



DATE: June 1, 2017

TO: Transportation Authority of Marin Board of Commissioners

FROM: Dianne Steinhauser, Executive Director
Derek McGill, Planning Manager
Scott McDonald, Senior Transportation Planner

SUBJECT: Lyft Partnership Program –Approve ADA Services Agreement with Whistlestop (Action);
Agenda Item No. 10

RECOMMENDATION:

Receive update of the Lyft Partnership Pilot Program and authorize TAM Executive Director to enter into contract with Whistlestop for ADA bus transit services at an estimated cost not to exceed \$15,000.

BACKGROUND:

At the December 1st, 2016 TAM Board of Commissioners Meeting, the TAM Board authorized staff to enter into a pilot partnership program with Lyft, Inc to support First/Last Mile access to SMART stations using LyftLine, Lyft’s shared ride service. This pilot program would test shared ride services at SMART stations in Marin County, through the use of a coupon, that would discount LyftLine rides up to \$5 off. By using Lyft’s mobile application, data reported from Lyft would include number of rides, ride distance and a number of other data points useful for planning future First/Last mile connection needs at each station.

Lyft, Inc currently operates as a CPUC registered Transportation Network Company (TNC) and provides a smartphone application based platform for users of the system to ride with Lyft Drivers, (independent contractors who provide rides to users of the Lyft app). All rides are provided based on the discretion of the independent contractor, and availability of drivers and vehicles.

This Partnership budget was estimated at \$70,000, funding through the Vehicle Registration Fee Program (Measure B, 3.2, Commute Alternatives Program).

After authorization from the TAM Board, TAM staff have been working with Lyft to work through scope details and have advanced discussions into a formal agreement. SMART is anticipated to begin service in Late Spring 2017, and TAM has targeted SMART’s launch date for the launch of this program.

DISCUSSION/ANALYSIS:

Following the authorization from the TAM Board, the United States Department of Transportation (USDOT) issued on December 5th 2016 additional guidance for pilot programs like the proposed Lyft Pilot Program. This USDOT guidance provides additional detail clarifying compliance with the American Disabilities Act, including the following guidance relevant to the proposed Lyft Pilot Program:

“The service, though not necessarily the ridesourcing vehicles themselves, would have to be accessible to and usable by persons with disabilities, including those who use wheelchairs. For the service to be considered accessible, some vehicles, whether provided by the ridesourcing entity, the transit agency, or another contractor, must be accessible to passengers who use wheelchairs, such that the service to passengers with disabilities is equivalent to that provided to passengers without disabilities.”

Based on the guidance issued by USDOT, TAM staff have met with Marin Transit, County Counsel, and Whistlestop to discuss ADA requirements for this program. TAM does not currently provide transit services, and Lyft’s independent contractors do not typically operate accessible vehicles. Based on this guidance TAM is proposing to engage a third party contractor, Whistlestop (also known as the Marin Senior Coordinating Council Incorporated, a California Nonprofit public benefit corporation), to address the ADA requirements resulting from the TAM pilot program. Whistlestop currently partners with Lyft, Inc in San Francisco on ADA related services, uniquely positioning them to partner on TAM’s Pilot Program.

Under this agreement, Whistlestop would coordinate call center and dispatch support to match SMART’s Hours of operations Monday through Friday. Whistlestop call center would schedule rides through Lyft’s concierge service, an internet based web-portal for dispatch to schedule rides on lyft services. This system would allow non-smartphone users to be eligible to use the coupon code and access the Lyft service, and would allow for efficient billing of these rides by Lyft and Whistlestop to TAM. Whistlestop would provide rides within a specified service area to and from SMART stations in Marin County, equivalent with LyftLine service through the pilot partnership program.

FISCAL CONSIDERATION:

ADA services are estimated to cost approximately \$8,400 for a 6-month pilot program, plus the cost of rides, estimated between \$45-55 for prescheduled rides, and \$55-100 for on-demand rides. There are sufficient funds in the Measure B account to support the recommended program.

NEXT STEPS:

Staff will continue working through program details and will enter into agreement with Lyft and Whistlestop. TAM anticipates a launch date of the pilot partnership program with Lyft along with the associated Whistlestop service in the June timeframe to support SMART’s launch date.