

Project Descriptions

About Commute.org

Commute.org is San Mateo County's Transportation Demand Management (TDM) Agency working to reduce the number of drive alone vehicles traveling to, from or through the county. They manage a network of last-mile **shuttles**, work with **employers**, and offer programs and incentives directly to **commuters**.

STAR Program Support

STAR, our online commute tracking software program, is the hub of all our commuter benefits and trip data management.

- Processed mailing of STAR Store rewards
- Promoted to commuters at in-person outreach events
- Conducted periodic quality control of data
- Wrote and designed the monthly commuter e-newsletter
- Created three explainer videos



Quarterly Challenges

- Illustrated and designed promotional materials
- Managed social media posting & engagement
- Consolidated results into graphics



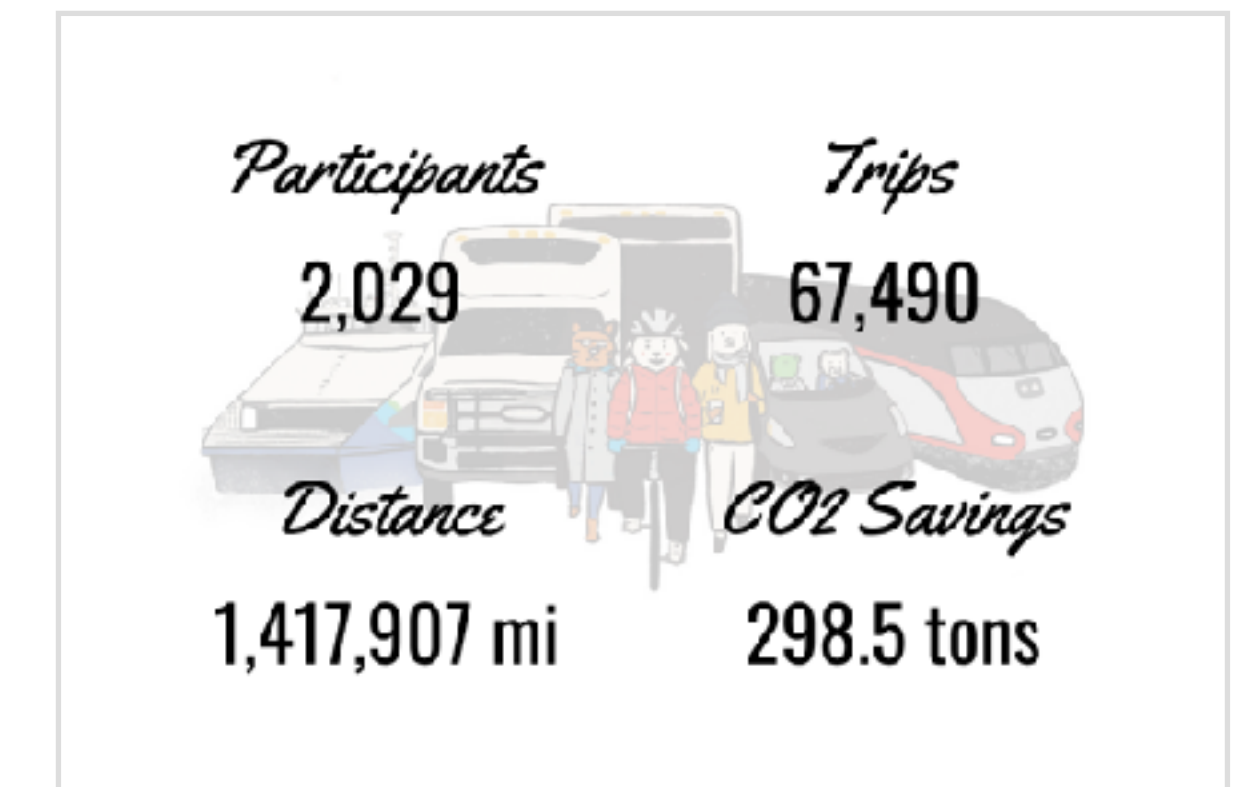
Micromobility Research

- Compiled information on municipal bike and scooter share programs to serve as a guiding resource for local city leaders and planners



Achievements & Results

Mid-Week Carpool Challenge & Winter Quarterly Challenge results:



Takeaways & Next Steps

Even though a large part of my work was in commuter-targeted communications, the most effective way to reach commuters is through their employers

A blog would be a great way to improve SEO (esp. when the new website is launched) and expand our presence as a thought leader in the region

Continue to push cycling and telecommuting as ideal modes mid- and post-pandemic

