

**Metropolitan Transportation Commission
Operations Committee**

October 11, 2019

Agenda Item 5a

Vendor List –Shift Bay Area Pre-Qualified Commute Management Software Vendors

Subject: Approval of vendor list to provide commute management software tools for employers selected to participate in the Shift Bay Area program to administer commute benefits, disincentivize parking, and shift employees to shared use modes.

- i. Right Click Solutions dba RideAmigos (RideAmigos)
- ii. RideShark Corporation (RideShark)
- iii. Fort Effect Corp dba Luum (Luum)

Background: In March 2019, the Commission approved \$2,000,000 in funding to launch a program that will help employers reduce single occupancy vehicle (SOV) rates and encourage shared-use modes among their employees. The resulting program, Shift Bay Area (Shift), is aimed at equipping large employers with a commute management tool to shift their employees' travel behavior through parking management strategies and incentives for shared-use modes. Shift goals are as follows:

- Work with large employers whose employees often drive alone on the region's congested corridors, specifically the San Francisco-Oakland Bay Bridge and the planned "Ring Around the Bay" HOV3+ express lane corridors (Alameda-Santa Clara I-880, Santa Clara SR 237, and San Mateo US 101). The vehicle occupancy requirement for these express lanes will be three or more (HOV3+).
- Learn whether equipping employers with data-driven commute management software can shift travel behavior over time.
- Implement employer parking management strategies to reduce SOV parking demand.
- Manage commute services and administer incentives and disincentives to shift employees to shared-use modes.
- Track and set targets to measure changes in overall drive-alone rates, reductions in SOV parking demand, and increases in alternate commute modes.
- Analyze commute data from employers to identify effective strategies.
- Provide future MTC funding, as available, to employers for carpool incentives.

In Fall 2019, MTC plans to release a competitive solicitation to seek employer partnerships to participate in Shift for the 36-month duration. MTC will work with employers that face pressing commute challenges, manage parking with pricing and disincentive strategies to reduce demand, and incentivize shared-use modes to reduce single occupancy vehicle rates. The Shift budget of \$2,000,000 will be available to the selected employer partners to fund the installation and subscription costs of the commute management tool. Employer partners will enter into a 36-month contract with a vendor from the pre-qualified list of vendors. MTC may contribute incentives to employers should resources become available.

On June 26, 2019, MTC issued a Request for Qualifications (RFQ) to develop a list of pre-qualified commute management software vendors from which participating employers can select and contract with during the 36-month Shift program. On July 23, MTC received Statements of Qualifications (SOQs) from three vendors: 1) RideAmigos; 2) RideShark; and 3) Luum.

A panel comprised of staff from MTC, Bay Area Air Quality Management District (BAAQMD), and the Bay Area Council reviewed the SOQs and were given live demonstrations by the vendors to determine if they meet the minimum qualifications listed below.

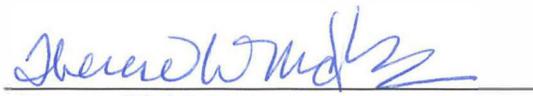
1. Integrates with payroll platforms, parking systems, and third party mobility providers
2. Administers at least two parking management strategies
3. Provides discounted pricing to employer participants
4. Provides performance data from client references documenting before and after changes in drive alone rates
5. Provides a customer service protocol
6. Provides a live demonstration to MTC

The panel evaluated whether a vendor met all six minimum qualifications using a “yes or no” determination; there was no further evaluation beyond the minimum qualifications. Based on this review, the panel determined that all three vendors meet all minimum qualifications and therefore recommended that they be pre-qualified to be available to employer participants of Shift. Vendors that are pre-qualified through the RFQ are not guaranteed a project with participating employers of the Program.

Issues: None identified.

Recommendation: Staff recommends that the Committee authorize the Executive Director or designee to approve the pre-qualified list of commute management software vendors identified in this memo for eligibility to contract with participating employers of Shift Bay Area for 36 months.

