

RIVERSIDE COUNTY TRANSPORTATION COMMISSION

DATE:	July 14, 2010
TO:	Riverside County Transportation Commission
FROM:	Western Riverside County Programs and Projects Committee Brian Cunanan, Commuter Assistance Manager Robert Yates, Multimodal Services Director
THROUGH:	Anne Mayer, Executive Director
SUBJECT:	Fiscal Year 2010/11 Agreements for Regional Rideshare Services

WESTERN RIVERSIDE COUNTY PROGRAMS AND PROJECTS COMMITTEE AND STAFF RECOMMENDATION:

This item is for the Commission to:

- 1) Award Agreement No. 10-41-029-01, Amendment No. 1 to Agreement No. 10-41-029-00, with the San Bernardino Associated Governments (SANBAG) as part of the Commission’s continuing bi-county partnership with SANBAG to deliver commuter/employer rideshare services, regional ridematching services, and operation of an Inland Empire 511 system for FY 2010/11;
- 2) Award Agreement No. 07-41-115-02, Amendment No. 2 to Agreement No. 07-41-115-00, with Orange County Transportation Authority (OCTA) and Agreement No. 06-41-082-05, Amendment No. 5 to Agreement No. 06-41-082-00, with the Ventura County Transportation Commission (VCTC) for regional ridematching services; and
- 3) Authorize the Chair, pursuant to legal counsel review, to execute the agreements on behalf of the Commission.

BACKGROUND INFORMATION:

Since 1993, SANBAG has contracted with the Commission to develop, implement and manage a commuter assistance program (CAP) for San Bernardino County commuters. The program consists of several projects.

- The first, *Rideshare Incentives*, developed as a “sister” incentive project to the Commission’s Measure A commuter incentive project, focuses on encouraging solo drivers to try alternative commute modes.
- *RidesharePlus*, modeled after the Commission’s rideshare rewards program, provides discounts at local merchants and entertainment venues for long-term ridesharers.

- *Inland Empire Commuter Services (IECS)* was jointly established by SANBAG and the Commission in FY 1995/96 when it was determined by the two agencies that the Inland Empire would assume direct responsibility for the provision of local employer rideshare services. IECS provides various services to employers in the bi-county area including the provision of marketing promotions, rideshare survey processing, technical assistance, employer network meetings and electronic newsletters.
- In FY 2002/03, the Commission and SANBAG began providing *Ridematching* and *Teleservices* directly.
- In FY 2009/10, *Inland Empire 511* was implemented to provide traveler information to Riverside and San Bernardino County commuters.

In July 2009, the Commission approved a \$1,900,500 agreement with SANBAG for CAP services and the implementation of an IE511 system. Based on SANBAG staff's guidance, the Commission has developed a FY 2010/11 work plan and budget for continuation of SANBAG's CAP and the ongoing maintenance and operation of a 511 travel information services system. The proposed amendment between SANBAG and the Commission was approved by SANBAG's Board at its June 2, 2010 meeting. This approval includes an allocation of Measure I and CMAQ funds for these services. Staff is seeking Commission approval to enter into an amendment with SANBAG to extend the contract term through June 30, 2011, and to increase the contract amount by \$1,608,333 for a total not to exceed amount of \$3,508,833 reimbursed to the Commission.

The Commission's role in transportation demand management also extends beyond the boundaries of the Inland Empire. Since 2002, the Commission has led the way in implementing, operating, and maintaining the regional rideshare database (regional database) to support a coordinated and efficient ridematching service throughout a five county region. Specifically, this entails processing commuter surveys, data retrieval, project reporting, rideguide generation, network security, system maintenance and operation. The Los Angeles County Metropolitan Transportation Authority (Metro), OCTA, SANBAG, and VCTC have contracted with the Commission for the administration of the regional database for the past eight years.

Funding of the regional database is split among the five county transportation commissions (CTC) based on population percentage split. Metro's agreement for regional ridematching services, approved by the Commission in July 2009, is valid through June 30, 2011. OCTA and VCTC are in the process of amending and seeking approval of their respective agreements with the Commission to extend the term through FY 2010/11. Staff is seeking Commission approval to enter into agreements with the CTCs for these services in FY 2010/11 for an aggregate amount not to exceed \$320,000 reimbursed to the Commission.

