



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: May 2, 2018

FR: Executive Director

W.I. 1618

RE: Funding Agreement – Car Sharing and Mobility Hubs in Affordable Housing Pilot Project: TransForm (\$1,569,000)

Staff is requesting that the Administration Committee authorize the Executive Director or his designated representative to negotiate and enter into a funding agreement with TransForm in an amount not to exceed \$1,569,000. The agreement is for the development and implementation of a suite of mobility options at three affordable housing sites in disadvantaged communities (DACs) in Oakland, Richmond and San Jose for MTC's Car Sharing and Mobility Hubs in Affordable Housing Pilot Project.

Background

In November 2017, the California Air Resources Board (CARB) awarded a \$2.3 million grant to MTC and TransForm for the Car Sharing and Mobility Hubs in Affordable Housing Pilot Project (Project). The CARB grant is funded through the California Low Carbon Transportation program, which is part of the California Climate Investments (CCI), an initiative that invests Cap-and-Trade funding to reduce greenhouse gas (GHG) emissions, strengthen the economy and improve public health and the environment, especially in disadvantaged communities.

The Project will offer affordable transportation options to meet the travel needs of under-served low-income residents of three affordable housing sites in disadvantaged communities in Oakland, Richmond and San Jose, while creating a new model for delivering transportation services. The Project will provide a suite of mobility options such as car sharing, electric vehicle charging stations, bikeshare, transit passes, electric bicycles, credit for ride-hailing trips to transit and other rideshare solutions. The suite of mobility options will be developed with direct participation of residents in each of the three affordable housing sites, as well as technical experts and community groups.

The mobility options will be coupled with effective travel training and outreach to support resident choices in reducing vehicle trips, especially in internal combustion engine vehicles, while moving away from private vehicle ownership. To increase impact and obtain participation levels high enough to sustain shared mobility programs, the Project will reach out to low-income residents in the surrounding neighborhood as well, encouraging them to participate. Additionally, a Project Advisory Committee (PAC) will be formed to provide oversight, guidance and technical assistance.

The Project will match the CARB grant with a \$501,600 funding match from the Bay Area Air Quality Management District (BAAQMD), and a \$210,900 funding match and \$220,000 in-kind staff time match from MTC.

May 2, 2018

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MTC applied for and was awarded the CARB grant in partnership with TransForm. While MTC will provide oversight and coordinate contracts and procurement with multiple vendors, TransForm will take the lead in program design and implementation, outreach and engagement, data collection and monitoring and evaluation.

TransForm is well-positioned to undertake this effort with its experience in:

- Providing incentives and information on new technologies as part of Just Transit SF outreach and as part of TravelChoice, a door-to-door travel education program funded by the Air District and several other agencies
- Conducting culturally competent outreach on shared mobility, including leading efforts for Oakland's car share and bike share outreach efforts
- Overseeing or participating in empirical studies on the travel behavior of affordable housing residents including: a transit pass effectiveness study; participation in the current Caltrans study on trip generation in affordable housing; and a study that created methodology for evaluating GHG reduction from affordable housing
- Leading community engagement and education for projects such as East Bay Bus Rapid Transit, Safe Routes to School, Safe Routes to Transit and GreenTRIP. Their team builds on these critical existing community relationships to develop a deeper understanding of neighborhood needs
- Using a diverse set of outreach tools that go beyond traditional public involvement approaches

Additionally, TransForm's sub-consultant, the Shared Use Mobility Center (SUMC), is a national leader in fostering collaboration in shared mobility and helping connect the growing industry with transit agencies, cities, and communities. It has experience developing the CARB-funded mobility options project in Los Angeles, and its lessons learned on program design, evaluation and solicitation of car share and other vendors can be applied to this project.

Attachments A, B, and C provide more detail on the scope of work, schedule, roles and responsibilities and budget for key elements of the Project.

Recommendation

Staff recommends that the Administration Committee authorize the Executive Director or his designated representative to negotiate and enter into a funding agreement with TransForm in an amount not to exceed \$1,569,000 to develop and implement a suite of mobility options at three affordable housing sites in disadvantaged communities (DACs) in Oakland, Richmond and San Jose.



