


CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: February 5, 2019

To: Honorable City Council
c/o City Clerk, Room 395
Attention: Honorable Mike Bonin, Chair, Transportation Committee

From:  Seleta J. Reynolds, General Manager
Department of Transportation

Subject: **BlueLA ELECTRIC VEHICLE CARSHARE PROGRAM EXPANSION**

SUMMARY

Council File 15-1227 directs the Los Angeles Department of Transportation (LADOT) to report back and seek City Council approval for any expansion of the BlueLA Electric Vehicle (EV) carshare program. LADOT seeks authority to accept \$3 million in grant funds from the California Air Resources Board (CARB) for the Fiscal Year 2017-18 Funding Plan for Clean Transportation Incentives, and to negotiate an expansion of scope of work for the current contract #C-128717 with BlueLA to install, operate, and maintain EV carshare services outside the current project area.

RECOMMENDATIONS

That the City Council, subject to approval of the Mayor:

1. AUTHORIZE LADOT, to accept on behalf of the City for Fiscal Year 2017-18 Funding Plan for Clean Transportation Incentives, a \$3 million grant award from the California Air Resources Board (CARB) for a performance period effective from the execution of the amended CARB agreement through December 31, 2020; and to deposit the funds in the Transportation Grant Fund 655, Department 94, revenue Source Code 3361, State Grant Others;
2. AUTHORIZE LADOT to negotiate and execute the amendment for the current CARB grant agreement, relative to the grant award and the expansion of the program;
3. AUTHORIZE LADOT to negotiate an expanded scope of work for the BlueLA contract #C-128717, not to exceed \$900,000, derived from CARB Grant funds to provide, manage, operate, and maintain usage agreements for additional 200 EV's and 300 EVSE (60 stations) during the contract term;
4. AUTHORIZE LADOT to negotiate and execute a personal services agreement with Mobility Development Partners (MDP), with exemption from the Charter Section 1022 Determination process, as MDP was identified and selected for their expert and technical services to partner with the City in the CARB carshare expansion application and award process. This personal services agreement in an amount not to exceed \$192,000, derived from CARB grant funds, will allow MDP to provide technical assistance and expertise on transportation issues and solutions for a performance period of 22 months effective from March 1, 2019 through December 31, 2020, subject to the compliance with City contracting requirements and approval of the City Attorney as to form and legality;

5. AUTHORIZE the Controller to appropriate \$3 million for the CARB Fiscal Year 2017-18 Funding Plan for Clean Transportation Incentives within the Transportation Grant Fund 655, Department 94; and
6. DIRECT LADOT to report back on the public private partnership(s) for the Mobility Hub Programming element in this expansion phase.

BACKGROUND

In June 2015, the City of Los Angeles received an award of \$1,669,343 in CARB grant funds in the Fiscal Year (FY) 2014-15 Grant Solicitation for the Car Sharing and Mobility Options in Disadvantaged Communities Pilot Project. On November 3, 2016, City Council approved and authorized LADOT to accept this grant award for a performance period effective from October 30, 2015 through February 28, 2019.

On December 23, 2016, as part of this grant award, City Council approved and authorized LADOT to execute a contract with BlueLA Carsharing, LLC (formerly known as Blue Solution, LLC) to operate and maintain an EV carshare pilot program, including a deployed fleet of 100 EVs and installation of 200 Electric Vehicle Supply Equipment (EVSE) charge points in selected Disadvantaged Communities (DAC). At this time City Council also directed LADOT to report back and seek City Council approval should there be a desire to expand the pilot program to other areas.

In April 2018, LADOT launched the EV Carsharing Pilot Program (BlueLA Carsharing) in the pilot area, including Westlake, Pico-Union, neighborhoods north of the University of Southern California (USC), and portions of Downtown, Hollywood, and Koreatown. Seventeen stations are now in operation with an additional 23 stations scheduled to launch by Spring 2019.

On January 8, 2019, LADOT received an award letter informing the City that the California Air Resources Board (CARB) preliminarily selected the BlueLA phase 2 expansion project proposal for a \$3 million grant award. This funding will allow LADOT to expand service into South Los Angeles, East Los Angeles, and East Hollywood.

DISCUSSION

The purpose of the FY14-15 Car Sharing Pilot Project Grant Program was to reduce Greenhouse Gas (GHG) emissions through the introduction of advanced clean vehicle technologies (carshare fleets, vanpooling, or shuttles) into DACs based on CalEnviroScreen identified census tracts most at risk for exposure to multiple pollutants. This program is funded by the Greenhouse Gas Reduction Fund (GGRF) with proceeds from the State's Cap-and-Trade Program. Eligible uses of the grant funds include community outreach and education, vehicle lease or purchase, EVSE installation, maintenance, insurance costs, vehicle reservation systems, participant subsidies, data collection and reporting, staffing, and administration expenses.

City of Los Angeles EV Carsharing Pilot Program

LADOT used the FY14-15 CARB grant funds to implement a carshare pilot program in disadvantaged communities of Central, South, and East Los Angeles that fall within the top 10 percent of the CalEnviroScreen index, including Westlake, Pico-Union, several areas north of the University of Southern California, and portions of Downtown, Hollywood, and Koreatown not served by the City's Integrated Mobility Hubs Project.

Since the commercial launch in April 2018, the pilot program recruited over 1,300 new users, nearly 60 percent of whom are members of the target communities. With 17 of the 40 planned stations in operation, users took over 10,000 trips and drove almost 160,000 miles over nine months.

Program expansion

In June 2018, CARB notified the City that the BlueLA project was eligible for expansion funding as part of the FY 2017-18 Funding Plan for Clean Transportation Incentives. LADOT partnered with Mobility Development Partners (MDP), a transportation consulting firm, to design and assist with project expansion, and submitted the application on October 10, 2018. With this proposed expansion, the City will continue its partnership with BlueLA to deploy 200 additional EVs to its existing carshare fleet, and to build 300 additional EVSEs in DACs expanding into South Los Angeles, Boyle Heights, and East Hollywood. This expansion will also include Mobility Hub Programming, featuring a shared fleet of at least 600 electric bicycles and/or scooters and additional build-out of system infrastructure in the project area through further public private partnership(s).

To fulfill the minimum of 25 percent in match funding, including at least \$100,000 in cash, LADOT and the Mayor's Office proposed to create a full-time Infrastructure Manager position (with estimated salary of \$102,000) to oversee the construction process of the EVSE installation.

Partnership with Mobility Development Partners (MDP)

Based on their subject matter expertise, LADOT partnered with MDP, with support from the Shared Use Mobility Center (SUMC), on the FY2017-18 Funding Plan for Clean Transportation Incentives grant application and project implementation. LADOT requests authority to negotiate and execute a personal services agreement with MDP to provide continued expertise and technical assistance to successfully expand the BlueLA Carsharing Program, in an amount not to exceed \$192,000, for a performance period of 22 months effective March 1, 2019 through December 31, 2020. Additionally, LADOT requests that the Charter 1022 Determination process be waived due to the specialized expertise of the subcontractor and allowance by the grantor to utilize subcontractors to administer the project when the grantee-subcontractor relationship is disclosed in the grant application and award agreement process.

