

STAFF REPORT

SUBJECT: Dynamic Ridesharing Federal Grant

MEETING DATE: August 19, 2010

AGENDA ITEM: 12

STAFF CONTACT: Kent Epperson

RECOMMENDATION:

- A. Accept Federal Highway Administration grant of \$158,400 for the Dynamic Ridesharing pilot project and authorize executive director to execute grant agreements.
- B. Authorize adjustments to the FY 2010/11 fund budgets for Service Authority for Freeway Emergencies (SAFE) and LTA (Measure A South Coast Carpool/Vanpool Program) as matching fund sources.
- C. Approve amendment #30 to the 2009 Federal Transportation Improvement Program (FTIP) to incorporate the grant and matching funds for the project.

SUMMARY:

On August 2, 2010, SBCAG Traffic Solutions, in partnership with the Community Environmental Council (CEC) was awarded a \$158,400 FHWA *Value Pricing Pilot Program* grant for a Santa Barbara Dynamic Rideshare Pilot Program. The highly competitive grant program called for innovative transportation pricing projects including, for example, Dynamic Ridesharing. SBCAG Traffic Solutions was one of only ten grants awarded nationwide (see attachment 1 – FHWA Press Release), and one of three grants awarded in California (the others being Berkeley and Stanford). Dynamic Ridesharing employs information technology to efficiently match riders and drivers in real time using smartphone technology. The Dynamic Rideshare pilot program will target South Coast Highway 101 Commuters, as well as UCSB and SBCC students, giving them the ability to quickly find potential carpoolers for individual transportation trips on an as needed basis to serve highly variable trips that are not well served by the more traditional commuter carpooling arrangements facilitated by the Traffic Solutions Online carpool matching system. The Dynamic Ridesharing system will enable the carpoolers to easily find, contact and financially compensate each other for each carpool trip they make. The grant will be used to develop and market the smartphone technology, and will provide incentives for participation in the program. In order to obligate the funds, SBCAG staff is requesting the Board authorize budget adjustments to the FY 2010/11 approved budgets in both the Service Authority for Freeway Emergencies (SAFE) and the LTA (Measure A South Coast Carpool and Vanpool Program) fund budgets as described in attachment 1, approve an amendment to the 2009 FTIP

adding the Dynamic Rideshare program to reflect the grant and matching funds, and authorize the Executive Director to execute the *Value Pricing Pilot Program* grant agreements.

DISCUSSION:

Traffic Solutions currently provides online carpool matching services to over 5,400 commuters traveling within and to Santa Barbara County. This service is designed to arrange long term carpools for fixed schedule commute trips. With traditional ridematching arrangements, such as those facilitated by Traffic Solutions Online, commuters must align their work schedules with those of their fellow carpool members. Rides typically depart at the same time, from the same origin point to the same destination every day. This model works most of the time for two or more individuals who have predictable 9-to-5 jobs, with a 40-hour work week. However, it is simply too rigid for the increasing number of workers that have non-traditional work schedules (shift work, flexible schedules, family obligations and frequent overtime) and the occasional change in schedule that occurs with everyday workers on a monthly basis.

Dynamic Ridesharing employs information technology to efficiently match riders and drivers in real time using GPS technologies on mobile phones to enable carpooling on an ad hoc basis without the need for established, pre-arranged carpools. Dynamic Ridesharing also complements transit services by providing transportation options that fall outside fixed route transit service or when bus routes are at capacity. When effectively integrated, Dynamic Ridesharing and transit service create a seamless network of available seats throughout the day in high traffic corridors. Additionally, Dynamic Ridesharing systems can facilitate a micro-payment from riders to drivers based on the distance traveled, creating a powerful pricing incentive for drivers to offer their unused seats to others, at an affordable and reasonable rate, in an effort to share the costs of operating the vehicle. The micro-payment system can also be used to incentivize carpooling within highly congested corridors.