Steve Heminger

SH:ks

Attachments

Attachment A: Project Milestones and Schedule

Key Tasks and Dates

Task	Work Description	Start Date	Completion Date
0	Grant Agreement Execution	5/15/18	5/16/18
1	Program Design	5/15/18	10/1/20
	Detailed program and implementation strategy with site specific partner and resident input on mobility needs (this sub-task will determine the type and mix of strategies that will be implemented at each site in Task 2)	5/15/18	7/30/18
	Confirm sites for participation	5/15/18	5/30/18
	Set up partnerships (Project Advisory Committee (PAC) and Resident Engagement and Site Level Teams) and kick off meeting	5/15/18	7/30/18
	Partnership coordination (quarterly meetings, stipends)	6/1/18	10/1/20
	Mid-project assessment, review and feedback from Site Level Teams	10/20/18	6/31/20
2	Program Implementation	6/1/18	10/1/20
	Develop and issue RFQ based on program design, sites selected, features, costs	6/1/18	8/30/18
	Identify and select vendors	7/1/18	7/30/18
	Site, permit and install charging infrastructure at each site, including solar	5/16/18	02/28/19
	Establish and launch car share program (on-site and in neighborhood) – could entail purchasing, leasing or negotiating vehicles or partnering with a car sharing operator to provide the service and vehicles.	12/1/18	10/1/20
	Establish and launch transit passes for on-site residents (continuous disbursement throughout project)	8/1/18	10/1/20
	Establish and issue mobility credits (continuous disbursement throughout project)	8/1/18	10/1/20
	Establish and launch shared mobility library, bike parking (e-bikes and other bikes, pedestrian amenities)	5/16/18	10/1/20
	Trainings and on-going engagement related to shared mobility library	10/1/18	10/1/20
	Personal technology program – design and continual registration throughout project	10/1/18	10/1/20
	Real time display screen installation	8/1/18	10/1/20
3	Outreach and Education	8/1/18	010/1/20
	Communication & outreach plan for community and partnership cultivation	8/1/18	11/30/18
	Training sessions with residents and one on one sessions	12/1/18	10/1/20
4	Resident Surveys, Data Collection and Evaluation	5/15/18	02/28/20
5	Project Administration	5/15/18	7/31/20
	Ongoing project coordination, reporting and invoicing	5/15/18	7/31/20
	Draft Final Report	12/31/19	2/28/20
	Final Report	12/31/19	09/30/20
	Final Disbursement	--	03/31/20

Attachment B: Key Project Personnel and Responsibilities

Name	Position	Duties
Krute Singa, MTC	Grant Administrator	Will coordinate activities including, project oversight, ongoing communication and coordination with CARB, reporting and compliance, coordination between CARB and TransForm, sub-consultant contract management and invoicing, among other duties.
Stuart Cohen, TransForm	Project Oversight	Will oversee TransForm's engagement and support the partnerships with key vendors.
Ann Cheng, TransForm	Project Manager	Will be involved with program design and implementation, manage the Policy Advisory Committee, be the lead in coordinating with city partners and policy updates.
Sharon Feigon, SUMC	Senior Consultant	Will provide regular guidance, directing SUMC staff, and corresponding with partners.
Creighton Randall, SUMC	Principal Consultant	Will provide assistance with program design, and lead vendor selection and contract process, resident surveys, data collection and program evaluation.

Attachment C: Budget

Total Funding Summary

Project Equipment and Operations Funds	\$1,980,000
Administration Funds	\$270,000
Total Grant Funds from CARB*	\$2,250,000
Funding Match from MTC and BAAQMD	\$712,500
In-kind from MTC	\$220,000
Total Project	\$3,182,500

* CARB Funding Source: Greenhouse Gas Reduction Fund (3228)
Assembly Bill 1613 (Committee on Budget, Chapter 370)

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Funding Agreement

Work Item No.:	1618
Consultant:	TransForm, San Francisco, CA
Purpose of Project/Brief Scope of Work:	To develop and implement a suite of mobility options at three affordable housing sites in disadvantaged communities (DACs) in Oakland, Richmond and San Jose.
Project Cost Not to Exceed:	\$1,569,000 (FY 2018-20)
Funding Source:	CARB Car Sharing and Mobility Options Grant
Fiscal Impact:	Funds are included in the MTC FY 2017-18 agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement with TransForm to develop and implement a suite of mobility options at three affordable housing sites in DACs in Oakland, Richmond and San Jose, as described above and in the Executive Director's memorandum dated May 2, 2018, and the Chief Financial Officer is authorized to set aside funds in the amount of \$1,569,000 for such agreement.
Admin. Committee:	<hr/> Federal D. Glover, Chair
Approved:	Date: May 9, 2018

A photograph of a woman and three children sitting on a bus seat. The woman is smiling and holding a baby. The baby is wearing a pink hat and a pink and white patterned shirt. The boy next to her is wearing a grey and blue jacket with 'linol' and 'TEAM LIGHTNING McQUEEN' patches. The girl next to him is wearing a purple shirt. They are all smiling. The background shows the interior of a bus with windows and a blue sign with white text and icons.

