

Commute.org

# Annual Report

**Fiscal Year Ending June 30, 2024**



## Overview

For FY 2024, the San Mateo County Transportation Authority (TA) authorized \$586,400 in Measure A, Alternative Congestion Relief (ACR) funding and C/CAG of San Mateo County authorized \$600,000 in AB 434 funding and \$510,000 in Congestion Relief Program funding to implement a countywide TDM program to reduce traffic congestion and improve air quality in San Mateo County by the Peninsula Traffic Congestion Relief Alliance (Commute.org). Additionally, the TA programmed \$210,000 in ACR funding to assist with Commute.org's countywide TDM monitoring program.

This report covers all of the above funding as well as the Shuttle Program funding which is comprised of TA Measure A and C/CAG TFCA grant funds and contributions from Shuttle Program partners.

Commute.org's Scope of Work for FY 2024 was divided into two sections, each of which is further divided into specific program areas and projects:

- Key Initiatives
  - Equity Project
  - Strategic Marketing Plan
  - Workforce Housing TDM Pilot Program
  - TDM Compliance and Monitoring Program
  
- Core Programs
  - Engagement Programs
  - Commuter Programs and Incentives
  - Shuttle Program
  - Agency Development

This report provides updates on the agency's activities during the quarter and for the full year for each of the Core Programs and Key Initiatives. Additional supporting data can be found in the Data/Reports section at the end of the report.

## Quarterly Summary

The fourth quarter of FY 2024 was action-packed for the agency as we conducted major events targeting commuters, employers, and partners throughout the period. The 2024 Commuter Challenge, Annual Employer Symposium, Bike to Work (Wherever) Day, and the Community Partner Grant Program application process were the highlights of the quarter and are discussed in detail throughout the report.



Figure 1 – Annual Commuter Challenge

While staff was executing the current Work Plan and managing the development and delivery of major events throughout the quarter, we were also developing plans for FY 2025. Most of the agency’s core programs operate year-round so the end of a fiscal year is focused on finishing Work Plan initiatives and program reporting.

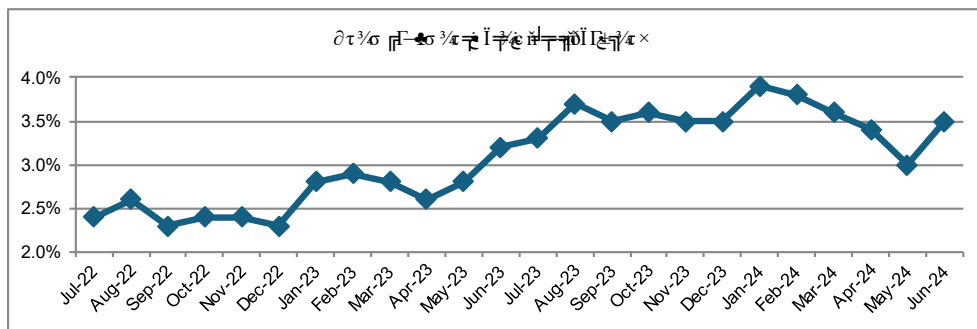
Commuters and employers emerge from the winter months with increased interest in our programs and special events. We experienced strong demand for both in-person events at employer sites as well as an increase in applications for the whole suite of rewards and incentives. Activity levels tend to dip slightly in the second half of June and this year was no exception. That allows staff to catch up on fulfillments and reporting after a whirlwind of activity the rest of the quarter.

Quarterly shuttle ridership grew 4.3 percent compared to the same quarter in the prior year. On an annual basis, ridership grew 6 percent over the prior fiscal year. These figures confirm what we have seen in recent months – ridership growth, but at a much slower pace than in the prior year. Public transit in the Bay Area is still struggling to regain commute passengers (with the exception of SF Bay Ferry). We have launched innovative marketing campaigns targeting potential transit riders and will expand those efforts as Caltrain’s electrified service begins in September.

Staff have also been engaging with new community partners to connect with underrepresented groups. The direction for these efforts is coming from the findings of our Equity Plan Study. In particular, the new, pilot Community Partner Grant Program recipients were approved by the board in April and work will begin next fiscal year.

Employment levels are an important indicator of traffic congestion and commute behavior. While there are reports about high-profile, local companies conducting layoffs and office space vacancy rates climbing, the employment data tells a different story. While it is still too early in the economic cycle to be certain, it is looking like unemployment rates in the region may have peaked in January. If true, then that might help to explain why commute-hour traffic in San Mateo County has worsened. That trend might bode well for providing incentives to commuters to look for alternatives to driving.

The unemployment rate in the San Francisco-Redwood City-South San Francisco MD was 3.5 percent in June 2024, up from a revised 3.0 percent in May 2024 and above the year-ago estimate of 3.2 percent. This compares with an unadjusted unemployment rate of 5.3 percent for California and 4.3 percent for the nation during the same period. The unemployment rate was 3.5 percent in San Mateo County.



**Figure 2 – Unemployment Trend in San Francisco-San Mateo County Metro Division (June 2024)**

The agency has maintained a hybrid work schedule since staff “returned to office” in late 2021. Staff spend between 40-60 percent of their workdays in-office and the remaining time can either be remote or in-office. Thursdays are “all staff” days when everyone is scheduled to be in-person. This allows for collaboration, training, and group activities.

As of June 30, the agency has eight full-time employees. We also have one fellow from the Sustainability Service Corps (formerly Climate Corps) working at the agency for a 10-month term. There is one open staff position.

The City of San Carlos, which has served as the agency’s fiscal agent since 2018, will be leaving that role at the end of the current fiscal year. The City of Millbrae is taking on the role beginning July 1, 2024. The transition began in Q4 and will continue through Q1 of FY 2025.

## **Section 1 – Key Initiatives**

1. Equity Project
2. Strategic Marketing Plan
3. Workforce Housing TDM Pilot Program
4. Countywide TDM Monitoring Program

### **Equity Project**

Commute.org’s Strategic Plan 2025 includes an objective that calls on the agency to integrate equity principles across all program areas with the goal of ensuring that our programs serve people and industries representative of the county. Considerable progress was made in FY 2023 on this objective, and it remained at the top of the list of critical projects for FY 2024.

During Q4, Commute.org continued to incorporate the agency’s equity principles into our programs. We developed an Equity Tool that will be used in FY 2025 to evaluate our internal policies and programs. The website, STAR platform, and marketing materials are now accessible in multiple languages. Advertising campaigns are being targeted to equity priority demographics, geographies, and industries. We also have a new quarterly community partner newsletter to reach a more diverse audience. Finally, we have adopted the Countywide Community Engagement Guidelines, which will be used when we interact with the community.

In FY 2023, Commute.org conducted focus groups with equity target communities in San Mateo County. From that feedback, we developed the pilot Community Partner Grant Program in FY 2024. The objective of this pilot grant program is to increase participation and input from communities currently underrepresented in Commute.org’s programs. This is achieved through sustained engagement with non-profit Community Partners that represent and serve these communities, thereby increasing awareness and use of our programs and services.



**Figure 3 – Promotional Graphic for the Community Partner Grant Program**

The outreach grant program is being awarded to three Community Partner (non-profit) recipients. A grant of \$5,000 will be provided to each awarded organization for work to be completed within one year, starting July 1, 2024. A call for proposals was issued on March 4 and applications were due on March 29, 2024. Commute.org staff organized an evaluation panel composed of representatives from C/CAG, the County of San Mateo, Silicon Valley Bicycle Coalition, and SamTrans. The evaluation panel convened on April 10, 2024, to finalize scoring and ranking of the applications.

The evaluation panel recommended funding the following proposals:

- El Concilio of San Mateo County
- Climate Resilient Communities
- Friends for Youth

The Board approved the three recommended recipients at the April 2024 meeting. Commute.org staff met with the three recipient groups in June to finalize workplans and funding agreements. Work will begin in July 2024.

### **Strategic Marketing Plan**

Commute.org has historically managed the marketing and communications program using one-year plans that were developed in collaboration with the agency's media buyer. The creative process has been a collaborative effort with an external marketing and graphic design agency. A key initiative in FY 2024 was to develop and implement a 3-year Strategic Marketing Plan.

Convey Inc. played a crucial role in the completion of the Strategic Marketing Plan in August 2023, offering recommendations to enhance the existing marketing plan. Focused on high-impact tactics, the plan aims to influence commuting habits and reduce greenhouse gas emissions, maintaining cost-effectiveness and feasibility.

The identified marketing objectives were:

- **Grow Awareness and Engagement:** Expand public knowledge and recognition of Commute.org's services and programs.
- **Increase Participation in Programs:** Motivate commuters to engage in Commute.org's core programs, fostering sustainable commuting habits.
- **Engage and Deepen Strategic Partnerships:** Collaborate with key partners to amplify Commute.org's impact on sustainable commuting.

In Q4, Commute.org implemented several recommended tactics from the plan, including a paid media campaign, targeted emails, in-person events, and social media engagement. These efforts supported the objectives outlined in the plan.

