Council Meeting of
June 7, 2011

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Manager – Approve Federal Grant Application to create, launch and market web-based regional multi-modal journey planner
Expenditure: N/A

RECOMMENDATION

Recommendation of the City Manager that the City Council approve the City participating with the South Bay Cities Council of Governments (SBCCOG) in an application for federal funds in the amount of $440,000 to be received over a 5-year period to create, launch, and market a web-based regional multi-modal journey planner for commuters; and approve the Letter of Agreement between SBCCOG and the City.

Funding
N/A

BACKGROUND/ANALYSIS

In collaboration with the SBCCOG, the City and SBCCOG had an opportunity to apply for a federal grant through the Federal Highway Administration (FHWA) Transportation, Community, and System Preservation Program with a due date of May 27, 2011. The grant request is to fund the creation, launching and marketing of a web-based regional multi-modal journey planner based on software developed by RideAmigos Corporation. The planner simultaneously compares walking, biking, driving, public transit (inclusive of transit schedules), and carpooling/vanpooling options for a commuter, sorted by company, building and/or region on a "point to point" basis. Each choice displays the cost – time – CO2 – health benefit analysis of each mode for the commuter. The system additionally has the flexibility to record the trips for the commuters, employers and municipalities which provides a basis for incentive programs.

The web-based system additionally gives commuters the ability to find other people who have similar transportation needs along a similar route.

The goal of the program over the 5-year period is to reduce the driving alone category of people from an estimated 75% in 2012 to 55% by 2016, and increase transit, bike, carpool/vanpool, other categories from a combined level of 25% to 45%.

The budget for the RideAmigos software program, SBCCOG management, marketing, monitoring, and City financial reporting is $550,000. The grant being applied for is in the amount of $440,000. The difference is the match amount of $110,000 which is being funded by RideAmigos Corporation as in-kind services.

Due to the timing of the required grant filing date by May 27, 2011, and to the fact it was brought to the City's attention after the Council meeting of May 24, 2011, it required staff to make a decision about the benefit it would bring to our citizens and the broader region. Staff worked with SBCCOG staff to review the grant requirement and define the collaboration requirements. Based on this review, staff participated in the filing of the grant application within the mandatory period.

Staff additionally entered into a Letter of Agreement with SBCCOG defining the duties of each entity should the grant be awarded. This was signed subject to final approval by City Council and is before Council tonight for approval. The Agreement provides that SBCCOG has responsibility for implementation, oversight and deliverables per the grant application and the City will serve as lead to accept the funds and report in accordance with the grant. The agreement further provides that if the City is audited and the outcome requires a full or partial refund of grant funding due to SBCCOG not fulfilling its responsibility, the SBCCOG is responsible to the City for reimbursement of such funds.

Respectfully submitted, .

LeRoy J. JACKSON
CITY MANAGER

By Mary Giordano
Mary K. Giordano
Assistant City Manager

CONCUR:

LeRoy J. Jackson
City Manager

MKG/dle
Attachments: A) Letter of Agreement Between the City and SBCCOG dated May 27, 2011
B) TCSP Program FY 2011 Grant Application

Attachment A

Letter of Agreement Between the City of Torrance and the
South Bay Cities Council of Governments

WHEREAS, City of Torrance (City) and the South Bay Cities Council of Governments (SBCCOG) have come together to collaborate and to make an application for 2011 Federal Highway Administration Discretionary Grant - Transportation, Community, and Systems Preservation Program; and

WHEREAS, the partners listed below have agreed to enter into a collaborative agreement in which the City will be the lead agency and named applicant and the SBCCOG will be a partner in this application; and

WHEREAS, the partners herein desire to enter into a Memorandum of Understanding setting forth the services to be provided by this collaborative; and

WHEREAS, the SBCCOG is responsible for meeting the grant conditions; and

WHEREAS, the SBCCOG has assigned staff for accomplishing and reporting on grant deliverables and takes full responsibility for such deliverables within requirements of the grant; and

WHEREAS Torrance agrees to accept the grant funds, act as lead agency and report in accordance with the requirements of the grant; and

WHEREAS, in the event the City is audited and the outcome requires a full or partial refund of grant funding due to SBCCOG's not fulfilling its requirements and responsibilities, the SBCCOG is responsible to the City to reimbursement of funds; and

WHEREAS, at the termination of the grant, the City has no responsibility for continuing the program and the SBCCOG is responsible for either ending the service or identifying funding to continue the service.

