



NextGen Regional Rideshare Program

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*CMA Planning Directors' Meeting
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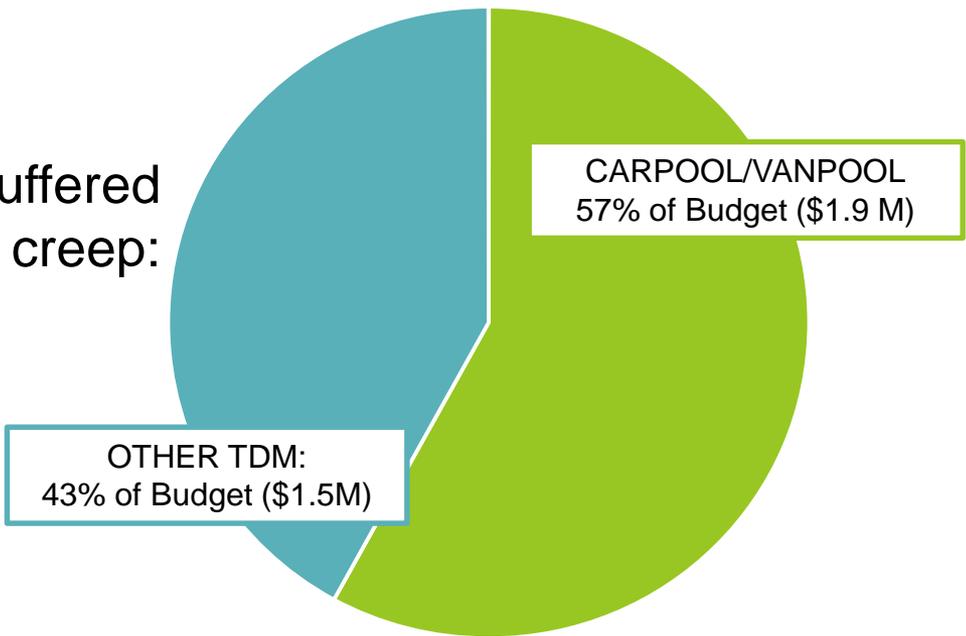


Program Purpose



- Facilitate peer-to-peer carpooling and vanpooling;
- Fill the empty seats of vehicles on the road.

Program has suffered from scope creep:



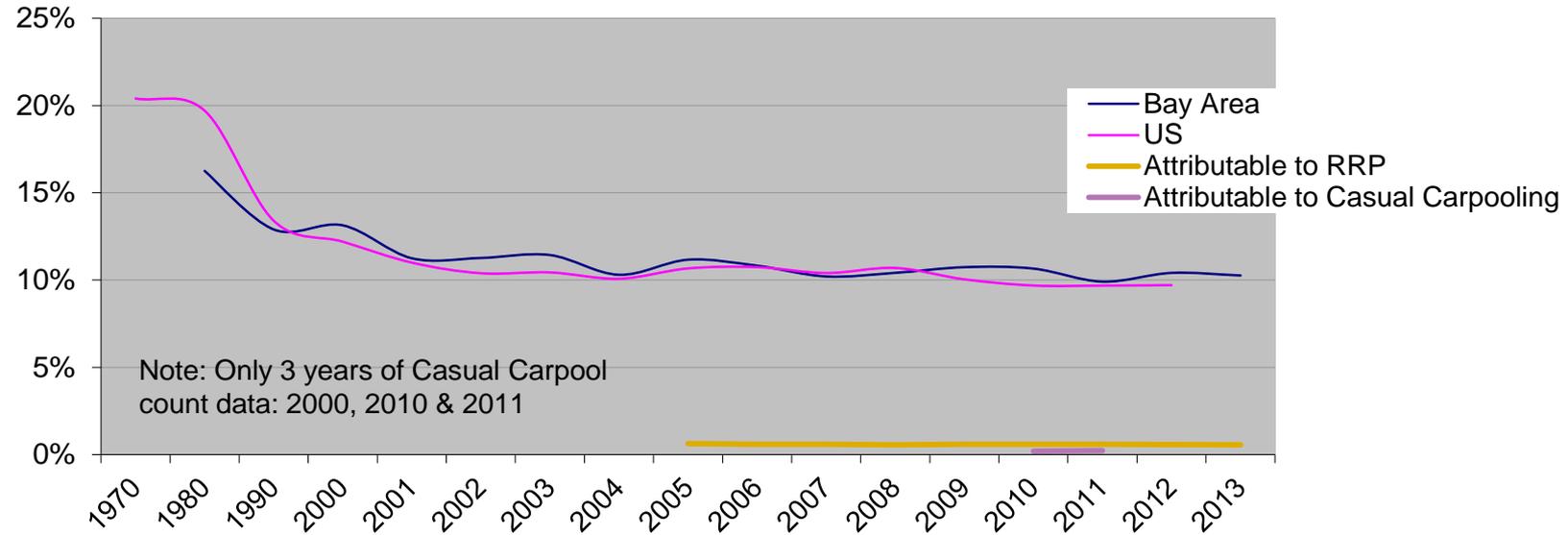


Why Change?



