



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Operations Committee

DATE: June 6, 2008

FR: Deputy Executive Director, Operations

W. I. 1222

RE: Funding Agreement - Regional Rideshare: Program: City/County of San Francisco, Department of the Environment

Staff requests approval of a funding agreement with the City and County of San Francisco, Department of the Environment (DOE), in the amount of \$210,000 to provide employer outreach services for the next three years (FY 2008-09 to FY 2010-11) on behalf of the 511 Regional Rideshare Program (RRP).

Background

MTC manages the 511 Regional Rideshare Program. The current six-year contract with PB Americas, Inc. expires on June 30, 2011. At the beginning of the current contract period, MTC implemented a recommendation from the program's Strategic Plan to delegate responsibilities and funding for employer outreach to counties that were in a position to deliver these services directly. Delegation was intended to eliminate duplication of services between the regional program and local TDM services and improve customer service to employers.

Starting in FY 2005-06, the congestion management agencies in San Mateo, Contra Costa and Solano counties accepted delegation to provide employer outreach services for their respective counties. Solano provides such services for Napa, as well. The RRP contractor has successfully provided employer outreach services in the remaining five counties (Alameda, Marin, San Francisco, Santa Clara and Sonoma) and expanded its employer outreach services in Marin County to support the Highway 101 HOV lane construction project.

While MTC staff stated that we would not consider any additional delegation until the end of the current rideshare program contract (FY 2010-11), the San Francisco DOE has requested delegation of employer outreach services only starting in FY 2008-09. The DOE currently operates a guaranteed ride home program and promotes transportation alternatives to those employed by the City/County. This differs from previous experiences where we delegated to counties that provided service to all employers within a county and where we wanted to eliminate existing service duplication. However, the DOE has committed to providing employer outreach services on behalf of the 511 Rideshare program and is very eager to assume these responsibilities, which include, but are not limited to:

- Implement an outreach program for employers who do not have rideshare and other transportation demand management (TDM) programs or are not aware of the services provided by the 511 Regional Rideshare Program

- Encourage and assist employers that do not have rideshare programs to implement programs at their worksite(s), including use of the 511 RideMatch System (RMS).
- Work with employers that may already have rideshare programs and assist them to improve the quality of the products and services they offer.
- Communicate with employers about rideshare services, as well as other MTC programs (e.g., FasTrak, TransLink)
- Maintain an employer outreach database that includes key employer information and logs DOE contact activity. Provide employer database information to MTC as requested.
- Implement the clean interface of the 511 RideMatch system on any website provided by the DOE to promote employer rideshare so that website visitors will have direct access to the regional ridematch tool.
- Participate in and promote regional marketing campaigns to employers in San Francisco.
- Use the evaluation methodologies previously agreed upon by MTC and the local rideshare programs to monitor and report program outcomes.
- Make a good faith effort to meet annual performance targets.
- Coordinate with the 511 Rideshare Contractor on related services and activities.

The short-term impact of this request is a \$70,000 reduction in budget and a staff reorganization for the Regional Rideshare Program contractor, PB Americas. MTC staff and the Rideshare Technical Advisory Committee will monitor the long-term impacts of delegation and evaluate whether to continue and/or modify this strategy for the next contract period (beginning FY 11-12). Evaluation factors include:

- Economies of scale of providing regional employer outreach versus delegation to counties
- Impact of \$70,000 per year redirection in the rideshare program's ability to provide necessary coordination across counties?
- Service quality
- Vehicle trip reduction results be affected?

We request that this Committee authorize the Executive Director or his designee to negotiate and enter into a funding agreement with the City and County of San Francisco's Department of the Environment, through FY 2010-11, subject to annual agency budget approval.

Ann Flemer

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement

Work Item No.: 1222

Agency: City and County of San Francisco, Department of the Environment

Project Title: Regional Rideshare Program (RRP) Delegation of Services FY08-09 to FY10-11

Purpose of Project: Employer outreach services

Brief Scope of Work: Provide employer outreach services on behalf of the 511 Regional Rideshare Program in San Francisco.

Project Cost Not to Exceed: \$210,000

Funding Source: CMAQ

Fiscal Impact: None

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a three-year funding agreement with the City and County of San Francisco (Department of the Environment), subject to funds being available. Funds will be allocated on a yearly basis. The Chief Financial Officer is directed to set aside funds for such funding agreements, as specified herein, subject to the annual budgetary process.

Operations Committee: _____
Sue Lempert, Chair

Approved: Date: June 13, 2008