NOW, THEREFORE, it is hereby agreed by and between the partners as follows:

By Mary Giordano

Mary Giordano
Assistant City Manager, City of Torrance

Date May 27, 2011

By Jacki Bacharach

Jacki Bacharach
Executive Director, SBCCOG

Date 5/27/2011

NOTE: Signatures will be subject to final approval by the Torrance City Council and the South Bay Cities Council of Governments Board of Directors

Attachment B

Transportation, Community, and System Preservation Program (TCSP)

PROGRAM FY 2011 GRANT APPLICATION

PART A. PROJECT INFORMATION

Project Title:	Web-Based, Multi-Modal Dashboard TDM - South Bay Cities
Project Location (Include City/County, State):	South Bay Cities (Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, Torrance, and the Harbor City/San Pedro communities of the City of Los Angeles, along with the unincorporated South Bay areas of County of Los Angeles District 2 and 4), California
State Priority (to be completed by State DOT):	

GRANTEE CONTACT INFORMATION	
Grantee Contact Name:	
Agency/Tribal Government:	
Mailing Address (Street/P.O. Box):	
City, State, Zip code:	
Phone:	
Fax:	
E-Mail:	
STATE DOT CONTACT INFORMATION	
State Contact Person:	
Phone:	
Fax:	
E-Mail:	
FHWA DIVISION OFFICE CONTACT INFORMATION	
Division Contact Person:	
Phone:	
Fax:	
E-Mail:	
CONGRESSIONAL INFORMATION	
Congress Member:	
Congressional District No.:	
TCSP Program Funds:	$550,000.00
Matching Funds/In-kind Services Value:	$110,000.00
Matching Funds/In-kind Services Source:	RideAmigos Corp Privatized Match
Total TCSP-Related Project Costs:	$440,000.00

TO BE COMPLETED BY THE FHWA DIVISION OFFICE				
State Administered?		Yes		No
Division Administered?		Yes		No
"Transfer" TCSP funding for Project Administration?		Yes		No
If yes, which Federal Agency				
Will the project be obligated by September 30, 2011?		Yes		No

Date grant application approved by FHWA Division Office	

Part B. Project Abstract

(Maximum 4 sentences) Briefly describe the how the TCSP Program funds will be used to support the proposed project.

Create, launch, and market a web-based, multi-modal regional TDM system for all members of South Bay Cities Council of Governments (SBCCOG) - approx. 1 million people - that provides a multi-modal journey planner which simultaneously compares walking, biking, driving, public transit, and carpooling/vanpooling options, all sorted by company, building, and region. Each choice displays the cost - time - CO_2 - health benefit analysis of each mode, educating the user on the most effective mode for their specific commute. The system is complimented by a personal commute dashboard, which tracks, manages, and records these trips for commuters, employers, and municipalities, and provides an incentive module for monthly competitions. By educating the commuter with creative tools, the system assists in the behavior change necessary for commuters to adopt an alternative mode of transportation more often (i.e. anything but driving alone).

Part C. Project Narrative

Describe the project and the expected results, including project goals and timeframe. RideAmigos Corp offers one of the most innovative, interactive, and engaging products of its type. The web-based system produces carpool, vanpool and bicycle commuter matching, transit schedules, and multi-modal directions, giving commuters the ability to find other people who have similar transportation needs along a similar route. The system is secure and provides a friendly, contemporary, commuter interface; a requirement in order to provide articulately engineered trip matching between drivers and passengers, real-time transit trip plans, commuter/employer/agency usage tracking with emission/cost/health benefit calculations, administration of incentive programs, customized employer or regional programs, and highly-detailed reporting. ***Please see APPENDIX A for a visual narrative.***

Based on these innovations, RideAmigos Corp was contracted by the Century City TMO in August of 2010 to create the nation's first web-based, multi-modal dashboard TDM system. Within four months of the contract execution, the system was live, and 40 companies representing over 4,100 employees were registered. Through RideAmigos Corp's ongoing research and development plan, new features were identified and added to the contracted system.

SBCCOG places a high priority on seeking sustainable mobility opportunities for its residents and businesses. Because the area is relatively dense yet not well served by transit, SBCCOG has been piloting the use of neighborhood electric vehicles in suburban neighborhoods, working with the South Bay Bicycle Coalition on a master plan, and exploring options for carsharing. All of these strategies are a product of four years of research on South Bay travel that resulted in the Sustainable South Bay Strategy (SSBS) which recently received an Award of Merit from the LA Chapter of the American Planning Association. This web-based system provides an innovative opportunity to advance the strategies already in place which support our policies as well as further the statewide goal of ensuring livability. The City of Torrance has agreed to be the lead agency for purposes of accepting the funding.

