



**Government Relations and Public
Affairs Committee**

Meeting Date: 3/5/2018

Agenda Item No.: 2018-March-3.

Subject: Master Agreement with UC Davis

Action:

Prepared by: Erik Johnson

Approved by: Erik Johnson

Attachments: Yes

1. Issue:

Should SACOG enter into a master agreement with UC Davis to create a more formal partnership in the area of innovative transportation?

2. Recommendation:

That the Government Relations and Public Affairs Committee recommend that the Board authorize the CEO to negotiate and enter into a Master Agreement with UC Davis Institute for Transportation Studies in the form of a Memorandum of Understanding and subrecipient agreement, and utilize existing project budgets to fund the agreement in an amount not to exceed \$150,000.

3. Background/Analysis:

SACOG has had a long-standing informal partnership with UC Davis, in particular the Institute for Transportation Studies (ITS). However, SACOG and the Sacramento region generally have not fully benefited from the nationally recognized expertise of ITS. One of the barriers to more fully utilizing the expertise at UC Davis is the complexity of the contracting process for both parties, as well as the requirements attached to SACOG's federal funds.

Last fall, as part of an analysis of opportunities to better utilize the region's higher education resources, staff met with UC Davis and other institutions. Given SACOG's 2018 Work Plan goals to focus on innovation, next generation transit, and delivering high-profile transportation projects, a more formal partnership with UC Davis ITS emerged as a high priority.

Since that time, UC Davis ITS and staff have been discussing partnership opportunities, developing the attached MOU and drafting a subrecipient agreement.

4. Discussion/Analysis:

This Master Agreement will be formalized through a memorandum of understanding and a

subrecipient agreement.

This partnership has three distinct objectives:

1. Collaborate on evaluation of innovative transportation projects, planning, policy and programs in the SACOG region,
2. Disseminate insights and findings from studies and other research relevant to the interests and goals of SACOG, SACOG's member agencies, key stakeholders, and the general public; and
3. Jointly apply for grants and related funding in support of projects mutually agreed upon.

By utilizing a subrecipient agreement, SACOG and UC Davis ITS can more easily start new projects without having to negotiate contracts and wait for budget amendments. The approach is that each project will be detailed and mutually agreed to by SACOG's CEO and the Executive Director of ITS. Funds will come from individual projects at UC Davis or SACOG, and the agreement may be amended if the aggregate cap of \$150,000 is reached.

Over the last several months, staff at UC Davis ITS and SACOG have identified the following specific partnership opportunities:

1. UC Davis to identify, develop and conduct an evaluation of one or more Innovative Transportation Demand Management (TDM) projects with the goal of measuring the impact and effectiveness of each project to reduce single vehicle occupancy trips and miles, and provide feedback on how to improve the program or recommendations for future projects;
2. UC Davis to work with SACOG and partners to identify methods and metrics for measuring effectiveness of a variety of TDM activities including but not limited to employer-based outreach/education, residential-based outreach/education, subsidy programs (vanpools, carpools, bike, walk), emergency ride home, targeted marketing, trip planning and ridematching website (511 and Commuter Club);
3. SACOG to share data collected from its regional household travel survey and work with UC Davis to identify opportunities for using the data to answer specific questions of importance and interest in the SACOG region;
4. SACOG and UC Davis to coordinate on efforts to increase the deployment of zero-emission vehicles and charging infrastructure in the SACOG region and work closely with other partners who are also working in this space, including City of Sacramento, Sacramento Municipal Utilities District, Sacramento Metropolitan Air Quality Management District, Electrify America, and others;
5. UC Davis to continue its work with SACOG to develop new tools and/or add functionality to existing tools for addressing health, environmental justice, and adaptation into regional and local planning efforts;
6. UC Davis to provide support to and participate in SACOG's Civic Lab initiative, such as working with SACOG and its cohort of nine Civic Lab teams to develop, design, deploy, and evaluate pilot projects, and helping the region learn from this initiative by aggregating and analyzing outcomes and findings from the pilot projects and providing policy recommendations that will enhance the ability of local governments to develop innovative programs that take advantage new technologies and services; and
7. UC Davis to provide continued support on evaluating the implementation of regional bike share, such as evaluating the program's impact on increasing bike ridership and meeting regional environmental justice objectives.

5. Fiscal Impact/Grant Information:

This agreement will operate on a task order. As projects are added into the Overall Work Program, those funds may be passed on to UC Davis. This agreement caps the current authorization at \$150,000. Staff intends to seek board authorization to increase this amount when adopting or amending the Overall Work Program.

