



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 5a

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Memorandum

TO: Operations Committee

DATE: November 2, 2018

FR: Executive Director

W. I. 1237

RE: Napa Valley Forward – Commute Management Technology Platform and Flexible On-Demand Transit Pilots:

- i. Contract – Pilot Flexible On-Demand Transit Service: Chariot Transit LLC (\$1,000,000)
- ii. Contract – Commute Management Technology Platform: Fort Effect Corp dba Luum (\$750,000)

Background

In January 2018, the Napa Valley Industry Leaders (Industry Leaders), a business group of wineries and hospitality companies, convened a workshop with Commissioner Pedroza and the MTC Executive Director to review recently collected traffic data and discuss ways to address persistent congestion on Highway 29. Under Commissioner Pedroza's leadership, MTC, Napa Valley Transportation Authority (NVTa), and Industry Leaders began to vet demand management strategies that would more efficiently move Napa Valley's workforce and visitors.

In September 2018, MTC, NVTa and Industry Leaders met to discuss two specific strategies to shift more workers and visitors into carpools and transit – a commute management technology platform developed by Fort Effect Corp dba Luum (Luum) and flexible on-demand transit service provided by Chariot Transit LLC (Chariot). A few Napa Valley employers had experimented with incentives to encourage their employees to carpool to work, but they had neither the proper tools nor data to deploy, monitor or evaluate the success of those initiatives. A few had also contracted with Chariot to get visitors to special events (e.g., concerts) but not to address the steady stream of visitor travel on typical Thursdays, Fridays, Saturdays and Sundays to and from Napa Valley. To shift visitors and employees into carpools and transit, MTC and the Industry Leaders agree that equipping employers with Luum's unique commute management platform will enable employers to offer commute options; administer incentives; and collect, monitor and assess data on employee travel behavior. Likewise, deploying Chariot's services may attract visitors to get out of their cars and into up to 14-seat transit vans. These pilots are modeled after the Luum/Chariot pilots with UCSF and Kaiser Permanente hospitals under MTC's Bay Bridge Forward program.

MTC staff propose to provide \$1,000,000 in funding from the MTC Exchange Program towards this Napa Valley experiment. In response to Commissioner Pedroza's challenge, the Industry Leaders will match MTC's investment up to \$750,000 towards the successful delivery of Luum and Chariot. MTC and NVTa will work collaboratively to deliver both projects. We will also conduct evaluations to determine the efficacy of both strategies. Should these strategies prove successful, MTC, NVTa and the Industry Leaders would explore public and private funding contributions to continue to deploy these strategies, potentially at a large scale to meet the needs of Napa Valley.

Contract Approval Actions

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into the following agreements:

i. Contract – Flexible On-Demand Transit Service: Chariot (\$1,000,000)

This sole source contract will enable Chariot to pilot flexible transit services in an amount not to exceed \$1,000,000. MTC will fund \$500,000 from the MTC Exchange, contingent upon execution of the MTC-CCTA Exchange Agreement, MTC Resolution No. 4357, and inclusion of the funding in the MTC Exchange Program, MTC Resolution No. 3989, and Industry Leaders will provide \$500,000 pursuant to a cooperative agreement among MTC, NVTA, and the Industry Leaders.

This project is a collaboration between MTC and NVTA, wherein Chariot will pilot new flexible on-demand transit routes on Highway 29 and within Napa Valley for a period of 24 months, and MTC/NVTA will study the effectiveness of that service. Chariot is uniquely qualified to develop a transit service that can divert Napa Valley workforce and visitors to transit. This pilot service must offer routes that complement, not compete, with existing direct one-seat trips offered by public transit, be operated with unionized labor, and offer wheelchair accessible vehicles when available. Chariot will provide MTC/NVTA with data on shuttle routes (including stops, schedules, speeds, and travel times) and ridership data.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Chariot to pilot flexible transit, at a cost not to exceed \$1,000,000.

ii. Contract – Commute Management Technology Platform: Luum (\$750,000)

This contract will enable MTC and NVTA to work closely with the Industry Leaders to pilot a commute management technology platform by Luum, including incentives for carpool and vanpools, in an amount not to exceed \$750,000. This is comprised of \$500,000 in funding from the MTC Exchange, contingent upon execution of the MTC-CCTA Exchange Agreement, MTC Resolution No. 4357, and inclusion of the funding in the MTC Exchange Program, MTC Resolution No. 3989, and up to \$250,000 from the Industry Leaders pursuant to the cooperative agreement referenced above.