Request to Negotiate EV Carshare Program Contract #C-128717

The City selected Bollore Group as service provider to operate and maintain an EV Carshare program in the pilot area. A key component of the EV Carsharing Expansion Project is to deploy 200 additional EV's to the existing carshare fleet, and the installation of 300 additional EVSE at public parking locations in DACs. LADOT requests authority to negotiate with the current contractor, BlueLA, to expand the existing scope of work in order to fulfill these deliverables. The initial term of the contract terminates in 2020, with three possible two-year renewals until 2026, covering continuation of services beyond the expansion grant period.

FISCAL IMPACT

Acceptance of the \$3 million Fiscal Year 2017-18 Funding Plan for Clean Transportation Incentives grant award from the California Air Resources Board will provide funds to support the City's efforts to continue the nation's biggest EV Carsharing program servicing DACs. The majority of grant funds will be utilized

for carshare operator start-up assistance (\$900,000), contractual services, parking subsidies, Mobility Hub programming, and Community Based Organizations' steering committee expenses. Upon execution of the grant amendment, the City anticipates total reimbursement of \$3 million over the 22-month performance period. Matching and in-kind resources of more than \$2 million are available to implement the City's BlueLA Carsharing Expansion Program. These recommendations are in compliance with City Financial Policies in that grant revenues plus budgeted City funds and matching in-kind resources are available to support this program. Further information on these commitments is outlined in the grant application.

SJR:MP:ast

Attachments:

Attachment A: Grant Application


Attachment B: MDP Proposed Contract

APPLICATION

Print clearly or type all information on this application.

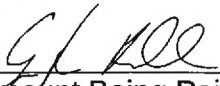
1. Project: Los Angeles EV Carsharing serving Disadvantaged Communities: Phase Two		
2. Company Name / Air District / Organization Name / Individual Name: City of Los Angeles Department of Transportation (partnering with Office of Mayor Eric Garcetti)		
3. Business Type: Municipality and Public Transit Agency		
4. Contact Name and Title: Marcel Porras, Chief Sustainability Officer		
5. Person with Contract Signing Authority (if different from above) / Air Pollution Control Officer (APCO): Seleta Reynolds, General Manager, LA Department of Transportation		
6. Mailing Address and Contact Information:		
Street: 100 South Main St		
City: Los Angeles	State: CA	Zip Code: 90012
Phone: (213) 972-8425	Fax: ()	
E-mail: marcel.porras@lacity.org		
<input checked="" type="checkbox"/> I have read and understood the terms and conditions of the Sample Grant Agreement.		

I hereby certify under penalty of perjury that all information provided in this application and any attachments are true and correct.

Printed Name of Responsible Party or APCO: Seleta Reynolds	Title: General Manager
Signature of Responsible Party or APCO: 	Date: October 10th, 2018

Third Party Certification (if applicable)

I have completed the application, in whole or in part, on behalf of the applicant.

Printed Name of Third Party: Creighton Randall	Title: CEO, Mobility Development Partners
Signature of Third Party: 	Date: October 10th, 2018
Amount Being Paid for Application Completion in Whole or Part: None	Source of Funding to Third Party: Self-funded

1.1 Team Qualifications:

The assembled project team, as further defined in the Narrative in Attachment 3, has three years of direct experience with the first phase of the BlueLA project. This team has been intimately involved with every aspect of administering this project, including program design, RFP/Q development, vendor negotiation, community workshop facilitation, steering committee facilitation, construction management and program operations. This team includes staff from the Los Angeles Department of Transportation ("LADOT"), Department of Water and Power ("LADWP"), BlueLA, and Mobility Development Partners.

The program team (including Key City Personnel and Subcontractors listed on the following pages) include:

- Marcel Porras, Chief Sustainability Officer, LADOT (Key Staff) - 3 years of history on this project
- Anita Tang, Carshare Program Manager, LADOT (Key Staff)- 2.5 years of history on this project
- Susana Reyes, Executive Assistant to the General Manager, LADWP (Key Staff)
 - 3.5 years of history on this project
- Christophe Arnaud, Managing Director, Blue Solutions - 1.5 years of history on this project
- Sarah Randolph, Project Manager, BlueLA - 3 years of history on this project
- Creighton Randall, Principal Consultant, Mobility Development Partners (Consultant),
 - 3.5 years of history on this project

This team is expanding to accommodate the growth of the program, as is detailed in the narrative and budget in these pages. Furthermore, since the launch of Phase 1 of this project the team has interacted with a range of shared mobility initiatives and public-private partnerships, including:

- Policy and Permitting Regulations for carsharing and bikesharing operators (LADOT)
- Development of a Mobility Data Specification (LADOT)
- Launch and expansion of public EVSE deployment programs/incentives citywide (LADWP)
- Launch and management of other EV mobility programs focused on disadvantaged communities across California and the U.S. (Mobility Development Partners)
- Launch of similar networks concurrently in Singapore and London (Blue Solutions)
- Operation of the largest electric carshare program in the world in Paris from 2011-2018 (Blue Solutions)
- Launch and operation of the first dockless bikeshare program in the U.S. (Mobility Development Partners)

The project team has, in short, built the model for deploying electric shared mobility programs in disadvantaged communities.

1.2 Resources:

The team is building on a range of project resources that carry directly over from Phase one of the project. These include:

- The existing and currently expanding Phase 1 network, staff, and capital investments of Blue Solutions/BlueLA (total investment estimated at \$10 million)
- In-kind staff time directly from the City Personnel defined above (totalling \$450,845), an additional full-time Infrastructure Manager with the City of Los Angeles (\$136,012), and in-kind contributions from other staff through the project "Tiger Team" (\$52,000).
- Extension and expansion of the Phase 1 Steering Committee in coordination with a range of community-based organizations. Grant resources from this project totalling \$508,000 will allow for time commitments from these organizations as well as the hiring of an Outreach Manager and Street Team as well as advertising efforts.
- Mobility Development Partners will be retained to continue providing a range of technical assistance on this project and will be responsible for drafting the program's quarterly and final reports (\$192,000)

1.4 Subcontractor Information:

Name: Creighton Randall	Hourly Rate: \$85.00
Phone: (716) 818-3178	Email: creighton@mobilitydevelopment.org
Title: Principal Consultant and CEO, Mobility Development Partners	
Expected Duties: Creighton has provides technical assistance to all aspects of Phase 1 of this program and will continue to do so in Phase 2, including evaluation of the Outreach Plan, guidance towards community workshops, contract renegotiation with BlueLA, data collection and interpretation, and continuous program improvement. Creighton will assist in development of quarterly reports, surveys, and final report analysis and drafting as the program moves forward.	

Name: Christophe Arnaud	Hourly Rate: N/A
Phone: (213) 367-2607	Email: susana.reyes@ladwp.com
Title: Managing Director, Blue Solutions	
Expected Duties: Christophe directs the construction and EvSE network management, as well as program operations, for this rapidly growing program as well as similar networks in London, Singapore, and Indianapolis. Christophe provides direction to the local BlueLA program staff and will oversee program growth and contract renegotiation as the program moves into Phase 2.	

