

Outreach Next Steps

Overview

The following summary recommends the next steps to be undertaken by TBARTA in the furtherance of the unique relationships that have been newly established through the Outreach Pilot Program.

These activities are recommended within the context of the overall priority list of recommendations in the Final Program Summary Report which ranks the actions and strategies to be undertaken by TBARTA holistically (e.g., where priority #1 is to clearly refine and define the programs and services offered by the agency). Contact information for each of these Partner locations have been provided in the Final Program Summary Report.

Upcoming Meetings and Events

Downtown Property Manager Meeting & Luncheon at SunTrust Center, Thursday, September 14th

TBARTA has been requested to deliver a formal presentation on Commuter Assistance Program to all property managers in Downtown Tampa, in coordination with the Tampa Downtown Partnership. Items needed include a PowerPoint presentation about the organization and its programs/services; outreach marketing materials such as the property manager Partner Sign-Up form and needs assessments are requested; and Lynda Remund needs to be informed about who will be attending on the behalf of TBARTA prior to the event. The goals for the presentation are: to educate the property managers, sign each as a Partner, and assign contacts to all of the buildings, through a strong sales-pitch and explanation of services/benefits.

Hillsborough County: They want to officially announce the partnership, and TBARTA Commuter Services may need to work with their Public Information Officer (PIO) to release information. They have requested customized marketing pieces to do internal promotions, including getting TBARTA's information on their Intranet (requires working with their IT). Next steps include educating Human Resources on the Emergency Ride Home program and providing internal training on how to implement a preferential parking program, as part of their overall parking management strategy. HR is interested in identifying 'ambassadors'¹, to help

¹ *Commuter Service Ambassadors are distinctly different from on-site Employer Transportation Coordinators (ETCs), in that they might be elected officials – Councilmen or Commissioners – who champion the cause of commuter options and support public proclamations and other municipal opportunities to raise awareness and educate the public.*

promote the program. They would like TBARTA Commuter Services to participate in health fairs, employee orientations, and possibly host a transportation fair or workshop series in the building. A follow-up meeting is needed.

Rooms To Go: This Partner is interested in promoting TBARTA's Commuter Services program to their employees by launching the FDOT's Commuter Assistance Programs to all of its employees located in both FDOT District One and District Seven, concurrently. They have requested tailored marketing materials and a listing of other commuter services programs throughout Florida and around the country. They plan to host an annual nation-wide webinar for all of their stores and in doing so, will promote the TBARTA program to their Tampa Bay Area employees. The company also wants to provide materials on their employee wellness page and have TBARTA's Commuter Services staff assist in recruiting employees during orientation events. Staff will need to work with IT to get this information online internally for employees; customize marketing posters for *Rooms To Go* and train their employees about getting reports of database registrants and administering the Emergency Ride Home program. A follow-up meeting is needed.

UBS Financial Services, Inc.: This Partner is interested in providing marketing materials to employees in both electronic and hard-copy formats, and would like to host on-site transportation fairs with other vendors in the building (e.g., Wellsfargo). They also indicated interest in hosting Lunch & Learn presentations and workshops, but any and all events (and meetings) must be coordinated with the property manager, Kyle Nevergold. It is important to also note that many of their employees are located at different sites across Tampa Bay. TBARTA Commuter Services staff can provide assistance with preparing and sending email blasts and newsletters to their employees regarding transportation options and issues.

The City of St. Petersburg: The City was just designated as a Best Workplace for Commuters (BWC) award recipient, at the conclusion of the Pilot Program. TBARTA Commuter Services staff will need to review and continue to support the criteria necessary for the City to maintain this designation. The City leadership wishes to announce the new Partnership and will require assistance in setting up an awards ceremony to draw attention to this new program and to the BWC award. There is support by the Mayor for continued engagement, including hosting a Commuter Services Day event in the fall, which will engage cooperation from St. Pete College and be located at Williams Park. Additional partners to bring into the fall event will include American Stage, Florida Orchestra, and potentially, Duke Energy, which will need to be recruited as a Partner. For the fall event, the CS staff will need to assist with developing and distributing a letter that can be released to local employers to solicit their participation in the event; a related blast email should be developed and distributed to local employees. Engagement with the PIO, CUTR, and the St. Pete Downtown Partnership staff will be needed, and an effort should be made to secure media coverage for the event. The City wishes to hold further

discussions about who might be ideal ambassadors (*see note above*) for the program, to aid in promoting it.

Amalie Arena – TBARTA Commuter Services program team will need to follow up with Mary regarding the recent transportation fair, and determine whether creation of a newsletter would be beneficial, for promoting the success of the event. Additional contacts also need to be secured with this Partner, to have further points of contact within departments (e.g., HR, IT Department) that might benefit from promoting the Commuter Assistance Program. Materials need to be customized and a follow-up meeting with HR is needed, to move the program forward. The Arena management team is interested in hosting transportation workshops for employees in the future, including promoting information to their employees through email blasts and putting TBARTA Commuter Services' information on their internal website. There were 43 employees who registered during the June 20th transportation fair, 37 of whom have been entered into the rideshare database as the Pilot concluded. Completion of the data entry is needed, along with any additional follow-up to the employees directly, if corrections to their applications are needed.

