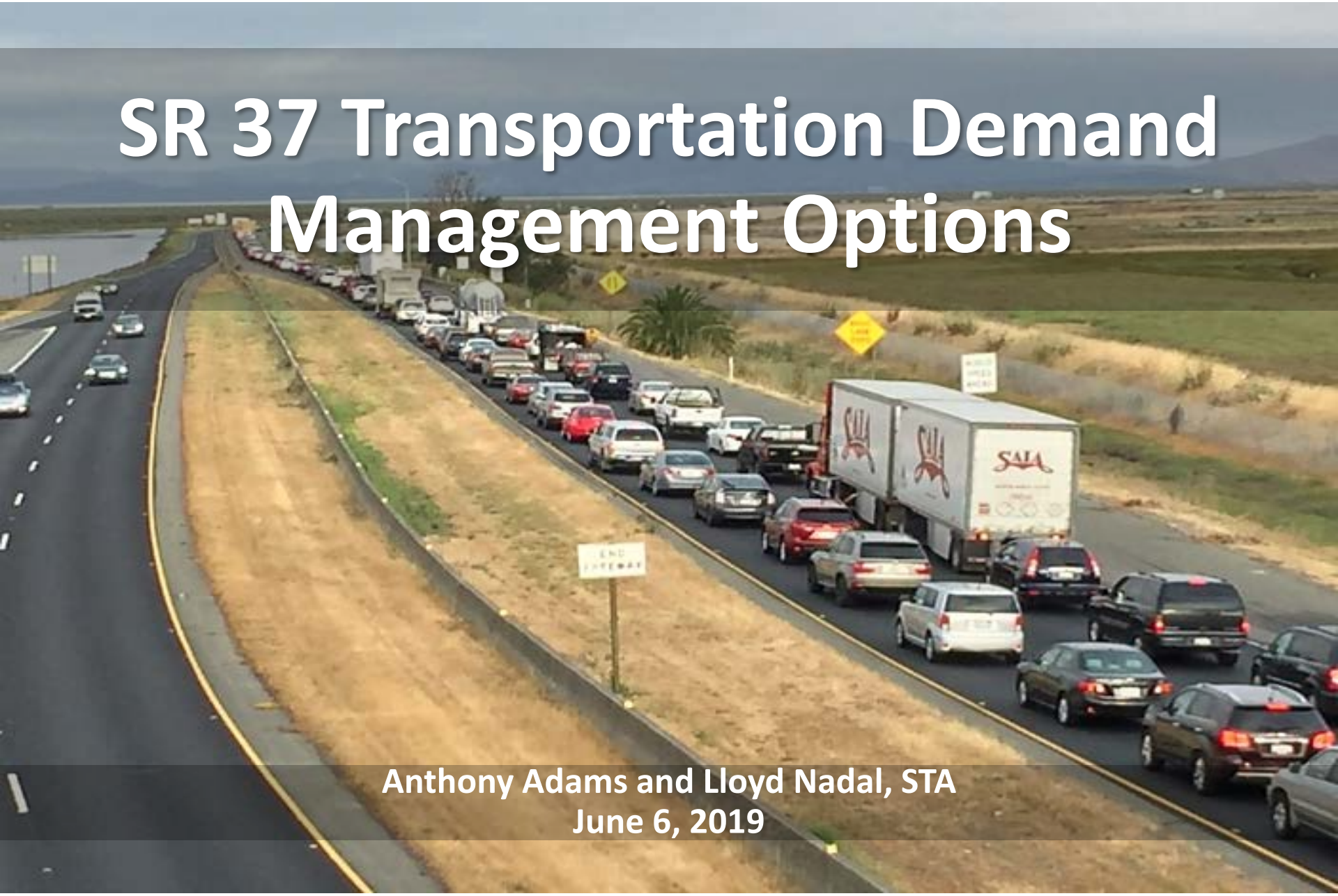
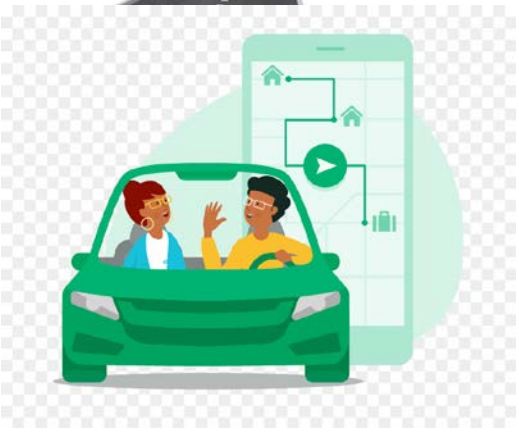
SR 37 Transportation Demand Management Options



