

Marin Commutes Program Launch

TAM Board Meeting
1/24/19





MarinCommutes.org

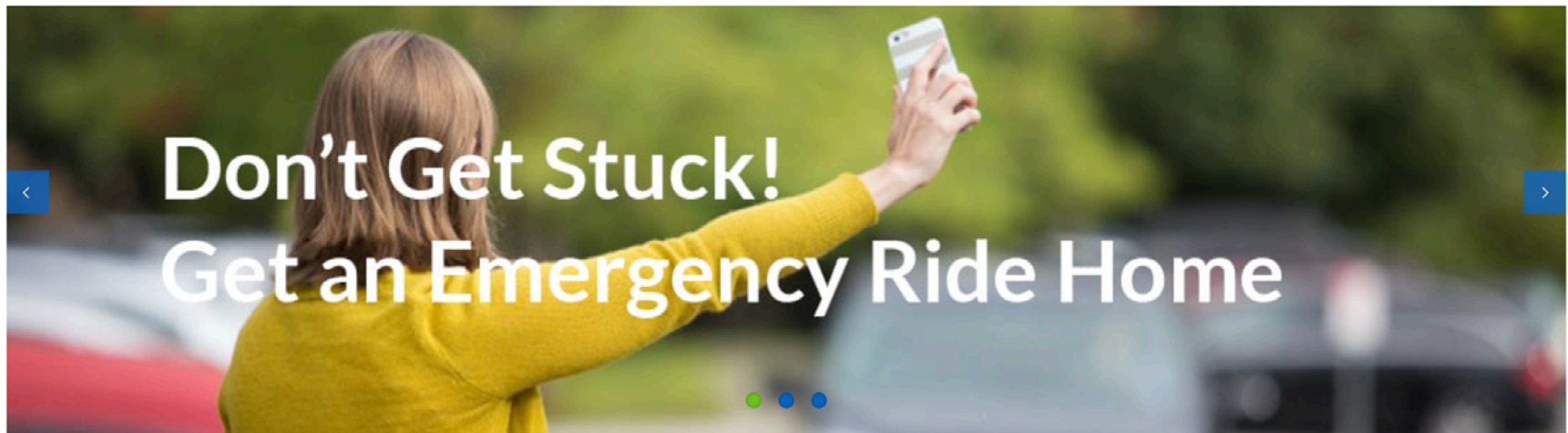


COMMUTE OPTIONS ▾

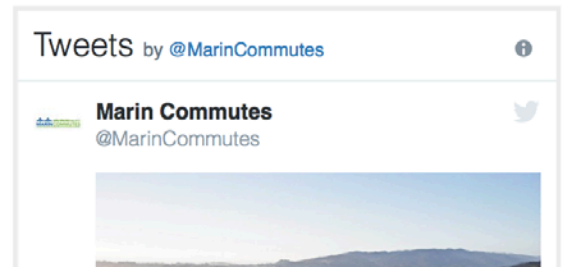
CURRENT PROMOTIONS ▾

OPTIONS FOR EMPLOYERS ▾

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With growing transportation options available all over Marin County, Marin Commutes wants to keep you informed about local programs and offers to ease your commute. Join us! Making the switch from driving alone even one day a week can improve your well-being, reduce stress, save money, and contribute to cleaner air and a healthier environment.



Commute Options



COMMUTE OPTIONS ▾

CURRENT PROMOTIONS ▾

OPTIONS FOR EMPLOYERS ▾

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WALK AND BIKE



TAKE A FERRY



RIDE THE TRAIN



RIDE A BUS



SHARE A RIDE



DRIVE CLEAN



GET AN EMERGENCY RIDE HOME



Apr 25, 2018

Marin Commutes
@MarinCommutes



Apr 25, 2018

Embed

View on Twitter



Current Promotions

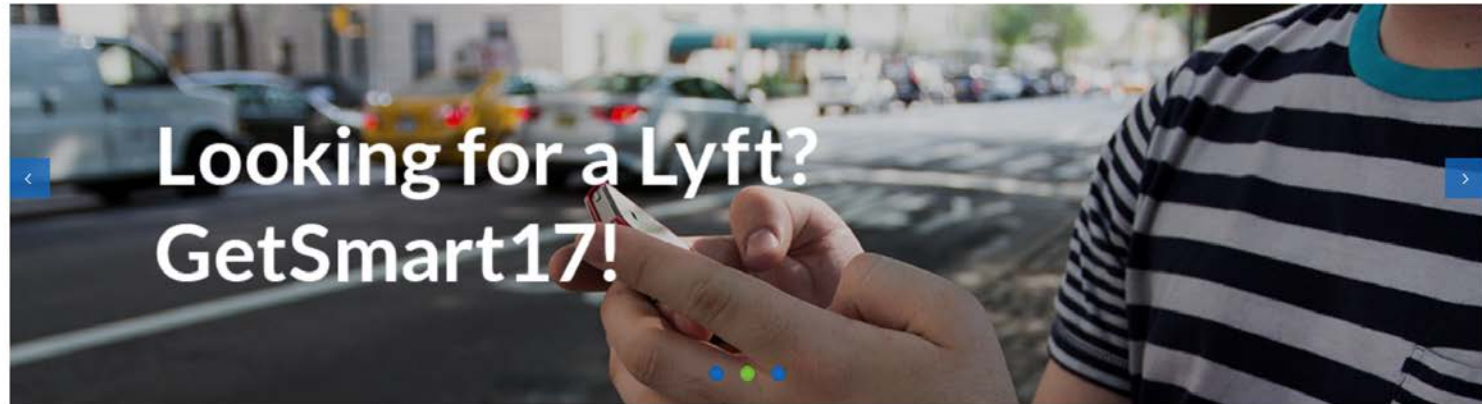


COMMUTE OPTIONS ▾

CURRENT PROMOTIONS ▾

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Emergency Ride Home

Vanpool Incentive

Lyft Line Program



Options for Employers



COMMUTE OPTIONS ▾

CURRENT PROMOTIONS ▾

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HELP EMPLOYEES BEAT THE COMMUTE

