

Commuter Options & Regulatory Compliance Support

Planning & Programming Committee
May 15, 2024
Legistar #2024-0165



Recommendation:

Action

- Authorize the Chief Executive Officer to execute a five-year **Regional Rideshare Software Partnership Funding Agreement (Agreement)** with the five bordering County Transportation Commissions (CTCs)
- Five-year not-to-exceed price structure
- \$1,123,986 (Average = \$224k per fiscal year)



Background

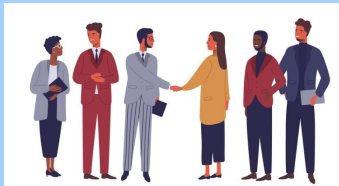
Access to the software ensures that Metro can assist LA-based Employee Transportation Coordinators (ETCs) in complying with South Coast AQMD's Rule 2202, which includes the required submittal of their annual Trip Reduction Plan, Average Vehicle Ridership (AVR), and Vehicle Miles Traveled (VMT) statistics.

Program services are wide-ranging and are used to assist employers, employees, and general commuters in developing transit ridership strategies, finding a carpool partner, joining or forming a vanpool, and planning bike and walk routes as alternate commute options.



Software Partnership Benefits:

- SCAG reports that Southern California drivers average more than 21 miles driven each day, often alone.
- Transit use, carpooling, and vanpooling can be beneficial solutions for mitigating the cost and stress of drive-alone commuting.
- Our established relationship brands all CTCs as strong and effective in supporting the common goal of reducing traffic and improving air quality throughout the Southern California region.
- Employers benefit from utilizing regulatory compliance and ridesharing software when responding to air quality mandates by promoting and implementing alternate modes of travel for their employees.
- Over 20 years of a working partnership between Metro and the transportation authorities in Orange County, San Bernardino County, Riverside County, and Ventura County.
- Partnership provides a 25% to 30% cost savings.



Software & Database Program Services:

Access to 17 primary and multiple secondary program functions. Several of the top-tier utilities are:

- AVR survey, collection and reporting.
- VMT tracking, calculations, and reporting.
- Employer and South Coast AQMD Annual Employee Commute Reduction Program plan submittals.
- Personalized cross-regional carpool and vanpool matching database consisting of over 400,000 commuters.
- Multiregional Park & Ride updates and platform.
- Customized RideGuides.
- Mobile-friendly option.
- ETC and commuter online profile capability.



Equity:

Continuing use of the five-county software partnership with our regional CTCs helps to improve transportation equity across all regions by:

- Reducing VMTs and improving air quality, providing health benefits for all, especially for Equity Focused Communities (EFC) that are disproportionately impacted by poor air quality.
- Supporting small employers within or having employees living in EFC communities by providing various commute options and benefits.
- Program services are available to all employers and commuters at no cost.
- Resources are offered in both English and Spanish.

Next Steps

Upon approval by the Board, staff will execute a five-year **Regional Rideshare Software Partnership Funding Agreement (Agreement)** for the Commuter Options & Regulatory Compliance Support Program, which will reside under Regional Transportation Demand Management Programs and Policy.