The scope of the project is to expand the web-based TDM model launched by Century City to the SBCCOG (Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, Torrance, and the Harbor City/San Pedro communities of the City of Los Angeles, along with the unincorporated South Bay areas of County of Los Angeles District 2 and 4). SBCCOG will have its own web-based system, URL, brand, and outreach effort. Contrary to historical efforts across the nation, in which nearby carpool networks are created and isolated, these member cities will share one, back-end database, enabling rideshare eligibility and data sharing across regions. Once the online systems are established, RideAmigos Corp. will optimize the system with region/city specific functionality and SBCCOG will market the program throughout the subregion.

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EXPECTED RESULTS: 75% of commuters are solo drivers, as per a recent UCLA study. The RideAmigos Corp vehicle trip reduction plan expects the following results for South Bay Cities if funding was to commence on Jan 1, 2012. Each mode assumes the commuter uses that mode five days/week.

	2012	2013	2014	2015	2016
driving alone	75%	70%	65%	60%	55%
transit	9%	11%	13%	15%	17%
bike	7%	8%	9%	10%	11%
carpool/vanpool	6%	7%	8%	9%	10%
other	3%	4%	5%	6%	7%

PROJECT GOAL: Achieve a 20% reduction of solo-drivers by South Bay Cities' commuters by 2016, through behavior modification research, analysis, incentive programs, and feature development/optimization. Reduce the 2nd & 3rd vehicles/household in the South Bay which currently number 250,000 (a SSBS strategy). Make the website self-sustaining within 5 years.

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TIME FRAME: The project is broken up into four phases in order to guarantee feature and requirements compliance. The first three phases are expected to take approximately one month each to complete, at which point the system will be publicly launched. Shorter completion time is possible if optimal communication transpires.
Phase I - Planning; Phase II - Development; Phase III- Training; Phase IV - Maintenance.
APPENDIX B, clearly illustrates this timeline in more detail.

Describe how the project integrates transportation, community, and system preservation plans and practices that address one or more of the following:

Improve the efficiency of the transportation system of the United States. Much of RideAmigos' performance capability is predicated on its intra/inter-city data, reconciliation, analysis, and recommendations. Understanding commuter behavior, motivation, and needs is compulsory in understanding how to improve the efficiency of transportation systems, which is why RideAmigos works closely with,

1. each transportation service and mode of transportation available in, adjacent, and proximate to each city, and
2. all employers and commuters in the region/city.

Methodologies like *gamification* for example, can be optimized to provide users the incentives necessary to increase their alternative transportation usage. Statistics garnered from said methodologies are further analyzed to provide the most

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effective, transportation services in order to better *serve* the community and their commuters. (transit route/stop improvements, carsharing, etc.).

_____***Reduce the impacts of transportation on the environment.*** The system provides a CO_2 and cost savings algorithm that automatically displays to the commuter, and is based on the commute logs entered. The commute history-filler predicts what the commuter's past commutes were based on the information provided. This helps to more accurately calculate and display what the current and potential cost/CO_2 savings/reductions are for this individual. Cost savings are directly proportionate to CO_2 reductions, as commuters looking to save more take an alternative form of transportation and reduce their carbon footprint. Recognizing that saving money is a more pressing value proposition to most individuals than reducing CO_2 helps to structure behavior modification strategies based on saving money, thereby reducing even more CO_2.

_____***Reduce the need for costly future investments in public infrastructure.*** The system provides a web-based, multi-modal journey planner that educates the commuter, offering information about *your* journey. It is tailored to *you,* the commuter, and the community. Information about the commuter's employer or community facilities is displayed (e.g. bike racks, showers, lockers, electric charge stations, or any other community defined location or location-type). Making good use of the existing public infrastructure is the first step in saving money on new investments, or avoiding them entirely.

