

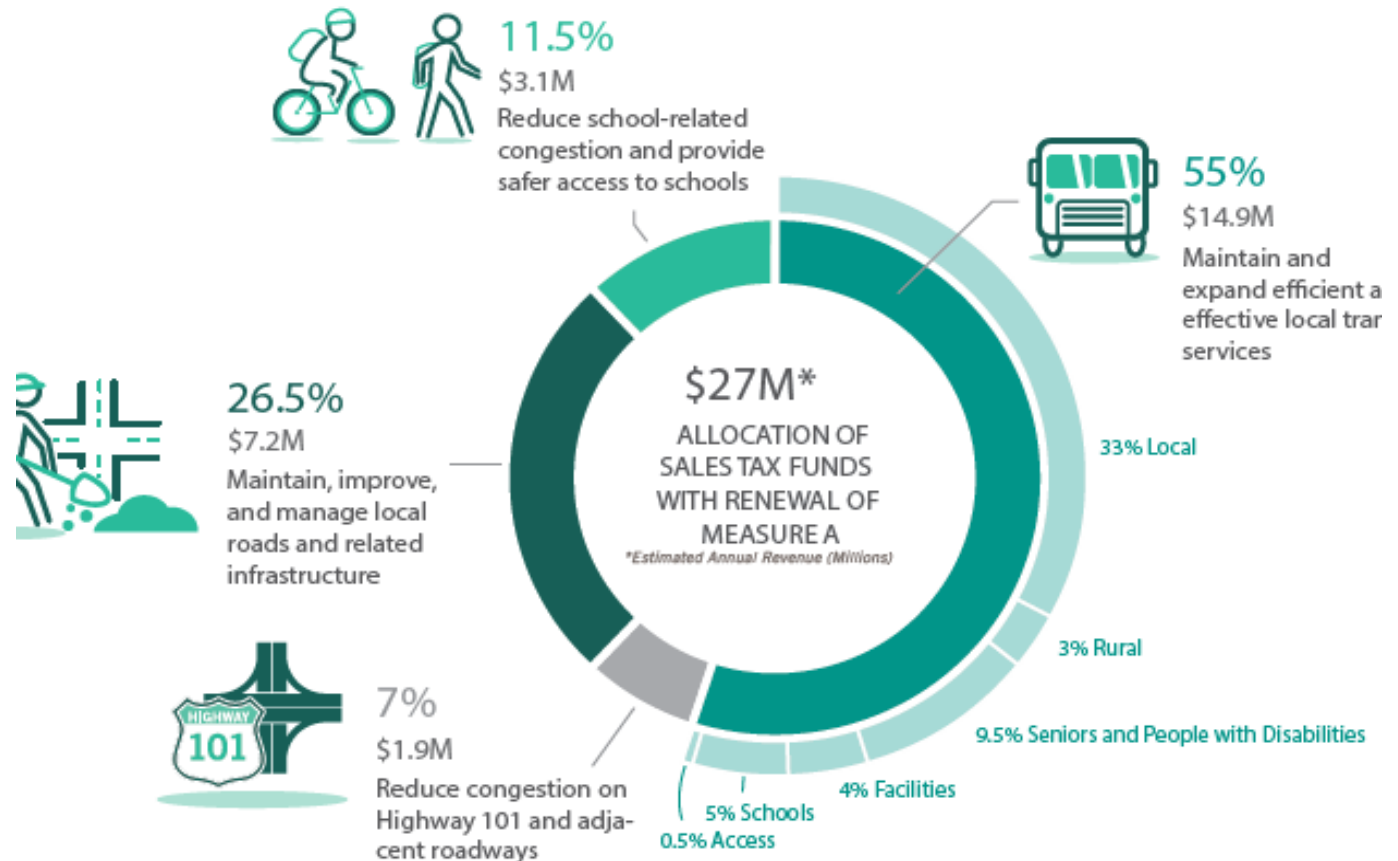


Marin Commutes Program

Citizens' Oversight Committee Meeting
3/18/19

Funding Framework

- Measure B Element 3.2
- Measure AA
- Grants



Vanpool Incentive Program



37 Vanpools in Marin
817 MTCO₂e REDUCED!



Marin Emergency Ride Home Program

EMERGENCY RIDE HOME

When emergencies happen, Marin Commutes has you covered. Whether it's a sick child, unexpected overtime, or other qualifying events, the Marin Emergency Ride Home program takes the fear out of leaving your car at home. Get reimbursed for your emergency ride home when you walk, bike, carpool or take transit to work.

