

**MARIN GENERAL SERVICES AUTHORITY**

555 Northgate Drive, Suite 230, San Rafael, CA

PHONE: (415) 446-4428

www.maringeneralservicesauthority.com

**MEMORANDUM**

**DATE:** November 10, 2016

**TO:** MGSA Board of Directors

**FROM:** Michael S. Frank, Executive Officer

**SUBJECT:** The Transportation Authority of Marin (TAM) Informational Presentation on Lyft Last Mile SMART Train Pilot Program

---

Recommendation

This item is for information and discussion only. No action is requested.

Discussion

The SMART train is anticipated to start service in 2017. Discussions are taking place along the corridor between different jurisdictions and agencies regarding first/last mile service. Originally, a shuttle was envisioned to transport passengers from stations to and from worksites. Funding for the shuttle was eliminated by SMART due to financial constraints.

TAM staff has been researching options for first/last mile service. Many employers and others believe such options, including bus service, are necessary for the success of SMART.

Attached to this agenda item is a September TAM staff report to their Board that discusses various near term options and strategies including a potential partnership with the Transportation Network Company (TNC) company Lyft. I have highlighted in yellow pertinent sections related to this program. A TNC program would support connections to and from SMART. Lyft, a privately held company based in San Francisco has approached TAM with an offer to modify its mobile app to provide discounted fares.

Given MGSA's role in regulating Taxicabs, TAM and MGSA staff thought it would be helpful for the Board to get an overview of the program and have the opportunity to ask questions regarding the proposed pilot program.

Attachment

- TAM September 12, 2016 Staff Report titled, "Transportation Demand Management (TDM) Program Ad Hoc Committee Update."



**DATE:** September 12, 2016

**TO:** Transportation Authority of Marin Programming and Projects Executive Committee

**FROM:** Dianne Steinhauser, Executive Director  
Derek McGill, Planning Manager  
Scott McDonald, Senior Transportation Planner

**SUBJECT:** Transportation Demand Management (TDM) Program Ad Hoc Committee Update (Discussion), Agenda Item 6

---

**RECOMMENDATION:**

Discussion Item Only.

**BACKGROUND:**

Marin County's \$10 Vehicle Registration Fee expenditure plan's Element 3.2 commute alternative program historically has served to fund TAM's TDM programs including:

- Marin Emergency Ride Home Program
- Vanpool Incentive Program
- Active Promotion of alternatives to driving
- Go Time Marin Commuter Tool Kit
- TAM/511 Marin Telework Initiative
- And Other Strategic Partnerships

TAM's TDM program has leveraged a number of strategic partnerships including with MTC's 511 program. With SMART service expected to begin later in 2016 providing a timely opportunity to leverage TDM – to encourage modal shifts that reduce solo commute trips – TAM formed a TDM Ad Hoc Committee to work with staff to review and inform the next phase of initiatives that can best compliment transit and promote other green trips.

The TDM Ad Hoc Committee met in May and June of 2016, with the following representatives participating: Stephanie Moulton-Peters, Alice Fredericks, Judy Arnold, Diane Furst, and Kate Colin for Gary Phillips. The committee provided input to staff regarding a list of initiatives that might increase use of alternative transportation modes, along with near-term priorities to meet the goal of increasing support for transit when SMART's service begins.

Staff has been researching and developing options for first/last mile connections to transit for over a year, and believes sufficient progress has been made with both our partner agencies and potential vendors, as well as screening by the TDM Ad Hoc Committee, to pursue contractual agreements. These will be brought back to the TAM Board for detailed review and approval.

### **MTC 511 Program Changes**

In March MTC staff announced that due to budget cuts and a resulting need to focus more strictly on the formation of carpools and vanpools, MTC would be eliminating 511 employer-based trip reduction outreach and consulting services in Marin County by June 30th. The services that were eliminated include the following:

- Employer support to implement employer-based trip reduction strategies, including in-person, phone, and emails
- New employer-branded ridematching service websites (custom designed ride-match sites for employers)
- Employer survey development and results processing
- Online green business forms
- Employee density maps

The following programs will be offered by the 511 program at least in the near-term, but MTC staff has noted that less emphasis will be placed on 511's comprehensive support, rather employers/employees will be approached directly by vendors such as vanpool companies and app-based carpool services:

