



Randy Iwasaki

Executive Director

Contra Costa Transportation Authority

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CONTRA COSTA
**transportation
authority**

Contra Costa County, California

Location

Eastern suburb of the San Francisco Bay Area



Population

1 Million+



Thriving Commerce

Businesses headquartered in Contra Costa County include:



Diverse

Demographically, economically and geographically



Who We Are

- CCTA is a public agency formed by voters in 1988 to manage the county's transportation sales tax program and to lead transportation planning efforts.
- We are responsible for maintaining and improving the county's transportation system by delivering critical transportation infrastructure projects to safely and efficiently get people where they need to go.
- Managing entity of autonomous vehicle (AV) testing site: GoMentum Station.



Measure J

In November 2004, 71% of Contra Costa voters approved Measure J. The measure provided for the continuation of our county's half-cent transportation sales tax until 2034, and will provide approximately \$2.0 billion for countywide and local transportation projects and programs for the life of the measure.



What We Do



PEDESTRIAN

Make improvements to sidewalks, crosswalks, trails, and paths



LOCAL STREETS

Smooth traffic flow on major roads and invest in improvements such as repairing potholes and road surfaces



BUSES

Invest in a reliable, comfortable and convenient bus network



SAFE ROUTES TO SCHOOLS

Focus on programs and projects aimed at bicycle and pedestrian safety for K-12 students



FERRIES

Expand the Bay Area ferry system by looking to ferries as an alternate commute method between West County and San Francisco



BICYCLE

Invest in safe routes and infrastructure improvements for cyclists



BART

Improve BART service and stations, extend routes and increase parking at stations



HIGHWAYS

Complete Contra Costa's highway system, and improve air quality and noise protection along these corridors



CARPPOOL/RIDESHARE

Implement programs to reduce traffic congestion by encouraging carpooling and ridesharing



PROGRAMS FOR SENIORS AND PEOPLE WITH DISABILITIES

Enhance transit options to improve mobility for seniors and people with disabilities



Why Mobility as a Service?