For more info:

marincommutes.org

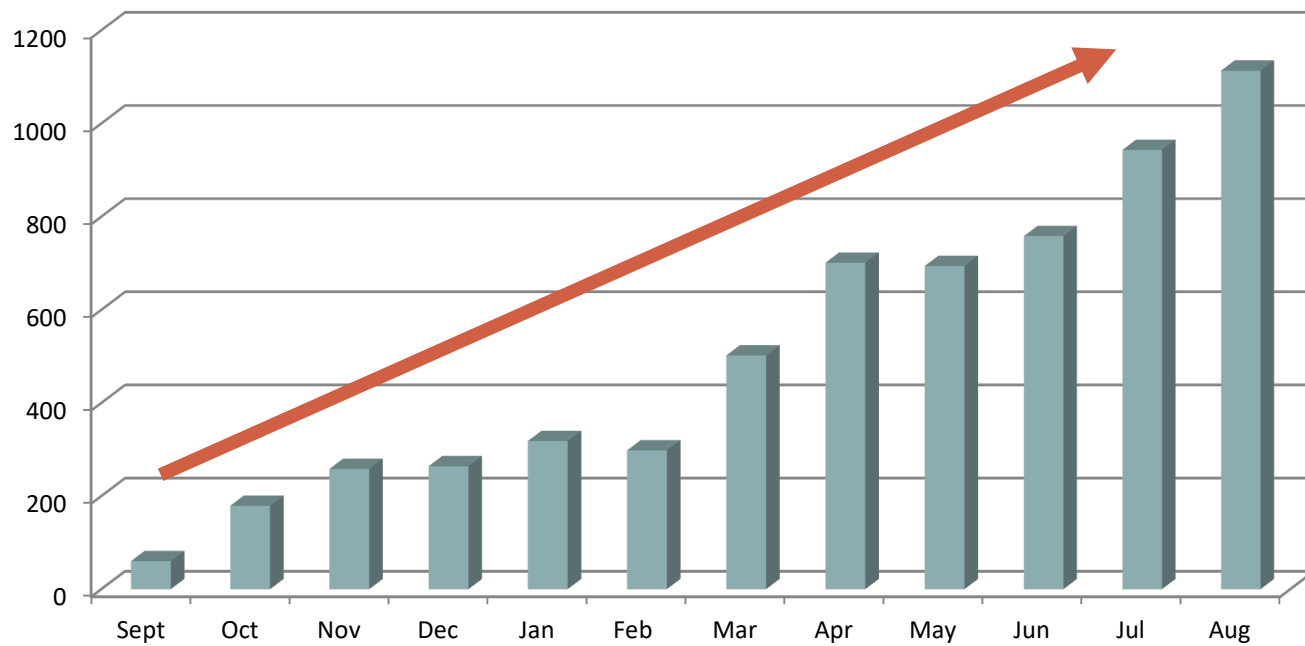


ZipCar Car Share Site in Downtown



Lyft “GetSMART” Program

- 1,100 rides a month
- 48 rides a day



Bikeshare Program Coming to Marin





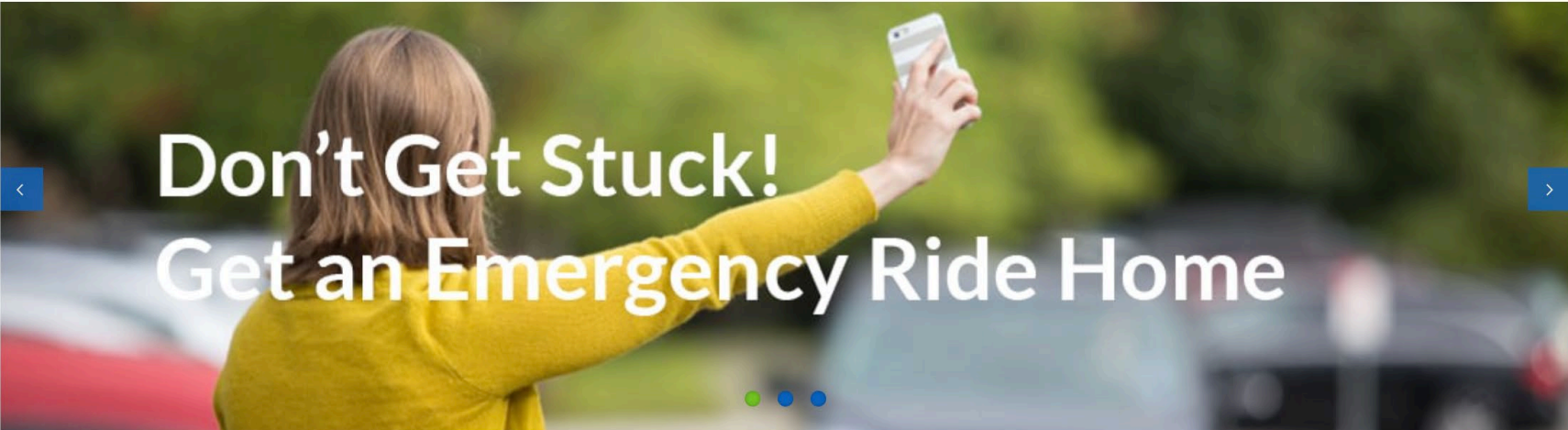
MARIN COMMUTES



What is Marin Commutes?

- Community Engagement Program
- Goal is to:
 - Promote green transportation options
 - Provide a resource to learn about current green transportation incentives
 - Provide commuter resources like trip logging
- Challenges, gamification through small mode shift campaigns
- Administrative and Management Capability

MarinCommutes.org

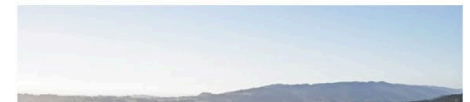
[COMMUTE OPTIONS](#) ▾[CURRENT PROMOTIONS](#) ▾[OPTIONS FOR EMPLOYERS](#) ▾

Don't Get Stuck!
Get an Emergency Ride Home

