

# South Bay Cities Council of Governments

April 10, 2017

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

RE: No Cost Contract Extension with Urban Trans Consultant for Smart Mobility Marketing

## Adherence to Strategic Plan:

*Goal A: Environment, Transportation, and Economic Development.* Facilitate, implement, and/or educate members and others about environmental, transportation, and economic development programs that benefit the South Bay.

## **BACKGROUND**

The SBCCOG Smart Mobility Tool – aka South Bay Travel Pal – had a longer than anticipated start up. Therefore, we have asked Metro for a no cost contract extension from August 31, 2017 to February 2018 which is being processed and will be brought to the Board when it is received. We want to similarly extend the SBCCOG contract with Urban Trans, the consultant who supports the project's marketing, outreach and reporting tasks, which actually ended on February 28, 2017. There are funds remaining in the Urban Trans budget.

The SBCCOG Smart Mobility Tool is funded through a \$250,000 grant from LA Metro. It is a two year demonstration that has focused on developing and testing an integrated Smart Mobility Tool for ride share and trip planning within the South Bay. Specifically, it is testing the viability of trip planning, ride sharing and other mobility options to and from events as well as other trips within the South Bay and in the Greater Los Angeles Area.

## **RECOMMENDATION**

Due to the fact that the Urban Trans contract has already lapsed, the Steering Committee approve the no cost contract extension for Urban Trans to provide marketing and implementation of the South Bay Cities' Smart Mobility Tool. The contract will be for 1 additional year to February 28, 2018 and will not exceed the balance remaining which is \$28,794 from the original contract of \$50,000.