

SAN JOAQUIN COUNTY

SMART TRAVEL REPORT



SMART TRAVEL. YOUR WAY.

DibsMyWay.com



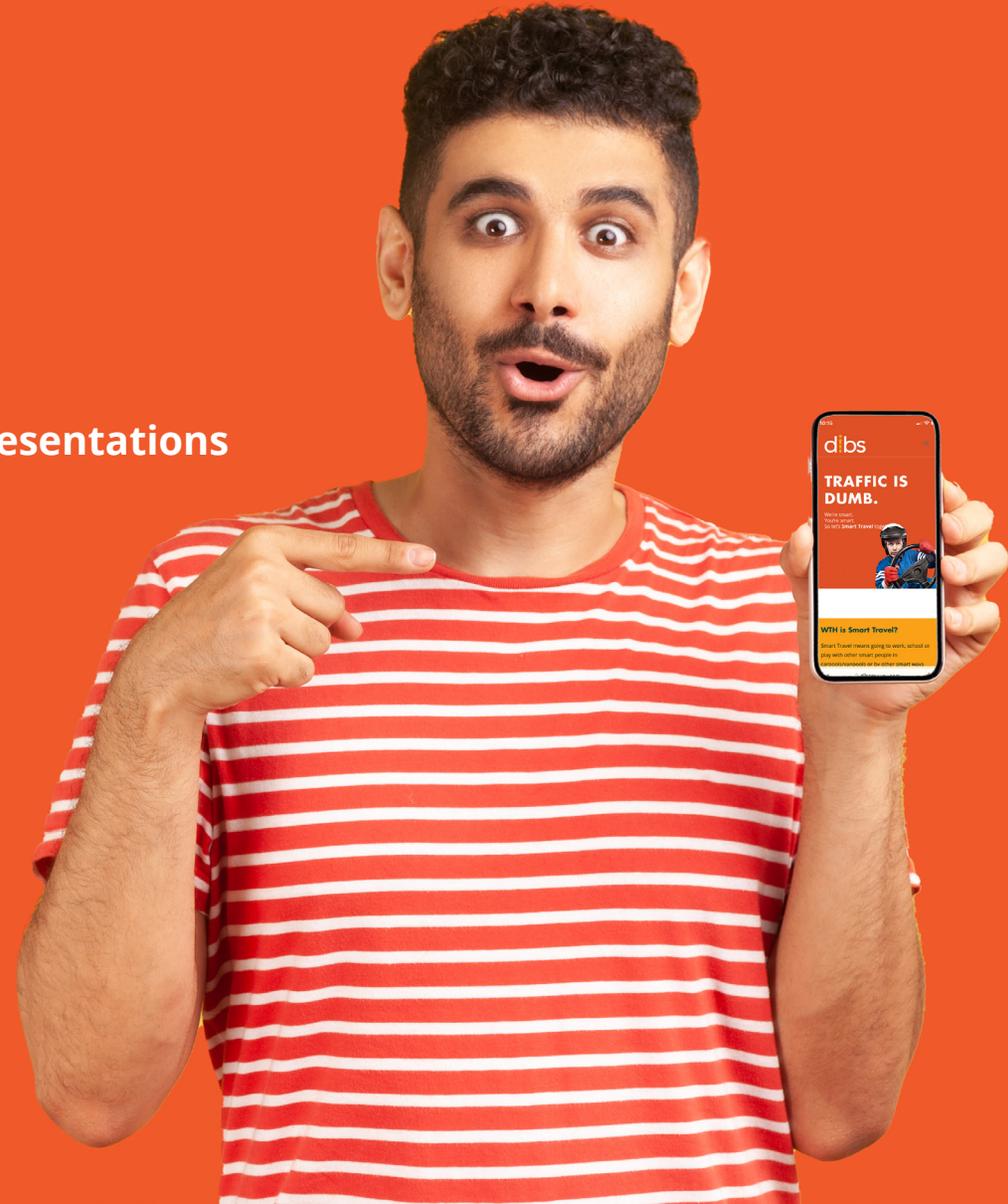
WHAT is dibs?

Established by SJCOG dibs is a supportive program that helps people change their travel behavior by using a **“smart travel”** options. Considered a transportation demand management (TDM) program, dibs offers resources, incentives and services to decrease single occupant vehicle (SOV) travel, while encouraging carpooling, vanpooling, using transit, biking and walking.



What do we offer?

- Multi-modal Trip Planner and App
- Vanpool Subsidies
- Emergency Ride Home Program
- Employer and Community Outreach and Presentations
- Transit Information and Planning
- Events, Marketing and Promotions
- SJVAPCD Rule 9410 Employer Assistance



WHY do we do what we do?

Faced with air quality issues in Northern San Joaquin Valley, dibs' main mission is to **improve air quality and relieve traffic congestion** by taking more cars off the road during peak commute hours.



Commuter Stats

53%

of commuters work
outside the county

That's a lot of cars on the road!

27%

commute to
the Bay Area

6.6%

commute to
Sacramento

5.6%

commute to
Stanislaus

13.8%

commute to
other areas



HOW do we do what we do?