Anthony Adams and Lloyd Nadal, STA
June 6, 2019

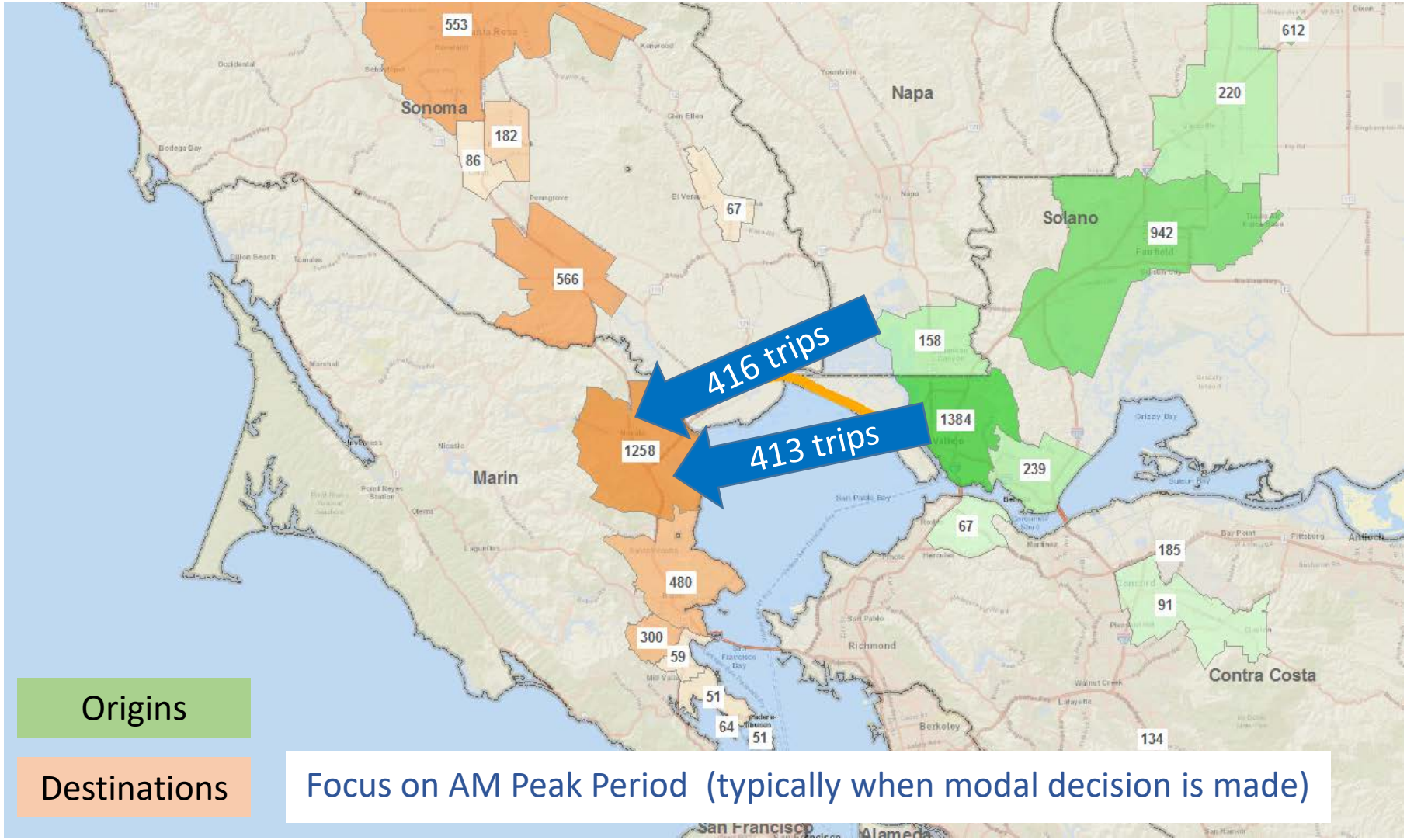
Previous Findings from the NVTA *SR 37 Transit Study*

