



Annual Meeting

Tuesday, September 20, 2017

FDOT District 5 Regional Commuter Assistance Program



Agenda

- Welcome & Introductions
- Rebranding: Becoming “reThink Your Commute”
- Overview of Fiscal Year 2016/2017
- What’s Coming in Fiscal Year 2017/2018
- Discussion & Questions



Who We Are

- » reThink Your Commute is a program of the Florida Department of Transportation
- » We promote smart transportation solutions for Central Florida's workforce
 - Carpools, vanpools, transit, biking and walking
 - Compressed work weeks and telecommuting
- » We serve nine counties: Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia



Our Team

Florida Department of Transportation District 5
Project Manager: Diane Poitras

Program Manager
Courtney Reynolds

Program Coordinator
Riccian Vidal

Senior Outreach Specialist
Stephen Alianiello

Outreach Specialists
Reginald Mells
Courtney Banker
Cynthia Brown

Additional Resources
Linda Costa Communications Group
Steer Davies Gleave
Day Communications
Blue Zones, LLC

Our Stakeholders



Rebranding

- »»» Marketing plan recommended a logo and collateral refresh to “revitalize the reThink brand”
- After October 4, 2016 Annual Meeting, we requested your input on a new logo design
- Between October 27-31, 95 people provided input in the draft logo designs
- A final version was selected in late November 2016



Rebranding: New Collateral



Agenda

- Welcome & Introductions
- Rebranding: Becoming “reThink Your Commute”
- Overview of Fiscal Year 2016/2017
- What’s Coming in Fiscal Year 2017/2018
- Discussion & Questions





Work Program Goals

- »» **Goal 1:** Mode shift (behavior change) and/or maintenance by commuters
- »» **Goal 2:** Adoption and implementation of Transportation Demand Management (TDM) policies and programs by employers, municipalities and property managers
- »» **Goal 3:** Increase awareness of commute options and the reThink Your Commute program
- »» **Goal 4:** Regional coordination



FY 2016/2017

»»» **Goal 1:** Mode shift (behavior change) and/or maintenance by commuters

- Objective 1.1. Increase number of carpoolers by 1% in target areas
 - Strategy 1.1.4 Provide and promote streamlined, user-friendly electronic method for potential and existing carpoolers to connect
- Objective 1.3 Increase transit ridership for work trips by 1% in target areas
 - Strategy 1.3.5 Develop a mobile application for data from all transit agencies in District 5 that improves the user-experience and allows for easier trip planning



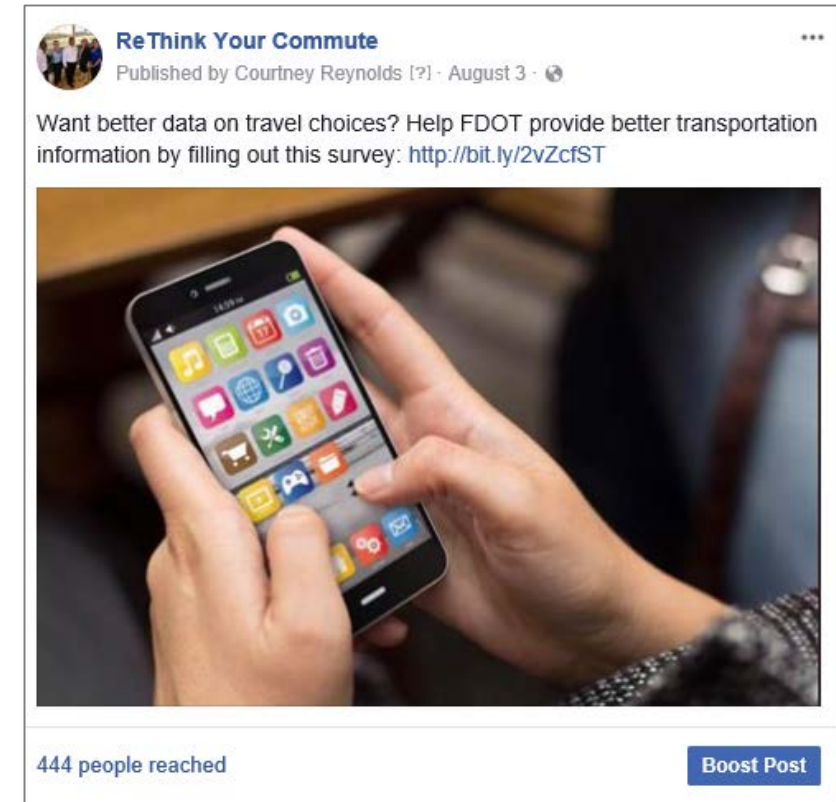
“Is there an app for that?”



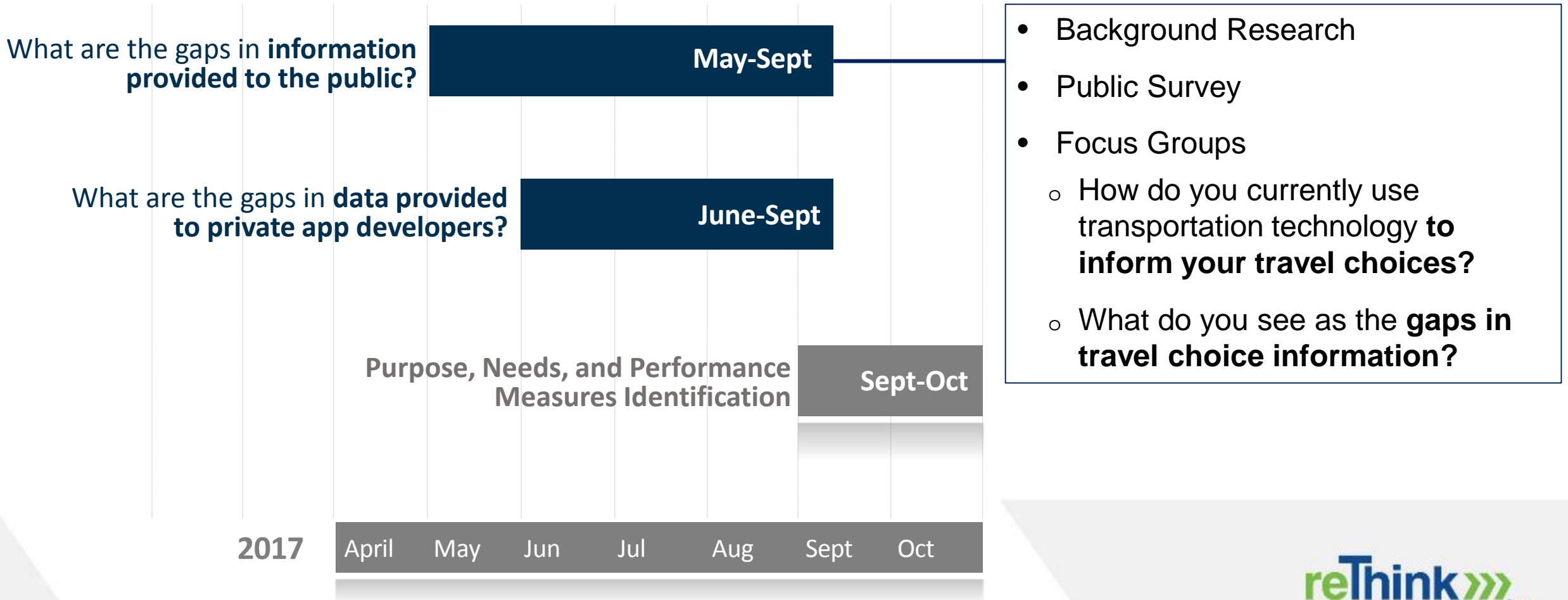
Technology

»»» FDOT Route & Mode Choice Market Study (formerly known as the End User Technology Study)

- Kittelson & Associates, with Echo Interaction Group, leading this effort
- **Vision:** Provide the end user/traveling public with better information for multimodal route and mode choice
- **Purpose:** Identify mobile apps currently being used, what gaps exist and what role FDOT could play in filling those gaps



Schedule



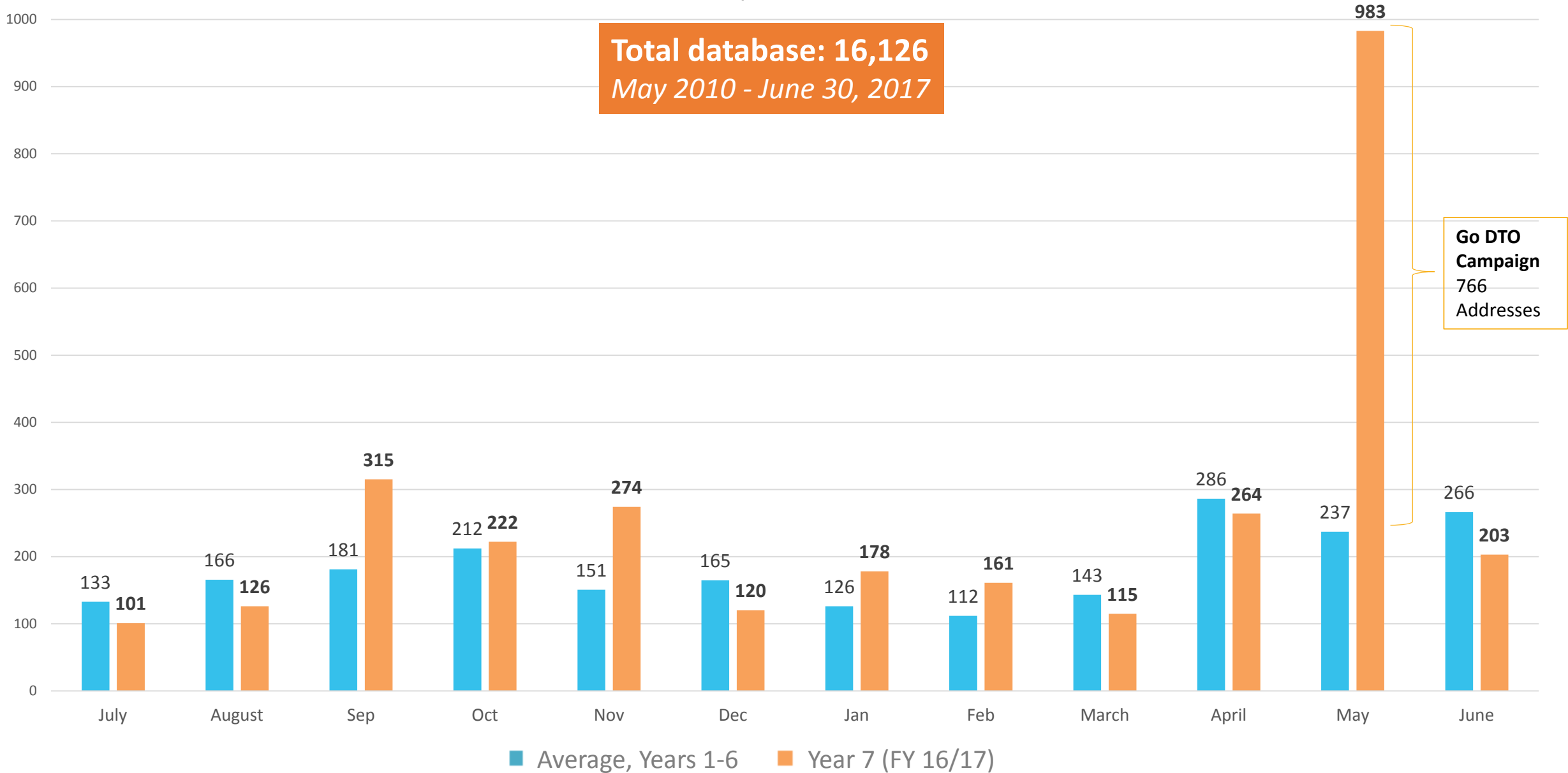
Next Steps

- »» Document findings from public survey, focus groups and vendor discussions
 - Over 350 responses to the public survey
 - Focus groups held in Daytona Beach and Orlando, capturing feedback from customers on what data is missing, like things to do near transit stations
- »» Develop and document “Purpose and Need” statement for FDOT TSM&O Application Engine project
- »» Develop and document Performance Measures
- »» ***Our work continues***



