



FINAL REPORT
METROPOLITAN TRANSPORTATION COMMISSION
REGIONAL RIDESHARING PROJECTS

BAAQMD Project # 14R17 Date of Report: 9/24/15 Period Covered: 7/1/14 – 6/30/15

Project Sponsor: MTC

Person Completing Report: [REDACTED]

Phone #: [REDACTED]

E-mail: [REDACTED]

A. Provide the following data, taken from responses of a survey conducted of the served population:

Employer Outreach

# of employees receiving outreach	Update factor	Trip length from home to work (mi.)	# of Days/year	% people who drove to access carpool or vanpool	Trip length from home to carpool (mi.)
727,637	0.01	29.8%	127	38%	5.7

Matchlist

# new registered users in matchlist database	Update factor (to include old applicants who wanted an updated matchlist)	% of people who joined a carpool	% of people who previously drove alone	Trip length from home to work (mi.)	# of Days/year	% people who drove to access carpool or vanpool	Trip length from home to carpool (mi.)
13,973	1.53	27.5%	56%	29.8	127	38%	5.7

Placement Calls

# registered users in matchlist database called	Update factor (to avoid double counting these contacts with those that received a matchlist)	% of people who joined a carpool	% of people who previously drove alone	Trip length from home to work (mi.)	# of Days/year	% people who drove to access carpool or vanpool	Trip length from home to carpool (mi.)
12,464	12%	27.5%	56%	29.8	127	38%	5.7

New Vanpools

# new vanpools formed	Average # riders in a van	Update factor (to include riders not in matchlist database)	% of people who previously drove alone	Trip length from home to work (mi.)	# of Days/year	% people who drove to access carpool or vanpool	Trip length from home to carpool (mi.)	# trips per day by vans
57	8.7	0.85	56%	54.9	240	38	11.3	2

For Air District Office Use Only

1. Date Received _____
 - a. Reviewed by (initials): _____ Date: _____
 - b. Updated Database: (initial): _____ Date: _____
 2. Date report deemed complete and correct _____ Date: _____
- Comments: _____

B. Provide a summary of all marketing activities conducted during the Project implementation period.

Incentives, Rewards & Promotions –

Promotion	Start	End	Requirement	# Meeting Requirement (current or final month)	# of Winners
511 Summer Carpool Challenge—a visit from the El Tonayense taco truck	July	Aug	Employer with the highest number of carpoolers completing 15 or more trips in August	280	Initial winning company (Genentech) declined award due to business campus security procedures. Award was then presented to second qualifying organization: Solano County
Mike's Bikes—win a new bike	July	Aug	15+ green commutes / month	458	Bay Area bicycle commuter Ben Bachelder won the Crème City bike from Mike's Bikes.
"KURIOS - Cabinet of Curiosities" — tickets from Cirque du Soleil	Sept	Oct	15+ carpool trips /month	462	32 commuters over the duration of the promotion.
Yerba Buena Center for the Arts (YBCA)—family 4-pack of tickets	Sept	Oct	15+ green commutes /month	889	64 commuters over the duration of the promotion.
Great Dickens Christmas Fair— a pack of four tickets	Nov	Dec 20	15+ green commutes /month	567	40 commuters over the duration of the promotion.
Walt Disney Family Museum— 4-pack of tickets	Jan	Feb	15+ green commutes /month in both months.	807	22 commuters over the duration of the promotion.
Hotel Griffon—2-night weekend stay	Jan	Feb	15+ carpool trips /month	244	3 commuters in January and 1 in February.
Walt Disney Family Museum— 4-pack of tickets	Jan	Feb	ETC with the most employees tracking trips by county for 2 months.	360	3 ETCs over the duration of the promotion.
Hotel Griffon—2-night weekend stay	Jan	Feb	ETC with the most employees tracking trips (best of three counties) at the end of February.	January 242 February 244	1 ETC over the duration of the promotion.

