



Mobility On-Demand Software Agreement

Marin Transit Board of Directors

May 4, 2020

- **October 2019**
 - Board approval to extend pilot with Via through June 2020
 - RFP for Mobility On-Demand Software released in conjunction with Transportation Authority of Marin (TAM)
- **November 2019**
 - Proposals due
- **January & February 2020**
 - Interviews conducted with short-listed candidates
- **March 2020**
 - Notice of Intent to Award (to Uber) released to all vendors



Why Uber? Benefits



- **Integration** of TAM's first last mile shared-ride subsidy program, Marin Transit's Connect service, and real-time transit options (MCTD, GGT, SMART) within one app
- **Service area expansion** to roughly 2.5 mi. radius from all Marin SMART stations
- Allows Connect to continue to support **same-day option for seniors and riders with disabilities** with expanded coverage
- Allows Connect to continue to **increase first and last mile, shared-ride connectivity** to fixed route transit and for commuters traveling to/from employment sites
- **Easier to market and promote** service as Uber app is often already downloaded on many smartphones
- Uber solution will provide **technology cost savings**



Uber

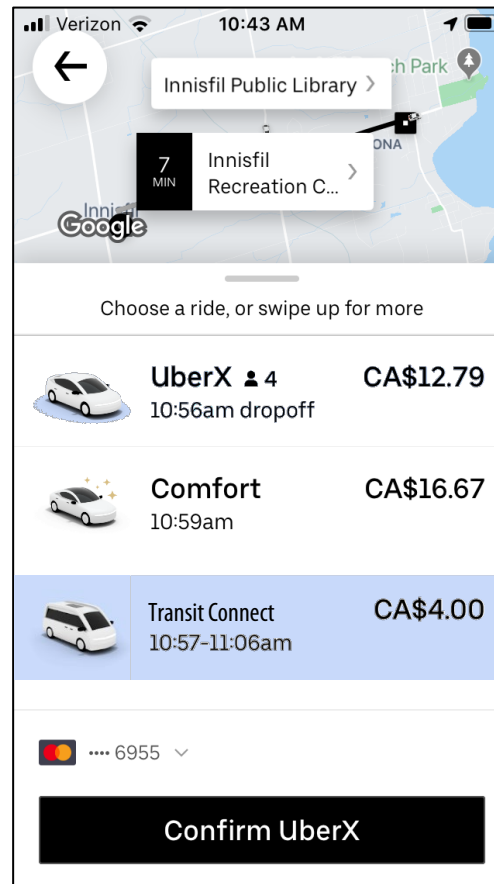
Comparison to Current Program



	Current Program	Uber Program
Connect Ride Requests (App)	Marin Transit Connect App	Uber App
First/Last Mile Ride Requests	Marin Transit Connect App + Lyft App (TAM Program)	Uber App
Real-Time Transit Info.	Not available in Connect nor fully integrated in Lyft App	Uber App
Operations	Contractor Operated (Whistlestop)	Contractor Operated (Whistlestop)
Vehicles/Supply	4 Accessible Vans	4 Accessible Vans + Uber Network
Service Area	Downtown + Northern San Rafael (~ 7 sq. mi.)	2.5 miles from SMART stations (~ 80 sq. mi.)
Technology Costs	\$50,000 / year	\$30,000 / year
Employer Programs (Marin County & Kaiser)	Marin Transit Lead	TAM Lead
Connect Pricing / Subsidies	\$4.00 / mile (general public) \$3.00 flat fare (Marin Access)	\$4.00 / mile (general public) \$3.00 flat fare (Marin Access)
Monthly Pass Options	\$80 (general public), \$40 (Marin Access)	Optional Add-On
Enrollment/Account Assistance (Marin Access)	Travel Navigators	Travel Navigators

What will it look like?

- Functionality is similar but will be through Uber platform and show Marin Transit Connect vehicles and pricing



