



Association for Commuter Transportation (ACT)

2018 International Conference

July 30th- August 1st | Anaheim, CA

Competitor or Supporter: The Role of Shared Mobility in Transit

- **LA Metro** is partnering with Via to see if discounted rides for first/last mile to metro will increase ridership. They have a grant from FTA and are sharing data with organizations
- **Scoop to BART program:**
 - o 36 BART stations have parking which totals to 48,000 spaces
 - o Most parking spaces fill at 7:45 AM
 - o 38,000 people are on the waitlist for monthly permits
 - o 1.12 persons per parked car
 - o With Scoop, BART riders get guaranteed parking spaces until 10:00 AM
 - o Scoop send license plates to BART police
 - o Their in-person outreach was most effective (at stations) for getting the word out
 - o Program is available at 17 of 36 stations with parking. The usage by station is highly variable – Dublin/Pleasanton has highest usage
- **TMA's and Shared-Use Mobilities**
 - o TMA's have a critical mass and have good public-private partnerships
 - o Property managers often have different views of scooters/shared mobility because their priority is their building
 - o Access to data is important
 - o 511 markets companies in return for data
 - o Need signage/invisible fences for Birds. Perhaps incentivize riders for putting scooters in correct places?
 - o Overall goal of TMA's is improving quality of life

How TMA's are Benchmarking Themselves with Innovative Programming and Implementation of Apps

- **Movability Austin** increased membership funding by 850%. Their members don't have requirements for TDM which makes things challenging
- Surveyed members and partners:
 - o Some wanted hands-on help, lunches, commute challenges

- People wanted networking happy hours – Movability used partnerships as sponsors
- They also did a member satisfaction survey via phone
- They've done webinars/breakfasts for membership on topics like telecommuting/flextime and TDM topics
- Consider: how do we articulate the value of TDM and our program?

A Golden State Vision of the Future

- SB 375 – planning transit and housing together
- SB 743 – future development must reduce VMT
- SB 1 – \$5.2 billion annually for road repairs, bridge safety, transit
- CEQA – public vote on alternative forms of transportation
- Declining transit ridership and vehicle purchases are up

City Showcase: How some cities are implementing TDM/MOD/SUM

- **Audrey Harris, SF Planning Department**
 - 10,000 people enter SF per year. Little under 85,000 residents
 - The Transportation Sustainability Fee (TSF) collects fee from new developments
 - In 2017, the Transportation Demand Management (TDM) Program adopted “Shift”. Goal is to reduce vehicle miles travelled (VMT)
 - Benefits: better environmental outcomes, improved health conditions, improved planning process
 - TDM Program Components:
 - Point Target
 - Menu of options – providing showers, lockers onsite, deliveries, transit subsidies, providing shuttle service but not replicating program already in place, carshare spaces, real-time displays, bike racks, etc.
 - Implementation Strategy
 - Applies to already existing developments with change of use, 25,000 square feet or more
 - TDM plan lives on for the life of the project
 - Over 60,000 applications in and \$600,000 in fees collected (30% goes to ongoing research)
 - Planning department has a map where you put in address and land use and it will calculate your point target
- **SANDAG**
 - Conducted an employer survey and measured interest in alternative transportation
 - App-based carpooling with incentive – no fee for vendors. Goal with 20 select employers was to get 500 new carpoolers
 - Gave 10 free rides with Waze and \$50 gift cards to drivers who complete certain amount of rides

What the Future Holds for TMAs: Insights from SoCal

- Local TDM ordinance – employers with 25 or more employees are required to join **Burbank TMO**
- Burbank TMO sends bi-weekly transportation updates instead of weekly construction updates
- They focus on building relationships with the Chamber of Commerce and using the City as a resource for membership growth
- Employers were required to reduce peak automobile travel by 38% (4:00 PM- 6:00 PM)
- Burbank has a goal AVR of 1.5
- **GoSaMo** (Santa Monica TMA) hosts Lunch & Learns, Alternative Transportation Days, and Car Free Fridays – they use banners and screens to let you know the nearest transit stop
- Lunch & Learns are hosted monthly and people are taken on transit rides
- They utilize templates and handouts for employers so they can post on their bulletin and share with employees
- They give out new resident/employee packets with bus passes, Zipcar discount, transit brochures, etc.
- What do TMAs need in the future?
 - o Flexibility
 - o Creative thinking about funding
 - o Meeting needs of community
 - o Coordinating with the city
 - o Behavior change

What Does it Really Take to Get US Commuters Out of Their Cars?

- Commuting: an opportunity for change
- Pain points: cost, time, emissions, happiness
- **Chariot**: universal access to better transportation
 - o **Commuter, enterprise, and charter services**
 - o Convenience, sustainability, affordability, customizable routes
 - o 25 personal vehicles can be eliminated from streets
 - o Partnering with public transit and filling in their gaps
- **Commutifi**: uses individual commute data and public transit to come up with commuter score. Work with local agencies and office buildings.
 - o 4 step process:
 - Aggregate commuter data
 - Analyze commuting behavior
 - Find subsidies
 - Weigh benefits to develop personal recommendations for user
 - o Survey tenants in buildings – then Commutifi delivers mobility plan to each individual
 - o Use both company and individual dashboards
 - o Calculates money saved, time saved, carbon emissions, etc.

- Discovery platform to show employers/companies what already exists near them
- **Transloc:** make public transportation the #1 choice for all
 - Enhance the experience of mobility
 - Forget about all the things you're thinking about that is keeping you from using public transportation. The easier something is to use, the better
 - Commuting is the daily activity associated with the most negative emotions
- **Google:**
 - They've found that e-bikes are much easier for someone who hasn't biked in awhile
 - They hold an annual Bike Fair making it easy to purchase bikes on campus. They have competitions, rewards, bike communities, lunchtime bike rides, and encourage "bike buddies"
 - Give people choices and make it easy for them
 - Mountain View and Sunnyvale have trip caps. The cities have to be below a certain number of trips or else they are penalized and Google is unable to continue growing
 - Google matches novice bike riders to experience riders. They also match based on home and office locations.