



DATE: June 10, 2019

TO: Transportation Authority of Marin Funding, Programs & Legislation Executive Committee

FROM: Dianne Steinhauser, Executive Director
Derek McGill, Planning Manager
Scott McDonald, Senior Transportation Planner

SUBJECT: “GetSMART” Lyft Pilot Program Lyft/Whistlestop Contract Amendments (Action),
Agenda Item No. 8

RECOMMENDATION

The Funding, Programs & Legislation Executive Committee reviews the following items and refers them to the TAM Board for approval:

- (a) Authorize the Executive Director to extend the GetSMART Lyft pilot program to December 31, 2020 and allow staff to modify the program in conjunction with the TAM Commute Alternatives and Reduction of Trips (CART) group, an Ad-Hoc Committee of the TAM Board
- (b) Authorize the Executive Director to increase Lyft’s contract by \$80,000, for a new not to exceed amount of \$185,000, and increase Whistlestop’s contract for supplemental ADA services by \$60,000, for a new not to exceed amount of \$125,000, with funds from the Vehicle Registration Fee, Measure B, 3.2, Commute Alternatives Program

BACKGROUND

In September 2017, TAM launched an innovative first/last mile program, the GetSMART Lyft pilot program, which provides a \$5 discount off Lyft’s shared ride service for riders to and from SMART Stations in Marin. This pilot program was timed with the launch of SMART rail service to support riders to get to and from their destinations in Marin County.

The program is intended to provide service for riders beyond the existing walking, biking, or transit options that exist in the county. 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 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.

In order to support this program and ensure accessibility for all users, on June 1, 2017 the TAM board authorized a contract with Whistlestop for the supplemental ADA element to the Lyft program, to provide call center support, dispatch services and ADA rides on Whistlestop’s wheelchair accessible vehicles.

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.

TAM staff entered into agreement with Lyft, Inc on August 1, 2017, to provide ride reimbursements and initially budgeted \$70,000 for this contract with funding through the Vehicle Registration Fee (Measure B, 3.2, Commute Alternatives Program). The contract not to exceed was increased by \$35,000, for a new not to exceed of \$105,000 when the GetSMART program was extended to July 1, 2019. Whistlestop's contract not to Exceed amount was initially \$15,000 and was increased for a new not to exceed amount of \$65,000 when the TAM Board approved the extension of the program to July 1, 2019.

DISCUSSION/ANALYSIS

As presented to the CART Ad Hoc Committee in March 2019, TAM has been implementing the community engagement program "Marin Commutes" since January 2019 to increase awareness of transportation alternatives including walking, biking, carpooling, transit and electric vehicle. The GetSMART Lyft pilot is one of the key features of Marin Commutes and a complement to other incentives promoted through Marin Commute such as the countywide Emergency Ride Home Program, Vanpool Incentive, and other public agency promotions like SMART's EcoPass and Marin Transit Passes. Future efforts such as the bike share program being developed by TAM in partnership with the Sonoma County Transportation Authority will be added as well to expand options to and from SMART.

With SMART's service extension to Larkspur planned to start around the end of 2019, TAM staff explored extending the GetSMART Program with the CART Ad Hoc Committee to accommodate and support connections to SMART when the service expands. TAM staff recommends extending the pilot program for an additional 18- month period with the objective of supporting additional mobility options to SMART riders while also offering an opportunity to develop data on potential future first/last mile services to SMART. The GetSMART Lyft program is one of TAM's most popular public facing programs and provides an additional incentive for encouraging commute alternatives.

TAM staff is currently exploring the potential service options to and from the future SMART station in Larkspur with Lyft and Whistlestop, and modifications might be needed if the service area of the GetSMART Program is expanded. Based on guidance from the CART Ad Hoc Committee, staff recommends extending the program while continuing to explore future modifications based on further discussions with both program contractors and the CART Ad Hoc Committee.

As the end of March 2019, TAM provided 12,449 rides at a cost of \$103,563, with over 1892 hours of service and over 42,000 miles of service, connecting riders to and from SMART stations in Marin County. As the program continues, ridership has increased with nearly 1,400 rides in October of 2018.

FISCAL CONSIDERATION:

This program extension would increase the not to exceed amount in the contract between TAM and Lyft by \$80,000 and the not to exceed amount in the contact between TAM and Whistlestop by \$60,000, funded by Measure B, the \$10 Vehicle Registration Fee available. Funding needed for the upcoming fiscal year is included in the Proposed FY2019-20 TAM Annual Budget. The additional funding made available is anticipated to be sufficient to cover potential increases in program utilization once SMART extends to Larkspur.

NEXT STEPS

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

During the course of this program, TAM staff has received a number of requests for expansion of this service when SMART extends to Larkspur. Additionally, TAM staff is looking to promote this program as complement to the TAM/SCTA Bikeshare Program at SMART stations. Staff is also in ongoing discussions with Marin Transit staff about the results of this program and Marin Transit's Marin Connect program, which provides on-demand transit service in the Northern San Rafael area including Terra Linda and the Civic Center. TAM and Marin Transit staff are continuing to explore how these programs might be coordinated in the future and to determine the best path forward for on-demand services.

ATTACHMENTS

N/A.