Financial Information					
In Fiscal Year Budget:	Yes	Year:	FY 2010/11	Amount:	\$1,928,400
Source of Funds:	SANBAG Measure I-TMEE and CMAQ OCTA and VCTC funds			Budget Adjustment:	No
GLA No.:	002111/002112/632113/002127/002139/002146/002178/002182/002186/002188/002191/002193-416-41605-0000 263-41-41203 002111/002112/632113/002127/002139/002146/002178/002182/002186/002188/002191/002193-414-41403-0000 263-41-41401 452124-416-41605-0000 202-45-41203 452124-414-41403-0000 202-45-41401				
Fiscal Procedures Approved:	<i>Sherrisa Iverino</i>			Date:	06/15/10

Attachments:

- 1) FY 2010/11 SANBAG Agreement and Scope of Work
- 2) FY 2010/11 Regional Ridematch Database Services Scope of Work

Amendment No. 1 to Contract 09-190 (1000152)

By and Between

RIVERSIDE COUNTY TRANSPORTATION COMMISSION

And

SAN BERNARDINO ASSOCIATED GOVERNMENTS

For

**Implementation of San Bernardino County Employer and Commuter Trip
Reduction/Rideshare Programs**

This Amendment No. 1 to Contract No. 09-190 ("Contract") is entered into as of June 2, 2010 by and between San Bernardino Associated Governments ("SANBAG") and the Riverside County Transportation Commission ("RCTC").

Recitals

WHEREAS, SANBAG and RCTC, have previously entered into the Contract , wherein SANBAG engaged RCTC to implement and manage the bi-county Inland Empire Employer and Commuter Trip Reduction/Rideshare Programs; and

WHEREAS, SANBAG and RCTC desire to amend the Contract to modify the Scope of Work, add additional funding, and extend the term for one additional year.

NOW, THEREFORE, the parties agree to amend the Contract in the following manner:

1. Section A.1, A.2 and A.3, shall be amended by replacing Attachment "A" with Attachment "B" which is attached to this Amendment and by reference, incorporated in and made a part of this Contract.
2. Section B.1, Compensation, shall be replaced with the following:

It is understood that SANBAG funding for the program under this Agreement will not exceed three million five hundred eight thousand, eight hundred thirty-three dollars and no cents (\$3,508,833.00) and is being provided from the following sources:

(a) Three million, one hundred six thousand, three hundred sixty-nine dollars and eighty-five cents (\$3,106,369.85) from CMAQ funds, and

(b) Four hundred two thousand, four hundred sixty-three dollars and fifteen cents (\$402,463.15) from San Bernardino County local 1/2 cent sales tax, Measure I- Traffic Management Systems (TMS) funds.

3. Section 7.C.1, Term, shall be replaced with the following:

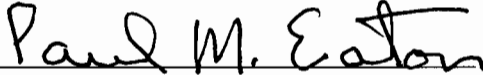
This Contract shall commence on July 1, 2009 and terminate on June 30, 2011, unless it is extended by a written amendment approved by the parties.

4. All other portions of Contract 09-190 shall remain in full force and effect.

IN WITNESS WHEREOF, the authorized parties have below signed and executed this Amendment to the Contract, and shall be effective on the date set forth above.

**SAN BERNARDINO ASSOCIATED
GOVERNMENTS**

**RIVERSIDE COUNTY
TRANSPORTATION COMMISSION**




Paul M. Eaton,
President

Bob Buster,
Chairman

**APPROVED AS TO FORM
FOR SANBAG**

**APPROVED AS TO FORM
FOR RCTC**



Jean-Rene Basle,
SANBAG Counsel

Best, Best & Krieger,
RCTC Counsel

Scope of Work
San Bernardino Employer and Commuter Assistance Programs
Fiscal Year 2010-11