Attachments: PowerPoint Presentation: Shift Bay Area


Therese W. McMillan

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Pre-Qualified List of Vendors

Work Item No.: 1238

Vendors:

- Right Click Solutions dba RideAmigos, Santa Monica, CA
- RideShark Corporation, Ottawa, ON, Canada
- Fort Effect Corp dba Luum, Seattle, WA

Work Project Title: Shift Bay Area

Purpose of Project: To provide commute management software tools for employers selected to participate in Shift Bay Area.

Brief Scope of Work: Provide commute management software tools for participating employers; this includes integration with third-party mobility and employer systems to manage commute benefits, provide incentives and disincentives for selected commute modes, and provide performance data.

Project Cost Not to Exceed: Individual funding amounts TBD. Total funding not to exceed \$2,000,000.

Funding Source: RM2 Marketing

Fiscal Impact: Funding is included in the FY 2019-20 MTC Budget

Motion by Committee: That the above commute management software vendors be pre-qualified to be eligible to enter into 36-month contracts with participating employers of Shift Bay Area, as described above and in the Operations Committee Summary Sheet dated October 11, 2019.

Operations Committee:

Dave Cortese, Chair

Approved: October 11, 2019



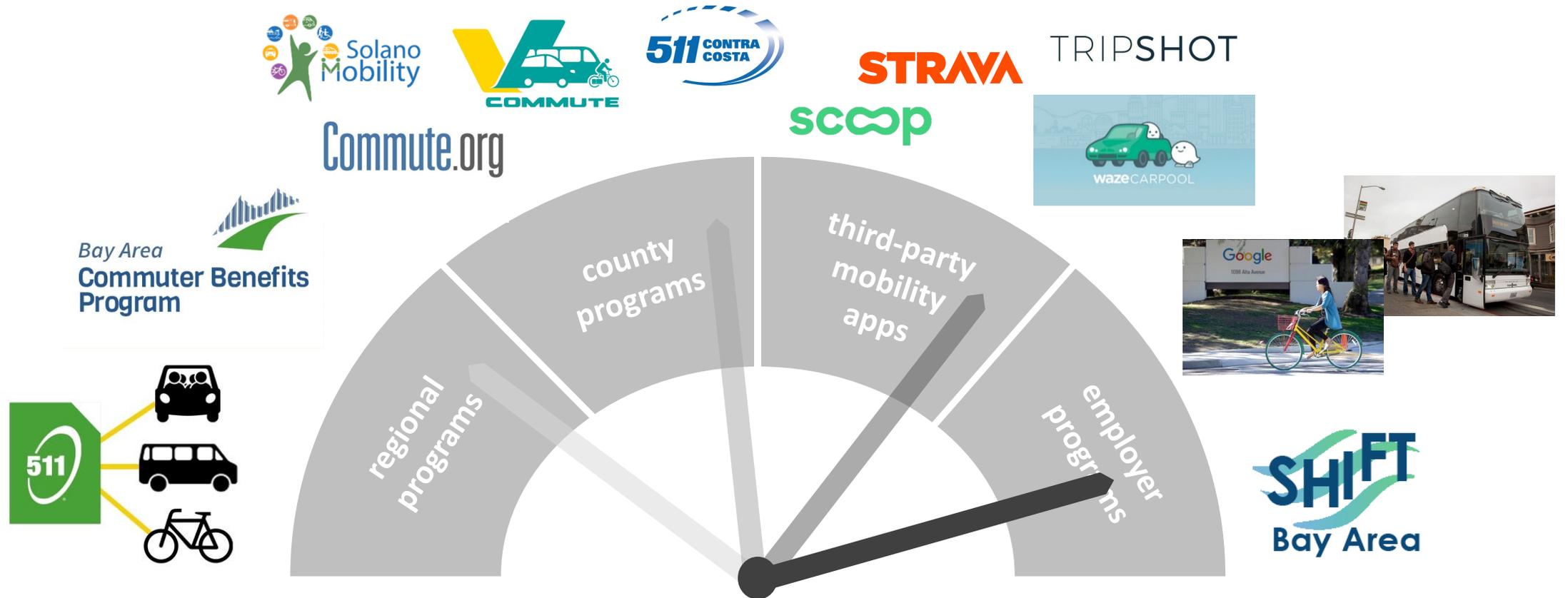
