

2014

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** – Big Marketing Ideas for Small Marketing Budgets
- **reThink** – Central Florida Carshare Program (Learn to Share Again)
- **South Florida Commuter Services (SFCS Team)** – SchoolPool CoolPool and Westgate Square Park & Ride Partnership
- **West Florida Regional Planning Council** – rideOn Park and Ride



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



Central Florida Carshare Program

- Carsharing is a short-term car rental. You rent a car by the hour, with hourly fees starting at \$8 – including fuel and insurance.
- The program launched on October 10, 2013, with reThink at the helm of marketing efforts, the City of Orlando providing the parking spaces and infrastructure support, and Hertz 24/7 managing and maintaining the program.
- The partners selected the message of “**Learn to Share Again**” for the call to action, playing on the fact that sharing is something we all learned to do when we were little and that we can all learn to do again.



Central Florida Carshare Program

- For this first phase of the Central Florida Carshare Program, Hertz 24/7 provided 12 vehicles across six locations (two cars at each location).
- The goal was to reach a 30% utilization rate within the first six months; between October 10, 2013 and December 31, 2013, we reached a 10.37% utilization rate and we are confident we will reach 30% before SunRail begins service.
- It takes more than simple encouragement to get commuters to take advantage of their commuter options: it takes an eye for innovation and a willingness to develop programs that address the needs of commuters so they feel more confident in committing to their alternate commute.



City of Orlando Mayor Buddy Dyer leads the ribbon-cutting for the kick-off of the Central Florida Carshare Program on October 10, 2013.

Newly enrolled Hertz 24/7 members show off their key fobs and "reThink" sunglasses!



Download the Hertz 24/7 Carshare Mobile App



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** – Big Marketing Ideas for Small Marketing Budgets
- **reThink** – FDOT District 5 Regional Commuter Assistance Program (Walk This Way Ocala)
- **South Florida Commuter Services (SFCS Team)** – Pandora Campaign
- **West Florida Regional Planning Council** – rideOn TV Campaign



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



rideOn TV Campaign

- The rideOn TV campaign was developed to educate the community on this hassle-free, money saving way of transport with its RideShare and Vanpooling programs.
- The goal of the commercials was to communicate the safety of the program, the benefit of the emergency ride home option, and the cost saving benefits of ridesharing.
- The main target audiences were young, professional women with children for the RideShare program and military for the Vanpool program.



Reduce Congestion

Toll-Free Hotline

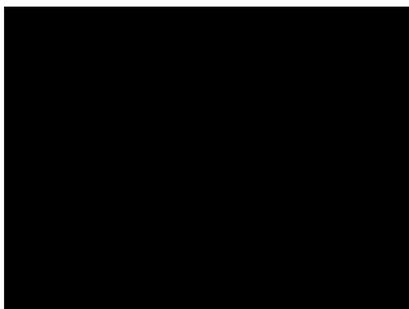
Share Your Ride

Have A "Green" Commute

rideOn TV Campaign

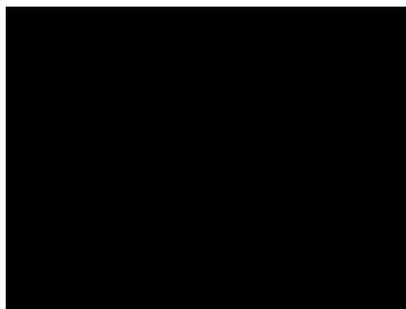
"SICK DAY" COMMERCIAL

Features a mom who has participated in the RideShare program, highlighting the safety of ride matches.



"PROPOSAL" COMMERCIAL

Features young military men participating in the Vanpool program offered by rideOn.



rideOn TV Campaign

- This media campaign was very successful in increasing awareness of the rideOn program in West Florida, and in promoting ridesharing across the region.
- Both the "Sick Day" and the "Proposal" rideOn commercials can be found on the West Florida Regional Planning Council website at:
<http://www.wfrpc.org/ride-on>



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