

It's Like Commuting in the Cloud.

Download a Smarter Commute at Commute.org



**Presentation for:
C/CAG Board of Directors**

Presentation Outline

- Agency Overview
- FY 2019-2020 Work Plan
- Programs Review
- Discussion

The logo for Commute.org is centered within a white circle. The circle is positioned on the right side of the slide, overlapping a dark blue vertical bar that runs from the top to the bottom of the page. The text "Commute.org" is written in a blue, sans-serif font and is enclosed in a thin yellow rectangular border.

Commute.org

Agency Overview

- **Structure:**
 - JPA – 18 members
 - Board – elected officials
 - Staff – 8 full-time, 1 AmeriCorps Fellow
- **Funding Partners:**
 - C/CAG
 - San Mateo County Transportation Authority (TA)
 - Bay Area Air Quality Management District (TFCA via C/CAG)
 - Private Sector Employers & Property Managers

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Commute.org

Board of Directors

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East Palo Alto

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Hillsborough

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Redwood City

Rick Bonilla
San Mateo

Davina Hurt
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Pacifica

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County of San Mateo

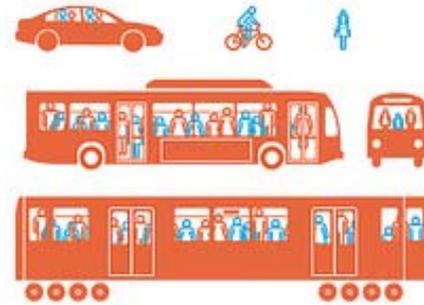
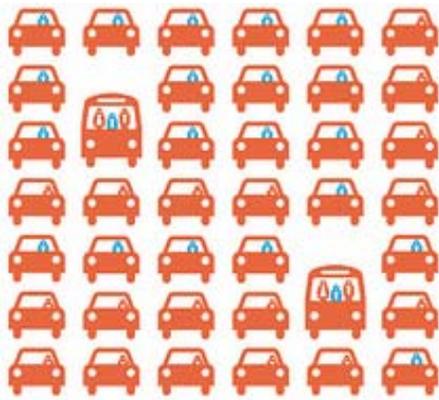
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* Chair

** Vice Chair

Roster as of 9/2019

Commute.org Mission



Commute.org

Reduce SOVs traveling to, from or through San Mateo County

Work Plan for FY 2019-2020

- **Basis for Scope of Work documents with funders**
- **Roadmap for programming and special projects**
- **Metrics and performance goals by program area:**
 - Commuter Program
 - Employer Program
 - Shuttle Program
 - Partnerships with public, private and non-profit organizations
 - Agency development and improvement

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Work Plan for FY 2019-2020

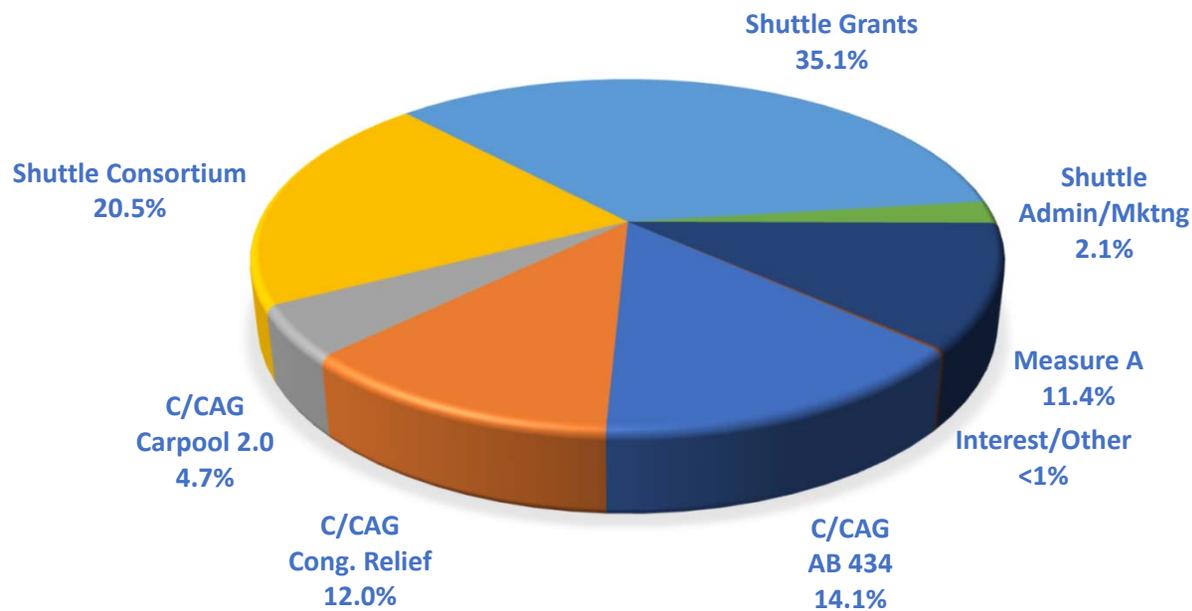
- **Key Initiatives:**

- STAR Platform – Continued Expansion
- Commute Profile 2019 Survey
- Database Improvement Project 2020
- Strategic Plan Update

