DATE: May 11, 2020

TO: Transportation Authority of Marin Administration, Projects & Planning Executive Committee

FROM: Anne Richman, Executive Director Anne Richman
Derek McGill, Planning Manager
Scott McDonald, Senior Transportation Planner

SUBJECT: Authorize Agreement with Uber and Enter into MOU with Marin Transit (Action), Agenda Item No. 7

RECOMMENDATION

The Administration, Projects and Planning Executive Committee to review staff's recommendation and recommend the TAM Board authorize the Executive Director to execute a two-year agreement with Uber Technologies, Inc. (Uber) for an amount not to exceed $140,000 to provide first/last mile services to and from transit stations in Marin County and sign a Memorandum of Understanding (MOU) with Marin Transit to formalize an integrated, accessible on-demand transportation program.

BACKGROUND

On September 12, 2017, TAM initiated a pilot program to provide on demand first/last mile services to and from Sonoma Marin Area Rail Transit SMART stations in Marin County. This program, "GetSMART" has been in operation continuously, expanding to include the Larkspur and Downtown Novato SMART Stations in December 2019. The GetSMART program was launched in partnership with Lyft, Inc, and Whistlestop to provide Wheelchair Accessible Vehicles as part of this program.

In April of 2018, Marin Transit launched Marin Transit Connect, providing on demand service using wheelchair accessible vehicles in the northern San Rafael Area. TAM and Marin Transit have been coordinating and exploring options to integrate TAM's GetSMART Program and the Marin Transit Connect Service to address first/last mile needs and provide employer support programs.

DISCUSSION/ANALYSIS

On October 18, 2019, TAM partnered with Marin Transit to issue a Request for Proposals (RFP) for Mobility On Demand Software to provide both agencies opportunities to assess the current state of technology for the GetSMART and Marin Transit Connect Program. A proposer's conference was held on November 1, 2019 and proposals were due on November 27, 2019. The RFP received a very high level of interest, receiving 15 proposals at time of the submission deadline.

TAM and Marin Transit staff reviewed all the proposals and completed an initial scoring and ranking based on the criteria included in the proposal:

Criteria	Available Points
References / Experience with Similar Agencies	10
Ability to meet Scope of Work	50
Price Proposal	40
TOTAL	**100**

The initial scoring process identified five competitive proposals that were advanced into the second round of evaluation which included an oral interview process. Interviews with the five teams were completed between January 6 and17, 2020. The review panel was composed of staff from Marin Transit, TAM, and a non-voting member from the Metropolitan Transportation Commission (MTC). Following oral interviews, staff re-scored all shortlisted vendors using the original criteria. The final scoring is shown in the table below. Based on the outcome of the interview scores, Uber was recommended as the top firm by the review panel and TAM and Marin Transit began contract negotiations.

Vendor	Score
Uber Technologies, Inc.	84
Spare Labs, Inc.	75
Via Mobility, LLC	75
RideCo, Inc.	75
Lyft, Inc.	69
Liftango, Inc.	59
Ecolane USA, Inc.	59
TransLoc	58
Bytemark, Inc.	55
HBSS Connect Corp	50
Routematch Software, Inc.	47
DemandTrans Solutions, Inc.	41
Shotl	36
Mobisoft Infotech, LLC	31
Solyd Transit, Inc.	5

Uber Technologies offers Marin Transit and TAM the ability to seamlessly integrate the existing Marin Transit Connect on-demand service and the GetSMART Program into a single app, providing an integrated user experience. Based on the user's desired origin and destination, the app will also show the user available public transit options (real-time predictions) and price to complete the trip as well as other on-demand services offered by Uber (UberPool, UberX, etc.). The proposal offers both agencies the required level of custom reporting and oversight needed to meet regulatory reporting requirements.

For Marin Transit, among other benefits, this proposal also allows for a significant expansion of the Marin Transit Connect service area to include roughly 2.5-mile radius around SMART stations in Marin. Uber's proposed platform allows the wheelchair accessible Marin Transit Connect service to show within the publicly

available Uber app but allows the Marin Transit the ability to control service parameters including price, hours of operation, and service area.

For TAM, this arrangement allows for higher level of wheelchair accessible service while reducing the costs to TAM. Additionally, this allows TAM to expand the scope of services to include employer agreements, to provide for public-private partnerships for employers that wish to further cover the cost of rides using Uber shared rides service (UberPool) or Marin Transit Connect Vehicles.

