

ITS's Role in Supporting Sustainable Mobility in San Francisco Bay Area



**ITS WORLD CONGRESS
VIENNA, AUSTRIA**
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Executive Director
Metropolitan Transportation
Commission (MTC)

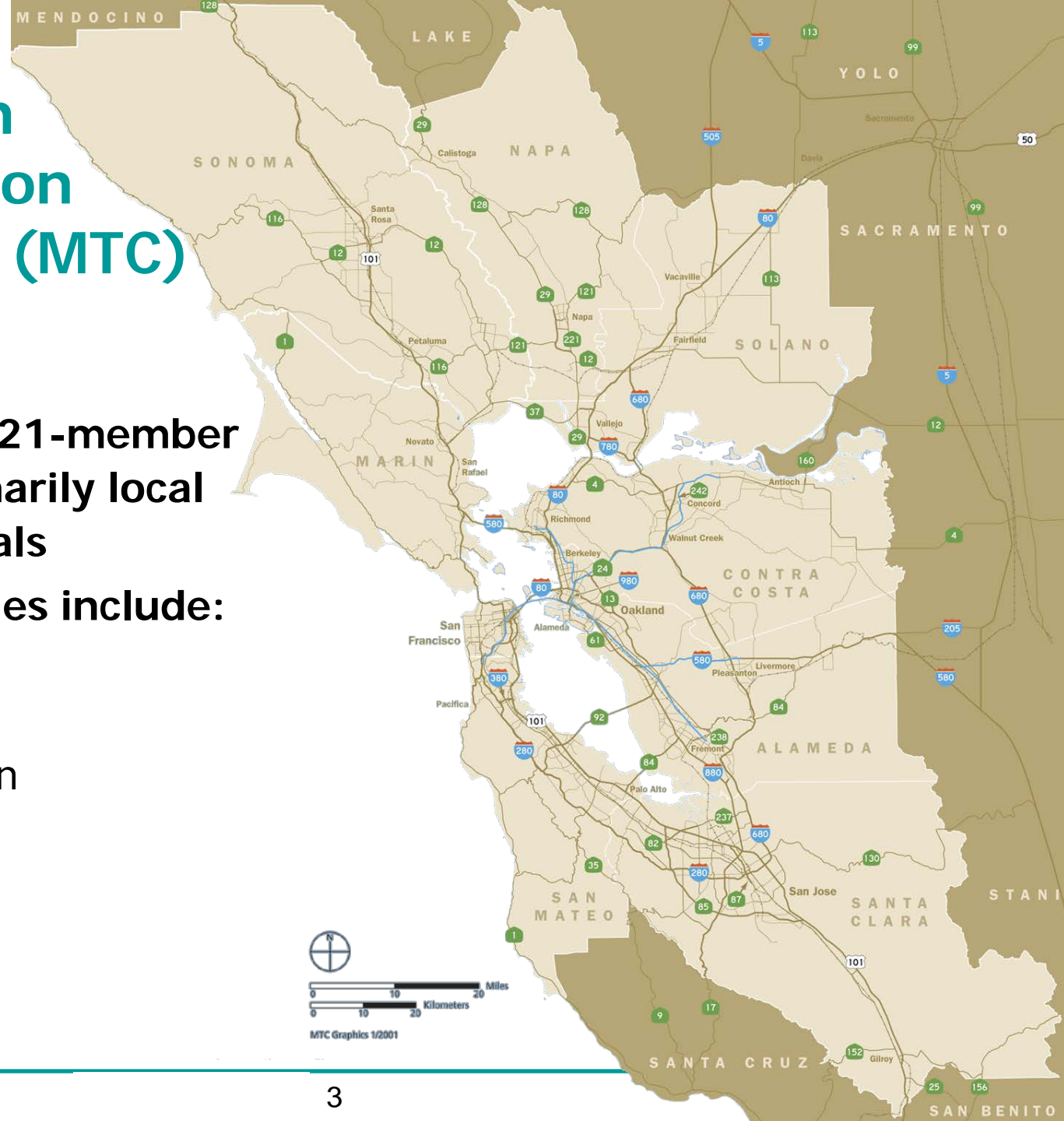


**“A modest man who has much
to be modest about.”**

*Winston Churchill
(speaking of Clement Atlee)
1954*

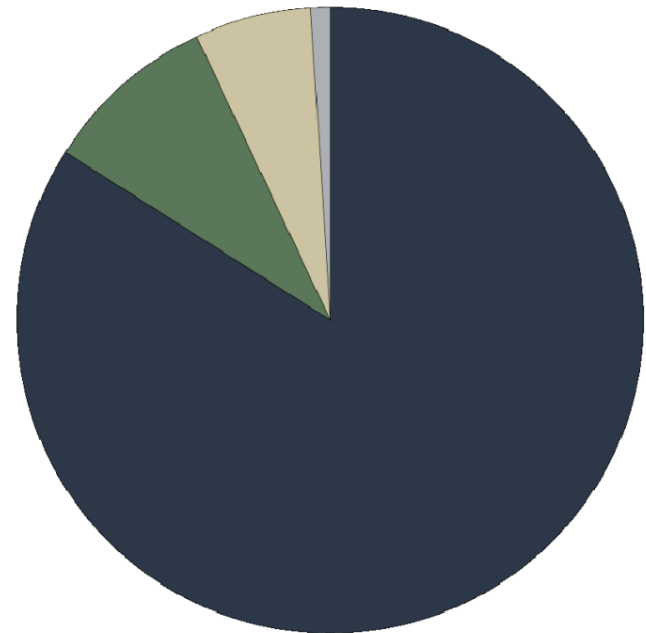
Metropolitan Transportation Commission (MTC)

- 9 counties
- Governed by 21-member board of primarily local elected officials
- Responsibilities include:
 - Planning
 - Funding
 - Coordination
 - Operations
 - Advocacy



Bay Area Transportation Basics

- More than 4.6 million cars
- Some 28 transit agencies with 4,500 buses, railcars and ferries
