The Future of Carpooling

SPUR

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Where we are today
Traffic Motivates Carpooling

Bay Bridge Carpool Lane Volumes 2019 vs. 2020
Looking Forward…

Could the “Sales Pitch” become the new reality?
Opportunities - Near Term

- Promote safety
- Carpool social pods
- Consistent matches
Near Term Carpool Support
Serving the public today

Income Level by Regional Means of Transportation, 2018

- Carpool
- Other
- Car
- Transit

- Less than $35,000
- $35,000 to $75,000
- More than $75,000
Opportunities - Near Term

• Flexible ridematching
• Ridematching for lower-income workers
• Build a large, broad matching database
Opportunities - Near Term

- Focus on traffic hot spots
- Use technology to amplify the efforts of many to grow matching
- Strengthen partnerships and expand real-time matching opportunities
- A time of change for returning workers
Opportunities - Now and Future

- Express Lanes
- Prevent Solo-Driver Cheaters
Opportunities - Now and Future

Technology and Rewards
Opportunities - Now and Future
The “Forward Projects”

• HOV Capacity Enhancements
• HOV lane extensions
• HOV hours of operation
• GP lane conversions
Opportunities - Long Term

Climate Change
Putting it together

Inspiration
- Necessity
- Time savings
- Cost savings
- Environment

Enablement
- HOV Lanes
- Express Lanes
- Matching Incentives

Invitation
- Awareness
- Marketing
- Examples

Change
Questions?

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