

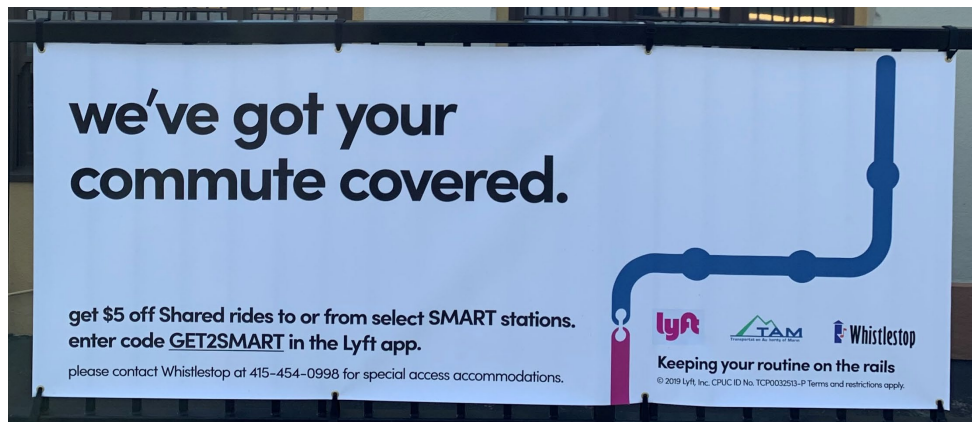


# TAM and Marin Transit “Connect2Transit” Program in Uber App

TAM Citizens' Oversight Committee  
July 20, 2020

# Connect2Transit Background

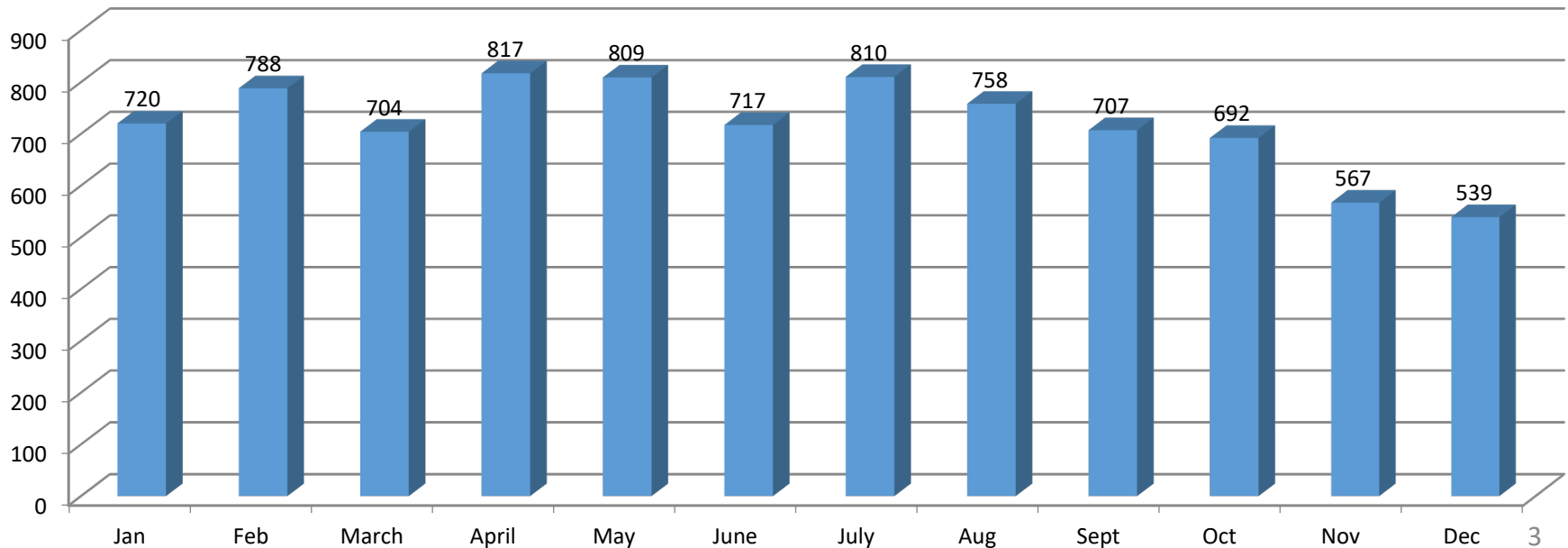
- TAM launched “GetSMART” first/last mile program to support launch of SMART service in Sept. 2017
  - Provides \$5 incentive for shared rides to/from SMART
  - Integrated Wheelchair Accessible Service with Whistlestop
- Marin Transit launched Connect in April 2018, providing on-demand service using Wheelchair Accessible Vehicles



