



## QUARTERLY REGIONAL RIDESHARE PROGRAM UPDATE

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FOURTH QUARTER / FY 14-15

**This report was produced by 511 Rideshare.  
[511.rideshare.org](http://511.rideshare.org)**

*The preparation of this report has been financed in part by grants from the Federal Highway Administration, U.S. Department of Transportation. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation. The Regional Rideshare Program is also financed in part by a grant from the Bay Area Air Quality Management District.*

**Quarterly Regional Rideshare Program Update Fourth Quarter - FY 14-15**

This document updates the Metropolitan Transportation Commission (MTC) and other stakeholders on the progress that 511 Rideshare has made in reaching its goals and on the program contractor’s activity highlights. This report reflects the fourth quarter of activity for Fiscal Year 2014-15.

**Section 1: Program Performance**

511 Rideshare’s results for the fiscal year to-date are summarized below.

| <b>CONTRACTUAL DELIVERABLES</b>                             |             |             |             |             |            |            |        |
|---|-------------|-------------|-------------|-------------|------------|------------|--------|
|   | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter |            | Goal       | % Goal |
|   |             |             |             |             | YTD Tot    |            |        |
| Clients Placed<br>(All Activities except Employer Outreach) | 1,908       | 1,589       | 1,512       | 1,702       | 6,711      | 10,000     | 132%   |
| Clients Placed (Employer Outreach)                          |             |             |             | 6,497       | 13,208     |            |        |
|   |             |             |             |             | Year End   |            |        |
| Active Employers  | 2,191       | 2,231       | 2,285       | 2,331       | 2,331      | 1,800      | 130%   |
| <b>511 RRP TARGETS</b>                                      |             |             |             |             |            |            |        |
|   |             |             |             |             |            | Goal       | % Goal |
|   |             |             |             |             | YTD Tot    |            |        |
| New RideMatch Applicants                                    | 4,111       | 3,280       | 2,946       | 3,636       | 13,973     | 18,000     | 78%    |
| RideMatch Registrants (activated each month)                | 2,216       | 1,450       | 1,495       | 2,016       | 7,177      | --         | --     |
| Total Registrants Searching for Carpools                    | 17,340      | 17,235      | 16,936      | 15,648      | 16,719     | 15,000     | 111%   |
| Placement Calls   | 2,716       | 3,006       | 3,759       | 2,983       | 12,464     | 12,000     | 104%   |
| New Vanpools Formed   | 12          | 15          | 20          | 10          | 57         | 45         | 127%   |
| Vanpool Fleet Size  | 526         | 527         | 539         | 532         | 540        | 525        | 103%   |
| Total Employer Database Size                                | 3,302       | 3,360       | 3,416       | 3,492       | 3,350      | 3,000      | 112%   |
|   |             |             |             |             | YTD Tot    |            |        |
| Vehicle Trips Reduced                                       | 177,883     | 154,840     | 152,952     | 159,902     | 1,218,518  | 900,000    | 135%   |
|   |             |             |             |             | YTD Tot    |            |        |
| Vehicle Miles Reduced                                       | 5,065,241   | 4,632,555   | 4,769,313   | 4,579,318   | 34,118,472 | 27,000,000 | 126%   |
|   |             |             |             |             | YTD Tot    |            |        |
| Greenhouse Gas Emissions Reduced in Metric Tons             | 2,478       | 2,266       | 2,333       | 2,240       | 15,814     | 14,000     | 113%   |
| <b>TRACKING &amp; MONITORING</b>                            |             |             |             |             |            |            |        |
| <b>Outcomes</b>   |             |             |             |             | YTD Avg    |            |        |
| Cost per Client Placed (no Empl. Outreach)                  | \$452.09    | \$493.34    | \$516.63    | \$514.14    | \$490.57   |            |        |
| Cost per Client Placed (incl. Empl. Outreach)               |             |             |             |             | \$278.68   |            |        |
| Cost per Vehicle Trip Reduced (no Empl. Outreach)           | \$5.01      | \$4.96      | \$5.29      | \$5.34      | \$5.09     |            |        |
| Cost per Vehicle Trip Reduced (incl. Empl. Outreach)        |             |             |             |             | \$3.02     |            |        |

For “snapshot” metrics, results by quarter reflect quarter-end results. Year-end results show final quarter results or year-end average (based on 12 months of data), depending on the metric.

