

scoop

TO



Carpooling to BART: Past, Present, Future

Integrated Carpool to Transit Program
Mobility on Demand Sandbox Grant



METROPOLITAN
TRANSPORTATION
COMMISSION



U.S. Department
of Transportation
Federal Transit
Administration



Parking Challenges

- 44,000 spaces - full by 8AM
- 48,000 people on monthly waitlist

**High
Parking
Demand**

**Low
Parking
Efficiency**

1.1
passengers
per space



BART's Legacy Carpool Program

STEP
1

Each carpooler applies online and prints out a permit.

Or: One driver fills out two online forms, prints out two permits and says they're a carpool.

STEP
2

Park in a carpool space and put driver and passenger paper carpool permit on the vehicle dashboard.

STEP
3

Assume all these vehicles arrived at BART with two passengers.

We did a little sleuthing, and in reality only about half do.

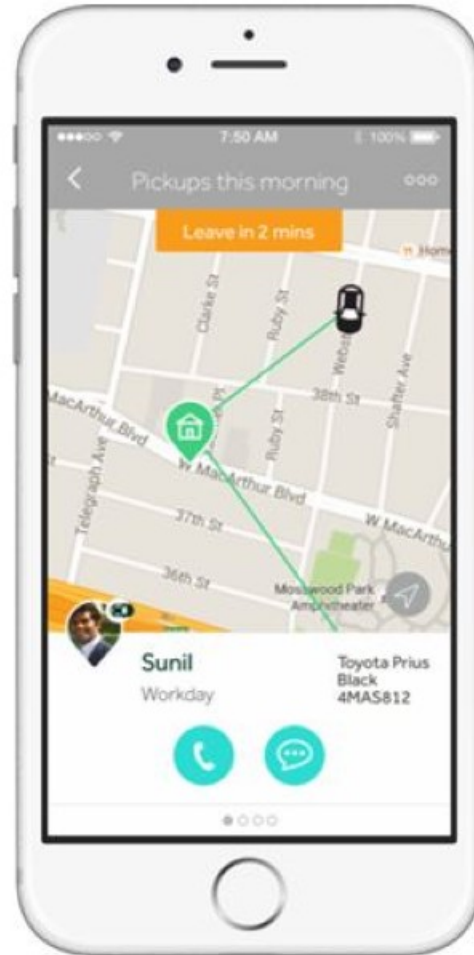
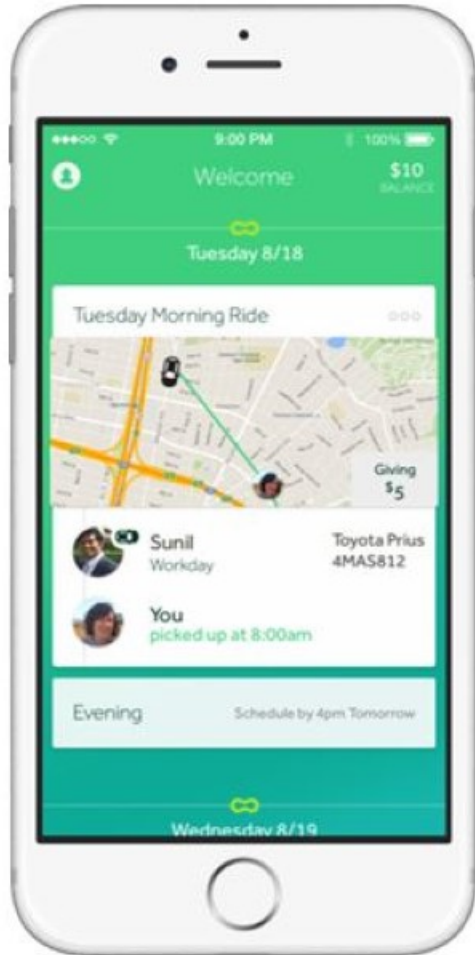