## Workforce Housing TDM Pilot Program

Commute.org received a grant from SMCTA's Alternative Congestion Relief and Transportation Demand Management (ACR/TDM) program to support a project known as the Jefferson Union High School District (JUHSD) Workforce Housing Transportation Demand Management (TDM) Pilot Program. The grant period is two years.

Commute.org organized a virtual bicycle safety workshop held on March 28, 2024. The workshop was recorded and is available on Commute.org's YouTube channel. A private link to the recording was shared with JUHSD workforce housing residents and all JUHSD employees. The District and Blvd Residential shared the private link with staff and residents through staff updates and direct email updates throughout Q4. The video can be viewed here: <https://youtu.be/fAPdn-jj-9s>.

Commute resources continue to be promoted through JUHSD staff e-news and prominently displayed posters in communal areas of the housing complex. Commuters are encouraged to utilize Commute.org's STAR platform to track their commute trips and access further support. The current impact of JUHSD members is detailed in the graphic shown below:

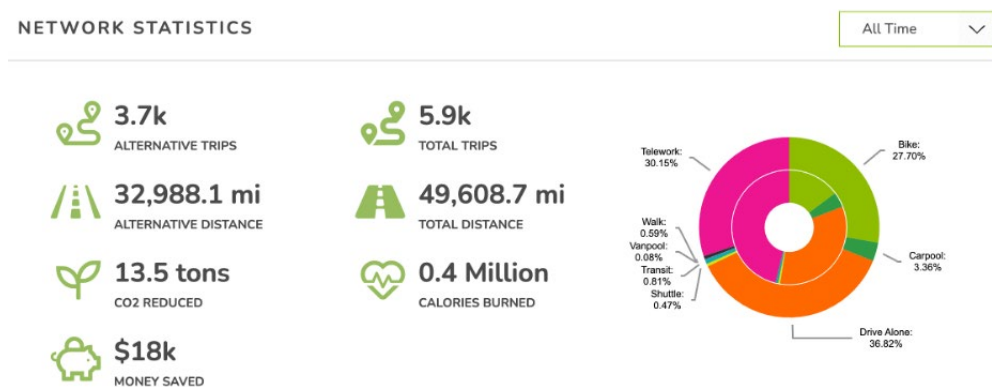


Figure 4 - JUHSD STAR Network Commuting Statistics

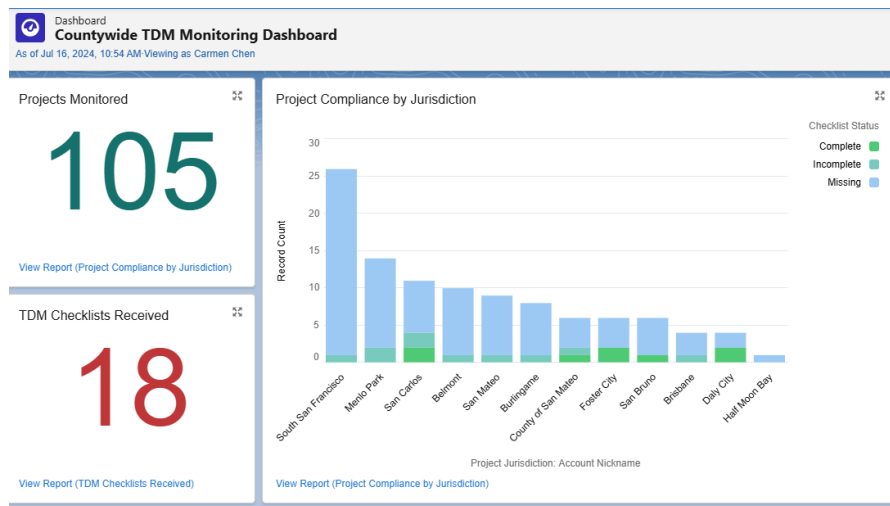
## Countywide TDM Monitoring Program

The C/CAG TDM Policy update went into effect countywide on January 1, 2022. It requires new development projects that generate at least 100 Average Daily Trips (ADT) to complete a TDM Checklist committing them to reduce vehicle trips to the site by implementing TDM measures. All C/CAG member jurisdictions must comply unless expressly exempt by C/CAG due to local requirements meeting or exceeding the trip reduction targets set by the Policy.

To support the TDM Policy, C/CAG identified Commute.org as the partner agency responsible for providing guidance to local jurisdictions and project applicants. Commute.org was also asked to develop a monitoring and compliance reporting program to ensure that applicants were following through on their TDM commitments.

During Q4, Commute.org onboarded three jurisdictions onto the OneCommute platform. The platform is cloud-based and used to monitor and report on policy compliance. Planning staff across all jurisdictions have been informed of the launch and may request one login credential per jurisdiction. Staff will continue to onboard jurisdictions that request login credentials in FY 2025.

Staff also documented all development projects in the County that are subject to the policy and notified jurisdictions of non-compliance. As shown in the screenshot below, we are tracking 105 different projects that are likely subject to the TDM Policy, 18 of which have submitted their C/CAG TDM Checklists. Commute.org will continue to send periodic updates to jurisdiction staff regarding individual projects to ensure TDM Policy compliance.



**Figure 5 – TDM Monitoring Dashboard**

In addition, Commute.org created the Certified Development Program to assist developers in San Mateo County with meeting their TDM requirements. The program provides development projects with a formal certification of their active participation in Commute.org programs and services. Active participation may be a requirement for developments that are subject to the C/CAG TDM Policy.

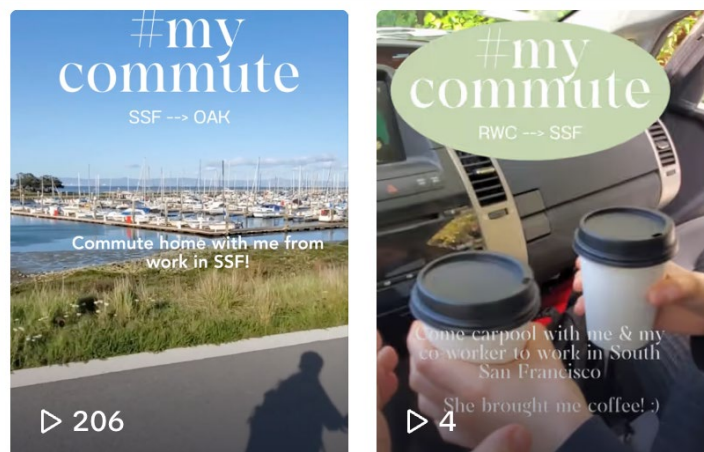
A total of 18 projects are registered under the program, 11 of which have achieved “pre-certification” status. Staff are collaborating with developers and jurisdictions to ensure that the newly developed program procedures work for all parties.

## **Section 2 – Core Programs**

1. Engagement Programs
2. Commuter Programs and Incentives
3. Shuttle Program
4. Agency Development

### **Engagement Programs Outreach & Education:**

- Objective: Increase adoption of commute alternative programs by commuters, employers and other organizations in San Mateo County by providing TDM tools, education, resources, programs, and expertise.
- Actions:
  - The Engagement team participated in nine on-site events hosted by employers, property managers, and community organizations. Staff are finding that many of the commuters who come to the events are new to their worksites and are open to alternative commute modes. The pandemic brought commuters to new locations and these in-person events are an effective way for the agency to engage with commuters and support employers. Staff developed an online event request form to further promote our presence at onsite events.
  - The Commute.org website continues to be one of the most important tools for the agency to reach its targeted audience. Content is added to the site regularly and changes are amplified through social media posts.
  - Throughout Q4, staff experimented with various promotional tactics on social media platforms to engage and interact with followers. The #mycommute video campaign encouraged commuters to share photos and create videos of their commutes for a chance to be featured on our social media channels. Commuters contributed content showcasing carpooling, vanpooling, transit, and bicycling.



**Figure 6 – Social Media Examples**

- Over 3,500 employers receive the Employer newsletter, which is published bi-monthly and when special situations warrant.
- The Commuter Club e-newsletter serves as a crucial resource for the Commuter Programs team and is distributed to a subscriber base of over 18,000 individuals. The team analyzes "open rates" and other metrics to ensure that the content remains valuable and pertinent to the audience.
- Commute.org is a sponsor of Bike Month in May and Bike to Work Day:
  - Our partner, the Silicon Valley Bicycle Coalition (SVBC), coordinated efforts throughout the month to get folks engaged with bicycling across San Mateo County. One of these efforts was their Pledge to Ride, a call for bicyclists to pledge to ride to work, school, or other purposes. In San Mateo County, 1052 residents pledged to ride. On May 16<sup>th</sup>, SVBC coordinated with employers, transit agencies, and others to host 39 energizer stations for Bike to Work Day, which celebrated bike commuters for their efforts and provided them with refreshments and goody bags.
  - Commute.org provided branded, reflective pant straps for the 2,000 tote bags distributed in San Mateo County. A new Bay Area-wide Bike Challenge was implemented for Bike Month this year, resulting in 775 participants contributing to a collective 110,000 miles ridden in May.
  - Commute.org also provided prizes for the Bike Commuter of the Year, Max Cohen, a bike shop owner in Pescadero. He attended the June Board meeting and spoke about his experience providing and teaching bike repair to community members.

