



**Commuter Solutions  
Annual Report**

**December 2011**

**Contact Information: Shana Norton [shana.norton@campotexas.org](mailto:shana.norton@campotexas.org), 512-974-3458**

## **CAMPO Commute Solutions Program**

### **Program Description:**

Commute Solutions is a voluntary trip reduction program that was created in response to federal requirements for MPOs addressing the need to reduce congestion, improve air quality and promote energy conservation. Commute Solutions of Central Texas comprises Coalition Partners from regional businesses and government entities. The Partners include: CAMPO, TxDOT, Capital Metro, City of Austin, Travis County, LCRA, CARTS, Downtown Austin Alliance, Texas Department of Insurance, Clean Air Force, TCEQ, CAPCOG, Hertz, AMD, and AISD.

### **Reduce Congestion:**

Increased roadway congestion overloads the region's infrastructure, pollutes the air, negatively impacts economic vitality and quality of life, and deters new business. Commute Solutions educates area residents on the benefits of trip reduction through Transportation Demand Management (TDM). TDM reduces traffic congestion and air pollution by influencing changes in travel behavior. This is accomplished through a variety of 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 supports the region's voluntary air quality improvement programs conducted by local governments, the TCEQ and the EPA. The region has successfully completed two air quality improvement programs, the 1-Hour Ozone Flex Plan and the Early Action Compact. The region is engaged in a third air quality improvement program, the 8-hour Ozone Flex Program. Commute Solutions and its regional rideshare program are specific commitments in the 8-hour Ozone Flex Program. Commute Solutions also supports the regional Clean Air Partners program, developed to encourage major employers to reduce emissions and improve air quality.

### **Promote Energy Conservation:**

Commute Solutions encourages residents to conserve energy by replacing a single-occupant vehicle trip with an alternate mode of transportation. This responds to the federally mandated planning factor: Protect and enhance the environment, promote energy conservation, and improve quality of life. Commute Solutions and Ozone Heroes, CAMPO's air quality outreach program, share resources and work interchangeably on the air quality and energy conservation components.

The complete air quality improvement plans can be found here:

8-hour Ozone Flex Program

[http://www.campotexas.org/pdfs/8-hour Ozone Flex Program.pdf](http://www.campotexas.org/pdfs/8-hour_Ozone_Flex_Program.pdf)

Early Action Compact

[http://www.tceq.state.tx.us/assets/public/implementation/air/sip/sipdocs/2004-06-AUS/AUS\\_narr\\_181104.pdf](http://www.tceq.state.tx.us/assets/public/implementation/air/sip/sipdocs/2004-06-AUS/AUS_narr_181104.pdf)

1-Hour Ozone Flex Plan

<http://www.capcog.org/documents/airquality/reports/1o3flex/1-Hour%20Ozone%20Flex%20Program%202002.pdf>

## FY 2010-2011 Accomplishments

During FY 2009-2010, the Commute Solutions Coalition Partners reevaluated and refocused the program. During FY 2010-2011, CAMPO began implementing program revisions and upgrades.

Stakeholders at the Commute Solutions workshop series (the final workshop was in June 2010) provided clear direction for the program. CAMPO is implementing the directives and has accomplished the following, to date:

- Dedicated Commute Solutions staff member. CAMPO hired (summer 2010) a 0.5 FTE as a Planner 1 to work on Commute Solutions. When that position turned over recently, CAMPO hired (October 2011) a 0.75 FTE Planner 1 to manage the Commute Solutions Program.
- A “one-stop shop.” CAMPO developed and launched a dramatically improved website that is comprehensive, user-friendly, and designed to be engaging for the public. It “re-brands” the program and provides a fresh, contemporary image. The site went live April 1, 2011. [www.commutesolutions.com](http://www.commutesolutions.com)
- Regional ridematching site. When the River Cities Rideshare contract ended, CAMPO hired RideShark to develop the new site, myCommuteSolutions. The site expands the “one-stop shop” by providing a regional ridematching & trip-planning site that has the look and feel of the Commute Solutions site. It is seamlessly integrated into the main website. It can be accessed from every page of the main Commute Solutions site, or from [www.myCommuteSolutions.com](http://www.myCommuteSolutions.com). The myCommuteSolutions site supports both ridematching and trip planning equally. This makes the site useful to transit users, bicyclists, walkers, and teleworkers. They can log trips on the calendar (allowing for data collection) and be eligible for incentives.

