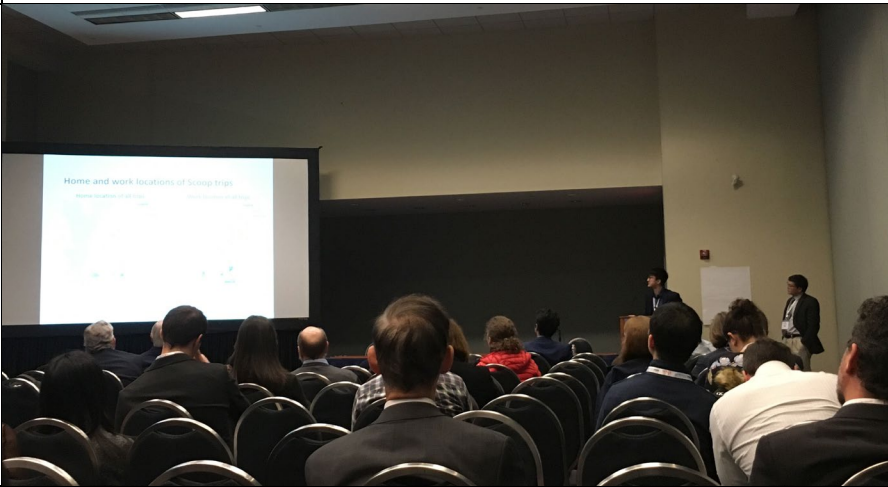


<b>UTC Project Information</b>	
Project Title	Examining the Effects of King County Metro Carpool Incentive Fund
University	University of Washington
Principal Investigator	Qing Shen
PI Contact Information	qs@uw.edu
Funding Source(s) and Amounts Provided (by each agency or organization)	University of Washington PacTrans \$45,000 University of Washington \$45,000
Total Project Cost	\$90,000
Agency ID or Contract Number	69A3551747110
Start and End Dates	September 1, 2018-August 31, 2020
Brief Description of Research Project	<p>The goal of this proposed research is to deepen our understanding of the effects of using monetary incentives to facilitate on-demand carpooling, an important form of shared mobility. Using data generated by King County Metro Carpool Incentive Fund (CIF) program, this project will help evaluate the outcomes of this innovative transportation demand management (TDM) program and inform policymaking on new technologies-enabled mobility services in the Pacific Northwest region and beyond.</p> <p>This project is pertinent to the PacTrans theme “Providing Data-Driven Solutions for the Diverse Mobility Challenges in the Pacific Northwest.” It closely relates to the PacTrans focus area of “Accessibility for All,” because an effective on-demand carpooling program will provide a transportation option especially useful for population groups with mobility challenges, including the elderly, students, new immigrants, and low-income workers in general. It is also highly relevant to the focus area of “System-wide Efficiency,” as a well-designed carpool incentive program can complement new technologies to bridge critical mobility service gaps and improve multimodal connections.</p>

<p>Describe Implementation of Research Outcomes (or why not implemented)</p>	<p>This research project has been completed. During the project period, the UW members of the team worked closely with the King County Metro member to collect and analyze both the passively collected Scoop service trip data and the Scoop user survey data. We found that the monetary incentive to encourage the use of app-based carpooling generates some promising outcomes while having distinctive limitations. In particular, it facilitates the growth of carpooling by making carpooling a competitive commuting option for long-distance commuters. Moreover, the newly generated carpooling trips mostly substitute single-occupancy vehicles, thus contributing to a reduction of regional VMT. Our research findings were used by King County Metro as an input to their evaluation of the pilot program.</p>
<p>The research findings were presented at the annual TRB conference in January 2020</p>	
<p>Impacts/Benefits of Implementation (actual, or anticipated)</p>	<p>We believe that our research outcomes will help public transit agencies, including King County Metro, to assess and compare alternative policy approaches to incorporate new shared mobility into metropolitan transportation service provision. In addition, our journal article entitled “Building partnership between transit agency and shared-mobility companies: incentivizing app-based carpooling in the Seattle region” and forthcoming in <i>Transportation</i>, will likely generate some impacts on both the research field and professional practice.</p>
<p>Web Links</p> <ul style="list-style-type: none"> <li>• Reports</li> <li>• Project Website</li> </ul>	<p><a href="http://depts.washington.edu/pactrans/research/projects/examining-the-effects-of-king-county-metro-carpool-incentive-fund/">http://depts.washington.edu/pactrans/research/projects/examining-the-effects-of-king-county-metro-carpool-incentive-fund/</a></p>