



ERIC GARCETTI
MAYOR

October 14, 2015

Honorable Members of the City Council
c/o City Clerk
Room 395, City Hall

Re: Notification of Submission of a Grant Application and Subsequent Notice of award from the California Air Resources Board (CARB) Fiscal Year 2014-15 Targeted Carsharing and Mobility Options in Disadvantaged Communities Pilot Project titled "L.A. Leading by Example: Partnering to Pilot EV Carsharing in Disadvantaged Communities" (L.A. City Carsharing Pilot Project)

Honorable Members:

In accordance with Section 14.6(c) of the Los Angeles Administrative Code, the Mayor's Office of Budget and Innovation (MOBI) via the Sustainability Team is providing notification to the City Council about its submission of a grant application and the subsequent notice of an award on June 9, 2015 from the California Air Resources Board (CARB).

Transmitted herewith for consideration by the City Council is a request to accept \$1,669,343 in grant funds from the CARB for the Fiscal Year 2014-15 Grant Solicitation for the Car Sharing and Mobility Options in Disadvantaged Communities Pilot Project, for a performance period from the date of execution of the CARB grant agreement through October 31, 2018.

Background

All projects funded from the Greenhouse Gas Reduction Fund (GGRF) must reduce greenhouse gas (GHG) emissions. The overarching goal of this project is to also achieve co-benefit criteria pollutant emission reductions through the introduction of advanced clean car sharing fleets or other mobility options including, but not limited to, advanced technology vanpooling and shuttles into the State's most disadvantaged communities. These

communities are identified by the California Environmental Protection Agency's California Communities Environmental Health Screening Tool (CalEnviroScreen 2.0) that assesses all census tracts in the State to identify areas disproportionately burdened by and vulnerable to multiple sources of pollution.

City of Los Angeles Project

The Car Sharing Pilot Project will utilize grant funds to double the presence of carsharing within the City of Los Angeles (City), and radically improve the availability of the service to low-income Angelenos by adding 100 vehicles in disadvantaged communities. 80 percent of these vehicles will be Battery Electric Vehicles (BEV) and Plug-in Hybrids (PHEV) and the remaining will be hybrid gas-electric. Following a Request for Qualifications (RFQ), the program will be operated by leading industry operator(s), several of whom offered to partner on this project at the time of the proposal. Within three years, this project will recruit at least 7,250 new users who are expected to sell or avoid purchase of 1,000 private vehicles, reducing an estimated 2,150 tons of CO₂ annually. This pilot project helps to advance the goals of the Sustainable City Plan.

For this pilot phase, the targeted areas include Westlake, Pico-Union, and neighborhoods north of the University of Southern California (USC), portions of Downtown, Hollywood, and Koreatown currently unserved by the forthcoming Integrated Mobility Hubs project by the City of Los Angeles Department of Transportation (LADOT). These communities are within the top 10% of the highest need communities on the California EPA's CalEnviroScreen index – a tool that was used to identify neighborhoods most impacted by pollution and poverty. Major portions of these communities fall in the L.A. Promise Zone, which aims to promote sustainable and livable communities where residents have access to affordable housing and diverse transportation options.

The pilot project plans to educate the residents of the some of the City's most vulnerable communities about carsharing and other transportation alternatives. The placement of public EV charging, parking, and advanced technology vehicles will transform these neighborhoods. These communities will have more mobility options, reduced exposure to air pollution, and more access to jobs, health care, education, and quality food/shopping.

Project Deliverables:

1. Quickly scale a 100-vehicle pilot carshare fleet (which is 80% EV) in partnership with carshare operator(s) to serve disadvantaged communities in Central L.A.;
2. Install at least 110 Level 2 charging units at on-and-off street public parking locations where EV carshare vehicles will be parked; and
3. Recruit 7,250 users from the base of residents in these disadvantaged communities to these EV carshare programs in partnership with the Community-Based Organizations (CBOs) and the operator(s).