511's Partnership Program & Scoop to BART





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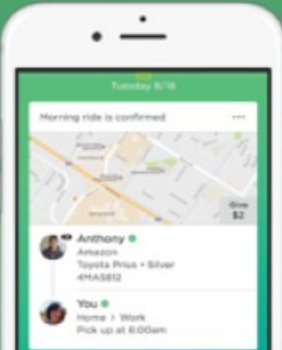


- **Commuter-based carpool matching app**
- **Trips scheduled in advance**
- **Payment exchanged through app**
- **Available for most origins and destinations in the Bay Area**










Scoop to BART Program

- **Incentivize carpooling** to BART by guaranteeing participants a parking space until 10 AM – let's people travel when best for them, not driven by parking lot fill time.
- **Improve efficiency** by filling seats in vehicles already driving to BART.
- Provide **new affordable options** to access station.
- User fees covered program costs -- **sustainable business model**



Guaranteed* BART parking
at this station when you
carpool with Scoop!

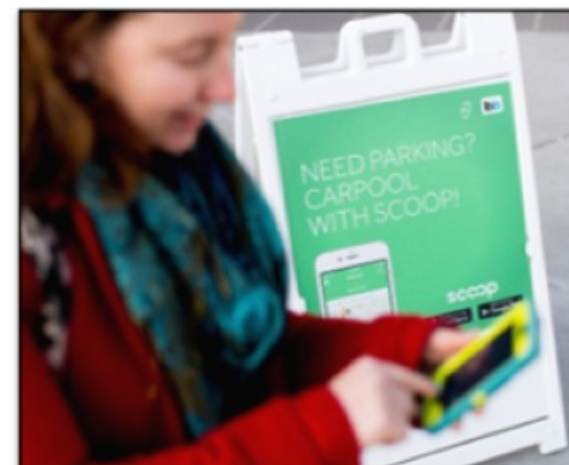
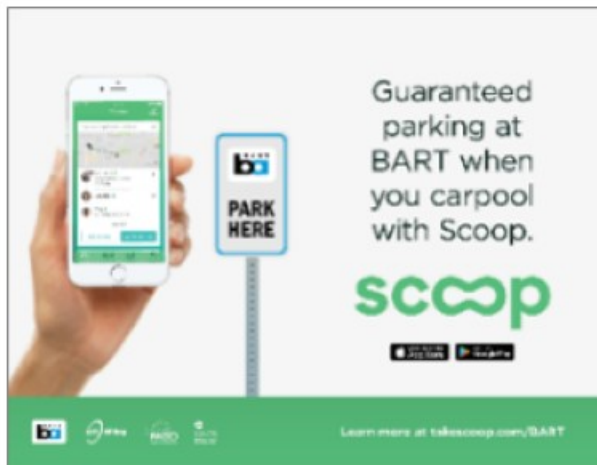
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*Some conditions apply - see all at bart.gov/scoop and scoop.bart.gov



Extensive Marketing Program

- **In person outreach**
- **Postcard handouts**
- **Posted advertising (banners, A-frames, paid station advertising)**
- **Emails, social media, websites**
- **Press releases (BART and MTC)**
- **Marketing video**
- **Outreach to employers**
- **Digital platform displays**





Program Availability

17 of 36 stations with parking

January 2017:

