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:**
  - 36 BART stations have parking which totals to 48,000 spaces
  - Most parking spaces fill at 7:45 AM
  - 38,000 people are on the waitlist for monthly permits
  - 1.12 persons per parked car
  - With Scoop, BART riders get guaranteed parking spaces until 10:00 AM
  - Scoop send license plates to BART police
  - Their in-person outreach was most effective (at stations) for getting the word out
  - Program is available at 17 of 36 stations with parking. The usage by station is highly variable – Dublin/Pleasanton has highest usage

- **TMAs and Shared-Use Mobilities**
  - TMAs have a critical mass and have good public-private partnerships
  - Property managers often have different views of scooters/shared mobility because their priority is their building
  - Access to data is important
  - 511 markets companies in return for data
  - Need signage/invisible fences for Birds. Perhaps incentivize riders for putting scooters in correct places?
  - Overall goal of TMAs is improving quality of life

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**How TMAs 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:
  - 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?
  - Flexibility
  - Creative thinking about funding
  - Meeting needs of community
  - Coordinating with the city
  - 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
  - Commuter, enterprise, and charter services
  - Convenience, sustainability, affordability, customizable routes
  - 25 personal vehicles can be eliminated from streets
  - 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.
  - 4 step process:
    - Aggregate commuter data
    - Analyze commuting behavior
    - Find subsidies
    - Weigh benefits to develop personal recommendations for user
  - Survey tenants in buildings – then Commutifi delivers mobility plan to each individual
  - Use both company and individual dashboards
  - 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.