



OFFICE OF THE CITY CLERK
OAKLAND
OCT 29 11 02 25

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Brooke A. Levin
Director, Public Works

SUBJECT: Award of Contract and Waiver of
Contract Requirements for Car
Sharing Program Development

DATE: October 19, 2015

City Administrator Approval

Date:

10/28/15

RECOMMENDATION

Staff Recommends That the City Council Adopt:

A Resolution Awarding a Professional Services Agreement With the Transportation Sustainability Research Center (TSRC) in an Amount Not-to-Exceed \$80,000.00, and Waiving the Competitive Bid Requirement for the Proposal/Qualification (RFP/Q) Process, the Advertising and Bidding Requirements, and Local and Small Business Enterprise Program (S/LBE) Provisions Associated With Typical Vendor Recruitment in Order to Contract With TSRC to Implement the City of Oakland Car Share Program.

EXECUTIVE SUMMARY

This resolution waives the City's contracting requirements to allow the City to enter into a contract with the Transportation Sustainability Research Center (TSRC) to participate in the Car Share Program. The Council approved a car sharing policy (Resolution No. 85459 C.M.S.) and accepted a \$320,526.00 Congestion Mitigation and Air Quality Improvement (CMAQ) grant from the Metropolitan Transportation Commission (MTC) on March 17, 2015. In that action, the TSRC at the University of California, Berkeley, was identified as a partner organization. This resolution formalizes the relationship between TSRC and the City as described in grant application. There are no changes to the Car Sharing policy.

BACKGROUND / LEGISLATIVE HISTORY

On March 17, 2015, City Council approved the Car Sharing Policy (Resolution No. 85459 C.M.S.) to further the City's goals to reduce single-occupant vehicle trips and greenhouse gas emissions from private transportation through car sharing. In the same resolution, the City accepted and appropriated a \$320,526.00 Congestion Mitigation and Air Quality Improvement (CMAQ) grant from the Metropolitan Transportation Commission (MTC) to implement the Oakland Car Share Program. Because the CMAQ grant consists of Federal funds, Caltrans will administer the grant.

Item: _____
Public Works Committee
November 10, 2015

While the grant application identified the City as the project sponsor and recipient of the CMAQ funds, the TSRC contributed to the winning application and is considered a key project partner of the Oakland Car Share Program.

ANALYSIS AND POLICY ALTERNATIVES

The grant application was awarded, in part, based on the benefits the TSRC would bring to the project. TSRC holds a unique position in the study of car sharing and other shared mobility technologies; they will lead the program evaluation of point-to-point car sharing and on-street dedicated space car sharing in Oakland. Through the guidance of UC Berkeley Professor Susan Shaheen, a principal researcher on the grant, TSRC has become the country's foremost expert on the environmental, economic, and social benefits of car sharing.

Caltrans does not require a formal competitive bidding process for State agencies or affiliates. As a research center within UC Berkeley, therefore, TSRC is exempt from Caltrans' competitive bidding requirements. Staff has confirmed with Caltrans's Office of Local Assistance that the City is allowed to contract with TSRC.

However, the City of Oakland does not provide a statutory exemption from advertising, competitive bidding, and local business provisions for contract awards to other public agencies, but allows Council to waive these requirements.

Staff recommends that the City waive the competitive bid requirement for proposals/ qualifications (the RFP/Q) process, the advertising and bidding requirements, and Local and Small Business Enterprise Program (L/SLBE) Provisions to contract with TSRC. Sections 2.04.050 and 2.040.51 of the Oakland Municipal Code provide that City Council may waive these requirements when it is in the best interest of the City to do so. Because of TSRC's unique qualifications and its affiliation with a State agency, staff recommends that a waiver of these requirements is in the best interest of the City. This action was approved by the Contracts and Compliance Division of the City Administrator's Office.

FISCAL IMPACT

There are no financial impacts associated with the recommendation to waive requirements and to authorize a contract with the TSRC. Eighty-three percent (83%) of the cost of the contract will be covered by the grant and 17% of the cost will be funded by the local match. The grant and the local match have already been appropriated to this project (85459 C.M.S.). The grant has been appropriated to the Metropolitan Transportation Commission Fund (2163), Transportation Planning Organization (30275), Car Share Project (G493310). The local match has been appropriated from Measure B Local Match Fund (2211), Transportation Planning Organization (30275), Car Share Project Number (G493320).

PUBLIC OUTREACH / INTEREST

The public was made aware of this award when MTC announced and approved their grant selections in a public meeting on December 10, 2014.

COORDINATION

This report and legislation have been reviewed by the Office of the City Attorney, Controller's Bureau and Contracts and Compliance Division of the City Administrator's Office.

SUSTAINABLE OPPORTUNITIES

Economic: Car sharing will bring new transportation choices to Oakland residents who will have the opportunity to reduce costs associated with owning a private vehicle. Any car sharing organization established in Oakland will likely be subject to business license fees and provide new jobs in Oakland.

Environmental: Research has shown that car sharing services reduce the demand for private vehicles, decrease greenhouse-gas emissions, and increase walking and biking. Expanding car sharing services in Oakland will help Oakland meet our sustainability goals outlined in the Energy and Climate Action Plan.

Social Equity: By adopting this resolution, the City will take steps to see that car sharing services expand to underrepresented neighborhoods and areas currently poorly served by car sharing, in an expedient and equitable fashion.

CEQA

This Resolution and Ordinance is exempt from the environmental analysis requirements of CEQA under CEQA Guidelines section 15061(b)(3) (Common Sense Exemption) because the only potential physical effect on the environment that could foreseeably result from its implementation is a reduction in environmental impacts associated with vehicle traffic including, but not limited to, traffic congestion and greenhouse gas emissions. The Resolution and Ordinance, therefore, are actions that do not have the potential to cause significant effects on the Environment.

On a separate and independent basis, the project is also exempt under CEQA Guidelines section 15301(c), which exempts operation, repair, or minor alteration of existing facilities.

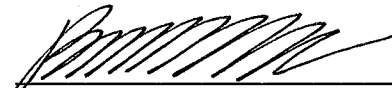
ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That the City Council Adopt:

A Resolution Awarding a Professional Services Agreement With the Transportation Sustainability Research Center (TSRC) in an Amount Not-to-Exceed \$80,000.00, and Waiving the Competitive Bid Requirement for the Proposal/Qualification (RFP/Q) Process, the Advertising and Bidding Requirements, and Local and Small Business Enterprise Program (S/LBE) Provisions Associated With Typical Vendor Recruitment in Order to Contract With TSRC to Implement the City of Oakland Car Share Program.

For questions regarding this report, please contact Iris Starr, Manager of Transportation Planning and Funding, at lstarr@oaklandnet.com or (510) 238-6229.

Respectfully submitted,



BROOKE A. LEVIN
Director, Oakland Public Works

Reviewed by:

Michael J. Neary, P.E., Assistant Director
OPW-Bureau of Engineering and Construction

Prepared by:

Sara Barz, Shared Mobility Coordinator /
Program Analyst II
OPW-Bureau of Engineering and Construction
Transportation Planning and Funding Division

Attachment (1):

A: Car Sharing Program Application

Oakland Car Share Expansion and Outreach Program

**CAR SHARING PROGRAM
APPLICATION**

Application deadline: Friday, October 17, 2014, 4:00 p.m.

Please review the Car Sharing Program guidelines for additional information.

PART 1: GENERAL INFORMATION	
<i>a) Project Sponsor</i>	
Lead Applicant (Agency)	City of Oakland, Public Works Department
Project Manager (name and title)	Jamie Parks, Complete Streets Program Manager
Contact Information (email and phone)	<u>jparks@oaklandnet.com</u> 510.238.6613
<i>b) Partner Agency/Business/Organization (Including your agency, please list all the agencies involved their role in respect to the project; use additional sheets of paper if needed)</i>	
Agency/Business/Organization	TransForm
Contact Name	Stuart Cohen
Contact Information (email and phone)	<u>stuart@transformca.org</u> 510.740.3150 x311
Role in Project	Community Outreach and Marketing
Agency/Business/Organization	UC Berkeley Transportation Sustainability Research Center
Contact Name	Susan Shaheen
Contact Information (email and phone)	<u>sshahen@berkeley.edu</u> 510.642.9168
Role in Project	Program Evaluation

PART 2: PROJECT PURPOSE AND NEED	
<i>a) Project Type (check all that apply)</i>	<input checked="" type="checkbox"/> Suburban communities and / or communities that do not have robust car sharing service <input checked="" type="checkbox"/> Underserved communities <input type="checkbox"/> Business parks / transit connections <input checked="" type="checkbox"/> Innovative / new technologies
<i>b) Project Title</i>	Oakland Car Share and Outreach Program
<i>c) Project Description and Purpose</i>	<p>Oakland is partnering with TransForm and UC Berkeley Transportation Sustainability Research Center (TSRC) to conduct a comprehensive car share expansion and outreach program consisting of three primary components:</p> <ol style="list-style-type: none"> 1. Establish new City programs to provide point-to-point car sharing and dedicated on-street parking for car sharing. 2. Extensive outreach program focused in East Oakland to increase market penetration for a variety of car sharing options within disadvantaged communities. 3. Program evaluation to quantitatively assess the performance of the various program sub-components.

PART 2: PROJECT PURPOSE AND NEED	
d) Project Location / Community	Oakland
e) Project located in one of top 16 cities taking on housing growth in Plan Bay Area	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If NO, please explain how the selected city will be taking on future growth	Click here to enter text.

PART 3: COST AND FUNDING	
a) Total Project Budget	\$457,895
b) Total Grant Request from MTC	\$387,248
c) Local Match – 11.47 percent of total project budget*	\$52,521

* TransForm is providing additional matching support for staff costs, see detailed budget

PART 4: NARRATIVE (no more than 10 pages total)

- Detailed description of project and purpose (2 pages max.)
- Detailed work plan
- Project schedule, such as a gantt chart
- Project roles, for both lead agency and partner agencies
- Letter of support from each partner agencies (not included towards page count)
- Cost proposal, including project and staffing costs
- Vicinity map
- Detailed project area map, including proposed car share locations, etc.
- Optional Attachment:* Description of applicable past projects

4A. Detailed Description of Project and Purpose

Oakland's application for a Car Share Expansion and Outreach Program provides a unique opportunity not only to dramatically expand the number of car sharing vehicles available in Oakland, but to couple this expansion with intensive community outreach to increase market penetration in low-income and disadvantaged communities. The application will provide critical funding to update City policies and implement an administrative program for car sharing. These changes are necessary preconditions to widespread car share adoption within Oakland, and will not occur without outside funding.

