

Scope of Work for City of Austin-CAPCOG Interlocal Agreement for the Commute Solutions Program 2018

General

The City of Austin (the City) has committed to support the Capital Area Council of Governments (CAPCOG) and the Commute Solutions Program in expanding its role of regional coordination for transportation demand management (TDM) programs in Central Texas. CAPCOG is the state's designated regional planning commission for Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, Llano, Travis, and Williamson Counties. The purpose of this interlocal agreement (ILA) is to provide funding to implement the Commute Solutions program in 2018 with a specific focus on outreach and education efforts. The City will provide CAPCOG with \$51,000 to carry out the following tasks:

- Task 1: Pilot a region-wide emergency ride home (ERH) program;
- Task 2: Update the branding of the Commute Solution program;
- Task 3: Enhance the Commute Solutions website (www.CommuteSolutions.com);
- Task 4: Develop, purchase, and distribute Commute Solutions marketing items; and
- Task 5: Hosting of Commute Solutions lunch-and-learn outreach events.

It is expected that the tasks outlined above will:

- Increase the number of people taking alternative modes of transportation, increase telecommuting, increase the number of people using flexible work schedules, and otherwise decreasing the number of commuters choosing to commute along the most congested roadways during the most congested times;
- Build a robust outreach and education campaign that will bring consistency to the messages and branding of the regional Commute Solutions effort;
- Reduce the amount of time and fuel wasted in commuting by encouraging the general public to take actions that help reduce congestion;
- Improve safety by shifting commuting trips from higher-risk single-occupancy vehicle modes to much safer mass transit modes, and
- Reduce the impact of the transportation system on health and the environment by reducing harmful air emissions.

With the agreement of both project representatives, funds may be shifted between Tasks 1-5 as necessary to use these funds to the fullest extent possible without requiring a formal amendment to this ILA. Any unexpended and unencumbered amounts budgeted for tasks 2-5 as of November 30, 2018, shall be used to purchase in-person outreach supplies under Task 4. Any unexpended and unencumbered amounts budgeted for task 1 may be used either to purchase outreach supplies under Task 4, or may be used for future implementation of an ERH program beyond December 31, 2018, as directed by the City's project representative. If any remaining funding under Task 1 is used for future implementation of an ERH program as described above and in the final report for this task, CAPCOG will provide annual reports on the use of the funds until they are fully expended.

Throughout the performance period for this ILA, the City project representative may provide additional guidance or instruction to CAPCOG regarding this work. In addition to approving shifts in funding between tasks, the City's project representative may also extend any deliverable deadlines up to the last day of the contract.

Project Representatives

The following individuals are authorized by their respective organizations to serve as project representatives. CAPCOG's project representative shall be responsible for ensuring all tasks are completed and for submitting deliverables to the City of Austin's project representative. City of Austin's project representative will be authorized to accept or reject deliverables and invoices. Either party may designate an alternative project representative through the notice provisions of this ILA.

- CAPCOG Project Representative:
 - Name: Andrew Hoekzema
 - Title: Director of Regional Services
 - Phone Number: (512) 916-6043
 - E-mail: ahoekzema@capcog.org
- City of Austin Project Representative:
 - Name: Pharr Andrews
 - Title: Air Quality Program Coordinator
 - Phone Number: (512) 974-6476
 - E-mail: pharr.andrews@austintexas.gov

Task 1: Pilot a region-wide emergency ride home (ERH) program

Under this task, CAPCOG will develop and pilot an Emergency Ride Home (ERH) program to provide a free or reduced-cost ride home in cases of emergency for myCommuteSolutions users who make sustainable commute choices including carpooling/vanpooling, public transit, bicycling and walking and should include, at a minimum:

- A ERH work plan to be approved by the City's Project Representative, including a description of the reimbursement strategy
- Development of marketing collateral material
- Advertising for the ERH program

Deliverable 1.1 under this task will be a work plan for the pilot project that will include:

1. An outline of the pilot structure;
2. A general rules and requirements for participation;
3. Detailed descriptions of reimbursement process;
4. Proposed methods for measuring performance in a project report; and
5. Implementation timeline for program.

CAPCOG shall solicit input from the Commute Solutions Steering Committee in June 2018 on a draft of the proposed work plan before submitting a finalized work plan to the City by the end of June. The City's project representative will provide any feedback to CAPCOG on the draft plan no later than June 8, 2018, and will provide any feedback and/or final approval of the plan no later than July 6, 2018.

Deliverable 1.2 will include documentation of pilot launch and any subsequent update reports. Content on the reports should include, at a minimum:

- Number of users since the launch date
- Number of reimbursements processed
- Information helpful for understanding impact of pilot
- Description of resources used to market the pilot
- Results of before and after survey
- Options and recommendations for implementing an ERH program on a permanent basis, including any potential use of any leftover funding in this task beyond December 31, 2018

Deliverable 1.1: Approved ERH Pilot Project Plan

Due Date: Initial Draft: June 1, 2018, Final: June 30, 2018

Deliverable 1.2: Report on ERH Pilot Project

Due Date: December 31, 2018

Budget for Task 1: \$20,000

Task 2: Update the branding of the Commute Solution program

Under this task, CAPCOG will coordinate the transformation and new identity and brand system for the Commute Solutions program. Under this task, CAPCOG will contract with a marketing/advertising firm to produce at a minimum:

- Options for a new Commute Solutions Logo;
- Fresh messaging approach with appeal to a wide audience;
- New brochures or other informational material to distribute;
- New layout, color scheme, imagery and other brand assets for Commute Solutions.

