



YOUR COMMUTE COUNTS

Don't be an S.O.V.

Commute.org

Presentation Overview

- Agency Overview
- Work Plan FY17-18
- Technology & Trends
- Questions

The logo for Commute.org, featuring the word "Commute" in a blue, sans-serif font and ".org" in a grey, sans-serif font, all contained within a white rectangular box.

Commute.org

Agency Overview

- **Focus:** Reduce SOVs traveling to, from or through San Mateo County
- **Structure:**
 - JPA – 18 members
 - Board – elected officials
- **Funding Partners:**
 - C/CAG
 - SM County Transportation Authority
 - MTC
 - BAAQMD (TFCA)
 - Private Sector Shuttle Consortiums

Commute.org Board of Directors

Michael Lempres
Atherton

Davina Hurt
Belmont

Clifford Lentz**
Brisbane

Emily Beach
Burlingame

Rae Gonzalez
Colma

Glenn Sylvester
Daly City

Carlos Romero
East Palo Alto

Sam Hindi
Foster City

Adam Eisen
Half Moon Bay

Shawn Christianson
Hillsborough

Reuben Holober
Millbrae

Sue Digre
Pacifica

Jeffrey Gee*
Redwood City

Jim Ruane
San Bruno

Mark Olbert
San Carlos

Rick Bonilla
San Mateo

Richard Garbarino
South San Francisco

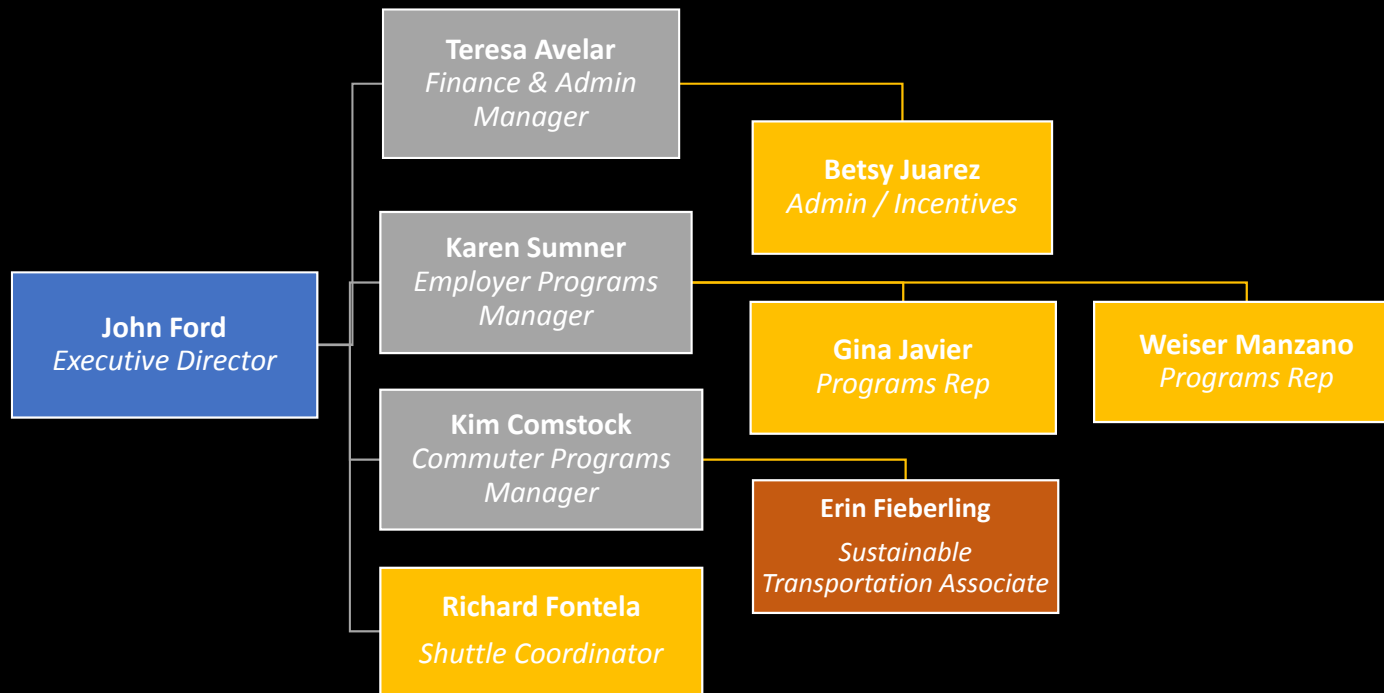
David Canepa
County of San Mateo

* Chair

** Vice Chair

Roster as of 6/2017

Commute.org Team



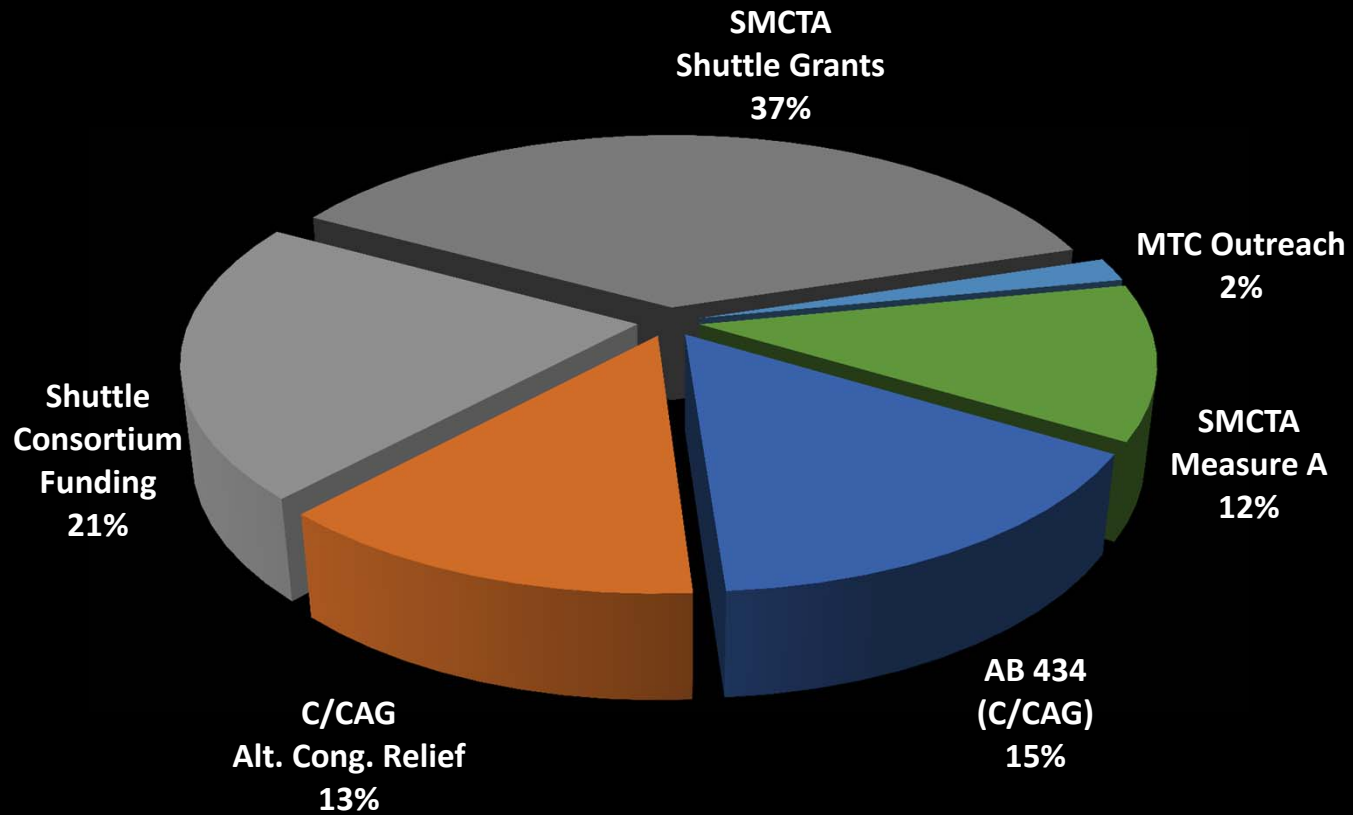
Commute Alternatives *Why?*

- Reduce air pollution and traffic congestion
- Support additional housing and work force density
- Competition for employees, tenants and residents
- Mode shift = behavior change

