

Agenda Report

November 14, 2016

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: AUTHORIZE THE CITY MANAGER TO EXECUTE ALL AGREEMENTS WITH THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY AND CALSTART ASSOCIATED WITH THE RECEIPT OF GRANT FUNDING AND THE SHARED EV EMPLOYER DEMONSTRATOR (SEED) PROGRAM FOR PASADENA EMPLOYERS

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the following proposed actions are exempt from review pursuant to the California Environmental Quality Act ("CEQA"), pursuant to State CEQA Guidelines Section 15061 (b) (3); and
2. Authorize the City Manager to execute all agreements with the Los Angeles County Metropolitan Transit Authority (Metro) and CALSTART associated with the receipt of grant funding and the implementation and management of the program respectively; and
3. Amend the FY 2017 Department of Transportation Operating Budget to recognize and appropriate \$335,000 in grant funds awarded by Metro for the SEED Program as detailed in the Fiscal Impact section of this report.

BACKGROUND:

The broad goal of the SEED program is to determine the viability of electric vehicles for short, everyday trips in two different settings: between home and a workplace; and between a transit station and a workplace. The SEED program will provide selected Pasadena employers the opportunity to offer no-cost EV rentals to employees to help them gain first-hand experience with driving EVs, using workplace charging station, and using EVs as connections to transit. The SEED program was conceptualized against

the backdrop of Senator Carol Liu's "Greening for the 21st Century" (GREEN21) program and in furtherance of the U.S. Department of Energy EV Everywhere Initiative. The project will deliver a 12-month outreach, demonstration, and driver experience program that will allow employee-drivers to participate in extended test-drives of light duty EVs for personal use. The goals of the project are to increase acceptance and deployment of EVs in the consumer marketplace; increase employer acceptance, adoption, and installation of workplace charging; and educate Pasadena employers and their employees about the benefits of EVs and workplace charging.

By providing EVs near transit nodes and employment centers, the project will remove obstacles to using transit. It will help consumers have a zero emission trip. Having in town mobility via car sharing will also encourage transit use for longer trips. This project increases the attraction of transit by improving ease of access to stations. The station car element of the SEED program will convert convenient transit station-to-station service into ultra-convenient door-to-door service. The station car element will allow transit users to reach destinations that are too far for walking, thereby extending the reach of transit to new users. This supports transit use, particularly in suburban areas where destinations are dispersed.

City of Pasadena and CALSTART will manage the project. CALSTART will assign a Principal Lead to perform day-to-day operations of the program. CALSTART and the City of Pasadena have a long, successful working relationship on several TDM projects, including MyGo Pasadena and FoldnGo Pasadena – two demonstration projects that provided financial incentives for electric and folding bicycles (respectively) as first mile transit connectors in lieu of single occupancy vehicles. The SEED Program will also effectively leverage previous work, which resulted in installation of 50 charging stations at public and private facilities under the Zero Emission Vehicle Charging Station 2009 Metro grant.

The City, via a Memorandum of Understanding (MOU) with Metro, will secure the grant funds for this program. The Department of Transportation will administer the implementation of SEED program in Pasadena and will contract with CALSTART to manage the day-to-day operation of the program. CALSTART is a Pasadena-based non-profit organization that works with the public and private sectors to develop advanced transportation technologies and is dedicated to supporting and accelerating the growth of these technologies. City and CALSTART will initially collaborate with the Transportation Management Association (TMA) members, consisting of largest employers in Pasadena, to launch the programs to solicit initial locations. CALSTART will also be working with their electric vehicle partners to perform outreach at additional locations. The project will lease eight vehicles for 12 months and reach out to as many employees as feasible.

The SEED program will be funded through a \$335,000 grant from Metro and City's local match of \$40,000, which has been programmed in the Department of Transportation FY 2017 Adopted Budget. CALSTART and its Green Commuter program will also provide additional funding of \$90,000 in support of this SEED program.

COUNCIL POLICY CONSIDERATION:

The SEED Program supports the General Plan guiding principle, "Preserve historic character and environment." The SEED Program will directly assist the Department of Transportation in implementing the Mobility Element objective of promoting a livable community.

ENVIRONMENTAL ANALYSIS:

The implementation of the SEED program is exempt from CEQA per section 15061 (b) (3), the General Rule. The General Rule can be applied when it can be seen with certainty that the activity will not have a significant effect on the environment.

FISCAL IMPACT:

The SEED Program's (Project Number 95085) grant award of \$335,000 from Metro will be reflected in revenue account 10124002-654600-95085 and will be appropriated in the expenditure account 10124002-811400-95085. The City has required match of \$40,000 has been programmed in the Department of Transportation FY 2017 Adopted Operating Budget in the Air Quality Improvement Fund 216, under account number 21624042-811400-95085. The City's administrative costs to manage this program are minimal and will be absorbed within the Department of Transportation Operating Budget. It is anticipated that the entire grant award amount of \$335,000 will be expended by the end of FY 2018 when the program is complete.

Respectfully submitted,




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