

# reThink Your Commute

## FDOT District 5 Regional Commuter Assistance Program

reThink

“reThink: A Year in Review”

East Central Florida Regional Planning Council Meeting

Wednesday, November 16, 2016

Courtney Reynolds • Program Manager



# 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

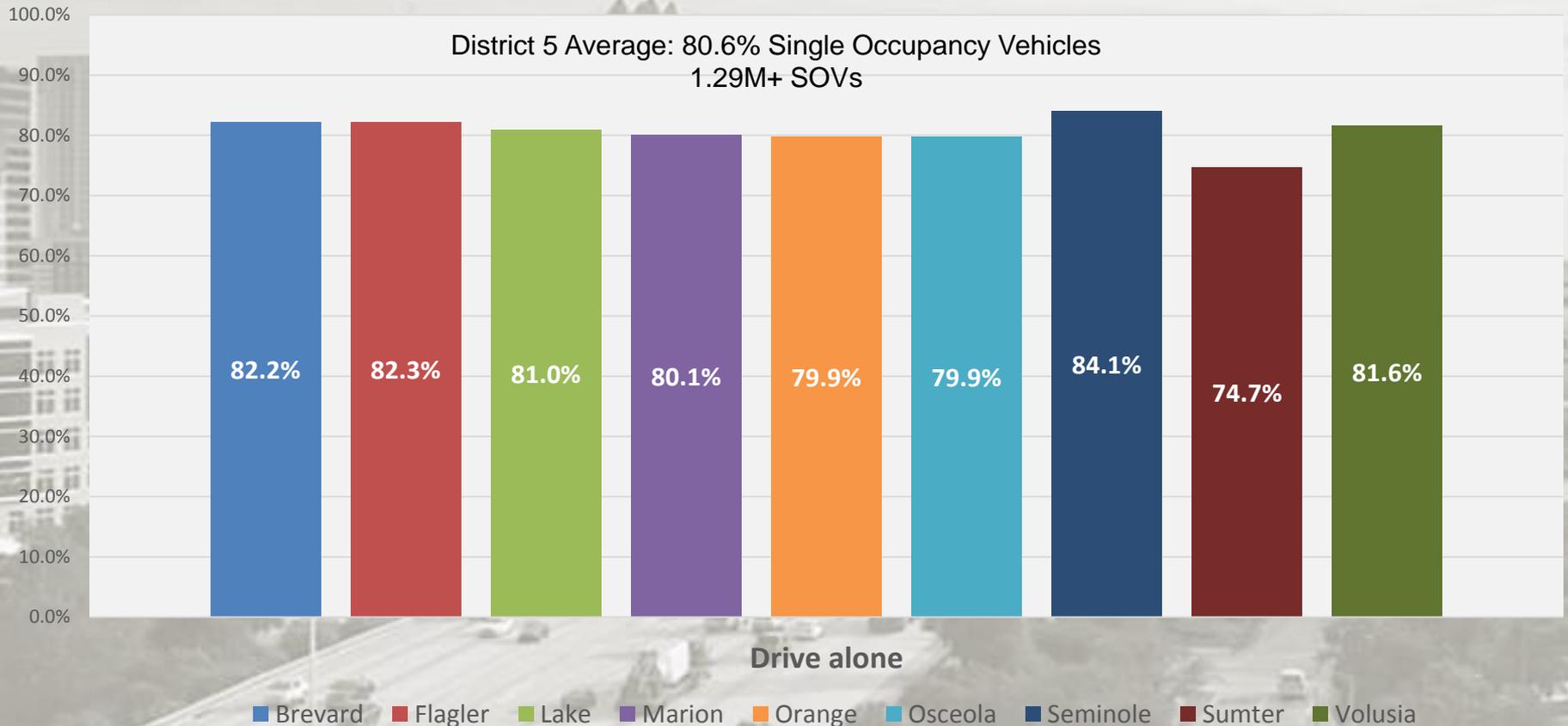


To achieve these goals, reThink promotes transportation options like ridesharing, transit, biking, walking, telecommuting and compressed work weeks.