Napa Valley employers would benefit from a commute management platform because they want to reduce their employees' drive-alone rates and offer commuter ridesharing options. Luum's commute management platform offers employers innovative technology that can demonstrate the effectiveness of commute options and incentives in decreasing drive-alone trips. Luum's platform captures a baseline and measures employee commute activity across all modes; applies more efficient management of employee transportation programs; helps employees find and share rides to and from work; and measures the effectiveness of different incentives and mode options. Data from this platform will help MTC, NVTA and Chariot to design the pilot transit service and to measure the effectiveness of the strategies. Luum's services would be for a period of 24 months.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Luum to pilot a commute technology platform at a cost not to exceed \$750,000.



Steve Heminger

SH:an

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.:	1237
Contractor:	Chariot Transit LLC (Chariot) San Francisco, CA
Work Project Title:	Flexible On-Demand Transit Pilot
Purpose of Project:	To pilot new transit services on Highway 29 and within Napa Valley as a strategy to divert drive-alone workforce and visitor trips and provide shuttle and ridership data
Brief Scope of Work:	MTC and NVRTA, in partnership with the Napa Valley Industry Leaders, will pilot new flexible on-demand transit services on Highway 29 and within Napa Valley to shift workers and visitors to shared rides and will assess the efficacy of the pilot.
Project Cost Not to Exceed:	\$1,000,000
Funding Source:	MTC Exchange Program: \$500,000 (contingent on execution of the MTC/CCTA Exchange Agreement, MTC Resolution No. 4387 and inclusion in the MTC Exchange Program, MTC Resolution No. 3989) Napa Valley Industry Leaders: \$500,000 local match
Fiscal Impact:	Funds available in the FY 2018-19 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Chariot to pilot flexible on demand transit services in an amount not to exceed \$1,000,000 described above and in the Executive Director's memorandum dated November 2, 2018, and the Chief Financial Officer is directed to set aside funds in the amount of \$1,000,000 as specified above.
Operations:	<hr/> Dave Cortese, Chair
Approved:	Date: November 9, 2018

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.:	1237
Contractor:	Fort Effect Corp dba Luum (Luum) Seattle, WA
Work Project Title:	Commute Management Technology Platform
Purpose of Project:	To reduce employee drive-alone rates, offer commuter ridesharing options, and better manage parking. Commute data and analytics from technology platform will also help inform the MTC and NVTA pilot of new flexible on-demand transit routes on Highway 29 and within Napa Valley.
Brief Scope of Work:	MTC and NVTA will pilot a commute management technology platform with Napa Valley employers, which includes carpool and vanpool incentives, and will assess the efficacy of the pilot.
Project Cost Not to Exceed:	\$750,000
Funding Source:	MTC Exchange Program: \$500,000 (contingent on execution of the MTC/CCTA Exchange Agreement, MTC Resolution No. 4387 and inclusion in the MTC Exchange Program, MTC Resolution No. 3989) Napa Valley Industry Leaders: \$250,000 local match
Fiscal Impact:	Funding included in the FY 2018-19 to agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Luum to pilot the commute management technology platform in an amount not to exceed \$750,000 described above and in the Executive Director's memorandum dated November 2, 2018, and the Chief Financial Officer is directed to set aside funds in the amount of \$750,000, as specified above.
Operations:	<hr/> Dave Cortese, Chair
Approved:	Date: November 9, 2018

