

Metropolitan Transportation Commission

Operations Committee

September 10, 2021

Agenda Item 5a - Revised

Partnership Agreements – MTC SHIFT: California State University, East Bay (\$134,250), Intuit, Inc. (\$150,375), Kaiser Foundation Hospital (\$141,750), Oath Holdings Inc. [aka Yahoo] (\$42,450), Regents of the University of California Berkeley (\$54,750)

Subject: Request for approval of employer partnership agreements to fund commute management platforms for 12 to 36 months to manage parking demand and reduce single-occupancy vehicle travel.

Background: In March 2019, the Commission approved \$2,000,000 in funding to launch MTC SHIFT to help employers reduce single-occupancy vehicle (SOV) rates and encourage shared-use transportation modes. Through MTC SHIFT, MTC partners directly with large employers to equip them with a commute management tool to manage their employees' commutes. A goal of the program is to understand whether equipping employers with a data-driven tool to administer commute benefits and manage parking will change SOV rates over the duration of the program. Additionally, this program supports the Bay Area Commuter Benefits Program and the "ring around the Bay" occupancy policy that requires three or more occupants on Interstate-880 and other express lane corridors.

In June 2019, MTC issued a Request for Qualifications for commute management software vendors. In October 2019, this committee approved Luum, RideAmigos, and RideShark to be pre-qualified as options to employer participants of MTC SHIFT.

In February 2020, MTC issued a Request for Employer Partnerships (RFEP) to seek employers interested in implementing commute management platforms to administer commute benefits and incentives and assess data to track SOV rates. In July 2020, this committee approved a total of \$1,075,500 in funding for six employers: County of Sonoma (\$86,250), Genentech, Inc. (\$97,500), Kaiser Foundation Hospital/Kaiser Foundation Health Plan (\$294,750), Lucile Salter Packard Children's Hospital at Stanford (\$151,125), Stanford Health Care (\$151,125), Tesla, Inc. (\$294,750).

In May 2021, MTC issued an RFEP for Round 2 of MTC SHIFT with a few key changes from the first round: allowing universities to apply for funds for both employees and students; allowing employers who have participated in other MTC commute management platform pilots outside of MTC SHIFT to apply for 36 months of funding; and in consideration of challenges presented by COVID-19, allowing non-profit and public employers with existing platforms to apply for 12 months of funding. Evaluation criteria included a compelling use case, goals and commitment to reduce SOV rates, and program administrator information. Five employers submitted letters of commitment, and an evaluation panel consisting of MTC and San Mateo County Transit District staff determined that all five should be recommended for funding. A table showing the employer, rank, selected platform, and amount and duration of funding to be provided by MTC is shown below. Kaiser Foundation Hospital previously participated in a Bay Bridge Forward commute management platform pilot, which was a sole source agreement approved by this Committee in June 2017. Kaiser Foundation Hospital consists of San Francisco locations and operates separately from Kaiser Foundation Hospital/Kaiser Foundation Health Plan which was approved in Round 1 and includes East Bay locations. In addition, Oath Holdings Inc. is also known as Yahoo.

Rank	Employer	Platform	MTC Funding	Duration (months)
1	Regents of the University of California Berkeley	RideAmigos	\$54,750	12
2	Intuit, Inc.	RideShark	\$150,375	36
3	California State University, East Bay	RideAmigos	\$134,250	36
4	Kaiser Foundation Hospital	Luum	\$141,750	36
5	Oath Holdings Inc. [aka Yahoo]	Luum	\$42,450	36

MTC will fund 75% of the total setup, subscription, and user fees for 36 months for up to 3,000 users. Employers will contract directly with the vendor and fund the remaining 25% of costs as well as any additional costs if there are more than 3,000 users. Funding amounts differ based on platform, selected features, and number of users. Employers are required to submit data on commute rates by mode, with which MTC will evaluate and develop reports on the benefits and impact of using these platforms on reducing SOV rates.

