



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item: 2g

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Memorandum

TO: Administration Committee

DATE: February 4, 2015

FR: Executive Director

W.I.: 1413

RE: Contract Amendment – Smart Driving Implementation: ICF Jones & Stokes (\$500,000)

This memorandum requests the Committee's approval to enter into a contract amendment in the amount of \$500,000 with ICF Jones & Stokes (ICF) to implement the next phase of MTC's Smart Driving Program. Smart driving is listed in Plan Bay Area as a strategy to meet the Bay Area's greenhouse gas emission reduction goals. The recommended funds are Cycle 1 Congestion Mitigation and Air Quality (CMAQ) funds programmed in the agency budget for this purpose as part of the Climate Program.

Background

In September 2010, this Committee selected ICF to assist MTC with evaluation of the Climate Program. Since that time, ICF has conducted evaluation and program management activities to determine the transportation-related activities with the greatest emission reduction potential. 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. Plan Bay Area included \$160 million for smart driving as a key strategy to help the region meet our greenhouse gas emissions reduction goal of 15 percent by 2035, by contributing 1.5 percent per capita emission reduction by 2035.

In February 2012, this Committee authorized ICF and UC Davis to implement two smart driving pilots to test innovative strategies to reduce emissions. The two pilots tested the effectiveness of in-vehicle devices and smart phone applications that display real-time driver behavior in fuel efficiency and reductions in aggressive driving behaviors, including speeding. Both pilots included results from just under 100 participants. Results from the pilots indicated promising results in improvement in fuel economy, with the UC Davis pilot yielding a 15% improvement in gas mileage from one of the app types tested. We hope to expand on these promising results by distributing this app and a similar in-vehicle device to a larger number of Bay Area commute drivers. This approach is consistent with Plan Bay Area's smart driving program and the results of this effort will inform the 2017 update to Plan Bay Area.

Smart Driving Program

Staff is requesting the use of \$500,000 of existing Cycle 1 CMAQ funds to amend MTC's contract with ICF to expand the successful elements of the pilot programs. Specifically, staff is proposing to direct ICF to purchase and distribute in-vehicle devices that provide real-time feedback on driving behavior, and to distribute the app created and piloted by UC Davis. Both technologies would be available to commute and vanpool drivers leveraging other initiatives such as the 511 Regional Rideshare Program and its partners, and as incentives in coordination with promotion of the Express Lanes program via the Alameda County Transportation Commission. The requested funds would go toward the following:

1. Purchasing up to 4,000 smart driving devices, each of which would go into commute driver vehicles;
2. Providing technical enhancement to the UC Davis app to ensure it can support a larger number of users; this app will provide a low cost alternative to the retail devices, and can be distributed to an unlimited number of drivers; and
3. Developing smart driving educational materials to distribute at outreach events and with the smart driving devices and apps. These materials will be available in both print and electronic formats.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract amendment with ICF in an amount not to exceed \$500,000 to implement MTC's Smart Driving Program to Bay Area commute drivers.



Steve Heminger

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Contract Amendment

Work Item No.: 1413

Consultant: ICF Jones & Stokes
San Francisco, CA

Work Project Title: Smart Driving Program

Purpose of Project: Implement a smart driving program for Bay Area commute drivers.

Brief Scope of Work: Implement a smart driving program including purchase and distribution of smart driving devices, provide support for a smart driving app and development of smart driving educational materials.

Project Cost Not to Exceed: \$500,000 this amendment
Previously approved agreement = \$2,400,000
Total approved contract amount based on this action = \$2,900,000

Funding Source: CMAQ Funds

Fiscal Impact: Funds programmed in the FY 2014-15 Agency Budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with ICF Jones & Stokes in an amount not to exceed \$500,000 to provide program management assistance for MTC's Smart Driving Program as described above and in the Executive Director's memorandum dated February 4, 2015, and the Chief Financial Officer is authorized to set aside \$500,000 for such amendment.

Administration Committee:

Adrienne J. Tissier, Chair

Approved: Date: February 11, 2015