Napa Valley Forward

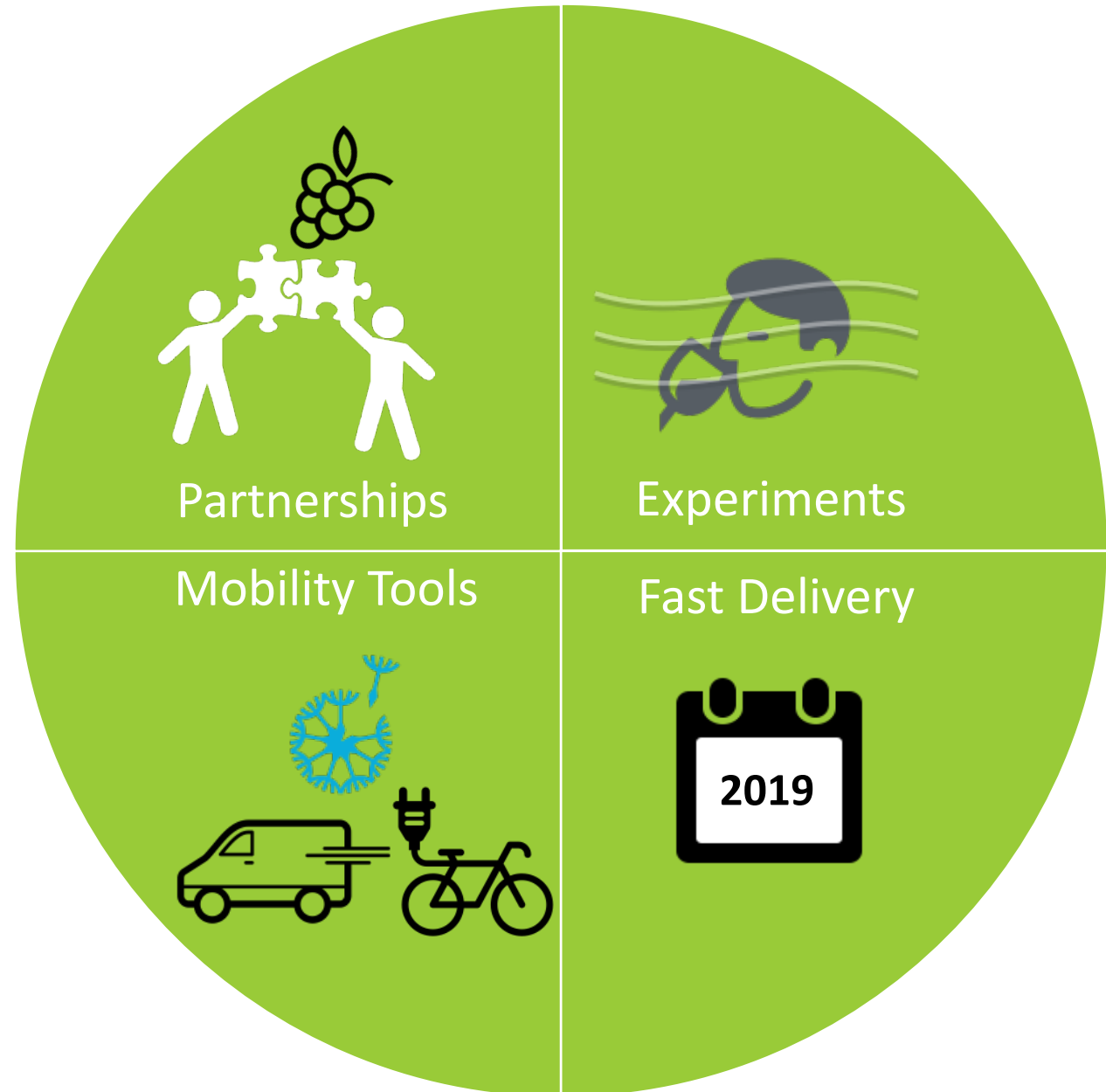
A Transportation Demand Management Pilot Spearheaded by a
Partnership of Napa Valley Industry Leaders, NVTA & MTC