Hornblower Cruise – 2 tickets	Mar	April	15+ carpool trips /month	March 312 April 240	15 pairs of tickets over the duration of the promotion.
Peets Coffee Card - \$5	Mar	April	15+ green commutes /month	March 587 April 496	20 commuters over the duration of the promotion.
Hornblower Cruise – 2 tickets	Mar	April	ETC with the most employees tracking trips (best of three counties) at the end of February.	321	1 ETC over the duration of the promotion
Tech Museum of Innovation – 4- pack of tickets	May	June	15+ carpool trips /month	May 239 June 325	20 four (4)-packs of tickets over the duration of the promotion
Peets Coffee Card - \$5	May	June	15+ green commutes /month	May 560 June 683	20 commuters over the duration of the promotion.

Events

The 511 Regional Rideshare (RRP) outreach team attended 104 worksite and community events throughout Alameda, Marin, Santa Clara and Sonoma Counties. Team members talked with event attendees about carpooling, vanpooling, 511 services and distributed 511 brochures, 511 RideMatch request forms, transit schedules, bicycling information and BAAQMD materials as well as Clipper® Card and FasTrak® brochures. RRP also simplified and updated the MatchList Request paper form distributed at events.

In the last year, the 511 Rideshare team developed a new events strategy. The goal of this strategy was to participate in employer events where the team has the opportunity to maximize the possibility of changing people’s commuting habits. The following are the key changes from prior years:

- Utilize event selection criteria to determine if the resources needed to participate in the event is justified. Examples include minimum event attendance, high engagement in past events, and employer participation with 511.
- Improved table lay-out, with both “self-service” materials and a greater focus on ridesharing (as opposed to general travel information).
- Customer Service Representatives (CSRs) staffing events in order to make a direct connection between the customers when they register at an outreach event, as well as when they follow up with a placement call.
- Pilot programs that tested new approaches for motivating table visitors to sign-up and activate their ride match accounts

RRP partnered with the Carma real-time ridesharing app to cross-promote the 511 RideMatch Service and Carma at events and online. MTC promotes three carpooling options on the 511 Rideshare website as “The Three Flavors of Carpooling” (traditional - 511 RideMatch Service, dynamic – Carma, and casual carpool).

Employer Services

1. 349 new employers were added to the Rideshare Program’s database of active employers;
2. 978 new TDM benefits were implemented by employers;
3. 705,594 employees had access to these new TDM benefits;
4. The RRP made 62 density maps for 30 employers;
5. The RRP conducted 12 employer surveys;

6. The RRP prepared TDM Program Recommendations for 8 employers.

<i>Alameda County</i>		
<i>Company</i>	<i>Activity</i>	<i>Outcome/Status</i>
[REDACTED]	RRP provided a density map. The [REDACTED] also agreed to add Commuter Choice Pre-Tax options to their standard benefits package.	RRP continues to support the [REDACTED] in their efforts to promote commute alternatives on an as-needed basis. Ongoing
[REDACTED]	[REDACTED] participated in the Customized Site Pilot since January and are interested in finding ways to encourage more ridesharing to their location.	[REDACTED] will continue with monthly 511 Rideshare messaging to their tenants, which was generated through their participation in the Customized Site Pilot. They paired these messages with monthly promotions and featured 511 Rideshare in their April newsletter. Task complete.
[REDACTED]	RRP met with the [REDACTED] to assist them with vanpool formation. The County will start a pilot program in 2015 to promote formation using County-owned fleet vehicles. Riders will be charged a set price per mile, and drivers will be allowed to ride free. RRP provided an employee density map for identifying routes and potential participants.	The [REDACTED] vanpool pilot program is now targeted to start in Fall 2015. RRP continues to support the County in this effort. Ongoing
[REDACTED]	The East Bay Chapter of Building Owners and Managers Association (BOMA) requested that RRP staff provide an overview of the Commuter Benefits Program, the value of TDM with LEED requirements and 511 services to their membership.	RRP presented to the East Bay Chapter of Building Owners and Managers Association (BOMA) on the requested topics. 25 employers attended. Task complete.
[REDACTED]	[REDACTED] agreed to have RRP create a case study describing their TDM program.	The RRP completed the Hacienda Business Owners case study describing their TDM program. The report is available at 511.rideshare.org . Task complete.
[REDACTED]	In September 2014, RRP partnered with the BAAQMD Spare the Air program and [REDACTED] businesses for a luncheon and transportation event.	RRP gave a presentation on the 511 RideMatch Service (RMS) and Trip Diary tools and answered questions about carpooling. After the event, there were 55 employees registered in the RMS.