Car Sharing and Mobility Hubs in Affordable Housing Pilot Project

Administration Committee

May 9, 2018



METROPOLITAN TRANSPORTATION COMMISSION

Photo by Michael Halberstadt

California Air Resources Board's Carsharing and Mobility Options Pilot Program

- Clean transportation solutions in disadvantaged communities
- Development of larger-scale advanced technology carshare and mobility programs



MTC's Pilot Project

- Increasing **access and mobility for low-income residents** to economic opportunity, medical facilities, schools, parks, grocery stores and other daily needs;
- Piloting a holistic approach in **3 affordable housing sites**;
- Reducing GHG and criteria pollutants from the combination of **reduced vehicle trips and use of electric vehicles**;
- Reducing **private vehicle ownership and transportation costs** for residents; and
- Helping inform cities and developers on **right-sized parking and other mobility options** for affordable housing developments

Approach

- Program design based on needs assessment
 - Site-specific suite of mobility options
 - Extensive community and resident input
- Program implementation
- Outreach and education
- Evaluation



TRAVEL INFORMATION SCREEN



DISCOUNTED TRANSIT PASSES



BIKE SHARING



BIKE PARKING

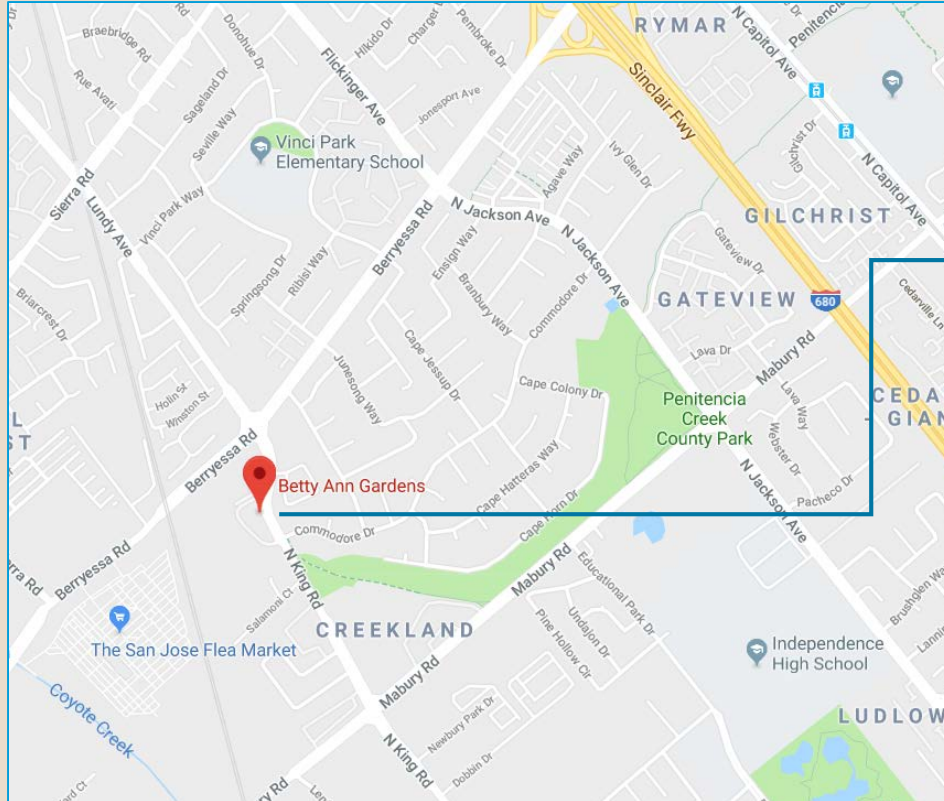


EV CAR SHARING



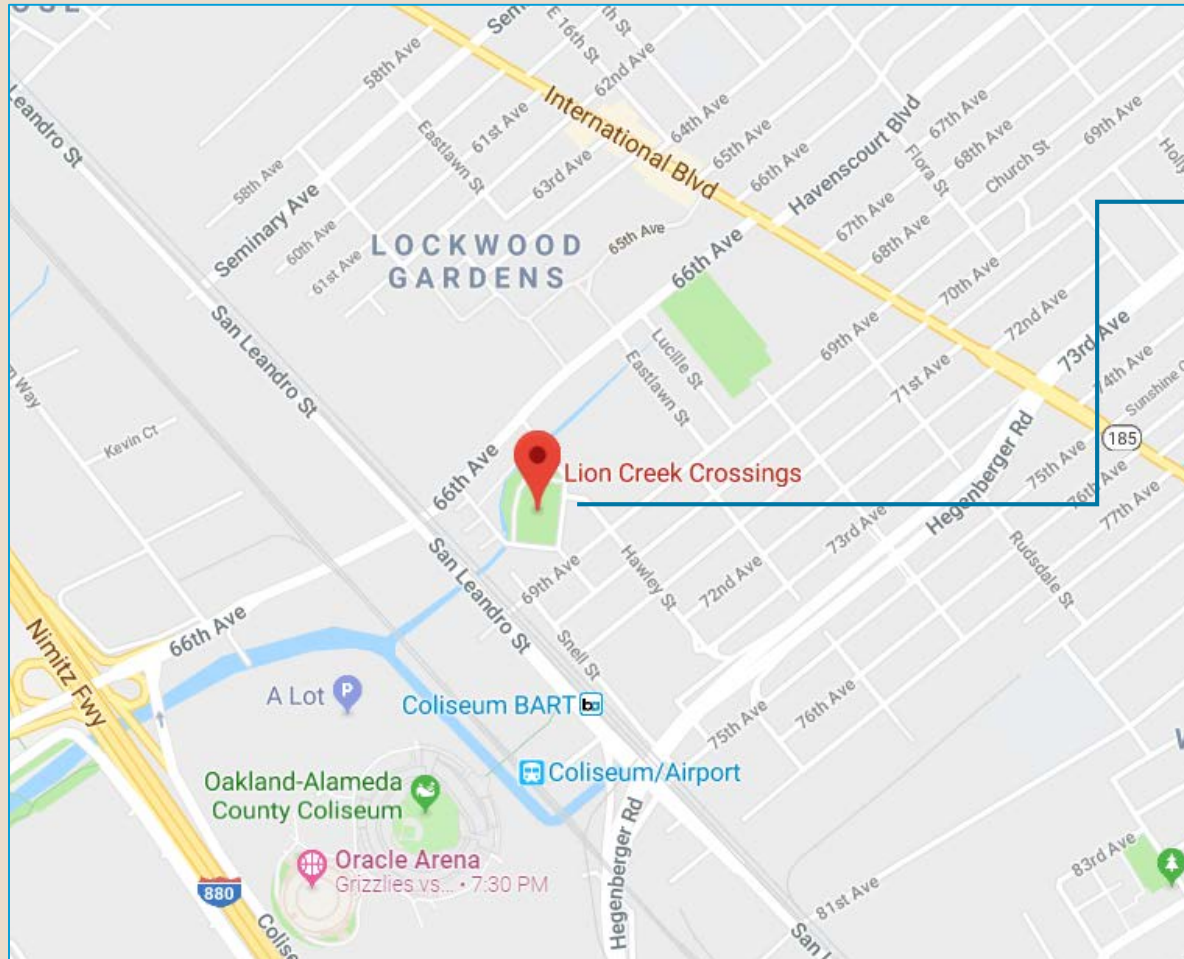
EV CHARGING

Betty Ann Gardens, San Jose



Images courtesy of First Community Housing

Lions Creek Crossings, Oakland

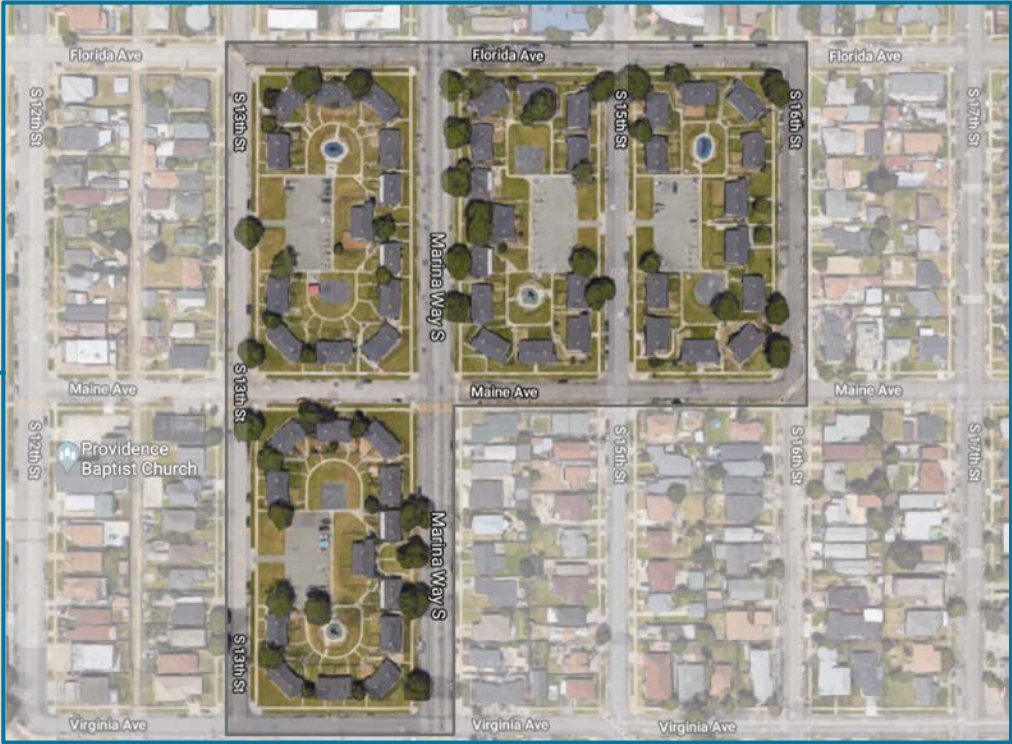
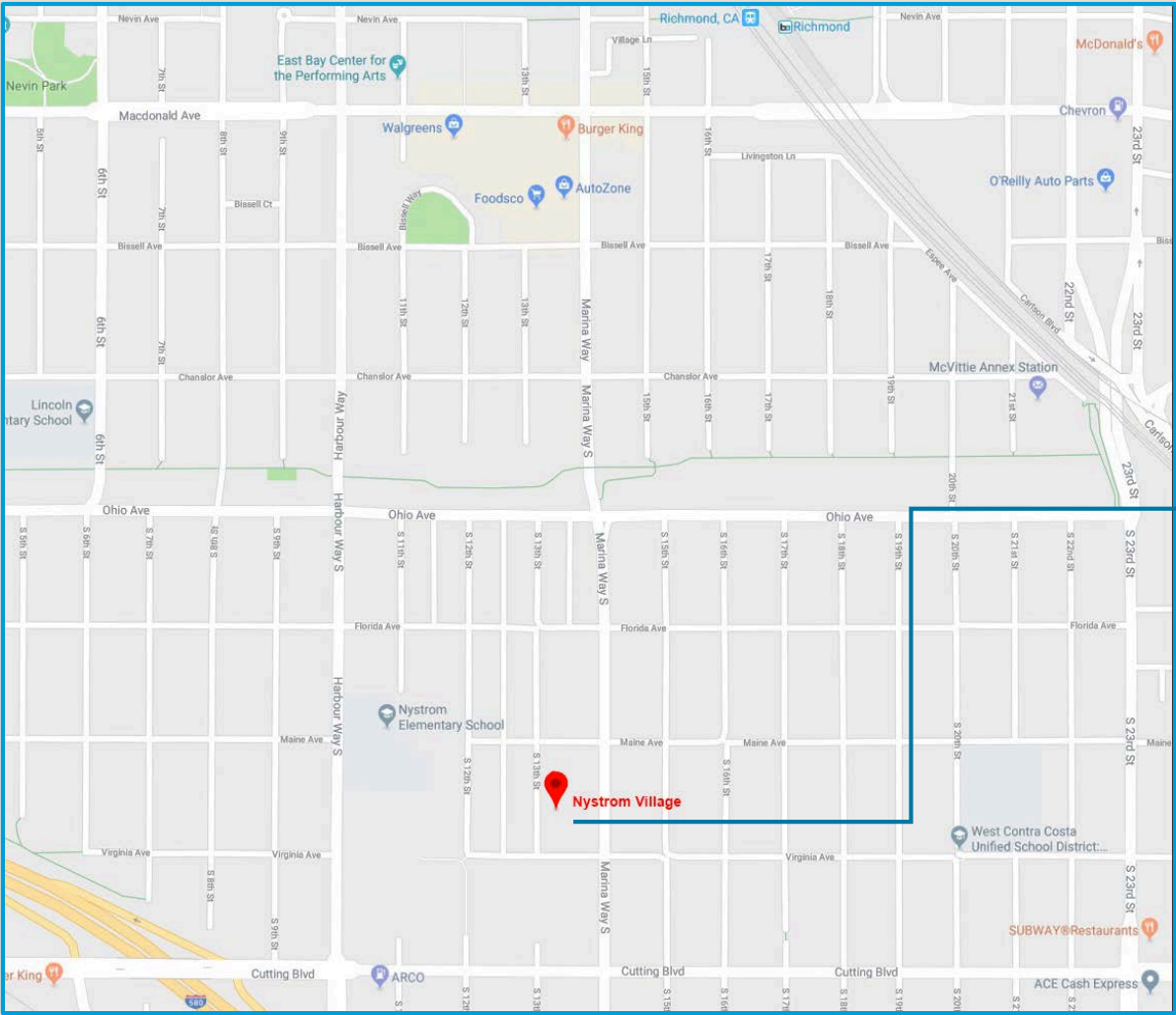