Ridematch Database

Final FY 16/17 Enrollment



FY 2016/2017

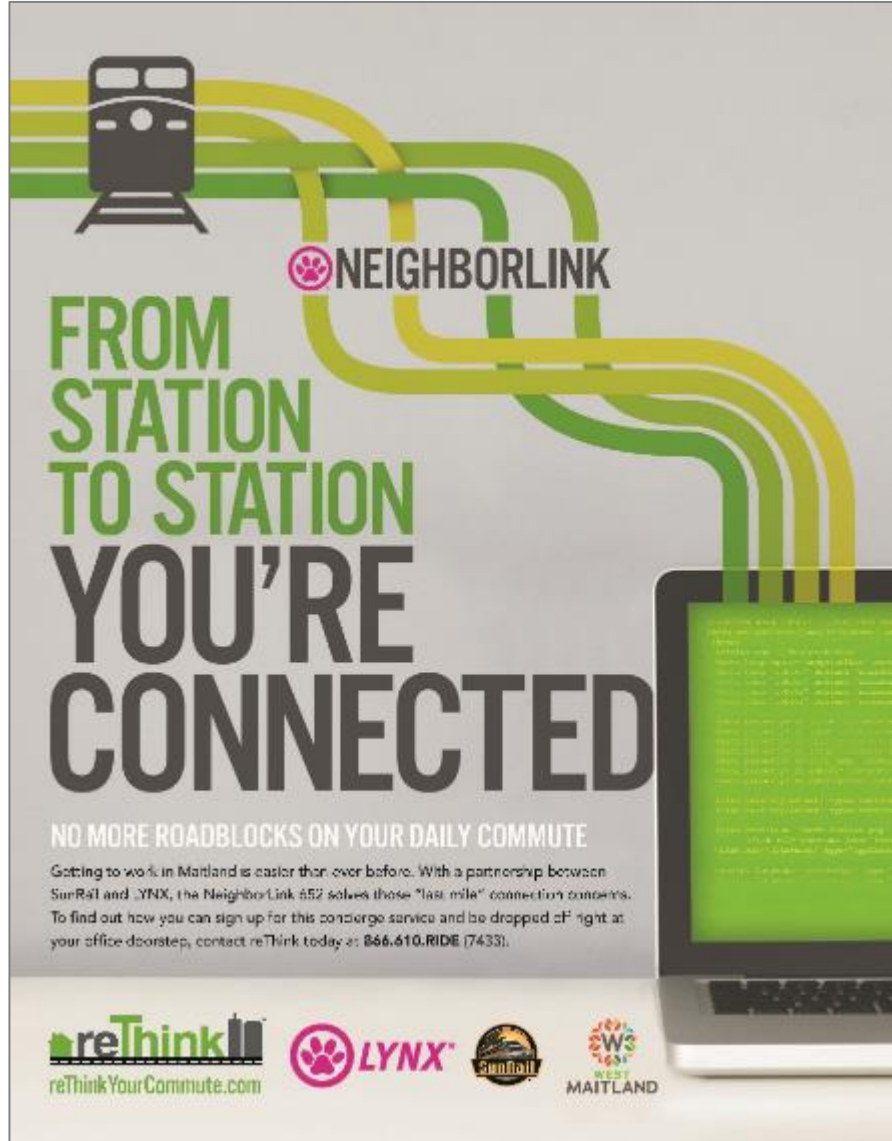
»»» Goal 1: Mode shift (behavior change) and/or maintenance by commuters

- Objective 1.3 Increase transit ridership for work trips by 1% in target areas
 - Strategy 1.3.1 Partner with transit agencies to provide support for their marketing efforts, including SunRail, LYNX, Space Coast Area Transit, Votran, LakeXpress and SunTran
 - Strategy 1.3.3 Create “mode moments” by awarding one-time incentive prizes onboard targeted transit routes/service area
 - Strategy 1.3.4 Provide customized information and assistance in planning “last mile” connection to/from transit service to worksites



Promoting Transit

LYNX • Fall 2016



The graphic features a stylized train icon at the top left, with green and yellow lines representing transit routes. The text 'FROM STATION TO STATION YOU'RE CONNECTED' is prominently displayed in green and black. Below this, it says 'NO MORE ROADBLOCKS ON YOUR DAILY COMMUTE'. A laptop screen in the bottom right corner shows a website with text. At the bottom, there are logos for reThink, LYNX, SunRail, and West Maitland.

NEIGHBORLINK

FROM STATION TO STATION YOU'RE CONNECTED

NO MORE ROADBLOCKS ON YOUR DAILY COMMUTE

Getting to work in Maitland is easier than ever before. With a partnership between SunRail and LYNX, the NeighborLink 652 solves those "last mile" connection concerns. To find out how you can sign up for this concierge service and be dropped off right at your office doorstep, contact reThink today at: 866.610.RIDE (7433).

reThink
reThinkYourCommute.com

LYNX

SunRail

WEST MAITLAND



How to Participate

- Ride SunRail in the morning from your home station to the Maitland Station.
- Board the Maitland NeighborLink 652 bus to connect to your office.
- As you board the NeighborLink, place your business card in the collection box next to the driver.
- Winners will be selected weekly at random!



Promoting Transit

Space Coast Area Transit • January 2017



SHOW THE APP
NEW YEAR-NEW APP!
RIDE FOR FREE JANUARY 27TH

SEARCH "321 TRANSIT"
Download on the App Store GET IT ON Google Play

spacecoast
AREA TRANSIT

- WHERE TO GET THE APP
- FEATURES AND BENEFITS
- SOCIAL MEDIA TRIP PLANNER
- FARE, BOARDING & RIDE
- GO-BUTTON APP
- REAL-TIME BUS TRACKING
- SPECIAL SERVICES
- TRIP PLANNING

reThink your commute.

Space Coast
DOCKTOWN
Palm Bay
Titusville

Promoting Transit

SunRail • February 2017



FEB
4 SunRail Connections Fair
Public - Hosted by ReThink Your Commute



Promoting Transit

Transit Trainings • FY 2016/2017



Department of Homeland Security, US
Citizenship & Immigration Services
September 2016

Rollins College
September & October 2016

Pinnacle Property Management
May 2017



Greater Orlando Aviation
Authority (GOAA)
January 2017

ADP (Maitland)
June 2017

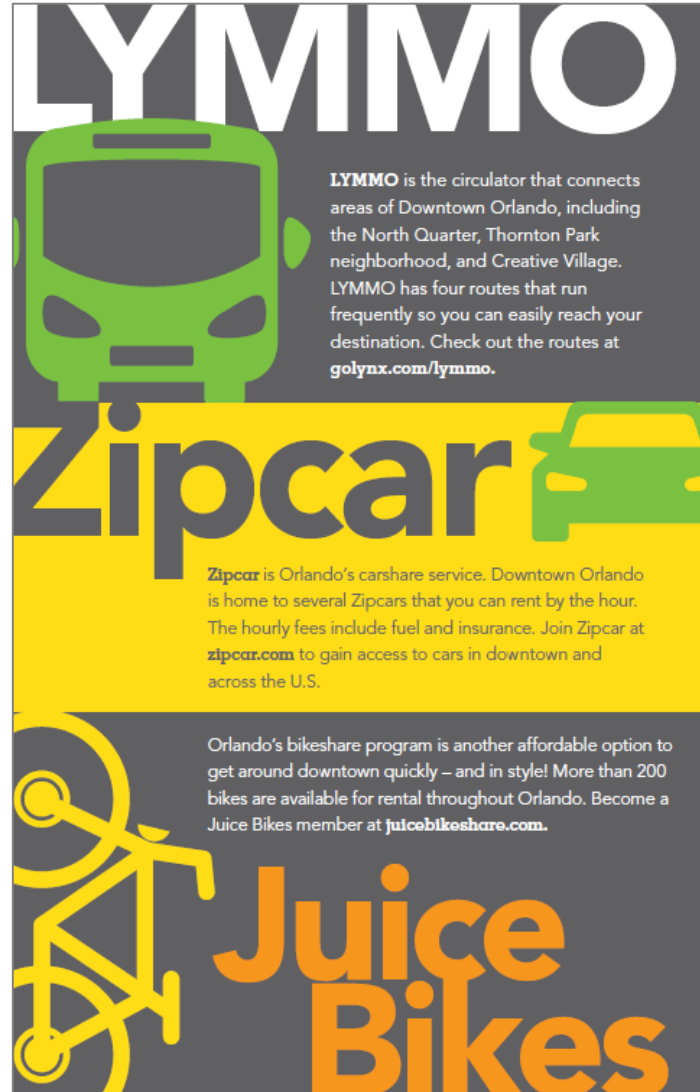
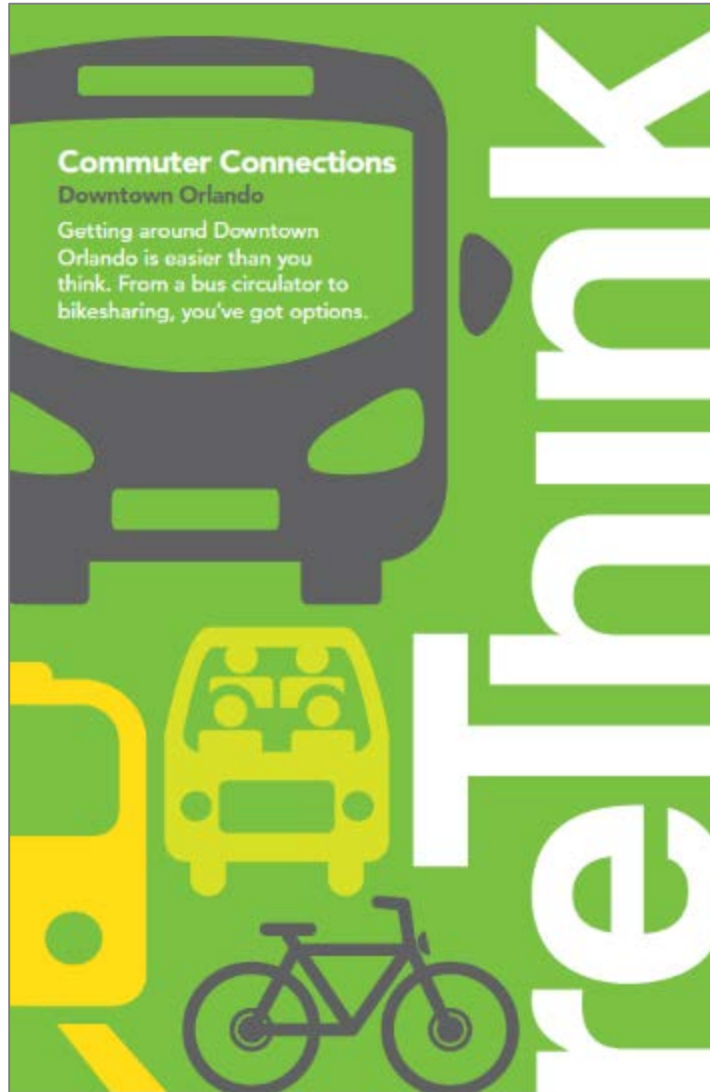
Promoting Last Mile Connections

Bike Like A Boss, CareerSource Central Florida • November 2016



Promoting Last Mile Connections

“Commuter Connections” Brochure for Downtown Orlando • FY 2016/2017



How to get to Downtown Orlando?