# TAM's Previous GetSMART Program

- GetSMART program has been very cost-effective
- New SMART stations (Dec. 2019) reduced first/last mile needs for downtown Novato and Larkspur

**Number of GETSMART Rides Taken in 2019**



# Connect2Transit Development Timeline

- **October 2019**
  - RFP for Mobility On-Demand Software released in partnership with Marin Transit
- **November 2019**
  - Proposals due
- **January & February 2020**
  - Interviews conducted with short-listed candidates
- **March 2020**
  - Notice of Intent to Award (to Uber) released to all vendors
- **May 2020**
  - Contracts awarded/MOU authorized
- **June 2020**
  - Connect2Transit Program announced
- **July 2020**
  - Program launched



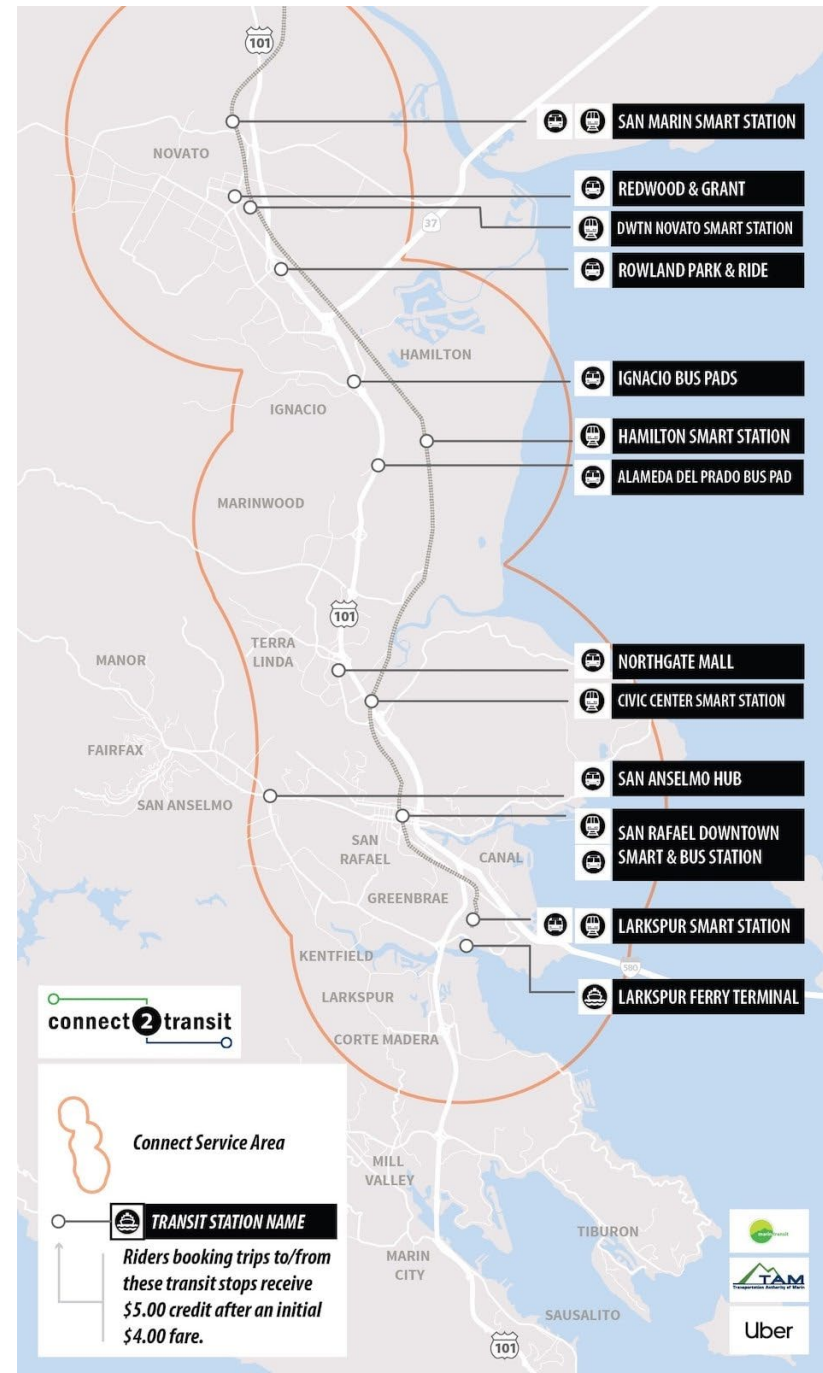
The Uber logo, consisting of the word "Uber" in black, centered within a light gray rectangular box.

