

**Board Report**

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**File #:** 2015-0556, **File Type:** Program**Agenda Number:** 23.

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**PLANNING AND PROGRAMMING COMMITTEE  
JULY 15, 2015****SUBJECT: SOUTH BAY CITIES SMART MOBILITY DEMONSTRATION  
PROJECT****ACTION: AUTHORIZE THE CEO TO NEGOTIATE AND EXECUTE A  
GRANT AGREEMENT WITH THE SOUTH BAY CITIES COUNCIL  
OF GOVERNMENTS****RECOMMENDATION**

PLANNING AND PROGRAMMING COMMITTEE RECOMMENDED (3-0) authorizing the Chief Executive Officer to negotiate and execute a **grant agreement with the South Bay Cities Council of Governments (SBCCOG) to implement a ride share demonstration project for events.** Amount of funding to be granted to SBCCOG is not to exceed \$250,000.

**ISSUE**

SBCCOG has actively planned and tested various transportation strategies that promote overall sustainability and alternatives to private auto trips. This includes the COG's efforts in developing a subregional sustainability strategy and in piloting performance measurement techniques consistent with the State's Smart Mobility Framework. As a further implementation and testing activity, the COG is prepared to initiate a pilot demonstration of a ride sharing database and associated services for major events held in the subregion.

**DISCUSSION****SBCCOG Sustainable Transportation Efforts**

The South Bay subregion provides a unique opportunity to test new mobility solutions, having a mix of urban and suburban development patterns, generally short trips that stay within the subregion, and relatively little fixed route or other high frequency transit compared with other areas of Los Angeles County.

SBCCOG has done a substantial amount of work to create mobility and sustainability strategies that are tailored to their unique circumstances. This includes

- a subregional sustainability strategy that proposes a land use pattern with clustered destinations;
- a plug-in electric vehicle readiness plan;

- a subregional Climate Action Plan (in process) that will test new performance analysis techniques;
- deployment and testing of low speed neighborhood electric vehicles.

The overriding objective of this work is to reduce single occupant private vehicle trips, vehicle miles traveled, and greenhouse gas emissions.

#### Potential Pilot Project

Metro staff is currently working with the South Bay COG to refine a scope of work for the potential project. The pilot currently under discussion involves developing and testing a ride sharing platform for major events in the subregion (e.g., concerts and sporting events). Activities would include customizing a ride sharing database specifically for the South Bay subregion, and deploying tools, such as a mobile trip planning application, for special events. The goal of the pilot would be to enable attendees of concerts, sporting events, and other major gatherings to ride share as an alternative to driving alone. The pilot would also include a robust evaluation component which would determine effectiveness by a variety of measures including mode share and emissions impact.

#### Metro Role and Countywide Impact

Metro will provide technical guidance as part of the project team, receive interim and final reports, and receive lessons learned overview and other documentation as necessary to assure transferability to other areas of Los Angeles County. Metro will make available resources from the regional rideshare program, including existing rideshare database, as appropriate, and based on discussions with SBCCOG.

### **DETERMINATION OF SAFETY IMPACT**

This action will not have direct impact on safety as it will not affect Metro facilities or operations. The project may have indirect impacts associated with shifting travel choices between modes. The safety outcomes associated with travel choices will be assessed as part of project implementation.

### **FINANCIAL IMPACT**

The FY16 budget includes \$100,000 for the pilot implementation project in Cost Center 0441 (Subsidies to Others), Project 405547 (Rideshare Services).

Since this is a multi-year contract/project, the cost center manager and the Chief Planning Officer will be accountable for budgeting the cost in future years.

#### Impact to Budget

The project is funded by Proposition C 25%, which is not eligible for bus and rail operating or capital expenditures.

### **ALTERNATIVES CONSIDERED**


The Board may consider not proceeding with this project. The recommendation to approve funding is made in consideration of the potential high value of the study for strategy development and refinement countywide.

**NEXT STEPS**

Should the Metro Board approve funding for the project and staff subsequently negotiate an agreement, work will proceed early in FY16.

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