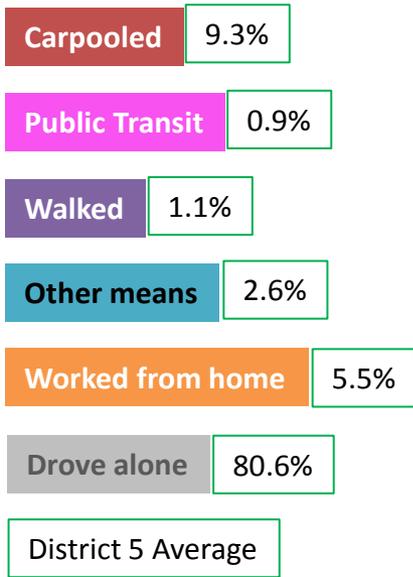
# The State of Commuting in District 5

- 46 hours yearly delay per auto commuter
- 21 gallons of excess fuel wasted in congestion
- \$1,044 wasted per auto commuter
- Average cost per mile to drive: 57.1 cents

## How are people getting to work?



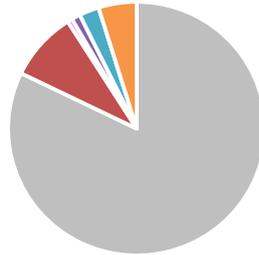
## LEGEND



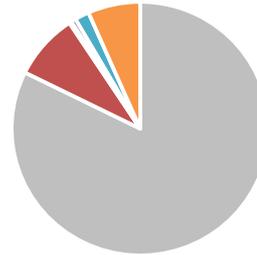
## HIGHLIGHTS

- **Osceola County** has the highest percentage of carpoolers at **11.8%**
- **Orange County** has the highest percentage of **public transit commuters at 2.8%**
- **Sumter County** leads the way in number of telecommuters at **8.0%**

