

Peninsula Traffic Congestion Relief Alliance Strategic Plan 2010-2013

Presentation to Brisbane
City Council

April 5, 2010



Presentation Overview

- Strategic Plan Process
- New Mission Statement and Program Areas
- Key Goals, Objectives and Strategies by Program Area
- Implementation Priorities



Strategic Plan Process

- Defined scope.
- Hired consultant to assist.
- Held working sessions on developing new mission statement and program areas.
- Presented key findings at Board Retreat.
- Incorporated comments and feedback from stakeholders for Final Plan Adoption at December Board meeting.



Alliance New Mission Statement

- “Working Together to Improve Our San Mateo County Commute”

We do this by working with:

- Employers to develop and manage innovative partnerships to reduce peak period commute trips;
- Commuters to explore and utilize alternative transportation;
- Public and private partners to collaboratively develop new resources and tools to expand transportation alternatives.



Alliance Programs: Key Goals, Objectives and Strategies

- Program Area 1: Working with Employers to Develop and Manage Innovative Partnerships to Reduce Peak Period Commute Trips
 1. Employer Outreach
 2. Employer-Based Shuttle Program Development and Management
 3. Employer Support Services
 4. School Pool and Carpool to College



Program Area 1: Employer Outreach

Existing: 290 employers representing
108,000 employees;

Goal: Increase the market penetration of
commute alternatives in San Mateo
County;

Objective: 10,000 additional employees per
year (3% of San Mateo County
employment).



Program Area 1: Employer Outreach

Key Strategies:

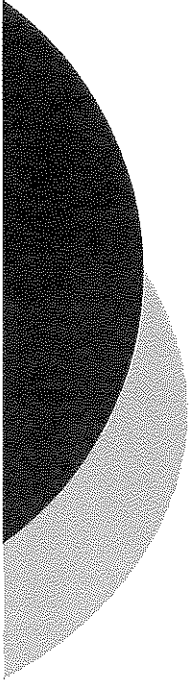
- High level meetings with SMCTD and C/CAG to support their respective goals;
- Market research on initiatives that would lead to increased participation;
- Semi-annually update Strategic Plan progress to stakeholders;
- Targeted campaigns in downtowns and business parks to build upon employer consortiums;
- Provide employer perspective to SamTrans Comprehensive Operations Analysis TAC



Program Area 1: Employer Outreach

Measures of Effectiveness:

- Continue to compare participation in commuter alternatives of employers participating in Alliance programs with sample not participating;
- Annually calculate peak period auto trips and emissions reduced.

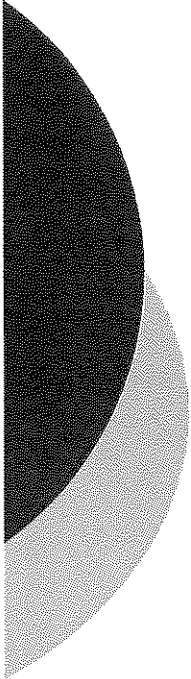


Program Area 1: Employer Support Services

Existing: Emergency Ride Home Program, Bicycle Lockers, Bicycle Safety Workshops.

Goal: Provide employer support service to overcome barriers to utilization of commute alternatives.

Objective: Increase employer participation in Alliance support services by 5% annually.



Program Area 1: Employer Support Services

Strategies:

- Engage active employers to facilitate participation in additional commute alternatives.
- Utilize market research in employer outreach to revise and update programs.

Measures of Effectiveness:

- Employer satisfaction with program delivery;
- Monitor participation through annual feedback from employer participants.



Program Area 2: Working with Commuters to Explore and Utilize Alternative Transportation

- Direct marketing and communications with commuters;
- Vanpool and carpool incentive program;
- Try Transit Incentive program;
- Bike to Work Day promotions.



Program Area 2: Direct Marketing to Commuters

Existing:

- Employer transportation coordinators at 290 employers directly provide information to commuters;
- Promotional fairs in member communities;
- 73,500 unique visitors to commute.org annually;

Goal: Provide commute alternative information directly to commuters so that they can make informed choices on commute options.



