



**MEMORANDUM
PUBLIC WORKS
TRANSIT DIVISION**
County of Placer

TO: Honorable Board of Supervisors **DATE:** July 12, 2022
FROM: Ken Grehm, Director of Public Works
BY: Will Garner, Deputy Director
SUBJECT: Award of Contract for Microtransit Service Technology to Spare Labs Inc.

ACTION REQUESTED

Approve and authorize the Director of Public Works, or designee, to execute an agreement with Spare Labs Inc (Contract No. 001302) for up to \$162,000, subject to County Counsel and Risk Management concurrence for the implementation of microtransit service technology for Placer County Transit (PCT) for the period of July 1, 2022, to June 30, 2025, with options to extend for two one-year periods.

BACKGROUND

Placer County Procurement Services Division led a joint procurement with the Department of Public Works (DPW), City of Auburn, and City of Roseville to select a vendor to provide microtransit software and technology. Microtransit is a widely used term in the transit industry that describes an on-demand shuttle service using small transit vehicles that passengers request on smartphones or computers on an app provided by a technology company. Similar to well-known Uber and Lyft services, the passenger is notified of the pick-up time and vehicle location.

Request for Proposal (RFP) No. 20233 was released on December 10, 2021. Nine proposals were submitted by the January 27, 2022, deadline. An evaluation panel made up of staff from the Department of Public Works, City of Auburn, City of Lincoln, City of Roseville, and the Placer County Transportation Planning Agency (PCTPA) reviewed the proposals and interviewed three of the proposing firms on March 1, 2022. On March 16, 2022, the Procurement Services Division notified the firms regarding the panel's intent to begin contract negotiations with the top firm. Procurement Services did not receive bid protests from any of the firms.

Placer County staff, in coordination with staff from the City of Auburn, City of Roseville and PCTPA began meetings with the top firm, Spare Labs Inc from Vancouver, British Columbia to discuss the final scope of work, pricing and the project timeline. Spare Labs Inc has been in business for six years and currently operates within 100 transportation systems worldwide and 65 in North America. Examples provided in Spare Labs Inc's proposal included Dallas, Ashland, Kansas City, Lincoln, NE, Eden Prairie MN, and Calaveras County. Spare Labs Inc also provides microtransit technology for an ongoing pilot project for Washoe Regional Transportation Commission in Reno/Sparks.

Placer County DPW staff have been in coordination with PCTPA, City of Auburn and City of Roseville for the last 18 months on restructuring our public transit services in light of declining

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fixed route ridership and availability of proven microtransit technology that has been deployed widely over the past five years, including at Tahoe Truckee Area Regional Transit (TART). All of the public transit providers in Placer County have been providing demand response transit service in some form for over thirty years. The services have commonly been known as dial-a-ride. As the name implies, passengers call a reservationist to reserve a ride. Dial-a-ride supports and complements the fixed route bus services by serving people with disabilities that are not able to use the fixed route buses or are travelling in areas far away from bus stops. Microtransit would enable passengers to reserve and track their ride using a smartphone or computer. The call-in option would continue to be available for those who do not use the app.

A review of microtransit was conducted in the 2018 Short Range Transit Plan approved by the Board of Supervisors in 2018. Implementation was not recommended by that plan, however, in light of the advancement of the technology and in an effort to identify efficiencies in our transit services, DPW staff worked with all of the partners noted above to develop a request for proposals to seek a qualified vendor to deploy microtransit technology as a pilot program first, to be followed by a broader implementation of the technology based on results of the pilot phase

The scope of services in the contract includes the simulation of service to design service zones and performance parameters. The launch of microtransit technology is planned to be implemented first on existing dial-a-ride services in coordination with our city partners. The initial microtransit services provided by PCT are contemplated for Rocklin and Lincoln with four existing dial-a-ride vehicles and is anticipated to begin in November of 2022. As warranted, the technology can be applied to additional services beyond the initial pilot. The County has taken a similar approach with TART Connect over the past year in north Tahoe.

ENVIRONMENTAL IMPACT

The proposed actions are administrative activities for funding and are therefore not projects pursuant to California Environmental Quality Act (CEQA) Guidelines section 15378 and are exempt under section 15061(b)(3). The proposed actions are also statutorily exempt from CEQA pursuant to Public Resources Code section 21080(b)(10).

FISCAL IMPACT

The contract with Spare Labs Inc would cost a maximum of \$56,000 in the first full year, and a maximum of \$53,000 in each of the following two years. This would be funded within existing transit funding resources, including direct contributions from the cities. Funding for the first year of the contract is included in the FY 2022-23 budget for Placer County Transit, CC19004. Funding for the following years will be requested in future budgets. There is no impact to the General Fund.

ATTACHMENTS

None

On file with the Clerk of the Board: Contract No. 001302