SunRail

SunRail is Central Florida's commuter rail service, connecting residents to worksites in Downtown Orlando. Train service runs Monday through Friday, with service every 30 minutes during peak hours. Limited Saturday service for special events is now available thanks to funding from community partners. Find more information at SunRail.com.

Rideshare

Sharing the ride to work can be a great way to reduce stress, save money and connect with new friends. Commuters traveling more than 20 miles each way to work can save even more by vanpooling to work. The reThink team makes it easy to share the ride with their free ridematching service. Check out reThinkYourCommute.com to learn more.

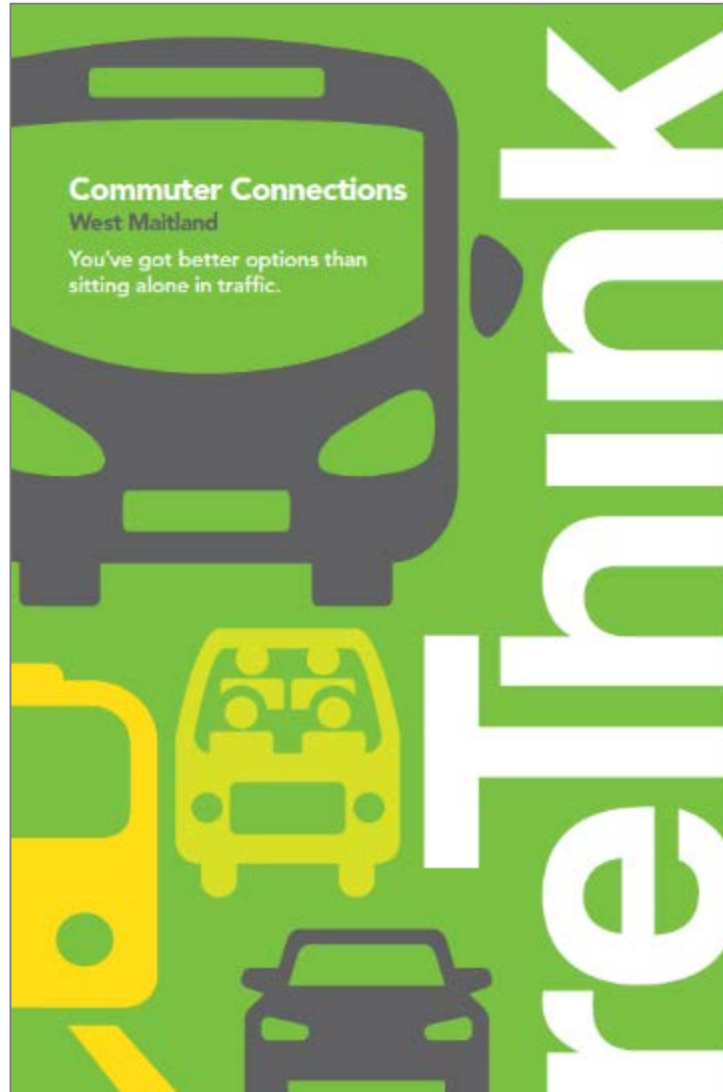
Transit

All roads lead to **LYNX** ... especially if you're headed to Downtown Orlando. With 34 routes serving LYNX Central Station, you'll find it easy to commute downtown using this bus service. Visit golynx.com to plan your trip today.




Promoting Last Mile Connections

“Commuter Connections” Brochure for West Maitland • FY 2016/2017



SunRail




People are hopping aboard **SunRail**, Central Florida's sleek commuter train. But what if you're a potential rider unsure about that "last mile" connection to work? You're in luck: there are multiple ways to connect to worksites in West Maitland.

The **LYNX NeighborLink 652**, **LYNX's Link 1** and the **Workplace Connector** program provide a safe, reliable experience – and reThink can help you choose which one best fits your commute.

Uber has partnered with the City of Maitland to offer an additional option. The city will pay 20% of fares for Uber trips that begin and end in its city limits. Similarly, the city will pay 25% for Uber trips starting or ending at the Maitland SunRail station. Find out more at itsmymaitland.com/uber.

Rideshare



Sharing the ride to work can be a great way to reduce stress, save money and meet new friends. Commuters traveling more than 20 miles each way can save even more by vanpooling to work. With reThink's free ridematching service, we make it easy to get started.

Other ways to Skip the Rush in West Maitland

Traveling to the office every day, five days a week? That's so 20th century. Consider these alternatives to transform the how, where and when to get to work.

Telecommute

Tired of congested commutes? Save time and money by telecommuting – a good match for certain positions and employees. For companies looking to start a telecommute program, reThink can provide guidance on the best way to structure and monitor it.



Compressed Work Schedules

Traditional "9-to-5" schedules mean people are traveling the roads at the same time each day. One popular option to reduce rush-hour congestion and eliminate a day of driving is shifting to four 10-hour work days. The reThink team can make sure it all adds up to cost savings for your employees and your company.



Contact Us!

Contact the reThink team at info@reThinkYourCommute.com or call **866.610.RIDE (7433)** for a free customized summary of options for you or your worksite.

FY 2016/2017

»»» Goal 1: Mode shift (behavior change) and/or maintenance by commuters

- Objective 1.5 Increase bike commuting for work trips by 1% in target areas
 - Strategy 1.5.1 Partner with local businesses to launch a “Bicycle Benefits” program to offer incentives for bike commuters
 - Strategy 1.5.2 Host events and seminars to address barriers to bike commuting, including safety concerns, bike selection and maintenance, hygiene and other critical areas of concern
 - Strategy 1.5.6 Host bike-to-work events/rides to provide guided assistance and encourage to target areas

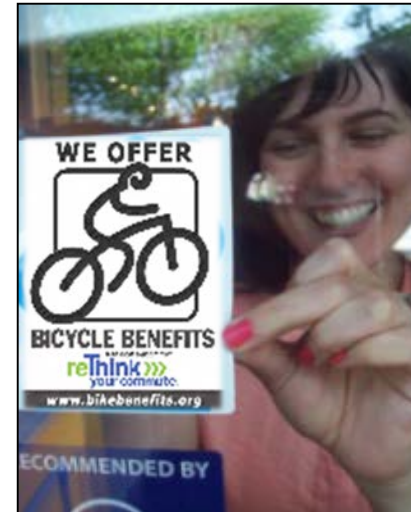


Promoting Bike Commuting

Bicycle Benefits Program • FY 2016/2017

Teaming up with the National Program

- »»» Businesses select an offer/discount to offer, provide information at <http://bit.ly/2uBGjDG>
- »»» Businesses receive a starter kit, which includes a window decal and 2 helmet stickers
- »»» Cyclists can receive a free helmet sticker from our program or our partners
- »»» Cyclists display sticker on helmet at participating businesses to receive the offer/discount
- »»» Participants encouraged to share their experience on social media with #reThinkYourCommute



Promoting Bike Commuting

Cycling Savvy Course • October 2016



Promoting Bike Commuting

BIKE FRIDAY Rides to Downtown Orlando • October-December 2016



Live in one of Orlando's awesome neighborhoods and work downtown?
Bike with us to work and discover something new about Orlando.

We will meet at 7am every Friday from October to December, leaving from these neighborhoods:

- FIRST FRIDAYS: East End Market in Audubon Park
- SECOND FRIDAYS: The Gallery at Mills Park
- THIRD FRIDAYS: Downtown Credo in College Park
- FOURTH FRIDAYS: The Coffee Garden in Downtown South

NO BIKE? No problem. Each meetup location is near a Juice Bikes station.

HOW TO GET HOME? We'll ride back with you in the afternoon.

NOT SURE ABOUT RIDING? Join us at Downtown Credo in the Exchange Building at 8am each Friday to learn more.

HELMETS STRONGLY RECOMMENDED. We have extras if you need one.



reThinkYourCommute.com
866.610.RIDE (7433)





Promoting Bike Commuting

“Not So Noisy” Bike Week, Embry-Riddle Aeronautical University • March 2017

NOT SO NOISY **MARCH 6-8, 2017**
Bike Week

MONDAY, MARCH 6
Bike Light Distribution at 6:30 p.m. • FREE
Ride by Aerospace Blvd. & S. Clyde Morris Blvd. and get free bike lights installed.

TUESDAY, MARCH 7
Bikes vs Cars Documentary at 8:00 p.m. • FREE
IC 101 Auditorium
This film looks into and investigates the daily global drama in traffic around the world.

WEDNESDAY, MARCH 8
Bicycle Fest at 10:00 a.m. to 1:00 p.m. • FREE
Connolly Quad
A celebration of bicycles and the people who ride them. Bring your bike by for a free safety inspection, receive free gifts and spread the bike love.

“Ride On” by Professor Fleck at 8:00 p.m. • FREE
IC 101 Auditorium
Be inspired by Professor Robert Fleck’s amazing bicycle adventures, including his ride to New York City from Port Orange.