- The 511 online ridematching service until such time that MTC determines private sector phone-based carpool applications adequately meet this need
- Support for existing employer-branded ridematching service websites as long as the 511 online ridematching service is available
- Sample employee survey tools and guidance via "self-service" tools online
- Attendance at employer events for the purpose of carpool and vanpool matching and promotion
- Commuter Benefits Program employer registration support and online information
- Various kinds of support for vanpool drivers and passengers

Given these abovementioned 511 Program changes, TAM staff is proposing additional consultant support to determine an effective and sustainable program to offer support to Marin's Employers and Employees. This support would be available to offer employers that requests consultations and presentations about commute programs and incentives, as well as information about connections to SMART and transit options.

### **DISCUSSION/ANALYSIS:**

TAM staff presented several options to the TDM Ad Hoc Committee for program expansion, looking at programs offered or being explored by similar countywide agencies outside Marin. Most are designed to complement transit, with others such as a carpool incentive being implemented in other counties as a way to reach commuters that may be more apt to carpool as an alternative to driving alone.

The TDM Ad Hoc Committee recognized that while there are a wide range of mobility challenges in the county, given near-term opportunities around SMART, focusing on first/last mile connections was identified as a priority and focus area for TAM's TDM expansion work over the next year. Additionally, updating marketing and outreach would need to be done to integrate SMART into TAM's promotional material and outreach (examples of updated draft flyers attached).

The committee also discussed the need for innovative programs to evolve with the proliferation of new mobile applications and technologies. With several technology companies in the transportation sector based in the Bay Area, Marin is positioned to benefit from this innovation and staff is proactively seeking opportunities to leverage new technologies for transportation demand management.

Staff will continue to develop the individual elements within the overall TDM program and bring them forward for board consideration as appropriate. In the meantime, staff is bringing focus to several initiatives believed to be suitable and ready for implementation.

### Discussions with TAM TDM Ad Hoc Committee

Leading up to the meeting, TAM performed a review of services offered by similar agencies throughout the Bay Area and other Northern California counties. Commonplace programs include Emergency Ride Home, Vanpool Programs, and in some cases carpool incentives, with several agencies offering or exploring bike share and app-based ride services for first/last mile connections to transit. Staff also engaged in discussions with other agency TDM planners and vendors to develop options for the TDM Ad Hoc Committee to review. Based on those consultations, staff has identified the following areas to support the goals of our TDM program

- **Extend Emergency Ride Home services to cover SMART riders** – Modify marketing materials and support SMART outreach with information about TAM’s ERH Program (Approved by the TAM Board in July 2016).
- **Bike Share System (\$2M in MTC Grants Available)** – TAM has partnered on a Marin-Sonoma program grant request with SCTA for an innovative 180-bike share system to provide first and last mile solutions around SMART Stations. MTC is expected to notify selected applicants in September to submit a full application. If TAM is selected, information will be taken to the TAM Board before submitting an application to MTC.
- **Incentive program for Transportation Network Company (TNC) first/last mile trips** - A reduced price first/last mile connection to and from SMART stations or specific areas. Coupon codes might be available for a pilot program, requiring marketing by TAM and SMART staff. An element of the program could also promote taxi services. TNC’s based in the Bay Area include Uber and Lyft.
- **Private Shuttle Incentive Program** - One-time incentive program offering support for the formation of shuttles by reducing capital costs. Might be issued through a call for interest directly to employers. Would be highly leveraged as shuttle costs high and funds very limited. Employer match would hence be required. Consultant support is likely necessary for program development, reporting and monitoring.
- **“Try Transit” Incentive Program** - Incentive program for new transit riders, possibly using specialized passes or prepaid Clipper cards. Program may be directed at employers to encourage use for commute trip purposes and to expand participation- funds directed to new users, with maintenance of current users.
- **Carpool Incentive for new carpools** - Incentive program for forming new carpools, to be administered online with outreach to support the program.
- **Car Share Expansion** - Expansion of local car share system from initial location to three other locations, increasing from 2 to 5 cars in Marin (additional information on TAM’s car share grant in the trailing list of near-term strategies).
- **Parking Management/Wayfinding** - Innovative tech system to detect parking availability around transit facilities. Information or phone application to guide drivers directly to parking lots and spaces with availability in Southern and Central Marin. Grants would be required to cover

capital costs and the ownership, availability of electrical power, and O&M costs would need to be determined.