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Project Overview

Traffic Solutions and the Community Environmental Council (CEC) will be partnering in this cutting edge approach to ridematching. Traffic Solutions will be the host of the Dynamic Ridesharing system, manage the grant funds and administer the participant incentives. CEC

will assist Traffic Solutions in program development, marketing and program evaluation. Given the rapidly changing environment of smartphone technology, a Technical Steering Committee (TSC) will be formed to help guide the project from contractor selection, through program development, implementation, marketing and program evaluation. The TSC will be made up of public, private and non-profit representatives from SBCAG, CEC, the Dynamic Ridesharing Contractor, cellular service providers, SBCC, UCSB, SBCAG Legal Counsel, County of Santa Barbara, City of Santa Barbara, Caltrans, COAST and one or more major employers. The TSC will advise SBCAG and CEC regarding liability and safety precautions, integration with existing commuter matching systems (Santa Barbara, Ventura and SLO Counties) and marketing and outreach approaches.

Given the nature of the grant program, FHWA hopes to test the use of Dynamic Ridesharing for broader applications throughout the United States. The following are goals for the pilot program:

- Test the performance of Dynamic Ridesharing as a tool to reduce traffic congestion and stimulate a modal shift to ridesharing,
- Test Dynamic Ridesharing in two different markets (Commuters and Students),
- Test how daily cash rideshare incentives change travel behavior,
- Test how an automated cost sharing system changes travel behavior,
- Determine the critical mass of participants needed to create a self supporting Dynamic Ridesharing system,
- Collect data on the types of trips most conducive to Dynamic Ridesharing, and
- If successful, launch a countywide Dynamic Ridesharing program.

Project Timeline

- | | |
|---|--------------------------|
| • Grant submission | November 3, 2009 |
| • Grant appropriation | August 2, 2010 |
| • Form TSC, design, planning and RFP | October, 2010 |
| • Award vendor contract | December, 2010 |
| • Initial set-up and software customization | January - March, 2010 |
| • Phase 1 trial with 40 drivers | April – June 2010 |
| • Phase 2 full pilot with 180 drivers | July - October, 2011 |
| • Data analysis and final report | November - January, 2011 |

COMMITTEE REVIEW: None

ATTACHMENTS:

Attachment 1: FHWA Press Release

Attachment 2: FY 2010/11 Budget Adjustments Attachment

3A/3B: 2009 FTIP Amendment



U.S. Department of Transportation
 Office of Public Affairs
 Washington, D.C.
www.dot.gov/affairs/briefing.htm

News

FHWA 29-10
 Monday, August 2, 2010
 Contact: Nancy Singer
 Tel: 202-366-0660

FHWA Announces \$9.7 Million in Grants to Fund Innovative Approaches to Congestion
Funds Will Help Seven States Improve Livability for Residents

WASHINGTON - - Seven states will receive more than \$9.7 million as part of a national program to encourage innovative strategies to relieve congestion.

California, Florida, North Carolina, Minnesota, Texas, Virginia and Washington received grants for 10 projects under the Federal Highway Administration's Value Pricing Pilot Program (VPPP). "Value pricing" refers to varying price levels by time of day or traffic volume in order to manage congestion. It can significantly improve traffic flow by encouraging people to choose to drive at different times of the day, thereby spreading out demand and reducing congestion at peak hours.

"These projects show that states are developing new ways of thinking about how to manage congestion," U.S. Transportation Secretary Ray LaHood said.

"Money from this program continues to support innovative solutions that will provide better results for the American people. Ultimately, people will be able to spend more time doing what they like and less time stuck in traffic," Federal Highway Administrator Victor Mendez said.

Some of the grants include:

- \$1.9 million for the Texas Department of Transportation to test a pay-as-you-drive (PAYD) insurance plan that allows drivers to buy insurance by the mile.
- \$1.8 million for the California Department of Transportation and the City of Berkeley to implement a parking pricing plan that includes real-time information on available spaces.
- \$900,000 for south Florida to develop a priced-lanes network in the Miami-Ft. Lauderdale area that will improve the travel reliability for commuters, including transit and carpool users.

