

STAFF REPORT

SUBJECT: *dibs* TDM Service Contract Amendment between the San Joaquin Council of Governments (SJCOG) and the Merced County Association of Governments (MCAG)

RECOMMENDED ACTION: Motion to Authorize the Executive Director to Execute a *dibs* TDM Contract Amendment with MCAG for a Vanpool Project in FY 2017-18 in the amount of \$83,000

DISCUSSION:

SUMMARY:



The Merced County Association of Governments (MCAG) contracts with *dibs* to promote smart travel options and provide outreach services to the county of Merced. As an element of MCAG's Sustainable Communities Strategy, the MCAG Board has approved the action to amend the existing two-year contract (FY 2016-2018) to include an additional amount of \$83,000 for FY 2017-2018 to increase vanpool activity for Merced County residents. Efforts will include, advertising, direct marketing, vanpool incentives and events aimed to reduce vehicle miles travelled and greenhouse gas emissions.

RECOMMENDATION:

Authorize SJCOG Executive Director to execute a contract amendment with MCAG for a Vanpool Project in the amount of \$83,000 for fiscal year 2017-2018.

FISCAL IMPACT:

Should this action be approved by the Board, the *dibs* current MCAG budget of \$75,000 will be enhanced by an additional \$83,000 specifically allocated to the vanpool project. This does not require increasing staffing for *dibs*, as the majority of the funding is for vanpool incentives and

direct costs. The total amount for fiscal year 2017-2018 will be \$158,000. Source of funding is through the Congestion Mitigation and Air Quality (CMAQ) Program for Merced County.

BACKGROUND:

Established by SJCOG, *dibs* is the TDM program serving San Joaquin, Stanislaus and Merced counties. The goal of the program is to shift single occupancy vehicle (SOV) use to a higher occupancy scenario through carpooling, vanpooling and transit. The program also promotes biking to work as an efficient, cleaner transportation option. To support these efforts, *dibs* develops and offers tools and services to commuters, employers, stakeholders and community organizations.

NEXT STEPS:

Upon approval of this action, *dibs* staff will move forward with a contract amendment.

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