CARPOOL INCENTIVE PROGRAMS & EXPRESS LANES IN SAN MATEO COUNTY

Mary Thomasmeyer, Commute.org
Overview

1. About Commute.org
2. US-101 Corridor & Express Lanes
3. Transportation demand management (TDM) efforts
San Mateo County’s TDM agency

SOV rate reduction and air quality improvement

Incentives and services to encourage commuters to use non-SOV modes
US-101 Corridor

- Main thoroughfare connecting San Francisco and Silicon Valley
- 2 bridge connections to East Bay Area
- Daily demand of the Express Lane project area: ~500,000 vehicles
US-101 Express Lanes

Goals:
- Reduce traffic congestion
- Support ridesharing and transit use
- Achieve faster, more reliable travel times

WHAT IS AN EXPRESS LANE?

- Buses and 3+ carpools drive for free
- Other drivers can choose to pay
- Electronic toll collection
- Dynamic tolls (congestion pricing) keep lane free flowing
US-101 Express Lanes

SM 101 EXPRESS LANES PROJECT
PROJECT SCHEDULE

Express Lane Addition
North of Whipple

2018

Caltrans Project Approval (South and North) Nov 2018
JPA Formed July 2019

2019

100% PS&E Sep 2019
Begin Construction March 2020

2020

Begin Toll Systems Installation Spring 2021
End Construction Spring 2022

2021

Begin Toll Systems Testing Summer 2022

2022

Open Express Lanes Late 2022

South of Whipple

Begin Construction Mar 2019
Substantial Construction Completed Feb 2020

Begin Toll Systems Installation Spring 2020
Begin Toll Systems Testing Spring 2021

Open Express Lanes Late 2021

HOV to Express Lane Conversion
US-101 Express Lanes

- HOV 3+, public transit, private shuttles
- 22 miles total
  - 13 miles of new Express Lanes
  - 9 miles of existing HOV lanes converted to Express Lanes
- Opportunity: increase carpooling before Express Lanes project completion
Carpool Incentives

- Commute.org’s legacy incentive
- C/CAG’s “Carpool in San Mateo County!” program (partnership with Scoop)
- Carpool 2.0
- Carpool 2020 (Waze & Scoop)
Carpool 2.0 Rewards Program

- RideAmigos & STAR platform (my.commute.org)
- Trips had to be tracked through the RideAmigos app (GPS capabilities) or the Scoop & Waze API connections
- $25 e-gift card for every 10 days of carpooling to/from San Mateo County, up to 4 times for a $100 total
- Funding
Carpool Rewards Marketing

- Digital billboards
- Social media campaign
- Commuter outreach
- Employer partnerships
- Direct mail to residents
- Mid-program challenge
Results

Commuters can see their stats (CO2 savings, money savings, non-SOV miles, etc.) on their STAR dashboard, providing positive reinforcement for their non-SOV behavior.

- 1,961 rewarded carpoolers...
  - Tracked **218,453** one-way trips
  - Traveled **4,708,310** miles
  - Saved **$1,325,860**
  - Reduced **955** tons CO2

- 40% of program participants drove alone before the program
- 44% discovered the program through a coworker, carpool partner, or friend
- 33% reported cost savings as their top motivation to carpool

*results reflect Carpool 2.0 Program from October 2018 - December 2019*
Results

*results reflect Carpool 2.0 Program from October 2018 - December 2019
Carpool Rewards & COVID-19

- Carpool 2020 launched in January
- Funding for program renewed
- Marketing currently suspended
- Using Waze and Scoop protocols to educate public on carpool safety
  - Wear masks, carpool with regular partner, limit to 2 people in a car to maintain safe physical distance
  - Hopefully promote 3+ pools by the time Express Lanes are in operation
Thank you!

Mary Thomasmeyer
mary@commute.org

Commute.org
Twitter: @SMCountyCommute
Instagram: @SMCountyCommute
Facebook: @commute.org
YouTube: Commute.org