Issues: None identified.

Recommendation: Staff recommends approval of Partnership Agreements with California State University, East Bay in an amount not to exceed \$134,250, Intuit, Inc. in an amount not to exceed \$150,375, Kaiser Foundation Hospital in an amount not to exceed \$141,750, Oath Holdings Inc. [aka Yahoo] in an amount not to exceed \$42,450, and Regents of the University of California Berkeley in an amount not to exceed \$54,750.

Attachments: Attachment A: PowerPoint Presentation


Therese W. McMillan

Request for Committee Approval
Summary of Proposed Partnership Agreements

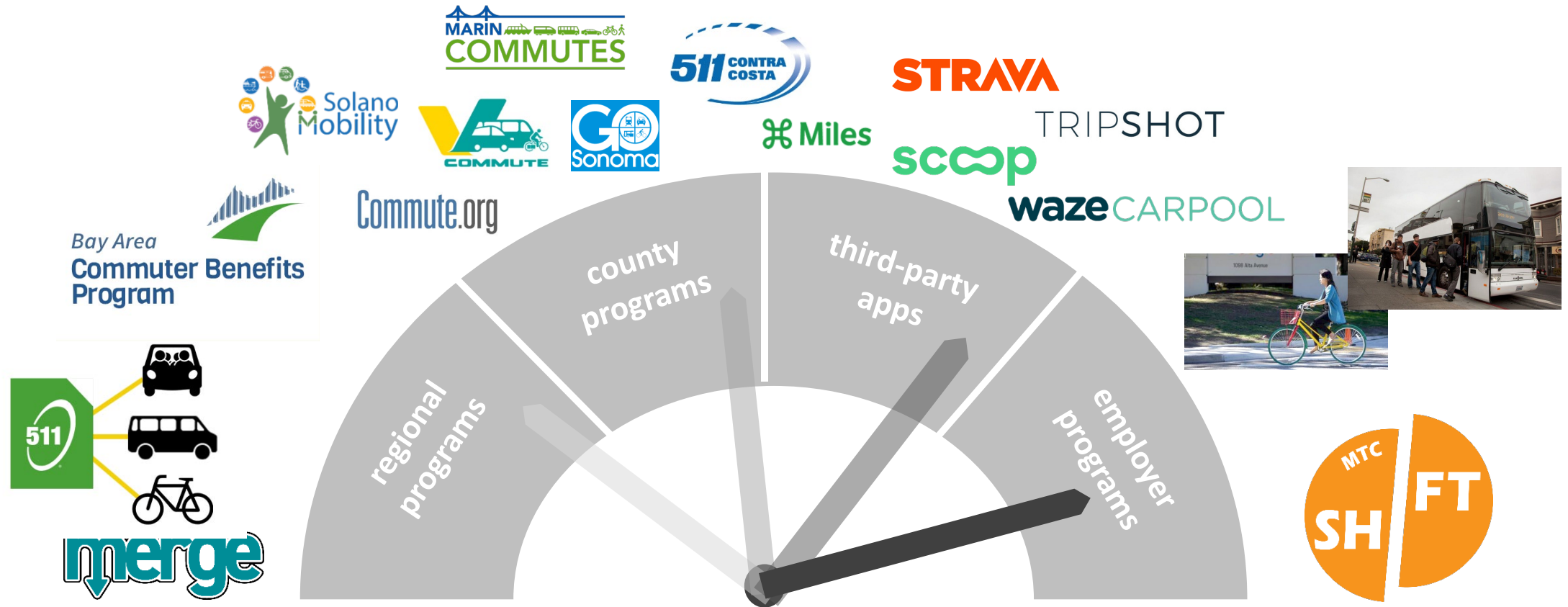
Work Item No.:	1251
Employer Partners:	<ul style="list-style-type: none">• California State University, East Bay; Hayward, CA• Intuit, Inc.; Mountain View, CA• Kaiser Foundation Hospital; San Francisco, CA• Oath Holdings Inc. [aka Yahoo]; San Jose, CA• Regents of the University of California Berkeley; Berkeley, CA
Work Project Title:	MTC SHIFT
Purpose of Project:	Implement commute management platform to reduce drive-alone rates.
Brief Scope of Work:	Implement commute management platform for 12 to 36 months and provide data on drive-alone rates and other modes.
Project Cost Not to Exceed:	California State University, East Bay: \$134,250, Intuit, Inc: \$150,375, Kaiser Foundation Hospital: \$141,750, Oath Holdings Inc.: \$42,450, and Regents of the University of California Berkeley: \$54,750
Funding Source:	Regional Measure 2 Marketing
Fiscal Impact:	Funding is included in the BATA FY 2021-2022 budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into partnership agreements with California State University, East Bay, Intuit, Inc, Kaiser Foundation Hospital, Oath Holdings Inc. [aka Yahoo], and Regents of the University of California Berkeley to implement commute management platforms described above and in the Operations Committee Summary Sheet dated September 10, 2021 and that the Chief Financial Officer is authorized to set aside \$523,575 for these agreements, in the amounts specified above.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	September 10, 2021

MTC SHIFT

MTC Operations Committee
September 10, 2021



Moving the Needle – Together





- HOV 3+ Ring Around the Bay
- Commuter Benefits Program



Round 2 Employers Recommended for Funding



5 Employers

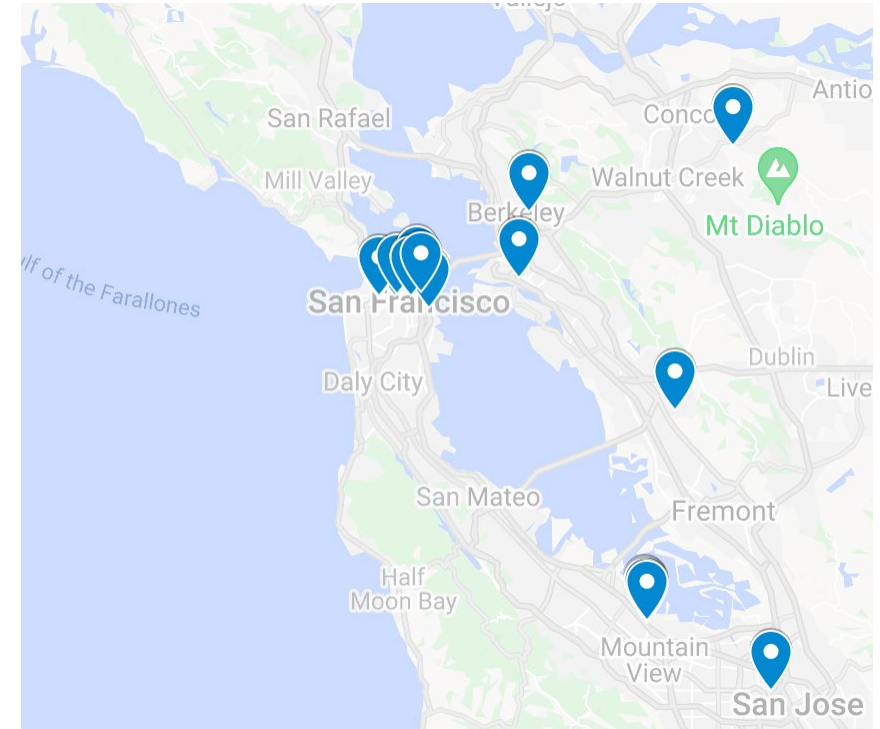


14 Locations



Over 70,000
employees
and students

- California State University, East Bay
- Intuit, Inc.
- Kaiser Foundation Hospital (San Francisco)
- Oath Holdings Inc. also known as Yahoo
- Regents of University of California, Berkeley