As part of the next phase of the program, TAM will continue to focus on shared ride services (UberPool) and expand the transit integration component, to a wide array of transit stops in Marin County. TAM will not be required to continue with a separate contract for ADA services under this arrangement, however the GetSMART service area will see a reduction in the service area, and a revised cost structure in alignment with the higher costs of Marin Transit Connect Service. Finally, TAM is also advancing electric vehicle integration opportunities within this partnership, to further TAM's shared mobility and environmental goals.

Marin Transit and TAM will enter into separate agreements with Uber to develop the technology to support the integrated program, and to provide first/last mile, employer agreements, and potential electric vehicle integration. The two agencies will then enter into a Memorandum of Understanding (MOU) to formalize elements of the partnership including consistency on pricing, hours of operation, and service area and also require adequate notice if either agency decides to change their agreement with Uber or the terms and conditions of their service or subsidy. A copy of this MOU is included as **Attachment A**. At their May 4th meeting, **t**he Marin Transit Board of Directors authorized the General Manager to enter into agreement with Uber and to execute the MOU with TAM.

FISCAL CONSIDERATION

Funding for this program is available from Measure B, under Element 3.2, Commute Alternatives Program. Staff is recommending $70,000 annually be made available over the two-year period for a total of $140,000. Upon Board's approval, $70,000 will be included in the proposed TAM FY2020-21 Annual Budget. For reference, this is the same amount that was included for the current program for the last 18 months, reflecting a cost savings over the two-year program duration.

NEXT STEPS

Upon approval of the TAM Board, staff will enter into agreement with Uber, sign the MOU with Marin Transit, and prepare to launch the program on July 1, 2020.

ATTACHMENTS

Attachment A: TAM/Marin Transit Mobility on Demand MOU
Attachment B: TAM Presentation

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MEMORANDUM OF UNDERSTANDING
between the
TRANSPORTATION AUTHORITY OF MARIN
and
MARIN COUNTY TRANSIT DISTRICT

THIS MEMORANDUM OF UNDERSTANDING is made and entered into this 28th of May, by and between the Transportation Authority of Marin, hereinafter referred to as "TAM," and Marin County Transit District hereinafter referred to as "MTCD."

RECITALS:

WHEREAS, since September 2017, TAM has provided a pilot program testing first/last mile connections to transit in Marin County; and

WHEREAS, in May 2018, Marin Transit began operations of Marin Transit Connect, a fully accessible on-demand service in northern San Rafael; and

WHEREAS, in October 2019, MCTD and TAM partnered to release a request for proposals for on-demand scheduling software to provide software to operate these programs; and

WHEREAS, TAM and Marin Transit have jointly worked with the selected software provider Uber, to develop a scope of work that meets both agencies' program needs; and

WHEREAS, on May 4th, 2020, the MCTD Board authorized an agreement between MCTD and Uber to provide a pilot on-demand wheelchair accessible service in portions of Marin County; and

WHEREAS, on May 28th, 2020, the TAM board authorized an agreement between TAM and Uber to provide a pilot on-demand transit connection in portions of Marin County;

NOW, the parties agree as follows:

General Provisions

A. TAM and MCTD will continue to partner on management and delivery of these pilot programs, in order to provide high quality transit options in Marin County to support senior mobility and access for disabled riders and first-last mile solutions from designated transit stops.

B. In order to support access for all users, TAM and MCTD have jointly developed a pilot program to use a single technology vendor that integrates both contract requirements into a single on-demand framework with an equivalent level of service for all users, in order to satisfy American With Disability Act requirements.

C. In the delivery of the respective contracts, modifications to the scope of work may be necessary at any point of the program. TAM and MCTD agree to work cooperatively and provide advance notice to the other party in the following areas:
    a. Service areas/hours of service
    b. Fare structure
    c. Transit station locations for subsidy pricing
    d. Promotion and marketing
    e. Call center support and ride dispatch

D. TAM and MCTD agree to use both parties' logos on all marketing materials and outreach materials.

E. TAM and MCTD will also coordinate on the termination of the pilot program, providing advanced notice as feasible on the termination of services under the pilot and coordinating on future phases or iterations of the program.

F. The term of the MOU shall be from the date first specified above, continuing indefinitely until terminated by either party. Any party may terminate the MOU by providing written notice to the other party at any time.

G. This MOU does not constitute an authorization of funding. All obligations under this MOU are subject to the appropriation of resources by their respective governing bodies.

