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New 511 Traveler Information System Not Just for Motorists

Enhanced features and new look — same reliable real-time traffic, travel and transit information!

Florida’s 511 Traveler Information System is well known to the state’s drivers for its real-time traffic information. But 511 serves and supports the transit community, too.

The Florida Department of Transportation’s (FDOT) 511 service provides traffic information nearly 81,000 times each day through its mobile apps, website, phone call and personalized services. The information includes congestion, crashes, construction and more on Florida’s interstates and toll roads, and major metropolitan areas.

Having that information helps Floridians make better choices about their travel, including getting out of their cars and taking transit. According to research FDOT conducted in 2014, 14 percent of users changed their mode of travel based on information they received from 511.

Once users decide to take the bus or train, 511 can connect them to their local transit agency to get information about routes and schedules. Callers to 511 can ask for “Transfers” then say the name of the agency to connect to that agency’s customer service line — making 511 the easy-to-remember, toll-free number for transit agencies throughout the state. The website, www.FL511.com, also links to Florida’s transit agencies.

Transit agencies that are on Twitter can follow and share local traffic updates via social media. Agencies that follow one or more of the 13 #FL511 statewide, regional or roadway-specific Twitter accounts



can stay up-to-date on traffic conditions, and share real-time updates with their followers.

New System Improves the User Experience

FDOT is proud to announce it recently launched a system-wide update to Florida’s 511 Traveler Information System, with a new mobile app, website and phone system geared to enhance the user experience.

The new, mobile-friendly 511 website features driving directions, point-to-point travel times, and alternate routes, alongside the traffic information to which users are accustomed. FDOT also introduced weather forecasts and severe weather alerts supplied by the [National Oceanic and Atmospheric Administration \(NOAA\)](http://www.noaa.gov). FDOT also debuted the innovative “My Cameras” feature which allows registered users to store a list of the traffic cameras that provide an important, live look into the conditions along their route.

The new Florida 511 mobile app features turn-by-turn navigation, with real-time

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511 Traveler Information—cont'd from cover

traffic updates, alternate routes, and improved travel times on roadways. The updated phone system provides more streamlined call navigation menus, getting users the information they need more efficiently.

This fall, keep Florida moving with the new 511!

Transit Agencies Can Partner with Florida 511

The Florida 511 marketing team is looking for opportunities

for marketing outreach partnerships with Florida's transit agencies. You can let your customers know they can connect to real-time traffic information and to your agency through Florida 511. If your agency has public service announcement (PSA) placements available and would be interested in working with FDOT, please contact 511 marketing specialist Meagan Happel at meaganhappel@global-5.com or (407) 571-6781.

HART CEO Katharine Eagan Delivers First State of Transit Update

On Tuesday, August 16, HART CEO Katharine Eagan delivered her first State of Transit update to a packed crowd at USF CAMLS in downtown Tampa, calling the agency innovative and in the mix of transit solutions. Eagan spoke about the ferry project between downtown Tampa and downtown St. Pete and another ferry project between South County and MacDill AFB. Highlights in her update to the crowd included the agency's efforts to move beyond the bus with improved transportation. "It's time to take our smaller studies, knit them together, and come up with a regional view of premium transit," said Eagan. "I'm pleased to announce that next month our HART Board will award a premium transit study, with a start date of October 1st, and in 18 to 24 months we'll know what the next steps are and we'll be talking about a whole bunch of different technologies for a regional solution for regional lives."

HART Chairman and Tampa City Councilman Mike Suarez started the event by talking about dynamic partnerships with Yellow Cab Company of Tampa, Megabus, and RedCoach, to name just a few. "These kind of smart transit choices that involve reaching out to people make HART one of the key agencies across the state."

Enhancing the future of transportation was the main focal point of Senator Jeff Brandes' address, with the goal of revolutionizing transportation as we know it. "I don't think of transportation as a system anymore. I think of transit as an organism because we are living in the most exciting



Katharine Eagan, HART CEO

times since the pioneers of the model T." Senator Brandes added, that the future of transit was based on four things "electric, autonomous, on-demand and shared".

