

**Board Report**

File #: 2017-0535, **File Type:** Contract**Agenda Number:** 22.

**PLANNING AND PROGRAMMING COMMITTEE
SEPTEMBER 20, 2017****SUBJECT: METRO RIDESHARE/SHARED MOBILITY PROGRAM SUPPORT****ACTION: APPROVE RECOMMENDATION****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to award firm fixed price Contract No. PS42183000 to Innovative TDM Solutions, Inc. (ITS), for a three-year base term in the amount of \$1,767,263.93, with two, one-year options, each in the amount of \$596,590.88, for a total value of \$2,960,445.69 for **Metro Rideshare/Shared Mobility Program Support** services in Los Angeles County, subject to resolution of protest(s), if any.

ISSUE

Since the 1980's, Metro has provided funding and ridesharing/shared mobility assistance through a variety of approaches to Los Angeles County employers and commuters. In 2014, Metro's Shared Mobility and Implementation department entered into a TRI-Regional County Transportation Commissions (CTC) Partnership with the Orange County Transportation Authority (OCTA) and Ventura County Transportation Commission (VCTC). The main focus of this collaborative effort is to provide systematic tri-regional ridesharing/shared mobility assistance to drive-alone commuters and to employer Employee Transportation Coordinators (ETC) as a way to meet air quality regulations and/or implement congestion management strategies by offering, promoting and encouraging their employees to participate in a variety of green trip options, such as transit, carpooling, vanpooling, biking and walking.

In addition, Metro's Shared Mobility and Implementation team oversees auxiliary related programs, such as ETC follow-up compliance training classes, personalized South Coast Air Quality Management District (SCAQMD) Rule 2202 Employee Commute Reduction Program (ECRP) assistance and Trip Reduction Plan (TRP) support, which includes SiSense training (data management and reporting), Average Vehicle Ridership (AVR) surveying and reporting, and the production and distribution of customized RideGuides.

We also encourage and promote Commuter Benefits, flex/tiered work schedules, employer-based transit and vanpool subsidies, incentive/rewards programs, Guaranteed Ride Home (GRH), Metro Rewards and a Go Metro to Work Free for One Week program for new hires.

Also, within our scope of operation, we conduct semi-annual Rideshare/Shared Mobility certification workshops, facilitate regional awards/recognition ceremonies (California Rideshare Week/ETC Diamond Awards), produce the ridesharing/shared mobility "On The Go" newsletter(s), foster regional publicity through the support of "on-air" traffic reporters, assist with outreach activities and work collaboratively with Transportation Management Associations/Organizations (TMA/Os) and the SCAQMD.

Any and all of these services are available to both Rule 2202-regulated employers and employers under local city compliance ordinances. Non-regulated employers and general public commuters may also use our services. The Rideshare/Shared Mobility Program is also part of the Metro's Long Range Transportation Plan to assist the region in reducing traffic congestion and improving air quality.

DISCUSSION

Managing congestion-reduction strategies and air quality compliance regulations is complex and requires a solid knowledge base and strong industry specific relationships. Metro relies on a highly-trained and dedicated contractor to assist with and provide our required broad range of services. The current contract for this service and support function is set to expire October 1, 2017. This new Contract will allow Metro's Shared Mobility and Implementation unit the ability to continue to provide our exceptional rideshare/shared mobility services to Los Angeles County Employer ETCs, non-regulated employers and to individual non-represented commuters.

The recommended contractor will be responsible for several primary tasks and deliverables. While the statement of work (SOW) outlines the responsibilities in comprehensive detail, the following summarizes the related duties: RidePro-RP35 and SiSense Program Software and database maintenance, ECRP; process AVR transportation survey and reporting; TRP support and RideGuide processing and distribution; respond to in/outbound calls, emails and online inquires; incentive program eligibility and fulfillment; personalized support to commuters; one-on-one training and support to employer ETCs and TMA/Os; organize and provide assistance at county rideshare/shared mobility events; and support overall program growth initiatives, as well as conduct monthly ETC briefings training.

The recommended contractor is trained in RidePro-RP35 and SiSense and will oversee the Los Angeles County portion of the regional database, which will ensure a standardized rideshare/shared mobility operating system with OCTA and VCTC. This customized proprietary software product provided by Trapeze Software Group (TripSpark), Inc. is under a separate contract. All CTC partners have participated in the design and build-out of the TRI-Regional ridesharing/share mobility database and reporting system.

DETERMINATION OF SAFETY IMPACT

The Board action will not have a negative impact on the safety of Metro's patrons or employees. One can maintain that with fewer single occupancy vehicles on the roadways, the safer the commute is for everyone travelling throughout the region via transit, carpooling, vanpooling, biking and walking. The

Metro Rideshare/Shared Mobility Program has demonstrated effectiveness in reducing the number of cars on the road during the peak commute period, which contributes to public safety. Currently, Metro provides support to over 230,000 commuters and over 700 (and growing) Los Angeles worksites regulated by SCAQMD Rule 2202 and local Transportation Demand Management city ordinances.

FINANCIAL IMPACT

The FY18 budget includes \$1.2 million for professional services in Cost Center 4540, Shared Mobility and Implementation, Project 405547, Rideshare Services. The project manager will be accountable for managing costs during the term of this contract. Since this is a multi-year contract, the cost center manager and the Chief Planning Officer will be responsible for budgeting the cost in future years.

Impact to Budget

The source of funds for this action is Proposition C 25% Streets and Highway, which is not eligible to fund bus and rail operating and capital expenditures.

ALTERNATIVES CONSIDERED

The Board can choose not to authorize the CEO to award this Contract. Staff does not recommend this option because services will lapse and Metro will no longer be able to provide support to 700+ worksites regulated by SCAQMD's Rule 2202 and/or local city ordinances in Los Angeles County and ride matching services to 230,000 commuters. Incentive programs would terminate and countywide support of rideshare services would end. Critical support programs that employer ETCs are dependent on, such as the ECRP and TRP, which include annual surveying and AVR reporting, would also cease and cause undue hardship on regulated employers throughout the Los Angeles region. Employers not submitting their ECRP TRP on an annual basis and on time may be subject to a fine imposed by the SCAQMD.

Moreover, Metro is the holder of a license agreement with Trapeze Software Group, Inc. for the use of RidePro in partnership with the OCTA and VCTC, and without the continuation of this work, Metro would not have the capability to immediately provide staff resources to continue using RidePro and would lose the financial investment in this database. The impact to the regional partners would be significant, since Los Angeles County participants are 72% of the database and the maintenance of this database information would lapse.

NEXT STEPS

Upon Board approval, staff will execute Contract No. PS42183000 with Innovative TDM Solutions for Metro Rideshare/Shared Mobility Program Support services.


ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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