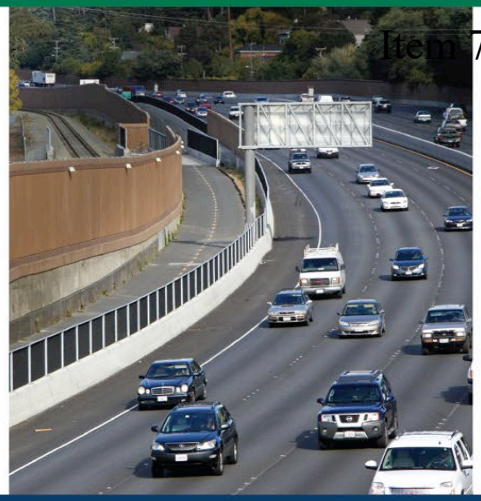
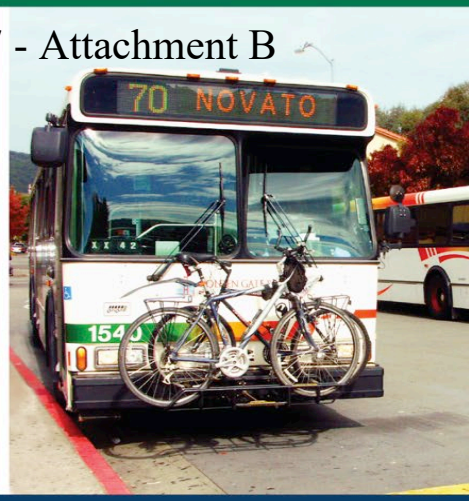
H. The MOU may be amended from time to time with written consent of the parties.

TRANSPORTATION AUTHORITY OF MARIN:

By: _____
Anne Richman, Executive Director

MARIN COUNTY TRANSIT DISTRICT

By: _____
Nancy Whelan, General Manager

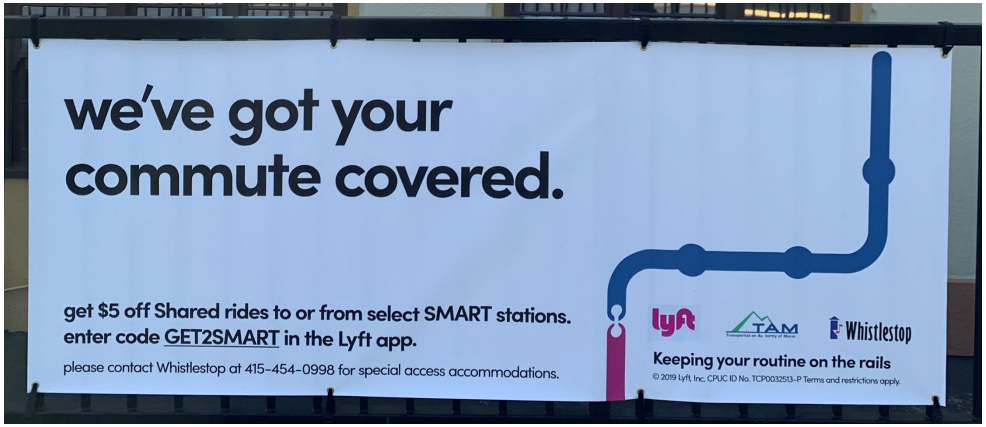
TAM and Marin Transit On-Demand Software Agreements with Uber