On the issue of economic vitality, Tampa Bay Community Leader, Channelside developer and Tampa Bay Lightning owner Jeff Vinik emphasized that transportation is the most important element in determining where Tampa and Hillsborough County will be 10 to 20 years from

now. "I'm extremely encouraged that HART is about to undertake an upcoming premium transit study looking at transportation from a regional basis funded by FDOT. I'm also very encouraged that within downtown Tampa a study will be underway during the next 12-18 months on the expansion of the Tampa Streetcar."

Eagan also introduced the HART HyperLINK, an attempt at resolving the first-mile last-mile issue. Working with Transdev, HyperLINK provides access to a reservation call center and a smartphone app for customers, which brings real-time ridesharing technology to Hillsborough transit riders.

In the last few years, HART has racked up a string of innovative firsts. HART continues to lead the way as a transit agency of "firsts" and an early adapter of technologies that improve service to customers while providing a more sustainable transit system that has adapted to a rapidly-changing world and an ever-expanding customer base.

[View](#) the HART taking transportation beyond the bus video.

LYNX Comes Together for Orlando

One Orlando. A simple phrase that now represents both tragedy and unity in the City of Orlando. The citizens of Central Florida rallied together to support the grieving victims, families and community following the Pulse Nightclub shooting.



The LYNX marketing team designed a bus wrap in honor of this tragic event. The wrap as illustrated in the photo, shows the blue background of hope, a pulse flowing to the iconic heart of Orlando and a special rainbow colored

Lake Eola fountain. Throughout the design you will see 49 flying doves holding hearts or acacia leaves honoring the 49 people murdered. The body shop team printed and applied the Pulse bus wrap working nonstop for 21 and 1/2

hours straight until the wrap was complete and ready for President Obama's arrival. The Pulse bus continues to travel the streets of Orlando, honoring the memory of those who lost their lives on that fateful night.

HART is the First U.S. Transit Agency to Launch the Trip Planner Feature of OneBusAway!

On July 25, HART officially launched another time-saving feature for HART customers: the new dynamic trip planner option on OneBusAway Tampa. With this new feature, OneBusAway Tampa becomes a one-stop shop for HART travel information. HART is the first U.S. transit agency to launch the trip planner feature for OneBusAway.

The trip planner is particularly helpful for everyday transit riders, and will make it much easier for visitors and tourists to navigate the transit system. By receiving a graphic display with up-to-the-minute bus time information right in the palm of one's hand; OneBusAway completely eliminates the need for maps and schedules, saving patrons time and relieving the stress of wondering when the bus will arrive.

"We're excited to offer tools that our riders and the community can benefit from and this is just another example of our great tech focus," said HART Intelligent Transit Systems Coordinator Shannon Haney. "We hope the added ease will attract new riders."

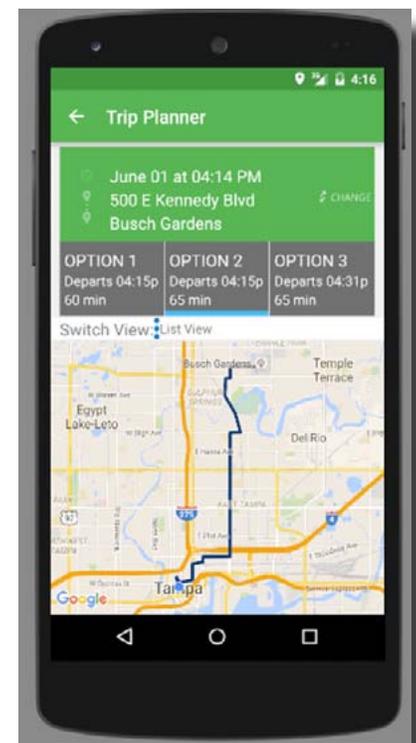
How to use the OneBusAway Trip Planner

To use the new feature, riders must do the following:

1. Click the menu bar in the upper left-hand corner
2. Select the option to "Plan A Trip"
3. Type in the departing location (From:), the arriving location (To:), also the time and date. Then, your trip will be planned.