		Three employers are now using 511 Transit Tracker real-time transit displays. Task complete.
Marin County		
Company	Activity	Outcome/Status
██████████	RRP is working with the ██████████ to create a case study on their employee commute program, which 511 RRP assisted in developing.	A case study of ██████████ commute program has been completed by the RRP. Task complete.
██████████	██████████ has a construction project beginning shortly that will impact their parking capacity. They are sending out additional information to employees regarding commute options and requested a density map in June to assist them in planning.	██████████ received their density map in June and reported that this would be very helpful to them in planning during construction. They will continue to provide 511 Rideshare and alternative commute information to their employees to reduce construction impacts on patient parking supply. Task complete.
██████████	The ██████████ completed its employee commute survey with a 50 percent response rate.	RRP staff met with the ██████████ o in May to review the survey and emission reports and provide them with recommendations. ██████ staff are working to identify feasible commute options for its employees. Task complete.
██████████	The final draft of the website documents on the telework initiative was provided to ██████ staff in April. They were reviewed, a few slight adjustments were made, and they have now been posted on ██████ website.	Task complete.
██████████	██████ is evaluating the level of activity by RRP employer services in Marin and what will be required to continue to provide the same level of service in Marin County after June 2016. They requested information on 511 RMS registration, Commuter Benefit Program activity, employer consultations, and events in Marin over the past two years. RRP staff provided the requested information.	Task complete.
██████████	A meeting took place with the property managers at ██████████ in May 2015. They are	Ongoing

	<p>located across the road from each other and have an interest in leveraging their efforts. The property managers agreed to explore the implementation of a variety of measures geared to reduce drive alone trips to their properties.</p> <p>RRP staff will continue to work with these property managers to support their efforts.</p>	
<p>██████████</p>	<p>██████████ Vanpool Appreciation Event took place on April 1st.</p>	<p>This event resulted in 35 new RMS registrants, 40 Pete’s coffee cards provided to current vanpool drivers, 11 boxes of cookies given to vanpools, and two gas cards to current vanpool drivers. Enterprise, V-Ride and 511 provided the appreciation gifts. It is estimated that 100 ██████████ employees were provided information on vanpooling and 511 services.</p> <p>Task Complete.</p>
<p>██████████</p>	<p>The ██████████ is working with RRP to update their vanpool program, register with 511 Rideshare, and add preferential carpool parking, bike parking and promotion of the 511 RideMatch System to encourage commute options for its employees.</p>	<p>██████████ implemented the recommended TDM measures, and is working with the vanpool vendors to determine if leasing vans is more cost effective than replacing them. The RRP continues to support this employer as they determine how to proceed.</p> <p>Ongoing</p>
<p>██████████</p>	<p>██████████ requested assistance surveying employees to gather baseline data prior to the 2016 opening of SMART train service.</p>	<p>██████████ employer survey closed in November 2014. Over 600 employees took the survey; the response rate was 31 percent. One hundred (100) employees registered in the 511 Rideshare RideMatch Service (RMS) by filling out the form at the end of the survey. The RRP provided ██████████ staff with a survey report. The RRP also provided additional data and charts comparing the past seven years of commute survey data to aid ██████████ staff with their analysis.</p>