Administration, Projects and Planning Executive Committee

May 11, 2020

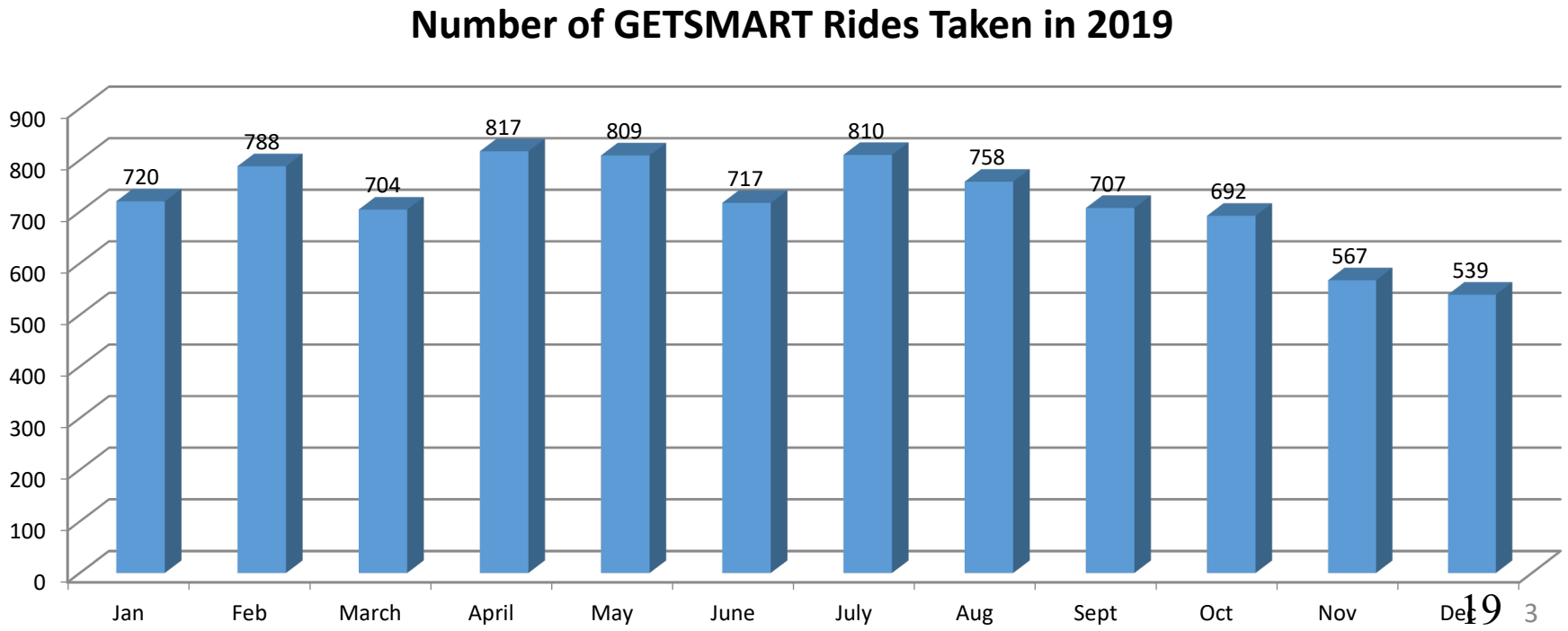
Program Overview

- TAM launched "GetSMART" first/last mile program to support launch of SMART service in Sept. 2017
  - Provides $5 incentive for shared rides to/from SMART
  - Integrated Wheelchair Accessible Service with Whistlestop
- Marin Transit launched Connect in April 2018, providing on-demand service using Wheelchair Accessible Vehicles



TAM's GetSMART Program

- GetSMART program has been very cost-effective
- New SMART stations (Dec. 2019) reduced first/last mile needs for downtown Novato and Larkspur



TAM & Marin Transit RFP

- **October 2019**
  - RFP for Mobility On-Demand Software released in partnership with Marin Transit
- **November 2019**
  - Proposals due
- **January & February 2020**
  - Interviews conducted with short-listed candidates
- **March 2020**
  - Notice of Intent to Award (to Uber) released to all vendors