Table 2.1 - Budget Summary - Phase 2

Budget Summary	Budget Amount
Grant Funds	\$3,000,000.00
Applicant Cash Matching Funds	\$100,000.00
Third-party Cash Match	\$4,200,000.00
Applicant In-Kind Match	\$2,358,857.00
Third-party In-Kind Match	\$13,470,000.00
TOTAL PROJECT Budget	\$23,128,857.00

Table 2-2 Detailed Proposed Project Budget

PROJECT COSTS	CARB Funds	Grantee Match		Third-party Match		Total Budget
		Cash	In-kind	Cash	In-kind	
Project Capital Costs						
Vehicle Acquisition (purchase or lease)*					\$4,000,000	\$4,000,000
Construction Costs*	\$500,000			\$4,200,000		\$4,700,000
EVSE purchase and installation*			\$1,500,000		\$900,000	\$2,400,000
Construction and Equipment contingency (10%)	\$300,000					\$300,000
<i>Total Capital Costs</i>	<i>\$800,000</i>	<i>\$0</i>	<i>\$1,500,000</i>	<i>\$4,200,000</i>	<i>\$4,900,000</i>	<i>\$11,400,000</i>
Project Operating Costs						
Estimate of carshare operating expenses (16 months)*					\$8,000,000	\$8,000,000
Estimate of electric bicycle/scooter operating expenses (7 months)**					\$420,000	\$420,000
Estimate of electric bicycle/scooter repairs/parts**					\$150,000	\$150,000
Parking - Loss of Parking Meter Revenue			\$320,000			\$320,000
<i>Total Operating Costs</i>	<i>\$0</i>	<i>\$0</i>	<i>\$320,000</i>	<i>\$0</i>	<i>\$8,570,000</i>	<i>\$8,890,000</i>
Project Implementation Costs						
Staff - Infrastructure Manager		\$100,000	\$36,012			\$136,012
Staff - In-Kind - (Carshare Project Manager, DOT CSO, DWP Liasion)			\$450,845			\$450,845
Staff - Tiger Team			\$52,000			\$52,000
Staff - Street Team Manager	\$84,000					\$84,000
Staff - Street Team (3 FT Staff)	\$234,000					\$234,000
Outreach - CBO Steering Committee Support/Management	\$90,000					\$90,000
Outreach - Transit Advertising and Promotions	\$100,000					\$100,000
Technical Assistance - Mobility Development (Across Project)	\$192,000					\$192,000
E-Bike/Scooter Pilot: Set-aside for Innovations in new Electric Modes	\$600,000					\$600,000
Operating Incentive to Carshare Vendor	\$900,000					\$900,000
<i>Total Implementation Costs</i>	<i>\$2,200,000</i>	<i>\$100,000</i>	<i>\$538,857</i>	<i>\$0</i>	<i>\$0</i>	<i>\$2,838,857</i>
TOTAL PROJECT COSTS	\$3,000,000	\$100,000	\$2,358,857	\$4,200,000	\$13,470,000	\$23,128,857

* Figures for vehicle cost are estimated based on consumer cost of comparable consumer BEVS currently available. The BlueLA is not available for purchase.

Construction estimates, EVSE/equipment costs, and operating expenses are based on estimates provided by Blue Solutions.

** Estimates are very preliminary and will be refined prior to project execution.

Description of Disbursement and Key Milestones	Task #	Anticipated Completion	Amount
Execute Grant Agreement: Initial Disbursement	1.1	2/28/2019	\$300,000
Finalize scope of work, project schedule, and electric vehicle or electric bikes charging station design and specifications	2.2	4/30/2019	-
First quarterly report submittal to CARB	1.4	4/30/2019	\$535,000
Finalize outreach and education materials and approval by CARB; Outreach and education efforts	2.5	10/31/2019	-
Completion of Vehicle Acquisition (Purchase or Lease)	4.2	4/30/2020	-
Enroll at least 25% of project participants goal in project application	5.1	7/31/2019	-
Second quarterly report submittal to CARB	1.1	7/31/2019	\$535,000
Execution of contract(s) for electric bicycle/scooter deployment, purchase of electric bicycles/scooters and related components	2.5	10/31/2019	
Completion of EV Carsharing Stations 41 through 80 (accommodating up to 250 vehicles in total)	3.1	10/31/2019	
Third quarterly report submittal to CARB	1.1	10/31/2019	\$535,000
Initiate beta testing for electric bike/scooter program	3.3	12/31/2019	
Fourth quarterly report submittal to CARB	1.1	4/30/2020	\$535,000
Take delivery of all electric bikes/scooters associated with program	4.3	4/30/2020	
Complete installation of electric bicycle chargers (if needed)	3.2	4/30/2020	
Complete installation of all electric vehicle supply equipment, electric bicycle/scooter equipment, and take delivery of 200 EVs	4.3	4/30/2020	
Fifth quarterly report submittal to CARB	1.1	4/30/2020	\$535,000
Enroll at least 50% of project participants goal in project application	5.2	6/30/2020	
Completion and submittal of Final Project Report to CARB	5.4	7/31/2020	
Final Disbursement, Submittal of Project Final Report	5.4	7/31/2020	\$25,000

Attachment 3: Project Implementation Plan

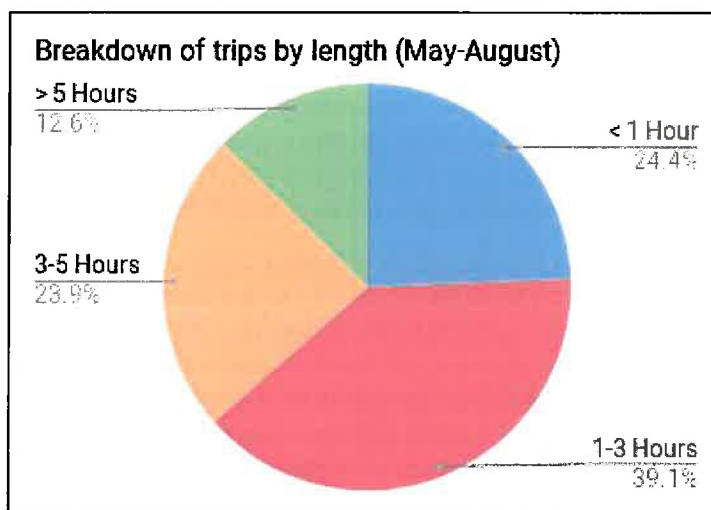
Los Angeles EV Carsharing in Disadvantaged Communities: Phase 2

Project Background:

This second phase of the Los Angeles EV Carsharing Program builds on the success of the first operating year of the program, which launched in mid-April 2018 after two years of preparation including a complex construction element leading up to and following this launch. The program's first phase features forty (40) on-street charging stations and 100 battery electric vehicles ("BEVs") spread between them, covering a 10 square mile area in and around downtown Los Angeles. The BEVs are used by broad range of members (with low-income users constituting 48% of members and 58% of use as of August 31st 2018) for a range of trip types, including both one-way (station to station) and round-trip purposes.

The program is used by over 1,000 active members as of 10/1/18, with enrollment accelerating as new stations have come online in recent weeks at the time of this writing. Our projections indicate that an average of at least 300 members per month will be added from November 2018 forward.

