



**Jeremy Mullings**  
Project Director

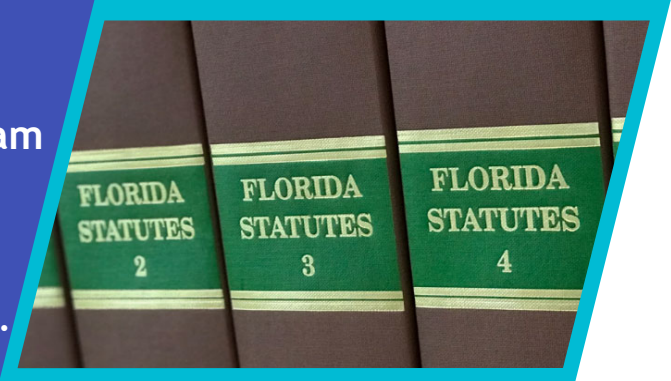
**FDOT**

1

# Chapter 341, F.S.

“

**Commuter Assistance Program** means financial and technical assistance by the **Department** to promote **alternatives** to the use of automobiles by a **single commuter**.”

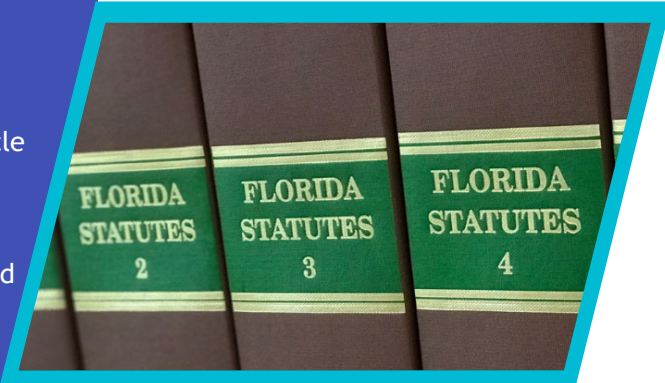


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## Chapter 341, F.S.

“

1. Ridesharing - Share motor vehicle
2. Transportation Demand Management - Influence demand
3. Transportation Management Associations - Support new/existing

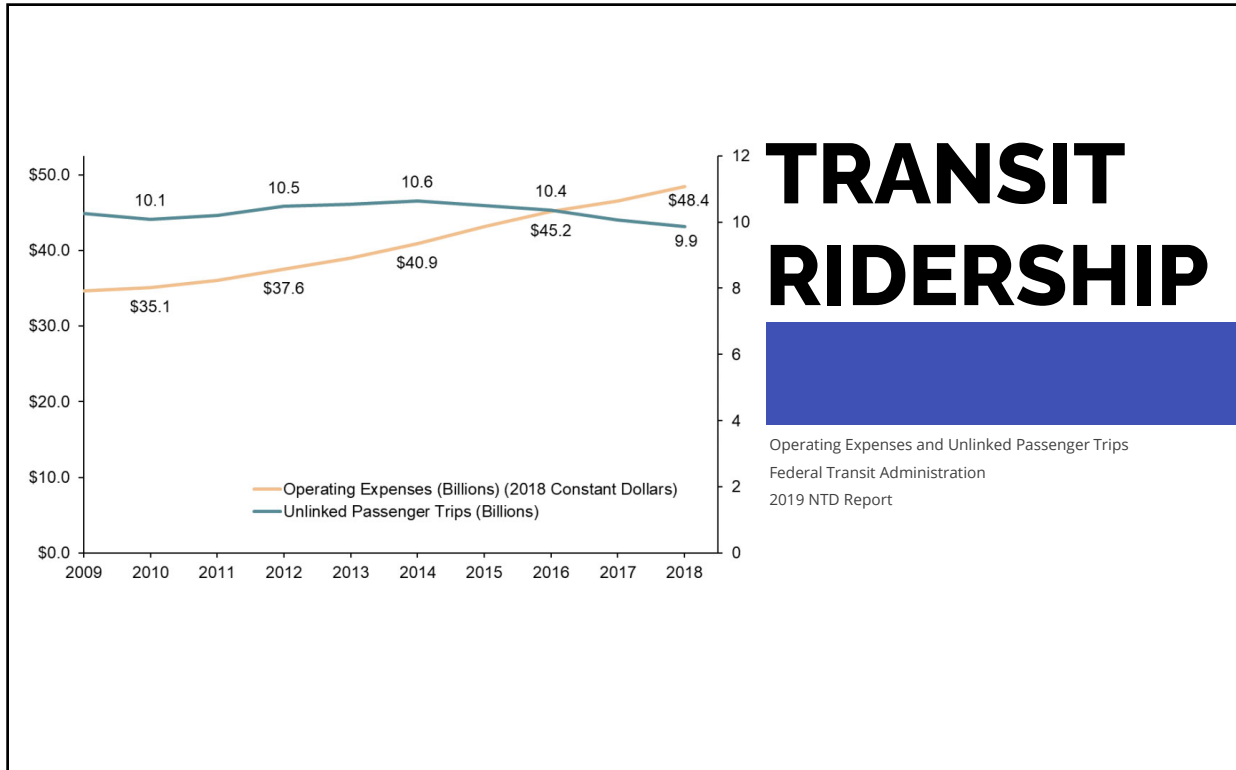


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# CUSTOMER Focused

- Have a better understanding of the public's wants/needs
- Put those wants/needs first
- Don't ask the public to lower their standards to anything we currently offer

4



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## /// SURVEY (2022)

Open-ended survey on Instagram and Facebook

- iwashi:** 3hour commute for what would be a 25 minute drive. Yet everyone tells me I'm supposed to take it.  
3w Reply
- maribe:** Late af  
2w Reply \*\*\*
- captain:** Converted homes!  
3w 2 likes Reply \*\*\*
- spun:** Buss it down thottiana  
2w 1 like Reply
- marcelo\_:** Smell  
3w Reply
- andrea:** Also the one and only time I rode a bus I encountered the worst strain of a flu EVER! Gross  
2w Reply
- majo\_:** Late  
3w Reply
- heyits:** delay  
2w Reply
- prir:** Poverty  
3w 1 like Reply
- schnau:** Dirty. Homeless  
2w Reply
- gia\_:** Dirty unsanitary stinky transportation shuttle  
2w Reply
- edwal:** Stigmatized  
2w Reply

7



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\*Restrictions apply

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**THANKS**

**1800234RIDE.com**

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