



DATE: July 20, 2020

TO: Transportation Authority of Marin Citizens' Oversight Committee

FROM: Anne Richman, Executive Director
Derek McGill, Planning Manager

SUBJECT: TAM and Marin Transit "Connect2Transit" Program in Uber App (Information), Agenda Item No. 5

RECOMMENDATION

None – Informational Item Only

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 since then, 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 and 17, 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 in May, the TAM and Marin Transit boards both approved entering into contracts with Uber.

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 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) when available post-COVID 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. It is also worth noting that TAM and Marin Transit staffs are in communication with Uber and Whistlestop staffs regarding health and safety protocols for the present COVID-19 situation.

Marin Transit and TAM entered 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 also entered 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. At their May 4th meeting, the Marin Transit Board of Directors authorized the General Manager to enter into agreement with Uber and to execute the MOU with TAM.

At the May 28th TAM board meeting, 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.

On July 1, 2020 this service entitled "Connect2Transit" went live, transitioning Marin Transit Vehicles into the Uber app. For more information on this service, including frequently asked questions and voucher links to receive discounts to and from transit stations please visit: <https://connect2transit.com/>

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, of which \$70,000 is included in the approved 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.

ATTACHMENTS

None