

Kim Comstock

Commuter Programs Manager

Commute.org

Become a Commute STAR





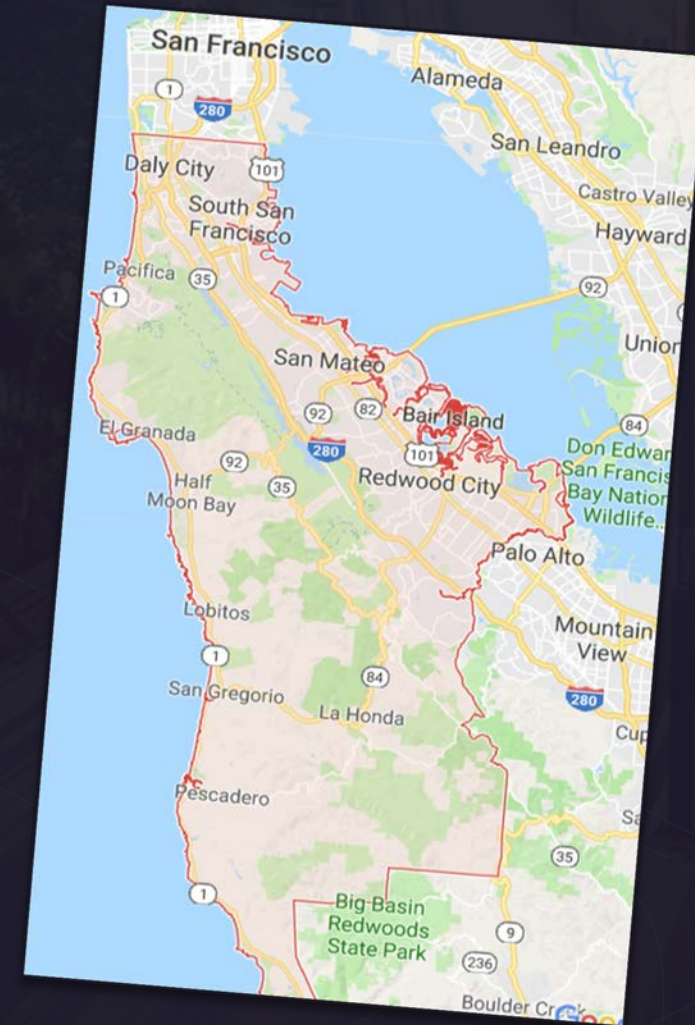
Agenda

- Agency overview
 - Commuter program highlights
 - Evolution of the STAR platform

Commute.org

Get to know us...

- Focus: Reduce SOV's traveling to, thru or from San Mateo County
- Structure: Joint Powers Authority with 18 members (cities, towns, county) governed by a Board of elected officials
- Funding: Grants from local transit, congestion relief, MPO sources (80%); Private sector contributions (20%)



What we do...

- First/last mile shuttles
- Employer consultations
- Commuter programs
- Annual events



Commuter Program

Big Changes

- Traditional TDM: Incentives, education, outreach, support
- New Commute.org: Use technology to increase commuter engagement and expand the reach of our programs
- Timeline of adoption
 - April 2016: Launched my.commute.org with a 2-month “challenge”
 - September 2016: Branded the platform - STAR (Support, Track And Reward)
 - February 2018: 10+ programs



Commuter Program 2016 Commuter Challenge

Total Trips
Modes: Bike, Carpool, Shuttle, Transit, Vanpool, Walk, Telework
43,755

Total Distance: 790,086.1 mi
CO2 Saved: 207.7 tons
Money Saved: \$204,254.78
Calories Burned: 3,347,720
Participants: 1,306

JOIN THE 2016 COMMUTER CHALLENGE
WIN GREAT PRIZES • APRIL 1 TO MAY 31

Commuter.org

The infographic features a central banner with the text 'JOIN THE 2016 COMMUTER CHALLENGE' and 'WIN GREAT PRIZES • APRIL 1 TO MAY 31'. Above the banner are icons of a taxi, a red car, and a white van. Below the banner are icons of a yellow van, an orange car, a white van, a red car, and a purple car. The background is a dark grey road with white dashed lines.

- 1st time using the RA platform and asking commuters to share commute trips
- 1st time we were able to report on the full impact of our Challenge

Commuter Program 2017 Commuter Challenge



**JOIN THE 2017
COMMUTER
CHALLENGE**

Win prizes by using commute alternatives to, from or through San Mateo County to work.

MY.COMMUTE.ORG



**JOIN THE 2017
COMMUTER
CHALLENGE**

READY, SET, GO! THE CHALLENGE IS
LIVE AT MY.COMMUTE.ORG!



**COMMUTER
CHALLENGE**

Commuter.org is challenging San Mateo County commuters to be part of the traffic solution!

**BAY AREA
BIKE TO
WORK DAY**
MAY 11, 2017

**SPECIAL OFFER FOR
BIKE COMMUTERS!**
Join the Commuter Challenge today at my.commute.org! Then log your bike trips this week (May 8 - 12) and you'll be entered to win a special Bike Commuter Prize Pack (\$250 value)!
See instructions on back side.