The VPPP was initially authorized in the Intermodal Surface Transportation Efficiency Act (ISTEA) as the Congestion Pricing Pilot Program and renewed with the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). For more than a decade, the program has supported over 70 projects in 15 states to improve travel through pricing.

VALUE PRICING PILOT PROGRAM AWARDS 2009/2010

State	Agency	Project	Grant Amount	Description
CA	Caltrans / Santa	Stanford U Parking	\$2.358 million	Strategies to manage traffic

	Clara County	Pricing w/ Off-Peak Commuting Incentives		and parking.
CA	Caltrans / City of Berkeley	Berkeley Parking Pricing and Real-time Guidance for City & University	\$ 1.8 million	Strategies to manage on-street parking and reduce congestion from circling vehicles.
CA	Caltrans / Santa Barbara County	Dynamic Ridesharing with Pricing Incentives	\$158,400	Testing of carpooling system that uses participation incentives.
FL	Florida DOT	Network of Priced Managed Lanes in S. Florida	\$900,000	Initiative for a regional priced managed lane network that can serve as a model for other regions.
FL	Tampa-Hillsboro Expressway Authority	Regional Bus Toll Lanes Study	\$800,000	Advancement of first regional network of bus toll lanes in the Tampa area.
NC	NCDOT and Charlotte MPO	Regional Priced Lanes Study	\$400,000	Advancement of first regional network of priced lanes in the Charlotte area.
MN	MnDOT	Parking Pricing Alternatives to Monthly Parking Passes	\$24,800	Expansion of project to test incentive alternatives to monthly parking passes and discourage daily driving.
TX	Texas DOT	MileMeter/NuRide Pay-per-mile Insurance & Incentives	\$1.984 million	Usage-based insurance pricing and additional incentives for efficient travel choices.
VA	Virginia DOT and Washington Council Of Governments	Public Acceptance Study of Regional Pricing in DC	\$320,000	Advancement of regional pricing in DC including pricing existing facilities.
WA	Washington DOT and King County	Incentives to Reduce Amount of Parking	\$1.024 million	Implementation of incentives as alternatives to parking.
Total			\$9.768 million	

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United States Department of Transportation - **Federal Highway Administration**

Attachment 2

FY 2010/11 Budget Adjustment for Dynamic Rideshare Grant

Fund	Description	Account	Amount
LTA Measure A (5308)	Increase other financing sources to reflect the contribution from the SAFE fund for the Dynamic rideshare Grant match	5911 –Operating Transfer In	\$20,000
SAFE (5276)	Appropriation Increase to reflect contribution of a portion of the required match for the Dynamic Rideshare Grant to the LTA (Measure A) fund	7905 – Operating Transfers Out	\$20,000
LTA Measure A (5308)	Appropriation increase to increase budget for Consultant costs associated with Dynamic Rideshare Grant	7460 – Professional Services	\$184,000
LTA Measure A (5308)	Increase revenue to reflect new Federal earmark for Dynamic Ridesharing FHWA Value Pricing Pilot Program Grant	4789 – Intergovernmental Revenue - Federal	\$158,400

Attachment 3A

A RESOLUTION OF THE SANTA BARBARA
COUNTY ASSOCIATION OF GOVERNMENTS

AMENDING THE 2009 FEDERAL)
TRANSPORTATION IMPROVEMENT) RESOLUTION NO. 10-24
PROGRAM TO ADD FEDERAL FUNDING)
FOR THE SANTA BARBARA COUNTY)
DYNAMIC RIDESHARE PILOT PROGRAM)

WHEREAS, Title 23 Code of Federal Regulations, part 450, and Title 49 Code of Federal Regulations, part 613, require the preparation and updating of a Federal Transportation Improvement Program (FTIP) by the Metropolitan Planning Organization; and

WHEREAS, the Santa Barbara County Association of Governments (SBCAG) has been designated as the Metropolitan Planning Organization for Santa Barbara County; and

WHEREAS, SBCAG, through the conduct of a continuing, comprehensive, and coordinated transportation planning process with applicable federal requirements, has prepared a 2009 FTIP; and

