



Planning Committee **STAFF REPORT**

Meeting Date: January 2, 2013

Subject	Update on Real-Time Ridesharing Pilot Program
Summary of Issues	The Authority is one of three Congestion Management Agencies (CMAs) participating in a Real-Time Ridesharing (RTR) pilot program that will explore the application of smart-phone technologies as a catalyst for increased casual carpooling. Working in partnership with the Sonoma County Transportation Authority (SCTA), and the Transportation Authority of Marin (TAM), CCTA is the recipient of approximately one third of the \$1.5 million grant administered by MTC's through the Climate Initiatives Program. Staff will provide a brief update on the status of the pilot.
Recommendations	n/a
Financial Implications	n/a
Options	Provide comments on the program status update
Attachments	A. Draft Deployment Schedule B. RTR Task Force Roster of Participants
Changes from Committee	

Background

The Contra Costa Transportation Authority (CCTA) is one of three agencies to participate in a pilot Real Time Rideshare program, along with the Sonoma County Transportation Authority (SCTA) and the Transportation Authority of Marin (TAM).

The Metropolitan Transportation Commission (MTC) has provided grant funding for the pilot programs – with the ultimate objective of reducing Greenhouse gases generated by cars and other vehicles. The total grant amount for the three counties is approximately \$1.5 million, of which Contra Costa receives about one-third (\$550,000).

Real Time Rideshare takes casual carpooling to the next level, by using Smartphone technology to connect drivers and potential riders.

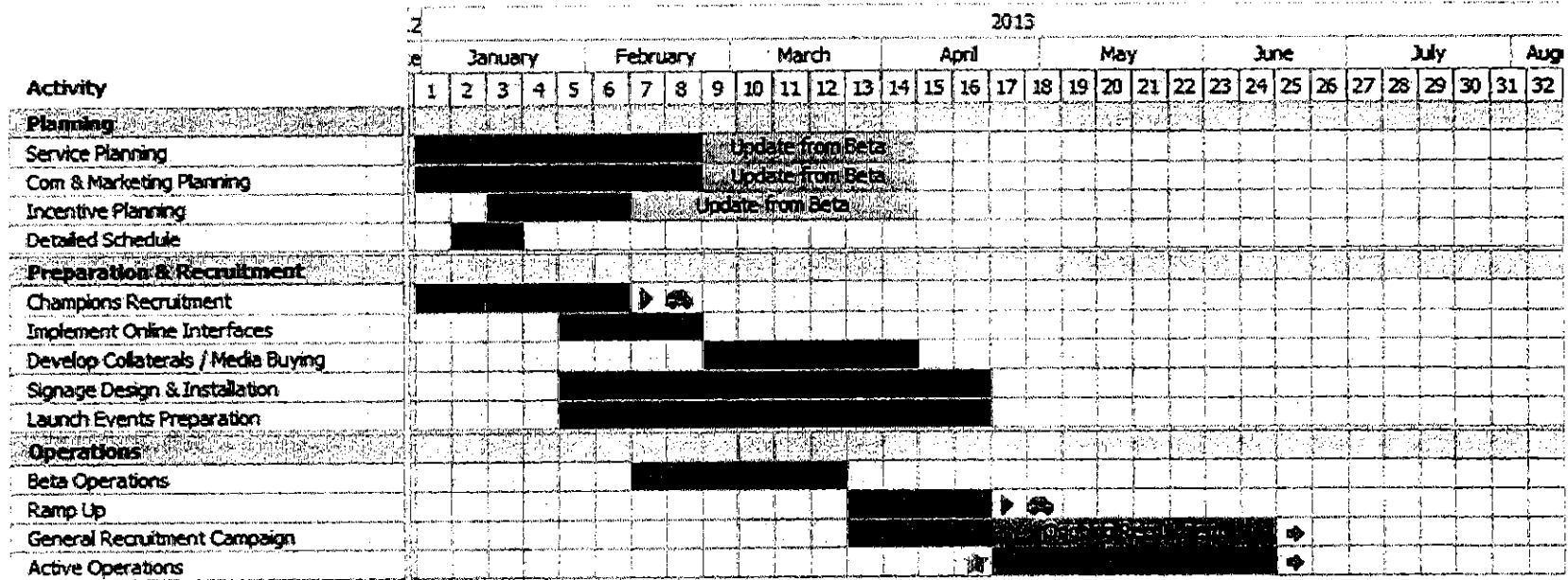
The technology vendor for this program is Avego Corporation, which has successfully launched the "app" for this program in other parts of the United States and Europe. A consultant team led by Novavia Solutions is preparing and will be implementing the pilot programs for Contra Costa.

To guide the effort, Authority staff has created an RTR Task Force comprised of RTPC and TDM managers, plus key stakeholders throughout the four subareas of Contra Costa. Attachment B shows the roster of participants.

The consultant team has reviewed a small number of potential routes for piloting the new technology, based on the following criteria: traveling population characteristics, outreach opportunities, existing transportation conditions and travel density.

In consultation with the RTR Task Force, the consultant team has identified the Contra Costa Centre and the Pleasant Hill BART station as the most favorable locations for the pilot project. Approximately 5,000 people commute to the Contra Costa Centre every day, 70% of which drive alone. Technology will provide more flexible options for those people to share rides when it is convenient without having to make long-term commitments. Another 6,000 people take BART at the Pleasant Hill station, where the parking lot has 3,000 spaces but fills up every morning. Incentives for program participants, such as guaranteed parking at the BART station, are under consideration.

We will be keeping the media and the general public apprised as we launch the pilot projects, and collect and analyze data, with the long-term objective of launching a full program later in the year.



project: CCTA RTR Pilot
 client: Contra Costa Transportation Authority
 date: 11/28/2012

- █ Planning
- █ Preparation & Recruitment
- █ Operations
- ▶ Service Launch
- ▶ Ramp Up Launch
- ★ Launch Event

Figure 4 - Planning, Preparation and Recruitments Tasks and Schedule

Attachment B

Real-time Ridesharing Task Force

Revised July 2012

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