Collaboration and Partnerships

Tools and Quirky Marketing

Cheeky Social Media

Super Sweet Events

Collaboration and Partnerships

Employer Spotlights



River Islands

River Islands is the largest residential community in San Joaquin with **more than 5,500 residents and a high commuter rate**. dibs participated in the community's National Night Out event and distributed a survey to develop a commute plan to include vanpools, carpools and other transit options.

Trinchero

Trinchero Family Estates is a large wine company with **more than 1,500 employees**. These employees commute from all over to Lodi and dibs is working with the business to find smart travel options including using vanpools.



SJVAPCD Rule 9410

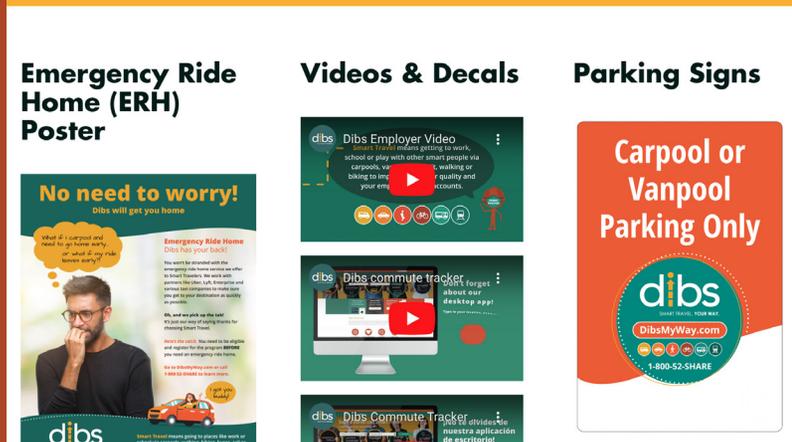
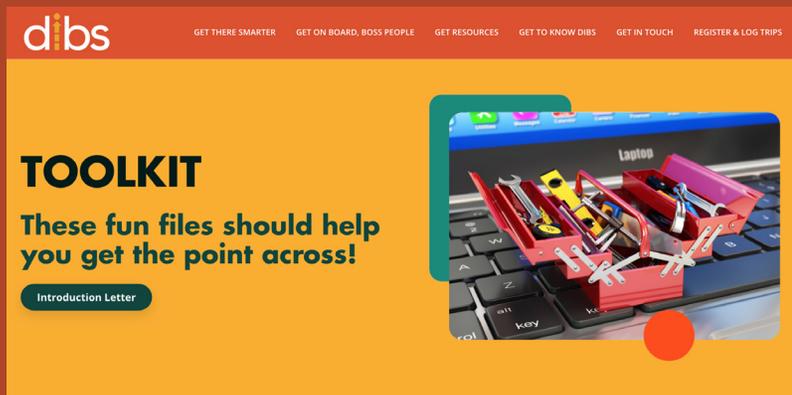
dibs is available to more than 100 employers to help develop and implement required trip reduction plans.

Tools and Quirky Marketing

- Website
- Personal and Employer Dashboards
- Webinars

- Videos
- Commute Tracker App
- Employee Cluster Mapping

- Surveys
- Email Marketing
- Direct Mailers



Cheeky Social Media



Top Performing Facebook Posts

dibs Dibs
December 20 at 1:50 PM

Safe travels! Transit agencies have implemented heightened health and safety measures, including:

- Enhanced cleaning protocols
- Return to full service and increased frequency
- Single-rider trip availability
- Face covering/mask requirement
- Contactless payment options
- Hand sanitizer stations

Find the routes that work best for your trip at DibsMyWay.com or use our convenient app!

dibs Dibs
April 28 at 9:00 AM

Get your buns in gear and bike your way to reduced stress, better health, and cleaner air! These results from last year were amazing and we're striving to do even better this year.

#BikeMonth2022

dibs Dibs
April 22 at 3:00 PM

Smart Travel the easy way with our trip planner! Our database contains up-to-date walking and biking maps and transit schedules. Join for free, log trips, save money and enjoy great incentives. <https://loom.ly/Oijp7Aw>

