A G E N D A

Supervisory Committee Meeting

400 Oyster Point Blvd, Suite 409, So. San Francisco

Tuesday, October 4, 2016

3:00 p.m. – 4:30 p.m.

CALL TO ORDER

Roll Call

PUBLIC COMMENT -Informational

CONSENT AGENDA -Action

A. Approval of August 9, 2016 Meeting Minutes

REGULAR AGENDA

1.	Chair's Report	-Oral Report
2.	Executive Director's Report	-Oral Report
3.	Dynamic Carpooling Projects in San Mateo County	-Discussion
4.	Hwy 101 Managed Lanes Project	-Discussion
5.	Fair Value Commuting White Paper	-Discussion
6.	STAR Platform Update	-Oral Report

CORRESPONDENCE, NEWS & UPDATES -Informational

ADJOURN -Action

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MINUTES

COMMUTE.ORG
SUPERVISORY COMMITTEE
August 9, 2016
400 Oyster Point Blvd, Suite 409, Conference Room, SSF

I. ROLL CALL

Supervisory Committee Members Present:	Maria Saguisag-Sid, City of Brisbane Christian Hammack, City of Redwood City Doug Kim, SMCTA Randy Torrijos, San Mateo County Kathy Kleinbaum, City of San Mateo Sam Bautista, City of South San Francisco Shirley Chan, City of Daly City
Staff in Attendance:	John Ford, Executive Director
Guests in Attendance:	Dante Hall, City of Foster City

The August 9, 2016 meeting of the Commute.org Supervisory Committee was called to order at 3:00 pm by Chair Saguisag-Sid.

II. ACTIONS/DISCUSSIONS

- From the Consent Agenda, the minutes of the June 8, 2016 meeting were approved as presented.
- From the Regular Agenda, the committee received an update from Mr. Ford on the FY 2016-2017 funding agreements. The C/CAG and SMCTA agreements have been finalized and signed. The MTC funding agreement has been delayed and may not become effective until December 2016.
- From the Regular Agenda, the committee discussed several innovative TDM projects that are underway in San Mateo County. Ms. Kleinbaum discussed the Connect San Mateo bike share and Scoop projects in San Mateo. Mr. Hall discussed another Scoop project in Foster City. Mr. Ford described a third Scoop pilot project at SFO. Mr. Ford described how ebikes were an item of discussion at the recent ACT conference in Portland. The committee agreed that it would be beneficial for the board to learn more about ebikes and how they might impact local cities.

- From the Regular Agenda, Mr. Ford discussed the status of the Guaranteed Ride Home program revamp. The City of San Francisco has implemented a commuter-based GRH program of their own, which will provide Commute.org another program to learn from as the ERH program gets updated.

- From the Regular Agenda, Mr. Ford used a PowerPoint presentation to show the soon-to-be launched my.commute.org site that is linked to the Ride Amigos Unity Platform. Final changes are being made to the Ride Amigos contract and the new site should be launched on or around September 1st. Employers are being recruited for the first of the networks.

- From the Regular Agenda, Mr. Ford updated the committee on recent staff changes. The two open positions have been posted and candidates will be have until September 7 to apply.

- The meeting was adjourned by Chair Saguisag-Sid at 4:10 pm.

Reduce Bay Area Commuting by 25%

New product/policy design and research on "Fair Value Commuting"
White Paper Version: September 25, 2016

by Steve Raney

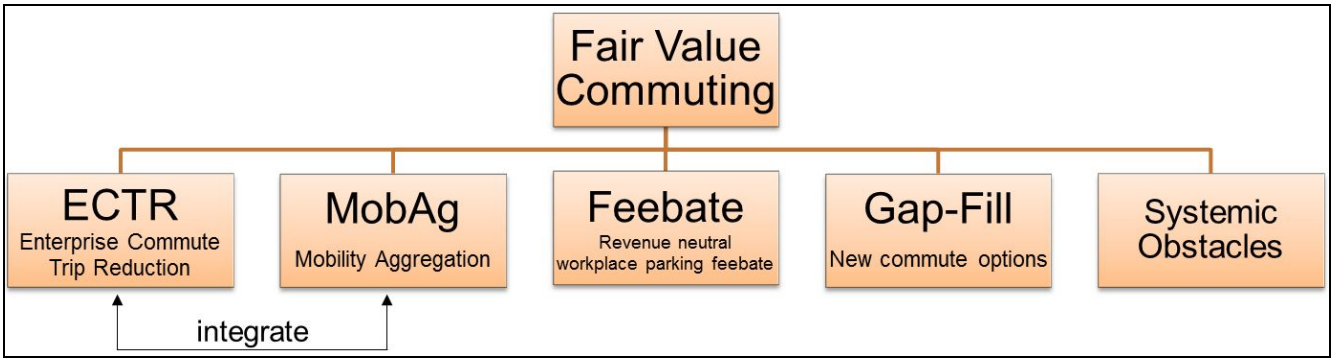
Joint Venture SILICON VALLEY NETWORK

For: Cities21

Executive Summary

California state, regional, and local public policy has coalesced around the recognition that solving the dual challenges of traffic congestion and climate change hinges on reducing the demand for single-occupant vehicle (SOV) travel. Shifting commute mode choice will lower per capita vehicle miles traveled (VMT), which reduces congestion and greenhouse gas (GHG) emissions.

