



**Commuter Solutions
Annual Report**

Fiscal Year 2014

CAMPO Commute Solutions Program

Program Description:

Commute Solutions is a voluntary trip reduction program that was created in response to Federal requirements for Metropolitan Planning Organizations (MPO) to address the need to manage congestion, improve air quality, and promote energy conservation. Commute Solutions is housed under the Capital Area Metropolitan Planning Organization (CAMPO) and serves as an informational and educational resource center for residents, employees and visitors who travel to and within the six CAMPO counties. The Commute Solutions program offers a regional approach and includes Bastrop, Burnet, Caldwell, Hays, Travis and Williamson counties. The program offers information and resources on transportation options such as carpools, vanpools, transit, bicycling and walking, as well as providing information on work schedule alternatives such as flextime, compressed workweeks and teleworking. The program and resources are available to everyone.

Commute Solutions of Central Texas comprises coalition partners from regional businesses and governmental entities. Staff works with multiple partners in both the private and public sectors. Commute Solutions hosts monthly partner meetings that include transportation-related presentations, updates on Commute Solutions and myCommuteSolutions, air quality, and presentations from partners. The Commute Solutions partnerships allow for the organizations to: cross promote, expand bandwidth, increase education, share information, maximize outreach and network with peers. The partners are significant to the Commute Solutions program and all CAMPO jurisdictions are welcome to become partners.

Commute Solutions Partners	
Advanced Micro Devices (AMD)	Downtown Austin Alliance (DAA)
American Lung Association	Hertz
Austin Community College (ACC)	Lower Colorado River Authority (LCRA)
BikeAustin	Movability Austin
Capital Area Council of Governments (CAPCOG)	Safe Routes to School
Capital Area Rural Transportation System (CARTS)	Texas Commission on Environmental Quality (TCEQ)
Capital Metropolitan Transportation Authority (Capital Metro)	Texas Department of Insurance (TDI)
Car2Go	Texas Department of Transportation – Austin District
City of Austin	Travis County
Central Texas Regional Mobility Authority (CTRMA)	The University of Texas (UT)
CLEAN AIR Force of Central Texas	Zipcar
Clean Air Partners	

Implement Travel Demand Management Strategies:

Transportation Demand Management (TDM), also known as Mobility Management, refers to various strategies that change travel behavior in order to increase transportation system efficiency and achieve specific planning objectives. TDM can be implemented now and is an effective use of the current infrastructure. The projected population growth for the six-county planning area will be around 4,000,000 people by 2040. As the population and congestion continue to increase, while funding is limited, there is a need to have established TDM programs and practices in place. Some of the reasons to implement TDM are to reduce congestion, improve air quality and promote energy conservation. Strategies can vary from city to city and region to region depending on alternatives available.

Reduce Congestion:

Increased roadway congestion overloads the region's infrastructure, pollutes the air, negatively affects economic vitality and quality of life, and deters new business. Commute Solutions educates area residents on the benefits of trip reduction through TDM. This strategy reduces traffic congestion and air pollution by influencing changes in travel behavior. Congestion reduction is achieved through a variety of TDM strategies aimed at influencing mode choice, frequency of trips, trip length, travel time, convenience and cost.

Improve Air Quality:

The Commute Solutions program helps reduce vehicle emissions and improve air quality by reducing drive alone commutes. The program plays a key role in the voluntary air quality improvement programs conducted by local governments, with support from the Texas Commission on Environmental Quality (TCEQ) and the Environmental Protection Agency (EPA). The region's current air quality improvement plan, the Ozone Advance Program Action Plan, took effect January 1, 2014. Commute Solutions, and its regional rideshare program, is a region-wide emission reduction measure commitment in the Ozone Advance Action Plan. Commute Solutions also supports the regional Clean Air Partners program developed to encourage major employers to reduce emissions and improve air quality.

A link to the complete *Austin-Round Rock Metropolitan Statistical Area Ozone Advance Program Action Plan* is below:

http://www.capcog.org/documents/airquality/OzoneAdvanceOutreach/Austin-Round_Rock_MSA_OAP_Action_Plan.pdf

Promote Energy Conservation:

Commute Solutions encourages residents to conserve energy by replacing a single-occupant vehicle trip with an alternate mode of transportation. This addresses the federally mandated planning factor found at 23 U.S.C. §134. (h) (1): Protect and enhance the environment, promote energy conservation, improve quality of life and promote consistency between transportation improvements and State and local planned growth and economic development patterns.

