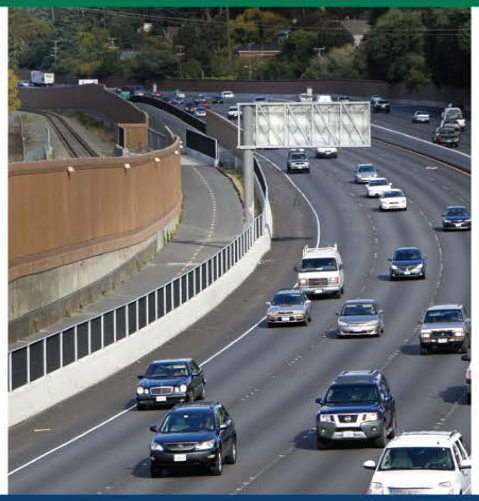


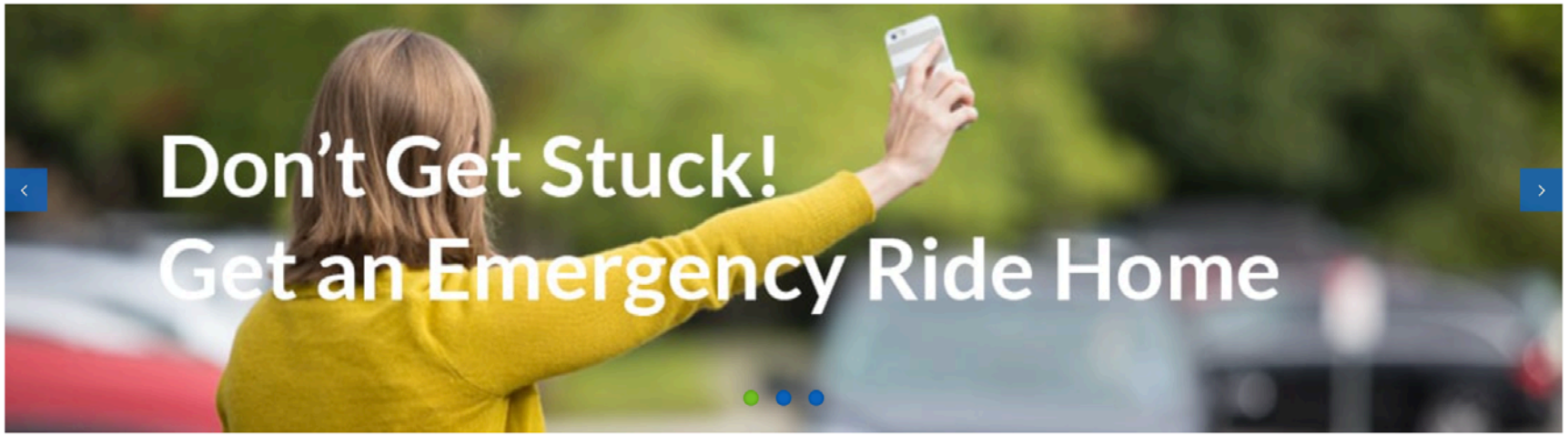
Marin Commutes Program Launch

TAM Programming & Projects Executive Committee

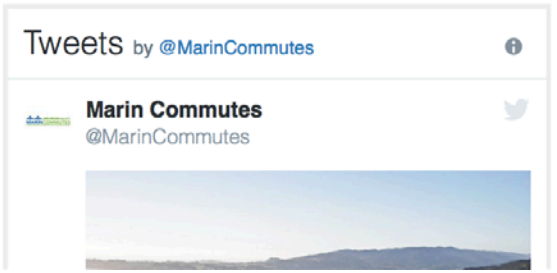
1/14/19

MARINCOMMUTES.ORG
PLANNING & EVALUATION
COMMUNITY ENGAGEMENT
MARIN COMMUTES
RIDE AMIGOS PLATFORM
WORKFORCE ENGAGEMENT
SEASONAL CAMPAIGNS

MarinCommutes.org



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

MARIN COMMUTES

COMMUTE OPTIONS ⌄ CURRENT PROMOTIONS ⌄ OPTIONS FOR EMPLOYERS ⌄

Search ...

