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| Approved by: | David Reich<br>Deputy Executive Director<br>Mobility Planning & Strategy                                                                                                                                                                                                                                         |  |
| ITEM TYPE    | <input checked="" type="checkbox"/> Award <input type="checkbox"/> Amendment <input type="checkbox"/> Appropriation <input type="checkbox"/> Policy/Program<br><input type="checkbox"/> Other                                                                                                                    |                                                                                    |
| SUBJECT      | Request to adopt the following report and to approve the award of a five-year contract, with five one-year renewal options at the sole discretion of the Chief Executive Officer, to RideShark Corporation for a rideshare platform at Los Angeles International Airport in an amount not to exceed \$1,250,000. |                                                                                    |

☒ Item REQUIRES City Council Approval.   ☐ Item is subject only to STANDARD REVIEW by the City Council.

## DISCUSSION

### 1. Background and Necessity of Requested Action

| 06-17-2021                                                                                                                                                                                | Resolution #27289 | Policy Adoption |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------|
| Established a campus-wide Transportation Management Organization (TMO) to manage traffic demand, reduce vehicle miles traveled to the airport and increase commute options for employees. |                   |                 |

In addition to the resolution above, the Los Angeles World Airports (LAWA) Sustainability Action Plan, Mobility Strategy Plan and City Council Motion 18-0910 all call staff to explore transportation demand management strategies to reduce employee commute trips to the airport. To that end, staff propose the award of a contract to RideShark Corporation (RideShark) for use of its multi-modal platform.

RideShark is an enterprise-grade Unified Mobility® software platform designed to help organizations, governments, campuses, and businesses manage and promote sustainable commuting and travel options. It provides a multimodal mobility management system—often called Mobility-as-a-Service (MaaS)—that consolidates a wide range of transportation choices into one custom-branded digital solution available on both mobile and web.

The award of this contract will provide a mobile and web-based site for Los Angeles International Airport (LAX) and LAWA employees to be matched with sustainable commute options. Offering a single location for ride-matching will allow employees to pull from a greater pool of potential commute partners and remove the silos from employer to employer

that prevent employees from accessing their best commute route.

The platform will guide employees through creating a profile, finding alternative commute options and subsidies available through commuteLAX or their employer, joining their preferred program, reporting their alternative commute trips, and submitting program-required reports. The platform will also provide consolidated management and operations of commuteLAX programming in support of commuteLAX staff that eliminates all existing manual back office, data entry, transcribing, and manipulation of business processes.

In essence, RideShark is a comprehensive multimodal commuting and mobility management platform that enables organizations to offer, manage, and measure a wide range of sustainable transportation options—from carpooling and transit to walking and cycling—while boosting engagement, reducing environmental impact, and providing actionable data.

2. **Selection Process:** ☒ Competitive process. ☐ Other process. ☐ Not applicable.

A competitive Request for Proposals (RFP) for Rideshare Platform was posted to LAWA's Bonfire platform and the Regional Alliance Marketplace for Procurement-Los Angeles in March 2025. Four responsive proposals were received. After a comprehensive evaluation, RideShark Corporation was selected based on its written proposal, cost proposal, and demonstration of the platform.

☒ Request to find that Charter Sec. 1022 is applicable to this action.

The proposed platform under RideShark will support LAWA more feasibly/economically than employees alone, as it delivers the scale, niche expertise/specialization and continuity that are difficult for staff to currently replicate in-house.

3. **Fiscal Impact:** ☐ None. ☐ Revenue generation. ☒ Cost/cost recovery. ☐ Other.

Costs incurred under this contract will be recovered through landing fees, terminal rates and charges, and non-aeronautical revenues.

4. **Alternative Actions:** ☒ Alternatives considered. ☐ No alternatives considered.

|                                |                                                                                                                                                                                                                                                                                                                                                                   |
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| <b>Continue Manual Process</b> | While considered, maintaining this tracking method is not recommended. The commuteLAX team currently collects interest forms from individuals and manually matches employees to available programs. Management of individual programs is conducted through excel spreadsheets and access databases, with no single location to track participation and ridership. |
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## APPROPRIATIONS

☐ Appropriation required. ☐ No appropriation required. ☒ Funding is available.

Funds for this contract are available in the Fiscal Year 2025-2026 Los Angeles World Airports Operating Budget in Cost Center 1230029 – Rideshare. Funding for subsequent years will be requested as part of the annual budget process.

## INCLUSIVITY & IMPACT

☐ Goals/requirements identified. ☒ No goals/requirements stipulated. ☐ N/A or other.

Though no specific goals were set for this contract, the impact of this platform will help LAX as a workplace to progress in its sustainability initiatives as employees will gain access to fellow commuters campus-wide and improve commuter options.

## PROVISIONS

The Chief Executive Officer has approved this item.

The Board of Airport Commissioners is hereby requested to adopt staff determination that the requested action is exempt from the California Environmental Quality Act (CEQA) pursuant to Article II, Section 2.f of the Los Angeles City CEQA Guidelines.

The Board is hereby further requested to authorize the Chief Executive Officer, or designee, to execute said contract with RideShark Corporation subject to approval by the Los Angeles City Council and approval as to form by the City Attorney.

Actions taken on this item by the Board of Airport Commissioners will become final pursuant to the provisions of Los Angeles City Charter Section 373.