At meetings, the committee considered options for investing program reserves of approximately \$500,000, based on carry over funding from TAM's \$10 Vehicle Registration Fee (VRF). Over the years, leveraging local funding has been a cornerstone of program implementation, and TAM's vehicle registration fee has been matched with federal grants to test carpool apps (Avego, later Carma), and Air District grants have been utilized to support the Vanpool Incentive and Marin Emergency Ride Home programs. Note as well, that early grants for EV Charging stations were also a source of leveraged funds. This practice of leveraging funds, rather than relying on dedicated local funding, has built up a reserve amount of roughly \$500,000, from which funding could be made available for program expansion.

### Near-Term Strategies to Consider

Of the various strategies considered, the following elements have been brought forward as near-term strategies based on input from the committee:

- **Expand TAM's ERH program to SMART's Marketing Efforts** – In July staff recommended and received Board authorization for TAM's Executive Director to submit a formal request to SMART staff to include TAM's ERH program in its marketing efforts. As this letter is being prepared, TAM staff is also updating promotional materials to include SMART as an available commute option (included as an attached draft flyer).
- **Transportation Network Company (TNC) first/last mile pilot program** – A TNC program would support connections to and from SMART. Lyft, a privately held company (TNC) based in San Francisco has approached TAM with a specific offer to modify its mobile app to provide discounted fares – TAM may choose to assist with marketing or share in the cost of trips. This would be offered for a pilot period to test demand.
- **Car Share Expansion** - TAM previously received a relatively small grant from MTC to expand car share services into the Canal Neighborhood (\$125,000 in federal CMAQ funds). With anticipated private sector expansion of car share services, along with insurance and liability issues, TAM has reconsidered its role and now looking into options to assist the private sector in expanding car share support rather than providing its own service. ZipCar currently operates a site in downtown San Rafael on B Street, with plans to consider expansion from 2 to 5 cars in Marin. With these expansion plans, ZipCar's team has been in discussions with TAM staff and is currently evaluating expansion opportunities in areas including Sausalito, the Canal Neighborhood, and in Downtown San Rafael. TAM is coordinating with local jurisdiction to determine options to facilitate this expansion.
- **Bike Share Program focused around SMART** - TAM and SCTA have partnered to pursue a bike share program around SMART stations to support First/last mile services. Bike share can be an effective tool to support station access and employee commute programs. More information will be made available based on MTC input on TAM/SCTAs letter of interest.
- **Employee/employer outreach support** – with MTC's 511 program undergoing significant changes TAM staff proposes additional consultant support to determine an effective program to offer support to Marin's Employers and Employees. TAM staff believes there may be a cost-effective way to initiate incentive programs to encourage carpooling and transit usage and will further explore how best to support marketing and outreach efforts to employers.

### FISCAL CONSIDERATION:

No fiscal impact at this time.

Staff anticipates receiving \$70,000 from MTC in October as a one-time rideshare grant, transferring trip reduction consultation under the 511 Program to be provided by TAM under its TDM Program. This federal Congestion Mitigation & Air Quality (CMAQ) grant just requires a local match of approximately \$9,000, to come from TAM's Measure B Element 3 reserves. Additionally, as previewed in this report and reviewed with the TDM Ad Hoc Committee, staff plans to bring back the following in the next few months for TAM Board consideration:

- **TNC Strategic Pilot Program** – Estimated to increase the current fiscal year budget by up to \$100,000 (this incentive would be offered increased options for first/last mile SMART trips).
- **Bike Share Grant Application Details** – TAM has partnered on a Marin-Sonoma program (previously submitting a letter of interest) with SCTA for an innovative 180-bike share system, with a request of approximately \$1 Million in federal funding. TAM/SCTA would together be expected to contribute about \$100,000 in local matching funds for the launch of the system. Staff will provide more information once it is determined whether TAM/SCTA are requested to submit a full application.

**ATTACHMENTS:**

Draft TDM & ERH Updated Marketing Materials