Early results from analysis of the first 3,000 trips taken in the BlueLA program from late April through August indicates that most trips (75%) are longer than one hour in duration, and two-thirds (66%) are round-trip (members take the cars back to their original station).



These patterns may shift as the program expands and new stations are added, but they provide an early indication that the program is successful across three "tests" that are important with respect to ensuring the viability of the service, namely:

1. That BEVs, despite range anxiety issues, are being used in a mix of one-way (often first-last mile) and round-trip (more traditional carsharing, i.e. errands) trip types.
2. Utilization, due perhaps in part to this hybridized mix of uses, is growing steadily in early months, with over 1,000 trips taken in August alone and nearly 3,000 hours reserved, with about 20% month over month growth in utilization (a trend we expect will continue as more stations come online).
3. Membership growth has been steady despite the limited initial footprint of the program. Here especially, new stations will significantly expand the visibility and reach of the program. Assuming full build-out of the program by March 2019, project partners expect to hit 4,000 members enrolled by June 2019, and 7,000 members by December 2020.

Despite this success, the program will remain a "pilot" so long as additional stations and neighborhoods are not included. While 7,000 members may be a sizeable enrollment, the program has the potential to have a much more significant impact on the City of Los Angeles, its residents, and their environmental footprint.

Attachment 3: Project Implementation Plan

Los Angeles EV Carsharing in Disadvantaged Communities: Phase 2

Moving into Phase 2, this project will retain many of the same project partners and veteran team members from Phase One. This will include:

- **Los Angeles Department of Transportation ("LADOT")** as project lead, funds recipient, and contracting agency with Blue Solutions and other subcontractors. Marcel Porras, Chief Sustainability Officer, will be the main project lead and point of contact, and Anita Tang, Carshare Program Manager will be a full-time staff member dedicated to this project.
- **Blue Solutions/BlueLA** as EV carsharing vendor and construction manager, and owner/operator of the BEV fleet. BlueLA now has over 10 employees in Los Angeles and is continuing to expand their internal operations locally.
- **Los Angeles Department of Water and Power ("LADWP")** and **the Office of Mayor Eric Garcetti** as key liaisons to the project in partnership with LADOT. Susana Reyes, Executive Assistant to the General Manager for Low-income Customer Access will provide key project guidance.
- **Mobility Development Partners** will provide primary technical assistance to the project, with Principal Consultant and CEO Creighton Randall assisting the growth of this project.
- The **Steering Committee** will expand from the current roster to include the **South Los Angeles Transit Empowerment Zone ("SLATE-Z")** and other project partners. As the Steering Committee evolves, Phase 1 members including the **Salvadoran American Leadership and Educational Fund ("SALEF")** will continue to play a role in the project.

Mobility Hub Programming:

Beyond growth of the EV carsharing program, the project team proposes allocating \$600k of the \$3.0 million towards the acquisition of at least 600 electric bicycles or scooters that would be included in Mobility Hub Programming efforts. With the incredible pace of change of the shared mobility industry (particularly with respect to small electric vehicles), the contracting mechanism for securing these vehicles and an associated third-party operator is yet to be determined.

At least 20 of the 100 carsharing stations will be selected to include a Mobility Hub component and will serve as test sites for these smaller electric vehicles. These electric vehicles will feature a broad range of mobility options available at Mobility Hubs.

The process for this additional component is expected to include:

- Initial Programming Plan for mobility hubs
- RFP process and selection of operator for these vehicles
- Maintenance and redistribution plan in coordination with BlueLA
- Pricing, access, and outreach plan in partnership with BlueLA program
- Programming at least 20 sites at or proximal to BlueLA stations

Transition between Phase 1 and Phase 2:

In the period between this application and finalization of contract revisions with both CARB and BlueLA (expected to be January and February 2019, respectively), LADOT will develop more details around the electric bike/scooter sharing concept. With Phase 2 funding secured, this period also provides the City, CARB, and the Steering Committee with the opportunity to assess the progress, impacts, and potential expansion of the program with community stakeholders through a series of community forums.

Attachment 3: Project Implementation Plan
Los Angeles EV Carsharing in Disadvantaged Communities: Phase 2

For the Mobility Hub programming and electric bike/scooter portion of the project, the project timeline will include the following components:

- Development of a more detailed scope of work for these components (April 2019)
- RFP/RFQ development, release, evaluation, and contract negotiation with prospective vendors (May-October 2019)
- Beta testing of bikeshare/scooter deployment in coordination with Mobility Hub “pop-up” programming (October-December 2019)
- Project launch and press event for the Mobility Hub/e-bike/scooter component (October 2019)
- Delivery off all bikes/scooters and completion of any infrastructure associated with the bikeshare components (April 2020)

Attachment 3: Project Implementation Plan
Los Angeles EV Carsharing in Disadvantaged Communities: Phase 2

Project Implementation Costs:

- The City will hire a full-time Infrastructure Manager, estimated at a salary of \$102,000, whose primary responsibility will be to work closely with BlueLA to expedite the construction process. The City's cash match will be applied to cover the cost of this position (\$100,000).
- Staff time from Marcel Porras (110 hours per month), Anita Tang (160 hrs/mo), and Susana Reyes (35 hrs/mo) is included as an in-kind match (\$450,845)
- Staff time from the Tiger Team is estimated at \$800 per weekly meeting for 65 weeks (\$52,000)
- Grant funds will be used to cover the staffing costs for outreach including an outreach manager over twelve months (\$84,000) and a street team of 3 FTE (\$234,000).
- The Steering Committee will continue to be funded in Phase 2 at similar levels to the Phase 1 for participation in program design, community forums, and assistance to outreach effort (\$90,000)
- The City will deploy grant funds to continue advertising support for Phase 2 (\$100,000)
- Mobility Development Partners will provide technical support totalling 2,880 hours (\$192,000)
- Funds set aside for the electric bike/scooter components will be used to incentivize operator participation, and will be further delineated in the form of an RFP process (\$600,000)
- In a continuation of the approach taken in Phase 1, grant funds will be utilized to provide an additional operator incentive to BlueLA to offset some of the costs of expansion (\$900,000)

Attachment 3: Project Implementation Plan

Los Angeles EV Carsharing in Disadvantaged Communities: Phase 2

Project Outreach Plan:

The City and project partners learned a great deal from experiences around outreach and marketing in the first phase of this program. Phase 2 outreach is expected to continue to involve the leadership of a Steering Committee and will apply grant resources directly to outreach activities staffed by community-based organizations. The Steering Committee will also evolve to include new partners such as SLATE-Z (a *Promise Neighborhoods* initiative focused on South Los Angeles).

The project Steering Committee in Phase 1 of this project consisted of three community-based organizations: the Salvadoran-American Leadership and Educational Fund ("SALEF"), the Koreatown Immigrant Workers Alliance ("KIWA") and Trust South LA. The Steering Committee was most actively involved in the early stages of the project, assisting the City and Project Partners in program design, vendor negotiation, and community forums leading up to the program launch. In Phase 2 the Steering Committee is expected to grow with the expanded geography of the program and the role of the committee will evolve to include a more explicitly defined distinction between the (a) role of marketing and outreach efforts, (b) the role of the steering committee, and (c) the core functions of BlueLA program operations.