Goal 2

Adoption and implementation of TDM policies and programs by employers, municipalities and property managers



FY 2016/2017

»»» **Goal 2:** Adoption and implementation of TDM policies and programs by employers, municipalities and property managers

- Objective 2.1 Implement TDM programs at 500 employment sites across District 5
 - Strategy 2.1.5 Assist employers with the implementation of TDM policies and commuter benefits at their worksites, including ETC trainings, ridematch enrollment events, transit trainings and transportation fairs

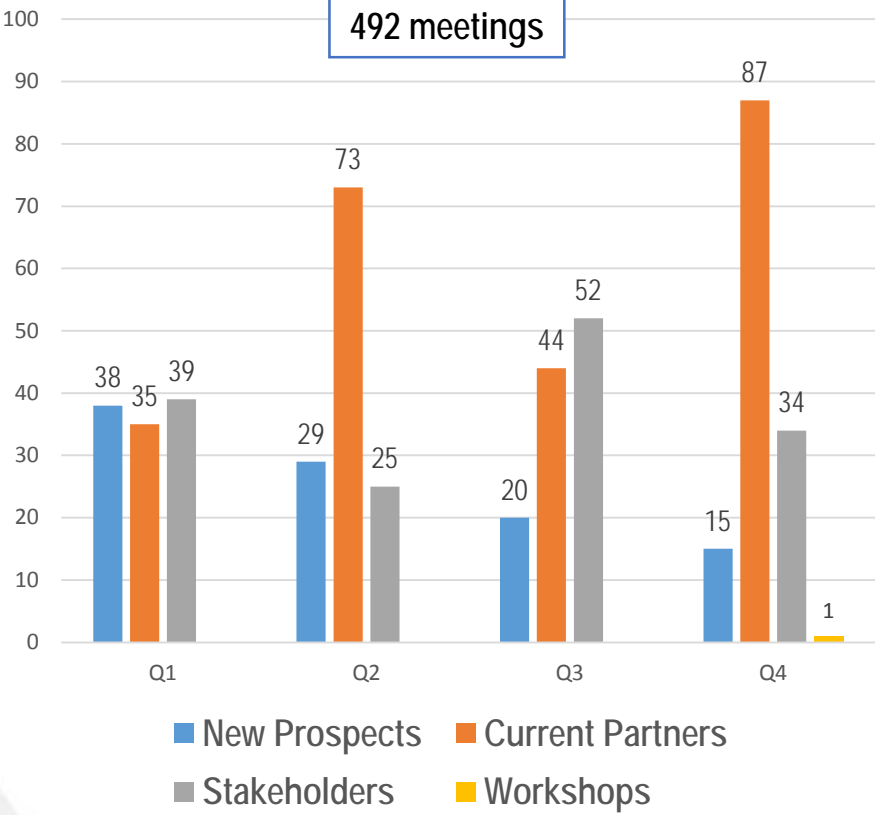
- Program team met with **more than 270 employers, municipalities and property managers** across District 5
- **Ninety** employers with “reThink Your Commute” programming in place



FY 2016/2017

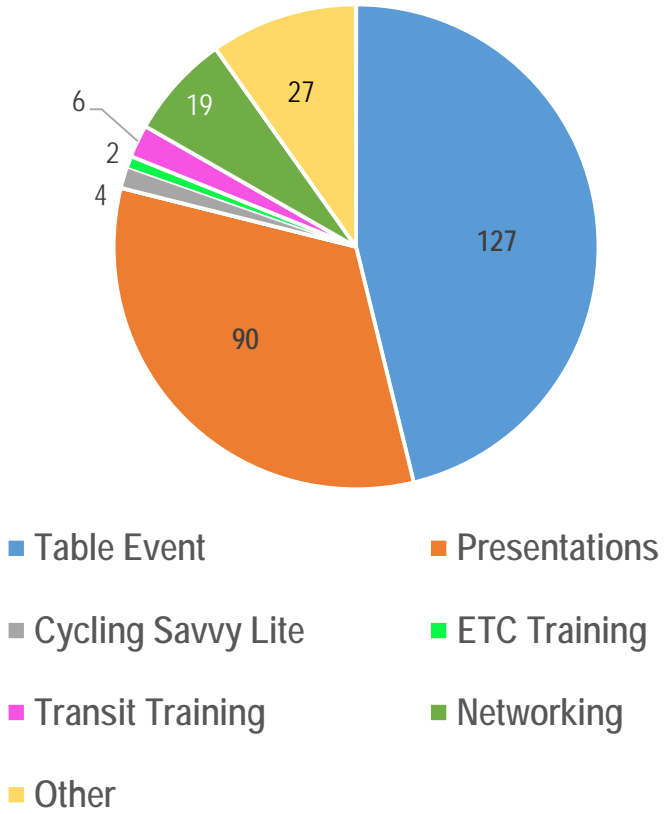
Meetings: FY 16/17

492 meetings



Events: FY 16/17

275 events

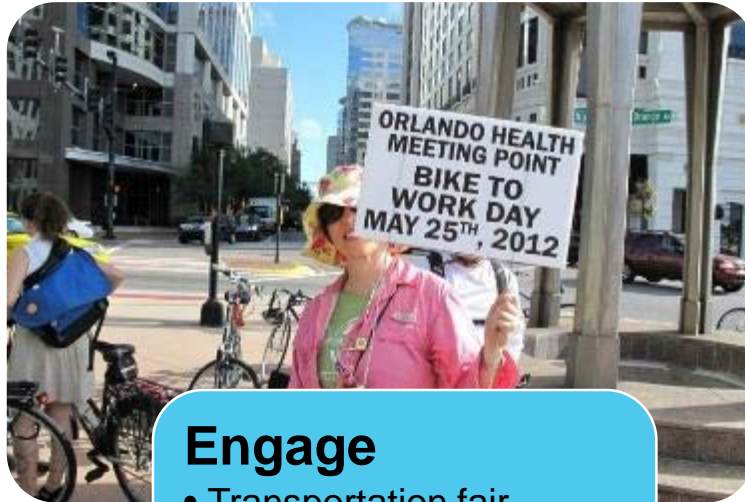


Partnership Continuum



Inform

- Ambassador
- Info table
- Presentation
- New Hire packets
- Commute info board
- Survey



Engage

- Transportation fair
- Pre-tax benefit
- Bike to Work Day
- Transit Training
- Commute Challenge



Invest

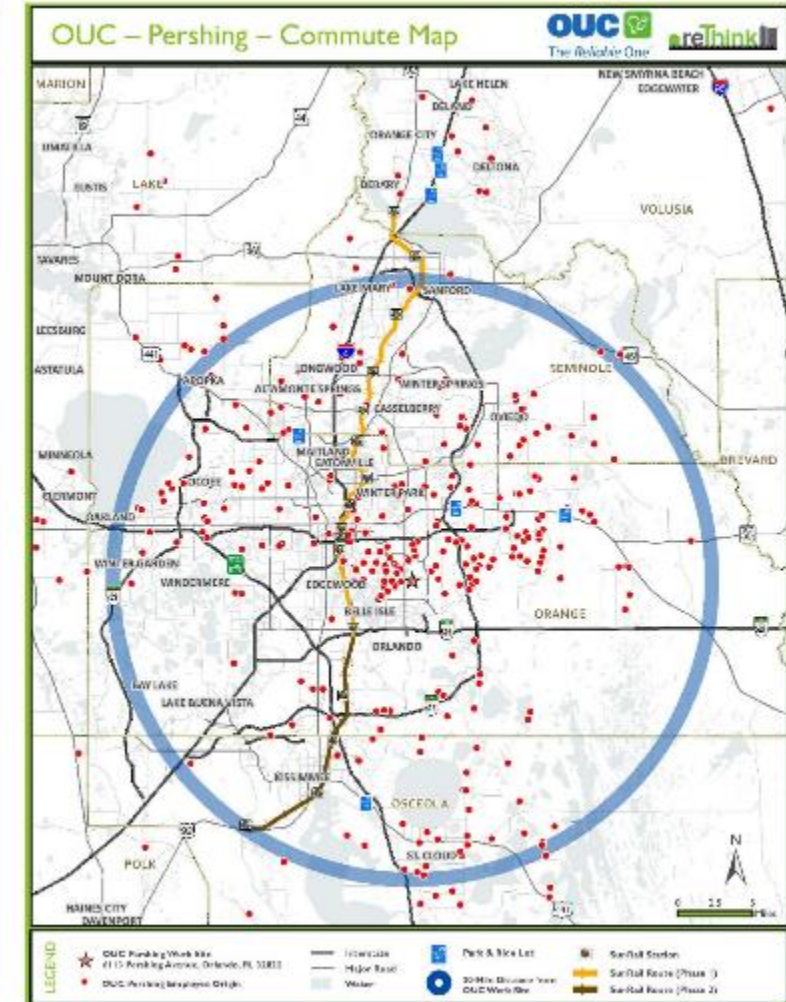
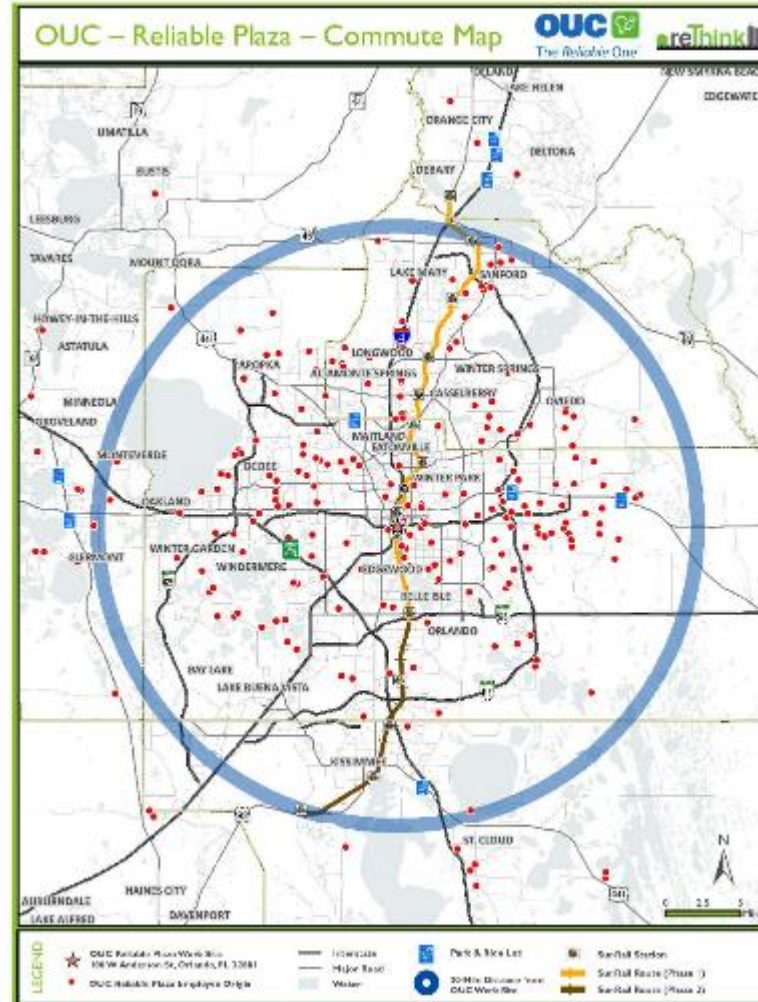
- Transit subsidy
- Carpool/vanpool preferential parking
- Shuttle service
- Incentivize mode shift

Employer Partnerships

Orlando Utilities Commission (OUC) • Platinum Partner, FY 16/17

Partnership Details

- » Employee mapping
- » Worksite Ambassadors
- » Commute information online
- » Employee survey
- » Table events & presentations



Employer Partnerships

Orlando Utilities Commission (OUC) • Platinum Partner, FY 16/17

Commuter Benefits

- »»» In 2014, subsidized SunRail or LYNX at 15%
- »»» In 2017, increased transit subsidy to 25%
- »»» Added a \$50 monthly vanpool subsidy
- »»» 25% off an annual Juice Bikes membership



Employer Partnerships

PlanSource • Gold Partner, FY 16/17

Developing Our Partnership

- »»» In May 2016, introduced the program to this Downtown Orlando company
- »»» August 2016: Launched parking cash-out program, a new commuter benefit
- »»» December 2016: Received Best Workplaces for Commuters national designation



*Thirty of the state's 60
BWCs are in District 5*



Employer Partnerships

PlanSource • Gold Partner, FY 16/17

Taking it to the Next Level

- » May 2017: Go DTO Downtown Orlando Commute Challenge “Top Employer”
- » Company announced telework program to further reduce vehicle trips

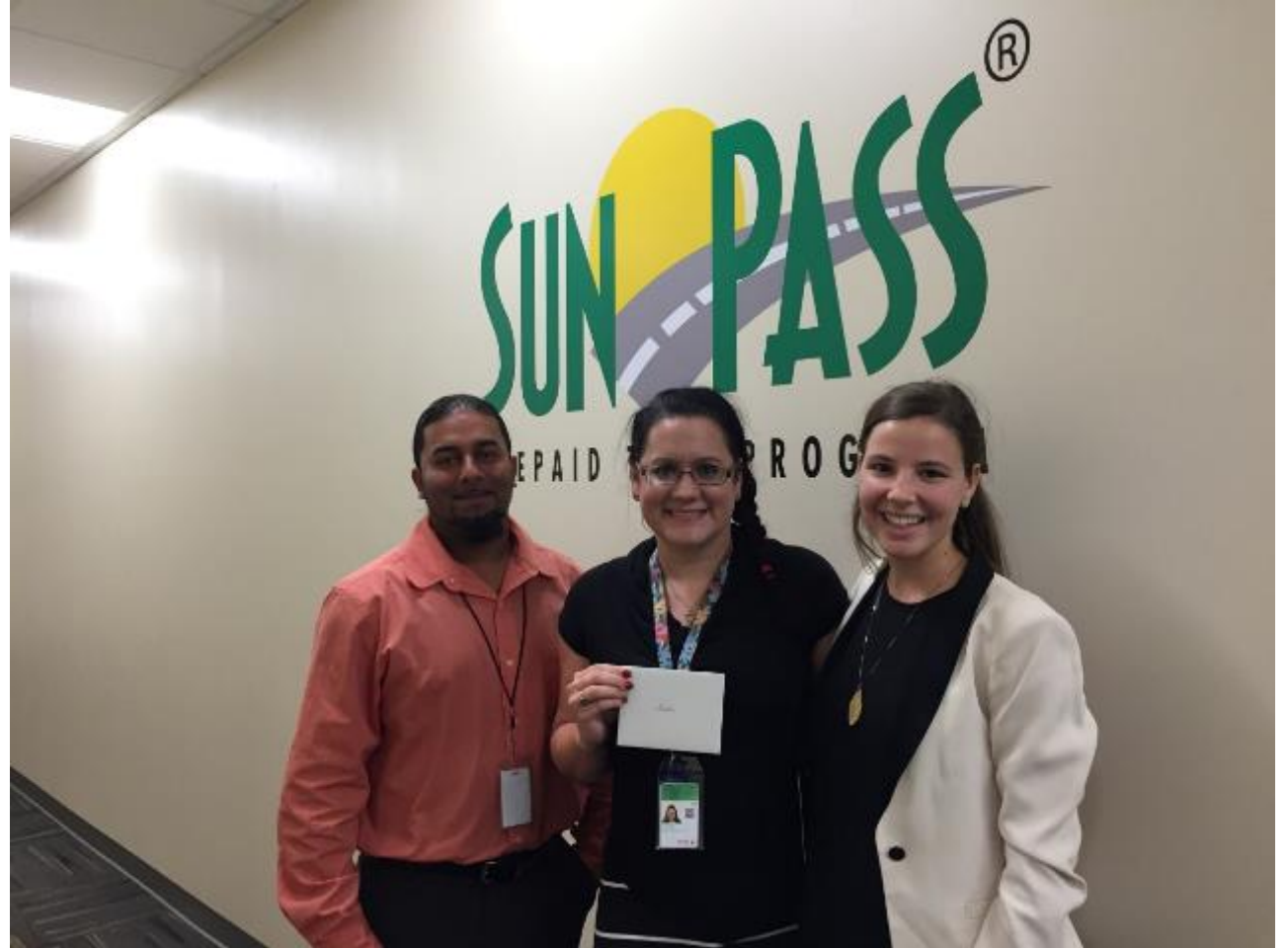


Employer Partnerships

Conduent • Silver Partner, FY 16/17

Partnership Details

- »» In 2016, opened SunPass Service Center at West Oaks Mall in Ocoee
- »» Invited reThink Your Commute to present at all new hire orientations, thanks to a referral from LYNX
- »» Enrolled 612 employees in carpool program through 23 new hire orientations to date, with more orientations on the horizon



FY 2016/2017

»»» **Goal 2:** Adoption and implementation of TDM policies and programs by employers, municipalities and property managers

- Objective 2.2 Encourage adoption of TDM programs and policies by engaging 50% of municipalities across District 5
 - Strategy 2.2.5 Host Bike to Work Day events in Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole and Volusia counties
 - Strategy 2.2.6 Provide technical assistance to municipalities launching supportive services, such as carshare and bikeshare programs



Bike to Work Days Across District 5

City of Winter Park & Healthy Central Florida • March 8, 2017



Bike to Work Days Across District 5

Kissimmee Bike Bonanza • March 24, 2017



**KISSIMMEE
BIKE
BONANZA**
MARCH 24, 2017

**JOIN US FOR THE FIRST
BIKE TO WORK DAY
IN DOWNTOWN KISSIMMEE!**

Enjoy a 2-mile loop through downtown and a transportation fair on Friday, March 24, 2017. Helmets strongly encouraged.

Questions?
Contact Diana Marrero-Pinto at:
407.846.4643 or dmarreropinto@kissimmeeinmainstreet.com

Ruby Plaza, Lakefront Park | 201 Lakeview Drive
Registration 7:30 a.m. | Ride 8:00 a.m.
Register at: KissimmeeMainStreet.com/BikeBonanza

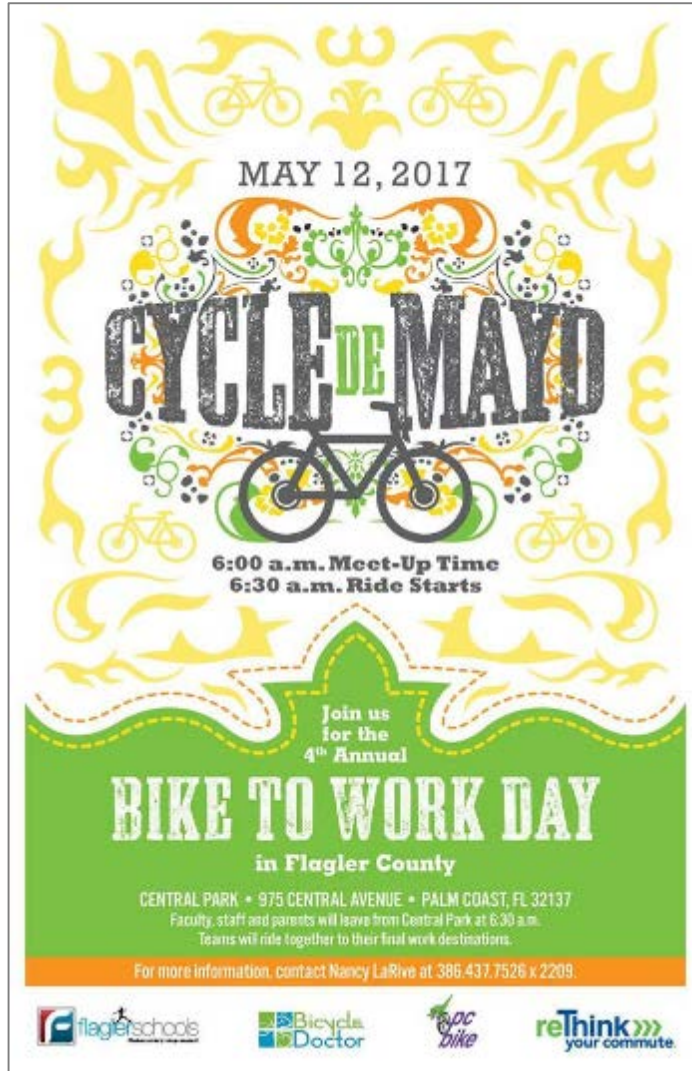


reThink your commute
FLORIDA HOSPITAL
KISSIMMEE



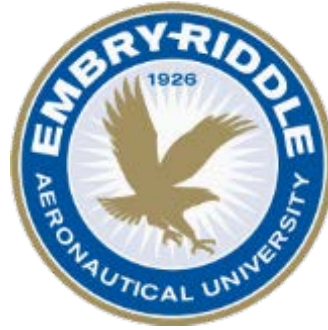
Bike to Work Days Across District 5

Flagler County Public Schools, 4th Annual Cycle de Mayo • May 12, 2017



Bikeshare & Carshare Technical Assistance

Bikeshare Technical Assistance • Central Florida Carshare Program



Bikeshare Technical Assistance



Central Florida Carshare Program



FY 2016/2017

- »»» **Goal 2:** Adoption and implementation of TDM policies and programs by employers, municipalities and property managers
- Objective 2.3 Engage 100% of the property management firms across District 5
 - Strategy 2.3.2 Provide specific examples of what TDM programs property managers can promote and/or implement at their buildings
 - Strategy 2.3.5 Partner with property managers in target area(s) to host TransitScreen outlets and other visualization tools



Property Manager Best Practices

Highwoods Properties • “Try the Train” SunRail Promotion, July 2016

Across Downtown Orlando

- » Partnered with Highwoods and SunRail to promote a July 2016 “Try the Train” campaign
- » Featured in seven downtown towers, providing information to thousands of commuters between on-site events, email marketing and signage



Property Manager Best Practices

Lee Vista Center • Subsidized Bus Pass Program


Public-Private Partnerships

- »»» Lee Vista required to provide funding to LYNX to subsidize transit passes
- »»» This year, several worksites enrolled, including hotels, engineering firms, and restaurants
- »»» All participating sites now qualify as a Best Workplace for Commuters



Partnerships with Property Managers

TransitScreen Debut at MetroPlan Orlando • May 10, 2017

**SUN RAIL**


Church Street 8 min walk

Southbound

SCHEDULED
9, 39 min

Northbound

SCHEDULED
13, 43 min

**LYNX**

S Orange Ave & E Jackson St- 1 min walk

15 Curry Ford Rd/valencia College

SCHEDULED
7, 36 min

11 S. Orange Ave/orlando Intl. Airport

SCHEDULED
8, 37 min

13 University Of Central Florida

SCHEDULED
22, 97 min

03 Lake Margaret


SCHEDULED
23, 67 min

18 S. Orange Ave/kissimmee

SCHEDULED
24, 84 min

07 S. Orange Ave/florida Mall

SCHEDULED
67 min

**Juice Bikes**

bikes

City Hall Station Sponsored By Vhb


2

Church Street

5

South Street


2

**LYMMO**

S Orange Ave & E Church St- 1 min walk

OR Lymmo Orange - Downtown


SCHEDULED
15, 29 min

**LYMMO**

W South St & Boone Ave- LYMMO Westbound 3 min walk

OR Lymmo Grapefruit


SCHEDULED
5, 20 min

**LYMMO**

W Central Blvd & S Orange Ave- LYMMO Eastbound 4 min walk

OR Lymmo Grapefruit


SCHEDULED
2, 17 min

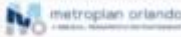
**Zipcar Carshare**

vehicles

460 Boone Ave

1

**reThink**
your commute



6:11 pm

Fri, March 10

80°F

TRANSIT SCREEN

**reThink**
your commute

TRANSIT SCREEN



**TransitScreen Debut**

**Wednesday, May 10, 2017**
11:00 a.m.

IMMEDIATELY FOLLOWING
THE METROPLAN ORLANDO
BOARD MEETING

Please join MetroPlan Orlando Chairman Bob Dallari for this ribbon-cutting ceremony.
An information session will be hosted by Tony Hudgins, Head of Sales for TransitScreen, directly following the ceremony.



