



June 7, 2017

AFFILIATED AGENCIES

*Orange County
Transit District*

*Local Transportation
Authority*

*Service Authority for
Freeway Emergencies*

*Consolidated Transportation
Service Agency*

*Congestion Management
Agency*

*Service Authority for
Abandoned Vehicles*

**SUBJECT: Request for Information (RFI) 7-1799
"Rideshare Services"**

Gentlemen/Ladies:

The Orange County Transportation Authority (OCTA) is seeking to partner with a private firm to provide services to encourage ridesharing/carpooling through current technologies for the Orange County commuters as part of the OCTA countywide Rideshare Program. OCTA is offering an opportunity for firms to review the attached draft Scope of Work and provide responses regarding currently available products, services or customized solutions in order to meet OCTA's objectives. Please find the attached draft Scope of Work for information requested.

Participation in this process is optional and no contracts will be awarded under this RFI. Please be advised that OCTA reserves the right to accept and reject any comments to the Scope of Work. If you have any questions regarding this RFI, please contact the undersigned via email at pveesapen@octa.net

Please submit all RFI responses via email before or by **4:00 p.m., June 19, 2017.**

Sincerely,

A handwritten signature in black ink, appearing to read "Pia Veesapen", with a stylized flourish at the end.

Pia Veesapen
Department Manager, Contracts and Procurement
Contracts Administration and Materials Management

Request for Information

Rideshare Services

Background

The Orange County Transportation Authority (OCTA), located in Southern California, is a state-mandated, countywide transportation agency. OCTA was formed in June 1991 to address ongoing transportation needs in Orange County. The concept behind OCTA was to create one agency to develop and implement transportation programs designed to reduce traffic congestion and improve air quality.

With a population of more than 3.1 million, Orange County is the third most populous county in California and the fifth most populous county in the nation. The population is expected to continue to grow in the coming decades with a population of 3.4 million expected by 2035. Orange County is also one of the most densely populated areas in the country and is second only to San Francisco for the most densely populated county in the state of California.

Ensuring mobility in the region, the Orange County bus system began operations in 1972 under the Orange County Transit District (OCTD). Today, OCTA operates a countywide network of local, rail connector and express routes deployed via five base facilities. OCTA's countywide bus system is among the top 20 busiest bus transit operations in the nation, with a fleet of 544 vehicles serving over 6,200 bus stops along 77 routes. OCTA's bus service spans all 34 Orange County cities and provides over 48 million passenger boardings annually. Please see Attachment A to show stationlink routes with large employers.

Overview

OCTA is conducting a Request for Information (RFI) regarding rideshare service partnership opportunities in Orange County.

With increasing traffic congestion, built-out transportation infrastructure, changing consumer expectations and environmental concerns, OCTA must develop innovative ways to encourage ridesharing as a convenient and cost-effective alternative to driving alone. Increased usage of carpools and rideshare during peak commute periods reduce single occupancy vehicle travel and results in fewer trips into and out of Orange County.

OCTA's Rideshare Program's objective is to provide a transportation option that reduces traffic congestion, greenhouse gas emissions and other environmental pollutants that result from driving alone. OCTA currently provides a variety of programs and services that promote the Rideshare Program including:

- Employer outreach to provide bus, rail, vanpool/carpool, Perk Pass program, and other transportation information for employees

- Participation in employer rideshare fairs/outreach events
- Employer Transportation Plans which provide personalized commuter solutions for individual employees
- Employee Transportation Coordinators (ETC) training and network meetings
- Web-based information at www.go511.com or www.ridematch.info
- Promotional programs such as Rideshare Week, Bike to Work Week, Earth Month, and Dump the Pump campaign
- Ride matching and vanpool formation services
- Average Vehicle Ridership calculation and data analysis
- Vanpool subsidy program
- SCAQMD Rule 2202 compliance assistance
- Guaranteed Ride Home Program
- ETC Marketing Training

OCTA's Rideshare Program is reaching more employers and their respective employees each year. There are nearly 300 Orange County employers in Orange County that employ more than 250 people. When gas prices rise, commuters will be looking for alternatives to driving their cars. Employers are also starting to re-evaluate their current commuter benefits programs and/or are considering the creation of new commuter programs to help ease the strain on their employees. Along with the increase in fuel costs, the heightened interest in the environment is a great way to leverage the OCTA Rideshare Program.