The [OneBusAway Trip Planner](#) will display 3 bus route options, with each option giving the next departure time closest to the intended time you wish to travel, along with the travel time. The trip planner will notify you if the end time of your selected trip has changed by at least 2 minutes, or if your selected trip plan is no longer recommended.

Since it was originally launched, the number of hits on OneBusAway Tampa has skyrocketed. HART has achieved an impressive 208 Million hits in a 12 month period, or 800,000 hits per weekday. That robust level of user activity shattered first-year expectations. Thanks to OneBusAway, riders save time, effort and stress and can be reassured regarding the arrival time of their bus.



Spotlight On...



Name: Kendra Keiderling

Title: Marketing and Customer Service Supervisor at Sarasota County Area Transit

Birthplace: Flemington, New Jersey

Education: Major in Business and Minor in Performing Arts at Kutztown University

Professional History: American Express, Sales and Marketing—8 years in Phoenix, New York, New Jersey and Sarasota, Florida.

Owner and Publisher for a local Community Guide in Florida for 5 years.

Years Working In Transit Industry: 2 years

Years Working with SCAT: 2 years

Biggest Surprise in Marketing Transit: I was surprised how much fun it was to Rebrand SCAT. Positive changes are always more acceptable with the public

Biggest Challenge in Marketing Transit: Changing the perceived images of public transportation.

Community Involvement: United Way Representative

Personal Background: I am a mother of two teenage boys and a Maltese dog. I love all outdoor activities!

Childhood Ambition: To become a dancer on Broadway.

Inspiration: My parents, they have a sense of adventure about them!

Favorite Book: Calico Palace – My mother named me after the main character.

Favorite Color: Blue the color of the sky and the sea.

Favorite Candy: Reese's Peanut Butter Cup.

PCPT Unveils Service Improvements to Route 54

The Pasco County Public Transportation Department (PCPT) and the Florida Department of Transportation (FDOT) are making it much easier to work, shop, learn and play in Pasco and Hillsborough Counties. Riders on the Route 54 Cross County Connector will be able to travel from U.S. 19 along S.R. 54 to make connections to Hillsborough Area Regional Transit (HART), the Shops at Wiregrass and Tampa Premium Outlets. FDOT helped fund the operating expenses and the purchase of the 40-foot buses to be utilized on the route.

Improved service along the Route 54 Cross County Connector includes:

- More frequent service: buses will run every hour instead of every two hours
- Two brand new buses with cushioned seats, reading lights and luggage racks
- New Saturday service
- Direct transfers from the following: Bus Route 19-US 19, Bus Route 14-Madison Street; Bus Route 18-Tarpon Springs/Grand Boulevard; Bus Route 25-Rowan Road; and Bus Route 23-Little Road

These changes will provide shorter wait times, fewer transfers between buses, a more comfortable ride, better connections to the HART system in the Wiregrass Area and more efficient access to things like shopping, education and services.

To kick off the new Route 54, PCPT offered a free ride day on the route. PCPT and local radio station, Hits106, broadcast live from the new route. At 11am Monday, August 15, 2016 PCPT, Hits106 and PCPT customers boarded the bus at The Medical Center of Trinity on SR 54. During the ride, Hits106 gave away a \$25 gift card for The Shops at Wiregrass, restaurant gift certificates, Hits 106 t-shirts, a \$100 shopping spree, and VIP coupon books to the Tampa Premium Outlets!



Downtown Orlando Commuters Challenged to “reThink” their Commute

Nearly 600 commuters joined the Go DTO: Downtown Orlando Commute Challenge, logging more than 9,000 trips earlier this summer. More than 61,000 car miles were saved by commuters “rethinking” how they traveled to work, which also helped burn more than 257,000 calories.

During the month of May, Downtown Orlando commuters earned points, badges and prizes for logging their trips at GoDTO.org. The initiative, called Go DTO, was a commuting challenge for people who commute to work in Downtown Orlando. Go DTO was a celebration of the transportation amenities in Downtown Orlando and the environmentally conscious commuters using them to get to work. The effort was a partnership between reThink, the Florida Department of Transportation’s District 5 Regional Commuter Assistance Program, and the City of Orlando’s Downtown Development Board, along with GreenWorks Orlando, the Downtown Orlando Partnership, Orlando Weekly, The Pop Parlour, and Zipcar.