		<i>Task Complete.</i>
<i>Santa Clara County</i>		
<i>Company</i>	<i>Activity</i>	<i>Outcome/Status</i>
[REDACTED]	RRP participated in the [REDACTED] team project to show Return on Investment (ROI) data, starting a vanpool program at [REDACTED], and implementing a customized website for the 511 RideMatch System with [REDACTED] Business Park.	511 staff received the signed MOU for a Customized Site from [REDACTED] Business Group. 511 staff completed the customized site. It was presented to a group of employers in the park on May 18, 2015. The [REDACTED] and 511 staff began efforts to form vanpools with a group of 50 employees from [REDACTED]. No vans were formed. Efforts continue with a focus on forming vanpools and carpools by working with the various employers located in the park to disseminate information to employees. Ongoing
[REDACTED]	[REDACTED] requested the RRP's assistance with the company relocation.	The RRP provided an employee density map and information on implementing a preferred parking program for carpools and vanpools. Ongoing
[REDACTED]	[REDACTED] added a link to the 511 RideMatch System on their employee intranet to support a worksite relocation.	The RRP continues to support [REDACTED] with their relocation. Ongoing
[REDACTED]	[REDACTED] Commute Challenge from May through August. Each month highlights a different commute mode, but all modes are counted towards the challenge. Employees are tracking their trips in the 511 Trip Diary. In April 511 staff spoke to two groups of employee commute champions that were tasked with promoting the challenge and mentoring other employees.	For the months of May and June 126 employees participated, VMT was reduced by 33,174 miles, and CO2 was reduced by 32,549.23 lbs. Ongoing
[REDACTED]	[REDACTED] conducted an employee commute challenge for all green modes in the month of June. Employees logged	During the month long challenge 53 employees participated, VMT was

FINAL REPORT
METROPOLITAN TRANSPORTATION COMMISSION
REGIONAL RIDESHARING PROJECTS

	their trips in the 511 Trip Diary, and prizes were provided to those with the highest usage of green commute modes.	reduced by 23, 650 miles, and CO2 was reduced by 23,205 lbs. Task Complete.
██████████	██████████ completed their employee commute survey with a response rate of 43%.	██████████ received their survey results and recommendations in April. ██████████ staff are considering various TDM options for their employees based on the survey results. Task Complete.
█	With RRP employee survey results in hand, CPI worked with their management team to expand their vanpool program and continue the 50 percent monthly vanpool subsidy. CPI is now working with Enterprise Rideshare to form new vanpools.	No Vanpools formed to date. Efforts continue. Ongoing
██████████	Synopsys requested that the RRP conduct two “Lunch and Learn” events onsite.	The RRP conducted two “Lunch and Learn” sessions for ██████████ employees. Twenty-five people attended. Task Complete.
██████████	██████████ requested the RRP’s attendance at the ██████████	The RRP “tabled” at the ██████████ Conference and distributed 20 information packets. The conference was attended by over 1,200 individuals and representatives from Silicon Valley employers. With information provided by RRP staff at this event, ██████████ will disseminate information on 511 services to its members. Task Complete.
Various	The RRP conducted the “Building Based Solutions for Transportation” webinar in December 2014 for Santa Clara County employers.	Fifteen (15) employers participated in the webinar.
██████████	██████████ requested a 511 Lunch & Learn session for their employees.	The RRP conducted a lunch and learn on site for employees. RRP staff also shared information on the 511 Trip Diary, customized sites, ETC access

		and vanpool vendors with the company's ETC. Task Complete.
██████	The RRP provided support for an upcoming worksite relocation. To support this effort, RRP was asked to conduct an employer survey to identify commute patterns and attitudes of employees. The company is also exploring ways in which RRP can support their internal incentive program through ETC administrative access to the RideMatch Service database.	The RRP provided survey results and recommendations, assisted with the customization of the 511 RMS, and provided administrative access to the 511 RMS. RRP staff also conducted a lunch and learn on site for employees. Tango has added a link to 511 Rideshare information on their employee intranet. Task Complete.
████████████████████	The RRP provided support and assistance in conducting a telework/compressed work week pilot for ██████████ ██████	115 county employees participated in this program between October 2013 and November 2014. The ████████ is using the information gathered to support their Green Initiative and expand the program with other employee unions. To date, this program has had the following reductions: <ul style="list-style-type: none"> • 187,500 VMT • 184,000 lbs CO2 • \$57,367 Cost Savings
████████████████████	████████████████████ requested that RRP staff present information on 511 service as well as lead a breakout sessions at ██████████ Summit.	RRP staff presented to over 250 employers and led a breakout session to discuss local transportation issues with over 25 employers. Participants identified the lack of optimal transit connectivity as well as the best methods and messaging to encourage employee behavior change as some of their biggest challenges. Participants noted that messages related to "time and money" were most effective; posters, tabling, flyers and payroll stuffers were considered effective communication mechanisms. Additionally, most session participants felt that employees ignored email messages. Task Complete.

