



## **LAKE MARY CITY COMMISSION**

**Lake Mary City Hall  
100 N. Country Club Road**

### **WORK SESSION**

**THURSDAY, AUGUST 22, 2013 5:00 PM**

#### **1. Items for Consideration**

**A. Update on reThink & LYNX**

#### **2. THE ORDER OF ITEMS ON THIS AGENDA IS SUBJECT TO CHANGE**

**Per the direction of the City Commission on December 7, 1989, this meeting will not extend beyond 11:00 P. M. unless there is unanimous consent of the Commission to extend the meeting.**

**PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY ADA COORDINATOR AT LEAST 48 HOURS IN ADVANCE OF THE MEETING AT (407) 585-1424.**

**If a person decides to appeal any decision made by this Commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Per State Statute 286.0105.**

**NOTE: If the Commission is holding a meeting/work session prior to the regular meeting, they will adjourn immediately following the meeting/work session to have dinner in the Conference Room. The regular meeting will begin at 7:00 P. M. or as soon thereafter as possible.**



## MEMORANDUM

DATE: August 22, 2013  
TO: City Commission  
VIA: Jackie Sova, City Manager  
FROM: Stephen Noto, Planner  
SUBJECT: Update on reThink & LYNX

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As a result of prior City Commission direction, City staff has been coordinating with reThink on a local employer survey, and with LYNX on possible expansion of routes in preparation for SunRail's opening.

Attached are PowerPoint presentations from both agencies. Representatives of each agency will present their findings.

### **ATTACHMENTS:**

- reThink Survey Results
- LYNX PowerPoint presentation

# reThink – City of Lake Mary Outreach & Business Survey Update - August 22, 2013



City of Lake Mary:  
Outreach & Business Survey Update  
August 22, 2013

Courtney Miller  
Program Manager

Nicole Masters  
Sr. Outreach Specialist



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### Commute Challenges



Where we live ...



... is not always where we work.



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### About reThink

**Vision**

- The #1 resource for commute options in Central Florida

**Mission**

- Work with employers and commuters on reThinking the way they get to work
  - Decrease traffic congestion
  - Improve air quality
  - Conserve natural resources
  - Save people money



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## reThink – City of Lake Mary Outreach & Business Survey Update - August 22, 2013

**Commute Options**

**reThinking the Way You Get to Work**

- Decreases traffic congestion
- Improves air quality
- Conserves natural resources
- Saves you money

**Quality of Life**




**reThink**

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**Lake Mary/Heathrow Outreach Efforts**

**Business Survey**

- Began in May 2013
- Promoted through targeted email blasts, email invitation from property managers, etc.
- 534 responses to date
- Survey is still active



[http://www.surveymonkey.com/r/Lake-Mary-Heathrow\\_Bus/Jan2013](http://www.surveymonkey.com/r/Lake-Mary-Heathrow_Bus/Jan2013)

**reThink**

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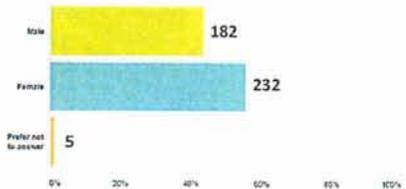
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**Gender** Majority female: 56%

**Demographics: Gender**



| Gender               | Count |
|----------------------|-------|
| Male                 | 182   |
| Female               | 232   |
| Prefer not to answer | 5     |

**reThink**

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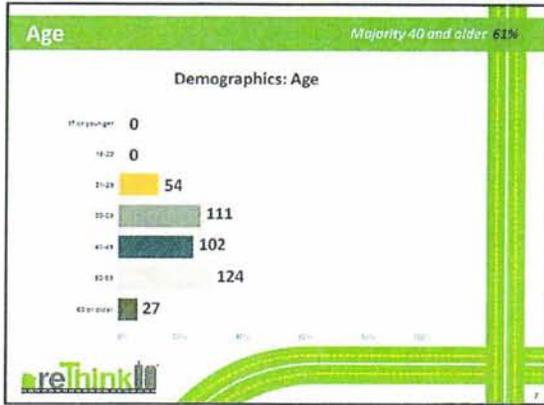
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# reThink – City of Lake Mary Outreach & Business Survey Update - August 22, 2013




