

Commuter Options & Regulatory Compliance Support



Planning and Programming Committee
April 19, 2023
Legistar #2023-0016

RECOMMENDATION:

Action

AUTHORIZE the Chief Executive Officer to execute Contract No. PS95419000 to Innovative TDM Solutions (ITS) for Rideshare Services (Commuter Options) and Regulatory Compliance Support.

- Five-year firm fixed contract
- \$6,145,965.36 (Average = \$1.2m per fiscal year)

Procurement

- Open solicitation under the Medium Size Business Enterprise 1 (MSZ-1) Program
- Contractor fulfilled the Small Business Enterprise (SBE) goal of 22% and Disable Veteran Business Enterprise (DVBE) goal of 3%



BACKGROUND:

Metro has a successful and well-established Commuter Options & Regulatory Compliance Program since April 2005. The program is supporting ...

- Employers regulated by South Coast AQMD's Rule 2202 air quality compliance mandates
- Businesses required to comply with local city congestion reduction ordinances
- Non-regulated employers interested in reducing single occupancy vehicles into their worksite
- Commuters seeking alternate commute options outside driving alone
- Promotion of internal and external programs, such as: Transit, carpool and vanpool formation, teleworking, bike programs, commuter tax benefits, subsidy programs, etc....



PROGRAM GOAL & SERVICES:

Program Goal

- Reduce Single Occupancy Vehicle (SOV) travel through the means of transportation demand management (TDM) effort and multimodal commute options, such as transit, carpooling, vanpooling, biking, walking and promotion of telecommuting

Services

- Regulatory Compliance Support –
 - Assist Employer Transportation Coordinators (ETCs) with annual SCAQMD Trip Reduction Plan submittal
 - Average Vehicle Ridership (AVR) survey and reporting
 - Local City Ordinances: TDM congestion management mandates and reporting support
- Other Commuter Options Programs and Supporting Services -
 - Guaranteed Ride Home program, Metro Incentives/Rewards, Go Metro To Work Free (new hires)
 - ETC Primary and Post South Coast AQMD Training, RP35 database training, Certification Workshops
 - Rideshare fairs/briefing, Carpool/Vanpool formation assistance
 - On The Go Newsletter (ETC and Commuter editions)
 - Customized RideGuides, Personalized one-on-one commuter assistance
 - Park & Ride multi-regional updates
 - Annual “Bike to Work” Day/Week/Month, Rideshare Week events



EQUITY:

- Conducting Geographic Information Systems analysis to measure participation on both the employer/business and commuters from Equity Focus Communities (EFC). Objective is to identify any patterns of mobility difficulties, if any, that may be occurring for these community members and provide commuter options assistance
- Workshops and training activities are now routinely offered both in-person and virtually, which offers improved access for attendees with disabilities, limited labor resources and/or travel budgets
- All newsletters and communication material are produced in both Spanish and English
- Contractor staff are bilingual and ETC certified