Integrated Real-Time Transit Data



Verizon 1:33 PM

Choose a ride

Economy

Newer cars with extra legroom

Pool 2 **\$8.62**
1:50-1:59pm
Shared rides with the option to walk

Transit **\$2.00**
1:55pm
Public transit routes in your city

UberXL 6 **\$15-18**
1:43pm
Affordable rides for groups up to 6

MasterCard 6955

Verizon 1:33 PM

Marin Civic Center SMART Station

711 Grand Ave

Choose a route

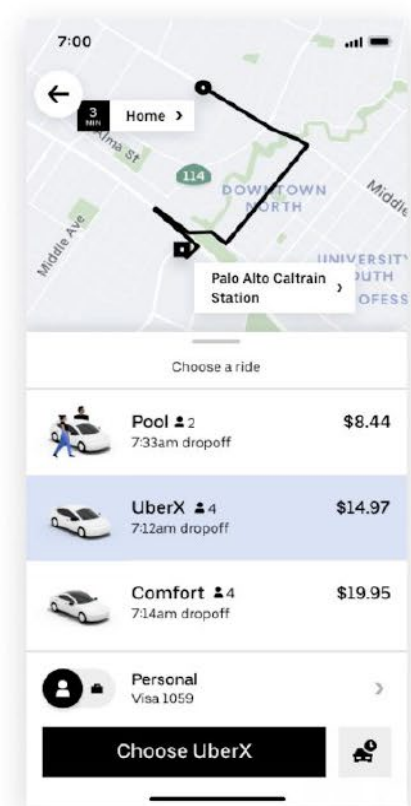
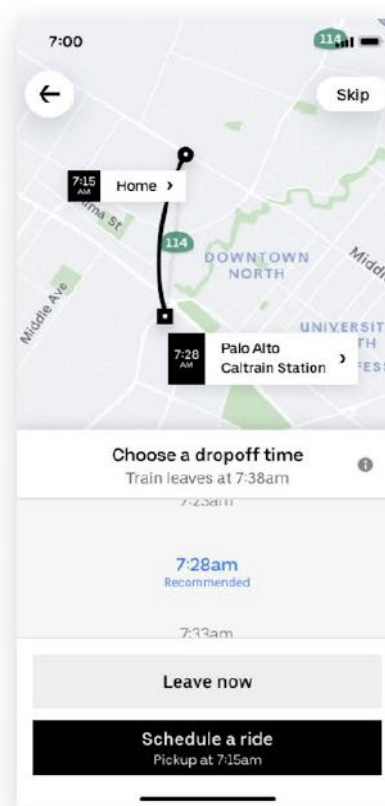
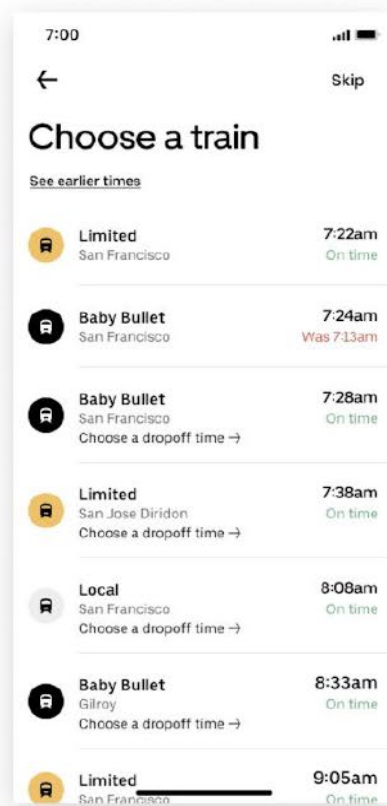
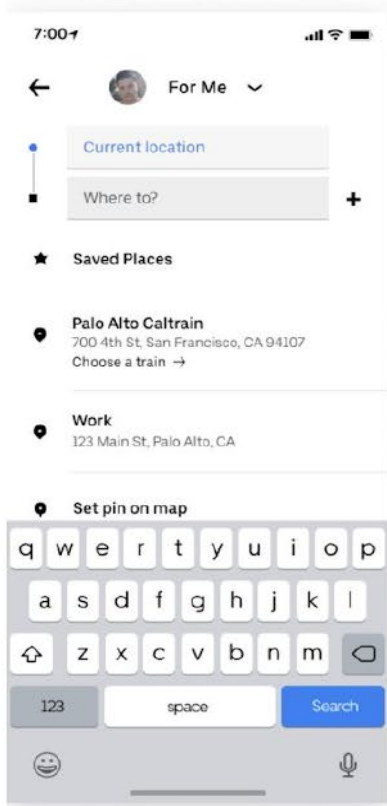
5 > 49 35 **1:56pm**
Leaves in 11, 27, 41 min \$2.00

5 > 233 > 9 **2:24pm**
Leaves in 27, 82 min \$2.00

9 > SMART > 1 **2:36pm**
Leaves in 55, 119, 151 min \$3.50

What will it look like?

■ “Make my Train” feature



- **Mobility On-Demand Platform Agreement (Uber)**
 - Software to support Connect operations
 - Amount not to exceed \$40,000 / annually
- **Voucher Program for Transit (Uber)**
 - Ability for Marin Transit to subsidize rides on Uber (non-Connect) services in the future
 - No fee amount until program is developed (requires future Board approval)
- **Memorandum of Understanding (TAM)**
 - Partnership agreement to coordinate on Connect and TAM's First/Last Mile transit subsidy program including:
 - Service Area
 - Hours of Service
 - Fares
 - Accessibility

Thank You

Robert Betts

Director of Planning & Operations, Marin Transit

rbetts@marintransit.org