

Commute.org



Where commuters get rewarded.

**September 6, 2018
TA Board of Directors
Agenda Item #11**



Presentation Overview

- Agency Overview
- TDM Program Areas
- Technology & TDM
- Bay Area Commuter Benefits Program
- Discussion

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Agency Overview

- **Focus:** Reduce SOVs traveling to, from or through San Mateo County
- **Structure:**
 - JPA – 18 members (+2 applications pending)
 - Board – elected officials
 - Staff – 8 full-time, 2 AmeriCorps Fellows (projected)
- **Funding Partners:**
 - C/CAG
 - San Mateo County Transportation Authority
 - BAAQMD (TFCA thru C/CAG)
 - Private Sector Employers

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Board of Directors

Michael Lempres
Atherton

Emily Beach
Burlingame

Carlos Romero
East Palo Alto

Shawn Christianson
Hillsborough

Jeffrey Gee*
Redwood City

Eric Rodriguez
San Mateo

Davina Hurt
Belmont

Rae Gonzalez
Colma

Sam Hindi
Foster City

Gina Papan
Millbrae

Rico Medina
San Bruno

Richard Garbarino
South San Francisco

Clifford Lentz**
Brisbane

Glenn Sylvester
Daly City

Harvey Rarback
Half Moon Bay

Sue Digre
Pacifica

Mark Olbert
San Carlos

David Canepa
County of San Mateo

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* Chair

** Vice Chair

Roster as of 8/2018

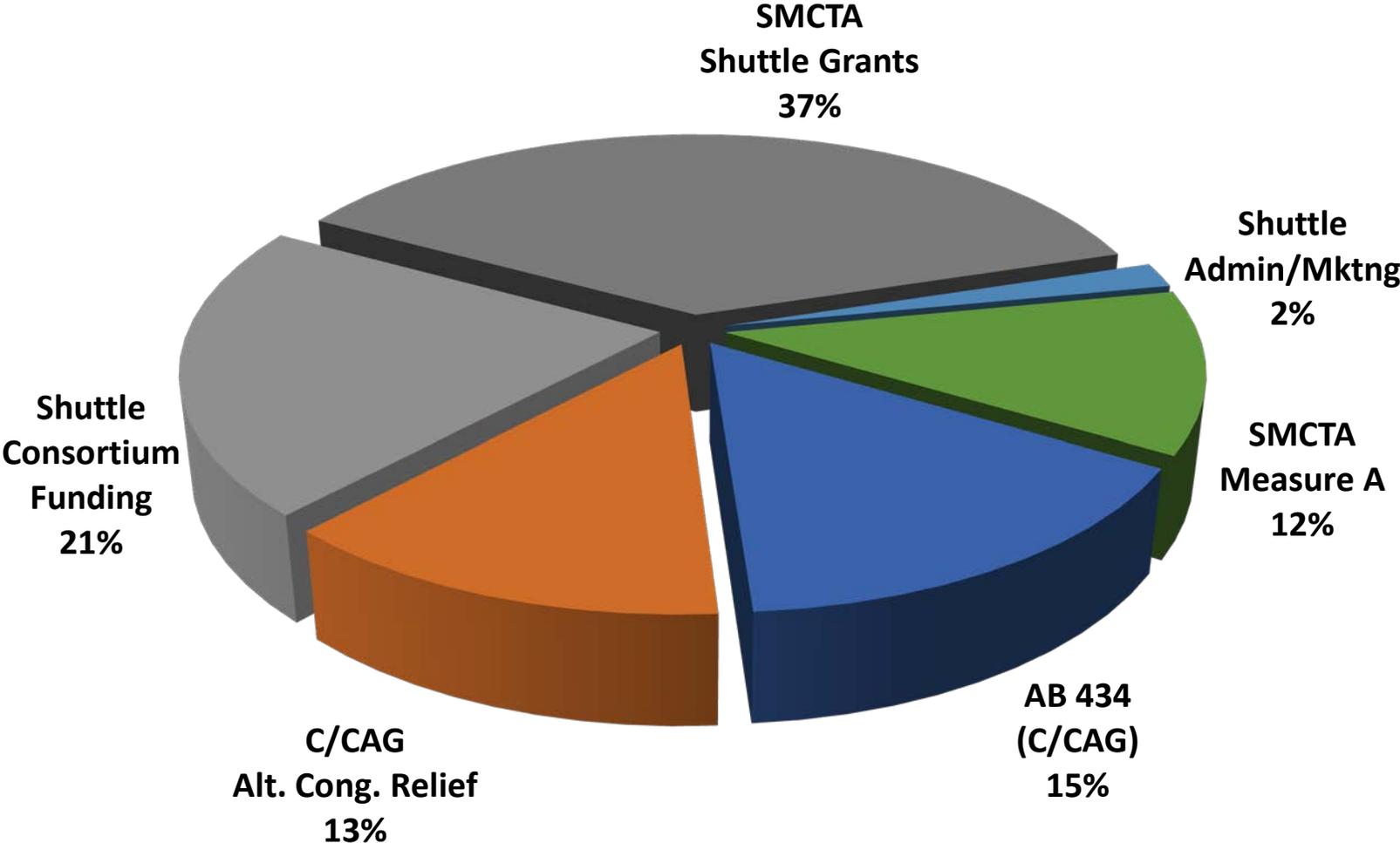
TDM Program Areas

- Employer Programs
- Commuter Programs
- Shuttle Program
- Transportation & Technology Partnerships

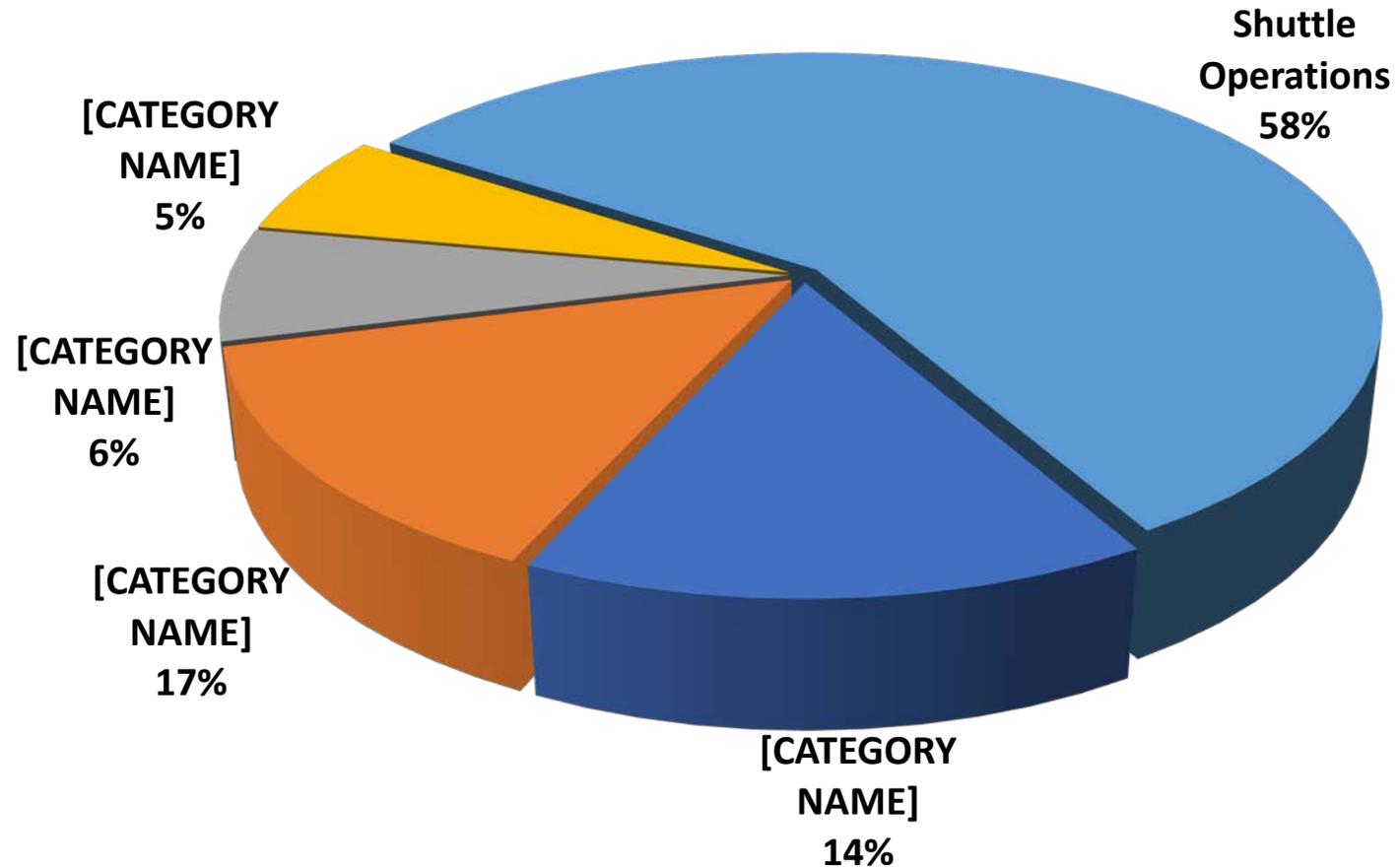
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Budget FY 2018-2019 – Revenue (\$4.1M)



Budget FY 2018-2019 – Expenses (\$4.2M)



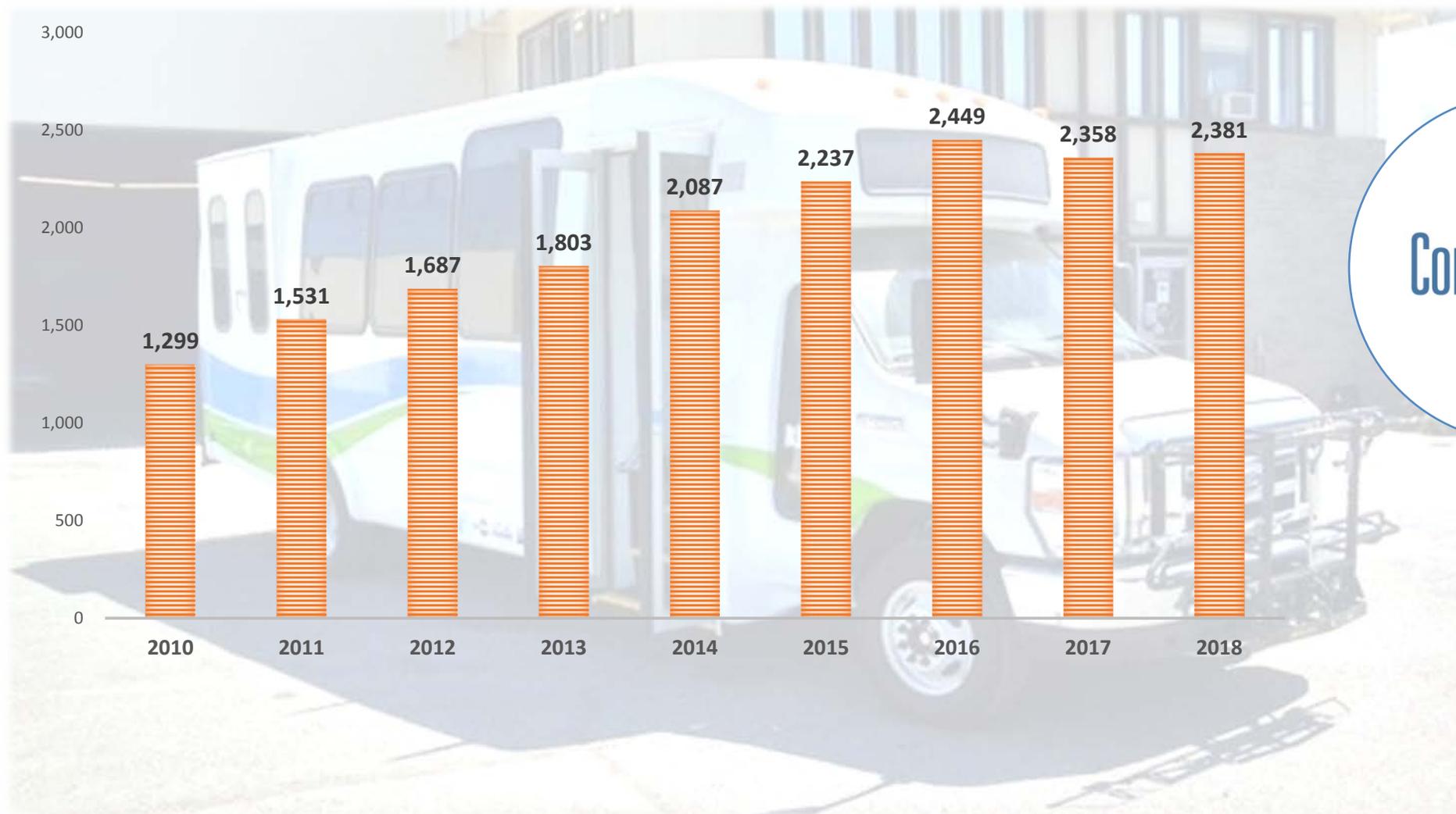


Commute.org *Shuttle Program*

- **Cities/Routes/Ridership**
 - Brisbane, Burlingame, Foster City, Redwood City, San Carlos, San Mateo, SSF
 - 20 routes (+6 being merged)
 - 2,400 average daily riders
- **Funding**
 - Funding Agreements with TA for 13 routes
 - Consortium partners (70)
 - New Admin/Marketing funds
- **Shuttle Administration**
 - Route management optimization
 - Hiring CSR/Operations staff
 - Route and Schedule Mods
 - Technology Enhancements
 - Dedicated shuttle marketing



Average Daily Shuttle Ridership (July 2010-2018)



Commuter Programs

- STAR Platform launched in September 2016
 - Challenges/Incentives/Rewards
 - GRH program platform
 - STAR store introduced in 2017
- Extend functions/features in FY 2018-2019
 - App-based trip logging
 - Carpool incentive program integration
 - Legacy incentives integration

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STAR Platform Trip Planner

Commute.org Dashboard Trip Planning Network Admin Incentives Tools Joe Language