FY 14-15 is now complete. Most measures met or exceeded the program's annual targets, including Clients Placed and Active Employer totals. New RideMatch Applicants fell short at 78 percent (about 4,000 registrants). Lower numbers of self-registered applicants may be due to lower gas prices this fiscal year. The low volume of Admin Registered applicants was due to a pilot program to more selectively participate in employer events and gather New RideMatch Applicant forms. New Vanpools Formed did very well this year, and exceeded its target by 12 new vanpools. Over 957 New TDM Benefits were implemented at Bay Area worksites this year. These benefits were available to over 705,000 employees. The Clients Placed, VTR, VMT and Cost per Outputs calculations reflect FY 14-15 survey data and the inclusion of employer outreach data.

## Section 2: Contractor Activity Highlights

This section describes key activities of the 511 Rideshare contractor.

### *Rideshare Marketing*

| 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 | —  | 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                           | 360  | 3 ETCs over the duration of the promotion.   |

|   |     |       |   |                             |   |
|---|-----|-------|---|-----------------------------|---|
|   |     |       | months.   |                             |   |
| 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<br>February 244 | 1 ETC over the duration of the promotion.                       |
| Hornblower Cruise – 2 tickets                 | Mar | April | 15+ carpool trips /month  | March 312<br>April 240      | 15 pairs of tickets over the duration of the promotion.         |
| Peets Coffee Card - \$5                       | Mar | April | 15+ green commutes /month   | March 587<br>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<br>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<br>June 683         | 20 commuters over the duration of the promotion.                |

The RRP outreach team attended 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 continued to partner 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 “Carpooling – 3 easy choices” (traditional - 511 RideMatch Service; dynamic – Carma; and casual carpool).

**Website**

The following modifications were made to the 511 Rideshare website:

- Rideshare & Carpool: Hornblower Cruise and Peet’s Coffee and Tea promotions were posted in March and continued through April. Information on the Tech Museum and Peet’s Coffee promotions was posted during May and June.
- Employers: RRP staff contact information updated.
- Vanpool: RRP staff contact information updated.

**Employer Services**

The RRP team provides employer outreach services in Sonoma, Marin, Alameda and Santa Clara Counties. They also work with other entities, including the delegated counties and the Bay Area Air Quality Management District (BAAQMD), to support employer outreach.

**Partnerships**

Partnering activity by county is described below.

| <b>Alameda County</b>            |  |  |
|----------------------------------|--|--|
| <b>Company</b>                   | <b>Activity</b>  | <b>Outcome/Status</b>  |
| ██████████ land                  | RRP provided a density map. ██████████ ██████████ also agreed to add Commuter Choice Pre-Tax options to their standard benefits package.   | RRP continues to support ██████████ ██████████ in their efforts to promote commute alternatives on an as-needed basis. <b>Ongoing</b>  |
| ██████████                       | ██████████ ██████████ ██████████ has actively participated in the Customized Site Pilot since January and are interested in finding ways to encourage more ridesharing to their location.  | ██████████ ██████████ ██████████ 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. <b>Task complete.</b>                           |
| <b>Marin County</b>              |  |  |
| <b>Company</b>                   | <b>Activity</b>  | <b>Outcome/Status</b>  |
| ██████████ ██████████ ██████████ | ██████████ ██████████ ██████████ 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. <b>Task complete.</b> |
| ██████████ ██████████ ██████████ | ██████████ ██████████ ██████████ completed its employee commute survey with a 50 percent response rate.  | RRP staff met with ██████████ ██████████ ██████████ 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. <b>Task complete.</b>   |
| ██████████ ██████████ ██████████ | 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.  | <b>Task complete.</b>  |
| ██████████ ██████████ ██████████ | ██████████ 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. 511 staff provided the requested information. | <b>Task complete.</b>  |

|                   |  |   |
|-------------------|--|---|
| <p>██████████</p> | <p>A meeting took place with the property managers at the ██████████ ██████████ ██████████ in May 2015. They are 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>511 Rideshare staff will continue to work with these property managers to support their efforts.</p> | <p><b>Ongoing</b></p>   |
| <p>██████████</p> | <p>The ██████████ Vanpool Appreciation Event took place on April 1<sup>st</sup>.</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><b>Task Complete.</b></p> |

**Santa Clara County**

| <b>Company</b>    | <b>Activity</b>   | <b>Outcome/Status</b>  |
|-------------------|---|--|
| <p>██████████</p> | <p>RRP participated in the ██████████ meeting in January. Topics included a team project to show Return on Investment (ROI) data, starting a vanpool program at ██████████, and implementing a customized website for the 511 RideMatch System with ██████████.</p> | <p>511 staff received the signed MOU for a Customized Site from ██████████. 511 staff completed the customized site. It was presented to a group of employers in the park on May 18, 2015.</p> <p>The ██████████ and 511 staff began efforts to form vanpools with a group of 50 employees from ██████████. 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.</p> <p><b>Ongoing</b></p> |
| <p>██████████</p> | <p>added a link to the 511</p>  | <p>The RRP continues to support ██████████</p>   |