- 20,000 miles of local streets and roads
- 1,420 miles of highway
- 450 miles of carpool lanes
- Eight toll bridges
- 7th most congested region in U.S.



Bay Area Travel Modes
(Daily Trips)

	AUTO	84%
	WALK	9%
	PUBLIC TRANSIT	6%
	BICYCLE	1%

ITS & Sustainable Mobility - Regional Transportation Policy

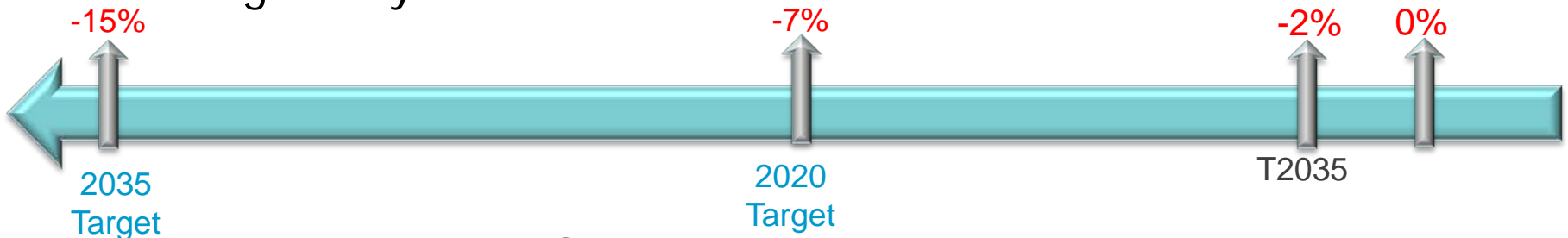
Plan Aims to Achieve Bay Area Share of California's GHG Reduction Targets

- **Assembly Bill 32: Global Warming Solutions Act**

- Sets the state GHG emissions limit in 2020 at 1990 levels and points the way towards 80% reduction by 2050

- **Senate Bill 375: Sustainable Communities Strategy**

- Requires the integration of land use and transportation planning in a Sustainable Communities Strategy (SCS) to reduce emissions from light duty vehicles