Images courtesy of EBLADC

Slide 6



Nystrom Village, Richmond



Partnership/Organization

MTC

- Project administration and oversight
- Coordination and reporting with CARB
- Dissemination of lessons learned
- Integration of lessons into regional programs

TransForm

- Program design and implementation
- Policy Advisory Committee management
- City and community partner coordination

Shared Use Mobility Center

(Subconsultant)

Project Advisory Committee

(Project oversight)

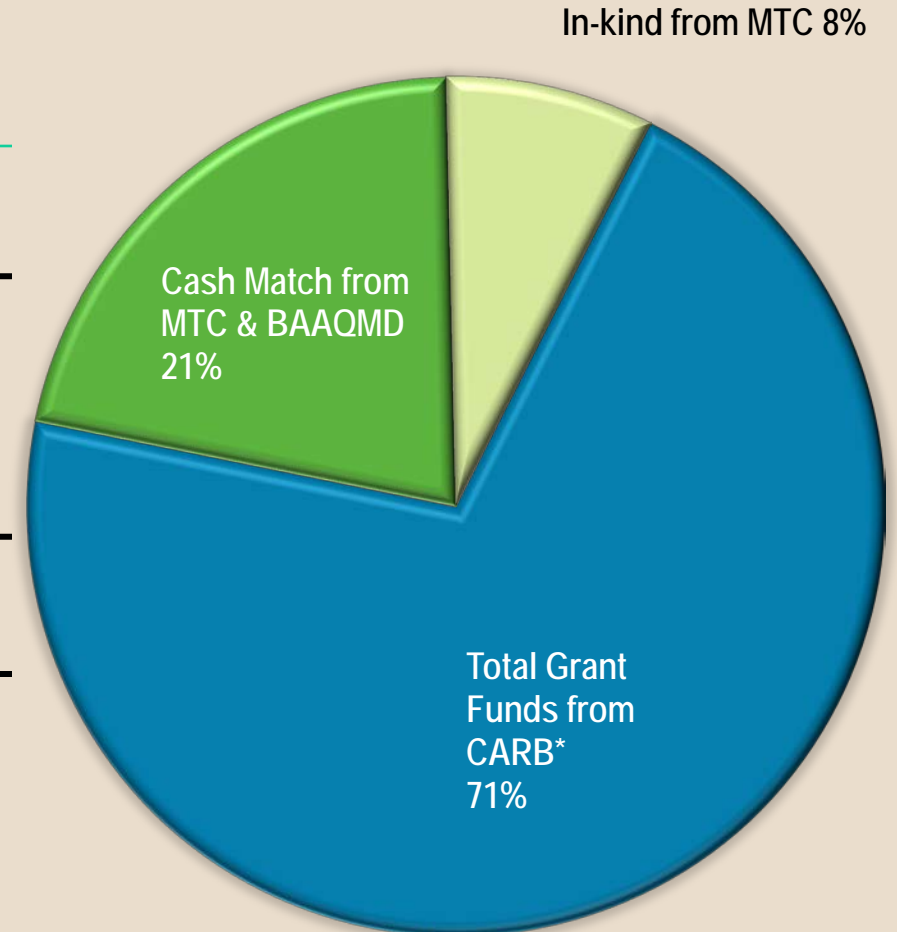
Site Level Teams

(On-site outreach and implementation)

Budget

Total Grant Funds from CARB*	2,250,000
Funding Match MTC and BAAQMD	712,500
In-Kind MTC	220,000
Total Project Budget	\$3,182,500

* CARB Funding Source: Low Carbon Transportation program, part of California Climate Investments/Cap-and-Trade program



Thank You

Krute Singa

Climate Program Manager

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