

## **Revised Agenda Item No. 7**

### **Board of Directors Metro Valley Study Session**

**August 10, 2017  
9:30 a.m.**

**Location:**

San Bernardino County Transportation Authority  
*First Floor Lobby Board Room*  
1170 W. 3<sup>rd</sup> Street, San Bernardino, CA 92410

### **DISCUSSION ITEMS**

#### **Discussion - Air Quality/Traveler Services**

**7. Rideshare Pilot Project Opportunity with Loma Linda University Medical Center**

That the following be reviewed and recommended for final approval by the Board of Directors, acting as the San Bernardino County Transportation Authority (SBCTA), at a regularly scheduled Board meeting:

A. Receive information on a Rideshare Pilot Project opportunity with Loma Linda University Medical Center.

B. Authorize staff to proceed directly to the Board without prior Transit Committee review for allocation of funds and an agreement with Loma Linda University Medical Center for a Rideshare Pilot Project.

*The item was revised to fix an error that occurred during publishing, the background information is now included.*

## ***Minute Action***

AGENDA ITEM: 7

***Date:*** August 10, 2017

***Subject:***

Rideshare Pilot Project Opportunity with Loma Linda University Medical Center

***Recommendation:***

That the following be reviewed and recommended for final approval by the Board of Directors, acting as the San Bernardino County Transportation Authority (SBCTA), at a regularly scheduled Board meeting:

- A. Receive information on a Rideshare Pilot Project opportunity with Loma Linda University Medical Center.
- B. Authorize staff to proceed directly to the Board without prior Transit Committee review for allocation of funds and an agreement with Loma Linda University Medical Center for a Rideshare Pilot Project.

***Background:***

Recently through a California Department of Transportation (Caltrans) Sustainable Transportation Planning Grant, SBCTA, Omnitrans and Southern California Association of Governments (SCAG) partnered to conduct a Customer-Based Ridesharing and Transit Interconnectivity Study to more fully coordinate rail, bus, ridesharing, active transportation modes and customer information efforts. As part of the Customer-Based Ridesharing and Transit Interconnectivity Study efforts, focus groups were conducted to garner feedback on what encourages commuters to rideshare (train, bus, walk, bike, telecommute, carpool or vanpool to work), what is needed to encourage drive alone commuters to switch modes and what improvements to public transit are needed to sustain and increase ridership. The focus groups included a variety of commuters including drive alone, carpoolers and vanpoolers, transit users and active transportation commuters, and employer transportation coordinator representatives. As a result of one of the focus groups conducted, Loma Linda University Medical Center (LLUMC) expressed interest in exploring a rideshare platform that is innovative and interactive in efforts to increase the number of rideshare participants at their worksite to improve their Average Vehicle Ridership (AVR) as required by the South Coast Air Quality Management District Rule 2202, and address ongoing parking issues and policies that would impact approximately 25,000 employees and students at LLUMC.

One of the goals and tasks of the Customer-Based Ridesharing and Transit Interconnectivity Study was to identify specific opportunities for improving rideshare and transit interconnectivity. SBCTA has operated a rideshare program for commuters who take the train, bus, walk, bike, telecommute, carpool or vanpool to work since the agency's inception, and in 1993 began contracting with the Riverside County Transportation Commission (RCTC) who has since administered a bi-county rideshare program, IE Commuter (IECommuter.org). While SBCTA

*Entity: San Bernardino County Transportation Authority*

reimburses RCTC for ongoing rideshare implementation and program support, SBCTA does not fund the rideshare platform IECommuter.org.

LLUMC's immediate needs to address parking issues and their long term goals to improve and sustain their rideshare participation rate, pose an opportunity to support their efforts through a rideshare pilot project.

In support of the goals identified in the Customer-Based Ridesharing and Transit Interconnectivity Study, staff recommends partnering with LLUMC on a rideshare pilot project to:

- Address immediate parking needs and parking policies
- Increase rideshare participation
- Decrease AVR
- Encourage use of Omnitrans and sbX
- Pilot a rideshare platform that offers:
  - An easy to use, engaging and interactive website
  - Multi-modal trip planning
  - Advanced rideshare matching
  - Gamification, challenges and incentives
  - Automatic commute logging through a smartphone app
  - Personalized and interactive commuter dashboard
  - Easy to use administrative dashboard, data analysis and reporting

Staff is currently coordinating with LLUMC and finalizing the pilot project details. LLUMC intends to begin outreach and marketing in the Fall for a rideshare and parking campaign. The agreement and funding allocation is not available for the Transit Committee's review. Staff is requesting that the agreement and funding allocation be taken directly to the Board of Directors when they are ready so that we may meet the schedule requirements of LLUMC.

***Financial Impact:***

There is no financial impact related to this informational item, but when presented to the Board will include a recommendation for a budget increase.

***Reviewed By:***

This item is not scheduled for review by any other policy committee or technical advisory committee.

***Responsible Staff:***

Kelly Lynn, Chief of Mobility and Air Quality Programs

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Approved  
Board of Directors Metro Valley Study Session  
Date: August 10, 2017

Witnessed By: