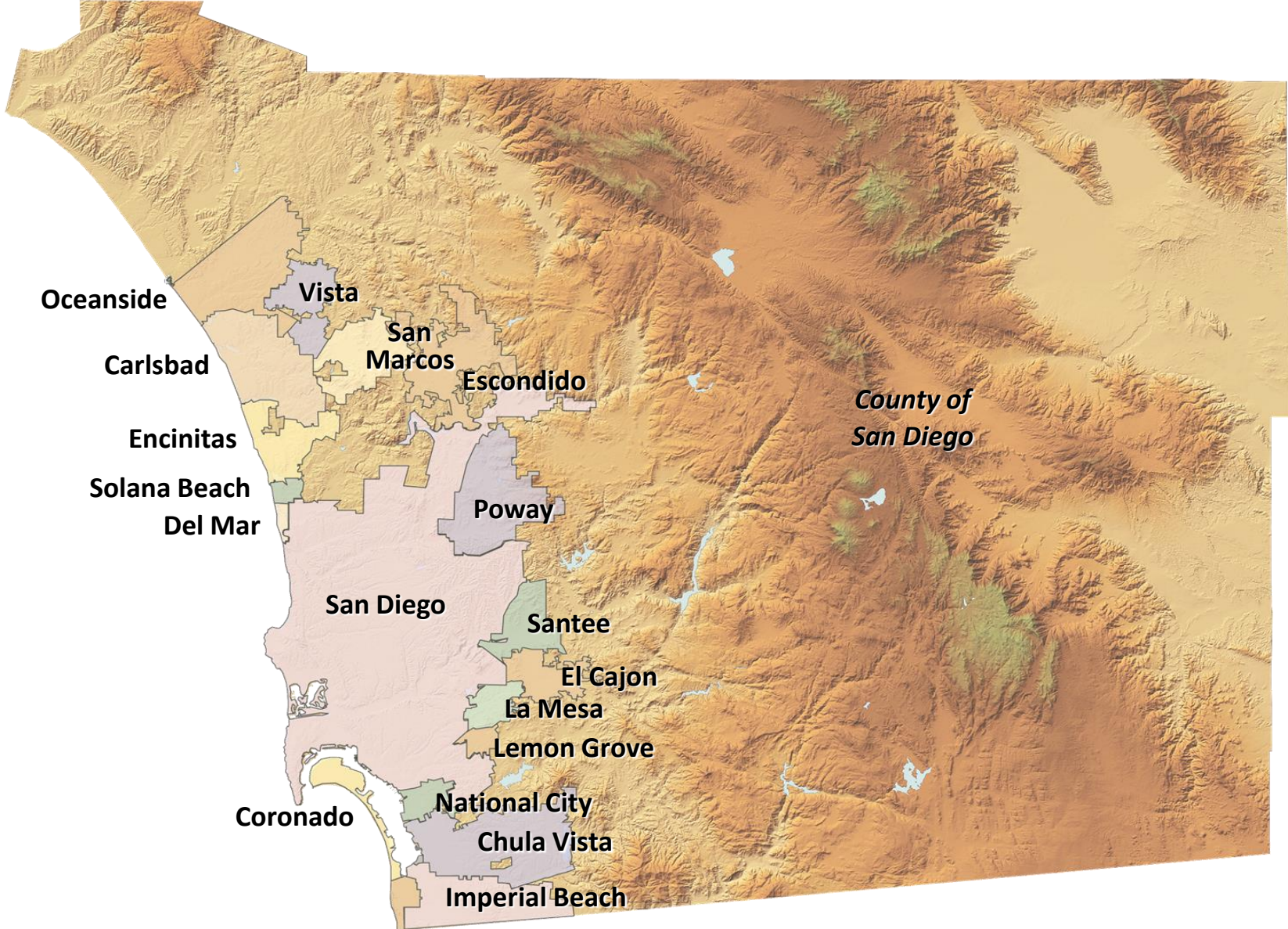




# Transportation Demand Management in the San Diego Region

Steering San Diego Forward with Clean Mobility  
April 8, 2014

# SANDAG Overview



# Transportation Demand Management Program

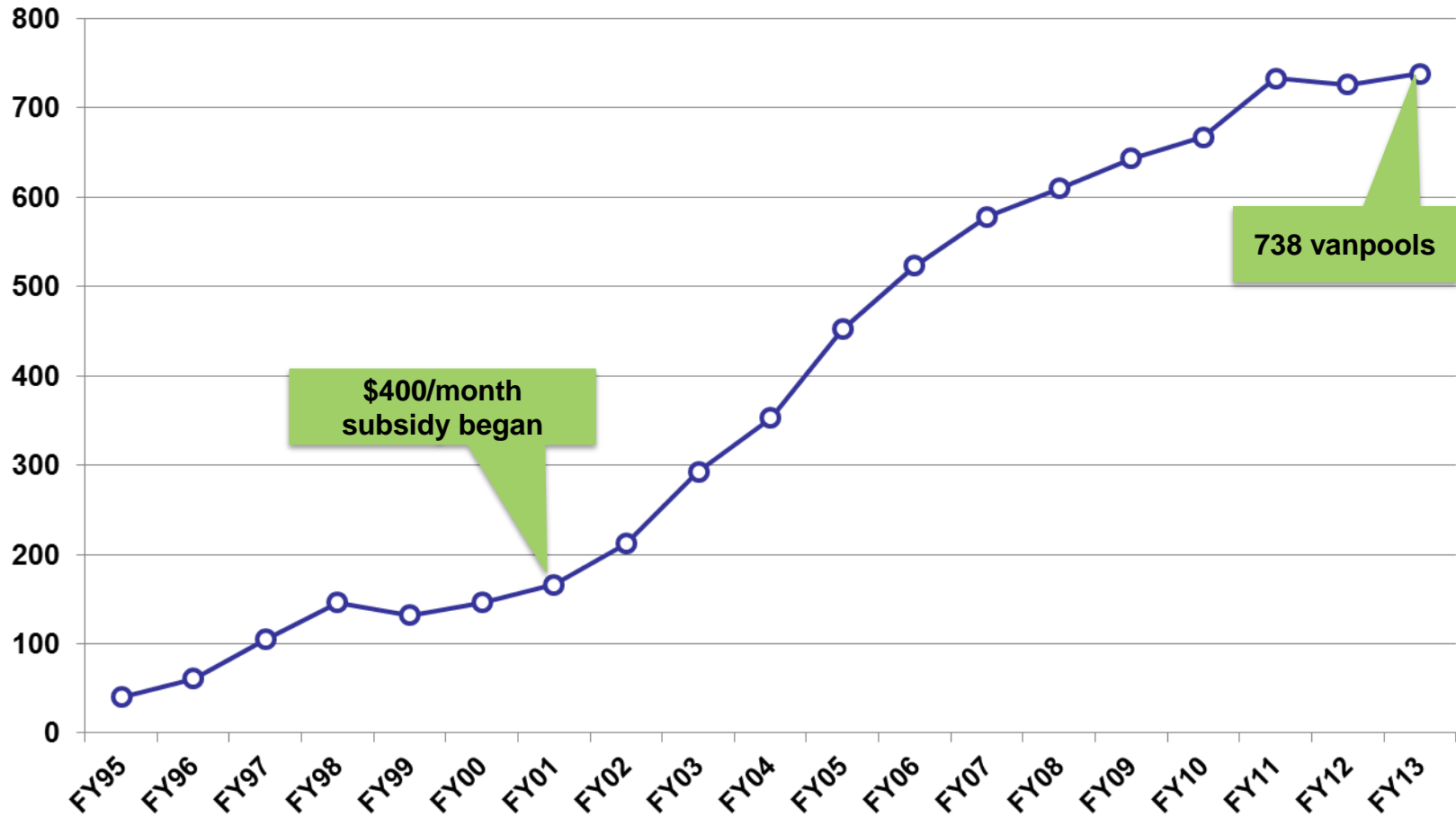
## iCommute Services:

- Employer Outreach and Support
- Regional Vanpool Program
- Online Ridematching
- Guaranteed Ride Home
- Regional Bicycle Locker Program
- SchoolPool
- Public Awareness Campaigns (Bike to Work Month and Rideshare Month)

The screenshot shows the iCommute website interface. At the top, there is a navigation bar with links for login, about, news, commuters, employers, partners, planners & developers, and events. Below this is a search bar and a list of services: carpool, vanpool, schoolpool, transit, bike to work, and telework. A large banner image shows four people riding bicycles, with the text "it all adds up i stay fit. i save on gas. iCommute. find a bike buddy with ridematcher". Below the banner is a "commuter resources" section with three main tiles: TripTracker (Log your trips, Track your savings), RideMatcher (Find the right person to share your ride), and Guaranteed Ride Home (You'll never be stranded). There is also a "what's new" section with a notice about Diamond Awards and a commuter tax benefit increase. At the bottom, there are quick links for Commute Calculator, Park & Ride, Bike Map, and Transit Trip Planner, along with a language selector and footer information.

# Regional Vanpool Program Growth

Vanpools



# Commuter Tools



## Commuter Calculator

- Calculates real cost of driving and provides a comparison with alternative modes



## RideMatcher

- Simple and secure way to find rideshare partners
- 32,000 commuters enrolled



## TripTracker

- Measures commute savings and ensures subsidy eligibility
- 981,593 sustainable trips logged last fiscal year