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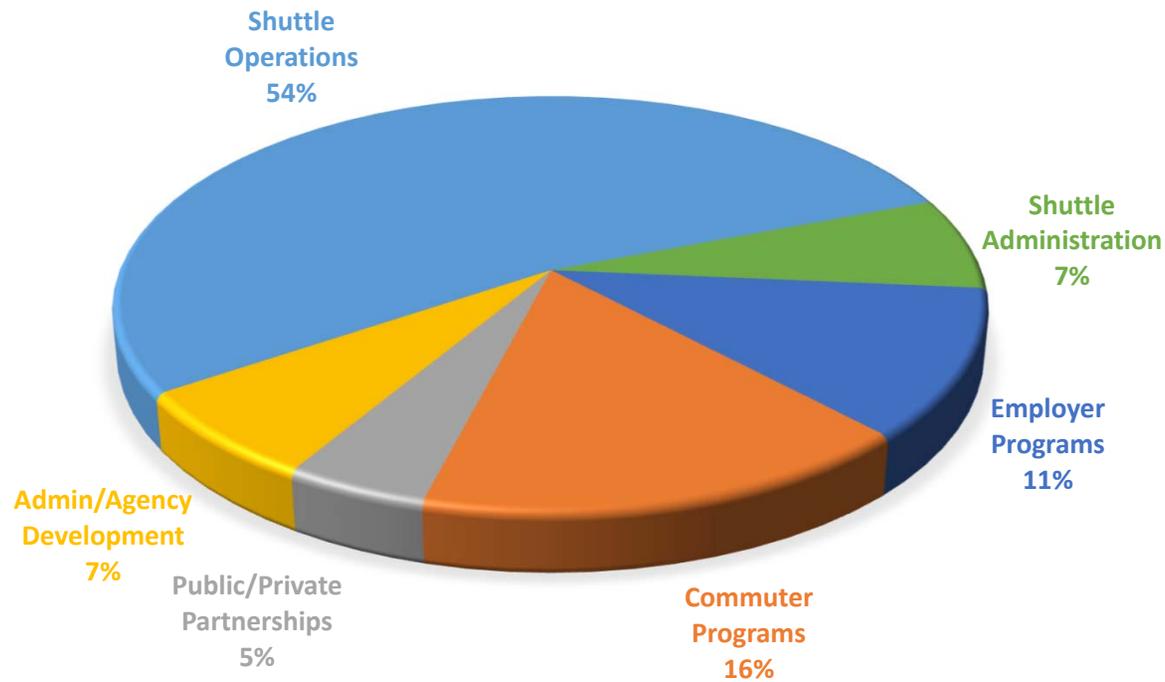
Commute.org

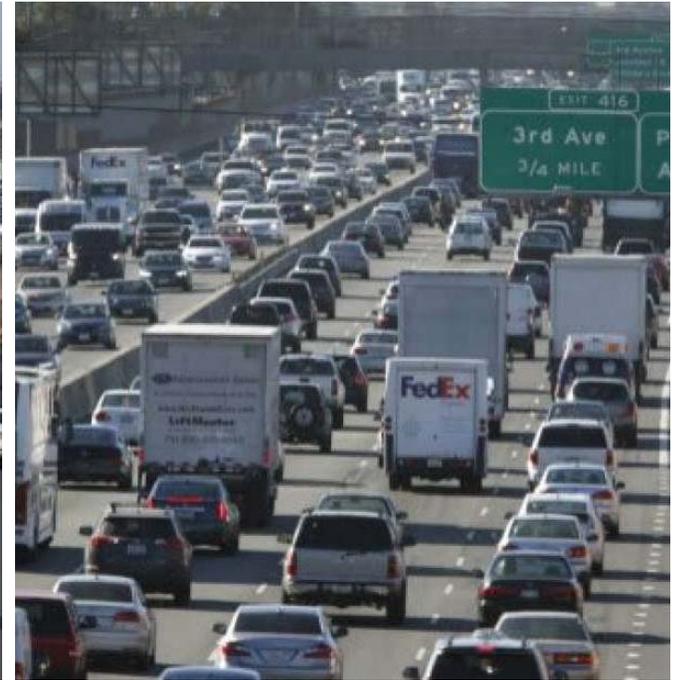
Budget FY 2019-2020 Revenue (\$4.25 M)



Commute.org

Budget FY 2019-2020 Expenditures (\$4.33 M)





San Mateo County Congestion







How are Bay Area workers getting to their jobs?

Commute Mode Choice ¹

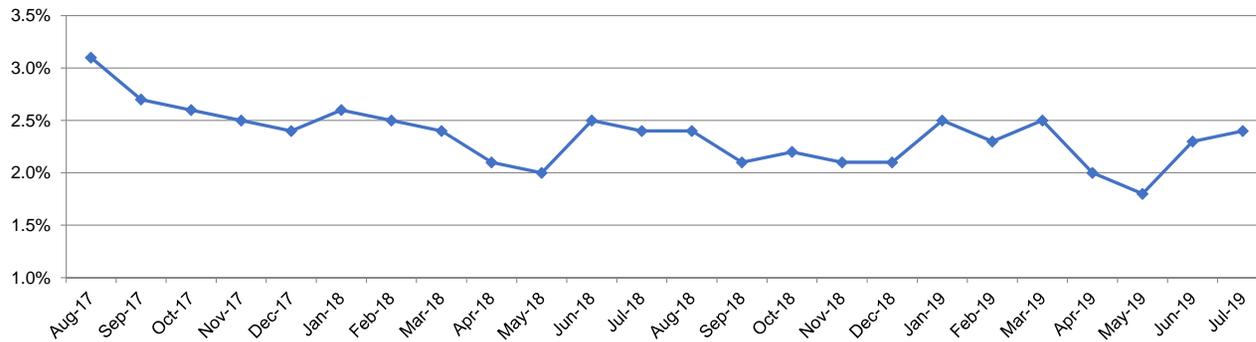
No matter where a person lives, commuting can be a challenge. And no matter the location in the Bay Area, residents have different options for getting from home to work. Some commuters walk or ride their bikes to work, others carpool across the Bay Bridge, and still others rely on transit. The choice of how to commute - or commute mode choice - affects everything from traffic congestion to air pollution.

12%

of Bay Area commuters relied on public transit in 2016, the highest share since 1970

Jobs / Traffic Correlation

San Francisco and San Mateo Counties
Unemployment Rate Historical Trend



COUNTY	RANK BY RATE	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT	RATE
STATE TOTAL	---	19,453,600	18,589,100	864,500	4.4%
ALAMEDA	9	853,900	825,700	28,200	3.3%
MARIN	3	142,700	139,000	3,600	2.5%
NAPA	5	75,700	73,500	2,300	3.0%
SAN FRANCISCO	2	586,700	572,500	14,200	2.4%
SAN MATEO	1	463,400	452,700	10,700	2.3%
SANTA CLARA	4	1,064,400	1,034,900	29,500	2.8%
SONOMA	5	262,000	254,200	7,800	3.0%

July 2019

YOUR COMMUTE COUNTS.

