reThinking Commutes
Merging Data & Mobility Options for Mode Shift
What is TDM?

- Transportation Demand Management (TDM)
  - Set of strategies to maximize travel choices
  - “Managing demand is about providing travelers … 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
use existing infrastructure efficiently & effectively

COURTNEY'S DEFINITION OF TDM
Car, truck, or van -- drove alone 76.40%

Car, truck, or van -- carpooled 9.30%

Public transportation (excluding taxicab) 5.10%

Walked 2.80%

Other means 1.80%

Worked at home 1.60%

Walked 2.80%

Other means 1.80%

Public transportation (excluding taxicab) 5.10%

Car, truck, or van -- carpooled 9.30%

Car, truck, or van -- drove alone 76.40%
The average car is parked 95% of the time
- Donald Shoup

**Average Vehicle Occupancy (AVO) = 1.67**
- 2017 National Household Travel Survey

Cars sold in the US in 2017 = 6.3 million
- Statista
TDM in Central Florida

- reThink Your Commute™
- Florida Department of Transportation District 5 Regional Commuter Assistance Program
TDM in Central Florida

- reThink Your Commute™
  - Florida Department of Transportation District 5 Regional Commuter Assistance Program

- Nine counties:
  - Includes urban, suburban, and rural areas

- Six-person TDM team focuses on employer outreach and commuter assistance

- No ordinance requiring employer involvement
Mode Mix
Average Florida commute time (one-way) = 27 mins

< 1 Mile = Walk
  - If your commute is ¼ to ½ mile, that is a distance you can travel in 5 to 10 minutes on foot

Up to 3 Miles = Bike
  - Commute 3 miles or less, biking to work can be competitive with the time it takes to drive a car

Up to 15 Miles = Drive
  - If people have a motor vehicle, they will drive
  - Distance and time are not perceived obstacles

More than 15 Miles = Other options
  - Carpooling becomes more attractive
  - Vanpooling becomes cost-effective
  - Regional transit becomes competitive with driving
Mobility Choices

- What’s available?
- Determined by origin and destination (distance)
- Impacted by schedule
- Influenced by lifestyle
  - Children/parents
  - Second job
Focusing on the destination

- Identifying employer targets
- Inflow/outflow data
- Traffic Analysis Zones

LAKE COUNTY

- 44,732 - Employed in Selection Area, Live Outside
- 75,090 - Live in Selection Area, Employed Outside
- 42,630 - Employed and Live in Selection Area
Focusing on the destination

- Employer outreach
  - They have the data!
    - Calculate distance traveled
    - Calculate environmental impacts
    - Calculate commuting costs
Employee engagement is a property of the relationship between an organization and its employees. An "engaged employee" is one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests.
Employer Partnerships

Orlando Utilities Commission (OUC)

**Partnership Details**

- Employee mapping
- Worksite Ambassadors
- Commute information online
- Employee survey
- Table events & presentations
Employer Partnerships

Orlando Utilities Commission (OUC)

Commuter Benefits

- In 2014, subsidized SunRail or LYNX at 15%
- In 2017, increased transit subsidy to 25%
- Added a $50 monthly vanpool subsidy
- 25% off an annual Juice Bikes membership
Promoting Transit

NeighborLink Promotion • SunRail Connections Fair • Transit Trainings
Promoting Last Mile Connections

Bike Like A Boss Rides
Promoting Bike Commuting

Cycling Savvy Courses
Bike to Work Days Across District 5

Kissimmee Bike Bonanza • March 24, 2017
Property Manager Best Practices

Lee Vista Center • Subsidized Bus Pass Program

Public-Private Partnerships

Lee Vista required to provide funding to LYNX to subsidize transit passes

This year, several worksites enrolled, including hotels, engineering firms, and restaurants

All participating sites now qualify as a Best Workplace for Commuters
Small program BIG impact

$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

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%.

16 million annual person miles of travel on alternative modes of transportation
Solve specific problems for specific people

I bike anywhere through anything.

Owning a car means a lot to my family.

I really love driving!

Telework sounds great - but what about my boss?
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