### **TDM Programming and Support:**

- Objective: Provide TDM programming and support services to employers and organizations throughout San Mateo County. Most employers in San Mateo County do not have dedicated resources or expertise in TDM programming; therefore, Commute.org serves as a valuable, no-cost resource to those employers. For employers who have their own programs and dedicated staff, Commute.org can supplement their programs to make them even more effective.
- Actions:
  - Prior to the pandemic, Commute.org held an annual employer symposium to further engage with employers. This event was reintroduced as an online seminar in May 2024 and will continue to be an annual event either in-person or online. The symposium is designed to share TDM best practices, highlight success stories from employers, provide networking opportunities, and promote ongoing engagement with Commute.org.
  - Staff announced the new Employer Recognition Program at the webinar. The program acknowledges and rewards employers for actively engaging with the agency to promote our programs. This program will allow employers to earn points each time they engage with Commute.org and achieve annual certification in bronze, silver, and gold tiers. In doing so, we hope to encourage more frequent and meaningful engagement between employers and

Commute.org. To prepare for the official launch in FY 2025, staff also developed a program webpage.

- OneCommute is used as a CRM platform to track the agency's outreach efforts. Staff will use this platform to award points to employers and program partners who engage with the agency via the Employer Recognition Program.
- The agency continues to provide managerial support to the San Mateo Rail Corridor TMA. Commute.org has served as the administrator of the TMA since 2011. Staff worked on the TMA's 2023 annual report which was presented to the San Mateo Sustainability & Infrastructure Commission and City Council in Q4.

### **Partnership Development:**

- Objective: Develop partnerships with public and private sector entities that facilitates the growth and adoption of TDM measures throughout San Mateo County. Commute.org has become the recognized leader for TDM programming and support services in San Mateo County; however, it requires consistent and ongoing efforts to maintain that status.

### **Partnership Activity:**

- SAMCEDA HLUT committee meetings
- Countywide Shuttle Program meetings
- Sustainable San Mateo County's annual awards event
- JobTrain's Breakfast of Champions event
- C/CAG: OBAG3 review panel, VMT/GHG Mitigation Program Task Force, Shared Mobility Task Force, Micromobility Working Group, Lifeline Transportation Program review panel
- MTC: SB743 Policy Adoption technical training meetings
- State of California (CARB): Work Group Meeting for the Electric Bicycle Incentives Project
- TA: 101 Corridor Connect North County Working Group
- County of San Mateo: Equity in Government Community of Practice convenings
- SamTrans: Bus Stop Improvement Plan (BSIP) Public Agency Working Group
- Association of Commuter Transportation (ACT):
  - Carpool Council
  - Technology Council
  - TMA Council
  - Micromobility Council
  - Accreditation Work Group
- Coastside Transportation Committee
- Get There Together Half Moon Bay and County of San Mateo
- Best Workplace for Commuters

**Commuter Programs and Incentives**

**STAR Platform (my.commute.org):**



- Objective: Provide commuters with the tools, programs, and incentives that encourage their shift to non-drive alone modes and provide ongoing support and incentives to continue using preferred commute mode(s).

STAR Activity	Q4 Apr-Jun 2024	YTD FY24
Number of new users	871	1848
Number of users with trips logged	1192	1721
Non-SOV trips	46,951	144,790
Non-SOV miles	797,657	2,435,449
CO <sub>2</sub> reduction (tons)	235	664

- Commuters use STAR to search for sustainable trip options, including finding others to carpool, vanpool, and bike with. STAR is in the Regional Connected Carpool Network, which includes other transportation agencies across the Bay Area to create one large, connected commuter platform to expand carpool services to help commuters who live outside San Mateo County but work in San Mateo County.
- Commuters log their sustainable trips on their personal STAR accounts to unlock chances to win prizes in Commute.org’s seasonal raffles, earn points to enter additional prize drawings in the STAR Store, or participate in Commute.org’s other programs mentioned below.

## Annual Commuter Challenge



Figure 7 – Digital Marketing for 2024 Commuter Challenge

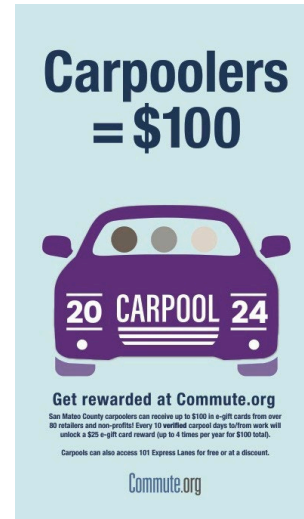
In Q4, the agency produced the 2024 Commuter Challenge. This year, we updated the challenge to be more inclusive and provide a simpler way for commuters to get involved. We asked commuters to commit to taking at least one sustainable commute to, from or through San Mateo County for work or college during April and May. New features this year included:

- Seamless Access to Entry: A new, user-friendly pledge form on the Commute.org website makes joining the challenge simpler than ever.
- Automatic Entry into Prize Drawings: Every participant is automatically entered for a chance to win one of five \$250 e-gift cards.
- Additional Exciting Rewards: Participants who choose to track their commute trips qualify for valuable weekly raffle drawings on the STAR platform.

The response exceeded our goal with 1,846 commuters taking the pledge, showing how much the community values sustainability and alternative commuting. This is a 71% increase in participation from the 2023 Commuter Challenge. All pledgers were automatically entered to win one of five \$250 e-gift cards simply for pledging.

## Carpool and Vanpool Incentive Programs

- Objective: Provide commuters traveling to or from San Mateo County with direct incentives to encourage them to adopt carpooling or vanpooling as a primary commute option.
- Carpoolers and Vanpoolers are eligible for up to \$100 in e-gift card rewards per year. For every 10 carpool or vanpool days tracked, commuters can claim a \$25 reward.
- Commute.org partners with MTC and Commute with Enterprise (Bay Area vanpool vendor) to promote the Vanpool Rewards program. Commuters in the vanpools are required to complete a questionnaire and submit proof of ridership to receive rewards.



Carpool Rewards	Q4 Apr - Jun 2024	YTD FY24
# of approved rewards	110	441
Amount rewarded	\$2,750	\$11,025

Vanpool Rewards	Q4 Apr - Jun 2024	YTD FY24
# of approved rewards	28	57
Amount rewarded	\$700	\$1,425

## Bicycle Incentive Program



- Objective: Encourage San Mateo County commuters to use bicycling as an alternative to driving alone for both first/last mile commutes as well as full-length commutes by providing them with incentives.
- Bicycle trips to work validated by Strava and tracked in STAR count in the Bicycle

Rewards program. For every 10 bicycle tracked days, commuters can claim a \$25 reward, up to four times per year (\$100 total).

<b>Bicycle Rewards</b>	<b>Q4 Apr - Jun 2024</b>	<b>YTD FY24</b>
<b># of approved rewards</b>	215	694
<b>Amount rewarded</b>	\$5,375	\$17,350

### Guaranteed Ride Home (GRH) Program



- Objective: Provide commuters and college students in San Mateo County with a form of “commute insurance” that supports sustainable commuting by providing financial assistance towards a ride home or to a local transit station in the mode of their choice when a qualifying event occurs (e.g., sickness, family emergency, unplanned overtime, bicycle breakdown).
- Eligible commuters can request through STAR up to four GRH reimbursement requests per year, up to \$60 per request.

<b>GRH Activity</b>	<b>Q4 Apr – Jun 2024</b>	<b>YTD FY24</b>
<b># of approved requests</b>	20	66
<b>Amount reimbursed</b>	\$644	\$2,309

## Try Transit Incentive Program

- Objective: Increase commuting to or from San Mateo County on public transit by providing free tickets on Caltrain, SamTrans, or the SF Bay Ferry to eligible commuters.
- Commute.org continues to partner with Caltrain, SamTrans, and the SF Bay Ferry to distribute donated transit tickets to commuters that currently are not using transit. This program helps recruit new riders to transit.

Try Transit Activity		Caltrain	Pass Forward	SF Bay Ferry	SamTrans	Total
Number of approved requests	Q4 Apr - Jun	14	135	2	8	159
	YTD FY24	48	346	3	19	416
Number of tickets issued	Q4 Apr - Jun	42	135	8	24	209
	YTD FY24	144	346	12	57	559

## Caltrain Pass Forward

- Objective: Partner with Caltrain to distribute Caltrain Pass Forward passes to individuals who meet the following criteria:
  - Make less than \$70,000 per year
  - Live or work in San Mateo County
  - Use Caltrain at least twice a week to access work, job training, or job searching
- We received 300 passes to distribute in 2024. As a result of outreach to over 30 community organizations, we distributed all 300 passes by the end of the fiscal year, including 75 renewals from 2023. We will be receiving additional passes from Caltrain to distribute in FY25.

## Shuttle Program

### Shuttle Program Development and Management

- Objectives: Provide safe and dependable first/last mile shuttle services between employment and residential sites in San Mateo County and Caltrain, Bay Area Rapid Transit (BART), and SF Bay Ferry stations/terminals so that people can utilize public transit as a primary means of commuting to or from the county.

