Employer Programs
ROADMAP TO TELEWORK

AUGUST 18, 2020

98 registered
71 in attendance
60~ employers.
TOP RANKED OBSTACLES
TO ROLLING OUT A TELEWORK POLICY

WORKPLACE CULTURE
MANAGING REMOTE WORKERS
COLLABORATION
78% believe employer would allow at least once a week telework when the crisis is over.

93% believes that telework policy should live with the HR department.
85% ATTENDEES WANT TO WORK FROM HOME AFTER THE CRISIS.

56% WANT TO WORK FROM HOME 2-3X A WEEK. FOLLOWED BY 22% WANT TO WORK REMOTELY FULL-TIME
NOT A PRIORITY
A “pandemic-free” telework or hybrid-telework policy cannot be rolled out live until we are in the clear of COVID.

ENVIRONMENT
Environmental groups are more curious and engaged in promoting telework than employers.

RETURN TO WORK
Timelines are scattered (already passed through mid-2021) and based on job function, vaccine predictions, or arbitrary.

MANAGEMENT CONSULTING
Telework is unlike promoting other commute modes. It’s a shift in workplace culture and cross-functional operations.
Concerned what rise in teleworking will do to future demand

Telework has not had great adoption prior to pandemic, has greatest impact, and TBD how telework will change the field?
MORE TELEWORK EXPERTISE

Deepening in topics like cost-benefit, real estate, taxes, operations, finance.

BIKE COMMUTES

Exploring what to offer employers around making biking to work more feasible and attractive.

CONTINUED LEARNING & OUTREACH

Other models of programs for essential workers, low-wage workers, non-white collar commuters, and small/medium businesses.
Agenda Item 4b: Commuter Programs

Commute.org’s 5th Fellow
Welcome Nora Hanak

Our Fellow Alumni – Where are they now?
- Erin Fieberling, Stanford University Transportation Department
- Arthi Krubanandh, Water Emergency Transportation Authority
- Parin Patel, SF MTA
- Cecily Foote, relocated to Austin, wants to stay in TDM
Commuter Programs

- STAR platform capturing telework days and more
- Summer Commuter Promotion results, Quarterly promotions continue

Quotes from our commuters…

Ingrid K.
"I miss the separation of work and home, and the time I spent reading on the train."

Jonathan S.
"I used to spend four hours a day commuting to and from my desk at the office. But now with teleworking, my commute is a few steps to my desk at home."
Commuter Programs

New reward program

- Bicycle to Work Rewards soft launched July ‘20
  - July - August 2020 results
    - 31 commuters rewarded (+89 joined program)
    - 4,726 miles
    - 906 trips
    - Average trip 5 miles
Commuter Programs

Throughout September chance to win prizes for logging bicycle trips to wherever

SVBC & Bay Area - Love to Ride app
+
San Mateo County residents through STAR
Commuter Programs
Agenda Item 4c: Shuttle Program

- Operating modified schedules
  - Reduced/Suspended/Canceled routes
  - Adjusting schedules to match BART and Caltrain changes
  - SF Bay Ferry suspended service
  - All multi-vehicle routes operating with one vehicle (except BCP)
  - Hillsdale station closed – reopening scheduled for January 2021

- Other COVID-19 Impacts
  - Significant reduction in ridership (-85%)
  - Suspended shuttle pass requirements
  - Minimal customer service activity
Shuttle Program Route Status

San Mateo County Shuttles Status as of 9/1/2020

Brisbane
- Bayshore (Caltrain)
- Crocker Park (BART)
- Sierra Point (Caltrain/BART)

Burlingame
- Bayside
- Burlingame Point
- Millbrae-Broadway
- North Burlingame

Foster City
- Lincoln Centre
- Mariners’ Island
- North Foster City

Menlo Park
- Marsh Road
- Willow Road

Millbrae
- Bayside
- Burlingame Point
- Millbrae-Broadway
- North Burlingame
- North Foster City

Redwood City
- Pacific Shores
- Midpoint
- Bayshore Technology Park
- Seaport Centre

San Bruno
- Bayhill/Walmart.com

San Mateo
- Campus Drive
- Mariners’ Island
- Norfolk Area

South San Francisco
- Genesis Towers
- Oyster Point - BART
- Oyster Point - Caltrain
- Oyster Point - Ferry
- Utah-Grand - BART
- Utah-Grand - Caltrain
- Utah-Grand - Ferry

- Suspended
- Reduced Service
- Regular Service
Ridership

Average Daily Ridership Commute.org Shuttles
August

86% drop from prior year
Shuttle Program

- Vendor
  - 100% coverage since March
  - Stable staffing and administration
  - Contract extension terms still being negotiated
  - COVID protocols being monitored – masks, cleaning, notifications
Status of Strategic Planning Process

- Strategic Planning Ad Hoc Steering Committee
- SWOT Analyses
  - Board members
  - Committee members
  - Staff
- Stakeholder Input
  - Surveys (two rounds)
  - Interviews (two rounds)
- Mission – Vision – Core Values (in process)
- Strategic Objectives and Goals (next step)
- Draft Plan ~ target Nov 2020
- Final Plan ~ target Feb 2021
Status of Strategic Planning Process

- Simultaneous Studies/Planning Processes:
  - Transit District / Caltrain Shuttle Study
  - TA ACR/TDM Study
  - Reimagine SamTrans
  - US-101 Mobility Action Plan
  - MTC Blue Ribbon Task Force
  - Caltrain Governance / Business Plan
  - Commute Free Tomorrow Collaborative
  - Peer-to-Peer Network Among Bay Area TDM Agencies
Core Values / Guiding Principles

- **Leadership** – we aspire to be the leading resource for all TDM programs and services in San Mateo County
- **Collaboration** – we partner with public, private, and non-profit organizations to drive the movement to alternative mobility options
- **Equity** – we work to change practices, structures, and policies to realize transportation equity in San Mateo County. As we do so, we actively examine our roles in perpetuating inequitable systems.
- **Sustainability** – we focus not only on the short-term benefits of alternative mobility options, but also on the long-term impacts those changes can have on the environment
- **Flexibility** – we adapt our programs and services to meet new challenges and new opportunities
Core Values / Guiding Principles (continued)

- **Viability** – we carefully manage and continually develop our capital resources to ensure that we have the means to succeed.

- **Creativity** – we are passionate about learning and seek to constantly improve and innovate. We are not afraid to make mistakes.

- **Teamwork** – we value our individual and collective talents and work together to achieve solutions. We trust and respect each other.

- **Accountability** – we gauge our effectiveness using measurable goals and consistent assessments.

- **Alliance** – we are an alliance of our members and were created for a common purpose. We look to our members for guidance and direction and rely on them to help us achieve our goals.
Agenda Item 6. Executive Director’s Report

- Website redesign project:
  - Agenda/Board management software platform
  - Content and UI refresh
- MTC Blue Ribbon Transit Recovery Task Force
- Commute Free Tomorrow working group
- SMCTA ACR/TDM Plan project (Summer 2021)
- Next board meeting: November 19, 2020