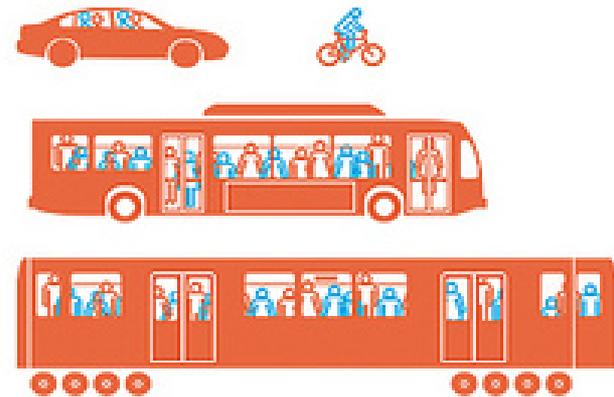
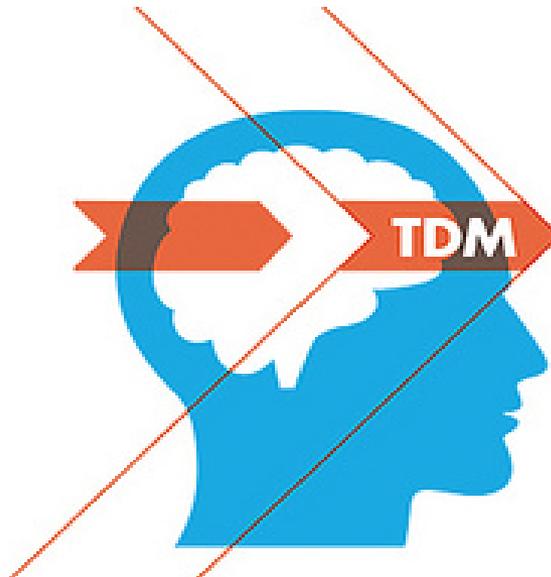
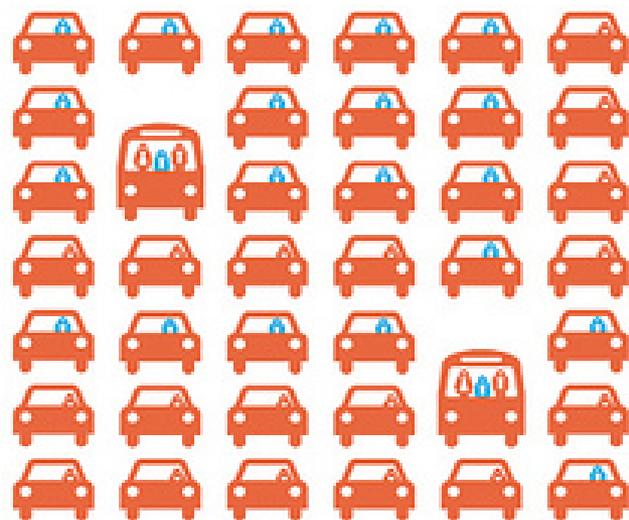