Financial Impact:

The Commute Solutions program's annual budget is approximately \$60,000. The majority of that amount is used for the TKO Advertising and RideShark contracts. To date, the majority of funding has been through the Surface Transportation Program Metropolitan Mobility (STP MM) Program and the \$60,000 excludes staff salaries.

FY 2014 Accomplishments

Website:

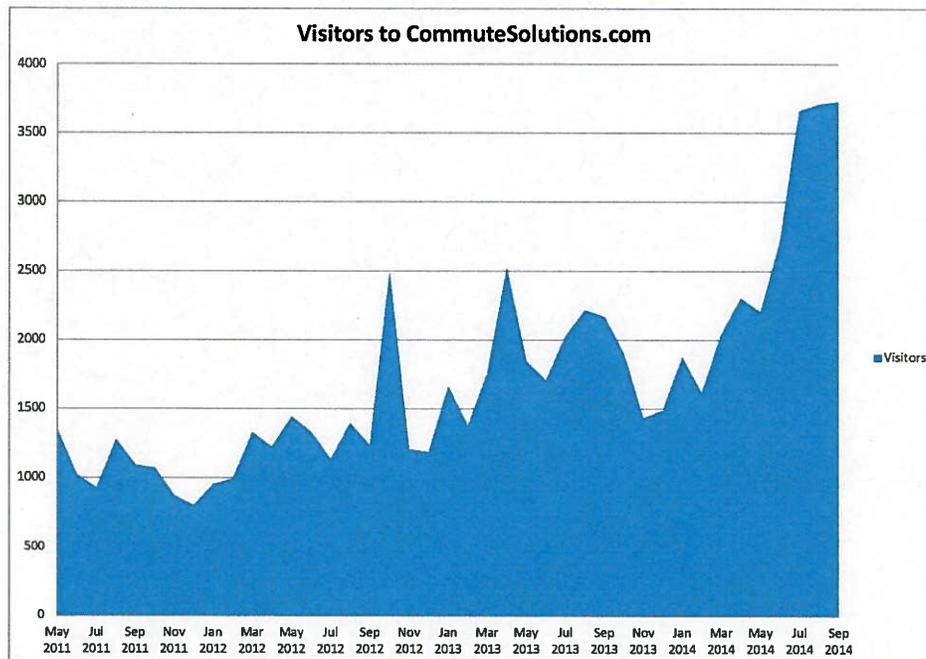
In April 2011, CAMPO Commute Solutions developed and launched a dramatically improved website. The website includes pages that have been specifically designed to target employers, commuters and a variety of user groups, such as students, persons with disabilities, seniors and travelers with medical needs. It includes a commute cost calculator, information on tax benefits and current traffic conditions. The website also hosts the live Commute Solutions Twitter feed, a blog, news articles and commuter-related videos. The website continues to increase the number of visits and pageviews each year. The website can be viewed by going to www.commutesolutions.com

Commutesolutions.com website visits

Date	Visits	Pageviews
April 1, 2011 – September 30, 2011	7,287	14,053
October 1, 2011 – September 30, 2012	13,750	26,588
October 1, 2012 – September 30, 2013	22,128	38,941
October 1, 2013 – September 30, 2014	28,644	51,673
Total	71,809	131,255

Source: Google Analytics

Website Hits Per Year from April 2011- September 2014



Regional Ridematching and Trip-Planning Site:

The myCommuteSolutions site expands the “one-stop shop by providing a regional ridematching and trip-planning site. The myCommuteSolutions component of the website went live on August 17, 2011 and was formally launched on April 2012. As of September 30, 2014, the site has 3,001 registered users. This is an increase of 1, 045 people over the last fiscal year. The site can be viewed by going to www.mycommutesolutions.com

The myCommuteSolutions site supports both ridematching and trip planning equally. This makes the site useful to transit users, bicyclists, walkers, vanpoolers, carpoolers and teleworkers. They can log trips on the calendar (allowing for data collection) and be eligible for incentives. By logging their commutes, users can track fuel and money saved, calories burned and emissions avoided.

A key feature of myCommuteSolutions is the ability to offer employers, cities, universities, colleges and organizations a custom sub-site. Employers can use our RideShark framework to set up their own ridematching and trip-planning site. They can manage incentives, collect data and promote the program to suit their needs. CAMPO is able to offer the service at no cost to the employer, while custom ridematching sites can typically cost \$6,000 - \$30,000. There were three new business sub-sites created in the last fiscal year.

