

TRANSPORTATION DEMAND MANAGEMENT FACT SHEET



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Overview

Transportation Demand Management (TDM) refers to programs and strategies that manage and reduce traffic congestion. SANDAG operates the TDM program for the San Diego region, known as iCommute, along with the region's 511 transportation information services. Typical TDM programs encourage ridesharing (like carpooling and vanpooling), alternative work schedules and teleworking, transit use, biking, and walking. These programs reduce overall vehicle miles traveled, making more efficient use of our existing roadways and maximizing the movement of people and goods.

The goal of the iCommute program is to reduce traffic congestion in order to cut greenhouse gas emissions and other environmental pollutants that result from driving alone. Reducing vehicle miles traveled also helps the region meet state-mandated goals to reduce greenhouse gas emissions, as outlined in San Diego Forward: The Regional Plan. iCommute helps achieve these goals by offering assistance and tools to commuters and employers.

iCommute Programs and Services

The iCommute program provides an interactive website, 511sd.com/iCommute, making transportation choices easy to access, compare, and evaluate. The Commute Calculator shows users the cost of their current commute and the potential savings associated with trying an alternative. A Google trip planning widget allows users to

compare multiple transportation choices in one place. Information regarding carpool, vanpool, transit, and bike commutes is provided to help people explore alternative transportation choices. In addition, links to resources like Waze Carpool, uberPOOL, and Lyft Line can help people learn how to find a carpool on demand.

Employer Services Program – iCommute provides free assistance to local businesses, helping them develop and implement customized employee commuter benefit programs that lower costs, increase productivity, and help the environment. The employer services program is the gateway to Diamond Awards, which recognizes employers in the San Diego region that have made strides to promote alternative commute choices in the workplace.

SANDAG Vanpool Program – This program provides commuter groups of five or more with a cost-effective alternative to driving alone. SANDAG contracts with a vanpool vendor that provides vehicles, maintenance, and insurance. SANDAG also provides up to a \$400 monthly subsidy to qualified vanpools, reducing the lease cost. As of June 2017, the program accounts for 695 vanpools and more than 5,182 participants.

Guaranteed Ride Home (GRH) – This program is a safety net for commuters who carpool, vanpool, take transit, walk, or bike

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to work. GRH provides a free ride home up to three times per year in the event of a family emergency or illness, unscheduled overtime, or being stranded at work due to carpool or vanpool driver leaving for an emergency. To be eligible, users must enroll in GRH in advance and renew each fiscal year.



Bike Encouragement Program – This program supports the regional bike network and facilitates bike commuting by hosting Bike to Work Day events, funding mini-grants in support of Bike Month events, offering complimentary employer bike services, and producing the San Diego Regional Bike Map. Currently iCommute manages more than 750 bike lockers at more than 60 transit stations and Park & Ride lots throughout San Diego County, including a secure bike parking facility at the Sabre Springs/Peñasquitos Transit Station.



Walk, Ride, and Roll to School – This education and outreach program was created to increase the number of children who walk, bike, skate, or ride a scooter to school; to raise awareness of the benefits of more active forms of transportation; and to promote pedestrian and bike safety. Walk, Ride, and Roll to School offers free education and safety classes and events for K-12 schools, along with an annual mini-grant program.

Promotions and Campaigns – iCommute organizes annual, nationally celebrated events to encourage participation in TDM programs, including Bike to Work Day and Rideshare Week.



iCommute Partnership Program – iCommute relies on support from business and agency partners to fund programs and services. The partnership program includes customized levels of support including cash donations, in-kind contributions that have an equivalent cash value, or a combination of both. In return, partners receive a wide range of marketing benefits and exposure to regional decision makers, employers, the public, and iCommute participants.

The Benefits

Participants in the iCommute program make choices that reduce car dependency, fuel consumption, and emissions - all of which have a positive impact on traffic, the environment, and public health in the San Diego region. Some highlights include:

- »» 100 Bike to Work Day pit stops recorded 10,793 visits from bike riders on Bike to Work Day 2017
- »» 74 employers participated in Rideshare Week 2017, which resulted in 140,000 alternative commute trips pledged
- »» Nearly 5,200 vanpool participants saved more than 6 million gallons of gas in fiscal year 2017, saving more than \$18 million
- »» 9,990 San Diego County K-12 students learned about biking, walking, and skateboard safety in fiscal year 2017

For More Information

Visit 511sd.com/iCommute or call 511 and say “iCommute.”