Florida Department of Transportation
District V

2006 Commuter Assistance Program

State of Florida
Department of Transportation

LYNX Business Relations

Space Coast Commuter Assistance

Votran
We drive a great bargain

Commuter Assistance Programs
DISTRICT 5 CAP GOALS

1. Increase the level of participation by employers in the CAP.

2. Increase the level of participation by individuals in the CAP.

3. Promote program innovations and market the CAP.

4. Participate in Regional Meetings and/or discussions regarding District 5 CAP.
This PowerPoint presentation will provide the viewer with a clear understanding of the objectives/goals of the District 5 Commuter Assistance Program (CAP), provide an overview of each CAP provider in District 5, and give details as to the past performance and efforts of each CAP provider in District 5.
SCAT provides service throughout Brevard County and partners with VOTRAN and LYNX for adjacent county coordination.

- Mass Transit Facilities and Fixed Route Services
- Carpool / Vanpool Matching
- Employer Parking Incentive Programs
- Beach Trolleys
- Park -n- Ride Facilities
- Telecommuting Programs and Support
- Automobile Dependency Reduction Programs
SCAT recognizes the importance of marketing to attract riders and strives to achieve a consistently high-quality marketing product.

- The SCAT website can be found at www.ridescat.com
- Marketing efforts include radio, print, billboard & television campaigns
- SCAT received a marketing grant from FDOT that provided funding to hire a professional advertising agency to develop a comprehensive marketing plan.
Some samples of SCAT’s recent marketing efforts...

Tired of Traffic Hassles?
Vampires... take the work out of getting to work!

Commute Too Costly?
A monthly bus pass costs less than a tank of gas!

Help Us Help You Brevard!
Fill out Your Commuter Survey at RideSCAT.com
or in FLORIDA TODAY, Sunday, October 23rd

Growing your business. Together.

Instant Recognition, All Day Exposure, Constant Repetition, Total Market Penetration.

Space Coast Area Transit (SCAT)

321.726.6611
2500 Harper Rd. Melbourne, FL 32904
SUCCESS STORIES
SUCCESS STORIES

• 106 vans currently in Van Pool system (as of November 2006)

• 3 Dedicated Park -n- Ride lots complete with shelters and bicycle facilities

• Web Design & Development
  - New interactive map design enables viewers to see where all bus stops, shopping, and retail are located

• Beach Trolley
  - Ridership has increased by 400% in the past year

• Volunteers in Motion
SCAT’s Vanpool Program has grown from 6 to 100+ vans and is the largest public/private sponsored vanpool program in Florida. Since vanpooling in Brevard County is a form of mass transit, the vanpool vans are purchased by the County Commission with Federal capital grants and are then provided to VPSI, who administers SCAT's vanpool program. VPSI then provides vans to both commuters and human service agencies. The vans are leased to commuters at $465 per month including all maintenance, insurance and administration. The vans are leased to social service agencies at $645 per month, to compliment SCAT’s fixed route and paratransit service.

SCAT’s vanpools are currently traveling 175,000 miles per month and carrying approximately 30,000 passengers.
SUCCESS STORIES

Vanpool

SCAT Uses Vanpool Commuter Bucks

Why CommuterBucks?
Since 1984, CommuterBucks voucher coupons have given employers an easy way to encourage their employees to vanpool. But, more recently, a provision of the Comprehensive National Energy Policy Act of 1992 enabled employers to offer a tax-free fringe benefit to employees who vanpool to work. Under federal tax law, the first $105 provided to an employee each month for vanpooling purposes is not considered taxable income.

How do CommuterBucks work?
CommuterBucks may be ordered in any denomination. All you do is purchase the quantity you want and distribute them to your employees. Employees redeem CommuterBucks by applying the face value toward their monthly vanpool service charges. It’s that simple!
SUCCESS STORIES

Park & Ride Lots

Eau Gallie Boulevard Park -n- Ride Lot
Exit 72 off I-95, 1/8 mile west of I-95 on Eau Gallie Boulevard
• 148 Parking Spaces
• 6 Handicapped Spaces
• Shelter, Benches, Lighting, Security Fencing
• Accommodations for Bicycle and Pedestrian Traffic
• Designated parking Spaces for Car and Vanpools
• NO PARKING FEES!
SUCCESS STORIES

Park & Ride Lots

Emerson Road Park -n- Ride Lot
Emerson Road NW, West of Minton Road in the City of Palm Bay
• 100 parking Spaces
• 5 Handicapped Spaces
• 2 Shelters with Benches
• Accommodations for Bicycle and Pedestrian Traffic
• Designated Bus Stop for Route 23, connecting with other Routes at the Melbourne Square Mall
• NO PARKING FEES!

