



Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

18

**FINANCE AND BUDGET COMMITTEE
JUNE 18, 2009**

SUBJECT: REGIONAL RIDESHARE SERVICES

ACTION: APPROVE MEMORANDUM OF UNDERSTANDING WITH RIVERSIDE COUNTY TRANSPORTATION COMMISSION FOR RIDESHARE SERVICES

RECOMMENDATION

Authorize the Chief Executive Officer to execute a Memorandum of Understanding (MOU) with the Riverside County Transportation Commission (RCTC) for rideshare enhancement and support services for Los Angeles County in an amount not to exceed \$1,500,000 for a five-year period, inclusive of three one-year options.

ISSUE

In March 2004, the Board approved a Memorandum of understanding with RCTC to perform regional rideshare system development and support services for Los Angeles County for a term of five years and in an amount not to exceed \$1.5 million. This system is part of a regional partnership and includes the counties of Orange, San Bernardino, Riverside and Ventura. The existing MOU will expire June 30, 2009. Therefore, staff is seeking approval to execute an MOU with RCTC to manage and implement enhancements to this new rideshare matching system, and to participate in limited regional rideshare activities such as evaluation efforts and coordinated regional promotions.

POLICY IMPLICATIONS

The purpose of maintaining a rideshare matching system is to provide information necessary for commuters to form carpools and vanpools consistent with the goals and objectives of the adopted Long Range Transportation Plan. The rideshare system that the county transportation agencies jointly administer has kept up with technical advancements in the industry and is continually being updated and improved. The system used previously required substantial staff time for maintenance because it was antiquated and was replaced to provide more cost-effective services to the public. Continuing to maintain and enhance the new system developed by RCTC on our behalf will ensure that the services we

provide will continue to be technologically current, cost effective and will enable us to leverage past capital investments.

OPTIONS

The Board can choose not to authorize the CEO to execute an MOU with RCTC to perform these rideshare services. Staff does not recommend this option because this would cause a disruption in service. The Board could also choose to contract these rideshare services to another public or private entity. However, there is no other service provider that is able to offer a ride-match system with information for commutes to and from Los Angeles County into neighboring counties. Continuing to partner with the other county transportation agencies allows us to offer cross-county commuter information to customers.

FINANCIAL IMPACT

The funding of \$300,000 for this service has been included in the FY10 proposed budget in project #405547 Rideshare, cost center #7160. The source of funds for this project is Prop C25% sales tax funds. These funds are not eligible for Enterprise Fund operations. Since this is a multi-year service, the Chief Communications Officer will be responsible for budgeting the expense in future years. In FY09, expenditures through March were about \$132,000. Staff is proposing to maintain the same annual budget for these activities as the existing five-year MOU with RCTC, which has an annual budget of \$300,000.

BACKGROUND

Staff is proposing to continue to partner with RCTC in maintaining and enhancing the new rideshare matching system for Los Angeles County primarily as a way to ensure that cross-county commutes can be assisted when finding carpool and vanpool options. The system currently being maintained by RCTC covers the Los Angeles, Orange, San Bernardino, Riverside and Ventura County areas. In addition, the system offers Internet carpool matching through a website called ridematch.info and a commute assistance website called CommuteSmart.info that will be integrated with 511 efforts. Finally, the system provides an electronic commute survey process which reduces survey processing costs to the program. The partnership with our neighboring four county transportation agencies (RCTC, OCTA, SANBAG and VCTC) began in FY03 when the new regional ridematch system was developed. The current MOU authorization with RCTC will terminate June 30, 2009.

Scope of Services

During FY10, staff is proposing that RCTC maintain the current system for Los Angeles County, develop software and network enhancements to improve service delivery to Metro Commute Services customers, and perform remote user support services. Each county will continue to connect to the main database via remote local networks that will allow each county to control output and data collection processes. For FY11 and option years for FY12, FY13 and FY14 would have a work scope similar to the FY10 work activities.

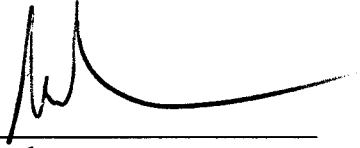
Rideshare Matching Software

The rideshare matching system uses RidePro. This software is based on software that is in its 15th generation and is redeveloped every 3 to 4 years to ensure that the system is keeping pace with state-of-the-art practices. This system provides real-time web-based rideshare information and has been fully operational in the Los Angeles, Orange, San Bernardino, Riverside and Ventura County areas since July 2003. The system currently contains 210,000 commuters actively registered in the carpool/vanpool matching database, and 484,000 commuters are on file providing data on commute travel for market analysis and planning purposes.

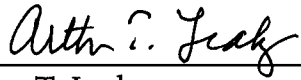
NEXT STEPS

Staff will execute an MOU with RCTC prior to June 30, 2009. System maintenance and enhancements are scheduled to continue starting July 2009.

Prepared by: Cosette P. Stark, Director, Research and Development



Matt Raymond
Chief Communications Officer



Arthur T. Leahy
Chief Executive Officer