



EMPLOYER GUIDE

YOUR EMPLOYEES' COMMUTES COUNT

GUIDE TO TAKE ADVANTAGE OF STAR BY
COMMUTE.ORG'S PROGRAM

WHO ARE WE?

Commute.org is dedicated to improving employees' commutes to, from, and through San Mateo County. As the Transportation Demand Management Agency for San Mateo County, we specialize in working with companies, organizations, and commuters to find alternative ways to get to work. Our suite of programs and consulting services are available to all San Mateo County employers and commuters. One of these programs is STAR by Commute.org.

WHAT IS STAR BY COMMUTE.ORG?

STAR is an online platform that enables commuters to search, plan, and track their sustainable commute options via a personalized STAR account. Other STAR features include:

- Carpool, vanpool, and bicycle partner matching
- Trip Planning
- Rewards
- Challenges

STAR is provided at no cost by Commute.org. Employers are invited to use STAR to create or enhance their commuter benefit programs. This guide will lay out the different levels of opportunities available to you.

STAR is designed and powered by RideAmigos, a private third-party company that manages similar platforms for organizations across the United States.

WHY OFFER COMMUTER BENEFITS?

- **Increase productivity and morale:** Happy employees are more productive. Employees can find commutes that are less stressful and save them money.
- **Improve retention and recruitment:** Make your workplace more attractive to current and potential employees with commuter reward programs and challenges.
- **Track commute patterns:** Learn how transportation benefits impact your employees and gain insight into their transportation needs.
- **Welcome new employees:** One of the many things new hires navigate when starting a job is their trip to work. STAR can be a part of onboarding and help them settle into a new sustainable commute routine.
- **Be compliant:** The Bay Area Commuter Benefits Program requires employers with 50 or more employees to offer commuter benefits to their employees. Create and administer rewards programs, track benefits, and much more using STAR.

STAR BY COMMUTE.ORG

TIER OPTIONS & BENEFITS

1

TIER 1

Direct employees to create a STAR account to access trip planning, ridematching and Commute.org's rewards and challenges

Benefits Accessible to Tier 1

- **Interactive Commuter Dashboard** allows every STAR account user to see the most important information all in one place on their personal dashboard with access to Commute.org's rewards and challenges.
- **Trip Planner** includes all available modes of transportation to and from your organization including ridesharing, train, shuttle, bus, biking, and walking.
- **Rideshare Matching** allows commuters to find and connect with carpool, vanpool, or bicycle partners that match up with their commute. Users can choose to look for matches only within STAR or extend the criteria to search for matches with other Bay Area agencies that use RideAmigos for ridematching.

2

TIER 2

Set up an private Employer Network to offer ridematches exclusively for your employees

Benefits Accessible to Tier 2

Tier 1 benefits plus:

- **Private Employer Network** allows employers to create welcome and network messages to employees and provides a unique URL for employees to use when joining STAR.
- **Rideshare Matching** with the Employer Network allows employees to set their carpool, vanpool, or bicycle partner match criteria to limit the search to colleagues inside the network or extend the criteria to search for matches within STAR and other Bay Area agencies that use RideAmigos for ridematching.

3

TIER 3

Appoint a Network Manager to access reports on your workforce commute patterns and overall statistics and offer personalized commute rewards and challenges

Benefits Accessible to Tier 3

Tier 1 + 2 benefits plus:

- **Network Manager(s)** rights allow key staff to view reports and more.
- **Subnetworks** are groups within your Network that help reach commuting goals. Examples include different locations or departments within the organization.
- **Surveys** allow for easy distribution and collection of transportation surveys.
- **Gamification** allows the creation of Network-specific achievements, rewards, and challenges to motivate commuters. These are in addition to the programs provided by Commute.org.
- **Comprehensive Reporting** shows you real-time data providing key insights to your employees' travel behavior to assist with organizational and GHG reduction goals.

Congratulations! You have taken a huge step towards healthier, greener, cost-effective commuting through your interest in STAR for your employees.

This document will provide what you need to know to establish a network, collect and track commuter data, and utilize gamification and incentive tools available to you, depending upon your Tier selection.

HOW TO GET STARTED?

1. Create your own personal STAR account at my.commute.org
2. Contact us at support@commute.org to let us know you are interested in STAR and which **tier** best fits you and your organization
3. Provide us with the following information,
 - Employer name
 - Employer address
 - Contact information
 - # of employees
4. Commute.org representative reaches out to you to walk you through your next steps

Whichever **tier** you choose, remember any commuter in San Mateo County can register for a STAR account, start tracking their commute behavior and receive rewards provided by Commute.org.



NEXT STEPS FOR TIER 1

- Commute.org will add you to our monthly e-news to stay updated on our program offerings for you and your employees
- Simply include in your internal communications information about these offerings and the additional commute resources offered by [Commute.org](https://www.commute.org)
 - Trip planning
 - Finding a carpool, vanpool, or bicycle commute partners
 - Participate in rewards and challenges
 - Carpool, Vanpool, and Bicycle rewards, up to \$100 in e-gift card rewards
 - Guaranteed Ride Home for all commuters that work or go to school in San Mateo County. We reimburse up to \$60 per trip, up to four times a year
 - Earn points for logging sustainable commute trips and redeem your points for prizes in the STAR Store
 - Seasonal Challenges for tracking sustainable commute trips, prizes drawings for three \$100 e-gift cards
- Direct your employees to [Commute.org](https://www.commute.org), our general website, or directly to STAR at my.commute.org

That's all for this tier. We take care of your commuters from here!



NEXT STEPS FOR TIER 2

The steps from Tier 1 apply for this level but with more personalization for you and your employees

- Let us know the preferred network name for your organization, i.e. ABC Corp or ABC. The name is important for a couple of reasons:
 - Allows us to create a personalized sign-up URL that allows employees to join with a single click
 - When employees do not use your URL, they will be able to self-select your organization from a list
 - When employees are looking for carpool, vanpool, or bicycle partners, they will have the option to choose to match with their network or be able to select your organization from a list
- Confirm your email domain for your organization
 - This helps us catch any employees using their work email to automatically add them to your network
- Create a personalized welcome message for employees when they join your network

Commute.org is here to help with the marketing and communications of your network, whether it's to promote ridesharing between your employees or to encourage them to join and start participating in a Commute.org program mentioned in Tier 1.



NEXT STEPS FOR TIER 3

The steps from Tier 1+2 apply for this level but with options to access commuter information, feedback, and gamification.

- **Designate** a network manager at your organization. It can be more than one person but choose an employee that is appropriate to have access to commuter reports and information.
- **Determine** if sub-networks are needed. This is typically used if you have more than one worksite in San Mateo County. For finding commute partners, it helps to group your employees with those at the same worksite. Sub-networks can also be used for other purposes, i.e. a bicycle group or department groups.
- **Surveys** are an important tool to help understand commuter choices and receive feedback about commuter programs. Commute.org offers multiple ways to survey your employees.
 - Within STAR, the network manager(s) has access to a survey tool. They can create, send and download reports through the system.
 - Alternative option: Commute.org offers surveys through SurveyMonkey.
 - Whichever way you prefer to survey your employees, we can help you create your survey for the best results.



Tier 3 continued

This tier continues with custom commute incentives and knowing your program impact

- **Gamification** can be used to encourage employees to try or continue to use sustainable commute modes to work by offering incentives. STAR offers a few features for network managers to personalize programs
 - **Rewards** can be a direct incentive or a raffle entry. The network manager chooses the eligibility to earn the incentive (i.e. Employees that bicycle for 4 days in October win a prize or entry into a drawing.)
 - **Point programs** provide a way for employees to accrue points to redeem at a later date for an incentive. The network manager determines the prize (i.e. employees that earn 200 points earn a donut party for their department.)
 - **Challenges** are friendly competitions that are run over a short period of time for users, networks, or teams to compete against each other. Prizes, such as gift cards, certain privileges, or bragging rights, can be determined by the network manager
- **Reports** are available through the network manager(s) account. All reports can be filtered by date range, mode type, and more, then exported into excel. Here are typical reports that are available:
 - **Network statistics:** Trips, miles, CO2 reduced, calories burned, and money saved
 - **User & trip log reports:** Detailed commute information on network members
 - **Reward and Challenge reports:** Participation results and statistics on program

Your network manager is now ready to start exploring STAR and how it can help you and your commuters.

Commute.org would like to thank you for your efforts in San Mateo County. Every sustainable commute counts towards improving our air quality and traffic congestion.

Our staff looks forward to helping you meet your organizational goals, whether it's for sustainability, recruitment and retention of employees, reducing the drive-alone rate at your worksite, or other related goals. STAR by Commute.org can help you with real-time data providing key insights into your employees' travel behavior to achieve with these goals.

ADDITIONAL RESOURCES

STAR Guidebook for Commuters: Step-by-step instructions for commuters to participate in STAR programs.

RideAmigos Academy: STAR is powered by RideAmigos. This academy offers additional support to manage your network.

Commute.org: General website for our agency that provides additional information on commuter shuttles, news, and more.

CONTACT US

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FUNDERS AND PARTNERS