Administration and Community Participation

The LADOT will implement the pilot project in coordination with the Mayor's Sustainability Team, and a host of City Departments and CBOs. Shared Use Mobility Center (SUMC) will serve as the sub-recipient of this grant in its primary role as technical advisor to the project. SUMC is a national public-interest non-profit organization focused on car, bike, and ridesharing solutions. SUMC will provide assistance with project management, technical assistance in the RFQ, survey tools, GHG reduction estimation, data analysis, tracking, and reporting requirements. Because of these unique skills and subject matter expertise, SUMC was selected as the City's sub-recipient partner and technical advisor on the Carsharing Pilot Project application and award process. Therefore, I request a waiver from the 1022 Determination process for SUMC.

CBOs will conduct outreach and education as well as promote membership in the carsharing program in conjunction with this project. The CBOs will be part of the Project Steering Committee and will work with Family Source Centers, Work-Source Centers, and affordable housing complexes located near public transportation hubs. Participating CBOs are the Coalition for Clean Air, Communities for a Better Environment, Korean Immigrant Workers Alliance, LA Thrives, Move LA, PATH Ventures, T.R.U.S.T. South LA, NRDC, and Enterprise Community Partners.

The grant project is made possible with resources and involvement of four City departments: LADOT, the Department of Water and Power (LADWP), the Public Works Bureau of Street Lighting (BSL), and the Housing and Community Investment Department (HCIDLA).

Match Requirements

In order for the grant to be competitive during the solicitation process and to demonstrate the collaborative power of the City, the above-mentioned departments have committed to provide in-kind support to the pilot project. Total in-kind support resources from these four City Departments amount to \$1,018,870. LADOT will administer the pilot project in accordance with the grant scope of work and deliverables.

Agency	Match	Commitments
LADOT Permit Parking	\$100,620	Staff time to coordinate with project partners on placement of vehicles and EVSE in on-street spaces.
LADOT Development Services	\$218,250	Staff time to coordinate between this project and Integrated Mobility Hubs (IMH)*. Marketing and outreach will be jointly pursued between projects.

LADWP	\$400,000	Procure and install 80 pedestal or wall charging stations (average cost of \$5,000/ea.) in coordination with project partners.
PW Bureau of Street Lighting	\$300,000	Procure and install 30 street light chargers (average cost of \$10,000/ea.) - utilizing existing above-ground power lines - in coordination with this project.
HCIDLA	-	Will identify locations of affordable housing units near transit hubs that will benefit from project.
Mayor's Office of Sustainability	-	Will provide project guidance and serve as liaison to CARB throughout the term of the grant.

**The IMH aims to provide new first/last mile transportation options at designated mobility hub locations. These services will enhance the accessibility of low-income individuals to transit services connecting to employment centers, job training sites, community colleges, and other educational facilities.*

In addition, city staff will provide assistance for this project and their salaries will be counted as "in-kind" contributions. The breakdown of the in-kind salaries per Fiscal Year are detailed in the table below.

City of Los Angeles - Assumes 11/1/2015 start. Part-time, As Needed Support. Hours may vary.	2015-16	2016-17	2017-18	2018-19	TOTAL
LADOT Project Director (Estimated 10 hours/week)	\$28,000	\$42,000	\$42,000	\$14,000	\$126,000
LADOT Integrated Mobility Hub (IMH) Coordination (Estimated 2 hours/week)	\$5,686	\$8,528	\$8,528	\$2,842	\$25,584
LADOT IMH Project: Outreach Coordinator – (Estimated 14 hours/week)	-	\$33,333	\$33,333	-	\$66,666
LADOT Parking (Management Analyst)- (Estimated 15 hours/week)	\$22,360	\$33,540	\$33,540	\$11,180	\$100,620
Totals by In-kind City Staff commitments by FY	\$56,046	\$117,401	\$117,401	\$28,022	\$318,870

Request for Qualifications

As part of the grant project deliverables, the LADOT will issue a RFQ to select the most qualified operator(s) for this pilot project within 30 days of the project start date. To address obstacles to the project start-up, the grant will provide \$600,000 in program startup assistance which the operator may use to help defray expenses or provide subsidies to reduce EV user fees for the first year. Operator investment in the pilot is estimated at \$5 million for the fleet

and \$4 million for program operating costs. The RFQ will be designed to maximize the GHG impacts of the fleet while ensuring project success.