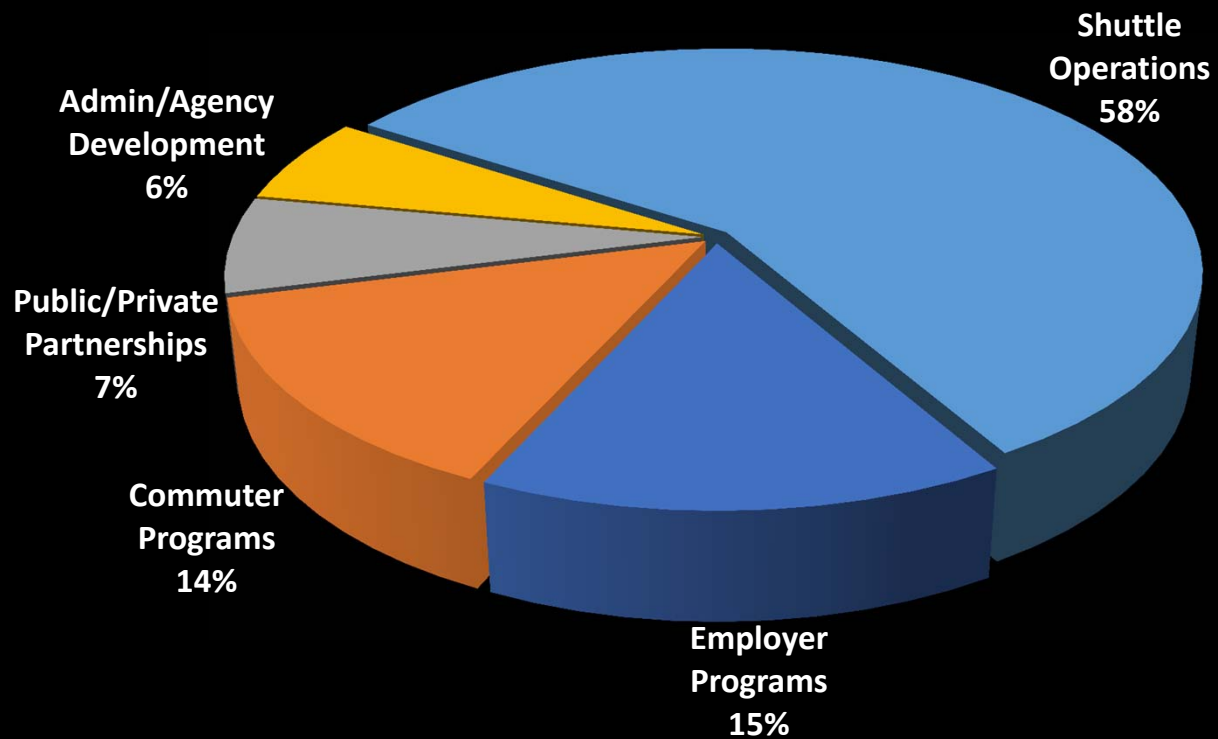


Mode Choice Matters

Budget FY 2017-2018 – Revenue (\$3.93M)



Budget FY 2017-2018 – Expenses (\$3.99M)



Work Plan for
FY 2017-2018
Program Areas

- Employer Outreach & Support
- First/Last Mile Shuttle Program
- Commuter Programs
- Public/Private Partnerships