Commuter Program Ongoing engagement

INTRODUCING
THE

Star Store

on my.commute.org

COMPLETE THESE STEPS AT MY.COMMUTE.ORG

1. Log your Commute Alternative Trips
2. Go to Incentives > Point Programs
3. Redeem Your Prize in the Star Store
4. Add a Mailing Address to your Profile
(Contact support@commute.org with questions)

2017 Rewards



Welcome to the 2017 STAR Store

Logging Trips = Points

For each day you log a transit, ferry, carpool, vanpool, bicycle, walk or telecommute trip, you earn 1 point in the STAR Store. Once you earn enough points to redeem an item, make your selection. Only one reward allowed per redemption.

To mail your reward, please update your profile with your home mailing address. Click your name in the top right corner and select edit profile to add your address. Check out this [short video](#) to help you receive your reward.

YOU HAVE
11
POINTS

Select a reward:

- Bicycle reflective pant strap (10 points) (you can purchase up to 2 of this item)
- Commuter pack (headphones, smart wallet, hand sanitizer) (15 points)
(you can purchase up to 1 of this item) (you only need 4 more points to purchase this item!)
- Bamboo utensil set (20 points) (you can purchase up to 1 of this item)
- Power bank (portable charger) (30 points) (you can purchase up to 1 of this item)
- Vacuum insulated bottle (40 points) (you can purchase up to 1 of this item)

Please make a selection

Start Date: Jul 1, 2017
End Date: Dec 31, 2017
Contact: Support

Commuter Program And more



Vanpool Rewards

Log vanpool trips during the months of November and December to be entered to win gift cards

50 new vanpoolers joined STAR



Commuter Program Technology integration



- San Mateo County C/CAG offers commuters \$2 off Scoop and Waze (coming soon) carpool trips

- Keep commuters connected to STAR through Connected Apps option

The screenshot shows a mobile application interface. On the left is a large play button icon with the text "Start Incentive" below it. To the right, the heading "Connect your Scoop carpool app" is followed by details: "Reward: \$5 Starbucks gift card after first Scoop trip is automatically logged", "Eligible Dates: 1/17/18 - 3/31/18", and "Eligible Modes: carpool". At the bottom, "Criteria: 1 trips" and "Trip Log Criteria: Trips must be logged via the following app(s), click to download and connect: SCOOP" are listed.

Commuter Program Coverage for All



**GUARANTEED
RIDE  HOME**

Peace of Mind for Commuters
Who Travel to Work by
Public Transit, Carpool, Vanpool,
Bicy

Free Ride Home
in the Event of
an Emergency*



**GUARANTEED
RIDE  HOME**
C O M M U T E . O R G

Commute.org modernizes ride incentive program

Guaranteed rides home for users of alternate modes of transit across San Mateo County

By **Samantha Weigel**
DAILY JOURNAL STAFF

From paper vouchers good for the cost of a taxi ride to electronic reimbursements for using a ride-sharing company, Commute.org is modernizing an incentive program aimed at encouraging people to use alter-

nate modes of transportation.

The transportation demand management agency released a new "guaranteed ride home" program for those facing an emergency. Think of it as an insurance policy for people who work or go to college in San Mateo County and commute via mass transit, carpool, bike or by walking, said

Commuter Programs Manager Kim Comstock.

While guaranteeing a ride home isn't a new concept, the agency has revamped its nearly decade-old program to provide more flexibility for the modern commuter, she explained.

Instead of the old model of contracting with employers to offer

paper vouchers for a taxi, they've expanded the program to anyone who works or attends college in San Mateo County with reimbursements available through an online account that has to be signed up for in advance.

"With the world of mobility changing and how people are moving changing, and the trans-

portation network companies like Uber and Lyft, we knew we needed to reevaluate this program," Comstock said. "It's important to stay current with the options that are available for commuters."

Commuter.org offers up to four

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commuters, go green this spring



COMMUTER CHALLENGE

Your work day will blossom with a greener commute. Join the challenge at my.commute.org.

APRIL 1 - MAY 31, 2018

Weekly Prizes

- Fitbit Alta
- Amazon Kindle
- Audible six-month (or \$90) gift membership
- \$60 Spotify gift card
- \$40 Clipper card
- \$40 REI gift card
- Portable charger

Grand Prizes

- EcoReco e-scooter
- Amazon Kindle Oasis
- Fitbit Ionic
- \$300 Clipper Card
- \$200 REI gift card

Join now at my.commute.org!

#CommuteSTAR
#YourCommuteCounts
#GreeningMyCommute

Commute.org

Commuter Program STAR effectiveness

Users

5,600

Alternative Trips

204,701

Alternative Miles

3,950,887

CO2 reduction

1,026 tons

B E C O M E A
S T ★ R
MY.COMMUTE.ORG

Thank You
Kim Comstock
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