In addition, the City will partner with TransForm to implement an intensive outreach and marketing campaign to complement the expansion of car share availability. The outreach will focus on historically disadvantaged communities in East Oakland along the International Boulevard corridor, and will include multiple shared mobility options (e.g., car2go, Getaround, City CarShare). This outreach program is an important component of encouraging transportation behavior shifts in concert with the forthcoming Bus Rapid Transit system, and will also serve as a model for shared mobility outreach throughout the Bay Area.

Finally, our application includes the UC-Berkeley Transportation Sustainability Research Center (TSRC) to evaluate the environmental, economic, and social benefits of point-to-point and dedicated on-street parking spaces for car sharing in Oakland.

Background

Oakland was an early adopter of car sharing, and first approved City CarShare to provide car sharing services in 2001. In 2006, the City approved a contract with City CarShare to replace part of the City's vehicle fleet with a dedicated location on Clay Street in downtown Oakland. More recently, a second traditional car sharing provider (Zipcar), as well as peer-to-peer companies (RelayRides and Getaround) began operating in Oakland.

Despite the long-standing success of car sharing within Oakland, the City has never adopted a car sharing policy, made changes to the municipal or planning codes to support car sharing services, or created car sharing rules and permits to facilitate the adoption of car sharing throughout Oakland. This lack of City involvement in the car sharing market has resulted in car sharing organizations' almost exclusive reliance on private lots with excess parking capacity to provide vehicle locations. Moreover, a lack of geographic distribution requirements has also resulted in a concentration of car sharing locations downtown, north of Lake Merritt, and at BART stations¹.

The lack of policies and programs to support car sharing is a significant obstacle to the expansion of car sharing in Oakland. With a car sharing policy and administrative programs, combined with a concerted outreach effort, we believe that car sharing services could expand considerably to meet latent demand. Car sharing organizations also are aware of the potential demand in Oakland. For instance, car2go, a point-to-point car sharing provider has approached Oakland to establish a zone of operations in early 2015, and Zipcar, Getaround and City CarShare have all expressed interest in expansion using dedicated on-street spaces. Further, by embracing the use of public property for car sharing, the City sees an opportunity to ensure that car sharing services are more equitably distributed throughout Oakland's neighborhoods.

¹ Peer-to-peer vehicle locations are more dispersed, but they generally follow the same distribution as traditional car sharing locations.

Despite recognition of the benefits of car sharing, Oakland lacks the staff capacity or resources to undertake the studies and establish the administrative processes to make the necessary changes. A successful application would provide a one-time investment in policy and program development that would (1) modernize the City's approach to regulating car sharing activities; (2) conduct outreach to increase awareness and participation, especially in East Oakland; (3) build a critical mass of users for the new shared mobility services; (4) evaluate the car sharing services for their environmental, economic, and social benefits; and (5) lay the necessary foundation for continued car share expansion in Oakland.

Program Elements

The application includes four key tasks necessary to address the needs outlined above.

1. Establish a **program** that will study the utilization of **dedicated spaces for car sharing on public property** throughout Oakland, using SFMTA's "On-street car sharing pilot evaluation" study (2012) as a guide. This program would grant conditional dedicated space permits to the 11 existing, unpermitted dedicated spaces for car sharing vehicles in the public right-of-way and in municipal lots as well as permit an initial expansion of up to 60 new dedicated spaces in commercial and residential neighborhoods. This will make car sharing more widely seen and available, and allow the City to evaluate where dedicated spaces work best. After the study, City staff anticipates that the number of permitted dedicated spaces for car sharing would increase similar to San Francisco.
2. **Support the widespread adoption of car sharing in low-income and historically underrepresented communities** in East Oakland. This program will market complimentary and innovative models of car share, to dramatically expand the range of services available. TransForm will partner with Getaround³, a peer-to-peer provider that will waive fees associated with installation of their "Instant" infrastructure for new members associated with our program. TransForm will also explore potential incentives (e.g., membership waivers, time credits) with car2go, a point-to-point car sharing service. Since both of these systems require a critical mass of users to be successful, TransForm will partner with community based organizations and businesses as well as conduct intensive multi-lingual outreach. Consolidated outreach will advertise all of the options available, which ideally includes car sharing locations near transit hubs. With partners like EBALDC we will promote the new options to residents in affordable housing developments and all residents within a quarter mile from the anticipated Bus Rapid Transit line.
3. Evaluate the point-to-point and dedicated space car sharing programs for **environmental, social, and economic benefits** as well as **program effectiveness**. Participating car sharing organizations will provide evaluators with vehicle utilization and anonymous member data. Evaluators would study indicators such as greenhouse gas emissions avoided, service adoption by low-income and disadvantaged groups, and cost savings from private vehicles shed to measure the benefits and costs of car sharing in Oakland. Evaluation will also include utilization rates and demographics of members to make recommendations to City staff regarding the number of car sharing vehicles in the city, effective methods to promote an equitable distribution of car sharing services, program requirements and outreach opportunities to reach key demographic groups.
4. Develop the **administrative rules, requirements, and internal processes** necessary to the City to operate the dedicated parking space and point-to-point car sharing programs on an on-going basis. These rules and requirements will be shaped by the findings from the initial evaluations.