<b>Metric/Activity</b>	<b>Q4 Apr - Jun 2024</b>	<b>Total Activity Past 12 Months</b>
Boardings (total)	75,383 (+4.3% QTQ)	283,276 (6% YTY)
Estimated cost per Passenger	\$11.61	\$12.08
Single Occupant Vehicle Trips Reduction	58,231	215,847
Shuttle routes managed (new/total)	19 routes in operation	6 routes consolidated into 3 new routes in FY2024
Increase employer financial participation in shuttles	No changes	47 employers, property managers, and cities participate financially to support the Commute.org shuttles

### Route Administration

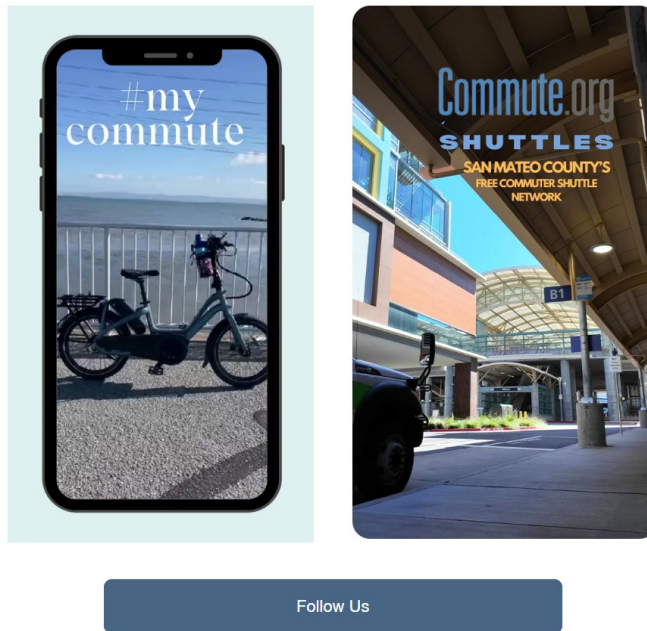
The shuttle team submitted Q3 shuttle performance and service reimbursement requests for the 19 sponsored routes. Performance is continually measured at the route, trip, and stop-level to make sure that the routes are as optimized as possible. Minor changes were made to several routes during Q4 to deal with construction along the routes.

### Marketing and Communications

During Q4, the Commute.org Shuttle Team used the commuter and employer newsletters to inform riders about holiday schedules, construction-related route changes, and plans for new schedules to support Caltrain's electrified service which will begin in September. The Commuter Club Newsletter was sent to over 17,000+ recipients between April and June 2024.

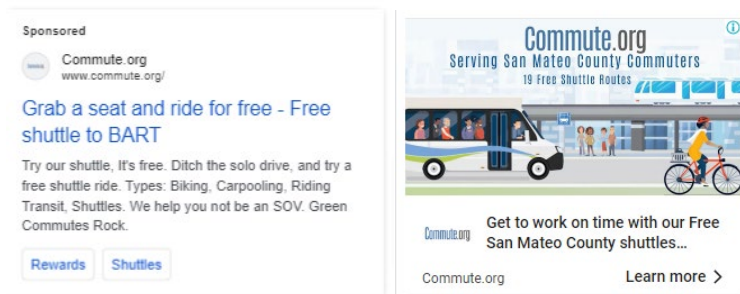
The Shuttle Team released its first Shuttle Series Instagram reel in June. With the goal of increasing awareness of Commute.org's free shuttles to commuters and residents of San Mateo County, the reel provided information on the shuttle service, stations/areas served, and highlighted the Shuttle Program's unique offering of fare-free, first-last mile service from BART, Caltrain, and SSF Ferry.

The Shuttle team plans to release more reels on the Commute.org Instagram page, as part of an upcoming Shuttle Reels Series.



**Figure 8 – Thumbnails of Shuttle Program Instagram Reels**

In partnership with the Commuter and Employer Programs team, the Shuttle Team recently launched a Google Ads campaign to increase the digital marketing presence of both Commute.org’s Commuter Programs and the Shuttle Program. This joint effort resulted in the creation of slogans, keywords, and content that was used to market Commute.org on a variety of Google digital platforms.



**Figure 9 – Google Ads Promoting the Shuttle Program**

From April to June 2024, the shuttle program ads on Google generated over 26,000 impressions and over 2,700 clicks to our website.



**Figure 10 – Google Analytics Data for Shuttle Program**

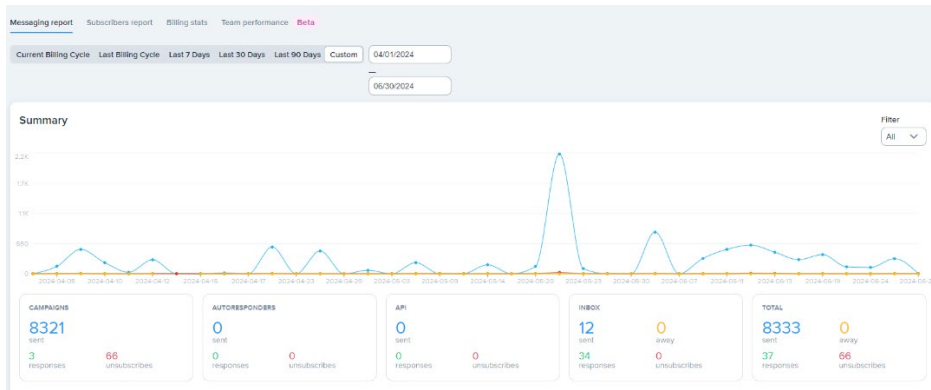
In Q4, the website had over 109,000 page views from nearly 30,000 users. The chart below shows the top ten most-viewed webpages during this period, most of which were shuttle-related.

Page path and screen class	Views	Users	Views per user	Average engagement time
	109,104 100% of total	29,784 100% of total	3.66 Avg 0%	1m 47s Avg 0%
1 /	28,532	10,452	2.73	1m 52s
2 /shuttles/	12,903	6,337	2.04	48s
3 /challenge-pledge-form/	6,453	5,135	1.26	50s
4 /route/north-foster-city/	5,024	1,618	3.11	1m 05s
5 /route/midpoint-caltrain/	4,775	1,720	2.78	58s
6 /route/burlingame-point/	4,529	1,311	3.45	1m 08s
7 /commuter-challenge-2024/	4,225	2,855	1.48	24s
8 /route/foster-city-commuter/	4,152	1,544	2.69	1m 19s
9 /route/oyster-point-bart/	3,250	1,326	2.45	1m 00s
10 /route/oyster-point-caltrain/	3,220	1,195	2.69	1m 02s

**Figure 11 – Commute.org Website Traffic**

SimpleTexting is the text alert platform used by the Shuttle Team to communicate notable service updates and impacts to our shuttle passengers. In Q4, 171 new riders subscribed to the service (across all routes) and 109 riders unsubscribed. As of June 30, 2024, there are over 2,400 active subscribers to our direct shuttle text alert service.

Below is the text alert messages summary for Q4. A total of 8,321 text messages were sent in the quarter. The large spike in outbound messages sent in May correlates to the announcements informing shuttle passengers of Memorial Day shuttle holidays.



**Figure 12 – SimpleTexting Alerts & Messages**

## Agency Development

### Strategic Plan 2025 Performance Monitoring

- Objective: Ensure that the agency sets priorities, focuses resources, strengthens operations, and ensures that staff and other stakeholders are working toward the goals and objectives set out in Strategic Plan 2025 (adopted in April 2021).
- Actions:
  - Staff uses the OnStrategy software platform to manage the agency’s progress on meeting the goals and objectives set forth in the plan. The software is used to assign and track progress on individual and team level initiatives. It is also used to provide internal, stakeholder, and board-level performance reporting.
  - Each of the four Strategic Objectives is comprised of a set of initiatives, which are monitored and measured.
  - Staff meets monthly to review progress on the plan and update OnStrategy with changes to initiatives and/or priorities. The Board received a detailed update on the Plan in February. Below is a dashboard view showing progress at the initiative level through June 30, 2024.



Figure 13 – OnStrategy Reporting

## Finance and Budget

- Objective: Ensure the integrity of the financial reporting and budgeting process and increase operational efficiencies.
- Actions:
  - The Finance Committee met in April and June where they reviewed the draft budget, Total Compensation Study RFP, and financial reports through Q3. The committee also reviewed the transition plans for the new Fiscal Agent.
  - Staff developed the FY 2025 budget and received approval from the board in June. The budget includes several new revenue and expense accounts to more accurately reflect the agency's transactions. This was an appropriate time to make changes to the chart of accounts due to the fiscal agent transition.

