

APPENDIX A – STATEMENT OF SERVICES

SCOPE OF WORK

The Scope of Work of work for (CONTRACTOR) shall include but not be limited to the following:

Task 1 – Employer Support (Rule 211)

Average Vehicle Ridership (AVR) Survey Services

CONTRACTOR will assist all employers in overseeing the survey collection process through to completion. Employers will email their processing form along with paper surveys to CONTRACTOR. CONTRACTOR will send paper surveys to existing keypunch vendor, who will return a data file for import into the survey software. E-Survey clients will need to submit their processing form only. CONTRACTOR will produce AVR reports and forward them to VCAPCD. CONTRACTOR will work directly with Employer Transportation Coordinator's (ETCs), the Ventura County Air Pollution Control District (APCD), and directly with rideshare patrons in both English and Spanish.

- Conduct a survey briefing with each survey client prior to survey distribution
- Hardcopy paper survey for distribution in English and Spanish
- Sample paper survey cover memo in English and Spanish
- Rule 211 Survey Instructions, customized for VCTC
- VCTC e-survey instructions along with an overview of TripSpark AVR/Ridematching Survey Software
- Sample online AVR/Ridematching survey cover memo
- Sample paper Rideguide
- Sample eRideGuide Template
- VCTC AVR survey processing form
- Guaranteed Ride Home Program (GRH) information
- ESurvey set-up form

RideMatching

Upon completion of AVR reports, CONTRACTOR will export AVR data to the ridematching database where all commuter records are geocoded for ridematching and reporting. RideGuides (matchlists) will be produced for employees who requested one during the survey process. Employees who requested a RideGuide and provided an email address on their commuter survey will receive their matchlist electronically, and those who did not will receive a paper RideGuide. Paper RideGuides will be mailed to the ETC for distribution to their employees.

Post Survey Analysis Reports

CONTRACTOR will produce a Survey Analysis Report for each worksite surveyed along with a list of employees who filled out a survey, including each employee's home city, zip code, commute mode and commute distance, and days traveled. These reports can be used by ETCs to obtain an overview of the survey population and for targeted rideshare formation marketing. The analysis report will contain the following:

- Summary of all commute modes indicated by employees on commuter survey
- Travel distance reports
- Summary of transportation modes for employees who currently rideshare

Task 2 - GRH Program

Outreach

CONTRACTOR, in collaboration with VCTC and marketing outreach contractor, will create new

Guaranteed Ride Home (GRH) Program marketing and promotional materials for Ventura County employers and commuters. Materials will include but are not limited to:

- GRH Reimbursement Claim Form
- GRH employer marketing flyer (digital and printable)
- GRH commuter marketing flyer (digital and printable)
- GRH employer/employee poster/flyer

CONTRACTOR will support VCTC in creating/updating a detailed GRH Program Handbook for employers, which will provide program policies and procedures for how to participate in the program. CONTRACTOR will create a new VCTC Employer Partnership Agreement, which will outline the services VCTC will offer to employers and their employees, in exchange for the employer agreeing to market, administer and track the programs.

GRH Program Administration

CONTRACTOR will receive, review, and validate all GRH Reimbursement Claim Forms before processing. CONTRACTOR will collaborate with employers/commuters regarding rides that do not qualify or for missing required paperwork or claim information.

CONTRACTOR will open a dedicated checking account to administer and reimburse GRH rides paid for by employers or commuters who use alternative modes of transportation such as a carpool, vanpool, public transit (bus and rail), walk or bike. All GRH expense receipts, Reimbursement Claim Forms, QuickBooks. Reconciliation reports, and monthly bank statements will be provided to VCTC monthly.

Task 3 - Regional Administration

Manage and Coordinate the Regional Rideshare Database

CONTRACTOR is responsible for managing the Regional Rideshare Database on behalf of and in partnership with the County Transportation Commissions (CTCs) of VCTC, OCTA and Metro and will represent the needs of the CTCs in communicating with TripSpark. CONTRACTOR will also ensure that the CTCs are informed of the software upgrades available from TripSpark and throughout the industry.

CONTRACTOR will coordinate communication between the CTCs and assist in resolving inconsistencies or issues that may arise as a result of implementing the Regional Rideshare Database. Tasks will include, but not be limited to:

- Facilitate collaborative policy decisions relating to operational and procedural functionality of the regional rideshare system.
- Provide liaison between TripSpark and the CTCs and the various regulatory agencies in the region, including AQMD, VCAPCD, and cities in the region.
- Produce monthly rideshare services reports in collaboration with and as specified by the CTCs, which will include a summary of database activity.

Task 4 - Provide Technical Support Services to Staff

Provide assistance with troubleshooting of problems related to functionality of the RidePro software. Provide training or instructional materials (in coordination with TripSpark) on new programs and functions to CTC staff. CONTRACTOR will also manage the testing and installation of enhancements and ensure that they comply with the various regulatory agencies in the region, including South Coast AQMD, VCAPCD, and cities in the region.

- Provide technical support Monday-Friday 8am-5pm to online/telephone inquiries from CTCs daily and assess source of reported problems, determine appropriate actions, and facilitate resolution by appropriate CTC staff or with TripSpark.

- Provide RidePro training to new CTC employees. In addition, provide support training to existing CTC staff regarding ongoing RidePro developments and enhancements.
- Coordinate the testing and installation of product enhancements, including customized programming authorized by CTC's.