

2019

ACHD COMMUTERIDE
ANNUAL REPORT



A NOTE FROM

ACHD

COMMUTERIDE

By all accounts, 2019 was a successful year for Commuteride. Not only did we execute all our services and exceed our goals, we stayed under budget and maintained a commitment to the high quality of life in the Treasure Valley. We faced many challenges in 2019, including a vacant job position, an outdated rideshare platform, a limited understanding of how Transportation Demand Management (TDM) strategies can benefit the region, and a growing concern regarding financial sustainability.

The Commuteride team tackled those challenges and came out ahead. We added a new team member – Michelle Tang – to manage our Club Red vanpool and park/ride programs. We also updated our rideshare platform with minimal disruption to existing commuters. This new platform, Share the Ride Idaho, enabled us to help our partners in more creative ways, including a "Rideboard" for one-time trip matching. We are proud to share that Bogus Basin Mountain recreation Area is already taking advantage of the Rideboard to promote their new carpool program. We also "spread the word" on TDM benefits by creating the "Let's Talk Transportation" educational series. By partnering with other organizations we were able to increase the knowledge base in the valley. Finally, we are proud that our initiative to start reporting ridership data to the National Transit Database helped increase the federal dollars coming to this region by more than \$1.5M.

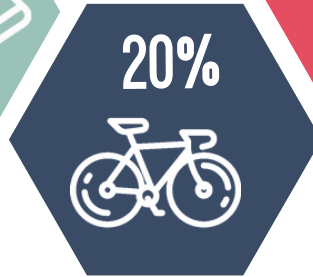
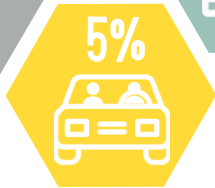
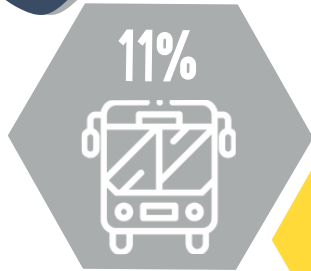
Although just a few months into the new year, Commuteride has already strengthened its vanpool program, improved the park and ride program with improved data, marketing, and partnerships, initiated a study to determine future park and ride needs and opportunities, and began work on a pilot schoolpool program. I look forward to 2020 and leading Commuteride up and over new challenges by keeping on mission, focusing on quality of life, and collaborating with our partners.



MAUREEN H. GRESHAM, AICP
ACHD COMMUTERIDE MANAGER

2019 SMART

Commutes



= 13.2 Million

MILES OFF THE ROAD

COMMUTER *support*

*finding and providing
smart commute options*



COMMUTERIDE WORKS

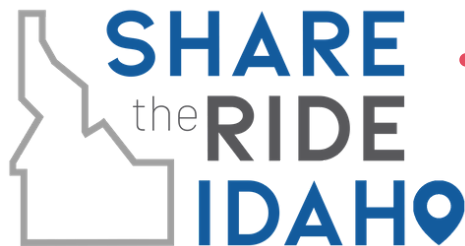
- Commuteride Works is support for local employers to create and implement a **commute benefits program** customized to the needs of the organization and employees. We helped over **200 businesses** expand their labor pool and employee retention, increase sustainability, and improve their bottom line.



84 vans on route
8,403 tons of CO₂ reduced

CLUB RED

- Club Red is a viable and affordable alternative to driving alone. In 2019, Club Red vanpools made **174,463 trips** starting or ending in **7 counties**, reducing over **11 million vehicle miles traveled** - all without using taxpayer dollars! Plus, vanpoolers leave behind their stressful commutes, save money, and free up valuable time each day to just sit back and relax.



RIDESHARE

- Commuteride managed and promoted the Treasure Valley's rideshare matching platform, while simultaneously working to develop a new, more user-friendly website and mobile app to replace it in January 2020. Over **2000 commuter profiles, 2 regional networks, and 21 business networks** were seamlessly transferred to Share the Ride Idaho.

COMMUNITY *outreach*

More people, considering more options, with more benefits



MARKETING & ADVERTISING

- • • • • Last year, Commuteride participated in over **120 employer and community events** health fairs, and presentations. We fine-tuned our advertising to ensure we deliver the right messages, to the right people, at the right time - and **spent 70% less** on digital advertising, freeing up funds to develop more focused and impactful marketing strategies.



MAY IN MOTION

- • • • • Commuteride recognized the Top 100 Employers dedicated to promoting sustainable commute options for their employees during the 15th annual May in Motion. **Twenty-six employers** achieved a Platinum Level award by providing superior communication, benefits, and incentives. As a result, **7,155 employees** made **70,425 smart commutes** in the month of May.



RIDETOBER

- • • • • Nobody was safe from smart commuting during Ridetober: Commuters Wanted. Individual Bounty Hunters, teams of Old West Gangs, and folks New in Town were rounded up and challenged to try a smart commute in October for the chance to claim big rewards. Nearly **400 commuters** participated in Ridetober, up **48%** from the previous year. Yee haw!