## Governance

- Objective: Ensure that the agency is governed in accordance with all laws and that all stakeholders are provided with the tools and training they need to perform their roles effectively.
- Actions:
  - The Board of Directors met in April at the Main Conference Room in the Commute.org office building. Board members were also able to attend the meeting at the Town of Atherton's council chambers. The board met again in June at the Belmont City Hall, which served as the sole meeting location. In-person attendance was required in June, with two members attending the meeting remotely using the "Just Cause" option. The public was able to attend the meetings remotely or in-person.
  - The hybrid meeting format with multiple in-person location options was determined to be the preferred option by the board. While it adds challenges for staff, the format does reduce VMT for attendees, which is in keeping with the agency's mission. Except for the meetings in June, which will be in-person, the board will continue to meet with a hybrid format for all other meetings.
  - The Town of Portola Valley has still not appointed a council member to serve on the board for the current year.
  - The Town of Woodside remains the only city/town in San Mateo County not participating in the JPA. While they are always welcome to join, no current efforts are being made on their recruitment.

## **Administration and Business Practices**

- Objective: a) Ensure adoption of Commute.org’s mission and assess all innovative programs and activities to maintain adherence to the mission; b) attract and retain quality employees; c) foster a culture of environmental stewardship and sustainability.
  
- Actions:
  - Work continued the agency-wide effort to develop protocols for core functions. While there are existing procedure documents for many core functions, this effort is meant to capture those functions that have not yet been documented. The effort began in Q2 and will last through the end of the next fiscal year.
  - The Finance & Administration team worked with board and committee members on the Conflict of Interest (Form 700) filings which were due on April 1st. All committee and board members and their alternates must submit their forms either online or in hard-copy format.
  - Staff collaborated with legal counsel to develop an updated Conflict of Interest Codes document which was adopted by the board in April.
  - Staff conducted an RFP for a Total Compensation Study. The project was awarded to a consultant in June and is scheduled to begin in July. The target date for project completion is November 30, 2024.
  - During Q4, the agency applied for and was approved to participate in ACT’s agency accreditation program. Preliminary efforts were underway during the quarter. The goal is to complete accreditation tasks by November 30, 2024. Notification about achieving accreditation will be announced in early 2025.

# REPORT DATA / TABLES

## Shuttle Program Data FY 2024:

Performance Metrics for Quarter (End Date): **Jun-24**

Shuttle Name	Shuttle Type	Quarterly Ridership	Prior Year Qtr	Avg. Monthly	Year over Year	Avg Operating Cost/ Passenger	Boardings/ service-hour	SOV Trips Eliminated
Hillsdale Caltrain Commuter	Commuter/ Community	844	0	281	N/A	\$47.18	2.0	(372)
SSF - Oyster Point Ferry	Commuter	909	1,011	303	-10.09%	\$33.32	2.6	525
SSF - One Tower Place	Commuter	1,425	2,593	475	-45.04%	\$24.48	3.8	913
Brisbane Bayshore Caltrain	Commuter	2,219	1,824	740	21.66%	\$14.38	6.4	1,707
Daly City Seton	Commuter	2,353	0	784	N/A	\$16.23	5.69	1,457
SSF - Utah Grand Ferry	Commuter	2,174	1,653	725	31.52%	\$15.20	5.9	1,790
Foster City North	Commuter	3,405	2,345	1,135	45.20%	\$11.59	8.0	2,893
Redwood LIFE Caltrain	Commuter	2,845	3,028	948	-6.04%	\$12.14	7.6	2,141
Foster City Commuter	Commuter/ Community	4,469	0	1,490	N/A	\$15.25	6.1	3,573
Redwood City Seaport Centre	Commuter	3,988	2,463	1,329	61.92%	\$8.52	11.1	3,220
Burlingame Bayside	Commuter	2,721	2,419	907	12.48%	\$11.46	8.3	1,825
SSF - Utah Grand Caltrain	Commuter	4,264	4,117	1,421	3.57%	\$8.80	10.5	3,368
SSF - Oyster Point BART	Commuter	3,661	4,405	1,220	-16.89%	\$10.85	8.7	2,893
Millbrae Burlingame Commuter	Commuter/ Community	4,842	0	1,614	N/A	\$8.57	10.8	3,562
SSF - Oyster Point Caltrain	Commuter	4,976	3,617	1,659	37.57%	\$7.67	12.3	4,080
Burlingame Point	Commuter	5,108	4,486	1,703	13.87%	\$16.69	5.7	3,188
SSF - Utah Grand BART	Commuter	6,906	7,882	2,302	-12.38%	\$10.35	8.9	6,010
Redwood City Mid Point	Commuter	9,903	9,088	3,301	8.97%	\$7.27	13.0	7,983
Brisbane Crocker Park	Commuter	8,371	10,846	2,790	-22.82%	\$9.12	10.9	7,475

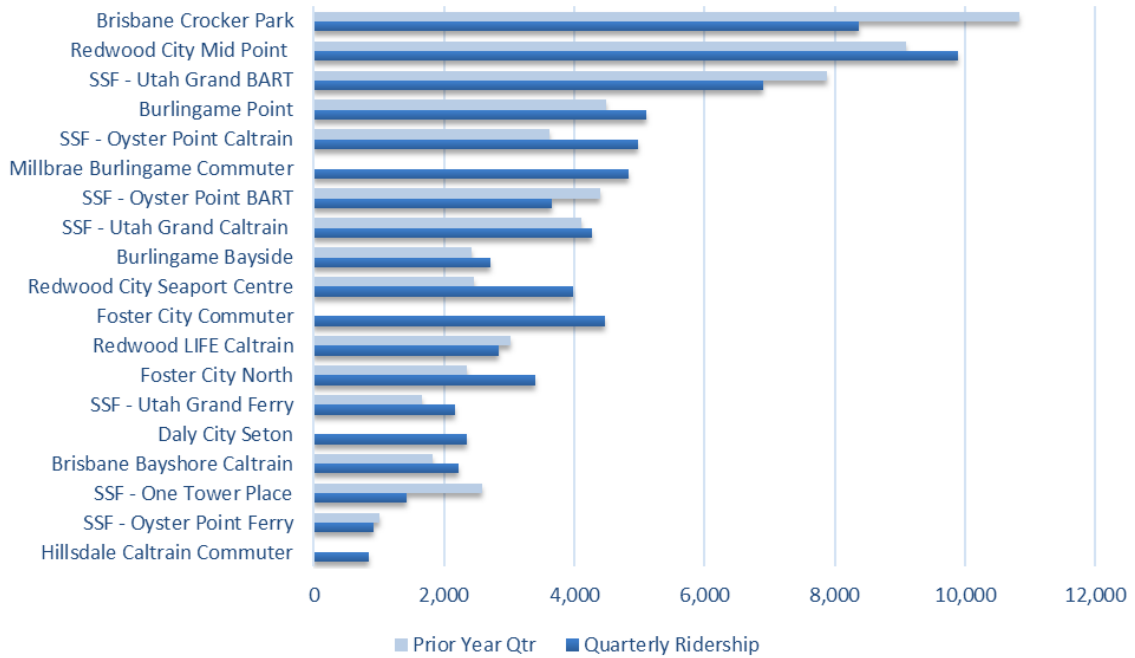
**Totals**      **75,383**    **61,777**    **25,128**    **22.02%**    **\$15.21**    **148.23**    **58,231**