A Pacifica, California
B South San Francisco, California

Jun 12, 2017 @ 10:47 AM [Revise Search](#)

Carpool
20 Results
[Schedule](#) Any Days

Vanpool
1 Result

Transit
3 Results
5 lbs CO2
9.7 mi
59 min

Walk
No Results

Bike
No Results

Drive
1 Result
8 lbs CO2
\$5.09
9.1 mi
16 min

View as Rider **View as Driver**

START A CARPOOL

Nitish
from PACIFIC AVE, PACIFICA, CALIFORNIA, 94044
DRIVER'S TRIP +0 FT / 11 MIN *
PREFS:
SCHEDULE: S M T W T F S
09:00 AM & 07:00 PM

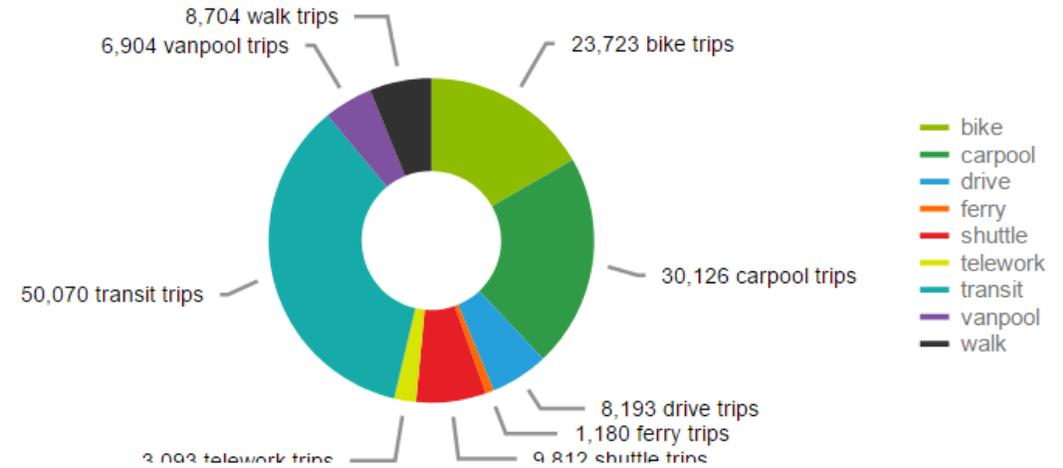
Junes
from HAUSSMAN CT, SOUTH SAN FRANCISCO, CALIFORNIA, 94080
DRIVER'S TRIP ▲ 5.0 MI / 24 MIN *
PREFS:
SCHEDULE: S M T W T F S
07:00 AM & 03:30 PM

david
from MARBLY AVE, DALY CITY, CALIFORNIA, 94015
DRIVER'S TRIP ▲ 6.1 MI / 25 MIN *

Map: Shows the San Francisco Peninsula area with various transit hubs and carpooling points marked with numbered circles (1-4). Locations include Pacifica, San Bruno, and Millbrae. A legend on the right lists: Zipcar, Bay Bikes Bike Share Hubs, Commute.org Shuttle Stops, Transit Hubs, and Park & Ride Lots.

