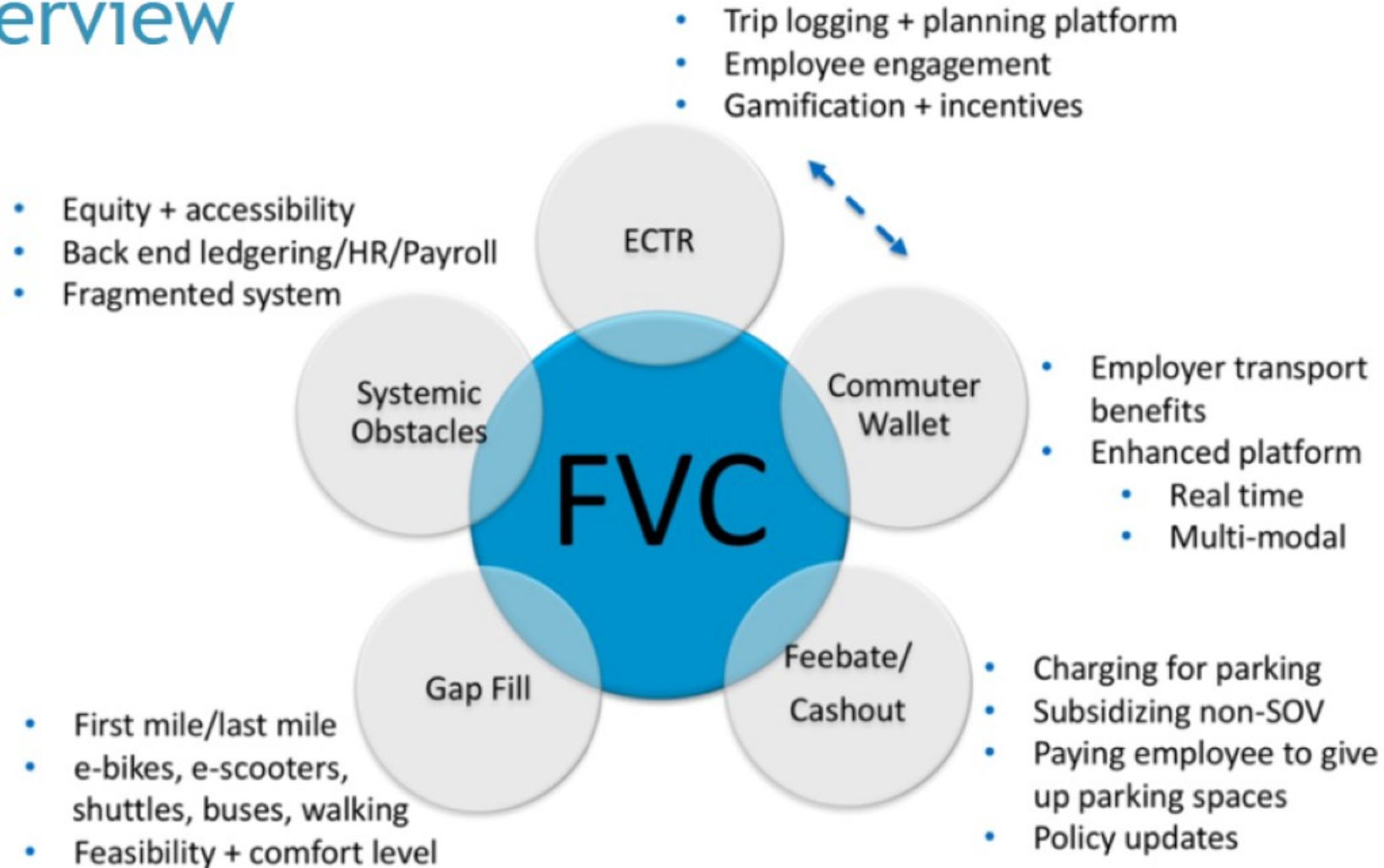


Bay Area Fair Value Commuting Demonstration

Gary Hsueh, Principal Investigator

May 25, 2021

Fair Value Commuting (FVC) Demonstration Overview



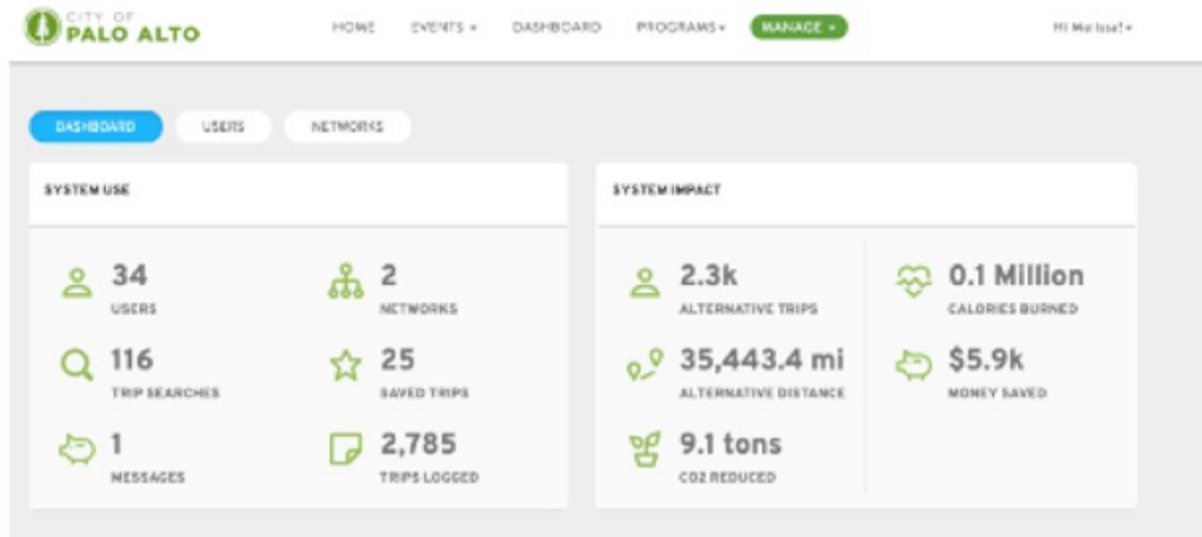
FVC Lessons Learned

- ▶ Feebate policy barriers and foundational work
- ▶ Public/private partnerships
- ▶ Commute management software
- ▶ Micromobility potential & solutions
- ▶ High-touch approach, incentives, and creativity

