

**Metro**

Los Angeles County
Metropolitan Transportation Authority

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**PLANNING AND PROGRAMMING COMMITTEE
OCTOBER 15, 2014**

SUBJECT: CAR SHARE PILOT PROGRAM AT METRO PARK AND RIDE LOTS

ACTION: RECEIVE AND FILE CAR SHARE PILOT PROGRAM UPDATE

RECOMMENDATION

Receive and file report on developing pre-certification criteria for qualified car share operators and pilot program implementation.

ISSUE

On July 16, 2014, the Metro Board of Directors adopted a motion by Chair Garcetti and Directors O'Connor and Bonin. The motion requested staff to develop pre-certification criteria for qualified car share operators, work with a qualified car share operator to initiate a pilot program at five (5) Metro-owned park and ride lots, and initiate a long-term program at appropriate park and ride facilities.

This report details the proposed pre-certification criteria and the scope of work for the pilot program.

DISCUSSION

In April 2014, the Metro Board of Directors adopted the First/Last Mile Strategic Plan and Planning Guidelines (Plan). The Plan provides a methodology for determining access barriers to transit stations and includes a series of recommendations to expand the reach of transit. A key recommendation in the Plan is the inclusion of car share service at or near park and ride lots. This pilot program would be a key step in the overall implementation of the Plan. A comprehensive implementation strategy is being developed by Metro staff.

Providing car sharing service at Metro park and ride facilities will allow transit riders to make a seamless connection between transit and their final destinations. Additionally, this program supports single- or car-free households, particularly those in disadvantaged communities. Lastly, car sharing has shown to be effective in reducing vehicle miles traveled, greenhouse gas emissions, and congestion.

As noted above, the Metro Board of Directors requested staff to develop pre-certification criteria for implementation of a car share pilot program at no less than five (5) Metro-owned park and ride facilities. Based on the Plan as well as Metro's Long Range Transportation Plan (LRTP), staff has recommended the pilot program meet the following goals:

- Improve first/last mile connections for Metro customers;
- Test effectiveness of car sharing as a first/last mile strategy;
- Reduce vehicle miles travelled and greenhouse gas emissions;
- Reduce traffic congestion;
- Expand mobility options for Metro customers, particularly those that are transit dependent; and
- Generate revenue for continued first/last mile improvements at stations

Based on these goals, staff has developed the following pre-certification criteria:

- Operator must meet the definition of a "car share organization" (CSO);
- Operator must document successful operations within Los Angeles County for the past five years, or otherwise show financial viability;

Attachment A includes more detail as well as the proposed Statement of Work.

ALTERNATIVES CONSIDERED

Action is a receive and file. Metro staff reviewed several car share operator criteria from similar efforts. The proposed criteria and statement of work takes into account the best practices from those agencies.

NEXT STEPS

Staff will return to the Board within six months to recommend a CSO and pilot station locations.

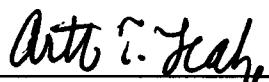
ATTACHMENTS

A. Car Share Operator Criteria

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ATTACHMENT A

Car Share Operator Criteria

Screening Criteria

- Operator must meet the definition of a “car share organization” (CSO)
 - A public, private, or non-profit entity that provides preapproved members access to a network of at least ten (10) motor vehicles in the County of Los Angeles
 - Vehicles may only be available to members by reservation on an hourly (or similar unit of time) and at set rates which may vary by time, date, and/or vehicle size
 - Vehicles are available to members at unstaffed, self-service locations and are available to members at all times
 - Automobile insurance must be provided for each car share vehicle and for each member using the vehicle during the time of use
 - The logo or emblem of the CSO must be prominently displayed on the driver, passenger, and rear of the vehicle
 - Vehicles must be less than seventy-two (72) inches in height, and emit low levels of emissions for the applicable vehicle class
 - Preference will be given to those CSOs with a fleet that meets the California Air Resources Board’s standard for a Super Ultra Low Emissions Vehicle
 - Vehicles must be available for rental at least seventy-five (75) percent of the time during any given week at each station
- Operator must document successful operations within Los Angeles County for the past five years
 - If applicant has been in the Los Angeles County market for less than five years, applicant must demonstrate financial viability in similar market

Statement of Work

Background

In April 2014, the Los Angeles County Metropolitan Transportation Authority (Metro) adopted the First/Last Mile Strategic Plan and Planning Guidelines (Plan). The Plan called for the integration of car share service at Metro park-and-ride lots. The Metro Board in July 2014, directed staff to develop pre-certification criteria and select a car share operator (CSO) to provide car sharing service at Metro park-and-ride lots. The aim of this pilot program is to implement components of the Plan which utilize private sector partners.

Metro is seeking a qualified CSO to provide car share service at Metro park-and-ride lots. This effort will be a pilot program lasting no longer than 18 months (including 12 month operation) from time of project commencement. During this time, the CSO shall also conduct outreach to the community and riders. Additionally, the CSO shall provide monthly and quarterly documentation of performance. The results of the outreach and performance documentation will inform a longer-term car sharing program at Metro park-and-ride lots.

Relevant Documents

The Car Share Pilot Program supports the following Metro and Southern California Association of Governments (SCAG) efforts:

Metro Countywide Sustainability Planning Policy:

http://media.metro.net/projects_studies/sustainability/images/countywide_sustainability_planning_policy.pdf

Metro First/Last Mile Strategic Plan and Planning Guidelines:

http://media.metro.net/docs/First_Last_Mile_Strategic_Plan.pdf

Project Objectives

- Improve first/last mile connections for Metro customers
- Test effectiveness of car sharing as a first/last mile strategy
- Reduce vehicle miles travelled and greenhouse gas emissions
- Reduce traffic congestion
- Expand mobility options for Metro customers, particularly those that are transit dependent
- Generate revenue for continued first/last improvements at stations

All deliverables rendered under this contract shall be in accordance with each task description outlined under the Scope of Services.

Scope of Services

Task 1: Project Administration, Management, and Coordination

Task 1.1 Project Administration, Management, and Coordination

The Contractor shall provide management, and any necessary staff as needed, to plan, organize, direct, supervise, control, and coordinate the administrative aspects of the project, including contract and subcontract administration, accounting/invoicing, office services, and personnel administration.

The Contractor shall closely communicate with Metro's Project Manager and provide updates to the program, which may include teleconference or in-person meetings with Metro approximately twice a month and ranging from 30 minutes to one hour in duration. The Contractor shall provide status and outcome of activities; provide debrief and lessons learned post-pilot period; identify issues that may impact program's implementation or schedule; and recommend and implement actions to keep project on schedule and budget. The Contractor shall be responsible for overseeing quality control and ensuring that all deliverables are in line with Metro's requirements. The Contractor shall anticipate attending outreach meetings and coordinating with appropriate community and customer representatives throughout the duration of the contract period.

Deliverables:

- Monthly electronic data storage, retrieval, analysis and reporting
- Arrange, schedule, and staff necessary meetings, events and activities and provide logistical support where necessary
- Project meetings with Metro (24 meetings estimated)

Task 1.2 Internet Collaboration System

The Contractor shall develop a secure computerized project folder that is accessible via the Internet to project team members, including Metro. This project folder shall contain documentation related to this project, including, but not be limited to, the Contractor's Project Management Plan, key correspondence, meeting minutes, reports, maps, photos, videos, project deliverables, key contacts, etc. The Contractor shall provide an index file and table of contents for ease of document access. The project folder shall be updated within two (2) working days of the distribution of the deliverable. All printed deliverables submitted shall have a corresponding electronic file submitted to this folder as a controlled document, unless otherwise indicated by Metro's Project Manager. The project folder shall have username and password protection. Upon completion of the Project or at the request of Metro, all contents shall be transferred to Metro. The Contractor shall work with Metro's Project Manager on the organization of the folder, membership roster, contents to be stored and uploaded, and maintain the secure computerized project folder for the duration of the contract. The Contractor shall use existing software or

tools that are readily available on the market, rather than creating new software to perform this task.

Deliverables:

- Set-up and maintain a secure computerized project folder for the duration of the contract period

Task 2: Provision of Car Share Service

Task 2.1: Pilot Car Share Location Selection

Contractor shall develop a rigorous methodology for determining pilot locations which will meet the program goals identified above. Site selection criteria should include but not be limited to: ridership, location of existing CSO members, areas with potential for new membership growth, disadvantaged communities, etc.

