

SOME COMMUTES ARE SMARTER THAN OTHERS



FIND WISDOM AT

Commute.org

**Presentation for:
City/County Association of Governments in San Mateo County
Board of Directors (3/11/2022)**

ITSMA formed

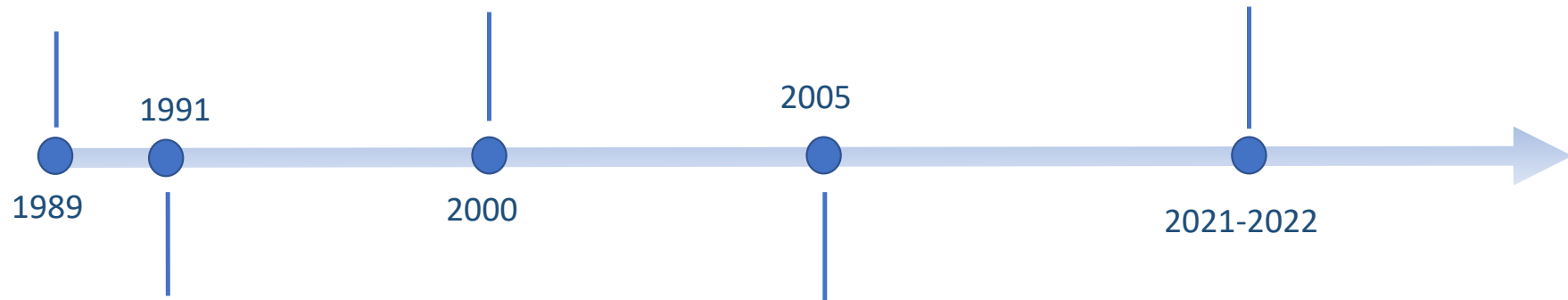
- Belmont
- Foster City
- Redwood City
- San Carlos
- San Mateo
- Burlingame (1990)

PTCRA formed

- ITSMA
- MITSMA
- East Palo Alto

Commute.org expanded

- Menlo Park
- Portola Valley
- *Woodside*



1989

1991

2000

2005

2021-2022

MITSMA formed

- Brisbane
- Colma
- Daly City
- Half Moon Bay
- Millbrae
- Pacifica
- South San Francisco
- San Bruno (1992)

PTCRA expanded

- Atherton
- Hillsborough
- County of San Mateo

History of Commute.org

Board of Directors

Elizabeth Lewis
Atherton

Emily Beach**
Burlingame

Carlos Romero
East Palo Alto

Christine Krolik
Hillsborough

Mike O'Neill
Pacifica

Rico Medina
San Bruno

Eddie Flores
South San Francisco

Davina Hurt
Belmont

Rae Gonzalez
Colma

Sanjay Gehani
Foster City

Jen Wolosin
Menlo Park

Maryann Derwin
Portola Valley

Sara McDowell
San Carlos

David Canepa
County of San Mateo

Clifford Lentz*
Brisbane

Pamela DiGiovanni
Daly City

Deborah Penrose
Half Moon Bay

Reuben Holober
Millbrae

Michael Smith
Redwood City

Amourence Lee
San Mateo

The logo for Commute.org, featuring the text "Commute.org" in a blue, sans-serif font, enclosed within a white circle with a thin blue border. The circle is positioned on a dark blue background that forms a vertical bar on the right side of the page.

Commute.org

** Chair*

*** Vice Chair*

Roster as of 2/2022

MISSION

- Our mission is to reduce traffic congestion and greenhouse gas emissions while enhancing the quality of life in San Mateo County by promoting the use of sustainable transportation and commute alternatives.

VISION

- We envision a region where all residents and employees have access to equitable, sustainable, affordable, and safe transportation options and use them as their primary modes when commuting.

The logo for Commute.org is centered within a white circle that has a thin blue border. The circle is positioned on the right side of the slide, overlapping a large, solid blue rectangular area that occupies the right edge of the page. The text "Commute.org" is written in a blue, sans-serif font and is enclosed in a thin, light-colored rectangular box.

Commute.org

Adopted in April 2021

Transportation Demand Management (TDM)



Commute.org

Reduce Vehicle Miles Traveled (VMT) and Single-Occupant Vehicle (SOV) trips by commuters in San Mateo County

Key Initiatives In Progress



Equity Principles and Metrics



GoPass Distribution Pilot Program



Coastside Commute Alternatives Assessment



STAR Platform Peer Expansion in Partnership with MTC



TDM Policy and Guidelines Project – Compliance and Monitoring

Objective 2: Integrate Equity Principles Across All Programs

2.1 Establish equity principles and priorities ensuring that county's geographic, demographic, and industry diversity are addressed

- • Create stakeholder group with board members and external stakeholders
 - Engage equity consultant
 - Conduct needs to programs/services analysis
- • Perform analysis of county's geographic, demographic, and industry diversity
 - Establish equity principles/priorities

2.2 Develop metrics to measure agency performance based on equity principles

- • Document existing program metrics
 - Define new metrics and develop methods
 - Establish baseline measurements
 - Incorporate equity metrics into regular reporting to funders and the community

2.3 Strengthen programs and services by addressing equity issues and integrating principles

- • Staff training
 - Update and incorporate equity into existing programs, based on findings
 - Update and incorporate equity into communications/marketing, based on findings
 - Development of pilot programs
 - Incorporate equity into internal office procedures

Caltrain Go Pass Donation Program



Renewed 2022
Expand countywide
58 active participants

SAN MATEO COUNTY

Coastside We Need Your Opinion!

Commute.org, a public agency, is inviting Coastside residents to participate in a survey about travel patterns and transportation choices.