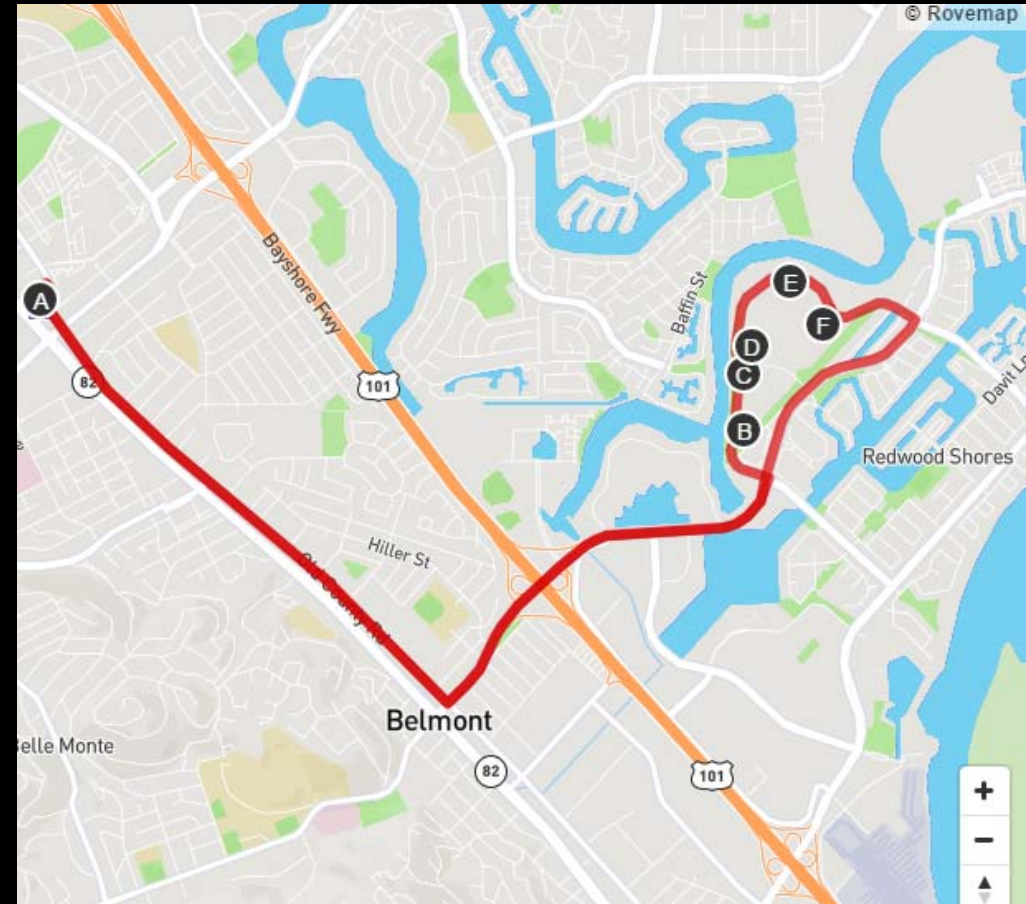
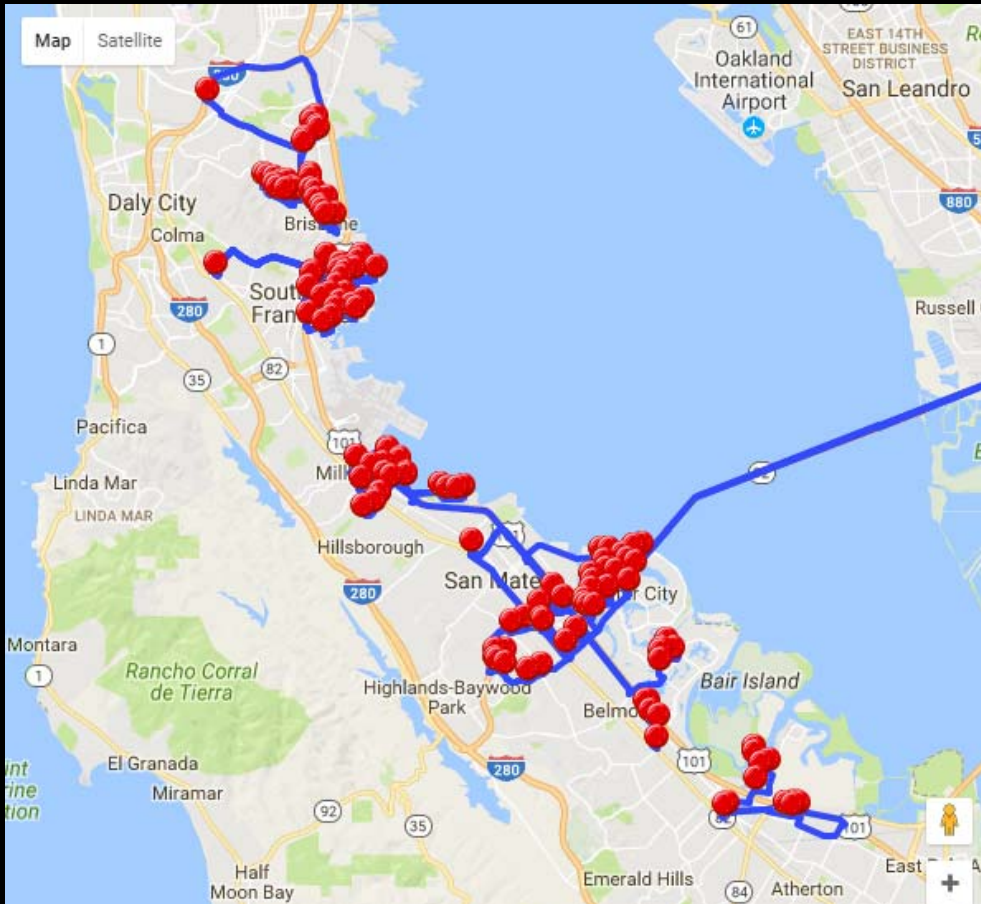
Work Plan for
FY 2017-2018
Key Initiatives

- STAR Platform
- Triennial Commuter Profile Survey
- Guaranteed Ride Home (GRH) Program
- Transportation Technology Partnerships

Commute.org Shuttle Program

- Public/Private Partnership
 - TA funds 50-75%, Consortium funds balance
 - Competitive call for projects every two years
- Who Participates?
 - Property managers, developers, hospitals, employers, municipalities
- Why Participate?
 - Competition for employees/tenants
 - Requirements of development
 - Satisfies Bay Area Commuter Benefits Program

Commute.org – 21 Routes – 64 Private Sector Partners





Shuttle Ridership by Calendar Year

Year	Ridership	Inc/Dec
2012	434,623	---
2013	471,753	+9%
2014	513,093	+9%
2015	585,203	+14%
2016	624,119	+7%

STAR Platform

- Platform launched in September 2016
 - Private networks for employers
 - 2017 Challenge ~ 1500 participants
 - MaaS pilot platform
- Extend functions/features in FY 2017-2018
 - Dynamic ridesharing integration
 - App-based trip logging
 - GRH program integration

YOUR COMMUTE COUNTS.