WALK AND BIKE

TAKE A FERRY

RIDE THE TRAIN

RIDE A BUS

SHARE A RIDE

DRIVE CLEAN

GET AN EMERGENCY RIDE HOME

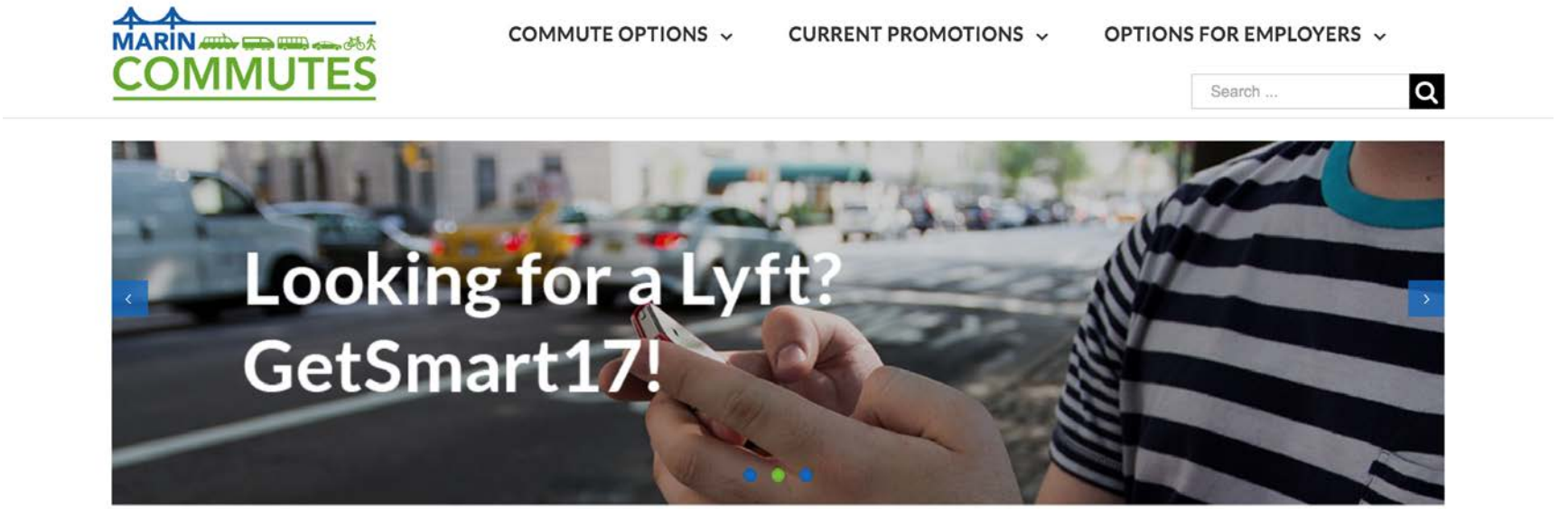
Apr 25, 2018

Marin Commutes
@MarinCommutes

Apr 25, 2018

Embed View on Twitter

Current Promotions



- Emergency Ride Home
- Vanpool Incentive
- Lyft Line Program

Options for Employers

MARIN COMMUTES

COMMUTE OPTIONS ⌄ CURRENT PROMOTIONS ⌄ OPTIONS FOR EMPLOYERS ⌄

Search ...

