



FLORIDA FDOT DISTRICT-ONE COMMUTER SERVICES

SEALING THE DEAL
THROUGH EMPLOYER RECOGNITION AND REWARDS



2013 Florida Commuter Choice Summit
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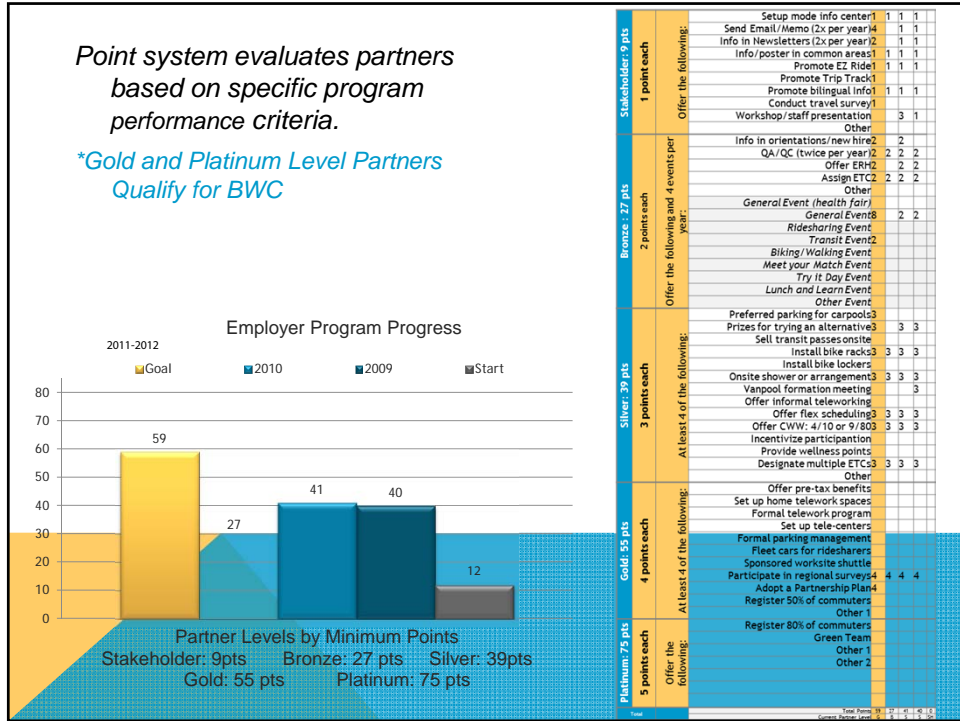


1.866.585.RIDE
www.CommuterServicesFL.com

- Employer Awards
- Best Work Places for Commuters in FL District-One
- Little to No-Cost Marketing
- Program Ambassadors and Local Officials -Getting them Excited!

AGENDA





Gold Partner

- Employer meets the Gold Level Partner criteria and qualifies for the BWC:
 - Register 50% of employees
 - Participate in more than four outreach events per year
 - Adopt a partnership plan
 - Participate in surveys and annual reporting
 - Offer innovative commuter benefits

Gold Partner



- ✓ Transit Universal Passes
 - College students and employees ride for free on any bus route at any time, for any purpose – with school ID
 - Ridership on Polk State College route more than tripled



Gold Partner



- ✓ Transit Universal Passes
 - 27.8% ridership increase, which equates to 25,000 more rides per month
 - \$240,000 under budget
 - Polk State College, LEGOLAND, Everest University and Southeastern University

Positive exposure

- National and local recognition
- Set an example for neighboring businesses and organizations
- Build a rapport with stakeholders



Platinum Partner

Taking it to the Next Level!



- Employer meets the Gold Level Partner criteria and offers **at least three** of the following program options:
 - Register 80% of employees with program
 - Establish Green Team or Commuter Committee
 - Achieve Best Work Places for Commuters Accreditation
 - Offer company-wide Trip Track Reporting
 - Offer innovative commuter benefits
 - Other qualifying options



South Seas - Platinum Partner



- ✓ Each year, South Seas employees save nearly \$1 million by choosing commute alternatives
- ✓ Nearly 90% employee participation
 - Strong commuter benefits
 - Company sponsored vanpools
 - Offer incentives for carpools
 - Rewards participants
 - Onsite housing
 - Management telework program



Best Workplaces for Commuters Partners



Awarded

- Charlotte County Government
- Collier County Government
- Lee County Government
- Sarasota County Government
- Lee County DOT Operations
- Lee County Clerk of Courts
- South Seas Island Resort
- Bealls
- City of Naples
- City of North Port
- City of Sarasota
- Department of Environmental Protection
- Polk State College Winter Haven
- Polk State College Lakeland
- Central Florida Planning Council
- LEGOLAND
- Everest University

Working on application

- Tropicana
- Polk County
- Chico's FAS
- Sarasota Bay Club
- Blake Medical
- Comcast
- State College of Florida
- Keiser University



Best Workplaces for Commuters

- Board of County Commissioner's Awards
- Televised Broadcasting – No Cost Marketing
- Showcase each Partner (ETC spot light)
- Mentoring program for Platinum Level Partners
- Host Employer BWC workshops
- Fostering Friendly Competition
 - Competition between Counties
 - Employee/Department Challenges
 - Management Challenges



AWARDS
PRESENTATIONS

BWC Partners Implementing Facility Changes City of North Port



Program Ambassadors and Community Leaders



- Identify Strong Leaders – Collaborate with FDOT
- Tailor your task – Research the Local Community Leaders
- Get them Excited about what you are selling!
- Educate them on Vision and Program Goals
- Collaborate on Goals and Decisions – Get them involved and Keep them informed!
- Have them Educate their Peers
- Make it Easy – Don't ask for too much!
- Spokesperson role

Talking Points
Draft Letters of Endorsement
Ready Quotes for marketing, press releases, etc.

Program Ambassadors and Community Leaders

- Schedule Public Presentations
- Create Fun Challenges and Events for them to participate
 - Practice what they preach
 - Highlight key players
 - Bring like-minded individuals and groups together
- Participate in Awards Ceremonies
- Sponsor Proclamations
- Serve as a Media Spokesperson for their area
 - PSAs
 - Radio Spots
 - Webinars
 - Social Media



Review...

- Select program goals and have partners take ownership!
- Get them Excited about what you are selling!
- Bring like-minded individuals and groups together
- Strong Program Ambassadors and Community Leaders
 - Inspire and Motivate others to take Initiative and Action
 - Lead by Example and Practice what they Preach!



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