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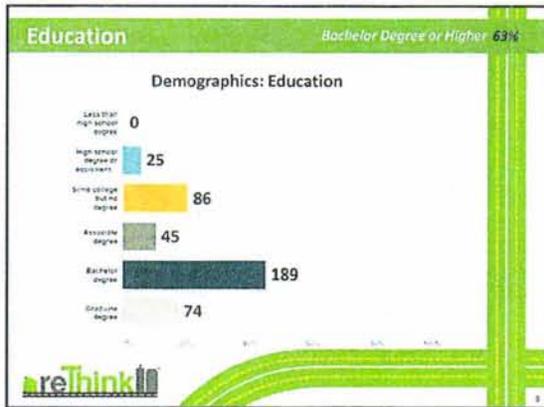
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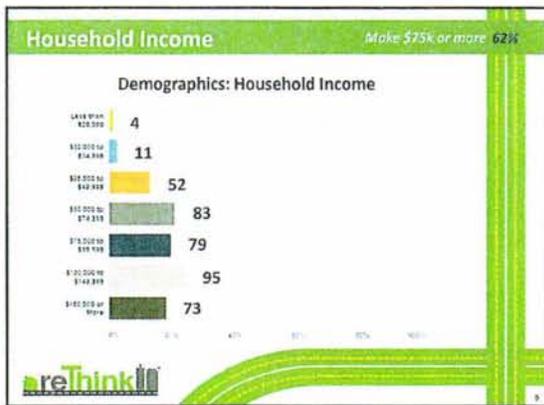
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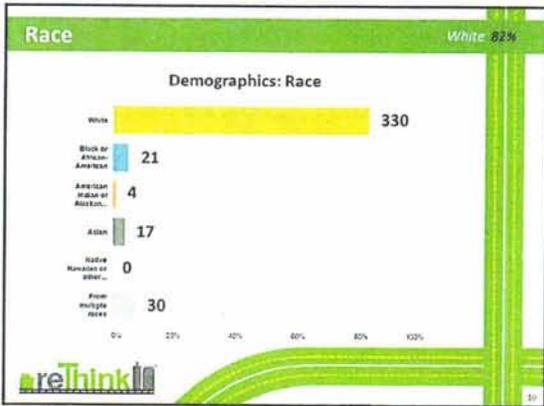
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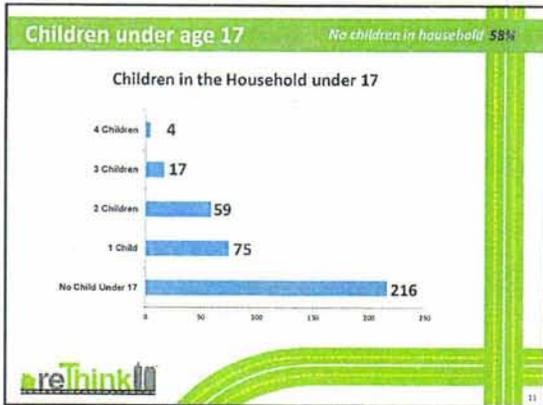
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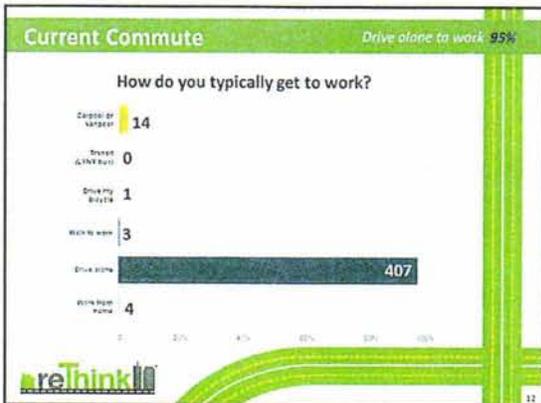
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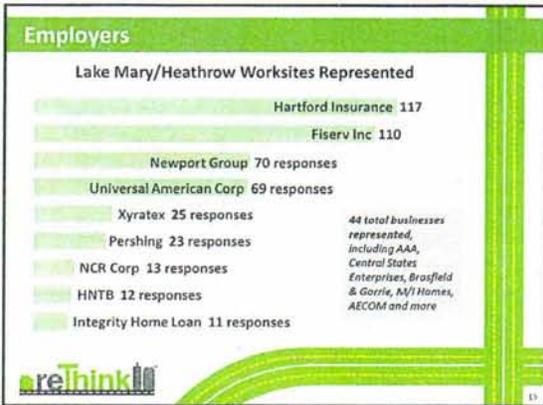
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# reThink – City of Lake Mary

