

# DEPARTMENT OF PUBLIC WORKS

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COUNTY OF MARIN  
www.co.marlin.ca.us/pw

ADMINISTRATION  
499-6528

ACCOUNTING  
499-7877 • FAX 507-2899

AIRPORT  
451-A AIRPORT ROAD  
NOVATO, CA 94945  
897-1754 • FAX 897-1264

BUILDING MAINTENANCE  
499-6576 • FAX 499-3250

CAPITAL PROJECTS  
499-7877 • FAX 499-3724

COMMUNICATION  
MAINTENANCE  
499-7313 • FAX 499-3738

DISABILITY ACCESS  
499-6528  
CALIFORNIA RELAY SERVICE 711

ENGINEERING & SURVEY  
499-7877 • FAX 499-3724

FLOOD CONTROL DISTRICT  
499-6528

COUNTY GARAGE  
499-7380 • FAX 499-7190

LAND DEVELOPMENT  
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PRINTING  
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PURCHASING  
499-6371

REAL ESTATE  
499-6578 • FAX 446-7373

ROAD MAINTENANCE  
499-7388 • FAX 499-3656

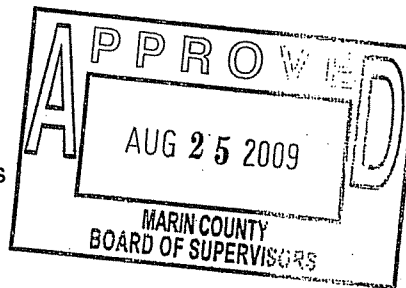
STORMWATER PROGRAM  
499-6528

TRANSPORTATION  
PLANNING & TRAFFIC  
OPERATIONS  
499-6528

WASTE MANAGEMENT  
499-6647 • FAX 446-7373

ALL AREA CODES ARE 415

Farhad Mansourian, RCE  
Director



August 25, 2009

Marin County Board of Supervisors  
3501 Civic Center Drive  
San Rafael, CA 94903

**SUBJECT:** Report on the 2<sup>nd</sup> Quarter, Second Year of the Green Commute Program

Dear Board Members:

**RECOMMENDATION:**

1. Accept report
2. Recognize award-winning Green Commute employees for the second quarter

**SUMMARY:** On November 25, 2008 your Board approved the continuation of the Green Commute Program through calendar year 2009. The amount of the stipend is \$4 per day with a maximum of \$20 per week, for regular and extra hire employees who commute to work by public transit, van and carpool, bicycle or walking, as opposed to a single occupant motor vehicle.

The County of Marin was recently recognized by Best Workplaces for Commuters (see attached letter). According to this organization, 14% is the average non-drive alone rate for all metropolitan areas in the United States. As a comparison, following is a summary of mode shift based on County of Marin Employee Transportation Surveys conducted by 511.org:

	Year	Drive alone	Carpool	Transit	Bicycle
Pre-stipend	2007	73%	10%	2%	1%
Post-stipend	2008	63%	16%	4%	3%

Marin County's Green Commute program has produced results significantly above national averages. The pre and post-stipend data indicates a 60% increase in carpooling, doubling of transit use, and a tripling of bicycle use.

In addition, Godbe Research recently conducted an employee survey and compared 2009 results to 2007 results in the attached excerpt. While not as detailed regarding transportation as the 511.org survey, this report does show a 120% increase in carpooling over this period, a significant change.

Following are the results for the second quarter of 2009, from the pay period starting March 22, 2009 through the pay period ending June 13, 2009.

- Number of registrants from all regular and extra-hire employees:

4 <sup>th</sup> Quarter, 2008	1 <sup>st</sup> Quarter, 2009	2 <sup>nd</sup> Quarter, 2009
719 – 30% of 2,400	805 – 32% of 2,400	829 – 33% of 2,400

Of the current 829 registered employees, 729 are regular hire and 100 are extra hire employees.

