



FEBRUARY 14, 2002

Metropolitan  
Transportation  
Authority

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Los Angeles, CA  
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**TO: BOARD OF DIRECTORS**

**FROM: ROGER SNOBLE**  
**CHIEF EXECUTIVE OFFICER**

**SUBJECT: REGIONAL RIDESHARE PROGRAM**

**ISSUE**

In May 2001, the Board approved a motion by Directors Molina and Roberts to conduct an evaluation of the regional Rideshare program. The Board action was in response to a staff request for continued funding of rideshare programs. The Board wanted an objective assessment of rideshare programs to measure the cost/benefit and management effectiveness. Therefore, the Board requested that a comprehensive evaluation be performed by an independent contractor reporting directly to the CEO; and that the results and recommendations of the performance audit be brought back to the Board by March 2002 so policy direction and future levels of funding could be addressed.

**DISCUSSION**

The Office of the CEO is directing the management of this project. A request for proposals was submitted to conduct a comprehensive evaluation of MTA-funded Rideshare programs, including performance measures to evaluate current ridesharing strategies and recommendations for future strategies and funding.

A consultant team was selected and started work on December 1, 2001, with the goal of completing the study by the end of March 2002. The consultant team consists of six firms which specialize in ridesharing evaluations and have completed similar studies in the Washington, D.C. metropolitan area; Atlanta Georgia; Birmingham, Alabama; Pittsburgh, Pennsylvania; and New Jersey, among others. A Steering Committee has been formed to provide technical guidance and to review and approve all proposed criteria and technical reports. This committee includes representatives from the five county transportation agencies within the SCAG region, SCAG, Caltrans and MTA.

Work is progressing and we plan to present the results and recommendations to the Board in April 2002 in time to act on continued funding.

About the same time the MTA Rideshare Evaluation study was started, SCAG requested proposals to conduct a study of the Regional Core Rideshare Services Program, (which includes regional ridematching for carpools and vanpools, production of transit itineraries, teleservices to provide ridesharing information, processing of commute surveys, regional studies and marketing efforts.) The SCAG study is focused on exploring a range of options for providing these services, which may include centralized or decentralized service delivery models. Therefore, the recommendations from the SCAG study will impact the range of organizational options that the MTA study will consider. The original date of completion of the SCAG study was scheduled for February 13; however, this work has been delayed a few weeks, thereby possibly impacting the MTA study.

In addition, the MTA study might fall behind by one or two weeks due to a delay in completing the survey results. This delay is due to SCAG's agreement with employers that requires the agency to contact them in advance of any survey. This agreement allows employers to have the option to accept or refuse permission for their employees to be surveyed. To accommodate this process, at least two weeks have had to be added to the sample selection schedule.

#### **NEXT STEPS**

We will continue to keep all the remaining work tasks on schedule, and will try to complete, as to close to the original schedule as possible, the organizational issues task and the placement survey completion. It is anticipated that the results and recommendations of the MTA Rideshare Evaluation study should be able to be presented during the April Board cycle.