Shift Bay Area

MTC Operations Committee

October 11, 2019

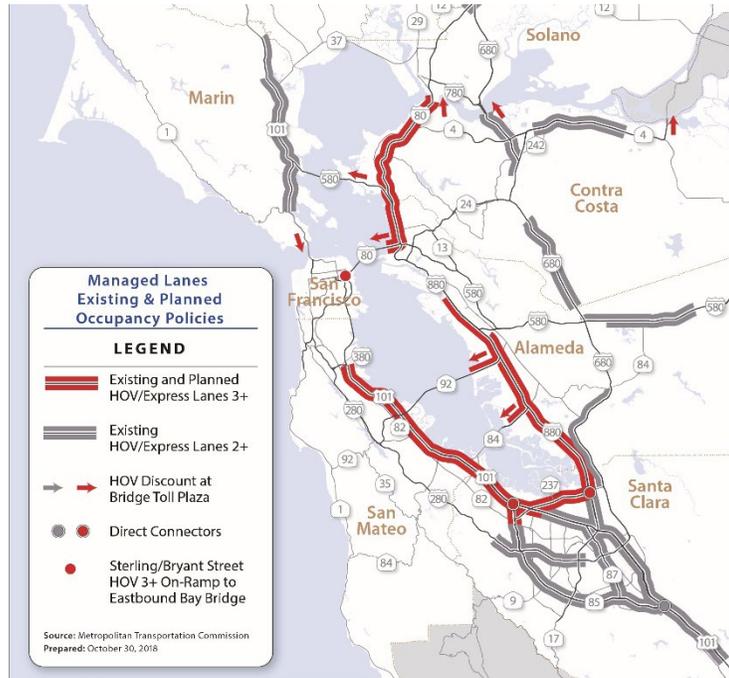


Moving the Needle to Shift Commute Behavior with a \$2m Investment



Shift Bay Area

1 REDUCE SINGLE OCCUPANCY VEHICLE RATES ON CONGESTED CORRIDORS

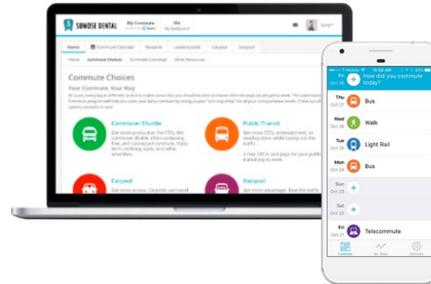


- Support Ring Around the Bay HOV3+ policy change
- Deliver Commute Benefits Program
- Disincentivize employer parking

2 EQUIP EMPLOYERS WITH TOOLS AND DATA



+



- 3 year employer commitment
- Employers use pre-qualified commute management tool
- Commute data to be provided to MTC
- Manage parking and shared use services

3 TEST COMMUTE STRATEGIES AND OFFER INCENTIVES



- Strategies to reduce SOV rates, including parking management, incentives, disincentives
- Future MTC funding for carpool incentives as resources become available

Commute Management Software Vendor Minimum Qualifications

1. Integration with payroll platforms, parking systems, and third party mobility providers
2. Administers at least two parking management strategies
3. Provides discounted pricing to employer participants
4. Provides performance data from client references documenting before and after changes in drive alone rates
5. Provides a customer service protocol
6. Provides a live demonstration to MTC



ride**amigos**

Ride**Shark**



luum™