

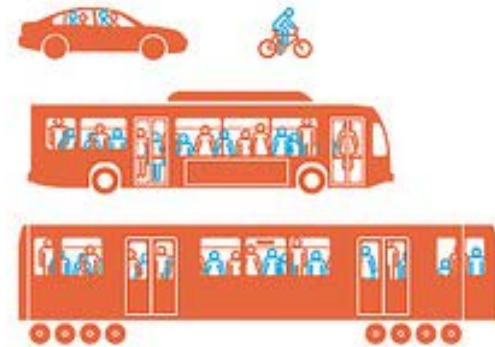
# Commute Alternatives Program FY 2017/18 Update

TAM Board  
June 22, 2017



# Why Promote Commute Alternatives?

- We can't always build our way out of congestion.
- *We can* better manage demand on our system.
- *We can* support transit and alternatives to SOV.



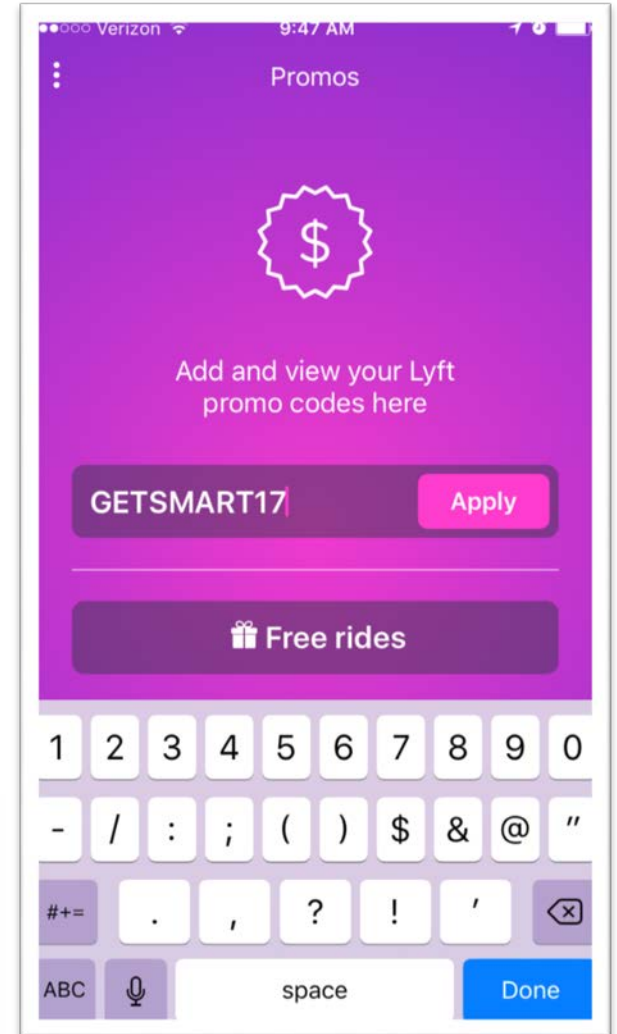
# Program Goals



Value	Commute Alternatives Program
Leverage Regional Funds	✓
Partner with Regional Entities	✓
Maintain Fiscal Sustainability	✓
Maintain Cost-effectiveness	✓
Provide Equity Among Employers	✓
Support Innovation	✓
Support Transit	✓
Flexibility to Support Strategic Opportunities	✓
Support Bike/Ped	✓
Flexibility to respond to upcoming grants	✓

Work performed in 2016-17

# Lyft "GetSMART17" Program



# Carshare Expansion

- College of Marin and Sausalito Expansion Plans



# Bikeshare Grant



# Extended ERH to SMART



## MARIN EMERGENCY RIDE HOME

Take the worry out of commuting

A service for those who regularly carpool, vanpool, bike, walk or take transit to work.