WHEREAS, the 2009 FTIP has been prepared in cooperation with state and local government agencies including Caltrans, local transit operators; and the Air Pollution Control District; and

WHEREAS, the 2009 FTIP must be consistent with the Regional Transportation Plan adopted pursuant to Government Code Section 6508; and

WHEREAS, the 2009 FTIP projects have been developed from the 2001 RTP, 2003 CMP, 2008 RTP and 2008 STIP; and

WHEREAS, all projects proposed for federal funding or approval under Title 23 Code of Federal Regulations and the Federal Transit Act must be included in a transportation improvement program; and

WHEREAS, because Santa Barbara County attained the federal eight-hour ozone standard, it is no longer required to follow air quality conformity measures nor the applicable State Implementation Plan (SIP) as required by the federal Clean Air Act (42 U.S.C. Section 7401 et seq.); and

WHEREAS, the 2009 FTIP was made available for public review and members of the public were given a reasonable opportunity to review the 2009 FTIP before it was adopted by the SBCAG Board on July 17, 2008; and

WHEREAS, revisions to the FTIP requested by Caltrans in order to incorporate the FTIP into the statewide FTIP by the end of the federal fiscal year were adopted by the SBCAG Board on July 17, 2008 after public review;

WHEREAS, the 2009 FTIP is financially constrained and funds needed to complete the 2009 FTIP are reasonably expected to be available.

NOW, THEREFORE, BE IT RESOLVED that the SBCAG Board of Directors amends the 2009 FTIP to include the changes identified in the Staff Report Item 12, August, 2010.

BE IT FURTHER RESOLVED that the SBCAG Board of Directors finds that development of the 2009 FTIP was made in accordance with public involvement procedures originally adopted by SBCAG on November 10, 1994 and updated on March 24, 2002 and December 20, 2007; and

BE IT FURTHER RESOLVED that the SBCAG Board of Directors finds that 2009 FTIP is consistent with metropolitan planning regulations from 23 Code of Federal Regulations Part 450; and

BE IT FURTHER RESOLVED that the SBCAG Board of Directors finds that the amended 2009 FTIP is consistent with the 2008 RTP.

BE IT FURTHER RESOLVED that the 2009 FTIP as amended is financially constrained and funds needed to complete the 2009 FTIP are reasonably expected to be available.

BE IT FURTHER RESOLVED that because Santa Barbara County attained the federal eight-hour ozone standard, the 2009 FTIP is not required to follow air quality conformity measures nor the applicable State Implementation Plan (SIP) as required by the federal Clean Air Act (42 U.S.C. Section 7401 et seq.); and

BE IT FURTHER RESOLVED that the inclusion of any federally-funded projects in the 2009 FTIP, including all amendments, constitutes the federal project selection procedures for Santa Barbara County, and any projects programmed in the FTIP may proceed to implementation without further project selection action by SBCAG.

PASSED AND ADOPTED this 19th day of August 2010 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

Jim Kemp
Executive Director

Salud Carbajal, Chair
Santa Barbara County
Association of Governments

APPROVED AS TO FORM:

Steve Underwood
Chief Assistant County Counsel

Santa Barbara County Association of Governments
2011 Federal Transportation Improvement Project List

SBCAG ID **SBCAG21** Implementing Agency **SBCAG**

SBCAG ID # **SBCAG21** Last Revised **Amendment 30**
 Project Manager **Kent Epperson** Phone **(805) 961-8900**
 Estimated Total Project Cost **\$198,000** RTP ID Number **n/a**

Fiscal Year	Revenue Source	Engineering	Right of Way	Construction	Total Revenue
09/10	Loc Funds - Santa Barbara Co Sales Tax	\$19,600			\$19,600
09/10	Othr. State - State Freeway Service Plan	\$20,000			\$20,000
09/10	VPP	\$158,400			\$158,400
		\$198,000	\$0	\$0	\$198,000

Project Title
Santa Barbara Dynamic Ridshare Pilot Program

Project Description
Federal grant to implement ridematching system using smartphone technology.

Federal Total Cost **\$198,000**