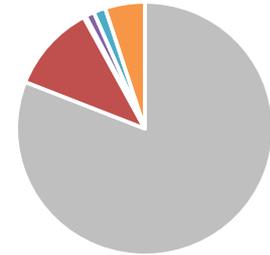
Brevard



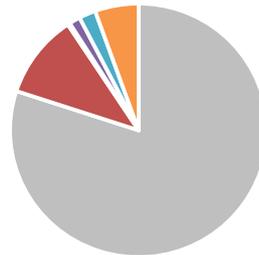
Flagler



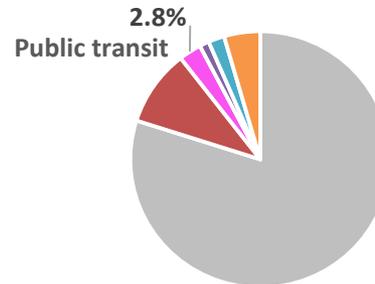
Lake



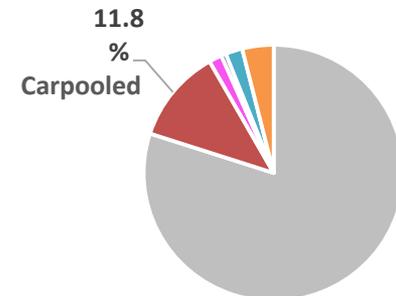
Marion



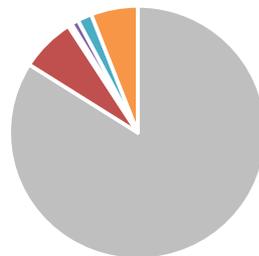
Orange



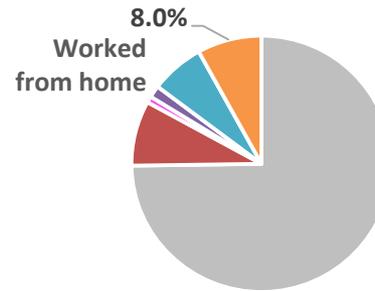
Osceola



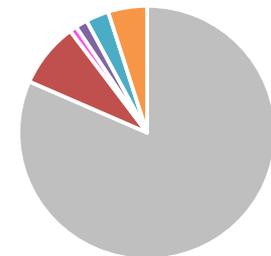
Seminole



Sumter



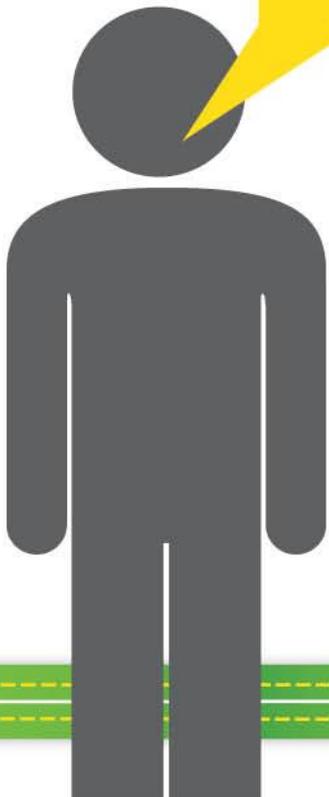
Volusia



Small  
program



# BIG impact



**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



**\$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

# Employer Partnership Levels

## INVEST

- Formal telecommute program
- Provide showers/lockers
- Subsidize transit, vanpools, bike commuting
- Parking cash-out program

## ENGAGE

- Host a transportation fair
- Pre-tax commuter benefit
- Bike to Work Day event
- Sell transit passes on-site

## INFORM

- Nominate a worksite Ambassador
- Host a Lunch & Learn
- Commute options info for new hires
- Survey employees

1. Amerigroup
2. BookThatDoc
3. CareerSource Brevard
4. City of Casselberry
5. City of Orlando
6. Department of Homeland Security-US Citizenship & Immigration Services
7. Dix.Hite + Partners
8. FBC Mortgage, LLC
9. Florida Department of Environmental Protection – Central Division
10. Florida Hospital Orlando
11. Greater Orlando Aviation Authority (GOAA)
12. HDR, Inc.
13. LYNX – Central Florida Regional Transportation Authority
14. MetroPlan Orlando
15. Orange County Library System
16. Orlando Senior Health Network
17. Orlando VA Medical Center
18. Viera Outpatient Clinic, VA Medical Center
19. Pinnacle Property Management Services
20. PowerDMS
21. Ravago Americas
22. smart panda labs
23. Space Coast Area Transit
24. Tindale Oliver
25. VHB
26. William V. Chappel, Jr. VA Satellite Outpatient Clinic (Daytona Beach)
27. Acomb, Ostendorf & Associations
28. NetConversion
29. PRPL.RS
30. PlanSource

## BY THE NUMBERS:

Vanpools on the Road  
**65**

Program Participants  
**2,654**

Emergency Ride Home  
Registrations  
**481**

## Orlando VA Medical Center

- As federal employees, VA workers receive up to \$255 a month to pay for a vanpool or transit pass, and can even receive \$20 a month towards bicycle commuting expenses.
- Since 2012, the VA has partnered with reThink to increase marketing efforts of these benefits.
- In the past four years, **the number of vanpools serving VA employees has tripled.**