**COMPLETE THE SURVEY AND YOU COULD WIN
\$100 OR LOCAL PRIZES!**



Commute.org

Bay Area Integration Pilot

Shared goal

Establish an integrated ridematch system for the Bay Area regional partners to increase potential matches for commuters seeking to carpool with the goal to reduce the number of drive-alone commuters.

Benefits at a Glance

- Single sign-on for commuters to access systems that match their commute
- Commuters can view, share and connect with others to find carpool, vanpool and bike partner matches across all systems
- Cross marketing within systems to eligible commuters to increase overall participation in programs and awareness of local services



CCAG TDM Checklist
ccagtdm.org

Non-Residential (Office, Industrial, Institutional) Land Use: Large Project
500+ ADT; ~50,000+ sq ft

Page 1 of 2

About this Form
Any new development project anticipated to generate at least 100 average daily trips is subject to the C/CAO TDM Policy and must complete a TDM Checklist and implement associated measures to mitigate traffic impacts. [Read more at ccagtdm.org](#)

Questions?
support@ccagtdm.org

A Applicant Information

Project Address: _____ Contact First and Last Name: _____
Parcel Number: _____ Application Date: _____ Contact Phone Address: _____
Project Jurisdiction: _____ Contact Email Address: _____

B Trip Reduction Target Select one option based on your project's distance to high quality transit at [ccagtdm.org/high-quality-transit](#)

Identify your project type

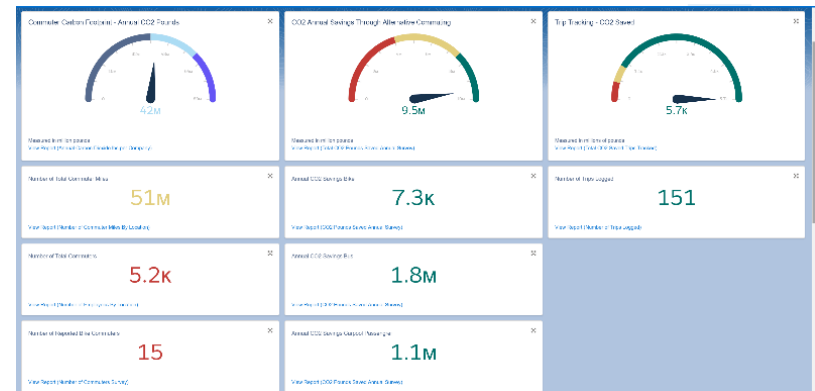
TOD
Less than 1/2-mile from high quality transit service
25% Trip Reduction Required

Transit Proximate
1/2 to 3 miles from high quality transit service
35% Trip Reduction Required

Non-Transit Proximate
More than 3 miles from high quality transit service
35% Trip Reduction Required

C Required Measures You must select all measures that apply for your project type [Click on each measure's title for more information](#)

Measure	Project Types	Percentage	Yes
M1 - Free/Preferential Parking for Carpools Provide free or preferential parking, including reserved spaces or spaces near an entrance or other desirable location, to incentivize ridesharing.	ALL	1%	<input type="checkbox"/>
M3 - TDM Coordinator/Contact Person Provide TDM coordinator/liaison for tenants. May be contracted through 3rd party provider, such as Commute.org.	ALL	0.5%	<input type="checkbox"/>
M4 - Actively Participate in Commute.org or Transportation Management Association (TMA) Equivalent Obtain certification of registration from Commute.org or equivalent TMA incorporation documents. <small>Select only one based on Project Type.</small>	TOD & Non-transit Proximate	6.5%	<input type="checkbox"/>
	Transit Proximate	16.5%	<input type="checkbox"/>
M5 - Carpool or Vanpool Program Establish carpool/vanpool program for tenants and register program with Commute.org.	ALL	2%	<input type="checkbox"/>
M6 - Transit or Ridesharing Passes/Subsidies Offer tenants passes or subsidies for monthly public transit or ridesharing costs incurred, equivalent to 30% of value or \$50 - whichever is lower.	ALL	10%	<input type="checkbox"/>
M7 - Pre-Tax Transportation Benefits	ALL	1%	<input type="checkbox"/>



TDM Policy/Ordinance Monitoring and Compliance Program

Programs for Residents, Employers, and Commuters in San Mateo County



COMMUTER
PROGRAMS



EMPLOYER/PARTNER
PROGRAMS



SHUTTLE PROGRAM





Rewards

Whether you commute to or from San Mateo County by transit, carpool, vanpool, bicycle, walking, or telecommute, there's a program for you. Check out the incentives we offer through our STAR platform and contact support@commute.org with any questions.



Carpool



Bicycle



Vanpool



STAR Store



Try Transit



Guaranteed
Ride Home



Carpoolers = \$100

Get rewarded at [Commute.org](https://www.Commute.org)

*Visit [Commute.org](https://www.Commute.org) for program details and limitations. Funding By:





Commute.org Shuttle Program

- 24 micro-transit routes under Commute.org management
- Routes serve Caltrain, BART, Ferry passengers for first/last mile
- Public/Private Funding:
 - ~40% private-sector contributions
 - ~60% Measure A (TA) grants
- No fares, ADA accessible, bike racks
- 600,000 passenger trips per year
- Ridership currently at 30% of pre-COVID levels

RETURNING TO THE OFFICE

Employees prefer to work:



Remote-only concerns:

- 28% — Weaker coworker relationships
- 26% — Decreased productivity while at home
- 20% — Fewer career advancement opportunities

Return-to-office wish list:

1. Ability to set preferred work hours
2. Personal office space
3. Commuting expenses
4. Relaxed dress code
5. Employer-provided childcare



1 in 3 professionals currently working from home would look for a new job if required to return to the office.

Source: Robert Half survey of more than 1,000 workers in the U.S.
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rh Robert Half®

Discussion

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