Lessons Learned

Achievements and Results

Project 1: Carpool 2.0
Carpool 2.0 program rewards all forms of carpooling. It aims to increase local carpool ridership during peak travel periods, therefore reducing single occupancy vehicles, traffic congestion, greenhouse gas (GHG) emissions and the need for parking within San Mateo County.

- Coverage of Carpool 2.0 launch and press event reached over 9 Bay Area media news outlets (i.e. KRON 4, NBC Bay Area, Univision 14, etc.).
- Encouraged commuters to carpool through outreach events, social media, and e-newsletters.

Program Expansion:
- Continue marketing to different commuter groups.
- Integration of more tools and programs to verify commuter trips and reduce false claims.

Project 2: Annual Commuter Challenge Campaign
The Commuter Challenge is a way to inspire commuters to use alternative commute options rather than driving alone.

- Created a social media (Twitter, Instagram, Facebook) and marketing plan to engage with commuters and employers.
- Designed flyers and graphics for events, promotion, and social media.
- Engaged with users through email, phone, and on-site events.
- Implemented use of STAR platform to support, track, and reward commuters who do not drive alone.
- Leveraged Earth Day and Bike to Work Day events to push challenge awareness and participation.

Timeframe | Users | Trips | Miles | Co2 Savings |
---|---|---|---|---|
Jan. 1, 2018 - May 15, 2018 | 710 | 30,792 | 684,040 | 125.86 tones |
Jan. 1, 2019 - May 15, 2019 | 2,003 | 95,705 | 2,073,197 | 381.47 tones |

182% increase in participation

Successful Strategies:
- Target marketing is the best.
- Endorsements from employers and transportation coordinators help promote transportation demand management programs.
- Integration and partnerships with other mobile applications boosts user engagement.

Program Expansion:
- Continue marketing to different commuter groups.
- Integration of more tools and programs to verify commuter trips and reduce false claims.

Parin Patel
Parin Patel has a B.S. in Environmental Studies and a minor in Urban Studies from San Jose State University. She looks forward to implementing transportation demand management (TDM) techniques in the fields of sustainability, transportation planning, and environmental justice.

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