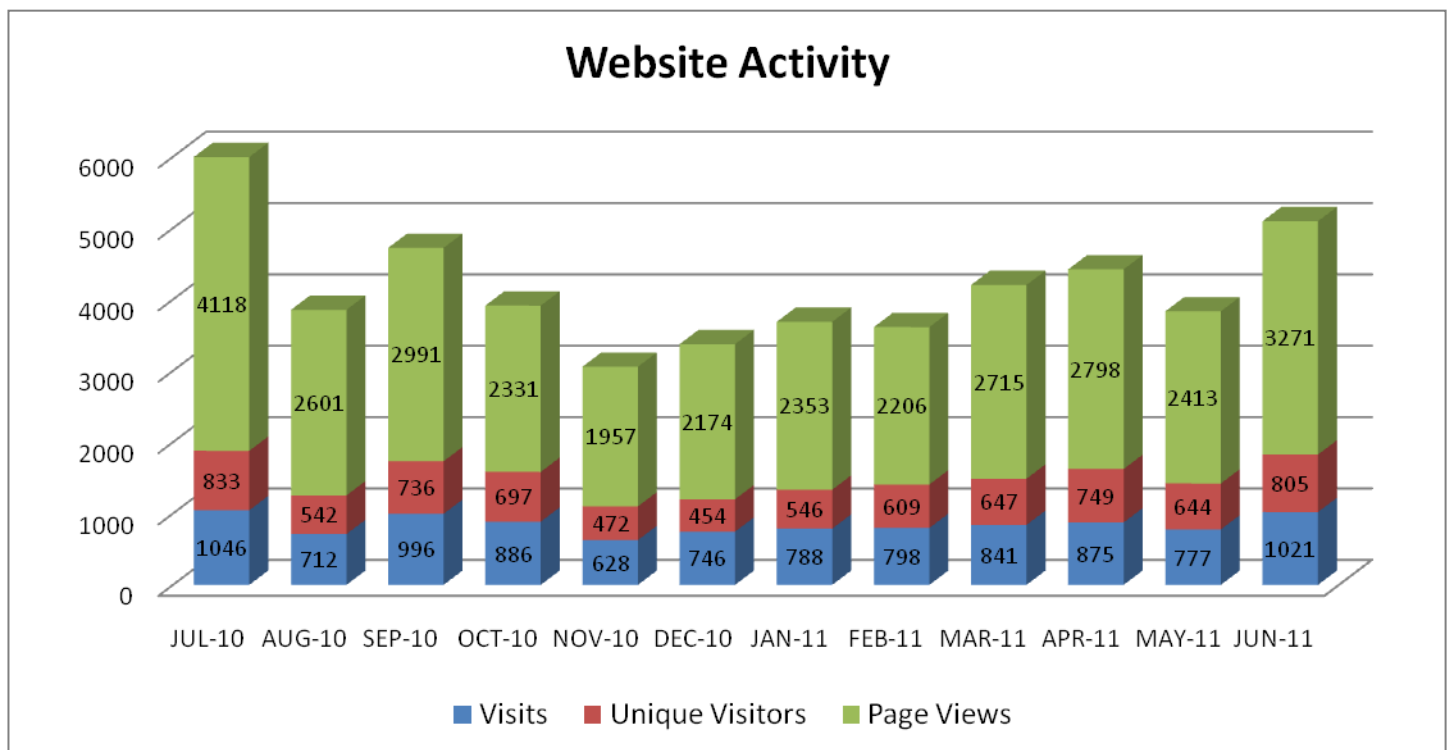


ERH Registration by Mode

Marketing

Website

reThink's primary marketing tool is the program website, reThinkYourCommute.com. The website is a common portal for commuters and employers across District 5 to gather information on alternative modes of transportation, as well as information on the programs and services available to them. In the first year of the program, the website received 10,114 visits (7,734 of which were unique visitors) and 31,928 page views.





Media Coverage

The program received a variety of media coverage during its launch in July 2010, including television coverage on Channel 13 and Channel 9.

Vehicle Advertising

Advertising was placed on transit vehicles in Volusia County, Brevard County, Lake County, and Marion County.

On SunTran buses in Marion County, an additional advertisement specific to the Emergency Ride Home (ERH) program was placed inside each of the buses.



Email Marketing

A monthly e-newsletter was created to communicate with reThink commuters and supporters; the e-newsletter highlights transportation issues and projects throughout District 5.

Public Access Channels

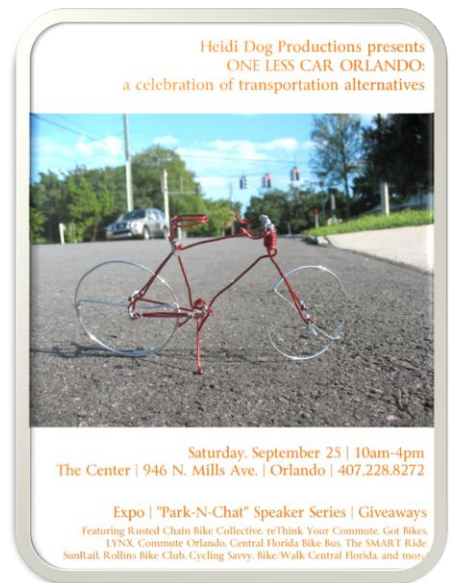
The reThink team is coordinating with Public Access Channels throughout Central Florida to create content for these outlets.