# Partnerships Across District 5



*Space Coast Area Transit • 3<sup>rd</sup> Annual Partnership Event*



*City of Winter Park • 3<sup>rd</sup> Annual Partnership Event*

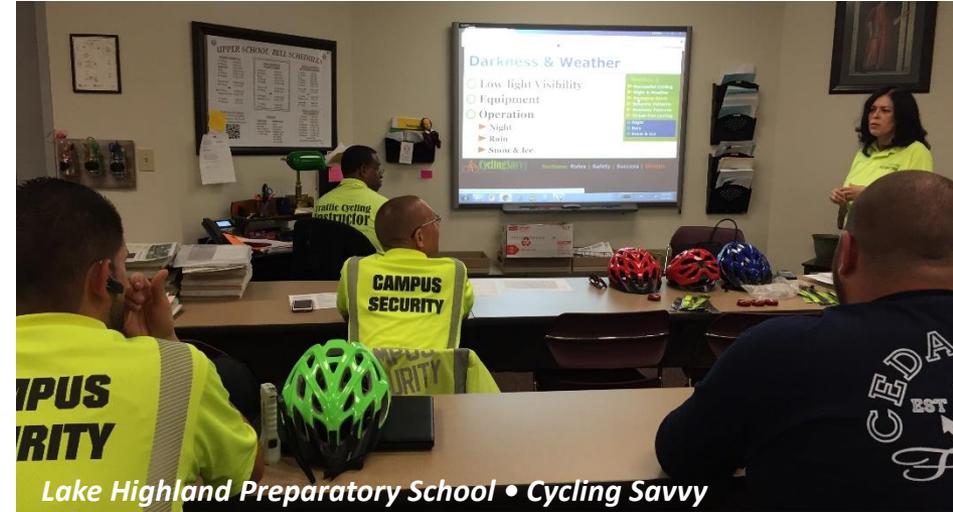


*LakeXpress • Real Rides, Real Destinations*



*Flagler County Public Schools • 3<sup>rd</sup> Annual Cycle de Mayo Event*

# Partnerships to Address Safety Concerns



# Partnership with Zipcar



- Launched February 3, 2016
- Six cars in Downtown Orlando
- Two cars in Winter Park
- Additional cars near Disney, at the Orlando International Airport, UCF, Rollins College and Stetson University

# Innovations with Gamification

- **What is it?**

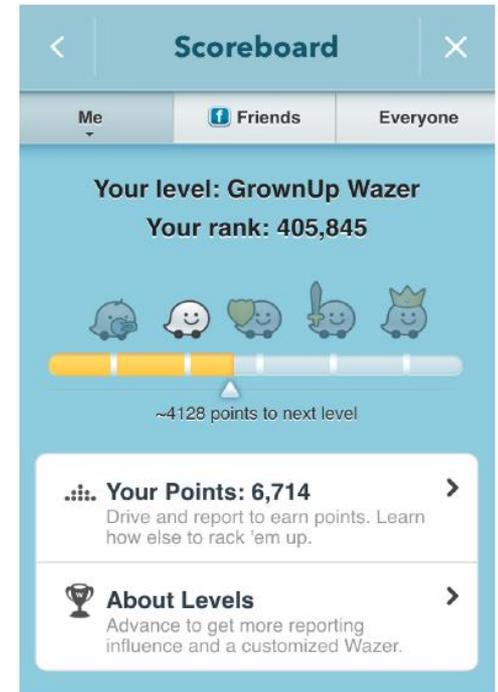
- A tool that rewards positive behavior
- Leverages incentives to motivate participation

- **Why?**

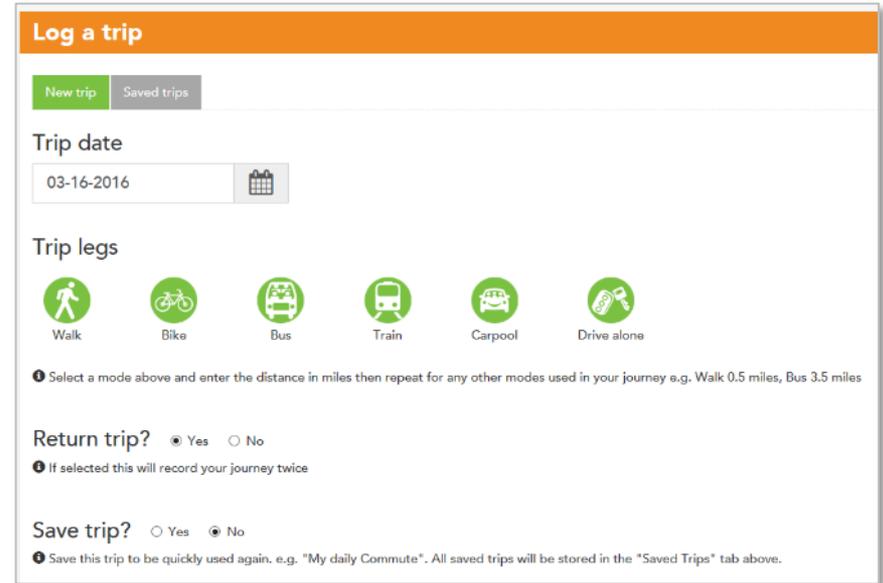
- Ideal for the “what’s in it for me?” consumer
- A tool to capture concrete performance metrics