Previous 12 Months from Quarter (End Date): **Jun-24**

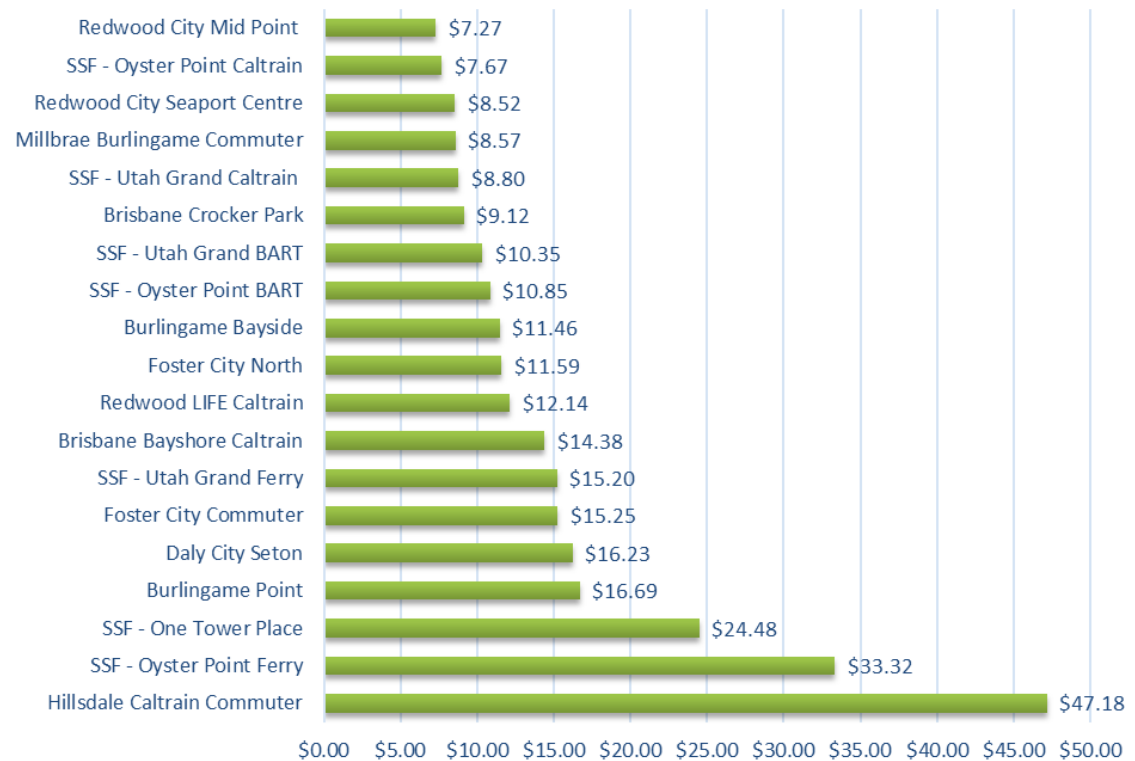
Shuttle Name	Shuttle Type	Annual Ridership	Prior Year Annual	Avg. Monthly	Year over Year	Avg Operating Cost/ Passenger	Boardings/ service-hour	SOV Trips Eliminated
Brisbane Bayshore Caltrain	Commuter	7,854	8,604	655	-8.72%	\$16.15	5.7	5,846
Brisbane Crocker Park	Commuter	36,825	44,942	3,069	-18.06%	\$8.14	12.2	33,283
Burlingame Bayside	Commuter	11,057	9,448	921	17.03%	\$11.13	8.5	7,543
Burlingame Point	Commuter	19,132	0	1,594	N/A	\$17.47	5.4	11,602
Foster City North	Commuter	10,141	8,496	845	19.36%	\$15.27	6.0	8,125
Millbrae Burlingame Commuter	Commuter/ Community	17,714	0	1,476	N/A	\$9.12	10.1	12,694
Redwood LIFE Caltrain	Commuter	11,219	7,938	935	41.33%	\$11.44	8.0	8,333
Redwood City Mid Point	Commuter	36,503	31,563	3,042	15.65%	\$7.72	12.2	28,973
Redwood City Seaport Centre	Commuter	13,164	9,318	1,097	41.27%	\$10.11	9.3	10,152
Hillsdale Caltrain Commuter	Commuter/ Community	2,911	0	243	N/A	\$50.82	1.8	-1,858
Foster City Commuter	Commuter/ Community	13,478	0	1,123	N/A		4.7	9,964
Daly City Seton	Commuter	8,039	0	670	N/A	\$18.66	4.92	4,525
SSF - One Tower Place	Commuter	7,449	11,763	621	-36.67%	\$17.85	5.1	5,441
SSF - Oyster Point BART	Commuter	15,432	18,545	1,286	-16.79%	\$10.08	9.3	12,420
SSF - Oyster Point Caltrain	Commuter	17,480	13,663	1,457	27.94%	\$8.50	11.1	13,966
SSF - Oyster Point Ferry	Commuter	3,316	3,835	276	-13.53%	\$35.68	2.6	1,810
SSF - Utah Grand BART	Commuter	27,438	25,515	2,287	7.54%	\$10.20	9.0	23,924
SSF - Utah Grand Caltrain	Commuter	15,897	14,883	1,325	6.81%	\$9.30	9.9	12,383
SSF - Utah Grand Ferry	Commuter	8,227	6,058	686	35.80%	\$15.58	10.8	6,721

**Totals**      **283,276**    **214,571**    **23,606**    **32.02%**    **\$15.73**    **146.53**    **215,847**

### Shuttle Ridership (Quarter Totals)

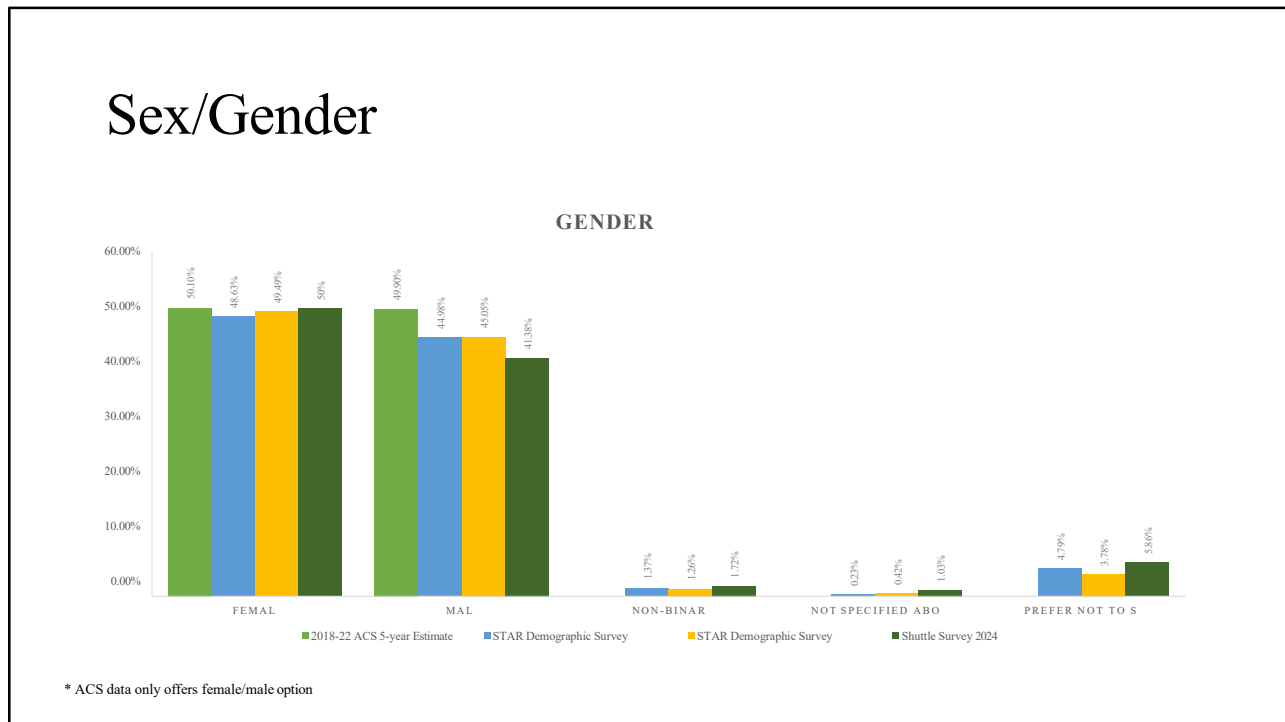


### Estimated Operating Cost per Passenger

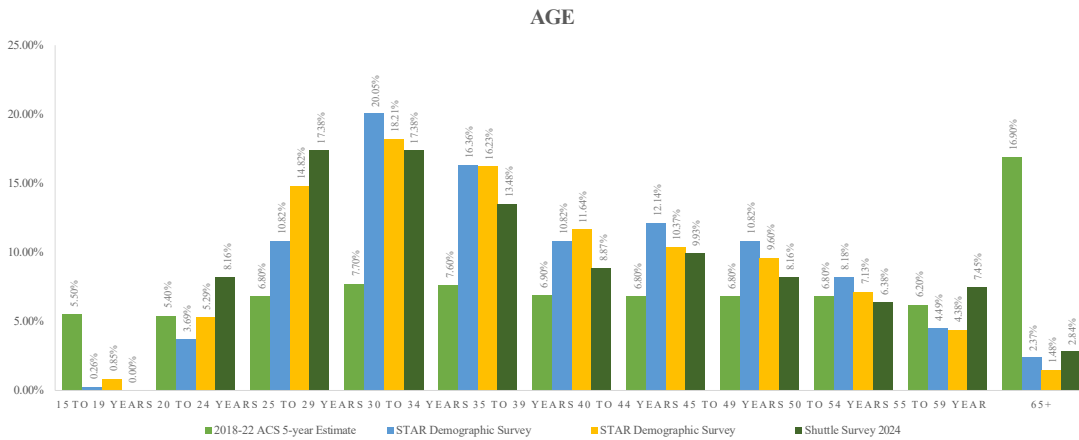


Equity Demographics Comparison Data FY 2024:

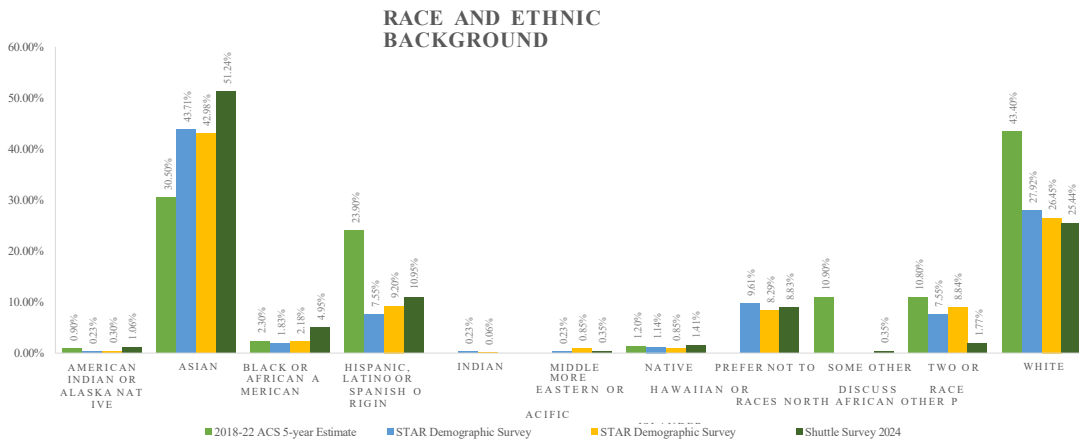
**Commute.org STAR and Shuttle Demographic Surveys 2024  
vs.  
American Community Survey (2018-2022 5-year estimate)**