- Corridor serves lower density, dispersed development patterns
- Mostly long-distance work trips
- High percentage by those earning below Bay Area median income
- Suggests **on-demand and pooling** as opposed to fixed route service



Segment B - Westbound AM

There are only 2 Large O-D Pairs on the SR 37 corridor



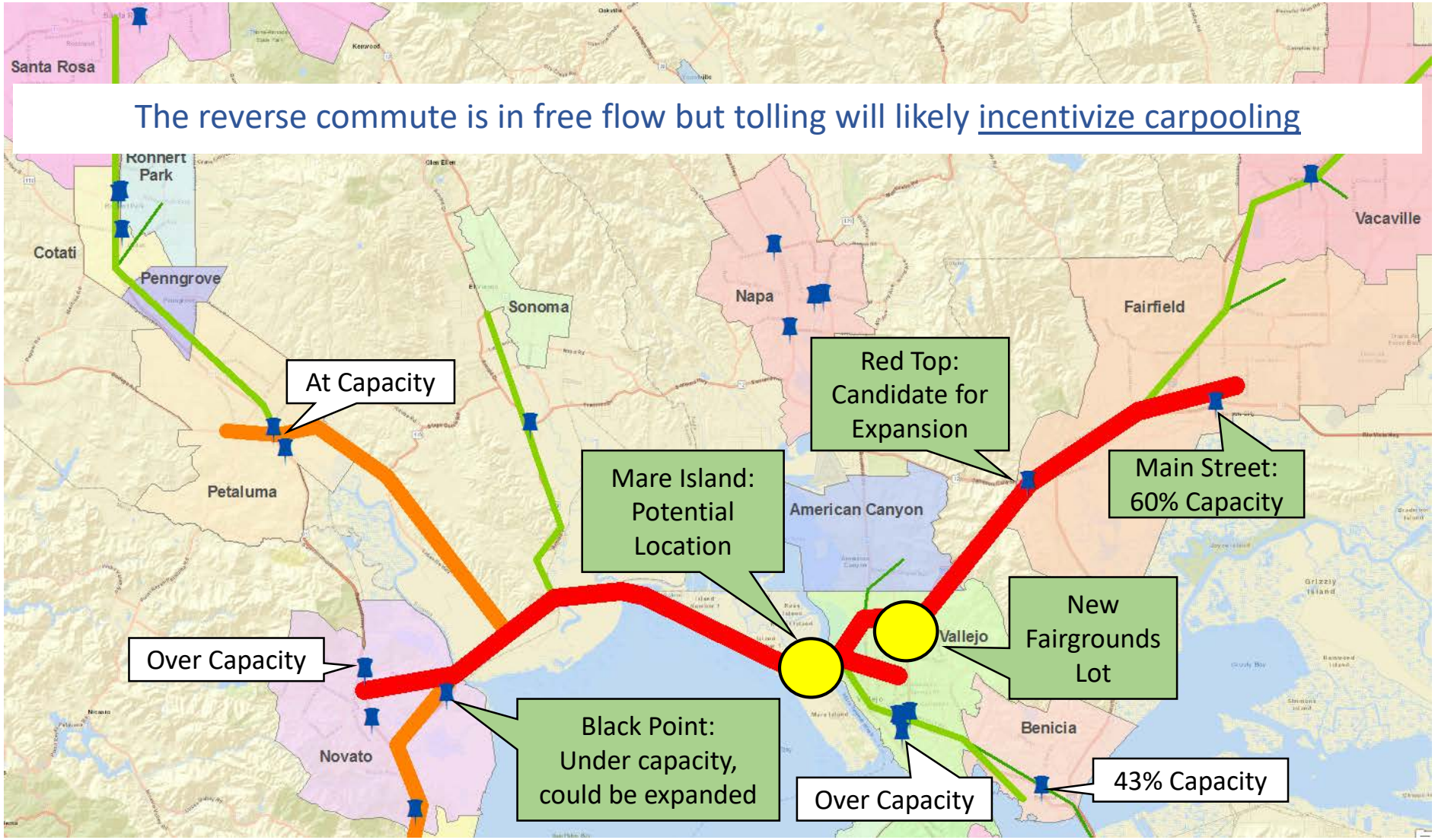
Origins

Destinations

Focus on AM Peak Period (typically when modal decision is made)

Expanded Park and Ride System

The reverse commute is in free flow but tolling will likely incentivize carpooling