ON  EAST OF GRAND AVE
OVER 4 1/2 TONS

Alameda San Jose
San Francisco

 BUSES AND
CARPOOLS ONLY
5 AM-10 AM MO-FRI
3 PM-7 PM
San Francisco
ONLY 

END
CARPOOL
LANE
600 FEET


 Oakland 
San Jose
  

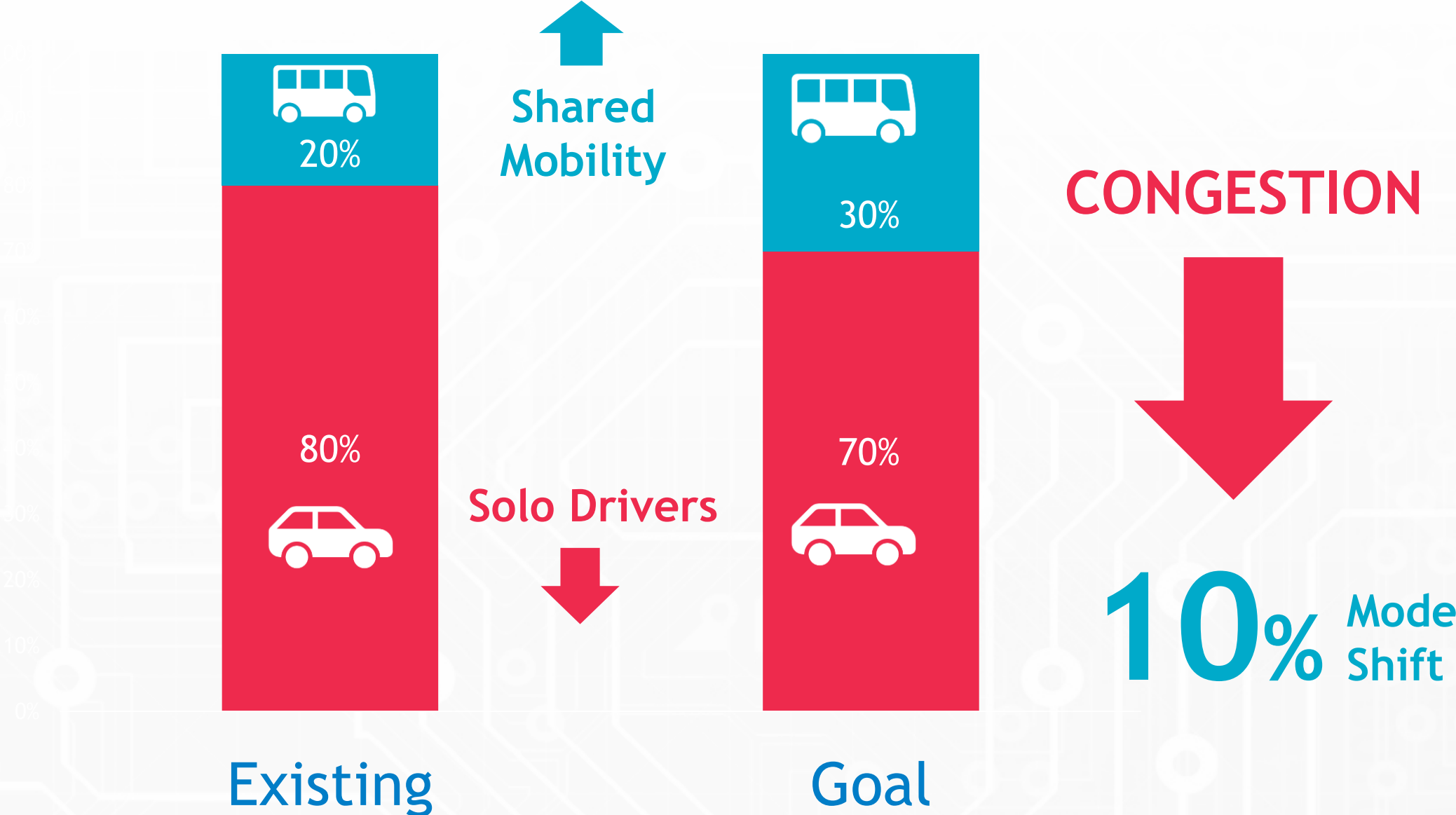
 San Francisco
3 RIGHT LANES

 14.9

 LEFT
LANE
MUST
EXIT
AREA

EXIT
9 

Mode Shift



Mobility as a Service (MaaS)

A combination of **public and private** transportation services that provides **personalized mobility options** based on traveler needs, to enable **end-to-end journeys** paid for by the traveler with a **single payment**, and aims to **optimize** the **transportation** system.

Automated
Vehicles



Electric
Vehicles



Ride-
Hailing



Mobility as a
Service



Transit as a
Service

Mobility as a Service Partnerships



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GOMENTUM
STATION



METROPOLITAN
TRANSPORTATION
COMMISSION

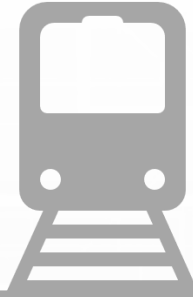


Northern California,
Nevada & Utah



UNIVERSITY OF CALIFORNIA *Berkeley*
Transportation Sustainability
RESEARCH CENTER

Mobility Evolution



Industrial Era

Railways and fixed public transit supported employment in newly emerging cities.



Arrival of Car

Invention of private car led to the “suburban sprawl” where activities spread outside city lines.



Digital Age

Evolution of Tech provides opportunities to make existing transportation system more efficient and user friendly.

Source: Deloitte Review Issue 20 | 2017

19th Century

20th Century

21st Century

Rethinking Ownership

16.5%

Rethinking car ownership

42.5%

Would own a self-driving car

50%

Would buy a “green” car



- Data from Lendedu.com (2017) & Industry Week (May 2018)

2019

redefining

MOBILITY SUMMIT



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March 8th

Be there.

