

STAFF REPORT

SUBJECT: **dibs** Quarterly Activity Report: January – March, 2018

RECOMMENDED ACTION: Information

SUMMARY:



The **dibs** program provides information and encouragement to help people know about and use travel options other than driving alone. These options include, riding transit, carpooling, vanpooling and biking to work. This is accomplished by working directly with commuters, organizing community events, conducting employer outreach and partnering with local agencies. The attached report summarizes the activities that occurred to accomplish our mission.

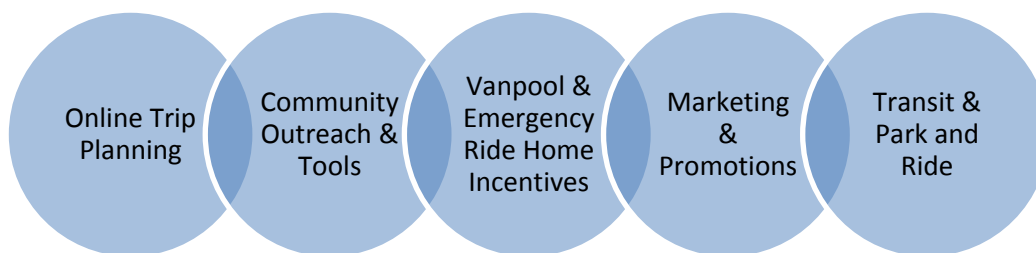
Highlights Include:

- New dibs Webinar Series
- San Joaquin County Vanpool Incentive
- dibs/Ace-Pool Promotion Campaign
- Get Ready for Bike Month 2018!



BACKGROUND

dibs was established in 1978 by SJCOG to conserve resources and improve air quality. The program serves the counties of San Joaquin, Stanislaus and Merced. Over 9,000 commuters have registered with the **dibs** program. Features of the program include:



Call dibs on our Program Success

San Joaquin
Stanislaus
Merced



January - March 2018 Activity Report

TRI-COUNTY ACTIVITY BRIEF

New Webinar Series

How can one dibs team member be in multiple places at once? The internet, of course! In March we hosted our first employer targeted Webinar, with 30 minutes of content and fun designed to introduce businesses to the suite of tools and resources available to them through the dibs program.



We're planning to make this a routine offering, enabling us the chance to introduce different elements of the program (both shallow and deep dives) to employers who may not be able to have us visit them on site - or just want a refresher on what we offer. Upcoming topics will include how to promote Biking and Walking in the workplace, employer features in our trip planning system, and more. Got something you want to learn about? Let us know, and maybe we can feature it as a topic!

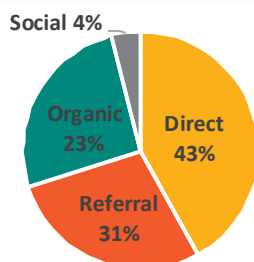
In the Works!

- 2018 Bike Month
- dibs/ACE Pool to Parking campaign
- New Amtrak Morning Express — dibs Donut Day

TRIP PLANNING SYSTEM PROFILE



SOURCE CHANNEL



Organic = search engine/paid ads

Statistics represent dibsmyway.com and dibstrips.com

ONLINE METRICS

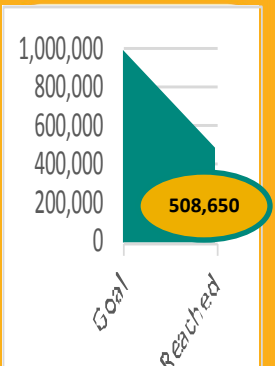
USER SESSIONS
2,423

PAGEVIEWS
10,791

NEW VISITORS
83.2%

RETURNING VISITORS
16.8.9%

1 MILLION MILE GOAL BY 2020



San Joaquin County Summary

Jan - March 2018
Activity Report

dibsmysway.com

New Vanpool Benefit Makes an Impact

SJCOG partnered with the Regional Transit District, Enterprise Vanpool and CalVans Vanpool Authority to implement a new program to increase vanpooling and transit funding. This partnership incentivizes vanpools to collect mileage and ridership data to be reported to the FTA in an effort to increase transit funding. Since implementation, over **50** vans have agreed to participate in the program. The results of the program will not be realized until the program has been reporting for a full two years.








