

STAFF REPORT

SUBJECT: Go Tri-Valley Contract Amendments

FROM: Mike Tobin, Director of Operations

DATE: September 11, 2023

---

**Action Requested**

Authorize the Executive Director to execute amendments to the Go Tri-Valley contracts with Lyft, Inc. and Uber Technologies, Inc. to extend the contract terms and to accommodate the increased ridership and subsequent annual program costs.

**Background**

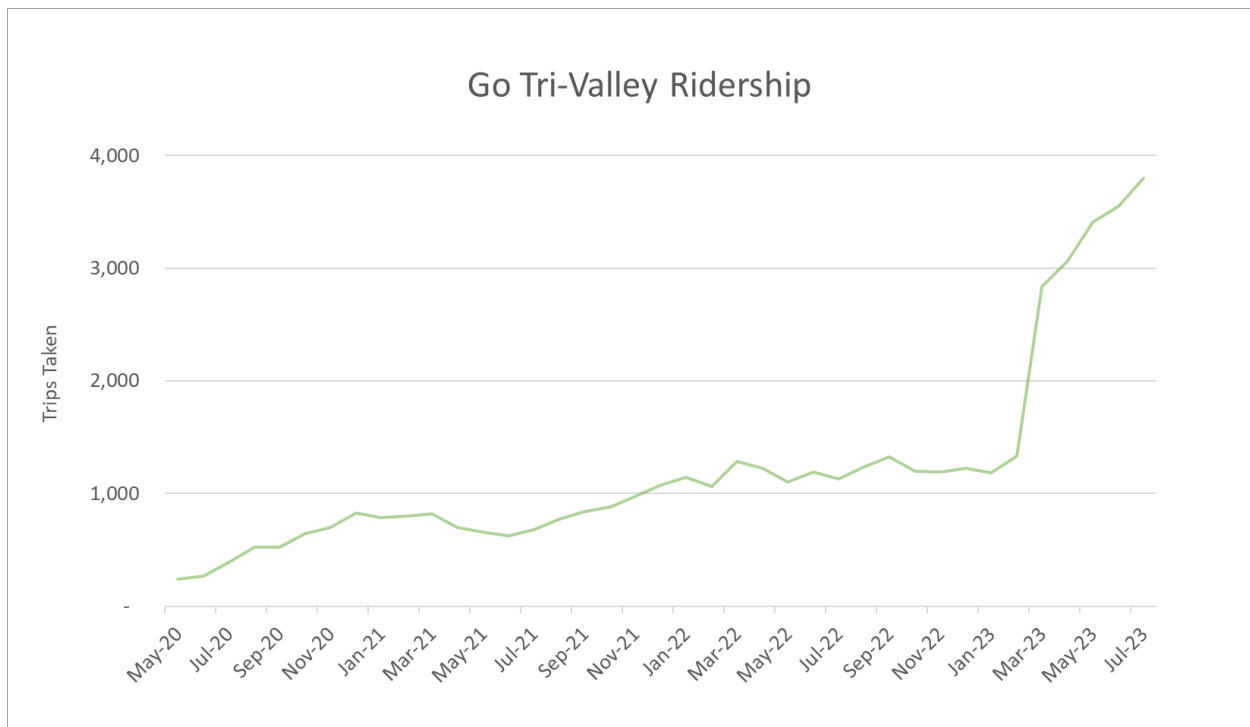
In May 2020, the Go Dublin shared-ride subsidy program was rebranded to Go Tri-Valley and the service area was expanded so that riders could travel throughout the Tri-Valley. The program offers a 50% subsidy up to five dollars for trips that both start and end in Dublin, Pleasanton, or Livermore. The goal of this program was to provide supplemental mobility services for areas with little to no fixed route coverage, as well as to provide first-mile/last-mile connectivity to Wheels' local service.

Due to the COVID-19 pandemic and shelter-in-place orders restricting non-essential travel, ridership started low and grew gradually over the next two years. There have been several amendments executed to the Lyft and Uber contracts to expand the service area to all the Tri-Valley as well as to renew the yearly terms. The current terms of the contracts expire on 10/31/2023 for Lyft and 11/3/2023 for Uber and may be renewed for additional twelve (12) month terms.

Though ridership continued to grow in the beginning of CY 2023, many customers were still unaware of this supplemental transportation option. Therefore, at the end of February 2023, a social media marketing campaign was conducted to advertise the Go Tri-Valley program. As a result of this new marketing campaign, ridership more than doubled in March and continues to grow at an exponential rate. Due to increased costs, the program will need the not-to-exceed contract budgets increased. The contract with Uber will be increased by \$170,000 for a total NTE amount of \$270,000 and the contract with Lyft will be increased by \$400,000 for a total NTE amount of \$600,000. The amendments will address the last annual term (for each Lyft and Uber contract) that started in November 2022, as well as future renewable terms.

## Discussion

The chart below shows the growth of the program since its inception in early 2020.



Staff continues to monitor the Go Tri-Valley ridership closely and intends to evaluate the granular data provided by LAVTA's program partners program for insights into customer travel patterns in order to make recommendations for program modifications (such as ride caps, service area restrictions, etc.) as a result of the evaluation. Staff will also be able to survey users via email in order to collect additional data.

On August 28, 2023, the Projects and Services Committee voted to recommend executing the contract amendments with requests to further analyze Go Tri-Valley usage, which are in line with Staff's plans. Staff will conduct a more in-depth evaluation of the service starting by the end of the 2023 calendar year that will be used to form recommendations for programmatic changes. This analysis will look at when and how often users are traveling, and whether there are rides competing with available bus service or supplementing where service is unavailable.

## Recommendation

The Projects and Services Committee recommends the Board authorize the Executive Director to execute amendments to the Go Tri-Valley contracts with Lyft, Inc. and Uber Technologies, Inc. to extend the contract terms and accommodate the increased ridership and subsequent annual program costs while Staff conducts in-depth analysis of the program.

## Attachments

1. Resolution 23-2023

Approved: \_\_\_\_\_

**RESOLUTION NO. 23-2023**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AMENDMENTS TO GO TRI-VALLEY CONTRACTS WITH LYFT, INC AND UBER TECHNOLOGIES, INC.**

**WHEREAS**, in 2017 the Livermore Amador Valley Transit Authority (LAVTA) launched the Go Dublin rideshare discount program with Lyft, Inc. (Lyft) and Uber Technologies, Inc. (Uber) that offered a discount of half the fare up to \$5 for rideshare trips taken in the City of Dublin; and

**WHEREAS**, in 2020, the program was rebranded as Go Tri-Valley and was expanded to cover rideshare trips that start and end throughout the Tri-Valley; and

**WHEREAS**, the current contracts with Lyft and Uber expire in Fall 2023 and each have included a not-to-exceed dollar amount; and

**WHEREAS**, due to significant increases in Go Tri-Valley ridership, the contracts with Lyft and Uber are nearing the not-to-exceed amount; and

**WHEREAS**, LAVTA wishes to amend the agreements with Lyft and Uber to extend the program by one year and increase the not-to-exceed amount to cover projected ridership.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Livermore Amador Valley Transit Authority that the Executive Director is authorized to:

- 1) Execute contract amendments with both Lyft and Uber to extend the Go Tri-Valley contracts for 12-months; and
- 2) Increase the not-to-exceed amount to \$270,000 for Uber and to \$600,000 for Lyft for these respective contract amendments.

**PASSED AND ADOPTED THIS 11th DAY OF SEPTEMBER 2023.**

---

Melissa Hernandez, Chair

ATTEST

---

Christy Wegener, Executive Director