In April 2018, the Steering Committee developed a five overarching goals for the program's next phase, summarized here:

1. Define EV Carshare program as a viable public transportation option for all Angelenos, and build a model for future low-income electric programs
2. Advise, monitor, and promote continued and expanded local and state investment in equitable EV carsharing in disadvantaged communities
3. Ensure that direct economic opportunities from BlueLA are anchored in the project area
4. Monitor program performance to ensure measurable equity outcomes
5. Supporting the City of Los Angeles in building an equity platform for all transportation programs.

The Steering Committee will thus shift to serve more of an *advisory and accountability* role for program operations and an *interpretive* role outside of the project seeking to build on the success of the model both within Los Angeles and beyond and to improve the model's connection to other public transit options.

Mobility Development Partners, working with support from the Shared Use Mobility Center, will evaluate and recommend revisions to the Phase 1 Outreach Plan, and will assist the City and project partners to delineate the distinctions between outreach activities, the Steering Committee, and BlueLA as referenced above. In short, this will include:

- Advising LADOT towards directly contracting with a community-based organization on outreach activities and direct management of a three-person street team (as opposed to the current blended approach that is staffed through BlueLA)
- Growing the breadth (geographic scope and size) of the steering committee while moving towards more targeted, less frequent, and more public-facing meetings.
- Playing a more hands-on role in coordinating the efforts between the project partners and BlueLA with respect to (a) advertising campaigns, and (b) event-based outreach efforts, so that the program can maximize and leverage CARB and City investments towards outreach.

Attachment 3: Project Implementation Plan
Los Angeles EV Carsharing in Disadvantaged Communities: Phase 2

Program Replication:

As this project moves from Phase 1 to Phase 2, it is likely that program will continue to be featured nationally as a high-profile project. The investment levels contemplated here will mean that this project, if approved, will be the single largest public-private partnership in shared mobility nationally. That said, membership adoption levels, utilization rates, and the diversity of members and their trip types will be the true indicators of the success of this program in coming years.

The program has significant potential for replicability in at least three ways:

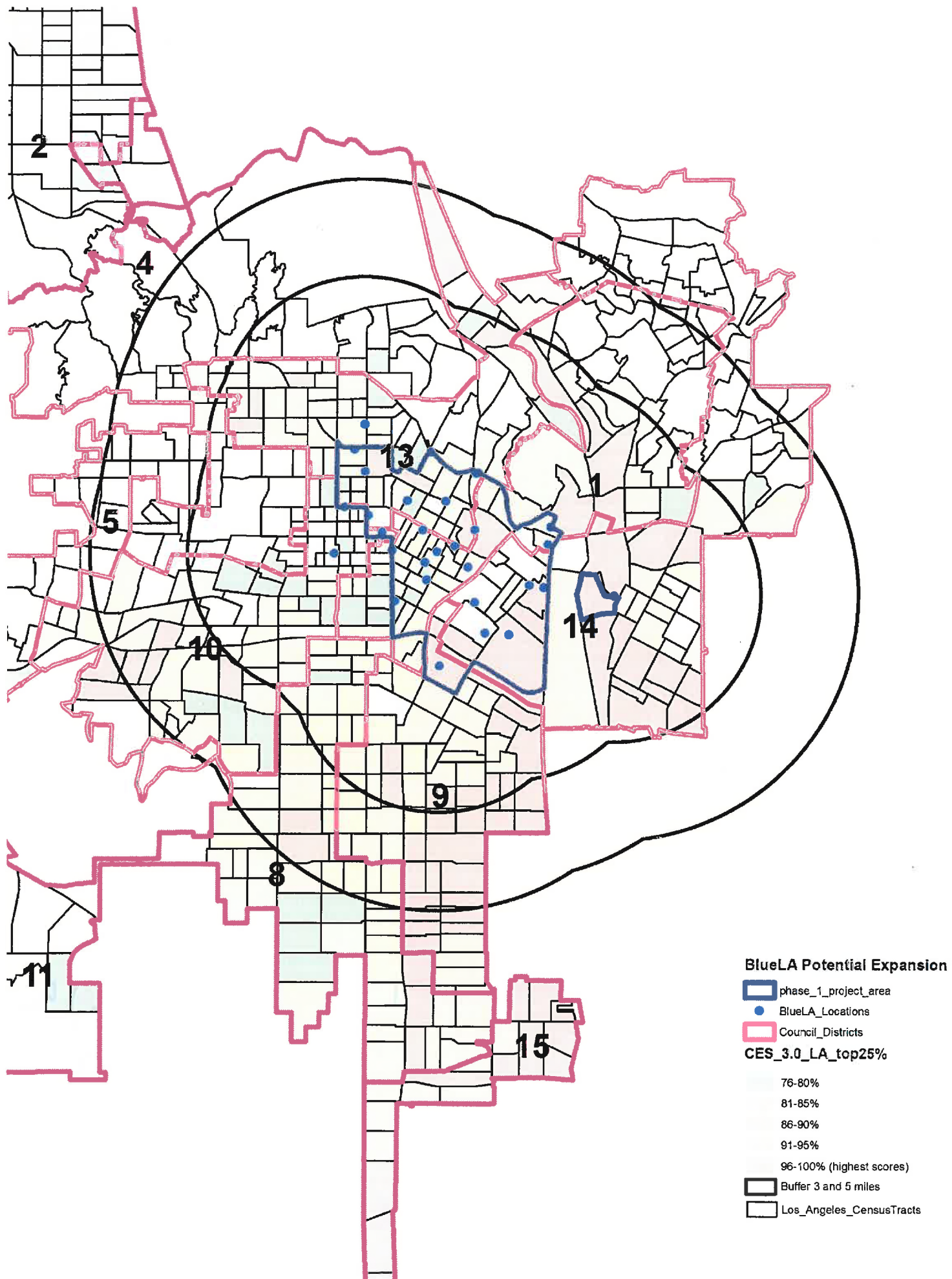
1. As CARB expands the *Clean Mobility Options* program throughout California, neighborhoods in the City of Los Angeles (i.e. Van Nuys, Pacoima) and other municipalities in Los Angeles County may seek to engage with project partners to host individual BlueLA stations or groups of stations. This would ostensibly be a "Phase 3" of this program and planning for these locations could begin as early as Q2 2019.
2. As the BlueLA program shows success in Los Angeles, other major metropolitan areas including Seattle, New York City, Boston, and Atlanta, have inquired with project partners to learn from and potentially replicate this program. Mid sized cities are also considering similar programs, and may have the ability to move faster than major metro areas. Mobility Development Partners is currently working with stakeholders in Minneapolis-St. Paul to design a 70 station, 150 vehicle network that would encompass a 30-35 square mile area of the Twin Cities, for example.
3. LADOT, Mobility Development Partners, and LA Thrives (a policy-focused organization at the intersection of affordable housing and transportation) have begun to explore the long-term evolution of the program in terms of ownership, funding, and construction management. It is possible that a quasi-public entity in the form of a *Joint Powers Authority* or *Mobility Development Corporation* may be the ultimate "home" for the assets associated with program (stations and cars). Such a structure would allow for more rapid replication of the program both locally and nationally. Project partners will stay in close coordination with CARB as they work to explore these options in the coming months.