# Benefits of Connect2Transit

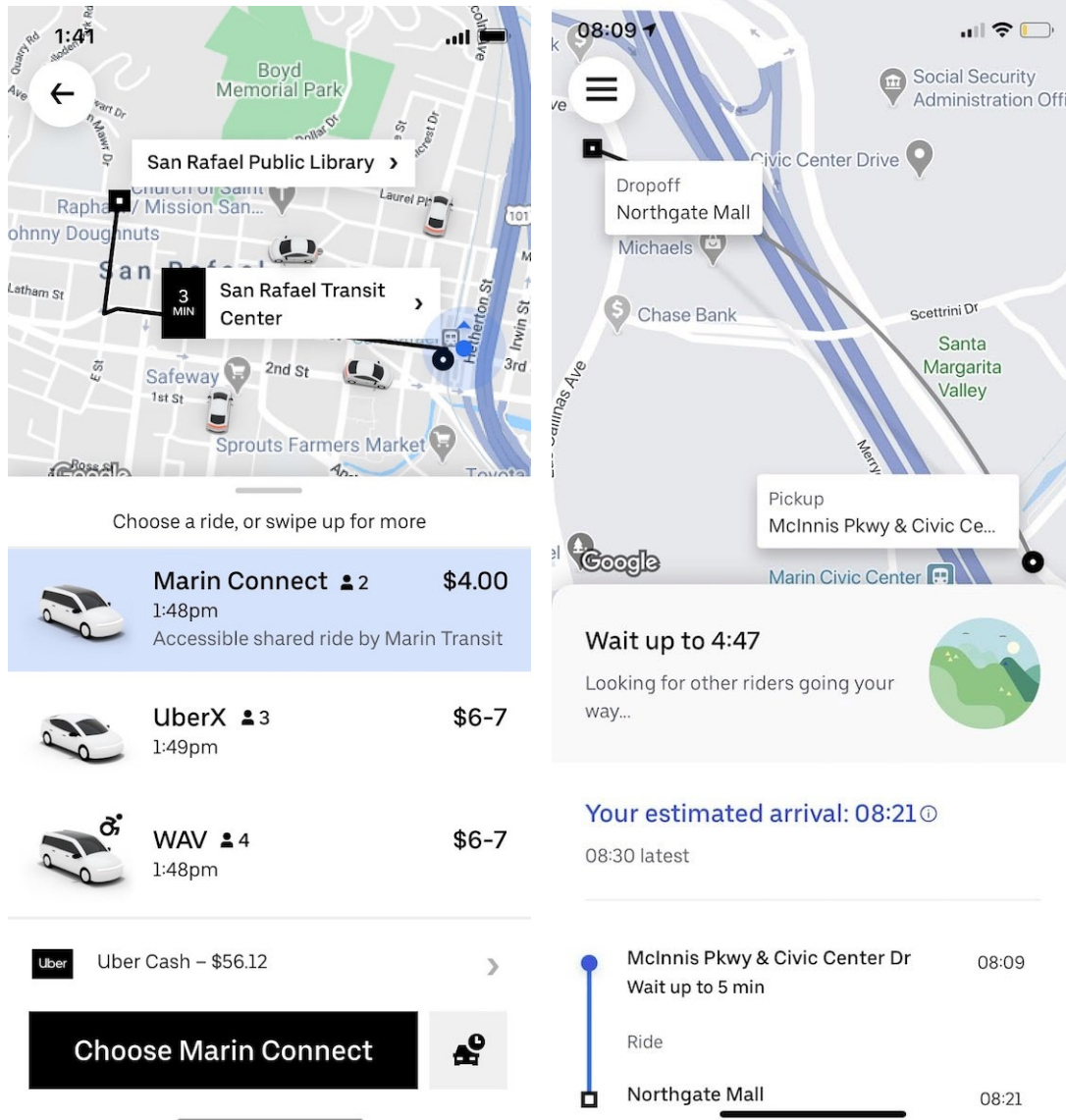
- **Integration of on-demand services**, including TAM's GetSMART program, Marin Transit's Connect; and real-time transit options (MCTD, GGT, SMART) all within one app
- Allows Connect program to continue to support **same-day option for seniors and riders with disabilities** with expanded coverage
- Allows Connect to continue to **increase first and last mile, shared-ride connectivity** to existing fixed route transit and commuters traveling to/from employment sites in Marin County
- Proposed solution allows **cost savings for TAM and Marin Transit**
- Provides **employer partnership** opportunities and opportunities to explore **Electric Vehicle programs**
- **Enhanced Data Reporting** for program management