- Average number of participants per pay period:

4 <sup>th</sup> Quarter, 2008	1 <sup>st</sup> Quarter, 2009	2 <sup>nd</sup> Quarter, 2009
290 – 12% of 2,400	348 – 15% of 2,400	338 – 14% of 2,400

- Average days per week of Green Commuting per participant:

4 <sup>th</sup> Quarter, 2008	1 <sup>st</sup> Quarter, 2009	2 <sup>nd</sup> Quarter, 2009
3.1 Days	2.9 Days	3.2 Days

- Total stipend expenses (2<sup>nd</sup> qtr. has one less pay period):

4 <sup>th</sup> Quarter, 2008	1 <sup>st</sup> Quarter, 2009	2 <sup>nd</sup> Quarter, 2009
\$64,600	\$70,006	\$63,783

Attached are charts depicting the registration and participation for each pay period during the quarter and for modes of transportation utilized.

Following is a list of recent and upcoming promotional activities:

- Bike to Work and Team Challenge month-long events in May, featuring nine County of Marin bicycling teams, 1 of which, *Full Tilt*, comprised of five H & HS Public Assistance/Eligibility employees, tied for 2<sup>nd</sup> for most points in the entire region
- Upcoming promotional events include:
  - 511.org's Annual Transportation Survey and Report, September 2009
  - Employee Benefits & Wellness Fair, November 2009, collaborating with Golden Gate Transit, Marin Transit and 511.org
- Attendance at occasional departmental staff meetings for brief program presentations; collect employees' feedback

- Articles in quarterly editions of Frankly Speaking
- Detailed information provided to registrants and participants via FYI announcements, e-blasts and timely press articles of upcoming events and updates to Green Commute Program MINE site
- Addition of Green Commute Program "welcome" packets to County's New Hire Orientation folders
- Consistent monitoring and management of e-mail inquiries to answer employees' specific questions about the program and green commuting opportunities
- Short video productions of different aspects of the Green Commute Program by Media Interchange, including the *Guaranteed Ride Home*

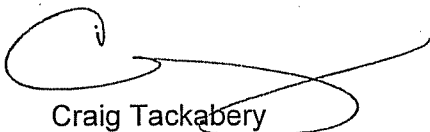
In consideration of the difficult economic circumstances currently facing the County, we are investigating ways to provide a more cost-effective program. Options to reduce cost fall into one of two categories: reduction of the program and reduction of program staffing. It's difficult to quantify the benefits the County accrues to reduced drive alone trips. Such benefits include:

- Reduced costs to expand the transportation system to accommodate more single occupant trips due to congestion and delay
- Reduced costs to provide vehicle parking at county facilities
- Reduced health costs due to increased physical activity through walking or bicycling
- Reduction in CO2 and greenhouse gas emissions.
- Reduction in emissions of other air pollutants including reactive organic gases (ROG), oxides of nitrogen (NOx) and particulate matter (PM).
- Reduced congestion and delay.

Staff will provide a recommendation on changes to the program with the next phase of the Long-Term Restructuring Process currently underway.

<b>REVIEWED BY:</b>	[ ]	Auditor-Controller	[ X ]	N/A
	[ ]	County Counsel	[ X ]	N/A
	[ ]	Human Resources	[ X ]	N/A

Respectfully submitted,



Craig Tackabery  
Assistant Director

Attachments: Letter from University of South Florida  
Excerpt from 2009 Employee Survey  
Chart Registration & Participation  
Chart Modes of Transportation

ERT.



UNIVERSITY OF  
SOUTH FLORIDA

April 2, 2009

County of Marin  
Department of Public Works  
Green Commute Program  
3501 Civic Center Drive, Room 304  
San Rafael, CA 94903

Dear County of Marin Green Commute Program,

It is with great pleasure that we welcome your organization as one of the Best Workplaces for Commuters<sup>SM</sup>. The Best Workplaces for Commuters team at the National Center for Transit Research (NCTR) at the University of South Florida applauds your decision to participate in this program, joining nearly 2,000 workplaces nationwide that recognize the value of providing a range of commuter benefits to employees.

Effective October 1, 2007, NCTR assumed responsibility for national management of the program from the US Environmental Protection Agency (EPA). EPA has collaborated closely with NCTR since the inception of Best Workplaces for Commuters<sup>SM</sup> in 2001. Recognizing that the NCTR brings with it unique capabilities, EPA applauds NCTR's enthusiasm and commitment to work with communities and partners around the country to ensure that the momentum being generated by BWC will be strengthened in the future.

