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Memorandum

TO: Administration Committee DATE: September 26, 2007

FR: Executive Director W. I. 1512

RE: Funding Agreement Amendment – City CarShare in San Francisco
(i) Expansion ($294,792)
(ii) Pricing Innovations ($436,000)

City CarShare is a non-profit organization that operates car-sharing services for its members within the San Francisco Bay Area. MTC staff requests the Committee's approval to enter into a 2-part funding agreement amendment to: (1) expand car-sharing services in San Francisco by adding $294,792 in High Priority Project funds; and (2) examine value pricing innovations in San Francisco by adding $436,000 in Value Pricing Pilot Program funds.

City CarShare Expansion in San Francisco
Under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA), City CarShare received $1.6 million in federal High Priority Project (HPP) funds to support expanded car-share services in San Francisco. As a non-profit organization, City CarShare is not able to receive these federal funds directly. Therefore, MTC is the public agency co-sponsor, serving as the pass through public agency, on behalf of City CarShare for these funds.

The $1.6 million in HPP funding is distributed to City CarShare over five fiscal years (FY 04-05 through FY 08-09). In February 2007, MTC executed a funding agreement for two years of funding to expand car-sharing services in low and moderate income neighborhoods in San Francisco. The proposed amendment would add $294,792 in HPP funds for the third fiscal year's funding for the following categories:

- City CarShare will expand its fleet by purchasing twenty additional vehicles for fifteen new or existing San Francisco locations.
- Operate and maintain vehicles and related infrastructure.
- City CarShare will enhance, develop, test, purchase, install and operate new vehicle tracking, reservation and real time communications hardware and software for the San Francisco fleet of vehicles.
- Expanded marketing and outreach activities will be provided through this funding agreement.

Value Pricing Pilot Program

In addition to the HPP earmark, City CarShare was recently awarded $436,000 in April 2007 through the Value Pricing Pilot Program (VPPP), a federally funded competitive grant program. The VPPP funds are for City CarShare to initiate a pilot project to (1) implement and evaluate the establishment of City CarShare locations at developments where parking pricing strategies will be used and (2) develop a detailed plan outlining the technological changes needed to implement a carpool system for City CarShare members.

City CarShare will provide local match of 20% of the total project costs for both the HPP and VPPP funding. These projects are currently in the Federal Transportation Improvement Program (TIP). The $294,792 HPP funds are in MTC's FY 2007-08 budget and the $436,000 VPP funds will be amended into the budget this month.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designated representative to negotiate and enter into a funding agreement amendment with City CarShare for $294,792 in HPP funds and $436,000 in VPP funds to support expanded car-sharing services in San Francisco, subject to Commission approval of an amendment to MTC's FY 2007-08 budget (MTC Resolution 3818, Revised, Item 5 of the agenda).

Steve Heminger

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement Amendment

Work Item No.:	1512
Contractor:	City CarShare San Francisco, California
Work Project Title:	Expand City CarShare Services in Low and Moderate Income Neighborhoods in San Francisco
Purpose of Project:	To provide additional vehicles and related infrastructure improvements in order to expand car-sharing services in San Francisco.
Brief Scope of Work:	1. Expand City CarShare San Francisco Fleet. 2. Operate and maintain vehicles and related infrastructure. 3. Enhance, develop, test, purchase, install and operate new vehicle tracking, reservation and real time communications hardware and software for the San Francisco fleet of vehicles. 4. Expand marketing and outreach activities will be provided through this funding agreement.
Project Cost Not to Exceed:	$294,792 (previous approved agreement is $686,899)
Funding Source:	Federal Highway Administration (FHWA)
Fiscal Impact:	$1,360,000 in funding in the FY 2007-08 agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement amendment with City CarShare to expand car-sharing services in San Francisco, and the Chief Financial Officer is directed to set aside funds in the amount of $294,792 for such funding agreement amendment.
Administration Committee:	_____ Bob Blanchard, Chair
Approved:	Date: October 3, 2007

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement Amendment

Work Item No.:	1512
Contractor:	City CarShare San Francisco, California
Work Project Title:	San Francisco Bay Area City CarShare Pricing Innovations Project.
Purpose of Project:	Reduce vehicles miles traveled (VMT) by helping travelers internalize the marginal cost of driving.
Brief Scope of Work:	1. Implement and evaluate establishment of new City CarShare locations at new developments where parking pricing strategies will be used. 2. Carsharing and Carpooling Feasibility Study
Project Cost Not to Exceed:	$436,000
Funding Source:	Federal Highway Administration (FHWA)
Fiscal Impact:	$436,000 in VPPP is being amended into the FY 2007-08 agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement amendment with City CarShare to examine City CarShare pricing innovations in San Francisco, and the Chief Financial Officer is directed to set aside funds up to $436,000 for such funding agreement, subject to its inclusion in the MTC FY 2007-08 budget.
Administration Committee:	
	Bob Blanchard, Chair
Approved:	Date: October 3, 2007