Think You Can Solve Traffic?
Travel Rewards Research Pilot
www.metro.net/solvingtraffic
We’ve created an accelerator forum for sharing solutions.
Think You Can Solve Traffic?

Problem Statement: Solve Traffic with Pricing
Vision 2028 Goal: Double non-SOV trips by 2028
Think You Can Solve Traffic?

Outcome: >200% uptick in UP’s
3 months Nov 2018 – Jan 2019

Received: 54 proposals
Advancing: 9 proposals
Think You Can Solve Traffic?

WeReceived 7 Travel Rewards Proposals: Rideshark, Lumm, Miles, SPLT, The Rideshare Company, Adventure of Lifetime OU (Geme.io), and Skybus.

Drive Alone
Travel Rewards Research Pilot

Research Question: What is the lowest price point to nudge SOV to non-SOV?

- Programmatic and monetary incentives

Drive Alone

\[ \text{Money} + \text{Car} = \text{Train} + \text{Plane} + 2 \]
<table>
<thead>
<tr>
<th>Row #</th>
<th>For comparison: TDM Program efficacy</th>
<th>Annual cost of non-SOV commute</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gates Foundation TDM: $12 SOV fee yields 32% SOV</td>
<td>-$432</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Stanford-like&quot; TDM: $3 SOV fee yields 50% SOV</td>
<td>$0</td>
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<tr>
<td>3</td>
<td>Self-motivated bike or carpool</td>
<td>$0</td>
</tr>
<tr>
<td>4</td>
<td>Go Pass for downtown TechCo at 35% Caltrain mode</td>
<td>$814</td>
</tr>
<tr>
<td>5</td>
<td>Go Pass for Stanford campus @ 17% mode share</td>
<td>$1,676</td>
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<tr>
<td>6</td>
<td>Go Pass for an employer with 10% mode share</td>
<td>$2,850</td>
</tr>
<tr>
<td>7</td>
<td>Private express bus service from SF, 25 riders</td>
<td>$3,508</td>
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<tr>
<td>8</td>
<td><strong>New structured parking space (SOV commute)</strong></td>
<td>$3,908</td>
</tr>
<tr>
<td>9</td>
<td>Employer housing stipend to live close to work</td>
<td>$10,000</td>
</tr>
<tr>
<td>PATMA Program Efficacy</td>
<td>Annual cost of non-SOV commute</td>
<td></td>
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<tr>
<td>------------------------------------------------------------</td>
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<tr>
<td>Waze Carpool</td>
<td>$1,255</td>
<td></td>
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<tr>
<td>Transit Pass Subsidy - pass outlay</td>
<td>$1,572</td>
<td></td>
</tr>
<tr>
<td>Transit pass subsidy including staff time: $2,072</td>
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<td>Lyft Program</td>
<td>$2,028</td>
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<td>Scoop Program</td>
<td>$2,635</td>
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</tbody>
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Examples of Some Existing Travel Rewards Technology Platforms and Programs

not an exhaustive compilation
20,000+ people rewarded for sustainable travel in Bologna

In 2017 and 2018, the BetterPoints platform powered the six-month Bella Mossa programmes that encouraged fewer single-occupancy car journeys in the Italian city of Bologna.

- 787,000 journeys on foot
- 590,000 cycle journeys
- 508,000 public transport journeys
- 5,450 car-sharing journeys
- 1.4 million kg CO2 emissions saved
- 167 million calories burned
Connect Waze Carpool to RideAmigos

RideAmigos wants to access:

🔗 Completed carpools
Information about your completed carpools - including your work location, time, and distance of each carpool

🔗 If a carpool included coworker
RideAmigos may know that you have carpooled with a co-worker, if your co-worker uses the same corporate RideAmigos account AND connected Waze Carpool to RideAmigos

Allow  Cancel
MOD Sandbox Demonstrations
Independent Evaluation

City of Palo Alto and Prospect Silicon Valley Bay Area
FVC Demonstration Project Evaluation Plan
#DitchYourCar

I’m into sharing.
This app rewards commuters for choosing public transit, biking, car sharing, or walking over driving

Velocia, Miami’s new transit app, creates a virtuous cycle by giving you free rides when you use any transportation option that isn’t a private car.
Travel Rewards Research Pilot

Requirements & Components

**POPULATION**
- Method
- Min #
- % of transit dependent

**INCENTIVES**
- Types/structure

**TECHNOLOGY**
- Automated travel diary
- Deliver rewards

**TEAM**

Metro
Travel Rewards Research Pilot

Requirements & Components

PILOT COST & SCALE
INNOVATIVE FINANCE
TIMELINE
Travel Rewards Research Pilot

Requirements & Components: **Team**

- Technology Partner
- University Partner / Non-Profit Think Tank
- Community Based Organization
- Large Employers (min 5 or another method)
Travel Rewards Research Pilot: **Next Steps**

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<tbody>
<tr>
<td>Draft Scope</td>
<td>Fall/Winter 2019</td>
</tr>
<tr>
<td>Release RFP</td>
<td>Early 2020</td>
</tr>
<tr>
<td>Award Contract</td>
<td>Summer 2020</td>
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With guidance from TYCST Review Team including Planning, Rideshare/General Services, TAP, Marketing, VCM.
Travel Rewards Research Pilot: Contact

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