# Age

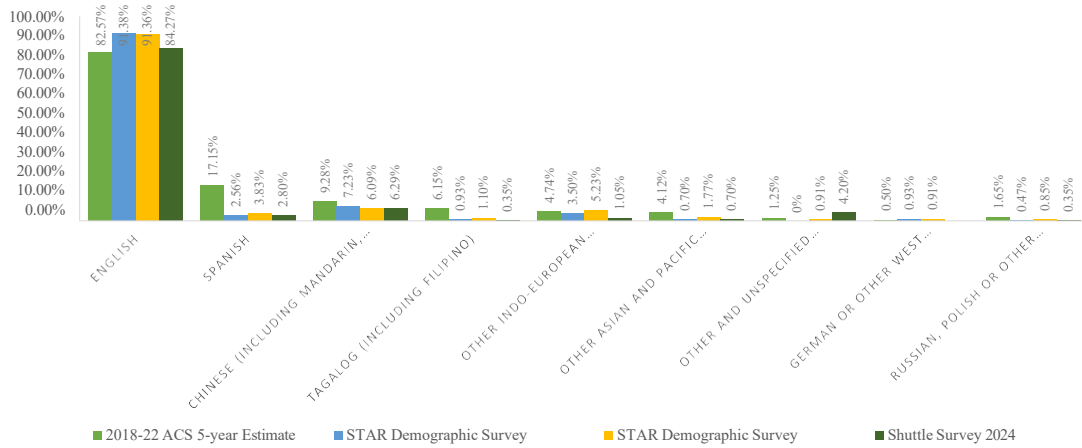


# Race/Ethnic Background



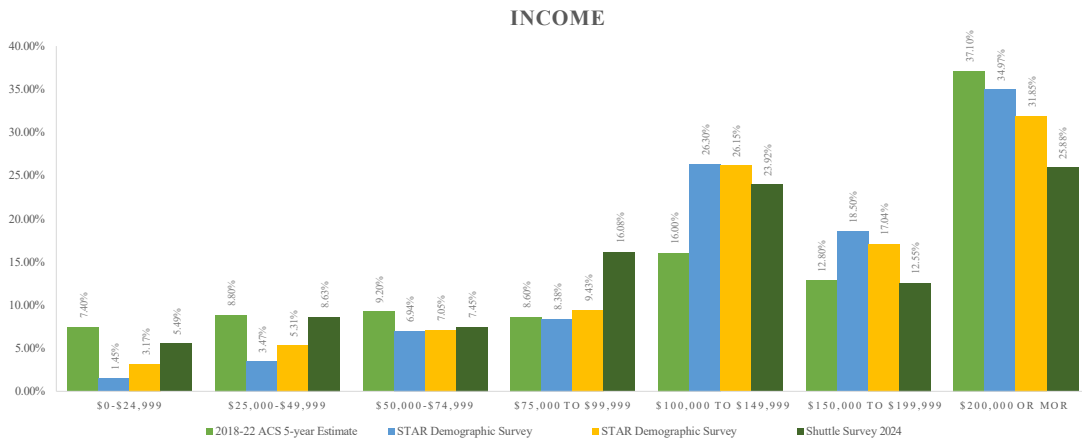
\* ACS has two separate questions for Hispanic, Latino, or Spanish origin and Race. Commute.org combines into one question about an individual's background (and they can select multiple)

# Language

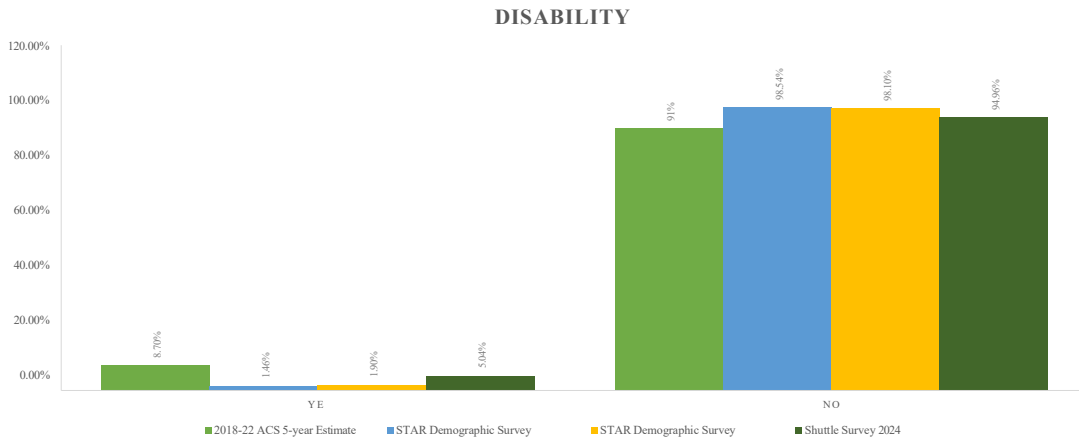


\*From the ACS data, English = those who speak only English and those who speak other languages and speak English very well  
 \*STAR Demographic Survey Data includes people who speak one or more language, each language counted once

