

STAFF REPORT

SUBJECT: Traffic Solutions Online Contract Amendment

MEETING DATE: January 17, 2008

AGENDA ITEM: 6A

RECOMMENDATION:

Authorize the Chair to execute an amendment for the Traffic Solutions Online Rideshare Management Software Service with Ecology and Environment, Inc., amending the scope of work to include modifications for *Curb Your Commute* at an additional cost not to exceed \$24,630.

STAFF CONTACT: Kent Epperson

SUMMARY:

In December 2006, the SBCAG Board approved a contract with Ecology and Environment (E&E) to develop a web-base rideshare matching software (Traffic Solutions Online) for an amount not to exceed \$53,450. Traffic Solutions Online has been active since July 2007. The service includes online carpool, vanpool and commuter bus matching services for commuters as well as an employer commuter benefits management system, rideshare promotion tracking system and commuter survey functionality. There are currently 3,820 commuters that have logged 5,296 user sessions and requested 1,374 commuter matches since July 2008. The Board received a demo of Traffic Solutions Online in September 2007.

Now that the primary Traffic Solutions Online system functions have proven effective, Traffic Solutions wishes to make several improvements to the system, including a *Curb Your Commute* promotion module as part of the 101 Milpas to Hot Springs Construction Project, a School Pool and Bike Buddy system to facilitate more carpooling and bicycling to schools, and refinements to the Traffic Solutions Online commuter matching system and survey management tool. The enhancements to Traffic Solutions Online will increase the effectiveness of the trip reduction programs planned for implementation during the four years of construction work on 101.

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 that 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.

On December 21, 2006, the SBCAG Board approved a contract with Ecology and Environment (E&E) to develop a web-based rideshare matching software (Traffic Solutions Online) for an amount not to exceed \$53,450. Traffic Solutions Online has been active since July 2007. The service includes online carpool, vanpool and commuter bus matching services for commuters as well as an employer commuter benefits management system, rideshare promotions tracking system and commuter survey functionality. There are currently 3,820 commuters that have logged 5,296 user sessions and requested 1,374 commuter matches since July 1, 2007, with an average of 13 matches per session. Traffic Solutions is also actively being used by 35 employers including most of the largest employers in the County.

Traffic Solutions will be launching a comprehensive trip reduction program called *Curb Your Commute* to assist commuters and employers and reduce traffic congestion during the four years construction work on the 101 Milpas to Hot Springs project. Although the Traffic Solutions Online contract was initially scoped with a 101 Milpas to Hot Springs management system, several new *Curb Your Commute* components have been added since the contract was executed, including a Shift Your Trip (a two-week flexible schedule event), a Trip Rewards (an employer commuter benefits package), a Commute Challenge event and Premium Vanpool promotion. Modifications to Traffic Solutions Online will be needed to manage these new Curb Your Commute promotions. Traffic Solutions has also received input from employers and commuters as to how to improve Traffic Solutions Online. Commuters have requested that the commuter matching system be refined to include more commuter preferences to help find compatible carpool partners. Parents and teachers have requested a system that can help facilitate more carpooling and bicycling to and from schools. Several employers have requested improvements to the commuter survey management tool that will enable employers to design and conduct their own commuter surveys and have also requested improvements to the vanpool management system.

Staff is requesting that the Board authorize the Chair to execute an Amendment for Traffic Solutions Online contract with Ecology and Environment, Inc. for these additional improvements to be made to Traffic Solutions Online at a cost not to exceed \$24,630. *Curb Your Commute* Measure D funds as well as the Traffic Solutions Congestion Mitigation and Air Quality (CMAQ) grant funds will be used to pay for these improvements.

COMMITTEE REVIEW: None

ATTACHMENTS: Amendment No. 1

**AMENDMENT NO. 1
TO THE AGREEMENT
Between
SANTA BARBARA COUNTY ASSOCIATION OF GOVERNMENTS
And
ECOLOGY AND THE ENVIRONMENT, INC.**

It is mutually agreed that the AGREEMENT made and entered into on December 22, 2006, by and between the Santa Barbara County Association of Governments (SBCAG) and Ecology and Environment, Inc. (hereinafter referred to as "CONTRACTOR") is hereby amended as stated below:

- **Amend Section 4. "Contract Compensation", as follows:**

Item	Discounted
▪ Required Client Module Add-ons	\$38,450 \$60,080

- **Amend Exhibit 3. "Scope of Work Clarification"**

See attachment A for additional Scope of Work tasks to be added to the contract.

IN WITNESS WHEREOF, SBCAG and CONTRACTOR have executed this amendment to the Web-based Rideshare Match List and TDM Management Software Service (Traffic Solutions Online) operator contract.

ECOLOGY AND ENVIRONMENT, INC.