- **Where?**

- Pilot program for Volusia County Government
- Full launch for Downtown Orlando CRA



# Innovations with Gamification



## Volusia County Government Commute Challenge Results

**357.0**  
Total points

**10k**  
Car miles saved

**18.1k**  
Calories burned

**30.2k**  
Total miles travelled

**10.4k**  
Carbon emission saved (lb)

**3x**  
**70**  
Participants



she walks | he takes the train | he bikes

downtown  
orlando  
commute  
challenge

**everybody wins.**

This May, you can earn points, badges and prizes just for logging your commute trips at [GoDTO.org](http://GoDTO.org). Whether you walk, take the train or bike to work, everybody wins.

**Register today at [GoDTO.org](http://GoDTO.org).**

**#DTOchallenge**  **@GO\_DTO**

# Innovations with Gamification

- **Downtown Orlando Commute Challenge Results**



**565**

Total sign-Ups



**9,141**

Total trips



**255,163**

Calories burned



**144**

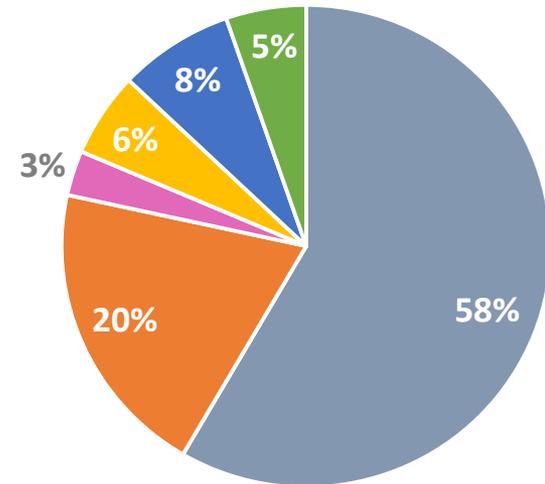
Participating companies



**61,473**

Vehicle Miles Reduced

## How do you typically get to work?



■ Drive-Along ■ Train ■ Bus ■ Carpool ■ Bike ■ Walk

# Origins-Based Marketing & Outreach Pilot Program

- **What is it?**

- Also referred to as “community-based social marketing”
- Reaches commuters where their trips actually start: at home
- Provides individualized transportation information to assist them with changing their commute behavior



