



DATE: November 19, 2020

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. 6e

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 \$86,061. This software is currently integrated into TAM's Marin Commutes Program to support trip planning, ridesharing, employer commute programs, and trip logging 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 through its standard introductory subscription service in December 2018 to integrate its Transportation Demand Management (TDM) software platform into the newly developed *MarinCommutes.org* site.

Several agencies and employers in the Bay Area are also implementing online TDM platforms through Ride Amigos 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 (NVTA) and Solano Transportation Authority (STA) along with TAM, with plans to coordinate on a pilot program using the platform to support travel along State Route 37 (SR37) through the platform. The Metropolitan Transportation Commission (MTC) has also entered into an agreement with Ride Amigos to provide expanded ride share matching regionally while coordinating with county platforms.

Through TAM's Ride Amigos software subscription, employers can also have access to provide additional trip promotions and incentives, with the County of Marin currently administering incentives for employees that track green trips on the software platform. While COVID-19 has halted some of the commute activities that would typically be supported by the software, Ride Amigos remains a cornerstone of TAM's Marin Commutes Program in the coming year to support local employers and employees.

DISCUSSION

The Marin Commutes Program is TAM's public facing effort which incorporates the Marin Emergency Ride Home Program, Vanpool Incentive Program, car share promotion, electric vehicle promotion, the Connect2Transit Program, and shared ride and transit planning into the Ride Amigos Software platform. Ride Amigos consistently provides innovations to improve the platform, along with the user experience.

Ride Amigos Software 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 proposed action would extend the contract from its current expiration date of December 9, 2020 to December 8, 2021, in order to gain another year of experience with the Ride Amigos Software platform and grow the benefits of the Marin Commutes Program as similar programs go into effect around the region to expand ride share opportunities.

FISCAL IMPACTS

Ride Amigos Software is a component of the Marin Commutes Program that the TAM Board accepted in June 2020 and is included as an element of the TAM FY2020-2021 Annual Budget adopted by the TAM Board in June 2020. 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.

NEXT STEPS:

TAM staff will work with Ride Amigos to continue implementation of its software through the MarinCommutes.org site.

ATTACHMENTS:

N/A