Existing Park and Ride Lot

Potential Opportunity

Pooling and TNC Options

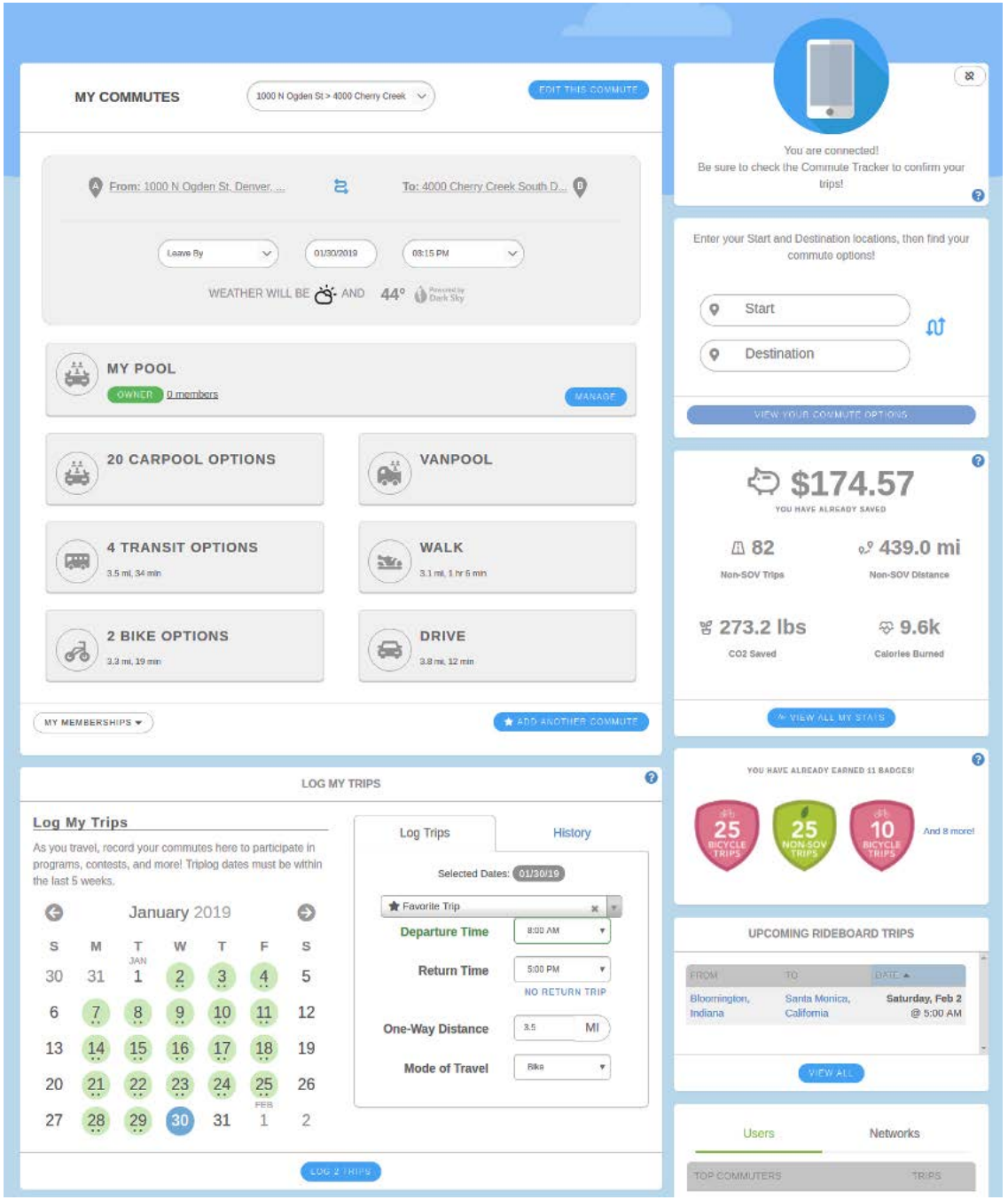
- Facilitate formal and casual carpool
- Provide streamlined app-based incentives
- Utilize existing and planned new Park & Ride lots for carpooling
- Provide first-last mile solutions from Park & Ride lots to employment centers