Our comprehensive technology/policy solution is called Fair Value Commuting and it consists of five components:



- Enterprise Commute Trip Reduction (**ECTR**) software: a) meets the needs of employers in assisting employee commuting, b) expands upon current payroll commute benefits programs, c) provides a real-time commute mode split dashboard of all employee commutes, and d) allows for fine-tuning of fees to discourage SOV travel and rebates/incentives to encourage non-SOV commutes. ECTR software vendors include Luum and RideAmigos.
- Mobility Aggregation (**MobAg**) software provides a smartphone app with a seamless combination of public/private transit/microtransit, bikeshare, rideshare, carshare, vanpool, and electric scooter/bike "loan-to-own," with smartphone e-payment. MobAg apps integrate next-generation mobility services including Lyft, Uber, Scoop, ZipCar, and Car2Go. MobAg vendors include Moovit, Transit App; Urban Engines; TripGo; Swiftly; Ventra by Cubic, Moovel, and GlobeSherpa; Xerox (GoLa) and Siemens. ECTR/MobAg integration consists of: a) ECTR provides e-cash to the MobAg app to pay for trips, and b) the MobAg app reports commute mode to the ECTR app. The MobAg app validates commute modes that use e-payment or, where necessary, automatically detects commute mode.
- A "revenue-neutral workplace parking **feebate**" charges a fee for SOV commutes, collects that revenue, and rebates that revenue to non-SOV commutes. ECTR enables feebate implementation including small, palatable initial fees. Accounting is such that: a) there is no cost to employers, and b) ECTR vendors take their fee out of the SOV revenue.
- "**Gap-Filling**" describes geographic information systems (GIS) analytics to identify commute vectors with poor alternatives and the subsequent attempts to improve options for those vectors. A commute vector is a directional line beginning at home and ending at work. As feebate shifts commute mode, innovative services become more financially viable to fill gaps. Gap-fillers include: low-income transit subsidies,

e-scooter first/last mile,[1] Lyft/Uber first/last mile, increases to commuter rail capacity, bike network analysis/improvements to reduce stress, e-bikes for 5-10 mile commutes, peer-to-peer rideshare (IE Scoop, Lyft Carpool, and WAZE RideWith), public microtransit (VTA Flex[2]), private microtransit (Bridj, Chariot), private motorcoach (RidePal), telecommuting, and autonomous first/last mile public microtransit (EasyMile).
- Alleviating **systemic obstacles** such as: a) enable better public transit routes that cross county borders (The Bay Area has 24 different public transit agencies), b) better integrate public transit fares for multi-agency trips, c) modernize public transit electronic payment as fast as possible, d) develop a healthy, interoperable mobility software ecosystem, following open standards.

As of Fall 2016, Fair Value Commuting (FVC) is about 40% of the way to becoming a robust, scalable solution. Full maturation is achievable within the next two years.

Stanford University's commute trip reduction program for 30,000 daily commuters provides a scalable FVC starting point. Stanford charges SOV commuters for parking permits (equivalent to about $4/day SOV fee for the best parking spots)[3] and rebates that revenue for non-SOV modes including Caltrain commuter rail, VTA transit, bike, and carpool.[4] Stanford fills gaps with Marguerite shuttle bus, electric bikes/scooters, and ride.com on-demand rideshare. Stanford is active in electric bike/scooter and autonomous microtransit[5] research for future gap-filling. Stanford's program reduced SOV commuting from 75%[6] to 50%, eliminating the need for $107M in new parking structures.[7]

An expert process found that "similar-to-Stanford, revenue-neutral workplace parking feebate" ranked high for political viability out of eight congestion reduction policies designed to significantly reduce VMT. Six policies scoring far lower on political viability were: $5/gallon gas tax increase, $0.20/mile road user charge, $5/day cordon charge[8], $5/day workplace parking charge, $5/day workplace non-SOV incentive (often called "parking cashout"), and muscular freeway traffic control measures. As FVC deployment spreads, political viability will likely increase further. Given a series of FVC success cases, gradual performance-based FVC city ordinances (called "Sliding Commute Trip Caps") may be enacted by a group of City Councils with a simple majority votes. California's Proposition 26 requires an unattainable supermajority vote for five of the lower-scoring congestion policies.