Transportation Authority of Marin TDM Program Update

Presentation for COC Workshop

November 7, 2016



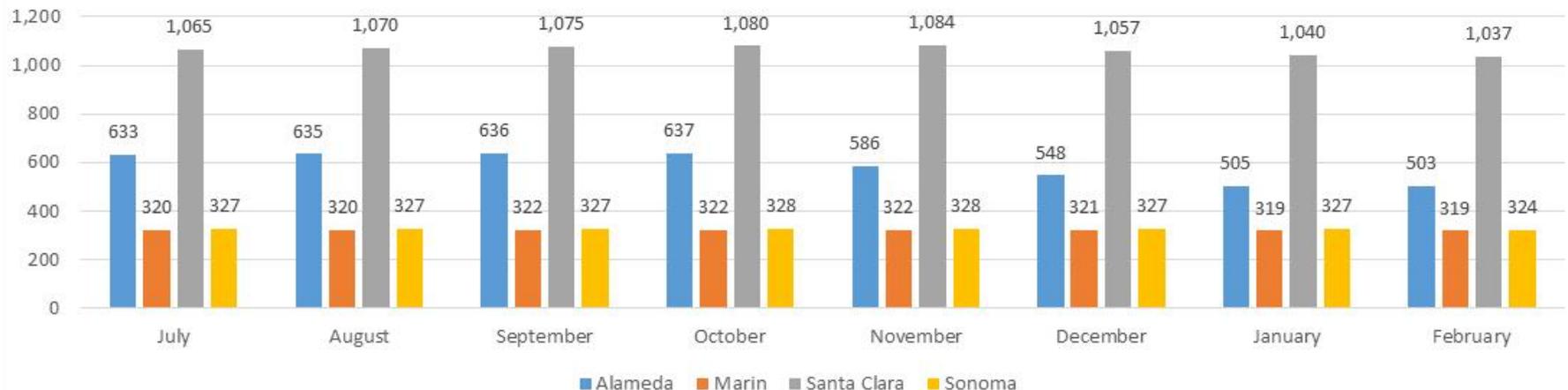
TAM's Core TDM Programs

- Leverage Regional Partnership with 511 (scope changing)
MTC's 511 consultants previously provided surveys, rideshare matchlists, heat maps, and other comprehensive tools (moving into promotion of apps and technologies, less comprehensive support for employers)
- Active promotion of alternatives to driving
Ridesharing, vanpools, transit, bike/ped, and telework
- Provide Vanpool Incentives
Support regional vanpool program with local incentive
- Provide emergency rides home to promote green commutes
ERH supports transit choice riders and others
- Go Time Marin Commuter Tool Kit/Flyers
For employers to build successful commute programs