HELP EMPLOYEES BEAT THE COMMUTE

Start an Employee Commute Program

Work from Home

Community Engagement

Community Groups

Mailing List

Community Events

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Bus Banners

Digital Marketing

Commute Surveys

Workforce Engagement

Program Development Resources

Promotional Program Updates

Seasonal Campaign Toolbox

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Partnership Opportunities

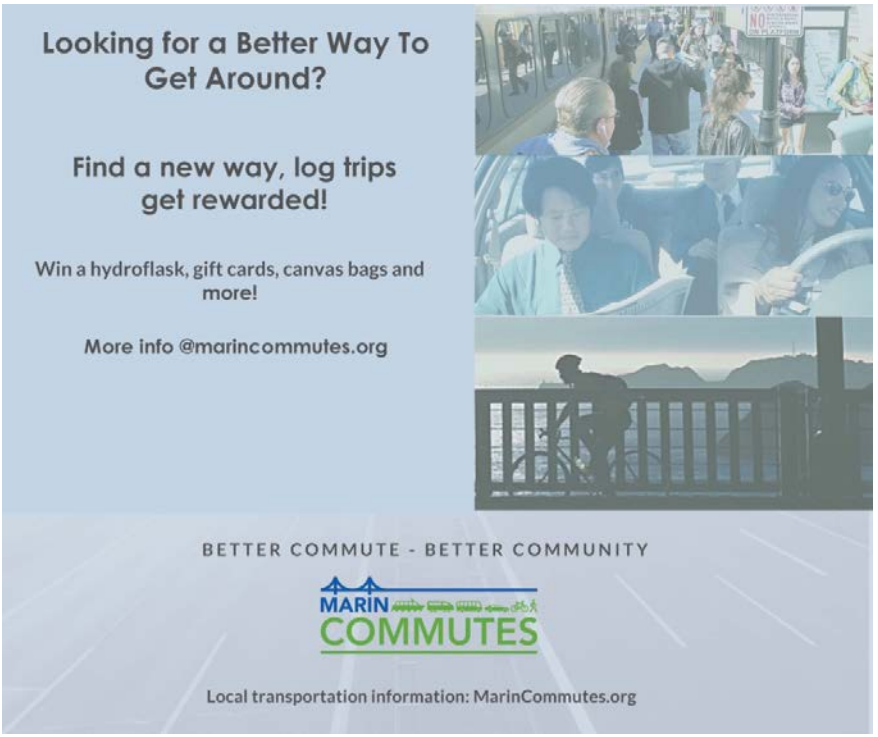
Workplace Events

Employer Benchmarking Surveys

Seasonal Campaigns

Strategic Approach

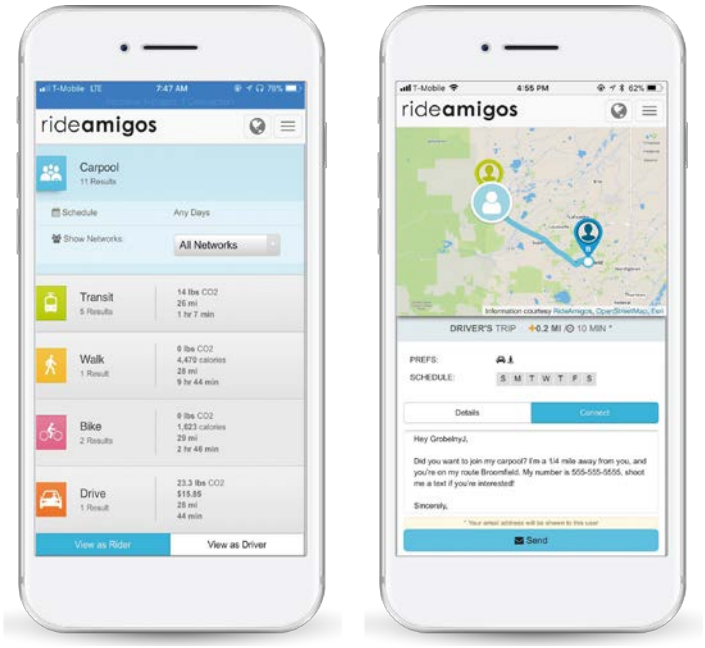
- **Mode Shift/Behavior Change Campaigns**
  - Spring & Fall
  - Six-week duration
  - Prizes for alternate mode
  - Reward several levels of participation
- **Awareness Activities**
  - Summer & Winter
  - Ongoing Program Promotion
  - Small raffle prizes
    - Trip Logging
    - Mailing List Sign-up
    - Testimonials