STAR Platform
my.commute.org

A Start

B Destination

Let's Go!

20
I M

...based digital platform to search, plan and track their commute options and actual performance. In 2016, the following results from personalized my.Commute.org TAR accounts confirm that local commuters can make a measurable difference.



2016 Impact Report



66,521
ALTERNATIVE
TRIPS LOGGED
TO DATE



4,416,742
estimated number
of calories burned

The equivalent of **22,084**
doughnuts or **12,619** burgers



7,918 USERS REGISTERED



\$322,172
DOLLARS SAVED BY USERS

Four Modes Account For Nearly 80%
OF ALL LOCAL ALTERNATIVE TRIPS

 25,330

 12,372

1,248,086
ALTERNATIVE MILES
TRAVELED.

That's 

324 TONS CO₂ REDUCED



The equivalent of **8,397**
tree seedlings
grown for 10 years



An aerial, high-angle view of a city street. A large, blue, multi-story bus is the central focus, moving from the top left towards the bottom right. The bus has green lights on its front and sides. Several cars are visible on the street, including a red car, a white car, a silver car, and a yellow car. The street is lined with trees and a sidewalk. The overall scene is brightly lit, suggesting daytime.

Infrastructure Projects
will have an Impact

A white Van Hool private coach bus is parked on a street. The bus has a large windshield with the number '15' and 'GBUS TO HTU' displayed. The Van Hool logo is visible on the front. The license plate is '8256577'. On the side of the bus, the number '15' and 'VEPR165 TOP 001430-4 CA 255401' are visible. The background features palm trees and a building.

Private Coach Industry Continues to Evolve & Impact



Technology is Disrupting the Transportation Industry

TECH
talks

TECHNOLOGY ENERGIZES
ALTERNATIVE COMMUTES

Thursday,
March 9,
2017

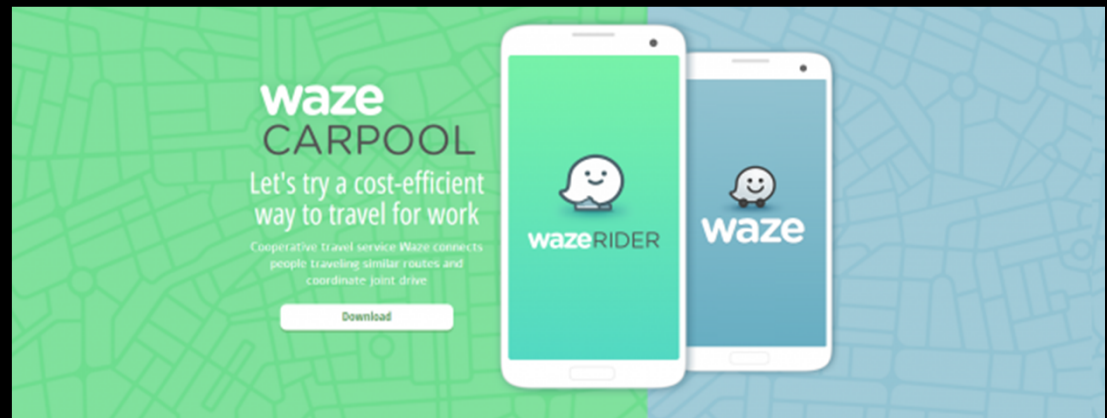
10:00 AM
to
1:00 PM

Genesis, 1
Tower Pl, South
San Francisco

Lunch
Will Be
Provided

Commute.org

App-based carpooling



Ride-hailing
apps (TNC's)




Shared-use mobility

BAY BIKES
SAN MATEO BIKE SHARE

EASY, AFFORDABLE, FUN!

Bay Bikes is an easy way to get around town
and connect to the rest of the Bay Area.

[REGISTER](#) [LOG IN](#)



HERE IS
HOW IT WORKS

Autonomous vehicles



Discussion

John Ford

Executive Director

PH: 650/588-8170

john@commute.org

Commute.org



YouTube