Along with this letter of congratulations, we are including:

- A certificate recognizing you as one of the Best Workplaces for Commuters<sup>SM</sup>. Many employers frame and display the certificate.
- Window clings to be displayed at the entrance to your building.
- Other promotional materials

In addition, you have access to an online Toolkit to help you promote your designation as one of the Best Workplaces for Commuters<sup>SM</sup> and to enhance and promote your commuter benefits program. You can access the Toolkit from the Best Workplaces for Commuters<sup>SM</sup> Web site at [www.bestworkplaces.org](http://www.bestworkplaces.org). Click on "Employer Toolkit" in the lower right hand corner.

The Toolkit is divided into five sections—*Using the BWC Logo, Promoting Your Commuter Benefits Program Internally, Promoting Your Commuter Benefits Program Externally, Ideas for Innovative Commuter Events, and Ideas for Innovative Commuter Benefits*. Some of the tools you'll find include:

- Best Workplaces for Commuters<sup>SM</sup> logo and usage guide to help you publicize your achievement.
- Marketing, media, and PR tips.
- Templates for announcements, articles, press releases, and Web pages with examples from other employers.
- Information about "standard" as well as new and innovative commuter benefits.
- Step-by-step guides for planning commuter awards programs and commuter events.

If you have any questions, please visit [www.bestworkplaces.org](http://www.bestworkplaces.org) or contact us at [info@bestworkplaces.org](mailto:info@bestworkplaces.org). The website provides intelligent, self-service options. Its knowledge base has been built to answer the questions received from other Best Workplaces for Commuters<sup>SM</sup> workplaces just like yours.

Your participation in the Best Workplaces for Commuters<sup>SM</sup> program truly demonstrates your leadership and commitment to improving the quality of life for your employees while reducing traffic congestion, promoting energy conservation and reducing related air pollution in your community. Out of the millions of employers in the United States, you are in the top 1 percent known as the Best Workplaces for Commuters<sup>SM</sup>. Congratulations and welcome!

Sincerely,

Philip L. Winters – Program Manager  
Best Workplaces for Commuters<sup>SM</sup>

CENTER FOR URBAN TRANSPORTATION RESEARCH  
University of South Florida • 4202 E. Fowler Avenue CUT100 • Tampa, FL 33620-5375  
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19. The following questions are about commuting to and from work and work schedules.