Program Area 2: Direct Marketing to Commuters

Key Objectives:

- Increase awareness of Alliance programs by commuters from 25% to 33% over three years;
- Increase website usage by commuters by 10% annually;
- Achieve 90% high satisfaction rate commuter follow-up surveys.



Program Area 2: Direct Marketing to Commuters

Strategies:

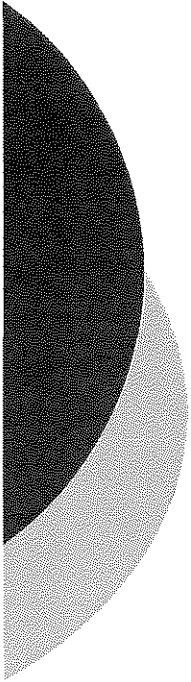
- Develop marketing plans to enhance effectiveness in directly reaching commuters;
- Continue media campaigns targeting San Mateo County commuters;
- Develop protocols and screens for determining which promotional fairs and events will provide the most benefit;
- Continue to restructure Alliance website so that commuters have easier time navigating.



Program Area 2: Direct Marketing to Commuters

Measures of Effectiveness:

- Awareness of Alliance programs in periodic general public surveys;
- Percentage of San Mateo County employers exposed to marketing efforts to try a commute alternative.



Program Area 3: Working with Public and Private Partners to Collaboratively Develop New Resources and Tools to Expand Transportation Alternatives

- Funding and Resource Development
- Development of Community Based Mobility Services
- Community Facilitation of Transportation Alternatives



Program Area 4: Strengthening the Organizational Capacity of the Alliance to Achieve its Goals

- Finance and Budget
- Governance
- Administration and Business Practices
- Communication



Priorities for Implementation

Prioritization Framework: checklist for considering Alliance program priorities.

Priority Considerations

- Contractual Obligations;
- Relative Cost-effectiveness;
- Annual mobility benefits;
- Sustainability of funding sources

Priority Recommendations

#1: Fulfill the obligations of current funding agreements with C/CAG and the SMCTA



Priorities for Implementation

Priority Recommendations

#2 Reallocate resources in order to meet Alliance goals and objectives in the following order of priority:

- Outreach to large employers to use ridesharing and try transit incentives;
- Campaigns aimed at medium and small employers in targeted areas to provide ridesharing and try transit incentives;



Priorities for Implementation

Priority Recommendations #2

- Employer-based shuttle programs;
- Employer-based support services (such as Emergency Ride Home);
- Community based shuttles;
- Bicycle parking incentives.
- As new initiatives from legislative efforts to reduce greenhouse gases, such as SB 375 and AB32, are implemented, need to review priority ranking.



Program Specific to Brisbane

Employer Based Shuttle Program

- 2 routes – Balboa Park BART and Bayshore Caltrain serving Crocker Business Park.
- In FY 2008-2009 the Alliance shuttle program in Brisbane transported approx. 87,400 boardings.
- Employer sponsored BART route – 75% funded through SamTrans and SMCTA Grants, 25% from employers.
- 23 Employers sponsor the BART shuttle route.

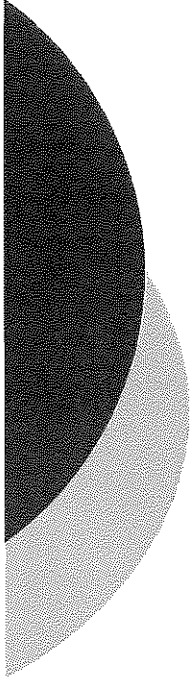


Program Specific to Brisbane

- Bicycle Safety Workshop – May 4, 2010 at the Brisbane Library from 7:00 – 8:30 p.m.

Participants who register in advance will be eligible to win a \$25 gift card from a local bicycle shop.

- Bike to Work Day – May 13, 2010.
Energizer station at Lagoon Road and Tunnel Avenue during the morning commute.



Peninsula Traffic Congestion Relief Alliance Strategic Plan 2010-2013

Copies of Strategic Plan available on
Alliance website, www.commute.org.
Printed copies are also by request at
alliance@commute.org or
PH: 650/588-8170.

Thank you.