Public Service Announcements

Public Service Announcements are available to area radio stations to help promote the program as well.

Speaking Opportunities

Every opportunity is taken to speak at events, from rotary clubs and community events to presentations to MPO/TPO committees.



City/County Events

The reThink team participates in high-profile events organized by Cities and Counties throughout District 5, such as the City of Orlando's Bike to Work Day with Mayor Buddy Dyer

Results of the Program

Since the launch of the program one year ago, District 5 commuters that have registered with reThink have **reduced VMT by 8.7 million miles** and **reduced demand for gas by more than 430,000 gallons**, preventing more than **8.3 million pounds** of carbon dioxide from being emitted into the atmosphere. reThinkers have also **saved more than \$4.9 million dollars** in the past year thanks to their alternative commute.

Emergency Ride Home Enrollment and Monthly Impacts of Alternative Mode Use

MODE	No. of Individuals	Vehicle Miles Traveled (VMT) Reduced, Per Month A	Carbon Dioxide Saved (lbs), Per Month $B \times 19.4$	Gallons of Gas Saved, Per Month $B \div 20.3$	Personal Savings on Gas, Per Month $B \times \$3.686$	Total Commuter Savings, Per Month $A \times \$6.6\phi$
Carpoolers	151	124,040	118,541.07	6,110.36	\$22,523	\$70,207
Vanpoolers	235	409,297	391,151.06	20,162.43	\$74,319	\$231,662
Bikers	30	9,625	9,198.28	474.14	\$1,748	\$5,448
Walkers	5	295	281.73	14.52	\$54	\$167
Transit Riders	246	184,580	176,397.07	9,092.63	\$33,515	\$104,473
MONTHLY TOTALS	667	727,838	695,569.21	35,854.08	\$132,158	\$411,956

Note: There are more individuals using alternative modes of transportation in District 5 than represented above. This data reflects those that have elected to register their alternative commute with the reThink program.

Growing the Central Florida Vanpool Programs

There are **124 commuter vanpools** in operation through the area's transit agencies and private providers. **These vanpools reduce congestion by allowing 900 commuters to share the ride instead of driving alone** and provide their own set of benefits in terms of VMT, CO₂ and money savings. The "Impact of Vanpools" table on the next page outlines the **19.5 million miles eliminated** over the course of a year, which equal **18.7 million pounds of CO₂ averted** and more than **\$11 million in savings** for commuters.

Vanpools have been invaluable in cases when jobs are relocated due to a company's downsizing or reorganization. Sea Ray Boats, a private company that reThink assisted this year, closed their plant in Merritt Island (Brevard County) and several employees were transferred to another worksite in Flagler County. With this reassignment, what was once a relatively short drive to work was now over 100 miles. reThink presented the option of vanpooling as a cost-efficient way to get to the new worksite. As a result, a group of Sea Ray employees formed a vanpool through VPSI's Rural Vanpool Program, which enabled them to maintain their employment and mitigate the newly increased commuting costs.

Impact of Vanpools in District 5

	VMT Saved A	Pounds of Carbon Dioxide Saved $B = A \div 19.4$	Gallons of Gas Saved $B = A \div 20.3$	Personal Savings on Gas $B \times \$3.686$	Total Commuter Savings $A \times 56.6¢$
Monthly Savings	1,627,402	1,555,251	80,168	\$295,498	\$92,110,931
Annual Savings	19,528,819	18,663,009	962,011	\$3,545,972	\$11,053,312

Note: These totals take into account the impact of the vanpool vehicle.

Looking Ahead

As reThink completes the first year of promoting alternative modes of transportation throughout District 5, the team is looking at ways to expand the reach of the program and encourage wider mode shift. Some of the initiatives that will be developed in FY 11/12 include the following:

- ✓ Commuter Rail - Working with the SunRail team on cross-promotions and efficient use of marketing resources
- ✓ Carsharing - Continuing to work with our partners to bring this innovative service to Central Florida
- ✓ Employer Participation Rating System - From bronze to gold, a new system will be put in place to categorize the level of participation amongst the Employer Partners, as well as recognize those that go "above and beyond"
- ✓ Air Quality Initiatives - Coordinate with MPOs/TPOs in anticipation of revised Federal air quality requirements
- ✓ Vanpool Promotions - With the changing economic environment, the reThink will work with the transit agencies to maintain the current vanpool groups, as well as identifying ways to expand the transit agencies' programs

Thank You to Our Transportation Partners!



For More Information or to Get Involved, Please Contact Us

Diane Poitras, FDOT Project Manager

Diane.Poitras@dot.state.fl.us
(407) 482-7860

Karen Adamson, FDOT Project Manager

Karen.Adamson@dot.state.fl.us
(407) 482-7861

Brenda Young, FDOT Modal Planning Manager

Brenda.Young@dot.state.fl.us
(407) 482-7852

Andy Nicol, AICP

Consultant Project Manager

awnicol@transystems.com
(407) 875-8926

Courtney Miller, Program Manager

Courtney@reThinkYourCommute.com
(321) 439-2781

Stephen Alianiello, Program Coordinator

Stephen@reThinkYourCommute.com
(407) 482-7866

Nicolle Avery Masters, Outreach Specialist

Nicolle@reThinkYourCommute.com
(407) 221-8346

J. Travis Johnson, Outreach Specialist

Travis@reThinkYourCommute.com
(407) 916-9748