A Start

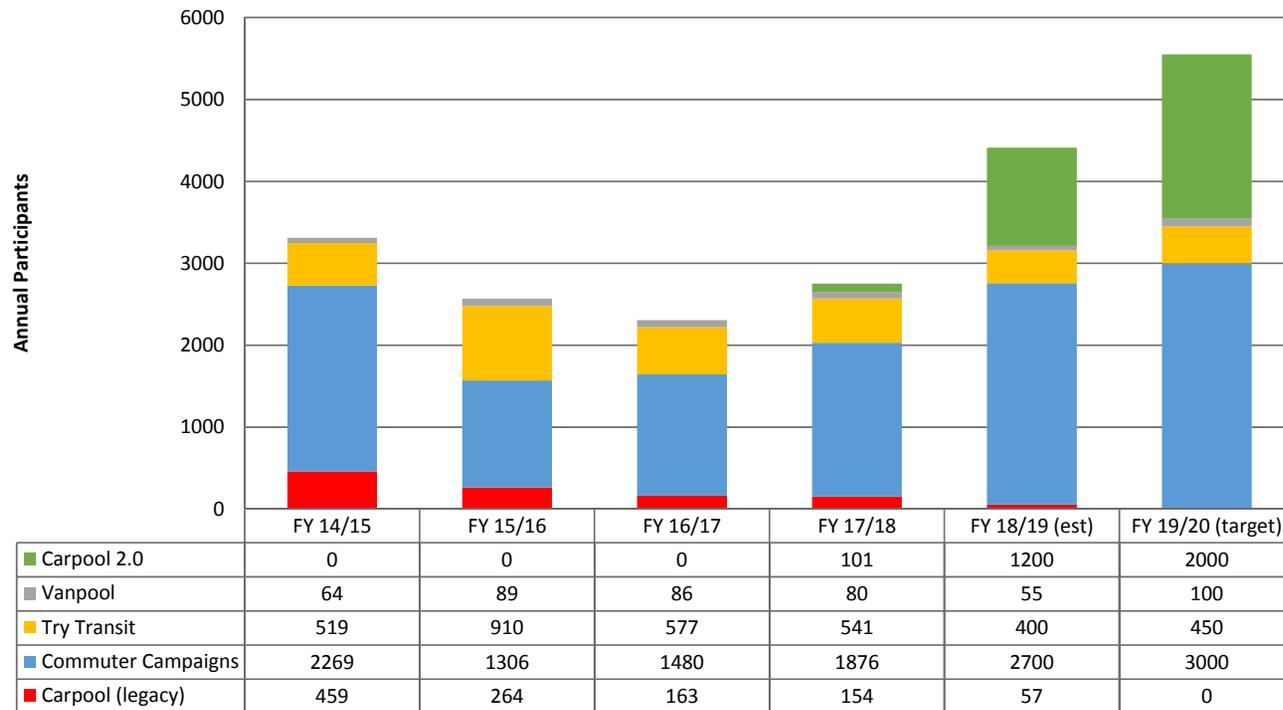
B Destination

Let's Go!



Incentive and Rewards Programs

Incentive Program Participants (all programs)



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
- 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:

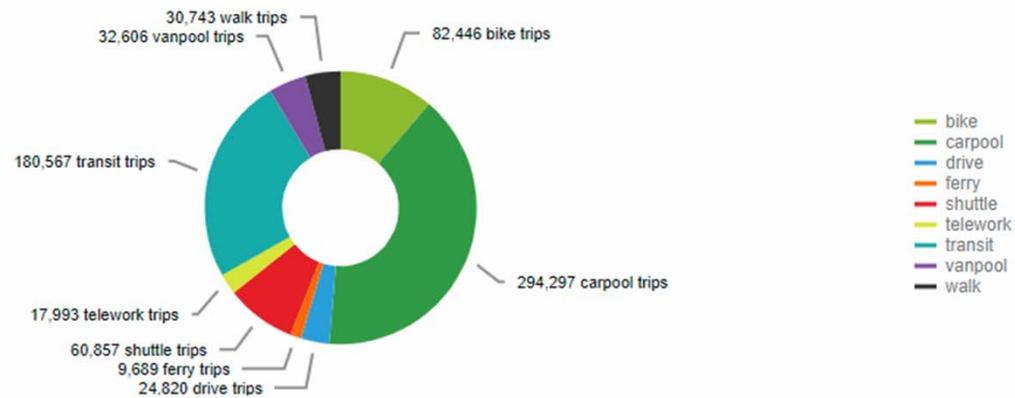
SCHEDULE: **S M T W T F S**
07:00 AM & 03:30 PM

