Engaging Large & Small Employers
Stephen Alianiello, Sr. Outreach Specialist

Who We Are

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

What is Transportation Demand Management (TDM)?

- Set of strategies to maximize travel choices
- “Managing demand is about providing travelers, regarding of whether they drive alone, with travel choices, such as work location, route, time of travel and mode … demand management is defined as providing travelers with effective choices to improve travel reliability.” – FHWA Report on TDM

<table>
<thead>
<tr>
<th>Rideshare</th>
<th>Transit</th>
<th>Active Transportation</th>
<th>Work Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpool/Vanpool</td>
<td>Bus/Rail</td>
<td>Biking or Walking</td>
<td>Telework or Compressed Work Weeks</td>
</tr>
</tbody>
</table>

### Engaging Large Employers
Partnership Details

- Employee mapping
- Worksite Ambassadors
- Commute information online
- Employee survey
- Table events & presentations
Orlando VA Medical Center

Partnership Details

- Federal Transit benefits
- Ridematch drive at orientations
- Health & Transit Fair
- Rider appreciation days
  - 3500+ in ridematch database
  - 80-90 commuter vanpools

Celebrating becoming a BWC in the employee newsletter

BWC Plaques on display at each worksite

Commuter Benefits
Orlando VA Medical Center

BWC at every New Employee Orientation
Cristina first started walking to work thanks to a commute challenge we co-hosted with her employer 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.
Lee Vista Center Employers

Public-Private Partnerships

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

Purple, Rock Scissors

Partnership Details

- Telecommuting Program – 20% of trips
- Bike Like A Boss
- Cycling Savvy Lite
- In-office bike parking
- Commute presentations
Partnership Details

- Transit subsidy
- Bike Like A Boss
- Employee helmet fittings
- In-office bike parking
- Commute Challenges

Working smart...then hard
### Partnership Details

- Lobby events
- Building-wide presentations
- Tower Surveys
**Downtown Employer Commute Survey**

**Ultimate I-4 Improvement Project**

In February 2015, the 6.5 year reconstruction of Interstate 4 from State Road 434 in Longwood to Kirkman Road in Orlando began. This project includes a complete reconstruction of the existing lanes of I-4 and the addition of 4 express lanes. In advance of the construction, SunRail service began to give commuters an alternative to driving on I-4 to and from work.

3. **How familiar is your office with the I-4 Ultimate Improvement Project?**

- [ ] Our office has received a presentation on the I-4 Ultimate Improvement Project
- [ ] Our employees are very familiar with this project
- [ ] Our employees do not know much about this project
- [ ] I am not sure how familiar our office is with the I-4 Ultimate Improvement Project

**Commuter Choices**

The following questions will give us a better idea of what resources are being offered by Downtown employers.

6. **Does your office offer any of the following to its employees? (Check all that apply)**

- [ ] Subsidy for SunRail and/or LYNX passes
- [ ] Payroll deduction for SunRail and/or LYNX passes
- [ ] Bicycle parking within your office space
- [ ] Carpool matching/promotion
- [ ] Access to company vehicles during the day
- [ ] A flexible schedule to avoid peak hour congestion (e.g. 4 10-hour workdays, or a 9/80 schedule)
- [ ] Telecommute policy
- [ ] Other Commuter Benefit (please specify)