Our Region's Vision

Carol Kuester
Director, Electronic Payments
Metropolitan Transportation Commission

Guiding Principles



Collaboration



Complement
Transit



Support
Sustainability



Accountability &
Data Sharing



Include
Disabled Access



Improve
Safety



Consider
Effects on
Congestion



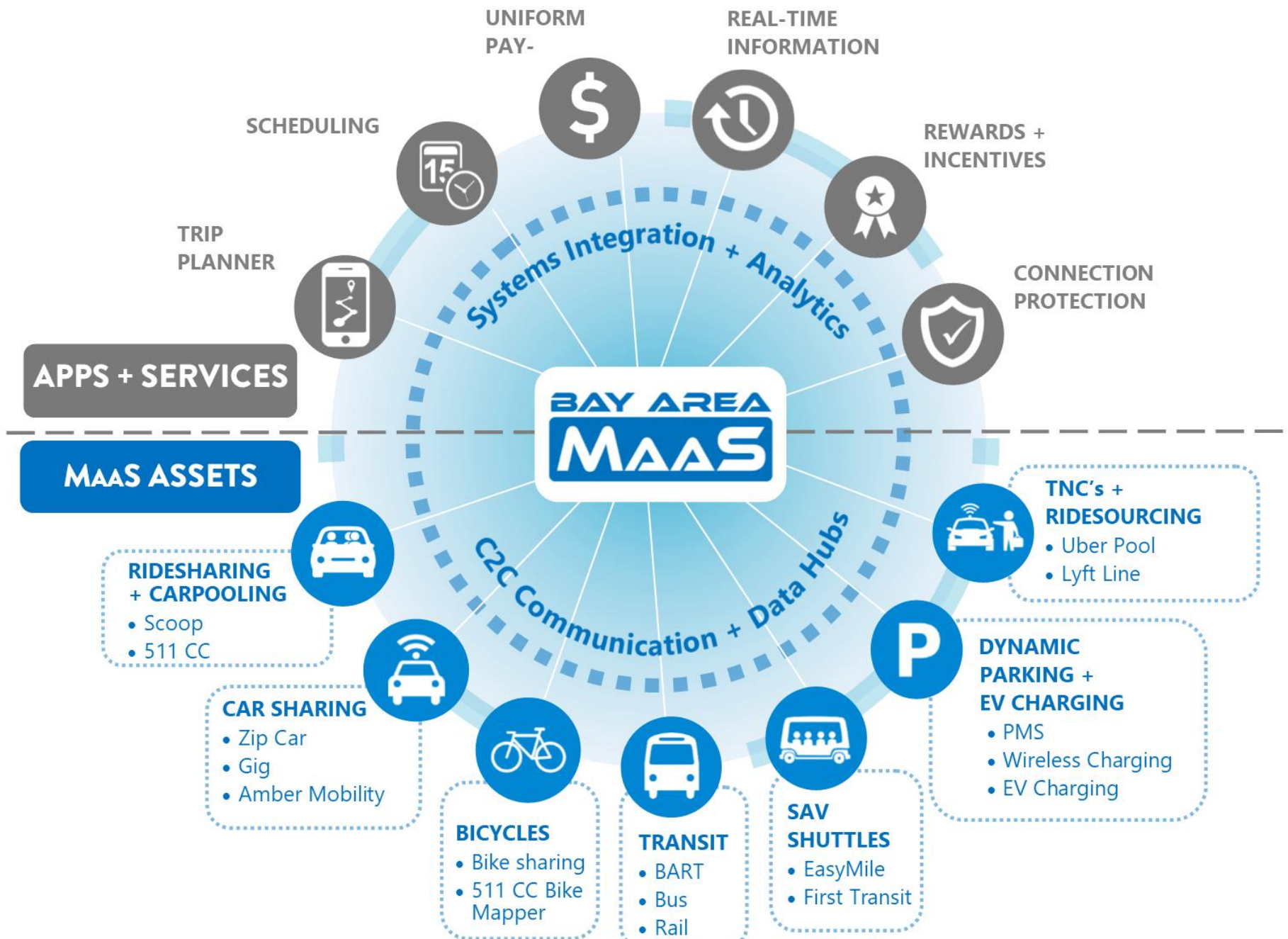
Promote
Equitable Access



Ensure
Fair Labor
Practices



Positive
Financial Impact