Goal 3

Increase awareness of commute options and the reThink Your Commute program



FY 2016/2017

»»» **Goal 3:** Increase awareness of commute options and the reThink Your Commute program

- Objective 3.1 Increase awareness of commute options among drive-alone commuters
 - Strategy 3.1.2 Host a Commute Challenge in targeted area(s), issuing a challenge to drive-alone commuters to find and try a new way to work

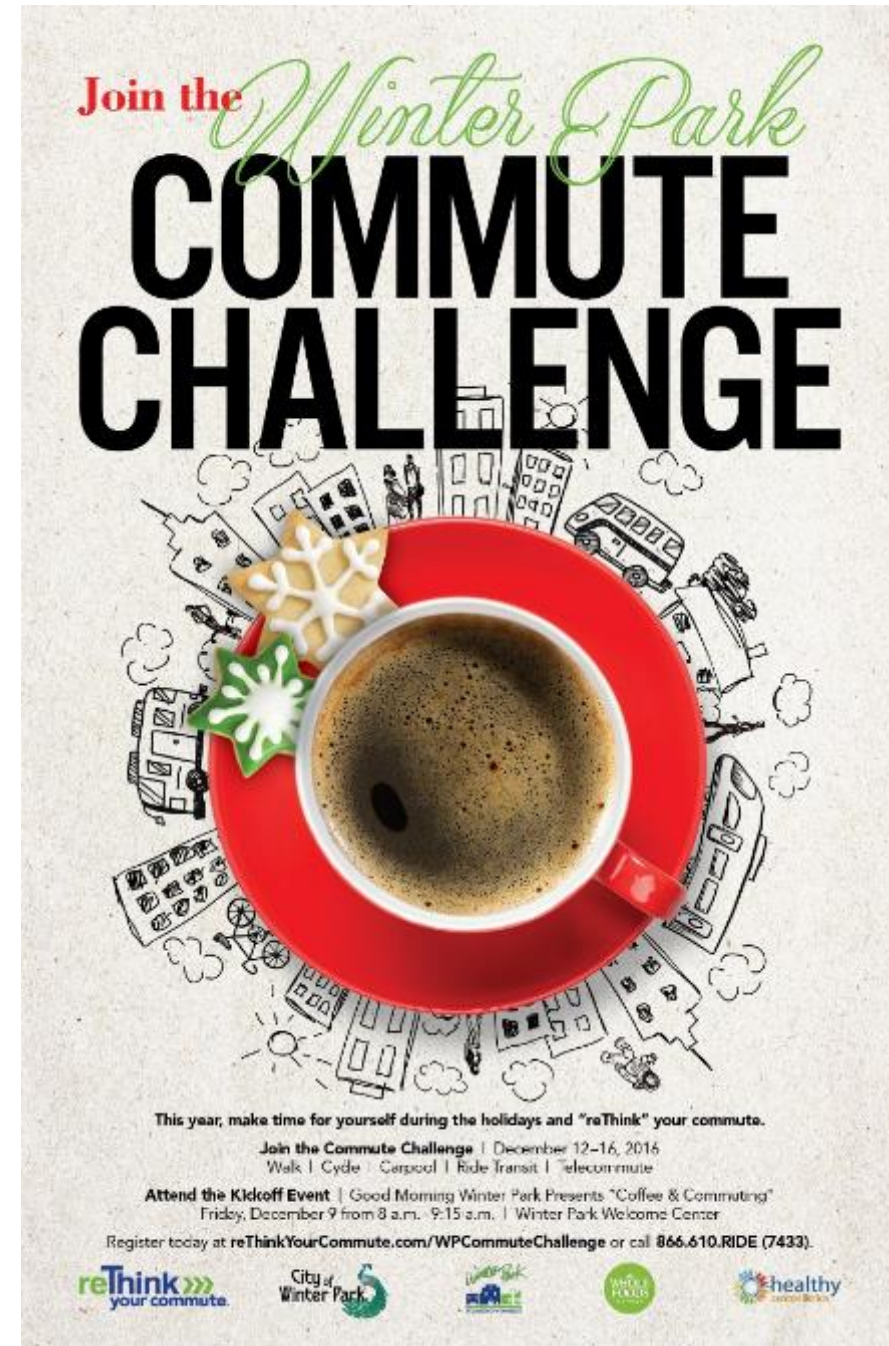


Commute Challenges

Winter Park Commute Challenge • December 2016

Continuing a Partnership

- » Fourth annual Commute Challenge, which grew from focusing on City employees to commuters across Winter Park
- » Kick-off event included a panel of six “transportation experts” – commuters who walk, bike or ride transit to work
- » Panel also featured Acomb Ostendorf & Associates, Winter Park’s first Best Workplaces for Commuters

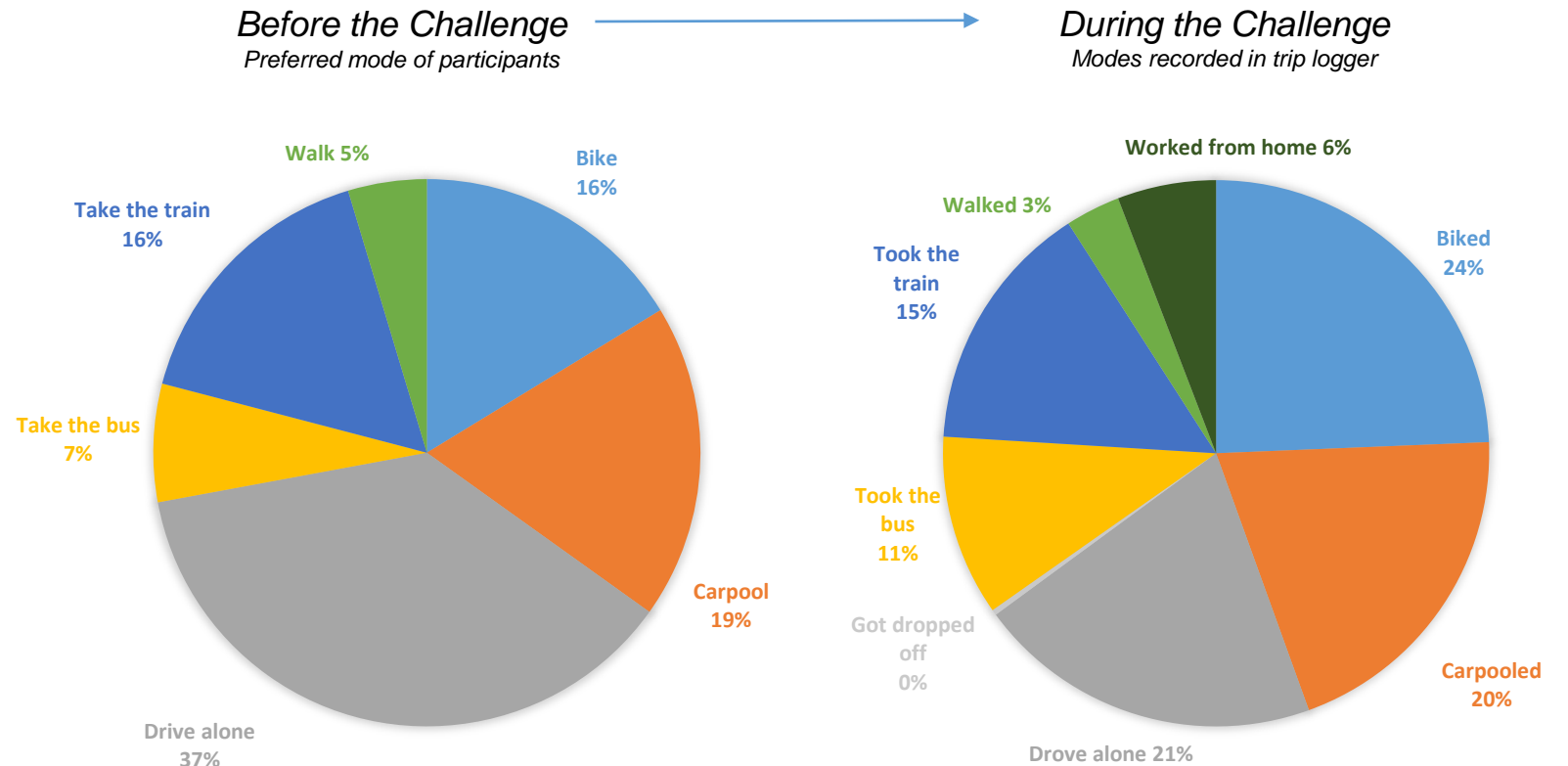


Commute Challenges

Winter Park Commute Challenge • December 2016

Tracking Mode Shift

- » 43 commuters participated, representing 10 employers
- » 308 trips were reported
- » 17 people reported trying something new



Commute Challenges


Go DTO: Downtown Orlando Commute Challenge • May 2017

Engaging Commuters


- »» Focused on the Downtown Orlando Central Business District for the second year
- »» 861 commuters participated → 52% increase
- »» 29% reported trying something new


Log a trip


New trip Saved trips

Trip date
 


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.