This facility was made possible by a public/private partnership between the City of Palm Bay, Brevard County MPO, Space Coast Area Transit, FDOT, Faith Baptist Church, and Palm Bay Christian Church.

SPACE COAST AREA TRANSIT (SCAT)
SUCCESS STORIES

Instructions for Interactive System Map

1. Mouse over a route on the list and it will begin blinking on the map.
2. Click a route on the list for magnification. Use the arrows on the lower right to follow the route.
3. Click the route number on the map to view a detailed route map and schedule.
In 2001, SCAT introduced trolley service to Cocoa Beach. The trolleys are actually buses designed to look like trolleys. The service runs from Port Canaveral to 13th Street in Cocoa Beach. A ride on the trolley costs just $1.25 with a special rate of $0.60 for seniors, veterans, disabled and students. There is no charge for children under five or for transfers to fixed route bus service. Bikes and surfboards are welcome.
Volunteers in Motion

“Our Volunteers serve because they care, helping frail and elderly residents live independently by providing personalized transportation services.”

This program offers personalized transportation to elderly citizens by taking them to the grocery store or to the doctors. A few hours of volunteer support, once or twice a week, can make a major difference in these senior's lives. Whether it's driving a van or answering a phone, our volunteers serve because they care.
SCAT has outlined the following goals:

- Increase vanpool use and interest
- Increase ridership levels on all modes
- Improved success for off-peak ridership (weeknight and weekend services)
- Addition of more Park -n- Ride lots
- Improvement of existing Park -n- Ride lots
VOLUSIA COUNTY’S PUBLIC TRANSIT SYSTEM (VOTRAN)

Votran
We drive a great bargain

Commuter Assistance Programs
SERVICES

Votran
We drive a great bargain

Commuter Assistance Programs
More than 20,000 commuters live in Volusia County and work in Brevard, Orange, and Seminole counties. VOTRAN offers the following services to provide transportation to its residents:

- Volusia / Orlando I-4 Express Service
- Rideshare Service
- Park and Ride Lots
- Vanpool Service
- Guaranteed Ride Home
VOTRAN's I-4 Express Service operates Monday-Friday between the Saxon Boulevard Park and Ride lot in Orange City and downtown Orlando. Three morning trips depart Orange City each half hour, 6 a.m. - 7:00 a.m. and three afternoon return trips depart downtown Orlando at 4:00, 4:45 and 5:30 p.m. The I-4 Express enables commuters to eliminate 14,400 miles annually on their personal vehicle and avoid parking fees.

In a recent survey, Orlando Express riders were enthusiastic about the service, listing positive benefits: “reduced stress, not having to drive on I-4, saving money/mileage on their vehicle, saving up to ten percent on their auto insurance, no parking headaches/expense, convenience, napping, reading the complimentary newspaper.”
Rideshare matching is designed to match commuters with similar commuting time and destination needs. The commuter provides VOTRAN with their commuting needs and VOTRAN matches them with a prospective ride at http://volusia.org/votran/capdata/default.htm
Park and Ride facilities on Dirksen Drive in Deltona and on Saxon Boulevard, I-4 exit 53 C-B in Orange City, offer free parking for those commuters who wish to use Rideshare, Vanpooling or the Volusia/Downtown Orlando I-4 Express service.
This service allows groups of eight to eleven passengers who travel at the same time with similar points of origin and destinations to obtain a van. Vanpool participants pay one price, which can be as low as $4 per round trip. Commuters can form their own pool or VOTRAN can assist them in matching up similar commuters that will share the van.
VOTRAN recognizes the importance of marketing for the Commuter Assistance Program and consistently strives to create meaningful and memorable marketing material.

Some marketing that VOTRAN has done in the past has included:

- Print Ads
- Future Audio Ads
- Three (3) Panel Display for Conferences/Events
A prescription for employers to help retain/recruit employees.

It really does pay to ride transit!

