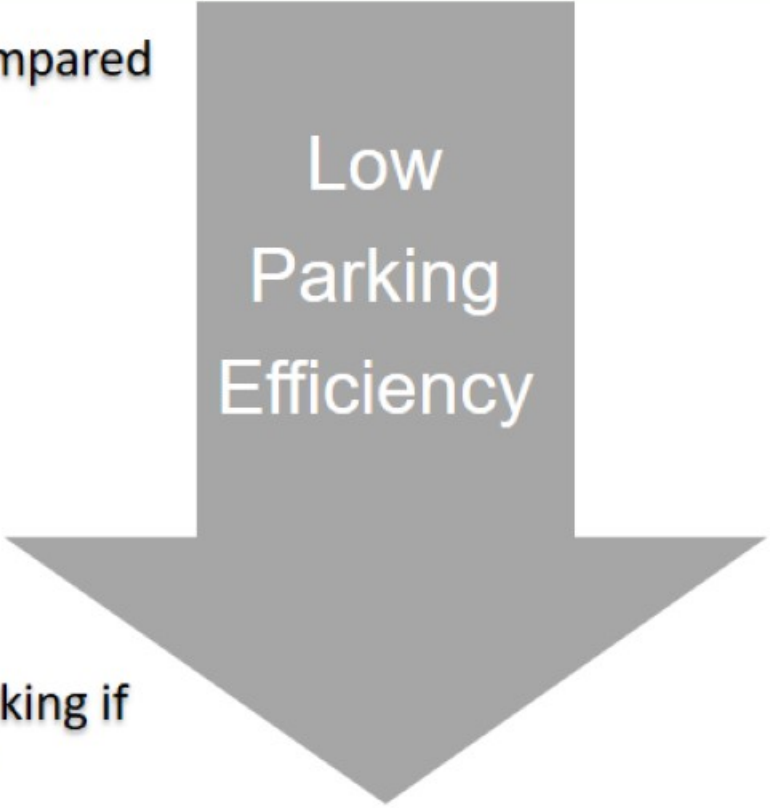




Program Outcomes

- 2.26 passengers/car compared to 1.12/car overall
- Fraud rate: unknown

A large, grey, downward-pointing arrow is positioned on the right side of the slide. It contains the text "Low Parking Efficiency" in white, centered within the arrow's shaft.

Low
Parking
Efficiency

A large, orange, upward-pointing arrow is positioned on the left side of the slide. It contains the text "High Parking Demand" in white, centered within the arrow's shaft.

High
Parking
Demand

- Patrons guaranteed parking if they bring a passenger
- 100,000+ passenger trips
- Parking permit, arrival flexibility, and cost savings top reasons for using program



Program Gaps and Issues

- **Verification**
 - Couldn't tell if participants took BART or actually carpooled
- **Enforcement**
 - Required separate list to verify payment
- **Equity**
 - Non-Scoop carpoolers didn't get guaranteed spot.
 - Not offered at all stations and only during commute times.
 - Restricted access for unbanked, without a smartphone or with a wheelchair.
- **Program Cost**
 - Financial model changed



Program Challenges

- Contract negotiations
- Contract administration
- Program stability
- Financial risk to BART
- Implementation of program elements
- Enforcement
- Data provision and accuracy
- Program evaluation
- Potential to terminate successful program

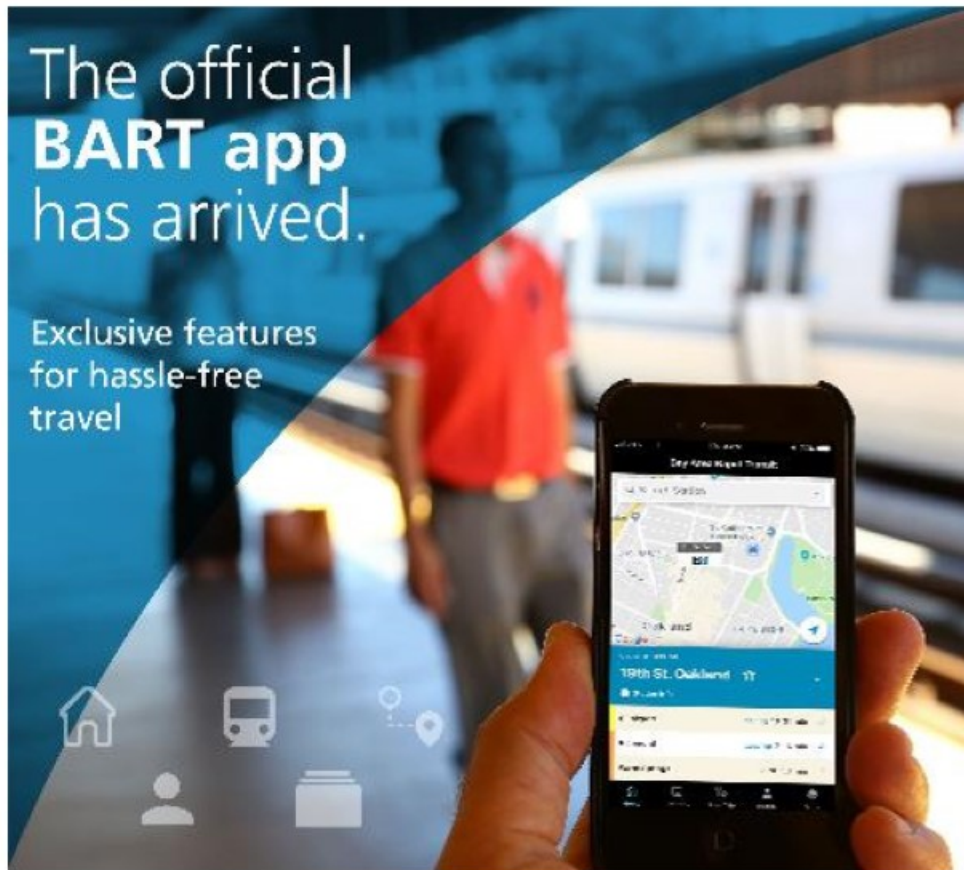


Partnership Challenges





BART's New Carpool Program



- New app and account capability
- Carpool parking available at all stations with parking
- Parking payment through app
- Verification through faregate entry with electronic fare media (Clipper card).



Lessons Learned

- Understand short term vs. long term goals
 - Do partner goals align?
- Assess stability of partner and business model
 - Is it a one-off solution or a stable product?
 - Is a subsidy required or is it sustainable?
- The pilot might not be the end program, but can help define the end program.



Scoop to BART