**Carpool
Besties**



reThink Your Commute

Take the May 2017 challenge!
Register at GoDTO.org












FY 2016/2017

»»» **Goal 3:** Increase awareness of commute options and the reThink Your Commute program

- Objective 3.1 Increase awareness of commute options among drive-alone commuters
 - Strategy 3.1.9 Create a network of Commuter Ambassadors to engage “reThinkers” to spread the word to drive-alone commuters
 - Strategy 3.1.11 Provide and promote an Emergency Ride Home (ERH) program



Commute Ambassador Network

Downtown Orlando • FY 16/17

Expanding Our Reach

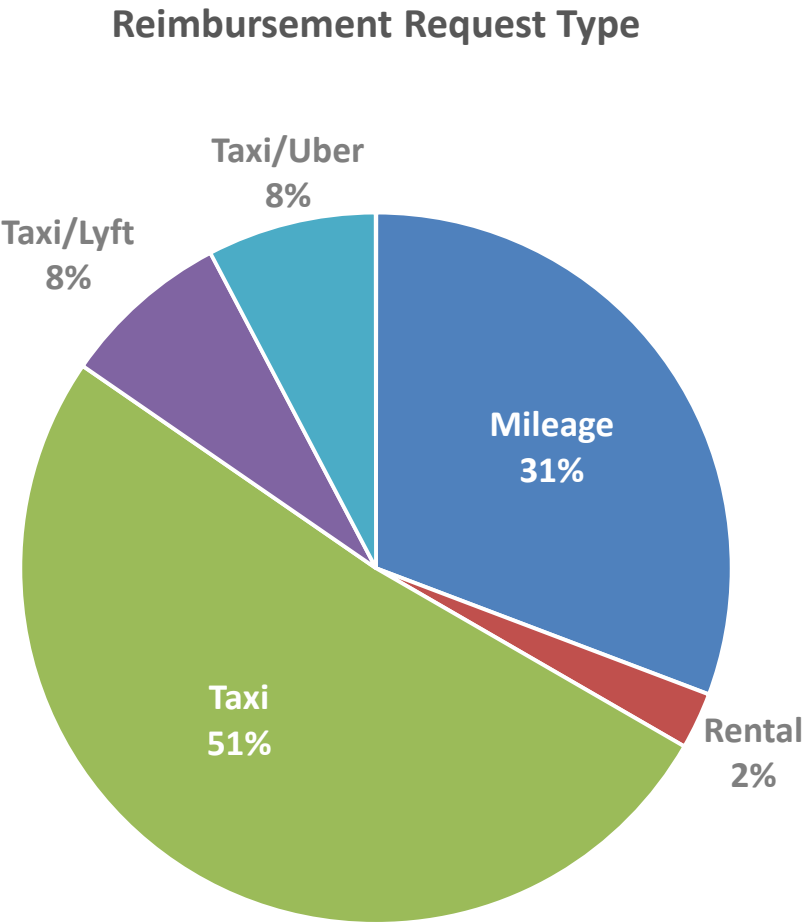
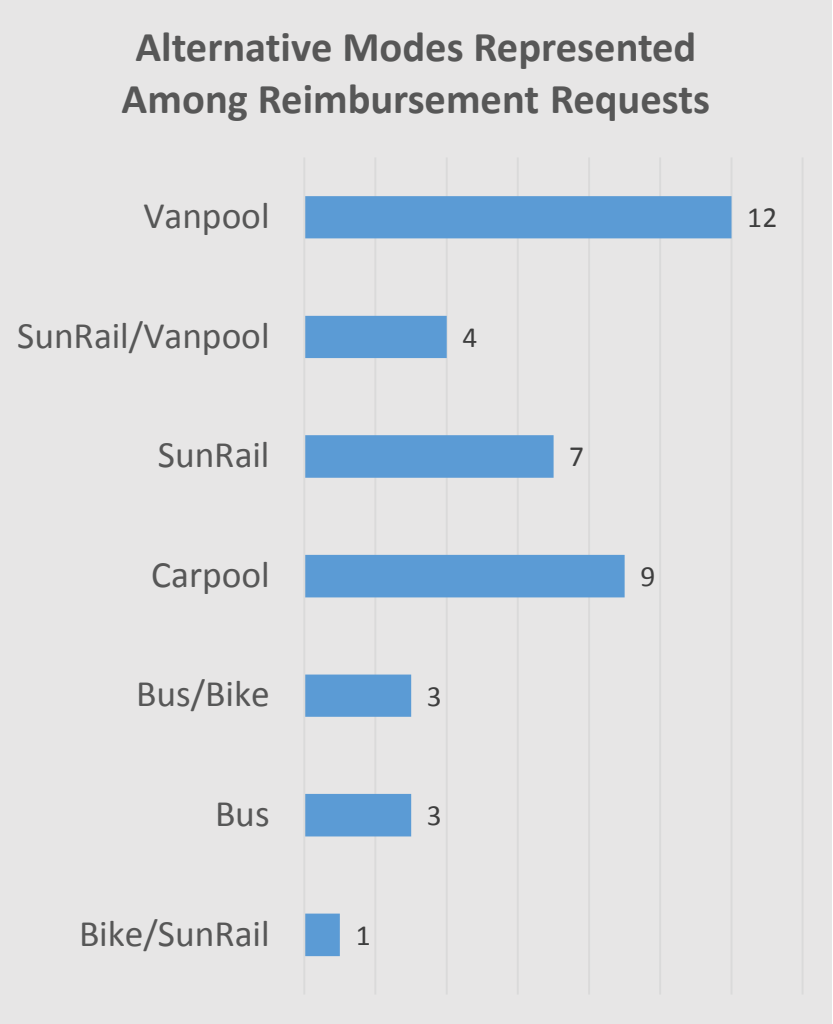
- »»» From engagement to empowerment
- »»» Group of Downtown Orlando commuters provide input on marketing initiatives
- »»» Leverage ambassadors to reach more commuters and more companies



Emergency Ride Home (ERH) Program

Performance Metrics • FY 16/17

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
FY 16-17	39	\$2,132.73
Total	202	\$11,200.41



FY 2016/2017

»»» **Goal 3:** Increase awareness of commute options and the reThink Your Commute program

- Objective 3.2 Increase awareness of the reThink Your Commute program among decision-makers
 - Strategy 3.2.4 Partner with transit agencies and/or other groups to host events that feature leaders in public transportation and celebrate their contributions to the local economy and community

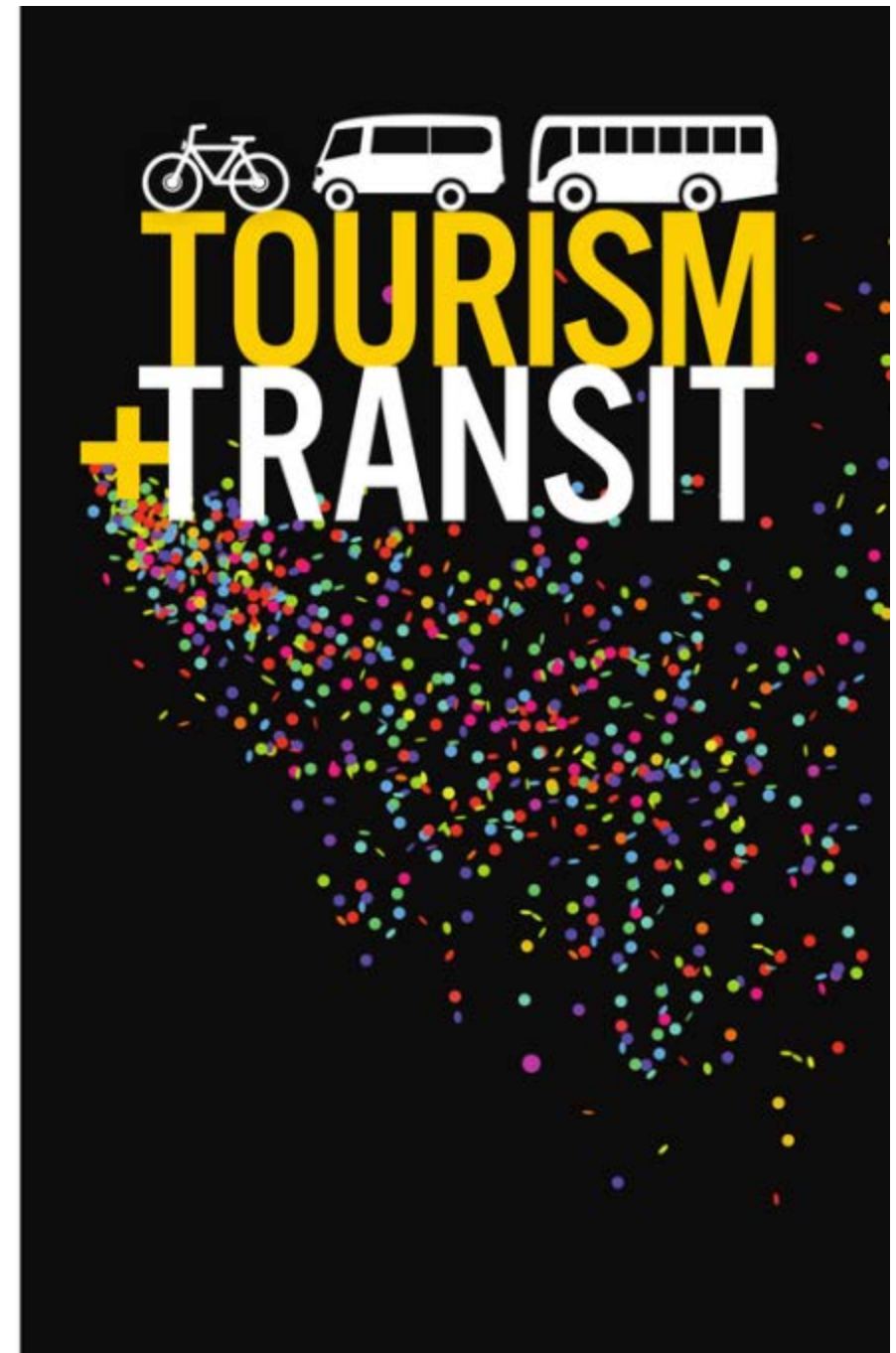


Tourism + Transit Summit

Space Coast Area Transit Partnership • January 2017

Celebrating Transit

- »» Building on a successful 2016 summit focused on “The Business of Transit,” this year’s annual event highlighted the importance of transit service on tourism
- »» More than 125 people attended, including elected officials and representatives from the public and private sectors
- »» Keynote speaker Diana Kotler, Executive Director of Anaheim Resort Transportation, provided insights from California
- »» Partners included Space Coast Area Transit, Brevard County Government, the Space Coast Office of Tourism, the Transit One Coalition, Courtyard by Marriott in Cocoa Beach, Clear Channel Outdoor, Fishlips Waterfront Grill, Space Coast Advertising and FDOT





Space Coast Area Transit Partnership • January 2017



Space Coast Area Transit Partnership • January 2017

FY 2016/2017

- »»» **Goal 3:** Increase awareness of commute options and the reThink Your Commute program
- Objective 3.3 Provide easily-accessible information on the reThink Your Commute program
 - Strategy 3.3.1 Manage and promote the reThinkYourCommute.com website
 - Strategy 3.3.2 Provide information to commuters through the 866-610-RIDE (7433) Call Center
 - Strategy 3.3.3 Feature information on the program and its services through social media



Goal 4

Regional Coordination

- Objective 4.1 Increase regional transit coordination
- Objective 4.2 Align the program's mission with the interests of Central Florida businesses
- Objective 4.3 Participation from each of District 5's nine counties
- Objective 4.4. Equip District 5's MPOs and TPOs with information about the program to encourage integration with MPO/TPO priorities



Agenda

- Welcome & Introductions
- Rebranding: Becoming “reThink Your Commute”
- Overview of Fiscal Year 2016/2017
- What’s Coming in Fiscal Year 2017/2018
- Discussion & Questions

FY 2017/2018

- »»» Enterprise Rideshare: New era for vanpooling
- »»» Mobility Week: October 28 – November 3, 2017
- »»» Origins-Based Marketing & Outreach Pilot Program
- »»» Center for Urban Transportation (CUTR) Evaluation

A Smarter, Better Way
To Get To Work.



Agenda

- Enterprise Background
- Acquisition of vRide
- What is Rideshare?
- The Vanpool Package from Enterprise
- Benefits to the Employer & Rider
- Contact Information



About Enterprise Holdings



\$20.9 billion
in annual revenue



97,000
employees



1.9 million
vehicles



9,600
fully staffed
neighborhood and
airport locations



more
than **85**
countries and territories



Only U.S.
investment-grade
car rental company



One of **America's Largest
Private Companies**
according to Forbes



Enterprise Rideshare



- Division of Enterprise dedicated solely to providing vanpool service to commuters.
- Started in 1994 and currently operates over 12,300 vanpool vehicles in 35+ markets nationwide after our purchase of vRide in 2016.