Provide efficient access to jobs, services, and centers of trade. The system uses an SLE (Suggestive Learning Engine) in order to instantly suggest and learn on routes, and other ancillary commute information, based on personal commutes. Data points are controllable by the end-commuter (e.g. "show me the cheapest way to perform my commute, whereby I must drive at least some of the way from my home)." The Suggestive Learning Engine is able to mix and match modes of transportation to provide the commuter the best way of commuting based on one or more data points (e.g. cost, distance, time, carbon-friendly, calories), while including the "way-points" in the suggestion (e.g. shower, bike rack, park and ride, carpool meet-up location). Many scenarios that have never been considered can be discovered in using this methodology, creating increased access to the commuter's destinations. RideAmigos Corp can also integrate with local event calendars to promote regional activity centers. One such existing program already launched with ExperienceLA.com, a free public service and online resource about the wealth of art, cultural, recreational and life-long learning attractions in the greater Los Angeles area.

Examine community development patterns and identify strategies to encourage private sector development that achieves the purposes identified in (1) through (4). Current TDM websites, like a majority of transit websites throughout the United States, force the commuter to make a choice when they first arrive to the site, having nothing to compare or contrast. Commuters who visit a TDM website for transit information likely click the transit tab. Commuters who visit a TDM for ridesharing information likely click the ridesharing tab. By engaging the commuter with all of their options in one, integrated, visually stimulating screen, which displays the cost, time, carbon footprint and health benefit analysis of each alternative transportation option (e.g. walking, biking, driving, ridesharing and transit), commuters are given the opportunity to make an informed decision... one that may have not otherwise been made if they were not given the choice. If a commuter is shown that their daily commute is a 30-minute car ride, and only a 37-minute bike ride, then "once a week, I am going to bike to work!" Moreover, a correlating map will display where the corresponding bike lockers and showers are, that are pertinent to their commute – and not simply show a list of all bike lockers and showers in the entire city. These are the advantages of a more seamless integration between the various sections of TDM sites.

Describe how the project meets all of the priority consideration criteria:

- South Bay has a Sustainability Plan entitled "Sustainable South Bay: An Integrated Land Use and Transportation Strategy" July 2009 (***see APPENDIX C for full report***)
- SBCCOG operates an Environmental Services Center that actively promotes alternative transportation strategies such as vanpooling and neighborhood electric vehicles (LUV Project – Local Use Vehicles)
- SBCCOG has provided all of its members their baseline carbon footprint municipal and community inventories and is now working with each city on developing Climate Action Plans to reduce their green house gas emissions – whose chief contributor is transportation.
- Torrance is a member of the South Bay Cities Council of Governments (SBCCOG) and participates in all the organization's programs and projects
- Torrance will be the lead city on behalf of the SBCCOG in this effort
- South Bay Bicycle Coalition is developing a Bicycle Master Plan
- Use of alternative modes of transportation supports transportation system preservation
- Torrance has secured the land to build a multi-modal transit center
- The South Bay area is very walkable and conducive to bicycle use

South Bay Cities' initiatives that are consistent with the implementation of a Virtual TDM deployment include testing and deployment of Local Use Vehicles, development of Mixed Mode Streets (Complete Streets), promotion of vanpooling and car sharing services, instituting a competitive local taxi market, encouraging the use of Public Transit, etc.

_____**Describe how the project meets the project selection criteria:**

Livability - The system displays commuter information on the dynamic mapping interface, allowing administrators of the region/city to control what is seen by the commuter. It can allow visibility of traffic/street data and show overlays such as user specific traffic data, bike maps, emergency preparedness/business continuity maps, etc. The purpose is to

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allow for all administrator requested mapping data to be easily added into the system for commuter use, in order to make day to day travel simpler and more efficient.

Safety - At the region/city request, all commuter-safety data can be included on various sections of the site, interactive and dynamically displayed based on the user's commute and needs. The purpose is to give the user the relevant information they needed. The system's commuter alerts feature helps communicate safety related information, in real-time, to the commuter as well.

Expeditious completion of project - RideAmigos Corp places heavy attention on project management, with detailed timelines, and milestone/deliverable adherence. It uses an agile development strategy to communicate effectively with its clients by leveraging short-interval iterations, thereby expediting development progress. SBCCOG already has environmental outreach in place so marketing would begin throughout the South Bay as soon as a delivery date is known.

Discuss the project schedule, commitment of public and private funding, and any other TCSP or other Federal funding being used for the project. *Project Schedule on Page 4.* The chosen contractor RideAmigos Corp has offered to provide a "privatized match" to meet the full 20% match requirement, substantially discounting the cost of their products and services by a total of $110,000. The project will provide South Bay Cities with the online system, an annual marketing budget, funds for employer outreach to be executed by South Bay Cities Council of Governments (SBCCOG), and insurance for a five year span. At that point, revenues generated from the system through sponsorships/advertising, commission fees from local transportation vendors (e.g. ZipCar, GetAround, etc), and customized employer sites will cover ongoing costs for the system, rendering the Virtual TMO self-sustaining.
See APPENDIX D for project budget.