Mobility-as-a-Service (MaaS) Online Platform

vcommute.org

marincommutes.org

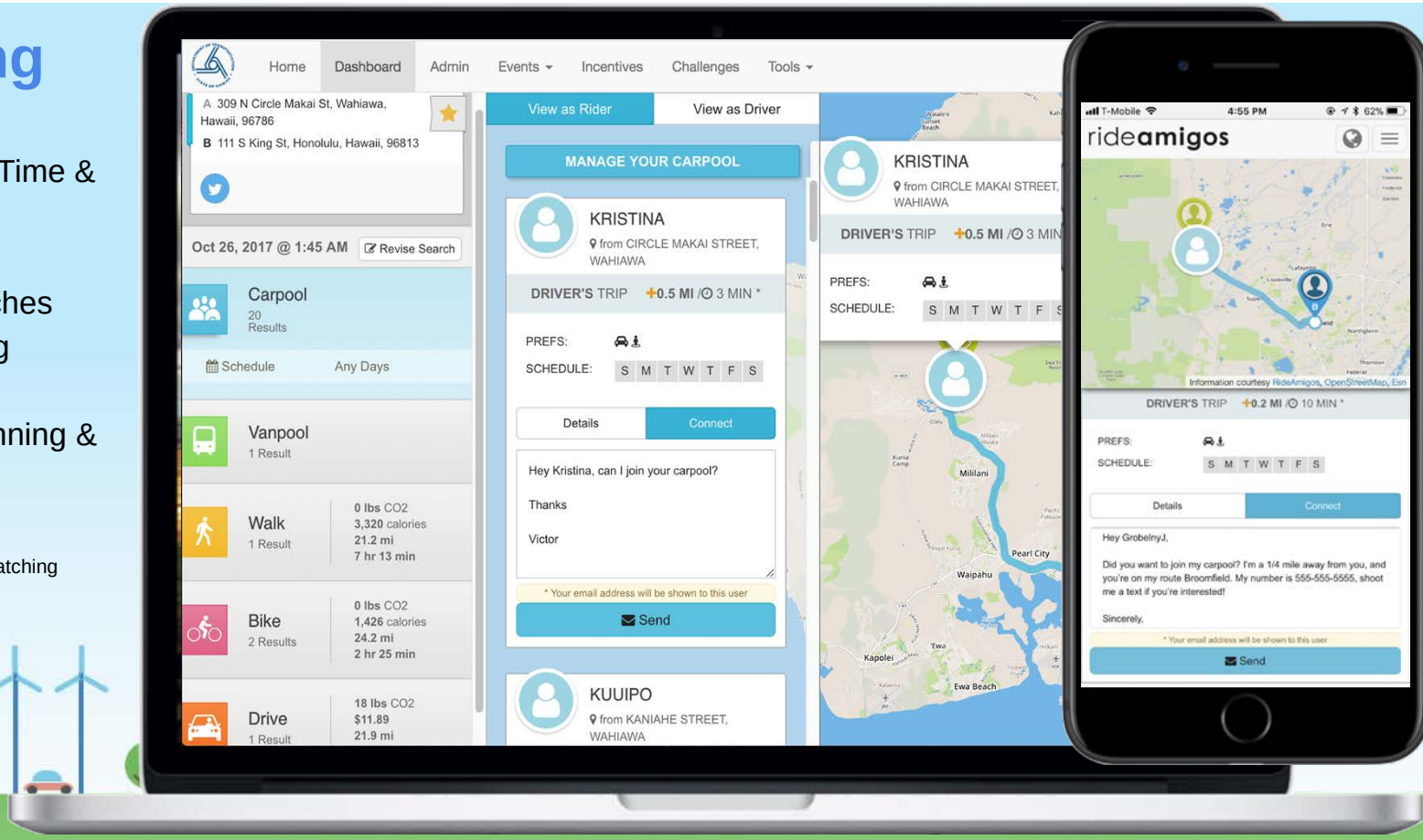
commuterinfo.net



Trip Planning

- Origin/Destination
- Arrival/Departure Time & Date
- Days of the week
- Corridor Trip Matches
- Secure Messaging
- One-Time Trips

  Alt Mode Trip Planning & Matching
  - Vanpool Matching
  - Transit Linking
  - Bike & Bikepool Matching
  - Walking
  - Solo Drive