³ The company recently launched Getaround Instant in Oakland, making it easier and more convenient to share cars using a smartphone app, so owners no longer have to meet and exchange keys with renters.

4B. Detailed Work Plan

#	Task Description
1	<p>Car Sharing Program, Phase 1 - Initial Launch Lead: Oakland Public Works/Consultant Support: TransForm</p>
1.1	<p>Support point-to-point car sharing: Field resident complaints, manage permit changes, analyze system utilization data, and liaise between the service provider and the program evaluator.</p>
1.2	<p>Draft administrative rules: Develop and implement regulations regarding the distribution of car sharing vehicle locations, the amount of time a car sharing vehicle can be set aside for private use, data reporting, and other basic requirements.</p>
1.3	<p>Draft criteria to become qualified car sharing organizations: Establish minimum service requirements for car sharing organizations to create a list of car sharing organizations qualified to operate in Oakland (we anticipate that we will draw primarily on San Francisco's work to increase efficiency).</p>
1.4	<p>Select participating car sharing organizations: Invite qualified car sharing organizations to participate in the dedicated space program.</p>
1.5	<p>Select dedicated car sharing locations: Using the San Francisco Municipal Transit Agency's <i>On-street car sharing pilot study</i> (2011) as a guide, select a distribution of on-street parking spaces paired with off-street parking spaces throughout the city to evaluate the benefits and costs of on-street versus off-street locations for car sharing. The City of Oakland will work with car sharing organizations to test a variety of location types. In the first phase of the program, the City will select up to 60 additional on-street spaces to evaluate.</p>
1.6	<p>Reach out to neighbors and businesses: To ensure that the locations that the City chooses will be well-used, the City will reach out to neighbors and businesses to find agreeable locations for the new dedicated spaces for car sharing.</p>
1.7	<p>Approve conditional dedicated space permits: Once final locations have been selected, the City of Oakland will grant conditional use permits to the car sharing organizations for the duration of the grant period.</p>
1.8	<p>Post signage and paint curbs: The City of Oakland will post the signs necessary and paint the curbs for the dedicated spaces for car sharing.</p>
1.9	<p>Coordinate with other City departments: The Public Works Department will coordinate with Parking Enforcement and the Department of Finance and Management to run the car sharing program.</p>
1.10	<p>Update City website and public works call center: The City will create a shared mobility section on the website to support outreach and customer service.</p>

#	Task Description
2	Shared Mobility Outreach Program to Low-Income Communities Lead: TransForm
2.1	Form and coordinate a shared mobility outreach program advisory committee: The advisory committee will comprise leaders from local organizations, religious institutions and business groups interested in maximizing the benefits of car sharing for their respective communities. Committee members knowledgeable of the specific needs of target groups will guide program design and outreach.
2.2	Design outreach and marketing strategy: Outreach, marketing and education will be designed to overcome the barriers to access and information for low-income, minority communities. Outreach to local businesses will work in tandem with current technical assistance efforts underway to facilitate availability of car share for local business use to mitigate for parking removal taking place as part of Bus Rapid Transit and bicycle and pedestrian improvements along the corridor.
2.3	Coordinate graphic design outreach materials: Work with a graphic designer to produce multi-lingual materials explaining how various services (e.g., car2go, Getaround, City CarShare, Zipcar) can work for low-income driver and business community needs.
2.4	Coordinate with car sharing providers: Coordinate outreach, marketing and incentives for low-income users.
2.5	Develop web communications: Host web pages on its existing website to explain the outreach program and offer clear, consolidated information on car share options in East Oakland.
2.6	Conduct outreach, education, and training with stakeholders: TransForm will lead outreach efforts in identified communities to get a critical mass of residents and businesses to share vehicles on Getaround, use car2go, and participate in other car share services (if available). Trainings and education will be coordinated with East Bay Asian Local Development Corporation, Oakland Sustainable Neighborhood Initiative, Oakland Business Development Corporation, business improvement districts (BIDs) and other interested stakeholders. Includes mass mailings, community presentations, and car share membership enrollment.
2.7	Develop and conduct survey: In coordination with TSRC, TransForm will survey the interests and attitudes of business, real estate, and community organizations participating in the program to understand the benefits and obstacles associated with these complimentary shared mobility options. New users generated by the outreach will also report on their user experience.
2.8	Analyze survey data: The survey will evaluate the challenges and successes of the targeted outreach to inform operations of car share in communities of concern.
2.9	Write report for public audience: TransForm will draft a case study report detailing the program with a focus on recommendations for replication.
2.10	Report results