ATTACHMENTS:

Description

Attachment A - MOU

MEMORANDUM OF UNDERSTANDING

Sacramento Area Council of Governments and the University of California, Davis

This Memorandum of Understanding (“MOU”) sets forth the agreement between the Sacramento Area Council of Governments (“SACOG”) and the University of California, Davis (“UC Davis”), regarding an opportunity to work together in supporting each organization’s mission and goals. SACOG and UC Davis are referred to collectively as the “Parties” and individually as a “Party.”

WHEREAS, the Sacramento Area Council of Governments:

- has the mission of providing leadership and a dynamic, collaborative public forum for achieving an efficient regional transportation system, innovative and integrated regional planning, and a high quality of life within the greater Sacramento region;
- is an association of local governments that coordinates transportation planning and funding for the Sacramento region;
- counts as members the counties of El Dorado, Placer, Sacramento, Sutter, Yola, Yuba and the cities within;
- maintains an extensive network of transportation and economic-development stakeholders in the Sacramento region; and
- has experience in funding and assisting with implementation of transportation-related initiatives;

Further background on SACOG is set forth in Appendix 1, attached hereto.

WHEREAS, UC Davis:

- is a top-ten public university established as a land-grant institution;
- has more than 32,000 students, 2,500 faculty, and 21,000 staff as well as annual research budget that exceeds \$684 million;
- maintains a heritage of and commitment to teaching, research, and public service that matter to California and transform the world;
- is globally renowned for its expertise in transportation, energy, and climate science and policy;

Further background on UC Davis is set forth in Appendix 2, attached hereto.

WHEREAS, the Parties desire to enter into a Memorandum of Understanding (MOU) regarding the services to be provided through collaboration;

THEREFORE, the Parties agree to the following:

I. Purpose and Scope:

A. The Parties’ goals and activities hereunder will include:

- Collaborate on evaluation of innovative transportation projects, planning, policy and programs in the SACOG region,
- Disseminate insights and findings from studies and other research relevant to the interests and goals of SACOG, SACOG’s member agencies, key stakeholders, and the general public; and
- Jointly apply for grants and related funding in support of projects mutually agreed upon and consistent with the goals and activities of each organization and of this MOU.

B. Specific partnership opportunities the Parties have identified include but are not limited to:

- UC Davis to identify, develop and conduct an evaluation of one or more Innovative Transportation Demand Management (TDM) projects with the goal of measuring the impact and effectiveness of each project to reduce single vehicle occupancy trips and miles, and provide feedback on how to improve the program or recommendations for future projects;
- UC Davis to work with SACOG and partners to identify methods and metrics for measuring effectiveness of a variety of Transportation Demand Management (TDM) activities including but not limited to employer-based outreach/education, residential-based outreach/education, subsidy programs (vanpools, carpools, bike, walk), emergency rides home, targeted marketing, trip planning and ridematching website (511 and Commuter Club);
- UC Davis and SACOG (along with other partners) enter into a partnership with Sidewalk Labs to gain access to Replica, a big-data-based tool for monitoring and analyzing person-level travel patterns at origin-destination, time of travel, and mode of travel level with the goal of using the tool to perform a variety of planning and analysis functions, such as tracking utilization and travel patterns associated with transportation network company (TNC) served trips; identifying “travel sheds” for roadway or transit segments for which improvement projects are proposed; estimate fine-grained VMT per capita rates for implementation of SB 743; evaluating impacts of active transportation projects; and many other data and analysis tasks;
- SACOG to share data collected from its regional household travel survey and work with UC Davis to identify opportunities for using the data to answer specific questions of importance and interest in the SACOG region;
- SACOG and UC Davis to coordinate on efforts to increase the deployment of zero-emission vehicles and charging infrastructure in the SACOG region and work closely with other partners who are also working in this space, including City of Sacramento, Sacramento Municipal Utilities District, Sacramento Metropolitan Air Quality Management District, Electrify America, and others;
- UC Davis to continue its work with SACOG to develop new tools and/or add functionality to existing tools for addressing health, environmental justice, and adaptation into regional and local planning efforts;
- UC Davis to provide support to and participate in SACOG’s Civic Lab initiative, such as working with SACOG and its cohort of nine Civic Lab teams to develop, design, deploy, and evaluate pilot projects, and helping the region learn from this initiative by aggregating and analyzing outcomes and findings from the pilot projects and providing policy recommendations that will enhance the ability of local governments to develop innovative programs that take advantage of new technologies and services;
- UC Davis to provide continued support on evaluating the implementation of regional bikeshare, such as evaluating the program’s impact on increasing bike ridership and meeting regional environmental justice objectives.

