

EXHIBIT-A

**To Agreement by and between
COUNTY OF MONTEREY, hereinafter referred to as “County”
AND
MOBYCON, hereinafter referred to as “CONTRACTOR”**

Scope of Services / Payment Provisions

A. SCOPE OF SERVICES

A.1 CONTRACTOR shall provide services and staff, and otherwise do all things necessary for or incidental to the performance of work, as set forth below:

Summary of Scope of Services

Task 1: Stakeholder Outreach, Education and Publicity

The County, with support from CivicWell and AMBAG, will identify key stakeholders, assemble an advisory group, develop an outreach and engagement strategy, and produce and distribute outreach materials. Activities to be completed are described below.

Assemble Contact Management Database

CivicWell, with support from the County and AMBAG, will assemble and maintain a public, nonprofit, and private stakeholder contact list that includes leaders, officials, and staff from Monterey County, AMBAG, TAMC, MST, Monterey Bay Air Resources District, Caltrans, Central Coast Community Energy, affordable housing sector, and other relevant state agencies, school district, businesses and business organizations, community organizations, and public advocacy groups. Special efforts will be made to identify agencies, organizations, and associations that work with disadvantaged communities

Mobycon will advise CivicWell, the County, and AMBAG with recommendations for types of stakeholders and contacts to include in the contact management database.

Convene Outreach Advisory Group

CivicWell and the County will establish a community and stakeholder outreach advisory group of approximately 12 individuals for project guidance and meet at least four times during the project. Mobycon will contribute to developing agendas and presentations and will virtually attend up to four advisory group meetings. Mobycon will coordinate with the County and CivicWell to identify the topics to discuss and present to maximize involvement from the advisory group.

If social distancing restrictions are still in place, the meetings will be held through an online video meeting platform. Participants will include representatives from local and regional agencies and other

organizations and groups from the stakeholder list described above. Caltrans District staff will be invited and encouraged to participate in all meetings. The group will identify important sensitivities to consider and pertinent information regarding the conditions, history, and needs of Monterey County communities. It will help determine strategies for framing and communication for engaging all population segments and maximizing participation at public events, as well as opportunities for coordination and synergy with other local and countywide initiatives and planning activities impacting communities. Meetings will also provide a venue for discussion of shared mobility concepts and strategies for implementation.

Prepare Community Outreach Plan

CivicWell, with input from the advisory group, will prepare a public outreach plan to inform communities about the project, activities, and events, how to get involved, and where to go for more information. The plan will include a comprehensive list of stakeholders to engage, schedule with timing for workshops and release, distribution, and placement of publicity and informational items, and a list of potential co-hosts and co-promoters to assist with outreach and development of activities to maximize participation in activities and events. Mobycon will review CivicWell's draft outreach plan and provide recommendations and feedback.

Develop and Disseminate Outreach and Education Materials

Materials will be produced in English and Spanish to inform all segments of the communities about the planning process and how they can participate. Mobycon will contribute to CivicWell and the County in developing and reviewing outreach and education materials necessary to support project communications broadly, as well as the specific engagement processes and products developed throughout the project. Mobycon will share an approach for strategic mobility communications and will coordinate with CivicWell to incorporate suggestions into the outreach plan.

- **Produce Materials.** CivicWell will produce flyers in English and Spanish publicizing events and activities for community-wide distribution. CivicWell will also prepare a “shared mobility 101” informational factsheet and compile relevant examples and case studies of shared mobility initiatives, collaborations, services, and best practices to include in brief factsheets and presentations.
- **Distribute Materials.** Materials will be shared digitally and through email, newsletters, and social media sources. However, there are also opportunities to engage with stakeholders through print materials and word of mouth at places where residents go for other purposes such as coffee shops, recreational centers, faith-based organizations, and other gathering places. Community-based organizations will be solicited for promotion and direction on how to best reach and communicate with their members. The project will also seek opportunities to engage with residents through either their property managers (low-income housing populations) or through their employers (farmworker and hospitality employees).
- **Media.** The County regularly hosts press briefings for traditional media outlets and provides translation services to reach traditional local radio and newspaper outlets. All events will be

shared at media briefings and through press releases. General information about the project will be shared through media briefings as well. The County also uses social media to inform residents about engagement in projects and will do so here as well in both English and Spanish.