# Connect2Transit Service Area

- San Marin SMART Station
- Downtown Novato SMART Station
- Hamilton SMART Station
- Marin Civic Center SMART Station
- Downtown San Rafael SMART Station
- Larkspur SMART Station
- Redwood and Grant Transit Center in Novato
- Rowland Boulevard Park and Ride
- Ignacio Bus Pads
- Alameda del Prado Park and Ride
- Northgate Mall
- Downtown San Rafael Bettini Transit Center
- San Anselmo Hub
- Larkspur Ferry Terminal



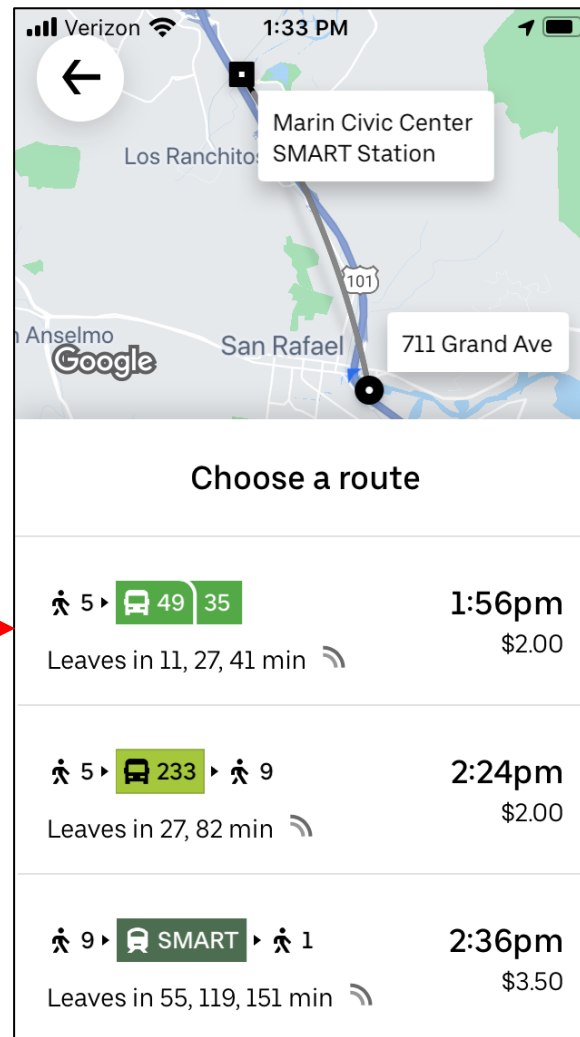
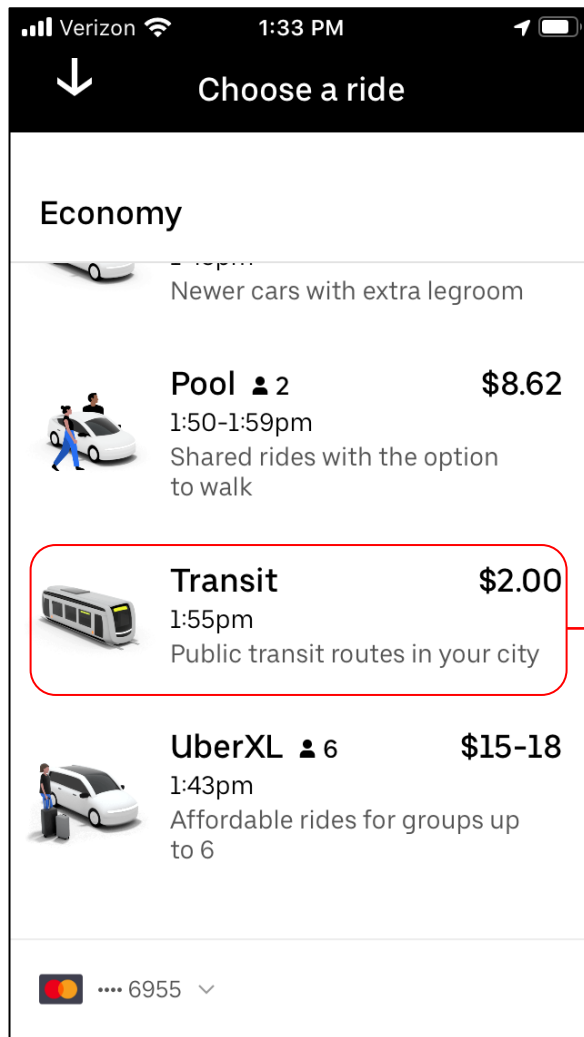
# What does it look like?



