



**DATE:** November 21, 2019

**TO:** Transportation Authority of Marin Board of Commissioners

**FROM:** Anne Richman, Executive Director *Anne Richman*  
Scott McDonald, Senior Transportation Planner

**SUBJECT:** Ride Amigos Software Subscription Agreement Extension to Support the Marin Commutes Program (Action), Agenda Item No. 6c

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### **RECOMMENDATION**

Authorize the Executive Director to extend the Ride Amigos Software Subscription Agreement for one year, increasing the aggregate contract not to exceed amount by \$30,885 for a total of \$55,473. This software is currently integrated into TAM's Marin Commutes Program to support trip planning, ridesharing, and seasonal trip logging promotional campaigns to increase awareness and utilization of commute options.

### **BACKGROUND**

As part of an ongoing commitment to promote a variety of high-quality transportation options and alternatives to single occupant vehicle trips, TAM launched its Marin Commutes Program in January 2019. The Marin Commutes Program is a comprehensive public engagement effort emphasizing the benefits of alternative transportation options and building awareness of the incentives and tools available to Marin commuters through the website *MarinCommutes.org* and various other public outreach efforts.

With the goal of encouraging alternatives to single occupancy vehicle trips, TAM contracted with Ride Amigos in December 2018 to integrate its Transportation Demand Management (TDM) software platform into the newly developed *MarinCommutes.org* site. Several agencies in the Bay Area have implemented online TDM platforms through Ride Amigos software to offer commute related incentives using the real-time rideshare apps and trip planning tools. Ride Amigos is currently being utilized by the Napa Valley Transportation Authority, Solano Transportation Authority, Santa Clara County Valley Transportation Authority, and San Mateo County. The Metropolitan Transportation Commission (MTC) has recently entered into negotiations to use Ride Amigos to provide services to the 511 ride-matching program as well.

### **DISCUSSION**

The Marin Commutes Program with the Ride Amigos Software is TAM's public facing effort which incorporates the Marin Emergency Ride Home Program, Vanpool Incentive Program, car share promotion, electric vehicle promotion, the Lyft GETSMART Program, and shared ride and transit planning integrated into the Ride Amigos platform. Ride Amigos consistently provides innovations to improve the platform, along with the user experience.

The Marin Commutes Program has utilized the Ride Amigos Software platform for two six-week seasonal mode shift campaigns, one which concluded in June 2019 and another which will conclude later in November 2019. Ride Amigos has been an effective tool for the following services: trip planning, incentive management, commute challenges, trip tracking, gamification, and data collection to support the distribution of incentives to encourage adoption and ongoing use of non-single occupant vehicle commuting modes.

The Ride Amigos Software, which launched through the Marin Commutes Program in April 2019, was first tested during a six-week spring campaign (April 29 - June 9, 2019). The spring campaign resulted in 113 participants logging 2,921 trips for a total of 51,517 miles. To date 13,906 green commute trips have been logged for a total of 258,037 miles from the 385 individuals currently registered in the system. Of these trips, 58% were carpool, 18% bike, 14% train, 6% bus, 3% walk, 1% ferry, and <1% were vanpool/telework/other. TAM staff will provide a more comprehensive report on the Marin Commutes Program including the Ride Amigos platform following the initial year of implementation in the spring of 2020.

The proposed action would extend the contract from its current expiration date of December 9, 2019 to December 9, 2020, in order to gain another year of experience with the Ride Amigos platform and grow the benefits of the Marin Commutes program especially as similar programs go into effect around the region. The Ride Amigos platform has become an integral component of the Marin Commutes Program.

#### **FISCAL IMPACTS**

Ride Amigos Software is a component of the Marin Commutes Program that the TAM Board accepted in January 2019 and is included as an element of the TAM FY2019-2020 Annual Budget adopted by the TAM Board in June 2019. Funding for the Ride Amigos Agreement is available through Measure B, Element 3.2 Commute Alternative Programs. No additional budget increase is needed to support the Ride Amigos Software Extension which is covered under the annual budget for Measure B, Element 3.2.

#### **NEXT STEPS:**

TAM staff will work with Ride Amigos to continue implementation of its software through the [MarinCommutes.org](http://MarinCommutes.org) site.

#### **ATTACHMENTS:**

N/A