Transportation Authority of Marin

**A list of registered Marin employers/taxi options online.**  
**A free taxi ride in case of an emergency.**  
**Employer registration is required.**

Register @ [www.MARINERH.org](http://www.MARINERH.org) or Call: (415) 226-0853





# Vanpool Status

- 30 Vanpools with Origin or Destination in Marin
- 13 additional vanpools with 3 Marin passengers
- Reduced Vehicle Miles Traveled = 7,027,650 per year
- Reduction of more than 2800 metric tons of greenhouse gases



# Vanpool Testimonial

"A big thank you to TAM and their Vanpool Incentive Program. The vanpool I am in lets us all breathe a lot easier. It takes 8 cars off the road every day for a fifty mile round trip. Do the math, and that's a lot of miles. We also feel good about doing our part to help reduce the congestion on our crowded bay area roads. I know of several other vanpools that are participating in the program as well. With the high cost of leasing a vehicle, it would almost be financially impossible to operate without the Vanpool Incentive Program. Thank you again for making Marin a greener place to live." (Bob Cutting, San Quentin State Prison)



# Technology Exploration

- Scoop – interest in Partnering in Marin
- MyGreenCar - Technology to track emissions from individual trips to assist with clean vehicle purchases and encourage greener trip choices
- Strava – interest in bike/ped data sales
- Maven – General Motors car share venture
- RideAmigos – Transportation Management



# Regional 511 Phase-out

- 511 Regional Rideshare and Vanpool programs
  - transitioning to Apps and TNC's
  - Localized programs and outreach work better!
- TAM formed working group with City of San Rafael and County of Marin Staff
- 511 changes are impacting our TDM Program elements:
  - No Vanpool Incentive Marketing
  - No Employer Outreach Support



# Program recommendation for 17/18

# New Localized Outreach Program

- One of the most effective ways to reduce Carbon Emissions in MTC's Climate Initiatives Program
  - Excluding "Mandatory Trip Caps" and EV Programs
- Known as a "Targeted Transportation Alternatives" Program
  - Employer Outreach Programs
  - Public Outreach Programs
- Streamline Marketing and Outreach under single Effort



# Localized Outreach Brand- Details

- Streamline existing outreach efforts
- Build a TDM Brand
- Fill the Outreach Gaps left by 511 Support
- Create new programs and market existing services to increase visibility and market penetration of options
- Capitalize on new SMART service
- Surveys to measure success



# GoBerkeley Example



smarter travel

- About
- Travel Options**
- Results
- Parking Changes
- Events
- Give Feedback

Home > Modes > Carpool

- Transit
- Walk
- Bike
- Carshare
- Parking**
- Parking Changes
- Parking Data
- Carpool**
- Telework

If you want to save money on gas, lower your commute stress and socialize on your way to work, events or other activities, carpooling can be a great way to travel. Whether you organize a carpool on your own with friends or coworkers or connect with likeminded individuals via 511 Rideshare, carpooling can be fun and convenient for everyone. If you are travelling to and from Downtown San Francisco, casual carpooling may be something to consider.



Sharing a ride to work

### Useful Links

- [511 Rideshare](#)
- [Casual carpool](#)
- [Ridenow](#)



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# Core Program Elements - continue

- Emergency Ride Home Program
  - Increase awareness of Program
  - Shift to Public Facing Program
  - Consider changes to allow for easier enrollment
- Vanpool Program
  - Continue Vanpool Incentive reimbursements
  - Monitor Program service levels
  - Consolidate Marketing and Outreach
- Continue “Strategic” Programs
  - Lyft, Car Share etc...



# Proposed Budget 17/18

- \$125K - Marketing and Outreach/Consolidated Program Development
- \$35K - Emergency Ride Home Program
  - Remainder of existing Contract
  - Move Marketing under Consolidated effort
  - Use TAM website for reimbursement requests
- \$40K - Vanpool Program and Regional Coordination
  - Approximately \$13K in Reimbursements
  - Regional Coordinator Support \$27K





# Questions and Discussion

# SMART First/Last Mile Services

