

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles

Table of Contents

Table of Contents	1
1.0 Introduction	2
1.1 SBCOG/SCAG Funded Project	2
1.2 Objective	2
1.3 Intended Outcomes	2
2.0 Project Approach	2
2.1 Circulation	2
2.2 Functionality	2
2.3 Design	2
3.0 Project Organization	2
3.1 Steering Committee	2
3.2 Technical Advisory Committee	2
3.3 City-Based Implementation Committee	3
3.4 Project Team	3
4.0 Work Plan	3
4.1 Scope of Work	3
4.2 Project Management and Quality Control	7
4.3 Implementation Schedule	8
5.0 Financial Proposal	9
6.0 Possible Grant Agencies and Sources	Error! Bookmark not defined.

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles

1.0 Introduction

1.1 SBCOG/SCAG Funded Project

The preparation of this Model Grant Outline is made possible through funding from the South Bay Council of Governments and Southern California Association of Governments. This Model Grant Outline is a product of the scope of work from the study *“Mixed-Use Centers in the South Bay: How Do They Function and Do They Change Travel Demand?”*

1.2 Objective

The objective of this Model Grant Outline is to prepare key information to assist the SBCOG and SCAG to prepare grant proposals to appropriate granting agencies to undertake demonstration projects that will improve the trip capture rate of South Bay neighborhood centers.

1.3 Intended Outcomes

A key outcome of this Model Grant Outline is to seek, identify, and apply for grant(s) to implement a demonstration project at a neighborhood center in the South Bay.

2.0 Project Approach

Improving the trip capture rate of a neighborhood center should focus on three variables:

- Circulation
- Functionality
- Design

3.0 Project Organization

3.1 Steering Committee

A steering committee is recommended to oversee the project. The Steering Committee should be composed of high level representatives from SBCOG, SCAG, Caltrans, the City of Redondo Beach, the City of Inglewood, and the City of Torrance, among others. Oversight functions should include policy direction, monitoring budget compliance and project management, and interim evaluations of the implementation process.

3.2 Technical Advisory Committee

A TAC is recommended to provide technical guidance on implementation matters. The TAC should be composed of technical representatives from SBCOG, SCAG, Caltrans, the City of Redondo Beach, the City of Inglewood, the City of Torrance, and selected NV/NEV manufacturer representatives. Technical representatives from each city may include staff from such agencies as planning, transportation, public works, and the city managers office (public outreach).

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles

3.3 City-Based Implementation Committee

A City Implementation Committee (CIC) is recommended to be formed in each of the three participating cities. The purpose of the CIC is to provide local input with respect to implementation, marketing and communications, constituent building, monitor implementation, provide evaluation and feedback, and address relevant project issues which may arise. The CIC should be co-chaired by a city staff person and a member of the project team (see below). Participants may include representatives from local businesses or business associations, neighborhood associations, and community interest groups.

3.4 Project Team

The Project Team should be multi-disciplinary in nature and capable of implementing the work plan set forth below. The Project Team should have a skill set capable of addressing such issues as transportation planning and implementation, community outreach and participation, urban planning and urban design, marketing, have a good working relationship with the COG and local cities, and possess knowledge of relevant neighborhood issues. The Project Team should have sound project management and quality control skills.

4.0 Work Plan

4.1 Scope of Work

The three demonstration projects should each parallel the following work scope:

4.1.1 Assumptions

The goal is to improve the trip capture rate of each neighborhood center by working with three variables:

- Circulation
- Functionality
- Urban design

Of these three variables, the circulation system is the easiest to change in the short run and should be the major feature of the grant through a demonstration project utilizing neighborhood vehicles.

Changing functionality requires changes to local real estate practices and commensurate capital expenditures, either on the part of the private sector investors or public redevelopment agencies. Changing urban design primarily requires public investments in infrastructure. While the grant does expect that local improvements will be undertaken in functionality or urban design, an integrated plan that incorporates all three variables – circulation, functionality, and urban design – should be prepared, and is recommended by the Planning Framework and Program Determination described below.

4.1.2 Planning Framework and Program Determination

A planning framework and program determination needs to be established to meet the unique conditions of each neighborhood center: Riviera Village, Downtown Torrance, and Downtown Inglewood. A detailed implementation plan should be prepared by the Project Team with input from the TAC and CIC.

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles

a. Circulation

There are five components to the circulation element:

- Usage

The demonstration project should strive to improve access from residential neighborhoods into the commercial center, improve circulation within the commercial center, or both. There are three ways to improve access from residential neighborhoods to the commercial center.

