

# South Bay Cities Council of Governments

June 10, 2019

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

RE: Status of New Metro “Shared Mobility” Contract

## Adherence to Strategic Plan

*Goal A: Environment, Transportation and Economic Development.* Facilitate, implement and/or educate members and others about environmental, transportation and economic development programs that benefit the South Bay.

*Goal B: Regional Advocacy.* Advocate for the interests of the South Bay

## Background

The practice of “vanpooling” is a transportation demand management (TDM) strategy to encourage and facilitate the aggregation of 5 (or more) employees into a single vehicle (van) for their commute to work. The strategy reduces the total number of vehicles on the road and thereby reduces congestion and Green House Gas (GHG) emissions. For the last 6 years, the SBCCOG has worked, on behalf of Metro, to support and market Metro’s vanpool program. On June 30, 2019, the SBCCOG’s contract to provide Vanpool outreach services to Metro will expire.

The termination of this contract completes a long-renewed Metro contract for these support and marketing services. The initial 2-year contract was signed in 2013 and continued with multiple renewals and extensions each with their own goals and objectives. For each respective contract all goals and objectives were met; all goals and on-going status of these efforts were documented and communicated to the Steering Committee as part of the monthly staff updates.

For this final contract renewal, all goals have been met and/or exceeded:

*Contract goals:* 72 outreach events; 18 information/formation meetings

*Status of goals:* 326 outreach events; 18 information/formation meetings

Over the preceding six months, SBCCOG has negotiated with Metro to continue the SBCCOG’s efforts to support TDM strategies in the South Bay; these efforts are defined by Metro as “Shared Mobility” strategies. A new 3-year \$150,000 contract is modeled on the previous Metro Vanpool contract and the Scope of Work will continue outreach and marketing efforts in support of Metro’s vanpool program while adding support for Metro’s “Rideshare” program. Pending Metro’s final review, the contract is expected to be completed and returned to the SBCCOG for signature so that it can begin on July 1, 2019.

## Recommendation:

Upon receipt of the Metro contract and final SBCCOG legal review, the Steering Committee recommends Board approval and authorizes the Chair to sign the Metro Shared Mobility contract for work to begin July 1 on a 3 year contract valued at \$150,000.

Prepared by Aaron Baum