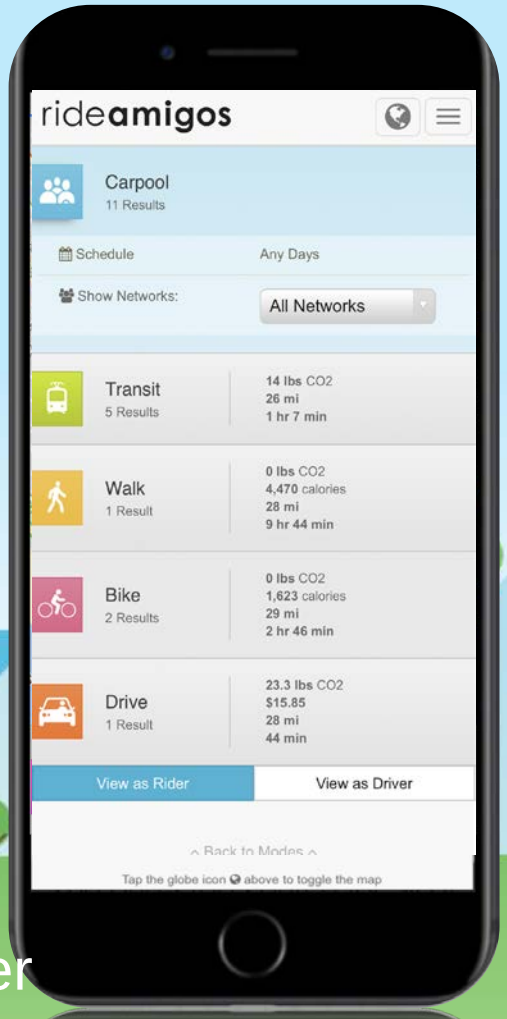


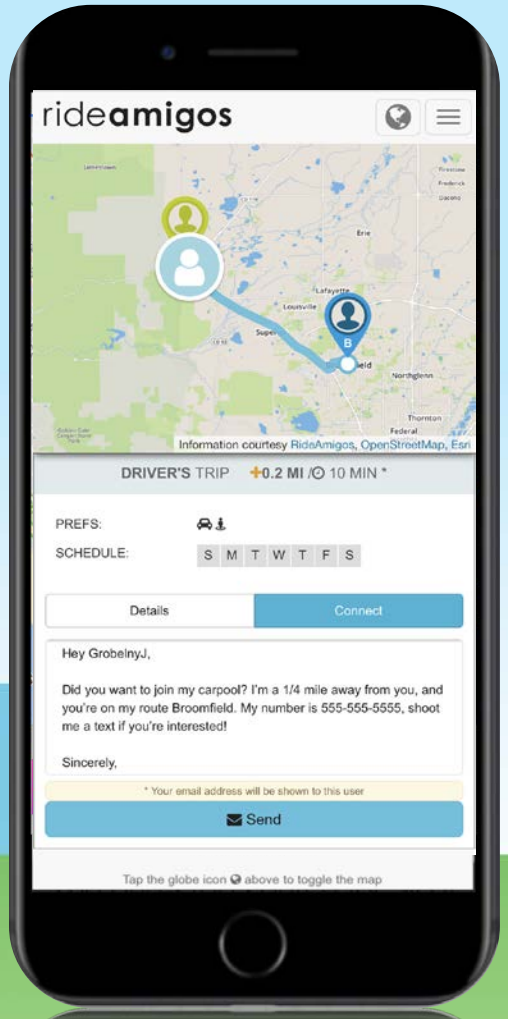
Ridematching Functionality

Ridesharing

Origin/Destination
Arrival/Departure Time & Date
Days of the week
Preferences (gender, non-smoker, driver)
Corridor Trip Matches
One-time trips
Alt Mode Trip Planning & Matching