## Outreach & Business Survey Update - August 22, 2013




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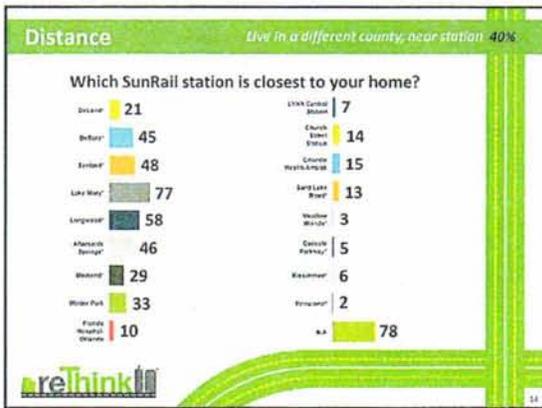
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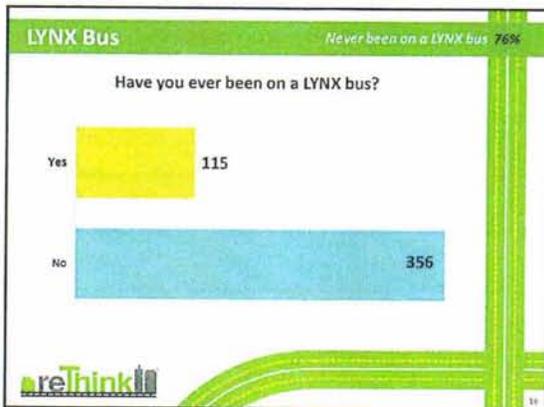
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# reThink – City of Lake Mary