By: _____
 Name: James Collins
 Title: Vice President
 Date: _____

**SANTA BARBARA COUNTY
ASSOCIATION OF GOVERNMENTS**

By: _____
 Name: _____
 Title: Chair, SBCAG
 Date: _____

Attest:

By: _____
 Name: Jim Kemp
 Title: Executive Director
 Date: _____

Approved as to Form and Procedure:

Kevin Ready
 County Counsel

By: _____
 Deputy County Counsel,
 Counsel for SBCAG

Attachment A: Additional Scope of Work Tasks to add to Exhibit 3 “Scope of Work Clarification”

17. Curb Your Commute Module:

Shift Your Trip: This part of the module will add an additional promotion box and registration that asks for work schedule before and during Shift Your Trip and a series of survey questions (see attached rough mock-up) and will be added to the reporting functions for employer and site administrators. Reporting will enable the Site Administrator to view participants in a list showing their name, their employer name, and the peak period commute trips before and during Shift Your Trip. Site or employer administrator can impersonate the users as well. An employer report (for a given employer) and a site administrative report (all participants) will show the total number of peak period trips reduced and the total number of miles saved. Admin can activate or deactivate the promotion.

Price = \$4,400

Commute Challenge: This module will be the same as the Team Bike Challenge but will be replaced with a new banner, new text descriptions and a new promotion box. Registration questions will also vary slightly. The calendar mode icons will be modified slightly to highlight the curb your commute logging of trips and an off-peak period drive alone trip button will also appear.

Price = \$8,000

Trip Rewards: Traffic Solutions can make the Trip Rewards program active or not in the employer profile. Trip Rewards points are earned using the MileTracker. If the user’s employer is active in this program, each alt mode trip they log, they will earn another reward point. The total points will be based on the number of alt mode trips logged in the employee’s commute calendar from the date of the employer’s Trip Rewards account was made active. The Points Balance will be the total points earned minus the amount redeemed by the employer admin. Users with employers participating in the program will see a display on their MileTracker summary detailing their cumulative points earned and current points balance. Employer administrators will have a “Trip Rewards Management” option either under Tools or located at the top of the employee user list. This is also an option under “management” for Site Administrators. Displays of total points earned and current points available will be integrated into the employer’s employee management page. A feature will be added on the employee details page to allow an employer to adjust (debit/credit) an employee’s current points total and add notes for this adjustment, e.g., to note a specific incentives or rewards program.

Price = \$3,480

18. System Modifications:

Preference Filters for Commuter Matching: This will add several additional commuter-matching preferences and add a text box that can be filled out by the user that is visible in their profile. A new option will be added to limit their searches based on some or all the preferences. For example, one preference will be for primary language (Spanish or English). One can select their primary language, and can (if so desired) also limit their searches and whether they appear in other people’s searches) based on their primary language. Same would be possible for smoking, male/female etc... The price indicated below will allow up to 5 new matching preferences.

Price = 1,000

Broaden your search: We would like a button that shows up on the matchlist map page that enables you to quickly broaden your search by clicking the button. It would increase the time variance, the distance parameter and (assuming we have the search options above) remove all

the filter preferences. This would not change their profile, but just enable them to glance at the list assuming they had changed those items. This should include a popup box or “?” that explains what this is doing.

Price = \$1,650

Survey Management: Add ability for administrator to edit question text instead of deleting question and starting over. Ability to select the questions you want and change the ordering of the questions as desired. It enables Traffic Solutions to have survey questions required at the same time employers have questions that are required so that both set of questions are asked in the same survey.

Price = \$1,750

Vanpool/Commuter Bus Module Modifications: Add ability to be able to edit the stops after they have been created. Also, add ability to create a new vanpool or commuter bus based on another previously coded van or bus. This will enable to create a new one that is virtually the same as another one and then go in and edit stop changes.

Price = \$1,900

19. Safe Routes to School Module:

Customized School Pool

Separate out schools and employers. If the user chooses a school as their employer, an e-mail will be sent to the site administrator to verify this user. Once the user has been approved, the user will be able to be matched with commuters from this schools that have the same commute. The user will have to choose “Match Me with users from my school Only” to limit their match list to commuters from the same school.

An image will be added on the homepage (similar to the “For Employers” image) that will enable interested schools to register their school with the system. When a new school is added, an administrator will be e-mailed with the details and will have the ability to add the school to the dropdown list through a provided link in the e-mail.

Price = \$1,000

Bike Buddy

Add an option to the person’s profile that indicates if they are a biker. If the user chooses to only match to other bikers, the match list shows appropriate matches. The user will have a free-form text box limited to a number of characters that allows them to post a message that appears in their profile on the matches page. The user will be able to indicate skill level so that they are matched up with bikers of the same skill. This will also be indicated in their profile on the matches page (E&E to provide pricing).

Price = \$1,450

Deliverable Deadlines:

Scope of Work Item	Final Deliverable Deadline
Shift Your Trip	February 21
Trip Rewards	February 21
Survey Management	March 15
Commute Challenge	March 15
System Modifications	April 15
Safe Routes to School	April 28