

# BART Incentives Pilot Program Progress Update

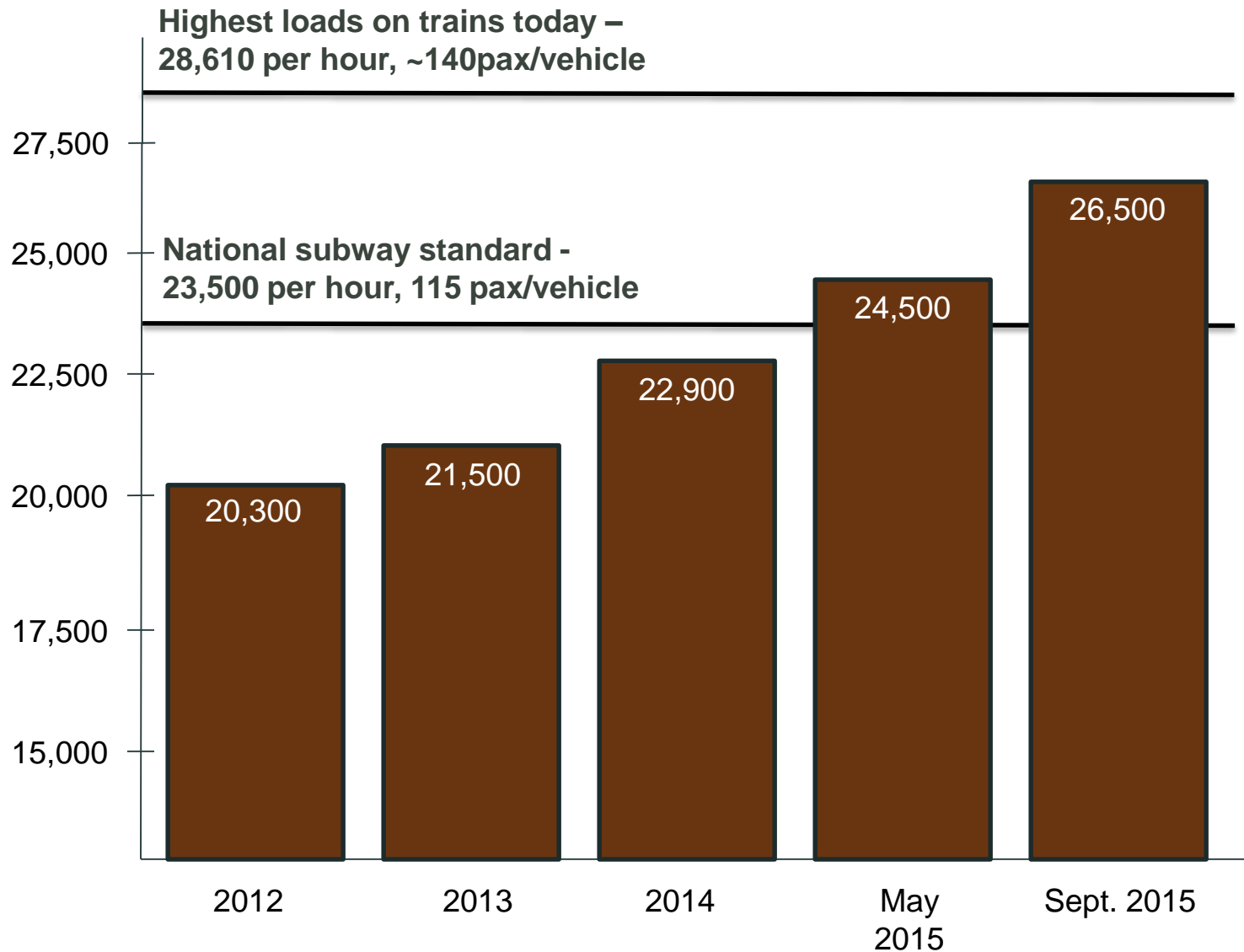
Plans and Programs Committee  
Agenda Item 9



**SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY**  
**March 15, 2016**



# BART Ridership Growth





# Scope overview

<b>Major Scope Task</b>	<b>Agency Task Lead</b>
<b>Goals, objectives &amp; incentives design</b>	<b>Joint</b>
<b>Program evaluation</b>	<b>SFCTA</b>
<b>Software configuration &amp; payments</b>	<b>BART</b>
<b>Marketing &amp; employer outreach</b>	<b>SFCTA</b>

# Goals

- ▶ **Engage the public and provide a quality customer experience**
- ▶ **Optimize available Transbay train capacity**



