

Express Carpool Check Smartphone App Pilot

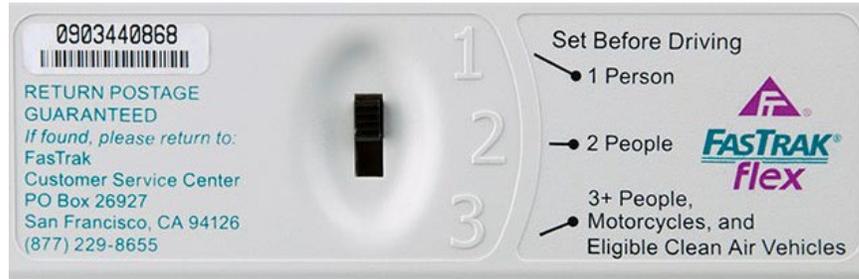
July 22, 2022

Policy Advisory Council Equity and Access Subcommittee



METROPOLITAN
TRANSPORTATION
COMMISSION

How Occupancy Declaration Works Today



Benefits of Reducing Carpool Violations

HOV Lane Violation Rates

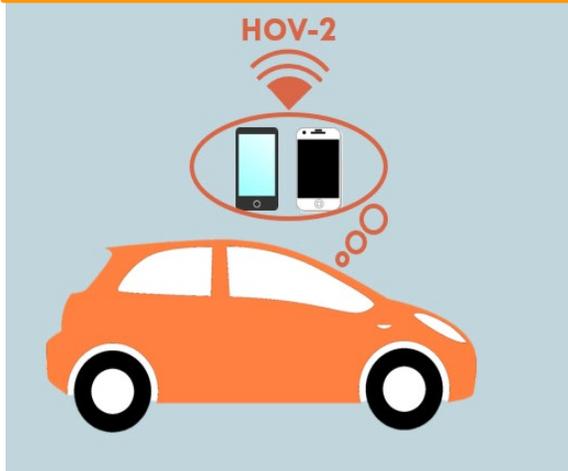
- AM peak period average: 24%
(range: 9% to 39%)
- PM peak period average: 19%
(range: 7% to 32%)

- ✓ Increases person throughput
- ✓ Reduces congestion
- ✓ Provides more reliable travel times
- ✓ Increases overall efficiency of the system
- ✓ Increases public confidence

Source: MTC (2015)

MTC Exploring Two Technology Options to Verify Carpools

Smartphone App-Based System



Roadside Camera-based or Vehicle Occupancy Detection (VOD System)



One Southbound Express Lane
 Lane begins at Marina Vista Ave. and ends at Alcosta Blvd. (25 miles)
 Restricted access

One Northbound Express Lane
 Lane begins at Alcosta Blvd and ends at Livorna Road (11 miles)

(Not to scale.)



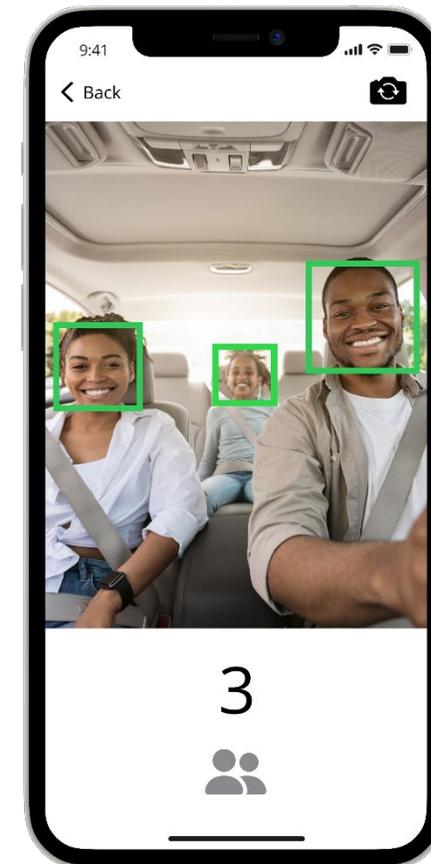
Smartphone App Phase 1 Pilot

Purpose

- Assess functionality and accuracy
- Gauge user experience and ease of use
- Explore privacy issues
- Understand deployment costs
- Assess future customization opportunities

Overview

- I-680 Contra Costa Express Lanes corridor
- 500+ volunteer participants
- Verify vehicle occupancy
- No toll system or FasTrak® integration
- Collect data by survey & focus groups



Considering Equity

Recommendations Include:



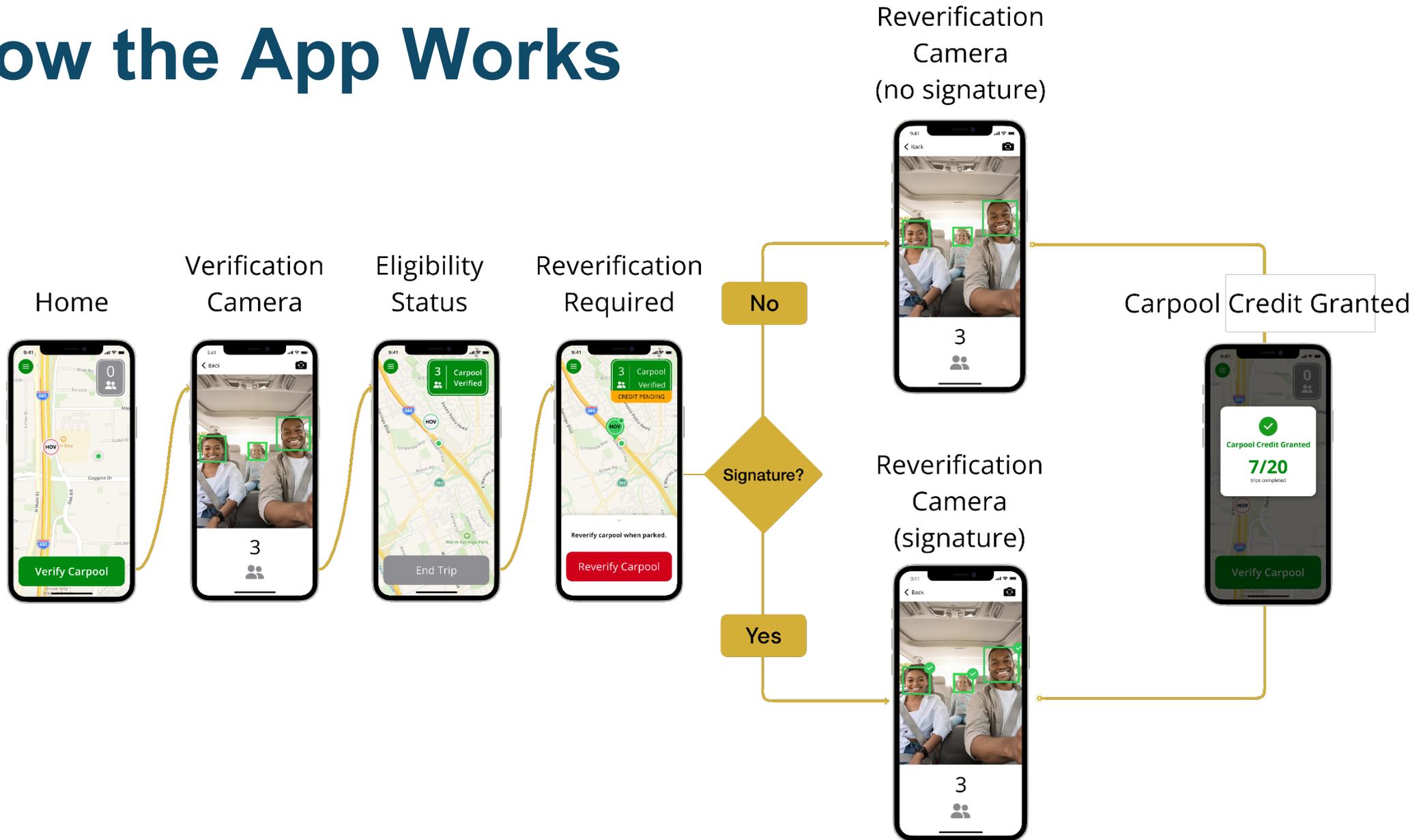
App Pilot Framework

- Frame project around access.
- Encourage participation by low-income and historically underserved Bay Area residents and establish recruitment targets.
- Provide transparency to users on how their personal data is used and secured, app data, and security— consider risks to undocumented individuals.

Outreach Materials

- Be clear about purpose of pilot (details of carpooling and express lanes are not widely understood in the Bay Area).
- Use conversational language and provide outreach materials in relevant languages.
- Focus on benefits to testers and future users.
- Highlight intent to make project/carpooling equitable.

How the App Works



Considering Challenges & Opportunities



Ensuring Equity/
App Technology



Occupancy Detection



Customer Recruitment



Privacy/
Personally Identifiable
Information (PII)

Phase 1 Pilot Timeline

Activity	2022				2023	
	Q1	Q2	Q3	Q4	Q1	Q2
Review and Refine Draft Pilot Framework	█	█				
Develop and Implement an Outreach/Recruitment Plan		█	█			
Pre-Pilot Strategy		█	█			
Pilot Period ★			█	█		
Develop and Conduct Post-Pilot Evaluation				█	█	
Prepare Evaluation Report					█	█

Questions



Is there anything you'd like to hear/learn more about?



Suggestions to support recruitment?



Interest in participating in pilot on the 680 corridor?

Staff Contact

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