Facebook by the Numbers

695
Total Likes

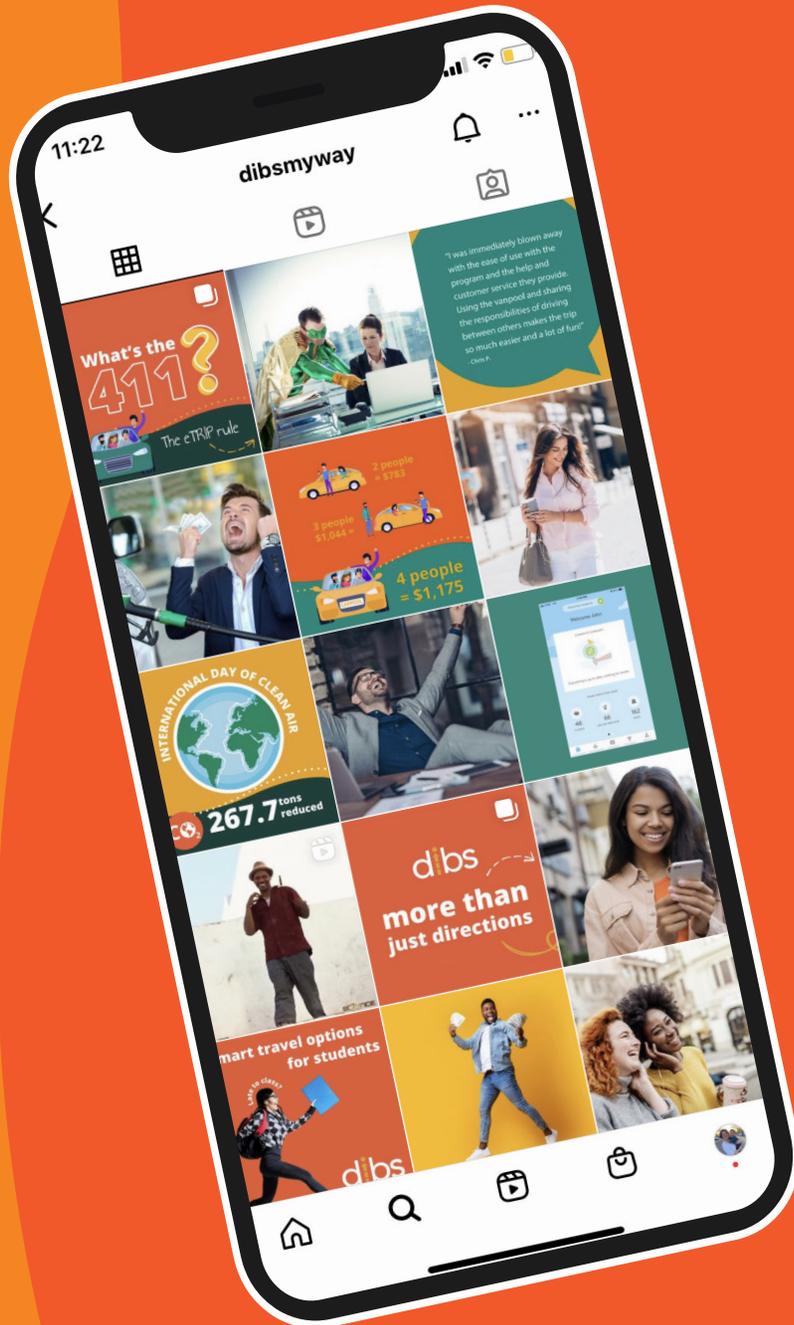
26
NEW Likes

4,724
Engaged Peeps

156K
Total Reach

178K
Impressions

Cheeky Social Media



Instagram by the Numbers

385

Total Followers

28

NEW Followers

144

Profile Views

21,773

Total Reach

26,828

Impressions

Super Sweet Events!

Events are a great way to attract an audience by offering games, contests, raffles and prizes, as well as encourage behavior change.

Encourages travelers to carpool, vanpool or use public transit to make a difference!

RIDESHARE WEEK
OCTOBER 18-22, 2021 *It's back!*

TWO WAYS TO WIN!
(Let's face it, we all win by saving the planet.)

1 DIBS FAITHFULS
The Lowdown: Ride to work via carpooling, vanpooling or public transit and log your trips on DibsMyWay.com OR through our Commute Tracker app. Three winners will be randomly chosen, one from each county: San Joaquin, Stanislaus and Merced.

2 DIBS NEWBIES
The Lowdown: Create an account at DibsMyWay.com during the week of Oct. 18-22. Twenty-seven winners will be chosen randomly 9 from each county.
Psssst! Want to be eligible to win the Apple® AirPods, too? Then ride to work via carpooling, vanpooling or public transit and log your trips on DibsMyWay.com!

3 winners **The goods: Apple® AirPods Max!**

27 winners **The goods: \$50 Amazon® Gift Card!**

dibs
SMART TRAVEL. YOUR WAY.

DibsMyWay.com/rideshareweek

What is Dibs?
Dibs helps you find the smartest route from A to B to **reduce traffic, improve air quality and save you money. And — it's all free!**

San Joaquin Valley Metropolitan Council of Governments

Promotes a healthy lifestyle and encourages biking as a viable transportation option!



2022 marked the return of community bike events and cities such as Tracy, Lodi and Escalon celebrated locally.

Drum roll...

The results are in!



Member Engagement

6,745

Total Members

579

Members Added

*9% increase from
the previous year!*

847

Smart Travel
Trips Logged

703

VMT Reduction
(trip logs from events and campaigns)



Vanpool Impact

417

Vanpools

164

Vanpools Added

*30% increase
from the
previous year!*



14,530

Cars Off the Road
(per month)

31,485,296

VMT Reduction



Using the vanpool and sharing the responsibilities of driving makes the 114-mile round trip so much easier and a lot of fun.

— Nick G., Tesla Fremont





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THANK YOU

TO OUR PARTNERS AND COMMUTERS!



DibsMyWay.com