

STAFF REPORT

SUBJECT: Traffic Solutions Rideshare Software

MEETING DATE: December 21, 2006

AGENDA ITEM: 6 G

STAFF CONTACT: Kent Epperson

RECOMMENDATION:

Authorize the chair to execute a three year contract with Ecology and Environment, Inc. to develop a web-based Rideshare Matchlist and TDM Management Service at a cost not to exceed \$53,450 for initial software development and \$9,500 per year for three years for the annual maintenance and hosting fees.

SUMMARY:

To improve the effectiveness of the SBCAG Traffic Solutions carpool matchlist system and to create a process for managing TDM programs and services to commuters and employers, the Traffic Solutions budget for FY 2006/07 included the purchase of web-based Rideshare Matchlist and TDM Management services. The web-based service will help to increase carpooling and vanpooling ridership in Santa Barbara County and will provide a tool for traffic Solutions and employers to better manage rideshare promotions and employer paid commuter benefits for employees. The on-line service will also support new rideshare promotions such as the North County Reverse Commute Vanpool program, 101 Milpas to Hot Springs TDM Programs and Santa Barbara County carpool promotion. Traffic Solutions issued an RFP for this service in October and received eight proposals as well as web-based demonstrations from all eight proposing firms. An evaluation committee unanimously recommended Ecology and Environment as the most qualified firm to provide these services.

DISCUSSION:

One of the most significant barriers to carpooling and vanpooling is finding other commuters to carpool or vanpool with. Many commuters work variable work schedules and travel to multiple destinations in the county, making finding a carpooler a daunting task. Commuters also have carpool partner preferences such as the gender, smoking/non-smoking that further complicate carpool matching. To overcome these barriers, rideshare organizations nationwide are developing more sophisticated carpool matching programs that are available on-line, that instantly link commuters together to form carpools. These newer carpool matching systems, include reporting functions the enable better tracking of performance measures that gauge carpool promotion participation, and they include features that assist employers in providing commuter benefits, such as carpool or transit pass incentives.

Traffic Solutions believes there is potential to significantly increase carpooling in Santa Barbara County. However, Traffic Solutions' current web-based Rideshare Matchlist system, developed internally, has limited functionality and is not user-friendly. A more flexible and sophisticated system would increase carpooling and vanpooling and allow Traffic Solutions to implement a number of new TDM services. Over the next three years Traffic Solutions will be implementing several new Transportation Demand Management (TDM) programs, such as the Milpas to Hot Springs traffic mitigation program, the north county reverse commute vanpool program, and a new carpooling program serving the San Luis Obispo to Santa Maria corridor. A new rideshare management system is needed to make it easier for potential carpoolers and to manage and track these new programs.

Request for Proposals (RFP): In October, SBCAG Traffic Solutions issued an RFP for a web-based Rideshare Matchlist and TDM Management service. The RFP solicited a private contractor to provide a service that creates online carpool and vanpool matching as well as TDM program management capabilities. The program will protect client confidentiality, produce maps and directions, immediately identify other carpoolers with similar commutes and schedules, and allow registered users to email one another. In addition to carpool matching, the service will also provide information regarding vanpool and commuter bus options. The online service will also enable individual employers to easily implement and manage their own commuter benefit programs. For example the County of Santa Barbara, The City of Santa Barbara and Cottage Health Systems all have plans to implement new commuter programs for their employees, but lack the marketing, management and tracking tools to effectively implement these programs.

This project is identified within SBCAG's FY 2006/07 Overall Work Program and included in the Board approved FY06-07 SBCAG Traffic Solutions budget. SBCAG Traffic Solutions has also partnered with the County of Santa Barbara, the City of Santa Barbara, and Cottage Hospital to help purchase this system. The anticipated additional funding from these partners totals \$10,500. The additional funding will enable Traffic Solutions to include additional on-line employer features requested by these major employers.

Proposal Scoring: SBCAG Traffic Solutions received eight proposals in response to the RFP. Each firm was asked to demonstrate their product to an ad hoc panel comprised of the RFP evaluation committee, as well as 7 employer and commuter representatives. Proposal evaluation criteria included their understanding of the project and the scope of work, the proposed schedule, experience and references, web interface usability and cost. Three SBCAG Traffic Solutions staff members and a representative from the City of Santa Barbara reviewed and scored all proposals. Ecology and Environment was unanimously selected by all evaluation committee members as the most qualified firm. The top three ranked firms are as follows:

Firm	Proposal Score	Rank
Ecology and Environment	90	1
Base Technology	83	2
Trapeze Software	81	3

Contract Cost

The Rideshare/TDM Management services contract with Ecology and Environment includes an initial development cost of \$53,450 and an annual maintenance and hosting fee of \$9,500 per year for three years. The software development cost does not exceed the \$60,000 approved in

the FY 2006-07 SBCAG Traffic Solutions budget so no budget appropriation increase is required. The first year maintenance cost will be paid for with the City of Santa Barbara, County of Santa Barbara and Cottage Health System funding contributions. Year 2 and 3 maintenance and hosting fees will be funded with CMAQ funds approved by the SBCAG Board in October 2007 to be budgeted in the FY07-08 and FY09-10 Traffic Solutions budgets. The contract allows for two 1-year contract extensions upon SBCAG Board approval.

COMMITTEE REVIEW:

An ad hoc committee comprised of representatives from SBCAG Traffic Solutions, The City of Santa Barbara, The County of Santa Barbara, Santa Barbara Air Pollution Control District, UCSB, and QAD participated in product demonstrations. Three SBCAG Traffic Solutions staff members and a representative from the City of Santa Barbara reviewed and scored all proposals.

ATTACHMENTS:

A copy of the draft contract will be made available prior to the board meeting.