

# Peninsula Traffic Congestion Relief Alliance

## FY 2012-2013 Results and FY 2013-2014 Work Plan



August 1, 2013  
SMCTA Board of Directors Meeting

## Presentation Overview



- **Alliance Overview**
- **FY 2012-2013 Accomplishments**
- **Challenges/Opportunities**
- **FY 2013-2014 Work Plan**
- **Questions**

## Alliance Overview



- **San Mateo County's Transportation Demand Management (TDM) Agency**
- ***Mission: Working Together to Improve Our San Mateo County Commute***
  - 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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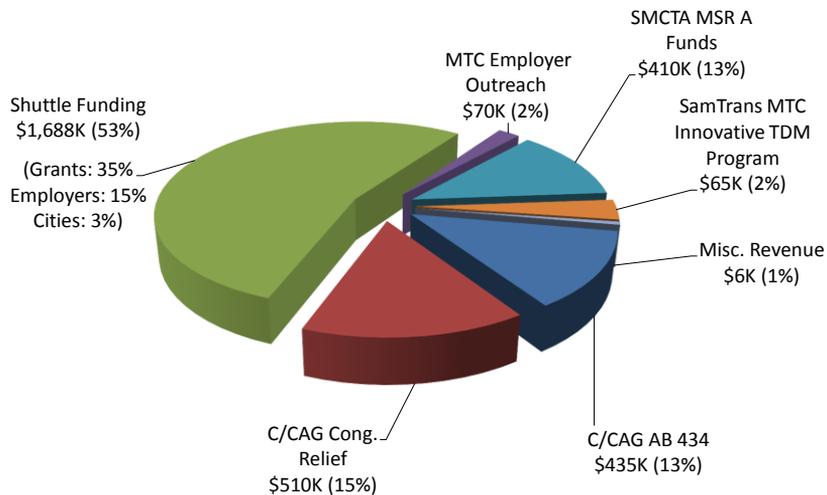
## Alliance Overview (continued)



- **Alliance Board: 17 cities and county**
  - Rich Garbarino (SSF) – chair
  - Jeff Gee (RWC) – vice chair
- **Alliance Supervisory Committee: 8 members**
  - Susan Kennedy (SSF) – chair
  - Maria Saguisag-Sid (Brisbane) – vice chair
- **Alliance Employees: 9 full-time staff**
  - Employer Outreach
  - Shuttle Program
  - Commuter Programs

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## Funding in FY 2012-2013



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## FY 2012-2013 Accomplishments



- **Employer Outreach/Support Services:**
  - Database Improvement Project (50+ employees)
  - Revamp of Emergency Ride Home Program (60 employees)
  - Active + Maintenance Employers = 280K employees
- **Commuter Outreach/Transit Alternatives:**
  - Record Participation in Try Transit Campaign
  - Try Transit +60%, Carpool 0%, Vanpool -45% (ex Last Mile)
- **Partnerships/Innovative TDM Projects:**
  - Shuttle Business Practices – tangible results
  - Rail Corridor Transportation Mgmt. Assoc. (San Mateo)
  - Last Mile Connection Project (Redwood City)

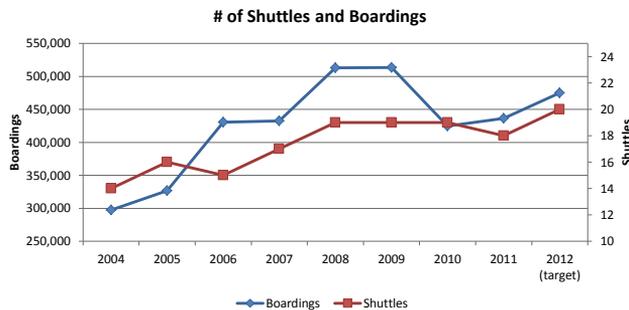
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## FY 2012-2013 Accomplishments



- **Employer Based Shuttle Program:**

- Alliance manages 22 routes with 457,124 boardings in FY
- Cost per passenger = \$5.18 (target <\$5.00)
- Ridership up 16.0% in Q4 and up 12.8% YTY
- 56 employers/property managers participate financially



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## FY 2013-2014 Work Plan



- **Major Challenges and Opportunities**

- Economic recovery coupled with high gas prices and congestion creates more demand for Alliance services
- Congestion stretching commute hours
- SB 1339 implementation will stretch agency, but should lead to long-term benefits for San Mateo County
- Shuttle program changes?: RFP and Call for Projects
- Carpool/Vanpool incentive participation rates
- Short-distance vanpools – promising alternative
- Bike Share rollout in several San Mateo County cities

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# FY 2013-2014 Work Plan (continued)



- **Employer Outreach**
  - Database Improvement Project – Phase 2
  - SB1339 – Commute benefits support/education/compliance
  - Program Updates: Incentive Programs, ETC portal
- **Shuttle Program**
  - Joint RFP for Shuttle Services
  - Continuing evolution of shuttle services in SM County
  - Shuttle rider support projects (e.g. mobile apps and GTFS)
- **Commuter Outreach**
  - Use social media and advertising to drive programs
  - Expansion of bicycling safety workshops and services
- **Partnerships/Innovative TDM Projects**
  - Increasing demand for Alliance participation and leadership

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Commute.org

Working Together to Improve  
Our San Mateo County Commute

search... GO

SHUTTLE INFO EASY COMMUTING PROGRAMS NEWS ABOUT US

**DRIVE LESS. WASTE LESS.  
STRESS LESS.**

Explore your commute alternatives  
including the new ferry to SSF



1 2 3 4 5

• **FIND A CARPOOL PARTNER**

Find commuters who have similar travel routes and patterns and with whom you can share a ride.

• **CARPPOOL INCENTIVE APPLICATION**

2 + 2 = \$30 Gas Card  
Commute by carpool ... and we'll buy the gas

• **TRY TRANSIT INCENTIVE APPLICATION**

Ever considered taking transit to work? Try it now, FREE!

• **DAILY RIDER ALERTS**

Find up-to-date information on Alliance shuttles.

EMPLOYER SERVICES

- [Emergency Ride Home Program](#)
- [Carpool Incentive Programs](#)
- [Vanpool Incentive Programs](#)
- [Bike Parking at Half Cost](#)
- [Shuttle Routes](#)
- [Bike Safety Classes](#)
- [Join the Commuter Club](#)

COMMUTE NEWS

- [Bike to Work Day 2013](#)
- [2013 Catch a Ride! Let's Roll, San Mateo County!](#)
- [New SSF Ferry Schedule and Routes](#)
- [Commute.org Annual Report FY2012](#)
- [Pre-Tax Commuter Benefit Incentive: Attention Employers Earn up to \\$1000, don't miss out!](#)
- [SB 1339 Regional Commute Benefits Update](#)

Bay Area Commute News

SamTrans\_News: Riding your bike tomorrow? Here's how you can work #SanTrans into your #BiketoworkDay --> bit.ly/106u5JH @BikeTOWORKSFBuy #BTWID 55 minutes ago · reply · retweet · favorite

511SFBay: All Lanes Open on Southbound US-101 in Santa Rosa. about 1 hour ago · reply · retweet · favorite

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# Peninsula Traffic Congestion Relief Alliance

## Questions



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