david
from MARBLY AVE, DALY CITY, CALIFORNIA, 94015

DRIVER'S TRIP ▲ 6.1 MI / 25 MIN *

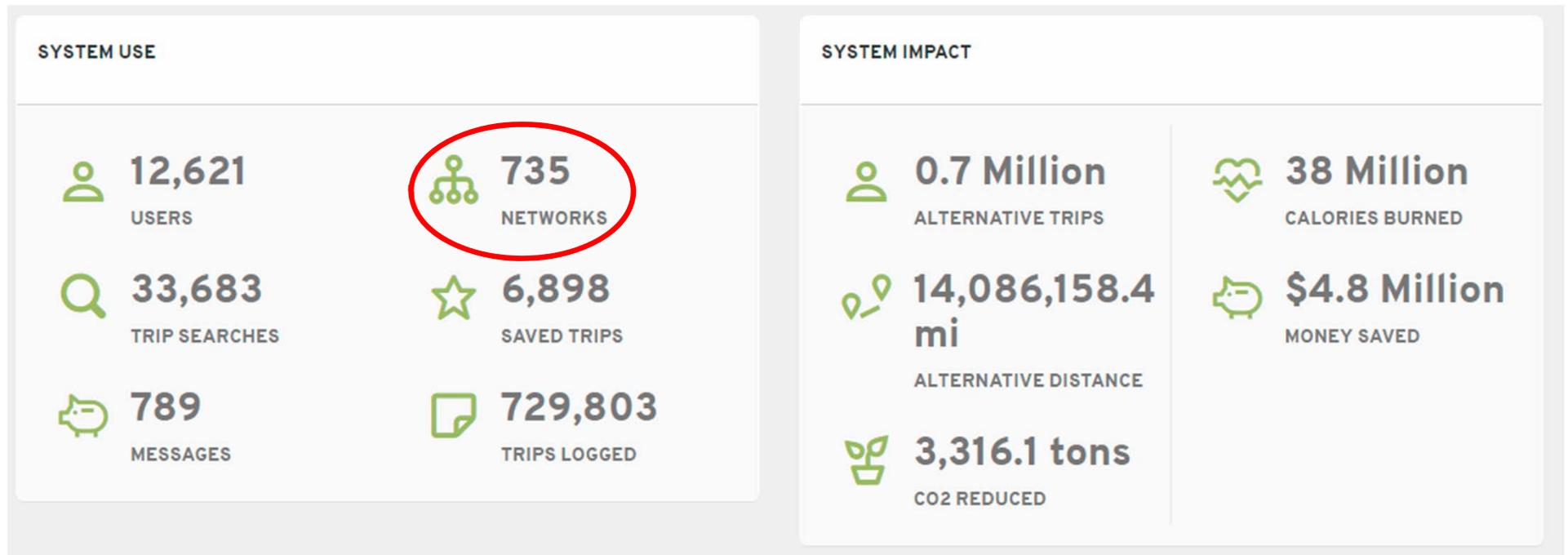
Information courtesy RideAmigos, OpenStreetMap, Esri

STAR Platform – Data Driven Feedback



MODE	USERS	TRIPS	MILES	DOLLARSSAVINGS	CO2SAVINGS	CALORIES
carpool	3,859	294,297	6,475,590	1,825,096	1,191,508,470	0
transit	2,627	180,567	4,046,893	1,158,229	774,759,580	0
bike	1,371	82,446	627,443	354,564	230,899,202	31,372,174
shuttle	1,082	60,857	1,172,203	550,889	317,667,014	0
vanpool	371	32,606	1,095,478	514,935	296,874,462	0
walk	862	30,743	71,679	40,491	26,378,016	7,167,939
drive	1,097	24,820	476,630	0	0	0
telework	466	17,993	481,938	272,277	177,353,331	0
ferry	151	9,689	204,610	66,957	10,137,183	0

STAR Platform (my.commute.org)



Thru 6/30/2019



**SUPER COMMUTERS
GET REWARDED!**

**JOIN THE 2019
COMMUTER CHALLENGE!
APRIL 1 - MAY 31, 2019**



GUARANTEED

RIDE  **HOME**

C O M M U T E . O R G



IF YOU RIDE PUBLIC TRANSIT, BIKE, OR CARPOOL TO WORK
**COMMUTE.ORG GUARANTEES YOUR
EMERGENCY RIDE HOME**

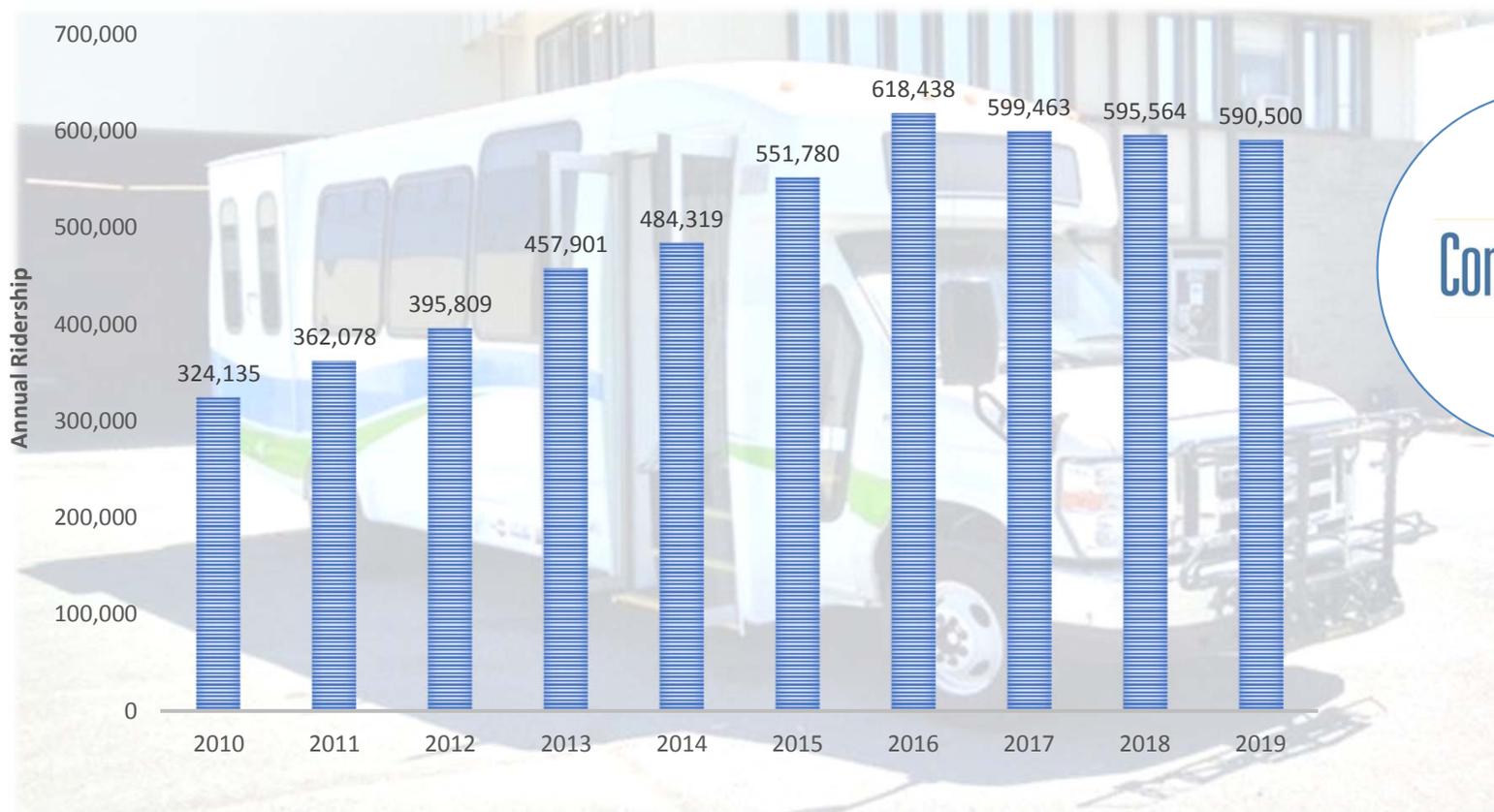
[Commute.org](https://www.commute.org)

