

BOARD MEETING DATE: December 6, 2013

AGENDA NO. 3

PROPOSAL: Execute Contracts to Conduct 2014 Lawn Mower Exchange Program 

SYNOPSIS: At its September 6, 2013 meeting, the Board approved the release of Program Announcements for Electric Lawn Mower Vendors, Licensed Scrappers and Support Service Providers. These actions are to execute contracts with two manufacturers using funds from the Carl Moyer Program SB 1107 Fund (32); a licensed scrapper/recycler and a support service provider using funds from the Rule 2202 AQIP Special Revenue Fund (27), and to transfer \$50,000 from the Rule 2202 AQIP Special Revenue Fund to the General Fund to carry out the 2014 Lawn Mower Exchange Program.

COMMITTEE: Mobile Source, November 15, 2013, Recommended for Approval

RECOMMENDED ACTIONS:

1. Authorize the Chairman to execute contracts with the following entities to purchase cordless electric lawn mowers and to conduct the “Mow Down Air Pollution 2014” Lawn Mower Exchange Program in an amount not to exceed \$640,000 from the funds described below:
 - a. Black & Decker, Inc. for the purchase of up to 4,000 lawn mowers in an amount not to exceed \$580,000 from the Carl Moyer Program SB 1107 Fund (32);
 - b. The Greenstation, for the purchase of up to 4,000 lawn mowers in an amount not to exceed \$580,000 from the Carl Moyer Program SB 1107 Fund (32);
 - c. Parking Concepts, Inc., for the Support Service Provider element of the “Mow Down Air Pollution 2014” Program in an amount not to exceed \$20,000 from the Rule 2202 Air Quality Investment Fund (27); and
 - d. Dick’s Auto Wreckers for the Licensed Scrapper/Recycler element of the “Mow Down Air Pollution 2014” Program in an amount not to exceed \$40,000 from the Rule 2202 Air Quality Investment Fund (27).
2. Authorize the Executive Officer to redistribute (add or reduce) funding among the two participating lawn mower contractors, Black & Decker, Inc. and The Greenstation to address the demand, not to exceed a total program cost of \$580,000.

3. Authorize the Executive Officer to execute a contract with a communications firm to promote the “Mow Down Air Pollution 2014” Program through advertising and other publicity, in an amount not to exceed \$50,000 from the Rule 2202 Air Quality Investment Fund (27).
4. Recognize \$50,000 in the General Fund from the Rule 2202 Air Quality Investment Fund (27) and appropriate the following amounts to the FY 2013-14 Science and Technology Advancement Budget:
 - a. \$45,000 to the Salaries and Employee Benefits Major Object, Overtime Account; and
 - b. \$5,000 to the Services and Supplies Major Object, Professional and Special Services Account to assist in implementing SCAQMD’s “Mow Down Air Pollution 2014” Program.
5. Recognize any unspent FY 2013-14 funds from implementing SCAQMD’s “Mow Down Air Pollution 2014” Program in the FY 2014-15 General Fund from the Rule 2202 Air Quality Investment Fund (27). Appropriate the unspent funds to the FY 2014-15 Science and Technology Advancement Budget, splitting the amount between Salaries and Employee Benefits Major Object, Overtime Account and Services and Supplies Major Object, Professional and Special Services Account as needed, for use in “Mow Down Air Pollution 2014” Program events held in FY 2014-15.

Barry R. Wallerstein, D.Env.
Executive Officer

MMM:FM:SS

Background

The Rule 2202 Air Quality Investment Program (AQIP) allows subject employers to participate by electing to invest in a SCAQMD-administered restricted fund. Investment can be either \$60 annually per employee reporting to the worksite during the 6 a.m. to 10 a.m. peak window or \$125 triennially per employee. The restricted monies are to be used by the SCAQMD to fund proposals that achieve mobile source emission reductions that would otherwise have been achieved by implementing a rideshare program.

The amount available for funding at the October 4, 2013 Board meeting was \$690,787. The Board approved a contract to Pacific Stihl for \$269,925 in support of the annual leaf blower exchange program. The amount available for funding now is \$420,862.

For the past eleven years, the SCAQMD has conducted lawn mower exchange programs through which 51,097 gasoline-powered lawn mowers were traded in for cordless electric mowers that produce zero emissions.

This year, once again, the cordless zero-emission electric lawn mower exchange program is eligible for funding under the Carl Moyer Program in the Lawn and Garden Equipment Replacement category. The Project Criteria is detailed in Chapter 14 of the March 29, 2012 release of the Carl Moyer Program guidelines. Under these guidelines the maximum allowable subsidy per lawn mower is \$145. No additional contribution to the subsidy is allowed under these guidelines.

Proposal

Lawn Mower Vendors

In response to the Program Announcement issued on September 6, 2013, proposals were received from two vendors –Black & Decker, Inc. and The Greenstation. The five mowers offered by these vendors were used in the mower exchange events of the last two years. The detailed characteristics of the five lawn mowers are shown in Table 1.

This year, staff recommends offering a choice of the same five mowers from two vendors, Black & Decker, Inc. and The Greenstation. Using the Carl Moyer subsidy of \$145, the range of the cost of the mowers to the customer is \$100 - \$250.