The commuter tax benefit allows employers to give workers up to $100 per month to cover transit or vanpool commuting costs as a tax-free benefit. Or, employers can allow employees to pay for commuter benefits with a payroll deduction, or they can share these costs with employees by paying part of the commuter benefit and letting employees pay the remainder using pre-tax dollars.

Votran offers safe, affordable, and reliable transportation option. Employees can get to work on time, every day or night.

To find out more, call Votran Commuter Assistance at (386) 761-RIDE (7433) ext. 149 or 866/610-RIDE (7433).
SUCCESS STORIES

Votran

We drive a great bargain

Commuter Assistance Programs
SUCCESS STORIES

VOTRAN had a very productive and successful year with the CAP. Some highlights are:

• Website
  - Commuter Assistance forms are now available online
  - Currently under construction with a new look and design
    - Working on a future commuter matching service

• Two (2) Park -n- Ride Lots
  - I-4 & Saxon Boulevard in Orange City with 116 Parking Spaces, two (2) bus shelters, paved parking, and lighting
  - I-4 & Dirkson Drive in Deltona with fifty (50) parking spaces, paved parking, and lighting

• Two (2) Billboards
  - I-4 Express Bus - On I-4 west of SR 44
  - Rideshare/Vanpool - On US 1 in Oak Hill

• 25 Vans Currently in Service for the Vanpool
  - Two (2) vans were added in the past year
SUCCESS STORIES

Commuter stress?
Votran prescribes RideShare and I-4 Express Bus.
866-610-RIDE

www.votran.org

A VOTRAN billboard located along Interstate 4

VOLUSIA COUNTY’S PUBLIC TRANSIT SYSTEM (VOTRAN)
GOALS

Commuter Assistance Programs
VOTRAN has the following CAP goals:

• Improve the overall RideShare program
• Utilize improved software / technology for ride matching
• Improve coordination and marketing for the CAP between employees and employers
• Utilize and coordinate with the planned Commuter Rail system
LYNX operates the following CAP services:

- CarPool / VanPool
- Park -n- Ride
- School Pool
- Commuter Choice Incentives
SERVICES
Carpool / Vanpool

CarPool

LYNX provides a FREE carpool/vanpool matching service (online service available) for residents living in Orange, Osceola, Seminole and surrounding counties.

VanPool

A LYNX VanPool is a group of people who live and work near one another, have similar work schedules and commute to work at the same time each day using a van provided by LYNX. The route, schedule and pick-up/drop-off locations are determined by the driver in cooperation with other vanpool members.

The cost of the LYNX VanPool service varies and is based on the size of the vehicle. This cost, which is shared by the participants, includes all maintenance and insurance for the van. Gasoline and tolls are additional costs also shared by the participants. A minimum of six to eight participants is recommended. However, our vans can accommodate up to 12 passengers, based on availability.

LYNX ‘Van Use’ Program
This is a separate, employer-based vanpool service provided by LYNX. The cost is based on the size of the vehicle and usually is subsidized by the company interested in providing this service to their employees or clients. The monthly fee covers the van lease and maintenance package, excluding insurance. All LYNX Van Use vehicles are under a mileage cap and cannot exceed 3,500 miles per month. If the van exceeds the mileage cap, there will be an additional charge of $.10 per mile over the limit.

The LYNX VanPool program has grown from 37 vans in 2005 to 50+ vans in 2006!
Located on the LYNX website is a list of current VanPool routes that potential riders can use to assist in locating a VanPool match.

To the right is a screenshot from the LYNX website showing the Current VanPool Routes list.

**COMMUTER ASSISTANCE**
**CURRENT VANPOOL ROUTES**

Are you looking to start or join a vanpool? Don’t know where they stop or start? This page provides all of our current vanpools listed by vehicle identification number, origin, destination, vehicle operating times, van capacity and the monthly average fare per rider.

This information is a great way of seeing if a vanpool is currently operating within your area. Many of our existing vanpools are looking for riders. If you’re interested in joining a LYNX VanPool or looking to start one, fill out our online application or call (407) 843-POOL (7665) Monday-Friday, 8:00 a.m. - 5:00 p.m. EST.