#	Task Description
3	Program Evaluation Lead: TSRC
3.1	Develop pre-survey: The survey shall serve as an in-take survey of new members that join the expanded services. This survey will ask basic information about demographics, baseline travel information such as current use of existing modes, amount of driving, motivations for joining car sharing, vehicle holdings and purchase plans, and select attitudinal information.
3.2	Conduct pre-survey on rolling basis: The pre-survey shall be implemented with members as they join and preferably before they have had extended exposure to the car sharing service
3.3	Develop post-survey: The post-survey will ask questions that focus on the change in transportation mode use, change in driving, experience with car sharing, change in vehicle holdings and purchase plans, among other selected metrics.
3.4	Conduct post-survey: The post-survey will be implemented at a fixed point in time within the project 12 months after the planned deployment of the expanded car sharing service.
3.5	Analyze survey results: The evaluation will aim to evaluate changes in VMT that occur as a result of the expanded services, contingent on available data. The evaluation will also aim to translate these changes in VMT to changes in emissions
3.6	Report results
4	Car Sharing Program, Phase 2 - Post-Evaluation Implementation Lead: Oakland Public Works/Consultant
4.1	Support point-to-point car sharing: Field resident complaints, manage permit changes, analyze system utilization data, and liaise between service providers and evaluators.
4.2	Research operations funding opportunities: Identify available funding options to support the on-going administration of car sharing.
4.3	Revise criteria to become qualified car sharing organizations: Use data from the evaluation to review qualifications to become a car sharing organization in Oakland.
4.4	Create Dedicated Space Parking Permit: The City will add a permit to the Municipal Code to allow dedicated spaces for car sharing.
4.5	Revise requirements for participation in program: Use data from the evaluation to revise requirements to operate a dedicated car sharing location.
4.6	Draft expansion map: Based on the program evaluation, the City will identify feasible opportunities to expand dedicated spaces for car sharing in Oakland.
4.7	Determine permit fees: Based on gathering data on meter use in the vicinity of the dedicated spaces or turnover in unmetered areas, the City will establish appropriate fees for the Dedicated Space Parking Permits.
4.8	Incorporate expansion locations: The City of Oakland will invite qualified car sharing organizations to participate in the expanded dedicated space program,
4.9	Reach out to neighbors and residents: The City will reach out to neighbors and businesses to find agreeable locations for the new dedicated spaces for car sharing.
4.10	Determine ongoing staff needs
4.11	Draft MTC grant report.
4.12	Draft City Council staff report and present update to City Council

4D. Project Roles

Oakland Public Works Department (Project Sponsor)

The Oakland Public Works Department (OPW) will be responsible for ensuring completion of all tasks and delivery of all reports referenced in this application, including necessary grant reports. OPW staff will ensure that grant partners: (1) complete their tasks on schedule and on budget; (2) receive funding and reimbursements for tasks and related expenses; and (3) submit regular updates on task progress.

In addition, OPW staff will facilitate internal coordination within the City (e.g., Department of Finance and Management, Parking Enforcement, City Administrator) on behalf of consultants, car sharing organizations, or partners.

OPW staff will also oversee the selection and management of a consultant to perform portions of Tasks 1 and 4. Anticipated consultant tasks include:

1. developing the policy and administrative rules of the program;
2. ensuring that car sharing organizations receive permits to participate in the program;
3. reviewing feasibility of potential dedicated on-street space locations; and
4. developing an expansion strategy after the initial phase of the program.

TransForm (Outreach and Marketing Partner)

TransForm will create the public face of Oakland's shared mobility options, building on its reputation as strong advocates for safe, abundant, and equitable transportation options. TransForm's primary role will be to support the widespread adoption of shared mobility options in low-income and underrepresented communities in East Oakland. TransForm is well positioned to shared mobility outreach efforts in East Oakland through their experience engaging communities along International Boulevard as part of Bus Rapid Transit planning and implementation. Moreover, through its Green TRIP certification program, TransForm has developed strong ties with car sharing providers.

TransForm will also conduct outreach and marketing to residents and businesses located near dedicated parking spaces for car sharing vehicles. When appropriate, TransForm will support the policy development and implementation work of the consultant. At the end of the grant period, TransForm will share findings from its outreach and marketing efforts with the City, stakeholders and other grant partners, and the public.

UC Berkeley Transportation Sustainability Research Center (Evaluation partner)

The Transportation Sustainability Research Center (TSRC) at UC Berkeley, one of the country's leading transportation research centers, will evaluate the benefits and costs of various models of car sharing in Oakland. The evaluation of Oakland's car sharing program will complement current research projects at TSRC. An internationally recognized leader in shared-use vehicle research, TSRC is currently conducting an update on North American and International car sharing trends. Drs. Susan Shaheen and Elliot Martin, two experienced car sharing researchers, will lead TSRC's evaluation study for the City.

Responsibilities of TSRC will include:

- coordinating with participating car sharing organizations to access data;
- conducting member surveys;
- measuring the shifts in travel patterns of car sharing members in Oakland; and
- calculating the environmental, economic and social impacts of the distinct models of car sharing.

At the end of the grant period, TSRC will advise OPW on strategies for car sharing expansion in Oakland on the basis of findings from the program evaluation. TSRC will be expected to share findings from the program evaluation with the City, stakeholders and other grant partners, and the transportation research community.

