



RIDESHARE TO TRANSIT PILOT

CONGESTION MANAGEMENT PROGRAM

TECHNICAL ADVISORY COMMITTEE (TAC) MEETING

APRIL 16, 2020



BACKGROUND

- Transportation Fund for Clean Air (TFCA)
 - \$4 surcharge fee on vehicles registered in the Bay Area
 - TFCA Regional Fund (60%)
 - TFCA Program Manager Fund (40%)
- September 2019 – TFCA Regional Fund Call for Projects
- October 2019 – C/CAG Board authorized application submittal and local match (\$81,756)
- March 2020 – BAAQMD's Board awarded \$300,000 to Rideshare to Transit Pilot



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

RIDESHARE TO TRANSIT PILOT OVERVIEW

- Reduces single-occupancy vehicle (SOV) trips by providing incentives for using rideshare services to take transit
- Aims at providing solutions to the first-mile challenge between commuters' homes and transit stations
- Selected Public Transit Stations:
 - BART (Daly City, Colma, South San Francisco, San Bruno, and Millbrae)
 - Caltrain (Millbrae, San Mateo, Hillsdale, Menlo Park, and Redwood City)
- The one-year pilot has two components:
 1. Transportation Network Companies (TNC) to Transit
 2. Carpool to Transit



COMPONENT I: TNC TO TRANSIT

- TNC such as Uber and Lyft
- On-demand shared rides (2 or more riders)
- Tuesdays, Wednesdays, and Thursdays only
- Peak morning (6:00 AM to 9:00 AM) and peak evening (4:00 PM to 7:00 PM) hours only
- A flat \$5 subsidy for shared rides over \$5 per rider during each trip
- Estimated to reduce 64,800 Single-Occupant Vehicle trips per year.



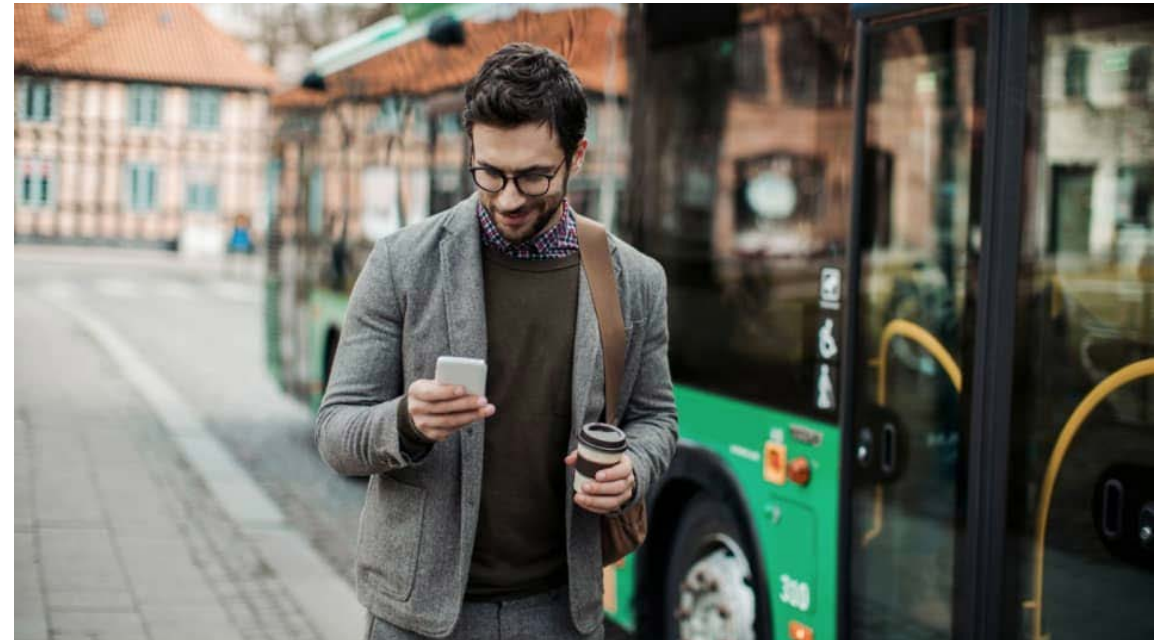
COMPONENT 2: CARPOOL TO TRANSIT

- Carpool Matching Application such as Waze Carpool
- Tuesdays, Wednesdays, and Thursdays only
- Peak morning (6:00 AM to 9:00 AM) and peak evening (4:00 PM to 7:00 PM) hours only
- \$2 subsidy per trip for each driver and rider
- Up to \$5 subsidy for driver to help with daily parking fees
- Estimated to reduce 72,000 Single-Occupant Vehicle trips per year



TENTATIVE SCHEDULE

- Jun - Dec 2020 – Planning and Implementation
- Jan 2021 - Jan 2022 – Operational Phase
- Feb - May 2022 – Program Evaluation and Reporting



TOTAL BUDGET

- Total for Incentives: **\$529,000**
 - Up to \$324,000 for Uberpool and Lyft Shared
 - Up to \$205,000 for Waze Carpool
- Marketing: **\$50,000**
 - Collaborate with Commute.org, Lyft, Uber, Waze Carpool, SamTrans, BART and Caltrain
- Grand Total for Pilot: **\$579,000**
 - \$300,000 from TFCA grant
 - \$279,000 from local funds



RECOMMENDATION

- Request that the TAC recommends to the C/CAG Board acceptance of the TFCA grant award (\$300,000) for the Rideshare to Transit Pilot, and the approval of local matching funds (\$279,000) to meet the project need.
 - With an overall estimated budget for a one-year pilot at \$579,000, C/CAG proposes using up to \$279,000 in local revenues to supplement the difference. Staff is requesting an additional \$197,424 in local funds to combine with the Board approved amount of \$81,576.



QUESTIONS

Thank you!

Kim Wever

kwever@smcgov.org

650-599-1451