

EXHIBIT A-1

YOLO TMA SCOPE OF WORK

The Yolo TMA's goal is to reduce single vehicle occupancy trips within Yolo County. Yolo TMA will complete the following tasks to encourage people to walk, bike, ride transit, carpool, vanpool and telework.

- 1. Employer Pilot Project:** Work with CalSTRS, SACOG, the City of West Sacramento, and YoloBus to launch new programs and services to reduce car trips during construction of the CalSTRS parking garage. CalSTRS will have reduced parking availability during construction, making it the opportune time to encourage non-drive alone travel options. Programs and services could include creating a temporary shuttle service, launching new commuter incentives for those who take alternative modes of transportation, hosting commute challenges through Sac Region 511 website to increase awareness about alternatives, and hosting unique pop-up events to create excitement for alternative modes. Yolo TMA will work with CalSTRS to administer pre- and post-program surveys to measure the impact of these programs in reducing car trips.
- 2. Launch new subsidy program:** Update Yolo TMA subsidy program for non-drive alone trips by increasing the subsidy amounts and making the subsidies easier to redeem by using Sac Region 511 website features.
- 3. Pilot targeted marketing strategies:** Work with SACOG to identify target markets and determine best marketing strategies to reach those target markets. This could include reaching out to employees and/or residents through unique pop-up events, social media ads, direct mailings, emails, or other media.
- 4. Provide Emergency Ride Home (ERH) services:** Yolo TMA will continue to provide ERH services to employer members until SACOG creates a regional Guaranteed Ride Home Program.

The table below summarizes the tasks, deliverables and budget for this scope of work. The budget for this scope of work shall not exceed \$64,367.47.

TASK SUMMARY TABLE		
Tasks	Deliverables	Due Date
<p>1. Employer Pilot with CalSTRS</p> <p>1.1 Work with CalSTRS to create and launch a pilot project for employer-based programs that reduce car trips This could include creating a reward-based incentive for carpooling, vanpooling, biking, transit, and walking for CalSTRS employees who switch over to an alternative mode during the construction period.</p>	<ul style="list-style-type: none"> • Scope of work for an employer pilot project that identifies major incentives and outreach that will be done at CalSTRS • Report at conclusion of pilot showing number of parking spaces being used, number of subsidies distributed, and survey results showing any mode shift changes before, during, and after pilot. 	<p>December 2019</p> <p>December 2020</p>

<p>2. Update Subsidy Program</p> <p>2.1 Continue administering current alternative mode subsidies (biking, walking, transit, carpool, and vanpool) while working with SACOG to identify areas where subsidy program can be updated to improve administration and user experience.</p>	<ul style="list-style-type: none"> • Administer current subsidy programs • Launch new subsidy program to employer members for biking, walking, transit, carpooling, and vanpooling to/from work, errands, appointments, etc. • Quarterly reports showing number of subsidies awarded compared to prior year. 	<p>September 2019 – February 2020</p> <p>March 1, 2020</p> <p>Ongoing</p>
<p>3. Targeted Marketing/Outreach Activities</p> <p>3.1 Meet with SACOG to identify target markets, scope out pop-up event(s), and determine best marketing strategies to reach target markets</p>	<ul style="list-style-type: none"> • Hold unique pop-up marketing events with partners to showcase the different modes of alternative transportation. • Quarterly reports summarizing targeted marketing and outreach activities/events with public and private partners, including lessons learned, successes and failures of the pilots • Print collateral, web development, direct mailing, and other communication materials 	<p>2019-2020</p>
<p>4. Emergency-Ride-Home</p> <p>4.1 Provide Emergency Ride Home services to employer members until regional program is launched</p>	<ul style="list-style-type: none"> • Quarterly Report showing number of ERH vouchers redeemed 	<p>2019-2020</p>