According to a survey posted on myCommuteSolutions.com, a large percentage of users are finding out about the site through their employers, direct emails, colleges and universities. Others find out about the site through the Commute Solutions website, community events, friends or coworkers, and additional program outreach. The survey also shows that the majority of users are coming to the site for the incentives, the ridematching tool and the ability to log commutes. The additional users are coming to the site to track cost savings, utilize employer sites and learn more about sustainable travel information.

Entries from Commute Calendar from October 1, 2013 – September 30, 2014

Commute Mode	Entries
Carpool	9,105
Vanpool	463
Bus	11,539
Rail	2,920
Bike	11,859
Walk	6,514
Telework	1,167
Total	43,567

The myCommuteSolutions Stats from October 1, 2013 – September 30, 2014

Money Saved	\$72,781
Distance Miles	377,642
Fuel Saved - Gallons	14,330
Emissions Avoided – NOx and VOC - Pounds	1,169
Calories Burned – K Cal	3,404



COMMUTE SOLUTIONS

COMMUTE SOLUTIONS ANNUAL REPORT
OCTOBER 1, 2013 – SEPTEMBER 30, 2014

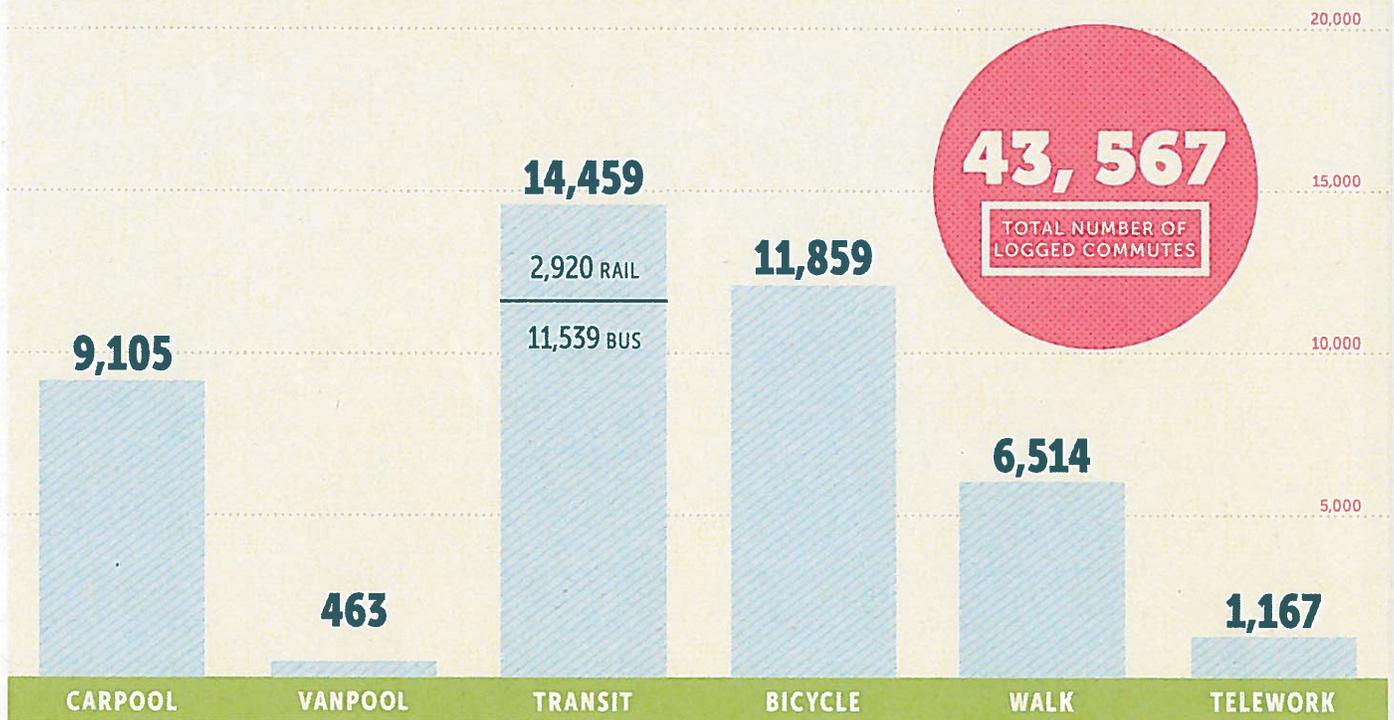
POWERED BY
myCommute
SOLUTIONS

THE CAMPO COMMUTE SOLUTIONS PROGRAM OFFERS myCommuteSolutions, WHICH IS A RIDEMATCHING AND TRIP-PLANNING TOOL. REGISTERED USERS CAN SEARCH FOR COMMUTING PARTNERS (CARPOOL, BIKE, WALK, AND TRANSIT), SINGLE TRIP MATCHING, AND LOG THEIR COMMUTE. BY LOGGING THEIR COMMUTE, USERS CAN TRACK THEIR COST SAVINGS, FUEL SAVED, CALORIES BURNED, AND POLLUTION REDUCTION.