- The first is to develop a program that puts NVs directly in the hands of households. This can be done by subsidizing vehicles through the grant and from discounts that might be offered by a cooperating vendor. These vehicles can be leased by households or rotated among different households during the grant period.
- The second way to improve access is to locate vehicles in target neighborhoods at public facilities such as schools, parks, libraries, and recreational centers. These vehicles would be available on a shared basis by 1) the employees of those facilities; and, 2) by households in those neighborhoods.
- The third way to improve access is to locate vehicles at employers who are beyond walking distance from the commercial center.

In order to improve circulation within the center, a program would be developed to provide vehicles on a shared basis to visitors who walked or rode transit to get to the commercial or government center. The approach will assist people who live closer to the commercial center, walk in, but then need mobility assistance to return home with items they purchased such as groceries. After dropping off the purchased goods these users can drive back to the commercial center and then walk home.

- Vehicles

A range of possible vehicles should be considered to test consumer preferences in terms of use, functionality, look and feel, and distances traveled. Vehicles might include Segways, NEVs, and quad cycles.

- Streets

Street improvements will need to incorporate legal and regulatory requirements such as signage and pavement markings. Signs will have to limit NEV use on streets which have speed limits in excess of 35 miles per hour.

- Parking

Parking lot improvements and preferred parking spaces might be assigned for NV use. Improvements may include provision of electric charging stands in specified locations. Other dedicated parking spaces would provide an incentive for NV use.

- Other Public Information

Maps and other forms of public information are an important component for making participants feel safe. Maps will need to be printed and distributed depicting available routes and the off-limit streets.

b. Functionality

Improving functionality means to create multiple functions in one building or in a set of immediately adjacent buildings. Multiple functions provide combinations of uses that reduce trip chaining. Uses can range across the commercial and office spectrum, as long as they're programmed to provide for the needs of people which would otherwise make multiple trips. In order to satisfy the need for consumer's to

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles

have choices of which businesses to frequent, perhaps several multi-functional buildings or groupings of buildings would need to be implemented within each neighborhood center.

A functionality planning framework should be implemented as part of the grant program as may be determined by the Steering Committee and local city.

c. Urban Design

Urban design concepts should achieve two mutually supportive objectives to the extent possible: support the NV program in conjunction with implementing local city and community plans and programs. Supporting the NV program can focus efforts on transportation related improvements for pedestrians and transit riders. Types of improvements can include parking lot landscaping; lighting (pedestrian oriented and for safety); streetscape (paving patterns on sidewalks and in the street right of way); landscape (trees, shrubs, and ground cover); street furnishings (benches, trash and receptacles); and environmental graphics (directional, district identification, and informational signage that help people walk around a local area and thereby reduce “chained” auto trips).

An urban design planning framework should be implemented as part of the grant program as may be determined by the Steering Committee and local city.

4.1.3 Role and Responsibilities

a. South Bay Council of Governments

Participate on the Steering Committee, TAC, and CIC.

b. SCAG

Participate on the Steering

c. Caltrans

Participate on the Steering Committee and TAC.

d. Each City

- Participate on the Steering Committee, TAC, and CIC.
- Implement public works and transportation improvements such as street signage and roadway improvements and reserved parking spaces in public lots, among others, to enable NV use on public streets.

e. Project Team

Manage and run the project on a daily basis.

4.1.4 Marketing Program

A marketing program should be established to integrate and coordinate efforts for all three centers and the South Bay as a whole. Elements of this program should include the following:

- Establish key marketing messages.
- Develop a coordinated press strategy.

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles

- Prepare a press kit.
- Preparation of a project mailing list to keep in touch with ALL interested parties including for marketing, sending newsletter, sending other project information, and sending surveys.
- Work in conjunction with the community participation program described below.

4.1.5 Community Participation

Wide spread community participation should be programmed into each community and the South Bay as a whole. While the CIC for each neighborhood center should be the primary vehicle for organizing and implementing local community participation, the following guidelines should also be used.

First, input should specifically be obtained during the three project phases: 1) during the planning framework and program determination; 2) during the implementation period; and 3) in the post-project evaluation period.

Second, input methods should be appropriately designed for each phase.

- During the planning framework and program determination phase it may be appropriate to hold meetings with neighborhood associations and business organizations, and to obtain input form and make presentations to formal city advisory bodies (city council, planning commission, transportation commission, etc.).
- During the implementation period at least two forms of outreach should be undertaken: a hot line or web page dedicated to receiving input to correct problems and address issues; and a mid-project survey, as described below.
- During the post project evaluation period a survey should be distributed to obtain formal input, as described below.

