Mobility On-Demand
Software Agreement

Marin Transit Board of Directors
May 4, 2020
Background

- 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**.
# Comparison to Current Program

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

Choose a ride

**Economy**
- Pool 🚗 2
  - 1:50-1:59pm
  - Shared rides with the option to walk
- Transit 🚌 $2.00
  - 1:55pm
  - Public transit routes in your city
- UberXL 🚙 6
  - 1:43pm
  - Affordable rides for groups up to 6

**Choose a route**

- Leaves in 11, 27, 41 min
  - 1:56pm
  - $2.00
- Leaves in 27, 82 min
  - 2:24pm
  - $2.00
- Leaves in 55, 119, 151 min
  - 2:36pm
  - $3.50
What will it look like?

- “Make my Train” feature
Agreements for Approval

• 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

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