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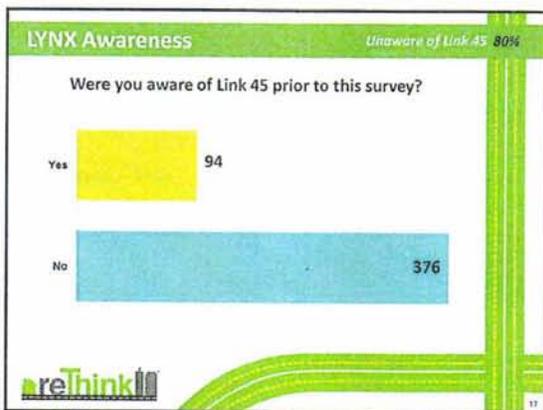
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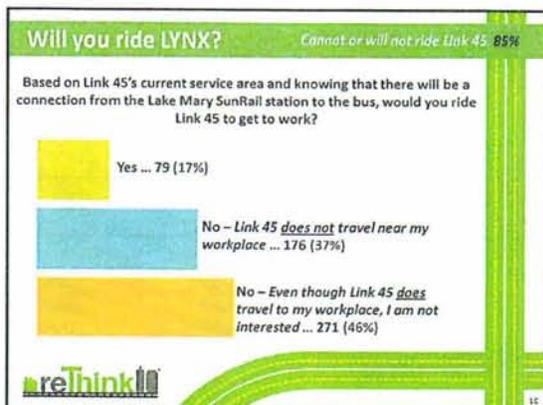
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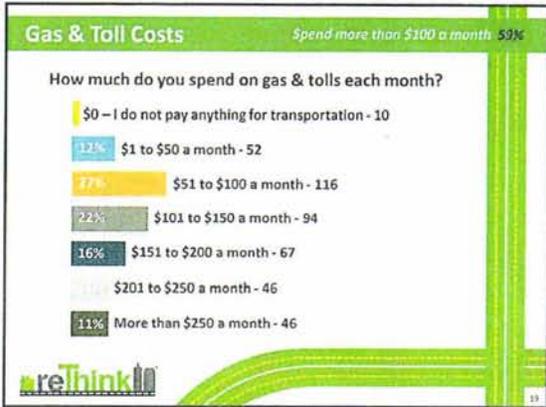
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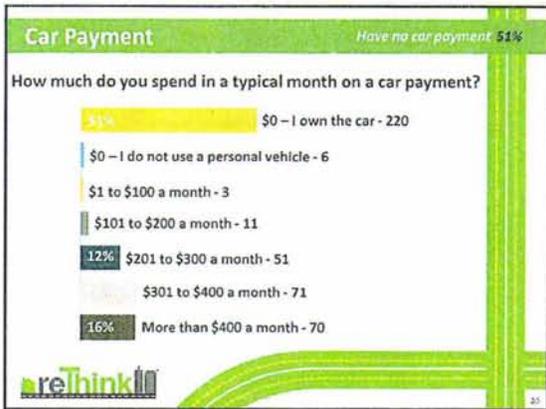
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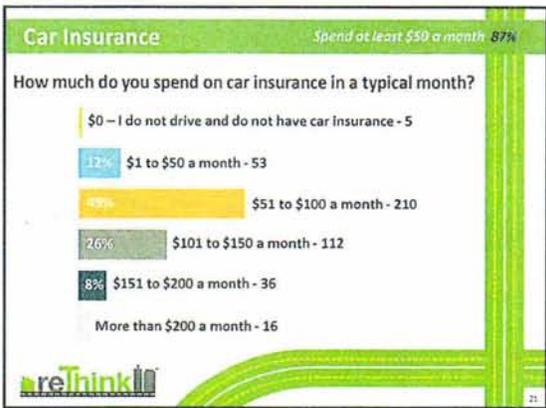
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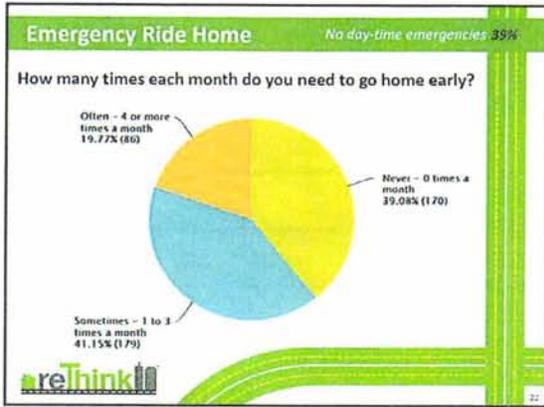
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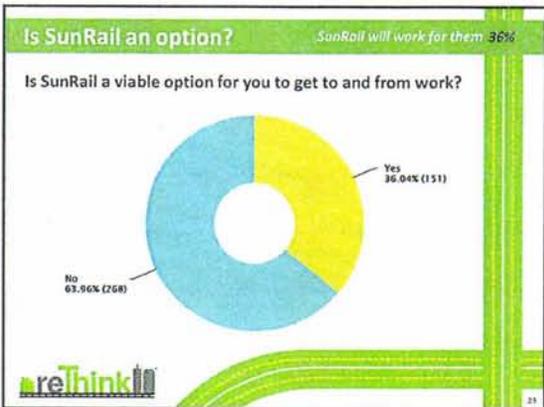
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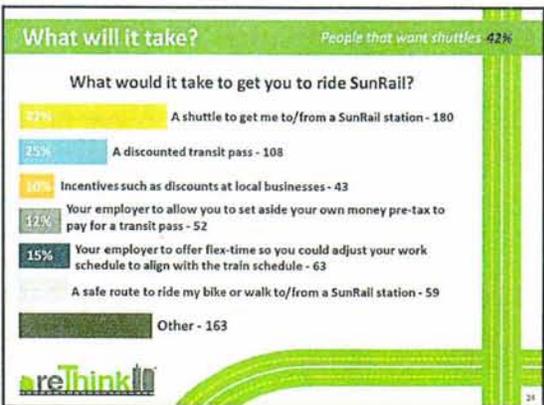
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### COST OF PROPOSED FUTURE LAKE MARY SERVICE

**Link 45**  
Operates 6 days per week for 16.78 hours per day  
Annual cost  
• FY 2014 \$807,613  
• FY 2015 \$871,128

**Circulator / NeighborLink**  
Operates 5 days per week for 22.42 hours per day  
Operates 1 day per week for 14.83 hours  
Annual cost  
• FY 2014 \$207,726  
• FY 2015 \$212,414

**Total Annual Cost**  
FY 2014 \$1,010,340  
FY 2015 \$1,083,542

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