

2015

Florida Department of Transportation

Travel Choices

AWARDS



INNOVATION Award Category

Given to a Florida public transportation system, commuter assistance program, transportation management organization or other Florida entity that has designed and implemented specific public transportation-related programs that demonstrate innovative concepts or effective problem-solving techniques. The program should be of proven value and adaptable for use by others.

Innovative Program Nominees

- **Commuter Services District One** – Arthrex
- **Florida Department of Transportation (FDOT)** – Cyclovia Downtown Tampa
- **Jacksonville Transportation Authority (JTA)**
– JTA’s Route Optimization Initiative (ROI)
- **reThink** – Workplace Connector Program



**And this year's award
goes to...**



Workplace Connector Program

- **CHALLENGE:** Answer the need for “last mile” connectivity solution from SunRail stations to worksites 5+ miles away.

- **SOLUTION:**

- Partner with LYNX and SunRail marketing teams to brand the vanpool program as a “Workplace Connector” program, encouraging commuters to form vanpool groups to travel from their SunRail station to work.
- Meet with employers and property managers, requesting opportunities to appeal directly to commuters to create vanpool groups as a “last mile” solution to SunRail connectivity.



Workplace Connector Program

- Create magnets that can be placed on LYNX vanpool vehicles to provide a visual cue that the vans can be used for "last mile" SunRail connectivity; include reThink's commuter call center phone number to field inquiries.
 - Post signage at SunRail parking lots for the Workplace Connector vehicles, providing a preferential parking space for the groups while also providing another visual cue about the connectivity option.
- **RESULTS:**
- As of February 2015, we have four commuter-funded vanpool groups leaving from the Sand Lake SunRail station.
 - Two groups travel to Darden's headquarters; one travels to Lockheed Martin; and one is composed of employees of several employers located in South Park Center.

Workplace Connector Program

- The South Park Center van includes employees from Starwood Vacation Ownership; Houghton Mifflin Harcourt; Mark Travel; CHEP; Catamaran; and ABT Solutions.
- We also have three additional vans in formation, representing employees from Wyndham Vacation Ownership and Osceola County Government.



MARKETING Excellence Category

Recognizing excellence in Florida public transportation-related marketing including:

- Advertising campaigns
- Electronic media
- Print media
- Special events

Marketing Excellence Nominees

- **Commuter Services District One** – Commuter National Bike Month and National Bike to Work Day
- **reThink** – 3rd Annual reThinkYour Commute Day - #OnTheBus



National Bike Month and Bike to Work Day

- National Bike Month and National Bike to Work Day sparked several new requests for initiatives from partners at worksites that had previously been unable to take part in regional activities.
- During National Bike Month and Bike to Work Day, Commuter Services demonstrates how successful outreach activities can be conducted on a large scale, with limited staff and a small budget.
- Employer partners embraced National Bike Month with multiple educational workshops and “Try-It” days resulting in thousands of program participants throughout the district.
- Our Lee County partner coordinators, along with registered commuters, participated in a 2 hour classroom bike training followed by a hands-on 12 mile safety educational bike tour throughout the county. The goal was to educate our Employer Trained Coordinators (ETC’s) on how to use the trail connections around their worksites safely and to motivate other employees to take action by using an alternative mode to work.

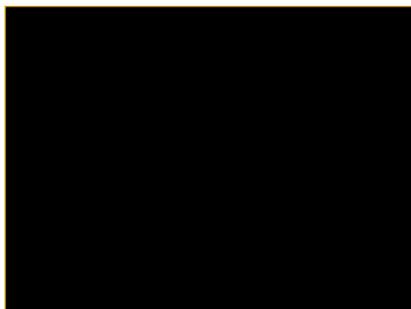
National Bike Month and Bike to Work Day

- As part of the National Bike Month Campaign, Commuter Services hosted a Bike to Work Day event.
- During this event, commuters could pick up free lunch, bus passes, custom route and schedule information, discounted local vendor coupons, learn to mount a bike on a bus rack, participate in an educational obstacle course for prizes, get fitted for a free bike helmet and back pack, participate in fun bike activities, join bike advocacy groups, and share their experiences.
- As an added incentive, each office was challenged to bring in the most commuter applicants; the office registering the most commuters would win the coveted Commuter Bike Team Challenge Award.

National Bike Month and Bike to Work Day

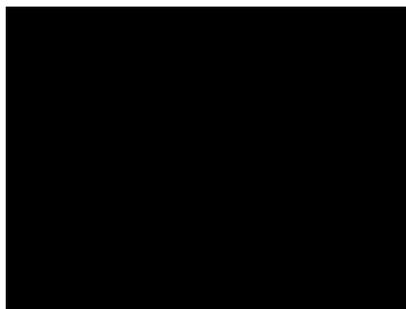
POLK PLACE: COMMUTER SERVICES

Interview with Christine Diaz-Pagan on "Commuter Services Day" and National "Bike to Work Day"



COMMUTER SERVICES DAY 2014

Features information on a free commuter program of the Florida Department of Transportation District One

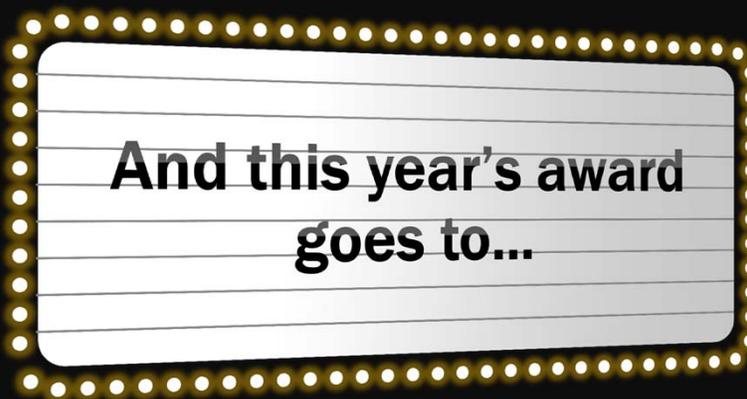


Award Category

Honoring a Florida individual who has made outstanding contributions to the public transportation industry, this award may be conferred upon a public transportation policy maker or private citizen who has made outstanding contributions at the local or state level to public transportation.

Leadership Award Nominees

- **Courtney Miller**, reThink Commuter Services Program
- **Lars Houmann**, President & CEO of Florida Hospital – Support for SunRail
- **Nathaniel P. Ford Sr.**, CEO of the Jacksonville Transportation Authority (JTA)
- **Noranne Downs**, FDOT District 5 Secretary
- **Tom Locke**, Former General Manager of the University Mall and Vice Chair of the New North Transportation Alliance (NNTA)



**And this year's award
goes to...**



Lars Houmann, President and CEO of Florida Hospital



- A strong supporter of mass transit.
- When it was unclear whether Governor Scott would approve SunRail, Lars Houmann led a delegation of executives from the private sector on a trip to Tallahassee.
- Their message was clear: mass transit is about business and SunRail would improve their business. The message was heard and fortunately, SunRail was allowed to move forward.
- Now, Lars Houmann rides SunRail about twice a month, and enjoys seeing Florida Hospital employees on board as well.
- His support for SunRail was a big motivating factor for setting up the pre-tax commuter benefit for employees, as well as providing a 25% subsidy for SunRail passes.

**...now back to your regularly
scheduled program**