- Consistent strategies for decades
- New opportunities and changing environment
- Not focused on HOV formation
- Steady carpool/vanpool mode share
- Streamline & minimize duplication
- Historic concern from AD about ability to measure outcomes
- Program funding constraints...

US & Bay Area Rideshare Commute Mode Share





Funding Constraints



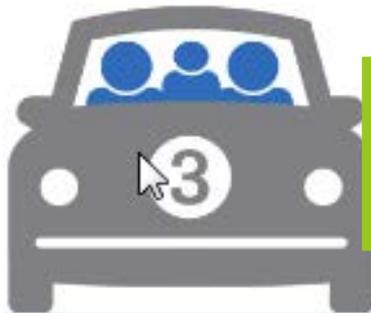
- Anticipate more projects competing for the same or less funds in OBAG2
- 50% less funding for rideshare program

511 Why Have A Program At All?



BAY AREA
EXPRESS LANES

Building express lanes for mobility, reliability & connectivity and to promote HOVs



Increasing occupancy requirements → greater need for matching

Carpooling/Vanpooling:
Part of the multi-modal
511 suite



Opportunity for new revenue by tracking vanpool mileage





Regional Employer Outreach Recommendations



- Transition comprehensive in-person employer trip reduction outreach to counties
- Focus regional employer focus on gathering carpool applications and forming vanpools
- Provide other trip reduction strategy assistance via self-help website tools
- Promote County efforts through 511
- *Support the Commuter Benefits Program...(See Next Slide)*



Commuter Benefits Program Support



- 2016: Commuter Benefits Program will be in “compliance mode” and/or may look different than today
- Continue full support of Commuter Benefits Program on-line registration system
- Maintain a part-time employee for program support to:
 - Host and maintain registration system
 - Maintain reporting access to facilitate Air District compliance efforts
 - Return voicemails and emails
 - Provide updated on-line information to educate and facilitate compliance



- MTC support has always been a contribution; not intended to cover full program costs
- MTC support has been a mechanism for defining collaborative roles
- FY16 - Continue current county funding arrangement
- FY17 - Preserve historical allocations and give \$70K each to non-delegated counties to seed county TDM efforts (not necessarily employer outreach)
- FY18 and on – TBD via OBAG2 discussions

Carpool Outreach

Approach:

Carpool outreach instead of employer outreach

Gamification; incentives

Corridor focus; partner with express lanes

Rationale:

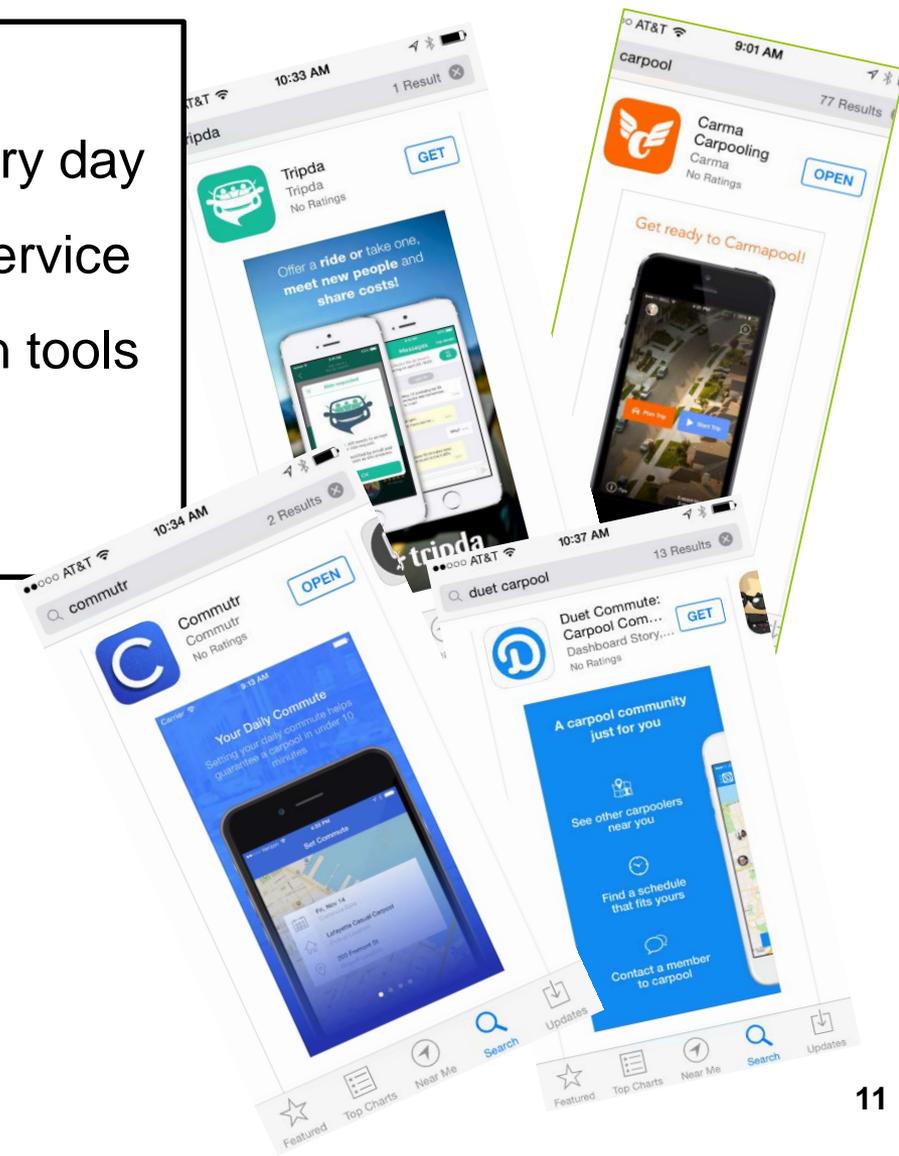
Find carpoolers directly

Need for regional carpool outreach

Old approach stagnant; Reach new audiences

Express Lane support

- ## RATIONALE
- Better technology; new providers every day
 - More user friendly & higher level of service
 - More employers purchasing their own tools
 - Consistent with 511 approach
 - Cut Costs





RMS Transition



- Implement a careful and strategic transition
- Operate 511 RMS for up to two years beyond new contract start date to ensure private sector viability and preserve database
- Start partnerships now to promote other matching services on 511 Rideshare
- Develop or participate in a “Kayak” solution to aggregate data and showcase options
- Strategize privacy solutions to transfer as much data as possible
- Progressive communication to encourage RMS database registrant transfer
- Monitor registration data from third party sites that is coming via 511
- Potential for a traditional ridematching tool via vanpool contract(s)



Vanpool Support Program



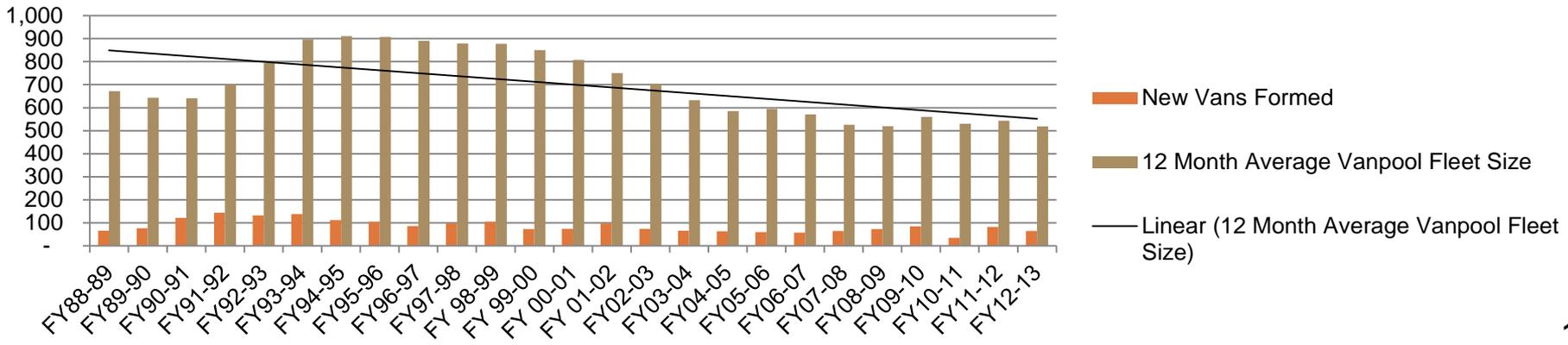
RATIONALE

- Success elsewhere
- Prior subsidies grew the fleet
- Self-funded program over time
- Leverage private sector effort
- Express lanes

RECOMMENDATION

- Contract for turn-key vanpool formation, matching and NTD reporting
 - Ramp up to \$2.5m/year program (~\$400 van/month for about 520 vans)
 - Estimated return - \$1.40/dollar support
- Keep a vanpool maintenance function

SF Bay Area Vanpool Tally



- County Partners
 - Air District
- Transit Finance Working Group

- Recognition that it is time strategies change
- Appreciation that MTC is willing to try something new
- Caution about relying too heavily on private sector
- Need to maintain Commuter Benefit Program support
- Encouragement for Vanpool Support Program
- Select concern about employer outreach changes