



Solano Napa Commuter Information FY 2006-07 Mid-Year Report

1. Customer Service

SNCI staff assisted over 1,800 individuals who called in requesting rideshare, transit, and other information. Over 375 carpool/vanpool matchlists were processed; 216 were for newly interested commuters and 161 were updates.

Thousands of materials were distributed in response to phone calls, through numerous displays, at events, and through other means. Over 18,300 pieces of public transit schedules were distributed along with 3,696 SNCI Commuter Guides, 3,104 BikeLink maps and 4,783 SolanoLinks brochures.

2. Employer Program

Employers throughout Solano and Napa Counties and a select few outside the counties have received a range of employer services. All employers were mailed a holiday greeting in December, which highlighted SNCI's services encouraging them to contact SNCI in the New Year.

SNCI provides employers commute alternative information. These employers act as key channels to reach local employees. In the second half of the fiscal year, SNCI is planning to increase the intensity of employer outreach particularly in Solano County. Staff is in the process of developing a more aggressive employer outreach strategy that is proposed to incorporate strengthening partnerships with business organizations such as Chambers of Commerce, Solano EDC, and others. Input will be sought from the business community on how SNCI's services can add value to local employers and how to improve communication.

3. Vanpool Program

A total of 7 vanpools were formed. Four of these vanpools travel through Solano County to Yolo County. The others travel from Solano County to San Francisco, San Mateo and Napa Counties.

Vanpool support is very important to maintain the existing strong vanpool fleet. On-going support has been sustained with the completion of over 325 vanpool assists. Vanpool assists include processing Motor Vehicle Reports per Department of Motor Vehicle requirements, issuing Sworn Statement Cards, processing driver medical reimbursements, distributing van signs and/or bridge scrip, researching information for vanpools, etc. Customizations were made to the vanpool module of the Regional Rideshare Ridematch database. These modifications will help better serve the existing vanpools and make regular contact with vanpool coordinators and drivers more systematic.

4. **Incentives**

SNCI continues to offer three ongoing commuter incentives: Vanpool Back-up Driver Incentive, Vanpool Formation Incentive, and a Bicycle Incentive. During the past 5+ months \$4,585 has been distributed to these programs, with 35 individual commuters participating. Both vanpool incentives are ongoing and continue to support new and existing vanpools. Staff expects to see more use of the on-going bicycle incentive with the Spring Bike to Work Campaign.

5. **Emergency Ride Home**

The Solano County Emergency Ride Home (ERH) Program was implemented in early 2006. By July 1, 2006, 29 employers had registered for the service. Since then 4 additional employers have joined. During the first half of FY 2006-07 there were 2 requests to use the service. Staff is working to launch a similar ERH Program in Napa County. A Request for Proposals was issued for taxi and rental car services. Enterprise Rent-a-Car was selected as the rental service. SNCI is still searching for a taxi vendor to complete the ERH program. This new program will be marketed to Napa employers early in 2007.

6. **SNCI Awareness Campaign**

For the first time in many years, there was no Fall Employer Marketing Campaign. Instead, SNCI participated in the Solano Express Marketing Campaign, fulfilling the customer service support role.

7. **California Bike to Work Campaign**

Planning for the 2007 Bike to Work Campaign began in November 2006 with the meeting of the regional Bike to Work Technical Advisory Committee. The Bay Area Bike Coalition is coordinating the Regional Campaign for the Bay Area. SNCI staff will be coordinating the Solano and Napa County Campaigns. SNCI staff will be attending Solano and Napa Bicycle Advisory Committee meetings in January and early February to solicit local input and feedback to coordinate the campaign locally. Bike to Work Day will be held on Thursday, May 17, 2007.

8. **General Marketing**

Staff maintained 109 display racks throughout Solano and Napa Counties with SNCI literature and regional transit information – this included 5 new display racks added in the first half of FY 2006-07. A total of 46 events were staffed throughout Napa and Solano Counties: 5 employer events and 41 community events with 1,317 people served at these events and 2,636 pieces of rideshare and transit materials distributed. SNCI also promoted services through various local printed publications.

9. **Partnerships**

Staff has been an active participant in Solano's Children's Network Constructing Connections committee and the Napa Clean Air Coalition including providing technical assistance with the group's development of a car-free tourism website. The Lifeline funding program has helped advance projects identified through Community Based Transportation Plans and Welfare to Work.