Shuttle Program



Commute.org

Shuttle Program



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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

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John Ford
Executive Director
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john@commute.org



Carpool 2.0

Countywide Carpool Incentive
Pilot Program

C/CAG Board of Directors

September 12, 2019



Carpool 2.0 Goals

- Reduce number of single occupancy vehicles on the road and increase usage of carpooling and ridesharing in San Mateo County during peak commute periods
- Encourage residents and employees of San Mateo County to consider carpooling/ridesharing as an alternative to driving alone when commuting to and from work

Carpool 2.0 Program

- Carpool trips that begin or end in San Mateo County
- Carpooler can earn up to \$100 in e-gift card rewards. For every 10 days of reported carpool trips, the commuter can unlock a \$25 e-gift card reward, up to 4 times (\$100)
- Carpooler must use Commute.org's STAR platform (my.commute.org) to report carpool trips via an approved connected app (Scoop, Waze Carpool or RideAmigos Commute Tracker)
- \$400,000 available to subsidize the cost of the program over a one-year period or until funds are exhausted
- Soft launch October 12, 2018. Official launch January 2019. Expected end date December 31, 2019

Carpool 2.0 Launch - January 2019



Radio

- KCBS

TV

- ABC 7
- KRON4
- KTVU
- NBC Bay Area
- KTSF (Chinese-language)
- Univision (Spanish-language)

Print

- Sing Tao Daily (Chinese-language)

Carpool 2.0 Outreach

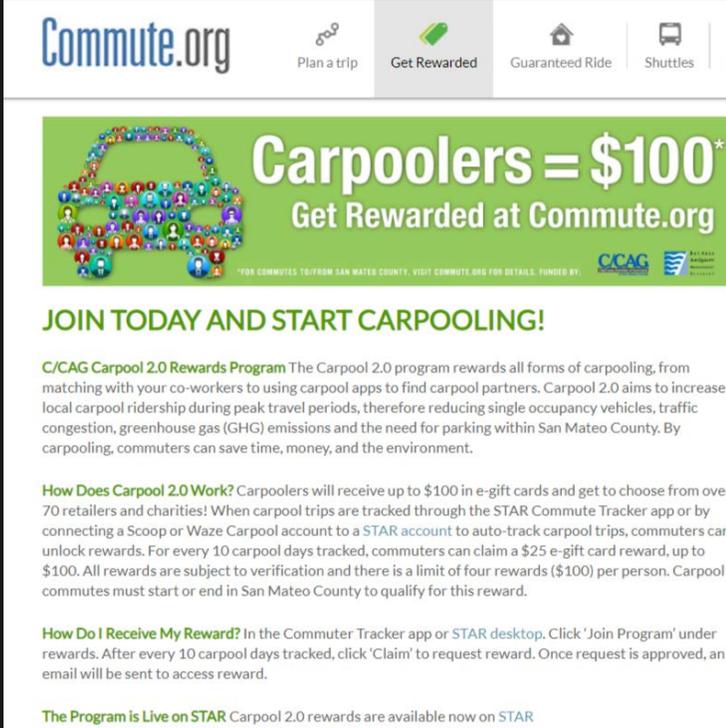


Carpoolers = \$100*
Get Rewarded at Commute.org

*FOR COMMUTES TO/FROM SAN MATEO COUNTY. VISIT COMMUTE.ORG FOR DETAILS. FUNDED BY:




- Commute.org (e-news, employer mailers, employer events)
- Graphics and printed collateral
- Highway billboards
- Social media
- Residential mailers
- Mid-Week Carpool Challenge



Commute.org Plan a trip Get Rewarded Guaranteed Ride Shuttles Res

Carpoolers = \$100*
Get Rewarded at Commute.org

*FOR COMMUTES TO/FROM SAN MATEO COUNTY. VISIT COMMUTE.ORG FOR DETAILS. FUNDED BY:

JOIN TODAY AND START CARPOOLING!

C/CAG Carpool 2.0 Rewards Program The Carpool 2.0 program rewards all forms of carpooling, from matching with your co-workers to using carpool apps to find carpool partners. Carpool 2.0 aims to increase local carpool ridership during peak travel periods, therefore reducing single occupancy vehicles, traffic congestion, greenhouse gas (GHG) emissions and the need for parking within San Mateo County. By carpooling, commuters can save time, money, and the environment.

How Does Carpool 2.0 Work? Carpoolers will receive up to \$100 in e-gift cards and get to choose from over 70 retailers and charities! When carpool trips are tracked through the STAR Commute Tracker app or by connecting a Scoop or Waze Carpool account to a STAR account to auto-track carpool trips, commuters can unlock rewards. For every 10 carpool days tracked, commuters can claim a \$25 e-gift card reward, up to \$100. All rewards are subject to verification and there is a limit of four rewards (\$100) per person. Carpool commutes must start or end in San Mateo County to qualify for this reward.