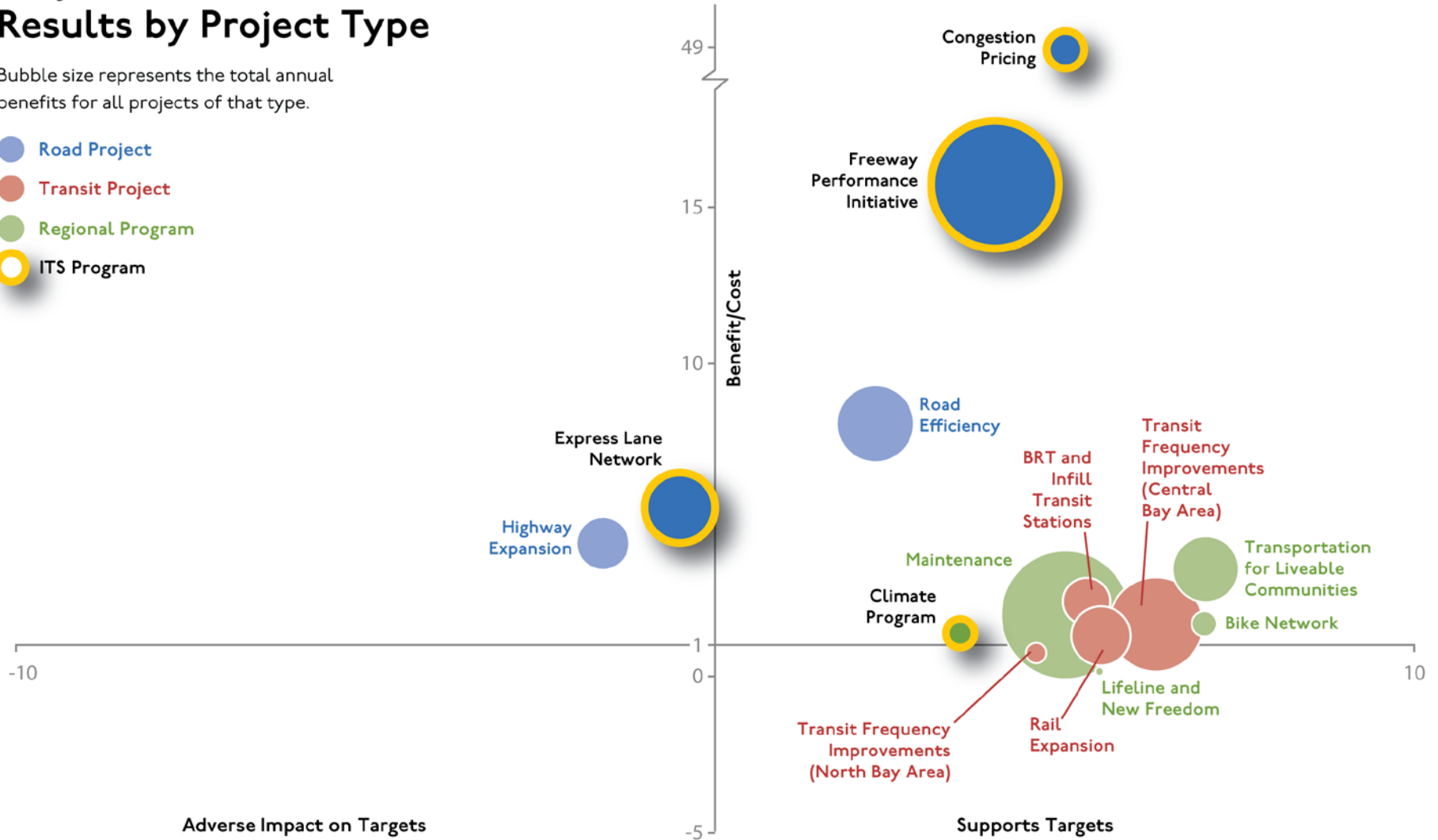
Per Capita Light Duty Vehicle Emission Reduction Targets

Plan Bay Area

Project Performance Assessment: Results by Project Type

Bubble size represents the total annual benefits for all projects of that type.

- Road Project
- Transit Project
- Regional Program
- ITS Program



ITS & Sustainable Mobility - Innovative Projects in the Bay Area

Ongoing ITS Programs

- **511 Traveler Information**
- **Clipper[®] Electronic Fare Payment**
- **FasTrak[®] Electronic Toll Collection**
- **Freeway Service Patrol**
- **Freeway Performance Initiative** (ramp metering)
- **Program for Arterial System Synchronization (PASS)**

