



# RIDESHARE TO TRANSIT PILOT

CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

BOARD OF DIRECTORS MEETING

MAY 14, 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

- Transportation Network Companies (TNC)
- 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
- TNC to Transit will be able to reduce 64,800 Single-Occupant Vehicle(SOV) 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
- Carpool to Transit will be able to reduce 72,000 Single-Occupant Vehicle (SOV) trips per year



# TENTATIVE SCHEDULE

- Jun 2020 - Mar 2021 – Planning Phase
- May 2021 - Apr 2022 – Operational Phase
- May 2022 – Program Evaluation and Reporting



# TOTAL BUDGET

- Total for Incentives: **\$529,000**
  - Up to \$324,000 for Riders using Transportation Network Companies to transit
  - Up to \$205,000 for Drivers and Riders using Waze Carpool to transit
- Marketing: **\$50,000**
  - Collaborate with Commute.org, Transportation Network Companies, Waze Carpool, SamTrans, BART and Caltrain
- Grand Total for Pilot: **\$579,000** (\$300,000 from TFCA grant and \$279,000 from local funds)



# RECOMMENDATION

- Staff request that the C/CAG Board authorizes the Executive Director to execute the funding agreement to accept the TFCA grant award (\$300,000) and commit to providing local matching funds (up to \$279,000) for the Rideshare to Transit Pilot project.
  - Staff will present modifications to the scope of the TNC component at a future Board meeting.
  - The pilot has a tentative start of May 2021.





# QUESTIONS

**Thank you!**

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