Metro Project Manager may propose additional or alternative station locations based on factors including geographic distribution, linkages to the Plan, etc.

Contractor shall identify no less than five (5) Metro-owned park-and-ride facilities to house the pilot program. Contractor will also indicate the number of spaces required at each park-and-ride facility.

Pilot location methodology and number of space shall be summarized in a technical memorandum to the Metro Project Manager

Deliverables:

- One (1) technical memorandum summarizing pilot location selection methodology, proposed sites, and required number of spaces

Task 2.2: Provide Car Share Service

Contractor shall provide vehicles at no less than five (5) Metro-owned park-and-ride facilities. The service will be for a 12-month period starting with the execution of a Memorandum of Understanding between Metro and Contractor. Contractor must meet the following criteria:

- Vehicles may only be available to members by reservation on an hourly (or similar unit of time) and at set rates which may vary by time, date, and/or vehicle size
- Vehicles are available to members at unstaffed, self-service locations and are available to members at all times
- Service locations must be at designated spaces within Metro park and ride facilities
- Automobile insurance must be provided for each car share vehicle and for each member using the vehicle during the time of use
- The logo or emblem of the CSO must be prominently displayed on the driver, passenger, and rear of the vehicle

- Vehicles must be less than seventy-two (72) inches in height, and emit low levels of emissions for the applicable vehicle class
- Preference will be given to those CSOs with a fleet that meets the California Air Resources Board's standard for a Super Ultra Low Emissions Vehicle
- Vehicles must be available for rental at least seventy-five (75) percent of the time during any given week at each station

Contractor will have the following roles and responsibilities:

- Contractor will be responsible for providing all CSO vehicles at station locations
- Contractor will be responsible for maintenance and security of all CSO vehicles
- Contractor will be responsible for managing the access to vehicles through their membership program
- Contractor will be responsible for resolving all customer and membership complaints with service including vehicle availability

Deliverables:

- Provide a sufficient number of car sharing vehicles at no less than five (5) Metro-owned park-and-ride lots to ensure vehicles are available at least seventy-five (75) percent of the time during any given week at each station

Task 2.2a: Provide Quarterly Performance Reports

Contractor shall provide quarterly performance reports to the Metro Project Manager. Performance reports will document statistics including but not limited to utilization rate (frequency, time, day, duration), availability, and revenue generation. Quarterly Performance Reports shall be submitted to the Metro Project Manager on the first business day of the new quarter.

Task 2.2.b: Conduct Quarterly Member and Metro Customer Survey

Contractor shall develop and conduct a quarterly survey of members and Metro customers at each pilot station location. The survey shall include but not be limited to the following topics: origin and destination; service utilization; Metro utilization; customer and member satisfaction; demographics; and suggestions for improvements. Quarterly Member and Metro Customer Survey Reports shall be submitted to the Metro Project Manager on the first business day of the new quarter.

Deliverables:

- Four (4) Quarterly Performance and Survey reports to be submitted on the first business day of the new quarter

Task 2.3: Conduct Community and Metro Customer Outreach

Once Contractor has selected pilot stations, Contractor and Metro staff will conduct outreach to the community as well as Metro customers at each station. The Contractor shall be responsible for a number of outreach efforts at pilot locations and within the community, including, but not be limited to, the activities listed in this section. The Contractor shall provide multilingual materials as needed.

Task 2.3.a: Outreach Materials

Contractor shall work with Metro Project Manager to develop all outreach materials. Once outreach materials are approved, Contractor shall be responsible for the production of all outreach materials. Materials shall be available in printed and electronic form for distribution by mail and electronically, at events, and on the program website. All materials shall be consistent with Metro design and content standards. The Contractor shall use Metro's existing logos and design templates whenever feasible. Metro's Project Manager shall have final approval over content and frequency of material to be produced.

Deliverables:

- Development of collateral informational material in printed and electronic form (nine different templates estimated)
- Upload content onto secure computerized project folder

Task 2.3.b: Conduct Outreach

Contractor will conduct outreach to residents and businesses within 1/2-mile of pilot station locations. Outreach will include but not be limited to direct mailings, field intercept outreach, and internet and social media advertisements.