Attachment 3: Project Implementation Plan
Los Angeles EV Carsharing in Disadvantaged Communities: Phase 2

Coordination with other Transportation-related Projects:

The project team recognizes that this program, while significant in scope, does not operate in a vacuum and that other state, federal, and private-sector programs may provide opportunities for the advancement of program goals. In particular, outside projects and opportunities that the team expects to coordinate with in the coming months include:

- **CARB's Statewide Administrator** program - the BlueLA program can serve as a knowledge base and resource for other California communities that seek to launch EV Carshare programs. This program may provide an opportunity for smaller communities in the Los Angeles region to directly link up with and host BlueLA stations as the program expands.
- **CARB's One Stop Shop** program provides an opportunity for low-income consumers in Los Angeles to learn more about the BlueLA program (and conversely, for BlueLA members to learn about other CARB programs they may be eligible for). The City and BlueLA will work with the recently-selected administrator for the One Stop Shop to develop a basic coordination plan.
- **Volkswagen's Electrify America** program - The City of Los Angeles has previously sought resources from this program towards the expansion of the BlueLA network (the Green City initiative, specifically). As Electrify America proceeds into their second funding round, there may be an opportunity secure additional resources for EVSE deployment (especially DCFC equipment).
- **Strategic Growth Council's Transformative Climate Communities ("TCC")** program, which has funded shared mobility programming in Watts (soon to be deployed) and is currently in the second round of funding, also provides an opportunity for coordination. As the Phase 2 footprint expands, the project team will connect with SGC staff to ensure that TCC applicants are aware of the opportunity to plug into the BlueLA program.



Task	Task #	Work Description	Start Date	Completion Date
Project Management	1.1	• Sign Grant Agreement with CARB; submit to CARB one original copy of the fully executed Grant Agreement	2/1/2019	2/28/2019
	1.2	• Hold kickoff meeting with CARB and Grantee; complete agreements between Grantee and project partners	3/1/2019	3/15/2019
	1.3	• Evaluate outreach and education materials and process from Phase 1 of program	3/1/2019	4/30/2019
	1.4	• Quarterly Report submittal to CARB process	5/1/2019	Quarterly thereafter
Phase 2 Program Design	2.1	• Renegotiation and execution of contract for Phase 2 EVSE construction and EV Carshare operations	2/1/2019	3/31/2019
	2.2	• Finalize scope of work, project schedule, and electric bike/scooter charging station design and specifications (as needed) • Develop electric bike/scooter and other equipment acquisition, delivery, and maintenance plan	4/1/2019	4/30/2019
	2.3	• Revisit model for participant enrollment and vehicle reservation • Develop data collection protocol and participant survey methodology	3/1/2019	5/1/2019
	2.4	• Revise Outreach Plan and finalize outreach and education materials with approval by CARB	3/1/2019	7/31/2019
	2.5	• Execution of contract(s) for electric bicycle/scooter deployment, purchase of electric bicycles/scooters and related components	8/1/2019	10/31/2019
Construction and Beta Testing	3.1	• Continued construction of infrastructure and EVSE, completion of Stations 41 through 80 (accommodating 250 vehicles in total)	2/1/2019	10/31/2019
	3.2	• Complete installation of electric bicycle chargers (if needed)	8/1/2019	4/30/2020
	3.3	• Initiate beta testing for electric bike/scooter program	10/1/2019	12/31/2019
	3.4	• Complete installation of all electric vehicle supply equipment and electric bicycle equipment (for carshare, Stations 81-100)		6/30/2020
	3.5	• Hold project launch press event featuring e-bikes/scooters		10/30/2019
Program Operations	4.1	• Outreach and education efforts	Ongoing throughout Project	
	4.2	• Completion of EV acquisition and delivery (Purchase or Lease)	2/1/2019	4/30/2020
	4.3	• Take delivery of electric bikes/scooters	9/1/2019	4/30/2020
	4.5	• Enrollment of participants • Initial participant surveys	Ongoing throughout Project	
Program Benchmarking and Evaluation	5.1	• Enrollment of 25 percent of project participant goal		7/31/2019
	5.2	• Enrollment of 50 percent of project participant goal		6/30/2020
	5.3	• Complete project		6/30/2020
	5.4	• Submit Final Project Report to CARB	5/1/2020	7/31/2020
	5.5	• Enrollment of 75 percent of project participant goal		12/31/2020
	5.6	• Enrollment of 100 percent of project participant goal		12/31/2021

Attachment 4 - Greenhouse Gas Quantification Methodology

Period 8/1/2018 - 8/31/2018		
Days in Period	134	31
Program start	4/20/2018	
Period start	8/1/2018	
Period end	8/31/2018	

GHG Model Inputs	Program to date	Phase 2 Projections	Comments
Stations	11	100	
Charging Points/EVSE	55	500	
Vehicles	42	300	Future reports will phase in the vehicles as they are added to account for the days that they are actually available.
Members gained	802	17,000	
Users gained	459	14,000	
Total Trips Taken	2,991	240,000	
Total Miles Driven	61,047	3,600,000	
Annualized VMT/user	362.3	3027.6	
GHG Calculations in Fuel Efficiency	Program to date	Phase 2 Projections	Calculations
Average Miles per Trip	20.41	15.00	Total Miles Driven/Total Trips Taken
Average Trips/User	6.52	17.14	Trips Taken this period/Total Users Gained [Total Users]
Average trips/member	3.73	14.12	Trips taken this period/Total Members Gained [Total Members]
Total Miles Driven This Period	61,047	3,600,000	Total Miles Driven in this Period [VMT_TOT]
Average VMT per car	1454	12000	Based on the monthly VMT and total vehicles.
Average trips/car	71.2	800.0	Total Trips Taken/Vehicles [Trips taken in this period and total fleet vehicles to date]
Total Trips	2,991	240,000	Total Trips Taken in this Period
Comparison MPG	27.9	27.9	MPG_ICE
Blue LA estimated MPGe	115.3	115.3	MPGe_BEV
Difference in gallons of gas (or equivalent) consumed due to BEV use this period	1,659	97,805	Total Miles/MPGe_BEV - Total Miles/MPG_Typical [GAS_DIFF]
Difference in GHG Emissions attributable to BEV use (metric tons CO2e) this period	16.60	978.76	GAS_DIFF * CO2_GAL + GAS_DIFF * N2O_GAL + GAS_DIFF * CH4_GAL [BEV_GHG_DIFF]
Annualized difference in GHG emissions attributable to BEV use (metric tons CO2e)	45.21	11,524.07	[BEV_GHG_DIFF_ANN]

CITY OF LOS ANGELES

CALIFORNIA

Seleta J. Reynolds
GENERAL MANAGER



ERIC GARCETTI
MAYOR

DEPARTMENT OF TRANSPORTATION

100 South Main Street, 10th Floor
Los Angeles, California 90012
(213) 972-8470
FAX (213) 972-8410

October 10, 2018

California Air Resources Board
Mobile Source Control Division
Post Office Box 2815
Sacramento, CA 95812

**Subject: Conflict of Interest Declaration – Clean Mobility Options Pilot Project
Expansion Application: Los Angeles EV Carsharing in Disadvantaged Communities**

Per this letter, I hereby declare that that there is no conflict of interest in fulfilling the duties of the expansion of the existing Clean Mobility Options Pilot Project, Los Angeles EV Carsharing in Disadvantaged Communities: Phase 2.

