

Agenda Report

TO: CITY COUNCIL

DATE: November 8, 2004

THROUGH: Finance Committee (November 8, 2004)

FROM: CITY MANAGER

SUBJECT: APPROVAL OF PARTICIPATION IN THE ELECTRIC VEHICLE TRANSIT RIDERSHIP INCENTIVE PROGRAM

RECOMMENDATION

It is recommended that the City Council:

1. Approve the City's participation in the Electric Vehicle Transit Ridership Incentive Program;
2. Authorize the City Manager to execute all agreements with the Los Angeles County Metropolitan Transit Authority (MTA) and WestStart-CALSTART associated with the receipt of grant funding and the implementation and management of the program respectively;
3. Recognize and approve a journal voucher appropriating the MTA grant for \$368,000 to budget account number 8114-208-775316;
4. Approve a journal voucher amending the Fiscal Year 2005 Operating Budget by recognizing and appropriating \$25,000 from the Proposition A Fund (208) unencumbered fund balance to budget account number 8114-208-775316; and
5. Approve a journal voucher amending the Fiscal Year 2005 Operating Budget by recognizing and transferring \$20,000 from the Pasadena Water and Power Department Public Benefits Program account number 8176-410-834700-21235 to budget account number 8114-208-775316.

TRANSPORTATION ADVISORY COMMISSION

The Transportation Advisory Commission (TAC) reviewed the proposed program at their regular meeting on October 8, 2004 and unanimously supported staff's recommendation to participate in the Electric Vehicle Transit Ridership Incentive Program.

BACKGROUND

The Electric Vehicle Transit Ridership Incentive Program (EVTRIP) will provide a subsidy on the purchase or lease of a small electric vehicle used for commuting to and from Gold Line stations within the City of Pasadena. The program would be funded through a \$368,000 grant from the Los Angeles County Metropolitan Transportation Authority (MTA), and a local match consisting of \$25,000 from the unencumbered Proposition A (208) fund balance and a transfer of \$20,000 in Public Benefit Charge (PBC) funds from the Pasadena Water and Power Department. The City will initiate a Memorandum of Understanding (MOU) with the MTA to secure the grant for this program.

EVTRIP will be a partnership between the City of Pasadena, the MTA and WestStart-CALSTART. 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. As proposed, EVTRIP will be managed by CALSTART and will provide the MTA with an effective means of evaluating the potential for commuters to use small electric vehicles to commute to and from transit stations. The implementation of EVTRIP will be managed by the Department of Transportation and be coordinated with the Pasadena Water and Power Department's Public Benefits Program.

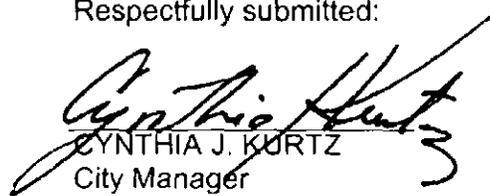
Small electric vehicles are rapidly becoming very affordable and practical modes of transportation over short distances. While continuing to encourage the use of bikes and walking, it is also important to encourage the use of small electric vehicles for people for whom the physical exertion, terrain or weather make biking or walking unattractive or impractical. Electric bikes, stand-up electric scooters, sit down electric scooters, neighborhood electric vehicles and city class electric vehicles are all examples of this emerging technology.

EVTRIP is designed to further encourage the use of small electric vehicles, reduce the demand for parking at Gold Line stations and encourage cleaner, more energy efficient forms of transportation. EVTRIP will provide up to 100 participants with an electric vehicle rebate that is paid on a monthly basis over a 12-month period. In return participants will be required to commute using the electric vehicle. CALSTART will develop criteria to identify the best candidates to participate in the program, as well as which electric vehicle is most appropriate for each participant. EVTRIP will include a validation mechanism to ensure the electric vehicle is being used for commuting, extensive marketing and outreach, and comprehensive data collection and evaluation.

FISCAL IMPACT

The majority of the cost of the EVTRIP will be funded through a \$368,000 grant from the MTA. The City's required match of \$45,000 will consist of \$25,000 from the unencumbered fund balance of the Proposition A Fund (208) and a transfer of \$20,000 in PBC funds from Pasadena Water and Power. The City will also provide "in-kind" support by providing grant administration, program marketing opportunities, participation in press events, signage and other staff support where appropriate.

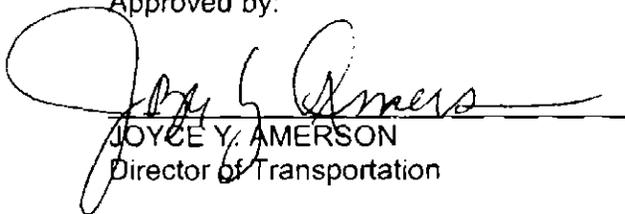
Respectfully submitted:


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