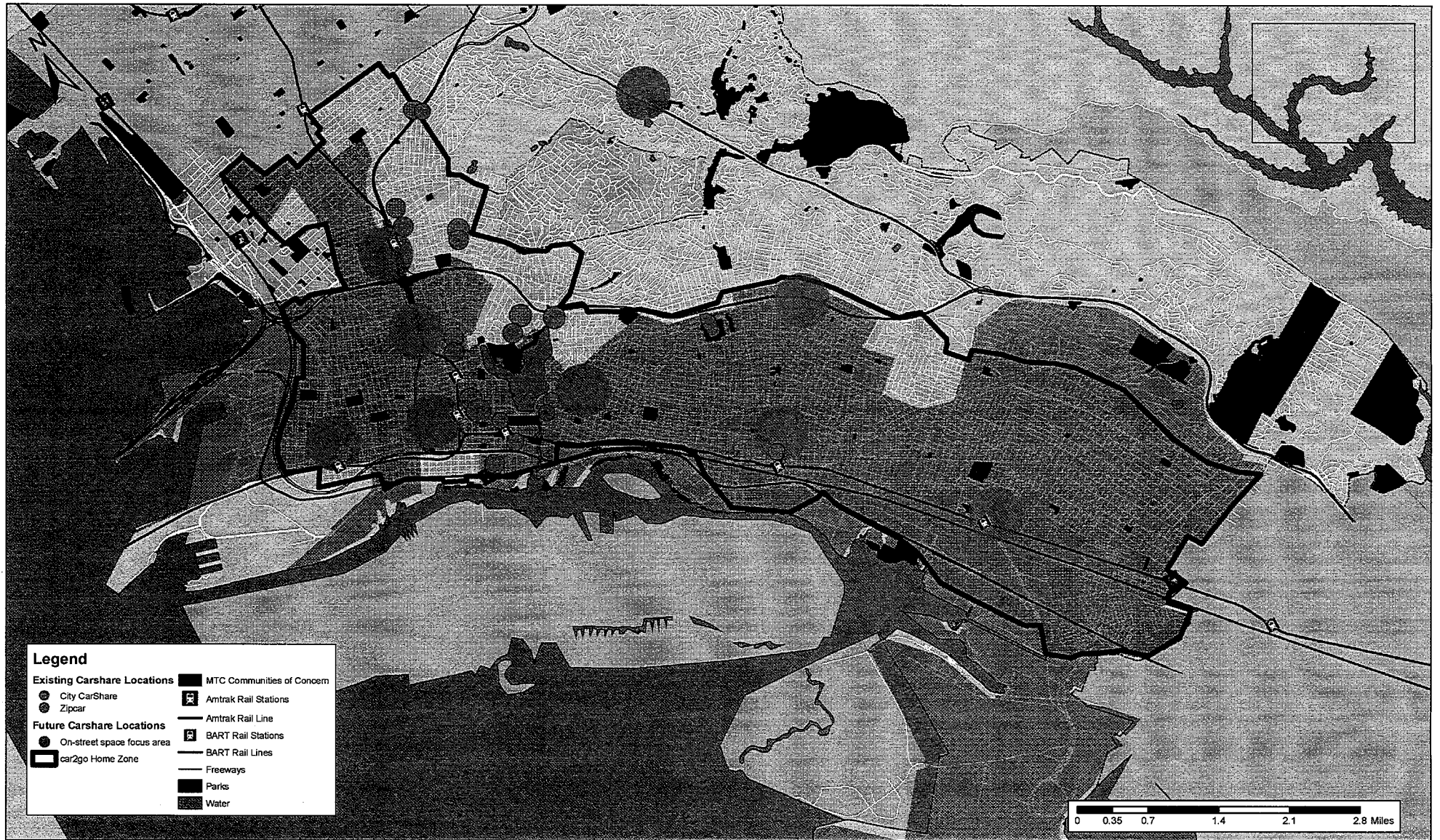
4E. Cost Proposal

		Oakland Car Sharing Program - Budget and Staff Estimate																PROJECT TOTALS			
		OAKLAND PUBLIC WORKS / CONSULTANT					TRANSFORM					TRANSPORTATION SUSTAINABILITY RESEARCH CENTER*									
		Jamie Parks (City Staff)					Clarissa Cabansapan	Geoffrey	Joel Ramos	Blanca Taylor	Jeff Hobson	Susan Shaheen	Elliott Martin	Adam Cohen	Matthew Christensen	Apar Bansal	Undergraduate Researcher				
		Oversight/ Administration	Project Principal	Project Manager	Analyst	Technician	Community Planner	Outreach Manager	Outreach Oversight	Communications	Project Principal	Principal Investigator	Asst. Research Engineer	Survey Researcher 2	Survey Researcher 2	Junior Specialist 2	Undergraduate Assistant	Task Hours	Labor Cost		
#	Task																				
0	Grant Administration	104																104	\$ 13,000		
1	Car Sharing Program, Phase 1 - Initial Launch																				
1.1	Support point-to-point car sharing	4	4	16	48	8												80	\$ 10,631		
1.2	Draft administrative rules	2	2	6	8	2												20	\$ 2,789		
1.3	Draft criteria car sharing organization qualifications	2	2	8	16	2												30	\$ 4,143		
1.4	Select participating car sharing organizations	4	2	16	16	2												40	\$ 5,673		
1.5	Select dedicated car sharing locations	12		40	80	12		12										156	\$ 19,777		
1.6	Reach out to neighbors and businesses	12	4	16		16		150										198	\$ 14,423		
1.7	Approve conditional dedicated space permits	4	4	24	48													80	\$ 11,380		
1.8	Post signage and paint curbs	12		10		50												72	\$ 8,100		
1.9	Coordinate with other City departments	20	4															44	\$ 6,500		
1.10	Update City website	8	8	24	48	24	8											120	\$ 15,611		
2	Shared Mobility Outreach Program																				
2.0	Project management and administration					60		20		40								120	\$ 10,101		
2.1	Outreach program advisory committee	4				155		80	40									279	\$ 18,444		
2.2	Design outreach and marketing strategy	4				25	15	10										54	\$ 3,789		
2.3	Coordinate graphic design outreach materials					50		10										60	\$ 9,888		
2.4	Coordinate with car share organizations	8				110		40		4								162	\$ 11,072		
2.5	Develop web communications					48		10		85								143	\$ 8,539		
2.6	Conduct outreach, education, and training					380		825	30									1235	\$ 74,331		
2.7	Develop and conduct survey					50		60	30		6							166	\$ 10,938		
2.8	Analyze survey data					90		6	6		12							114	\$ 8,280		
2.9	Write report for public audience					100		20	10		28							158	\$ 12,042		
2.10	Report results					40		10	5		14							69	\$ 5,357		
