



EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE
MARCH 18, 2004

SUBJECT: MTA RIDESHARE PROGRAM

ACTION: APPROVE MTA RIDESHARE SERVICE MEMORANDUM OF UNDERSTANDING WITH RIVERSIDE COUNTY TRANSPORTATION COMMISSION

RECOMMENDATION

Authorize the Chief Executive Officer to execute a Memorandum of Understanding (MOU) with the Riverside County Transportation Commission (RCTC) for rideshare development and support services for Los Angeles County during FY05 and FY06 in an amount not to exceed \$600,000, and to execute three one-year options for FY07, FY08 and FY09 in an amount not to exceed \$900,000 over the three-year period.

ISSUE

During FY03 and FY04, RCTC developed and maintained a new web-based rideshare matching system and database for Los Angeles County to support Metro Commute Services. This system is part of a regional partnership and includes the counties of Orange, San Bernardino, Riverside and Ventura.

Staff is seeking approval to execute an MOU with RCTC to manage and implement enhancements to this new rideshare matching system, and to participate in limited regional rideshare activities such as evaluation efforts and coordinated regional promotions.

POLICY IMPLICATIONS

Maintaining and enhancing this new web-based rideshare matching system is consistent with the May 23, 2002 Board direction to establish an MTA-Operated Rideshare program. The purpose of maintaining a rideshare matching system is to provide information necessary for commuters to form carpools and vanpools consistent with the goals and objectives of the adopted MTA Long Range Transportation Plan. A Board directed MTA Rideshare Study conducted during FY 02 determined that the previous regional rideshare matching system operated by SCAG was antiquated and required replacement in order to provide more cost-effective services to the public. Continuing to maintain and enhance the new system developed by RCTC on MTA's behalf will ensure that the services provided will continue to be technologically current and cost effective.

OPTIONS

The MTA Board can choose not to authorize the CEO to execute an MOU with RCTC to perform these rideshare services. Staff does not recommend this option because this would cause a disruption in service. The MTA could also choose to contract these rideshare services to another public or private entity. However, after June 30, 2004 no other service provider will be available that offers a ridematch system with information for commutes to and from Los Angeles County into neighboring counties. Continuing to partner with RCTC allows MTA to offer cross-county commuter information to customers.

FINANCIAL IMPACT

The Rideshare Services Program was originally funded in January 1998 through the 1998 County Transportation Improvement Program for Los Angeles County using \$17.7 million in State Transportation Improvement Program (STIP) funding over a six-year period. In April 2003, the Board amended this funding allocation in response to the constrained state funding environment with the approval of a STIP Amendment request. In addition, \$21 million was allocated over a 5-year period for rideshare program activities with the adoption of the 2004 Los Angeles County Transportation Improvement Program (TIP) at the February 26, 2004 Board meeting. A portion of these two rideshare grant allocations will be used to fund the rideshare services performed by RCTC. This project is included in the constrained element of the adopted Long Range Transportation Plan. Approval of this action will ensure continued implementation of this program. Funding for FY 05 activity will be located in Cost Center 7175.

BACKGROUND

Staff is proposing to continue to partner with RCTC in maintaining and enhancing the new rideshare matching system for Los Angeles County primarily as a way to ensure that cross-county commutes can be assisted when finding carpool and vanpool options. The system currently being maintained by RCTC for MTA covers the Los Angeles, Orange, San Bernardino, Riverside and Ventura County areas. In addition, the system offers internet carpool matching through a website called ridematch.info. Finally, a new electronic commute survey process will be introduced this Spring and is anticipated to reduce survey processing costs to the program.

Scope of Services

During FY 05, staff is proposing that RCTC maintain the current system for Los Angeles County, including software license fees, develop software and network enhancements to improve service delivery to Metro Commute Services customers and perform remote user support activities such as help desk services. Each county will continue to connect to the main database via remote local networks that will allow each county to control output and data collection processes. For FY 06, staff is proposing that RCTC continue to perform database management activities, minor software and hardware enhancements, remote user support activities and perform limited regional rideshare activities such as service evaluation

and promotional activities. Options years for FY 07, FY 08 and FY 09 would have a work scope similar to the FY 06 work activities.

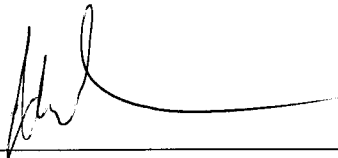
Rideshare Matching Software

The new rideshare matching system uses RidePro. This software is based on software that is in its 15th generation and is redeveloped every 3 to 4 years to ensure that the system is keeping pace with state-of-the-art practices. This system provides real-time web-based rideshare information and has been fully operational in the Los Angeles, Orange, San Bernardino, Riverside and Ventura County areas since July 2003.


NEXT STEPS

Staff will execute an MOU with RCTC prior to June 30, 2004. System maintenance and enhancements are scheduled to begin July 2004.

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