



**it all adds up  
my commute choices  
make a difference**

# iCommute measures up

program highlights FY 2011

## imagine a san diego region...

without daily rush-hour traffic jams, where residents confidently and easily choose from a variety of transportation choices to get to and from work, school, and home. Now add in the benefits of a cleaner environment, lower commute costs, and higher quality of life from living in such a region — this is the vision of iCommute.

## about iCommute

iCommute is the Transportation Demand Management program of the San Diego Association of Governments. iCommute provides free ridematching services, a vanpool program, transit solutions, bicycle encouragement programs, the Guaranteed Ride Home program, SchoolPool, and support for teleworking.

**Regional Vanpool Program** provides long-distance commuters with a cost-effective alternative to driving alone.

- 734 vanpools and 5,774 daily passengers
- 575,456 average vehicle miles and 10,276 vehicle trips reduced each day
- \$97,489 on average saved each day

**Bicycle Encouragement Programs** promote bicycle commuting through the regional bicycle locker program, regional bike map, and Bike to Work Month.

- 57 companies competed in a Bike to Work Month corporate challenge — a 90 percent increase from 2010
- 6,000 riders participated in Bike to Work Day — a 20 percent increase from 2010
- More than 60 bike safety education courses taught to commuters regionwide
- 85,831 miles were logged and more than 3 million calories burned by bicycle commuters in May 2010

**SchoolPool** is a free ridematching service for busy parents.

- 40 schools registered for the 2010–11 school year — a 100 percent increase from last year
- A new bike buddies and walking school bus program was launched
- 28 schools representing 18,000 students will promote walking and biking to school in 2011–12 as part of the Walk, Ride, and Roll to School campaign

**Public Outreach** increases awareness about transportation choices through events such as Bike to Work Day, Rideshare Week, and Dump the Pump, and through direct outreach to employers, community groups, schools, and agencies.

- In 2011, iCommute reached more than 150 employers and participated in over 200 outreach and education events

## program accomplishments

reduced  
traffic  
congestion

21 million  
miles were *not* driven,  
which is equal to

847  
car trips around the Earth



As of June 30, 2011, 15,177 commuters registered in the iCommute online system, a 100 percent increase in participation from 2010. During the 2010–11 fiscal year, trips logged in iCommute by these participants had a huge impact.

energy  
savings

936,781  
gallons of gasoline  
were *not* used, saving

19,367  
barrels of oil



cleaner  
air

18 million  
pounds of carbon dioxide were  
*not* released, which is equal to the  
amount of carbon sequestered by

1,775  
acres of pine forest



lower  
commute  
costs

3.6 million  
dollars saved on fuel costs



**Transportation Demand Management**  
(TDM) programs help optimize the region's investment in a robust transportation network that includes transit, biking and walking elements, and programs that increase efficiency. Together these components support a multimodal transportation system that enhances our quality of life, promotes sustainability, and offers more mobility choices for people and goods.

## sneak peak at 2012



### **October 1–31, 2011**

Celebrate Rideshare Week all month with the Corporate and Commuter Challenge

### **October 5, 2011**

Walk, Ride, and Roll to School on the first annual Walk and Bike to School Day

### **February 13–17, 2012**

Pledge to work from home during National Telework Week

### **May 2012**

Bicycling to work or school is healthy, environmentally friendly, and economical so try a two-wheel commute for Bike to Work Month

Visit [iCommuteSD.com](http://iCommuteSD.com) for more information, or call 511 and say "iCommute."