The campaign encouraged commuters to log their commute trips in order to accumulate points, collect badges and be entered into prize drawings. In addition, the first 1,000 commuters who logged a round-trip commute earned a free popsicle from The Pop Parlour. The fun didn’t



stop there. Commuters who participated in the City of Orlando’s Bike to Work Day on May 6, 2016 earned the “Biked with Buddy” badge. One lucky SunRail rider was awarded with two tickets to Universal Orlando, courtesy of Team SunRail. The Orlando Weekly donated VIP tickets to several of their signature events, making participation in the challenge even more enticing.

For more information on the Go DTO: Downtown Orlando Commute Challenge, contact the reThink team in FDOT District 5 at 866-610-RIDE (7433) or by email at info@reThinkYourCommute.com.

Toolbox Talks

For administrative employees, congregations and discussions may occur around a water cooler. For maintenance staff, most conversations tend to be while rummaging through a toolbox for the perfect tool to complete the work. Therefore, Palm Tran’s Maintenance Section decided to host formal meetings called “Toolbox Talks” at this frequently used informal location.

All maintenance employees, including managers, mechanics, paint and body specialists and parts room specialists are welcomed to be a part of these Toolbox Talks. Facilitated by Training and Technical Specialist Michael Lynch, the meeting is held at both the north and south Palm Tran maintenance garage locations on all shifts. Topics include safety, upcoming training opportunities, and current affairs at Palm Tran. The meetings are then opened up to maintenance staff to share information, concerns, and knowledge with each other.



Lasting anywhere from 10-20 minutes, Toolbox Talks are intended to be quick and brief, as not to disrupt employee workflow and take place every 30-45 days. The first meeting was held in May 2016 and was very well-received by staff. By keeping communication open, the safety and well-being of each and every maintenance employee is demonstrated to be a top priority.



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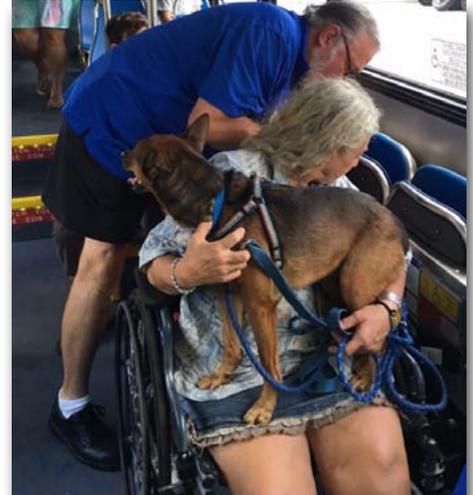
The FTMN needs your participation!

Please share your ideas, articles,
and expertise.

Send materials to
Mark Mistretta, Program Manager
mistretta@cutr.usf.edu

SCATillac Training

Sarasota County Area Transit has launched a monthly training session called SCATillac to take place on the last Wednesday of every month. The locations of the training sessions will change monthly. SCAT's goal is to provide citizens an overview of SCAT and more detail on each department's specialty. SCAT wants its riders to understand what goes on behind the scenes of their system.



Notices for the SCATillac Training are posted on buses and at transfer stations. All assisted living facilities, schools and local neighborhood associations have been notified of the training sessions. SCAT is utilizing Facebook, Twitter and their website to spread the word. Customers can call the customer service hotline to register for the session. Each attendee will receive a goody bag as well as a few single rides to help them get started. Before long, they will be SCATillacing around town!



NoPetro Grand Opening

On Friday, April 15, 2016 NoPetro, Florida's leading compressed natural gas (CNG) fueling infrastructure provider, hosted a grand opening ceremony for its largest public/private CNG facility. The facility (located adjacent to LYNX Operations Center at the intersection of John Young Parkway and Lynx Lane) consists of two stations – a private station for LYNX and a second station for other companies and the public.

Orange County Mayor, Teresa Jacobs, Orlando City Commissioner Robert Stuart, NoPetro co-founder and CEO Jorge A. Herrera, and LYNX officials, along with other noted dignitaries joined in ushering a new era for mass transit in Central Florida.