Flex Pay



Mobile Device



Clipper



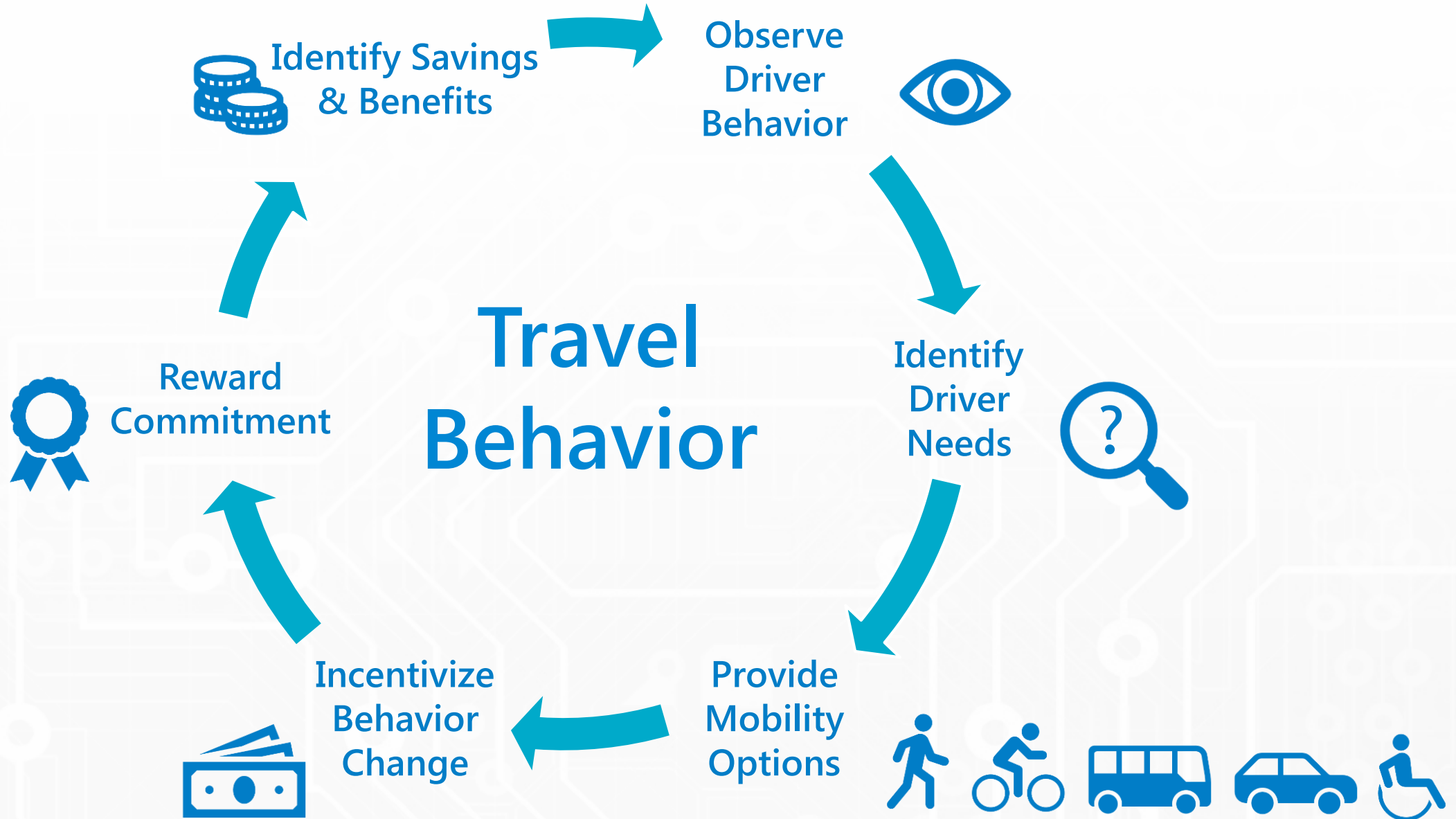
Cash



Multiple Bookings



Customer Service Center



Data Collection



- REAL-TIME INFORMATION
- SCHEDULING
- TRIP PLANNER

- UNIFORM PAYMENT SYSTEM
- CONNECTION PROTECTION
- REWARDS + INCENTIVES



Thank you

Randell Iwasaki

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riwasaki@ccta.net

 [@riwasaki2](https://twitter.com/riwasaki2)

