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
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

Choose a ride

Economy
- Newer cars with extra legroom

Pool 2
- 1:50-1:59pm
- Shared rides with the option to walk
- $8.62

Transit
- 1:55pm
- Public transit routes in your city
- $2.00

UberXL 6
- 1:43pm
- Affordable rides for groups up to 6
- $15-18

Choose a route

Marin Civic Center SMART Station

711 Grand Ave

Economy
- Leaves in 11, 27, 41 min
- 1:56pm
- $2.00

Pool 2
- Leaves in 27, 82 min
- 2:24pm
- $2.00

Transit
- Leaves in 55, 119, 151 min
- 2:36pm
- $3.50
Make My Train Feature

Choose a train

- **Limited**
  - San Francisco
  - 7:22am
  - On Time

- **Baby Bullet**
  - San Francisco
  - 7:24am
  - Was 7:13am

- **Baby Bullet**
  - Choose a dropoff time
  - 7:28am
  - On Time

- **Limited**
  - San Jose Diridon
  - Choose a dropoff time
  - 7:38am
  - On Time

- **Local**
  - San Francisco
  - Choose a dropoff time
  - 9:08am
  - On Time

- **Baby Bullet**
  - San Francisco
  - Choose a dropoff time
  - 8:33am
  - On Time

- **Limited**
  - San Francisco
  - 9:05am
  - On Time

Choose a dropoff time

Train leaves at 7:38am

7:28am Recommended

7:39am

Leaves now

Schedule a ride

Pickup at 7:15am

Choose UberX

Pool $2:
- 7:33am dropoff
  - $8.44

UberX $4:
- 7:12am dropoff
  - $14.97

Personal
- Via
  - $19.95

Transportation Authority of Marin

Making the Most out of Marin Transportation Dollars
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

Derek McGill
TAM Planning Manager
dmcgill@tam.ca.gov

Scott McDonald
Senior Transportation Planner
smcdonald@tam.ca.gov