



connect2transit Pilot Program



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- Located just **north of San Francisco** over the Golden Gate Bridge
- **Population: 259,000**
- **85% of land protected** open space/parks/agriculture
- **3 transit operators:** bus/rail/ferry



- **What is TAM?**



- Marin County's local transportation sales tax authority
- Funds & implements transportation projects & programs countywide
- Launched GETSMART first last-mile, shared-ride discount program in 2017 with Lyft

- **TAM's GETSMART (Lyft)**

Context: First/last mile opportunity for new commuter rail line (SMART)

Goals:

- Support employer/employee transportation demand management
- Expand access to SMART through shared mobility options
- Reduce congestion and pollution
- Support transit access for all



- **What is Marin Transit?**



- Marin County's local transit district
- Provides local bus service and suite of senior/ADA mobility services (Marin Access) including paratransit, dial-a-ride, microtransit, subsidized taxi rides & volunteer driver programs
- Launched Connect microtransit pilot in 2018 with Via

- **Marin Transit Connect (Via)**

Context: Lack of accessible TNC & taxi service

Goals:

- Provide same-day accessible service to older adults and riders with disabilities
- Increase first-last mile connectivity to fixed route transit and major employment sites
- Test how riders respond to a new transit + technology service

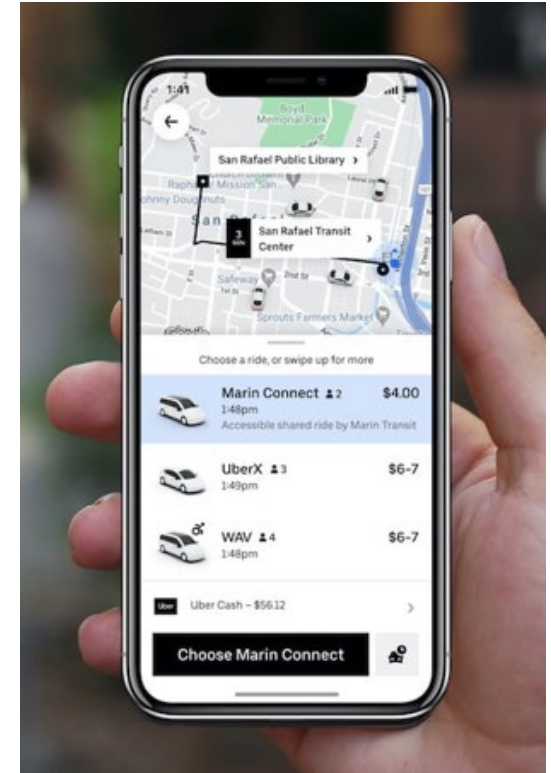


What is Connect2Transit?



- 1. Discounts on shared rides to and from major transit stations**
- 2. On-demand Connect microtransit service**
- 3. Real-time public transit departure information**