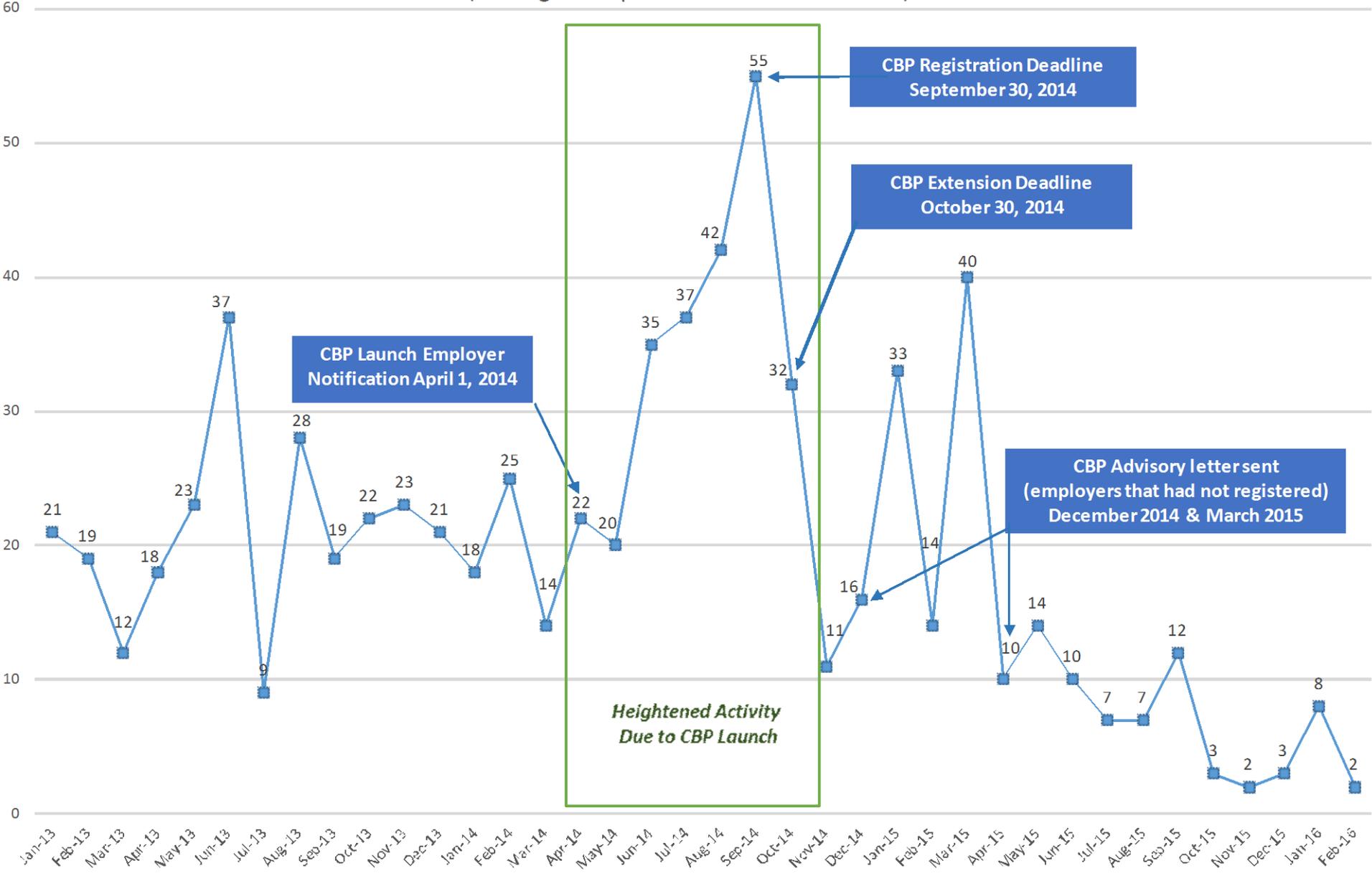
511 Regional TDM Framework Changes

- Significant cost effective changes at the region
- New Reliance on Apps and Private Vendors
- MTC will no longer provide direct employer support
- Vanpools and Rideshare Matching changes

FY15/16 Active Employers



Marin County Consultations (Average 19.5 per month over 38 months)



TDM Ad Hoc Committee Program Assessment

- Regional 511 Changes
- Significant Congestion in Major Corridors
- Emerging Technologies & Role in Marin
- New Commuter Rail System in 2017



TDM Program Values

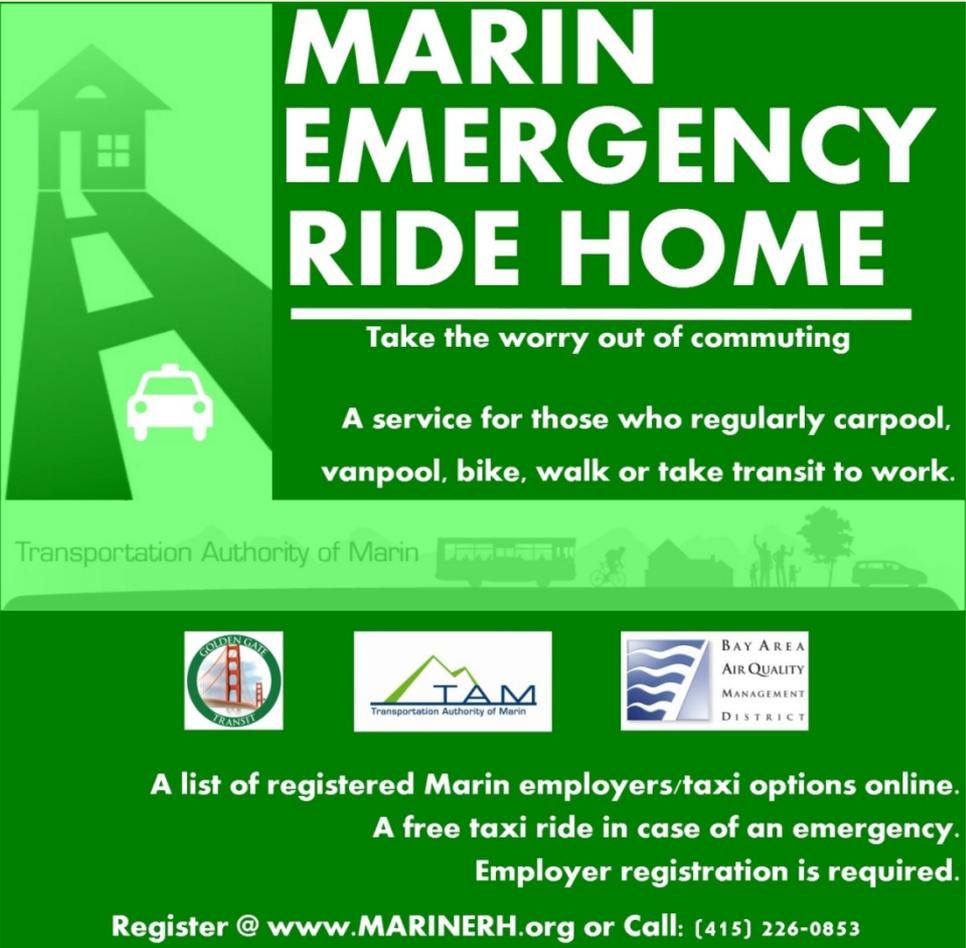
Value	Commute Alternatives Program
Leverage Regional Funds	✓
Partner with Regional Entities	✓
Maintain Fiscal Sustainability	✓
Maintain Cost-effectiveness	✓
Provide Equity Among Employers	✓
Support Innovation	✓
Support Transit	✓
Flexibility to Support Strategic Opportunities	✓
Support Bike/Ped	✓
Flexibility to support upcoming grants	✓