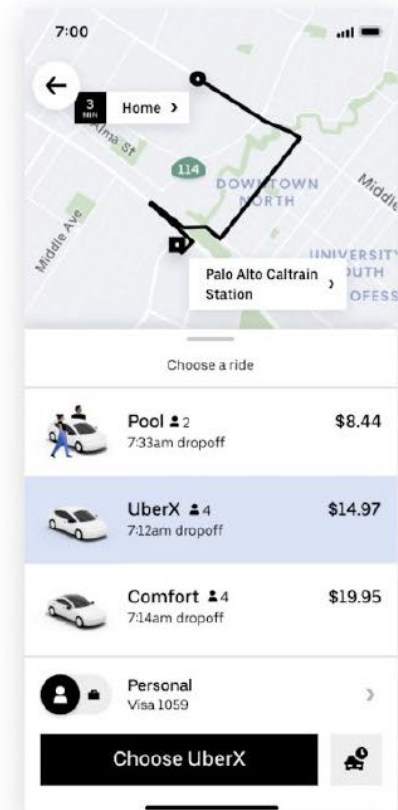
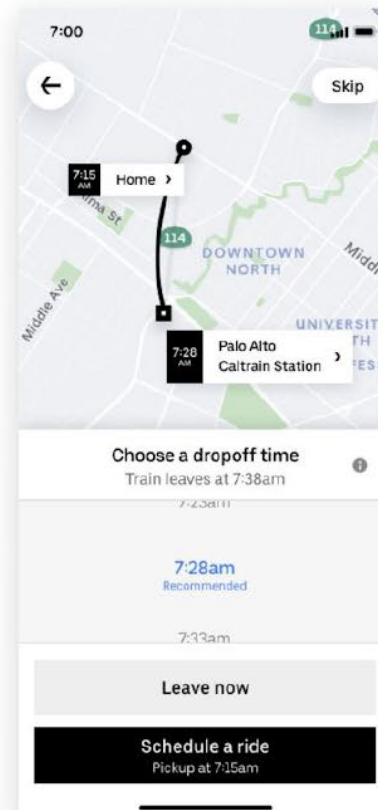
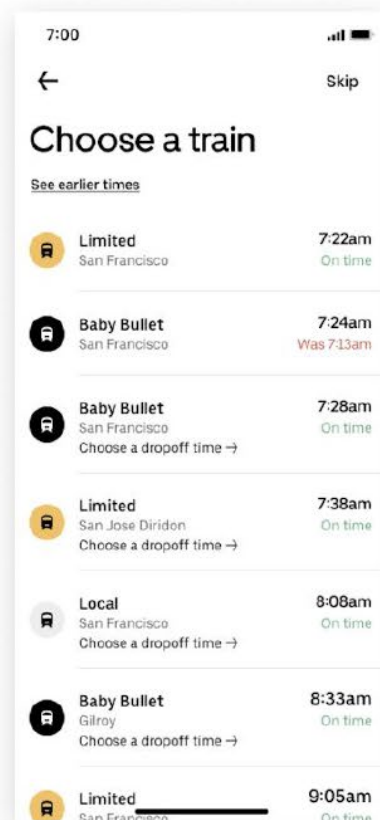
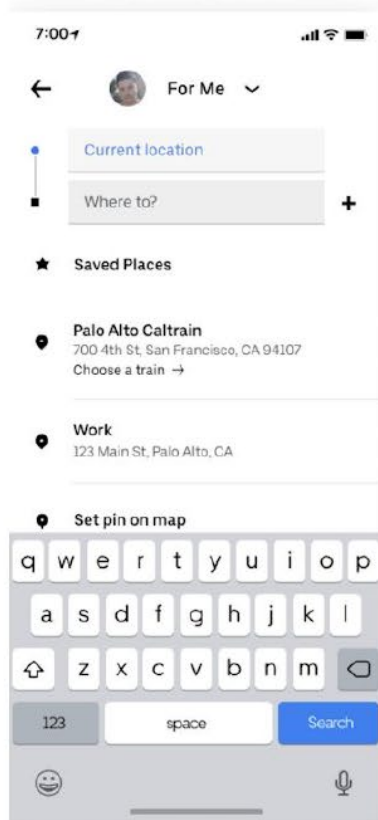
- Riders will choose based on:
  - Cost
  - Wait Times
  - Access considerations
- TAM's \$5-off Coupon code for First/Last Mile Services aligned with Marin Transit Connect Fare structure



# Integrated Real-Time Transit Data



# Make My Train Feature



# Connect2transit.com



[Home](#)

[FAQ](#)

## Download the App



Download the Uber app to get started.

## Get the Voucher



Use this voucher link to unlock ride discounts up to \$5.

## Where To?



Enter a destination and review your options.

## Choose Your Ride



Select the best ride for you!

## What is Connect2Transit?

Connect2Transit offers three new features in the Uber app to help you get around Marin County:

1

Discounts on shared rides to and from major transit stations

2

On-demand microtransit service available within the Uber app

3

Real-time public transit departure information





# Questions and Discussion

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