Image source: Long Meadow Ranch

Goals

Napa Valley Industry Leaders

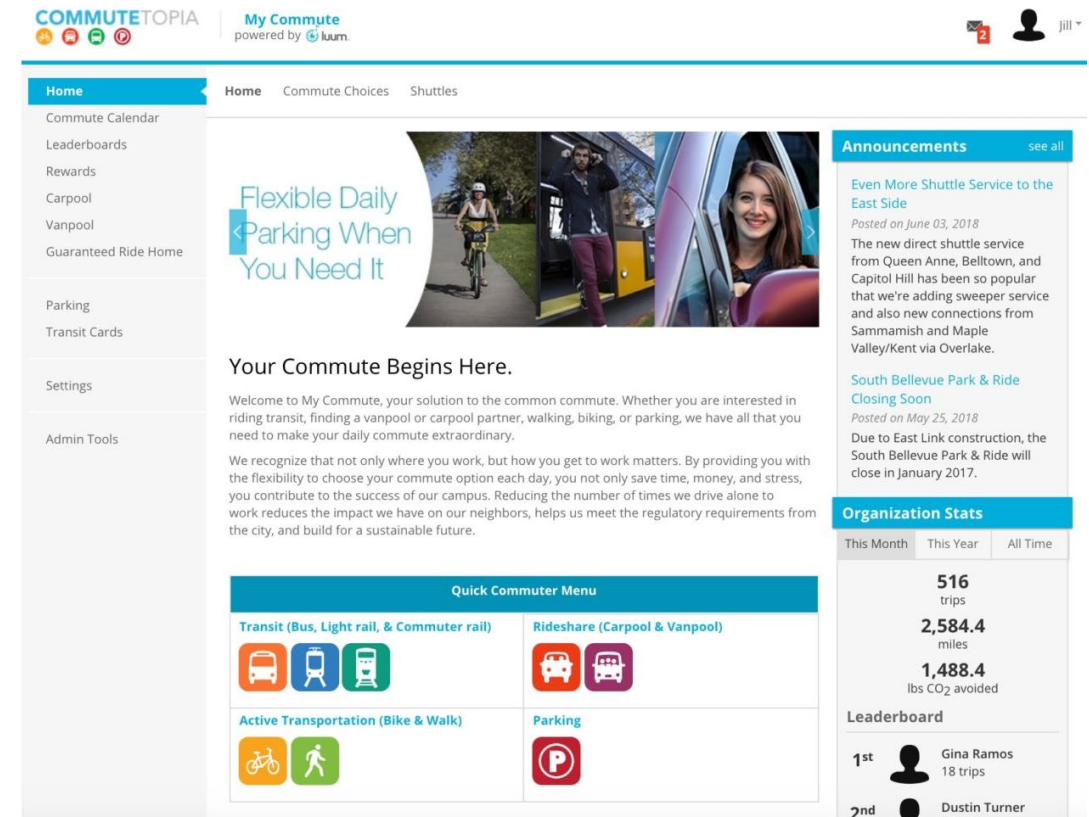


Strategy 1

Equip Napa Valley Employers with Tools and Data

Commute Management Platform: luum™

- Focuses on employers to reduce SOVs and encourage mode shift to carpools and transit
- Provides employers with commute data to reduce solo driving rates, manage commutes and track trends
- Integrates with mobility services:
 - Scoop and Waze Carpool
 - Chariot transit
 - Lyft guaranteed ride home
 - Bike share
- Allows coordination among employers



A demo version of the Luum platform. (Luum Image)

Strategy 2

Pilot Flexible, On-Demand Microtransit

Microtransit: chariot

- Already operates private weekend trips to Napa from other counties
- Primarily operates weekday commute services
 - plenty of vehicles are available on weekends
- Contract or partner with:
 - Public agencies
 - Employers
 - Tourism/Hospitality Industry
 - Events (e.g., BottleRock)
- Flexible with fare models
- Direct integration with Luum



A Partnership of Napa Valley Industry Leaders, NVRTA and MTC

Experiment with technology to shift commuters into carpools, transit and e-bikes

1 Core Objectives

- Move people in fewer cars through congested SR 29
- Take advantage of today's technologies
- Equip employers with tools and data
 - Enable employers to better understand how and when employees get to/from work
 - Give data/opportunities for employers to experiment on different ways to incentivize employees to try carpool, vanpool, bus transit, or biking at least once or twice a week
- Experiment, learn, adjust and repeat

