

## Scope of Work

The South Bay Cities Council of Governments (SBCCOG) will provide outreach activities to distribute information, conduct outreach, and build awareness for the Metro ExpressLanes and schedule Mobile ExpressLanes Van appearances for the purpose of opening FasTrak transponder accounts. Information about J Line services and the ExpressLanes will also be included.

The ultimate goal of this work is to:

- Continue to build awareness and increase the number of FasTrak transponder accounts for vehicles using the I-110 corridor ExpressLanes;
- Encourage use of the Metro J Line, Gardena GTrans, and Torrance Transit bus services;
- Encourage carpooling and vanpools;
- Provide education and awareness campaigns discussing the upcoming Interstate 105 ExpressLanes;
- Encourage timely completion of projects awarded Net-Toll Revenue Grants; and
- Increase communication between Metro and the cities that were awarded the grants.

Using the SBCCOG extensive network these efforts will focus on the South Bay cities, residents, employers, public agencies, and multi-tenant buildings. Additionally, given the construction of the 105 ExpressLanes, the SBCCOG can assist in educational/outreach activities associated with the corridor. The South Bay is geographically positioned along the I-110 and portions of the I-105 to target the most likely users of these lanes and to increase vanpool commuters in the lanes.

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SBCCOG will distribute related ExpressLanes information, conduct outreach, and increase awareness for the Metro ExpressLanes and the J Line. In addition, the SBCCOG will identify locations for the Mobile Van to open FasTrak transponder accounts.

#### **Task 1: Information Distribution, Conduct Outreach, and Increase Awareness**

Proactively contact employers, cities, school districts, and chambers of commerce. In addition, display Metro provided materials at the SBCCOG office and make them available to city offices and chambers in the South Bay.

- A. Potential site managers, event coordinators, and employers will be proactively contacted, and meetings will be arranged to distribute information and conduct outreach specifically about the Metro ExpressLanes. At each site, attendees will be provided with the MetroExpressLanes.net web address as the primary distribution channel for information about the ExpressLanes, upcoming I-105 project, FasTrak transponder accounts, and the J and C Line services.
- B. Metro flyers, brochures, etc. will be included in packets handed out at public events and speaking engagements. In addition, SBCCOG will distribute these materials to all South Bay cities and their respective chamber offices. At each event on engagement, the MetroExpressLanes.net web address will be promoted as the primary distribution channel for information.
- C. Metro ExpressLanes information will be displayed at the SBCCOG General Assembly along with the other programs of the SBCCOG programs. This event draws attendance by local elected officials, state legislative representatives, city management and staff, members of the media, and residents.

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- D. Metro ExpressLanes information will be included in written and electronic publications such as the monthly e-newsletter, quarterly newsletters, posting on website, and summary of services. Metro created materials will be used. All electronic publications will include the MetroExpressLanes.net link, the Metro ExpressLanes Facebook link, and the Metro ExpressLanes X (formerly Twitter) account link.
- E. Metro will provide training and program updates for SBCCOG staff as needed. For more advanced follow-up, SBCCOG staff will refer individuals to Metro.

Deliverables (in an Excel workbook format provided by Metro) to be provided quarterly by SBCCOG to Metro:

- A list of all contacts, including name of business/city/chamber of commerce/school (or other) and number of employees.
- A list of events and outreach activities focused on Metro ExpressLanes, including name and location of event, number of attendees, and type of information provided.
- A list of materials distributed including type and number.
- A list of electronic materials distributed including to whom the communications were sent and if any recipients responded.

### **Task 2:** Presentations for the ExpressLanes and Appearances for the Mobile Van

Incorporate information on Metro ExpressLanes, FasTrak transponder accounts, and J and C Line services into existing SBCCOG presentations and outreach meetings. In addition, there will be a total of at least thirty-six (36) outreach events that will include two (2) Metro presentations focused specifically on the ExpressLanes program which should include the Mobile Van which Metro will make available with 30 days prior notification from SBCCOG.

- A. SBCCOG will follow up directly with interested individuals and schedule presentations for Metro staff. SBCCOG will record all interest contacts including name, date, contact information, and follow up actions.
- B. SBCCOG will work with its grassroots network to schedule Metro personnel at presentations at city locations, special events, and multi-tenant buildings as appropriate. Through these presentations, there is an opportunity to reach at least 50,000 individuals. SBCCOG has an active e-mail distribution list and will provide information regularly to this interest list.

Deliverables:

- A minimum of thirty-six (36) outreach events will be scheduled over the term of this contract to promote Metro ExpressLanes. Information to be included in reporting: date, location, and general information about the attendees, as well as the number of attendees and the materials distributed. Included in the 48 meetings shall be:
  - Two (2) presentations developed specifically to provide a Metro ExpressLanes focused meeting. The Mobile Van will be invited, and arrangements will be made subject to the van's and Metro staff's availability.
  - These presentations can be combined with a Rideshare Fair, Festival, other events, or stand alone. SBCCOG staff will confirm site viability prior to sending contact information

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to Metro staff. Information to be included in reporting: date, location, contact name, phone number and e-mail address, as well as number of attendees.

### **Task 3: Net-Toll Revenue Grant Communications**

Proactively contact cities in the South Bay that were awarded grants as a part of the Metro ExpressLanes Net-Toll Revenue Grant (NTRG) program.

- A. SBCCOG should send quarterly email communications to each of the grantees awarded funding from the I-110 net revenue funding in Rounds 1, 2, and 3 of the NTRG cycles. The communications should include reminders to complete the required quarterly report and submit it to Metro staff.
- B. SBCCOG will send follow-up reminders to cities as requested by Metro staff. SBCCOG will provide grantees and Metro with assistance in coordinating communication in the event of staff changes or difficulty in sustaining communications.

Deliverables (in an Excel workbook format provided by Metro) to be provided quarterly by SBCCOG to Metro:

- A list of all NTRG contacts made by SBCCOG, including agency name, grantee contact, and grant name.
- A list of grantees that have not responded to SBCCOG contacts.

### **Task 4: Reporting**

Prepare quarterly reports and spreadsheets according to the Task description and deliverables.