

**Metro**Los Angeles County
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metro.net**FINANCE, BUDGET & AUDIT COMMITTEE
JULY 17, 2013****SUBJECT: RIDESHARE THURSDAY GRANT****ACTION: AMEND THE FY14 BUDGET TO FUND GRANT ACTIVITIES****RECOMMENDATION**

Amend the FY14 budget to add \$125,000 of revenues and expenses to Metro Commute Services, cost center 7140, for the purpose of funding a Rideshare Incentives Program to be implemented in conjunction with the MSRC "Rideshare Thursday" public awareness campaign.

ISSUE

A grant for \$125,000 is being awarded from the Mobile Source Review Reduction Review Committee (MSRC) to Metro to implement a Rideshare Incentives Program in conjunction with the MSRC "Rideshare Thursday" public awareness campaign. Metro has received notification that the South Coast Air Quality Management District has approved the funding to the Metro Commute Services Department to implement the proposed program, and Staff expects the funding to occur in early FY14. In order to utilize these grant revenues, which will then be expensed for this program in FY14, the approved FY14 budget must be amended.

DISCUSSION

The MSRC is sponsoring a "Rideshare Thursday" public awareness campaign to promote ridesharing (taking transit, carpooling, vanpooling, walking and biking) to work. The MSRC asked for proposals from each of the four regional rideshare agencies for rideshare incentive programs to be implemented in conjunction with this public awareness campaign. Staff submitted a proposal for a \$125,000 grant which was recently awarded by the MSRC and funding was approved by the South Coast Air Quality Management District (AQMD).

Staff expects that the grant funding and expenses for the program will occur in early FY14 in order to meet the timeframe to support the "Rideshare Thursday" public awareness campaign, which is scheduled to start in September.

Due to timing issues, this grant was not included in the current approved FY14 budget. In order to receive this funding in FY14 and implement the rideshare incentives program, the FY14 budget must be amended.

DETERMINATION OF SAFETY IMPACT

There is no impact on safety.

FINANCIAL IMPACT

The funding of \$125,000 for this project is not included in the current adopted FY14 budget. Metro Commute Services recently competed for and won a \$125,000 grant from the MSRC that was approved by the SCAQMD Governing Board. This grant is to fund a Rideshare Incentives Program to be implemented in conjunction with the MSRC "Rideshare Thursday" public awareness campaign that is starting in September 2013. It is expected that the funds will be received in early FY14 in cost center number 7140, Metro Commute Services, under project number 405547, Rideshare Services. Expenses for the Rideshare Incentives Program will also occur in early FY14 so the materials are ready for the start of the Rideshare Thursday public awareness campaign.

Impact to Budget

The FY14 adopted budget will be amended to add revenues and expenses of \$125,000 to cost center 7140, Metro Commute Services, under project number 405547, Rideshare Services, task number 01.11. This project is expected to receive and expend the grant in one year. Should it take longer, the Project Manager will be responsible for budgeting the remaining grant funds for this project in future years.

The new revenues are grant funds dedicated solely for the Rideshare Incentives Program to support the "Rideshare Thursday" public awareness campaign. This action will have no impact on the Bus and Rail Operating and Capital Budget during FY14. These grant funds cannot be used for other purposes.

ALTERNATIVES CONSIDERED

The Board could choose not to accept the AQMD/MSRC grant for funding the Rideshare Incentives Program. This is not recommended because Metro would lose out on revenues from this source and would not be able to find other funds to implement a Rideshare Incentives Program to support this regional effort.

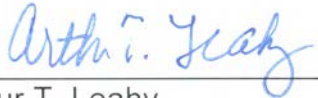
NEXT STEPS

Staff will implement the Rideshare Incentives Program and report back, as required, to the MSRC on progress. It is expected that the program will start in September, in advance of California Rideshare Week, which is the first week in October.

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