What is being Considered?

- **Extend ERH to SMART (in progress)**
- **Incentive program for TNC rides**
- **Bike Share System (\$2M in Grants Available)**
- **Car Share Expansion**
- **Expansion of Marketing/Outreach**
- Carpool Incentive for new carpools
- “Try Transit” Incentive Program
- Private Shuttle Incentive Program
- Parking Management/Wayfinding

Opportunity – Extending ERH to support SMART

- Benefits
 - Commuters
 - Employers
 - Transit
 - Community/Environment
 - Cost Effective
- Program Modification
 - Marketing
 - Promotion of SMART Service
 - Direct Employer Contact



**MARIN
EMERGENCY
RIDE HOME**

Take the worry out of commuting

A service for those who regularly carpool,
vanpool, bike, walk or take transit to work.

Transportation Authority of Marin





**A list of registered Marin employers/taxi options online.
A free taxi ride in case of an emergency.
Employer registration is required.**

Register @ www.MARINERH.org or Call: (415) 226-0853

Zone Based TNC Incentive Program

- Partner with TNC Services at SMART Stations
- Flexible Program structure
- Small Subsidy during peak hours (Discount at SMART Stations for example, cap on program cost)
- Increase driver available – Lyft is pursuing options
- Big Marketing/Promotional Potential



Grant Application– Emerging Communities Bike Share Grant for Capital Equipment

- MTC Bike Share grant Letter of Interest on June 17, 2016 with an application due in spring 2017
- Specifically for “Emerging” bike share communities like Marin and Sonoma (TAM/SCTA are partnering on grant application with local jurisdictions)
- Grant specifically for capital elements, equipment and facilities.



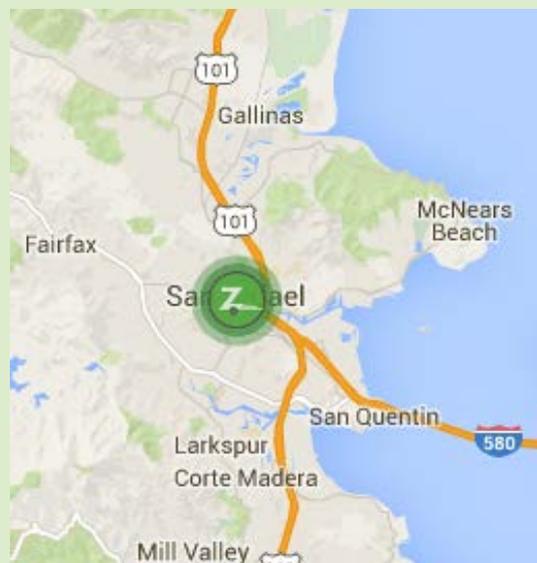
Bikeshare Equipment

- SocialBike Model –emerging technology chosen for the City of San Mateo system due to the flexible and innovative system