STRONGER together

when we work together,
we achieve more



10 Bogus Basin employee vanpools

BOGUS BASIN MOUNTAIN RECREATION AREA

Commuteride strengthened its **long-standing partnership** with Bogus Basin Mountain Recreation Area by helping implement a **carpool parking program** and introducing an innovative online Rideboard for one-time trip matching. We also provided **ten vanpools** for employees' mountain commutes.



City Go launch party, November 2019

CITY GO

City Go works closely with the downtown business community to provide **mobility options** to over 43,000 Boise employees to help address congestion and parking issues. Commuteride is a proud partner in this **shared goal** to support a growing downtown workforce while maximizing the use of existing transportation infrastructure.



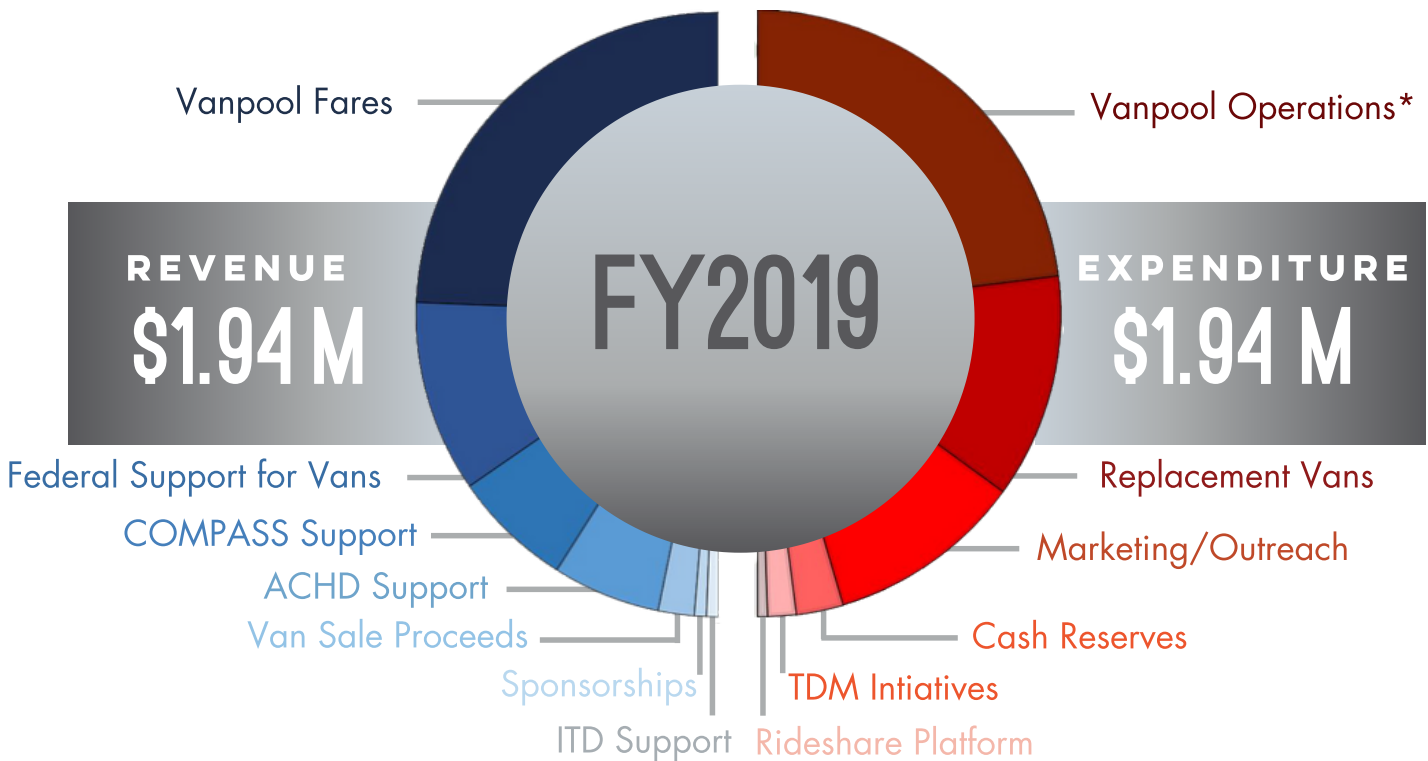
Let's Talk Transportation panelists
at City Club of Boise luncheon

LET'S TALK TRANSPORTATION

In 2019, Commuteride introduced the Let's Talk Transportation series to tackle our dramatically changing transportation environment. By partnering with five local organizations to produce **five events**, we fostered a **collective impact** of leadership in transportation demand management (TDM), beyond what the organizations could achieve separately.

BY THE *numbers*

limited dollars,
big impact



*Includes vanpool administration, marketing, and outreach



LEARN MORE

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208.345.7665

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