Information courtesy RideAmigos, OpenStreetMap, Esri

STAR Platform – Data Driven Feedback



MODE	USERS	TRIPS	MILES	DOLLARSSAVINGS	CO2SAVINGS	CALORIES
transit	1,241	50,070	1,124,563	130,449	260,898,659	0
carpool	839	30,126	728,637	206,204	134,069,276	0
bike	714	23,723	167,941	95,055	61,802,433	8,397,070
shuttle	301	9,812	185,711	87,470	50,327,590	0
walk	249	8,704	11,302	6,397	4,159,183	1,130,213
drive	399	8,193	144,695	0	0	0
vanpool	142	6,904	240,022	113,050	65,046,032	0
telework	188	3,093	70,933	40,148	26,103,160	0
ferry	41	1,180	25,820	2,995	5,990,298	0



STAR Impact Report

System Use

7,767 Users		814 Networks	
24,063 Trip Searches	4,085 Favorite Trips	423 Carpool Messages	368,116 Trip Logs

System Impact

0.4 Million Alternative Trips		6,945,850 mi Alternative Distance	
22 Million Calories Burned*	1,732.9 tons CO2 Reduction*	\$2,268,341.81 Money Saved*	

Programs, Incentives, and Technology



Programs connected for commuters – Automatic Trip logging now available

Connected Apps

You can connect your account to external services which can automatically log your trips and more!



Commute Tracker by rideamigos

Automatically log your trips by connecting your account to the Commute Tracker by RideAmigos.

✔ You are currently connected ✖ Disconnect / Generate New Connect Pin



Scoop

Connect your account to Scoop to automatically log carpools.

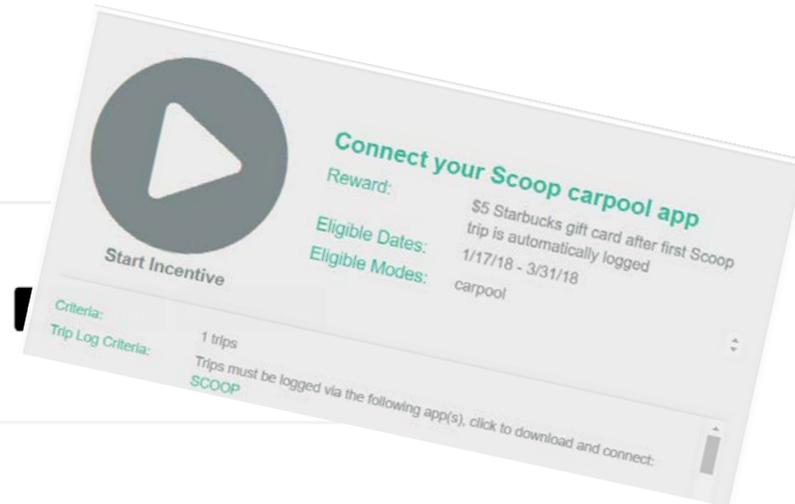
🔗 Connect



Strava

Connect your account to Strava to automatically log trips to and from work. [More info?](#)

🔗 Connect



Genesis, 1 Tower Place
South San Francisco

10:00 AM to 1:00 PM

Thursday, March 15, 2018

LUNCH WILL BE PROVIDED

COMMUTER Land

How the Best Workplaces for Commuters Are the Happiest Places on the Peninsula

Commute.org

Enjoy a Free Transit Ride On Us



Get Rewarded Today at Commute.org

COMMUTER CHALLENGE!

The 2018 Challenge is on. Join today and get rewarded for your bike commute!



SPECIAL OFFER FOR BIKE COMMUTERS!

Join the Commuter Challenge today at my.commute.org! Then log your bike trips this week (May 7 – 11) and you'll be entered to win a special Bicycle Commuter Prize Pack (\$250 value)! See instructions on back side.

BAY AREA
BIKE TO WORK DAY
MAY 10, 2018



Bay Area

Commuter Benefits Program

- Employers with **50+ full-time** employees in the Bay Area
 - ✓ Private business
 - ✓ Public agency
 - ✓ Non-profit organization
- Count based on all Bay Area worksites combined
 - ✓ Including branch locations with less than 50 employees



Discussion

John Ford

Executive Director

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YouTube