Grant Opportunity – Car Share

- Car share grant of \$125K awarded, \$125K additional authorized
- TAM is has explored peer-to-peer car share
- Zip Car Discussions and multiple meetings



TAM's TDM Update for COC Workshop

Thank you!
Questions?



Appendix

- Appendix Slides to follow

Questions for the group

- What has your experience been (if any) with these programs?
- Can we strengthen the TAM's TDM work with any other new programs?

Emerging Opportunity – Zone Based Incentive Program Model

- Emerging Practice
 - Jupiter Florida – provides a discount for Lyft trips within City
 - MTC – Promotion & subsidies for trips on Scoop, CARMA carpools
 - MARTA – looking at a significant Investment in First Mile/Last Mile resources using rideshare companies
- First/last mile focus.
- Potential Equity options.

FIGURE 1
Potential eligible ridesharing areas for the metropolitan Atlanta area



Emerging Opportunity – Private Employer Transit

- Contractor shuttles cost ~\$200k per shuttle – Similar cost as public shuttles.
- Vehicle lease approximately \$20k/year
- Successful Vanpool Incentive \$3,600/2-years.
- Equity to employers (small, medium and large employers)



Cost source:
SMART Shuttle
Workshop

Emerging Opportunity – Carpool Incentive Program

- Congestion Relief Focus
- Small incentives for Carpools –
 - \$60/month reimbursements
 - Alternatively raffle prizes for new traditional carpools
 - \$2-3 subsidy for App Based Services (could be considered)
- Traditional incentive program by other CMAs

The logo for SCOOP, featuring the word "SCOOP" in a green, lowercase, sans-serif font with a stylized infinity symbol for the letter "O".The logo for Lyft Carpool, featuring the word "lyft" in a pink, lowercase, sans-serif font with a stylized "y", and the word "Carpool" in a smaller, pink, uppercase, sans-serif font below it.The logo for the Transportation Authority of Marin (TAM), featuring a green line graph above the letters "TAM" in a bold, blue, sans-serif font, with "Transportation Authority of Marin" in a smaller, blue, sans-serif font below it.

Emerging Opportunity – Try Transit Incentives

- Focus on congestion relief.
- Standard incentive program by other CMAs/Transit Ops.
- Transit passes for those “up to the challenge.”
- Pairs well with ERH program.
- Cost effective and sustainable program.



Emerging Opportunity – Parking Wayfinding

- Real time Info
- App/Signage Based
- Notification of available parking at:
 - At SMART stations
 - For Ferry Services
 - So. Marin Park n rides
 - Downtown San Rafael
- Ferry Parking Management



Proactive Engagement of Partners & Vendors

- Research/Development of TDM Opportunities
 - Discussions with SMART and ERH Program Contractor
 - Bike share grant application with SCTA and local jurisdictions
 - Car share meetings with Zipcar, dialog with Turo and Enterprise Grant of \$125k awarded for car share expansion
 - Zone Based Incentive Programs for Rideshare at SMART stations (Multiple meetings with Lyft)
 - Investigating incentives to initiate employer-based transportation
 - Commute.org meeting to learn about carpool incentive, a program to consider implementing
 - Learned about Commute.org Try Transit Incentives, and City of San Rafael program, exploring partnership concept to use clipper cards for try transit program countywide to support SMART, Marin Transit and Golden Gate Transit
 - Parking Management/Wayfinding White Paper underway