Benefits of Bay Area-wide FVC implementation:[9]
- Over three years, gradually reduces SOV commute mode share from ~75% to ~50%.
- For 2.9M Bay Area commuters, reduces 1M car trips/day, 1.3M tons/GHG/year, 3.4B VMT/year at a "negative cost" of -$558/ton reduced.
- Creates $670M/year in new transit, biking, carpool, and smartphone mobility funding out of thin air (equivalent to a half-cent sales tax).
- Frees 3,700 acres of surface parking (worth $11B) for higher use.
- Reduces regional traffic congestion delay, improving economic competitiveness.
- Doubles transit and bike mode share.
- Helps struggling smartphone mobility services reach critical mass. HOV lanes will fill while traffic goes down.
- Benefits lower-income workers more than higher-income workers.
- Avoids billions for auto-centered, demand-inducing projects that are misaligned with climate objectives, such as freeway expansion and new parking structures.

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[1] "first/last mile" defined: The "first mile" problem addresses traveling from home to transit over a distance of zero to two miles. The "last mile" problem addresses traveling from transit to work over a distance of zero to two miles.
[2] Santa Clara Valley Transportation Authority (VTA) "Flex" on-demand van transit pilot, Jan.-June 2016. See: https://twitter.com/Cities21/status/685519454055215104
[3] "A" parking is $81/month, while the less convenient "C" is $30/month.
[4] Funding from Stanford General Use Permit assessments for development projects augments the SOV fee revenue some.
[5] Stanford Linear Accelerator pilot: http://smartamerica.org/teams/autonomous-robotics-for-installation-and-base-operations-aribo/
[6] We assume Stanford was at roughly 75% SOV in 1990. Stanford was at 72% in 2002 - per "TDM at Stanford University," Slide #19, August 2013, by Brodie Hamilton. http://bit.ly/1RCmSS2
[7] $107M per "TDM at Stanford University," Slide #24, August 2013. http://bit.ly/1RCmSS2. As of 2016, Stanford has gone away from calculating parking savings. Stanford has fewer parking spaces in 2016 than it had in 2001.
[8] "Cordon charging" or "cordon pricing" is a system in which vehicles entering a defined geographic area are assessed a fee.
[9] GHG and benefit calculations provided in Section 10F.

- Creates a large, new voting constituency in favor of new transportation funding/projects. [10]
- Data analytics: For all commutes, provides a real-time commute dashboard that shows GHG, VMT, commute mode share, feebate accounting, and parking spaces used. Data set includes accurate, current journey-to-work information enabling land use policy performance monitoring and improved transportation route/capacity planning.

Scaling from the Bay Area to the entire US provides roughly 50 times more benefit.

Compared to much-slower autonomous vehicle implementation, the state/regional/local policy coalescence may bring about the world's largest transport change over the next ten years.

Guidance for readers of this white paper

A "Credible Success Narrative" (CSN) is an evidence-based narrative that persuades expert skeptics. This report attempts to create a detailed, actionable CSN explaining how Fair Value Commuting can make substantial progress towards meeting state/regional/local policy objectives. Fair Value Commuting is one of several possibilities towards those objectives and may not be the ultimate preferred option. With this report, we attempt to set a high CSN bar that other policy/technology options should match or surpass.

There is some controversy / misunderstanding of car-loving locations. Our paper provides evidence for why it is difficult to reduce SOV commuting in car-loving locations. We reject the notion that mode shift evidence from transit-loving locations can be applied to car-loving locations. The paper debunks:

- the premise that providing luxury WiFi motorcoach bus service works for everyone
- hope that initial autonomous vehicle deployment will decrease freeway congestion
- dreams of a magical smartphone app
- efficacy of doubling the frequency of suburban bus transit
- confusion about correlation/causation regarding commuting to and from Silicon Valley transit-oriented development
- efficacy of ridematching in car-loving locations.

Joint Venture is working to mature this Fair Value Commuting software ecosystem and solution, to the point where success cases can inform public policymaking. Joint Venture does NOT participate in transportation policymaking or advocacy, as this is the domain of MTC, Air District, Bay Area Council, SVLG, VTA, SPUR,[11] etc. There are six key stakeholder groups in the commuting mobility ecosystem {cities, transit agencies, ECTR software providers, mobility service providers, large employers, small employers}. In order to transform commuting, solutions and policies must benefit all six. Of utmost importance to create viable business models, demand for SOV alternatives must be increased in car-loving places.

Rather than being a neutral academic paper, this paper follows "Silicon Valley product marketing practice," beginning with a point-of-view in favor of FVC. This paper designs a strong FVC feature set combined with a policy prescription to maximize efficacy and scalability. The paper creates an evidence-based product/policy plan. The project work plan over the next 24 months, with 11 employer pilots, will report back results.

[10] Please see Chapter 10F of this white paper. Scaling FVC to the entire Bay Area results in 465,000 new green commuters, creating a large, new voting constituency for commute alternatives..

[11] MTC (Metropolitan Transportation Commission) is the regional MPO, Air District is the Bay Area Air Quality Management District, Bay Area Council is a business-friendly policy NGO, SVLG (Silicon Valley Leadership Group) is a business-friendly policy NGO, SPUR is a research/policy NGO.