|                      |  |  |
|----------------------|--|--|
|                      | RideMatch System on their employee intranet to support a worksite relocation.  | with their relocation.<br><b>Ongoing</b>   |
| ██████████           | The ██████████ is conducting a Green 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.<br><b>Ongoing</b>  |
| ██████████           | ██████████ conducted an employee commute challenge for all green modes in the month of June. Employees logged their trips in the 511 Trip Diary, and prizes were provided to those with the highest usage of green commute modes.  | During the month long challenge 53 employees participated, VMT was reduced by 23, 650 miles, and CO2 was reduced by 23,205 lbs. <b>Task Complete.</b>  |
| ██████████           | ██████████ 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. <b>Task Complete.</b> |
| ██████████           | With RRP employee survey results in hand, ██████████ worked with their management team to expand their vanpool program and continue the 50 percent monthly vanpool subsidy. ██████████ is now working with Enterprise Rideshare to form new vanpools.  | No Vanpools formed to date. Efforts continue.<br><b>Ongoing</b>  |
| <b>Sonoma County</b> |  |  |
| <b>Company</b>       | <b>Activity</b>  | <b>Outcome/Status</b>  |
| ██████████           | RRP compiled historical data from seven years' worth of employee travel behavior surveys with the results of its 2014 survey for ██████████. RRP made recommendations for commute program improvements based on this data for potential submittal to ██████████ ██████████   | This is still under consideration and being discussed internally by ██████████ staff.<br><b>Task Complete.</b>   |
| ██████████           | 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 <sup>th</sup> employee newsletter.   | ██████████ continues to encourage ridesharing and highlight their customized website by providing information about 511 Rideshare promotions bi-monthly in the company                             |

|  |   |  |
|--|---|--|
|  |   | newsletter.<br><br><b>Task Complete.</b>   |
|  | RRP is working with [REDACTED] 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.<br><br>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. The website can be found here - <a href="http://goSonoma.org/">http://goSonoma.org/</a> .<br><br><b>Task Complete</b> |
|  | [REDACTED] 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.  | The customized site and administrative access was completed for [REDACTED] in April. The link with relevant information has been placed on their employee intranet. <b>Task completed.</b>   |
|  | [REDACTED] 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.  | 511 Rideshare provided [REDACTED] 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. <b>Task completed</b>  |

**Employer Outreach**

Twenty-six (26) new employers were added this quarter. Two hundred sixty-one (261) new TDM benefits were implemented by employers; 131,663 employees had access to these new TDM benefits. RRP continued to assist employers registering with the Bay Area Commuter Benefits Program (CPB).

**Spare the Air Referrals**

From time-to-time, the RRP receives referrals from the Spare the Air (STA) Campaign (a BAAQMD program) to follow-up with employers that registered with the STA employer program. This program encourages employers to get information on strategies to reduce the air quality impacts of their employees’ commute. When they register,

employers are eligible for a free consultation with a 511 Employer Service Representative (ESR). The following table shows the total number of referrals from STA by quarter.

**Number of Referrals/Employers Received**

| County       | Quarter |   |   |   | Total |
|--------------|---------|---|---|---|-------|
|              | 1       | 2 | 3 | 4 |       |
| Alameda      | 0       | 0 | 0 | 1 | 1     |
| Marin        | 0       | 0 | 0 | 0 | 0     |
| Santa Clara  | 0       | 0 | 1 | 2 | 3     |
| Sonoma       | 0       | 0 | 0 | 0 | 0     |
| <b>Total</b> | 0       | 0 | 1 | 3 | 4     |

