



MOBILITY ON DEMAND (MOD) SANDBOX

San Francisco Bay Area Rapid Transit District (BART)

Integrated Carpool to Transit Access Program

TEAM, BUDGET, AND WAIVERS

Key Partners: San Francisco Bay Area Rapid Transit District (BART), Metropolitan Transportation Commission (MTC), and Scoop Technologies

Budget Summary: The budget from the applicant is summarized below:

MOD Sandbox Demonstration Federal Amount (\$)	MOD Sandbox Cost Share (\$)	Total Cost
\$358,000	\$163,000	\$521,000

INNOVATION: PROJECT APPROACH

Scoop Technologies, Inc. (Scoop), the San Francisco Bay Area Rapid Transit District (BART), and the Metropolitan Transportation Commission (MTC) have joined forces to partner on a program to better integrate carpool access to public transit by matching passengers according to their destination, and by providing a seamless way to reserve and pay for a highly coveted parking space at a BART station.

For the past 6 months, MTC, Scoop and BART have worked together to develop a pilot program where participants will be guaranteed a parking space if they carpool, which can be easily verified through its app and enforced through the license plate list that Scoop will provide to BART each day. This pilot is scheduled to launch in December 2016 at the Dublin/Pleasanton BART station. This project will leverage this pilot work, as well as build upon previous marketing campaigns between MTC and Scoop for MTC's 511 Rideshare Program. The project will expand the carpool pilot program to all BART stations with parking facilities. It will also more fully develop Scoop's app functionality in BART-specific ways, by including preset origins and destinations, prepayment of BART parking fees, pre-screening for wheelchair-accessible vehicles, and coordination between carpools and train schedules.

CHALLENGES PROJECT IS DESIGNED TO ADDRESS

Parking at BART is very competitive, with all 47,000 parking spaces filling up early each weekday, and with over 35,000 people on monthly reserved permit parking wait lists. BART's carpool program, offered in 902 of BART's 47,000 spaces, is ineffective because drivers of single occupancy vehicles are so desperate to park at BART, in order to avoid congested roads and high downtown parking fees, that they will violate the carpool rules if no enforcement officers are present. As a result, BART has not expanded its carpool program to 12 of its 33 stations with parking facilities. Carpooling to a transit facility provides passengers with the ability to share driving and parking costs, and gives people without vehicles another alternative to access a station, especially in more rural and auto-dependent areas where bus service is limited. The location of the proposed new carpool spaces will be close to station entrances, benefiting seniors and people with disabilities by reducing the distance to the fare gates, especially helpful in large surface lots where farthest spaces are distant and may be on sloped terrain.

These carpool spaces will be reserved until 10am, offering passengers more flexibility about when to arrive at the station. Now, carpool participants need to arrive before the allocated spaces fill, with no guarantee that they will find a spot, and often requiring people to leave earlier than they wish.

Currently, BART coordinates with MTC to operate its carpool permit program. When users register with MTC's 511 Rideshare program, they identify a specific station and are provided a carpool permit that they print out at home. In order to use the designated carpool spaces, all people in a vehicle must display their permits on the dashboard. This requires that users usually carpool together in both directions. The spaces are also provided on a first-come-first-serve basis, so there is no guarantee under the current system that users with a permit will find a space. The current carpool permit program also does not include marketing or customer service, and does not assist users in finding carpool partners.

ANTICIPATED OUTCOMES, BENEFITS, IMPACTS

For the Commuter:

- Better opportunities to carpool to BART stations
- A new, environmentally-friendly option to access a public transit system; a low-cost first/last mile option for those without access to a vehicle, and for those that live in areas with poor feeder bus service
- Assistance to find carpool matches and easily share the cost of a trip, including BART parking fees
- Freedom to arrive at a time they select, not governed by anticipated parking facility fill time
- Priority access near station entrances to oversubscribed station parking areas

For BART:

- Better utilization of parking resources. This program will increase the number of patrons per vehicle
- Spread the peak commute period; addressing critical core capacity constraints
- Verify carpools, reducing fraudulent use of carpool spaces and increase ridership by improving access
- Simplify and strengthen parking enforcement by verifying the number of people in a vehicle identified as a carpool, and incorporating into parking enforcement operations through license-plate recognition

For MTC:

- Existing transit infrastructure will be better utilized, access to transit improved, and congestion reduced
- Address core capacity constraints between the East Bay and San Francisco
- Improve air quality and other environmental impacts through reduced vehicle miles traveled
- Improve affordable access to transit in a geographically and socio-economically equitable manner
- Strengthen relationships with public transit providers
- Increased utilization of existing investment in carpool infrastructure (e.g., HOV or Express Lanes)

For Scoop Technologies:

- Increase service provision to new geographies
- Improve app functionality by expanding destinations to public transit and fully integrating with BART's parking payment system and transit schedules
- Increase the number of commuters familiar with using carpool apps as a transportation option
- Provide additional experience working with and addressing specific needs of public agencies

For the FTA:

- Innovative public private partnership for a program that does not require operational subsidy
 - Prove an innovative approach that is replicable across agencies and regions
 - Address critical data-sharing issues between public agencies and private transportation "providers"
 - Improve access to transit in an equitable, low-cost manner; provide a new first/last mile option
 - Increase utilization of existing investments in carpool infrastructure and public transit; making better use of existing transit and parking resources and capacity
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