TAM
Transportation Authority of Marin

marin transit
connect

Uber

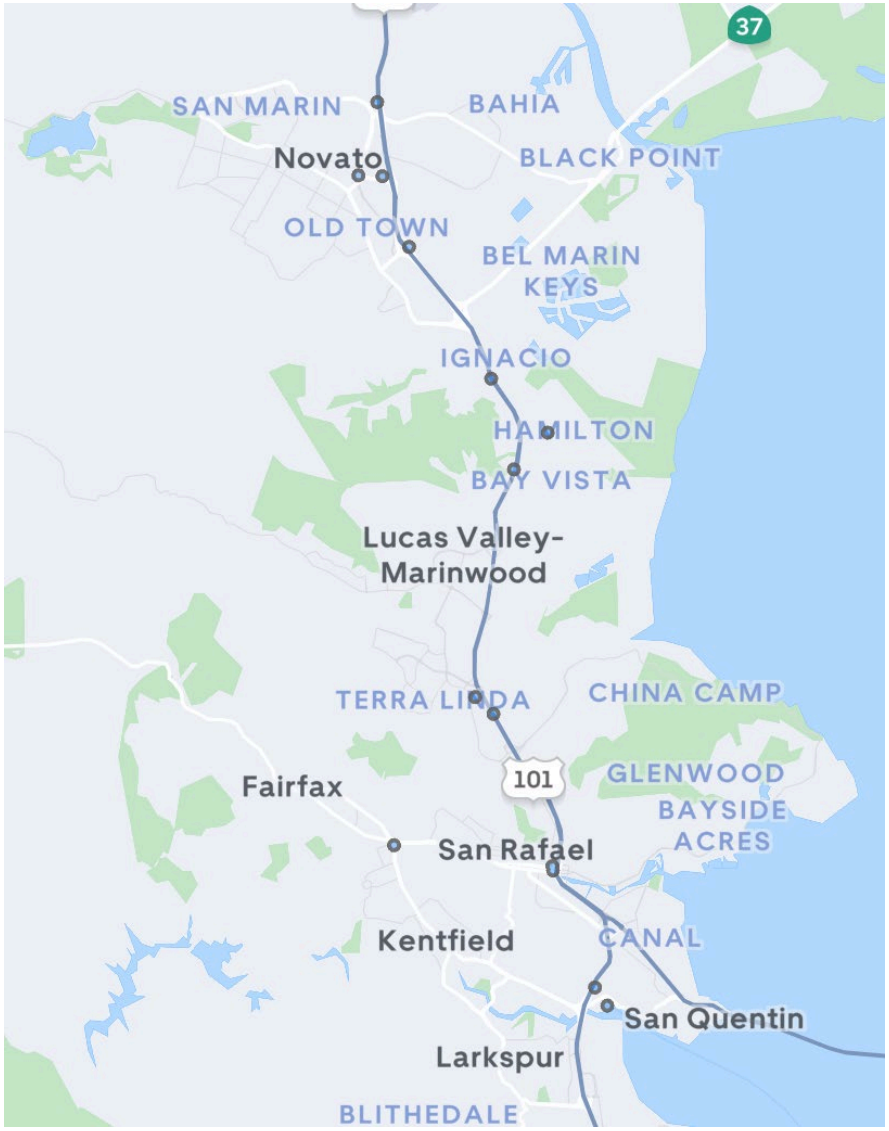
Benefits of Program

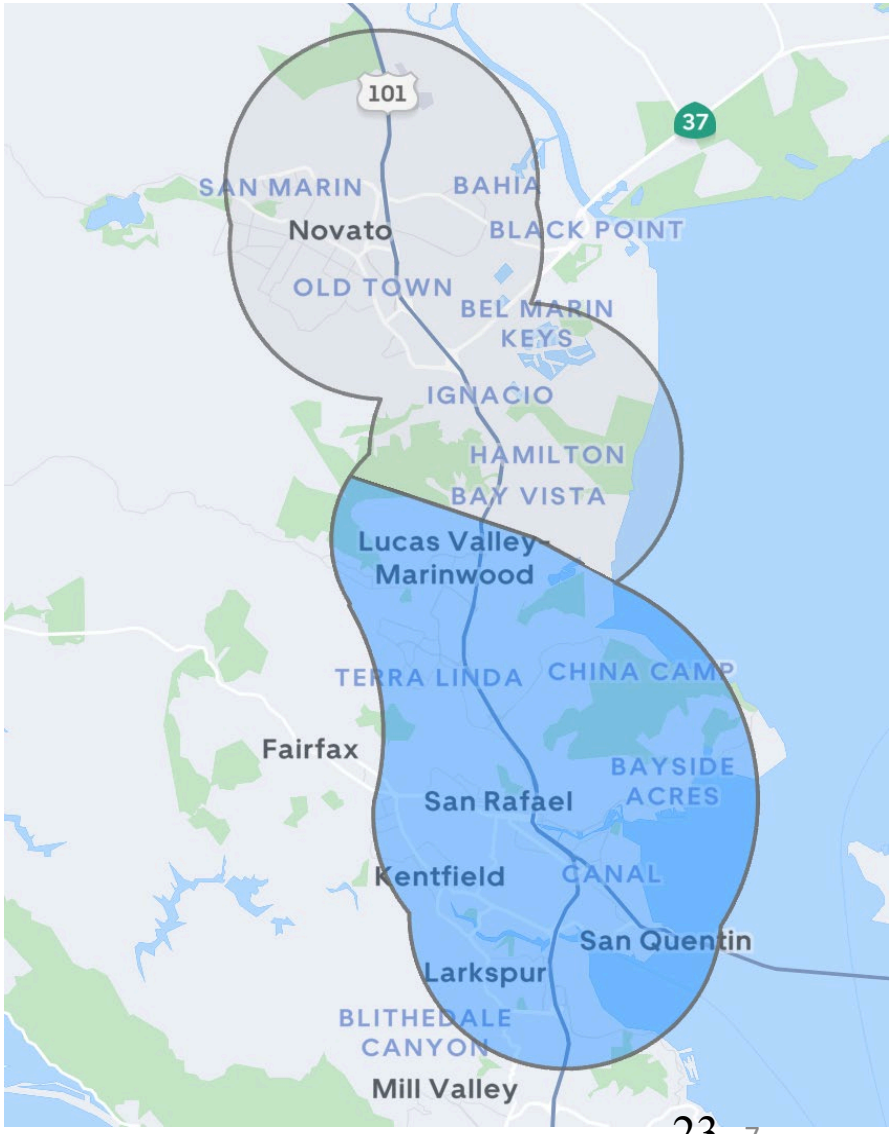
- **Integration of on-demand services,** including TAM's GetSMART program, Marin Transit's Connect; and real-time transit options (MCTD, GGT, SMART) all within one app
- Allows Connect program to continue to support **same-day option for seniors and riders with disabilities** with expanded coverage
- Allows Connect to continue to **increase first and last mile, shared-ride connectivity** to existing fixed route transit and commuters traveling to/from employment sites in Marin County
- Proposed solution allows **cost savings for TAM and Marin Transit**
- Provides **employer partnership** opportunities
- Provides opportunities to explore **Electric Vehicle programs**
- **Enhanced Data Reporting** for program management