St. Petersburg College – This Partner is not only highly engaged at its main campus, but it is continuing to recruit representatives to become ETCs at each of its other campuses in Pinellas County. They are very eager to promote the Commuter Assistance Program, especially the Emergency Ride Home. A conference call was conducted on June 19th with the various representatives, and following that call, the Needs Assessments and Partner sign-up forms continue to be returned from the other campuses. The College would like to receive TBARTA's information for posting on their student website and to make it available for staff, as well. They would like customized materials to post throughout all campuses and also establish an electronic billboard to market the program for all campuses. In the short-term, the CS staff should plan to run a report of where staff and students are commuting from, and work with the fleet department to assist in structuring a preferential parking for individuals who rideshare and use the parking garages. Staff can additionally assist in newsletters and crafting email blasts that go out to students and staff.

In conjunction with the City of St. Pete, the College would like TBARTA Commuter Services to participate in a collaboratively hosted event in Williams Park with Partners like the Florida Orchestra, American Stage, Duke Energy and other employers, to promote transportation. The College would also like to engage CS staff during both fall and spring, to plan and host various events, like new student orientation, health fairs, etc. They would also like to take part in a joint meeting with Duke Energy regarding Partnership and upcoming events.

Hilton St. Petersburg Bayfront – Follow up activities for this Partner should include providing customized electronic materials to give out to employees, including providing the ridematch

application for new employee orientations, as part of their onboarding paperwork, and assisting the Hotel with the development of an electronic newsletter. Following up with both Human Resources and the IT Departments will be a crucial next step, in order to place TBARTA Commuter Services' information on their intranet. They are also interested in setting up a small tabling event for employees, during which the staff might provide bike safety information and distribute bicycle helmets, if possible. Longer-term, the focus should remain on continuing to provide materials to educate additional hotel staff about the Commuter Assistance Program.

Cushman and Wakefield – A follow up meeting is necessary after the May in Motion event. They have requested marketing pieces to be released to employers in the building, and assist in email blasts and newsletters. They would like TBARTA's information to be featured on their intranet, which requires working with their IT Department. Other steps include: continuing to train the main contact on the Commuter Assistance Program, getting a list of all employers in their building, and working with parking management to educate the ETCs and implement preferential parking.

Florida Orchestra & American Stage – Both of these employers are located downtown in the St. Petersburg College building. They have agreed to give out information regarding TBARTA's Commuter Assistance Program on bulletin boards and by email blasts/newsletters. They have requested materials to be customized and sent electronically. They are interested in the event with St. Petersburg College and the City of St. Pete during the fall – whose goal will be to register employees and find out where they are coming from. It is important to work with parking management in SPC's building to establish a strategy for creating preferential parking. They are also both interested in the idea of vanpools, especially when it comes to events outside of St. Petersburg.

Technical Sales Corporation – The original contact that was established has left to take a promotion and the new contact is currently pending. However, they are interested in doing a large event with other GSA buildings (where they're located) and employers. When meetings for the building are held, they would like TBARTA Commuter Services staff to come and give a presentation on the Commuter Assistance Program to employers. Next steps include: meeting with the property manager to create a partnership, getting the new contact on board, and launching training and educational efforts. A follow up meeting is needed to move forward with this partnership.

Tampa Marriott Waterside – They would like to host a transportation fair or related event for their employees, but they would like to Partner up with other hotels in the area, when they host it. They gave TBARTA a referral for the Embassy Suites and recommending working with them also. Next steps include educating the contact on the Emergency Ride Home program and provide internal training to employees. It is important to make contacts in Human Resources and

Parking Management. They have requested customized marketing materials to be released onto their intranet, which requires working with their IT Department. They do not offer parking subsidies for employees but are interested in being educated about the benefits of it. They would also like assistance in running a report of ZIP codes where their employees are commuting from and how they are currently commuting – which would likely involve TBARTA’s assistance in surveying their employee base.

Tampa Electric Company (An Emera Company) – A second meeting needs to be scheduled after July 24th with their Healthcare Department to get another partnership formed. This department wants to be educated and learn more about the Commuter Assistance Program, including the Emergency Ride Home portion. Human Resources previously requested a bulleted summary describing the benefits of the program (which was provided). That generated ongoing interest for them to follow-up with us. The main contact, Cheryl, has expressed how safety is a big concern for TECO and thinks that the program would be beneficial for their employees. The next step includes scheduling a follow-up meeting with Healthcare Department, Human Resources and the lead contacts.

Urban Core Holdings – They own two residential properties. One of their residential properties on Madison Avenue is still in development but will need commuter services support being close to downtown with limited parking. The building will be undergoing construction at the end of July and will be open to students in May 2018. They must be educated on the Commuter Assistance Program, and Emergency Ride Home. In the future, they would also like to partner with The University of Tampa in promoting their residential properties and commuter services. They do a lot on social media through Facebook and can promote TBARTA Commuter Services on those pages. They are going to need customized materials later on to put inside their residential building and on their Facebook pages. The main contact will also need training and assistance in preferential parking, such as getting carpool spaces.

Tampa Bay Times – They would like to host a transportation fair or lunch-and-learn in the Times building or by using the space on their floor. Coordination with the property manager is still pending. They have interested in creating a marketing or promotional piece for TBARTA Commuter Services and will need assistance coordinating logistics with employers in the building. Outreach with all of the employers in the building would be a logical next step, especially as it may enhance the opportunities for effective ridematching. New Partner, GPI, is also located in the Times building and would like to help out when it comes closer to hosting the event. Both employers will need ongoing training on the program.