

STAFF REPORT

SUBJECT: **dibs** FY 17-18 Community Report

RECOMMENDED ACTION: Presentation

SUMMARY:

dibs, the Transportation Demand Management program from SJCOG, is pleased to present our FY 17-18 Community Report - ***Dibs Dash*** - as a look back on our race to grow the new **dibs** brand and overall reach of the program through San Joaquin, Stanislaus, and Merced Counties. The focus of the **dibs** program is to improve air quality and reduce traffic congestion by encouraging the use of Smart Travel choices such as transit, biking, walking, carpooling, and vanpooling. The Community Report will be hosted online and showcased for Committee Members live at the meeting. Below is a preview of some highlights from this year's report.

BACKGROUND:

Dibs Community Report FY 17-18 Preview



New Vanpool Projects

The **dibs** team works with employers, vanpool providers such as Enterprise and CalVans, and commuters to promote vanpooling as an efficient transportation option. **There are 142 vans currently participating in the dibs program**, with destinations all over the Valley and Bay Area. This year the Dibs team partnered with SJRTD to implement a new Vanpool Reporting Program for San Joaquin County and launched a new pilot incentive program for Merced County.



"Thank you very much! You have helped to keep my van seats full!"

Stacy D.



Dibs Day

Fall of 2017 was the inaugural **Dibs Day** event – a day to celebrate all things Smart Travel! **Dibs Day** encourages participants to try a new Smart Travel mode of their choice for one day. By logging their trips with dibs, they were entered in a drawing to win prizes including an AirBnB vacation. All told, **dibsters eliminated 2,144 vehicles miles** from the roadway in just one day with their Smart Travel Choices.

Transit Partnerships

Transit connectivity is a key component in successful Smart Travel. **dibs** launched a popup event series of “Donut Days” in 2017 to encourage transit use. The first Donut Day was hosted at the Vintage Faire Park and Ride Lot to promote the MAX Commuter Bus connection to the Lathrop/Manteca ACE Station.

dibs also partnered with the San Joaquin Joint Powers Authority to launch the new Amtrak Morning Express Service to Sacramento, including hosting a Donut Day, and engaging in comarketing campaigns to raise awareness about the service.



In partnership with ACE, a new “ACEpool” incentive was launched to address parking issues at the Lathrop/Manteca ACE Station. New carpools and new passengers on MAX or Manteca Transit were eligible to receive a \$75 cash incentive when they logged their trips with **dibs**, to thank them for sparing a space.

Bike Month



Each year, **dibs** teams up with local communities to get the wheels rolling for National Bike Month. In May, **17 events** were hosted throughout the region, and promotional items and educational materials were also available to employers, community organizations, and schools. Dibsters logged **13,367 miles of biking and walking trips** during Bike Month.

Program Impact

9,274 There are 9,274 people are enrolled in the dibs program. Of these, 5,133 originate in San Joaquin County, with 819 participants added in this fiscal year.



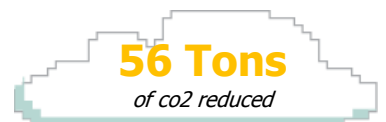
8,131
Smart Travel trips
logged



690,948
calories burned



\$70,778
money saved



56 Tons
of co2 reduced

Dibs is on a mission to log 1 million Smart Travel miles by the year 2020!

We logged **123,124 Smart Travel miles** this year, bringing us to a total of **569,573 miles** so far!

★ Go Dibs 2020 ★