Sincerely,

A handwritten signature in black ink, appearing to read "Seleta J. Reynolds".

Seleta J. Reynolds,
General Manager

Attachment 6: CALIFORNIA ENVIRONMENTAL QUALITY ACT WORKSHEET

1. What are the physical aspects of the project? (Check all that apply and provide brief description of work, including any size or dimensions of the project).

Project Aspect	Yes	No	Description of Project Aspect
Construction (including grading, paving, etc.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Grading, paving, asphalt & concrete restoration
Trenching	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Placing 3" electrical & 2" telecom conduits
New or replaced pipelines	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Construction of underground facilities (including tanks)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Electrical & telecom conduits
Modification or conversion of a facility	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
New or modified operation of a facility or equipment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	New EVSEs, kiosks, and meter pedestals
On-road demonstration	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Paper study (including analyses on economics, feedstock availability, workforce availability, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Laboratory research	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Temporary or mobile structures (skid-mounted)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Design/Planning	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Site design, trench details, necessary required plans and documentation as required by the permitting departments
Other (describe and add pages as necessary)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	All physical aspects would be the same as current City of LA's EV Carshare Pilot

Question	Yes	No	Don't Know	Explanation
Is the project located on a site the Department of Toxic Substances Control and the Secretary of the Environmental Protection have identified as being affected by hazardous wastes or cleanup problems?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Will the project generate noise or odors in excess of permitted levels?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Will the project increase traffic at the site and by what amount?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Is the project expected to result in environmental impacts to any other resource area (e.g., air quality, aesthetics, water quality)? (Add pages as necessary.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Expected to reduce GHG

4. Will the project require discretionary permits or determinations, as listed below?

Type of Permit	No	Modified	New	Approving Agency	Reason for Permit, Summary of Process, and Anticipated Date of Issuance
Air Quality Permit	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Water Quality Permit	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Conditional Use Permit or Variance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Building Expansion Permit	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Hazardous Waste Permit	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Type of Environmental Review	Title of Environmental Document (Attach the document to this form)	State Clearinghouse Number	Completion Date	Planned Completion Date (<u>must be before approval of grant</u>)
"Not a project" <input type="checkbox"/> Email <input type="checkbox"/> Letter <input type="checkbox"/> Resolution <input type="checkbox"/> Other:		N/A		N/A
Exempt (Resolution of public agency or Agenda Item approving Exemption)		N/A		N/A
Exempt (Notice of Exemption)		N/A		
Initial Study				
Negative Declaration				
Mitigated Negative Declaration				
Notice of Preparation				
Environmental Impact Report				
Master Environmental Impact Report				
Notice of Determination				

Attachment 7: CONFIDENTIALITY STATEMENT

Failure to comply and return this attachment will cause your grant application to be rejected and deemed non-responsive.

As an authorized representative and/or officer of the organization named below, I warrant my organization and its employees will not disclose any documents, diagrams, information and information storage media made available to us by the State for the purpose of responding to the Clean Mobility Options Pilot Project Solicitation or in conjunction with any sub-grant agreement arising there from. I warrant that only those employees who are authorized and required to use such materials will have access to them.

I further warrant that all materials provided by the State will be returned promptly after use and that all copies or derivations of the materials will be physically and/or electronically destroyed. I will include with the returned materials, a letter attesting to the complete return of materials, and documenting the destruction of copies and derivations. Failure to so comply will subject this organization to liability, including all damages to the State and third parties. I authorize the State to inspect and verify the above.

I warrant that if my organization is awarded, it will not enter into any agreements or discussions with a third party (sub-grantees) concerning such materials prior to receiving written confirmation from the State that such third party has an agreement with the State similar in nature to this one.



Signature of Responsible Party

October 10, 2018
Date

Seleta J. Reynolds
Typed Name of Responsible Party

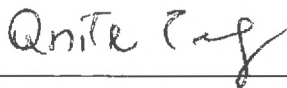
Los Angeles Department of Transportation
Typed Name of Organization

Attachment 8: CONFIDENTIALITY AGREEMENT

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The undersigned agrees to:

1. Observe complete confidentiality with respect to California Air Resources Board (CARB) information, including without limitation, agreeing not to disclose or otherwise permit access to such information or data developed or collected pursuant to the Clean Mobility Options Pilot Project by any person or entity in any manner unless such disclosure is required by law or legal process.
2. Acknowledge the confidential nature of such information or data developed or collected pursuant to the Clean Mobility Options Pilot Project and ensure by agreement or otherwise that they are prohibited from copying or revealing, for any purpose whatsoever, the contents of such information or any part thereof, or from taking any action otherwise prohibited under this section.
3. Not use such information or data developed or collected pursuant to the Clean Mobility Options Pilot Project or any part thereof in the performance of services to others or for the benefit of others in any form whatsoever whether gratuitously or for valuable consideration, except as permitted under this agreement.
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Signature

Anita Tang, Department of Transportation

Print Name

October 10, 2018

Date

Carshare Project Manager

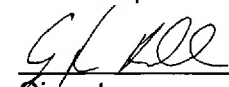
Project Title

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Signature

Creighton Randall, Mobility Development
Print Name

10 / 09 / 2018
Date

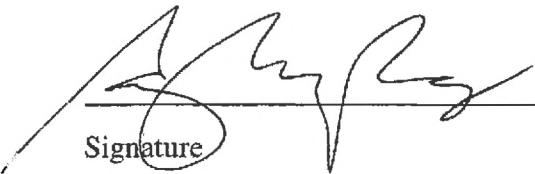
Principal Project Consultant
Project Title

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Signature

Marcel Porras, Department of Transportation

Print Name

October 10, 2018

Date

Chief Sustainability Officer

Project Title

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Signature

Seleta J. Reynolds, Department of Transportation

Print Name

October 10, 2018

Date

General Manager

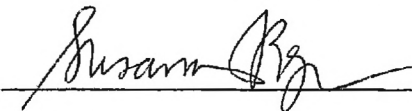
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Signature

Susana Reyes, Department of Water & Power

Print Name

October 10, 2018

Date

Exec. Assistant to General Manager

Project Title

EXHIBIT B

SUBCONTRACT SCOPE OF WORK - MOBILITY DEVELOPMENT PARTNERS (MDP)

TASKS

1. Assistance with General Project Management Tasks, including:

- Weekly small group project management teleconference calls with key City staff, up to ten (10) visits to Los Angeles for in-person meetings and on-site engagement;
- Participation in periodic teleconference calls with both City and California Air Resources Board (CARB);
- Development of position description and guidance in onboarding of the City's Infrastructure Manager position.
- Periodic "on-call" review and recommendations around project design, timeline, and progress towards stated goals, as appropriate; and
- Input and participation as appropriate on external communications around project, including preparation of reports and presentation materials from time to time

Task 1 Deliverables:

- ☐ Project Kickoff with CARB and Press Announcement - Month 1
- ☐ Draft Job Description for Infrastructure Manager - Month 2

2. Technical Assistance to City in Negotiation of Mobility Services Contracts, including both renegotiation of the expanded carsharing services contract (ostensibly with BlueLA) and assistance with design of an interview, solicitation, and procurement/negotiation process around an electric bikesharing or scooter sharing service.