The key feature of myCommuteSolutions is the ability to offer employers custom sub-sites. An employer can use our RideShark framework to set up their own, in-house, ridematching/trip-planning site branded with the look and feel of their company. They can manage incentives, collect data and promote the program to suit their needs. Launching a custom sub-site is a relatively simple administrative process. CAMPO is able to offer the service at no cost to employers. (Note that custom ridematching sites can typically cost \$6,000 - \$30,000.)

The myCommuteSolutions component of the website went live on August 17, 2011. The custom sub-site option is currently in “soft launch” mode.

- Enhanced marketing and media presence. With both components of the website complete, CAMPO has contracted with TKO Advertising for marketing. Outreach has begun with KGSR events, radio and web presence. We are in the early stages of a “Read & Ride” partnership with Capital Metro for transit promotion.

- **Training.** CAMPO staff is available for alternative transportation training/workshops upon request. We have an ongoing partnership with Foundation Communities to present the transportation workshop portion of their Saving Green program. We provide information about using transportation options to save money and protect the environment. CAMPO is also preparing training for custom sub-site users.

Commute Solutions and Ozone Heroes maintain an active social media presence through Twitter: [www.Twitter.com/ATXTripster](http://www.Twitter.com/ATXTripster) and [www.Twitter.com/ozoneactionhero](http://www.Twitter.com/ozoneactionhero).

### FY 2010-2011 Outreach Events

Date	Event	Location
10/29/2010	Fresh Air Friday	City Hall
12/1-1/2010	MoPAC Open Houses	
1/12/2011	Harris Branch HOA	Bluebonnet Trail Elementary
1/19/2011	Commute Solutions Meeting	
2/8/2011	Saving Green	Southwest Trails
2/16/2011	Commute Solutions Meeting	
3/1/2011	Saving Green	Trails at the Park
3/16/2011	Commute Solutions Meeting	
	Central Texas Transportation Round	
3/16/2011	Table	Livestrong Headquarters
3/22/2011	Saving Green	Crossroads
Apr-11	Commuter Appreciation Concert	Congress & 8th
Apr-11	Commuter Appreciation Concert	Congress & Riverside
Apr-11	Commuter Appreciation Concert	Lakeline Station
Apr-11	Commuter Appreciation Concert	Bastrop - CARTS
4/16/2011	Austin Bike Summit	
4/20/2011	Commute Solutions Meeting	
5/10/2011	Hospira Health Fair	
5/12/2011	Hospira Health Fair	
5/18/2011	Commute Solutions Meeting	
6/14/2011	Saving Green	Daffodil
6/15/2011	Commute Solutions Meeting	
7/13/2011	Saving Green	Skyline Terrace
7/20/2011	Commute Solutions Meeting	
8/17/2011	Commute Solutions Meeting	
8/17/2011	Outreach Booth/Bike Rack Sponsor	Blues on the Green
8/18/2011	Outreach Booth/Bike Rack Sponsor	Unplugged at the Grove
8/25/2011	Outreach Booth/Bike Rack Sponsor	Unplugged at the Grove
9/21/2011	Commute Solutions Meeting	
9/28/2011	Saving Green	The Trails at Village Creek
Sep-11	Presentation of myCS	Clean Air Force TAC
10/19/2011	Commute Solutions Meeting	
10/23/2011	Green Cities	Austin City Hall
	Clean Air Partners Luncheon and	
11/5/2011	My CS presentation	3M
11/16/2011	Commute Solutions Meeting	
12/21/2011	Commute Solutions Meeting	

