



SACOG Board of Directors

November 5, 2008

Approve Selection of a New Vendor for Commuter Club Website Development, Maintenance and Hosting

Issue: Should the Board authorize the Executive Director to negotiate and execute a contract for a new Commuter Club vendor?

Recommendation: Because there was no quorum, the Transportation Committee did not take any action; however, it was the consensus of the members present that the Board should authorize the Executive Director to negotiate and execute a contract with Ecology and Environment, Inc., as the new Commuter Club Vendor.

Committee Action/Discussion: A request for proposals was developed that included all of the current Commuter Club functions plus ridematching and other smaller enhancements. Staff worked with members of the TDM Task Force to form a proposal review panel that included representatives from SACOG, 50 Corridor TMA, South Natomas TMA, North Natomas TMA and Sacramento TMA. The proposal review committee unanimously recommends Ecology and Environment, Inc., as the new vendor for Commuter Club and SACOG staff concurs. Ecology and Environment has produced Greenride, an Internet- based rideshare software solution that is similar to Commuter Club. Greenride is currently used by 50 other organization across the United States, including MPOs. Notable California installations include Kern County and SBCAG (Santa Barbara MPO).

Six proposals were submitted and reviewed. Of those, the Greenride software stood out because of its award-winning user interface, proven software application with many installations, and familiar, yet more robust, functionality to Commuter Club. Ecology and Environment's 35 year history of rideshare software performance is evident in the Greenride software.

The Commuter Club website is utilized by SACOG, Transportation Management Organizations, Employer Transportation Coordinators, and members of the public as a way to administer transportation benefits, provide transportation information, and promote alternative modes of transportation. The current vendor's contract will expire on December 31, 2008, and the vendor is not pursuing a contract renewal. Currently, Commuter Club and the separate ride matching tool cost \$37,000 per year combined. Over a five-year period, that cost would be \$185,000. The total cost over five years to upgrade and maintain Commuter Club with Ecology and Environment is approximately \$225,000. The budget is sufficient within the TDM program to cover this contract.

Currently, SACOG also contracts for a separate Internet-based ridematching service to provide travelers interested in carpooling or vanpooling a means to find other like minded travelers with similar travel patterns. Unfortunately, the Commuter Club and the ridematching service are two separate services requiring unique registrations at two different websites. Incorporating the ridematching services into Commuter Club would provide more services in one website and establish a broader pool of participants for ridematching. Staff anticipates an increase in rideshare matches and a reduction in vehicle miles traveled as a result of the ride matching tool upgrade. Other Greenride clients that have replaced legacy systems have seen a four- to ten-fold increase in participation, while having a decrease in time needed for site administration.

Approved by:

Mike McKeever
Executive Director

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