2 Funding Partnership (in thousands)

Strategy	MTC \$	NVRTA \$	Industry \$	Total \$
Luum Commute technology platform for employers (includes incentives)	\$500		\$250	\$750
Chariot Microtransit to serve visitors	\$500		\$500	\$1,000
E-Bikes E-bikes for residents who can bike to/from work	\$100	\$150		\$250
	\$1,100	\$150	\$750	\$2,000

Future

Napa Valley Industry Leaders

Napa Valley Experiment

3 Commute Technology Platform for Napa employers



Investment: \$750 K

- **Goal:** Reduce 100 vehicle trips per day through carpool and vanpool incentives (eg., Scoop, Waze Carpool)
- **2-year pilot**
- **Employers:** participation of up to 6-10 employers (particularly those who have prior experience with using incentives)
- **Employees:** combined population of participating employees total 500-700 employees who work in similar work shift/hours
- **Desired outcome:** Incentives result in formation of new carpools and 6-10 new vanpools
- **Evaluation:** Evaluate data, adjust incentives, and repeat every 1-2 months

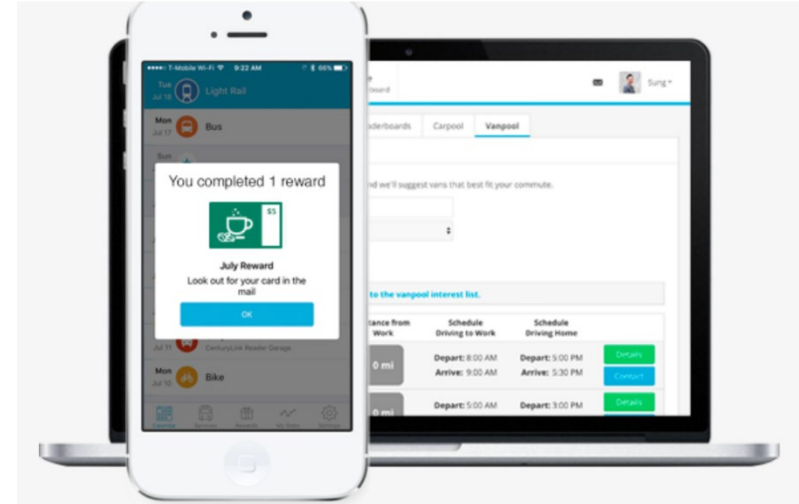
4 Chariot transit service serving Napa Valley chariot

Investment: \$1 M

- **Goal:** Move employees and visitors via 14-seat transit vans (or 7 to 9-seats plus wheelchair access)
- **2-year pilot**
- **Employees:** serve Napa employees participating in Luum pilot
- **Service Approach:**
 - Define one initial route, stops for travel within Napa based on Luum employee travel data
 - Define one initial route, stops from SF to Napa, including one circulator route
- **Desired Outcome:** Service that responds to needs/demand of employees/visitors and fills up seats in transit vans
- **Evaluation:** Evaluate demand and usage after each month, adjust, and repeat

Kaiser Permanente's Luum Pilot

- Will launch Fall 2018
- System will be integrated into Kaiser parking structures
- Kaiser will be able to track parking, shuttle usage, and offer incentives



Home

Commute Calendar

Rewards

Leaderboards

Carpool

Vanpool

All

Bike

Bus

Carpool

Commuter Rail

Ferry

Light Rail

Vanpool

Walk

Other Modes

Telecommute

This Month

Last Month

This Year

All Time

My Stats

16 trips

47th

112 miles

24th








Total Stats

57 commuters

1,636 trips

7,822.5 miles

3,875.3 lbs CO₂ avoided

Rank	Name	Trips	Miles
1	 Gina Ramos	54	610.2
2	 Lena Graves	36	82.8
2	 Gabriella Hudson	36	64.8
2	 Brett Ryan	36	43.2
2	 Christina Price	36	14.4
6	 Brayden Barrett	34	693.6
6	 Troy Parker	34	489.8



UCSF's Chariot Pilot

- Launched June 2018
- 6,000 of 25,000 UCSF employees work at Mission Bay
- Over 1,500 Mission Bay employees live in the East Bay
- \$7.50 fare for employees