Staff recommends utilizing \$580,000 from the Carl Moyer SB 1107 Fund (32) for the lawn mower incentive and \$160,000 of the available SCAQMD Rule 2202 AQIP funds for the outreach and implementation of the 2014 Lawn Mower Exchange Program. A maximum of \$580,000 will be contracted between the two manufacturers/vendors of the equipment, where the final split in funding will be determined by the choices made by the customers.

Licensed Scrappers/Recyclers

In response to the Program Announcement issued on September 6, 2013, one proposal was received from Dick's Auto Wreckers. They are currently also assisting the SCAQMD with Prop 1B – Goods Movement and VIP Programs.

Support Service Providers

In response to the Program Announcement issued on September 6, 2013, one proposal was received from Parking Concepts, Inc. This vendor has provided support services for the last 11 years. The details of the proposal are listed in Table 3. Staff recommends that SCAQMD use them again this year.

Advertising and Outreach

To help ensure the success of SCAQMD's 2014 Mow Down Air Pollution program, and specifically the exchange of up to 4,000 gas-powered mowers for electric models, SCAQMD staff recommends to contract with a communications firm in an amount not to exceed \$50,000, to publicize the program. The contractor will use paid advertising as well as other innovative means to increase public awareness of and demand for the

program. The contract amount is all-inclusive of advertising and production costs, contractor labor fees and any direct costs.*

Outreach

In accordance with SCAQMD's Procurement Policy and Procedure, a public notice advertising the RFP/RFQ and inviting bids was published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, and Riverside County Press Enterprise newspapers to leverage the most cost-effective method of outreach to the South Coast Basin.

Additionally, potential bidders may have been notified utilizing SCAQMD's own electronic listing of certified minority vendors. Notice of the RFP/RFQ has been e-mailed to the Black and Latino Legislative Caucuses and various minority chambers of commerce and business associations, and placed on the Internet at SCAQMD's website (<http://www.aqmd.gov>). Information is also available on SCAQMD's bidder's 24-hour telephone message line (909) 396-2724.

Benefits to SCAQMD

Attachment 1, Table 2 illustrates the Rule 2202 AQIP emission bank status to date. The past awards have resulted in a surplus of emission credits. Since the funding is from the Carl Moyer Program, the emission reductions generated by this year's program will be claimed by California Air Resources Board.

Resource Impact

Sufficient funds are available in Carl Moyer Program SB 1107 Fund (32) to provide the \$580,000 incentives to the participants of the Lawn Mower Exchange Program. Sufficient funds of \$160,000 are available from the Rule 2202 Air Quality Investment Fund (27) for conducting the "Mow Down Air Pollution 2014" Lawn Mower Exchange Program.

Attachments

Table 1 – Comparison of Lawn Mower Specifications and Pricing

Table 2 – Emissions Bank Status

Table 3 – Support Services Provider Proposal

* The communications firm will be selected in accordance with SCAQMD's Procurement Policy and Procedure.

Attachment 1

Table 1: Comparison of Lawn Mower Specifications and Pricing

	Black & Decker			The Green Station	
	SPCM1936 (SP)	CM 1936	CM 1836	Lawn N-2 (SP)	Lawn N-1
Cordless Rechargeable	Yes	Yes	Yes	Yes	Yes
Charging Time	60% in 4 hrs. 100% in 12 hrs.	60% in 4 hrs. 100% in 12 hrs.	60% in 4 hrs. 100% in 12 hrs.	12 hrs	12 hrs
Clipping bag included?	Yes	Yes	Yes	Yes	Yes
Cutting Width	19"	19"	18"	20"	20"
Ease of Assembly	Minimal	Minimal	Minimal	Easy	Easy
Height Adjustability	1.5" - 3.5"	1.5" - 3.5"	1.5" - 3.5"	1.75" - 3.75"	1.75" - 3.75"
Mowing Time	Up to 45 minutes	Up to 45 minutes	Up to 45 minutes	Up to 60 minutes	Up to 65 minutes
Self-propelled?	Yes	No	No	Yes	No
Service locations	6	6	6	12	12
Voltage	36V	36V	36V	24 V	24 V
Warranty Exch	30 day Satisfaction	30 day Satisfaction	30 day Satisfaction		
Mower Warranty	2 years	2 years	2 years	4 years	4 years
Battery Warranty	2 years	2 years	2 years	2 years	2 years
Weight	90 lbs.	72 lbs.	62 lbs.	100 lbs.	96 lbs.
MSRP	\$450	\$400	\$350	\$469.99	\$429.99
Cost to AQMD	\$395	\$325	\$245	\$365	\$295
Promotional Assistance	3 Mowers	3 Mowers	3 Mowers	-	-
Availability/ Lead Time				60 days	60 days
Evaluation	Very Good	Very Good		Very Good	Very Good
Website				www.thegreenstationla.com	
Customer pays	\$250	\$180	\$100	\$220	\$160

Table 2: Emissions Bank Surplus Status (in pounds)

	VOC	NO_x	CO
2013	330,858	49,101	1,607,581
2014	195,607	20,113	661,299
2015	122,209	11,453	422,840

Table 3: Support Service Provider Proposal
(PA 2014-02)

	Parking Concepts (PCI)
Demonstrate experience in handling large events	11 years of LMX
Hourly Rate per mower handler	\$29.50
Hourly Rate for traffic director	\$27.50
Rental rate for Traffic Cones (& tape)	\$3.00 per cone
Rental rate for A-frame barricades for signage	\$2.50 each
Transportation charge	\$250.00
Other information	Previous Contractor