RECOMMENDATIONS

It is therefore requested that the City Council:

1. **Authorize** the Mayor, or designee, to:
 - a. **Accept** on behalf of the City, the Fiscal Year 2014-15 Targeted Car Sharing and Mobility Options in Disadvantaged Communities Pilot Project grant award in the amount of \$1,669,343 from the California Air Resources Board (CARB), for a performance period effective from the date of execution of the CARB grant agreement through October 31, 2018;
 - b. **Negotiate** and execute the Grant Award Agreement on behalf of the City and submit any other necessary agreements and documents relative to the grant award, subject to the approval of the City Attorney as to form and legality;
 - c. **Request** a waiver from the Charter Section 1022 Determination process for Shared Use Mobility Center (SUMC) for the following reasons: that SUMC was identified and selected for their expert and technical services in order to partner with the City in the CARB Car Sharing Pilot application and award process;
2. **Authorize** the General Manager of LADOT, or designee, to negotiate and execute a personal services agreement with Shared Use Mobility Center (SUMC) to provide technical assistance and expertise on transportation issues and solutions, in an amount not to exceed \$218,960, for a performance period of 35 months effective from November 1, 2015 through October 31, 2018, subject to the availability of funds, compliance with City contracting requirements and approval of the City Attorney as to form and legality;
3. **Authorize** the General Manager of LADOT, or designee, to prepare and release a Request for Qualifications (RFQ) to identify and select an operator(s) for the Carsharing Pilot Project, in an amount not to exceed \$600,000, derived from CARB Grant funds and designate a performance period of 35 months effective from December 1, 2015 through October 31, 2018;
4. **Request** that the LADOT report back on the results of the RFQ process and recommendation of a contractor to provide shared use mobility vehicle services;

5. **Authorize** the Controller to create new appropriation accounts and appropriate \$1,669,343 for the Fiscal Year 2014-15 California Air Resources Board (CARB) Grant Car Sharing-Disadvantaged Communities Pilot Project within the Transportation Grant Fund 655, Department 94, as follows:

Account No.	Account Name	Amount
94XXX	CARB Grant Car Sharing Pilot-Contractual Services	\$ 538,743
94XXX	CARB Grant Car Sharing Pilot-Committee Expenses	172,000
94XXX	CARB Grant Car Sharing Pilot-Parking Subsidies	358,600
94XXX	CARB Car Sharing Pilot-Operator Assistance	600,000
	Total:	\$1,669,343

6. **Authorize** the General Manager of LADOT, or designee, to receive the \$1,669,343 in grant funds from CARB and deposit the funds in the Transportation Grant Fund 655, Department 94, Revenue Source Code 3361, State Grant Others;
7. **Direct** the LADOT, LADWP and BSL to track and report on a quarterly basis on the status of their matching in-kind contributions;
8. **Direct** the LADOT to report back on a plan to fulfill the grantor requirement on retention and storage of CARB Grant Car Sharing Pilot records for the duration of the three-year performance period and subsequent seven years after close-out for eventual relinquishment and turnover to the grantor; and
9. **Authorize** the General Manager of LADOT, or designee, to prepare Controller instructions and/or make any technical adjustments that may be required to implement the actions approved by the Mayor and Council on this matter, subject to the approval of the City Administrative Officer and authorize the Controller to implement these instructions.

Sincerely,



ERIC GARCETTI
Mayor

Honorable Members of the City Council
October 14, 2015
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Attachments: 1. Application
2. Grant Agreement
3. SUMC Proposed Contract

