



**Metro**

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Metropolitan Transportation Authority

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**PLANNING AND PROGRAMMING COMMITTEE  
MAY 14, 2014**

**SUBJECT: REGIONAL RIDESHARE SERVICES**

**ACTION: APPROVE MEMORANDA OF UNDERSTANDING**

**RECOMMENDATION**

Authorize the Chief Executive Officer (CEO) to execute Memoranda of Understanding (MOUs) with the Orange County Transportation Authority (OCTA) and the Ventura County Transportation Commission (VCTC) for Metro to provide regional rideshare services.

**ISSUE**

In June 2009, the Board approved a Memorandum of Understanding with Riverside County Transportation Commission (RCTC) to perform regional rideshare system development and support services for Los Angeles County for a term of five years and in an amount not to exceed \$1.5 million. This system is part of a regional partnership and includes the counties of Orange, San Bernardino, Riverside and Ventura. The existing MOU will expire on June 30, 2014. RCTC has informed Metro that they will no longer be providing regional rideshare services. In order to retain the regional rideshare partnership built since 2003, Metro would like to take the lead on providing a regional rideshare system for Los Angeles, Orange, and Ventura counties. Board authorization is being requested to execute the MOUs which would allow Metro to take this leadership role.

**DISCUSSION**

**Background**

The purpose of maintaining a regional rideshare system between counties is to ensure that the County Transportation Commissions (CTCs) can provide a cost-effective service to worksites and commuters. There are economies of scale and improved service efficiencies when these services are coordinated and pooled. The rideshare system that the CTCs jointly administer has kept pace with technical advancements in the industry and is continually being updated and improved. Continuing to maintain and enhance the system developed by the CTCs will ensure that the services provided will be technologically current, cost effective, and will enable Metro to leverage past capital investments.

The continuation of a regional rideshare system also ensures that cross-county commuters can be assisted when researching ridematching options which is essential in supporting alternative modes of travel. The regional rideshare system uses a software package called RidePro and offers online carpool and vanpool matching through a dedicated website called ridematch.info that is also integrated with 511. The system incorporates Metro's Trip Planner and offers commuters information about transit options in their area. The system also offers bicyclists with information about their route and can assist them with finding a bicycling partner. In addition, RidePro provides worksites that are implementing an Employer Commute Reduction Program (ECRP) as part of the South Coast Air Quality Management District's (SCAQMD) Rule 2202, assistance with their employee surveying process and reporting of their Average Vehicle Ridership (AVR). Although VCTC's AVR process is regulated by the Ventura County Air Pollution Control District (VCAPCD) and is slightly different, they benefit from being part of the region and have asked to be included.

### Scope of Services

Prior to the start of FY 15, Metro will enter into a contractual and license agreement for three years with Trapeze Group for RidePro and will include OCTA and VCTC as sublicenses. Metro will also enter into a three year contract with Inland Transportation Services, Inc. to manage the system for the region. Invoices will be processed and paid for by Metro. OCTA and VCTC will be required to reimburse Metro for their proportional share of the licensing, maintenance, and hosting costs on a quarterly basis. The proportional share is based on the county population counts as reported in 2010 Census data. Each county will continue to connect directly to the main rideshare database via remote local networks that will allow county-based control of output reports and data collection processes.

### DETERMINATION OF SAFETY IMPACT

The regional rideshare system has demonstrated effectiveness in reducing the number of cars on the road during the peak commute period which contributes to public safety. Currently, the database has over 400,000 participants and supports as many as 2,500 worksites in the region.

### FINANCIAL IMPACT

The total contract value for the three years will be \$535,000, of which 22% and 6% will be reimbursed by OCTA and VCTC, respectively. The FY 15 proposed budget includes costs for the first year in Cost Center 4540 Project 405547, Task 01.10. The funding source for this project comes from Proposition C 25% sales tax. These funds are from a Regional Rideshare grant programmed in the Transportation Improvement Program (TIP) pursuant to the Long Range Transportation Plan. Since activities related to this action are provided through a multi-year contract, the Project Manager will be accountable for budgeting costs in future years once the final contracts are executed.

### Impact to Budget

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

### **ALTERNATIVES CONSIDERED**

The Board can choose not to authorize the CEO to execute the MOUs with OCTA and VCTC for Metro to perform these rideshare services. Staff does not recommend this option. The cost of offering an effective rideshare system would escalate for each CTC if these services were offered individually. Also, continuing to partner with the other CTCs allows Metro to offer cross-county commuters the information they need to choose rideshare options. Moreover, if Metro leads the region in providing regional rideshare services, it would preserve the region's financial investment in this database and it would also be cost effective since the partner CTCs would be reimbursing Metro for their share.

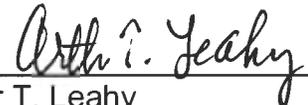
### **NEXT STEPS**

Staff will execute Memoranda of Understanding with OCTA and VCTC prior to July 1, 2014.

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