

STAFF REPORT

SUBJECT: GoDublin Planned Expansion Update

FROM: Jonathan Steketee- Customer Service and Contract Compliance Manager

DATE: June 25, 2019

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**Action Requested**

This is an informational item.

**Background**

In April 2019, the Board of Directors approved Resolution 09-2019 in support of an application to the Bay Area Air Quality Management District (BAAQMD) for \$257,000 in competitive Pilot Trip Reduction Microtransit funding for development and implementation of the GoTriValley On-Demand Shared-Ride Microtransit Project over a period of two years. Consistent with BAAQMD’s program guidelines, staff developed the Project to expand LAVTA’s successful GoDublin! partnership with Transportation Network Companies (TNCs) to those portions of Pleasanton and Livermore not currently served by fixed-route service. Similar to the way the GoDublin! promotion operates, users would receive a fare discount that may be accessed through existing third-party apps such as Uber Pool and Lyft Line for shared-ride trips requested with eligible origins and destinations. For the purposes of GoTriValley, these eligible origins and destinations would be defined by the use of a “geofence” to exclude pickups in locations with existing fixed-route service.

**Discussion**

On May 1, 2019, BAAQMD approved LAVTA’s full funding request for the two-year project. LAVTA will be required to provide \$33,000 in Local Match to fully fund project operations for a minimum of three months, which was included in the FY19-20 agency budget. Approximately \$16,000 in in-kind matching funding was committed by LAVTA for staffing assistance to oversee and administer the expanded program. A maximum of \$15,000 in BAAQMD funding is available for marketing and start-up costs, which will include branding considerations.

Given BAAQMD program requirements, BAAQMD-funded project activities will operate slightly differently from our current model for GoDublin, which is 100% locally funded. Only requests for shared-ride TNC trips originating greater than ¼ of a mile from existing fixed-route service will be subsidized by BAAQMD, with the aim of reducing emissions associated with first-/last-mile single-occupancy vehicle trips to access transit.

**Next Steps**

Staff will work with BAAQMD to finalize the funding agreement for the project over the coming months. Following execution of the funding agreement, the project could be implemented as early as Fall 2019.

**Budget**

The proposed project budget as initially approved by BAAQMD is as follows.

	<b>Year 1</b>	<b>Year 2</b>	<b>Total</b>
BAAQMD	\$114,000	\$143,000	\$257,000
Local Match-TDA	\$33,000	\$0	\$33,000
Local Match-In-kind	\$16,640	\$16,973	\$33,613
<b>Total</b>	<b>\$163,640</b>	<b>\$159,973</b>	<b>\$323,613</b>

Costs for the GoTriValley On-Demand Shared-Ride Microtransit Project and grant funds are included in the FY19-20 agency budget.

**Recommendation**

None – informational only