Inland Empire Rideshare Services

Provide a variety of services to employers and commuters, who participate in trip reduction activities. Activities shall include, but not be limited to: RideGuide/survey services, employer technical assistance, promotions, RideGuide production, coordination/dissemination of surveys and resulting report analysis for target marketing, Rideshare Connection broadcast e-mails, CommuteSmart News, networking meetings and coordination with other rideshare agencies and service providers. Assist multi-site and multi-jurisdictional headquarters employers within the County as well as related worksites outside of the County. Oversee and maintain a regional website (CommuteSmart.info), IE511.org website, social media platforms, and other regional products/outreach as assigned. Respond to inquiries generated from 511, 1-800-COMMUTE, 1-866-RIDESHARE, CommuteSmart.info, as well as direct referrals. Oversee and maintain a regional database of commuters, working with the five county transportation commission's (CTCs) throughout the region. Market the regional Guaranteed Ride Home Program to employers in San Bernardino County. Assist in the County's leased Park'N'Ride lot program. Operate the 511 program through phone and web services, providing enhancements, resolving issues, conducting marketing and periodic surveys. Conduct special projects and studies, as assigned.

Related Expenses (\$925,483):

Includes labor, office expenses, marketing materials, office equipment, computer programming, telephone and other direct expenses.

Goals:

1. Implementation of commuter assistance programs to approximately 370 regulated and non-regulated employer worksites in San Bernardino County, to assist in the development and implementation of trip reduction programs and for technical assistance.
2. Work with 82 employers on AVR/Transportation surveys and AVR calculations.
3. Maintain an accurate database of 55,000 active San Bernardino County commuter registrants, resulting from completed commuter surveys at 82 San Bernardino County employers.

4. Disseminate 16,500 RideGuides to San Bernardino County commuters at 379 worksites.
5. Provide assistance to five multisite/multijurisdictional headquarters located in San Bernardino County representing 18 worksites in San Bernardino, Riverside, as well as Los Angeles and Orange counties.
6. Develop and implement three employer transportation network meetings, one promotional marketing campaign at San Bernardino employer worksites, and other events.
7. Produce and disseminate other regional marketing materials, as standalone campaigns within the Inland Empire or regional campaigns in coordination with the five CTCs.
8. Broadcast 14 Rideshare Connection e-mails to San Bernardino County employers.
9. For the two-county area, respond to 4,000 inquires/calls from commuters who work or reside in San Bernardino or Riverside counties, via 1-866-RIDESHARE, 1-800-COMMUTE, CommuteSmart.info, 511, direct referrals and other internet sources. Of these 4,000 inquiries, 450 RideGuides will be generated. In addition, 500 Inland residents will register in the database via the www.CommuteSmart.info and the www.ie511.org website.
10. Manage and operate the 511 system which will be available to commuters 24 hours a day, 7 days per week, 365 days per year.
11. The 511 phone system will provide assistance to 7,200 callers per month throughout the year. The system will have the capacity to handle 100,000 concurrent callers.
12. The www.ie511.org website will potentially receive 6,400 unique visitors per month . Website will be able to handle 100,000 concurrent users.
13. Continue 511 marketing/outreach.
14. Conduct periodic surveys to determine the 511 program use, effectiveness and customer satisfaction.
15. Provide website and phone enhancements/upgrades as needed.

Rideshare Incentive Programs

Option Rideshare offers San Bernardino County residents who commute to work, up to \$2 a day (in local merchant gift cards) for each day they participate in a rideshare mode, during a three-month period. The Vanpool Incentive Program provides up to \$1,800 over nine months in discounted vanpool fares. Team Ride provides ongoing ridesharers who reside in San Bernardino County a Rideshare Plus Rewards Book, with discount coupons from more than 135,000 merchants throughout the southland.

Related Expenses (\$682,850):

Includes labor, office expenses, marketing materials, office equipment, computer programming, telephone, direct commuter incentives (gift cards/ subsidies) and other direct expenses.

Goals:

1. The Option Rideshare program will enlist 1,400 County residents, who commute to work to 145 employers in Southern California. These participants on average have a one-way commute distance of 27.59 miles and the goal is to reduce 132,000 one way vehicle trips from the roadways.
2. Team Ride registrants will consist of 7,825 members by the end of December 2010, when the program is at its highest membership. Members will work at employment sites from 370 employers throughout Southern California.

**Riverside County Transportation Commission
REGIONAL RIDEMATCH DATABASE SERVICES
FY 10-11 SCOPE OF WORK**

Manage the regional ridematch database system and parallel school database system on behalf of and in partnership with the County Transportation Commission's (CTC's). Each database will be secured from tampering yet accessible to users needs with timely and accurate software. Monitor and maintain the performance of the hardware and connectivity software of the regional ridematch wide area network, and ridematching website. Maintenance of the ridematching and school software will be coordinated with the software vendor, Trapeze, and their designated product support staff. Monitor system performance to ensure that quality and throughput are optimum and that system integrity is maintained.

Task 1: Coordinate software and database maintenance and installation of enhancements. Work with CTC staffs to identify needs or program refinements on an annual basis, including AVR Program refinements as required by the SCAQMD. Work with Trapeze staff to develop programs to satisfy identified needs, and to install and test them. Install periodic updates from vendor. Monitor the system and augment security and data access controls as needed to maintain the confidentiality of information, including an annual test by an outside contractor. Task includes travel expense for four visits per year to each CTC office, if necessary, and annual license maintenance fees. Also includes cost of annual testing for web site security against a hack attack.

Products:

- Review RidePro error logs on a daily basis, assess error messages to determine next steps, take action with the appropriate entities (i.e., internal action, CTC's or RidePro product support staff) to secure resolution of issues.
- Install product updates and enhancements including customized programming authorized by CTC's. Provide testing of new programs and enhancements to ensure that programs are functioning correctly and that any program compatibility issues are resolved.
- Maintain annual Wish List of programming needs and coordinate programming, installation and testing with Trapeze staff.
- Monitor performance of the servers, routers and switches to ensure system is operating at peak performance.
- Work with selected contractor to facilitate web testing for security.
- Report any system downtime to CTC's.
- Up to four visits per year to each CTC location for system maintenance

Task 2: Maintain the address geo-coding database for translation of street addresses and intersections into geographic references for ridematching, mapping, and other geographic referential products. On a bi-annual basis include a zip code overlay in the update of the digital base maps. Zip code overlay will be purchased and implemented by Trapeze.

Products:

- Coordinate annual updates of digital base maps with CTC's and Trapeze.
- Identify and resolve any discrepancies in digital base maps in response to geocoding anomalies.

Task 3: Maintain computer software (i.e., RidePro administrative tracking, CommuteSmart use tracking/reporting) to accurately and concisely track rideshare database activities and services for reporting to CTC's.

Product:

- Quarterly rideshare database report including website activity.

Task 4: Provide technical and help desk support services to CTC staffs. Provide assistance with troubleshooting of problems related to functionality of software and/or wide area network connectivity. Operate a telephone connection for direct contact with the Help Desk. Provide training or instructional materials on new programs and functions within the RidePro and AVR databases to CTC staffs.

Products:

- Respond daily to on-line and telephone technical inquires and trouble reports.
- Assess source of reported problems, determine appropriate actions, and facilitate resolution by appropriate staff.
- Prepare and distribute quarterly summary of reported problems and actions taken.
- Provide "help" information as needed to all users.
- Operate a special Help Desk telephone "hot line" for assistance requests.

Task 5: Manage and coordinate the regional rideshare database system in partnership with the CTC's to ensure the effective delivery of ridematching services to employers, TMA's and commuters of the five county region.

Products:

- Facilitate collective policy decisions relating to operational and procedural functionality of the system.
- Provide liaison between the CTC's and the SCAQMD for maintenance and required updates to the AVR functions of the databases.
- Coordinate with CTC technical staffs regarding hardware specifications and conformity.
- Provide liaison between CTC's and Trapeze product support staff.
- Monthly Regional Services Report of regional ridematching activity.

Task 6:

A. Operating Equipment

Maintain computer system hardware, consistent with the specifications provided by Trapeze Software and agreed to by the CTC's, to accommodate the regional rideshare database, and the implementation and operation of the Wide Area Network. Repair or replace hardware items as needed.

Product:

- Periodic hardware and software maintenance of Database Servers, Storage Area Network, two Citrix Terminal Services Servers for remote access, Web Server, Job Process Server, workstation for network administration, and various routers and switches as needed

B. Network Connectivity

Maintain the configuration of T3, Frame Relay, and other bandwidth connection to efficiently operate the Wide Area Network.

Products:

- Monitor and troubleshoot operation of T3 Line for Ridematching Website access and for access to Terminal Services Server
- Monitor and troubleshoot access lines to ensure operational integrity and security. On-going analysis of capacity issues and recommendations for additions or improvements.