II. In connection with the foregoing, the Parties agree as follows:

The Parties agree:

- No Party will use another Party’s names, trademarks, service marks, or logos in any published materials without that Party’s prior written consent. Each Party shall provide the other Party with a reasonable amount of time to review any such materials proposed for publication, but in no event less than ten business days. The Parties will provide reasonable cooperation to each other in connection with any publicity or communications efforts.
- Except as required by law, no Party shall reveal or disclose to any external party any business information or data resulting from performance of this MOU. This includes without limitation, any information relating to the activities, contracts, proposals, or policies of the other Party or any organization affiliated with them, without having first obtained the prior written approval of the Party in question.
- For specific projects undertaken between the Parties, the Parties will enter into a subrecipient agreement or other agreement providing a scope of work, payment provisions and all other terms and conditions required by law or the funding for the project.
- Each Party will comply with all applicable laws, rules, and regulations in performing its obligations in connection with or related to this MOU.
- SACOG and UC Davis agree to review this MOU every six months following the signature date below to evaluate the partnership and to adjust the agreement to develop further as mutually agreed by the Parties.
- Each Party reserves the right to terminate this MOU at any time after providing 30 days written notice of its intent to do so. If this provision of the MOU is exercised, the Parties will make every effort to close active projects within that 30-day period.

SACRAMENTO AREA COUNCIL OF GOVERNMENTS (SACOG):

By: _____
 James Corless,
 Chief Executive Officer

Date: _____

UNIVERSITY OF CALIFORNIA, DAVIS:

By: _____

Date: _____

Appendix 1:

Background on the Sacramento Area Council of Governments:

The Sacramento Area Council of Governments (“SACOG”) is an association of local governments in the six-county Sacramento Region. Its members include the counties of El Dorado, Placer, Sacramento, Yolo, Yuba, and the 22 cities within.

SACOG provides transportation planning and funding for the region, and serves as a forum for the study and resolution of regional issues. In addition to preparing the region’s long-range transportation plan, SACOG approves the distribution of affordable housing in the region and assists in planning for transit, bicycle networks, clean air, and airport land uses. SACOG is the Metropolitan Planning Organization for the Sacramento region, meaning that any major transportation project in the region must be included in the SACOG Metropolitan Transportation Plan before it can move forward as required by federal law to ensure conformity with air-quality regulations.

The agency’s signature strengths are high-caliber technical modeling and forecasting; integrated transportation, land-use and air-quality planning; excellent regional delivery of projects; and robust public education and engagement that informs regional planning and collaboration in the greater Sacramento Metropolitan Area.

Additional information about the Sacramento Area Council of Governments can be found in the SACOG Handbook, available at <https://www.sacog.org/publication/sacog-handbook>.

Appendix 2:

Background on the University of California, Davis:

The University of California, Davis (“UC Davis”) was established in 1908 as the research- and science-based agricultural instruction extension of the University of California, Berkeley. In 1959, UC Davis was declared an independent general campus of the University of California. Today, UC Davis enrolls more than 35,000 students across 104 undergraduate majors and 99 graduate programs, has a research budget of well over \$700 million, and is nationally and internationally recognized as a top public university.

UC Davis is particularly renowned for its expertise in transportation, energy, and climate science and policy. The university hosts several major interdisciplinary institutions focused on research, innovation, and outreach in these areas, including:

- The Institute of Transportation Studies (“ITS”). ITS is the leading university center in the world on sustainable transportation. It houses 60 affiliated faculty and researchers, 120 graduate students, and a \$12 million budget dedicated to investigating emerging and important transportation issues, disseminating findings through conferences and scholarly publications, and enhancing the quality and breadth of transportation education.
- The Policy Institute for Energy, Environment and the Economy (“Policy Institute”). The Policy Institute leverages world-class university expertise and engages directly with decision-makers to deliver credible, relevant, and timely information and analysis to inform better energy and environmental policy. The Policy Institute places particular emphasis on connecting UC Davis academic research and the policymaking process in Sacramento, Washington, D.C., and internationally on three key issues: low-carbon transportation, clean energy, and climate-change adaptation.
- The Plug-in Hybrid & Electric Vehicle (“PH&EV”) Research Center. The PH&EV Research Center collaborates closely with California utilities, automakers, regulators, and other research institutions such as the Electric Power Research Institute and Argonne National Lab on research aimed at developing a sustainable market for plug-in vehicles.