2019 2020 ANNUAL REPORT

reThink your commute™

CELEBRATING 10 YEARS OF SERVICE

reTHINK YOUR COMMUTE IS A PROGRAM OF THE FLORIDA DEPARTMENT OF TRANSPORTATION.

reThink Your Commute Enjoys Strategic Partnerships With The Following Transportation Agencies:

East Central Florida Regional Planning Council | LakeXpress
Lake-Sumter MPO | LYNX | MetroPlan Orlando | Ocala Marion TPO
River to Sea TPO | Space Coast Area Transit Space Coast TPO
SunRail | SunTran | Votran

We promote smart transportation solutions, like carpools, vanpools, public transit, biking, walking and telecommuting.

District Five's reThink Your Commute Program focuses on the single-occupant commute trip that contributes to peak-hour highway congestion. Using existing or low-cost resources, the Florida Department of Transportation is making a coordinated effort to provide these commuters with alternative forms of transportation that will improve safety, enhance mobility and inspire innovation.

FDOT DISTRICT 5 COUNTIES WE SERVE:

OUR GOALS

The reThink Your Commute program will improve quality of life in Central Florida by connecting commuters with alternatives to driving alone. With fewer vehicles on the road, we can:

- Decrease traffic congestion
- Improve air quality
- Conserve natural resources
- Save people money

reTHINK YOUR COMMUTE APP

In July 2019, we announced a new tool to help Central Floridians reThink their commute. Offered as both a free smartphone app and desktop website, our new commuting platform combines a powerful ridematching solution with commuter trip tracking and rewards. In its first year of operation, we saw over 25,000 recorded trips representing a reduction of 544,295 vehicle miles traveled, $314,545 in commuter savings and an offset of 241 tons of CO_2 in the air. reThinkers also burned over 675,000 calories by incorporating active transportation into their commutes.

The reThink Your Commute app is available in both the Apple App Store and the Google Play Store, as well as through our website, www.reThinkYourCommute.com.

SINCE THE JULY 2019 LAUNCH OF OUR APP:

11,815	Members
28,323	Fewer Trips
18,305	Shared Rides
11,147	Transit Trips
16,176	Carpool Trips
2,129	Vanpool Trips
4,484	Biking Trips
3,025	Walking Trips
4,034	Telecommutes
554,223	Miles Not Driven
25,019	Gallons of Gas Saved
$320,359	Money Saved
697,942	Calories Burned
234 TONS OF CO_2	Emissions Offset

SIGHTS AND SOUNDS OF OUTREACH

Our team focuses on commuter outreach. Our programs are designed to reduce the total number of commutes – helping employees and employers get to work, save money, and decrease their carbon footprints.

WORKSITE OUTREACH

We empower the community by providing resources on commute options other than driving alone. We provide useful information about safe cycling, walking, and public transit, as well as guidance on worksite telecommuting and alternative work schedule policies.

Mobility Week

Successfully launched in Central Florida in 2016, Mobility Week is an annual collection of programming intended to bring attention to safe multimodal transportation choices. reThink Your Commute is proud to support Mobility Week through unique programming and commuter engagement.

reTHINKING OUTREACH: VIRTUAL PROGRAMMING IN 2020

Telework Webinar Series

Working from home has taken on new importance as many organizations have transitioned to telework to ensure employee safety and continued business operations. To help employers and employees navigate the shift to telecommuting, reThink Your Commute co-sponsored a three-part telework webinar series with other Florida CAP programs, Commute Connector (FDOT District 1) and Commute Tampa Bay (TBARTA/FDOT District 7). The webinar covered strategies for employers, collaborative technologies, and planning for the future.

Best Workplaces Virtual Ceremony

Due to COVID-19, our annual recognition of the region's Best Workplaces for Commuters was held virtually on April 30th, 2020. We recognized employers who offer significant transit benefits, robust telework programs, or other innovative commuter initiatives.

SOCIAL MEDIA ENGAGEMENT

We have **3,012** followers across our platforms of Facebook, Instagram, Twitter & Linkedin.

The reThink Your Commute program focused on developing its LinkedIn presence – successfully growing the follower base from **80** users before the pandemic to more than **300** by summer.

CELEBRATING 10 YEARS OF SERVICE

10

2010
Program Launched

2013
Central Florida Carshare Arrived

2014
First SunRail Workplace Connectors

2015
I-4 Ultimate Began

2017
Inaugural Kissimmee Bike Bonanza

2019
reThink Your Commute App Launched

DISTRICT 5 CONTINUES TO LEAD THE WAY

34 EMPLOYERS DESIGNATED BWC IN 2020

Employers play a big role in commuter choice. We work with companies to encourage the implementation of best practices in offering commuter benefits. The continued efforts have led to the designation of 34 employers on the national 2020 Best Workplaces for Commuters (BWC) list. Congratulations to these 34 outstanding organizations!

BEST Workplaces for Commuters℠ 2020

- Auro Hotels – Residence Inn (Orlando)
- City of Casselberry (Casselberry)
- City of Orlando (Orlando)
- Dix.Hite + Partners (Longwood)
- Embassy Suites by Hilton Orlando Airport (Orlando)
- Florida Department of Environmental Protection – Central District (Orlando)
- Florida Department of Transportation – District 5 (Deland)
- Greater Orlando Aviation Authority (Orlando)
- Hand N Hand Child Enrichment Center (Orlando)
- HDR, Inc. (Orlando)
- KPM Franklin (Orlando)
- Marriott Orlando Airport Lakeside (Orlando)
- MetroPlan Orlando (Orlando)
- Orange County Library System (Orlando)
- Orlando Senior Health Network (Orlando)
- Orlando Utilities Commission (Orlando)
- Orlando VA Healthcare Center – Lake Baldwin OPC and Lakemont Campus (Orlando)
- Orlando VA Healthcare System – Lake Nona (Orlando)
- Orlando VA Healthcare System – Viera OPC (Viera)
- Pinnacle Family of Companies (Maitland)
- PlanSource (Orlando)
- PowerDMS (Orlando)
- Ramada by Wyndham Suites Orlando Airport (Orlando)
- Seminole State College of Florida (Sanford)
- Sheraton Suites Orlando Airport (Orlando)
- Smart Panda Labs (Orlando)
- Space Coast Area Transit (Cocoa)
- TranSystems (Orlando)
- University of Central Florida (Orlando)
- U.S. Citizenship and Immigration Services – Southeast Regional Office (Orlando)
- VHB (Orlando)
- William V. Chappell, Jr. VA OPC (Daytona Beach)
- Wingate by Wyndham Orlando International Airport (Orlando)
- Workforce Logiq (Orlando)

2019 | 2020 reTHINK FUN FACTS:

124 EMPLOYER PARTNERSHIPS

2,032 NEW COMMUTERS ENROLLED IN PROGRAM

657 COMMUTERS ASSISTED THROUGH CALL CENTER

9,441 WEBSITE VISITS

70% OF RIDEMATCH INQUIRIES RECEIVED A MATCH

10 BIKE SAFETY PROGRAMS HOSTED

2020 FLORIDA COMMUTER TRANSPORTATION VIRTUAL SUMMIT AWARDS

MARKETING EXCELLENCE AWARD
"NOT SO NOISY" BIKE WEEK

INNOVATIVE PROGRAM AWARD
COMMUNITY-DRIVEN TRAVEL BEHAVIOR CHANGE INITIATIVE

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A PROGRAM OF THE FLORIDA DEPARTMENT OF TRANSPORTATION

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