

BOARD MEETING DATE: April 4, 2025

AGENDA NO. 10

PROPOSAL: Issue New Solicitations and Approve Award as Approved by MSRC

SYNOPSIS: The MSRC approved Invitations to Negotiate for a Transportation Demand Management - County Transportation Commission Partnership Program and a Regional Rideshare Integration and Enhancement Project, as well as an award to Exemplifi, LLC for hosting and maintenance of the MSRC's existing website, as part of the MSRC's FYs 2024-27 Work Program. The MSRC seeks Board approval of the contract award and to release the solicitations.

COMMITTEE: Mobile Source Air Pollution Reduction Review, March 20, 2025; Recommended for Approval

RECOMMENDED ACTIONS:

1. Approve an award to Exemplifi, LLC in an amount not to exceed \$20,200 for hosting and maintenance of the existing MSRC website, as part of approval of the FYs 2024-27 Work Program, as described in this letter;
2. Authorize the Chair (or Chair's designee) to execute the contract as described above and in this Board Letter; and
3. Issue Invitations to Negotiate, as part of approval of the FYs 2024-27 Work Program, as described in this letter and as follows:
 - a. Invitation to Negotiate for Transportation Demand Management - County Transportation Commission Partnership Program with a targeted funding level not to exceed \$16,000,000; and
 - b. Invitation to Negotiate to San Bernardino County Transportation Authority for Implementation of a Regional Rideshare Integration and Enhancement Project with a targeted funding level not to exceed \$725,000.

Larry McCallon
Committee Chair, MSRC

Background

In September 1990, Assembly Bill 2766 was signed into law (Health & Safety Code Sections 44220–44247) authorizing an annual \$4 motor vehicle registration fee to fund the implementation of programs exclusively to reduce air pollution from motor vehicles. AB 2766 provides that 30 percent of the annual \$4 vehicle registration fee subvented to South Coast AQMD be placed into an account to be allocated pursuant to a work program developed and adopted by the MSRC and approved by the Board.

Proposals

At its March 20, 2025 meeting, the MSRC considered recommendations from its MSRC-TAC and approved the following:

Website Hosting and Maintenance

The MSRC released an RFP on December 6, 2024 to solicit proposals for hosting and maintenance of the existing MSRC website. Eight proposals were received prior to the deadline on January 15, 2025. The proposals were scored and ranked as follows:

Proposer Name	Final Score	Final Rank
Exemplifi, LLC	96	1
Geographics	91.67	2
Gravity Works	77	3
AKA Comp Solutions	72	4
Aleph0 Capital, LLC	67.33	5*
Best Service Pros	67.33	5*
Consultadd	67	7
Digital Factory 24	64	8

*Tied

The MSRC awarded a contract in an amount not to exceed \$20,200 to Exemplifi, LLC for website hosting, maintenance and minor modification services for a two-year period, as part of the FYs 2024-27 Work Program. The contract will also include provisions for an additional two-year option for continued hosting and maintenance. Funding to exercise the option will be considered by the MSRC and South Coast AQMD Board separately at the appropriate time.

Transportation Demand Management (TDM) – County Transportation Commission (CTC) Partnership Program

The MSRC approved the release of an Invitation to Negotiate for the TDM – CTC Partnership Program. The four CTCs within the South Coast AQMD jurisdiction — Los Angeles County Metropolitan Transportation Authority, Orange County Transportation

Authority, Riverside County Transportation Commission, and San Bernardino County Transportation Authority (SBCTA) — have historically taken the lead in implementing TDM strategies. The purpose of the TDM – CTC Partnership Program is to provide a flexible funding opportunity for innovative projects that have high potential to reduce significant numbers of automobile trips and vehicle miles traveled. In addition, projects that stimulate the use of lower-emitting technologies, especially those coupled with traditional TDM strategies, are sought. While each CTC would have the opportunity to identify priority programs proposed for MSRC co-funding, CTCs are encouraged to assess and consider partnering with MSRC on projects that either prepare for, or directly implement, TDM and air pollution reduction strategies supportive of upcoming major events that do not occur in the region on an annual basis, including but not limited to the 2026 FIFA World Cup, 2027 Super Bowl and 2028 Los Angeles Olympics and Paralympic Games.

Under the Invitation to Negotiate, each of the four CTCs would be eligible to propose one or more projects up to a maximum of \$4,000,000, for a total not to exceed targeted funding amount of \$16,000,000. Proposals may be submitted from April 4 through August 1, 2025. Should the CTCs need additional time, the MSRC reserves the right to extend the proposal acceptance period at their discretion. Any funding awards would be considered by the MSRC and brought forward for South Coast AQMD Board approval as part of the MSRC's FYs 2024-27 Work Program.

Regional Rideshare Integration and Enhancement Project

The MSRC approved the release of an Invitation to Negotiate to SBCTA for a project to expand the existing regional rideshare database. Currently, the regional database encompasses the counties of Los Angeles, Orange, Riverside, San Bernardino, and Ventura. It is currently estimated that nearly 70,000 commuters travel between the current five-county CTC Rideshare Partnership area and San Diego County. No mechanism is in place to capture these intercounty commuters for the purpose of ride matching, and thus no ability to integrate San Diego based intercounty commuters into a transit or shared ride arrangement. The proposed Regional Rideshare Integration and Enhancement Project, to be implemented on behalf of the five counties by SBCTA, would integrate San Diego County commuters and their employers into a unified, six-county regional ride matching database. In addition, other enhancements would be implemented to improve the regional rideshare platform's overall effectiveness.

Under the Invitation to Negotiate, SBCTA would be eligible to submit a proposal for the Regional Rideshare Integration and Enhancement Project. The not-to-exceed targeted funding amount for this Invitation to Negotiate is \$725,000. The proposal must be submitted from April 4 through August 1, 2025. Should SBCTA need additional time, the MSRC reserves the right to extend the proposal acceptance period at their discretion. Any funding award would be considered by the MSRC and brought forward

for South Coast AQMD Board approval as part of the MSRC's FYs 2024-27 Work Program.

Outreach

In accordance with South Coast AQMD's Procurement Policy and Procedure, public notices advertising the MSRC Website Hosting, Maintenance and Modifications RFP were published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, and Riverside County's Press Enterprise to leverage the most cost-effective method of outreach to the South Coast Basin. Additionally, potential bidders were notified utilizing South Coast AQMD's own electronic listing of certified minority vendors. Notice of the RFP was emailed to the diverse spectrum of Legislative Caucuses and chambers of commerce and business associations and placed on South Coast AQMD's website (<http://www.aqmd.gov>), where it could be viewed by making the selection "Grants and Bids." Further, the RFP was posted on the MSRC's website at <http://www.cleantransportationfunding.org> and electronic notifications were sent to those subscribing to this website's notification service.

At this time, the MSRC requests that the Board approve the contract award and the release of the ITNs as part of approval of the FYs 2024-27 AB 2766 Discretionary Fund Work Program as outlined above.

Resource Impacts

South Coast AQMD acts as fiscal administrator for the AB 2766 Discretionary Fund Program (Health & Safety Code Section 44243). Money received for this program is recorded in a special revenue fund (Fund 23) and the contracts specified herein will be drawn from this fund.