REGISTERED USERS

3,001

NUMBER OF ALTERNATIVE COMMUTES LOGGED



COMMUTERS HAVE SAVED

72,781

DOLLARS



377,642

MILES



14,330

GALLONS OF GAS



1,169

LBS. OF EMISSIONS (VOC & NOx)



3,404

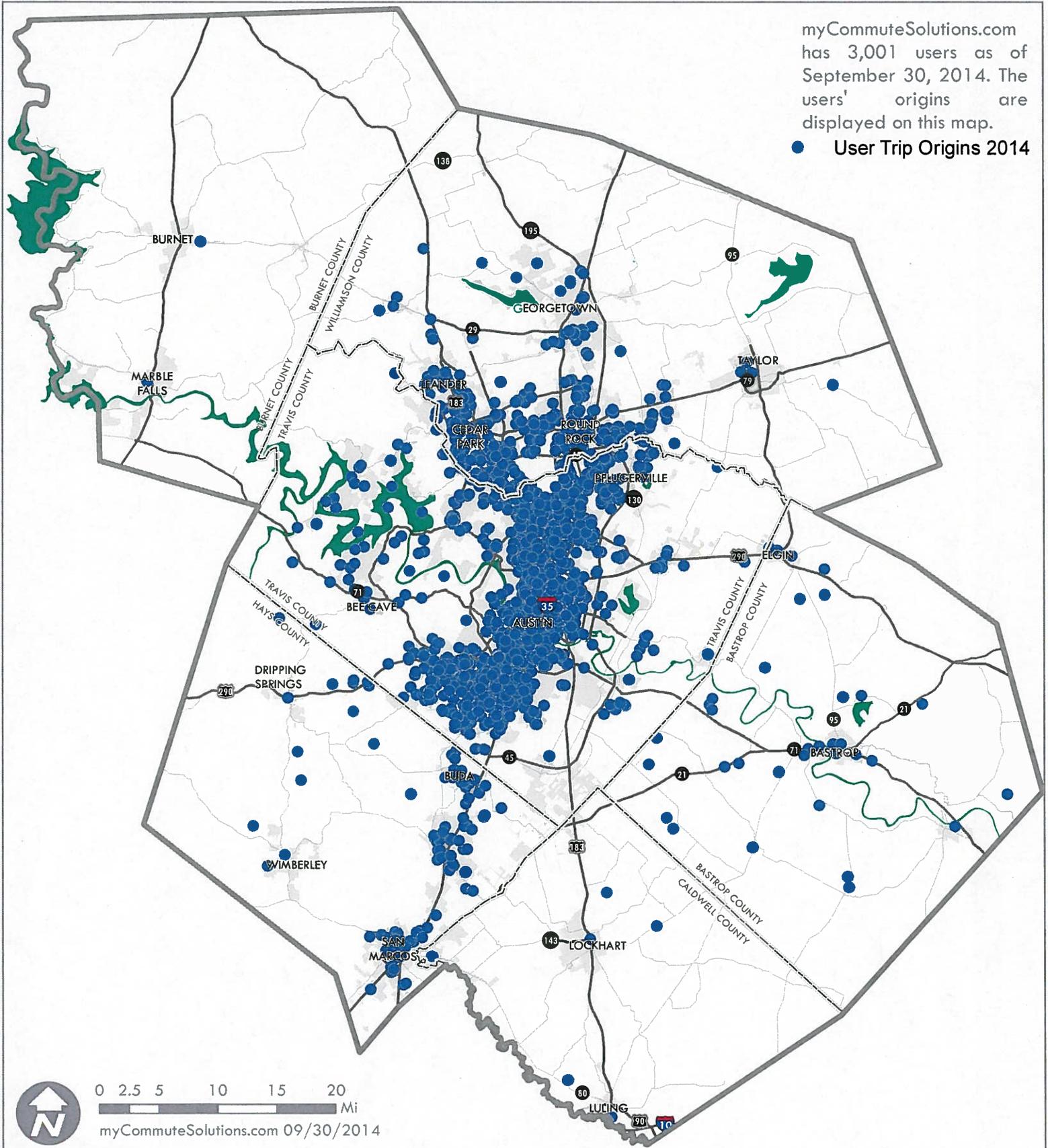
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myCommuteSolutions.com User Trip Origins

myCommuteSolutions.com has 3,001 users as of September 30, 2014. The users' origins are displayed on this map.