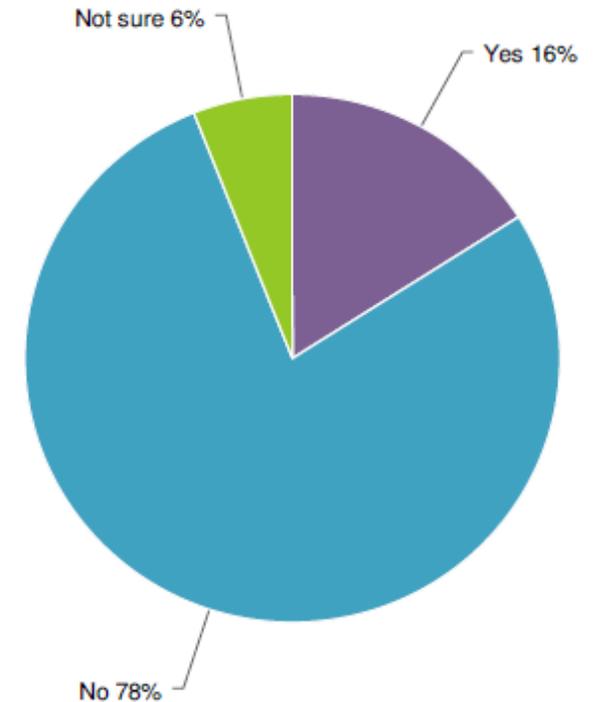
# Marketing Plan

- **Goals**

- Enhance brand visibility; become a trusted brand by 2020
- Deepen relationships with existing employer partners
- Establish new employer partnerships in areas where mode shift is likely

- **Research phase complete**

- Focus group with Human Resource Managers
- One-on-one telephone interviews with top business leaders
- Online survey of commuters, representing all nine counties, working in 32801 zip code



***Have you ever heard of the reThink program?***

- **78%** said no

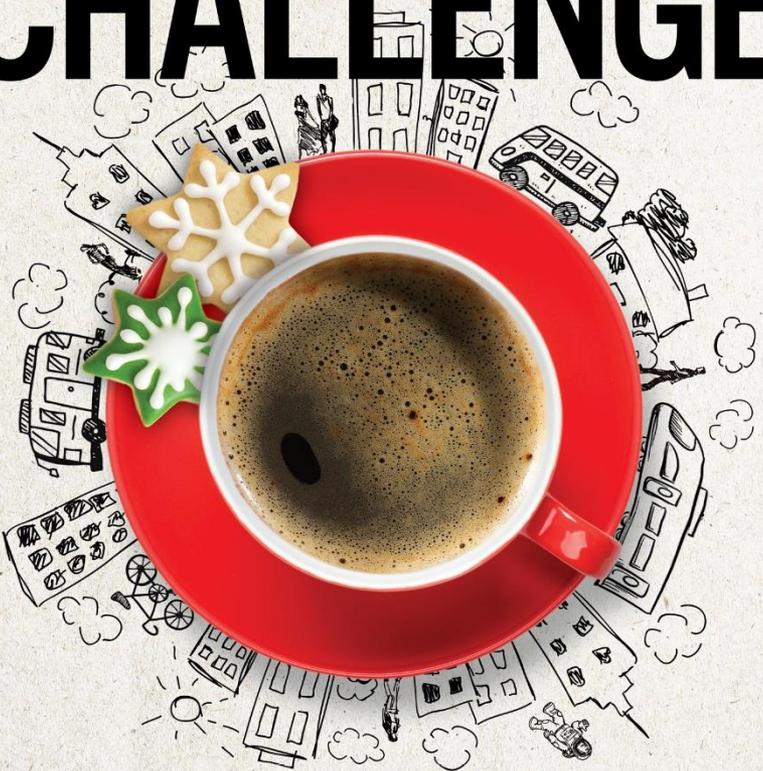
# Marketing Plan

- Recommendation to update brand logo/name



reThink >>>  
your commute™

Join the *Winter Park*  
**COMMUTE  
 CHALLENGE**



This year, make time for yourself during the holidays and "reThink" your commute.

**Join the Commute Challenge** | December 12-16, 2016  
 Walk | Cycle | Carpool | Ride Transit | Telecommute

**Attend the Kickoff Event** | Good Morning Winter Park Presents "Coffee & Commuting"  
 Friday, December 9 from 8 a.m.-9:15 a.m. | Winter Park Welcome Center

Register today at [reThinkYourCommute.com/WPCommuteChallenge](http://reThinkYourCommute.com/WPCommuteChallenge) or call 866.610.RIDE (7433).



**TOURISM  
 + TRANSIT  
 SUMMIT**



# Questions & Follow-Up



## PROJECT CONTACT INFORMATION

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