Ride Amigos Platform

Multimodal Trip Planning for Commuters

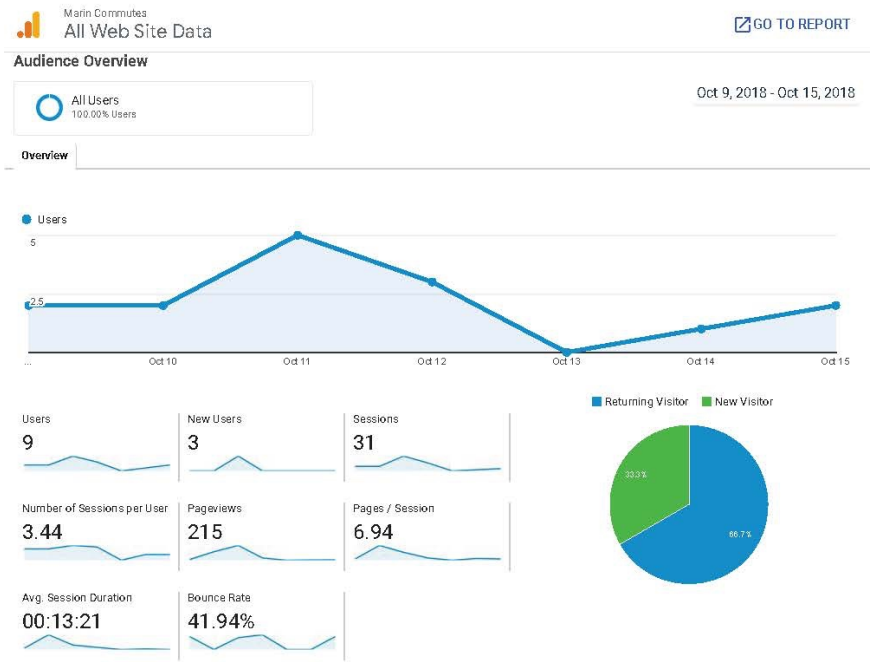
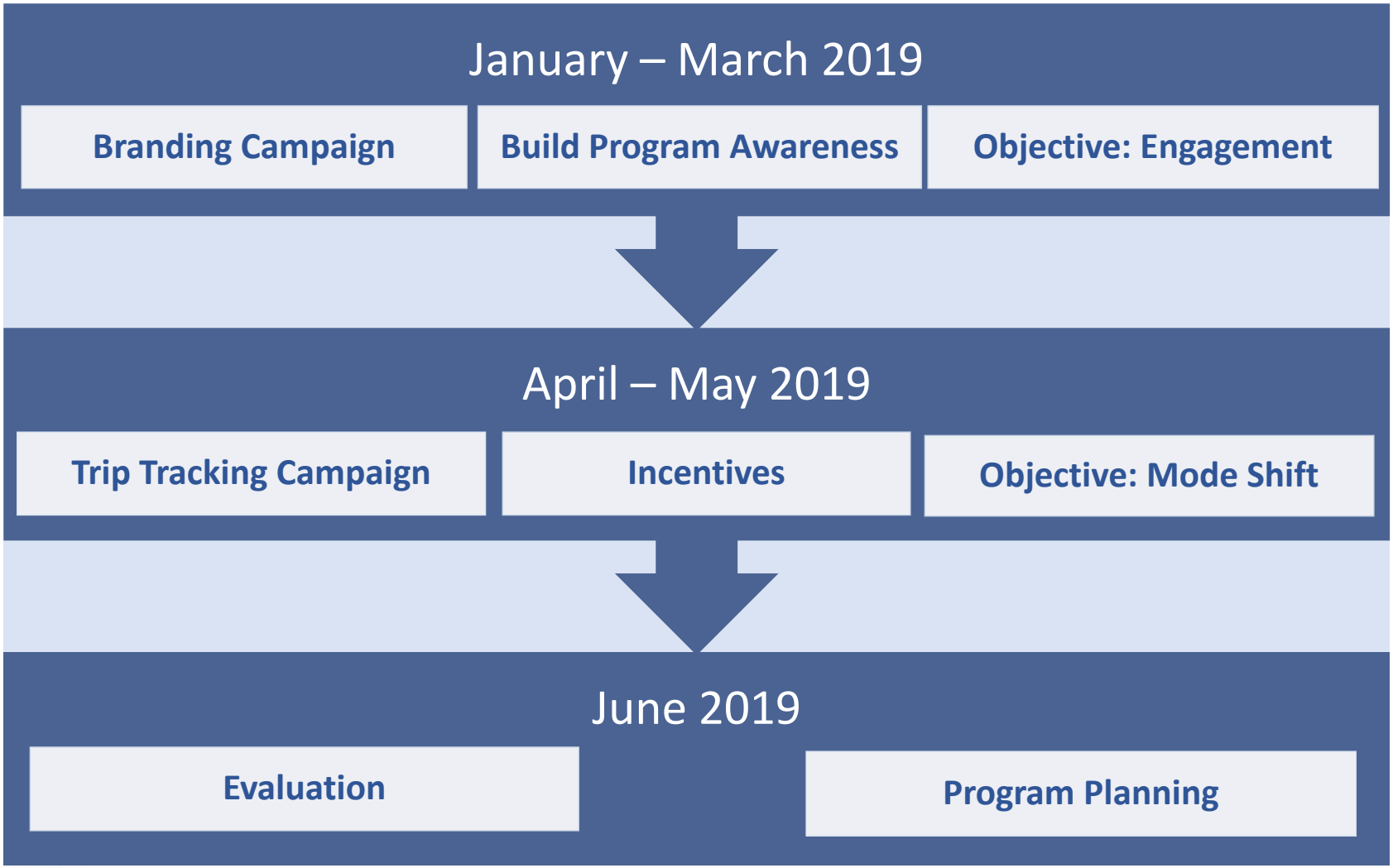
- **Trip Planning for Car & Vanpool matching, Local Transit, Biking & Walking**
  - Mid route corridor ridematching
  - Rideboard for events and one-time trips
  - Mode comparison including public/private transportation networks and infrastructure
  - Private Networks: Internal employee carpool matching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



Planning & Evaluation

Tools & Methods

- **Google Analytics**
  - Website Traffic
  - Campaign Engagement
- **Ride Amigos**
  - Number of participants
  - CO^2, VMT, and other metrics
- **MailChimp**
  - Mailing list sign ups
  - Campaign Engagement
- **Social Media**
  - Followers & Post Engagment



Launch Timeline