

STAFF REPORT

SUBJECT: **dibs** FY 2016-17 Community Report

RECOMMENDED ACTION: Presentation

DISCUSSION:

SUMMARY:

Ahoy! In FY 16-17, Smart Travelers throughout San Joaquin, Stanislaus, and Merced counties were introduced to **dibs** - the new brand for SJCOG's Transportation Demand Management Program.

In keeping with the spirit of progress and innovation in the program, this year's report takes you along a quest to see the greatest Smart Travel Treasures uncovered in FY 2016-17. The Community Report will be hosted online, and showcased for Committee Members live at the meeting. Below is a preview of some of the highlights from this past year's voyage.

BACKGROUND:

dibs Community Report FY 16/17 Preview

Find the Smart Travel Treasures!



It was an epic journey of a year!

We said “*Bon Voyage!*” to Commute Connection and sent our old branding for a walk down the plank, then hoisted our sails in a new direction with the launch of **dibs**. Follow along for a few of our highlights leading up to our maiden voyage, and beyond as we sail the Smart Travel Seas.

A few highlights...



126 vanpools now cruise the commuter seas
(That’s nearly 3 miles of traffic wiped out of the shipping lanes)



During Bike Month **533** intrepid adventurers grabbed life by the handlebars and saved over **3 million pounds of CO2** emissions (talk about wind in your sails!)



A flotilla of partnerships helped advance multiple efforts, including vanpool strategizing with Mountain House, pooling resources with Kern & Fresno COGs, and data sharing with MTC.



Buried treasure? Not anymore, as we recognized the Amazon Fulfillment Center in Tracy and Frito Lay in Modesto as **ECO Award** winners for their Smart Travel efforts.



With the launch of **dibs**, we undertook a comprehensive launch campaign including...



Radio ads for **87,000** residents through seven stations



Digital campaigns which drove **7,758** visitors to the new website at www.DibsMyWay.com



A series of direct mail postcards to **2,575 residents**



All told, this led to **1,512** Smart Travel sailors pledging to join the **dibs Crew**!

And...the voyage to **Go Dibs 2020** continues!

We have hit the **400,000 mile** mark in our journey to reaching one million Smart Travel miles logged by the year 2020.

