

STAFF REPORT

SUBJECT: **dibs** Quarterly Activity Report: January – March, 2017

RECOMMENDED ACTION: Information

SUMMARY:



SJCOG's **dibs** program works directly with employers, community organizations and public agencies to develop trip reduction strategies and promote smart travel options to commuters. The quarterly report highlights activities, meetings and statistics resulting from efforts to promote program benefits and services to increase awareness of utilizing smart travel options for the period of January – March, 2017.

BACKGROUND

dibs is the Transportation Demand Management (TDM) program for San Joaquin, Stanislaus and Merced Counties. **dibs** staff works directly with commuters, employers, jurisdictions and community organizations to promote smart travel options such as carpooling, vanpooling, transit and biking and walking. Program elements include a comprehensive trip planning tool, community outreach and presentations, vanpool subsidies, Emergency Ride Home (ERH), San Joaquin Valley Air Pollution Control District Rule 9410 implementation assistance and coordination of employer and community events. For more information, please visit **dibsmyway.com**.

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Call Dibs on our Program Success

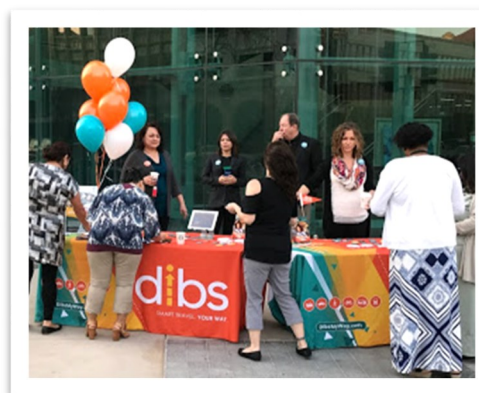


January – March 2017 Activity Report

TRI-COUNTY ACTIVITY BRIEF

Hello dibs!

In February, 2017, Commute Connection started a new chapter by launching a new brand and website. The exciting transformation was lead by the marketing group Crocker and Crocker, and project manager Kari McNickle. Over the 14 month journey, focus groups, surveys, and stakeholder interviews were very instrumental in developing the new name, logo, and strategic plan. Over the next two years, dibs will be implementing a new marketing plan, events, tools and features to enhance the experience and options for smart travelers.

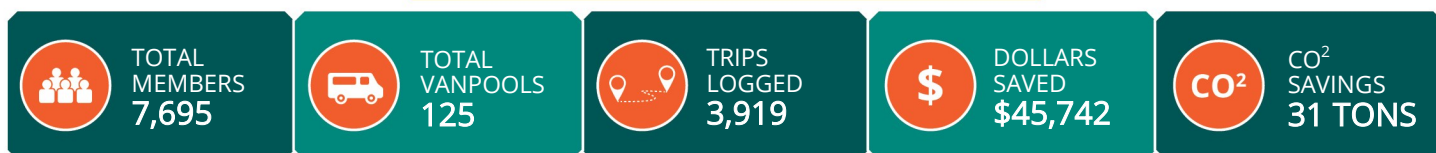


Tri-County Activity Highlights

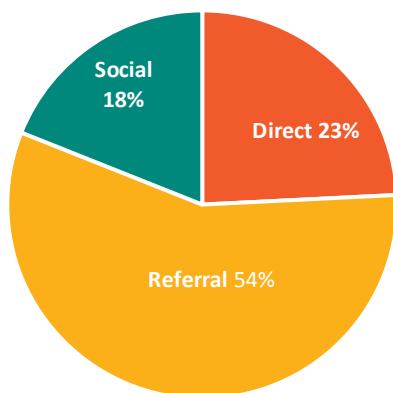
- Press coverage for dibs launch in Stockton Record, Central Valley Business Journal, Stanislaus Connections, Good Day Sacramento
- Development of Bike Month Plan
- Distributed dibs launch press releases to media outlets in each county
- Distributed dibs launch e-blasts to commuters and employers
- Continued development to finalize new website and enhanced trip planning system



TRIP PLANNING SYTEM PROFILE



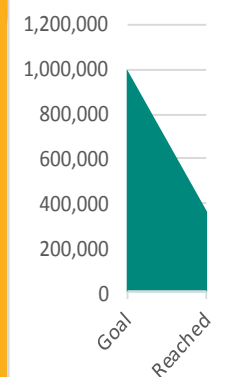
SOURCE CHANNEL



ONLINE METRICS



1 MILLION MILE GOAL BY 2020



Stanislaus County Summary

January—March 2017
Activity Report

dibsmysway.com






Frito Lay Recognized at Chamber Gala

The ECO (Excellence in Commuter Options) Award recognizes employers that have implemented strategies to assist employees with smart travel options. Recognized at the Modesto Chamber Gala, this year's award winner for Stanislaus County is Frito Lay. For over ten years, Frito Lay has demonstrated their commitment to do good by investing in sustainability efforts to make a difference to the environment and for their employees. Each year, Frito Lay sponsors Bike to Work Month, provides incentives to encourage employee participation, provides workshops and promotes smart travel options year-round.



