



**Date:** July 8, 2019

**To:** Thomas J. Bonfield, City Manager  
**Through:** Keith Chadwell, Deputy City Manager  
**From:** Bill Judge, Interim Director of Transportation  
**Subject:** Bloomberg Mayors Challenge Agreement between the City of Durham and Duke University Center for Advanced Hindsight

### **Executive Summary**

The City of Durham has been awarded a \$1 million grant through the Bloomberg Mayors Challenge to continue innovative work to reduce single occupancy vehicle trips into downtown Durham. The Duke University Center for Advanced Hindsight (CAH) has been an integral partner in helping the City of Durham to win this grant. To continue this work and partnership, the City and CAH have developed a contract agreement describing CAH's scope of work to support the program and to establish CAH as a supplier of research and consulting services for the City of Durham. With approval of this contract, CAH will be expected to continue to play a key role by providing human centered design, behavioral science, and evaluation to the program at a total cost of \$344,999.00 over the three-year agreement.

### **Recommendation**

The Department of Transportation recommends that City Council authorize the City Manager to execute the contract with Duke University (Center for Advanced Hindsight) to provide research and consulting services for the Bloomberg Mayors Challenge Program.

### **Background**

In late 2017, the City of Durham was selected as a Bloomberg Mayors Challenge Champion City. This enabled a partnership between the City of Durham, its Department of Transportation, the Innovation Team, Downtown Durham Inc. and CAH to test ways to reduce the use of single occupancy vehicles within the city. The collaborative team leveraged human centered design, behavioral science and transportation demand management practices to develop solutions to reduce the amount that City of Durham employees commuted via single occupancy vehicles. The team applied to be one of the final Bloomberg Mayors Challenge Champion Cities and was successful, securing \$1 million over three years to further address this issue.

### **Issues/Analysis**

The City and CAH will focus on four main idea areas: personalized route planning, bus lotteries/sweepstakes, incremental parking pricing, and carpooling/rideshare. CAH will work in collaboration with the City of Durham staff, downtown employers, and residents to develop innovative tools to increase the use of alternative modes of transportation that are effective in Durham and scalable to other cities. CAH will be responsible for providing human centered design, behavioral science, and evaluation elements to the program. The services being provided by CAH are needed for the City to successfully comply with the application and requirements of the Bloomberg Mayors Challenge grant.

### **Alternatives**

The Durham City Council could decide to:

- Authorize the City Manager to execute the contract with CAH; or
- Request the City to examine partnering with a different agency or institution. This action will delay data analysis and feedback on the initiative; or
- Not authorize the execution of the contract with CAH. This would likely result in the City being unable to complete the requirements of the Bloomberg Mayors Challenge Grant.

**Financial Impact**

To date, CAH’s services have been in-kind and voluntary. With the increase in program scope, CAH is requesting a contract for research and consulting services. The total estimated cost for CAH to provide services to the City of Durham is \$696,994.00. CAH has agreed to absorb \$351,995.00 of the expense as they are motivated to see behavior change in this area. With this additional in-kind contribution, the actual cost is estimated at \$344,999.00 over three years. A breakdown of the estimated costs over the three-year contract is listed below:

<b>PROFESSIONAL SERVICES</b>	<b>\$696,994.00</b>
<b>CAH CONTRIBUTION</b>	(\$351,995)
<b>TOTAL</b>	<b>\$344,999</b>
<b>YEAR 1</b>	\$125,666
<b>YEAR 2</b>	\$112,666
<b>YEAR 3</b>	\$106,667

**Equal Business Opportunity Summary**

This item was not reviewed by the Equity & Inclusion Department for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

**Appendix:**

1. Contract with Duke Center for Advanced Hindsight (CAH)
2. CAH Scope of Work Exhibit A
3. Exhibit B
4. Duke Center for Advanced Hindsight 3-year budget