3	Program Evaluation																				
3.1	Develop Pre-Survey	4				8					16	24			8			60	\$ 4,931		
3.2	Conduct Pre-Survey on rolling basis	2									24	24		16	8			98	\$ 6,457		
3.3	Develop Post-Survey	6				8					16	24						62	\$ 5,181		
3.4	Conduct Post-Survey after 12 months of program operation	2									24	24		16	16	16		98	\$ 6,457		
3.5	Analyze survey results and other data	4				8					56	80		100	140	100	380	868	\$ 21,958		
3.6	Report results	8				4					32	34		36	64	36	38	252	\$ 13,078		
4	Phase 2 - Post-Evaluation Implementation																				
4.1	Draft administrative rules	4	2		16	2												36	\$ 5,093		
4.2	Research operations funding opportunities for program	12	2	16	24													54	\$ 7,580		
4.3	Revise car sharing organization criteria	2	2		4	2												12	\$ 1,653		
4.4	Create Dedicated Space Parking Permit	2	2	8	16													28	\$ 4,010		
4.5	Revise requirements for participation in program	4	2	8	16	4												34	\$ 4,526		
4.6	Draft expansion map	2		4	16	2												24	\$ 3,103		
4.7	Determine permit fees	4	2	12	24	2												44	\$ 6,073		
4.8	Incorporate expansion locations	4	4	12	32	2												54	\$ 7,513		
4.9	Reach out to neighbors and residents	12	2	12	48			12										86	\$ 10,740		
4.10	Determine ongoing staff needs	2	2	8	16													28	\$ 4,010		
4.11	Draft MTC grant report	4	4	32	40	8												88	\$ 12,151		
4.12	Draft City Council staff report	20	10	16														62	\$ 9,140		
TOTAL HOURS		798	64	422	532	74	1208	1290	131	85	104	169	210	169	252	168	418	5492,2945			
TOTAL LABOR RATE		\$ 1,325.00	\$ 200.00	\$ 180.00	\$ 130.00	\$ 100.00	\$ 66.43	\$ 56.67	\$ 77.84	\$ 56.04	\$ 124.55	\$ 106.04	\$ 78.15	\$ 98.34	\$ 40.91	\$ 34.44	\$ 15.61				
LABOR ESTIMATE		\$ 37,250.00	\$ 12,800.00	\$ 15,240.00	\$ 69,160.00	\$ 7,400.00	\$ 80,247	\$ 73,104	\$ 10,197	\$ 4,783	\$ 12,953	\$ 17,811	\$ 16,412	\$ 10,309	\$ 5,450	\$ 6,530					
		OPW / CONSULTANT SUB-TOTAL					TRANSFORM LABOR SUB-TOTAL					*Estimated rates, see TSRC letter of support for official rates						TSRC LABOR SUB-TOTAL		LABOR TOTAL	
																		\$ 62,954		\$ 422,330	

DIRECT COSTS	OPW	TRANSFORM	TSRC	
Travel		\$ 1,000		\$ 1,000
Graphic designer		\$ 5,000		\$ 5,000
Copying, printing, and mailing		\$ 14,500		\$ 14,500
Translation/Interpretation Services		\$ 3,000		\$ 3,000
Survey distribution			\$ 12,046	\$ 12,046
DIRECT COST TOTAL:				\$ 35,546

PROJECT TOTAL COST:	\$ 457,895
TRANSFORM (10% LABOR COST MATCH):	\$ 18,127
CITY OF OAKLAND (11.47% CASH MATCH):	\$ 52,521
TOTAL GRANT REQUEST:	\$ 387,288

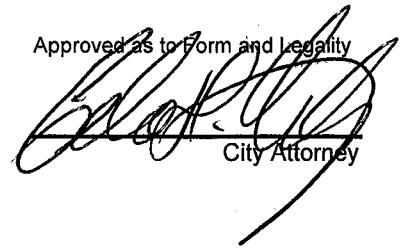
4F. Vicinity Map and Detailed Project Area Map