- Vanpool Matching
- Transit Linking
- Bike & Bikepool Matching
- Walking

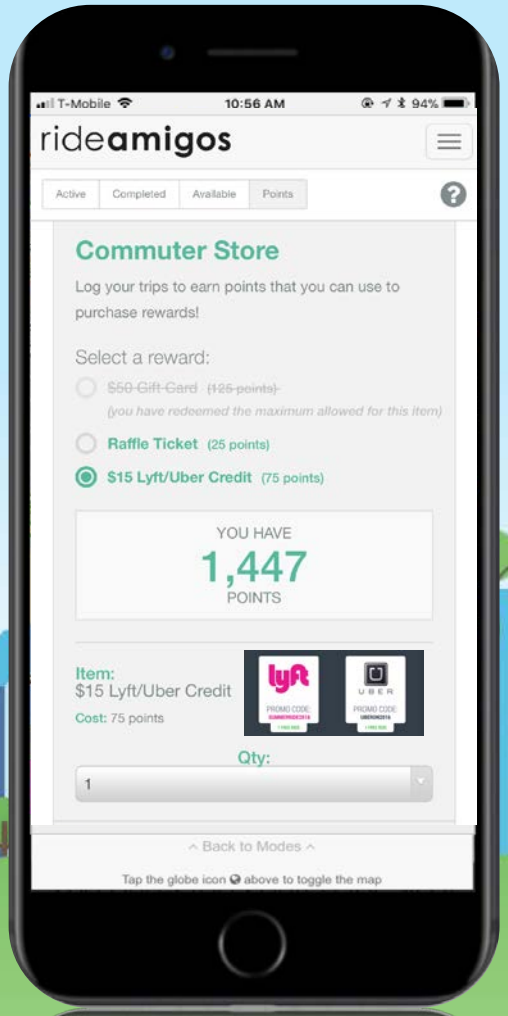




rideamigos trip planner

Incentive Programs

User Dashboard
Profile Management
Multi-Language Support
Incentive & Reward Redemption
Guaranteed Ride Home
Automated Trip Logging