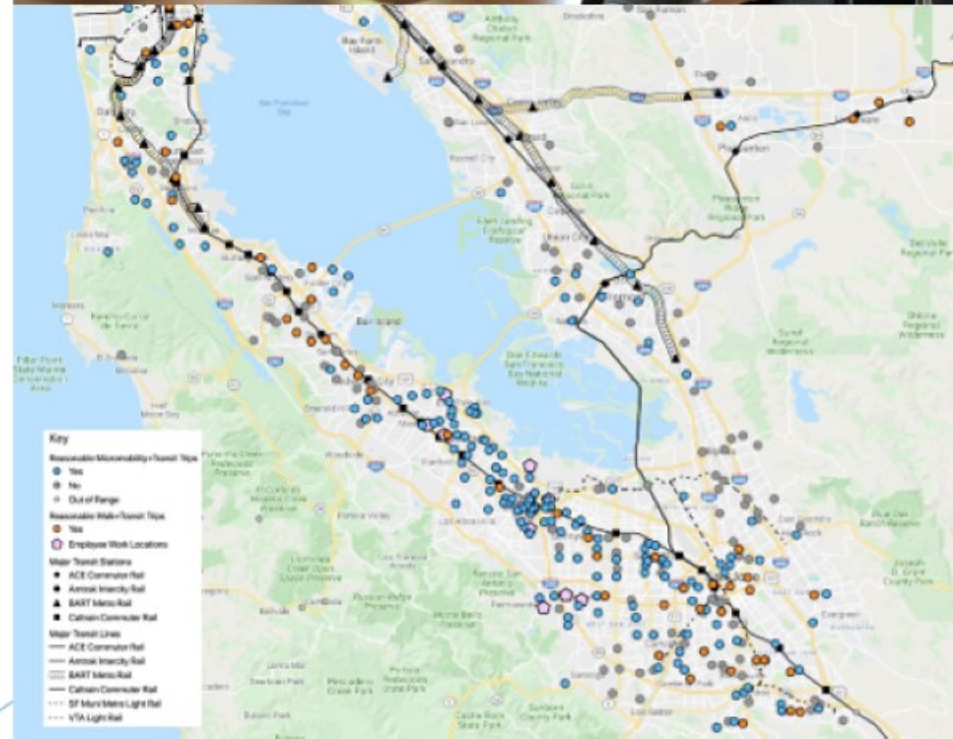


Figure 2-4

ECTR example administrator's dashboard



Used with permission from RideAmigos



Creativity in Engagement

“Challenge” Name	Reason
California Clean Air Day: Social Media Contest	Tied to specific event
Fall Back but Don’t Fall Off	Focused on change from Daylight Savings Time to Standard Time
Smart Commuter Bingo	Employees could win prize based on accomplishing combinations of actions shown on Bingo game board
Transit Tycoons	Emphasizing transit and intended to coincide with employer’s new on-demand community shuttle
Part of Your World picture challenge	Encouraging employees to use their alternative commute to observe and interact more with their environment
Don’t-Fall-Off-the-Wagon December	Designed to keep employees engaged during winter month

Certificate Award Titles:

- “Memoirs of a Traveler,” “Globetrotter” – most trips traveled
- “Be My First, Be My Last” – most first-mile and last-mile trips traveled
- “In My Happy Bubble” – shortest average commute traveled
- “Sweat-er Weather,” “Healthiest Commuter” – most calories burned
- “Pass on That Gas,” “Footprint” – most carbon dioxide saved by not traveling via car
- “Carpooler Ruler” – most carpool trips traveled
- “Eclectic Electric” – most micromobility trips traveled
- “Transit Bandit” – most transit trips traveled

Thank you!

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Organization	Description	Role
City of Palo Alto	Municipal local government, 1,001-5,000 employees	Lead Agency, FVC Manager, Pilot Partner Employer
Prospect Silicon Valley	Non-profit organization specializing in connecting technology industry to fulfill societal needs in transportation and clean energy	Principal Investigator
City of Mountain View	Municipal local government, 501-1,000 employees	Pilot Partner Employer
City of Menlo Park	Municipal local government, 201-500 employees	Pilot Partner Employer
City of Cupertino	Municipal local government, 51-200 employees	Pilot Partner Employer
Commute.org	Governmental agency overseeing Transportation Demand Management (TDM) efforts for neighboring San Mateo County	TDM Agency Advisor + Subject Matter Expert/Advisor
Palo Alto TMA and City of Palo Alto	Non-profit organizations made up of local businesses and institutions that provide funding for and management of transportation programs	Equity Plan
SPUR	Non-profit policy think tank; produced white paper on regional parking policy	Parking Policy Paper
RideAmigos	Technology vendor providing cloud-based commuter management solutions for regional, corporate, and campus commuter networks	ECTR Software Vendor
Interline Technologies + Lab Zero	Technical services and products company that helps organizations understand and improve transportation networks, digitally	Commuter Wallet Software Developer
Booz Allen, ICF, UC-Berkeley	Academia and consulting firms; responsible for evaluation plan, data collection, project evaluation.	Independent Evaluation Team