## Guaranteed Ride Home

- Safety net in the event of an emergency or unscheduled overtime

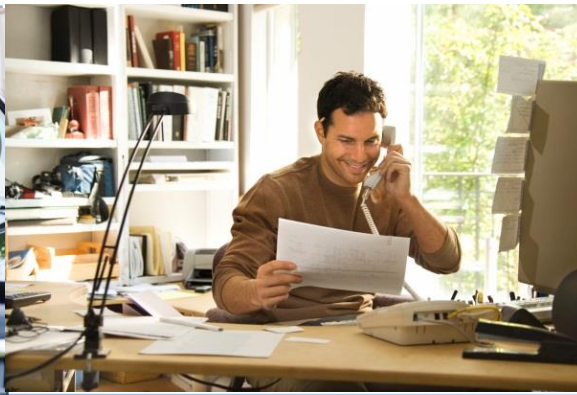
# Bicycle Encouragement Program

- Bicycle lockers
  - 821 spaces total: 589 mechanical & 232 electronic
  - Compass Card compatibility coming soon
- Regional Bike Map
  - 1,700 miles of bikeways
- iCommuter interface
  - Find a bike buddy
  - Register for bike locker
- Education and outreach
  - Partnership with SD County Bicycle Coalition



# TDM in the 2050 Regional Transportation Plan

- \$700 Million allocated to TDM over 40 years:
  - Increase participation in the Regional Vanpool Program by 70%
  - Increase carpooling by 70%
  - 10% daily commute trip reduction due to teleworking



# New Directions

- Targeted outreach
  - Customized for corridors and employment centers
- TDM beyond the commute trip
  - Community Based Travel Planning
- Engage local government
- TDM supportive technologies and programs





# Employer Program

- Five Account Executives
  - Trained TDM specialists
  - Geographically focused
  - 40 hours of consulting time
  
- Diamond Awards Employer Recognition Program
  - Ongoing recognition for reducing SOV trips



# Telework Demonstration Project

- 10 employers to participate in pilot
- Participants receive up to 80 hours of consultant services
  - Telework policy development
  - Management and employee training



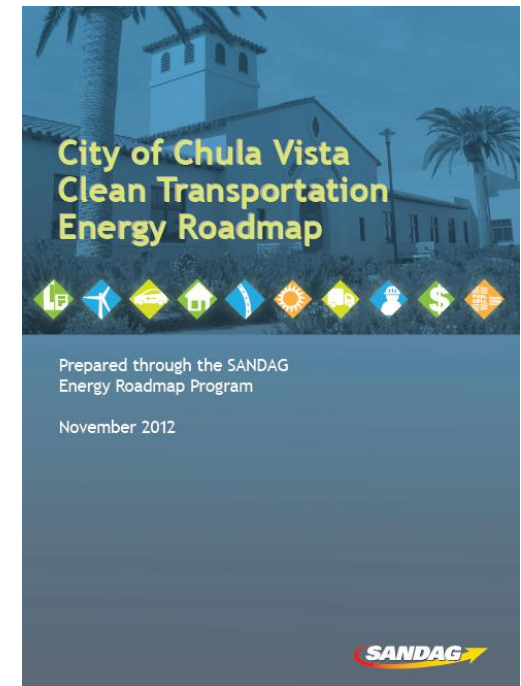
# Community Based Travel Planning

- Reaching residents at home or in their communities
- Provide information and incentives for trying new modes
- “Travel Encinitas” pilot project



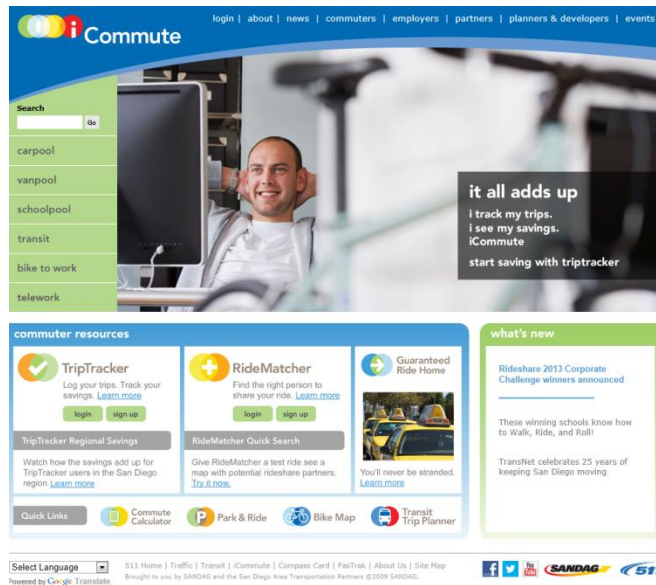
# Supporting Local TDM Planning and Policy Development

- Integrating TDM into the Planning and Development Process
- Energy Roadmap Program
  - Includes customized TDM plan for cities
- Parking Management Toolbox



# Coming Soon: Upgraded Online Tools

- Multimodal trip planner
- Dynamic ridesharing
- Gamification
- Mobile responsive design
- Improved administrative features and reporting
- Social media integration
- Apps



www.car.ma/blog/category/real-time-ridesharing/



Questions?

Antoinette Meier

[antoinette.meier@sandag.org](mailto:antoinette.meier@sandag.org)

(619) 699-7381