

Commute.org

FY 2013-2014 Program Report and FY 2014-2015 Work Plan



September 4, 2014
TA Board of Directors Meeting

Presentation Overview



- **Commute.org Overview**
- **FY 2013-2014 Program Report**
- **FY 2014-2015 Work Plan**
 - **Major Initiatives**
 - **Funding Sources/Expenditures Profile**
- **Questions**

Commute.org Overview



- **San Mateo County's Transportation Demand Management (TDM) Agency**
- ***Current Mission Statement: Working Together to Improve Our San Mateo County Commute***
- **Agency Goals:**
 - Reduce the number of single occupant vehicles travelling in, to, or through San Mateo County
 - Improve air quality by reducing the total volume of vehicle emissions
 - Use TDM tools to encourage employers, commuters, and residents to use and support commute alternatives

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Commute.org Overview (continued)



- **Board of Directors: 17 cities and county**
 - Jeff Gee (RWC) – chair
 - Elizabeth Lewis (Atherton) – vice chair
- **Supervisory Committee: 8 members**
 - Maria Saguisag-Sid (Brisbane) – chair
 - Doug Kim (SMCTD representative)
- **About Us:**
 - 9 full-time staff
 - Average length of service: 8+ years
 - Office located in San Bruno

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FY 2013-2014 Program Report



- **Employer Outreach/Support Services:**

- 4,500 Employers in San Mateo County
- Active + Maintenance Employers = 250K+ employees
- Programs:
 - ❑ Emergency Ride Home
 - ❑ Bike Safety Training / Parking Incentives
 - ❑ Density Mapping for Ridesharing/Vanpools
 - ❑ Transportation Choices Consulting for Employees
 - ❑ Bay Area Commuter Benefits Program
 - ❑ Campaigns / Competitions

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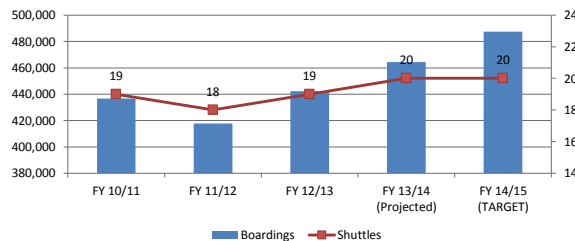
FY 2013-2014 Program Report



- **Employer Based Shuttle Program:**

- Manage 20 routes with 483,784 boardings
- Cost per passenger = \$5.00 (target <\$5.00)
- Ridership up 8.3% in Q4 and up 6.5% YTY
- 56 employers/property managers participate financially
- GTFS data – transit trip planning (e.g. Google Maps)

of Shuttles and Boardings



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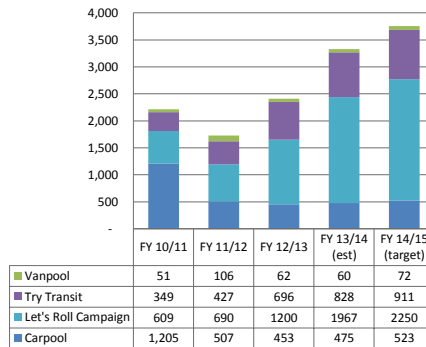
FY 2013-2014 Program Report



- **Commuter Outreach/Transit Alternatives:**

- Record Participation in “Catch a Ride” Campaign
- Try Transit +19%, Carpool +5%, Vanpool -3%

Incentive Program Participants (all programs)



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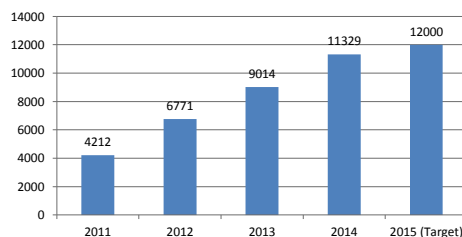
FY 2013-2014 Program Report



- **Partnerships/Special Projects:**

- Rail Corridor TMA (San Mateo)
- Connect Redwood City (MTC Innovative TDM Grant)
- San Mateo Community College District (Skyline College)
- Bay Area Bicycle Coalition (Bike to Work Day)

Bike to Work Day Rider Count



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FY 2014-2015 Work Plan



- **Major Challenges and Opportunities**
 - Congestion issues – roads and transit
 - Bay Area Commuter Benefits Program – short-term challenges, but long-term benefits for San Mateo County
 - Commuter Shuttles – corporate vs. last mile issues
 - Short-distance vanpools – promising alternative
 - Bike Share / Car Share / Ride Share
 - Agency bandwidth

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FY 2014-2015 Work Plan



- **Key Initiatives:**
 - Commute Profile 2014
 - Agency Identity Project
 - Strategic Plan Update
 - Bay Area Commuter Benefits Program
 - Shuttle Services RFP/Contract Transition
 - Web Site Redesign
 - Innovative TDM Grant(s)

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FY 2014-2015 Work Plan



Key Initiatives	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Commuter Profile												
Agency Identity Project												
Strategic Plan Update												
Web Site Redesign												
BA Commuter Benefits												
Shuttle RFP/Contract												
TDM Grants												

Commute.org Working Together to Improve Our San Mateo County Commute

DRIVE LESS. WASTE LESS. STRESS LESS.
 Parents who carpool to school with at least two children from two different households can earn a \$25 gas card per parent in carpool. [Learn More](#)

- FIND A CARPOOL PARTNER**
Find commuters who have shared their routes and patterns with you so you can ride a ride.
- CARPOOL INCENTIVE APPLICATION**
C-2-C-2 - Get the Cash Commute Incentive - and we'll pay the gas.
- TRY TRANSIT INCENTIVE APPLICATION**
Even commuters taking transit to work! Try it now. FREE!
- DAILY RIDEN ALERTS**
Get the latest information on transit routes.