Round 1 Employer Partners



6 Employers

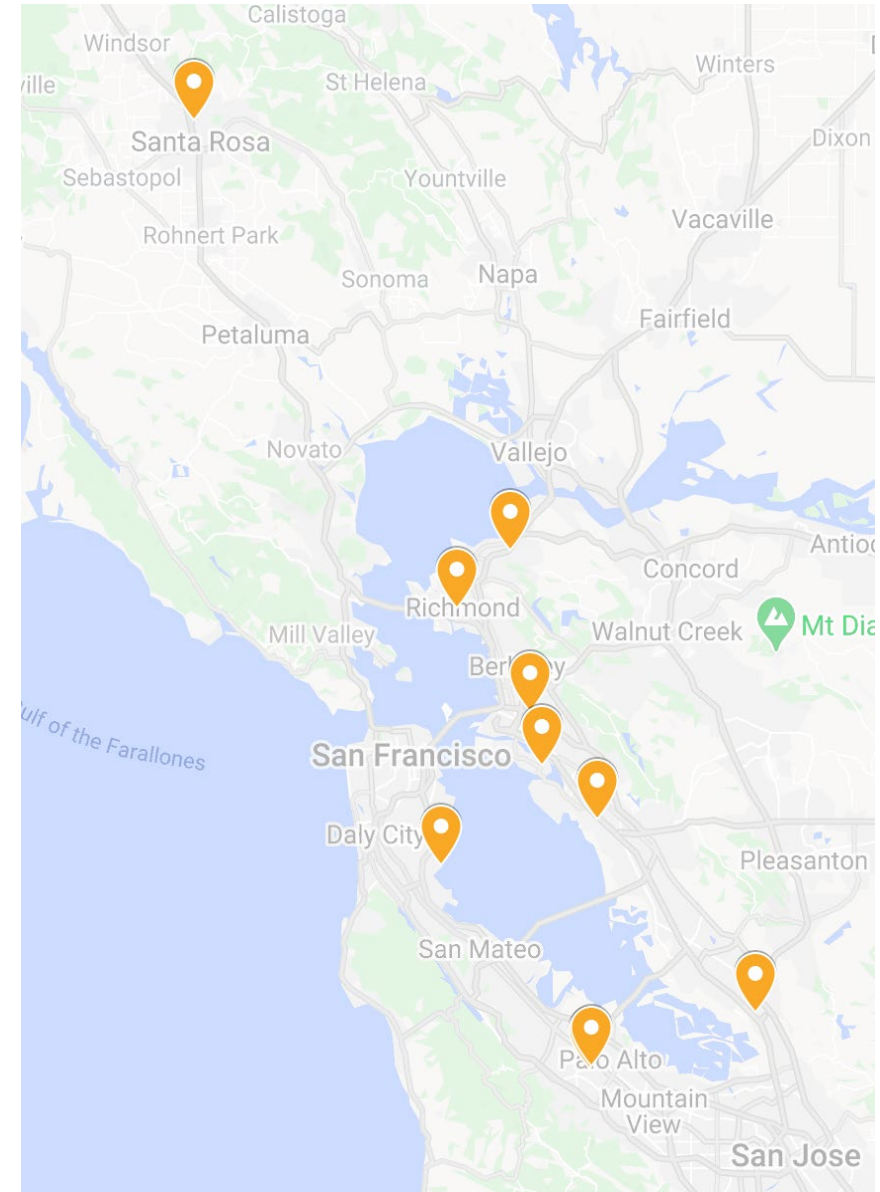


10 Locations



Over 40,000
employees

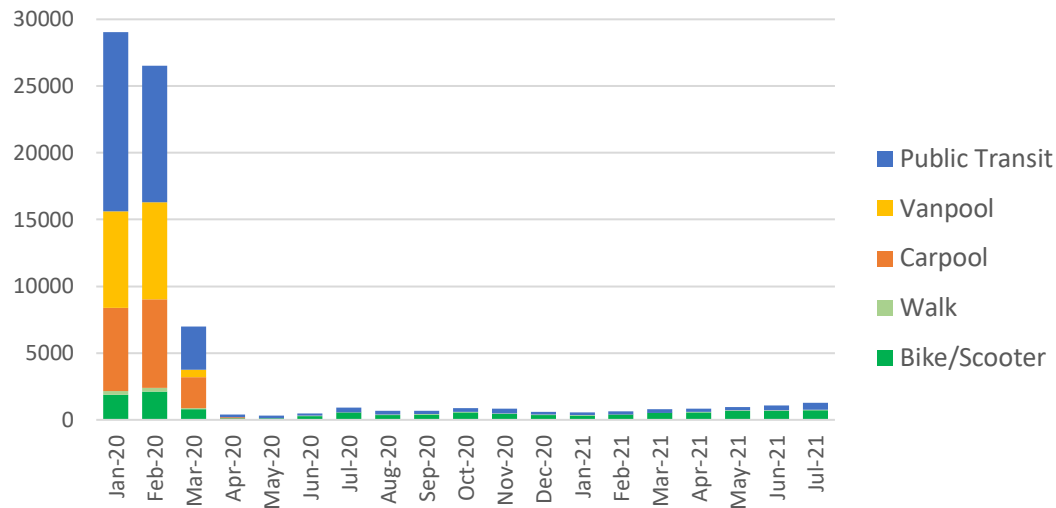
- County of Sonoma
- Genentech
- Kaiser Permanente East Bay
- Lucile Packard Children's Hospital
- Stanford Health Care
- Tesla