With 91 percent of Americans now owning a cell phone, 63 percent of them using their cell phone to access the Internet, and 73 percent using social networking sites, OCTA would like to explore utilizing emerging technology. One of the ways OCTA has considered incorporating into the Rideshare Program is by partnering with a private company that has developed and specializes in a carpooling and ridesharing mobile application (App) for real-time ridematching services. OCTA is open to multiple approaches and pricing models toward fulfilling the objectives for reducing traffic congestion in addition to utilizing rideshare/carpool App and services.

OCTA is looking to meet the following objectives:

- Serve New Markets: Rideshare services may be able to attract riders who do not or would not use traditional public transportation. The convenience booking, payment, and real-time information have made these services more user-friendly. These services may also be an option for residents who live outside the existing bus service network and to provide trips outside regular fixed-route service operating hours.
- Reduce Congestion: Some private transportation options do not reduce vehicle miles traveled because the vehicle is for the exclusive use of one passenger. OCTA is looking for partnerships that encourage shared-rides, where possible, which is consistent public transportation services.

- Reduce Air Pollution or Greenhouse Gas Emissions: By providing more ridesharing and carpooling options, there will be less cars on the roads resulting in reduced air pollution.

In order to meet the above objectives and explore other options in addition to OCTA's current Rideshare Program, OCTA is seeking information related to ways to encourage rideshare through this RFI. Any firm who would like to provide information with respect to emerging technology through a mobile App should review the following criteria:

Desired App Capabilities:

- The App must be an existing, operational, mobile ridematching service
- The App must be free and downloadable from the Apple Store and Google Play and be fully compatible with Apple OS and Android
- The App to have capability to report usage data for each individual group/organization
- The App to facilitate the following:
 - ✓ Ridematching on a per trip basis
 - ✓ GPS enabled location tracking to facilitate travel directions, and pick-up/drop-off locations, rider/driver arrival timing and location information
 - ✓ Customer service and troubleshooting assistance for users as needed
 - ✓ Rider/driver contact and on-going communication
 - ✓ Automated payment
 - ✓ Vehicle occupancy confirmation
 - ✓ Real-time trip planning and advance-planned trips

