

**Board Report**

File #: 2020-0701, **File Type:** Contract**Agenda Number:** 42.

**EXECUTIVE MANAGEMENT COMMITTEE
JANUARY 21, 2021****SUBJECT: METRO RIDESHARE/SHARED MOBILITY PROGRAM SUPPORT****ACTION: APPROVE RECOMMENDATION****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to execute Modification No. 3 to the Metro Rideshare/Shared Mobility Program Support Contract No. PS42183000 with Innovative TDM Solutions, Inc. (ITS) to exercise the first, one-year option in the amount of \$630,555 increasing the total contract value from \$1,832,308 to \$2,462,863 and extending the period of performance from January 31, 2021 to January 31, 2022.

ISSUE

The Metro Board approved the Metro Rideshare/Shared Mobility Program Support Contract for a three-year base period, with two, one-year options, which began on October 13, 2017. The three-year base contract ended October 12, 2020 and a term extension was executed through January 31, 2021. Metro requires the modification of this contract to exercise Option Year 1 from February 1, 2021 to January 31, 2022. The one-year term extension is required to continue services and support of the Metro Rideshare/Shared Mobility Program.

BACKGROUND

The Metro Rideshare/Shared Mobility Program is a one-stop transportation demand management (TDM) resource for Los Angeles County employers, Transportation Management Associations/Organizations (TMA/O), Employee Transportation Coordinators (ETC) and individual commuters committed to reducing vehicle miles traveled (VMT) by single occupancy vehicles (SOV). In FY20, more than 12.5 million miles were reduced. The program focuses on providing options and resources that include teleworking support and information, Guaranteed Ride Home, ride-matching for carpoolers and vanpool SeatFinding. It also encourages and promotes Commuter Benefits, flex/tiered work schedules, employer-based transit subsidies, vanpool subsidies, and incentive and rewards programs such as Metro Rewards, Go Metro to Work Free for new hires. The Rideshare/Shared Mobility Program is also part of Metro's Long Range Transportation Plan to assist the region in reducing traffic congestion and improving air quality.

In addition, Metro's Shared Mobility and Implementation team provides personalized assistance for

compliance with the South Coast Air Quality Management District (SCAQMD) Rule 2202 Employee Commute Reduction Program (ECRP) and Trip Reduction Plan (TRP) which includes SiSense training (data management and reporting), Average Vehicle Ridership (AVR) surveying and reporting, and the production and distribution of customized RideGuides.

The program also provides semi-annual Rideshare/Shared Mobility certification workshops, facilitates regional awards/recognition ceremonies (California Rideshare Week/ETC Diamond Awards), produces the ridesharing/shared mobility "On The Go" newsletter(s) in collaboration with Orange County Transportation Authority (OCTA), Ventura County Transportation Commission (VCTC), Riverside County Transportation Commission (RCTC), and San Bernardino County Transportation Authority (SBCTA), fosters regional publicity, assists with outreach activities, and works collaboratively with TMA/Os and the SCAQMD.

Metro's Shared Mobility and Implementation team is also part of the TRI-Regional County Transportation Commissions (CTC) Partnership with OCTA and 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 ETCs 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, walking and telecommuting. This program also directly supports TDM Board Motion #60.

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. Continuing with this contract will allow Metro's Shared Mobility and Implementation team 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. This will become even more critical when implementing strategies in a post-COVID commute environment.

The current contractor will continue with their proven and effective work style in managing several primary tasks and deliverables. These activities include: RidePro-RP35 and SiSense Program Software and database maintenance; 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.

In addition, the contractor will oversee the Los Angeles County portion of the regional database which will ensure a standardized rideshare/shared mobility operating system with OCTA, SBCTA, RCTC and VCTC thus providing a seamless experience for users across all counties. This customized RP35 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 multi-regional ridesharing/share mobility database and reporting system.

COVID-19 Response

In response to the COVID-19 pandemic, the contractor has provided additional support to employers seeking guidance and information regarding teleworking. The contractor has provided web-based information and has responded to inquiries regarding guidelines, best practices, and regulations as they pertain to Rule 2202. As the agency continues to implement an overall recovery plan, Metro staff will be working closely with the contractor to develop changes that can support employers, essential workers, and many Los Angeles County residents who continue to telework.

Equity Platform

The program supports Pillar II, Listen and Learn, as well as Pillar III, Focus and Deliver. Metro's Rideshare/Shared Mobility program provides a public service to employers, businesses and Los Angeles commuters and is committed to implementing a program that is equitable in all aspects.

DETERMINATION OF SAFETY IMPACT

The Board action will not have a negative impact on the safety of Metro's patrons or employees. The Metro Rideshare/Shared Mobility Program has demonstrated effectiveness in reducing the number of cars on the road during peak commute periods through the variety of programs offered and contributes to public safety, reduced traffic congestion and improved air quality.

FINANCIAL IMPACT

Approval of this recommendation will not impact the FY 2021 budget, since funding for this contract is already included under Project 405547, Task 01.10, Cost Center 4540 (Regional Rideshare/Shared Mobility). Staff anticipates the billable amount will be partial during FY 2021 Q2, with most of the billing occurring in Q3 and Q4. Since this is a multi-year project, the Cost Center Manager and Chief Planning Officer will be accountable 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.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Recommendation supports the following strategic plan goals:

1. Provide high-quality mobility options that enable people to spend less time traveling;
2. Deliver outstanding trip experiences for all users of the transportation system; and
3. Enhance communities and lives through mobility and access to opportunity.

ALTERNATIVES CONSIDERED

The Board could choose not to modify the contract and allow the base contract to end on January 31, 2021. Staff, however, does not recommend this because the Metro Rideshare/Shared Mobility

program provides support to commuters throughout Los Angeles County. This program also provides options and information to commuters throughout the region through the promotion and support of ridesharing/carpooling, vanpooling, transit, bike, walk and telecommuting assistance.

NEXT STEPS

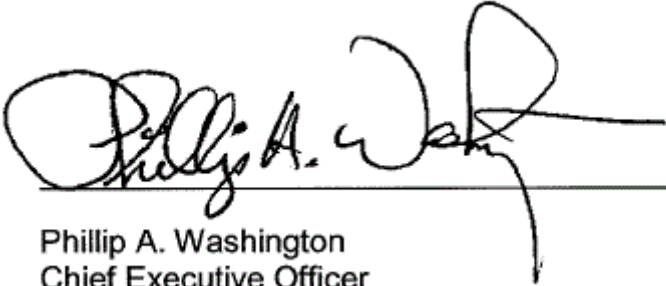
Upon Board approval, staff will execute Modification No. 3 to exercise Option Year 1 of the Rideshare/Shared Mobility Contract No. PS42183000 with Innovative TDM Solutions, Inc.

ATTACHMENTS

- Attachment A - Procurement Summary
- Attachment B - Contract Modification/Change Order Log
- Attachment C - DEOD Summary

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