FILED
OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL

Approved as to Form and Legality



City Attorney

2015 OCT 29 PM 3: 25

RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AWARDING A PROFESSIONAL SERVICES AGREEMENT WITH THE TRANSPORTATION SUSTAINABILITY RESEARCH CENTER (TSRC) IN AN AMOUNT NOT-TO-EXCEED \$80,000.00, AND WAIVING THE COMPETITIVE BID REQUIREMENT FOR THE PROPOSAL/QUALIFICATION (RFP/Q) PROCESS, THE ADVERTISING AND BIDDING REQUIREMENTS, AND LOCAL AND SMALL BUSINESS ENTERPRISE PROGRAM (S/LBE) PROVISIONS ASSOCIATED WITH TYPICAL VENDOR RECRUITMENT IN ORDER TO CONTRACT WITH TSRC TO IMPLEMENT THE CITY OF OAKLAND CAR SHARE PROGRAM

WHEREAS, the City adopted the Car Sharing Policy in Resolution No. 85459 C.M.S., approved March 17, 2015, to further the City's goals to reduce single-occupant vehicle trips and greenhouse gas emissions from private transportation through car sharing as well as other alternative modes; and

WHEREAS, the City adopted Resolution No. 85460 C.M.S., approved March 17, 2015, to authorize the City to apply for funding assigned to the Metropolitan Transportation Commission (MTC) for programming discretion; and

WHEREAS, the City responded to MTC's Call for Car Sharing Projects with a grant application to fund the Oakland Car Share and Outreach Program on Oct. 17, 2014; and

WHEREAS, the MTC granted the City of Oakland \$320,526.00 of federal Congestion Mitigation and Air Quality Improvement (CMAQ) funding, with a local match requirement of \$64,105.00, to support the Oakland Car Share and Outreach Program in December 10, 2014 (MTC Resolution No. 4035, MTC Fund Management System ID: 6151); and

WHEREAS, the City accepted and appropriated the \$320,526.00 in CMAQ funding and committed \$64,105.00 in local funds to support the Oakland Car Share and Outreach Program (Resolution No. 85459 C.M.S); and

WHEREAS, the City resolved that the Oakland Car Share and Outreach Program will be implemented as described in the complete application, subject to environmental clearance, (Resolution No. 85460 C.M.S); and

WHEREAS, the City's grant application included a partnership with the Transportation Sustainability Research Center (TSRC) at the University of California, Berkeley, to implement the Oakland Car Share and Outreach Program; and

WHEREAS, according to the grant application approved by the MTC, the amount of the CMAQ funds the City will pass through to TSRC will be greater than \$50,000.00 but not exceed \$80,000.00; and

WHEREAS, Oakland Municipal Code (CMC) section 2.04.050 requires formal advertising and competitive bidding when the City purchases services, supplies or combination thereof required by the City which exceeds \$50,000.00; and

WHEREAS, CMC section 2.04.050 1.5 permits the Council to waive these requirements upon a finding and determination that it is in the best interests of the City to do so; and

WHEREAS, CMC section 2.04.051.A requires staff to conduct a competitive RFP/Q selection process for the procurement of professional services; and

WHEREAS, CMC section 2.04.051.B authorizes the City Council to waive the RFP/Q requirement upon a finding that it is in the best interests of the City to do so; and

WHEREAS, the TSRC, as a research center within the University of California Berkeley, is a state agency that does not qualify as a local business for purposes of complying with the City of Oakland's fifty-percent (50%) L/SLBE minimum participation requirement for professional service contracts of \$50,000.00 or more; and

WHEREAS, the TSRC is highly respected in the Bay Area for their work to study shared mobility technologies, and is uniquely qualified to implement the Oakland Car Share and Outreach Program; now, therefore be it

RESOLVED, that the City Council authorizes the City Administrator, or a designee, to execute professional services any other necessary agreements and with the TSRC to fulfill the terms of the Oakland Car Share and Outreach Program as approved by the Metropolitan Transportation Commission and City Council (Resolution No. 85460 C.M.S., MTC Resolution No. 4035, MTC Fund Management System Project ID: 6151); and be it

FURTHER RESOLVED, that the City Council finds that pursuant to Oakland Municipal Code sections 2.04.050.1.5 and 2.04.051.B, for the reasons stated above and in the report accompanying this resolution, that it is in the best interests of the City to waive the advertising, competitive bidding, and competitive RFP/Q process for the services to be purchased under the proposed agreements and that the City Council thereby authorizes the waiver of said requirements for the TSRC; and be it

FURTHER RESOLVED, that the City Council hereby waives the L/SLBE provisions that apply to professional services contracts for the TSRC as listed in the Oakland Car Share Grant Application; and be it

FURTHER RESOLVED, that the agreement with TSRC will be funded eighty-three percent (83%) by the grant funding appropriated to Metropolitan Transportation Commission Fund (2163), Transportation Planning Organization (30275), Car Share Project (G493310), and Car Sharing Administration Program (V129); seventeen percent (17%) of the cost of the agreement with TSRC will be funded by the local match to the car sharing grant, appropriated from Measure B Local Match Fund (2211), Transportation Planning Organization (30275), Car Share Project Number (G493320), and Car Share Administrative Program (V129); and be it

FURTHER RESOLVED, that the City Administrator, or a designee, is hereby authorized to complete all required negotiations, certifications, assurances, and documentation required to accept, modify, extend and/or amend the fulfillment of the Oakland Car Share and Outreach Program as described in the grant application approved by the Metropolitan Transportation Commission in December 2014, except for any increase above the maximum allotted amount for TSRC (\$80,000.00) as indicated earlier in this resolution, without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, REID, and PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California