



Transportation Committee

Meeting Date: October 3, 2019

Agenda Item No. 4

Approve Contract Extension for the Yolo Transportation Management Association

Action

Prepared by: Sabrina Bradbury

Approved by: Matt Carpenter

Attachments: Yes

1. Issue:

As part of the 2018-2019 Next Generation Transportation Demand Management (TDM) program the SACOG board awarded \$75,000 to the Yolo Transportation Management Association (Yolo TMA) to reduce car trips. To date, Yolo TMA has only spent \$10,632.52 of the \$75,000 grant, leaving a balance of \$64,367.47. Yolo TMA is requesting a contract extension to use the remaining balance.

2. Recommendation:

That the Transportation Committee recommend that the board approve a contract extension for the Yolo Transportation Management Association.

3. Background/Analysis:

As part of the 2018-2019 Next Generation TDM program the SACOG Board awarded \$75,000 to the Yolo Transportation Management Association (Yolo TMA) to reduce car trips. Yolo TMA is managed by the Yolo County Transportation District. To date, Yolo TMA only spent \$10,632.52 of the \$75,000 grant, leaving a balance of \$64,367.47. Historically, grants to TMAs are for one fiscal year and unspent funds roll back into the TDM program. Yolo TMA is requesting a contract extension to use the \$64,367.47 remaining balance.

Since the new iteration of TDM is the Advancing Innovative Mobility program, SACOG staff has worked with the Yolo TMA to update the scope of work to ensure that Yolo TMA's work aligns with the new program.

Yolo TMA will focus on four main tasks that will pilot and evaluate TDM programs in Yolo County. Those four tasks include: (1) Working with the California State Teachers Retirement System (CalSTRS) to pilot employer-based programs that encourage people to drive less during construction of its parking garage; (2) Launching an updated subsidy program for people who bike, walk, ride transit, carpool, vanpool and telework to make the subsidies easier to redeem and promote to TMA employer members; (3) Piloting targeted marketing efforts to increase awareness of travel options and promote the TMA's incentive programs; and (4) Provide Emergency Ride Home services to employer members until SACOG launches a regional program. The Yolo TMA will track use of these programs and assess their effectiveness in reducing car trips. Attachment A is the scope of work that will be included in the contract, should the board approve the contract extension. If the SACOG board does not approve the contract extension the fund balance would roll back to the Innovative Mobility Program.

4. Discussion/Analysis:

The revised scope from Yolo TMA aligns with SACOG's Innovative Mobility Program goals, seeks to measure effectiveness of existing and new programs, and seeks to test new ideas for delivering mobility programs. Yolo TMA is positioned to deliver programs and partnerships that help SACOG deliver cost-effective programs that reduce car trips. Yolo TMA has existing partnerships with large employers and the cities within Yolo County, and is actively expanding partnerships to include other private, public and non-profit entities in the area.

5. Fiscal Impact/Grant Information:

The SACOG board awarded \$75,000 to Yolo TMA in fiscal year 2018-2019. This action would extend that contract through December 31, 2020, to allow the TMA to spend the remaining \$63,367.47.

6. This staff report aligns with the following SACOG Work Plan Goals:

5 - Establish the Sacramento Region as an Innovator & Test-Bed for New Ideas