- **Project Website:** The County will host a project website through their sustainability webpage and will also use the Go831 platform hosted by TAMC to share information about this project and any stakeholder events. Mobycon will provide advice on the project website, content, and online tools.

Task Deliverables
<ul style="list-style-type: none">● List of stakeholders - CivicWell, with support from Mobycon● Offer suggestions on community contacts to include in the database - Mobycon● List of Advisory Group members - CivicWell● Support up to 4 advisory group meetings with agendas and presentation materials - Mobycon● Notes from Advisory Group meetings - CivicWell● Copies of outreach materials - CivicWell, with support from Mobycon

Task 2: Existing Conditions

Mobycon will perform a thorough review of the multimodal network and services in Monterey County, including public transit and public and private shared mobility options, pedestrian and bicycle facilities, demographic factors that affect travel choices and access to modes, and plans for areas targeted for growth, infill and development intensification. The analysis will be conducted to provide a baseline understanding of travel behavior, categorize gaps in transportation access, and identify opportunities for network and service improvements.

Inventory of Policies, Plans, and Programs

Mobycon will inventory and review local and regional plans and projects that address active and shared modes of transportation and coordinated transportation and land use planning to increase access to affordable mobility alternatives, reduce reliance on single occupancy car trips, and reduce GHG emissions from vehicle miles traveled. Mobycon will compile findings into a concise document, providing a summary of relevant policies, plans, and programs for the transportation landscape of Monterey County.

Transportation Access Data Analysis

Mobycon will collect and analyze supplied and publicly available data, including existing transit services, traffic counts, and personal travel volumes by modes and types of trips. Mobycon will also collect and analyze demographic data and physical factors that influence the propensity to use transit and shared mobility options, such as type of employment and employment density, vehicle ownership, and household income, among other variables.

Assess Shared Mobility Pilots and Services

Mobycon will review strengths, limitations, accessibility, affordability, and financial sustainability associated with existing and planned car share, bike share, rideshare, carpool, vanpool, and on-demand, flexible-route transit service, and incentives for rideshare and public transportation in the AMBAG three County area. Mobycon will prepare a Shared Mobility Assessment Table to evaluate barriers to use (affordability, accessibility) and performance (e.g., what kind of mobility does this set of services offer to people without private cars? What kinds of employment and education can be reliably reached by a person using these services?).

Resident and Employee Surveys

Mobycon will work with CivicWell to develop and distribute electronic and in-person surveys of residents, employees, and small and large employers for data on person travel patterns, modes, and needs. Special emphasis will be placed on collecting input from low-income and marginalized populations to inform solutions that increase access to affordable and healthy transportation opportunities. Mobycon will work as the technical lead in developing the content of the survey, designed to understand key origins and destinations, existing travel modes, and barriers to sustainable shared transportation modes. Mobycon will rely on CivicWell to translate the survey into Spanish and will coordinate with the County to host the survey online, and to administer surveys in person. CivicWell will report and summarize survey results.

Multimodal Travel Market Analysis

Mobycon will build upon the existing conditions and data collection and analysis from the previous subtasks and will use the Star Analysis, to identify key travel corridors, origins, and destinations, gaps in existing modal networks, and identify opportunity areas for network and service improvements. Mobycon will document areas of improvement for the active and shared mobility modes and services in the study area.

Task Deliverables
<ul style="list-style-type: none">• Summary of relevant policies, plans, and programs - Mobycon• Summary of data, sources and methodology, analysis, findings, and limitations and persistent gaps - Mobycon• Review and findings regarding shared mobility initiatives - Mobycon• Shared mobility service assessment table with an overview and evaluation of the current and planned offering of shared mobility services - Mobycon• Resident and employee survey questions - Mobycon• CivicWell will report and summarize survey results.• Needs and opportunities report on travel needs and opportunities to improve on the shared mobility services, featuring results from the Star Analysis - Mobycon

Task 3: Community Engagement and Recommendations

The project will conduct meaningful, broad-based, and representative community engagement to understand local perspectives on transportation needs and preferences for mobility Solutions.