rideamigos
digital incentives & rewards

Real-Time Data

rideamigos Commute Tracker

Users can easily log their commutes with our state of the art Commute Tracker

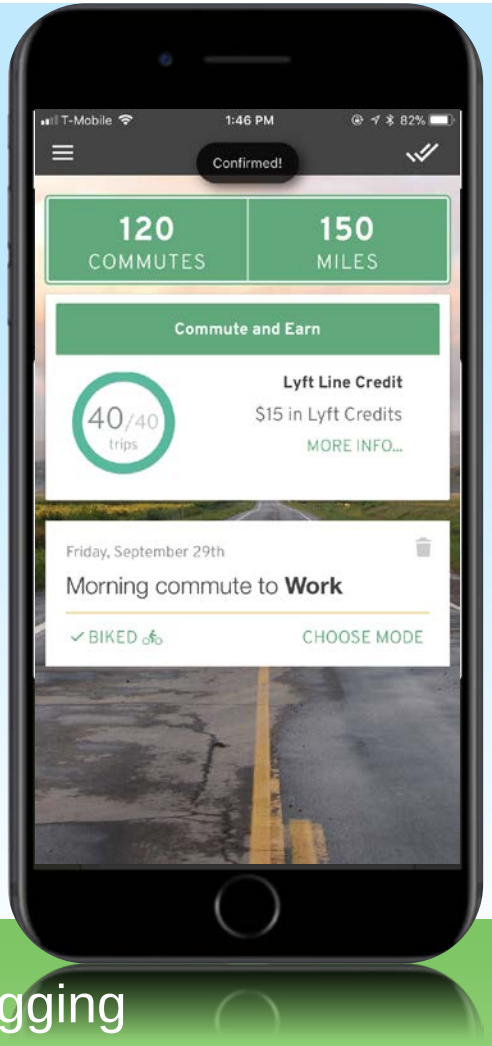
Moves: Autolog biking and walking trips

Strava: Autolog biking and walking trips with over 90 activity device & apps

eg. Fitbit, Garmin, Apple, TomTom, Runkeeper, Google Fit, Jawbone, etc

Scoop: Autolog Carpool trips

Waze: Autolog Carpool trips

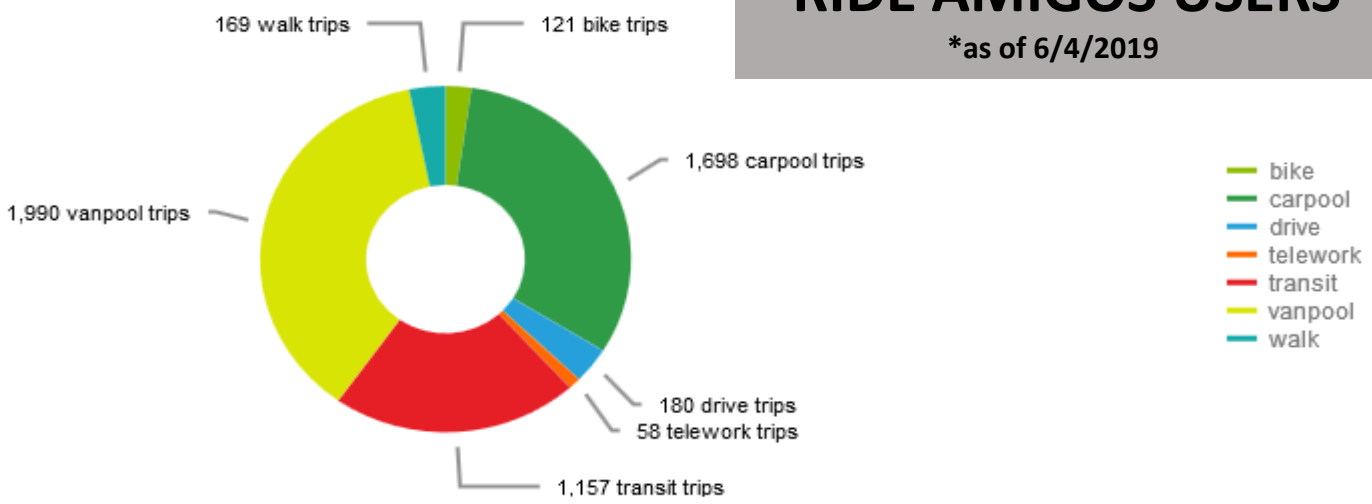


rideamigos automated trip logging

Mode Breakdown beta

SOLANO COUNTY RIDE AMIGOS USERS

*as of 6/4/2019



MODE	USERS	TRIPS	MILES	DOLLARSSAVINGS	CO2SAVINGS	CALORIES
vanpool	24	1,990	83,606	39,379	22,657,326	0
carpool	32	1,698	54,420	15,401	10,013,286	0
transit	11	1,157	52,298	6,067	12,133,098	0
drive	11	180	3,685	0	0	0
walk	3	169	102	58	37,410	10,166
bike	6	121	850	481	312,883	42,511
telework	3	58	2,456	1,390	903,808	0
TOTALS:	**90**	**5,373**	**145,119**	**$62,776**	**46,057,811**	**52,677**

DOWNLOAD CSV

Next Steps

Near-Term

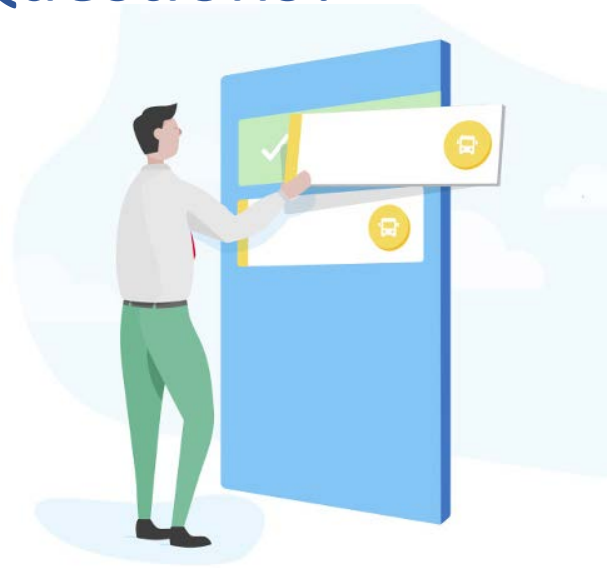
- Partnership effort by 4 North Bay County Transportation Agencies to apply for BAAQMD *Pilot Trip Reduction Program* to pilot SR37 Corridor TDM Program
- Establish Pilot Universal Incentive Programs for SR 37 commuters (potentially using Ride Amigos)
- The new SR 37 Fairgrounds Drive "Six Flags/North Vallejo" Bus Stop will be operating **July 1st** with Solano Express Red Line Service

Bay Area Air Quality Management District

Longer-term

- SR 37 Corridor **Express Bus Service** deployed with Interim Segment B infrastructure improvements
- Expand the SR 37 Corridor Park and Ride system

Questions?



TDM Program Contacts

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- Danielle Schmitz/Diana Meehan, NVTA
- Dana Turrey, SCTA
- Scott McDonald, TAM

STA
Solano Transportation Authority

Solano Mobility

scta
SONOMA COUNTY TRANSPORTATION AUTHORITY

NVTA
NAPA VALLEY TRANSPORTATION AUTHORITY

TAM
Transportation Authority of Marin