Activity Highlights

- Presented ECO Employer Award at Modesto Chamber Gala and StanCOG Governing Board
- Attended Stanislaus Green Team Meeting
- Delivered dibs brand launch presentation to StanCOG Policy Board, SSTAC, M&F, TAC and CAC
- Delivered dibs brand launch presentation to City of Riverbank Planning Commission
- Delivered dibs brand launch presentation to City of Turlock City Council
- Delivered dibs brand launch presentation to Stanislaus County Bicycle Club
- Met with SaveMart representative to discuss Rule 9410

| TRIP PLANNING SYSTEM PROFILE | ADDED | | | ADDED FY 16-17 | TOTAL |
|--|---------|----------|---------|----------------|----------|
| | JANUARY | FEBRUARY | MARCH | | |
|  MEMBERS | 15 | 10 | 13 | 320 | 2,017 |
|  VANPOOLS | 1 | 0 | 1 | 6 | 32 |
|  TRIPS LOGGED | 122 | 60 | 132 | 1,314 | 3,723 |
|  CO ² SAVINGS (TONS) | 2 | 1 | 2 | 12.6 | 41 |
|  MONEY SAVED | \$2,913 | \$716 | \$2,375 | \$19,092 | \$63,236 |

Merced County Summary

January—March 2017
Activity Report

dibsmysway.com






MCAG Enhances Vanpool Effort

MCAG has partnered with Dibs to develop a plan in fiscal year 2017-18 to increase vanpool activity, pending approval from the MCAG committees and Governing Board in April. The preliminary new scope of work includes the addition of a new vanpool subsidy, coordination of events to increase awareness and promote benefits, advertising, and direct mail. This new effort aligns with MCAG's Sustainable Communities Strategy to improve mobility, reduce vehicle miles travelled, and reduce greenhouse gas emissions.



Activity Highlights

- Delivered dibs launch presentation to Citizen Advisory Committee
- Delivered dibs program launch presentation to Governing Board
- Delivered dibs program launch to MCAG staff
- Introduction/Overview with City of Los Banos City Manager
- Development of new scope of work and contract amendment for 2017-18 vanpool project

| TRIP PLANNING SYSTEM PROFILE | ADDED | | | ADDED FY 16-17 | TOTAL |
|--|---------|----------|-------|----------------|---------|
| | JANUARY | FEBRUARY | MARCH | | |
|  MEMBERS | 0 | 3 | 4 | 59 | 476 |
|  VANPOOLS | 0 | 0 | 1 | 2 | 9 |
|  TRIPS LOGGED | 30 | 38 | 45 | 459 | 1,154 |
|  CO ² SAVINGS (TONS) | .1 | .1 | .1 | 1.2 | 3.7 |
|  MONEY SAVED | \$115 | \$145 | \$187 | \$1,744 | \$5,101 |

San Joaquin County Summary

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Activity Report

dibsmway.com






Amazon honored with ECO Award

Amazon occupies over 1 million square feet and employs over 3,000 employees at their fulfillment center in Tracy. With growing parking challenges, addressing transportation needs for employees was critical in attracting and sustaining a happy and productive work force. dibs worked with Amazon over several months to promote smart travel options to their employees. The result? 640 registered employees in the trip planning system, a boost in employee morale, and reduced commute times.



Activity Highlights

- Partnered with the Stockton Chamber of Commerce to be a FRESH Event Sponsor
- Attended the Business Team San Joaquin Meeting, a local group that discusses economic development projects
- Coordinated efforts with RTD and Vanpool Providers to implement NTD Reporting Program in San Joaquin County
- Presented dibs brand launch to SJCOG TAC, CAC, M&F and Board of Directors
- Met with Safe Kids Coalition Group to discuss bike to school effort
- Attended Association for Commuter Transportation TDM Innovations Luncheon
- Met with Green Planet Investments as part of the Stockton Chamber REACON team
- Met with Visit Stockton to provide overview of trip planning system events module
- Participated in Bike Your Drive REI Class in preparation for Bike to Work
- Partnered with San Joaquin County to launch dibs in downtown Stockton with a feature on Good Day Sacramento
- Attended Employee Wellness Fair at Lodi Memorial
- Tabled at Stockton Chamber REXPO event

| TRIP PLANNING SYSTEM PROFILE | ADDED | | | ADDED FY 16-17 | TOTAL |
|--|---------|----------|---------|----------------|----------|
| | JANUARY | FEBRUARY | MARCH | | |
|  MEMBERS | 29 | 29 | 54 | 563 | 4,346 |
|  VANPOOLS | 1 | 0 | 2 | 6 | 84 |
|  TRIPS LOGGED | 100 | 116 | 257 | 2,060 | 6,200 |
|  CO ² SAVINGS (TONS) | 1 | 1 | 1 | 14.5 | 57.3 |
|  MONEY SAVED | \$1,723 | \$1,537 | \$2,639 | \$24,375 | \$85,996 |