● User Trip Origins 2014



This map was developed by CAMPO for the purpose of aiding in regional transportation planning decisions and is not warranted for any other use. No warranty is made by CAMPO regarding its accuracy or completeness.

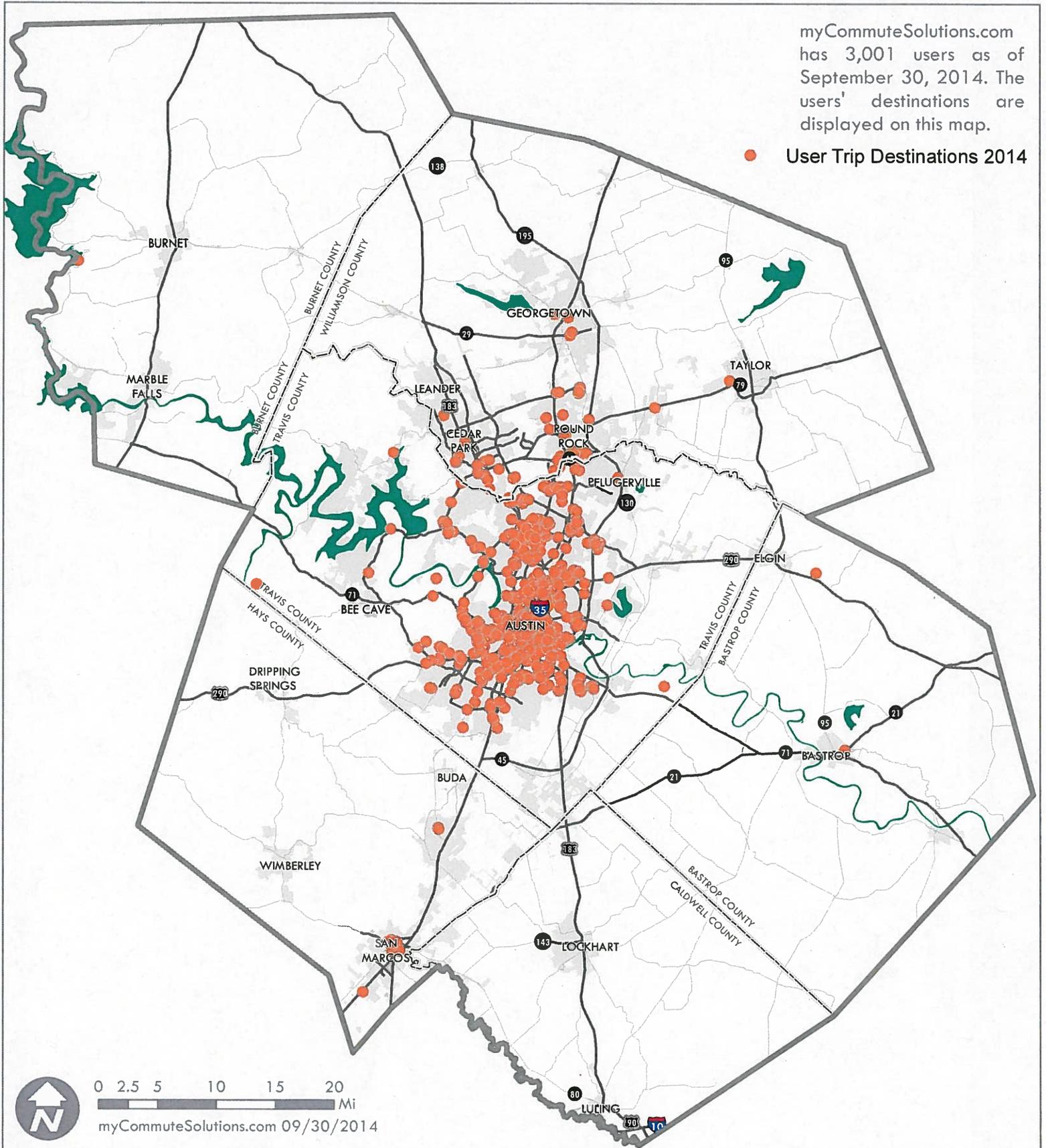
Printed: December 2014



myCommuteSolutions.com User Trip Destinations

myCommuteSolutions.com has 3,001 users as of September 30, 2014. The users' destinations are displayed on this map.

