it all adds up
my commute choices make a difference

iCommute measures up
program highlights FY 2012
Imagine a San Diego region...

**Program accomplishments**

- **5.5 million** people used iCommute
- **115,576** railcars of coal were used, saving $21 million saved on fuel costs
- **111 million** pounds of carbon dioxide were not emitted, which is equal to the amount of carbon sequestered by 10,596 acres of pine forest
- **5,128** car trips around the earth
- **10,000** packs of safety trading cards that teach the rules of the road were distributed to students around the region.

**sneak peak at FY 2013**

- **October 2012**
  - Celebrate Ridehome Week with the Corporate and Community Challenges.
- **October 1–5, 2012**
  - Walk and Bike to School Day (October 2).
- **March 2013**
  - Pledge to work from home during National Telework Week.
- **May 2013**
  - Try biking to work or school. Ride with your co-workers in the Corporate Challenge. Biking to Work Month supports bicycling as a healthy, environmentally friendly, sustainable ways of getting to work or school.

**iCommute** is the Transportation Demand Management program of the San Diego Association of Governments. iCommute promotes convenient transportation choices that reduce auto dependency, vehicle energy consumption, and polluting emissions, while saving commuters time and money. iCommute provides free ride-matching services, a vanpool program, transit promotion, bicycle encouragement programs, the Guaranteed Ride Home program, SchoolPool, and support for teleworking.

**Bicycle Encouragement Programs** promote bicycle commuting through the regional bicycle locker program, the San Diego Regional Bike Map, and Bike to Work Month.

- All bike lockers were upgraded to electronic lockers, adding three times the bicycle storage capacity. 852 bike lockers are available for free at more than 60 locations, including transit stations and Park & Rides throughout the region. 6,727 bicycle commuters participated in the bicycle locker program, up from 109 in 2011.
- 70 companies representing 101,000 employees competed in the 2012 Bike to Work-Corporate Challenge.
- 7,200 cyclists participated in Bike to Work Day—a 20 percent increase from 2011.
- 138,000 riders were logged and more than 4.2 million calories burned by bicycle commuters during Bike to Work Month 2012.
- SchoolPools (a free ride-matching service for busy parents). With the safety and security service, parents are matched with other parents in their neighborhoods who are interested in sharing the driving responsibilities or would like to have their kids bike or walk to school with other parents and a parent leader. This program also helps improve air quality and creates safe environments on school grounds. The SchoolPools Bike, Ride, and Roll to School campaign increases the number of children safety walking and biking to school, raises awareness of the benefits of walking and bicycling, and helps combat childhood obesity.
- 48 schools registered for the 2011–12 school year—a 70 percent increase from the previous school year.
- 22 schools registering 15,000 students participated in the inaugural Walk, Ride, and Roll to School campaign.
- More than 5,000 students participated in the first regional Walk and Bike to School Day. Participating students logged more than 15,254 miles, the equivalent of walking across the United States approximately five times.
- 32 bicyclist and pedestrian safety classes were taught, and 10,000 posts of safety funding were made that link the sales of the road were distributed to students around the region.

**Carpool Incentive Pilot Program** launched with select employers throughout the region. Participating carpoolers received a $325 gift card each month; for three months, to be used toward transportation-related purchases. Successors from the Carpool Incentive Pilot will guide an expanded Carpool Incentive Program for the region.

- 418 new carpoolers, which is equal to 5,123 trees or 271 equal to 655 tanker trucks of oil or 271 railcars of coal.

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

- 543,048 vehicle miles and 9,874 vehicle trips reduced
- 726 vanpools with 5,676 daily passengers
- 138,000 miles were logged and more than 4.2 million calories burned by bicycle commuters during Bike to Work Month 2012.
- 38 companies representing 76,000 employees competed in the Rideshare 2013 Corporate Challenge, a 138 percent increase from 2010.
- 1,700 commuter pledges to replace their solo drive with a new, more sustainable commute during the Rideshare Corporate Challenge.
- In January 2013, iCommute launched monthly prize drawings, incentives that rewarded 107 commuters who used more sustainable ways of getting to work or school and tracked their trips in the iCommute online system, TripTracker.

**iCommute** provides long-distance commuters with a cost-effective, subsidized alternative to driving alone.

- 38 companies representing 76,000 employees competed in the Rideshare 2013 Corporate Challenge, which is equal to 32,375 commuters are registered in the iCommute online system.
- 5,5 million people used iCommute
- **$21 million** saved in fuel by participants
- **1,700 commuter pledges to replace their solo drive with a new, more sustainable commute during the Rideshare Corporate Challenge.
- **111,576** railcars of coal were used, saving **$21 million** saved on fuel costs
- **10,000** packs of safety trading cards that teach the rules of the road were distributed to students around the region.

**Community and Employer Outreach** increases awareness about transportation choices. In 2012, iCommute reached more than 500 employers and participated in over 130 outreach and education events.

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**FY 2013**

**October 2012**

- Celebrate Ridehome Week at the Corporate and Community Challenges.
- **October 1–5, 2012**
  - Walk and Bike to School Day (October 2). Schools compete all week long for a chance to win the Walk, Ride, and Roll to School Challenge and cash prizes for school supplies.
- **March 2013**
  - Pledge to work from home during National Telework Week.
  - Companies will have the opportunity to be recognized with Diamond Awards for their outstanding contributions to relieving traffic congestion, reducing greenhouse gas emissions, and improving mobility in the San Diego region.
- **May 2013**
  - Try biking to work or school. Ride with your co-workers in the Corporate Challenge. Biking to Work Month supports bicycling as a healthy, environmentally friendly, sustainable ways of getting to work or school.

Without daily solo traffic jams, where residents confidently and readily choose from a variety of transportation choices to get to work or school, school, or home. Now add the benefits of a cleaner environment, lower commute costs, and a higher quality of life — this is the vision of iCommute.
iCommute thanks our partners...

for the generous support of transportation programs that are improving the quality of life in the San Diego region.

Gold Annual Partners
San Diego Zoo
SuperShuttle
Suki Day Spa

Silver Annual Partners
Clif Bar

Bronze Annual Partners
car2go
eLiveLife.com
Tri-City Wellness Center
San Diego County Bicycle Coalition

Media Partners
U-T San Diego and Enlace
San Diego Business Journal
91X, Magic 92.5, and Z90.3

Transportation Partners
Metropolitan Transit System
North County Transit District
California Department of Transportation

iCommute
monthly prize drawings

Get rewarded for taking a more sustainable trip to work. Each month, there are prize drawings for commuters who use alternatives to driving alone. Anyone who takes transit, carpools, vanpools, rides a motorcycle or scooter, walks, bikes, teleworks, or has a compressed workweek schedule, and tracks at least eight trips per month is eligible.

Visit 511sd.com/iCommute for more information, or call 511 and say “iCommute.”
Transportation Demand Management (TDM) is one of the components of a balanced transportation system. TDM programs optimize the region’s investment in a robust transportation network that includes transit, biking, and walking elements, as well as programs that increase efficiency. Together these components help make up a multimodal transportation system that enhances our quality of life, promotes sustainability, and offers more mobility options for people and goods.

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