Sonoma County		
Company	Activity	Outcome/Status
██████████	Th ██████████ requested the RRP's assistance with their employee travel behavior survey for the seventh year.	Over 1,300 employees participated in the survey. The response rate was 39 percent which is the highest rate that ██████████ has had while working with 511 RRP. One hundred thirty-eight (138) employees registered with the RideMatch Service by filling out the form at the end of the survey. 511 RRP provided a survey and emissions report. Task completed
██████████	RRP compiled historical data from seven years' worth of employee travel behavior surveys with the results of its 2014 survey for the ██████████. RRP made recommendations for commute program improvements based on this data for potential submittal to the ██████████.	This is still under consideration and being discussed internally by ██████████ staff. Task Complete.
██████████	RRP provided ██████████ with an article promoting their customized website to the 511 RideMatch Service and current commute challenges. This article appeared in their January 14 th employee newsletter.	██████████ continues to encourage ridesharing and highlight their customized website by providing information about 511 Rideshare promotions bi-monthly in the company newsletter. Task Complete.
██████████	RRP is working with ██████████ to identify employer sites for future commute events. The team is targeting several hospitals with parking shortfalls as well as TDM requirements. Also, the team will focus on large employers recently complying with the Commuter Benefits Program as well as employers that implemented multi-modal programs for Option 4. RRP will help identify "cheerleader" employers to promote these events.	Event efforts are on hold as the team is evaluating the effectiveness of these efforts in light of the limited time of team members to organize and attend events. The team has finalized their commute information website project. The team is working on methods to get this website information out to commuters in Sonoma County. They are evaluating give away items to brand with the logo and website information. A business card has been approved to hand out at events and other venues that are appropriate.

		<p>The website can be found here - http://goSonoma.org/.</p> <p>Task Complete</p>
██████████	<p>██████████ requested the creation of a customized site and administrative access. They will be promoting this site as part of their compliance with the Commuter Benefit Program and will be utilizing the admin portal to track participants and distribute awards.</p>	<p>The customized site and administrative access was completed for ██████████ in April. The link with relevant information has been placed on their employee intranet.</p> <p>Task completed.</p>
██████████	<p>██████████ received a grant to conduct a modal shift study. They expressed an interest in using aggregated data from the Commuter Benefit Programs registrations to evaluate the TDM needs in Sonoma County.</p>	<p>511 Rideshare provided ██████████ aggregated data from the Commuter Benefit Program registrations to assist them with analysis for their modal grant shift project. They were provided the total number of companies registered, the total number of employees covered, and a break out of these numbers for each commute benefit option. Task completed</p>
██████████	<p>██████████ requested customization and admin access to the 511 Ridematch System in order to promote and track carpooling and bicycling awards related to their Commuter Benefit Program compliance.</p>	<p>RRP staff provided administrative access to the 511 RideMatch Service and completed customization of the website for ██████████. The 511 Trip Diary tool is being used for employees to track trips and participate in a rewards program.</p> <p>Task completed</p>

Vanpooling

Start incentives provided	78
NonRevenue FasTrak Transponders to new vans	18
Empty seat subsidies provided (intended to keep vans from folding due to temporary drops in riders)	138
Medical exam reimbursements provided to van drivers	44
Support calls fielded from vanpoolers	3,832
Oakland Vanpool Parking Permits provided to vanpools	13
San Francisco Vanpool Parking Permits verified for SF	43
TAM Incentive administered	5
Vans that were in jeopardy of folding due to lost riders (e.g., on the “critical list”) that became full again due to rideshare support	24

Ridematch Client Interaction FY14-15

1. Received a 9.7 customer satisfaction survey rating.
2. Staffed the 511 Information Center with knowledgeable customer services representatives to answer incoming phone calls, email, faxes and mail from Monday-Friday, 8am-6pm.
3. Made 12,464 outgoing placement calls to assist customers with ridematching services.
4. Entered 478 registration forms into the 511 RideMatch Service.
5. Made 2,735 data integrity updates to 511 RideMatch Service accounts.
6. Handled 5,145 incoming calls.
7. 3,986 Carpool to BART Permits processed.
8. 204,734 web user sessions on rideshare.511.org.
9. 154,744 unique web users of rideshare.511.org

C. Provide a discussion of any pertinent issues or problems that arose during Project operation and any plans to alter and/or continue/discontinue Program services. None.