Dublin/Pleasanton

September 2017: Millbrae,

San Bruno

October 2017: Pleasant Hill,

Concord

November 2017: Rockridge,

Orinda

February 2018: Union City

March 2018: Daly City, Colma,

South San Francisco

May 2018: Warm Springs,

Lafayette, Walnut Creek,

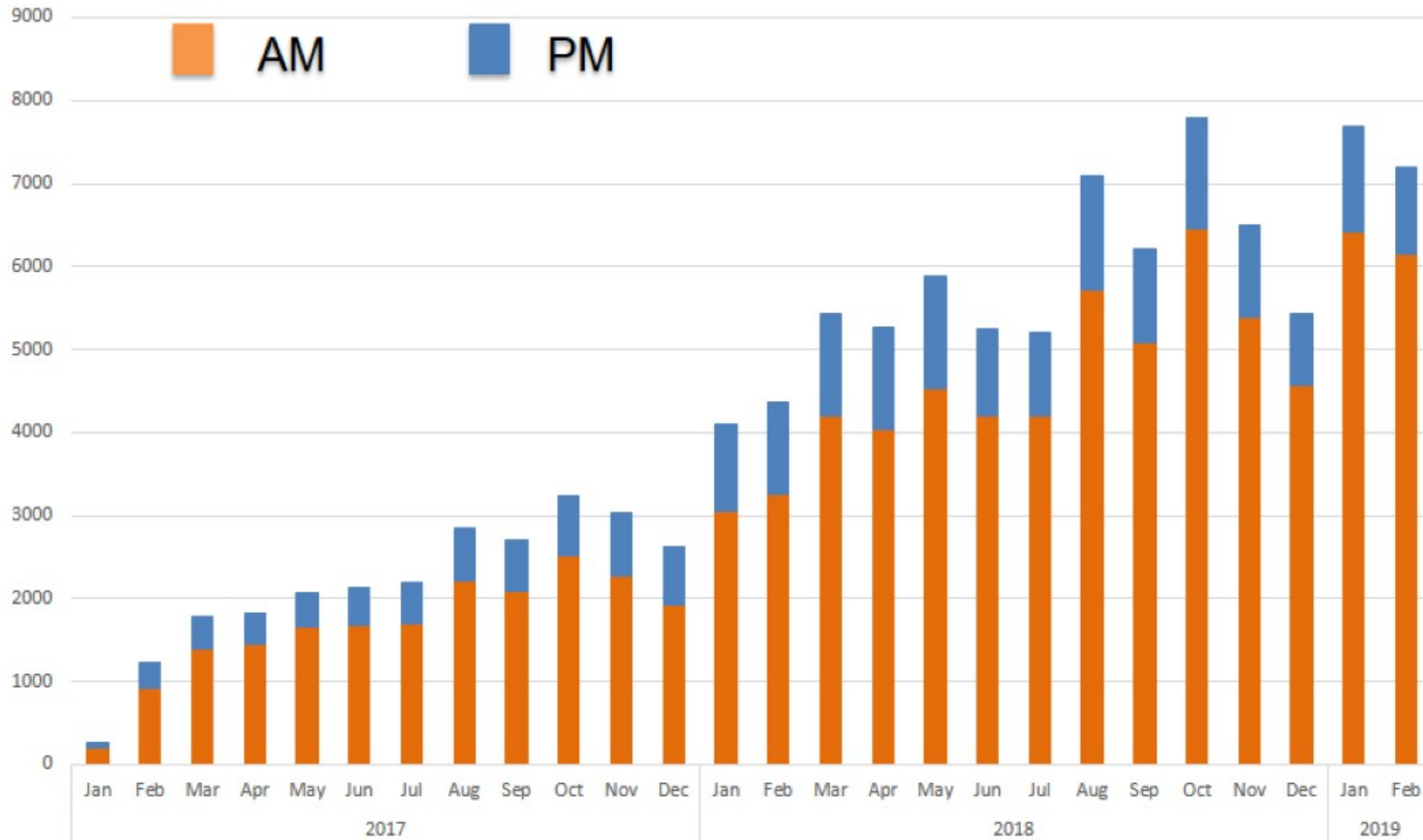
North Concord, Antioch

June 2018: West Dublin





Matched Person Trips to BART





Feedback

- A feedback form will be emailed to all participants following the webinar. Please take a few minutes to fill it out – we value your input. The form contains information for those requesting Professional Development Hours (PDHs).
- To receive notifications of upcoming T3s, send an email to T3@dot.gov with “Add to mailing list” in the subject line.

Thank you!



Contact and Resources

- Contact us at: T3@dot.gov
- ITS PCB: <http://www.pcb.its.dot.gov>
- CITE: www.citeconsortium.org

Thank you!