Comparison of Proposed Programs

	Marin Transit Connect	TAM First/Last Mile	TAM Employer Program
Overview	On-demand public transit in Marin Connect vehicles	Subsidized first & last mile trips in the Marin area	Subsidized trips to/from employment locations
Target Riders	Open to general public; targeting ADA riders	General public	Employees of specific employers who are part of the program
Vehicles Available for Request	Marin Connect vehicles	Uber Pool (where available), UberX (where Pool is unavailable), UberWAV Marin Connect vehicles	Uber Pool (where available), UberX (where Pool is unavailable), UberWAV Marin Connect vehicles
Rider Fare	$3 flat fare for Marin Access $4 per mile for all other riders	Rider pays first $4, TAM covers next $5	TBD in partnership with employers, TAM will invoice employers later.
Geographic Restriction	Specific service area.	Marin Connect service area Trips to/from transit stations	Marin Connect service area, expansion possible
How to Access	Rider can request a Marin Connect trip in their Uber app or via the Marin Transit call center with Uber Central	Rider redeems an Uber Voucher, which automatically applies for all eligible trips, Call Center through MT	Rider is sent an Uber Voucher by their employer, which automatically applies for all eligible trips

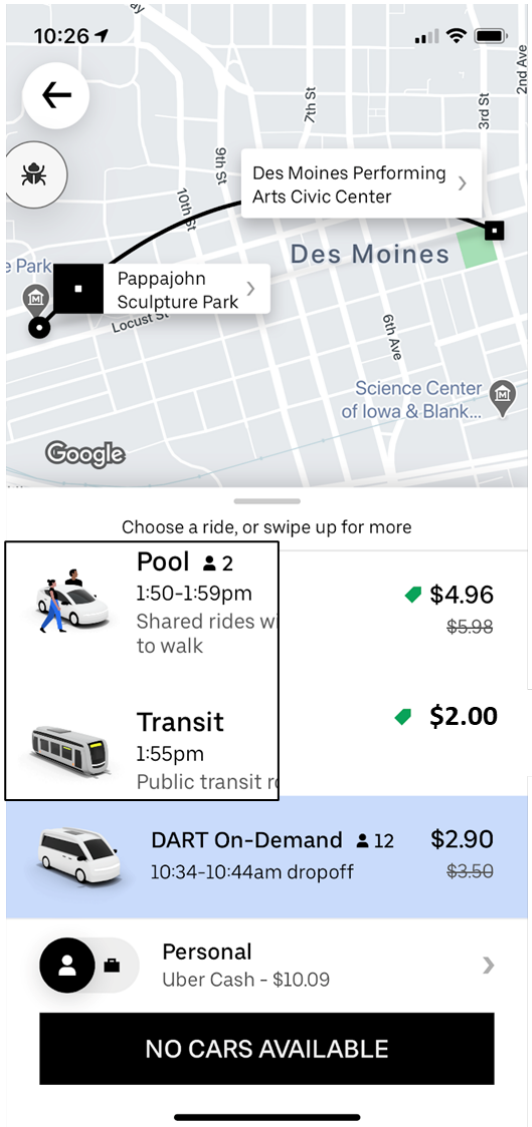
Service Area and Transit Connections



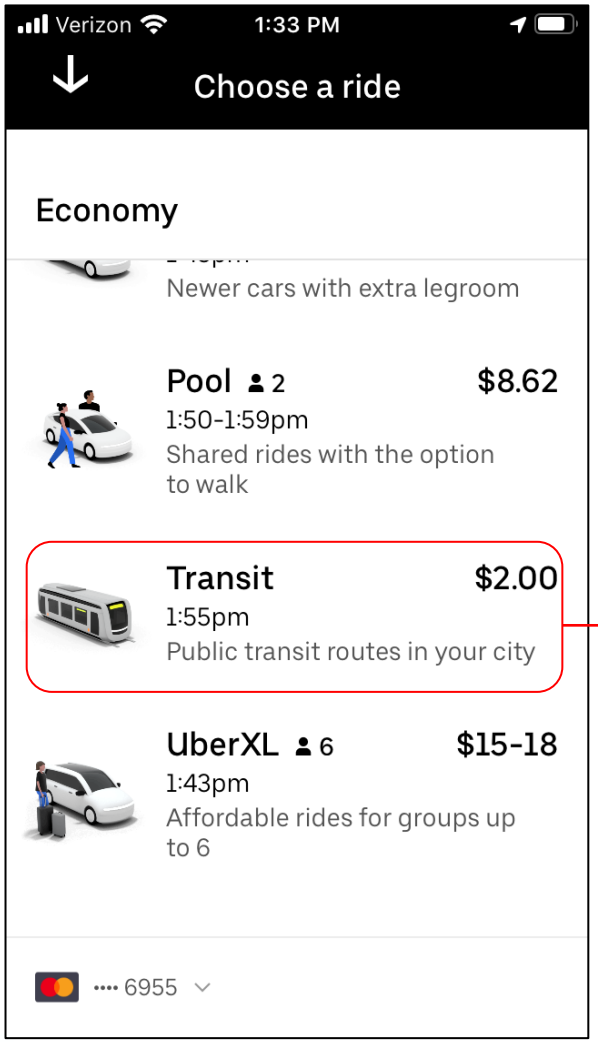


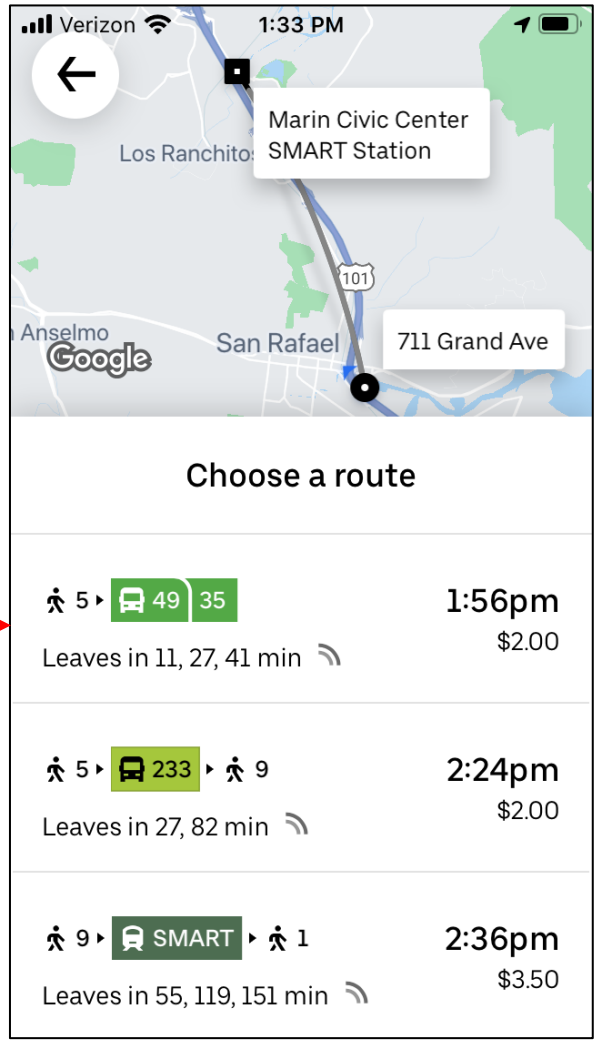
What will it look like?