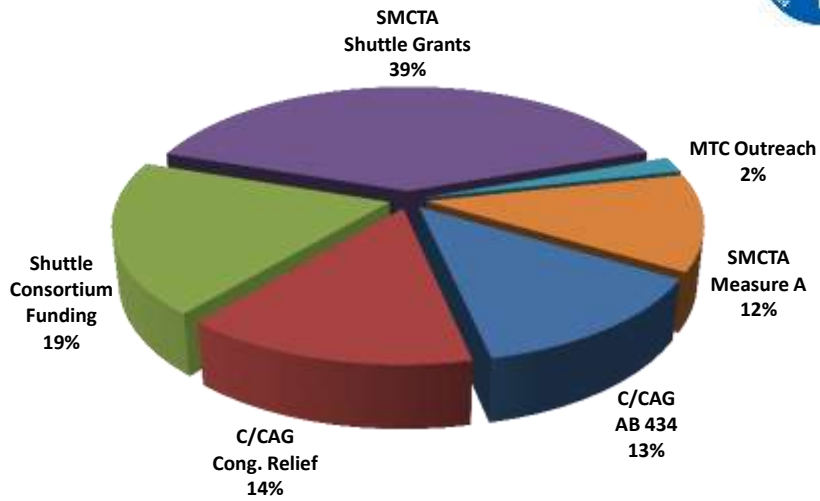
New Edition of Safe Bicycling in San Mateo County Now Available
 The 2014 edition of *Safe Bicycling in San Mateo County*, a popular handbook for safe and recreational bicycling, is now available at Commute.org in both digital and print. The 26-page booklet provides bicyclists (above 12 years of age) tips on riding safety and bicycling to transit, options for bicycle parking and storage, and more. The revised edition offers information on new laws and bicyclist's responsibilities, current road closures, and important websites including DMV local transit agencies and bike organizations. New safety tips include the basics on CPSC-rated bike helmets, locking stevens (preferred over cable locks), and using fenders (not "fenders") day or night. Several new-to-illustrations in the new book illustrate today's bicyclists of safer ways to deal with various difficult situations and road hazards, ranging from potholes, long queues and wait times to dogs, trucks and pedestrians.

To access the revised *Safe Bicycling in San Mateo County* booklet online, [click here](#). To receive a copy of the newly-published edition by mail, please email your name and mailing address to info@commute.org or call [Commute.org](tel:650-988-8170) at (650) 988-8170.

Bay Area Commute News

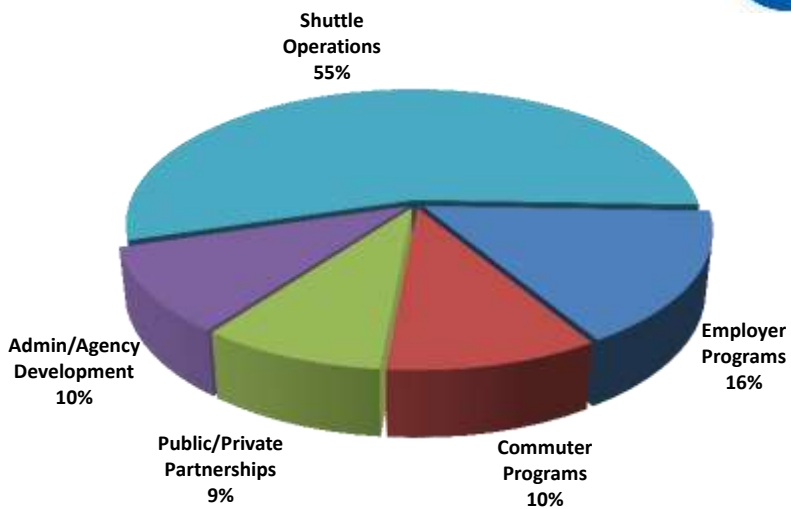
- San Francisco: San Francisco**
San Francisco's new transit agency, the San Francisco Municipal Transportation Agency (SFMTA), is set to launch on August 15th. The agency will be responsible for the city's transit services, including the Muni bus system, the San Francisco Bay Area Rapid Transit (BART) system, and the San Francisco Ferry System.
- San Francisco: San Francisco**
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Budget 2014-2015 – Revenue



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Budget 2014-2015 - Expenses



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Program Marketing - Examples



Carpool Incentives
Vanpool Incentives
Shuttles
Try Transit Tickets



Visit Commute.org

Peninsula Commuters!

commute.org



Improve your commute and get rewarded. Take a commute alternative March 1 - April 30.

Andrew Goodman liked this.



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Questions



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