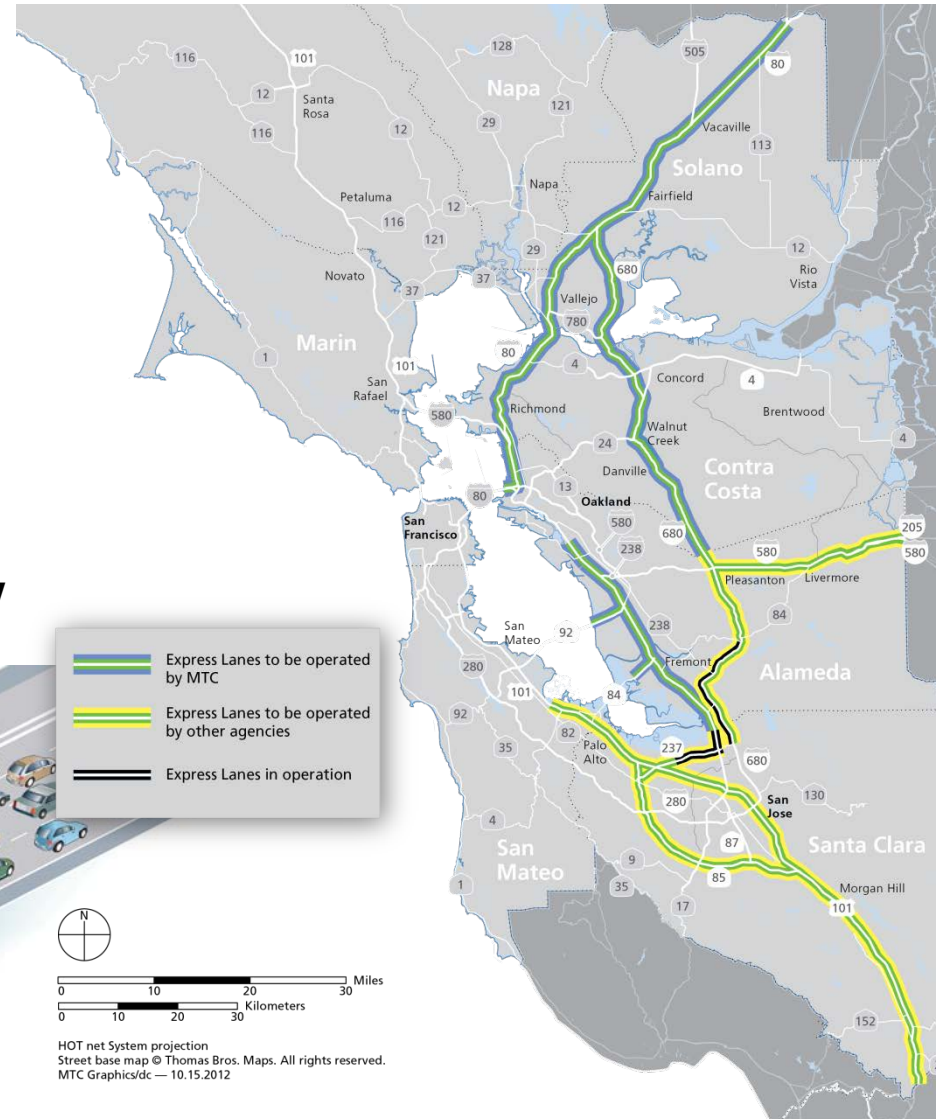
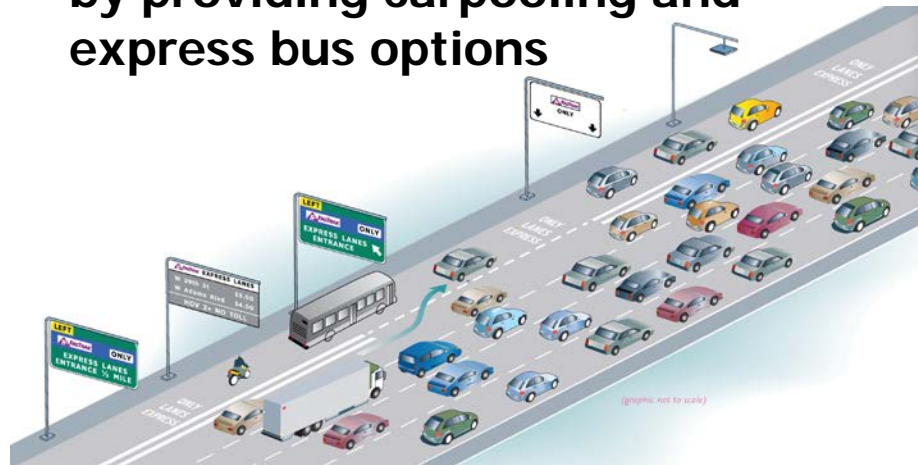


Your Bay Area travel guide.