...all within the Uber app



Uber

Real-time Transit Information



Verizon 1:33 PM

Choose a ride

Economy

Newer cars with extra legroom

Pool 2 **\$8.62**
1:50-1:59pm
Shared rides with the option to walk

Transit **\$2.00**
1:55pm
Public transit routes in your city

UberXL 6 **\$15-18**
1:43pm
Affordable rides for groups up to 6

MasterCard 6955

Verizon 1:33 PM

Marin Civic Center SMART Station

Choose a route

5 > 49 35 **1:56pm**
Leaves in 11, 27, 41 min \$2.00

5 > 233 > 9 **2:24pm**
Leaves in 27, 82 min \$2.00

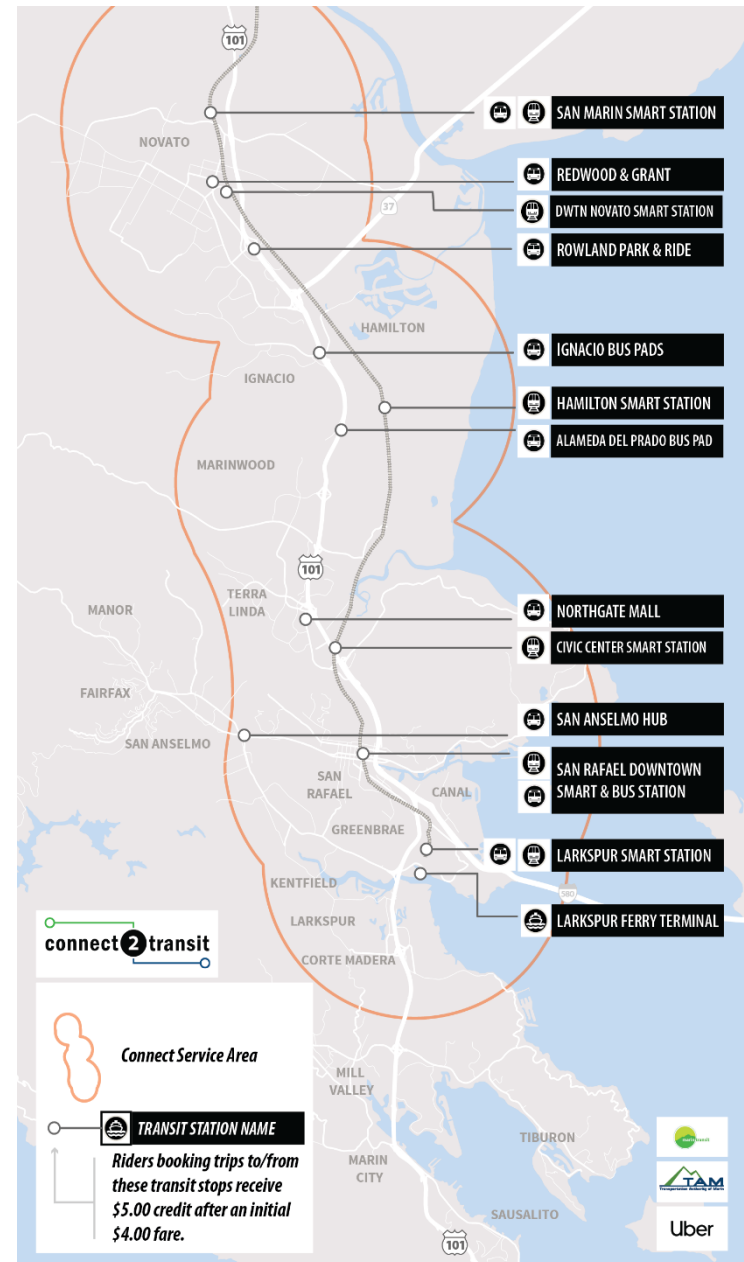
9 > SMART > 1 **2:36pm**
Leaves in 55, 119, 151 min \$3.50

- **Program integration** within one app
- **Connect service area expansion**
- **TAM discounts apply to major bus stops** in addition to SMART stations
- Uber Central allows call-in riders **to book without an Uber account to use Connect**
- **Easier to market and promote** service as Uber app is often already downloaded on many smartphones

Program Comparison



	Former Programs	Connect2Transit
Ride Requests	Marin Transit Connect App + Lyft App + 2 call centers	Uber App + 1 call center
Real-Time Transit Info	Not available in Connect App, nor fully integrated in Lyft App	Uber App
Vehicles	4 accessible Connect vans + Lyft network + on demand accessible contractor vehicles	4 accessible Connect vans + integrated Uber network
Connect Service Area	Central San Rafael (~ 7 sq. mi.)	2.5 miles from SMART stations (~ 80 sq. mi.)
Employer Programs	Marin Transit Lead	TAM Lead



Fare Categories / Product	Original Cost	January 2020 Fare Changes	Connect2Transit (July 2020)
Regular Fare	\$4.00 + \$4 for second rider, \$3 for third rider, \$2 for fourth rider, \$1 for fifth rider	\$4.00 per mile (distance-based) + \$1 per additional rider	\$3.00 per mile (distance-based) + \$1 per additional rider
Marin Access Fare	\$2.00 + \$2 for second rider, \$1.50 for third rider, \$1 for fourth rider and \$0.50 for fifth rider	\$3.00 + \$1 per additional rider	\$3.00 + \$1 per additional rider
Transit Stop Discount	\$2.00 + \$2 for second rider, \$1.50 for third rider, \$1 for fourth rider and \$0.50 for fifth rider	No longer available	TAM discount applied
Monthly Pass	\$40 per month	\$80 per month +\$1 per additional rider, per trip	Not available
Marin Access Monthly Pass	\$20 per month	\$40 per month +\$1 per additional rider, per trip	Not available

- **Pre-pandemic, Connect averaged roughly 1,300 passenger trips per month in FY 2019/20**
- **Current Pilot Results**
 - July 2020 thru Jan 2021 -Connect is averaging 165 monthly passengers
 - Every month is showing growth, Feb 2021 = 214 passengers
 - Share of Marin Access-Senior/ADA trips has increased, currently averaging 43%

- New limitations on vehicle capacity limit shared ride opportunities
 - UberPool not currently available for voucher program
- Service levels on regional rail and ferry are significantly reduced
 - Commuter market is noticeably missing
- Ridership drops across all programs — starting pre-pilot launch
 - Rider type shift from commuter-based to senior/ADA trips



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