Third, a range of input methods should be including public meetings, focus groups, and surveys. Creative methods are recommended. For example, a store front or project tour bus may be set up to attract attention and provide a location for meetings and to disseminate information. Another example is to involve school children in educational programs about NVs and NEVs as a way of delivering messages about the program to parents. A third example is to hold a festival in the neighborhood center in order to get local businesses involved, and to attract people into participating.

Fourth, parties should be pointed toward common communication methods focusing on the web site and newsletter.

4.1.6 Newsletter

A project newsletter should be developed for broad distribution. The newsletter should be short (two pages), distributed quarterly, sent to a broad spectrum of people in each city and across the South Bay as a whole, and content rich. The newsletter should focus on providing 1) educational information about NVs and NEVs; 2) project status updates; 3) contact information; and 4) current events. The newsletter should not: 1) hype the project or 2) focus on government involvement or the importance of elected or public officials (or it will be seen as self-serving and loose community credibility). The look and feel should be simple but should also convey a sense of excitement and should be unique to the South Bay without being pastiche.

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles

4.1.7 Public Web Site

A public web site should be set up with the following elements. The web site should address general issues with respect to the project as a whole and to specific issues within each of the three neighborhood demonstrations:

- Description of the project.
- Maps of available NV streets.
- Regulations for using NVs.
- Riviera Village neighborhood details.
- Downtown Torrance neighborhood details.
- Downtown Inglewood neighborhood details.
- Project schedule.
- Current events and invitations in each of the three neighborhood centers.
- General information about NVs and NEVs
- About us with respect to project sponsors, project team, steering committee, technical advisory committee, community implementation committee.
- Frequently asked questions.
- Auto-response email to project team manager.
- Press page with downloadable press kit.
- Public input forms including on-line surveys for feedback and evaluation.

Implementation Feedback

As discussed above, during implementation feedback mechanisms should be established to 1) obtain formal community input on the project; and 2) set up a hot line and/or complaint form on the project web site dedicated to receiving time sensitive input to correct problems or address issues. The formal input may be obtained through a community survey. The purpose is to identify problems, concerns, and issues about which mid-course corrections can be made in the project. This will demonstrate community sensitivity and build credibility.

Post Project Evaluation

As discussed above, after the project is completed a post-project evaluation should be undertaken in the form of a survey. The survey should be broadly distributed. The purpose is to obtain final input with respect to problems, successes, concerns, and issues. After the results have been tabulated and interpreted they should be widely distributed including the press and sent to people on the project mailing list.

4.2 Project Management and Quality Control

A single point of contact project manager should be established with overall project management responsibilities. The project manager will be responsible for all team, client, and advisory committee communications; schedule and budget adherence; coordinating project activities within the multi-

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles

disciplinary; and issuing monthly and other reports. Monthly reports should describe work completed, a look ahead for work to be undertaken during the next month, status of the schedule, status of the budget, and status of the work effort. Quality control should also be under the project manager's purview including confirming that the work products meet grant expectations and commitments.

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles

4.3 Implementation Schedule

The following general implementation schedule is recommended:

Task	Year 1				Year 2				Year 3	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Develop planning framework/ program determination	█	█								
Develop website, marketing plan, newsletter			█	█						
Community outreach	█					█			█	
Rollout/operations/outreach					█	█	█	█		
Program termination/ evaluation/results distribution									█	█

5.0 Financial Planning

The cost for a grant will need to address a range of items, some of which will need to be paid for in dollars and some of which may be obtained as in-kind services (for example, planning services by local cities) or products (NEVs by selected manufacturers).

The following items will need to be undertaken for each city:

1. Circulation

- Neighborhood vehicles/Neighborhood electric vehicles
- 2. Roadway and signage improvements
- 3. Maps of routes
- 4. Planning services with respect to planning routes and parking

2. Functionality

- Identification of buildings and locales with multifunctional potential
- Building improvements

Urban Design

- Planning and design services for improvements
- Implementation of improvements

The following will need to be undertaken with respect to the entire grant proposal, encompassing all three cities and projects:

1. Web site development, hosting, and management
2. Community workshops
3. Newsletter
4. Overall program management
5. Implementation survey and results
6. Post-project survey and results

Appendix H: Proposed Demonstration Project on Neighborhood Vehicles