● User Trip Destinations 2014



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Outreach:

Commute Solutions outreach events take place throughout the six-county region. Success measures for attending events include an increase of the number of hits to the Commute Solutions website, an increase of registered users in myCommuteSolutions, and an increase in the number of social media followers.

The Commute Solutions season took place during the ozone season, April 1 through October 31, and is a high-profile focus on alternative commutes. This included an aggressive outreach campaign, themed commuter-related months, myCommuteSolutions contests, the Capture Your Commute contest, and an expanded schedule of outreach events. During this time, Commute Solutions also partnered with the Austin Transportation Air Quality Program for "Cool to Carpool" and "Capture Your Commute" contest. Over the last year, the Commute Solutions outreach plan also included advertisements on Capital Metro buses, Austin B-Cycle bicycles, and on radio.

Additional Participation:

CAMPO Commute Solutions has been an active participant in the Austin/Travis County Community Health Improvement Plan (CHIP) over the past year by contributing to the progress of the CHIP's priority area of built environment focus on transportation. Commute solutions efforts have been specifically noted in CHIP's objective to increase Travis County active transportation commute mode. Commute Solutions participated in the CHIP Year 2 Planning Summit last June.

CAMPO Commute Solutions is a member of the Clean Air Coalition Advisory Committee Outreach and Education planning team.

Social Media:

Commute Solutions maintains an active social media presence on Twitter and Facebook.

Twitter: www.Twitter.com/ATXTripster

Facebook: www.Facebook.com/commutesolutions

Earned Media:

The Commute Solutions program was featured on or in:

- KEYE-TV
- KXAN-TV
- KOOP radio program "Shades of Green"
- The Austin Chronicle

Recognition:

The CAMPO Commute Solutions program was nominated for the Women's Transportation Seminar's Innovative Transportation Solutions award in December 2013.

FY 2014 Outreach Events

Date	Event	Location
11/06/2013	TxDOT Health Fair	Austin
3/25/2014	CAMPO Public Meeting	Burnet
3/27/2014	CAMPO Public Meeting	Lockhart
3/27/2014	APD VIN Etching – ACC Rio Grande Campus	Austin
3/29/2014	Zilker Garden Festival	Austin
3/31/2014	CAMPO Public Meeting	Austin
4/01/2014	CAMPO Public Meeting	Bastrop
4/02/2014	CAMPO Public Meeting	San Marcos
4/03/2014	CAMPO Public Meeting	Georgetown
4/22/2014	Samsung Austin Semiconductor Earth Day	Austin
4/22/2014	St. Ed's Earth Day	Austin
4/22/2014	Travis County Earth Day	Austin
4/22/2014	The Thinkery Earth Day	Austin
4/24/2014	Earth Day Celebration – ACC Rio Grande Campus	Austin
4/26/2014	ALA Fight for Air Climb	Austin
4/29/2014	MoPAC Public Meeting - Barton Creek Mall	Austin
5/12/2014	Dell CIO People Rally	Round Rock
5/16/2014	Bike to Work Day - City Hall	Austin
6/19/2014	City of Austin Employee Safety Association Conference	Austin
6/19/2014	CARTS Dump the Pump Day	San Marcos
6/28/2014	Luling Watermelon Thump	Luling
7/15/2014	Sustainable Food Center's Farmer's Market East	Austin
7/23/2014	Sustainable Food Center Farmer's Market Triangle	Austin
7/29/2014	Sustainable Food Center Farmer's Market East	Austin
8/07/2014	APD Vin Etching - Fiesta	Austin
9/10/2014	CAMPO Community Meeting	Marble Falls
9/16/2014	CAMPO Community Meeting	Bastrop
9/17/2014	CAMPO Community Meeting	Lockhart
9/18/2014	Capital Metro Health and Wellness Fair	Austin
9/20/2014	Lone Star Clean Fuels EV Picnic	Austin
9/23/2014	CAMPO Community Meeting	Austin - Travis County
9/25/2014	Getting Connected: Small Business Event	Austin
9/25/2014	CAMPO Community Meeting	Kyle