



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

February 1, 2012

FR: Executive Director

W. I. 1413

RE: Climate Initiatives Public Outreach Program:

- i. *Contract Amendment: Jones & Stokes Associates, Inc. (\$400,000)*
- ii. *Contract: Institute of Transportation Studies at the University of California, Davis (\$114,000)*

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Jones & Stokes Associates, Inc., a wholly owned subsidiary of ICF Consulting Group, Inc. in the maximum amount of \$400,000 to implement two smart driving pilots, and a sole source contract with the Institute of Transportation Studies at the University of California, Davis (ITS-Davis) in the amount of \$114,000 to implement on smart driving pilot.

In December 2009, MTC programmed \$80 million over a three-year period to implement the Climate Initiatives Program, a program dedicated to making short-term investments that reduce transportation-related emissions and vehicle miles traveled. In developing the program, the Commission recognized the significant role that individuals can play in reducing greenhouse gas emissions. The cumulative results of Bay Area residents' individual actions are also key to making progress. Therefore, of the \$80 million programmed, \$1.5 million was set aside to develop a regional program to reduce greenhouse gas emissions by educating the public about transportation choices they can make to reduce these emissions.

Climate Education and Public Outreach

In July 2010, this Committee selected the consulting firm RHDG to assist MTC with the Climate Initiatives Outreach Program. RHDG, and the evaluation consultant, Jones and Stokes Associates, Inc., completed both primary and secondary research, including a random telephone poll of Bay Area residents. This research determined that smart driving (including decisions such as vehicle selection and maintenance, route selection, vehicle load, and driver behavior) is the transportation behavior with both the greatest potential greenhouse gas (GHG) emissions reduction and the greatest likelihood to be adopted by Bay Area drivers. MTC staff have also determined that smart driving is one of the policy initiatives that has the greatest potential to meet the Bay Area's emission reduction goal of 15% by 2040, by contributing 1.4% per capita emission reduction by 2035.

Smart Driving Program Development

Last August, this Committee approved additional funding for the RHDG contract to implement a smart driving outreach program and directed staff to design the program, with attention to low-income and limited English populations. Per this direction, staff conducted five focus groups,

including members of Policy Advisory Council and community-based organization members representing those with limited English proficiency (LEP) and low income communities. The focus group results indicated that most participants did not realize the impact that driving behavior could have on fuel savings and GHG emission reduction. Participants also indicated that they needed a prompt to alter their behavior while driving, and they wanted easy-to-use, simple, convenient tools with straight-forward language and visuals. The LEP/low-income community representatives indicated the importance of highlighting the direct link between Smart driving and time and money savings, and that any smart driving messaging should be delivered by trusted sources from within a community. The focus group results assisted us in selecting the most effective and replicable smart driving tactics to be tested with pilot groups to determine a tactic's effectiveness prior to region-wide rollout.

Contract Authorization: Smart Driving Pilots

Staff recommends that the Committee authorize three smart driving pilots to be implemented in 2012, two through a contract amendment with Jones and Stokes Associates, Inc., and one through a sole source contract with ITS-Davis to expand its pilot's sample in the Bay Area to meet the goals of MTC's Climate Initiatives Program. The contract scope of work will include the recruitment of pilot participants, purchase and installation of devices/technology, ongoing communication with participants, and evaluation of pilot results. Pilot participants will be recruited through the 511 website, partner organizations and employers, and will include a focus on LEP/low-income participants. The three pilot tactics we are recommending include:

- 1) In-vehicle devices, using miles per gallon (MPG) savings devices that will be installed into participants' vehicles, displaying MPG information for vehicle acceleration and deceleration, and showing MPG savings in real-time;
- 2) Tire pressure caps, to encourage timely inflation, improving MPG and driver safety; and
- 3) MPG mobile apps, similar to the in-vehicle device pilot in a telephone app. format. This pilot will be conducted in conjunction with ITS-Davis.

Each pilot will be evaluated for its ability to effect change in pilot participant's behavior and, ultimately, reduce GHG emissions. This will be accomplished by collecting a pilot participant's activities through the piloted tool itself (e.g., data collected by MPG mobile app or in-vehicle devices) or through self-reporting. Evaluation data will be used to determine any potential future activities, including introducing the successful elements to the Bay Area public. Staff will return to this Committee with the program's results once the pilot evaluation is complete.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Jones & Stokes Associates, Inc., a wholly owned subsidiary of ICF Consulting Group, Inc. in the maximum amount of \$400,000 to implement two smart driving pilots, and a sole source contract with the Institute of Transportation Studies at UC Davis in the amount of \$114,000 to implement one smart driving pilot.



Steve Heminger

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Consultant Contract Amendment

Work Item No.: 1413

Consultants: Jones & Stokes Associates, Inc.
San Francisco, CA

Work Project Title: Climate Initiatives Public Outreach Program.

Purpose of Project: Implement smart driving pilots.

Brief Scope of Work: Implement smart driving pilots in 2012 to determine a tactic's effectiveness prior to region-wide rollout, providing both cost savings and useful research results.

Project Cost Not to Exceed: \$400,000 (this amendment)
Original Contract + Am. #1: \$2,000,000
Total Authorized Contract (with amendment): \$2,400,000

Fiscal Impact: 100% CMAQ; all funds are included in MTC FY 2012-13 budget.

Motion by Committee: That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with Jones & Stokes Associates, Inc., for the work described above and in the Executive Director's memorandum dated February 1, 2012 and the Chief Financial Officer is authorized to set aside funds up to \$400,000 for such amendment.

Administration Committee: _____
Dave Cortese, Chair

Date: February 8, 2012

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Consultant Contract

Work Item No.: 1413

Consultants: Institute of Transportation Studies at the University of California, Davis (ITS-Davis)
Davis, CA

Work Project Title: Climate Initiatives Public Outreach Program.

Purpose of Project: Implement smart driving pilot.

Brief Scope of Work: Implement smart driving pilot in 2012 to determine a tactic's effectiveness prior to region-wide rollout, providing both cost savings and useful research results.

Project Cost Not to Exceed: \$114,000

Fiscal Impact: 100% CMAQ; all funds are included in MTC FY 2012-13 budget.

Motion by Committee: That the Executive Director or his designated representative is authorized to negotiate and enter into a contract with the Institute of Transportation Studies at the University of California at Davis for the work described above and in the Executive Director's memorandum dated February 1, 2012, and the Chief Financial Officer is authorized to set aside funds up to \$114,000 for such amendment.

Administration Committee: _____
Dave Cortese, Chair

Date: February 8, 2012