



Regional Transportation Demand Management Platform “NorCal GO” Launch

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Author: Nicole Porter

Attachments: No

Referring Committee: Transportation

Issue:

Provide an update on NorCal GO, the region’s new transportation demand management platform.

Request:

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Recommendation for Board:

None; this is for information only.

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None; this is for information only.

Background:

Transportation Demand Management (TDM) is the use of strategies to inform and encourage travelers to maximize the efficiency of our transportation systems leading to improved mobility, reduced congestion, and lower vehicle emissions. TDM aims to provide everyone with transportation options that enable them to travel to destinations in an affordable, efficient, and sustainable way.

Our Regional TDM Platform serves the SACOG six-county region and the SJCOG (San Joaquin Council of Governments) region of San Joaquin County and the cities of Stockton, Lodi, Manteca, Tracy, Ripon, Escalon, and Lathrop. It is one of the tools which helps achieve SACOG’s Sustainable Mobility Program outcomes:

- A regional transportation system that is reliable, convenient, affordable, and accessible regardless of one’s age, race, ethnicity, abilities, income level, location, language spoken, or ability to own and operate a vehicle.
- Increased travel options that make it possible for community members to access any destination without the use of a personal vehicle.
- Improved air quality resulting from reduced greenhouse gas emissions and vehicle miles traveled.

In Summer 2024, staff published a Request for Proposals (RFP) for the Regional TDM Platform contract (formerly known as SacRegion511). Prior to drafting the RFP, staff discussed the procurement effort with

partner agencies to understand how they were using SacRegion511, its strengths and weaknesses, and what they would like to see in a future platform. Staff found that most of the region's Transportation Management Associations (TMAs) – independent associations of employers and building managers that offer employee commute program benefits – rely heavily on this platform to facilitate their core programs. Based upon partner input, feedback from a Request for Information, and best practices in the industry, the RFP identified the following goals of the updated platform: enable partner agencies to implement mobility benefit programs; empower individuals to explore sustainable transportation options; and encourage and measure reductions in vehicle miles traveled.

Staff kicked off the project in December 2024, and have since developed, tested, and launched the platform in conjunction with partner training and demonstration sessions.

Discussion/Analysis:

NorCal GO, the SACOG and SJCOG regions' new transportation demand management platform, launched on February 1. Anyone who lives or works in these areas can find rides, plan a multimodal trip route, and earn rewards for sustainable trips. The platform is available in the Apple and Google Play stores, and online at www.NorCalGO.org.

NorCal GO provides information about different transportation options to the public including public transit, on-demand / microtransit, paratransit services, shared mobility options, and recommended biking and walking routes. The platform helps improve mobility and reduce traffic congestion throughout the region by helping users find carpool / vanpool matches and transit buddies, facilitating trip logging and verification for all transportation modes, supporting TMA-led programs (e.g., guaranteed/emergency ride home, transit subsidies, telework subsidies, etc.), and distributing TDM program incentives. The platform is available in English and Spanish, with an additional language translation planned in 2026.

This Spring, NorCal GO will host a regional challenge event to attract new users and encourage them to log their bike, bus, carpool, vanpool, or walking trips . Residents and employees can take advantage of the platform's features to simplify their daily travel while simultaneously earning rewards to restaurants, shops, and local activities. By promoting the challenge through their existing communication channels, local agency staff can help their communities save money and make informed travel choices that meet their unique needs.

Staff are continuing to collaborate with the vendor to monitor and test new, dynamic features on the platform. Potential future features include integration with the region's anticipated new transit ticketing app and Paratransit's Metro Hub Center.

Fiscal Impact/Grant Information:

Included in the Overall Work Program (OWP)/Budget

List of Attachments:

Not applicable