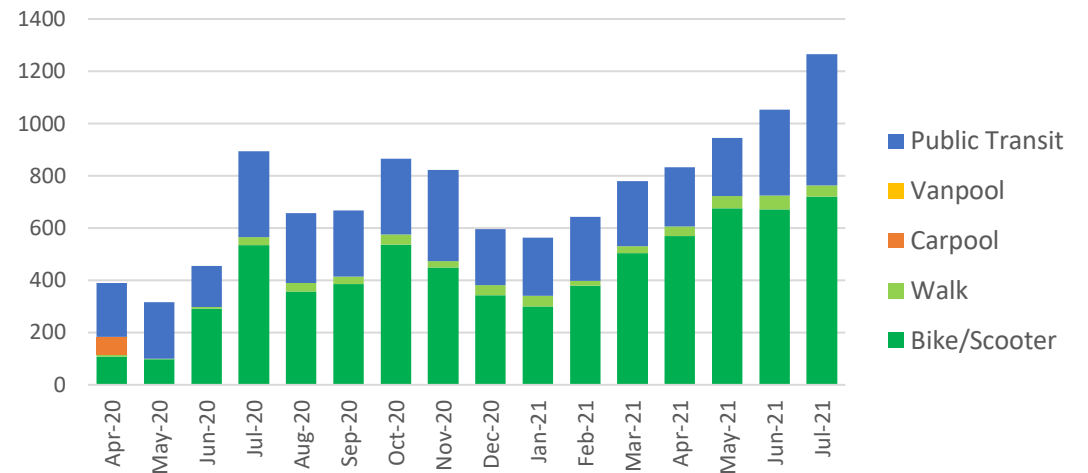
Round 1: Genentech Case Study

Bike/scooter is most popular non-drive-alone mode during the pandemic

Logged Trips By Mode – 2020-Current



Logged Trips By Mode – Apr 2020-Current

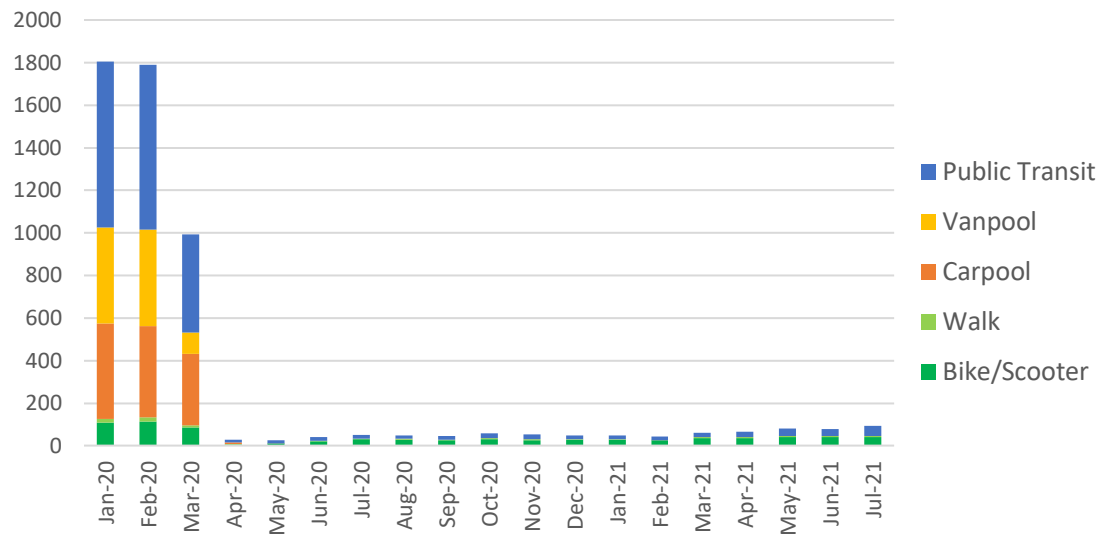


- Prior to May 2021: About 40% of total employees eligible to be on site, half of which are on site on any given day.