How Do I Receive My Reward? In the Commuter Tracker app or STAR desktop. Click 'Join Program' under rewards. After every 10 carpool days tracked, click 'Claim' to request reward. Once request is approved, an email will be sent to access reward.

The Program is Live on STAR Carpool 2.0 rewards are available now on STAR



Carpoolers = \$100*
Get Rewarded at Commute.org



Program
weekly
daily
lock a days

Activity can be automatically opt to connect your accounts. automatically but must be able for download on the

Carpool trips must be to or or end at a regular work

subject to qualification, be available through or until program funds id. Visit Commute.org for rules and restrictions.

details, of* to \$55888

Contact us at commute.org

Get Rewarded at Commute.org

Carpoolers will receive up to \$100 in e-gift card rewards and get to choose from over 70 retailers and charities! For every 10 carpool days tracked, commuters can claim a \$25 reward. Create a STAR account on my.commute.org. Then track and confirm your carpool trips using an approved app to unlock rewards.

Commute.org

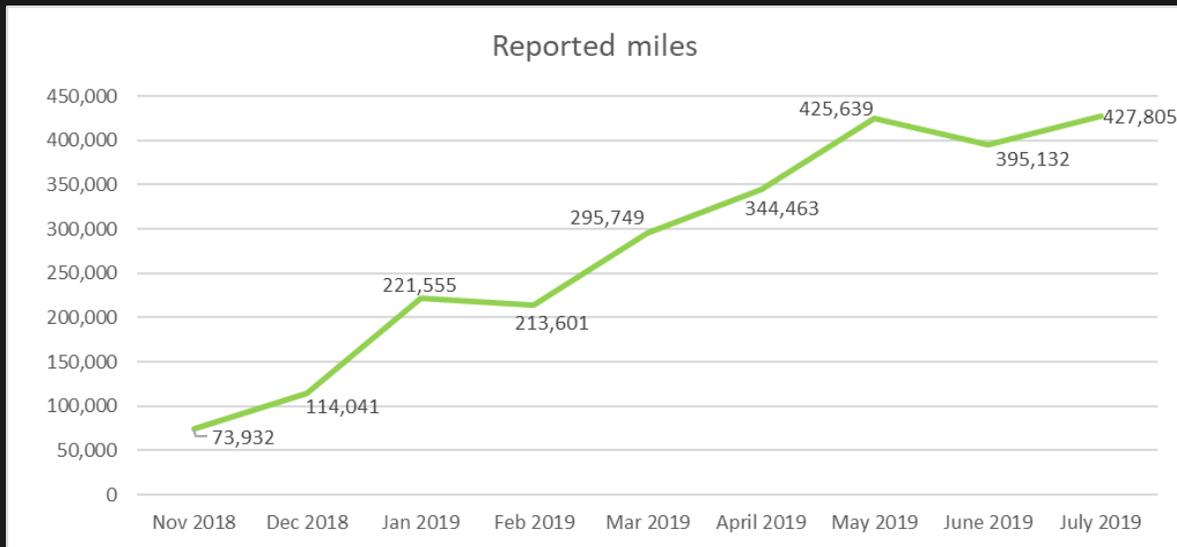
Commute.org

Carpool 2.0 Reporting

Cumulative Program Results

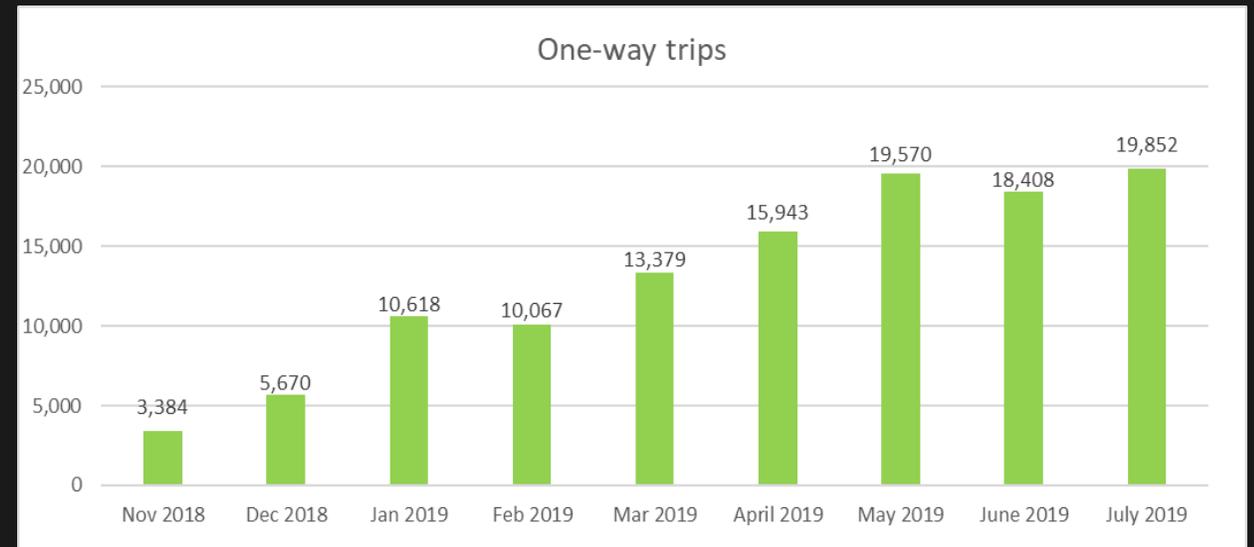
- October 12, 2018 – July 31, 2019
- 9 months 2 weeks
- 1,371 rewarded users
- 2,511,917 total miles reported
- 116,891 total one-way trips
- 21 average miles per trip
- 502 tons co² reduced
- \$107,450 in rewards