CAPCOG will review options developed by its selected contractor with the Commute Solutions steering committee prior to making any final decisions on updates to the program's branding.

Deliverable 2.1 will consist of a signed contract with vendor that will describe the work that it will complete in support of this task. Deliverable 2.2 will consist of the completed updated branding materials developed and selected using this funding.

Deliverable 2.1: Signed vendor contract for Commute Solutions program branding update

Due Date: July 13, 2018

Deliverable 2.2: Updated branding materials

Due Date: December 31, 2018

Budget for Task 2: \$6,000

Task 3: Enhance the Commute Solutions Website

Under this task, CAPCOG will maintain and enhance the CommuteSolutions.com website. New components the website should include, at a minimum:

- Incorporation of any new Commute Solutions Branding
- Sustainable mode specific resources
- Partner resources
- Calendar of events

CAPCOG will first develop a website enhancement and maintenance plan with the input of the Commute Solutions Steering Committee and its outreach and education subcommittee. CAPCOG shall solicit input from the Commute Solutions Steering Committee in June 2018 on a draft of the proposed work plan before submitting a finalized work plan to the City by the end of June. The City's project representative will provide any feedback to CAPCOG on the draft plan no later than June 8, 2018, and will provide any feedback and/or final approval of the plan no later than July 6, 2018.

Once the plan is approved by the City's representative, CAPCOG will proceed with making updates to the website and perform the activities described in the approved plan. CAPCOG will submit a final report detailing the updates to the website funded under this ILA, and data on the number of users visiting the site during each month through November 2018.

Deliverable 3.1: Approved Website Enhancement plan
Due Date: Initial Draft: June 1, 2018, Final: June 30, 2018

Deliverable 3.2: Final report for Commute Solutions website enhancement and maintenance
Due Date: December 31, 2018

Total Budget for Task 3: \$20,000

Performance Metric for Task 3: Number of unique Commute Solutions website visitors

Performance Target for Task 3: 2,000

Task 4: Develop, purchase, and distribute of Commute Solutions marketing items

Under this task, CAPCOG will coordinate the purchase of materials need to conduct outreach and education. For the purposes of this contract, this will primarily consist of items promoting awareness and to encourage individuals and organizations to take action to use sustainable commute options.

Under this task, CAPCOG will:

- Purchase and distribute Commute Solutions outreach/educational items to distribute at events;
- Develop brochures or other informational material to distribute;
- Identify potential in-person outreach opportunities to distribute marketing items;
- Purchase any other supplies needed for outreach events; and
- Track contacts made, event attendance, etc.

Deliverable 4.1 will consist of an outreach work plan that will describe the types of outreach material that will be made available at the events, and how CAPCOG will track contacts made, event attendance,

etc. Once approved, CAPCOG will then implement the plan. CAPCOG will provide documentation of any marketing items developed, purchased, and distributed under this contract at the end of 2018 for deliverable 4.2.

Deliverable 4.1: Plan for development, purchase, and distribution of Commute Solutions marketing items

Due Date: Draft: June 1, 2018, Final: June 30, 2018

Deliverable 4.2: Documentation of marketing materials developed, purchased, and distributed

Due Date: December 31, 2018

Budget for Task 4: \$3,000

Task 5: Host Commute Solutions stakeholder outreach events

Under this task, CAPCOG will conduct targeted outreach to Commute Solutions Coalition members to help reduce single occupancy vehicle trips. As a part of these efforts, the CAPCOG shall organize and facilitate at least one stakeholder lunch and learn event. Deliverable 5.1 will include documentation of any events funded under this ILA.

Deliverable 5.1: Documentation of events hosted

Due Date: December 31, 2018

Budget for Task 5: \$2,000

Task, Deliverable, and Budget Summary

Task	Deliverable(s)	Due Date(s)	Budget
1	1.1: Approved ERH pilot project plan 1.2: Report on ERH pilot project	1.1: Draft: June 1, 2018; Final: June 30, 2018 1.2: December 31, 2018	\$20,000
2	2.1: Signed vendor contract for Commute Solutions program branding update 2.2: Updated branding materials	2.1: July 13, 2018 2.2: December 31, 2018	\$6,000
3	3.1: Approved Website enhancement plan 3.2: Final report for Commute Solutions website enhancement and maintenance	3.1: Draft: June 1, 2018; Final: June 30, 2018 3.2: December 31, 2018	\$20,000
4	4.1: Plan for development, purchase, and distribution of Commute Solutions marketing items 4.2: Documentation of marketing materials developed, purchased, and distributed	4.1 Draft: June 1, 2018, Final: June 30, 2018 4.2: December 31, 2018	\$3,000
5	5.1: Documentation of events hosted	5.1: December 31, 2018	\$2,000
TOTAL	n/a	n/a	\$51,000