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.

Tweets by [@MarinCommutes](#)

Marin Commutes
[@MarinCommutes](#)



Making the Most out of Marin Transportation Dollars



Commute Options

WALK AND BIKE



TAKE A FERRY



RIDE THE TRAIN



RIDE A BUS



SHARE A RIDE



DRIVE CLEAN



GET AN EMERGENCY RIDE HOME



Community Engagement

General Public

Bus Banners

Community Events

Mode shift campaign

Mailing List

Community Group
Presentations

Digital Marketing

Employer/Civic Groups

Workplace Events

Employer Benchmarking
Surveys

Program Development
Resources

Commute Surveys

Ride Amigos

Partnership
Opportunities



Seasonal Campaigns

Mode Shift/Behavior Change Campaigns

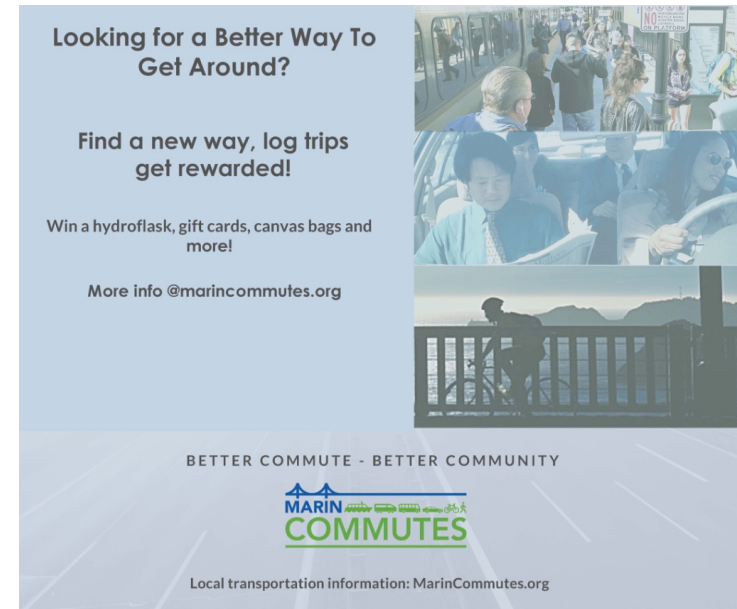
- Spring & Fall
- Six-week duration
- Prizes for alternate modes
- Reward several levels of participation