<table>
<thead>
<tr>
<th>Van #</th>
<th>Arrive Time</th>
<th>Depart Time</th>
<th>Origin</th>
<th>Destination</th>
<th>Counties Served</th>
<th>Capacity</th>
<th>Monthly Avg Fare</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6:50A</td>
<td>4:30P</td>
<td>Wickham Road &amp; Suntree Brevard County</td>
<td>Naval Center at Alafaya Tr &amp; Research Parkway, Orlando</td>
<td>Brevard to Orange</td>
<td>12</td>
<td>$60.00</td>
</tr>
<tr>
<td>2</td>
<td>6:00A</td>
<td>4:35P</td>
<td>Kmart at Alafaya &amp; SR 50</td>
<td>Kennedy Space Center, Merrit Island</td>
<td>Seminole to Brevard</td>
<td>12</td>
<td>$60.00</td>
</tr>
<tr>
<td>3</td>
<td>6:30A</td>
<td>6:00P</td>
<td>Workers Temporary Staffing, Sanford</td>
<td>Changes Daily. Most Common Destinations: Sanford, Lake Mary, Longwood, Wekiva Springs</td>
<td>Osceola</td>
<td>9</td>
<td>$60.00</td>
</tr>
<tr>
<td>4</td>
<td>9:00A</td>
<td>3:00P</td>
<td>Belco Drive in Orlando</td>
<td>Changes daily. Most common destinations are community service sites in Orlando, Orlando Vo-Tech, Oak Ridge Rd</td>
<td>Orange</td>
<td>9</td>
<td>$60.00</td>
</tr>
<tr>
<td>5</td>
<td>7:00A</td>
<td>4:30P</td>
<td>West Colonial Oaks Parking Lot on West Colonial Drive</td>
<td>NAWCTSD on Research Parkway</td>
<td>Orange</td>
<td>9</td>
<td>$60.00</td>
</tr>
<tr>
<td>6</td>
<td>24hrs</td>
<td>3:15P</td>
<td>Women Residential Treatment Program, Apopka Boulevard, Apopka</td>
<td>Changes Daily. Most Common Destination: Orlando</td>
<td>Seminole</td>
<td>14</td>
<td>$60.00</td>
</tr>
<tr>
<td>7</td>
<td>7:45A</td>
<td>3:15P</td>
<td>Conway Rd Apt</td>
<td>Witech Corp. on Contractors Rd., Orlando</td>
<td>Orange to Brevard</td>
<td>14</td>
<td>$60.00</td>
</tr>
<tr>
<td>8</td>
<td>8:15A</td>
<td>5:15P</td>
<td>1 Pickup: Haines City, Rte: Haines City to US 27 to I-4 to Hwy 192</td>
<td>Days Inn Suites Kissimmee</td>
<td>Polk to Osceola</td>
<td>9</td>
<td>$60.00</td>
</tr>
<tr>
<td>9</td>
<td>6:00A</td>
<td>4:00P</td>
<td>1 Pickup: Haines City, Rte: Haines City to US 27 to I-4 to Disney</td>
<td>Disney Polynesian Resort &amp; Contemporary Resort</td>
<td>Polk to Orange</td>
<td>15</td>
<td>$60.00</td>
</tr>
<tr>
<td>10</td>
<td>8:00A</td>
<td>8:00P</td>
<td>Women Residential Treatment Program, Apopka Boulevard, Apopka</td>
<td>Changes Daily. Most Common Destinations: Sanford County Jail, Crane’s Roost Staffing</td>
<td>Seminole</td>
<td>15</td>
<td>$60.00</td>
</tr>
<tr>
<td>11</td>
<td>615A</td>
<td>615P</td>
<td>Old Dixie Hwy, Osceola</td>
<td>300 W. South St</td>
<td>Osceola &amp; Orange</td>
<td>15</td>
<td>$60.00</td>
</tr>
<tr>
<td>12</td>
<td>6:00A</td>
<td>3:30P</td>
<td>Waterford Lakes, Orange County</td>
<td>Kennedy Space Center, Merrit Island</td>
<td>Orange to Brevard</td>
<td>11</td>
<td>$60.00</td>
</tr>
<tr>
<td>13</td>
<td>8:00A</td>
<td>6:00P</td>
<td>Orange</td>
<td>Quest Vocational Rehabilitation, Orlando</td>
<td>Orange</td>
<td>11</td>
<td>$60.00</td>
</tr>
<tr>
<td>14</td>
<td>7:30A</td>
<td>4:30P</td>
<td>Home Builders Institute, Hill Oaks Circle, Orlando</td>
<td>Changes Weekly. Most Common Destination: Apopka and Winter Garden</td>
<td>Orange</td>
<td>11</td>
<td>$60.00</td>
</tr>
<tr>
<td>15</td>
<td>7:30A</td>
<td>4:00P</td>
<td>Fashion Square Mall East SR 50</td>
<td>Kennedy Space Center, Merrit Island</td>
<td>Orange to Brevard</td>
<td>11</td>
<td>$60.00</td>
</tr>
</tbody>
</table>
LYNX (along with FDOT) operates the following Park -n- Ride locations:

**Orange County**
- SR 50 & Dean Road
- SR 50 & SR 419
- West Oaks Mall (SR 50 & Clark Road)

**Osceola County**
- Osceola Square Mall, 3831 W Irlo Bronson Memorial Highway
- Florida Turnpike & SR 192, Exit #244
- Wal-Mart Super Center, Kissimmee Park Road

**Seminole County**
- Market Square, International Parkway & Lake Mary Boulevard
- Sanford Wal-Mart Plaza

**Volusia County**
- Deltona, I-4 & Saxon Boulevard

**Lake County**
- U.S. 27 south of Hwy. 50 (District 5’s newest Park -n- Ride Location!)
Employer Consignment Bus Pass Program
This program enables companies the opportunity to offer 7-Day and/or 30-Day passes to their employees.

Parking Cash-Out
Parking Cash-Out is a commuter benefit that allows employers to offer employees the option to accept taxable cash income - up to $215 per-month per-person - instead of a designated parking space at work. This allows the employee the choice to use the money for a bus pass, vanpool voucher or accept the balance in taxable cash-out.

'Fill It Up!' Program
As a LYNX VanPool participant, we'll provide you with an opportunity to win a gas card in our Fill It Up! program. Participating individuals will be entered in a random drawing each month to receive a prepaid gas card. The cards can be used at over 65 fueling locations, including Citgo and BP Connect.

Guaranteed Ride Home Program
The Guaranteed Ride Home program is a LYNX service that provides commuters with free back-up ride home through a taxi service when they have an emergency or unplanned work schedule change. Commuters are eligible when they commute to work in a LYNX vanpool or LYNX-registered carpool.

Welcome to Club LYNX!
Club LYNX members can begin saving at their favorite local businesses, by presenting a special discount card when you make a purchase. All you have to do is be registered as a LYNX VanPool or carpool member and you're in the club!

LYNX VanPool Referral Program
Refer a friend or co-worker to start their own vanpool and be eligible for valuable prizes and special offers.
• “What Drives You?” Advertising Campaign
Utilizes 5 painted buses, 2 painted service vans, displays & presentations at numerous events throughout the year.
MARKETING

What drives you?

Employers who subsidize vanpools or bus passes, receive an equivalent tax deduction for every dollar they spend.

Employees get up to $105 a month of pre-tax income to cover transportation expenses.

Call LYNX to find out how your company can reap these rewards!

CENTRAL FLORIDA REGIONAL TRANSPORTATION AUTHORITY (LYNX)
• Radio advertising was done to promote LYNX commuter transportation programs for vanpools and transit

• Print ads were placed in the Orlando Business Journal, First Monday, MOVE ONYX Magazines, and the CFHLA Back of The House Newsletter
SUCCESS STORIES

LYNX
Business Relations
SUCCESS STORIES

• Regional Transportation Leadership Awards
  - CAP becomes more influential & known to the public

• Hospitality Leadership Forum
  - Educate the business community about CAP
  - Educate the real estate community and emphasize the focus on CAP when designing & marketing properties

• Plan to do a Healthcare Leadership Forum in 2007

• “Best Work Places” program
  - National program to give recognition to employers or regions that provide transit for their employees

• Successful promotion of 866-610-RIDE
GOALS

• Develop an online ridematching tool
• Continue to expand the vanpool system
• Expand partnerships and coordination with area employers
• Produce and distribute marketing materials to attract new riders
• Work with District 5 to create an enhanced CAP network
• Continue to work with the region on collaboration with the planned Commuter Rail network
Florida Department of Transportation
District V Contact Information

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