

g five years of service RETHINK YOUR COMMUTE cele  
INK YOUR COMMUTE celebrating five years of service l  
brating five years of service RETHINK YOUR COMMUTE  
RETHINK YOUR COMMUTE celebrating five years of se  
TE celebrating five years of service RETHINK YOUR COM  
vice RETHINK YOUR COMMUTE celebrating five years (

COMMUTE cel  
years of serv  
OUR COMM  
g five years  
INK YOUR C  
ommute celebrating five y  
brating five years of service RETHINK YOUR C  
RETHINK YOUR COMMUTE celebrating five yea  
OUR COMMUTE celebrating five years of service R  
g five years of service RETHINK YOUR COMMUTE cele  
INK YOUR COMMUTE celebrating five years of service R  
brating five years of service RETHINK YOUR COMMUTE ce  
five years of service  
YOUR COMMU  
five years of serv  
HINK YOUR CO  
lebrating five y  
e RETHINK YO  
UTE celebrating  
f service RETHI  
COMMUTE cele  
ve years of service  
HINK YOUR COMM  
vice RETHINK YOUR COMMUTE celebrating five years of  
COMMUTE celebrating five years of service RETHINK YO  
years of service RETHINK YOUR COMMUTE celebrati  
OUR COMMUTE celebrating five years of service R  
a five years of service RETHINK YOUR COMM  
OUR COMMUTE celebrating five year  
of service RETHINK



2014 | 2015 ANNUAL REPORT

ReThink



# reThink

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



**IMPROVE**  
air quality



**CONSERVE**  
natural resources



**SAVE**  
people money



Small  
program



# BIG impact

Think of the benefits associated with more people carpooling to work:  
**Less traffic, cleaner air and personal savings... just to name a few.**  
At reThink – even though we're a small program – we're making a  
big impact in these areas.

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%.

The CUTR analysis also highlighted these additional advantages of  
the reThink program:



**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

# Celebrating five years of service to Central Florida

Since 2010, we've worked with hundreds of employers and thousands of commuters, helping people reThink how they get to the office. Today, with the I-4 Ultimate Improvement Project underway, the issue has never been so pressing. In the coming months and years, we anticipate even more interest among people seeking new commute options.

Thanks to a steady expansion of service to communities throughout Central Florida, reThink now has:

**10,980**  
people in the regional rideshare database

**392**  
corporate partners

**19**  
"Best Workplaces for Commuters"\*

\*As defined by employers that meet the National Standard of Excellence in commuter benefits.

**6**  
team members

At reThink, our momentum kept rolling in FY 2014/15, as we continued employer outreach efforts to encourage commuters to try a new way to get to work. Here are some ways we spread the word:

- Hosted **146** ridesharing events
- Led **128** Lunch & Learn presentations
- Provided **17** Transit Training sessions  
(including SunRail rides and bike share demonstrations)
- Held **3** signature events with transit partner agencies:
  - #OnTheBus, the third annual reThink Your Commute Day in the City of Ocala with SunTran
  - Resolve to reThink Your Commute, the second annual event with Space Coast Area Transit in Brevard County
  - Real Rides. Real Destinations. Our first event with LakeXpress in Lake County
- Welcomed **18,755** visits to our website, [reThinkYourCommute.com](http://reThinkYourCommute.com)
- Garnered **432** Facebook likes and **400** Twitter followers





# A commitment to bicycle safety

In 2014/15, reThink set out to address the safety concerns of commuters who want to bike to work. At the events noted below, we combined education efforts with activities to engage the public and encourage more active transportation choices:

**Cycling Savvy Lite.** As certified Cycling Savvy instructors, the reThink team hosted "Cycling Savvy Lite" courses at worksites across Central Florida – from Embry-Riddle Aeronautical University in Daytona Beach to UCF, VHB and Valencia College in Orlando and Winter Park.

**Ciclovia.** We hosted the first "Ciclovia" event in downtown Orlando with partners Bike/Walk Central Florida and the City of Orlando. A section of Robinson Street was closed to cars – but open to people to bike, roll and stroll.

**Juice Up Your Week.** Partnering with Juice Bikes for "Juice Up Your Week," we held a series of weekly instructor-led rides and safety sessions that leveraged the 200-bike fleet of the Orlando Bike Share program.

## What's coming

Transportation options are always evolving, and so are we. Here are four ways we plan to expand reThink's outreach in FY 2015/16:

### Create a Commute Ambassador Network.

Every day, we meet amazing people who are impacting their worksites by encouraging people to reThink their commute. We will better connect commute ambassadors to one another to share best practices and inspiration.

**Encourage Active Transportation.** Whether it's walking to the bus stop or biking to work, choosing a nontraditional commute can transform budgets – and waistlines. We will continue to encourage active transportation by addressing safety concerns and changing beliefs through changing behavior.

**Introduce Gamification to District 5.** We are taking our Commute Challenges to a whole new level by introducing elements of game playing (point scoring, competition, etc.) as part of the programming we offer to our employer partners.

### Launch the New reThinkYourCommute.com.

The reThinkYourCommute website will receive a makeover, aligning our program more closely to the FDOT brand.

DOWN  
THE  
ROAD

reThink

# Special thanks to our transportation partners



Sumter County Transit

Flagler County Public Transportation

## For more information

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

**Diane Poitras**  
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:**

**Riccian Vidal**  
Program Coordinator  
Riccian@reThinkYourCommute.com  
866.610.RIDE (7433)

### EMPLOYERS please contact:

**Orange County**  
**Courtney Reynolds**  
Program Manager  
Courtney@reThinkYourCommute.com  
321.439.2781

**Osceola, Lake and Sumter Counties**  
**Stephen Alianiello**  
Senior Outreach Specialist  
Stephen@reThinkYourCommute.com  
407.388.5615

**Seminole and Flagler Counties**  
**Reginald Mells**  
Outreach Specialist  
Reginald@reThinkYourCommute.com  
407.304.0074

**Brevard and Marion Counties**  
**Zackary Rowe**  
Outreach Specialist  
Zackary@reThinkYourCommute.com  
407.216.9722

**Volusia County**  
**Gabrielle Feulner**  
Outreach Specialist  
Gabrielle@reThinkYourCommute.com  
321.247.2038



**FDOT • Attention: reThink**

133 S. Semoran Blvd., Orlando, FL 32807

866.610.RIDE (7433)

407.275.4188 (fax)

[reThinkYourCommute.com](http://reThinkYourCommute.com)