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



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

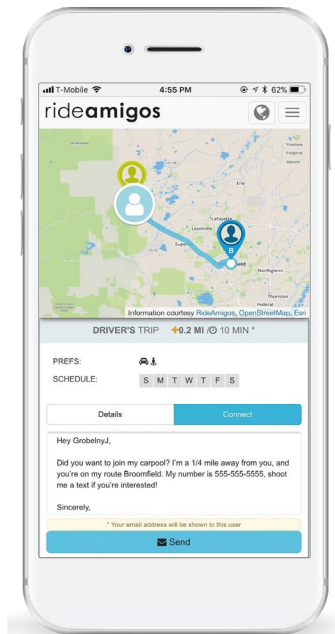
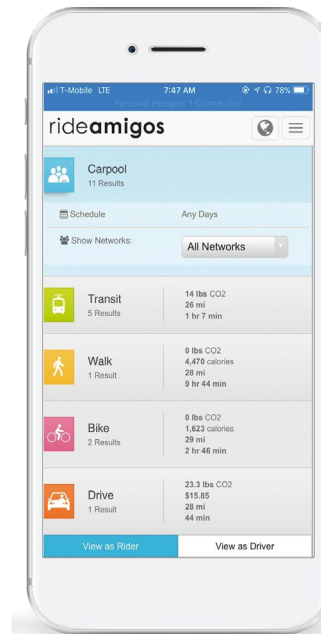
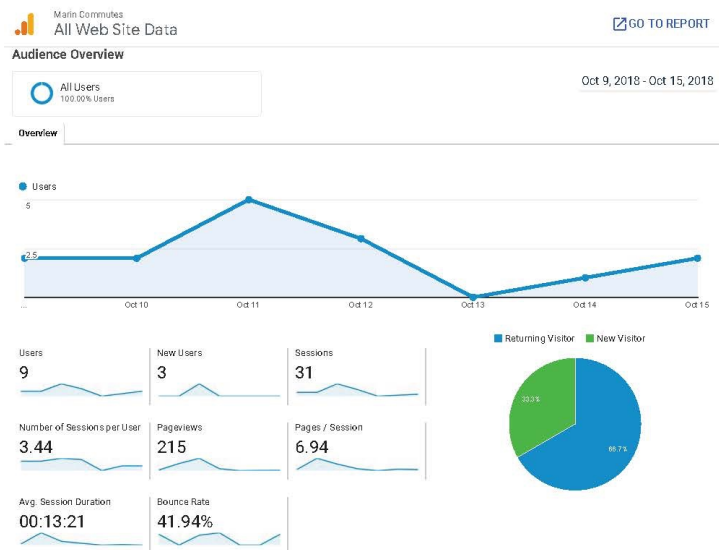
Local transportation information: MarinCommutes.org

The graphic features three small images: a group of people on a transit platform, a woman driving a car, and a person walking on a bridge. The background is a light blue gradient with a road pattern at the bottom.

Ride Amigos Platform

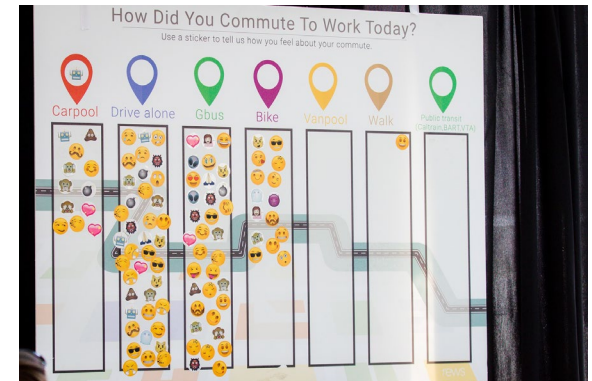
Multimodal Trip Planning for Commuters

- Trip Planning and Logging for Green Modes
- Web based and app based
- Commuter Challenge Admin & Management
- Planning and evaluation tools



Marin Commutes Program Upcoming Activities

- Mode shift campaign in April- May
- Evaluation over summer, general awareness
- Ongoing regular reporting



Questions?

Better Commute – Better Community



For local transportation info visit marincommutes.org