VANPOOLS

| SJ County City | Departing | Arriving |
|----------------|-----------|----------|
| Stockton | 24 | 1 |
| Tracy | 5 | 21 |
| Manteca | 5 | 0 |
| Lodi | 2 | 1 |

Activity Highlights

- Delivered dibs materials and new toolkits to City of Lodi, City of Tracy, City of Stockton, Leprino Foods, Musco Olive, and CBC Steel Buildings
- Held two Donut Day events at ACE Stations in Tracy & Manteca to launch the new ACE/dibs Carpool Incentive promotion
- Spoke as a moderator and held site exhibit at annual REXPO event, hosted by the Green Team San Joaquin & Greater Stockton Chamber of Commerce
- Met with SJJPA staff to discuss collaborative marketing and event opportunities for the upcoming Morning Express service launch in May
- Attended planning and marketing meetings for AMGEN Stage Race in Stockton

| TRIP PLANNING SYSTEM PROFILE | ADDED | | | ADDED FY 17-18 | TOTAL |
|--|---------|---------|---------|----------------|-----------|
| | JAN | FEB | MAR | | |
|  MEMBERS | 29 | 13 | 48 | 655 | 5,117 |
|  VANPOOLS | 2 | 4 | 4 | 20 | 95 |
|  TRIPS LOGGED | 98 | 86 | 260 | 1,573 | 8,731 |
|  CO ² SAVINGS (TONS) | 1.9 | .9 | 4.7 | 22.8 | 90 |
|  MONEY SAVED | \$3,036 | \$1,420 | \$4,421 | 31,193 | \$127,612 |

Stanislaus County Summary

Jan - March 2018
Activity Report

dibsmysway.com

BPACs and Busses and Donuts, oh my!






This past quarter, the planning for a few upcoming promotions took place, including Bike to Work Month and an exciting promotion with the ACE Train! The dibs team took a bit of a different approach to kick off Bike Month planning, by taking a live planning session to one of our favorite committees, StanCOG's BPAC. This was an opportunity to gather feedback about previous years and have an open discussion about what the committee would like to see this year and in years to come; allowing the Team to fine tune 2018's Bike Month.

dibs was out bright and early, for another promotion this past quarter, in the form of two Donut Days that took place at the ACE stations in Manteca and Tracy. The Donut Days served as a launch for a new partnership between MAX, dibs, and ACE that launches this April! The promotion aims to encourage riders to utilize the MAX Commuter bus or a carpool to get to those two ACE stations. Smart Travelers who can help us free up parking spaces and improve air quality over the next two months will be rewarded with gift cards for their efforts.



Activity Highlights

- Attended the Green Team Stanislaus meeting and provided an update on upcoming dibs events and activities
- Discussed Bike Month activities and planning with local jurisdictions including Hughson, Newman, Modesto, Oakdale, and Turlock.
- Delivered employer toolkit with new materials to City of Newman
- Attended Central Valley Human Resources Management Association luncheon for networking with HR leaders from large Stanislaus employers
- Attended State of Downtown Modesto event
- Met with StART to discuss Bike to Work partnership opportunities

| TRIP PLANNING SYSTEM PROFILE | ADDED | | | ADDED FY 17-18 | TOTAL |
|--|-------|-------|-------|----------------|----------|
| | JAN | FEB | MAR | | |
|  MEMBERS | 4 | 8 | 13 | 303 | 2,465 |
|  VANPOOLS | 0 | 0 | 0 | 1 | 33 |
|  TRIPS LOGGED | 101 | 120 | 78 | 1,165 | 5,547 |
|  CO ² SAVINGS (TONS) | .3 | .4 | .8 | 7.5 | 51.8 |
|  MONEY SAVED | \$323 | \$569 | \$518 | \$9,446 | \$77,775 |

Merced County Summary

Jan - March 2018
Activity Report

dibsmway.com

West Side on the Rise

Two new employers came to the dibs program this winter, both in the Los Banos area of the County - Ingomar Packing Company, and Kagome Inc.






With a large seasonal workforce, shortage of parking, and a need to get employees to work efficiently, Ingomar met with dibs to offer our services as an additional benefit for their employees. They're also exploring the option of funding and organizing vanpools for those groups located more than 20 miles off site. dibs attended their benefits kick off event, and will continue to partner with them as hiring ramps up for the upcoming tomato season.



Kagome is another new addition to the dibs program, and another great opportunity in the Los Banos Area. Specializing in tomato products, they have a large local workforce as well as a facility (and a handful of long distance commuters) in the Bay Area. dibs will partner with them for a wellness fair in April to introduce the program to employees.

Activity Highlights

- Prepared marketing plan and strategy, and event approach, for Vanpool Pilot Program launch
- Discussion with CalVans on targeting Chowchilla Correctional Facility for vanpools
- dibs intro meeting with Kagome Inc.
- dibs intro meeting with Ingomar Packing Co.
- Planning discussions in preparation for annual Bike Month campaign

| TRIP PLANNING SYSTEM PROFILE | ADDED | | | ADDED FY 17-18 | TOTAL |
|--|-------|-------|-------|----------------|---------|
| | JAN | FEB | MAR | | |
|  MEMBERS | 0 | 1 | 3 | 53 | 566 |
|  VANPOOLS | 0 | 0 | 0 | 1 | 7 |
|  TRIPS LOGGED | 72 | 78 | 74 | 399 | 1,868 |
|  CO ² SAVINGS (TONS) | .2 | .2 | .1 | 1.6 | 5.9 |
|  MONEY SAVED | \$124 | \$333 | \$235 | \$2,228 | \$8,132 |