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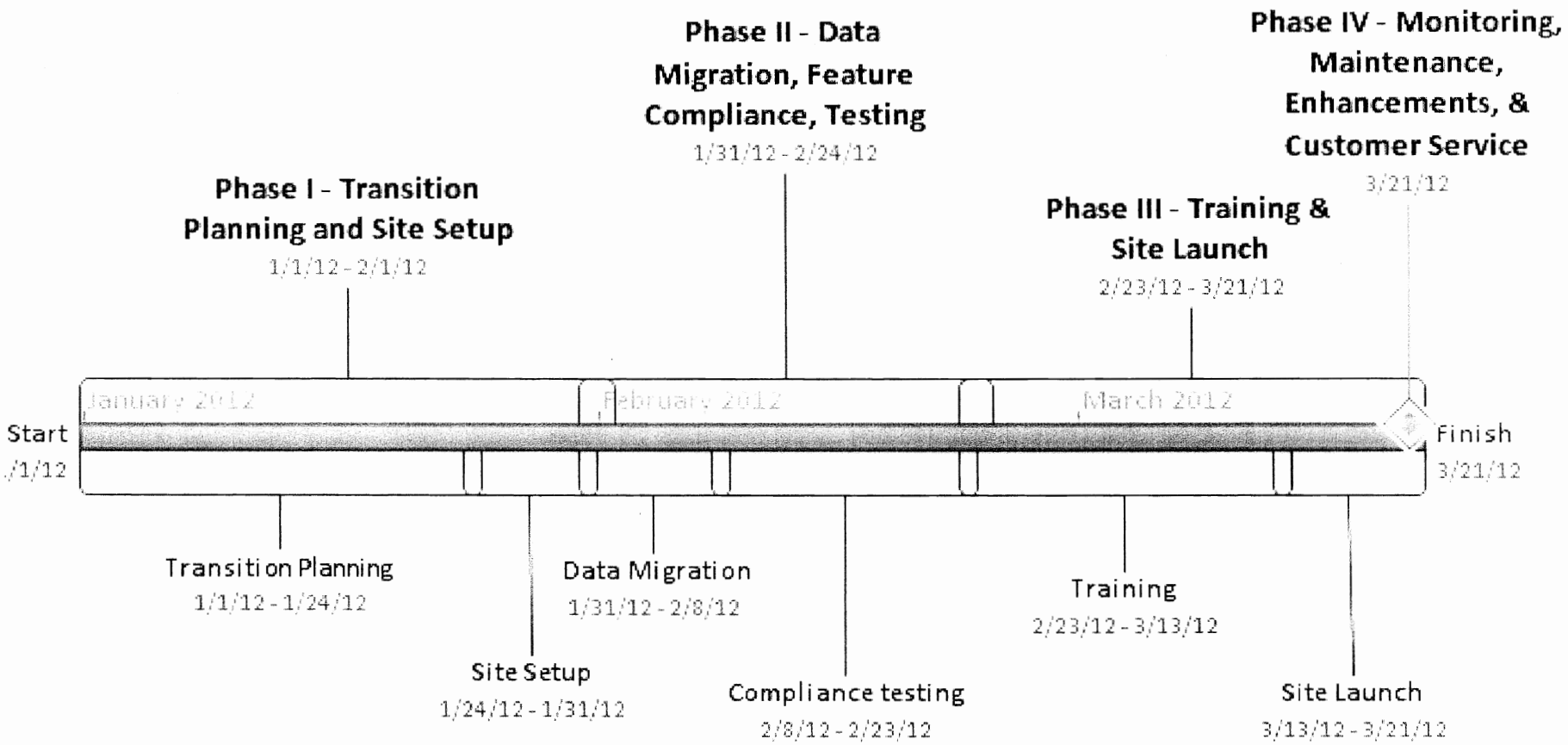
Part D. Project Eligibility

a. *Is the project located on a Federal-aid highway? (List the functional class(es) of the facility(ies) to be improved)*

b. *If the project is not located on a Federal-aid highway, how do you consider the project eligible for assistance under Title 23 or Chapter 53 of Title 49, United States Code? (i.e., list program(s) and describe how the project meets the statutory eligibility criteria for that program.)*

c. *Is the project a corridor preservation activity necessary to implement transit-oriented development plans, traffic calming measures, or other coordinated transportation, community, and system preservation practices?*