Outreach should emphasize using Metro and Contractor's service to complete their trip; environmental and financial benefits of Metro and car share; and explanation of how to join the Contractor's membership. This outreach effort shall last for at least the first month of the pilot program. Internet promotion shall last for the duration of the pilot program. Contractor shall provide summary of outreach efforts including number of customers and community members reached, number of new memberships, and utilization rate before and after outreach efforts.

Deliverables:

- Development of marketing collateral and strategy
- One (1) technical memorandum summarizing effectiveness of outreach campaign

Evaluation Criteria

Any proposals resulting from this RFP will be evaluated according to the following criteria and associated weights. Sub-criteria are weighted in descending order.

Criteria		Score
1.	Understanding of the Statement of Work <ul style="list-style-type: none"><li data-bbox="300 508 1372 656">• Responsiveness to this RFP and completeness of information provided to explain how the Statement of Work will be implemented without parroting the RFP scope. Understanding of the approach, activities, and methodology necessary to complete the required services. (15%)<li data-bbox="300 656 1290 762">• Demonstrate an understanding of local context as it relates to the Statement of Work (e.g., environmental, institutional, and social barriers). (5%)<li data-bbox="300 762 1372 846">• Explain potential issues and challenges as it relates to the Statement of Work. (5%)	25%
2.	Experience of Team Members <ul style="list-style-type: none"><li data-bbox="300 889 1388 1100">• Experience, quality, and capabilities of Contractor Team. Identify key team personnel (i.e., Project Manager, outreach staff, engineer, etc.) and indicated what percentage of each team member's time will be dedicated to this project. List the major relevant projects your team members have participated in within the last five years and indicate experience and accomplishments in similar programs. (20%)<li data-bbox="300 1100 1356 1248">• Evidence of relevant training and experience in managing and coordinating successful car sharing programs. Ability to lead a multi-disciplinary project team and possess strong project management skills and experience. (10%)<li data-bbox="300 1248 1274 1311">• Evidence of expertise in providing car sharing service in a diverse market. (10%)<li data-bbox="300 1311 1339 1396">• Evidence of relevant training and experience to successfully work with government agencies and coordinating entities. (5%)	45%
3.	Approach to Outreach and Technical Work <ul style="list-style-type: none"><li data-bbox="300 1453 964 1480">• Demonstrate innovation in approach (10%)<li data-bbox="300 1480 1176 1507">• Demonstrate long-term sustainability of the program (10%)	20%
4.	Revenue Generation Potential <ul style="list-style-type: none"><li data-bbox="300 1564 1307 1628">• Demonstrates financial viability and potential to generate revenue to support Metro's goals (10%)	10%

MOTION BY:

**MAYOR ERIC GARCETTI, DIRECTOR PAM O'CONNOR, AND
DIRECTOR MIKE BONIN**

July 16, 2014

Systemwide Parking

Car Share

At the April 2014 Board meeting, the MTA Board adopted the First/Last Mile Strategic Plan.

The First/Last Mile Strategic Plan called for the integration of car share vehicles at MTA Park & Ride lots.

Car share complements MTA's transit service, allowing transit riders to make a seamless connection between MTA stations and their final destinations and affording transit riders the many mobility benefits of a car without the financial burden of car ownership.

The First/Last Mile Strategic Plan identifies other benefits of car share, including increased transportation flexibility; expanded modal opportunities for those that are transit dependent; and reduction of Vehicle Miles Traveled and Greenhouse Gas emissions.

Research by the University of California, Berkeley has shown that each car share vehicle takes between 9 and 13 cars off of the road.

Car share will make it easier for people to get to their destinations using MTA transit service.

WE, THEREFORE, MOVE that the MTA Board direct the CEO to:

- A. Develop pre-certification criteria for qualified carshare operators.
- B. Work with a qualified carshare operator to immediately initiate a carshare pilot program at a minimum of five select Park & Ride lots.

- C. In conjunction with the Comprehensive Parking Assessment, develop and initiate a long-term carshare program at appropriate Park & Ride lots, including those that currently exist, are under construction, and are planned.
- D. Report back at the October 2014 MTA Board meeting on all the above.

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