MTC Regional Express Lane System

- Offer reliable travel option by making better use of excess HOV lane capacity
- 570 miles in multiple phases
- Build on success of HOV network
 - 450 carpool miles in past 20+ years
- Improve efficiency and air quality by providing carpooling and express bus options



Innovation in Region

Public Partners - Congestion Pricing

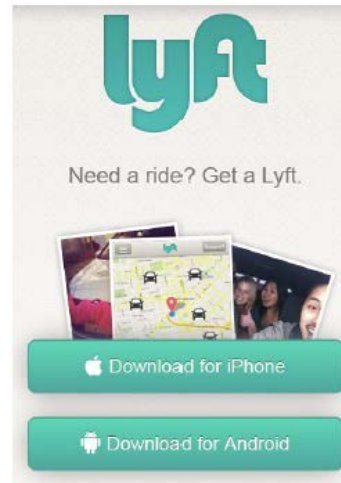
- Pilot program in SF CBD proposed for 2015
- Charge \$3 fee to enter/exit downtown San Francisco during peak hours
- Excess revenues to fund transit frequency improvements



Innovation in Region

Private - Car/Vehicle Sharing

Car-sharing (A2A)



Car-sharing (A2B)

DriveNow

Select City

- USA
 - San Francisco
- Deutschland
 - Berlin
 - Duesseldorf
 - Munich

\$12 for 30 minutes

\$0.32 for each additional minute

Price cap: Just \$90 for 24 hours incl. 100 miles

SideCar

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Convenient hourly rentals. Full insurance included.

JOIN NOW

Available cars: Audi TT (\$80.25 / hour), Volkswagen Beetle (\$8 / hour), Toyota Prius (\$2.55 / hour), Honda Fit (\$7 / hour)

Services: 24/7 Roadside Assistance, The Getaround Card, You're in Control, Trusted Community

Current ITS Efforts in Climate Programs

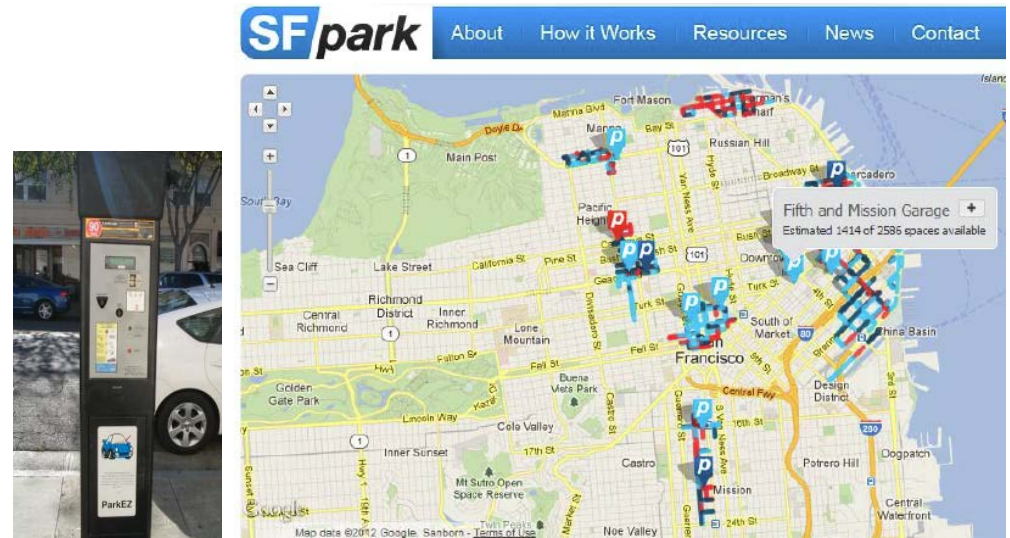
Showcase Programs

- Bike Sharing
- Port of Oakland's Shore Power Initiative
- Bicycle Detection Systems
- Cold in Place Recycling for road rehabilitation



Parking

- Parking Pricing in downtown Berkeley (includes enforcement, TDM, and incentives)
- SFpark collects and distributes real-time parking availability, so drivers can quickly find open spaces



Going Forward

Plan Bay Area Climate Programs

Policy Initiative (Ordered from Most to Least Cost Effective)	Cost In YOE millions	ITS
Car Sharing	\$13	Yes
Vanpool Incentives	\$6	
Clean Vehicles Feebate Program	\$25	
Smart Driving Strategy	\$160	Yes
Vehicle Buy-Back & Plug-in or EV Purchase Incentive	\$120	
Regional Electric Vehicle (EV) Charger Network	\$80	
Climate Initiatives Innovative Grants	\$226	Yes
Total	\$630	

San Francisco Bay Area ITS Score Card

ITS Project	Integrating Modes	Promoting Public Acceptance	Using Resources Efficiently	Reducing Emissions
Electronic Payment Systems	1	1	2	2
511 Traveler Information Services	1	1	2	3
Freeway Performance Initiative	2	1	1	3
Road and Parking Pricing	3	3	2	2
Carsharing, other TDMs	3	1	2	3



www.mtc.ca.gov