- Riders will choose based on:
  - Cost
  - Wait Times
  - Access considerations
- TAM's $5-off Coupon code for First/Last Mile Services will be aligned with Marin Transit Connect Fare structure

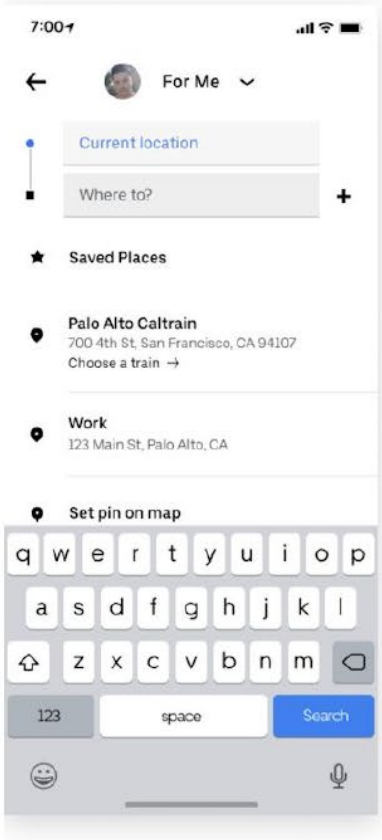


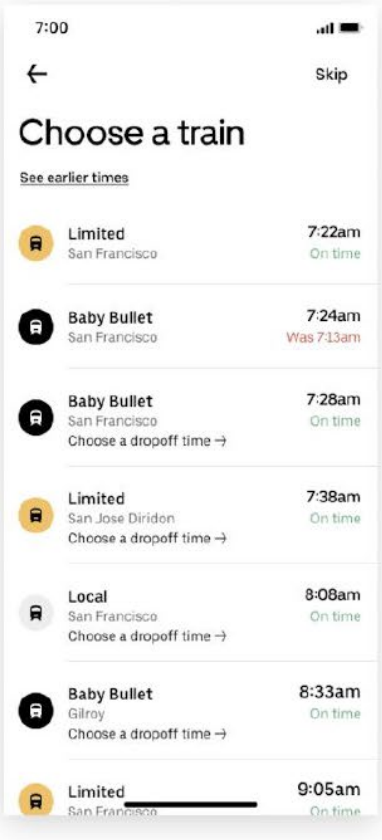
Integrated Real-Time Transit Data

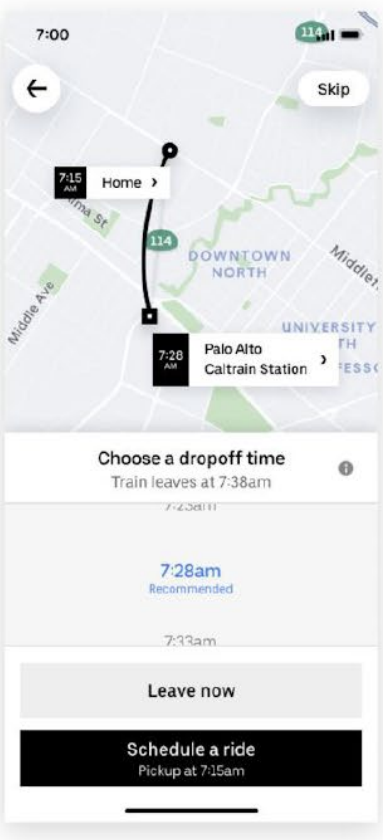


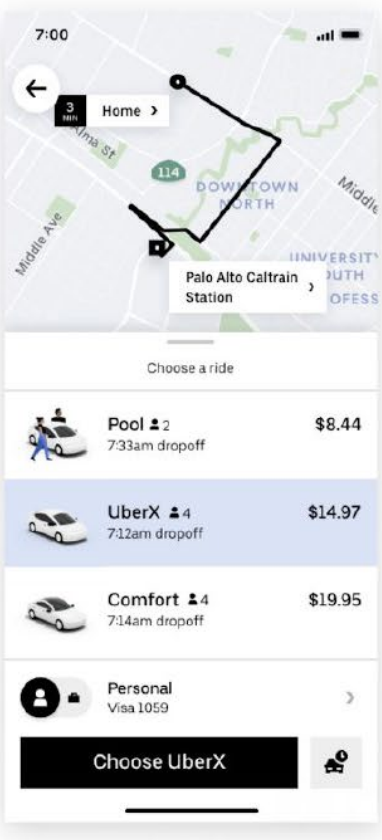


Make My Train Feature









Questions and Discussion

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