



DATE: July 9, 2018

TO: Transportation Authority of Marin Board of Commissioners

FROM: Dianne Steinhauser, Executive Director
Derek McGill, Planning Manager

SUBJECT: “GETSMART17” Lyft Pilot Program Update and Whistlestop Contract Amendment (Action), Agenda Item No. 8

RECOMMENDATION

Review and refer to the full TAM Board to authorize TAM Executive Director to continue the program until January 1st, 2019 and amend contracts with Lyft and Whistlestop to extend the pilot program. Authorize the Executive Director to increase Whistlestop’s contract for complementary ADA services by \$10,000 for a new not-to-exceed cost of \$35,000.

Note the funds originally approved for the LYFT program are estimated to be adequate to support the program until January 1st, 2019.

BACKGROUND

On September 12th, 2017 TAM launched the “GETSMART17” Lyft Pilot program to provide \$5 off shared ride Lyft Line rides to and from SMART Stations in Marin. This innovative first/last mile program was timed with the launch of SMART service to support riders to get to and from their destinations in Marin County. Approved by the TAM board in December 2016, the program is intended to provide service for riders beyond the existing walking, biking, or transit options that exist in the county. “GETSMART17” was developed as an estimated 6-month pilot program, with an option to extend the program up to a year.

The pilot program is intended to test shared ride services at SMART stations in Marin, and provide a lower cost option than traditional shuttle services while providing planning level data for determining the new travel markets that result from introduction of the new SMART service. TAM staff entered into agreement with Lyft, Inc on August 1st 2017, to provide ride reimbursements and budgeted \$70,000 for this contract with funding through the Vehicle Registration Fee Program (Measure B, 3.2, Commute Alternatives Program).

In order to support this program and ensure accessibility for all users, on June 1st, 2017 the TAM board authorized a contract with Whistlestop for the complementary ADA element to the LYFT program, to provide call center support, dispatch services and ADA rides on Whistlestop’s wheelchair accessible vehicles. This contract cost was estimated based on a 6-month pilot program length. Whistlestop currently provides extended hours of service to meet demand throughout SMART hours of operation in Marin, and through existing partnerships with Lyft is trained in web-based software to schedule ambulatory or non-wheelchair rides on Lyft’s service.

Lyft, Inc currently operates as a CPUC registered Transportation Network Company (TNC) and provides a smartphone application based platform for users of the system to ride with Lyft Drivers, (independent

contractors who provide rides to users of the Lyft app). All rides are provided based on the discretion of the independent contractor, and availability of drivers and vehicles.

The TAM Board of Commissioners received an update of the Lyft program at its March Board of Commissioners meeting and approved an amendment to Whistlestop's contract of \$10,000 to extend the pilot until September 1, 2018.

TAM staff are beginning a process of assessing various commute alternative/ trip reduction strategies and launching "MarinCommutes" a new program to grow community engagement and increase awareness of transportation alternatives. In order to best evaluate the Lyft program as it continues to grow in use and bring performance information to the TAM Board to compare alongside other investment options, TAM staff is now proposing to continue the program until December 31, 2018.

DISCUSSION/ANALYSIS

Since the March 2018 Board Update, Lyft has been updating its data reporting formats, providing more detailed accounting of geography of rider's trips, and trip information. In June 2018, TAM staff reviewed the Lyft data and has asked for clarification on some of the new reporting format; Lyft is in progress on responding. Lyft will also revise the data provided previously to TAM under new reporting format, providing a detailed and accurate accounting of trips provided during this pilot period. At the time of this staff report, TAM has not been provided updated data for presentation. However, TAM staff will share that information as it becomes available from Lyft. The Lyft contract is expected to have enough funding to continue the pilot program for this longer duration.

In order to provide ADA services throughout the extension of this pilot period, Whistlestop's contract will need to be amended to increase the contract duration and increase the not to exceed to \$35,000.

In June 2018, Lyft announced a new redesign of their Lyft app to support shared rides, rebranding their Lyft Line service to a new Shared Rides service that integrates walking, biking and transit within the Lyft app. TAM staff working with Lyft and SMART were pleased to announce that Marin County will be one of the first two communities to integrate their services through our partnership.

FISCAL CONSIDERATION:

A contract amendment and budget increase of \$10,000 is requested to continue Whistlestop's current service contract until January 1, 2019. There are funds within the adopted budget for this program.

NEXT STEPS

Staff will continue working with Lyft, SMART, and Whistlestop staff to monitor the pilot program and report final program results.

ATTACHMENTS

N/A