Carpool 2.0 Reporting



2,511,917 total reported miles

Program effective cost: \$0.04/mile

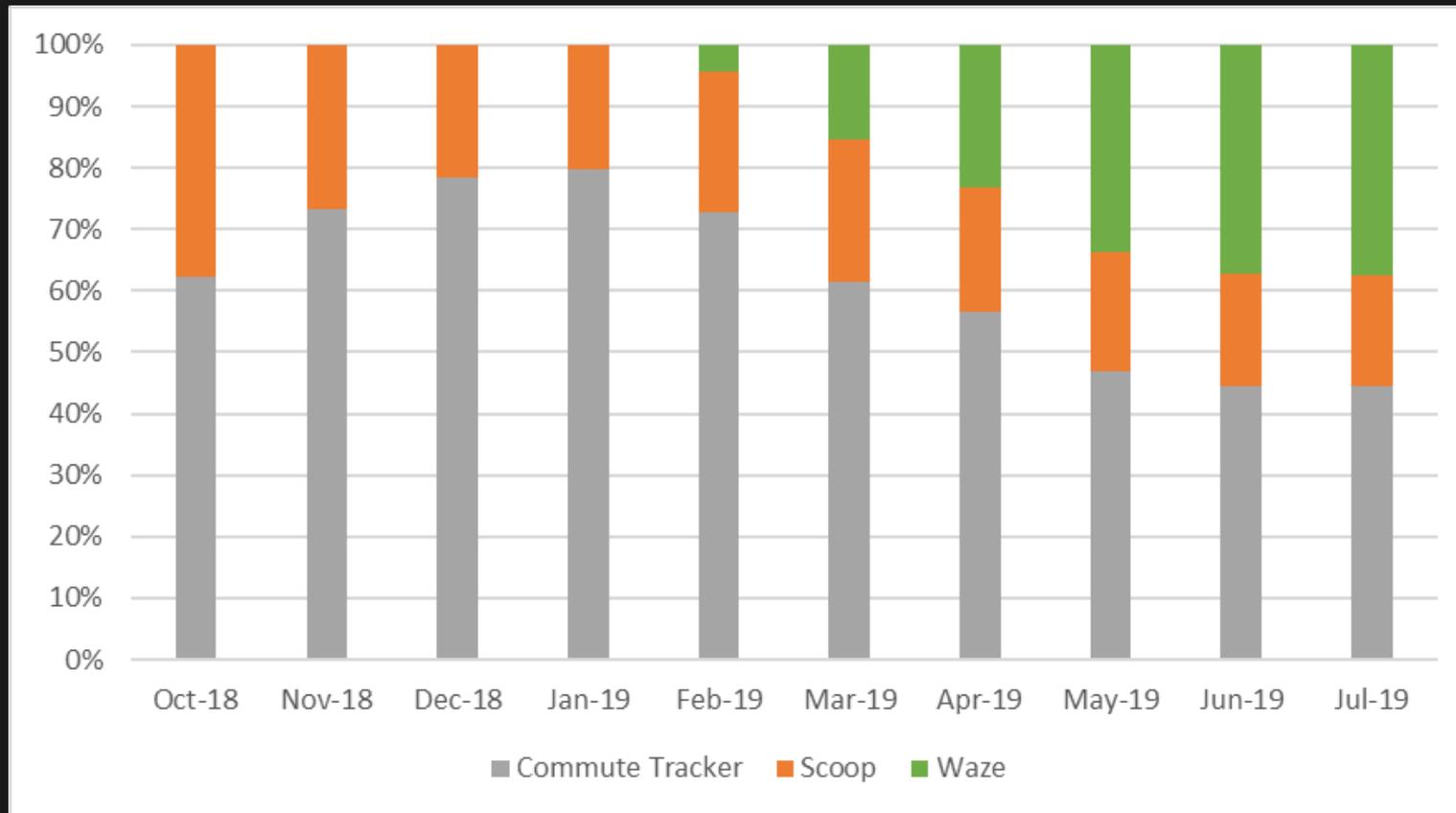


116,891 total one-way trips

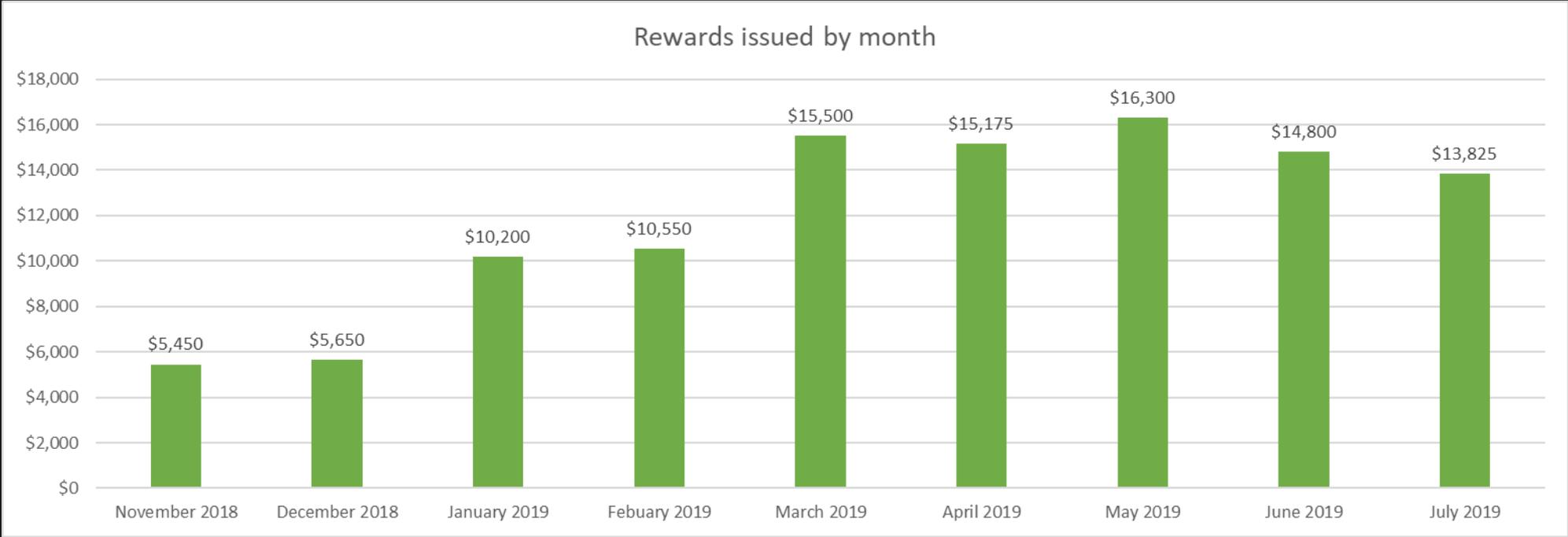
\$0.92/trip

Carpool 2.0 Reporting

% Distribution of one-way trips by approved app

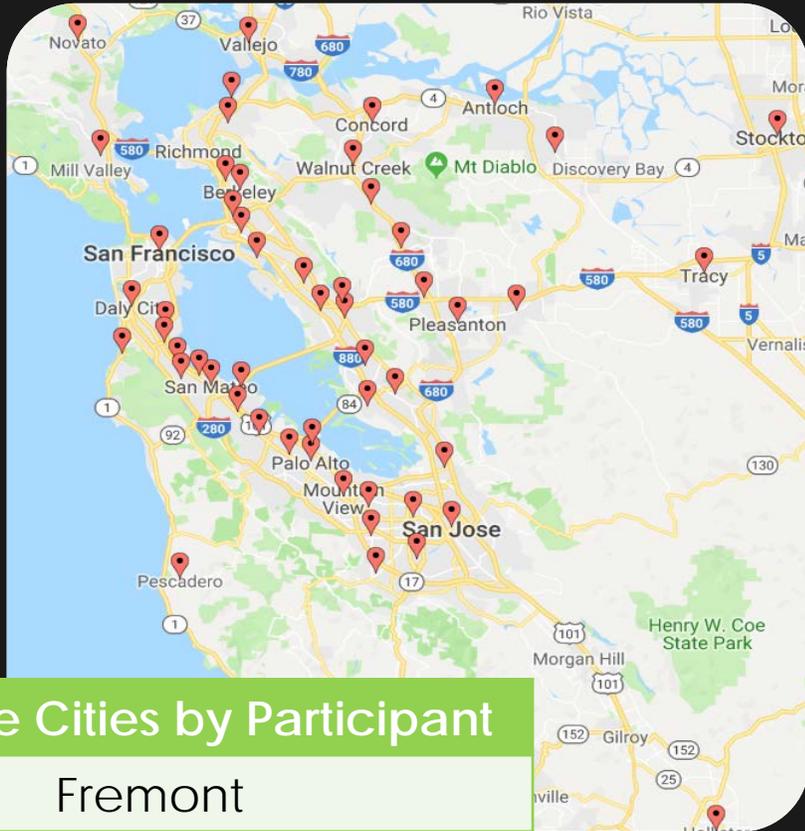


Carpool 2.0 Reporting



Total rewards \$107,450

Home



Top Home Cities by Participant

Fremont

San Francisco

San Jose

Top Work Cities by Participant

Foster City

Redwood City

San Mateo



Work

Partial list of Employers in Carpool 2.0

Abbott Labs	Catalyst Family Office	Gauss Surgical	Kaiser Permanente	Qualys, Inc.	StarVista
Abbvie	Change Healthcare	Genentech	Lucid Motors	Replicon	State of California
Acerta Pharma	Check Point Software	Genomic Health	Lucile Packard Children's Hospital	Reviver	Surrozen, Inc.
Akamai	City of Menlo Park	Gilead Sciences, Inc.	Maven	Roblox	Sutro BioPharma, Inc.
Alaska Airlines	City of San Mateo	Ginger.io	Maverick Therapeutics	San Mateo County	SyCal Engineering
Amgen	College of San Mateo	Giovani	Medallia	San Mateo County Libraries	Syska
Aryaka	Conversica, Inc.	Google, Inc.	Mills Peninsula	San Mateo County Superior Court	Ten-X
Aspiranet	Coraltree Hospitality	Guidewire Software, Inc.	Model N, Inc.	San Mateo Credit Union	Torani