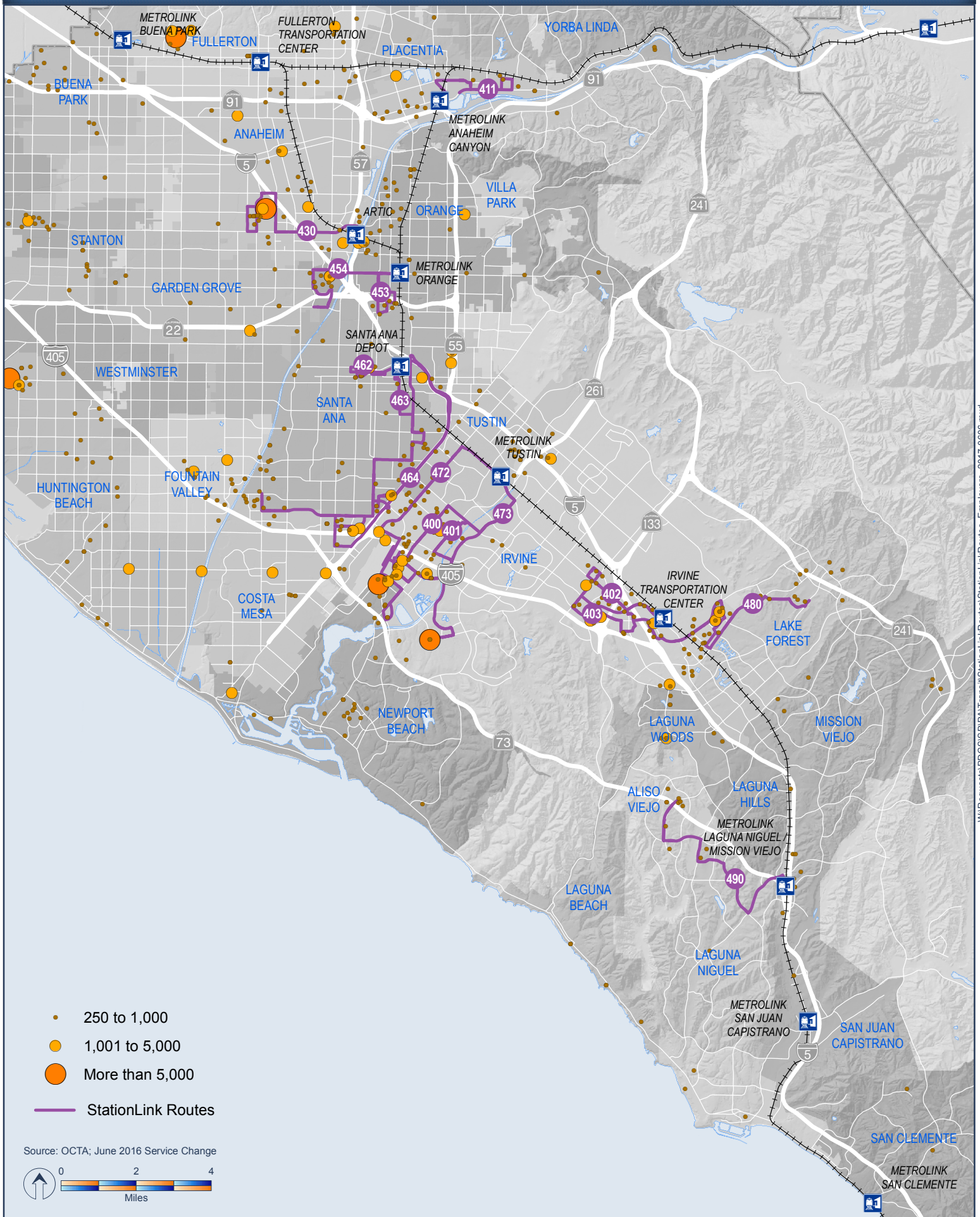
Potential Service Structure and Pricing:

- To enable ridematching/carpool matching only for two or more persons whose destinations are the same or similar, or for which one destination is along the way of the other person's destination.
- OCTA may use federal funds to support this partnership by providing subsidies toward rides that qualify/meet program criteria. OCTA is looking for a recommended pricing model that would keep drivers interested in serving these trips at a price passengers are willing to pay.
- Should a firm decide to send information regarding their current App, OCTA may participate in marketing activities to promote use of the App and coordinate with participating jurisdictions to also market and promote the App. OCTA may also promote the App through outreach and press releases at various times during the project.

Please provide the following information:

1. A description of the service or emerging technology that your firm is proposing.
2. Pricing model to incentivize participation; promote a balance of riders and drivers, including sufficiently incentivizing driver participation.
3. Your firm's ability to provide usable data reports for invoicing and reporting, including but not limited to: number of trips, location of trips such as zip code and worksite, trip length/vehicle miles traveled, vehicle occupancy, and rideshare matches attempted/completed.
4. Your firm's marketing plan and suggestions on how to jointly promote OCTA's countywide rideshare incentive program.
5. The ability for your firm to provide standard customer support during commute hours.
6. Any cross-promotional opportunities. Please describe how this would work and what benefits each partner would receive.
7. Whether or not your firm has a one-stop shop App where people can access all modes of transportation options including rideshare and vanpool option.
8. Your firm's App functionality, usability, user-friendliness, features, security related to personal information, automated payment and cost distribution mechanisms.
9. OCTA has a robust vanpool program with more than 500 active vanpools. Do you have any suggestions as to how OCTA might use your proposed service/app to further support and encourage the vanpool program?

StationLink Routes with Large Employers



- 250 to 1,000
- 1,001 to 5,000
- More than 5,000
- StationLink Routes

Source: OCTA; June 2016 Service Change



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