Phase I - Transition Planning and Site Setup
1/1/12 - 2/1/12
Phase II - Data Migration, Feature Compliance, Testing
1/31/12 - 2/24/12
Phase III - Training & Site Launch
2/23/12 - 3/21/12
Phase IV - Monitoring, Maintenance, Enhancements, & Customer Service
3/21/12
January 2012
February 2012
March 2012
Start
/1/12
Finish
3/21/12
Transition Planning
1/1/12 - 1/24/12
Site Setup
1/24/12 - 1/31/12
Data Migration
1/31/12 - 2/8/12
Compliance testing
2/8/12 - 2/23/12
Training
2/23/12 - 3/13/12
Site Launch
3/13/12 - 3/21/12

APPENDIX D: BUDGET
COST AND PRICE ANALYSIS FORM
SUMMARY

ANNUAL SUMMARY	FY2012	FY2013	FY2014	FY2015	FY2016	TOTAL
Website Development* (one-time fees)						
Multi-Modal Journey Planner	$ 60,000.00					$ 60,000.00
Trip Reduction Point Program	$ 25,000.00					$ 25,000.00
Hourly Rental Car Integration	$ 10,000.00					$ 10,000.00
Online Surveys	$ 20,000.00					$ 20,000.00
Event Widgets	$ 20,000.00					$ 20,000.00
Social Networking Tools	$ 15,000.00					$ 15,000.00
Software Licensing	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 100,000.00
Customer Support	$ 25,000.00	$ 25,000.00	$ 25,000.00	$ 25,000.00	$ 25,000.00	$ 125,000.00
Site Hosting	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 50,000.00
Marketing and Incentives	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 100,000.00
Outreach (SBCCOG)	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 50,000.00
Administration	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 20,000.00	$ 100,000.00
Insurance	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 10,000.00	$ 50,000.00
TCSP Program Funds:	**$ 265,000.00**	**$ 115,000.00**	**$ 115,000.00**	**$ 115,000.00**	**$ 115,000.00**	**$ 725,000.00**
Matching Funds/In-kind Services Value:	**$ 53,000.00**	**$ 23,000.00**	**$ 23,000.00**	**$ 23,000.00**	**$ 23,000.00**	**$ 145,000.00**
Total TCSP-Related Project Costs:	**$ 212,000.00**	**$ 92,000.00**	**$ 92,000.00**	**$ 92,000.00**	**$ 92,000.00**	**$ 580,000.00**

**Website Development categories reflect Appendix A listed "Offerings"*

CCTMO

Century City Transportation
Management Organization

May 27, 2011

Wesley Blount
Office of Human Environment
U.S. Department of Transportation
Federal Highway Administration

Subject: Support for the Web-Based, Multi-Modal Dashboard TDM - South Bay Cities Project through the FHWA Transportation, Community, and System Preservation (TCSP) Program

Dear Mr. Blount:

On behalf of Century City, I am writing to support the South Bay Cities' project proposal titled Web-Based, Multi-Modal Dashboard TDM - South Bay Cities Project through the FHWA Transportation, Community, and System Preservation (TCSP) Program.

The intention of Century City is aligned with South Bay Cities' mission of encouraging the public to use alternative methods of transportation as a way to improve urban mobility, health, and the environment. The proposed project will launch a web-based multi-modal Transportation Demand System across each of the South Bay Cities, all connected in the back-end. Personal Commute Dashboards display walking, biking, driving, public transit directions, carpooling/vanpooling by company, building; region; cost/time/CO2/calories tracked and recorded. The network will decrease the number of SOV trips while promoting ridesharing, transit, bicycle and walking trips.

The Century City Transportation Management Organization, or CCTMO, was the first to establish such a web-based TDM system, developed by its contractor, RideAmigos Corp. The concept of creating an online network of rideshare databases by connecting regional systems is a forward thinking and necessary initiative. We expect these trends to continue and we feel that this project provides the needed infrastructure to accommodate the growth in ridesharing and the diversification of transportation methods. We strongly encourage FHWA to award the Web-Based Transportation Demand Management Project to South Bay Cities.

Sincerely,

Linda Lyles
Executive Director