- May 2021: Launched commute platform. 45% of employees eligible to be on site.
- Does not include commuter shuttle data.
- Stopped promoting/tracking carpool and vanpool trips during pandemic.

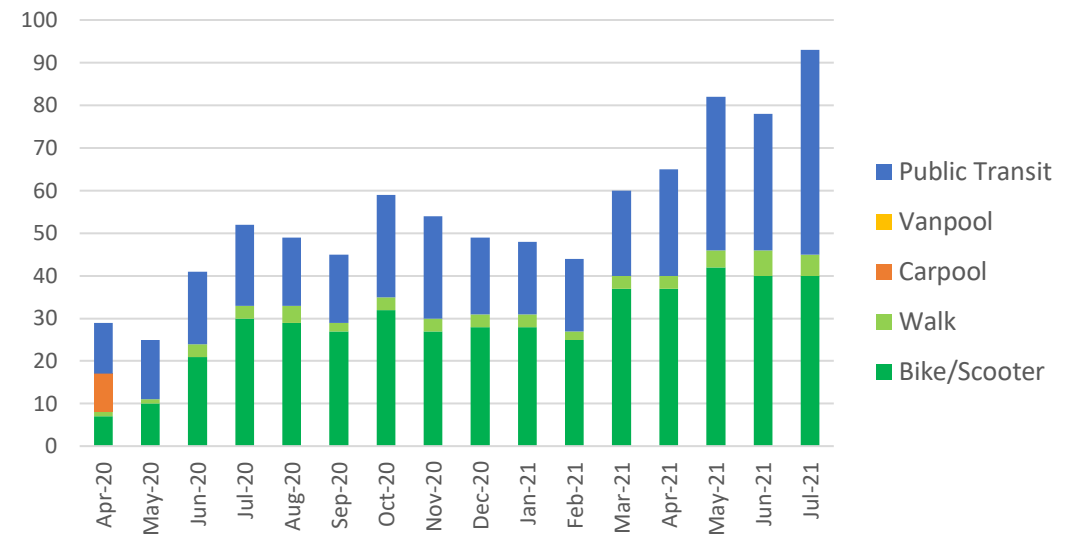
Round 1: Genentech Case Study

Number of public transit riders growing in recent months

Unique Users By Mode – 2020-Current



Unique Users By Mode – April 2020-Current



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