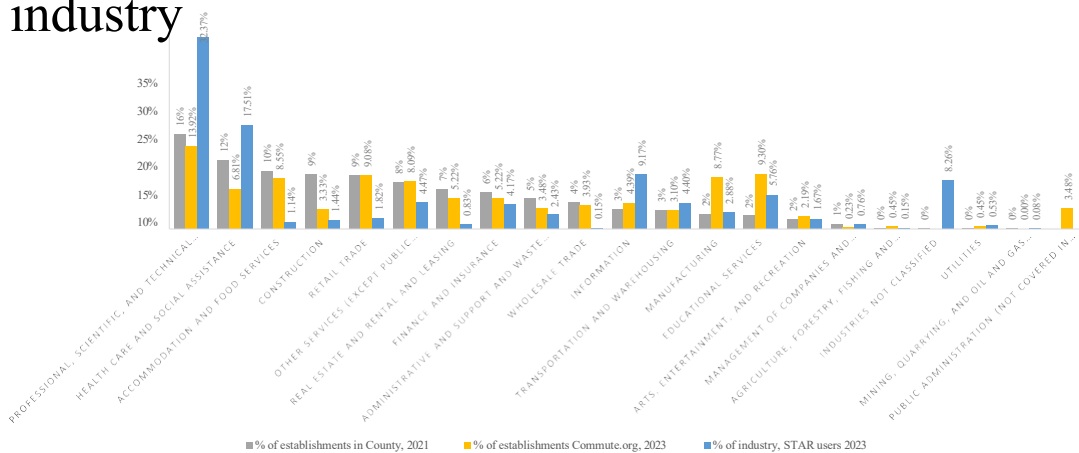
# Income



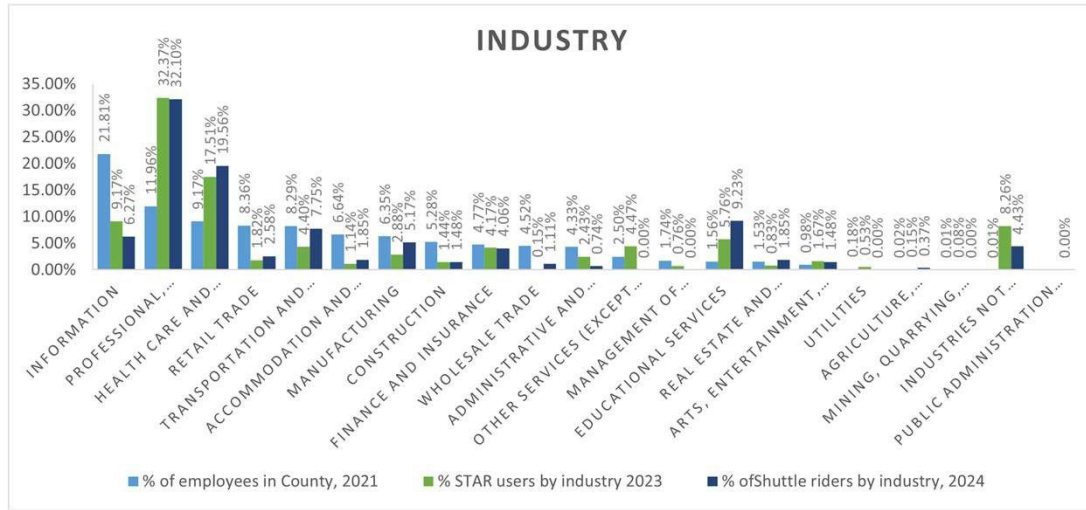
# Disability



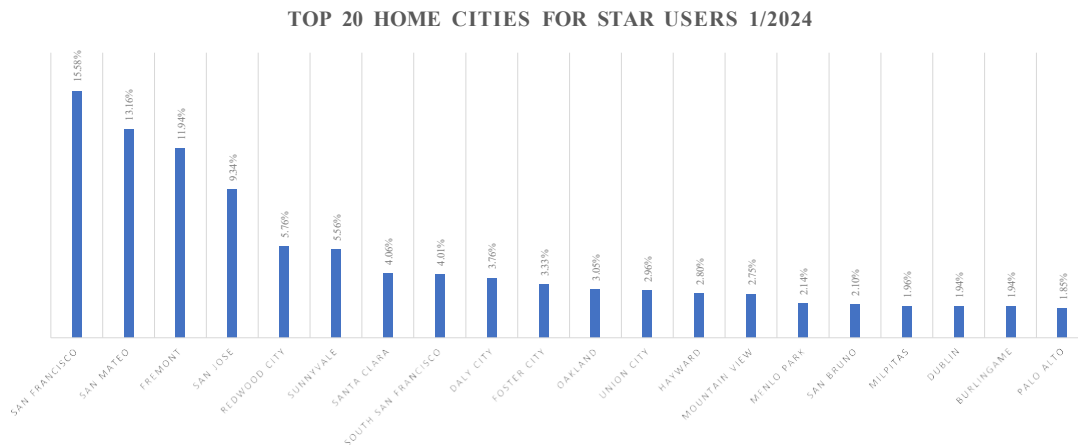
# Industry Data: Establishments in County vs. Active Employers in our database vs. STAR users' industry



# Industry Data by Employee %

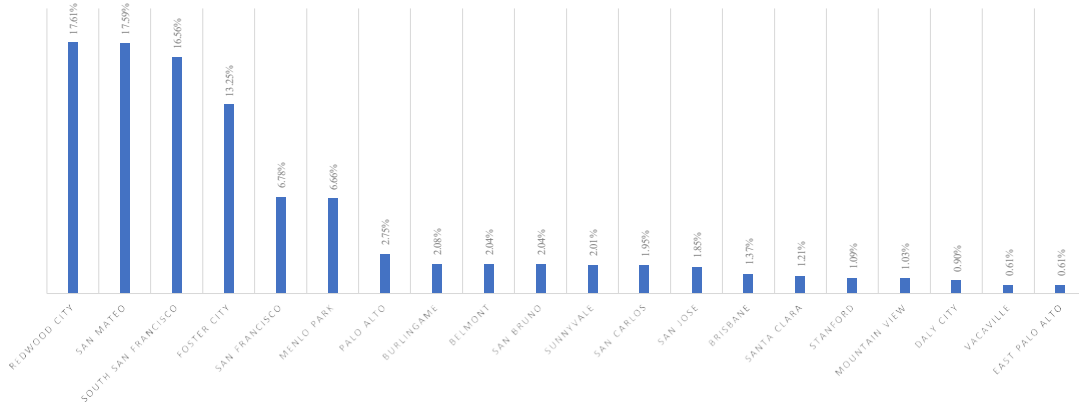


# Top 20 Home Cities for STAR Users



# Top 20 Work Cities for STAR Users

TOP 20 WORK CITIES FOR STAR USERS 1/2024



## Conclusions

### Race/Ethnicity

- 9% of program participants are Latino, compared to 24% of the County that identifies as Latino
- Program participants who identify as Black are aligned with the County's population that identify as Black, about 2%, and there has been an increase in participants since 2023.
- More program participants identify as Asian than the percentage in the County (43% vs. 30%)

### Language

- Most program participants speak English, more so than countywide.
- Commute.org is not as well representative of people who speak Spanish, Chinese (including Mandarin and Cantonese), or Tagalog.

### Income

- Most program participants make \$100,000 or more. These are likely individuals who also have support from their employer to look for commute alternatives.
- 15% of program participants make less than \$75,000, compared to 25% of the County. Commute.org has grown participation from the lower incomes since early 2023 via programs like Caltrain Pass Forward.

### Gender

- While men and women are relatively equal in population in San Mateo County, Commute.org has slightly more female than male participants.

### Age

- Most program participants are 25-55 years old. There are more participants in that age range than San Mateo County's population.
- Commute.org is underrepresented in people older than 65, though some of those residents may be retired. We don't provide programs for retired individuals (or youth).
- There are more younger people (age 25-29) participating in Commute.org programs this year compared to last year.

# Board of Directors

(as of June 30, 2024)

<b>CLIFFORD LENTZ (CHAIR)</b> <i>City of Brisbane</i>	<b>STACY JIMENEZ</b> <i>City of Foster City</i>	<b>SARA MCDOWELL</b> <i>City of San Carlos</i>
<b>EMILY BEACH (VICE CHAIR)</b> <i>City of Burlingame</i>	<b>JUAQUIN JIMENEZ</b> <i>City of Half Moon Bay</i>	<b>ROBERT NEWSOM</b> <i>City of San Mateo</i>
<b>ELIZABETH LEWIS</b> <i>Town of Atherton</i>	<b>LESLIE MARDEN RAGSDALE</b> <i>Town of Hillsborough</i>	<b>EDDIE FLORES</b> <i>City of South San Francisco</i>
<b>GINA LATIMERLO</b> <i>City of Belmont</i>	<b>GINA PAPAN</b> <i>City of Millbrae</i>	<b>DAVID CANEPA</b> <i>County of San Mateo</i>
<b>KEN GONZALEZ</b> <i>Town of Colma</i>	<b>CHRISTINE BOLES</b> <i>City of Pacifica</i>	<b>JEN WOLOSIN</b> <i>City of Menlo Park</i>
<b>PAMELA DIGIOVANNI</b> <i>City of Daly City</i>	<b>CHRIS STURKEN</b> <i>City of Redwood City</i>	<b>OPEN</b> <i>Town of Portola Valley</i>
<b>CARLOS ROMERO</b> <i>City of East Palo Alto</i>	<b>RICO MEDINA</b> <i>City of San Bruno</i>	

# Supervisory Committee

(as of June 30, 2024)

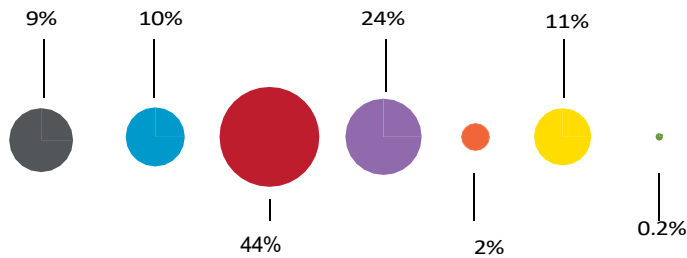
<b>CHRISTIAN HAMMACK (CHAIR)</b> <i>City of Foster City</i>	<b>SUE-ELLEN ATKINSON</b> <i>City of San Mateo</i>
<b>SHIRLEY CHAN (VICE CHAIR)</b> <i>City of Daly City</i>	<b>JESSICA STANFILL MULLIN</b> <i>County of San Mateo</i>
<b>RANDY BREault</b> <i>City of Brisbane</i>	<b>CHRISTINA FERNANDEZ</b> <i>City of South San Francisco</i>
<b>KAKI CHEUNG</b> <i>C/CAG of San Mateo County</i>	<b>PETER SKINNER</b> <i>San Mateo County Transit District</i>

# Finance Committee

(as of June 30, 2024)

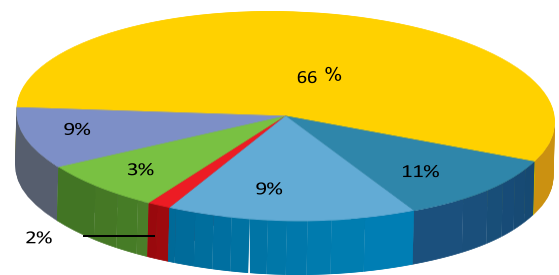
<b>GRACE CASTANEDA (CHAIR)</b> <i>City of Belmont</i>	<b>CLIFF LENTZ</b> <i>City of Brisbane</i>
<b>SHIRLEY CHAN</b> <i>City of Daly City</i>	<b>CHRIS STURKEN</b> <i>City of Redwood City</i>

## FY 2024 Funding



<b>AB 434 Funds:</b> BAAQMD (C/CAG) \$474,212	<b>ACR/TDM Funds (SMCTA)</b> \$132,939	<b>Employer Programs</b> \$460,748	<b>Commuter Programs</b> \$600,901
<b>Congestion Relief Funding:</b> C/CAG \$510,000	<b>Measure A Funds: SMCTA</b> \$578,400	<b>Shuttle Operations</b> \$3,462,040	<b>TDM Monitoring Program</b> \$172,382
<b>Shuttle Funding: SMCTA</b> \$2,326,327	<b>Miscellaneous &amp; Interest</b> \$9,025	<b>Shuttle Program Management</b> \$446,532	<b>Admin &amp; Program Support</b> \$90,861
<b>Shuttle Funding: Consortium Members</b> \$1,313,675			

## FY 2024 Expenditures



## Funders and Partners

