<table>
<thead>
<tr>
<th>District 3 Chipley</th>
<th>commuter assistance in the Florida Panhandle</th>
</tr>
</thead>
</table>

[Commuter Services of North Florida logo]
## Quick Facts

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of counties</td>
<td>16</td>
</tr>
<tr>
<td>Population</td>
<td>1.3 million</td>
</tr>
<tr>
<td>Urbanized areas</td>
<td>4 (Pensacola, Ft. Walton, Panama City, &amp; Tallahassee)</td>
</tr>
<tr>
<td>Geographic Size</td>
<td>11,521 square miles</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$32,752 ($38,819 state avg.)</td>
</tr>
<tr>
<td>Avg. Commute Time</td>
<td>27.2 mins (26.2 state avg.)</td>
</tr>
</tbody>
</table>

*Source: U.S. Census Bureau 2004*
RideOn serves the 8 counties of the western Panhandle
Staffed by the West Florida Regional Planning Council
Serves 3 urbanized areas
Beach resorts, high $ residential, and interstate travel characterize commuting
Commuter Services of North Florida services the 8 eastern counties
Staffed by the Marketing Institute at the FSU College of Business
Serves 1 urbanized area
Tallahassee serves as the primary commuting destination
Students and government workers comprise majority of commuting trips
At A Glance

- Service a diverse labor force
- 940,671 population (441,889 in workforce)
- 8 county region (Urban and Rural) and share service for border counties
- Employment is primarily around military installations and private industry
- Hospitality industry represents the fastest growing labor market
- Housing costs dictate a large number of long-distance trips
Commuter Program

- 72% increase in ridematch applications from 2004
- 7 vanpools traveling to resort areas
- Conducted 25 Transportation Fairs/Exhibits in cooperation with various agencies
- Military installations are an important focus of employer outreach activities
- Works closely with Workforce Development Boards
## 2006 – By the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuters On-File</td>
<td>435</td>
</tr>
<tr>
<td>Vanpool-Carpool attempts</td>
<td>-1088</td>
</tr>
<tr>
<td>Ride match requests</td>
<td>-127</td>
</tr>
<tr>
<td>Companies on file</td>
<td>-743</td>
</tr>
<tr>
<td>Vehicle trips of travel</td>
<td>1,163,201</td>
</tr>
<tr>
<td>Reduction in Commuting Cost</td>
<td>$279,167</td>
</tr>
</tbody>
</table>
Intergovernmental Coordination

• Worked with cities of Destin and Panama City to develop in-house rideshare programs
• Conducted needs surveys for Mexico Beach and Port St. Joe
• Served on Bay County Chamber of Commerce’s Transportation Committee
• Provided marketing assistance and support to Tri-County Community Council, Gulf Public Transportation, & other Community Transportation Coordinators
<table>
<thead>
<tr>
<th>Marketing &amp; Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>• “Eight Is Enough” Vanpool Campaign</td>
</tr>
<tr>
<td>• Video public service announcements currently in production for broadcast in early 2006</td>
</tr>
<tr>
<td>• New Media/Employer packets developed and distributed</td>
</tr>
<tr>
<td>• Billboard rotation along congested corridors</td>
</tr>
<tr>
<td>• Fuel price increases and shortages resulted in increased press coverage &amp; interest in programs</td>
</tr>
</tbody>
</table>
Eight Is Enough

Commuter Assistance and Tax Free Benefits:
Carpool, Vanpool, Bay Town Trolley, Bike, Walk

Eight Maids-A-Milking?
Commuter Choices Month

• Signalization Boards ("Give Your Friend a Ride To Work") at four locations on US 98 provided by District 3

• Bsecure Technologies Transportation Day, vanpool demo’s

• Tri County Community Transportation

• Navarre Chamber kicks off Media Campaign
West Florida Regional Planning Council’s Senior Transportation Planner Mary Robinson (seated), Transportation Planner Julia Pearsall and Transportation Planner/Ride-On Specialist Dan Deanda help steer the region’s mobility solutions.
Demographics At A Glance

- Service a labor force of 221,000
- Rural vs. urban needs
- Labor force is overwhelmingly government based
- 60,000 university students at 3 institutions
- Population projections > 50% during the next 20 years
- Divide work program into three areas: commuter programs, intergovernmental coordination, and marketing/education.
Services Provided

- Computerized ridematching, including online ridematching
- Guaranteed Ride Home Program (GRHP)
- Vanpool Promotion and Support
- Public Transit and Bike/Ped Program Development and Support
- Employer Transportation Planning and Programming
- Public Education/Marketing
- Land-Use and Policy Review
## Comparative Journey to Work Data

<table>
<thead>
<tr>
<th>Mode</th>
<th>#</th>
<th>Service Area</th>
<th>State %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive alone</td>
<td>312,618</td>
<td>78.5%</td>
<td>78.8%</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td>59,479</td>
<td>14.9%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Walk</td>
<td>7,136</td>
<td>1.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>4,560</td>
<td>1.1%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Work at home</td>
<td>10,159</td>
<td>2.6%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Other means</td>
<td>4,219</td>
<td>1.1%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

The rate of carpooling and walking is slightly higher than the state average while public transit use and telework are lower, owing to the rural nature of the service area.
Select Goals & Accomplishments

“Facilitate and support carpooling and vanpooling efforts.”