*Vanpooling*

|              | Start Incentives | FasTrak Transponders | Seat Subsidies | Medical Reimbursements | Driver Support Calls | Oakland Parking Permits | SF Parking Permits | TAM Incentive | Full Vans Removed from Seats Available List |
|--------------|------------------|----------------------|----------------|------------------------|----------------------|-------------------------|--------------------|---------------|---|
| Jul          | 3                | 4                    | 15             | 1                      | 348                  | 1                       | 9                  | 0             | 6   |
| Aug          | 6                | 0                    | 23             | 5                      | 319                  | 3                       | 0                  | 0             | 1   |
| Sep          | 7                | 0                    | 19             | 3                      | 237                  | 0                       | 31                 | 0             | 0   |
| Oct          | 9                | 3                    | 9              | 4                      | 420                  | 0                       | 1                  | 0             | 2   |
| Nov          | 4                | 0                    | 6              | 4                      | 299                  | 0                       | 1                  | 0             | 4   |
| Dec          | 5                | 0                    | 12             | 2                      | 252                  | 4                       | 1                  | 0             | 1   |
| Jan          | 7                | 3                    | 11             | 3                      | 289                  | 0                       | 0                  | 2             | 1   |
| Feb          | 4                | 2                    | 6              | 5                      | 383                  | 0                       | 0                  | 0             | 1   |
| Mar          | 11               | 0                    | 11             | 3                      | 325                  | 0                       | 0                  | 0             | 2   |
| Apr          | 4                | 6                    | 8              | 7                      | 221                  | 4                       | 0                  | 1             | 2   |
| May          | 10               | 0                    | 6              | 1                      | 370                  | 0                       | 0                  | 0             | 2   |
| Jun          | 8                | 0                    | 12             | 6                      | 369                  | 1                       | 0                  | 2             | 2   |
| <b>Total</b> | <b>78</b>        | <b>18</b>            | <b>138</b>     | <b>44</b>              | <b>3832</b>          | <b>13</b>               | <b>43</b>          | <b>5</b>      | <b>24</b>                                   |

**Partner Outcomes**

There are four delegated county programs: Commute.org (San Mateo County); Solano-Napa Commuter Information (SNCI); San Francisco Department of the Environment (SFDOE); and 511 Contra Costa. The delegated counties also track and report activity for their programs. Each program individually sets numeric goals with MTC for each fiscal year. Outcomes are reported on a quarterly basis by each partner, submitted to MTC and summarized in the Quarterly Rideshare Program Update, prepared by the RRP. The metrics that are listed reflect the scope of each individual program.

|   | Target | Q1 Results | Q2 Results | Q3 Results | Q4 Results | YTD   | % of Goal |
|---|--------|------------|------------|------------|------------|-------|-----------|
| <b>COMMUTE.ORG</b>                                  |        |            |            |            |            |       |           |
| Active Employers                                    | 275    | 316        | 323        | 361        | 389        | 347   | 126%      |
| Total Employer Database Size                        | 3,000  | 4,298      | 4,307      | 4,305      | 4,400      | 4,328 | 144%      |
| New Ridematch Registrants (through customized site) | 550    | 108        | 78         | 66         | 108        | 360   | 65%       |
| Events  | 25     | 62         | 59         | 131        | 131        | 383   | 1532%     |
| Vanpool Leads                                       | 60     | 257        | 159        | 203        | 205        | 824   | 1373%     |
| <b>511 CONTRA COSTA</b>                             |        |            |            |            |            |       |           |
| Active Employers                                    | 300    | 1,802      | 1,795      | 1,804      | 1,769      | 1,793 | 598%      |
| Total Employer Database Size                        | 3,000  | 4,256      | 4,260      | 4,110      | 4,455      | 4,270 | 142%      |
| New Ridematch Registrants (through customized site) | 550    | 43         | 23         | 30         | 62         | 158   | 29%       |
| Events  | 25     | 10         | 5          | 12         | 23         | 50    | 200%      |
| Vanpool Leads                                       | 60     | 182        | 71         | 77         | 100        | 430   | 717%      |
| <b>SFDOE</b>  |        |            |            |            |            |       |           |
| Active Employers                                    | 275    | 3,812      | 3,812      | 3,812      | 3,948      | 3,846 | 1399%     |
| Total Employer Database Size                        | 3,000  | 7,511      | 3,993      | 4,721      | 4721       | 5,237 | 175%      |
| New Ridematch Registrants (through customized site) | 600    | 64         | 31         | 32         | 124        | 251   | 42%       |
| Events  | 25     | 6          | 5          | 0          | 5          | 16    | 64%       |
| Vanpool Leads                                       | 25     | 772        | 249        | 295        | 452        | 1,798 | 7072%     |
| <b>SNCI</b>   |        |            |            |            |            |       |           |
| Estimated Clients Placed                            | 400    | 233        | 108        | 185        | 161        | 687   | 172%      |
| Active Employers                                    | 200    | 286        | 276        | 219        | 225        | 252   | 126%      |
| Total Employer Database Size                        | 500    | 439        | 460        | 437        | 435        | 443   | 89%       |
| Events  | 25     | 11         | 8          | 11         | 2          | 32    | 128%      |
| New Ridematch Registrants (through customized site) | 525    | 337        | 95         | 105        | 156        | 693   | 132%      |
| Placement Calls                                     | 1,000  | 622        | 291        | 488        | 579        | 1,980 | 198%      |
| New Vanpools Formed                                 | 25     | 1          | 5          | 13         | 4          | 23    | 92%       |
| Vanpool Fleet Size                                  | 180    | 189        | 188        | 183        | 183        | 186   | 103%      |