To support this goal, CivicWell will work closely with the County and AMBAG to conduct an iterative series of listening sessions and forums to engage residents and stakeholders in low-income and minority areas identified in the region's 2045 Metropolitan Transportation Plan/Sustainable Communities Strategy. Activities will be conducted in English, Spanish, and other languages as needed, and focus on conversations and answers to questions such as:

- How are existing transportation system(s) in the community structured, and what options are currently available? Who has access to the current options?
- What is the transportation planning process like in your community? Who is/are the lead entities and who has been traditionally involved or excluded from transportation planning?
- What populations in the community have been traditionally underrepresented?
- What are community perspectives on transportation needs, preferences, and input on potential mobility solutions?

Stakeholder Focus Groups

CivicWell, in close coordination with the County, AMBAG, and Mobycon, and with input from the advisory group will convene approximately 5 to 10 small group listening sessions to learn about mobility needs across sectors and representative population segments. Mobycon will propose a list of questions to prompt the listening session discussions. One Mobycon representative will participate in these sessions.

Potential groups would include, but not be limited to:

- Housing Authorities and Affordable Housing Providers
- Affordable housing and farmworker community residents
- Spanish-speaking and other non-English-speaking populations
- Large employers
- Monterey County Jurisdictions
- Young adults and college students
- K-12 School district representatives
- Community college, vocational learning, and university representatives
- Transportation agencies as well as public transit and dial-a-ride service providers
- Organizations that work with and represent seniors
- Organizations that work with and represent people with disabilities
- Environmental justice and social equity advocacy groups

Mobility Needs and Opportunities Forums

CivicWell, in coordination with the County, AMBAG, advisory group, and Mobycon, will develop the detailed agendas for forums to engage community members in activities and conversations to learn about their transportation needs and shared mobility types and models that best suit their communities. The

County and CivicWell, with help from the advisory group and local cohosts, will arrange facilities and food (in accordance with grant guidelines for eligible snack and refreshment expenses), and other supporting promotional and celebratory activities.

Two rounds of forums are planned to be held in 3 communities for a total of 6 events. The conceptual scope of events includes:

- First Round – Possibilities and Needs. CivicWell and the Mobycon will present tools and strategies for active transportation, first and last mile to transit, and clean (low and zero emission vehicle) shared mobility options, facilitate walking assessments of key corridors, facilities, and site opportunities, and facilitate small group map activities or stations, serious games (such as Mobycon’s Mobility Donut), where participants will identify issues and mark up opportunity sites. Transit and select shared mobility service providers will be invited to bring vehicles and equipment for display and education.
- Second Round – Recommendations and Prioritization. CivicWell and Mobycon will review the community input to date and will present the results of the needs assessment and recommendations for shared mobility projects. Mobycon will work closely with CivicWell to define a program of activities (e.g. Breakouts, weighing activities, interactive methods) through which participants can respond to the findings and indicate their preferences (including ranked and conditional preferences) for public, active, first-and last-mile, and shared mobility. Participant feedback will be solicited in two separate streams: firstly, on particular mobility offerings in general (such as shared bicycle parking at bus stops), and then on actual or proposed offerings in a given place.

On-line Survey of Proposed Recommendations and Prioritization

Recognizing that not all community members will be able to attend the workshops and to ensure broader public feedback and input, the proposed concepts will be posted online with a survey in English and Spanish allowing people to weigh in over the course of a few weeks with their preferences, concerns, comments, and suggestions. The survey will be available in paper format for those who do not have internet access or prefer to complete it by hand. Mobycon will work as the technical lead in developing the content of the survey, designed as a variation of the offline engagement efforts, and will rely on CivicWell to translate the survey into Spanish. CivicWell will coordinate with the County to host the survey online and administer surveys in person. CivicWell will report and summarize survey results.

Task Deliverables
<ul style="list-style-type: none">● Focus group participant lists and meeting notes - CivicWell● Draft listening session questions - Mobycon● Participant lists, presentations, summaries of activities, input, feedback, and outcomes - CivicWell, Mobycon● Survey results on proposed recommendations - CivicWell, with support from Mobycon

Task 4: Draft Report

The final deliverable will be a report with recommendations and concepts for establishing, improving, or expanding shared mobility transportation connectivity and access for low-income and minority communities in Monterey County.

Zero Emissions Shared Mobility Project Proposals

Based on the transportation needs and opportunities assessment and input from the community engagement process, Mobycon will evaluate the feasibility of zero emissions shared mobility models for up to three service areas and develop conceptual proposals for projects with one or a mix of shared mobility solutions. Proposals will include planning level cost estimates for vehicles, equipment, infrastructure, administration, operations, and maintenance. Mobycon will also include recommendations for partnerships and funding for implementation.