- Increased ridematch subscriptions by 21% vs. 5% goal (844 to 1025)
- Online ridematching has now been operational for over a year & accounted for almost 40% of matchlist requests in 2006
- Offered the Guaranteed Ride Home Program (21% increase)
- Conducted 29 transportation fairs/exhibits at employment sites
<table>
<thead>
<tr>
<th>Select Goals &amp; Accomplishments</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Develop new and maintain current employer and governmental support of TDM measures.”</td>
</tr>
</tbody>
</table>

- 63 new employer contacts during 2005-06
- 29 onsite exhibits/transportation fairs
- Established new partnership with FAMU to develop new student and staff transportation program
- Worked with DIA to study feasibility of Best Workplaces for Commuters District
FY 2006 Goals & Accomplishments

“Facilitate use of other mobility options.”

- Assisted StarMetro with rebranding efforts and launch of new service routes
- Assisted J-Trans (Jackson County Transit) with marketing program development
- Assisted with the establishment of Capital Region Transportation Planning Agency (MPO) Multimodal (TDM) Advisory Committee
- Maintained seat on Community Traffic Safety Team
<table>
<thead>
<tr>
<th>FY 2006 Goals &amp; Accomplishments</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Increase regional visibility and access to services.”</td>
</tr>
</tbody>
</table>

- Increased marketing related expenditures from $17K to $52K
- Initiated $15K, 9 month regional radio advertising campaign
- Implemented regional print advertising campaign in rural counties
- Launched new, comprehensive web site
- Conducted Commuter Choice Week 2006 campaign
Sample Marketing Products

Regional print ad that ran over a six week period in 4 rural (non-Leon County) weeklys.
Sample Marketing Products

When this affects your employees,

As our community grows, the mobility of the labor market becomes a more pressing issue.

What are the best ways to safely deliver employees — rested and ready to work — to your company? How can transportation be a benefit that gives you a competitive edge in the labor market?

Contact Commuter Services of North Florida today for a no-cost consultation on how you and other Big Bend employers can help build more efficient and reliable transportation choices for your employees, yourself, and our community.

Commuter Services of North Florida
888-454-RIDE (7433) or www.commuterservices.org

Print ad that appears in 2007 edition of Tallahassee Chamber of Commerce Membership Directory
Commuter Choices Week continues to be Commuter Services premiere marketing event.

Over 100 employers and 800 commuters participated in this inter-agency, coordinated event.
Commuter Services launched its new web site in August 2006. The site features comprehensive information on both commuter and employer programs as well as online ridematching.
The web site contains significant information for employers, from establishing a program to qualifying for BWC.
Online ridematching is available 24/7 on the new web site.

www.commuterservices.org
### Comparative Numbers

<table>
<thead>
<tr>
<th>2004-05</th>
<th>2005-06</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,489 Commuters requesting assistance</td>
<td>7,350 Commuters requesting assistance</td>
</tr>
<tr>
<td>844 Ridematch system applicants</td>
<td>1025 Ridematch system applicants</td>
</tr>
<tr>
<td>452 GRHP Registrants</td>
<td>561 GRHP Registrants</td>
</tr>
<tr>
<td>133 Online applicants</td>
<td>83 Online applicants</td>
</tr>
<tr>
<td>175 Commuters changing modes</td>
<td>118 Commuters changing modes</td>
</tr>
<tr>
<td>$901.48 Avg. annual commuter cost savings</td>
<td>$ 791.94 Avg. annual commuter cost savings</td>
</tr>
<tr>
<td>122,830 Vehicle trips eliminated</td>
<td>179,192 Vehicle trips eliminated</td>
</tr>
<tr>
<td>294 Parking needs reduced</td>
<td>383 Parking needs reduced</td>
</tr>
<tr>
<td>7 GRHP Vouchers used</td>
<td>10 GRHP Vouchers used</td>
</tr>
<tr>
<td>32 Transportation Fairs</td>
<td>29 Transportation Fairs</td>
</tr>
</tbody>
</table>
Key 2006-07 Goals

- Continue to assist work and student commuters within the service area
- Initiate a regional vanpool marketing program in cooperation with RideOn (WFRPC)
- Conduct regional employer-attitudes survey
- Initiate a new spring-time promotional event in cooperation with former BPAC
- Develop and launch new strategic marketing plan
questions or comments?

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