



**Board Report**

**File #:** 2021-0601, **File Type:** Contract

**Agenda Number:** 5.

**PLANNING AND PROGRAMMING COMMITTEE  
NOVEMBER 17, 2021**

**SUBJECT: METRO RIDESHARE PROGRAM SUPPORT**

**ACTION: APPROVE RECOMMENDATION**

**RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to execute Modification No. 4 to the Metro Rideshare Program Support Contract No. PS42183000 with Innovative TDM Solutions (ITS) to exercise the second, one-year option in the amount of \$630,555, increasing the total contract value from \$2,462,863 to \$3,093,418 and extending the period of performance from February 1, 2022 to January 31, 2023.

**ISSUE**

The Metro Board approved the Metro Rideshare 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. Option Year 1 was executed from February 1, 2021 to January 31, 2022. Metro requires the modification of this contract to exercise Option Year 2 from February 1, 2022, to January 31, 2023. The one-year term extension is required to continue services and support of the Metro Rideshare Program.

**BACKGROUND**

The Metro Rideshare 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 FY21, more than 21.7 million miles were reduced. The program provides options and resources, including teleworking support and information, Guaranteed Ride Home, ride-matching for carpoolers, and vanpool SeatFinding through ridematch.info. 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 and Go Metro to Work Free for new hires. The Rideshare 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, through the Program, Metro’s Implementation team provides personalized assistance for

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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 certification workshops, facilitates regional events and recognitions (California Rideshare Week and ETC Diamond Awards). Ridesharing/ assistance is also provided to drive-alone commuters and 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.

Metro's program is also part of the Five County Transportation Commissions (CTC) Partnership with Orange County Transportation Authority (OCTA), Ventura County Transportation Commission (VCTC), Riverside County Transportation Commission (RCTC), and San Bernardino County Transportation Authority (SBCTA). The CTCs share a regional database that provides access to commuter information and provides support to ETCs. The main focus of this collaborative effort is to provide systematic regional information. The partnership also produces the ridesharing/ "On The Go" newsletter(s) and fosters regional publicity, assists with outreach activities, and works collaboratively with TMA/Os and the SCAQMD.

## **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 trained and specialized contractor to assist with and provide the required broad range of services. This contract will enable Metro to continue to provide Rideshare services to Los Angeles County Employer ETCs, non-regulated employers, and individual 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/TMOs; organize and provide assistance at county Rideshare 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 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 TripSpark Technologies, a business unit of Trapeze Software Group, Inc., is under a separate funding agreement (FA) with SBCTA. All CTC partners have participated in designing and building the multi-regional ridesharing/share mobility database and reporting system.

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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 pertaining 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. In addition, a Retention and Recovery Task Force has been put in place under this working group. The focus is to continue and further VMT reductions achieved under telecommuting, biking, and walking participation while continuing to encourage transit, vanpool and carpooling under a COVID safe environment.

**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 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 FY22 budget, since funding for this contract is already included under Project 405547, Task 01.10, Cost Center 4540 (Regional Rideshare). Since this is a multi-year project, the Cost Center Manager and department's executive staff 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.

**EQUITY PLATFORM**

Under this program's initiatives, employers will be encouraged to offer and market their internal rideshare mobility program(s) to their employees in diverse languages to enhance resources offered by this platform.

This was an open solicitation and included a Small Business Enterprise (SBE) goal of 12% and a Disabled Veteran Business Enterprise (DVBE) goal of 3% for the Metro Rideshare/Shared Mobility Program Support contract. ITS made a 13.21% SBE commitment and a 3.650% DVBE commitment. The current level of participation is 14.07% SBE and 3.54% DVBE. ITS is currently on track to meet or exceed both the SBE and DVBE commitments.

**IMPLEMENTATION OF STRATEGIC PLAN GOALS**

The 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 contract to end on January 31, 2022. Staff, however, does not recommend this because the Metro Rideshare Program provides support to regulated employers throughout Los Angeles County. This program also provides options and information to commuters throughout the region by promoting and supporting ridesharing/carpooling, vanpooling, transit, bike, walk and telecommuting assistance.

### **NEXT STEPS**

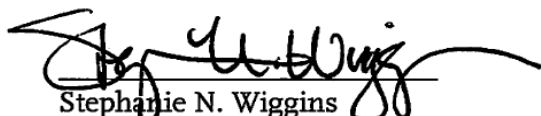
Upon Board approval, staff will execute Modification No. 4 to exercise Option Year 2 of Contract No. PS42183000 with Innovative TDM Solutions.

### **ATTACHMENTS**

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

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