Start an Employee Commute Program

Work from Home



Community Engagement

Community Groups

Mailing List

Community Events



Bus Banners

Digital Marketing

Commute Surveys



Workforce Engagement

Program Development
Resources

Promotional Program
Updates

Seasonal Campaign
Toolbox



Partnership
Opportunities

Workplace Events

Employer Benchmarking
Surveys

Seasonal Campaigns

Strategic Approach

→ Mode Shift/Behavior Change Campaigns

- Spring & Fall
- Six-week duration
- Prizes for alternate mode
- Reward several levels of participation

→ Awareness Activities

- Summer & Winter
- Ongoing Program Promotion
- Small raffle prizes
 - Trip Logging
 - Mailing List Sign-up
 - Testimonials

Looking for a Better Way To Get Around?

Find a new way, log trips get rewarded!

Win a hydroflask, gift cards, canvas bags and more!

More info @marincommutes.org

BETTER COMMUTE - BETTER COMMUNITY

MARIN COMMUTES

Local transportation information: MarinCommutes.org

Seasonal Campaigns

Strategic Approach

→ Target Audiences

- Solo drivers open to other options
- Commuters that use alternatives occasionally
- Those starting a new commute

→ Messaging

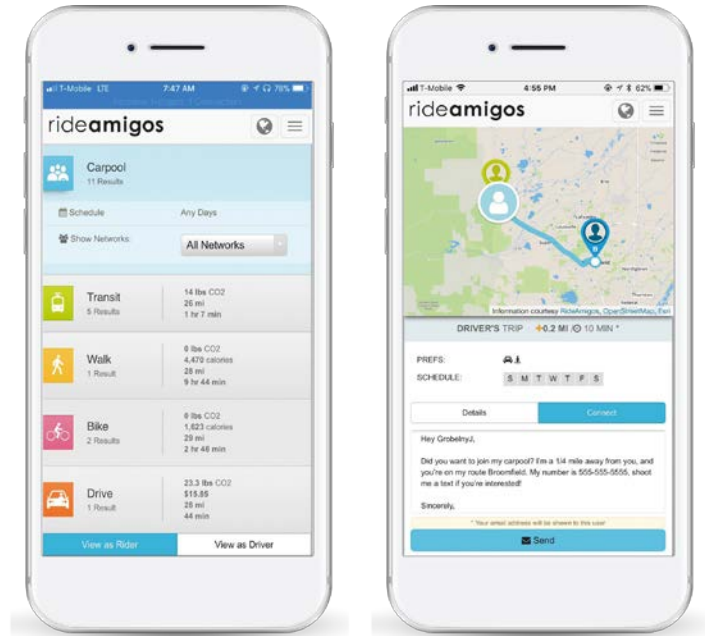
- “One Day a Week”
- Better Commute – Better Community



Ride Amigos Platform

Multimodal Trip Planning for Commuters

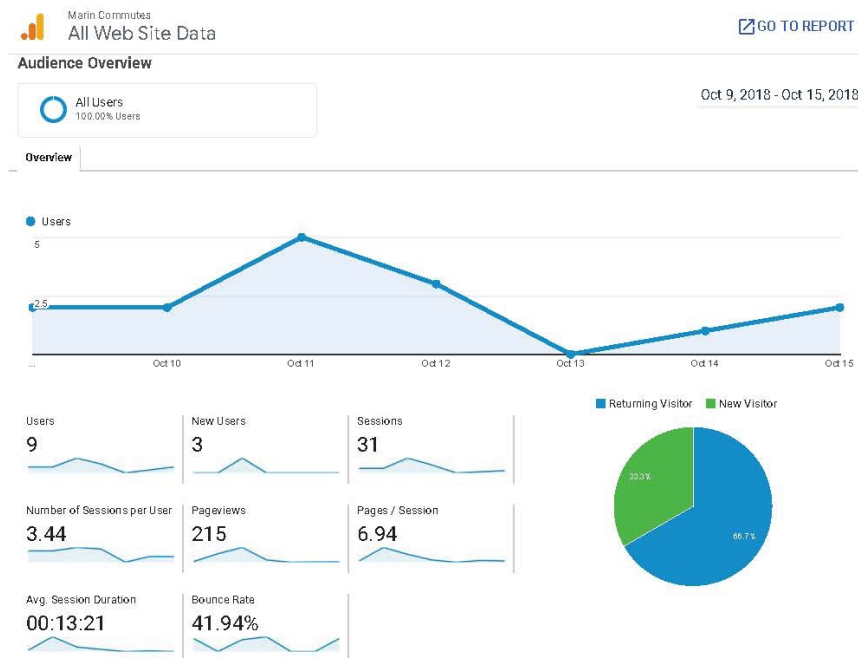
- Trip Planning for Car & Vanpool matching, Local Transit, Biking & Walking
 - Mid route corridorridematching
 - Rideboard for events and one-time trips
 - Mode comparison including public/private transportation networks and infrastructure
 - Private Networks: Internal employee carpool matching
- Commuter Challenges
 - Bike to Work
 - Employer Competitions



Planning & Evaluation

Tools & Methods

- **Google Analytics**
 - Website Traffic
 - Campaign Engagement
- **Ride Amigos**
 - Number of participants
 - CO², VMT, and other metrics
- **MailChimp**
 - Mailing list sign ups
 - Campaign Engagement
- **Social Media**
 - Followers & Post Engagement



Launch Timeline