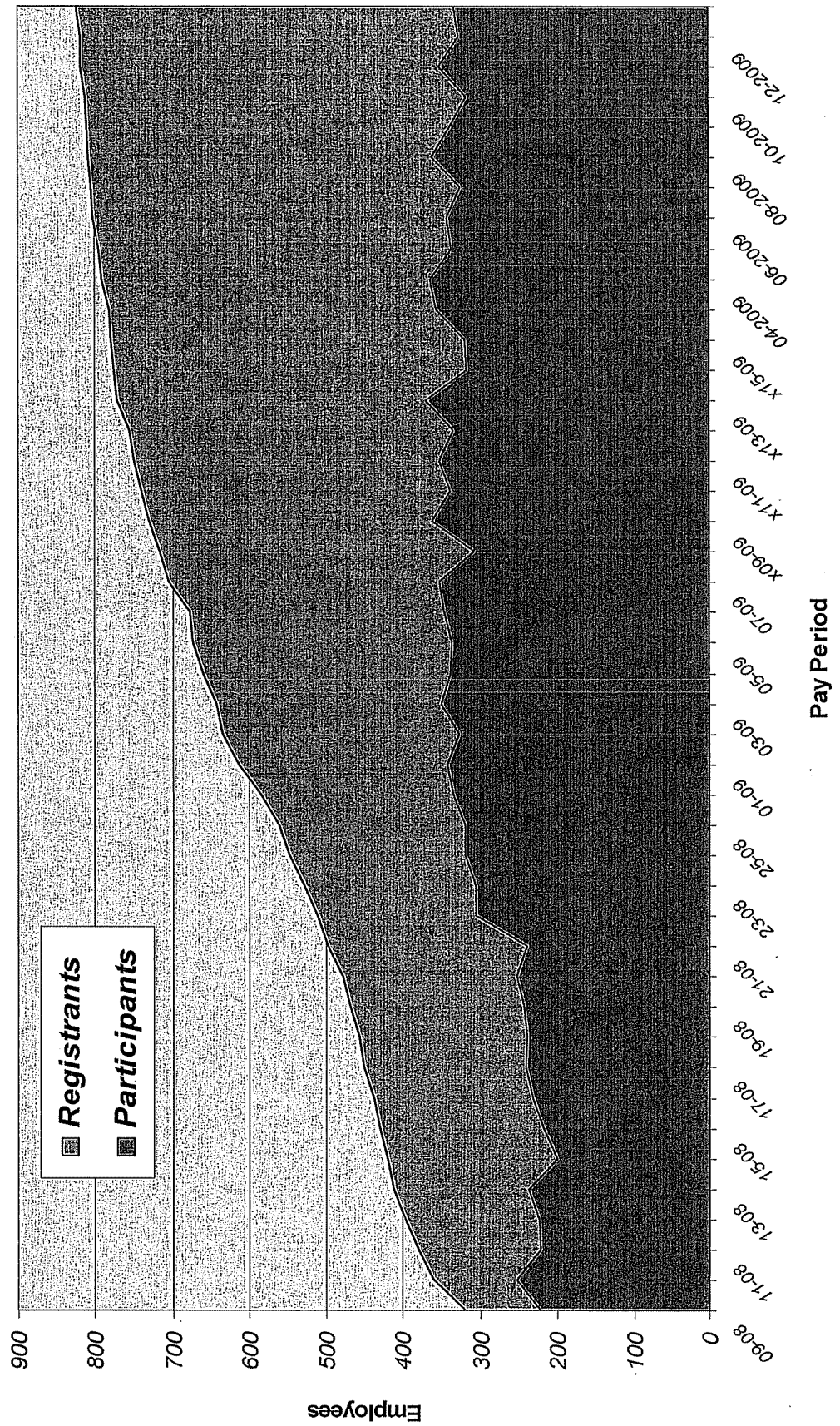
A. Which of the following options related to work schedules and commuting do you currently use?

	2009 (n = 1101)	2006 (n = 1409)
<b>Having flex-time</b>	33%	34%
<b>Carpooling opportunities</b>	22%	10%
<b>Telecommuting part of the week</b>	8%	6%
<b>Subsidized public transportation use</b>	4%	3%
Subsidized bus	2%	1%
Subsidized Golden Gate Transit	1%	1%
Other subsidized public transportation	1%	1%
<b>Other</b>	7%	4%
Bike to work	3%	1%
Green Commute Program	2%	
Live close by, drive alone, or walk	1%	2%
RDO (Regular day off) or alternate work schedule	1%	
<b>Job sharing</b>	1%	1%
<b>My job doesn't lend itself to any of these options</b>	19%	23%
<b>None of the above</b>	26%	32%

B. If the County could offer more, which of the following options related to work schedules and commuting would you use?

	2009 (n = 1007)	2006 (n = 1351)
<b>Telecommuting part of the week</b>	48%	42%
<b>Having flex-time</b>	36%	38%
<b>Carpooling opportunities</b>	8%	8%
<b>Job sharing</b>	8%	8%
<b>Subsidized public transportation use</b>	6%	2%
Subsidized bus	3%	
Subsidized train	1%	
Shuttle service	1%	
Other subsidized public transportation	1%	
<b>Other</b>	5%	7%
RDO (Regular day off) or alternate work schedule	2%	3%
Green Commute Program	<1%	
Bike racks or safe bike routes	<1%	1%
Low interest home loans	0%	1%
Other responses	2%	2%
<b>My job doesn't lend itself to any of these options</b>	28%	28%

**Green Commute Program  
Registrants and Participants  
October 2007 through June 2009**



**Green Commute Program  
2nd Quarter, 2009  
Transportation Modes**

