



Transportation Committee
Meeting Date: 8/2/2018
Agenda Item No.: 2018-August-4.

Subject: Approve Vendor for Commuter Club and 511 Website Development, Maintenance and Hosting (Est. time: 3 minutes)

Action

Prepared by: Sabrina Bradbury

Approved by: Matt Carpenter

Attachments: No

1. Issue:

Should SACOG approve a new contract for the Commuter Club and 511 websites vendor?

2. Recommendation:

That the Transportation Committee recommend that the Board authorize the Chief Executive Officer (CEO) to negotiate and execute a new contract for website support for the Commuter Club and 511 websites.

3. Background/Analysis:

The Commuter Club website is a regional database tool utilized by SACOG, Transportation Management Organizations (TMOs), and Employer Transportation Coordinators as a way to administer transportation subsidies, emergency ride home vouchers, carpool/vanpool matching services. Additionally, the popular May is Bike Month campaign utilizes the Commuter Club web infrastructure. The Sac Region 511 website offers live traffic information from our local jurisdictions and Caltrans integrated into a Google trip planner. There is also general information for other modes of transportation on the Sac Region 511 website.

4. Discussion/Analysis:

The Sac Region 511 and Commuter Club websites offer similar but different services to the public. One features an Intelligent Transportation System (ITS) traffic map that shows a live data feed of incidents sourced from multiple agencies' traffic and information technology departments, as well as general travel information. The other website is a database of users interested in carpooling or using services provided by SACOG's Transportation Demand Management program and its TMO partners. The current Commuter Club vendor's contract will expire in November 2018. The Sac Region 511 website is a free WordPress site that has our 511 ITS map embedded into it.

When contracts expire, SACOG's policy is to open up contracts through a competitive request for proposals (RFP) process. SACOG staff wrote the scope of work in the RFP to take advantage of the opportunity to combine these two separate websites into a one-stop location for people to plan their trips, earn incentives for non-drive alone modes of travel, find ride matches, and participate in campaigns like May is Bike Month. The RFP was for a one-year contract not to exceed \$100,000, with an option to extend the contract for an additional three years. Through the RFP process, three proposals were received.

Staff reached out to TMOs to form a proposal review panel of active administrative users of the website. The panel included representatives from SACOG, North Natomas TMA, Power Inn Alliance TMA, Sacramento TMA, and South Natomas TMA. Upon reviewing proposals, the panel recommended that a new vendor, Ride Amigos, be awarded the new contract. The Ride Amigos proposal showed not only an understanding of the tasks and ability to innovate in trip planning and ridematching tools, but also extensive experience with running similar tools in regions throughout California and across the country. Ride Amigos will bring out-of-the-box user and administrative features that have proven to be effective in other regions, which brings cost savings of at least \$30,000 annually. Since this vendor has many clients that are using their platform, SACOG and partners will benefit when one client makes an update that gets pushed out system-wide to all clients.

In the coming years we are likely to see Google, WAZE, Moovel, Uber, Lyft, or some other entity develop a Mobility as a Service platform that allows users to select from a plethora of transportation options and pay for those services from the same app/account. This contract will bridge a gap in service between what exists now and what will exist in the future. Currently, there is no vendor offering a free platform for trip planning that includes ridematching and incentives for using non-drive alone modes. The Ride Amigos database will also include data collection features and reports that will better quantify the impacts of TDM programs in the region.

5. Fiscal Impact/Grant Information:

Because the proposed contract with Ride Amigos will not exceed \$85,000 annually, it will provide a \$30,000 savings from what was spent to operate and maintain the Commuter Club website in prior years.

6. This staff report aligns with the following SACOG Work Plan Goals:

5. Establish the Sacramento Region as an Innovator and Test-Bed for New Ideas