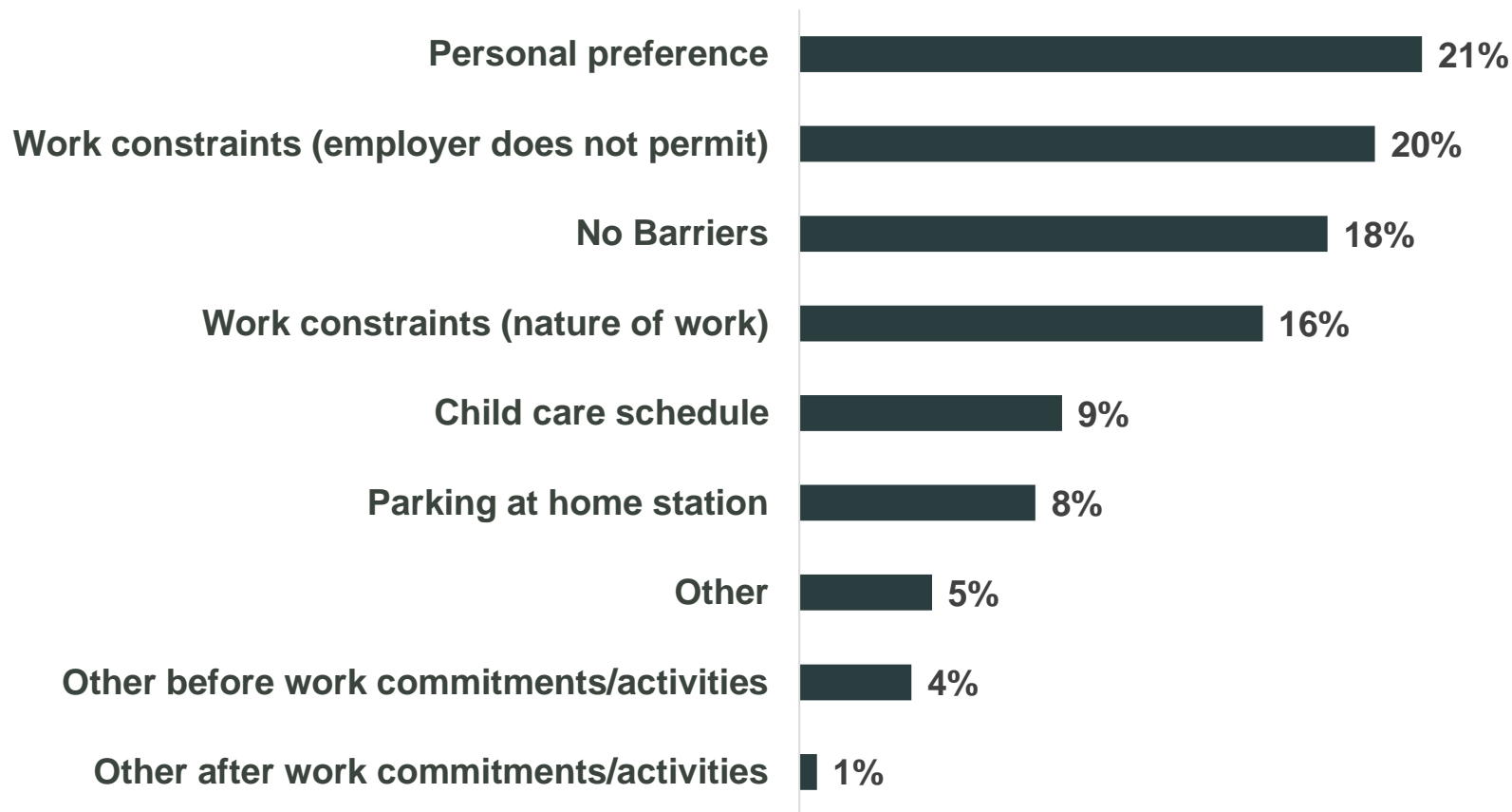


# Goals – Con't

- ▶ **Evaluate 'incentive-based' approach to demand management**
  - ▶ **Cost effectiveness**
  - ▶ **Equity**
  - ▶ **Other lessons learned**
- ▶ **Increase employer support for flexible work schedules**



# What would prevent you from regularly arriving at work before 7:30 or after 9:30?



*Note: respondents could select multiple barriers.*

# How Points Are Earned (Draft)



All other times (weekdays)	Bonus Hour (shoulder peak period)	Peak Period	Bonus Hour (shoulder peak period)	All other times (weekdays)
1 point	x3, x4, x5, x6 points	1 point	x3, x4, x5, x6 points	1 point

weekdays only; points will be per mile or per trip



# Perks

**Join. Ride. Win.**





# Program Schedule

- ▶ **Pilot preparation - ongoing**
- ▶ **Pilot launch (targeting spring 2016)**
- ▶ **Program monitoring, continuation of ongoing employer outreach & marketing (March – Sept 2016)**
- ▶ **Phase I pilot ends (fall 2016)**
- ▶ **Phase II pilot begins (TBD)**
- ▶ **Pilot evaluation**



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