Administrative Draft

Mobycon will prepare the Administrative Draft Study, incorporating the materials from previous tasks into a complete draft. The County and CivicWell to circulate the administrative draft report for review by the County, AMBAG, Caltrans, and members of the advisory group for input and feedback.

Components will include:

- A comprehensive summary of the community engagement process and input received.
- Documentation of community-identified transportation needs.
- Analysis of demographic data and physical factors that influence propensity to use and viability of public transit and shared mobility options.
- A review and findings regarding current and planned shared mobility transportation initiatives and services in the County.
- Assessment of key gaps and opportunities for new shared mobility service types and infrastructure.
- Recommendations and Implementation strategy that identifies prospective partnerships and financially sustainable service models for up to three community service areas.
- Evaluation methods to document the shift to low-carbon trips and modes of transportation, reduction in vehicle miles traveled, and reduction in greenhouse gas emissions.

CivicWell will be responsible for receiving, compiling, and documenting comments received on the Administrative Draft Study.

Public Review Draft

Mobycon will prepare the Public Review Draft Study after incorporating revisions from the Administrative Draft Study. Following administrative review and revisions, the draft will be released for review and comments by the public. The document will be made available for download from the project website. The County and CivicWell will consult with the advisory group to identify additional avenues for distribution (such as providing copies for review at easily accessible public locations), access, and

submission of comments. CivicWell will be responsible for receiving, compiling, and documenting comments received on the Public Draft Study.

Task Deliverables
<ul style="list-style-type: none"> • Administrative Draft Study and summary of comments - Mobycon • Public Review Draft Study and summary of comments - Mobycon

Task 5: Final Draft Study for Board Acceptances/Approvals

Mobycon will complete revisions based on the comments received and present the final draft report with CivicWell to the County Board of Supervisors and AMBAG Board of Directors for approval. In preparation for these meetings, Mobycon will provide supporting materials necessary for board agendas and staff reports, and will prepare the meeting presentations.

Mobycon will make final adjustments, corrections, and refinements, and submit the final document to the County. The County will submit an ADA-accessible electronic copy of the final document to Caltrans.

Task Deliverables
<ul style="list-style-type: none"> • Final Draft Study, incorporating comments received - Mobycon • Board agendas, staff reports, and presentations - CivicWell, with support from Mobycon • Meeting minutes with City Council approval - County, with support from CivicWell • Final Study Document - Mobycon

B. PAYMENT PROVISIONS

B.1 COMPENSATION/ PAYMENT

County shall pay an amount not to exceed \$140,800 for the performance of all things necessary for or incidental to the performance of services as described below.

Task	Consultant
1 Stakeholder Outreach, Education, and Publicity	\$16,800
2 Existing Conditions	\$41,800

3	Community Engagement and Recommendations	\$43,600
4	Draft Report	\$31,000
5	Final Draft Study for Board Acceptances/Approvals	\$7,600
Totals		\$140,800

CONTRACTOR shall be entitled to reimbursement for out-of-pocket expenses up to \$4,971 incurred in the performance of this agreement. Reimbursable expenses under this Agreement include costs allowable under the Caltrans Restricted Grant Agreement between Caltrans and the County that is the source of funding for this agreement related to travel, reproduction, and meeting and workshop supplies. Reimbursable expenses for travel are subject to Caltrans per diem rate requirements.

CONTRACTOR warrants that the cost charged for services under the terms of this contract are not in excess of those charged any other client for the same services performed by the same individuals.

B.2 CONTRACTORS BILLING PROCEDURES

NOTE: Payment may be based upon satisfactory acceptance of each deliverable, payment after completion of each major part of the Agreement, payment at conclusion of the Agreement, etc.

County may, in its sole discretion, terminate the contract or withhold payments claimed by CONTRACTOR for services rendered if CONTRACTOR fails to satisfactorily comply with any term or condition of this Agreement.

No payments in advance or in anticipation of services or supplies to be provided under this Agreement shall be made by County.

County shall not pay any claims for payment for services submitted more than twelve (12) months after the calendar month in which the services were completed.

DISALLOWED COSTS: CONTRACTOR is responsible for any audit exceptions or disallowed costs incurred by its own organization or that of its subcontractors.