Carsharing components for negotiation will include:

- Revisions to the construction management process and timeline;
- Density of station locations in disadvantaged communities;
- Term of contract and depreciation schedule for capital components of project;
- Pricing of membership and usage rates, and income-based discounts;
- Acceptance of pre-paid debit cards;
- EVSE selection, procurement and ownership;
- Marketing and advertising partnership(s) and role of project Steering Committee;
- Policy around public access to charging and parking stalls;
- Participation in Mobility Data Standard.

Following renegotiation of the carsharing contract, MDP will work with LADOT staff to develop a process around and solicitation for recruiting electric bikesharing and/or scooter sharing companies that can serve a similar geography and membership base to the BlueLA program.

EXHIBIT B

This component will involve a series of interviews with mobility companies and regional stakeholders (including exploration of alignment with city infrastructure, programs and policies) to determine the best course of action prior to issuing a solicitation. MDP will then assist LADOT in developing an RFP or RFQ for these services and will assist in evaluation of and negotiation with qualifying electric bikeshare and/or scooter providers

Task 2 Deliverables:

- ☐ Memo outlining objectives for renegotiation of carsharing contract - Month 1
- ☐ Carsharing contract renewed - Month 3
- ☐ Research memo exploring state of the practice in public-private partnerships for electric bikeshare and scooter sharing with respect to disadvantaged communities - Month 4
- ☐ Development of RFP or RFQ for electric bikesharing and/or scooter sharing - Month 6
- ☐ Electric bikeshare or scooter sharing provider(s) selected - Month 8
- ☐ Bike/scooter provider under contract - Month 9

3. Management of Steering Committee and Outreach Management Process

Recommendations are forthcoming from LA Thrives, the Shared Use Mobility Center, BlueLA and Steering Committee members with respect to marketing and outreach based on experience with the first phase of the BlueLA project. Concurrently, MDP is developing a revised Outreach Plan developing in partnership with LA Thrives. In this task, MDP will be responsible for:

- Recommending a detailed budget plan for spend down of the \$508k allocated to outreach, marketing, advertising and steering committee participation;
- Recruiting for and reconstituting the Steering Committee;
- Convening Steering Committee on a schedule and with an agenda to be determined following development of the revised Outreach Plan;
- Active management of Marketing Contractor(s) according to Outreach Plan, including:
 - Street Team Manager,
 - 3.0 FTE Street Team,
 - Advertising Budget (\$100k);
- Providing assistance to City, Steering Committee, and BlueLA in planning and executing a series of community forums following renewal of operations and marketing contracts;
- Providing guidance to Steering Committee in advocating/fundraising for in-kind and grant support to augment and continue these efforts.

Task 3 Deliverables:

- ☐ Memo regarding reconstitution of Steering Committee and recommending spend-down of Marketing Budget - Month 2
- ☐ Steering Committee formalized and Marketing Contractor(s) designated - Month 3
- ☐ Phase 2 Community Forums delivered - Months 3 through 5
- ☐ Marketing Plan Executed - Months 4 through 16
- ☐ Phase 2 Marketing Report (draft and final) - Months 18 through 20

EXHIBIT B

4. Assistance to City in Pursuing EVSE improvements and Financing Strategies

As the City and BlueLA consider commitments to municipal infrastructure, construction, vehicles, and equipment (total capital investment for Phase 2 is expected to range from \$10-\$12 million), three critical components to consider regarding the EVSE are:

- Feasibility, cost, and timing of upgrading from current 3.3kW chargers
- Depreciation schedule of both Phase 1 and Phase 2 stations relative to contract period
- The City's level of interest in more significant capital stake in program

MDP will consider these factors and assemble a Research Report recommending financing options and, if desired, fundraising strategies for a larger municipal role in program infrastructure moving forward. Remaining time in this task will be allocated towards pursuing infrastructure financing or fundraising strategies that LADOT has deemed viable.

Task 4 Deliverable: Infrastructure Research Report and Recommendations - Month 8

5. Revision and Implementation of Survey Tools

Project partners during Phase 1 took a collaborative approach to survey development, but the burden of deploying and following up on the survey was left solely to BlueLA. In Phase 2, MDP will share the burden of survey deployment with the operator. Shortly after project kickoff, the methodology and questions of the Initial Participant Survey will be reviewed and this process will be streamlining so that MDP can securely (and anonymously) follow-up with recent applicants.

MDP will be solely responsible for reporting on results of these Initial Participant Surveys to the City and CARB on a monthly basis. MDP will also assist BlueLA with collection of an annual member survey in mid-2019 and mid-2020. These two survey tools together will provide an understanding of participants' transportation needs, auto ownership, carbon impacts, perceptions of advanced technology vehicles and car sharing, and demographic information.

Task 5 Deliverables:

- ☐ Revised Survey Collection Plan - Month 3
- ☐ Monthly Initial Participant Survey Results - Month 4-22
- ☐ Annual Member Survey Collection - Month 5 and Month 17

6. Analysis of Enrollment, Utilization, Performance Data

As the program moves towards participation in the Mobility Data Standard, MDP will assist the LADOT in conducting a deep operational analysis the program performance. The MDP role in this task is to support LADOT in more actively managing the carsharing program as better data becomes available. Funds for this task will be held until such time as LADOT and BlueLA can jointly develop real-time reporting through the Mobility Data Standard.

EXHIBIT B

Task 6 Deliverable: TBD

7. Reporting

This task will augment existing resources available for Quarterly and Final Reporting to CARB.

MDP will assist LADOT in:

- Reporting on outreach and marketing activities from Task 3
- Summarizing Survey data from Task 5
- Summarizing Membership, Utilization and Performance information from Task 6
- Estimating Greenhouse Gas (GHG) emissions using methodology approved by CARB

MDP will also assist LADOT in compilation of the Final Project Report in Q3-Q4 2020

Task 7 Deliverables:

- ☐ Assistance to Quarterly Reports Q14-20 - Months 3, 6, 9, 12, 15, 18, 21
- ☐ Assistance to Final Project Report - Months 19-21

LA EV Carshare Phase 2 - MDP Fee Estimates		
	Schedule	Total
Task 1 - Assistance with General Project Management	Months 1 - 16	\$ 18,000
Task 2 - Negotiation of Mobility Services Contracts	Months 1 - 9	\$ 46,600
Task 3 - Management of Steering Committee & Outreach	Months 4 - 16	\$ 56,800
Task 4 - EVSE Improvements & Financing	Months 1 - 16	\$ 14,000
Task 5 - Revision and Implementation of Survey Tools	Months 3 - 22	\$ 19,800
Task 6 - Analysis of Enrollment, Utilization, & Performance	Months 6 - 22	\$ 23,200
Task 7 - Reporting	Months 1 - 22	\$ 13,600
TOTAL		\$ 192,000

Billing Rates		
Employee Classification/Title		Hourly Rates
CEO / Principal Consultant		\$ 90.00
Policy Director		\$ 90.00

EXHIBIT B

Strategy Director		\$ 80.00
Research Manager		\$ 50.00