CIVIC LAB

Civic Lab designs and launches pilot projects to address issues of regional importance through action at the local level.

IDENTIFY CHALLENGE
Identify the main challenge you are facing and visualize what overcoming the challenge looks like

EXPLORE ISSUES
Consult with experts and solution providers to identify barriers to overcoming your challenge and understand possible solutions that address these barriers

PILOT SOLUTION
Select a solution provider to create a scope, schedule, and budget and test a solution to your challenge

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A PROGRAM BY SACOG
What questions am I trying to answer about this challenge?

- Are there ways to move people to the Davis Amtrak Station?
- How do we increase Capitol Corridor (Amtrak) ridership?
- How will we know if the pilot is successful?
- How can we improve parking for Yolo County residents?

What is my core question?

How can we improve access to the Davis Capitol Corridor (Amtrak) Station?

Why did this occur? What circumstances led to your core question?

1. Station has the third highest passenger usage on Capitol Corridor line of Amtrak
2. Parking lot fills up before 7am
3. Parking is free
4. No transit service to the station before 7am
5. Constructing additional parking is not an option

What does failure look like in 2039?

- Train Access Partnership fails to gain new riders
- Survey says demand for train is high, but no service
- Downtown Davis neighbors upset about train parking impacts

What does success look like in 2039?

- Success of train station access project a win-win-win-win
- Train ridership increases
- Comfort with new mobility service translates to other types of trips
Challenge Statement: Continue to support, change, or develop your challenge statement based on your answers on the first worksheet.

Without new solutions, ridership gains are constrained due to parking supply and station access challenges.

Vision Statement: If you had $100,000 to implement a pilot project on your corridor, what do you envision? Create a Vision Statement that overcomes the challenges you’ve identified in your Challenge Statement.

New mobility solutions for first/last-mile access to the Downtown Davis Amtrak station that meets the needs of commuters and visitors, and reduces the need to drive single-occupant vehicles by making commuting by train easy, comfortable, productive, affordable, stress-free, and travel-time competitive.

Barriers: What barriers exist that prevent you from achieving your vision?

- Concerns from community members about disruptions in parking / travel
- Aligning multiple vendors to execute a pilot project
- Obtaining a large enough amount of funding to execute the pilot

What actions would you need to take to get to this vision?

1. Engage a diverse set of private sector vendors
2. Create a holistic mobility solution
3. Design a pilot that has clear evaluation criteria to measure learnings
4. ...

What partners can you use to help you achieve the project vision?

1. Local bike / ped advocacy group
2. Mobility solution providers like Lyft, Carzac, and Transloc
3. Local university (project measurement)
4. Stakeholders like Capitol Corridor and riders of the line
Challenge Statement: Develop a project scope, schedule and budget based on the work you’ve done so far. Without new solutions, ridership gains are constrained due to parking supply and station access challenges.

Vision: Do you have a preferred solution? What is your vision for this pilot project? We are open to ideas!

Set the Stage: Provide context setting for external partners who may not be familiar with your challenge.

- 3rd highest ridership on Capitol Corridor
- 50% single occupancy vehicle rate to access the station
- limited parking which fills before 7AM

Tasks
1. Meet with vendors
2. Design pilot
3. Community outreach
4. Implement pilot
5. Evaluate

Timeline
1. Jan 2018
2. Feb - Dec 2019
3. Jan - June 2018
4. Mar - Dec 2019
5. Nov 2018 - May 2020

Est. $
1. __________
2. $20k
3. __________
4. $286.5k
5. $31k

Milestones
1. Select vendors
2. Request funding
3. Launch pilot
4. Close pilot
5. Review outcomes

Project Goals / Measurements: What qualifies as a successful project? How do you plan to measure these criteria?

UC Davis Institute of Transportation Studies will conduct a “Before” study of Davis residents’ commute behavior and perceptions of access to the Davis train station. This will also include an intercept survey at the train station to identify the origin of train riders who arrived by car. Data from “During” studies will help project team assess whether adjustments should be made to pilot project to improve performance.

What risks are there?

No one uses the service

Amtrak riders don’t respond to new forms of mobility and take too long to adopt new modes