

# SAN LUIS OBISPO COUNCIL OF GOVERNMENTS

## STAFF REPORT

**MEETING DATE:** October 3, 2007

**SUBJECT:** SLO Regional Rideshare Program Update: Rideshare Week

### SUMMARY

The annual **Rideshare Week** campaign will be held the week of **October 15 - 19th**. This year's theme is **Change Makes a Difference**. SLO Regional Rideshare is providing a unique connection between the Rideshare Week pledge form and the direct link to the Food Bank. Participants will be encouraged to use the commuter calculator to track the amount of money they save not driving alone and transfer their commute savings into food for people. SLO Regional Rideshare is investigating partner banks to match the donations received. Participants will register on the region's new online commuter match database **TripLink**. In addition to TripLink matching commuters with others looking for a carpool, vanpool or bike buddy to work, the trip calendar will be used to track the trips made during **Rideshare Week**.

As a way to build up to **Rideshare Week**, employees will be encouraged to register with TripLink making them eligible for weekly drawing packages presented by commute mode. Prizes include a Jiffy Lube Certificate, Car Wash Voucher (carpooler), iPod (transit rider), bicycle gear (bicyclist), walking shoes (walker). The **Grand Prize** is a **Channel Island Trip** (Amtrak tickets, ferry ride, hotel stay and a meal for two). **Rideshare Week** encourages vanpool groups to decorate their vehicles with the theme. The rolling reminders will be judged and the winning display will receive a catered breakfast.

Rideshare coordinates the regional promotion closely with the Air Pollution Control District, the County, SLO Transit, RTA and Cal Poly. Outreach will include but not be limited to employers, chamber of commerce organizations, tabling at SLO Farmers' Market SLO Transit Trolley banner, radio ads, email newsletters and media interviews. Additionally, Rideshare has partnered with its sister Rideshare agency Traffic Solutions in Santa Barbara to encourage inter-regional partnerships and media synergy. Traffic Solutions has also accepted the "Rideshare Week Duel".

### RECOMMENDATION

**Staff:** Receive information

**SSTAC/TTAC/CTAC:**

### BACKGROUND

As a statewide campaign, San Luis Obispo County's **Rideshare Week** campaign will be used to launch the new TripLink online system giving potential carpools an easy way to make a commute match. San Luis Obispo County has the highest drive alone rate of the Tri-Counties (Ventura and Santa Barbara), The campaign encourages people to try vanpooling, carpooling, bicycling, walking or taking the bus to work, as well as working from home and reducing a trip all together. Many commuters continue with their new commute even after the week is over because it saves them time and money and reduces their stress. Last year, over 1,100 commuters took the **Rideshare Week** pledge; the most in the history of the campaign. This year campaign partners are committed to gather 1,500 pledges.

SLO Regional Rideshare is offering to employers, free rideshare presentations to highlight the ease of the new commute matching system. Throughout the campaign commuters will have plenty of opportunities to stop and say, 'Isn't it time for a change?' To register for **Rideshare Week** or to find out more visit: <http://rideshare.org/cm/about/triplink.html>

Staff Report Prepared By Lisa Quinn