D. Provide a listing of the origin cities and/or counties for each individual who participated in the program.

The vanpool o/d table is below and the ridematching o/d table is provided in a separate excel file.



FINAL REPORT
METROPOLITAN TRANSPORTATION COMMISSION
REGIONAL RIDESHARING PROJECTS

Vanpool Destinations															
Vanpool Origins	Alameda	Contra Costa	Marin	Monte rey	Napa	Sacramento	San Francisco	San Joaquin	San Mateo	Santa Clara	Solano	Sonoma	Yolo	Yuba	Total
Alameda	7	0	0	0	0	1	8	0	40	4	3	0	0	0	63
Contra Costa	10	7	1	1	0	2	17	2	25	9	3	0	1	0	78
El Dorado	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Marin	5	1	1	0	0	0	1	0	4	0	0	0	0	0	12
Napa	3	3	0	0	0	1	3	0	5	0	0	0	0	0	15
Placer	1	0	0	0	0	0	0	0	0	0	2	0	0	0	3
Sacramento	5	2	6	0	0	0	10	0	5	0	17	0	0	1	46
San Benito	0	0	0	0	0	0	0	0	0	2	0	0	0	0	2
San Francisco	2	7	0	0	0	0	0	0	2	4	1	1	0	0	17
San Joaquin	18	1	1	0	1	0	4	0	10	8	0	0	0	0	43
San Mateo	5	2	0	0	0	0	6	0	8	1	0	0	0	0	22
Santa Clara	7	1	0	3	0	0	1	0	24	4	0	0	0	0	40
Santa Cruz	0	0	0	0	0	0	0	0	1	5	0	0	0	0	6
Solano	16	18	6	0	0	7	50	1	37	1	3	0	0	0	139
Sonoma	4	0	2	0	0	0	6	0	2	0	0	1	0	0	15

For Air District Office Use Only

1. Date Received _____
- a. Reviewed by (initials): _____ Date: _____
- b. Updated Database: (initial): _____ Date: _____
2. Date report deemed complete and correct _____ Date: _____
- Comments: _____
- _____
- _____



FINAL REPORT
METROPOLITAN TRANSPORTATION COMMISSION
REGIONAL RIDESHARING PROJECTS

Stanislaus	12	0	0	0	0	0	1	0	2	3	0	0	0	0	18
Sutter	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Yolo	0	0	1	0	0	1	2	0	0	0	5	0	0	0	9
Yuba	1	0	0	0	0	0	0	0	0	0	1	0	0	0	2
Total	96	42	18	4	1	12	109	3	165	41	37	2	1	1	532

Source: 511 RideMatch Service, June 2015



FINAL REPORT
METROPOLITAN TRANSPORTATION COMMISSION
REGIONAL RIDESHARING PROJECTS

E. Provide the following documents as attachments to the report:

1. Documentation that the Project Sponsor has acknowledged the Air District as a Project funding source during the Project's Useful Life, including documentation of use of the Air District logo, copies of promotional materials, press releases, and newsletter articles related to the Project (Section II.11);
2. *Annual Regional Ridesharing Program Survey* results (in Excel); and
3. Regional Rideshare Program Annual Report.

These are attached. Please note that the Rideshare Program's 4 quarterly reports constitute the Annual Report.

For Air District Office Use Only

1. Date Received _____		Comments: _____
a. Reviewed by (initials): _____	Date: _____	_____
b. Updated Database: (initial): _____	Date: _____	_____
2. Date report deemed complete and correct _____	Date: _____	