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## **Downtown Orlando Commuters Challenged to Rethink Commute**

*Downtown companies encouraged by Mayor Dyer to participate*

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**Orlando, FL** – The Florida Department of Transportation’s reThink Your Commute program is hosting the second annual Go DTO: Downtown Orlando Commute Challenge May 1-31, 2017.

Commuters who log their trips to work at GoDTO.org can earn points and prizes throughout the challenge. By rethinking their commute, participants can unlock specialty badges, such as “SunRail Track Star”. A special “Biked with Buddy” badge can be unlocked by participating in the city’s 18<sup>th</sup> annual Bike to Work Day on Friday, May 5, 2017. City of Orlando Mayor Dyer has issued a letter inviting downtown companies to participate in the challenge and compete for the prize of “Top Employer.”

Technology will play a larger role in this year’s challenge, specifically through a collaboration with RideFlag and Strava. To assist with the formation of new carpool groups, commuters can download the free mobile app, RideFlag. Active commuters who bike or walk to work can use Strava to track their distance and speed, then sync their commute trips to the Go DTO platform with one click.

The reThink Your Commute outreach team will be available for individual commuter assistance and transit trainings for commuter groups.

Companies that are interested in participating can get started at Register.GoDTO.org. The first Team Captain Meetup is Monday, April 24 from 11:30 a.m. to 1:30 p.m. at the Downtown Orlando Information Center, located at 201 S. Orange Avenue, Suite 102, Orlando FL 32801.

The Downtown Orlando Partnership is hosting the Go DTO kickoff event at DoveCote (390 N. Orange Avenue #110, Orlando FL 32801) on Thursday, April 27 from 4:30 p.m. to 6:30 p.m. Kickoff event tickets are available at [DOPOrlando.com](http://DOPOrlando.com) for \$10. For a full listing of commute challenge events, visit [Events.GoDTO.org](http://Events.GoDTO.org).

Commute challenge incentive prizes have been donated by The Pop Parlour and Orlando Weekly. Additional partners include the Downtown Development Board and GreenWorks Orlando. For more information on joining the challenge, call 407-875-8917 or email [GoDTO@reThinkYourCommute.com](mailto:GoDTO@reThinkYourCommute.com).

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