The Acquisition Combines Strengths of Two Leaders



INDUSTRY
EXPERIENCE



SUBJECT
MATTER EXPERTS



BRAND



CUSTOMER
SERVICE



ASSET
MANAGEMENT



Impact Analysis Nationally



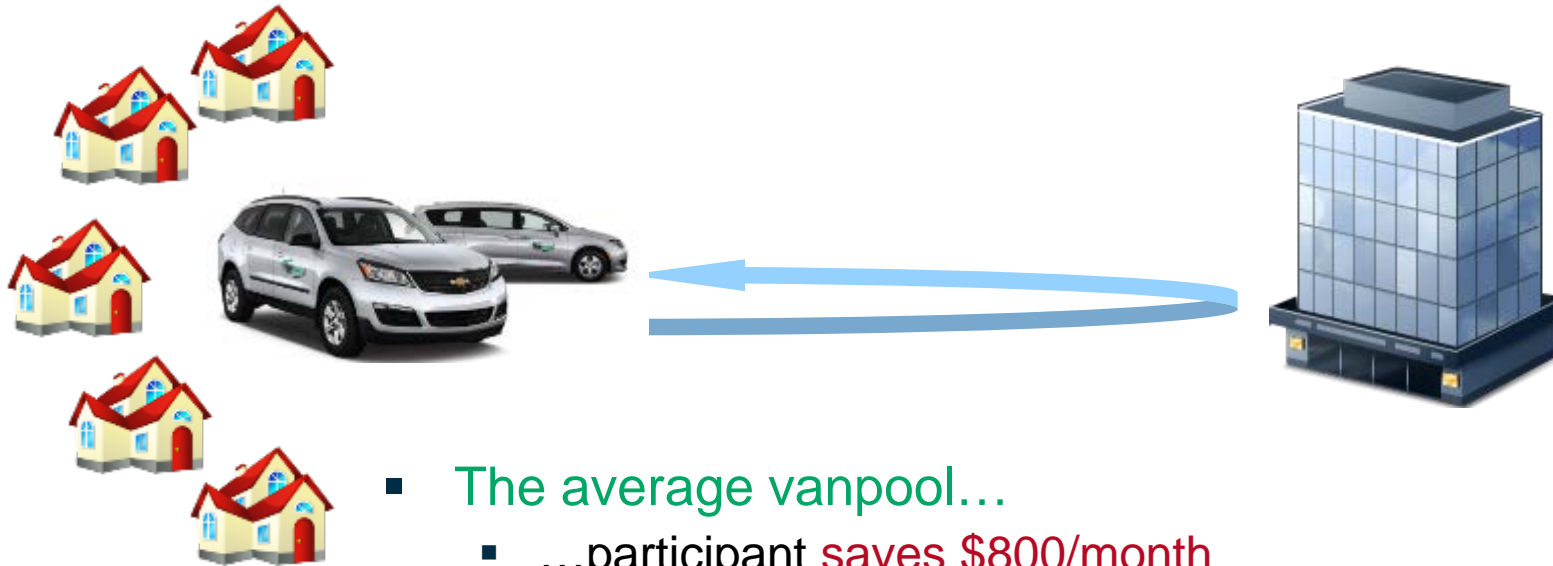
TOTAL VEHICLES	12,300 Vehicles
TOTAL RIDERS Average of 9 Unit	108,900 Riders
MILES REDUCED Average of 2,100 Miles	2,439,360,000 miles
SAVINGS Cost Change \$1,134 - \$150	\$1,285,891,200 saved
EMMISSIONS 358G Per Mile	1,927,794,437 lbs.

These numbers based on historical ERS route and occupancy data aggregated across total combined fleet size.



Enterprise Rideshare 101

- Enterprise Rideshare provides an alternative commute solution for
 - Groups of 4 or more people who live in the same general area AND...
 - Commute 20+ miles each way to a common workplace



- The average vanpool...
 - ...participant saves \$800/month
 - ...reduces 12,500lbs of CO₂/month
 - ...saves 960gal of fuel/month
 - ...eliminates 19,200mi commuter miles/month
 - ...frees up 8 parking spots



Our Program



- Program is completely turn-key.
- Includes
 - Vehicle
 - Insurance
 - Maintenance
 - Roadside Assistance
 - Fuel Card program
 - Month-to-month agreement



Insurance

- \$1 Million in Auto Liability coverage
- Full Physical Damage protection
- All with ZERO deductible



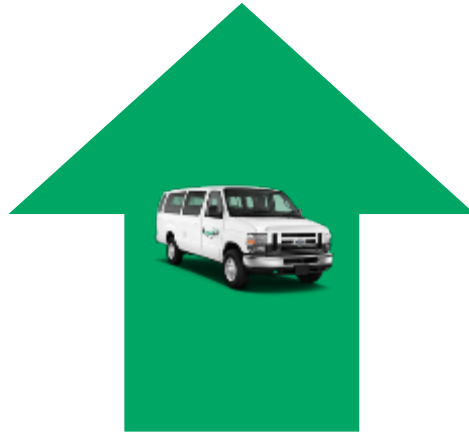
Maintenance & Roadside Assistance

- All maintenance & repairs are included at no additional cost
- Loaner vehicles provided for overnight repairs
- 24/7 roadside assistance if you break down or are involved in an accident
 - We have locations within 15 minutes of 90% of the US population.



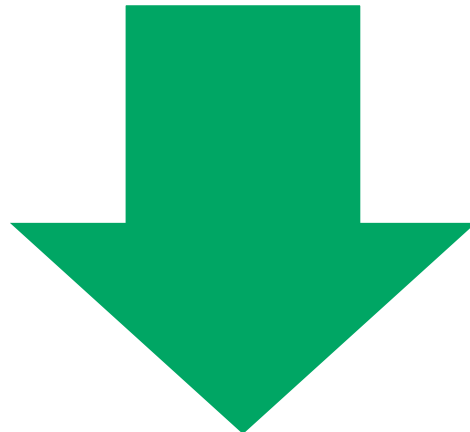
Benefits of Vanpooling

Vanpools often serve communities underserved by public transit



Benefits for Riders

- Reduced commute costs
- Relaxed, stress-free commute
- Comfortable vehicle options
- Potential for Preferred Parking



Benefits for Employers

- Employee recruitment and retention
- Tax benefits
- Reduced parking needs
- Increased employee morale
- Reduced carbon footprint



Contact Information :

Sarah Saylor
Sarah.Saylor@ehi.com

Questions?



Mobility Week

- Cooperative effort by the FDOT and partners to promote awareness of safe & sustainable transportation choices.
 - Agencies host events to promote transportation choices
 - Residents explore various transportation choices available to them
- Inaugurated in 2016 – annual event
- Modeled after European Mobility Week



Mobility Week 2016

- 19 events in six counties.
- “Mix-a-Lot” challenge



Fitted Bike Helmets
for Children and Adults



2017 SCHEDULE OF EVENTS

OCTOBER 28, 2017

- Bike Fair, St. John's River to Sea Alliance
- West Orange Trail Kick-off Event, Orange County
- Stuff the Bus Campaign, LakeXpress
- Indialantic PD Trunk or Treat, Space Coast TPO

OCTOBER 30, 2017

- CarFit Event, City of Ocala
- Paratransit Eligibility Event, LakeXpress
- Cycling Savvy Training, FDOT District 5

OCTOBER 31, 2017

- Be Transformed – Tools Training, FDOT District 5
- Passenger Appreciation Day, LakeXpress
- Monsters on Main Street, DeLand

NOVEMBER 1, 2017

- Ride with Jim, Space Coast Area Transit
- Travel Safety and Training, Lake Xpress

NOVEMBER 2, 2017

- Try Transit Thursday – Fare Free Day, LYNX, LakeXpress, Space Coast Area Transit
- Try Transit Thursday – Passenger Appreciation, SunRail, SunTran
- Quarterly Multimodal Workshop, FDOT District 5

NOVEMBER 3, 2017

- Senior Walk – A Stroll thru History, Space Coast TPO
- Bike with the Mayor, Orlando
- Helmet Fitting and Bike on Bus Training, LakeXpress

EVENTS UNDER PROGRESS

- BWCF Regional Map Tour, Bike/Walk Central Florida, Winter Park Health Foundation, Casselberry
- Cycling Savvy Training, City of Ocala
- CarFit Event, FDOT
- Bike with the Director, FDOT
- Mix-it-Up Commute Challenge, reThink Your Commute

Mobility Week 2017 Partners





 **Mobility Week**
OCT 28 - NOV 3, 2017



www.mobilityweekcfl.com

contact@mobilityweekcfl.com

The Other Side of Outreach

- »»» Origins-Based Marketing & Outreach Pilot Program
 - Plan developed in FY 15/16; funding identified in FY 16/17
 - Focus will be at the neighborhood/residential level
 - Task led by Day Communications; built on best practices from similar programs from across the US and Australia
 - Next steps:
 - Developing survey to identify participant households and Ambassadors
 - Launching training program for Ambassadors

Evaluation

»» USF Center for Urban Transportation Research

- Results from 2014 are available as a baseline



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



13 million
fewer vehicle miles annually



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



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

Revisiting the Work Program

»»» Strategies to consider

- Expand Bicycle Benefits partnership
- Partner with businesses to offer incentives for carpooling/other modes
- “Green Site” program to expand Shared-Use Park & Ride Lots
- Carpool Action Day (similar to “Dump the Pump”)
- Investigate Mobility As A Service options for Central Florida
- Mile markers/walking maps for short commutes

Revisiting the Work Program

»»» Strategies to consider

- Regional count of employers allowing telecommuting and/or offering compressed work week schedules
- Tailor an initiative for Universities
- Host informational workshop on TDM policies for cities and counties
- Explore funding options to implement advertising plan
- Support FDOT efforts to leverage technology for mode shift
- Investigate Employer Councils for specific corridors
- Continue to build and share collection of testimonials



Success Stories

Cristina first started walking to work thanks to a commute challenge we co-hosted with her employer (Orange County Public Library) in 2015. With a short one-mile commute, walking to work was a great option that she discovered thanks to our promotional efforts.

After the challenge was over, Cristina kept up with her new active commute choice. “What keeps me walking to work is the impact it has on my health and happiness,” says Cristina.

Our team continues to assist library employees so they can take advantage of their commuter benefits.

Success Stories

Zach first started reThinking his commute in college. He has continued the trend to this very day, biking regularly to work at Daytona State College.

“I have always loved being able to get somewhere by my own power,” says Zach. “I am going to work anyways, why not get a little work out on the way.”

Now, we’re working together to encourage his colleagues to reThink how they get to work.





Questions & Discussion



**A Program of the Florida
Department of Transportation**

133 S. Semoran Blvd.
Orlando, FL 32807
866-610-RIDE (7433)

Diane Poitras
FDOT Project Manager
Diane.Poitras@dot.state.fl.us

Courtney Reynolds
Program Manager
Courtney@reThinkYourCommute.com



reThinkYourCommute.com

reThink >>>
your commute™