Assembly Biosciences	County of San Mateo	IBM, Inc.	Motiv Power Systems	San Mateo Medical Center	Turing Video
AstraZeneca	Deloitte	International Data Corp.	NCR Corporation	Shape Security	United Airlines
Asurion LLC	Denali Therapeutics	Illumina	NGM Biopharmaceuticals	Shutterfly, Inc.	Upgrade
Autodesk, Inc.	Double Robotics, Inc.	Immersion Corporation	Nikon Precision	Siemens	USPS
Autogrid Systems	Electronic Arts, Inc.	Immutics	Notable Labs	Skyline College	VA Hospital
Avinger	EDD	IMVU	OATI, Inc.	SLAC	Varian
BioMarin	Envestnet Yodlee	Incorta	Oracle	Snaplogic	Visa
Bright Horizons	Ernst and Young	Informatica LLC	Pacific Biosciences	Snowflake	Walmart
Brightedge	Etrade Financial	Inspyrus	PACT Pharma	SoftBank Investment Advisers	Xtime
C3	Fisher Investments	Intrexon	Personal Capital	Sony	YouTube

Carpool 2.0 Lesson Learned

- Verifiable trips are most desired in future planning
- Goal-based rewards program received positive feedback
- Rewards are an effective tool for carpoolers to recruit new carpoolers
- Waze Carpool leveraged reward program to recruit more carpoolers
- Increased participation rates in other Commute.org programs

Carpool 2.0 Next Steps

- Program continues until December 31, 2019
- Fall marketing push to encourage more carpools
- Mid-week Carpool Challenge promotion
- Survey participants
- Discuss Carpool 2020 rewards program